



Atlanta Convention & Visitors Bureau Partners with Lenox Square and Phipps Plaza to Promote Atlanta

- 88 Percent of International Tourists List Shopping as Their Favorite Thing to do on Vacation -

ATLANTA (Feb. 27, 2007) – Atlanta Convention & Visitors Bureau (ACVB), Phipps Plaza and Lenox Square have developed a partnership promoting the city as a shopping destination to visitors. The multi-tiered program will help grow Atlanta’s market share of visitors, as well as increase the economic impact of each visitor to the city. The program was created in the spirit of Brand Atlanta, the effort Mayor Shirley Franklin fashioned in 2005 to help promote the city as a convention and tourism destination.

As part of the partnership, a brochure highlighting Atlanta’s appeal as a shopping destination will be distributed to more than 200 hotels throughout North Atlanta and Buckhead, ACVB visitor centers and at various tourism tradeshows attended by ACVB representatives. Another component, the “VIP Offers” Program, directs visitors to Lenox Square and Phipps Plaza to obtain the “VIP Offers” book for discounts from more than 70 retailers. The book will be updated every six months to include new offers.

The partners will also continue to build on the success of ACVB’s “Legendary Shopping” hotel package program that began in 2005. The package includes special rates on hotel accommodations, complimentary breakfast for two, complimentary self-parking and a \$25 Simon gift card. Packages are available for purchase on Atlanta.net or by calling 800.ATLANTA.

Shopping is listed by Travel Industry Association as one of the top activities for international visitors and according to the U.S. Department of Commerce, Office of Travel & Tourism Industries (OTTI), 88 percent of international tourists list shopping as their favorite thing to do on vacation. In 2005, OTTI reported that 564,000 overseas visitors spent some time in Atlanta while on their trip to the United States. Atlanta ranks as the 11th most visited city in the country, with the majority of visitors arriving from Western Europe or Asia. Germany, the U.K. and Japan were the top countries generating visitors to Atlanta in 2005.

“We are excited to continue our relationship with ACVB to promote tourism efforts in Atlanta, while encouraging shopping trips to two great shopping icons in the Southeast,” said Dewayne Herbert, area director of mall marketing for Lenox Square and Phipps Plaza. “Tourism is a vital part of our malls’ shopper base, and we welcome the opportunity to spread the word about what Lenox Square and Phipps Plaza have to offer.”

Atlanta Convention & Visitors Bureau

Established in 1913, ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as a premier convention, meeting and leisure destination in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism. www.atlanta.net

Lenox Square

Located in the heart of Buckhead, Lenox Square is an Atlanta landmark. Founded in 1959, Lenox Square is one of the largest shopping malls in the Southeast. Anchored by Bloomingdale’s, Neiman Marcus and Macy’s, shoppers have more

than 250 store choices – more than 30 of which are exclusive to the mall. Stores range from designer boutiques such as Salvatore Ferragamo and Nicole Miller to casual staples such as J.Crew and Banana Republic. Four white-tablecloth restaurants and an extensive food court make the area a popular dining and entertainment destination. Lenox Square annually celebrates “4th of July at Lenox Square,” the largest fireworks show in the Southeast and is home to the annual Macy’s Tree Lighting, an Atlanta holiday tradition. The “Art Walk” is on display year-round, featuring contemporary Georgia artists who work in a variety of media. For a map and store listings, as well as directions, events and job listings, visit www.simon.com

Phipps Plaza

Located in Atlanta’s prestigious Buckhead area, Phipps Plaza is the Southeast’s premier upscale shopping mall. The three-level mall is known for its diverse exclusive store mix and is anchored by Nordstrom, Parisian and Saks Fifth Avenue. Phipps Plaza is home to signature shops including Tiffany and Co., Gucci, Gianni Versace, Frontgate, Niketown, Tommy Bahama’s, Max Mara, Barneys New York CO-Op and Giorgio Armani. Phipps Plaza’s other major attractions include a 14-screen AMC Theatre, three white-tablecloth restaurants, a wine bar and the Veranda food court. For more information visit www.simon.com.

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