

GEORGIA



ASSOCIATION OF  
CONVENTION &  
VISITORS BUREAUS

THE 2024  
**GEORGIA**  
**TOURISM**  
AWARDS

Our Sponsor

The Atlanta  
Journal-Constitution

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**access**  
atlanta

# Award Categories



Paul Broun Award for Marketing Initiatives  
(budget under \$1 Million)

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(budget over \$1 Million)

Larry Allen Tourism Leadership Award

Al Burruss Award for Creative Expression  
(budget under \$1 Million)

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(budget over \$1 Million)

Paul Nelson Award for Outdoor Recreation  
and Preservation

Tom Kilgore Lifetime Achievement Award

Bill Hardman Sr. Tourism Champion Award:  
Private Sector

Bill Hardman Sr. Tourism Champion Award:  
Partnership

Bill Hardman Sr. Tourism Champion Award:  
Product Development

Bill Hardman Sr. Tourism Champion Award:  
Government

Destination Marketing Visionary Award

# Paul Broun Award for Marketing Initiatives (budget under \$1 million)



Paul Broun Award for Marketing Initiatives  
(budget under \$1 million)

Blaze to Blairsville  
Marketing Campaign,  
Blairsville – Union  
County Chamber



# Paul Broun Award for Marketing Initiatives (budget over \$1 Million)

Paul Broun Award for Marketing Initiatives  
(budget over \$1 Million)

Edge of the Ocean Video Campaign,  
Golden Isles Convention  
and Visitors Bureau



GOLDEN ISLES

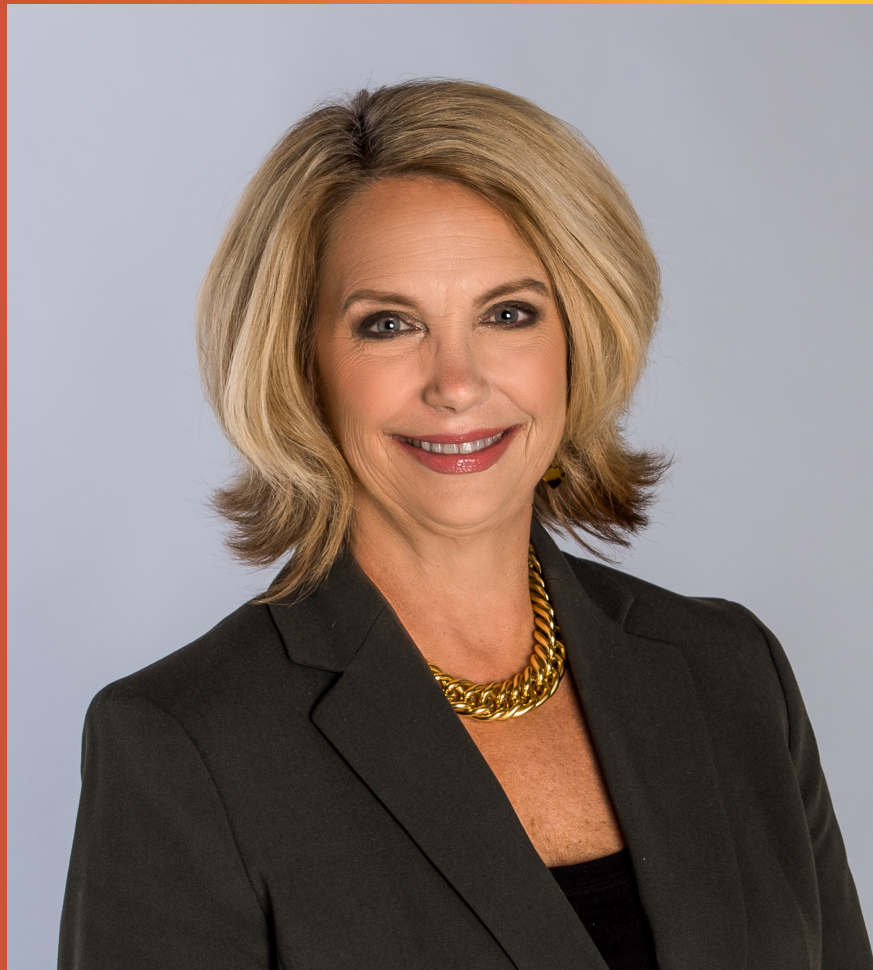


# Larry Allen Leadership Award



Larry Allen  
Leadership Award

Cookie Smoak,  
ATL Airport District  
Convention &  
Visitors Bureau



# Al Burruss Award for Creative Expression (budget under \$1 million)



Al Burruss Award for Creative Expression  
(budget under \$1 million)

From Gainesville with  
Love Postcard Campaign,  
Gainesville Convention  
and Visitors Bureau

From Gainesville  
with Love


From Gainesville  
with Love!



# Al Burruss Award for Creative Expression (budget over \$1 million)

Al Burruss Award for Creative Expression  
(budget over \$1 million)


Cobbunity,  
Cobb County Travel & Tourism



More than a  
community, we're a


# COBBUNITY

Cobb County is a welcoming place. We encourage individuals from all walks of lives, genders, races, faiths, and socio-economic groups to visit, work, and live within our county limits. We pledge we'll continue to grow with you, learn with you, and expand our thinking on what it means to matter as part of a thriving and inclusive community where **ALL are welcome.**



TRAVEL & TOURISM  
Atlanta's Sweet Spot.

