

## Going On Vacation? Here's Travel Ideas For Summer

### ATLANTA

ATLANTA -- Of the nine U.S. geographic regions, the South Atlantic draws more domestic travelers - up to 30 percent -- as a primary destination than any other area, as reported by the Simmons Market Research Bureau. The same report also concluded that about half of the U.S. population will take at least one trip of 100 miles or more, citing the primary reason for the trip to be vacation.

Given these results, Charlotte residents may find this year's obvious vacation choice is Atlanta. According to the U.S. Travel Data Center, 59 percent of Atlanta's visitors from other parts of the South come for personal reasons, including outdoor recreation, entertainment and sight-seeing.

"When vacationers from Charlotte think of Atlanta, the city's skyline of businesses and hotels often comes to mind. However, the metropolitan area is increasingly becoming popular among pleasure travelers with what's beyond the skyscrapers," said Ted G. Sprague, president of Atlanta Convention and Visitors Bureau.

The vast choices of attractions in metro Atlanta, coupled with the fact that the travelers can drive to the city in less than a day, make it the perfect getaway destination.

"As capital of the South, Atlan-

ta is taking new measures to attract leisure travelers, especially from other parts of the region," said W.B. Baldwin, vice president for Advertising and Public Relations for the Atlanta Convention and Visitors Bureau. "No matter how many times you've been here, or your age, there are plenty of surprises awaiting you this trip," he added.

"Together with the established favorites, the new attractions, including Underground Atlanta, promise to make Atlanta the place to be this summer," said Baldwin.

Underground Atlanta, a festival marketplace featuring specialty restaurants, shops and entertainment, highlights the recent openings of Atlanta attractions. New sights and sounds in metro Atlanta also include the SciTrek Museum, Fuqua Conservatory and the Day Butterfly Center. SciTrek, a Science and Technology Museum, houses "hands-on" displays and hosts traveling exhibits.

The Dorothy B. Fuqua Conservatory at the Atlanta Botanical Gardens, America's newest conservatory, features more than 100 exotic plants including endangered species, carnivorous plants and an outstanding collection of rare palms. Callaway Gardens' Day Butter-

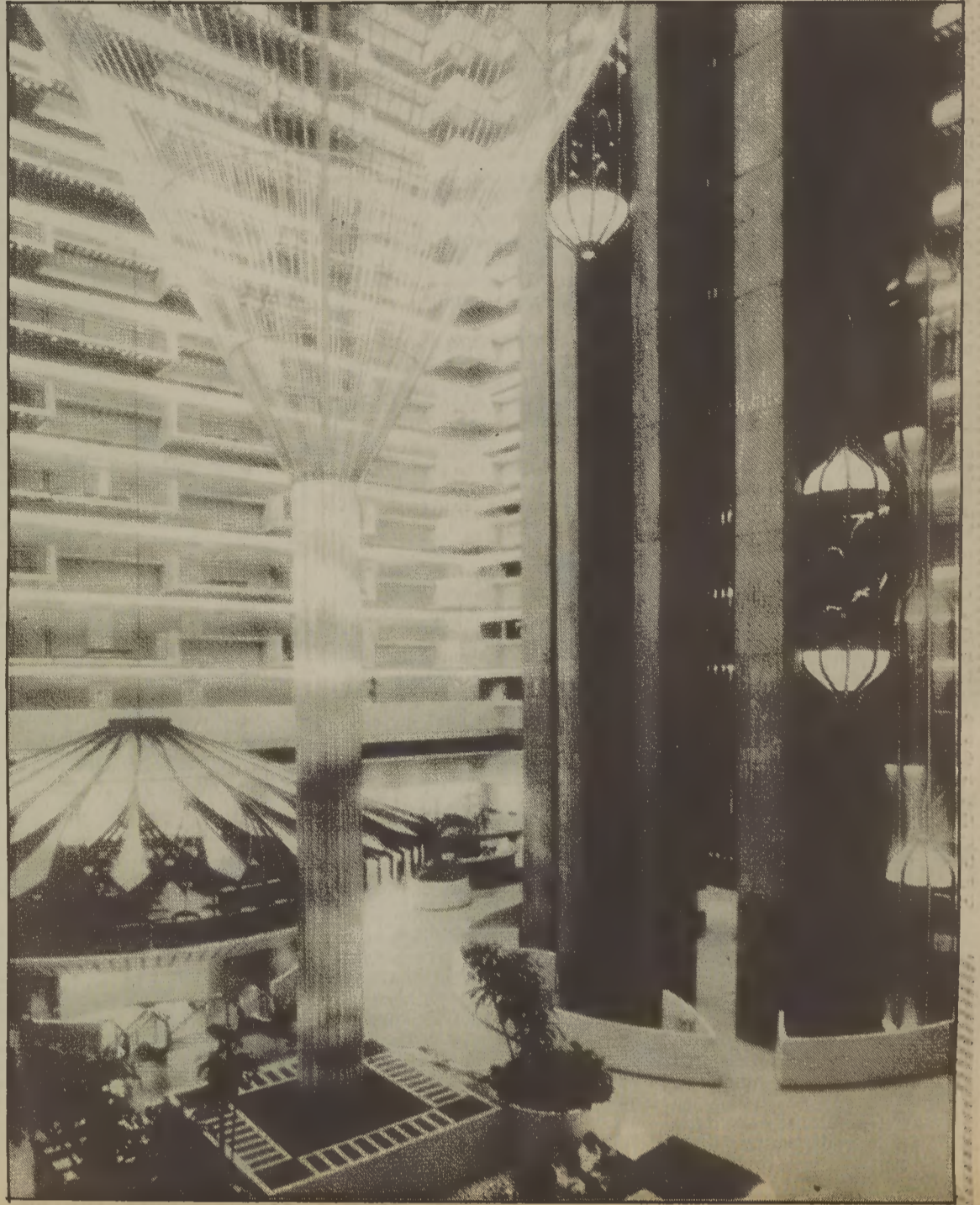
fly Center encompasses 4.5 acres with a 7,000-square-foot conservatory filled with 800 to 1,000 tropical butterflies and more than 50 species of tropical plants.

