

Explore Gwinnett Press Kit





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Media Contact

Hemsworth

ExploreGwinnettPR@HemsworthCommunications.com

(678) 631-9974

Destination At-a-Glance

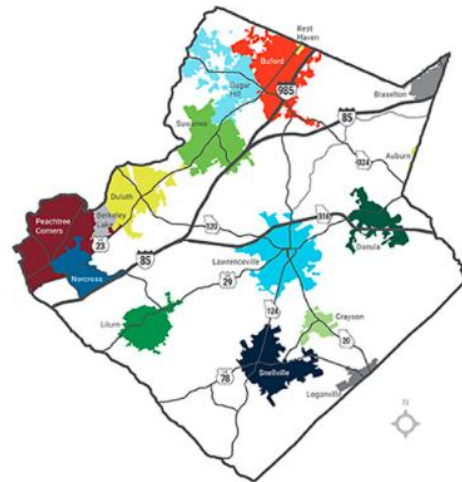
Overview

Explore Gwinnett serves as the official tourism organization of Gwinnett County, Georgia's second most populous county located just northeast of Atlanta. Explore Gwinnett works to increase economic impact and promote the county as a tourism destination by serving over 100 hotels and driving over \$1 billion in annual visitor expenditures. Gwinnett County offers award-winning dining ranging from authentic Asian fare to southern delights, an abundance of shopping, arts programming, outdoor activities and more. Locals and tourists alike can explore various culinary offerings with special Explore Gwinnett-produced events including Sippin' in the Suburbs Beer Tours, Seoul of the South® Korean Food Tours, Gwinnett Beer Week and Gwinnett Burger Week. Gwinnett County is a flourishing community for artists who benefit from the Explore Gwinnett-managed Gwinnett Creativity Fund. In addition to its booming tourism industry, Gwinnett County serves as a thriving production hub for the film/TV creative economy.

Cities within Gwinnett County: Buford, Dacula, Duluth, Grayson, Lawrenceville, Lilburn, Norcross, Peachtree Corners, Sugar Hill and Suwanee

Location

- 30 miles northeast of Atlanta via I-85
- 20 minutes from Lake Lanier
- Destinations within driving distance of Gwinnett:
 - Two-hour drive from Greenville, SC
 - Three-hour drive from Birmingham, AL
 - Three-hour drive from Asheville, NC
 - Four-hour drive from Charlotte, NC
 - Four-hour drive from Nashville, TN
 - Five-hour drive from Jacksonville, FL
- Direct flight markets:
 - Two-hour flight from Washington, DC
 - Two-hour flight from Chicago, Illinois
 - Four-hour flight from Los Angeles, California



Area

- 437 total square miles
- Norcross downtown was voted "Gwinnett's Best Arts & Culture Scene" by *Gwinnett Magazine*
- The family-friendly destination of Suwanee was twice named one of "America's Best Places to Live" by *Money* magazine

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- Buford features an artsy and nostalgic downtown juxtaposed with the Mall of Georgia, the Southeast's largest shopping destination



Total number of guest rooms: 12,000

Population (based on census of 2020)

- Population: 957,062
- Total households: 293,330 households

Climate

- Average of 217 sunny days per year (compared to 205 sunny days on average across the U.S.)
- Short, mild winters with warm, bright summers
- April, May, September and October are Gwinnett's most pleasant months

Access

By car:

- Interstate 285
- Highway 78
- Georgia State Route 316
- I-85

Public Transit:

- Gwinnett County Transit System runs commuter express bus, local bus and paratransit services

Airports:

- Hartsfield-Jackson Atlanta International Airport (45 minutes away)
- Gwinnett County Airport (general aviation airport)

Tourism

- X total visitors to Gwinnett County in 2021
- Average age of visitor is X years old
- X% of visitors are business travelers
- X% are with a group or meeting
- X% are leisure travelers
- X% of visitors are traveling without children

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Hemsworth

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Cities

Norcross



Norcross is a historic city in Gwinnett County offering live music, galleries and culinary offerings that take visitors around the world. Voted “Gwinnett’s Best Arts & Culture Scene” by *Gwinnett Magazine*, Norcross features an inviting downtown district filled with local artwork and small businesses. The city has hosted several large media productions, including “The Miracle Worker,” “Ozark,” “Dynasty,” “Greenleaf,” “The Outsider” and many others. Bringing the whimsy of film, diverse culture and eccentric art together, Norcross has earned a reputation as a “place to imagine.”

