ATLANTA
Convention & Visitors Bureau

2020
Annual Report

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LETTER FROM OUR PRESIDENT & CHAIR

To our members, hospitality partners and colleagues,

Atlanta Convention & Visitors Bureau (ACVB) began 2020 with a packed convention calendar as we welcomed a new decade full of opportunity for Atlanta's hospitality industry. However, within a few short months, the coronavirus pandemic shut down virtually all travel across the United States and the world.

Atlanta's hospitality industry was among the hardest hit as the pandemic devastated our travel business. Roughly 330 meetings were canceled. Business travel to Atlanta essentially halted and leisure travel slowed dramatically as businesses and families sheltered at home. The losses were compounded by the absence of demand generators like concerts, festivals and cultural events that would typically draw a significant number of visitors to our city.

The effects of the pandemic were felt across metro Atlanta's economy, costing the city roughly $10 billion in economic impact. Hundreds of thousands of hospitality workers from restaurants, hotels, venues and attractions lost their jobs. Small businesses that support our meetings and conventions were also severely affected.

Despite these challenges, ACVB continued to serve the hospitality community along with our clients and visitors. To keep meeting planners and travelers updated on how Atlanta was managing the pandemic, we created a COVID-19 resource web page. We launched a staycation marketing campaign to stimulate summer travel to Atlanta. Our sales team continued to sell the destination through online site visits using 360ATL, our suite of virtual reality tour products.

Our hotels, restaurants, attractions and event venues adopted social distancing and state-of-the-art cleaning protocols. Georgia World Congress Center became the first convention center in the U.S. to achieve GBAC STAR™ facility accreditation from the Global Biorisk Advisory Council, the leading trade association for the cleaning industry. As vaccines were discovered and distributed, people began to make plans to travel once again.

ACVB remains laser focused on ensuring our industry makes a rapid and strong recovery beginning in 2021. Our booking pace for future years remains strong as meeting planners continue to choose Atlanta to host their conventions.

The resilience of our hospitality community was on display throughout the pandemic. Atlanta always rises to the challenge, and our industry is well positioned to come back stronger than ever.

William Pate
President and CEO
Atlanta Convention & Visitors Bureau

Jo Ann Herold
Chair, Board of Directors
Atlanta Convention & Visitors Bureau
Chief Marketing Officer, The Honey Baked Ham Company

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

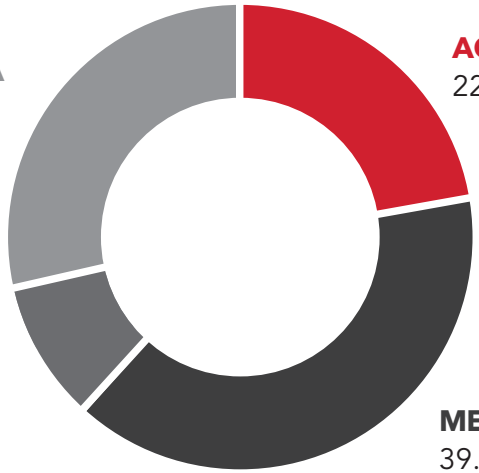
Nearly 103,000 hotel rooms in metro Atlanta

Bed tax collected on city of Atlanta accommodations (24,000 rooms), 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%

ACVB CONVENTION MARKETING FUND
100%

2020 HIGHLIGHTS

- Booked 24 major citywides and 1.1 million convention room nights
- Among top U.S. destinations in booking convention business during pandemic
- Secured four major new groups with GWCC expansion
- Rebooked 17 major conventions for future years
- Hosted 60 virtual and in-person site visits
- Redesigned convention services collateral and marketing assets for convention customers
- Secured three industry events to promote the future of Atlanta
- Engaged more than 300 international tour operators and travel agents with virtual training webinars
- Maintained leadership positions with ASAE, Destinations International, IAEE, MPI Georgia, PCMA and U.S. Travel Association

