



2024

# Visit Atlantic City Sales & Marketing Plan

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The background of the page is a composite image. The top half shows a wide view of the Atlantic City boardwalk stretching towards the ocean, with various buildings and a large billboard on the left. The bottom half is an aerial view of a section of the boardwalk, showing people walking and a red building with arched windows on the right. A large, solid red wavy shape is on the left side of the page.

## 2024 Visit Atlantic City Sales & Marketing Plan

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# Meet Our Team

## EXECUTIVE



**Larry Sieg**  
Chief Executive Officer

## FINANCE



**Caren Fitzpatrick**  
Senior Director, Finance  
and Administration



**Nancy Taylor**  
Financial Support  
Specialist

## SALES



**Gary Musich**  
Vice President of Sales



**Michele Turturro Young**  
Executive Assistant, CEO &  
VP Sales



**Joan Mooney**  
Director of Sales



**Patrick McCormick**  
National Account Director



**Anne Bergen**  
National Account Director



**Laura Torres**  
National Account Director  
Multicultural, CDMP



**Howard Munves**  
DC National Sales  
Manager



**Michele Murphy**  
Sales & Systems  
Administrator

## SPORTS COMMISSION



**Dan Gallagher**  
Director of Sports Sales



**Christina Mancuso**  
Sports Sales Manager



**Heather Colache**  
Tourism Account Director



**Kiara Davis**  
Group Tour Coordinator

## MARKETING & COMMUNICATIONS



**Karina Anthony**  
Senior Director of Marketing



**Jessica Kasunich**  
Director of Communications



**Nicholas DiCioccio**  
Digital Asset Coordinator



**Alyssa Grover**  
Communications  
Coordinator

## DESTINATION SERVICES



**Mary Moliver**  
Destination Services  
Director



**Margie Hurley**  
Destination Services  
Manager



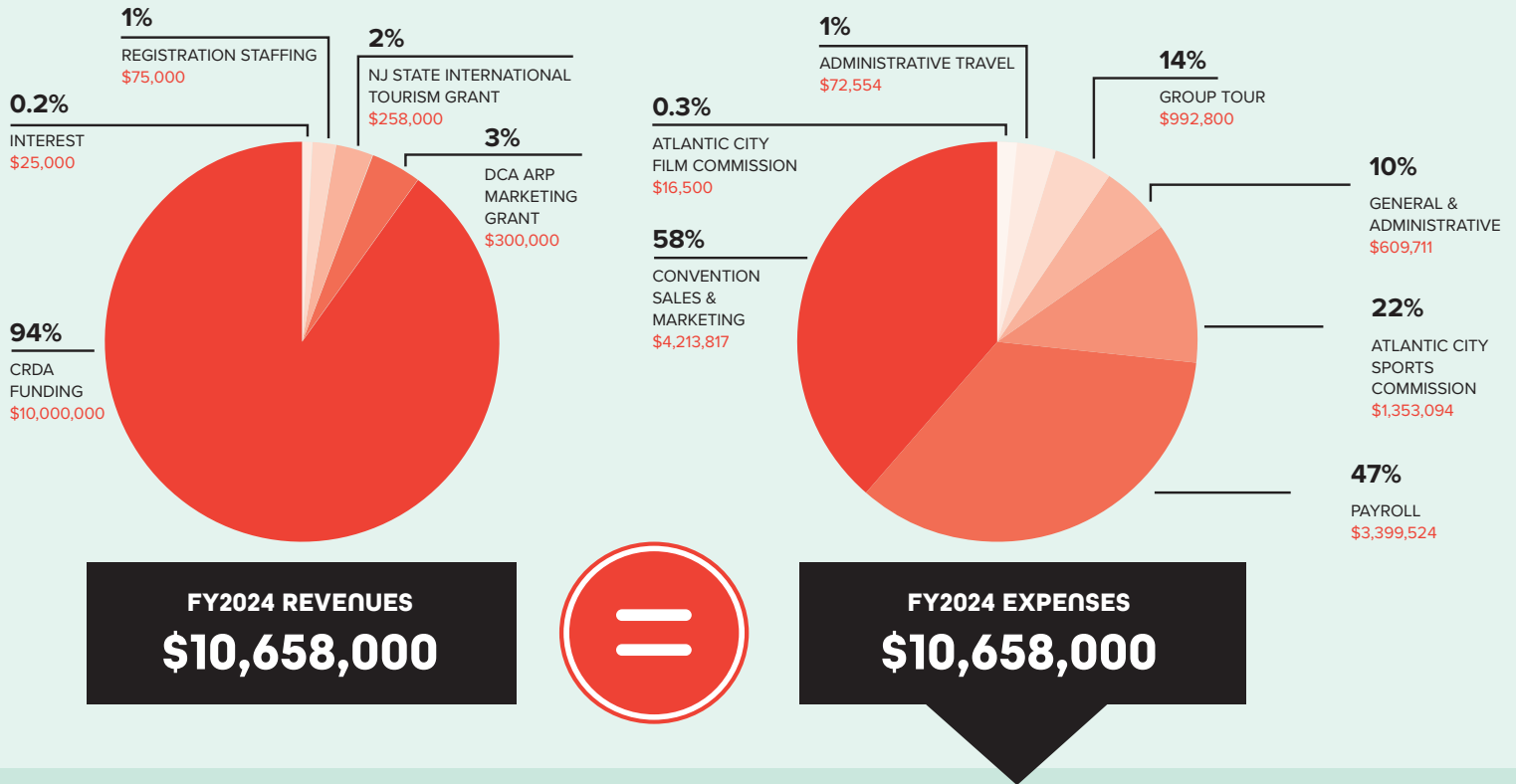
**Alisa Doyle**  
Destination Services  
Manager



