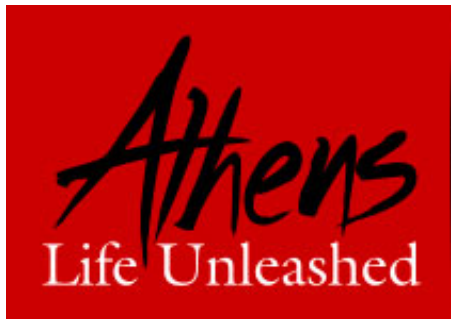


Having trouble viewing this email? [Click here](#)



## Athens Now:

Newsletter of the Athens Convention & Visitors Bureau

In This Issue...

[New CVB Offices](#)

[Out & About with the CVB](#)

[Marketing & PR Updates](#)

[Hospitality Newsmakers](#)

[Sales Update](#)

[Hockey in Downtown Athens](#)

[Governor's Tourism Conference](#)

September 2015



SAVE THE DATE

**Tourism Division  
Roadshow**  
September 17, 2015  
The Plaza Arts Center  
Eatonton

**CVB Advisory Board  
Annual Meeting**  
October 8, 2015  
8:30 a.m.  
The Classic Center  
Empire Room  
*Sponsored by  
The Classic Center*

**Historic Heartland  
Travel Association  
Meeting**  
October 8, 2015  
Perry, Georgia

**Historic Heartland  
Travel Association  
Holiday Luncheon**  
December 2, 2015  
Conyers, Georgia

**Northeast Georgia  
Mountains Travel  
Association's**

---

## New CVB Offices

The CVB's new offices are almost finished and beautiful. Even before the project launched, the CVB and The Classic Center wanted to make sure that the historic integrity of the Fire Hall space was maintained.



Renowned local architect **David Matheny** and local general contractor **Smith Wilson**, both with strong Athens-Clarke Heritage Foundation connections, were enlisted, and both have done a standout job making sure the goal was maintained. The end result is one that will truly make our community proud. Visitors to the CVB and The Classic Center will be welcomed in style and will receive a great impression of our city and The Classic Center. Even with all these improvements, it is important to note that all changes can be easily reversed. You are going to be pleased with the outcome of this monumental project, just as we are.

---

## Out & About with the CVB



On 8/26/15, The Classic Center and CVB participated in the **United Way's Day of Caring** at Action, Inc's The Pencil School near Lexington, GA in Oglethorpe County.

---

## Marketing & PR Updates

The CVB is thrilled to announce that our **all-new website** will launch before the end of the month! [VisitAthensGA.com](http://VisitAthensGA.com) will have a bold new look with striking images and state-of-the-art features. To be sure you will look your best on the new website, update your photos and add new amenities and offers via our Extranet at [www.VisitAthensGA.com/partners](http://www.VisitAthensGA.com/partners).

Chuck Jones, Hannah Smith, and Rachel Watkins attended the **Georgia Governor's Tourism Conference** in Savannah Aug. 28-Sept. 2. This year's theme, "Tourism Trending," reflected the range of experts offering sessions on current trends and best practices in tourism marketing, leadership, technology and advocacy. Athens CVB staff had the opportunity to speak directly with important key contacts such as members of our state legislature and travel media.

### Media Relations:

Over the past month, the CVB:

- responded to **23** media requests,
- tracked coverage of **24** articles resulting in **20,095,429** impressions,
- distributed **4** press releases, and
- pitched **6** story ideas.

**Chautauqua**  
Hiawassee,

GA

March 6-7, 2016

[The Ridges](#)  
[Resort and Marina](#)



IN THE  
NEWS

"10 Things to Do in  
Athens on a No Football  
Weekend"

[OccupyMyFamily.com](http://OccupyMyFamily.com)

September 14, 2015

"A Road Trip Through  
Georgia"

[www.Examiner.com](http://www.Examiner.com)

September 3, 2015

"America's Best College  
Football Towns"

[Travel + Leisure](#)

September 3, 2015

"5 Artsy Southern Towns"

[Deep South Magazine](#)

September 2, 2015

"Restaurant Roundup:  
Athens, Ga."

