

# Athens

CONVENTION & VISITORS BUREAU

## Annual Meeting

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10.17.17



The Athens Convention & Visitors Bureau is a proactive destination marketing organization charged with increasing the economic impact of the hospitality industry, with active involvement in tourism product development and workforce development.

*Photo credit:  
State Botanical Garden of Georgia*

# Direct Impact of Domestic Travel 2016

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*Source: Economic Impact of Domestic Travel on Georgia by Region & Industry, 2016*

*Jake Gee Photography*

# Direct Impact of Travel

2016

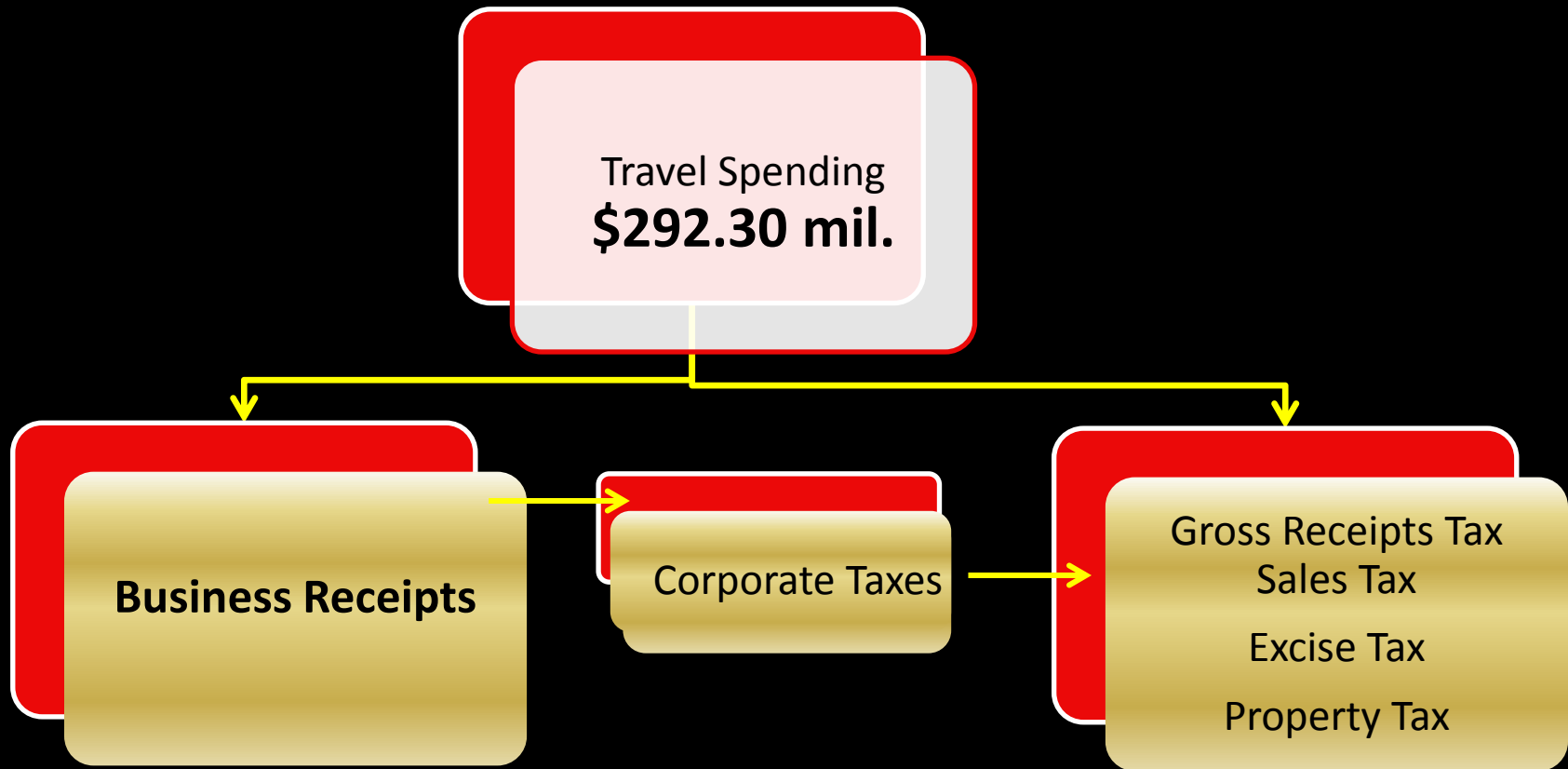


Travel Spending  
**\$292.30 mil.**

3.9%

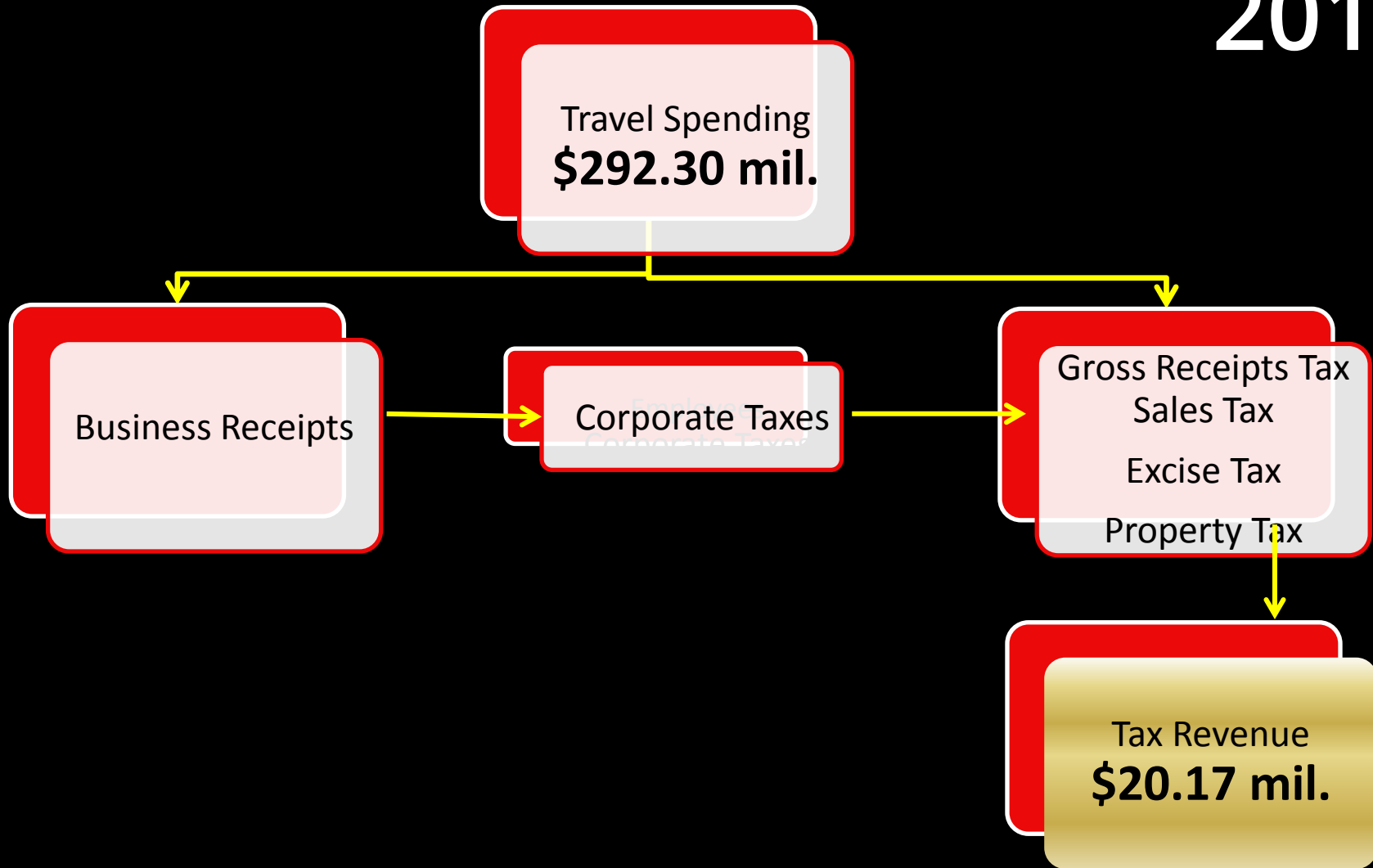
# Direct Impact of Travel

2016



# Direct Impact of Travel

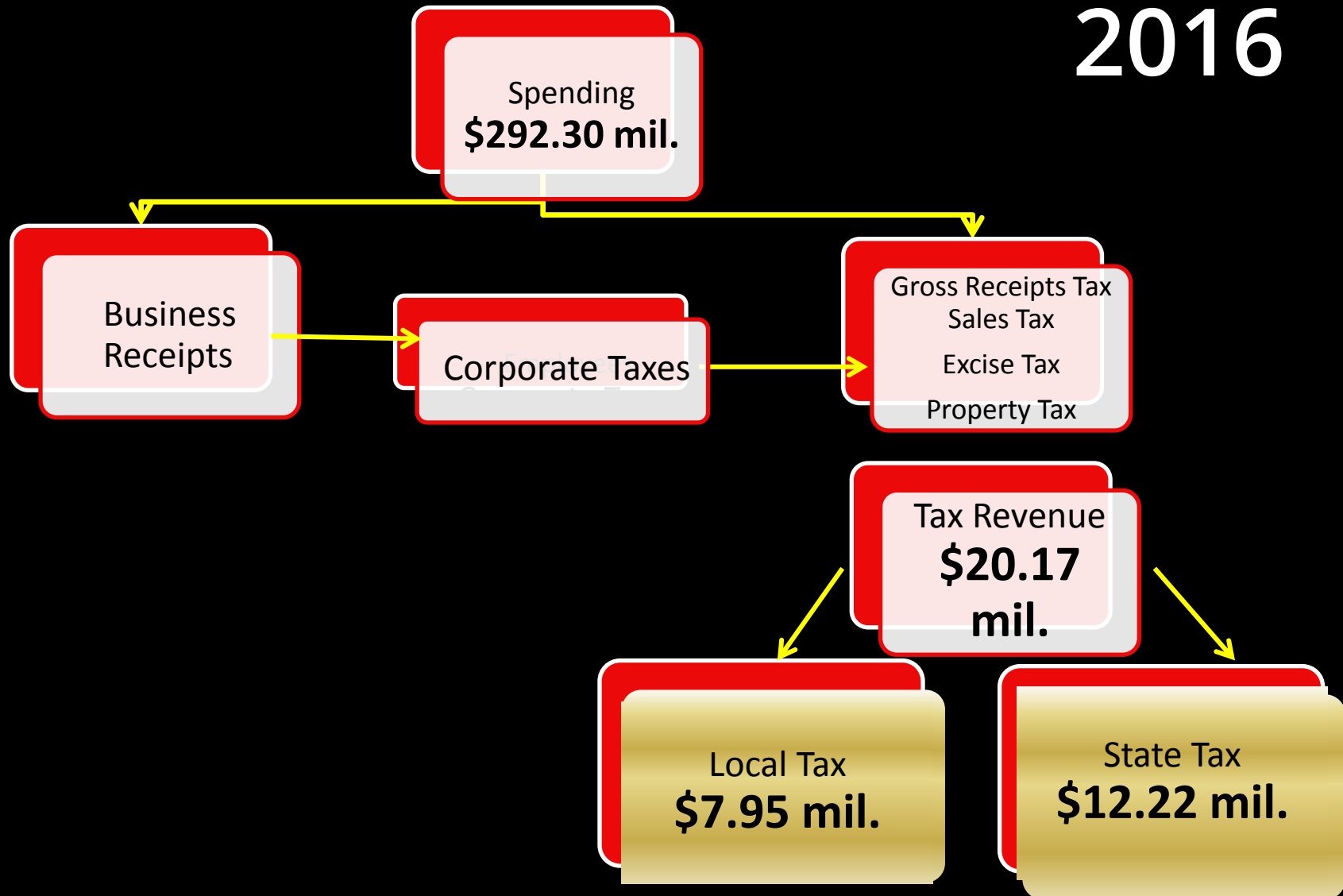
## 2016





# Direct Impact of Travel

2016



