

# URBAN PLANNER

Sarah Beauchamp

## OVERVIEW

# Atlanta

As the largest city in the South, Atlanta has always been a premier meeting, trade-show, and convention destination. But there's much more to Atlanta than meeting space. With more than 80 percent of the U.S. population within a two-hour flight, Atlanta is one of the most accessible destinations in the world. Once attendees arrive, they can hop on the Metro Atlanta Rapid Transit Authority (MARTA) for a 15-minute ride into the heart of Atlanta's walkable convention and entertainment district, with a variety of hotels, world-class attractions, chef-owned restaurants, and exciting nightlife just steps away.

Each neighborhood in Atlanta is packed with personality. Glitzy Midtown provides award-winning music and arts; The Westside has become a magnet for architecture and home-design enthusiasts; Buckhead blends boutiques and galleries with fabulous dining; and Little Five Points melds bohemian grunge with a thriving theater scene. But while Atlanta gleams amid glass and steel towers, the real draw is its people, who offer attendees a healthy dose of Southern hospitality. ●

**Meet in Midtown** Atlanta's Midtown neighborhood provides an award-winning music and arts scene.



For more information: [atlanta.net](http://atlanta.net)



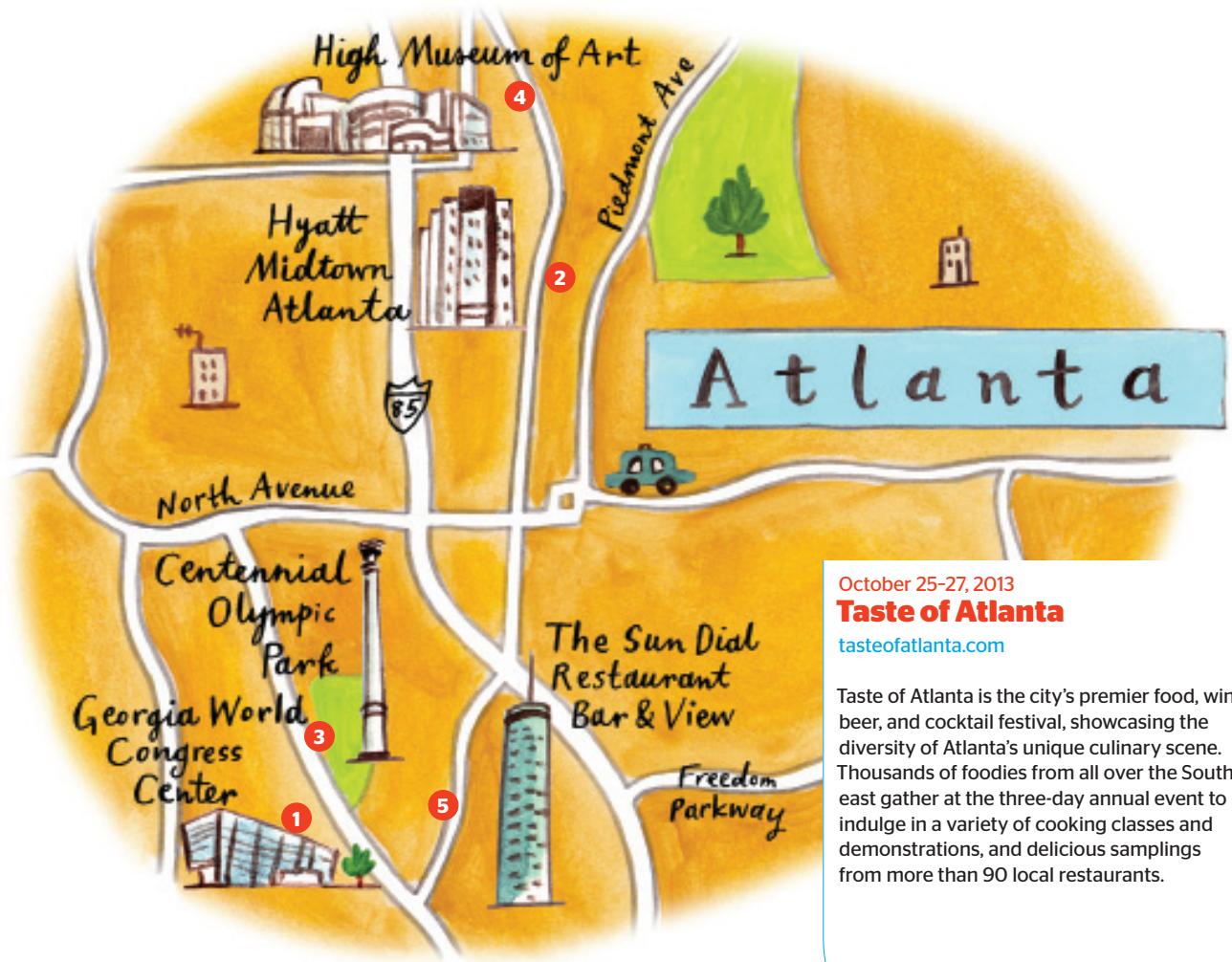
## Streetscape

Atlanta is home to more than 70 streets that include the name "Peachtree," including the well-known Peachtree Street — a lively thoroughfare linking three distinct neighborhoods: Downtown, Midtown, and Buckhead, each offering its own personality and local flavor. Style and substance take center stage in Midtown along Peachtree Street. The famed boulevard maintains a friendly feel while cutting a swath of culture from the marquee events at the Fox Theatre at one end to the Savannah College of Art and Design at the other. And in Buckhead — where shoppers can ferret out the latest trends at fashionable boutiques — Peachtree becomes Rodeo Drive with Southern charm.

## 1 Georgia World Congress Center [gwcc.com](http://gwcc.com)



Located in the heart of downtown Atlanta, the Georgia World Congress Center (GWCC) is surrounded by a number of restaurants, attractions, and more than 10,000 hotel rooms. GWCC, the fourth-largest convention center in the United States, includes 1.4 million square feet of exhibit space, 106 meeting rooms, three auditoriums, and two grand ballrooms.



