

A wide-angle, aerial photograph of the Atlanta skyline at sunset. In the foreground, the Georgia Aquarium is visible, its large, curved glass structure illuminated from within. Behind it is the Mercedes-Benz Stadium, with its iconic retractable roof partially open. To the right, the Hilton Garden Inn and other city buildings are visible against a backdrop of a colorful, cloudy sky.

2021

ANNUAL REPORT



Convention & Visitors Bureau

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LETTER FROM OUR PRESIDENT AND CHAIR

To our members, hospitality partners and colleagues,

At the start of 2021, Atlanta Convention & Visitors Bureau (ACVB) was hopeful that our industry would begin to recover as our hospitality community continued to face hardships presented by the COVID-19 pandemic. Despite adapting and implanting new procedures and safety protocols to protect guests and employees, new challenges arose.

Attracting and retaining employees became a significant barrier for our restaurants and hotels, putting at risk the ability to provide the level of service that customers have come to expect when they visit Atlanta. To combat this, ACVB joined with several other groups to reach potential new hires through our channels about the career opportunities in hospitality.

The surge in leisure travel we experienced at the beginning of the summer gave way to uncertainty with the introduction of a variant. As meetings and conventions began to return, anxiety did as well when the omicron variant began to spread towards the end of the year.

Yet, in the face of these headwinds, there were still many reasons to be optimistic.

Last year, Atlanta hosted 18 major citywide conventions, rising from 10 in 2020. Several of our demand generators like concerts, festivals and sporting events returned, filling up hotels, restaurants and attractions. International travel routes reopened, signaling that the worst phase of this health crisis was behind us.

As other areas of the country were shut down, Atlanta was investing to improve the visitor experience in Downtown, Midtown and Buckhead. A development boom ranked Atlanta as high as No. 2 in the U.S. for hotels under construction in the country. It's not just our hotel portfolio that expanded as across the destination, new visitor experiences continued to pop up.

There are many lessons this environment has taught us, including how valuable in-person connections are and no amount of technology can replicate those experiences. This held true when ACVB resumed in-person events including the 22nd annual Atlanta Hospitality Hall of Fame, board meetings and Connect networking events for members.

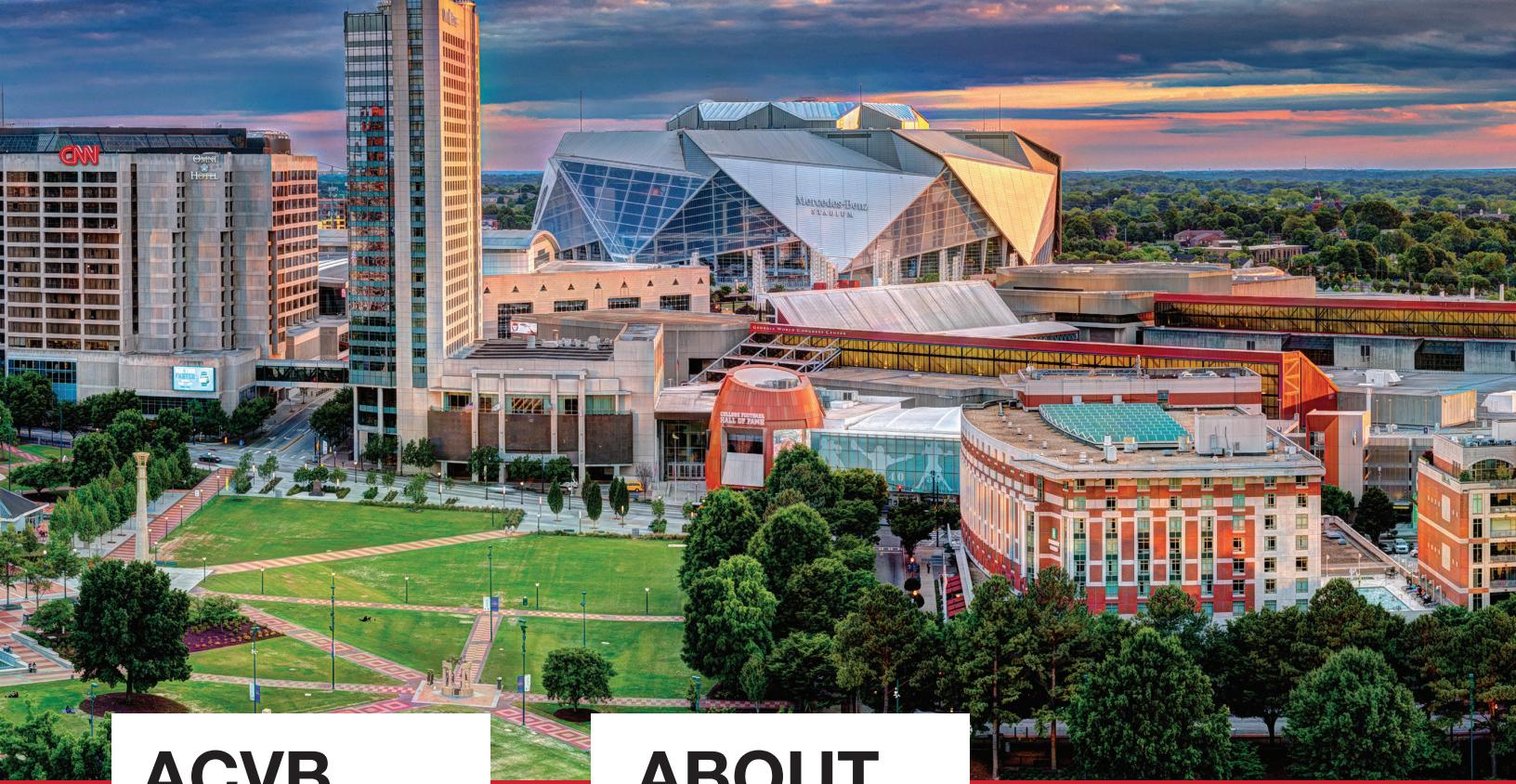
Our business is not only rebounding, but also it is accelerating. The future of Atlanta's hospitality community is bright, and we have much to be thankful for.