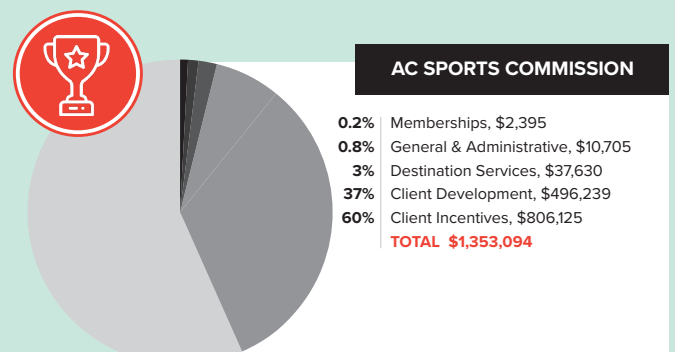
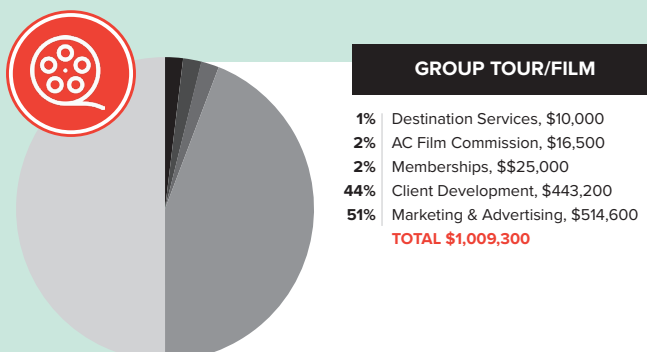
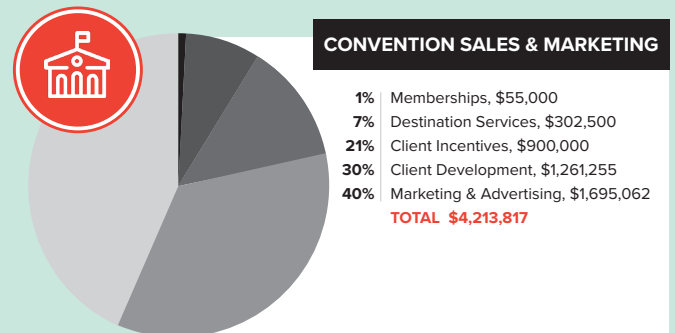
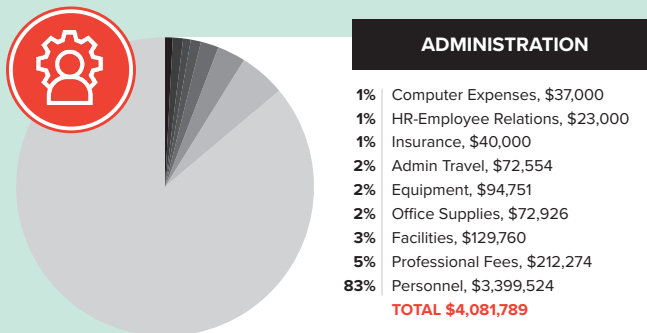
**Casey Sickler**  
Destination Services  
Manager



