

## **Kym Hughes, CDME**

### **Executive Director, Peachtree City Convention & Visitors Bureau**

Kym Hughes, a 20-year veteran of the travel and tourism industry, currently serves as the Executive Director of the Peachtree City Convention and Visitors Bureau which serves as the primary sales and marketing organization for the city of Peachtree City, GA. For the past four and a half years, Kym has led her team to implement new creative ideas and strategies to revive the city's brand and messaging as a destination to better market itself in the competitive Metro Atlanta area.

Kym began her career in tourism as the Director of Tourism for the Valdosta-Lowndes County CCTA & CVB where her passion and drive for the industry took flight. She then went on to serve as the Director of Sales in Athens, GA and later the Executive Director for the Statesboro CVB. Kym also was the premier Executive Director and a developing force for the Sandy Springs CVB, building the groundwork and launching the city's destination marketing organization. She has also served 6 years as a board member for the Georgia Association of CVBs (2008-2014) and 3 years as board member of Southeast Tourism Society (2011-2013, 2016).

Kym graduated from the University of Tennessee at Chattanooga where she graduated with a Bachelor's in Communication. She also is a proud graduate of the CDME program through Destinations International.