



OFFICIAL 2024 PRESS KIT



THE ATL STARTS HERE

The ATL Airport District lies between Downtown Atlanta and the world's most traveled airport. Come and experience the easy, authentic, laid-back side of the A, where the winters are short and the atmosphere is one-of-a-kind.





DISTRICT BASICS

The District is not one charming city, but three: College Park, Hapeville and Union City, all working together to provide cutting-edge business and meeting spaces, high-profile sporting events, a generous helping of arts and culture, exciting dining options and a supreme level of travel convenience. **Every Atlanta adventure begins right here**, where big-city amenities meet homegrown originality and fun.

HOURS TO DRIVE TO: Birmingham Greenville Charlotte Nashville Jacksonville



HOURS TO FLY TO: Chicago Dallas Washington Cleveland Los Angeles



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UNBEATABLE LOCATION


The ATL Airport District is part of the Greater Atlanta Metro Area, 10 miles south of Atlanta’s bustling downtown and adjacent to its airport. Maxing out on travel convenience, it’s also seated at the convergence of several major highways, including I-75, I-85, and I-285.



DISTRICT BASICS

GETTING AROUND

 Interstates 285, 85, 75 and 20 give drivers access to the city and beyond.

 Metro Atlanta Rapid Transit Authority (**MARTA**) connects Greater Atlanta via 101 bus routes, rail service to 38 stations, and a downtown streetcar.

 There's also the free 24-hour **ATL SkyTrain** for those traveling between Hartsfield-Jackson Atlanta International Airport, the Rental Car Center, and Gateway Center Campus, home of the Georgia International Convention Center (GICC), Gateway Center Arena, and several excellent hotels.

TOURISM STATS

A total of **1,228,966** adult trips were taken to the ATL Airport District in 2023.

The average length of trips is **1.3 nights**.

71.3% of visitors are traveling without children. **28.7%** of visitors are families with children.

The most frequently visited day of the week is **Friday** and the most frequently visited month is **August**.

12% of travelers came from the state of Georgia. Top ten travel markets overall:

1. Georgia (**12%**)
2. Florida (**10.3%**)
3. California (**6.3%**)
4. Texas (**5.5%**)
5. New York (**5.4%**)
6. North Carolina (**4.7%**)
7. Alabama (**4.6%**)
8. Tennessee (**4.1%**)
9. Michigan (**3.7%**)
10. Illinois (**3.5%**)



CLIMATE

Average of **214** sunny days per year (compared to 205 sunny day average in the U.S.)

Short, mild winters

Warm, bright summers



THE ATL SKYTRAIN

runs from the airport to the Gateway Center Campus and car rental center.



FREE

The SkyTrain costs \$0 to ride.



24/7

This train never stops (except at its three designated stops)



2 MINUTES

from the airport to Gateway Center Campus hotels and convention center

CITIES OF THE DISTRICT

COLLEGE PARK

College Park offers the very best of Southern hospitality with Georgia's second-largest convention center, more than 5,000 hotel rooms and a laundry list of exciting dining options. Whether as a main destination or just a smart place to stay while visiting the ATL, College Park allows business and leisure travelers to immerse themselves in local culture, from sports and recreation to authentic hip hop history.



College Park's Historic Golf Course

HAPEVILLE

A small town with big-city amenities, Hapeville is known for its vibrant arts culture, eclectic dining experiences and opportunities for economic development. About seven miles from downtown Atlanta and close to two major interstates, Hapeville features a historic downtown district, sprawling parks with popular community events, shops, restaurants and dozens of art displays of significance to the local community, including the city's signature butterflies.



Public art throughout Hapeville

UNION CITY

A peaceful Southern retreat, Union City proudly moves at a gentler pace than nearby downtown Atlanta, despite its own growing influence within Georgia's film industry. This modest, fast-growing community balances cultural, spiritual, educational and economic opportunities for residents and guests. Those passing through can slow down and enjoy a restful way of life just minutes from the energy and amenities of a world-class metropolis.



