

### 2019 Annual Report



## **TABLE OF CONTENTS**

| About ACVB                      | pg. 5               |
|---------------------------------|---------------------|
| Letter from President and Chair | pg. 6               |
| Bed Tax Background              | pg. 8               |
| 2019 Highlights                 | р <mark>д. 9</mark> |
| 2019 In Review                  | pg. 10              |
| Sales                           | pg. 12              |
| Convention Services             | pg. 13              |
| International Tourism           | pg. 14              |
| Membership                      | pg. 15              |
| Marketing                       | pg. 16              |
| Public Relations                | pg. 18              |
| Senior Leadership               | pg. 19              |
| 2019 Board of Directors         | pg. 21              |
| Super Bowl LIII Recap           | After end of        |

report

### **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 best and most hospitable city with which to do business

### **ABOUT ACVB**



Established in 1913



Markets Atlanta to tourists, convention attendees, meeting planners and business travelers

Bed tax collected on city of Atlanta accommodations (24,000 rooms), primarily in:

Promotes entire destination:

o Hotels

o Restaurants

o Attractions



Nearly 102,000 hotel rooms in metro Atlanta

n m

- o Downtown o Midtown
- o Buckhead

## LETTER FROM OUR PRESIDENT & CHAIR

To our members, hospitality partners and colleagues,

Atlanta's hospitality industry celebrated a spectacular 2019 with Atlanta Convention & Visitors Bureau (ACVB) seeing record-breaking success.

The year began with all eyes on Atlanta when the city welcomed Super Bowl LIII. More than 1 million fans were greeted with Southern hospitality across the destination during the week leading up the game. Atlanta was praised for its walkability within the convention and entertainment district as sports fans and media from across the globe descended upon Mercedes-Benz Stadium. The energy across the region was electric, and the entire city shined.

This momentum remained with us throughout the year and brought new milestones. Hotel occupancy reached 74 percent, marking the sixth-straight year of landing 70 percent or higher. ACVB welcomed nearly 900 meetings and events with our sales team booking a record-high 28 future citywide groups requiring 5,000+ rooms on peak. This brought total room night bookings to 1.63 million, up two percent from the previous year.

Downtown's walkable convention and entertainment district saw several upgrades, continuing to enhance the visitor experience. Centennial Olympic Park completed an expansive renovation, revitalizing gathering spots and adding additional greenspace in the heart of the city. Georgia World Congress Center continues to grow in show floor space capacity with the completion of Exhibit Hall BC, creating more than one million square feet of contiguous exhibition space. These enhancements offer new experiences to customers, allowing us to grow our convention business.

Atlanta's hospitality portfolio expanded with many new offerings for visitors, including venue renovations, attraction exhibits, and several hotel properties coming online across Downtown, Midtown and Buckhead. New to Centennial Olympic Park is ACVB's visitor information center. Business travelers and leisure guests will find a wealth of information just steps away from their hotel.

The city's sports scene made the exciting announcement that Major League Baseball will bring the 2021 MLB All-Star Game to Truist Park. This marks the third time for Atlanta to host the Midsummer Classic, the first since 2000. The destination is also actively bidding on 2026 World Cup matches. If selected, Atlanta could host several matches and welcome soccer fans from across the globe.

It was a momentous year across the board for Atlanta's hospitality community. From citywide conventions with thousands of attendees or an intimate gathering with only a few guests, our collaborative industry serves up one of the best destination experiences in the world. We celebrate our continued successes together and thank you for your support.



William Pate President and CEO Atlanta Convention & Visitors Bureau



Dexter Warrior Chair, Board of Directors Atlanta Convention & Visitors Bureau Principal and Chief Operating Officer T. Dallas Smith & Company

## **BED TAX BACKGROUND - 8%**

Current contract dated 2018 with expiration in 2027 Contract is between ACVB and Georgia World Congress Center Authority (GWCCA)



## **2019 HIGHLIGHTS**

City of Atlanta hotel occupancy



6th straight year at more than 70%

## **2019 AWARDS**

Top 50 Cities for Meetings and Events Cvent

> 2019 Stella Award Northstar Meetings Group

2019 Platinum Choice Award Smart Meetings

Award of Excellence Corporate & Incentive Travel

2019 Silver HSMAI Adrian Award 2019 Bronze HSMAI Adrian Award

Hospitality Sales and Marketing Association

Phoenix Award Public Relations Society of America, Georgia Chapter

9





## SALES



ACVB booked **28** major citywide conventions for future years

Atlanta hosted **19** major citywide conventions

Group sales lead volume up **108 percent** over goal

32 new business opportunities booked, representing **354,626 room nights** 

1.6 million total room nights booked in 2019

Atlanta hosted **881 conventions**, meetings and events facilitated by ACVB

Conducted 979 site visits



## **CONVENTION SERVICES**



Hosted 120 customer planning trips to Atlanta

Traveled to **20 major customer events** to promote Atlanta for 2020 shows

Hosted **sixth annual UpNext** in Washington, D.C. 58 customers attended | 18 Atlanta sponsoring companies



