



2016 Year in Review

MEET
AC

Meet AC

- Meet AC is a tourism economic development agency whose primary goal is to attract meetings, conventions and group motorcoach to enhance Atlantic City's economy.

MEET
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ATLANTIC CITY
CONVENTION & GROUP SALES

2314 Pacific Avenue • Atlantic City, NJ 08401

meetac.com

TAP Report

Period Ending July 31, 2014

Atlantic City Room Nights	2014	2015	2016	2017	2018	2019	2020	2021	Total
Definite Room Nights	119,667	69,088	24,729	0	3,913	0	0	3,913	221,310
Pace Targets	103,689	43,918	18,128	9,288	3,299	1,646	1,590	1,076	182,634
Variance	15,978	25,170	6,601	(9,288)	614	(1,646)	(1,590)	2,837	38,676
Consumption Benchmark	111,096	111,096	111,096	111,096	111,096	111,096	111,096	111,096	888,768
Pace Percentage	115%	157%	136%	0%	119%	0%	0%	364%	121%
Total Demand Room Nights	335,593	260,433	137,901	60,256	48,613	13,324	0	3,913	860,033
Lost Room Nights	215,926	191,345	113,172	60,256	44,700	13,324	0	0	638,723
Conversion Percentage	36%	27%	18%	0%	8%	0%	0%	100%	26%
Tentative Room Nights	13,256	89,351	106,454	64,815	56,909	45,801	28,535	6,885	412,006

