

2017:18

ANNUAL



**ATL AIRPORT
DISTRICT**

Convention & Visitors Bureau

REPORT

**THE DISTRICT
GAME PLAN:**

LET THE REVOLUTION BEGIN

MISSION

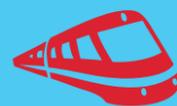
THE MISSION OF THE ATL AIRPORT DISTRICT IS TO GENERATE ECONOMIC DEVELOPMENT FOR THE CITIES OF COLLEGE PARK, EAST POINT, HAPEVILLE AND UNION CITY BY EFFECTIVELY MARKETING THE COMMUNITY AS A PREFERRED TOURISM, CONVENTION AND MEETING DESTINATION.



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VISION

TO BE THE MOST ACCESSIBLE, CUSTOMER-FOCUSED DESTINATION IN THE U.S. FOR CONVENTIONS, MEETINGS AND VISITORS.



SKYTRAIN FROM AIRPORT TO CONVENTION CENTER

1111
GICC

400,000 SQ. FT
CONVENTION CENTER



8,000+ NAME BRAND
HOTEL ROOMS

JOINT LETTER



Cookie Smoak
COOKIE SMOAK, PRESIDENT
ATL AIRPORT DISTRICT



Ken Allen
KEN ALLEN, BOARD CHAIR
ATL AIRPORT DISTRICT



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We are excited to provide our fourth Annual Report for fiscal year ending June 30, 2018, produced by the ATL Airport District Convention and Visitors Bureau. The time has once again flown by and this newly expanded team has much to be excited about.

The ATL Airport District team continues the momentum this fiscal year to raise the level of visibility and awareness for the cities of College Park, East Point, Hapeville and Union City. We continue to utilize a variety of platforms to accomplish this, including online promotional campaigns, print and digital advertising, extended participation in tradeshow, our Washington, DC sales event *MeetUp*, numerous site inspections, and social media. Our leisure ad campaign continues in its strategic location on the inside cover of the State of Georgia's Visitor Guide, and we are receiving an increase in response and requests for further information on the ATL Airport District.

The ATL Airport District hosted our fifth annual Restaurant Week, which included participation by 23 restaurants and sponsorships by Phase 3 Marketing and Communications, the cities of College Park, East Point, Hapeville and Union City, and AtlantaEats. The ATL Airport District was highlighted in an hour-long segment on AtlantaEats dedicated entirely to the District and showcasing six of our restaurants. ATL Airport District received additional coverage on social media, radio and in print.

The ATL Airport District continues with our Safety Council meetings. This council consists of the Aerotropolis CID, municipal and county police departments, and heads of security in the area hotels. Improving the perception of crime and safety of our visitors is our top priority and will enable us to increase our tourism visitors.

Additionally, the ATL Airport District prepares to kick-off our inaugural Spin the District cycling event. Set to happen September 21-23 in the cities of East Point, Hapeville, and College Park, and October 21 in Union City. This will consist of fast-paced cycling entertainment, as well as fun festivities, including the LocalMotion Arts Festival, BMX freestyle, MTB trials, amateur races, live music and food! Grab your bike or bring the family and watch, you won't want to miss this!

These successes would not be possible without all of your support! Thank you to all of you, our partners, and stakeholders for your continued partnership adding to our success. Our sincere thanks also extends to our Board of Directors who continue to push us to be the absolute best we can be!

On behalf of our entire staff and Board of Directors, we want to extend our sincere thanks for your support and trust of ATL Airport District Convention and Visitors Bureau and our mission to attract tourism and convention business to our cities. We look forward to many more successes and that through all of you, anything is possible!

