

Tourism Barometer

December 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

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



STOCKTON COLLEGE
THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Atlantic City Convention Center Statistics

from the

Atlantic City Convention and Visitors Authority

including

Conventions, Meetings, Trade, Public and Hotel Shows

Room Nights Contribution

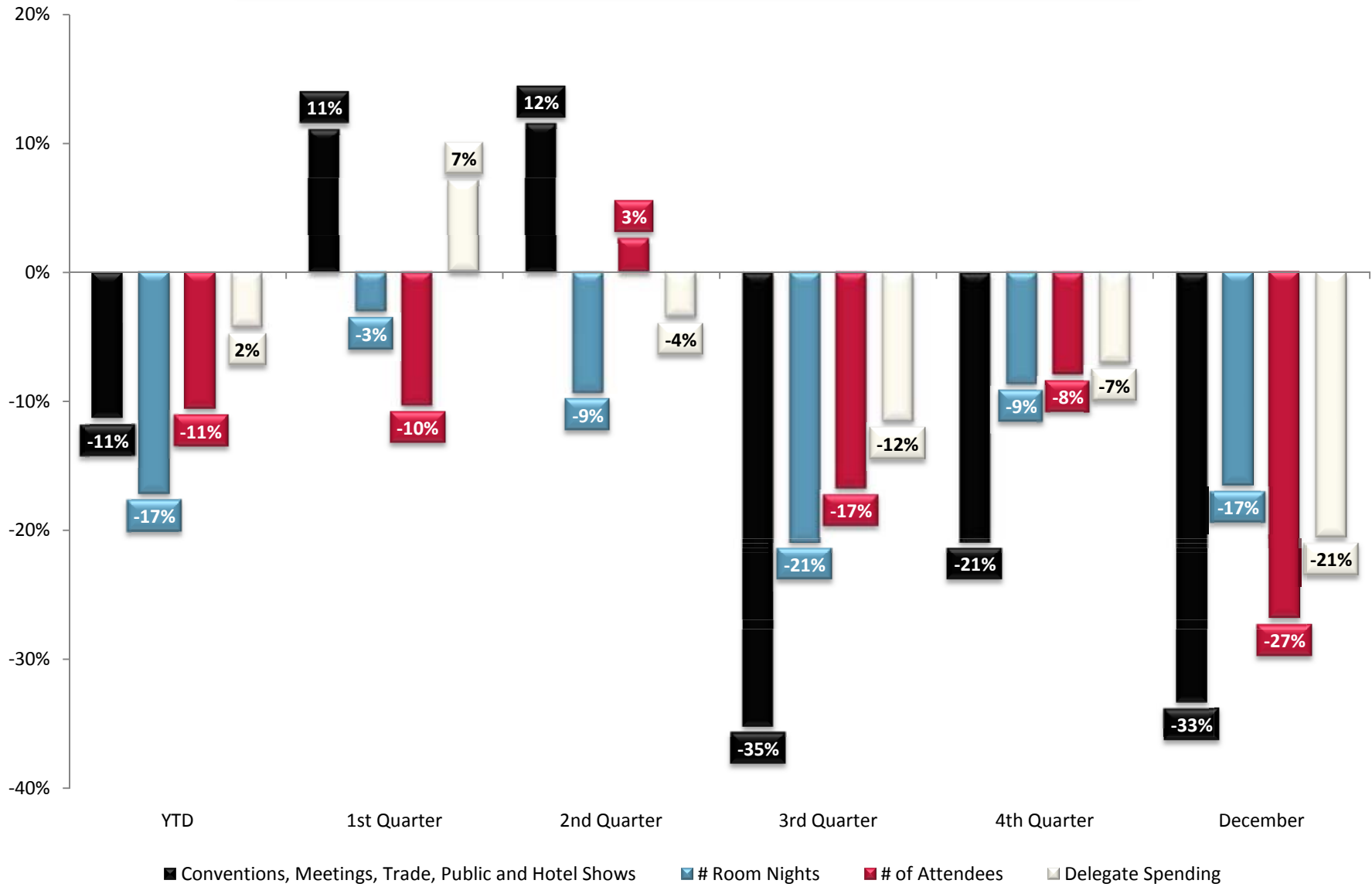
Attendees

Delegate Spending

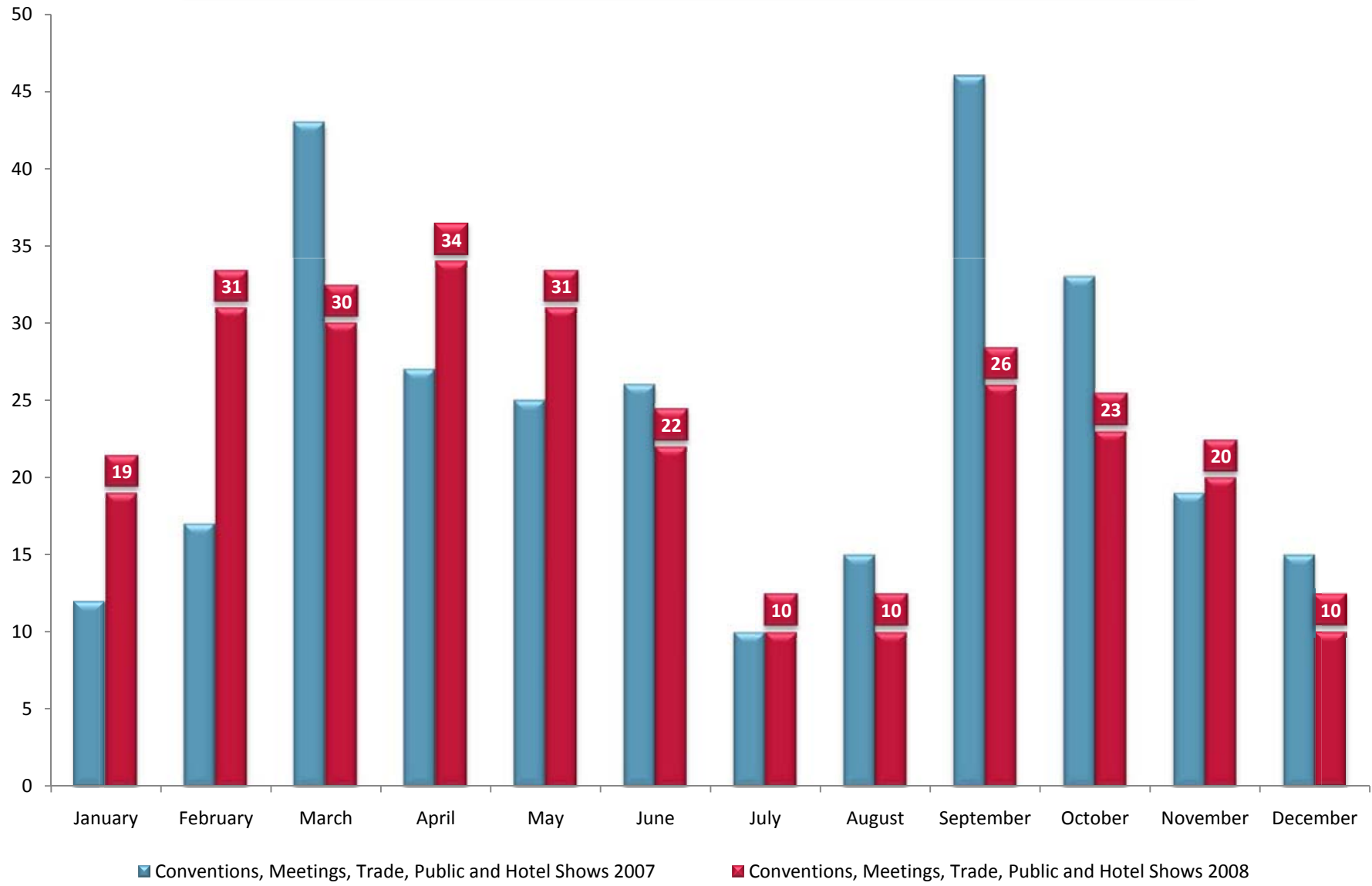
STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

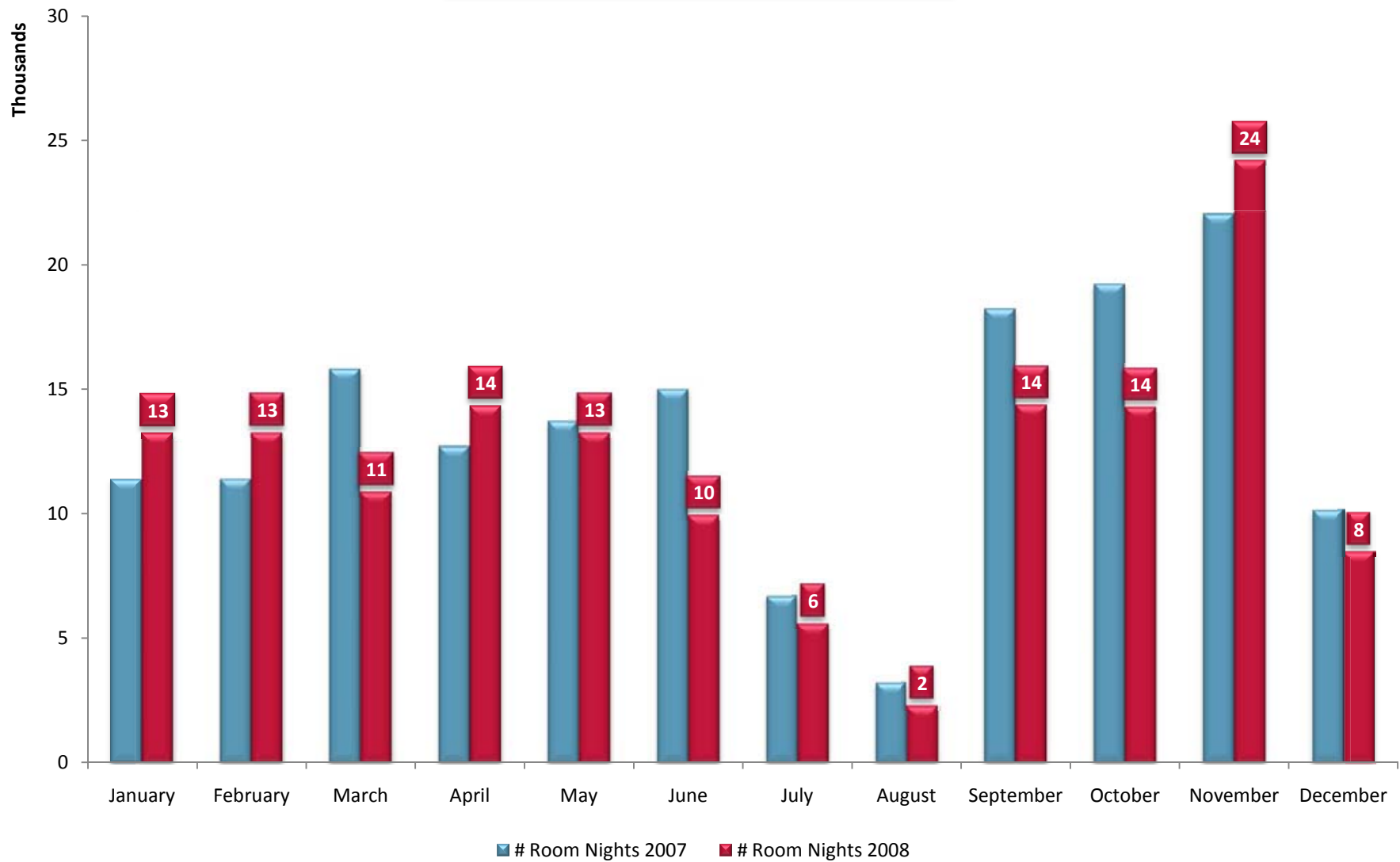
Atlantic City Convention Center Percentage Change YTD Over YTD and Month Over Month



