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Athens Now //

March 2019

Athens Convention & Visitors Bureau



Newsmakers // Opportunities // New Developments in Tourism

ATHENS TOURISM PROMOTIONS

The CVB has launched all-new commercials ([click above photo to play video](#)), now running on Hulu and on YouTube's in-stream ad program. In addition to these commercials, the CVB's spring-summer ad campaign includes pay-per-click, digital display and re-targeting, Facebook ads and multiple appearances in *Atlanta Magazine* and the ExploreGeorgia.com newsletter.

New VisitAthensGA website in the works

VisitAthensGA.com website is undergoing a redesign, which will launch by early fall.

DON'T MISS OUT: OPPORTUNITIES

Sports Tourism Meeting March 28

The CVB is pleased to announce a meeting of local sports/recreation stakeholders to discuss collaborative sports tourism efforts in the community, services provided by the Visit Athens team and best practices from local sports bodies. The meeting will be held at Terrapin Beer Company on **Thursday, March 28, at 10 a.m.** with a catered lunch and brewery tour at noon. Please RSVP by March 22 to Jay Boling, jboling@visitathensga.com.

CVB Advisory Board Meeting March 29



The Athens CVB quarterly March Advisory Board will meet on **Friday, March 29, at the Hyatt Place at 9 a.m.**

A representative from Create Athens will give **an update** on the impact of arts and culture on Athens-Clarke County, which was the number-one priority of Envision Athens' arts & culture stakeholder group. Advisory Board members will also provide input on the CVB's FY20 program of work.

RSVP by Friday, March 22, to Adrienne Mino, amino@VisitAthensGA.com or 706-357-4430.

Extranet Training

The CVB offers Partner Extranet Training on the second Thursday of each month from 1 - 2 p.m. Local partners can use the Extranet for promotion on VisitAthensGA.com, to access website reporting and upcoming conferences, as well as manage CVB leads. The next Partner Extranet Training will be **Thursday, April 11**.



RSVP Hannah Smith hsmith@visitathensga.com.

SoundBoard Marketing Conference March 21 - 22

The 6th-annual SoundBoard Marketing Conference will help marketers, entrepreneurs and business owners of all skill levels and backgrounds to better understand and leverage a rapidly changing digital media landscape and grow their businesses more effectively. To learn more, [click here](#).

HOSPITALITY NEWSMAKERS

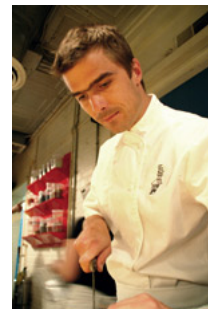
Alice H. Richards Children's Garden Grand Opening

The State Botanical Garden of Georgia will celebrate the grand opening of the Alice H. Richards Children's Garden on Saturday,



Restaurant owner and Chef Hugh Acheson launches new podcast

Award-winning chef and restaurant owner Hugh Acheson has launched a new podcast entitled "Hugh Acheson Stirs the Pot." The podcast features conversations with various food critics and chefs in New York about food's influence on people's routine, community and way of living. Learn more [here](#).



Congratulations Marvin Nunnally



Classic Center Outside Sales Manager Marvin Nunnally was honored at the March 2nd Thurmond Lecture and Black History Celebration at First A.M.E Church in Athens for his involvement in organizing the local Emancipation Proclamation Observance Day for more than 30 years.

OUT AND ABOUT WITH THE CVB

CVB represented at the Georgia Convention and Visitors Bureau Winter Meeting

CVB Director Chuck Jones and Director of Marketing and Communications Hannah Smith attended the Georgia Association of Convention and Visitors Bureaus (GACVB) winter meeting February 20 - 22 in Dunwoody. The meeting included sessions to assist destination marketing organizations/CVBs, ranging from regulating and taxing short-term vacation rentals to working with local universities.



Hannah Smith represents the CVB at two panel discussions

Director of Marketing and Communications Hannah Smith was asked to serve as a panelist at two recent conferences. She spoke about partnerships between attractions and CVBs at the Georgia Association of Museums and Galleries in Atlanta on January 25 and the Athens Tourism Product Development Grant she helped develop at the GACVB winter meeting. She will also speak to Dr. Mark Newton's Piedmont College class in late March on the use of technology in the hospitality industry.

INDUSTRY UPDATE: ATHENS BURGER WEEK

It is not too late for restaurants to sign up for Athens Burger Week. This new event originally scheduled for March has been postponed until May. The specific dates will be announced at a later date; until then, visit the Athens Burger Week website to learn more and sign up by [clicking here](#).

MAY 2019 DATES TBA

ATHENS IN THE NEWS

"Five and Ten: Creative Southern Dining in Athens, Georgia" - [TheYums.com](#) March 2019

"Best of 2018 top 50 golf courses in the United States" - [Golf Advisor 2019](#) January 2019

"A Day in Athens, GA" - [itsreallykita.com](#) January 2019

"2 Suggestions for a great breakfast in Athens, GA" - [theregoesconnie.com](#) March 2019

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