

The word "ASHEVILLE" is written in a stylized, colorful font. Each letter is composed of overlapping shapes in various colors including blue, red, green, yellow, and brown. The letters are arranged in a slightly curved line.

ASHEVILLE

Brand Alive

The Marketing & Communications Plan of the
Buncombe County Tourism Development Authority

2006 - 2007

Message to the Industry

The 17th century French author Francois de la Rochefoucauld wrote, "The only thing constant in life is change." It's also been said that the time to reach toward new heights is when you can view the horizon from the mountain top, not the valley floor.



Kelly Miller

The 2006 - 2007 Marketing & Communications Plan embraces both philosophies. Working closely with industry partners, this year's plan is an aggressive program of work designed to make the Asheville area even more top-of-mind among our guests. It builds upon the successes of 2005 - 2006 which included launching the new Asheville brand platform and creative advertising campaign, conducting a community-wide Destination Product Development Charrette, co-sponsoring the revealing destination assessment by Roger Brooks and opening the new state-of-the-art Asheville Visitor Center. The plan is anything but static!

Specifically, our focus this year in all Convention & Visitors Bureau (CVB) departments will be brand promise delivery. That promise is what we aspire to deliver to our guests throughout the year. Every visitor interaction, each customer touch needs to reinforce Asheville's brand promise:

We guarantee you a life enriching experience each and every time you visit Asheville. It's personal, personal to you. And it is also personal to us. We live that same genuine experience and want to share it with you. We empower you to discover a collection of experiences that is as unique and varied as each individual who visits us, and allows you to do so in a warm, embracing and creative environment.

Last year was a stellar year for our industry. Occupancy rates, hotel sales, average daily rate and RevPar increased over the previous year. Now is the time to set our sights on even greater success. While working together with industry partners to deliver on our brand promise, our plan helps Asheville continue cutting through the marketing clutter and compete on emotional benefits, not simply destination attributes. Effectively communicating to potential guests that Asheville is welcoming, natural and vibrant will continue paying dividends not only for our industry, but also the community and region.

The plan also recognizes the need to continue the productive community dialogue generated by the Roger Brooks visit and the Destination Product Development Charrette. Managing, not just marketing, Asheville becomes equally important in preserving our authentic sense of place. To this end, the Buncombe County Tourism Development Authority and the Asheville CVB are committed to processes and deliverables that achieve this goal.

As always, your continued feedback is greatly appreciated. Without your support and partnerships, the Asheville CVB would not be able to undertake such an extensive program of work. We encourage you to read the plan and continue providing the CVB team with ideas for improvement whenever possible. To keep abreast of current CVB programs and activities, regularly visit www.ashevillecvb.com. We look forward to a prosperous and enriching 2006 - 2007!

A handwritten signature in black ink that reads "Kelly". The signature is fluid and cursive.

Kelly Miller, Executive Director
a proud member of the Asheville CVB team

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www.exploreasheville.com

www.ashevillecvb.com

Industry Analysis

The projects undertaken by the Asheville Convention & Visitors Bureau during the 2005 - 2006 fiscal year contributed to one of the most productive years in the history of Asheville area tourism. Led by a board committed to managing the destination, not just marketing it, the Asheville area tourism industry realized the following significant successes.

- Hotel sales have increased 14%.*
- RevPar has increased 15.6%.**
- Average daily rate increased 10.9%.
- Occupancy increased 3.4%.
- Since the launch of the new ad campaign, visitor inquiries increased 23%.
- User sessions on exploreasheville.com are up 30%.
- Convention bookings increased by 48% while leads increased 57%.
- The traditionally flat motorcoach market increased bookings 52.4% with a 146.9% increase in room nights generated.
- The CVB generated earned media in excess of \$6.8 million in advertising value, a 36% increase over last year.

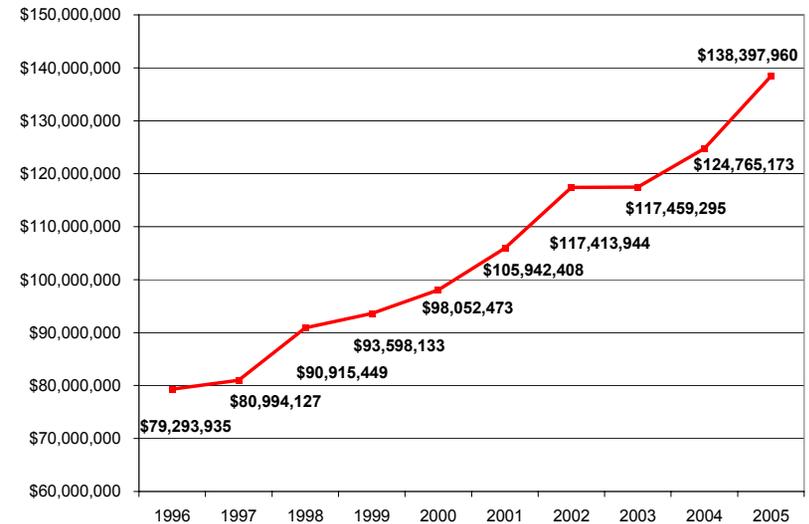
**2006 - 2007
Tourism Marketing
Business Objective**

**To increase accommodation sales
by 10% in fiscal year 2006 - 2007.**

*Based on preliminary year-end figures.

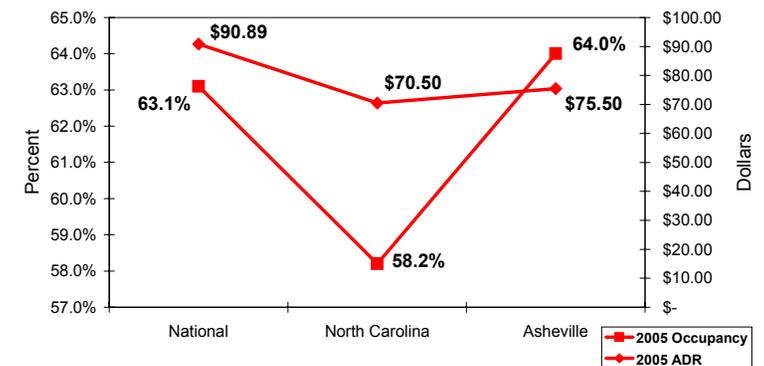
**Variance between hotel sales and RevPar increase is due to a fluctuation in the number of accommodation rooms during the 2005-2006 fiscal year.

Buncombe County Hotel Sales



Occupancy & Average Daily Rate

	2004		2005	
	Occupancy	ADR	Occupancy	ADR
National	61.3%	\$86.25	63.1%	\$90.89
North Carolina	56.8%	\$67.88	58.2%	\$70.50
Asheville	60.5%	\$70.15	64.0%	\$75.50



The Asheville Area Brand

Brand Strategy

In October 2005, after more than 18 months of research and discovery processes, the Buncombe County Tourism Development Authority (BCTDA) and the Asheville Convention & Visitors Bureau (ACVB) launched a newly positioned brand. The underlying brand proposition, "Enrich Your Life," speaks to the emotional benefits of an Asheville area getaway versus the physical attributes (mountain scenery, attractions and vacation offerings) that were so prevalent in past advertising efforts and, in many ways, common among many destinations.

By playing on the very personal, often unscripted, but transformational nature of the Asheville area, the destination carves out a category that is unique. While the mountains, beautiful scenery and attractions are important, it is the combination along with the interesting people and diverse interests that evolve into a distinctive experience that empowers visitors. And, it is the resulting emotional connections that come to the forefront in advertising, marketing and sales efforts.

The idea of enrichment permeates the program of work that will be undertaken by the ACVB on behalf of BCTDA. Staying true to the brand will also govern the approaches that are taken by the ACVB, the details in the work and how this area manages its future. Delivering on the promise while ensuring the core destination values of welcoming, natural and vibrant are met will be paramount.

Asheville's brand promise serves as a guarantee to each guest who visits the area. It is the responsibility of the tourism industry and the community to continue to create the welcoming, natural and vibrant environment that makes this area distinctive and empowers guests to find their own unscripted, memorable experience.

