



WELCOME

April 30, 2025

**Joint Meeting of the Buncombe County Tourism Development Authority
and the BCTDA Nonprofit Corporation**

**EXPLORE
ASHEVILLE**

POWERED BY

Buncombe County Tourism
Development Authority

CALL TO ORDER

Chair Brenda Durden

- Call to order the Joint Meeting of the BCTDA, Public Authority and BCTDA Nonprofit Corporation



POWERED BY

Buncombe County Tourism
Development Authority

Board Meeting

Wednesday, April 30, 2025 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Brenda Durden
9:05 a.m.	Approval of March 28, 2025, Meeting Minutes <ul style="list-style-type: none">a. March 28, 2025 Meeting Minutesb. March 28, 2025 BCTDA Annual Planning Session Minutes	Brenda Durden
9:10 a.m.	Financial Updates <ul style="list-style-type: none">a. March 2025 Financial Reportsb. Approve Audit Contract	Melissa Moore, Buncombe County Finance Director / BCTDA Fiscal Agent
9:20 a.m.	Tourism Product Development Fund (TPDF) Committee <ul style="list-style-type: none">a. Replacement Nomination	Brenda Durden
9:30 a.m.	President & CEO Report <ul style="list-style-type: none">c. Industry Metricsd. Other Updates	Vic Isley
9:40 a.m.	Strategic Imperatives: Progress Report <ul style="list-style-type: none">a. Third Quarter Review (January 2025 – March 2025 Highlights)	Vic Isley, Dodie Stephens, Michael Kryzanek, Tiffany Thacker Jennifer Kass-Green
9:55 a.m.	Airport Update	Lew Bleiweis, Asheville Area Regional Airport
10:10 a.m.	Spring/Summer Marketing & Messaging Update	Dodie Stephens
10:25 a.m.	Asheville City Council Update	Councilmember Antanette Mosley
10:30 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:35 a.m.	Miscellaneous Business	Brenda Durden
10:35 a.m.	Comments from the General Public	Brenda Durden
10:40 a.m.	Adjournment	Brenda Durden

The next joint BCTDA monthly meeting is May 28, 2025, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Sarah Myers at smyers@ExploreAsheville.com or call 828.333.5831 with questions.

BCTDA Mission Statement

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.



FOR OUR REMOTE VIEWERS

Chair Brenda Durden

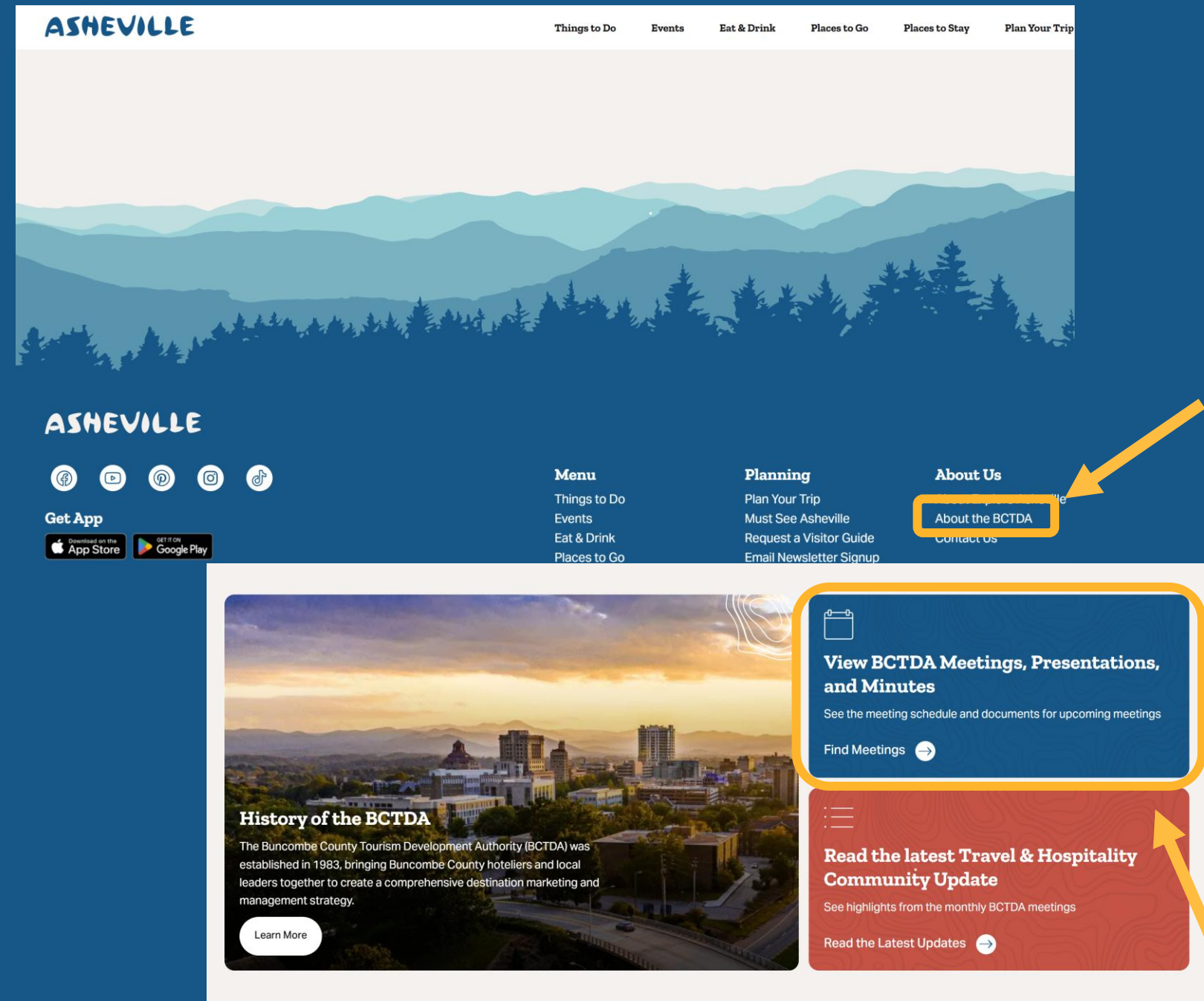
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are also available online.

Additional materials, including the PowerPoint presentation, will be posted later today.

Go to:

- ExploreAsheville.com
- About the BCTDA section
- View BCTDA meetings, presentations, and minutes



WELCOME BOARD & GUESTS

Chair Brenda Durden

- Welcome board members and guests who are in attendance
- Introductions around the room



MARCH 28 BCTDA MINUTES

Chair Brenda Durden

Questions/ Comments

Suggested Motion:

Motion to approve the March 28, 2025, BCTDA Board meeting minutes.

Motion Second

Additional Discussion

Vote



POWERED BY | Buncombe County Tourism
Development Authority

Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation
YMI Cultural Center, 39 S Market Street, Asheville

Board Meeting Minutes
Friday, March 28, 2025

Present (Voting):	Brenda Durden, Chair; Matthew Lehman, Vice Chair; HP Patel, Larry Crosby, Michael Lusick, Lucious Wilson, Elizabeth Putnam, Himanshu Karvir, Tim Rosebrock
Absent (Voting):	None
Present (Ex-Officio):	Asheville Vice Mayor Antanette Mosley, Buncombe County Commissioner Terri Wells
Absent (Ex-Officio):	None
Staff:	Vic Isley, Dodie Stephens, Sarajane Case, Jay Curwen, Mike Kryzanek, Jennifer Kass-Green, Tiffany Thacker, Kyle McCurry, Josh Jones, Ashley Greenstein, Sarah Myers, John Dawson
BC Finance:	Melissa Moore
Legal Counsel:	Sabrina Rockoff, McGuire, Wood & Bissette
In-Person Attendees:	Chris Cavanaugh, Magellan Strategy Group Jason Sanford, Ashevillegas Cheryl Hyde, Black Mountain Swannanoa Valley Chamber of Commerce Kyle Highberg, LIFT Committee Member & Biltmore Farms Robert Sponder, Parks Hospitality Group Randy Claybrook, TPDF Committee Member & Bent Creek Lodge Michael Andry, TPDF Committee Member & Morgan Stanley Jim Muth, TPDF Committee Chair & Muth Management Inc. Consulting Ken Floyd, incoming TPDF Committee Member Jack Benton, incoming TPDF Committee Member & Parks Hospitality Group Scott Kerchner, TPDF Committee Member & Virtelle Hospitality
Online Attendees:	Shelby Pearsall, Allison Bashford, Kimberly Puryear, McKenzie Provost, Emily Crosby; Explore Asheville Felicia Sonmez, Blue Ridge Public Radio John Ellis, Prior BCTDA Board Member Chris Smith, Asheville Buncombe Regional Sports Commission Lacy Cross , Movement Bank Brooke Randle, Mountain Express Mason Scott, Buncombe County Government Megan Thorp, Tanger Asheville

MARCH 28 PLANNING SESSION MINUTES

Chair Brenda Durden

Questions/ Comments

Suggested Motion:

Motion to approve the March 28, 2025,
Annual Planning Session meeting minutes.

Motion Second

Additional Discussion

Vote



Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation
YMI Cultural Center, 39 S Market Street, Asheville

Annual Planning Session Minutes
Friday, March 28, 2025

- Present (Voting):** Brenda Durden, Chair; Matthew Lehman, Vice Chair; HP Patel, Larry Crosby, Michael Lusick, Lucious Wilson, Elizabeth Putnam, Himanshu Karvir, Tim Rosebrock
- Absent (Voting):** None
- Present (Ex-Officio):** Buncombe County Commissioner Terri Wells, Asheville Vice Mayor Antanette Mosley (partial)
- Absent (Ex-Officio):** None
- Staff:** Vic Isley, Dodie Stephens, Sarajane Case, Jay Curwen, Mike Kryzaneck, Jennifer Kass-Green, Tiffany Thacker, Kyle McCurry, Josh Jones, Ashley Greenstein, Sarah Myers
- BC Finance:** Melissa Moore
- Legal Counsel:** Sabrina Rockoff, McGuire, Wood & Bissette
- In-Person Attendees:** Jason Sanford, Ashevegas
(Partial session noted) Brooke Randall, Mountain Xpress (partial)
- Online Attendees:** Shelby Pearsall, Kimberly Puryear, McKenzie Provost,
(Partial session noted) Carli Adams (partial); Explore Asheville
Felicia Sonmez, Blue Ridge Public Radio
John Ellis, Prior TDA Board Member
Brooke Randall, Mountain Express (partial)
Rick Bell, Asheville Buncombe Hotel Association
Kevin Beattie, WLOS Asheville
- Facilitator:** Chris Cavanaugh, Magellan Strategy Group
- Presenters:** Chris Davidson, MMGY Global
- TPDF Committee:** Jim Muth, Michael Andry (partial), Randy Claybrook, Ken Floyd,



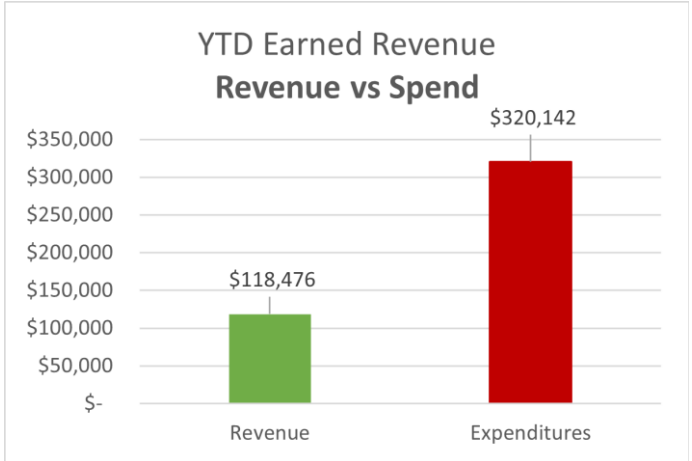
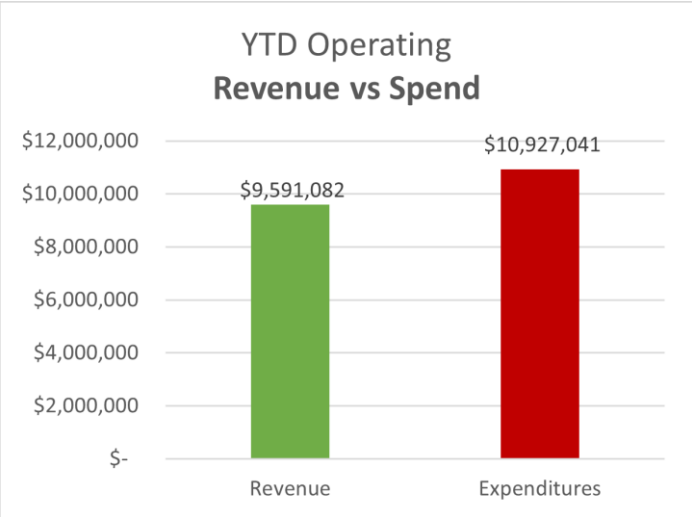
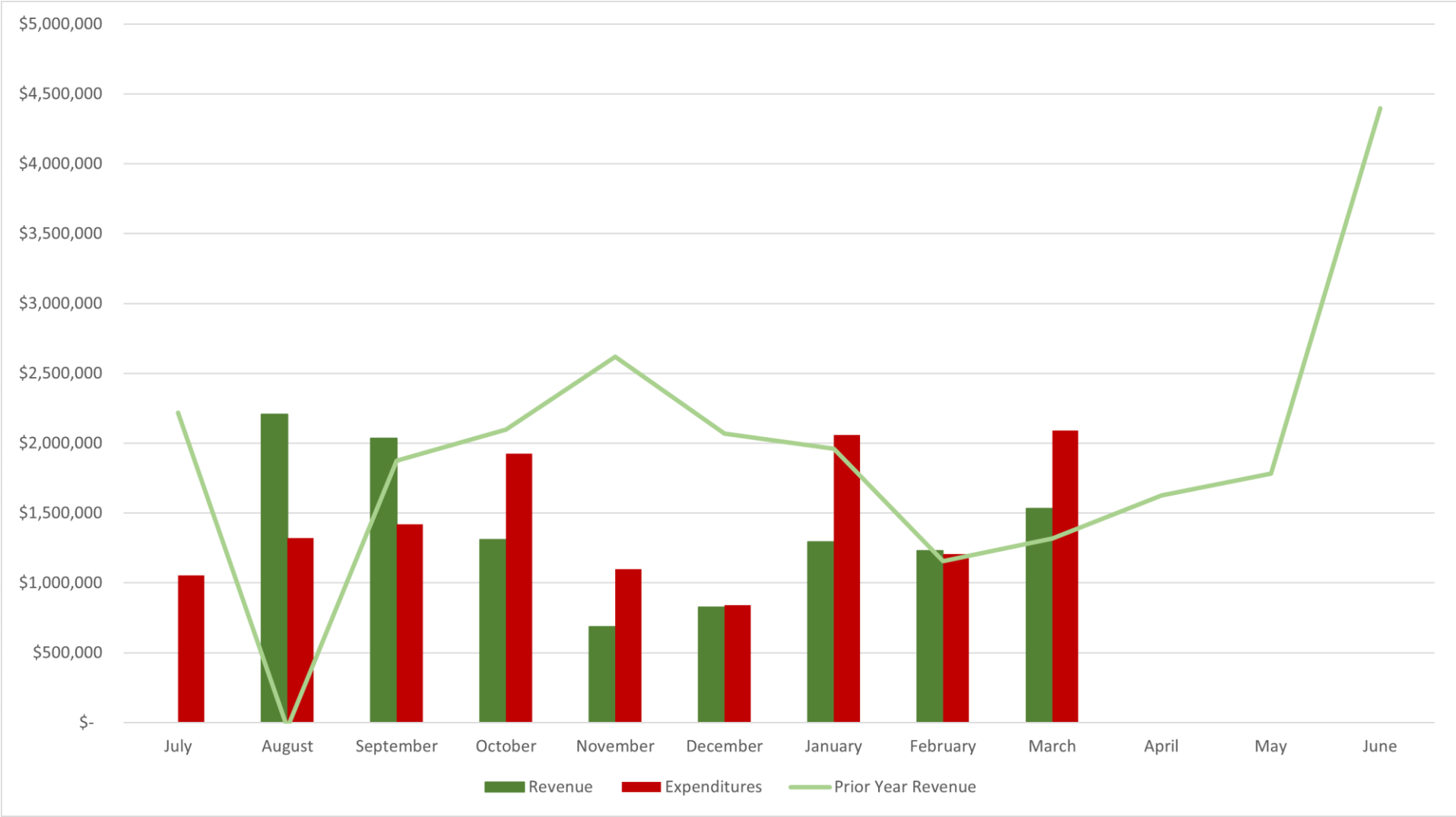
FINANCIAL UPDATES

Melissa Moore
Buncombe County | Director of Finance
BCTDA | Fiscal Agent

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Development Authority

OPERATING AND EARNED REVENUE FUNDS

Revenues (Current and Prior-year) vs Expenditures (current year), March 2025



For more information, see financial and sales statements pages 1-3, and 7

OPERATING AND EARNED REVENUE FUNDS

Monthly Summary of Activities, March 2025

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$25,729,965	\$1,531,282	\$11,122,364	43.2%
Total expenditures		\$2,090,442	\$13,017,483	50.6%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$350,000	\$15,354	\$133,830	38.2%
Total expenditures		\$0	\$320,142	91.5%

For more information, see financial and sales statements pages 1-2

PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, March 2025

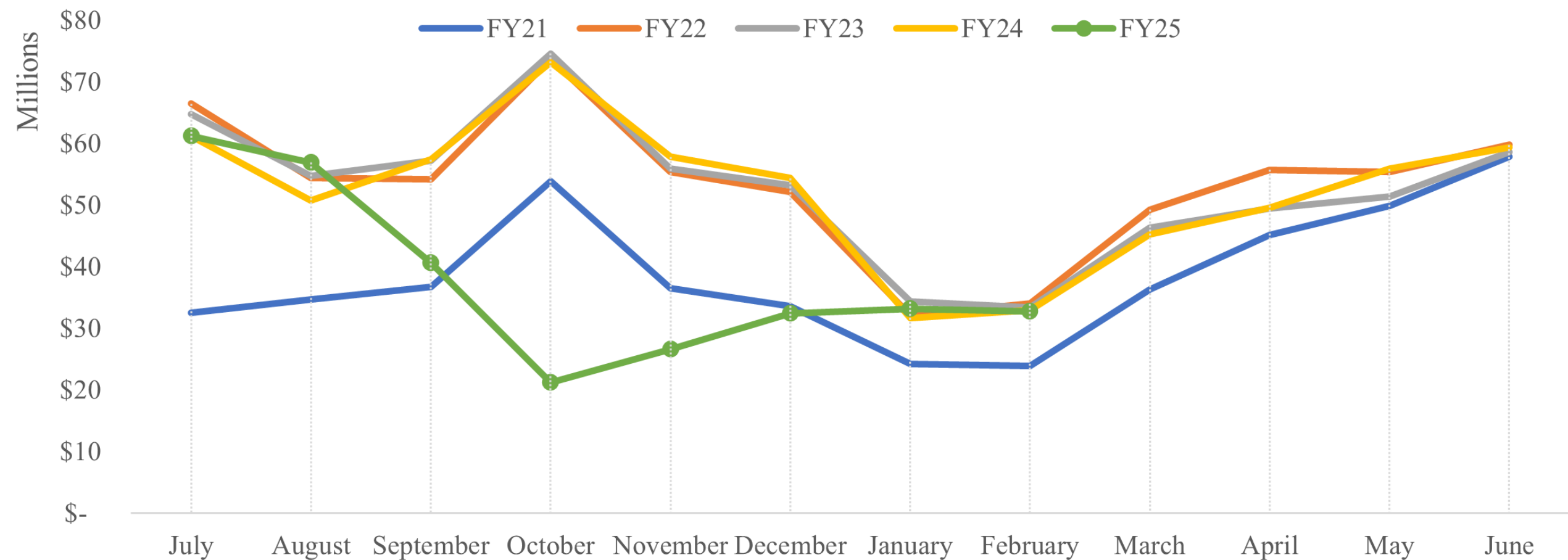
Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$32,554,985	\$529,004	\$45,898,768	>100%
Total expenditures		\$166	\$6,000,006	18.4%
Active projects		19		
Funding available for future grants		\$13,343,784		

Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$10,390,903	\$431,300	\$15,435,936	>100%
Total expenditures		\$21,067	\$273,592	3%
Active projects		12		
Funding available for future grants		\$5,045,033		

