

# Tourism Barometer

November 2008

A service of the  
Atlantic City Convention and Visitors Authority  
2314 Pacific Avenue  
Atlantic City, NJ 08401  
609-348-7100 or 888-AC-VISIT (228-4748)  
[www.atlanticcitynj.com](http://www.atlanticcitynj.com)

Produced in conjunction with

Brian J. Tyrrell, Ph.D. at the  
New Jersey Center for Hospitality and Tourism Research at  
The Richard Stockton College of New Jersey



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# Atlantic City Convention Center Statistics

from the

## Atlantic City Convention and Visitors Authority

including

Conventions, Meetings, Trade, Public and Hotel Shows

Room Nights Contribution

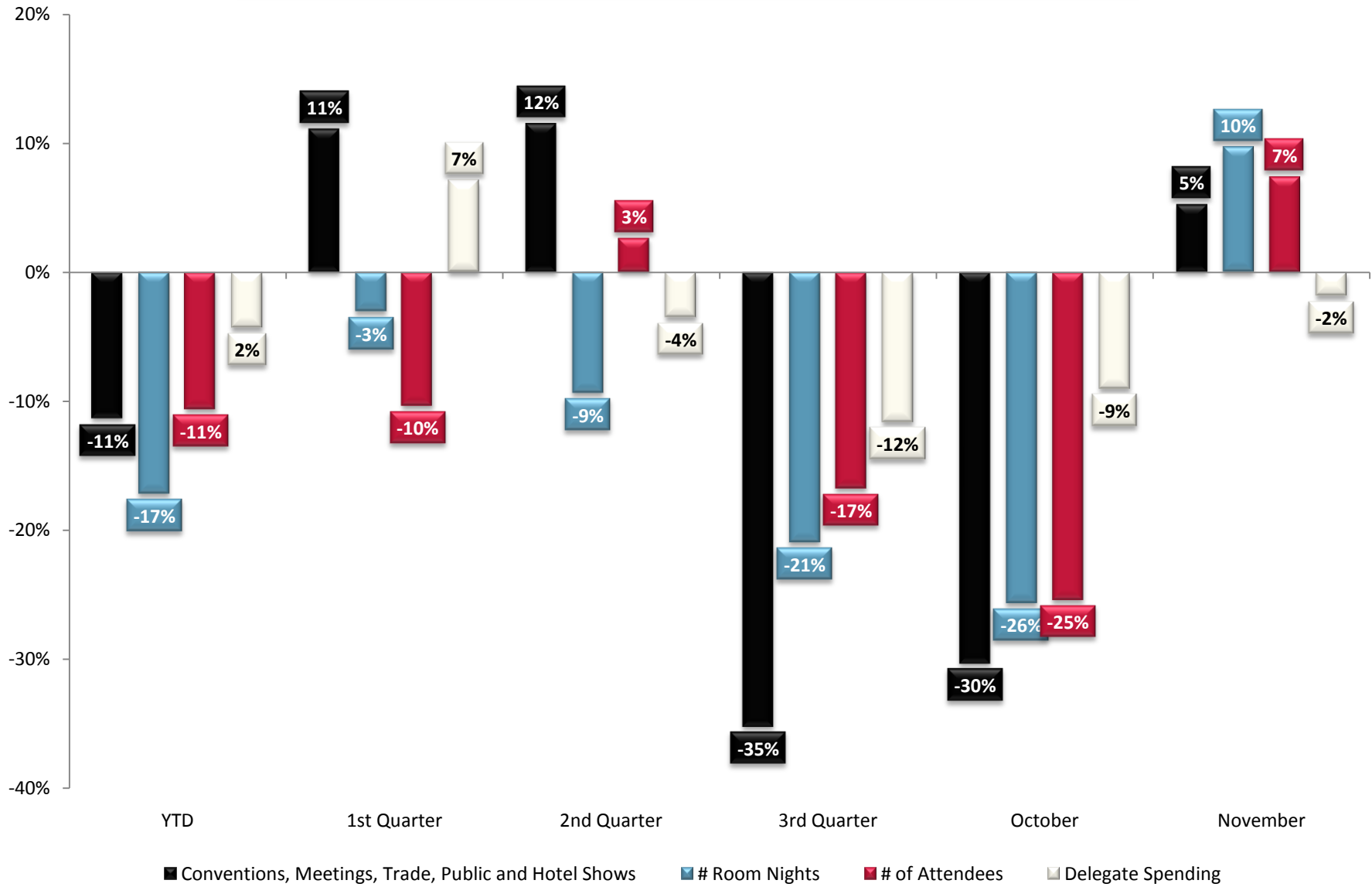
Attendees

Delegate Spending

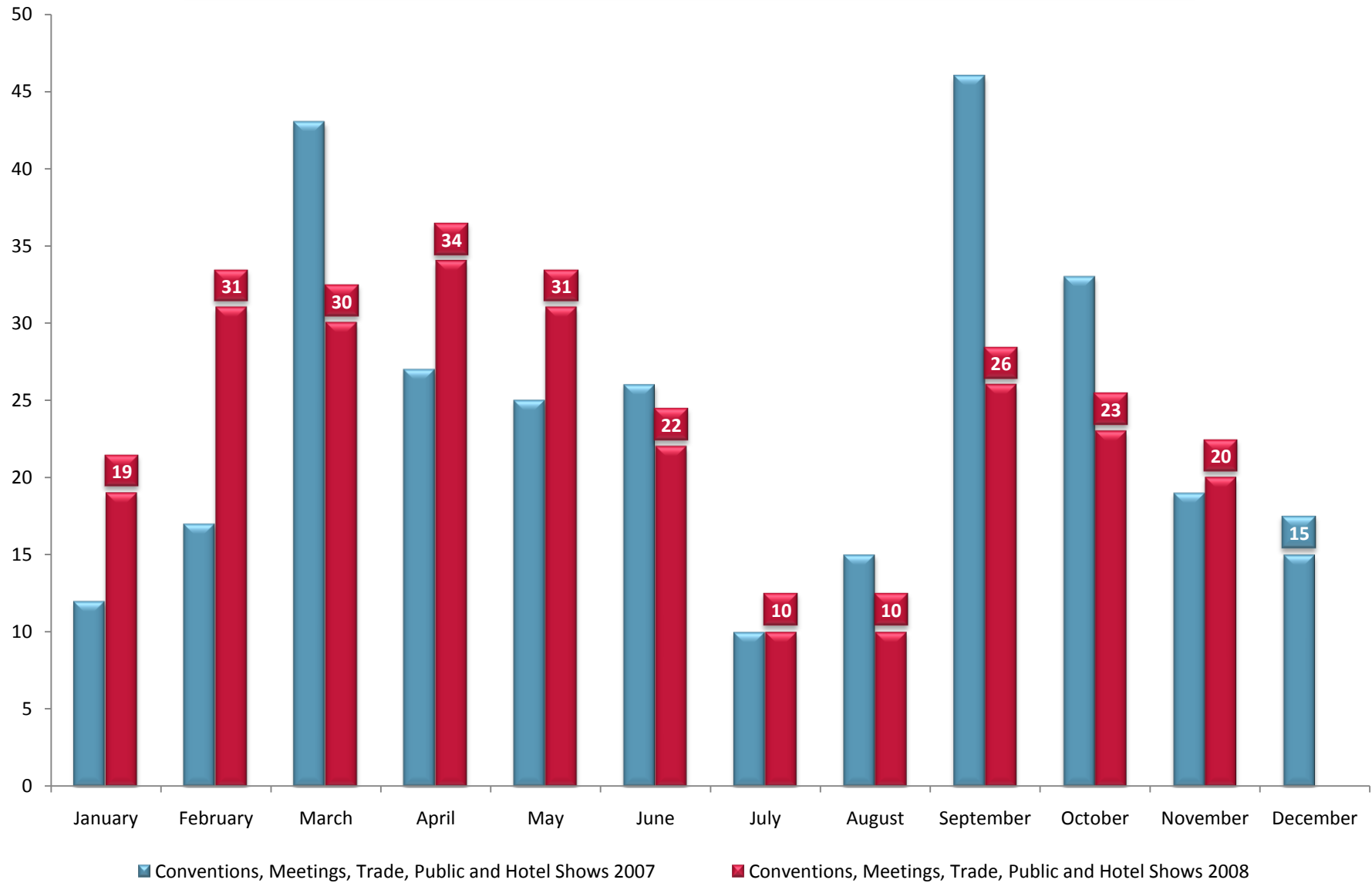
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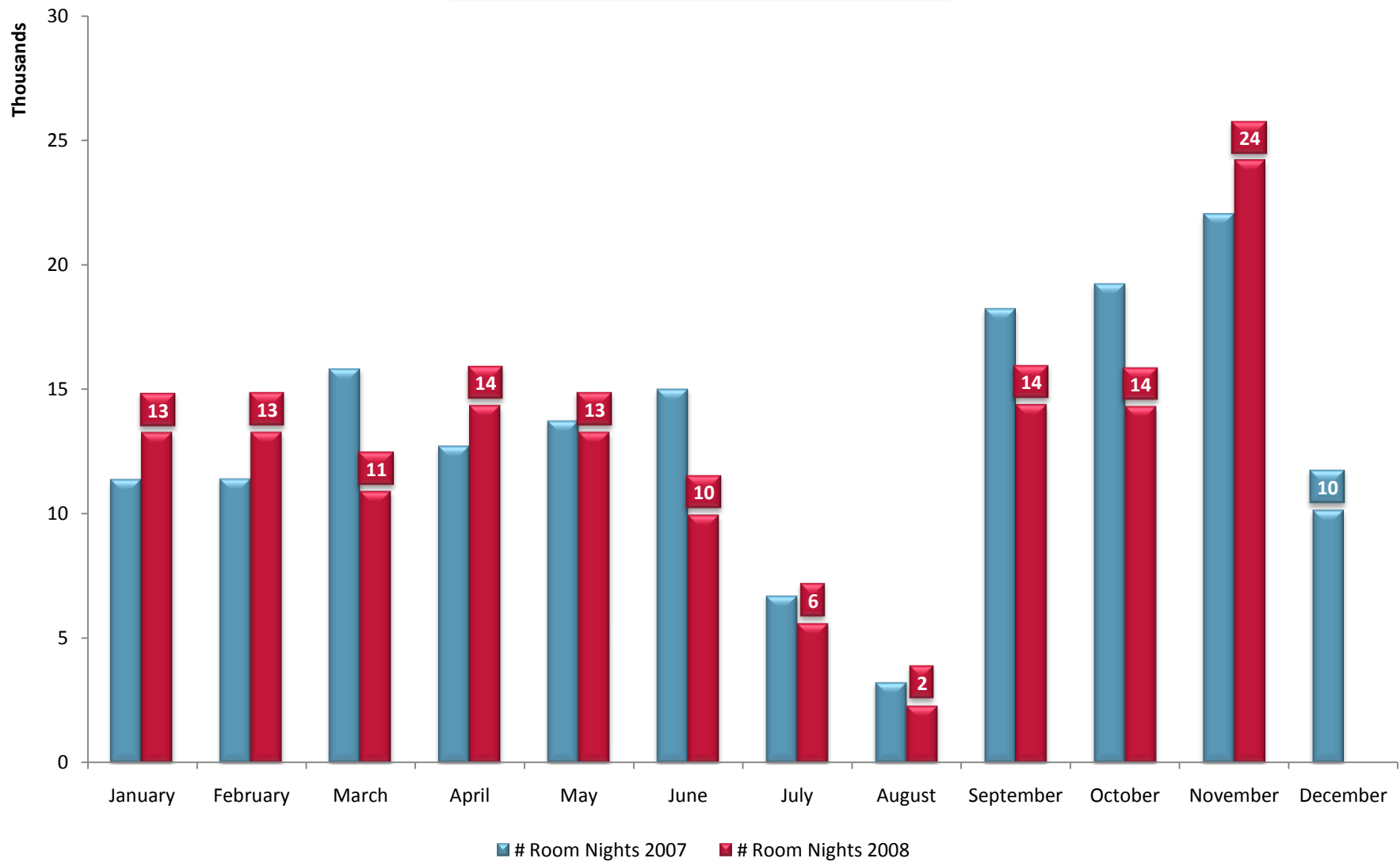
## Atlantic City Convention Center Percentage Change YTD Over YTD and Month Over Month



