



Atlanta Welcomes New Direct Service to Mumbai

ATLANTA (Aug. 7, 2008) – The world’s largest airport will soon be connected with one of the world’s fastest-growing economies as Delta Air Lines announces a new nonstop flight between Mumbai, India and Atlanta’s Hartsfield-Jackson Atlanta International Airport, starting Nov. 1, 2008.

This new service increases Atlanta’s access to the Asian market. Delta Air Lines began nonstop direct service from Shanghai in March 2008. The Mumbai service will provide multiple entry points from the Asian market, which presents significant growth potential for leisure and business travelers through the U.S. and the Southeast region. According to the Travel Industry Association, Indian visitors to the U.S. spent nearly \$3.6 billion in 2007, making them the sixth highest spenders in the U.S.

Mark Vaughan, executive vice president, chief marketing and sales officer for the Atlanta Convention & Visitors Bureau (ACVB), said, “There are a number of major tradeshow in the U.S. that have significant presence from the Indian business community. We hope this new access to Atlanta will prompt those shows to take another look at meeting here. And we know there are several established customers of ours who will benefit from this new service.”

The International Woodworking Fair (IWF), which will be held in Atlanta Aug. 20-23, reports that while just 20 of the show’s 1,000 international exhibitors are from India, the market is one that the show is working hard to grow. According to Patrick LaFramboise, president and CEO of IWF, “India is right up there with the Chinese and Latin American markets in terms of growth potential for our show. Direct service to Atlanta for international attendees, and in particular from the emerging market of India, is something that will benefit us in the years ahead.”

With the addition of Mumbai, Delta will fly nonstop between Atlanta and 78 international destinations – six times as many destinations as were served from Atlanta when the city hosted the Olympic Games in 1996. Because of the airline’s hub in Atlanta, the change will allow Delta to connect more than 150 U.S. destinations to India with just one stop in Atlanta, compared to the current 50 U.S. destinations on the existing route between New York-JFK and Mumbai.

Established in 1913, ACVB is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism. In 2006 Atlanta welcomed more than 38 million visitors, generating \$11.4 billion in direct spending and supporting jobs for more than 227,000 metro Atlantans. For more information, visit www.atlanta.net.

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Photo Attachment:

L-R: Indo-American Chamber of Commerce President Narsi Narasimhan, Georgia Department of Economic Development Commissioner Ken Stewart, Vice President of Government and Community Relations for Turner and ACVB Board Chairman Steve Smith, Delta Air Lines Senior Vice President of Network Planning Robert Cortelyou, Delta Air Lines Vice President of Public Affairs Harold Bevis.

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