



Major Media Coverage for Athens

In case you missed it, please check out these amazing articles! The Athens CVB works hard throughout the year to schedule press visits, meet with journalists and bloggers, and stay in touch with editors to make sure that Athens remains a popular destination. Articles about Athens tourism have generated over 49 million impressions since June 1.



International Press:

****These all resulted from a Press Visit hosted by the Athens CVB on May 6-7!!****

- "Georgia On My Mind," [Sunday Mirror](#), Adam Aspinall
- "Life As Sweet As a Georgia Peach," Irish Sun (above), Ken Sweeney
- "Georgia: It's the One I Love," [Sunday World](#), Eugene Masterson

National Attention:

****These resulted from Press Visits and continued collaboration with the CVB****

- eTown On the Road: JJ Grey and Cicada Rythm, [radio podcast](#)
- [Matador Guide to the Best College Towns in America](#)

- "Best Small Towns in the South for Retirement," [Southern Living](#)
- "Wildwood Revival, a Boutique Music Festival in Georgia Farm Country...," [American Songwriter](#)
- "Athens, Georgia: Sounds Great to Visit," [SanDiego Reader](#)

Regional Accolades:

****These resulted from press releases issued from the CVB & collaboration with the CVB****

- "Two Athens restaurants recognized in '100 Plates Locals Love,'" [The Red and Black](#)
- "The Best Things To Do In Athens, Ga For An Exciting Weekend," [365 Atlanta Family](#)
- "Musical, mysterious history behind Athens landmarks," [Atlanta Journal Constitution](#)
- "2 Athens Restaurants Named to Georgia's '100 Plates' List," [Patch Athens](#)
- "Sunflower Music Series - Event Calendar," [Athens-Oconee Parents Magazine](#)

State Resource Team to Visit Athens in August

Last December, Athens-Clarke County, on the recommendation of the CVB, requested that a Tourism Product Development Resource Team from the Georgia Department of Economic Development visit Athens to assess our tourism product (with a particular focus on one of our most distinctive products, our music scene.) A team of 8-10 experts will visit Athens on August 16-17 to evaluate current assets and untapped potential. An extensive follow-up report will be presented to our community, providing recommendations of how Athens can best leverage our most distinctive products to further position Athens as a tourism destination.



\$15,000 Awarded for Local Product Development in Tourism

The Athens Convention & Visitors Bureau (CVB), along with The Classic Center and The Classic Center Cultural Foundation, is pleased to announce the recipients of the Athens Local Product Development Grant. Award recipients are the State Botanical Garden of Georgia, Ciné, and Popfest. Established in 2017, this one-to-one matching grant program assists Athens organizations in developing tourism products and experiences to attract new overnight visitors to Athens-Clarke County.

[FULL ARTICLE HERE](#)

Athens wows at GSAE Annual Meeting

Athens followed up its hosting success from 2016 with another impressive performance at the Georgia Society of Account Executives Conference in Macon on May 31-June 2. CVB Director of Sales Missy Brandt Wilson assisted



L-R - Matthew Gambill (GACTE), Katherine Puckett (Classic Center), Missy Brandt Wilson (Athens CVB), Abby Hicks (Hotel-Indigo Athens), Taylor Eson (Hyatt Place-Athens), Ian Webb (Classic Center), Nick Arnold (Athens CVB)

GSAE President Wendy Cavanaugh to ensure all details were handled.

The Athens CVB hosted a popular dine-around for meeting planners at Bearfoot Tavern, featuring Athens craft beer.

Local Connections

- CVB staff Chuck Jones, Jay Boling, Nick Arnold, Jeremiah Cook, and Aimee Cheek attended the AthFest VIP Party on June 15 in celebration of 21 years of AthFest Educates.
- CVB Director Chuck Jones participated in the Envision Athens Economic Development (ED) Stakeholder Group meeting June 22. The group reviewed all 64 ED action items and prioritized the top five. Tourism marketing was included as a top priority. Information gleaned from all groups will go to the consultants to process and get back out to the steering committee, stakeholders, and the public.



L-R, Kathryn Lookofsky (Athens Area Homebuilders Association), Chuck Jones (Athens CVB), and Kelli McCain (Athens Community Council on the Aging) at the Athens Business After Hours on June 15 at Graduate Athens.

- CVB Director Chuck Jones met with Alison McCullick, UGA Director of Community Relations, on June 21. McCullick shared some major takeaways from her attendance at the recent International Town & Gown Association conference.
 - The CVB and Classic Center hosted a 13-member delegation from Governors Association of Korea (GAOK) on June 7. The representative's main interest is learning about innovative ways of promoting the meeting and convention industry in local governments.
 - On July 11, CVB Director of Marketing and Communications Hannah Smith spoke to the East Athens Leadership Association regarding the economic impact of tourism, including benefits to current and new business development and tax relief for residents. She also presented an overview of CVB resources for local businesses and organizations and focused on the new Extranet partner portal, which allows partners to manage their listings, post offers, and receive vital information and opportunities. New opportunities for promoting East Athens were discussed.
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Hospitality Newsmakers

The Classic Center's Beth Bryant inducted into the IAVM Foundation's "30 Under 30"

The Classic Center is honored to announce Beth Bryant's induction to the International Association of Venue Managers (IAVM) Foundation's 30 Under 30 Class of 2017. Beth currently serves as The Classic Center's Membership and Ticketing Services Manager.

The only other Classic Center employee to receive this honor to date is Arena and Pavilion Manager, and Beth's husband, Danny Bryant.



A HUGE Thank You to our CVB Interns!

The Athens CVB is very fortunate to benefit from the talents and skills of a creative and young professional community while fostering a learning environment to grow and gain work experience during their time in Athens.

Jenna Beals, a PR Major at UGA, has been contributing to the VisitAthensGA.com blog, email marketing, and social media management.

Peggy Meyran, from Athens Tech, recently completed her internship with the sales department where she updated standard operating procedures and assisted with hotel contracts.

Rob Maddox, a recent UGA graduate, is currently working on blog and video content, as well as collaborative efforts between the Athens CVB and AthensMade.





****Partner Extranet Training****

Partner Extranet Training available on July 26th. Please make every effort to attend.

[RSVP HERE](#)

****Georgia Eats - Official State Culinary Guide is now available****

Several Athens restaurants and chefs are featured including Condor Chocolates, Heirloom Cafe, home.made, The National, and Terrapin. Please join us in congratulating our fellow Athens culinary treasures.

To see the full guide, please stop by the Athens CVB or

[contact us.](#)

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

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

Industry Events

**Georgia
Restaurant
Week**
July 17-23
Statewide
[MORE INFO](#)

**Athens Hotel
GM Meeting**
August 3, 2pm
The Classic
Center -
Olympia I

**Georgia
Governor's
Tourism
Conference**
Sept 10-13
Jekyll Island
[MORE INFO](#)

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