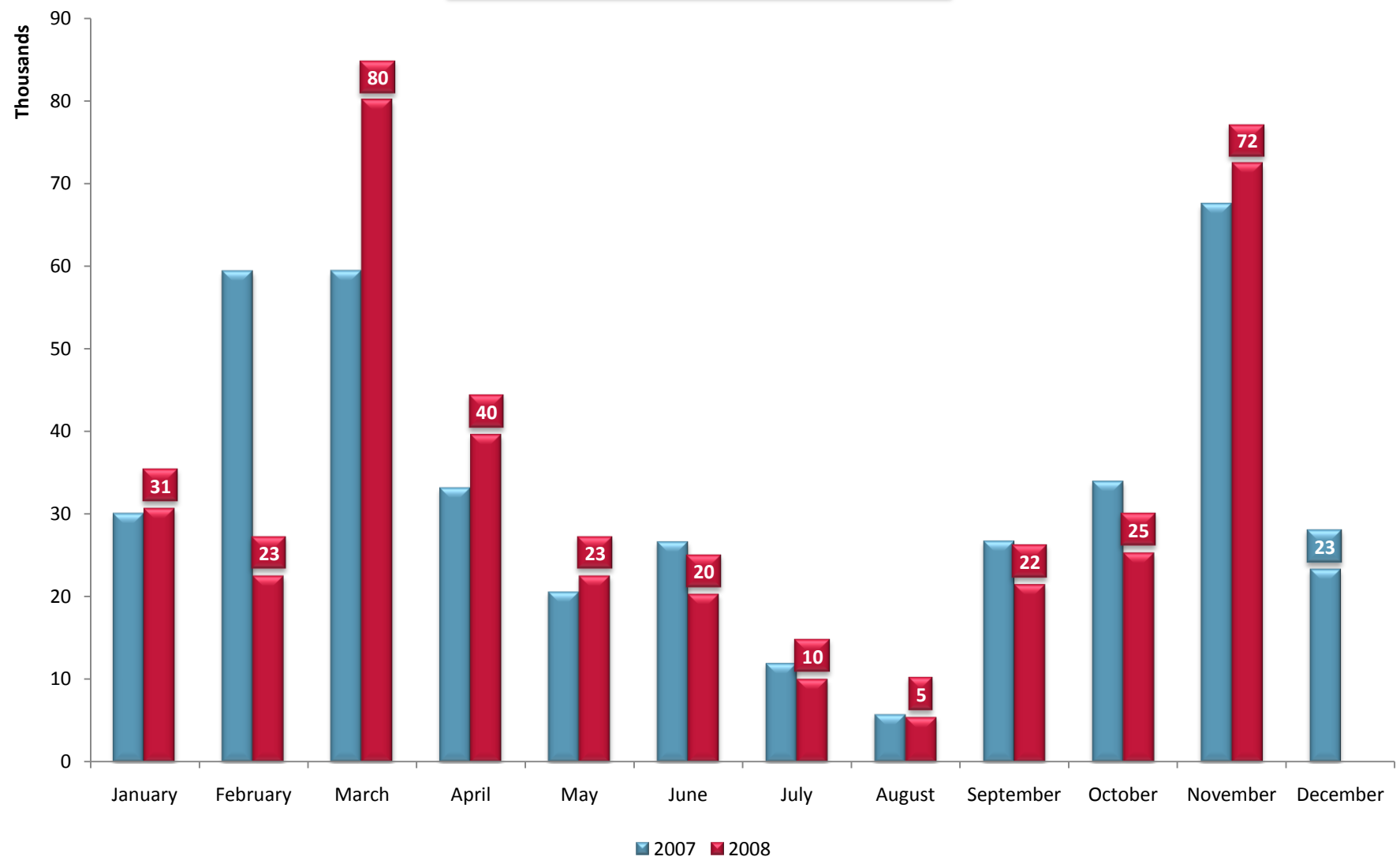
# Atlantic City Convention Center Conventions, Meetings, Trade, Public and Hotel Shows Combined



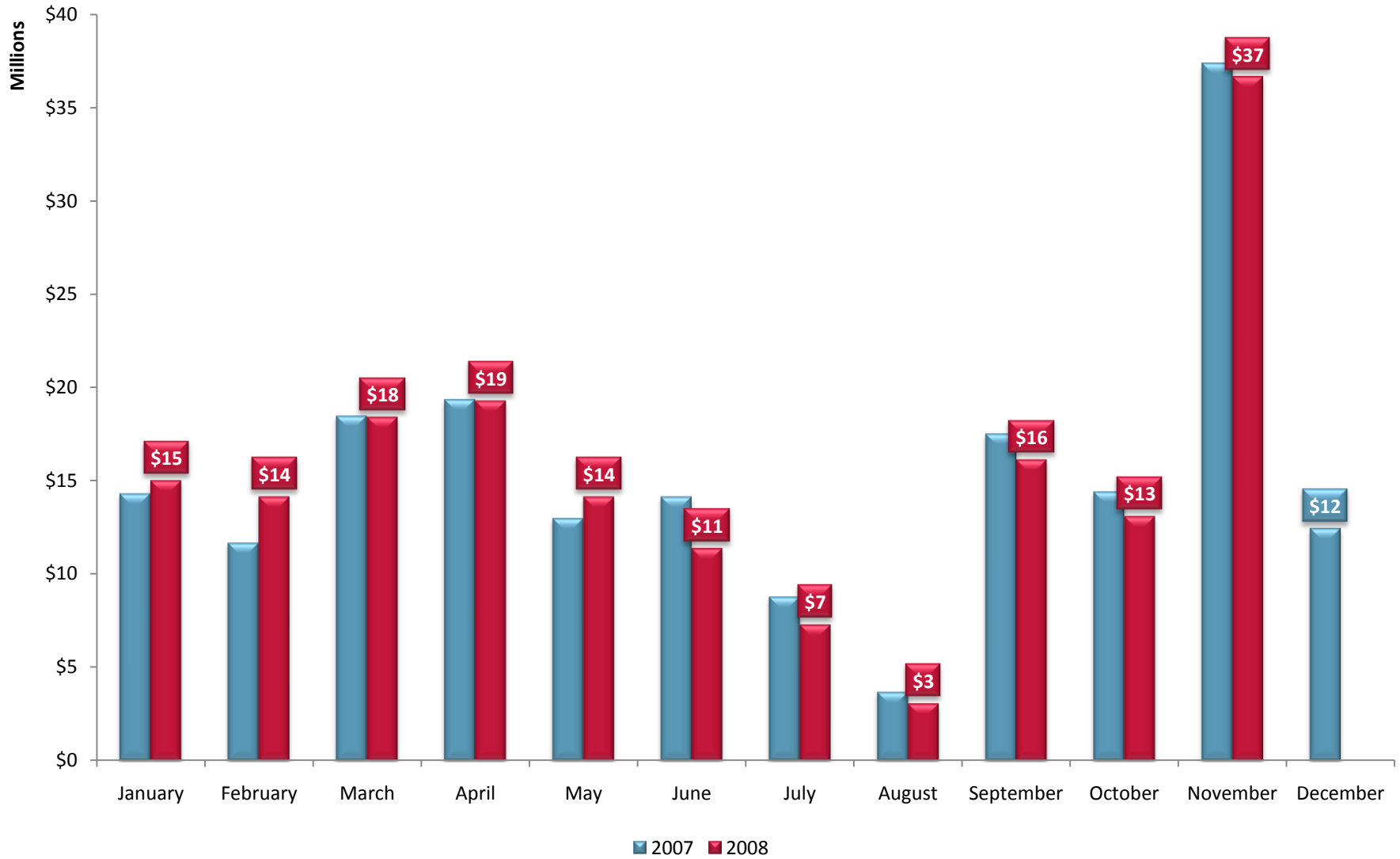
# Atlantic City Convention Center Room Night Contributions (Thousands)



