



ATLANTIC CITY TOURISM & SALES BARMETER

FEBRUARY 2017 (vs. FEBRUARY 2016)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended February 2017	Variance	Last 3-months ended February 2017	Variance	Last 12-months ended February 2017	Variance
Total Welcome Center Visitors	4,739	(7.7%) ↘	12,652	(20.8%) ↘	90,784	(22.0%) ↘
Total Room Nights	-	n/a n/a	-	n/a n/a	-	n/a n/a
Room Night Economic Impact	\$0	n/a n/a	\$0	n/a n/a	\$0	n/a n/a
Total Visitor Inquiries by Phone	628	(13.9%) ↘	1,761	(19.1%) ↘	9,849	(9.2%) ↘
Total Visitor Inquiries by eMail	485	(30.6%) ↘	1,219	(31.5%) ↘	7,973	88.4% ↗

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended February 2017	Variance	Last 3-months ended February 2017	Variance	Last 12-months ended February 2017	Variance
Visits	119,542	(24.5%) ↘	359,899	(20.5%) ↘	2,111,568	(19.6%) ↘
Unique Visitors	100,680	(23.4%) ↘	304,508	(19.3%) ↘	1,745,746	(16.7%) ↘
New Visitors (%)	78.2%	3.4% ↗	78.2%	2.8% ↗	70.5%	(1.8%) ↘
New Visitors	93,482	(21.9%) ↘	281,477	(18.2%) ↘	1,488,243	(21.0%) ↘
Page Views	311,336	(31.4%) ↘	914,023	(27.9%) ↘	5,669,705	(26.5%) ↘
Online Visitor Guide Requests	482	(31.0%) ↘	1,196	(50.8%) ↘	7,851	(32.9%) ↘

CONVENTION SALES ACTIVITIES

	Month ended February 2017	Variance	Last 3-months ended February 2017	Variance	Last 12-months ended February 2017	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	3	(50.0%) ↘	16	(36.0%) ↘	58	(30.1%) ↘
No. of Room Nights	3,067	(10.1%) ↘	18,396	(4.8%) ↘	67,208	(21.4%) ↘
No. of Delegates	13,554	(20.2%) ↘	67,041	18.7% ↗	195,792	(10.9%) ↘
Delegate Spending	\$3,288,462	(13.0%) ↘	\$22,386,317	26.9% ↗	\$75,086,652	(16.6%) ↘
Public Shows - Atlantic City Convention Center						
No. of Shows	3	(25.0%) ↘	3	(25.0%) ↘	11	0.0% ↔
No. of Room Nights	722	(43.5%) ↘	722	(43.5%) ↘	8,983	(51.0%) ↘
No. of Delegates	31,183	(60.0%) ↘	31,183	(60.0%) ↘	103,608	(34.2%) ↘
Delegate Spending	\$4,088,865	(60.0%) ↘	\$4,088,865	(60.0%) ↘	\$19,327,315	3.0% ↗
Total Convention Center Bookings						
No. of Shows	6	(40.0%) ↘	19	(34.5%) ↘	69	(26.6%) ↘
No. of Room Nights	3,789	(19.2%) ↘	19,118	(7.2%) ↘	76,191	(26.6%) ↘
No. of Delegates	44,737	(52.9%) ↘	98,224	(27.0%) ↘	299,400	(20.7%) ↘
Delegate Spending	\$7,377,327	(47.3%) ↘	\$26,475,182	(4.9%) ↘	\$94,413,967	(13.2%) ↘
Hotel - Individual Properties						
No. of Shows	8	0.0% ↔	26	8.3% ↗	152	8.6% ↗
No. of Room Nights	5,085	(3.7%) ↘	15,471	(10.6%) ↘	132,115	70.9% ↗
No. of Delegates	5,860	71.6% ↗	28,370	14.9% ↗	188,852	61.2% ↗
Delegate Spending	\$3,850,117	35.7% ↗	\$10,947,433	4.3% ↗	\$97,295,852	97.4% ↗
Monthly Totals						
No. of Shows	14	(22.2%) ↘	45	(15.1%) ↘	221	(5.6%) ↘
No. of Room Nights	8,874	(11.0%) ↘	34,589	(8.8%) ↘	208,306	15.0% ↗
No. of Delegates	50,597	(48.6%) ↘	126,594	(20.5%) ↘	488,252	(1.3%) ↘
Delegate Spending	\$11,227,444	(33.3%) ↘	\$37,422,615	(2.4%) ↘	\$191,709,819	21.3% ↗

BOARDWALK HALL ACTIVITY

	Month ended February 2017	Variance	Last 3-months ended February 2017	Variance	Last 12-months ended February 2017	Variance
Public Shows						
Attendance	8,804	(61.6%) ↘	15,342	(60.8%) ↘	109,991	(33.0%) ↘
Avg. Attendance	4,402	(61.6%) ↘	3,068	(68.6%) ↘	5,000	(42.2%) ↘
Sporting Events						
Attendance	-	n/a n/a	1	(66.7%) ↘	5	(28.6%) ↘
Avg. Attendance	n/a	n/a n/a	5,478	(10.9%) ↘	55,521	(5.9%) ↘
Total Events						
Attendance	8,804	(63.9%) ↘	20,820	(54.0%) ↘	165,517	(25.9%) ↘
Avg. Attendance	4,402	(45.9%) ↘	3,470	(46.4%) ↘	6,130	(28.6%) ↘



ATLANTIC CITY TOURISM & SALES BARMETER

FEBRUARY 2017 (vs. FEBRUARY 2016)

Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended February 2017	Variance	Last 3-months ended February 2017	Variance	Last 12-months ended February 2017	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,291,538	(8.7%) 🚩	3,946,679	(4.7%) 🚩	18,673,698	(0.5%) 🚩
Buses						
SJTA Day Bus Count	4,032	(8.3%) 🚩	12,553	(6.2%) 🚩	60,537	(7.2%) 🚩
SJTA Day Bus Passengers	58,737	(10.4%) 📉	169,644	(12.0%) 📉	1,046,167	(12.7%) 📉
SJTA Overnight Bus Count	73	(9.9%) 🚩	148	(5.7%) 🚩	930	(11.0%) 📉
SJTA Overnight Bus Passengers	3,071	(7.2%) 🚩	6,002	0.4% 🚩	36,915	(8.0%) 🚩

CASINO REVENUE **

	Month ended February 2017	Variance	Last 3-months ended February 2017	Variance	Last 12-months ended February 2017	Variance
Gross Gaming Revenue (\$M)	\$205.6	0.3% 🚩	\$618.7	5.4% 🚩	\$2,620.7	1.4% 🚩
Slot Revenue (\$M)	\$132.3	1.5% 🚩	\$387.2	1.0% 🚩	\$1,715.0	(1.4%) 🚩
Table Games & Related Revenue (\$M)	\$54.6	(8.9%) 🚩	\$175.5	9.4% 🚩	\$700.9	1.7% 🚩
Internet Gross Revenue (\$M)	\$18.7	26.9% 📈	\$55.9	28.8% 📈	\$204.9	31.1% 📈

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