

The background of the cover is a photograph of a mountain valley. In the foreground, there is a rocky outcrop on the left and dense green foliage. The middle ground shows rolling green hills leading to a valley with a lake. In the distance, more mountain ranges are visible under a hazy, purple-tinged sky.

Buncombe County
Tourism Development Authority

2002-2003

Marketing & Communications Plan



Message to the Industry

An aggressive marketing program combined with the addition of new product and a change in consumer demand led to a record-setting fiscal year for hotel sales in Buncombe County, despite the events of September 11 and an economic downturn. Overall hotel sales topped \$110,000,000 between July 2001 and June 2002, an increase of more than 14 percent. Asheville also exceeded the state average in occupancy levels and was nearly even in average daily rate. Revenue per available room posted gains during the fiscal year as well.

The challenge, of course, is to continue the momentum into the 2002-2003 fiscal year. While this plan promotes aggressive marketing strategies, it is the partnerships throughout the industry that will be instrumental as the Convention & Visitors Bureau (CVB) aims to increase visitation to Buncombe County.

Based on an anticipated sales increase of five percent, the budget devotes more than \$1.3 million in net advertising placement. In addition to a nearly year-round TV presence on national cable through the per inquiry method of buying, an extensive list of print publications is targeted. The advertising schedule also reflects a stronger focus on the Atlanta metro area which is one of the most significant core markets for Buncombe County and represents untapped potential.

Beginning in July, the Buncombe County Tourism Development Authority (BCTDA) will unveil a new creative campaign. Utilizing the theme of "Be Two Places at One Time," the campaign demonstrates the ability to have a variety of unique experiences in one destination.

In response to research pointing to an increase in family travel, some of the ad executions are designed to appeal to that target audience. Media placements through public relations efforts will augment the advertising and will also assist in the effort to generate awareness of Asheville as a family destination.

Marketing efforts through AAA travel offices will be expanded this year and opportunities for partner-involved packaging will increase. The CVB also plans to build on the success of the "We're Glad You're Here" program launched last fall.

While many communities continue to struggle with corporate and group travel, a goals-focused sales program is paying dividends for the community by generating substantial new booked room nights. Through continued relationship development and one-on-one sales calls, the sales staff is confident it will see those numbers climb.

This upcoming fiscal year also marks the next phase for developing new tourism opportunities in the community. Approximately \$1 million has been deposited into the new Tourism Product Development Fund thus far. The new revenue provides the tourism industry with viable options for jump-starting new product that will draw additional overnight tourists to the region, and the economic payoff that comes with them. The BCTDA will begin awarding monies to projects in September 2002.

As always, the Marketing/Communications Plan reflects input from the hospitality industry as well as a review of trends. The annual report provides background and measurements that reflect the outcome of the program of work for the 2001-2002 fiscal year.

If at any time this year you have any comments, please contact the CVB at 258-6111. Your feedback, suggestions and input continue to be a valuable contribution to the efforts of the CVB and BCTDA as it endeavors to make Asheville a recognized worldwide destination.



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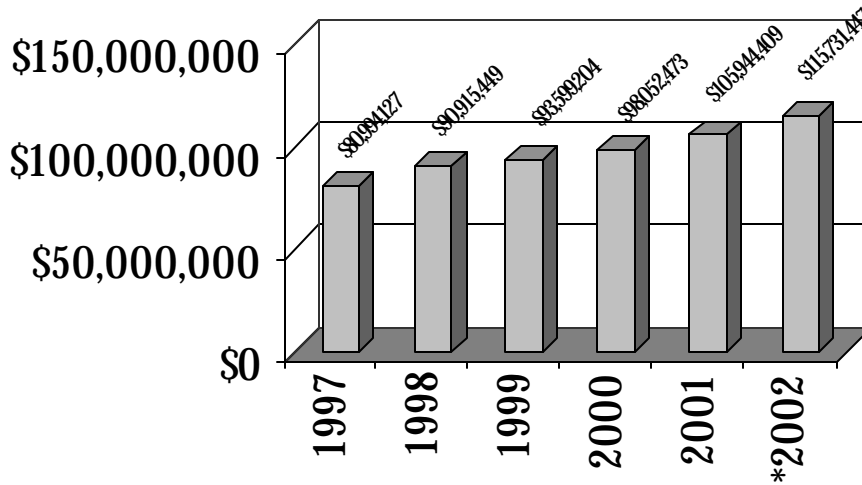
Annual Report

A Review of 2001-2002



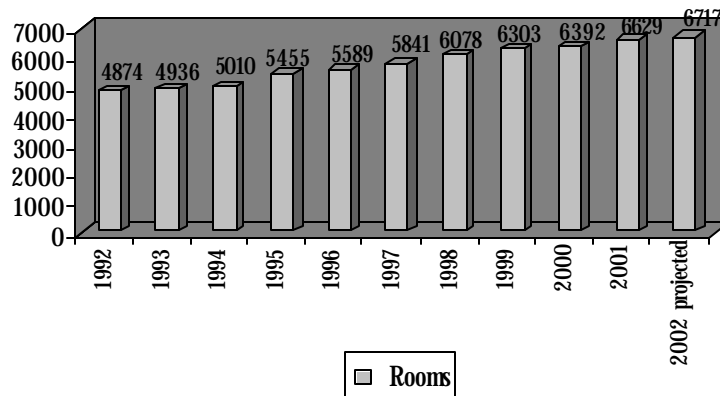
General Tourism

Hotel Sales



* Projected

Hotel Room Growth

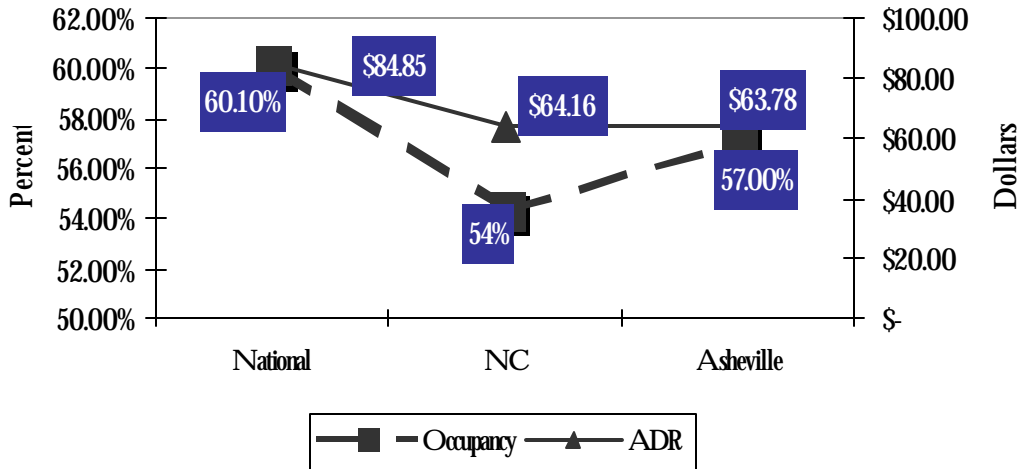


General Tourism



2001 Occupancy & Average Daily Rate

	2000		2001	
	Occupancy	A D R	Occupancy	A D R
National	63.70%	\$85.92	60.10%	\$84.85
North Carolina	58%	\$63.99	54%	\$64.16
Asheville	57.80%	\$63.11	57%	\$63.78





Marketing & Public Relations

Public Relations Placements

2000-2001		2001-2002**		Variance
Advertising Value (through May)	\$2,860,252.41	Advertising Value (projected)	\$4,800,000	40.4%
Column Inches (through May)	15,276	Column Inches (projected)	28,000	45.4%
Circulation (through May)	187,342,944	Circulation (projected)	205,000,000	8.6%
Significant Placements (through May)	374	Significant Placements (projected)	406	7.9%
Journalists Assisted (through June)	309	Journalists Assisted (projected)	250	(19%)

** Based on projected figures for May/June 2002. Actual figures were unavailable at print time.

Visitor Inquiries

	2000-2001	2001-2002
July	7,858	10,247
August	6,282	21,698
September	9,715	10,825
October	5,356	7,775
November	5,191	7,199
December	2,357	3,600
January	2,516	5,554
February	4,570	4,888
March	13,046	11,103
April	17,171	14,416
May	16,698	15,052
June	16,175	14,000
Total	106,935	126,357**

** Based on projected figures for June 2002. Actual figures were unavailable at print time.

Online Visitor Guide Requests

	2000-2001	2001-2002
July	1,788	2,771
August	1,705	3,054
September	2,299	2,123
October	1,709	2,321
November	634	1,642
December	608	873
January	713	3,755
February	592	2,456
March	602	3,246
April	728	3,739
May	1,794	4,796
June	2,646	2,506
Total	15,818	33,282**

** Based on projected figures for June 2002. Actual figures were unavailable at print time.

Marketing & Public Relations

Online Marketing Efforts



Visitor E-mail Newsletter Subscribers

	2000-2001	2001-2002
July-September	6,130	13,105
October-December	6,606	13,518
January-March	8,701	18,535
April-June	11,968	22,478

Autumn Advantage Packages

(August 9 - October 4, 2001)

Referral Source	User Sessions
Internet Marketing (banner ads & opt-ins)	20,385
Asheville CVB Visitor e-newsletter	1,817
News Release	44
Online Placement	502
Referring link-CVB & Chamber Home Pages	6,470

Mountain Holiday Getaway Packages

(November 1, 2001 - January 03, 2002)

Referral Source	User Sessions
Asheville CVB Visitor e-newsletter	2,365
News Release	36
Referring link-CVB & Chamber Home Pages	4,329

Asheville Winter Solstice Packages

(February 1 - March 28, 2002)

Referral Source	User Sessions
Asheville CVB Visitor e-newsletter	807
News Release	90
ExploreAsheville.com Home Page	2,893
ExploreAsheville.com Accommodations Page	253

Spring Savers Packages

(April 2 - May 23, 2002)

Referral Source	User Sessions
Internet Marketing (banner ads & opt-ins)	1,168
Our State Magazine Ad Placement	33
Asheville CVB Visitor e-newsletter	1,070
News Release	267
Online Placement	905
ExploreAsheville.com Home Page & Internal Pages	3,486



Meetings & Conventions

	2000-2001	2001-2002**	Variance
Leads Distributed	242	260	7.4%
Room Nights in Leads	83,592	106,434	27.3%
Booked Room Nights	32,591	60,512	85.7%
Conversion	39%	56.8%	17.8%
Economic Impact of Booked Business	\$12,491,147	\$28,562,124	128.7%

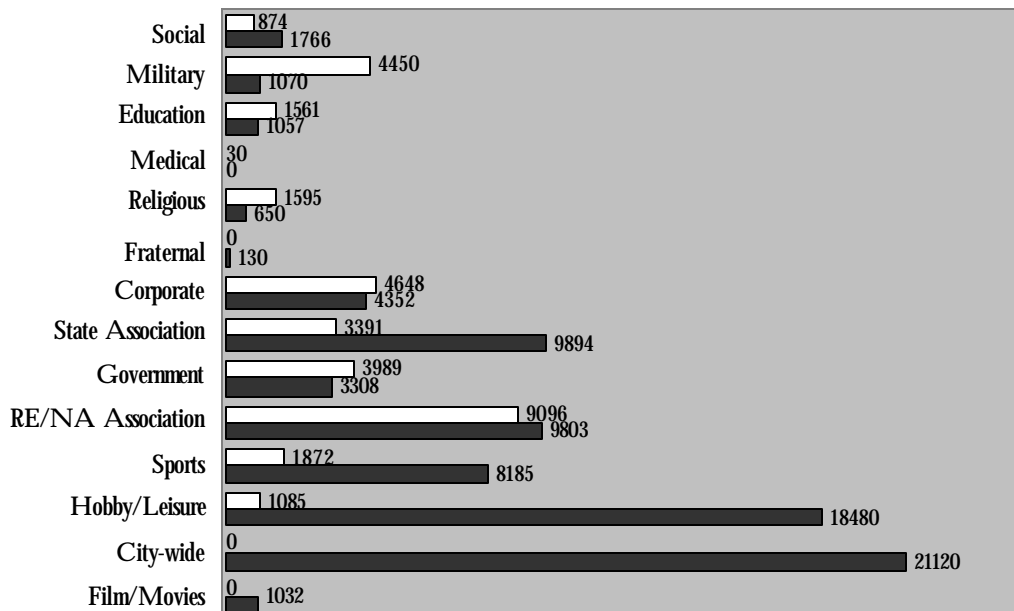
** Based on projected figures for June 2002. Actual figures were unavailable at print time.