For more information, see financial and sales statements pages 3, 5, & 6

LODGING SALES

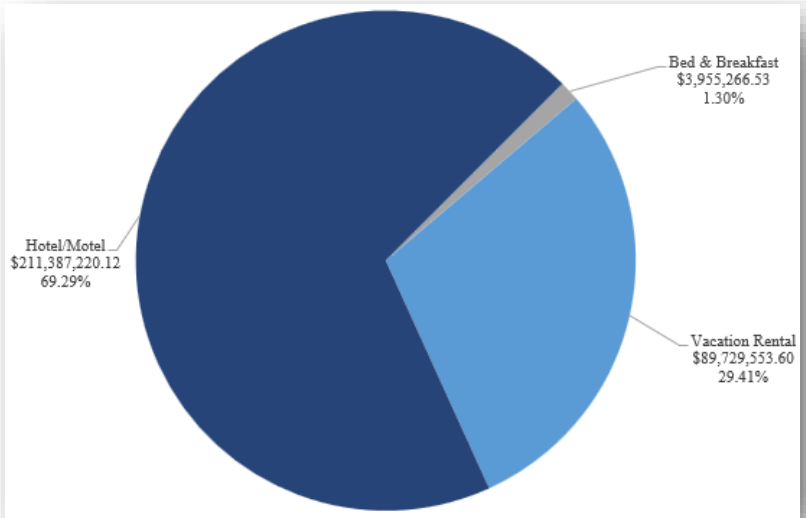
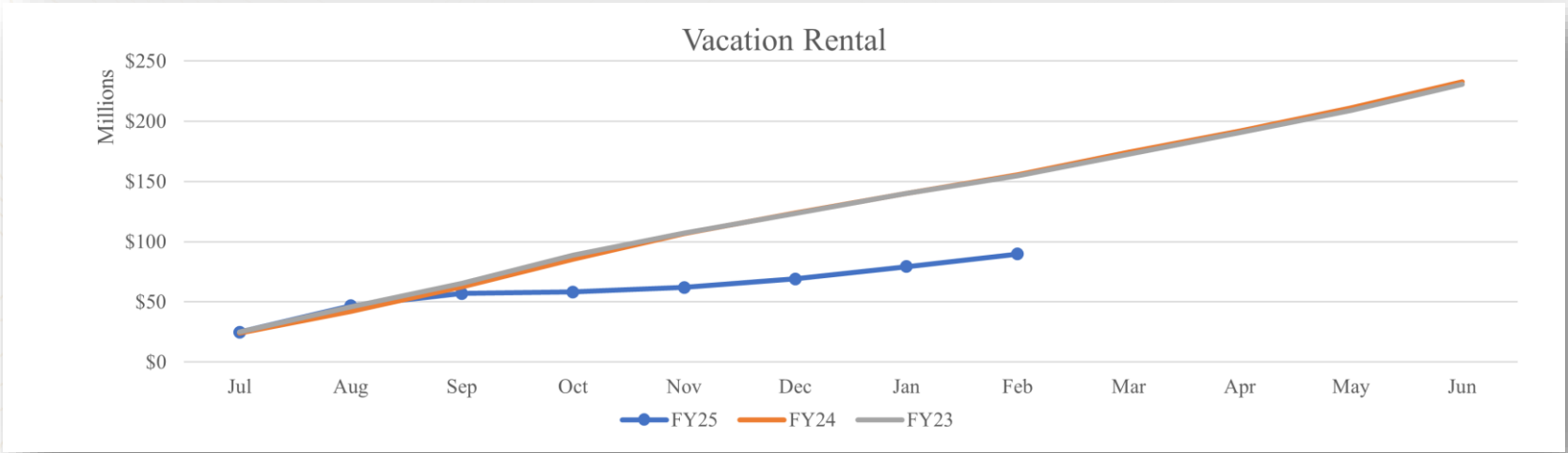
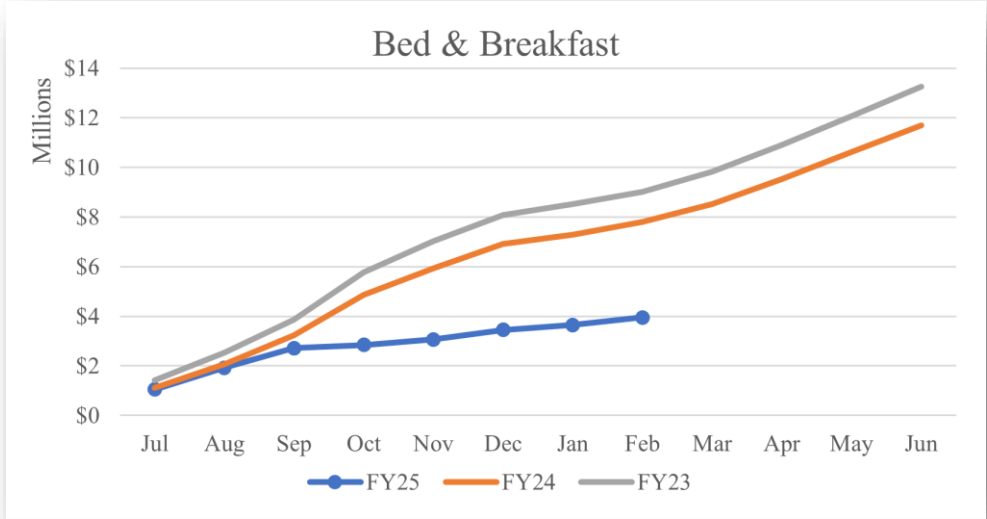
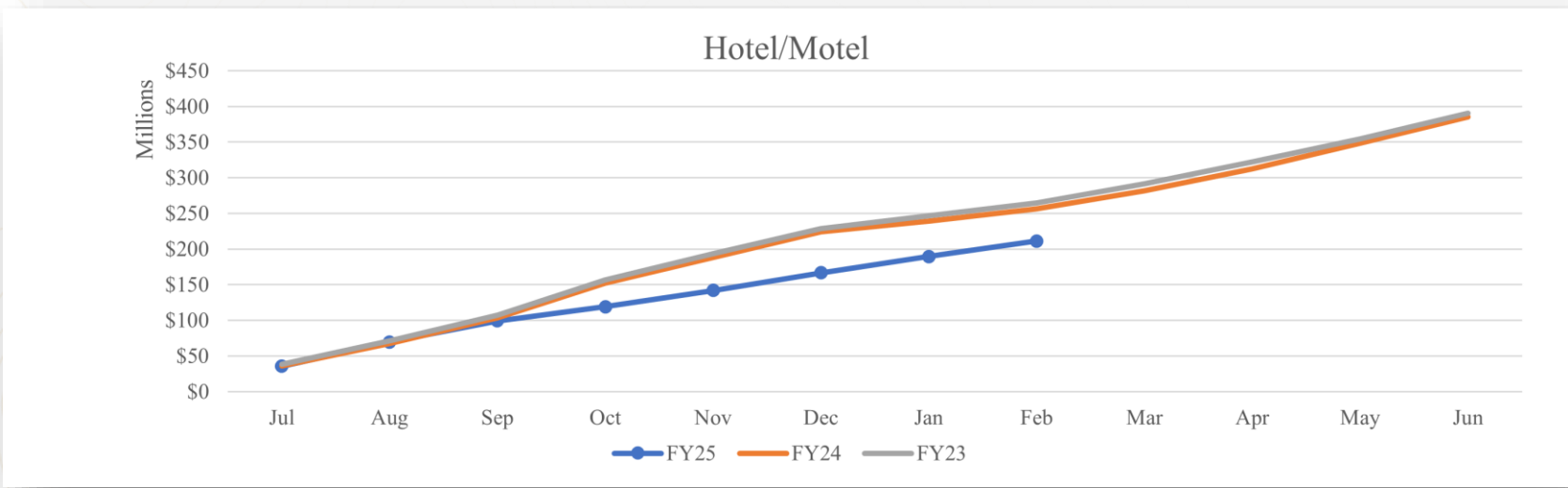
Shown by Month of Sales, Year-to-Date (5 years), March 2025



For more information, see financial and sales statements page 9

LODGING SALES

Activity by type and month, shown for 3 years, March 2025



For more information, see financial and sales statements pages 9 - 10

MARCH 2025 FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the March 2025 Financial Reports as presented.

Motion Second

Additional Discussion

Vote





FY25 AUDIT CONTRACT

Melissa Moore
Buncombe County | Director of Finance
BCTDA | Fiscal Agent

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Development Authority

FISCAL YEAR 2025 AUDIT CONTRACT

Audit background and timeline

Background

- NC General Statutes require independent financial audit each year.
- Mauldin & Jenkins was selected in 2023 for 3-year contract (w/option to extend).
 - Proposed pricing:
 - 1st year (FY23): \$11,000
 - 2nd year (FY24): \$12,000
 - 3rd year (FY25): \$13,000

Timeline

- April 30, 2025: BCTDA Board considers FY25 contract.
- May – October 2025: FY25 audit underway.
- October 31, 2025: FY25 Audit Completion.
- January 2026: Audit presentation to BCTDA Board.

FISCAL YEAR 2025 AUDIT CONTRACT

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the Fiscal Year 2025 Audit Engagement Letter and Contract as presented.

Motion Second

Additional Discussion

Vote





TPDF COMMITTEE NOMINATION

Brenda Durden
BCTDA | Chair

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Development Authority

TPDF COMMITTEE REPLACEMENT RECOMMENDATION

Chair Brenda Durden

Recommendation: The TPDF Nominating Committee recommends appointing the following as a new member of the TPDF Committee.

Michael Hickerson | McKibbon Hospitality
Lodging Appointment



TPDF COMMITTEE REPLACEMENT APPOINTMENT

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the TPDF Committee member replacement as recommended.

Motion Second

Additional Discussion

Vote





PRESIDENT & CEO REPORT

Vic Isley
Explore Asheville | President & CEO

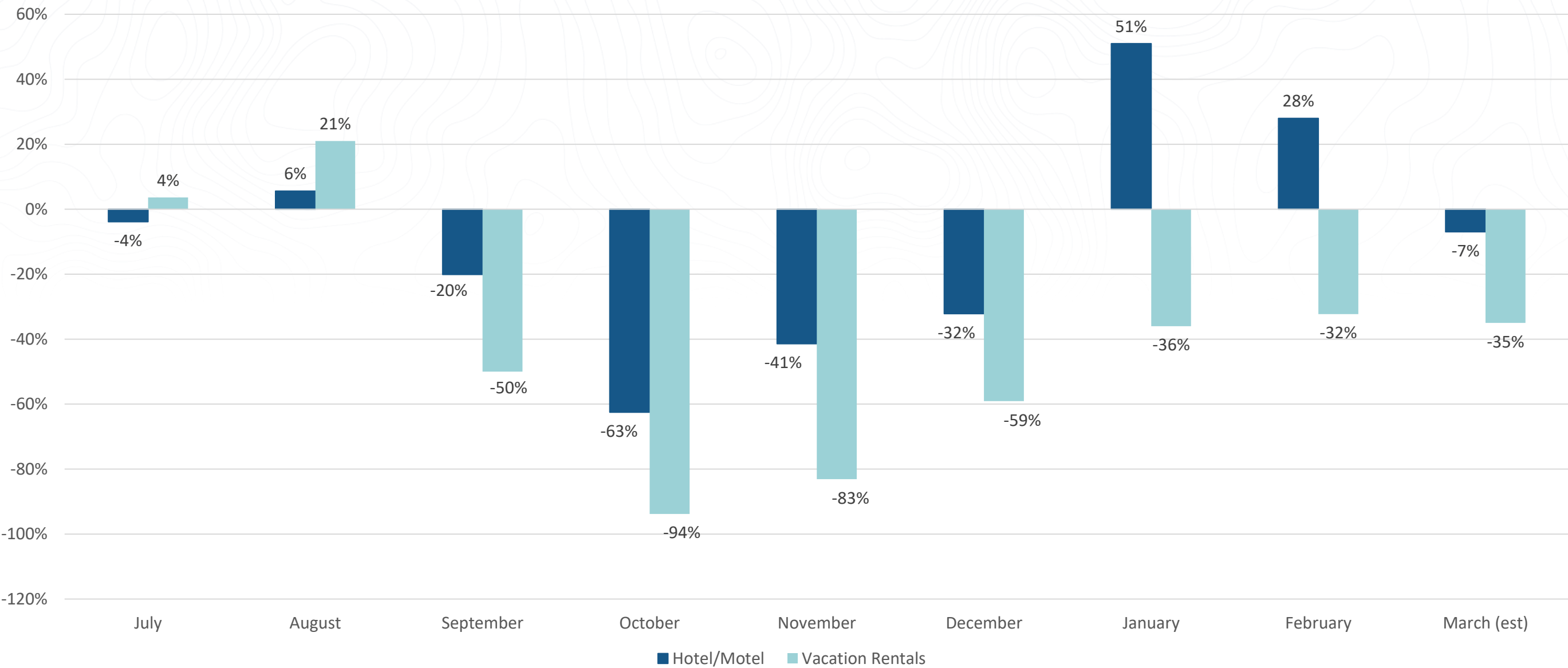
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Development Authority



INDUSTRY METRICS

CHANGE IN BUNCOMBE COUNTY LODGING TAX BY TYPE

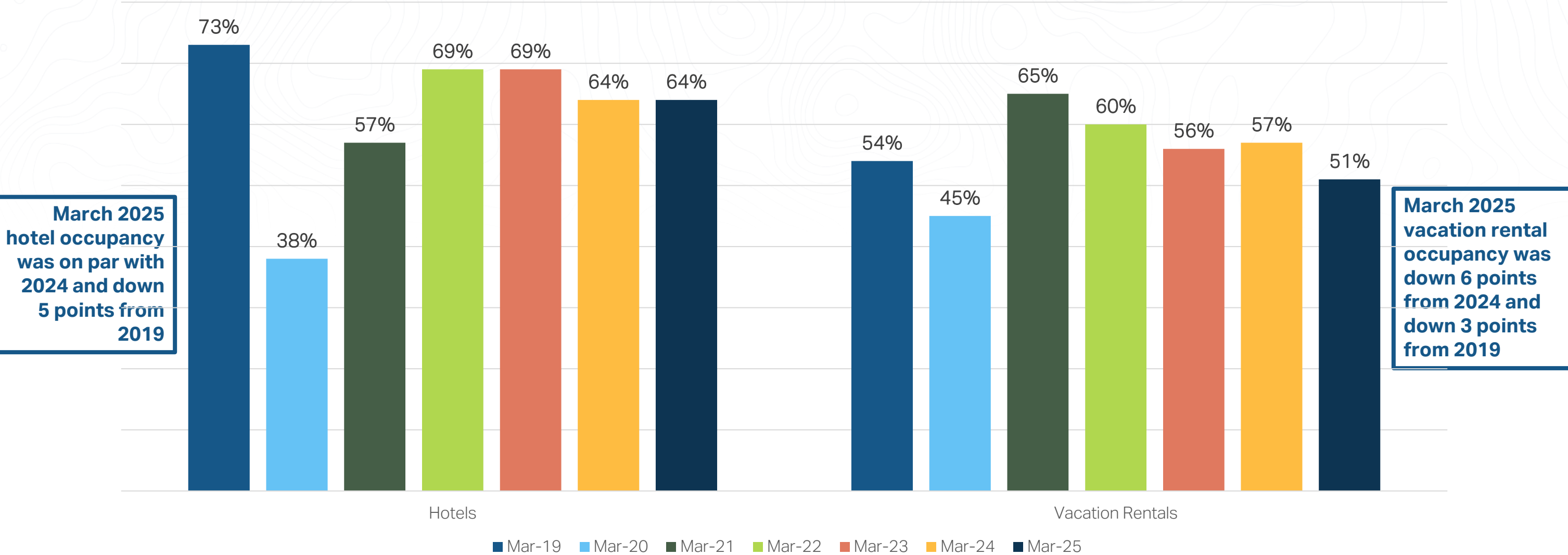
FY25 compared to prior year



Source: BCTDA; Tourism Economics

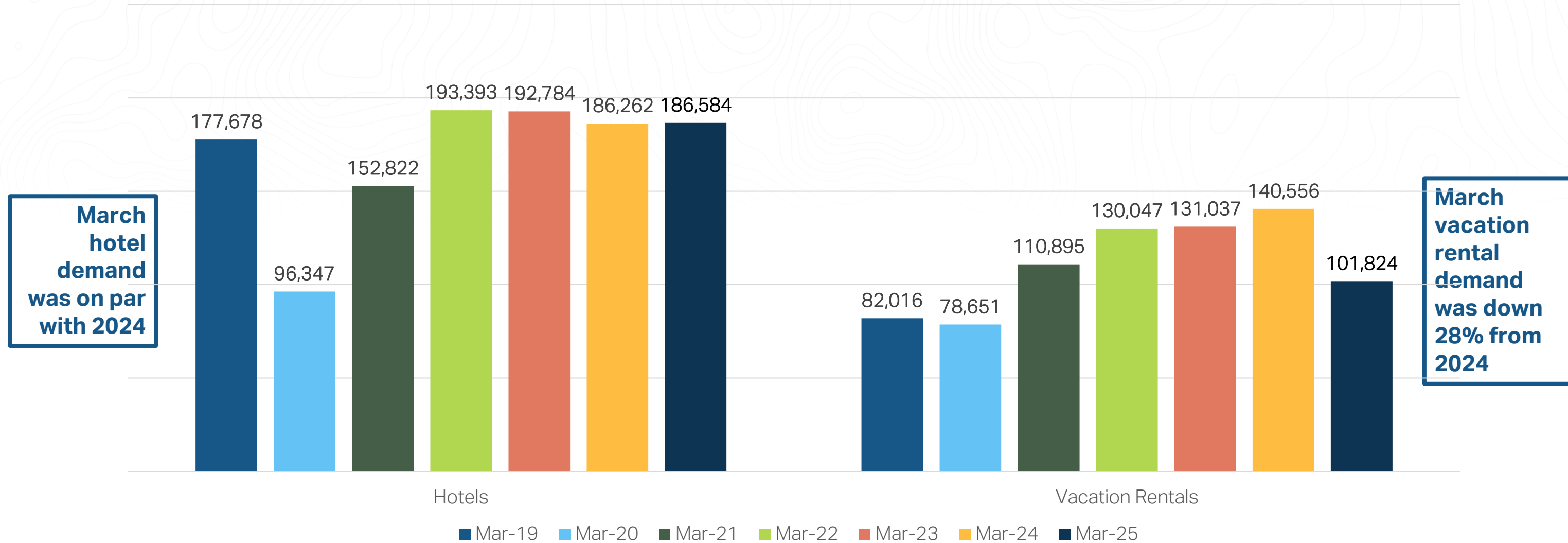


MARCH LODGING OCCUPANCY



Sources: Smith Travel Research (STR) & AirDNA

MARCH DEMAND

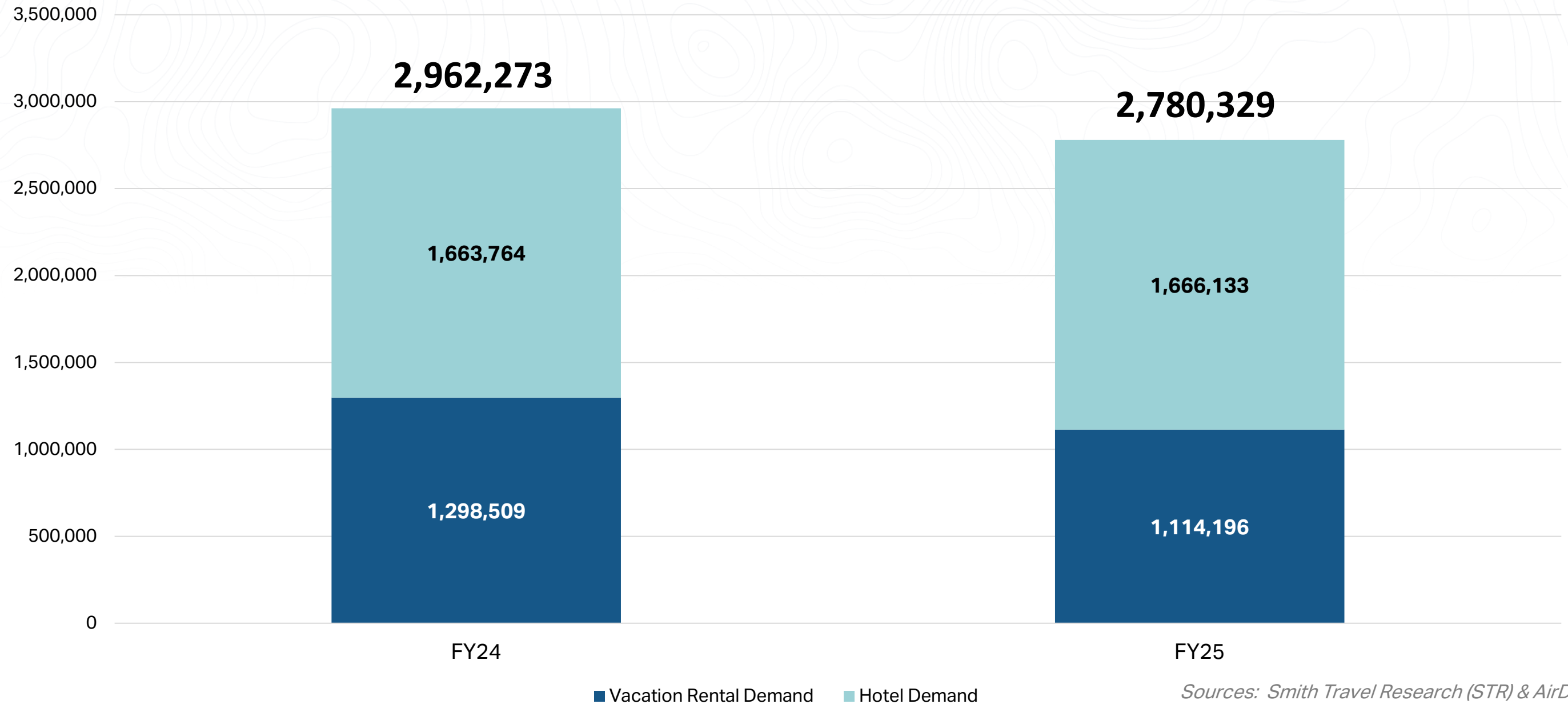


Sources: Smith Travel Research (STR) & AirDNA



TOTAL ROOMNIGHT DEMAND

Down 6% FYTD (July – March 2025)

