



ATLANTIC CITY TOURISM & SALES BARMETER

JUNE 2014 (vs. JUNE 2013)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended June 2014	Variance	Last 3-months ended June 2014	Variance	Last 12-months ended June 2014	Variance
Total Welcome Center Visitors	17,423	11.6% ↑	43,163	13.3% ↑	153,011	17.0% ↑
Total Room Nights	74	(30.2%) ↓	164	(26.8%) ↓	568	(27.2%) ↓
Room Night Economic Impact	\$43,512	(30.2%) ↓	\$96,432	(26.8%) ↓	\$333,984	(34.7%) ↓
Total Visitor Inquiries by Phone	1,517	60.5% ↑	2,893	22.3% ↑	8,434	(1.6%) ↓
Total Visitor Inquiries by eMail	981	(82.7%) ↓	3,429	(77.5%) ↓	25,029	(51.6%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended June 2014	Variance	Last 3-months ended June 2014	Variance	Last 12-months ended June 2014	Variance
Visits	507,198	15.5% ↑	1,178,572	5.0% ↓	3,572,912	(20.2%) ↓
Unique Visitors	390,518	18.3% ↑	919,021	8.0% ↓	2,808,977	(17.8%) ↓
New Visitors (%)	59.4%	(11.5%) ↓	64.5%	(4.5%) ↓	68.9%	1.6% ↓
New Visitors	301,064	2.2% ↓	760,185	0.2% ↓	2,462,039	(18.9%) ↓
Page Views	1,720,906	8.9% ↓	4,068,205	(60.9%) ↓	12,792,382	(44.1%) ↓
Online Visitor Guide Requests	2,998	1.0% ↓	8,261	9.7% ↓	26,040	(13.1%) ↓

CONVENTION SALES ACTIVITIES

	Month ended June 2014	Variance	Last 3-months ended June 2014	Variance	Last 12-months ended June 2014	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	6	(40.0%) ↓	16	(36.0%) ↓	73	(18.0%) ↓
No. of Room Nights	3,702	9.7% ↓	20,758	27.9% ↑	80,508	26.7% ↑
No. of Delegates	10,333	(29.9%) ↓	33,399	(14.0%) ↓	232,072	46.5% ↑
Delegate Spending	\$5,123,045	(8.6%) ↓	\$20,291,032	3.5% ↓	\$115,951,156	41.7% ↑
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	1	(50.0%) ↓	8	(20.0%) ↓
No. of Room Nights	-	n/a n/a	700	16.7% ↑	2,761	(57.0%) ↓
No. of Delegates	-	n/a n/a	18,425	(4.0%) ↓	105,790	2.4% ↓
Delegate Spending	\$0	n/a n/a	\$1,980,687	(4.0%) ↓	\$11,735,224	6.0% ↓
Total Convention Center Bookings						
No. of Shows	6	(40.0%) ↓	17	(37.0%) ↓	81	(18.2%) ↓
No. of Room Nights	3,702	9.7% ↓	21,458	27.5% ↑	83,269	19.0% ↑
No. of Delegates	10,333	(29.9%) ↓	51,824	(10.7%) ↓	337,862	29.1% ↑
Delegate Spending	\$5,123,045	(8.6%) ↓	\$22,271,719	2.8% ↓	\$127,686,380	37.5% ↑
Hotel - Individual Properties						
No. of Shows	10	0.0% ↓	20	(25.9%) ↓	71	(14.5%) ↓
No. of Room Nights	7,122	140.5% ↑	11,108	(32.4%) ↓	33,082	0.8% ↓
No. of Delegates	4,735	97.7% ↑	7,345	(23.3%) ↓	38,523	(7.8%) ↓
Delegate Spending	\$2,580,439	46.5% ↑	\$4,810,303	(52.7%) ↓	\$21,994,160	(5.2%) ↓
Monthly Totals						
No. of Shows	16	(20.0%) ↓	37	(31.5%) ↓	152	(16.5%) ↓
No. of Room Nights	10,824	70.9% ↑	32,566	(2.1%) ↓	116,351	13.2% ↑
No. of Delegates	15,068	(12.1%) ↓	59,169	(12.5%) ↓	376,385	24.0% ↑
Delegate Spending	\$7,703,484	4.6% ↓	\$27,082,022	(14.9%) ↓	\$149,680,540	28.9% ↑

BOARDWALK HALL ACTIVITY

	Month ended June 2014	Variance	Last 3-months ended June 2014	Variance	Last 12-months ended June 2014	Variance
Public Shows						
Attendance	13,363	n/a n/a	72,719	84.6% ↑	211,457	40.3% ↑
Avg. Attendance	13,363	n/a n/a	12,120	23.1% ↑	12,439	32.1% ↑
Sporting Events						
Attendance	-	n/a n/a	-	n/a n/a	11	(15.4%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	78,096	(26.9%) ↓
Total Events	1	n/a n/a	6	20.0% ↑	28	(3.4%) ↓
Attendance	13,363	n/a n/a	72,719	66.8% ↑	289,553	12.4% ↑
Avg. Attendance	13,363	n/a n/a	12,120	39.0% ↑	10,341	16.4% ↑



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TRANSPORTATION STATISTICS *

	Month ended June 2014	Variance	Last 3-months ended June 2014	Variance	Last 12-months ended June 2014	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,798,875	(2.2%) 🚩	5,061,040	(2.7%) 🚩	19,802,801	(0.8%) 🚩
Buses						
SJTA Day Bus Count	8,104	(12.3%) ↓	23,922	(9.7%) 🚩	94,809	(10.2%) ↓
SJTA Day Bus Passengers	172,249	(16.2%) ↓	486,382	(13.9%) ↓	1,844,052	(12.0%) ↓
SJTA Overnight Bus Count	227	40.1% ↑	487	12.7% ↑	1,437	2.6% 🚩
SJTA Overnight Bus Passengers	9,209	37.2% ↑	19,721	13.0% ↑	58,447	3.2% 🚩
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 June 2014	Variance	Last 3-months ended June 2014	Variance	Last 12-months ended June 2014	Variance
Gross Gaming Revenue (\$M)	\$236.2	(1.8%) 🚩	\$715.5	(1.0%) 🚩	\$2,849.5	(1.4%) 🚩
Slot Revenue (\$M)	\$164.5	(8.2%) 🚩	\$492.1	(5.5%) 🚩	\$2,003.4	(2.7%) 🚩
Table Games & Related Revenue (\$M)	\$62.3	1.2% 🚩	\$192.0	(5.1%) 🚩	\$774.6	(6.8%) 🚩
Internet Gross Revenue (\$M)	\$9.5	n/a	\$31.4	n/a	\$71.4	n/a

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