## INTERNATIONAL TOURISM



### Participated in 13 trade shows and 10 international sales missions

### Hosted 45 FAM trips drawing 263 international attendees from 15 countries

Joined Travel South USA's Global Partnership Program for marketing and sales representation in **eight new markets** 

Worked with Atlanta Braves, Atlanta Falcons, Atlanta Hawks and Atlanta United FC to develop international sales plans to bring international visitors to **Atlanta sporting events** 

Attended Brand USA Travel Week and Brand USA India Sales Mission for **exposure to new markets and clients** 



# MEMBERSHIP



84 percent membership retention rate

Secured 127 new member companies

Hosted eight For Members Only trainings, six Connect networking events, four member orientation meetings, two industry briefing events and one small business-focused event, **drawing a total of 1,847 attendees** 

Connect attendance averaged more than 200 guests per event for the first time ever

ACVB annual meeting drew 867 attendees

Inducted **four new members** into Atlanta Hospitality Hall of Fame



# MARKETING



### **SOCIAL MEDIA**

**136 million** impressions **7.5 million** engagement

### **NEW TRADESHOW BOOTH**

Introduced at ASAE Annual Meeting & Expo Focus on GWCCA new developments Developed virtual bike experience to drive booth traffic

### **ENHANCED PARTNER SUPPORT**

A3C Festival & Conference Atlanta Film Festival Atlanta Jazz Festival Atlanta Pride Festival

### NEW CENTENNIAL OLYMPIC PARK VISITOR INFORMATION CENTER

Partnership with Georgia World Congress Center Authority and staffed by ACVB Equipped with displays to push welcome messages to conventioneers Exterior features interactive mural depicting iconic Atlanta attractions

# MARKETING

### **2019 CAMPAIGNS**

### **Expanded I AM ATL Campaign**

+4 video shorts promoted on YouTube (now 26 in total) +415,432 video views 10,289,840 media impressions / 1,062,446 social engagements

### **Music Voyager**

Released two new episodes – United Atlanta FC and Atlanta's Collaborators Produced three new episodes focused on Atlanta's culinary scene

### **Co-op Campaigns (Summer and Holiday)**

50,980,294 impressions (digital and Southeast radio) 415,700 engagements (social)

### **Meeting Planner Campaign**

21,901,417 million total impressions (all media) 108,384 total clicks

### **Qualified Sales Leads Through Campaigns**

416 in-house leads (253 new)



# **PUBLIC RELATIONS**



### Hosted 60 journalists

Directly influenced **283 placements** including 118 domestic, 79 international and 86 convention trade

### Hosted **11 FAM trips** for journalists

### Positioned ACVB as **singular voice of hospitality industry in Atlanta** by securing 55 local placements



## **SENIOR LEADERSHIP**



Dexter Warrior Chair, Board of Directors Atlanta Convention & Visitors Bureau Principal and Chief Operating Officer T. Dallas Smith & 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

## **2019 BOARD OF DIRECTORS**

#### Officers

Dexter Warrior Chair, Board of Directors & Executive Committee Principal & COO T. Dallas Smith & Co.

John Stephenson Chair, Advisory Board Director, Strategic Partnerships & Special Projects Chick-fil-A, Inc.

Peter McMahon Vice chair General Manager Hyatt Regency Atlanta

Stan Wilson Vice chair Finance and Human Resources Committee Managing Partner Elarbee Thompson, Sapp & Wilson LLP

Ken Bernhardt Vice chair, ACMF committee Regents Professor of Marketing Emeritus Georgia State University

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

#### **Executive Committee**

Ed Baker Executive in Residence Georgia State University

Leona Barr-Davenport President Atlanta Business League

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

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

Daryl Evans Vice President, Strategic Sports Alliances American Cancer Society

Hector Gallardo VP, National Sales Coca-Cola Company

Sharon Goldmacher President communications 21

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

Jo Ann Herold CMO Honey Baked Ham Brad Koeneman General Manager Hilton Atlanta

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

Frank Poe Executive Director Georgia World Congress Center Authority

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

Derek Schiller President, Business Atlanta Braves

Alexis Scott

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

Steve Smith Sr. Consultant Pendleton Group

Ron Tarson General Manager Westin Peachtree Plaza

Armand Vari Partner Jacoby Dev. Inc.

