

2019

MARKETING & SALES PLAN



MEET
AC



EXECUTIVE MESSAGE



JIM WOOD
CHIEF EXECUTIVE OFFICER

On behalf of the Meet AC Board of Directors, the Meet AC staff and our primary funding agency the Casino Reinvestment Development Authority (CRDA), we are pleased to present the 2019 Meet AC Marketing and Sales Plan for your consideration.

As we first glance back into last year, Meet AC had another record breaking year. We booked 371,996 hotel room nights in 2018, which will bring over \$400 million dollars back into our local economy. This is the fourth year in a row that Meet AC has exceeded its booking room night goals for the year. 2019 should be no exception as we are well positioned to have another banner year in definite bookings. We expect to book over 360,000 room nights in 2019 with a stretch goal of 400,000 room nights.



MATTHEW DOHERTY
MEET AC BOARD CHAIR

Meet AC utilizes an industry tool called the TAP report (Trends, Analysis and Projections), which provides a yield management forecast for the meetings and convention market here in Atlantic City. Based upon the monthly results of the TAP report, it reveals that Meet AC continues to book meetings and conventions up to seven years out. The TAP report also reveals Meet AC is currently outpacing its competition with a 121% pace percentage of rooms on the books as compared to only 92% from our competition (Philadelphia, Baltimore, Pittsburgh and Providence). Our conversion from tentative to definite meeting and convention business is currently at 38% versus our competition at 27%, which is one of the main contributing factors as to why we are outpacing in terms of “business on the books.”



Over these past four plus years we've been able to hone in on those vertical group market segments that are our top producers. They are: State Association, Sports, Education, Tradeshows, Real Estate, Automotive/Transportation, Regional Associations, Organized Labor, Social Affairs and Technology. Our sales and marketing strategies are to target these segments in all aspects of marketing and direct selling.

The CRDA has purchased sport courts from SportProsUSA for the Atlantic City Convention Center so that we can offer sport courts at a greatly reduced rate to those sporting events in need of such product. We have also helped launch the Esports segment, which by all accounts should generate more events for Boardwalk Hall and more room nights for Atlantic City. The Meet AC sales team will continue to penetrate all state and regional shows in order to grow our base of convention center business. Meet AC's marketing efforts will focus on the incentive we offer to groups and we will continue to showcase the Atlantic City Convention Center as well as a destination experience in all our display advertising.

Once again, on behalf of the entire Meet AC organization, we are extremely confident that our 2019 Marketing and Sales Plan contains the specific targeted strategies that are necessary for us to continue to grow the meetings and convention business here in Atlantic City. We wish to thank the CRDA for their ongoing support of Meet AC in providing us with the resources needed to help us to achieve our stated mission. Plus, we would like to recognize and personally thank the Meet AC board of directors for their insight and wisdom and for volunteering their time in helping us all achieve success.

TABLE OF CONTENTS

2-3 EXECUTIVE MESSAGE	4 CONTENTS & MEET OUR TEAM	5 FINANCE	6-7 CONVENTION CENTER
8 TARGET MARKETS	9-11 SALES STRATEGY	12-13 AC SPORTS COMMISSION	14 AC FILM COMMISSION
15-17 TOUR AC	18-19 SERVICES OBJECTIVES	20-21 MARKETING OVERVIEW	22-23 ADVERTISING CAMPAIGN
24-25 DIGITAL MEDIA	26-27 PUBLIC RELATIONS		

MEET OUR TEAM

EXECUTIVE



Jim Wood,
Chief Executive Officer

MARKETING



Karina Anthony,
Marketing Director

Jessica Kasunich,
Communications Manager

Joseph Huntenburg,
Marketing Coordinator

SPORTS COMMISSION



Daniel Gallagher,
Director of Sports Sales

GROUP, INTERNATIONAL & FILM



Heather Colache,
Tourism Account Director

SALES



Sandi Harvey,
Vice President of Sales

Michele Turturro Young,
Executive Assistant to the CEO & VP 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,
Multicultural National Sales Manager