Meet AC Sales Activity

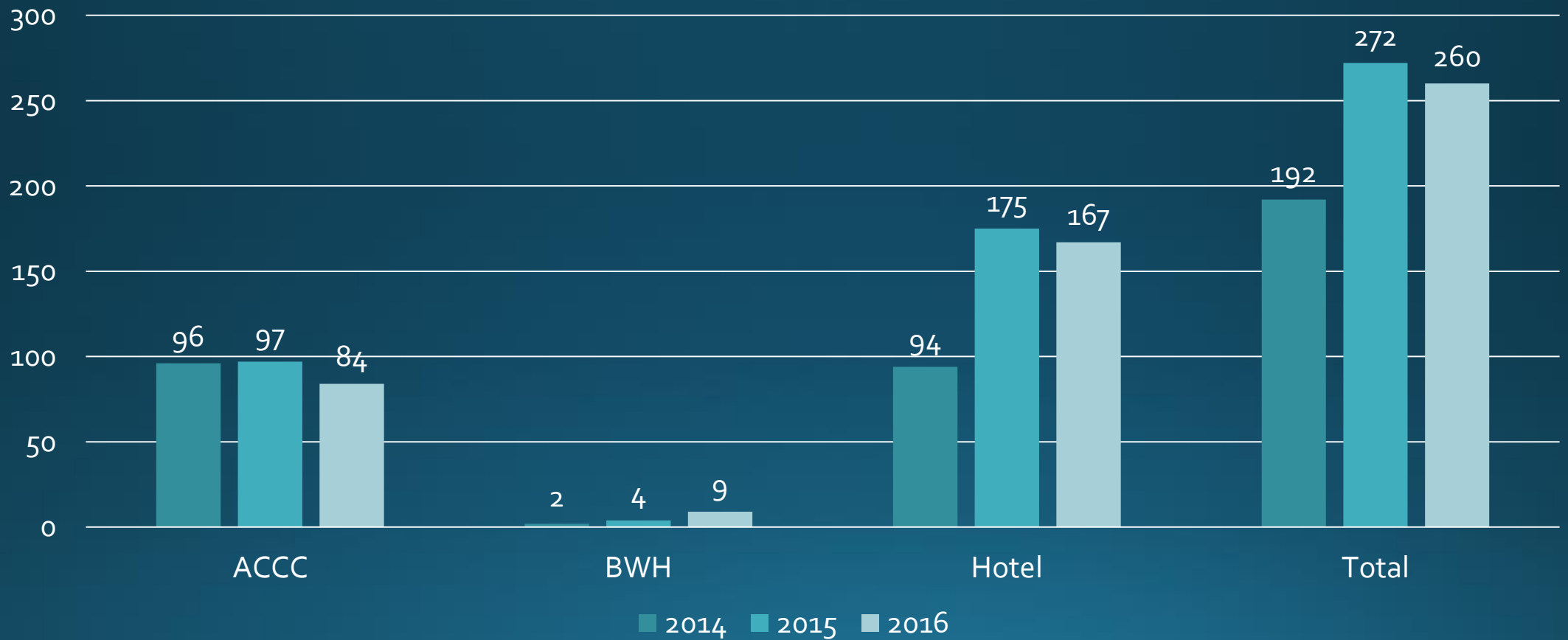
TAP Report

Period Ending November 30, 2016

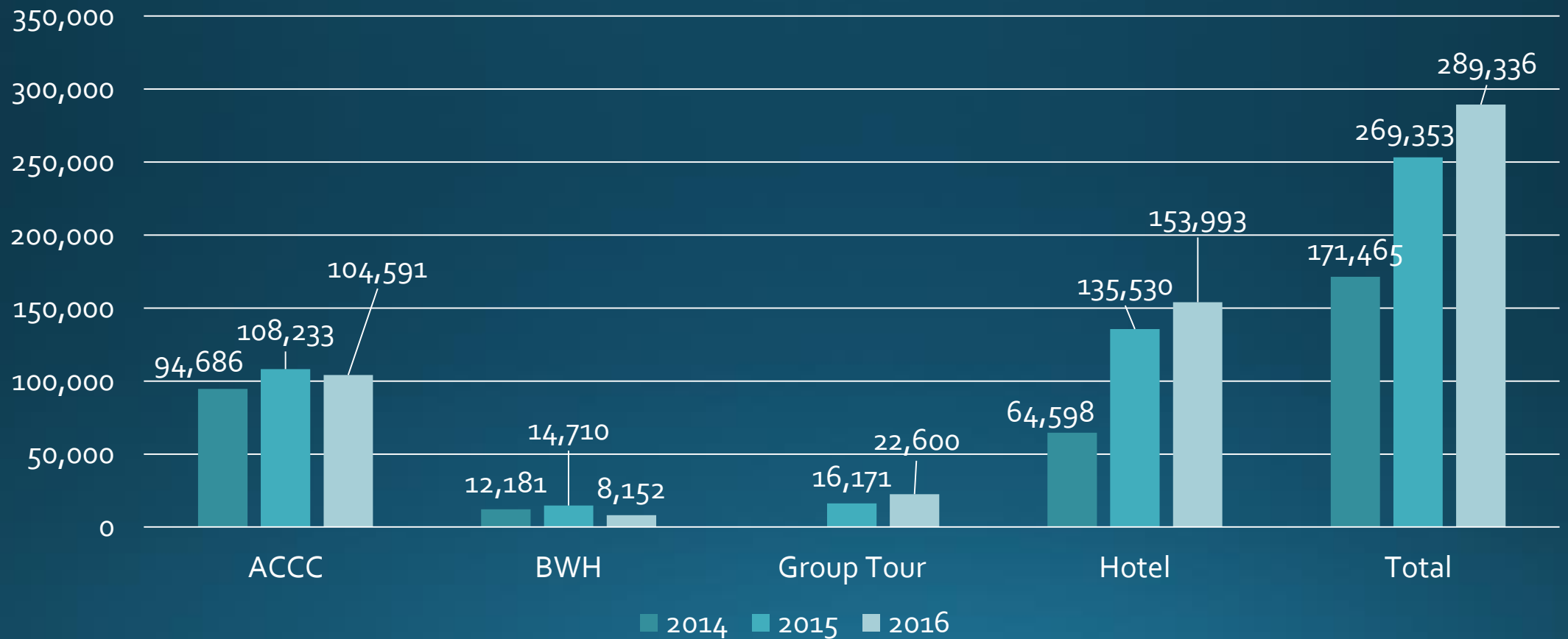
Atlantic City Room Nights	2016	2017	2018	2019	2020	2021	2022	2023	Total
Definite Room Nights	199,380	105,137	38,578	6,840	3,138	8,106	5,862	7,510	374,551
Pace Targets	172,752	97,458	35,919	16,444	8,388	4,866	4,040	2,390	342,257
Consumption Benchmark	173,270	173,270	173,270	173,270	173,270	173,270	173,270	173,270	1,386,160
Pace Percentage	115%	108%	107%	42%	37%	167%	145%	314%	109%
Total Demand Room Nights	472,563	362,055	178,215	92,098	32,132	38,989	5,862	11,030	1,192,944
Lost Room Nights	273,183	256,918	139,637	85,258	28,994	30,883	0	3,520	818,393
Conversion Percentage	42%	29%	22%	7%	10%	21%	100%	68%	31%
Tentative Room Nights	3,185	142,386	200,842	113,195	101,833	96,719	49,609	23,872	731,641

