



ATLANTIC CITY TOURISM & SALES BARMETER

AUGUST 2016 (vs. AUGUST 2015)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended August 2016	Variance	Last 3-months ended August 2016	Variance	Last 12-months ended August 2016	Variance
Total Welcome Center Visitors	11,418	(28.1%) ↓	35,261	(16.4%) ↓	99,143	(22.4%) ↓
Total Room Nights	-	n/a n/a	-	n/a n/a	26	(91.8%) ↓
Room Night Economic Impact	\$0	n/a n/a	\$0	n/a n/a	\$15,288	(91.8%) ↓
Total Visitor Inquiries by Phone	1,310	(8.1%) ↘	3,191	(16.2%) ↓	10,622	4.6% ↗
Total Visitor Inquiries by eMail	723	447.7% ↑	2,875	517.0% ↑	9,023	114.4% ↑

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended August 2016	Variance	Last 3-months ended August 2016	Variance	Last 12-months ended August 2016	Variance
Visits	255,188	(30.8%) ↓	818,315	(18.0%) ↓	2,341,798	(22.1%) ↓
Unique Visitors	207,290	(27.3%) ↓	665,403	(14.5%) ↓	1,917,525	(19.7%) ↓
New Visitors (%)	74.8%	8.7% ↗	60.1%	(13.8%) ↓	69.6%	(2.6%) ↘
New Visitors	190,881	(24.8%) ↓	491,825	(29.3%) ↓	1,629,641	(24.1%) ↓
Page Views	702,206	(31.0%) ↓	2,238,417	(25.7%) ↓	6,438,029	(27.8%) ↓
Online Visitor Guide Requests	720	(31.8%) ↓	2,798	(9.6%) ↘	11,119	(18.2%) ↓

CONVENTION SALES ACTIVITIES

	Month ended August 2016	Variance	Last 3-months ended August 2016	Variance	Last 12-months ended August 2016	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	6	(14.3%) ↓	73	(11.0%) ↓
No. of Room Nights	-	n/a n/a	2,013	(42.4%) ↓	74,034	(21.8%) ↓
No. of Delegates	-	n/a n/a	17,925	20.1% ↑	203,883	(13.9%) ↓
Delegate Spending	\$0	n/a n/a	\$3,663,872	(44.2%) ↓	\$71,731,080	(39.3%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	1	0.0% ↘	3	200.0% ↑	13	18.2% ↑
No. of Room Nights	4,642	1742.1% ↑	7,641	2932.1% ↑	9,799	(46.0%) ↓
No. of Delegates	13,750	175.0% ↑	27,250	445.0% ↑	150,885	22.3% ↑
Delegate Spending	\$3,460,790	543.9% ↑	\$6,136,713	1041.7% ↑	\$25,344,064	88.7% ↑
Total Convention Center Bookings						
No. of Shows	1	(50.0%) ↓	9	12.5% ↑	86	(7.5%) ↘
No. of Room Nights	4,642	726.0% ↑	9,654	157.6% ↑	83,833	(25.7%) ↓
No. of Delegates	13,750	164.9% ↑	45,175	126.8% ↑	354,768	(1.5%) ↘
Delegate Spending	\$3,460,790	402.7% ↑	\$9,800,585	37.9% ↑	\$97,075,144	(26.2%) ↓
Hotel - Individual Properties						
No. of Shows	15	36.4% ↑	43	10.3% ↑	154	23.2% ↑
No. of Room Nights	13,903	329.1% ↑	39,675	123.5% ↑	123,850	113.4% ↑
No. of Delegates	30,407	269.7% ↑	45,545	121.0% ↑	161,594	42.4% ↑
Delegate Spending	\$15,446,094	268.8% ↑	\$31,164,345	187.5% ↑	\$82,193,177	72.3% ↑
Monthly Totals						
No. of Shows	16	23.1% ↑	52	10.6% ↑	240	10.1% ↑
No. of Room Nights	18,545	387.8% ↑	49,329	129.5% ↑	207,683	21.5% ↑
No. of Delegates	44,157	229.2% ↑	90,720	123.8% ↑	516,362	9.0% ↘
Delegate Spending	\$18,906,884	287.7% ↑	\$40,964,930	128.3% ↑	\$179,268,321	0.0% ↘

BOARDWALK HALL ACTIVITY

	Month ended August 2016	Variance	Last 3-months ended August 2016	Variance	Last 12-months ended August 2016	Variance
Public Shows	3	200.0% ↑	9	125.0% ↑	21	(4.5%) ↘
Attendance	2,119	(32.7%) ↓	49,264	64.4% ↑	143,788	(33.7%) ↓
Avg. Attendance	706	(77.6%) ↓	5,474	(26.9%) ↓	6,847	(30.5%) ↓
Sporting Events	-	n/a n/a	-	n/a n/a	6	(45.5%) ↓
Attendance	-	n/a n/a	-	n/a n/a	52,534	(46.0%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	8,756	(1.0%) ↘
Total Events	3	200.0% ↑	9	125.0% ↑	27	(18.2%) ↓
Attendance	2,119	(32.7%) ↓	49,264	64.4% ↑	196,322	(37.5%) ↓
Avg. Attendance	706	(77.6%) ↓	5,474	(26.9%) ↓	7,271	(23.6%) ↓



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TRANSPORTATION STATISTICS *

	Month ended August 2016	Variance	Last 3-months ended August 2016	Variance	Last 12-months ended August 2016	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,984,179	(0.4%) ↘	5,714,205	1.5% ↗	18,900,081	2.8% ↗
Buses						
SJTA Day Bus Count	5,821	(11.6%) ↓	17,341	(8.1%) ↘	62,563	(12.5%) ↓
SJTA Day Bus Passengers	117,181	(14.8%) ↓	339,582	(12.1%) ↓	1,111,470	(13.2%) ↓
SJTA Overnight Bus Count	47	6.8% ↗	207	(11.5%) ↓	1,026	(10.5%) ↓
SJTA Overnight Bus Passengers	1,818	9.3% ↗	8,465	(5.5%) ↘	40,371	(10.1%) ↓
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 August 2016	Variance	Last 3-months ended August 2016	Variance	Last 12-months ended August 2016	Variance
Gross Gaming Revenue (\$M)	\$246.2	(4.9%) ↘	\$735.9	0.3% ↗	\$2,601.1	2.2% ↗
Slot Revenue (\$M)	\$167.0	(5.3%) ↘	\$492.2	(1.9%) ↘	\$1,729.3	0.1% ↗
Table Games & Related Revenue (\$M)	\$63.1	(10.2%) ↓	\$193.9	(0.8%) ↘	\$691.4	1.3% ↗
Internet Gross Revenue (\$M)	\$16.1	31.6% ↑	\$49.8	36.9% ↑	\$180.4	32.7% ↑

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