

2024

Visit Atlantic City 2024 Annual Report

VISIT
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City*





Visit Atlantic City 2024 Annual Report

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Mission & Vision



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 meeting & convention markets.



Letter from Board Chair + President & CEO

BOARD CHAIR



Eric Scheffler,
Executive Director, CRDA

EXECUTIVE



Gary Musich
President & CEO

Dear Stakeholders, Partners, and Friends,

As we reflect on 2024, I am proud to share a year of meaningful progress, renewed momentum, and strengthened collaboration for Atlantic City. This year's achievements highlight not only our destination's resilience but also the collective dedication of our hospitality partners, community leaders, and the millions of visitors who continue to choose Atlantic City for business, entertainment, and leisure.

In 2024, Visit Atlantic City rebranded and began its mission to elevate Atlantic City as a premier meetings, conventions, sports, and leisure destination. We expanded our marketing reach, introduced new strategic partnerships, and supported new visitor experiences that showcase both the iconic energy of our casino resorts and the authentic culture and diversity of our neighborhoods, businesses, and coastline.

We also deepened our commitment to sustainability and will look to further our dedication to community engagement, ensuring that our progress reflects the values of those who live and work here.

Our focus on group business delivered measurable results. The Atlantic City Convention Center and our partner properties welcomed a banner year with a robust lineup of conferences, trade shows, and sporting events. These events generated critical economic impact for local businesses and provided valuable opportunities for future growth. None of these accomplishments would be possible without the collaboration and trust of our partners. To our board, industry stakeholders, and the dedicated Visit Atlantic City team, I extend my sincere appreciation. Your passion and expertise continue to drive our success.

Looking ahead, we remain focused on driving visitation, visitor experience, and strategic marketing. With new developments and investments, reimagined event opportunities, and an evolving vision for the future of Atlantic City, I am confident that Atlantic City's trajectory is primed for success.

Thank you for your continued support. Together, we will keep shaping a vibrant, welcoming, and thriving Atlantic City.

Eric Scheffler, Chair

Gary Musich, President & CEO

2024 Financial

| | ACSC | VAC | TOTAL |
|------------------------------|-----------|-----------|-----------|
| Revenues | 1,336,396 | 8,321,338 | 9,657,734 |
| Payroll & Benefits | 308,981 | 2,978,078 | 3,287,059 |
| Marketing | 938,696 | 4,068,224 | 5,006,920 |
| Convention Development Funds | 78,250 | 678,279 | 756,529 |
| G&A | 10,469 | 478,007 | 488,476 |



2024 Financial Audit/Summary

ASSETS

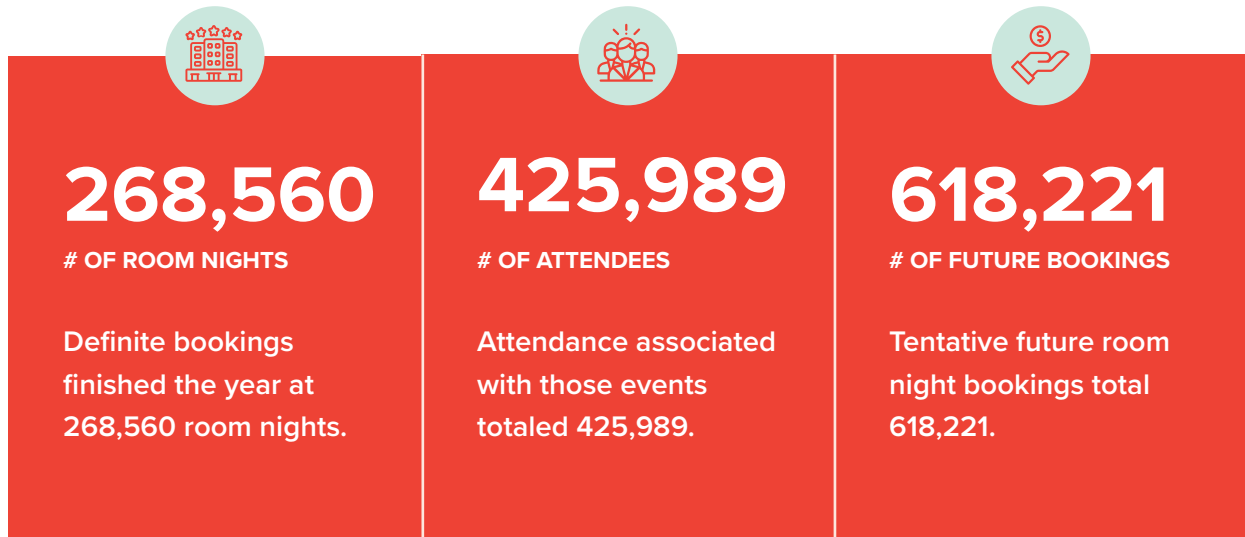
| Current Assets | |
|---|------------------|
| Total Cash & Cash Equivalents | 1,934,730 |
| Accounts Receivable | 9,114 |
| Grants Receivable | 22,568 |
| Prepaid Expenses | 299,342 |
| Note Receivable, Current | 0 |
| Total Current Assets | 2,265,754 |
| Non-Current Assets | |
| Intangible Assets | 37,581 |
| Equipment, Less Depreciation & Amortization | 165,991 |
| Total Non-Current Assets | 203,572 |
| Total Assets | 2,469,326 |

