



Newsmakers // Opportunities // New Developments in Tourism

## Holidays Greetings and Athens CVB News



**Left to Right:** (Front Row) University of Georgia Center for Continuing Education & Hotel Senior Sales Professional Cassie Johnson, CVB Communications Specialist Alvieann Chandler, CVB Executive Assistant Venessa Banks, CVB Receptionist Casey Ogden, CVB Sales and Services Manager Joel VanDusen, CVB Information Coordinator Meredith McLucas, CVB Advisory Board Chair Kathy Hoad, University of Georgia Center for Continuing Education & Hotel Sales Department Head Elizabeth Hovell.

(Back Row) CVB Director Chuck Jones and CVB Sales Manager Jay Boling

(**Not pictured:** Hannah Smith, Jereniah Cook, Cheryle Potterf and Nick Arnold)

## NEWS & UPDATES

The Athens CVB held their annual Holiday Luncheon at the University of Georgia Center for Continuing Education & Hotel on Tuesday, December 10. The CVB and local partners provided updates on their organization or business. After the luncheon, the Georgia Center staff took interested attendees on a tour of the suite that the Georgia Bulldog mascot, Uga, uses when there is a home football game.

## ***Fodor's Travel* Named Athens, Georgia, to their 2020 GO List**

Athens, Georgia made *Fodor's Travel* GO List for 2020, of top places to visit around the world in the new year. This is Athens first time being named to this list that names 52 cities from around the world.

Athens is featured in the USA and Canada section, along with ten other cities, and is one of the seven featured in the United States—the other three are

Canadian cities. Some of the cities featured include: Baltimore, Maryland; Portland, Maine and Palm Springs, California



Athens is ready to provide plenty of enjoyable opportunities for visitors in the new year. In 2020, the Athens Music Walk of Fame will be revealed and new tours will be offered to visitors.

“We are excited and appreciate the opportunity to be featured on *Fodor's Travel* GO list,” says CVB Director of Marketing and Communications Hannah Smith. “Our community is ready to provide an entertaining and fun-filled experience for our 2020 visitors.”

*Fodor's Travel* has been a trusted resource for 80 years, offering expert travel advice for every stage of a traveler's trip. To read the full list, [click here](#).

Keep up with Athens news by visiting the new [VisitAthensGA.com](http://VisitAthensGA.com) website and follow VisitAthensGA on Twitter, Instagram and Facebook.

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## **Two Journalists visit Athens for Press Visit**

The Athens CVB hosted freelance writer Karon Warren on Tuesday, November 19 for a half-day press visit. Warren took the Museum Mile tour, dined at Five and Ten and visited the State Botanical Garden of Georgia during her visit to Athens. She is writing an article about the Antebellum Trail for *Curbed Atlanta* which will generate 675,000 impressions. During her 3-day journey, she visited Macon, Milledgeville, Watkinsville, Eatonton and Madison.

The Athens CVB hosted London-based journalist, photographer and writer Roger “Rupert” Parker on Thursday, December 5 – Friday, December 6. On Thursday, Parker took the Music History tour with Paul Butchart, dined at Last Resort Grill, saw a live performance at the 40-Watt Club and went to various bars in Athens. The next



morning he toured the UGA Special Collections Libraries and saw the Widespread Panic display. Parker was in Georgia for 7 days visiting Macon, Atlanta and Savannah for a music and cultural experience. He is planning to write an article about Athens' music history and culture upon his return, which will generate about 1 million impressions.

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## Athens CVB provides Local Fam Tour for tourism partners

The Athens CVB provided a local familiarization tour on Tuesday, December 3 to provide front-line hospitality staff some ideas of things to do and activities in Athens to share with their hotel guests. The tour was offered in the morning and again in the afternoon free of charge. Director of Marketing and Communications Hannah Smith took the attendees to various locations including: UGA Special Collections Libraries, UGA North Campus, Lyndon House Arts Center, The Classic Center and more. This tour will be offered every quarter, with dates provided in the upcoming CVB newsletter.



