



ATL Airport District Hosts Annual Meeting, Celebrating Key Local Partnerships & Record-Breaking Success of Past Year

Celebration Commemorated Multiple Milestone Anniversaries and Achievements, While Looking Ahead to a Bright Future of Continued Growth for the District

ATLANTA – (October 5, 2023) – [The ATL Airport District](#), the destination marketing organization for the cities of College Park, Hapeville and Union City, Ga., celebrated a year of record-breaking success during its recent annual meeting at the Georgia International Convention Center (GICC). After a three-year hiatus due to the COVID-19 pandemic, the meeting returned this year with the theme, “Standing the Test of Time,” and included reflections on the successful ten-year journey of the ATL Airport District, while also looking ahead to a promising future.



Mercedes Miller and Cookie Smoak

"Through the highs, lows and unprecedented challenges brought by the pandemic, we have not only survived, but have thrived, putting the ATL Airport District on the map as a prime destination for both business and leisure travelers," said Cookie Smoak, president of the ATL Airport District. "Our partners and stakeholders have helped us shape the past decade and will undoubtedly pave the way for an even brighter future in the years ahead!"

The gathering served as a momentous occasion to celebrate several significant milestones, including the 10th anniversary of the ATL Airport District as a functioning CVB, Mercedes Miller's 10th anniversary as executive director of the GICC, the 20th anniversary of the GICC's location in its current facility, the 20th anniversary of the GICC's partnership with Onsite Audio Visual and the 30th anniversary of the GICC's partnership with Proof of the Pudding as the exclusive caterer for the convention center.

Key achievements and record-breaking numbers were also announced during the annual meeting, demonstrating that "Standing the Test of Time" is possible with strong and long-running partnerships. Since the inception of the ATL Airport District, the team has pursued more than 4,400 leads, secured more than 340,000 room nights and contributed to an economic impact of nearly \$425 million for the cities they serve.



At the conclusion of its fiscal year ending on June 30, 2023, the ATL Airport District noted a 47% increase in sales leads, a 46% increase in room nights, and substantial growth in website traffic, digital advertising and social media metrics. The District's efforts contributed an impressive economic impact of nearly \$85 million to the state's ongoing tourism and economic development push.

Additionally, the GICC and Proof of the Pudding @GICC surpassed \$10 million and \$6.2 million in revenue, respectively, this fiscal year. In October alone, the Proof of the Pudding @GICC team served 26,000 meals. The annual event also recognized Proof of the Pudding @GICC's recent accolades as part of the Proof of the Pudding national corporate awards program, which included earning "Team of the Year," "Farmer of the Year" (Diann Jackson, Catering Sales Manager) and "Chef of the Year" (Matt Finley, Executive Chef).

"As we reflect on these remarkable milestones, we express our gratitude for our partnership with the ATL Airport District and our three-decade-long relationship with Proof of the Pudding," said Mercedes Miller, executive director of the Gateway Center Campus and chairperson of the ATL Airport District Board of Directors. "Three hotels on the Gateway Center Campus continue to exceed an incredible 90 percent occupancy on a consistent basis. This is just one of the many tangible examples of how partnerships have fueled our remarkable growth, and there is no indication of any of it slowing down!"

For images from the 2023 annual meeting, click [here](#).

To learn more about the ATL Airport District, call 404-334-7500 or visit ATLdistrict.com. For updates on everything in "the District," follow @ATLDistrict on [Facebook](#), [Twitter](#) and [Instagram](#).

For more information on the Georgia International Convention Center, visit GICC.com or follow on [Facebook](#), [Twitter](#) and [Instagram](#). For more information on Gateway Center Arena and the Atlanta Dream, visit GatewayCenterArena.com or follow on [Facebook](#), [Twitter](#) and [Instagram](#). For more information on the Historic College Park Golf Course, visit CollegeParkGolf.com.

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About the ATL Airport District

The ATL Airport District is the official destination marketing organization for the cities of College Park, Hapeville and Union City, Georgia. Home to the world's most traveled airport, Georgia's second largest convention center, more than 7,000 hotel rooms, an abundance of arts and culture, an eclectic mix of great restaurants, and located just minutes from downtown Atlanta, the ATL Airport District offers big-city amenities balanced with Southern charm.

About Gateway Center Campus

Gateway Center Campus, located in College Park, Georgia, is comprised of the Georgia International Convention Center (GICC), the Gateway Center Arena, the Historic College Park Golf Course and six hotels, all connected by the ATL SkyTrain, a complimentary two-minute ride to and from Hartsfield-Jackson Atlanta International Airport and the Centralized Rental Car Center (Con-RAC). The GICC is Georgia's second-largest convention center and the only convention center directly connected to a major U.S. airport. The Gateway Center Arena is a state-of-the-art, 5,000-seat venue, serving as the home arena for the WNBA's Atlanta Dream and the College Park Skyhawks, in addition to hosting a variety of sporting and entertainment events throughout the year. The Historic College Park Golf Course, originally built in 1929, features undulating fairways and elevated greens, making it one of the most challenging courses in the greater Atlanta metropolitan area. For more information, visit GatewayCenterCampus.com.

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