Union City's Highway 29 Ballfields



COLLEGE PARK

THINGS TO DO

The **Atlanta Dream**, part of the Women's National Basketball Association (WNBA), and the **College Park Skyhawks**, the official G League basketball team for the Atlanta Hawks, play at **Gateway Center Arena**, a multipurpose sports and entertainment venue with 5,000 seats.

Chick-fil-A® Backstage Tour is a walking, guided tour that explores the fascinating history and culture of the iconic hospitality brand and the entrepreneurial career of S. Truett Cathy, founder of Chick-fil-A.

College Park's murals include a variety of stunning paintings throughout the city that were created by local artists who were inspired by the residents of the area and this diverse community.

Historic College Park Golf Course, a beautiful 9-hole golf course located just minutes from Hartsfield-Jackson Atlanta International Airport, features a driving range with upper and lower tee boxes as well as two practice greens for chipping and putting. The course also offers a 2,000-square-foot teaching center, tee to green cart paths and a state-of-the-art irrigation system.

PushPush Arts (pictured bottom left), a creative hub for local artists and their original work, features a performance café, recording studio, studio spaces, two theatre spaces and an art gallery.

Restaurant Row is a concentrated area on Main Street with some of the most exceptional Black-owned eateries in Atlanta. Enjoy a variety of cuisine styles from Gullah Geechee soul food to indulgent brunch fare.

The Wellness Spot, a luxury spa and fitness studio, features an array of exercise classes and exclusive spa services including signature massage and skin therapy.



COLLEGE PARK

FOOD & BEVERAGE

College Park's unique downtown eateries are nestled in and among historic streets and buildings, offering an incredible string of thriving restaurants that serve up delicious bites, with options such as:

Aye Tea Elle, a chic and inviting atmosphere, complete with a baby grand piano, mood lighting, a premium sound system, and an outdoor patio perfect for plane watching while savoring hand-crafted cocktails and mouthwatering tapas

Brake Pad, featuring an inviting patio and hip atmosphere, complemented by impressive burgers and kid-approved classics like chicken tenders and grilled cheese

The Breakfast Boys, an all-day breakfast/brunch restaurant where friends and family can socialize while enjoying breakfast-focused cocktails—like passion fruit mimosas—and inventive menu classics, such as jerk chicken & sweet potato waffles, chicken sausage & French toast, and more

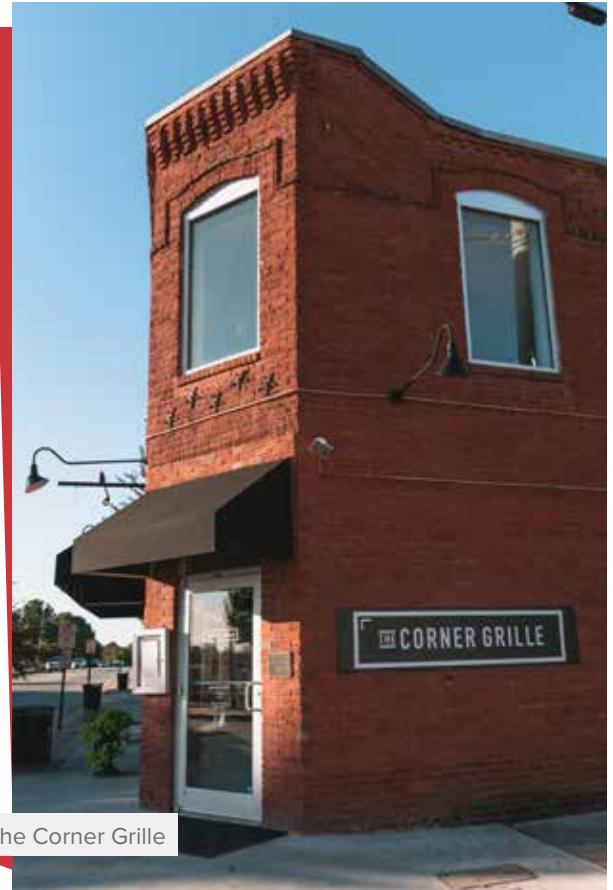
The Corner Grille, a College Park staple serving traditional American cuisine with a touch of Cajun influences

