



ATL AIRPORT DISTRICT



the

ATL

STARTS HERE

The ATL Airport District, comprised of three cities located between Hartsfield-Jackson Atlanta International Airport and bustling downtown Atlanta, is more than just a pitstop for travelers. With business and meeting space, sporting events, rich culture and history, and extensive cuisine options, the District offers big-city amenities balanced with just the right amount of originality and charm. At the convergence of multiple interstate highways and one of the most traveled airports in the world, visitors can easily access this collection of unique, eclectic towns which include College Park, Hapeville, and Union City.

LOCATION

- The ATL Airport District is 10 miles south of Atlanta via I-75 and I-85
- Destinations within driving distance of ATL Airport District:
 - Four-hour drive from Charlotte, NC
 - Four-hour drive from Nashville, TN
 - Three-hour drive from Birmingham, AL
 - Three-hour drive from Greenville, SC
 - Five-hour drive from Jacksonville, FL
- Direct flight markets:
 - Five-hour flight from Los Angeles, CA
 - Two-hour flight from Cleveland, Ohio
 - Two-hour flight from Washington, DC
 - Two-hour flight from Chicago, Illinois

AREA

- 33 square miles
- Nestled between Atlanta's bustling downtown and the airport, the ATL Airport District combines industry, technology, creativity and history
- The District is ideal for meetings and conventions, being home to the massive Georgia International Convention Center with a free ATL SkyTrain to the Hartsfield-Jackson Atlanta International Airport and plenty of transit options for attendees
- College Park, Hapeville, and Union City all offer a variety of dining options, entertainment, sporting events and more for leisure travelers and residents alike

POPULATION (BASED ON CENSUS OF 2020)

- Population: 43,031
- Total households: 18,512



CLIMATE

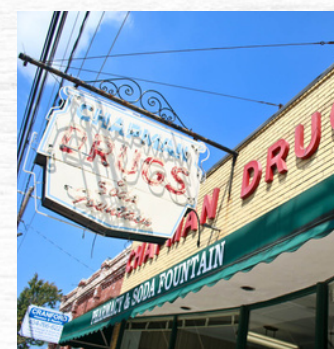
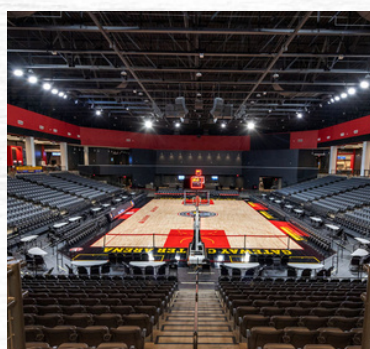
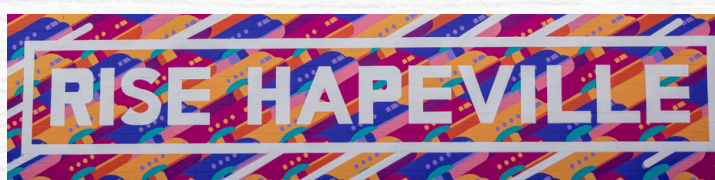
- Average of 214 sunny days per year (compared to 205 sunny day average in the U.S.)
- Short, mild winters
- Warm, bright summers
- April, May, September and October are the District's most pleasant months

ACCESS

- Metro Atlanta Rapid Transit Authority (MARTA)
- Free 24-hour ATL SkyTrain for traveling to Hartsfield-Jackson Atlanta International Airport, the Georgia International Convention Center, Gateway Center Arena, several local hotels and the Rental Car Center
- Interstates 285, 85, 75 and 20

TOURISM

- 428,184 total adult trips to the ATL Airport District in 2021
- Average length of trips is 1.6 nights
- 28.8% of travelers came from the state of Georgia, 10% came from Florida, 5.4% came from Tennessee and 5.2% came from South Carolina.
- 70.7% of visitors are traveling without children
- 29.3% of visitors are families with children
- From 2022 to 2021, there was a 52.8% increase in District hotel occupancy.
- The most frequently visited day of the week is Friday and the most frequently visited month is June.
- Top markets include
 - Atlanta
 - New York
 - Miami/Fort Lauderdale
 - Birmingham
 - Columbus, Ga.
 - Macon, Ga.
 - Dallas/Fort Worth
 - Chattanooga



Cities

College Park

College Park is an authentic Southern town that offers the best of hospitality in city services, local restaurants, hotels, recreation and community events. Home to Georgia's second-largest convention center and more than 5,000 hotel rooms, College Park is a great place for both business and leisure travelers to make a day trip or spend a weekend immersing themselves in Southern charm.

