

# 2022 ANNUAL REPORT

ATLANTA CONVENTION  
& VISITORS BUREAU



## Table of Contents

- 3**  
Letter From Our President And Chair
- 4**  
About ACVB
- 5**  
Bed Tax Background
- 6**  
Selling Atlanta
- 9**  
Preparing For Future Groups
- 10**  
Marketing Atlanta
- 16**  
Making A Difference
- 17**  
ATL in the News
- 18**  
Diverse Atlanta Experiences
- 20**  
Atlanta Sporting Events
- 21**  
Accolades and Awards
- 22**  
Senior Leadership
- 23**  
2022 Board of Directors

# Letter From Our President And Chair



## WILLIAM PATE

President and CEO  
Atlanta Convention & Visitors Bureau



## KRIS REINHARD

Chair of the Board of Directors  
Atlanta Convention & Visitors Bureau  
Partner, Fifth Group Restaurants  
General Manager, Bold Catering & Design

### To our members, hospitality partners and colleagues,

As we look back on 2022, two themes emerged: business recovery and future positioning. As face-to-face gatherings returned, Atlanta hosted 20 major citywide events in 2022 and its largest corporate convention in two years. Hotel occupancy increased almost 50 percent year over year, marking the highest level since the beginning of the pandemic. By keeping Georgia open for business, our state and city government gave Atlanta a leg up on the competition when convention business began to return. The sales team at ACVB had a spectacular year, leading the country in booking convention business for future years.

Financially, ACVB received a boost from our first full year collecting hotel/motel tax on short-term rentals. We appreciate the Georgia General Assembly and the City of Atlanta for addressing this need to level the playing field for all inn keepers by passing this important legislation in 2021.

As we look ahead, Atlanta's hospitality industry has a lot to be excited about. Our business is not only rebounding, it is accelerating. Lead volume is the highest it has been since 2020, and hotel occupancy is approaching 70 percent. We are very optimistic about the industry as our convention calendar is strong through the end of the decade. Atlanta has also caught the attention of the world's leading travel experts as a must-see destination. Lonely Planet named Atlanta to its 'Best in Travel' list for 2022 - the only city in the United States included in this list. National Geographic included Atlanta as a must-see destination in its 'Best of the World' list, highlighting our history and culture. There is also a tremendous amount of hospitality development happening all across the city, giving planners new options when hosting their events in Atlanta. With our globally accessible airport, expanding hotel portfolio and continued enhancements to our walkable convention center campus, Atlanta continues to provide an elevated meeting experience to guests. Atlanta has a robust sports portfolio and continues to be awarded championship sporting events. The city was announced as one of 16 North American cities that will host 2026 FIFA World Cup matches. For the second time in less than a decade, the city was also chosen as the host of the 2025 College Football Playoff National Championship. Atlanta is the first city to repeat as a host destination for college football's biggest game.

There is no doubt 2022 was a year of resurgence for Atlanta's hospitality community. Our innovative marketing programs have Atlanta well-positioned as an attractive destination for both leisure and business travelers. The momentum of a strong convention calendar, coupled with extensive development projects across the city, will continue to drive our success as we see continued visitor growth from all sectors.

# About ACVB

**ESTABLISHED IN 1913**  
**MARKETS ATLANTA TO TOURISTS, CONVENTION ATTENDEES, MEETING PLANNERS AND BUSINESS TRAVELERS**

Promotes entire destination:

- o Hotels
- o Restaurants
- o Attractions

Nearly **110,000 hotel rooms** in metro Atlanta  
Bed tax collected on accommodations in the city of Atlanta (**approximately 26,000 hotel rooms and 6,000 short-term rental listings**), primarily in:  
o Downtown  
o Midtown  
o Buckhead

## 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

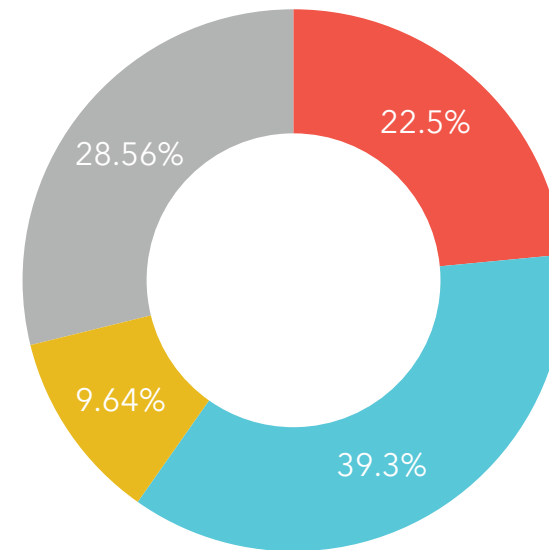
## Vision

To be the most hospitable convention city in the U.S. that is the easiest with which to do business