Culturalization

Currently, the BCTDA is in the culturalization phase of branding which means the ACVB staff makes every effort to ensure that each visitor truly lives the brand promise when visiting our area. You will notice throughout the Marketing Plan that each department is working to utilize the brand to advance the ACVB's program of work. While it is critical that the ACVB incorporates the brand, it is equally important that each partner understands and incorporates the brand to ensure one consistent message about our area is communicated.

During the 2006-2007 fiscal year, culturalization of the Asheville area brand includes:

- Continuing education of industry partners.
- Ensuring that all ACVB programs, including development of new tourism products, are on-brand.
- Development of a front-line training program to assist hospitality employees in delivering enriching experiences.
- Cooperation with trade show task forces to ensure potential visitors begin to live the brand at first touch.
- Creation of detailed partnership programs with companies to advance the Asheville area brand.
- Work to develop immersion experiences appropriate for the brand.
- Education about the brand to community members, including how each person has contributed to its formation and how each can deliver on the promise.

Want to incorporate elements of the area brand at your organization?

To learn more, contact Brand Marketing Manager Beth Anne McPheeters by calling 828.257.4960 or e-mailing bmcpheters@exploreasheville.com.

The Asheville Area Brand Promise

We guarantee you a life-enriching experience each and every time you visit Asheville. It's personal, personal to you. And it is personal to us. We live this same genuine experience and want to share it with you. We empower you to discover a collection of experiences that is as unique and varied as each individual who visits and allows you to do so in a warm, embracing and creative environment.



ASHEVILLE
any way you like it

Marketing & Public Relations Department

The ACVB's mission through Marketing & Public Relations is to promote the Asheville area as a premier travel destination through a variety of methods. The department oversees the relationship with BCTDA's advertising agency of record; works with a variety of national media outlets to generate substantial editorial and broadcast coverage; conducts ongoing industry-wide research and statistical examination of the tourism industry; maintains exploreasheville.com and ashevillecvb.com; and proactively manages and markets the Asheville area brand. A Tourism Product Development / Community Relations Manager will be added this fiscal year to oversee tourism product development and act as a community liaison for both traditional and non-traditional tourism industry partners.

Numerous new projects are on the horizon. A complete redesign of exploreasheville.com will ensure visitors sample Asheville's welcoming, natural and vibrant environment prior to coming to our area through interactive features and consumer-generated content. Proactive efforts of the PR team continue through customized pitches to journalists and during media tours in key markets. Through all these efforts, the goal is to increase awareness of the Asheville area brand.

Marketing / Public Relations Calendar		
Date	Event	Location
Aug. 11, 2006	PR/Marketing Committee Meeting	Asheville, NC
September 2006	Fall Media Tour	Tennessee
Oct. 6, 2006	PR/Marketing Committee Meeting	Asheville, NC
Oct. 18-23, 2006	SATW Annual Convention/Marketplace	Santiago, Chile
Dec. 1, 2006	PR/Marketing Committee Meeting	Asheville, NC
January 2007	Winter Media Tour	Charleston, Columbia, Savannah
Feb. 2, 2007	PR/Marketing Committee Meeting	Asheville, NC
March 2007	Spring Media Tour	Cleveland, Detroit, Lansing
Spring 2007	Culinary Media Symposium	Asheville, NC
April 13, 2007	PR/Marketing Committee Meeting	Asheville, NC
May 2007	PRSA Travel & Tourism Conference	Los Angeles, CA
June 1, 2007	PR/Marketing Committee Meeting	Asheville, NC



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Advertising

The “Unscripted” campaign launched last year will continue to serve as the cornerstone of the creative messaging for the Asheville area in the upcoming fiscal year. A new print ad, playing off the Yield to Temptation sign, will be added to the mix in the coming months. The complementary TV campaign will continue this year as well with concentration on the “Signs” spot which is generating positive feedback.

With a \$2.3 million net advertising budget, the ACVB will also expand its online advertising efforts that began last year with the hiring of a new interactive agency. Innovative ads with built-in consumer interactivity will be used throughout the year. Opportunities for additional viral marketing components will also be used. With the launch of a new interactive Web site, keyword search will be used extensively.

The co-operative ad opportunities will also continue. However, based on industry input, many of the co-op offerings will be geared toward online opportunities with a decreased emphasis on print. Look for news in the next few months about the annual Ad Fair.

To view all print and television ads, please visit www.exploreasheville.com.



Visitor Inquiries		
	2004 - 2005	2005 - 2006*
July	38,813	8,369
August	15,111	8,589
September	16,603	8,535
October	17,018	7,795
November	5,609	6,263
December	8,733	6,481
January	3,309	8,251
February	5,298	7,831
March	10,678	15,600
April	14,180	13,745
May	7,762	11,317
June	12,330	9,100
TOTAL	155,444	111,876

*Decrease in part due to PITV in 04-05 fiscal year.

Online Visitor Guide Requests		
	2004 - 2005	2005 - 2006
July	2,460	2,957
August	2,176	3,357
September	3,902	2,454
October	2,219	2,379
November	700	1,538
December	1,361	1,070
January	2,533	3,788
February	3,067	3,441
March	3,536	4,330
April	2,320	3,239
May	2,310	3,216
June	3,377	4,326
TOTAL	29,961	36,095

Strategies and Tactics

Leverage the Asheville brand as a welcoming, natural and vibrant destination to build emotional connections with potential visitors:

- Utilize the existing “Unscripted” print and broadcast advertising campaign.
 - Print will be primarily a combination of full-page and half-page four-color ads that will drive both reach potential and frequency of message.
 - Television and cable advertising will be a mix of 15- and 30-second branding spots placed in a quality, quantifiable environment.
- Use rich media and interactive ads that encourage visitors to spend time with the brand as well as drive traffic to exploreasheville.com.

Drive awareness as an overnight destination within key markets:

- Concentrate branding message through media coverage east of the Mississippi River, particularly in the Southeast and mid-Atlantic regions, or in markets within a 100 – 700 mile radius.
- Concentrate message delivery against core audience of adults 35-64 with a household income of at least \$75K+ during peak decision-making times; in a conducive, quality environment; at primary points of interaction; within selected geography.
- Focus media spending during key timeframes when the target is in decision-making mode.
- Utilize geotargeted buying for online advertising.
- Specific Geographic Targeted Markets:

Top Markets

Atlanta, GA
 Charlotte, NC
 Greensboro/Winston-Salem, NC
 Raleigh/Durham, NC
 Washington, D.C./
 Northern Virginia

Other Key Markets

Charleston, SC Jacksonville, FL
 Cincinnati, OH Nashville, TN
 Columbia, SC New York City, NY
 Columbus, OH Richmond, VA
 Dayton, OH Tampa/Sarasota, FL

Generate quality leads and increase Web site visitation so as to increase bookings:

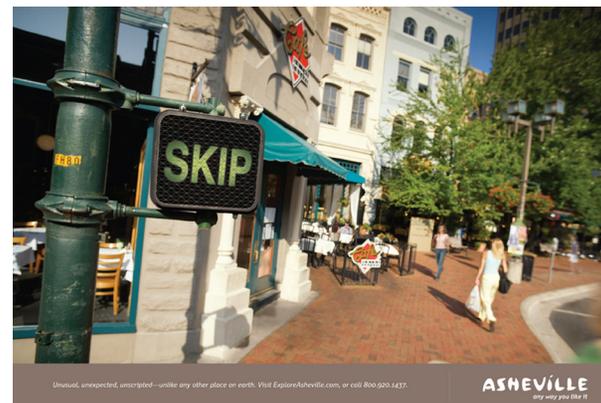
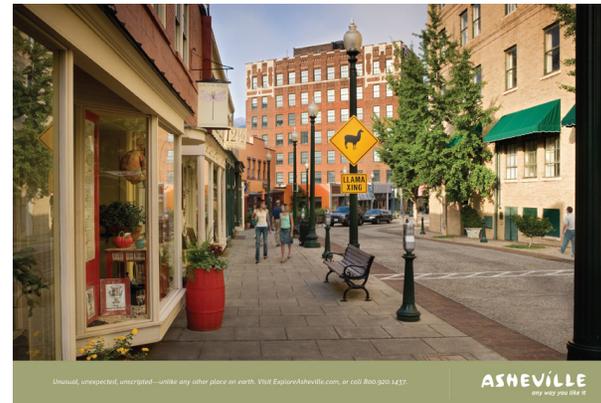
- In general, the majority of media exposure will happen during peak decision-making times to affect business during the top three seasons - spring, summer and autumn - which in turn command the most return on investment opportunity due to higher average daily rates.
- Use call to action to drive visitation to exploreasheville.com or 877-GO.TO.AVL to familiarize and entice the potential visitor so as to achieve a future overnight visit.
- Measure and analyze effectiveness of media results so as to make smart buying decisions.

