

BCTDA Annual Meeting 2017

JIM MUTH

BCTDA Chair

Beaufort House Inn



Buncombe County Tourism Development Authority



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Immediate Past Chair

The Biltmore Company



GARY FROEBA

Vice Chair

The Omni Grove Park Inn



LEAH ASHBURN
Highland Brewing Company



CHIP CRAIG

Greybeard Rentals



JOHN ELLIS

*Diana Wortham Theatre,
Retired*



HIMANSHU KARVIR

Virtelle Hospitality, LLC



JOHN LUCKETT

*Grand Bohemian
Hotel Asheville*



JOHN MCKIBBON

*McKibbon Hotel
Management*



COMMISSIONER JOE BELCHER

*Buncombe County
Commission, Ex-Officio*



COUNCILWOMAN JULIE MAYFIELD

*Asheville City Council,
Ex-Officio*

*In Appreciation of your
Dedicated Service*

John
Ellis

BCTDA Board
2011 - 2017



SAM GANLY PHOTOGRAPHY

*In Appreciation of your
Dedicated Service*

Paula Wilber

BCTDA Board
2011-2018

BCTDA Chair
2015 - 2017



Stephanie Pace Brown

President & CEO

Explore Asheville Convention & Visitors Bureau



BCTDA ANNUAL REPORT

HISTORY OF THE BCTDA

- 1983** | Occupancy Tax established by state law and BCTDA created to invest the proceeds to attract overnight visitors
- 1985** | 1% added
- 2001** | 1% added to create Tourism Product Development Fund
- 2015** | 2% added, ratio maintained
- 2016** | Fiduciary Task Force created to modernize the administrative structure of the CVB
- 2017** | Independent organization established

Explore ASHEVILLE

Convention & Visitors Bureau

July 1

- Asheville CVB transitioned to Explore Asheville, a non-profit formed by the BCTDA
- New home! With AIR, Sports Commission and Asheville Symphony
 - A hub for tourism partner organizations
- The Visitors Center continues to be operated by the Chamber of Commerce as a member benefit

