

# 2018

MARKETING & SALES PLAN



# MEET AC

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





## EXECUTIVE MESSAGE



**JIM WOOD**  
**CHIEF EXECUTIVE OFFICER**

On behalf of the Meet AC Board of Directors and Meet AC staff we are pleased to present the 2018 Meet AC Marketing and Sales Plan for your consideration. To recap, in 2017 Meet AC continued to grow the meeting and convention market by exceeding its room night goals for the fourth consecutive year. We finished the year booking a grand total of 313,451 future hotel room nights for Atlantic City. The projected economic impact is approximately \$348 million. Also, this past year we continued to place a greater emphasis on driving more bookings and increased revenues into the Atlantic City Convention Center whereby insuring that every sales manager is assigned to drive business into the Atlantic City Convention Center. Our future bookings now reflect that shift with 65% of our business being driven into the Atlantic City Convention Center while the other 35% represents single property bookings.



**JEFF ALBRECHT**  
**MEET AC BOARD CHAIR**

In 2018, the primary mission of Meet AC will be to execute the strategies set forth in our Marketing and Sales Plan as we continue to drive additional meeting and convention business into the Atlantic City Convention Center as well as drive business into the hotels and casino resorts. Several strategies include the ongoing identification of the Mid-Atlantic groups that can drive to Atlantic City. Over the years we've lost a significant amount of the meetings and convention market because our primary airport is just over an hour's drive from Atlantic City. We will also continue to drive more state corporate



and association business into Atlantic City, plus continuing to offer multi-year contracts when the opportunity arises.

Meet AC will continue its all-out sales and marketing blitz by the placement of our advertising message in publications that will reach our primary targeted customer base. Our team will also be attending numerous trade shows especially those shows designed to have client appointments which have proven to be very beneficial for us as we continue to bring new convention business into Atlantic City. The Atlantic City Sports Commission continues to attract more sports conventions and sporting activities to Atlantic City. Sporting events are big business as we will continue to grow our sports market by 20% year over year.

The Meet AC Group Tour Department continues to excel, booking 34,279 future motor coach room nights, generating in excess of \$30 million in 2017. We will be hosting the Travel Alliance Partners (TAP) in 2018 which will help us to book additional, new motor coach business into Atlantic City.

Our 2018 marketing efforts will be to continue to emphasize the Atlantic City Convention Center with the utilization of targeted advertising placement, digital marketing featuring virtual reality and developing featured destination story lines that can be pitched to the trade media. Meet AC will also be emphasizing a more destination-based advertising message as clients typically buy the destination first. We

fully expect to receive significant consideration with the scheduled opening of Hard Rock Casino and the proposed sale of Revel. We will be able to build a significant press message around reopening of both properties.

Once again on behalf of the entire Meet AC organization, we are very confident that our 2018 Marketing and Sales Plan contains the right strategies required for us to continue to achieve our mission. We wish to thank the Casino Reinvestment Development Authority for their full support including funding of Meet AC. Plus we would like to recognize and personally thank the Meet AC Board who dedicate their time helping us all achieve success.



# TABLE OF CONTENTS

2-3   EXECUTIVE MESSAGE	4   CONTENTS & MEET OUR TEAM	5   FINANCE	6   CONVENTION CENTER
7-11   SALES OVERVIEW	12-13   SERVICES OBJECTIVES	14-15   MARKETING OVERVIEW	16-17   PUBLIC RELATIONS
18-21   ADVERTISING CAMPAIGN	22-23   AC SPORTS COMMISSION	24-26   TOUR AC	27   AC FILM COMMISSION

# MEET OUR TEAM

MARKETING



Karina Anthony,  
Marketing Director

Jessica Kasunich,  
Communications Manager

Joseph Huntenburg,  
Marketing Coordinator

SPORTS COMMISSION



Daniel Gallagher,  
National Sales Manager

LEISURE, GROUP & FILM



Heather Colache,  
Sales Manager

SALES



Gary Musich,  
Vice President of Sales

Michele Turturro Young,  
Executive Assistant to the CEO & VP of Sales

Sandi Harvey,  
Senior Director of Sales

Joan Mooney,  
Director of Sales

Mike Reynolds,  
National Account Director

Tanya Curran,  
National Account Director



Patrick McCormick,  
National Account Director

Anne Bergen,  
National Account Director

Laura Terrero,  
National Sales Manager

Michele Murphy,  
Sales Assistant

Nicole Lacle,  
Sales & Systems Administrator

FINANCE



Caren Fitzpatrick,  
Director of Finance & Administration

Nancy Taylor,  
Financial Support Specialist

CONVENTION SERVICES



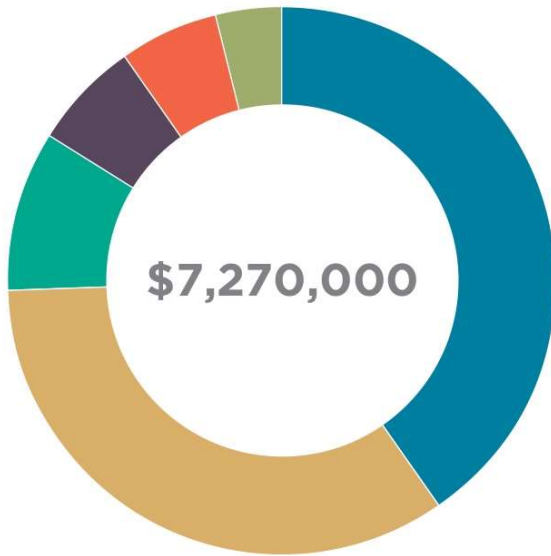
Mary Moliver,  
Director of Convention Services

