

NEWS
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ATL Airport District Announces Partnership with Utrip

New personalized trip planning technology optimizes travel experiences within the District

ATLANTA (Wednesday, August 29, 2018) – [ATL Airport District](#) – the official convention and visitors' bureau for the cities of College Park, East Point, Hapeville and Union City, Ga. – announced the launch of a new partnership with [Utrip](#), a data-driven travel personalization platform. Utrip's innovative technology will enable visitors in the District to create unique, personalized itineraries for their trips to the area. The experience is available [here](#).

With endless possibilities for entertainment, dining and lodging, ATL Airport District visitors will now be able to streamline the decision-making process when planning their stay. The District is known for its proximity to the heart of Atlanta and the world's busiest airport, and offers a unique, exciting experience for all visitors.

"We are excited to partner with Utrip as it will allow users to explore our vibrant community in a new, innovative way," said **Cookie Smoak, president of ATL Airport District**. "There is so much to see within the District and we are hoping to showcase the vast possibilities through this feature."

Utrip's technology optimizes travel experiences around a user's preferences, budget and other relevant factors. Leveraging advanced artificial intelligence algorithms, the system automatically sorts through thousands of activity options at the click of a button, enabling visitors to effortlessly plan trips and make the most of their time in destination.

"The ATL Airport District is such a unique confluence of industry, technology and travel," said **Gilad Berenstein, founder and CEO of Utrip**. "As the biggest travel hub in the nation, visitors come to the District for a variety of reasons, and our partnership is an exciting opportunity to help travelers personalize their experiences and get the most out of their trip to this vivid, historic district."

For more information about ATL Airport District and its new itinerary builder, visit www.visit.atldistrict.com/.

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About ATL Airport District:

ATL Airport District is the official convention and visitors bureau for the cities of College Park, East Point, Hapeville and Union City, Ga. The mission of ATL Airport District is to generate economic development for the cities of College Park, East Point, Hapeville, and Union City by effectively marketing the community as a preferred tourism, convention and meeting destination. For more information, please visit www.ATLdistrict.com.

About Utrip

Utrip is a data-driven personalization platform and A.I. recommendation engine built specifically for the travel industry. We combine the best of local expertise, human experience and artificial intelligence to make the customer experience easy, enjoyable and personal. Leveraging machine learning and advanced traveler preference data, Utrip enables travel companies, both large and small, to increase conversion rates, ancillary revenue, customer loyalty and engagement. Whether through our white label solution, API recommendation engine or data enrichment, Utrip's technology optimizes your digital experience based on customer preferences, budget, geography and many other relevant factors, sorting through millions of

options in seconds. At Utrip, we're empowering our partners to reimagine their customer relationships through every step of the travel lifecycle. For more information, please visit www.utripro.com.

MEDIA CONTACTS:

Caroline Haye / Georgia Lyman

Phase 3 Marketing and Communications

Caroline.Haye@phase3mc.com / Georgia.Lyman@phase3mc.com

404.367.9898 x603 / 404.367.9898 x613