Social Media
64.7 million impressions
3.68 million engagements

Website Traffic
2.7 million sessions
4.9 million page views

Meeting Planner Media Campaigns
5.1 million impressions

Discover Atlanta App
250K app page views
3K monthly active users

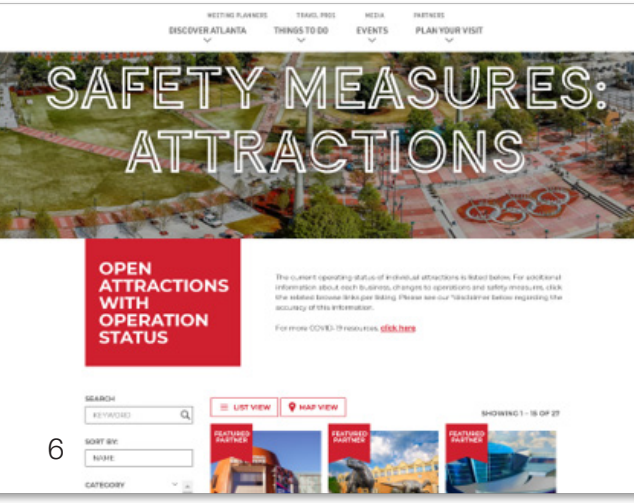
COVID-19 INITIATIVES

TRAVEL UPDATES AND RESOURCES

ACVB launched DiscoverAtlanta.com/coronavirus to track facts and critical updates regarding the developing pandemic. This page evolved to include additional materials on local guidance and policies from businesses and governmental organizations related to COVID-19.

#WEAREATL COMMUNITY RESOURCES

To help support members and the local hospitality community, ACVB collected and shared information and links to various resources including fundraising efforts and job opportunities.



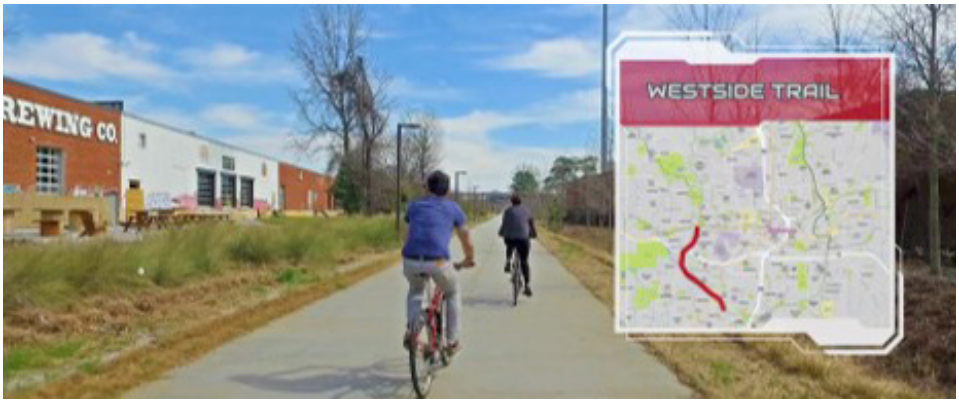
COVID-19 INITIATIVES

VIRTUAL ASSETS

ACVB enhanced its virtual assets for meeting planners and other potential visitors with additions to its 360ATL virtual tour platform, access to virtual bike tours and Atlanta backgrounds for video calls.

AJC
Atlanta. News. Now.

Here's how to take a virtual bike ride around Atlanta



now associations

TOPICS + BLOGS MAGAZINE

VENUES AND DESTINATIONS USE VIRTUAL PLANNING TOOLS FOR CLIENTS

COVID-19 INITIATIVES

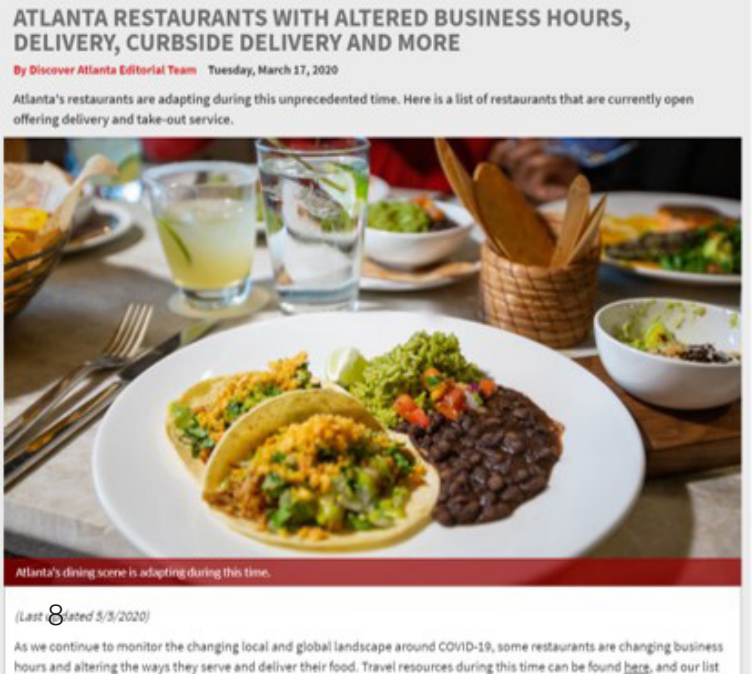
MEMBER PROMOTIONS

ACVB provided members a platform to promote takeout services, events and virtual offerings as local businesses essentially altered their ways of working.