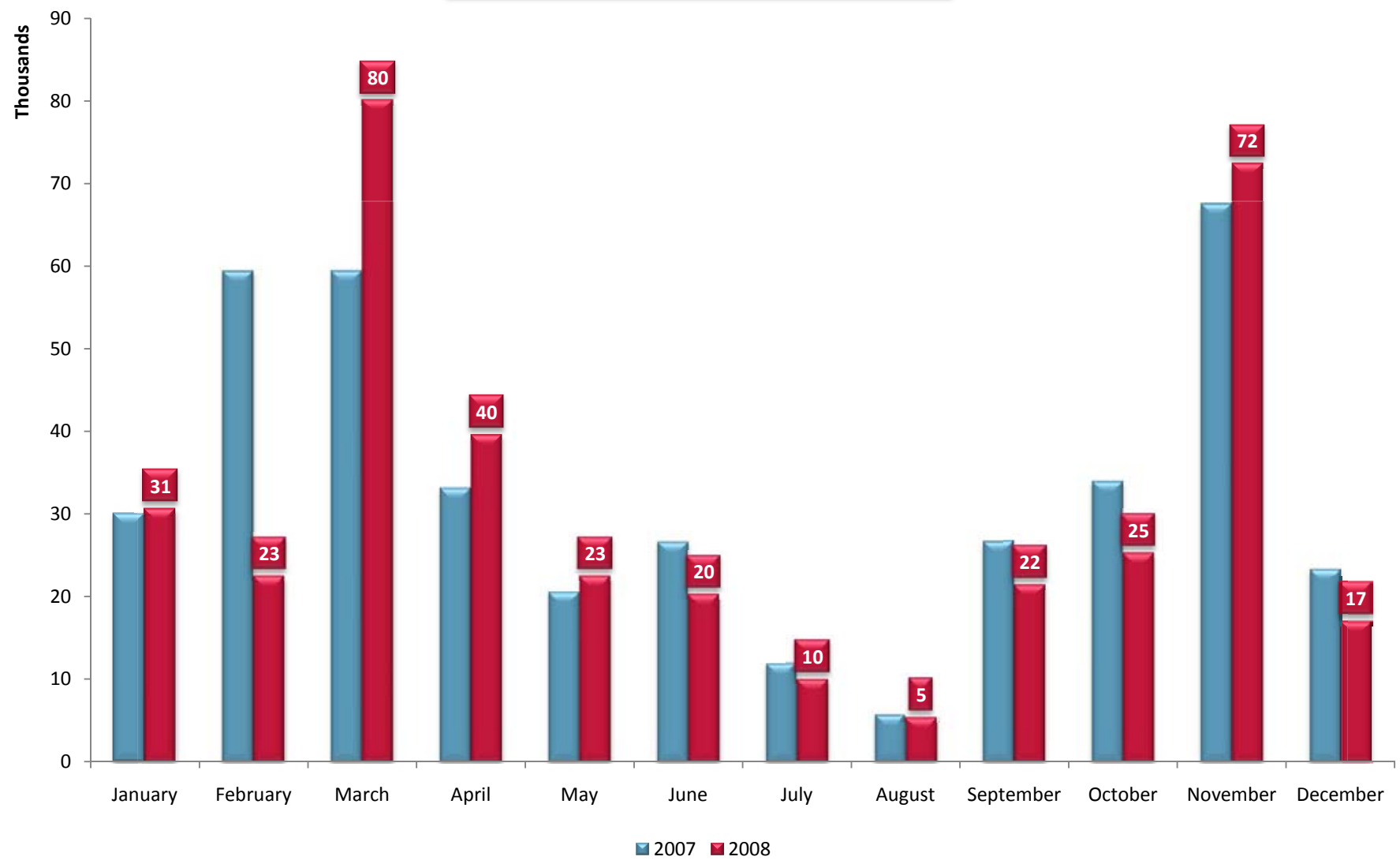
Atlantic City Convention Center Conventions, Meetings, Trade, Public and Hotel Shows Combined



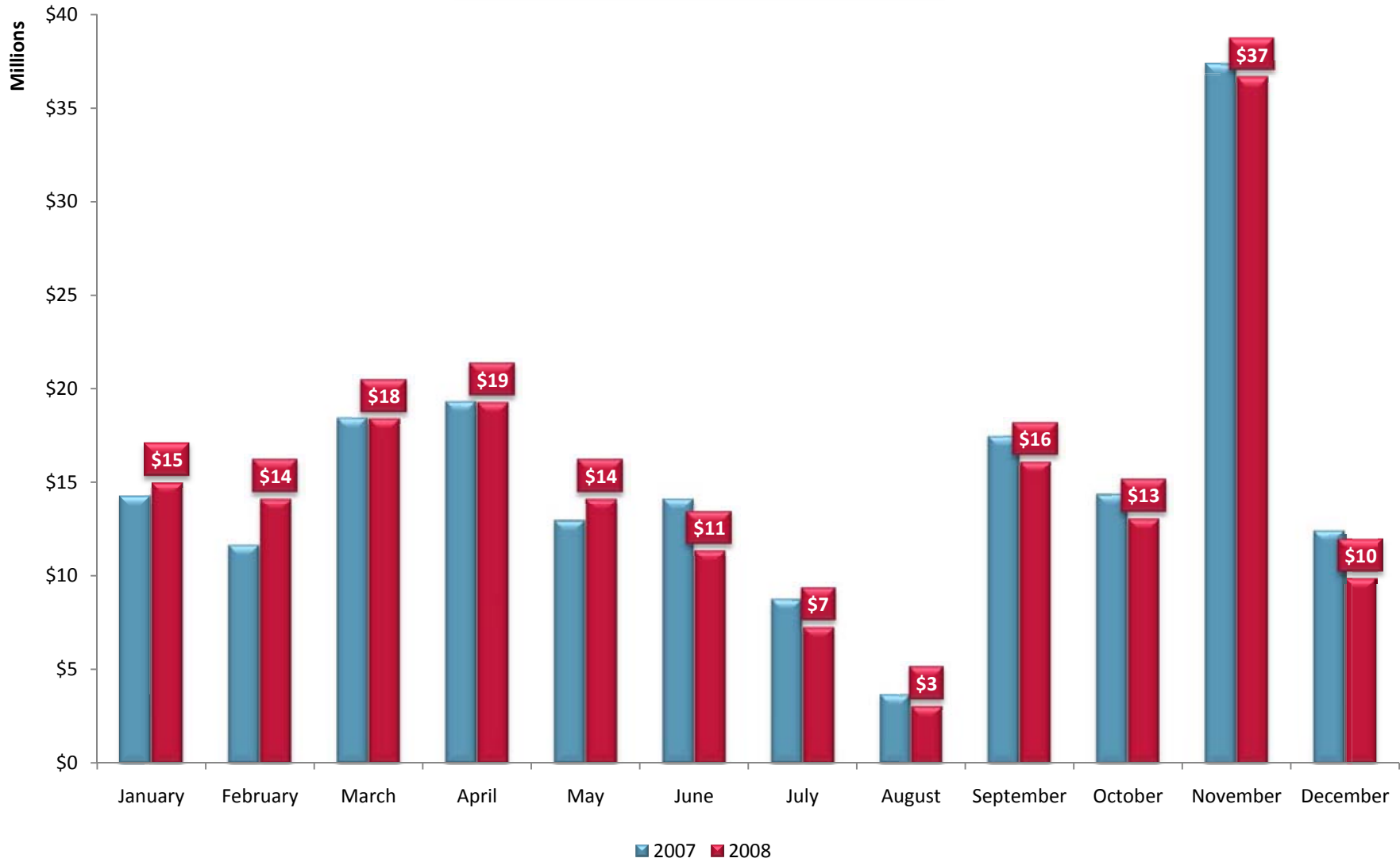
Atlantic City Convention Center Room Night Contributions (Thousands)



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

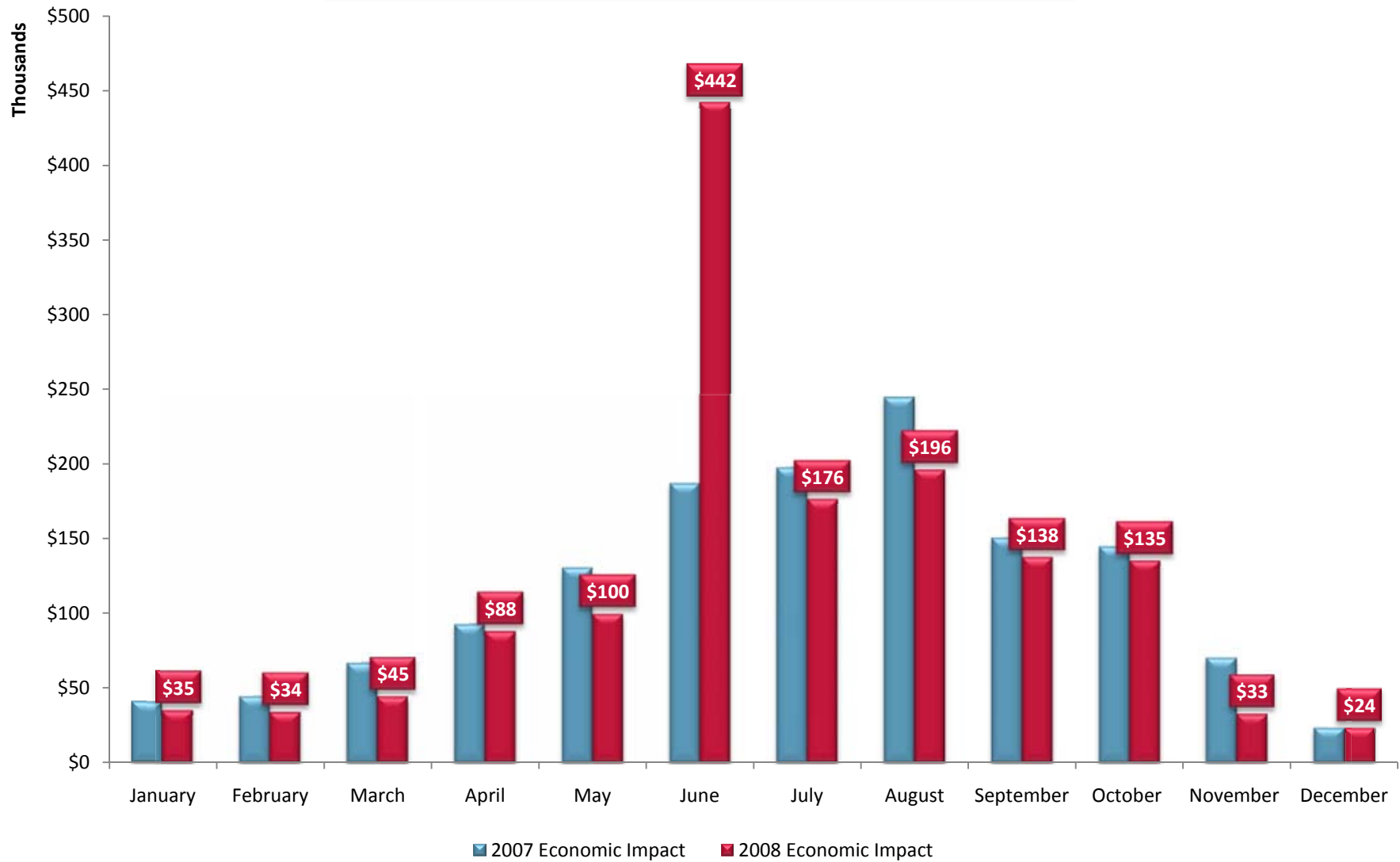
Visitor Center & Website Room Reservations