# Tax Relief for Residents

\$7.95 mil.  
ACC Tax  
Collected



\$12.22 mil  
GA Tax  
Collected



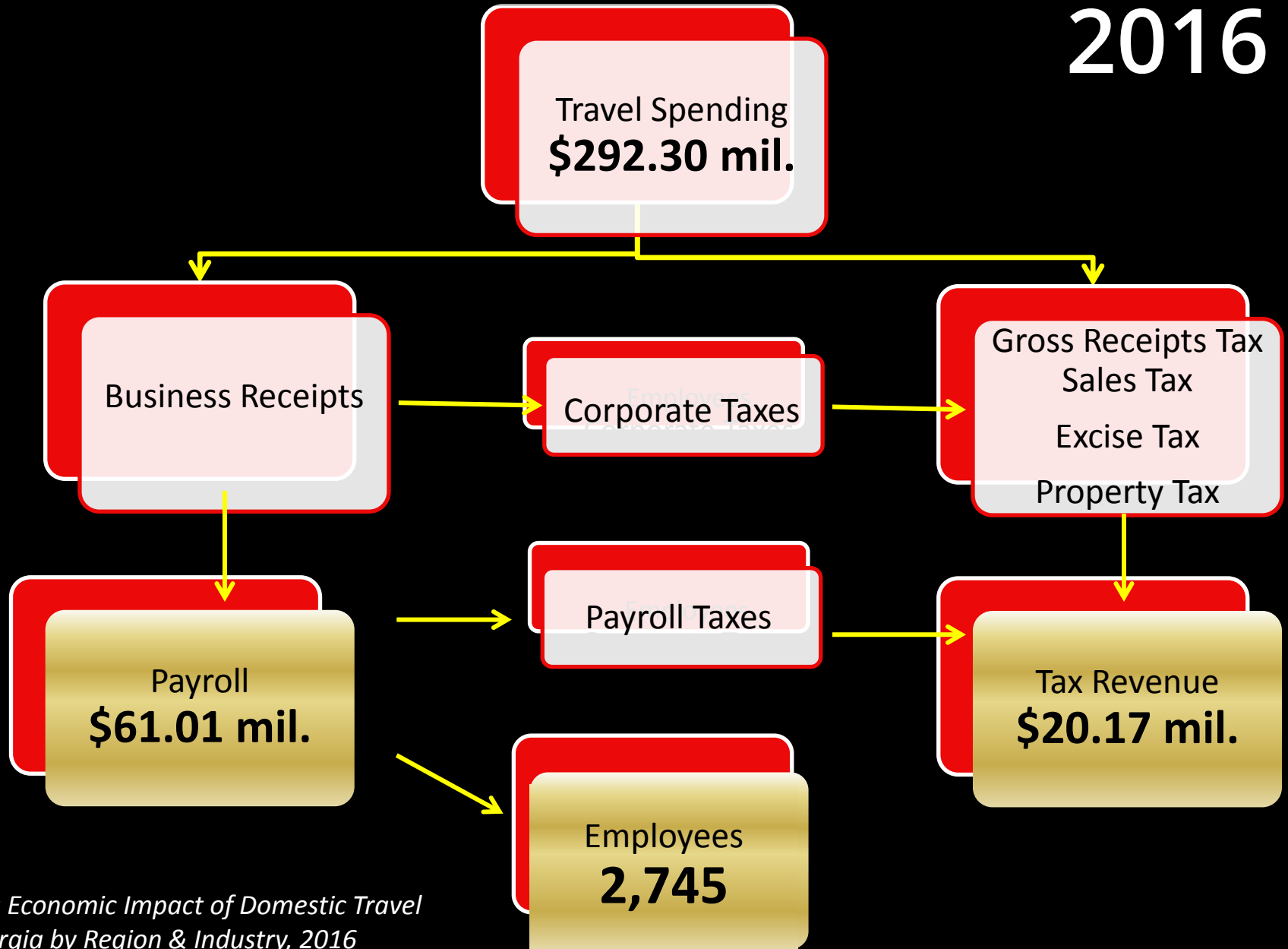
\$465+  
tax relief



“Economic Impact of Domestic Travel on Georgia by Region and Industry, 2016”  
U.S. Travel Assn. & Georgia Department of Economic Development