Johnny's Chicken & Waffles, an iconic College Park restaurant established by singer-songwriter Ne-Yo, hip-hop artist Karlie Redd and celebrity chef Crystal Smith, serving up legendary chicken and waffles

Manchester Arms Pub, a neighborhood bar offering a classic English pub experience, where you can view many repurposed items including a British Naval Union Jack that flew over the Salcombe Town Hall in Southern England more than 100 years ago and a bar top made from reclaimed boxcar timbers from the Western and Atlantic railroad

The Real Milk & Honey, an all-day brunch spot in the heart of Historic Downtown College Park that serves vibes along with its over-the-top brunch menu

Virgil's Gullah Kitchen & Bar, serving authentic Gullah Geechee dishes prepared with pride from recipes passed down by generations of Virgil's own family



The Corner Grille



Virgil's Gullah Kitchen & Bar

COLLEGE PARK

ACCOMMODATIONS

Across its **33 hotels**, College Park alone offers 5,000 of the over 7,000 hotel rooms available in the District. There's an option here to fit every budget and lifestyle. A few popular examples:

- Best Western Plus Atlanta Airport East
- Comfort Inn Atlanta International Airport
- Courtyard by Marriott Atlanta Airport South
- Embassy Suites Atlanta Airport
- Hilton Garden Inn Atlanta Airport Millennium Center
- Holiday Inn & Suites Atlanta Airport North
- Hotel Indigo Atlanta Airport



A short, seamless ATL SkyTrain ride from the airport, College Park's **Gateway Center Campus** is home to six hotel properties, all within walking distance to the GICC and Gateway Center Arena:

- AC Hotel Atlanta Airport Gateway
- Atlanta Airport Marriott Gateway
- Home2 Suites by Hilton Atlanta Airport College Park
- Renaissance Atlanta Airport Gateway Hotel
- SpringHill Suites Atlanta Airport Gateway
- Tru by Hilton Atlanta Airport College Park



HAPEVILLE

THINGS TO DO

Academy Theatre is the longest running professional theatre in the state of Georgia. Founded in 1956, the company brings thought-provoking performances and classic plays to the District and surrounding communities.

Atlanta Printmakers Studio, once a 1950s Amoco gas station, now hosts a wide range of printmaking classes and workshops within its renovated 3,000 square foot facility, as well as a printmaking museum, art gallery and store.

Delta Flight Museum is an interactive museum with exhibits and artifacts documenting the cutting-edge technology and innovation in the field of aviation since the 1920s.

The Hapeville Depot Museum dates back to the 1890s and houses transportation artifacts spanning several decades. In addition to all things planes, trains and automobiles, the museum hosts monthly art exhibits, art workshops and history lectures.

Porsche Experience Center Atlanta is where visitors can learn about the performance characteristics of Porsche automobiles and test their driving capabilities on world-renowned test tracks and high-tech indoor simulators.

Public art, including dozens of murals sprinkled throughout the city thanks to an initiative by the Hapeville Main Street Board and Hapeville Arts Alliance, adds flair to the vibrant community.



Murals and public art throughout Hapeville



Porsche Experience Center Atlanta



Festival at Jess Lucas Park



Delta Flight Museum

RECREATION

John R. Lewis Memorial Park & Dog Park is a community amenity for people and pets to relax outside with easy access to the Hapeville Library and Hapeville Elementary School.

Tom E. Morris Sports Complex & Skate Park offers baseball and softball fields for teams to rent, as well as a newly completed skate park and splash pad for the community to enjoy.