SALES REPORT

SALES LEADS

TOTAL 2017-2018 FY:

459

TOTAL 2016-2017 FY:

297

PERCENTAGE INCREASE

55%

ROOM NIGHTS

TOTAL 2017-2018 FY:

41,967

TOTAL 2016-2017 FY:

36,730

PERCENTAGE INCREASE

14%

ECONOMIC IMPACT

TOTAL 2017-2018 FY:

\$56,403,584

TOTAL 2016-2017 FY:

\$46,611,059

PERCENTAGE INCREASE

21%



ATL AIRPORT DISTRICT
Convention & Visitors Bureau
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ECONOMIC IMPACT BY MARKET SEGMENT

AGRICULTURAL
\$188,455

ATHLETIC & SPORT /RECREATION
\$25,106,654

CONSTRUCTION & BUILDING MATERIALS
\$2,555,180

CONVENTION, TRADESHOW, HOSPITALITY INDUSTRY
\$192,607

EDUCATION
\$3,565,790

ENTERTAINMENT
\$321,879

FINANCIAL
\$3,334,925

FOOD AND BEVERAGE
\$210,420

FRATERNAL
\$535,250

HEALTH
\$1,027,268

HOBBY & VOCATIONAL
\$1,621,626

MANUFACTURING/DISTRIBUTION
\$1,519,451

MEDICAL / DENTAL
\$936,055

MINING
\$457,327

MULTILEVEL
\$1,207,836

NON-PROFIT
\$187,528

PET
\$1,696,518

PHARMACEUTICAL
\$164,091

RELIGIOUS
\$6,015,086

TECHNOLOGY/COMPUTER
\$909,394

TRANSPORTATION
\$2,536,353

TRAVEL & LEISURE
\$1,423,764

**TOTAL FOR DEFINITE
2017-2018 FY:
\$56,403,584**

KEY GROUPS BOOKED

2018 HD SUPPLY FM SALES CONFERENCE
TOTAL ROOM NIGHTS: 2,065
ECONOMIC IMPACT: \$1.6 MIL

ESPN 2018, 2019 AND 2020 CHALLENGE KICK-OFF GAME
TOTAL ROOM NIGHTS: 1,179
ECONOMIC IMPACT: \$12.8 MIL

WORLD PET INDUSTRY ASSOCIATION 2018 ATLANTA PET FAIR
TOTAL ROOM NIGHTS: 1,118
ECONOMIC IMPACT: \$1.6 MIL

SKILLS USA GEORGIA 2018 & 2019 STATE LEADERSHIP AND SKILLS CONFERENCE
TOTAL ROOM NIGHTS: 3,996
ECONOMIC IMPACT: \$2.9 MIL

SOUTHERN VOLLEYBALL CENTER 2018 BEAST OF THE SOUTHEAST AND FIRST LADIES CHALLENGE
TOTAL ROOM NIGHTS: 3,709
ECONOMIC IMPACT: \$2.8 MIL

* Only top market segments represented

THE MARKETING REPORT

TWITTER FOLLOWERS 3,342

INSTAGRAM LIKES 2,394

FACEBOOK LIKES 24,833

WEB ANALYTICS

INCREASED NEW WEBSITE VISITORS BY

50%

TOTAL NEW WEBSITE VISITORS FROM 2016-2017 FY: 53,290 AND 2017-2018 FY: 79,885

MEETING & LEISURE INTEGRATED ADS

TOURISM & GROUP
TRAVEL CAMPAIGN



MEETINGS & CONVENTIONS
CAMPAIGN



TOTAL DIGITAL IMPRESSIONS 8,414,401

TOTAL PRINT IMPRESSIONS 3,954,970

BY THE NUMBERS

TAX RECEIPTS*

TOTAL 2016-2017 FY	TOTAL 2017-2018 FY
\$2,514,479	\$4,163,358

*AMOUNTS ABOVE REPRESENT TAX COLLECTIONS FOR ALL CITIES THROUGH APRIL 2018 FOR THE RESPECTIVE FISCAL YEARS.