#### **Board of Directors**

Dennis Adamovich CEO Chick-fil-A College Football Hall of Fame

Cynthia Alford Managing Director Destination South Meetings & Events

Natalee Anderson Director, Private Events & Tours Mercedes-Benz Stadium Atlanta Falcons Football Club

Joselyn Baker President Grady Health Foundation

Ken Baye Co-owner Stoddard's Guns

Todd Brosius President AmeriPark

Renay Blumenthal Vice President Marcus Foundation, Inc.

Wonya Y. Lucas President & CEO Public Broadcasting Atlanta

Carrie Sagel Burns President and Co-Founder Atlanta Movie Tours

Mark Castriota General Manager Loews Atlanta Hotel 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 Ext. Operations Ga. Tech Athletics Association

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

Eric O'Brien Partner Jackson Spalding

Dr. Meredith Evans Director Jimmy Carter Presidential Library & Museum John Grant, Jr. Executive Director Celebration Bowl

Martin Gray CMO Georgia Aquarium

Kevin Green President & CEO Midtown Alliance

Robert Hope President Hope - Beckham, Inc.

Sean Hyslop President Sysco Atlanta

Richard Jones President Presenting Atlanta

Anne Hydrick Kaiser VP, Community & Economic Development Georgia Power

Niko Karatassos President & CEO Buckhead Life Restaurant Group

Ashlyn LaPorte General Manager Freeman

Jamie Sims President & Co-Founder WITH/agency

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

Hala Moddelmog President & CEO Metro Atlanta Chamber

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

Stan Morrell Director Stone Mountain Park

Adam Noyes SVP Proof of the Pudding

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 EVP & Chief Revenue Officer Atlanta Hawks & State Farm Arena

Kris Shea VP, Business Development Juice Studios

Bob Schuler Vice President Atlanta Convention Center at AmericasMart

Doug Shipman President & CEO Woodruff Arts Center

Kelvin Slater Owner Slater Hospitality

Bob Somers SVP, Global Sales Delta Air Lines

Jim Sprouse Executive Director Georgia Hotel & Lodging Association Gary Stokan President & CEO Chick-fil-A Peach Bowl

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

Jane Turner Executive Director Children's Museum of Atlanta

Dan Vargas CEO Dortch Vargas Amigos

Allan Vella President Fox Theatre

Pat Upshaw-Monteith President and CEO Leadership Atlanta

John Woodward Sr. Director, Global Commerce Metro Atlanta Chamber





ATLANTA

Mercedes-Benz STADIUM



### **SECURING AND PLANNING FOR SUPER BOWL LIII**

#### February 2015

- ACVB's trade show sales team began work with Atlanta Sports Council on Super Bowl bid
- Bid emphasized walkable downtown campus and proximity of Mercedes-Benz Stadium to new attractions which were not around in 1994 and 2000, Atlanta's previous Super Bowl host years

#### May 2016

- William Pate and Atlanta's delegation presented bid entitled "Atlanta Transformed" to NFL owners in Charlotte; Atlanta awarded Super Bowl LIII with four-ballot vote
- ACVB social media post officially announced that Atlanta will host Super Bowl LIII

#### February 2017

 Atlanta Super Bowl Host Committee created; ACVB staff joined Atlanta Sports Council, Atlanta Super Bowl Host Committee and other city stakeholders to attend Super Bowl in Houston for planning meetings with NFL, city and CVB representatives; repeated trip in 2018 for Super Bowl in Minneapolis

#### May 2018

 ACVB executives began serving on panels and speaking at various industry events to inform and inspire audiences about the game for 10 months leading up to it



•••

It's official. The Super Bowl is coming to Atlanta in 2019.



