

For Immediate Release



Contact: Peter Bowden, President & CEO
900 Front Ave
Columbus, GA 31901
(706)322-1613
pbowden@visitcolumbusga.com

COLUMBUS CONVENTION & VISITORS BUREAU UNVEILS UPDATED EVENT CALENDAR

September 15, 2016, Columbus, Georgia – The Columbus Convention & Visitors Bureau (CCVB) and the Columbus Cultural Arts Alliance are proud to announce an updated community calendar (calendarcolumbusga.com) to be officially unveiled on Wednesday, September 28, 2016 at The Columbus Convention & Visitors Bureau office at 2:00pm. The press is invited to attend to see the aesthetic and upgrades for an easier and more enhanced user experience. Peter Bowden, President & CEO of the CCVB, Cameron Bean, Executive Director of the Columbus Symphony Orchestra, and Stephanie Payne, Executive Director of the Youth Orchestra of Greater Columbus, will take attendees on a tour of the new and improved Event Calendar. They will speak about how this upgrade will help both visitors and the community engage with the 500-plus events happening in Columbus and how this can be a strong recruiting tool for companies looking to relocate employees to Columbus.

“We’re excited about this major upgrade for the Event Calendar,” commented Peter Bowden, President-CEO of the Columbus Convention & Visitors Bureau. “The goal is to provide a user-friendly experience that not only promotes what there is to see and do in Columbus, but create an environment for our partners to cross promote and grow their audiences.”

The CCVB tracked approximately 1.8 million visitors to the destination in FY 16, generating a \$327 million economic impact for Columbus, creating jobs, and household savings while contributing \$37 million in sales and lodging tax revenue.

The CCVB’s mission is to solicit and promote tourism, conventions, trade shows, and other group business.

The Columbus Cultural Arts Alliance (CCAA) is a group of almost 70 arts and culture organizations that, as an industry, comprise the eighth largest employer in Columbus, which is larger than Blue Cross Blue Shield. With an annual economic impact of over \$76 million, CCAA members help make Columbus the vibrant community that residents and tourists alike love.

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