Meet AC Sales Activity

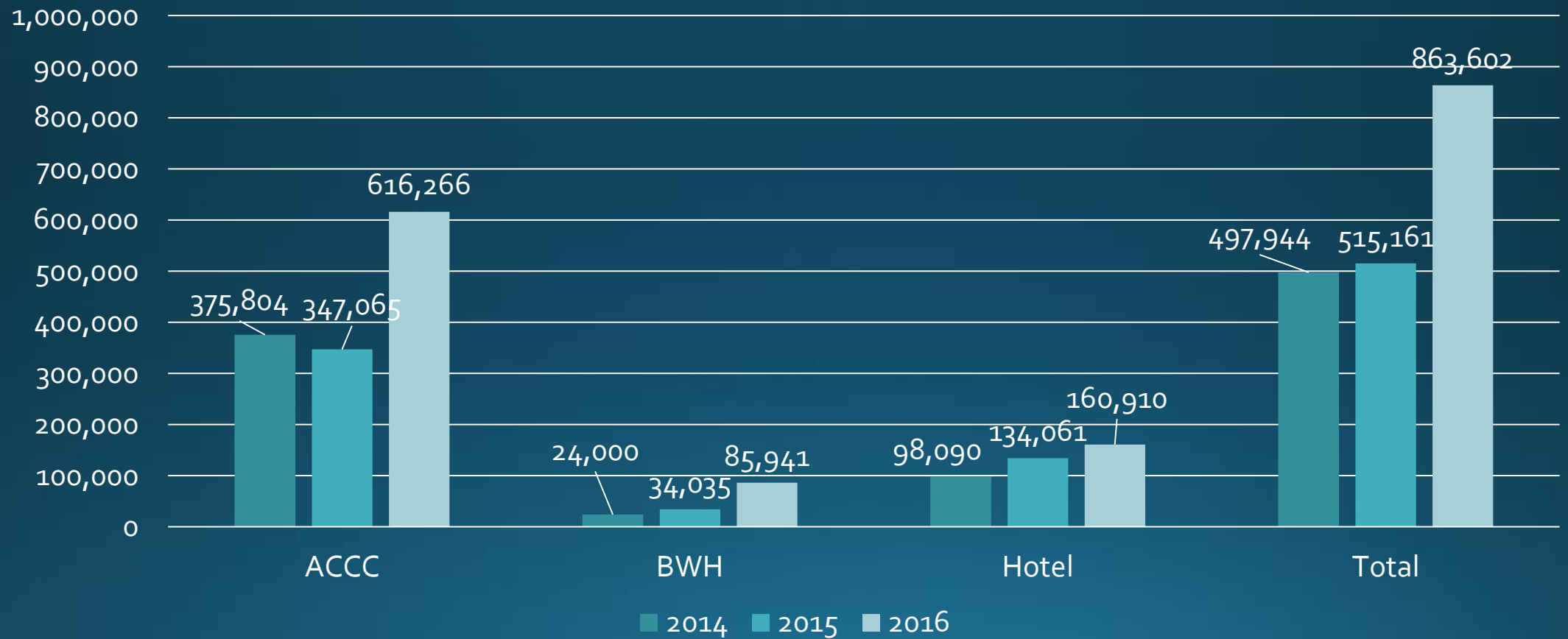
M&C Bookings



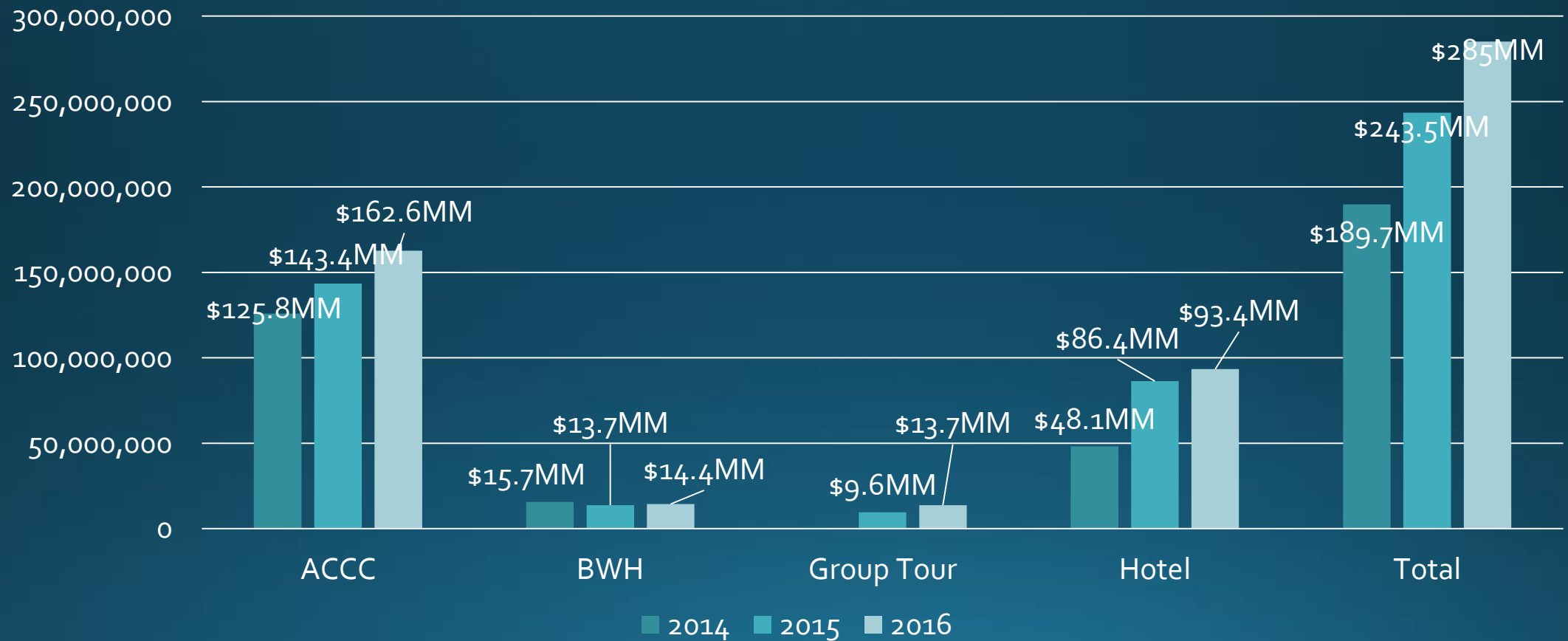
M&C Room Nights



Convention Delegates