(Left to Right) University of Georgia Center for Continuing Education & Hotel Concierge Manager John Parham, University of Georgia Center for Continuing Education & Hotel Concierge Lauren Parks, Homewood Suites by Hilton Assistant General Manager Kreston Murfin, Courtyard by Marriott Assistant General Manager Nina Dimatteo and CVB Director of Marketing and Communications Hannah Smith

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## Athens CVB Sales team holds Holiday Skating Party



Left to Right: Sales Manager Jay Boling, Director of Sales Nick Arnold, Sales and Services Manager Joel VanDusen  
(Not pictured: Jeremiah Cook and Cheryle Potterf)

The Athens CVB Sales team held a skating holiday party on Monday, December 9 to thank all the hotels for their continued support. More than 30 plus hotel staffers showed up to skate and network with fellow hospitality workers. The CVB is grateful for their partnership and appreciates the hotels that came out to this event.

**DON'T MISS OUT: OPPORTUNITIES**

**Connect Instagram Account to CrowdRiff**

Your business is part of what makes Athens so great, and we want to showcase you more often on our own social channels and website! There's a simple way to share your Instagram content with us. Simply connect your Instagram Business Account via CrowdRiff, the visual marketing platform we use to manage our photo library. All you need to do is authenticate your Instagram account with us. In order to do so, [click here](#) to learn how to authenticate your account. If you require technical assistance, email [support@crowdriff.com](mailto:support@crowdriff.com). The team at CrowdRiff is very helpful.

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## Bread For Life: Call For Applications

Bread For Life provides an eight-week hands-on training, instruction by industry professionals, and community support for men and women with the will to improve their lives and the desire to begin successful careers in the hospitality industry. The program is currently taking applications for the next session of Bread for Life which begins on January 13. For more information, [click here](#).

## HOSPITALITY NEWSMAKERS

### Congratulations, Paul Cramer, for 25 Years of Service

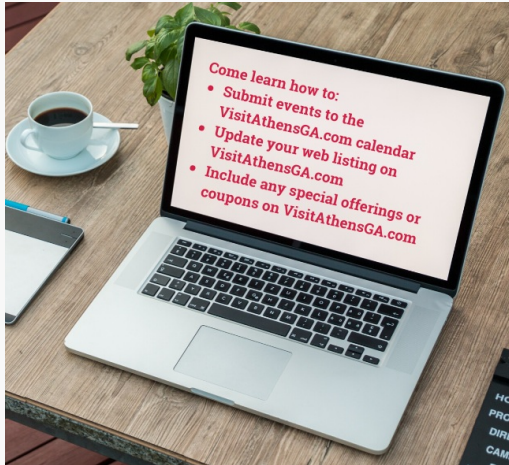


**Left to Right:** The Classic Center Assistant Executive Director/Theatre Director Philip Verrastro, former Classic Center Director of Sales



and current Account Executive Maureen Baker, Chair of The Classic Center Authority Richard Boone, the first mayor of the Athens-Clarke County Unified Government Gwen O' Looney, former Classic City Authority Board and current Cultural Foundation Board Member Smith Wilson, Stacey Cramer, Director Paul Cramer, former Classic Center Authority Board Member and current Cultural Foundation Board Member Paul Martin and member of the original Classic Center Authority Board Thomas Hollingsworth.

The Classic Center Executive Director Paul Cramer for his 25 years of service on Monday, December 9 during the Cultural Foundation member reception before the production of *Beautiful: The Carole King Musical*. Cramer, the only Executive Director to date, will celebrate 25 years at The Classic Center in January. A new scholarship fund, the Paul M. Cramer Hospitality Scholarship has been established in his honor and will assist Classic Center employees with starting or continuing their education in hospitality. At the end of the reception, Cramer was inducted into the Founders Hall--a hall to honor those who have paved the way for The Classic Center to be what it is today.



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, January 9.**

**RSVP TODAY**



## IN THE NEWS

"Top places to go in USA & Canada in 2020," [Fodors.com](https://www.fodors.com), November 2019.

"Athens CVB honors Institute event manager with Classic Host Award," [Cviog.uga.edu](https://www.cviog.uga.edu), November 2019.

"Athens On The Edge," [Georgia Backroads](https://www.georgia-backroads.com), December 2019.

## — INDUSTRY CALENDAR & EVENTS —

### Tourism, Hospitality & Arts Day at the Capitol

**January 21, 2020**

Atlanta, Georgia

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

### Georgia Convention & Visitors Bureau (GACVB) Winter Conference

**February 24 - 26, 2020**

Valdosta, Georgia

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



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