

**Asheville Convention & Visitors Bureau
Group Sales and Services Partnership Opportunities
2015 and 2016**

2015 – 2016 Motorcoach

Trade Shows, Marketplaces & FAMS

American Bus Association (ABA) Marketplace

January 9-12, 2016 – Louisville, KY

Focus: Tour operators

Website: www.buses.org

Every January, ABA welcomes more than 3,500 tour operators, suppliers and exhibitors to their marketplace. With more than 800 pre-qualified operators in attendance, the Marketplace offers a year's worth of sales meetings in one week. **The Asheville CVB will be taking appointments and will have a tradeshow booth set up.** Opportunities to take a shift at the booth are available for other registered appointment taking delegates.

Cost: Registration for appointment taking delegates is approximately \$1,495. Participants are responsible for their own travel costs.

Commitment Date: September 15, 2015

Contact: Beth McKinney – bmckinney@exploreasheville.com

Travel South Domestic Showcase

March 6-9, 2016 – Winston-Salem, NC

Focus: Domestic tour operators and travel buyers interested in southern itineraries

Website: www.travelsouthusa.org

Travel South Showcase is the only regional Marketplace focused solely on the south. The Showcase targets travel buyers and tour operators who are expanding or developing new motorcoach itineraries in the South. It is an appointment-style marketplace. Suppliers have booths and the buyers walk the floor and move from supplier booth to supplier booth for their appointments. Travel South Showcase will guarantee a minimum of 25 pre-scheduled appointments for each Supplier appointment book. On average, suppliers receive approximately 25-30+ pre-scheduled appointments. One open spot is available.

Cost: A triple booth share is \$695 per participating attraction partner. The three participating attractions share one appointment book. Partners are responsible for their own travel costs.

Commitment Date: September 15, 2015

Contact: Beth McKinney – bmckinney@exploreasheville.com

Pre Travel South Domestic Motorcoach FAM

March 3-6, 2016 – Asheville, NC

Focus: Domestic tour operators and travel buyers interested in southern itineraries

Website: www.travelsouthusa.org

A familiarization trip to western NC will be offered pre-Travel South Domestic from March 3-6, 2016 with Asheville being one of the overnight stops. This one-night experience will hit a few highlights in the area and will feature a partner Lunch & Learn. Multiple opportunities are available for partners, including hosting overnight accommodations on March 3rd, providing meals or attraction tickets, and giving a marketing pitch of your business at the Lunch & Learn on March 4th.

Cost: Varies on level of involvement. No travel is necessary.

Commitment Date: September 15, 2015

Contact: Beth McKinney – bmckinney@exploreasheville.com

**International (FIT, Receptive Operator and Internationally based motorcoach)
2015 & 2016**

Travel South International Showcase (FIT & some international motorcoach series) - FILLED

November 30-December 3, 2015 – Charlotte, NC

Focus: International tour operators/buyers

Website: www.travelsouthusa.org/international

Travel South International Showcase is the only regional Marketplace focused solely on the south for international buyers. The Showcase targets international travel buyers and tour operators who are expanding or developing new FIT and some international motorcoach itineraries in the South. It is an appointment-style marketplace. Suppliers have booths and the buyers walk the floor and move from supplier booth to supplier booth for their appointments. Travel South Showcase will guarantee a minimum of 25 pre-scheduled appointments for each Supplier appointment book. On average, suppliers receive approximately 25-30+ pre-scheduled appointments. One open spot is available. Partners are responsible for their own travel expenses.

Cost: A triple booth share is **\$695 per participant**. The three participants “share” one appointment book.

Commitment Date: FILLED

Contact: Dianna Pierce – dpierce@exploreasheville.com

Post Travel South International Marketplace SUPER FAM

December 3-6, 2015 - Asheville, NC

Focus: Domestic tour operators and travel buyers interested in southern itineraries

Website: www.travelsouthusa.org

Super FAMS will be offered following Travel South International Marketplace to various locations including Asheville. We expect 15 attendees who will be in town Thursday, December 3 through Friday December 4, 2015. Travel South Showcase is the only regional Marketplace focused solely on the south. The Showcase targets international FIT, receptive and tour operators who are expanding or developing new itineraries in the South.

