

DISCOVER ATLANTA



ATTENDEE ACQUISITION

Leveraging Your Destination's Resources



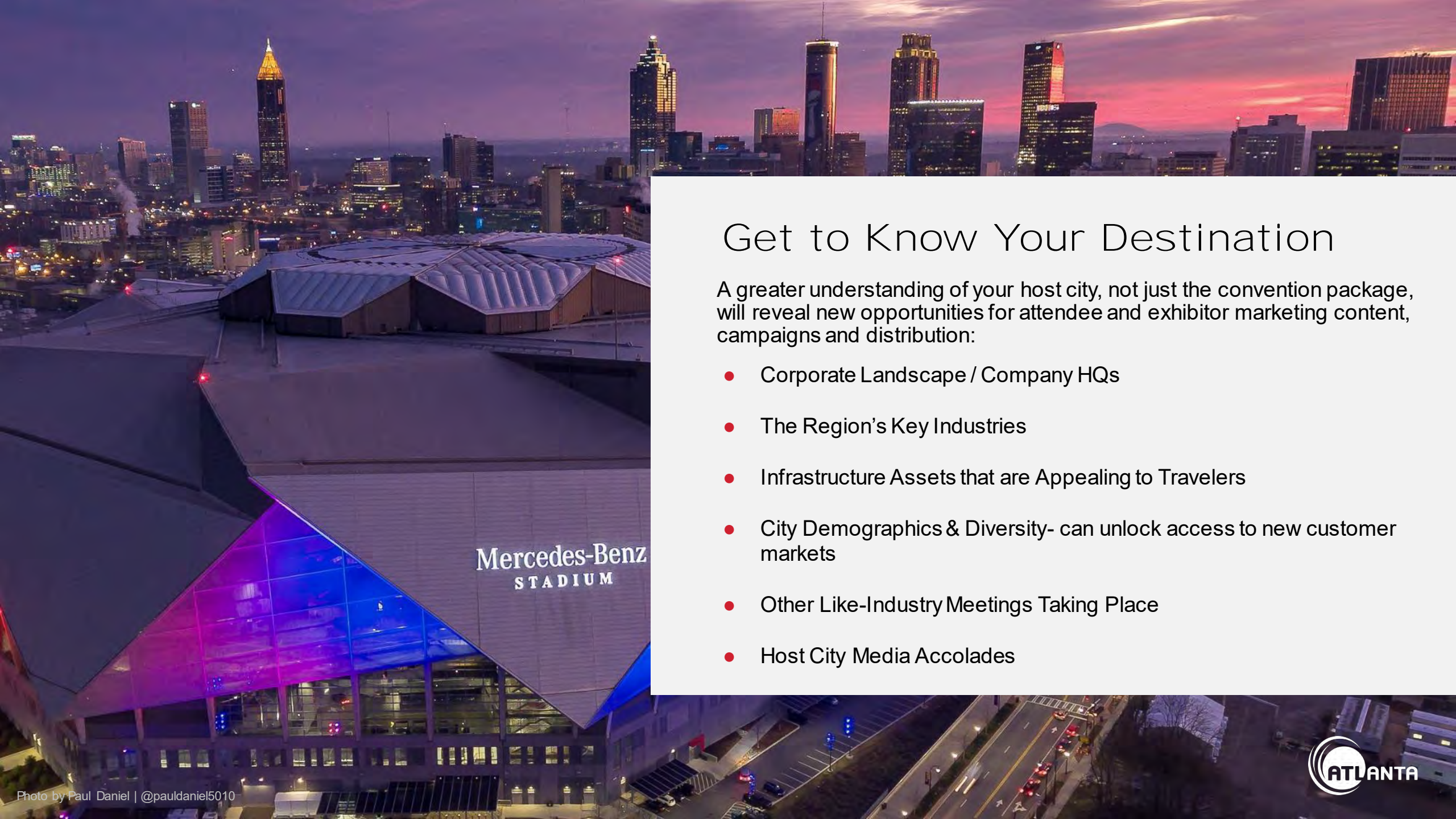
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Get to Know Your Destination

Leverage Relationships

Destination Marketing





Get to Know Your Destination

A greater understanding of your host city, not just the convention package, will reveal new opportunities for attendee and exhibitor marketing content, campaigns and distribution:

- Corporate Landscape / Company HQs
- The Region's Key Industries
- Infrastructure Assets that are Appealing to Travelers
- City Demographics & Diversity- can unlock access to new customer markets
- Other Like-Industry Meetings Taking Place
- Host City Media Accolades