# Finance



## EXPENSES BREAKDOWN





# Convention Sales

## 2024 Goals and Objectives

### **1** Expansion and growth of the Washington, D.C., Virginia, and Maryland meeting, convention, and tradeshow markets for Atlantic City.

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- The current sales mission for the Washington, D.C.-based sales office representing Atlantic City will transition from lead generation for the Atlantic City Convention Center and all hotel and casino properties to definitive goal based.
- Leadership opportunities will be identified in regional industry-based organizations including Professional Conference Managers Association (PCMA), Meeting Planners International (MPI), International Association of Exhibitions and Events (IAEE) and American Society of Association Executives (ASAE).
- Develop ongoing communication and face to face campaigns to raise market awareness and opportunities for the Atlantic City market.
- The established goal will be 20,000 contracted rooms annually.
- Performance will be evaluated on a monthly, quarterly, and annual basis.

### **2** Establish the “Atlantic City Education Series” creating a new sales strategy to promote the Atlantic City market through education and content.

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- Create a speaker series program that delivers content relative to the meeting convention and tradeshow markets.
- Partner with Professional Conference Managers Association (PCMA), the leader in industry education, to develop content that focuses on the Atlantic City region's culture and uniqueness.
- Establish academic partnership to expand the conversation and add credibility to the discussion.
- Programs will be conducted in the feeder markets of Atlantic City. Boston, New York, Philadelphia, and Washington, D.C. have been identified as markets of opportunity.
- The sales team will be assigned to a regional industry support organization in those respective cities and establish leadership roles to help support the series and deliver content that supports the industry and Atlantic City.
- The focused audience will be organizations with densities in the Northeast to ease challenges with transportation.
- Focus on increased community engagement and charitable organizations to create market inclusion and cohesiveness.

### **3** Position the Atlantic City Sports Commission as a premier destination for sporting events globally.

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- Supplement youth-based program expansion to higher profile national and international events.
- Research industry support organizations that give Atlantic City the opportunity to expand those respective markets.
- Expand our role in Sports ETA (Sports Events and Tourism Association) to establish Atlantic City as a leader in Sports destinations.
- Focus opportunities on collegiate and professional based sporting events.
- Create new marketing products to position Atlantic City to a higher level of sports market clientele.



# Marketing

## 2024 Goals and Objectives

Aligned with our freshly developed brand pillars and personality, our key performance indicators (KPIs) for the organization place a spotlight on Meeting Planner engagement as it leads to action and more bookings for conventions and events in Atlantic City. In addition to our commitment towards optimizing our website with data-driven insights, we are broadcasting the message of corporate social responsibility and being destination advocates. Visit Atlantic City will provide avenues for organizations to align with their CSR objectives, all while expanding on our omni-channel marketing approach. By fostering collaboration, Visit Atlantic City and the CRDA can synchronize marketing efforts to showcase the City's diverse offerings seamlessly.

### 1 A diversification in Digital Marketing tactics will assist in reaching goals including testing out Google Performance Max

- Collaborate with agency partners to utilize images and video for omni-channel strategy.
- Benefits of combined keywords & audience segmentations.
- Video and imagery Storytelling and spotlight on Atlantic City business partners.

### 2 Increase Engaged Session Planner rate to 4% (22% increase to 2023 actual)

*An engaged planner visitor spends more than 1:22 time on site and visits 1.6 or more pages per session*

- Organic Search brought in the largest number of Engaged Planner Sessions (~4,600) while Paid Search had the highest Engagement Rate (~4.94%) (number of users that came to the site from Paid Search and helped achieve an Engaged Planner).
- With Organic Search rising (due to following through with SEO recommendations and beefing up content) steadily and with the Orange142 email and Paid Search optimizations, we can aim to meet the 4% goal this year.