Jess Lucas Y Teen Park, Hapeville's most happening greenspace, includes a gravel walking trail, picnic tables and a playground, with plenty of room to host community events and concerts.

HAPEVILLE

FOOD & BEVERAGE

Hapeville offers an impressive range of culinary styles, most within a walkable one-mile radius. A few highlights:

Chick-fil-A Dwarf House, the birthplace of Truett Cathy's "original chicken sandwich," serving all of your Chick-fil-A favorites plus the classic Dwarf House diner menu

Paper Plane, which offers made-to-order, delicious Thai food inspired by the owner's family dishes in Bangkok

Pit Boss BBQ & Spirits, a pit-style BBQ restaurant serving authentic homestyle meals

Restaurant 356, located inside the Porsche Experience Center Atlanta, offers fine dining with a view of the Porsche test tracks

Rooftop at the Overland, a covered lounge on the rooftop of the Kimpton Overland Hotel, serving tapas and craft cocktails while providing the ultimate plane watching venue

Volare Wine & Bistro, a casual fine dining experience featuring a stellar wine list

Local coffee shops including **Coffeeman**, **JPresso** and **Café Belli's Coffee & Cocktail Bar** offer a cozy place to sip on delicious caffeinated brews, teas and specialty drinks

A variety of taprooms offering a wide selection of brews, including **Brass Tap Hapeville** and women-owned **Beer Girl Growlers & Bottleshop** and **Hapeville Corner Tavern**

ACCOMMODATIONS

Hapeville is home to more than 1,500 rooms across nine hotels, suited to fit any budget.

- Best Western Plus Atlanta Airport East
- Embassy Suites by Hilton Atlanta Airport North
- Hilton Atlanta Airport
- Holiday Inn Express & Suites Atlanta Airport
- Kimpton Overland Hotel
- La Quinta Inn & Suites Atlanta Airport North
- Residence Inn Atlanta Airport North
- Sonesta Select Atlanta Airport North
- Staybridge Suites Atlanta Airport



Volare Wine & Bistro



Pit Boss BBQ & Spirits



Paper Plane

UNION CITY

THINGS TO DO

The **Coca-Cola mural**, restored in 2018, commemorates Union City's longstanding relationship with the iconic soda brand. In addition to its recently opened sales and distribution center, Coca-Cola has operated a bottling plant here since 1908.

Highway 29 Ballfields is a recreational complex with much more than just softball and baseball fields. As of 2022, it includes the **Skate Park at Ballfields Recreational Complex**, a 4,000 square foot skate park with a bowl, quarter-pipe wall, tiered cantilevered grind ledge, various grind rails and boxes, and a unique wedge ramp. The complex also offers a play area featuring a life-sized chess set, cornhole boards, ping pong tables and volleyball courts.

Mayor's Park offers a walking track, complimentary wireless access and picnic tables for those who want to enjoy an outdoor lunch.

Ronald Bridges Park & Nature Trail, a hidden gem perfect for enjoying the outdoors, features a zip line, nature trail and basketball court.



UNION CITY



The Green Manor Restaurant



Days Inn & Suites

FOOD & BEVERAGE

Union City's charming restaurants offer a taste of the real Georgia countryside, with options such as:

The Green Manor Restaurant (left), a mansion featuring beautiful, historic architecture and décor serving fine Southern cuisine and classics such as their famed peach cobbler

J.R. Crickets, a relaxed sports bar with TVs, pool tables and great food and drinks to enjoy while catching the big game with friends

This Is It! Southern Kitchen & Bar-B-Q, which has dedicated more than 38 years to perfecting the Southern culinary experience, specializing in BBQ, seafood and homemade desserts

ACCOMMODATIONS

Union City offers more than 500 rooms across nine hotels, including these:

- Days Inn & Suites Union City
- Econo Lodge Union City
- Motel 6 Union City
- Stay Express Inn & Suites Union City
- Western Inn Union City

ANNUAL EVENTS

COLLEGE PARK'S BLACK HISTORY MONTH CELEBRATION

FEBRUARY

Every February, the community gathers to celebrate Black History Month with a program featuring performances by local youth and inspiring keynote speakers.

