2026

Visit Atlantic City Sales & Marketing Plan

VISIT Atlantic City

visitatlanticcity.com

2026 Visit Atlantic City Sales & Marketing Plan

Table of Contents

MEET OUR TEAM	2
FINANCE	3
CONVENTION SALES	4
DESTINATION SERVICES	6
MARKETING	8
COMMUNICATIONS	11

Meet Our Team

EXECUTIVE

Gary Musich
Chief Executive Officer

FINANCE

Caren Fitzpatrick, MBA
Vice President, Finance and Administration

Nancy Taylor
Accountant

SALES

Anthony Molino
Vice President of Sales

Michele Turturro Young
Executive Assistant, CEO & VP Sales

Joan Mooney
Executive Director of Sales

Anne Bergen, CMP, CEM
Senior National Account Director

Patrick McCormick, CEM
National Account Director

Tawana Seward
National Account Director

Howard Munves
DC National Sales Manager

Michele Murphy
Sales & Systems Administrator

Katie Fineran
Sales Assistant

SPORTS COMMISSION

Dan Gallagher, STS
Executive Director of Sports and Entertainment

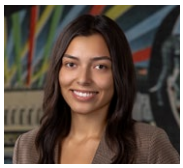
Christina Mancuso, SDLT
National Account Director

MARKETING AND COMMUNICATIONS

Karina Anthony, CDME
Executive Director of Marketing

Jessica Kasunich
Director of Communications

Nicholas DiCioccio
Marketing Manager



Alyssa Grover
Digital Communications Manager

Maria Hoag
Brand Experience Designer

Kurt Williams
Digital Content Manager

Nicole Huber
Marketing Assistant

GROUP, INTERNATIONAL AND FILM

Heather Colache, CTIS
Tourism Account Director

Kiara Davis
Group Tour Coordinator

DESTINATION SERVICES

Mary Moliver
Executive Director of Destination Services

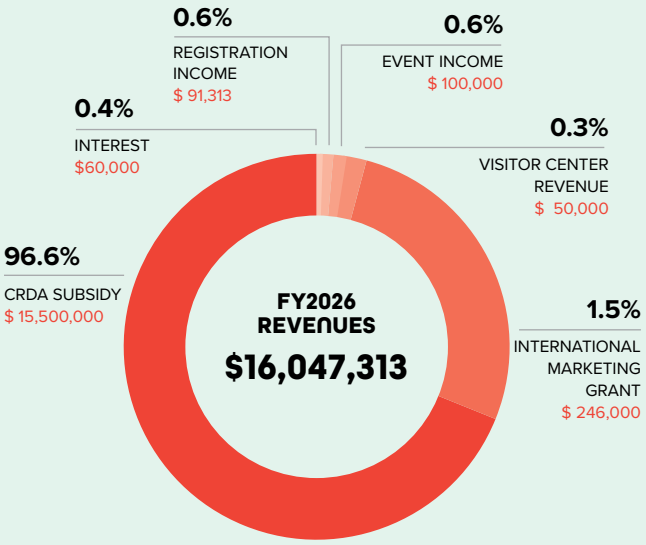
Casey Sickler
Senior Destination Services Manager

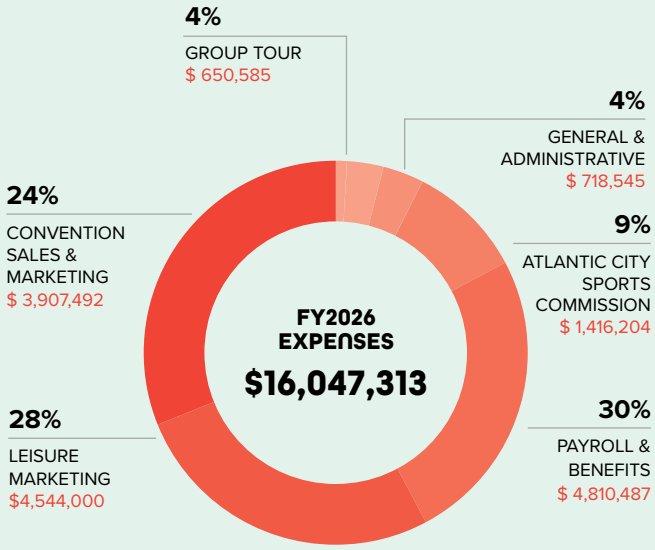
Margie Hurley
Destination Services Manager

