

**2023**

# **Visit Atlantic City Sales & Marketing Plan**

VISIT  
*Atlantic  
City*

# Live M<sup>to</sup> Meet

VISIT  
*Atlantic  
City*

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



## 2023 Visit Atlantic City Sales & Marketing Plan

# Table of Contents

MEET OUR TEAM	4
MARKETING & SALES OVERVIEW	5
FINANCE	6
2023 SALES CALENDAR	7
CONVENTION SALES VERTICAL MARKET STRATEGIES	8
ATLANTIC CITY SPORTS COMMISSION	9
ATLANTIC CITY FILM COMMISSION	10
TOUR AC	11
DESTINATION SERVICES	12
MARKETING OVERVIEW	13
DIGITAL STRATEGY	14
COMMUNICATIONS STRATEGY AND PR HIGHLIGHTS	15



# Meet Our Team

## EXECUTIVE



**Larry Sieg**  
Chief Executive Officer

## FINANCE



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



**Nancy Taylor**  
Financial Support  
Specialist

## DESTINATION SERVICES



**Mary Moliver**  
Destination Services  
Director



**Margie Hurley**  
Destination Services  
Manager



**Alisa Doyle**  
Destination Services  
Manager



**Casey Sickler**  
Destination Services  
Manager

## MARKETING & COMMUNICATIONS



**Karina Anthony**  
Senior Director of Marketing



**Jessica Kasunich**  
Director of Communications



**Nicholas DiCioccio**  
Digital Asset Coordinator



**Alyssa Grover**  
Communications  
Coordinator

## SALES



**Sandi Harvey**  
Vice President of Sales



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



**Joan Mooney**  
Director of Sales



**Patrick McCormick**  
National Account Director



**Anne Bergen**  
National Account Director



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



**Howard Munves**  
DC National Sales  
Manager



**Michele Murphy**  
Sales & Systems  
Administrator

## SPORTS COMMISSION



**Dan Gallagher**  
Director of Sports Sales



**Christina Mancuso**  
Sports Sales Manager



**Heather Colache**  
Tourism Account Director



**Kiara Davis**  
Group Tour Coordinator

## GROUP, INTERNATIONAL & FILM

# Marketing & Sales Overview



## Mission

Our mission is to create enhanced visitor spending and economic impact through attracting meetings and conventions to Atlantic City.



## Vision

Our vision is to become a preeminent resort destination, sales and marketing organization focusing on the meetings and convention markets.

