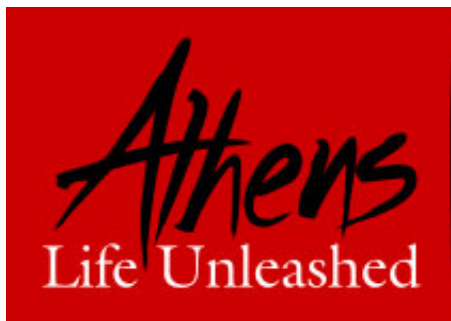


Having trouble viewing this email? [Click here](#)



Athens Now:

Newsletter of the Athens Convention & Visitors Bureau

October 2015



In This Issue...

[2014 Economic Impact of Athens Tourism](#)

[Hospitality Awards](#)

[Out & About with the CVB](#)

[Marketing & PR Updates](#)

[Hospitality Newsmakers](#)

[UGA Black Faculty and Staff](#)

[Community Involvement](#)

[CVB Supports Bread for Life](#)



SAVE THE DATE

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

**Tourism and
Hospitality Day at the
Capitol**
January 25-26, 2016
Atlanta, GA

CVB Annual Meeting: Economic Impact of Athens Tourism

The Athens Convention and Visitors Bureau (CVB) held its annual meeting Thursday, October 8, 2015, and highlighted the new economic impact figures for Athens-Clarke County.

Visitors to Athens-Clarke County spent \$273.40 million in 2014, according to the *2014 Travel Economic Impact on Georgia State, Counties and Regions* study prepared for the Georgia Department of Economic Development (GDEcD) by the United States Travel Association (USTA). Athens-Clarke County visitor expenditures increased 6.6% from 2013 to 2014, exceeding the growth rate of our Historic Heartland travel region (5.1%) and the state (6.1%). Tourism in Athens-Clarke County generated 2,600 jobs with a \$54.26 million payroll, as well as \$10.22 million in state tax and \$7.64 million in local tax collections. Total state and local taxes of \$17.86 million were collected from visitor spending, providing \$437.00 in tax relief for each Athens-Clarke County household. (Domestic spending only)

Why Tourism Matters



Tax Relief = \$437 per ACC Household

**Northeast Georgia
Mountains Travel
Association's
Chautauqua
Hiawassee,
GA**
March 6-7, 2016
[The Ridges
Resort and Marina](#)



IN THE NEWS

"Athens businesses win
hospitality awards"
[OnlineAthens.com](#)
October 9, 2015

"5 Budget-Friendly

was considered.)

Hospitality Awards

The CVB presented the annual Athens Hospitality Awards at their annual meeting which recognized the outstanding work of individuals whose efforts have made a positive impact on the Athens-Clarke County visitors experience.

A new award added this year, the Partner of the Year Award, honored a CVB partner in the local hospitality industry who recognized the value of working together. The 2015 Partner of the Year Award was presented to **Tripp Moore** of **Best Western Athens**.

The Hospitality HEROES (Hospitality Employees Recognition of Excellent Service) of the Year Award recognized a front-line employee who has exceeded normal expectations to provide excellent service to visitors and residents. The 2015 Hospitality HEROES of the Year award was given to **Chelsie Needham** of **The Place Restaurant**.

The Classic Host Award recognized a local individual or individuals committed to bringing to the Athens-area a new convention, meeting, or event generating a significant economic impact. The 2015 Classic Host Award was given to **Deborah White** of the **Georgia Association of Curriculum and Instructional Supervisors (GACIS)** and **Georgia Association of Education Leaders (GAEL)**.

The Louis Griffith Hospitality Leadership Award honors an outstanding individual in the local hospitality industry who displays foresight and exceptional leadership skills to impact the Athens-Clarke County hospitality industry and community as a whole. The 2015 Louis Griffith Hospitality Leadership Award was presented to **Shannon McCullough** of **The Classic Center**.