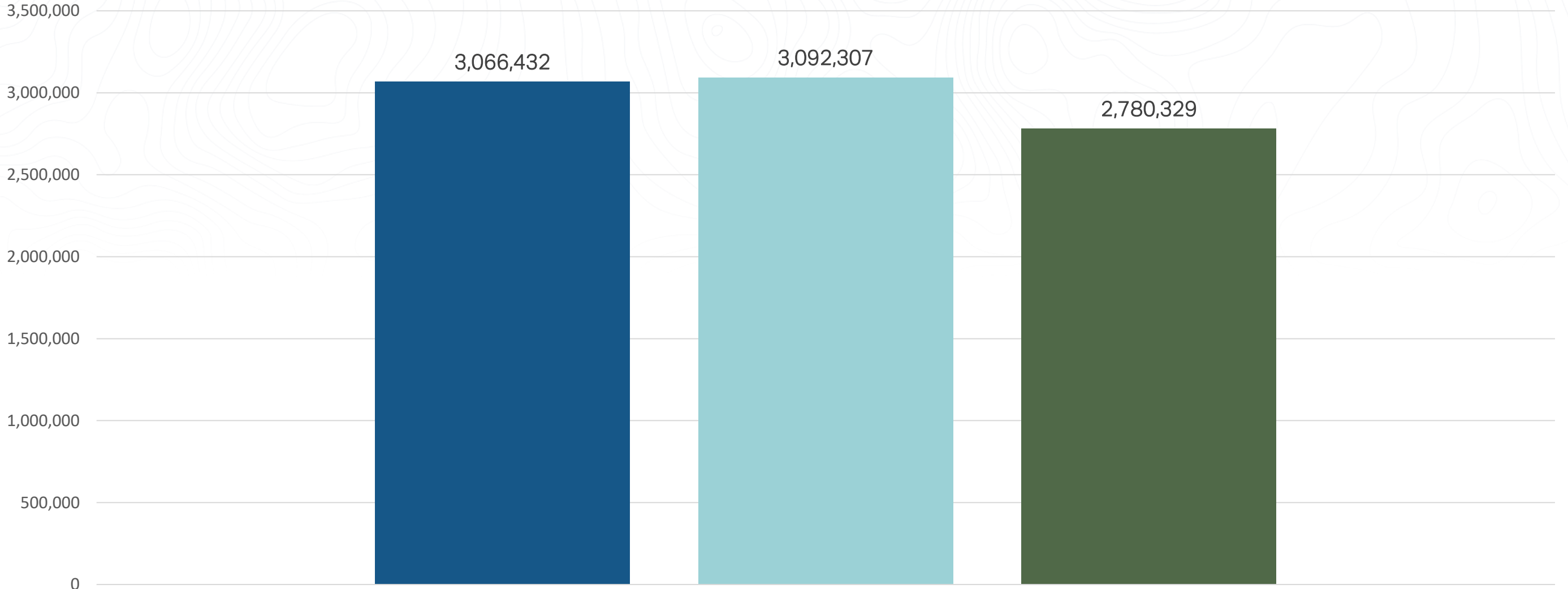


Sources: Smith Travel Research (STR) & AirDNA



TOTAL ROOMNIGHT DEMAND FY25 YTD THROUGH MARCH

9% down from FY23



Roomnight Demand

FY23 thru Mar FY24 thru Mar FY25 thru Mar

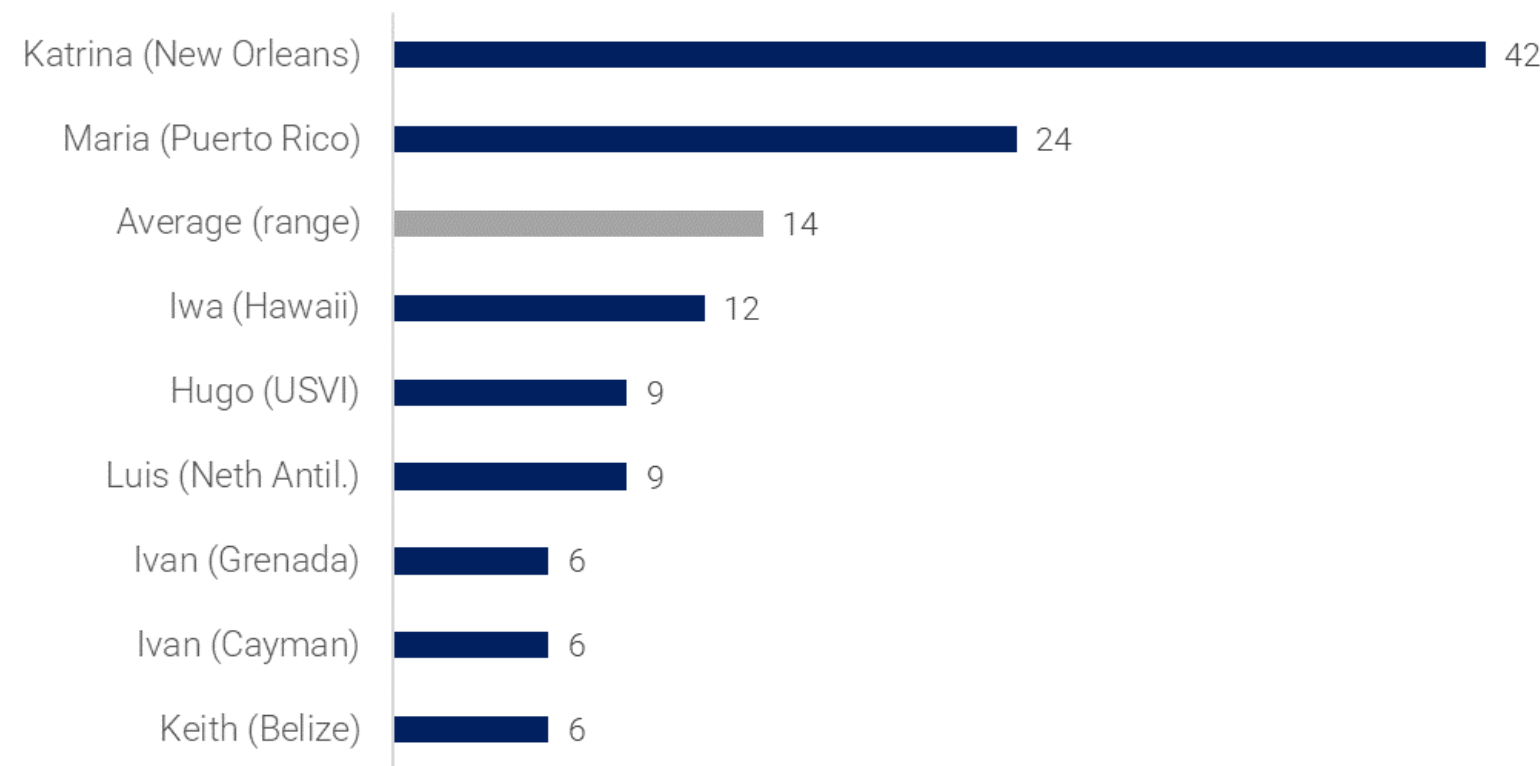


VISITOR SPENDING RECOVERY

According to Tourism Economics, most destinations recovered within a year

Duration of Hurricane Tourism Impacts

Visitor spending return to baseline (months)



Source: Tourism Economics

- Most destinations facing hurricane recovery saw visitor spending return to the pre-hurricane baseline within 12 months.
- Hurricanes Katrina and Maria are outliers at 42 and 24 months, respectively. Our region's mountain terrain and water failures could make our recovery an outlier.
- Fort Myers, FL recovery from Hurricane Ian in Sept 2022 is still ongoing due to larger impacts of lodging inventory damage - 1,185 fewer hotel rooms a year after the storm and down 600 rooms two years after the storm.
- Important to note that Grand Bohemian Lodge Biltmore Village will reopen May 8.
- Tourism Economics data shows investing in incremental marketing and messaging can accelerate economic recovery.



RESIDENT SENTIMENT & SUPPORT

Resident perspectives on the importance of travel & hospitality in the wake of Helene

COMMUNITY PRIDE INCREASED

84%

COMPLETELY AGREE
OR AGREE

I am proud of my community.

POSITIVE IMPACT OF VISITORS

83%

COMPLETELY AGREE
OR AGREE

Visitors have a positive impact on post-hurricane economic recovery in my community.

AWARENESS OF RECOVERY IMPORTANT

97%

COMPLETELY AGREE
OR AGREE

It's important to increase awareness of post-hurricane recovery efforts.

Source: MMGY 2025 Resident Perspectives on Travel & Hospitality Survey



AMERICAN TRAVEL SENTIMENT

LONGWOODS AMERICAN TRAVEL SENTIMENT (FIELDDED APRIL 1)

- **Despite inflation and other economic fears, travel planning overall is up.** Despite 55% of American travelers now reporting that inflation will greatly impact their travel decisions, 94% of them indicate they have trips planned in the next six months, up from 88% in February.
- **There is a tug of war going on in the minds of consumers, between the desire to travel and concerns about inflation and their finances.** While many of these travelers may plan to spend less and travel closer to home, the demand and desire to travel is clearly very much there. Regional road trip travel drive markets could be a beneficiary of this current situation. Domestic leisure road travelers seeking value will be the primary name of the game this summer.

FUTURE PARTNERS' STATE OF THE AMERICAN TRAVELER (FIELDDED NOVEMBER - FEBRUARY)

- **Nearly 59% believe Asheville is fully open and operational or partially open to visitors.** Those who believed that Asheville was fully open and operational increased from 10% in November to 20% in February, indicating there is more work to be done in communicating our area's status to help support our community's economic recovery.





OTHER UPDATES

EARTH DAY CLEANUP RECAP

Travel & Hospitality Earth Day Cleanup | April 28, 2-4:30pm (rain date)

Hosted by Explore Asheville in partnership with MountainTrue, RiverLink, and Asheville GreenWorks.

More than 100 participants collected more than 4,000 pounds of trash and debris.

5 locations:

- Biltmore Village – 1,920 lbs
- Black Mountain – 540 lbs
- Downtown – 270 lbs
- River Arts District – 1,130 lbs
- Weaverville – 150 lbs

The 2-hour program included welcome and instructions, a 1-hour cleanup, and a post-cleanup social at host venues.



HEROES OF HOSPITALITY LUNCHEON

Join us May 5 during National Travel & Tourism Week

MONDAY, MAY 5 | OMNI GROVE PARK INN

Join over 100 of your peers in travel and hospitality during National Travel & Tourism Week for a meaningful afternoon of recognition, inspiration, and connection.

WHAT TO EXPECT

- Celebrate six outstanding hospitality professionals whose dedication has left a lasting mark on our community and industry.
- Applaud the inaugural recipients of the Explore Asheville Hospitality Scholarship Program—investing in the future of local talent.
- Enjoy a lively, heartfelt program hosted by beloved guest emcees Eddie and Amanda Foxx.



Join us for the

Explore Asheville Heroes of Hospitality Awards Luncheon

Honoring outstanding frontline travel & hospitality professionals who provide excellent service and experiences.

Monday, May 5, Grove Park Inn

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ASHEVILLE** | POWERED BY
Buncombe County Tourism
Development Authority

BLACK CULTURAL HERITAGE TRAIL MURAL DEBUT

Celebrate Phase II of the Trail with Its Newest Installation



THURSDAY, MAY 8 | THE WHALE – SOUTH SLOPE

Join us for the unveiling of the first public art installation of Phase II of the Asheville Black Cultural Heritage Trail on Thursday, May 8, 3–5pm. This is the first of three murals planned for Phase II, with others to be located throughout the community.

WHAT TO EXPECT

- Remarks from project partners and muralist Tommy Lee McGee
- Performances by the High Steppin' Majorette's and DJs Zati and Mesi
- Black Cultural Heritage Trail Makers Scavenger Hunt highlighting local Black-owned pop-ups and artists, including: Lyric at The Funkatorium, a DJ Dance Party at The Whale, Nex Millen at Chemist, a makers market at Burial, a historic photo exhibit at Good Hot Fish, and more! One lucky winner will be selected to receive a gift bag of local goods

QUESTIONS INPUT COMMENTS



STRATEGIC IMPERATIVES PROGRESS UPDATE

Vic Isley

Explore Asheville | President & CEO

Dodie Stephens

Vice President of Marketing

Michael Kryzanek

Vice President of Business Development

Tiffany Thacker

Vice President of Partnership & Destination Management

Jennifer Kass-Green

Vice President of Culture & Business Affairs



QUARTERLY HIGHLIGHTS

January 2025 – March 2025

EXPLORE ASHEVILLE & BCTDA'S STRATEGIC IMPERATIVES

The Buncombe County Tourism Development Authority (BCTDA) and Explore Asheville adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward.

<i>Delivering Balanced & Sustainable Growth</i>	<i>Encouraging Safe & Responsible Travel</i>	<i>Engaging & Inviting More Diverse Audiences</i>	<i>Promoting & Supporting Asheville's Creative Spirit</i>	<i>Running A Healthy & Effective Organization</i>
<p>Balancing resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.</p> <p>Focusing on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.</p>	<p>Engaging residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.</p> <p>Collaborating with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.</p>	<p>Extending a genuine invitation to BIPOC travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses, and entrepreneurs – creating more opportunities for all to win.</p> <p>Supporting product development, place making and community connections, enabling new experiences and business opportunities throughout our community.</p>	<p>Sharing stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.</p> <p>Supporting product development, place making and community connections, enabling new experiences and business opportunities throughout our community.</p>	<p>Investing in people, policies, and practices to serve our community with integrity within the organization's legislative requirements.</p>

Explore Asheville staff generates quarterly reports on progress made toward these strategic imperatives and relevant initiatives that support them.





MARKETING, CONTENT & PR

STARS SERVIN' UP LOVE

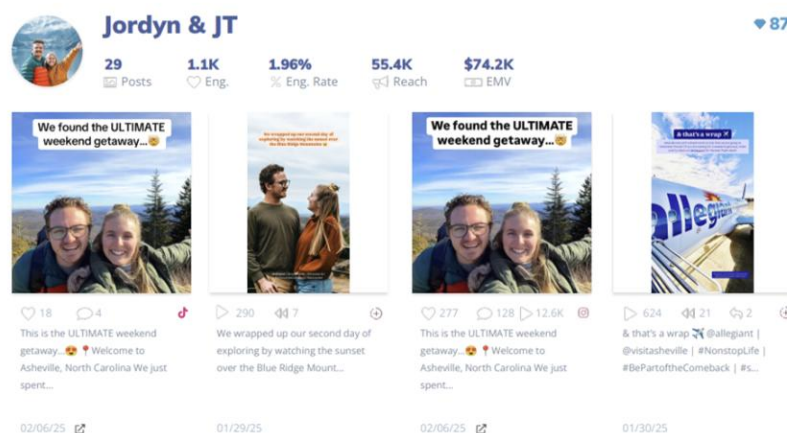
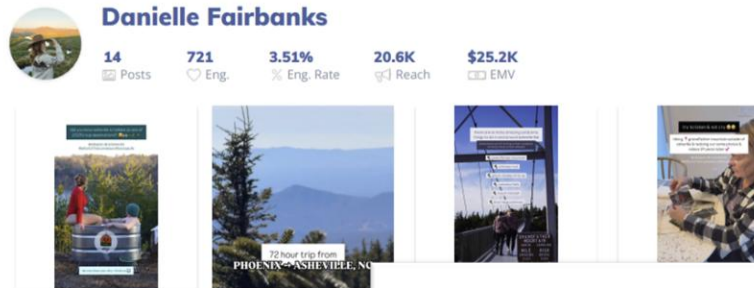
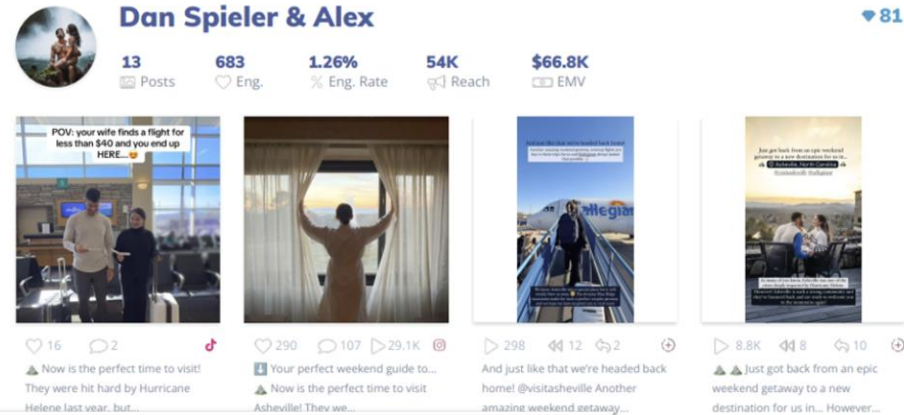
Restoring confidence, supporting recovery, and reactivating Asheville's events economy with national reach

Explore Asheville stepped up as Presenting Sponsor of this nationally televised celebrity tennis benefit supporting post-Hurricane Helene relief.

- Event raised \$1M+ for Always Asheville Fund, United Way, Habitat for Humanity & Asheville Tennis Association.
- Held at **ExploreAsheville.com Arena**—first large-scale event post-storm at the venue.
- National broadcast on **Tennis Channel** + regional airing on **My40**.
- Featured tennis legends **Andre Agassi, Andy Roddick, Jessica Pegula & Emma Navarro**, plus **Jeff Probst, Pete Wentz, Esai Morales**, and more.
- Explore Asheville created **three custom video spots**, airing in-stadium and during national coverage.
 - Elevated Asheville's creative and hospitality sectors.
 - Reinforced community resilience and long-term impact.



ALLEGiant AIRLINES INFLUENCER PARTNERSHIP



Explore Asheville partnered with Allegiant Airlines to promote direct flights to AVL Airport through a curated influencer campaign.

Three travel and lifestyle influencers were hosted in market, each showcasing the ease of travel to Asheville to audiences in Allegiant's key nonstop flight markets.

Campaign Highlights:

- 3 influencers published 56 posts.
- Combined reach was 130k with 2.8M impressions.
- Each post got an average of 44.4k engagements at an engagement rate of 1.91%.
- The campaign generated \$166k earned media value.
- Strengthened awareness of Allegiant's nonstop routes to AVL from Phoenix and Miami.

