

Athens CVB

**Annual Meeting
October 8, 2015**

New Office

Athens
Life Unleashed
Athens Convention and Visitors Bureau

Why Tourism Matters

2,600
Jobs



\$273 mil.
Tourist
Spending



\$7.64 mil.
ACC Tax
Collected



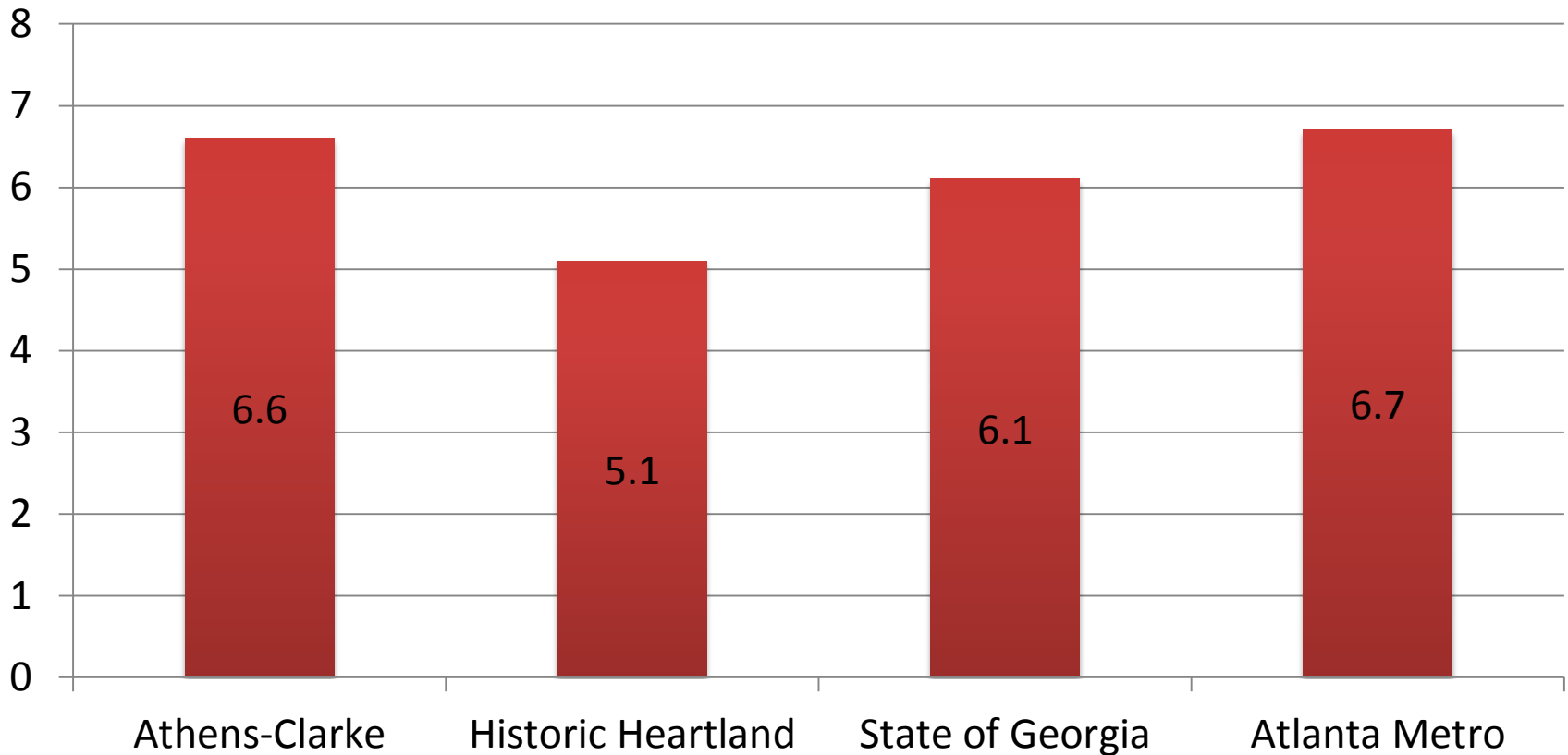
\$10.22 mil.
GA Tax
Collected



Tax Relief = \$437 per ACC Household

Growth in Visitor Expenditures

% change, 2013-2014



Top Performance Measurements

Top Performance Measurements	FY15 Goal	FY15 Actual	FY16 Goal
Booked Future Room Nights	65,500	70,046	67,140
Actualized Room Nights	58,000	59,461	60,000
No. of Editorial Impressions *	45 mil	79.5 mil.	80 mil.