## Key Objectives And Target Markets

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

## 2022 Economic Impact



**209** TOTAL EVENTS

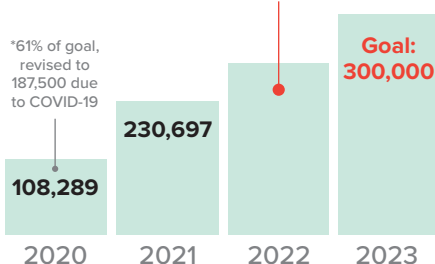


**498,795** TOTAL ATTENDEES



**264,551** TOTAL ROOM NIGHTS

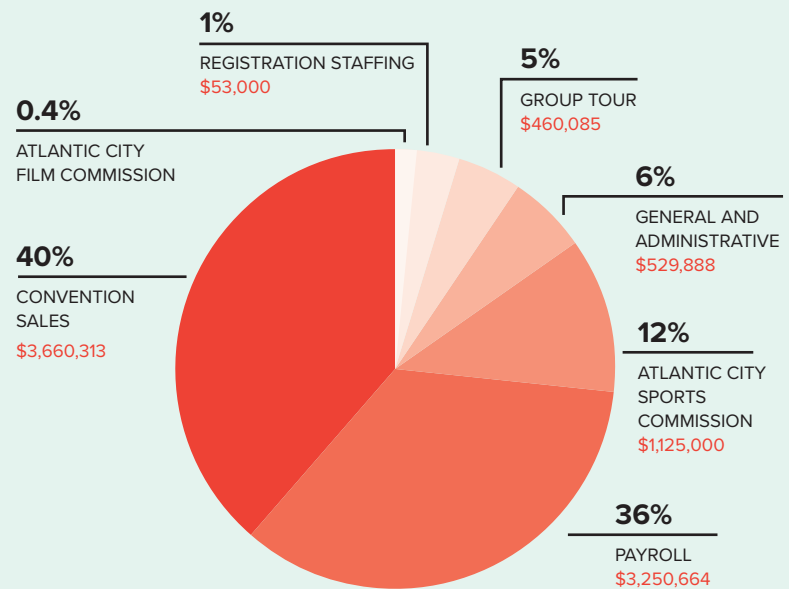
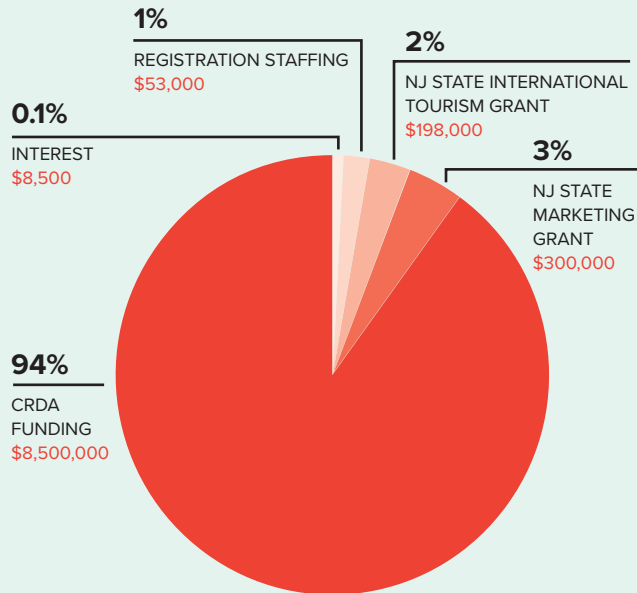
\*61% of goal, revised to 187,500 due to COVID-19



**\$300,006,165**

**TOTAL ECONOMIC IMPACT**

# Finance

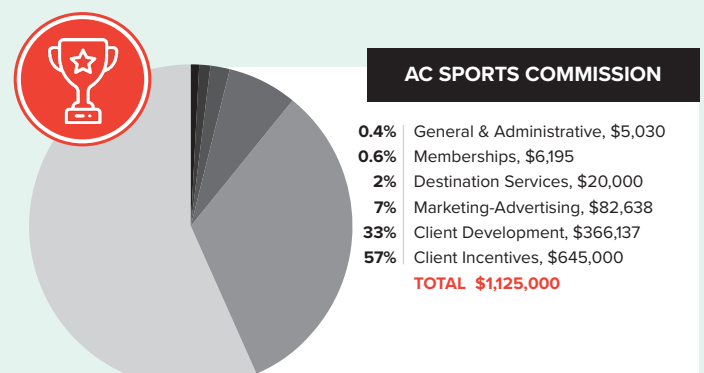
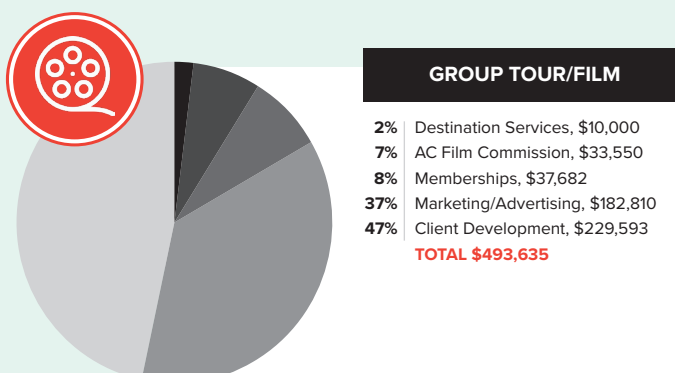
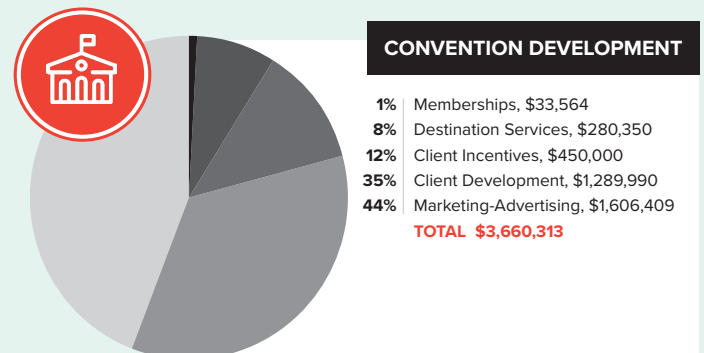
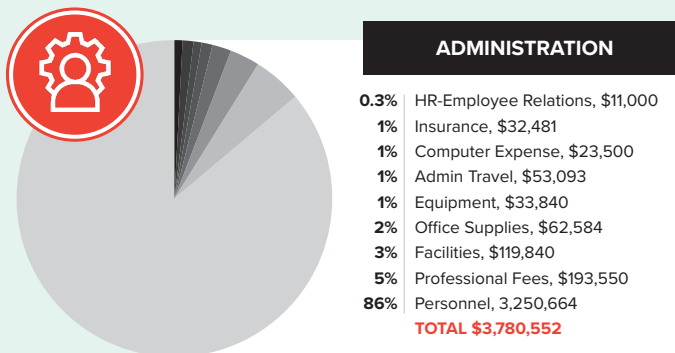