2.8M
Impressions

44.4K
Engagements

166.2K
Earned
Media Value

HOTEL WEEKS & DATE NIGHTS WITH ASHEVILLE

Two promotional efforts drove overnight stays and showcased Asheville's romantic side

Date Nights With Asheville and Hotel Weeks promotional campaigns inspired winter travel through limited-time offers and curated content.

Hotel Weeks

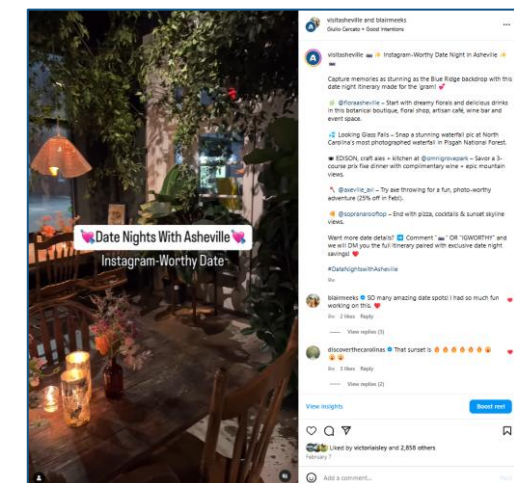
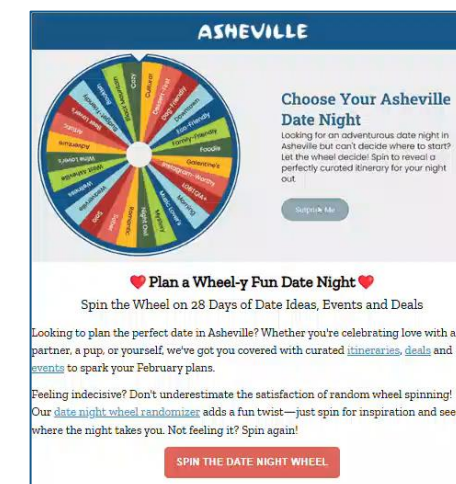
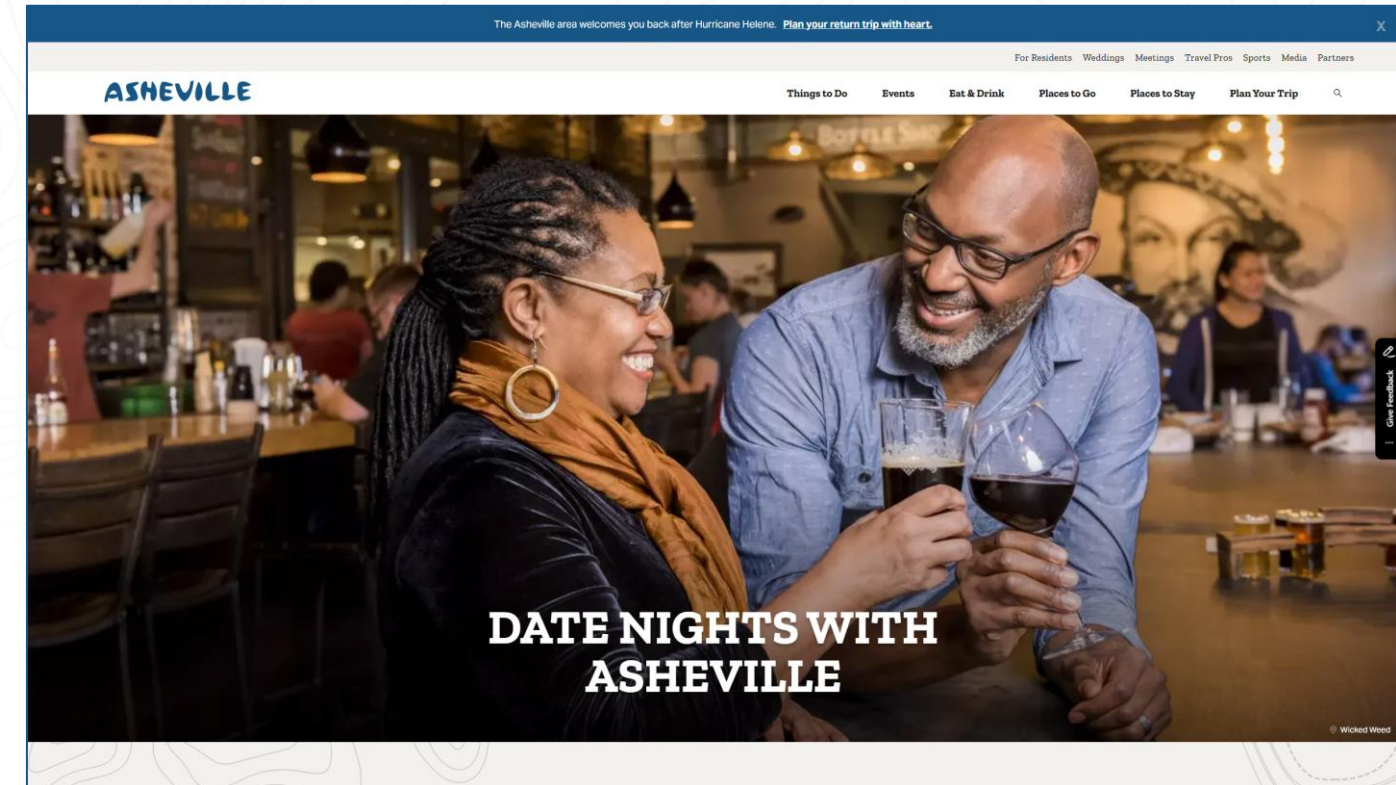
- Featured 44 lodging partners offering 25%+ off in February.
- Custom landing page, PR, paid digital and social campaign.

Date Nights with Asheville

- 28 custom date night itineraries
- Highlighted dining, shopping, arts, outdoor rec, and more.
- Cross-channel support via paid media, social, newsletter and organic content.

Campaign Highlights

- Email series for Date Nights with Asheville reached 635,000+ inboxes, generating 218,000+ opens and 4,200+ clicks.
- Hotel Weeks landing page drove 16,000+ page views and over 4,800 offer clicks.
- Social campaign generated 16,000+ engagements and 370,000+ video views across Facebook, Instagram, and TikTok.
- Explore Asheville partnered with influencers Amy and Johnny McIntyre of *Love is Blind* Season 4 to spotlight our Date Nights + Hotel Weeks campaign—resulting in over 199,000 views with an above benchmark engagement rate of 1.36%.

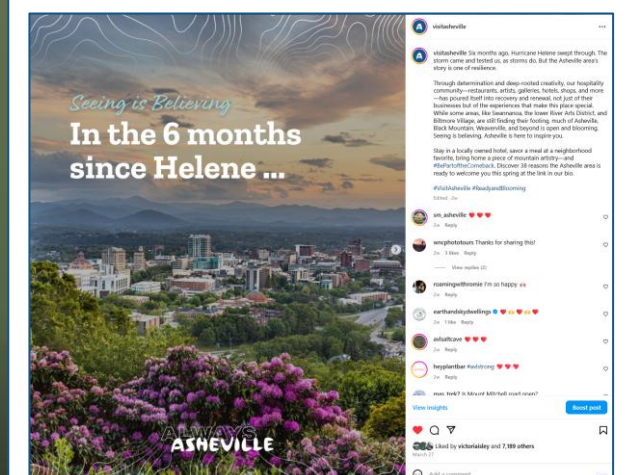


PARTNER TOOLKITS & RESOURCES

New toolkits and assets created to help partners share progress, engage visitors, and support local businesses

Explore Asheville developed a suite of resources to help partners share their recovery stories, engage guests, and drive support for local businesses.

- [Six-Month Progress Toolkit](#) – Custom graphics, sample copy, and downloadable templates to help partners highlight progress since Helene.
- [Support Local One-Pager for Lodging Partners](#) – Printable in-room flyer designed for guests, featuring ways to support local makers, restaurants, and shops during their stay.
- [Shop Local Landing Page for Harrah's Event Attendees](#) – Curated landing page for Harrah's Cherokee Center event confirmation emails, encouraging local exploration before and after events.



Delivering Balanced & Sustainable Growth

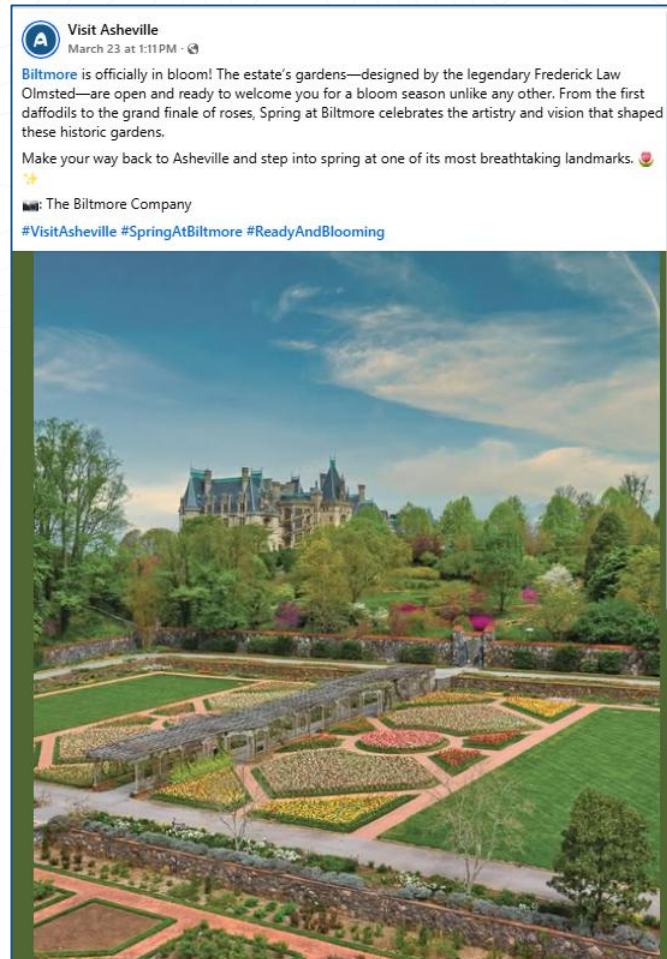
Engaging & Inviting More Diverse Audiences

Encouraging Safe & Responsible Travel

Promoting & Supporting Asheville's Creative Spirit

TOP PERFORMING SOCIAL POSTS

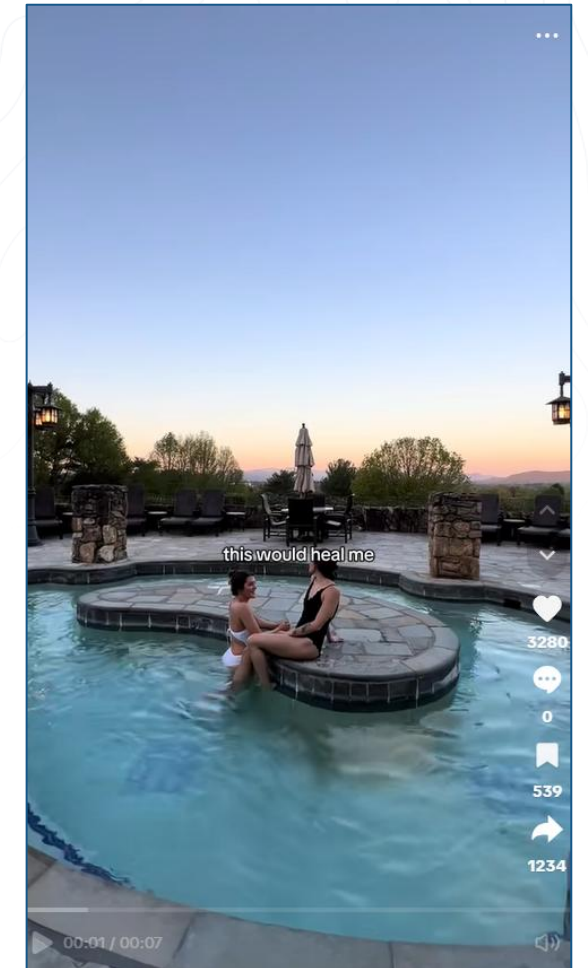
The most engagements in Q3 came from



FACEBOOK
Spring at Biltmore
12,809 Engagements



INSTAGRAM
Asheville Restaurants Are Open!
9,846 Engagements



TIKTOK
Omni Spa with Trending Audio
4,514 Engagements

Engagements = Likes, Comments, Saves, Shares



EXPLOREASHEVILLE.COM

GOOD MORNING AMERICA'S "ASHEVILLE RISING"

Good Morning America returned to Asheville for the first time since the pandemic, partnering with Explore Asheville to create "Asheville Rising."

Main talent in Asheville, millions of viewers nationwide

- Robin Roberts, Sam Champion and Ginger Zee broadcast live from Highland Brewing's Event Center.
- GMA brought in more than 2.6 million viewers the week of March 24, 2025, which included the Asheville broadcast March 27.

Highlighting the need in Western North Carolina

- \$2.7 million in donations for entities and individuals raised by GMA and its sponsors.
- Purchased a national TV spot during the last hour of GMA.

The hope was to show the world that Asheville is open, and that visiting means more now than ever.

Advertising During GMA

We purchased a nationwide linear TV spot to air during the Asheville episode, ensuring our "open" message reached the audience watching in real time and reinforced that the Asheville area is ready to welcome visitors.

TV SPOT
1.9M
Impressions



Encouraging Safe & Responsible Travel

Delivering balanced & sustainable growth

NOTEWORTHY NEWS CLIPS

Pitching stories that shine a spotlight on the Asheville area

7.4B

Earned Media Reach

\$56.2M

Publicity Value

9

Site Visits

63

Significant Team
Placements

265

Total Placements

Southern Living

The Best Things To Do In Black Mountain, North Carolina



The New York Times Style Magazine

5 Spring Break Destinations, for Every Type of Traveler



Asheville's Big
Attraction, Its Food
Scene, Tries to Hit Reset

The Atlanta
Journal-Constitution

Asheville after the flood

In the wake of Hurricane Helene, Asheville is on the road to revival this spring.



ASHEVILLE BUSINESSES HURTING MONTHS AFTER HELENE

AFAR

We Visited Asheville 4
Months After Hurricane
Helene. Here's What We
Learned



Accolades



South's Best Cities 2025 –
Southern Living



10 places where families
should travel in 2025 –
Asheville



Time's The World's
Greatest Places of 2025 –
The Radical

ASHEVILLE

Asheville Anew: Resilience Meets Revival in 2025



EXPLOREASHEVILLE.COM



CONFERENCE CONNECTIONS

Recruiting group and event business to our community

- Professional Convention Management Association (PCMA); 2800 attendees.
- ABA Marketplace; 700 tour operators, four partners, 54 appointments, 56 leads from 12 companies.
- Independent Planner Education Conference (IPEC); 90 meeting planners, 24 appointments, one definite lead.
- South Carolina Society of Association Executives (SCSAE); tradeshow, one tentative lead.
- Rendezvous South; 29 appointments, two tentative leads, one definite lead.
- Northstar Luxury and Wellness; 35 planners, 22 appointments.
- Conference Direct; 26 appointments, three tentative leads.
- *NOTE : Relationship building at these events – average 3-4 years before landing a definite lead.



48-HOUR FAMILIARIZATION TOURS

Resumed this initiative in Q3 after cancelling November

- “Fams” are one of our highest ROI initiatives – Historically, 75%+ of attendees book one or multiple events in Asheville.
- In March, hosted seven qualified US and Canadian professionals for a “test drive” of Asheville.
- Itinerary included a walking history tour with Asheville by Foot Tours, group dinner at Chai Pani, hotel site visits, afternoon at Biltmore, visit to River Arts District, spa afternoon at Omni Grove Park Inn, service project with Asheville Plays and dinners at Posana and Luminosa.

"Asheville is 100% ready, willing, and able to host attendees for their meetings. Things are opening, things are ready to host you. Everything is back. The resilience of this community has been amazing to see."

"This place is a hidden gem, and more people need to know about it. There are several different properties here that can fit several different demographics and several different group types."



WEDDING INDUSTRY MIXER

Networked with vendors that provide group referrals

- Explore Asheville convened 40 community vendors on March 4th at The Flat Iron Hotel to further connections in the industry.
- Wedding groups are historically one of Asheville's top three strongest sources of business.
- Local vendors are our number one source for wedding leads.



SOUTHERN CONFERENCE PARTNERSHIP

Explore Asheville expands relationship with SoCon



- Southern Conference Men and Women's Basketball Championships, hosted at the ExploreAsheville.com Arena, into which the TDA has invested \$7 million in capital improvements
- March 7 – 10
- Direct Spend: \$9,868,000
- Roomnights: 3,000
- Expanded partnership between Explore Asheville and SoCon included New Business Leader Forum and SoCon Symposium



- Southern Conference Wrestling Championship at UNC Asheville's Kimmel Arena
- March 7 – 8
- Direct Spend: \$388,000
- Roomnights: 180



Q3 GROUP & EVENT DEVELOPMENT

Benefitted businesses in our community

58

GROUPS/EVENTS
OCCURRED
IN OUR COMMUNITY



\$23.4 million direct spending

16,800 roomnights

79% increase in roomnights over Q3 FY24

41% increase in number of events over Q3 FY24

151

GROUPS/EVENTS
BOOKED
FOR FUTURE VISITS



\$17.5 million in direct spending

26,500 roomnights

9% increase in number of groups over Q3 FY24

33% increase in roomnights over Q3 FY24

326

LEADS GENERATED
FOR POTENTIAL
GROUPS/EVENTS;
87,200 ROOMNIGHTS



3% decrease in leads over Q3 FY24



PARTNERSHIP & DESTINATION MANAGEMENT

THE YEAR AHEAD

Partner event honored 2025 Explore Asheville Superstars, featured panels focused on recovery and revival

- 350 community leaders and tourism industry partners gathered A-B Tech for the first partner event of 2025, The Year Ahead: The Road to Recovery and Revival, which underscored a pivotal theme: seizing this moment of recovery as an opportunity to build back stronger, more sustainable, and more resilient than before.
- Six Industry-Leading Entities and Efforts Honored with Explore Asheville Superstar Awards: Cooks for Carolina, Biltmore, Stars Servin Up Love, Hood Huggers, River Arts District Artists, and Soulshine.
- Sustainability and Resilience, Transportation, and Recovery and Revival Panelists Shared Local and National Perspectives on Pathways to Rebuild.

FEATURED PARTNERS:



Promoting & Supporting Asheville's Creative Spirit

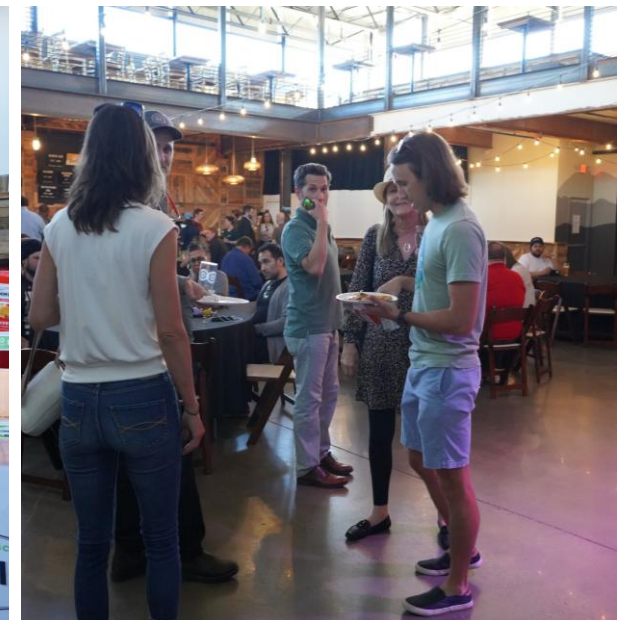
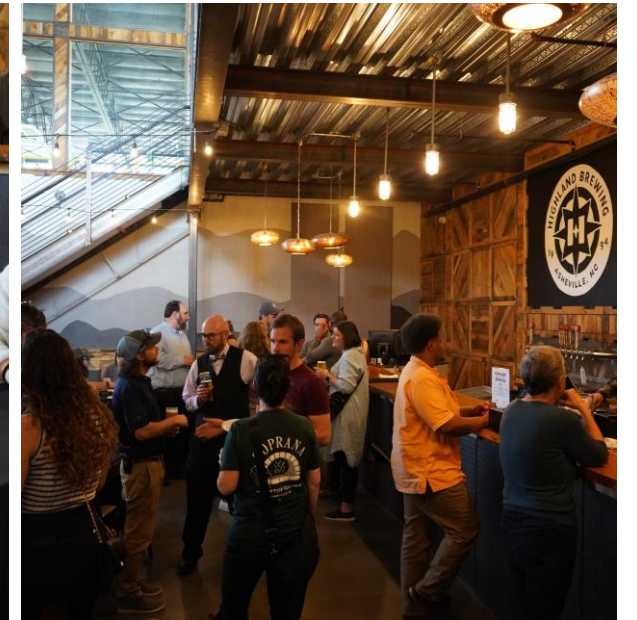
TRAVEL & HOSPITALITY PIZZA AFTERNOON

200+ Industry Partners joined for afternoon of community

- As part of Stu Helm's inaugural WNC Pizza Week, and in collaboration with Highland Brewing and Horizon Food Service, Explore Asheville organized the Travel & Hospitality Industry Pizza Afternoon on March 11.
- 200+ partners stopped by for a fun afternoon recognizing travel, tourism, and hospitality workers who deliver spectacular experiences and service to customers every day.