Booked Room Nights by Market

	2000-2001	2001-2002**
Social	874	1,766
Military	4,450	1,070
Education	1,561	1,057
Medical	30	0
Religious	1,595	650
Fraternal	0	130
Corporate	4,648	4,352
State Association	3,391	9,894
Government	3,989	3,308
RE/NA Association	9,096	9,803
Sports	1,872	8,185
Hobby/Leisure	1,085	18,480
City-wide	0	21,120***
Film/Movies	0	1,032

** Based on projected figures for June 2002. Actual figures were unavailable at print time.

***Numbers calculated in other market segments.



Visitor Center

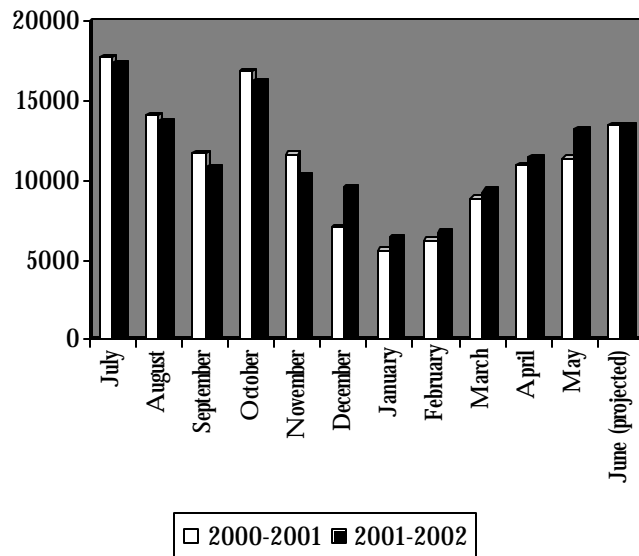


Visitor Center Count

	2000-2001	2001-2002
July	17,817	17,492
August	14,146	13,803
September	11,760	10,804
October	16,998	16,345
November	11,648	10,302
December	7,132	9,586
January	5,661	6,468
February	6,310	6,798
March	8,965	9,358
April	10,956	11,456
May	11,388	13,209
June	13,462	13,470
Total	136,243	139,091**



** Based on projected figures for June 2002. Actual figures were unavailable at print time.





Convention Services

	2000-2001	2001-2002**	Variance
Groups Serviced	325	325	0%
Motorcoaches Serviced	129	66	(95.5%)
Economic Impact	\$23,251,958	\$21,549,470	(7.9%)
Hospitality Tables	38	34	(11.8%)
Conventions Welcomed	13	14	7%
Walk-ins/Call-ins Serviced	515	391	(31.7%)

** Based on projected figures for June 2002. Actual figures were unavailable at print time.

Group Tour (Motorcoach)

	2000-2001	2001-2002**	Variance
Leads Generated	274	202	(35%)
Actual Tours	732	580	(26.2%)
Room Nights	18,565	15,594	(19%)
Economic Impact	\$2,819,984	\$2,358,398	(19.6%)

** Based on projected figures for June 2002. Actual figures were unavailable at print time.

International

	2000-2001	2001-2002**	Variance
Contacts Generated	167	87	(92%)

** Based on projected figures for June 2002. Actual figures were unavailable at print time.



2002-2003

**Marketing &
Communications Plan**



Advertising

Tourism Marketing Business Objective

To increase occupancy tax revenues by 3.5 percent over the 2001-2002 fiscal year.

Media Objective

Continue to build brand awareness for the destination in an effort to generate quality inquiries and attain business goal.

Media Strategies

- Select publications based on past inquiries, conversion results, cost per conversion and cost per inquiry.
- Develop an integrated marketing plan that will create more impact and awareness.
- Primary target audience is adults aged 35-54 with an average household income of \$50,000 or more.
- Geographic target markets

Core

Atlanta, GA
Charlotte, NC
Columbia, SC
Greensboro/W-S, NC
Miami, FL
Orlando, FL
Raleigh/Durham, NC
Sarasota/Bradenton, FL
Tampa/St. Petersburg, FL
West Palm Beach, FL

Venture

Texas
Nashville, TN
New York City D.M.A.
Ohio Valley (Cincinnati, Dayton)
Washington, D.C.

- Time media placements to promote seasons in the following order of priority:
 1. Mid-June through mid-August
 2. Mid-March, April, May and early June
 3. August, September
 4. October
 5. November, December (Holiday Season)
 6. January, February, early March

Advertising



Media Tactics

- Primary magazine overview:

AAA Go	National Geographic Traveler
AAA Going Places	Parade Magazine
Arthur Frommer's Budget Travel	People Magazine
Better Homes & Gardens	Reader's Digest
Ladies Home Journal	Southern Living

- Magazine circulations have primarily been bought in regions east of the Mississippi River.
- The majority of the media buys are designed to affect business in the top three seasons: Spring, Summer and Fall.
- Purchase a blend of large space impact print ads and limited small space support ads.
- Continue television advertising to provide potential visitors with an expanded view of the total Asheville experience. Television buys will account for approximately 26% of the media budget utilizing Per Inquiry TV.
- Focus additional attention on the Atlanta, GA market using several forms of media.
- Purchase selected media insertions (based on editorial content) to reach the family market.
- Continue with fourth consecutive year of cooperative advertising (Ad Fair held 2/8/02) using the most successful publications from the past:

AAA Go	Group Tour Magazine
AAA Going Places	Raleigh News & Observer
Charlotte Observer	Southern Living Magazine

- Participate cooperatively with the NC Division of Tourism, Film and Sports Development in:

NC Travel Guide
NC Outdoor Recreation Guide
Cooperative Advertising Program



Advertising

Creative Strategies

Positioning Statement: Asheville is a unique historical mountain destination hub offering visitors a heritage-rich experience.

- Initiate a new creative campaign, “Be Two Places At One Time,” that emphasizes the mountains and natural beauty appeal of the destination as well as the great variety of activities available.
- These ads follow the central themes

Mountains
Natural Beauty
Arts & Crafts
Unique Shopping
Cultural Diversity

Downtown Architecture
Soft Adventure
Romantic Escape
Rejuvenation

- Utilize large, impact print ads as well as smaller space activity-targeted ads.
- The new “Be Two Places At One Time” television commercials (two versions) will be produced and begin running in late summer of 2002.
- The new creative campaign will also include specific executions targeting family vacations.
- New photography will be shot for the new print ads and will also be available for public relations and other collateral uses.
- A variety of Internet advertising vehicles will be developed to keep the look fresh on a consistent basis throughout the year.



New creative concept sketch

Media Selection



Publication	Circulation	Geographic Coverage
General Tourism		
AAA Go Magazine	740,000	NC, SC
AAA Going Places	2,800,000	FL, GA, W.TN
Arthur Frommer's Budget Travel	500,000	National
Atlanta Journal Constitution	2,128,000	Atlanta (GA)
Better Homes & Gardens	160,000	Atlanta (GA)
Charlotte Observer	350,000	Gaston (NC), Lincoln (NC), Mecklenburg (NC), Chester (SC), Lancaster (SC) and York (SC) Counties
Ladies Home Journal	75,700	Atlanta (GA)
Leisure South Family Travel Insert	1,000,000	AL, FL, GA, KY, LA, MD, MS, NC, OH, PA, SC, TN, VA, WV
National Geographic Traveler	450,000	AL, CT, DE, D.C., FL, GA, IL, IN, KY, ME, MD, MA, MI, MS, NH, NJ, NY, NC, OH, PA, RI, SC, TN, VT, VA, WV, WI
N.C. Outdoor Recreation Guide	125,000	Official N.C. piece
N.C. Travel Guide	800,000	Official N.C. piece
Parade Magazine	7,990,000	WV, TN, KY, NC, SC, GA, AL, MS, FL, MO, AK
People Magazine	554,000	AL, AK, FL, GA, KY, MS, NC, SC, TN
Preprint Direct Mail (Atlanta)	50,000	Atlanta (GA)
Raleigh News & Observer	182,000	Wake, Durham, Orange, Johnston and Cumberland Counties
Reader's Digest	2,980,000	AL, AK, Dallas-Ft. Worth, FL, GA, Houston, LA, MS, NC, SC, St. Louis, TN, VA
Southern Living Magazine (August & January)	1,180,000	DC, DE, FL, GA, MD, NC, SC, VA, WV
Southern Living Magazine (May)	1,660,000	AL, DC, DE, FL, GA, KY, MD, MS, NC, SC, TN, VA, WV
Travel Council of N.C. Nsp Insert (Fall)	750,000	Charlotte, Raleigh, Greensboro, Fayetteville, Richmond (VA), Augusta (GA), Charleston (SC), Knoxville (TN), Ft. Lauderdale (FL), Miami (FL)
Travel Council of N.C. Nsp Insert (Spring)	775,000	Charlotte, Raleigh, Greensboro, Fayetteville, Baltimore (MD), Columbus (GA), Dayton (OH), Greenville (SC), Norfolk (VA), Tallahassee (FL)
Meetings & Conventions		
Atlanta Business Chronicle	29,600	Atlanta (GA)
Charlotte Business Journal	13,900	Charlotte (NC)
Successful Meetings	75,050	National
Motorcoach		
Courier Magazine	6,000	National
Group Tour Magazine	10,000	DE, MD, DC, VA, NC, SC, GA, FL



Media Recommendation

PUBLICATION	2011																																														
	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE		
GENERAL TOURISM																																															
AAA GO MAGAZINE																																															
AAA GOING PLACES																																															
ARTHUR FROMMER'S BUDGET TRAVEL																																															
ATLANTA JOURNAL CONSTITUTION																																															
ATLANTA MARKET INSERTS																																															
CHARLOTTE OBSERVER																																															
LADIES HOME JOURNAL/ BETTER HOMES & GARDENS																																															
LEISURE SOUTH FAMILY TRAVEL INSERT																																															
NATIONAL GEOGRAPHIC TRAVELER																																															
N.C. OUTDOOR RECREATION GUIDE (Annual)																																															
N.C. TRAVEL GUIDE (Annual)																																															
PARADE MAGAZINE																																															
PEOPLE MAGAZINE																																															
RALEIGH NEWS & OBSERVER																																															
READERS DIGEST																																															
SOUTHERN LIVING MAGAZINE																																															
TRAVEL COUNCIL OF N.C. NEWSPAPER INSERT																																															
INTERNET																																															
TELEVISION																																															
MEETINGS & CONVENTIONS																																															
ATLANTA BUSINESS CHRONICLE																																															
CHARLOTTE BUSINESS JOURNALS																																															
SUCCESSFUL MEETINGS																																															
MOTORCOACH																																															
COURIER																																															
GROUP TOUR MAGAZINE																																															

Public Relations



Objective

Generate editorial placements that reach \$4 million in advertising value.

Strategies

- Continue a proactive media outreach program with an emphasis on customization and targeting.
- Complement seasonal advertising campaigns with media outreach with an added emphasis on venture markets and Web-based PR.
- Continue to use media efforts to target niche markets.
- Educate the region about the benefits of tourism in order to maintain support of marketing efforts.
- Use research to help guide marketing efforts and to gauge perceptions of customers and the community.
- Maintain measurement tools to gauge the effectiveness of existing and new projects.

