

# Athens Now //

May 2018

Athens Convention & Visitors Bureau

**Athens**  
LIFE UNLEASHED



Newsmakers // Opportunities // New Developments in Tourism

## CVB Hosts Multiple International Press Visits

The Athens Welcome Center and Athens CVB hosted 16 tour operators and travel agents from Brand USA on April 29-30. They were able to experience the Athens Music History Tour, Athens' varied culinary and craft beer scenes, as well as live music firsthand to consider their inclusion in future itineraries for travelers.

On May 2-3, Athens hosted two journalists from *Marmite*, Switzerland's oldest gourmet magazine, as part of a statewide tour focusing on BBQ in

the South. The journalists visited Pulaski Heights BBQ and White Tiger Gourmet, as well as Jittery Joe's Coffee Roaster, 1000 Faces Coffee, the Georgia Museum of Art. They also explored downtown Athens. These journalists enjoyed their time in Athens saying, "Everything went smoothly and we were greeted with a warm hospitality and pampered in every way."

The CVB is also preparing for another press visit in June for eight top-level journalists and media reps from the UK. Athens is an in-demand destination among Brits due to the musical influence of R.E.M. and The B-52's, as well as the live music scene that continues today. They are also especially interested in the growing culinary scene that Athens offers. The publications that these journalists represent account for over 429,400 in circulation numbers and over 2.8 million social media followers.



*Marmite Editor-in-Chief interviews Chuck Ramsey of Pulaski Heights BBQ*

Did you know? Brand USA, the destination marketing organization for the United States, reports that their efforts are directly responsible for increasing international visitation by an incremental 5.4 million travelers who spent \$17.7 billion, generating a total economic impact of \$38.4 billion, and supported an average of 51,580 incremental jobs per year.

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## CVB Summer Advertising Campaign Launched

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The CVB has launched its largest ad campaign of the year, focusing on summer travel. Ten to fourteen million impressions are expected overall, which should draw significant traffic to [VisitAthensGA.com](http://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](http://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](http://VisitAthensGA.com/partners) today!

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## Jeremiah Cook Awarded Workforce Diversity Certificate

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CVB Sales and Services Manager Jeremiah Cook earned the William E. and Barbara H. Beckham Jr. Workforce Diversity Certificate. To be eligible for this certificate, Cook underwent coursework and prepared a final presentation. His group was awarded the "Best Presentation" award by professor Randy Groomes, Director of

the Office of Diversity Relations for UGA's Terry College of Business. Cook spoke about the diversity that he has already experienced in the workplace, and how different viewpoints help fine-tune ideas.



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## Meetingmax Unconvention in Vancouver

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*Missy Brandt Wilson and Ryan George,  
Simpleview CEO, at Meetingmax  
unConvention*

As part of the Athens CVB's launch of a new housing bureau, Meetingmax, Director of Sales Missy Brandt Wilson and Sales and Services Manager Jeremiah Cook attended the 10th annual Meetingmax Unconvention in Vancouver, Canada, on April 16-18. The Unconvention boasts tactical, expert-led learning, diverse learning opportunities, and networking events at various out-of-the box venues, as well as fosters an environment of open discussion with peers from other destination marketing organizations (DMOs).

Wilson and Cook met with several Meetingmax representatives, as well as representatives from other DMOs and Simpleview (our CMS and CRM vendor), to strategize best practices, brainstorm about how best to leverage local assets to convention attendees, and consider potential opportunities for future growth.

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## Ciné Crowdfunding Campaign

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Athens Film Arts Institute (AFAI), the 501(c)(3) nonprofit organization that supports and manages Ciné, has launched a crowdfunding campaign entitled "[Let's Buy Ciné! Help Save Athens' Only Art House Cinema!](#)" to purchase the building that is home to Ciné and The National. They have been offered an exclusive right to purchase through mid-2018. After that, the building will be offered for sale on the open market.

Ciné's location is highly desirable, prime real estate and buying the property is necessary to provide stability and security to the long-term, nonprofit mission. In April of 2017, AFAI began a three-year, \$2.5 million capital campaign -- which will cover the purchase and maintenance of the building, improvement of facilities, and expanded opportunities for programming -- and is now looking to take the crucial step of securing a \$1.5 million mortgage loan.

As Ciné celebrates its 11th year as Athens' only downtown movie theatre, they hope to ensure that the cinema can celebrate many more years in its beloved downtown space.

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## Don't Miss Out:

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### **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. Please RSVP to [Hannah Smith](#).

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## Athens in the News

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- "Food and Drink Discoveries in Athens: A Guide to Athens' Best Dining Choices for Any Hour of the Day," [Atlanta Magazine](#), May 2018 \*sponsored blog post by Hannah Smith\*
- "First Look: Expat French-style bistro from Jerry and Krista Slater is open in Athens," [Atlanta Journal-Constitution](#), May 2018
- "State Botanical Garden Celebrates 50 Years of Buds & Blooms," [Fox 5 Atlanta](#), May 2018
- "These Are the Best College Towns You Can Visit Across America," [Culture Cheat Sheet](#), May 2018

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