### 3 Increase Conversion Rate to 1.5% (50% increase to 2023 actual)

- The majority of the drivers to RFP submissions are referral and organic search. We will enhance paid search and paid social from prospecting to remarketing to gain more RFPs in 2024.
- Lead organic search and referral sessions to convert the largest newsletter sign ups.

### 4 Increase returning web visitation to 12% of overall traffic (6% increase to 2023 actual)

- Enhancing our re-marketing tactics will help us bring meeting planners back to our website and engage in a conversion event.
- Utilize Google's demographic targeting options to reach specific age groups, genders, and income brackets that align with the characteristics of the target audience.
- Leverage Google's interest-based targeting to focus on individuals who have shown interest in event planning, business travel, or related topics.

### 5 Integrating strategic initiatives between Visit Atlantic City and the Casino Reinvestment Development Authority (CRDA) for leisure marketing in 2024

- Integrated Customer Relationship Marketing platform (CRM).
- Merging CRDA leisure website, atlanticcitynj.com, with visitatlanticcity.com for a more user-friendly experience.
- Brand the official Atlantic City Visitor Guide as Visit Atlantic City.
- Procure Visit Atlantic City branded promotional items and apparel for event distribution and on sale at the welcome center.



2024 Advertising



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LIVE TO CONNECT  
LIVE TO Meet**

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24-hour sustainable transport to the beach, casinos & attractions

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**LIVE TO Meet**

Comprehensive support to plan an oceanside meeting experience

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# Communications

## 2024 Goals and Objectives

**1**

### Generate and service a minimum of four to five press trips (trade, consumer and social)

- Work with our PR agency MMGY NJF to choose the appropriate media outlets and social media influencers.
- Create an experiential itinerary showcasing the destination's newest developments, attractions, and restaurants.
- Host media in the destination with required deliverables.

**2**

### Implement one special PR activation to shine a light on the destination to our local community

- Work with our PR agency MMGY NJF to create and execute an activation, which includes a PR campaign to local, regional and national media outlets.

**3**

### Expand our monthly e-communication campaigns

- Work with our Sales team and Simpleview to utilize Act-On offerings to increase awareness, leads and RFPs for the sales team members.
- Utilizing Act-On drip campaigns to assist in meeting our KPIs in 2024.

**4**

### Continue to promote our brand and increase followers and likes on our social media channels

- Follow our monthly social media content calendar.
- Implement 3-5 daily scheduled postings on Hootsuite.
- Work with destination partners and clients to increase awareness about destination events and happenings.





# Destination Services

## 2024 Goals and Objectives

### 1 Destination Services will provide support to conventions, meetings, trade shows and sporting events in Atlantic City.

- Continue to evolve our Welcome Program and relationship with Impactivate and city-wide Marketing Partners.
- Grow our discount programs and amenities for clients to include Show Me Your Badge Program, rental car discounts, and Tanger Outlet coupons.
- Work with CRDA/SID to facilitate our banner program and Wave Garage signage program.
- Collaborate with the City of Atlantic City and the Special Events Team to assist clients with permits and applications for city events.

### 2 Provide Planners with professional, on-site registration staffing support for Convention Center and Hotel shows.

- Host Annual Registrar Meeting outlining new policies and procedures, as well as reviewing current policies and providing city updates.
- Staff the complimentary Restaurant Cart and Concierge Desk during all Convention Center shows and provide welcome information desks.
- Support the Atlantic City Concierge Association by continuing our membership and attending monthly events.
- Hire qualified staff to bolster our registrar team.

### 3 Continue to share and showcase what Atlantic City has to offer to new, potential, and existing clients.

- Effectively implement client events, familiarization trips, sponsorships, and special events for Visit Atlantic City.
- Implement and organize site visits for clients to highlight our city amenities, current redevelopment within the city and emphasize our CSR opportunities.
- Highlight local businesses as we provide amenities for our clients.





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*Atlantic  
City*



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