A City for Top Companies



**MEDICAL &
BIOSCIENCE**



**MANUFACTURING
& LOGISTICS**



KEY INDUSTRIES

**TECHNOLOGY
& FINTECH**



EDUCATION



**MUSIC &
ENTERTAINMENT**



Accessibility is Key

Convenience – Options – Cost Effective



AMERICA'S MOST ACCESSIBLE CITY

80%
of the U.S.
population
is within a
two-hour flight



**DOMESTIC
DESTINATIONS**
Markets Recovered 87%

197 /

**INTERNATIONAL
DESTINATIONS**
Markets Recovered 79%

58

**LATIN / CARIBBEAN
INCL. MEXICO**
Markets Recovered 80%

40 /

**EUROPE /
MIDDLE EAST**
Markets Recovered 80%

12

CANADA
Markets Recovered 67%

2 /

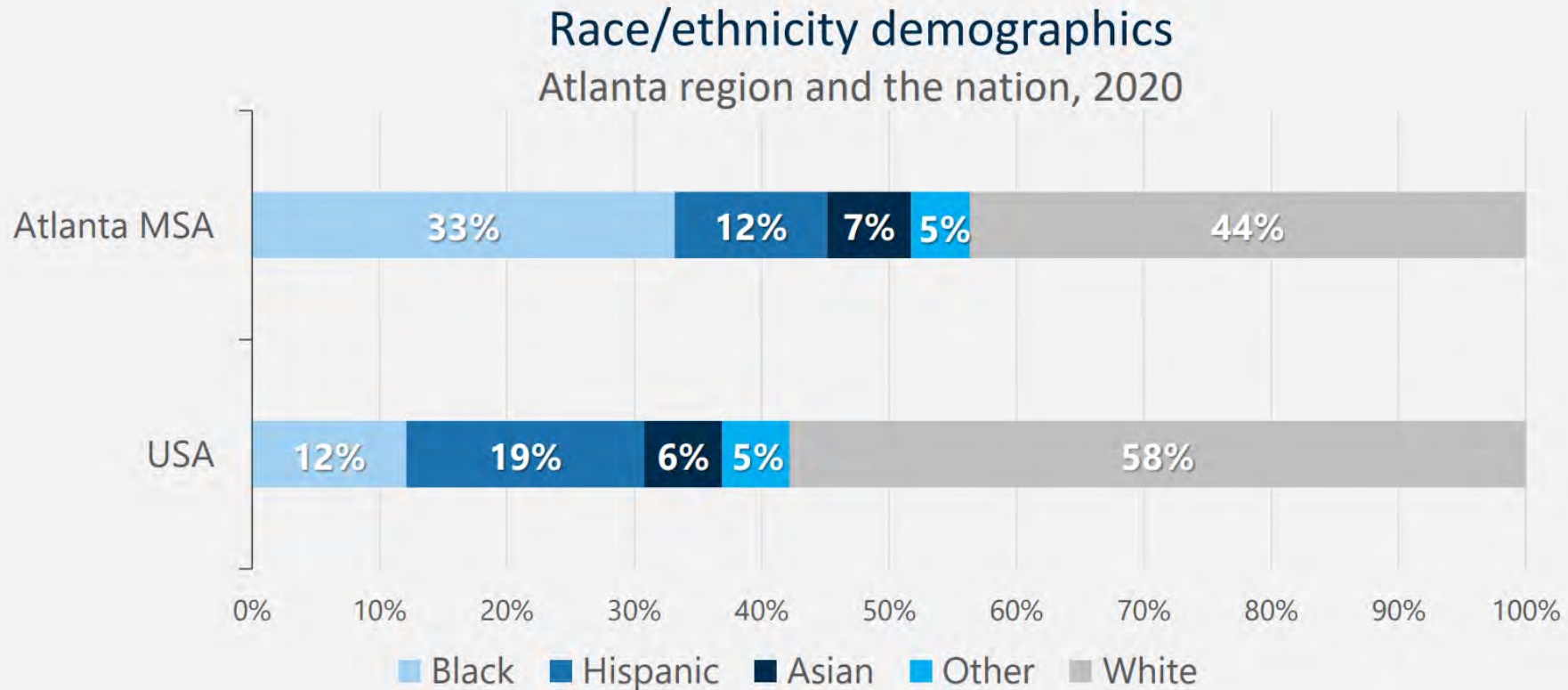
AFRICA
Markets Recovered 100%

2 /

ASIA
Markets Recovered 67%

2

Atlanta is one of the most diverse metros in the country = opportunity to broaden attendee demographic