SPRING WINE STROLL & MUSIC ON THE LAWN

SPRING

The community celebrates spring by strolling down College Park's historic Main Street sampling various wines while visiting local businesses, then relaxing on the lawn of the College Park Auditorium for live music.

SPIN THE DISTRICT

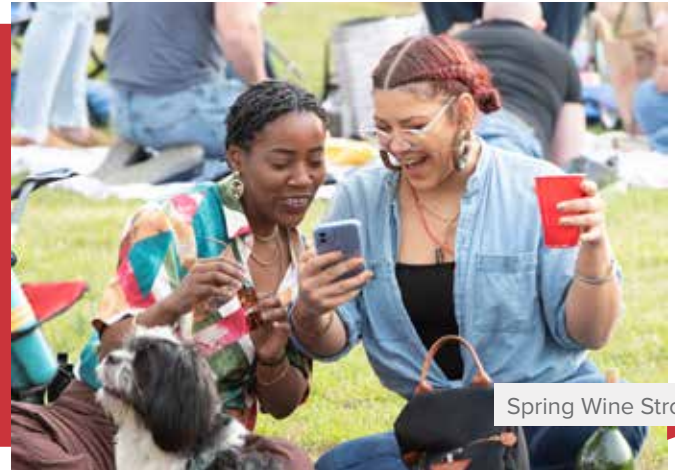
SPRING

This annual spring cycling event series offers three unique races in College Park, Hapeville and Union City each year. In addition to drawing professional cyclists from around the world, each event includes music, food trucks, beer and wine, kids' activities, bike demonstrations and more, turning each widely-attended cycling race into a community block party.

SOUTHERN CIRCUIT TOUR OF INDEPENDENT FILMMAKERS SERIES

SPRING & FALL

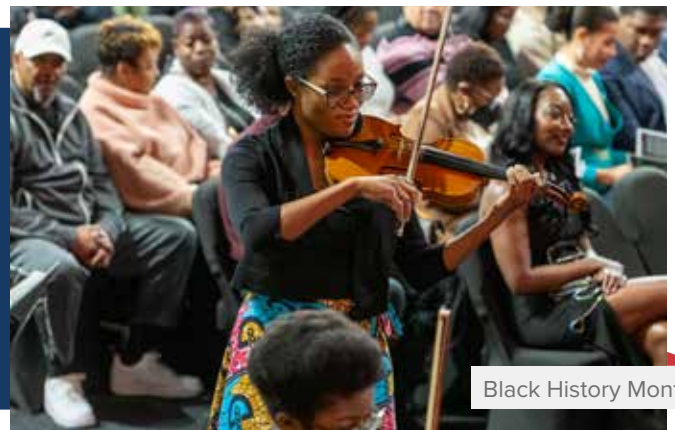
Twice a year, Hapeville hosts free screenings of a selection of critically acclaimed independent films in conjunction with the Southern Circuit Tour of Independent Filmmakers. Each screening is preceded by a reception, often with the film's writer, director or subject in attendance for Q&A sessions.



Spring Wine Stroll



Spin the District



Black History Month

ANNUAL EVENTS

BUTTERFLY LANTERN PARADE

SPRING

One enchanting evening each spring, the community comes together to parade their butterfly lanterns, light-up wings and floral attire through downtown Hapeville to Jess Lucas Park, where art vendors, food trucks, crafts, music and more await.



Butterfly Lantern Parade

HAPEVILLE DOWNTOWN LIVE CONCERT SERIES

JULY THROUGH OCTOBER

Each month from July through October, this series spotlights local performers and artisans with free concerts, an accompanying artist market and food vendors. With a different music and food pairing theme for each concert—such as jazz and seafood—the series is perfect for music lovers of all genres.