*Earned Coverage

Top Performance Measurements

Top Performance Measurements	FY15 Goal	FY15 Actual	FY16 Goal
Total Web Sessions	532,500	489,685	550,000
Social/Digital Marketing Audience	25,000	34,203	26,500
Hotel/Motel Tax	\$706,950.00	\$813,265.77	\$785,500
Occupancy/ADR	60.0%/\$96.00	62.2%/\$97.68	63.5%/\$99.85



New Director of Sales Rita Lowery

**Start Date:
October 19**



Sales

FY15 Accomplishments:

- 
- **70,000+** Future Booked Room Nights
 - **59,461** Actualized Room Nights
 - Methodist Conference & Youth Events



FY 16 Top Initiatives:

Monday

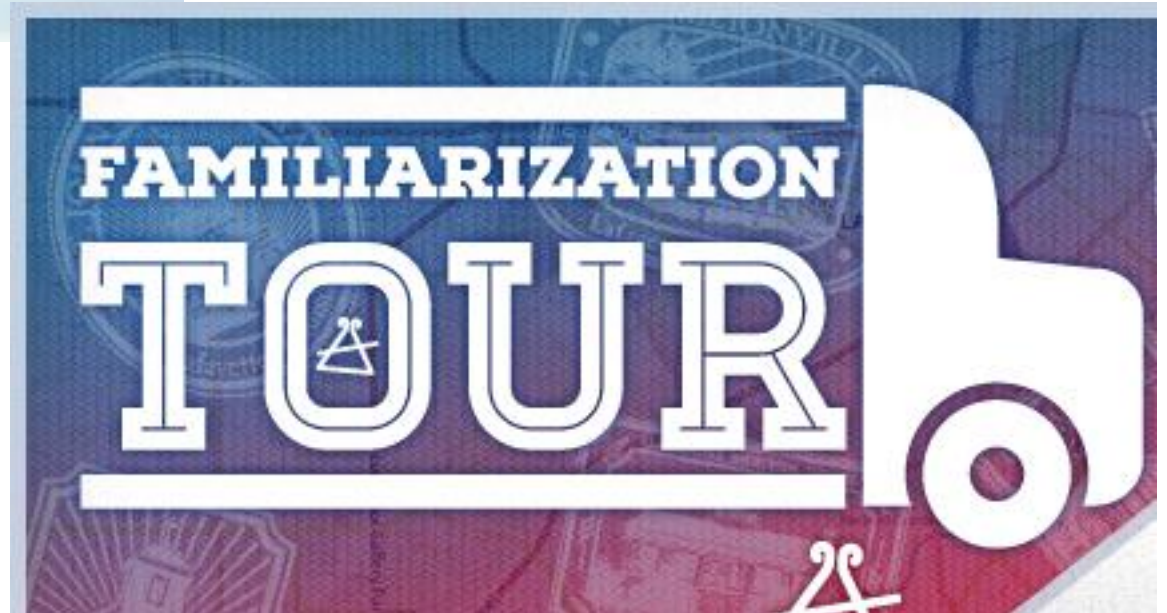
Tuesday

Wednesday

Thursday

- Increase Weekday Room Nights

- Increase FAMS