Explore **ASHEVILLE**

Same People

Same Work

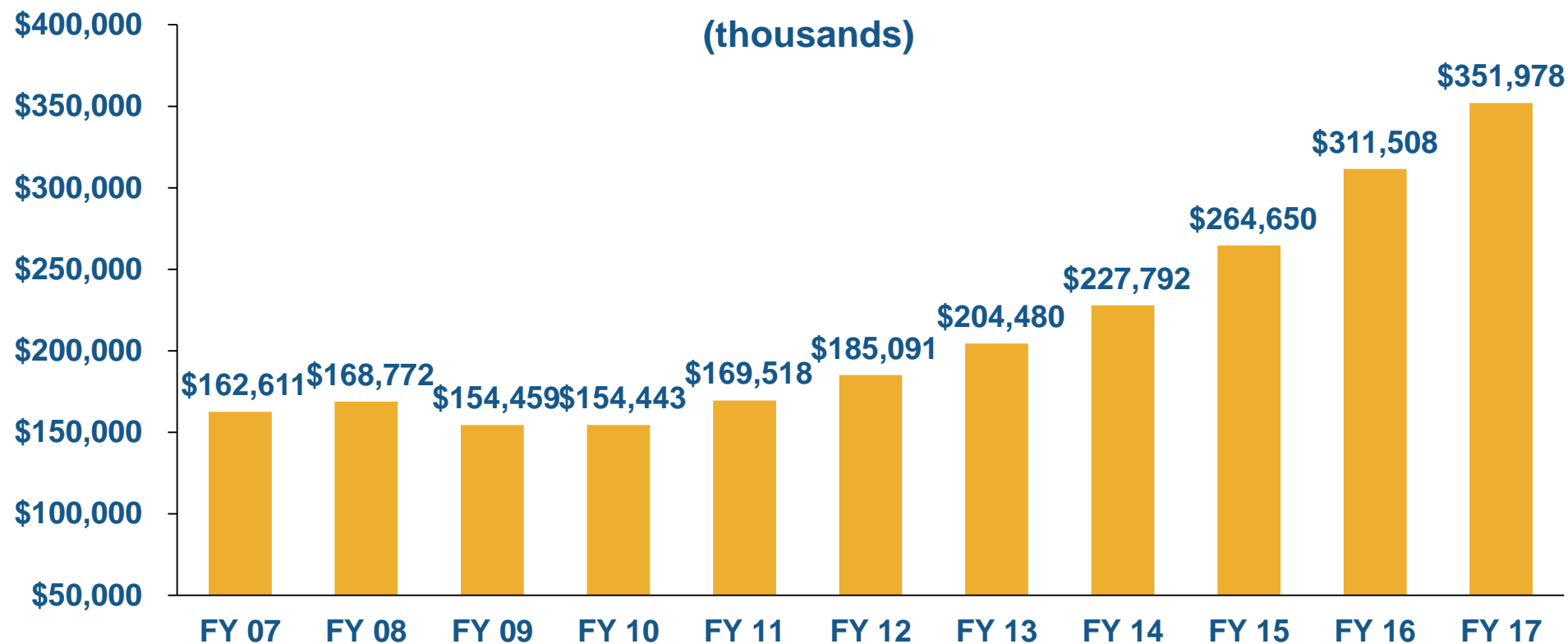
Still FREE

**To more than 1,200 local
businesses**

DESTINATION PERFORMANCE

Taxable Lodging Sales: Reported to Buncombe County

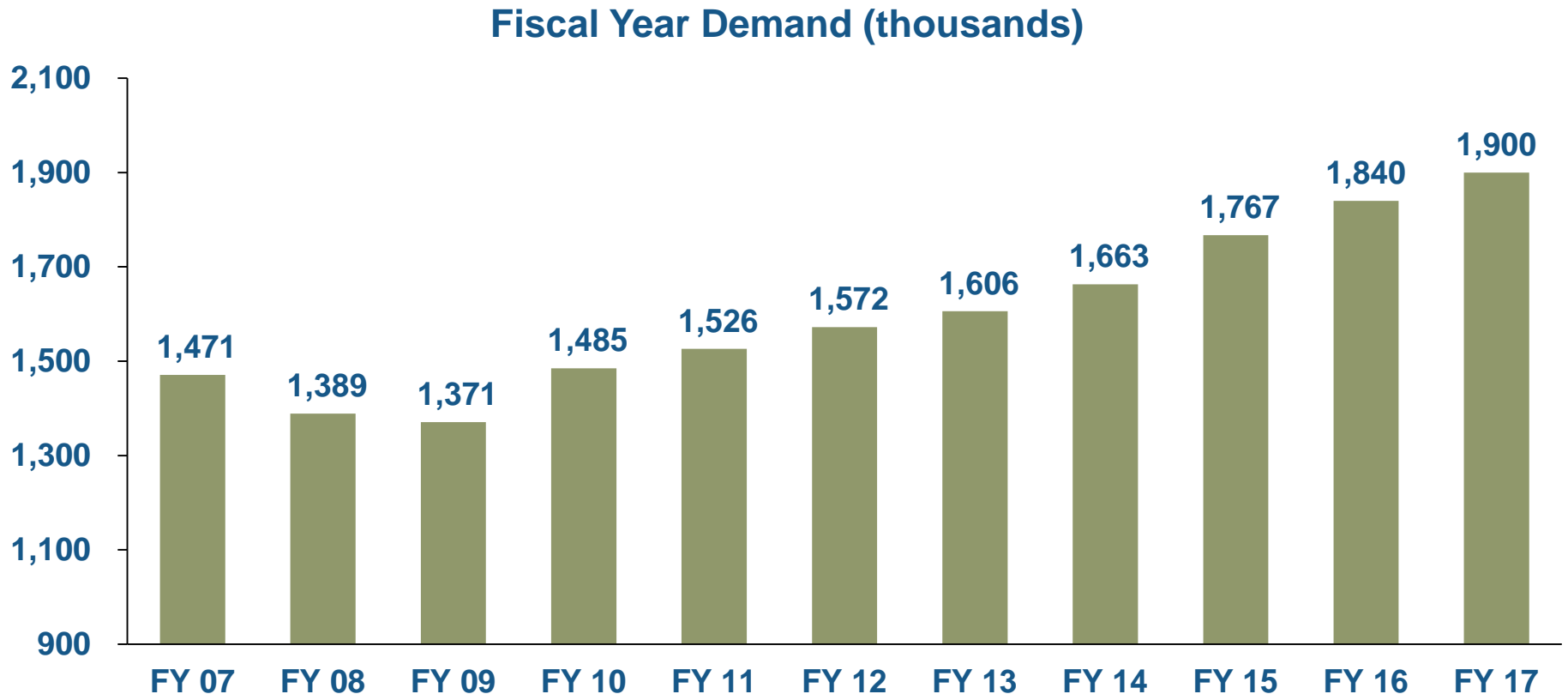
Up 13%



Source: Buncombe County

Demand: Total Hotel Rooms Sold

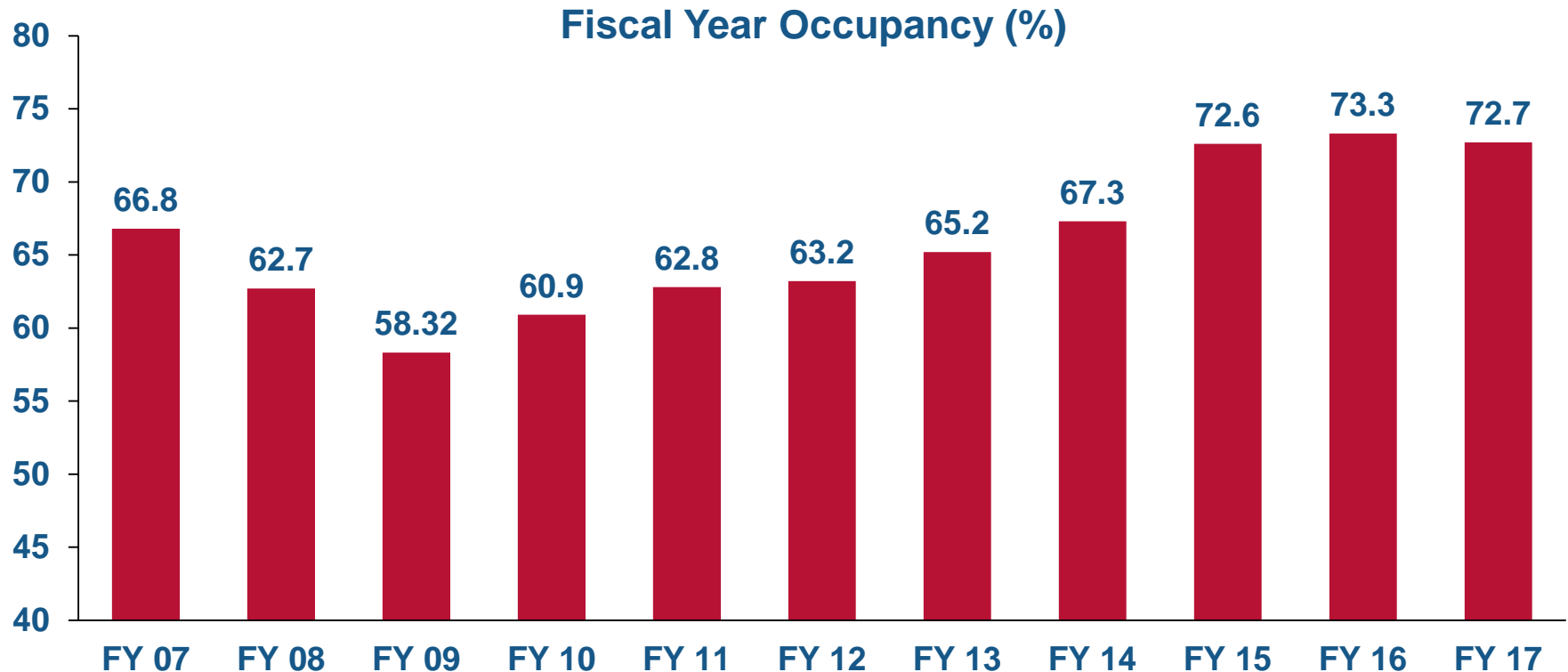
Up 3.8%



Source: Smith Travel Research, participating hotels

Occupancy: Percentage of Rooms Sold

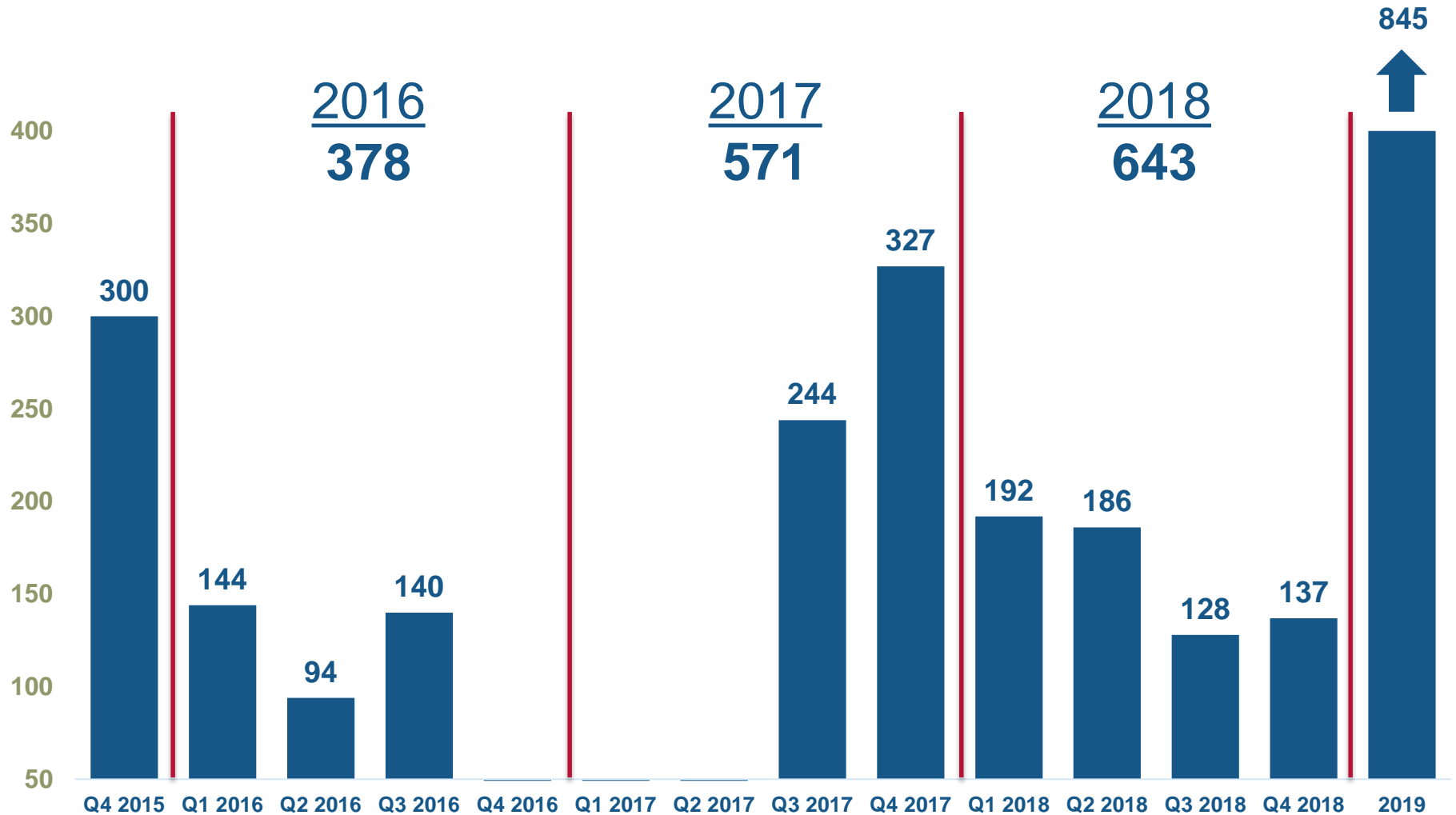
-0.8%: Supply Up 4.6%



Source: Smith Travel Research, participating hotels

