



**Key Metrics and Variances**

**VISITOR CENTERS & SERVICES STATISTICS**

	Month ended September 2012	Variance	Last 3-months ended September 2012	Variance	Last 12-months ended September 2012	Variance
Total Welcome Center Visitors	12,007	(11%) ↓	48,315	0% →	138,659	10% →
Total Room Nights	124	19% ↑	436	3% →	800	(23%) ↓
Room Night Economic Impact	\$72,912	19% ↑	\$256,368	3% →	\$470,400	(19%) ↓
Total Visitor Inquiries by Phone	645	(7%) →	2,608	(2%) →	9,242	4% →
Total Visitor Inquiries by eMail	3,026	27% ↑	13,339	(23%) ↓	48,347	(24%) ↓

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

	Month ended September 2012	Variance	Last 3-months ended September 2012	Variance	Last 12-months ended September 2012	Variance
Visits	335,627	23% ↑	1,512,425	22% ↑	4,732,881	30% ↑
Unique Visitors	254,997	18% ↑	1,136,906	19% ↑	3,630,135	23% ↑
New Visitors (%)	66.5%	(7%) →	66.5%	(4%) →	68.3%	(6%) →
New Visitors	223,236	15% ↑	1,006,398	18% ↑	3,233,263	22% ↑
Page Views	1,220,455	25% ↑	5,429,888	21% ↑	17,048,559	(7%) →
Online Visitor Guide Requests	2,088	99% ↑	8,732	43% ↑	35,530	21% ↑

**CONVENTION SALES ACTIVITIES**

	Month ended September 2012	Variance	Last 3-months ended September 2012	Variance	Last 12-months ended September 2012	Variance
<b>Conventions/Tradeshows/Meetings - Atlantic City Convention Center</b>						
No. of Shows	8	14% ↑	18	29% ↑	97	(1%) →
No. of Room Nights	7,351	56% ↑	8,958	70% ↑	79,533	(1%) →
No. of Delegates	10,147	50% ↑	19,401	73% ↑	224,487	9% →
Delegate Spending	\$7,691,272	66% ↑	\$9,582,654	57% ↑	\$112,138,496	1% →
<b>Public Shows - Atlantic City Convention Center</b>						
No. of Shows	-	n/a n/a	1	n/a n/a	9	(18%) ↓
No. of Room Nights	-	n/a n/a	3,250	n/a n/a	7,007	2% →
No. of Delegates	-	n/a n/a	746	n/a n/a	100,391	(14%) ↓
Delegate Spending	\$0	n/a n/a	\$80,195	n/a n/a	\$10,768,263	(24%) ↓
<b>Total Convention Center Bookings</b>						
No. of Shows	8	14% ↑	19	36% ↑	106	(3%) →
No. of Room Nights	7,351	56% ↑	12,208	131% ↑	86,540	(0%) →
No. of Delegates	10,147	50% ↑	20,147	79% ↑	324,878	1% →
Delegate Spending	\$7,691,272	66% ↑	\$9,662,849	58% ↑	\$122,906,759	(2%) →
<b>Hotel - Individual Properties</b>						
No. of Shows	11	22% ↑	25	56% ↑	85	2% →
No. of Room Nights	2,018	0% →	6,477	57% ↑	39,798	(15%) ↓
No. of Delegates	5,457	195% ↑	10,812	168% ↑	166,427	39% ↑
Delegate Spending	\$1,806,236	53% ↑	\$4,707,164	44% ↑	\$44,794,867	(6%) →
<b>Monthly Totals</b>						
No. of Shows	19	19% ↑	44	47% ↑	191	(1%) →
No. of Room Nights	9,369	39% ↑	18,685	98% ↑	126,338	(5%) →
No. of Delegates	15,604	81% ↑	30,959	103% ↑	491,305	11% ↑
Delegate Spending	\$9,497,508	63% ↑	\$14,370,013	53% ↑	\$167,701,626	(3%) →

**BOARDWALK HALL ACTIVITY**

	Month ended September 2012	Variance	Last 3-months ended September 2012	Variance	Last 12-months ended September 2012	Variance
<b>Public Shows</b>						
Attendance	19,149	108% ↑	67,804	65% ↑	182,415	(8%) →
Avg. Attendance	9,575	4% →	11,301	10% →	9,121	(17%) ↓
<b>Sporting Events</b>						
Attendance	-	n/a n/a	-	n/a n/a	9	(44%) ↓
Avg. Attendance	n/a	n/a n/a	-	n/a n/a	102,874	(18%) ↓
<b>Total Events</b>						
Attendance	19,149	73% ↑	67,804	51% ↑	285,289	(12%) ↓
Avg. Attendance	9,575	73% ↑	11,301	51% ↑	9,838	3% →



**Key Metrics and Variances**

**TRANSPORTATION STATISTICS**

	Month ended September 2012	Variance	Last 3-months ended September 2012	Variance	Last 12-months ended September 2012	Variance
<b>Cars, Passenger Vehicles *</b>						
AC Expressway-Pleasantville Plaza	1,752,997	(2%) 🚩	6,023,037	2% 🚩	21,399,129	3% 🚩
<b>Buses *</b>						
SJTA Day Bus Count	11,251	(7%) 🚩	34,012	(8%) 🚩	127,826	(14%) 📉
SJTA Day Bus Passengers	258,519	(0%) 🚩	745,216	(13%) 📉	2,622,011	(20%) 📉
SJTA Overnight Bus Count	142	(27%) 📉	297	(18%) 📉	1,833	(1%) 🚩
SJTA Overnight Bus Passengers	5,769	(27%) 📉	11,607	(15%) 📉	73,171	5% 🚩
<b>Air Travel **</b>						
ACY - Scheduled Service Passengers (Deplaned)	41,767	11% 📈	178,588	8% 🚩	639,070	(3%) 🚩
ACY - Charter Passengers (Deplaned)	6,355	(11%) 📉	19,424	(12%) 📉	70,285	(12%) 📉

**CASINO REVENUE**

	Month ended September 2012	Variance	Last 3-months ended September 2012	Variance	Last 12-months ended September 2012	Variance
Gross Gaming Revenue (\$M)	\$276.4	(6.3%) 🚩	\$899.7	(1.7%) 🚩	\$3,200.7	(4.5%) 🚩
Slot Revenue (\$M)	\$198.4	(3.2%) 🚩	\$648.3	0.7% 🚩	\$2,296.1	(2.2%) 🚩
Table Games & Related Revenue (\$M)	\$78.0	(13.5%) 📉	\$251.4	(7.3%) 🚩	\$904.5	(10.0%) 📉

**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.