

**Asheville Convention & Visitors Bureau
Group Sales and Services Partnership Opportunities
2013 – 2014**

2014 Motorcoach

Trade Shows, Marketplaces & FAMS

American Bus Association Annual Marketplace

January 11-15, 2014 – Nashville, TN

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. In 2014, the ACVB will attend and in partnership with Biltmore Estate, will have a booth on the trade show floor. Industry partners who are appointment taking delegates to the Marketplace are welcome to help man the booth throughout the show. There are no plans to purchase booth space for 2015 ABA in St. Louis, Missouri.

Cost: Registration for appointment taking delegates is approximately \$1395. There is no additional cost to help man the Asheville booth. No additional registration fee is required. Participants are responsible for own travel costs. Time slots will be assigned based on the number of industry partners interested in assisting.

Commitment Date: October 1, 2013

ACVB Contact: Janelle Troglione

Travel South Showcase

February 23-26, 2014 - Charleston, West Virginia

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. 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: September 15, 2013

CVB Contact: Janelle Troglione

Joint Motorcoach FAM – Charleston, SC & Asheville, NC

May 2014

Focus: Domestic tour operators interested in regional itineraries (NC & SC)

The Asheville CVB is partnering with Charleston CVB in hosting a joint motorcoach FAM trip for qualified tour operators. The goal is to bring in 40 operators to showcase both destinations and encourage operators to select Asheville as one of the multiple destinations included on a southeast itinerary. Hosting opportunities include overnight accommodations, meals, admission tickets, hospitality opportunities and more. A task force of interested participants will be formed six months prior to the start of the event. There is no additional cost to participate outside of providing the items mentioned. In the event you are unable to directly participate in the event, the ACVB will coordinate a tradeshow as part of the visit. Participating in the trade show is free to Buncombe based accommodations and area attractions and service providers.

Commitment Date: December 1, 2013

ACVB Contact: Janelle Troglione

Joint Motorcoach FAM – Nashville, TN & Asheville, NC

September 2014

Focus: Domestic tour operators interested in regional itineraries (TN & SC)

The Asheville CVB is partnering with Tennessee Travel & Tourism and NC Division of Tourism, Film and Sports Development in hosting a joint motorcoach FAM trip for qualified tour operators in September 2014. The goal of the FAM is to bring in 30+ operators to showcase both destinations and encourage operators to combine Asheville with close by destinations such as Nashville, TN. Hosting opportunities include providing overnight accommodations, meals, admission tickets, hospitality opportunities and more. A task force of interested participants will be formed six months prior to the start of the event. There is no additional cost to participate outside providing the items mentioned. In the event you are unable to participate directly in the event, the ACVB will coordinate a tradeshow as part of the visit. Participating in the trade show is free.

Commitment Date: April 1, 2014

ACVB Contact: Janelle Troglione

2014 AAA Opportunities

AAA Blue Ridge Parkway FAM

April 7-8, 2014

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 hold an active membership in the Blue Ridge Parkway Association. There is no cost outside of the provided rooms.

Commitment Date: February 1, 2014

ACVB Contact: Lauren Harris

AAA Explore Asheville! Destination FAM

September 2014

Focus: Auto travel counselors from various branch offices operating under the umbrella of one southeast AAA club

The ACVB has coordinated an intense 2-3 night visit for groups of 10-40 auto travel counselors. Clubs hosted in the past include AAA South (Atlanta and Nashville based branch offices), AAA Alabama, AAA Carolinas and AAA Allied. In general, the group stays together for some activities while breaking off into smaller "cluster" groups for others. This cluster-based style of FAM allows for employees of the same branch location to experience a myriad of different activities, shopping and dining experiences. Hosting opportunities include housing of counselors, meals, admission tickets, hospitality opportunities and more. A task force of interested participants will be formed four months prior to the start of the event. There is no additional cost to participate outside providing the items mentioned. Whether or not a trade show is coordinated as part of the visit is dependent on the size of the group.

