

Contact: **For the ACCVA:**
Elaine Zamansky, 609-449-7166
Karen Martin, 609-449-7126

For Lou Hammond & Associates:
Melanie York or Matthew Monagan
212-308-8880

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 Results Show Continued Visitor Interest in the Resort

(Atlantic City, NJ, October 11, 2011) – The end of the summer season didn't dampen interest in visiting Atlantic City, as evidenced in September's Tourism & Sales Barometer. Key business indicators, including visitors to the city's welcome centers, hits on the tourism Web site, convention room nights and day bus passengers were all positive.

Welcome Center Visitors

Visitors continued their year-long trend of increased stops Atlantic City Visitor Welcome Centers operated by the Atlantic City Convention & Visitors Authority (ACCVA) at milepost 3.5 on the Atlantic City Expressway and on the Boardwalk at Mississippi Avenue. Throughout September 2011, 13,588 people stopped for information, directions, maps and brochures – a 19% increase over September 2010. Year-to-date 2011 figures show a 7% overall increase compared to the same period of 2010. According to ACCVA officials, this indicates a large number of new or infrequent visitors to the city.

Visitor Inquiries

Atlantic City remains in step with a national trend of more people researching and booking vacations online. Visitors to the www.atlanticcitynj.com Web site in September 2011 jumped to 272,276, a 19% increase over September 2010. The site, operated by the ACCVA, has experienced an overall year-to-date increase of 25% over 2010. Of the visitors to the site in September 2011, 14% were first-time site visitors, indicating a solid new market of potential visitors.

Convention Room Nights

The number of room nights associated with trade and public shows at the Atlantic City Convention center increased by 10% in September 2011 over last September, while the year-to-date trend shows some increases: total number of shows up 3%, total number of delegates up 5% and delegate spending up 1%.

Trade shows at individual hotel properties year-to-date show dramatic increases: number of show up 10%, number of room nights up 143%, number of delegates up 814% and delegate spending up 315%.

Atlantic City September Tourism Barometer, add one

Day Bus Passengers

Transportation statistics show that more people arrived in Atlantic City for day trips by bus this September, with an 18 percent increase over last September.

Readers will note a significant drop in scheduled air service deplanements in September 2011 over September 2010. This is due to a temporary loss of 1,338 seats per day taken out of service by Spirit Airlines for aircraft maintenance and typical fall schedule changes. In November, Spirit will increase their seat capacity in the Atlantic City market. Year-to-date, scheduled air service deplanements have increased by 5.2%.

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.



ATLANTIC CITY TOURISM & SALES BAROMETER

SEPTEMBER 2011 (vs. SEPTEMBER 2010)

Key Metrics and Variances

VISITOR CENTERS & SERVICES STATISTICS

	Month ended September 2011	Variance	Last 3-months ended September 2011	Variance	Last 12-months ended September 2011	Variance
Total Welcome Center Visitors	13,588	19% ↑	48,335	6% ↗	126,389	0% ↗
Total Room Bookings	104	(22%) ↓	424	(30%) ↓	955	(14%) ↓
Room Night Economic Impact	\$61,152	(23%) ↓	\$249,312	(30%) ↓	\$613,196	(19%) ↓
Total Visitor Inquiries by Phone	697	(13%) ↓	2,659	(7%) ↗	8,709	(7%) ↗
Total Visitor Inquiries by eMail	2,378	(54%) ↓	17,376	1% ↗	63,215	1% ↗

WEBSITE STATISTICS (www.atlanticcitynj.com)

	Month ended September 2011	Variance	Last 3-months ended September 2011	Variance	Last 12-months ended September 2011	Variance
Visits	272,276	19% ↑	1,237,909	26% ↑	3,637,081	24% ↑
Unique Visitors	216,050	13% ↑	952,259	18% ↑	2,947,582	21% ↑
New Visitors (%)	71.3%	(4.3%) ↗	69.2%	(5.6%) ↗	73.0%	(2.5%) ↗
New Visitors	194,057	14% ↑	856,039	19% ↑	2,655,440	21% ↑
Page Views	976,135	(29%) ↓	4,488,966	(23%) ↓	18,287,734	2% ↗
Online Visitor Guide Requests	1,049	(54%) ↓	6,092	(34%) ↓	29,057	(17%) ↓