FY16 Top Initiatives

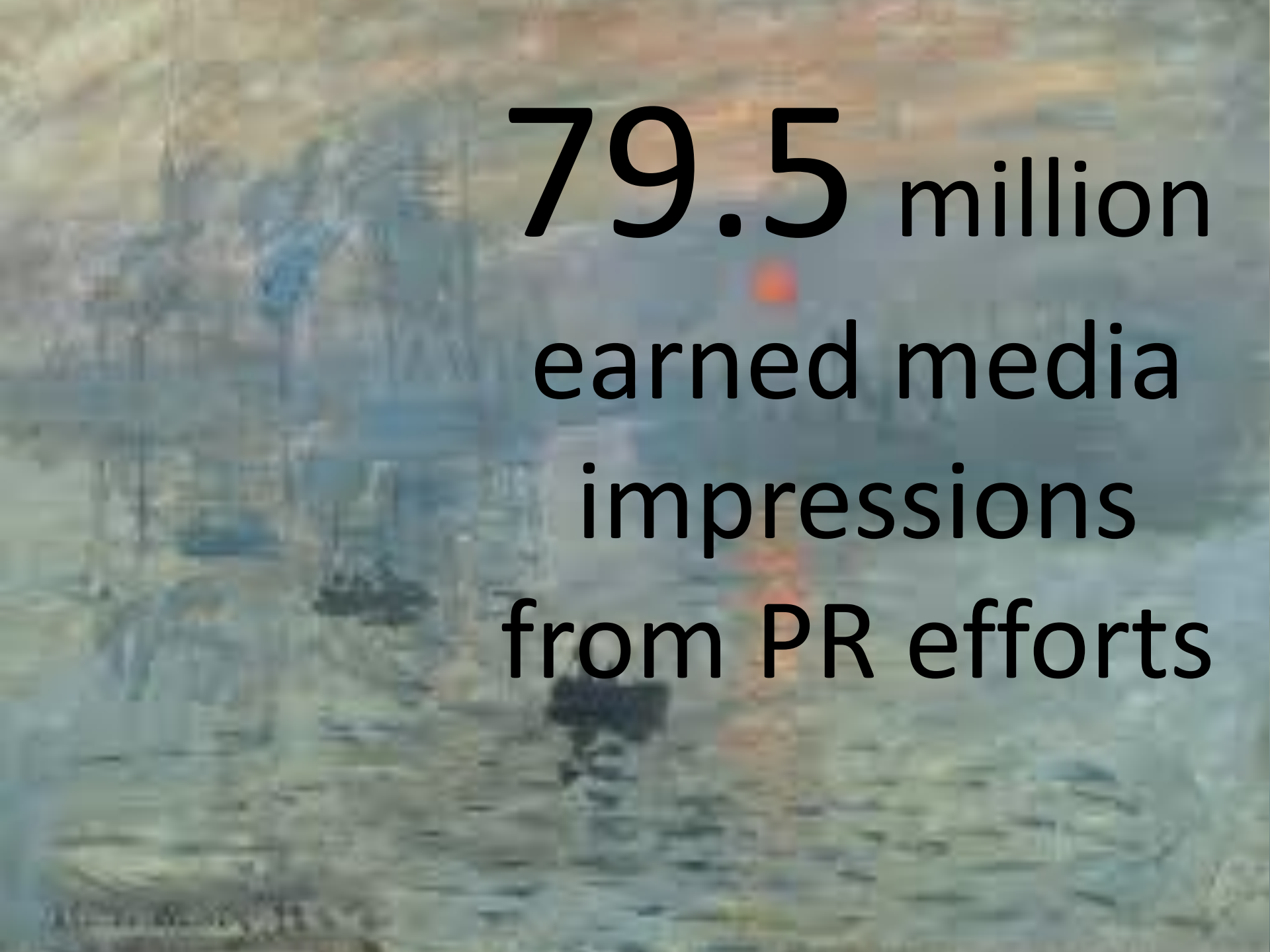


Increase Focus on Sports Tourism

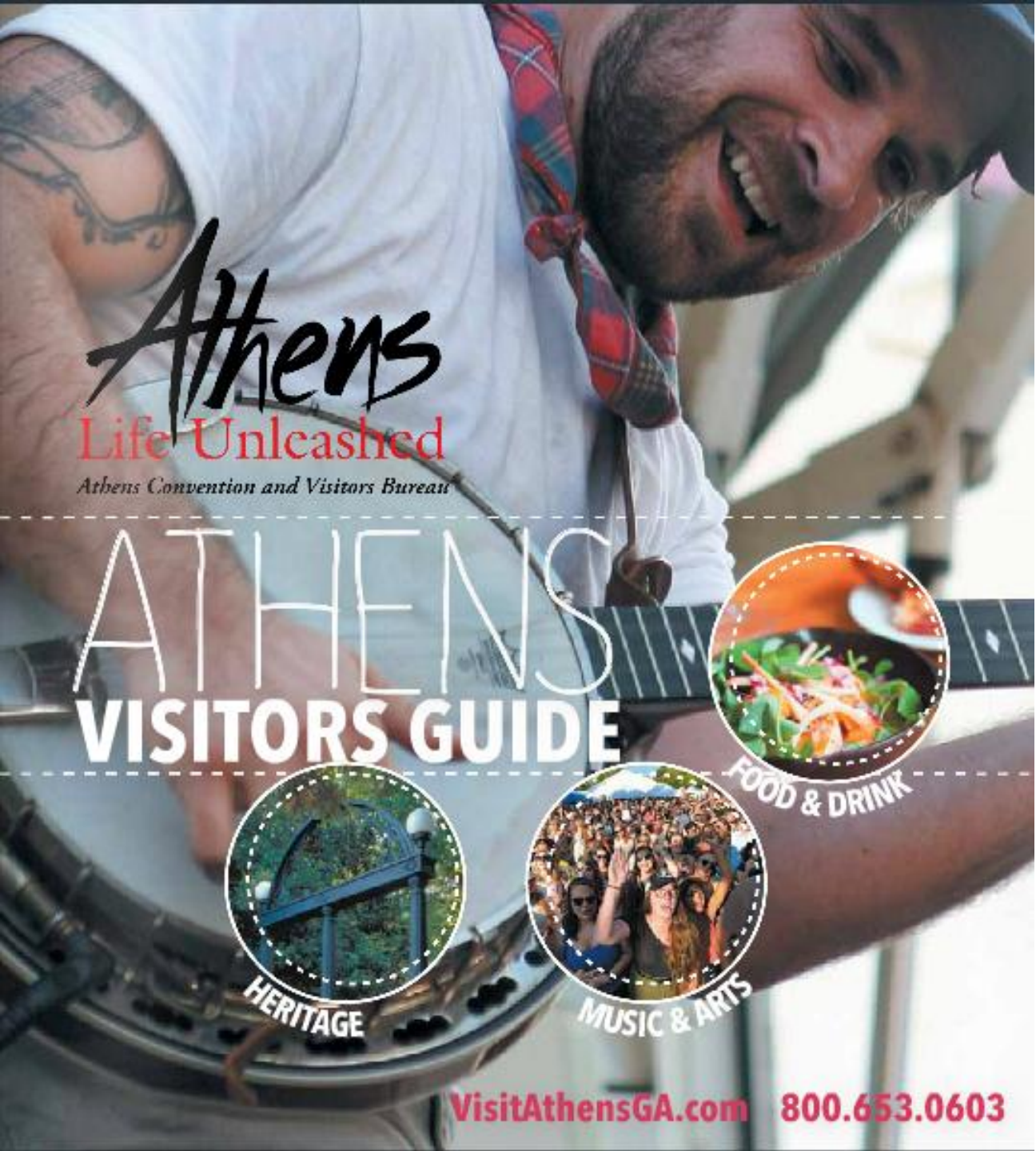




Marketing & Communications



79.5 million
earned media
impressions
from PR efforts



Athens
Life Unleashed
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ATHENS
VISITORS GUIDE