Margie Hurley,  
Convention Services Manager

Alisa Doyle,  
Convention Services Manager

Casey Sickler,  
Convention Services Coordinator

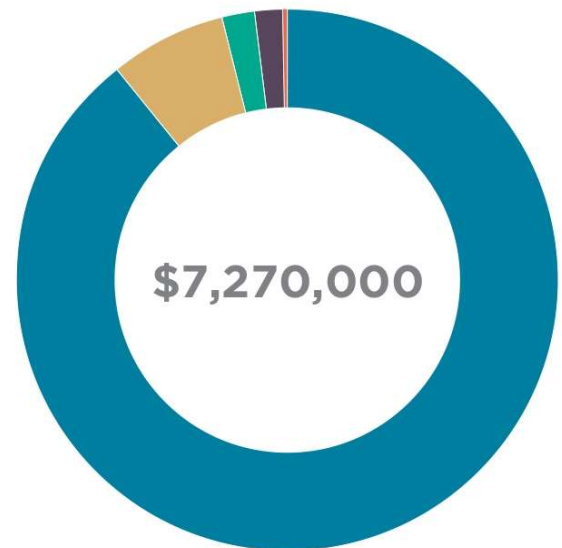




## FY2018 BUDGET REVENUES



## FY2018 EXPENSES



## EXPENSES BREAKDOWN



### ADMINISTRATIVE



### MEET AC CONVENTION SALES



### ATLANTIC CITY SPORTS COMMISSION



### GROUP TOUR/FILM/INTERNATIONAL





## BY THE NUMBERS

- Includes 500,000 sq. ft. of exhibit space, divisible into 5 sections.
- 45 breakout rooms containing 109,000 sq. ft. of meeting space.
- Onsite parking garage that can accommodate 1,400 automobiles.
- Atlantic City Rail Terminal that operates daily to Philadelphia.
- Averaging 82 events per year, equaling 185 event days per year.

## FOOD & BEVERAGE

- New banquet and small wares equipment upgrades.
- New concession carts that have LED menu boards.
- Improvements to the concession areas with new flooring and paint.
- New concession point of sale equipment providing for more efficient service.

2018 Projected Gross Revenue  
**10,493,488**

2017 Projected Gross Revenue  
**9,517,000**

2016 Gross Revenue  
**8,904,070**

2015 Gross Revenue  
**9,311,451**

2014 Gross Revenue  
**10,314,268**

2013 Gross Revenue  
**9,706,386**

## CAPITAL IMPROVEMENT PROJECTS

- In 2017 the Outdoor Marquee on the side of the building was completed and is welcoming groups to Atlantic City.
- LED lighting project continues and is underway in the Atrium, making a noticeable difference to our guests.
- New equipment purchased in 2017 including staging, tables, chairs & dance floor.



- Planning underway for a new wayfinding signage system and “wave wall” marquee in the venue.
- Painting and maintenance on our exhibit hall plus moveable air walls.
- Restroom renovations are out to bid and will be underway in 2018.
- Renderings have been approved and pricing is occurring on Hall A renovation and “Laptop Lounges” in the exhibit halls.
- ADA upgrades on additional doors leading into the center.
- New trash cans and recycling containers throughout the venue.

## GOALS

- Work seamlessly with Meet AC and across departments to operate as one team to increase event days at the AC Convention Center.
- Continue to find the best methods to run our business and serve our clients.
- Work to complete capital project investments to the venue to upgrade technology, content and infrastructure to optimize revenue, manage expenses, and exceed client expectations.



## KEY OBJECTIVES & MARKETS WE WANT TO REACH

- State and Regional Association
- Corporate
- National Association
- Sports

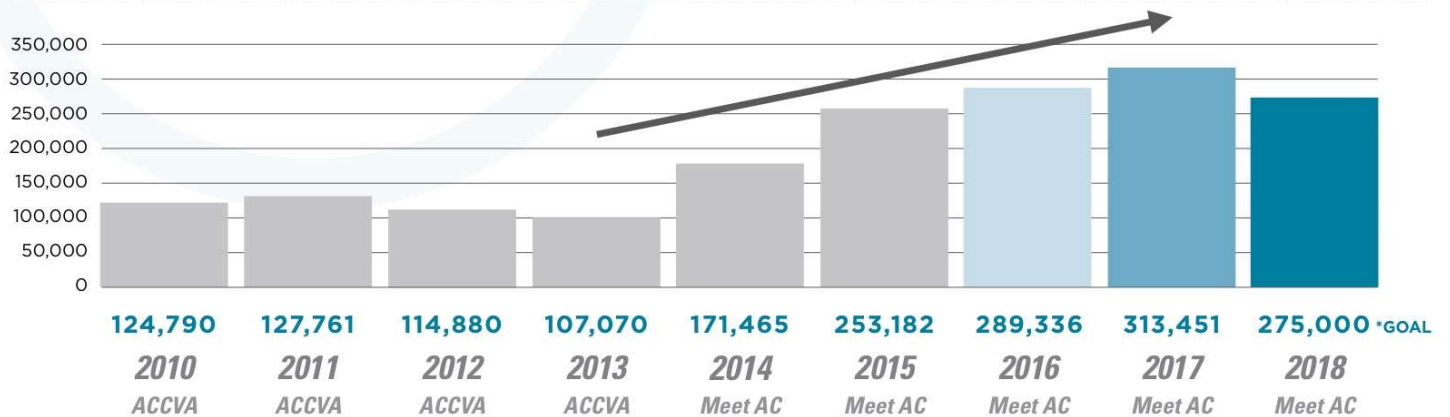


## TARGET MARKETS

Atlantic City is within driving distance to 40% of the nation's population.



## ANNUAL ROOM NIGHT BOOKING REPORT



## OUR PRIORITY GOALS

- To market the awareness of the meeting capabilities of AC.
- To formulate and implement targeted meeting sales strategies.
- To identify qualified meeting/convention sales leads.
- To convert meeting/convention sales leads to new business.
- To provide value added meeting/convention services.



### MISSION

OUR MISSION IS TO CREATE  
ENHANCED VISITOR SPENDING  
AND ECONOMIC IMPACT THROUGH  
ATTRACTING MEETINGS AND  
CONVENTIONS TO AC.