#Cobbunity  
TRAVELCOBB.ORG




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TRAVELCOBB.ORG



# Paul Nelson Award for Outdoor Recreation and Preservation

Paul Nelson Award for Outdoor  
Recreation and Preservation

Lynwood Park  
City of Brookhaven, GA





# Tom Kilgore Lifetime Achievement Award

Tom Kilgore Lifetime Achievement Award

Jennifer Cruce,  
Visit Sandy Springs



Bill Hardman Sr.  
Tourism Champion  
Award: Private Sector

Bill Hardman Sr. Tourism  
Champion Award: Private Sector

Richland Distilling Company –  
Richland Rum



# Bill Hardman Sr. Tourism Champion Award: Partnership

Bill Hardman Sr. Tourism  
Champion Award: Partnership

Visit Athens & Visit  
the Cities of the SEC



- Check in at attractions in SEC cities to win prizes!
- Earn 1,500 points and receive a custom Cities of the SEC luggage tag.
- Earn 7,500 points and receive a custom Cities of the SEC tote bag perfect for tailgating!
- Earn 15,000 points to be entered into our Grand Prize Sweepstakes for the chance to win a two-night stay for two people to the SEC city of your choice!





# Bill Hardman Sr. Tourism Champion Award: Product Development

Bill Hardman Sr. Tourism Champion  
Award: Product Development

Authentic Augusta,  
Experience Collection  
Destination Augusta



# Authentic Augusta

A CURATED COLLECTION OF THE BEST SIGHTS & EXPERIENCES OUR CITY HAS TO OFFER.

## Authentic Augusta

A CURATED COLLECTION OF THE BEST SIGHTS & IMMERSIVE EXPERIENCES OUR CITY HAS TO OFFER.

**PROMENADE & PAINT**  
Augusta's Public Art

**ECO EXPLORERS**  
BECOME A CITIZEN SCIENTIST

**THE CURATED PALETTE**  
INSPIRING CONTEMPORARY ART

**AUGUSTA'S BLACK CADDIES**  
MEN ON THE BAG

**CANAL TO CLOTH**  
A DAY AT THE MILL

**MYSTERY AT THE MORRIS**  
THE REST OF THE STORY

**BRINGING UP A PRESIDENT**  
TEA WITH MRS. WILSON

**TIME DETECTIVES**  
AUGUSTA MUSEUM OF HISTORY

**ALL EQUAL PARTS**  
BARTENDER FOR A DAY

**HEART OF AUGUSTA TOUR**  
CYCLE THE SOUL CITY

Book! now!

VISITAUGUSTA.COM/AUTHENTIC

## Authentic Augusta

COME ENJOY A NEW CURATED COLLECTION OF THE BEST SIGHTS & IMMERSIVE EXPERIENCES OUR CITY HAS TO OFFER.

**PROMENADE & PAINT**  
Augusta's Public Art

Take a VIP guided tour of Augusta's Sculpture Trail, work hands-on with a local artist, and become an artist yourself when you paint your very own mural.

**ECO EXPLORERS**  
BECOME A CITIZEN SCIENTIST

Explore Phinizy Center & Nature Park's ecosystem, collect and analyze samples, and learn about this vital ecosystem.

**THE CURATED PALETTE**  
INSPIRING CONTEMPORARY ART

Create a charcuterie board and enjoy a curated wine selection while learning how curating an art gallery makes all things flow together.

**AUGUSTA'S BLACK CADDIES**  
MEN ON THE BAG

Be transported in time, relive celebrations, and learn how black caddies made a difference in the games of many golfers as you talk with a living legend.

**CANAL TO CLOTH**  
A DAY AT THE MILL

Tour the canal by boat, then work the looms of the textile industry to understand the importance of the Augusta Canal to the industrial revolution in Augusta.

**MYSTERY AT THE MORRIS**  
THE REST OF THE STORY

Find yourself caught up in an investigation about a unique Augusta art collection and join an investigative journalist in solving the mystery.

**BRINGING UP A PRESIDENT**  
TEA WITH MRS. WILSON

Enjoy tea with President Woodrow Wilson's mother in her parlor as she and her neighbor Mrs. Lamar recount tales of raising a future president.

**TIME DETECTIVES**  
AUGUSTA MUSEUM OF HISTORY

Work together to solve mysteries and find clues about the history of Augusta on your way through the museum.

**ALL EQUAL PARTS**  
BARTENDER FOR A DAY

Enjoy a themed demonstration and education with hands-on cocktail making in the heart of downtown Augusta.

**HEART OF AUGUSTA TOUR**  
CYCLE THE SOUL CITY

Take a group biking tour around downtown Augusta with Bike Bike Baby as your guide on all things about our local culture.

Book! now!

VISITAUGUSTA.COM/AUTHENTIC

# Bill Hardman Sr. Tourism Champion Award: Government

Bill Hardman Sr. Tourism Champion  
Award: Government

Mayor Lester Miller,  
Macon-Bibb County



# Destination Marketing Visionary Award

Destination Marketing Visionary Award

Save the Kit Jones,  
Darien-McIntosh  
Chamber of Commerce







Thank you to

**R&R**  
RHYME & REASON  
**DESIGN**

for tonight's presentation!

GEORGIA



ASSOCIATION OF  
CONVENTION &  
VISITORS BUREAUS

CONGRATULATIONS  
**AWARD  
WINNERS!**