# Bed Tax Background

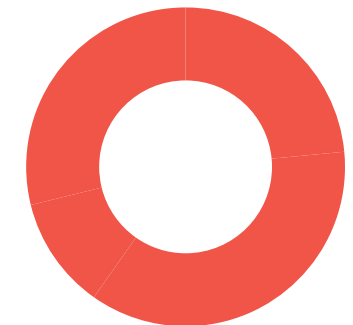
**CURRENT CONTRACT DATED 2018 WITH EXPIRATION IN 2027**

Contract is between ACVB and Georgia World Congress Center Authority (GWCCA)



**FIRST 7%**

- ACVB
- Mercedes-Benz Stadium
- GWCCA
- City of Atlanta



**LAST 1%**

ACVB CONVENTION MARKETING FUND

## SELLING ATLANTA

In 2022, ACVB  
booked

**18 major citywides and more  
than 822,000 convention  
room nights**

ACVB hosted

**35 groups with more than  
2,500 room nights on peak**  
compared to 34 in 2019



As Atlanta gears up to **host ASAE in 2023**, ACVB coordinated a 2023 planning committee and took a contingent to the 2022 convention in Nashville for reconnaissance. ACVB also hosted International Association of Exhibitions and Events' (IAEE) annual board meeting and Major American Trade Show Organizers' (MATSO) meeting to promote the future of Atlanta and showcase the city as a welcoming and accessible destination.



**ACVB PLANNED,  
DESIGNED AND  
BUILT A NEW  
TRADE SHOW  
BOOTH TO BE  
USED FOR IMEX,  
IAEE, RCMA  
AND HOLIDAY  
SHOWCASE.**

**“Atlanta also serves as a prime locale for meetings, conventions and trade shows, with its expanding array of hotels, state-of-the-art meeting and event venues, a walkable convention and entertainment district, and easy access to Hartsfield-Jackson Atlanta International Airport.”**

– Trade Show News Network



Photo by 2014, Richard Lubrant

## PREPARING FOR FUTURE GROUPS



**Hosted more than 160 in-person site visits**

including 77 definite customer planning site visits

**Organized and hosted seven major citywide customer FAM trips**

**Completed pre-show promotion travel and on-site attendance building activity at 10 of our largest 2023 trade shows**

**Achieved a 4.9 / 5 score in overall satisfaction with ACVB from meeting planner event surveys**

**Supported enhanced services to 50 mid-tier and major citywide groups**

**Provided marketing support to more than 30 enhanced groups**

# MARKETING ATLANTA

## Key Website Metrics

### Social Media



**120.2 million** impressions  
**6.2 million** engagements

### Website Traffic



**3.6 million** sessions  
**9.6 million** page views

### Consumer Media Campaigns



**16.4 million** impressions

### Meeting Planner Media Campaigns



**600,000** impressions

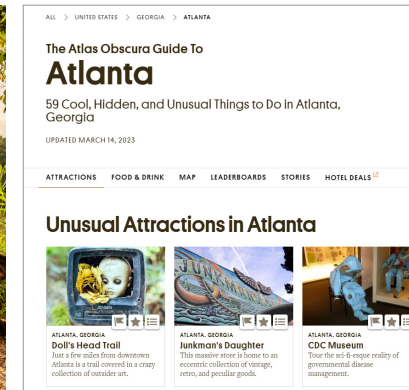
### Discover Atlanta App



**247,832** app page views  
**4,298 average** monthly active users

## Partnership with Atlas Obscura

ACVB partnered with Atlas Obscura, an award-winning travel publication, to expand the Atlanta pages by 32 percent to a total of 58 pages. ACVB ran a six-month long campaign driving traffic to the Atlas Obscura Atlanta destination microsite using social media, display ads and email. In addition, Atlas Obscura created a podcast dedicated to the Battle of Atlanta Cyclorama exhibit.



