

Hospitality Business Outlook

Demand Trends | Georgia

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United States

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Key Headwinds Impacting the U.S. Travel Sector

1. **Declining Consumer Confidence & Spending:** High inflation and economic uncertainty have led consumers, particularly in the middle-income bracket, to adopt a more frugal approach, cutting back on trip frequency and duration.
2. **Corporate Budget Caution:** While business travel has shown some resilience, economic uncertainty is causing companies to trim travel budgets.
3. **Labor Shortages & High Costs:** The industry continues to struggle to hire and retain staff, with staffing levels in many areas still below pre-pandemic figures.
4. **Alternative Lodging Competition:** The rise of short-term rentals, cruise lines, and gaming venues continues to take market share from traditional hotels.
5. **Geopolitical and Policy Factors:** Concerns over immigration policies and global conflicts are impacting travel sentiment and, according to Hospitality Network, increasing costs for visitors, according to [Hospitality Net](#).
6. **Operating Margin Pressures:** Increased operating costs, including insurance and wages, are putting pressure on profitability, particularly as revenue per available room (RevPAR) growth slows, according to [PwC](#). [[1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#), [8](#), [9](#), [10](#), [11](#), [12](#)]
7. While some areas, particularly in luxury and specialized events, show stability, the overall market is adjusting to a lower-growth environment. [[1](#), [2](#), [3](#)]

Key Trends & Outlook

- **Market Sentiment:** Travel remains a priority, but 48% of travelers report economic influence on plans, with 16% traveling less due to financial reasons.
- **Key Trends:** Travelers are focusing on "destination dupes" (alternative, more affordable spots), AI-driven personalization, and "food-tourism".
- **Financial Pressures:** While travelers seek value, they are also navigating increased fees, including new entry requirements like the European ETIAS, which will take effect in 2026.
- **Airlines:** Expected to see a 5.8% rise in air travel in 2026, though rising labor costs may pressure margins.
- **Inbound/Outbound:** International arrivals are expected to surpass 2019 levels in 2026, growing by over 10%, driven largely by the FIFA World Cup.
- **Business Travel:** Spending is forecast to continue steady growth of 4-5%.
- **Behavioral Shifts:** Shorter booking windows are becoming more common.

Georgia

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2026 On-the-Books Occupancy Performance

Total Occupancy: ~28% on the books for 2026, broadly in line with the same time last

Segment Mix:

Group: ~11.2% in line with 2025 early performance and pacing well into the 2nd half of 2026

Transient: ~16.2 slightly down from 2025 but showing growth with current pacing

This mix reflects a well-balanced demand profile with neither segment disproportionately driving performance

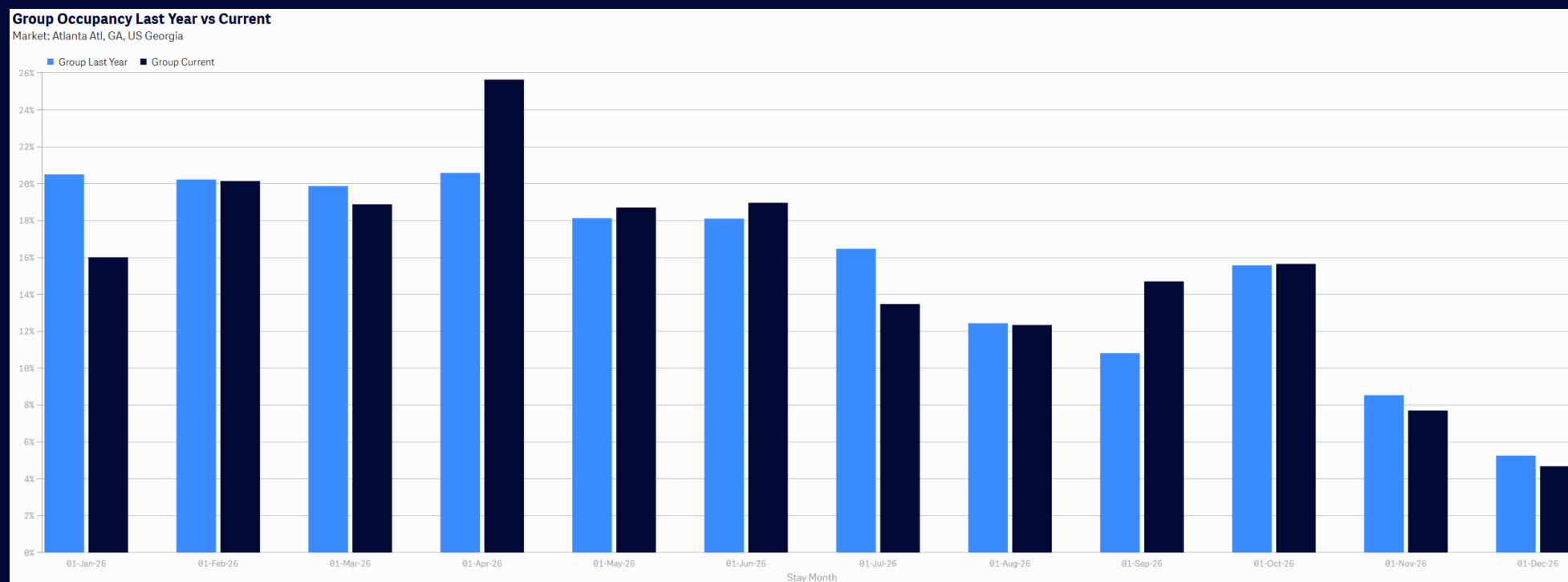
Monthly View: Occupancy levels remain relatively consistent month to month, with typical seasonality patterns and no material demand drops visible at this stage of the booking cycle. Good advance bookings and consistent demand across segments.

Demand Summary - Current					
Total	Group Sold	Transient		ADR (USD)	RevPAR (USD)
28.0%	11.2%	16.2%		\$162	\$35
As of Week Ago	As of Week Ago	As of Week Ago			
27.7%	11.2%	16.1%			
As of Month Ago	As of Month Ago	As of Month Ago			
23.5%	10.9%	12.2%			
Demand Summary - Last Year					
Total	Group	Transient		ADR (USD)	RevPAR (USD)
28.6%	11.2%	16.9%		\$162	\$37

Group Demand Trends

- Group demand is a notable bright spot, pacing ahead in several key months, most notably August, October, and November versus last year.
- Both group occupancy levels and group pickup remain healthy, suggesting confidence in meetings, conventions, and organized travel continuing into late 2026.

Implication: This creates opportunities for hotels to firm up rates in peak group months while managing compression strategically.

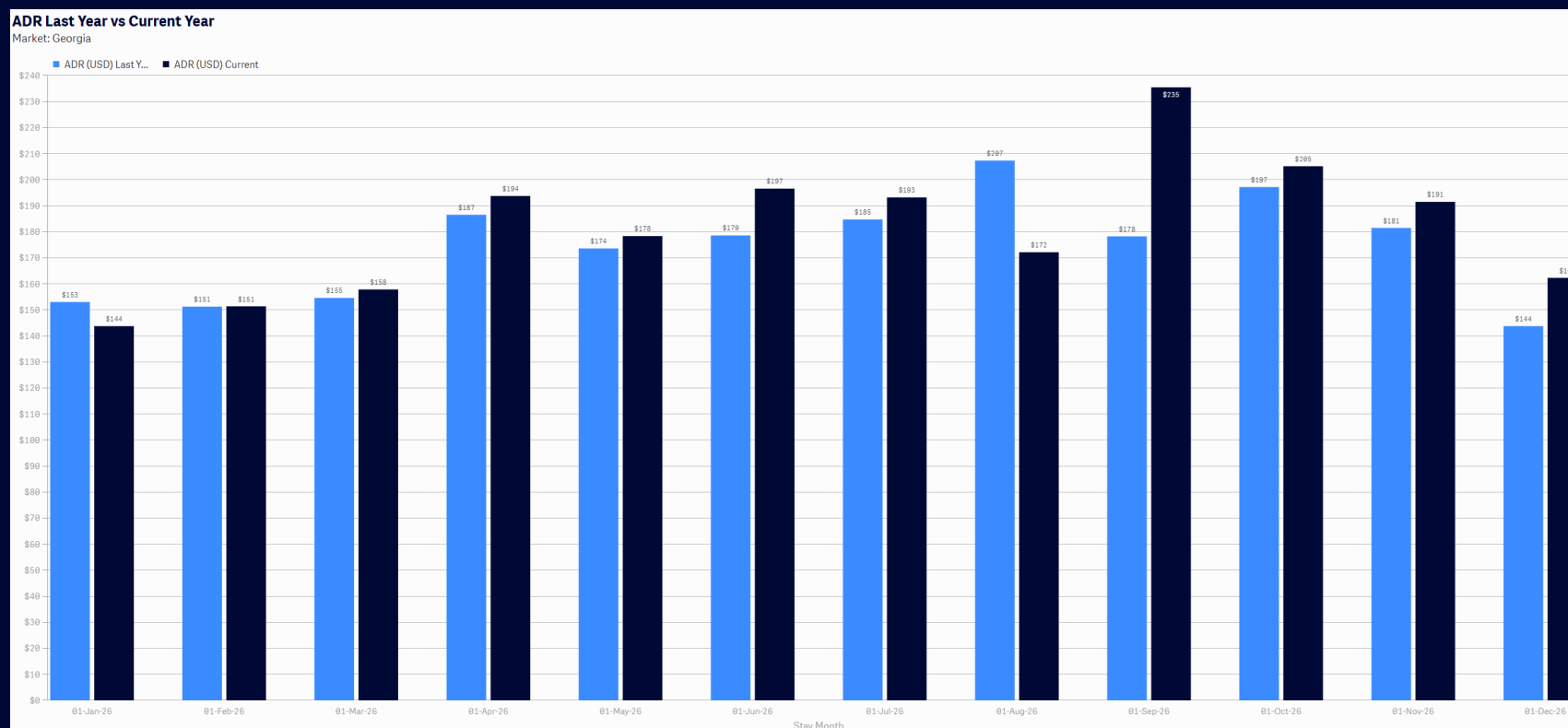


Rate & Revenue Performance

ADR: Approximately \$162 statewide, demonstrating continued rate stability despite broader macroeconomic uncertainty.

RevPAR: Tracking in the mid-\$30s, reflecting steady monetization tied to balanced occupancy and rate performance.

Monthly ADR Trends: Rate growth appears measured but consistent across the calendar, with no pronounced discounting pressure evident in the forward-looking data.



Demand Composition

By Market Segment: Occupancy is diversified across price tiers, with midscale and upscale segments contributing the largest share, while economy and luxury segments continue to play supporting roles in the statewide mix.

By Booking Channel: Direct, brand, and agency channels continue to dominate bookings, reinforcing the importance of strong channel mix strategies to protect margins while capturing demand.



Key Takeaways — Georgia

- Georgia's hotel market is **stable and predictable** heading into 2026, with no major demand disruptions visible in on-the-books data.
- **Group demand strength in late summer and fall** stands out as a key revenue driver.
- Rate discipline is holding, supporting healthy RevPAR outcomes despite moderate occupancy levels.
- Balanced segment and channel mix position the market well to absorb future demand fluctuations.

Atlanta

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2026 On-the-Books Occupancy Performance

Total Occupancy: ~31% on the books for 2026, modestly ahead of statewide Georgia averages and broadly in line with last year’s pacing at the same point in the booking window.

Segment Mix:

Group: ~15–16%

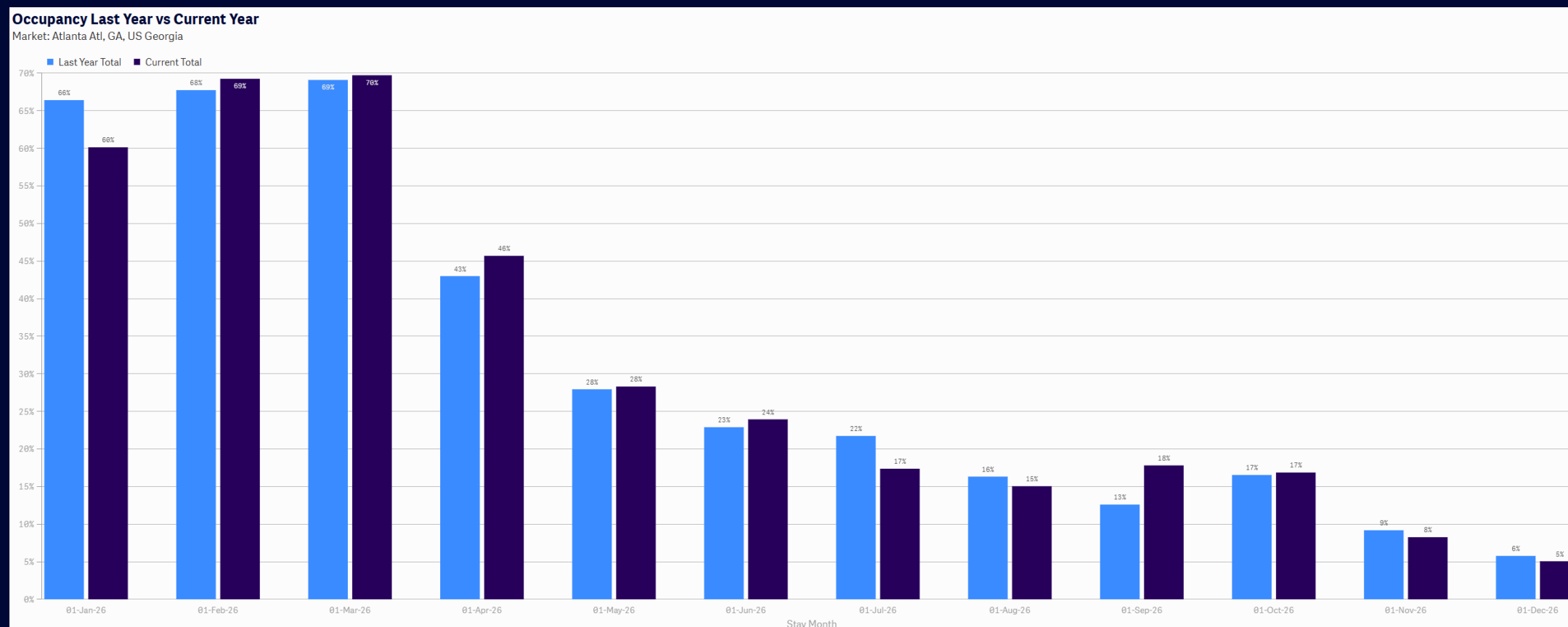
Transient: ~14–15%

This mix highlights Atlanta’s role as a strong convention, meetings, and corporate hub, while still maintaining healthy transient demand from leisure and commercial travel.

Demand Summary - Current					
Total	Group Sold	Transient		ADR (USD)	RevPAR (USD)
31.3%	15.6%	14.8%		\$182	\$41
As of Week Ago	As of Week Ago	As of Week Ago			
31.1%	15.5%	14.6%			
As of Month Ago	As of Month Ago	As of Month Ago			
27.3%	15.3%	11.2%			
Demand Summary - Last Year					
Total	Group	Transient		ADR (USD)	RevPAR (USD)
31.2%	15.5%	14.8%		\$183	\$42

Monthly Occupancy Trends

- Month-to-month occupancy remains consistent, following expected seasonality patterns.
- No significant demand cliffs or volatility are visible at this stage of the booking cycle, suggesting a predictable revenue environment for the coming year.

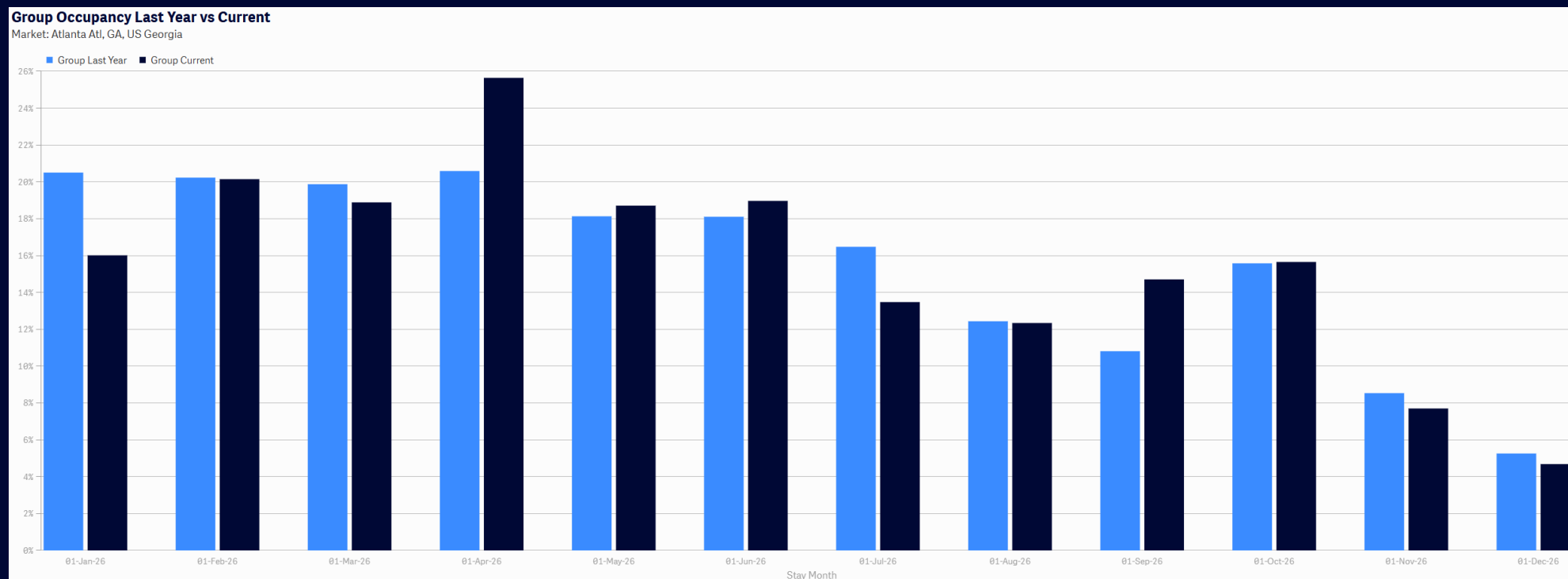


Group Demand & Pickup

Group demand in Atlanta is **pacing well versus last year**, with visible growth in **August, October, and November**.

Both **group occupancy and group pickup** trends remain positive, reinforcing confidence in large-scale meetings, events, and citywide conventions continuing into late 2026.

Implication: Atlanta hotels are well-positioned to drive compression and protect rate integrity during peak group periods, particularly in the fall.

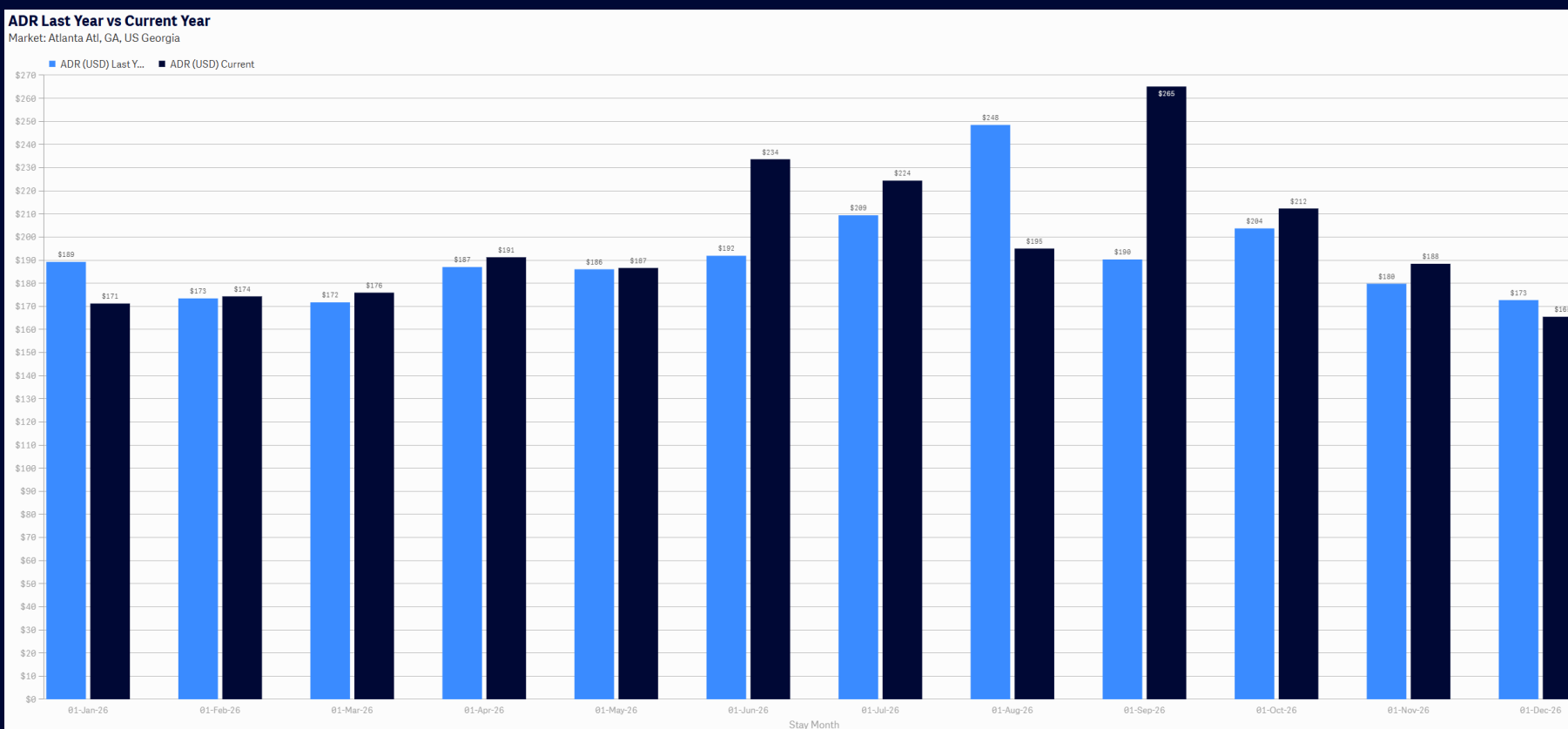


Rate & Revenue Performance

ADR: Approximately \$182–\$183, well above the Georgia statewide average, reflecting Atlanta’s higher-rated mix and demand depth.