TAX RECEIPT PERCENTAGE INCREASE

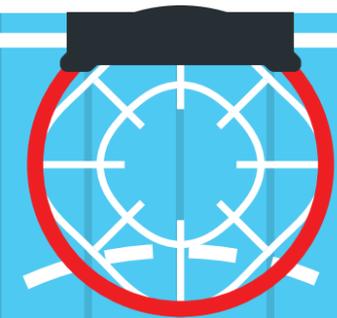
13.2%

OVER LAST FISCAL YEAR
% CHANGE EXCLUDING THE ADDITION OF HAPEVILLE



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2018 2019

GOALS

- INCREASE HOTEL ROOM NIGHT BOOKINGS AND CONVENTION CENTER BOOKINGS**
- LEVERAGE RESOURCES BY CREATING COLLABORATIVE MARKETING PROGRAMS THAT CREATE AND ADD VALUE FOR STAKEHOLDERS, PARTNERS AND MEMBERS**
- UTILIZE KEY RESOURCES AND ASSETS TO SELL AND PROMOTE THE ATL AIRPORT DISTRICT AS A PREMIER DESTINATION**
- PARTNER WITH KEY BUSINESSES TO DEVELOP A BROADER NETWORK OF RESOURCES**
- CAPITALIZE ON THE ATL AIRPORT DISTRICT'S PROXIMITY TO ATLANTA - ONE OF THE TOP 10 U.S. TRAVEL DESTINATIONS**

THE YEAR AHEAD



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MEETINGS & CONVENTIONS MARKET RESEARCH PROJECT TO EVALUATE AWARENESS, ATTITUDES
REFRESHED AND USAGE
AREA OF WEBSITE TO REFLECT REVAMPED SALES AD CAMPAIGN
& CONVENTIONS TRADE SHOW BOOTH AND MARKETING MATERIALS

CREATIVE DEVELOPMENT AND PRODUCTION OF MEETINGS & CONVENTIONS TRADE SHOW BOOTH AND MARKETING MATERIALS
LAUNCH OF INAUGURAL SPIN THE DISTRICT BIKE EVENT
RELEASE OF CITY-SPECIFIC MICROSITE AND PROMOTIONAL VIDEOS

BOARD & STAFF

ANDRIA TOWNE Vice President of Marketing & Technology



TODD NEAL Senior Sales Manager



COOKIE SMOAK President



MEG OXFORD Director of Sales



KRISTIN SCHNEIDER Sales Manager



GABRIELLE DICKSON Marketing & Project Manager



CHANTA WALLER Communications & Event Marketing Manager



LASHANTA TAYLOR Vice President of Finance & Administration



EUGENE BURNETT Manager of Convention Services



TYLER RUNYON Sales Manager



GINA DOWNEY Office Manager



EXECUTIVE COMMITTEE

KEN ALLEN
Chairperson
(Ward 3 Appointee)

DAVE SHEPARD
Treasurer
(Hilton Atlanta Airport)

DONELLE ZUNKER
Vice Chairperson
(Atlanta Airport Marriott Gateway)

LINDA MONTGOMERY
Secretary
(Crowne Plaza Atlanta Airport)

BOARD DIRECTORS

ANTHONY BROWN
Hyatt Place Airport South

LINDA MONTGOMERY
Crowne Plaza Atlanta Airport

DANIEL SUMMERS, JR.
Mayoral Appointee

LISA CHURCHFIELD
Chick-fil-A Corporate

DAVID GLEIM
Sheraton Atlanta Airport

MERCEDES MILLER
GICC Executive Director

DAVID SHEPARD
Hilton Atlanta Airport

MICHAEL RANDMAN
Hapeville Appointee

DONELLE ZUNKER
Atlanta Airport Marriott Gateway

RAY ROBICHAUD
The Westin Atlanta Airport

ED RICHARDSON
Atlanta Metro Studios

STEPHANIE THOMPSON
Ward 1 Appointee

GRACE DAVIS
Ward 2 Appointee

TAMMIE HESTER
Ward 4 Appointee

JULIAN NABAA
The Corner Grille

TARSHA CALLOWAY
Union City Appointee

KARL MATSON
Ward 4 Appointee

TONY MORROW
Tony Morrow's BBQ

KEN ALLEN
Chairperson (Ward 3 Appointee)

KEVIN BIRD
Shepard Expositions

LAVERNE BROWN
Delta Flight Museum



ATL AIRPORT DISTRICT

Convention & Visitors Bureau

**2077 CONVENTION CENTER CONCOURSE
SUITE 260
COLLEGE PARK, GA 30337**