Attractions

- Lionheart Theatre Company, an award-winning company of professional and amateur actors
- Atlanta Comedy Theater, an upscale theater featuring nationally recognized comedy shows and entertainers
- Norcross Gallery and Studios, a nonprofit providing the resources and opportunities for the advancement of local artists while educating the community

Recreation

- Public Art Tour, History Tour, Tree Tour or Discovery Garden Park, perfect for historians, art lovers and nature enthusiasts to get to know Norcross
- Eight public parks including Heritage Park, Betty Mauldin Park and Rossie Brundage Park, offering a place to enjoy the fresh air, take a nature walk or host a grill out
- Lucky Shoals Park, a gathering place for the community with multi-purpose youth and adult fields, tennis courts, basketball courts, a walking track and community recreation center

Food & Beverage

- From Indian cuisine and dim sum to a Cuban bistro and classic Southern fare, diverse dining abounds in this city including international stores and markets
- For beer lovers, Cultivation Brewing and Social Fox Brewing feature on-site taprooms and a variety of special events, and Shortbarrel Bourbon offers quality bourbon that will satisfy any sipper
- Gingerspice Bakery offers fresh homemade pastries and desserts, inspired by a blend of French and Southern-style sweets

Accommodations

Media Contact

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ExploreGwinnettPR@HemsworthCommunications.com

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- Over **X** rooms across **eight** hotels that fit any budget, including:
 - Baymont Inn + Suites by Wyndham Norcross
 - Crowne Plaza Atlanta NE – Norcross
 - Hampton Inn Norcross
 - Home 2 Suites Norcross
 - HomeTowne Studios – Atlanta Norcross
 - Horizon Inn & Suites
 - Intown Suites Buford Highway
 - Sonesta Select Norcross

Suwanee

Twice named one of “America’s Best Places to Live” by *Money* magazine and named one of the “10 Best Towns for Families” by *Family Circle Magazine*, the town of 18,000 is a great place to live and an exciting place to visit. With distinctive parks, a vibrant downtown and unique community events, there’s always something new in Suwanee.

Attractions

- Suwanee Arts Center, a nonprofit dedicated to enhancing the community through art exhibitions, festivals and art education
- Adrenaline Climbing, named the “Best Place to Take the Kids” by *Gwinnett Magazine*, offers the thrill and challenge of rock climbing in an indoor setting
- Everett’s Music Barn, a venue built in 1970 featuring local entertaining talent including Doyle Lawson & Quicksilver, Lost and Found and Jim & Jessie



Recreation

- Suwanee Sculp Tour, a public art exhibit featuring sculptures from local artists displayed in and around Town Center Park
- Bear’s Best Atlanta, a unique golf course designed by Jack Nicklaus and named one of the “Top 10 Golf Courses You Can Play in America” by *Golf Magazine*
- Public parks, including the 268-acre Settles Bridge Park and 304-acre George Pierce Park, with walking trails, indoor walking tracks, shuffleboard, basketball courts and multi-purpose fields

Food & Beverage

- Restaurant options offering international fare, including several authentic Korean restaurants such as 770 Korean BBQ, Kang Seo and Kukga Topokki Suwanee, serving authentic Korean street food prepared with the finest ingredients

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Hemsworth

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- StillFire Brewing and Monkey Wrench Brewing, offering local craft beer and lively atmosphere for brewery fans, and Sip Happens, a boutique wine shop for wine enthusiasts

Accommodations

- **Over X rooms across five hotels that fit any budget**, including:
 - Comfort Inn & Suites Suwanee
 - Courtyard by Marriott Suwanee
 - Fairfield Inn by Marriott Suwanee
 - InTown Suites Suwanee
 - Red Roof Suwanee

Buford

With a friendly small-town feel and big-city shopping and dining amenities, Buford offers a thriving art scene, the Southeast's largest shopping mall and a variety of restaurants and local businesses in the nostalgic downtown district for visitors and residents to enjoy.

