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NOTE: To provide a more complete picture of Atlantic City's tourism business climate, the Atlantic City Tourism District, with the cooperation and assistance of agencies and businesses within the District, provides this monthly tourism barometer and analysis, showing results for several important non-gaming indicators. An archive of monthly barometers is available at <http://www.atlanticcitynj.com/about/stats.aspx>. Please note that some data presented during each month's initial release is unaudited and may be changed when finalized. If so, results will be updated in the online archive.

Atlantic City Business Holds Steady in January *Key Business Indicators Show Positive Trend*

(Atlantic City, NJ, February 10, 2012) – With favorable winter weather conditions, an improving economy and a positive outlook as businesses and visitors alike anticipated the unveiling of the Tourism District Master Plan, business in Atlantic City held its course in January.

Some key business indicators point to a continuing upward trend, including visitors at the city's information centers and activity on the official tourism Web site, www.atlanticcitynj.com.

The trend of monthly increases at the information centers continued with more than 6,000 visitors stopping for maps, general information, and room and restaurant reservations, a 25.9% increase over January 2011.

Overall Web site visits increased by 30% over January 2011, with 342,971 people viewing information about Atlantic City's hotels, entertainment, restaurants, attractions and events. Nearly 277,000 were unique visitors, a 26% increase over 2011. Web statistics are generally considered to be indicative of strong interest in Atlantic City as a destination or quick getaway.

Traffic on the Atlantic City Expressway remained strong in January as well. Unaudited January figures from the South Jersey Transportation Authority (SJTA) show 1,540,882 cars passed through the Atlantic City Expressway's Pleasantville toll plaza leading into Atlantic City, up 7.6% over January 2011.

At the Atlantic City International Airport, additional capacity on Spirit Airlines flights offset AirTrans Airlines' departure from the market. Total scheduled deplanements – passengers arriving in Atlantic City -- increased by 1.1% over January 2011 deplanements.

Atlantic City also remains an attractive market for convention delegates. While four fewer conventions and tradeshow were held in January 2012 vs. January 2011, attendance was up 2% and delegate spending increased by 11% over January 2011.

“Atlantic City appears to be on a solid footing,” said Jeff Vasser, president of the Atlantic City Convention & Visitors Authority. “With the upcoming opening of Revel, new amenities at Golden Nugget, rebranding of ACH to the Atlantic Club Casino Hotel, recent announcements of changes at Steel Pier and Bally’s, plus the ACA’s citywide marketing campaign and the improvements we anticipate as a result of the Tourism District Master Plan, Atlantic City will continue to gain market strength.”

Spectrum Gaming Group provides the following additional insight to factors impacting January’s business climate:

“On a calendar day basis, January 2012 was less favorable than January last year, as there was one less “weekend” day this year versus January 2011 (there was one more Saturday last year). Overall, there were 21 public events held in January 2012, versus 30 comparable events in January 2011, a decrease of 30 percent.

“On a positive note, overall the weather was unseasonably pleasant in the region (as compared to last year) – there were no major snowstorms or extreme cold spells. According to the National Weather Service, the average temperature for January 2012 reported at Atlantic City was nearly 10 degrees warmer than January of last year (at 39.2 degrees vs. 29.7 degrees), while there were only two days where the high temperature did not get above freezing, compared to eight days in January of last year. Additionally, snowfall was minimal this year compared to having over a foot of snow fall in January of last year (at 2.3 inches vs. 13.4 inches).”

Spectrum also notes factors that may impact Atlantic City visitation in the future:

“Toll increases went into effect on the entire length of the Garden State Parkway (the primary roadway utilized for travelers coming to Atlantic City), as well as on the New Jersey Turnpike and bridge crossings into New York. These toll increases went into effect on January 1st and had the effect of increasing toll costs for drivers using these roadways by as much as 50 percent. Coupled with the toll increases, the average price for a gallon of cost in the region last month was 10 percent higher than January of last year (at \$3.52 vs. \$3.20). In addition to the toll increases and higher gas prices, the second phase of the Garden State Parkway widening project continues and there is considerable construction occurring over a 15-mile stretch of the roadway in southern New Jersey.”

The figures quoted above and others are available in the monthly Tourism Barometer, available online at <http://www.atlanticcitynj.com/about/stats.aspx>.

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The Atlantic City Convention & Visitors Authority serves as the destination's principal marketing arm, stimulating economic growth through convention, business and leisure tourism development. The Authority oversees the management of the Atlantic City Convention Center and Boardwalk Hall. The Authority is the first destination marketing organization in New Jersey to achieve prestigious Destination Marketing Accreditation by the Destination Marketing Association International. For complete Atlantic City information, visit www.atlanticcitynj.com. Also follow us on Facebook at www.facebook.com/AtlanticCityNJ.