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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, is pleased to offer this monthly tourism barometer and analysis, showing results for several important non-gaming indicators. This is the first of an ongoing series. 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.

## **Key Business Indicators Show Continued Market Strength in Atlantic City**

**(Atlantic City, NJ, September 9, 2011)** – Atlantic City shows continued market strength as indicated in this month's Tourism & Sales Barometer. Key business indicators, including occupied room nights and visitor inquiries, showed continued market strength in August. Indicators point to continuing trends of increased interest from prospective visitors and higher levels of delegate spending for conventions. Additionally, second quarter figures point to strong luxury tax collections as an indication of higher spending by visitors.

### Occupied Room Nights

Atlantic City continues to outpace national room occupancy statistics. Figures for the second quarter of 2011, the most recent figures available, show an increase of 15,732 occupied room nights over the second quarter of 2010, while the room occupancy rate rose to 86.6 percent from 85.2 percent. The national average room occupancy rate is approximately 64 percent.

### Convention Business

At the Atlantic City Convention Center, the number of events remained steady, while the number of occupied room nights grew by 56 percent in August 2011 vs. August 2010. Meanwhile, the number of delegates in attendance at meetings and conventions at individual properties grew by 97 percent and delegate spending at those events grew by 106% to more than \$1.85 million.

### Luxury Tax Collections

Yet another positive key business indicator, Atlantic City's luxury tax collections were up nearly 22.5 percent for the first half of 2011 over the same period of 2010. The \$15.04 million collected January through June 2011 is the highest amount collected during that period in the past ten years and signals increased spending on alcoholic beverages, hotel rooms and entertainment.

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### Visitor Inquiries

Technology once again leads the trend in visitor inquiries, with email inquiries via the [www.atlanticcitynj.com](http://www.atlanticcitynj.com) Web site jumping by 89 percent in August 2011 over August 2010. The site, operated by the Atlantic City Convention & Visitors Authority, also saw a 30 percent increase in total visits and a 19 percent increase in unique visitors during that time period. Of those visitors, 17 percent were new to the site, indicating a potential market for new visitors to the destination.

### Atlantic City Expressway

An increase of 10 percent in day bus passengers slightly offset a 16 percent drop in traffic on the Atlantic City Expressway. The traffic decline is attributed to Hurricane Irene.

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](http://www.atlanticcitynj.com). Also follow us on Facebook at [www.facebook.com/AtlanticCityNJ](http://www.facebook.com/AtlanticCityNJ).