Attractions

- 37 Main, offering a nightlife experience that blends Rock N Roll with a Dueling Piano show
- The Southeast's largest shopping mall, the Mall of Georgia, with over 225 local and nationally recognized retailers, as well as several full-service restaurants
- Tannery Row Artist Colony, a thriving community of artists each with their own studio displaying their work in a renovated manufacturing building originally established in 1873



Recreation

- Pickle + Social, the ultimate hangout spot, combining craft food, signature drinks and live entertainment with world-class indoor and outdoor pickleball courts
- Georgia's most visited lakeside resort destination, Lanier Islands, situated on the shores of Lake Lanier offers hiking, biking, horseback riding, boating and water sports in a breathtaking natural setting
- Legacy on Lanier Golf Club, created by Billy Fuller, a stunning course with views of Georgia's Great Lake that is sure to delight both experience and amateur golfers

Food & Beverage

- Lively libations including taphouses, a wine bar and Cloudland Vineyards and Winery, specializing in estate-grown premium wines just above the Chattahoochee River Valley

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- Local restaurants offering a variety of cuisines including Mexican, Japanese, Cuban, Chinese, Italian and traditional American fare
- Specialty shops and cafes with fresh baked goods, desserts, frozen yogurt and donuts

Accommodations

- **Over X rooms across six hotels that fit any budget**, including:
 - Country Inn & Suites Mall of Georgia
 - Courtyard Atlanta/Buford Mall of Georgia
 - Fairfield Inn & Suites Atlanta Buford
 - Hampton Inn Mall of Georgia
 - Home2Suites by Hilton Buford
 - SpringHill Suites by Marriott Mall of Georgia

Lawrenceville

Similar to other towns in Gwinnett County, Lawrenceville blends the nostalgia of the past with modern times. Offering something for history buffs and artists to sports fanatics and outdoor enthusiasts, with a variety of attractions where friends and family can create new memories.



Attractions

- Gwinnett Stripers, the Triple-A Affiliate of Atlanta Braves baseball, play at the 10,000-seat Coolray Field, offering sporting entertainment and brews from the Slow Pour Brewing Tap Room
- Urban Air Trampoline and Adventure Park, the ultimate indoor playground and trampoline park voted the “Best Gym in America for Kids” by *Shape* magazine
- Aurora Theatre, Gwinnett's largest arts organization is already a powerhouse, drawing audiences from all over Atlanta with a mix of top-caliber Broadway productions, contemporary plays, stand-up comedy, and a Spanish-language ensemble

Recreation

- Gwinnett County Fairgrounds offers ample meeting spaces with a 9,600-square-foot entertainment building, an exhibit hall, large arena and 1,000-square-foot meeting space for smaller events
- Tour the Isaac Adair House, a historic home built in 1827 that is on the National Register of Historic Places
- Lawrenceville Lawn, a city park featuring an amphitheater, playground and volleyball courts

Food & Beverage

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- The City of Lawrenceville is Gwinnett's oldest city featuring many historic buildings converted into chef-driven restaurants including Magazzino Delle Pizza, Cosmo's Pizza + Social, Foggy Bottom BBQ and Village Burger
- DJ's U-Pick Blueberry Farm, the best place to pick fresh produce without pesticides and chemicals just minutes from the Mall of Georgia
- Slow Pour Brewing Company, Gwinnett's first craft brewery, features revolving craft beers, live music, food trucks, game nights, a beer garden and more
- Scrumdiddlyumptious, a black-women-owned breakfast, brunch and lunch joint in the historic downtown Lawrenceville area featuring mouthwatering dishes like flavored waffles and irresistible peach cobbler, organic, fresh-pressed juices and so much more

Accommodations

- **Over X rooms across four hotels that fit any budget**, including:
 - Hampton Inn Lawrenceville
 - Holiday Inn Express & Suites Lawrenceville
 - Home2 Suites by Hilton Lawrenceville
 - Tru by Hilton Lawrenceville

Duluth

While Duluth features a blend of entertainment and art, it's also a haven for sports fans. This busy Gwinnett town is home to several sports teams and plenty of places for future athletes to practice their skills.

Attractions

- Founded in 1970, the Southeastern Railway Museum is Georgia's official transportation history museum featuring the state's most extensive collection of rolling stock with nearly 100 pieces of transit equipment from around the state and the county. Visitors can take an informative ride through the 35-acre site on a restored caboose and get an up-close look at railroad memorabilia such as steam and diesel locomotives, historic Pullman and more
- Gas South District, a 118-acre multipurpose campus that is home to the newly expanded Gas South Convention Center, a brand new 348-room Westin hotel, a fantastic 13,000-seat arena where the Atlanta Gladiators, a minor-league hockey league play, an intimate 708-seat theater, the Hudgens Center for Art & Learning and home field for Georgia Swarm, the 2017 National Lacrosse League World Series Champions



