

WELCOME



**First Annual
Marketing
Review**

March 14, 2007

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Introduction & Welcome

Jeff Vasser, Executive Director

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Convention Sales

Gary Musich - Vice President

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Development Highlights

	<u>2006</u>	<u>2005</u>	<u>% Increase</u>
• Room Nights	130,601	73,370	78%
• Attendance	849,626	275,894	208%
• Delegate Spending	\$196,000,000	\$104,000,000	88%
• New CC Leads	283	188	51%
• New Hotel Leads	140,066	130,604	7%
• DC Leads	97	81	20%

- 19% increase in reservations booked through restaurant cart
 - 2006: 12,616 reservations booked
 - 2005: 10,606 reservations booked

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2006 Highlights

- Launched www.meetinac.com (Total Meeting Resource)
- Implemented online group housing service
- New sales staff deployment
- New graphic image
- Departmental reorganization

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Meeting More Than
Your Expectations!



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Contact our Sales Department at
1-888-222-3683 or visit us at
www.meetnac.com



WE PROUDLY



ALL YOUR EXPECTATIONS



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Atlantic City Convention & Visitors Authority
2314 Pacific Avenue • Atlantic City, NJ 08401 • 1-888-222-3683

The Atlantic City Convention & Visitors Authority
invites you to join us in booth # 1000
during

PEC Expo 2007

at the Morial Convention Center -
New Orleans, LA

Thursday, January 21st • 12:00 - 4:00 p.m.



All work and no play...not here!



Drop in your business card for a chance to
win: Golf Carry Bag • Golf Shirt • Golf Hat • Golf Towel •
Shoe Bag • Golf Umbrella • 1 Dozen Golf Balls • Tee

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The Atlantic City Convention & Visitors Authority,
along with our Marketing Partners:

VISTA CONVENTION SERVICES TRUMP MANAGEMENT SYSTEMS



Welcomes **enVision07**
February 20 - March 2, 2007 • Atlantic City

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PLANNER'S NOTEBOOK



meetnac.com
EVENT PLANNING GUIDE



Atlantic City Atlantic City SMO

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2007 Projections and Goals

- 5% growth in Convention Center events and room nights
- 20% growth in hotel-based convention room nights
- Continue to optimize Internet marketing targeted to group buyers
- Expand services for meetings and conventions:
 - Banner program, signage, media services, partnerships
- Expand into new markets
 - Atlanta, Pittsburgh, Florida
- Package destination attributes
- Host meeting planner conventions:
 - Experient, SGMP

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Marketing

Maureen Siman - Vice President

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2006 - Review

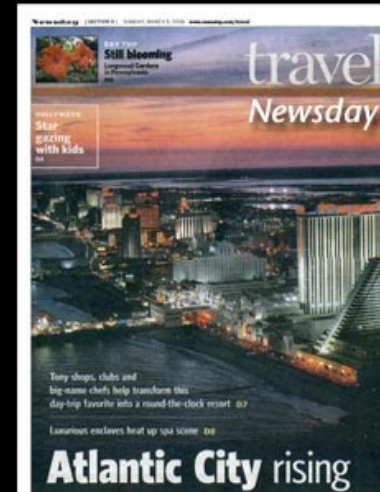
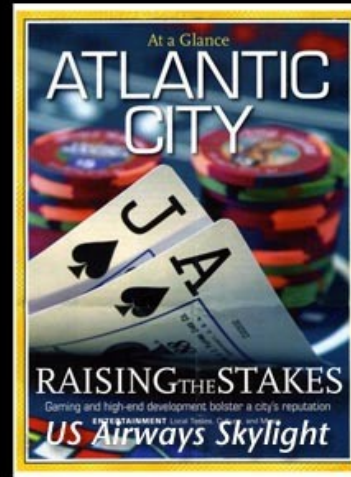
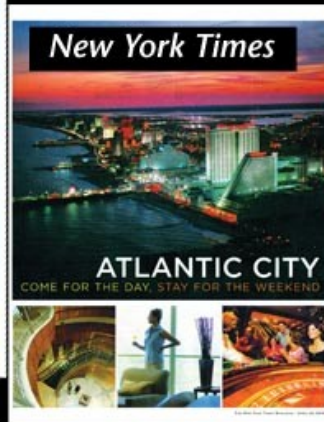
- Increased media attention on Atlantic City
- Print alone generated 235.4 million impressions
- Successful initiatives include:
 - Bachelorette Campaign
 - Visiting Journalist Program
 - FAMS – mostly concert-related
 - Editorial Appointments

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2007 Outlook & Goals

- **Strong Internal MR Team + New National PR Agency (Lou Hammond & Associates) = SYNERGY**
- **Aggressively seek coverage in New York, Washington and Baltimore while continuing concentration in Philadelphia region**
- **Explore and exploit broadcast opportunities regionally and nationally**

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2006 - Review

- **Television & Film Production**
- **ABA**
- **Group Leads – 87% increase**
- **Leisure and AAA Travel Agents**
- **Group, Leisure, Film and Travel Tradeshow – 76% increase**

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2007 Goals

- Motorcoach Marketing
- Conduct Visitor Profile Study for 2008 release

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Marketing Partnership

- **Signed 77 new members in 2006**
 - 67.4% more than signed in 2005
- **Currently 329 members**
 - 30.6% increase over 2005
- **Will continue to enhance services**
 - Educational seminars
 - Networking events
 - Informational mailings

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Sports & Golf Marketing

- **Excellent success with A10 this year**
- **ACCVA now handles marketing for Greater Atlantic City Golf Association, utilizing ACCVA's marketing Power to promote Atlantic City as a golf destination**

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Atlantic City

convention & visitors authority™

2314 Pacific Avenue
Atlantic City, NJ 08401

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Larry Sieg
Sr. Director, Marketing

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Visitor Services

- Operate Visitor Welcome Centers, information phone line, website information requests
- 2006 statistics:
 - 166,000 walk-ins to Visitor Welcome Centers
 - 43,000 inquiries via email
 - 18,800 inquiries via telephone
 - 1,000 room bookings with \$1.2 million economic impact

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eMarketing

	<u>2005</u>	<u>2006</u>	<u>% Increase</u>
Total website visitors	2,972,339	3,397,489	14%
No. of website visitors who actually visited AC	1,313,744	1,353,154	3%
Individual page views	8,430,667	13,746,997	63%
Opt-in for newsletters	58,801	67,938	15.50%
Room nights booked	2,160	3,675	70.10%
Value of room nights	\$285,234	\$554,546	94.40%
Average trip expenditure	\$630.87	\$1,244.90	97.30%

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Top 5 Destinations

Visitor Statistics Top U.S. Destinations (in millions)

	<u>2003</u>	<u>2004</u>	<u>2005</u>
Orlando, FL	44.9	47.7	49.3
New York City, NY	37.8	39.9	42.6
Las Vegas, NV	37.5	37.4	38.6
Atlantic City, NJ	32.2	33.3	34.9
Chicago, IL	29.8	31.9	33.0

- **40 Million visitors to Atlantic City by 2010**

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New Look, New Sound

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Thank You

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