



ATL Airport District Convention & Visitors Bureau Announces Fairburn, Georgia as Newest City Partner

Fairburn Joins Sister Cities College Park, Hapeville and Union City as Thriving Destination Marketing Organization Strengthens Ties Across Atlanta's Southside

ATLANTA – (October 8, 2025) – The [ATL Airport District Convention & Visitors Bureau \(CVB\)](#), the destination marketing organization for the cities of College Park, Hapeville and Union City, Ga., has welcomed the City of Fairburn as its newest partner. Fairburn's city council unanimously approved the partnership during its August 25th meeting, following a series of presentations from the ATL Airport District CVB's leadership team.

"We are thrilled to announce our exciting new partnership with the City of Fairburn," said Mercedes Miller, president of the ATL Airport District CVB. "Fairburn brings so much to the table, from its rich cultural events and attractions to its premier sports facilities and everything in between. We are proud to welcome their team into the ATL Airport District family and look forward to achieving incredible things together!"



Perhaps best known as home to the Georgia Renaissance Festival — an annual tradition that transports visitors to the 16th century with jousting tournaments, artisan markets, and a recreated English village — Fairburn is experiencing a renaissance of its own. From a thriving downtown corridor to a robust lineup of signature events like the Third Friday Concert Series and Fall Festival & Parade, the city has emerged as one of South Fulton's fastest-growing destinations for entertainment, culture, and family fun.



Now, through its partnership with the ATL Airport District Convention & Visitors Bureau, Fairburn's story will be shared on a broader stage. The collaboration will spotlight the city's expanding hotel inventory as well as its sports facilities located at Duncan Park which draws athletes and families from across the Southeast for soccer, baseball, football, and more.

"Joining the ATL Airport District represents a new era for Fairburn," said Mayor Mario B. Avery. "Our city is growing, innovating, and thriving — from new developments and family-friendly entertainment to our expanding business community. This partnership gives us the platform to showcase that progress to a wider audience while strengthening our connection to the region's tourism network."

The partnership between the City of Fairburn and the ATL Airport District CVB reflects a shared commitment to regional collaboration and economic growth. Together, both organizations will leverage their combined marketing power to elevate South Fulton's visibility as a premier destination — highlighting Fairburn's unique attractions, local businesses, and signature events.

To learn more about the ATL Airport District CVB, call 404-334-7500 or visit [ATLDistrict.com](https://atldistrict.com). For updates on everything in the District, follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

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About the ATL Airport District Convention & Visitors Bureau

The ATL Airport District Convention & Visitors Bureau is the official destination marketing organization for the cities of College Park, Fairburn, Hapeville and Union City, Georgia. Home to the world's most traveled airport, Atlanta'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 the City of Fairburn

The City of Fairburn, "Situated to Succeed," is a vibrant and thriving community located in the heart of southern Fulton County, Georgia, boasting a rich historical legacy. Dedicated to fostering a high quality of life, Fairburn is committed to sustainable development, economic vitality, and inclusive community engagement. With a focus on innovation and growth, Fairburn continuously strives to enhance the well-being of its residents while preserving its unique character and charm. Discover more about Fairburn's initiatives and community spirit at www.fairburn.com.

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