### VISION

OUR VISION IS TO BECOME  
A PREEMINENT RESORT  
DESTINATION SALES AND  
MARKETING ORGANIZATION  
FOCUSING ON THE MEETING  
& CONVENTION MARKETS.



# 2018 CONVENTION DEVELOPMENT CALENDAR

## JANUARY

- ESPA
- PCMA Convening Leaders
- RCMA Emerge Conference
- PCMA Mixer/Sales Calls
- Independent Planners Education Conference

## FEBRUARY

- Connect Diversity Marketplace
- AMC Institute Annual Meeting
- IFA Annual Convention
- NY PCMA Education Day
- Luke Bryan Concert FAM
- DI Destination Showcase

## MARCH

- NECVB Reps (3 events)
- Meet NY
- Experient EnVision
- Super Niche 2018

## APRIL

- SISO CEO Summit
- ASAE XDP
- CEM Week
- Helms Briscoe

## MAY

- Mother's Day Mini FAM
- NYSAE Annual Meeting
- AFL-CIO Labor of Love
- DC Showcase (Client Event)
- Professional Fire Fighters Association

## JUNE

- MPI WEC
- DSA Annual
- New Jersey Client Event
- PCMA EduCon (Education Conference)
- MASAE Mid-Year
- Meetings Quest

## JULY

- DI (Destinations International) Annual
- LULAC National Convention (League of United Latin American Citizens)

## AUGUST

- SISO Leadership Conference
- ASAE Annual Meeting & Expo
- NECVB Reps Retreat
- CONNECT/Collaborate Marketplace
- MASAE Golf Tournament

## SEPTEMBER

- Miss America Experience
- Miss America FAM
- CEM Week
- NY/DC IAEE Event
- TSE Gold 100

## OCTOBER

- ASAE Summit Awards
- Connect Faith
- Connect Medical
- IMEX America
- Redskins Client Event
- New York Client Event

## NOVEMBER

- FICP Annual Conference
- CMP Conclave

## DECEMBER

- IAEE Expo Expo
- MASAE Annual
- NY Giants Client Event
- CVB Reps Holiday
- NY IAEE Event
- MPI/PCMA Holiday
- NYSAE Event

# CONVENTION SALES VERTICAL MARKET STRATEGIES

## VERTICALS

- Athletics & Sports
- Automotive
- Building/Construction
- Education
- Energy
- Insurance/Financial
- Food Service
- Franchise
- Fraternal Groups
- Government
- Healthcare & Pharmaceuticals
- Heavy Equipment
- Marketing Industry
- Military
- Multi-Cultural
- Organized Labor
- Publishing & Media
- Regional Associations
- Technology
- Retail
- Small Meetings
- State Associations

## STRATEGY #1

### INCREASE ATLANTIC CITY CONVENTION CENTER SALES/EVENTS

- Increase incentive funding for Atlantic City Convention Center (ACCC) bookings.
- Increase top line revenue in the ACCC.
- Multi-year contracts – continue efforts to secure multi-year agreements.
- Tentative booking growth to 800,000.
- Multicultural market segment opportunities for ACCC.
- Partner with Spectra on national sales opportunities.

## STRATEGY #2

### INCREASE ATLANTIC CITY'S MEETING & CONVENTION BUSINESS

- Increase hotel room nights with new Atlantic City products and additional properties scheduled to open in 2018.
- Attract more single property meetings and conventions through hotel partnerships.
- Grow youth sports-related events.
- Support citywide special events with room and services backing.



### STRATEGY #3

#### EXECUTE THE 2018 SALES & MARKETING PLAN

- Host client board meetings.
- Attend targeted industry shows.
- Execute our sales calls, sales missions, client FAM's, etc.
- Utilize Atlantic City's top entertainment to draw prospective clients.
- Greater emphasis on the vertical markets that are producing for Atlantic City.
- Third Party Providers.
- Emphasis on available research tools to identify potential business.
- Utilizing new & updated technology to enhance documentation.

### STRATEGY #4

#### IMPROVE ATLANTIC CITY'S IMAGE

- Aggressively market Atlantic City to offset this past year's negative press.
- Capitalize on current positive momentum.
- Continue focus on growth and new investment in Atlantic City.

### STRATEGY #5

#### DEVELOPMENT OF A FIVE YEAR STRATEGIC SALES PLAN

- Review relevant research.
- Stakeholder engagement (feedback).
- Future funding review and approach.
- Synergy between Meet AC, CRDA, ACCC, casinos, hotels & attractions.
- Review of the sales and booking goals.
- Leisure market program.







## CONVENTION SERVICES OBJECTIVES

### #1. Through the Client Direct Program, Convention Services will provide support to conventions, meetings and tradeshows in Atlantic City.

- Through the use of our Convention Services Kit, familiarize planners with the services that Meet AC has to offer.
- Continued promotion of transportation assistance which includes airport transportation information, convention shuttle assistance and rental car program assistance. Also providing air/airport, train and bus information for Atlantic City.
- Generate, at a minimum, 400 Convention Services Leads to assist planners with acquiring information pertaining to their show, while supporting local businesses in the Atlantic City area.
- Event planning for clients, including spouse programs, private luncheons, receptions and dinners, team building and group outings.
- Show Me Your Badge Program offering discounts to attendees for local businesses.
- Citywide Banner Program. Work with the CRDA to assure proper installation and dismantling of banners for conventions at the Atlantic City Convention Center and select public events. Work with meeting planners to design and produce banners for new, qualified shows.
- Promote the Meet AC signage program, which includes digital signage on the Wave garage, the Convention Center marquis and the Boardwalk Hall marquis. Continue to define the newly implemented citywide signage program, the Atlantic City Expressway signage and the Convention Center lightboxes.
- Provision of promotional materials for meetings and tradeshows.
- Maintain proactive relationships with annual clients through phone and email.
- Building relationships with new clients through active participation in site visits and offering assistance with their program.
- Presence during shows, supporting the needs of the Meeting Planner.



