



For Immediate Release
November 17, 2017

Hartsfield-Jackson Launches ‘Market the Welcome’ Campaign

Signage, digital displays highlight Atlanta, state for international travelers

ATLANTA – Hartsfield-Jackson Atlanta International Airport (ATL) officials will unveil a unique marketing effort targeting international travelers Tuesday, Nov. 21. The “Market the Welcome” campaign is a joint effort produced in partnership with the Atlanta Convention and Visitors Bureau and Georgia tourism to invite and inspire international visitors with breathtaking visuals of the Atlanta and Georgia experience.

ATL is the fifth airport in the nation to implement the program, which offers a best-in-class arrival experience for visitors. Comprised of welcoming signage and digital displays, the program aims to provide travelers a warm, seamless experience as they proceed through immigration and exit through Maynard H. Jackson Jr. International Terminal.

WHO: Michael Smith, Senior Deputy General Manager, Hartsfield-Jackson Atlanta International Airport
Kevin Langston, Deputy Commissioner of Tourism, Georgia Department of Economic Development
William Pate, President and Chief Executive Officer, Atlanta Convention and Visitors Bureau
Christopher Thompson, President and Chief Executive Officer, Brand USA

WHAT: Press conference announcing “Market the Welcome” campaign

WHEN: 11 a.m. Tuesday, Nov. 21, 2017
Media must arrive no later than 10:30 a.m.

WHERE: Hartsfield-Jackson Atlanta International Airport
Maynard H. Jackson Jr. International Terminal
2600 Maynard H. Jackson Jr. Blvd.
Atlanta, GA 30354

NOTES TO MEDIA:

This event will be held post-security at the Maynard H. Jackson Jr. International Terminal and requires vetting of media. Please submit name and date of birth for each media member attending to media@atl.com

Media must arrive in the International Terminal Departures level by 10:30 a.m.

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Hartsfield-Jackson Atlanta International Airport

Hartsfield-Jackson (ATL) is the world's busiest and most efficient airport, serving more than 104 million passengers annually with nonstop service to more than 150 U.S. destinations and 70 international destinations in more than 50 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, sustainability, architectural engineering, and construction. ATL is now in the midst of a multi-billion dollar capital improvement program, ATLNext, that will modernize the Domestic Terminal and concourses, create new parking decks, construct a 440-room hotel, Class A commercial office space, add a new runway, new concourse and expand cargo facilities. For more information, visit www.atl.com.

NOTE TO NEWS EDITORS

For HD broadcast quality b-roll of airport operations, events and generic interior/exterior shots, click here to view our ATL Video Newsroom: <https://vimeo.com/atlairport/channels>