

Athens Now //

April 2018

Athens Convention & Visitors Bureau

Athens
LIFE UNLEASHED



Newsmakers // Opportunities // New Developments in Tourism

CVB Summer Advertising Campaign Launched



The CVB has launched its largest ad campaign of the year, focusing on summer travel.

10-14 million impressions are expected overall, which should draw significant traffic to VisitAthensGA.com. Don't miss out on the opportunity to leverage YOUR business during our summer travel ad campaign. Attract more visitors this summer by posting your deals and events to VisitAthensGA.com. Are you planning any special promotions or packages to help travelers cool off, relax, and have fun in the sun? Tell them about it by updating your listing and submitting a special offer at VisitAthensGA.com/partners today!

CVB Prepares for International Press Visits

The CVB is steadily preparing for two press visits, both in conjunction with the Georgia Department of Economic Development (GDEcD) Tourism Division. Press visits are especially important to the CVB as earned media often holds more credibility than traditional paid placements while also reaching a larger audience than the CVB could afford to purchase.

On May 2-3, Athens will host two journalists from Marmite, Switzerland's oldest gourmet magazine, as part of a statewide tour focusing on BBQ in the South. In June, Athens will host eight top-level journalists and media reps from the UK, where tourism to the Southeast is very popular. Athens is a well-liked destination due to the musical influence of R.E.M. and The B-52's, as well as the live music scene that continues today.

Missy Brandt Wilson Awarded the Business Person of the Year

Athens CVB Director of Sales Missy Brandt Wilson was awarded the Future Business Leaders of America (FBLA) Business Person of the Year at the 2018 Georgia FBLA Awards Ceremony. The FBLA Business Person of the Year is awarded to the individual who best connects business and education in an effort to prepare future generations for success, provides insight into an industry, and grows the state chapter of FBLA.



Brandt Wilson was described with the following words: "There is one individual who goes above and beyond in connecting FBLA and the business world, whether it is mentoring, volunteering, or donating. This selfless leader sets the stage for all our outbreaking moments and commits her time and energy for helping this organization raise up the best business leaders in the nation. This leader's outlook on life should be one that we all model. She seeks opportunities to help others and connect people from all backgrounds, career fields, and life stages."

Tourism Conference Kicks Off Piedmont College's New Hospitality and Tourism Program



Piedmont College kicked off its new Hospitality & Tourism Management program by hosting the Athens Hospitality & Tourism Conference on March 27 at The Classic Center. Dr. Mark Newton, a business professor with more than 20 years of private-industry management experience, organized the conference and will lead the program.

Speakers at the conference included John Brantley, president of Auxin360, Inc., and the creator of UMO Leadership, Paul Cramer, Executive Director of The Classic Center Authority, and Hannah Smith, Athens CVB Director of Marketing and Communications. Brantley discussed leadership and team-building systems to improve performance, productivity, and employee engagement. Smith discussed the essential role of CVBs in driving tourism to a destination and how partners are best able to utilize these resources to maximize opportunities. Conference attendees were also able to participate in roundtable discussions, where Smith and CVB PR Coordinator Aimee Cheek served as panelists, along with other partners.

The Hospitality & Tourism Management (HTM) is a collaborative effort among Piedmont's Harry W. Walker School of Business, The Classic Center Authority, and the Classic Center Cultural Foundation. Its curriculum will cater to the fast-growing hospitality industry, which has been ranked as the second-largest sector employer in Georgia and the third-largest private industry in the Athens area. Classes will begin in the fall of 2018 and integrate classroom and real-world opportunities through internships with The Classic Center, area hotels, the Georgia Club, and other community stakeholders.



Athens Businesses Honored Locally and Nationally

Kindercore Vinyl, the only vinyl record-pressing facility in Georgia and one of about 30 in the country, was honored with the AthensMade Maker of the Year at the Industry Appreciation Dinner & Awards event hosted by Athens-



Clarke County Economic Development Department on April 4. The company has 10 employees and has pressed some 50,000 records since opening last summer.



Creature Comforts was honored with the Manufacturer of the Year Award, also at the Industry Appreciation Dinner & Awards event. The local brewery was recognized for its downtown presence in the old Snow Tire building, its ongoing expansion (which is expected to grow its

employee base from the current 50 to 75 within four years), and its "Get Comfortable" initiative, which partners with local nonprofits to address the area's most pressing needs.



Graduate Athens was listed among the "South's Best Places to Stay" by *Southern Living* readers in the April 2018 edition. This reimagined space honors the site's roots and preserves a piece of Athens' historic past, and is located near the heart of downtown Athens and the historic UGA campus.



A ribbon-cutting ceremony was held on April 6 to celebrate the opening of the latest Greenway path. This newest addition connects to the Firefly Trail, a project that will eventually span 39 miles, from downtown Athens to Union Point. The Athens-Clarke County Rails-to-Trails Program was recently recognized as an Engineering Excellence Honor Award Winner by the American Council Engineering Companies of Georgia.

Don't Miss Out:

GDEcD Tourism Product Development Resource Team Presentation June 7, 2018, 6:00 p.m. Hyatt Place

The Georgia Department of Economic Development Tourism Product Development Resource Team will return to Athens to present findings and recommendations from the November 2017 visit. The CVB encourages our tourism partners to attend the

presentation at The Classic Center to hear the team's report that will provide guidance for future tourism product development in Athens.



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

The CVB's website delivers interested customers straight to you through a variety of content and ad packages that can increase your exposure on VisitAthensGA.com. Don't forget to keep your listing information, images, and offers current at

VisitAthensGA.com/partners. Contact

the CVB's agency, Destination Travel Network, for advertising information.

Email [Brittany Montoya](mailto:Brittany.Montoya@dtncvb.com) or call (520) 284-1090.

Athens in the News

- "Small City, Big Flavor: Athens' Food Scene Is Ready to Be Served," [Marriott Traveler](#), March 2018
- "Garden Clubs: A serious force in Georgia and throughout nation," [Atlanta Journal-Constitution](#), March 28, 2018
- "The Manual Awards 2018: Athens, Georgia," [The Manual](#), March 2018
- "Get Up and Go," [AAA Living](#), March 2018
- "Athens Hotspot," [Piedmont College Journal](#), spring 2018

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