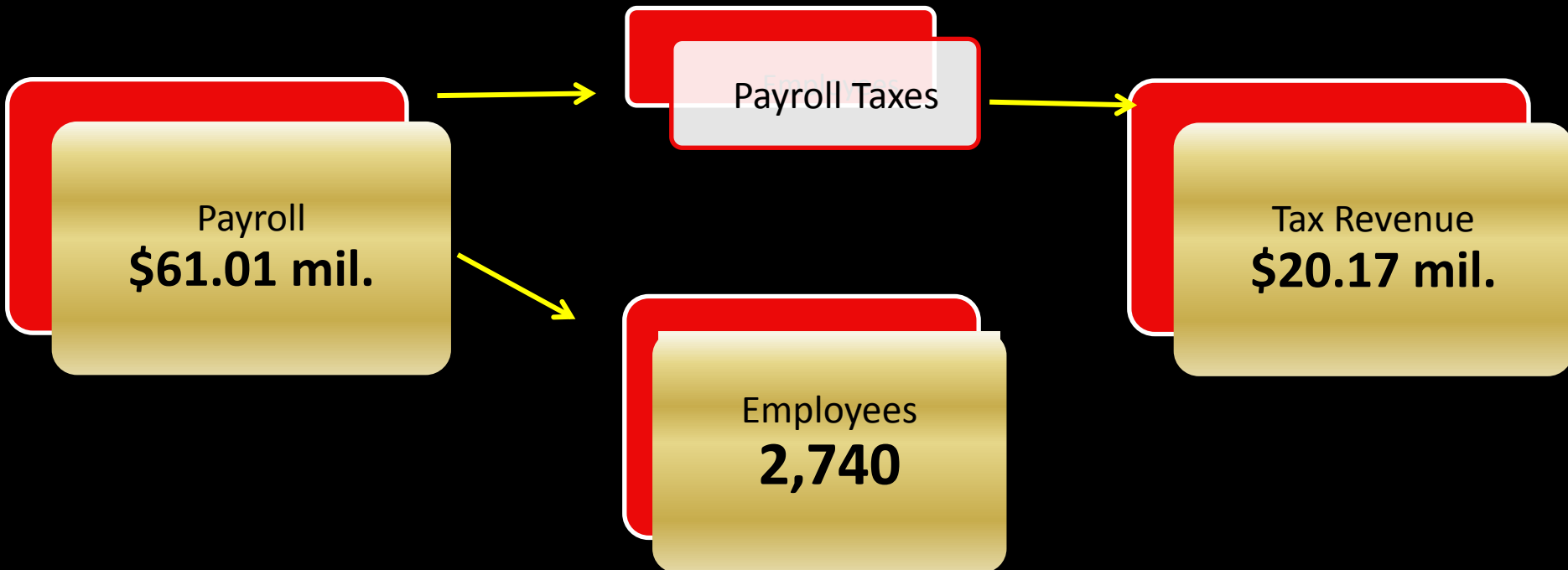


# Direct Impact of Travel 2016



Source: *Economic Impact of Domestic Travel on Georgia by Region & Industry, 2016*

# Direct Impact of Travel 2016



Source: *Economic Impact of Domestic Travel on Georgia by Region & Industry, 2016*

# Workforce Development

2 in 5 workers who  
took their first job in  
the travel industry go  
on to earn  
**\$100K+ per year**



Athens'  
3<sup>rd</sup>-  
largest  
industry!

