

September 29, 2021

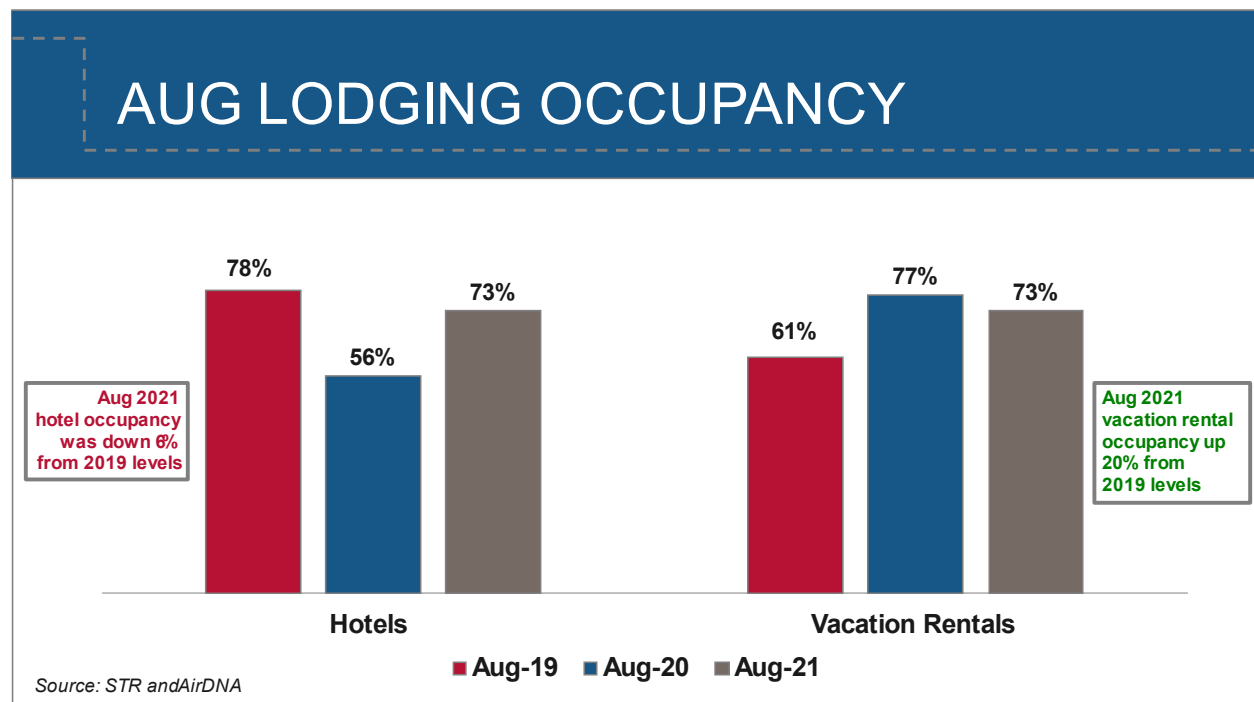
To: Buncombe County Tourism Development Authority

From: Vic Isley

Subject: President & CEO's Report of August 2021 Activities

After July 2021 hotel occupancy returned to on par with the benchmark year of 2019, hotel occupancy for the month of August 2021 slipped to 73%, down 6% from August 2019 levels.

Short-term vacation rentals reached 73% this August, up 20% from the benchmark year of 2019, but off four percentage points from 2020. This continues to be good news for local residents owning vacation rentals and earning incremental income from visitors to our community.



AUGUST BY THE NUMBERS

- During August, the sales team posted 829 personal contacts (up 28%). August sales activities generated 85 sales leads (up 325%) and 44 convention bookings (up 239%), representing 5,495 rooms (up 100%). Two months into the fiscal year, year-to-date bookings are up 83 percent and room nights represented are up 106 percent.
- CVB sales leads generated 28 group events in August (up 367%), with corresponding revenue of \$980,133 (up 2,110%). The services team assisted 34 groups (up 209%).
- The PR team landed 13 significant placements in August (down 73%), with 37 media touchpoints (down 23%). The publicity value of print and broadcast placements totaled nearly \$1.5 million with reach of over 5.5 million (up 4,484%). Online placements added \$915k in value and reach of more than 486 million (down 55%).
- ExploreAsheville.com attracted 538,292 visits (up 34%), including 390,644 to the mobile site (up 44%). Our Facebook fan base total is 303,225 (up 2%) and video views totaled 43,708 (down 24%).
- In August 2021, there were 2,241 Asheville Visitor Guide requests compared to 2,434 the previous year.
- Online hotel reservations totaled 65 room nights (flat) with total room revenue of \$12,398 (up 32%).
- The Asheville Visitor Center welcomed 16,282 visitors (up 272%), and the Pack Square Park Visitor Pavilion remains closed. The Black Mountain Visitor center welcomed 5,245 visitors (up 112%).