Howard Munves,
DC National Sales Manager

Michele Murphy,
Sales & System Administrator

Christina Oleszewski,
Sales Assistant

FINANCE



Caren Fitzpatrick,
Sr. Director, Finance & Administration

Nancy Taylor,
Financial Support Specialist

CONVENTION SERVICES

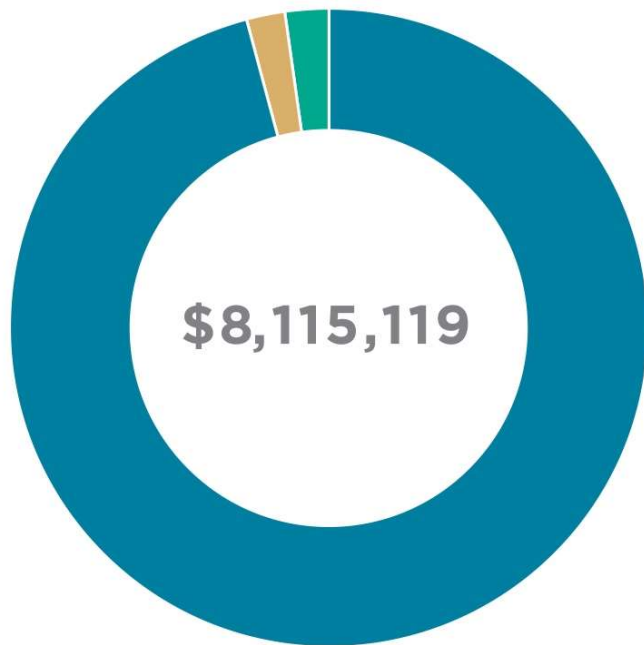


Mary Moliver,
Director of Convention Services

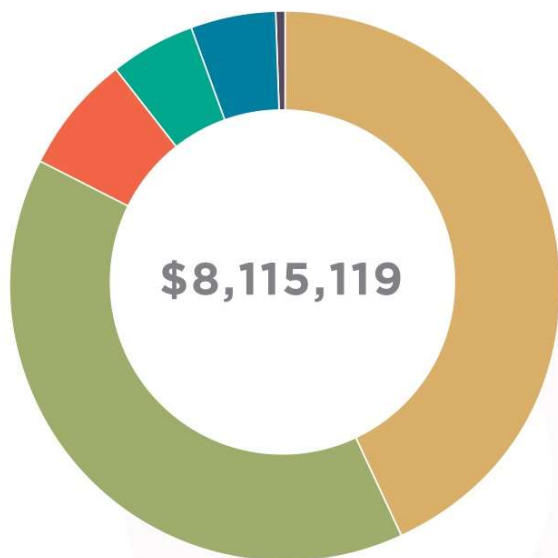
Margie Hurley,
Convention Services Manager

Alisa Doyle,
Convention Services Manager

Casey Sickler,
Convention Services Coordinator



FY2019 BUDGET REVENUES



FY2019 EXPENSES



EXPENSES BREAKDOWN

GENERAL & ADMINISTRATIVE



CONVENTION SALES & DEVELOPMENT



GROUP TOUR



FILM COMMISSION



ATLANTIC CITY SPORTS COMMISSION



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.
- Averaging 84 events per year, equaling 210 event days per year.

FOOD & BEVERAGE

- New concession carts that have LED menu boards.
- Addition of a brick lined pizza oven for fresh ready-made pizza.
- New banquet and small wares equipment upgrades.
- New concession point of sale equipment providing for more efficient service.
- Improvements to the concession areas with new flooring and paint.

CAPITAL IMPROVEMENT PROJECTS



- New equipment including banquet chairs, staging, tables, dance floor & portable bars.
- Restroom renovations for the entire facility are scheduled to begin in October 2018 and to be completed in late 2019.
- Planning remains underway to upgrade the convention center facilities including Hall A renovation, new wayfinding signage system and “wave wall” marquee in the venue.
- Pursuing Gold LEED certification for the venue.
- ADA upgrades completed on doors leading into the center.

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.

2019 Projected Gross Revenue
10,331,648
2018 Budgeted Gross Revenue
10,493,488
2017 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



2019 CONVENTION DEVELOPMENT CALENDAR

JANUARY

- PCMA Convening Leaders
- PCMA Mixer

FEBRUARY

- Independent Planners Education Conference (IPEC)
- Medical Meetings Summit
- AMC Institute Annual Meeting
- DI Destination Showcase
- Exhibitor Live
- Connect Diversity Marketplace
- Connect Financial

MARCH

- SISO CEO Summit
- ASAE Great Ideas Conference

APRIL

- IAEE Women's Leadership Forum

MAY

- HelmsBriscoe Annual Business Conference & Partner Fair
- PCMA Visionary Awards
- NYSAE Annual Meeting

JUNE

- DSA Annual
- MPI WEC 19
- PCMA Education Conference
- AFL-CIO Labor of Love
- TSE Fastest 50
- MASAE Mid-Year

JULY

- Cvent Connect Conference
- Destinations International Annual
- League of United Latin American Citizens National Convention (LULAC)

AUGUST

- ASAE Annual Meeting & Expo
- CONNECT Marketplace
- CEM Week
- MASAE Golf Tournament

SEPTEMBER

- IMEX America

OCTOBER

- ASAE Summit Awards
- TSE Gold 100
- Connect Medical/Connect Tech

NOVEMBER

- FICP Annual Conference
- Association Headquarters Leadership Forum
- CMP Conclave
- National Coalition of Black Meeting Planners