# Tourism Matters

2,740 Jobs

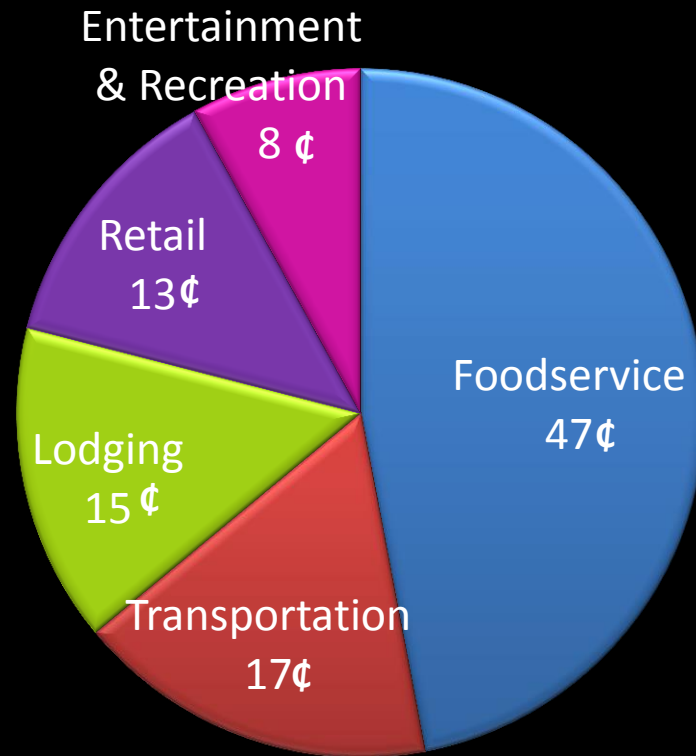


**\$292.3  
mil.  
Tourist  
Spending**



**\$7.95 mil. ACC Tax  
\$12.22 mil. GA Tax**

# How the Visitor Dollar is Spent



Historic Heartland Travel Region

*"Economic Impact of Domestic Travel on Georgia by Region and Industry, 2016"*  
U.S. Travel Assn. & Georgia Department of Economic Development





# \$800,822 Tourism Spending Per Day

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- **\$372,943** restaurants
- **\$136,460** transportation
- **\$119,803** accommodations
- **\$106,269** retail
- **\$65,347** entertainment  
& recreation

# Tourism Taxes Pay For:

**\$65  
Billion  
per year!**



**ALL U.S. High School Teachers,  
-OR-  
93% Elementary school Teachers**



**-OR-  
ALL State & Local  
Police & Firefighters**



# Hotel Boom:

578  
New  
Rooms



HYATT  
PLACE



Best  
Western®

HOMWOOD  
SUITES  
BY HILTON™



# Tourism Drives Broader Economic Development







**Sales**

# CVB Sales Team

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Jay Boling  
Sales Mgr.



Nick Arnold  
Sr. Sales Mgr.



# Welcome

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*Jeremiah Cook*  
Sales & Services  
Manager



# Focus on: Trade Shows

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- **CONNECT:**  
Association  
Sports  
Corporate  
Georgia
- Georgia Society of  
Assn. Executives
- PYM
- S.P.O.R.T.S.



# Collaborative Focus on: Target Markets

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- Corporate
- Sports
- Music





# Key Performance Indicators - Sales

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KPI	FY17 Goal	FY17 Actual	FY18 Goal
Future Booked Room Nights	74,140	77,730	79,175
Actualized Room Nights	63,835	64,443	68,000
Hotel/Motel Tax	\$879,760	\$889,977	\$974,020
Occupancy / ADR	62% / \$106.00	63.1% / \$107.66	60.0% / \$110.50

# Room Nights

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- 77,730  
Future Booked
- 64,443  
Actualized



# New Business

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- Georgia Assn. for Health, Physical Education, Recreation, and Dance
- Georgia Assn. of Career and Technical Educators
- Georgia Board of Regents Summit



# Recognitions

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- GSAE Chair's Award: Missy Wilson
- GSAE Supplier of the Year: Elizabeth Hovell





# Our Extended Team

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Thanks to our Partners!

# Marketing & Communications

**Athens**  
LIFE UNLEASHED

MEETINGS | GROUPS | SPORTS | MEDIA |



THINGS TO DO

EVENTS

HOTELS

RESTAURANTS

ABOUT ATHENS



Fall in Athens



# Web Sessions ↑ 30%



MEETINGS | GROUPS | SPORTS | MEDIA | 77°

THINGS TO DO | EVENTS | HOTELS | RESTAURANTS | ABOUT ATHENS



## Live Music Central

YOUR ESCAPE AWAITS

[Read More](#)



# Geotargeting



A young woman with long brown hair, wearing a red sequined top and a necklace, is playing a light blue acoustic guitar. The background is a warm, blurred outdoor setting with orange lights. The text 'Athens' is written in a white, cursive font in the upper right, with 'LIFE UNLEASHED' and 'Athens Convention & Visitors Bureau' below it. A black box with yellow text 'SUMMER STRUMMIN'' is overlaid on the left. A yellow button with black text 'Plan your getaway >' is at the bottom right.

