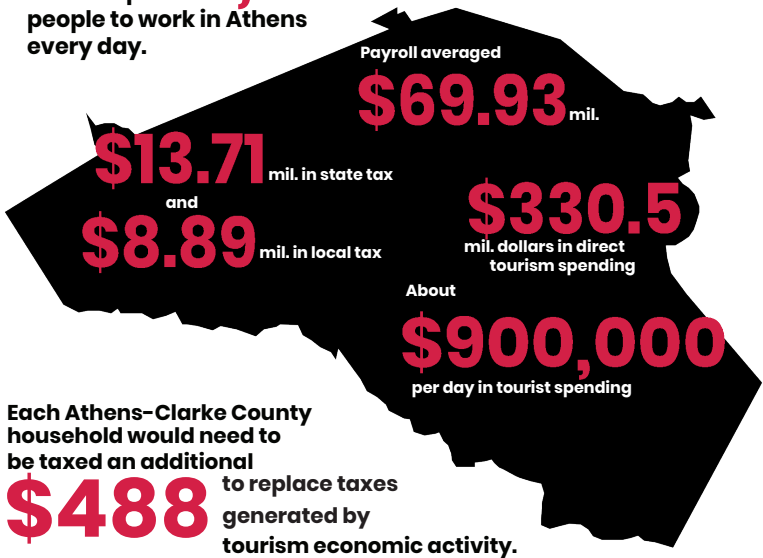


TOURISM WORKS FOR ATHENS-CLARKE COUNTY

The **Athens Convention & Visitors Bureau** (CVB) is the official destination marketing organization for Athens, Georgia. We are responsible for promoting the Athens community as an attractive travel destination and helping develop the community as a dynamic place to live and work. Travel's impact on Athens is large. Travel strengthens our local economy, lifts people out of poverty by putting them to work, and provides opportunities to start and grow businesses.

ECONOMIC IMPACT

Tourism puts **2,973** people to work in Athens every day.



Athens
LIFE UNLEASHED

ATHENS CONVENTION AND VISITORS BUREAU

WHY WE DO WHAT WE DO



Destination development doesn't just grow tourism. It also attracts business, **talent** and **investment** that grows **economic prosperity** and **quality of life** for all Athens-Clarke County residents.



Destination promotion is a **public good** for the benefit and well-being of our **community**. Communities that do not invest in their destination get left behind, losing ground economically and in quality of life.



Hospitality is a growth sector for **jobs** that lift people out of poverty. Dedicated hospitality workers from all levels of education can advance rapidly into management positions with strong wages.

If you build a place where people want to visit, you will build a place where people want to live.

If you build a place where people want to live, you will build a place where people want to work.

If you build a place where people want to work, you will build a place where business has to be.

If we build a place where business has to be, we will be back to building a place where people have to visit.

It all starts with a visit, and the visit starts with us.

- Maura Gast, Former Destinations International Board Chair

Be sure to visit our new website, VisitAthensGA.com!



Athens
LIFE UNLEASHED