Build strategic partnerships that leverage the brand, expand buying power and create media efficiencies:

- Explore viable partnerships with like brands to enhance and augment the Asheville area destination brand while maximizing media efficiencies.
- Use Ad Fair to continue offering cooperative advertising opportunities for local partners while expanding media budget and reach.
- Participate in cooperative opportunities offered through industry organizations such as the NCDTFSD, AdvantageWest and Blue Ridge Mountain Host.

Leverage the synergies between print, broadcast and online components to maximize financial efficiency and increase reach:

- Seek added value opportunities for media buys that focus on online initiatives.
- Create integrated campaigns that weave traditional print and broadcast media with online initiatives and media relations efforts to create broader reach.



Research

Strategies and Tactics

Follow an integrated research approach to ensure information-driven decision making on marketing, advertising and sales messages, as well as destination management issues:

- Develop a long-term research plan that addresses information needs over time.
- Provide research updates to staff and tourism community through the ashevillecvb.com Web site.
- Stay abreast of cultural and industry trends.

Understand the profile and pulse of the traveling consumer and Asheville visitor in order to make effective marketing decisions:

- Utilize inquiry and visitor contact lists to develop a data segmentation and psychographic profiling study to better understand the behavioral habits of Asheville visitors and potential visitors.
- Undertake research that will assist in defining customer perceptions of the current brand of Asheville as a destination.
- Update visitor intercept study.
- Implement consumer product research to determine interest and viability of potential new tourism product opportunities that evolve from the charrette process.
- Use Internet research shareware on an as needed basis to conduct input research utilizing the e-newsletter database.

Conduct economic impact and calculations in order to outline the contributions of the tourism industry:

- Purchase visitor volume data from D.K. Shifflett & Associates on an every-other-year basis and use Implan economic modeling software to create economic impact reports.
- Contract with Smith Travel Research for historical overview of hotel statistics including occupancy and average daily rate (ADR) and competitive standing.
- Maintain relationship with County officials who assist in providing key tax data that is used in various tourism economic impact reports.
- Use Internet research shareware to survey industry partners and community on an as needed basis.

Utilize public and private research resources and partnerships to maximize resources:

- Attend industry events such as TIA Marketing Outlook Forum and the NC Governor's Conference.
- Partner on research projects when opportunities arise such as the updated intercept study or data from the annual Travel Monitor.
- Partner with regional organizations to expand knowledge of the Asheville visitor (i.e. shared zip code research from Biltmore Estate and research information through NCDTFSD).



The Typical Asheville Visitor

- Between the ages of 36-65
- Traveling as a couple
- Income of \$40,000 or more
- Attended college
- Stays for three days
- Spends more than \$157 per person, per day

Tourism Creates Jobs

In the Asheville area, tourism generates a payroll of more than \$600 million.

Approximately 32,000 people are employed in tourism-related jobs.

Public Relations

Strategies and Tactics

Continue a proactive media outreach program with an emphasis on relationship-building, customization and targeting to ensure the brand message is conveyed in editorial, broadcast and online placements:

- Create customized pitches aimed at journalists who produce for specific media outlets.
- Continue to write and distribute news releases and story idea sheets.
- Identify and respond to pitch opportunities that are generated through outside sources such as SATW and TIA.
- Attend SATW and PRSA marketplaces.
- Utilize editorial calendars to organize a list of placement opportunities.
- Target key journalists for individual site visits.
- Conduct media trips and continue targeting broadcast media as part of trip efforts: Nashville and Knoxville (fall); Columbia, Charleston, Savannah (winter); Cleveland, Detroit, Lansing (spring).

Complement seasonal advertising campaigns with media outreach with an added emphasis on venture markets and Web-based PR:

- Identify opportunities for “creating buzz” through integrated marketing efforts.
- Pitch radio shows particularly in conjunction with seasonal opportunities such as fall foliage and the holidays.
- Send b-roll to pre-qualified TV news producers for seasonal promotions.

2006 - 2007 Objective
Generate earned media that exceeds \$5 million in advertising value while communicating the Asheville area brand.

Utilize imagery and editorial that is in keeping with the brand to encourage interest and additional pick-up:

- Host SATW Photography FAM to expand and update current image files.
- Incorporate key brand messaging in collateral.
- Maintain online press room and ensure that it meets the needs of journalists.

Educate the region about the benefits of tourism in order to maintain support of marketing efforts:

- Continue local tourism awareness campaign which includes: continued use of National Tourism Week as a forum for promoting the industry, upgrading statistics on ashevillecvb.com site, and utilizing ashevillecvb.com to post information to keep partners and the community informed.

Continue to use media efforts to target niche markets, especially culinary-oriented venues:

- Host a culinary media symposium to showcase the rich culinary story possibilities of the region.
- Assist with sales efforts by targeting trade publications and securing coverage in selected markets.
- Pitch specific TV production companies that provide destination-related programming.
- Target viable cable outlets such as Travel Channel, HGTV, Food Network, CNN and The Weather Channel.

Maintain measurement tools to gauge the effectiveness of existing and new projects:

- Continue to track effectiveness of media relations efforts and examine the value of specific projects by utilizing a clip service, tracking contacts, fulfilling e-mail requests and assessing online and broadcast placements.

Public Relations Placements			
	2004 - 2005	2005 - 2006	Variance
Advertising Value (through May)	\$5,049,937	\$6,860,594	35.9%
Column Inches (through May)	26,687	20,014	(25%)
Circulation (through May)	212,161,534	155,821,067	(26.6%)
Significant Placements (through May)	426	366	(14.1%)

Web Development

Strategies and Tactics

Create a dynamic Web site that includes significant content opportunities and user-generated information that will maximize visitor conversions:

- Continue migration and redesign of exploreasheville.com comprising of user playlists, enhanced itineraries, expanded content pages and interactive opportunities along with improved navigation, search possibilities and showcase boxes on the home page.
- Develop and produce niche content pages and create interactive opportunities to engage the consumer such as audio and video downloads, Web cams and user feedback/posting ability on specific pages.
- Create Web pages to complement seasonal and marketing promotions.
- Research, write and distribute fall color and spring bloom Web pages.
- Maintain ongoing, comprehensive calendar of events listings.
- Post online, interactive Visitor Guide on site.
- Create enhancements for meetings, group events and motorcoach sections of the Web site.

Improve efficiency of Web site updates and development:

- Employ new content management system to develop new Web pages.
- Improve back-end used by partners to input data.

Provide methods for optimal navigation and searchable criteria that consumers indicate they want in a travel Web site:

- Employ upgraded search engine as part of the new site.

Further develop an online outreach program that incorporates e-mail newsletters and viral marketing opportunities utilizing a more customer-focused approach:

- Develop Web-specific promotions and possible micro-sites.
- Create new e-newsletter template to accompany new site design and continue distribution to subscriber list.
- Explore ideas that will increase the subscriber database.
- Maintain a year-round effort to promote package deals/opportunities through the Web site.
- Create segmented newsletter subscriber database in order to segue into customer relationship management activities.
- Produce online newsletter that is sent to e-mail subscriber list.
- Look for viral marketing opportunities and other visitation generators to increase traffic to the Web site and increase awareness of Asheville.
- Monitor and analyze Web metrics to more effectively adjust marketing programs and Web programs to create the largest ROI.