BROOKINGS

Source: Brookings, "[Mapping America's diversity with the 2020 Census](#)", 2021



Atlanta Accolades



Named to National Geographic's prestigious Best of the World 2022 list



Only U.S. city in Lonely Planet's Best in Travel list for 2022



Best Destinations for Large Events
in the U.S. (No. 1)



Top 50 Meeting Destinations
in the U.S. (No. 6)



#1 City for Major League Soccer Attendance
(Atlanta United)



Feature Film Production
(#1 Georgia)



Top 10 Best Cities
for Conferences (No. 2)



No. 1 State for Doing Business
(9+ Years Running)



Leverage Relationships and Partnerships

Lean on your DMO to help make connections to local organizations & institutions to expand your marketing channels

- Chambers of Commerce
- Incubators / Accelerators
- Local Chapter Associations
- Educational Institutions
- Membership Data Base
- Board Contacts
- Industry Advocacy Groups





Colleges & Universities



Destination Marketing Matters

Your DMO is the destination expert, take advantage of ALL the attendance building resources and services they offer.

Best part, they are usually FREE!

Curated Content

- Storytelling through imagery & content that speaks to diverse audiences
- Social Media content across all platforms
- Community-Industry driven videos

Personalized

- Custom micro-sites with exclusive offers and promotions
- Content creation tailored to specific regions/markets
- Mar-Tech serves up content based on attendees' demographics/interests

PR Support

- Media FAMs
- Local Media Lists/Guidance
- Industry Media Placements



Engage your DMO **EARLY**, the most successful destination marketing campaigns are integrated from the start.



HELP ME HELP YOU

PROMOTE YOUR MEETING

Pre-Show Promotion

Curated Atlanta stories and content

Images and video

Customized attendee minisite

Social media toolkit

Exclusive deals and discounts

Brochures and maps

Exhibitor FAM

Media / Marketing FAM

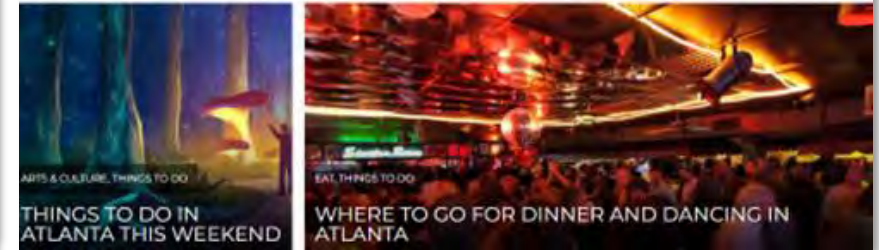
Industry Media Promotion

Press Kit



EXPLORE ATLANTA'S STORIES

Come in, get comfortable and take a look around. Discover Atlanta Now speaks to all things Atlanta. Here, you'll find interesting articles on everything ATL has to offer, including fun, real-life Atlanta experiences, little-known facts and helpful travel information.



CAPTION
From the culture to the history to the food, get ready to explore all there is to see, do and eat in Atlanta! Explore these hidden dining treasures in Atlanta's neighborhoods:

WEBSITE LINK

<https://www.cityofatlanta.com/>

IMAGE

[Restaurant, Food Collection](#)



CAPTION
From Peachtree to Porc, there's plenty to explore in Atlanta! Take a short walk to top attractions like Clock Tower & College Football Hall of Fame, Georgia Aquarium, The National Center for Civil and Human Rights and World of Coca-Cola. Or a bike short ride to Porc City Market's Skyline Park, Atlanta Botanical Garden or Zoo Atlanta.