William Pate
President and CEO
ACVB



Kris Reinhard
Chair of the Board of Directors
ACVB
Partner, Fifth Group Restaurants
General Manager, Bold Catering
& Design



ACVB MISSION

To sell and market metro Atlanta and Georgia globally as the premier conventions, meetings and tourism destination in the regional, national and international marketplace and favorably impact the Atlanta economy through conventions and tourism

ACVB VISION

To be the most hospitable convention city in the U.S. that is the easiest with which to do business

ABOUT ACVB

- Established in 1913
- Markets Atlanta to tourists, convention attendees, meeting planners and business travelers
- Promotes entire destination:
 - Hotels
 - Restaurants
 - Attractions
- 110,000 hotel rooms in metro Atlanta
- Bed tax collected on accommodations in the city of Atlanta (approximately 26,000 hotel rooms and 6,000 short-term rental listings), primarily in:
 - Downtown
 - Midtown
 - Buckhead

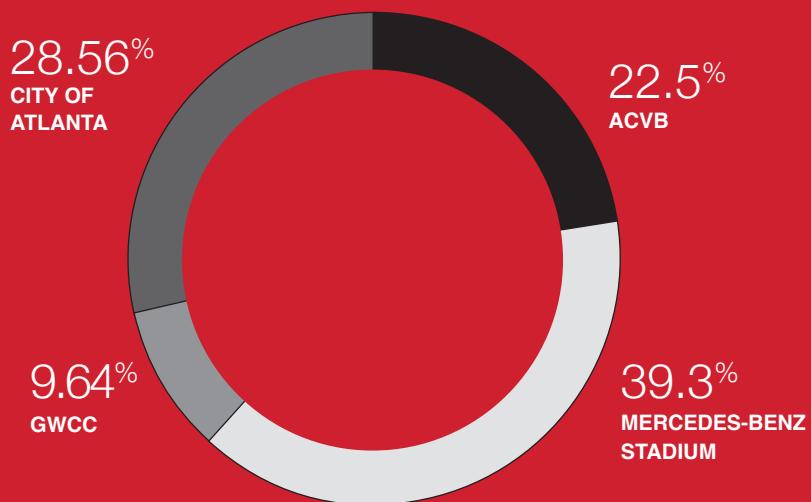


BED TAX BACKGROUND - 8%

Current contract dated 2018 with expiration in 2027

Contract is between ACVB and Georgia World Congress Center Authority (GWCCA)

FIRST 7%



LAST 1%



2021 HIGHLIGHTS

- 18 major citywide and 900,000 convention room nights booked for future years
- Hosted 125 virtual and in-person site visits
- Developed new marketing assets for attendance building and city resource engagement – Atlanta stories, social media toolkit, planners timeline series, community engagement and outreach and public safety websites
- Engaged more than 900 international tour operators and travel agents with virtual training webinars in participation with Delta, Travel South and Brand USA
- Maintained leadership positions with PCMA, IAEE, ASAE, MPI Georgia, U.S. Travel Association and Destinations International
- Engaged regional, national and international travel journalists at industry events including IGLTA, IPW and Travel Media Meetup
- Provided marketing support to more than 30 enhanced groups
- Resumed in-person events including the 22nd annual Atlanta Hospitality Hall of Fame, board meetings and Connect networking events for members

Social media

46 million impressions
3 million engagements

Website traffic

3 million sessions
7 million page views

Meeting planner media campaigns

1 million impressions

Discover Atlanta app

82,689 app dialogue views
1,100 average monthly active users



SALES AND MARKETING

In 2021, many events remained virtual including ASAE Annual Meeting & Exposition. Atlanta was chosen to host a smaller, in-person event to run concurrently with the online convention. ACVB developed collateral and hosted the half-day, ASAE Annual Meeting Community Pop-UP, creating an opportunity for those comfortable convening face-to-face.

ASAE Annual Meeting

Atlanta Community Pop-UP



ATLANTA | **asae**[®]
annual meeting **OFFICIAL
COMMUNITY
POP-UP HOST**

Monday, August 16, 2021

Miss the face-to-face environment and ready to celebrate in-person? Atlanta is proud to be selected as an ASAE Annual Meeting Community Pop-UP host city.

This half-day, in-person event will provide attendees with networking, programming and industry discussions! Registration is now closed. For questions please contact ACVB staff listed below. We look forward to connecting with you soon!

LOCATION



Hyatt Regency Atlanta
265 Peachtree Street, NE
Atlanta, GA 30303

Guests choosing to stay overnight can take advantage of a \$129.00 rate offered for August 15 & 16. Click [here](#) to book.