**#2. Provide planners with professional, experienced on-site registration staffing support including computer operators, room monitors, show office support, and market researchers. In addition, provide specialized, highly trained tradeshow booth sales staff.**

- Recruit and train qualified persons to provide effective show support.
- Formulate relationships with Stockton University and Atlantic Cape Community College to broaden the scope of qualified persons.
- Convention Services Manager to work directly with show manager and registration company representatives to design a viable show support schedule.
- Convention Services Manager to provide on-site support to show management during show.
- Build a volunteer database of qualified personnel to assist with various Atlantic City Sports Commission events.

**#3. Effectively implement client events, familiarization trips, sponsorships and special events for Meet AC.**

- Meet with executive and sales staff to brainstorm concerning events specific to their defined goals. Proceed to design said events, with an emphasis on the vision, incorporating the Atlantic City message.
- Implement Meet AC's Travel Calendar and tradeshow activities to enable brand consistency, productive marketing of Atlantic City for the convention and meetings industry.

**#4. Identify Convention Services industry-related organizations, attend yearly and monthly meetings and become involved on committees, thus broadening Atlantic City's exposure and fostering industry-wide relationships and promoting professional growth.**

- Participate in meetings for ESPA, ISES, NJ Staffing Association, PCMA, and the Atlantic City Concierge Association.

**#5. Continued industry-specific training for Convention Services Managers.**

- Completion of CMP Certification by all Convention Services Managers by end of 2019.
- Begin lead generation tracking for all Convention Services Managers.

**#6. Continue to provide the highly successful Restaurant Reservation Program to shows and meetings in the Atlantic City Convention Center.**

- Through the continuation and promotion of the Show Me Your Badge Program, we can drive additional customers to Atlantic City restaurants and attractions.
- Connect with our friendly and welcoming Atlantic City professionals for recommendations and reservations at any of the various locations Atlantic City offers.



MEET  
AC

## MARKETING PLAN OVERVIEW

Meet AC recognizes that today's meetings and conventions marketplace is a highly-competitive environment requiring a fully-integrated, multi-channel approach as it relates to key marketing strategies and tactics. Armed with a newly-branded, highly creative advertising campaign showcasing "The Atlantic City Experience," Meet AC will utilize a combination of major print and digital advertising, e-marketing, social media, podcasts and video presentations to reach and attract meeting and convention planners across all of our targeted segments.



# MARKETING COMMUNICATIONS STRATEGY FOR NEW BUSINESS

**A 12-month communications strategy aimed at targeting new convention center business while sending e-marketing and direct mail marketing about developments and positive press in Atlantic City. This consistent messaging will be sent by Meet AC Marketing with follow up from Meet AC Sales.**

**JANUARY**

Meet AC, Year in Review.

**JULY**

Soaking up Summer in Atlantic City, Head to AC to Experience Unique Beach Events from 40 to 40,000

**FEBRUARY**

Roll Out 2018 Advertising Featuring Ways to EXPERIENCE Atlantic City.

**AUGUST**

The Ways Meet AC Makes for a Seamless Meeting Featuring Convention Services .

**MARCH**

Teambuilding Activities in Atlantic City for your Groups.

**SEPTEMBER**

MEET AC! Get to Know Meet AC's Sales Team via Podcast.

**APRIL**

Corporate Social Responsibility in Atlantic City.

**OCTOBER**

Positive Press in Atlantic City.

**MAY**

Direct Mail: Find your way BACK to Atlantic City with the Tile Mailer.

**NOVEMBER**

Meet AC Thanksgiving Card.

**JUNE**

Atlantic City Convention Center Incentive Package.

**DECEMBER**

Holiday Marketing Messaging.

## 2018 EDITORIAL/ADVERTORIAL FOCUS

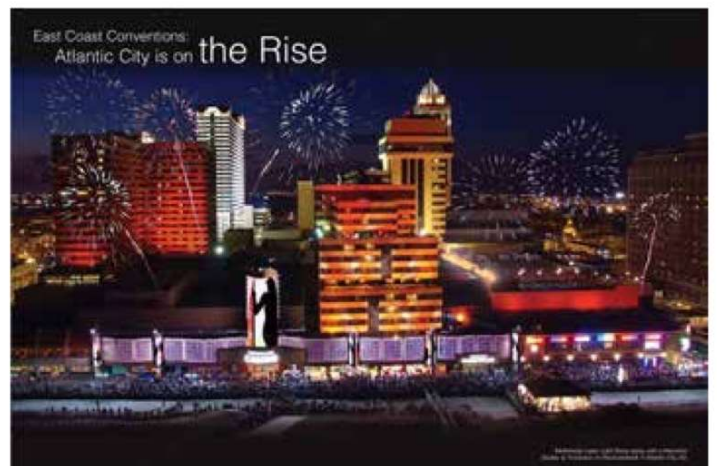
While the Atlantic City Convention Center remains to be our biggest conversation piece, Meet AC will begin the discussions on the revitalization of Atlantic City as a meetings destination. Meet AC's editorial and advertorial will focus on Atlantic City's redevelopment, which will highlight the purchase & renovation of Taj Mahal Casino into Hard Rock Casino & Hotel plus the addition of Stockton University to the Chelsea neighborhood in Atlantic City's Southern Tourism District. Meet AC will also turn attention to renovated properties, addition of meeting space, new restaurant concepts and enhanced tourist attractions. Editorial and advertorial will focus on the promotion of large scale events that the destination produces (i.e. Beach Concerts, Atlantic City Air Show, Miss America) and how these events can be utilized as FAM's and for meeting planner site visits.



## 2018 PROSPECTIVE COVER STORIES

**Below are the trade publications that the Marketing and Communications department has had discussions with for prospective cover stories in 2018.**

- Smart Meetings Magazine
- Meetings Today Magazine
- Mid-Atlantic Events Magazine
- Prevue Magazine
- Northeast Meetings + Events







## 2018 MEDIA FAMILIARIZATION (FAM) TRIPS

- Highlight reopening of TEN (formerly Revel) with the addition of 160,000 sq ft of meeting space.
- Showcase the new Hard Rock Hotel and Casino once complete/Steel Pier Observation Wheel.
- Showcase Borgata's new Central Conference Center and celebrity chef-owned restaurant.
- Invite select members of the media to client FAM's; i.e. – concerts and various destination events.