Visitor Center & Website Visitors

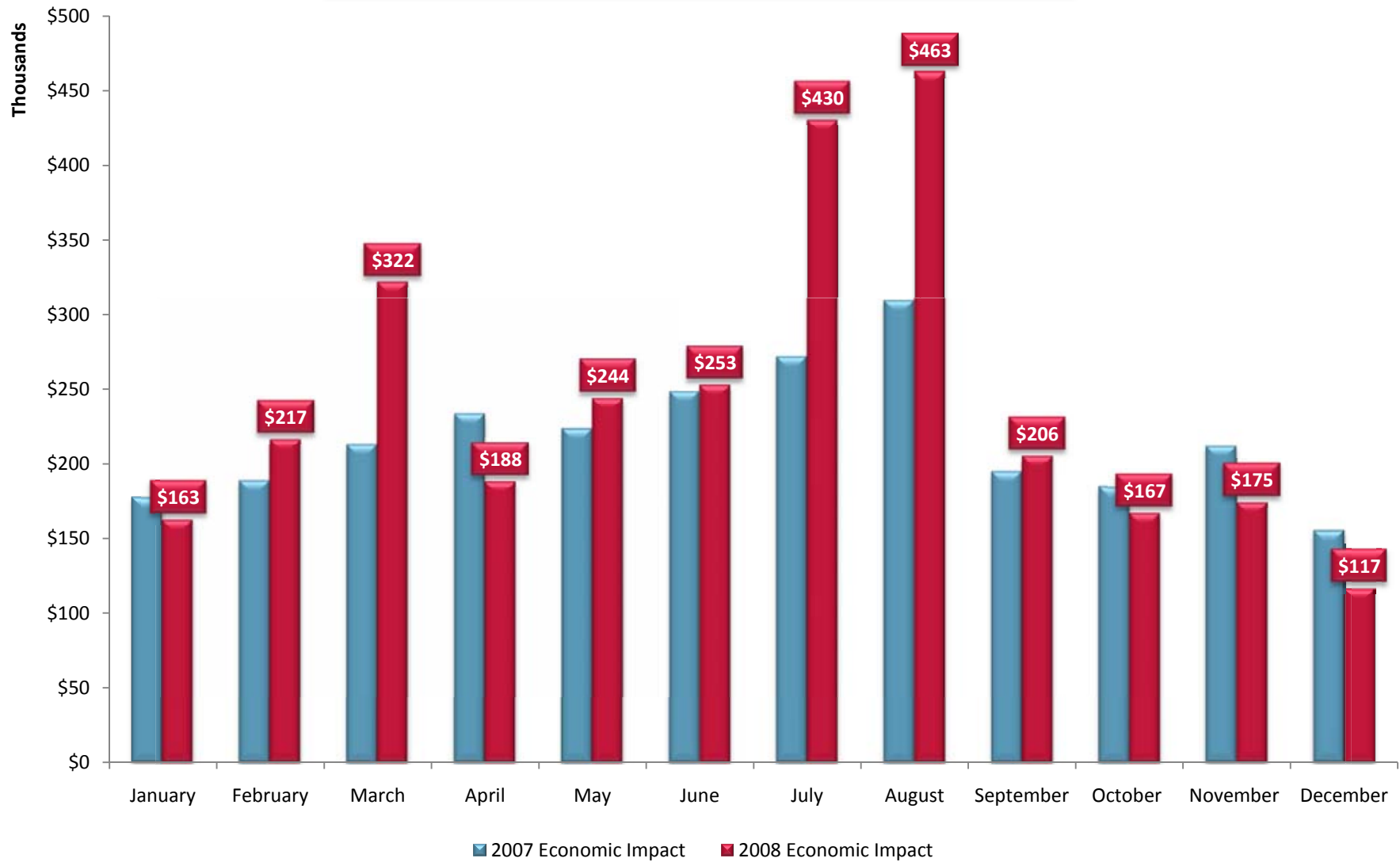
STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

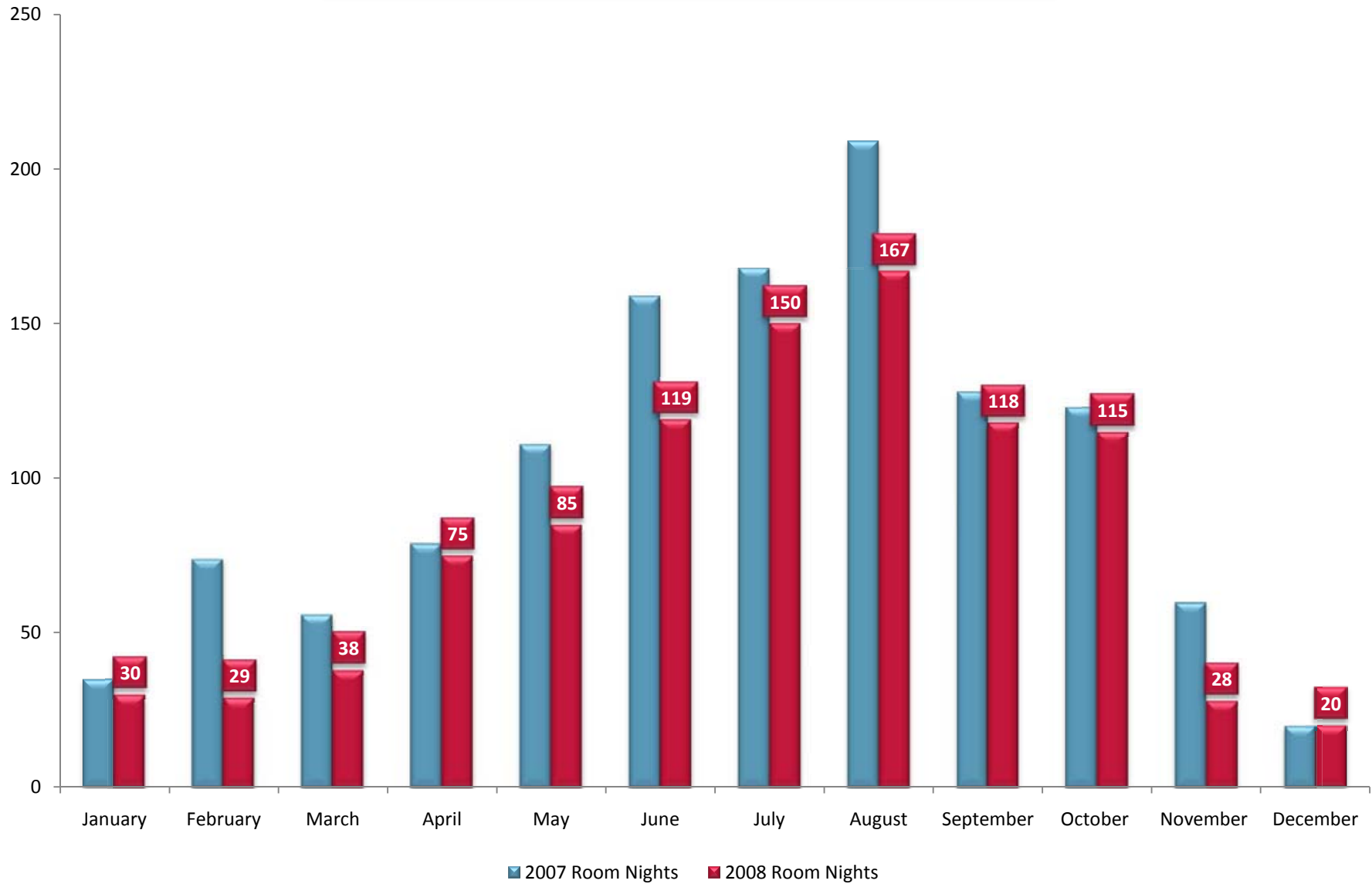
Atlantic City Convention and Visitors Authority Visitors Center Economic Impact (\$Thousands)



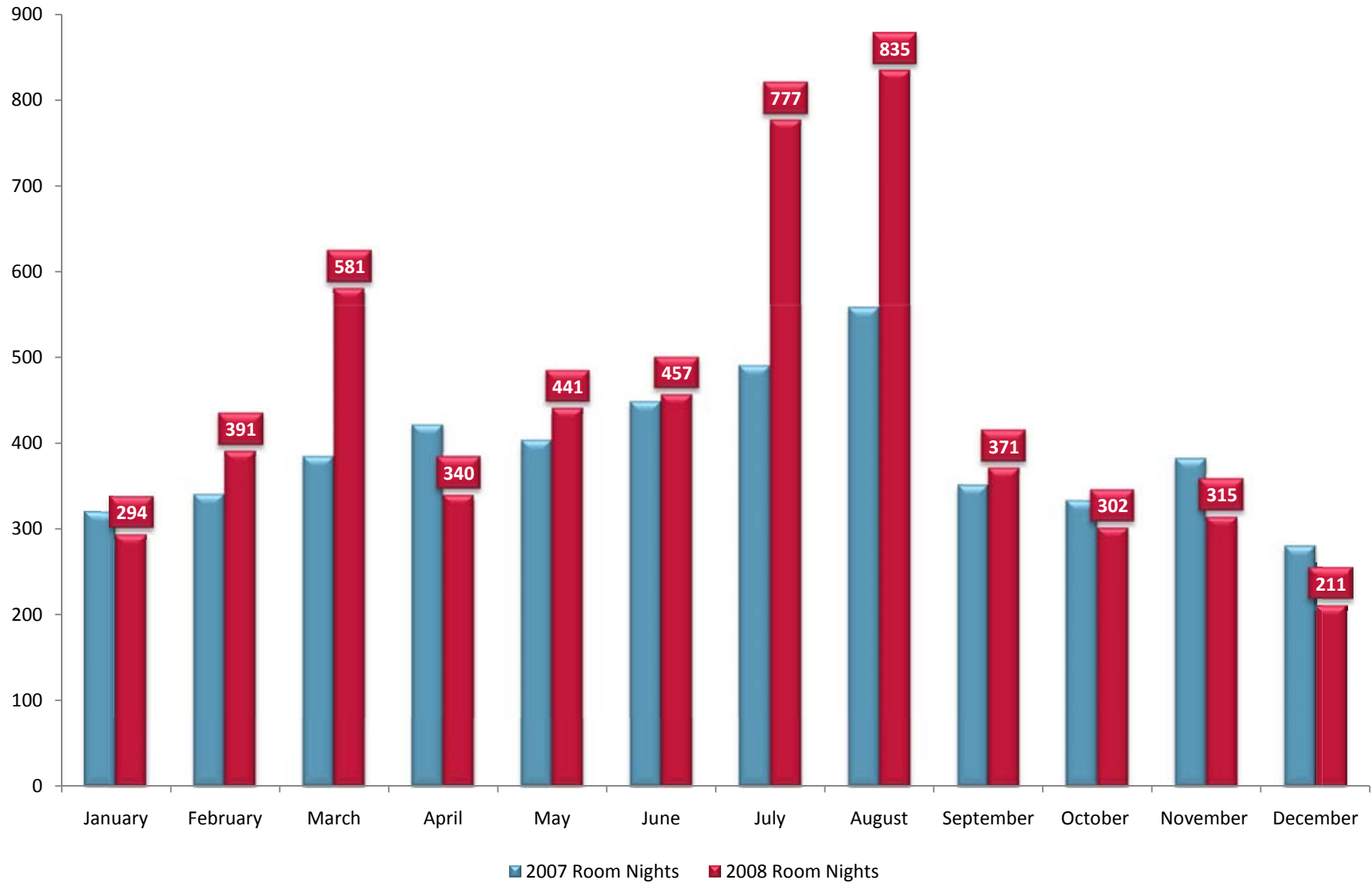
Atlantic City Convention and Visitors Authority Website Economic Impact (\$Thousands)