MEMBER WEBINARS

For businesses and individuals learning to operate in the new remote environment, ACVB teamed up with Elevate Experiences to host a three-part webinar series titled "Working from Home."

To equip members with tools to create a more inclusive environment, ACVB also partnered with Elarbee, Thompson, Sapp & Wilson, LLP for virtual training on workplace civility, discrimination and race awareness.



ATLANTA RESTAURANTS WITH ALTERED BUSINESS HOURS, DELIVERY, CURBSIDE DELIVERY AND MORE

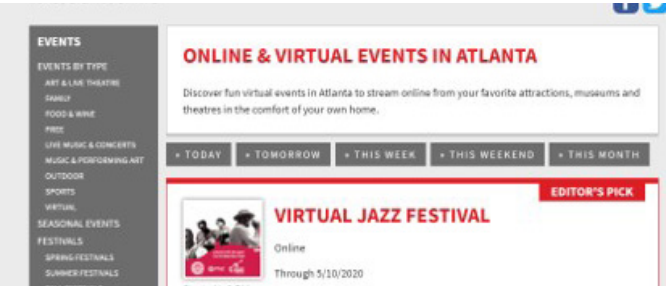
By Discover Atlanta Editorial Team Tuesday, March 17, 2020

Atlanta's restaurants are adapting during this unprecedented time. Here is a list of restaurants that are currently open offering delivery and take-out service.

Atlanta's dining scene is adapting during this time.

(Last Updated 5/3/2020)

As we continue to monitor the changing local and global landscape around COVID-19, some restaurants are changing business hours and altering the ways they serve and deliver their food. Travel resources during this time can be found here, and our list



EVENTS

EVENTS BY TYPE
ART & LIVE THEATRE
FAMILY
FOOD & WINE
FREE
LIVE MUSIC & CONCERTS
MUSIC & PERFORMING ART
OUTDOOR
SPORTS
VIRTUAL
SEASONAL EVENTS
FESTIVALS
SPRING FESTIVALS
SUMMER FESTIVALS

ONLINE & VIRTUAL EVENTS IN ATLANTA

Discover fun virtual events in Atlanta to stream online from your favorite attractions, museums and theatres in the comfort of your own home.

