

# Who we are:

The ATL Airport District is the Convention and Visitors Bureau for the cities of College Park, Hapeville & Union City. We work with over 60 hotels and the Georgia International Convention Center.

Our goal is to generate economic development for businesses in our partner cities by marketing the community as a preferred tourism, convention, and meeting destination.

Because we are funded by hotel/motel tax dollars, marketing support for your business comes at no cost to you.



# What we can do for you:

## Media Opportunities

As an extension of the ATL Airport District, our PR agency of record, Hemsworth Communications, proactively pitches story ideas on a regular basis to spotlight our diverse culinary scene. Pieces like owner profiles and menu features are a great way to secure favorable media coverage for our restaurant partners. Should you have a story idea or major announcement, or if you'd like help promoting a menu launch, please reach out to the ATL Airport District team to arrange for Hemsworth's collaboration. Media inquiry opportunities for upcoming articles will be posted on the ATL Airport District's D.I.S.H. Facebook page.

## Promotion & Visibility

Your restaurant listing on the ATL Airport District website, displaying restaurant details, photos, and events, will be shared with upcoming convention attendees. Social media links can also be displayed on your listing, which helps our team occasionally @ mention our restaurant partners across ATL Airport District social channels.

## Access to Convention Calendar

The convention calendar lists upcoming meetings and conventions in the area. This can be helpful when scheduling staffing needs during major events at the Georgia International Convention Center and surrounding hotels.

## Deals in the District

Capture more business from groups by taking advantage of our digital discount program, Deals in the District. Get exposure with event attendees and exhibitors, who are enticed to visit local restaurants to claim exciting offers. (Participants must show the Deals in the District web page on their mobile device to participate.)

## Participation in ATL Airport District Events

Local businesses can gain additional exposure by taking part in ATL Airport District events, such as the Spin the District cycling event series, including races and family-friendly festivals in College Park, Hapeville, and Union City.

## Leading in taste, likes and followers

 **25k likes**       **10k followers**

 **1k+ followers**



Be sure to tag us!

 @ATLdistrict

 @ATLdistrictcvb

 @ATLdistrict

 ATL Airport District

## Tips & Suggestions:

- Expect larger group sizes and staff accordingly.
- Be mindful of attendees visiting your restaurant with their luggage in tow. Many may need some help accommodating it.
- Have suggestions for popular dishes handy for those who are new to your restaurant.
- Visit the event's website or social media to scope out their schedule and get clues about when they will be dining out.
- Most convention attendees are exploring the District for the first time, so be prepared to answer questions about the area. Your hospitality will make a lasting impression!
- Many of these events will return for years to come, so keep in mind that you are gaining repeat customers.

## Major Conference Hotels:

### Atlanta Airport Marriott

4711 Best Rd., College Park

### Atlanta Airport Marriott Gateway

2020 Convention Center Conc., College Park

### DoubleTree by Hilton Atlanta Airport

3400 Norman Berry Dr., Atlanta

### Embassy Suites by Hilton Atlanta Airport

4700 Southport Rd., College Park

### Four Points by Sheraton Atlanta Airport West

3520 N Desert Dr., Atlanta

### Hilton Atlanta Airport

1031 Virginia Ave., Hapeville

### Hilton Garden Inn Atlanta Airport

### Millennium Center

2301 Sullivan Rd., College Park

### Holiday Inn & Suites Atlanta Airport

### North/Virginia Avenue

1380 Virginia Ave., College Park

### Kimpton Overland Hotel Atlanta Airport

Two Porsche Dr., Hapeville

### Renaissance Atlanta Airport Gateway

2081 Convention Center Conc., College Park

### Renaissance Concourse Atlanta Airport

1 Hartsfield Centre Pkwy., Atlanta

### Sonesta Atlanta Airport North

1325 Virginia Ave., Atlanta

### SpringHill Suites Atlanta Airport Gateway

2091 Convention Center Conc., College Park

### Westin Atlanta Airport

4736 Best Rd., College Park

Encourage event attendees to dine at your restaurant while in the area. Participate in our exclusive Deals in the District discount program. Contact Rylee Govoreau for more information.

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# 2025 Event Schedule

The ATL Airport District continues to create buzz and welcome attendees with several large events on the books through December at both the Georgia International Convention Center and with our hotel partners. We will be providing attendees with resources for finding the best restaurants in the District—and that would be you!

To ensure everyone the best experience possible, we've compiled some helpful information to keep in mind as you prepare for an influx of guests while conventions are in town.

## Upcoming Events

### USA Weightlifting 2025 Masters National Championships

Apr. 3–6 | GICC | Expected attendance: 1,000

[usaweighting.org/2025-masters-national-championships](https://usaweighting.org/2025-masters-national-championships)

### HBCU/MI 2025 Entrepreneurship & Innovation Global Summit

Apr. 10–13 | The Westin Atlanta Airport | Expected attendance: 750

[hbcumiei.org](https://hbcumiei.org)

### Varsity Spirit The Southeast Regional Summit - DI/DII

Apr. 12–13 | GICC | Expected attendance: 2,000

[varsity.com/all-star/competitions/end-of-season-events/regional-summit](https://varsity.com/all-star/competitions/end-of-season-events/regional-summit)

### Taliah Waajid World Natural Hair, Health, & Beauty Show

Apr. 26–27 | GICC | Expected attendance: 5,000

[naturalhairshow.org](https://naturalhairshow.org)

### 2025 Spelman College Reunion & Commencement Weekend

May 14–18 | GICC | Expected attendance: 8,000

[spelman.edu/alumnae/reunion/schedule.html](https://spelman.edu/alumnae/reunion/schedule.html)

### SCAD 2025 Atlanta Commencement

May 31 | GICC | Expected attendance: 4,000

[scad.edu/life/commencement](https://scad.edu/life/commencement)

### 2025 USA Powerlifting Raw Nationals

June 26–29 | GICC | Expected attendance: 1,000

[raw.nationals.usapowerlifting.com/](https://raw.nationals.usapowerlifting.com/)

For a full list of all events at the GICC, visit [GICC.com](https://GICC.com)

# The District CHECK-IN



Sign up for our monthly newsletter on our [Partners page](#) to keep up with the latest and greatest updates for our District partners.

Check us out at [ATLDistrict.com](https://ATLDistrict.com)