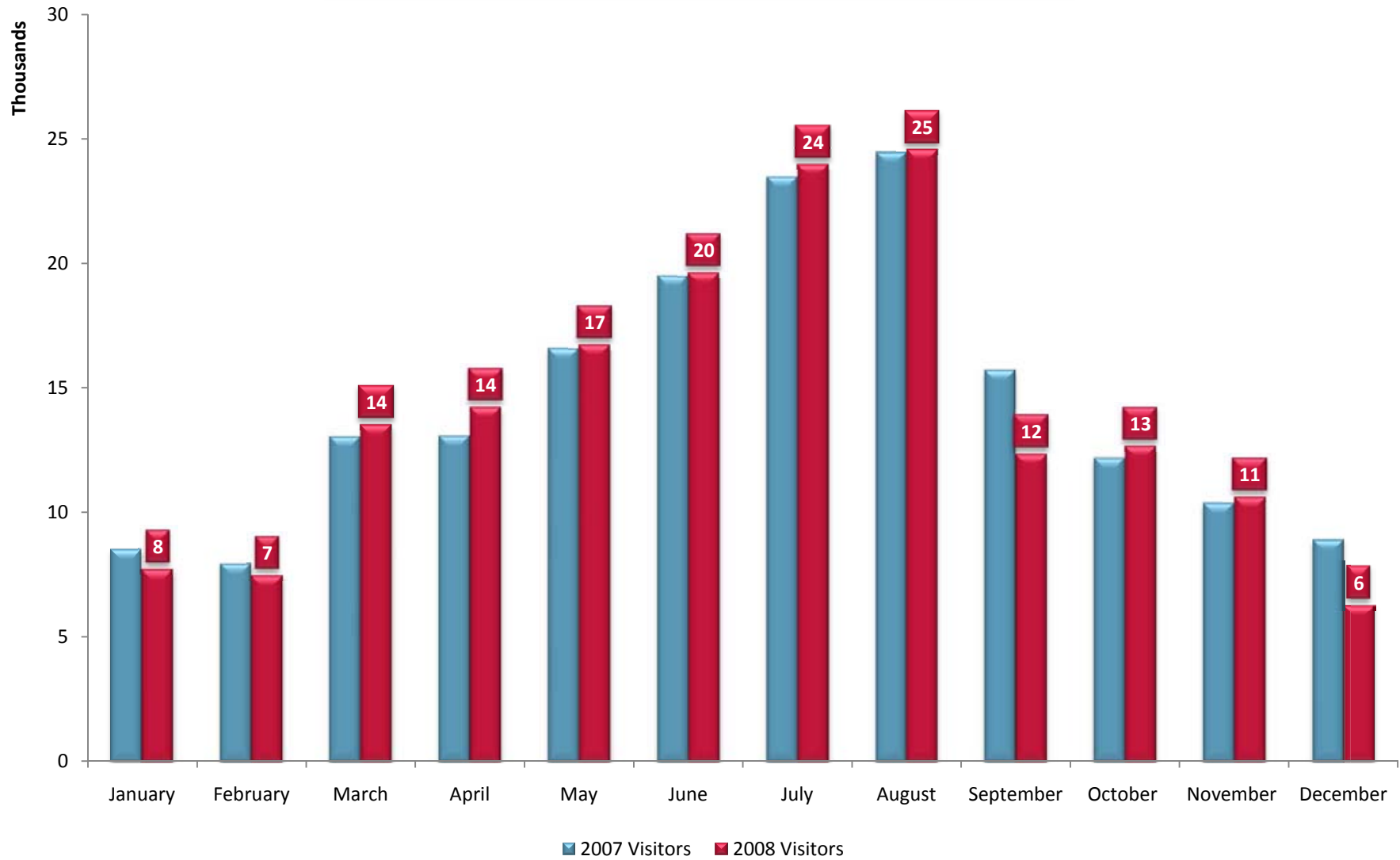
Atlantic City Convention and Visitors Authority Visitors Center Room Nights



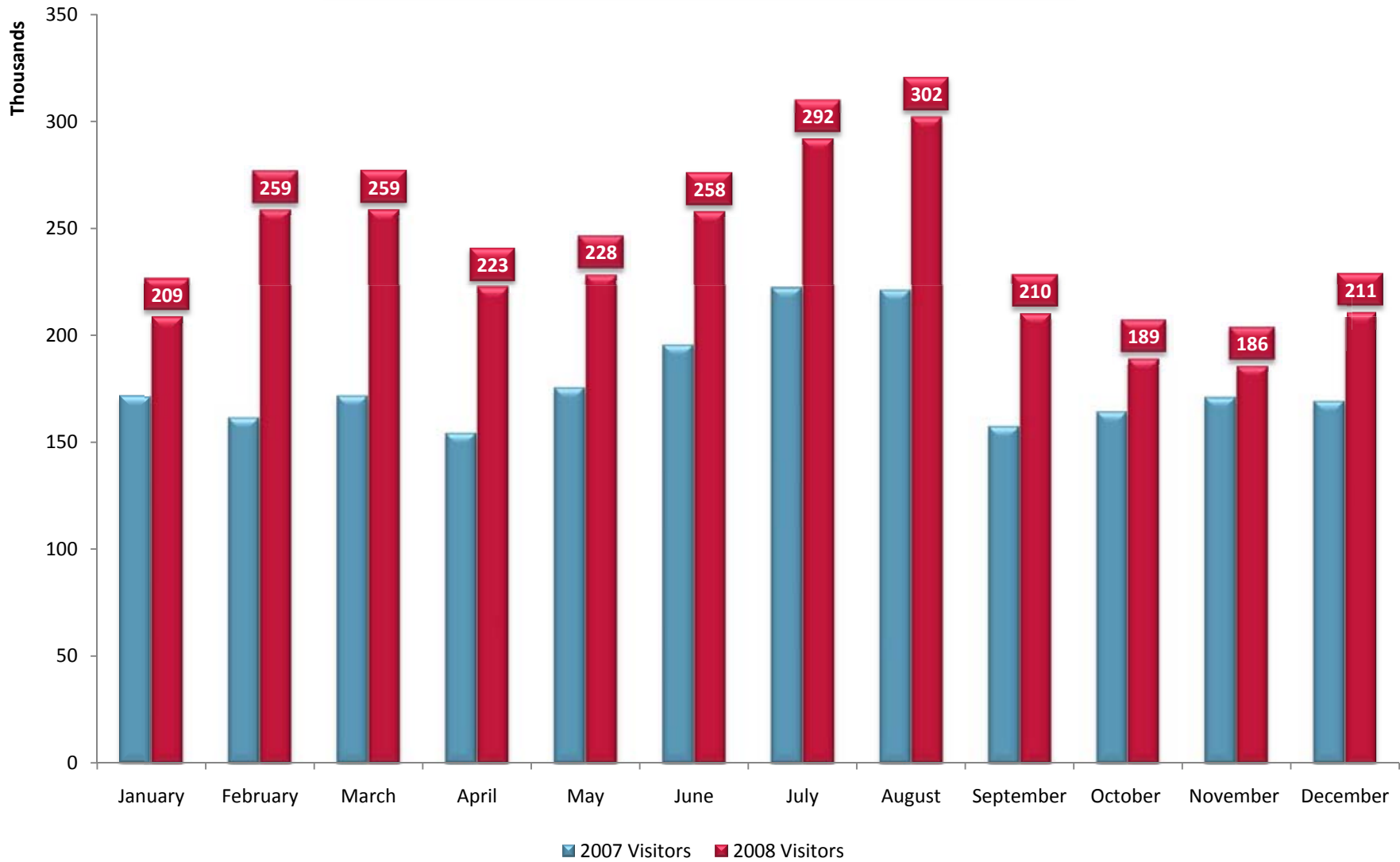
Atlantic City Convention and Visitors Authority Website Room Nights