October 25-27, 2013  
**Taste of Atlanta**  
[tasteofatlanta.com](http://tasteofatlanta.com)

Taste of Atlanta is the city's premier food, wine, beer, and cocktail festival, showcasing the diversity of Atlanta's unique culinary scene. Thousands of foodies from all over the Southeast gather at the three-day annual event to indulge in a variety of cooking classes and demonstrations, and delicious samplings from more than 90 local restaurants.

**2 Hyatt Midtown Atlanta**  
[atlantamidtown.hyatt.com](http://atlantamidtown.hyatt.com)



Situated in Atlanta's art district, the Hyatt Midtown Atlanta is the city's newest full-service

hotel, featuring elegant accommodations while maintaining an intimate lodging experience. The 194-room hotel also offers 3,903 square feet of flexible meeting space and is within walking distance of the Margaret Mitchell House Museum, Piedmont Park, High Museum of Art, and Atlanta Botanical Garden.

**3 Centennial Olympic Park**  
[centennialpark.com](http://centennialpark.com)



The 21-acre Centennial Olympic Park is Atlanta's lasting legacy of the 1996 Summer Olympic

Games. A unique venue for concerts and events, the park is surrounded by the city's top attractions, including the Georgia Aquarium, World of Coca-Cola, Inside CNN Studio Tour, and The Children's Museum of Atlanta.

**4 High Museum of Art**  
[high.org](http://high.org)



Founded in 1905, High Museum of Art is the leading art museum in the southeastern

United States. Part of the Woodruff Arts Center, "The High" has 13,000 works of art in its permanent collection and regularly features exhibits never before seen in the Southeast, including "Frida & Diego: Passion, Politics, and Painting" and, currently, "Girl With a Pearl Earring: Dutch Paintings From the Mauritshuis."

**5 Sun Dial Restaurant, Bar & View**  
[sundialrestaurant.com](http://sundialrestaurant.com)



Dine at Atlanta's most iconic restaurant, 73 stories above the city, atop the Westin

Peachtree Plaza Hotel. The Sun Dial Restaurant, Bar & View is the city's only revolving restaurant and cocktail lounge, offering a breathtaking 360-degree panorama of the skyline.