



Georgia Association of Convention & Visitors Bureaus (GACVB) Announces Partnership with Advance Travel and Tourism

Augusta, GA (4/12/2021) -- The [Georgia Association of Convention and Visitors Bureaus](#) (GACVB) is proud to announce a strategic partnership with Advance Travel & Tourism. A leading digital marketing agency, which specializes in the travel and tourism industry, joins GACVB as a Champion Level member. Advance Travel & Tourism provides a variety of digital marketing services, including display advertising, social media marketing, search and SEO optimization, and email marketing, among other offerings. Its marketing strategies are crafted with an audience-first mindset, mapping out and accounting for every part of the travel decision-making journey.

“We are excited to welcome the Advance Travel & Tourism team as our newest industry ally partner and corporate "Champion" level member,” said Jay Markwalter, Executive Director, GACVB. “They help drive customers to our Georgia destinations, both large and small communities, with trackable results for partners. Described as a one-stop-shop by marketing professionals engaged in creating digital content, we are pleased to have Advance Travel & Tourism join the GACVB network.”

Advance Travel & Tourism is driven by three foundational tenets: providing data-driven insights, developing effective audience engagement strategies and delivering an exceptional suite of products and results. The organization is also a subset of Advance Local, one of the largest publishers in the U.S.

“For many years, we have been fortunate to sponsor and attend GACVB conferences, and we are excited to have the opportunity to increase our partnership in 2021 and beyond,” said Jaquelyn Blackwell, Regional Sales Manager for Advance Travel & Tourism. “The partnership and insights that Jay and the membership provides are hands down one of the best in the Southeast. We are looking forward to becoming a committed resource and partner for the GACVB and its members.”

About Advance Travel and Tourism

Advance Travel and Tourism is a destination marketing team within Advance Local, one of the leading media and marketing companies in the United States. The organization works with travel partners across the U.S. Collectively, and the team has more than 50 years of digital travel experiences, offering the most accurate targeting technology and data sources to drive

visitors to destinations. Advance Travel and Tourism holds itself to three profound yet foundational tenets: data-driven insights, audience engagement strategy, and exceptional delivery and results. Learn more about the organization, here:

<https://www.advancetravelandtourism.com/>.

About the Georgia Association of Convention and Visitors Bureaus

The Georgia Association of Convention and Visitors Bureaus is an organization comprised of over 100 diverse tourism bureaus throughout the state of Georgia and associate members who provide services and support to the CVB community. The organization provides a unified voice of Georgia's destination marketing organizations as well as industry education, advocacy, and professional development opportunities to members. GACVB represents members across the state and country to keep Georgia's tourism industry at the forefront of developments, trends, products and services that may benefit its members, partners and ultimately communities.

www.GACVB.com

#

For More Information, Please Contact:

Jay Markwalter, Executive Director
Georgia Association of Convention & Visitors
Bureaus
(706) 338-0124
Jay@gacvb.com
www.GACVB.com

Deborah M. Stone, President
Pineapple Public Relations
(404) 237-3761, ext. 1001
Dstone@Pineapple-PR.com
www.Pineapple-PR.com