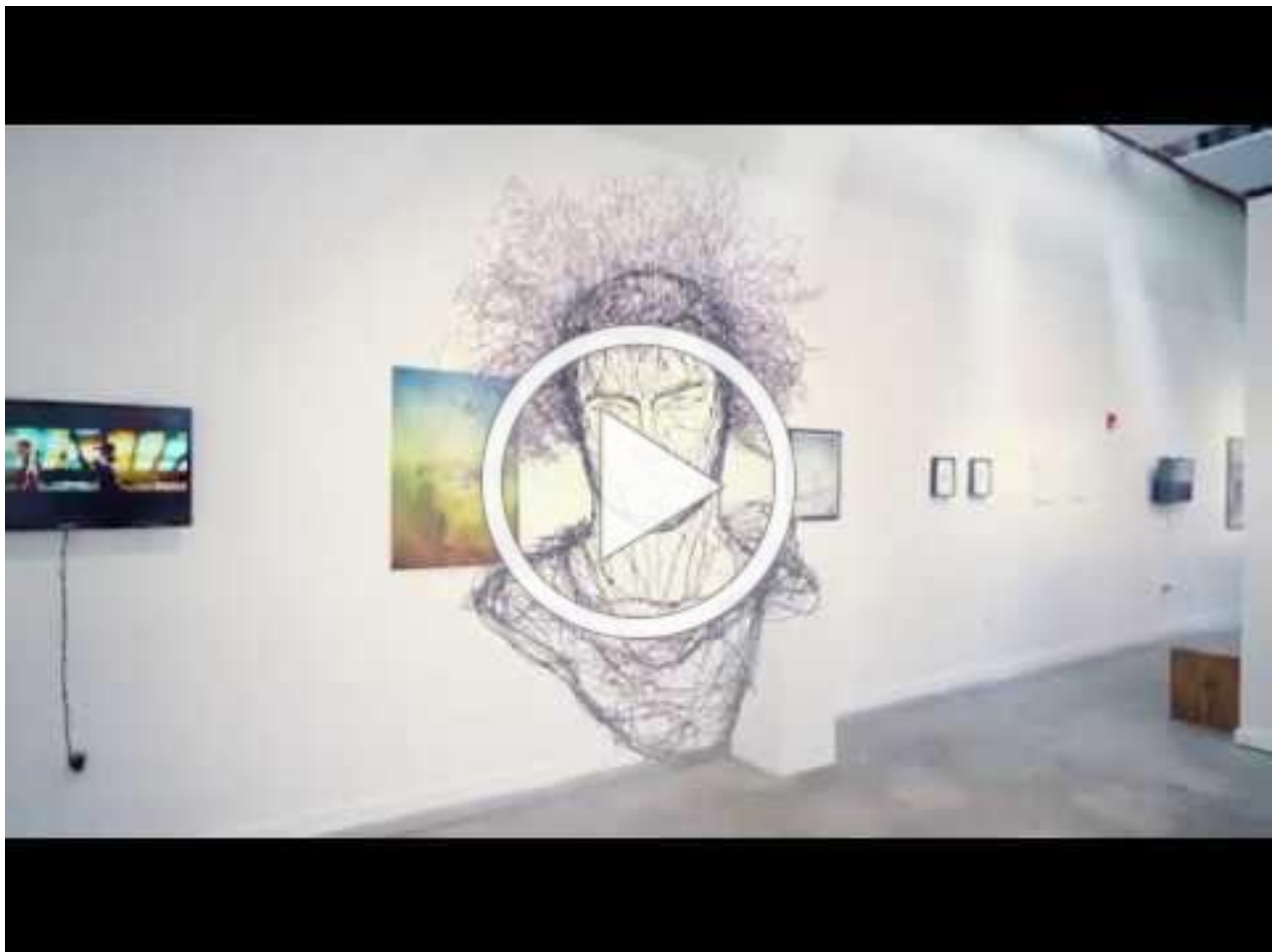


Athens
LIFE UNLEASHED

Newsmakers // Opportunities // New Developments in Tourism

WATCH: "TOURISM MATTERS" TO ATHENS



NEWS & UPDATES

ATHENS CVB ANNUAL MEETING

The **Athens Convention and Visitors Bureau** (CVB) held its annual meeting Thursday, October 24, at The Classic Center to highlight the release of the new tourism economic impact figures for Athens-Clarke County and present the annual Athens Hospitality Awards. In 2018, visitors spent **\$330.5 million** in direct, tourism spending only in Athens-Clarke

County. This is a 6.6 % increase from the previous year, according to the 2018 Travel Economic Impact on Georgia State, Counties and Regions study prepared for the Georgia Department of Economic Development by the United States Travel Association. Tourism puts 2,973 people to work in Athens-Clarke County every day. The jobs generated a \$69.93 million payroll, as well as \$13.71 million in state tax—a 5.8 % increase from the previous year—and \$8.89 million in local tax—a 7.3 % increase from the previous year. Total state and local tax of \$22.6 million were collected from visitor spending. For more information, [click here](#).