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 park, shops, restaurants and art displays local to the community, including the city's signature butterflies.

Union City

Union City is a peaceful retreat to a small Southern town that offers a slower pace than nearby bustling downtown Atlanta. This modest, fast-growing city balances cultural, spiritual, educational and economic opportunities for both residents and visitors traveling through the small community. Guests can slow down and enjoy a restful way of life just minutes away from the energy of a big city.

College Park



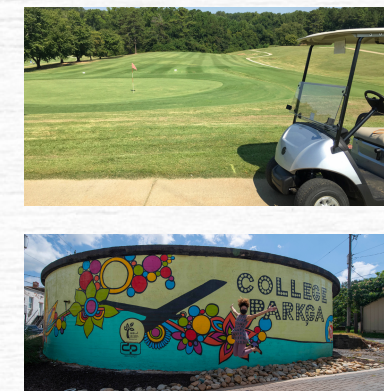
College Park

ATTRACTIONS

- 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 the all-new Gateway Center Arena, a multi-purpose sports and entertainment venue with 3,500 seats for sports fans
- Historic College Park Golf Course, a beautiful 9-hole golf course located just minutes from Hartsfield-Jackson Atlanta International Airport and featuring a driving range with upper and lower tee boxes as well as two practice greens for chipping and putting. The course also offers a driving range, a 2,000 square foot teaching center, tee to green cart paths and a state-of-the-art irrigation system
- CycleGANG Fitness Studio, a 45-minute high-energy cycling class where visitors can experience an immersive mind-body experience bringing together one-of-a-kind playlists, rhythm-based choreography and high-intensity cardio
- The Wellness Spot, a luxury spa and fitness studio, featuring an array of fitness classes and exclusive spa services including signature massage and skin therapy
- College Park Murals, a variety of stunning murals created by local artists that were inspired by the residents of the area and this diverse community
- Chick-fil-A Headquarters and Backstage Tour, a walking, guided cultural tour that focuses on S.Truett Cathy, founder of Chick-fil-A. Throughout the tour, visitors can experience the most valued company assets including its hospitable people and unique story

RECREATION

- The South Fulton Tennis Center, featuring 20 hard-surface tennis courts, four clay-surface tennis courts, newly renovated locker rooms, upgraded interior lighting, a new juice bar, upgraded court lighting and more
- Historic College Park Golf Course, a beautiful nine-hole golf course just minutes from Hartsfield-Jackson Atlanta International Airport, offering a driving range, teaching center and practice greens



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 Black-owned restaurants that serve up delicious bites, with options such as:
 - 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
 - The Real Milk & Honey, a delicious brunch spot perfect for reuniting with family and friends around sustainable, Southern meals in a cozy setting
 - Virgil's Gullah Kitchen & Bar serves authentic dishes prepared with pride from recipes passed down by generations of Virgil's own family

ACCOMMODATIONS

- Over 5,000 rooms across 33 hotels that fit any budget, including:
 - Best Western Plus Hotel & Suites Airport South
 - Comfort Inn Atlanta International Airport
 - Courtyard by Marriott Atlanta Airport South
 - Embassy Suites Atlanta Airport
 - Hilton Garden Inn Atlanta Airport Millenium Center
 - Holiday Inn & Suites Atlanta Airport North
 - Hotel Indigo Atlanta Airport
 - SpringHill Suites Atlanta Airport Gateway





Hapeville

Hapeville



ATTRACTIONS

- Delta Flight Museum, 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, maintained by the Hapeville Historical Society, dates back to the 1890s and houses artifacts from the transportation industry free for the public to discover
- Porsche Experience Center Atlanta, where visitors can learn about the performance characteristics of Porsche cars and test their driving capabilities on world-renowned racetracks
- Academy Theatre, a company founded in 1956 with the goal of exploring classic plays and bringing thought-invoking performances to the surrounding community
- Hapeville murals, an initiative of the Hapeville Main Street Board and Hapeville Arts Alliance to revitalize downtown Hapeville with brilliant murals representing the community