2006 - 2007 Objective

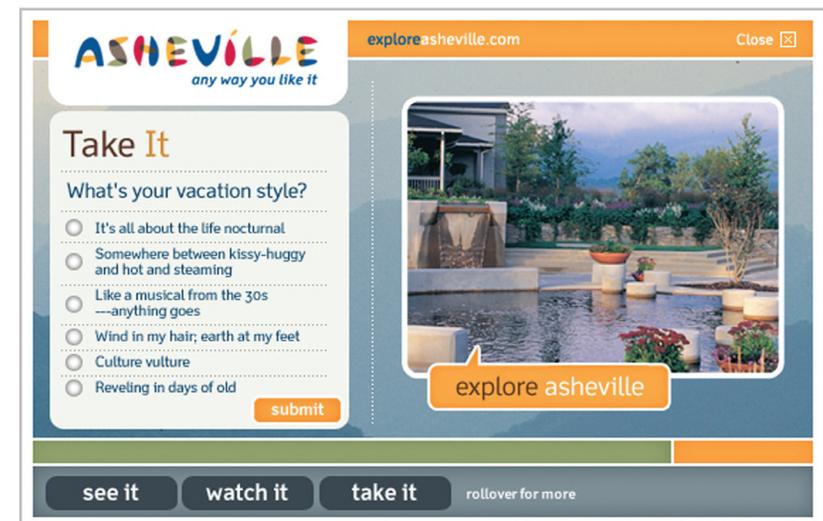
Increase the number of Web site visits by 30% over 2005 - 2006.

Utilize PR placement and search engine optimization to maximize traffic generation to the Web site:

- Target e-zines and travel-oriented Web sites for editorial placement and links.
- Employ Pay Per Click / keyword buys to maximize exposure in search engines.
- Continue to aggressively pursue natural search engine placement and positioning, utilize strategies for effective placement, and actively identify new opportunities for portal listings.

Utilize the Web to increase communication with industry partners and provide general tourism business information:

- Maintain and further develop ashevillecvb.com site for enhanced partner communications.



Tourism Department

The Tourism Department's extensive program of work stretches through multiple markets including leisure tourism, group tour and international. Leisure travel promotion is the big focus of the 2006 - 2007 fiscal year. The newly created Leisure Travel Manager position looks to the community for interesting and distinct experiences where visitors can dive into Asheville's cultural landscape. Using www.exploreasheville.com, the ACVB plans to offer visitors more opportunities to engage with our destination in authentic and creative ways that represent marketable opportunities to our industry partners, including niche market packaging and itinerary ideas.

As another strategy to reach leisure travelers, established programs aimed at increasing overnight visitation from Southeast based AAA clubs, such as AAA Explore Asheville! Destination Training and FAM tours continue. Since the motorcoach market has remained steady for the past few years, the Tourism Department will work to maintain relationships with tour operators and continue to spread awareness of the Asheville area's offerings. Coordination with area partners and internationally focused associations as an effort to capture positive international leads for the area also remains a priority for the year.

Group Tour (Motorcoach)			
	2004 - 2005	2005 - 2006	Variance
Leads Generated	67	66	(1.5%)
Bookings	42	59	40.5%
Room Nights	1,991	4,420	122%
Economic Impact	\$301,835	\$670,072	122%

*The numbers shown reflect tours the ACVB worked directly with instead of community-wide numbers.

Tourism Department Calendar		
Date	Event	Location
Aug. 17-20, 2006	AAA Explore Asheville! FAM	Asheville, NC
Sept. 21, 2006	Tour & Travel Development Committee	Asheville, NC
Nov. 3-7, 2006	National Tour Association	Salt Lake City, UT
Nov. 16, 2006	Tour & Travel Development Committee	Asheville, NC
Nov. 17-19, 2006	AAA Superbowl of Knowledge	Pinehurst, NC
Dec. 8-10, 2006	Rhythms of the South	Atlanta, GA
Jan. 18, 2007	Tour & Travel Development Committee	Asheville, NC
Jan. 27-Feb. 1, 2007	American Bus Association	Grapevine, TX
March 2007	AAA Explore Asheville! Training	TBD
March 15, 2007	Tour & Travel Development Committee	Asheville, NC
May 2007	AAA Blue Ridge Parkway FAM	Asheville, NC
May 2007	VISIT NC Training	Raleigh, NC
May/June 2007	Tour & Travel Development Committee	Asheville, NC
June 2007	North American Journey's East Coast Summit	New York City
June 2007	Travel Alliance Partnership	TBD



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Tourism Promotions

Strategies and Tactics

Continue to raise awareness and working knowledge of Asheville among AAA auto touring counselors and call center operators in core and venture markets:

- Participate in Blue Ridge Parkway Association's annual AAA FAM trip.
- Conduct one AAA Explore Asheville! Destination Training trip. Candidate locations include AAA South – Atlanta branch offices; AAA Tidewater and AAA Mid-Atlantic.
- Continue to distribute Visitor Guide and leisure market DVD to AAA auto touring agents in core and venture market areas.
- Host a AAA training session for the local industry on AAA packaging practices and trends.
- Host a AAA auto touring counselors FAM Aug. 17-20, 2006.
- Be the host sponsor of the in-office AAA South display during first quarter 2007.
- Attend AAA Carolinas Super Bowl of Knowledge Nov. 17-19, 2006.

Enhance communication with auto touring counselors so they are aware of current package offers, community events, product updates, etc.:

- Issue five editions of the AAA Explore Asheville e-mail newsletter per calendar year.
- Create Web pages specifically geared towards addressing the needs of an auto touring agent.

Continue to explore and develop strategic alliances with corporate entities.

Maintain measurement tools to gauge the effectiveness of existing and new projects.

Work with NCACVB for additional exposure in the AAA markets:

- Work in conjunction with NCACVB, NCDTFSD and Southeast Tourism Society on joint marketing efforts.
- Coordinate Asheville's participation in consumer travel shows.

2006 - 2007 Objective

To increase the number of AAA booked room nights by 5% over fiscal year 2005 - 2006.

Continue to develop marketing opportunities within the different clubs that incorporate services offered by our industry partners:

- Investigate and inform the community of opportunities currently available in AAA driven publications promoting short-term consumer packages.

Provide information and materials to consumers as well as Visitor Specialists in order to convert inquiries to visits:

- Conduct one 1-800-VISITNC collective operator training session at NC call center.
- Work closely with Journal Communications to enhance and publish the 2007 Visitor Guide.
- Continue to include an online Visitor Guide on exploreasheville.com.



The ACVB greets motorcoach guests during Carl Hurley's 2005 show at the Asheville Civic Center. More than 750 visitors came to Asheville via motorcoach for the comedy show.



International FAM - March 2006

Group Tour

Strategies and Tactics

Attend key marketplaces, trade shows and conventions to maintain current tour operator relationships and locate new sources for leads:

- Work in conjunction with NCDTFSD, NCACVB and tour operators on joint marketing programs/sales missions and association events that match Asheville's client profile.
- Participate in the following trade shows: National Tour Association, American Bus Association and Travel Alliance Partnership (T.A.P.).

Provide tour operators, group leaders and travel agents the tools needed to package and sell tours to the Asheville area:

- Distribute the Destination Planning Guide (hardcopy and CD ROM), group tour DVD, brochure shells and CD ROM of slides/images to tour operators and qualified group leaders.
- Maintain Asheville Web presence on www.thetouroperator.com with North American Journey's targeting domestic and international tour operators.

International

Strategies and Tactics

Maintain our alliance partnership with MountainSouth USA:

- Work closely with MountainSouth USA in the development of itineraries, hosting of FAM trips and inclusion on the MountainSouth USA Web site to promote international travel from the U.K. and Germany.
- 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.

Work closely with the NCDTSFD and MountainSouth USA in their international marketing efforts:

- Maintain a close relationship with North Carolina's international sales representatives responsible for promoting travel to Asheville from Canada, Germany and the United Kingdom.

2006 - 2007 Objectives

To book 3,360 group tour room nights and work to maintain sales production numbers.

Continue to refine effective ways to communicate with decision-makers:

- Issue five editions of the group tour e-mail newsletter per calendar year.
- Utilize telemarketing to supplement staff sales efforts.