**FY2023 REVENUES**  
**\$9,059,500**

=

**FY2023 EXPENSES**  
**\$9,059,500**

## EXPENSES BREAKDOWN



# 2023 Sales Calendar

Month	Sales	Group Tour & Film	Sports
<b>January</b>	<ul style="list-style-type: none"> <li>• PCMA Convening Leaders</li> </ul>	<ul style="list-style-type: none"> <li>• United Motorcoach Association Annual Meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Sports Express 2023</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>• Meet NY</li> </ul>	<ul style="list-style-type: none"> <li>• American Bus Association Marketplace</li> <li>• Brand USA Virtual Global Marketplace</li> </ul>	
<b>March</b>	<ul style="list-style-type: none"> <li>• SISO CEO Summit</li> <li>• Destinations International Destination Showcase</li> <li>• Connect Marketplace Spring</li> </ul>	<ul style="list-style-type: none"> <li>• Pennsylvania Bus Association Group Leader Show</li> <li>• Greater New Jersey Motorcoach Association Show</li> </ul>	<ul style="list-style-type: none"> <li>• Sports ETA Women's Summit</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>• Destinations International CEO Summit</li> <li>• Cvent CONNECT 2023</li> </ul>	<ul style="list-style-type: none"> <li>• Connect RTO Spring</li> </ul>	
<b>May</b>	<ul style="list-style-type: none"> <li>• HelmsBriscoe Annual Business Conference</li> <li>• Smart Meetings</li> </ul>	<ul style="list-style-type: none"> <li>• International Pow Wow</li> </ul>	<ul style="list-style-type: none"> <li>• Sports ETA Symposium</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>• MPI WEC 23</li> <li>• MASAE Mid-Year</li> <li>• PCMA Education Conference</li> </ul>	<ul style="list-style-type: none"> <li>• Pennsylvania Bus Association Annual Meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Compete Sports Diversity Mid-Year Conference</li> </ul>
<b>July</b>	<ul style="list-style-type: none"> <li>• TSE Fastest 50</li> <li>• Destinations International Annual</li> <li>• Smart Meetings</li> </ul>		<ul style="list-style-type: none"> <li>• EsportsTravel Summit</li> </ul>
<b>August</b>	<ul style="list-style-type: none"> <li>• ASAE Annual Meeting &amp; Expo</li> <li>• CONNECT Marketplace 2022</li> <li>• MASAE Golf Tournament</li> <li>• ConferenceDirect - Diversity, Equity, Inclusion Conference</li> </ul>	<ul style="list-style-type: none"> <li>• Virginia Motorcoach Association Joint Meeting</li> <li>• Connect International Marketplace</li> <li>• National Association of Motorcoach Operators</li> <li>• Maryland Motorcoach</li> </ul>	<ul style="list-style-type: none"> <li>• Connect Sports</li> </ul>
<b>September</b>	<ul style="list-style-type: none"> <li>• NECVB Reps</li> <li>• IAEE Women's Leadership Forum</li> </ul>	<ul style="list-style-type: none"> <li>• Brand USA Europe Week</li> <li>• Greater New Jersey Motorcoach Association Meeting</li> </ul>	<ul style="list-style-type: none"> <li>• S.P.O.R.T.S. The Relationship Conference</li> </ul>
<b>October</b>	<ul style="list-style-type: none"> <li>• Destination Northeast</li> <li>• TSE Gold 100</li> <li>• IMEX America</li> </ul>	<ul style="list-style-type: none"> <li>• Bus Association of New York</li> </ul>	<ul style="list-style-type: none"> <li>• TEAMS '23 Conference &amp; Expo</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>• Association Headquarters Leadership Forum</li> <li>• CMP Conclave</li> </ul>	<ul style="list-style-type: none"> <li>• Ontario Motorcoach Association</li> </ul>	
<b>December</b>	<ul style="list-style-type: none"> <li>• IAEE Expo Expo</li> <li>• MASAE Annual</li> </ul>	<ul style="list-style-type: none"> <li>• New Jersey Conference on Tourism</li> </ul>	<ul style="list-style-type: none"> <li>• US Sports Congress</li> </ul>

