



## ATLANTIC CITY TOURISM & SALES BAROMETER

MARCH 2012 (vs. MARCH 2011)

### Key Metrics and Variances

#### VISITOR CENTERS & SERVICES STATISTICS

	Month ended March 2012	Variance	Last 3-months ended March 2012	Variance	Last 12-months ended March 2012	Variance
Total Welcome Center Visitors	13,836	72% ↑	27,999	42% ↑	139,447	16% ↑
Total Room Nights	30	(12%) ↓	58	12% ↑	1,008	(14%) ↓
Room Night Economic Impact	\$17,640	(12%) ↓	\$34,104	12% ↑	\$592,704	(15%) ↓
Total Visitor Inquiries by Phone	973	19% ↑	2,477	11% ↑	9,004	(1%) ↓
Total Visitor Inquiries by eMail	2,953	(57%) ↓	8,830	(41%) ↓	55,216	(13%) ↓

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

	Month ended March 2012	Variance	Last 3-months ended March 2012	Variance	Last 12-months ended March 2012	Variance
Visits	384,830	17% ↑	1,094,502	26% ↑	4,037,165	27% ↑
Unique Visitors	302,164	11% ↑	852,319	18% ↑	3,199,734	21% ↑
New Visitors (%)	70.5%	(5.5%) ↓	69.7%	(7.4%) ↓	70.9%	(5.3%) ↓
New Visitors	271,124	10% ↑	763,322	17% ↑	2,863,618	20% ↑
Page Views	1,419,044	(25%) ↓	3,926,041	(23%) ↓	16,351,979	(15%) ↓
Online Visitor Guide Requests	3,412	(12%) ↓	8,284	(13%) ↓	27,414	(21%) ↓

#### CONVENTION SALES ACTIVITIES

	Month ended March 2012	Variance	Last 3-months ended March 2012	Variance	Last 12-months ended March 2012	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	17	70% ↑	26	18% ↑	98	(1%) ↓
No. of Room Nights	13,802	63% ↑	24,352	21% ↑	87,225	5% ↓
No. of Delegates	48,589	33% ↑	80,552	29% ↑	233,512	4% ↓
Delegate Spending	\$23,111,610	66% ↑	\$37,321,741	37% ↑	\$123,303,860	15% ↑
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	3	50% ↑	6	0% →	11	22% ↑
No. of Room Nights	1,121	60% ↑	3,492	12% ↑	5,647	(3%) ↓
No. of Delegates	23,146	226% ↑	96,321	14% ↑	125,375	32% ↑
Delegate Spending	\$2,488,195	226% ↑	\$10,354,507	14% ↑	\$13,454,043	13% ↑
<b>Total Convention Center Bookings</b>						
No. of Shows	20	67% ↑	32	14% ↑	109	1% ↓
No. of Room Nights	14,923	63% ↑	27,844	20% ↑	92,872	4% ↓
No. of Delegates	71,735	65% ↑	176,873	20% ↑	358,887	12% ↑
Delegate Spending	\$25,599,805	74% ↑	\$47,676,248	31% ↑	\$136,757,903	14% ↑
<b>Hotel - Individual Properties</b>						
No. of Shows	10	(9%) ↓	22	10% ↑	77	3% ↓
No. of Room Nights	2,761	(19%) ↓	7,369	25% ↑	45,608	102% ↑
No. of Delegates	12,941	35% ↑	21,623	77% ↑	126,687	418% ↑
Delegate Spending	\$2,573,866	(9%) ↓	\$7,971,153	78% ↑	\$49,679,895	230% ↑
<b>Monthly Totals</b>						
No. of Shows	30	30% ↑	54	13% ↑	186	2% ↓
No. of Room Nights	17,684	41% ↑	35,213	21% ↑	138,480	24% ↑
No. of Delegates	84,676	59% ↑	198,496	24% ↑	485,574	41% ↑
Delegate Spending	\$28,173,671	61% ↑	\$55,647,401	36% ↑	\$186,437,798	39% ↑

#### BOARDWALK HALL ACTIVITY

	Month ended March 2012	Variance	Last 3-months ended March 2012	Variance	Last 12-months ended March 2012	Variance
<b>Public Shows</b>	2	n/a n/a	6	100% ↑	19	6% ↓
Attendance	24,079	n/a n/a	51,001	149% ↑	176,346	(7%) ↓
Avg. Attendance	12,040	n/a n/a	24,584	n/a n/a	98,831	n/a n/a
<b>Sporting Events</b>	3	(25%) ↓	5	(44%) ↓	12	(14%) ↓
Attendance	68,831	(1%) ↓	85,485	0% →	117,490	4% ↓
Avg. Attendance	22,944	32% ↑	39,598	66% ↑	68,698	72% ↑
<b>Total Events</b>	5	25% ↑	11	(8%) ↓	31	(3%) ↓
Attendance	92,910	34% ↑	136,486	29% ↑	293,836	(3%) ↓
Avg. Attendance	18,582	7% ↓	32,381	26% ↑	100,181	(14%) ↓



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#### TRANSPORTATION STATISTICS

	Month ended March 2012	Variance	Last 3-months ended March 2012	Variance	Last 12-months ended March 2012	Variance
<b>Cars, Passenger Vehicles *</b>						
AC Expressway-Pleasantville Plaza	1,727,014	4% ↗	4,828,536	6% ↗	21,268,102	0% ↗
<b>Buses *</b>						
SJTA Day Bus Count	10,353	(18%) ↓	29,149	(14%) ↓	138,070	(14%) ↓
SJTA Day Bus Passengers	229,480	(18%) ↓	592,425	(16%) ↓	3,002,925	(15%) ↓
SJTA Overnight Bus Count	196	40% ↑	461	10% ↑	1,894	2% ↗
SJTA Overnight Bus Passengers	7,965	45% ↑	18,621	14% ↑	72,145	1% ↗
<b>Air Travel **</b>						
ACY - Scheduled Service Passengers (Deplaned)	61,701	12% ↑	155,080	7% ↗	626,898	(2%) ↗
ACY - Charter Passengers (Deplaned)	7,189	(6%) ↘	16,702	(11%) ↓	76,849	(9%) ↘

#### CASINO REVENUE

	Month ended March 2012	Variance	Last 3-months ended March 2012	Variance	Last 12-months ended March 2012	Variance
Gross Gaming Revenue (\$ millions)	\$266.8	(5.0%) ↘	\$747.3	(6.0%) ↘	\$3,275.1	(6.6%) ↘
Slot Revenue (\$ millions)	\$191.1	(2.7%) ↘	\$532.0	(2.4%) ↘	\$2,329.7	(4.7%) ↘
Table Games & Related Revenue (\$ millions)	\$75.7	(10.6%) ↓	\$215.2	(13.9%) ↓	\$945.4	(11.2%) ↓

#### LEGEND:

If variance is:	More than 10%	1% to 9%	No Variance	(1%) to (9%)	More than (10%)
	10%	5%	0%	(5%)	(10%)
then Indicator Arrow is:	↑	↗	→	↘	↓

\* - South Jersey Transportation Authority (SJTA); \*\* - Atlantic City International Airport (ACY); Casino Revenue and Casino Hotel/F&B Volume as reported per NJ Division of Gaming Enforcement.