[PasteMagazine.com](http://PasteMagazine.com)

September 1, 2015

"20 College Towns We  
Love to Visit"

[Fodors.com](http://Fodors.com)

August 28, 2015

"The 16 Best Places to  
Live in America 2015"

[Outside Magazine](#)

August 18, 2015

"My Town: Susan Hable's  
Athens, Georgia"

[ExploreGeorgia.org](http://ExploreGeorgia.org)

August 18, 2015

"Georgia Coffee  
Roasters"

[ExploreGeorgia.org](http://ExploreGeorgia.org)

June 29, 2015

"South Georgia's  
Four 'A' Trail"

[Philadelphia](#)

[Sunday Sun](#)

June 27, 2015

## Hospitality Newsmakers

Welcome new bakery **Sweetie Pie by Savie** located at 150 Whitehall Road. CVB Sales Manager Ben Ray attended their grand opening on 8/21/15 and sampled delicious treats.



Savie Rochanasmita Arnold and Speedy Arnold of [Sweetie Pie by Savie](#)

Check out the newly redesigned and reopened **J's Bottle Shop** on Prince Avenue in Normaltown. The store has been expanded with more offerings with a lovely large modern feel.

The CVB attended the soft opening of the newest location of **Taqueria Tsunami** in downtown Athens on 9/9/15. They are located in the Michael Brothers Building and opened for business on 9/10/15.

---

## Sales Update

While we are presently without a director of sales, our sales team has stepped up to the challenge and are not missing a beat. Sales Managers Missy Brandt and Ben Ray, along with Director Chuck Jones, are aggressively working to make sure that the CVB's sales goals are met. A selection committee consisting of a hotelier, restaurateur, Classic Center management, and Jones will be interviewing candidates soon. There are great candidates, and we are looking forward to naming a new director of sales soon.

### August Sales Activity Highlights:

**13** future bookings  
**7,215** future room nights  
**12,785** attendees  
**\$3,168,430.72** future estimated direct spending

Senior Sales Manager Missy Brandt and Sales Manager Ben Ray attended **The Hartman Fund Donor Open Practice and Reception** at UGA on 8/13/15. They watched the Dawgs practice along with other invited UGA fans and afterwards enjoyed hot dogs and hamburgers served at Stegeman Coliseum.



---

## UGA Hockey in Downtown Athens

"Atlanta Day Trips: A Guide to Athens"

[Virgin Atlantic](#)  
June 15, 2015

"Athens, GA City Guide"

[Design Sponge](#)  
June 2, 2015

"These Spring Cocktails Will Wet Your Whistle"

[ExploreGeorgia.org](#)  
May 8, 2015

"5 Rooftop Dining Destinations"

[ExploreGeorgia.org](#)  
April 24, 2015

"Take Five: The Essential Athens, Georgia"

[PasteMagazine.com](#)  
April 21, 2015

"The Perfect Food Weekend in Athens, Georgia"

[ExploreGeorgia.org](#)  
April 8, 2015

"The Best Places to Retire in 2015"

[Forbes.com](#)  
March 17, 2015

"See the Sophisticated Side of Athens"

[New York Magazine](#)  
March 6, 2015

"Best New Breweries in the U.S."

[FoxNews.com](#)  
January 13, 2015

"Art of the Meal: Seabear Oyster Bar"

[Georgia Trend](#)  
January 2015

"America's Best College Towns"

[Travel & Leisure](#)  
November 2014

"Love Letters: Athens, Georgia"

[Huffington Post](#)  
September 3, 2014



The 2015-2016 UGA Hockey season launched on 9/8/15 in downtown Athens in the **Akins Arena at The Classic Center**. Joni and Reed Robinson enjoyed the game with Chuck Jones, CVB Director. Joni is the supervisor of the Caterpillar Visitor and Training Center.

## 2015 Governor's Tourism Conference



**Historic Heartland Travel Association Board Members** represented the **Brews & Q's Trail** at the 2015 Governor's Tourism Conference in Savannah on August 31. (l to r) Bonnie Simmons, Milledgeville; Sandi Smeltzer, Perry; Maddie Atkinson, Eatonton; Alex Perschka, Oconee County; Hannah Smith, Athens

"Skip Atlanta. Go Here Instead"

Conde Nast Traveler  
July 2014



LINKS & RESOURCES

Partner Extranet

Hospitality HEROES

Athens Events Calendar



WHO'S COMING TO TOWN?

Upcoming M&C calendars are available to local partners via our Extranet

or from the CVB Sales Team:  
Missy Brandt  
Ben Ray



STATE RESOURCES

State marketing resources & industry stats are available at [www.MarketGeorgia.org](http://www.MarketGeorgia.org)



CONNECT WITH US!



---

[Forward email](#)



This email was sent to hsmith@visitathensga.com by [rwatkins@visitathensga.com](mailto:rwatkins@visitathensga.com) | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [About our service provider](#).



*Try it FREE today.*

Athens Convention & Visitors Bureau | 300 N. Thomas St. | Athens | GA | 30601