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Athens Now //
June 2019
Athens Convention & Visitors Bureau

Athens
LIFE UNLEASHED



Newsmakers // Opportunities // New Developments in Tourism

SALES UPDATES

Athens Sales team promotes Athens at GSAE conference

The Athens CVB, along with local partners, traveled to the Georgia Society of Association Executives (GSAE) Annual Meeting in Greenville, South Carolina, Tuesday, May 28 - Friday, May 31. Athens' sales team promoted our destination's first-rate services, meeting space and expanded hotel inventory on the GSAE exhibit floor and also attended educational sessions and networking

events. Athens has become known for entertainment within this vital client group of association executives and did not disappoint at the 2019 GSAE Annual Meeting. The Athens team, including the CVB, The Classic Center, Hyatt Place Athens, Hotel Indigo, McNeill Hotels and Graduate Athens hosted 14 association executives for dinner and a minor league Greenville Drive baseball game. "We received some great prospects and built upon prior relationships," said Director of Sales Nick Arnold. "I am proud of our sales team and local partners for coming together to promote the vibrant city of Athens and maintain our stellar reputation with GSAE."

(Header Image)

NEWS AND UPDATES

CVB Staff take a ride on the HopOn Shuttle

CVB staff members recently had the opportunity to take a test ride on the HopOn Athens shuttle with Homewood Suites Area Director of Sales Missy Wilson. HopOn Athens provides transit solutions for up to six passengers at a time in downtown Athens on electric battery powered shuttles. The shuttle runs various downtown routes Monday through Saturday for locals and visitors. Those wanting a ride on the shuttle should visit HopOnAthens.com to book a ride, which is free if the pick-up is at a HopOn sponsored location.



(L to R: CVB Sales Manager Jay Boling, Owner of HopOn Athens Chip Chandler, CVB Executive Assistant Venessa Banks, Area Director of Sales at Homewood Suites Missy Wilson, CVB Information Coordinator Christin Walker, and CVB Director Chuck Jones)

Proposed Arena project seeks Community Input



The Athens-Clarke County SPLOST comment portal is currently seeking public comments regarding the local benefits of a new indoor arena at The Classic Center. The Classic Center Arena project is intended to increase the quality of life for residents by providing more than 600 jobs that will pay a living wage as well as serve as a learning lab for students in local universities and technical colleges. The arena will provide entertainment options for everyone, drawing more performances, family shows, community events, conventions and sporting events. This increase in entertainment is estimated to drive an incredible 122,000 more room nights for our Athens hotels. To express your support for one of Athens' next economic engine, [click here](#) and go to project 81. Learn more about the proposed Arena [project here](#).

HOSPITALITY NEWSMAKERS

Lil' Ice Cream Dude Opens Cool World ice cream shop



On Sunday, June 9 Beau "Lil Ice Cream Dude" Shell celebrated his 15th birthday by opening his ice cream shop, Cool World. The event began with a ribbon-cutting ceremony as Shell thanked everyone for attending and supporting his dream. Shell started selling ice cream when he was eight years old. He has since sold ice cream at multiple Athens and Atlanta events. Visit Beau at Cool World at 1040 Gaines School Road #218. For more information, [click here](#).

DON'T MISS OUT: OPPORTUNITIES

State Department Tourism Grant Deadline is June 27

Applications for the Georgia Department of Economic Development Tourism grant are now open. Applications are due June 27, 2019. [Click here](#) for more information and to apply for the grant.



Paid Internship Opportunities



The CVB is now offering paid internship opportunities in the marketing department. The internship is 10 hours per week and pays \$10 per hour. Applications for this amazing opportunity will be accepted until **June 18** for the fall semester. To learn more about this paid opportunity, [click here](#).

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.

Extranet Training

The CVB offers Extranet Training every second Thursday of each month beginning at 1 p.m. The next Partner Extranet Training will be **Thursday, July 11**.

RSVP to Hannah Smith at hsmith@visitathensga.com.

INDUSTRY CALENDAR AND EVENTS

June 27 - **CVB Advisory Board Meeting** at State Botanical Garden of Georgia beginning at 9 a.m. This month's topic is a proposed Saturday downtown festival.

June 27 -**Georgia Tourism Product Development Grant Deadline**
www.marketgeorgia.org

July 12 - **Top 20 Events Southeast Tourism Society Nominations Deadline**
www.southeasttourism.org

September 8 - 11 - **Governors Tourism Conference**
Great Wolf Lodge & Conference Center, LaGrange, GA.
www.georgiagtc.com/

ATHENS IN THE NEWS

"Unexpected Inspiration" - [USAToday GoEscape](#), May 2019

"Hotel Indigo - Best Place to Stay in Georgia" - TraveltheSouthbloggers.com, May 2019

"Athens 4th Georgia city to adopt 100% clean energy plan - AJC.com, June 2019

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