Alongside the new attractions are regional and national favorites, including Georgia's Stone Mountain Park, Six Flags Over Georgia, Martin Luther King Jr. Center, CNN Center Studios, the Atlanta Braves, The Carter Presidential Center, White Water Park, Lake Lanier Islands, Chateau Elan, Road Atlanta, Zoo Atlanta and the New Georgia Railroad.

The Atlanta Convention & Visitors Bureau's "Summerspre '89" program invites families to take advantage of special Atlanta mini-vacations and weekend getaways. The program features exclusive discounts for a variety of metro Atlanta entertainment, attractions and hotels. With more than 1,100,000 visitors expected in Atlanta this summer, accommodations from budget to luxury are available with approximately 50,000 hotel rooms.

Area resorts also are participating in the campaign.

For more information, contact: Lisa Murray, Senior Account Executive, Public Relations Counsel for The Atlanta Convention & Visitors Bureau 225 Peachtree St., NE, Atlanta, GA 30303, 404-688-5900.



The HYATT REGENCY ATLANTA --- Peachtree Center, 265 Peachtree Street. The hotel features the Hyatt Corporation's first open atrium lobby (23 stories), two ballrooms,

37 meeting rooms, 1279 Guest Rooms and 56 suites. Designed by Atlanta architect John Portman Jr., the hotel was built in 1967.

### UNDERGROUND ATLANTA

ATLANTA - Graced with southern turn-of-the-century charm, Atlanta's new festival marketplace, Underground Atlanta, opened on June 15. An estimated 1.25 million residents, conventioners and tourists have visited Underground Atlanta since it opened.

Many of the Underground Atlanta retailers reported that daily sales quotas had been reached within two hours of the opening. The Metrolina Atlanta Rapid Transit Authority (MARTA), enjoyed record rail ridership during the four-day opening period. The number of weekend riders increased by 152 percent. Underground Atlanta developer, The Rouse Company, declared the opening a success and deemed the crowd its largest.

The retail and entertainment complex was developed through a joint partnership by Underground Atlanta Joint Venture and Rouse-Atlanta, Inc., an affiliate of the Rouse Company, which has opened other successful festival marketplaces in New Orleans, Miami, Boston and other cities.

The \$142 million complex will create 3,000 jobs and will generate more than \$5 million in new sales and property taxes each year. Underground Atlanta is the catalyst expected to boost Atlanta's popularity as a tourism destination and to provide convention delegates with additional nighttime, shopping and dining alternatives. Atlanta is already one of the nation's top five convention cities. Convention marketers hope that Underground Atlanta will help to increase spouse attendance to the more than 1,600 major conventions the city holds annually.