RevPAR: Tracking in the low-\$40 range, supported by consistent occupancy and strong rate discipline.

Monthly ADR trends indicate stable pricing throughout the year, with no material evidence of discounting pressure emerging in the forward-looking data.



Demand Composition

By Market Segment

- Occupancy is primarily driven by midscale and upscale properties, reflecting Atlanta’s large inventory of branded hotels serving corporate, group, and airport-related demand.
- Economy and luxury segments play smaller, supporting roles in the total mix.

By Booking Channel

- Brand-direct, agency, and direct channels dominate bookings.
- This reinforces the importance of channel mix optimization to maintain margins while still capturing high-volume demand.



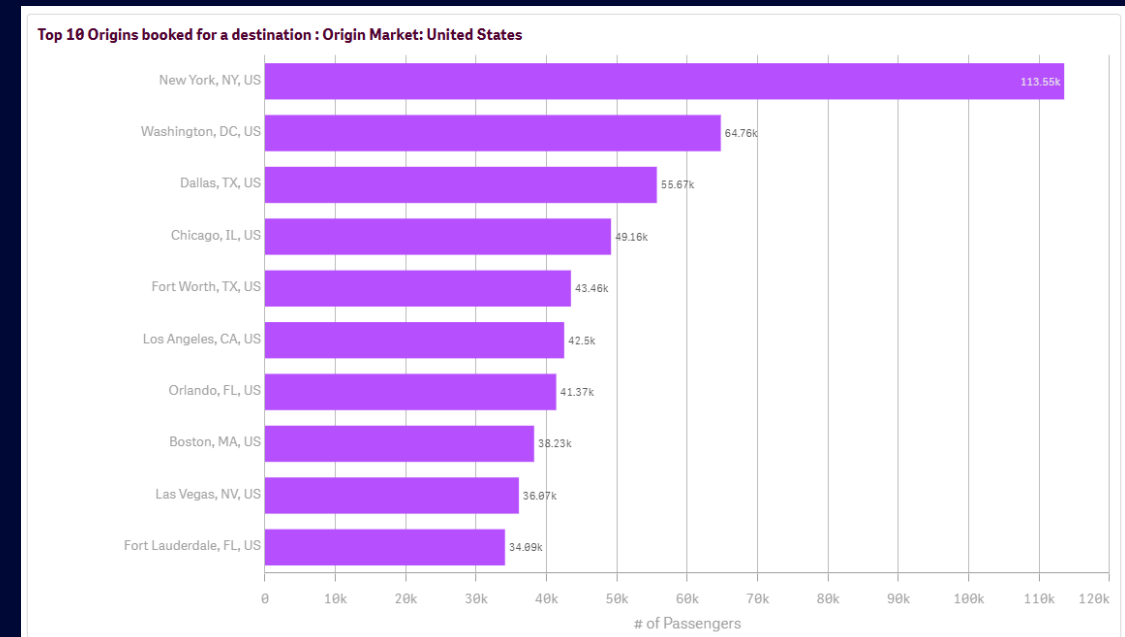
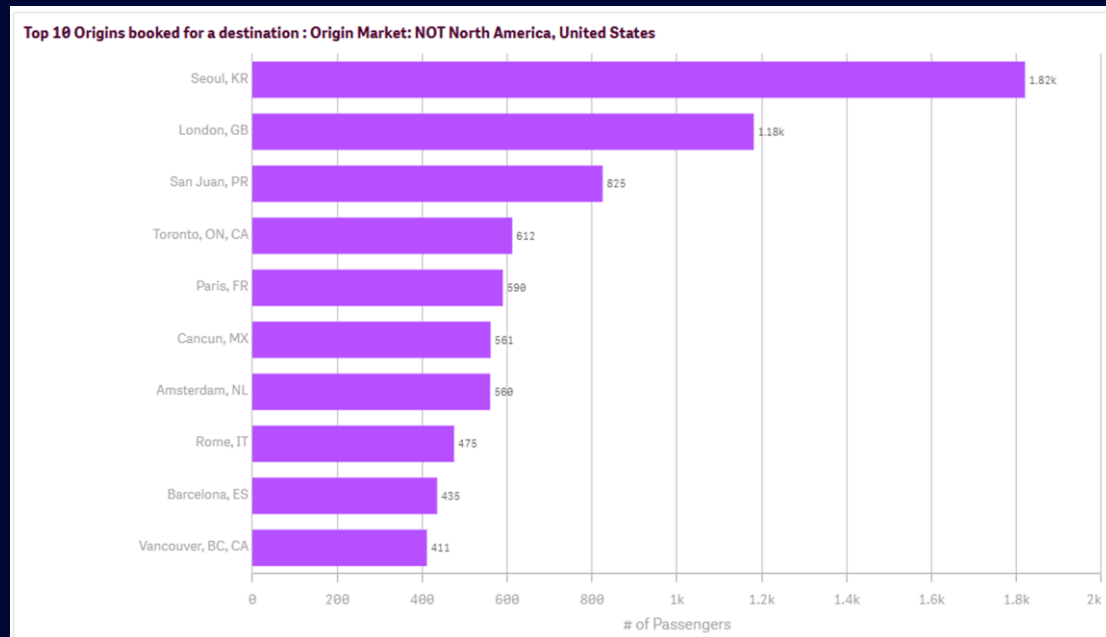
Source Market Insights

Top Domestic Origins:

Atlanta demand is led by major U.S. population and business centers, underscoring the city's role as a national connectivity hub.

Top International Origins:

International demand shows strength from key global gateway markets, reflecting Atlanta's position as a major international air hub and supporting longer-lead, higher-value bookings.



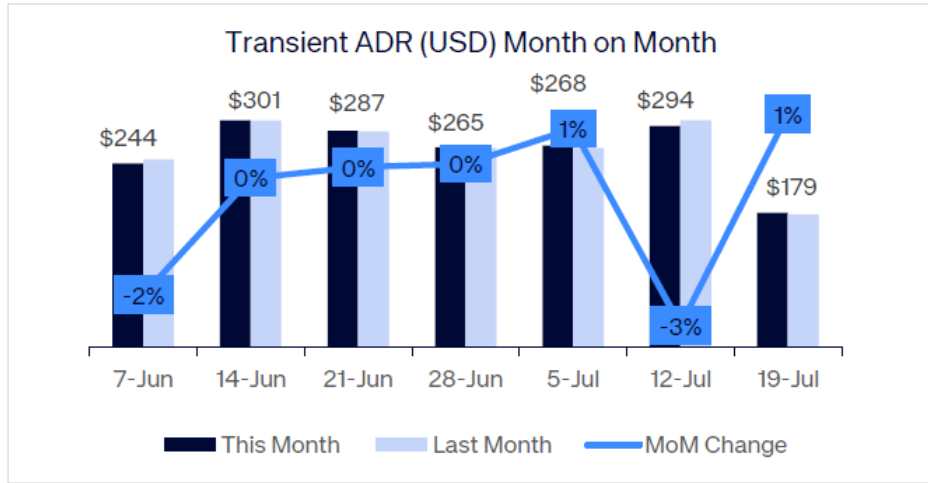
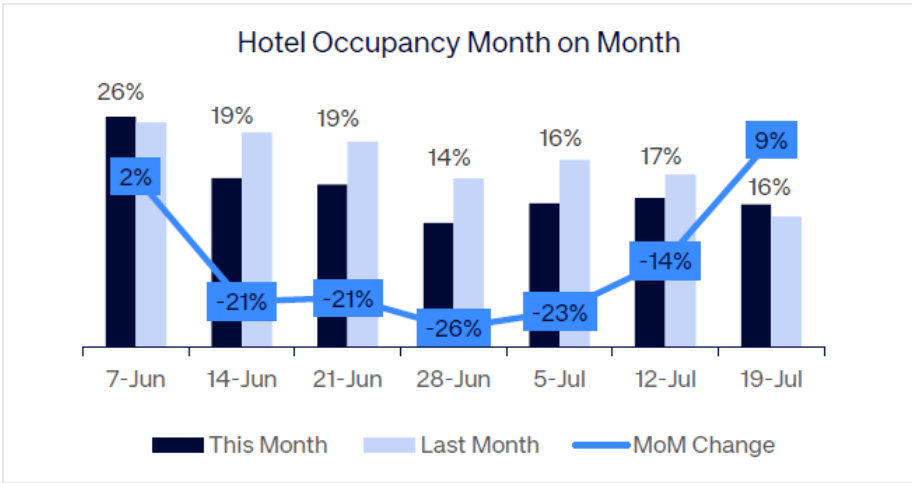
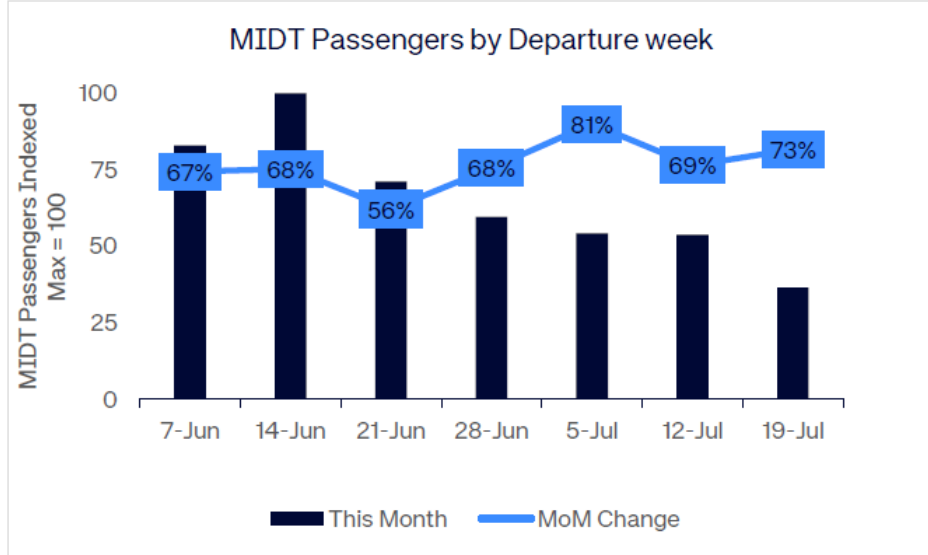
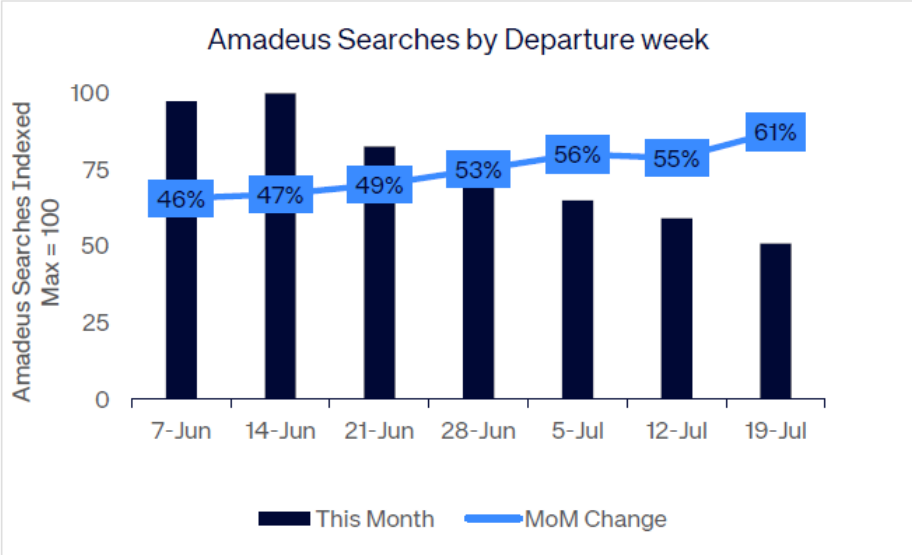


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Travel Insights
**Football's biggest
event in 2026**

March 2026

Atlanta



Source: Amadeus Destination Gateway & Demand360® as of 27 February 2026

City	GROUP STAGE MATCHES																	GROUP OF 32			ROUND OF 16		QUARTERFINALS		SEMIFINALS										
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul	8-Jul	9-Jul	10-Jul	11-Jul	12-Jul	13-Jul	14-Jul	15-Jul
Atlanta					H			A			H			C			K				X						X								X

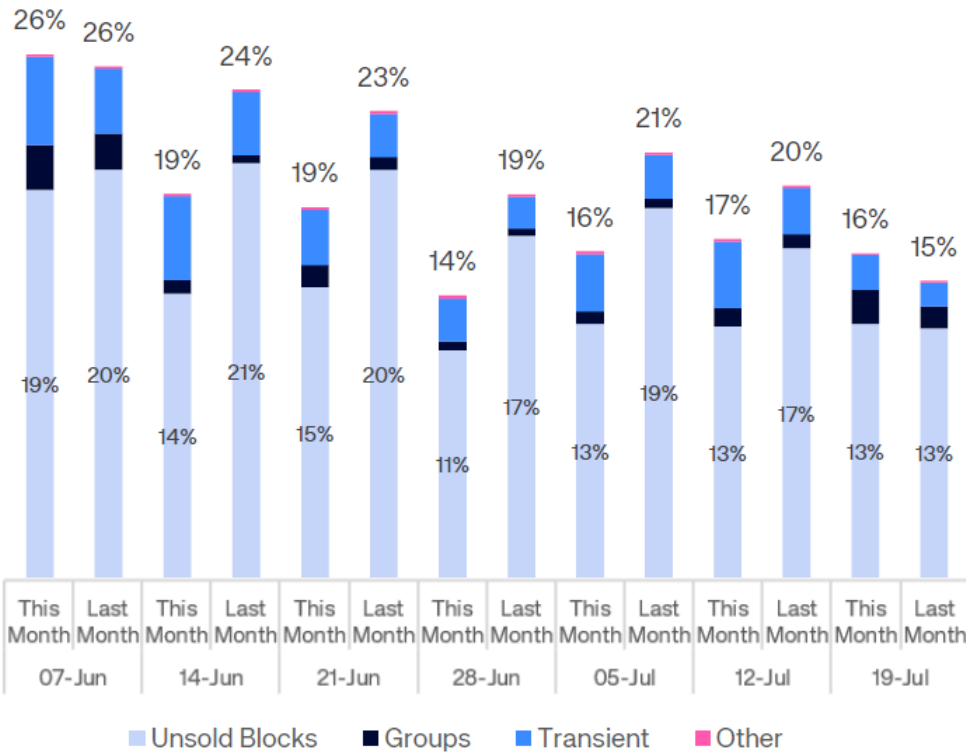
Highlights

- **Flight searches and bookings** build steadily from mid-June through Atlanta's Group Stage matches, indicating sustained travel interest.
- **On-the-books hotel occupancy** is softening from a month ago with block being released and Transient pickup supporting overall performance.
- **Transient ADR** remains mostly steady denoting confidence in hoteliers of driving compression at these rates.

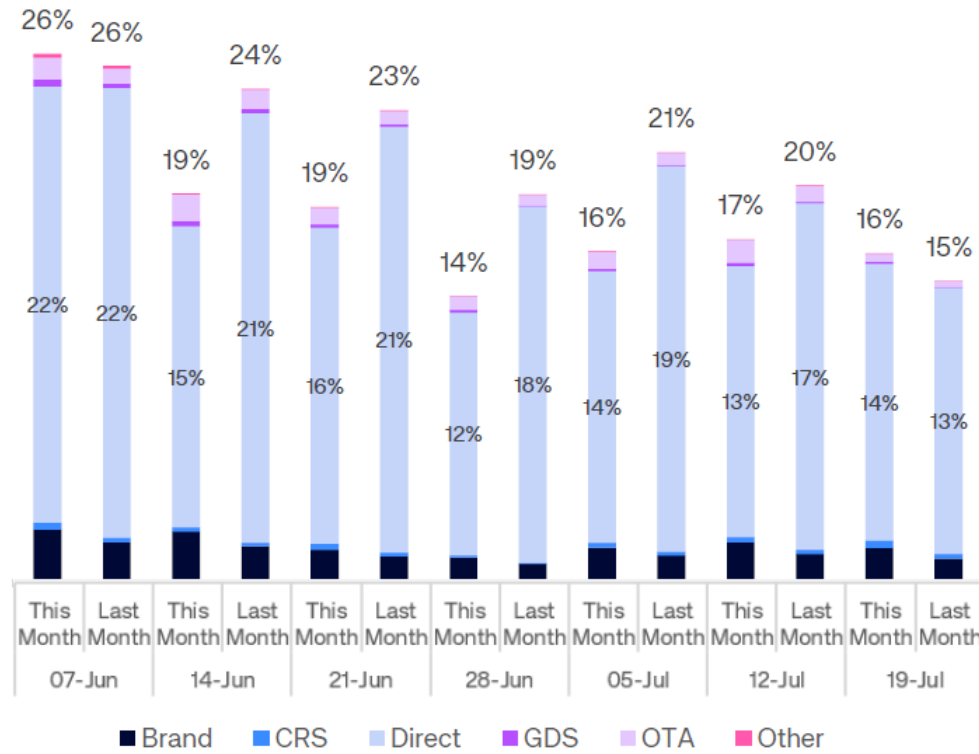
Atlanta - Segmentation and Channel

Highlights

Segmentation Month-on-Month



Channel mix Month-on-Month



- Blocks are softening in Atlanta with limited early groups confirmed and a timid shift to Transient business may indicate a slow shift in segments.
- Direct is still the dominant channel with a timid growth in Brand business.

Source: Amadeus Demand360® as of 27 February 2026

City	GROUP STAGE MATCHES																GROUP OF 32					ROUND OF 16				QUARTERFINALS			SEMIFINALS								
	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	1-Jul	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul	8-Jul	9-Jul	10-Jul	11-Jul	12-Jul	13-Jul	14-Jul	15-Jul		
Atlanta					H		A			H			C			K					X																X

Key Takeaways — Atlanta

- Atlanta remains a stable, high-volume market with balanced Group and Transient demand.
- Group strength in late summer and fall continues to be a primary revenue driver.
- Rate discipline is strong, enabling Atlanta hotels to outperform state averages on ADR and RevPAR.
- Predictable booking patterns and diversified demand position the market well for revenue optimization strategies in 2026.
- Approximately **1,000 new rooms** are expected to be delivered in 2026, a sharp reduction from previous years as high borrowing costs stall the development cycle
- While metro Atlanta remains stable, there is a growing preference for nature-based and "Farm Charm" agritourism in North Georgia and rural areas.
- World Cup: Out-of-state visitation for the matches is projected to generate over \$500 million in direct spending

Regional Snapshots

Unlock Demand with Data-Driven Insights

Optimize your strategy and capture more bookings over the coming months with these **new hotel & air travel trends**, powered by Amadeus Travel Intelligence.

[Dive into the data!](#)





REPORT

Hospitality Market Insights Report September 2025

Hospitality Market Data – September 2025: Get brand-new industry insight to inform your hotel’s revenue strategy. Using Amadeus’ Demand360 forward-looking occupancy data, this month’s report includes an overview of booking trends along with occupancy, booking lead times, channels, pace, and segment mix across the following regions:

- The United States
- Canada
- Europe
- Greater China
- Asia Pacific (including India)
- The Middle East & Africa
- Latin America

Looking for forward-looking data on global booking trends, occupancy rates, and traveler behaviors? Dive into our [market insights hub](#) now!