TODAY | TOMORROW | THIS WEEK | THIS WEEKEND | THIS MONTH

EDITOR'S PICK

VIRTUAL JAZZ FESTIVAL

Online

Through 5/10/2020

SALES & MARKETING EFFORTS

EXPEDIA CAMPAIGN

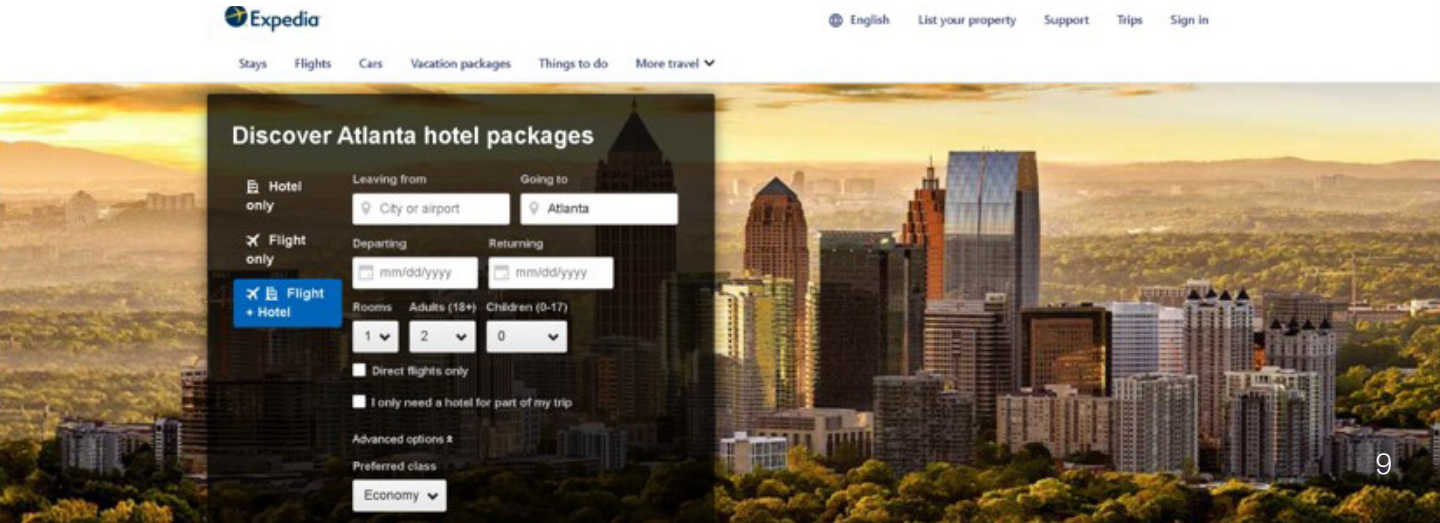
ACVB, in partnership with Expedia Group Media Solutions, launched a campaign to welcome visitors back to Atlanta. The campaign ran from July through November and created travel packages aimed at inspiring regional visitors and locals to safely enjoy Atlanta.

Results:

- 8.1 million impressions
- 116 return on ad spend
- 25,100 hotel room nights booked
- 27,900 airline tickets purchased

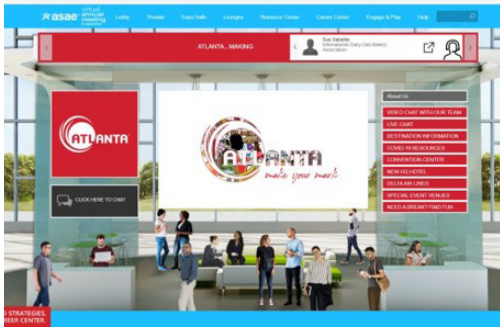
Southeast Radio:

- Paid and promotional campaign via I Heart Radio
- Seven markets*: 11 million impressions
  - *Metro Atlanta, Birmingham, Charlotte, Nashville, Jacksonville, Greenville/Spartanburg/Asheville++



SALES & MARKETING EFFORTS

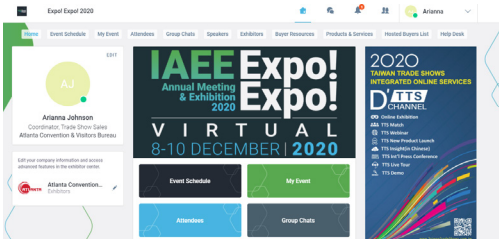
VIRTUAL TRADE SHOW BOOTHS



ASAE Virtual Annual Meeting & Expo

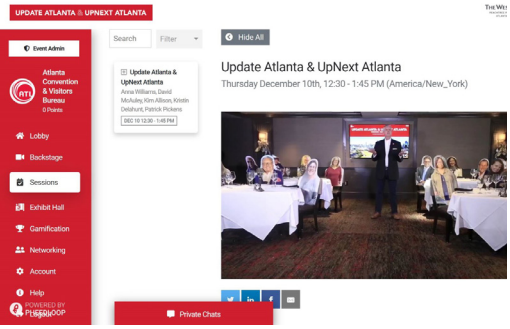
As nearly all events in 2020 moved to a virtual format, ACVB sales team members and booth partners exhibited through a virtual booth design featuring video chat at ASAE's annual meeting.

- Interactive virtual tour of Atlanta included GWCCA virtual tour
- GWCCA new developments video loop featured updated visuals of new expansion and other significant campus enhancements
- Provided COVID-19 resources



IAEE Virtual Annual Meeting & Exhibition

ACVB managed a virtual booth during IAEE's Expo! Expo! event to share destination news and updates to potential clients from a variety of associations.



Update and UpNext Atlanta

Traditionally held in person, Update and UpNext Atlanta were combined and held virtually to give clients information on new developments in Atlanta.

