



ATLANTIC CITY TOURISM & SALES BARMETER

APRIL 2015 (vs. APRIL 2014)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

| | Month ended April 2015 | Variance | Last 3-months ended April 2015 | Variance | Last 12-months ended April 2015 | Variance |
|----------------------------------|------------------------|-----------|--------------------------------|-----------|---------------------------------|-----------|
| Total Welcome Center Visitors | 10,166 | (13.9%) ↓ | 23,375 | (15.9%) ↓ | 149,705 | (0.1%) ↘ |
| Total Room Nights | 8 | (80.0%) ↓ | 28 | (46.2%) ↓ | 478 | (21.4%) ↓ |
| Room Night Economic Impact | \$4,704 | (80.0%) ↓ | \$16,466 | (46.1%) ↓ | \$281,066 | (21.4%) ↓ |
| Total Visitor Inquiries by Phone | 272 | (60.9%) ↓ | 1,900 | 11.4% ↑ | 10,697 | 34.8% ↑ |
| Total Visitor Inquiries by eMail | 96 | (92.8%) ↓ | 516 | (91.3%) ↓ | 7,654 | (77.9%) ↓ |

WEBSITE STATISTICS (www.atlanticcitynj.com)

| | Month ended April 2015 | Variance | Last 3-months ended April 2015 | Variance | Last 12-months ended April 2015 | Variance |
|-------------------------------|------------------------|-----------|--------------------------------|-----------|---------------------------------|-----------|
| Visits | 196,930 | (32.8%) ↓ | 618,998 | (18.1%) ↓ | 3,737,411 | 6.9% ↘ |
| Unique Visitors | 157,355 | (31.4%) ↓ | 491,684 | (18.4%) ↓ | 2,925,817 | 7.2% ↘ |
| New Visitors (%) | 72.2% | 13.3% ↑ | 71.8% | 3.9% ↘ | 68.7% | (1.3%) ↘ |
| New Visitors | 142,123 | (23.9%) ↓ | 444,549 | (14.9%) ↓ | 2,567,710 | 5.5% ↘ |
| Page Views | 617,736 | (39.3%) ↓ | 1,893,155 | (28.3%) ↓ | 11,439,656 | (31.1%) ↓ |
| Online Visitor Guide Requests | 1,023 | (60.3%) ↓ | 3,163 | (56.3%) ↓ | 20,471 | (20.8%) ↓ |

CONVENTION SALES ACTIVITIES

| | Month ended April 2015 | Variance | Last 3-months ended April 2015 | Variance | Last 12-months ended April 2015 | Variance |
|--|------------------------|-----------|--------------------------------|----------|---------------------------------|----------|
| Conventions/Tradeshows/Meetings - Atlantic City Convention Center | | | | | | |
| No. of Shows | 5 | 150.0% ↑ | 22 | 37.5% ↑ | 91 | 18.2% ↑ |
| No. of Room Nights | 6,118 | 689.4% ↑ | 24,754 | 107.7% ↑ | 109,677 | 57.4% ↑ |
| No. of Delegates | 9,069 | 347.9% ↑ | 76,701 | 55.2% ↑ | 248,378 | 9.3% ↘ |
| Delegate Spending | \$5,321,057 | 345.7% ↑ | \$30,505,897 | 44.3% ↑ | \$127,087,813 | 16.1% ↑ |
| Public Shows - Atlantic City Convention Center | | | | | | |
| No. of Shows | - | n/a n/a | 5 | 0.0% ↘ | 9 | 0.0% ↘ |
| No. of Room Nights | - | n/a n/a | 3,053 | 10.6% ↑ | 3,457 | 2.9% ↘ |
| No. of Delegates | - | n/a n/a | 101,179 | 3.1% ↘ | 108,324 | 1.8% ↘ |
| Delegate Spending | \$0 | n/a n/a | \$10,876,742 | 3.1% ↘ | \$11,815,936 | 0.2% ↘ |
| Total Convention Center Bookings | | | | | | |
| No. of Shows | 5 | 66.7% ↑ | 27 | 28.6% ↑ | 100 | 16.3% ↑ |
| No. of Room Nights | 6,118 | 314.8% ↑ | 27,807 | 89.4% ↑ | 113,134 | 54.9% ↑ |
| No. of Delegates | 9,069 | (55.7%) ↓ | 177,880 | 20.5% ↑ | 356,702 | 7.0% ↘ |
| Delegate Spending | \$5,321,057 | 67.6% ↑ | \$41,382,639 | 30.6% ↑ | \$138,903,749 | 14.6% ↑ |
| Hotel - Individual Properties | | | | | | |
| No. of Shows | 8 | 100.0% ↑ | 21 | 61.5% ↑ | 93 | 22.4% ↑ |
| No. of Room Nights | 4,240 | 207.2% ↑ | 9,427 | 95.5% ↑ | 43,258 | 19.5% ↑ |
| No. of Delegates | 1,680 | 86.7% ↑ | 43,320 | 576.2% ↑ | 88,100 | 120.1% ↑ |
| Delegate Spending | \$2,072,438 | 201.2% ↑ | \$9,121,557 | 178.1% ↑ | \$34,761,214 | 32.5% ↑ |
| Monthly Totals | | | | | | |
| No. of Shows | 13 | 85.7% ↑ | 48 | 41.2% ↑ | 193 | 19.1% ↑ |
| No. of Room Nights | 10,358 | 262.8% ↑ | 37,234 | 90.9% ↑ | 156,392 | 43.2% ↑ |
| No. of Delegates | 10,749 | (49.7%) ↓ | 221,200 | 43.6% ↑ | 444,802 | 19.1% ↑ |
| Delegate Spending | \$7,393,495 | 91.4% ↑ | \$50,504,196 | 44.4% ↑ | \$173,664,963 | 17.7% ↑ |