Buncombe County Supply Growth

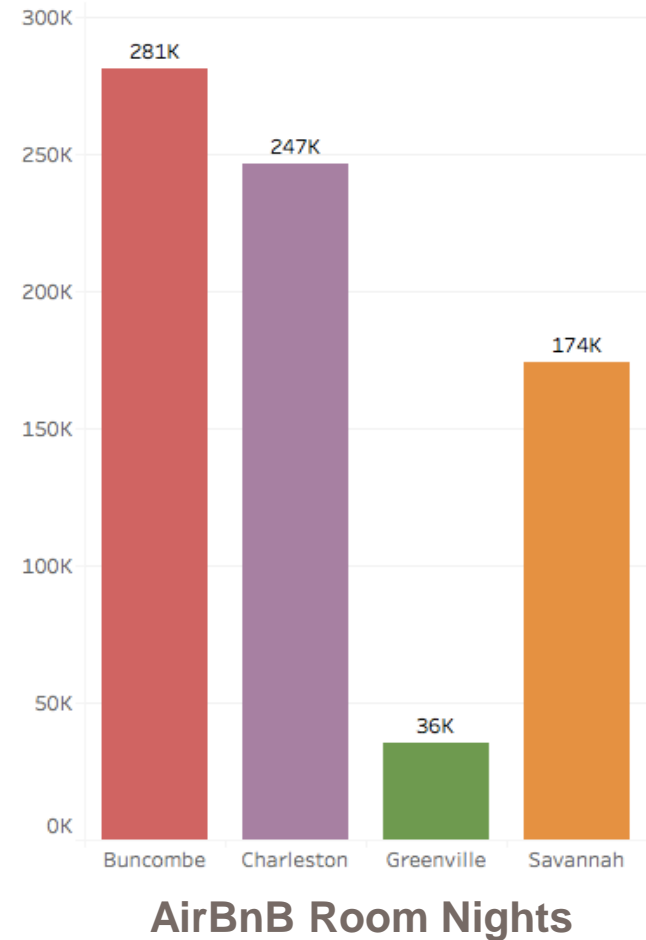
2,737 New Rooms



Short-Term Rentals Grow Share

Airbnb sold 281,000 room nights in FY 17

Hotel demand does not show the full picture, however, as Buncombe County outpaces competitors in AirBnB demand.



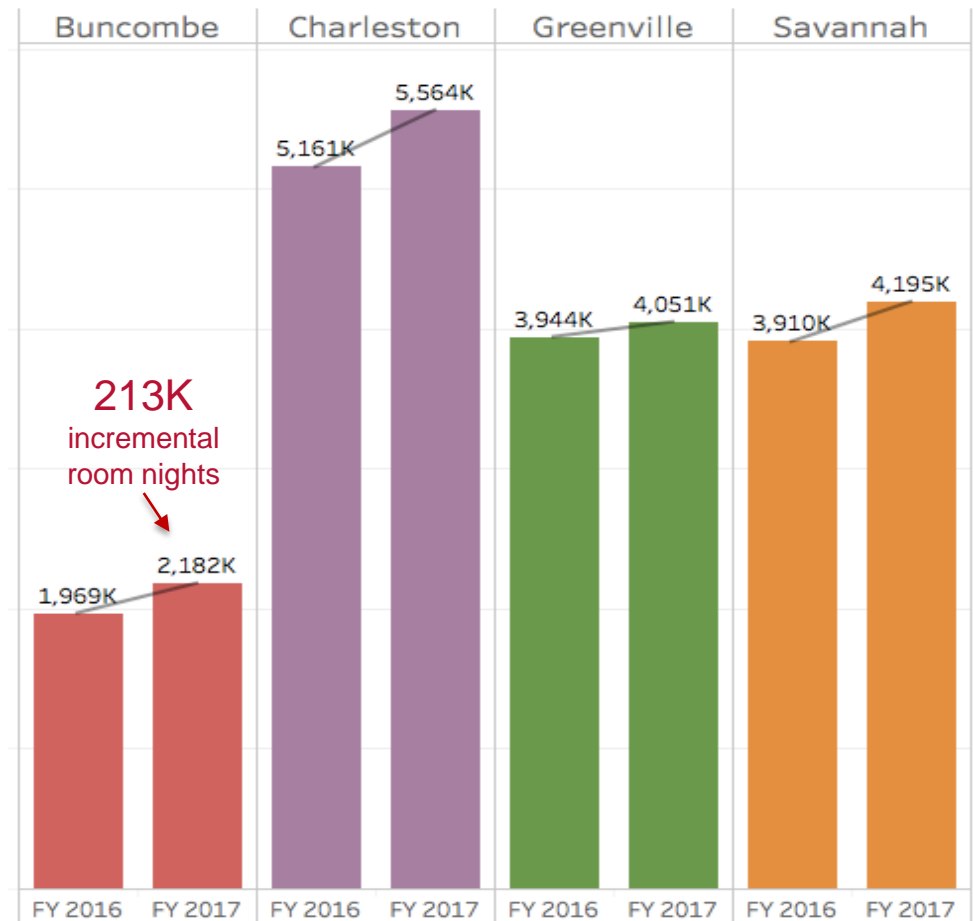
AirDNA data for July 1, 2016, through June 30, 2017. Includes AirBnB entire place demand (room nights), excludes private rooms and shared rooms. Does not include any VRBO or other hotel-alternative lodging sources.

