

A YEAR OF **CHANGE**

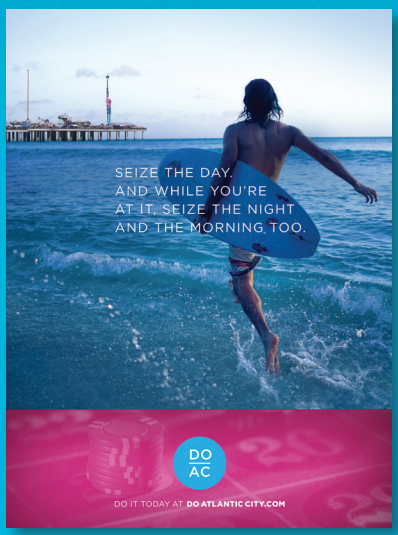
DO AC

ATLANTIC CITY ALLIANCE SNAPSHOT 2015

DRIVING VISITORS TO DO AC

The Atlantic City Alliance focuses on marketing, image building and citywide events. Advertising changes perceptions and drives leisure visitation.













DO AC ADVERTISING

4,500 TV ADS

13,000 RADIO ADS

206 NEWSPAPER & MAGAZINE ADS

300 MILLION
IMPRESSIONS FROM BILLBOARDS, ONLINE DOMINATIONS AND WEB VISITS

1 MILLION+
PEOPLE ON SOCIAL MEDIA AND IN ACA'S DATABASE
(UP FROM 40,000 IN 2012, A 2400% INCREASE)



New Testimonial advertising campaign (Philadelphia)



DO AC Campaign (New York & Baltimore)

CHANGING GLOBAL MEDIA PERCEPTION

Created thousands of new pictures, videos and written content to tell the new Atlantic City story to media and stakeholders. ACA PR engaged the worldwide media to promote the positive and reshape the image.


The Philadelphia Inquirer

A Sea of Fans

Blake Shelton draws 60,000 to free A.C. show.

"The second year of the "Do AC" promotional campaign helped increase positive perceptions of Atlantic City among residents of nearby states..."

—Survey: Positive views of Atlantic City up in 2013, **Associated Press**, *April 2014*

Associated Press
CNN Travel
FT Financial Times
New York Post
The New York Times
Philadelphia Magazine
Philadelphia Business Journal
Univision
Bloomberg
msnbc

HOSTED 535 JOURNALISTS

MEDIA CONVENTIONS:
National Association of Black Journalists

Society of American Travel Writers

Since 2013:
- **5,306 positive stories** about Atlantic City.
- **ACA events and marketing drove nearly 1/2 of the positive coverage** with 2,268 stories

Media now refer to AC as:
- A destination that has **something for everyone** 3x more often
- A destination that has **more than just gaming** 2x as often
- **Making a comeback** 2x as often


The New York Times

In Time for Memorial Day, Atlantic City Attempts a Turnaround

WHAT THE PRESS SAYS:

AOL ranked AC number 4 on the **top 5 most searched destinations**

Open Table named Atlantic City's Cafe 2825 to its **Top 100 Restaurants** in the Country for 2014

Open Table ranks Atlantic City **"Most Romantic City"**

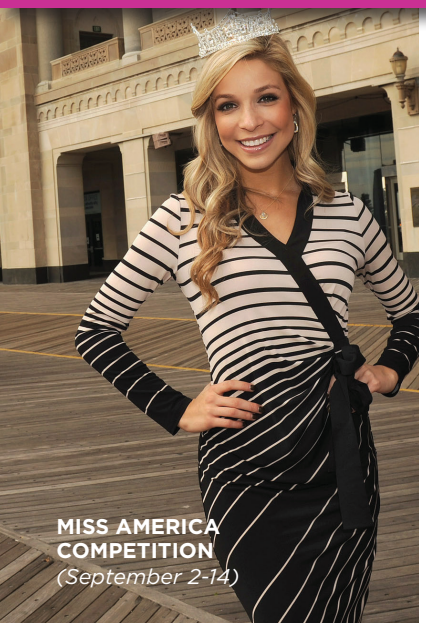
Travel + Leisure named Atlantic City one of "**America's Best Towns** for the Holidays!"

The Travel Channel ranked Atlantic City 23rd on its 101 **Sand N' Surf Hotspots** global listing!

