



Jay Markwalter, LEC, TMP
Executive Director
Georgia Association of Convention and Visitors Bureaus

Jay represents Georgia's convention and visitors bureaus / destination marketing organizations as GACVB Executive Director. GACVB serves as the unified voice, educational resource and professional development for our state's tourism marketing and management professionals.

Prior to GACVB, Jay joined the Augusta Convention and Visitors Bureau as Director of Marketing Communications in September 2014 and transitioned in 2016 to Director of Sales. As DOS, he led the group services/Guest Experiences team in strategic planning and executing sales and servicing across market segments including SMERF, Association, Reunions, Corporate, Government, Sports, and Festivals.

Jay began his career in downtown development and tourism marketing/product development in 1999 serving six years on the production committee of AthFest, the award-winning Athens GA annual summer Music & Arts festival. In May 2004, he became the first Executive Director of the Lawrenceville Georgia Tourism & Trade Association serving for seven years in Lawrenceville, Gwinnett County staffing tourism-based economic development efforts and training in Main Street methodology / Downtown Development and Development Authorities.

From 2011-2014, Jay served as the Tourism Director of the Dahlonega-Lumpkin County Chamber & Visitors Bureau where he was responsible for managing the overall tourism program of work for *"Attracting visitors to the community for economic impact"* and new product development.

Jay has served the statewide tourism industry as a Board member and President of the Georgia Association of Convention and Visitors Bureaus and has most recently joined the Southeast Tourism Society Board of Directors in 2018. He is a member of Destinations International and several state and local hospitality, arts, economic development, and leadership industry associations. He is also a graduate of Leadership Dahlonega-Lumpkin County 2012, Leadership Augusta 2017, and Leadership Georgia Class of 2013. Jay earned the Leadership Excellence Certification (LEC) in 2017 from GACVB administered by the Leadership Institute at Columbus State University.

A native of Savannah, Georgia, Jay is a UGA Alum and holds his Travel & Tourism Marketing Professional (TMP) designation as a graduate of the Southeast Tourism Society Marketing College.

Jay lives in Augusta with his wife Sumner and their two sons, Joe and Hart.