"We are thrilled with the success of Underground Atlanta," said president of the Atlanta Convention & Visitors Bureau (ACVB) Ted G. Sprague. "Underground Atlanta complements Atlanta's existing exemplary attractions, wonderful hotels and world-class convention

facilities. Combined, these factors add an unparalleled dimension to tourism in Atlanta," Sprague added.

Popular in the 1970s, the original Underground Atlanta was primarily an entertainment center. The new Underground Atlanta has an added element -- shopping. With nearly 100 specialty retail shops, 22 restaurants and nightclubs and 20 food court vendors, Underground Atlanta is a place "where all people can come at any time of the day," says Sprague. Rouse-Atlanta, Inc., city officials and other business leaders also want Underground Atlanta to be the city's town center for community activities.

Unlike the 70s' complex, today's Underground Atlanta is evenly lit and open. "Every nook and cranny is well-lit and a substation of the Atlanta Police Department has opened inside the complex. Underground Atlanta is very safe and secure," says ACVB Vice President of Tourism and Public Relations John E. Jackson, Jr.

Underground Atlanta is comprised of seven sections, each with a distinctive flavor. Heralded by a 138-foot tall light tower and three cascading fountains, the Peachtree Fountains Plaza is the beacon of Underground Atlanta. Overlooking the terraced plaza is Upper Alabama Street, a shopper's paradise. Designer clothing, art and other items are available in the renovated buildings along Upper Alabama Street. Enclosed and climate-controlled, Lower Alabama Street features additional shopping opportunities and the quaintness of pushcart vendors, clowns and other activities in Humbug Square. Packinghouse Row, located on eastern Lower Alabama Street, features produce, wine and tasty confections. With a 600-seat food court, the Old Alabama Eatery offers a wide variety of delicacies from ethnic fare to

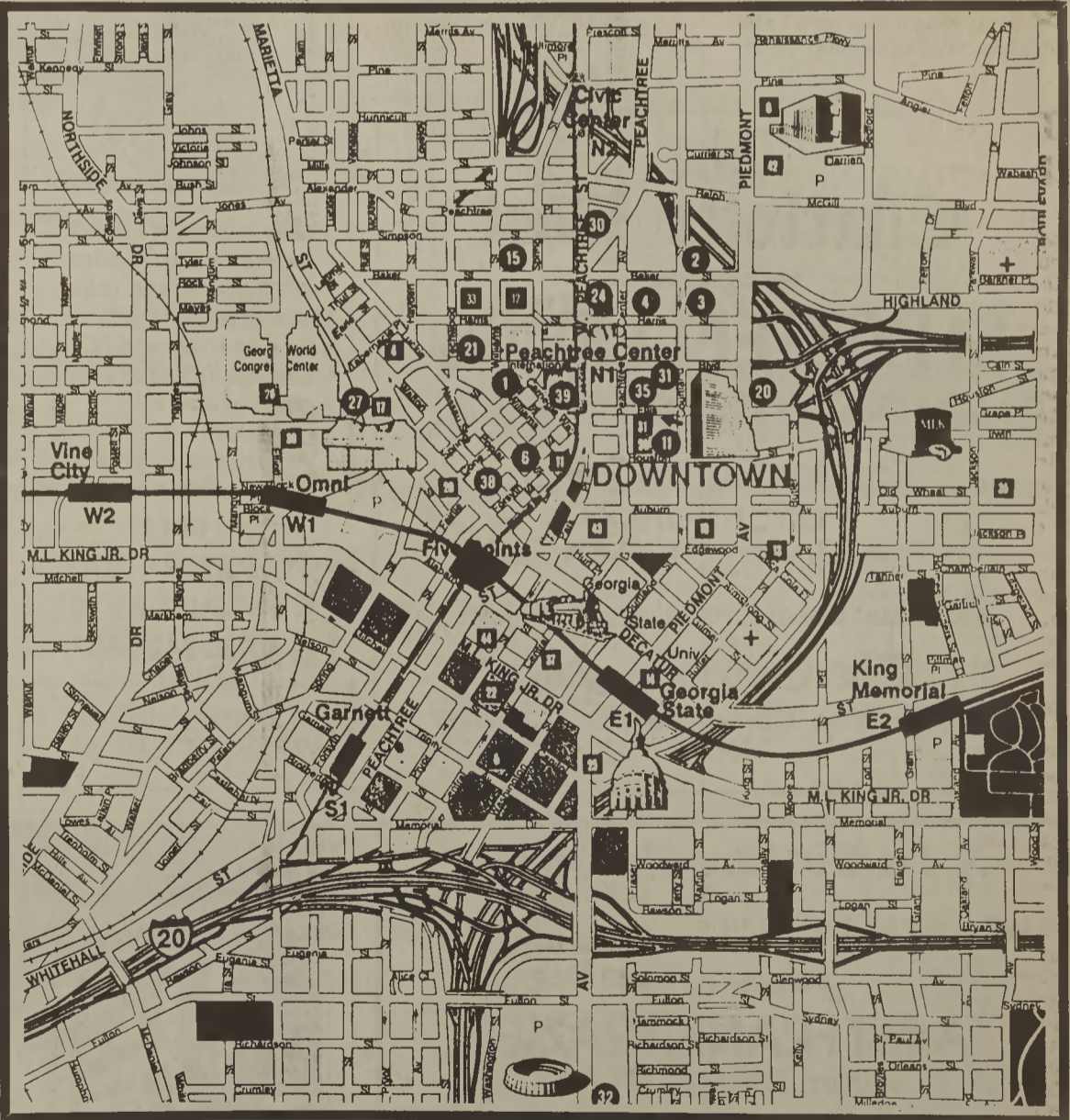
deli sandwiches. The upbeat Kenny's Alley, houses a melange of restaurants from fondue to seafood and Italian to Cajun and top-flight entertainment from country-western to jazz and comedy to Irish folk music.