Co-owner of The Place, Alan Pope, Hugh Acheson, and HEROES winner Chelsie Needham of The Place

Out & About with the CVB

Halloween Activities in Georgia"

ExploreGeorgia.org

October 8, 2015

"10 Best Cities for Singles"

Livability

October 5, 2015

"Athens, GA: Creative Culture"

[Georgia Trend](http://GeorgiaTrend)

October 1, 2015

"Doggie Styles in the SEC: Part 3"

TravelTails.net

September 30, 2015

"The 10 Most Beautiful Towns in Georgia"

TheCultureTrip.com

September 24, 2015

"5 Fabulous Reasons to Visit Athens, GA"

LLWorldTour

September 23, 2015

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

OccupyMyFamily.com

September 14, 2015

"A Road Trip Through Georgia"

www.Examiner.com

September 3, 2015

"America's Best College Football Towns"

[Travel + Leisure](http://Travel+Leisure)

September 3, 2015

"5 Artsy Southern Towns"

[Deep South Magazine](http://DeepSouthMagazine)

September 2, 2015

"Restaurant Roundup: Athens, Ga."

PasteMagazine.com

September 1, 2015

"20 College Towns We Love to Visit"

Fodors.com

August 28, 2015

"The 16 Best Places to Live in America 2015"

[Outside Magazine](http://OutsideMagazine)

August 18, 2015



On 10/1/15, the CVB entertained guests in the VIP suites at the UGA vs. Kennesaw State hockey match. (L-R) Barbara Sims of WXAG, Venzella Stowers of NE Ga. RESA, Holly Glenn of UGA, Marco Hull of UGA, Chuck Jones of CVB, and Lisa Turner of NCR.

Marketing & PR Updates

Media Relations:

During the month of September, the CVB:

- responded to **15** media requests,
- tracked coverage of **21** articles resulting in **7,759,443** impressions,
- distributed **4** press releases, and
- pitched **7** story ideas.

Hospitality Newsmakers

Congratulations to the Athens-Clarke County's Public Information Office upon receiving two national awards from the City County Communications & Marketing Association (3CMA): a Savvy Award in Most Innovative (pop 0-120,000) for the *Athens Ghost Hunt: The Morton Theatre* video (<http://athensclarkecounty.com/6339/Athens-Ghost-Hunt-The-Morton-Theatre>) and an Award of Excellence in Public Service Announcements (population 100,000-175,000) for the *Pesky Mosquito Control Tips* video (<http://athensclarkecounty.com/1214/Mosquito-Control-Program>).

UGA Black Faculty and Staff Scholarship Luncheon

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

ExploreGeorgia.org

August 18, 2015

"Georgia Coffee Roasters"

ExploreGeorgia.org

June 29, 2015

"South Georgia's Four 'A' Trail"

[Philadelphia](http://PhiladelphiaSundaySun.com)

[Sunday Sun](http://PhiladelphiaSundaySun.com)

June 27, 2015

"Atlanta Day Trips: A Guide to Athens"

[Virgin Atlantic](http://VirginAtlantic.com)

June 15, 2015

"Athens, GA City Guide"

[Design Sponge](http://DesignSponge.com)

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](http://NewYorkMagazine.com)

March 6, 2015

"Best New Breweries in the U.S."

FoxNews.com

January 13, 2015

"Art of the Meal: Seabear



The Classic Center entertained several clients at the University of Georgia Black Faculty and Staff Scholarship Luncheon on Wednesday, September 30th. The event hosts were Venessa Banks with the Athens CVB (middle row, 2nd from left) along with Marvin J. Nunnally of The Classic Center (far right, orange tie).

Community Involvement

CVB Director Chuck Jones attended the Panhandling Roundtable Meeting Sept. 15. There are a number of key initiatives being tackled by the group: 1) upgrade and add meters to be able to accept charitable contributions; 2) reach out to UGA students to enlighten them about panhandling; 3) continue surveying panhandlers to garner important data that will be considered as future direction is determined; 4) continue to ensure that downtown merchants have information cards; 5) continue to explore options for people having difficulty in getting assistance, e.g., overnight housing; and 6) review efforts and determine next steps.

CVB Supports Bread for Life

Oyster Bar"

[Georgia Trend](#)

January 2015

"Love Letters: Athens, Georgia"

[Huffington Post](#)

September 3, 2014

"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



CONNECT WITH US!





CVB Director Chuck Jones attended a tour with incoming **Bread for Life** students on 10/1/15. This stop took students to the Lyndon House Arts Center with [Bread for Life](#) Executive Director Mary Ellen Wimberly (front, far left) and Caroline Self of the Lyndon House Arts Center (front, far right).

Other stops were the Athens Welcome Center with Evelyn Reece, East-West Bistro with Chef Paul Melnick, and Graduate Athens with Megan Henning.

[Forward email](#)



This email was sent to hsmith@visitathensga.com by 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