Athens  
LIFE UNLEASHED  
Athens Convention & Visitors Bureau

SUMMER STRUMMIN'

Plan your getaway >

# Geotargeting





# Food Network Mag.



INSIDER'S GUIDE TO  
**LONDON**

 NATIONAL  
GEOGRAPHIC

# TRAVELER

## Best OF THE World

**21 MUST-SEE PLACES FOR 2017**

**COOL CANADA**

**Red Hot Seoul**

**MAGIC MALTA**

**PLUS:**

Exploring Switzerland,  
India, Ecuador, Madrid,  
Marrakech & more!

4 Go here  
in Banff for  
the best of  
the Rockies

# Earned Media

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 Coverage  
up 52%

# Welcome

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*Aimee Cheek*  
PR Coordinator



# Key Performance Indicators- Marketing

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<b>KPI</b>	<b>FY17 Goal</b>	<b>FY17 Actual</b>	<b>FY18 Goal</b>
Total Web Sessions (visitors)	420,000	491,744	550,000
Social/Digital Marketing Audience	37,000	36,887	40,000
Editorial Impressions	80 mil.	178.6 mil.	150 mil.



# Local Tourism Product Development Grant

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# Welcome

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*Christin Walker*  
Information  
Coordinator



# Guest Speakers

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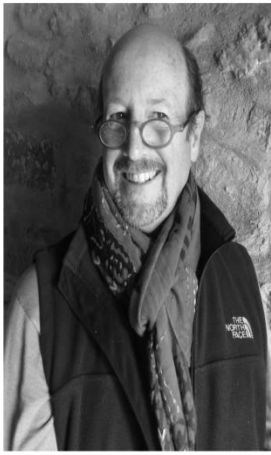
Mary Charles Howard & Davis Knox  
Athensmade





# Athensmade

Amplifying Brands. Attracting Talent.





# Athensmade

## In partnership with...



**ECONOMIC  
DEVELOPMENT  
DEPARTMENT**

ATHENS-CLARKE COUNTY, GA - USA

[www.athensbusiness.org](http://www.athensbusiness.org)





**Athensmade**  
Corporate Sponsors

Partners



Sustainers



Engagers



Shakers





**And, folks like  
you... THANK  
YOU!**





**a-thens-made:**

**/ˈæTHensmād/ adjective**

**Connecting, empowering & celebrating the makers of the  
Athens, Ga area.**



# **The Mission**

**Build awareness of local brands and attract talented people to Athens.**

# **The Vision**

**Become known nationally as a community where entrepreneurs, young professionals and creative professionals thrive.**

# **The Goals**

*(Our 20/20 Vision)*

**To grow the number of businesses started in Athens, GA by 20% each year and to attract 20 businesses to move to Athens, GA each year.**

**To help local organizations build a robust & diverse business community, especially in downtown.**

**To encourage experiential learning by helping educators connect to local businesses.**

# The Opportunity

- ✓ Give the world a recognizable and memorable brand to know Athens, Georgia by.
- ✓ Leverage our combined audiences to help one another and our community.
- ✓ Show a clear path from education to entrepreneurship and beyond.
- ✓ Expose investors to the many budding businesses in need of capital.
- ✓ Attract talent and other entrepreneurs.



# The Strategy

Partner with  
educators to  
develop future  
entrepreneurs

Attract new talent  
and businesses;  
build on existing



**Athensmade**

Build  
awareness  
of Athens  
brands

Drive  
corporate  
social  
responsibility

Cultivate  
pride &  
engagement





# Building COMMUNITY PRIDE Through Storytelling

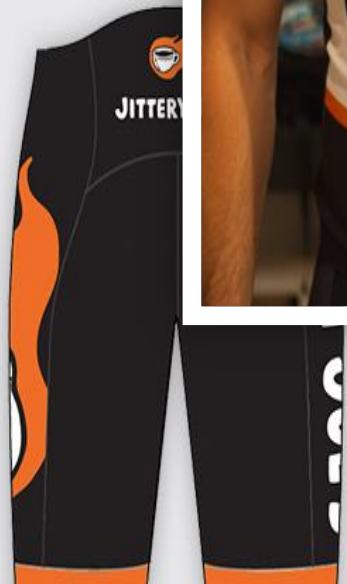


Athensmade

Storytelling Series



Promotional Logo  
Use



# Community Marking



Athensmade





# Athensmade On- Product Logo Use



# Storytelling



Telling the story of Athens through the voices of our community's makers, entrepreneurs & advocates.