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

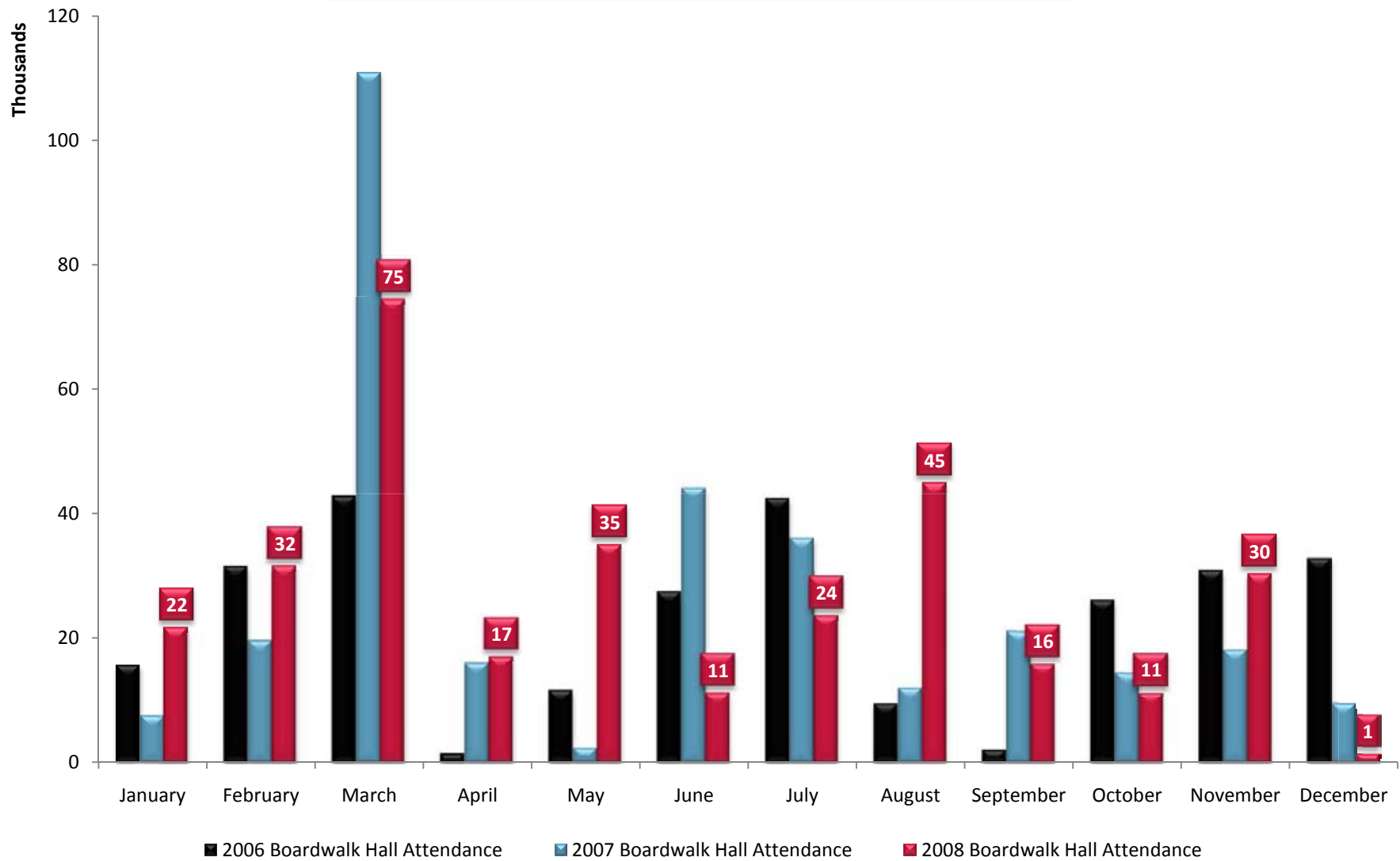
including

Boardwalk Hall Attendance

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

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





Casino Statistics

provided by the

New Jersey Casino Control Commission

including

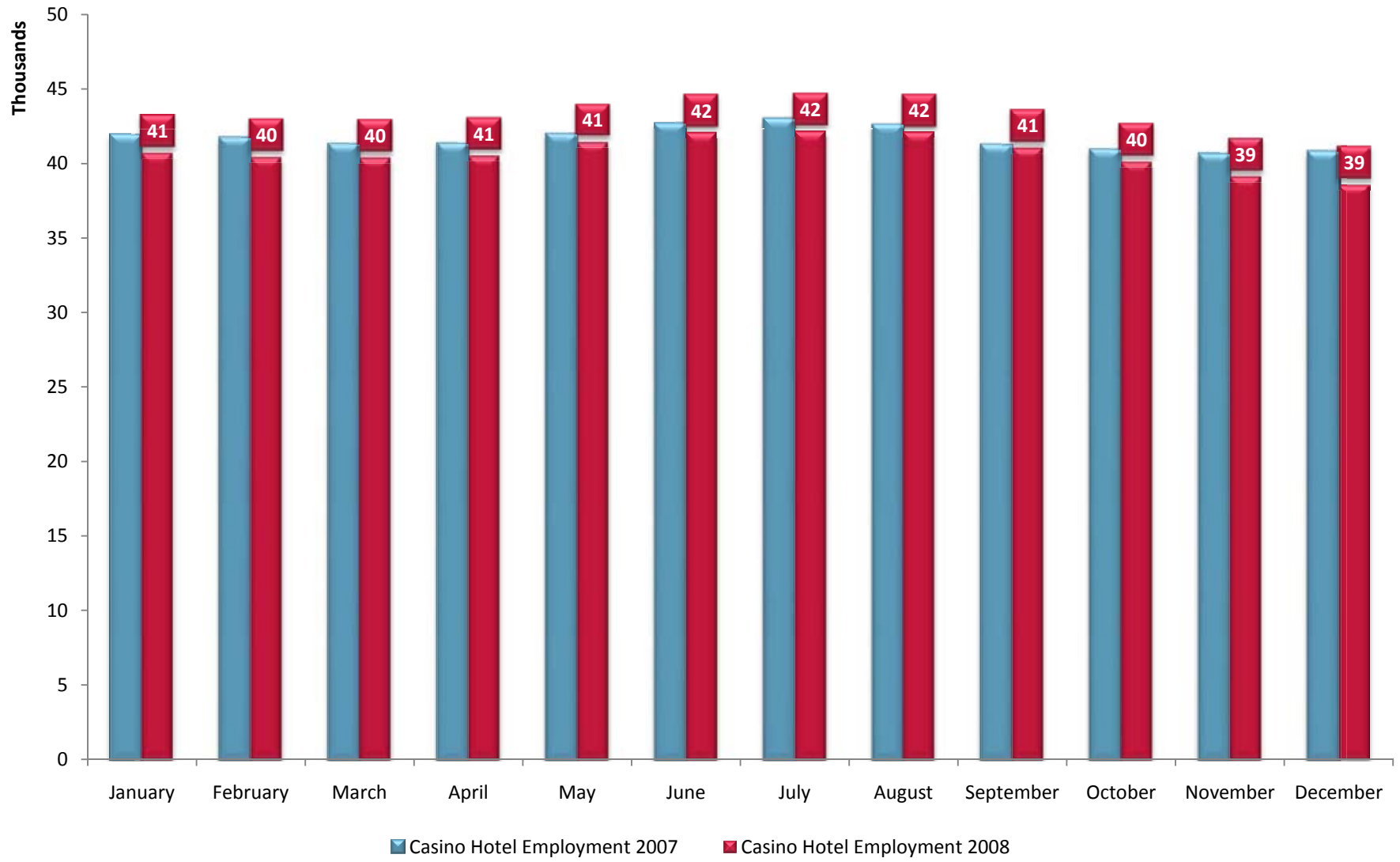
Casino Employment

Casino Hotel Occupancy and ADR

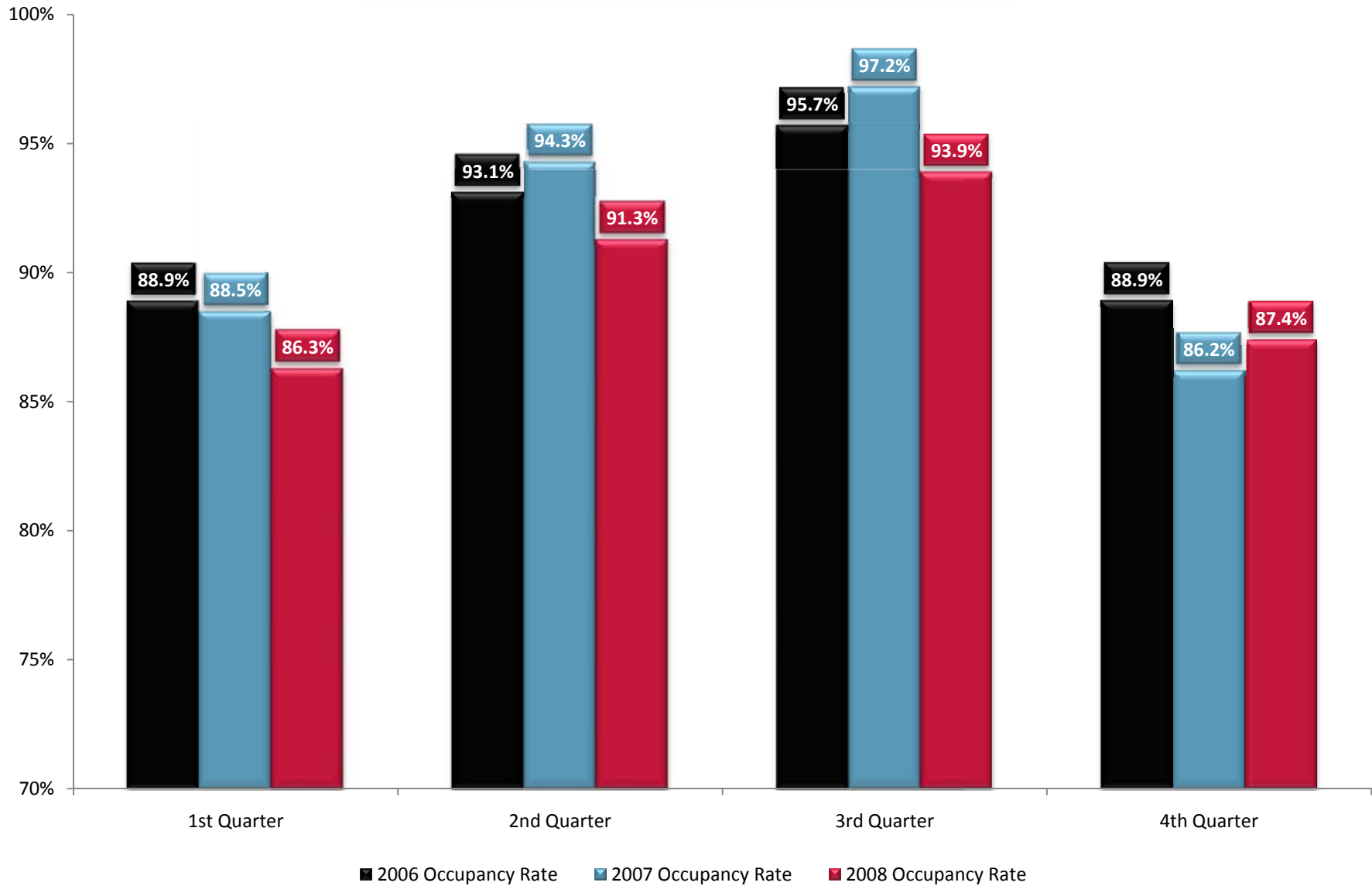
STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