DECEMBER

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

KEY OBJECTIVES & MARKETS WE WANT TO REACH

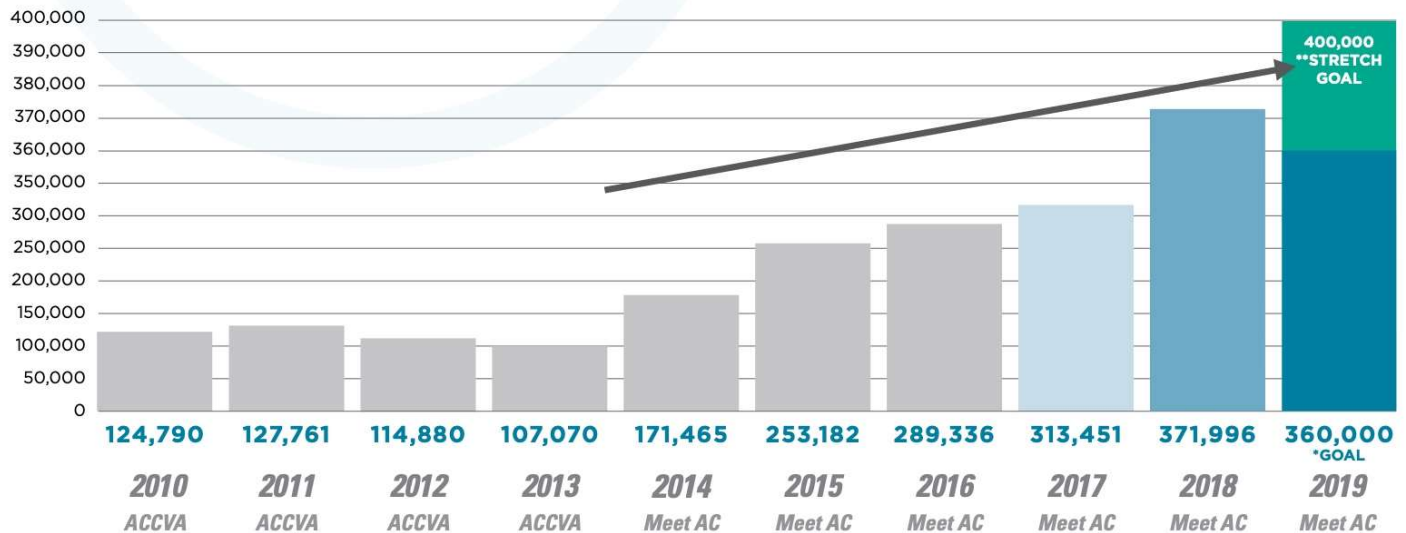
- State and Regional Association
- Corporate
- National Association
- Sports



TARGET MARKETS

Atlantic City is within driving distance to 1/3 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.



CONVENTION SALES VERTICAL MARKET STRATEGIES

VERTICALS

- Agriculture
- Associations - National, Regional, State
- Athletics
- Auto Industry/Transportation
- Building Industry
- Construction
- Direct Selling Associations
- Education
- Energy/Utilities
- Engineering
- Environmental
- Film Industry
- Financial
- Food & Beverage
- Franchise Owners Associations
- Fraternal
- Government
- Group Tour/International Group Tours
- Healthcare
- Heavy Equipment
- Hobby
- Insurance
- Legal
- Military
- Multi-Cultural
- Multi-Tier Marketing Companies
- Organized Labor
- Pharmaceutical
- Publishing/Printing
- Real Estate
- Religious
- Retail
- Scientific
- Sports
- Technology

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.
- Partner with management company on national sales opportunities.

STRATEGY #2

INCREASE ATLANTIC CITY'S MEETING & CONVENTION BUSINESS

- Increase hotel room nights with additional properties and new Atlantic City products.
- Attract more single property meetings and conventions through hotel partnerships.
- Grow youth sports and Esports related events.
- Support citywide special events with room and services support.
- Partner with Hyatt, Marriott, Hard Rock International.

STRATEGY #3

EXECUTE THE 2019 SALES & MARKETING PLAN

- Host client board meetings.
- Attend targeted industry shows.
- Execute our sales missions, site visits, client events, etc.
- Utilize Atlantic City entertainment to draw prospective clients.
- Greater emphasis on the top 10 vertical markets that are producing for Atlantic City.
- Continue focus on third party providers.
- Emphasis on available research tools to identify potential business.
- Technology to enhance documentation.

STRATEGY #4

IMPROVE ATLANTIC CITY'S IMAGE

- Aggressively market Atlantic City to promote growth and new investments.
- Capitalize on current positive momentum.
- Continue efforts to change perception of 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.



WHAT WE DO

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

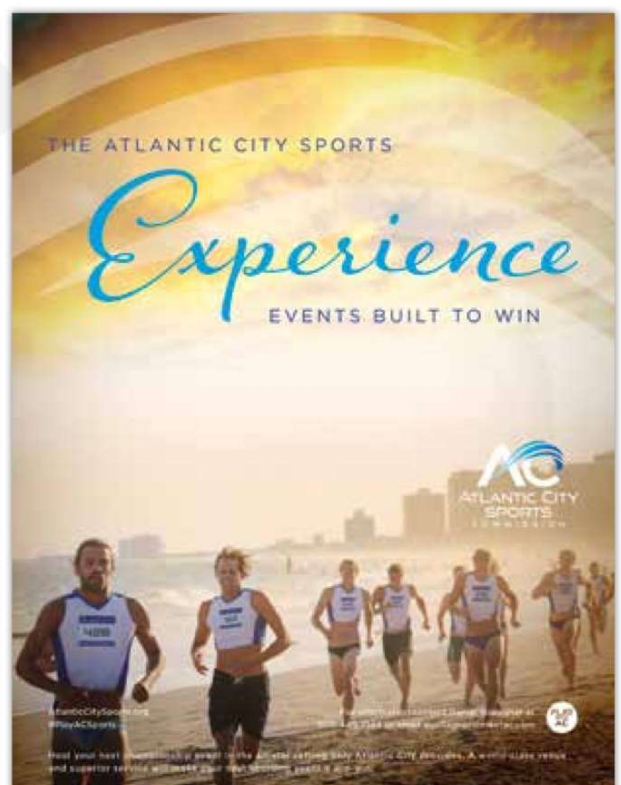
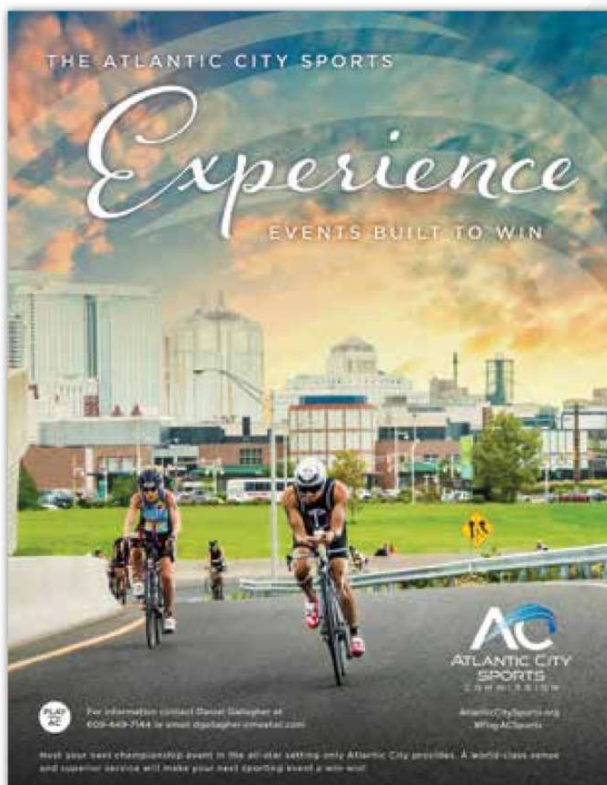
The Atlantic City Sports Commission will increase social engagement in 2018 with aggressive objectives for Facebook, Twitter & Instagram. 85% of posts will be in reference to events that have been booked by the Atlantic City Sports Commission. Short live streaming videos, attendee engagement and