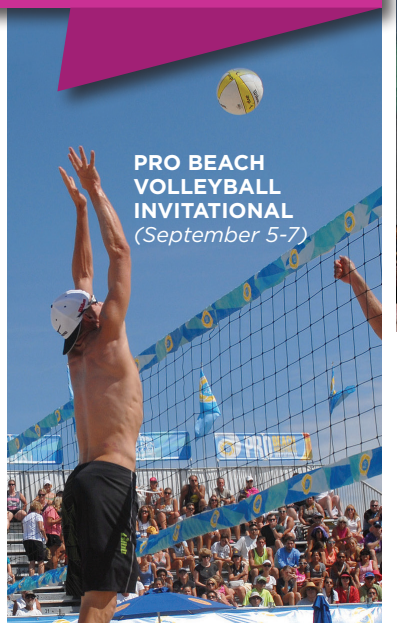
ACA EVENTS (Sponsored & Produced)

DREW MORE THAN **ONE MILLION** INCREMENTAL VISITORS*

*Source: Tourism Economics



MISS AMERICA COMPETITION
(September 2-14)



PRO BEACH VOLLEYBALL INVITATIONAL
(September 5-7)

SAND SCULPTING WORLD CUP
(June 19-July 6)





TREE & LIGHT FEST
(November 24-January 2)



BOARDWAY WINE PROMENADE
(September 27-28)



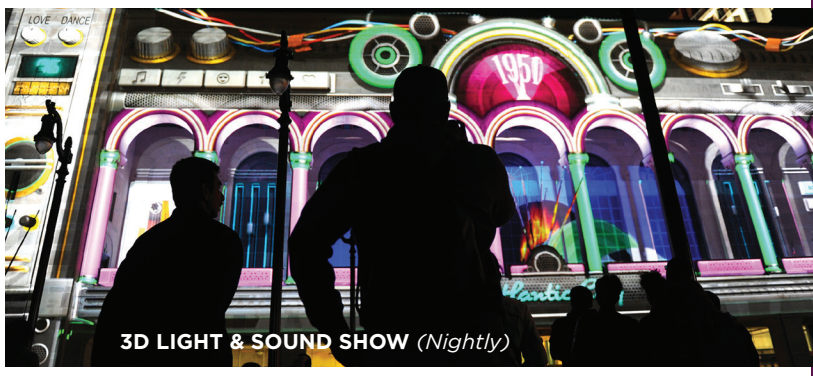
ARMED FORCES PARADE & AIRSHOW
(August 11 & 13)



FIRE ON THE WATER FESTIVAL
(May 17-18)



BROADWAY ON THE BOARDWALK *(July 7-28)*



3D LIGHT & SOUND SHOW *(Nightly)*



JULY 4TH FIREWORKS



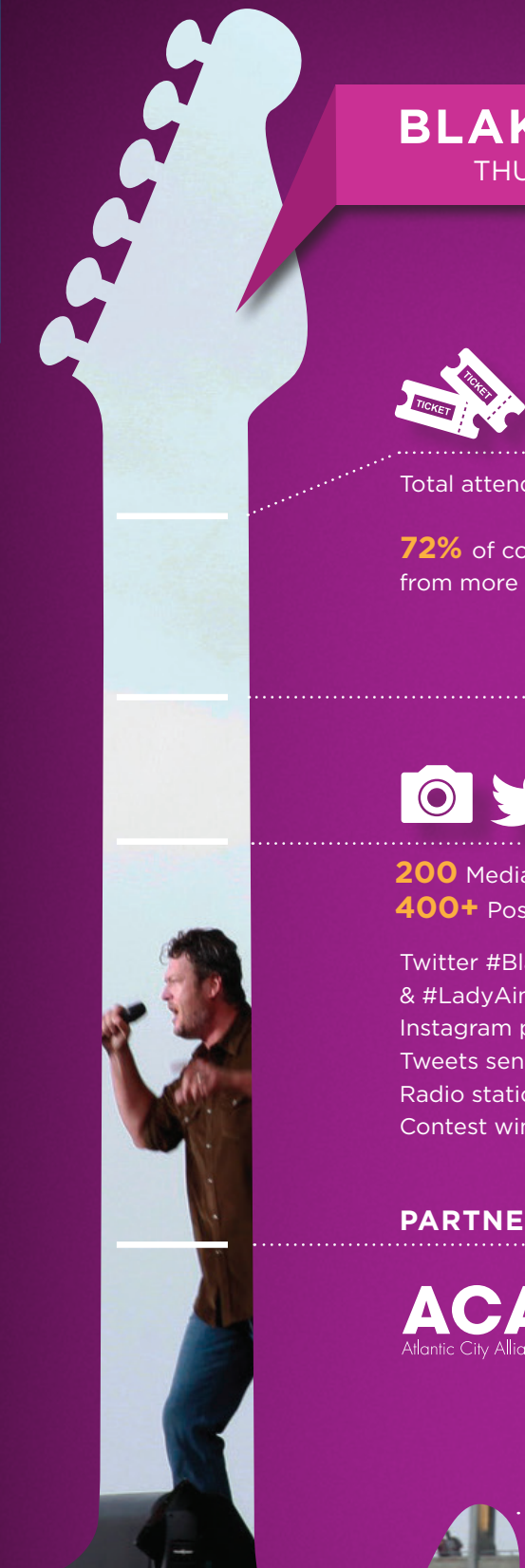
SUMMER CONCERT SERIES AT GARDNER'S BASIN
(June 14-August 16)

It's one thing that AC will never lack—there will be entertainment.