Monday, August 16

8:30-9:00 a.m.	Continental Breakfast & Networking
9:00-9:15 a.m.	Welcome & Announcements
9:15-10:45 a.m.	Watch Party: ASAE Annual Meeting ↳ Individual Honor Awards & Recognition ↳ Opening Keynote
Break	
11:45-11:50 a.m.	Community Pop-UP Keynote: Curve Benders – How Strategic Relationships Can Power Your Association Growth in the Future, David Nour
For most association professionals learning is linear – but we believe when it comes to relationships, a different lens is needed. Time and again, people enter our lives that dramatically alter both our direction and destination of our lives. In this session, we'll discuss how these relationships are anything but linear. Curve Benders. So, who are your Curve Benders, and how do you find them? More importantly, how do you become one in the lives of others?	
11:45a.m.-12:05 p.m.	Join ACVB and bestselling author, David Nour, as he shares key insights from his 10 books. Curve Benders at the intersection of the future of work, strategic relationships, and multi-year growth.
12:00-1:30 p.m.	LIVE from the Community Pop-UPs
1:30 p.m.	Lunch & Interactive Group Session with David Nour
	Event Ends

 Bestselling author, David Nour is internationally recognized as the leading expert on applications of strategic relationships in profitable growth, sustained innovation, and lasting change. Nour serves as a trusted advisor to global clients and coaches corporate leaders. He is an adjunct professor at the Goizueta Business School at Emory University and was named to the *Global Gurus* Top 30 Leadership Professionals and the *Thrive30* (2020 Class of 2020). He is a *Forbes* Leadership contributor on the future of work, and an *Inc.* contributor on Relationship Economics. He's also the host of the popular Curve Benders podcast. Learn more at [www.NourCurveBenders.com](#)

KNOW BEFORE YOU GO

Event Mask Protocols
In accordance with current local guidelines, we want to communicate wearing a mask is highly recommended for all guests, while required for non-vaccinated guests with the exception while actively eating/drinking. For up-to-date to the protocol be sure to check the pre-event email that will be sent in advance of the Community Pop-UP.

Parking
Only event valet parking at Hyatt Regency Atlanta is \$16 and based on availability. For maps and additional nearby parking options, click [here](#).

EVENT PARTNERS





SALES AND MARKETING



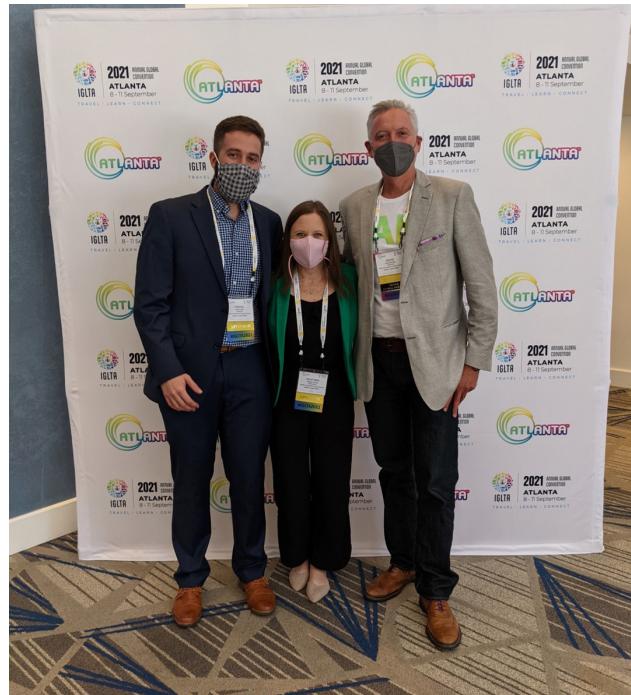
To encourage safely meeting face-to-face once again, ACVB and Georgia World Congress Center hosted Large Show Roundtable. Executives, directors, show managers and partners responsible for events requiring more than 125,000 square feet of exhibit space gathered to network, exchange data and discuss best practices.



In partnership with Delta Air Lines, ACVB hosted eight travel influencers from Memphis and New York City to experience Atlanta's amenities and culture as a meeting attendee would. Hospitality partners highlighted the industry's safety protocols while also promoting the city as an accessible destination.

SALES AND MARKETING

To showcase Atlanta as one of the most welcoming cities in world, the destination hosted the International LGBTQ+ Travel Association's (IGLTA) Global Convention, one of the first events to return in person. This was the first time Atlanta hosted the convention, welcoming more than 400 attendees with 27 countries represented to focus on DEI strategies and the future of LGBTQ+ travel. The IGLTA Foundation Fundraiser, Voyage, had its most successful year to date, raising more than \$70,000.



SALES AND MARKETING

As vaccines became available and more face-to-face meetings resumed, Atlanta welcomed nearly 250 groups in person throughout 2021. ACVB staff traveled to major customer events to promote the destination for future shows. Two of ACVB's largest annual client events, Update Atlanta and UpNext Atlanta, returned in person to engage planners about their future events in the city.



SALES AND MARKETING

SOCIAL MEDIA CONTENT

Once you get to know Atlanta, the destination sells itself. But we know it's not that simple when you're planning a meeting or convention. A destination's appeal is what can boost registrations, so we've created a content resource to help you showcase Atlanta on your social channels. We want to help you drive attendance and get attendees excited about meeting here!

Our official hashtags are #ATLMetings and #DiscoverATL. Use these hashtags to discover new content to share or tag your own content.

Social Channels

- Twitter ([@DiscoverAtlanta](#) + [@ATLMetings](#))
- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)
- [Pinterest](#)

Digital Asset Library Access

Images and videos are available for free in your social media content by for a [Barberstock](#) account.