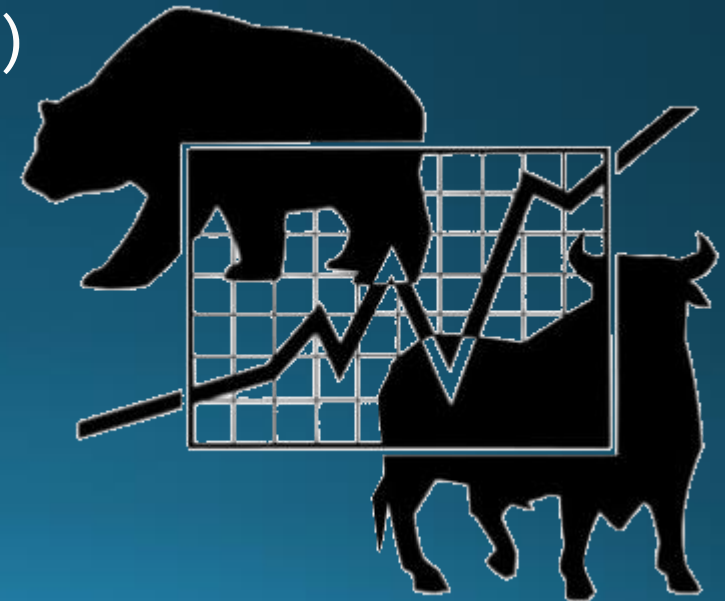
Projected Delegate Spending



Economic Impact Results & Analysis

In three years Meet AC has produced the following:

- **689,970** booked hotel room nights
- **\$735,575,593** in projected economic impact
- **\$18 Million** in hotel bed tax (Luxury Tax)



Economic Impact Results & Analysis

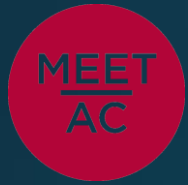
- In 2016, for every **\$1.00** invested in luxury tax revenue, Meet AC is returning approximately **\$35.14** back to the local Atlantic City economy.
- For every **one million dollars of luxury tax invested**, Meet AC is returning approximately **\$35,140,000** back to the local Atlantic City economy.



2017 M&C Trends - National Outlook

- Stronger Competition
- Traditional Marketplace is expanding to include international destinations
- Allowing demand to catch up with supply
- Meeting Professionals requesting more space for less money





2017 M&C Trends - Professional Meeting Planners Outlook

American Express 2017 Meeting Predictions via Smart Meetings

- Safety at Public Events
- Spending will remain relatively flat to 2016 levels
- Further Integration of Technology into meetings
- Slight turndown to the # meetings and # of attendees per meeting



Professional Convention Management Association (PCMA)

- The definition of meeting space will evolve
- What's outside of the convention center will matter even more. Planners now look at the whole city as the venue.
- Meeting Planners are faced with greater ROI challenges
- Healthier meal and concession options: "Each attendee's appetite will factor into their F&B decisions."