With hotel and AirBnB demand combined, Buncombe County is outpacing key competitors' growth.

FY 2016/2017

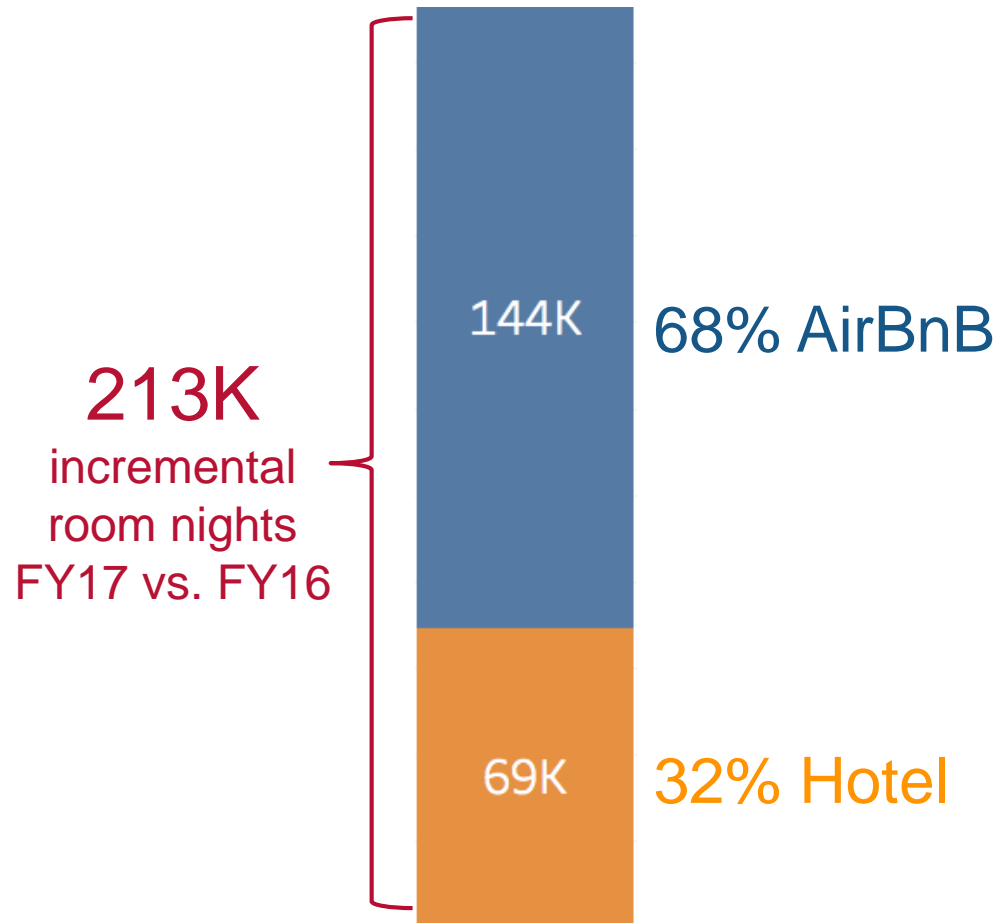
Hotel + AirBnB Demand Growth

- 10.8% Buncombe
- 7.8% Charleston
- 2.7% Greenville
- 7.3% Savannah



Growth rate of hotel plus AirBnB demand per Smith Travel and AirDNA data, the year ending 6/30/17 versus the year ending 6/30/16. Includes AirBnB entire place demand, not private room or shared room demand. VRBO and other hotel alternatives are not included.

AirBnB accounts for 68% of demand growth in FY 2017.



Source: Hotel demand data from Smith Travel and AirBnB data from AirDNA. Includes AirBnB entire place demand, not private room or shared room demand.

In Buncombe County, compared to key competitors, AirBnB accounts for a far greater share of available rooms.

Destination	AirBnB Listings*	Hotel Rooms	AirBnB Share of Available Lodging	AirBnB Share of Booked Rooms
Buncombe County	1,337	7,229	15.6%	12.9%
Charleston	1,056	19,599	5.1%	4.4%
Greenville	147	8,992	1.6%	0.9%
Savannah	732	15,431	4.5%	4.1%

Sources: AirDNA for AirBnB listings; Smith Travel for hotel room census. All as of June 30, 2017. No other lodging sources included.

*Only entire place listings included in AirBnB listings, not shared room or private room in home.

Marla Tambellini

Deputy Director/Vice President of Marketing
Explore Asheville Convention & Visitors Bureau



Marketing & PR



MARKETING PERFORMANCE

Advertising reach of **626 million**

PR driven editorial reach of nearly **5 billion** via
print, broadcast and online coverage

Total editorial publicity value of **\$7.68 million**

4.3 million ExporeAsheville.com user sessions

Social following of nearly **345,000**



2016- 2017

Total of 15 Broadcast Markets

16-17 expansion markets include:

Washington DC metro
Florida: Jacksonville, Orlando, Tampa, West Palm Beach and Miami

This map illustrates the distribution of 1000 randomly generated locations across the United States and parts of Canada and Mexico. The locations are marked with red dots of varying sizes, with a large blue dot indicating the center of mass. The map includes state and provincial boundaries and names, as well as major cities and geographical features like the Great Lakes and the Gulf of Mexico.

**LET THE MAGIC FIND
YOU CAMPAIGN**



Let the
magic
find you.

ASHEVILLE
Discovery, inside and out*







DIGITAL ADVERTISING



Let the magic find you.

EXPAND TO START EXPLORING

ASHEVILLE

X Close Expanded

*In Asheville, there's
magic around every corner.*

When you're in the Asheville area, there's magic all around you. Pick a location below. Then click around the image on the right to explore the city Lonely Planet named their #1 U.S. Destination for 2017.

ICONIC ASHEVILLE

FOOD



ART

OUTDOORS



D.C. CAPITAL REGION BRAND PUSH

Take me back to
Asheville



Picture yourself in
Asheville

Text **AVL** to **63566** and enter to win a magical Asheville vacation.

Message and Data Rates May Apply. Text **Stop** to **63566** to Unsubscribe. Text **Help** to **63566** for Help. Mobile T&C/Privacy Policy at www.ExploreAsheville.com/spring-2017/register/

ExploreAsheville.com

ASHEVILLE
Discovery, inside and out®

Picture yourself in
Asheville

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Picture yourself in
Asheville

Picture yourself in
Asheville

Picture yourself in
Asheville

Picture yourself in
Asheville

ExploreAsheville.com

ASHEVILLE
Discovery, inside and out®

Estimated **1.5 million** impressions over 4 weeks



Eastern Market Metro
8th St & Pennsylvania Ave SE 

Picture yourself in
Asheville



Text AVL to 63566 and enter to win a magical Asheville vacation.

Prize ends 12/31/14. Text Stop to 63566 to enter. Text Stop to 63566 to stop. Winner will be selected by random drawing. Odds of winning are 1 in 100,000.

ExploreAsheville.com

ASHEVILLE
Where the South meets the West

www.capitalbikeshare.com

capital bikeshare

NATIONAL GEOGRAPHIC TRAVEL PARTNERSHIP

Spill the beer, make it loud & have a good time at Stone Island's official festival in Portland, Oregon. The festival is a celebration of the brand's 20th anniversary, featuring live music, food, and drinks. The image captures the festive atmosphere with a large American flag and string lights in the background.

