



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended May 2012	Variance	Last 3-months ended May 2012	Variance	Last 12-months ended May 2012	Variance
Total Welcome Center Visitors	12,009	(10%) ↓	36,913	23% ↑	140,504	16% ↑
Total Room Nights	80	(32%) ↓	140	(26%) ↓	962	(15%) ↓
Room Night Economic Impact	\$47,140	(32%) ↓	\$82,420	(26%) ↓	\$565,756	(11%) ↓
Total Visitor Inquiries by Phone	916	30% ↑	2,762	19% ↑	9,287	2% ↘
Total Visitor Inquiries by eMail	6,200	(17%) ↓	13,134	(31%) ↓	53,176	(12%) ↓

WEBSITE STATISTICS (www.atlanticcityny.com)

	Month ended May 2012	Variance	Last 3-months ended May 2012	Variance	Last 12-months ended May 2012	Variance
Visits	495,007	57% ↑	1,242,242	36% ↑	4,309,471	31% ↑
Unique Visitors	370,369	43% ↑	956,448	27% ↑	3,372,035	23% ↑
New Visitors (%)	66.7%	(10.2%) ↓	68.7%	(7.5%) ↘	69.9%	(6.4%) ↘
New Visitors	330,271	41% ↑	853,448	26% ↑	3,012,502	22% ↑
Page Views	1,806,684	(4%) ↘	4,642,244	(15%) ↓	16,017,357	(19%) ↓
Online Visitor Guide Requests	6,040	81% ↑	13,262	28% ↑	30,779	(8%) ↘

CONVENTION SALES ACTIVITIES

	Month ended May 2012	Variance	Last 3-months ended May 2012	Variance	Last 12-months ended May 2012	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	8	(20%) ↓	32	19% ↑	96	(2%) ↘
No. of Room Nights	5,739	(26%) ↓	21,407	(21%) ↓	76,058	(11%) ↓
No. of Delegates	10,754	(33%) ↓	70,062	(3%) ↘	218,890	1% ↘
Delegate Spending	\$6,169,297	(36%) ↓	\$33,775,173	(12%) ↓	\$109,714,591	(5%) ↘
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	3	(40%) ↓	8	(27%) ↓
No. of Room Nights	-	n/a n/a	1,121	(57%) ↓	3,757	(45%) ↓
No. of Delegates	-	n/a n/a	23,217	(29%) ↓	99,645	(14%) ↓
Delegate Spending	\$0	n/a n/a	\$2,495,827	(29%) ↓	\$10,688,068	(24%) ↓
Total Convention Center Bookings						
No. of Shows	8	(27%) ↓	35	9% ↘	104	(5%) ↘
No. of Room Nights	5,739	(29%) ↓	22,528	(24%) ↓	79,815	(13%) ↓
No. of Delegates	10,754	(40%) ↓	93,279	(12%) ↓	318,535	(4%) ↘
Delegate Spending	\$6,169,297	(37%) ↓	\$36,271,000	(13%) ↓	\$120,402,659	(7%) ↘
Hotel - Individual Properties						
No. of Shows	14	8% ↘	31	(14%) ↓	73	(13%) ↓
No. of Room Nights	5,338	(26%) ↓	10,668	(35%) ↓	40,498	33% ↑
No. of Delegates	3,285	(46%) ↓	21,976	(5%) ↘	122,087	267% ↑
Delegate Spending	\$3,085,618	(31%) ↓	\$8,264,064	(26%) ↓	\$47,090,937	146% ↑
Monthly Totals						
No. of Shows	22	(8%) ↘	66	(3%) ↘	177	(8%) ↘
No. of Room Nights	11,077	(28%) ↓	33,196	(28%) ↓	120,313	(2%) ↘
No. of Delegates	14,039	(42%) ↓	115,255	(10%) ↓	440,622	20% ↑
Delegate Spending	\$9,254,915	(35%) ↓	\$44,535,064	(16%) ↓	\$167,493,596	13% ↑

BOARDWALK HALL ACTIVITY

	Month ended May 2012	Variance	Last 3-months ended May 2012	Variance	Last 12-months ended May 2012	Variance
Public Shows	3	50% ↑	6	20% ↑	18	(14%) ↓
Attendance	19,400	(13%) ↓	59,688	20% ↑	162,246	(25%) ↓
Avg. Attendance	6,467	(42%) ↓	34,715	71% ↑	101,231	(4%) ↘
Sporting Events	-	n/a n/a	4	(20%) ↓	12	(8%) ↘
Attendance	-	n/a n/a	76,180	(11%) ↓	108,813	(9%) ↘
Avg. Attendance	n/a	n/a n/a	n/a	n/a n/a	n/a	n/a n/a
Total Events	3	50% ↑	10	0% ↘	30	(12%) ↓
Attendance	19,400	(13%) ↓	135,868	1% ↘	271,059	(19%) ↓
Avg. Attendance	6,467	(42%) ↓	36,828	(6%) ↘	96,434	(19%) ↓



Key Metrics and Variances

TRANSPORTATION STATISTICS

	Month ended May 2012	Variance	Last 3-months ended May 2012	Variance	Last 12-months ended May 2012	Variance
Cars, Passenger Vehicles *						
AC Expressway-Pleasantville Plaza	1,832,178	(1%) 🚩	5,255,386	1% 🚩	21,249,512	1% 🚩
Buses *						
SJTA Day Bus Count	11,075	(14%) ↓	32,487	(16%) ↓	134,000	(15%) ↓
SJTA Day Bus Passengers	236,526	(16%) ↓	688,964	(21%) ↓	2,852,972	(17%) ↓
SJTA Overnight Bus Count	153	(14%) ↓	590	13% ↑	1,910	4% 🚩
SJTA Overnight Bus Passengers	6,015	(2%) 🚩	23,662	24% ↑	74,687	8% 🚩
Air Travel **						
ACY - Scheduled Service Passengers (Deplaned)	58,146	(9%) 🚩	180,023	3% 🚩	625,505	(4%) 🚩
ACY - Charter Passengers (Deplaned)	6,054	(17%) ↓	18,770	(15%) ↓	74,061	(12%) ↓

CASINO REVENUE

	Month ended May 2012	Variance	Last 3-months ended May 2012	Variance	Last 12-months ended May 2012	Variance
Gross Gaming Revenue (\$ millions)	\$263.6	(9.5%) 🚩	\$791.5	(8.2%) 🚩	\$3,219.0	(6.9%) 🚩
Slot Revenue (\$ millions)	\$186.9	(9.3%) 🚩	\$567.7	(7.1%) 🚩	\$2,291.8	(5.1%) 🚩
Table Games & Related Revenue (\$ millions)	\$76.6	(10.1%) ↓	\$223.9	(10.9%) ↓	\$927.2	(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.