



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended October 2013	Variance	Last 3-months ended October 2013	Variance	Last 12-months ended October 2013	Variance
Total Welcome Center Visitors	12,330	45.9% ↑	51,696	29.2% ↑	143,616	5.7% ↓
Total Room Nights	54	(12.9%) ↓	242	(28.8%) ↓	606	(20.1%) ↓
Room Night Economic Impact	\$31,752	(12.9%) ↓	\$142,296	(28.8%) ↓	\$409,248	(8.2%) ↓
Total Visitor Inquiries by Phone	574	(1.5%) ↓	2,300	4.3% ↓	8,574	(7.4%) ↓
Total Visitor Inquiries by eMail	2,449	(53.7%) ↓	7,453	(40.2%) ↓	45,172	(11.5%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended October 2013	Variance	Last 3-months ended October 2013	Variance	Last 12-months ended October 2013	Variance
Visits	241,341	(26.0%) ↓	865,721	(30.5%) ↓	3,951,161	(17.8%) ↓
Unique Visitors	193,796	(24.4%) ↓	673,895	(29.3%) ↓	3,035,611	(17.6%) ↓
New Visitors (%)	71.5%	2.2% ↓	68.6%	1.4% ↓	68.2%	(0.1%) ↓
New Visitors	172,524	(24.4%) ↓	593,684	(29.5%) ↓	2,694,599	(17.9%) ↓
Page Views	836,775	(30.9%) ↓	3,193,140	(28.7%) ↓	21,197,339	22.0% ↑
Online Visitor Guide Requests	1,428	(11.6%) ↓	5,004	(20.8%) ↓	27,478	(23.6%) ↓

CONVENTION SALES ACTIVITIES

	Month ended October 2013	Variance	Last 3-months ended October 2013	Variance	Last 12-months ended October 2013	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	9	(35.7%) ↓	22	(21.4%) ↓	79	(20.2%) ↓
No. of Room Nights	13,295	31.3% ↑	20,434	10.2% ↑	64,883	(14.6%) ↓
No. of Delegates	16,397	1.9% ↓	31,768	14.7% ↑	154,667	(31.6%) ↓
Delegate Spending	\$12,240,661	30.6% ↑	\$21,727,288	21.8% ↑	\$84,580,243	(23.5%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	1	(50.0%) ↓	10	0.0% ↓
No. of Room Nights	-	n/a n/a	-	n/a n/a	2,992	(58.3%) ↓
No. of Delegates	-	n/a n/a	1,252	(41.0%) ↓	107,344	5.5% ↓
Delegate Spending	\$0	n/a n/a	\$104,711	(54.1%) ↓	\$11,473,706	5.1% ↓
Total Convention Center Bookings						
No. of Shows	9	(40.0%) ↓	23	(23.3%) ↓	89	(18.3%) ↓
No. of Room Nights	13,295	29.1% ↑	20,434	(7.0%) ↓	67,875	(18.4%) ↓
No. of Delegates	16,397	(6.1%) ↓	33,020	10.7% ↑	262,011	(20.1%) ↓
Delegate Spending	\$12,240,661	28.6% ↑	\$21,831,999	20.9% ↑	\$96,053,949	(20.9%) ↓
Hotel - Individual Properties						
No. of Shows	6	(14.3%) ↓	22	(21.4%) ↓	77	(14.4%) ↓
No. of Room Nights	2,155	33.7% ↑	11,987	82.8% ↑	38,477	(6.3%) ↓
No. of Delegates	1,700	61.1% ↑	7,103	(23.7%) ↓	38,179	(77.2%) ↓
Delegate Spending	\$1,317,771	26.5% ↑	\$6,694,311	50.6% ↑	\$25,061,546	(45.1%) ↓
Monthly Totals						
No. of Shows	15	(31.8%) ↓	45	(22.4%) ↓	166	(16.6%) ↓
No. of Room Nights	15,450	29.7% ↑	32,421	13.6% ↑	106,352	(14.4%) ↓
No. of Delegates	18,097	(2.3%) ↓	40,123	2.5% ↓	300,190	(39.4%) ↓
Delegate Spending	\$13,558,432	28.4% ↑	\$28,526,310	26.7% ↑	\$121,115,495	(27.5%) ↓

BOARDWALK HALL ACTIVITY

	Month ended October 2013	Variance	Last 3-months ended October 2013	Variance	Last 12-months ended October 2013	Variance
Public Shows						
Attendance	48,512	n/a n/a	87,940	55.4% ↑	183,629	0.7% ↓
Avg. Attendance	24,256	n/a n/a	17,588	55.4% ↑	11,477	25.8% ↑
Sporting Events						
Attendance	6,324	(8.5%) ↓	6,324	(8.5%) ↓	106,288	2.2% ↓
Avg. Attendance	6,324	(8.5%) ↓	6,324	(8.5%) ↓	8,176	(37.1%) ↓
Total Events						
Attendance	54,836	693.0% ↑	94,264	48.4% ↑	289,917	1.2% ↓
Avg. Attendance	18,279	164.3% ↑	15,711	48.4% ↑	9,997	(2.3%) ↓



Key Metrics and Variances

TRANSPORTATION STATISTICS *

	Month ended October 2013	Variance	Last 3-months ended October 2013	Variance	Last 12-months ended October 2013	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,616,749	12.6% ↑	5,514,639	2.6% ↗	20,033,447	(4.8%) ↘
Buses						
SJTA Day Bus Count	8,781	(13.2%) ↓	27,414	(15.9%) ↓	98,608	(22.3%) ↓
SJTA Day Bus Passengers	177,892	(6.4%) ↘	581,953	(12.7%) ↓	1,973,121	(23.4%) ↓
SJTA Overnight Bus Count	174	43.8% ↑	391	6.3% ↗	1,413	(20.7%) ↓
SJTA Overnight Bus Passengers	7,276	47.3% ↑	16,635	11.5% ↑	57,989	(18.6%) ↓
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 October 2013	Variance	Last 3-months ended October 2013	Variance	Last 12-months ended October 2013	Variance
Gross Gaming Revenue (\$M)	\$217.2	3.6% ↗	\$756.4	(5.4%) ↘	\$2,835.2	(9.9%) ↘
Slot Revenue (\$M)	\$163.6	9.7% ↗	\$560.4	(2.2%) ↘	\$2,037.6	(9.5%) ↘
Table Games & Related Revenue (\$M)	\$53.6	(11.5%) ↓	\$196.0	(13.7%) ↓	\$797.6	(10.8%) ↓

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.