FOOD & DRINK



MUSIC & ARTS



HERITAGE

VisitAthensGA.com 800.653.0603

Award-
Winning
Visitors
Guide



Live Music Central

YOUR ESCAPE AWAITS

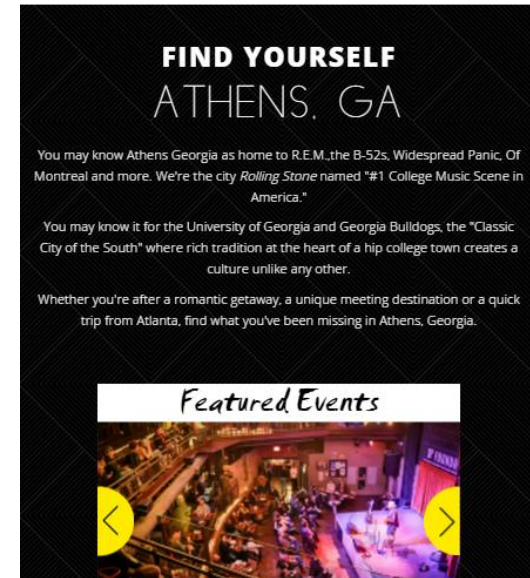
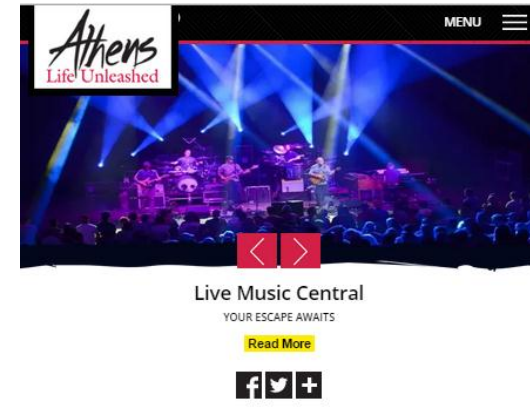
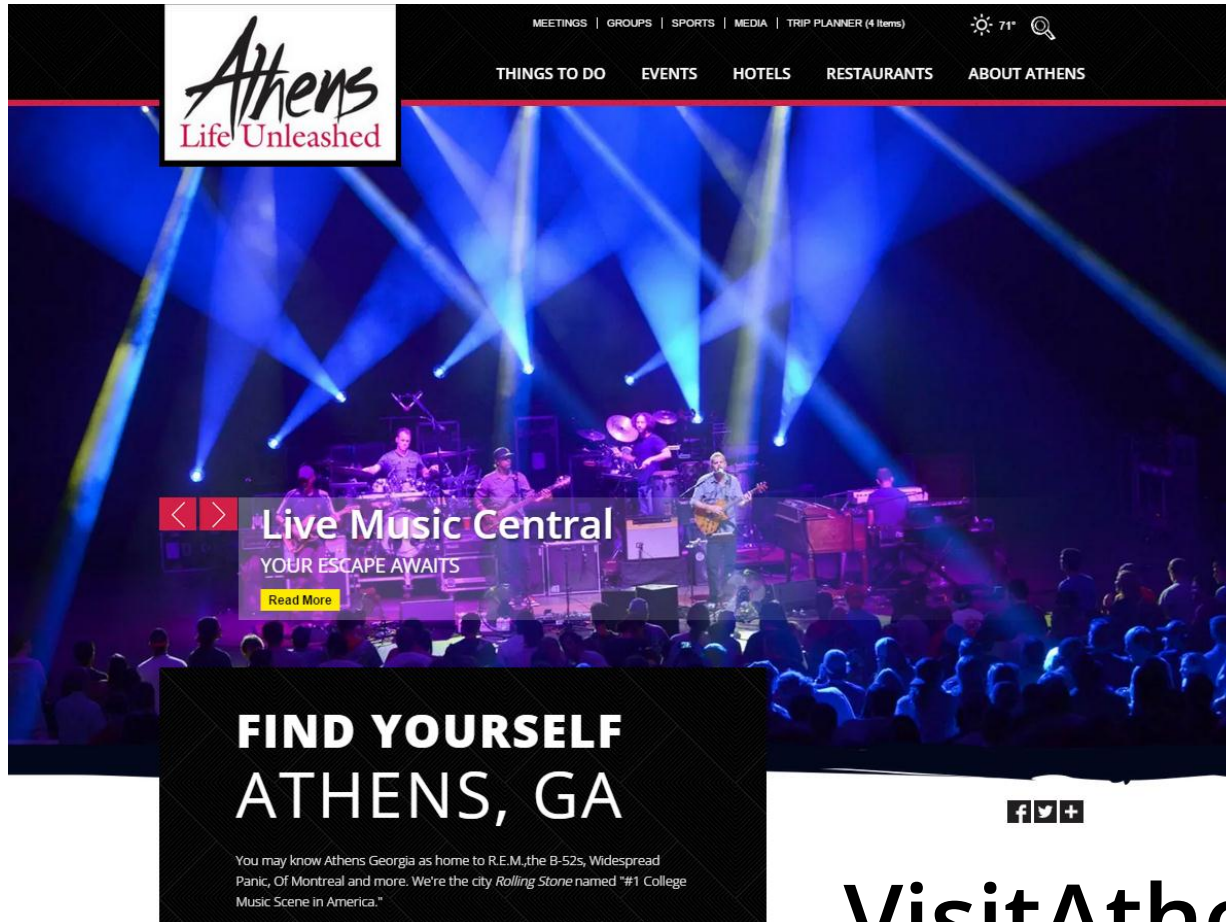
[Read More](#)

