



Atlantic City

As a casino market, Atlantic City has certainly faced its share of tough times lately. Dogged by years of declining revenues as new competition cropped up in Pennsylvania and elsewhere, the casino operators of Atlantic City have been forced to work hard to give people reasons to drive that extra hour to the shore instead of just stopping at their local gaming place.

For players, that's great news. Go to Atlantic City these days, and you get the best effort from dedicated employees who know they have to make you happy. They have to give you a reason to come—and if that means re-inventing themselves again, that's fine with them.

Some aspects of Atlantic City, of course, require no effort to market. It's still the only oceanfront casino town, with world-class resort gaming hotels lining a beach and the Boardwalk, that typical wooden carnival by the sea that can only be found on the East Coast.

Atlantic City's other non-gaming attractions have been beefed up to emphasize what suburban Pennsylvania casinos cannot offer—headliners from Beyoncé to Jay Leno; the best shopping anywhere, from the Walk district to the unbeatable Cuban-themed Quarter at Tropicana; and a nightclub scene that rivals the best of any major city.

The resorts themselves keep coming up with new attractions. The latest is Jimmy Buffett's Margaritaville, the island culture that has invaded Resorts Atlantic City. You'll see the Margaritaville logo on the grand old hotel. The beach in front is now the Landshark Beach, including the Landshark Bar—the first year-round bar on the

beach in Atlantic City. Inside, you'll find Margaritaville-themed casino areas and restaurants.

But Parrotheads will not be alone in finding new things to do in Atlantic City. The Revel, which opened last year on the northeast end of the Boardwalk, is re-inventing itself as well. You'll find better games, better freebies and promotions, and in general, a more relaxed atmosphere than when the place first opened. They've dropped the smoke-free prohibition—smoking is now permitted in designated parts of the gaming floor.

And to all that, add what is arguably the best hotel in town, with ocean views from *every room* and some of the best amenities anywhere. It's no surprise that Revel was your choice for Best Hotel in Atlantic City (it came in second in the Overall Gaming Resort category).

As for the Best Overall Gaming Resort category, nothing has changed—Borgata is still the king of the mountain. If you consider all the attractions that make Atlantic City special compared to other casino markets, you will find a microcosm of them all at Borgata—a true luxury hotel, great restaurants, great gaming—including full-pay video poker and the biggest poker room in town—the best headline entertainment, and some of the most sought-after nightlife in the city.

One visit to the Borgata gives you all the information you need about what Atlantic City has to offer, things that you just won't find out in the Pennsylvania suburbs. Then, explore the rest of the city. You're bound to find more of the same.