Alisa Doyle
Destination Services Manager

Dan Loggi
Destination Services Manager

Finance



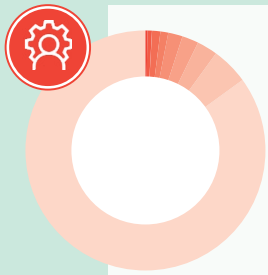


FY2026 REVENUES
$16,047,313

=

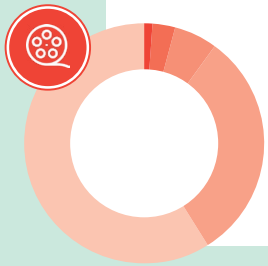
FY2026 EXPENSES
$16,047,313

EXPENSES BREAKDOWN



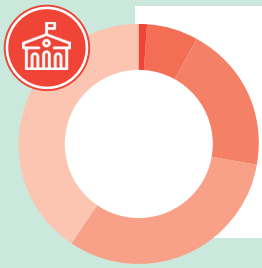
ADMINISTRATION

1%	Computer Expenses $73,745.00
1%	HR-Employee Relations $40,000
1%	Insurance $45,000
1%	Equipment $33,600
1%	Office Supplies $66,200
4%	Facilities $241,000
4%	Professional Fees $219,000
87%	Personnel $4,810,487
	TOTAL $5,529,032



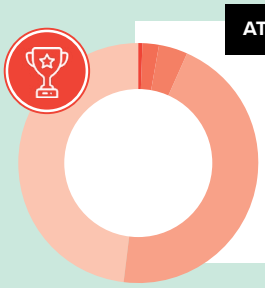
GROUP TOUR/FILM

0.2%	AC Film Commission $ 1,300
2%	Destination Services $15,000
4%	Memberships, $27,450
55%	Client Development $356,835
38%	Marketing & Advertising $250,000
	TOTAL $650,585



CONVENTION DEVELOPMENT

1%	Memberships $33,615
9%	Destination Services $360,000
13%	Client Incentives $500,000
31%	Client Development $1,221,304
46%	Marketing-Advertising, $1,792,573
	TOTAL $3,907,492



ATLANTIC CITY SPORTS COMMISSION

0.3%	Memberships $3,600
5%	Destination Services $70,735
47%	Client Development $ 667,869
48%	Client Incentives $ 674,000
	TOTAL $1,416,204

LEISURE

23%	Communications/PR $1,054,000
66%	Marketing $3,000,000
10%	Tourism Events $450,000
1%	Visitors' Center Inventory $40,000
	TOTAL $4,544,000

Convention Sales

2026 Sales Strategies

1 Invest in industry relations and strategic partnerships to strengthen Atlantic City's position within the meetings, tourism, and event sectors. These partnerships provide access to critical customer insights, enhance citywide communication, and expand opportunities for collaboration, allowing Visit Atlantic City to refine development priorities and elevate its market reach.

- Establish a Customer Advisory Board in partnership with Brad Weaber Consulting Group to gather high-value insights from 20 planner and vendor board members. The Board will guide long-term strategic planning, support prioritization of Atlantic City development initiatives, and ensure stronger alignment among key stakeholders.
- Introduce the Maritz MDP2 DMO Approved Marketing Agreement as an annual partnership that includes sponsorship at the Elevate Maritz Associate Conference, representation on the Customer Advisory Board, and collaboration on shared data and analytics. This partnership provides enhanced booking strategy resources and marketing opportunities through the Maritz intranet and global events.
- Strengthen Atlantic City Strategic Communications by collaborating with the Department of Community Affairs, Great Day Atlantic City, and the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism. This unified approach will improve communication, integrate Visit Atlantic City's corporate responsibility efforts into neighborhood development, and support advocacy for continued investment in the tourism district.
- Enhance the strategic partnership with PCMA to increase Atlantic City's footprint at PCMA Convening Leaders. PCMA-curated educational content will be incorporated into all Visit Atlantic City client-focused roadshows, supported by tailored digital and print marketing and sponsorship activations designed to elevate the destination's visibility.