# Atlantic City Convention Center Attendees (Thousands)



# Atlantic City Convention Center Delegate Spending (\$Millions)





# Atlantic City Visitors Center & Website Statistics

provided by the

## Atlantic City Convention and Visitors Authority

including

Visitor Center & Website Economic Impact

Visitor Center & Website Room Reservations

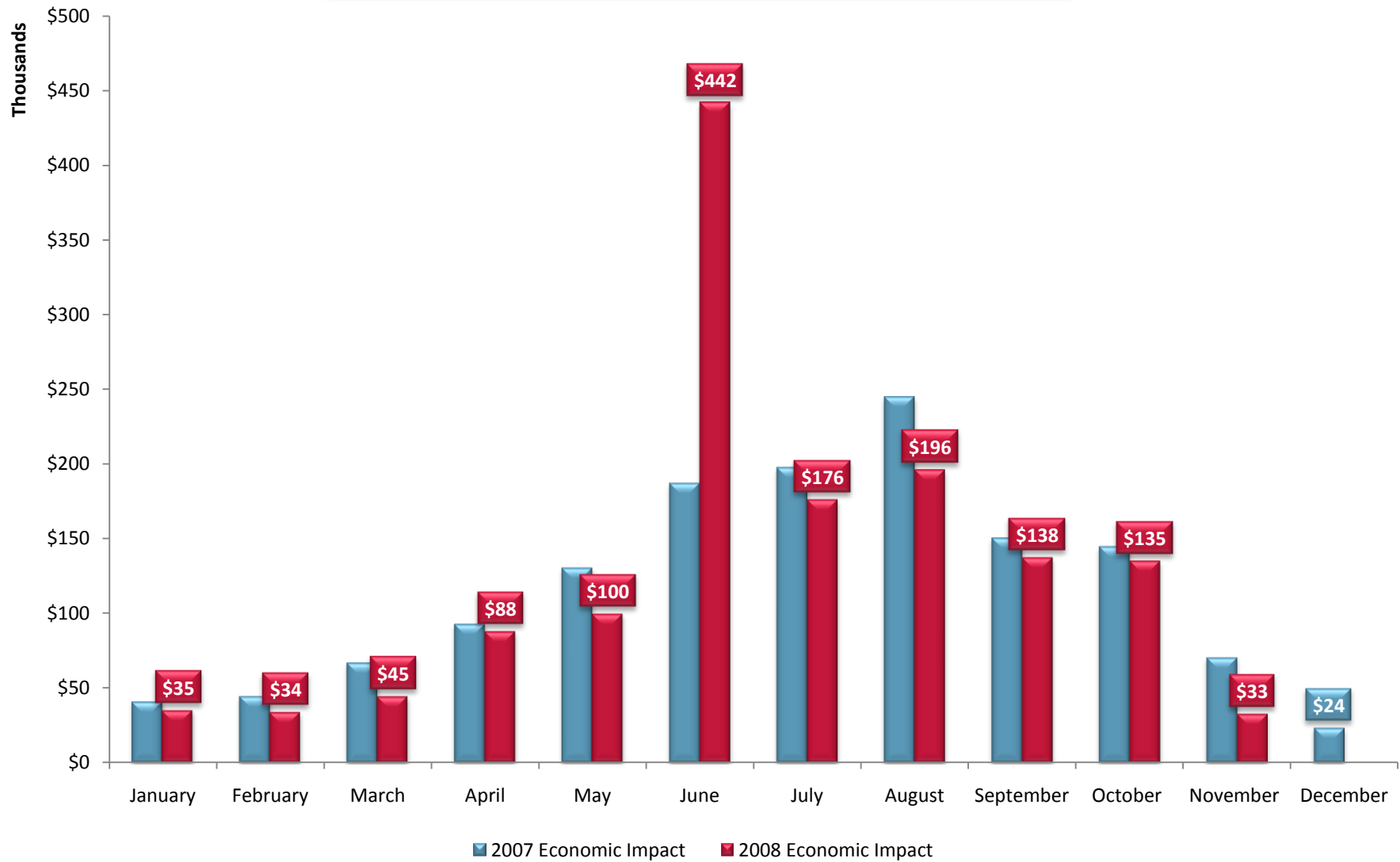
Visitor Center & Website Visitors

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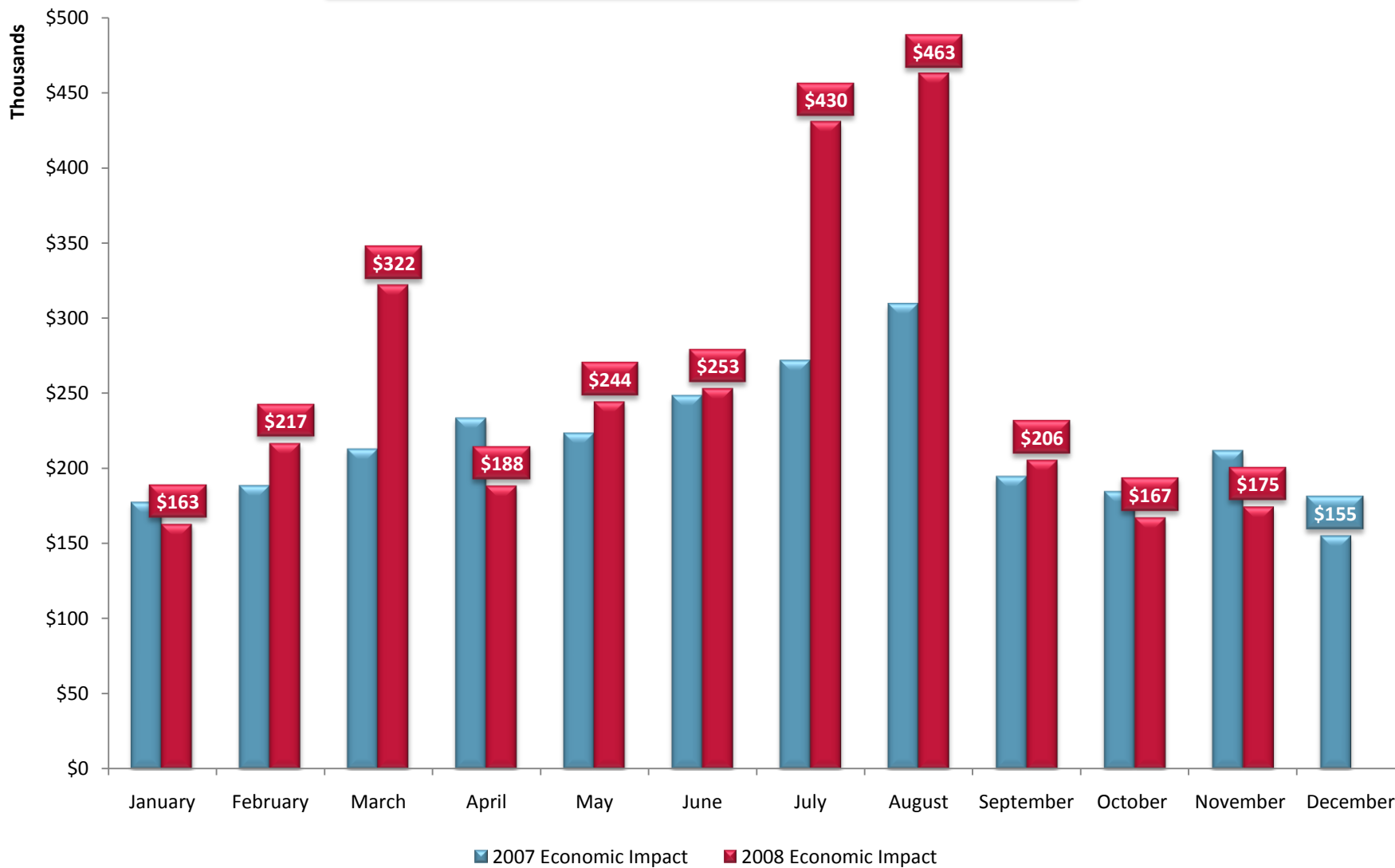
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



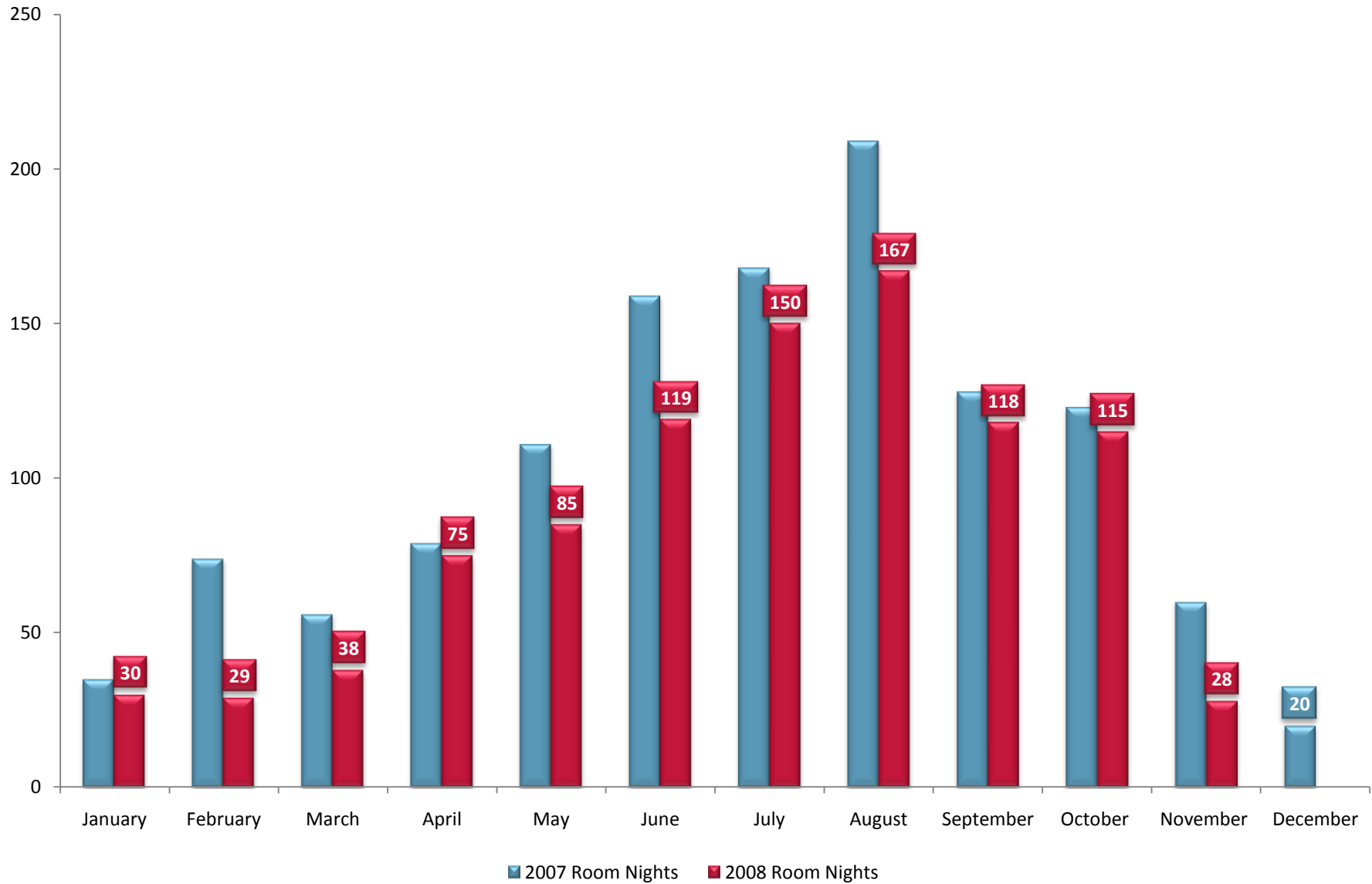
# Atlantic City Convention and Visitors Authority Visitors Center Economic Impact (\$Thousands)



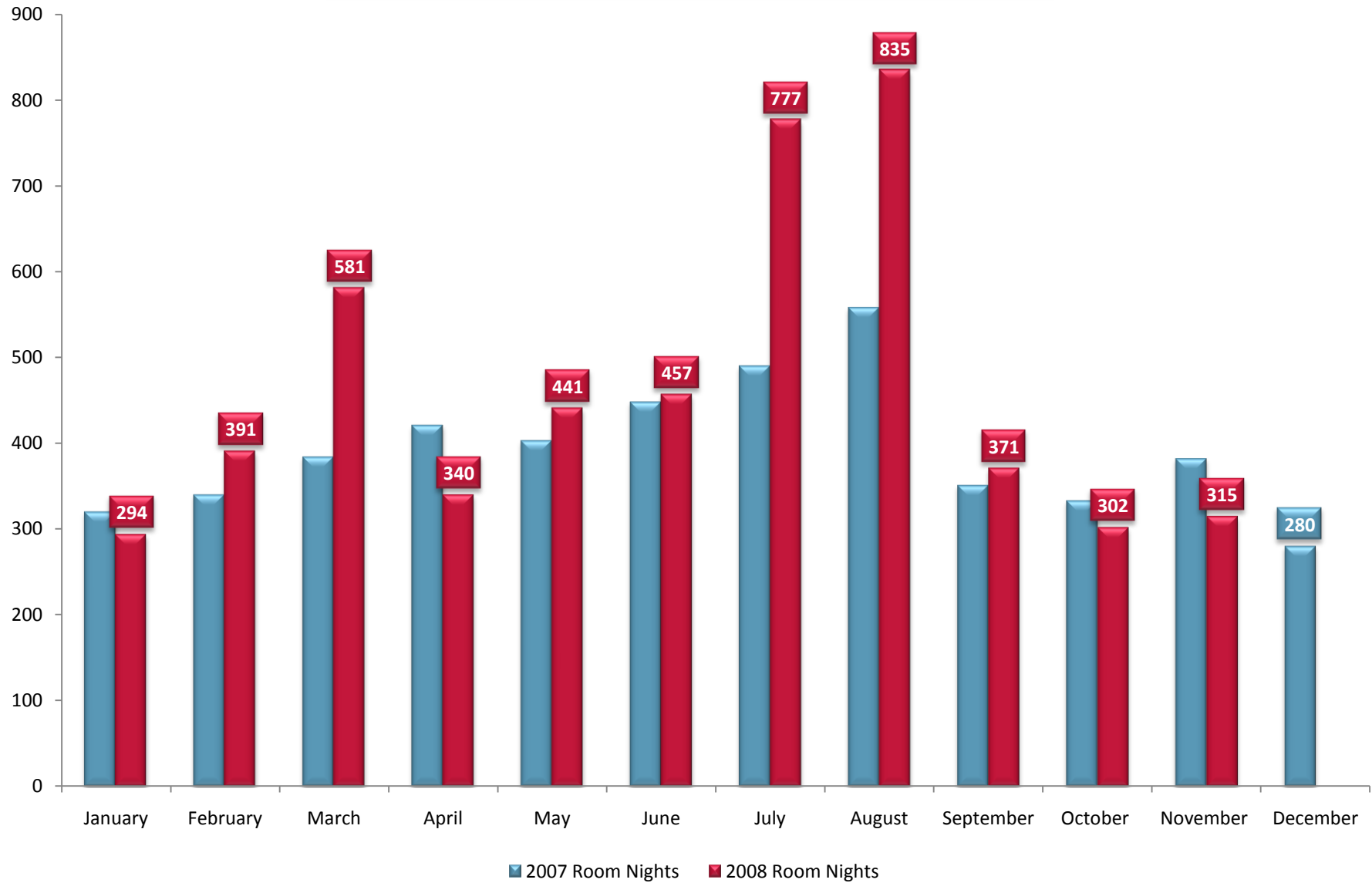
# Atlantic City Convention and Visitors Authority Website Economic Impact (\$Thousands)



