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Cobb Travel & Tourism Welcomes Kim Franz as Director of Programs and Events

(Cobb County, Ga.) – June 15, 2022 – Cobb Travel & Tourism (CT&T) is pleased to welcome Kimberly Franz as its new director of programs and events. Franz will join the CT&T team on June 21.

As the director of programs and events, Franz will be responsible for the management and strategic direction of core CT&T program and event operations. This position will assist in building current and upcoming programs, as well as ensure smooth, well-run events.

Franz comes to Cobb Travel & Tourism from Discover Dunwoody, where she worked for more than 10 years in marketing. She has a Bachelor of Science in Tourism and Leisure Studies, Marketing from Georgia Southern University, and a Travel Marketing Professional (TMP) Certification from the Southeast Tourism Society, among other certifications.

Franz has a strong background in destination marketing. She has received several honors in the field, including being a Destinations International 30 Under 30 Recipient in 2017, and the HSMAI Adrian Award in 2021. She currently serves as the Vice President of the Atlanta Metro Travel Association. Her history of implementing outreach programs, instituting innovative ideas, and mentoring successful personnel make Franz an outstanding addition to the Cobb Travel & Tourism team.

"Kim is going to be a great addition to our team, and we are excited to welcome her," stated Holly Quinlan, President and CEO of Cobb Travel & Tourism. "She brings a dynamic and strong skill set that will help CT&T continue to promote Cobb County as a premier tourism destination."

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Cobb Travel & Tourism is a 501(c)6 nonprofit organization, working to bring visitors to Cobb County. Cobb Travel & Tourism is the only organization positioned to market Cobb County and all of its assets as a 365-day destination. As the leading industry in Cobb County, tourism has a significant economic impact.