2 Diversify outbound sales efforts by expanding into new geographic markets, strengthening partnerships with the Atlantic City International Airport, and increasing presence at high-value industry trade shows. These initiatives will create more personalized buyer engagement opportunities, elevate Atlantic City's visibility in key association hubs, and reinforce the destination's commitment to innovative, education-driven client development.

- Strengthen collaboration with Atlantic City International Airport (ACY) to jointly promote new airlines and flight routes into Atlantic City. Curate intimate events in newly serviced cities to connect directly with potential show organizers.
- Expand into new feeder markets including the Midwest, Texas, the Carolinas, Florida, and Colorado by designing purposeful client experiences that incorporate credentialed industry education and spotlight Atlantic City's small businesses and neighborhood assets.
- Increase investment in major tradeshows and activations such as PCMA Convening Leaders, IMEX, Business Events Industry Week in Washington, DC, and the Association Forum Holiday Showcase in Chicago to grow Atlantic City's footprint in high-value association markets.
- Prioritize deeper involvement in industry chapter-level events rather than solely global partnerships to create more meaningful touchpoints and maximize interaction with show organizers. Hold seats on industry boards to increase influence and position Atlantic City within key decision-making groups.
- Support volunteerism within industry organizations to strengthen relationships, increase visibility, and demonstrate service-driven leadership.
- Invest in high-quality digital proposal software to deliver premier, elevated presentations of Atlantic City's convention and hotel packages.

Convention Sales

2026 Sales Strategies, continued

3 **The 2026 Group Tour Marketing Plan focuses on strengthening Atlantic City's presence across domestic and international travel markets through enhanced brand visibility, targeted global outreach, deeper industry engagement, expanded film production opportunities, and strengthened regional collaboration. By integrating comprehensive marketing campaigns, securing international funding, developing refreshed group tour content, supporting the city's film sector, and partnering with regional tourism organizations, Visit Atlantic City will position the destination for increased visitation, stronger market competitiveness, and long-term sustainable growth.**

- Increase overall destination awareness through integrated brand and content marketing.
- Expand Atlantic City's global footprint by targeting both emerging and established international markets.
- Strengthen the Group Tour and Motorcoach sector with updated itineraries, partner collaboration, and industry engagement.
- Grow Atlantic City's visibility in the film and television industry through strategic support and improved resources.
- Build powerful regional alliances to enhance shared tourism initiatives and multi-destination experiences.

4 **Strengthen the Atlantic City Sports Commission by expanding market share, enhancing event diversity, and increasing national and international visibility. These efforts position Atlantic City as a premier destination for sporting events of all levels, despite limitations in outdoor sports complexes.**

- Continue to grow Atlantic City's sports portfolio by attracting a diverse range of events. What was once a predominantly regional youth sports market has evolved into both a national and international professional sports market.
- Utilize the city's topography, landscape, boardwalk, and indoor facilities to creatively accommodate events in the absence of outdoor multipurpose fields and a large sports complex.
- Leverage a diverse mix of events to increase Atlantic City's exposure and credibility as a sports destination. Highlighting Atlantic City as a beachside sports destination to engage new clients
- Prioritize community impact by welcoming athletes and families from a wide range of socioeconomic backgrounds, encouraging them to experience Atlantic City's amenities, attractions, and hospitality offerings.
- Invest in staff development through education and industry engagement. Support participation in seminars, tradeshows, conferences, and conventions to ensure team members remain competitive in an evolving sports market and earn valuable accreditations.
- Expand international outreach. In 2025, the Atlantic City Sports Commission attended Teams Europe, meeting with more than 20 international rights holders seeking to enter the North American market.
- Plan for continued growth in 2026 by attracting additional USA sanctioned and international sporting events, reinforcing Atlantic City's status as a premier destination for amateur, collegiate, and professional competitions.
- Increase social media and digital marketing efforts to reach broader audiences and diverse demographics, enhancing the visibility and appeal of Atlantic City's sports offerings.
- Align with emerging industry trends and strategies throughout 2026 to sustain and elevate the success of the Atlantic City Sports Commission.