FEATURED PARTNERS:

DJ
MOLLY
PARTI



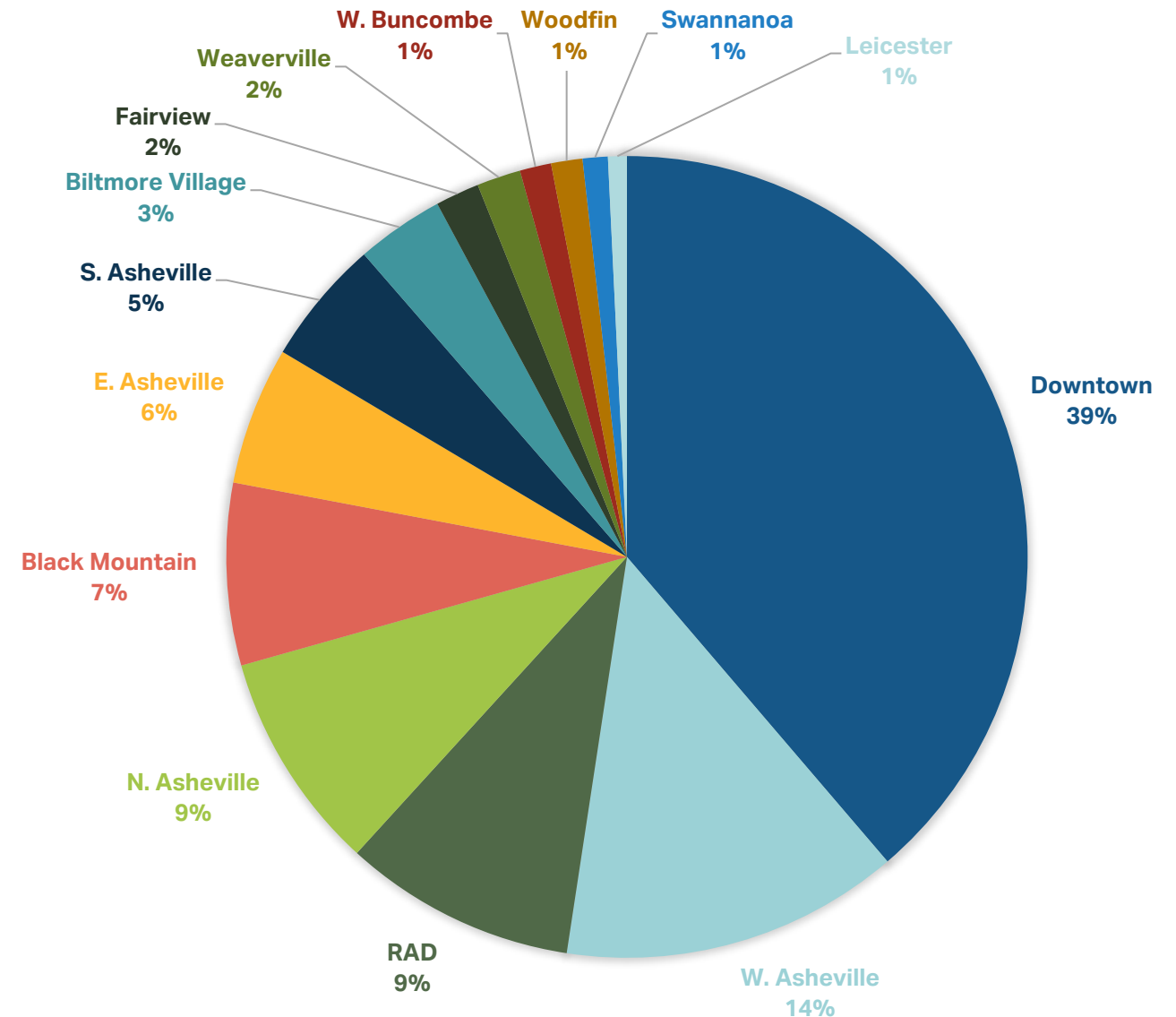
ALWAYS ASHEVILLE FUND

Emergency grants for small independent businesses

ALWAYS ASHEVILLE FUND

- In Q3, Explore Asheville surpassed the \$2 million mark of funds raised and awarded through the Always Asheville Fund to aid small local travel and hospitality businesses in their recovery from Hurricane Helene.
- All eligible applicants have been awarded, and we are now topping off new awards as additional funds are raised.
- To date, Explore Asheville has awarded \$2.15 million through 513 awards

Awards by Location



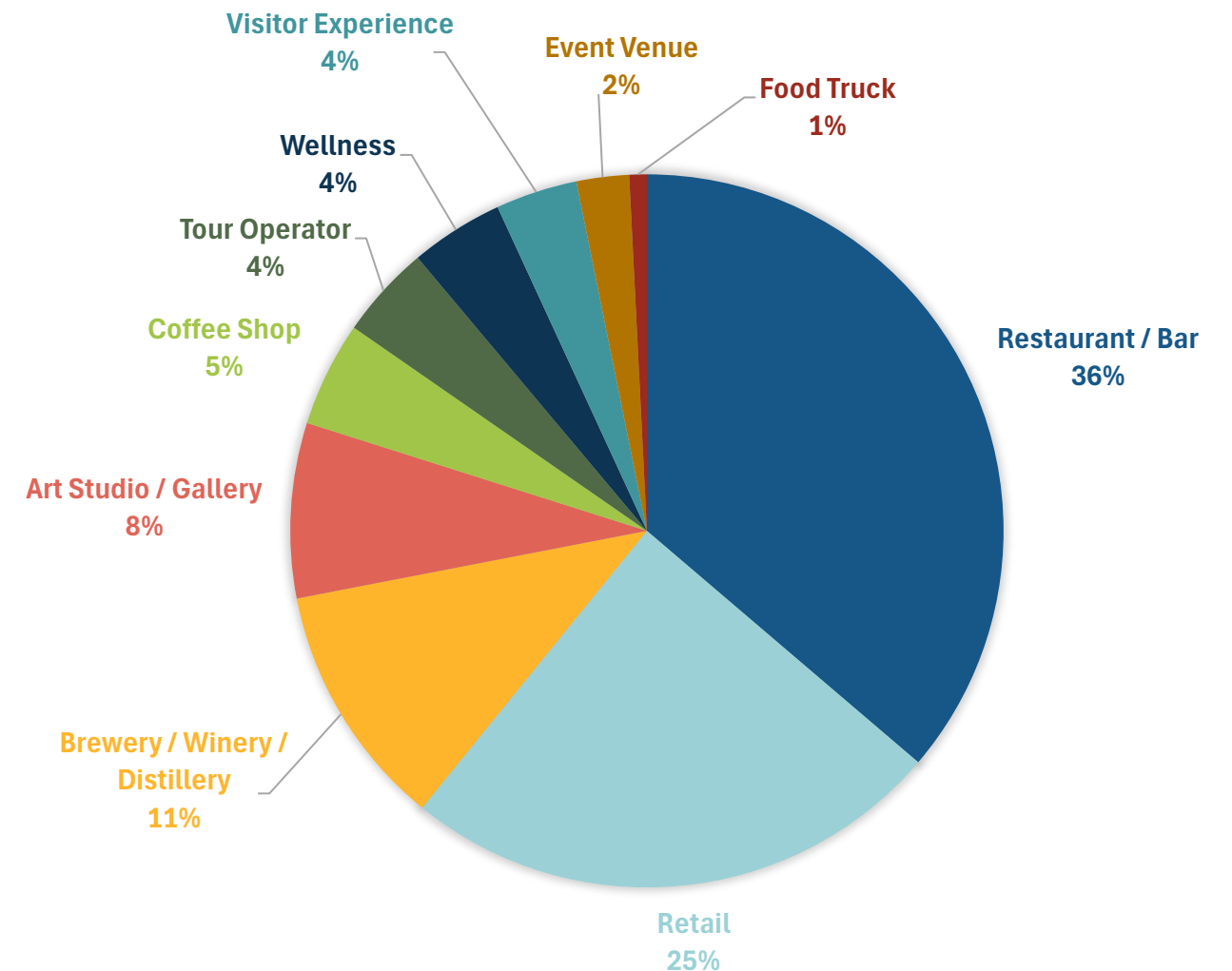
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Awards by Business Category



ALWAYS ASHEVILLE FUND RECIPIENT SENTIMENTS

Some words of gratitude from some of our AAF grant recipients

"We were so incredibly grateful for the Explore Asheville funding that provided relief not only for us and our staff, but for so many local artists who have relied on our shop more than ever in the aftermath of Hurricane Helene."

Justin Rabuck
Owner, Horse and Hero

Downtown - Retailer

"Explore Asheville was one of the first organizations we received money from – at a time when we truly didn't know if there was a future for us or not. Our AAF award was a lifeline for us in a very scary moment after Helene. We had trees fall on our kiln shed and this money served an immediate need to help clear the debris and trees for us get back into our studio."

Sarah Vekasi
Owner, Sarah Sunshine Pottery

Black Mountain - Maker

"This grant came through as the first funding we received from anyone – and it came at the perfect time on a payroll week. This was a huge relief and made all the difference in our outlook on if we could make it the next few months. We were able to keep all our staff (including 2 Buncombe County School staff members) on payroll. Since then, March and April have proven two of our busiest birthday booking months in history and we have even been able to hire (2) additional part time staff since then."

Leslie Blaylock
Owner, Lakeview Putt and Play

Arden - Attraction

2025 FESTIVALS & CULTURAL EVENTS INVESTMENTS

Awarded \$75,000 in grants to 21 local festivals & cultural events



2025 Festival & Cultural Event Support Fund Awards

- ASAP Farm Tour | \$5,000
- Asheville Bread Festival | \$1,500
- AVL Beer Week | \$2,500
- The Big Crafty | \$2,500
- Maker Faire Asheville | \$1,500
- Art in Bloom | \$3,000
- {Re}HAPPENING 13 | \$4,000
- Blue Ridge Pride Festival | \$5,000
- Burnpile Harvest Festival | \$5,000
- Diwali Mela | \$1,500
- Connect Beyond Festival | \$5,000
- Shindig on the Green | \$5,000
- LEAF Retreat | \$5,000
- Coda Music Festival | \$1,000
- Punch Bucket Literary Festival | \$2,500
- RADFest | \$5,000
- A Dicken's Christmas | \$2,500
- Craft Fair of the Southern Highlands | \$2,500
- "Juneteenth: A Celebration of Resilience and Persistence" | \$5,000
- Weaverville's Music on Main | \$5,000
- Goombay | \$5,000

\$75,000 invested in 21 events throughout Buncombe County

Launched in 2016, the support fund contributes to the financial viability and long-term sustainability of festivals and cultural events. The fund seeks to stimulate new events and expand on existing ones that are enjoyed by residents and visitors.

EVENT GRANTS & SPONSORSHIPS

Support for local festival & cultural events through grants and sponsorships

Explore Asheville/BCTDA supported the following events in FY25 Q3:

- MLK Prayer Breakfast
- ASAP Business of Farming Conference
- Asheville Mardi Gras Parade
- DIY Tourism Conference
- WNC Hospitality Pizza Afternoon



\$11.5k

Grants &
Sponsorships



5

Events

Connecting partners within the travel and hospitality community



Above: Explore Asheville Concierge Working Group tour The Foundry Hotel Asheville with Explore Asheville Board Member, Larry Crosby.

NEW PARTNERSHIPS & OPERATIONAL STATUS UPDATE

Onboarded 36 local businesses as Explore Asheville partners

- Explore Asheville onboarded 36 local businesses as new partners in Q3, ranging from art studios and wedding vendors to wellness experiences and restaurants.
- Operational Status Update:**
 - Open: 1,188 (82.2%)
 - Temporarily Closed: 116 (8.0%)
 - Call for Status: 61 (4.2%)
 - Permanently Closed: 81 (5.6%)

WHAT & WHERE

Regions of new businesses:

- Black Mountain
- Downtown
- East Asheville
- Leicester
- North Asheville
- River Arts District
- Weaverville
- West Asheville

Types of new businesses:

- Food & Drink
- Food Adventures
- Transportation
- Attractions
- Arts/Cultural
- Event Venues
- Photographers
- Tours
- Lodging
- Retail
- Wellness
- Event Planners
- Wedding Services



LIGHT SHIFTER STUDIOS





CULTURE & BUSINESS AFFAIRS Q3 INITIATIVES

Jennifer Kass-Green
Vice President of Culture & Business Affairs

**EXPLORE
ASHEVILLE**
POWERED BY | Buncombe County Tourism
Development Authority

ORGANIZATIONAL UPDATES

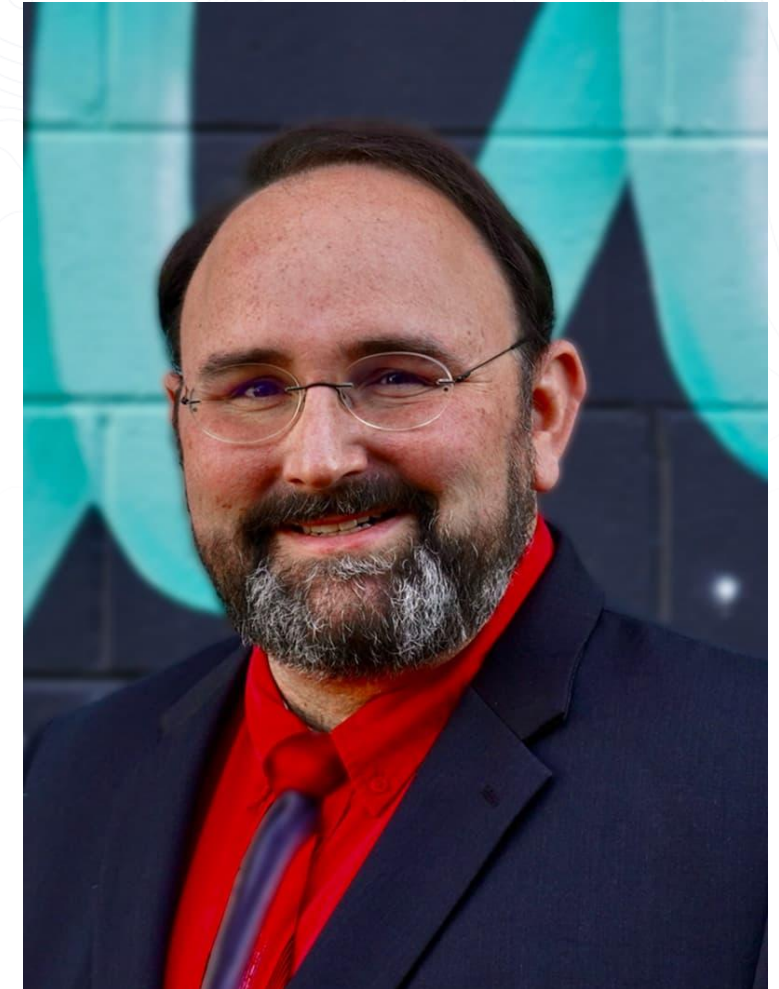
New Team Members



Allison Bashford
Grants Manager



Payton Byrnes
PR Coordinator



Kyle McCurry
Director of PR



AVL FORWARD

Extraordinary growth has brought us to this historic moment.
The airport of our region's future is on the horizon.

Before we discuss growth, I'd like to pause and say a few words about the airport & Helene.



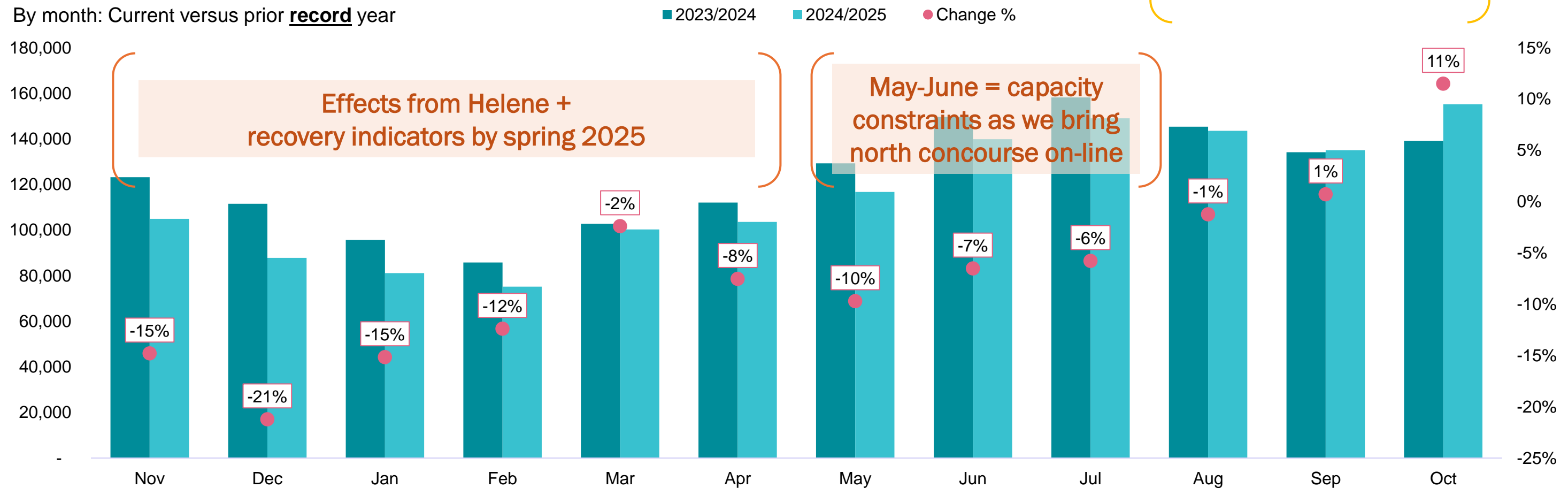




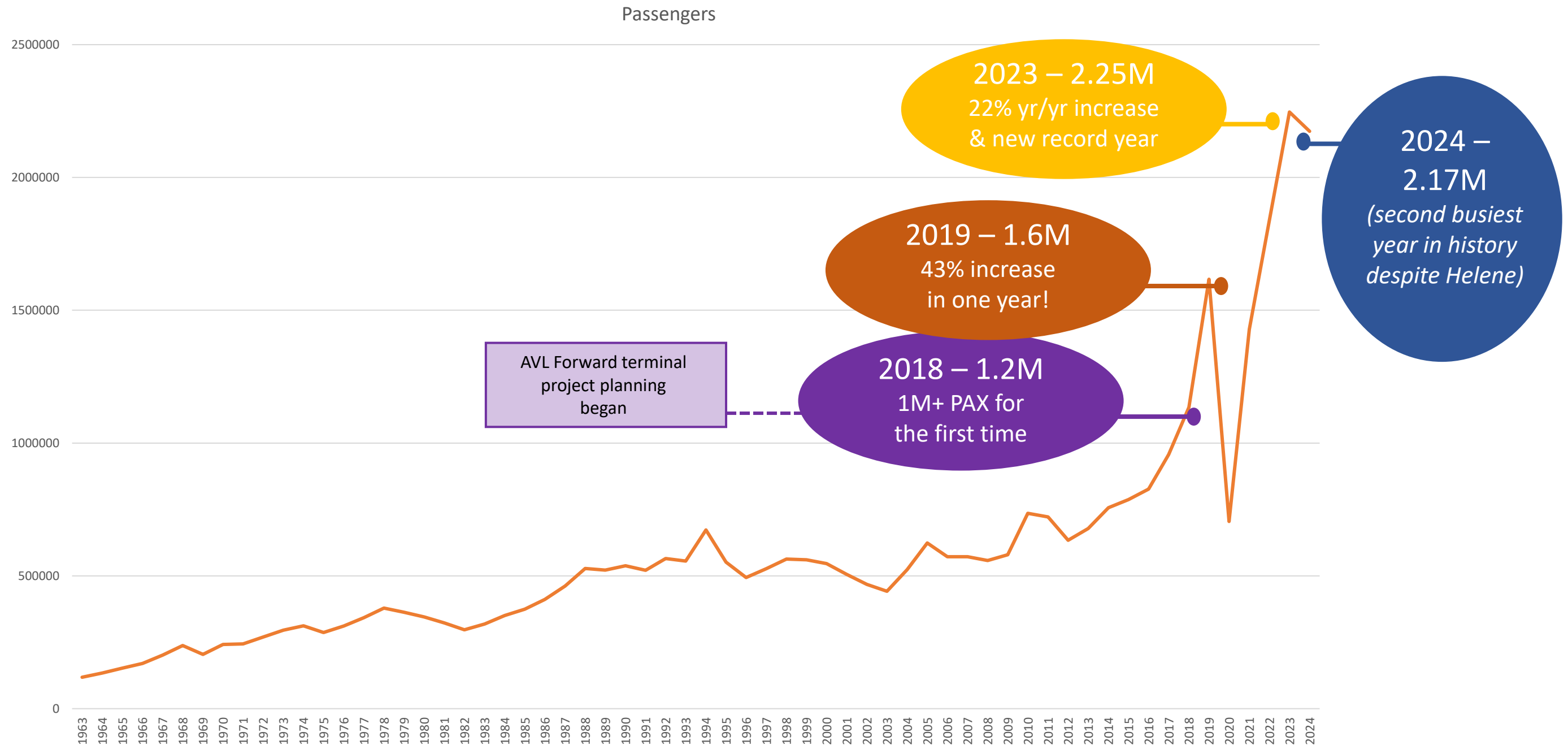
As of this week's schedule snapshot:

Record-level seat capacity returns by late summer 2025

ALL AIRLINES - SEAT CAPACITY IN AVL
By month: Current versus prior record year



One of the fastest growing airports in the country



Another view of growth – route map evolution over 10 years

AVL ROUTE MAP, 2013



4 airlines
10 destinations (10 unique).
1,267 daily seats
21 daily flights
60 average gauge

AVL ROUTE MAP, 2023



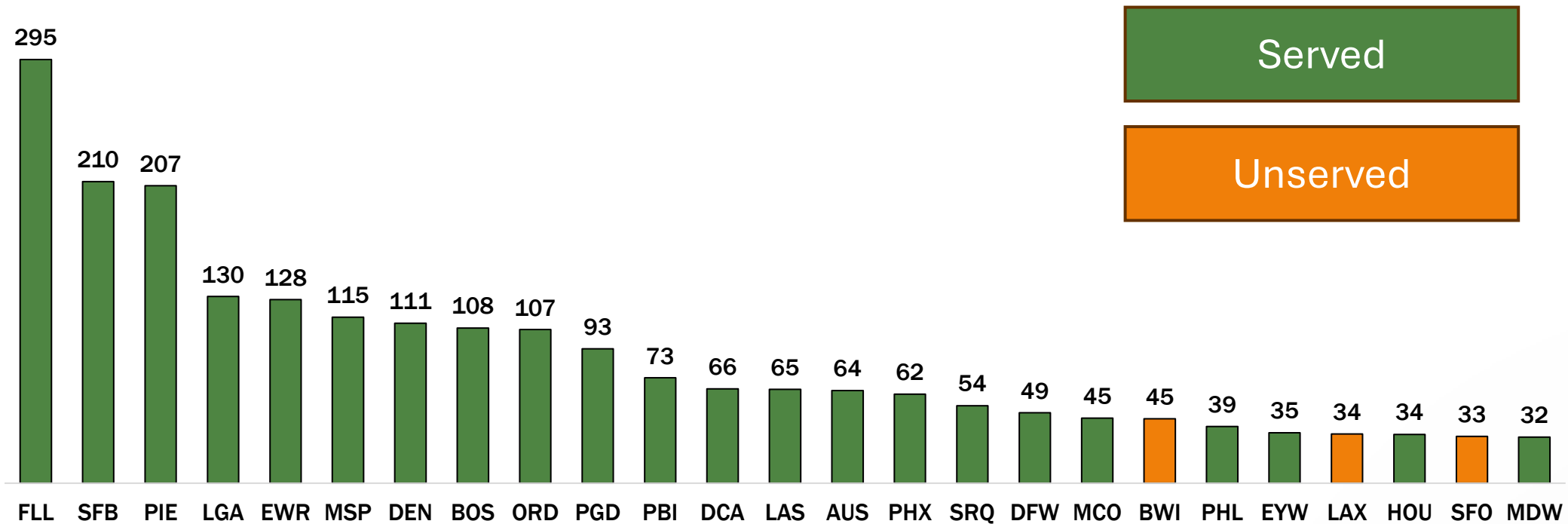
34 destinations (27 unique).
3,999 daily seats
36 daily flights
110 average gauge

Note *: 2023 is YE 4Q 2013 & 2023 is YE 4Q 2023
Source: Cirium schedule data via Diio Mi. AVL airport. Ailevon Pacific Aviation Consulting Analysis

AVL'S top 25 O&D markets

AVL TOP 25 MARKETS

Daily passengers: YE 3Q 2024

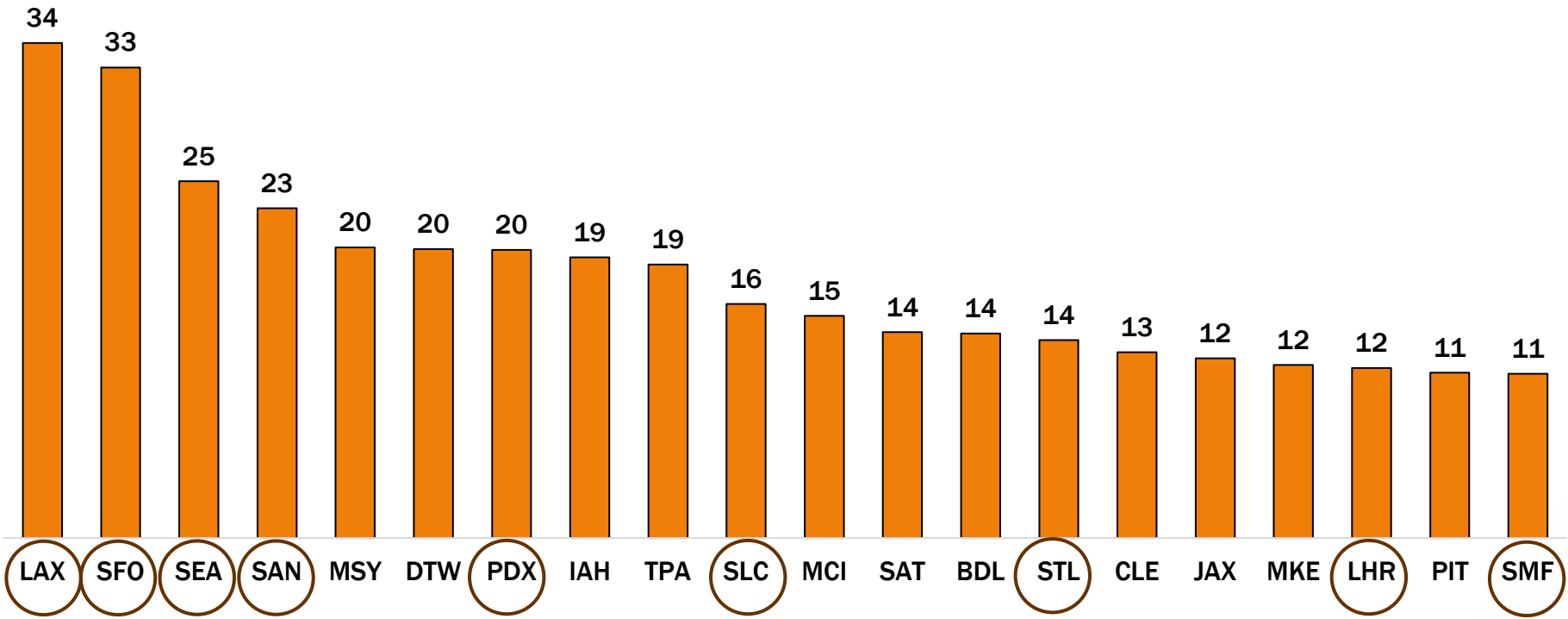


Sources: O&D data via Diio Mi, Google Maps, Great Circle Mapper, Ailevon Pacific Aviation Consulting analysis

AVL's top 20 unserved markets

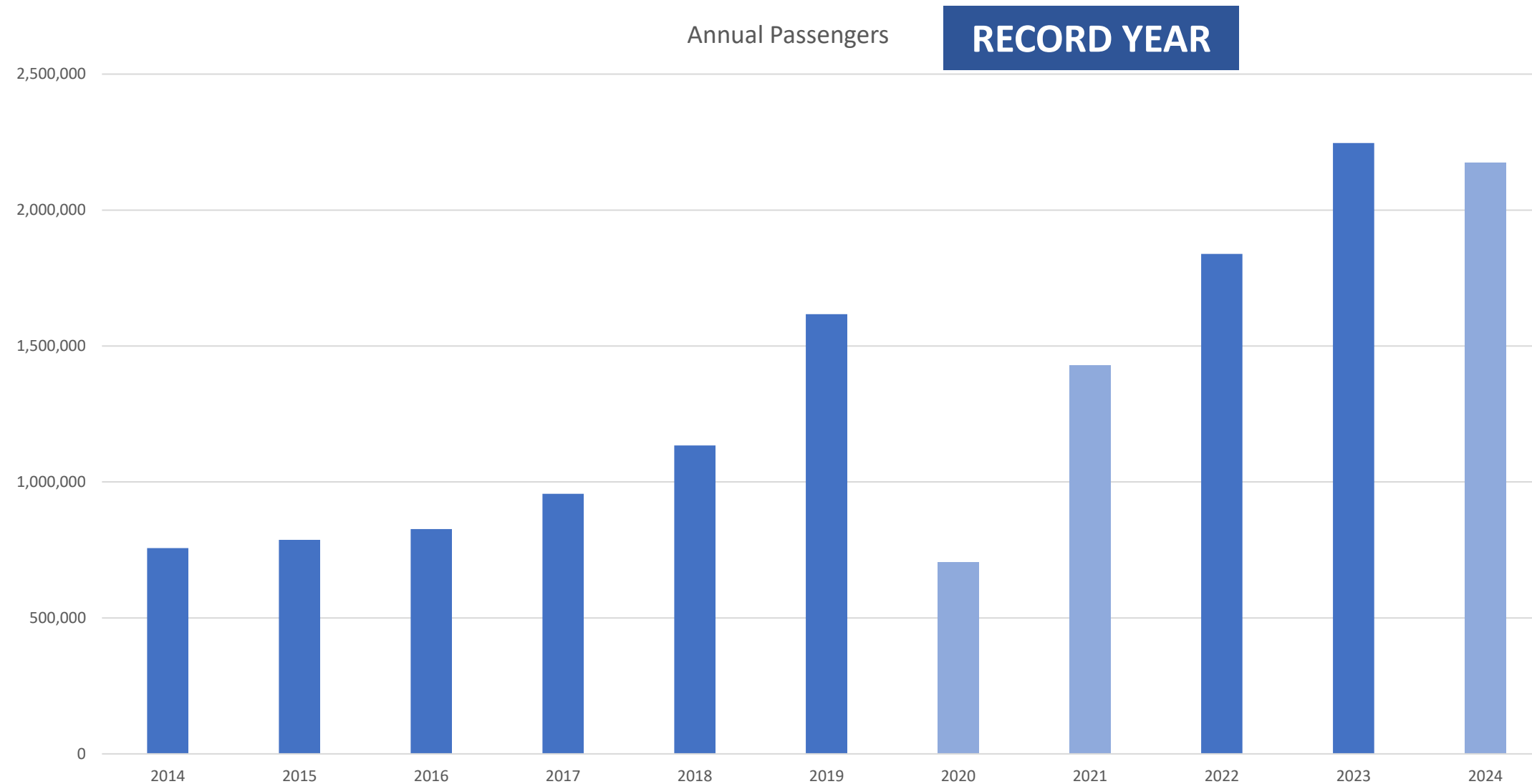
AVL TOP 20 UNSERVED MARKETS

Daily passengers: YE 3Q 2024



Sources: O&D data via Diio Mi, Google Maps, Great Circle Mapper, Ailevon Pacific Aviation Consulting analysis

8 record years in the past decade



Looking ahead –
there are some
headwinds:

*Economic
uncertainty in the
market

*Airline industry:
slowing profitability &
growth

AVL is a unique market, situated to manage headwinds better than other markets our size.

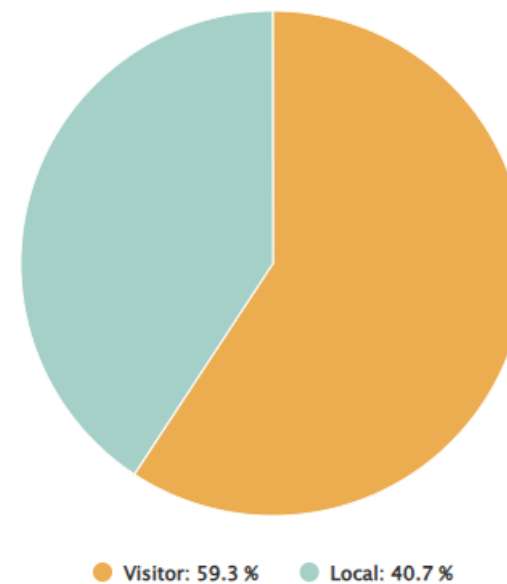
Most of the **routes at AVL are 50%-50% O&D markets** – which is unusual and appealing to airlines.

We have a **strong mix of low-cost and legacy airline products** at AVL.

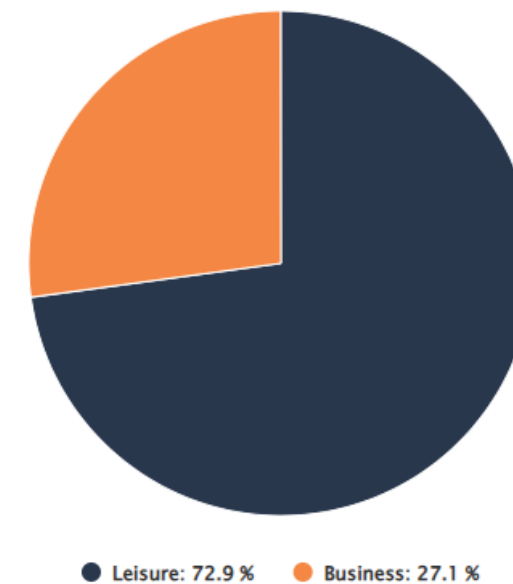
Plus:

- We have a **positive mix of visitor types**: tourists, bleisure, VFF (Visiting Friends & Family), business, second home-owners
- And **a region of people who travel by air often**.

ORIGIN OF TRAVEL — 2024

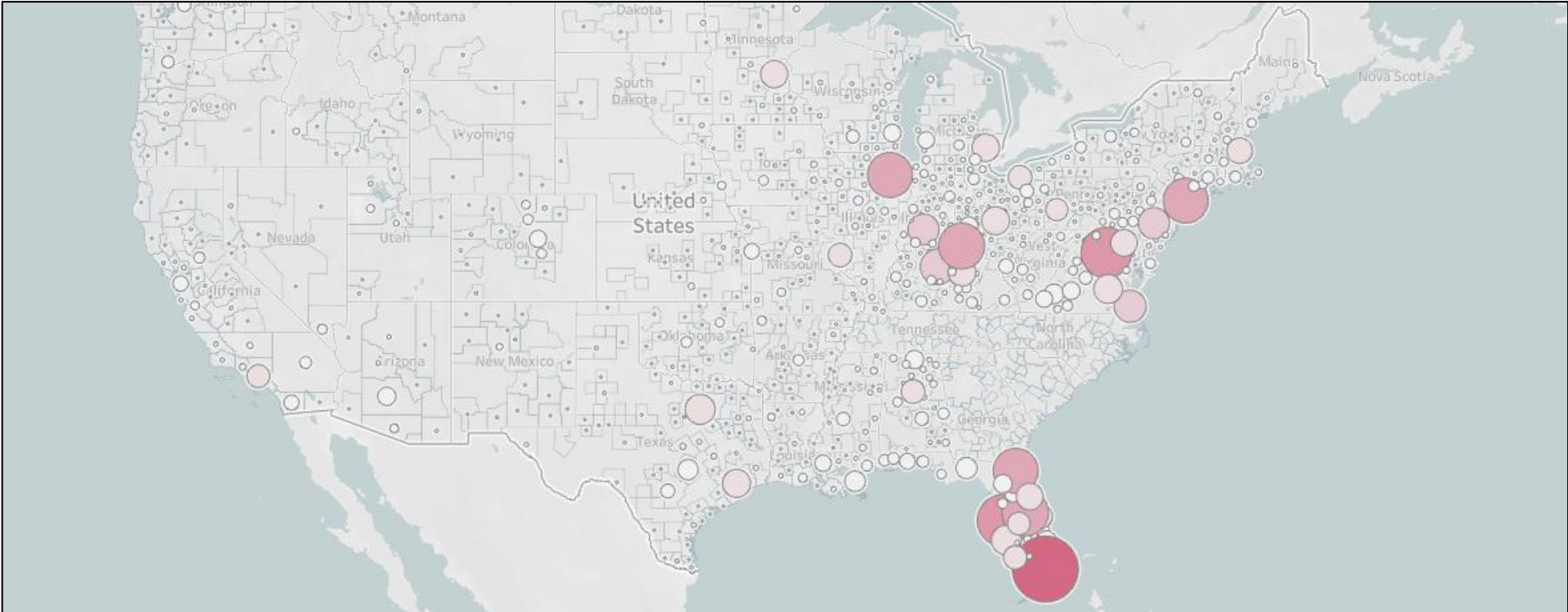


PURPOSE OF TRAVEL — 2024



Note: indicates unique travelers by zip code, not frequency of travel, CY2024. Unique local travelers fly via AVL more frequently than unique visitors.

.... Nearly 6,000 people per day from outside the region visited Asheville in 2024 (data through September 2024)



Note 1: Excluding GA, NC, SC & TN
Source: Mobility data Placer.AI, Ailevon
Pacific Aviation Consulting analysis focusing on geofence in downtown Asheville

Top 20 Markets by visitors to Asheville CBSA

Number of visitors per day: YE September 2024

1	Miami, FL	399	6	Cincinnati, OH	188	11	Philadelphia, PA	94	16	Columbus, OH	76
2	Tampa, FL	260	7	Jacksonville, FL	180	12	Dallas, TX	89	17	Detroit, MI	73
3	D.C.	253	8	Chicago, IL	178	13	Indianapolis, IN	89	18	Houston, TX	72
4	Orlando, FL	202	9	Louisville, KY	106	14	Sarasota, FL	87	19	Lexington, KY	71
5	New York City	199	10	Norfolk, VA	98	15	Richmond, VA	77	20	Minneapolis, MN	65
Total		5,782									

Explore Asheville | AVL Partnership is stellar!