Tactics

Media Relations

- Continue to write and distribute news releases and story idea sheets.
- Target key journalists and productive freelance writers by customizing specific story pitches and materials.
- Identify and respond to pitch opportunities that are generated through outside sources such as SATW and TIA.
- Write and distribute quarterly calendars to send to both newspapers and magazines to ensure event placement.
- Develop and design seasonal support materials and market-specific collateral as needed.
- Conduct media trips
 - Atlanta/Birmingham Southern Living event
 - Southeast fall foliage
 - NYC Media Event (NCACVB)
- Attend SATW marketplace.
- Continue an increased emphasis on targeting the family market.



Public Relations

Tactics (Media Relations), continued

- Continue local tourism awareness campaign which would include the following
 - The continued use of National Tourism Week as a forum for promoting the industry.
 - Book speaking engagements to tell the tourism story.
 - Continue Tourism E-News, an e-mail newsletter sent monthly to a targeted list of community leaders.
 - Development of statistics section on new AshevilleCVB.com Web site.
- Continue to seek television and radio placement through the following activities
 - Sending b-roll to pre-qualified TV news producers for seasonal promotions.
 - Targeting viable cable outlets such as Travel Channel, HGTV, Food Network, CNN and The Weather Channel.
 - Continued targeting of broadcast media as part of media tour efforts.
 - Pitching radio shows particularly in conjunction with seasonal opportunities such as fall foliage and the holidays.
- Utilize editorial calendars to organize a list of placement opportunities. Develop pitches that coincide with selected editions.
- Assist with sales efforts by targeting trades and coordinating coverage to complement sales blitzes.
- Continue to use measurement tools to track effectiveness of media relations efforts and examine the value of specific projects by:
 - utilizing a clip service.
 - tracking PR-specific phone inquiries.
 - measuring Internet usage, e-mail requests and online placements.

Research

- Undertake research that will assist in the effective placement of media.
- Maintain contract with Smith Travel Research to assist in the ongoing monitoring of the Buncombe County tourism industry and its competitive standing.
- Continue ongoing intercept studies so as to complete one full-year cycle.
- Use e-mail database as a resource for quick surveys as needed.
- Maintain relationship with County officials who assist in providing key tax data that is used in various tourism economic impact reports.
- Explore opportunities for cooperative research with other industry partners.

Web Development and Online Marketing



Objectives

- Increase Web site usage by five percent over 2001-2002.
- Secure at least 40 online placements or links.
- Increase the number of bookings of packaged room nights by 10 percent over 2001-2002.

Strategies

- Continue to expand Web site content so as to maximize conversion potential.
- Provide methods for optimal navigation and searchable criteria that consumers indicate they want in a travel Web site.
- Further develop an online outreach program that incorporates e-mail newsletters and viral marketing opportunities.
- Utilize PR placement and search engine optimization to maximize traffic generation to the Web site.
- Utilize the Web to increase communication with industry partners and provide general tourism business information.
- Provide opportunities to convert Web lookers to actual bookings.

Tactics

- Begin the process of transitioning to a database-driven site.
- Create Web pages to complement seasonal and marketing promotions.
- Maintain a year-round effort to promote “hot deals” and packaging opportunities through the ExploreAsheville.com Web site.
- Research, write and distribute fall color & spring bloom Web pages.
- Work with BCTDA to identify new content areas for the Web site.
- Upgrade existing portions of the Web site as needed.
- Maintain ongoing calendar-of-events listings.
- Develop AshevilleCVB.com Web site for enhanced partner communications.



Web Development and Online Marketing

Tactics, continued

- Target e-zines and travel-oriented Web sites for editorial placement and links.
- Continue to monitor search engine placement, utilize strategies for effective placement and actively identify new opportunities for portal listings.
- Produce online newsletter that is sent to e-mail subscriber list.
- Look for opportunities for utilizing viral marketing and other visitation generators to increase traffic to the Web site and increase awareness of Asheville.



Tourism Promotions



Objective

To increase the number of AAA booked room nights by seven percent over 2001-2002.

Strategies

- Continue to raise awareness and working knowledge of Asheville among AAA auto touring counselors in core and venture markets.
- Enhance communication with auto touring counselors so they are aware of current package offers, community events, product updates, etc.
- Work with NCACVB for additional exposure in the AAA markets.
- Continue to develop marketing opportunities within the different clubs that incorporate services offered by our industry partners.
- Continue to explore and develop strategic alliances with corporate entities.
- Maintain measurement tools to gauge the effectiveness of existing and new projects.
- Streamline the committee structure to best utilize our industry partners time.

Tactics

AAA Marketing

- Sponsor an event in concert with attendance at the 2002 AAA Carolinas annual tradeshow in Asheville.
- Host one AAA auto touring counselors' FAM trip to Asheville: in Spring 2003 (Dedicated club FAM)
- Continue the AAA Explore Asheville quarterly newsletter geared to AAA auto travel counselors. Incorporate an e-mail version into the plan of work.
- Investigate and inform the community of opportunities currently available in AAA driven publications promoting short-term consumer packages.
 - AAA Auto Club South - Slip-aways
 - AAA Carolinas
 - AAA Mid-Atlantic - AAA Exclusive Getaway Vacations
- Conduct AAA collective training trips to:
 - Florida
 - Kentucky or Ohio



Tourism Promotions

Tactics (AAA Marketing), continued

- Continue to distribute 2003 Visitor Guide, leisure market video and Asheville poster to AAA auto touring agents in core and venture market areas.
- Work in conjunction with NCACVB on joint marketing programs targeting AAA offices.
- Merge the AAA Task Force and the Group Tour Development Committee into the Tour and Travel Development Committee to encompass more of a general tourism focus.

Marketing Promotions

- Conduct one 1-800-VISITNC collective operator training session.
- Sponsor one quarterly 1-800-VISITNC operator luncheon presentation at NC call center.
- Work closely with Journal Communications to enhance and publish the 2003 Visitor Guide.
- Work in conjunction with NCACVB and Southeast Tourism Society on joint marketing efforts.
- Coordinate Asheville's participation in consumer travel shows.
- Maintain awareness of ways we may utilize the updated North Carolina Division of Tourism, Film and Sports Development's Extranet system to access up-to-date information about visitors inquiring about the mountain region.

Meetings and Conventions



Objective

To book 61,050 room nights for 2002-2003, a 10 percent increase over 2001-2002.

Strategies

- Streamline sales approach to maximize results.
- Continue to focus on new business with emphasis on association and corporate drive markets.
- Maintain presence in New York for corporate market.
- Utilize telemarketing for prospecting and pre-qualifying.
- Update collateral.
- Develop more one-on-one sales opportunities.
- Target regional associations, drive market corporate, soccer, military reunion and religious markets.
- Showcase area to planners one-on-one.
- Develop and implement strategy for hobby/leisure and city-wide groups.

Tactics

- Cooperative ad placement in the following meeting publications to enhance Asheville's presence in the meetings market:

Successful Meetings Carolinas	November 2002 Issue
Atlanta Business Journal	September 2002 Issue
Charlotte Business Journal	February 2003 Issue
The Reunion Network (Web site and listing)	

- Update of Meeting Planner's Guide with new advertisers and informational pages.
- Attend the following trade shows:

<u>Show</u>	<u>Market</u>
Affordable Meetings	Corporate, SMERF, Association
Overseas Brats	Military Reunion
AENC	State Association
RCMA	Religious
Springtime In The Park	Regional/National Association
The Reunion Network	Reunions - Military & Family
Corporate World Travel	Corporate



Meetings and Conventions

Tactics, continued

- Conduct a Military FAM.
- Conduct four mini-sites/FAMS for corporate market.
- Assist in sponsoring the AENC Legislative Reception.
- Sponsor Georgia MPI golf tournament.
- Conduct a pre- or post- RCMA FAM.
- Use a telemarketer to prospect and qualify to keep sales efforts on developing and closing bookings for the area.
- Make scheduled sales trips to key corporate markets on a regular basis.
- Continue with expansion of e-mail newsletter and database to reach customers with timely information.
- Increase the number of site inspections to the area.
- Travel to groups for presentations for site selections.
- Work in conjunction with NCACVB on joint marketing programs.
- Use media outreach to provide editorial opportunities to enhance Asheville's reputation as a place to hold meetings and conventions.

International



Objective

To capitalize on the increasing market share of international travel through regional gateway cities.

Strategies

- Maintain our alliance partnership with MountainSouth USA.
- Work closely with the NC Division of Tourism, Film and Sports Development and MountainSouth USA in their international marketing efforts.
- Participate in NC Golf Marketing Alliance.
- Provide international tour operators and domestic-based receptive service operators the tools needed to sell the Asheville area.
- Seek to establish an international benchmark of visitor numbers to the Asheville area.
- Increase the competitive marketing edge of Asheville's and Western North Carolina's travel industries by increasing the knowledge within our local industry on selling to and servicing the international market.

Tactics

- Participate in the following trade shows and marketplaces
 - POW WOW - St. Louis
 - Receptive Service Association - New York
 - Delta's Global Showcase - Atlanta
- Work very closely with MountainSouth USA in the development of itineraries, hosting of FAM trips and inclusion in the MountainSouth USA Web site to promote international travel from the United Kingdom and Germany.
- Explore and pursue additional regional marketing alliances that foster inclusion of Asheville in receptive operators' product offerings to their international clients.
- Enhance international knowledge of Asheville by incorporating our overseas clients into our opt-in e-mail database.
- Co-host one international marketing symposium with MountainSouth USA for our local industry.
- Continue with research to try and accurately gauge current market share of international visitors to North Carolina, in general, and to western North Carolina, specifically.



Visitor and Convention Services

Objectives

- To increase the assortment of services and promotional items for meeting planners, attendees and leisure visitors, effectively improving the quality of the Asheville experience.
- To welcome visitors into our community through the Visitor Center.

Strategies

- Continually improve the types of services offered to Visitor Center guests.
- Increase the Asheville logo presence in western North Carolina.
- Provide meeting planners the marketing tools needed to bring conventions to Buncombe County.
- Increase the assortment of services for convention attendees and leisure visitors.
- Expand the “We’re Glad You’re Here” program.

Tactics

- Continue to explore reservation system options to be used by visitor center guests.
- Continue to investigate services offered at other southeastern visitor centers.
- Provide lapel pins, plastic bags and postcards to meeting planners.
- Expand logo items available for meeting attendees to purchase at Hospitality Asheville tables.
- Continue to provide wedding and speaker’s guides, trivia books, convention service packets, theme lists, itineraries, welcome posters and slide presentations.
- Continue to offer foreign translations highlighting area attractions and expand the number of languages available.
- Continue to utilize Diplomats to service groups.
- Continue to develop the Diplomat volunteer program with training sessions, FAM trips and appreciation receptions.
- Continue to gather information from other chambers and CVBs to facilitate planning for new Visitor Center.
- Provide enhanced Asheville logo items for gifts and door prizes for meeting planners to use when promoting future meetings.
- Become more involved in community issues that ultimately affect visitors.
- Improve the Asheville experience for visitors.
- Involve the “Hospitality Asheville” committee in the “We’re Glad You’re Here” Program.
- Improve and expand collateral material promoting Asheville.

Group Tour (Motorcoach)



Objective

- To increase the number of motorcoach sales leads generated by 2.5 percent over 2001-2002.
- To book 700 room nights for 2002-2003 in the outdoor/garden niche market.

Strategies

- Develop and implement strategy for outdoor/garden niche markets as an opportunity to help generate room nights to our industry partner accommodations.
- Attend key marketplaces, trade shows and conventions to maintain current tour operator relationships and locate new sources for leads.
- Provide tour operators, group leaders & travel agents the tools needed to package and sell tours to the Asheville area.
- Continue to refine effective ways to communicate with tour product decision-makers.
- Work, in conjunction with industry partners, to promote Asheville to the student travel and church youth markets.
- Maintain awareness of Asheville as a tour destination through advertising placements in targeted motorcoach publications.
- Enhance services provided to tour operators after the initial sale has been made.
- In coordination with our accommodation partners and Biltmore Estate, continue to trend the number of motorcoach tours and travelers into the Asheville area.

