



ATLANTIC CITY TOURISM & SALES BAROMETER

JANUARY 2012 (vs. JANUARY 2011)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended January 2012	Variance	Last 3-months ended January 2012	Variance	Last 12-months ended January 2012	Variance
Total Welcome Center Visitors	6,075	25% ↑	20,150	28% ↑	132,426	12% ↑
Total Room Nights	14	250% ↑	54	(4%) ↓	1,012	(13%) ↓
Room Night Economic Impact	\$8,232	266% ↑	\$31,752	(3%) ↓	\$595,056	(15%) ↓
Total Visitor Inquiries by Phone	690	13% ↑	1,661	4% ↓	8,691	(7%) ↓
Total Visitor Inquiries by eMail	3,593	(10%) ↓	6,833	(20%) ↓	60,945	(3%) ↓

WEBSITE STATISTICS (www.atlanticcityny.com)

	Month ended January 2012	Variance	Last 3-months ended January 2012	Variance	Last 12-months ended January 2012	Variance
Visits	342,971	30% ↑	828,833	30% ↑	3,889,019	26% ↑
Unique Visitors	276,054	25% ↑	668,856	24% ↑	3,124,537	22% ↑
New Visitors (%)	72.5%	(4.7%) ↓	72.6%	(5.3%) ↓	72.0%	(3.9%) ↓
New Visitors	248,711	24% ↑	601,685	23% ↑	2,801,289	22% ↑
Page Views	1,242,008	(22%) ↓	2,906,961	(23%) ↓	17,163,074	(8%) ↓
Online Visitor Guide Requests	2,017	(33%) ↓	4,137	(26%) ↓	27,698	(21%) ↓

CONVENTION SALES ACTIVITIES

	Month ended January 2012	Variance	Last 3-months ended January 2012	Variance	Last 12-months ended January 2012	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	6	(25%) ↓	27	8% ↓	92	(6%) ↓
No. of Room Nights	9,970	(12%) ↓	28,557	(19%) ↓	81,616	(6%) ↓
No. of Delegates	20,601	(15%) ↓	94,970	5% ↓	211,861	(8%) ↓
Delegate Spending	\$12,160,366	(5%) ↓	\$47,800,673	(6%) ↓	\$112,618,508	(2%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	2	0% ↓	11	0% ↓
No. of Room Nights	-	n/a n/a	265	(86%) ↓	5,261	(36%) ↓
No. of Delegates	-	n/a n/a	3,253	(44%) ↓	113,887	45% ↑
Delegate Spending	\$0	n/a n/a	\$325,929	(86%) ↓	\$12,219,083	21% ↑
Total Convention Center Bookings						
No. of Shows	6	(25%) ↓	29	7% ↓	103	(6%) ↓
No. of Room Nights	9,970	(12%) ↓	28,822	(22%) ↓	86,877	(9%) ↓
No. of Delegates	20,601	(15%) ↓	98,223	2% ↓	325,748	5% ↓
Delegate Spending	\$12,160,366	(5%) ↓	\$48,126,602	(9%) ↓	\$124,837,591	0% ↓
Hotel - Individual Properties						
No. of Shows	4	(33%) ↓	8	(27%) ↓	73	3% ↓
No. of Room Nights	808	(54%) ↓	1,243	(61%) ↓	43,194	110% ↑
No. of Delegates	5,892	269% ↑	6,364	120% ↑	121,601	665% ↑
Delegate Spending	\$3,188,906	210% ↑	\$3,481,516	83% ↑	\$48,351,549	273% ↑
Monthly Totals						
No. of Shows	10	(29%) ↓	37	(3%) ↓	176	(2%) ↓
No. of Room Nights	10,778	(18%) ↓	30,065	(25%) ↓	130,071	12% ↑
No. of Delegates	26,493	2% ↓	104,587	6% ↓	447,349	37% ↑
Delegate Spending	\$15,349,272	11% ↑	\$51,608,118	(6%) ↓	\$173,189,140	26% ↑

BOARDWALK HALL ACTIVITY

	Month ended January 2012	Variance	Last 3-months ended January 2012	Variance	Last 12-months ended January 2012	Variance
Public Shows						
Attendance	21,566	1614% ↑	45,123	56% ↑	166,117	(11%) ↓
Avg. Attendance	7,189	471% ↑	19,614	8% ↓	91,038	(21%) ↓
Sporting Events						
Attendance	10,389	35% ↑	14,619	(44%) ↓	119,764	21% ↑
Avg. Attendance	10,389	169% ↑	14,619	(4%) ↓	59,499	15% ↑
Total Events						
Attendance	31,955	256% ↑	59,742	8% ↓	285,881	0% ↓
Avg. Attendance	7,989	167% ↑	21,882	28% ↑	98,572	(21%) ↓



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TRANSPORTATION STATISTICS

	Month ended January 2012	Variance	Last 3-months ended January 2012	Variance	Last 12-months ended January 2012	Variance
Cars, Passenger Vehicles *						
AC Expressway-Pleasantville Plaza	1,540,882	8% ↗	4,788,131	7% ↗	21,124,224	(1%) ↘
Buses *						
SJTA Day Bus Count	8,566	(18%) ↓	28,822	(16%) ↓	140,960	(12%) ↓
SJTA Day Bus Passengers	146,021	(23%) ↓	535,565	(20%) ↓	3,070,147	(14%) ↓
SJTA Overnight Bus Count	91	0% →	363	7% ↗	1,851	(8%) ↘
SJTA Overnight Bus Passengers	3,774	11% ↑	14,259	11% ↑	70,231	(8%) ↘
Air Travel **						
ACY - Scheduled Service Passengers (Deplaned)	47,163	1% ↗	138,441	(7%) ↘	616,752	(3%) ↘
ACY - Charter Passengers (Deplaned)	4,290	(10%) ↓	13,782	(8%) ↘	78,355	(6%) ↘

CASINO REVENUE

	Month ended January 2012	Variance	Last 3-months ended January 2012	Variance	Last 12-months ended January 2012	Variance
Gross Gaming Revenue (\$ millions)	\$237.3	(7.2%) ↘	\$729.8	(3.3%) ↘	\$3,304.7	(6.4%) ↘
Slot Revenue (\$ millions)	\$164.7	(0.1%) ↘	\$512.0	0.8% ↗	\$2,342.7	(4.2%) ↘
Table Games & Related Revenue (\$ millions)	\$72.6	(20.1%) ↓	\$217.8	(11.8%) ↓	\$961.9	(11.4%) ↓

LEGEND:

If variance is:	More than 10%	1% to 9%	No Variance	(1%) to (9%)	More than (10%)
	10%	5%	0%	(5%)	(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.