LODGING & AIRPORT RESULTS

- Buncombe County Finance reported lodging sales totaling \$65,130,684 in July (up 100%).
- Smith Travel Research reported hotel occupancy of 83.1 percent during July (up 52%). The average daily room rate was \$194.37 (up 43%), and RevPAR (revenue per available room) was \$161.57 (up 117%). Room demand increased 60 percent with 225,609 rooms sold.
- AirDNA reported short term rental occupancy of 80.2 percent (up 2%), ADR of \$118.82 (up 17%), and RevPAR of \$95.28 (up 19%). Total demand for short-term rentals increased 24 percent to total 177,065 rooms sold.
- Passengers at the Asheville Regional Airport increased 242 percent to total 182,470 in July.

Deliver Balanced Recovery & Sustainable Growth

Community Engagement

- BCTDA Annual Meeting: Planning is underway for the event to be held on September 15; the agenda will focus on the theme, “The Heart of Hospitality.”
- Earned Revenue Events Funding: The Festivals & Cultural Events Support Fund Grant Cycle will be offered this fall for events taking place in the 2022 calendar year. Applications are due September 29, and grant recipients will be announced on October 27. An information session will be held at Explore Asheville on September 8. Sponsorship funding is also available for community events in alignment with the strategic pillars; applications will be accepted year-round and reviewed on a quarterly basis.

Sales Activities

- Client Event: Connie hosted a group of Georgia-based clients, along with an area travel writer, at an Atlanta Braves baseball game on August 7.
- Trade Shows: Sales staff attended the following trade shows in August:
 - Outdoor Retailer Show: Tina attended this trade show in Denver, Colorado, where she connected with many outdoor companies including Outdoor Industry Association. She worked in the NC booth and attended the NC reception of the exhibit floor.
 - 2021 Kellen Virtual Managers Summit: Connie attended this virtual trade show where Explore Asheville was an exhibitor and Gold sponsor. Kellen Company is one of the world's largest providers of management and services to association and trade organizations and is headquartered in Atlanta. Connie had almost 100 people visit the booth and had seven one-on-one appointments with their staff members who work with meetings.
 - Connect Marketplace: Connie attended this trade show in Tampa, Florida, where she had 37 one-on-one appointments with corporate planners. One hundred twenty-nine planners have business they are ready to place in North Carolina and 88 are within Connie's geographic territory.
- Site Visits: The sales team conducted the following site visits in August:
 - VisionServe Alliance: Visited five hotels with the decision maker and third-party planner for VisionServe, which is considering Asheville for its 60-attendee CEO Summit in September 2022. VisionServe Alliance is a leadership collective of organizations and individuals located throughout the United States and Canada dedicated to improving the quality of life with and for people with vision loss.
 - Bostik: Site visit with Bostik for 392 rooms for a national sales meeting; expecting weekday bookings in February 2022.
 - Southern Cruise and Travel: Beth hosted Southern Cruise and Travel for a site visit. The group is hoping to bring 80 rooms to the community this November.
- Partner Engagement: Sales staff engaged with industry partners in the following ways in August:
 - Partner Presentation: Marshall presented a Group Sales update to the Economic Development Coalition Board of Directors.
 - Partner Meeting: Sales staff hosted Tony Franco, owner of Food Experience Catering and member of the newly formed Catering Collective (a group of local caterers who have teamed up to support each other), at our monthly sales meeting to learn about the collective and the experiences they can offer groups.
 - Partner Meeting: Sales staff had a meet and greet lunch with the sales team at the new Candlewood Suites, which is opening soon.
 - Partner Meeting: Sales staff attended lunch at Isa's French Bistro with representatives from FIRC Group's sales and marketing teams and toured the restaurant's newly renovated event space.
 - Partner Meeting: Sales staff met with Michael Anderson, the newly appointed director of Mosaix Group, to welcome him and share information about our team.
 - Partner Meeting: Sales staff met with the store manager of the new Trek Bicycle Shop coming to Asheville.
 - Staff Tour: The sales team toured The Element Asheville Downtown.
- 48-Hour FAM Update: A survey of participation opportunities was shared with meeting space hotel partners.
- Email Marketing: A message from Tina was sent to 594 sports market clients promoting her attendance at TEAMS '21 Conference + Expo in September, providing links to our Sports Fact Sheet, and encouraging sports planners to consider Asheville for their next event or organization meeting. Two leads were immediately received because of this outreach.

