



**Key Metrics and Variances**

**VISITOR CENTERS & SERVICES STATISTICS**

|                                  | Month ended October 2012 | Variance | Last 3-months ended October 2012 | Variance | Last 12-months ended October 2012 | Variance |
|----------------------------------|--------------------------|----------|----------------------------------|----------|-----------------------------------|----------|
| Total Welcome Center Visitors    | 8,450                    | (25%) ↓  | 40,022                           | (1%) ↓   | 135,909                           | 6% ↑     |
| Total Room Nights                | 62                       | (40%) ↓  | 340                              | (9%) ↓   | 758                               | (25%) ↓  |
| Room Night Economic Impact       | \$36,456                 | (40%) ↓  | \$199,920                        | (9%) ↓   | \$445,704                         | (25%) ↓  |
| Total Visitor Inquiries by Phone | 583                      | 4% ↑     | 2,205                            | (6%) ↓   | 9,263                             | 6% ↑     |
| Total Visitor Inquiries by eMail | 5,295                    | 101% ↑   | 12,455                           | (20%) ↓  | 51,013                            | (19%) ↓  |

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

|                               | Month ended October 2012 | Variance | Last 3-months ended October 2012 | Variance | Last 12-months ended October 2012 | Variance |
|-------------------------------|--------------------------|----------|----------------------------------|----------|-----------------------------------|----------|
| Visits                        | 326,308                  | 29% ↑    | 1,245,467                        | 21% ↑    | 4,805,919                         | 30% ↑    |
| Unique Visitors               | 256,461                  | 27% ↑    | 952,752                          | 21% ↑    | 3,684,810                         | 23% ↑    |
| New Visitors (%)              | 69.9%                    | (1%) ↓   | 67.6%                            | (0%) ↓   | 68.3%                             | (6%) ↓   |
| New Visitors                  | 228,234                  | 27% ↑    | 842,370                          | 21% ↑    | 3,282,435                         | 22% ↑    |
| Page Views                    | 1,211,647                | 37% ↑    | 4,475,990                        | 27% ↑    | 17,377,111                        | (4%) ↓   |
| Online Visitor Guide Requests | 1,616                    | 37% ↑    | 6,315                            | 44% ↑    | 35,966                            | 24% ↑    |

**CONVENTION SALES ACTIVITIES**

|  | Month ended October 2012 | Variance | Last 3-months ended October 2012 | Variance | Last 12-months ended October 2012 | Variance |
|--|--------------------------|----------|----------------------------------|----------|-----------------------------------|----------|
| <b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b> |                          |          |                                  |          |                                   |          |
| No. of Shows   | 14                       | 17% ↑    | 28                               | 27% ↑    | 99                                | 10% ↑    |
| No. of Room Nights   | 10,125                   | (26%) ↓  | 18,548                           | 1% ↓     | 75,990                            | (14%) ↓  |
| No. of Delegates   | 16,091                   | 11% ↑    | 27,702                           | 28% ↑    | 226,146                           | 9% ↓     |
| Delegate Spending  | \$9,369,922              | (14%) ↓  | \$17,835,308                     | 14% ↑    | \$110,572,982                     | (4%) ↓   |
| <b>Public Shows - Atlantic City Convention Center</b>                    |                          |          |                                  |          |                                   |          |
| No. of Shows   | 1                        | n/a n/a  | 2                                | n/a n/a  | 10                                | (9%) ↓   |
| No. of Room Nights   | 174                      | n/a n/a  | 3,424                            | n/a n/a  | 7,181                             | 5% ↓     |
| No. of Delegates   | 1,375                    | n/a n/a  | 2,121                            | n/a n/a  | 101,766                           | (13%) ↓  |
| Delegate Spending  | \$147,812                | n/a n/a  | \$228,007                        | n/a n/a  | \$10,916,075                      | (23%) ↓  |
| <b>Total Convention Center Bookings</b>                                  |                          |          |                                  |          |                                   |          |
| No. of Shows   | 15                       | 25% ↑    | 30                               | 36% ↑    | 109                               | 8% ↓     |
| No. of Room Nights   | 10,299                   | (25%) ↓  | 21,972                           | 19% ↑    | 83,171                            | (13%) ↓  |
| No. of Delegates   | 17,466                   | 21% ↑    | 29,823                           | 38% ↑    | 327,912                           | 1% ↓     |
| Delegate Spending  | \$9,517,734              | (13%) ↓  | \$18,063,315                     | 15% ↑    | \$121,489,057                     | (6%) ↓   |
| <b>Hotel - Individual Properties</b>                                     |                          |          |                                  |          |                                   |          |
| No. of Shows   | 7                        | 133% ↑   | 28                               | 87% ↑    | 90                                | 18% ↑    |
| No. of Room Nights   | 1,612                    | 288% ↑   | 6,556                            | 57% ↑    | 41,054                            | (9%) ↓   |
| No. of Delegates   | 1,055                    | 225% ↑   | 9,307                            | 141% ↑   | 167,227                           | 42% ↑    |
| Delegate Spending  | \$1,042,057              | 308% ↑   | \$4,443,747                      | 35% ↑    | \$45,617,443                      | (2%) ↓   |
| <b>Monthly Totals</b>  |                          |          |                                  |          |                                   |          |
| No. of Shows   | 22                       | 47% ↑    | 58                               | 57% ↑    | 199                               | 12% ↑    |
| No. of Room Nights   | 11,911                   | (15%) ↓  | 28,528                           | 26% ↑    | 124,225                           | (11%) ↓  |
| No. of Delegates   | 18,521                   | 26% ↑    | 39,130                           | 54% ↑    | 495,139                           | 12% ↑    |
| Delegate Spending  | \$10,559,791             | (6%) ↓   | \$22,507,062                     | 19% ↑    | \$167,106,500                     | (5%) ↓   |