To support meeting planners and help drive attendance at events and conventions, ACVB developed a new digital media toolkit for clients. The kit provides destination articles, suggested social media posts, email templates and customizable options to create a curated campaign to reach attendees, as well as a comprehensive timeline to assist with planning content execution in the months leading up to an event.

FACEBOOK / LINKEDIN CONTENT



CAPTION
Save the date! Meet us in the capital of the Southeast. Next year we're headed to Atlanta.

WEBSITE LINK
[discoveratlanta.com](#)

IMAGES
Barberstock Skyline Collection



CAPTION
From Peachtree to Ponce, there's plenty to explore in Atlanta! Take a short walk to top attractions like Chick-fil-A College Football Hall of Fame, Georgia Aquarium, The National Center for Civil and Human Rights and World of Coca-Cola. Or a late night walk to the Atlanta Beltline, Skyline Park, Atlanta Botanical Garden or Zoo Atlanta.

WEBSITE LINK
[https://bit.ly/3IDq7m](#)

IMAGES
Barberstock Attractions Collection



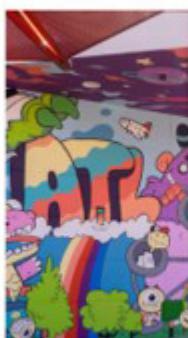
CAPTION
At the heart of Atlanta is a walkable downtown convention and entertainment district, anchored by Centennial Olympic Park. This green space is the perfect starting point to explore!

WEBSITE LINK
[https://bit.ly/3ax74b9](#)

IMAGES
Barberstock Convention District Collection



FACEBOOK / INSTAGRAM STORIES



IMAGES

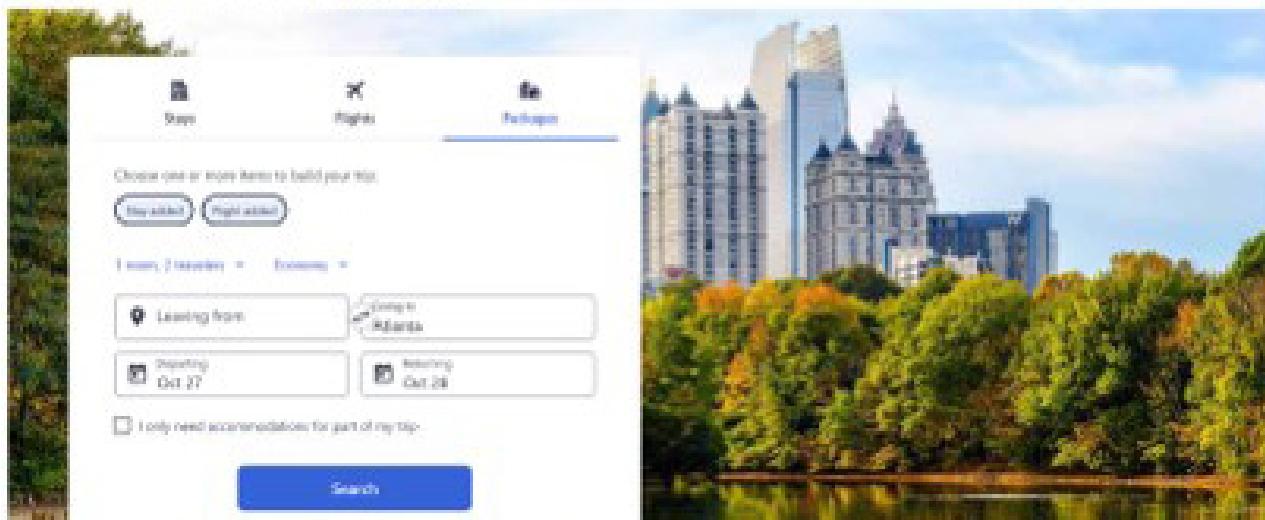
Vertically formatted images like you see here are available in Barberstock throughout our collections.



SALES AND MARKETING

While meeting attendance remained influx, leisure business drove hotel occupancy. ACVB, in partnership with Expedia Group Media Solutions and through a grant from Explore Georgia, continued its campaign to welcome visitors back to Atlanta. The campaign ran from June through December and created travel packages aimed at inspiring regional visitors and locals to enjoy Atlanta.

Discover Atlanta



The image shows a screenshot of the Atlanta tourism website. On the left, there is a search interface with tabs for 'Flights' (selected), 'Hotels', and 'Packages'. It includes fields for 'From' (Leaving from), 'To' (Coming to Atlanta), 'Departing' (Out 17), and 'Arriving' (Out 24). There is also a checkbox for 'I only need accommodations as part of my trip'. A large button labeled 'Search' is at the bottom. On the right, there is a large, vibrant photograph of the Atlanta skyline, featuring the Bank of America Plaza and other skyscrapers, set against a backdrop of lush green trees and a clear blue sky.

Plan your Atlanta getaway

Atlanta is an easy, affordable weekend getaway with sprawling land and cities, walkable neighborhoods, lush parks and green spaces. Come see why the city on the rise is the ultimate place to discover for its unique style of food and culture. Atlanta is on a different level. Ready for fun? Welcome back!

See Atlanta's safety and health procedures [here](#).



Fall for festivals and events

With lively music and beautiful foliage, fall is the perfect time to visit Atlanta. Make your plans to discover Atlanta's fall festivals and special events including music and art, interactive experiences and plenty more. See what's happening during autumn in Atlanta.