## GOALS

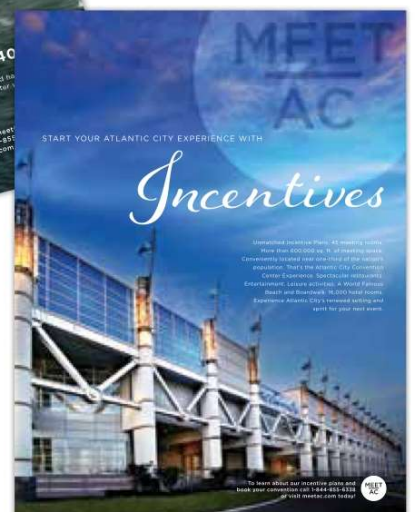
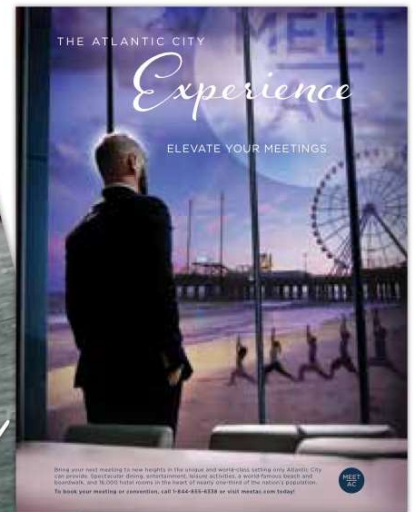
- Distribute 30-40 press releases
- Generate and service 2 media FAM trips
- Generate 80,000 media impressions



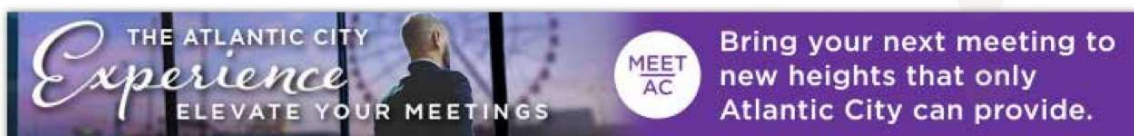


# 2018 ADVERTISING CAMPAIGN

## PRINT ADS



## DIGITAL ADS





## PRINT & DIGITAL ADVERTISING

**Meet AC will be advertising in these trade publications, their websites and via their e-blasts.**

- Association Convention & Facilities
- Associations Now
- BizBash
- Black Meetings & Tourism
- Connect
- Convention PlanIt
- Corporate Meeting & Incentive Travel
- CVENT
- Facilities & Destinations
- Hispanic Meetings and Travel
- M&C + Successful Meetings
- Meetings Today
- Mid-Atlantic Events Magazine
- Meeting Professionals International
- Northeast Meetings + Events
- NJ Business
- PCMA Convene
- Prevue
- Smart Meetings
- Trade Show Executive
- Trade Show News Network
- USAE - The Weekly Community Newspaper of Associations, CVBs and Hotels.

**meetings**  
PEOPLE + PLACES  
**TODAY**

**Trade Show Executive**



MEETING PROFESSIONALS INTERNATIONAL

THE WEEKLY COMMUNITY  
NEWSPAPER OF  
ASSOCIATIONS, CVBs  
AND HOTELS

**USAE**

**Smart**meetings

**NORTHSTAR**  
MEETINGS GROUP

**m&c**

Successful  
**MEETINGS**

**MeetingNews**

**INCENTIVE**

## DIGITAL MEDIA

**Meet AC will drive traffic to [www.meetac.com](http://www.meetac.com) via banner advertisements, programmatic advertising and retargeting. Not only will Meet AC advertise on trade show publication websites; digital ads will be placed on social media Google Adwords, and as a retargeting campaign prior and post major tradeshow.**

- All 5 websites are optimized for mobile.
- All planning guides and marketing collateral are available digitally and always up to date.
- Convention Calendar of Events is updated every hour on the hour for the most timely information.
- Meet AC's website is linked to the destination website with a daily update of the Calendar of Events.

## 2017 STATISTICS & 2018 GOALS (PROJECTING 15% INCREASE)

### GOOGLE ADWORDS

**8.20%** Click-Through Rate (*performing above the industry average*) | 2018 Goal: **9.51%** CTR

**1,885,697** Impressions | 2018 Goal: **2,168,552** Impressions

**154,671** Clicks | 2018 Goal: **177,871** Clicks



## WEBSITE ANALYTICS

**261,866** Page Views | 2018 Goal: **301,146** Page Views

**300** Active Users Per Day | 2018 Goal: **345** Active Users Per Day

**77,127** Organic Searches | 2018 Goal: **88,696** Organic Searches

## SOCIAL MEDIA

**Meet AC will continue to post relevant articles and engaging items that meeting planners would find beneficial in addition to driving traffic to our website by cross-posting links to our site. Meet AC will be incorporating Facebook advertising for Meet AC & the Atlantic City Sports Commission Facebook pages.**

**1,219** Facebook Likes | 2018 Goal: **1,402** Likes

**1,542** Twitter Followers | 2018 Goal: **1,773** Followers

**863** Instagram Followers | 2018 Goal: **992** Followers

**209** LinkedIn Followers | 2018 Goal: **240** Followers

**28,264** Total Combined YouTube Views | 2018 Goal: **32,504** Views





## VIDEOS & PODCASTS

**Meet AC's Marketing Team distributes monthly podcasts which the Meet AC Sales Team shares with clients and presents at tradeshow. These podcasts showcase the unique aspects of Atlantic City and are an interactive way for attendees to see our city.**

## 2018 PODCAST SCHEDULE

### JANUARY

Reflecting on a Successful 2017 & New Developments for Atlantic City.

### JULY

Walking Tour of Atlantic City Featuring Time Lapse Through the Tourism District.