LIABILITIES and NET ASSETS

| Current Liabilities | |
|--|------------------|
| Accounts Payable & Accrued Expenses | 527,977 |
| Accrued Payroll & Related Expenses | 590,471 |
| Refundable Advance - NJ Department of State | 35,193 |
| Deferred Revenue - CRDA | 779,948 |
| Deferred Revenue - CRDA Contractual Budget Reserve | 405,000 |
| Total Current Liabilities | 2,338,589 |
| Unrestricted Net Assets | |
| Total Unrestricted Net Assets | 130,737 |
| Total Liabilities & Net Assets | 2,469,326 |

2024 Highlights

Visit Atlantic City productivity continues in all group segments



Actual

238 events occurred in 2024

The room nights associated with events generated by Visit Atlantic City finished the year at **206,648**

The economic impact associated with these events in 2024 generated **\$170,771,821**

In 2023, for every **\$1.00** invested in luxury tax revenue, Visit Atlantic City returned approximately **\$31** back to the local Atlantic City economy.

2024 Meetings & Conventions Sales Summary

Atlantic City Convention Center Bookings

46 EVENTS  **103,431** ROOM NIGHTS  **\$147,131,420** DELEGATE SPENDING

Jim Whelan Boardwalk Hall Sales Bookings

4 EVENTS  **11,480** ROOM NIGHTS  **\$17,549,703** DELEGATE SPENDING

Hotel Bookings

142 EVENTS  **105,161** ROOM NIGHTS  **\$115,763,521** DELEGATE SPENDING

Group Tour Bookings

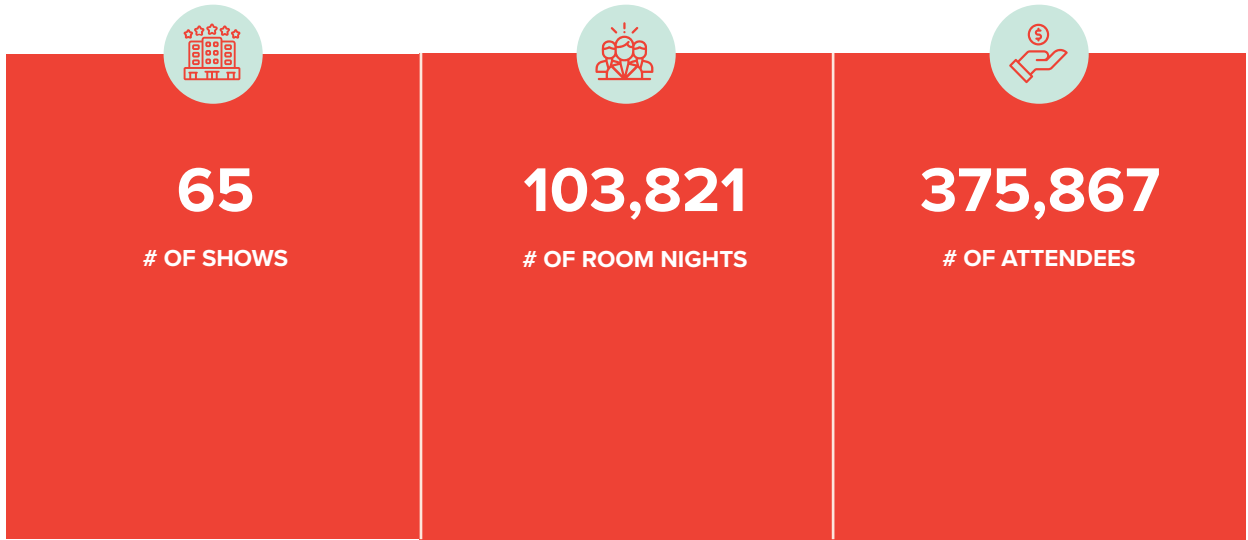
48,488 ROOM NIGHTS  **\$33,156,089** DELEGATE SPENDING