[See experiences](#)



Atlanta's food scene

Atlanta is a foodie paradise. Innovation abounds, the best locally sourced ingredients and international influences are some of the reasons Atlanta's food scene is like no other. Whether you're in the mood for Atlanta-style barbecue, southern blues, craft beer and cocktails, your taste is ready.

[Foodie guide](#)



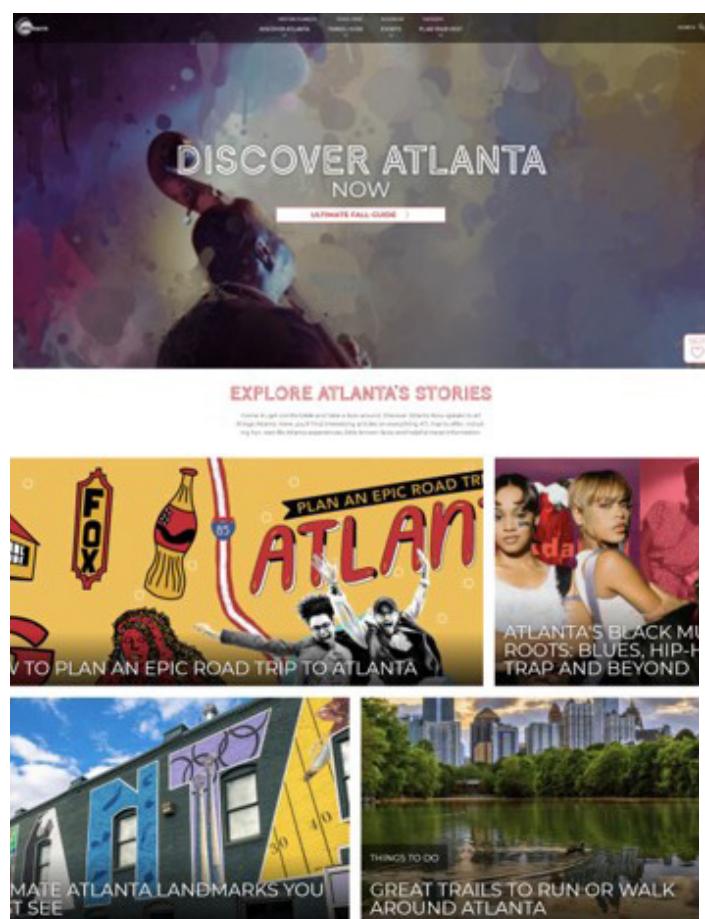
Places to visit only in Atlanta

A must-visit attraction within hours of downtown, an epic urban trail dotted with public art, parks, dining and people-watching, a museum dedicated to the city's most popular soft drink, and the covered bistro of the world's only environmental theme resort. These and other attractions that are only in Atlanta.

[See what's only in Atlanta](#)

SALES AND MARKETING

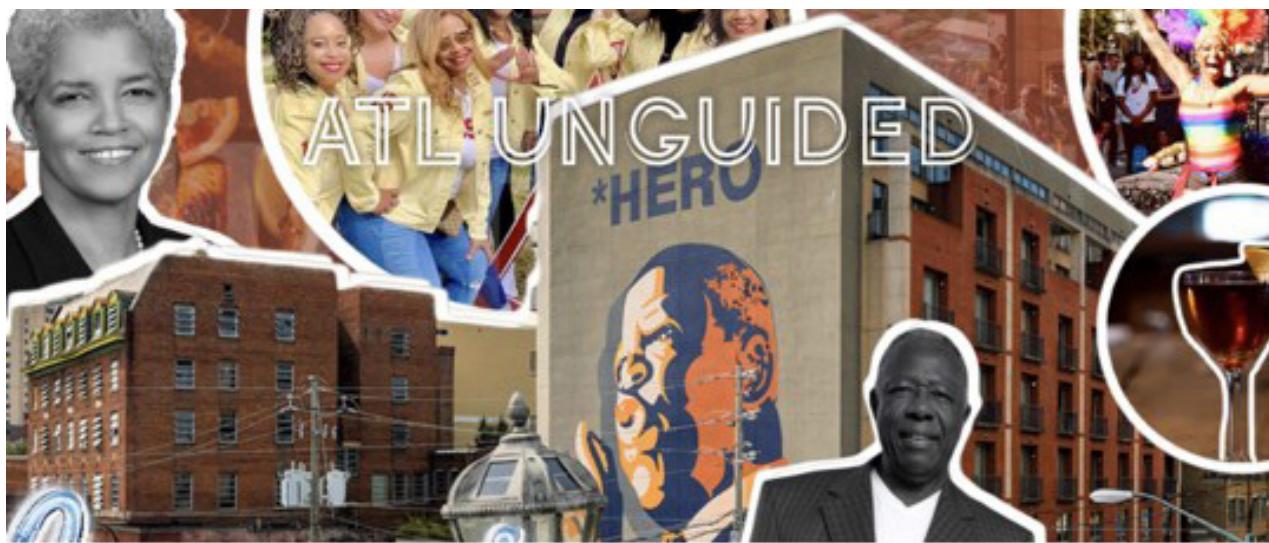
To integrate with the 2020 launch of DiscoverAtlanta.com, ACVB rebranded Discover Atlanta Now magazine and created Discover Atlanta Stories for leisure and meetings audiences. This content features visitor-friendly recommendations, providing information on new offerings to create an authentic Atlanta experience.