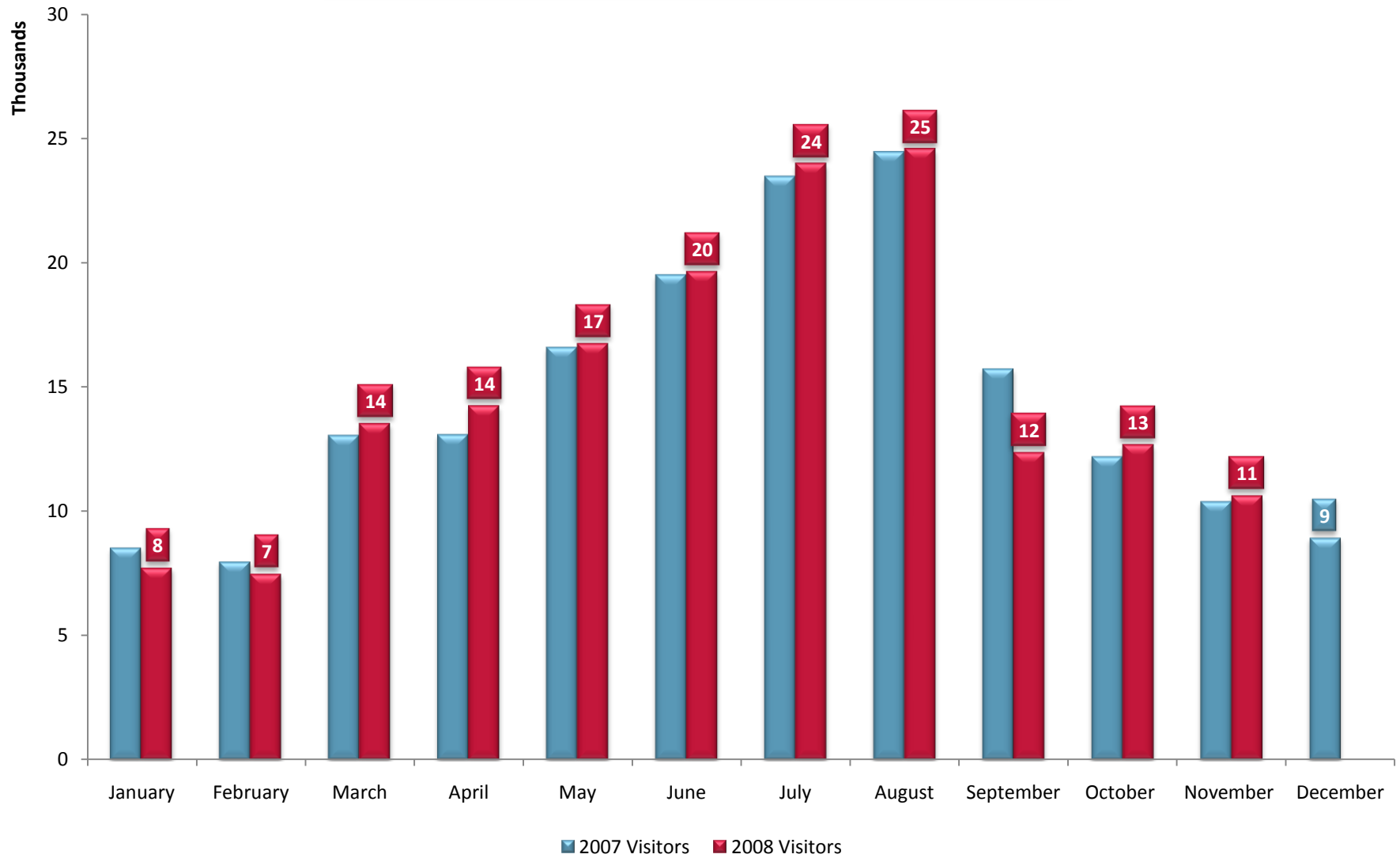
## Atlantic City Convention and Visitors Authority Visitors Center Room Nights



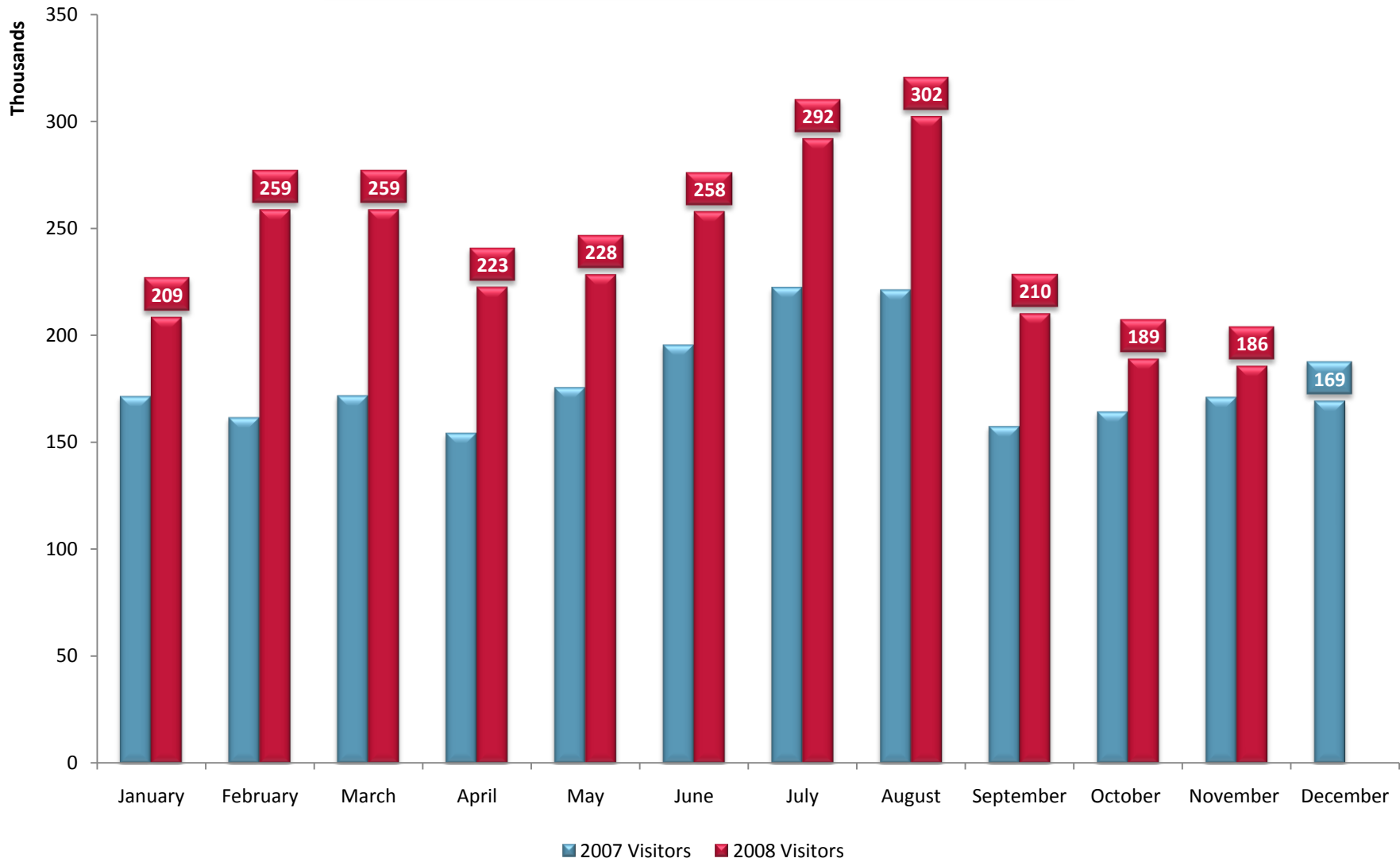
## Atlantic City Convention and Visitors Authority Website Room Nights