- Convention Service Highlights: Major services executed for groups in August.
 - Group Deliveries: Visitor information, attendee giveaways, and VIP welcome amenities were delivered to the Marcus Anderson Jazz AND Coffee Escape; Well-Armed Woman Shooting Chapters, Inc.; and Adams and Reese, LLP.
 - Social Media Shoutout: Asheville was given a shoutout on Instagram by influencer and conference host Morgan Mills with Well-Armed Woman Shooting Chapters, Inc. as she unpacked a VIP gift bag on her story.
 - Microsite: The [microsite](#) for the 2021 Asheville Championship that is being used to promote the event and ticket sales was finalized.
 - Microsite: A microsite of hotel rates was completed for Blue Ridge Pride Festival prior to its cancellation.

Advertising

- MMGY: Onboarding process continued throughout August while also working through transitioning campaign components to the MMGY team. Hosted key account team members for a brand immersion trip to Asheville from August 8-13.
- ESTO: Marla and Sarah attended US Travel Association's ESTO Conference and networked with media and research vendors.
 - Accepted Destiny Award on behalf of community effort on the BCTDA's Tourism Jobs Recovery Fund initiative.
- Paid Content Partnerships:
 - Monocle: Initial review with this global media brand that focuses on lifestyle and issues via print publication with digital extensions and podcast. Partnership provides opportunity to align community benefit through content that intersects with economic development goals, group business, and leisure hospitality.
- Paid Search: August paid search generated 84,080 clicks with an average CPC of \$0.58 (vs. \$1.53 travel industry average). Average time on site was 1:47 and an average of 2.22 pageviews per visit with CTR of 67.75%.
- Visitor Guide: Finalized media kit and launched Visitor Guide advertising sales to partners. Story lineup based on alignment with pillars.
- Outdoor Retailer Conference: Launched geofencing campaign to reach attendees at the conference with Asheville outdoors messaging.

Content/Web

- Neighborhoods/Towns Dispersal: Finalized new promo video of River Arts District that will be launched with new microsite by the end of Q1.
 - Upcoming: Will storyboard and capture footage for Fairview video in September as part of ASAP Farm Tour and pre-plan for Fairview microsite, slated to be completed by Q2.
- Fall Color Report: Finalized content plans for Fall Color Report; identified and updated key stories for fall season.

Public Information

- Local & Other Media:
 - *Mountain Xpress*: [Q&A with Demp Bradford, president of the Asheville Buncombe Regional Sports Commission](#) #BCTDA Explore Asheville mentioned. Q&A was also picked up by [MX daily newsletter on August 9](#).
 - *Asheville Citizen-Times* commentary: [Do you still go downtown? Why or why not?](#)
 - *PGAV Destinology*: [Transforming Tourism](#) Explore Asheville mentioned.
 - *Mountain Xpress*: [Some Asheville businesses prioritize community over tourists](#) #BCTDA #Localnews
 - *Travel & Tour World*: [Buncombe County Tourism Development Authority aims investing money into advertising to make Asheville a top regional destination](#) (#BCTDA)

- *Mountain Xpress*: [City of Asheville August board and commission opportunities](#) (#BCTDA vacancies)
- *AVL Today*: #BCTDA board vacancies
- [Press release](#) sent on the relaunched #BCTDA Festivals & Cultural Events Fund highlighting past grant recipients. The release mentioned support of Sourwood Festival in Black Mountain and Eliada Corn Maze in west Buncombe. #LocalNews coverage included:
 - WLOS-TV: [Buncombe Co. TDA relaunches grant program for local festivals, cultural events](#) – #BCTDA #LocalNews
 - *AVL Today*, *Capital at Play*
- CVB Social Media: Posted information from SBA regarding new opportunities with the Shuttered Venue Operators Grant for live entertainment small businesses, nonprofits, and venues; also posted, \$18 Per Hour & Beyond Job Fair, which included several hospitality partners.