SALES AND MARKETING

ACVB introduces ATL Unguided: Where Legacy Meets Evolution – a multi-platform collection of content spotlighting the destination's Black travel experience. This curation of key cultural experiences amplifies Black voices, stories and businesses to help Black travelers, along with those interested in supporting the Black community, see and explore the beauty of Atlanta.

ACVB partnered with local Black content creators to write personal stories of their favorite places to spend time in the city to give travelers a local's view of the destination.



ATLANTA'S BLACK TRAVEL GUIDE



“what is right. He taught me not to look down, but to look up!” –Andrea Boone, daughter of Joseph E. Boone

Joseph E. Boone was at the helm of multiple facets of the civil rights movement. One of his many notable acts was to mobilize students of Atlanta University Center to conduct civil disobedience and demonstrations. Ultimately these actions resulted in the desegregation of 70 lunch counters, theaters and golf courses in Atlanta. He didn't stop there. Boone helped desegregate Atlanta Public Schools, was the lead negotiator for Operation Bread Basket, the economic arm of the Southern Christian Leadership Conference, and, at the behest of Coretta Scott King, coordinated the initial phase of the Poor People's Campaign.

Where to Visit: [Atlanta University Center](#) and the [Southern Christian Leadership Conference](#)

LONNIE C. KING JR. CHAMPION OF VOTING RIGHTS

“In the long run, the greatest triumph I think was really the Voting Rights Act.” –Lonnie King in an interview with Bob Sherrill

Lonnie King in relation to Dr. King launched the Atlanta Student Movement along with Joseph Pierce, Julian Bond and others. His work protesting and urging a boycott of businesses in downtown Atlanta ultimately led to the desegregation of the city's stores and restaurants.

Along with other students at the six universities comprising Atlanta University Center, King encouraged development of the Appeal for Human Rights, written by Roslyn Pope of Spelman College.

The crux of the appeal, which was published in the Atlanta Journal & Constitution, the New York Times and the Congressional Record is summarized thus:

“Every normal being wants to work the earth with dignity and without any and all proscriptions placed upon him because of race or color. In essence, this is the meaning of the sit-down protest that are sweeping this nation today.”

“We do not intend to wait placidly for those rights which are already legally and morally ours to be meted out to us one at a time. Today's youth will not sit by submissively, while being denied all of the rights, privileges and joys of life. We want to state clearly and unequivocally that we cannot tolerate in a nation professing democracy and among people professing democracy, and among people professing Christianity, the discriminatory conditions under which the Negro is living today in Atlanta, Georgia — especially one the most progressive cities in the South.”

Where to Visit: Go to the corner of James P. Brawley Drive and Atlanta Student Movement Boulevard to see the [historical marker](#) placed by the Georgia Historical Society and the Georgia Department of Economic Development. The marker describes the beginnings of the movement, which occurred at the former site of Yates & Milton Drug Store (presently the Student Center on the campus of Clark Atlanta University).

DR. ROSLYN POPE UNDAUNTED

“We do not intend to wait placidly for those rights which are already legally and morally ours to be meted out to us one at a time.”

The call to action, “An Appeal for Human Rights,” was authored by activist, academic and Spelman College student Roslyn Pope in 1960. Roslyn Pope is a former Atlanta City Councilwoman and the first African American woman to be elected to the Atlanta City Council.



SALES AND MARKETING

ACVB continued to prioritize diverse travel experiences and DEI efforts by developing stories for Black, LGBTQ, Asian and Spanish-speaking travelers as well as content for supporting businesses with disadvantage business enterprise status on DiscoverAtlanta.com and in Discover Atlanta Now magazine. The organization partnered with and featured some of Atlanta's top Black-owned businesses during a U.S. Black Cultural Heritage Road Trip FAM tour.



COMIDA PARA ENTRAR EN CALOR ESTE INVIERNO

Con bebidas y platillos caseros, disfruta del confortable frío de Atlanta este invierno dándole a tu paladar y tu alma un cálido sorbo que te transportará a los sabores de Latinoamérica.

BY DANIELA CINTRON

Energízate con un tradicional café de olla en el restaurante de cocina Mexicana, **Casi Cielo**. Condimentado con canela, clavo, anís estrella, y endulzado con piloncillo, este auténtico café es servido en una taza de barro. Acompáñalo con una canasta de pan dulce fresco y déjate transportar a las calles de la Ciudad de México. Si la caféina no es lo tuyo, los fines de semana Casi Cielo ofrece chocolate caliente abuelita, la manera perfecta para endulzar tu día.

Saliendo de lo cotidiano, **Cafecito Mexican Coffee Shop** te da opciones. Visita su cuenta de Instagram (@cafecito.coffeeshop) y encuentra los en distintas partes de la ciudad ofreciendo sus populares cafés con leche con infusión de horchata o cajeta. Eleva tu experiencia y pide uno de sus típicos churros o conchas para

sumergir. No hay duda que tu paladar reconocerá estos sabores.

A cualquier hora del día vuelve a la vida con una colada, el famoso café Cubano hecho de espresso y azúcar. Con tres localidades en la ciudad, **Cubanos ATL** te ofrece un pedacito de Atlanta de la preciada isla.

Otra manera de entrar en calor en Atlanta es con un tradicional guiso. Dale a tu paladar un viaje a Sudamérica con un Sancocho, el cual es generalmente elaborado en la costa caribeña de Colombia. **La Casona**, en Buford Highway, ofrece esta abundante sopa hecha con una base de caldo, carne y verduras incluyendo papa, yuca y elote. Con arroz y aguacate a un lado, el guiso da calor y satisfacción hasta el alma.

