

2025

# Visit Atlantic City Sales & Marketing Plan



VISIT  
*Atlantic  
City*

[visitatlanticcity.com](http://visitatlanticcity.com)





## 2025 Visit Atlantic City Sales & Marketing Plan

# Table of Contents

<b>MEET OUR TEAM</b>	<b>2</b>
<b>FINANCE</b>	<b>3</b>
<b>CONVENTION SALES</b>	<b>4</b>
<b>DESTINATION SERVICES</b>	<b>6</b>
<b>MARKETING</b>	<b>7</b>
<b>COMMUNICATIONS</b>	<b>11</b>

# Meet Our Team

## EXECUTIVE



**Gary Musich**  
Chief Executive Officer

## FINANCE



**Caren Fitzpatrick, MBA**  
Vice President, Finance  
and Administration



**Nancy Taylor**  
Accountant

## SALES



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



**Joan Mooney**  
Director of Sales



**Anne Bergen, CMP, CEM**  
Senior National Account  
Director



**Patrick McCormick, CEM**  
National Account Director



**Tawana Seward**  
National Account Director



**Howard Munves**  
DC National Sales  
Manager



**Michele Murphy**  
Sales & Systems  
Administrator



**Katie Fineran**  
Sales Assistant

## SPORTS COMMISSION



**Dan Gallagher, STS**  
Director of Sports Sales



**Christina Mancuso, SDLT**  
National Account Director



**Heather Colache, CTIS**  
Tourism Account Director



**Kiara Davis**  
Group Tour Coordinator

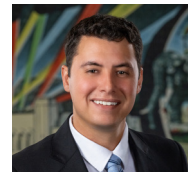
## MARKETING & COMMUNICATIONS



**Karina Anthony, CDME**  
Senior Director of Marketing



**Jessica Kasunich**  
Director of Communications



**Nicholas DiCioccio**  
Marketing Manager



**Alyssa Grover**  
Communications  
Coordinator

## DESTINATION SERVICES



**Mary Moliver**  
Senior Destination Services  
Director



**Casey Sickler**  
Senior Destination Services  
Manager



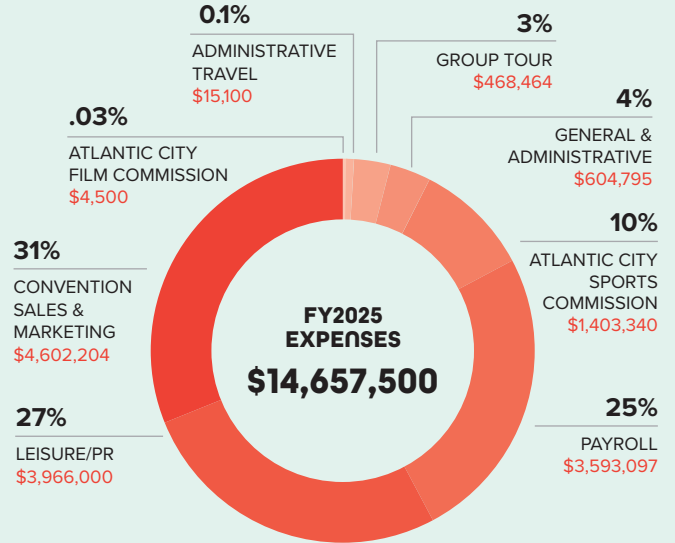
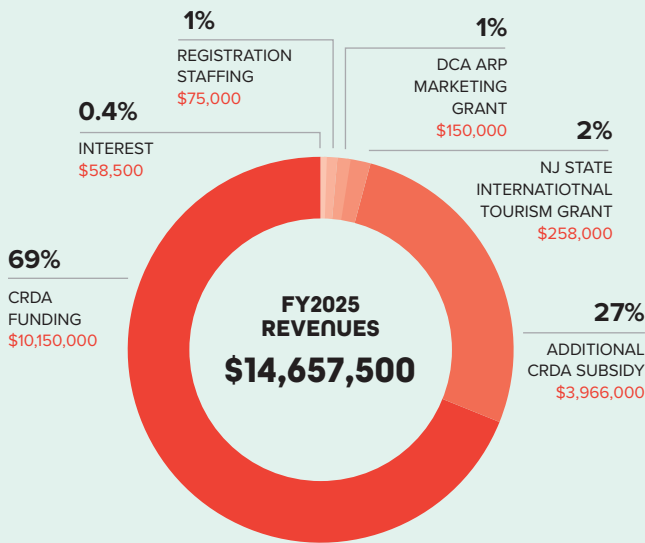
**Margie Hurley**  
Destination Services  
Manager