**Total impressions**  
**15.8 million**  
**Social media impressions**  
**10.6 million**  
**Email impressions**  
**3.6 million**  
**Email clicks to site**  
**15,000**



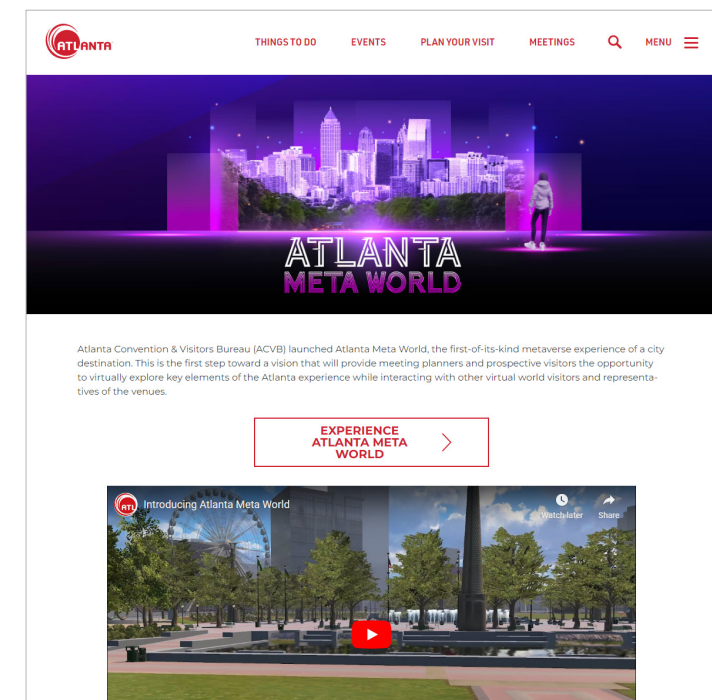


**“ATLANTA CVB (ACVB) HAS UNVEILED ATLANTA META WORLD, AN IMMERSIVE 3-D EXPERIENCE IN THE “METAVERSE” THAT CURRENTLY ALLOWS USERS TO VIRTUALLY NAVIGATE THE DESTINATION’S DOWNTOWN CENTENNIAL OLYMPIC PARK.”**

– USAE

### Atlanta Meta World

ACVB launched Atlanta Meta World, a first-of-its-kind metaverse experience of a city destination. This is the first step toward a vision that will provide meeting planners and prospective visitors the opportunity to virtually explore key elements of the Atlanta experience while interacting with other virtual world visitors and representatives of the city’s venues.



# ON A DIFFERENT LEVEL

## On A Different Level

ACVB launched the On a Different Level marketing campaign to amplify key Atlanta content in a creative way. The concept aims to inspire travel and positively change the perception of visitors traveling from key fly and drive markets.

The essence of the On a Different Level concept is best summarized as follows: "Atlanta doesn't settle for doing anything the way it's always been done. We didn't create freedom, soda, grits or hospitality—we elevated them into something sacred. We didn't invent hip-hop—we just took it to a whole different level.

Atlanta, On a Different Level [\[VIDEO\]](#)



**“ ATLANTA IS A CITY THAT’S SIMULTANEOUSLY KNOWN FOR ITS RICH HISTORY AND INFLUENCE ON THE FUTURE. A CITY OF TRANSFORMATION, IT’S THE BIRTHPLACE OF CIVIL RIGHTS LEADER MARTIN LUTHER KING JR., AND REMAINS A POLITICAL HOTBED IN TODAY’S NATIONAL DISCOURSE.”**

– Condé Nast Traveler



## MAKING A DIFFERENCE



### Community Engagement for Groups

ACVB launched a new community engagement website resource for meeting planners including new turnkey service for convention donations through the Legacy Collective Atlanta Giving Circle. Legacy Collective provides the resources to meeting planners, event attendees and companies to give back to nonprofits while gathering in Atlanta.

### Giving Back in the Community

As part of Event Service Professionals Association's Celebrate Services Week, ACVB volunteered with Trees Atlanta to help with arboretum maintenance on Atlanta BeltLine Eastside Trail, hosted a CVB-wide clothing drive for Atlanta Center for Self Sufficiency and organized a Downtown development tour with Central Atlanta Progress.



## ATL IN THE NEWS



### Engaged Travel Media

ACVB engaged regional, national and international journalists while traveling to industry events including STS Domestic Showcase, IPW, PRSA Travel and Tourism Conference, International Media Marketplace and Travel Media Meetup.