Tactics

- Ad placement in the following publications

<u>Courier</u>	<u>May - Full Page, 4Color</u>
Group Tour Magazine	March/April (Co-op)
	May/June (Co-op)
	July/August (Co-op)
	September/October (Co-op)
<u>Bank Travel Management</u>	<u>September - Full Page, 4Color</u>
	March - Full Page, 4Color

- Complete one spring sales blitz with industry partners conducting sales calls and hosting group leader functions.



Group Tour (Motorcoach)

Tactics, continued

- Complete one tour operator FAM.
- Research and develop a strategy in concert with industry partners to address student travel and church youth market opportunities.
- Continue with expansion of e-mail newsletter and database to reach customers on a quarterly basis.
- Work in conjunction with NCDTFSD and NCACVB on joint marketing programs.
- Co-sponsor an event at National Tour Association's 2002 annual meeting in preparation for NTA's 2003 Charlotte visit.
- Participate in the following trade shows
 - National Tour Association (Two People to Attend)
 - American Bus Association
 - Travel South USA
 - International Motorcoach Group
 - NC Motorcoach Association
- Update the Group Tour Guide with additional advertisers.
- Utilize telemarketing for prospecting and pre-qualifying new opportunities in the outdoor/garden niche market.
- Continue to distribute Group Tour Guide, group tour video, poster, brochure shells and CD-ROM of slides/images to tour operators and qualified group leaders.
- Provide content for updated Web pages to showcase new product and itinerary suggestions, obtain sales leads and announce new group tour opportunities for community partners.
- Continue to work in cooperation with Asheville City Development Office on implementation of the heritage itinerary developed for the National Parks and Recreation Service. The final itinerary will link to the Asheville CVB Web site and will feature approximately 50 National Register historic sites in our area.
- Merge the Group Tour Development Committee and AAA Task Force into the Tour and Travel Development Committee to encompass more of a general tourism focus.
- Continue to meet with industry partners to keep the lines of communication open.



Convention & Visitors Bureau

Overview



Tourism Promotion in Asheville

There are as many ways to organize and fund a marketing and promotional effort for tourism development as there are cities in America. Each community structures its work in a slightly different way. The earliest record we can find of Asheville's efforts to promote tourism dates back to 1898, when someone mistakenly reported in the New York Journal that Biltmore Estate had been a total failure and that George Vanderbilt left Asheville furious—never to return again. A group of business people joined together with the goal to correct this atrocious error and to establish Asheville as an outstanding resort area in the United States. They called themselves the Asheville Board of Trade, which was later changed to the Asheville Area Chamber of Commerce. The Chamber has continued to keep tourism promotion as a high priority for more than 100 years.

Our community's presence in the tourism arena was advanced in a big way in 1983 after an historic event took place. During the 1983 Session of the NC General Assembly, Buncombe County was among the first counties in our state to be granted authorization to levy a two percent room occupancy tax on the rental of rooms furnished by hotels, motels and inns with five or more units. The Buncombe County Tourism Development Authority (BCTDA) was established to administer the proceeds of the tax with the caveat that they could expend funds only to further the development of travel, tourism and conventions in the county through state, national and international advertising and promotion. In 1985, an additional one percent tax was approved. Then, in 2001, legislators passed the Tourism Product Development Fund bill which earmarks proceeds from an additional one percent to creation of new tourism product. Qualifying projects will demonstrate the ability to generate substantial new room nights.

The Tourism Development Authority had the option of setting up its own organization and staff to carry out this mission or to contract with an existing organization to do so. They decided to contract with the Asheville Area Chamber of Commerce, which had been in the tourism promotion business for some 85 years at that point. The result has been a win-win situation for everyone. All of the revenue collected from the occupancy tax (minus a one percent collection fee retained by the County) is dedicated to this effort.

This marketing plan and program of work represent how the Chamber of Commerce, through its Convention and Visitors Bureau, and the Buncombe County TDA will strive to bring even more economic impact from visitors into our community. There are many avenues open to industry partners to join with us in this effort. We look forward to working with all of you to make this an even more attractive and sought-after destination.

Buncombe County Tourism Development Authority Mission

"To Further the Development of Travel, Tourism and Conventions in Buncombe County Through State, National and International Advertising and Promotions."

Asheville Area Chamber of Commerce Mission

"To Enrich the Region's Livability by Advancing Its Economic Vitality."

Buncombe County Tourism Development Authority



Mr. Chris Cavanaugh
The Biltmore Company
One North Pack Square ~ Asheville, NC 28801
255-1713
255-1139 Fax
ccavanaugh@biltmore.com

Mr. Mark Rosenstein
The Market Place Restaurant
20 Wall Street ~ Asheville, NC 28801
252-4162
253-3120 (Fax)
mrosen@buncombe.main.nc.us

Mr. Craig Lindberg
Red Rocker Inn
136 N. Dougherty Street ~ Black Mountain, NC 28711
669-5991
669-5560 Fax
lindbergca@aol.com

Mr. Craig Madison
The Grove Park Inn Resort & Spa
290 Macon Avenue ~ Asheville, NC 28804
252-2711
251-5795 Fax
cmadison@grovesparkinn.com

Mr. John Cram
Blue Spiral 1
38 Biltmore Avenue ~ Asheville, NC 28801
251-0202
251-0884 Fax
info@bluespiral1.com

Mr. Victor Trantham
Haywood Park Hotel
One Battery Park Avenue ~ Asheville, NC 28801
252-2522
253-0481
hotel@haywoodpark.com

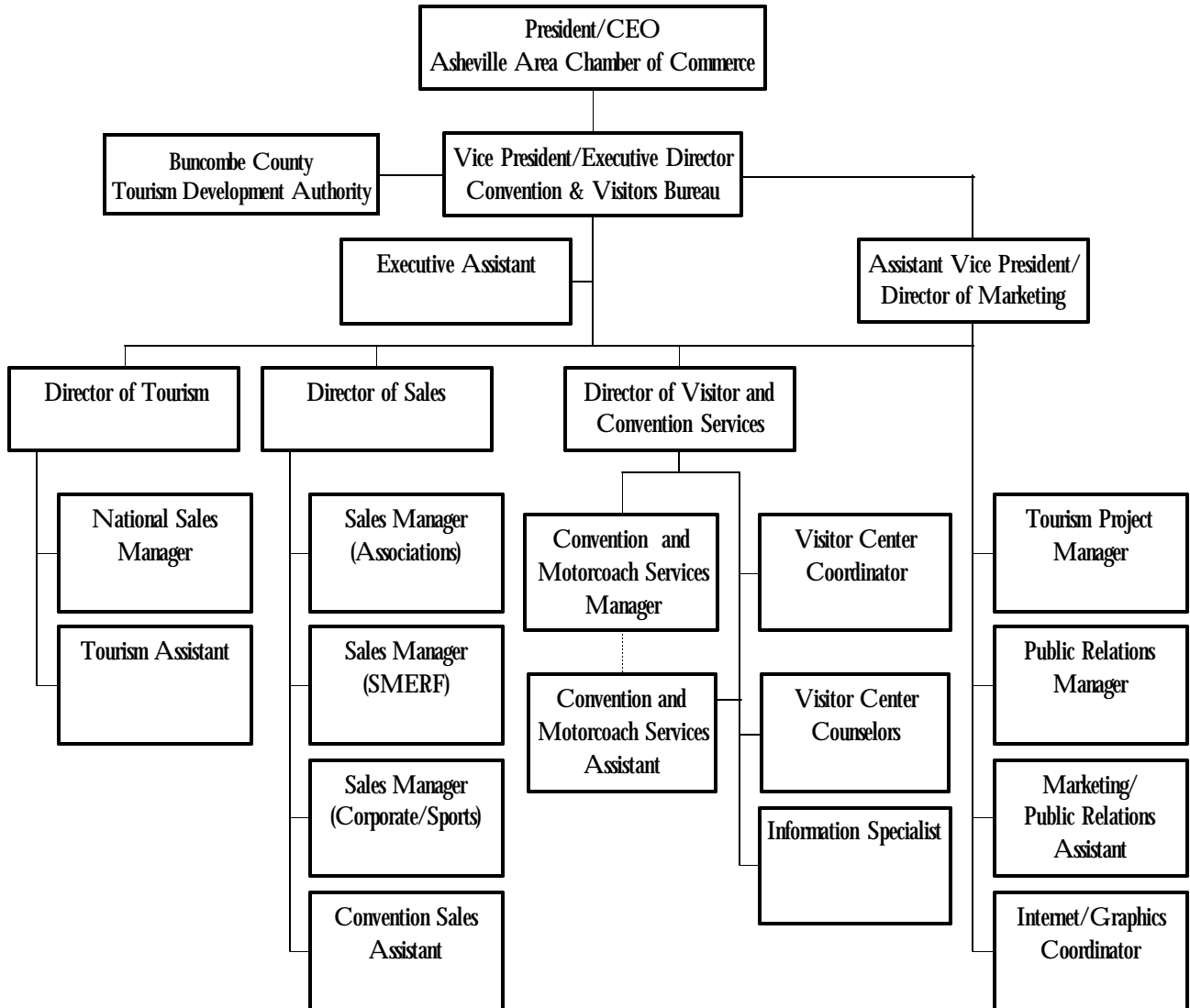
Mr. Herman Turk
Renaissance Asheville Hotel
One Thomas Wolf Plaza ~ Asheville, NC 28801
252-8211
254-1374 Fax
hermanturk@aol.com

Asheville City Council Ex-Officio Member
Ms. Terry Bellamy
City Council
PO Box 728 ~ Asheville, NC 28802
251-5330
251-0180 Fax
terryb@buncombe.main.nc.us

Buncombe County Commission Ex-Officio Member
Mr. David Young
Fugazy Travel
1550 Hendersonville Road ~ Asheville NC 28803
274-2555
274-4212 Fax
commissioners@co.buncombe.nc.us



Convention and Visitors Bureau Organizational Chart



Executive/Administrative



Kelly Miller

Vice President/Executive Director
(828/258-6104, kmiller@ashevillechamber.org)



Key Areas of Responsibility:

- Serves as liaison to the Buncombe County Tourism Development Authority Board (BCTDA)
- Develops long-range strategic and operational planning
- Oversees budget and financial issues
- Oversees all CVB personnel and operations
- Works with local, state and national elected officials
- Manages product development initiatives
- Carries out community relations
- Serves as a board member of NC Travel & Tourism Coalition, Southeast Tourism Society and NCACVB
- Acts as liaison to the Chamber of Commerce Executive Committee and Board of Directors

Carolee Knapp

Executive Assistant
(828/258-6111, cknapp@ashevillechamber.org)



Key Areas of Responsibility:

- Provides administrative support to the Executive Director
- Staff Assistant to the Buncombe County Tourism Development Authority Board (BCTDA)
- Coordinates BCTDA meetings and minutes
- Coordinates BCTDA strategic planning retreat
- Coordinates BCTDA Marketing Plan Presentation
- Processes and compiles statistical information for monthly and annual reports
- Maintains information on hotel supply and demand



Marketing and Public Relations

Marla Tambellini

Assistant Vice President/Director of Marketing & Public Relations
(828/258-6138, mtambellini@ashevillechamber.org)



Key Areas of Responsibility:

- Manages advertising and public relations efforts
- Oversees development and promotion of ExploreAsheville.com and AshevilleCVB.com
- Acts as media spokesperson for tourism and CVB-related issues
- Serves as liaison to Public Relations Committee
- Serves on Chamber of Commerce Internet Task Force
- Serves as liaison to advertising agency
- Coordinates and manages tourism-related research projects
- Works with advertising agency to produce annual Ad Fair
- Holds membership with PRSA and SATW

Laura Chase

Public Relations Manager
(828/257-4959, lchase@ashevillechamber.org)



Key Areas of Responsibility:

- Oversees day-to-day efforts of a proactive media relations effort
- Helps develop and write media materials for local, regional, national and international press
- Creates itineraries and hosts journalists on individual site visits in Asheville
- Coordinates media tours and familiarization programs
- Works with the NCDTFSD on specific promotions, domestic and international FAMs, and other publicity opportunities
- Develops trade-oriented media relations aimed at the convention and motorcoach markets
- Serves as liaison to Media Tour and Media FAM task forces

Angela Velasquez

Marketing and Public Relations Assistant
(828/258-6135, avelasquez@ashevillechamber.org)



Key Areas of Responsibility:

- Provides support to the marketing department
- Assists with fulfillment of media requests
- Prepares committee and task force meeting minutes
- Manages media and committee databases and oversees news release distribution
- Prepares clip reports
- Coordinates media leads
- Assists with marketing analysis
- Evaluates media editorial calendars for placement opportunities and writes and submits pitches accordingly.