- Monthly touch base/strategy sessions
- Event partnerships
- Air service recruitment/retention collaboration – ***including collaborative airline HQ visits post-Helene***





Moving AVL Forward



PHASE ONE – target completion: Summer 2025

- New north concourse
- Northern expansion of the ticket lobby
- Temporary TSA checkpoint

*Phase 1.5 – first expansion of
baggage claim by early 2026*



PHASE TWO – target completion: 2027

- New south concourse
- Grand lobby
- TSA checkpoint
- Second-level concessions plaza
- Southern expansion of ticket lobby
- Northern expansion of baggage claim





A look at what's to come

AVLFORWARD

Ticketing

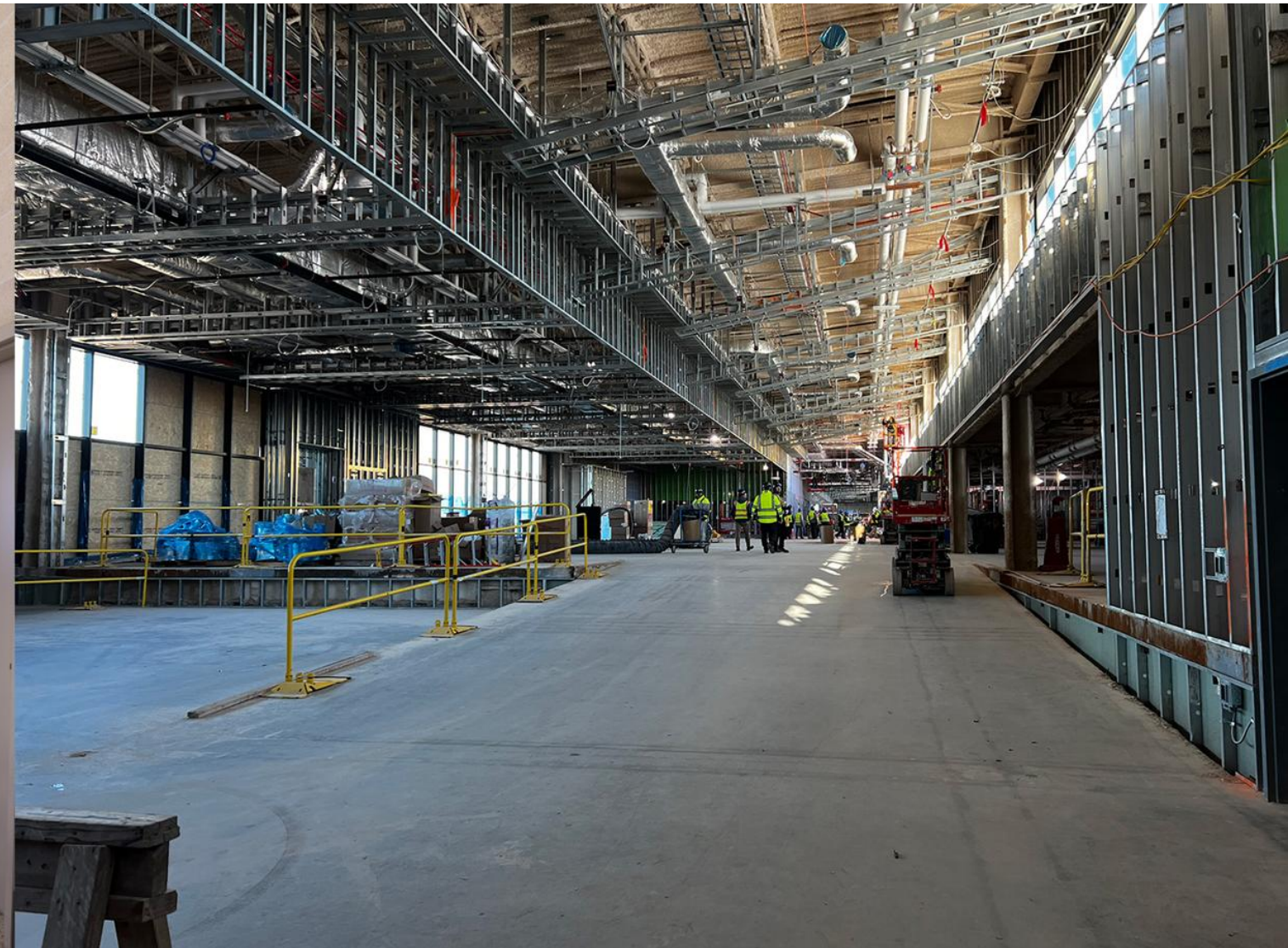
AVLFORWARD

EXPLORE THE SPACE 360° VIRTUAL TOUR



AVLFORWARD

Gate Area



Gate Area



AVL FORWARD

EXPLORE THE SPACE 360° VIRTUAL TOUR



AVL FORWARD



Ticketing



Gates



Virtual Tours



Phase One TSA Checkpoint



AVLFORWARD



New Air Traffic Control Tower

AVLFORWARD



Stay connected with us.

[Flyavl.com/AVLForward](https://flyavl.com/AVLForward)

Become a Space Explorer

Sign up for Window Seat, our monthly e-newsletter, delivered right to your in-box, where we share timely information about AVL.



EMAIL ADDRESS

SIGN UP

AVL FORWARD



LEW BLEIWEIS
President + CEO

lbleiweis@flyavl.com



MARKETING UPDATE SPRING 2025

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority



KEY MARKET INSIGHTS POST-HELENE

ORIGIN MARKET TRENDS

Key Takeaways

Regional Close-In Markets: Continue to represent the largest share of Buncombe County visitors. Their overall visitation patterns haven't shifted dramatically. The Charlotte market is pacing behind in recovery and is historically the largest origin market.

Markets West of Asheville: Distance to Asheville and travel barriers are a key factor with current visitation trends, with Knoxville out-visiting Nashville as a market. Western markets are pacing behind the recovery average when looking at lodging, visitation and spend metrics.

Major Metros: Major metros still make up similar market share in Buncombe County as they did prior to Hurricane Helene. Chicago shows a flat share if visitation but is recovering at a quicker pace than New York and Washington, DC.

Fly Markets: Midwest and Texas markets are outperforming Northeast markets with faster recovery rates and a demographic shift toward younger visitors. The family visitors from these markets are returning at slower rates.



ORIGIN MARKET DEMOGRAPHICS

Trends & Opportunities

Audience Insights:

- Post Helene visitors are skewing younger, varying by market.
- North Carolina origin markets are indicating family travel hasn't yet returned, with less children in household.
- On flip side, seeing significant increases in mid-sized fly markets in the 35-54 range with kids. Opportunity to grow audience with performance from these markets.

Action Items:

- Opportunity to bring back our family travelers regionally and beyond, specifically our Energetic Family audience profile (age 45-54 with kids).
- Opportunity in major fly markets to invite our Experience Enthusiasts visitors (age 55-64 with higher HHI) to return.



FY25 SPRING & SUMMER MARKET STRATEGY

Core Markets

*Revisited seasonally during the briefing stage for certain partnerships/tactics; Reference seasonal briefs for any shifts.
Indicates west of avl drive markets for tailored messaged

Atlanta
Charleston, SC
Charlotte, NC
Chattanooga
Cincinnati*
Columbia, SC
Fort Myers/Naples
Jacksonville
Lexington*
Louisville*
Miami/Fort Lauderdale
Nashville*
New York
Orlando
Raleigh/Durham
Tampa
Washington DC
West Palm Beach

Opportunity Markets

Baltimore
Boston
Chicago
Dallas/Ft Worth
Minneapolis
New York
Philadelphia

Focus Markets

Atlanta
Chicago
Nashville
Raleigh
Tampa
Washington DC

Travel Intent Market

Greensboro/High Point
Greenville/Spartanburg
Knoxville*
Tri-Cities TN/VA

Nonstop Flight Markets

**Markets will shift pending available flight routes and growth opportunity (pending available data from the Asheville airport).
** Indicates priority markets where creative will receive weighted spend.*

Austin
Boston
Chicago**
Dallas**
Denver
Destin – Fort Walton
Ft. Lauderdale
Houston
Key West
Las Vegas
Miami**
Minneapolis
Newark
New York City**
Phoenix
Philadelphia**
Orlando + Orlando/Sanford
Sarasota
St. Petersburg/Clearwater
Washington, D.C.
West Palm Beach



FLY MARKETS

Strategic partnerships and flight route support

Building on the Allegiant Partnership:

- In partnership with Allegiant and AVL Airport, we are investing in co-op advertising to promote the new direct flight from Washington, DC to Asheville.



Additional New Route Support:

- We partnered with *Good Morning Washington* to report live from Asheville in a five-day broadcast series timed around the launch of Allegiant's new direct flight from DC with one segment receiving a second airing during World Pride.



PERSONALIZATION: DIRECT FLIGHT CAMPAIGN

Customized messaging at scale through Bound personalization software

Explore Asheville launched a targeted direct flight campaign using the personalization platform Bound in late Feb 2025.

Dynamic landing page content was created for 23 nonstop flight markets. Personalized experiences were served based on users' locations.

Tailored Elements Include:

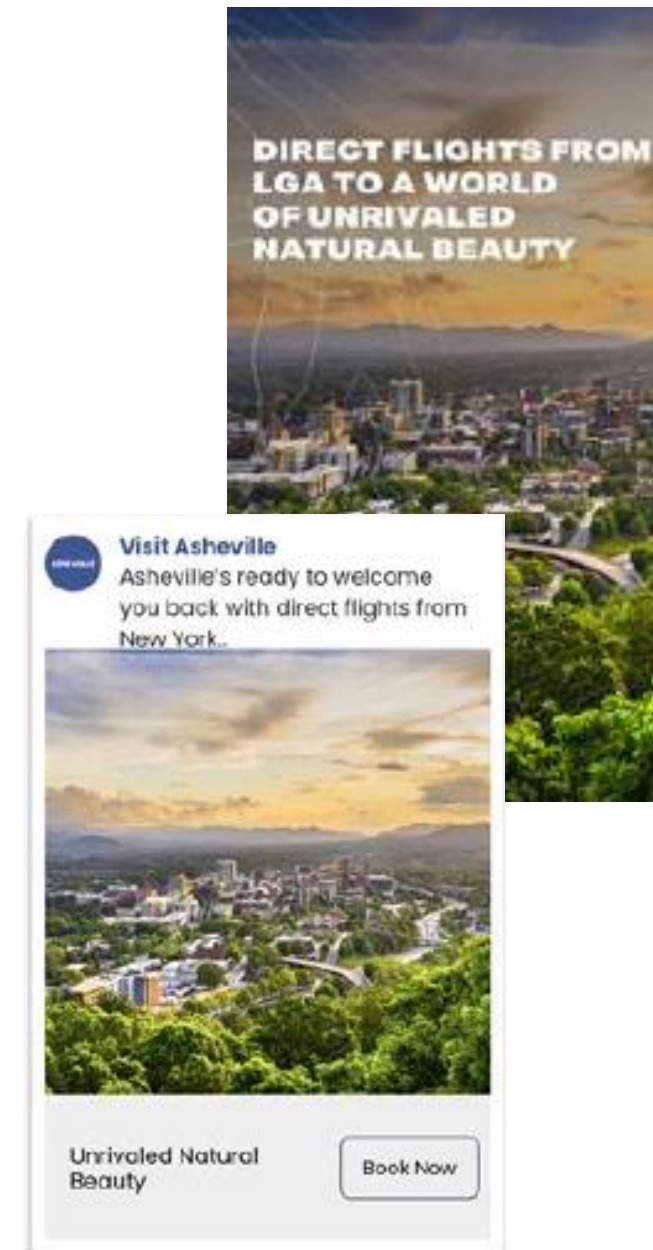
- Market-specific headlines and body copy
- Geo-tagged map graphics

How It Works:

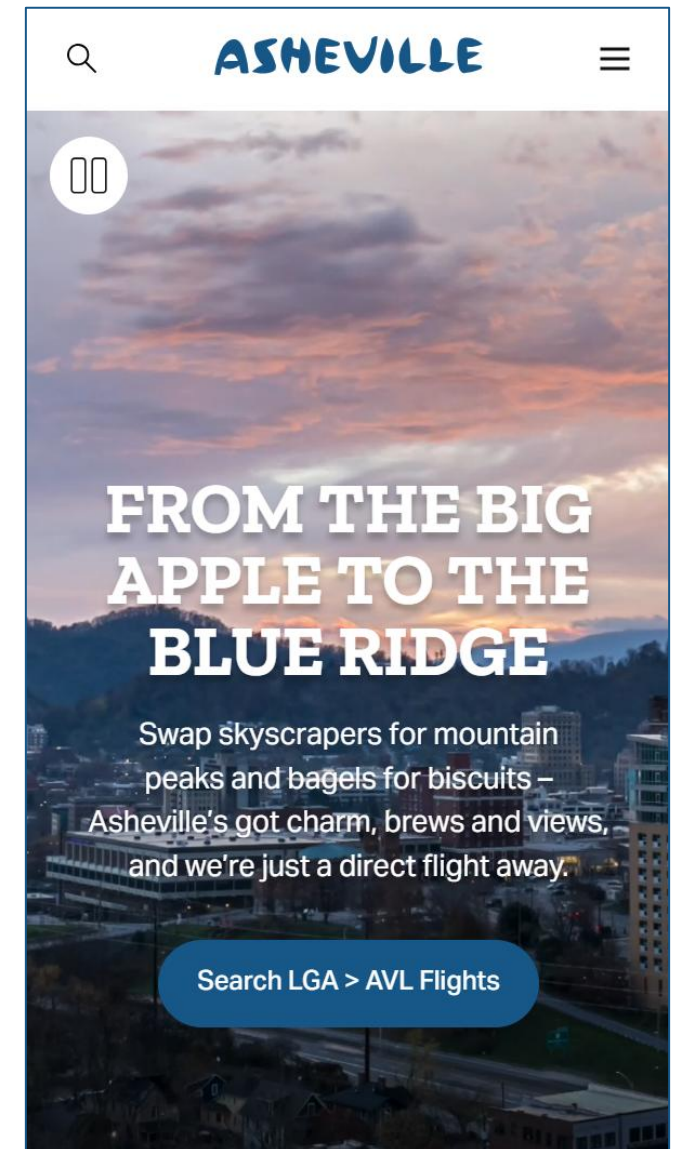
- Bound's code features talk to our geographic ad targeting, allowing website visitors to see a personalized Asheville area welcome tailored to their departure city.

Next Phase: Smarter Targeting, Deeper Customization

- Geotargeted website fly-ins to better direct users to their personalized direct flight page
- Expanded content personalization to include custom CTAs and itineraries



Example:
NYC



REGIONAL DRIVE MARKETS: WE'RE OPEN & READY

Building visitor confidence and serving up reasons to visit now

NEW ADVERTISING LANDING PAGES

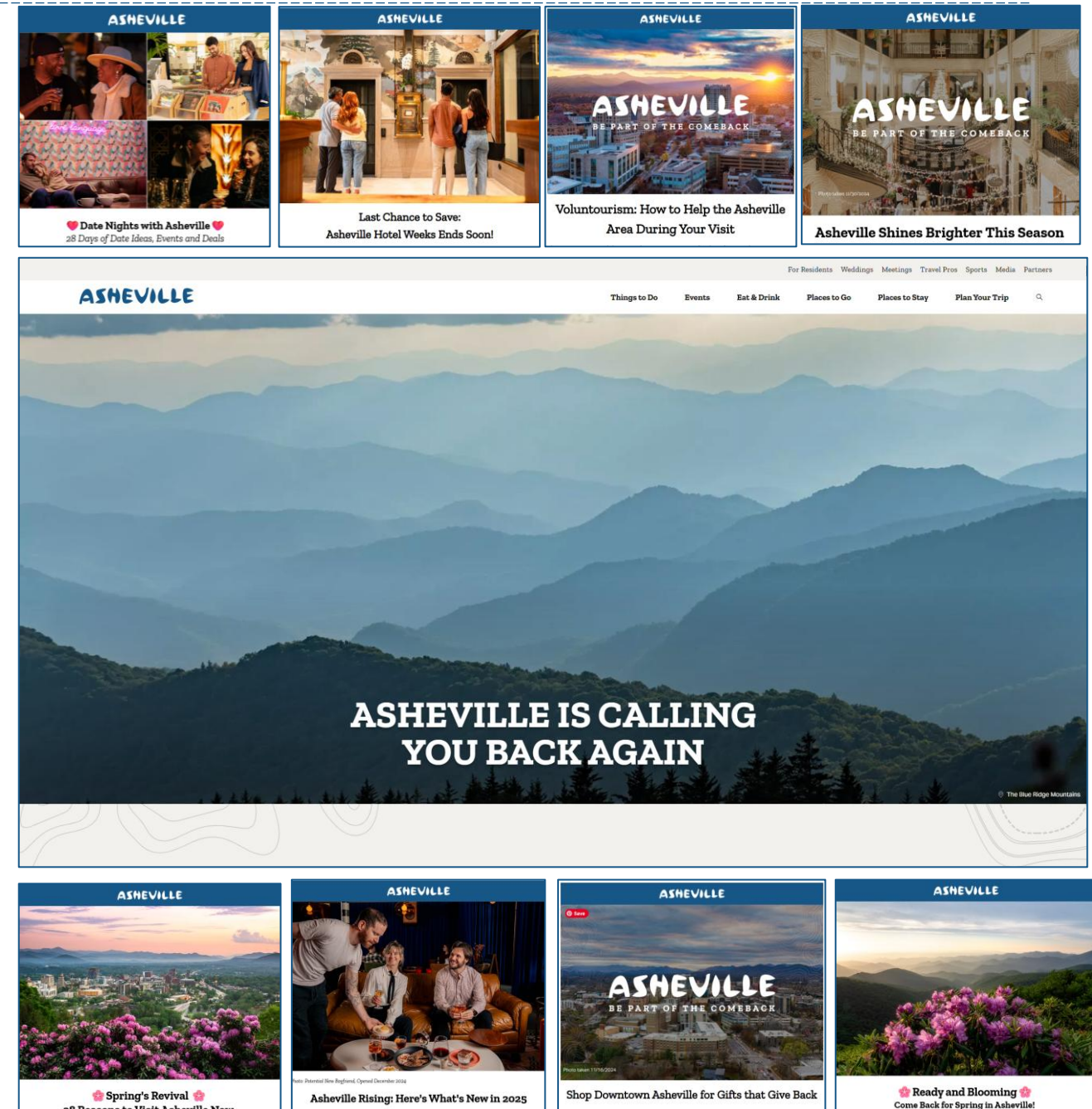
- Live content hub built to support drive-market recovery, blending practical trip-planning tools with seasonal inspiration.

CAMPAIGN ACTIVATION HIGHLIGHTS

- **Date Nights:** 28 themed itineraries launched Feb 1–29.
- **Asheville Hotel Weeks:** 25%+ off partner stays across the region during winter shoulder season.
- **Southeast Markets Focus:** Six additional marketing emails served to subscribers in NC, SC, VA, GA (List size: 50k+) began in December and continues today.
- **Strong Calls to Action:** Centered around limited-time lodging deals, can't-miss seasonal events and new openings.

ONGOING & ON THE HORIZON

- **E-news Campaigns:** Curated regional sends promoting packages, itineraries and campaigns.
- **Broadcast News Partnerships:** Paid/sponsored segments to expand reach via the voices of trusted local experts.
- **Ongoing PR and Media Outreach:** Regional focus—see clips.



RECOVERY MARKET OF FOCUS: CHARLOTTE

Combining earned and paid strategies to inspire our Charlotte neighbors

RECOVERY MARKET OF FOCUS

- Following data that showed slower recovery, Charlotte was moved from our Travel Intent Market list to the Core Market list. This shift allows for increased investment and consistent messaging to support stronger re-engagement.

PAID MEDIA SUPPORT:

- Linear/CTV Impressions - 916, 780
- Digital Impressions – 1,680,095
- Hearst Impressions – 10,320
- Equalpride Impressions – 56,191
- CLT Today Impressions – 510, 000

Total Paid Charlotte Impressions – 3,173,386

ON THE HORIZON

- Sponsored Broadcast: Positively Charlotte**
Explore Asheville is partnering with *Positively Charlotte* for a three-segment feature highlighting that the Asheville area is ready for visitors.
- Explore Asheville's partnership with **CLT Today** continues with an invitation to the RAD Renaissance event & a lead story inviting Charlotte readers to take a Mother's Day roadtrip.

Road trip to this Forbes-listed "Top 12 Travel Destination"

April 15, 2025 • Julia Pizzuto

Sponsored by Explore Asheville



Asheville's recovery by the numbers, six months after Helene

38 reasons to visit Asheville this spring, as the city's culture and beauty emerge stronger than ever.

