

Athens Now //

July 2018

Athens Convention & Visitors Bureau

Athens
LIFE UNLEASHED



Newsmakers // Opportunities // New Developments in Tourism

Athens CVB hosts UK Media FAM

The Athens CVB hosted 6 top-level journalists and public relations representatives from London, England, on June 15-16 as part of a statewide media visit. 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 journalists enjoyed the Music History Tour with Paul Butchart and visited several venues. They especially loved the dining experiences offered, which included Last Resort Grill, The National, Heirloom Cafe, and The Grill, as well as a trip to the Athens Farmers Market. Other top highlights included vintage shopping downtown and Graduate Athens.

The publications that these journalists represent account for over 1,288,200 in readership and over 2.8 million social media followers.



Recreating the iconic R.E.M. photo near Hull Street in downtown Athens



The Athens CVB Sales team partnered with Escape the Space to host the Georgia Association for Career and Technical Education (GACTE) planning committee on June 15. The Classic Center will host the 2018 GACTE Summer Leadership Conference on July 15-18, which will bring 1,700 attendees to Athens. Conference attendees will also have the opportunity to Escape the Space during their visit, as well as experience other Athens businesses and restaurants, resulting in significant economic impact

CVB Director of Sales Updates

The Athens CVB bids a fond farewell to Director of Sales Missy Brandt Wilson after four years of service, and best wishes as she continues to further tourism in the Athens area. "We will miss her, but she will be a neighbor of the CVB, and I am confident that she will be a strong partner of ours," says CVB Director Chuck Jones. "She has been a tremendous leader at the CVB and achieved great success in her four years here, two of which have been as director of sales. Missy has received numerous awards, both externally and internally, for her exceptional level of service."



The Athens CVB is accepting resumes for the Director of Sales position. The Director of Sales' primary responsibility is to target, solicit, and attract meetings, convention, and sports business to Athens to increase general hotel occupancy, thereby enhancing the economic impact to our community. Focus is on group business. The position also manages and mentors all sales positions within the CVB and reports to the CVB Director.

For more information about the Director of Sales position, as well as fall 2018 internships, please see our [Employment Opportunities](#).

Senior Sales Manager Nick Arnold will be assuming the role of interim Director of Sales and can be reached at NArnold@VisitAthensGA.com.

Aimee Cheek Completes Travel Marketing College, Year One



STS VP of Operations Suzanne Moon, PR Coordinator Aimee Cheek, President and CEO STS Bill Hardman

CVB Public Relations Coordinator Aimee Cheek has completed the first year of Southeast Tourism Society's (STS) Marketing College. This three-year program is an opportunity to learn from and work with industry professionals from across the U.S. and upon completion of the program, attendees receive a Travel Marketing Professional certificate. Curriculum includes branding, advocacy, economic impact, research and segmentation, digital and social media strategy, design, public relations, large events planning, and current trends.

Cheek was the recipient of a tuition scholarship from the Georgia Association of Convention and Visitors Bureaus.

Athens Hospitality Newsmakers



Ciné, Athens' very own independent film theatre, surpassed their crowdfunding goal of \$125,000 and has received official approval on the bank loan, allowing Athens Film Arts Institute Inc. to purchase the building that houses Cine and The National in downtown Athens.



Photo credit: Five & Ten

Five & Ten has been welcomed in to [The Wine Enthusiast Restaurant Hall of Fame](#). To be considered for inclusion on this esteemed list, restaurants must have four or more appearances on America's 100 Best Wine Restaurants list and must operate at the top of their game.



Photo credit: Creature Comforts

Creature Comforts has officially opened their second location at Southern Mill, allowing for a significant increase in production. A tasting room will open in the future.

Don't Miss Out!

New Athens Visitors Guide Coming Soon!

The new 2018-2019 Athens Visitors Guide will be available on August 1! This 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 [Christin Walker](#) (706.357.4430) to arrange for a supply to display at your business or consider included a digital copy on your website.

Get Tourists Through Your Doors!

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:

ATHENS VISITORS GUIDE



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](http://DestinationTravelNetwork.com).

Athens in the News

- "Travel by Trail," [nFocus](#), June 2018 --> A Posh Weekend Getaway in Athens
- "Antebellum Trail," [Argus Reisen](#), July 2018 --> A Weekend Trip down the Antebellum Trail
- "Georgia," [Marmite](#), July 2018 --> A Spotlight on BBQ in Georgia
- Creature Comforts Tritonia, "The Best Fruit Beers of the Summer," [Forbes](#), June 2018

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