



ATL Airport District Hosts Alpha Kappa Alpha Sorority Incorporated® for the 69th South Atlantic Regional Conference

*Event Generated \$6 Million in Economic Impact to
College Park, East Point, Hapeville and Union City*

ATLANTA – July 27, 2022 – This past spring, the ATL Airport District hosted Alpha Kappa Alpha Sorority Incorporated’s 69th South Atlantic Regional Conference, a gathering of more than 8,000 members from Georgia, Florida, and South Carolina. Comprised of four cities nestled between Hartsfield-Jackson Atlanta International Airport and bustling downtown Atlanta, [The District](#) saw an estimated \$6 million in revenue from the conference, ultimately supporting the area’s local businesses, comprised of Black-owned businesses.

“It was a wonderful experience to welcome so many members of Alpha Kappa Alpha here in The District,” said Cookie Smoak, president of the ATL Airport District. “Before the group’s arrival, we painted the city in pink and green and several of our restaurants and local businesses even created specials just for conference attendees, which were available throughout the weekend.”

The 69th South Atlantic Regional Conference was held at the [Georgia International Convention Center](#) (GICC), the second-largest convention center in the U.S. It was the South Atlantic Region’s first in-person conference since the pandemic. During the event, the group achieved several objectives centered around health, the arts, service, economic and social issues. The sorority administered more than 1,700 COVID safety kits to historically Black colleges and universities locally. At a local recreation center, the sorority sponsored a health fair where COVID vaccines, booster shots, health screenings and testing for blood pressure and cholesterol were administered. To assist in building an economic legacy, the sorority’s members shopped and dined at several ATL Airport District Black-owned businesses. For conference attendees, the group hosted more than 2000 at its popular step show at the Gateway Center Arena, which sits on the GICC campus. As a gift to the community, the conference leaves a sizeable donation to College Park Elementary School to help fund its Arts programming.

“On behalf of the members of the South Atlantic Region, we couldn’t have done this without the support of The District” said Carolyn G. Randolph, South Atlantic Regional Director. “They were instrumental in getting all parties to the table to make the conference a success”.

For more information on the ATL Airport District, visit www.atldistrict.com or call 404.334.7500. For updates on everything in “The District”, follow @AtlDistrict on [Facebook](#), [Twitter](#) and [Instagram](#).

About the ATL Airport District

ATL Airport District is the official convention and visitor bureau for the cities of College Park, Hapeville and Union City, Ga. The District’s mission is to generate economic development for its cities by representing the community as a preferred tourism, convention and meeting destination. With the airport having access to 150 cities in the U.S. and 60 cities internationally, over 8,000 hotel rooms with amenities from airport shuttles to pools, walkable restaurants, shops, breweries and more all guests experience southern hospitality with modern work-focused energy.

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Media Contact:

Blake Hamilton, Hemsworth Communications
347-3208-4764 or AADPR@HemsworthCommunications.com