

ATLANTA

TDC | Oct 15, 2025



ST.PETE
CLEARWATER, FL

Two Events In August & September

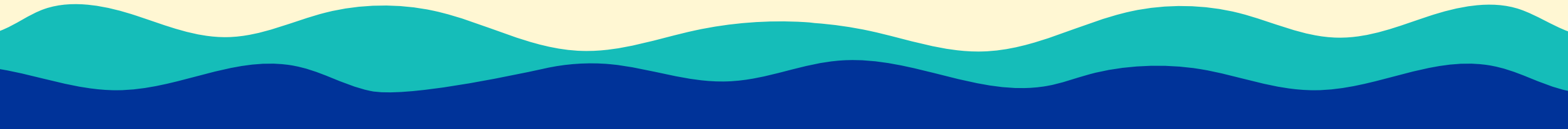
Events chosen to focus on two core “ands” - the arts and dining

Atlanta is a critical fly/drive market (#3 out of state market)



PIEDMONT PARK ARTS FESTIVAL

AUGUST 16 & 17, 2025



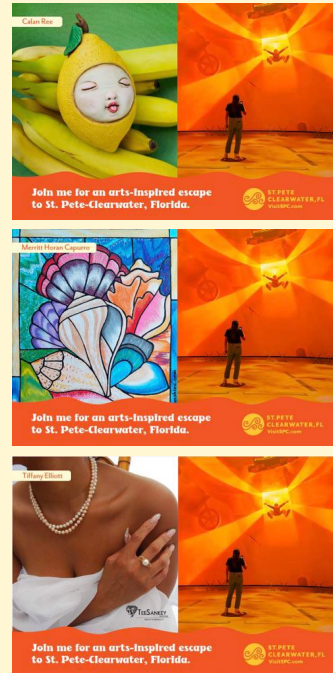
Taking The Arts on the Road

- Traveled with **three local artists**, coordinated through Creative Pinellas
 - Merritt Horan-Capurro (Prints & canvas art) Calan Ree (Ceramic and clay sculptures) Tiffany Elliott (Fine jewelry)
- Estimated 60,000 attendees across the festival



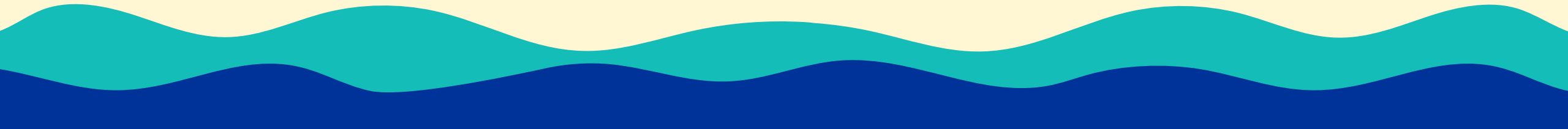
Activities for All

- Sweepstakes and prize giveaways
- Coloring mural & custom postcards with each artist,
- Artist Gallery and sales opportunity
- ATL-based influencers attended the event, promotion to 640K followers
 - Adrie Smith (@standbywithAdrie) + Amé and Roedene (@wanderlusting_wives)



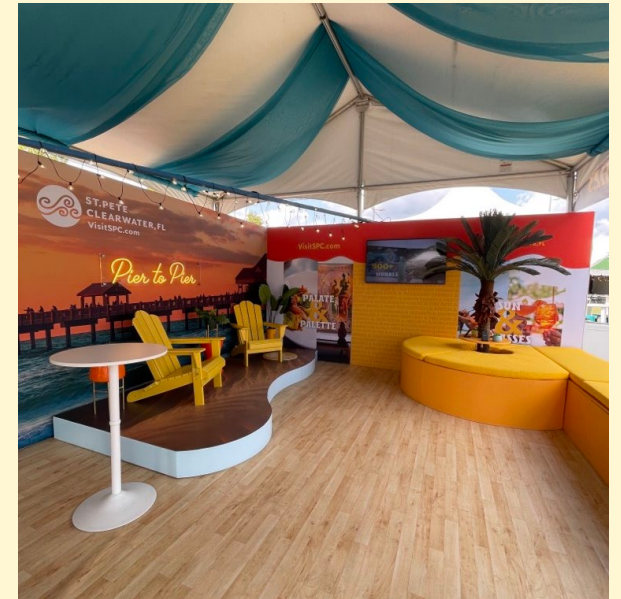
ATLANTA FOOD & WINE FESTIVAL

SEPTEMBER 11-14, 2025



A Taste of SPC in ATL

- Atlanta's signature 4-day culinary event. A four-day festival with more than 10,000 attendees.
- First-Time Culinary Partnership: Visit SPC teamed up **Dunedin's Bon Appétit Restaurant** to showcase the authentic taste of the region throughout the 4-day food & wine celebration



Daily Menu

- Unique Chef-Prepared Dishes: Bon Appétit's Chef Cirino Cruz & team expertly created 4 dishes inspired by the region, executing ~2,000+ samples per day
 - Thursday: Florida Pink Shrimp & Crab • Friday: Petit Cuban Sandwich
 - Saturday: Coconut Gulf Grouper Sandwich • Sunday: Burrata w/ FL Strawberries & Prosciutto



VIP Nights

- Curated VIP experiences during the first hour of each evening, for ATL-based influencers, key media representatives, and local sales and meeting planning decision makers.
- **Influencers:** 116,800 impressions, 2,300 engagements, \$76,400 estimated earned media
@ATLlovesMo (131K), @EatClickRepeat (187K),
@ATLfoodiesofficial (20.8K) @StandBywithAdrie (417K)
- **Media:**
 - AARP, The Atlanta Journal-Constitution, Vue Atlanta, Skye Estroff (ALT's food expert on TV, radio and podcasts)
- **Meetings and Sales**
 - Guests received a first look at the event.
 - GE Vernova, WM Events, Council of State and Territorial Epidemiologists





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