Total Bookings

192 EVENTS  **268,560** ROOM NIGHTS  **\$313,600,733** DELEGATE SPENDING

2024 Highlights

Visit Atlantic City productivity continues in all group segments



\$116,349,320

DELEGATE SPEND

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Top Revenue Producing Convention Center Events 2024

| GROUP NAME | ECONOMIC IMPACT | ROOM NIGHTS | ATTENDEES |
|--|-----------------------|---------------|----------------|
| 2024 NJLM Annual Conference | \$ 12,894,933 | 8,280 | 16,587 |
| The Pool & Spa Show 2024 | \$ 11,600,223 | 7,885 | 11,268 |
| U.S. Futsal Northeast Regional Championship 2024 | \$ 9,630,517 | 6,738 | 26,781 |
| Atlantic City Showcase 2024 | \$ 9,222,179 | 5,660 | 30,556 |
| Discover Boating Atlantic City Boat Show 2024 | \$ 8,176,720 | 925 | 35,080 |
| Atlantic City Jamfest 2024 | \$ 7,698,420 | 4,677 | 23,886 |
| 2024 NJEA Annual Exhibition / Meeting | \$ 7,471,209 | 4,509 | 9,673 |
| A2024 Annual NJ School Boards Workshop | \$ 6,578,622 | 7,660 | 6,299 |
| Spirit Cheer 2024 | \$ 5,975,861 | 4,839 | 11,000 |
| 2024 National Association of Elevator Contractors Convention | \$ 5,286,999 | 3,913 | 3,470 |
| Triple Play 2024 | \$ 4,679,078 | 2,168 | 5,074 |
| USA Fencing N. American Cup 2024 | \$ 4,054,586 | 3,684 | 6,500 |
| Police Security Expo 2024 | \$ 3,788,296 | 1,821 | 6,742 |
| Alpha Kappa Alpha - North Atlantic Regional Conference 2024 | \$ 3,424,285 | 2,468 | 5,200 |
| 2024 Impressions Expo | \$ 3,009,300 | 1,201 | 4,900 |
| The Atlantic City Beer and Music Festival 2024 | \$ 2,925,414 | 640 | 10,212 |
| Tri-State Camp Conference 2024 | \$ 2,622,865 | 1,933 | 3,893 |
| The 2024 C.H.A.M.P.S. Trade Show East | \$ 1,781,915 | 1,071 | 3,986 |
| 2024 ACP Offshore Conference & Expo | \$ 1,666,297 | 2,368 | 2,500 |
| The NJAA Conference and Expo 2024 | \$ 1,647,481 | 1,418 | 1,675 |
| 2024 N.E. Regional Carwash Convention | \$ 1,416,006 | 1,024 | 1,921 |
| Grand Totals | \$ 107,251,206 | 74,882 | 227,203 |

Looking Ahead



Karina Anthony CDME,
Executive Director of Marketing

2025 marks a pivotal and exciting year of growth for Visit Atlantic City. With the merger of the CRDA's marketing department under our direction, we are now able to deliver a unified and cohesive leisure message to consumers. This alignment ensures optimal market positioning for Atlantic City's story.

As part of this effort, Visit Atlantic City is stewarding a \$4 million Marketing and Communications budget dedicated to elevating the destination. This includes \$1 million in public relations and communications and a \$3 million leisure campaign budget spanning out-of-home, radio, digital, broadcast television, and print advertising. Together, these efforts are strengthening Atlantic City's visibility and reinforcing its position as a premier destination.

Our Sales team is also expanding, highlighted by the addition of a new Vice President of Sales who brings fresh strategies and proven expertise. Under this leadership, we are broadening our reach into key markets such as North Carolina, Boston, and Texas, with a sharpened focus on attracting both corporate and association planners.

In addition, Visit Atlantic City is re-imagining and revitalizing cornerstone events that define the city's culture and energy. This includes enhancing the Atlantic City Airshow, evolving Atlantic City Restaurant Week, welcoming new boxing events, and hosting world-class concerts and shows at Jim Whelan Boardwalk Hall.

Through strong collaboration and vision, Visit Atlantic City and the CRDA are synchronizing marketing efforts to showcase the city's diverse offerings in a seamless and impactful way. These strategic enhancements ensure that 2025 will not only be a transitional year but also one that sets the stage for long-term success, growth, and renewed vibrancy for Atlantic City.

Karina Anthony, CDME
Executive Director of Marketing

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