



**Key Metrics and Variances**

**VISITOR CENTERS & SERVICES STATISTICS**

	Month ended February 2014	Variance	Last 3-months ended February 2014	Variance	Last 12-months ended February 2014	Variance
Total Welcome Center Visitors	6,780	2.6% ↑	20,994	4.6% ↑	148,414	10.9% ↑
Total Room Nights	-	n/a n/a	28	7.7% ↑	642	(11.1%) ↓
Room Night Economic Impact	\$0	n/a n/a	\$16,464	(75.9%) ↓	\$377,496	(20.9%) ↓
Total Visitor Inquiries by Phone	449	(30.0%) ↓	1,363	(22.8%) ↓	7,990	(12.7%) ↓
Total Visitor Inquiries by eMail	2,345	(54.2%) ↓	5,760	(47.8%) ↓	38,480	(31.1%) ↓

**WEBSITE STATISTICS (www.atlanticcitynj.com)**

	Month ended February 2014	Variance	Last 3-months ended February 2014	Variance	Last 12-months ended February 2014	Variance
Visits	224,781	(31.4%) ↓	646,238	(31.8%) ↓	3,624,937	(24.1%) ↓
Unique Visitors	181,436	(27.7%) ↓	525,087	(27.8%) ↓	2,813,210	(22.9%) ↓
New Visitors (%)	72.7%	7.1% ↑	72.3%	5.5% ↑	69.6%	2.4% ↑
New Visitors	163,371	(26.5%) ↓	466,942	(28.1%) ↓	2,521,889	(22.3%) ↓
Page Views	786,962	(37.4%) ↓	2,281,491	(38.5%) ↓	19,705,555	11.8% ↑
Online Visitor Guide Requests	2,198	(44.2%) ↓	5,930	(22.1%) ↓	25,523	(33.5%) ↓

**CONVENTION SALES ACTIVITIES**

	Month ended February 2014	Variance	Last 3-months ended February 2014	Variance	Last 12-months ended February 2014	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	4	(33.3%) ↓	18	(25.0%) ↓	79	(16.0%) ↓
No. of Room Nights	3,793	(15.8%) ↓	20,479	(7.0%) ↑	74,834	8.7% ↑
No. of Delegates	18,209	23.2% ↑	74,511	6.9% ↑	222,649	17.5% ↑
Delegate Spending	\$4,595,917	(12.8%) ↓	\$31,360,855	(9.2%) ↑	\$108,609,243	14.0% ↑
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	2	0.0% ↑	3	0.0% ↑	10	25.0% ↑
No. of Room Nights	806	(17.0%) ↓	806	(17.0%) ↓	2,827	(48.7%) ↓
No. of Delegates	42,343	1.6% ↑	43,843	1.5% ↑	107,993	57.6% ↑
Delegate Spending	\$4,551,872	1.6% ↑	\$5,105,801	10.8% ↑	\$11,972,046	63.3% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	6	(25.0%) ↓	21	(22.2%) ↓	89	(12.7%) ↓
No. of Room Nights	4,599	(16.0%) ↓	21,285	(7.4%) ↑	77,661	4.4% ↑
No. of Delegates	60,552	7.2% ↑	118,354	4.9% ↑	330,642	28.1% ↑
Delegate Spending	\$9,147,789	(6.2%) ↑	\$36,466,656	(6.9%) ↑	\$120,581,289	17.5% ↑
<b>Hotel - Individual Properties</b>						
No. of Shows	5	66.7% ↑	14	40.0% ↑	82	(7.9%) ↑
No. of Room Nights	2,790	(15.5%) ↓	6,568	17.5% ↑	39,744	(5.9%) ↑
No. of Delegates	3,135	114.7% ↑	19,449	121.4% ↑	49,132	(70.7%) ↓
Delegate Spending	\$2,291,188	25.3% ↑	\$8,582,154	66.1% ↑	\$28,747,771	(36.8%) ↓
<b>Monthly Totals</b>						
No. of Shows	11	0.0% ↑	35	(5.4%) ↑	171	(10.5%) ↓
No. of Room Nights	7,389	(15.8%) ↓	27,853	(2.5%) ↑	117,405	0.7% ↑
No. of Delegates	63,687	9.9% ↑	137,803	13.3% ↑	379,774	(10.8%) ↓
Delegate Spending	\$11,438,977	(1.2%) ↑	\$45,048,810	1.6% ↑	\$149,329,060	0.8% ↑

**BOARDWALK HALL ACTIVITY**

	Month ended February 2014	Variance	Last 3-months ended February 2014	Variance	Last 12-months ended February 2014	Variance
<b>Public Shows</b>						
Attendance	31,572	87.4% ↑	38,010	15.0% ↑	178,121	0.7% ↑
Avg. Attendance	10,524	24.9% ↑	7,602	15.0% ↑	11,875	27.6% ↑
<b>Sporting Events</b>						
Attendance	5,049	(65.3%) ↓	16,587	(29.9%) ↓	81,648	(34.3%) ↓
Avg. Attendance	2,525	(47.9%) ↓	3,317	(29.9%) ↓	8,165	(14.6%) ↓
<b>Total Events</b>						
Attendance	36,621	16.7% ↑	54,597	(3.7%) ↑	259,769	(13.8%) ↓
Avg. Attendance	7,324	16.7% ↑	5,460	(3.7%) ↑	10,391	10.4% ↑



*Key Metrics and Variances*

**TRANSPORTATION STATISTICS \***

	Month ended February 2014			Last 3-months ended February 2014			Last 12-months ended February 2014			
		Variance			Variance			Variance		
<b>Cars, Passenger Vehicles</b>										
AC Expressway-Pleasantville Plaza	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
<b>Buses</b>										
SJTA Day Bus Count	5,602	(15.6%)	↓	18,443	(12.2%)	↓	98,105	(14.6%)	↓	
SJTA Day Bus Passengers	91,086	(23.5%)	↓	286,653	(17.7%)	↓	1,947,843	(15.6%)	↓	
SJTA Overnight Bus Count	101	(22.9%)	↓	228	(17.7%)	↓	1,359	(18.6%)	↓	
SJTA Overnight Bus Passengers	3,839	(30.9%)	↓	8,895	(21.7%)	↓	55,558	(17.1%)	↓	
<b>Air Travel</b>										
ACY - Scheduled Service Passengers (Deplaned)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
ACY - Charter Passengers (Deplaned)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	

**CASINO REVENUE \*\***

	Month ended February 2014			Last 3-months ended February 2014			Last 12-months ended February 2014		
		Variance			Variance			Variance	
Gross Gaming Revenue (\$M)	\$209.6	(1.4%)	↔	\$620.4	(3.4%)	↔	\$2,862.4	(4.4%)	↔
Slot Revenue (\$M)	\$139.3	(4.2%)	↔	\$415.9	(5.9%)	↔	\$2,049.8	(3.9%)	↔
Table Games & Related Revenue (\$M)	\$60.1	(10.9%)	↓	\$177.3	(11.5%)	↓	\$784.5	(8.8%)	↔
Internet Gross Revenue (\$M)	\$10.3	n/a	n/a	\$27.2	n/a	n/a	\$28.1	n/a	n/a

**LEGEND:**

If variance is:	More than 10%	1% to 9%	No Variance	(1%) to (9%)	More than (10%)
then Indicator Arrow is:	↓	↔	↔	↔	↓

\* - South Jersey Transportation Authority (SJTA), Atlantic City International Airport (ACY); \*\* - NJ Division of Gaming Enforcement