Haciendo otra parada en el tren de los recuerdos, podemos dar una vuelta por Centroamérica.

Algunos dicen que es salvadoreño, otros lo atribuyen a Ecuador, en cualquier caso, en Atlanta puedes encontrar un caldo de pata en el Restaurante y **Cafetería Xelapan**, un auténtico restaurante guatemalteco. Este guiso basado en talón de vaca, no solo es rico, sino que

también saludable con increíbles micronutrientes. La forma en que se cocina la pata de vaca con yuca, repollo, chayotes, maíz dulce y se aromatiza con limón y chile en polvo, trae sabor y calidez este invierno.

En muchos lugares de Latinoamérica, el invierno es tiempo de disfrutar de un consomé caliente y picoso. Atlanta hace esos deseos realidad.

El Tesoro, en Edgewood, ofrece cada jueves incomparable consomé de birria. Dándole su toque único, El Tesoro sirve este deleite sobre fideos. Algo un poco fuera de lo común, pero vale la pena probar para pasar un día de invierno en la ciudad entrado en calor.



WEDNESDAY, AUGUST 4, 2021

9:00 a.m. Arrival at Hamilton Howell House
History & Heritage with Dr. Kashewk Sims-Alvarado
11:00 a.m. Breakfast at Morris Brown College, History West End 4th & 3rd Bookstore
Tour of Atlanta with ATL-Coolers
12:45 p.m. Lunch at The Virgin Hall
Meet & Greet with Businesses at Village Market Atlanta with Dr. LaKeysha Hallman
1:00 p.m. Peach City Market
Definitive Tour with Black Caf-Magic Team
Meet at The Shed
Afternoon Tea at Just Add Honey
Evening Bottling



4:00 p.m. Return to Hamilton Howell House
Depart for Research with points of interest:
Meet with Black-Owned Businesses
The Gathering Spot

22 DISCOVERATLANTA.COM

Essential LGBTQ-friendly places to visit in Atlanta

By Joleen Pete
Posted September 1, 2021

Atlanta has been referred to as the "Gay Capital of the South" and is well-known for its diversity, with one of the highest LGBTQ+ populations per capita in the country (12.8%, ranking third among all major cities). Atlanta has received perfect scores on the Human Rights Campaign's Equality Index recognizing its commitment to LGBTQ+ equality in policies across the board. Such acceptance and commitment have led to Atlanta becoming a popular and vibrant vacation spot for gay travelers, as [confirmed by these writers and influencers](#).

Check out these LGBTQ+-friendly neighborhoods, attractions and places to visit on your next trip to Atlanta.

亚特兰大欢迎您
WELCOME TO
ATLANTA

向往一场独特深度之旅？亚特兰大旅游局正式开通官方微博，为您提供当地最新活动资讯、旅行攻略、小众线路。扫描下方二维码关注微博账号“美国亚特兰大旅游”，为旅行计划蓄势待发，像当地人一样旅行！



SALES AND MARKETING

As recovery continued, ACVB produced recruitment videos to attract employees to work in Atlanta's hospitality community. To reflect the industry's diverse workforce, English and Spanish-speaking versions were created featuring local hospitality staff.



900+ Hotels in Metro Atlanta Area



SALES AND MARKETING

ACVB partnered with Google to make Atlanta the fourth U.S. city featured on Google's Arts & Culture platform. This special collection showcases 30 world-class Atlanta institutions, giving visitors virtual access to discover the city's culture, people and stories online.



The image shows the homepage of the Discover Atlanta website. It features the Atlanta logo and a brief description of the organization. Below this, there are four online exhibits: "A Seat at the Table with Evelyn J. Frazier", "Atlanta's Culinary Scene is Like No Other", "Atlanta's Food Story and the Civil Rights Movement", and "Atlanta's Street Art by Neighborhood". There is also a section for "In this collection" with thumbnails for "United States" (29 items), "Atlanta" (24 items), and "Cumulus" (3 items).

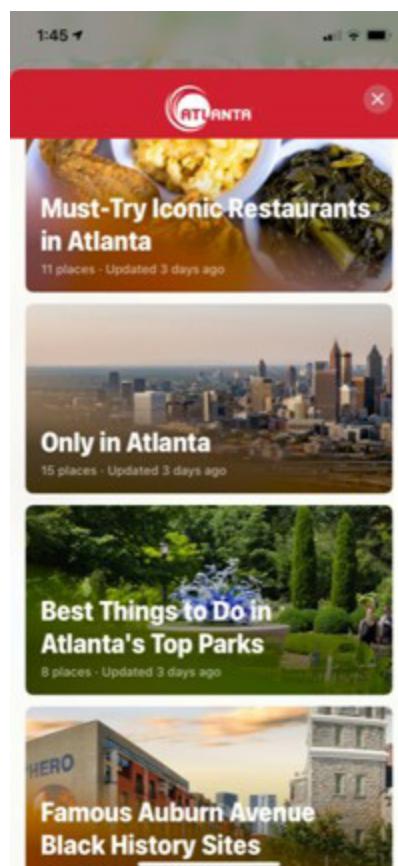
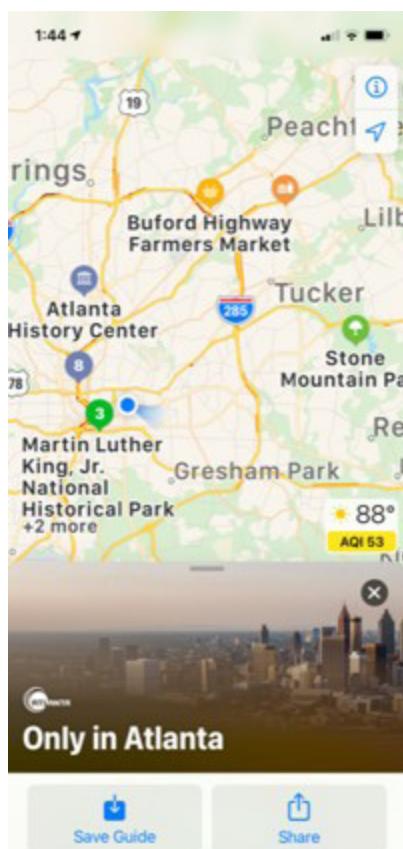