- Featured new content and campaigns including Atlanta Meetings on a Different Level
- Highlighted New Event Solutions page as resource for planners
- Collaborated with more than 20 hospitality sponsors

SALES & MARKETING EFFORTS

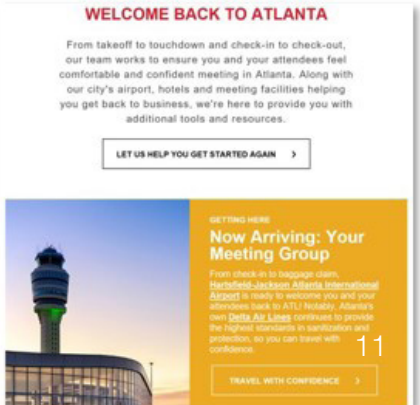
STILL ATLANTA CAMPAIGN

After protests in May, ACVB pivoted from its planned Still Atlanta/Still Beautiful brand affinity campaign to celebrate past and present Black leaders that helped make Atlanta the city it is today.

- Featured 26 Black leaders, received 4.8 million impressions
- Shared posts from June 5-23
- Posts promoted on Instagram, Facebook and Twitter, with additional video content on Facebook and Twitter
- Garnered +300,000 impressions

ON A DIFFERENT LEVEL CAMPAIGN

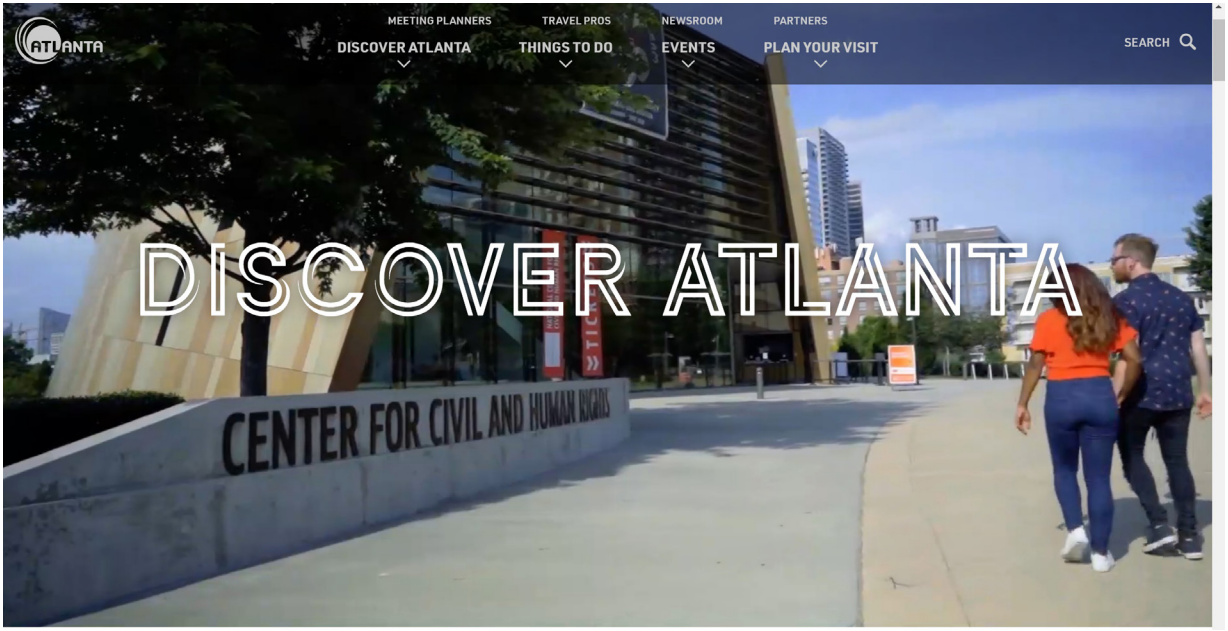
To support brand positioning on how Atlanta hosts meetings like no other destination, ACVB launched the 'On a Different Level' campaign. The objective is to continue to elevate perceptions of Atlanta through three main brand pillars – diversity, boldness and collaboration. Initial phases of the campaign included creating a landing page and producing a campaign video with three different versions to drive organic views.



SALES & MARKETING EFFORTS

DISCOVERATLANTA.COM

To advance capabilities of selling and marketing Atlanta as a premier convention, meetings and tourism destination, ACVB launched a new website – DiscoverAtlanta.com. This marketing platform is designed for meeting planners and visitors to explore the city through inspirational stories powered by machine learning and personalization.



