



Marketing and PR Updates



International Press Visits:

The Athens CVB hosted four journalists and two PR reps from the UK, Ireland, and Sweden on May 7-9th and a separate journalist from the UK on May 25-27th. Both visits were hosted in conjunction with the Georgia Department of Economic Development. These journalists represent five of Europe's top media outlets with a total circulation of 3,462,963 people. This attention is a big win for Athens and should provide amazing international media coverage.

Mobile Geo-targeting Campaign Launched:

The CVB is in the midst of our largest ad campaign of the year, which includes print, pay-per-click, online display, video, and geotargeting. We are seeing great results, with traffic to VisitAthensGA.com up 67% over this time last year. You can capitalize on the CVB's campaign by ensuring you've got great messaging and promotions on your VisitAthensGA.com. Please update and submit any offers through the Partner Extranet, at VisitAthensGA.com/partners.



Athens CVB hosts clients at Opening Day at SunTrust Park:

The CVB sales team hosted clients at the first public event at SunTrust Park on April 8th.

The new home of the Atlanta Braves is also a showcase of local Athens products, including Terrapin Taproom and First & Third Hot Dog and Sausage Shack, Hugh Acheson's restaurant. SunTrust Park and the Battery will continue to be a notable spot to host Atlanta-based clients.

Athens is #1 stop in "Big BRAG" event:

Athens served as the first stop for Bike Race Across Georgia for 2017. 1,000 cyclists attended an expo and opening night kickoff party June 3rd.

CVB Sales provided free waters and snack bars, Visitors Guides, maps, and restaurant guides to "BRAG" riders.



Local Connections

- UGA's Division of Marketing and Communications and the CVB have met several times with the goal of greater collaboration in marketing, from Welcome to Athens signage to the UGA Visitor's Center. UGA Division of Marketing & Communications VP Karri Hobson-Pape accepted an invitation to be on the CVB's advisory board. (pictured right)



- Classic Center Executive Director Paul Cramer and CVB Director Chuck Jones met with officials on April 19th regarding a prospective airline that would serve the Athens airport. A point-to-point model is being proposed and would begin with scheduled commercial service three days a week and expanding as demand grows.
- Chuck Jones and Jeremiah Cook, CVB Information Coordinator, hosted Bread for Life students on April 19th to highlight job opportunities and growth afforded through tourism.
- Jones and Hannah Smith, CVB Director of Marketing & Communications, attended the Envision Athens Community Summit at The Classic Center on April 20th. Envision Athens is a community-wide effort to develop a common vision for the future of Athens-Clarke County. Tourism will continue to play a major role in future economic development.

- Chuck Jones attended the Athens-Clarke County Panhandling Roundtable meeting on May 16th. Issues addressed were a 2-1-1 partnership, text assistance, and a resource center being located in downtown Athens.
- CVB Chair Emeritus Johnny Fowler and Chuck Jones attended the ACC Industry Appreciation Dinner and Awards Event on May 24th. (photo below)
- Jones met with the Georgia Tourism Foundation Board on May 23rd where new creative marketing partnerships were discussed.
- Jones also met with Linda Ford and David Lynn, co-directors of Athens Downtown Development Authority to discuss collaboration efforts for marketing and large-scale projects.



Hospitality Newsmakers

We are pleased to announce that Aimee Cheek is the new PR Coordinator for the Athens Convention and Visitors Bureau! Aimee has been a part of The Classic Center's Administration Department for over the past year and has helped grow conference registration services, accounts receivable, and parking.

Aimee is a life-long Georgia resident and has lived in Athens since 2005. Her professional background includes working for 10 years at one of the leaders in hospitality, Chick-fil-A. Aimee transitioned to the CVB on May 7th.



Aimee is joined this summer by three summer interns, Jenna Beals, Sean Kilgore, and Peggy Meyran.

Don't Miss Out

The CVB's largest advertising campaign of the year is now running, meaning more traffic to VisitAthensGA.com. We want more of those visitors to head from our website to YOURS. Help us help you by:

- * Updating your listing with current offerings and hours
- * Verifying that your website and social media links are current and correct
- * Adding fresh photography
- * Adding a promotion or special offer

You can do all this through our Partner Extranet: <https://www.visitathensga.com/partners/>.

****Advertising Space Available!****

More traffic to VisitAthensGA.com = Greater Advertising Opportunities for YOU! Let us help more visitors to your business! For more information about advertising with us, please email [Hannah Smith](mailto:Hannah.Smith@visitathensga.com).

****Call for Rack Cards!****

Bring your brochures to the Athens CVB offices to make sure YOU are represented!!

Industry Events

Georgia on My Mind Days

June 9 - Columbus
June 23 - Ringgold
June 30 - West Point
July 14 - Augusta

**Georgia
Restaurant
Week**

July 17-23
Statewide
[MORE INFO](#)

Recent Media Coverage

- "Athens GA's Chuck Jones" [Athens CEO](#), March 2017
- "8 Reasons to Visit Athens When it's not Football Season," [Atlanta Magazine](#), May 2017
- "Hail Hail Rock 'n Roll," [Meetings Today](#), May 2017

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