



NEWS RELEASE

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Augusta Convention & Visitors Bureau Leadership Appointed to State and International Boards

Augusta Convention & Visitors Bureau (CVB) leadership continues to represent Augusta's tourism industry at the state, national and international levels.

On June 17, 2016, Governor Nathan Deal appointed Augusta CVB Director of Sales Jay Markwalter to the Georgia Tourism Foundation. The mission of the Georgia Tourism Foundation is to increase the economic strength of Georgia by promoting tourism through public/private partnerships and is made up of 11 members appointed by the Governor.

This appointment comes after Markwalter was named president of the Georgia Association of Convention and Visitors Bureaus (GACVB) after serving as vice president. The GACVB is comprised of more than 80 diverse tourism bureaus throughout the state of Georgia and corporate members who provide services and support to the CVB community. As the president of the state's leading advocacy group for the tourism and hospitality industry, Markwalter will work closely with industry peers to promote the importance of tourism to the state of Georgia.

"Augusta CVB has always had a strong presence at the tourism industry table," said Markwalter. "It is important to continue having a voice for Augusta's River Region and Georgia's tourism-based economic development efforts."

Augusta CVB President & CEO Barry White, also a former GACVB president and Georgia Tourism Foundation board member, is serving a first term on the board of directors for Destination Marketing Association International (DMAI), the global trade association for official destination marketing organizations (DMOs). White also serves as chair of DMAI's education committee and has served on the committee since 2007.

With these recent appointments, Augusta remains at the forefront of the hospitality industry. Augusta CVB staff members continue annual involvement in destination management and meeting planner organizations such as Southeast Tourism Society and Georgia Society of Association Executives, ensuring that Augusta's tourism industry is well represented.

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