Marketing and Public Relations



Leslie Yancey

Tourism Project Manager

(828/258-6107, lyancey@ashevillechamber.org)

Key Areas of Responsibility:

- Researches, develops and evaluates all tourism package programs
- Assists in development and copywriting for new Web projects and pages
- Develops copy for tourism-related newsletters
- Serves as liaison to Family Market task force
- Coordinates the National Tourism Week program on behalf of the Chamber of Commerce
- Coordinates hospitality training on behalf of the Chamber of Commerce
- Provides Chamber of Commerce support for the Folk Heritage Committee
- Serves on special community boards as assigned



Vanessa Gaimari

Internet/Graphics Coordinator

(828/232-2243, vgaimari@ashevillechamber.org)

Key Areas of Responsibility:

- Coordinates ExploreAsheville.com and AshevilleCVB.com Web sites
- Manages and designs supplementary tourism publications, flyers and brochures
- Designs and maintains Web pages
- Produces e-mail newsletter for consumers
- Produces fall and spring color reports for media and consumers
- Facilitates online placements
- Maintains photo files
- Fulfills media photography requests
- Serves on Chamber of Commerce Internet Task Force



Services Provided by the Marketing & Public Relations Area Include:

Professional Media Assistance

Asheville Tourism Press Kits

Cooperative Media Blitzes and FAMs

Quarterly Calendar of Events

Collateral Development

Proofing Assistance for Tourism Materials

Cooperative Advertising Opportunities through Ad Fair

Media Leads

Media Materials for Editorial Use:

- News Releases

- Video

- Slides and Digital Images

Media Site Visits



Tourism

Dianna Jackson

Director of Tourism

(828/258-6108, djackson@ashevillechamber.org)



Key Areas of Responsibility:

- Manages leisure promotional programs
- Manages AAA marketing
- Serves as liaison to Journal Communications for production of Visitor Guide
- Manages international marketing efforts
- Coordinates and executes international and receptive operator familiarization visits and activities
- Holds membership with RSA
- Oversees motorcoach/group tour marketing efforts

Heather Smith

National Sales Manager

(828/257-4960, hsmith@ashevillechamber.org)



Key Areas of Responsibility:

- Manages group tour marketing and sales and service
- Manages marketing and sales for outdoor/garden niche markets
- Serves as liaison to Tour & Travel Development Committee
- Serves as liaison to all task forces relating to group tour familiarization tours and sales blitzes
- Holds membership with NTA, ABA, NCMA, TMCA, PBA, OBOA, BankTravel, GMDA and MCASC

Desiree Callahan

Tourism Assistant

(828/258-6139, dcallahan@ashevillechamber.org)



Key Areas of Responsibility:

- Provides administrative support to the Director of Tourism and National Sales Manager
- Maintains database of tourism businesses in Buncombe County and communicates this information to the NCDTFSD
- Coordinates all Tourism task force meeting minutes

Services Provided By the Tourism Area:

Tour Itinerary Planning

Itinerary Shells

Group Tour Guide

Co-op Sales Blitzes and FAMS

Promotional Video

Sales Leads

Promotional Assistance

Asheville Visitor Guide

Site Inspections

VIP Pass

Hospitality Training

Posters

Meetings and Conventions



Susan Ballard

Director of Sales

(828/258-6105, sballard@ashevillechamber.org)

Key Areas of Responsibility:

- Manages all meetings and conventions markets
- Serves as liaison to Convention Development Committee
- Manages hobby/leisure and city-wide markets
- Serves on Civic Center Commission
- Holds membership with ASAE, GWSAE, PCMA, HSMIAI and NASC



Angela Beattie

Convention Sales Manager - Associations

(828/258-6121, abeattie@ashevillechamber.org)

Key Areas of Responsibility:

- Manages national, regional and state association markets and related trade shows
- Serves as liaison to Trade Show Task Force
- Holds membership with MPI, SCSAE, GSAE, AENC and HSMIAI
- Serves on the AENC Board of Directors



Clara Osteen

Convention Sales Manager - SMERF and Government

(828/258-6133, costeen@ashevillechamber.org)

Key Areas of Responsibility:

- Manages social, military, educational, religious, fraternal and government markets and the related trade shows
- Serves as liaison to the Military FAM Task Force
- Holds membership with RCMA, SGMP, MPI, HSMIAI and TRN



Tamara Benton

Convention Sales Manager - Corporate & Sports

(828/258-6125, tbenton@ashevillechamber.org)

Key Areas of Responsibility:

- Manages corporate and sports markets and the related trade shows
- Holds membership with MPI and HSMIAI





Meetings and Conventions

Currently Unoccupied

Convention Sales Assistant

(828/258-6110)

Key Areas of Responsibility:

- Provides administrative support to Convention Sales Managers
- Works with sales managers on blitz, FAM and trade show task forces
- Coordinates the distribution of weekly convention leads
- Coordinates convention task forces and Convention Development Committee minutes
- Coordinates monthly sales reports

Services Provided by the Meetings & Conventions Area Include:

Asheville Visitor Guide

Convention Bids

Sales Leads

Meeting Planners Guide

Group Tour Manual

Convention Calendar

Co-op Sales Blitzes and FAMs

Co-op Trade Show & Marketplace Efforts

Booked Business Subscriptions

Site Inspections

Visitor and Convention Services



Phyllis Fiscus

Director of Visitor & Conventions Services

(828/258-6100, pfiscus@ashevillechamber.org)

Key Areas of Responsibility:

- Oversees Visitor Center operation and the retail operation
- Manages volunteer participation and display spaces
- Oversees convention and motorcoach services
- Manages information sales and servicing



Jim Payne

Coordinator, Visitor Center

(828/258-6103, jpayne@ashevillechamber.org)

Key Areas of Responsibility:

- Manages Visitor Center operation and the retail operation
- Oversees Chamber member brochure stock and maintenance
- Purchases and catalogs retail merchandise
- Coordinates all mailings, Internet and credit transactions



Cyndy Tippett

Information Specialist

(828/258-6109, ctippett@ashevillechamber.org)

Key Areas of Responsibility:

- Answers daily tourism and relocation calls
- Serves as liaison to Daniel's Communications for daily visitor inquiry fulfillment
- Markets to and trains potential clients for subscription and fulfillment inquiry lists
- Coordinates and fulfills subscription reports for tourism and relocation inquiries
- Fulfills all relocation package requests and processes credit transactions



Thomas Oliver

Manager of Convention and Motorcoach Services

(828/258-6106, tolover@ashevillechamber.org)

Key Areas of Responsibility:

- Services booked groups in all market segments
- Services meetings and social groups without booked rooms
- Services motorcoach groups
- Serves as liaison to Hospitality Asheville Committee
- Holds membership with ACOM
- Oversees Hospitality Tables and Hospitality Table Diplomat Volunteer Program





Visitor and Convention Services

Pam Nieting

Visitor & Convention Services Assistant
(828/258-6102, pnieting@ashevillechamber.org)



Key Areas of Responsibility:

- Provides Administrative support to the Director of Visitor and Convention Services and Manager of Convention and Motorcoach Services
- Serves as receptionist to the CVB
- Coordinates compilation of resource guides, itineraries, civic and professional contacts, Trivia Book, and theme lists
- Coordinates all mailings for Convention and Motorcoach Services
- Oversees set-up and operation of Hospitality tables
- Maintains Wedding Guide and Wedding guide request subscriptions
- Supports Visitor Center staff

Visitor Center Counselors

- George Pickering
- Jim Wilson

**Services Provided by the Visitor and Convention and Motorcoach Services Area:
(Some available only to Chamber members)**

Agenda/Brochure Shells
 Brochure Display
 Visitor Inquiry Fulfillment
 Foyer and Mantle Display Opportunities
 Retail Area
 Accommodation Board
 Wedding Guides
 Attraction/Dining Board
 Wedding Guide Request Subscriptions
 Promotional Items
 35-mm Color Slides
 Arrange Mayor Presentation
 Foreign Translations for Selected Attractions

Convention Service Packets
 Hospitality Tables
 Promotional Assistance
 Promotional Video
 Resource Guides
 Sight-seeing Itineraries
 Tour Itinerary Planning
 Trivia Book
 Tourism Inquiry Subscriptions
 Relocation Inquiry Subscriptions
 Retirement Inquiry Subscriptions
 Civic and Professional Organization Listings

CVB Committees and Task Forces



Convention Development Committee

Offers educational networking opportunities and conducts joint promotions to recruit conventions.

Meets every other month. Committee members may elect to serve on the following task forces:

- Trade Show Task Force
- Military FAM Task Force

Folk Heritage Committee

Coordinates Shindig on the Green and the Mountain Dance and Folk Festival. Meets monthly.

Tour & Travel Development Committee

Offers educational networking opportunities and conducts joint promotions to increase Asheville's exposure to tourism marketing including motorcoach operators and AAA auto counselors nationwide.

Meets every other month. Committee members may elect to serve on the following task forces:

- Tour Operator FAM Task Force
- Spring Group Tour Sales Blitz Task Force
- Youth/Student Market Task Force
- AAA Superbowl of Knowledge Sponsorship Task Force
- AAA Collective Training Task Force
- AAA FAM Task Force

National Tourism Week Task Force

Provides input for implementation of National Tourism Week promotion. Meets as needed.

Golf Packaging Steering Committee

Provides input for the implementation of individual visitor golf packages. Meets as needed.

Public Relations Committee

Offers educational networking opportunities and conducts media efforts to promote tourism in the area.

Meets every other month. Committee members may elect to serve on the following task forces:

- Media Tour Task Force
- Media FAM Task Force
- Family Market Task Force

Visitor Center Volunteers

Volunteers give information and assistance to tourists and people within our community.



2002-2003

Addendum



Industry Trends

Travel Trends

- The Travel Industry Association of America (TIA) is forecasting a slight increase in travel for the 2002 summer season, although travelers plan to take shorter trips, spend less money and stay closer to home. According to TIA's Summer 2002 Travelometer, Americans will take more than 233 million person-trips during June, July and August 2002, up two percent over last summer. "We're seeing a back to basics mentality reflected in preferred summer vacation activities with a growing interest in travel experiences that provide connections - connections to family, connections to the natural environment, and connections to America itself," remarked Dr. Suzanne Cook, senior vice president of research for the Travel Industry Association of America. - TIA, May 2002

- Hotel projections for 2002 indicate only a slight increase in occupancy nationwide, and a rise in average daily rate.

