



BOARDWALK EVENTS

The attendees to Atlantic City's boardwalk have disposable income, are major consumers of products and services and are looking for opportunities to spend their money

- **One-third of the nation's population, with a combined purchasing power of \$800 billion, live within a day's drive of Atlantic City;**
- **35 million people visit Atlantic City each year, ready to be entertained;**
- **Over the past three years, the event facility on the Boardwalk has entertained nearly one million people through 150 events, grossing more than \$80 million in ticket sales.**

DEMOGRAPHICS

Personal Characteristics

Characteristics	All Visitors to AC	Special Events*
Percent Female	67%	51%
Median Age	52	37
Percent Married	48%	49%
Percent College Grad or Higher	28%	46%
Percent Active w/Children	15%	21%
Median Household Income	\$55,000	\$55,000

Atlantic City Travel History

Characteristics	All Visitors to AC	Special Events*
Percent 1st Time Visitor	4%	5%
Median # of Visits in Past 12 Months	6	3

Visitor Home Location

Location	All Visitors to AC	Special Events*
New York	24%	12%
North & Central New Jersey	21%	33%
Southeastern Pennsylvania	15%	7%
Southern New Jersey (outside 20 mile radius of AC)	14%	28%
Midwest and South	12%	10%
Rest of Pennsylvania	7%	4%
New England	3%	1%
Great Plains and West	2%	4%
Delaware	1%	1%

***From Special events at venues located on the Boardwalk or at the Convention Center near the Boardwalk.**