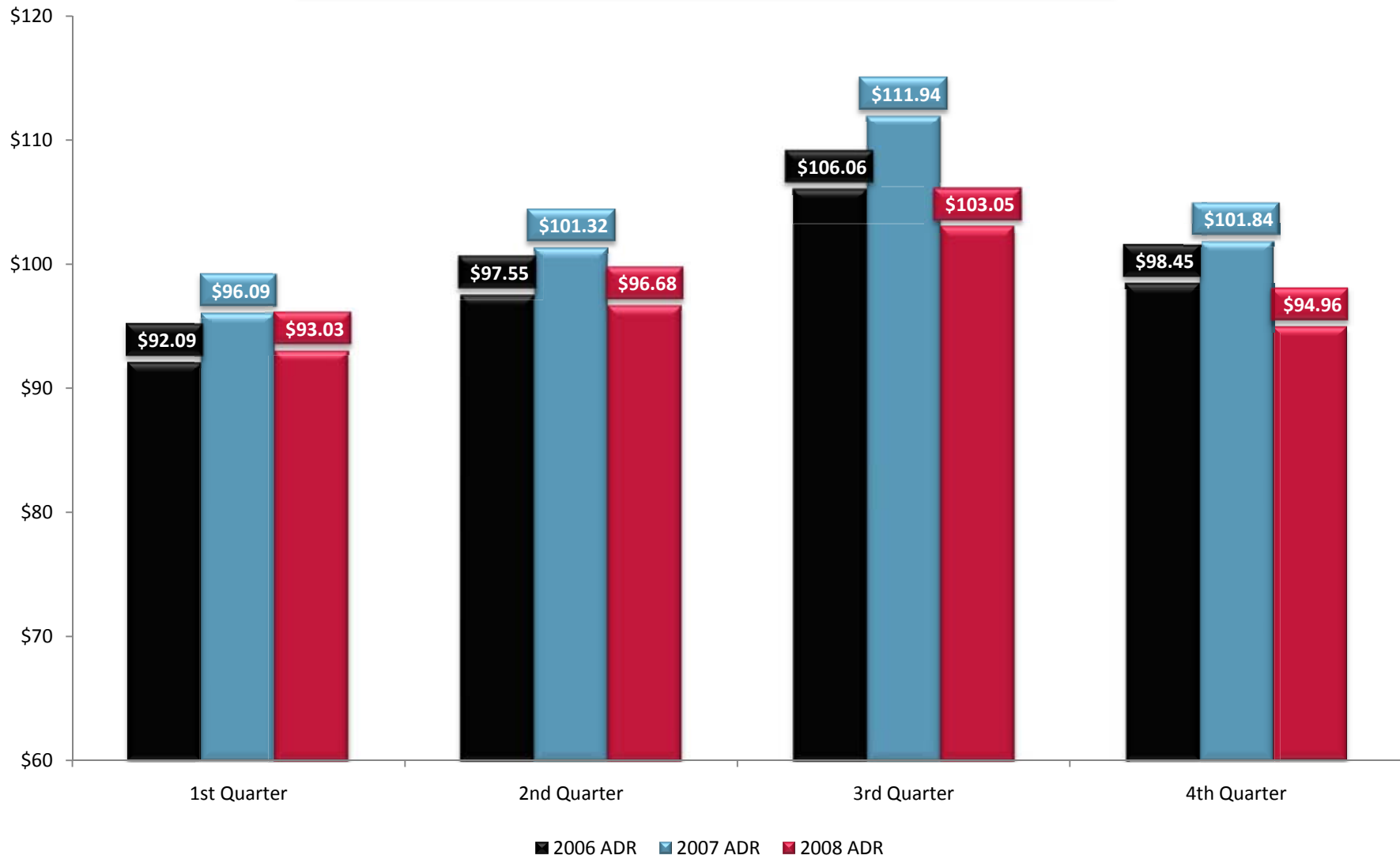
New Jersey Casino Control Commission Casino Employment (Thousands)



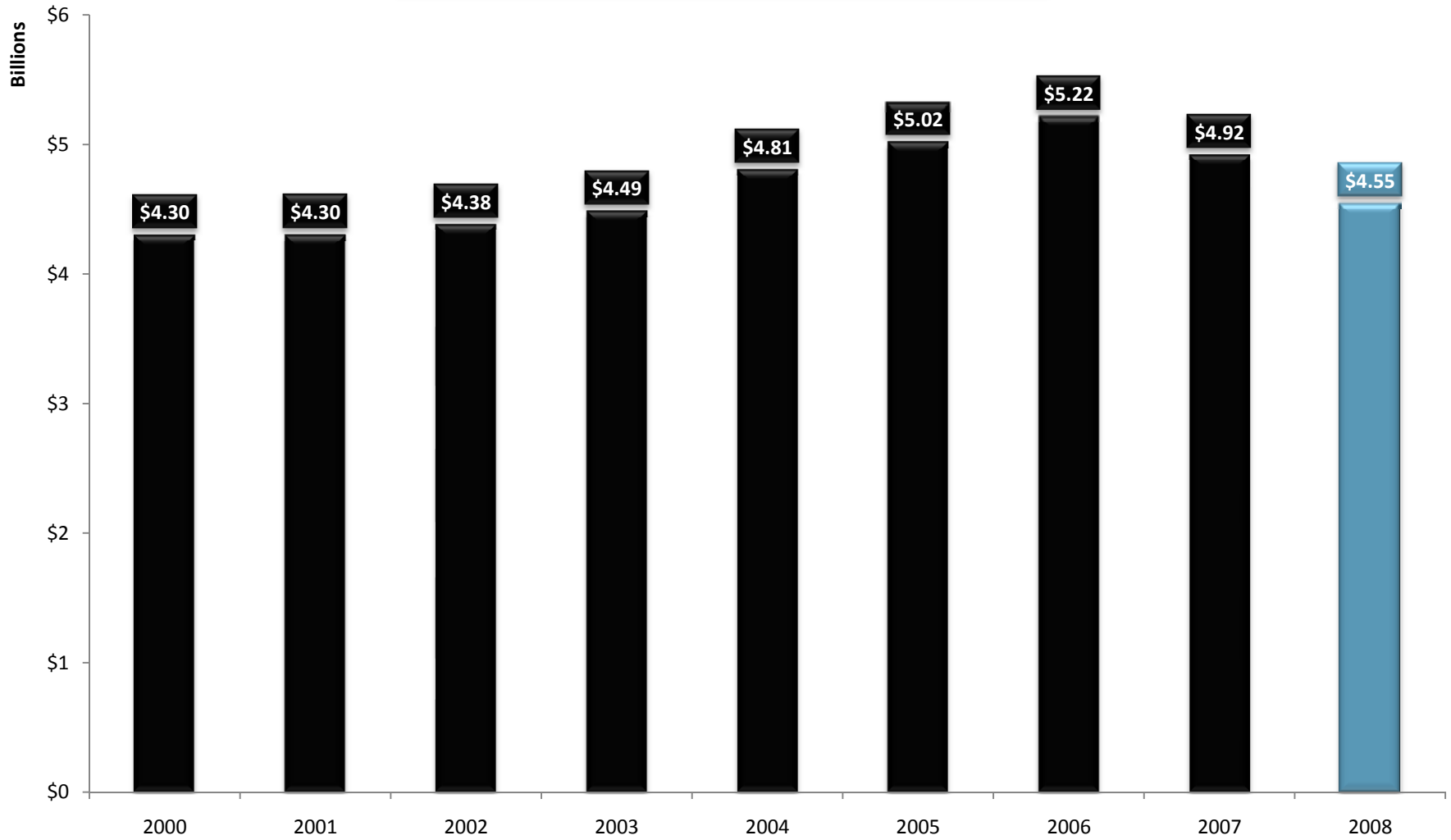
New Jersey Casino Control Commission Atlantic City Casino Hotel Occupancy Rate



**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

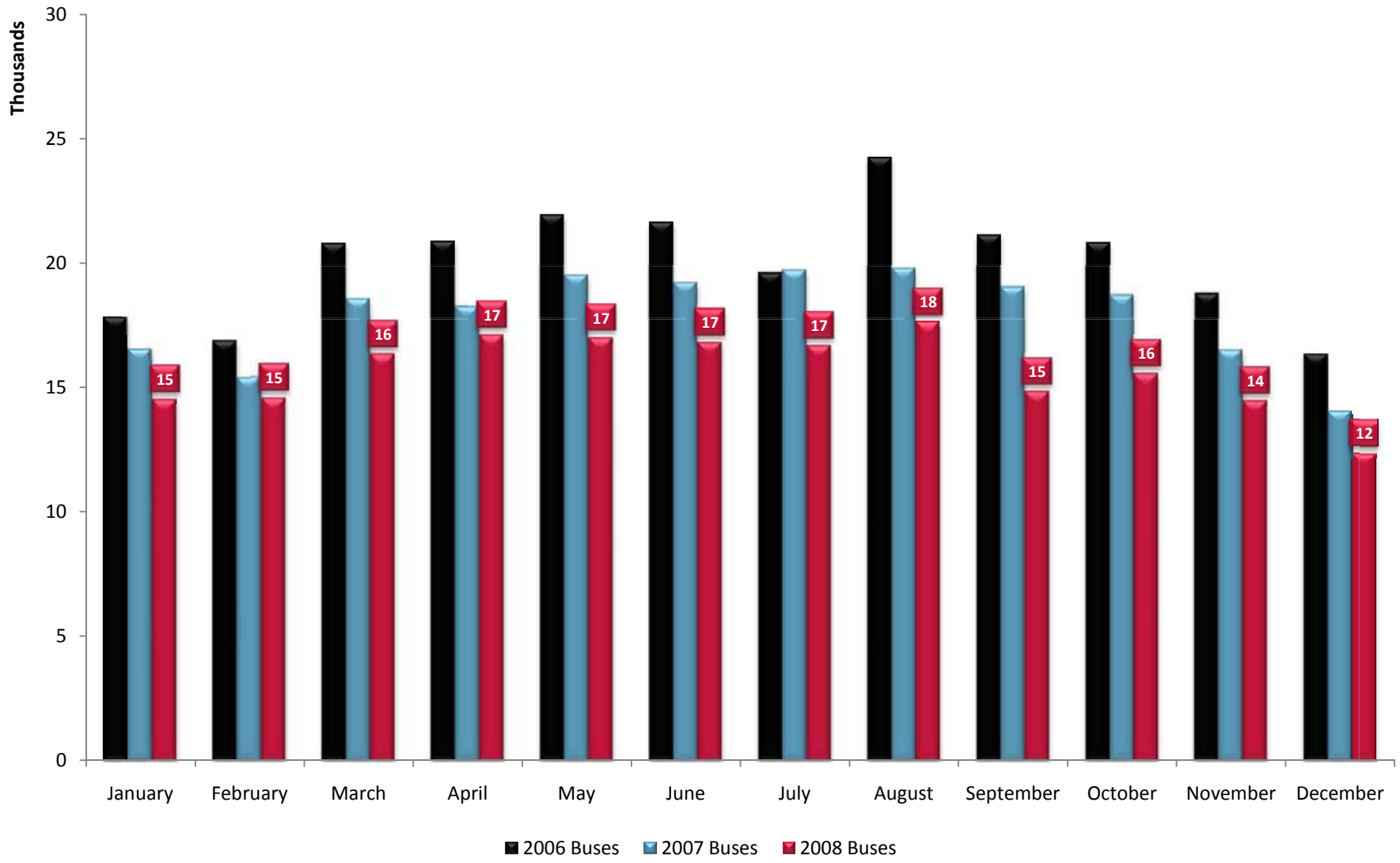
Atlantic City International Airport (ACY) Scheduled & Chartered