	<u>2002</u>	<u>2001</u>	<u>2000</u>
Occupancy	60.40%	60.10%	63.70%
ADR	\$86.81	\$84.85	\$85.92

- Smith Travel Research, March 2002

- A December 2001 poll of the nation's state tourism directors showed that 19 of the 38 who responded to the questionnaire anticipated recovery within six months. Eleven others expect recovery by the end of the year. TIA's National Council of State Tourism Directors (NCSTD) polled the tourism offices in all 50 states, the District of Columbia, and five U.S. Territories. NCSTD is one of three national councils established under the umbrella of the Travel Industry Association of America (TIA). - TIA, February 1, 2002
- Airline travel won't fully recover from the effects of September 11 until 2004, forcing airlines to continue cutting fares for at least the next year, according to the Federal Aviation Administration. In a forecast released on the six-month commemoration of the terrorist attacks, the FAA said the airlines will see a 12 percent drop in passengers this year compared with the previous year. Traffic will start to pick up again next year but will only rebound to pre-September 11 levels. Real growth won't come until 2004, the FAA said. - Denver Post, March 12, 2002
- The predispositions of business travelers remain unchanged since last October, according to the results of a new national business travel intentions survey taken the week of January 14, 2002. About one in five (18%) business travelers still say their future business travel plans will be affected by the events of September 11th, almost the same percentage (19%) recorded in similar surveys conducted by Yesawich, Pepperdine & Brown in October and November. The comparable percentage right after the attacks on September 11th was 33%. - Yesawich, Pepperdine & Brown (YP&B) January 28, 2002

Industry Trends



Travel Trends, continued

- According to the Travel Industry Association of America's (TIA) latest forecast, total domestic travel volume by Americans will decrease 3.5 percent in 2001 to 962.3 million person-trips. Domestic traveler expenditures are expected to decline twice as much in 2001, falling seven percent below 2000, for a loss of \$33.7 billion. Total inbound arrivals for 2001 are projected to decline nearly 13 percent and international traveler spending will decrease 11.2 percent, for a loss of \$9.2 billion in 2001. In total, nearly \$43 billion in spending by domestic and international travelers is expected to be lost during 2001. The forecast is based on TIA's Travel Forecast Model, built by DRI-WEFA. In 2002, total domestic travel volume and travel expenditures will both show a slight increase from the low level of 2001, but will still remain \$27.4 billion below 2000. Although visits and spending by international travelers will increase faster than domestic travelers in 2002, they won't reach 2000's record levels until 2003. - TIA, November 13, 2001
- "Weekend travel is more popular than ever, with half of all U.S. adults—nearly 103 million—taking at least one weekend trip per year. Almost 30 percent of Americans have taken five or more weekend trips in the past year and 35 percent of all weekend travelers say they've taken their children with them on at least one weekend trip. ...Most weekend travelers (42%) make last-minute plans and select their destination within two weeks of their trip. Thirty percent of weekend travelers say they took advantage of discounts, coupons, or special offers while planning or while on their most recent weekend trip. Visiting cities (33%) and small towns (26%) are favored destinations for weekend travelers, followed by beaches (16%), mountain areas (10%), lake areas (4%), state or national parks (3%) and theme or amusement parks (3%)." - TIA Travel Statistic & Trends

Economic Trends

- NEW YORK (CNN/Money) - Federal Reserve Chairman Alan Greenspan gave Congress a more optimistic appraisal of the U.S. economy...saying recent data indicate the first recession in a decade is already over. "The recent evidence increasingly suggests that an economic expansion is already well under way, although an array of influences unique to this business cycle seems likely to moderate its speed," Greenspan said in his remarks prepared for delivery to the Senate Committee on Banking, Housing and Urban Affairs. But Greenspan also maintained that the Fed still saw challenges to the rebound, and he maintained the Fed's earlier forecast of relatively weak economic growth in 2002 of between 2.5 and 3 percent. - CNN/Money Magazine, March 2002



Industry Trends

Economic Trends, continued

- The Conference Board's Consumer Confidence Index, which had been on the rise since December, lost ground in February. The Index now stands at 94.1 (1985=100), down from 97.8 in January. The Present Situation Index declined from 98.1 to 94.8. The Expectations Index fell from 97.6 to 93.6. "While confidence has weakened from January's level, both components of the Index still point to healthy consumer spending in the months ahead," says Lynn Franco, Director of The Conference Board's Consumer Research Center. "The consumer will continue to provide solid spending support as the economy moves into recovery." - The Conference Board, February 26, 2002
- Some improvement in travel and tourism is also evident in recent weeks. Percentage declines in hotel revenue per available room for the month of December are down into the single digits for much of the midsection of the country, with positive gains in the Gulf and Plains states. These regions are less tourist dependent than other areas of the country, yet they do show some improvement in willingness to travel. RevPar remains down by more than 10 percent from a year ago in the more tourist dependent Pacific, New England and Mid Atlantic regions - Wall Street Journal, January 23, 2002
- Economist Donald Ratajczak, a former Georgia State University economist and current head of BrainWorks, a venture capital firm, believes the economy will eke out growth of one percent to two percent by the end of 2002. 2003, however, will take off, with growth of up to four percent or higher. "2003 looks cracker jack," Ratajczak told the Governor's Conference on Tourism, a group of state tourism leaders meeting at the Georgia World Congress Center. "We have to hang on in 2002 to get to the Promised Land of four percent growth in 2003." Ratajczak was more troubled about the specific problems brought on the travel industry by September 11. "I believe September 11 has jarred people, and it will take a higher level of income and economic activity to get people back to normal," he said. - Atlanta Business Chronicle, January 25, 2002
- A scaled-back economic stimulus bill in the Senate excludes tourism industries hurt by the September 11 terrorist attacks. Rick Webster, a lobbyist for the Travel Industry Association of America, said the window of opportunity for travel-related tax breaks appears to be closed. "The industry is recovering," Webster said. Economic indicators used by the tourism industry show air and rail travel improved in December. Hotel occupancy was slightly higher, as was restaurant revenue. - Knight Ridder/Tribune Business News, January 25, 2002
- Remember inflation? Concerns are rising especially in the bond market, about the potential for resurgence in inflation. In the two weeks ended last Friday, crude oil jumped 13%, other basic materials prices rose sharply, and the whole set of benchmark Treasury yields increased. - Economy.com, March 12, 2002

Industry Trends



Media Trends

- Merrill Lynch said on Tuesday (December 12, 2001) that it expects global ad spending will decline 4.9 percent in 2001 and a further 2.1 percent in 2002, marking the first back-to-back declines since the Great Depression. - Forbes.com
- While network TV was getting pummeled, down eight percent, and daily papers were getting hammered, down six percent, cable squeezed out a 2.1 percent revenue increase, bringing its year-to-date total to about \$7.8 billion. - CBS Marketwatch, December 2001
- AOL Time Warner, the bellwether of the advertising industry, says “We’re not counting on any advertising growth in 2002.” That’s the overall advertising market. What about online advertising? AOL believes that “the online ad market is expected to remain flat.” Yahoo!, the 899-pound gorilla, isn’t seeing the world much more rosily; recently they said they expect online ad sales to grow by less than 10 percent this year. - Media Post Online, January 8, 2002
- According to PR shops across the nation, sparsely attended media events have become the norm these past months. Why? Because media travel budgets have dried up. The bad news is they’re not expected to see any growth until the economy does, according to Don Smith, business editor with Seattle’s Post-Intelligencer. - Media Relations Insider, January 16, 2002
- According to GartnerG2 research from Gartner, Inc., advertising growth remains flat or receding in TV, radio and print, while online advertising revenue is set to grow considerably, but it is only three percent of the total advertising market. By 2005, online advertising will be an \$18.8 billion market in the United States, up from \$7.9 billion in 2001. - Center for Media Research, January 2002
- Talk magazine, the glossy monthly that struggled to turn a profit, has become the latest publication to fall victim to the dismal economic climate. The floundering economy, which has already forced the closure this year of Homestyle magazine, led Talk’s backers to reconsider how long it would take to make Talk turn a profit. Several other magazines have also shut down recently, including Mademoiselle and The Industry Standard. Magazine advertising has been its worst in recent memory. Ad pages at major consumer magazines, a key industry barometer, tumbled 19.4% in December compared to the same month a year ago and 11.7% for all of 2001. - Associated Press, January 21, 2002

Branding Trends

- “When it comes to indulging oneself,” Ms. Mee said, “it doesn’t feel correct somehow to be indulgent in a decadent way. The need to satisfy is not so much impulsive or to be fabulous or to make an impression – but it’s really about I want something of luxury that’s well-made, but it’s also about giving me a sense of well-being and feeling good.” - Advertising Age, March 11, 2002



Industry Trends

Branding Trends, continued

- In the online brand study conducted by Total Research Corporation/Harris Interactive/EquiTrend with more than 30,000 consumers and completed in November 2001, the old tenet that a world class brand (a quality score of 8.00 or above) has a simple promise and delivers on that promise for a long time was proven again. This study has been regularly conducted since 1989 measuring brand equity, competitive position and goodwill. Other insights from the report:
 - Comfort and escape brands tended to do well. For instance, Jack Daniel's had the 3rd best improvement from March to November 2001, with Miller Beer and Fox Sports also on the ten most-improved list.
 - Travel brands did not generally lose equity during this period. Westin Hotels ranked 15th in quality improvement, and Southwest Airlines and Japan Airlines did even better. There seems to be no evidence of any permanent damage to consumer goodwill toward travel brands.
 - Media brands, perhaps due to the 'stay-at-home syndrome', or by virtue of their special value during risky times, tended to do well. For instance, CNBC, BBC, and The History Channel all made the ten most improved in quality list. AOL was the brand with by far the greatest quality improvement from March to November 2001.
 - Luxury brands also tended to improve their quality standing unlike in other recessions. Among the top gainers are Ferrari, Michelin, Rolls Royce, Coach, Porsche, Plaza Hotels, The Wall Street Journal, and Lord & Taylor.
 - Less familiar brands generally lost ground. All of the 65 brands with the biggest decrease in quality had salience levels below 50%. "People went for familiarity, comfort and quality. It is probably no coincidence that ominous-sounding Prophecy Apparel was the single biggest loser in quality during the study," Morton concluded. -Total Research Corporation/Harris Interactive/EquiTrend, January 2002

Internet Trends

- A short time ago the ad-supported model was supposed to drive the Web. Sites would provide content in exchange for eyeballs, and advertisers would gladly pay for eyeballs. But as of today, a cursory examination of the top 1000 Web sites (ranked by viewership) shows that almost 80% do not carry advertising. They're making their money in commerce, and the Web appears to have become one big transactional marketplace. BizRate tells us that e-commerce grew by 36% in 2001, and that was supposed to be a BAD year. - Media Post Online January 8, 2002
- There are, indeed, more folks accessing the Web from high-speed connections - Fall 2001 at-home broadband penetration sat around nine percent. And there are, certainly, more interesting ad formats that utilize fancier technologies. But until there can be some form of standardization, or more publishers and developers do a better job of testing the technologies before they make their way in front of consumers, the advertising will remain largely boring banners. - Jim Meskauskas for Online Spin, January 10, 2002
- According to Mark Kersey, a broadband and cable industry analyst reporting in a recent ARS study, "The economic downturn has led to consolidation in the broadband industry, resulting in fewer choices and higher prices. This trend will hamper the widespread adoption of broadband services and that the vast majority of (Internet) users will continue to access the Internet via dial-up connections for the foreseeable future." - Media Post Online, January 30, 2002

Industry Trends



Internet Trends, continued

- According to SpectraCom Inc. and Circle 1 Network, surveying kids and their Internet preferences since 1996, children are spending more time online than ever before, using the Internet for shopping and entertainment. Nearly 60 percent of the kids surveyed have asked parents to buy things they've seen online. That's up from 40 percent in 1998, and has increased steadily every year. - Center for Media Research, January 22, 2002

