

CVB Adds Business Development Manager

Cartersville, Georgia. November 9, 2016 – The Cartersville-Bartow County Tourism Council, Inc. is pleased to announce that Michele Sims has joined the Convention & Visitors Bureau staff as Business Development Manager. In this newly created position Sims will be the lead contact for new hotel and attraction development, and will generate growth within existing tourism businesses with an emphasis on meeting and conference sales.

Sims has spent the past eight years in hospitality sales and operations, serving most recently as the General Manager of Hilton Garden Inn Cartersville. Under her leadership the local hotel achieved the brand's highest honor as Hilton Garden Inn's Hotel of the Year Worldwide. Prior to her career with Hilton, Sims was the opening Director of Sales for Cartersville's Fairfield Inn & Suites, during which time the hotel received a National Ramp Up Award given to new hotel properties for succeeding performance expectations.



Michele Sims
CVB Business Development Manager

CVB Executive Director Ellen Archer said Sims' awareness of tourism trends, best practices, industry legislation, and more will prove valuable in the new CVB role. "We are thrilled to have found locally someone with the required skill set already verified by the industry's top brands," Archer said.

Sims is "looking forward to working shoulder to shoulder with hoteliers, attractions and the community to promote and develop Cartersville, and all of Bartow County." She concluded, "Our existing product is phenomenal with a remarkable potential for growth. We have an amazing number of national and international companies headquartered here, and that does not come by accident, but by the diligent work of many facets of the community. I am excited to join the team and to use my experience to build on the hospitality industry's successes."

ABOUT CARTERSVILLE-BARTOW COUNTY TOURISM COUNCIL, INC.

The Cartersville-Bartow County Tourism Council, Inc. was formed in 1991 for the purpose of economic development in tourism. The council is funded by a portion of lodging tax collected in Bartow County, and in the municipalities of Cartersville, Adairsville and Emerson. The council oversees two businesses: the Cartersville-Bartow County Convention & Visitors Bureau and the Clarence Brown Conference Center.