**Alisa Doyle**  
Destination Services  
Manager



# Finance

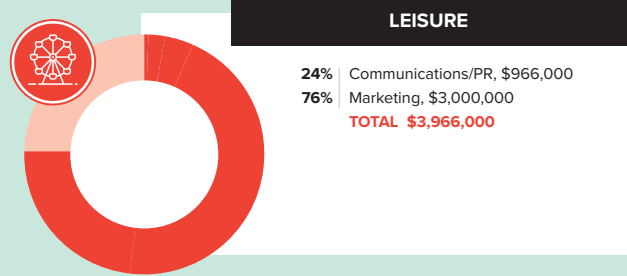
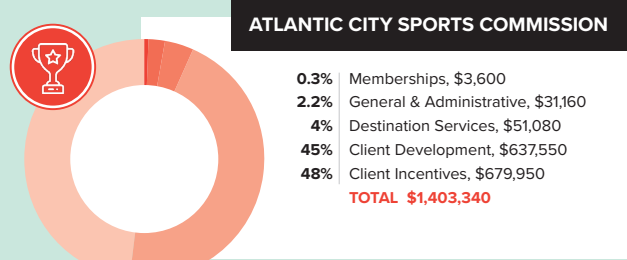
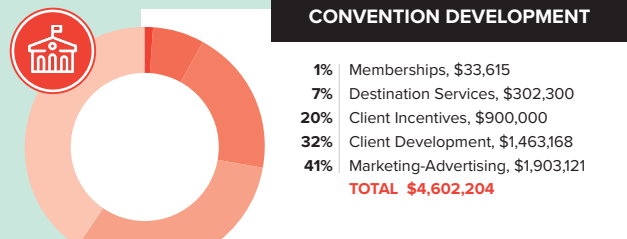
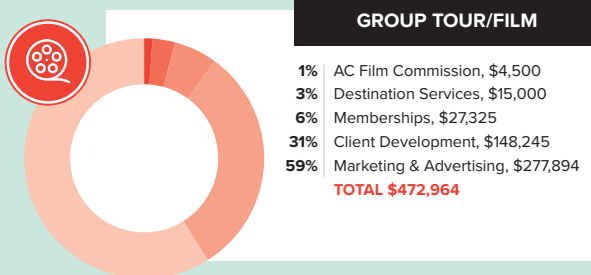
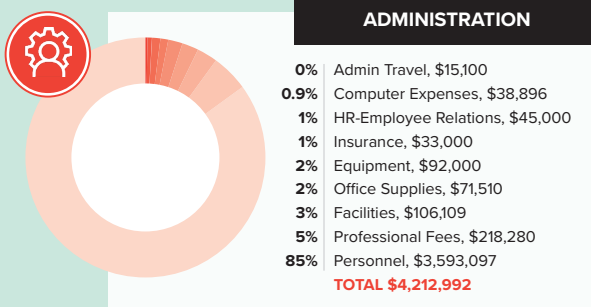


**FY2025 REVENUES**  
**\$14,657,500**



**FY2025 EXPENSES**  
**\$14,657,500**

## EXPENSES BREAKDOWN





# Convention Sales

## 2025 Sales Strategies

**1** **Modify the sales strategy to expand on the success of the Atlantic City Education Series program creating broad strategies to expand the Atlantic City market through education, content, and messaging. Traditional sales methods have evolved, and the sales team now connects with buyers by delivering messages through various digital platforms as well as in-person events.**

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- Create a strategic partnership with Professional Conference Managers Association (PCMA), the largest national organization delivering education to the meeting and event planning industry.
- Expand annual partnerships with all industry local affiliates. These affiliates will include PCMA (New York Area, Greater Philadelphia, New England, Capital and POWER Chapters), MPI, MASAE, SISO, and IAEE. These expanded partnerships will allow for more control of content and messaging on changes in the Atlantic City market and be presented in a format that encourages broad industry discussion.
- The sales team will be assigned to each organization with the goal of creating content within the organization that follows current trends and positions Atlantic City as a leader in delivering valuable education to the membership.
- Washington DC, New York, Boston have been traditional feeder markets to Atlantic City for the meetings and trade show markets. As the buyer is increasingly outsourced, new markets will be explored to bring the education series to the buyer consequently allowing Atlantic City to be at the forefront of the destination discussion.
- Our partners in academia will continue to present material, including contributions from authors, professors, and topic experts. Those topics for 2025 will include but not be limited to AI, sustainability, attendee engagement, and experiential event creation.