Lindsey Watts, Brandy Hudgins and 1.2K others 47 Comments 492 shares



# INSIDE THE HUDDLE

## **VOLUNTEER COMMITTEES**

### June 2018

- · Host committee formed subcommittees; ACVB employees assumed professional volunteer roles
- Attractions, restaurant and retail committee
  - Engaged local restaurants and attractions, served as a top resource for significant hospitality stakeholders on all things Super Bowl LIII and communicated opportunities for attractions, restaurants and retail partners to be involved in marketing and branding
- Communications committee
  - o Tasked with amplifying messaging pertaining to goals of the host committee and telling Atlanta's story through earned media coverage
- Georgia World Congress Center campus committee
  - o Responsible for information flow between campus facility programming and ACVB regarding policies and hotel community and visitor information
- Hotel committee
  - o Facilitated all NFL agreements, deadlines and timelines for more than 100 hotels and executed rate and block confirmation agreements for these hotels; created hotel décor package
- Social media committee
  - o Pushed destination, transportation and 'Know Before You Go' messaging along with event information to generate awareness and develop engagement on social media
- Venue committee
  - Managed 100+ venue and restaurant hold for NFL first right of refusal; created accompanying venue catalog to promote locations
- White glove committee
  - o Hired liaisons to assist NFL owners and book restaurants for NFL VIPs and owners

#### July 2018

 ACVB began monthly internal meetings to align departments and employees serving on these various Super Bowl committees

SUPER BOWL LIII



## **ACVB AND HOST COMMITTEE COLLABORATION**

### August 2018

• ACVB started hosting host committee's marketing and communications team for monthly meetings; events team joined periodically as well

#### September 2018

• ACVB hosted a record-number 400 members for a Super Bowl-focused Hospitality Industry Briefing at The Carter Center; host committee presented secondary look and department updates to group; five local media outlets attended

#### October 2018

- ACVB launched event portal for members to submit road closures, permitting and partner events; information used to inform host committee as well as content for Atlanta.net calendar of events
- ACVB participated in the host committee's kickoff event for Team ATL volunteers at Mercedes-Benz Stadium
  - o ACVB secured prizes from partners and members for prize wheel giveaways; shared with Metro Atlanta Chamber to avoid duplication of asks
  - o Gave away 300 'I AM ATL' buttons, more than 500 pens, 200 copies of Atlanta Now, 200 lapel pins and 100 ACVB-branded cups

| MAJOR SPORT                  | ING EVENTS IMP | ACT ATLANTA      |  |
|------------------------------|----------------|------------------|--|
| CHAMPIONSHIP<br>CHAMPIONSHIP |                | ALL-STAR<br>GAME |  |
| MEAC I SWINC                 | СНАМРІОЛЯНІР   | BOWL             |  |
|                              | CHAMPIONSHIP   |                  |  |
|                              |                |                  |  |





### **PROMOTING ATLANTA**

### December 2018

- news.atlanta.net/superbowl launched 53 days out
  - o Suggested live shot locations and story ideas
  - o Prerecorded interview with William Pate captured Super Bowl LIII and Atlanta talking points and gave reporters quotes and soundbites instantly

### January 2019

- ACVB debuted a welcome video for Super Bowl LIII featuring 19 notable Atlantans from an array of iconic Atlanta locations
  - o The video received more than 100 placements, equating to \$22,803 in publicity value
  - o 8,677 views on YouTube
  - o Super Bowl welcome video 1: 1,892 views
    - Super Bowl welcome video 2: 1,381 views
  - o 147,845 video views, 2,051 likes and 439 shares on social media
    - Shared on Instagram, Twitter and Facebook by Discover Atlanta, City of Atlanta and Gospel Celebration
      - Posted by five celebrities and/or brands (Big Boi, NeNe Leakes, Angel McCoughtry, Elana Meyers-Taylor and SPANX)
  - o 133,281 video views from Orange 142 media instream and geofenced
  - o 156,957 video views from paid social media
  - o Three ACVB-produced Welcome to Atlanta spots aired on Atlanta Channel 469 times for a total run time of 5 hours and 53 minutes, gaining 6.7 million Nielson-rated impressions
    - The three Super Bowl LIII welcome videos included a 60-second version, a 30-second version and a welcome from William Pate

NEWSROOM Super Bowl LIII

Welcome to Atlanta!



Covering Super Bowl LIII?

