



East Point's Newly Developed Convention & Visitors Bureau Ready to Welcome Visitors from Around the World

New CVB team to market East Point as a leading tourism destination and drive economic growth

ATLANTA – March 4, 2024 – We are thrilled to announce the official launch of the East Point Convention & Visitors Bureau (EPCVB). The newly formed tourism organization is dedicated to promoting travel and enhancing the overall visitor experience, ultimately stimulating economic growth and prosperity within the vibrant city of East Point. Previously a member of the Atlanta Airport District CVB for six years, East Point now stands independently with its very own destination marketing organization dedicated solely to promoting and marketing the city as a tourism destination.

Located just a stone's throw away from the Hartsfield-Jackson Atlanta International Airport, East Point boasts an impressive array of offerings ideal for both leisure and business travelers as well as groups. Visitors will find a diverse range of lodging options including 20 branded hotels. Meeting planners will appreciate the unique meeting spaces and venues available just minutes from the world's busiest passenger airport. Accessibility is key in East Point, with easy access to three major interstates and being the second MARTA stop from the airport. Additionally, visitors will find plenty of dining options in the area including a robust culinary scene from locally owned restaurants to nationally recognized chains. Sports enthusiasts will also find plenty to do with Georgia's only velodrome along with other recreational opportunities including nature trails, baseball fields, pickleball courts, indoor basketball courts, and multiple soccer fields at the Georgia Sports Park.

As a state designated Georgia camera-ready community, East Point is the perfect location for film and television production. With Tyler Perry Studios situated right next door, East Point has already served as a backdrop for several award-winning movies and television series including "Stranger Things," "Ozark," "The Walking Dead," "The Wonder Years," "Hidden Figures" and more. Art enthusiasts will appreciate East Point's creative side with a variety of cultural experiences including three leading black-owned art venues: ArtsXchange, Black Art in America and Ballethnic.

At the helm of the East Point Convention & Visitors Bureau is Chantel Ross Francois. Named President in January 2023 – Ross Francois has implemented and is spearheading the organization's efforts to generate tourism dollars for the City of East Point. Ross Francois' excellent track record and extensive background in destination management is helping to catapult East Point into the spotlight. Prior to becoming President of EPCVB, Ross Francois held several leadership roles in the tourism industry as CEO of the Caribbean Twin Island Trinidad and Tobago Convention and Visitors Bureau; Tourism Director for the City of Douglasville, Ga; and Executive Director of the City of South Fulton Convention and Visitors Bureau in Atlanta.

"The City of East point is well poised to become recognized as a renowned choice for meetings and leisure travel in the South," said Chantel Ross Francois, President of the East Point Convention & Visitors Bureau. "We want to capitalize on East Point's rich cultural history, location, and accessibility. We are excited to put East Point top of mind - both domestically and internationally - to establish ourselves as a unique premier destination. Together, with our tourism industry partners and stakeholders - our expert CVB team is eager to lead efforts to drive economic growth and success in East Point."

Ross Francois recently welcomed two new staff members to the EPCVB team including Keesla Blay-Miezah, Director of Sales and Candice Tucker, Senior Sales Manager. Keesla brings 15 years of hospitality industry experience to the team having served in executive leadership roles at Carver Hotel Group, Hilton and Stars and Strikes Entertainment Centers. Blay-Miezah has led sales teams to new heights in revenue, engagement, and productivity. Candice's hospitality career began at Disney's Animal Kingdom Lodge. She also held positions at hotels in Baton Rouge, Charleston, Chicago, and Denver. Most recently she served as the national sales manager at Visit Aurora. This small, but mighty team is leveraging their strengths and diligently working to amplify East Point's presence to appeal to their target audiences.

The EPCVB team has formed strategic partnerships and memberships with many leading organizations including Meeting Professionals International (MPI), Georgia Association of Convention & Visitors Bureaus (GACVB), Atlanta Convention & Visitors Bureau, Explore Georgia, Destination International, Georgia Hotel & Lodging Association (GHLA), ATL Airport Chamber, RCMA, America Bus Association, Southeast Tourism Society (STS), CMCA, SGMP and National Coalition of Black Meeting Professionals. These organizations will provide the CVB with key networking opportunities, industry insights, enhanced visibility, and promotional opportunities. Additionally, the team's participation at IMEX, ASAE, IPEC, Connect, and within the Congressional Black Caucus ensures heightened exposure and access to key decision-makers. This extensive network the team is building will provide invaluable support to the EPCVB team as they excel within the competitive hospitality industry.

Ross Francois, Blay-Miezah, and Tucker are committed to fostering strong partnerships within the community and providing the resources necessary for success. The EPCVB has invested in innovative software systems – CVENT and Tempest – to support hotel partners by obtaining and distributing leads from meetings and event professionals. Additionally, the CVB has already garnered valuable television and radio exposure for East Point locally, nationally, and internationally including in the United Kingdom, Ghana, the Caribbean, and Canada.

EPCVB's new brand "Where the World Meets" will be seen across all marketing platforms including a new website www.VisitEastPoint.org, new office space, as well as social media platforms including [Instagram](#), [Facebook](#), [LinkedIn](#), and [Twitter](#).

About East Point Convention and Visitors Bureau:

East Point Convention & Visitors Bureau is a distinguished organization committed to excellence and promoting the City of East Point, Georgia, as a unique premier travel destination of "Where The World Meets." EPCVB strives to strengthen tourism, support local businesses, and create noteworthy experiences for travelers through strategic branding, destination management, and community partnerships. The City of East Point is vibrant with culinary pleasures, rich with history and spirited culture that captivates visitors from around the world. www.visiteastpoint.org

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