New Jersey Transit Atlantic City Rail Passengers

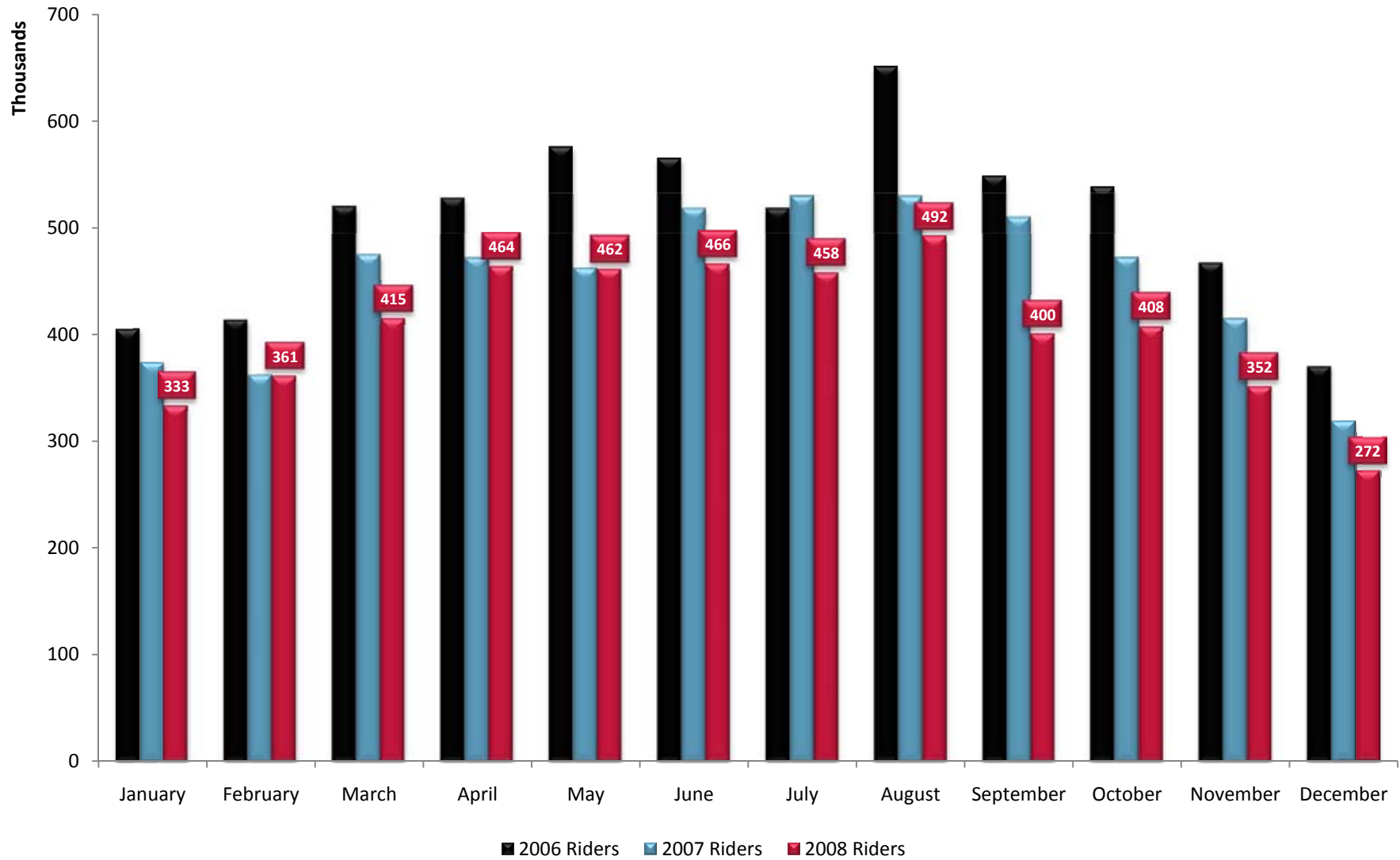
STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY

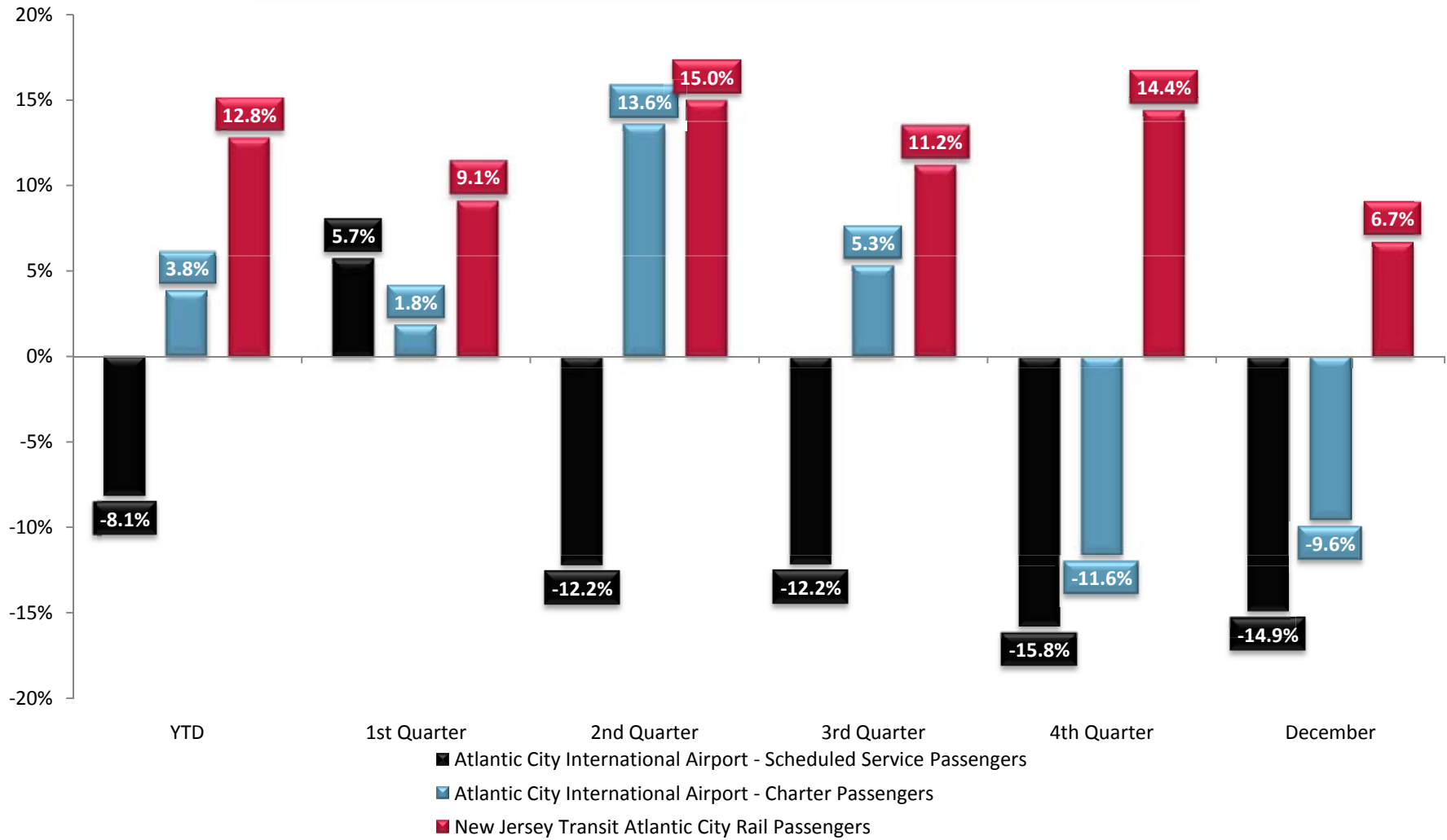
South Jersey Transportation Authority Overnight and Daytrip Motorcoaches (Thousands)



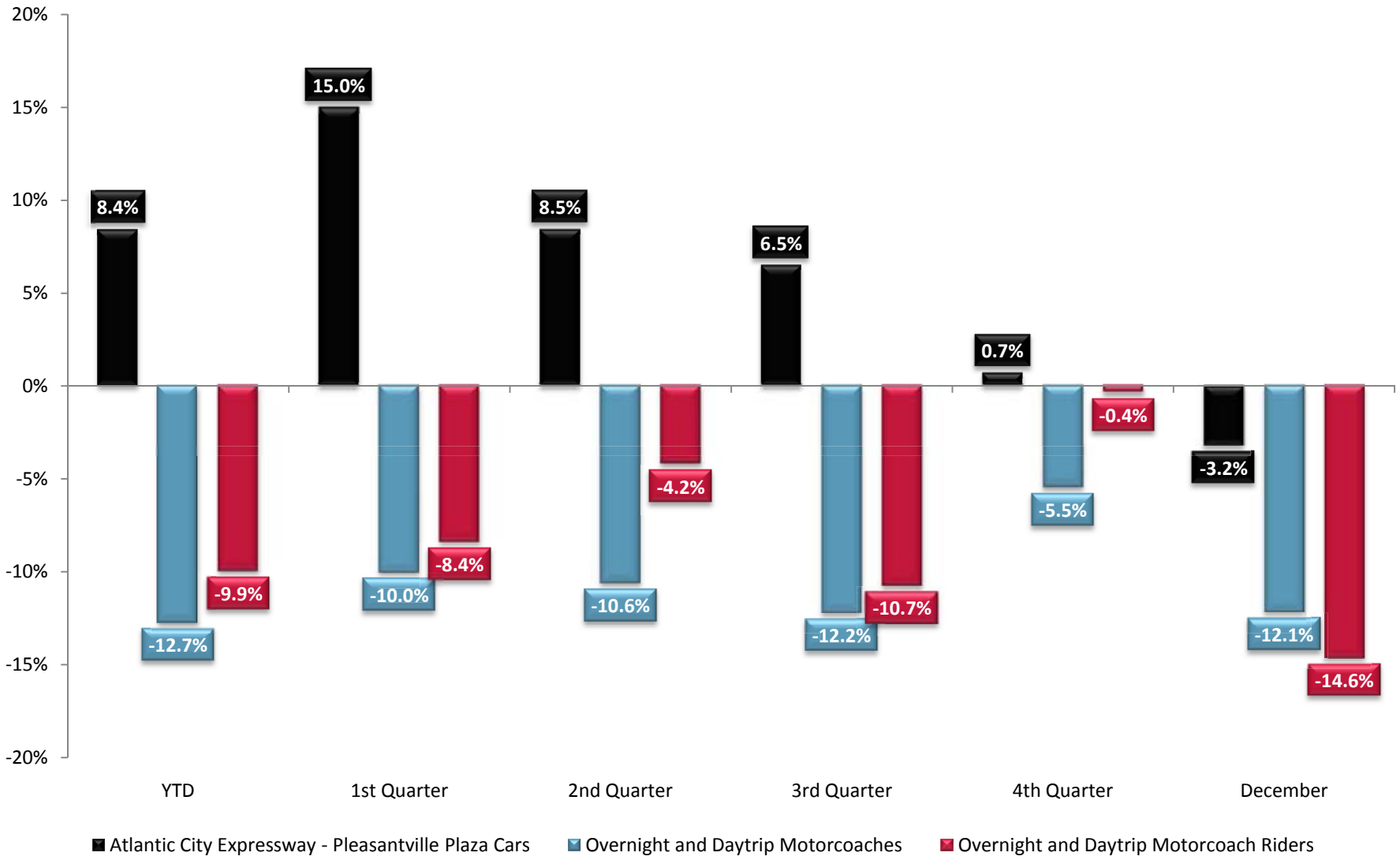
South Jersey Transportation Authority Overnight and Daytrip Motorcoach Riders (Thousands)