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
- Connect Sports
- National Association of Sports Commissions
- SportsEvents Media
- The ACSC will also interact with all upcoming events' Facebook and Twitter pages.

For more information, please visit atlanticcitysports.org and request a copy of the Sports Planning Guide.

PRINT ADS



SPORTS COMMISSION DEVELOPMENT CALENDAR

MAY

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

JUNE

- Sports Client Event

JULY

- Esports Travel Summit

AUGUST

- CONNECT Sports

SEPTEMBER

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

OCTOBER

- TEAMS '19

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

PRODUCTIONS INCLUDE

- Movies, Television, Commercials, Stills and 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.
- 9 Casino Resorts from the back bays and marshes with all their flora and fauna to the white sandy beaches and the majestic Atlantic Ocean.



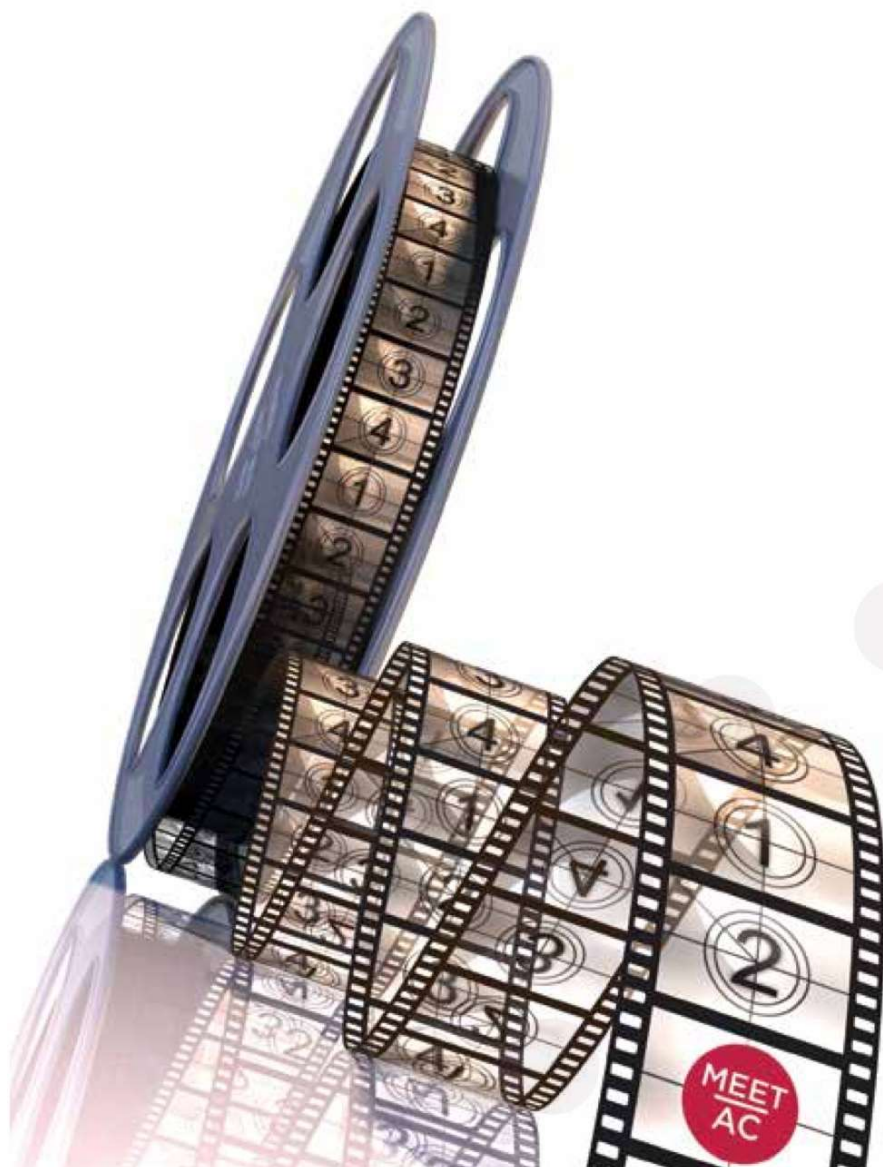
ATLANTICCITYFILM.COM

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 NJ Tax Credits, permits, scouting, crew and talent.

