



**Key Metrics and Variances**

**VISITOR CENTERS & SERVICES STATISTICS**

	Month ended June 2012	Variance	Last 3-months ended June 2012	Variance	Last 12-months ended June 2012	Variance
Total Welcome Center Visitors	13,988	(12%) ↓	37,065	(2%) ↓	138,644	12% ↑
Total Room Nights	52	(77%) ↓	162	(58%) ↓	788	(36%) ↓
Room Night Economic Impact	\$30,576	(77%) ↓	\$95,256	(58%) ↓	\$463,344	(32%) ↓
Total Visitor Inquiries by Phone	835	1% ↑	2,624	12% ↑	9,293	3% ↑
Total Visitor Inquiries by eMail	10,128	(7%) ↓	20,309	(12%) ↓	52,384	(17%) ↓

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

	Month ended June 2012	Variance	Last 3-months ended June 2012	Variance	Last 12-months ended June 2012	Variance
Visits	529,410	39% ↑	1,386,822	44% ↑	4,458,365	32% ↑
Unique Visitors	392,038	27% ↑	1,046,322	32% ↑	3,454,488	23% ↑
New Visitors (%)	66.0%	(10.0%) ↓	67.2%	(8.9%) ↓	69.1%	(7.2%) ↓
New Visitors	349,183	25% ↑	931,507	31% ↑	3,082,904	22% ↑
Page Views	1,921,382	5% ↑	5,144,582	(5%) ↓	16,107,637	(18%) ↓
Online Visitor Guide Requests	5,364	65% ↑	15,214	56% ↑	32,890	1% ↑

**CONVENTION SALES ACTIVITIES**

	Month ended June 2012	Variance	Last 3-months ended June 2012	Variance	Last 12-months ended June 2012	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	5	(38%) ↓	20	(20%) ↓	93	(6%) ↓
No. of Room Nights	6,363	(3%) ↓	13,968	(45%) ↓	75,858	(11%) ↓
No. of Delegates	14,260	(15%) ↓	35,733	(32%) ↓	216,318	2% ↓
Delegate Spending	\$7,994,795	(11%) ↓	\$18,658,358	(44%) ↓	\$108,676,832	(6%) ↓
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	-	n/a n/a	-	n/a n/a	8	(27%) ↓
No. of Room Nights	-	n/a n/a	-	n/a n/a	3,757	(45%) ↓
No. of Delegates	-	n/a n/a	-	n/a n/a	99,645	(14%) ↓
Delegate Spending	\$0	n/a n/a	\$0	n/a n/a	\$10,688,068	(24%) ↓
<b>Total Convention Center Bookings</b>						
No. of Shows	5	(38%) ↓	20	(29%) ↓	101	(8%) ↓
No. of Room Nights	6,363	(3%) ↓	13,968	(49%) ↓	79,615	(13%) ↓
No. of Delegates	14,260	(15%) ↓	35,733	(55%) ↓	315,963	(4%) ↓
Delegate Spending	\$7,994,795	(11%) ↓	\$18,658,358	(48%) ↓	\$119,364,900	(8%) ↓
<b>Hotel - Individual Properties</b>						
No. of Shows	10	43% ↑	31	(3%) ↓	76	(7%) ↓
No. of Room Nights	17,194	(15%) ↓	25,101	(25%) ↓	37,458	(21%) ↓
No. of Delegates	124,160	43% ↑	133,195	33% ↑	159,647	35% ↑
Delegate Spending	\$25,878,141	(13%) ↓	\$31,568,339	(17%) ↓	\$43,351,902	(8%) ↓
<b>Monthly Totals</b>						
No. of Shows	15	0% ↑	51	(15%) ↓	177	(8%) ↓
No. of Room Nights	23,557	(12%) ↓	39,069	(35%) ↓	117,073	(16%) ↓
No. of Delegates	138,420	34% ↑	168,928	(6%) ↓	475,610	7% ↓
Delegate Spending	\$33,872,936	(12%) ↓	\$50,226,697	(32%) ↓	\$162,716,802	(8%) ↓

**BOARDWALK HALL ACTIVITY**

	Month ended June 2012	Variance	Last 3-months ended June 2012	Variance	Last 12-months ended June 2012	Variance
<b>Public Shows</b>	1	0% ↑	5	(17%) ↓	18	(10%) ↓
Attendance	5,863	(46%) ↓	41,472	(32%) ↓	157,159	(26%) ↓
Avg. Attendance	5,863	(46%) ↓	28,539	(9%) ↓	96,144	(13%) ↓
<b>Sporting Events</b>	-	n/a n/a	1	(50%) ↓	11	(21%) ↓
Attendance	-	n/a n/a	7,349	(59%) ↓	106,727	(12%) ↓
Avg. Attendance	n/a	n/a n/a	n/a	n/a n/a	n/a	n/a n/a
<b>Total Events</b>	1	(50%) ↓	6	(25%) ↓	29	(15%) ↓
Attendance	5,863	(55%) ↓	48,821	(38%) ↓	263,886	(21%) ↓
Avg. Attendance	5,863	(10%) ↓	24,109	(15%) ↓	95,779	(20%) ↓



**Key Metrics and Variances**

**TRANSPORTATION STATISTICS**

	Month ended June 2012	Variance	Last 3-months ended June 2012	Variance	Last 12-months ended June 2012	Variance
<b>Cars, Passenger Vehicles *</b>						
AC Expressway-Pleasantville Plaza	1,952,969	3% ↗	5,481,279	1% ↗	21,301,010	2% ↗
<b>Buses *</b>						
SJTA Day Bus Count	11,539	(12%) ↓	33,214	(16%) ↓	131,345	(16%) ↓
SJTA Day Bus Passengers	251,348	(21%) ↓	715,187	(21%) ↓	2,744,966	(20%) ↓
SJTA Overnight Bus Count	251	1% ↗	636	1% ↗	1,912	5% ↗
SJTA Overnight Bus Passengers	9,992	11% ↑	25,250	12% ↑	75,670	10% ↑
<b>Air Travel **</b>						
ACY - Scheduled Service Passengers (Deplaned)	61,059	1% ↗	179,381	(1%) ↘	625,825	(7%) ↘
ACY - Charter Passengers (Deplaned)	6,237	(15%) ↓	17,818	(18%) ↓	72,954	(13%) ↓

**CASINO REVENUE**

	Month ended June 2012	Variance	Last 3-months ended June 2012	Variance	Last 12-months ended June 2012	Variance
Gross Gaming Revenue (\$ millions)	\$275.2	(0.6%) ↗	\$799.7	(6.8%) ↗	\$3,217.3	(6.6%) ↗
Slot Revenue (\$ millions)	\$201.6	0.6% ↗	\$578.0	(6.0%) ↗	\$2,292.9	(4.8%) ↗
Table Games & Related Revenue (\$ millions)	\$73.6	(3.6%) ↗	\$221.7	(8.7%) ↗	\$924.4	(10.8%) ↓

**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.