



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended February 2013	Variance	Last 3-months ended February 2013	Variance	Last 12-months ended February 2013	Variance
Total Welcome Center Visitors	6,608	(18%) ↓	20,076	(5%) ↓	133,886	0% →
Total Room Nights	10	(29%) ↓	26	(41%) ↓	722	(29%) ↓
Room Night Economic Impact	\$5,880	(29%) ↓	\$68,208	164% ↑	\$477,456	(20%) ↓
Total Visitor Inquiries by Phone	641	(21%) ↓	1,766	(11%) ↓	9,154	3% →
Total Visitor Inquiries by eMail	5,124	124% ↑	11,024	51% ↑	55,885	(6%) ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended February 2013	Variance	Last 3-months ended February 2013	Variance	Last 12-months ended February 2013	Variance
Visits	327,534	(11%) ↓	947,339	(1%) ↓	4,777,798	20% ↑
Unique Visitors	250,891	(8%) ↓	727,761	(3%) ↓	3,648,726	15% ↑
New Visitors (%)	67.9%	2% →	68.5%	(3%) ↓	67.9%	(5%) ↓
New Visitors	222,287	(9%) ↓	649,076	(4%) ↓	3,244,778	14% ↑
Page Views	1,257,899	(1%) ↓	3,707,511	10% →	17,622,322	5% →
Online Visitor Guide Requests	3,938	38% ↑	7,616	25% ↑	38,371	38% ↑

CONVENTION SALES ACTIVITIES

	Month ended February 2013	Variance	Last 3-months ended February 2013	Variance	Last 12-months ended February 2013	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	6	100% ↑	24	26% ↑	94	3% →
No. of Room Nights	4,505	677% ↑	22,013	30% ↑	68,866	(16%) ↓
No. of Delegates	14,786	30% ↑	69,682	52% ↑	189,541	(14%) ↓
Delegate Spending	\$5,269,224	157% ↑	\$34,555,700	45% ↑	\$95,282,472	(17%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	2	(33%) ↓	3	(25%) ↓	8	(20%) ↓
No. of Room Nights	971	(59%) ↓	971	(59%) ↓	5,516	6% →
No. of Delegates	41,694	(43%) ↓	43,194	(42%) ↓	68,532	(37%) ↓
Delegate Spending	\$4,482,104	(43%) ↓	\$4,607,461	(42%) ↓	\$7,331,295	(37%) ↓
Total Convention Center Bookings						
No. of Shows	8	33% ↑	27	17% ↑	102	1% →
No. of Room Nights	5,476	86% ↑	22,984	19% ↑	74,382	(15%) ↓
No. of Delegates	56,480	(33%) ↓	112,876	(6%) ↓	258,073	(22%) ↓
Delegate Spending	\$9,751,328	(2%) ↓	\$39,163,161	23% ↑	\$102,613,767	(18%) ↓
Hotel - Individual Properties						
No. of Shows	3	(57%) ↓	9	(25%) ↓	88	13% ↑
No. of Room Nights	3,303	(10%) ↓	5,191	13% ↑	41,857	(9%) ↓
No. of Delegates	1,460	(47%) ↓	4,986	(43%) ↓	163,774	33% ↑
Delegate Spending	\$1,827,981	(14%) ↓	\$4,480,211	(17%) ↓	\$44,793,695	(10%) ↓
Monthly Totals						
No. of Shows	11	(15%) ↓	36	3% →	190	6% →
No. of Room Nights	8,779	33% ↑	28,175	18% ↑	116,239	(13%) ↓
No. of Delegates	57,940	(34%) ↓	117,862	(8%) ↓	421,847	(7%) ↓
Delegate Spending	\$11,579,309	(4%) ↓	\$43,643,372	17% ↑	\$147,407,462	(16%) ↓

BOARDWALK HALL ACTIVITY

	Month ended February 2013	Variance	Last 3-months ended February 2013	Variance	Last 12-months ended February 2013	Variance
Public Shows						
Attendance	16,846	215% ↑	33,048	23% ↑	176,873	17% ↑
Avg. Attendance	8,423	57% ↑	6,610	23% ↑	9,309	5% →
Sporting Events						
Attendance	14,535	132% ↑	23,675	13% ↑	124,322	5% →
Avg. Attendance	4,845	(23%) ↓	4,735	(32%) ↓	9,563	5% →
Total Events						
Attendance	31,381	170% ↑	56,723	19% ↑	301,195	12% ↑
Avg. Attendance	6,276	8% →	5,672	(5%) ↓	9,412	5% →



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TRANSPORTATION STATISTICS

	Month ended February 2013	Variance	Last 3-months ended February 2013	Variance	Last 12-months ended February 2013	Variance
Cars, Passenger Vehicles *						
AC Expressway-Pleasantville Plaza	1,390,689	(11%) ↓	4,279,876	(9%) ↘	20,294,357	(4%) ↘
Buses *						
SJTA Day Bus Count	6,910	(28%) ↓	21,289	(25%) ↓	115,141	(18%) ↓
SJTA Day Bus Passengers	130,453	(31%) ↓	359,779	(30%) ↓	2,318,528	(23%) ↓
SJTA Overnight Bus Count	141	(15%) ↓	287	(18%) ↓	1,679	(9%) ↘
SJTA Overnight Bus Passengers	6,033	(12%) ↓	11,828	(17%) ↓	67,474	(4%) ↘
Air Travel **						
ACY - Scheduled Service Passengers (Deplaned)	36,796	(20%) ↓	114,550	(18%) ↓	610,446	(2%) ↘
ACY - Charter Passengers (Deplaned)	4,278	(18%) ↓	12,345	(6%) ↘	65,782	(15%) ↓

CASINO REVENUE

	Month ended February 2013	Variance	Last 3-months ended February 2013	Variance	Last 12-months ended February 2013	Variance
Gross Gaming Revenue (\$M)	\$212.7	(13%) ↓	\$642.6	(12%) ↓	\$2,994.3	(9%) ↘
Slot Revenue (\$M)	\$145.3	(18%) ↓	\$442.4	(14%) ↓	\$2,133.9	(9%) ↘
Table Games & Related Revenue (\$M)	\$67.4	1% ↘	\$200.2	(6%) ↘	\$860.4	(10%) ↘

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.