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[Access your Monthly Market Insights now!](#)

Top 10 Cities for Airline Inbound YoY | U.S.

Top international airline searches into the U.S. for September 2025 and last year.

Searched Year-on-Year

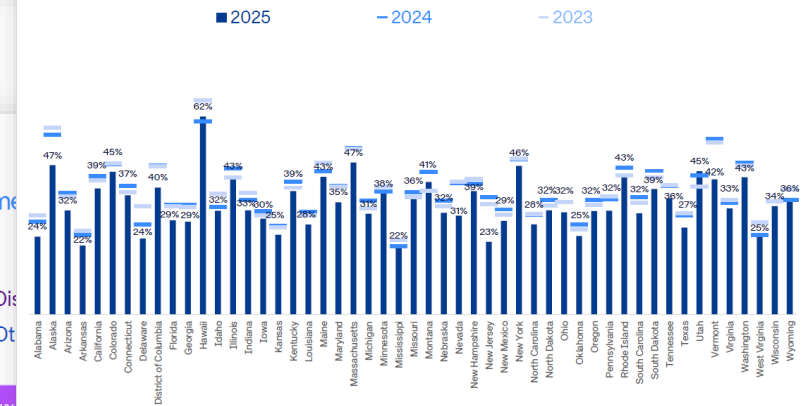
	2024	Vs.	2025
1	London, UK	=	London, UK
2	Toronto, Canada	=	Toronto, Canada
3	Paris, France	↘	Seoul, Korea (ROK)
4	Seoul, Korea (ROK)	↗	Tokyo, Japan
5	Tokyo, Japan	↗	Paris, France
6	Sao Paulo, Brazil	=	Sao Paulo, Brazil
7	Montreal, Canada	↘	Vancouver, Canada
8	Frankfurt, Germany	↓	Mexico city, Mexico
9	Mexico city, Mexico	↗	Montreal, Canada
10	Shanghai, China		

LEGEND

- ↘ Position dropped from searched to booked
- ↗ Position improved from searched to booked
- = Same position in top 10 searched & booked
- ↓ Not one of top 10 booked cities

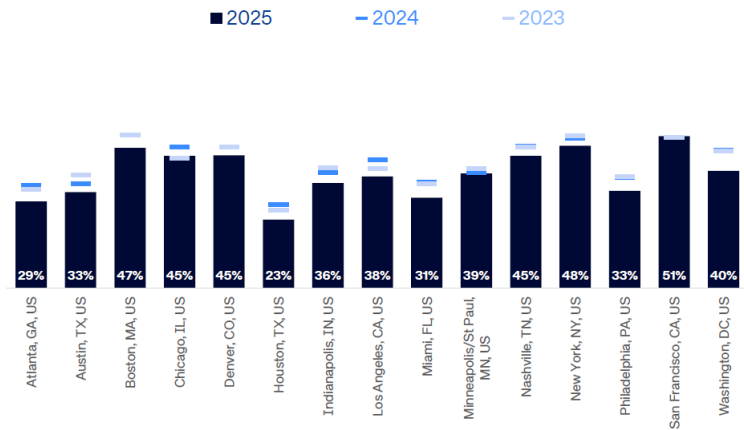
Hotel Occupancy by State | United States

On-the-books total occupancy by state for September 2025 vs. last two years.



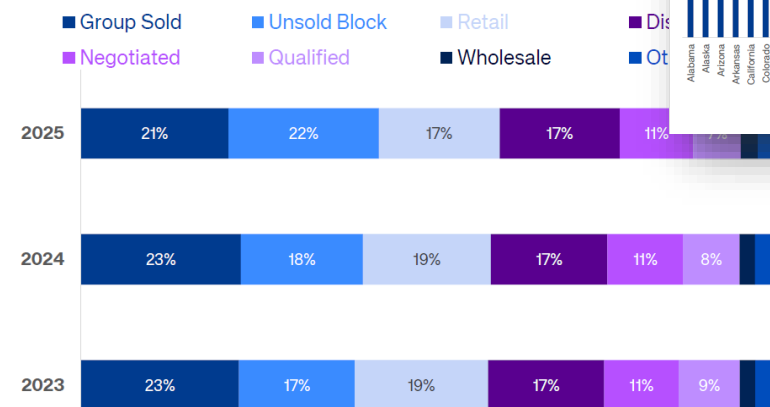
Hotel Occupancy by Market | United States

On-the-books total occupancy for September 2025 vs. same time last two years.



Hotel Segmentation | United States

On-the-books segmentation for September 2025 vs. same time last two years.



AMADEUS

Achieving your ideal hotel channel mix:
5 Key steps for every hotel type

Different guests, different booking preferences. So today's best-selling travel campaigns, hotels are no longer just an "add it and forget it" approach to reach additional sites, reaching consumers through traditional channels, or part of a comprehensive content strategy that actively manages and optimizes all available marketing channels.

Why it matters: Guest preferences and booking behavior are changing. Without clear insights, you're missing out on revenue. Today's guests are looking for personalized, highly targeted offers. Being in control of your content, knowing what works, and being able to adjust your strategy in real-time is key to staying ahead of the competition.

Insights, combined with a growing base of different types of rewards programs. Much potential remains in ancillary and item sales, where individual products and services can be "booked."

Achieving Your Ideal Hotel Channel Mix

Discover Insights

<https://www.amadeus-hospitality.com/resources/hotel-channel-mix-guide/>

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The Hospitality Demand Generation Playbook
Intelligent Strategies for Powering Hotel Revenue

across five stages audiences

Identify
Personalize
Engage
Convert
Retain

Download Today

<https://www.amadeus-hospitality.com/resources/demand-generation-playbook/>

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How to Win RFP Season with Travel Intelligence and Generative AI

Ensure your hotel stands out this RFP season with smarter, faster processes powered by travel data, Amadeus Agency360™ and Amadeus iTravel™—our generative AI conversational interface—give you a competitive edge by anticipating needs, identifying new opportunities, and building a winning strategy.

Winning RFP Strategy

Like a Pro: Use RFP to compare your performance and set the table for success to win the most profitable contracts.

Engage Your Client: Get ahead of the pack for both business and operational success. Use our data points, AI analytics, and quality insights.

Efficiency: Automate tasks such as RFP, frequency and time to design compelling RFP responses.

Get Some with Gen AI: Leverage AI to generate content, create personalized offers, and identify cross-sellable data insights to boost your existing and new data selling.

(Fictional Example): A hotel chain that offers a loyalty program for its Agency360™ to help generate more bookings. By using AI to analyze the booking data, the hotel can identify the most profitable segments and create targeted offers for those segments, resulting in a 15% increase in bookings and a 10% increase in revenue.

Let Your Data Work Harder This RFP Season

- Retain corporate clients
- Discover new demand
- Win more contracts

Access the Checklist

<https://www.amadeus-hospitality.com/resources/rfp-season-checklist/>



INDUSTRY REPORT, STUDY

Football's biggest event in 2026

Travel demand, air search and hotel performance insights across North American host cities

Anticipation is building as **the world's biggest football tournament hits North America** this summer. Fans all over the world are looking to travel during the tournament to see their home team playing.

This industry report analyses **travel demand trends linked to the major global football tournament taking place in North America in 2026**. Using forward-looking air search data, booking activity and hotel performance indicators, it provides a **city-by-city view of how travel interest is evolving across host destinations**.

The study highlights **which international and domestic markets are driving demand**, how **air searches are converting into bookings**, and how **hotel occupancy and average daily rates (ADR)** are responding as the event approaches.

In this report, you'll explore:

- ✓ how **air searches and flight bookings** are evolving for **North American host cities**
- ✓ the **top origin markets** driving inbound travel for the 2026 football tournament
- ✓ **month-over-month hotel occupancy and ADR trends** in host destinations

The report is **updated regularly**. Select the checkbox in the form to receive an email when a new version is published.

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Amadeus

Industry*

Hotels & Lodging

Job title*

Director of Sales Business In

Country*

United States of America (the)

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Appendix

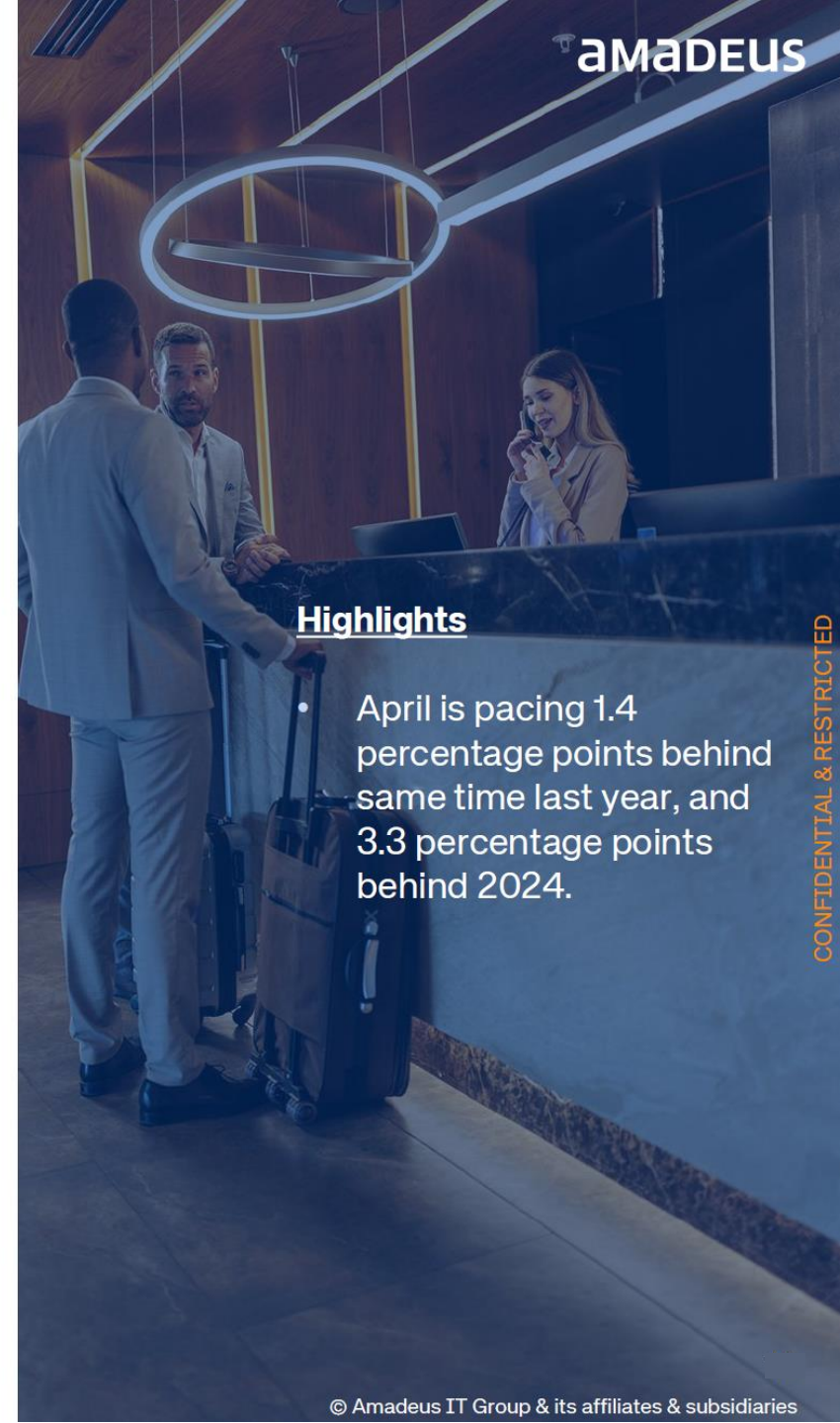
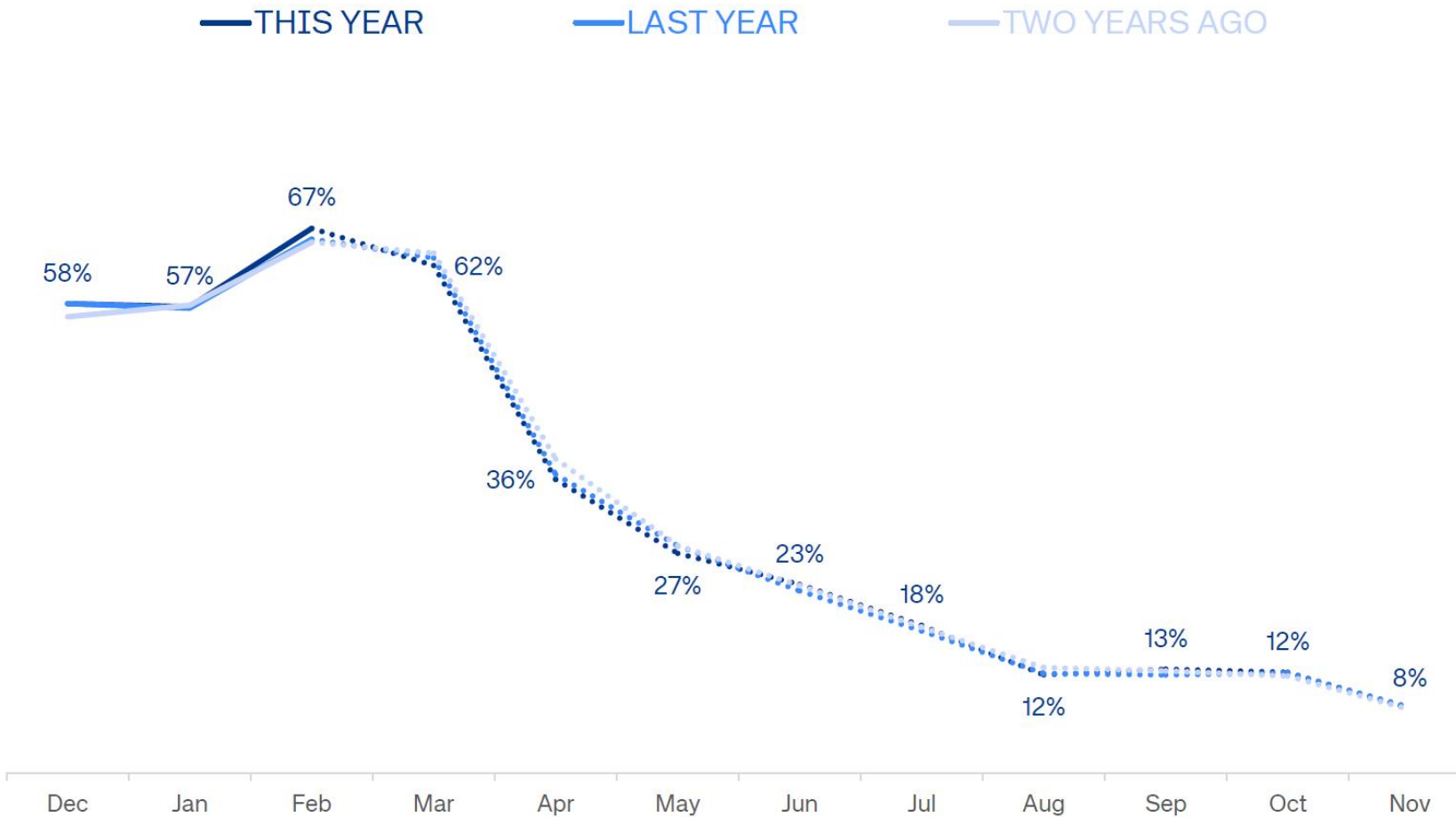
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Hotel Occupancy | United States

On-the-books by month compared to same time last two years.

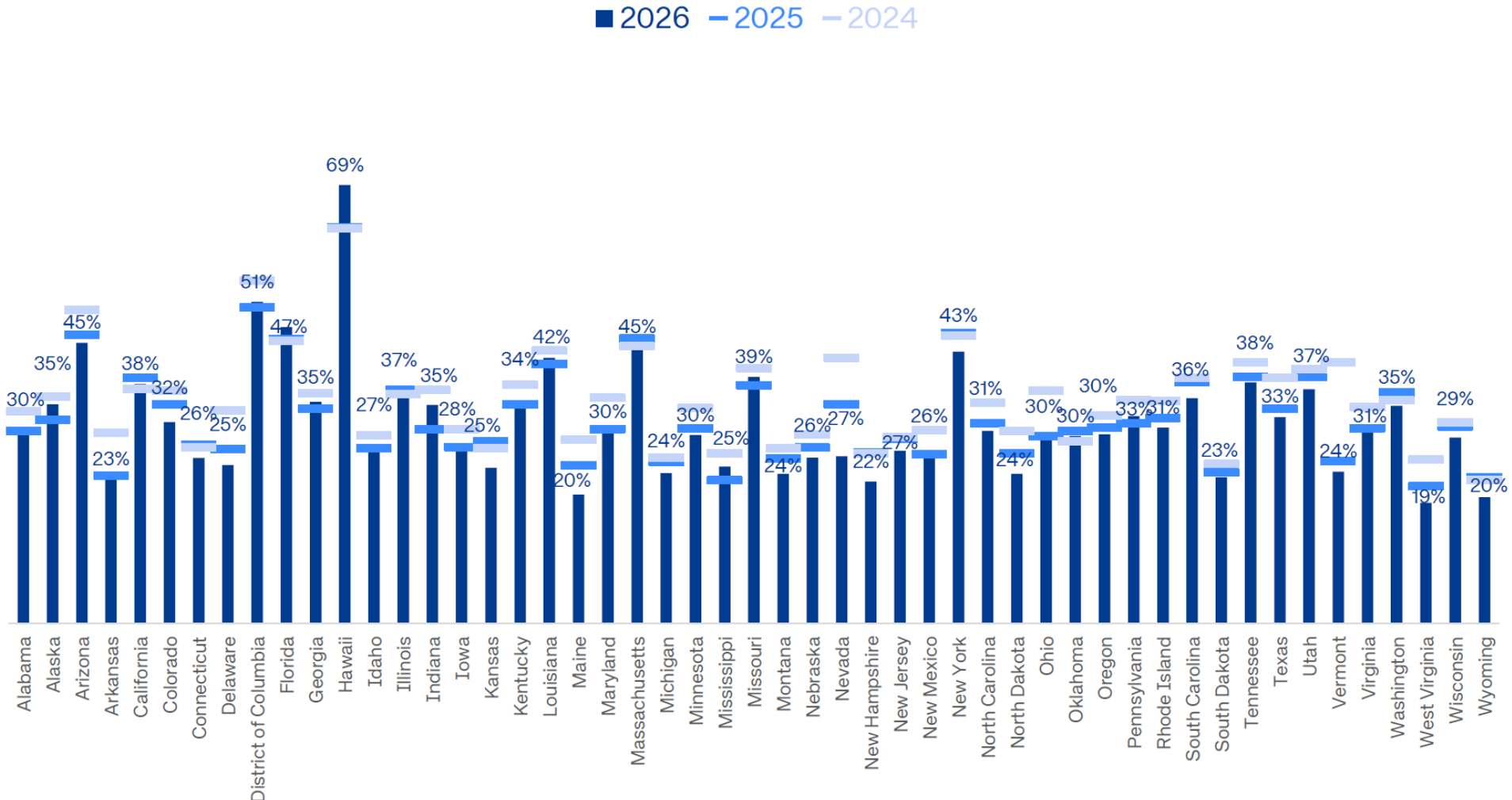


Highlights

- April is pacing 1.4 percentage points behind same time last year, and 3.3 percentage points behind 2024.

Hotel Occupancy by State | United States

On-the-books total occupancy by state for April 2026 vs. last two years.