# Convention Sales Vertical Market Strategies

1

## STRATEGY #1

### Atlantic City Marketing

- Aggressively market Atlantic City to promote growth and increase incremental visitors
- Continue efforts to improve perception of Atlantic City by highlighting investments
- Promote current safe and clean environment

2

## STRATEGY #2

### Execute the 2023 Sales & Marketing Plan

- Attend (4) new industry shows
- Execute our sales missions, trade events, site visits, client events, etc.
- Greater emphasis on the top 10 vertical markets that are producing for Atlantic City
- Continue focus on drive in marketing and third party providers

3

## STRATEGY #3

### Increase Atlantic City Convention Center Sales/Events

- Increase incentive funding for Atlantic City Convention Center bookings
- Increase top line revenue in the Atlantic City Convention Center
- Multi-year contracts for ACCC and Hotel properties
- Tentative booking growth to 600,000 rooms

4

## STRATEGY #4

### Increase Atlantic City's Meeting and Convention Business

- Increase hotel room nights with additional properties and Atlantic City's unique amenities
- Attract more single property meetings and conventions through hotel partnerships
- Grow youth sports and esports related events
- Focus on new events (Sustainability, CSR, Medical, Aviation)
- Support citywide special events with room and services support

5

## STRATEGY #5

### Development of a Five Year Strategic Plan

- Review relevant research
- Stakeholder engagement (feedback)
- Future funding review and approach

## 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  
 Multicultural  
 Multi-tier Marketing Companies  
 Organized Labor  
 Pharmaceutical  
 Publishing/Printing  
 Real Estate  
 Religious  
 Retail  
 Scientific  
 Sports  
 Technology



