

Visit Oconee

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FOR IMMEDIATE RELEASE

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Tourism department wins in GACVB best ideas competition

WATKINSVILLE, GA— On Feb. 16, the Oconee County Tourism Department was recognized as a Best Ideas Competition winner at the Georgia Association of Convention and Visitors Bureaus (GACVB)'s 2017 Winter Meeting. The department submitted its postcards project in the collateral materials under \$500,000 budget category—one of 15 categories in the competition.

“It’s great to be recognized by our peers, and to celebrate the incredible work of tourism leaders across Georgia who work to bring visitors to the state and cities we love,” said Alex Perschka, Oconee County Tourism Director.

The purpose of the department's postcard project is to fulfill the leads received through advertising efforts. Postcards with personalized, handwritten notes by staff members and volunteers are mailed to individuals who request more information on Oconee County after viewing Visit Oconee advertisements. Postcards are created in-house using Photoshop, and feature the county's most popular sites like the Eagle Tavern Museum and the Elder Mill Covered Bridge.

“We are a small and intimate county, and through personalized postcards, we are able to translate the authenticity and true Southern hospitality of Oconee County to prospective visitors,” said Perschka.

Each year, the GACVB invites regional CVBs and visitor information centers to submit marketing materials produced within the last year to be judged by other members of the association. The competition recognizes and rewards creative excellence and effectiveness

in marketing and advertising within the CVB community of Georgia. To qualify for the competition, entries must have originated within a GACVB Member Bureau and could be developed in-house or with an agency.

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PHOTO: Oconee County Tourism Director Alex Perschka accepts department's award in Georgia Association of Convention & Visitors Bureaus (GACVB) Best Ideas Competition from Julie Musselman, GACVB Executive Director.