**2** **The Atlantic City convention development marketing strategy includes a variety of face-to-face events including trade shows, FAMS, and conferences that allow the buyer and the destination sales teams to connect and discuss futures opportunities. Atlantic City has a narrower meetings market than other destinations and buyer behavior and goals continue to evolve. Our face-to-face strategy will focus on the most effective way to connect with the buyer with the highest potential to utilize Atlantic City.**

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- Resources will be concentrated on the most productive events, with Atlantic City participating in fewer exhibit-based events and increasing its presence at those with a proven ROI.
- Priority will be given to events that are appointment based with the highest potential buyer and conversion rates.
- Atlantic City will expand its strategy to host industry-based planner events in 2025. The independent planner conference, IPEC, will be hosted in January of 2025 and Smart Meetings in May of 2025. Each will draw 200 planners to the destination with all facilities having the opportunity to meet one on one with buyers.
- More resources will be dedicated to PCMA, IMEX, SISO, and Connect. The events supported by these organizations are cohesive with our sales strategy and have proven to be the most effective for Atlantic City and provide the highest return on our investment.
- Traditional FAM's and in-market events and partnerships will continue as an ongoing basis showcasing Atlantic City, the Atlantic City Convention Center, and all casino and hotel partners.
- Nationwide partnership opportunities with all Atlantic City brands.

# Convention Sales

## 2025 Sales Strategies

### 3 Position the Atlantic City Sports Commission as a premier destination for sporting events regionally, nationally, and globally.

- Supplement youth-based program expansion to higher profile national and international events.
- Leverage our new ACSC sports video and website as marketing assets to garner new sporting opportunities.
- Research industry support organizations that give Atlantic City the opportunity to expand those respective markets.
- Partner and collaborate with industry leading companies such as Northstar, Connect, and Sports ETA to stay ahead of market trends.
- Diversify our sports portfolio by targeting sports-related conferences, conventions, and trade shows as new events for Atlantic City.

### 4 Elevating Visit Atlantic City through Group Tours, International engagement, and Film Industry growth.

- **Enhance Brand Awareness:** Leverage dynamic campaigns across print, digital, and social channels, bolstered by newsletters, familiarization trips, and global site inspections.
- **Expand International Reach:** Secure grant funding and adapt marketing strategies to key markets (UK, Ireland, Germany, Canada, Spain) via trade shows, international media visits, and webinars.
- **Bolster Group Motorcoach Engagement:** Partner with local hotels and attractions for collaborative advertising, fresh content, and itinerary development to drive overnight bookings.
- **Strengthen Atlantic City's Film Profile:** Collaborate with film industry organizations, host site inspections, and provide seamless support to establish Atlantic City as a premier filming destination.
- **Collaborate Regionally:** Work closely with partners, including neighboring cities and state tourism boards, to co-create innovative programs and amplify Atlantic City's appeal.





# Destination Services

## 2025 Goals and Objectives

### 1 Destination Services will provide support for 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 area attraction discounts.
- 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 in offsite venues.
- 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.



# Marketing

## 2025 Meetings Goals & KPIs

### Insight into 2024 & Recommendations for 2025

Visit Atlantic City performs well above meeting the industry average for commonly measured metrics and goals. However, the goals we measured in 2024 do not fully display the impact the digital marketing efforts Visit Atlantic City makes to position the destination as the premier destination for events and meetings. In 2025, Visit Atlantic City will be adopting a goal framework aligned with the sales lead funnel to better represent the meeting planner's journey. This approach will enable us to measure how effectively we guide planners from initial awareness of Atlantic City as a meetings and events destination, through the consideration phase, and ultimately to the action stage. By focusing on each layer of the funnel—Awareness, Consideration, and Action—we can gain deeper insights into planner behavior, identify areas of opportunity, and optimize strategies to drive greater engagement and conversion.

### Meetings Industry Stats

	Meetings US Average	Meetings Northeast Average	VAC Current
Sessions	24% YoY Growth	71%	91% YoY Growth
Organic Sessions	25% YoY Growth	71%	83% YoY Growth
Client Paid Sessions	136% YoY Growth	112%	119% YoY Growth
Engagement Time	24 Seconds	39 Seconds	45 Seconds
Pages Per Site	1.8	2.1	2.4
CVR	9.7%	26%	36%



# Marketing

## 2025 Meetings Goals & KPIs

### 1 Awareness

Highlights how planners have discovered Visit Atlantic City through its digital presence, sparking inspiration and influencing their travel decisions.

KPI	Supporting Metric	VAC Increase Today
Increase Active Users and Sessions by 8-10%	Active Users	106% YoY Growth
	Sessions	91% YoY Growth

### 2 Consideration

Planner shows interest in learning more about Visit Atlantic City as their next meeting destination through engaging key content, blogs, and more.

KPI	Supporting Metric	Recommended
Strive to have 10% of users to the Visit Atlantic City site be considered an Engaged Planner.	Engaged Planner	10%
Measure the Key Pages Visited the site to track the meeting planner's journey from digesting key pieces of content to performing a hard action that is valuable to the sales team.	Key Pages Visited	

### 3 Action

The planner is showing a deeper intent to submit an RFP or contact the Visit Atlantic City Sales team by performing desired actions.