- Super Bowl LIII welcome (60 second version) earned 1,993,502 impressions
  - o Cost: \$2,297
  - o CPM: \$1.15
- Teams determined; targeted Los Angeles and New England audiences
  - o ACVB PR sent emails to journalists in Boston and Los Angeles following AFC and NFC championship games, welcoming them to Atlanta
  - o Discover Atlanta social media targeted audiences in Boston and Los Angeles
- William Pate joined Arthur Blank, Georgia Governor Brian Kemp, Atlanta Mayor Keisha Lance Bottoms, NFL Commissioner Roger Goodell and other state and city leaders to open the trading day on the New York Stock Exchange Jan. 22 by ringing the iconic NYSE Opening Bell, followed by a media lunch panel





## **VISITORS AND MEDIA ARRIVE**

- Airport welcome
  - o ACVB supplied 300 pre-stuffed survival kits for media arriving at Hartsfield-Jackson Atlanta International Airport and used two airport VIC Super Bowl video screens to welcome visitors
  - Provided visitors with 3,500 Atlanta Now magazines, Peachtree Connects, Atlanta pens and I AM ATL pins as well as 3,500 coupons from partners
- Hotel welcome desks
  - o 36 hotels selected by NFL received ACVB collateral
    - 13,200 Atlanta Now Super Bowl LIII edition
    - 90,000 circulations of Atlanta Magazine Super Bowl LIII commemorative guide
    - 40,150 Peachtree Connect guides
    - 105 map pads
    - 450 additional items including bags, pens, pins and more distributed
- Barberstock
- ACVB's marketing and PR teams set up a timed, limited-access digital asset library through Barberstock for media needing destination photos and b-roll during Super Bowl
- Assets available for immediate access and download after user filled out a simple information form; allowed PR team to track where things were used and follow up for stories





### **WEEK LEADING UP TO SUPER BOWL LIII**

- ACVB's PR team led efforts with host committee to staff media lounge, greeting nearly 11,000 credentials journalists during the seven-day period
  - o Attendance
    - Sunday: 500
    - Monday: 966
    - Tuesday: 1,385
    - Wednesday: 2,300
    - Thursday: 2,503
    - Friday: 2,718
    - Saturday: 300
  - o Total: 10,772
- ACVB volunteers in the social media



- command center responded to all communications via social media on behalf of the host committee o Included content creation and fan engagement which encompassed answering all fan questions, complaints and responses regarding the NFL, Super Bowl LIII or any Super Bowl- related events
- Geofencing
  - ACVB geofenced the Georgia World Congress Center campus and major hotels, serving up the Welcome to Atlanta video
  - o After seven days, the same audience was retargeted with the "On a different level" video
  - o This resulted in a 73 percent video completion rate at halfway mark of the retargeting campaign
- ACVB hosted the three surviving members of the 'Never Miss a Super Bowl Club', their guests, media and ACVB executives at The Commerce Club, overlooking Mercedes-Benz Stadium, followed by a visit to Georgia Aquarium with a behind-the-scenes tour and sea lion encounter
  - o More than 300 placements featured the group and destination including AP, USA Today and Atlanta Journal-Constitution
- ACVB's trade show sales team hosted a Super Bowl weekend experience for 18 customers and their guests
  - o Planning for FAM began February 2018; engaged attendees in September 2018
  - o Trip included dinner Saturday, brunch Sunday morning, tailgate activities and the game
  - o Attendees received a Super Bowl backpack welcome amenity



### **FINAL METRICS**

- Web traffic
  - o 604,044 page views to Atlanta.net's Super Bowl minisite (atlanta.net/superbowl), which resulted in a 35 percent increase in all page views, a 42 percent increase in all sessions and a 46 percent increase in new users from the previous year
  - o 46 percent increase in page views for two weeks leading up to the game compared to same timeframe in 2018
- Newsletters
  - o 151,611 e-newsletters sent regarding Super Bowl LIII and related events, resulting in 1,485 clicks to Super Bowl content



### **DISCOVER ATLANTA**

50 Fun Things To Do | Winter Festivals



### Atlanta rolls out the red carpet for Super Bowl

The city is alive with concerts, fan villages, interactive theme parks, the gospel celebration and tons of special events, all leading up to the big game on Feb. 3 at Mercedes-Benz Stadium.



- App
  - o 54,606 Discover Atlanta app clicks with 20.9 average clicks per new user per day and 723 new installs



- Events
  - o 95 Super Bowl events posted to Atlanta.net and Discover Atlanta app
- Blog content
  - o 35 blog posts added to the Super Bowl minisite and Discover Atlanta app



- Earned media placements
  - o ACVB secured 202 Super Bowl-related placements on the destination:

CNN.com - Atlanta's neighborhoods: Best places to eat, drink and play
USA Today.com - 10 great Atlanta sites for Super Bowl visitors
Lonely Planet - Atlanta for sports fans: where to watch, cheer or play
CBS News - Atlanta: The new Hollywood of the South





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