



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended April 2012	Variance	Last 3-months ended April 2012	Variance	Last 12-months ended April 2012	Variance
Total Welcome Center Visitors	11,068	28% ↑	32,992	40% ↑	141,862	17% ↑
Total Room Nights	30	(21%) ↓	74	(14%) ↓	1,000	(11%) ↓
Room Night Economic Impact	\$17,640	(21%) ↓	\$43,512	(14%) ↓	\$588,000	(6%) ↓
Total Visitor Inquiries by Phone	873	9% ↗	2,660	10% ↑	9,074	(1%) ↗
Total Visitor Inquiries by eMail	3,981	(17%) ↓	9,218	(41%) ↓	54,415	(12%) ↓

WEBSITE STATISTICS (www.atlanticcityny.com)

	Month ended April 2012	Variance	Last 3-months ended April 2012	Variance	Last 12-months ended April 2012	Variance
Visits	362,405	34% ↑	1,113,936	27% ↑	4,129,162	28% ↑
Unique Visitors	283,915	27% ↑	860,180	19% ↑	3,260,733	21% ↑
New Visitors (%)	69.6%	(5.8%) ↘	68.8%	(7.7%) ↘	70.6%	(5.5%) ↘
New Visitors	252,053	26% ↑	766,664	18% ↑	2,916,062	20% ↑
Page Views	1,416,516	(16%) ↓	4,100,549	(21%) ↓	16,088,855	(17%) ↓
Online Visitor Guide Requests	3,810	21% ↑	10,077	4% ↗	28,074	(17%) ↓

CONVENTION SALES ACTIVITIES

	Month ended April 2012	Variance	Last 3-months ended April 2012	Variance	Last 12-months ended April 2012	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	7	0% ↗	27	29% ↑	98	(1%) ↘
No. of Room Nights	1,866	(83%) ↓	16,248	(18%) ↓	78,124	(10%) ↘
No. of Delegates	10,719	(46%) ↓	70,670	21% ↑	224,300	(3%) ↘
Delegate Spending	\$4,494,266	(69%) ↓	\$29,655,641	2%	\$113,161,715	(0%) ↘
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	6	(25%) ↓	9	(10%) ↘
No. of Room Nights	-	n/a n/a	3,492	(26%) ↓	4,017	(39%) ↓
No. of Delegates	-	n/a n/a	96,392	(11%) ↓	101,446	(11%) ↓
Delegate Spending	\$0	n/a n/a	\$10,362,139	(11%) ↓	\$10,881,675	(22%) ↓
Total Convention Center Bookings						
No. of Shows	7	(22%) ↓	33	14% ↑	107	(2%) ↘
No. of Room Nights	1,866	(85%) ↓	19,740	(19%) ↓	82,141	(12%) ↓
No. of Delegates	10,719	(76%) ↓	167,062	(0%) ↘	325,746	(6%) ↘
Delegate Spending	\$4,494,266	(74%) ↓	\$40,017,780	(2%) ↘	\$124,043,390	(3%) ↘
Hotel - Individual Properties						
No. of Shows	7	(42%) ↓	24	(8%) ↘	72	(9%) ↘
No. of Room Nights	2,569	(56%) ↓	8,990	(9%) ↘	42,395	57% ↑
No. of Delegates	5,750	(24%) ↓	21,446	18% ↑	124,887	291% ↑
Delegate Spending	\$2,604,580	(31%) ↓	\$7,314,206	1%	\$48,500,904	167% ↑
Monthly Totals						
No. of Shows	14	(33%) ↓	57	4% ↗	179	(5%) ↘
No. of Room Nights	4,435	(76%) ↓	28,730	(16%) ↓	124,536	4% ↗
No. of Delegates	16,469	(68%) ↓	188,508	2%	450,633	19% ↑
Delegate Spending	\$7,098,846	(66%) ↓	\$47,331,986	(1%) ↘	\$172,544,294	19% ↑

BOARDWALK HALL ACTIVITY

	Month ended April 2012	Variance	Last 3-months ended April 2012	Variance	Last 12-months ended April 2012	Variance
Public Shows	1	(67%) ↓	4	(20%) ↓	17	(15%) ↓
Attendance	16,209	(41%) ↓	45,644	(2%) ↘	165,081	(20%) ↓
Avg. Attendance	16,209	77% ↑	33,605	79% ↑	105,882	(1%) ↘
Sporting Events	1	0% ↗	5	(38%) ↓	12	(8%) ↘
Attendance	7,349	(54%) ↓	82,445	(12%) ↓	108,813	(9%) ↘
Avg. Attendance	7,349	(54%) ↓	36,558	1%	60,021	17% ↑
Total Events	2	(50%) ↓	9	(31%) ↓	29	(12%) ↓
Attendance	23,558	(46%) ↓	128,089	(9%) ↘	273,894	(16%) ↓
Avg. Attendance	11,779	8% ↗	36,172	7% ↗	101,085	(16%) ↓



Key Metrics and Variances

TRANSPORTATION STATISTICS

	Month ended April 2012	Variance	Last 3-months ended April 2012	Variance	Last 12-months ended April 2012	Variance
Cars, Passenger Vehicles *						
AC Expressway-Pleasantville Plaza	1,696,132	0%	4,983,848	3%	21,270,826	1%
Buses *						
SJTA Day Bus Count	10,600	(21%) ↓	30,962	(16%) ↓	135,735	(15%) ↓
SJTA Day Bus Passengers	227,313	(26%) ↓	640,677	(22%) ↓	2,898,553	(18%) ↓
SJTA Overnight Bus Count	232	15% ↑	602	14% ↑	1,935	6% ↑
SJTA Overnight Bus Passengers	9,243	24% ↑	24,538	21% ↑	74,805	7% ↑
Air Travel **						
ACY - Scheduled Service Passengers (Deplaned)	60,176	8% ↑	168,093	10% ↑	631,338	(1%) ↓
ACY - Charter Passengers (Deplaned)	5,527	(22%) ↓	17,939	(14%) ↓	75,333	(11%) ↓

CASINO REVENUE

	Month ended April 2012	Variance	Last 3-months ended April 2012	Variance	Last 12-months ended April 2012	Variance
Gross Gaming Revenue (\$ millions)	\$261.0	(10.0%) ↓	\$771.1	(7.0%) ↓	\$3,246.7	(6.9%) ↓
Slot Revenue (\$ millions)	\$189.5	(9.2%) ↓	\$557.0	(5.4%) ↓	\$2,310.9	(5.1%) ↓
Table Games & Related Revenue (\$ millions)	\$71.5	(12.1%) ↓	\$214.1	(11.0%) ↓	\$935.8	(10.9%) ↓

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.