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- Gas South Convention Center, a state-of-the-art facility with a 90,000-square-foot exhibit hall, a 21,600-square-foot ballroom, 23 versatile meeting rooms, outdoor greenspace, a food hall and exclusive catering by the award-winning Proof of the Pudding
- Westin Atlanta Gwinnett Hotel, a brand new 4-star hotel featuring 348 guest rooms, 17,000-square-feet of conference space, 13 meeting rooms, a stunning rooftop bar, Starbucks and open greenspace connecting the hotel to the convention center

Recreation

- Atlanta IceForum, the official practice facility for the Atlanta Gladiators is open to the public, offering ice skating to all levels with a full-service restaurant overlooking the rink
- Rent a float and tube down the Chattahoochee River with a picnic lunch stop in the middle on the river's edge
- Public parks with wide open spaces and walking trails including Chattahoochee Dog Park, W.P. Jones Memorial Park and Shorty Howell Park

Food & Beverage

- Authentic Korean restaurants serving traditional dishes including 9292 Korean BBQ, named one of the 75 Best Restaurants in Atlanta according to *Atlanta Magazine*
- Local brewing companies that reflect the heritage of Duluth and serve unique handcrafted beer, such as 6S Brewing Company, Good Word Brewing and Public House
- Just Brunch, an exceptional black-owned restaurant located near the Gas South District with positive vibes and a vibrant atmosphere

Accommodations

- **Over X rooms across six hotels that fit any budget**, including:
 - Westin Atlanta Gwinnett
 - Courtyard by Marriott Atlanta Duluth
 - Embassy Suites by Hilton Atlanta NE Gwinnett
 - Holiday Inn Express & Suites Atlanta
 - Residence Inn by Marriott Atlanta
 - Sonesta Gwinnett Place Atlanta
 - Wyndham Garden Duluth

Peachtree Corners

Offering a blend of unique events and activities, Peachtree Corners is a great spot for nightlife, culinary and entertainment experiences.

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Hemsworth

ExploreGwinnettPR@HemsworthCommunications.com

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Attractions

- CMX CineBistro, a combined restaurant and theater with six movie screens, with each auditorium holding between 90 and 100 leather loveseats for guests to relax in as they enjoy in-theater meals and handcrafted cocktails
- R Alexander Fine Art, a gallery displaying a collection of fine art from contemporary to established international artists including paintings, sculptures, work on paper and photography
- The Forum Peachtree Corners, an open-air lifestyle center featuring a blend of retail, restaurants, and office space.



Recreation

- Multiple public parks including Jones Bridge Park with a playground, sand volleyball courts and serene fishing areas, and riverside Holcomb Bridge Park with walking trails and an amphitheater

Food & Beverage

- Beard Papa's, a bakery and dessert shop that originated in Japan and specializes in baking carefully crafted cream puffs
- A variety of casual restaurants including, Mojito's Cuban American Bistro, Uncle Jack's Meat House and Marlow's Tavern
- Peche, a modern, upscale seafood restaurant and raw bar with a French twist in The Forum Peachtree Corners. An excellent option for group dinners, Peche offers a variety of coastal cuisine along with an extensive selection of global wines and thoughtfully crafted cocktails

Accommodations

- **Over X rooms across two hotels that fit any budget**, including:
 - Atlanta Marriott Peachtree Corners
 - Hilton Atlanta Northeast

Annual Events

Gwinnett Burger Week (March)

Each March, local restaurants create a unique burger available for one week only. This award-winning food "tour" gives visitors and residents alike a chance to savor a variety of flavors from some of the best restaurants in Georgia.

Suwanee Beer Fest (March)

Recently named the best beer festival in the country by *USA Today's* 10 Best Readers' Choice Awards, this 21-and-over event takes place each March in Town Center Park and invites guests to sample over 400

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craft beers from all over the country. Paired with the craft beer are local food trucks and artists, live music and festival games like cornhole and giant Jenga.

[St. Paddy's on Perry \(March\)](#)

This annual tradition in downtown Lawrenceville brings cold brews, hearty Irish fare, outdoor performances, and plenty of fun for the kids to experience right on Perry Street.

[Local Arts Festivals \(April\)](#)

The city of Duluth hosts a two-day outdoor festival which features up to 60 painters, photographers, sculptors, leather and metalwork, glass blowers, jewelers and crafters. Suwanee Arts Festival, located at Suwanee Town Center is a two-day celebration that showcases talented artists selling a variety of pieces, live demonstrations, kids activities and delicious food and drinks.