Public Relations

- Media Site Visit Support:
 - Rachel Freidman visiting for *ShermansTravel*. Multi-pillar visit included elements of dispersal (Black Mountain and RAD Greenway biking tours) and diverse storylines around her visit to The Block.
 - Jennifer Agress for *Business Insider* researching “best hotels” story. Offered some off-the-beaten path options (i.e. Sourwood Inn, Applewood Manor). Also, looking into mid-range options including Doubletree Downtown and Cambria.
- Story Support:
 - *Afar* via Tanvi Chheda query regarding family travel adventures. Drafted a pitch in support of dispersal featuring family adventures in Black Mountain—story below.
 - Photo Support: *North Georgia Living* covering Blue Ridge Parkway.
- Recent Clips:
 - *Conde Nast Traveler* | [Best Places to Travel in October](#) #CVBClip
 - *Outside Online* | [4 Last-Minute Labor Day Road Trips](#) #CVBClip
 - *Shape* | [Summer Adventures Await!](#) #CVBClip
 - *Veranda* | [Definitive Guide to the Country's Best Spots to See Fall Foliage](#) #CVBClip

Encourage Safe & Responsible Travel

Community Engagement

- Partner Webinar: Sixty-seven viewers tuned in for the sustainability-focused webinar on August 3 from 10:00-11:15 a.m. The agenda featured a presentation by Jessica Flores from Tourism Cares, an update from Explore Asheville’s marketing and sales teams, and a health and safety update from Fletcher Tove. This was followed by a panel discussion showcasing tourism community partners leading by example with sustainability efforts. Panelists included Jessie Dean of Asheville Tea Company, Shelton Steele of Wrong Way River Lodge & Cabins, J Smilanic of WNC Photo Tours, Leah Ashburn of Highland Brewing, and Peter Pollay of Mandara Hospitality Group (Posana, Bargello, and District 42).
- Summer Social: Explore Asheville’s first Summer Social since 2019 was hosted at Highland Brewing Company on August 3 from 4-6 p.m. The networking event doubled as an environmental sustainability resource fair for tourism community partners and featured several local nonprofit organizations, including Asheville Greenworks, Pisgah Area SORBA, Conserving Carolina, Friends of the Smokies, Blue Ridge Parkway Foundation, and Blue Horizons Project. There were at least 115 attendees present.

Sales Activities

- Convention Services: Carli and Glenn shared updated COVID travel information on ExploreAsheville.com with planners of upcoming meetings. They notified all September meetings and events of the county-wide mask mandate.
- Webinar: Glenn and Carli attended the Event Service Professionals Association (ESPA) “Unique CSR Opportunities: Giving Back & Maximizing Your Community Relationships” webinar.

COVID-19

- Buncombe County Mask Mandate: Updated COVID-19 Safety page and alert banner on ExploreAsheville.com and shared on social channels educating visitors about newly issued indoor mask mandate in Buncombe County.
- 3 W’s Bear Campaign: Worked with Community Engagement to incorporate mask language with bear graphic and reinforce “bear with us” patience messaging.

Content/Web

- Fall: Restructured fall experiences blog story on ExploreAsheville.com to focus on more sustainable activities and converted it into a slideshow format. “[Top 10 Green Ways to Experience Fall in Asheville](#)”

Advertising

- Paid Content Partnerships:
 - Park2Park: Post-production began in mid-August. Episodes will be reviewed in September in advance of October air dates on OutsideTV.

