



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended April 2013	Variance	Last 3-months ended April 2013	Variance	Last 12-months ended April 2013	Variance
Total Welcome Center Visitors	9,852	(11%) ↓	26,155	(21%) ↓	128,529	(9%) ↓
Total Room Nights	60	100% ↑	96	30% ↑	748	(25%) ↓
Room Night Economic Impact	\$35,280	100% ↑	\$56,448	30% ↑	\$492,744	(16%) ↓
Total Visitor Inquiries by Phone	667	(24%) ↓	1,952	(27%) ↓	8,619	(5%) ↓
Total Visitor Inquiries by eMail	3,584	(10%) ↓	12,629	37% ↑	56,456	4% ↓

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended April 2013	Variance	Last 3-months ended April 2013	Variance	Last 12-months ended April 2013	Variance
Visits	315,082	(13%) ↓	988,746	(11%) ↓	4,691,775	14% ↑
Unique Visitors	240,923	(15%) ↓	755,984	(12%) ↓	3,567,740	10% ↓
New Visitors (%)	68.0%	(2%) ↓	67.8%	(1%) ↓	67.6%	(4%) ↓
New Visitors	214,255	(15%) ↓	670,540	(13%) ↓	3,169,854	9% ↓
Page Views	3,555,676	151% ↑	6,215,784	52% ↑	19,744,647	23% ↑
Online Visitor Guide Requests	2,047	(46%) ↓	8,661	(14%) ↓	35,872	28% ↑

CONVENTION SALES ACTIVITIES

	Month ended April 2013	Variance	Last 3-months ended April 2013	Variance	Last 12-months ended April 2013	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	7	0% —	20	(26%) ↓	84	(14%) ↓
No. of Room Nights	7,074	279% ↑	17,781	9% ↓	66,474	(15%) ↓
No. of Delegates	12,388	16% ↑	41,501	(41%) ↓	156,948	(30%) ↓
Delegate Spending	\$6,989,034	56% ↑	\$20,953,587	(29%) ↓	\$83,360,959	(26%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	1	n/a n/a	6	0% —	9	0% —
No. of Room Nights	-	n/a n/a	2,392	(32%) ↓	5,816	45% ↑
No. of Delegates	18,620	n/a n/a	99,156	3% ↓	102,777	1% ↓
Delegate Spending	\$2,001,650	n/a n/a	\$10,659,268	3% ↓	\$11,012,632	1% ↓
Total Convention Center Bookings						
No. of Shows	8	14% ↑	26	(21%) ↓	93	(13%) ↓
No. of Room Nights	7,074	279% ↑	20,173	2% ↓	72,290	(12%) ↓
No. of Delegates	31,008	189% ↑	140,657	(16%) ↓	259,725	(20%) ↓
Delegate Spending	\$8,990,684	100% ↑	\$31,612,855	(21%) ↓	\$94,373,591	(24%) ↓
Hotel - Individual Properties						
No. of Shows	6	(14%) ↓	16	(33%) ↓	85	18% ↑
No. of Room Nights	3,585	40% ↑	8,806	(2%) ↓	42,430	0% ↓
No. of Delegates	1,630	(72%) ↓	13,835	(35%) ↓	161,258	29% ↑
Delegate Spending	\$1,802,804	(31%) ↓	\$5,276,167	(28%) ↓	\$43,751,560	(10%) ↓
Monthly Totals						
No. of Shows	14	0% —	42	(26%) ↓	178	(1%) ↓
No. of Room Nights	10,659	140% ↑	28,979	1% ↓	114,720	(8%) ↓
No. of Delegates	32,638	98% ↑	154,492	(18%) ↓	420,983	(7%) ↓
Delegate Spending	\$10,793,488	52% ↑	\$36,889,022	(22%) ↓	\$138,125,151	(20%) ↓

BOARDWALK HALL ACTIVITY

	Month ended April 2013	Variance	Last 3-months ended April 2013	Variance	Last 12-months ended April 2013	Variance
Public Shows						
Attendance	24,553	51% ↑	41,399	(9%) ↓	161,138	(2%) ↓
Avg. Attendance	12,277	(24%) ↓	10,350	(9%) ↓	8,952	(7%) ↓
Sporting Events						
Attendance	-	n/a n/a	69,051	(16%) ↓	102,658	(6%) ↓
Avg. Attendance	n/a	n/a n/a	11,509	(30%) ↓	8,555	(6%) ↓
Total Events						
Attendance	24,553	4% ↓	110,450	(14%) ↓	263,796	(3%) ↓
Avg. Attendance	12,277	4% ↓	11,045	(22%) ↓	8,793	(6%) ↓



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TRANSPORTATION STATISTICS *

	Month ended April 2013	Variance	Last 3-months ended April 2013	Variance	Last 12-months ended April 2013	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,606,913	(5%) 🚩	4,646,095	(7%) 🚩	20,126,555	(5%) 🚩
Buses						
SJTA Day Bus Count	8,462	(20%) ↓	23,264	(25%) ↓	110,083	(19%) ↓
SJTA Day Bus Passengers	176,490	(22%) ↓	456,307	(29%) ↓	2,191,944	(24%) ↓
SJTA Overnight Bus Count	153	(34%) ↓	394	(35%) ↓	1,495	(23%) ↓
SJTA Overnight Bus Passengers	6,161	(33%) ↓	16,388	(33%) ↓	60,182	(20%) ↓
Air Travel						
ACY - Scheduled Service Passengers (Deplaned)	39,731	(34%) ↓	115,506	(31%) ↓	567,279	(10%) ↓
ACY - Charter Passengers (Deplaned)	4,840	(12%) ↓	14,621	(18%) ↓	63,409	(16%) ↓

CASINO REVENUE **

	Month ended April 2013	Variance	Last 3-months ended April 2013	Variance	Last 12-months ended April 2013	Variance
Gross Gaming Revenue (\$M)	\$228.9	(12%) ↓	\$680.6	(12%) ↓	\$2,934.4	(10%) 🚩
Slot Revenue (\$M)	\$161.7	(14%) ↓	\$479.9	(14%) ↓	\$2,087.9	(10%) 🚩
Table Games & Related Revenue (\$M)	\$67.2	(6%) 🚩	\$200.7	(6%) 🚩	\$846.5	(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); ** - NJ Division of Gaming Enforcement; *** - Index indicates American Express transactions at any establishment within Atlantic City.