GOALS

1. Attract the Film industry.
2. Partnership with the NJ Motion Picture & Television Commission.
3. Increase visibility of Atlantic City as a film friendly destination with an innovative & fun film website.



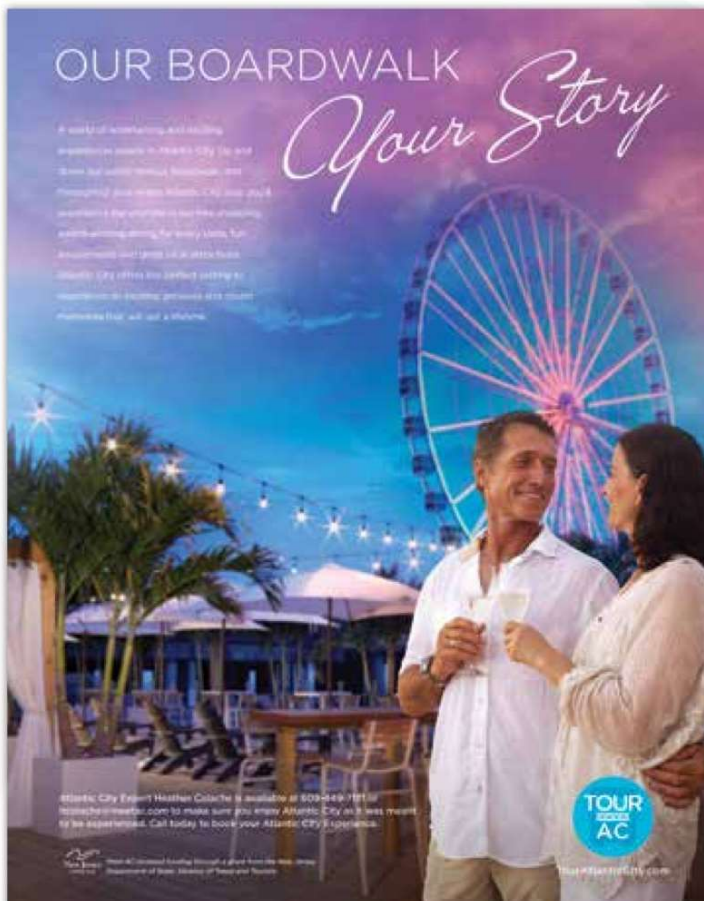
ABOUT

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 marketing opportunities with Brand USA & the United States Tourism Office to international tour operators and 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, marketing and a dedicated website.
5. Facilitate Tourism Grant to enhance International and Domestic Tourism initiatives through marketing, trade shows and advertising.



WEBSITE



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! Current 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 2019 topics to look forward to.

FIRST QUARTER: Atlantic City Restaurant Week celebrates fixed price dining, find a new culinary delight or visit an old favorite.

SECOND QUARTER: Atlantic City Airshow & The Pipe Organ Tour; "Free added value for your group trips."

THIRD QUARTER: Smithville Village and Fall Festivals in and around Atlantic City.

FOURTH QUARTER: Holiday happenings in the city & looking ahead to a prosperous 2020.

For more information request to be added to Tour Atlantic City's Quarterly E-newsletter on touratlanticcity.com.

2019 TOURISM DEVELOPMENT CALENDAR

JANUARY

- United Motorcoach Association Expo
- American Bus Association Marketplace

FEBRUARY

- Connect Travel Marketplace

MARCH

- Trailways Show
- Pennsylvania Bus Association/Maryland Motorcoach
- Yankee Trails Show

APRIL

- North American Journeys

JUNE

- International Pow Wow
- Pennsylvania Bus Association Spring
- Travel Alliance Partners

JULY

- Mid Atlantic Show

AUGUST

- Friendship Tours
- Virginia, North & South Carolinas Joint Motorcoach Meeting

SEPTEMBER

- AAA Central

OCTOBER

- Bus Association of New York
- Greater NJ Show

NOVEMBER

- World Travel Market
- Ontario Motorcoach Association
- Bienvenue

DECEMBER

- AFCE Locations Show
- New Jersey Conference on Tourism





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, 600 Convention Services Leads to assist planners with acquiring information pertaining to their show, while supporting local businesses in the Atlantic City area.
- Continue to offer event planning for clients, including spouse programs, private luncheons, receptions and dinners, team building and group outings.
- Continue, our highly popular, Show Me Your Badge Program offering discounts to attendees for local businesses.
- City-Wide 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, the Boardwalk Hall marquees and the Impactivate Boardwalk signs.
- Continue to define the city-wide signage program, the Atlantic City Convention Center door clings program 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.
- Continue to 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.
- Work with area contacts to continue to build our present volunteer database of qualified personnel to assist with various 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, NJ Staffing Association, PCMA, DMAI 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, welcoming Atlantic City professionals for recommendations and reservations at any of the various locations Atlantic City offers.