### FEBRUARY

State of the Center Featuring Upgrades & Upcoming Convention Center Shows.

### AUGUST

Beach Bars Update to Bungalow, Bally's Beach Bar & Chelsea.

### MARCH

Diversity in Atlantic City, Embracing Our City's Culture & Diverse Neighborhoods.

### SEPTEMBER

Get Out on the Boardwalk! Races, Festivals & More on the World Famous Atlantic City Boardwalk.

### APRIL

Meet the Team, Get to Know Meet AC's Sales Team.

### OCTOBER

Outside of AC - Stay in AC while enjoying Fall activities in the cities of nearby Ventnor, Margate & Brigantine.

### MAY

Gearing up for Summer at the Shore - Entertainment, Open Beaches & More.

### NOVEMBER

Local Eats Update to Atlantic City Dining Establishments.

### JUNE

History of Atlantic City, Looking at Then & Now.

### DECEMBER

Holiday Shopping in the City Featuring Tanger Outlets The Walk, Local Shops & Casino Boutiques.

## WHAT WE DO

- Bid and Event Management
- Venue Selection
- Government Relations
- Support Services
- Entertainment
- Public Relations
- Marketing

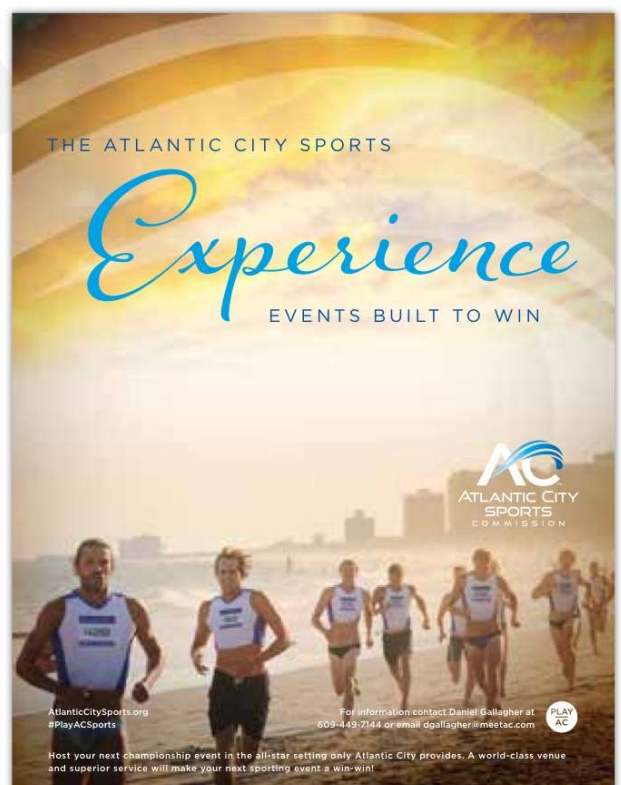
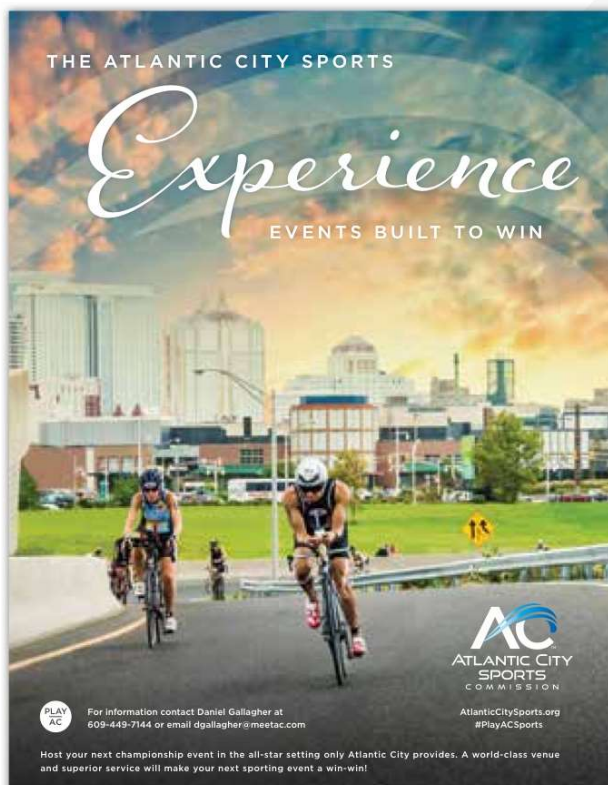
**The Atlantic City Sports Commission will increase social engagement in 2018 with aggressive objectives for Facebook, Twitter & Instagram. 85% of posts will be in reference to events that have been booked by the Atlantic City Sports Commission. Short live streaming videos, attendee engagement and**

**promotion of events will be just some of the strategies incorporated. Interaction with the following social brands will increase exposure and lead to more followers who are interested in the sporting events industry:**

- Sports Destination Management, @SportsDestinationManagement
- Connect Sports, @goconnectsports
- National Association of Sports Commissions, @SportsCommissions
- SportsEvents Media, @SportsEventsMedia
- The ACSC will also interact will all upcoming events' Facebook and Twitter pages.

**For more information, please visit [atlanticcitysports.org](http://atlanticcitysports.org) and request a copy of the Sports Planning Guide.**

## PRINT ADS





## SPORTS COMMISSION DEVELOPMENT CALENDAR

JANUARY

- Sports Express

MARCH

- Maxwell Awards

APRIL

- National Association of Sports Commissions (NASC) Sports Event Symposium

JULY

- Sports FAM

AUGUST

- CONNECT Sports

SEPTEMBER

- S.P.O.R.T.S. The Relationship Conference

OCTOBER

- TEAMS '18

DECEMBER

- XLIVE



## OUR GOALS

- Attract and host professional and amateur sporting events.
- Achieve the sports room night goals.
- Achieve the economic impact goals.



### MISSION

THE AC SPORTS COMMISSION STRATEGICALLY SOLICITS, CREATES & SUPPORTS SPORTS RELATED EVENTS AND BUSINESSES THAT ENHANCE OUR COMMUNITY'S ECONOMY.