[Mitsubishi Electric Classic \(May\)](#)

Golf legends travel to TPC Sugarloaf in Duluth for three days of world-class golf each May. This premier golf tournament on the PGA TOUR Champions allows guests to indulge in an all-inclusive, breathtaking and entertaining environment. The tournament doubles as a benefit for local charities through the Gwinnett Championship Foundation Inc. and has raised more than \$2.3 million since the first tournament in 2013.

[Seoul of the South \(May-September\)](#)

An unexpected cultural hub, Gwinnett's Seoul of the South tour is hosted by Sarah Park, a native Korean who assist guests on their discovery of traditional Korean culture, authentic Korean food and markets. This immersive and educational tour lets visitors explore South Korea without leaving Gwinnett.

[Local Farmers Markets \(May-September\)](#)

Residents and visitors can browse the Suwanee Farmers Market for locally grown produce, fresh eggs, meat, canned goods, and other items including fresh flowers, pastries and honey. Open from 8 a.m. to noon May through September at Town Center Park, the Farmers Market is the place to go for local flavors. On each second Sunday of the month, Downtown Duluth hosts a market from 2 to 6 p.m. featuring in-season produce, baked goods and locally made food products. The Duluth Farmers & Artisan Market is also perfect for finding handmade gifts authentic to Gwinnett such as candles, pottery, lotions and more.

[Gwinnett Pride \(June\)](#)

One of the largest pride events in the state, this vibrant celebration of love, diversity and equality is held at Thrasher Park in Norcross and features live music, food, drinks and vendors.

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[Suwanee Summer Porch Jam \(June\)](#)

A free old-fashioned summer block party and celebration, complete with live music, food, and beverages. Musicians play outdoors at multiple venues throughout Old Town Suwanee, such as the Mayor's front porch.

[Duluth Art Month \(August\)](#)

For the month of August, the city of Duluth will celebrate their hometown artist. Hosting a variety of interactive art, dance showcases, theatre performances and musicians. The Suwanee Sculp tour has also won residents hearts with this outdoor art exhibit featuring a plethora of unique sculptures that change bi-annually.

[Gwinnett Beer Week \(September\)](#)

This week-long celebration of Gwinnett's breweries is complete with events, giveaways and promotions throughout the week for craft beer enthusiasts.

[JapanFest \(September\)](#)

At the Gas South Convention Center, the city of Duluth will host JapanFest, the celebration of the rich culture of Japan. Guests can experience live dance and martial arts performances as well as various cultural workshops. The festival has attractions for everyone with activities from children's games to the beer garden.

[Suwanee Fest \(September\)](#)

Returning each September to the Town Center Park, this annual two-day celebration of Suwanee features almost 200 vendors and exhibitors, entertainment acts and an energetic parade bringing the community together. Families can enjoy specialty food and drink, woodworking, handcrafted jewelry, pottery making and live entertainment.

[Norcross Art Splash Festival \(October\)](#)

Artists across the country display their work at the Norcross Art Splash Festival including folk art, ceramics, paintings, photography, mixed media and metalwork. This event is perfect for families, with an interactive Kidz Zone offering face painting, sand art, inflatable rides and festival food.

[Local Farmers Markets](#)

On each second Sunday of the month, Downtown Duluth hosts a market from 2 to 6 p.m. featuring in-season produce, baked goods and locally made food products. The Suwanee Farmers Market is open every Saturday, May through September at Town Center Park, offering the perfect place to browse for locally grown produce, fresh eggs, meat, canned goods, and other items including fresh flowers, pastries and honey.

[Media Contact](#)

Hemsworth

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Executive Profiles

[Lisa Anders, Explore Gwinnett's Executive Director](#)



As Explore Gwinnett's executive director, Lisa Anders sets the strategy and vision for Gwinnett tourism and film while managing day-to-day office operations. With previous experience in hotel franchising, hotel management and restaurants, Lisa brings knowledge of tourism and a passion for destination marketing and economic development to the Gwinnett team. As a leader in the community and award-winning destination marketing professional, Lisa has spearheaded many initiatives for growth in Gwinnett County. Lisa has been honored numerous times throughout her career. In 2023, she received a Stevie Award for Women in Business and was recognized as one of the state's most successful economic development executives in *Georgia Trend* magazine's 'Georgia 500' list.

[Victoria Hawkins, Explore Gwinnett's Senior Director of Marketing & Destination Development](#)



An experienced destination marketing professional, Victoria Hawkins has been with Explore Gwinnett for 14 years. After managing the marketing communications department at Explore Gwinnett, Victoria now oversees communications efforts and strategic initiatives for the county, including developing new tourism products, launching strategic research initiatives and building partnerships. Victoria continues striving to build the Explore Gwinnett brand and positively impact local economic growth and development through tourism.