Provide support services to tour operators after the initial sale has been made:

- Provide content for updated Web pages along with an online version of the Destination Planning Guide to show product and itinerary suggestions, obtain sales leads and announce new group tour opportunities for community partners.

In coordination with our accommodations partners, continue to trend the number of motorcoach tours and travelers into the Asheville area:

- Continue to meet with industry partners to keep the lines of communication open.

2006 - 2007 Objective

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

Provide international tour operators and domestic-based receptive service operators the tools needed to sell the Asheville area:

- Attend the following marketplaces: North American Journey's East Coast Summit (New York) and Rhythms of the South – Delta's Global Showcase (Atlanta).
- Explore and pursue additional regional marketing alliances that foster inclusion of Asheville in receptive operators' product offerings to their international clients.

Expand on the number of catalogues that include Asheville and Western North Carolina product:

- Maintain Asheville Web presence on www.thetouroperator.com with North American Journey's targeting domestic and international tour operators.

Convention Sales & Servicing Department

During the 2005 - 2006 fiscal year, the Convention Sales & Servicing Department underwent numerous changes. Tim Lampkin was hired as the new Director of Sales, bringing fresh ideas and enthusiasm to the position as well as the entire department. Shortly thereafter, the Convention Servicing department merged with Convention Sales with the goal of streamlining work with meeting planners and providing a well-rounded approach when selling.

In the past, each ACVB sales manager focused on one particular market, such as SMERF, associations or corporate. After an evaluation of efforts and positive results, the sales managers now focus on cities, such as Atlanta and Charlotte, and very specific markets which tend to have a substantial amount of potential for our area. The Sales Support Manager takes on a larger role by overseeing the wedding market and helping to streamline the leads process and market research.

The upcoming year will see a more concerted effort on city-wide groups, Atlanta and Charlotte corporate and association groups, as well as innovative ways to reach meeting planners who are already familiar with our area. The sales and service team will fully embrace the Asheville area brand in an effort named 'Operation Brand Alive' to ensure each person has an enriching experience when working with the ACVB.



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Convention Sales			
	2004 - 2005	2005 - 2006	Variance
Leads Distributed	160	251	56.9%
Room Nights in Leads	57,611	71,236	23.7%
Booked Room Nights	35,932	40,688	13.2%
Conversion	61.5%	75.1%	22.1%
Economic Impact of Booked Business	\$17,767,735	\$18,135,548	2.1%



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Convention Sales

Strategies and Tactics

Continue to increase in-person outreach efforts in key markets. The increased number of sales calls initiated in January are just now starting to pay dividends, it is important to continue to proactively pursue the best business opportunities for Asheville:

- Eleven sales trips to the Atlanta market with a minimum of two days focused on sales call activities. Traditionally these trips are in conjunction with the monthly meetings associated with GaMPI or GSAE.
- Six sales trips to the Charlotte area that are a minimum of two days with approximately 15 calls per trip.
- Utilize telemarketing firms for “blitz” type efforts in key markets with follow-up and in-person sales efforts by sales managers.
- Overall improved lead generation efforts with a specific project every month. For instance, direct mail to car clubs one month and regional associations every other month.

Increase the number, productivity and creativity of site visits and client entertainment by 15%:

- Signature entertaining event in the Atlanta market with quality pre- and post-event sales activities.
- Host a FAM event for 10 regional meeting planners that can impact Asheville with at least 500 room nights in the next 18 months.
- Work with local HelmsBriscoe representative to entertain other HelmsBriscoe representatives.
- Seek creative and unique ways to make site visits radiate the Asheville area brand promise.

Improve the effectiveness of electronic databases and electronic lead generation resources. Ideally, the goal is to develop databases that, when posed with an aggressive offer, will generate significant (5%+) response:

- Develop a leading edge e-newsletter for the group market. Utilize Yesowich model of a one point newsletter for distribution 12 times per year.
- Research best practices on database development techniques and implement as possible.
- Evaluate click per connection advertising on major meeting planner Web sites.
- Evaluate DMAI Mint program and other opportunities to purchase database information to assist in lead generation.

2006 - 2007 Objective

To produce 58,000 group room nights.

Increase the solicitation of groups that can meet off-season, and/or early week:

- Bounce back program for groups that previously held a meeting in Asheville but may be able to do another type of meeting in an off-season.
- Six lead generating mailings to begin in September that will highlight the opportunity, value and accessibility of winter meetings in Asheville.
- CDC based task force to create city-wide demand calendar for 2007 and 2008.
- CDC brainstorming efforts and best practice analysis of techniques to increase year-round meeting usage.

Operation Brand Alive is a concept that not only brings the brand to life for prospective guests, but also the letters, selling style and relaxed but responsive nature of our sales efforts. Working with the ACVB sales team will be an enriching experience:

- All programs, tradeshow and promotions align themselves with the brand core values and brand promise.
- Creatively reveal the brand essence in all customer contact and solicitation efforts.
- Capture the brand momentum and synergy through teamwork within the ACVB and with industry partners so that all clients experience the brand through brand-consistent site visits, FAM tours and other programs of work.

Convention Services

Strategies and Tactics

Increase sales impact by creating service programs that are dynamic, intuitive and complete so that they entice meeting planners to use the ACVB on a regular basis and are telling colleagues about the virtues of hosting meetings in Asheville. In addition, give meeting attendees valuable information and resources that will encourage them to stay an additional day or an incentive to return soon:

- Respond with speed, innovative ideas and solve problems for planners, thereby making it easy to meet in Asheville.
- Create a unique and powerful experience for meeting planners by compiling significant inventories of innovative ideas about activities and themes while maintaining examples and pictures of how other groups have incorporated these aspects.
- Provide pre-event e-mails to attendees with ideas about how to experience Asheville which will also encourage them to return.
- Capture e-mail addresses from as many groups as possible to utilize in the e-newsletter program.
- Become experts in the unexpected and unique venues in Buncombe County, enabling us to provide planners with several suggestions to any request.

Convention Services			
	2004 - 2005	2005 - 2006	Variance
Groups Serviced	268	239	(10.8%)
Motorcoaches Serviced	65	49	(24.6%)
Hospitality Tables	44	34	(22.7%)
Conventions Welcomed	5	3	(40%)

2006 - 2007 Objective

Increase groups impacted by services 8%.

Total brand immersion. Capture the brand essence in every customer touch and create programs that repeat the brand values and promise to every meeting or motorcoach attendee:

- Focusing on the brand value of welcoming, the service department will upgrade all efforts to welcome groups to Asheville which will include, mayor's or dignitary welcomes, ACVB staff welcome, signage, games, etc.
- Ensure brand compliance in all giveaway items and integrate brand values in all communication with groups.
- Create brand-friendly activity suggestions for meeting planners. Assist meeting planners in connecting their meeting themes to the inherent virtues of the Asheville brand.

Convention Sales & Servicing Department		
Date	Event	Location
Aug. 19-22, 2006	ASAE Annual Meeting / Exposition	Boston, MA
Sept. 8, 2006	AENC Meeting / Luncheon	Raleigh, NC
Sept. 12, 2006	Convention Development Committee	Asheville, NC
Sept. 19, 2006	GSAE Quarterly Luncheon	Atlanta, GA
October 2006	CMCA Tradeshow	TBD
Nov. 6-7, 2006	Regional Association Symposium	Asheville, NC
Dec. 7, 2006	Convention Development Committee	Asheville, NC
Dec. 14, 2006	AENC Mid-year Meeting & Tradeshow	Raleigh, NC
February 2007	HSMIA Leadership Forum	TBD
Feb. 13, 2007	Convention Development Committee	Asheville, NC
April 11-12, 2007	GaMPI MEC Annual Meeting	Atlanta, GA
April 26, 2007	Convention Development Committee	Asheville, NC
May 2007	AENC Annual Golf Tournament	TBD
June 2007	GaMPI Phoenix Awards	Atlanta, GA
June 10-11, 2007	AENC Annual Meeting & Tradeshow	Winston-Salem, NC
June 2007	GSAE Annual Meeting & Tradeshow	TBD

Visitor Services

In January 2006, the Visitor Center relocated to the new Asheville Area Chamber of Commerce Visitor Center at 36 Montford Avenue. At 4,000 square-feet, the state-of-the-art facility is five times larger than the previous Visitor Center. Since it's usually the first stop for visitors, knowledgeable volunteers staff the center to ensure visitors begin living the Asheville area brand once they walk in the door. The center allows more opportunities to showcase the area's offerings in the hope of educating visitors and having them extend their stay.