Participating FAM attendees are vetted by Travel South International. Hosting opportunities include providing overnight accommodations, meals, admission tickets, hospitality opportunities and more.

Cost: There is no additional cost to participate outside providing the items mentioned.

Commitment Date: September 15, 2015

Contact: Dianna Pierce – dpierce@exploreasheville.com

2015-2016 AAA Opportunities

ACVB Contact: Brit Martin

AAA Superbowl of Knowledge Tradeshow

November 20-22, 2015 – Concord, NC

Focus: AAA Carolinas

The ACVB will host a booth at the Saturday tradeshow that draws 500 employees yearly. The tradeshow lasts approximately 1.5 hours and will be a great opportunity to connect with AAA employees and collect contact information. There will also be a Vendor Cocktail Reception on Friday night which will furnish the opportunity to connect and network with AAA leadership. ACVB invites any interested industry partners to respond, as the booth may be shared with one additional attendee. Industry partners are responsible for their own travel costs including any overnight lodging, meals, transportation and incidental expenses.

Cost: Booth space is \$750 for one participant + \$250 for additional attendee (\$500 each) and includes meals from Saturday morning until Sunday morning.

Commitment Date: July 31, 2015

Contact: Brit Martin – bmartin@exploreasheville.com

AAA Blue Ridge Parkway FAM

April 9-17 – Asheville, NC

Focus: North American AAA travel counselors

www.blueridgeparkway.org

The Blue Ridge Parkway Association hosts an annual FAM targeting North American auto travel counselors. One year the FAM will originate at the south end of the Parkway and the next year it will originate at the north end of the Parkway. Counselors generally stay in the Asheville area for one night. Approximately 20 double occupancy rooms are required annually for lodging while in Asheville. The participating hotel/motel receives a page in the TripTik like itinerary booklet prepared for the FAM participants. The page includes descriptive copy, a black and white photo and web listing. A hotel representative can meet the group at breakfast and provide a short overview of amenities offered by the property. Selected accommodation must be AAA rated and preference will be given to those that hold an active membership in the Blue Ridge Parkway Association. There is no cost outside of the provided rooms.

Cost: 15-20 complimentary/best rate available rooms for a single night on Monday, April 11, 2015.

Commitment Date: July 31, 2015

Contact: Brit Martin – bmartin@exploreasheville.com

AAA South Counselor Training

March 2016 – Atlanta, GA

Focus: AAA South offices in GA

With the help of interested industry partners, the ACVB will coordinate and execute an AAA South in-office training program early Spring 2016. This is a rolling training, meaning participants will host training in three different branch offices per day, moving across the state. A task force of interested participants will be formed four months prior to the start of the event. Industry partners are responsible for their own travel costs including overnight lodging for up to four nights, meals, transportation and incidental expenses. We try to partner up as much as possible to defray expenses.

Cost: There is no additional cost to participate outside providing the items mentioned.

Commitment Date: December 31, 2015

Contact: Brit Martin – bmartin@exploreasheville.com

Explore Asheville! Destination Training Webinars - Quarterly

2015: September 29 & 30 and December 1 & 2

2016 - February 23 & 24 and May 3 & 4

Focus: AAA Clubs - Carolinas, South, Allied, Alabama

Once a quarter, CVB staff connects with AAA agents in core AAA club markets via GoToWebinar to highlight Asheville area attractions, events and accommodations. Approximately 300 agents per year log on to learn about what's new in Asheville. Industry partners have the opportunity to have their organization highlighted by CVB staff as well as join in to speak to agents directly.

Commitment Dates: August 24 (Webinar 1), November 2 (Webinar 2); January 25 (Webinar 3); April 4 (Webinar 4)

Available Spots: 1 Hotel partner per webinar, 1-2 Attractions per webinar

Contact: Brit Martin – bmartin@exploreasheville.com