—Atlantic City is Stepping Up Its Game This Summer—Where You Need to Go, **New York Post,** *July 1, 2014*

BLAKE SHELTON & LADY ANTEBELLUM

THURSDAY, JULY 31ST — SUNDAY, AUGUST 3RD



TICKETS

Total attendees **160,000**

72% of concert attendees came from more than 50 miles away

Winner: Atlantic City Alliance
"...no entity deserves a greater share of the accolades than organizer Atlantic City Alliance. The group's marketing was ever-present in the weeks and months leading up to the show and its execution was as close to flawless as could be expected for a first-time event."
— A.C. Beach Concerts, **Press of Atlantic City,** *August 2014*

$$$ ECONOMIC IMPACT

$23.3 million

Concertgoers spent an average **$124 per person**

6,400 hotel room nights

Beers sold	51,942
Soda sold	8,616
Water sold	9,456
Cowboy hats sold	779

MEDIA

200 Media attendees
400+ Positive stories generated

Twitter #BlakeAC & #LadyAinAC impressions	42 million
Instagram photo impressions	979,000
Tweets sent	25,000
Radio stations contests	32
Contest winners	2,500

PARTNERS

ACA Atlantic City Alliance · City of Atlantic City · CRDA Casino Reinvestment Development Authority · Live Nation · The Great Seal of the State of New Jersey

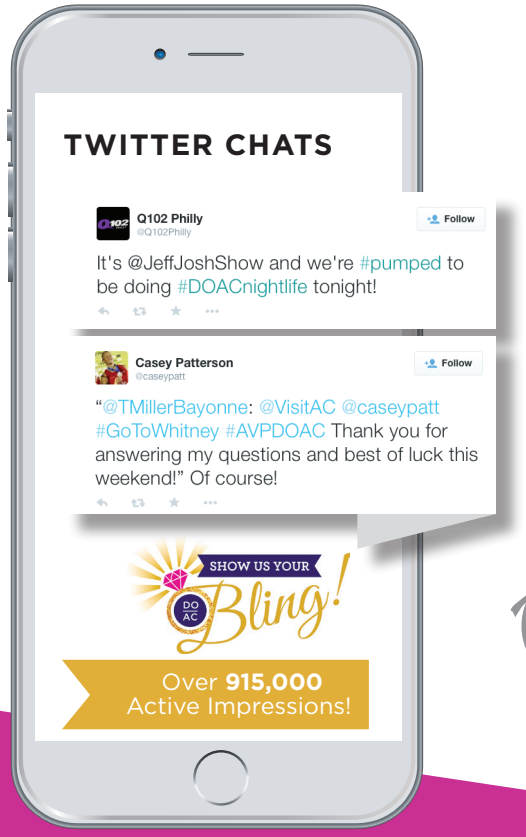
JOBS*

Event production	12,585
Unions	11,335
Security/EMS/Ambassadors	6,450
Food & Beverage	5,000
Volunteers (non-paid)	750
TOTAL hours worked	36,120
TOTAL direct employment revenue	$1 MILLION

*This does not include hours worked from the ACA, CRDA, the City of Atlantic City (ie: Police, Fire, Lifeguards, Public Safety, Public Works, etc), casino and restaurant employees, agencies and vendors.

IMPACT of a BEACH CONCERT

SELLING THE DESTINATION WITH SOCIAL MEDIA





314,000+
#DOAC tagged
photos to date

Book your getaway today!
www.doatlanticcity.com

AC SOCIAL CONVERSATIONS

#DOAC
#AtlanticCity
#DOACnightlife
#DOcrew
#AC

Facebook.com/DoAtlanticCity
Twitter.com/VisitAC
Instagram.com/DOAC
YouTube.com/DOAC
Pinterest.com/DoAtlanticCity
Foursquare.com/VisitAC

580,000+
social followers

600,000+
database subscribers

WHO IS AN AC FAN?

- Predominately female, Caucasian, married, 31–50, from our key drive markets
- 91% visited in the last year
- 40% of our fans became fans of another casino page
- 30% said DO AC social media changed their perception in a positive way
- 40% are interested in hotel packages and events
- Social and e-database subscribers are two different audiences

Citation: Based upon a 2014/2015 Social Survey conducted on Facebook and Twitter



"Its 'Do AC' campaign is working to improve perceptions of Atlantic City and get the word out that it has more than just casinos."