New to the Visitor Center is the Chamber Concierge Services program. Now, those visitors who plan last-minute trips, can come to the Visitor Center and be assisted with securing area accommodations and itinerary planning. The Chamber Concierge Services program was modeled after Charleston's successful program but crafted to best assist the Asheville area visitor and benefit our community. For a nominal fee, accommodations can sell distressed inventory directly to the visitor.

The Asheville Shop is home to retail items from throughout Western North Carolina and is actually the size of the entire old Visitor Center. The shop includes gifts authentic to the Asheville area including pottery, music and books by local authors. Currently, the Asheville Shop is the only place to get an assortment of merchandise with the new Asheville destination logo, which can make a nice welcome gift for clients, family or friends.

The majority of positions in the Visitor Services department are paid, in full, by the Chamber. Therefore, each employee not only works to assist each visitor, but also to ensure that Chamber members reap the benefits of membership and exposure to visitors. Delivering enriching experiences and educating area visitors truly helps to further the brand and mission of the BCTDA.



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Visitor Services

Asheville Visitor Center

Located at 36 Montford Avenue in the new Asheville Area Chamber of Commerce building, the new Asheville Visitor Center is first-class in every way. As visitors arrive they find a parking lot capable of holding around 150 cars, as well as motorcoaches and RV's.

Knowing that the Visitor Center is Asheville's front porch, every detail was carefully considered from brochure racks which open, not only for extra storage, but also for quicker stocking, to an event kiosk, which is centrally located and updated daily with community events and information.

One of the best features is the open floor space. Most days, benches are in place for visitors to rest before embarking on their Asheville journey. But, some days, the benches are pushed aside for locals who come demonstrating talents from basket-making to painting to slow-dancing and square-dancing.

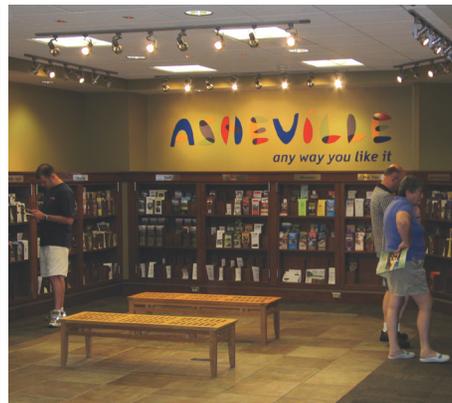
Sponsorship opportunities for Chamber members are located throughout the Visitor Center to ensure that a member's business is prominent and showcased for the more than 250,000 visitors that are expected to visit in the first year.

An expanded attractions and accommodations board allows visitors to call directly to make reservations at accommodations, tours, attractions and even restaurants.

Chamber Concierge Services

In addition, the Chamber Concierge Services program, managed by Concierge Elaine Rich, assists in trip planning. Chamber-member accommodations sign up for the program and provide the distressed inventory information to Elaine who can then pass it on to visitors. Each property that signs up is visited by the concierge who learns the property's amenities to then pass along to the visitor.

In the few months since the program has been operating, more and more accommodations are signing up, and more and more room nights are being generated in our area. It helps to personalize each person's experience by ensuring that the accommodation is exactly what is desired by the visitor. Vacations as long as eight days have been booked so far.



The Asheville Shop

The Asheville Shop is the place to come for Asheville souvenirs like key chains, postcards and other usual trinkets. But it's also home to local pottery, soap, honey, books and music, as well as Asheville shirts, with both the Chamber logo and the new Asheville logo. Currently, the only place to buy new Asheville destination logo merchandise is The Asheville Shop. Each piece of merchandise bearing the new logo is reviewed to ensure it is in line with the brand platform and guidelines.

2006 - 2007 Objective

To improve the quality of the Asheville area experience by providing trained staff and volunteers to assist visitors with Chamber member collateral.

Strategies and Tactics

Continually improve the types of service offered to Visitor Center guests:

- Manage all visitor-related activities in the new Visitor Center, including the new accommodations concierge service.
- Continue to offer foreign translations of information that highlights area attractions.

Utilize the Asheville Area Chamber of Commerce Visitor Center services to increase the length of stay of visitors to the Asheville area:

- Utilize the new concierge service to promote relocation to and longer overnight stays in Asheville.

Create awareness of the Asheville area brand and improve the Asheville experience for visitors:

- Continue to develop the volunteer program with training sessions, FAM trips and appreciation receptions.
- Become more involved in community issues that ultimately affect visitors.
- Provide enhanced Asheville logo items for The Asheville Shop.



Number of Travelers to the Asheville Visitor Center		
	2004-2005	2005-2006
July	19,203	18,523
August	16,263	16,254
September	11,664	12,637
October	21,882	17,594
November	11,258	10,758
December	9,455	8,828
January	5,809	5,564*
February	5,744	8,455
March	10,095	11,841
April	12,449	14,596
May	13,389	15,823
June	15,193	17,752
TOTAL	152,404	158,625
*Note: The new Visitor Center opened on January 13, 2006.		

Executive Office

Serving as the liaison to the Buncombe County Tourism Development Authority (BCTDA) and Tourism Product Development Fund (TPDF) Committee, the Executive Office maintains communication with board members to develop and implement long-range strategic and operational planning.

In an effort to ensure the voice of Asheville tourism echoes throughout the community and regional hospitality industry, the Executive Director serves as a board member of NC Travel & Tourism Coalition, Southeast Tourism Society, NCDTSFD, NCACVB, Asheville Art Museum, Pack Square Conservancy and Asheville Parks and Greenways Foundation. On that note, the Executive Office also works closely with local, state and national elected officials on numerous issues.



In May 2006, the ACVB executed a first-ever Destination Product Development Charrette to develop a ten-year aspirational vision and plan for the development of new Asheville area tourism product.

The Executive Office oversees budget and financial issues and all departmental personnel and operations. Support is provided for all BCTDA meetings as well as Tourism Product Development Committee functions. Statistical information on the tourism industry is compiled for monthly reports that are presented to the board.

Executive Office Calendar		
Date	Event	Location
July 19-22, 2006	DMAI Annual Meeting	Austin, TX
Aug. 3-4, 2006	NCACVB Meeting	Boone, NC
Aug. 19-22, 2006	ESTO (Educational Seminar for Tourism Organizations)	Minneapolis, MN
Sept. 6-8, 2006	STS Fall/Annual Meeting	Arlington, VA
Oct. 5-6, 2006	NCACVB Meeting	Fayetteville, NC
Oct. 11-13, 2006	TIA Marketing Outlook Forum 2006	Boca Raton, FL
Nov. 30 - Dec. 1, 2006	NCACVB Meeting	Raleigh, NC
Dec. 7, 2006	CVB Holiday Open House	Asheville, NC
Dec. 11-12, 2006	STS Board of Directors Meeting	Atlanta, GA
Feb. 1-2, 2007	NCACVB Meeting	Smithfield, NC
March 5-7, 2007	STS Congressional Summit	Washington, D.C.
March 19-21, 2007	STS Spring Meeting	Biloxi, MS
March 25-27, 2007	NC Governor's Conference	Sunset Beach, NC
April 12-13, 2007	NCACVB Meeting	Concord, NC
May 12-20, 2007	National Tourism Week	Asheville, NC
June 7-8, 2007	NCACVB Meeting	Winston-Salem, NC
June 21-22, 2007	STS Board of Directors Meeting	TBD



