

SHOWCASE

Boardwalk Meets the Sea

Atlantic City: A picturesque tapestry of coastal energy and urban style

Atlantic City delivers an irresistible blend of vibrant city life and coastal charm. The towering skyline and lively city streets create a dynamic urban backdrop, buzzing with movement and energy both day and night.

ICONIC BOARDWALK

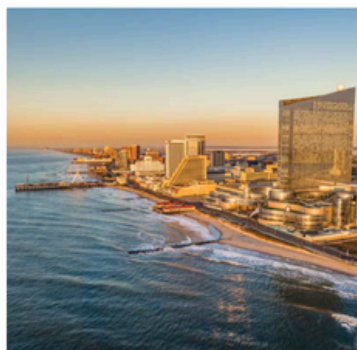
The famous boardwalk and Steel Pier evoke a nostalgic, sun-soaked atmosphere that can easily transport your story through time—whether you're capturing the carefree spirit of summer or the pulse of a contemporary scene. As the lights come on and the nightlife takes over, the city transforms into a glowing stage ready for romance, intrigue, or celebration.

The Boardwalk stretches for four miles along the Atlantic Ocean coastline (plus an additional mile and a half into neighboring Ventnor City), making it the longest boardwalk in the world. Groups can stroll along the Boardwalk and enjoy ocean views on one side and great shopping on the other.

Another popular stop is Steel Pier, featuring its 227-foot observation wheel with 40 climate-controlled gondolas. Steel Pier also has dozens of rides and games and, of course, funnel cake.

WORLD-CLASS BEACHES

Just steps away, nature adds a scenic counterpoint. Atlantic City is home to free beaches that offer not only beachgoing fun, but also pristine coastlines that offer an escape from it all. What's great is that they're within only a short drive from Atlantic City's center. Among Atlantic City's best beaches include Atlantic City Beach (which features calming views and



Photos: Atlantic City thrives on the water (above). Fun can be found at every turn (left); see Atlantic City from a different point of view on a cruise (below).

excellent waves). Brigantine Beach (one of the most beautiful coastal stretches along the Jersey Shore) and many beach options.

ATLANTIC CITY CRUISES

Atlantic City Cruises offers an exciting opportunity to observe and learn about dolphins in their natural habitat, while enjoying the scenic beauty of the Atlantic Ocean. Passengers board comfortable and spacious boats specifically designed for wildlife observation. The vessels are equipped with amenities such as outdoor viewing decks, indoor seating, restrooms, and informative narration by experienced guides.

Atlantic City Cruises Dolphin Watching trips typically last around two hours, providing ample time to enjoy the dolphin sightings.

VISIT ATLANTIC CITY

Heather Colache, 609-318-6097
heather@visitatlanticcity.com
visitatlanticcity.com/group-travel



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HOW VISIT ATLANTIC CITY BOOSTED GROUP TRAVEL INTEREST with Leisure Group Travel

OUR STRATEGY

This fully integrated campaign targeted our niche group travel planner audience of 10,000+ with:

Print Feature

- Full-page content marketing paired with a full-page ad in June's *Leisure Group Travel* magazine
- Highlighted Atlantic City's group-friendly activities, events, and attractions

Comprehensive Digital Marketing Suite

- Optimized article hosted on LGT's website; SEO-friendly for long-term discoverability
- Digital article include a lead generation form
- Campaign and banner ad featured in the InSite newsletter

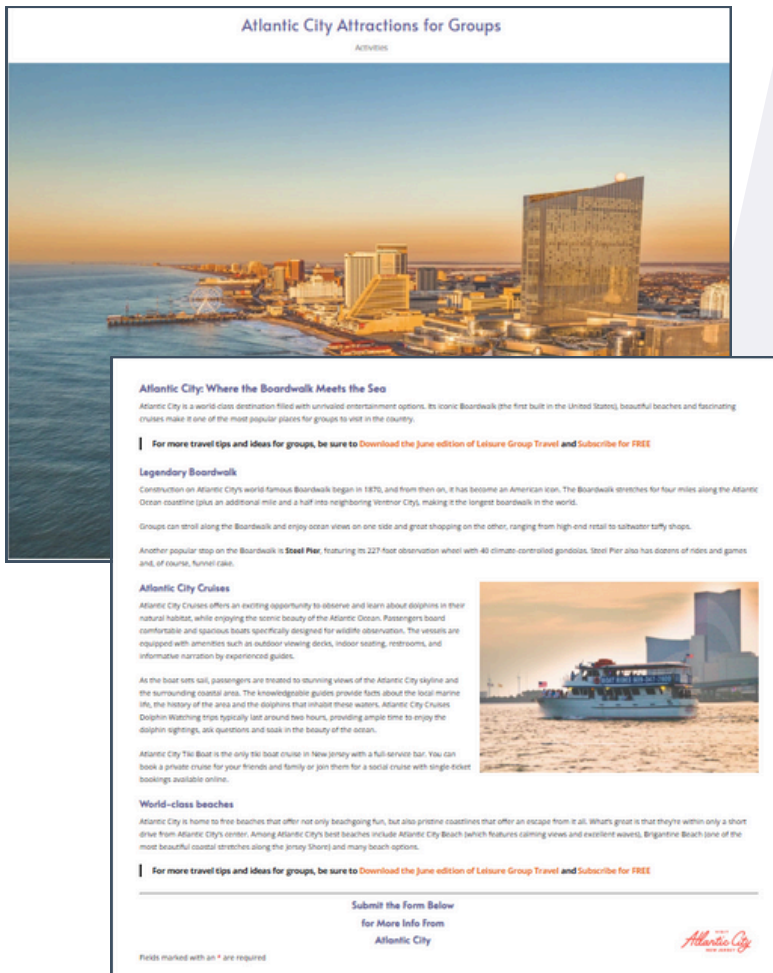
CLIENT

Visit Atlantic City: A destination marketing organization whose mission is to drive economic impact through the promotion of Atlantic City, NJ, as a top-tier destination for meetings, conventions, leisure travel, sporting events, and film production.

GOALS

- Increase brand awareness among group travel decision-makers in key niche markets.
- Drive interest & bookings for group tours, meetings & events.
- Position Atlantic City as a complete group destination with attractions, culture, and dining.





RESULTS

Digital Article

- 100+ page views within eight weeks
- 1 direct lead within the first three weeks — a group inquiry for 40 people

June Magazine Feature

- 830 downloads of the digital magazine featuring the itinerary
- Wide distribution: 12,000 print copies and 30,000 digital copies

Newsletter Exposure

- 250+ clicks to Visit Atlantic City's group travel landing page from the banner ad
- 4,450 impressions from newsletter opens
- 28% open rate and 2.5% click-through rate — both above travel industry averages

WHY IT WORKED

This campaign succeeded because it combined strong storytelling with targeted delivery.

- **Strategic placement:** Reached qualified planners through print, digital, email & social.
- **Turnkey execution:** Leisure Group Travel handled every step—ensuring a polished, professional presentation.
- **Optimized reach:** Digital promotion extends the shelf life and visibility of this campaign far beyond the print guide.

INTERESTED IN SIMILAR RESULTS?

We specialize in done-for-you itineraries that get real results for your destination and elevate your brand. [Contact Us >>](#)