Highlights

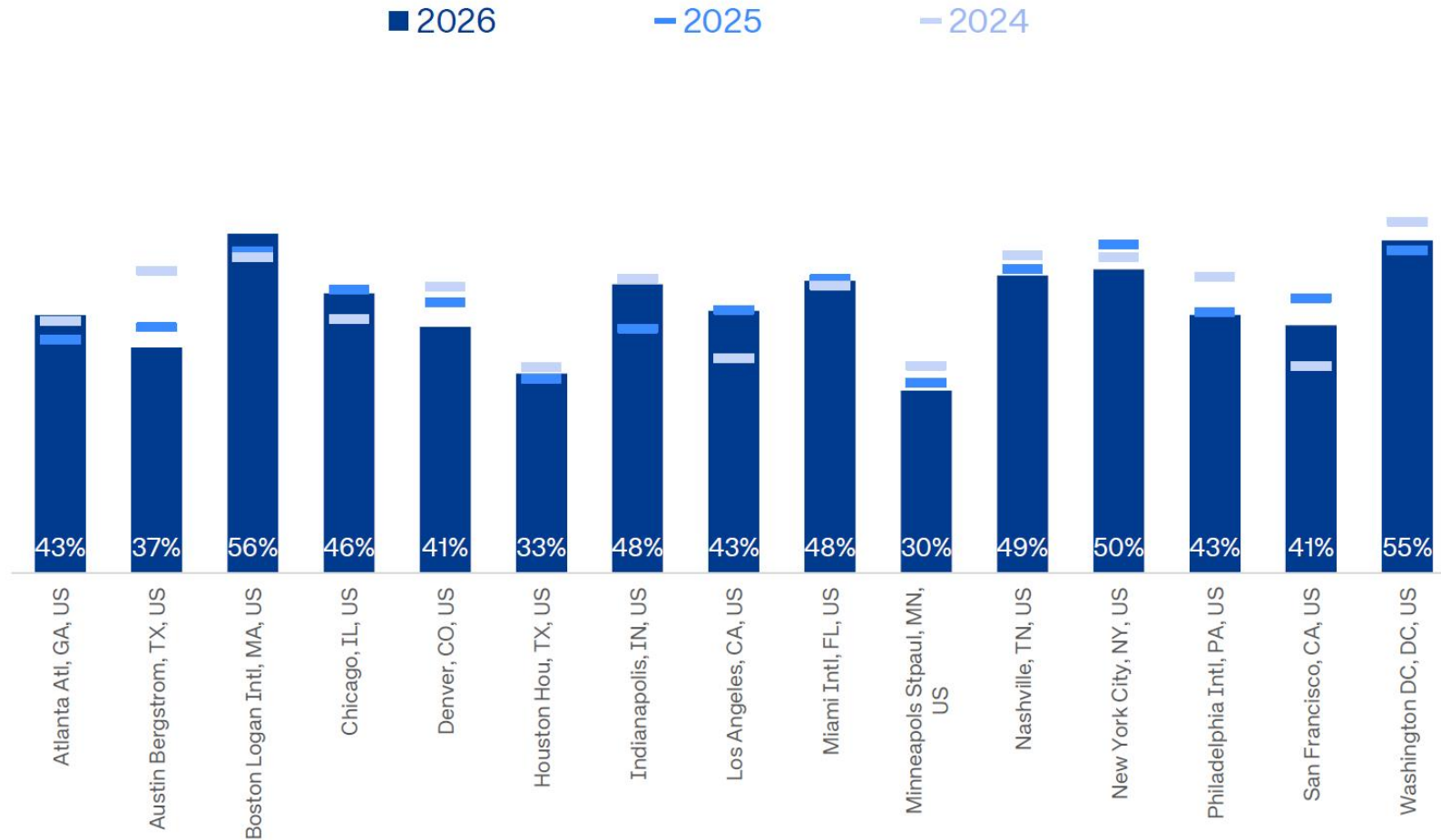
- Hawaii stays strong as the busiest US market but also outpacing occupancy over the last two years.
- Besides Hawaii, Indiana is the second state with the highest YOY occupancy change moving into April.



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Hotel Occupancy by Market | United States

On-the-books total occupancy for April 2026 vs. same time last two years.



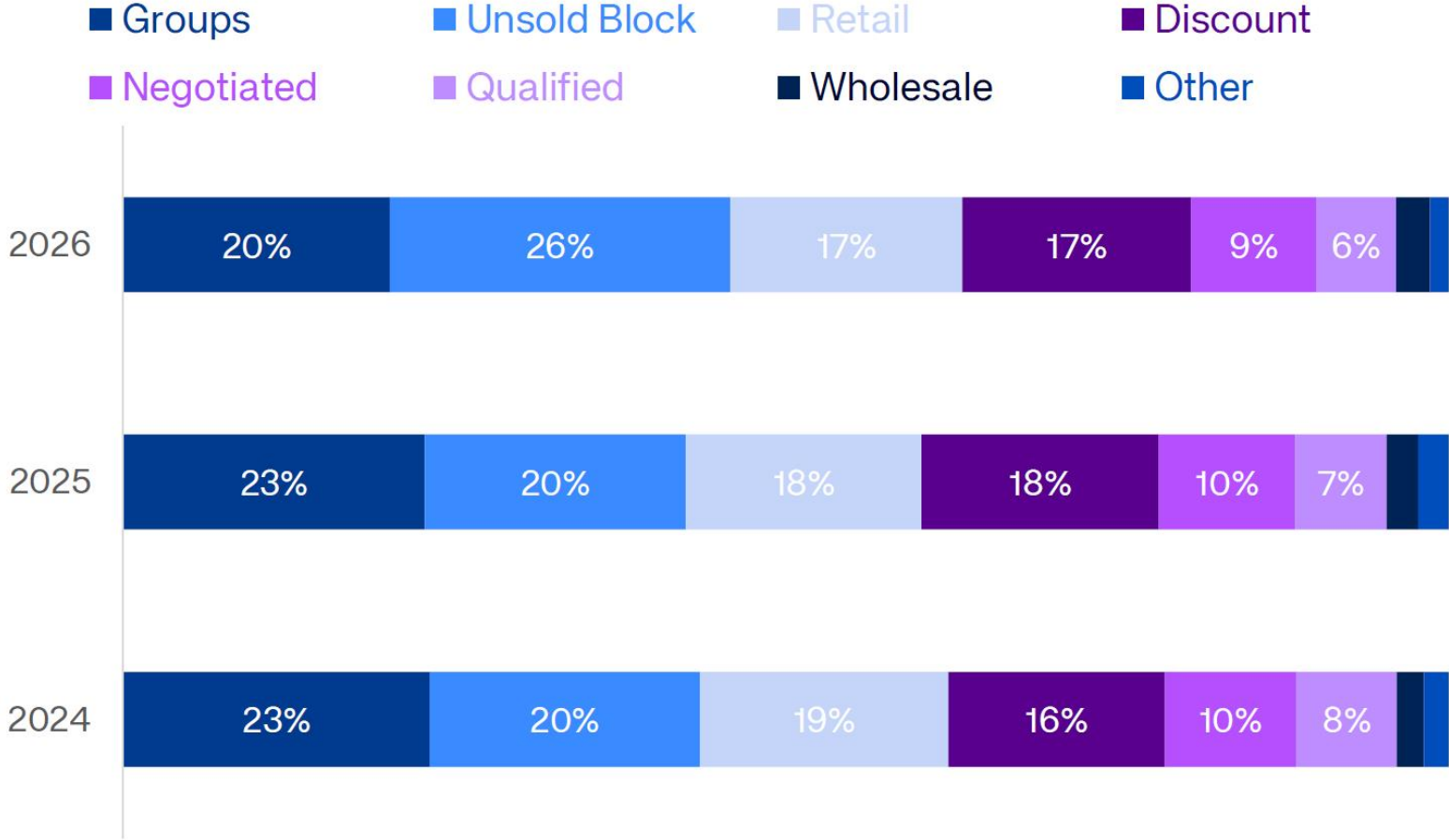
Highlights

- Boston leads occupancy, closely followed by Washington DC - in both cases, slightly ahead of last year.
- Indiana has the strongest year-over-year growth among top markets.

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Hotel Segmentation | United States

On-the-books segmentation for April 2026 vs. same time last two years.



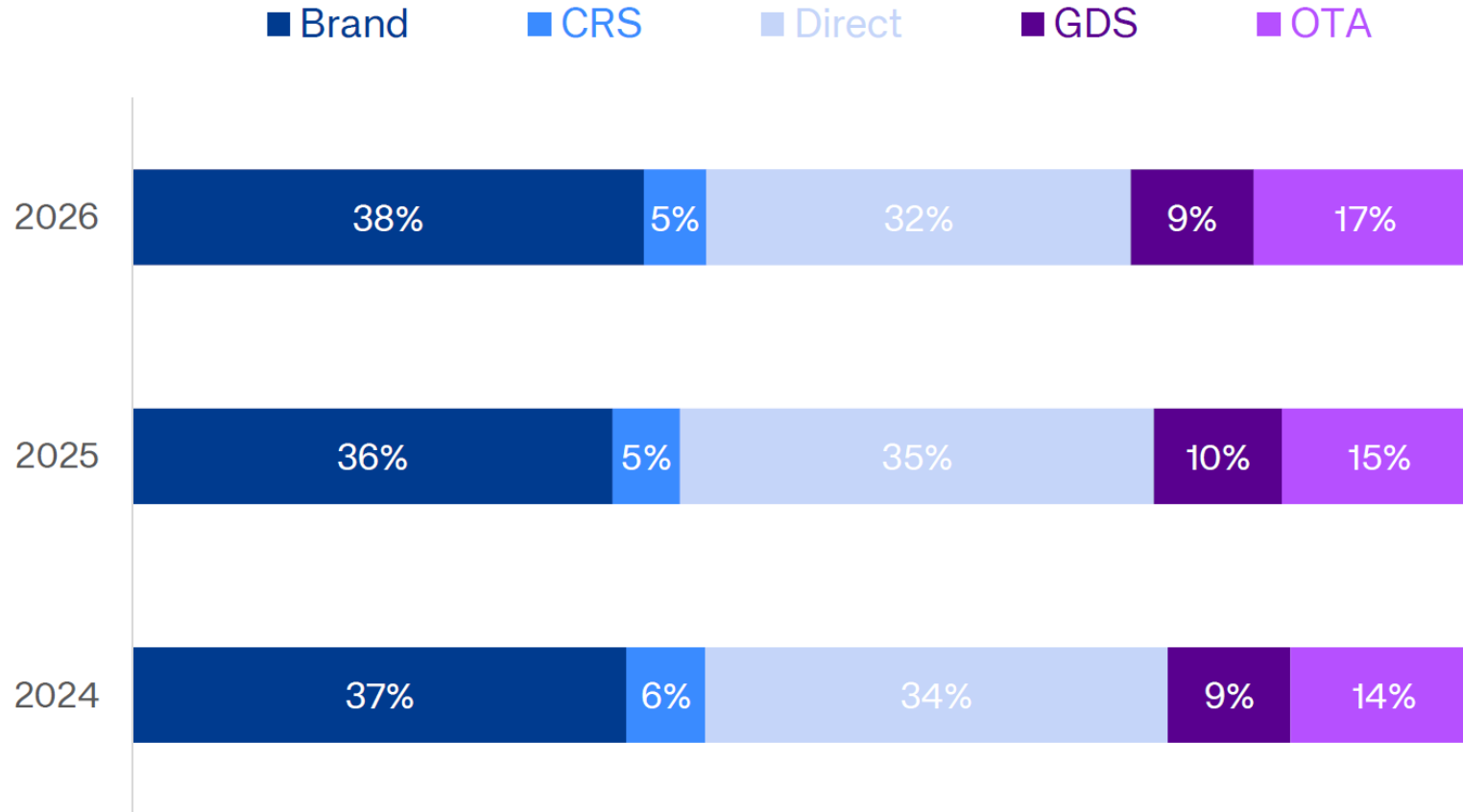
Highlights

- Group contribution shows significant growth over the last two years.
- While Transient remains stable, there is a slight year-over-year decline.



Hotel Channel Mix | United States

On-the-books distribution for April 2026 vs. same time last two years.



Highlights

- Brand.com grows year-over-year while Direct is reducing its contribution versus last year.
- OTA is also growing year-over-year.



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Top 10 Cities for Airline Inbound YoY | U.S.

Top international airline searches into the U.S. for April 2026 and last year.

Searched Year-on-Year

	2025	Vs.	2026
1	Toronto, Canada	=	Toronto, Canada
2	London, UK	=	London, UK
3	Tokyo, Japan	=	Tokyo, Japan
4	Seoul, South Korea (ROK)	=	Paris, France
5	Paris, France	↗	Sao Paulo, Brazil
6	Vancouver, Canada	=	Vancouver, Canada
7	Mexico City, Mexico	↘	Seoul, South Korea (ROK)
8	Sao Paulo, Brazil	↗	San Juan, Puerto Rico
9	Montreal, Canada	↘	Mexico City, Mexico
10	San Juan, Puerto Rico	↗	Montreal, Canada

LEGEND

↘
Position dropped from searched to booked

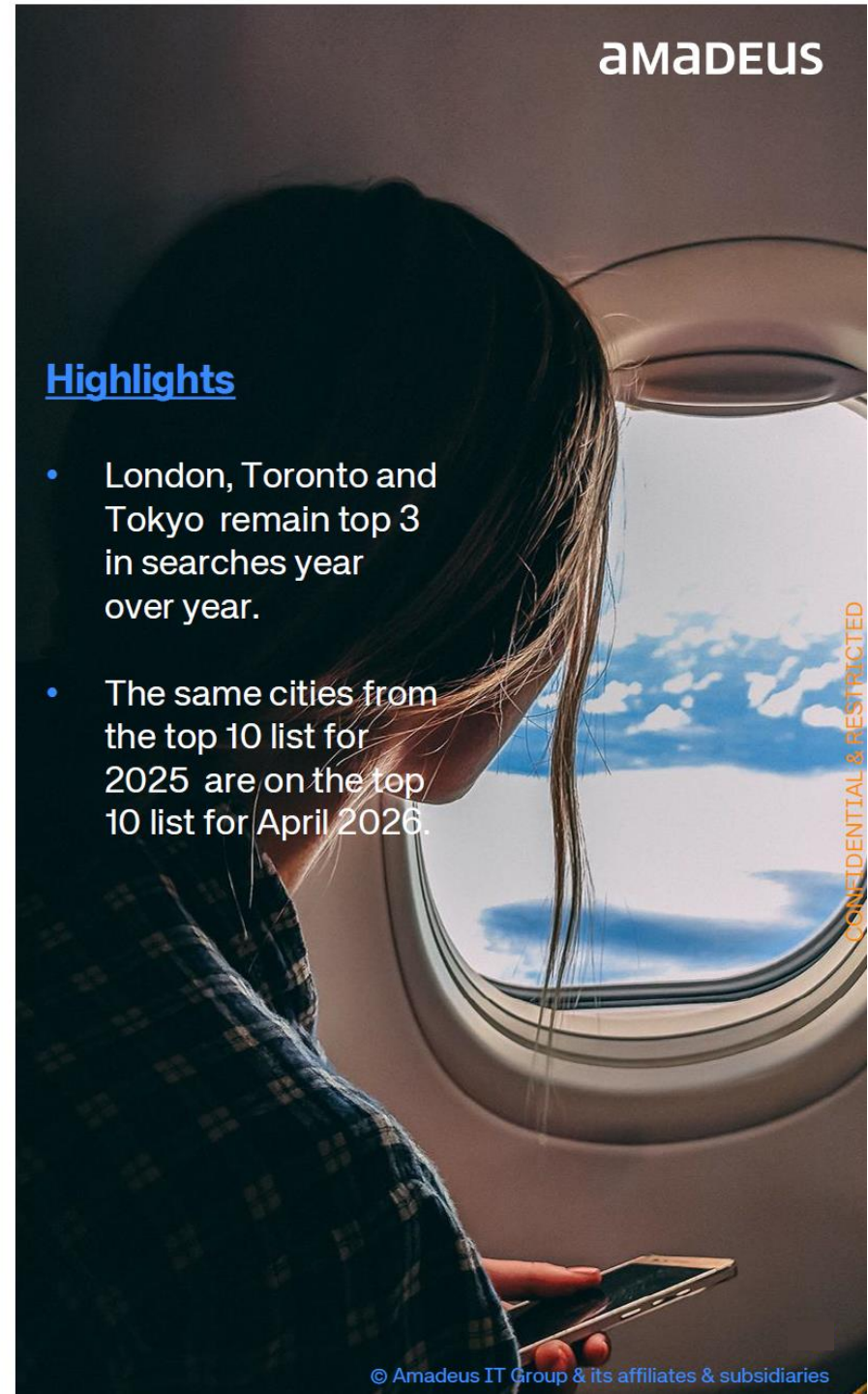
↗
Position improved from searched to booked

=
Same position in top 10 searched & booked

↓
Not one of top 10 booked cities

Highlights

- London, Toronto and Tokyo remain top 3 in searches year over year.
- The same cities from the top 10 list for 2025 are on the top 10 list for April 2026.



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Top 10 Cities for Airline Inbound | U.S.

Top airline searches (international only) vs. bookings for April 2026.

	Searched	Vs.	Booked
1	Toronto, Canada	↘	Cancun, Mexico
2	London, UK	=	London, UK
3	Tokyo, Japan	=	Tokyo, Japan
4	Paris, France	↘	Toronto, Canada
5	Sao Paulo, Brazil	↓	Punta Cana, Dominican R
6	Vancouver, Canada	↓	San Juan, Puerto Rico
7	Seoul, South Korea (ROK)	↘	Paris, France
8	San Juan, Puerto Rico	↗	Seoul, South Korea (ROK)
9	Mexico City, Mexico	↓	Manila, Philippines
10	Montreal, Canada	↓	Rome, Italy



LEGEND

↘
Position dropped from searched to booked

↗
Position improved from searched to booked

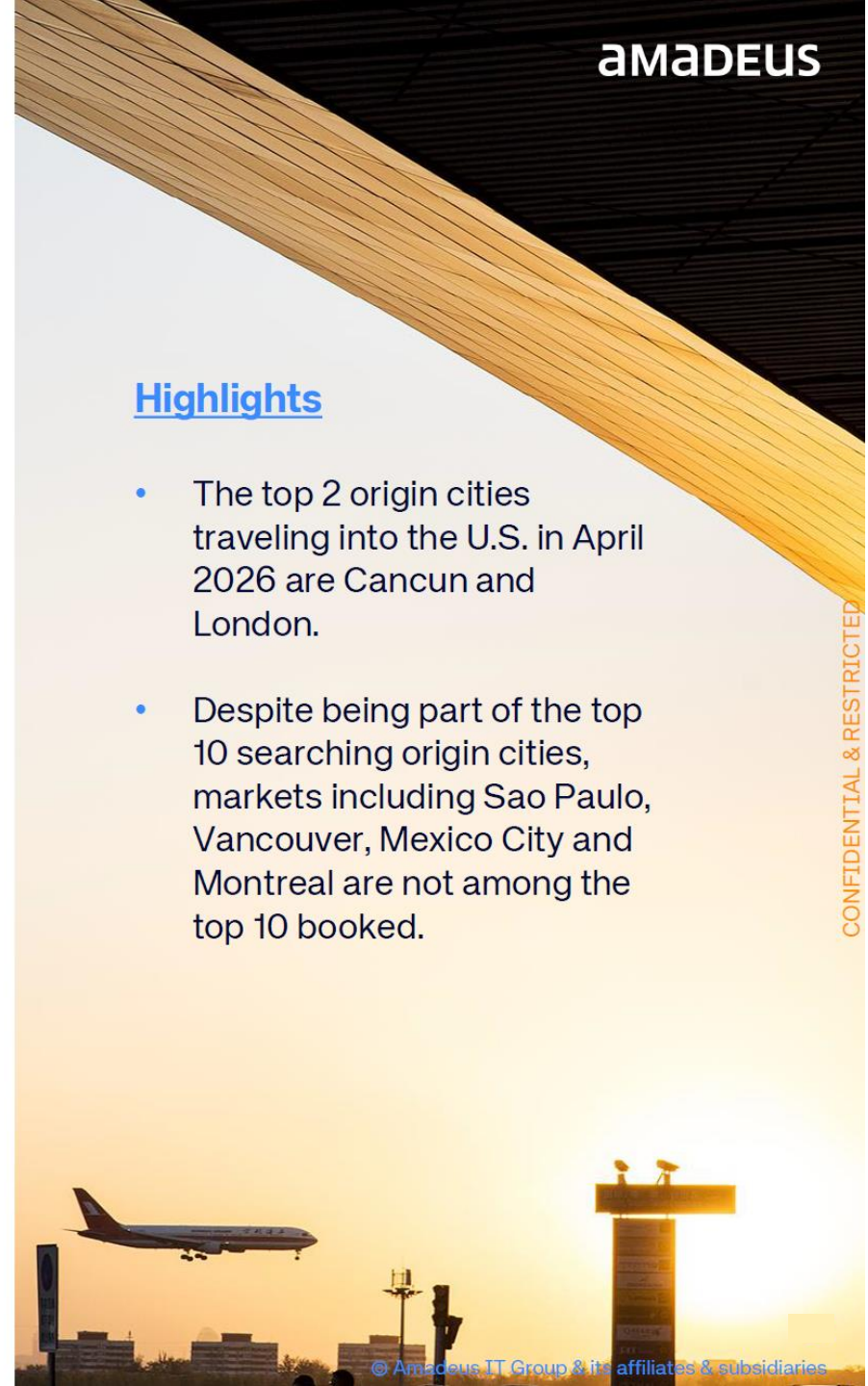
=
Same position in top 10 searched & booked

↓
Not one of top 10 booked cities

Highlights

- The top 2 origin cities traveling into the U.S. in April 2026 are Cancun and London.
- Despite being part of the top 10 searching origin cities, markets including Sao Paulo, Vancouver, Mexico City and Montreal are not among the top 10 booked.

