



ATLANTIC CITY TOURISM & SALES BAROMETER

MAY 2014 (vs. MAY 2013)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended May 2014	Variance	Last 3-months ended May 2014	Variance	Last 12-months ended May 2014	Variance
Total Welcome Center Visitors	13,933	10.3% ↑	34,960	8.6% ↓	151,197	17.1% ↑
Total Room Nights	50	(13.8%) ↓	102	(29.2%) ↓	600	(17.4%) ↓
Room Night Economic Impact	\$29,400	(13.8%) ↓	\$59,976	(29.2%) ↓	\$352,800	(26.5%) ↓
Total Visitor Inquiries by Phone	681	(9.7%) ↓	1,937	(6.2%) ↓	7,862	(7.0%) ↓
Total Visitor Inquiries by eMail	1,108	(81.4%) ↓	4,697	(65.1%) ↓	29,709	(47.2%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended May 2014	Variance	Last 3-months ended May 2014	Variance	Last 12-months ended May 2014	Variance
Visits	378,170	2.6% ↓	909,646	(11.7%) ↓	3,504,838	(23.2%) ↓
Unique Visitors	299,221	6.9% ↓	720,367	(8.2%) ↓	2,748,660	(21.0%) ↓
New Visitors (%)	72.0%	6.3% ↓	69.4%	2.5% ↓	70.1%	3.5% ↓
New Visitors	272,282	9.1% ↓	631,550	(9.5%) ↓	2,455,663	(20.5%) ↓
Page Views	1,329,575	(74.8%) ↓	3,183,015	(68.9%) ↓	12,651,070	(45.5%) ↓
Online Visitor Guide Requests	2,687	6.8% ↓	7,725	6.7% ↓	26,009	(19.6%) ↓

CONVENTION SALES ACTIVITIES

	Month ended May 2014	Variance	Last 3-months ended May 2014	Variance	Last 12-months ended May 2014	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	8	0.0% ↓	20	(9.1%) ↓	77	(8.3%) ↓
No. of Room Nights	16,281	181.4% ↑	24,408	28.0% ↑	80,180	20.5% ↑
No. of Delegates	21,041	79.6% ↑	52,262	36.0% ↑	236,478	49.8% ↑
Delegate Spending	\$13,974,200	99.5% ↑	\$30,511,895	34.5% ↑	\$116,430,771	38.3% ↑
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	3	(40.0%) ↓	8	(20.0%) ↓
No. of Room Nights	-	n/a n/a	1,955	(3.3%) ↓	2,761	(57.0%) ↓
No. of Delegates	-	n/a n/a	55,833	(3.8%) ↓	105,790	2.4% ↓
Delegate Spending	\$0	n/a n/a	\$6,002,047	(3.8%) ↓	\$11,735,224	6.0% ↓
Total Convention Center Bookings						
No. of Shows	8	(11.1%) ↓	23	(14.8%) ↓	85	(9.6%) ↓
No. of Room Nights	16,281	154.9% ↑	26,363	25.0% ↑	82,941	13.7% ↑
No. of Delegates	21,041	71.2% ↑	108,095	12.1% ↑	342,268	31.0% ↑
Delegate Spending	\$13,974,200	97.7% ↑	\$36,513,942	26.2% ↑	\$128,165,995	34.5% ↑
Hotel - Individual Properties						
No. of Shows	6	(45.5%) ↓	13	(48.0%) ↓	71	(14.5%) ↓
No. of Room Nights	2,606	(73.6%) ↓	4,577	(70.4%) ↓	28,921	(38.5%) ↓
No. of Delegates	1,710	(69.2%) ↓	4,945	(72.4%) ↓	36,183	(77.9%) ↓
Delegate Spending	\$1,541,779	(76.6%) ↓	\$2,501,722	(75.2%) ↓	\$21,174,745	(55.3%) ↓
Monthly Totals						
No. of Shows	14	(30.0%) ↓	36	(30.8%) ↓	156	(11.9%) ↓
No. of Room Nights	18,887	16.1% ↑	30,940	(15.3%) ↓	111,862	(6.8%) ↓
No. of Delegates	22,751	27.5% ↑	113,040	(1.2%) ↓	378,451	(10.9%) ↓
Delegate Spending	\$15,515,979	13.5% ↑	\$39,015,664	(0.0%) ↓	\$149,340,740	4.7% ↓

BOARDWALK HALL ACTIVITY

	Month ended May 2014	Variance	Last 3-months ended May 2014	Variance	Last 12-months ended May 2014	Variance
Public Shows						
Attendance	47,664	221.4% ↑	59,356	50.7% ↑	198,094	26.5% ↑
Avg. Attendance	11,916	60.7% ↑	11,871	20.6% ↓	12,381	34.4% ↑
Sporting Events						
Attendance	-	n/a n/a	55,185	(6.0%) ↓	78,096	(26.9%) ↓
Avg. Attendance	n/a	n/a n/a	11,037	(24.8%) ↓	7,100	(13.6%) ↓
Total Events						
Attendance	47,664	150.2% ↑	114,541	16.7% ↑	276,190	4.8% ↓
Avg. Attendance	11,916	87.6% ↑	11,454	(6.6%) ↓	10,229	16.5% ↑



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MAY 2014 (vs. MAY 2013)

Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended May 2014	Variance	Last 3-months ended May 2014	Variance	Last 12-months ended May 2014	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,744,561	(0.7%) 🚩	4,789,901	(4.4%) 🚩	19,842,616	(1.1%) 🚩
Buses						
SJTA Day Bus Count	8,318	(5.3%) 🚩	23,248	(8.5%) 🚩	95,945	(11.0%) 🚩
SJTA Day Bus Passengers	169,250	(7.7%) 🚩	449,835	(13.6%) 🚩	1,877,292	(12.2%) 🚩
SJTA Overnight Bus Count	140	19.7% 📈	393	3.4% 📈	1,372	(6.0%) 🚩
SJTA Overnight Bus Passengers	5,546	21.2% 📈	15,799	2.6% 📈	55,952	(4.7%) 🚩
Air Travel						
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 May 2014	Variance	Last 3-months ended May 2014	Variance	Last 12-months ended May 2014	Variance
Gross Gaming Revenue (\$M)	\$243.2	(4.1%) 🚩	\$712.9	(1.2%) 🚩	\$2,853.9	(2.4%) 🚩
Slot Revenue (\$M)	\$176.2	(2.1%) 🚩	\$482.8	(6.2%) 🚩	\$2,018.1	(3.0%) 🚩
Table Games & Related Revenue (\$M)	\$56.5	(23.3%) 📉	\$196.3	(5.1%) 🚩	\$773.9	(8.2%) 🚩
Internet Gross Revenue (\$M)	\$10.5	n/a	\$33.8	n/a	\$61.9	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