

ACVB and La Visión Partner to Serve Hispanic Community

ATLANTA (April 2, 2002) – The Atlanta Convention & Visitors Bureau (ACVB) and *La Visión de Georgia* newspaper are joining forces to create a conduit between the local Hispanic community and Atlanta's hospitality industry.

Under this new partnership, *La Visión*, Georgia's only daily, bilingual newspaper, will be the official Spanish publication of the ACVB and will be distributed at all ACVB visitor centers as well as taken on sales missions and trade shows in Latin America. The two Web sites, www.atlanta.net and www.lavisiononline.com, will be linked to provide local information in both English and Spanish.

In addition, starting this Friday, Gabriela Gonzalez, ACVB director of international sales and marketing, will join the *La Visión* staff by writing a weekly column, highlighting local events and attractions as well as educating the Hispanic community about the tourism and convention industry.

"At the ACVB, our goal in the international department is to increase the number of international visitors to Atlanta and educate the local community about the international market, especially the fast-growing Latin American market," said Gonzalez. "We feel that a better understanding of the local Hispanic market will lead to greater insight of the Latin American visitor. In addition, we feel that it's important to be able to offer our visitors a bilingual information source."

Currently *La Visión* is distributed daily to 1,200 subscribers and is sold at Kroger and Publix supermarkets and more than 800 Hispanic business such as grocery stores, bakeries, and Hispanic supermarkets, among others. This partnership will give the publication an opportunity to expand both its information source and its distribution. But more importantly, it opens up communication between a growing community and one of Atlanta's largest industries.

"The number of Latinos in Georgia has grown more than 300 percent in the last ten years, and Latinos in the state have a buying power of more than \$4.7 billion, a 251 percent increase since 1990," said Victoria Chacon, president of *La Visión*. "*La Visión* is a voice both for this community and to this community, and it is important for our community to garner strong relationships within Atlanta's business community. The ACVB and *La Visión* have done that."

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as premier conventions, meetings and leisure destinations in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism.

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