Photo: [unreadable]

© 2014 Stone Island. All rights reserved. Stone Island is a registered trademark of Stone Island.

Artists, musicians, and makers brew up urban magic in North Carolina's highlands

Before, by means of some books, it might be possible to dig up some old statistics and find out that there were more cases of cancer in the U.S. than in any other country. But now, by means of some books, it might be possible to dig up some old statistics and find out that there were more cases of cancer in the U.S. than in any other country.

by JAMES H. HARRIS and J. B. COHEN Photographs by ROBERT A. HARRIS and COHEN



National Geographic Travel

October 18, 2016 ·

Like Page



Reinventing the rules is an Asheville tradition—be it visual art, cool crafts, funky music, theater, or film.



The Art of Asheville

Discover up-and-coming painters, potters, and designers in a city that's brimming with talent.

WWW.NATIONALGEOGRAPHIC.COM

1.1K

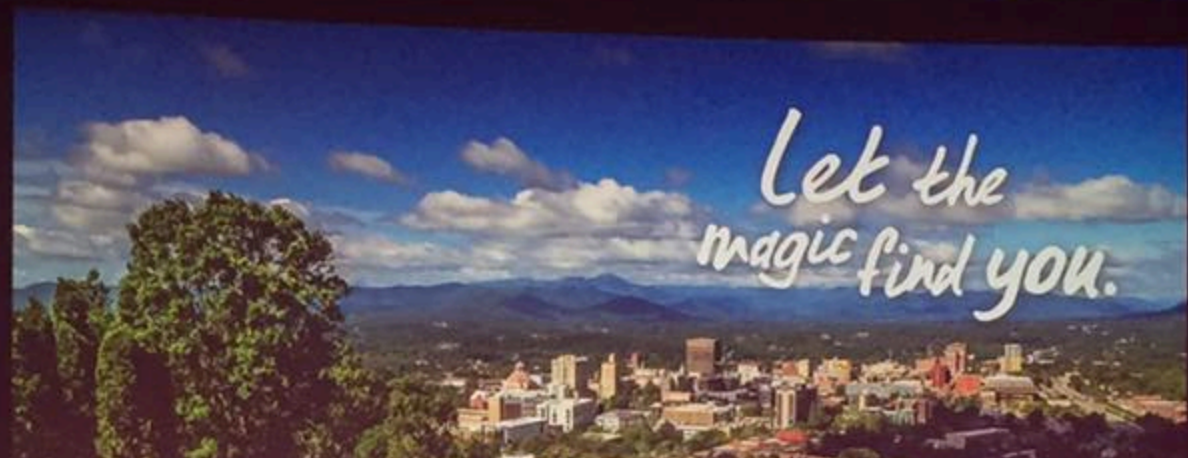
29 Comments 132 Shares



ASHEVILLE



ASHEVILLE



NATIONAL GEOGRAPHIC SOCIETY | WASHINGTON, DC

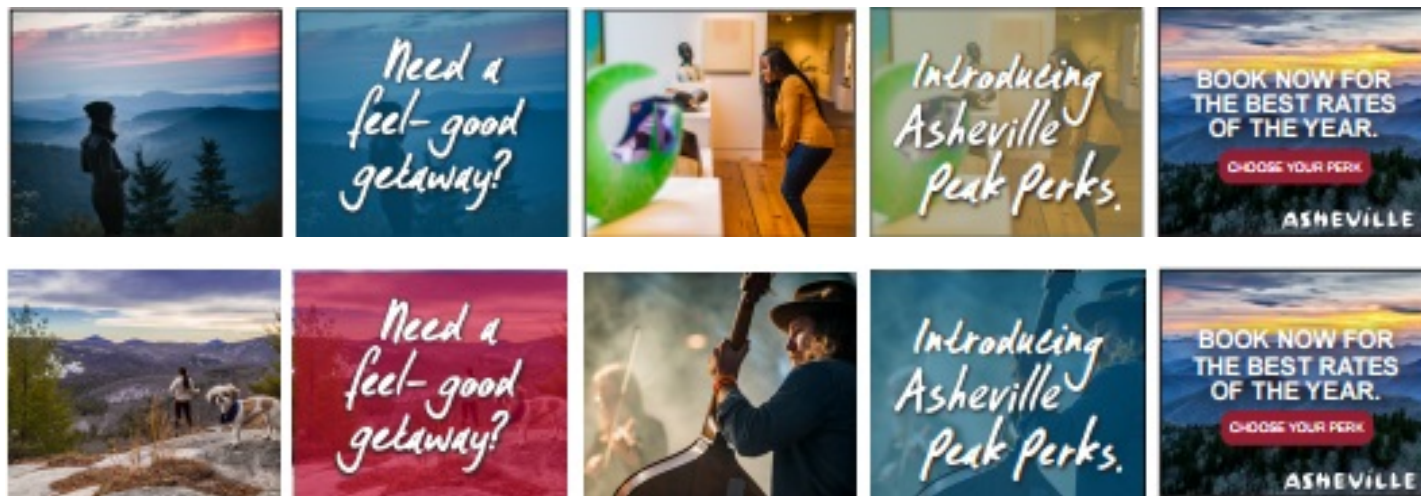
200+ guests from the region including travel blogger from the Travel Massive Group

Abby Roach & Fly by Night Rounders provided entertainment at reception which also featured Biltmore wine and French Broad Chocolates.

WINTER CAMPAIGN



DIGITAL ADVERTISING



ENJOY BEST RATES OF THE YEAR

BOOK NOW and select a **PEAK PERK!**
Choose a \$25 American Express Gift Card or an Asheville Goods gift box.

Limited time offer - January 1 through March 31

Book Online Below or Call 1-800-655-7514

Home Packages Help My Cart

Package

ASHEVILLE PEAK PERKS

Choose your Perk:



Peak Perk Package

If the stay you are booking includes check-in dates between January 1 and March 31, 2017, you qualify for a Peak Perk! Choose either a \$25 American Express Gift Card, or an Asheville Goods gift box filled with delicious local products.

- Step 1: Choose your hotel stay dates
- Step 2: Select your hotel and room and add to cart
- Step 3: Add your peak perk to the cart
- Step 4: Proceed through the checkout process to select your Peak Perk Gift Card or Local Gift Box
- Step 5: Redeem Peak Perks at the Asheville Visitors Center at 36 Montford Ave, close to downtown.

Included hotels

59

59 hotels to choose from

Included tickets



Asheville Peak Perk

- \$25 AMEX Gift Card or Asheville Goods Gift Box

Select your dates

Check in	Check out	
<input type="text" value="01/19/2017"/>	<input type="text" value="01/20/2017"/>	
Rooms	Adults	Children
<input type="text" value="1"/>	<input type="text" value="1"/>	<input type="text" value="0"/>
<input type="button" value="Continue"/>		

CONTENT PARTNERSHIPS

More than 7.6 million impressions

TRAVELZOO
The Deal Experts: Over 20 Million Members Worldwide

Like 2.8M Get Mobile Sign In / Sign Up About Us U.S.