Lifestyle Trends

- “Consumers are eliminating overindulgent vacations, and there is a decline in long haul travel. They are looking for value-priced vacations, bundled packages, and all-inclusive vacations closer to home. They also want to participate in the creation of new options..The interest in spa vacations is twice that of golf vacations” - Tourism Industries, U.S. Department of Commerce as reported by INBOUND, Volume 6, Number 2, October 15, 2001
- Sanctuaries- those places that soften the heavy blows dealt by harsh reality – have had uncommon appeal since September 11. - Small Market Meetings, January 2002
- “Expected changes in travel patterns that lie ahead can best be summarized with the following
What Will Be In: Close-to-home travel; drive vacations; shorter trips, day trips; familiar places and travel products; budget and moderately priced; practical and value-oriented; all-inclusive and fixed price; repeat and loyal travelers; flexible booking arrangements; smaller local organization meetings
What Will Be Out: Distant destinations and foreign travel; air vacations; longer trips; unfamiliar places and travel products; luxury and pricey; carefree and self-indulgent; a la carte; first-time and infrequent travelers; tight and restrictive booking arrangements; larger national and regional meetings.” - Travel Industry Indicators, Monthly Analysis Industry Trends & Outlook, September 27, 2001
- To grasp the social, demographic and economic implications of recent events, American Demographics commissioned four exclusive surveys to examine attitude shifts in four areas: family, work, religion and the role of patriotism in business. While change is ongoing, our surveys reveal a new sense of sobriety simmering in many segments of society. Americans are focusing more energy and money on keeping their homes and families secure, asking if there's more to life's work and finding a renewed spirituality. - American Demographics, January 2002
- “Travel that includes children has been steadily increasing since hitting a low in 1993. In 1987, 17 percent of the 567 million trips taken by families included children. This figure fell to 14 percent in 1993, but has steadily increased since then – reaching 149 million trips that included children in 1997, 21 percent of total trips. This pattern is repeated when pleasure trips are isolated. In 1997, 25 percent of the 443 million pleasure trips taken included children.” - National Tour Association,



Industry Trends

Lifestyle Trends, continued

- In a major shift, Americans' top two New Year's resolutions for 2002 are not about dieting or saving more money, but rather about enjoying life and devoting more time to friends and family, according to a poll by General Nutrition Centers. - Ad Age, January 2002

AAA Trends

- "The American Automobile Association, or AAA, has released a new edition of its Lodging Requirements & Diamond Rating Guidelines, which has significant changes...Highlights of the 2001 ratings guideline changes now suggest that hotels have professionally manufactured directional signs with enhanced detail design, Internet access in public areas, expanded continental breakfast...All rooms are recommended to feature video games, easily accessible data ports, two-line telephones and voice messaging...etc. According to AAA, the guideline changes are in keeping with industry changes and consumer expectations. - The Times, a publication of Choice Hotels, Int'l, Nov. 2001
- "Travel Trend for Baby Boomers leads to new AAA Guidebook. ...According to several recent travel surveys, the changing composition of the American family has led to a greater demand from both older and younger travelers for multiple-generation vacations. Research reported in American Demographics magazine shows that: 21 percent of grandparents took a trip with their grandchildren in 2000—up eight percent from the previous year, and 56 percent of kids aged 6-17 say they would like to take a trip with their grandparents. "Intergenerational travel is up," says Virginia Smith Spurlock, a psychologist and author of a new book, "Traveling With Your Grandkids," the first in the "Ready, Set, Travel!" series of books from AAA." - AAA Travel News Release, Orlando, Fla, Nov. 5, 2001
- "Shopping is the #1 activity of all travelers in the United States...Both domestic & International...New for 2002...Shop America VIP secures national partnership with AAA Show Your Card & Save. Promotes VIP shopping centers to more than 70 million AAA members in USA, Canada, and Europe!" - Shopping, 2001 TIA Marketing Outlook Forum October 1-4, 2001
- "Where consumers book travel...The channels are now about equal:"

	<u>2001</u>	<u>2002</u>
Travel Agents	36%	32%
Suppliers	35	36
Online agents	29	32

- Comments of president and CEO of the noted research and public relations firm, Yesawich, Peppertine and Brown, Peter Yesawich as reported by INBOUND, Volume 6, Number 2, October 15, 2001

Industry Trends



Motorcoach Trends

- “Residents of the U.S. and Canada took a total of about 144 million overnight packaged trips during 2000, spending approximately \$186 billion worldwide (For the purposes of the study, packaged travel is defined as a trip arranged by a travel professional that includes at least two travel elements, such as transportation and accommodations. Packaged travelers may travel independently or as part of a group). Both independent and group packages were substantial market segments, accounting for 57 percent and 43 percent of the packaged travel market, respectively...30 percent of the 43 percent cited for group packages were composed of group that had some sort of prior affiliation. The more typical group affiliations were clubs with shared interest and church, school, work, and family connections.” - National Tour Associations Packaged Travel in North America Study
- “62 percent of all U.S. adults took a trip to a small town or village within the past three years. Baby boomer travelers are more likely than younger or older travelers to visit small towns or villages for reasons other than visiting friends and relatives...” - The Group Travel Leader, July 2001, Volume 11 Number 5
- Some of the findings released in the recent Bankers Electronic Response Forum Report include...” 70% of respondents indicated that their clubs offered trips that encouraged personal growth; 98% respondents indicated their members desire new and unique experience on trips; 84% indicated their members take trips that give them a chance to experience different cultures...” - Bankers Electronic Response Forum Report, BankTravel Conference, February 8-10, 2001
- The consensus from visiting various caucus sessions was that NTA operators this year were mostly interested in the following types of tours. Rail tours... Soft adventure products that appeal to a more active, younger senior market... Student-Performance/educational tours. Operators that are seeing school boards react to liability as well as parental anxiety about letting their children fly, are seeking alternative transportation vehicles; Hands-on activities... “Sight-doing” Operators are seeking authentic hands on experiences that travelers seem to yearn for most... Closer to home: Instead of one-week and 10-day trips, people are seeking 4-5 day products closer to home. Upscale market product. Operators are trying to adapt their product to clients that skew younger and prefer to travel in smaller groups of four to ten people... Women-only tours... Grandparent/grandchild experiences. Operators requested activities that were intergenerational... Mystery tours... Heritage tourism...” - Travel America, Volume 1, Number 2, November 26, 2001
- “Youth on trips are looking for more interactive experiences. They want to be entertained as opposed to being taken to a passive experience like a traditional museum, according to Bryan Cole, Super Holiday Tours” - GroupTour.com, Student Travel Facts



Industry Trends

Motorcoach Trends, continued

- “The student and youth market is the next big ‘tidal wave’ in the group market...Facts recently announced by the Student & Youth Travel Association of North America: Student and youth travel is the fastest growing major market in the travel industry...is the 2nd largest market in the travel industry and will become the largest population by 2005. Student tour operators have reported 20-30% yearly increases in sales for the last 5 to 10 years. Average student groups are one to three busloads. Young people are willing to pay for entertainment, excitement and travel.” - GroupTour.com, Student Travel Facts

International Trends

- The US International Trade Administration (USITA) reported that North Carolina’s overseas visitation grew to 416,000 in 2000, up from 294,000 in 1999. Overseas visitation figures do not include visitation from Canada and Mexico. ‘Our international marketshare increased from 1.2 percent to 1.6 percent from 1999 to 2000,’ said Lynn Minges, Executive Director, North Carolina Division of Tourism, Film and Sports Development. ‘International visitation to the US grew modestly last year, but North Carolina’s 41 percent increase was unrivaled by other sites..’ - Travel & Tourism Update, State of North Carolina Department of Commerce Division of Tourism, Film and Sports Development, Fall 2001 UPDATE
- “Expect international traffic in 2001 to be, at best, no higher than 1997 levels, and for a recovery to normal levels of domestic and international activity no sooner than 2003.” - INBOUND LIVE: E-TOURISM 2001 OVERVIEW as reported By INBOUND, Volume 6, Number 3, November 1, 2002
- “New On-Stop USA Web Site Launched for Travel Consumers...With SeeAmerica.org travelers have a one-stop shopping, all-inclusive, Web site that have established links to all the U.S. travel sites needed to make a travel decision...The site was developed in response to the lack of a national tourist office where international visitors in particular could get information about the U.S. ‘We are the only developed nation in the world that doesn’t fund a national tourism office, a national travel Web site or international marketing campaigns...The economic returns from international visitors are substantial,’ said Norman. Fifty-one and a half million international visitors came to the U.S. last year spending 104 billion dollars, generating \$12.1 billion dollars in local, state and federal tax revenues and supporting one million American jobs. Since 1995, the U.S. share of world tourism has dropped 23.5 percent as other countries, including Canada and Australia, have competed aggressively for international tourist expenditures. According to TIA, 75% of all international visitors to the U.S. return, giving the U.S. a huge ‘repeat’ factor...” - SeeAmerica.org Press Room
- Suspended air capacity to North America from top European destinations continues to decline. Since September 11 capacity reductions are as follows: ...France (-22%), Germany (-12%), and the U.K. (-5%). - INBOUND, Volume 6, Number 4, November 15, 2001

Industry Trends



Meetings and Conventions Trends

- For regional and national meetings, there is compelling evidence that business travelers want to – and likely will – return to travel patterns that they previously exhibited. - Executive Update December 2001
- Business travelers may shift to car and rail travel and away from airplanes, especially if airport delays continue to be onerous. Businesses are still going to need to get their employees together and display their products, but they may explore new and more ingenious ways to do it that do not involve so much air travel. - Convene December 2001
- There is a general consensus that meetings and tourism is gradually on its way back up, but recovery won't be seen for at least another six months. The association market is expected to recover sooner than the corporate market. - USAE December 4, 2001
- MPI Survey Results: When asked when the majority of re-booked meetings would take place, 35% responded before the end of 2001, 25% during 1st Quarter 2002, and 20% during 2nd Quarter 2002. 33% of planners expect re-booked meetings to be the same size with 46% expecting a decrease of 5-20%. - MPIweb.org January 9, 2002
- MPI Survey Results: “More local or regional meetings” and “fewer meetings held over the next 12 months” are becoming the most pervasive industry trend. (Respondents to survey were 52% corporate, 27% association, 14% independent planners and 7% other type planners) - MPIweb.org January 9, 2002
- Meeting planners expect to plan an average of 14.1 meetings in 2001 and 15.5 meetings in the South in 2002. However, the number of delegates, room nights and expenditures was expected to decline in 2002. - ConventionSouth November 2001
- Look for more regional meetings as they don't require anyone to travel by air. Because of the enduring need of people to have personal contact with their colleagues, customers, and vendors, the meetings business has survived many ups and downs, as well as competition from teleconferencing. - What's New In Sales & Marketing, October 13, 2001
- Randal Travel Marketing predicts there will be a decrease in the attendance for the meetings and conventions market in 2002 (expect approximately a 30% drop in attendance). - VisitNC-News Link October 2, 2001
- Religious meetings are seeing shorter meetings and part of that is because of cost. Groups are saving money by piggybacking on other meetings. The hospitality industry tends to focus more on corporate business because this is where the money is. But there's a lot of downtime for hotels, and they need business to fill up their rooms during those times - ConventionSouth.com/ReligiousEvents.asp January 11, 2002



Industry Trends

Meetings and Conventions Trends, continued

- Reunion activity in terms of the number of reunions remains very strong. The number of attendees will likely enjoy an upswing due to increased patriotic feelings, reversing a slow ten-year trend toward smaller reunions. - The Reunion Network, October 2001
- The outlook for 2002 is that it will be a banner year for military reunions. The outlook for 2003 is even more optimistic. - The Reunion Network, October 2001
- In 2004, a wave of new reunion groups emanating from the Vietnam conflict is expected to start and build for at least eight or nine years. This new wave will more than compensate for the falling off of World War II reunions. - The Reunion Network, October 2001
- Ten Industry Trends for 2002:
 - Staying closer to home* – conferees are being offered incentives, by their employers, for driving to meeting venues in an effort to avoid travel by air. Some attendees are choosing to drive six plus hours to attend a meeting.
 - Booking pace* – “Short-term becoming even shorter” – Clients are signing contracts at the very last minute in order to avoid attrition or cancellation fees.
 - Decrease of meeting budgets, meeting length and meeting size.*
 - Third-party meeting planners* – Continue to manage increasingly more conferences.
 - Videoconferencing* – The Demand for videoconferencing has tapered off. Seems to have been a reactionary approach to September 11.
 - Meetings being held tend to have a serious training component* – New product introduction/launch sessions, incentive and weekend meetings have dipped. Focus is on effective training environments.
 - Teambuilding remains popular.*
 - Technology demands increase* – Demand for use of T-1 lines and Internet access remains strong
 - Internet booking rise* – Use of the Internet to review meeting venues and to actually book meetings continues to increase each year. E-mail usage for requesting and delivering contracts is steadily increasing as well.
 - Significant cut back in food & beverage events.* - Hotel Online Special Report January 15, 2002