RECREATION

- John R. Lewis Memorial Park & Dog Park, a community amenity for people and their pets to relax outside with easy access to the Hapeville Library and Hapeville Elementary School
- Tom E. Morris Sports Complex & Skate Park, offering baseball and softball fields for teams to rent, as well as a newly completed skate park for the community to enjoy
- Jess Lucas Park, Hapeville's most happening greenspace including 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 all packed within a walkable one-mile radius, with options such as:
 - Pit Boss BBQ & Spirits, a pit-style BBQ restaurant serving authentic homestyle meals to both travelers leaving the airport and locals
 - Breweries and wine bars, including the elegant Volare Wine & Bistro, the women-owned and operated Beer Girl Growlers & Bottleshop and Arches Brewing, a brewery serving up craft brews connected to an art gallery displaying pieces from local artists
 - Buttersweet Bakery, a boutique, minority-owned bakery offering a vast menu of sweet treats, as well as baking and decorating classes for those who want to unleash their inner baker
 - Chapman Drug Company, a full-service pharmacy established in 1921 that serves famous handcrafted soda from the legendary Chapman's Soda Fountain

ACCOMMODATIONS

- More than 1,500 rooms across nine hotels that fit any budget:
 - Best Western Plus Atlanta Airport East
 - 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



WELCOME TO UNION CITY

Union City

DRINK
Coca-Cola
IN BOTTLES



Union City

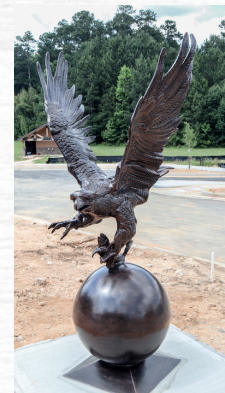


ATTRACTIONS

- Coca-Cola mural, a restored piece that commemorates 110 years of Coca-Cola and symbolizes unity between the community and iconic Coca-Cola brand
- Atlanta Metro Studios, a premier sound stage for content production including 135,000 sq ft of soundstages, 50,000 sq ft of offices and 60,000 sq ft of mill space

RECREATION

- Ronald Bridges Park & Nature Trail, a hidden gem perfect for enjoying the outdoors that features a zip line, nature trail and basketball court
- Highway 29 Ballfields, a complex with more than just softball and baseball fields, offering a life-sized chess set, cornhole boards, ping pong tables and volleyball courts
- Skate Park at Ballfields Recreational Complex, a 4,000 square foot skate park that opened in 2022 featuring a bowl with various depths, a quarter-pipe wall, a tiered cantilevered grind ledge, various grind rails and boxes and a unique wedge ramp
- Mayor's Park, offering a walking track, complimentary wireless access and picnic tables for those who want an outdoor lunch



Union City



FOOD & BEVERAGE

- Union City's charming restaurants offer a taste of the real Georgia countryside, with options such as:
 - Historic Green Manor Restaurant, 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
 - Faux Real Burger Grill, Atlanta's first and only vegan drive-thru offering a healthier take on burgers and fresh milkshakes

ACCOMMODATIONS

- More than 500 rooms across nine hotels that fit any budget:
 - 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

SPRING WINE STROLL - MARCH & OCTOBER

Taking place in the spring and fall in College Park, wine-lovers can stroll through the town's historic Main Street with a glass of wine and wind down the evening with friends. This ticketed event includes a commemorative wine glass, access to wine, light fare and business coupons as guests browse local businesses while listening to live jazz music.

SPIN THE DISTRICT - SPRING & FALL

This annual event offers three unique races in each city of the ATL Airport District every spring & fall. With bike demonstrations, music, food trucks, beer and wine, kids' activities and more, each of these annual community events turn a regular cycling race into a block party.