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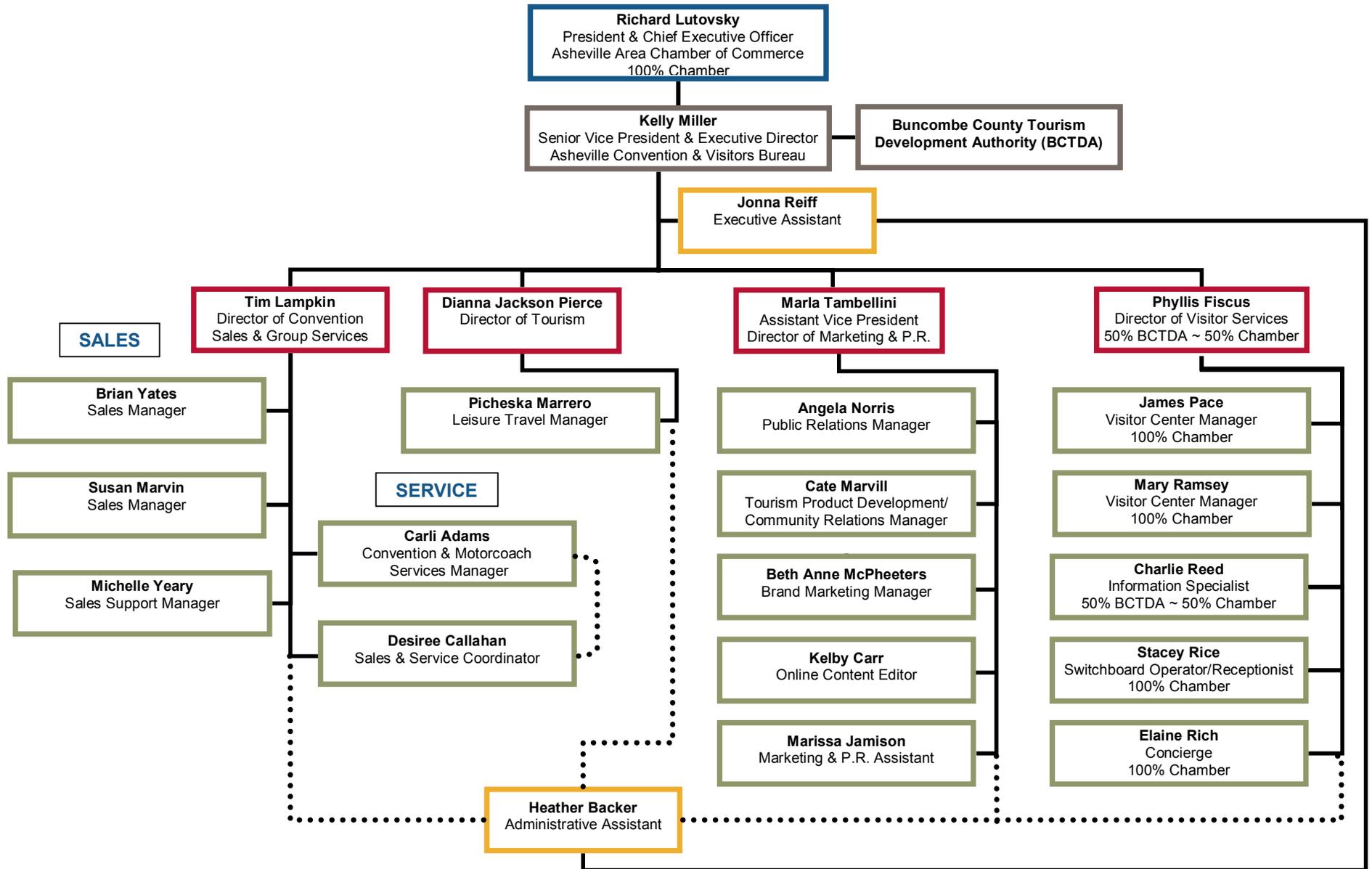


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The CVB Team



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. In Asheville, the implementation of a room tax in 1983 led to the current organizational structure. Before that, the Chamber of Commerce, through the efforts of its Convention & Visitors Bureau (CVB), served as the primary tourism promotion agent with the assistance of partnership dollars from area attractions and hotels.

Marketing Asheville

As other Southeast destinations became prominent, the tourism industry in this area recognized the need for a dedicated source of marketing funds if it was going to compete. In 1983, hoteliers in this community agreed to tax themselves and earmarked the proceeds toward tourism marketing. The enacted legislation created the 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 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. To implement the marketing plan, the BCTDA naturally turned to the Asheville Area Chamber of Commerce which was already the tourism marketing agent for the Asheville area. The Chamber's mission, "to enrich the region's livability by advancing its economic vitality," is a natural fit with the efforts of the BCTDA.

With an additional one percent tax approved in 1985, the advertising campaign for Buncombe County began to pay off for the community. Within 20 years of the legislation, the economic impact of tourism grew 400% in Buncombe County and now accounts for more than \$1 billion in direct and non-direct spending from overnight visitors. More than 2.76 million leisure visitors stay overnight in our community, attracted by the enriching experiences they find here.

Managing the Destination

A critical shift occurred in 2001, when the industry went back to state legislators with a bill designed to create an innovative funding process for tourism product. The NC General Assembly passed the Tourism Product

Development Fund (TPDF) bill which increased the room tax by one percent to a total of four percent tax. The bill dedicates the proceeds from the one percent increase (what now amounts to approximately \$1.3 million annually) to the development of new tourism products that demonstrate the ability to generate substantial new room nights in Buncombe County. Rather than just a marketing organization, the Buncombe County Tourism Development Authority took a leap forward in becoming managers of the destination, ensuring its viability and sustainability.

To date, the TPDF Committee has awarded \$3.8 million to area projects. Tourism funds helped build the John B. Lewis Soccer Complex, the Bonsai Garden at the North Carolina Arboretum, and the Asheville Area Chamber of Commerce's Visitor Center. It assisted with the final construction cost debt on the Grove Arcade Public Market, and funds are allocated toward the completion of the Pack Square Renaissance project and The Health Adventure's new facility.

Future Plans

In the spring of 2006, BCTDA began several processes with the aim of becoming more proactive in its development efforts. It partnered with the City of Asheville and several community organizations to bring in a destination consultant who addressed the need for signage and wayfinding to better direct visitors throughout the community. Additionally, the BCTDA hosted a first-of-its-kind charrette, which brought in product experts from around the nation to Asheville for three days of dialogue with community leaders and citizens. This visioning process is the first step in updating product recommendations that align with the Asheville brand platform, "enrich your life," and could serve as destination drivers – product that will attract visitors to the Asheville area. Through dialogue with its partners and constituent groups throughout the community, the BCTDA will continue to work toward a sustainable, vibrant destination that will generate revenue for all sectors of the community.

Buncombe County Tourism Development Authority

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Mission Statement

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

BCTDA Board Meeting Schedule

Date	Event	Location
July 26, 2006	BCTDA Meeting	Asheville, NC
Aug. 23, 2006	BCTDA Meeting	Asheville, NC
Sept. 27, 2006	BCTDA Meeting	Asheville, NC
Oct. 25, 2006	BCTDA Meeting	Asheville, NC
Nov. 29, 2006	BCTDA Meeting	Asheville, NC
Dec. 20, 2006	BCTDA Meeting	Asheville, NC
Jan. 24, 2007	BCTDA Meeting	Asheville, NC
Feb. 21, 2007	BCTDA Meeting	Asheville, NC
March 22-23, 2007	BCTDA Strategic Planning Retreat	Asheville, NC
March 23, 2007	BCTDA Meeting	Asheville, NC
April 25, 2007	BCTDA Meeting	Asheville, NC
May 23, 2007	BCTDA Meeting	Asheville, NC
June 20, 2007	BCTDA Meeting	Asheville, NC