# Atlantic City Convention and Visitors Authority Visitors Center Traffic (Thousands)



# Atlantic City Convention and Visitors Authority Website Visitors (Thousands)





# Boardwalk Hall Statistics

provided by the

Atlantic City Convention and Visitors Authority

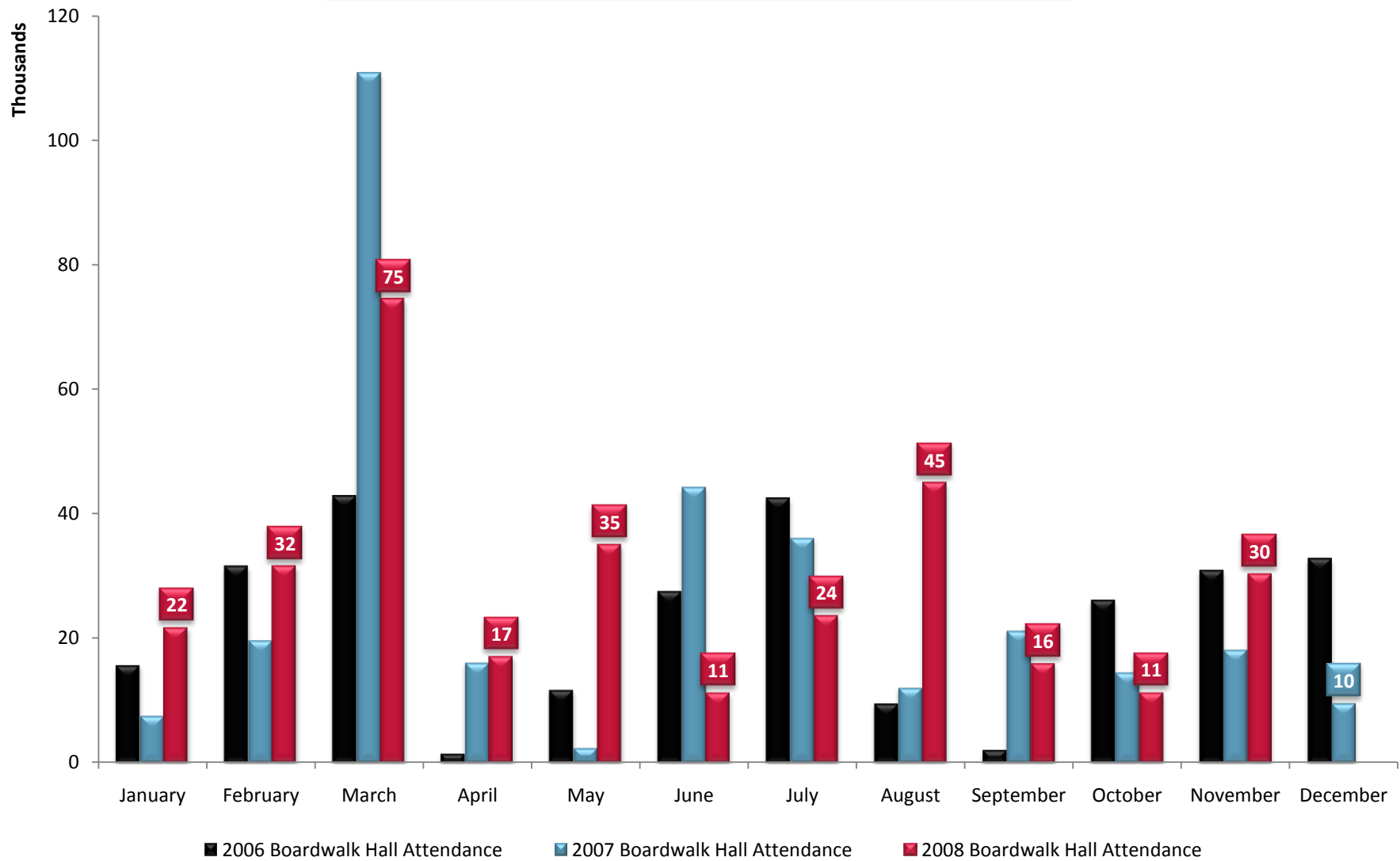
including

Boardwalk Hall Attendance

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# Atlantic City Convention and Visitors Authority Boardwalk Hall Attendance (Thousands)







# Casino Statistics

provided by the

New Jersey Casino Control Commission

including

Casino Employment

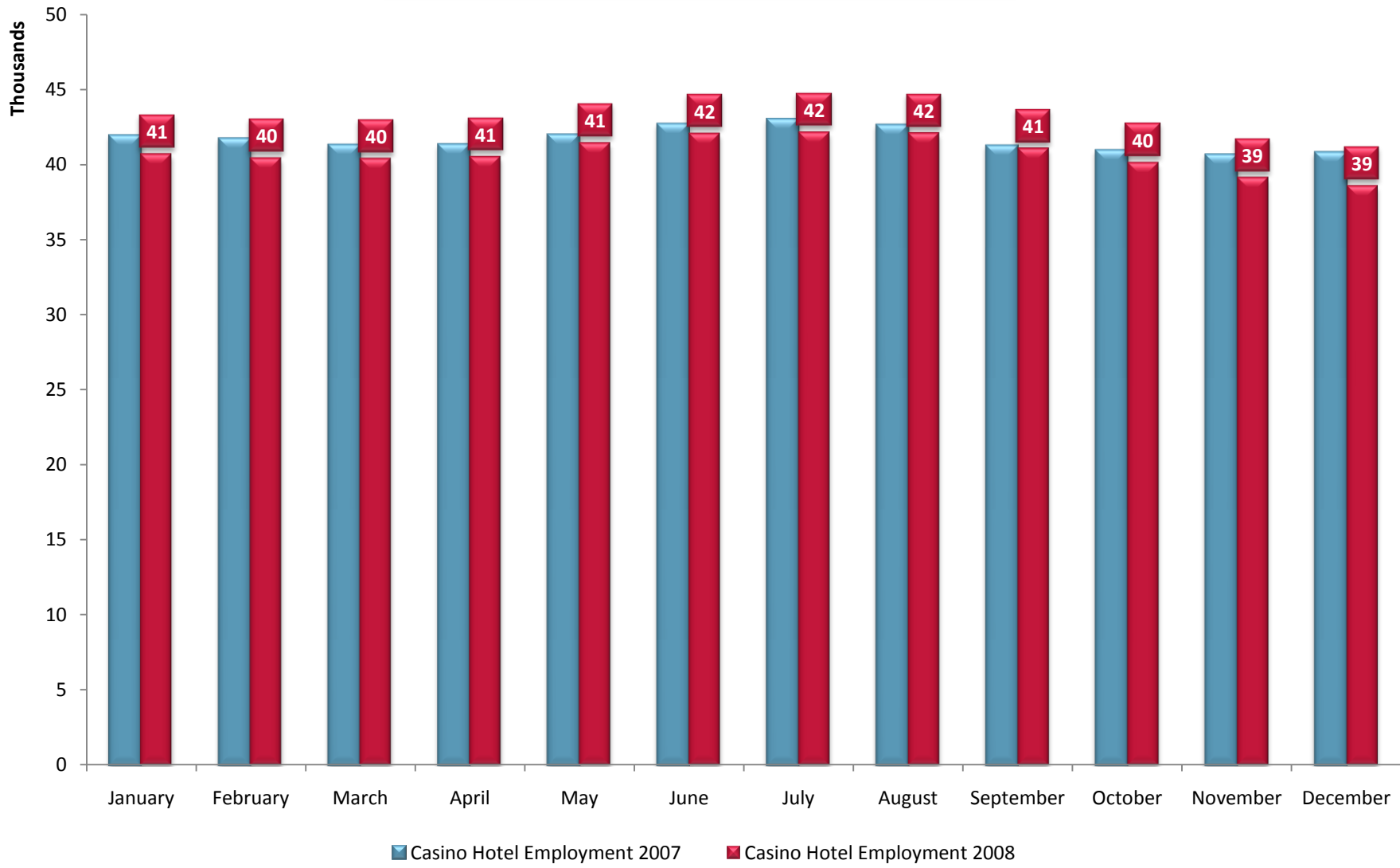
Casino Hotel Occupancy and ADR

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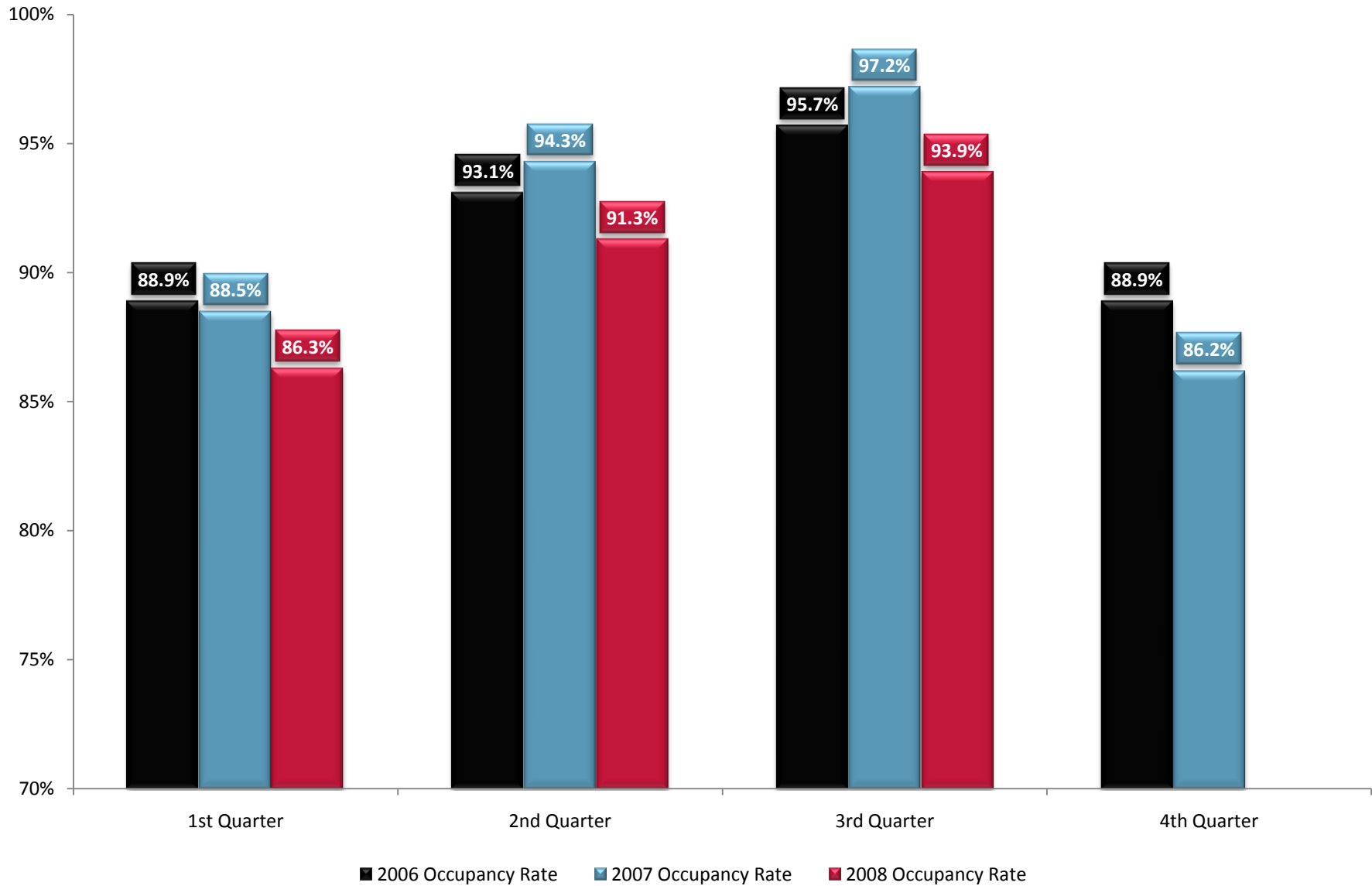
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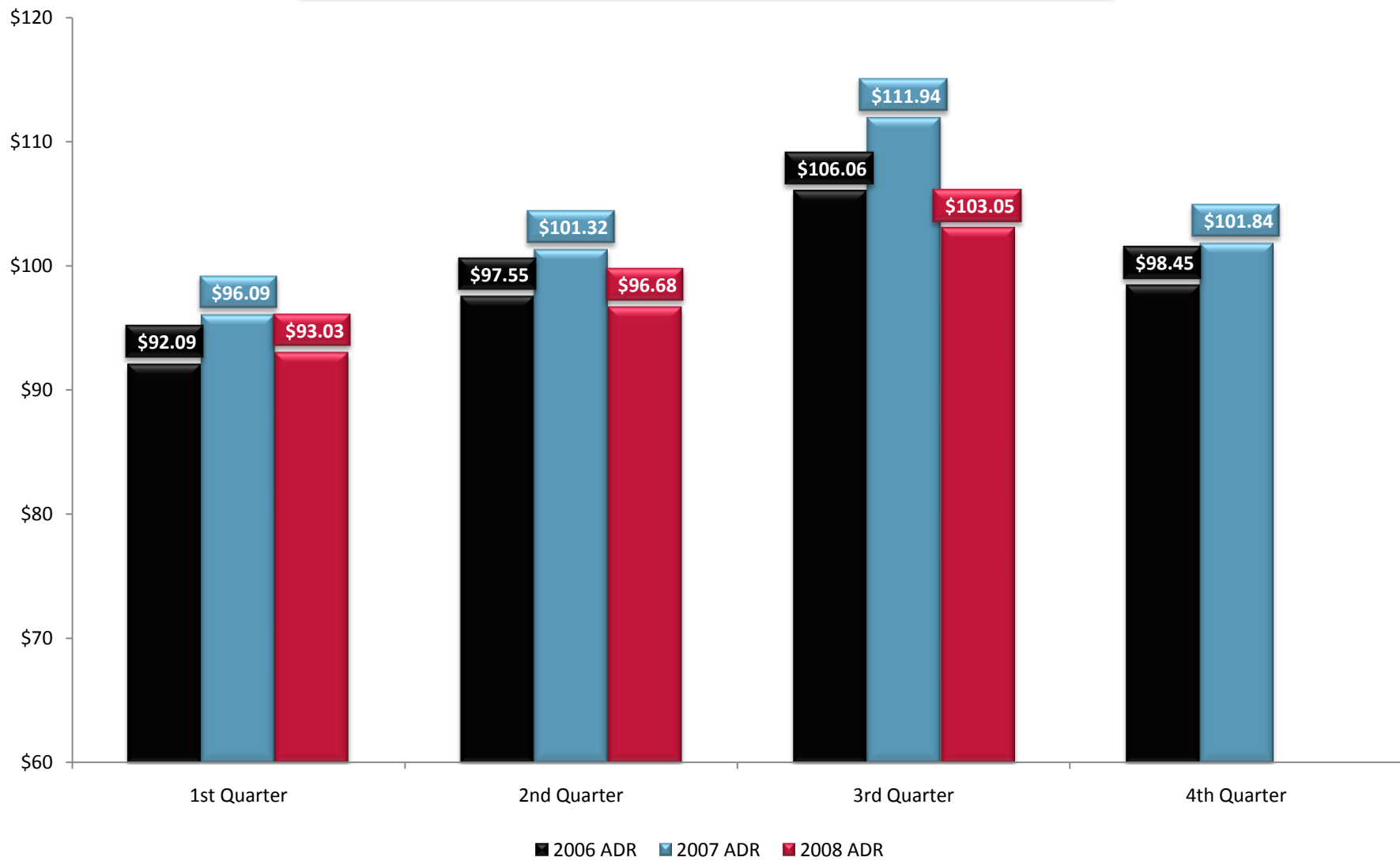
# New Jersey Casino Control Commission Casino Employment (Thousands)