# Atlantic City Sports Commission

## What We Do

Bid and Event Management

Venue Selection

Government Relations

Support Services

Entertainment

Public Relations

Marketing

In 2023, our goal is to continue to strengthen our regional portfolio and expand on new national and international events. Two of the largest volleyball and basketball events to take place at the Atlantic City Convention Center: Boardwalk Block Party (volleyball) and The Atlantic City Showcase (basketball), continue to break registration and spectator numbers year over year as they remain in Atlantic City as their choice destination. The two events bring a combined total of 790 teams to Atlantic City for 2 weekends of tournaments. While expanding our portfolio further, the Atlantic City Sports Commission remains focused on bringing inclusion to sports. The Atlantic City Sports Commission was successful in bringing NABA (North American Basketball Association) to the Atlantic City Convention Center, hosting 143 basketball, volleyball, and badminton teams across the nation for their Annual Filipino Heritage Tournament. A breakthrough partnership with Compete Sports Diversity has opened the door to connecting us with more LGBTQ+ sport organizers and aided in Atlantic City's first 5k & 10k Pride Run Series as we look to bring and create a diverse list of events in the coming year. Our plan to continue attending sports conferences to gain new relationships throughout the year is imperative in reaching new heights to keep Atlantic City on the map for sporting events. The Atlantic City Sports Commission continues to align ourselves with the best strategies to focus on the future.

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

## Our Goals

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



## Mission

The Atlantic City Sports Commission strategically solicits, creates and 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.



# Atlantic City Film Commission

## Our Goals

- Attract the Film production industry to Atlantic City with the NJ State 37% tax credit
- Partnership with the NJ Motion Picture & Television Commission and the South Jersey Film Cooperative
- Work closely with the City of Atlantic City, Atlantic City Police Department, Marketing Partners and other businesses on all productions to produce the most economic impact
- Increase visibility of Atlantic City as a film friendly destination with an easily accessible, innovative and fun film website – [www.atlanticcityfilm.com](http://www.atlanticcityfilm.com)
- Continue active membership in the Location Managers Guild of America and Association of Film Commissioners International
- Attend one film trade show, conduct desk-side sales calls with production houses and hold one location manager familiarization (FAM) trip

## What We Do

- Atlantic City Film Commission offers extensive assistance for all types of productions working within Atlantic City for the past seventeen years and offer expert advice of the filming process for Atlantic City and an immediate response to location and scouting request, contacts, services, crew, casting, photos and more.
- Directly works with the City of Atlantic City, Special Events Department to ensure a professional and easy working environment for all types of productions.
- Atlantic City is a 'Film Friendly Community,' and because of that we've taken measures to ensure that all productions make the most of the variety of locations and our partners are invested in providing locations and services. Partners are ready to welcome producers to their businesses.
- [Atlanticcityfilm.com](http://Atlanticcityfilm.com) offers services, information and round the clock availability to make sure projects are filmed successfully with the highest economic impact and visibility available.
- NJ Film Tax credit incentive of 35% plus another 2% if the production meets the diversity requirements. A 37% credit is a significant incentive, attracting producers and location scouts to Atlantic City.
- Atlantic City's storied history, beach resort atmosphere and quirky attractions offers a variety of amazing looks from our historic Steel Pier and Jim Whelan Boardwalk Hall, America's first Boardwalk and glam casinos to the back bays and marshes with all their flora and fauna to Urban city streets and neighborhoods.