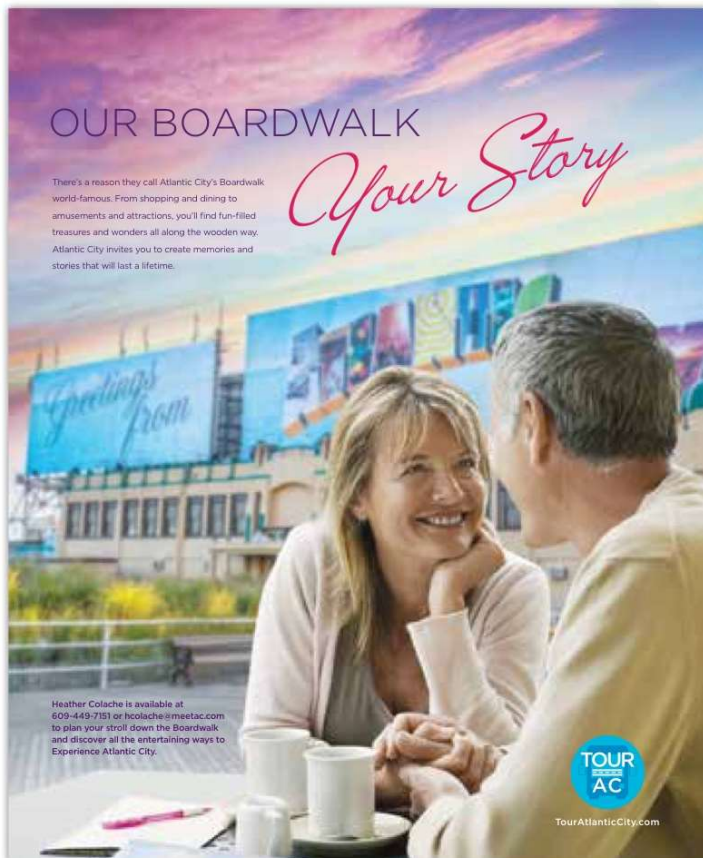
### VISION

TO BE RECOGNIZED BY OUR GOVERNMENT PARTNERS, BUSINESS AND COMMUNITY LEADERS AND EVENT CLIENTS AS THE PRIMARY ORGANIZATION IN ATLANTIC COUNTY THAT DRIVES SPORTS TOURISM AND ECONOMIC DEVELOPMENT THROUGH SPORTS.

## ABOUT

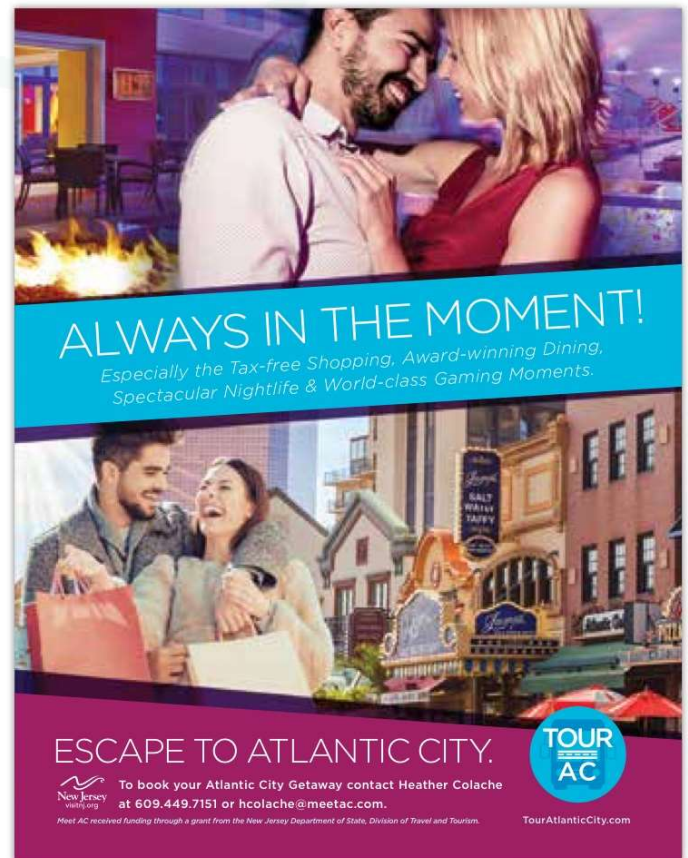
**Atlantic City has entertained guests for over 150 years with our unique attractions, restaurants for any taste and budget and tax-free retail shopping that continues to grow each year. Groups large or small can enjoy a variety of itineraries suitable for those that are young and young at heart. Tour AC receives international recognition through Brand USA & the United States Tourism Office to international travelers.**

## PRINT ADS



## GOALS

1. Attract the group motorcoach and international industry.
2. Achieve room night goals & grow economic impact.
3. Attend industry shows.
4. Improve brand recognition through sales calls, client events, advertising and web presence.
5. Facilitate Tourism Grant to enhance tourism initiatives.





# 2018 TOURISM DEVELOPMENT CALENDAR

## JANUARY

- United Motorcoach Association Motorcoach Expo
- ABA (American Bus Association)

## FEBRUARY

- Connect International

## MARCH

- PBA (Pennsylvania Bus Association)
- Maryland Motorcoach

## APRIL

- AFCI Locations Show
- Yankee Trails

## MAY

- North American Journeys East

## JUNE

- IPW
- TAP (Travel Alliance Partners)
- PA Bus Spring

## AUGUST

- Friendship Tours
- Bus Association of New York (BANY)