SALES AND MARKETING

ACVB started publishing new Guides in Apple Maps, making it even easier for visitors to discover the city using the Maps app on iPhone, iPad and Mac.

Guides are curated collections offering recommendations for the best places to eat, shop and explore around the world. ACVB worked with Apple Maps to showcase some of Atlanta's most iconic spots – like Atlanta BeltLine's Eastside Trail, local restaurants and the historic Sweet Auburn neighborhood known for its place as the heart of Black enterprise.

Guides automatically update when new sites are added, ensuring users have the latest recommendations. Travelers can also save places to My Guides, create their own personal Guides, and share them with friends and family while planning a trip to Atlanta.



ACCOLADES AND AWARDS



In 2021, Lonely Planet revealed Atlanta would stand as the only U.S. city included on its Best in Travel list for 2022. The 17th annual edition highlights destinations and regions across the globe that will provide travelers with a must-have experience in the coming year. Atlanta ranks No. 4 on the Top 10 Cities list.

The destination was deemed worthy for this designation based in part on the city's sustainability efforts. Pedestrian and bike paths were another factor along with Atlanta's inclusivity. Thriving Black and LGBTQ communities celebrate the diversity of the area and its progressive role in the region, appealing to all types of travelers. Atlanta's invigorated arts scene, diverse culinary landscape and creative class also elevated the city for this honor.

Also in 2021, National Geographic announced it was naming Atlanta to its prestigious Best of the World 2022 list. The roundup showcases locations, communities and experiences to inspire travelers with Atlanta recognized for the city's history and culture.

The Best of the World 2022 list was created, researched, reported and written in collaboration with National Geographic Traveler's international editorial teams from more than a dozen offices around the world. Framed by five categories—nature, adventure, culture, sustainability and family—the list highlights Atlanta as one of 25 must-see locations for upcoming travel.

Reasons for inclusion on the list include the city's role as an epicenter of Black entrepreneurship, incubating businesses with a deep and progressive history. The destination's accessibility due in part to Atlanta BeltLine also gave the city an edge. The project, which repurposed old railroad corridors into pedestrian-friendly paths, transforms Atlanta's neighborhoods for walkers, runners and cyclists.

Best Destinations for Large Events (No. 1)

Northstar Meetings Group

Platinum Adrian Award – [DiscoverAtlanta.com](#)

Diversity Marketing: Campaign, HSMAI Adrian Awards

Top Trending Destinations for 2022 (No. 1)

Booking.com

Platinum Award - Atlanta's Food Story campaign

Integrated Marketing, Hermes Creative Awards

Best Cities for Conferences (No. 2)

SmartAsset

eTSY Award – [DiscoverAtlanta.com](#)

Best Website, eTourism Summit eTSY Awards



SENIOR LEADERSHIP



Kris Reinhard
Chair of the Board of Directors
Atlanta Convention & Visitors Bureau
Partner, Fifth Group Restaurants
General Manager, Bold Catering & Design



William Pate
President and CEO



Gregory Negas Pierce
Executive Vice President and
Chief Administrative Officer/
Chief Financial Officer



Mark Vaughan
Executive Vice President
and Chief Sales Officer



Andrew Wilson
Executive Vice President
and Chief Marketing Officer



Pholeta Alexander
Vice President, Technology
and Facilities



Sheretha Bell
Vice President, Brand



Kristin Delahunt
Vice President,
Convention Services



Charlene Lopez
Vice President, Sales



Cynthia Mokotoff
Vice President,
Human Resources



2021 BOARD OF DIRECTORS

Officers

Chair, Board of Directors and Executive Committee

Kris Reinhard

Partner

Fifth Group Restaurants, Inc.

Vice Chair, Advisory Board

Jo Ann Herold

CMO

Honey Baked Ham

Vice Chair

Chair, Atlanta Convention Marketing Fund Committee

Ken Bernhardt

Regents Professor of Marketing Emeritus

Georgia State University

Vice Chair

Brad Koeneman

General Manager

Hilton Atlanta

Vice Chair

Chair, Compensation Plan and CEO Contract Committee

Erica Qualls-Battey

General Manager

Atlanta Marriott Marquis

Vice Chair

Chair, Finance & Human Resource Committee

Stan Wilson

Managing Partner

Elarbee, Thompson,

Sapp & Wilson LLP

Secretary/Treasurer

Steve Smith

Sr. Consultant

Pendleton Group

Executive Committee

Ed Baker

Executive in Residence
Georgia State University

Leona Barr-Davenport

President
Atlanta Business League

Karen Bremer

CEO
Georgia Restaurant Association

Debby Cannon

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