TIRED OF WINTER?
ESCAPE TO ATLANTIC CITY FOR A *"TASTE OF SUMMER"* NOW

New winter "DO AC" campaign promotes
Atlantic City's resorts, spas, restaurants & entertainment

Click-to-Tweet: NEWS: @VisitAC's 11 casino properties join forces to offer a #TasteOfSummer | http://po.st/TasteOfSummer

Atlantic City, NJ – February 7, 2014 – Snow, ice, and polar vortexes. Everyone is waiting for winter to be over. Just a short drive away, hot new "summer-like" hotel packages make a trip to Atlantic City an affordable getaway for travelers seeking high-value hotel deals. Today, the Atlantic City Alliance kicks off a winter tourism marketing campaign called, "***Taste of Summer***." After all, ocean views, bachelorette parties, live entertainment and dance floors are always in season in Atlantic City.

At the core of the advertising, social media, online and PR campaign are the new "***Taste of Summer***" hotel packages from 11 resort casino hotel and spas. Each package offers a variety of summery fun amenities ranging from dining deals, indoor pools, spa credits and fitness passes (for that summer beach body), to ocean-view rooms and summer cocktails.

Most packages are available 7-days a week and start around $55 to $169. Prices may vary depending on day of week and demand. Packages are available through March 31. "***Taste of Summer***" hotel packages can be booked directly with your favorite casino hotel by phone or online at the property's website.

To get visitors into the summertime spirit, each casino hotel has a summer-inspired sand sculpture on property and "***Taste of Summer***" hotel guests get a free gift at check in: a DO AC beach ball. Each property will debut their own version of a "***Taste of Summer***" cocktail that will be unveiled tomorrow night at Phillip's Seafood at the Pier Shops at Caesars at 7 pm in Atlantic City. The "***Taste of Summer"***-inspired cocktail will be available for purchase at the properties with a variety of themes and mixers.

The Atlantic City Alliance's "***Taste of Summer***" marketing campaign is geared towards Philadelphia, North Jersey, Northern Delaware, New York and Baltimore. The advertising campaign consists of full-page ads in major newspapers, six-weeks of radio promotions, and paid online ads aimed at people looking for winter travel deals. Online sites include weather.com, Travelzoo, Living Social and Kayak.com.

Hotel packages include:

Bally's Atlantic City
Sunday – Saturday: starting at $55

- Overnight accommodations
- 2 free drinks at the Mountain Bar
- 2 complimentary passes to the Bally's Pool

Borgata Hotel Casino & Spa
Sunday – Thursday: starting at $169
- Overnight accommodations
- $100 dining credit
- Comedy Club tickets
- Complimentary fitness access

Caesars Atlantic City
Sunday – Friday: starting at $123
- Overnight accommodations
- Dinner for 2 pre-fixe menu
- Entry for 2 into Qua Roman Baths and Spa
- 1pm late checkout

Saturday
- Overnight accommodations
- $100 spa credit at Qua Roman Baths and Spa

Golden Nugget Atlantic City
Sunday – Saturday: starting at $99
- Overnight accommodations in a Gold Tower Luxury Room
- $50 breakfast credit
- Complimentary access to The Spa & Salon and Fitness Center
- Free self or valet parking

Harrah's Atlantic City
Sunday – Saturday: starting at $65
- Overnight accommodations in the Waterfront Tower
- Breakfast in bed
- $20 poolside beverage credit
- 2pm late checkout

Resorts Casino Hotel
Sunday – Friday: starting at $119
- Overnight accommodations
- Welcome margaritas on the beach at LandShark Bar & Grill
- A $75 dining credit at Margaritaville or any of Resorts' restaurants
- Revue show tickets to the legendary Disco Lady starting Maxine Nightingale
- Complimentary access to the indoor/outdoor pool and health club

Revel Casino Hotel
Sunday – Friday: starting at $109
- Overnight accommodations in an Ocean View Room
- $25 dining credit
- 2 complimentary spa day passes to exhale spa

Showboat Atlantic City
Sunday – Saturday: starting at $49
- Overnight accommodations in a Pet Stay Deluxe Room
- 2 passes to the Buffet

Tropicana Casino & Resort
Sunday – Friday: starting at $89
- Overnight Accommodations
- $40 Tropicana gift card
- $10 free slot play

Trump Plaza
Sunday – Thursday: starting at $49
- Overnight accommodations in a Plaza Tower Room
- A half-pound box of Salt Water Taffy
- 25% off next overnight visit
- 1pm late check out

Trump Taj Mahal
Sunday – Thursday: starting at $99
- Overnight accommodations in a Waterview Chairman Tower Room
- Cocktails for 2 at Ego Nightclub
- Complimentary access for 2 for the health club
- 1pm late check out

To book, visit www.doatlanticcity.com/tasteofsummer.
**All packages based on availability and subject to blackout dates. Prices do not include tax, gratuity or fees.*

Summer Cocktails
The initiative kicks off with The Ultimate Summer Cocktail Party on February 7 where top bartenders from each casino will present their tastiest summer concoction. Judges will choose their favorite and invited guests can vote for people's choice. Members of the public can sample the following cocktails throughout the promotion:
- **Rodeo Skyy Punch** at the Mountain Bar in Bally's Atlantic City
- **The Pompeii Cocktail** at Fornelletto's in Borgata Casino Hotel & Spa
- **Trouble on the Beach** at Nero's in Caesars Atlantic City
- **Mis-behaven on the Beach** at Haven in Golden Nugget Atlantic City
- **Eden's Nectar** at Eden Lounge & The Steakhouse in Harrah's Atlantic City
- **French Martini** at BarOne in Resorts Casino Hotel
- **Reveltini** at Relish in Revel
- **Big Kahuna** at the Surf Bar in Showboat Atlantic City
- **Boogie Bowl** at Boogie Nights in Tropicana Hotel & Casino
- **Vintage Testarossa** at Il Mulino in Trump Taj Mahal
- **Robert's Hurricane** at Robert's Steakhouse in Trump Taj Mahal

Romantic Dinners

What better way to heat things up than with a romantic dinner for two? Just in time for Valentine's Day, Atlantic City was named number four on the list of Top 25 Most Romantic Cities in America as determined by OpenTable. The world's leading provider of online restaurant reservations looked at the percentage of restaurants rated "romantic" according to OpenTable diner reviews; the percentage of tables seated for two; and the percentage of people who dined out for Valentine's Day last year to determine the top 25. Atlantic City beat out Los Angeles, Miami, Boston and Philadelphia among others.

About Atlantic City

From sandals to stilettos and foie gras to funnel cakes, Atlantic City offers something for everyone. Enjoy world-class entertainment, dining, shopping, gaming, relaxing on the beach and strolling the historic Boardwalk in the city created to escape the city. For more information visit www.doatlanticcity.com or:

- Facebook – www.facebook.com/DOAtlanticCity
- Twitter – www.twitter.com/VisitAC
- YouTube – www.YouTube.com/DOAC
- Foursquare – www.foursquare.com/VisitAC
- Instagram – www.instagram.com/DOAC
- Pinterest – www.pinterest.com/DOAtlanticCity
- Twitter for Media Only – www.twitter.com/VisitACpress

The Atlantic City Alliance was established in 2011 as a private, not-for-profit corporation whose primary mission is to develop and implement a full-scale, broad-based, multi-year marketing program for Atlantic City.

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