



## ATLANTIC CITY TOURISM & SALES BARMETER

JANUARY 2017 (vs. JANUARY 2016)

### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended January 2017	Variance	Last 3-months ended January 2017	Variance	Last 12-months ended January 2017	Variance
Total Welcome Center Visitors	3,686	(28.0%) ↓	13,078	(22.2%) ↓	91,180	(21.9%) ↓
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	592	(23.2%) ↓	1,727	(21.9%) ↓	9,950	(8.7%) ↓
Total Visitor Inquiries by eMail	520	(27.7%) ↓	949	(35.0%) ↓	8,187	120.0% ↑

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

	Month ended January 2017	Variance	Last 3-months ended January 2017	Variance	Last 12-months ended January 2017	Variance
Visits	128,067	(15.0%) ↓	343,198	(19.1%) ↓	2,150,386	(19.6%) ↓
Unique Visitors	108,095	(14.3%) ↓	291,079	(17.7%) ↓	1,776,504	(16.6%) ↓
New Visitors (%)	77.0%	0.8% ↗	78.3%	3.5% ↗	70.4%	(1.5%) ↘
New Visitors	98,612	(14.3%) ↓	268,622	(16.2%) ↓	1,514,481	(20.8%) ↓
Page Views	326,605	(23.1%) ↓	857,797	(26.3%) ↓	5,812,145	(26.1%) ↓
Online Visitor Guide Requests	500	(30.5%) ↓	928	(66.2%) ↓	8,068	(33.3%) ↓

#### CONVENTION SALES ACTIVITIES

	Month ended January 2017	Variance	Last 3-months ended January 2017	Variance	Last 12-months ended January 2017	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	4	(50.0%) ↓	17	(34.6%) ↓	61	(23.8%) ↓
No. of Room Nights	10,891	(5.1%) ↘	27,828	2.9% ↗	67,551	(20.5%) ↓
No. of Delegates	41,433	44.6% ↑	88,489	9.6% ↗	199,226	(9.6%) ↘
Delegate Spending	\$14,633,568	46.2% ↑	\$35,632,666	63.0% ↑	\$75,579,226	(15.6%) ↓
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	-	n/a n/a	1	n/a n/a	12	20.0% ↑
No. of Room Nights	-	n/a n/a	200	n/a n/a	9,538	(47.6%) ↓
No. of Delegates	-	n/a n/a	3,383	n/a n/a	150,455	24.8% ↑
Delegate Spending	\$0	n/a n/a	\$517,908	n/a n/a	\$25,453,710	96.4% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	4	(50.0%) ↓	18	(30.8%) ↓	73	(18.9%) ↓
No. of Room Nights	10,891	(5.1%) ↘	28,028	3.6% ↗	77,089	(25.3%) ↓
No. of Delegates	41,433	44.6% ↑	91,872	13.7% ↑	349,681	2.5% ↗
Delegate Spending	\$14,633,568	46.2% ↑	\$36,150,574	65.4% ↑	\$101,032,936	(1.4%) ↘
<b>Hotel - Individual Properties</b>						
No. of Shows	12	(7.7%) ↘	24	(14.3%) ↓	152	10.9% ↑
No. of Room Nights	7,133	(31.0%) ↓	13,889	(21.1%) ↓	132,312	79.1% ↑
No. of Delegates	19,135	(1.9%) ↘	27,680	5.1% ↗	186,407	59.5% ↑
Delegate Spending	\$5,202,940	(24.3%) ↓	\$10,084,002	3.4% ↗	\$96,283,113	99.5% ↑
<b>Monthly Totals</b>						
No. of Shows	16	(23.8%) ↓	42	(22.2%) ↓	225	(0.9%) ↘
No. of Room Nights	18,024	(17.4%) ↓	41,917	(6.1%) ↘	209,401	18.3% ↑
No. of Delegates	60,568	25.8% ↑	119,552	11.6% ↑	536,088	17.1% ↑
Delegate Spending	\$19,836,508	17.5% ↑	\$46,234,576	46.3% ↑	\$197,316,049	30.9% ↑

#### BOARDWALK HALL ACTIVITY

	Month ended January 2017	Variance	Last 3-months ended January 2017	Variance	Last 12-months ended January 2017	Variance
<b>Public Shows</b>						
Attendance	6,213	5.4% ↗	9,451	(41.8%) ↓	124,109	(22.2%) ↓
Avg. Attendance	6,213	5.4% ↗	2,363	(70.9%) ↓	5,641	(32.8%) ↓
<b>Sporting Events</b>						
Attendance	5,478	17.6% ↑	9,133	96.1% ↑	57,009	(21.4%) ↓
Avg. Attendance	5,478	135.2% ↑	4,567	96.1% ↑	9,502	(8.3%) ↘
<b>Total Events</b>						
Attendance	11,691	10.8% ↑	18,584	(11.0%) ↓	181,118	(21.9%) ↓
Avg. Attendance	5,846	66.2% ↑	3,097	(40.7%) ↓	6,469	(27.5%) ↓



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#### Key Metrics and Variances

#### TRANSPORTATION STATISTICS \*

	Month ended January 2017	Variance	Last 3-months ended January 2017	Variance	Last 12-months ended January 2017	Variance
<b>Cars, Passenger Vehicles</b>						
AC Expressway-Pleasantville Plaza	1,307,731	(1.0%) ↘	4,017,503	(2.0%) ↘	18,796,907	1.1% ↘
<b>Buses</b>						
SJTA Day Bus Count	4,150	(3.2%) ↘	13,169	(5.3%) ↘	60,903	(6.6%) ↘
SJTA Day Bus Passengers	51,879	(9.7%) ↘	182,839	(13.2%) ↓	1,052,970	(12.0%) ↓
SJTA Overnight Bus Count	32	(3.0%) ↘	169	(9.1%) ↘	938	(11.3%) ↓
SJTA Overnight Bus Passengers	1,259	19.1% ↑	6,539	(7.5%) ↘	37,154	(8.8%) ↘

#### CASINO REVENUE \*\*

	Month ended January 2017	Variance	Last 3-months ended January 2017	Variance	Last 12-months ended January 2017	Variance
Gross Gaming Revenue (\$M)	\$204.9	7.6% ↘	\$610.6	4.1% ↘	\$2,620.1	2.4% ↘
Slot Revenue (\$M)	\$123.7	0.6% ↘	\$384.9	(0.7%) ↘	\$1,713.0	(0.9%) ↘
Table Games & Related Revenue (\$M)	\$62.4	18.2% ↑	\$171.3	9.0% ↘	\$706.2	4.2% ↘
Internet Gross Revenue (\$M)	\$18.8	28.6% ↑	\$54.4	29.8% ↑	\$200.9	32.2% ↑

#### 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