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CVB Partner Connect

December 18, 2015

Greetings Partners!

Thanks to everyone who attended the Holiday Party. We enjoyed celebrating the season with so many partners. The team at the Renaissance, with the help of US Foods and beverage sponsors Biltmore, Omni Grove Park Inn and the Asheville Brewers Alliance, outdid themselves yet again. It was also a pleasure to provide music from Abby "Spoon Lady" Roach and Vaden Landers of the Asheville Buskers Collective. Thanks to your generosity, we collected \$451 and 63 toys for the Toys for Tots drive. We hope you all enjoyed yourselves!

We received word on two more impressive wins for the marketing team. "The Science Behind Fall Color" and "Explorers of the Blue Ridge Parkway" received Adrian Awards for being exceptional examples of digital marketing by the Hospitality Sales & Marketing Association International (HSMIAI). Nice job, team!

As we wind down the year and reflect upon the many accomplishments and challenges, we are especially grateful to work with such a talented and engaged tourism industry community. We're excited to share new strategies of work with you in the new year including a robust music initiative designed to promote the diverse and vibrant local music scene, and the addition of new website listing features to help shine a light on the Asheville Grown Business Alliance's Go Local movement, among other efforts.

On behalf of the entire CVB staff, we wish you a very happy and safe holiday, and look forward to building upon our shared success in the new year!



Warm wishes,

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

Stephanie Pace Brown
Executive Director

Holiday Marketing Campaign Promoting Visitation to Asheville this Season In Full Swing

Our digital campaign promoting [visitation to Asheville](#) during the holiday season continues through the month. A \$90,000 media buy purchased display, retargeting and native advertising showcasing seasonal attractions, packages and shopping. An Eblast and an advertorial in *Conde Nast Traveler* featured area events. We'll share the results of the campaign early next year.



Asheville CVB Receives DMAP Accreditation

Destination Marketing Accreditation Program (DMAP) approved the Asheville CVB's reaccreditation application. DMAP's globally recognized accreditation serves as a visible industry distinction that defines quality and performance standards in destination marketing and management and indicates the ACVB met rigorous standards set forth by the professional destination marketing community.



Book A Busker



If you love hearing buskers about town, why not hire them for your holiday parties, events and special occasions? Many of our favorite buskers struggle during the winter months, but they are available for private performances. If you attended the CVB Holiday Party, you enjoyed music by Abby "Spoon Lady" Roach and Vaden Landers. Abby, one of the founders of the Asheville Buskers Collective, serves as the point of contact for the busking community and can

help coordinate bookings. She can be reach at (316) 253-6597 or www.facebook.com/ABuskersCollective.

Send Your 2016 News and Updates to the PR Team!

Please send your 2016 news to the CVB PR team as they prepare for January media tours and other opportunities to share updates about what's coming in the new year!

- Do you have a new visitor experience? Are you launching a new business or product in 2016? Got a new chef, venue or evolving area of specialty?
- Organizing a new travel package for 2016?
- Planning a special event or travel package for the national parks or N.C. state

parks anniversary?

- Does your business fit into an emerging travel trend?

Send your news and ideas by Tuesday, January 5 to media@exploreasheville.com!

What's Your New Year's Resolution? How About Updating Your ExploreAsheville.com Listing!

With the New Year fast approaching, it's a great time to make sure your FREE ExploreAsheville.com listing is up to date and compliant with our listing policy. Here are three things you can check right now:

1. Reciprocal Link: In return for having a free listing, we require that you place a reciprocal link on your website, which will help increase traffic to both your website and ExploreAsheville.com. You can find instructions [here](#).
2. Optimal Images: Our redesigned website focuses on large images. Make sure yours are appropriately sized – they should be at least 640x480 to render correctly.
3. Amenities and Social Links: These are important for the consumer to find information about your business quickly, especially on mobile devices.

Need assistance or your login information? Contact Lauren Harris, Data Specialist, at 828-258-6113 or lharris@ExploreAsheville.com.

What's New for Groups in 2016?

Please let us know what's new for convention or motorcoach groups at your property or attraction. Contact [Landis Taylor](#) or [Carli Adams](#) with your latest news.

Sales Team Update

Shawn Boone, along with Omni Grove Park Inn, exhibited at the annual Association Forum of Chicagoland's Holiday Showcase in Chicago. Shawn also conducted sales appointments and attended industry events throughout his week-long trip. Brenda Taylor and Carli Adams attended the Annual AENC Trade Show in Raleigh, along with five hotel partners. Dianna Pierce and Beth McKinney attended Travel South International and met with nearly 50 travel buyers from more than 15 countries. The CVB also hosted 10 international buyers for a post-event FAM in Asheville.

Dianna traveled to Florida to attend a meeting at the LPGA to explore future opportunities for Asheville.

Tina Porter attended Smart Meetings in Dallas, TX where she had 15 one-on-one appointments with meeting planners. As a part of the event, the CVB sponsored a



luncheon, and a video presentation was made to approximately 50 meeting planners. Tina also conducted a full day of sales calls which included a client breakfast and dinner.

Who's In Town?

The CVB sales team booked one sporting event, one meeting and seven weddings that traveled to Asheville in December, resulting in 602 rooms!

- The Gala 2016 Gymnastics Competition
- Anheuser Busch Team Meeting

Partner Opportunities

Join the NC GreenTravel Initiative Program!

Lodging properties, restaurants, parks, museums, attractions and all other travel-oriented businesses can apply for recognition by the [NC GreenTravel Initiative Program](#).



Recognized businesses will receive a certificate and window decal denoting them as

a NC GreenTravel business and have their company name listed on the NC GreenTravel website.

Volunteers Needed January 5 - 10: USA Cycling Cyclocross National Championships at Biltmore

Volunteers are needed for the upcoming USA Cycling Cyclocross National Championships at Biltmore January 5-10, 2016. Positions range from course marshals to registration. For more information, and to sign up, go to [VolunteerSpot.com](#) or contact Micah Pulleyn, Program Director at the Asheville Buncombe Regional Sports Commission, micah@ashevillesports.org.

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