SALES & MARKETING EFFORTS

ATLANTA'S FOOD STORY

ACVB launched Atlanta's food story campaign with production of a cookbook, culinary microsite and a partnership with Atlanta Film Festival to highlight the destination's culinary community.

Cookbook

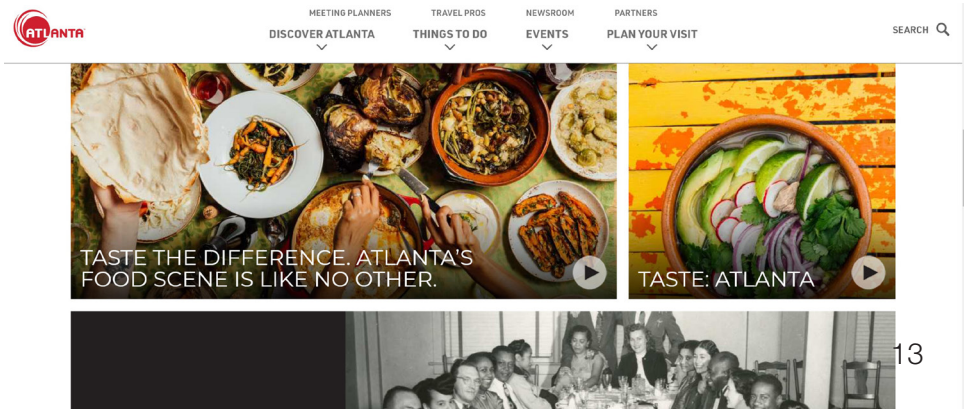
- Fearless Innovation – 285 pages showcasing the diversity of Atlanta's food scene
- Features nearly 50 recipes including cocktails from 30 diverse chefs and bartenders across Atlanta
- Tells the story of how Atlanta's restaurants helped bring all people to the table

Culinary microsite

- Eight culinary articles featured on DiscoverAtlanta.com
- Seven cocktail recipes
- Five videos including 'Forged in the Fire of the Civil Rights Movement' and 'Meet the Chef'

Taste Atlanta Voyager

- Four episodes in worldwide syndication
- Reach of more than two billion on five continents with episodes on repeat broadcast
- Showcased during Atlanta Film Festival



AWARDS

No. 4 Meeting Destination in the U.S.
– CVENT

2020: Best Southeast CVB/DMO (Silver)
– Stella Awards

2020 best city destination
– Gay Travel

Best travel/tourism campaign for 'I AM ATL'
– Online Media, Marketing and Advertising Association (OMMA)

SENIOR LEADERSHIP

Jo Ann Herold
Chair, Board of Directors
Atlanta Convention & Visitors Bureau
Chief Marketing Officer, The Honey Baked Ham Company

William Pate
President and CEO

Gregory Pierce
Executive Vice President
Chief Administrative Officer
Chief Financial Officer

Mark Vaughan
Executive Vice President
Chief Sales Officer

Andrew Wilson
Executive Vice President
Chief Marketing Officer

SENIOR LEADERSHIP

Pholeta Alexander
Vice President
Technology and Facilities

Sheretha Bell
Vice President
Brand

Kristin Delahunt
Vice President
Convention Services

Cynthia Mokotoff
Vice President
Human Resources

2020 BOARD OF DIRECTORS

Officers

Chair, Board of Directors and Executive Committee
Jo Ann Herold
CMO
Honey Baked Ham

Chair, Advisory board
Dexter Warrior
Principal & COO
T. Dallas Smith & Co.

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

Treasurer
Chair, Finance & Human Resource Committee
Stan Wilson
Managing Partner
Elarbee, Thompson, Sapp & Wilson LLP

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
Director, Cecil B. Day School of Hospitality
Georgia State University

Tommy Dortch, Jr.
President & CEO
TWD, Inc.

Daryl Evans
CMO, Great Southern Wood Preserving (YellaWood)

Hector Gallardo
Vice President, National Sales
The Coca-Cola Company

Sharon Goldmacher
President
communications 21

Sheffield Hale
President & CEO
Atlanta History Center / Margaret Mitchell House

George McKerrow, Jr.
Co-Owner
Ted's Montana Grill

Derrick Morrow
General Manager
Hyatt Regency Atlanta

Nancy Oswald
Co-Owner/Director of Marketing
Ruth's Chris Steak House

Frank Poe
Executive Director
Georgia World Congress Center Authority

Kris Reinhard
Chair, Membership Committee
Partner
Fifth Group Restaurants, Inc.