Destination Services

2026 Goals and Objectives

1 Destination Services will provide support for conventions, meetings, trade shows and sports events in Atlantic City.

- Continue to evolve our Welcome Program with Impactivate and Marketing Partners.
- Continue to grow our discount programs for clients to include Show Me Your Badge, rental car discounts and area attractions.
- Work to develop airport transportation programs to include Atlantic City International and Philadelphia International.
- Work with Casino Reinvestment Development Authority (CRDA) and Special Improvement District to facilitate and expand our banner program to include Pacific Avenue and the Wave Garage signage program.
- Collaborate with the City of Atlantic City and the Special Events Team to assist clients with permits and applications for city events.

2 Actively promote Atlantic City's attractions to engage new, potential, and existing clients.

- Effectively implement client events, familiarization trips and sponsorships for Visit Atlantic City.
- Implement and organize site visits for clients to highlight our city amenities, current redevelopment with the city and emphasize our CSR opportunities.
- Highlight local businesses as we provide amenities for our clients.

3 Destination Services will produce and elevate citywide leisure events, such as the Soar & Shore Airshow, the Atlantic City Host Awards, and Taste Atlantic City.

- Engage destination partners to showcase their properties and amenities to create integrated and appealing event experiences.
- Coordinate with the City of Atlantic City to secure necessary permits.
- Liaison with outside vendors to ensure logistical needs are met for successful event production.

Destination Services

2026 Goals and Objectives, continued

4 Foster strong alliances with local entities to better equip our team in serving convention clients

- Execute quarterly site inspections with Partners to conduct assessments of building features and their amenities.
- Organize a semi-annual Destinations Services offsite retreat to focus on high-level strategy and generate fresh ideas in a new environment.

5 Provide Planners with professional, on-site registration staffing support for Convention Center and Hotel events.

- Host annual Registrar Meeting outlining new policies and procedures, as well as reviewing current information.
- Provide Registrars with current city-wide and area updates to better help them understand the city and their role in positive and informative communication with attendees.
- Staff the complimentary Restaurant Cart and Concierge Desk during all Events in the Convention Center. Provide information stations in hotel properties upon request for small meetings.
- Support the Atlantic City Concierge Association by continuing our membership and attending monthly events.
- Recruit experienced professionals to expand our registration team.

6 Review and upgrade the Visitors Welcome Center to reflect current visitor profile needs.

- Modernize the Welcome Center and data collection procedures to improve visitor engagement and reporting.
- Create an immersive experience where the spirit of the Visit Atlantic City brand meets the rich, nostalgic history of the area.
- Partner with local artisans and businesses to create retail items that reflect current tastes, needs and collectible items.
- Continue staff training to enhance counselor's knowledge of Atlantic City and to strengthen interaction with visitors.

Marketing

2026 Meetings Marketing Goals

Awareness — Impressions (4.9M)

Consideration — Key Page Views (125,000)
Engaged Sessions (11%)

Action — CRV: 4% New User | 11.5% Returning User

Conversion rates naturally fluctuate as they are influenced by the volume of active users and sessions. Unique/engaged users have exceeded our goal. The smaller CVR shows new or first-time users compared to our goal.

2025 Leisure Marketing Goals

Awareness — Active Users 1,735,430
Sessions 2,244,000

Consideration — Key Pages Visited 571,873
Branded Search Impressions 75,000

Action — Total Conversions 355,200

2026 Meetings Advertising

VISIT
Atlantic City

Atlantic City is the smart choice for meetings and events. With **1.8 million sq. ft. of meeting space**, **18,000 hotel rooms**, and **48 blocks of dining and entertainment**, everything you need is in one place. From our award-winning Convention Center to waterfront venues and diverse oceanfront dining, Atlantic City makes every event unforgettable.