Search for deals on Travelzoo Search

Home Latest Most Popular Editor's Picks 2017 Wow Deal Destinations



11 Experiences You'll Only Have in Asheville

 By **Andrew Young**
Deal Expert, New York

posted on May 10, 2017

 16.6k  168   

With a creative streak that constantly reinvents the arts, food, music and beer — plus a natural setting that changes by the day — a visit to Asheville is never the same experience twice.

Mixed among old favorites such as Biltmore Estate, the Flat Iron Sculpture and Grove Park Inn are experiences you'll only discover in this small North Carolina city tucked into the Blue Ridge Mountains.

Here are our recommendations on what you can't miss on during a [trip to Asheville](#) this spring or summer.

Promoted by: Explore Asheville. Asheville tops Lonely Planet's list of best U.S. places to visit in 2017. Learn more reasons to visit Asheville this spring, request a [travel guide](#) and read up on [family vacation ideas](#).



1. Thousands of blooms at Biltmore Estate

The gardens around [Biltmore Estate](#) burst into color in the spring months, with more than **130,000 flowers** — from orchids to tulips to azaleas — in bloom as the days lengthen. Don't miss the Walled Garden to see 60,000 tulips bloom in shades of pink, orange, white, and purple. [Photo credit: iStockphoto.com](#)

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Most Popular Posts

[11 Experiences You'll Only Have in Asheville](#)

[Why Fort Myers & Sanibel Make Our Summer Vacation Short List](#)

[Make It A Long Weekend: Guide to 4 Days in DC](#)



MATADOR VIDEOS



Sammy Visits Asheville

Music Video



Brew Video



Bellyak Video



MEDIA RELATIONS

THE WALL STREET JOURNAL

This copy is for your personal, non-commercial use only. To order presentation-ready copies for distribution to your colleagues, clients or friends, visit <http://www.wsj.com>.
<http://www.wsj.com/articles/in-asheville-home-to-craft-beer-wine-scene-rises-147671697>

LIFE | FOOD & DRINK | ON WINE

In Asheville, Home to Craft Beer, a Wine Scene Rises

Known as Beer City U.S.A., Asheville might seem like the last place you'd want to ogle a glass of wine. But a clutch of top wine bars and stores and restaurants with advent wine lists has made the city more than just a stop for hops



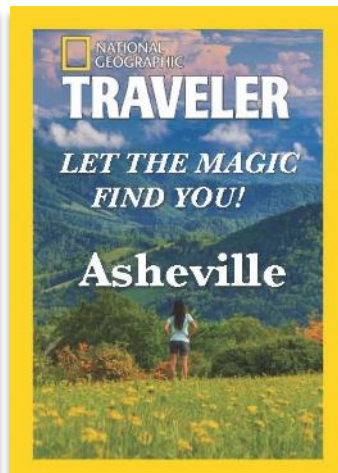
TASTE OF APPALACHIA Buzzy wine spots like tapas bar Corale, above, and Metro Vines, below, are giving beer Asheville a good name among oenophiles. PHOTO: EVAN SUNG

By LETTIE TEAGUE

Oct. 20, 2016 11:04 a.m. ET

MY NEW FAVORITE wine bar isn't in New York, Chicago or San Francisco. It's a small North Carolina town mostly famous for craft beers.

4.95 Billion Impressions



Rhubarb - Asheville, NC

5 Places Where You Haven't Missed The Fall Colours Yet

Posted: 10/31/2016 9:56 am EDT | Updated: 10/31/2016 9:57 am EDT



There's a small window of time for seeing the fall colors at their peak, and in many parts of North America, you haven't missed it yet. While leaves become more sparse and the thought of shoveling becomes much more real here in Canada, a long list of U.S. states are finally experiencing peak fall colors. These five destinations are the best



BEST IN THE US.

See the 10 best places to visit in the US in 2017



Generated **1.1 billion +** media impressions

BEER MARKETING & TOURISM CONFERENCE



INFLUENCER PROGRAM

**Divergent
Travelers**



**Expert
Vagabond**



**Anna
Everywhere**



**Adventurous
Kate**



**Travel
Freak**



Generated more than **28**
million impressions

Returned more than **100**
pieces of content, including
images and video

Touched more than **50** local
businesses



14 Reasons Why I'm Smitten with Asheville, North Carolina

I've been wanting to go to Asheville, North Carolina, for quite a long time. I'd heard that it was a beautiful town with a cool arts scene nestled in the Blue Ridge mountains. And I'd heard that it was a little drop of blue in a sea of red — or "the blueberry in the tomato soup," as one local told me — a liberal enclave within a strongly conservative region,... [\[Read more\]](#)



4 Perfect Days and Our Favorite Things to do in Asheville

July 12th, 2017 | 4 Comments



Asheville, North Carolina: Outdoor Adventure Mecca of the United States

Fourteen years ago, when I was looking at colleges, a small school by the name of Warren Wilson caught my eye. With a student body of just 800 people, it [...]

[Keep Reading -->](#)



Why Is Asheville North Carolina So Cool?

Matthew Karsten - 26

Asheville has to be one of the coolest small cities on the East Coast, with a relaxed bohemian vibe and adventurous spirit. Here are some fun things to do there!



NORTH CAROLINA

Mini-Guide to Asheville NC

Asheville, or North Carolina itself, wasn't at the top of my list of places to visit. However, I think it definitely deserves more appreciation, as the Bohemian Asheville is surely one of a kind. From the...

AUG 10, 2017

2 COMMENTS

PHASE 2 MUSIC

PastE

Sounds of the Southeast: Asheville, North Carolina

By Grace Williamson | April 18, 2017 | 12:30pm

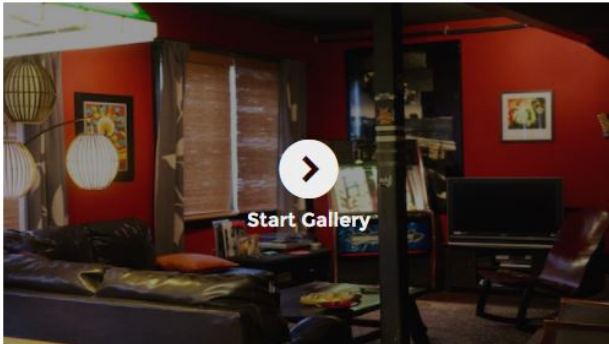
Photo by Grace Williamson

[TRAVEL](#) > [GALLERIES](#) > [ASHEVILLE](#)

Regardless of how many times you've been here, travelers can't help but return to Asheville, [North Carolina](#), time and time again. Once you've been exposed—infected—you are destined to be pulled back ... like being drawn by some subconscious magnetic force. The source of that magnetism is simple:

this city's singular energy and charisma. This Western North Carolina burg, with a population of around 80,000, is lodged in the mountains but still has a cosmopolitan heart. For instance, this is one of the few places where you can relax in a salt cave before walking around the block to see a street performance staged outside of a five-star restaurant.

The synapse that connects the vast numbers of well-curated oddities that make up the fabric of this town is music. Whether it be street performers, lively venues, or [record shops](#) this place knows how to make sounds ... and it revels in the echo of its own creations.