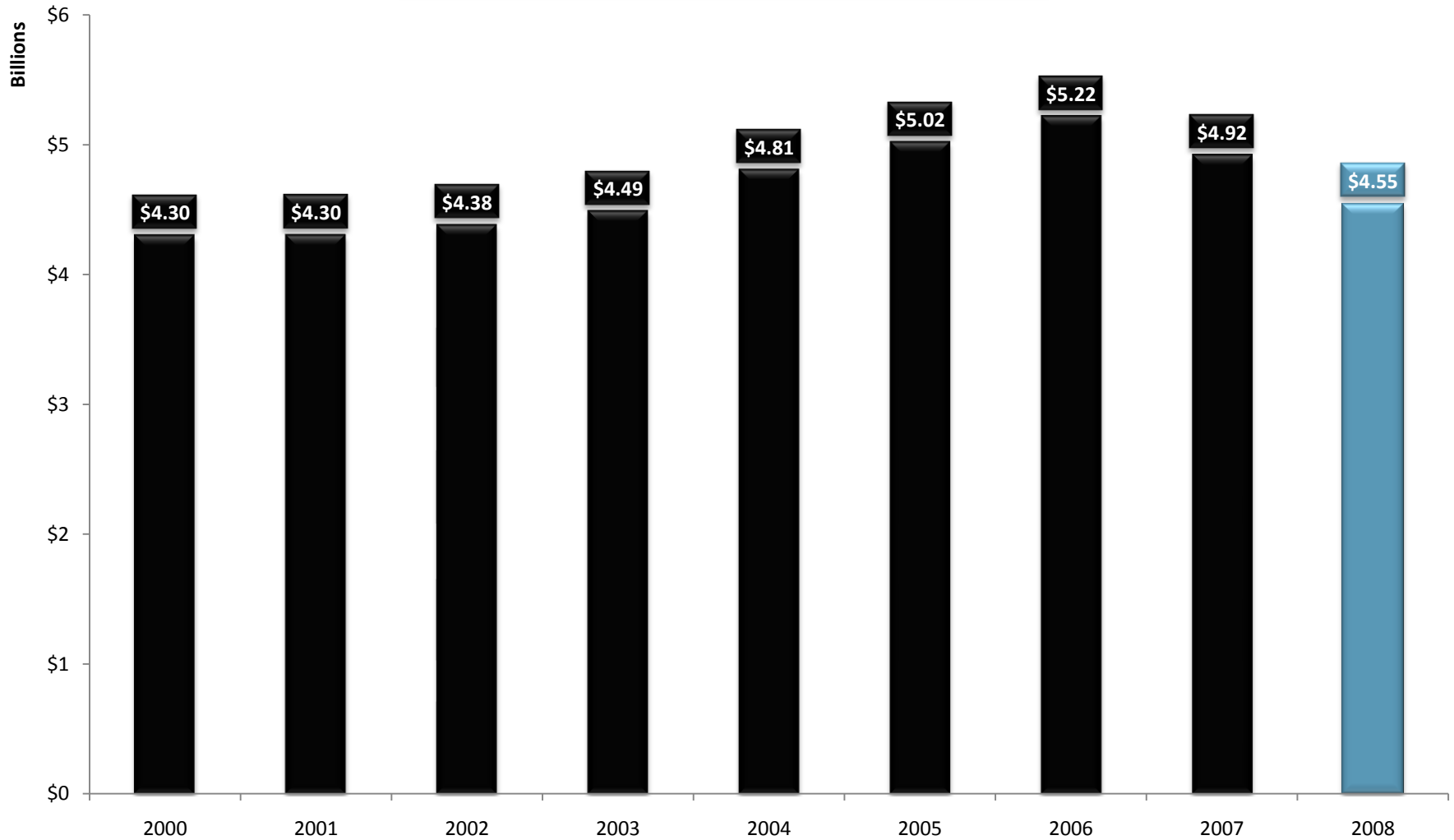
## New Jersey Casino Control Commission Atlantic City Casino Hotel Occupancy Rate



# New Jersey Casino Control Commission Atlantic City Casino Hotel Average Daily Rate (ADR) (Figures Include Comps)



**New Jersey Casino Control Commission  
Atlantic City Casino Win  
(Net Amount of Gaming Revenue Won)  
(\$Billions)**





# Transportation Statistics

provided by the

South Jersey Transportation Authority

and

NJ Transit & Atlantic City International Airport

including

Pleasantville Toll Plaza Cars

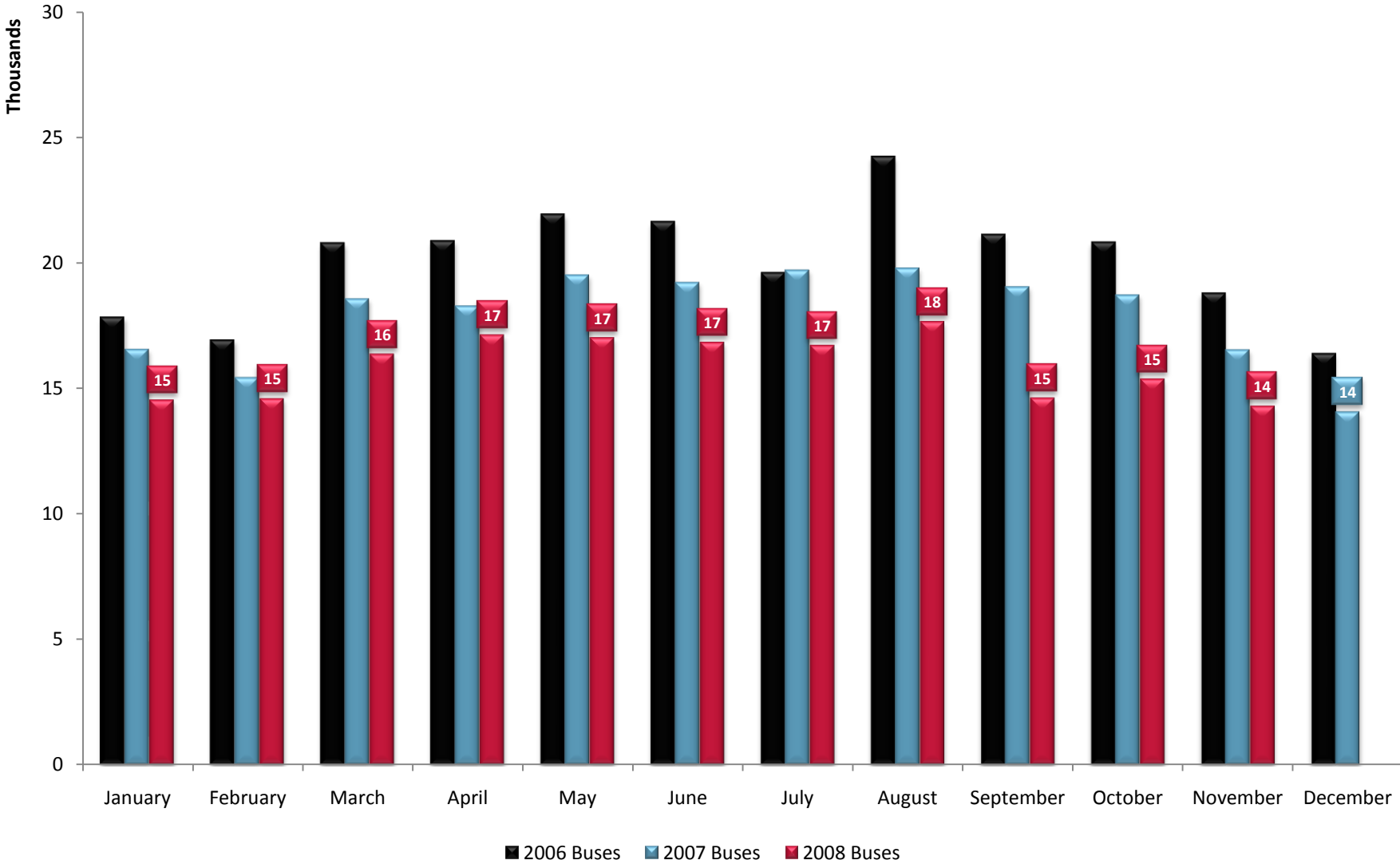
Atlantic City International Airport (ACY) Scheduled & Chartered