LIGHT UP THE NIGHT

SUMMER

As the sun sets, Union City lights up the late summer evening with illuminated activations, interactive creativity, music, delicious food and a grand finale featuring a breathtaking laser light show.



Light Up the Night

HAPEVILLE HAPPY DAYS

SEPTEMBER

Enjoy the early fall evenings with a weekend of free concerts in Jess Lucas Park. Each night includes two performances, as well as food and art vendors.



Downtown Live

HAPEVILLE'S DIA DE MUERTOS CELEBRATION

OCTOBER

Each autumn, Hapeville invites all to celebrate Dia de Muertos, a Mexican tradition that honors loved ones who have passed, with a community altar and a day of festivities that include an artist market, food vendors, live music and dance performances.

UNIQUE DINING EXPERIENCES

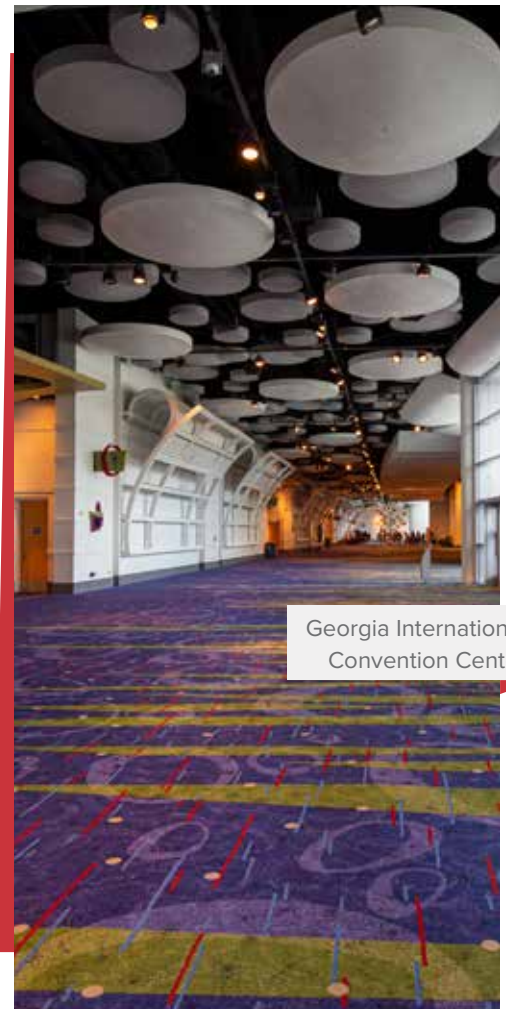
Metro Atlanta has some of the best dining around, and there are several hidden gems found right in the ATL Airport District that are also easily accessible via MARTA. Whether visitors are craving high-end cuisine or authentic comfort food in a down-home setting, the District is brimming with locally and minority-owned restaurants. A hotspot for diverse dining experiences, College Park offers several celebrity chef-driven and Black-owned restaurants such as **Virgil's Gullah Kitchen & Bar** and **Johnny's Chicken & Waffles**. Visitors can taste international cuisine such as British, Thai, Cuban and Greek, or immerse themselves in a truly Southern culinary experience at restaurants such as Union City's **Historic Green Manor**.



The Breakfast Boys

EDUCATIONAL TRAVEL

History buffs are sure to learn something new when they visit the ATL Airport District and nearby downtown Atlanta. The ATL Black History Tour dives into Black history from pre-Civil War to present day, while illuminating Black life and achievement in Atlanta. The **Hapeville Depot Museum** offers artifacts and exhibitions on planes, trains and automobiles dating back to the 1890s, and the **Delta Flight Museum** takes visitors on an immersive journey through the history of flight from the 1920s to present day.