**BOARDWALK HALL ACTIVITY**

|                        | Month ended October 2012 | Variance | Last 3-months ended October 2012 | Variance | Last 12-months ended October 2012 | Variance |
|------------------------|--------------------------|----------|----------------------------------|----------|-----------------------------------|----------|
| <b>Public Shows</b>    | -                        | n/a n/a  | 5                                | 67% ↑    | 20                                | 25% ↑    |
| Attendance             | -                        | n/a n/a  | 56,584                           | 87% ↑    | 182,415                           | 22% ↑    |
| Avg. Attendance        | n/a                      | n/a n/a  | 11,317                           | 12% ↑    | 9,121                             | (3%) ↓   |
| <b>Sporting Events</b> | 1                        | (50%) ↓  | 1                                | (67%) ↓  | 8                                 | (56%) ↓  |
| Attendance             | 6,915                    | 19% ↑    | 6,915                            | (10%) ↓  | 103,979                           | (21%) ↓  |
| Avg. Attendance        | 6,915                    | 138% ↑   | 6,915                            | 170% ↑   | 12,997                            | 78% ↑    |
| <b>Total Events</b>    | 1                        | (50%) ↓  | 6                                | 0% ↓     | 28                                | (18%) ↓  |
| Attendance             | 6,915                    | 19% ↑    | 63,499                           | 67% ↑    | 286,394                           | 2% ↓     |
| Avg. Attendance        | 6,915                    | 138% ↑   | 10,583                           | 67% ↑    | 10,228                            | 24% ↑    |



**Key Metrics and Variances**

**TRANSPORTATION STATISTICS**

|   | Month ended October<br>2012 | Variance | Last 3-months ended<br>October 2012 | Variance | Last 12-months ended<br>October 2012 | Variance |
|---|-----------------------------|----------|-------------------------------------|----------|--------------------------------------|----------|
| <b>Cars, Passenger Vehicles *</b>             |                             |          |                                     |          |                                      |          |
| AC Expressway-Pleasantville Plaza             | 1,415,187                   | (22%) ↓  | 5,354,209                           | (3%) ↘   | 21,029,428                           | 1% ↘     |
| <b>Buses *</b>                                |                             |          |                                     |          |                                      |          |
| SJTA Day Bus Count                            | 10,114                      | (17%) ↓  | 32,601                              | (9%) ↘   | 126,897                              | (13%) ↓  |
| SJTA Day Bus Passengers                       | 190,005                     | (27%) ↓  | 666,995                             | (15%) ↓  | 2,580,589                            | (19%) ↓  |
| SJTA Overnight Bus Count                      | 121                         | (28%) ↓  | 368                                 | (13%) ↓  | 1,782                                | (2%) ↘   |
| SJTA Overnight Bus Passengers                 | 4,938                       | (27%) ↓  | 14,917                              | (10%) ↓  | 71,258                               | 4% ↘     |
| <b>Air Travel **</b>                          |                             |          |                                     |          |                                      |          |
| ACY - Scheduled Service Passengers (Deplaned) | 36,984                      | 6% ↗     | 146,300                             | 12% ↗    | 641,311                              | 2% ↘     |
| ACY - Charter Passengers (Deplaned)           | 5,120                       | (25%) ↓  | 18,166                              | (13%) ↓  | 68,556                               | (14%) ↓  |

**CASINO REVENUE**

|                                     | Month ended October<br>2012 | Variance  | Last 3-months ended<br>October 2012 | Variance | Last 12-months ended<br>October 2012 | Variance |
|-------------------------------------|-----------------------------|-----------|-------------------------------------|----------|--------------------------------------|----------|
| Gross Gaming Revenue (\$M)          | \$209.7                     | (19.9%) ↓ | \$800.6                             | (4.2%) ↘ | \$3,148.6                            | (5.4%) ↘ |
| Slot Revenue (\$M)                  | \$149.1                     | (21.8%) ↓ | \$573.6                             | (2.7%) ↘ | \$2,254.4                            | (3.6%) ↘ |
| Table Games & Related Revenue (\$M) | \$60.6                      | (14.6%) ↓ | \$227.0                             | (8.0%) ↘ | \$894.2                              | (9.8%) ↘ |

**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); Casino Revenue and Casino Hotel/F&B Volume as reported per NJ Division of Gaming Enforcement.