



**Key Metrics and Variances**

**VISITOR CENTERS & SERVICES STATISTICS**

	Month ended March 2013	Variance	Last 3-months ended March 2013	Variance	Last 12-months ended March 2013	Variance
Total Welcome Center Visitors	9,695	(30%) ↓	22,962	(18%) ↓	129,745	(7%) ↓
Total Room Nights	26	(13%) ↓	42	(28%) ↓	718	(29%) ↓
Room Night Economic Impact	\$15,288	(13%) ↓	\$24,696	(28%) ↓	\$475,104	(20%) ↓
Total Visitor Inquiries by Phone	644	(34%) ↓	1,963	(21%) ↓	8,825	(2%) ↓
Total Visitor Inquiries by eMail	3,921	33% ↑	12,667	43% ↑	56,853	3% ↓

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

	Month ended March 2013	Variance	Last 3-months ended March 2013	Variance	Last 12-months ended March 2013	Variance
Visits	346,130	(10%) ↓	1,017,525	(7%) ↓	4,739,098	17% ↑
Unique Visitors	264,170	(13%) ↓	776,846	(9%) ↓	3,610,732	13% ↑
New Visitors (%)	67.6%	(4%) ↓	67.9%	(3%) ↓	67.7%	(5%) ↓
New Visitors	233,998	(14%) ↓	690,998	(9%) ↓	3,207,652	12% ↑
Page Views	1,402,209	(1%) ↓	4,072,144	4% ↓	17,605,487	8% ↓
Online Visitor Guide Requests	2,676	(22%) ↓	8,930	8% ↓	37,635	37% ↑

**CONVENTION SALES ACTIVITIES**

	Month ended March 2013	Variance	Last 3-months ended March 2013	Variance	Last 12-months ended March 2013	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	7	(59%) ↓	19	(27%) ↓	84	(14%) ↓
No. of Room Nights	6,202	(55%) ↓	21,546	(12%) ↓	61,266	(30%) ↓
No. of Delegates	14,327	(71%) ↓	69,513	(14%) ↓	155,279	(34%) ↓
Delegate Spending	\$8,695,329	(62%) ↓	\$33,409,798	(10%) ↓	\$80,866,191	(34%) ↓
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	3	0% →	5	(17%) ↓	8	(27%) ↓
No. of Room Nights	1,421	27% ↑	2,392	(32%) ↓	5,816	3% ↓
No. of Delegates	38,842	67% ↑	80,536	(16%) ↓	84,157	(33%) ↓
Delegate Spending	\$4,175,514	67% ↑	\$8,657,618	(16%) ↓	\$9,010,982	(33%) ↓
<b>Total Convention Center Bookings</b>						
No. of Shows	10	(50%) ↓	24	(25%) ↓	92	(16%) ↓
No. of Room Nights	7,623	(49%) ↓	23,938	(14%) ↓	67,082	(28%) ↓
No. of Delegates	53,169	(26%) ↓	150,049	(15%) ↓	239,436	(33%) ↓
Delegate Spending	\$12,870,843	(50%) ↓	\$42,067,416	(12%) ↓	\$89,877,173	(34%) ↓
<b>Hotel - Individual Properties</b>						
No. of Shows	7	(30%) ↓	14	(36%) ↓	85	10% ↑
No. of Room Nights	1,918	(31%) ↓	7,073	(4%) ↓	41,014	(10%) ↓
No. of Delegates	10,745	(17%) ↓	15,645	(28%) ↓	161,578	28% ↑
Delegate Spending	\$1,645,382	(36%) ↓	\$6,101,059	(23%) ↓	\$43,865,211	(12%) ↓
<b>Monthly Totals</b>						
No. of Shows	17	(43%) ↓	38	(30%) ↓	177	(5%) ↓
No. of Room Nights	9,541	(46%) ↓	31,011	(12%) ↓	108,096	(22%) ↓
No. of Delegates	63,914	(25%) ↓	165,694	(17%) ↓	401,014	(17%) ↓
Delegate Spending	\$14,516,225	(48%) ↓	\$48,168,475	(13%) ↓	\$133,742,384	(28%) ↓

**BOARDWALK HALL ACTIVITY**

	Month ended March 2013	Variance	Last 3-months ended March 2013	Variance	Last 12-months ended March 2013	Variance
<b>Public Shows</b>						
Attendance	-	n/a n/a	4	(33%) ↓	17	(11%) ↓
Avg. Attendance	n/a	n/a n/a	8,132	(2%) ↓	8,988	(2%) ↓
<b>Sporting Events</b>						
Attendance	3	0% →	8	60% ↑	13	8% ↓
Avg. Attendance	54,516	(21%) ↓	78,191	(9%) ↓	110,007	(6%) ↓
Total Events	18,172	(21%) ↓	9,774	(43%) ↓	8,462	(14%) ↓
Attendance	3	(40%) ↓	12	9% ↓	30	(3%) ↓
Avg. Attendance	54,516	(41%) ↓	110,717	(18%) ↓	262,801	(10%) ↓
Avg. Attendance	18,172	(2%) ↓	9,226	(25%) ↓	8,760	(7%) ↓



**Key Metrics and Variances**

**TRANSPORTATION STATISTICS**

	Month ended March 2013	Variance	Last 3-months ended March 2013	Variance	Last 12-months ended March 2013	Variance
<b>Cars, Passenger Vehicles *</b>						
AC Expressway-Pleasantville Plaza	1,648,493	(5%) 🚩	4,468,034	(7%) 🚩	20,215,774	(5%) 🚩
<b>Buses *</b>						
SJTA Day Bus Count	8,164	(24%) ↓	21,912	(26%) ↓	112,221	(19%) ↓
SJTA Day Bus Passengers	160,719	(29%) ↓	390,435	(31%) ↓	2,242,767	(25%) ↓
SJTA Overnight Bus Count	110	(46%) ↓	311	(34%) ↓	1,574	(17%) ↓
SJTA Overnight Bus Passengers	4,669	(44%) ↓	13,026	(33%) ↓	63,264	(13%) ↓
<b>Air Travel **</b>						
ACY - Scheduled Service Passengers (Deplaned)	38,979	(37%) ↓	114,663	(26%) ↓	587,724	(6%) 🚩
ACY - Charter Passengers (Deplaned)	5,503	(23%) ↓	13,886	(17%) ↓	64,096	(17%) ↓

**CASINO REVENUE**

	Month ended March 2013	Variance	Last 3-months ended March 2013	Variance	Last 12-months ended March 2013	Variance
Gross Gaming Revenue (\$M)	\$239.0	(11%) ↓	\$657.3	(12%) ↓	\$2,965.9	(9%) 🚩
Slot Revenue (\$M)	\$172.9	(10%) 🚩	\$456.3	(14%) ↓	\$2,115.1	(9%) 🚩
Table Games & Related Revenue (\$M)	\$66.1	(13%) ↓	\$201.0	(7%) 🚩	\$850.8	(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.