2006 Industry Calendar

Date	Event	Location
July 19-22, 2006	DMAI Annual Meeting	Austin, TX
July 26, 2006	BCTDA Meeting	Asheville, NC
Aug. 3-4, 2006	NCACVB Meeting	Boone, NC
Aug. 11, 2006	PR/Marketing Committee Meeting	Asheville, NC
Aug. 17-20, 2006	AAA Explore Asheville! FAM	Asheville, NC
Aug. 19-22, 2006	ASAE Annual Meeting / Exposition	Boston, MA
Aug. 19-22, 2006	ESTO (Educational Seminar for Tourism Organizations)	Minneapolis, MN
Aug. 23, 2006	BCTDA Meeting	Asheville, NC
September 2006	Fall Media Tour	Tennessee
Sept. 6-8, 2006	STS Fall/Annual Meeting	Arlington, VA
Sept. 8, 2006	AENC Meeting / Luncheon	Raleigh, NC
Sept. 12, 2006	Convention Development Committee	Asheville, NC
Sept. 19, 2006	GSAE Quarterly Luncheon	Atlanta, GA
Sept. 21, 2006	Tour & Travel Development Committee	Asheville, NC
Sept. 27, 2006	BCTDA Meeting	Asheville, NC
October 2006	CMCA Tradeshow	TBD
Oct. 5-6, 2006	NCACVB Meeting	Fayetteville, NC
Oct. 6, 2006	PR/Marketing Committee Meeting	Asheville, NC
Oct. 11-13, 2006	TIA Marketing Outlook Forum 2006	Boca Raton, FL
Oct. 18-23, 2006	SATW Annual Convention/Marketplace	Santiago, Chile
Oct. 25, 2006	BCTDA Meeting	Asheville, NC
Nov. 3-7, 2006	National Tour Association	Salt Lake City, UT
Nov. 6-7, 2006	Regional Association Symposium	Asheville, NC
Nov. 16, 2006	Tour & Travel Development Committee	Asheville, NC
Nov. 17-19, 2006	AAA Superbowl of Knowledge	Pinehurst, NC
Nov. 29, 2006	BCTDA Meeting	Asheville, NC
Nov. 30 - Dec. 1, 2006	NCACVB Meeting	Raleigh, NC
Dec. 1, 2006	PR/Marketing Committee Meeting	Asheville, NC
Dec. 7, 2006	Convention Development Committee	Asheville, NC
Dec. 7, 2006	CVB Holiday Open House	Asheville, NC
Dec. 8-10, 2006	Rhythms of the South	Atlanta, GA
Dec. 11-12, 2006	STS Board of Directors Meeting	Atlanta, GA
Dec. 14, 2006	AENC Mid-year Meeting & Tradeshow	Raleigh, NC
Dec. 20, 2006	BCTDA Meeting	Asheville, NC

2007 Industry Calendar

Date	Event	Location
January 2007	Winter Media Tour	Charleston, Columbia, Savannah
Jan. 18, 2007	Tour & Travel Development Committee	Asheville, NC
Jan. 24, 2007	BCTDA Meeting	Asheville, NC
Jan. 27- Feb. 1, 2007	American Bus Association	Grapevine, TX
February 2007	HSMIAI Leadership Forum	TBD
Feb. 1-2, 2007	NCACVB Meeting	Smithfield, NC
Feb. 2, 2007	PR/Marketing Committee Meeting	Asheville, NC
Feb. 13, 2007	Convention Development Committee	Asheville, NC
Feb. 21, 2007	BCTDA Meeting	Asheville, NC
March 2007	AAA Explore Asheville! Training	TBD
March 2007	Spring Media Tour	Cleveland, Detroit, Lansing
March 5-7, 2007	STS Congressional Summit	Washington, D.C.
March 15, 2007	Tour & Travel Development Committee	Asheville, NC
March 19-21, 2007	STS Spring Meeting	Biloxi, MS
March 22-23, 2007	BCTDA Strategic Planning Retreat	Asheville, NC
March 23, 2007	BCTDA Meeting	Asheville, NC
March 25-27, 2007	NC Governor's Conference	Sunset Beach, NC
Spring 2007	Culinary Media Symposium	Asheville, NC
April 11-12, 2007	GaMPI MEC Annual Meeting	Atlanta, GA
April 12-13, 2007	NCACVB Meeting	Concord, NC
April 13, 2007	PR/Marketing Committee Meeting	Asheville, NC
April 25, 2007	BCTDA Meeting	Asheville, NC
April 26, 2007	Convention Development Committee	Asheville, NC
May 2007	AAA Blue Ridge Parkway FAM	Asheville, NC
May 2007	AENC Annual Golf Tournament	TBD
May 2007	PRSA Travel & Tourism Conference	Los Angeles, CA
May 2007	VISIT NC Training	Raleigh, NC
May 12-20, 2007	National Tourism Week	Asheville, NC
May 23, 2007	BCTDA Meeting	Asheville, NC
May/June 2007	Tour & Travel Development Committee	Asheville, NC
June 2007	North American Journey's East Coast Summit	New York City
June 2007	Travel Alliance Partnership	TBD
June 2007	GSAE Annual Meeting & Tradeshow	TBD
June 1, 2007	PR/Marketing Committee Meeting	Asheville, NC
June 7-8, 2007	NCACVB Meeting	Winston-Salem, NC
June 10-11, 2007	AENC Annual Meeting & Tradeshow	Winston-Salem, NC
June 20, 2007	BCTDA Meeting	Asheville, NC
June 21-22, 2007	STS Board of Directors Meeting	TBD

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 U.S. and Canada.

ABA — American Bus Association — A national association of private intercity bus companies, travel industry organizations, motorcoach tour organizers and associates offering 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

CMCA — Christian Meetings and Conventions Association

GaMPI — Georgia Meeting Professionals International

GSAE — Georgia Society of Association Executives

RCMA — Religious Conference Managers Association

SGMP — Society of Government Meeting Professionals

BCTDA — Buncombe County Tourism Development Authority — A nine-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 two ex-officio, non-voting members.

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

Blog — An online diary; a personal chronological log of thoughts published on a Web page; also called Weblog. Many Weblogs allow visitors to leave public comments which can lead to a community of readers centered around the blog.

Brand — A genuine brand is the internalized sum of all impressions received by customers and consumers resulting in a distinctive position in their mind's eye based in perceived emotional and functional benefits.

Charrette — A workshop to stimulate ideas and involve interested parties and the public at large in a community or sectoral planning process. The purpose is to harness the talents and energies of all involved to create and support a feasible plan that represents transformative change by building community consensus on a designated vision through active involvement and visualization.

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

DMAI — Destination Marketing Association International, formerly IACVB, International Association of Convention and Visitors Bureaus — A professional organization for the convention and visitor industry across the world. Educational opportunities are provided at seminars and its annual convention.

DMC — Destination Management Company

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 — Non-professional 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.

HSMAI — Hospitality Sales & Marketing Association International — A global organization of sales and marketing professionals representing all segments of the hospitality industry, strongly focused on education, and operating as a leading voice for both hospitality and sales and marketing management disciplines.

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 Professionals 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.

NCACVB — North Carolina Association of Convention & Visitors 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.

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 NCDTFSD.

NTA — National Tour Association — NTA is a non-profit 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 structured with pre-scheduled appointments. 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.

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.

RSS — Really Simple Syndication — RSS, or an RSS feed, which is the term more commonly heard, is technology that allows people to display content for Web distribution or syndications. An RSS feed provides news or other information that Web site owners can access and place on their own Web sites. The content is fed to the Web site via the RSS feed. By supplying an RSS feed, the content owner still controls what information is syndicated in the feed.

SATW — Society of American Travel Writers — A not-for-profit professional association of writers, photographers, editors and electronic media.

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 holds an annual meeting and trade show to offer supplier members an opportunity to meet with tour planners and/or group leaders.

NCMA — North Carolina 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.

TAP — Travel Alliance Partnership — A consortium of 35 tour operator companies who have formed a buying cooperative and host an annual marketplace.

TIA — Travel Industry Association of America — The Washington, D.C. based national, non-profit 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.

TPDF — Tourism Product Development Fund — Established in 2001, the TPDF is a dedicated fund representing one percent of the occupancy tax earmarked to fund capital projects in the Asheville area, with the goal of substantially increasing overnight lodging stays.

TPDF Committee — Tourism Product Development Fund Committee — A seven-member sub-committee of the Buncombe County Tourism Development Authority (BCTDA) who researches requests for the funding of capital projects, making recommendations for recipients of TPDF dollars to the BCTDA.

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.

Wiki — Wiki, which means quick, is software that allows people to quickly and easily add content to a Web site which can be edited by others. A wiki site is different from a blog because a blog’s content is generally controlled by one owner, and a wiki site supports collaborative content by allowing for multiple content providers.

Notes

Notes



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