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Georgia

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Current Occupancy Trends | 2026

Georgia

Demand Summary - Current

Total	Group Sold	Transient	ADR (USD)	RevPAR (USD)
28.0%	11.2%	16.2%	\$162	\$35
As of Week Ago	As of Week Ago	As of Week Ago		
27.7%	11.2%	16.1%		
As of Month Ago	As of Month Ago	As of Month Ago		
23.5%	10.9%	12.2%		

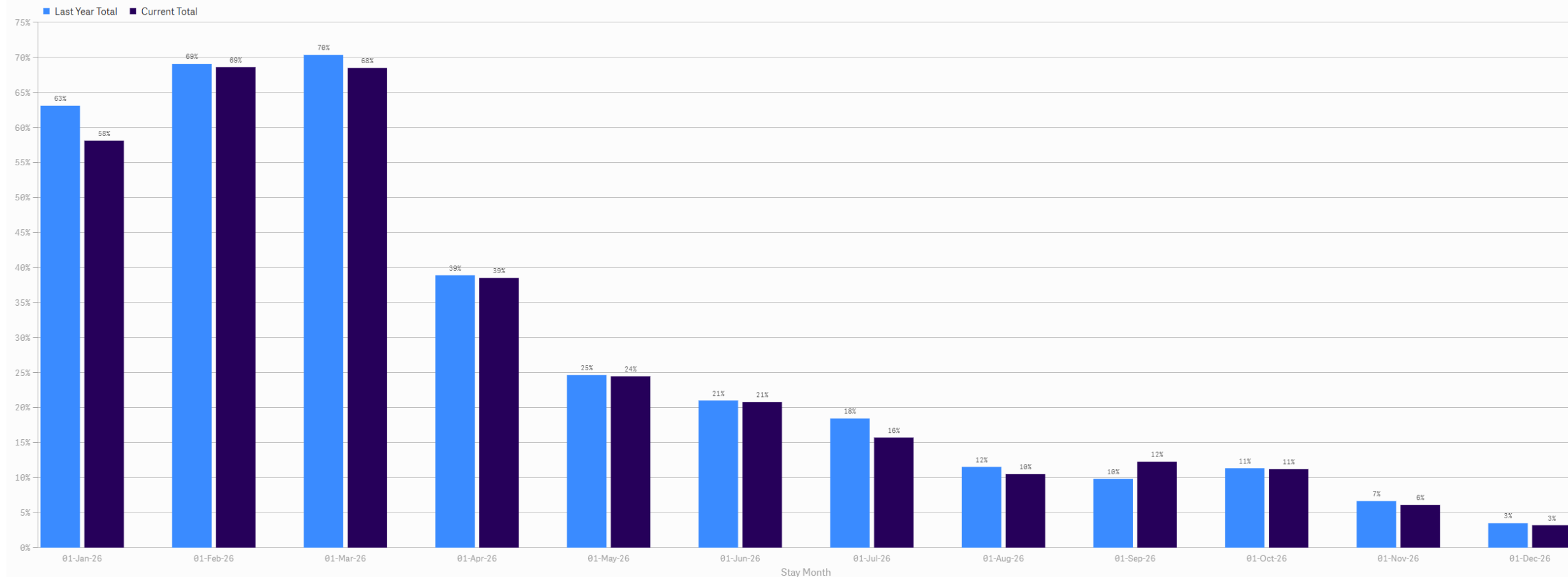
Demand Summary - Last Year

Total	Group	Transient	ADR (USD)	RevPAR (USD)
28.6%	11.2%	16.9%	\$162	\$37

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Occupancy Last Year vs Current Year

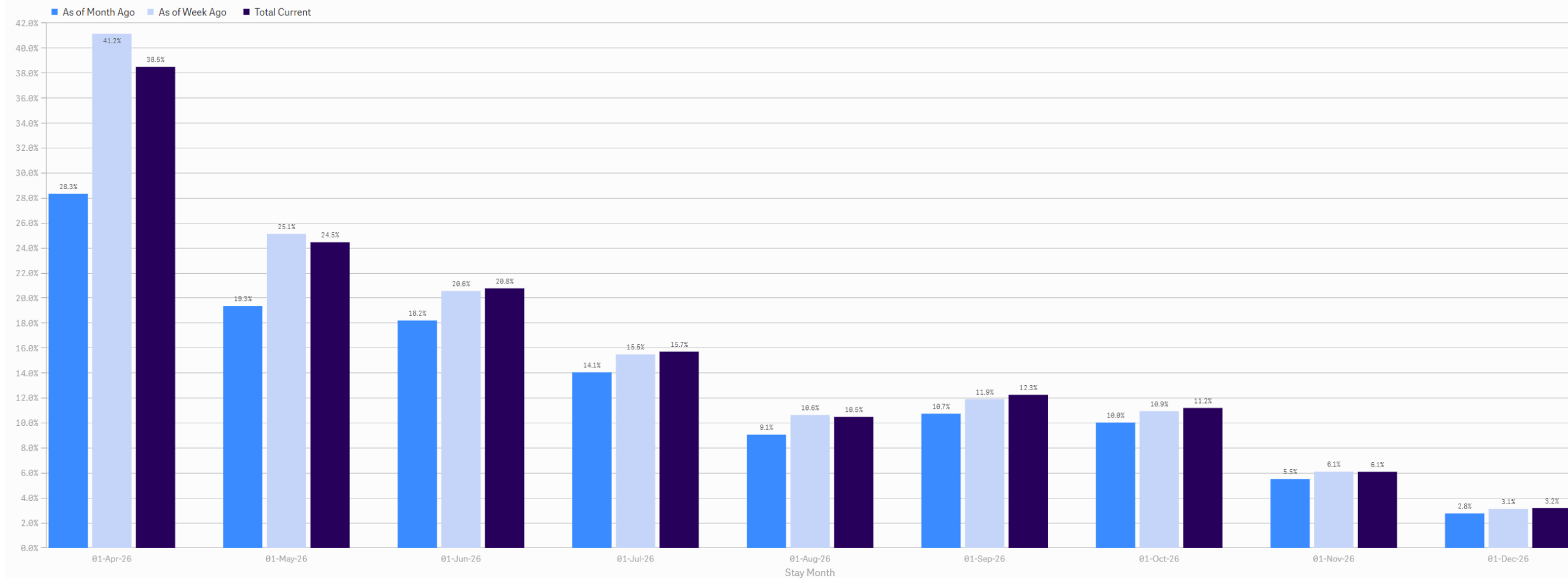
Market: Georgia



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Total Occupancy Pick Up

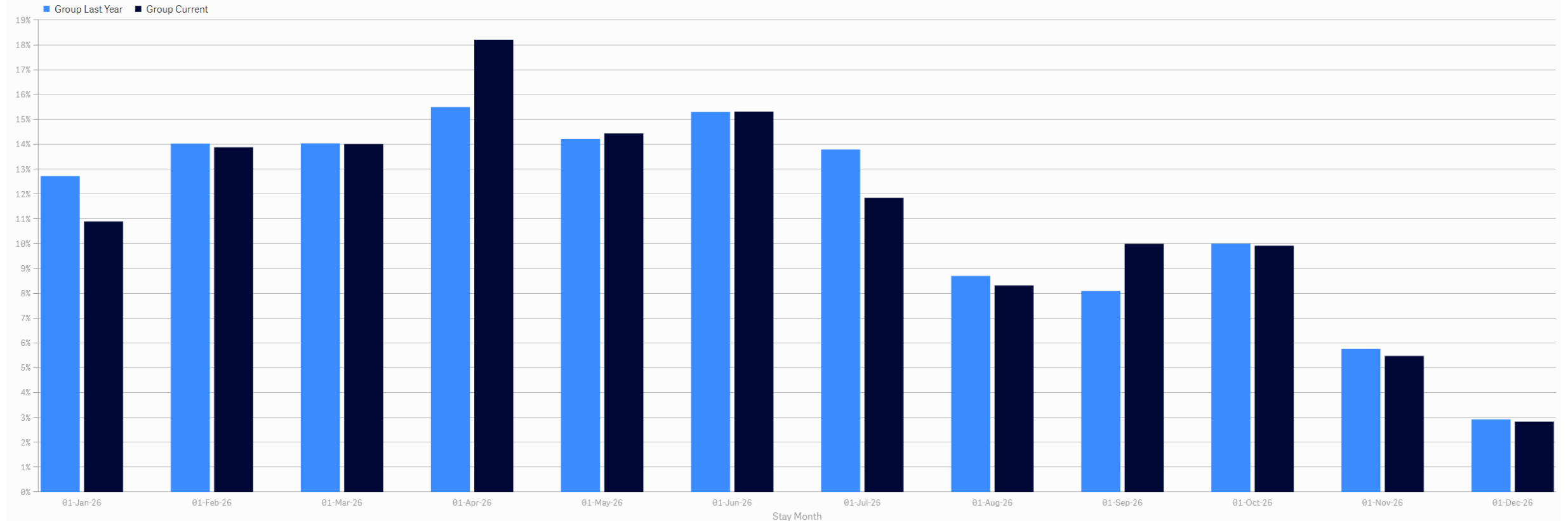
Market: Georgia



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Group Occupancy Last Year vs Current

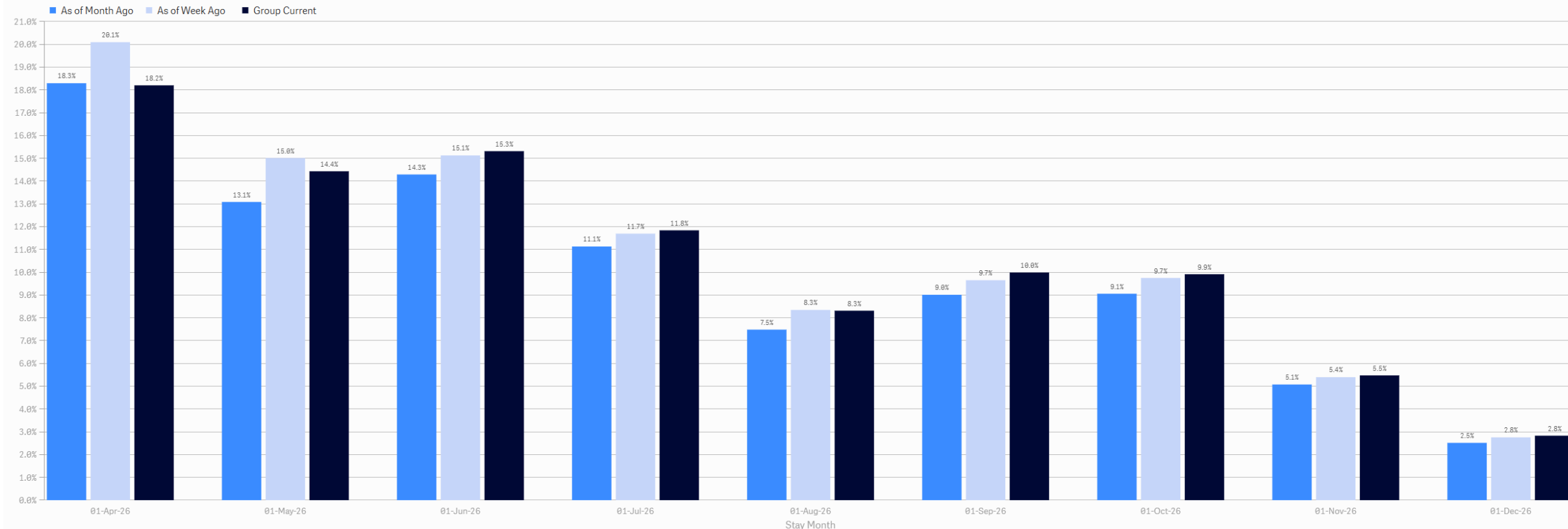
Market: Georgia



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Group Occupancy Pick Up

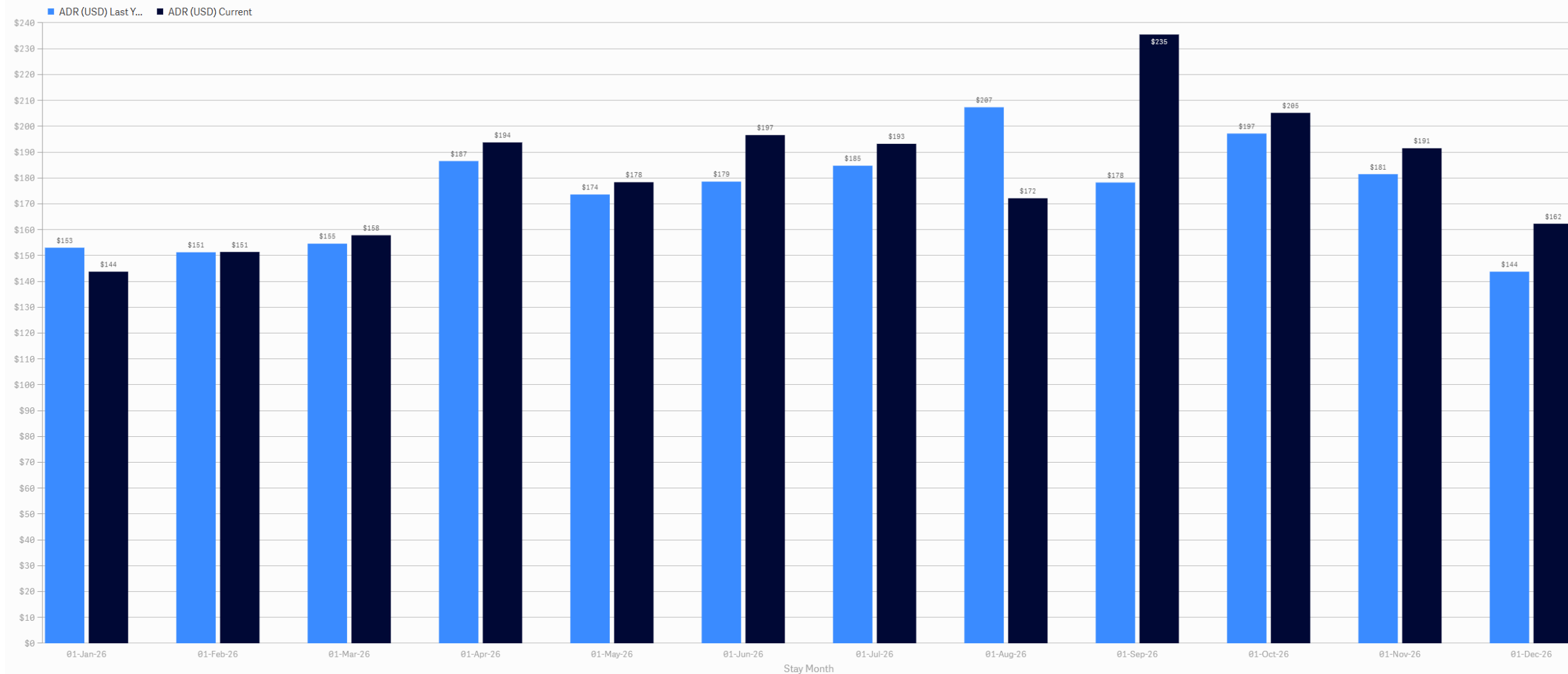
Market: Georgia



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ADR Last Year vs Current Year

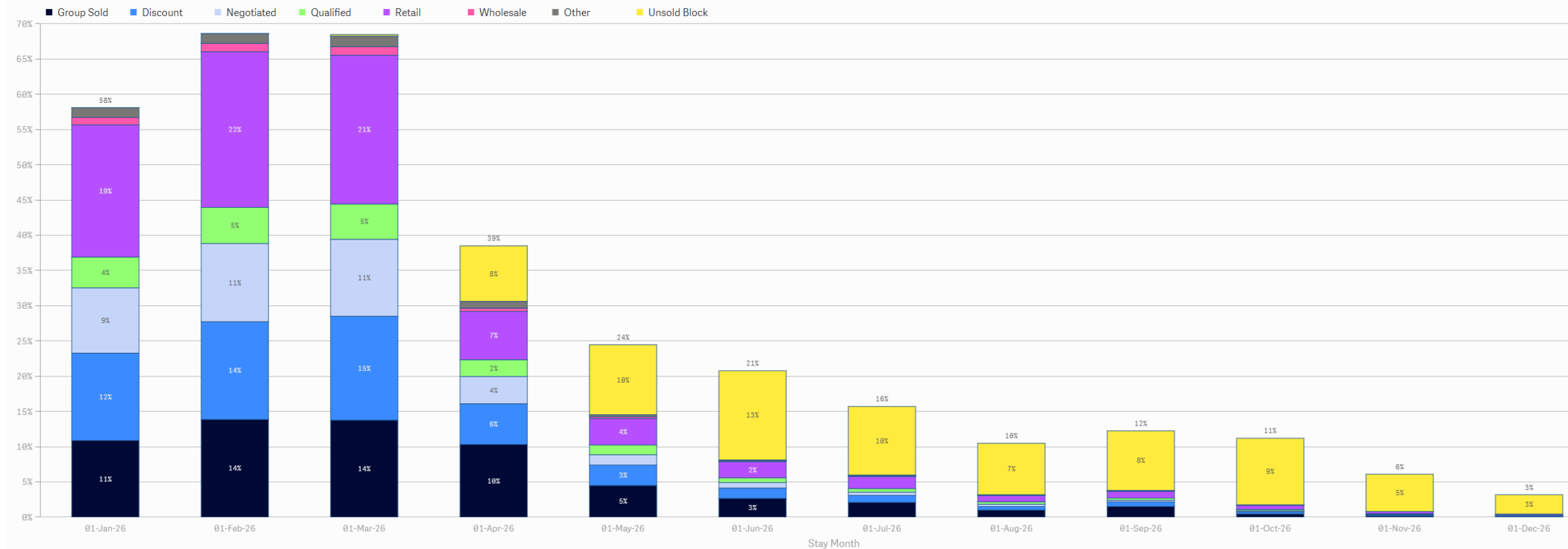
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Occupancy % by Market Segment

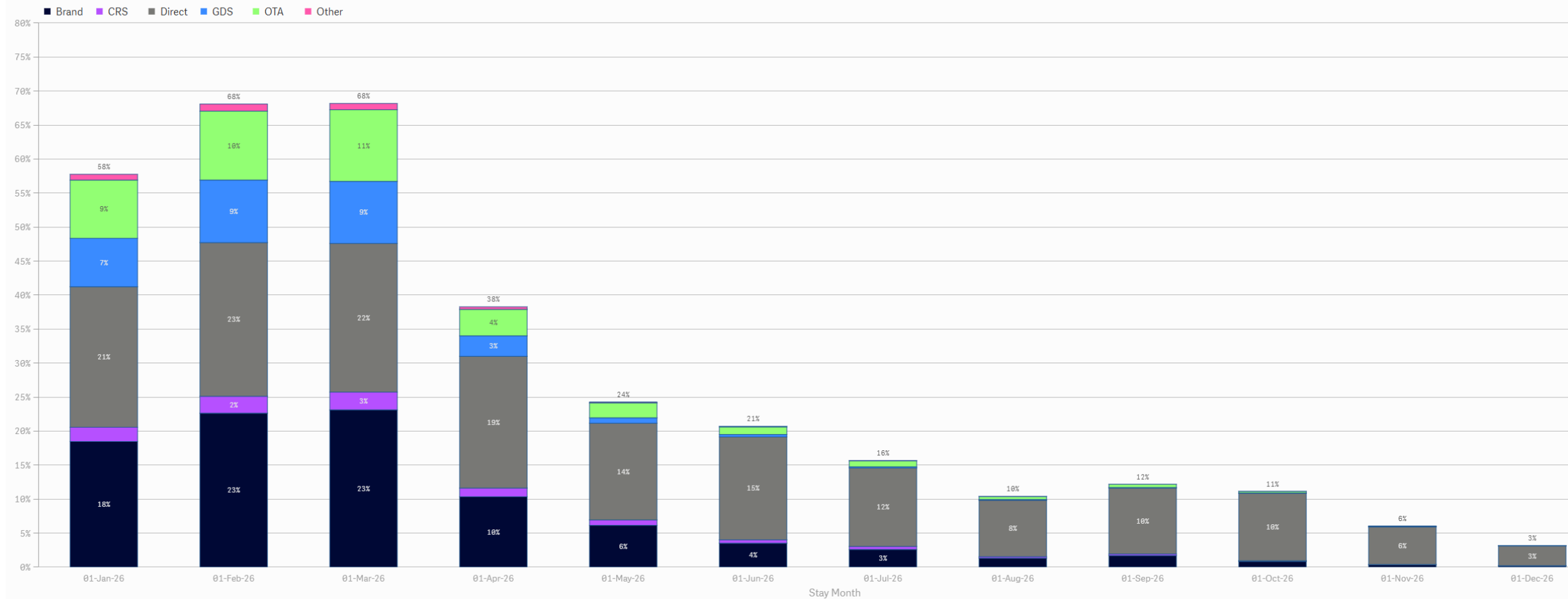
Market: Georgia



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Occupancy % by Booking Channel