Derek Schiller
President, Business
Atlanta Braves

Alexis Scott
Board member

Steve Smith
Sr. Consultant
Pendleton Group

Ron Tarson
General Manager
Westin Peachtree Plaza

Armand Vari
Partner
Jacoby Dev. Inc.

Board of Directors

Cynthia Alford
Managing Director
Destination South Meetings & Events

Natalee Anderson
Director, Private Events & Tours
Mercedes-Benz Stadium

Joselyn Baker
President
Grady Health Foundation

Ken Baye
Co-owner
Stoddard's Guns

Kimberly Beaudin
CEO
Chick-fil-A College Football Hall of Fame

Todd Brosius
President
REEF

Andrew Chang
Executive Director of Marketing & Outreach
Piedmont Healthcare

Charlie Cobb
Director of Athletics
Georgia State University

Tony Conway, CMP
Founder & CEO
Legendary Events

Dan Corso
President
Atlanta Sports Council

Tim Dahlen
General Manager
Moxy Atlanta Midtown & AC by Marriott Atlanta Midtown

Dennis DeLoatch
EVP, General Manager
Carey Atlanta Executive Limousine & Transportation

Ayo Taylor Dixon
Sr. Associate Athletic Director
Georgia Tech Athletics Association

Bobby Donlan
Managing Partner
Donlan & Greenbaum's New York Prime Restaurant

Dr. Meredith Evans
Director
Jimmy Carter Presidential Library & Museum

Alex Gonzalez
Chief Innovation Officer
Metro Atlanta Chamber

John Grant, Jr.
Executive Director
Celebration Bowl

Martin Gray
CMO
Georgia Aquarium

Kevin Green
President & CEO
Midtown Alliance

Catie Griggs
VP, Business Operations
Atlanta United FC

Robert Hope
President
Hope - Beckham, Inc.

Sean Hyslop
President
Sysco Atlanta

Richard Jones
President
Presenting Atlanta

Anne Hydrick Kaiser
VP, Community and Economic Development
Georgia Power

David Malone
Chief Sales and Marketing Officer
Gas South

David Marvin
President
Legacy Property Group

Sam Massell
President
Buckhead Coalition, Inc.

Penelope McPhee
President
The Arthur M. Blank Family Foundation

John Metz
CEO & Co-Founder
Sterling Spoon Management Services

Mercedes Miller
Executive Director
Georgia International Convention Center

Peter Moraitakis
Senior Vice President & COO
United Distributors, Inc.

Stan Morrell
VP, Entertainment & Special Events
Stone Mountain Park

Adam Noyes
SVP
Proof of the Pudding

Eric O'Brien
Partner
Jackson Spalding

Mark O'Brien
President & CEO
LakePoint Sports

Robert Patterson
President
CityLife Development Partners

TK Petersen
CFO
The Gathering Spot

Mark Pettit
CMO
Imagine Exhibitions

Jack Priblo
Director of Corporate Marketing
Georgia-Pacific LLC

Fred Rich
CEO
CTN Global Chauffeured Transportation

A.J. Robinson
President
Central Atlanta Progress

David Rubinger
Publisher
Atlanta Business Chronicle

Andrew Saltzman
EVP & Chief Revenue Officer
Atlanta Hawks and State Farm Arena

Kris Shea
VP, Business Development
Juice Studios

Bob Schuler
Sr. Vice President,
Event Sales and Operations,
Atlanta Convention Center at AmericasMart

Jamie Sims
CEO and President
WITH/agency

Kelvin Slater
Owner
Slater Hospitality

Bob Somers
VP, Global Sales
Delta Air Lines

Jim Sprouse
Executive Director
Georgia Hotel & Lodging Association

Gary Stokan
President and CEO
Chick-fil-A Peach Bowl

Guy Thomson
VP & Co-Owner
Pittypat's Porch Restaurant

Jane Turner
Executive Director
Children's Museum of Atlanta

Pat Upshaw-Monteith
President and CEO
Leadership Atlanta

Dan Vargas
CEO
Dortch Vargas Amigos

Allan Vella
President
Fox Theatre

John Woodward
Sr. Director, Global Commerce
Metro Atlanta Chamber

MOVIES