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Atlanta Film Festival Partners With Affinity Travel Benefits

Region's Preeminent Celebration of Cinema Now Offers Massive Hotel Discounts For All Attendees

Atlanta, GA - The Atlanta Film Festival (ATLFF) announced today that it has entered into a partnership with Affinity Travel Benefits, a leading edge, online travel and entertainment aggregation platform providing exclusive travel discounts up to 70% off retail rates across the globe.

The new partnership will provide attendees of ATLFF preferred rates and guaranteed lodging at hotels close to the event, adding huge value to the growing turnout. After 41 years of building up the film festival called one of the "Top 25 Coolest Festivals In The World" by Moviemaker Magazine, ATLFF has decided to increase their offerings to the dedicated and loyal attendees with travel benefits, as it is area where people tend to spend the most outside of admission to the ten-day-long festival.

"We are delighted to partner with Affinity to coordinate group hotel accommodations at favorable rates and terms for members of the festival. Our philosophy is to promote the arts, deliver exceptional service, and share great locales of our unique city to make this partnership win-win", says ATLFF Executive Director Christopher Escobar.

The Atlanta Film Festival already has many benefits for its over 27 thousand attendees including after festival social events, year-round classes and workshops, creative educational conferences, advanced screenings, mini-festivals, and more. The decision for ATLFF to offer hotel benefits, instead of having people find their own accommodation in an unfamiliar city, is a sign of their commitment to what it believes is an important area often overlooked by the cinema event industry. By focusing on growing its business through supporting the community the greatest benefit to the Atlanta area can be provided.

"This festival is of particular importance to us, as our leadership team is based in Atlanta and we each have a great deal of interest in the arts and local culture." says Lee Thomas, Chief Operating Officer at Affinity. "We all appreciate what the film festival does for Atlanta, and want everyone to be able to stay close to the action. Moreover, patrons can really immerse

themselves in the culture of the event with accommodations shared by their peers. We think this will help grow the festival and continue to attract more patrons each year.”

Please visit Affinity’s website for more information: www.AffinityTravelBenefits.com.
Please visit Atlanta Film Festival’s hotel selection for more information: <http://bit.ly/2ksjcbH>
For more information about the Atlanta Film Festival, visit www.atlantafilmfestival.com
Stay connected with the Atlanta Film Festival on Twitter: @atlantafilmfest, #ATLFF
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About the Atlanta Film Society

The Atlanta Film Society is one of the largest and oldest organizations dedicated to the promotion and education of the moving image in the Southeastern United States. Enriching the community through screenings, classes, workshops and other events year-round, including the Atlanta Film Society’s flagship program, the Atlanta Film Festival. One of only two dozen Academy Award-qualifying events in the country, the Atlanta Film Festival annually showcases nearly 200 works along with a full Creative Conference focusing on various filmmaking topics to over 27,000 attendees across a ten day event each spring. The Atlanta Film Festival was recently named one of the “25 Coolest Film Festival in the World” and one of “50 Film Festivals Worth the Entry Fee” by MovieMaker Magazine, as well as the “Best Spring Festival” by the Atlanta Journal-Constitution. Major funding for the Atlanta Film Society is provided by Turner, XFINITY, MailChimp, the Fulton County Board of Commissioners through the Fulton County Arts & Culture Department, SPANX and the Sara Blakely Foundation.

About Affinity Travel Benefits

Affinity Travel Benefits operates a leading-edge, online travel and entertainment aggregation platform with travel opportunities available to over 700,000 hotels and vacation rental properties globally. Leveraging a vast and established network of hospitality properties, travel wholesalers, and bulk travel buyers, Affinity’s data center delivers real-time streaming of highly discounted, “unpublished” and exclusive rates on hotels and resort properties, auto rental reservations and event ticket to shows, concerts, local movies, theme parks, and sporting events. Affinity is a one-stop shop for its partners and members and always operates under a Lowest Rate Guarantee Policy.

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