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CNN Launches “ATL24 - A Day in the Life of the World’s Busiest Airport”

New interactive website provides a behind-the-scenes, in depth look of Hartsfield-Jackson

ATLANTA – Hartsfield-Jackson Atlanta International Airport is the subject of an ambitious feature package by more than three dozen reporters and photographers from CNN that was published on the news channel’s website at the end of November.

A collaborative partnership between Hartsfield-Jackson and CNN, “ATL24” showcases a 24-hour cycle at the world’s busiest airport through a series of articles, photographs and videos. The project was undertaken in anticipation of the holiday season when air travel is on the minds of millions across the world.

The interactive package—found at www.cnn.com/atl24) —is the product of scores of interviews with passengers, airport employees and airline personnel conducted by nearly 40 CNN journalists over a 24-hour period on August 28. The resulting package features human-interest stories about just-arrived refugees; a behind-the-scenes look at how U.S. Customs and Border Protection handles confiscated items; observations from first-time travelers; and dozens of little-known facts about the Atlanta Airport.

“Hartsfield-Jackson is one of Atlanta’s defining achievements,” said Atlanta Mayor Kasim Reed. “Our Airport hosts 95.5 million passengers a year, earning its place as the world’s busiest and most efficient airport. Additionally, with a regional impact of \$32.6 billion and 58,000 direct jobs, Hartsfield-Jackson is a vital economic engine for the City of Atlanta and the Southeast region.”

“When CNN first approached us with their ‘ATL24’ idea, we were excited for the opportunity to tell the story of Hartsfield-Jackson,” said Hartsfield-Jackson General Manager Louis Miller. “However, the final product is even better than what we imagined and is a wonderful compilation of vignettes, facts and photographs.”

“This is one of the most stunning, immersive projects in the history of CNN Digital. The access to the people and places just out of sight helped to tell the story of a place that is both familiar and unknown, of Atlanta and of the world,” said Meredith Artley, vice president and managing editor of CNN Digital. “We are also seeing massive audience interest in #ATL24 - more than two million page views and growing, great social buzz and high engagement rates with over four minute averages for time spent exploring the many stories we captured in 24 hours.”

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Hartsfield-Jackson Atlanta International Airport

Hartsfield-Jackson is the world’s busiest airport, serving more than 95 million passengers annually with nonstop service to 160 U.S. destinations and nearly 70 international destinations in more than 45 countries. 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 (for more information, go to www.atrsworld.org), 2013 Project of the Year, Architectural Category for the Maynard H. Jackson Jr. International Terminal from the American Association of Airport Executives Southeast chapter (for more information, go to www.secaaae.org) and the 2012 Best Airport in North America, Business Travel Award from the Business Traveler Magazine (for more information, go to www.businesstravelerusa.com). ATL is undergoing more than \$6 billion worth of capital improvements, which include a new, energy-efficient rental car center, a gold LEED certified international terminal which opened to the general public on May 16, 2012 (for more information, go to www.atlanta-airport.com/internationalterminal/) 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 <http://www.youtube.com/AtlantaHartsfield>, follow us on Twitter (@Atlanta_Airport) and become a fan on Facebook (Hartsfield-Jackson Atlanta International Airport).