New Jersey Transit Atlantic City Rail Passengers

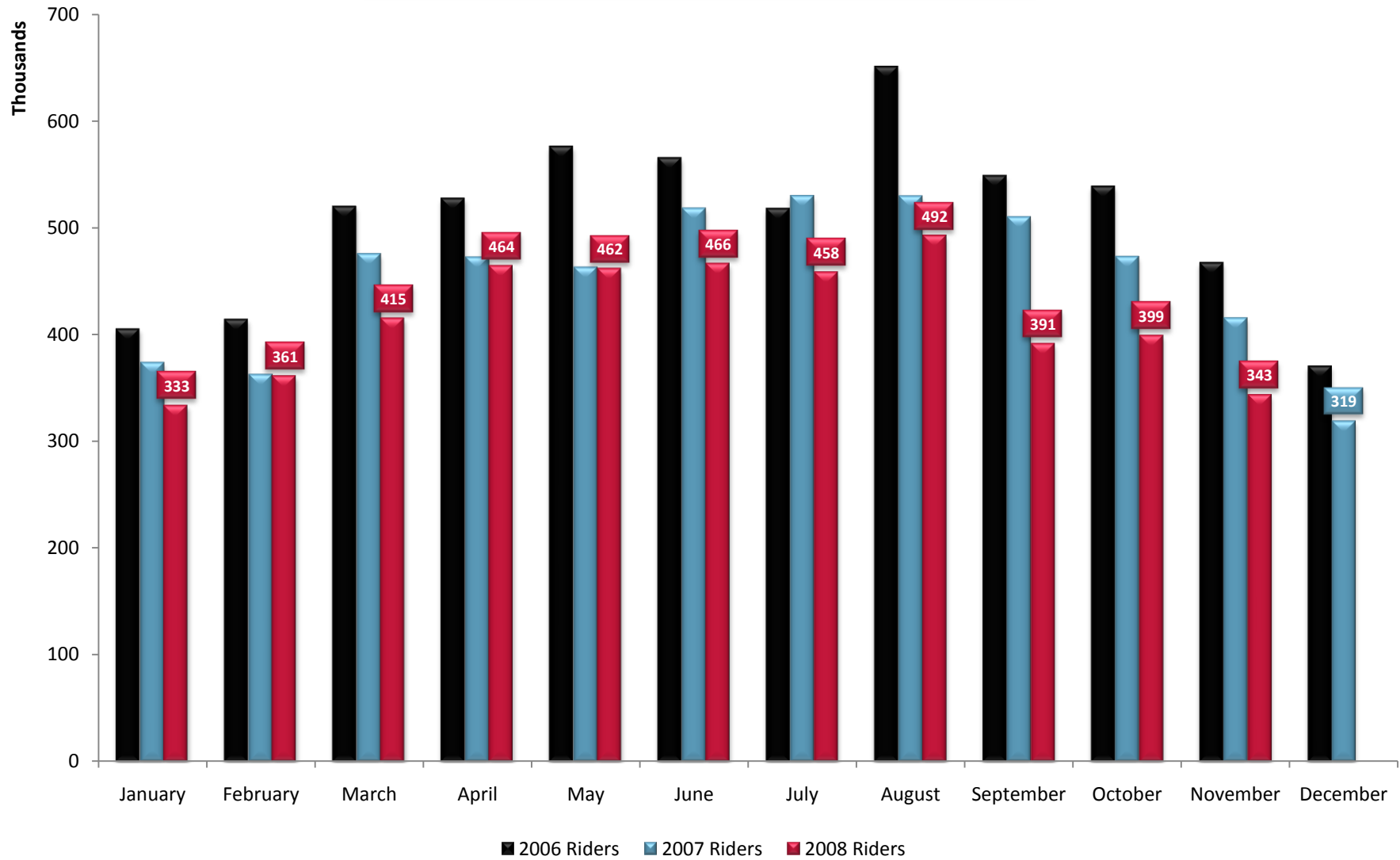
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# South Jersey Transportation Authority Overnight and Daytrip Motorcoaches (Thousands)



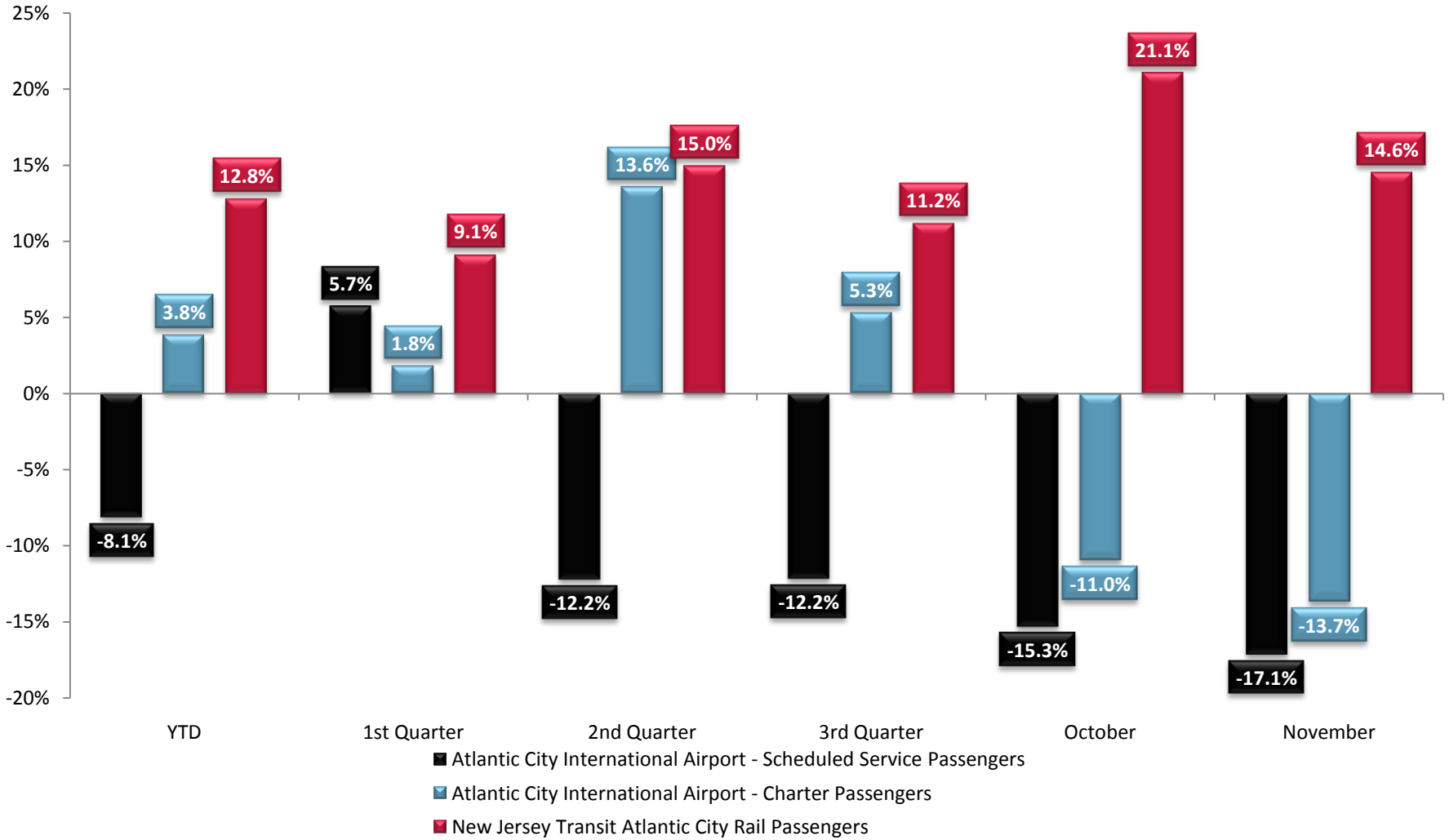
# South Jersey Transportation Authority Overnight and Daytrip Motorcoach Riders (Thousands)



