

**FOR IMMEDIATE RELEASE**



**ATL Airport District Announces Two New Hires: Kimberly Payne-Ward and Jenna Snyder**  
*Award-Winning Convention & Visitors Bureau fills key hospitality roles*

**ATLANTA (September 16, 2019)** – [ATL Airport District Convention & Visitors Bureau \(CVB\)](#) is pleased to welcome two teammates to key roles: **Kimberly Payne-Ward** as senior sales manager and **Jenna Snyder** as director of convention services. Both new additions have extensive backgrounds in hospitality and tourism and will contribute to the future growth and success of ATL Airport District.

**Kimberly Payne-Ward, Senior Sales Manager**

In her role with ATL Airport District CVB, Kimberly Payne-Ward is responsible for managing sales strategies to attract visitors and meetings to the cities of College Park, East Point, Hapeville and Union City, Ga. Ward's enthusiasm for helping others, coupled with her background in hospitality makes her a perfect fit for the ATL Airport District CVB team.

After earning an associate degree in hotel, restaurant and tourism management from Central Georgia Technical College, Ward went on to become the director of sales for the Fairfield Inn and Suites. Later, she accepted a sales position with the Macon Convention & Visitors Bureau, where she was quickly promoted to director of sales and convention services. Her favorite part of her career is understanding the unique facets that make each city special and having the opportunity to promote these daily.

**Jenna Snyder, Director of Convention Services**

As the director of convention services for the ATL Airport District CVB, Jenna Snyder wears many different hats. From assisting meeting planners with creating local events and collaborating with the sales team to promote the area as a leading convention location, she enjoys sharing her enthusiasm for the District with others.

After earning a degree in marketing from Georgia State University, Snyder started her hospitality career in convention services for the Atlanta CVB. She was later promoted to convention services manager due to her dedication to the industry and attention to detail. Although she has 11 years of experience under her belt, Snyder prides herself in remaining curious about the hospitality industry and works to broaden her knowledge each day.

"Each of these women brings extensive industry knowledge and positive attitudes to their new roles, making them key additions to the ATL Airport District CVB family," said **Cookie Smoak, president of ATL Airport District Convention & Visitors Bureau**. "As the District continues to experience rapid growth, we are excited to have them both on our team to help showcase the cities of College Park, East Point, Hapeville and Union City."

With many upcoming developments underway, the ATL Airport District CVB is looking forward to additional growth this year. The highly anticipated Gateway Center Arena @ College Park, a 100,000 square foot,

multi-purpose arena, will open its doors later this fall and serve as the home to the College Park Skyhawks, the official NBA G League affiliate of the Atlanta Hawks. ATL Airport District CVB is also looking forward to exciting events, including Spin the District, a multi-faceted entertainment and cycling experience, on Friday, September 20, and Sunday, September 22. For more information, please visit [www.atldistrict.com](http://www.atldistrict.com).

**About ATL Airport District Convention & Visitors Bureau**

ATL Airport District is the official convention & visitors bureau for the cities of College Park, East Point, Hapeville and Union City, Ga. The mission of ATL Airport District CVB 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](http://www.ATLdistrict.com).

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