Market: Georgia



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Atlanta

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Current Occupancy Trends | 2026

Atlanta

Demand Summary - Current

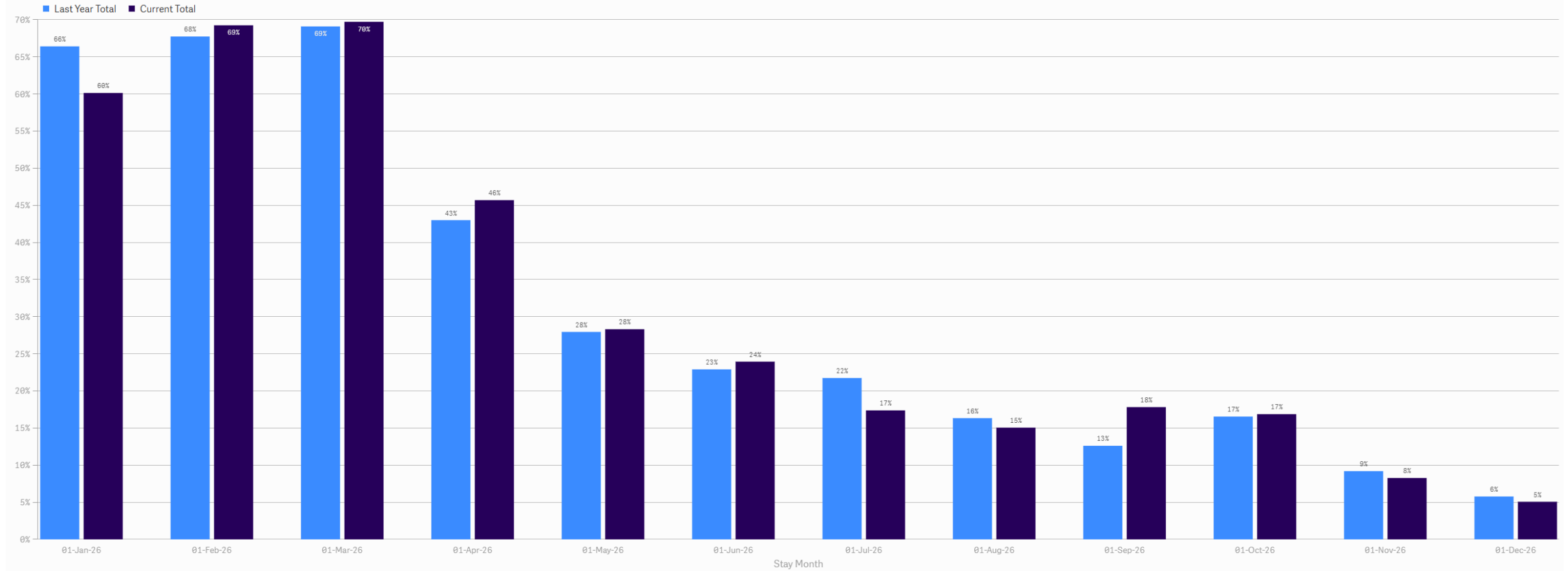
Total	Group Sold	Transient	ADR (USD)	RevPAR (USD)
31.3%	15.6%	14.8%	\$182	\$41
As of Week Ago	As of Week Ago	As of Week Ago		
31.1%	15.5%	14.6%		
As of Month Ago	As of Month Ago	As of Month Ago		
27.3%	15.3%	11.2%		

Demand Summary - Last Year

Total	Group	Transient	ADR (USD)	RevPAR (USD)
31.2%	15.5%	14.8%	\$183	\$42

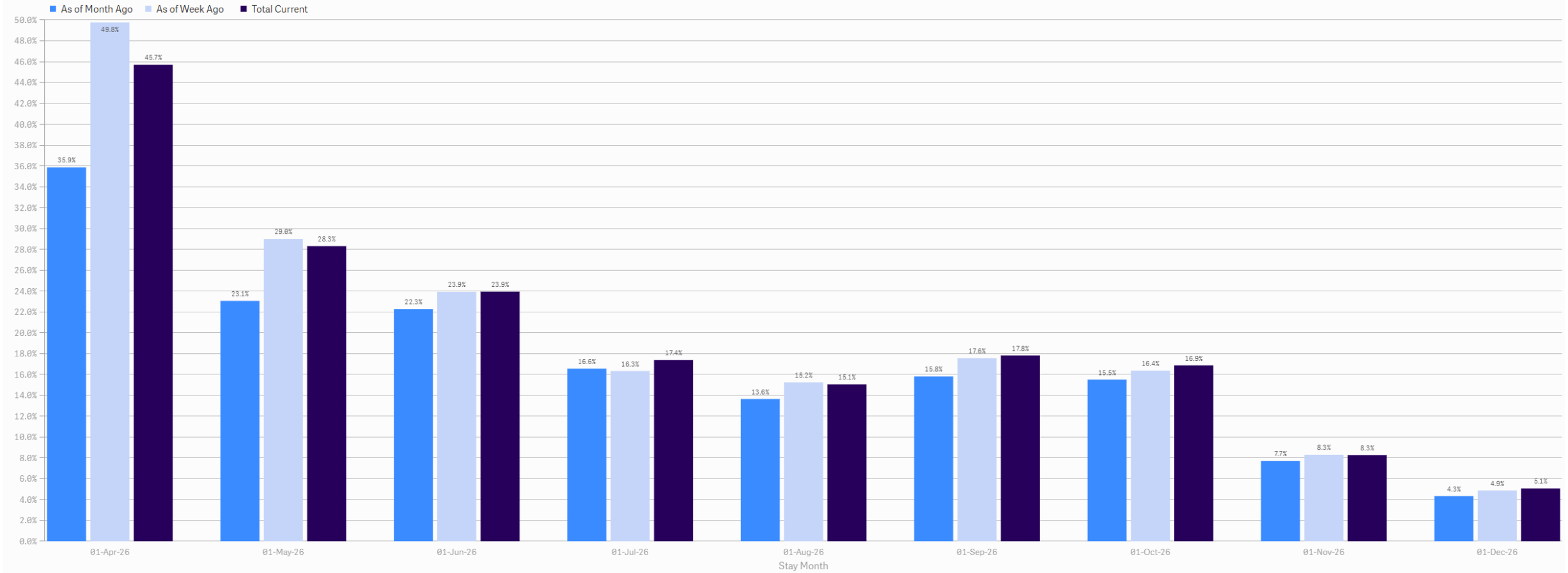
Occupancy Last Year vs Current Year

Market: Atlanta Atl, GA, US Georgia



Total Occupancy Pick Up

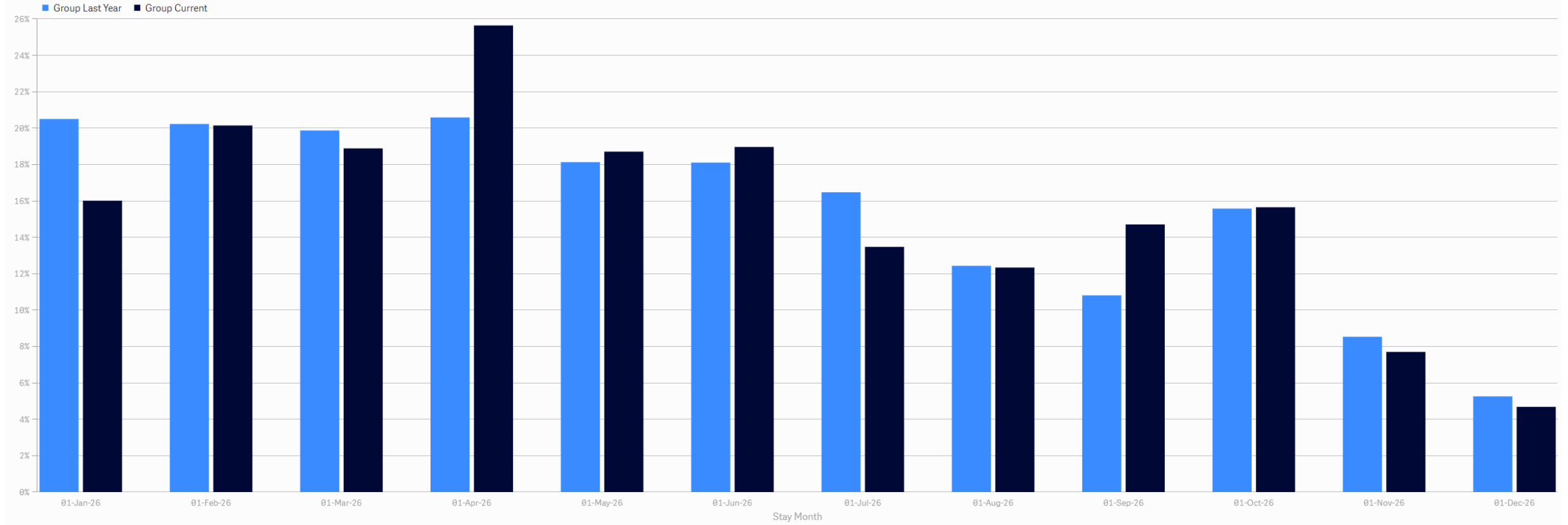
Market: Atlanta Atl, GA, US Georgia



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Group Occupancy Last Year vs Current

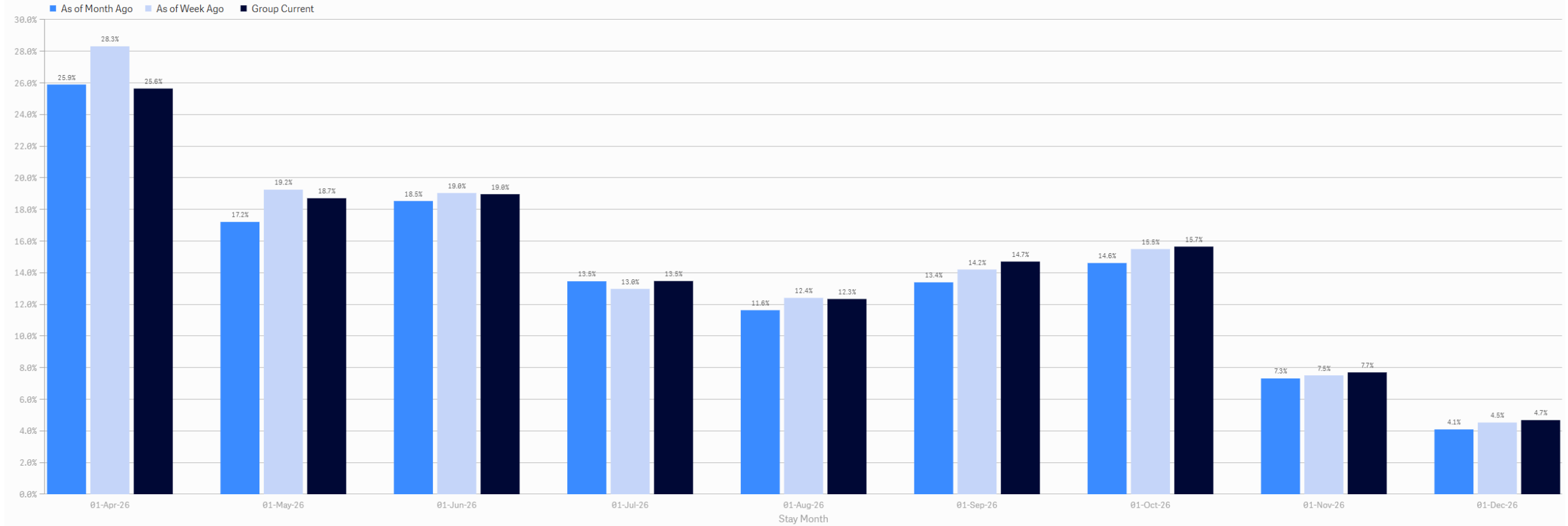
Market: Atlanta Atl, GA, US Georgia



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Group Occupancy Pick Up

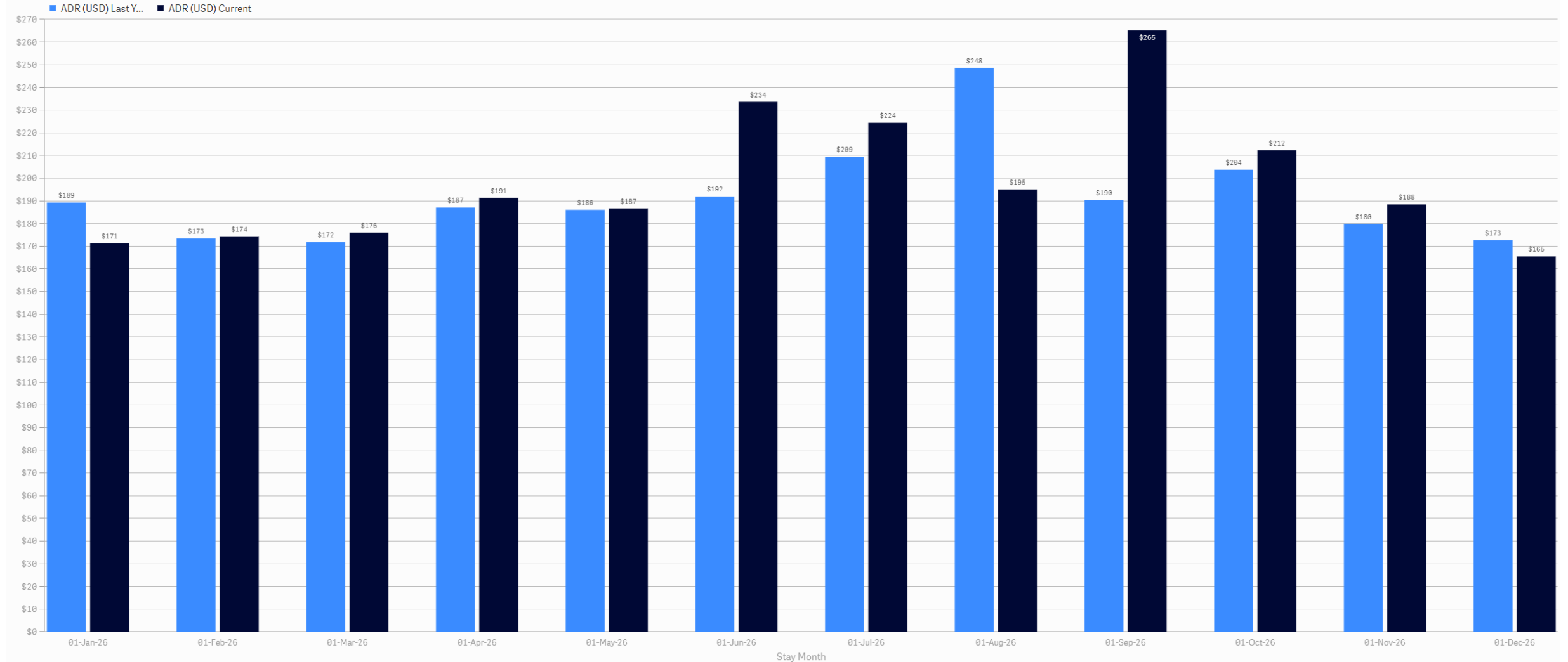
Market: Atlanta Atl, GA, US Georgia



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ADR Last Year vs Current Year

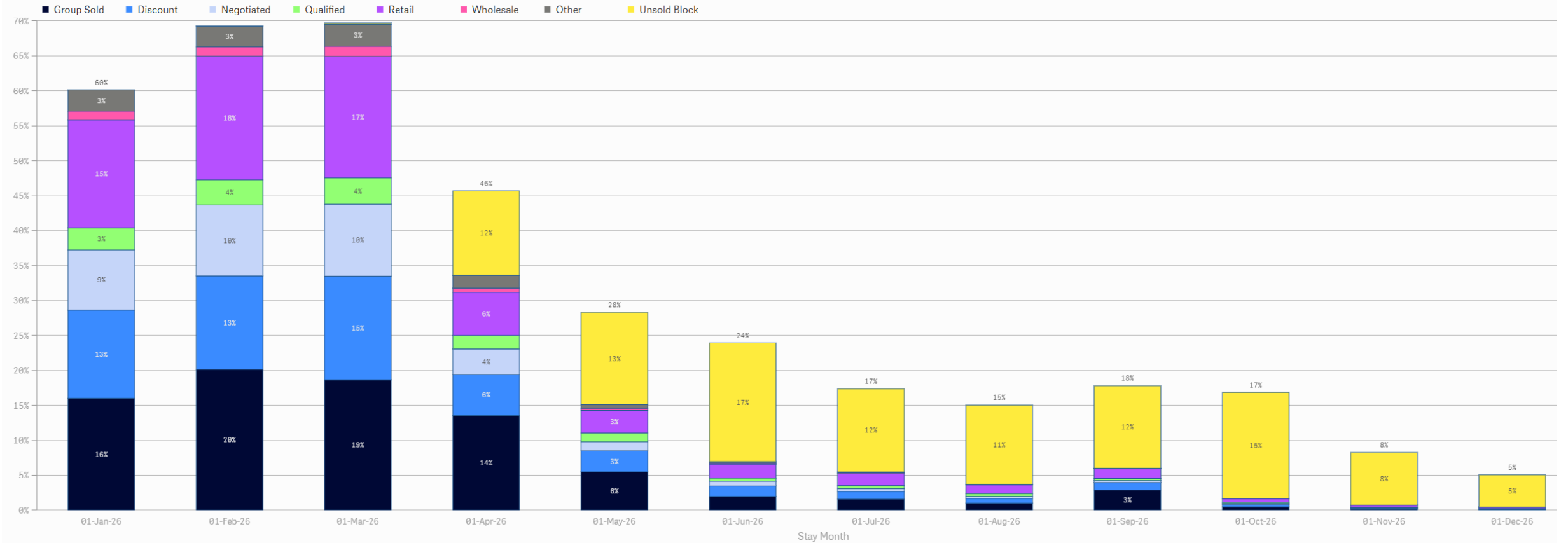
Market: Atlanta Atl, GA, US Georgia



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Occupancy % by Market Segment