Public Information

- Local & Other Media:
 - *Asheville Citizen Times*: [Visitors to Harrah's Cherokee Center must prove COVID-19 vaccine or negative-test result](#) #BCTDA mentioned as paying for Wortham Center air purification system.
 - The828.com: [New Air Ionization System Coming to the Wortham Center](#) #BCTDA – Also picked up by Opera News.
 - *Mountain Xpress* Letter to the Editor: [Spend occupancy taxes on healing tourism's impacts](#) – mentions that tourism should support Blue Ridge Parkway and Leave No Trace-type initiatives.
- GSTC Press Release: [Asheville Joins GSTC](#) developed in concert with Global Sustainable Travel Council (GSTC); posted on AshevilleCVB.com, GSTCouncil.org, and on GSTC social media. #LocalNews #BCTDA
- Event Announcements: Publicity for “Responsible Travel and Sustainability in Tourism” August 3 webinar and Summer Social & Sustainability Resource Fair included:
 - [E-news announcement](#) #2 sent on July 23; [E-news announcement](#) #3 sent on August 2. (See stats for both below under Run a Healthy & Efficient Organization.)
 - Local Media: Both events were picked up by [AVL Today](#). Summer Social attended by BizRadio Asheville. Also promoted in the marketing newsletter of [Asheville Tea Company](#) and *Capital At Play* weekly newsletter.
- Presentations: Urban Land Institute of Carolinas Conference presentation by Marla on research, insights and information about the Asheville Area outdoor economy, pandemic impacts and focus on responsible travel and stewardship efforts.
- CVB Social Media: Posts included sharing Blue Horizons Project’s post about the Explore Asheville Sustainability Resource Fair; new Buncombe mask mandate; 3Ws public safety campaign materials; posts on Summer Social & Sustainability Resource Fair including [photo gallery](#) and link to the article “[Highland Brewing Sets High Bar for Sustainability](#).”

- COVID Resurgence (Delta Variant):
 - [COVID Alert sent on August 6](#) about the availability of the 3 W's Bear campaign materials and a roundup of other free business resources. [COVID Alert sent on August 4](#) about the "Stand Up for Your Business, Shut Down COVID" Town Hall. Portions of this alert picked up by [Mountain Xpress](#). (See stats for both below under Run a Healthy & Efficient Organization.)
 - [Coronavirus Resources](#) page on AshevilleCVB.com is continually updated as new guidance comes out and more resources become available.

Public Relations

- Fall Color Media Push: Forecast release planning and preparation, including identification of foliage experts (i.e., new expert contact at UNCA) and freelance assignment. Content team worked to pull forward latest fall content and identify need for "What New in Asheville this Fall" story in support of release.
- Planning: Connected with Visit North Carolina about the possibility of a joint FAM w/ BIPOC media focused on responsible travel. Plans and timing to be determined.
- Pitch/Story Support: Freelancer Kelly Merritt inquired about hotel spas. Team collected and shared spa insights, emphasized sustainability highlights, and included B&Bs in list.

Engage & Invite More Diverse Audiences

Community Engagement

- African American Heritage Trail: Continuing to prepare for the next round of community engagement sessions to be held throughout the month of September at the YMI's Community Impact Center (corner space formerly known as The Block off Biltmore) and kicking off first weekend during Goombay Festival. Storyboard panels and survey form are being produced for live and virtual viewing and input. Developing list of local leaders to engage in the process. Contracting with researcher Flo Jacques to host virtual viewing sessions and with Caleb Owolabi to encourage participation during Goombay.

Sales Activities

- Networking Event: Connie attended the LGBT Meeting Professionals Association networking event while at the Connect Marketplace trade show in Tampa, Florida.

Public Information

- Local Media Coverage:
 - *Asheville Citizen-Times*: [Asheville YMI wins \\$500,000 grant to go towards Black cultural center needing \\$5M in repairs](#) #BCTDA
 - *Mountain Xpress*: [Farmland to Farmhouse Ales: New exhibit chronicles South Slope and Southside history](#) – page 6. Mentions Pat and #BCTDA
 - *Mountain Xpress*: [Taking local festivals for granted](#) – Mentions support of Blue Ridge Pride Festival, Hola Asheville
 - [City of Asheville Business & Inclusion Office newsletter](#)
 - WLOS-TV: [Buncombe Co. TDA relaunches grant program for local festivals, cultural events](#) – mentions support of Blue Ridge Pride Festival, Hola Asheville, and Goombay #BCTDA #LocalNews

Public Relations

- Story Support:
 - Rachel Freidman visiting for *ShermansTravel*. Multi-pillar visit included elements of dispersal (Black Mountain and RAD Greenway biking tours) and diverse storylines around her visit to The Block.
 - Provided information and local contacts regarding wheelchair-accessible travel in Asheville for a *Lonely Planet* story.
- Recent Clips:
 - *Passport Magazine* | [Design Hotels Around the World](#) #CVBClip #SiteVisit
 - *Passport Magazine* | [Traveling with Pets](#) #CVBClip #SiteVisit

