



ATLANTIC CITY TOURISM & SALES BAROMETER

SEPTEMBER 2014 (vs. SEPTEMBER 2013)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended September 2014	Variance	Last 3-months ended September 2014	Variance	Last 12-months ended September 2014	Variance
Total Welcome Center Visitors	17,697	(1.3%) 🟡	62,802	9.6% 🟡	158,528	13.4% 🟢
Total Room Nights	88	(6.4%) 🟡	244	(9.6%) 🟡	542	(11.7%) 🟠
Room Night Economic Impact	\$51,744	(6.4%) 🟡	\$143,472	(9.6%) 🟡	\$318,696	(23.0%) 🟠
Total Visitor Inquiries by Phone	647	(24.6%) 🟠	3,835	46.2% 🟢	9,645	12.4% 🟢
Total Visitor Inquiries by eMail	915	(34.6%) 🟠	2,843	(70.4%) 🟠	18,267	(62.0%) 🟠

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended September 2014	Variance	Last 3-months ended September 2014	Variance	Last 12-months ended September 2014	Variance
Visits	282,176	13.7% 🟢	1,368,199	27.4% 🟢	3,867,573	(4.2%) 🟡
Unique Visitors	227,335	15.7% 🟢	1,048,642	27.9% 🟢	3,037,795	(2.0%) 🟡
New Visitors (%)	72.1%	4.0% 🟡	67.4%	0.2% 🟡	68.8%	1.0% 🟡
New Visitors	203,584	18.2% 🟢	921,873	27.7% 🟢	2,661,816	(3.2%) 🟡
Page Views	785,965	(11.8%) 🟠	4,027,580	(2.4%) 🟡	12,693,653	(41.2%) 🟠
Online Visitor Guide Requests	1,437	17.9% 🟢	6,768	5.0% 🟡	26,361	(4.7%) 🟡

CONVENTION SALES ACTIVITIES

	Month ended September 2014	Variance	Last 3-months ended September 2014	Variance	Last 12-months ended September 2014	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	12	71.4% 🟢	18	38.5% 🟢	78	(7.1%) 🟡
No. of Room Nights	10,088	149.0% 🟢	10,506	47.2% 🟢	83,875	35.9% 🟢
No. of Delegates	14,321	20.8% 🟢	16,970	10.4% 🟢	233,671	51.4% 🟢
Delegate Spending	\$8,714,256	27.1% 🟢	\$9,256,398	(2.4%) 🟡	\$115,720,927	41.6% 🟢
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	-	n/a n/a	6	(45.5%) 🟠
No. of Room Nights	-	n/a n/a	-	n/a n/a	2,761	(12.8%) 🟠
No. of Delegates	-	n/a n/a	-	n/a n/a	99,676	(8.3%) 🟡
Delegate Spending	\$0	n/a n/a	\$0	n/a n/a	\$11,107,848	(4.4%) 🟡
Total Convention Center Bookings						
No. of Shows	12	50.0% 🟢	18	20.0% 🟢	84	(11.6%) 🟠
No. of Room Nights	10,088	149.0% 🟢	10,506	47.2% 🟢	86,636	33.5% 🟢
No. of Delegates	14,321	9.2% 🟡	16,970	(21.0%) 🟠	333,347	26.7% 🟢
Delegate Spending	\$8,714,256	25.2% 🟢	\$9,256,398	(8.5%) 🟡	\$126,828,775	35.9% 🟢
Hotel - Individual Properties						
No. of Shows	18	28.6% 🟢	31	40.9% 🟢	80	1.3% 🟡
No. of Room Nights	9,228	(3.2%) 🟡	12,920	7.8% 🟡	34,022	(11.1%) 🟠
No. of Delegates	8,321	60.2% 🟢	11,760	72.9% 🟢	43,480	15.4% 🟢
Delegate Spending	\$6,245,002	19.4% 🟢	\$8,325,372	27.9% 🟢	\$23,812,711	(4.6%) 🟡
Monthly Totals						
No. of Shows	30	36.4% 🟢	49	32.4% 🟢	164	(5.7%) 🟡
No. of Room Nights	19,316	42.2% 🟢	23,426	22.5% 🟢	120,658	17.0% 🟢
No. of Delegates	22,642	23.7% 🟢	28,730	1.6% 🟡	376,827	25.3% 🟢
Delegate Spending	\$14,959,258	22.7% 🟢	\$17,581,770	5.8% 🟡	\$150,641,486	27.3% 🟢

BOARDWALK HALL ACTIVITY

	Month ended September 2014	Variance	Last 3-months ended September 2014	Variance	Last 12-months ended September 2014	Variance
Public Shows						
Attendance	28,645	39.1% 🟢	81,459	56.0% 🟢	240,700	78.1% 🟢
Avg. Attendance	14,323	(30.4%) 🟠	11,637	(10.9%) 🟠	12,035	24.7% 🟢
Sporting Events						
Attendance	4,472	n/a n/a	4,472	n/a n/a	82,568	(22.7%) 🟠
Avg. Attendance	4,472	n/a n/a	4,472	n/a n/a	6,881	(16.3%) 🟠
Total Events						
Attendance	33,117	60.8% 🟢	85,931	64.6% 🟢	323,268	33.6% 🟢
Avg. Attendance	11,039	(46.4%) 🟠	10,741	(17.7%) 🟠	10,102	12.7% 🟢



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TRANSPORTATION STATISTICS *

	Month ended September 2014	Variance	Last 3-months ended September 2014	Variance	Last 12-months ended September 2014	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,477,272	(16.9%) ↓	5,577,907	(6.6%) ↘	19,407,850	(2.3%) ↘
Buses						
SJTA Day Bus Count	7,188	(18.0%) ↓	23,145	(17.9%) ↓	89,885	(10.1%) ↓
SJTA Day Bus Passengers	139,797	(25.7%) ↓	483,887	(20.7%) ↓	1,720,676	(13.3%) ↓
SJTA Overnight Bus Count	150	15.4% ↑	285	5.2% ↗	1,449	6.5% ↗
SJTA Overnight Bus Passengers	6,084	3.3% ↗	11,211	(0.8%) ↘	58,265	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 September 2014	Variance	Last 3-months ended September 2014	Variance	Last 12-months ended September 2014	Variance
Gross Gaming Revenue (\$M)	\$209.6	(12.9%) ↓	\$789.5	(5.7%) ↘	\$2,802.2	(0.9%) ↘
Slot Revenue (\$M)	\$147.9	(16.6%) ↓	\$551.2	(10.0%) ↘	\$1,942.4	(4.0%) ↘
Table Games & Related Revenue (\$M)	\$51.5	(18.6%) ↓	\$207.4	(7.6%) ↘	\$757.5	(5.8%) ↘
Internet Gross Revenue (\$M)	\$10.2	n/a	\$30.9	n/a	\$102.3	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