



Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended June 2013	Variance	Last 3-months ended June 2013	Variance	Last 12-months ended June 2013	Variance
Total Welcome Center Visitors	15,609	11.6% ↑	38,091	2.8% ↘	130,766	(5.7%) ↘
Total Room Nights	106	103.8% ↑	224	38.3% ↑	780	(1.0%) ↘
Room Night Economic Impact	\$62,328	103.8% ↑	\$131,712	38.3% ↑	\$511,560	10.4% ↑
Total Visitor Inquiries by Phone	945	13.2% ↑	2,366	(9.8%) ↘	8,567	(7.8%) ↘
Total Visitor Inquiries by eMail	5,661	(44.1%) ↓	15,208	(25.1%) ↓	51,752	(1.2%) ↘

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended June 2013	Variance	Last 3-months ended June 2013	Variance	Last 12-months ended June 2013	Variance
Visits	439,124	(17.1%) ↓	1,122,739	(19.0%) ↓	4,475,015	0.4% ↘
Unique Visitors	330,201	(15.8%) ↓	850,948	(18.7%) ↓	3,415,358	(0.9%) ↘
New Visitors (%)	67.1%	1.7% ↘	67.6%	0.6% ↘	67.8%	(1.9%) ↘
New Visitors	294,688	(15.6%) ↓	758,466	(18.6%) ↓	3,034,611	(1.6%) ↘
Page Views	1,579,594	(17.8%) ↓	10,414,885	102.4% ↑	22,875,790	42.0% ↑
Online Visitor Guide Requests	2,967	(44.7%) ↓	7,530	(50.5%) ↓	29,951	(8.9%) ↘

CONVENTION SALES ACTIVITIES

	Month ended June 2013	Variance	Last 3-months ended June 2013	Variance	Last 12-months ended June 2013	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	10	100.0% ↑	25	25.0% ↑	89	(4.3%) ↘
No. of Room Nights	3,374	(47.0%) ↓	16,234	16.2% ↑	63,532	(16.2%) ↓
No. of Delegates	14,739	3.4% ↘	38,845	8.7% ↘	158,391	(26.8%) ↓
Delegate Spending	\$5,602,660	(29.9%) ↓	\$19,597,698	5.0% ↘	\$81,805,531	(24.7%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	2	n/a n/a	10	25.0% ↑
No. of Room Nights	-	n/a n/a	600	n/a n/a	6,416	70.8% ↑
No. of Delegates	-	n/a n/a	19,194	n/a n/a	103,351	3.7% ↘
Delegate Spending	\$0	n/a n/a	\$2,063,355	n/a n/a	\$11,074,337	3.6% ↘
Total Convention Center Bookings						
No. of Shows	10	100.0% ↑	27	35.0% ↑	99	(2.0%) ↘
No. of Room Nights	3,374	(47.0%) ↓	16,834	20.5% ↑	69,948	(12.1%) ↓
No. of Delegates	14,739	3.4% ↘	58,039	62.4% ↑	261,742	(17.2%) ↓
Delegate Spending	\$5,602,660	(29.9%) ↓	\$21,661,053	16.1% ↑	\$92,879,868	(22.2%) ↓
Hotel - Individual Properties						
No. of Shows	10	0.0% ↘	27	(12.9%) ↓	83	9.2% ↘
No. of Room Nights	2,961	(82.8%) ↓	16,428	(34.6%) ↓	32,816	(12.4%) ↓
No. of Delegates	2,395	(98.1%) ↓	9,580	(92.8%) ↓	41,763	(73.8%) ↓
Delegate Spending	\$1,761,024	(93.2%) ↓	\$10,161,550	(67.8%) ↓	\$23,204,545	(46.5%) ↓
Monthly Totals						
No. of Shows	20	33.3% ↑	54	5.9% ↘	182	2.8% ↘
No. of Room Nights	6,335	(73.1%) ↓	33,262	(14.9%) ↓	102,764	(12.2%) ↓
No. of Delegates	17,134	(87.6%) ↓	67,619	(60.0%) ↓	303,505	(36.2%) ↓
Delegate Spending	\$7,363,684	(78.3%) ↓	\$31,822,603	(36.6%) ↓	\$116,084,413	(28.7%) ↓

BOARDWALK HALL ACTIVITY

	Month ended June 2013	Variance	Last 3-months ended June 2013	Variance	Last 12-months ended June 2013	Variance
Public Shows						
Attendance	-	n/a n/a	4	(20.0%) ↓	16	(11.1%) ↓
Avg. Attendance	n/a	n/a n/a	9,846	18.7% ↑	9,419	8.9% ↘
Sporting Events						
Attendance	-	n/a n/a	1	0.0% ↘	13	18.2% ↑
Avg. Attendance	n/a	n/a n/a	4,221	(42.6%) ↓	8,221	(15.3%) ↓
Total Events						
Attendance	-	n/a n/a	5	(16.7%) ↓	29	0.0% ↘
Avg. Attendance	n/a	n/a n/a	43,604	(10.7%) ↓	257,584	(1.9%) ↘



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TRANSPORTATION STATISTICS *

	Month ended June 2013	Variance	Last 3-months ended June 2013	Variance	Last 12-months ended June 2013	Variance
Cars, Passenger Vehicles						
AC Expressway-Pleasantville Plaza	1,838,690	(5.9%) 🚩	5,202,760	(5.1%) 🚩	19,937,252	(6.4%) 🚩
Buses						
SJTA Day Bus Count	9,313	(18.4%) ↓	26,557	(19.7%) ↓	105,689	(20.1%) ↓
SJTA Day Bus Passengers	203,212	(18.5%) ↓	562,879	(21.1%) ↓	2,092,425	(24.8%) ↓
SJTA Overnight Bus Count	166	(24.9%) ↓	436	(28.1%) ↓	1,404	(25.4%) ↓
SJTA Overnight Bus Passengers	6,749	(23.3%) ↓	17,485	(27.3%) ↓	56,689	(23.9%) ↓
Air Travel						
ACY - Scheduled Service Passengers (Deplaned)	48,922	(19.9%) ↓	136,212	(24.1%) ↓	544,555	(13.0%) ↓
ACY - Charter Passengers (Deplaned)	6,411	2.8% 🚩	17,620	(1.1%) 🚩	63,898	(12.4%) ↓

CASINO REVENUE **

	Month ended June 2013	Variance	Last 3-months ended June 2013	Variance	Last 12-months ended June 2013	Variance
Gross Gaming Revenue (\$M)	\$240.6	(12.6%) ↓	\$723.1	(9.5%) 🚩	\$2,889.9	(10.1%) ↓
Slot Revenue (\$M)	\$179.1	(11.2%) ↓	\$520.7	(9.8%) 🚩	\$2,058.4	(10.1%) ↓
Table Games & Related Revenue (\$M)	\$61.6	(16.3%) ↓	\$202.4	(8.7%) 🚩	\$831.4	(10.1%) ↓

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.