

HOTEL SERVICES FRONT DESK GUIDE



INTRODUCTION

Thank you for partnering with Downtown Connects to share sustainable transportation options with your guests. Together with our hospitality partners, we encourage Atlanta's visitors to reimagine how they get around Downtown.

This guide includes information and resources that hotel associates can use to answer guests' most common transportation questions. Downtown Connects can work with your hotel to make sure your guests get the most of their stay in Atlanta by ensuring they don't spend all their time stuck in traffic.

PUBLIC TRANSPORTATION

Below is a brief explanation of the transportation options in Atlanta.

MARTA rail – [itsmarta.com](https://www.itsmarta.com)

The MARTA rail system has four lines and 38 stations, providing easy access directly from the Airport to Downtown as well as to many of the city's most popular sites.

Fares are paid with Breeze cards or tickets upon entering the system. Regular trips are \$2.50 each way, regardless of distance. Every Breeze card and ticket comes with four transfers. This means you can change bus routes or switch from bus to train (and vice versa) in a three-hour period without using extra fare.

Single-day and multi-day passes are also available.

Train Hours

Weekdays: 4:45am-1:00am

Weekends: 6:00am-1:00am

Train Frequency

Rush hours: every 10 minutes (6:00-9:00am & 3:00-7:00pm)

Non-rush hours: every 15 minutes

Nights & weekends: every 20 minutes

MARTA bus – [itsmarta.com](https://www.itsmarta.com)

Fares can be paid with a Breeze card or ticket (must be purchased ahead of time at a rail station) or with exact change on the bus.

For the Guest

The plastic Breeze card is the city's reloadable fare card used to pay for MARTA rail and bus. Register your card on the MARTA website to track expenses, add funds, and transfer balances in case you lose your card. Breeze cards can be purchased in-person or ordered online in advance. If you order online, keep in mind that it takes about a week for the card to be delivered in the mail.

For the Hotel

When your hotel is welcoming large groups, Breeze passes are an excellent way to efficiently help move your visitors around the city. Groups may place bulk orders with a specific number of trips loaded onto their Breeze passes prior to arrival. The passes can be mailed directly to the contact or delivered to the hotel.

Groups are also able to purchase one-day or multi-day Breeze passes that come pre-loaded and are valid for unlimited rides on MARTA rail and bus once the card is tapped. Discounts are available for orders of 200 passes or more. All group passes must be ordered at least 14 days in advance. For more information on bulk orders or day passes for your hotel, email Downtown Connects at connects@atlantadowntown.com.

Atlanta Streetcar – itsmarta.com/streetcar

The Atlanta Streetcar route loops around Downtown, connecting the Martin Luther King Jr. National Historic Site to the east and the Centennial Olympic Park District to the west, with 10 stops in between.

Regular trips are \$1 each way or \$3 for a one-day pass. To purchase with a credit or debit card, you may purchase your fare directly from a Breeze vending machine at a Streetcar stop. You will receive a printed receipt that must be presented when boarding the Streetcar. To purchase with cash, you may purchase your fare through the cash collection box located inside of the Streetcar behind the Streetcar operator. Exact fare is required for cash purchases.

MICROMOBILITY DEVICES

Micromobility devices include bikes, scooters, skateboards, and more.

Relay Bike Share

Your guests can spin their way around Downtown with Atlanta's official bike share system, Relay Bike Share. Download the Social Bicycle app to find available bikes and bike stations. With the Pay as You Go plan, visitors pay \$3.50 for the first 30 minutes and \$0.15 a minute after that.

Dockless Mobility Devices

These shareable devices are unlocked via a mobile app and then can be picked up and dropped off anywhere in the service area.

Riding these devices on the sidewalk is not allowed in the city of Atlanta. Users should ride in bike lanes, on multi-use trails, or safely in the street. Riders should look for "Park Here" stickers on the ground to find recommended dockless vehicle parking locations and should be sure not to block the sidewalk when parking their device.

There is currently a **Nighttime Riding Restriction** for dockless mobility devices rented through mobile apps. No devices may be rented from 9:00pm-4:00am. Relay Bike Share and personal bikes and scooters are not affected by the nighttime restrictions.

Visit the [City's website](#) for more information about dockless mobility regulations in Atlanta.

TRIP PLANNING

Below is a list of resources to help plan trips in and around Downtown.

Google Maps

Shows the best routes for rail, bus, walking, and biking. Turn on the Transit or Bike map layers to view more details about these travel options. Visit [google.com/maps](https://www.google.com/maps)

MARTA On the Go

Download MARTA's mobile app for real-time bus and rail information, bus and rail schedules, a full rail system map, and access to Google Transit Trip Planner.

ATL Transit Trip Planner

A helpful trip planning tool for transit and bike riders across the metro region. Visit [ATLTransit.org](https://www.ATLTransit.org)

MAPS AND BROCHURES

Downtown Connects provides free maps and brochures to hotels to help guests easily access all their transportation options. Below are a few visitor-friendly guides that your guests will appreciate. Email connects@atlantadowntown.com to request your free brochures and maps.

MARTA Ride Guide

The MARTA Ride Guide includes a rail system map and gives an overview of all things MARTA, from purchasing a Breeze card to hours of operations.

Check out the [online version](#) to preview the Ride Guide.

Downtown Atlanta Walking Map

The Downtown Atlanta Walking Map allows visitors to discover all the excitement the Downtown neighborhood has to offer, all of it just steps from your hotel doors. This map emphasizes the walkability of Downtown attractions, most no more than a 15-minute walk away.

Have other questions? Want the Downtown Connects team to host a workshop with your concierge and guest services staff about Downtown transportation options? Email us at connects@atlantadowntown.com.