—5 Things Atlantic City is Doing to Reverse its Slide, **Associated Press,** *July 2014*

DO AC MARKETING WORKS!

BASED ON ADVERTISING RESEARCH:



3 out of 4 people living in Philadelphia, NYC or Baltimore looking for a getaway now see AC as a destination for dining, nightlife and entertainment

AC is now a top consideration for a getaway, competing with Philadelphia, NYC, Boston and DC. These destinations now have a new competitor for the leisure visitor

Against the strong headwinds of hurricanes and highly publicized negative news with numerous bankruptcies, casino closings, job losses and the continued decline in gaming, **DO AC held up and made gains in intent to visit and perception of AC as more than just gaming**

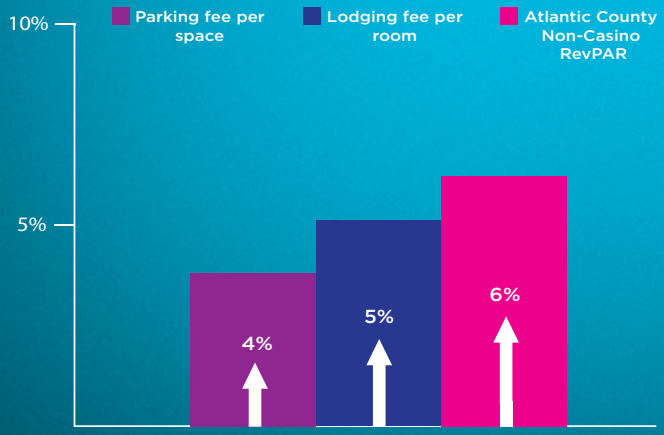
AC is now the **#1 top getaway** destination in NYC for people looking for fun things to do—not just gaming

Source: *PlannerZone Collective*

In a recent study, preference improved and perceptions of AC as a unique experience and a great place for a reunion with family and friends. In NYC specifically, **67% of respondents preferred AC** to other getaway destinations and 63% intended to visit in the next year

ACA's $4 million convention subsidy led to **120,000 room nights** from new group business valued at **$35 million** in economic impact

12 Month Atlantic City Tourism Indicators



Up from Prior 12 Months (Feb 14 - Feb 15)

RevPAR and the Atlantic City Casino Parking Fee and Atlantic County Hotel Fee (both on a per supply basis) can serve as an effective proxy for the performance of the tourism economy in Atlantic City.

Source: *Stockton University Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism*

Hotel Room Market Mix



ACA Staff



Jeff Guaracino, Executive Director

Kellianne Nicholas, Marketing Director
Eric Cortes, Social Media Director
Francine Palumbo, Executive Assistant & Office Manager

Founding ACA Staff

Elizabeth Cartmell
Christine Spencer
Judi Ludovico
Dale Goldfarb

2015 Board of Trustees



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Chairman of the Board

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Resorts Casino Hotel

Kevin Ortzman, Senior VP & General Manager
Caesars Entertainment

Tom Pohlman, Executive VP & General Manager
Golden Nugget Atlantic City

Special thanks to former Board Members

Robert Griffin, Chief Executive Officer
Trump Entertainment Resorts, Inc.

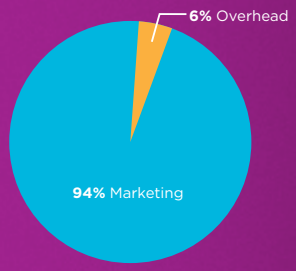
Mike Frawley, Chief Operating Officer
Atlantic Club Casino Hotel

Scott Kreeger, President & COO
Revel Entertainment Group, LLC

Tony Rodio, President & Chief Executive Officer
Tropicana Entertainment, Inc.

2014 Funders

The Atlantic City Alliance puts 94% of its annual budget towards marketing with a lean 6% for administrative overhead. The 2014 budget was $30 million from the casino operators directed to the ACA. The ACA does not receive tax dollars. Additional incremental funding is derived from partnerships, the CRDA and sponsorships.



BALLY'S CENTER OF THE ACTION
Borgata HOTEL CASINO & SPA
CAESARS ATLANTIC CITY
GOLDEN NUGGET ATLANTIC CITY
Harrah's RESORT ATLANTIC CITY
RESORTS Casino · Hotel
TROPICANA ATLANTIC CITY
TRUMP TAJ MAHAL

Photo Credits

11th Floor Productions
Atlantic Coast Productions
Tom Briglia
Rusty Kennedy
Bob Krist
Anthony Smedle
Peter Tobias
Michael Troisi
Nick Valinote

DO AC