KPI	Supporting Metric	VAC Increase Today	Recommended
Achieve a 10% Conversion Rate from Unique Users	Conversions	.77% (All Users)  9.32% (Unique Users)	10% of unique users perform a desired action.

## 2025 Meetings Advertising

**flex YOUR EVENT WITH UNIQUE VENUES**

- 1.2 million sq ft of meeting space
- Award-winning Convention Center
- Diverse oceanfront venues & dining

Learn how you can save on your next Atlantic City event.

1-844-855-6338  
visitatlanticcity.com

**Sustainability meets SUCCESS**

A meeting in Atlantic City is not just about facilitating a successful event, it's about making a positive impact. With a focus on corporate social responsibility, our meetings incorporate initiatives such as community service projects and sustainability efforts, ensuring that our events leave a lasting impression beyond the conference room.

- Community Engagement
- Local Initiatives
- Eco-Conscious Opportunities

See how you can save on your next Atlantic City meeting.

1-844-855-6338  
visitatlanticcity.com

**Live to EMPOWER**

A meeting in Atlantic City is not just about facilitating a successful event, it's about making a positive impact. With a focus on corporate social responsibility, our meetings incorporate initiatives such as community service projects and sustainability efforts, ensuring that our events leave a lasting impression beyond the conference room.

- Community Engagement
- Local Initiatives
- Eco-Conscious Opportunities

See how you can save on your next Atlantic City meeting.

1-844-855-6338  
visitatlanticcity.com

**Create, Collaborate CONSERVE**

- Eco-conscious opportunities within the local community
- LEED GOLD and GBAC STAR-certified convention center
- Group transportation provided by the iconic Atlantic City jitneys

Learn how your Atlantic City meeting can make a positive impact.

1-844-855-6338  
visitatlanticcity.com

**Unique VENUES**

**Unforgettable EVENTS**

Host events of any size with over 1.2 million square feet of diverse meeting space at your disposal. From meeting and conference centers and the spacious Atlantic City Convention Center to flexible ballrooms, our versatile venues, Atlantic City is home to a diverse selection of flexible meeting spaces throughout the city to suit your needs.

See how you can save on your next Atlantic City meeting.

1-844-855-6338  
visitatlanticcity.com



## 2025 Leisure Advertising



VISIT  
*Atlantic City*

**ENDLESS  
REASONS TO  
Celebrate**

*From milestone moments to spontaneous fun with family and friends, there's always something to celebrate in Atlantic City!*

[visitatlanticcity.com](http://visitatlanticcity.com)



VISIT  
*Atlantic City*

**WHERE  
CELEBRATIONS  
Live On**

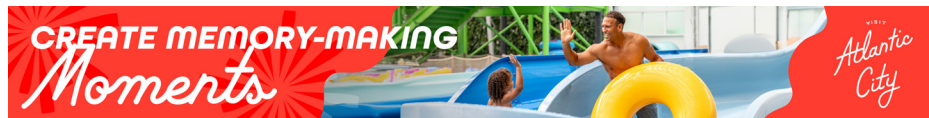
*From milestone moments to spontaneous fun with family and friends, there's always something to celebrate in Atlantic City!*

[visitatlanticcity.com](http://visitatlanticcity.com)



**EXPERIENCE  
CHEERS-WORTHY  
Cuisine**

*Atlantic City*



**CREATE MEMORY-MAKING  
Moments**

VISIT  
*Atlantic City*

# Communications

## 2025 PR, Communication and Social Media Goals

### 1 Increase our earned media coverage and brand awareness for the destination and organization

- Work with our PR agency, MMGY to choose the appropriate media outlets and social media influencers and create experiential itineraries showcasing the destination's newest developments, attractions, and restaurants, while hosting them in the destination.
- Host 14 consumer and trade journalists spread across individual and group trips.
- Host eight social media influencers spread across individual and group trips.
- Curated a media hot list of 100 media outlets, with our goal of 80% saturation.
- Media Impressions Goal: 4.5 billion.

### 2 Expand our monthly e-communication and 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 2025.
- Continue a Monthly Bulletin e-communication to alert our destination partners and stakeholders of the monthly events at the Atlantic City Convention Center and Atlantic City Sports Commission citywide events including attendance.
- Create and distribute a quarterly President and CEO Newsletter.

### 3 Continue to increase engagements on our social media channels

- Follow our monthly social media content calendar.
- Implement 3-5 daily scheduled postings on Hootsuite and 1-2 daily shared posts of partner/client information/events.
- Work with destination partners and clients to increase awareness about destination events and happenings.
- Increase annual account followers to 58%.







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