FIND YOURSELF ATHENS, GA

You may know Athens Georgia as home to R.E.M., the B-52s, Widespread Panic, Of Montreal and more. We're the city *Rolling Stone* named "#1 College Music Scene in America."



Responsive Design



VisitAthensGA.com



Featured Events

10/3

Graduate Athens Tailgate Village

Mark your calendars Bulldog fans! Graduate Athens and Bud Light are celebrating the 2015/16 football season with the Graduate Athens Tailgate Village! Every Georgia home game Saturday beginning...

[More](#)

VIEW ALL 

VIEW FULL BLOG



Athens Travel Blog



UGA Football Traditions

Posted September 28, 2015 at 7:04AM by Kate Collins

It is the most wonderful time of the year here in Athens, and we're not talking about Christmas. We're talking about football season! As a current Bulldog, I am proud to say the...

[More](#)

GEORGIA MUSEUM OF ART

90 Carlton Street | Performing and Visual Arts Complex | University of Georgia | Athens GA 30602
(706) 542- 4662
Region: UGA Campus



 Send Email

 Visit Website

 Add to Trip Planner

Details

Amenities

Meeting Facilities

Events

Yelp

The GMOA's modern and elegant facility houses a permanent collection of more than 9,000 works of art as well as a variety of traveling exhibitions. In January, 2011, the museum reopened with a new sculpture garden and triple the gallery space, after a two-year expansion project.

Ongoing Events: Tour at Two: each Wednesday at 2 p.m. Family Days monthly, Saturday morning.

Admission: Free.



FOODIE EVENTS

Plan to visit Athens during one of our marquee food events:

FRESH HAPPENINGS



4 Favorite Mexican Restaurants

Ask a local Athenian for their favorite Mexican restaurant and you'll get a wide variety of answers. In fact,...



Get a Great Burger at Clocked! in...

Everyone knows that Athens is full of amazing restaurants. Most locals know exactly where to go when they have...

Happenings



5th Annual Autumn Harvest Feast

Oct 4 - Oct 4, 2015
Share a family style Sunday dinner, music, and silent auction with your favorite local farmers, artisans,...



Harvest Moon Dinner

Oct 24 - Oct 24, 2015
The Harvest Moon Dinner was created as an intimate dinner to support the mission of ALT and celebrate the...



Craft Breweries

Spend Happy Hour at the source of good times and great beer, with a tour, tastings, and live music at Athens'...

Upcoming food events



Craft Brewery Page



Foodie blog posts



Oct. 22 Website & Extranet Workshop

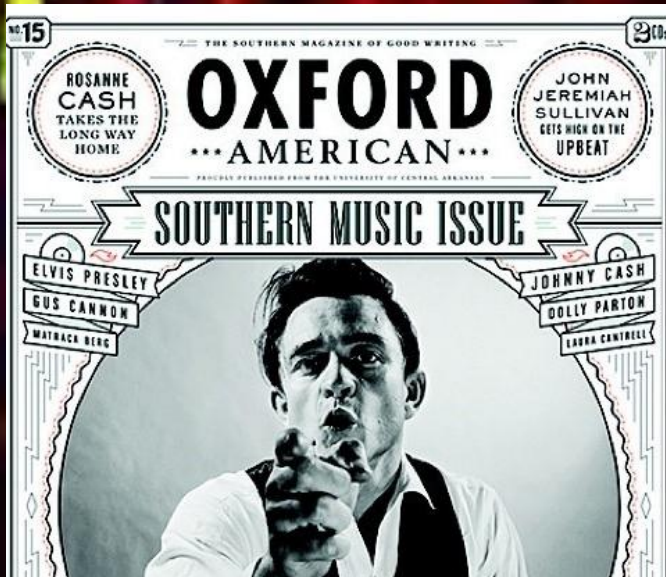
The screenshot shows the Simpleview Extranet interface. At the top, the Simpleview logo is on the left, followed by 'Extranet' and 'Athens GA CVB Extranet'. On the right, the user email 'hsmith@visitathensga.com' and a 'Logout' link are visible, along with a dropdown menu for 'Athens CVB' and a search icon. A vertical sidebar on the left contains navigation icons for home, user profile, documents, announcements, analytics, and settings.