MEET AC

MARKETING PLAN OVERVIEW

Meet AC's Marketing & Sales teams are working on collaborative efforts in order to sell Atlantic City and hit our room night goals. Our updated virtual reality experience along with creative collaboration platforms allow us to synchronize citywide marketing efforts. Meet AC will be showcasing all of the new developments within Atlantic City as well as attractive incentive plans to entice new business to meet in our city. Print and digital advertising will still be a major component in marketing the city as a meetings destination. A hyper-targeted digital campaign through Google AdWords network will complement print advertisements and advertorial. Finally, we will strive to continually exceed industry average click through rates on digital media tactics indicating audience relevance and engagement with ad creative.

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 including 2018 economic progress.

JULY

Atlantic City media coverage featuring positive press from trade publications + TSE's Fastest 50 recap.

FEBRUARY

Roll Out 2019 Advertising Featuring Ways to EXPERIENCE Atlantic City + VR Experience.

AUGUST

Experience Atlantic City with our New Destination Video.

MARCH

Client Testimonials: What our clients say about us.

SEPTEMBER

Unique "attractions/venues to hold unique events" in Atlantic City featuring Little Water Distillery, Topgolf and The Orange Loop.

APRIL

Global Meetings Industry Day (GMID).

OCTOBER

Atlantic City media coverage featuring positive press from trade publications.

MAY

Atlantic City Convention Center Incentive Package.

NOVEMBER

Meet AC Thanksgiving Card as Marketing Direct Mail piece, also send as e-blast and social media. *All sales managers will call clients this month.*

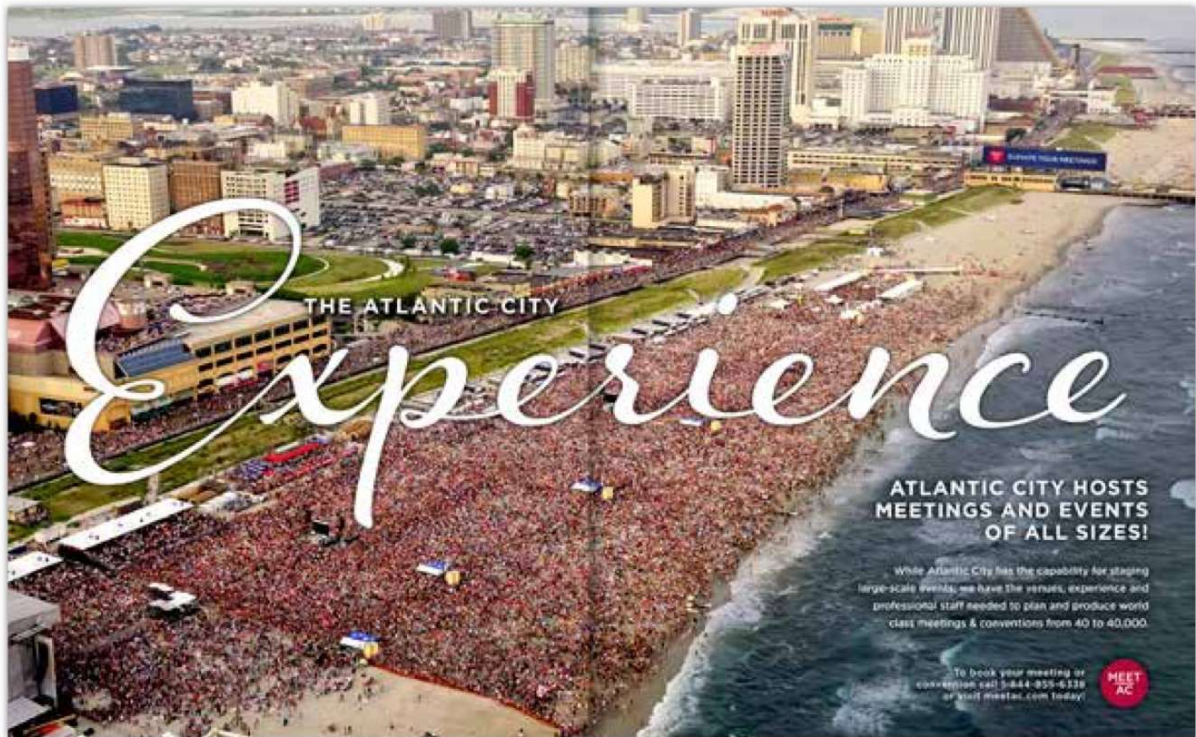
JUNE

Direct Mail.

DECEMBER

Holiday Marketing Messaging.

