



EXPLORE GWINNETT BOLSTERS TEAM, ADDING NEW SALES MANAGER AND PROMOTING KEY EXECUTIVES

Thriving Georgia County Notes Positive Momentum in New Year,
Reaffirms Focus on Driving Tourism & Supporting Community Development

Gwinnett County, Ga. – (February 9, 2022) – [Explore Gwinnett](#), the tourism marketing brand for the Gwinnett Convention and Visitors Bureau (GCVB), today announced a new hire and two promotions within its leadership team. Citing positive momentum already in the New Year and anticipated growth over the next 12 months, the brand’s most recent staffing moves will help propel Gwinnett County forward, supporting the destination’s positioning as a thriving spot for meetings, events and leisure travel.

The following changes are in place effective immediately:

Bruce Johnson (pictured right), Director of Community Relations

Bruce Johnson, who has served as Explore Gwinnett’s director of sales for the past two years, is shifting into the newly created role of director of community relations. A hospitality industry veteran with more than 30 years of hotel management and industry experience, Johnson will oversee several community development initiatives in his new position, including Explore Gwinnett’s new



hospitality public safety initiative. That program will include the addition of Flock safety cameras to local hotels and venues throughout the county – an innovative private-public sector initiative. Johnson will also work closely with the county’s hotel, city and industry partners to ensure high-level, personal support as the destination continues to expand its tourism and community development efforts.



Victoria Hawkins (pictured left), Senior Director of Marketing + Destination Development

Victoria Hawkins has been promoted to senior director of marketing + destination development, where she will continue to oversee Explore Gwinnett’s marketing communications efforts while leading strategic initiatives for the county, including the development of new tourism products, launching strategic research initiatives and crafting new partnerships. A destination veteran, Hawkins has been with Explore Gwinnett for 14 years, including managing the marketing communications department for the past decade.

Race Roberts (pictured right), Sales Manager

Race Roberts joins the Explore Gwinnett team as sales manager, handling the faith-based and small association markets. Roberts brings nearly a decade of experience in the hotel and destination management organization industries, most recently serving as sales manager for Discover Dunwoody. His knowledge of the events industry will bring a fresh perspective to Gwinnett County, as he works to welcome groups to the destination that he proudly calls home.



“The past two years have certainly been challenging for us all, and that makes the growth we are experiencing in Gwinnett County even more exciting and rewarding,” said Explore Gwinnett Executive Director Lisa Anders. “I am so proud of our team, delighted to reward Bruce and Victoria for their excellent leadership, and look forward to seeing what is to come as they play a vital role in shaping the future of the destination. Race is a rising star in Georgia tourism and is a perfect fit with our team. He’s already hard at work leveraging his relationships in new ways for Gwinnett County, and we’re thrilled to have him onboard!”

For more information, visit ExploreGwinnett.org. Stay up-to-date on the latest Explore Gwinnett news by following [@ExploreGwinnett](https://www.instagram.com/ExploreGwinnett) on Instagram or [ExploreGwinnett](https://www.facebook.com/ExploreGwinnett) on Facebook.

About Gwinnett County:

Consisting of 16 cities north of Atlanta, Gwinnett County is home to endless options for dining, shopping and recreation. Featuring some of the state’s most delicious cuisine ranging from authentic Asian fare to southern delights, the destination offers unique opportunities for visitors to explore the variety of culinary offerings with events including Beer Tours and Seoul of the South Food Tours. Gwinnett is also the filming spot of a variety of popular films and television series and provides a unique arts and culture scene with fun murals and creative surprises around every corner. With events taking place year-round and a wide range of activities there are infinite possibilities to explore in Gwinnett.

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