COFFEE & CHROME - APRIL THROUGH SEPTEMBER

Each second Saturday of each month from April through September, visitors and residents of Hapeville can enjoy the Coffee & Chrome car and motorcycle show. This monthly show for car-enthusiasts features classic and modern cars from 8:30 a.m. to 12 p.m. at Jess Lucas Park.

ARTS & MUSIC FESTIVAL - OCTOBER

This music festival each spring provides the community an opportunity to fall in love with College Park's downtown district, with live concerts, picnics and local artists displaying and selling their crafts. All proceeds go to benefit Main Street Arts and Economic Development Event Efforts.

HAPEVILLE DOWNTOWN LIVE CONCERT SERIES - JULY THROUGH OCTOBER

Each Saturday in October, this community event puts a spotlight on local artisans and performers with live artist demos, concerts, handmade crafts and more. With a different theme each weekend, visitors can take in live music as they sip beer while enjoying a variety of activities and events all month long.



Executive Profiles



COOKIE SMOAK

President

President Cookie Smoak manages the ATL Airport'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 CVB and 20 years of sales with Delta Air Lines, Smoak understands the components needed to make a CVB successful and efficiently market a destination to improve sales. An Atlanta native, she has been with the District for almost nine 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 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 handle the organization's technology infrastructure.



KRISTIN SCHNEIDER

Vice President of Sales

As director of sales for the ATL Airport District, Schneider manages sales operations, including sales teams' activities, leading and motivating sales teams and ensuring goals are met. Schneider uses her previous experience as sales manager at Georgia International Convention Center to help exceed sales goals as a team leader and individual contributor, ultimately to drive the District and economic development forward. 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 both business and leisure travelers.



JENNA SNYDER, CMP

Director of Convention Services

As director of convention services, Jenna Snyder wears many hats while assisting planners in creating next-level events. Previously a part of the Atlanta Convention & Visitors Bureau (ACVB) team, Snyder's experience providing services to all booked groups in an event space spans to major events including the NFL Super Bowl and NCAA Men's Final Four. In her current position, she oversees all events and conventions, ensuring that necessary services are provided to each organization gathering in the District. An Atlanta native, she understands the competitive edge for events hosted in the District, as well as the coordination required to bring each event to life.

UNIQUE DINING EXPERIENCES

While some may think metro Atlanta has the best dining around, there are several hidden gems just around the corner in the ATL Airport District. 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 Irish, Thai, Cuban and Greek, or immerse themselves in a truly Southern culinary experience at restaurants such as Union City's Historic Green Manor.



Story Angles

EDUCATIONAL TRAVEL

History buffs are sure to learn something new in the ATL Airport District. 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.



MEETING DESTINATIONS

Conveniently tucked between Hartsfield-Jackson Atlanta International Airport and thriving downtown Atlanta, the ATL Airport District is easily accessible from Atlanta's major interstates and only a few minutes away from the airport. With more than 7,000 hotel rooms for meeting and convention attendees and unique venues that can accommodate any event, including the Georgia International Convention Center (GICC), the District can support any convention or event. Offering the best in facilities, catering, technology and logistics, the GICC is complete with over 250,000 square feet of event space and is connected to the Airport and a state-of-the-art rental car center through the ATL SkyTrain, making meeting in the district simple and convenient.



MICRO-CATIONS

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.



Story Angles

GUYS' GETAWAYS

For a guys' getaway from the big city, the ATL Airport District offers events and activities for everyone from car-enthusiasts and sports fans to foodies and craft-beer lovers. Guys can experience the action of a College Park Skyhawks game, get their hearts racing at the Dick Lane Velodrome or spend an afternoon at the Historic College Park Golf Course. Guys can also unleash their inner racecar driver at the Porsche Experience Center before ending the day sipping on handcrafted brews at options such as Arches Brewing.



ARTS & CULTURE

Dotted with murals and artistic displays, each town in the ATL Airport District has a thriving culture focused on the arts. The City Muse in College Park is a historic site that doubles as a workshop for artists to learn and exhibit their work, and 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 even Hapeville's Arches Brewery is connected to an art gallery, allowing visitors to browse local artwork as they sip on handcrafted brews.



Story Angles



FOR MORE INFORMATION, CONTACT AADPR@HEMSWORTHCOMMUNICATIONS.COM OR (678) 631-9974