



ATL Airport District Convention & Visitors Bureau Announces City of South Fulton as Newest City Partner

*CVB Expands to Include its Fifth Sister City, Amplifying the Destination
as a Tourism Powerhouse on Atlanta's Southside*

ATLANTA – (February 12, 2026) – The [ATL Airport District Convention & Visitors Bureau \(CVB\)](#), the destination marketing organization for the cities of College Park, Fairburn, Hapeville and Union City, Ga., has welcomed the City of South Fulton as its newest partner. South Fulton's city council approved the partnership during its February 10th 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 South Fulton," said Mercedes Miller, president of the ATL Airport District CVB. "This engaged and enthusiastic community enhances our tourism

product by expanding our footprint on Atlanta's Southside, while providing visitors enhanced offerings in outdoor recreation, music and arts!"

The City of South Fulton will enhance the District's outdoor recreation offerings by adding the Wolf Creek Golf Course, access to the Chattahoochee River, rock climbing at the renowned Boat Rock Preserve, and numerous nature trails, including Aerotropolis Nature Park.

The partnership also strengthens the CVB's sports tourism initiatives through the South Fulton Tennis Center, which features 20 hard-surface courts, including clay tennis courts and four dedicated pickleball courts. The facility has previously hosted major events such as the Southern Intercollegiate Athletic Conference tournaments and the HBCU National Championship, which the District team will continue to support while actively pursuing additional tournaments to host at the center.



"We are stronger when we work together, rather than apart," said City of South Fulton Mayor, Carmalitha Gumbs. "This strategic move allows us in South Fulton to work cohesively with our neighboring cities with a unified CVB structure. People don't experience our cities in silos, and our tourism strategy shouldn't operate that way either."

The ATL Airport District CVB has begun actively onboarding the City of South Fulton and will begin incorporating the city into the CVB's overall marketing initiatives.

MEDIA NOTE: Images of South Fulton can be found [here](#).

To learn more about the ATL Airport District CVB, call 404-334-7500 or visit 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, South Fulton 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 South Fulton

The City of South Fulton, one of Georgia's largest and fastest-growing municipalities, is home to more than 115,000 residents. Spanning over 90 square miles, it offers a unique blend of urban and rural landscapes, featuring the largest expanse of undeveloped land on the southern edge of metro Atlanta. Since its incorporation on May 1, 2017, South Fulton has emerged as a thriving destination for families, businesses, and innovators. As a forward-thinking city committed to growth, sustainability, and community engagement, South Fulton continues to shape the future of the region. Discover more about our community at www.CityofSouthFultonGA.gov or follow us on social media. The City of South Fulton, a City on the Rise.

Media Contact:

Kendall Bagley, Hemsworth

812-483-7717 or AADPR@HemsworthCommunications.com