



Athens Now:

Newsletter of the Athens Convention & Visitors Bureau

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February 2016



**SAVE THE
DATE**

**GACVB Winter
Meeting**
Columbus, GA
Feb. 28-March 2

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

**CVB Director of
Sales Meeting**
Courtyard by Marriott
March 15
3 - 5 PM
RSVP to [Rita Lowery](#)



**IN THE
NEWS**

**"8 Great Small Towns
to Visit in 2016"**
[Visit South](#)
December 6, 2015

**"Athens, GA:
Creative Culture"**

CVB Staff Updates

The Athens CVB is pleased to announce the hire of PR Coordinator **Khyra Walker**, who will begin work on February 22.

Khyra is a May 2015 Georgia Southern Graduate, with a BS in Public Relations, emphasis in Leisure, Travel & Tourism Writing. She has held several internships within the hospitality industry, including IHG International Hotels Group, Pineapple Public Relations (worked with DMO clients), and the Statesboro Downtown Development Authority.

Khyra has wide-ranging skills in multimedia, website publishing, and email marketing. In addition to her professional skills and polish, she's a warm, friendly and outgoing person that we're sure you'll all enjoy getting to know and work with!

The CVB is hiring a part-time **Information Coordinator**, 28-29 hrs./week, 8 AM-2:30 PM.

The position is posted on our [jobs page](#).





We will also have a 10-12 hour receptionist-admin. assistant position posted soon.

Tourism, Hospitality & the Arts Day at the Capitol



Local Athens and Oconee tourism representatives met with state officials and legislators in Atlanta on January 26, 2016, during Tourism, Hospitality, and Arts Day at the Capitol. Lawmakers were presented with a check representing the \$3 billion in state and local tax revenue generated from tourism-related expenditures. From left: State Representative **Ron Stephens** (R-Savannah), Chairman of the House Economic Development & Tourism Committee; **Chris Carr**, Commissioner of the Georgia Department of Economic Development (GDECD); **Chuck Jones**, Athens Convention & Visitors Bureau Director; State Representative **Chuck Williams** (R-Watkinsville); **Alex Perschka**, Oconee County Tourism Director.

The Year of Georgia Music

[Georgia Trend](#)
October 1, 2015

"5 Fabulous Reasons to Visit Athens, GA"
[LLWorldTour](#)
September 23, 2015

"A Road Trip Through Georgia"
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
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](#)
August 18, 2015

"My Town: Susan Hable's Athens, Georgia"
ExploreGeorgia.org
August 18, 2015

"South Georgia's Four 'A' Trail"
[Philadelphia Sunday Sun](#)
June 27, 2015

"Atlanta Day Trips: A Guide to Athens"
[Virgin Atlantic](#)
June 15, 2015

"Athens, GA City Guide"
[Design Sponge](#)
June 2, 2015

"Take Five: The



Governor Nathan Deal unveiled the 2016 *Georgia Travel Guide* on January 26, heralding the Year of Georgia Music. Athens' own Georgia Theatre is the setting of the magnificent double-page spread of 31 Georgia musicians from all corners of the state. Photo by Jason Thrasher. Luke Bryan is on the cover. Order a copy at: <http://www.exploregeorgia.org/brochures>

Volunteer in Support of Spring Conferences

We're heading into the time of year when Athens plays host to many of Georgia's largest [Career and Technical Student Organizations \(CTSOs\)](#) conferences.

- **FBLA** (Future Business Leaders of America) - March 6-8th
- **TSA** (Technology Student Association) - March 17-19th:
- **FCCLA** (Family, Career and Community Leaders of America) - March 20-21st



Volunteers are needed at each of these conferences to serve as competitive events judges, and Athens' strong history of supporting these conferences by filling the judging slots keeps these groups returning to our city each year.

If you would be willing to serve at one of these outstanding student leadership events, please contact Sylvia Phillips at judges4education@yahoo.com.

Essential Athens, Georgia"
PasteMagazine.com
April 21, 2015

"The Perfect Food Weekend in Athens, Georgia"
ExploreGeorgia.org
April 8, 2015

"See the Sophisticated Side of Athens"
[New York Magazine](http://NewYorkMagazine.com)
March 6, 2015



LINKS & RESOURCES

[Partner Extranet](#)

[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:
[Rita Lowery](#)
[Missy Brandt](#)
[Ben Ray](#)



STATE RESOURCES

State marketing resources & industry stats are available at www.MarketGeorgia.org



CONNECT WITH US!



Sales Updates



January Activity, CVB Sales Team:

- 14 bookings
- 6,403 room nights
- \$1,652,754 EEI

Please log into the [Partner Extranet](#) to view upcoming meeting & conventions calendar and leads.

Athens Wine Weekend



The Athens CVB hosted several meeting planners at our table at the six-course gourmet dinner on February 6 during **Athens Wine Weekend** at The Classic Center.

Hospitality Newsmakers



From left: Jeremy Lum, Seth Herman and Dan Herron

Creature Comforts Brewing Company recently appointed three pivotal team additions to join its ranks as one of the Southeast's fastest growing craft breweries. The Athens, GA-based brewery attracted veteran talent including Seth Herman (Business Development Director), Dan Herron (Controller), and Jeremy Lum (Quality Manager) - each to play an essential role in developing the brand's rising momentum and bring a wealth of industry experience to the company. In less than two years, Creature Comforts has grown from 5 full-time employees to 20.