2019 ADVERTISING CAMPAIGN



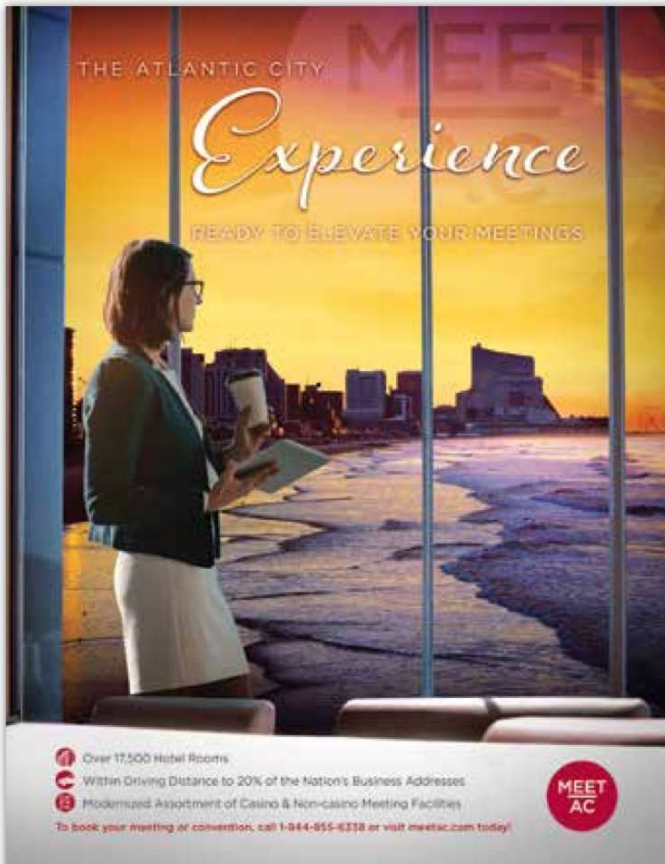
THE ATLANTIC CITY
Experience

ATLANTIC CITY HOSTS MEETINGS AND EVENTS OF ALL SIZES!

While Atlantic City has the capability for staging large-scale events, we have the venue, experience and professional staff needed to plan and produce world class meetings & conventions from 40 to 40,000.

To book your meeting or convention call 1-844-955-6338 or visit meetac.com today!

MEET AC

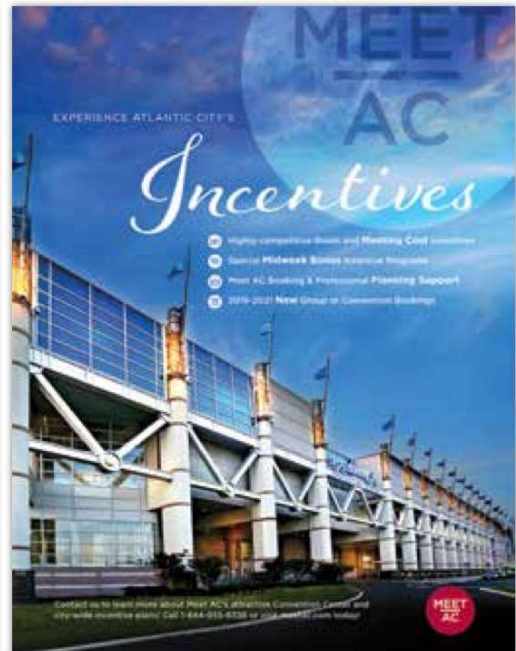


THE ATLANTIC CITY
Experience
READY TO ELEVATE YOUR MEETINGS

- Over 17,500 Hotel Rooms
- Within Driving Distance to 20% of the Nation's Business Addresses
- Modernized Assortment of Casino & Non-casino Meeting Facilities

To book your meeting or convention, call 1-844-955-6338 or visit meetac.com today!

MEET AC



MEET AC
EXPERIENCE ATLANTIC CITY'S
Incentives

- Highly competitive Room and Meeting Cost Guarantee
- Special Midweek Bonus Incentive Program
- Meet AC Booking & Professional Planning Support
- 2019-2021 New Group or Convention Bookings

Contact us to learn more about Meet AC's attraction Convention, Event and City-wide incentive plans! Call 1-844-955-6338 or visit meetac.com today!

MEET AC



MEET AC *THE ATLANTIC CITY Experience*
SUBMIT YOUR RFP >



THE ATLANTIC CITY
Experience
MEET AC
SUBMIT YOUR RFP >

PRINT & DIGITAL ADVERTISING

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

- Associations Now
- Black Meetings & Tourism
- CVENT
- Facilities & Destinations
- Meetings & Conventions
- Meetings Today
- Mid-Atlantic Events Magazine
- Meeting Professionals International
- New Jersey Business
- Northeast Meetings + Events
- PCMA Convene
- Prevue
- Smart Meetings
- South Jersey Biz
- Successful 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

Smartmeetings

 **NORTHSTAR**
MEETINGS GROUP

MC
MEETINGS AND CONVENTIONS

SUCCESSFUL
MEETINGS START HERE

DIGITAL MEDIA

Meet AC will utilize targeted methods to acquire qualified leads resulting in a clear ROI of marketing funds. Meet AC will rely on proven tactics that have provided a return on investment, such as programmatic digital advertising, geofencing, and click tracking versus strictly impressions. Our digital campaigns are complemented by impactful two-page destination spreads and incentive advertising within trade publications. Competitive ad buys within the Google Ad network as well as social media will increase qualified viewership, due to these ads being hyper-focused on our target market of meeting planners.

- Virtual Reality of Atlantic City Convention Center, Jim Whelan Boardwalk Hall & Atlantic City's Tourism District.
- Video advancements featuring time lapse videos, video testimonials & new destination video.
- Update destination photography available on our digital gallery.
- Continuing monthly client communication and video podcasts with new Atlantic City features.



WEBSITE ANALYTICS (PROJECTING 15% INCREASE)

370,017 Page Views | 2019 Goal: **425,519** Page Views

466 Active Users Per Day | 2019 Goal: **536** Active Users Per Day

61,306 Organic Searches | 2019 Goal: **70,502** Organic Searches

2018 STATISTICS & 2019 GOALS (PROJECTING 15% INCREASE)

GOOGLE ADWORDS

Meet AC worked with a digital analytics company in July of 2018 to focus on more relevant audience targeting for the Google Adwords platform. Since July we've made substantial adjustments to the keywords and audience targeting to be extremely specific to meeting, event and sports planners, and plan to continue this strategy into 2019.