### Hosted Travel Journalists

In partnership with CityPASS, ACVB hosted travel journalists to highlight attractions in the program as well as restaurants, hotels and additional members in the city.

### Hosted International Media

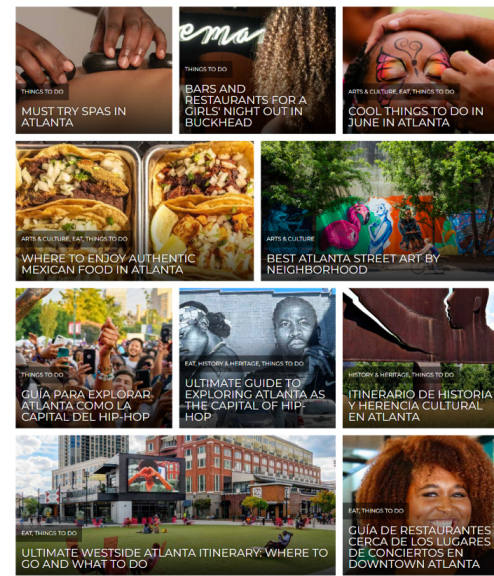
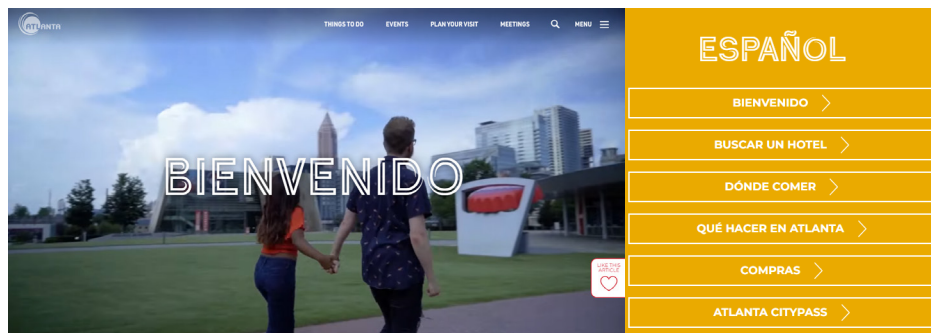
ACVB hosted a radio crew from a top-rated morning drive show in Cape Town, South Africa to promote Delta's new direct flight between Cape Town and Atlanta.



## DIVERSE ATLANTA EXPERIENCES



ACVB continued to prioritize diverse travel experiences and DEI efforts by expanding the quantity and cadence of Spanish language content across web and print. After a successful and award-winning launch of the ATL Unguided digital and print content covering the Black travel experience in Atlanta, ACVB updated and expanded the content ensuring it remains contemporary and relevant.



**“ WITH A NEW GREENWAY CUTTING THROUGH THE CONCRETE JUNGLE, AND A CREATIVE MUSEUM DEDICATED TO SOUTHERN RAP MUSIC, GEORGIA’S CAPITAL IS BECOMING A LEAFY, LIVELY CULTURAL HUB.”**