Located in the historic heart of the city, Underground Atlanta is easily accessible. Two parking garages with a combined total of 1,250 spaces are adjacent to the complex. MARTA also brings passengers to the portals of Underground Atlanta on the state-of-the-art rail system. Beginning in September, shoppers and diners will be able to take early 1900's-style trolley buses to Underground.

Taxis, cars and buses can drop off Underground visitors at the terraced Depot Plaza. The plaza can be set up for banquets and meetings. Following a function, participants can disperse and enjoy Underground Atlanta at their own pace.

Currently, about 75 percent of the retail, dining and entertainment establishments are open. By September 1989, Rouse anticipates a full house. Two additions will enhance the complex. Visitors and residents alike will feel a sense of Atlanta history through the special exhibits featured at Atlanta Heritage row. A multi-media presentation shown in a 100-seat theater, along with the exhibits, will trace Atlanta's history from the Civil War to the reconstruction period.

Celebrating the history of Coca-Cola, "The World of Coca-Cola" pavilion will also open in 1990. The 45,000 square foot pavilion will feature exhibits, interactive displays and the world's largest collection of Coca-Cola memorabilia. Atlanta is the birthplace of the beloved soft drink. To keep Underground Atlanta fresh and exciting, other additions are under construction including an apartment complex.



## Experience Low Rates During Summer Better Than Others Program

CHARLESTON, SC -- In Charleston, summer family fun is better than anywhere else, thanks to The Omni Hotel at Charleston Places' "Summer Better Than Others" program.

"With the Summer Better Than Others program, room rates drop to a low \$89 a night, but that's only the beginning," Dean Andrews, vice president and general manager of The Omni Hotel at Charleston Place said. "The other amenities included in

### CHARLESTON

the package will add so much value, your family escape will be better than you ever imagined."

The Omni Hotel's Summer Better benefits include:

- Discount coupons worth \$100's off area golf, tennis,

shopping, carriage rides, historic tours and more.

- Stay Sunday night and get a free harbor cruise for the whole family.

- Children under 17 stay free (in room with adults).

- Children under 12 eat free (from children's menu with paying adult).

- A free six-pack cooler loaded with Coca-Cola ready in the room upon arrival.

"When families need a break from the summer heat and doldrums, The Omni Hotel at Charleston Place is the place to come," Andrews said. "We offer something for everyone. Plus, you can save time and money by letting us plan the family out-

ings and activities. Just relax with us and enjoy the beauty of the city and the Lowcountry."

The Omni Hotel at Charleston Place is a world-class 443-room hotel/conference and retail complex located in the heart of historic downtown Charleston. The hotel is the centerpiece of Charleston Place, which includes 26 world-famous shops, including Polo/Ralph Lauren, Gucci, Victoria's Secret and Go-

diva Chocolatier. The complex also includes an indoor/outdoor pool, fitness center, two restaurants and two lounges, one with live jazz nightly.

Special Summer rates are available now through September 3, 1989. For reservations or more information about Summer Better Than Others, call 1-803-722-4900 or 1-800-THE-OMNI.