



January 27, 2016

New Visitor Center Opens at Hartsfield-Jackson

Center represents collaboration between State and City organizations

ATLANTA – A unique collaboration between the City of Atlanta, Hartsfield-Jackson Atlanta International Airport (ATL), The Georgia Department of Economic Development (GDEcD) Tourism Division, and the Atlanta Convention & Visitors Bureau (ACVB) kicked off Tuesday with the opening of the state's newest Visitor Information Center. Atlanta's First Lady Sarah-Elizabeth Langford Reed, GDEcD Commissioner Chris Carr, ACVB President William Pate and GDEcD Deputy Commissioner of Tourism Kevin Langston joined ATL General Manager Miguel Southwell at the ribbon-cutting ceremony.

"Our main purpose as an airport is to serve as the City and State's chief tool for economic development," Mr. Southwell told the assembled crowd. "Today's event is a key step in further strengthening our partnership with two of the City and State's leading economic development agencies."

"Today's been a great day for Georgia tourism," said Chris Carr, commissioner of the Georgia Department of Economic Development. "Today was Tourism Hospitality Day in our state down at the Capitol, and we bring the day full circle as we celebrate yet another milestone for Georgia tourism."

The center boasts the latest technology, with an up-to-the-minute information feed and massive flat screen televisions displaying images of the region's most picturesque scenes. Pointing to the screens, William Pate, president and CEO of the ACVB, said, "You almost feel like you're in the city. It's going to provide an immersive experience for our visitors."

"With this new Visitor Information Center, we have the opportunity to reach millions of travelers who are coming to or through our airport," said Kevin Langston, deputy commissioner of tourism at the Georgia Department of Economic Development. "Our knowledgeable staff can suggest an array of offerings to travelers here on business or leisure, and influence their decisions to get out and explore our state and stay here longer."

With the newest addition, Georgia now has 12 official state Visitor Information Centers located on major travel arteries in Augusta, Columbus, Kingsland, Lavonia, Plains, Ringgold, Savannah, Tallapoosa, Valdosta, West Point and Sylvania. The state's Visitor Information Centers welcome more than 13 million guests each year.

The new facility is the first Georgia Visitor Information Center in an airport.

For hi-resolution photos of the event, please click here:

www.flickr.com/browser/upgrade/?continue=%2Fphotos%2F137718822%40N06%2Fsets%2F72157663324042559

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Hartsfield-Jackson Atlanta International Airport

Hartsfield-Jackson (ATL) is the world's busiest and most efficient airport, serving more than 101 million passengers annually with nonstop service to more than 150 U.S. destinations and nearly 70 international destinations in more than 45 countries. ATL boasts a direct economic impact of \$34.8 billion in metro Atlanta and a total direct economic impact of \$70.9 billion in Georgia. The Airport is the largest employer in Georgia, with more than 63,000 employees. The Airport is a frequent recipient of awards of excellence for concessions, operations, architectural engineering and construction – including the 2013 Global Efficiency Excellence Award from the Air Transport Research Society, 2013 Project of the Year, Architectural Category for the Maynard H. Jackson Jr. International Terminal from the American Association of Airport Executives Southeast chapter and the 2012 Best Airport in North America, Business Travel Award from the Business Traveler Magazine. ATL has completed more than \$6 billion worth of capital improvements, including a new, energy-efficient rental car center, a gold LEED-certified international terminal and aesthetic and functional upgrades to its concourses, people movers and parking services. For more information, go to www.atlanta-airport.com. Check out the Airport's YouTube channel by visiting www.youtube.com/AtlantaHartsfield, follow us on Twitter (@Atlanta_Airport) and become a fan on Facebook (Hartsfield-Jackson Atlanta International Airport).

NOTE TO NEWS EDITORS

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