



## ATLANTIC CITY TOURISM & SALES BARMETER

JULY 2014 (vs. JULY 2013)

### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended July 2014	Variance	Last 3-months ended July 2014	Variance	Last 12-months ended July 2014	Variance
Total Welcome Center Visitors	21,961	22.6% ↑	53,317	15.5% ↑	157,053	19.0% ↑
Total Room Nights	94	14.6% ↑	218	(11.4%) ↓	580	(17.6%) ↓
Room Night Economic Impact	\$55,272	14.6% ↑	\$128,184	(11.4%) ↓	\$341,040	(27.0%) ↓
Total Visitor Inquiries by Phone	1,849	105.9% ↑	4,047	55.8% ↑	9,385	10.7% ↑
Total Visitor Inquiries by eMail	803	(82.5%) ↓	2,892	(82.2%) ↓	21,231	(57.7%) ↓

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

	Month ended July 2014	Variance	Last 3-months ended July 2014	Variance	Last 12-months ended July 2014	Variance
Visits	603,768	34.4% ↑	1,489,136	18.5% ↑	3,727,522	(13.9%) ↓
Unique Visitors	454,082	33.7% ↑	1,143,821	20.4% ↑	2,923,329	(11.8%) ↓
New Visitors (%)	68.3%	1.9% →	66.2%	(1.6%) →	69.0%	1.6% →
New Visitors	412,307	37.0% ↑	985,653	16.6% ↑	2,573,410	(12.6%) ↓
Page Views	1,820,845	2.9% →	4,871,326	(43.5%) ↓	12,843,283	(42.9%) ↓
Online Visitor Guide Requests	2,943	2.5% →	8,628	3.3% →	26,112	(9.3%) →

#### CONVENTION SALES ACTIVITIES

	Month ended July 2014	Variance	Last 3-months ended July 2014	Variance	Last 12-months ended July 2014	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	1	n/a n/a	15	(16.7%) ↓	74	(12.9%) ↓
No. of Room Nights	80	n/a n/a	20,063	119.0% ↑	80,588	27.9% ↑
No. of Delegates	1,309	n/a n/a	32,683	23.5% ↑	233,381	55.0% ↑
Delegate Spending	\$213,798	n/a n/a	\$19,311,043	53.2% ↑	\$116,164,954	44.0% ↑
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	-	n/a n/a	-	n/a n/a	7	(36.4%) ↓
No. of Room Nights	-	n/a n/a	-	n/a n/a	2,761	(57.0%) ↓
No. of Delegates	-	n/a n/a	-	n/a n/a	100,928	(6.7%) →
Delegate Spending	\$0	n/a n/a	\$0	n/a n/a	\$11,212,559	(3.3%) →
<b>Total Convention Center Bookings</b>						
No. of Shows	1	0.0% →	15	(25.0%) ↓	81	(15.6%) ↓
No. of Room Nights	80	n/a n/a	20,063	105.6% ↑	83,349	20.1% ↑
No. of Delegates	1,309	(73.1%) ↓	32,683	2.5% →	334,309	29.2% ↑
Delegate Spending	\$213,798	(59.1%) ↓	\$19,311,043	46.4% ↑	\$127,377,513	38.0% ↑
<b>Hotel - Individual Properties</b>						
No. of Shows	7	40.0% ↑	23	(11.5%) ↓	73	(12.0%) ↓
No. of Room Nights	2,777	52.3% ↑	12,505	(14.7%) ↓	34,036	3.0% →
No. of Delegates	2,590	107.2% ↑	9,035	(1.8%) →	39,863	(1.3%) →
Delegate Spending	\$1,598,338	68.6% ↑	\$5,720,556	(38.5%) ↓	\$22,644,467	(0.7%) →
<b>Monthly Totals</b>						
No. of Shows	8	33.3% ↑	38	(17.4%) ↓	154	(14.0%) ↓
No. of Room Nights	2,857	56.7% ↑	32,568	33.3% ↑	117,385	14.6% ↑
No. of Delegates	3,899	(36.2%) ↓	41,718	1.5% →	374,172	25.1% ↑
Delegate Spending	\$1,812,136	23.2% ↑	\$25,031,599	11.3% ↑	\$150,021,980	30.3% ↑

#### BOARDWALK HALL ACTIVITY

	Month ended July 2014	Variance	Last 3-months ended July 2014	Variance	Last 12-months ended July 2014	Variance
<b>Public Shows</b>						
Attendance	20,134	57.4% ↑	81,161	193.9% ↑	218,803	43.7% ↑
Avg. Attendance	10,067	(21.3%) ↓	11,594	25.9% ↑	12,156	27.7% ↑
<b>Sporting Events</b>						
Attendance	-	n/a n/a	-	n/a n/a	11	(15.4%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	78,096	(26.9%) ↓
Total Events	2	100.0% ↑	7	75.0% ↑	29	0.0% →
Attendance	20,134	57.4% ↑	81,161	154.9% ↑	296,899	14.6% ↑
Avg. Attendance	10,067	(21.3%) ↓	11,594	45.7% ↑	10,238	14.6% ↑



## ATLANTIC CITY TOURISM & SALES BARMETER

**JULY 2014 (vs. JULY 2013)**

### Key Metrics and Variances

#### TRANSPORTATION STATISTICS \*

	Month ended July 2014	Variance	Last 3-months ended July 2014	Variance	Last 12-months ended July 2014	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	2,026,124	(2.4%) 🚩	5,569,560	(1.8%) 🚩	19,753,957	(0.8%) 🚩
<b>Buses</b>						
SJTA Day Bus Count	8,549	(10.6%) ↓	25,100	(9.0%) 🚩	93,922	(9.5%) 🚩
SJTA Day Bus Passengers	177,582	(13.8%) ↓	521,838	(12.3%) ↓	1,818,432	(11.7%) ↓
SJTA Overnight Bus Count	47	(13.0%) ↓	412	23.7% ↑	1,428	2.7% 🚩
SJTA Overnight Bus Passengers	1,684	(13.5%) ↓	16,351	23.5% ↑	58,097	3.2% 🚩
<b>Air Travel</b>						
ACY - Scheduled Service Passengers (Deplaned)	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

#### CASINO REVENUE \*\*

	Month ended July 2014	Variance	Last 3-months ended July 2014	Variance	Last 12-months ended July 2014	Variance
Gross Gaming Revenue (\$M)	\$274.5	(7.8%) 🚩	\$754.0	(4.8%) 🚩	\$2,826.4	(1.8%) 🚩
Slot Revenue (\$M)	\$196.7	(8.7%) 🚩	\$537.4	(6.5%) 🚩	\$1,984.6	(3.2%) 🚩
Table Games & Related Revenue (\$M)	\$67.8	(17.5%) ↓	\$186.5	(14.2%) ↓	\$760.3	(8.2%) 🚩
Internet Gross Revenue (\$M)	\$10.1	n/a	\$30.0	n/a	\$81.5	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