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Athens Now //
December 2018
Athens Convention & Visitors Bureau



Newsmakers // Opportunities // New Developments in Tourism

New Homewood Suites opens in Athens

The McNeil Hotel Company opened Homewood Suites in Athens on Friday, November 23. The new hotel brings 130 suites to Athens to serve the local convention and university markets, as well as leisure tourists experiencing the music scene and other popular pursuits. Guests will experience a complimentary daily full hot breakfast, evening reception, Wi-Fi and even a grocery shopping service. The hotel also has an outdoor kitchen and grill area, fitness center and game room along with 963 square feet of flexible space for meeting and social events. This new hotel has brought the total number of rooms up to 574 in downtown Athens in the past 12 months.

(Header Image)

Welcome, Cheryle Potterf!

Athens CVB welcomes Cheryle Potterf as our new Conference Services Coordinator. Cheryle

has more than 30 years of experience volunteering with non-profit organizations as well as a variety of hospitality and event-related experience. She has been with The Classic Center for one year working as a Wedding Coordinator and Conference Services Coordinator. In her new role with the CVB, she will be working closely with Joel VanDusen, who manages the Athens Housing Bureau, to offer Conference Registration Services. Clients can take advantage of a customized package of services that reflect their event needs.



Cheryle Potterf, Conference Services
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CVB Sales team participates in GSAE Symposium

Jeremiah Cook, Sales Manager, led a Discussion on Conference Servicing and Nick Arnold, Director of Sales, led a discussion on selling to the Association Market at the inaugural GACVB Sales Symposium in Buford, GA, on December 5th. In attendance, were 80 sales professionals mostly from 43 CVBs in the Southeast.



CVB staff attends Historic Heartland Travel Association



Communications Specialist Almieann Chandler, Executive Director Chuck Jones, Marketing and Communications Director Hannah Smith, and Executive Assistant Venessa Banks attended the Historic Heartland Travel Association Holiday luncheon on Wednesday, December 5 in Covington, GA. The luncheon included awards and recognition for travel industry professionals and organizations in our area, as well as the release of new economic impact data for the region.

Classic Center has staff changes and promotions

The Classic Center announced that Elizabeth Austin, formerly both director of The Classic Center Cultural Foundation and the building's Marketing Department will become the new Director of The Classic Center's expanded Cultural Foundation. The new



Director of Marketing is Kylie Hutson, former Brand Manager for The Classic Center. Both areas have grown over the years and with the creation of the new Cultural Foundations Department each can focus on its goal to bring more revenue to The Classic Center and Foundation.

CVB starts using user-generated platform CrowdRiff

The CVB is now working with CrowdRiff to provide more user-generated content. The CrowdRiff platform quickly allows the CVB marketing team to view images and video posted on social media and to request rights to re-purpose that content on the CVB's website, in our office, on our social media and in our publications. In just the first week, we've seen significant results in building a new library of images and increased engagement on social media when we've used the images. CrowdRiff will play a large role in our social media strategy in 2019 and FY20.



Chuck Jones participates in "Music Tourism in Athens" panel

Chuck participated in the Federation of Neighborhoods free public forum, "Music Tourism in Athens," on Monday, November 12 at Ciné. Panelists discussed the music industry's contributions to our local economy and ideas for implementing recommendations from the recent Georgia Department of Economic Development report on growing this segment of our local economy.



Upcoming Events and Dates

Tourism, Hospitality & Arts Day at the Capitol, Atlanta, Feb.4-5, 2019
Winter Chautauqua, Carrollton, March 3-4, 2019

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