Discover why Atlantic City is the smart choice for your next meeting.

1-844-855-6338
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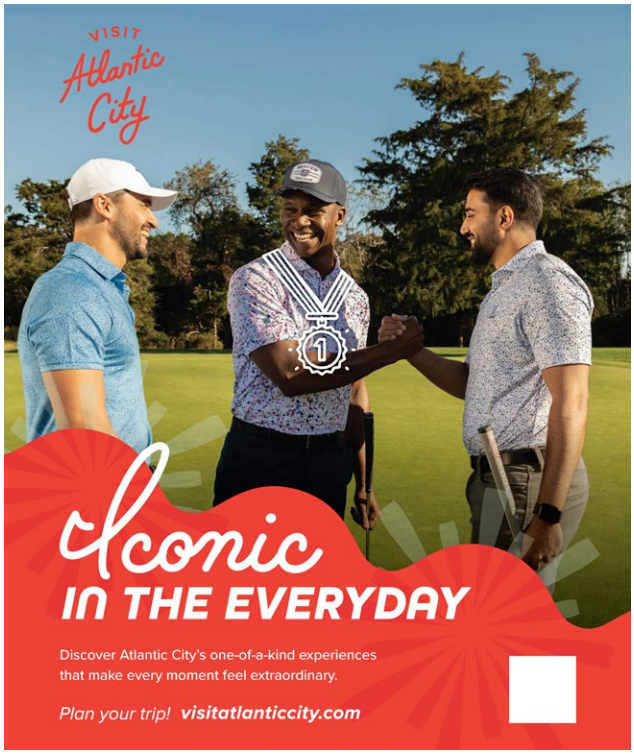
2026 Leisure Advertising



Communications

2026 PR, Communication and Social Media Goals

1 Public Relations
Strengthen Atlantic City's Brand Story and Increase Earned Media Coverage

- Work with our PR agency, MMGY, to increase Atlantic City's brand story and secure earned media placements regionally and in top-tier travel, lifestyle, sports and meetings publications.
- Create experiential itineraries for journalists and influencers showcasing the destinations newest developments, attractions, and restaurants.
- Host 15 consumer and trade journalists spread across individual and group trips
- Host 15 social media influencers (paid + trade) spread across individual and group trips
- Secure 300 media placements within our curated media Hot List (100-110 outlets)
- Media Impressions Goal: 6 billion
- Secure 5 earned broadcast interviews / segments throughout the year
- Expand meetings and conventions PR:
  - Highlight success stories from meetings, conventions and events
  - Promote destination wide infrastructure and development investments
  - Host (1) MICE Press Trip
  - Generate 10 earned media placements in meetings-industry trade outlets

2 Communications
Expand our monthly e-communication and campaigns, along with the creation of a Crisis Communication Plan.

- Work with our Sales team and Simpleview/Granicus to utilize Act-On offerings to increase awareness, leads and RFPs for the sales team members.
- Utilizing Act-On drip campaigns to assist in meeting our KPIs in 2026.
- Continue monthly e-communication to leisure database, targeted sales lists, destination partners:
  -Monthly Bulletin
  -Monthly Partner Content Request
  -Monthly Leisure, Meetings and Sports Newsletters
- Increase leisure email marketing list by 15% and maintain an open rate of 40% or higher.
- Create and distribute a quarterly President and CEO Newsletter.
- Work with MMGY to create a Crisis Communication Plan for Visit Atlantic City that will serve as a guide for evaluating and responding to issues and crisis situations across the destination and meetings and events industry.

3 Social Media
Grow overall audience reach and engagement on our social media channels

- Develop monthly content themes highlighting arts, culture, events, food, attractions, development, and local stories.
- Implement 3-5 daily scheduled postings on Hootsuite and 1-2 daily shared posts.
- Work with destination partners, businesses, CDC's and clients to increase awareness about destination events and happenings.
- Achieve a 15% increase in engagement rates through more immersive storytelling.
- Increase total followers across platforms (Instagram, Facebook, X, LinkedIn) by 20%.

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