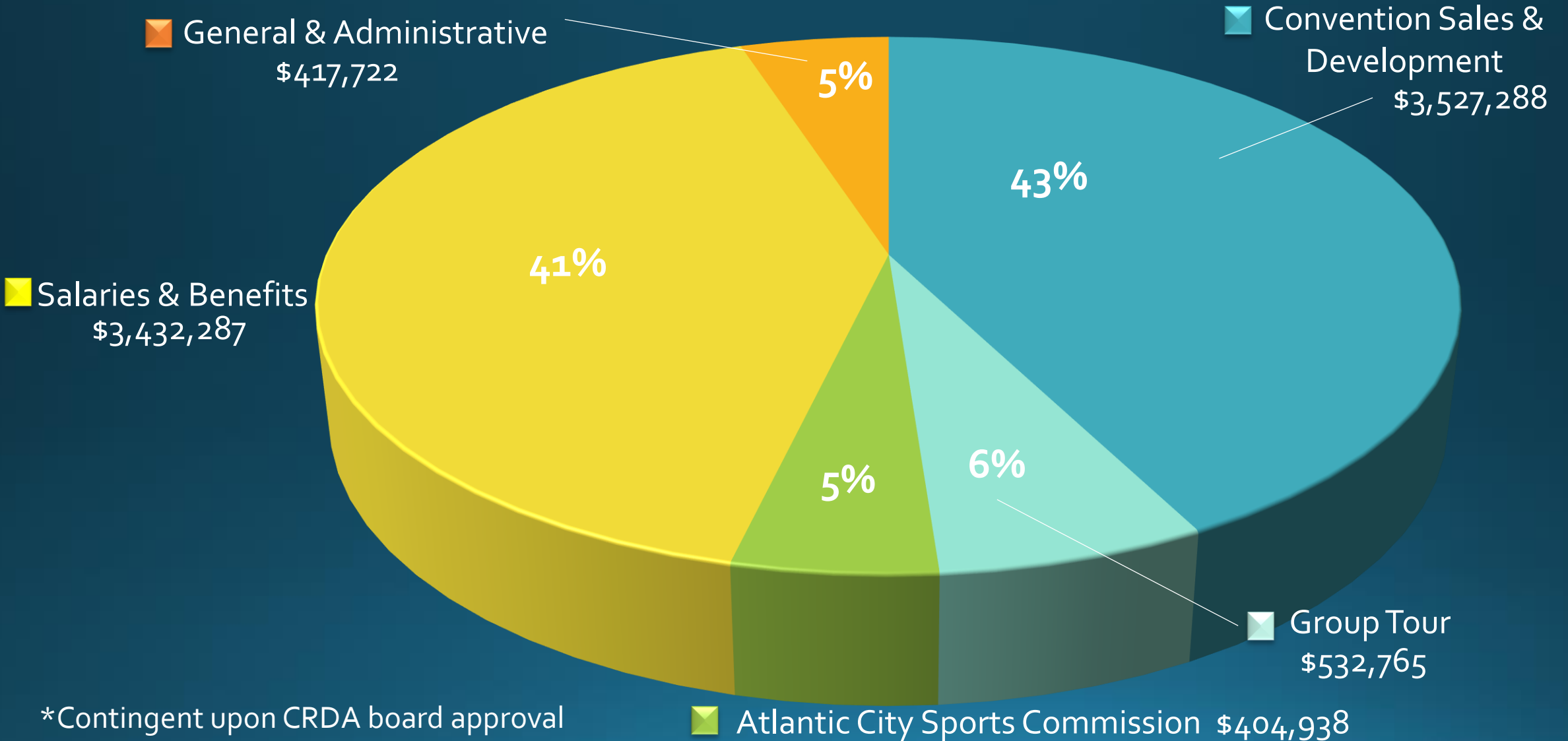
Proposed 2017 Meet AC Budget

Our 2017 line item budget* is supported by a detailed Marketing Plan. The budget supports sales, marketing & communications, convention services and administration:

- \$3,472,754 – Convention Sales & Development
- \$3,431,821 – Salaries & Benefits
- \$532,765 – Group Tour & Film Commission
- \$467,722 – General & Administrative
- \$409,938 – Atlantic City Sports Commission
- \$8,315,000 Total

*Contingent upon CRDA board approval

2017 Meet AC Budget

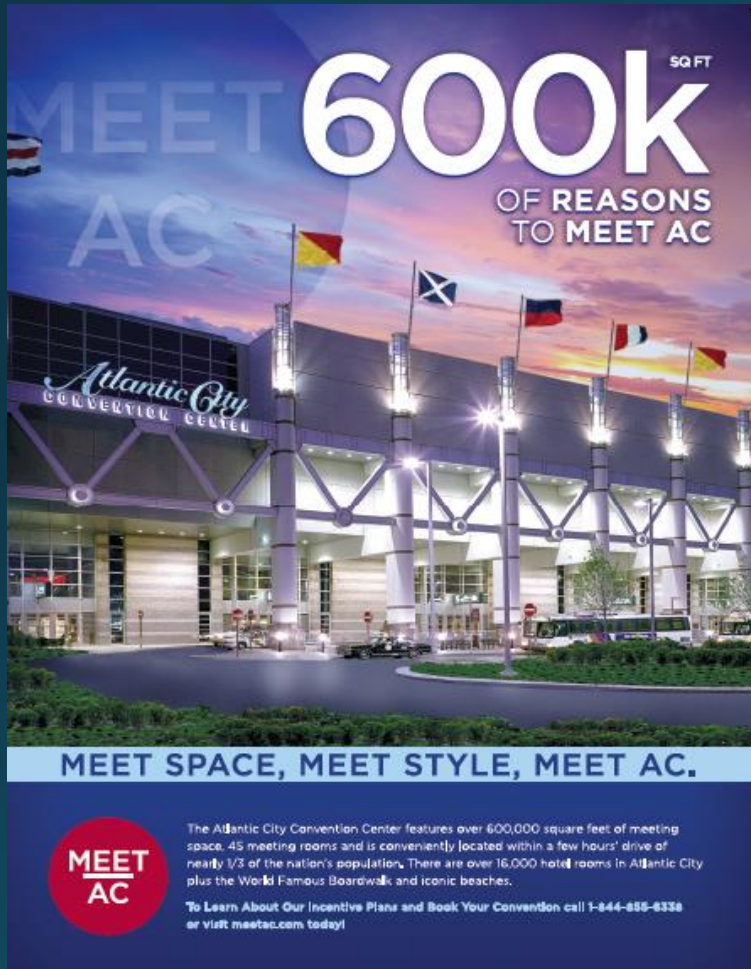




2017 Sales & Marketing Strategies

MEET
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2017 Print & Digital Advertising



MEET AC

600k^{50 FT}
OF REASONS
TO MEET AC

Atlantic City
CONVENTION CENTER

MEET SPACE, MEET STYLE, MEET AC.