Commitment Date: May 1, 2014

ACVB Contact: Lauren Harris

Explore Asheville! Destination Training – NC & SC AAA Branch Offices

March 2014

Focus: AAA Carolinas offices in North and South Carolina

With the help of interested industry partners, the ACVB will coordinate and execute an AAA Carolinas in-office training program prior to Easter 2014. 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.

Commitment Date: November 1, 2013

ACVB Contact: Lauren Harris

Round Table Mandatory Agent Training – AAA Allied

May 2014 - Cincinnati, Ohio

Focus: AAA branch office locations in and around Dayton and Cincinnati, OH, West Virginia

Every year, AAA Allied hosts a mandatory two day training for their agents. The structure is that each vendor has a table, and auto travel counselors rotate through the tables in 30-minute increments. It's a mandatory training, so their whole staff is expected to participate. Industry partners are responsible for their own travel costs which include 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: The cost to participate is \$200 for a solo table, or there is an opportunity to booth share with the CVB (two industry spots available). No additional registration fee is required. Participants are responsible for own travel costs.

Commitment Date: November 1, 2013

ACVB Contact: Lauren Harris

Explore Asheville! Destination Training Webinars - Quarterly

October 1-2, 2013 (Holiday focus)

December 3-4, 2013 (Value season focus)

February 25-26, 2014 (Spring focus)

April 29-30, 2014 (Summer focus)

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. You must be AAA rated to participate in the training webinars.

Commitment Dates: September 1 (Webinar 1); November 3 (Webinar 2); January 25 (Webinar 3); March 29 (Webinar 4)

ACVB Contact: Lauren Harris

Motorcoach and AAA Events and FAMS

American Bus Association Annual Marketplace

January 11-15, 2014 – Nashville, TN

Cost: Registration for appt taking delegates is approximately \$1,395. There is no additional cost to help man the Asheville booth.

Commitment Date: October 1, 2013

Travel South Showcase

February 23-26, 2014 - Charleston, West Virginia

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

Commitment Date: September 15, 2013

Joint Motorcoach FAM – Charleston, SC & Asheville, NC

May 2014

Cost: Opportunities include but are not limited to: Group dinners; receptions; attraction tickets; act as a group escort; etc.

Commitment Date: December 1, 2013

Joint Motorcoach FAM – Nashville, TN & Asheville, NC

September 2014

Cost: Opportunities include but are not limited to: Group dinners; receptions; attraction tickets; act as a group escort; etc.

Commitment Date: April 1, 2014

Explore Asheville! Destination Training Webinars - Quarterly

October 1-2, 2013 (Holiday focus)

Commitment Date: September 1, 2013

February 25-26, 2014 (Spring focus)

Commitment Date: January 25, 2014

December 3-4, 2013 (Value season focus)

Commitment Date: November 3, 2013

April 29-30, 2014 (Summer focus)

Commitment Date: March 29, 2014

Explore Asheville! Destination Training – NC & SC AAA Branch Offices

March 2014

Cost: Industry partners pay for their own travel costs (overnight lodging for up to four nights, meals, transportation, etc.)

Commitment Date: November 1, 2013

AAA Blue Ridge Parkway FAM

April 7-8, 2014

Cost: Hosting the group at your accommodation property for one night (Monday, April 7)

Commitment Date: February 1, 2014

Round Table Mandatory Agent Training – AAA Allied

May 2014 - Cincinnati, Ohio

Cost: \$200 for a solo table, or there is an opportunity to booth share with the CVB (two spots). No additional registration is required. Industry partners are responsible for their own travel expenses.

Commitment Date: November 1, 2013

AAA Explore Asheville! Destination FAM

September 2014

Cost: Hosting opportunities include housing of operators, meals, admission tickets, hospitality opportunities and more.

Commitment Date: May 1, 2014

Asheville CVB Group Sales & Services ~ 2013-2014 Industry Partner Commitment Form

Please return the completed form to Lauren Harris, Sales & Service Coordinator at lharris@exploreasheville.com.

Yes, I want to commit!

Organization: _____

Date: _____

Phone: _____ **Email:** _____