The main content area is divided into several sections:

- At A Glance:** A section with three colored cards: a purple card for 'Listing Views' (0), an orange card for 'Listing Click Throughs' (0), and a green card for 'Offer Views' (0). A 'See All' link is positioned to the right of these cards.
- Post Board:** A section displaying a post from 'Simpleview Child' by 'Derrick Race' dated '09/18/2015' with the text 'Test Post!'. It includes icons for comments (0) and email.
- Partner Bulletins:** A section with a dropdown menu set to 'All Bulletins'. It contains two bulletins:
 - IMAGE AND LOGO SPECS:** A bulletin about image sizes for listings, with a 'View Full' link.
 - WELCOME! Getting Started, Logging In, Bulletins:** An introductory bulletin for new users, also with a 'View Full' link.

NEW, Easier-to-use and more powerful Extranet

2016: Year of Georgia Music



Guest Speaker



**Chris Herron, CEO
Creature Comforts Brewing
Company**

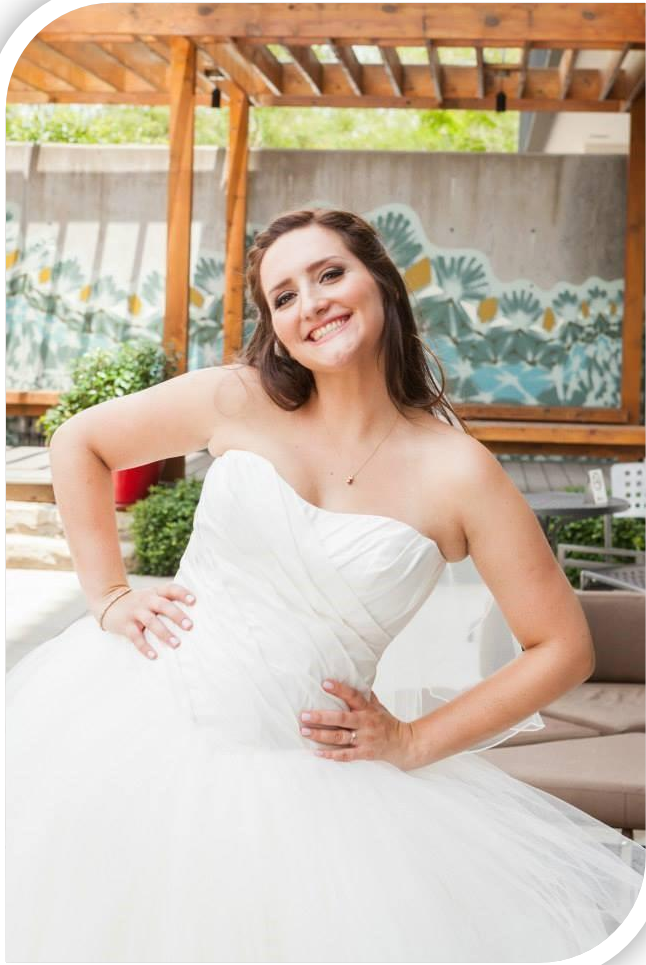
2015 Hospitality Awards

Partner of the Year



Tripp Moore
Best Western Athens

Hospitality HEROES of the Year



Chelsie Needham

The Place

Classic Host Award



Deborah White
GACIS and GAEL

Louis Griffith Hospitality Leadership Award



Shannon McCullough
The Classic Center

Thank You!