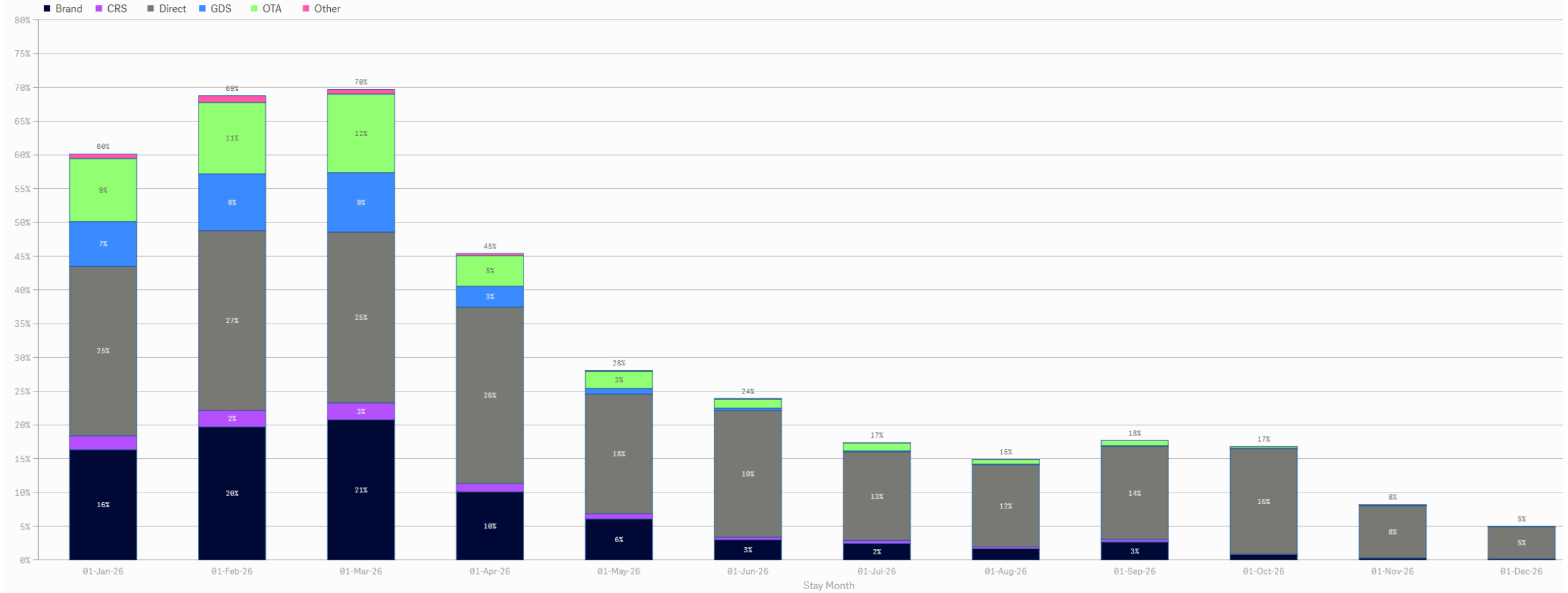
Market: Atlanta Atl, GA, US Georgia



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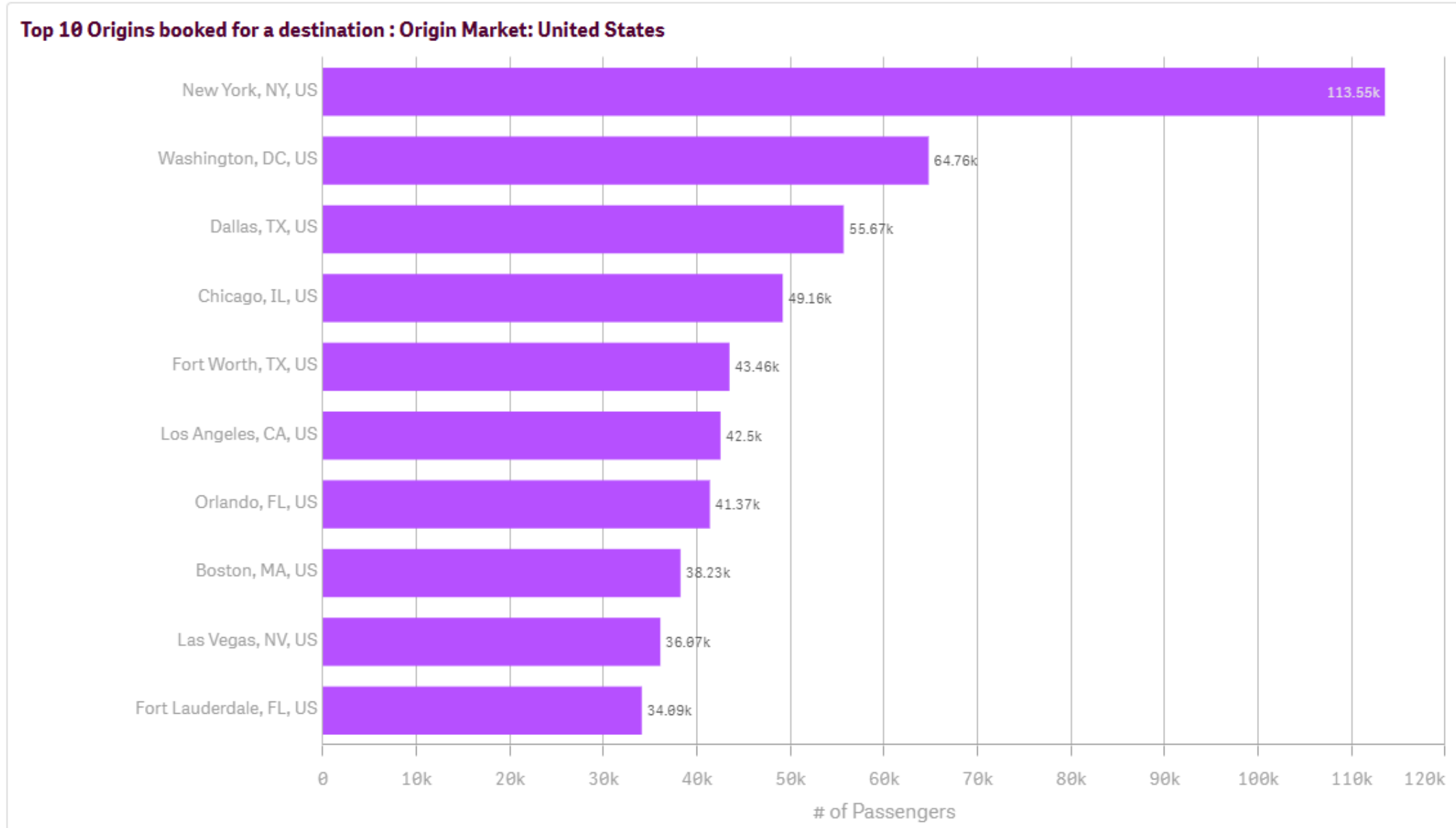
Occupancy % by Booking Channel

Market: Atlanta Atl, GA, US Georgia

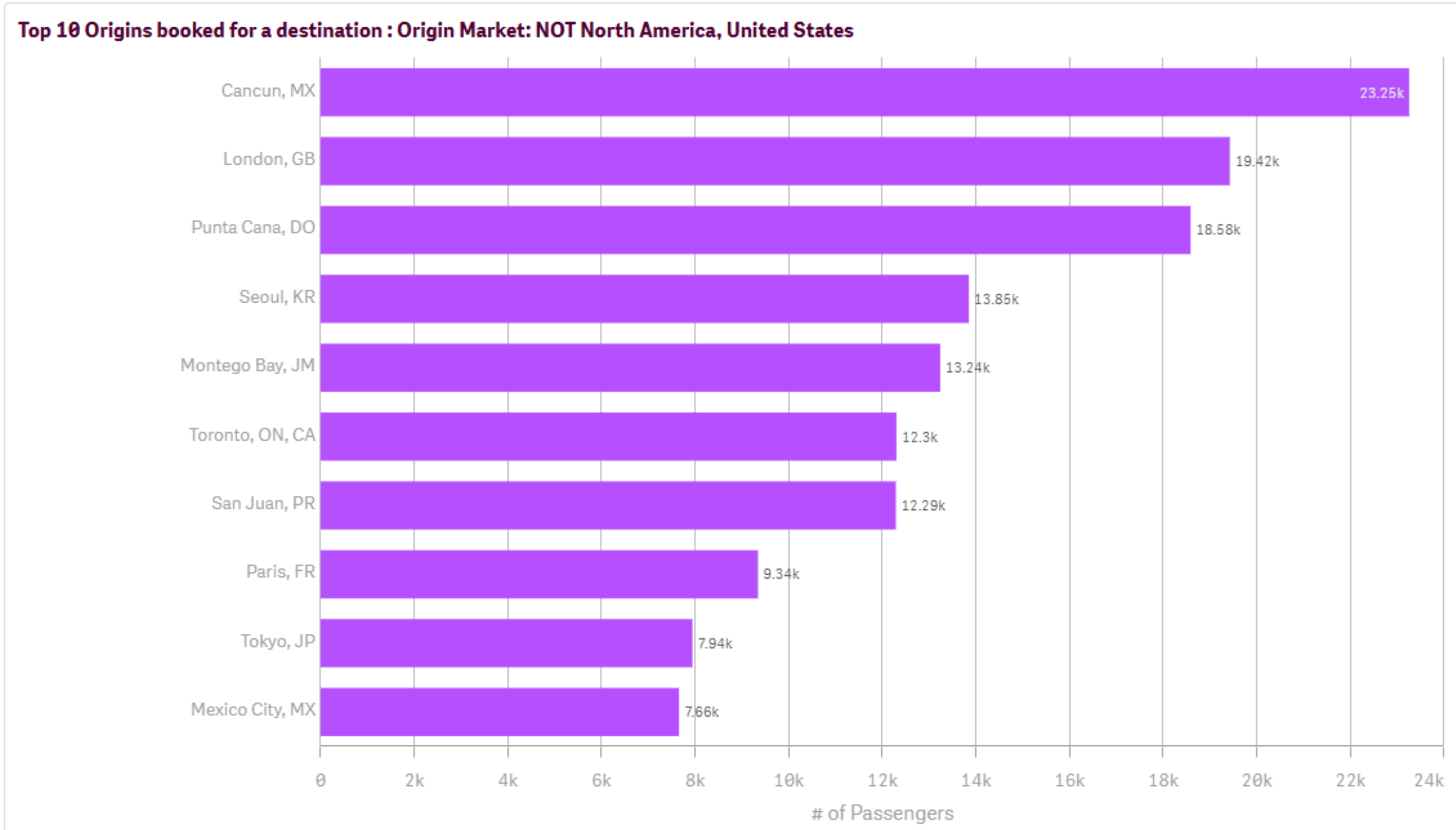


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Destination City: Atlanta | Top 10 Origin Cities: Domestic

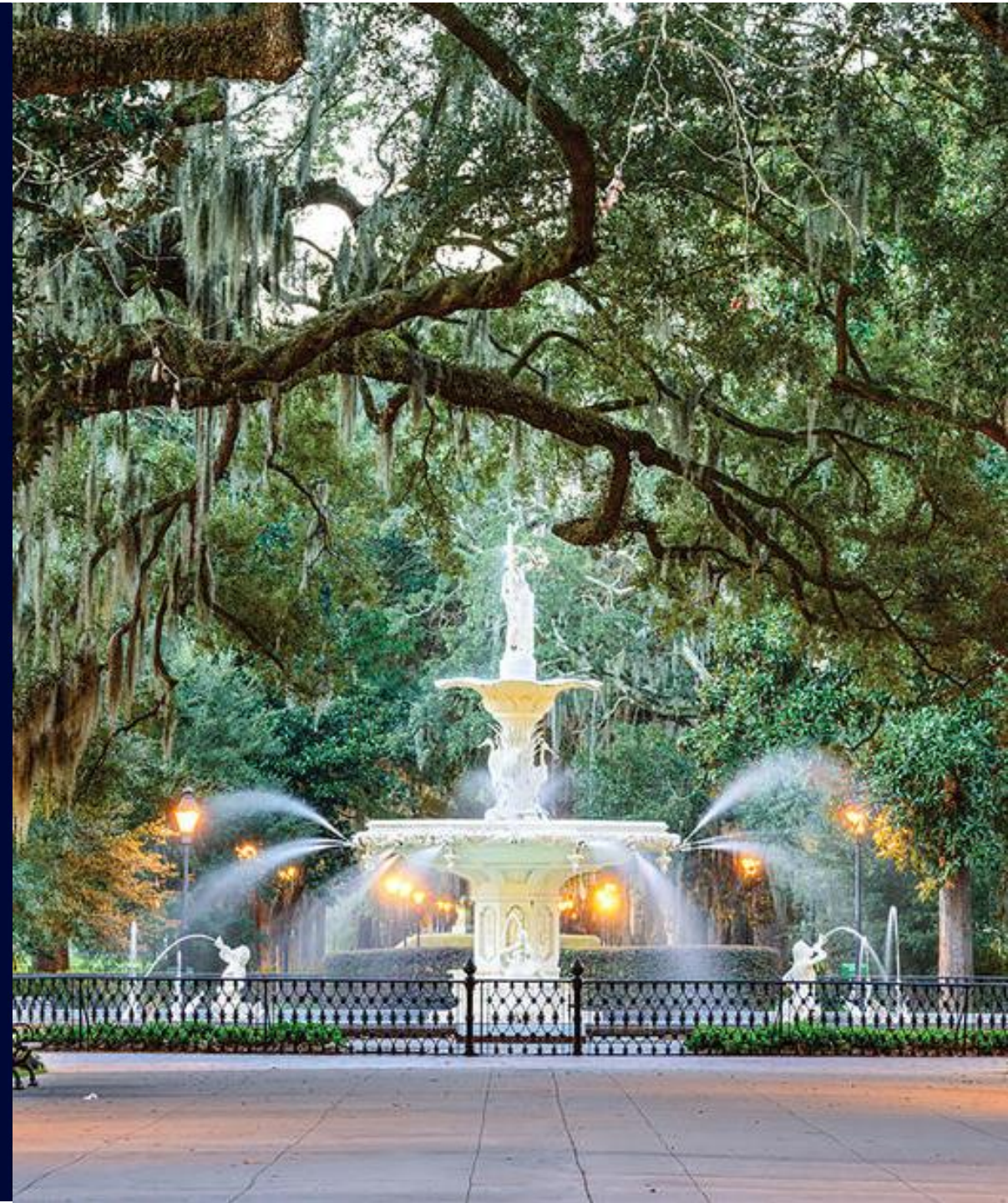


Destination City: Atlanta | Top 10 Origin Cities: International



Savannah

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Current Occupancy Trends | 2025

Savannah

Demand Summary - Current

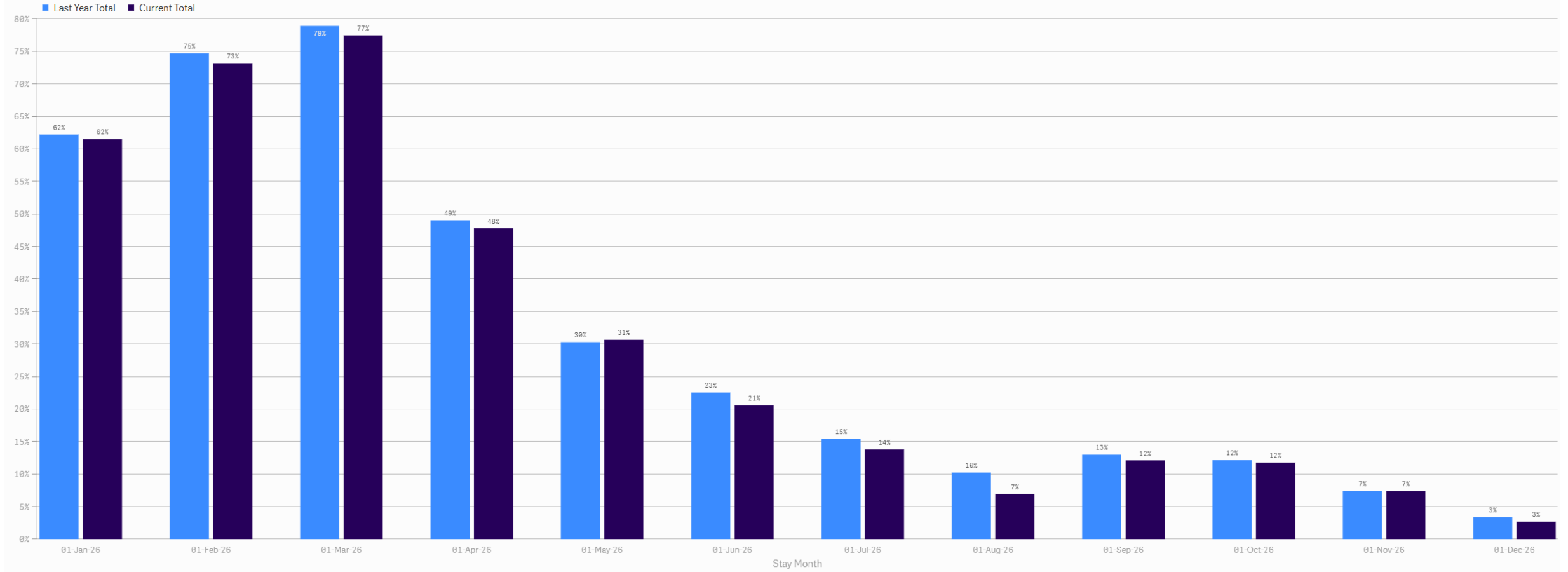
Total	Group Sold	Transient	ADR (USD)	RevPAR (USD)
30.3%	10.4%	19.5%	\$189	\$48
As of Week Ago	As of Week Ago	As of Week Ago		
30.5%	10.4%	19.7%		
As of Month Ago	As of Month Ago	As of Month Ago		
25.1%	9.9%	15.0%		

