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Athens Now //

May 2019

Athens Convention & Visitors Bureau

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DAY OR NIGHT

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Newsmakers // Opportunities // New Developments in Tourism

MARKETING UPDATES

CVB launches Summer Music Campaign

VisitAthensGA is in the midst of our largest ad campaign of the year, intended to drive travel to Athens between Memorial Day and Labor Day. This year's campaign includes video (commercials) on Hulu and the Internet, radio ads on Spotify, geo-fencing (targeting festival-goers), and comprehensive online search, digital display, re-targeting, and social media ads, in addition to a continuing presence in *Atlanta Magazine* and the *Georgia Travel Guide*. Overall, the summer campaign should reach more than 6.5 million prospective travelers.

Reader's Digest Contest: Nicest Places in America

Reader's Digest just launched the Nicest Places in America 2019 contest, and we want you to nominate places in and around Athens so we have a chance of being named the Nicest Place in Georgia! Go to <https://bit.ly/2LrDmS9> to vote.



NEWS AND UPDATES

Explore Georgia announces winner of Athens getaway

In celebration of the new Children's Garden, the Athens CVB partnered with the Georgia Department of Economic Development, the State Botanical Garden of Georgia, Homewood Suites and Half-Shepherd Market & Cheese shop to offer a chance to win a family trip to Athens this summer.



Over the two-week contest period running on ExploreGeorgia between April 1-15, the contest reached more than 64,000 people. Katie Seel from Newnan was the winner of the random drawing and will be visiting Athens soon! Congratulations, Katie!

CVB and Classic Center host Korean delegation

On April 12, CVB Director Chuck Jones and Classic Center Director of Education Shannon McCullough hosted 30 long-term visiting local government officials from Seoul and Busan, South Korea. This group was interested in learning more about the U.S.



local government, including its tourism marketing and management efforts. Jones gave a presentation about the CVB and tourism in Athens, while McCullough gave a tour of the building.

DON'T MISS OUT: OPPORTUNITIES

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, May 16 and June 13.**



RSVP to Hannah Smith at hsmith@visitathensga.com.

Athens Advertising Opportunities

Get Tourists Through Your Doors!

The CVB runs its 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.

State Department Tourism Grant now open

Applications for the Georgia Department of

Economic Development Tourism grant are now open. Communities or counties that have completed a Tourism Product Development Resource Team, which includes Athens-Clarke County, may now apply for the current Tourism Product Development Resource Team Grant cycle. Applications are due June 27, 2019. [Click here](#) for more information and to apply for the grant.



Employment Opportunities: CVB Receptionist

The CVB is currently searching for a part-time receptionist to work between 2:30 p.m. - 5:00 p.m., Monday - Friday. [Click here](#) to learn more.

Interested candidates should contact Executive Assistant Venessa Banks vbanks@visitathensga.com.

HOSPITALITY NEWSMAKERS

CVB Sales Manager Jeremiah Cook named 2019 Meetings Mean Business Ambassador



Sales Manager Jeremiah Cook has been named a 2019 Meetings Mean Business Coalition (MMBC) Ambassador. Ambassadors will serve as advocates for MMBC and the broader meetings industry, spreading the industry's value story in priority markets, with a focus on policymakers, business leaders and media. Read the full [press release](#) here.

Hot Corner Mural Dedication at Hot Corner Festival

The Morton Theatre will reveal its new [Hot Corner: An Athens Legacy](#) mural, a community-designed mural to amplify the often-silenced African American voice through visual art, at the Hot Corner Celebration and Soul Food



Festival on **Friday, June 7**.
The mural will be installed
by Miami-based artist Elio
Mercado, with the
installation beginning at the
end of May.

INDUSTRY CALENDAR AND EVENTS

Athens - Clarke Heritage Foundation Places in Peril nominations

Nominees may include but are not limited to historic homes, buildings, structures, cultural landscapes, and cemeteries.

www.achfonline.org

May - **Athens Burger Week** has been cancelled.

May 24 - **Georgia on My Mind Day**

Contact: Lavonia Visitor Information Center

www.georgia.org

June 5 - **Historic Heartland Travel Association**

Forsyth, GA. 11:30 a.m. - 1 p.m.

Topic: Research-Analytics.

RSVP to Hannah Smith hsmith@visitathensga.com

June 7 - **Georgia's Places in Peril nominations**

Nominate a historic place facing demolition, lack of maintenance, inappropriate development or neglect.

www.georgiatruster.org

June 27 - **Georgia Tourism Product Development Grant**

www.marketgeorgia.org

July 12 - **Top 20 events Southeast Tourism Society nominations**

www.southeasttourism.org

September 8 - 11 - **Governors Tourism Conference**

Great Wolf Lodge & Conference Center, LaGrange, GA.

www.georgiagtc.com/

ATHENS IN THE NEWS

"The 25 Best Places to Retire in 2019" - [Forbes.com](#), April 2019

"Where to get the beer Thor drinks in Avengers: End Game" - [VisitAthensGA.com](#), May 2019

[Website](#) / [Partner Extranet](#) / [State Resources](#) / [Media Coverage](#) / [Athens Events](#)