4.2% Click-Through Rate (*performing above the industry average*) | 2019 Goal: **4.83%** CTR

66,000 Impressions | 2019 Goal: **75,900** Impressions

2,750 Clicks | 2019 Goal: **3,163** Clicks

SOCIAL MEDIA (PROJECTING 15% INCREASE)

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.

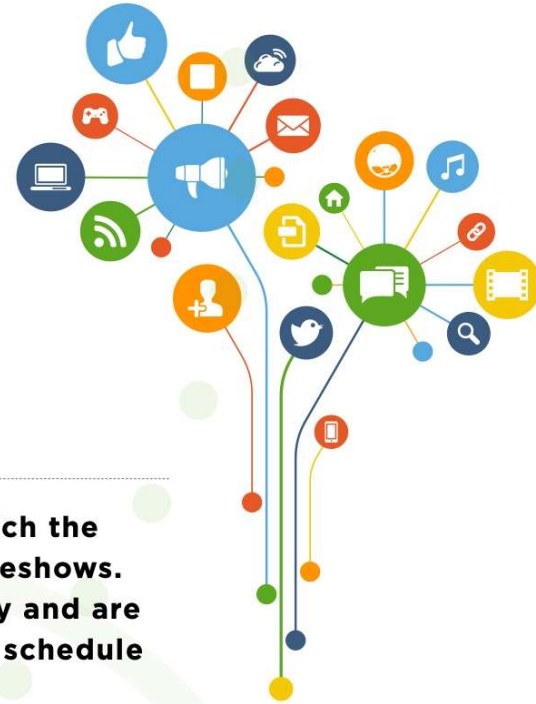
1,266 Facebook Likes | 2019 Goal: **1,456** Likes

1,820 Twitter Followers | 2019 Goal: **2,093** Followers

1,166 Instagram Followers | 2019 Goal: **1,341** Followers

306 LinkedIn Followers | 2019 Goal: **352** Followers

20,729 Total Combined YouTube Views | 2019 Goal: **23,838** Views



VIDEOS & PODCASTS

Meet AC's Marketing Team distributes monthly podcasts which the Meet AC Sales Team shares with clients and presents at tradeshows. These podcasts showcase the unique aspects of Atlantic City and are an interactive way for attendees to see our city. A quarterly schedule will be released along with updates to previous podcasts.

2019 PODCAST SCHEDULE

FIRST QUARTER: Looking Ahead to 2019 featuring 2018 Successes and Behind the Scenes of ACCC.

SECOND QUARTER: Ways to get involved in Atlantic City featuring Boys & Girls Club of AC.

THIRD QUARTER: Unique "Attractions" in Atlantic City featuring Little Water Distillery, Topgolf and The Orange Loop.

FOURTH QUARTER: We're THANKFUL for our clients! Mashup of client testimonials and Thanksgiving chef feature.

2019 EDITORIAL/ADVERTORIAL FOCUS

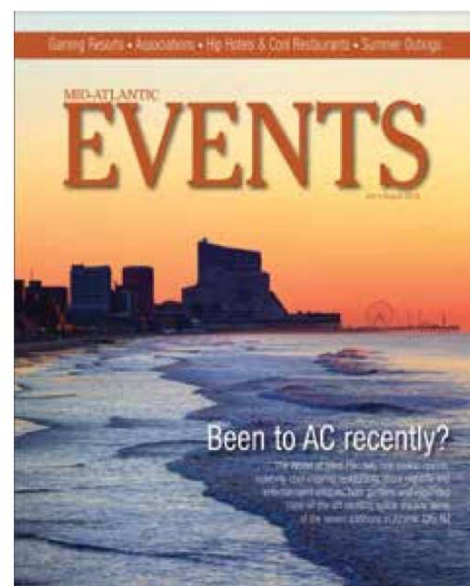
While the Atlantic City Convention Center remains to be our biggest conversation piece, Meet AC will continue the discussions on the revitalization of Atlantic City as a meetings and convention destination. Meet AC's editorial and advertorial will focus on Atlantic City's redevelopment, which will highlight the two casino openings of Hard Rock Hotel & Casino Atlantic City and Ocean Resort Casino, plus highlighting the unique attractions that have recently debuted, such as Little Water Distillery, The Orange Loop and Topgolf Swing Suite that can be used for events or team building activities. Meet AC will also continue to keep the attention on renovated properties, addition of meeting space and new restaurant concepts. 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. In addition, Meet AC's virtual reality (VR) experience will be pitched during trade shows and to journalists for earned media to showcase our advanced marketing strategies.



2019 PROSPECTIVE COVER STORIES

Below are the trade publications that the Marketing and Communications department has had discussions with for prospective cover stories in 2019.

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





2019 MEDIA FAMILIARIZATION (FAM) TRIPS

- Showcase the new Hard Rock Hotel and Casino Atlantic City and Ocean Resort Casino in June for one year anniversary.
- Showcase Atlantic City with a focus on Borgata's Central Conference Center and Savor Borgata event in November.
- Invite select members of the media to client FAM's; i.e. concerts and various destination events.



GOALS

- Distribute 20-25 press releases.
- Generate and service 2 media FAM trips.
- Generate over 4,000 media impressions.





MEET AC

FOR MORE INFORMATION VISIT OUR WEBSITES.



meetac.com



atlanticcitysports.org



touratlanticcity.com



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.

