

NEWS

For Immediate Release



**ATL Airport District Brand Launches as
Official Destination Marketing Organization for College Park & East Point**
New overarching brand will promote both cities to meeting planners and visitors

College Park, Ga. (January 13, 2016) – The official destination marketing organization for the cities of College Park and East Point, Georgia, has a new name: **ATL Airport District**. The ATL Airport District Destination Marketing Organization was formerly known as Meet College Park, but with the recent addition of East Point to its sales and marketing efforts, organizational leaders recognized the need to create a new overarching brand that would be inclusive of both cities. The new brand will also allow its representatives to more simply and productively market the areas' unique attributes and amenities to meeting planners and visitors.

The mission of the all-encompassing organization is to generate economic development for the cities of College Park and East Point by effectively marketing the community as a preferred tourism, convention and meeting destination. Targeted towards millennials – the area's current largest growth market – the organization will continue to promote the area through a variety of platforms, including online promotional campaigns, print advertising, social media, public relations, trade shows and client familiarization tours.

"We are excited to expand our vision to raise visibility and awareness for these two special Southern cities," says **Cookie Smoak, president of ATL Airport District**. "While we certainly have established College Park and East Point as leading destinations for meetings and tourism from a local and regional standpoint, the ATL Airport District brand will bring the area's exclusive features to the forefront on a national and international level."

Going hand-in-hand with the launch of the overarching brand, ATL Airport District will welcome the creation of a convention services department, a comprehensive website redevelopment and implementation of new client familiarization events in key markets. Additionally, the inaugural ATL Airport District Restaurant Week, set to take place Saturday, March 12, through Sunday, March 20, will expand to include both East Point and College Park dining destinations.

Throughout the year, ATL Airport District aims to fuel economic growth by increasing hotel room night bookings and convention center bookings within its territory, partner with key neighboring businesses to develop a broader network of resources and capitalize on the area's proximity to the city of Atlanta – one of the top U.S. travel destinations – and Hartsfield-Jackson Atlanta International Airport.

"Individually, College Park and East Point have developed strong networks of resources that have contributed to the consistent and impressive growth of the Atlanta Airport area as a whole," says **Mercedes Miller, board chair of ATL Airport District**. "We are excited to leverage those resources by creating cooperative marketing programs that create and add value for our stakeholders, partners

and members, and are eager to see what is in store for the ATL Airport District community as a result of our joint efforts."

Home to the world's busiest airport, Georgia's second largest convention center, more than 8,000 hotel rooms, an eclectic mix of great restaurants, and located just minutes from downtown Atlanta, the ATL Airport District area including College Park and East Point has earned its spot as one of the South's premiere destinations for business meetings and tourism. In addition, the area is home base to an array of corporate and regional headquarters and tourist attractions, such as the Delta Flight Museum, Chick-fil-A Home Office Backstage Tour, Porsche North American Headquarters and Driving Experience, Delta Airlines Corporate Headquarters, Amazon Corporate Fulfillment Center, the Dick Lane Velodrome and more.

For more information about ATL Airport District, please visit www.ATLdistrict.com.

About ATL Airport District

ATL Airport District is the official destination marketing organization for the cities of College Park and East Point, Georgia. The mission of ATL Airport District is to generate economic development for the cities of College Park and East Point by effectively marketing the area's unique attributes and amenities to meeting planners and visitors. For more information, please visit www.ATLdistrict.com