CONVENTION SALES ACTIVITIES

	Month ended September 2011	Variance	Last 3-months ended September 2011	Variance	Last 12-months ended September 2011	Variance
Conventions/Tradeshows/Meetings - Atlantic City Convention Center						
No. of Shows	7	0% ↗	14	(7%) ↗	98	14% ↑
No. of Room Nights	4,713	10% ↗	5,283	(48%) ↓	80,036	(17%) ↓
No. of Delegates	6,769	(15%) ↓	11,232	(33%) ↓	206,404	(18%) ↓
Delegate Spending	\$4,647,025	(8%) ↗	\$6,110,990	(42%) ↓	\$110,747,090	(12%) ↓
Public Shows - Atlantic City Convention Center						
No. of Shows	-	n/a n/a	-	n/a n/a	11	10% ↑
No. of Room Nights	-	n/a n/a	-	n/a n/a	6,856	4% ↗
No. of Delegates	-	n/a n/a	-	n/a n/a	116,427	55% ↑
Delegate Spending	\$0	n/a n/a	\$0	n/a n/a	\$14,147,775	75% ↑
Total Convention Center Bookings						
No. of Shows	7	0% ↗	14	(7%) ↗	109	14% ↑
No. of Room Nights	4,713	10% ↗	5,283	(48%) ↓	86,892	(16%) ↓
No. of Delegates	6,769	(15%) ↓	11,232	(33%) ↓	322,831	(1%) ↗
Delegate Spending	\$4,647,025	(8%) ↗	\$6,110,990	(42%) ↓	\$124,894,865	(7%) ↗
Hotel - Individual Properties						
No. of Shows	7	(22%) ↓	12	(20%) ↓	72	(3%) ↗
No. of Room Nights	1,828	(41%) ↓	3,924	(22%) ↓	45,588	96% ↑
No. of Delegates	1,687	1% ↗	3,827	50% ↑	118,368	585% ↑
Delegate Spending	\$1,094,696	(35%) ↓	\$3,148,518	21% ↑	\$47,092,664	232% ↑

BOARDWALK HALL ACTIVITY

	Month ended September 2011	Variance	Last 3-months ended September 2011	Variance	Last 12-months ended September 2011	Variance
Public Shows	1	0% ↗	4	(33%) ↓	18	29% ↑
Attendance	9,216	4% ↗	41,129	(28%) ↓	197,600	69% ↑
Avg. Attendance	9,216	4% ↗	30,596	12% ↑	113,456	47% ↑
Sporting Events	1	n/a n/a	2	n/a n/a	16	129% ↑
Attendance	1,877	n/a n/a	3,853	n/a n/a	125,576	41% ↑
Avg. Attendance	1,877	n/a n/a	3,853	n/a n/a	57,244	n/a n/a
Total Events	2	100% ↑	6	0% ↗	34	62% ↑
Attendance	11,093	25% ↑	44,982	(21%) ↓	323,176	57% ↑
Avg. Attendance	5,547	(37%) ↓	22,491	(18%) ↓	114,796	16% ↑



ATLANTIC CITY TOURISM & SALES BAROMETER

SEPTEMBER 2011 (vs. SEPTEMBER 2010)

Key Metrics and Variances

TRANSPORTATION STATISTICS

	Month ended September 2011	Variance	Last 3-months ended September 2011	Variance	Last 12-months ended September 2011	Variance
Cars, Passenger Vehicles *						
AC Expressway-Pleasantville Plaza	1,712,800	(5%) ↓	5,850,906	(6%) ↓	20,619,525	(6%) ↓
Buses *						
SJTA Day Bus Count	12,404	(12%) ↓	37,779	(14%) ↓	246,448	50% ↑
SJTA Day Bus Passengers	371,539	18% ↑	972,918	(4%) ↓	3,376,500	(10%) ↓
SJTA Overnight Bus Count	177	(8%) ↓	351	6% ↑	10,939	487% ↑
SJTA Overnight Bus Passengers	7,032	(8%) ↓	13,134	4% ↑	69,182	0% ↓
Air Travel **						
ACY - Scheduled Service Passengers (Deplaned)	37,571	(34%) ↓	165,343	(8%) ↓	656,128	10% ↑
ACY - Charter Passengers (Deplaned)	7,138	(8%) ↓	22,093	(13%) ↓	80,241	(3%) ↓

CASINO REVENUE

	Month ended September 2011	Variance	Last 3-months ended September 2011	Variance	Last 12-months ended September 2011	Variance
Gross Gaming Revenue (\$ millions)	\$295.2	(0.5%) ↓	\$915.4	(9.3%) ↓	\$3,352.6	(9.0%) ↓
Slot Revenue (\$ millions)	\$205.0	(1.9%) ↓	\$644.1	(8.9%) ↓	\$2,347.5	(7.7%) ↓
Table Games & Related Revenue (\$ millions)	\$90.2	2.7% ↑	\$271.3	(10.3%) ↓	\$1,005.1	(11.9%) ↓

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.