BOARDWALK HALL ACTIVITY

| | Month ended April 2015 | Variance | Last 3-months ended April 2015 | Variance | Last 12-months ended April 2015 | Variance |
|------------------------|------------------------|----------|--------------------------------|-----------|---------------------------------|----------|
| Public Shows | | | | | | |
| Attendance | - | n/a n/a | 42,370 | (2.1%) ↘ | 266,358 | 61.2% ↑ |
| Avg. Attendance | n/a | n/a n/a | 7,062 | (34.7%) ↓ | 10,654 | (9.7%) ↘ |
| Sporting Events | | | | | | |
| Attendance | - | n/a n/a | 56,094 | (6.9%) ↘ | 85,513 | 3.9% ↘ |
| Avg. Attendance | n/a | n/a n/a | 18,698 | 117.3% ↑ | 9,501 | 38.5% ↑ |
| Total Events | | | | | | |
| Attendance | - | n/a n/a | 98,464 | (4.9%) ↘ | 351,871 | 42.1% ↑ |
| Avg. Attendance | n/a | n/a n/a | 10,940 | 16.3% ↑ | 10,349 | 8.7% ↘ |



ATLANTIC CITY TOURISM & SALES BAREMETER

APRIL 2015 (vs. APRIL 2014)

Key Metrics and Variances

TRANSPORTATION STATISTICS *

| | Month ended April 2015 | Variance | Last 3-months ended April 2015 | Variance | Last 12-months ended April 2015 | Variance |
|---|------------------------|-----------|--------------------------------|-----------|---------------------------------|-----------|
| Cars, Passenger Vehicles | | | | | | |
| AC Expressway-Pleasantville Plaza | 1,354,233 | (10.8%) ↓ | 4,020,972 | (8.1%) ↗ | 18,687,253 | (5.9%) ↗ |
| Buses | | | | | | |
| SJTA Day Bus Count | 5,564 | (25.8%) ↓ | 14,888 | (27.5%) ↓ | 78,824 | (18.2%) ↓ |
| SJTA Day Bus Passengers | 106,285 | (26.6%) ↓ | 252,421 | (32.1%) ↓ | 1,453,519 | (23.2%) ↓ |
| SJTA Overnight Bus Count | 84 | (30.0%) ↓ | 282 | (20.3%) ↓ | 1,309 | (3.0%) ↗ |
| SJTA Overnight Bus Passengers | 2,906 | (41.5%) ↓ | 10,976 | (22.1%) ↓ | 51,734 | (5.9%) ↗ |
| 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 April 2015 | Variance | Last 3-months ended April 2015 | Variance | Last 12-months ended April 2015 | Variance |
|-------------------------------------|------------------------|-----------|--------------------------------|-----------|---------------------------------|-----------|
| Gross Gaming Revenue (\$M) | \$199.2 | (15.6%) ↓ | \$582.0 | (14.3%) ↓ | \$2,649.6 | (7.5%) ↗ |
| Slot Revenue (\$M) | \$135.9 | (10.3%) ↓ | \$388.1 | (13.0%) ↓ | \$1,812.4 | (10.4%) ↓ |
| Table Games & Related Revenue (\$M) | \$50.6 | (30.8%) ↓ | \$157.7 | (21.1%) ↓ | \$709.6 | (10.3%) ↓ |
| Internet Gross Revenue (\$M) | \$12.7 | 11.1% ↑ | \$36.3 | 7.9% ↗ | \$127.6 | 148.1% ↑ |

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