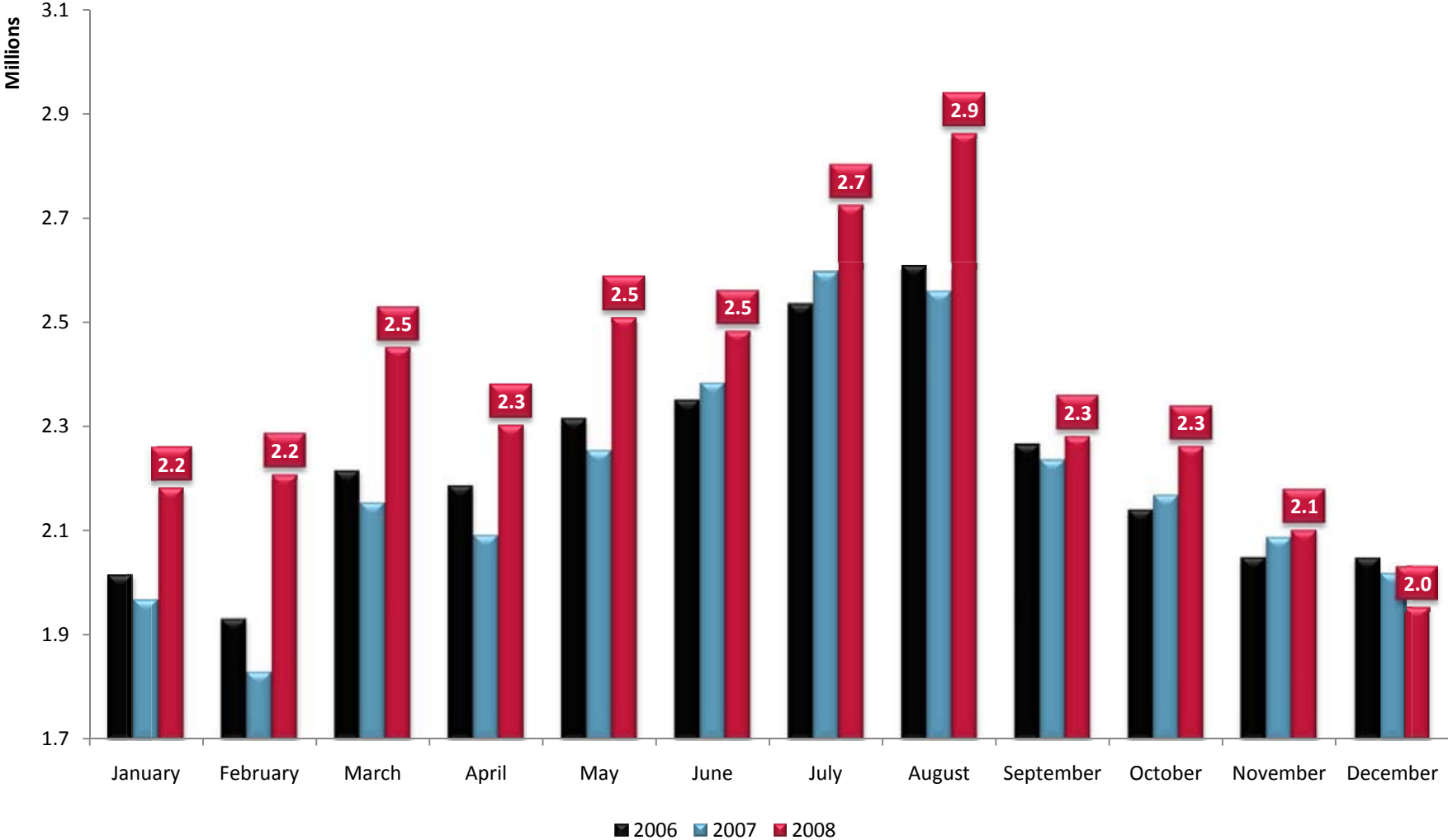
Atlantic City International Airport New Jersey Transit Transportation Statistics Percentage Change Year over Year and Month over Month



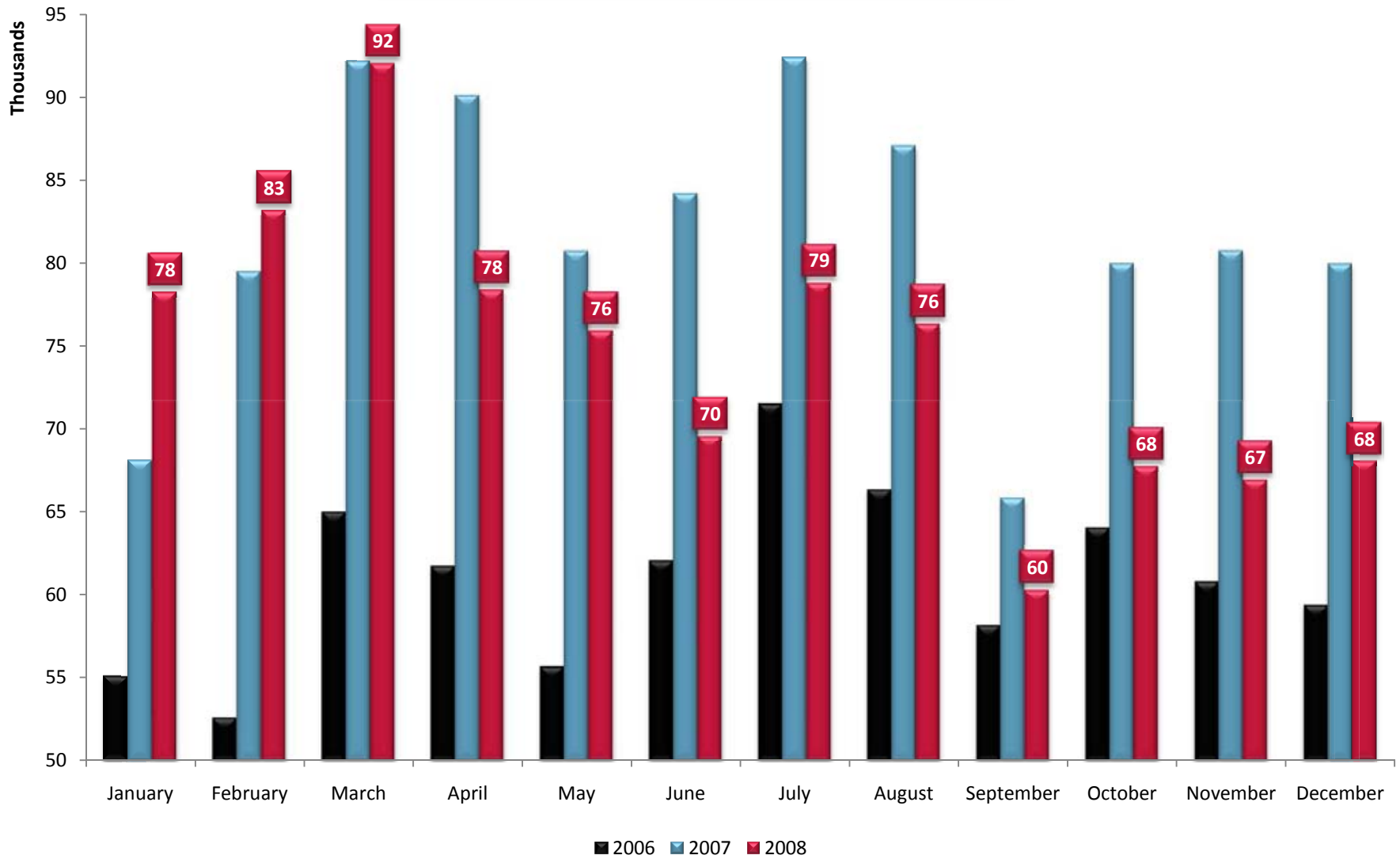
South Jersey Transportation Authority Transportation Statistics Percentage Change Year over Year and Month over Month



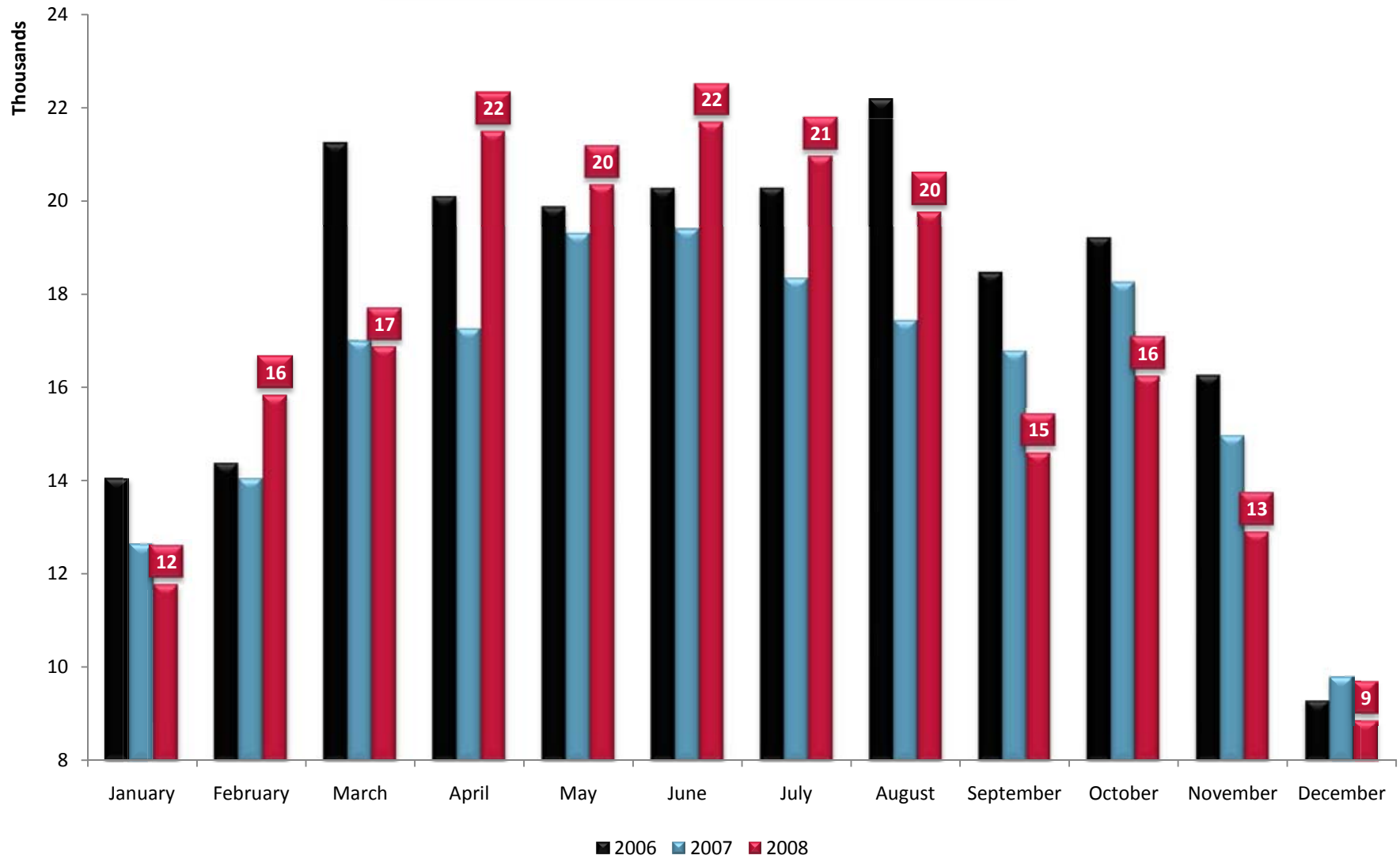
South Jersey Transportation Authority Atlantic City Expressway Pleasantville Plaza Cars (Millions)



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)