SMARTERTRAVEL

ARTS & CULTURE Jun 19, 2017

9 Best Destinations for Music Lovers

7. Asheville, North Carolina, U.S.A.

The Music Scene: You read that right. Sure, Nashville has an unparalleled music scene — it is Music City, after all — but Asheville's got a good thing going too. The city has an emerging craft beer background that puts Portland to shame (sorry, Portland), and the scenery — eclectic neighborhoods backed by the Blue Ridge Mountains — coupled with the sound of drums, ukuleles and fiddles on every street corner is almost as intoxicating as the beer.

How to Experience It: Music brings locals and tourists together throughout the year, most notably during the Asheville Drum Circle on Friday evenings and during Shindig on the Green — a weekly gathering of musicians during the summer months. Bring your own instrument and join the fun!



Group Sales & Service



DIANNA PIERCE

VP of Sales

Explore Asheville



BY THE NUMBERS

- 11,895** Direct client contacts
- 81,000** Indirect client contacts
- 30** Tradeshows, Marketplaces & Missions
- 31** Motorcoach Buyers
Attended Christmasville
FAM Trip
- 49** Independent Site Visits
- 220** AAA Staff in Training
- 4,000** Value Cards



BY THE NUMBERS

787 leads distributed (+1%)

- **209,942** room nights (+4.3%)

376 leads turned definite (-4.1%)

- **74,497** room nights (+14.7%)

424 groups serviced (+3.7%)



WE INVITE YOU TO AN
**ASHEVILLE
EXPERIENCE**



ASHEVILLE
HOUR
EXPERIENCE

ASHEVILLE
NOT JUST MEETING. EXCEEDING.

NATIONAL SPONSORSHIPS





MEETING PROFESSIONALS INTERNATIONAL



FINANCIAL & INSURANCE
CONFERENCE PLANNERS



AMERICAN BUS ASSOCIATION

ONE LUCKY
WINNER WILL WIN
A GRAND PRIZE
ASHEVILLE
TRAVEL PACKAGE
VALUED AT \$2,000.

Attend the breakfast and be
entered to win raffle prizes
courtesy of your host, the
Asheville CVB.



Voted one of the Top 15 Business
Growth Experts, Meridith Elliott
Powell is an award winning author,
business strategist and keynote
speaker. She is a Certified Speaking
Professional, a member of the
prestigious Forbes Coaching Council
and an Asheville, NC resident.



Asheville was selected by *Travel + Leisure* as #10 on its ranking of
"The Best Cities in the U.S." (July 2016) and #11 on its list of "The
Best Cities in North America." (February 2016)



ASHEVILLE
NOT JUST MEETING. EXCEEDING.

EVENTS

Martinis & Music at the Dallas Arboretum

35 Meeting Planners Hosted



EVENTS

Top Golf Atlanta & Alpharetta 22 Meeting Planners Hosted



EVENTS

Ravenia Festival Chicago

10 Meeting Planners Hosted



EVENTS



32 Motorcoach Buyers Hosted



ASHEVILLE 48-HOUR



ASHEVILLE HOUR EXPERIENCE



GROUP ADVERTISING & PR

GROUP ADVERTISING & PR

National Publications/Digital Placements we advertised in:

- Successful Meetings
- Meetings Today
- Association Forum
- MeetingsNet.com

*The Asheville Meetings ad placed **#1** for recall and readership in a February 2017 Signet Ad Study Report by Successful Meetings.*



LONELY PLANET 2017
#1 BEST IN THE U.S.

WHEN THE TIME COMES
TO PLAN YOUR NEXT MEETING
HAVE MORE FUN ON US

GET CREATIVE

Book a future meeting in Asheville by June 30, 2017 and be eligible for incentives you can apply to enhance your Asheville experience!

Imagine adding an Asheville busker to a meeting break, or taking your team on a LaZoom Comedy tour prior to the official start of your meeting. Staff the bus with a local guide telling the Asheville story en route to your off-site engagement or schedule a special tour of one of many craft breweries. The options are limitless! Visit ExploreAsheville.com/HaveMoreFun for more info.

ASHEVILLE
NOT JUST MEETING. EXCEEDING.

ASHEVILLEMEETINGS.COM
800.257.5583

Public Affairs

Connecting Asheville area's 1,200 tourism industry partners with free sales and marketing offered through CVB channels



1,200 Industry Partners

19 Partner Events

1,327 Attendees

45,142 Partner Email
Communications



BCTDA Awarded Nearly \$4 Million to Five Community Projects

The Buncombe County Tourism Development Authority (BCTDA) awarded five community projects \$3,930,000 in funding for the 2016 Tourism Product Development Fund (TPDF) grant cycle. The funds, generated from a portion of the room tax revenues paid by overnight visitors in Buncombe County lodging accommodations, will go toward three theater projects, a WNC Farmers Market revitalization project and additional features at Montreat College's Pulliam Stadium.

[Read More](#)

24
Jul

Come Together & Make an Impact: Support the Hospitality Industry's School Supply Drive

Posted by: [Admin](#) | [Comments Off](#)

Explore Asheville Convention & Visitors Bureau, in partnership with United Way of Asheville & Buncombe County, is hosting a mini drive for tourism industry partners to collectively support United Way's School Supply Drive and maximize our impact.

[Read more](#)

[f](#) [t](#) [g+](#) [p](#)

10
Jul

BCTDA Awards \$2.25 Million in TPDF Funding for the Woodfin Greenway & Blueway Project

Quick Links

- [» Grant Programs](#)
- [» Contact Us](#)
- [» Extranet Login](#)
- [» Request an Account](#)

Upcoming Events

BCTDA Annual Meeting 2017

Wednesday, September 13, 3:00 pm - 6:00 pm

[Explore Asheville Open House](#)

PARTNER FORUMS

- “Sales & Marketing Update”
- “Community Update”
- “CVB Engagement”
- “Asheville Visitor Research Update”
- “What’s New With You?”
- “Social Media & PR Tips”
- “Portrait of an American Traveler”
- Economic Impact Report

NATIONAL TOURISM WEEK SUMMIT 2017

Friday, May 12







Explore Asheville

BCTDA Annual Meeting **Sock Drive** for Haywood Street Congregation

Green Opportunities
Service Day

Holiday Party **Toy Drive**



TOURISM PRODUCT DEVELOPMENT FUND UPDATE

TPDF COMMITTEE

ROBERT FOSTER, CHAIR

Biltmore Farms Hotels

FIELDING LOWE

Carolina Alliance Bank

JOHN LUCKETT, VICE CHAIR

Grand Bohemian Hotel

DAVID MCCARTNEY

Aloft Asheville Downtown

JAY CURWEN

Nantahala Outdoor Center

KEN STAMPS

Navitat

MARK HEMPHILL

The Biltmore Company

RUTH SUMMERS

Grove Arcade

HIMANSHU KARVIR

Virtelle Hospitality, LLC

TPDF has awarded a total of
\$29.6 million to 32 projects
since the fund's inception
in 2001.

In the 2016 cycle,
\$3.93 million was awarded
to five projects.

