



**Key Metrics and Variances**

**VISITOR CENTERS & SERVICES STATISTICS**

	Month ended November 2013	Variance	Last 3-months ended November 2013	Variance	Last 12-months ended November 2013	Variance
Total Welcome Center Visitors	10,019	63.2% ↑	40,272	51.4% ↑	147,496	9.3% ↑
Total Room Nights	40	566.7% ↑	188	(2.1%) ↓	640	(13.5%) ↓
Room Night Economic Impact	\$23,520	566.7% ↑	\$110,544	(2.1%) ↓	\$429,240	(1.4%) ↓
Total Visitor Inquiries by Phone	419	(30.2%) ↓	1,851	1.3% ↓	8,393	(10.4%) ↓
Total Visitor Inquiries by eMail	1,537	(48.2%) ↓	5,386	(52.3%) ↓	43,744	(16.2%) ↓

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

	Month ended November 2013	Variance	Last 3-months ended November 2013	Variance	Last 12-months ended November 2013	Variance
Visits	194,951	(11.4%) ↓	684,505	(22.4%) ↓	3,926,038	(18.0%) ↓
Unique Visitors	159,385	(11.0%) ↓	549,728	(20.4%) ↓	3,015,884	(17.9%) ↓
New Visitors (%)	73.0%	1.4% ↑	71.2%	2.9% ↑	68.2%	(0.1%) ↓
New Visitors	142,314	(10.2%) ↓	487,033	(20.1%) ↓	2,678,474	(18.1%) ↓
Page Views	643,886	(9.3%) ↓	2,371,977	(24.5%) ↓	21,131,575	22.2% ↑
Online Visitor Guide Requests	1,512	(15.1%) ↓	4,159	(24.2%) ↓	27,209	(26.2%) ↓

**CONVENTION SALES ACTIVITIES**

	Month ended November 2013	Variance	Last 3-months ended November 2013	Variance	Last 12-months ended November 2013	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	7	600.0% ↑	23	0.0% ↑	85	(4.5%) ↓
No. of Room Nights	11,485	n/a n/a	28,831	65.0% ↑	76,368	19.8% ↑
No. of Delegates	63,198	140340.0% ↑	91,453	248.0% ↑	217,820	31.5% ↑
Delegate Spending	\$27,228,073	643894.2% ↑	\$46,324,908	171.5% ↑	\$111,804,088	32.1% ↑
<b>Public Shows - Atlantic City Convention Center</b>						
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	2,992	(56.7%) ↓
No. of Delegates	-	n/a n/a	1,252	(8.9%) ↓	107,344	7.9% ↓
Delegate Spending	\$0	n/a n/a	\$104,711	(29.2%) ↓	\$11,473,706	7.5% ↓
<b>Total Convention Center Bookings</b>						
No. of Shows	7	600.0% ↑	24	0.0% ↑	95	(3.1%) ↓
No. of Room Nights	11,485	n/a n/a	28,831	63.3% ↑	79,360	12.3% ↑
No. of Delegates	63,198	140340.0% ↑	92,705	235.2% ↑	325,164	22.6% ↑
Delegate Spending	\$27,228,073	643894.2% ↑	\$46,429,619	169.7% ↑	\$123,277,794	29.3% ↑
<b>Hotel - Individual Properties</b>						
No. of Shows	5	0.0% ↓	25	4.2% ↓	77	(15.4%) ↓
No. of Room Nights	620	(5.3%) ↓	12,307	183.2% ↑	38,442	(6.9%) ↓
No. of Delegates	855	19.6% ↑	7,748	6.2% ↓	38,319	(77.1%) ↓
Delegate Spending	\$476,095	23.4% ↑	\$7,023,605	114.8% ↑	\$25,151,703	(45.0%) ↓
<b>Monthly Totals</b>						
No. of Shows	12	100.0% ↑	49	2.1% ↓	172	(9.0%) ↓
No. of Room Nights	12,105	1748.1% ↑	41,138	87.0% ↑	117,802	5.2% ↓
No. of Delegates	64,053	8328.0% ↑	100,453	187.4% ↑	363,483	(16.0%) ↓
Delegate Spending	\$27,704,168	7000.6% ↑	\$53,453,224	161.0% ↑	\$148,429,497	5.3% ↓

**BOARDWALK HALL ACTIVITY**

	Month ended November 2013	Variance	Last 3-months ended November 2013	Variance	Last 12-months ended November 2013	Variance
<b>Public Shows</b>						
Attendance	-	n/a n/a	3	0.0% ↑	15	(21.1%) ↓
Avg. Attendance	n/a	n/a n/a	23,035	133.3% ↑	11,544	28.6% ↑
<b>Sporting Events</b>						
Attendance	-	n/a n/a	1	(75.0%) ↓	10	(9.1%) ↓
Avg. Attendance	n/a	n/a n/a	6,324	(74.2%) ↓	88,736	(27.0%) ↓
<b>Total Events</b>						
Attendance	-	n/a n/a	4	(42.9%) ↓	25	(16.7%) ↓
Avg. Attendance	n/a	n/a n/a	75,429	39.5% ↑	261,895	(10.4%) ↓
Avg. Attendance	n/a	n/a n/a	18,857	144.1% ↑	10,476	7.6% ↓



*Key Metrics and Variances*

**TRANSPORTATION STATISTICS \***

	Month ended November 2013	Variance			Last 3-months ended November 2013	Variance			Last 12-months ended November 2013	Variance		
<b>Cars, Passenger Vehicles</b>												
AC Expressway-Pleasantville Plaza	n/a	n/a	n/a		n/a	n/a	n/a		n/a	n/a	n/a	
<b>Buses</b>												
SJTA Day Bus Count	8,035	34.7%	↑		25,585	(5.9%)	👉		100,679	(17.6%)	↓	
SJTA Day Bus Passengers	147,403	32.9%	↑		513,474	(3.8%)	👉		2,009,614	(18.8%)	↓	
SJTA Overnight Bus Count	144	(3.4%)	👉		448	5.2%	👉		1,408	(19.2%)	↓	
SJTA Overnight Bus Passengers	5,963	0.5%	👉		19,128	10.3%	↑		58,016	(17.0%)	↓	
<b>Air Travel</b>												
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 November 2013	Variance			Last 3-months ended November 2013	Variance			Last 12-months ended November 2013	Variance		
Gross Gaming Revenue (\$M)	\$225.1	27.2%	↑		\$682.9	3.0%	👉		\$2,883.3	(6.3%)	👉	
Slot Revenue (\$M)	\$164.4	30.3%	↑		\$505.3	6.7%	👉		\$2,075.8	(5.9%)	👉	
Table Games & Related Revenue (\$M)	\$60.7	19.5%	↑		\$177.6	(6.2%)	👉		\$807.5	(7.5%)	👉	

**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.