



Newsmakers // Opportunities // New Developments in Tourism

Music Tourism Report Presented: Proposed Classic Center Arena Endorsed

The Athens Convention and Visitors Bureau (CVB) hosted the Georgia Department of Economic Development (GDEcD) Tourism Product Development Resource Team at the Hyatt Place on Thursday, June 7, at 6:00 p.m. to present findings and recommendations. Tourism partners attended the presentation to hear the team's report that provides guidance for future tourism product development in Athens.

Key takeaways from the Music Tourism Report are:

- Mobilize, create a master plan, and ensure economic growth through investment
- Establish a singular brand to connect and market the music and tourism industries
- Creatively interpret Athens' music heritage and music industry citywide
- Shape the future by growing business, incubating talent, and embracing diversity.

GDEcD offers grant funding to communities that participate in the department's Tourism Product Development Resource Team Program as a way to build product outlined in the resource team's reports.

Here are some additional resources you may find useful:

- [Full Music Tourism Report](#)
- [CVB Press Release](#)
- [Grant Funding Application](#) - due June 28, 2018

CVB Sales Team Prospects at GSAE Annual Convention



CVB Director of Sales Missy Brandt Wilson and Senior Sales Manager Nick Arnold attended the 2018 Georgia Society of Accounts Executives Annual Meeting on May 30-June 1, where they met with several meeting planners about considering Athens, GA, to host their future conferences and large meetings. The CVB sales team collaborated with local partners to host a Dine Around, which was attended by 30 meeting planners and showcased Athens hospitality.

CVB hosts South Korean Delegation



CVB Director Chuck Jones, Classic Center Executive Director Paul Cramer, and Classic Center Account Executive Shannon McCullough met with a South Korean delegation that was affiliated with the International Center at UGA. These 12 dignitaries represented a number of South Korean city governments including Seoul and Busan. Jones conducted a presentation that focused on tourism and urban revitalization, while Cramer and McCullough took them on a tour of The Classic Center.

CVB Hospitality Newsmakers



CVB Sales and Services Manager **Jeremiah Cook** was named to the 2018 Class of "30 Under 30" by Destinations International. This prestigious award recognizes up-and-coming talent of destination organizations worldwide and allows for professional development opportunities. Jeremiah will attend Destinations International's 2018 Annual Convention in Anaheim, California, to participate in Fundamentals in Destinations Marketing, the first course of Destinations International's Professional in Destination Management (PDM) certification program, a year-round professional development focus, including regular interactive webinars and an online community to share ideas. He will also have the opportunity to apply to attend the Association of Australian Convention Bureaux's Annual Conference.



Public Relations Coordinator **Aimee Cheek** was awarded a scholarship from the Georgia Association of Convention and Visitors Bureaus to attend Southeast Tourism Society Marketing College. This three-year program is an opportunity to learn from and work with industry-related professionals from across the U.S. and upon completion of the program, attendees receive a Travel Marketing Professional certificate.

CVB Director of Marketing and Communications Hannah Smith, PR Coordinator Aimee Cheek, Georgia

Athens Hospitality Newsmakers



Athens Cultural Affairs Commission Awarded a \$12,000 National Endowment for the Arts Grant for ***Hot Corner: An Athens Legacy***, a community-designed mural to amplify the often silenced African American voice through visual art. The mural and associated outreach programs will engage audiences in the rich history of Hot Corner - the locus of African-American entrepreneurship in our community. A national call for artists will be facilitated in the coming months.



Telly Mazzio has been appointed as Chef de Cuisine of Five & Ten at Hugh Acheson's flagship restaurant in Athens, GA. With a kindred appreciation for the cuisine and foodways of the South, Mazzio continues Acheson's open interpretation of Southern food, blending Georgia cookery with French and Italian influences.

Photo credit: Andrew Thomas Lee

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Advertising Opportunities!

The CVB runs our largest advertising campaign of the year for summer travel, resulting in millions of extra impressions and traffic to VisitAthensGA.com. You'll want to be sure that these new visitors to our website notice YOU! Here's how:

- Update your listing and images at VisitAthensGA.com/partners



• Add a special offer or promotion, also at VisitAthensGA.com/partners

Place a featured listing or display ad through our vendor, [Destination Travel Network](#).

Athens in the News

- "Detours for Kids Along Georgia's Antebellum Trail," [ExploreGeorgia](#), May 2018
- "In The Deep South," [Brigitte Woman](#), June 2018
- Classic City Brew Fest, "25 Best Beer Festivals in the World," [Uproxx](#), May 2018
- "On the Trail of Beer and Barbecue," [Georgia Trend](#), June 2018

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