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CVB Partner Connect

November 24, 2015

Greetings Partners!

It was great to see such a big turn-out at last week's Tourism Partner Forum, "Destination Weddings in Asheville." We enjoy being able to connect with new partners and learn how we can work together to create great visitor experiences.

A big kudos to the CVB marketing team who took home several awards at the NC Tourism Leadership Conference earlier this month. There were 60 other CVBs competing for the Destination Marketing Achievement Awards across the state. Well done, team! And, thanks to all of you for giving the team great content to work with.

I hope you will join us in celebrating at the ACVB Holiday Party next week. If you haven't RSVP'd yet, please do so soon – we're almost at capacity. With the generous support of the Renaissance Asheville Hotel and U.S. Foods, we'll have a nice spread in a fabulous venue. And, no party is complete without a festive drink list. We thank the Omni Grove Park Inn, Biltmore and the Asheville Brewers Alliance for their generous wine and beer contributions. Our host, Renaissance Asheville Hotel, is supporting the U.S. Marine Corps Reserve Toys for Tots Program. Last year, CVB party attendees contributed 79 toys and \$459! Please consider supporting this great cause this year, and hope to see you there!



Have a safe and happy Thanksgiving holiday!

A handwritten signature in black ink that reads "Stephanie".

Stephanie Pace Brown
Executive Director



ACVB Annual Holiday Party!



Wednesday, December 2 | 4:30 - 6:30 p.m.
Renaissance Asheville Hotel — Top of the Plaza
31 Woodfin Street, Asheville

Join the Asheville CVB and fellow tourism industry friends for this fun and festive annual event as we kick-off the holiday season. Please share with your team—the more, the merrier! We will be presenting our **3rd Annual ACVB SuperStar Awards** to recognize and honor partners for outstanding contributions and support throughout the year.

Bring a Donation to Support Toys for Tots!

This marks the 7th year the Renaissance Asheville Hotel has supported the U.S. Marine Corps Reserve Toys for Tots Program! Guests are encouraged to bring an unwrapped toy, cash or check donation to the party. Or, you can purchase a toy for donation from the hotel's front desk. Your name will be entered into a drawing to win a festive gift.

A special THANK YOU to our generous host and sponsors!



Beverage Sponsors:



RSVP

Bureau Buzz

"Best of Show" Goes to the CVB Marketing Team at NC Tourism Leadership Conference

The Asheville CVB marketing team won four awards at the NC Tourism Leadership Conference in Charlotte in early November, including the highest honor, Best of Show. Only one award was given in this category which represented the best overall body of marketing work. Approximately 60 entries were submitted by CVBs across the state vying for awards in four other categories of Destination Marketing Achievement Awards. Asheville took home Gold awards in three of the four categories: Advertising – Foodtopia Ad Campaign; Website and Online Communications: Foodtopia Microsite/Meet the Foodtopians; and Collateral – Foodtopia Cookbook.



Sales Team Update

The Sales Team hosted eight third-party meeting planners November 10-12 for the final 48 Hour Meeting Planner Experience of 2015. The planners came from Arizona, California, Pennsylvania, Georgia, Texas, Wisconsin and Ohio. The planners enjoyed a tour of the River Arts District, dining around town, Biltmore and site visits of hotel properties. Many thanks to all the partners that assisted our team in making this another great experience for planners with potential business for Asheville.



Brenda Taylor hosted 20 direct-buy meeting planner clients and six third-party planners at two client events in Charlotte. The CVB hosted the client events with Biltmore Farms Hotels, Grand Bohemian and Renaissance Hotel. Brenda also exhibited at the Luxury Travel Summit in Charlotte and made sales calls. Shawn Boone and Dianna Pierce attended a the PCMA SE Chapter Program and Annual Meeting in Atlanta on November 4. The CVB sponsored the event and made a presentation to the full audience which included approximately 30 planners. Brit

Martin traveled with Ashley Jenkins of Biltmore to the 2015 AAA Superbowl of Knowledge in Charlotte, North Carolina. They participated in the Vendor Reception and Tradeshow portions, where they met with AAA Carolina's high-level leadership and Travel Agents.

Who's In Town?

The CVB sales team booked nine groups and five weddings that traveled to Asheville in November, resulting in 1,817 rooms!

- Building Material Suppliers Association, Inc - Board Meeting
 - NC Basketball Coaches Association - 2015 NCBCA Coaches vs Cancer Shootout
 - North Carolina Board of Examiners of Electrical Contractors
 - North Carolina Council of Graduate Schools - 2015 Annual Conference
 - NC Writer's Network 2015 Fall Conference
 - The Upledger Institute, Inc. - The Barral Health Care Seminar
 - United States Collegiate Athletic Association - 2015 USCAA Men's/Women's Soccer Championships
 - Victory Sports Racing - FMF Indoor Motocross Winter Series - November
 - Wake Forest University - President's Leadership Conferences
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In The Community

Share Your Party Leftovers with Those in Need

If you're not already aware of the great service Food Connections is providing for our community, now is the perfect time to plug-in. Food Connections collects surplus food from restaurants and caterers in Asheville and coordinates the delivery to those in need in order to reduce food waste and ease the pain of immediate hunger. The non-profit has donated "more than 9,000 nutritious meals over the past year to partners including after-school programs at Hall Fletcher, Beacon of Hope in Madison County, East Asheville Welcome Table at Groce United Methodist Church and the Asheville Buncombe Community Christian Ministry." With the holiday party season upon us, many of you may have the opportunity to get involved. Learn more on the [Food Connections website](#), and in the Citizen-Times article, "[Dispelling the restaurant leftovers myth.](#)"

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36 Montford Avenue

Asheville, North Carolina 28801