Video Above: The Athens, Georgia community celebrated the Athens' hospitality industry at the Annual Meeting. This video celebrates our destination and the effects of tourism on the quality of life in our community. Anyone who loves Athens, or loves our industry, will love our new "Tourism Matters to Athens" video! Click on the photo above to watch the new video.



Photo Caption Below: Front row : Valencia Landry of Hotel Indigo (*Hospitality HEROES winner*), Jean Lord of UGA's Carl Vinson Institute of Government (*Classic Host Winner*), CVB Advisory Board Chair Kathy Hoard, Dr. James Mellichamp of Piedmont College (*Louis Griffith Leadership Award Winner*)
Back row : CVB Director Chuck Jones, Russel Stalvey of Terrapin Beer Company (*Partner of Year Award Winner*)

ATHENS WALK OF FAME RECEIVES STATE GRANT

The Georgia Department of Economic Development has awarded the Athens Downtown Development Authority a Tourism Product Development Grant for the creation of the **Athens Music Walk of Fame**. The Athens Music Walk of Fame is one of only seven projects to receive state funding during this award cycle. An Athens Music Walk of Fame planning committee has been meeting since 2018 to make plans for this new tourism product. Stay tuned for more information about the Athens Music Walk of Fame in the

Athens Music Walk of Fame



new year!

There is still time to apply for cycle two of the Tourism Product Development Grant Program. The deadline is Thursday, December 12. For more information, [click here](#).

THE CLASSIC CENTER THEATRE MURAL UNVEILED

The Classic Center Cultural Foundation has unveiled the new *Classic Vistas* murals in the main lobby of The Classic Center Theatre. The murals were commissioned by The Foundation and painted by local artist Jill Biskin. The murals each feature a hidden Athens gem, including the 40 Watt Club, University of Georgia Arch, Morton Theatre, "Murmur" train trestle and many more. To read more about the mural project, click [here](#).



CVB EXHIBITS AT BUSINESS AND COMMUNITY EXPO



CVB Director Chuck Jones, Sales Manager Jay Boling, Director of Sales Nick Arnold and Sales and Services Manager Joel VanDusen exhibited at the Athens Area Chamber Business and Community Expo on Tuesday, October 29, at The Classic Center. Jones and the sales team operated a joint booth with The Classic Center, meeting with local businesses and organizations to discuss potential convention leads, Athens meeting facilities and new services for meeting professionals.

HOSPITALITY NEWSMAKERS

HAPPY WORKIVERSARY, HANNAH SMITH!

Join us in thanking Hannah Smith for her 20 years of hard work and dedication to the CVB! "Hannah is a pleasure with whom to work, and the work that she produces is most appreciated by our city, Classic Center Authority and the CVB," says Director Chuck Jones. "Largely due to Hannah, the Athens CVB's reputation is stellar, and it continues to be recognized as a leader in destination marketing and management."



The CVB offers **Extranet Training** on the second Thursday of each month beginning at 2 p.m. The next Partner Extranet Training will be **Thursday, December 12.**

RSVP TODAY



IN THE NEWS

"Found:The Best Breakfast Spot in Georgia Is Hiding in This College Town," [Yahoo.com](#), October 2019

"Jingle All the Way with Georgia's Christmas Parade," [ExploreGeorgia.com](#), October 2019

"18+ Outstanding Athens Georgia Attractions," [Backroad Planet](#), October 2019

"The Actually Cool Things to Do in Athens, Georgia," [Thrillist.com](#), November 2019

"Discover Timeless Holiday Traditions Along Georgia's Antebellum Trail," [AntebellumTrail.org](#), November 2019

"Top Places to go in USA & Canada in 2020," [Fodors.com](#),

— INDUSTRY CALENDAR & EVENTS —

Tourism, Hospitality & Arts Day at the Capitol

January 21, 2020

<https://www.georgia.org/>

Georgia Convention & Visitors Bureau (GACVB) Winter Conference

February 24 - 26, 2020

<https://www.gacvb.com/gacvb-winter-meeting>



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