



92nd ACVB Annual Meeting and Ultimate Travel Auction Offers Once-in-a-lifetime Trips Across the Globe

ATLANTA (Feb. 28, 2005) – The Atlanta Convention & Visitors Bureau (ACVB) is hosting its 92nd Annual Meeting to spotlight the tourism industry on Thursday, March 3. This year, Atlanta’s hospitality community has joined together to create unique travel packages to all corners of the world. The one-of-a-kind experiences will be auctioned with proceeds benefiting the ACVB 501© 3 Arts Foundation, which is directly responsible for marketing the city’s cultural organizations.

“Each year, the annual meeting is our chance to spotlight different segments of the hospitality industry, but this year we broke away from our normal business luncheon format to a more relaxed evening with an auction as the entertainment,” said Spurgeon Richardson, ACVB president and CEO. “As a community, we have the ability to create unique travel experiences. It’s truly been a collaborative effort – from hotels to cultural organizations to transportation companies – to raise money to market Atlanta’s cultural community.”

Delta Air Lines is donating 50 roundtrip First Class and Business Elite tickets. Atlanta area hotels have arranged for stays in different cities. Local limousine companies are donating car service to the airport. Atlanta catering companies are offering catered dinners before or after the trip. Simon Properties is offering gift cards for pre-trip shopping. Cultural organizations put together some behind-the-scenes tours of world-famous museums. Some executives even offered their personal villas and condominiums to the coiffeurs. All together, 13 unique travel packages will be awarded to the highest bidder in the live auction. Sample packages include:

Paris/Cannes – Two rooms for five nights at the InterContinental Le Grand in Paris and two rooms for two nights at the InterContinental Carlton in Cannes, four round trip tickets in Delta’s Business Elite, a behind-the-scenes tour of the Louvre, two etchings from a Parisian artist and more.

Sundance Film Festival – A luxurious condominium and VIP tickets for the last four nights of the second week of Sundance 2006, two round trip tickets in Delta’s First Class, and VIP access to film premieres and news conferences.

Buenos Aires – Five nights at the Crowne Plaza Buenos Aires, two round trip tickets in Delta’s Business Elite Class, a visit to a cattle ranch, a tango dinner show, private city tours, winery tours and more.

Istanbul – A shopping excursion for four with five nights at the Four Seasons Istanbul, round trip airfare in Delta’s Business Elite Class, city and river tours and more.

Other destination packages up for silent and live auction include New York, St. Barts, Hawaii, Seattle, San Francisco, Beaver Creek in Colorado, St. Simons and more. For those who want to stay home, there will be opportunities to experience Atlanta as a VIP visitor as well. Other items

include a diamond necklace designed by Judith Ripka, private catered events, air time on a private jet, a Nicole Miller designed tie and scarf, and more. In all, more than 55 packaged items will be auctioned at the event.

The ACVB Annual Meeting and silent auction will begin at 6:30 p.m. on Thursday, March 3 in the Windsor Ballroom at the InterContinental Buckhead Atlanta. Spurgeon Richardson and ACVB Chairman of the Board Vicki Escarra will make remarks about the state of the industry. Dinner will be served and the Ultimate Travel Live Auction will begin at 9:00 p.m. Live auction items are available for bid online prior to the event at www.atlanta.net/travel. A full list of auction items is also available on the site.

Presenting sponsors of the Annual Meeting and Ultimate Travel Auction are Delta Air Lines, InterContinental Hotels, The Coca-Cola Company and Cingular Wireless.

Established in 1913, the ACVB is a private, nonprofit organization created exclusively 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.

###

For more information, please contact:

Brandy Humphries
Director, Public Relations & Communications
404.521.6645
bhumphries@atlanta.net