MEET AC

The Atlantic City Convention Center features over 600,000 square feet of meeting space, 45 meeting rooms and is conveniently located within a few hours' drive of nearly 1/3 of the nation's population. There are over 16,000 hotel rooms in Atlantic City plus the World Famous Boardwalk and iconic beaches.

To Learn About Our Incentive Plans and Book Your Convention call 1-844-855-8338 or visit meetac.com today!



SURF
BOARDS

MEET WITH THE
BOARDS

RIDE THE
BOARDS

MEET AC

FOR ACROSS THE BOARD GREAT MEETINGS,
HAVE YOUR NEXT CONVENTION IN ATLANTIC CITY.

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Bucket List
#14. SHOP 'TIL HE DROPS

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YOUR LIST IN
ATLANTIC CITY!

TOUR
AC

AtlanticCityNJ.com



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SPORTS NO ONE ELSE
CAN COMPETE.

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SPORTS
COMMISSION

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Marketing Communications



Destination



Press Conferences



Video Podcasts



Promotional

STAY CONNECTED



Facebook



Twitter



YouTube



LinkedIn



Instagram

Marketing & Advertising Strategy – Atlantic City Convention Center

- \$370,000 Print Advertising Campaign in 21 trade publications
- \$315,000 Digital Media Campaign including social media, retargeting, Google Adwords & e-mail marketing
- Direct Mail & Telemarketing Campaign
- Pitch ACCC in Advertorial Opportunities
- M&C Journalist FAM's

Strategy #1 – Increase Atlantic City Convention Center Sales/Events

- Continued emphasis on increasing ACCC bookings
- Increase top line revenue in the ACCC
- Emphasize multi-year ACCC contracts
- Greater emphasis on prospects & tentative bookings
- Increase client incentive funding
- Partner with Spectra on building related matters
- Test new partnership-based approaches to attracting new shows
- Increase overall flexibility & competitiveness
- Assign room night & event goals to Meet AC sales team
- Focus on conventions requiring 75,000 sq. ft. or greater of exhibit space

Strategy #2 – Increase Atlantic City's Hotel's M&C Business

- Grow hotel room nights
- Attract more single property meetings and conventions
- Grow more sports related events
- Support AC Special Events
- Continue supporting a dynamic sales environment

Strategy #3 – Execute the 2017 Sales & Marketing Plan

- Host client Board meetings
- Attend industry shows
- Execute sales calls, sales missions, client events, etc.
- Utilize AC entertainment to host prospective clients
- Greater emphasis on the vertical markets that are producing for AC
- Build upon the growing multicultural market segment
- Target Third Party Organizations

Strategy #4 – Group Motorcoach

- Facilitating NJ State DMO Grant
- Capitalize on 2 new websites, touratlanticcity.com & atlanticcityfilm.com
- Continued partnership with NJ DMOs
- Maximize AC's international brand awareness
- Cooperative sales and marketing partnerships
- Attending industry shows
- Educating travel agencies & tour operators on AC's attributes
- Partner with NJ Film Commission

Strategy #5 – Improve Atlantic City's Image

- Aggressively market AC to offset this past year's negative press
- Develop positive Atlantic City content
- Perception of AC must change to help book future business
- Clients are asking "When will we hear some positive news about Atlantic City?"

Strategy #6 – Development of a Five Year Strategic Plan

- Identify new long term funding sources with industry support for Meet AC
- Increase sales & bookings for ACCC
- Leisure marketing initiatives
- Targeted consumer marketing
- Create Destination Development Plan
- Rebranding – Migration from Meet AC to Visit Atlantic City

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Meet AC Reports

- www.Meetac.com/reports





Thank You