– National Geographic Traveler



Photo by The Sintoses

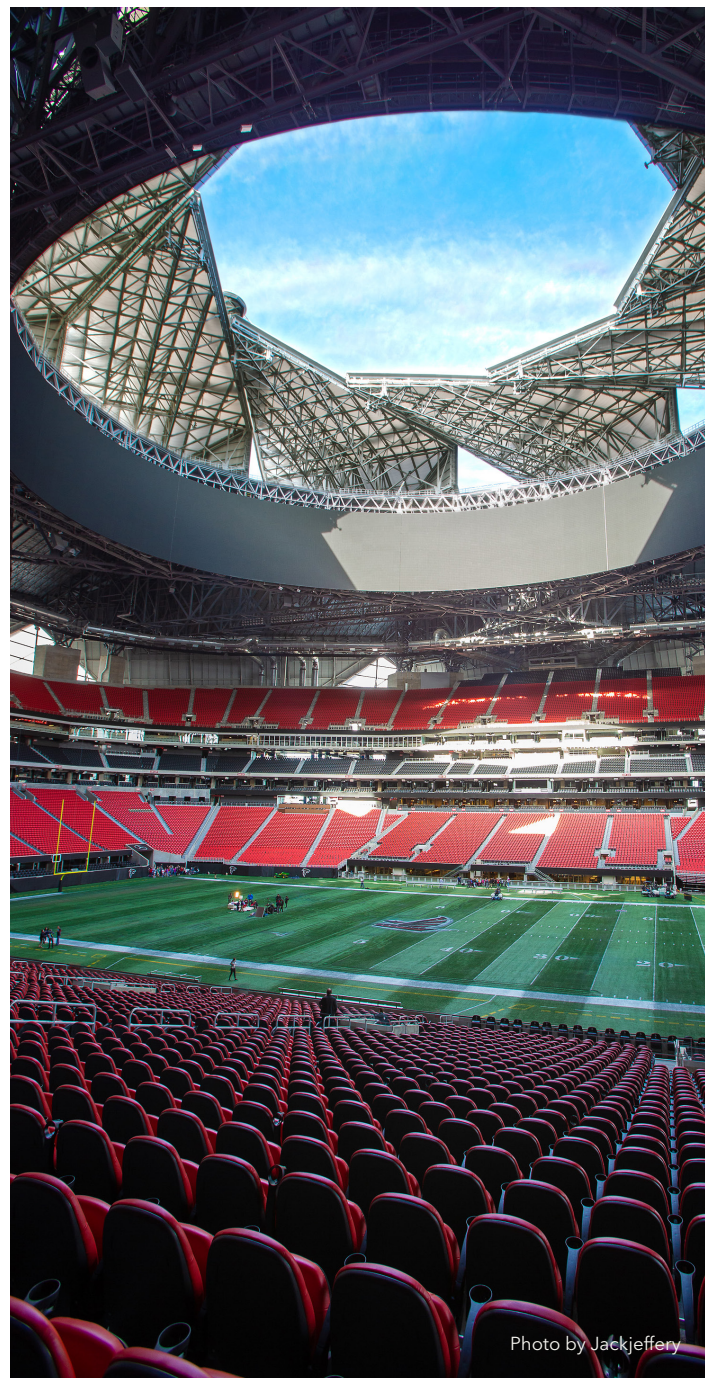
## ATLANTA SPORTING EVENTS

### 2025 College Football Playoff National Championship

For the second time in less than a decade, the city of Atlanta will host the 2025 College Football Playoff (CFP) National Championship. The game is slated for Monday, Jan. 6, 2025, at Mercedes-Benz Stadium. Atlanta becomes the first city to repeat as a host destination for college football's biggest game.

### 2026 FIFA World Cup

The 2026 FIFA World Cup will be the largest edition of the world's most popular sporting event yet, with 48 teams vying for soccer's biggest prize in matches hosted across the United States, Mexico and Canada.



## ACCOLADES AND AWARDS

### Best in Travel 2022

Lonely Planet

### Best Cities for Conferences (No. 4)

Smart Assets

### Best of the World 2022

National Geographic Traveler

### The Best Place to Live in the U.S. (No. 1)

MoneyMagazine.com

### 2022 Best CVB/DMO Finalist

Stella Award

### Platinum Adrian Award

ATL Unguided

Diversity Marketing, HSMAI Adrian Awards

# Senior Leadership



**WILLIAM PATE**  
President and CEO  
Atlanta Convention & Visitors  
Bureau



**KRIS REINHARD**  
Chair of the Board of Directors  
Atlanta Convention & Visitors  
Bureau  
Partner, Fifth Group  
Restaurants  
General Manager, Bold  
Catering & Design



**CHARLENE LOPEZ**  
Vice President, Sales



**KRISTIN DELAHUNT**  
Vice President, Destination  
Services



**GREGORY NEGAS  
PIERCE**  
Executive Vice President and  
Chief Administrative Officer/  
Chief Financial Officer



**MARK VAUGHAN**  
Executive Vice President and  
Chief Sales Officer



**PHOLETA ALEXANDER**  
Vice President, Technology  
and Facilities



**ANDREW WILSON**  
Executive Vice President and  
Chief Marketing Officer



**CYNTHIA MOKOTOFF**  
Vice President, Human  
Resources



**SHEREETHA BELL**  
Vice President, Brand



# 2022 Board of Directors

## Officers

Chair, Board of Directors and Executive Committee  
Kris Reinhard  
Partner  
**Fifth Group Restaurants, Inc.**