WEBSITE LINK

<https://www.cityofatlanta.com/>

IMAGE

[Restaurant & Attractions Collection](#)

DISCOVER ATLANTA PLANNER'S GUIDE



SMART TRAVEL GUIDE

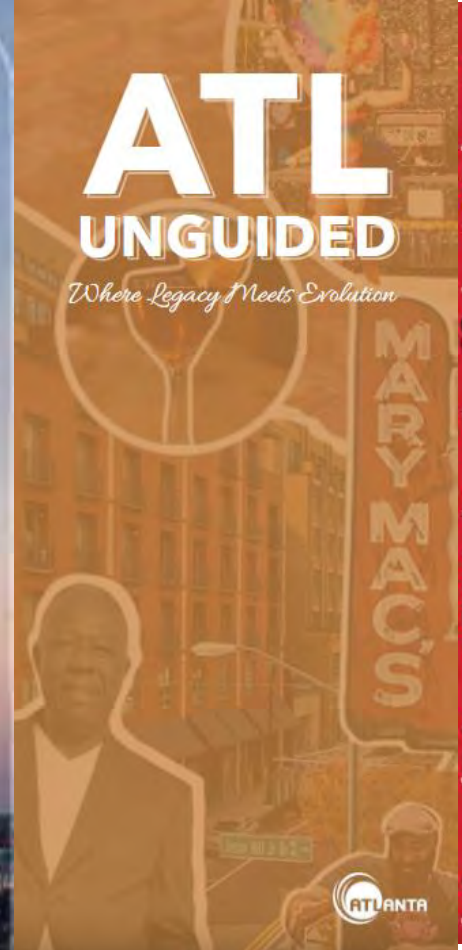
AMBASSADOR FORCE

If you need help finding where to go or what to do in Downtown Atlanta, you won't have to look hard to find one of the 67 members of our friendly and helpful Ambassador Force. They're the ones in the pith helmets and sometimes, they can be seen riding Segway human transporters or all-terrain bikes.

The Ambassador Force of the Downtown Improvement District will provide a walking escort for employees and residents in the District to a parking lot, MARTA station or any location in the District during the following hours:

Monday - Sunday from 7:00am to Midnight

If you need an escort, call the ADID Field Office at (404) 215-9600 or text (404) 732-4200 to reach the Ambassador Force to report a problem or request assistance. You can also visit www.atlantadowntown.com for more information. Give your name and location to the ADID Dispatcher and a member of the Ambassador Force will respond.



No.	Name
1	AC Hotel Atlanta Downtown
2	Marriott Marquis
3	Courtyard Downtown
4	Embassy Suites
5	Fairfield Inn & Suites Downtown
6	Glenn Hotel, Autograph Collection
7	Hilton Atlanta
8	Hilton Garden Inn Atlanta Downtown
9	Holiday Inn Express & Suites
10	Hotel Indigo
11	Hyatt Regency Atlanta
12	Omni Hotel
13	Sheraton Atlanta Hotel
14	The American Hotel Atlanta Downtown
15	The Ritz-Carlton, Atlanta
16	The Westin Peachtree Plaza Atlanta

DISCOVER MORE

Get to know Atlanta, and explore the best things to do around the city.



PLANNER'S TIMELINE



RESOURCES



PROMOTIONAL COPY FOR MEETINGS & EVENTS



PROMOTE YOUR MEETING



FACILITIES & VENUES



CONVENTION SERVICES



DOWNTOWN



PLAN A MEETING



What else can your DMO offer?

Customer events like **UpNext Atlanta** are designed exclusively for booked meetings to offer planning and marketing support.

Connect your PR and Marketing teams directly with their **DMO counterparts**, to understand and support your marketing timeline.

Speaker Procurement from local subject matter experts.

“Bliesure” Campaigns & Packages – come early/stay late, bring a guest...



Insider Tip –
Ask for marketing/attendance building services in your RFP during the city bid process!



**UP
NEXT
ATLANTA**

**THURSDAY
NOVEMBER 16, 2023
WASHINGTON, D.C.**

Discover how Atlanta takes meetings to another level

PLAN | PROMOTE | WELCOME

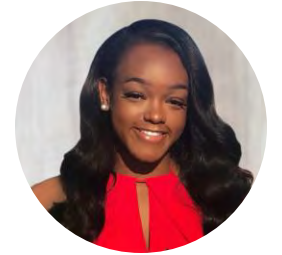
THE event exclusively designed for confirmed meetings, coming UpNext in Atlanta in 2024 and beyond.

Join us for this lunchtime presentation and vendor fair with our top special event venues and industry suppliers. We are bringing our marketing, public relations and destination services teams to YOU with valuable tools for planning and promoting your upcoming meeting in Atlanta. Discover the destination assets and CVB services that will help make your meeting a success.

Marketing



Lauren Dismuke Rushing
Director, Group Markets



Dasia Danzy
Specialist, Content & Group Markets

Public Relations



Heather Kirksey
Director



Logan Doctson
Specialist



THANK YOU!

Kristin Delahunt

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