Promote & Support Asheville's Creative Spirit

Community Engagement

- Partner Updates: Thirteen new partners were added in August: Asheville Art Out, Asheville Hemp Farms, Burning Sage Yoga, Buxton Chicken Palace, East Acupuncture Wellness Boutique, Fairfield Inn and Suites Airport/Fletcher, Found 'Em Kayak Fishing Guides, Ful Flow Yoga Studio, Highland Brewing Downtown Taproom, Nani's Rotisserie Chicken, River Raves, Russell and Armstrong Gallery, and Tayse Of Di Islands, LLC.
- One-on-One Wednesdays: Six one-on-one sessions were held in August; five were with existing partners and one was with a local nonprofit, The Blood Connection.
- Listing Updates: 331 calendar event listings were processed, 28 Coupons, Packages and Deals were processed, 79 partner listings were updated, including 19 Attractions, 6 Bed & Breakfast Rentals, 20 Food & Drink, 22 Hotels/Motels, 6 Retail, and 6 Wedding Service.
- Visitor Guide Distribution: 2,241 individual out-of-market requests fulfilled; 1,936 books, or 44 cases, of in-market deliveries were made to nine industry partners; and 7,403 books, or 169 cases, of out-of-market deliveries were made to 32 welcome centers/AAA offices/etc.

Sales Activities

- Collateral Development: Final printing preparations are underway for a *What Experience Will You Create?* "flipbook" to be used in conversations with planners at trade shows to inspire them to imagine a unique combination of host hotel, off-site venue, culinary and craft beer experiences, and indoor and outdoor activities for groups.

Advertising

- Paid Content Partnerships:
 - Garden & Gun: Discussions continue with MMGY and Garden & Gun around a multi-year brand partnership that would include print, digital, and experiential components.
 - The Story of Art in America: Asheville to be included in season 2 of content series that showcases art destinations throughout the United States. Each destination episode is 25 minutes and includes various interviews, the creative process, and the community's artistic and cultural heritage. Air date is expected in early 2022.

Web/Content

- South Slope Mural Trail: Published [new digital trail](#) highlighting 17 murals placed the South Slope district in coordination with the Asheville Downtown Association.
- Local Artists: Highlighted three local artists via social media series as part of promotions for the "Come to Leicester" Art Studio Tour event, August 21 – 22.

Public Information

- Press Release: [Sept. 1: Info Session on Buncombe County TDA Grant Program for Local Festivals & Cultural Events](#)
- Local Media: [Asheville.com](#) and Hendersonville.com coverage of Festivals & Cultural Events grant program. #BCTDA #LocalNews

Public Relations

- Story Support:
 - Pitch/Site Visit Support: Pitch to Good Morning America for “Rise and Shine” live in Asheville regarding Tourism Jobs Recovery Act (report stats, US Travel award and partner case studies). Tentative shoot date September 25.
 - Update regarding “Samantha Brown’s Places to Love” regarding Smoky Park Supper Club. (PTL made decision to remove from edit due to shift to NC customers.)
 - Culinary news provided to Charlotte Parent and holiday inspiration provided to Midtown Magazine.
 - Film Production Support: Swimming hole ideas sent to Guy Gaster at the NC Film.
- Recent Clips:
 - *Oprah Daily* | [Best Thanksgiving Getaways](#) #CVBClip
 - *Trips to Discover* | [16 Best Mountain Towns in the U.S.](#) #CVBClip
 - *SmarterTravel* | [The Best U.S. Cities for Solo Travel](#) #CVBClip

Run a Healthy & Efficient Organization

COVID Policy

- A revised COVID Policy Guide for the Explore Asheville team, reflecting the current declaration from the Governor’s office, was provided to all Team Members on August 30.