Demand Summary - Last Year

Total	Group	Transient	ADR (USD)	RevPAR (USD)
31.3%	10.4%	20.3%	\$186	\$48

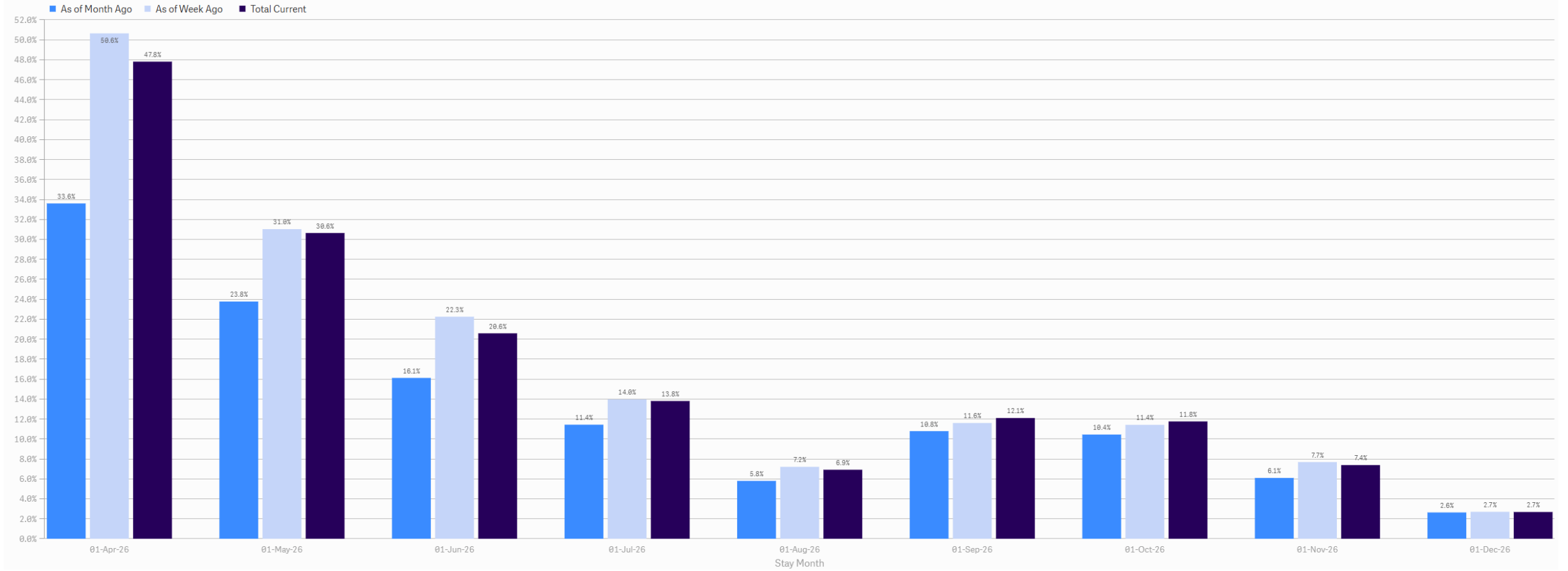
Occupancy Last Year vs Current Year

Market: Savannah Hilton, GA, US Georgia



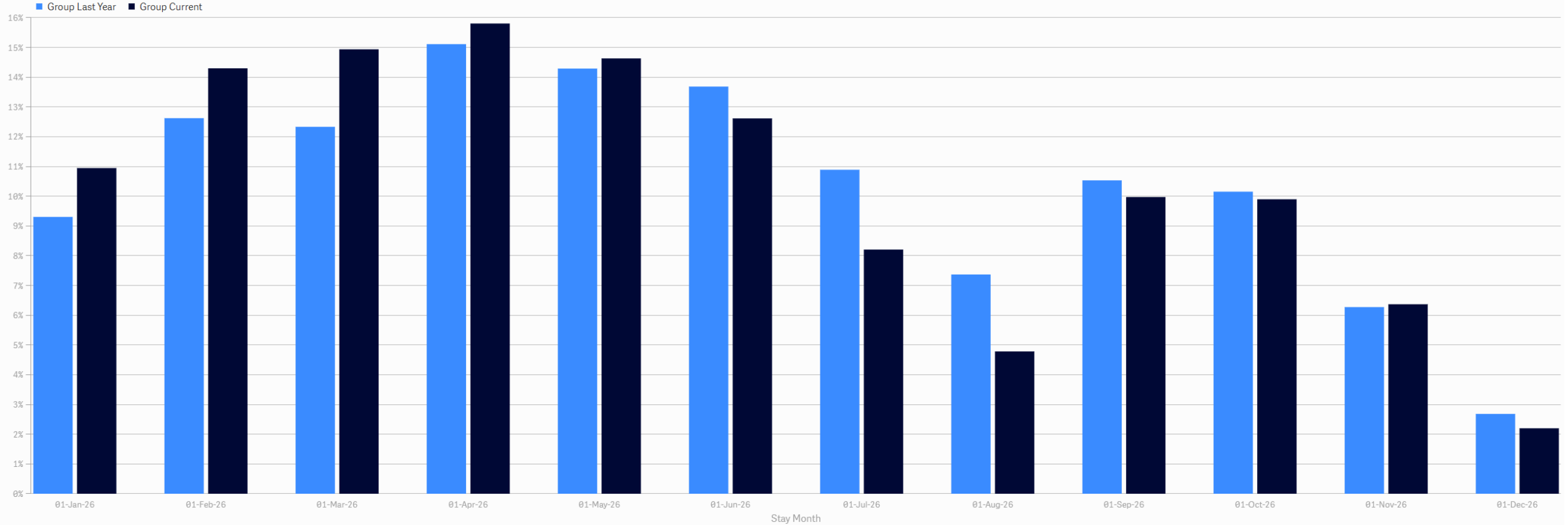
Total Occupancy Pick Up

Market: Savannah Hilton, GA, US Georgia



Group Occupancy Last Year vs Current

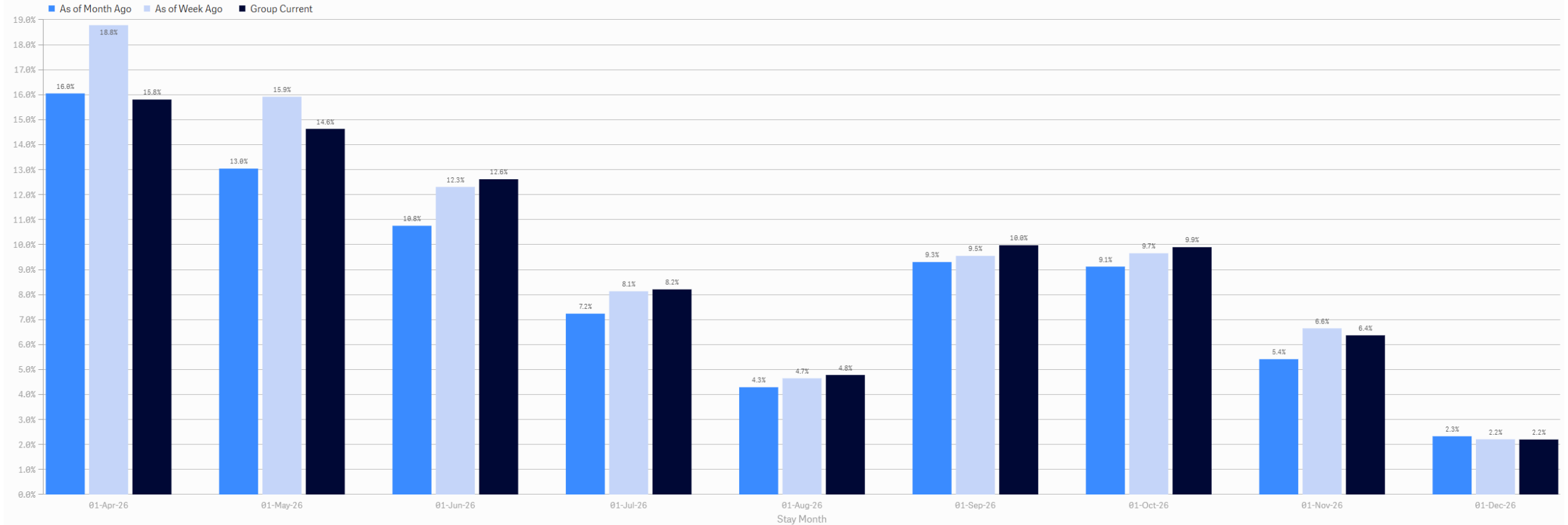
Market: Savannah Hilton, GA, US Georgia



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Group Occupancy Pick Up

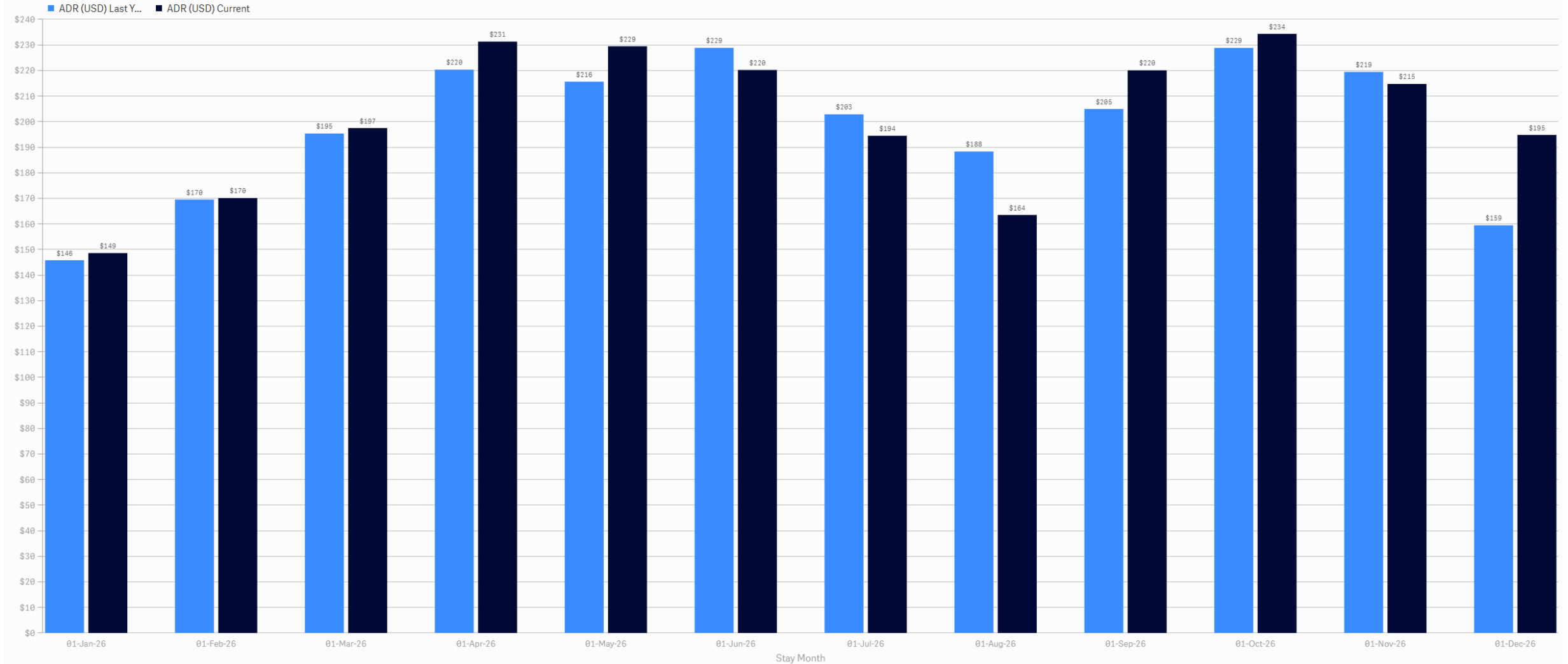
Market: Savannah Hilton, GA, US Georgia



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ADR Last Year vs Current Year

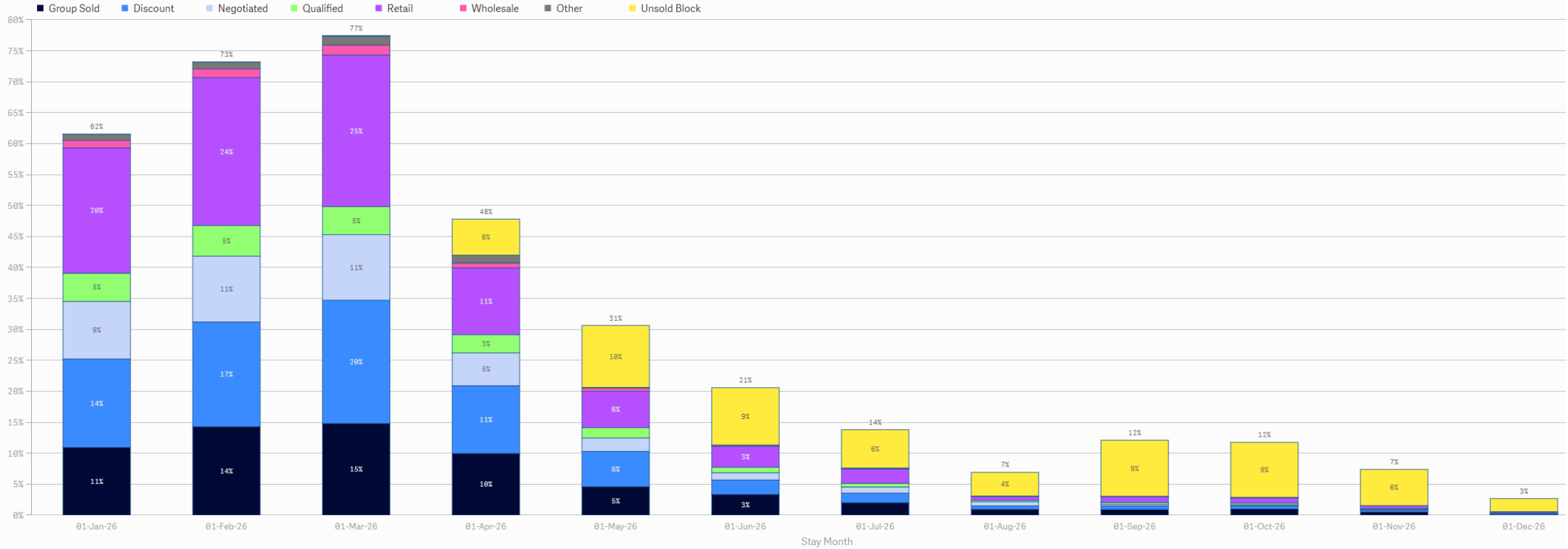
Market: Savannah Hilton, GA, US Georgia



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Occupancy % by Market Segment

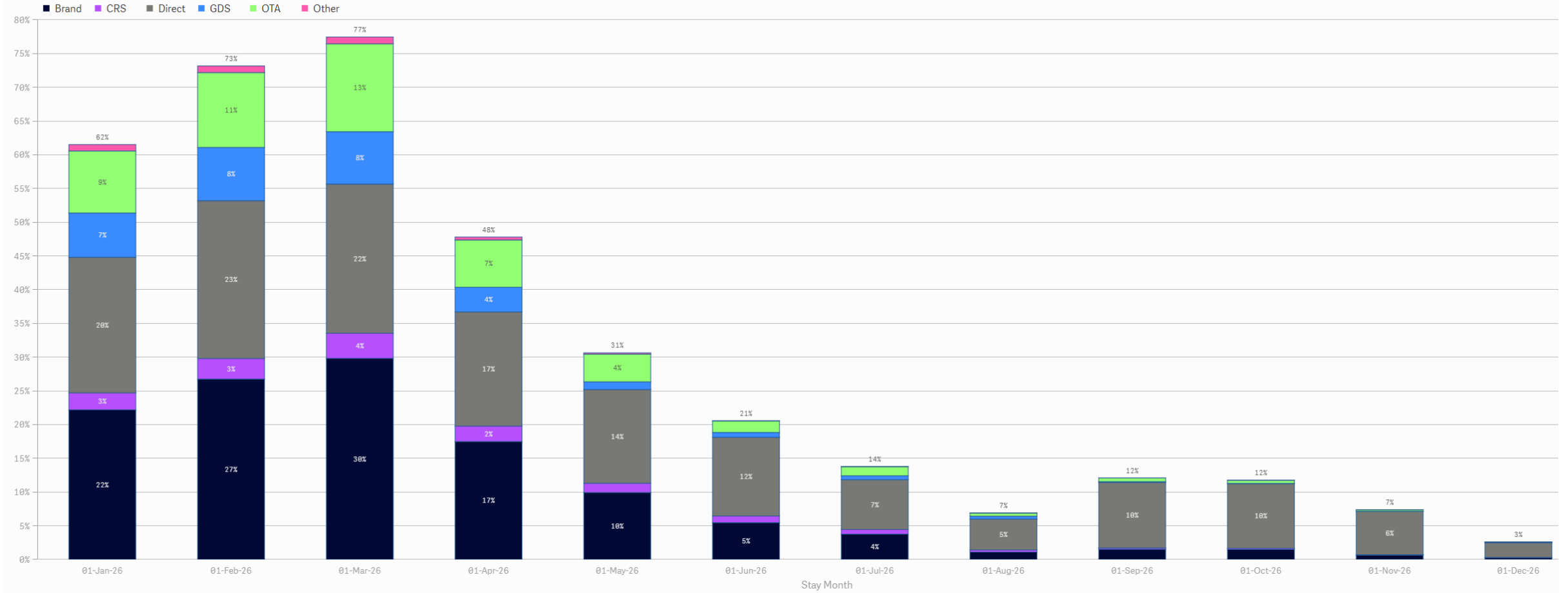
Market: Savannah Hilton, GA, US Georgia



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Occupancy % by Booking Channel

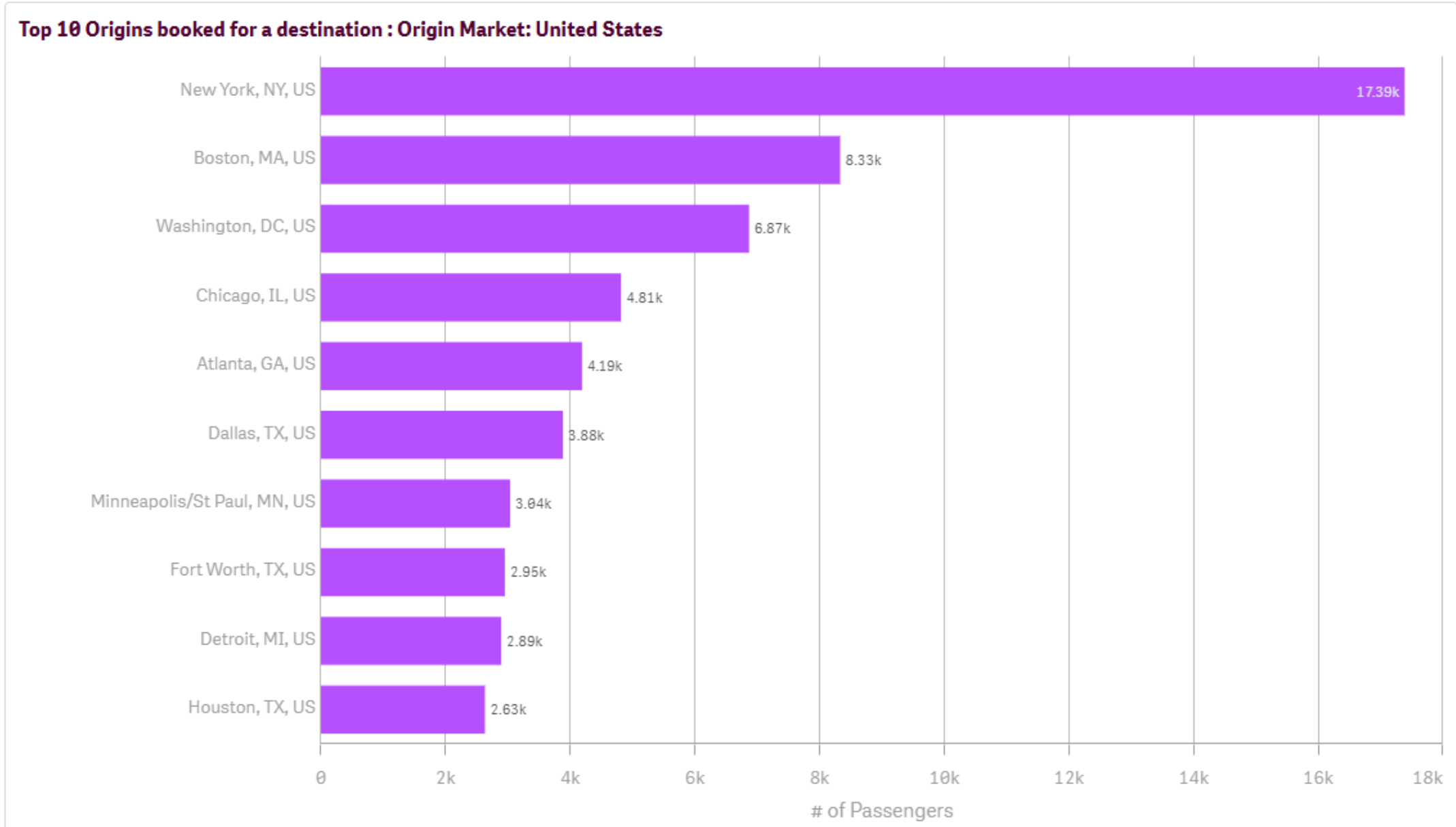
Market: Savannah Hilton, GA, US Georgia



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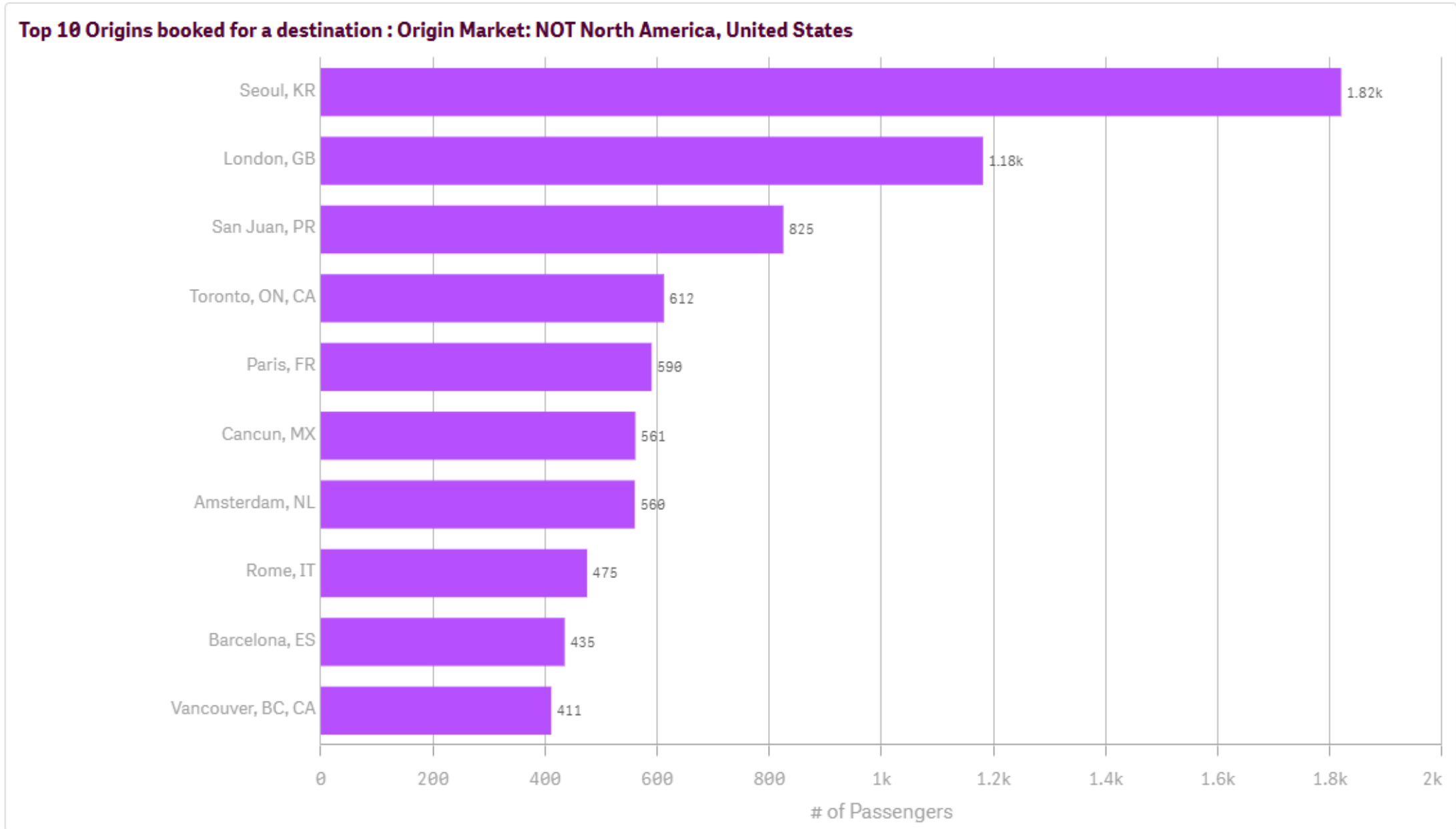
Destination City: Savannah | Top 10 Origin Cities: Domestic

CONFIDENTIAL



Destination City: Savannah | Top 10 Origin Cities: International

CONFIDENTIAL



Hospitality Business Outlook

Demand Trends | Georgia

The Amadeus logo is displayed in a white rectangular box. It features the word "amadeus" in a lowercase, blue, sans-serif font.

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Regional Director of Sales | Amadeus Hospitality

robyn.rojek@amadeus.com

Keriann Doherty

Director of Travel Intelligence – Solutions Consultant

Keriann.doherty@amadeus.com

The GBTA Georgia logo is displayed in a white rectangular box. It features an orange sunburst icon to the left of the text "GBTA | Georgia".

Himanshu Desai

Senior Director | Strategic Accounts – Travel Intelligence - Amadeus

himanshu.desai@amadeus.com