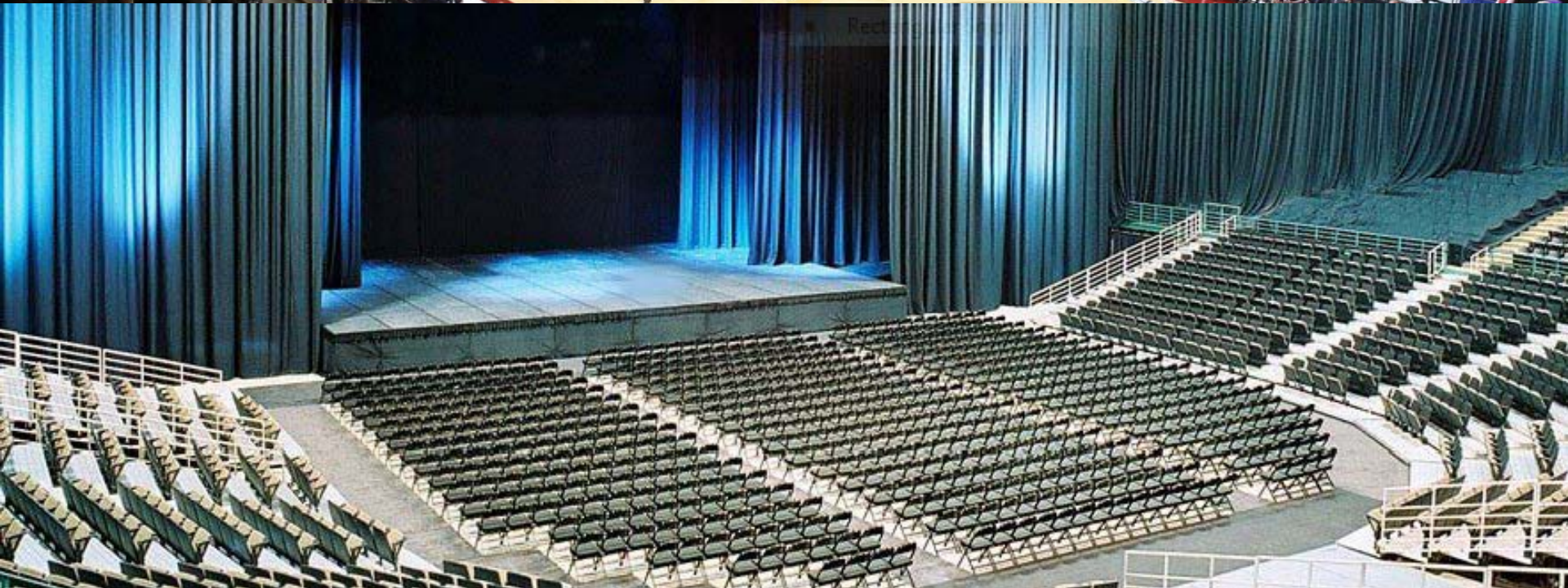
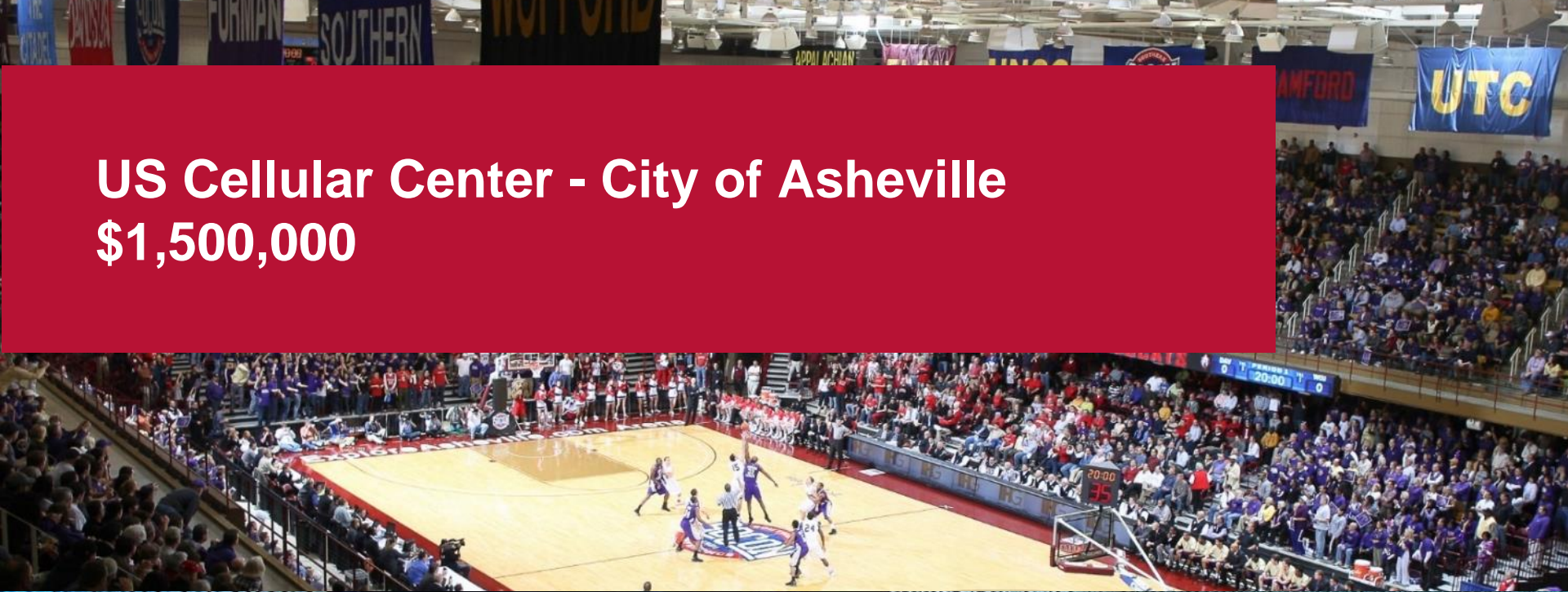
Asheville Community Theatre

\$1,000,000



US Cellular Center - City of Asheville

\$1,500,000



Montreat College

\$350,000



WNC Farmers Market
\$380,000



The Wortham Center

\$700,000



Woodfin Greenway & Blueway

\$2,250,000



*The first project to receive TPDF award
through the Major Works Pathway.*

PROJECTS RECENTLY COMPLETED OR IN DEVELOPMENT

Asheville Museum of Science \$400,000



Asheville Art Museum

\$1,500,000



WNC Nature Center

\$313,000



Montford Park Players

\$125,000





Enka Center Ballfields
\$2,000,000

City of Asheville - Riverfront Development

\$3,500,000



John B. Lewis Soccer Complex

\$1,100,000



The
WILLIAM A.V. CECIL
Award

John Ellis

The
WILLIAM A.V. CECIL
Award



SAM GANLY PHOTOGRAPHY

Tourism Builds Community

- Attracts visitors who spend **\$1.9 billion** annually, supporting **26,700 jobs** and generating **\$203 million** in tax revenue
- Creates awareness and reputation... a foundation for **economic development**
- Builds **community assets** enjoyed by visitors and residents

THANK YOU!

The BCTDA and the Explore Asheville
Convention & Visitors Bureau team
extend a special thanks to
The Omni Grove Park Inn
for hosting the event!

OPEN HOUSE PARTY

Wednesday, September 20 | 3:30 – 5:30 p.m.

Explore Asheville | 27 College Place





BCTDA 2017-18 SALES & MARKETING PLAN

Explore Asheville Convention & Visitors Bureau | 27 College Place | Asheville, NC |

BCTDA Annual Report 2016-2017



Presented by
Explore **ASHEVILLE**