March 28, 2025 • Julia Pizzuto

Sponsored by Explore Asheville



RECOVERY MARKET OF FOCUS: CHARLOTTE

Earned coverage through proactive PR



PITCHING BROADCAST COVERAGE:

Results and stations:

- WSOC: 11 stories | 490,026 viewers
- WCNC: 3 stories | 73,879 viewers
- WBTV: 2 stories | 29,314 viewers
- Spectrum: 4 stories | 39,297 viewers

ON THE HORIZON:

Continued proactive outreach:

- VOSOT TV packages featuring recovery milestones and reasons to visit
- WCNC series continues
- Satellite Media Tours

MAJOR ACCOLADES SINCE HELENE

Shining a light on the Asheville Area & Buncombe County

- The New York Times | "52 Places to Go in 2025"
- Forbes Travel Guide | "Top 12 Destinations for 2025"
- National Geographic | "10 places where families should travel in 2025"
- Tripadvisor | "#5 Food Destination in the U.S." in the "2025 Travelers' Choice Awards"
- Cosmopolitan | "35 Best Girls' Trip Destinations"
- Southern Living | "South's Best Cities 2025"
- USA Today | "10 Best Beer Cities in the U.S."
- The Points Guy | "Best Solo Trips for 2025"
- Blue Ridge Outdoors | "Top Large Town" in its "Top Adventure Towns 2024"
- Afar Magazine | "Black Mountain Most Charming Small Town in NC 2024"



We Ranked the 35 Best Girls' Trip Destinations in the U.S. to Book for Your Next Bestie-cation



12 best solo trips in the US for 2025

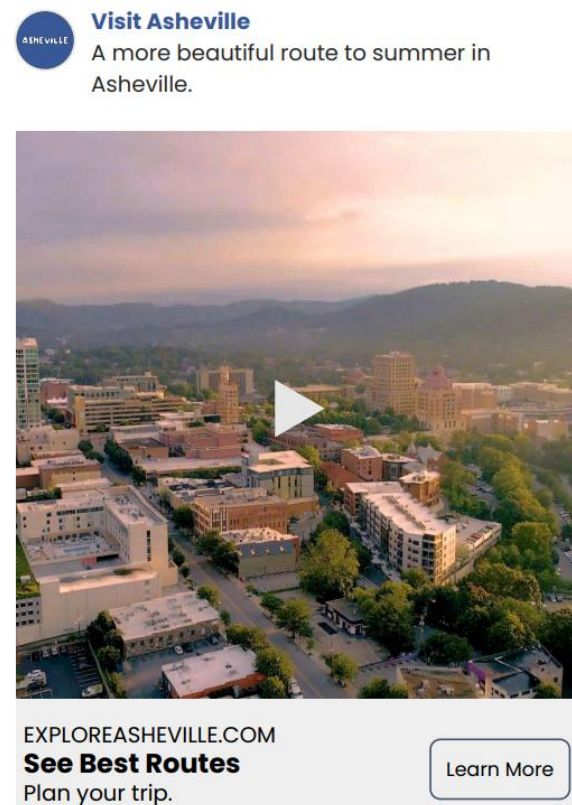
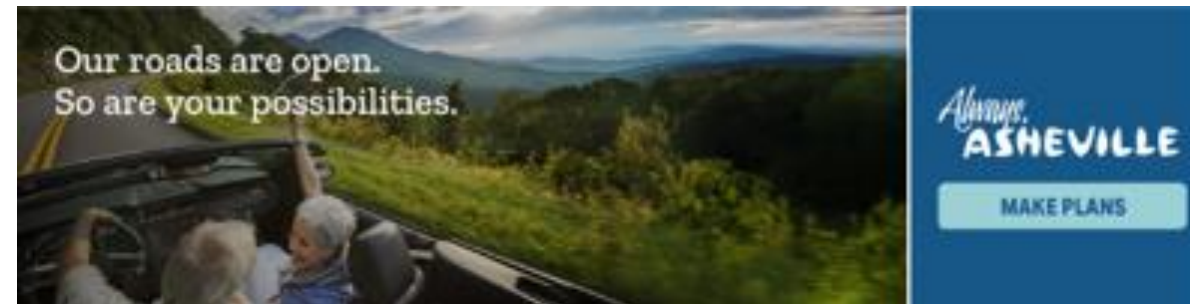
MARKETS WEST OF THE ASHEVILLE AREA

"Take the Scenic Route" and other strategies

- **Dedicated "Scenic Route" Editorial:** Custom content invites travelers from Tennessee and beyond to take the scenic route westward into the Asheville area, featuring drive itineraries and partner stops along the way.
- **Display + Paid Social Support:** Dedicated social media campaigns and paid digital content targets west-of-Asheville drive markets, using road trip-themed messaging to highlight the scenic journey and easy access.

ON THE HORIZON

- DOT projects more progress on I-40 from TN to NC by June 2025



GEOFENCING EFFORTS POST-HELENE

Greater emphasis on regional drive markets to support shorter booking windows.



Events on the Horizon:

- Luke Combs Exhibit – Country Music Hall of Fame, *Nashville, TN*
- Appalachian Trail Days, *Damascus, VA*
- Chicago Blues Festival, *Chicago, IL*
- Atlanta Food & Wine, *Atlanta, GA*
- Outside Festival, *Denver, CO*
- James Beard Awards Ceremony, *Chicago, IL*
- World Pride, *Washington, DC*

MAJOR MARKET BREAKTHROUGHS

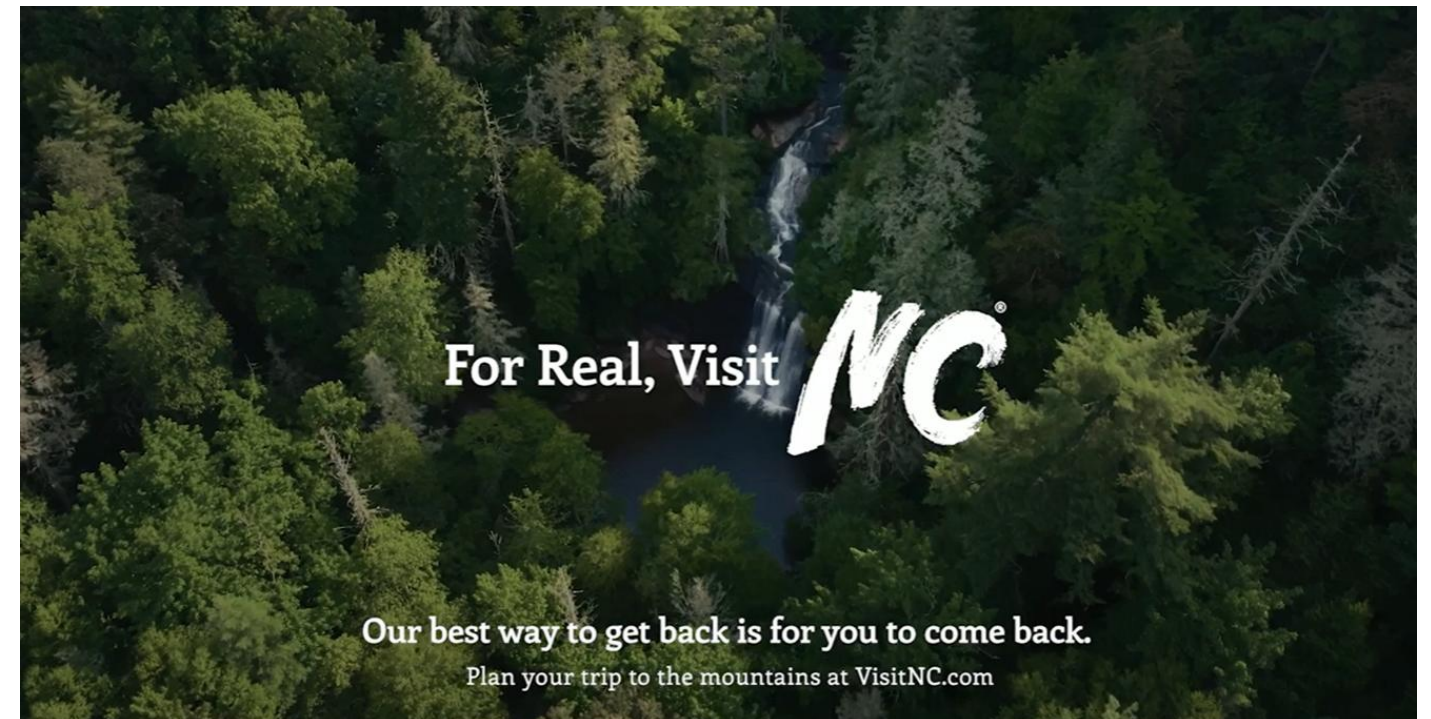
Visit North Carolina Co-op

VisitNC, our state tourism office, received \$4 million in HB47 for incremental promotion for Western North Carolina tourism recovery.

Explore Asheville and Visit NC partnering on \$2 million co-op campaign in key fly markets.

Bookend and sequential ads running together:

- **Traditional TV:** Morning news hours and prime time, targeting adults 55+ in NYC, CHI and DC.
- **Streaming TV:** Hulu, Disney, Paramount, Peacock and unskippable on YouTube TV.
- **Out of Home:** Digital billboards and POIs use Experian data to heatmap areas where our audiences are likely to visit.



MORE THAN 5.7M IMPRESSIONS

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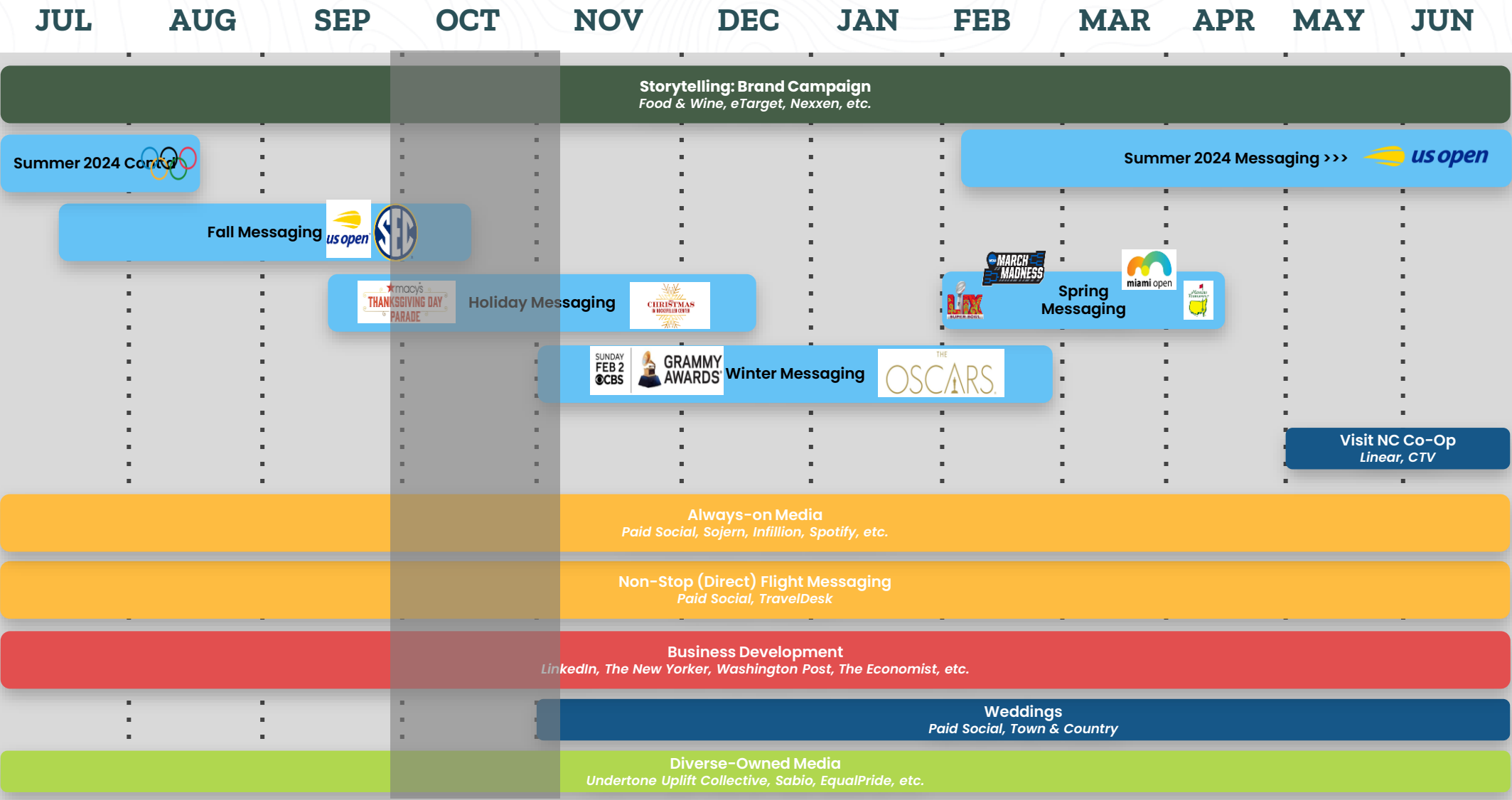


EXPLOREASHEVILLE.COM

FY25 PAID MEDIA

On the Horizon:

- **iHeart Radio** will come to Asheville to live report from the RAD Renaissance event, with lead-up content, day-of coverage, and on-site activations.
- **Asheville Activation** aimed at high value visitors at Bal Harbour Shops in Miami on Mother’s Day.
- **Oprah Daily Partnership** includes personalities Adam & Gayle in Asheville area filming and celebrating “25 years of friendship” while exploring Foodtopia.
- **Live Remotes** remain a key priority as we aim to showcase what Asheville looks like today. Travel reporter Tomeka Jones will join us in early June for a broadcast media tour across 10 key markets.
- **Linear** TV spots during the U.S. Open Golf Championship.



*Explore Asheville paid media was temporarily paused post-Helene, impacting the original flighting indicated within this chart.

GOING IN TOGETHER: MARKET STRATEGY NOW



SINCE HELENE: \$4.6M+ net media investment with additional \$4.7M+ in net media happening now through June.

QUESTIONS
INPUT
COMMENTS



CITY UPDATES

Vice Mayor Antanette Mosley





COUNTY UPDATES

Commissioner Terri Wells

EXPLORE
ASHEVILLE
POWERED BY Buncombe County Tourism
Development Authority



MISCELLANEOUS BUSINESS

Brenda Durden
BCTDA | Chair

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority



PUBLIC COMMENTS

Brenda Durden
BCTDA | Chair

**EXPLORE
ASHEVILLE**
POWERED BY | Buncombe County Tourism
Development Authority

LIVE VIRTUAL PUBLIC COMMENTS

Chair Brenda Durden

Members of the Public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting.

As of the 12:00 p.m. registration deadline on Tuesday, April 29, no requests to speak had been received.



LIVE VIRTUAL PUBLIC COMMENTS

Chair Brenda Durden

Upon arrival to this morning's BCTDA meeting, anyone who indicated a desire to make public comments completed the Public Comment Sign-In Sheet, affirming they agree to abide by the Rules of Decorum.



A FEW REMINDERS

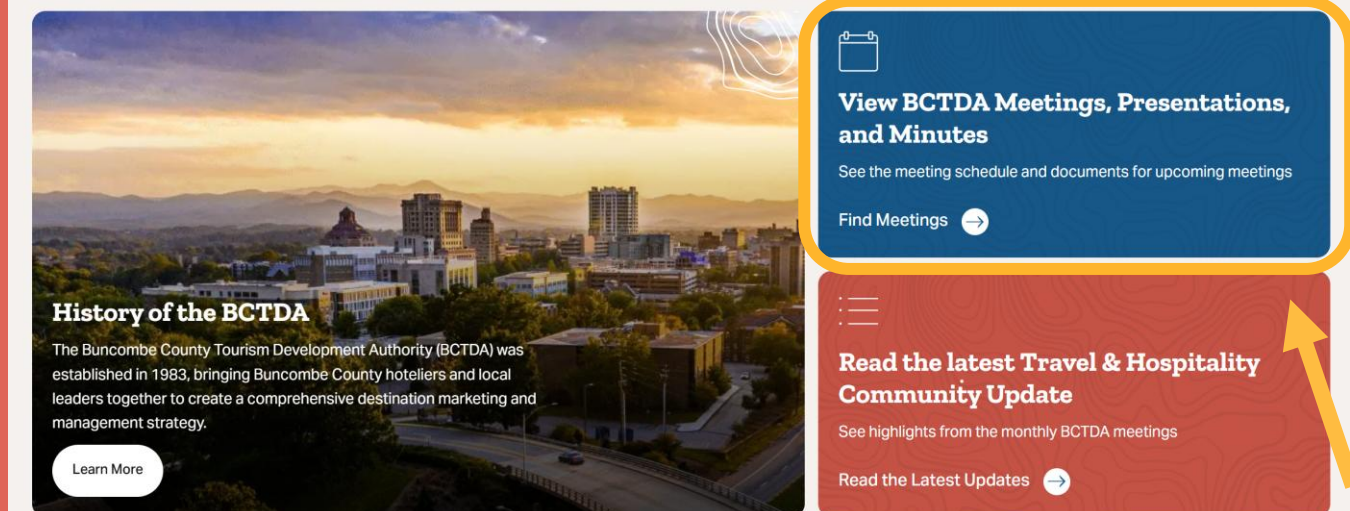
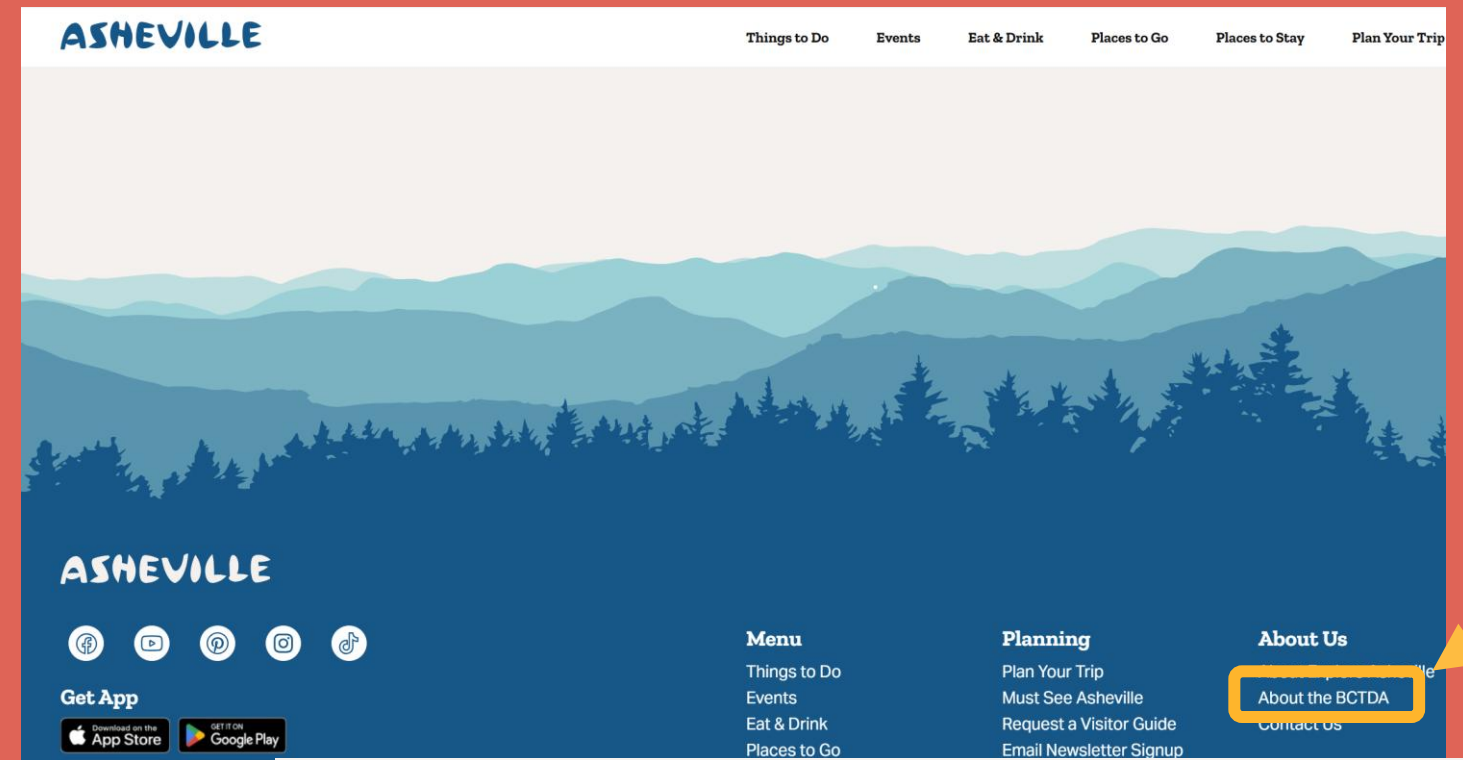
Chair Brenda Durden

Additional materials, including the PowerPoint presentation, will be posted online later today.

The next BCTDA meeting will be held on Wednesday, May 28, 2025, at 9:00 a.m. in the Explore Asheville Board Room.

For more information go to:

- ExploreAsheville.com
- About the BCTDA section
- View BCTDA meetings, presentations, and minutes



ADJOURNMENT

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to adjourn the BCTDA Meeting.

Motion Second

Discussion

Vote





THANK YOU

See you at the next BCTDA meeting!

Wednesday, May 28, 2025 | 9:00 a.m.

Explore Asheville Board Room | 27 College Place