Industry Calendar - 2002



JULY	MEETING/EVENT	LOCATION
9	Marketing Plan Presentation	Asheville, NC**
17	TDA Board Meeting	Asheville, NC
18	Tour & Travel Development Committee	Asheville, NC
AUGUST	MEETING/EVENT	LOCATION
2	Public Relations Committee	Asheville, NC
12-18	International Motorcoach Group	Fort Myers, FL
15-16	NCACVB Meeting	Edenton, NC
21	TDA Board Meeting	Asheville, NC
22	Convention Development Committee	Asheville, NC
23-26	Joint FAM	Asheville, NC**
TBD	Hospitality Training	Asheville, NC**
SEPTEMBER	MEETING/EVENT	LOCATION
3-6	Affordable Meetings	Washington, D.C.**
12	NCDTFSD Mid-Year Update	Raleigh, NC
12-15	Military FAM	Asheville, NC**
19	Tour & Travel Development Committee	Asheville, NC
25	TDA Board Meeting	Asheville, NC
TBD	Fall Media Tour	South Carolina/Eastern Georgia
TBD	Summer Tour Operator FAM	Asheville, NC**
TBD	NCACVB NYC Media Event	New York City
OCTOBER	MEETING/EVENT	LOCATION
4	Public Relations Committee	Asheville, NC
9-12	TIA Marketing Outlook Forum	Hollywood, FL
17-20	Overseas Brats	Chicago, IL
17-20	Delta Rhythms of the South Marketplace	Atlanta, GA
23	TDA Board Meeting	Asheville, NC
24	Convention Development Committee	Asheville, NC
27-November 1	SATW Annual Convention	Honolulu, HI
TBD	International FAM	Asheville, NC**
NOVEMBER	MEETING/EVENT	LOCATION
6	Tour & Travel Development Committee	Asheville, NC
8-13	National Tour Association	Los Angeles, CA
10-11	NCACVB Meeting	Chatham County, NC
20	TDA Board Meeting	Asheville, NC
22-24	AAA Carolinas Superbowl of Knowledge	Asheville, NC**
TBD	Successful Meetings Show	Greensboro, NC
DECEMBER	MEETING/EVENT	LOCATION
5	AENC	Raleigh, NC**
6	Public Relations Committee	Asheville, NC
12	Convention Development Committee	Asheville, NC
12-13	NCACVB Meeting	Mount Airy, NC
18	TDA Board Meeting	Asheville, NC

**Opportunities for community involvement.

Dates are subject to change. Please call 828/258-6102 to confirm.



Industry Calendar - 2003

JANUARY	MEETING/EVENT	LOCATION
15	TDA Board Meeting	Asheville, NC
16	Tour & Travel Development Committee	Asheville, NC
23-26	North Carolina Motorcoach Association	Highpoint, NC
27-30	Religious Conference Managers Association	Charlotte, NC
TBD	AENC Legislative Reception	Raleigh, NC
TBD	AAA South Collective Training	TBD, Florida
FEBRUARY	MEETING/EVENT	LOCATION
1-6	American Bus Association	Indianapolis, IN
6-7	NCACVB Meeting	Hickory, NC
7	Public Relations Committee	Asheville, NC
15-19	TravelSouth	Savannah, GA
19	TDA Board Meeting	Asheville, NC
27	Convention Development Committee	Asheville, NC
TBD	RSA Annual Summit Conference	
TBD	Hospitality Training	Asheville, NC**
MARCH	MEETING/EVENT	LOCATION
17-18	TDA Strategic Planning	Asheville, NC
19	TDA Board Meeting	TBD
20	Tour & Travel Development Committee	Asheville, NC
TBD	AAA Auto Tour Counselors FAM	TBD**
TBD	Group Tour Spring Blitz	TBD**
TBD	VisitNC Presentation	Raleigh, NC**
TBD	Corporate World Travel	New York
APRIL	MEETING/EVENT	LOCATION
4	Public Relations Committee	Asheville, NC
6-8	Governor's Conference	Sunset Beach, NC**
16	TDA Board Meeting	Asheville, NC
24-25	NCACVB Meeting	Fayetteville, NC
24	Convention Development Committee	Asheville, NC
TBD	Media Tour/Southern Living Event	Atlanta/Birmingham
MAY	MEETING/EVENT	LOCATION
4-10	National Tourism Week	Asheville, NC**
14	TDA Board Meeting	Asheville, NC
15	Tour & Travel Development Committee	Chimney Rock, NC
17-21	POW WOW	St. Louis, MO
JUNE	MEETING/EVENT	LOCATION
5-6	NCACVB Meeting	Charlotte, NC
6	Public Relations Committee	Asheville, NC
18	TDA Board Meeting	Asheville, NC
18	TDA Budget Hearing	Asheville, NC
26	Convention Development Committee	Asheville, NC
29-July 2	PRSA Travel & Tourism Section/ SATW Associates Council	Ft. Lauderdale, FL
TBD	Military FAM	Asheville, NC**
TBD	Springtime in the Park - GWSAE	Washington, D.C.

**Opportunities for community involvement.

Dates are subject to change. Please call 828/258-6102 to confirm

Glossary of Terms



AAA – American Automobile Association – A not-for-profit organization of some 90 motor clubs serving more than 42 million members in the United States and Canada.

ABA – American Bus Association – A national association of private intercity bus companies, travel industry organizations, motorcoach tour organizers and associates. The ABA offers a marketplace where buyers and sellers meet in one-on-one pre-scheduled appointments.

Association organizations – Organizations of association executives who meet regularly and host annual meetings, conventions and trade shows.

ASAE – American Society of Association Executives

AENC – Association Executives of North Carolina

CSAE – Chicago Society of Association Executives

GSAE – Georgia Society of Association Executives

GWSAE – Greater Washington Society of Association Executives

SCSAE – South Carolina Society of Association Executives

BCTDA – Buncombe County Tourism Development Authority – A ten-member board responsible for overseeing the expenditure of the county's four-percent room occupancy tax revenues. The board is comprised of seven members with voting status (three appointed by Buncombe County, three by the City of Asheville, and one by the Asheville Area Chamber of Commerce) as well as three ex-officio, nonvoting, members.

B-roll – A broadcast term that refers to video with natural sound on tape.

Conversion study – A study conducted to determine the number of visitors requesting visitor information who actually visit the area.

E-zine – A magazine published electronically for Internet consumption.

FAM – A shortened term for familiarization tour, a common marketing tool used in the travel industry. A FAM is an invitation-only complimentary trip hosted by a destination for the purpose of "familiarizing" a specific group (media, motorcoach operator, meeting planner, etc.) with the attributes of the area.

Group leaders – Nonprofessional travel planners associated with religious, social and/or senior clubs. Group leaders are working with "preformed groups" drawn from the organization's membership, rather than individuals brought together by a professional tour operator.

Gateway city – A city with an airport servicing direct international flights.

HSMIAI – Hospitality Sales & Marketing Association International – An organization of hospitality industry professionals including representatives from hotels, restaurants, attractions and service companies.

IACVB – International Association of Convention and Visitors Bureau – A professional organization for the convention and visitor industry across the world. Educational opportunities are provided at seminars and at the annual convention.

IMG – International Motorcoach Group

Media tour – A tour of a city or cities in a core market in which appointments are scheduled with media for interviews and to distribute information about visiting the Asheville area in hopes of obtaining editorial and broadcast coverage.

MPI – Meeting Planners International – The leading professional society of meeting planners and suppliers, the organization hosts an annual meeting along with a trade show which the Asheville CVB attends. In addition, state chapters also host their own annual meetings and trade show opportunities.

NCSC – National Association of Sports Commissions – National, professional organization of sports event planners. Members include CVBs, sports commissions, sports venues and planners of sporting events as well as companies which sponsor sporting events.

NCACVB – North Carolina Association of Convention and Visitor Bureaus – A private, not-for-profit corporation dedicated to the promotion of North Carolina as a convention and visitor destination. Comprised of more than 30 destination marketing organizations, the group works on cooperative marketing projects in partnership with the North Carolina Division of Tourism, Film and Sports Development.

NCDTFSD – North Carolina Division of Tourism, Film and Sports Development – A division of the Department of Commerce which oversees tourism affairs and marketing for North Carolina.



Glossary of Terms

North Carolina Golf Marketing Alliance – A not-for-profit corporation formed to promote North Carolina as a primary golf destination for international visitors, the alliance conducts joint marketing ventures in conjunction with the North Carolina Travel & Tourism Division.

NTA – National Tour Association – NTA is a nonprofit trade organization of and for individuals who package both retail and wholesale tours. The NTA member company is the “middle man” who sells and/or arranges interstate pleasure tours and motorcoach tours for compensation. The marketplace is designed for buyers and sellers to meet on a one-on-one basis in pre-scheduled appointments.

PITV – Per Inquiry Television – Advertising program through which the advertiser pays a pre-negotiated, cost-controlled rate for leads generated from television commercials.

POW WOW – Organized by TIA, this is the major marketplace in the U.S. for domestic suppliers and international buyers and is a marketplace structured like ABA and NTA with pre-scheduled appointments.

PCMA – Professional Conference Managers Association – Organization comprised of meeting planners who meet on national and state levels to become better educated on planning conferences.

PRSA – Public Relations Society of America – The national professional organization of public relations practitioners and communicators. Each year the Travel and Tourism Section of the organization plans a conference that brings media and travel communicators together in an educational setting.

RCMA – Religious Conference Managers Association – A professional, nonprofit, interfaith organization of planners responsible for planning and/or managing meetings, seminars, conferences, conventions and assemblies for religious organizations.

RSA – Receptive Services Association – A professional organization designed to help receptive operators serve international tour companies through partnerships with North American suppliers.

SATW – Society of American Travel Writers – A not-for-profit professional association of writers, photographers, editors, electronic media journalists and public relations executives. The organization was created to promote unbiased, accurate and interesting reporting on travel destinations, facilities, and services. The group holds an annual convention as well as regional meetings and educational forums.

SMERF – An acronym for the meeting market segments that comprise social, military, educational, religious and fraternal groups.

State Motorcoach Associations – State associations of member motorcoach operators who work together to promote safe travel by motorcoach through networking with other operators and suppliers and by positively influencing state legislation. Each state association typically holds an annual meeting and trade show to offer supplier members an opportunity to meet with tour planners and/or group leaders.

GMCA – Georgia Motorcoach Association

MCASC – Motorcoach Association of South Carolina

NCMA – North Carolina Motorcoach Association

PBA – Pennsylvania Bus Association

OBOA – Ohio Bus Owners Association

TMCA – Tennessee Motorcoach Association

STS – Southeast Tourism Society – STS is the private sector voice in the travel industry in 10 Southeastern states, including North Carolina. Membership in STS affords an opportunity for educational seminars, joint trade show ventures and networking.

TIA – Travel Industry Association of America – The Washington, D.C. based national, nonprofit association that serves as a unifying organization for all of the U.S. travel industry, which is the second largest employer and third largest retail industry in the nation.

Travel South – Travel South is an organization composed of 11 southeastern states including North Carolina. Travel South Showcase is a marketplace structured like NTA and ABA, but limited to Southern suppliers.

Viral marketing – Marketing concept in which an unusual, interesting or funny message promoting the area is distributed to consumers in hopes that they will forward the message to other people. This method is most often used in e-mail marketing.

Notes





Notes