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Atlantic City Convention & Visitors Authority Turns on the TV for Visitors

(Atlantic City, NJ, April 23, 2007) -- Since it was announced at the First Annual Marketing Review on Wednesday, March 14, that the Atlantic City Convention & Visitors Authority (ACCVA) was rolling out a sophisticated new look, the ACCVA has done much to incorporate that look into everything from stationary and business cards to a new marketing promotional video.

Now, visitors to the Atlantic City Boardwalk Information Center, located on the Boardwalk and Mississippi Avenue side of Boardwalk Hall, will be able to experience that promotional video for themselves as it plays on two new 42-inch plasma screens.

The addition of the new plasma screens to the Boardwalk Information Center comes through a partnership with Visitor Center TV, located in Galloway, NJ.

“We wanted to make sure visitors got a chance to see the promotional video,” said Jeffrey Vasser, Executive Director of the ACCVA. “Plus, we knew we wanted to add something visual to the Boardwalk Information Center because it gets such great foot traffic from visitors. When you have more than 1,000 people a day stopping at one location, it creates a unique occasion to really get the word out. When the opportunity to partner with Visitor Center TV came about, it was a logical next step.”

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ACCVA/Visitor Center TV, add one

“We are very excited to partner with the ACCVA on this new project,” stated Tim Downey, President/CEO Visitor Center TV. “With the installation of two 42-inch plasma screens and the use of the latest digital signage technology, we have created a captive audience network that has the ability to showcase local businesses directly to the audience they are trying to reach.”

The average length of stay a visitor spends at the Boardwalk Information Center is 15-minutes. That’s why the promotional video, along with any paying advertisers, will be incorporated into a 15-minute loop to be played on the 42-inch plasma screens during Information Center hours of operation. An average of 7,372 people visit the Boardwalk Information Center weekly.

For more information on Visitor Center TV or advertising options, please contact Kathy Koontz, Director of Sales & Marketing, at kkoontz@visitorcentertv.com or at 609-270-5600.

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The Atlantic City Convention & Visitors Authority serves as the destination's principal marketing arm, stimulating economic growth through convention, business and leisure tourism development. The Authority oversees the management of the Atlantic City Convention Center and Boardwalk Hall on behalf of its parent agency, the New Jersey Sports and Exposition Authority. For complete Atlantic City information, visit www.atlanticcitynj.com.