



ATLANTIC CITY TOURISM & SALES BARMETER

AUGUST 2015 (vs. AUGUST 2014)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended August 2015	Variance		Last 3-months ended August 2015	Variance		Last 12-months ended August 2015	Variance	
Total Welcome Center Visitors	15,875	(31.4%)	↓	42,156	(32.6%)	↓	127,807	(19.5%)	↓
Total Room Nights	26	(58.1%)	↓	98	(57.4%)	↓	316	(42.3%)	↓
Room Night Economic Impact	\$15,288	(58.1%)	↓	\$57,624	(57.4%)	↓	\$185,810	(42.3%)	↓
Total Visitor Inquiries by Phone	1,426	6.5%	↔	3,748	(20.3%)	↓	10,092	2.4%	↔
Total Visitor Inquiries by eMail	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended August 2015	Variance		Last 3-months ended August 2015	Variance		Last 12-months ended August 2015	Variance	
Visits	368,636	(23.6%)	↓	997,897	(37.4%)	↓	3,006,939	(21.6%)	↓
Unique Visitors	285,091	(22.4%)	↓	778,443	(35.8%)	↓	2,236,704	(25.6%)	↓
New Visitors (%)	68.8%	8.5%	↔	69.7%	9.0%	↔	71.4%	4.1%	↔
New Visitors	253,771	(17.1%)	↓	696,002	(31.7%)	↓	2,147,296	(18.4%)	↓
Page Views	1,018,307	(28.3%)	↓	3,011,786	(39.3%)	↓	8,919,178	(30.3%)	↓
Online Visitor Guide Requests	1,056	(55.8%)	↓	3,096	(62.8%)	↓	13,590	(48.0%)	↓

CONVENTION SALES ACTIVITIES

	Month ended August 2015	Variance		Last 3-months ended August 2015	Variance		Last 12-months ended August 2015	Variance	
Conventions/Tradeshows/Meetings - Atlantic City Convention Center									
No. of Shows	1	(80.0%)	↓	7	(41.7%)	↓	82	12.3%	↑
No. of Room Nights	310	(8.3%)	↔	3,495	(15.2%)	↓	94,729	21.7%	↑
No. of Delegates	190	(85.8%)	↓	14,921	14.9%	↑	236,731	2.4%	↔
Delegate Spending	\$150,894	(54.0%)	↓	\$6,567,198	15.9%	↑	\$118,076,653	3.7%	↔
Public Shows - Atlantic City Convention Center									
No. of Shows	1	n/a	n/a	1	n/a	n/a	11	57.1%	↑
No. of Room Nights	252	n/a	n/a	252	n/a	n/a	18,134	556.8%	↑
No. of Delegates	5,000	n/a	n/a	5,000	n/a	n/a	123,324	22.2%	↑
Delegate Spending	\$537,500	n/a	n/a	\$537,500	n/a	n/a	\$13,428,436	19.8%	↑
Total Convention Center Bookings									
No. of Shows	2	(60.0%)	↓	8	(33.3%)	↓	93	16.3%	↑
No. of Room Nights	562	66.3%	↑	3,747	(9.1%)	↔	112,863	40.0%	↑
No. of Delegates	5,190	287.3%	↑	19,921	53.5%	↑	360,055	8.4%	↔
Delegate Spending	\$688,394	109.7%	↑	\$7,104,698	25.4%	↑	\$131,505,089	5.1%	↔
Hotel - Individual Properties									
No. of Shows	11	120.0%	↑	39	69.6%	↑	125	64.5%	↑
No. of Room Nights	3,240	264.5%	↑	17,749	64.1%	↑	58,035	69.1%	↑
No. of Delegates	8,224	904.2%	↑	20,607	152.1%	↑	113,465	181.2%	↑
Delegate Spending	\$4,188,608	796.1%	↑	\$10,839,131	132.6%	↑	\$47,696,488	109.2%	↑
Monthly Totals									
No. of Shows	13	30.0%	↑	47	34.3%	↑	218	39.7%	↑
No. of Room Nights	3,802	209.9%	↑	21,496	43.9%	↑	170,898	48.7%	↑
No. of Delegates	13,414	521.3%	↑	40,528	91.6%	↑	473,520	27.1%	↑
Delegate Spending	\$4,877,002	512.9%	↑	\$17,943,829	73.8%	↑	\$179,201,577	21.2%	↑

BOARDWALK HALL ACTIVITY

	Month ended August 2015	Variance		Last 3-months ended August 2015	Variance		Last 12-months ended August 2015	Variance	
Public Shows									
Attendance	3,147	(90.4%)	↓	29,958	(54.7%)	↓	216,738	(6.8%)	↔
Avg. Attendance	3,147	(71.1%)	↓	7,490	(32.1%)	↓	9,852	(19.5%)	↓
Sporting Events									
Attendance	-	n/a	n/a	-	n/a	n/a	11	0.0%	↔
Avg. Attendance	n/a	n/a	n/a	n/a	n/a	n/a	97,274	24.6%	↑
Total Events									
Attendance	3,147	(90.4%)	↓	29,958	(54.7%)	↓	314,012	1.1%	↔
Avg. Attendance	3,147	(71.1%)	↓	7,490	(32.1%)	↓	9,516	(8.1%)	↔



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TRANSPORTATION STATISTICS *

	Month ended August 2015	Variance		Last 3-months ended August 2015	Variance		Last 12-months ended August 2015	Variance
Cars, Passenger Vehicles								
AC Expressway-Pleasantville Plaza	1,992,231	(4.0%)	↘	5,630,761	(4.6%)	↘	18,384,871	(6.7%)
Buses								
SJTA Day Bus Count	6,588	(11.1%)	↘	18,977	(21.6%)	↘	71,586	(21.7%)
SJTA Day Bus Passengers	137,517	(17.4%)	↘	389,537	(25.0%)	↘	1,284,119	(27.4%)
SJTA Overnight Bus Count	44	(50.0%)	↘	234	(35.0%)	↘	1,146	(19.8%)
SJTA Overnight Bus Passengers	1,663	(51.7%)	↘	8,957	(37.1%)	↘	44,894	(22.7%)
Air Travel								
ACY - Scheduled Service Passengers (Deplaned)	n/a	n/a	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	n/a	n/a

CASINO REVENUE **

	Month ended August 2015	Variance		Last 3-months ended August 2015	Variance		Last 12-months ended August 2015	Variance
Gross Gaming Revenue (\$M)	\$258.9	(15.2%)	↘	\$733.5	(10.1%)	↘	\$2,545.2	(10.2%)
Slot Revenue (\$M)	\$176.4	(14.6%)	↘	\$501.7	(11.6%)	↘	\$1,727.0	(12.4%)
Table Games & Related Revenue (\$M)	\$70.2	(20.3%)	↘	\$195.4	(10.5%)	↘	\$682.2	(11.3%)
Internet Gross Revenue (\$M)	\$12.2	15.8%	↗	\$36.4	20.9%	↗	\$135.9	47.7%

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