## SEPTEMBER

- AAA Central
- Virginia, North & South Carolinas Joint Meeting

## OCTOBER

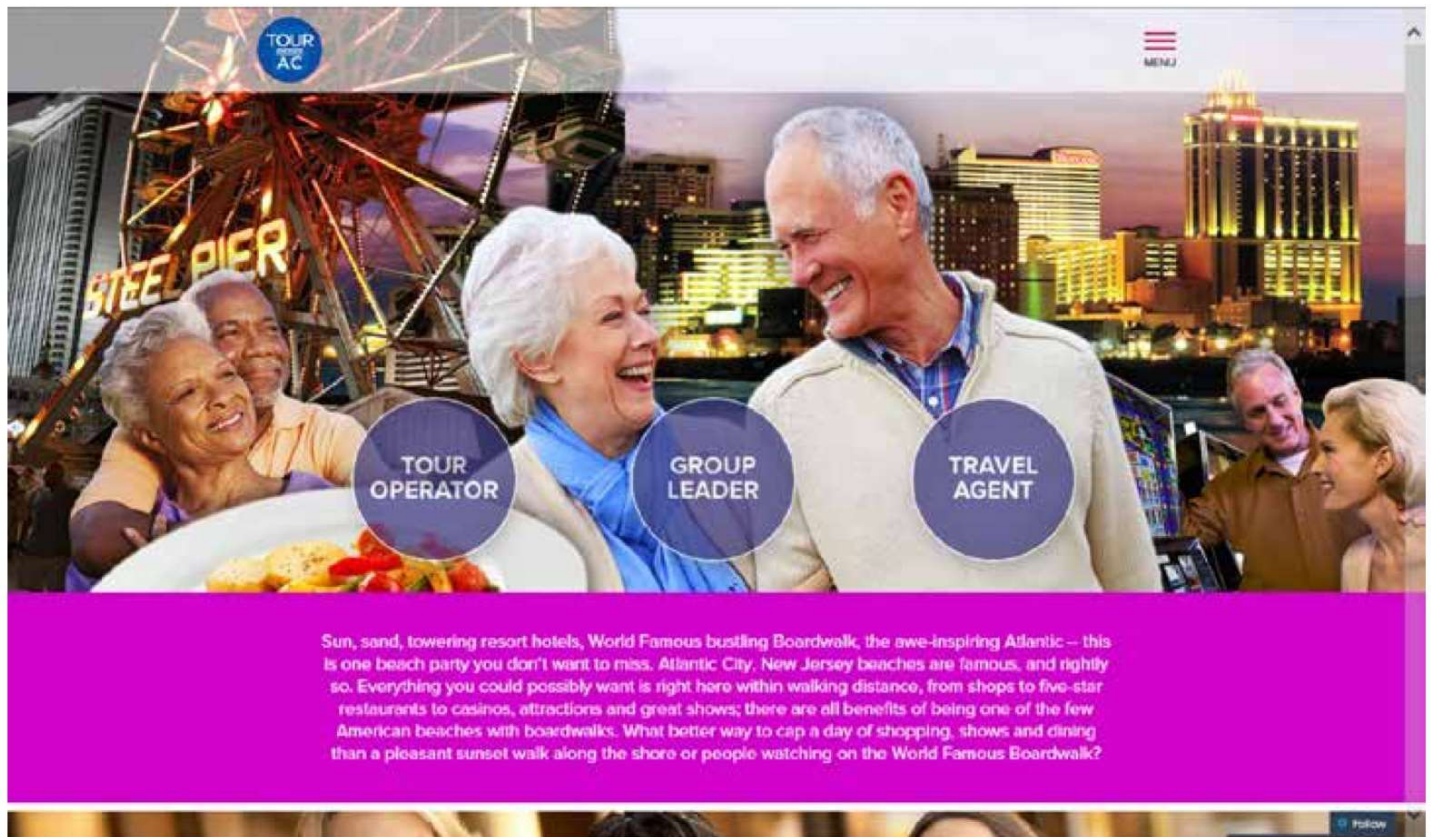
- Greater NJ Show
- Bienvenue

## NOVEMBER

- Ontario Motorcoach Association
- World Travel Market
- New Jersey Conference on Tourism



## WEBSITE



[TOURATLANTICCITY.COM](http://TOURATLANTICCITY.COM)

## E-MARKETING

**Tour AC distributes a quarterly e-newsletter to keep visitors up to date on all of Atlantic City's Hot Happenings! Atlantic City News, Free Things To Do, Itineraries and more are at your fingertips with this quarterly marketing communication. See below for a schedule of 2018 topics to look forward to.**

**FIRST QUARTER:** Atlantic City Restaurant Week celebrates fixed price dining, this is your chance to find a new culinary delight in AC.

**SECOND QUARTER:** Spring ahead and stop by the South Jersey Wine Trail en route to Atlantic City.

**THIRD QUARTER:** Shop til you drop with tax-free shopping at our outlets, local shops and casino boutiques.

**FOURTH QUARTER:** Holiday happenings in the city & looking ahead to a prosperous 2019.

**For more information request to be added to Tour Atlantic City's Quarterly E-newsletter on [touratlanticcity.com](http://touratlanticcity.com).**



## ABOUT

### PRODUCTIONS INCLUDE

- Movies, Television, Commercials, Still or Music Videos.

**Our 4 miles of white sandy beaches and Atlantic Ocean offers a variety of views including but not limited to:**

- Historic Steel Pier.
- America's first Boardwalk.
- 7 Casino Resorts from the back bays and marshes with all their flora and fauna to the white sandy beaches and the majestic Atlantic Ocean.



## ATLANTICCITYFILM.COM

**We allow cars and trucks on the beach and Boardwalk for driving shots, have ample free parking and thousands of photos of the area.**

**The Atlantic City Film Commission proudly offers free assistance for productions working within AC for permits, scouting, crew and talent.**

## GOALS

1. Attract the Film industry.
2. Partnership with the NJ Motion Picture & Television Commission.
3. Increase visibility with an innovative & fun website.



# MEET AC

FOR MORE INFORMATION VISIT OUR WEBSITES.



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



[atlanticcitysports.org](http://atlanticcitysports.org)



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



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



Meet AC is primarily funded by the CRDA, whose mission evolved from statewide projects to becoming the state's key economic development agency for Atlantic City.