Executive Office

- BCTDA Board Meeting: At the August 25 virtual BCTDA meeting, Noah Wilson with Mountain BizWorks presented the BCTDA Tourism Jobs Recovery Fund’s 12-month report, and four grant recipients shared personal stories of how their awards propelled their local businesses. Five outgoing board members were recognized and thanked for their service on the BCTDA: Gary Froeba, Himanshu Karvir, John Lockett, John McKibbon, and James Poole. Vic shared an update on occupancy metrics, available 3 W’s bear/mask collateral, new board member appointment processes, legislative updates, and upcoming events. The PowerPoint, recording, and other docs can be found [here](#). The next BCTDA meeting will be held virtually on September 29.
- New Team Members:
 - Khal Khoury joined the team in the role of Group Sales & Services Coordinator on August 16.
 - Julia Simpson was hired in the role of Administrative Assistant and started on September 8.
- Building the Team: Many interviews were scheduled for the four remaining open positions. Candidates for two positions were narrowed down with offers expected in September. The Research Analyst position was reposted on Indeed and a new strategy of proactive recruitment was initiated.
- PTO Policy: Research has started on the process of converting paid sick and vacation leave to paid Personal Time Off (PTO).
- ABRSC: Progress continues towards establishing an MOU between the Asheville Buncombe Regional Sports Commission (ABRSC) and the BCTDA/Explore Asheville.

- Staff Retreat: Plans are underway for a facilitated all-team retreat scheduled in October. Birkman assessments have been completed by most staff members and debrief meetings have been held or are scheduled.
- Total Rewards Statement: Began creating FY21 Total Rewards Statement for all team members.

Community Engagement Meetings/Professional Development

- Website Training: The CE team and Kathi attended a training session on the AshevilleCVB.com's Divi platform hosted by Sarah Benoit with JB Media on August 31.
- Town Hall: Hannah attended the virtual Town Hall: "Stand Up for Your Business, Shut Down COVID" event on August 5.

Sales Activities

- Convention Services: Carli, Whitney, and Jason discussed action steps to create an asset gallery for the efficient and consistent assistance of Group Sales clients in need promo images or video.

Public Information

- BCTDA Annual Meeting:
 - [Notice for the 2021 Annual Meeting, "The Heart of Hospitality"](#) sent on August 20.
 - Numerous posts on CVB social media.
- August Meeting of TDA:
 - Identified four business owners who received Tourism Jobs Recovery Fund grants to participate in presentation. View testimonials here: [The Flying Bike](#), [Ginger's Revenge](#), [Sole82](#), [Rocky's Hot Chicken Shack](#).
 - Produced the [Tourism Community Update](#) monthly newsletter on August 25.
 - Local Media: Disseminated a media advisory for the meeting; five outlets attended: *Asheville Citizen Times*, *Mountain Xpress*, WLOS, Ashvegas, Sunshine Request. Coverage:
 - WLOS: [Buncombe County TDA's emergency fund helps 394 businesses during pandemic \(also picked up by AVL Today\)](#)
 - *Mountain Xpress*: [Buncombe County TDA to hold monthly meeting Aug. 25](#)
 - Ashvegas on [Twitter](#)
 - *Mountain Xpress*: [BCTDA to allow remote public comment, prepares for board changes](#). Also picked up by [AVL Today](#), Opera News and *Mountain Xpress* daily newsletter on [August 2](#) and [August 4](#) with different context/angles. #LocalNews #BCTDA
 - City of Asheville press release: [Help shape Asheville by serving on a city board or commission](#) – call for applicants for board openings on #BCTDA
 - [Mountain Xpress political cartoon](#), page 4 #BCTDA
- AshevilleCVB.com posts included:
 - Updates to AshevilleCVB.com to communicate information on processes and protocols for public comment at virtual meeting.
 - [Buncombe Tourism Jobs Recovery Fund Destiny Award](#) from U.S. Travel and new job opening for [Community Engagement Manager](#).
- CVB/BCTDA Newsletters/News Alerts/Invitations:
 - [Monthly CVB Newsletter sent on August 11](#) - Lead story was on Festivals & Cultural Events grant program.
 - August Analysis Report: 14,672 emails delivered with average open rate of 33.07%.



Deliver Balanced Recovery & Sustainable Growth

Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.

Focus on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.



Engage & Invite More Diverse Audiences

Extend a genuine invitation to Black travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses and entrepreneurs – creating more opportunities for all to win.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



Encourage Safe & Responsible Travel

Engage residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.

Collaborate with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.



Promote & Support Asheville's Creative Spirit

Share stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.