# Tour AC

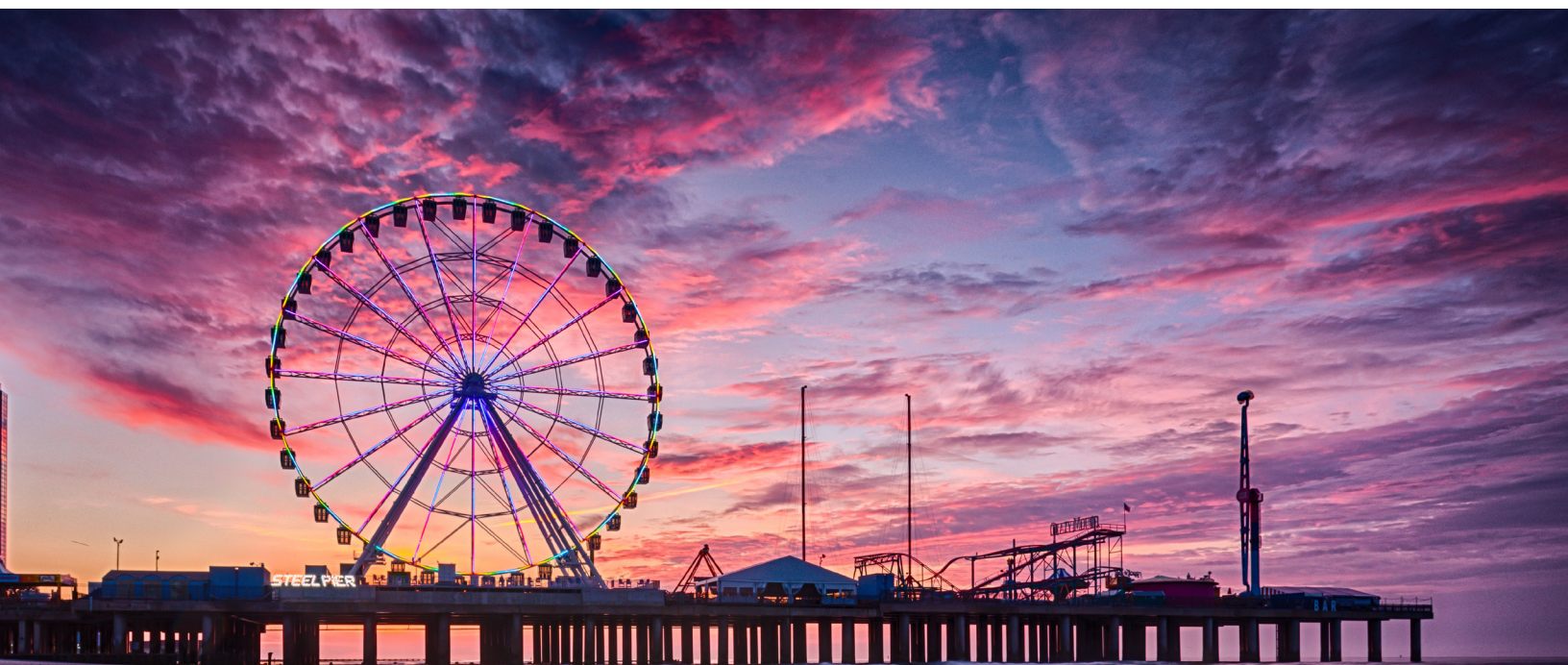
## What We Do

Tour AC, our group travel trade segment continues to tell Atlantic City's Story and invites visitors to continue the story by strategically marketing Atlantic City and the surrounding area attractions as an easily accessible drive market for Domestic Motorcoach, International FIT and Groups. Casino and hotel resorts, attractions, tax-free shopping, restaurants, and fabulous entertainment that highlights Atlantic City as a lively destination that offers many different activities. Domestic visitors, tour operators, journalists, and international trade are talking about Atlantic City on social media, at virtual and in person trade shows and in the travel trade news publications creating excitement, and interest about our seaside city. Individual FIT and groups, large or small, can enjoy a variety of itineraries highlighting what makes Atlantic City an utterly unique vacation destination.

Tour AC receives international recognition through cooperative marketing opportunities with Brand USA, the United States Tourism Office, New Jersey State Travel and Tourism Office, New Jersey Travel Industry Association and our international representation offices to international tour operators and travelers which help educate those visitors about our destination. International marketing through a grant from the NJ State Division of Travel & Tourism permits Tour AC to reach operator decision makers in the UK, Ireland, Canada, and Germany.

