

## Iconic Brands and Attractions

Bill McElhaney

*Inside CNN Studio Tour and CNN Store*

Follow this and additional works at: <https://scholarworks.umass.edu/ttra>

---

McElhaney, Bill, "Iconic Brands and Attractions" (2016). *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 23.

<https://scholarworks.umass.edu/ttra/2014marketing/Proceedings/23>

This Event is brought to you for free and open access by ScholarWorks@UMass Amherst. It has been accepted for inclusion in Travel and Tourism Research Association: Advancing Tourism Research Globally by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact [scholarworks@library.umass.edu](mailto:scholarworks@library.umass.edu).

***inside***  
***STUDIO TOUR***

The CNN logo is displayed in white, outlined characters on a red square background. The letters are stylized and interconnected. A thin red horizontal line extends from the right side of the square across the page.

**CNN**

A large, modern building atrium with a high, white, geometric ceiling. A large globe is suspended in the center. An American flag is hanging from the ceiling. A sign for 'CW WORLDWIDE' is visible on the left. The word 'welcome' is written in large, white, lowercase letters across the center of the image.

welcome



*TO THE GLOBAL  
HEADQUARTERS OF  
CNN WORLDWIDE!*



# GETTING HERE

## PARKING

Convenient covered parking is available in the Centennial Parking Deck at the corner of Centennial Olympic Park Drive and Marietta Street

## MARTA RAIL STATION

Dome/GWCC/Philips Arena/CNN Center on Blue/Green (East/West) Line

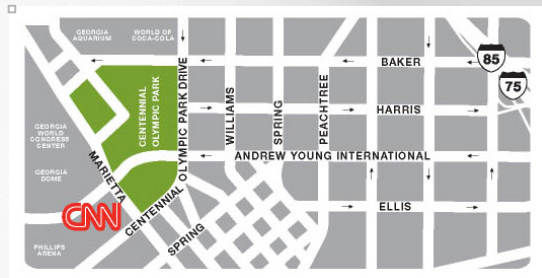
## NEIGHBORING ATTRACTIONS

Georgia Aquarium  
World of Coca-Cola  
Centennial Olympic Park  
Georgia Dome  
Philips Arena  
College Football Hall of Fame  
Center for Civil and Human Rights



**190 MARIETTA STREET, NW  
ATLANTA, GEORGIA 30303**

AT THE CORNER OF  
MARIETTA STREET AND  
CENTENNIAL OLYMPIC PARK  
BOULEVARD







# TOUR ESSENTIALS

TOURS RUN FROM

**9AM-5PM**

DAILY

**50  
MINUTE**  
GUIDED WALKING  
TOUR

OPEN  
**7 DAYS  
PER WEEK**

CLOSED: EASTER SUNDAY,  
THANKSGIVING DAY AND  
CHRISTMAS DAY

CHILDREN 3 & UNDER  
ARE ADMITTED

**FREE**

BUT MUST GET  
A TICKET

TOURS DEPART  
APPROXIMATELY  
EVERY

**10 MINUTES**

**45  
PEOPLE**  
MAXIMUM CAPACITY  
PER TOUR

WRITTEN TRANSLATIONS  
AVAILABLE IN

**17  
LANGUAGES**

**ELEVATOR- 10:30AM**  
**ASSISTED 12:30PM**  
**TOURS 2:30PM**  
AVAILABLE AT **4:30PM**



CALL FOR RESERVATIONS



***WHAT  
YOU'LL SEE***







# WORLD'S LARGEST FREE-STANDING ESCALATOR





# THE GLOBE PHOTO OPPORTUNITY







# CONTROL ROOM THEATER





# STUDIO 7E







# STUDIO 7





# ***CNN NEWSROOM OVERLOOK***







# ***HLN, CNN INTERNATIONAL & CNN EN ESPAÑOL***





# FINALE







# ***SPECIALTY TOURS***





# **MORNING EXPRESS WITH ROBIN MEADE TOUR**







# VIP TOURS





# CNN STORE







# PROTOCOL TOURS





# ***INSIDE CNN EVENTS***







# ***CNN CENTER***



Arby's  
Blimpie  
Chick-fil-A  
China Breeze  
Dunkin Donuts  
Fuji Express  
Great Wraps

Moe's Southwestern Grill  
Roman Delight  
Starbucks  
Taco Bell  
TJ's Sandwiches  
Wendy's

Dantanna's  
McCormick & Schmick's  
Fresh to Order



# ***ADMISSION***

**\$15** ADULT

**\$14** SENIOR  
(65 and older)

**\$14** STUDENT  
(ages 13-18 or college ID)

**\$12** CHILD  
(ages 4-12)





# ***MARKETING KEYS TO SUCCESS***

Partnerships –  
Internal and External

Schools

Tour Operators

Hotels and Conventions

Drive Markets and Tourists



***go there***