Georgia International Convention Center

MEETING DESTINATIONS

Just south of thriving downtown Atlanta, the ATL Airport District is a destination event planner's dream. The District can support conventions and events of all sizes and types, thanks to its 7,000+ hotel rooms and a wide variety of unique venues, including a 5,000 seat arena. With over 400,000 square feet of event space, the **Georgia International Convention Center (GICC)** offers the very best in facilities, catering, technology and logistics. The GICC is uniquely connected to the airport and a state-of-the-art rental car center through the complimentary **ATL SkyTrain**, making meeting in the District simple, exciting and convenient.

STAYCATIONS

Just a few minutes away from the energy of downtown Atlanta, the ATL Airport District offers a chance for visitors to escape to a charming cluster of cities. With affordable yet modern hotels available and an abundance of dining options and activities, visitors can shake up their usual weekend routine and experience something new just a few miles from home. With annual **arts festivals, concerts, live performances, museums** and **classes**, it's easy to fill the weekend with activities unique to the District.

FRIENDCATION

Take the trip out of the group chat and rendezvous in the ATL Airport District. Easily accessible across the Southeast by car, and the rest of the world by Hartsfield-Jackson Atlanta International Airport, the District is the best place to gather for a friendcation! Whether unwinding with rejuvenating massages at **The Wellness Spot**, cheering on the **Atlanta Dream** at **Gateway Center Arena** or teeing off at the picturesque **Historic College Park Golf Course**, the perfect itinerary awaits every friend group looking to create new memories and spend quality time together.

ARTS & CULTURE

Dotted with murals and artistic displays, each town in the ATL Airport District has a thriving arts culture. The Hapeville Arts Alliance's Mural Project is an initiative to visually transform the city through lively murals. **Atlanta's Printmaker's Studio** and the **Academy Theatre** in Hapeville bring live performing arts to life for the community and **PushPush Arts**, formerly known as PushPush Theater, has expanded their experience to showcase incredible artists in their rotating exhibits in addition to incredible performances in their College Park theater.



J.R. Crickets, Union City



EXECUTIVE PROFILES



COOKIE SMOAK

President

President Cookie Smoak manages the ATL Airport District’s day-to-day strategy and relationships with College Park, Hapeville and Union City. With previous experience as director of sales for the Orlando CVB, director of convention services with the Atlanta Convention & Visitors Bureau (ACVB) and 20 years of sales with Delta Air Lines, Smoak understands the components needed to make a CVB successful and effectively market a destination. This Atlanta native has been with the District for over 10 years and is passionate about furthering the brand and promoting economic development for its partner cities.



ANDRIA TOWNE

Vice President of Marketing & Technology

Since 2013, Andria Towne has brought her passion for improving the community to the ATL Airport District. As former president of the OUT Georgia Business Alliance and board member of the Georgia Association of Convention & Visitors Bureaus, Towne has a deep understanding of the tourism trade and overall marketing strategy for a destination. She uses her previous experience in marketing, public relations, event production and branding to coordinate all marketing and promotional efforts for the District, as well as handling the organization’s technology infrastructure.

KRISTIN SCHNEIDER

Vice President of Sales

As vice president of sales for the ATL Airport District, Schneider manages sales operations, including leading and motivating sales teams and ensuring goals are met. Schneider uses her previous experience as sales manager at Georgia International Convention Center to drive the District and economic development forward, exceeding sales goals as a team leader and individual contributor. Since 2015, she has steered the sales team to success while cultivating relationships with clients, driven by her passion for the unique experiences the District offers to both business and leisure travelers.



LASHANTA TAYLOR

Vice President of Finance & Administration

With over 20 years of diverse experience in fiscal management, reporting and banking, Taylor brings her knowledge of risk and cash management to the ATL Airport District as vice president of finance & administration. Taylor boasts an extensive understanding of the hospitality and restaurant industry having managed various accounting teams, enabling her to lead employees through motivational management. Since 2012, she has identified opportunities for the District while overseeing both financial operations and human resource management.