## Our Goals

- Attract group motorcoach and international FIT/ group markets in represented countries
- Achieve room night goals and grow economic impact
- Attend industry shows virtually and in person
- Improve brand recognition and economic impact through sales calls, site inspections, familiarization tours, client events, trade advertising, itineraries, marketing, cooperatively collaborating with partners and updating the website
- Sit on Domestic & International industry Boards to further Tour AC goals
- Facilitate the New Jersey DMO Tourism Grant to enhance International and Domestic Tourism initiatives by utilization of representation offices in Canada, Ireland, United Kingdom and Germany for marketing, trade shows, education, advertising and test emerging new international markets that would benefit Atlantic City and contribute to additional economic impact and increase room nights





# Destination Services

## 2023 Objectives

**1**

Through the Client Direct Program, Destination Services will provide support to conventions, meetings and trade shows in Atlantic City.

**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 trade show booth sales staff.

**3**

Effectively implement client events, familiarization trips, sponsorships, and special events for Visit Atlantic City.

**4**

Identify Destination 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.

**5**

Continued industry-specific training for Destination Services Managers.

**6**

Continue to provide the highly successful Restaurant Reservation Program and Atrium Concierge Desk to shows and meetings in the Atlantic City Convention Center.

**7**

Continue to define Visit Atlantic City's Digital Information library to assist clients with easy access to local information to be used by attendees to enhance their Atlantic City experience.



# Marketing Overview

## 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. The consistent messaging will be sent by Visit Atlantic City Marketing with follow up from Visit Atlantic City Sales.

### Prospective Client Communication Calendar

<b>January</b>	<ul style="list-style-type: none"> <li>• Incentives and Services for your next meeting</li> </ul>	<b>July</b>	<ul style="list-style-type: none"> <li>• Check out our new look and what's happening in Atlantic City this month</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>• Sustainability &amp; Corporate Social Responsibility (CSR) in Atlantic City</li> </ul>	<b>August</b>	<ul style="list-style-type: none"> <li>• Atlantic City Airshow + Summer Activities</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>• Our facilities and the flexibility we offer</li> </ul>	<b>September</b>	<ul style="list-style-type: none"> <li>• Media Coverage + Upcoming Events at the Atlantic City Convention Center</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>• Location, Location, Location</li> </ul>	<b>October</b>	<ul style="list-style-type: none"> <li>• Highlighting Local Businesses + Meeting Space</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>• Arrive in style with our Transportation options</li> </ul>	<b>November</b>	<ul style="list-style-type: none"> <li>• Bleisure focused: Live to Play and Meet in Atlantic City</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>• Diversity, Equity and Inclusion (DEI) in Atlantic City</li> </ul>	<b>December</b>	<ul style="list-style-type: none"> <li>• What's new In Atlantic City in 2024</li> </ul>



# Digital Strategy

## The Visit Atlantic City Difference

In 2023 Visit Atlantic City will focus on building destination appeal and celebrating what sets Atlantic City apart from its competitors. With a new website set to launch in 2023, we will want to maximize our unique digital capabilities. We've built a meetings and events focused marketing plan rooted in our newly developed brand pillars and personality. This strategic approach to client communication easily scales to celebrate our destination experiences across key interests' segments including beach and boardwalk, history, nightlife and entertainment and community stewardship. Through this level of detailed audience segmentation, we will be creating unique customer journeys on the Visit Atlantic City website allowing us to deliver more relevant content to each of our target audiences. Clear key performance indicators will allow us to turn more marketing leads to qualified sales leads and analyze our meetings and convention business. We're excited for this next step for the organization in utilizing innovative technology for enhance our clients' experiences.

## SUCCESS KPIs

Aligned focus on improving web engagement to turn marketing qualified leads into qualified sales leads:



### NEW VS. RETURNING WEB VISITORS

Goal: Increase returning web visitation to 13% of overall traffic



### ENGAGED PLANNER SESSIONS:

An engaged web visitor that spends more than 1:22 Time On Site and visits 1.6 or more pages per session.

Goal: Maintain 5% average engaged session rate for the base year



### HIGHLY ENGAGED PLANNER SESSIONS:

This is an engaged planner session AND includes completing a desired action on the website (i.e. e-Newsletter signup, partner referral, event/meeting planning guide, submit RFP, destination services kit, podcast listens.).

