



CVB Wrapping Up Summer Ad Campaign



The CVB is wrapping up our largest advertising campaign of the year. We make the vast majority of all ad placements for the summer travel season, when we know Athens needs increased travel exposure the most. From April to July, the CVB spent \$56,000 in advertising, which resulted in over **18 million** impressions. This year, our summer campaign was entitled "Summer Strummin'," in which print, pay-per-click, online display, video, and geotargeting ads were used to highlight Athens' fantastic lineup of music festivals, summer concerts, and musical heritage. In case you missed it, check out our [Summer Landing Page](#), which saw a 67% increase in web traffic over last year.

With increased website traffic to VisitAthensGA.com, consider looking at our new [ad opportunities](#), which will bring you attention from motivated prospective visitors. Given our budget constraints and fierce competition, the CVB is looking to expand website ad dollars so we can continue to promote Athens to the fullest.

CVB Sales on the Road

The Athens CVB Sales team and Katherine Anderson of The Classic Center toured the Jekyll Island Convention Center on July 30-31. Also during the trip, the CVB sales team met with Savannah Sports Council Director and Certified Sports Event Executive Ben Wilder and Event Manager Jonathan Sykes to discuss possible initiatives that we can undertake as we begin to launch the Athens Area Sports Council.

The Athens Area Sports Council will serve Athens and the surrounding counties to attract large-scale sports tournaments and events, which will utilize tax revenues from amateur and youth sports tournaments by tapping into this \$1.44 billion dollar industry in Georgia.

We always enjoy meeting with other CVBs and sports councils for idea sharing and collaboration.



L-R Jay Boling, Katherine Anderson, Kevin Udell of the Jekyll Island Authority, Missy Brandt Wilson, Nick Arnold

2017-2018 Visitors Guide and Maps Available!

#AthensGA at your fingertips

The new 2017-2018 Athens Visitors Guide is now available! This piece is a great resource to help with trip planning and includes information on things to do, where to eat, and attractions to visit.

A HUGE thank you to our advertisers for making this publication possible.

Please contact Information Coordinator [Jeremiah Cook](#) (706.357.4430) to arrange for a supply to display at your business if you have not already received some or for assistance linking to your website. Click here to view our [digital version](#).





L-R Classic Center Executive Director Paul Cramer, Shannon McCullough, CFE

Corporate and DOE/State Agency Salesman Shannon McCullough of The Classic Center has been awarded his Certified Facilities Executive (CFE) certification at this year's IAVM VenueConnect Conference in Nashville, TN.

The International Association of Venue Manager (IAVM) began the CFE program in 1976 to recognize excellence in the professional development and competence of managers of public assembly facilities within the hospitality industry. To obtain a CFE, a candidate is typically required to have 7 to 10 years of industry experience and extensive involvement in IAVM. Other professional activities required include a degree from an accredited college or university, continuing education, conference and professional program attendance, association volunteer and committee participation, and more.

"To receive this recognition is beyond humbling," says McCullough. "I've worked in this industry for decades and have enjoyed learning every facet of the industry, and to achieve my CFE certification just motivates me to continue my education and

dedication to a career that I'm so passionate about. There's a huge responsibility that comes with this certification to provide a safe and secure venue for our community to enjoy; a responsibility that I'm delighted to take on."

Shannon joins The Classic Center's Executive Director, Paul Cramer, as the company's second employee to acquire a CFE certification and is one of 300 active CFEs currently out of 5,300 IAVM members.

Nominate Your Hospitality Newsmaker!

Every year, the CVB presents the Athens Hospitality Awards, which recognize the outstanding work of individuals whose efforts have made a positive impact on the Athens-Clarke County visitor experience. **The Hospitality HEROES (Hospitality Employees Recognition of Excellent Service)** of the Year Award recognizes a front-line employee who has exceeded normal expectations to provide excellent service to visitors and residents. **The Louis Griffith Hospitality Leadership Award** recognizes a management-level employee for leadership in the local hospitality industry.

The deadline for nominating dedicated hospitality professionals that go above and beyond in such roles is **Friday, September 15, 2017**.

Please spread the word to your loyal customers to nominate their HERO using the [online submission form](#).

We will present this year's award at our annual meeting on October 17th.

Local Connections

- CVB Director Chuck Jones attended the Classic Center Cultural Foundation's Celebration of the Arts event on July 14. This year's event was executed by [Hospitality Careers Academy](#) (HCA) students. HCA is a summer program designed for students interested in business, marketing, culinary arts, hotel/lodging management, and event planning.
- Chuck Jones attended the [Athens Community Career Academy](#) Governance Board Meeting on July 17 where the addition of a hospitality academy was discussed. Jones has served on the board since its inception in 2011 and is set to end his tenure in November of this year.
- Public Relations Coordinator Aimee Cheek and Jeremiah Cook attended the [Athens Clarke Heritage Foundation](#)'s 50th-Anniversary event at the UGA Special Collection Library on July 19.
- Jay Boling, Aimee Cheek, Jeremiah Cook, and Chuck Jones met with [AthFest Educates](#) Executive Director Jill Helme and Executive Committee Chair Russ Hallauer on Aug. 2 to discuss how to grow AthFest Educates and how to better attract travelers to AthFest and AthHalf: The Athens, Georgia Half Marathon.
- Chuck Jones and Paul Cramer met with hotel GMs on Aug. 3. Among other topics, the group discussed short-and long-term plans to maintain and grow hotel occupancy in light of the growth in hotel inventory.
- CVB Summer Intern Jenna Beals, Aimee Cheek, Jeremiah Cook, and CVB Director of Marketing and Communications Hannah Smith toured [Akademia Brewing Company](#) on Aug. 10. Owner Matt Casey is expecting to add to the Athens brewery scene this fall with the opening of this new westside brewpub.



Classic Center Executive Director Paul Cramer at the Celebration of the Arts event at The Classic Center on July 14



*L-R Aimee Cheek, Jenna Beals, Matt Casey,
Hannah Smith, Jeremiah Cook*

Don't Miss Out!

****Looking to get more visitors through your doors?****

The CVB's website delivers interested customers straight to you through a variety of ad packages that increase your exposure on VisitAthensGA.com. More details [HERE](#) or contact the CVB's agency, Destination Travel Network. [Email Brittany Montoya](#) or call (520) 284-1090.

****Partner Extranet Training****

Extranet 101 Workshop was held July 26. Did you miss it? Don't fret! We plan to hold additional training sessions every few months. New hotel sales staff, in particular, should reach out to CVB Sales for Extranet orientation prior to working with CVB leads.

****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 Athens culinary treasures.

To see the full guide, please stop by the Athens CVB offices or [contact us](#).

Industry Events

**Georgia
Governor's
Tourism
Conference**
Sept 10-13

**CVB
Annual Meeting**
October 17
The Classic
Center

**GDEcD
Resource
Team Visit**
rescheduled for
later this fall

&

Recent Media Coverage

- "Athens GA's Chuck Jones" video, [Athens CEO](#), July 2017
- "America's Best College Town Meals" [Sports Illustrated](#), August 2017

Jekyll Island
[MORE INFO](#)

TBA

- "Athens Invests in Tourism," [Georgia Trend](#), August 2017
- "Top 18 Places to Stay Within Driving Distance to Atlanta," [Curbed Atlanta](#), August 2017

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