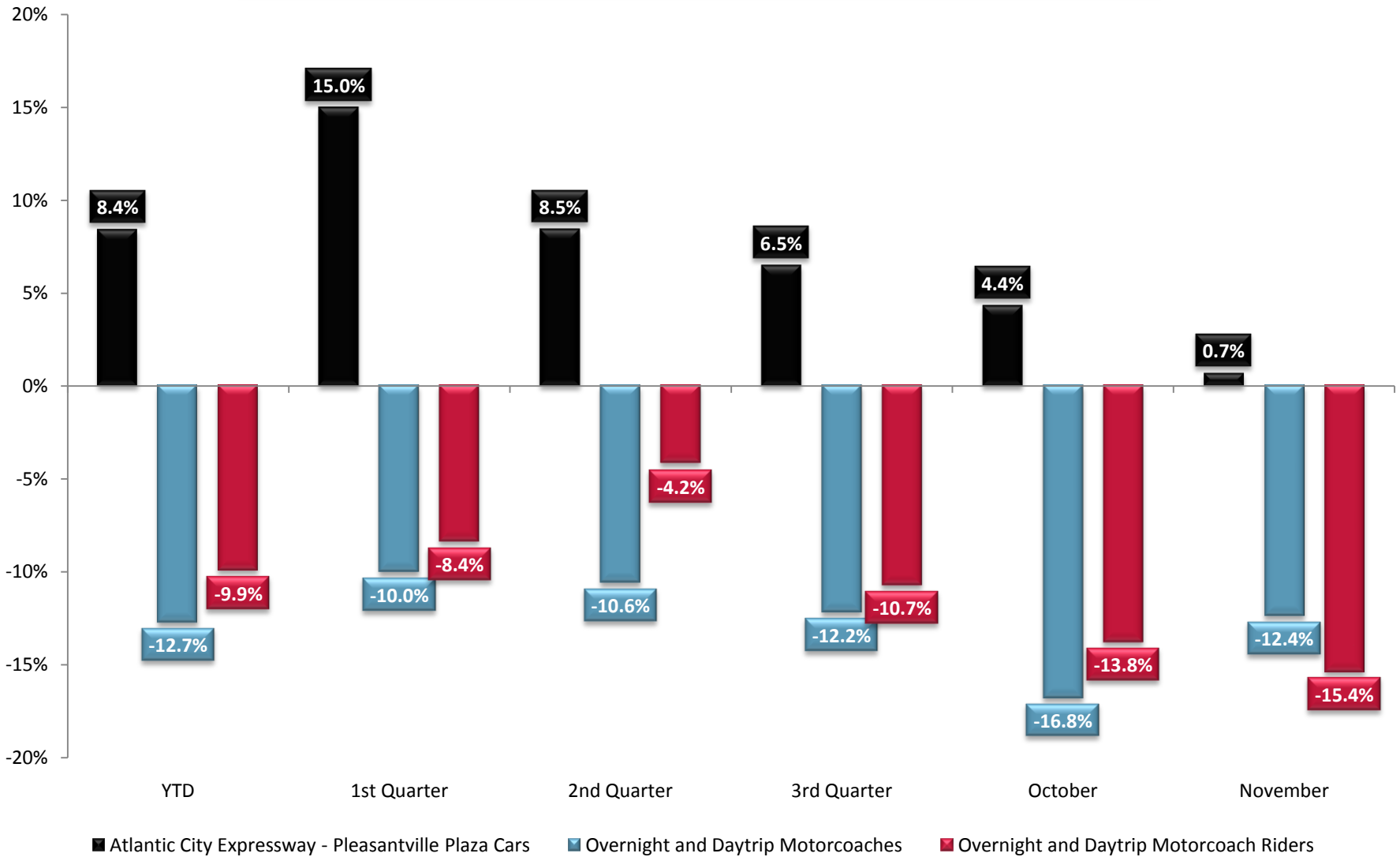


# Atlantic City International Airport New Jersey Transit Transportation Statistics

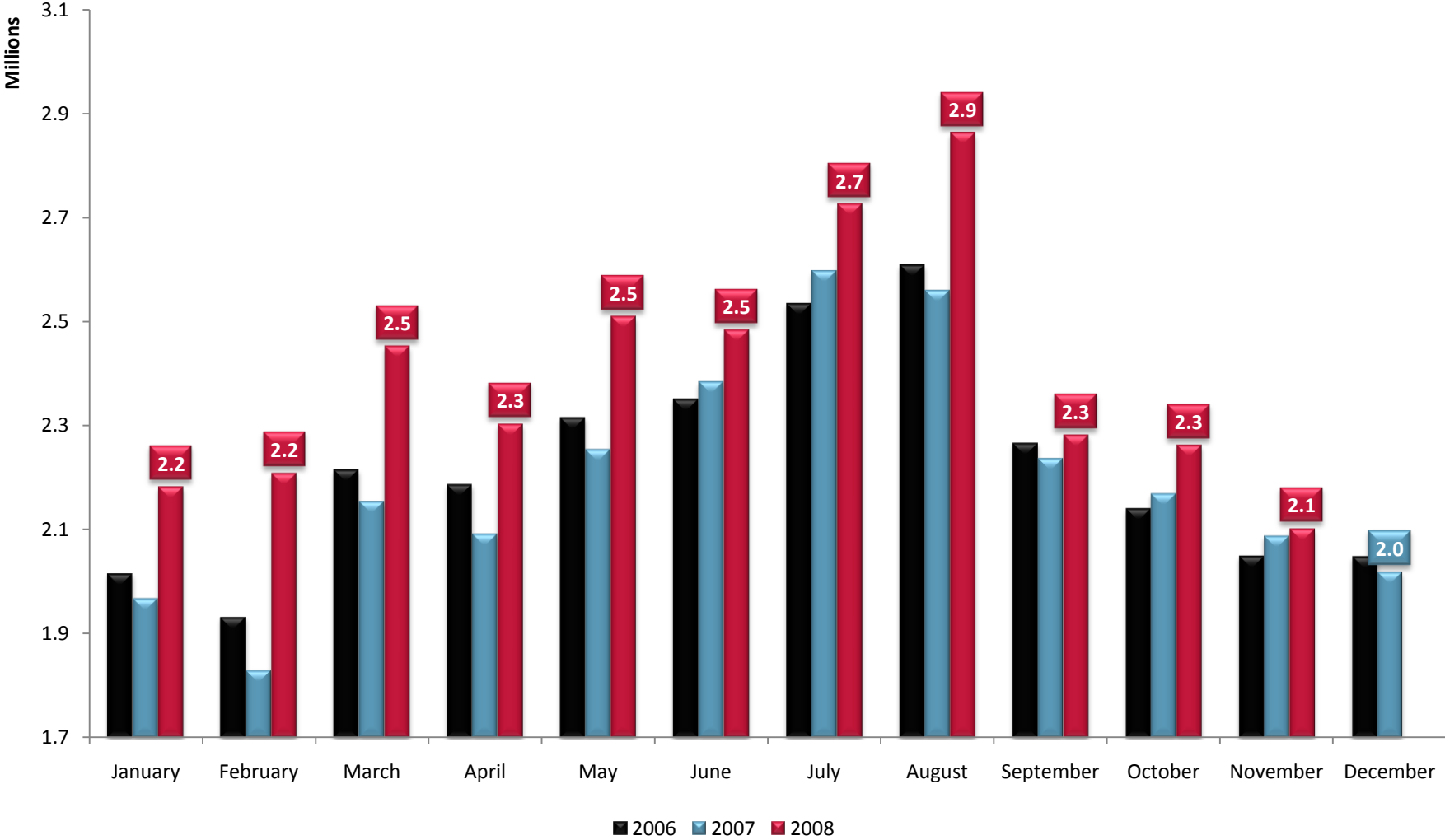
## Percentage Change Year over Year and Month over Month



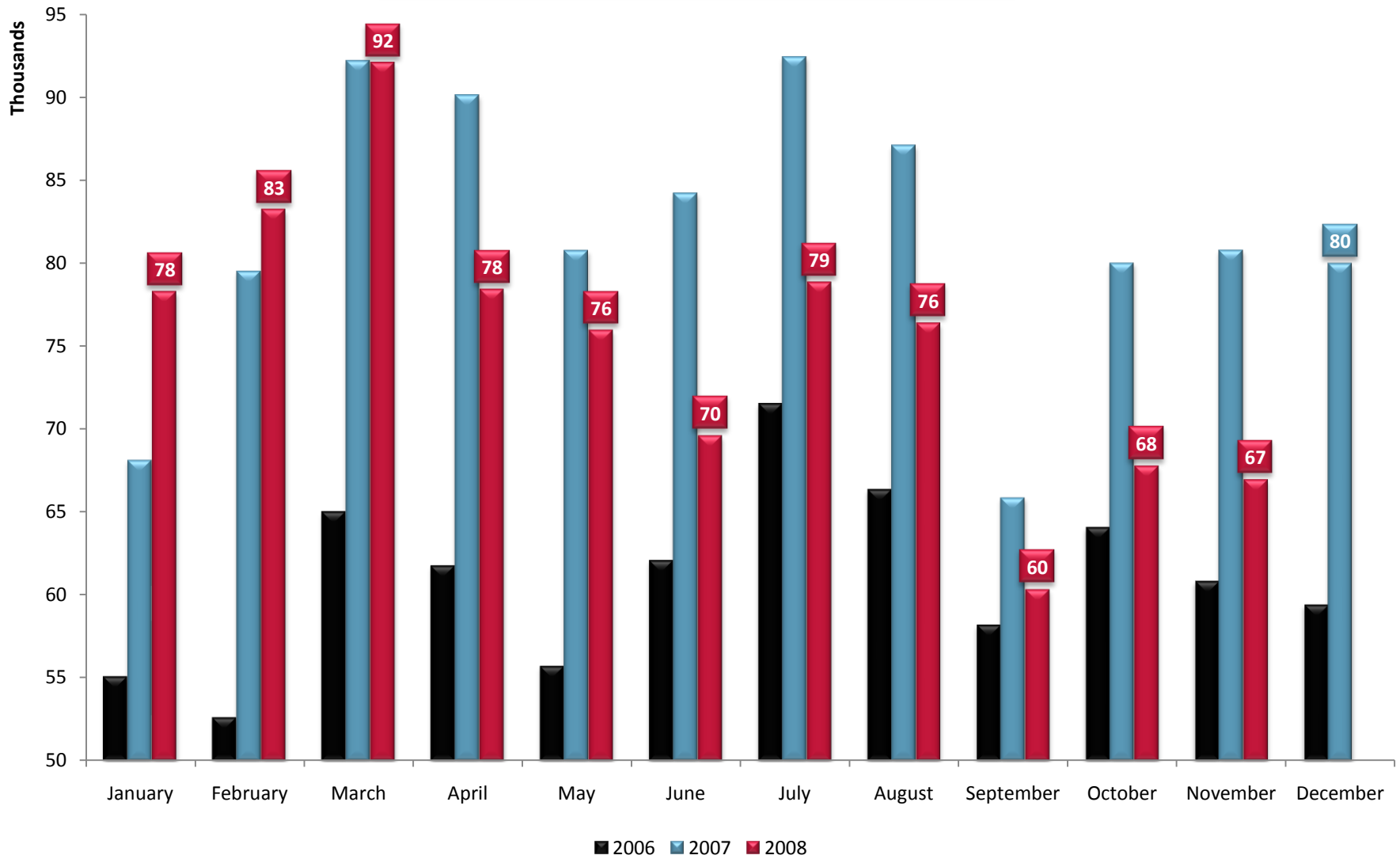
## South Jersey Transportation Authority Transportation Statistics Percentage Change Year over Year and Month over Month



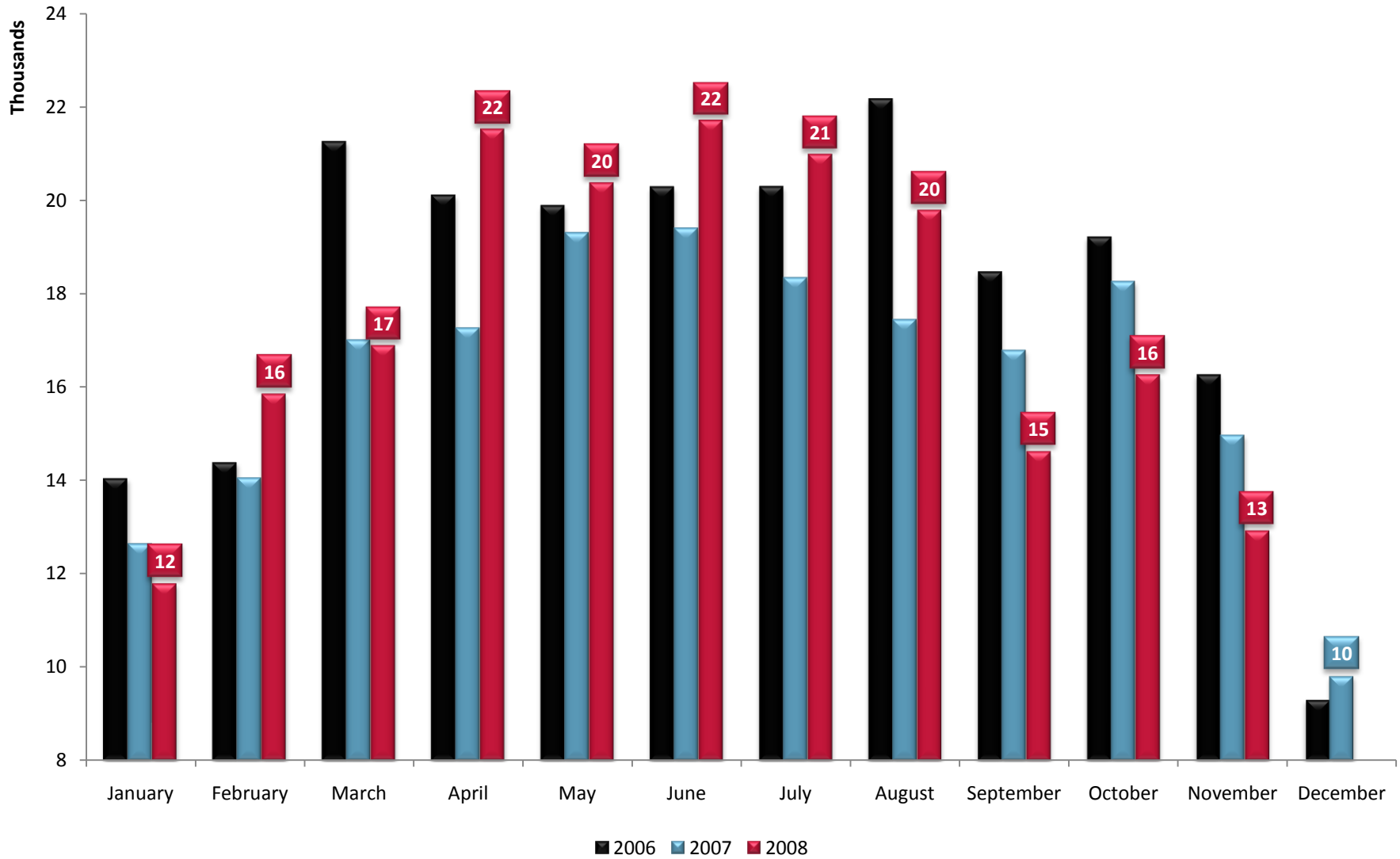
South Jersey Transportation Authority  
Atlantic City Expressway  
Pleasantville Plaza Cars  
(Millions)



# Atlantic City International Airport (ACY) Scheduled Service Passengers (Thousands)



# Atlantic City International Airport (ACY) Charter Service Passengers (Thousands)



# New Jersey Transit Atlantic City Rail Passengers (Thousands)