Goal: Maintain 3% average highly engaged session rate for the base year



### CONVERSION RATE:

Rate of completion of desired actions on the website - e-Newsletter signup, partner referral, submit RFP or click-to-call.

Goal: 3% average conversion rate for the base year



# Communications Strategy and PR Highlights

## What We'll Do

In 2023, we will work alongside our PR agency, MMGY NJF to build a comprehensive PR strategy to promote Atlantic City as a must-go destination for meeting planners, business trips and leisure travel. We will capitalize on the destination's revitalization, which has already made much progress with even more expected in the coming years.

### MMGY NJF WILL ASSIST WITH:

- Create a strategic editorial calendar with a minimum of four (4) pitches each month that highlights key events in destination, partner news, MICE topics and leisure travel
- Draft and distribute quarterly press releases
- Assist with specified partner events by participating in calls, distributing press releases and media alerts to local and regional press
- One (1) special project to be implemented by MMGY NJF
- One (1) consumer press trip and two (2) influencer trips throughout 2023
- Support client events when extra tickets are available through influencer and press invites (i.e. Miss'd America Pageant, etc).

## Our Goals

- Distribute 10-15 press releases
- Generate and service a minimum of three to four press trips
- Generate over 1.5 million media impressions
- Generate 500,000 social media impressions
- Implement one special project to shine a light on the destination to a consumer audience

## 2022 EDITORIAL/ADVERTORIAL FOCUS

For our 2023 content strategy, Visit Atlantic City will continue the conversation around Corporate Social Responsibility (CSR) along with incorporating our brand personality pillars. Atlantic City is a playful and eclectic destination where we will celebrate the authenticity of our community and local businesses. The content strategy will be heavily promoted throughout trade publication advertorial, client communication, videos, podcasts, blogs, across our social media channels, and throughout our website. We will also continue to incorporate messaging on marketing and selling Atlantic City, which includes new investments and everything a visitor can experience throughout the destination.

## 2023 PRESS/INFLUENCER TRIPS

Visit Atlantic City will continue hosting a variety of media throughout the summer and fall of 2023. We will host a series of two (2) influencer trips, one (1) consumer press trip and one (1) trade press trip to showcase Atlantic City's revitalization and further position it as a must-visit destination within easy driving distance of major Northeast cities. This exposure to hosting media will allow us to invite journalists in travel and lifestyle publications and influencers while receiving positive press and earned media in print, digital, and on-site social media. Positive press is essential to continue to grow our destination's image and improve the overall experience for the bleisure traveler.

## MAY/JUNE: TRADE PRESS TRIP – SHOWBOAT ISLAND WATERPARK & SPIEGELWORLD GRAND OPENINGS

We will invite select members of MICE (Meetings, Incentives, Conferences, Exhibitions) journalists for the debut and grand openings of Showboat's Island Waterpark and Spiegelworld to showcase what's new in Atlantic City and highlight diverse, family-friendly attractions.

## JUNE 2023: KICKOFF TO SUMMER CONSUMER PRESS TRIP

Articles typically take one to two months to be published, so we will begin with consumer press to kick off summer to ensure that the journalists' articles come out before summer's end.

## JULY/AUGUST 2023: WHAT'S NEW IN AC LIFESTYLE INFLUENCER TRIP

We will focus on inviting key lifestyle influencers from our drive markets (NYC and Philadelphia) to visit the destination and experience the new attractions (i.e. The Island Waterpark at Showboat).

## SEPTEMBER/OCTOBER 2023: FOODIE INFLUENCER TRIP

The culinary scene in Atlantic City continues to grow. We'll plan to host a foodie-specific trip in the fall to showcase new restaurants. Potential to tie this trip to Atlantic City Restaurant Week (or the week prior for an ACRW preview to draw more reservations).



**2023**

**Visit Atlantic City  
Sales & Marketing Plan**

VISIT  
*Atlantic  
City*

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