[Clara Rooks, Explore Gwinnett's Senior Marketing Communications Manager](#)



Clara Rooks helps market Gwinnett as a great place to visit through weekly blogs, website content and monthly e-newsletters to inform their visitors on all the great things to do. Clara understands the importance of tourism product development and assists the marketing team on various initiatives to benefit the citizens of Gwinnett County. She initially joined Explore Gwinnett in August of 2019 as the marketing communications coordinator and has since earned two promotions, becoming the senior marketing communications manager in 2024, where she currently oversees the development and execution of comprehensive marketing campaigns and impactful communication strategies to ensure consistent and effective messaging that will resonate with diverse audiences and enhance the destination and its many attributes.

[Media Contact](#)

Hemsworth

ExploreGwinnettPR@HemsworthCommunications.com

(678) 631-9974



Story Angles

Seoul of the South

Gwinnett County may be in the heart of Georgia, but it offers an unexpected authentic Korean dining experience. The destination's iconic Seoul of the South tour is hosted by Sarah Park, a Korean native who has grown up with the customs and traditions that are featured along each stop on the tour. With an abundance of Korean BBQ and traditional Korean cuisine as well as bakeries and markets, Gwinnett is the perfect culinary adventure for foodies who want to experience international cuisine without leaving the South. This beloved event regularly sells out, but visitors can easily create their own tour, making stops at Honey Pig, 9292 Korean BBQ, Jang Su Jang, GalBiJjim and Café Rothem.

Everett's Music Barn

Built in 1970, Everett's Music Barn has been delighting audiences every Saturday nights for over 50 years. The barn has become an institution in the bluegrass community, hosting local musicians and a strong list of bluegrass heroes like Jim & Jessie, The Country Gentlemen, Doyle Lawson & Quicksilver, Randall Hylton, Lost and Found, JD Crowe and The New South, and the Warrior River Boys. Beyond the draw for bluegrass music enthusiasts, the venue is an alcohol-free facility, making it the perfect outing for travelers looking for sober entertainment in the metro Atlanta area.

Meeting Destinations

Located 30 minutes northeast of Atlanta, Gwinnett County is home to multiple event facilities that cater to groups of all sizes. With more than 100 hotels, the destination offers countless activities, dining options and entertainment. In addition to a variety of banquet halls and modern gathering spaces, the destination is home to Gas South District, a 118-acre multipurpose campus featuring the newly expanded Gas South Convention Center, a brand new 348-room Westin hotel, a fantastic 13,000-seat arena, an intimate 708-seat theater and the Hudgens Center for Art & Learning. The Gas South Convention Center is a state-of-the-art facility with a 90,000-square-foot exhibit hall, a 21,600-square-foot ballroom, 23 versatile meeting rooms, a food hall and exclusive catering by the award-winning Proof of the Pudding. Connected to the convention center by open greenspace is an additional 17,000-square-foot of conference space, 13 meeting rooms, a stunning rooftop bar and more at the 4-star Westin Atlanta Gwinnett hotel.

Accessibility in Gwinnett

In Gwinnett County, inclusivity isn't just a goal, it's a way of life! Amidst its bustling urban landscape, the county stands out for its commitment to accessibility, exemplified by initiatives like the Suwannee Playtown Playground, where children of all abilities can play freely with inclusive features such as ramps and sensory-rich structures. Supporting families navigating autism spectrum disorders, the Spectrum Autism Support Group provides vital resources and a sense of community to not only locals, but visitors to the area. The Sensory Treehouse at the Gwinnett Environmental and Heritage Center will offer an immersive nature experience accessible to all, with tactile elements and calming retreats when it opens

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Hemsworth

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in late 2024. These initiatives underscore Gwinnett County's dedication to fostering an environment where everyone, regardless of ability, can participate fully and thrive.

[BAPS Shri Swaminarayan Mandir](#)

Lilburn is home to a masterpiece of exquisite Indian design and workmanship. The beautiful BAPS Mandir Hindu temple will make you think you have traveled across the world rather than a northeast suburb of Atlanta. The intricate details from the exterior alone will make any visitor pause in awe. As the BAPS Mandir is open to the public, step inside for the chance to marvel at the marble carvings, participate in Hindu rituals and learn about the oldest living faith – Hinduism.

[Media Contact](#)

Hemsworth

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