## Community Minded Chef

This is the second part of a two-part interview featuring award-winning chef Hugh Acheson, chef/partner of Five & Ten and The National. Hugh shares his thoughts on what makes Athens great and how the city can continue to be a great place to live and work.

[Read On](#)

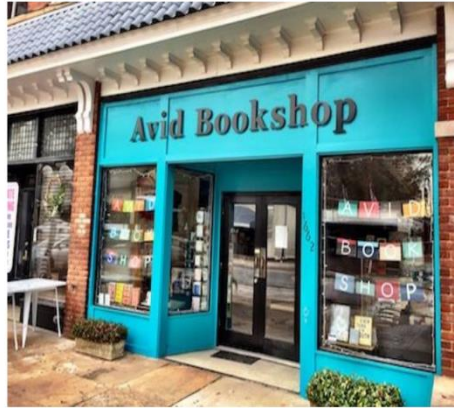


# 2017 Ambassadors



**Creature Comforts**

Chris Herron



**Avid Bookshop**

Janet Geddis



**Docebo**

Alessio Artuffo



**Sons of Sawdust**

Matt & Shayna Hobbs



**Chess & Community**

Lemuel 'Life' LaRoche



**Voxpro**

Ashlea Harris





“ We're here because we believe that Athens is one of the great places to build brands. ”



Athensmade.com



athensmade • Following

Creature Comforts

athensmade Hear from Creature Comforts' CEO Chris Herron as he talks with Chess & Community's ED Life LaRoche about how Creature Comforts thrives by giving back to our community. The is the second part of a two-part interview series. From beer to chess, both organizations are focused on having a lasting impact on Athens. Follow link in bio for audio and article of Chris's story.

At 3pm today, Creature Comforts is giving back to Athensmade and our creative community by hosting our Social Lab about podcasting & other emerging media @creaturecomfortsbeer with @jawavifilms . See our events page at Athensmade.com for more details.

#getcomfortable #staycurious  
#Athensmade #sociallab



122 likes

SEPTEMBER 20

Add a comment...





# Avid Bookshop



RELAX  
with a good book  
at  
AVID  
BOOKSHOP  
IN FIVE POINTS!

PRIVATE  
PARKING  
for patrons  
of businesses  
with BLUE  
AWNINGS  
on this side  
of the street



Spreading  
Athens'  
SUCCESS  
to the World



Athensmade  
Ambassadors



# THE SOCIAL LAB

FEATURING  
**AMY FLURRY**



AMY FLURRY, AUTHOR OF RECIPE FOR PRESS WILL  
GIVE DIY NATIONAL PRESS TIPS FOR YOUR  
ATHENS-BASED BUSINESS:

OCTOBER 18 @ CREATURE COMFORTS







ABOUT

COMMUNITIES

PRESENTATIONS

COMPETITIONS

SIGN IN

REGISTER



Share on:

# ATHENS, GA

A weekly event that brings together entrepreneurs and the Athens community over coffee and conversations.

+ FOLLOW

APPLY TO PRESENT →

## Next Event

Wednesday, October 18 2017 at 8:30 AM at Athens Area Chamber of Commerce

Meets Weekly

# Meet the Maker Studio Series

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Dec. 3rd





# Athensmade

Amplifying Brands. Attracting Talent.



# Thank You!

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*Mary Charles Howard & Davis Knox*

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Athensmade



**2017 Hospitality  
Awards**

Partner  
of the Year

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**2017 Hospitality  
Awards**





# Kim Barnett

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Benson's  
Hospitality Group

*Partner of  
the Year*

# Hospitality HEROES of the Year

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**2017 Hospitality  
Awards**



# Janet Parker Gregory

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Taylor-Grady  
House

*Hospitality  
HEROES  
of the Year*



# Classic Host Award

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**2017 Hospitality  
Awards**



# Allen Seigler

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Georgia HOSA

Classic Host  
Award

# Louis Griffith Hospitality Leadership Award

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1918 - 2005

Athens CVB Chair Emeritus





# Didi Dunphy

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Louis Griffith  
Hospitality  
Leadership Award

Thank You!

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Athens  
LIFE UNLEASHED