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

Vice Chair  
Ron Tarson  
General Manager  
**Westin Peachtree Plaza**

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

Vice Chair  
Chair, Board Cultivation  
Leona Barr-Davenport  
President  
**Atlanta Business League**

Treasurer  
Chair, Atlanta Convention Marketing Fund Committee  
Ken Bernhardt  
**Regents Professor of Marketing Emeritus  
Georgia State University**

Secretary  
Chair, Compensation Plan and CEO Contract Committee  
Erica Qualls-Battey  
General Manager  
**Atlanta Marriott Marquis**

## Executive Committee

Ed Baker  
Executive  
**Georgia State University**

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  
**communications21**

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

Brad Koeneman  
General Manager  
**Hilton Atlanta**

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**

Ramon Reyes  
General Manager  
**Omni Atlanta Hotel at CNN Center**

Derek Schiller  
President, Business  
**Atlanta Braves**

Alexis Scott  
**Board member**

Steve Smith  
Sr. Consultant  
**Pendleton Group**

Scott Snipes  
Co-owner  
**Grand Hyatt Atlanta in Buckhead**

Bob Somers  
Vice President, Global Sales  
**Delta Air Lines**

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**

Deisha Barnett  
Vice President, Strategic Communications  
**UPS**

Ken Baye  
Co-owner  
**Stoddard's Guns**

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

M. Brian Blake  
President  
**Georgia State University**

Todd Brosius  
President  
**REEF**

Andrew Chang  
Executive Director  
**Marketing & Outreach  
Piedmont Healthcare**

Pinky Cole  
CEO & Founder  
**Slutty Vegan ATL and Philanthropist**

Tony Conway, CMP  
Founder & CEO  
**Legendary Events**

Dan Corso  
President  
**Atlanta Sports Council**

Tim Dahlen  
General Manager  
**Courtyard Atlanta Midtown & Element Atlanta Midtown**

Dennis DeLoatch  
Executive Vice President & General Manager  
**Carey Atlanta Executive Limousine & Transportation**

Ayo Taylor Dixon  
Sr. Associate Athletic Director  
**GA Tech Athletics Association**

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

Jennifer Dorian  
President & CEO  
**Public Broadcasting Atlanta**

Dr. Meredith Evans  
Director  
**Jimmy Carter Presidential Library & Museum**

Allison Fillmore  
Vice President & Executive Director  
**PGA Tour/Tour Championship**

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**

Jo Ann Herold  
CMO  
**Honey Baked Ham**

Robert Hope  
President  
**Hope - Beckham, Inc.**

Sean Hyslop  
President  
**Sysco Atlanta**

Mark Jaronski  
Deputy Commissioner, Explore Georgia  
**Georgia Department of Economic Development**

Richard Jones  
President  
**Presenting Atlanta**

Anne Hydrick Kaiser  
Vice President, Community and Economic Development  
**Georgia Power**

Julia Lauria  
Vice President, Athlete Branding  
**SportsTrust**

David Malone  
Chief Sales and Marketing Officer  
**Gas South**

David Marvin  
President  
**Legacy Property Group**

Brian P. McGowan  
President  
**Centennial Yards**

John Metz  
CEO & Co-Founder  
**Sterling Spoon Management Services**

Mercedes Miller  
Executive Director  
**GICC**

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

Stan Morrell  
Vice President, Entertainment & Special Events  
**Stone Mountain Park**

Adam Noyes  
Senior Vice President  
**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**

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  
Executive Vice President & Chief Revenue Officer  
**Atlanta Hawks and State Farm Arena**

Bob Schuler  
Vice President  
**Atlanta Convention Center at AmericasMart**

Kris Shea  
Vice President, Business Development  
**Juice Studios**

Kelvin Slater  
Owner  
**Slater Hospitality**

Jim Sprouse  
Executive Director  
**Georgia Hotel & Lodging Association**

John Stephenson  
Vice President, Strategic Partnerships & Special Projects  
**Chick-fil-A, Inc.**

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

Guy Thomson  
Vice President & 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  
Vice President, Global Commerce  
**Metro Atlanta Chamber**



Convention & Visitors Bureau

Atlanta Convention & Visitors Bureau  
233 Peachtree Street NE, Suite 1400,  
Atlanta, GA 30303  
[DiscoverAtlanta.com](http://DiscoverAtlanta.com)  
[@DiscoverAtlanta](https://twitter.com/DiscoverAtlanta)