



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended August 2013	Variance	Last 3-months ended August 2013	Variance	Last 12-months ended August 2013	Variance
Total Welcome Center Visitors	21,443	9.6% ↑	54,971	9.3% ↑	133,820	(4.6%) ↓
Total Room Nights	94	(39.0%) ↓	282	(22.5%) ↓	644	(17.4%) ↓
Room Night Economic Impact	\$55,272	(39.0%) ↓	\$165,816	(22.5%) ↓	\$431,592	(5.9%) ↓
Total Visitor Inquiries by Phone	868	(11.2%) ↓	2,711	(3.1%) ↓	8,370	(9.9%) ↓
Total Visitor Inquiries by eMail	3,604	(12.8%) ↓	13,866	(32.2%) ↓	49,644	4.1% ↑

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended August 2013	Variance	Last 3-months ended August 2013	Variance	Last 12-months ended August 2013	Variance
Visits	376,167	(35.5%) ↓	1,264,449	(25.9%) ↓	4,123,542	(11.7%) ↓
Unique Visitors	283,552	(35.7%) ↓	953,478	(25.2%) ↓	3,156,726	(12.1%) ↓
New Visitors (%)	66.2%	(1.2%) ↓	66.8%	0.6% ↑	67.9%	(1.0%) ↓
New Visitors	248,965	(36.3%) ↓	844,589	(25.4%) ↓	2,801,350	(12.6%) ↓
Page Views	1,465,049	(28.3%) ↓	4,814,587	(21.5%) ↓	21,901,350	30.3% ↑
Online Visitor Guide Requests	2,357	(9.7%) ↓	8,195	(31.8%) ↓	28,535	(17.3%) ↓

CONVENTION SALES ACTIVITIES

	Month ended August 2013	Variance	Last 3-months ended August 2013	Variance	Last 12-months ended August 2013	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	6	0.0% →	16	6.7% ↑	85	(11.5%) ↓
No. of Room Nights	3,088	188.1% ↑	6,462	(18.9%) ↓	65,013	(15.5%) ↓
No. of Delegates	3,490	138.4% ↑	18,229	(22.5%) ↓	152,627	(31.0%) ↓
Delegate Spending	\$2,626,744	239.3% ↑	\$8,229,404	(16.8%) ↓	\$82,540,893	(24.3%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	1	0.0% →	10	11.1% ↑
No. of Room Nights	-	n/a n/a	-	n/a n/a	3,166	(54.8%) ↓
No. of Delegates	-	n/a n/a	4,862	551.7% ↑	107,467	7.0% ↑
Delegate Spending	\$0	n/a n/a	\$522,665	551.7% ↑	\$11,516,807	7.0% ↑
Total Convention Center Bookings						
No. of Shows	6	(14.3%) ↓	17	6.3% ↑	95	(9.5%) ↓
No. of Room Nights	3,088	(28.6%) ↓	6,462	(42.4%) ↓	68,179	(18.7%) ↓
No. of Delegates	3,490	57.9% ↑	23,091	(4.8%) ↓	260,094	(19.1%) ↓
Delegate Spending	\$2,626,744	207.5% ↑	\$8,752,069	(12.2%) ↓	\$94,057,700	(21.5%) ↓
Hotel - Individual Properties						
No. of Shows	1	(88.9%) ↓	16	(33.3%) ↓	75	(9.6%) ↓
No. of Room Nights	60	(97.9%) ↓	4,844	(77.6%) ↓	30,240	(24.0%) ↓
No. of Delegates	150	(94.5%) ↓	3,795	(97.1%) ↓	37,808	(76.8%) ↓
Delegate Spending	\$40,921	(97.4%) ↓	\$2,749,976	(90.4%) ↓	\$21,292,569	(51.8%) ↓
Monthly Totals						
No. of Shows	7	(56.3%) ↓	33	(17.5%) ↓	170	(9.6%) ↓
No. of Room Nights	3,148	(56.2%) ↓	11,306	(65.6%) ↓	98,419	(20.4%) ↓
No. of Delegates	3,640	(26.2%) ↓	26,886	(82.5%) ↓	297,902	(38.5%) ↓
Delegate Spending	\$2,667,665	10.5% ↑	\$11,502,045	(70.3%) ↓	\$115,350,269	(29.7%) ↓

BOARDWALK HALL ACTIVITY

	Month ended August 2013	Variance	Last 3-months ended August 2013	Variance	Last 12-months ended August 2013	Variance
Public Shows						
Attendance	18,835	(49.7%) ↓	31,623	(42.0%) ↓	133,673	(22.5%) ↓
Avg. Attendance	9,418	(24.5%) ↓	10,541	(3.3%) ↓	8,912	(1.8%) ↓
Sporting Events						
Attendance	-	n/a n/a	-	n/a n/a	13	30.0% ↑
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	106,879	2.0% ↑
Total Events						
Attendance	18,835	(49.7%) ↓	31,623	(42.0%) ↓	240,552	(13.2%) ↓
Avg. Attendance	9,418	(24.5%) ↓	10,541	(3.3%) ↓	8,591	(10.1%) ↓



Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended August 2013	Variance		Last 3-months ended August 2013	Variance		Last 12-months ended August 2013	Variance	
Cars, Passenger Vehicles									
AC Expressway-Pleasantville Plaza	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Buses									
SJTA Day Bus Count	9,864	(13.3%)	↓	28,669	(16.1%)	↓	102,284	(21.3%)	↓
SJTA Day Bus Passengers	215,882	(11.6%)	↓	627,330	(14.8%)	↓	2,029,846	(24.1%)	↓
SJTA Overnight Bus Count	87	(4.4%)	↔	303	(19.4%)	↓	1,386	(25.8%)	↓
SJTA Overnight Bus Passengers	3,470	(1.1%)	↔	12,130	(17.1%)	↓	56,232	(24.5%)	↓
Air Travel									
ACY - Scheduled Service Passengers (Deplaned)	n/a	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	n/a

CASINO REVENUE **

	Month ended August 2013	Variance		Last 3-months ended August 2013	Variance		Last 12-months ended August 2013	Variance	
Gross Gaming Revenue (\$M)	\$298.6	(4.8%)	↔	\$836.8	(6.8%)	↔	\$2,863.5	(11.0%)	↓
Slot Revenue (\$M)	\$219.5	(2.6%)	↔	\$614.1	(5.6%)	↔	\$2,044.2	(11.1%)	↓
Table Games & Related Revenue (\$M)	\$79.1	(10.5%)	↓	\$222.7	(9.8%)	↔	\$819.3	(10.6%)	↓

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; *** - Index indicates American Express transactions at any establishment within Atlantic City.