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## CVB Partner Connect

January 29, 2016

### Greetings Partners!

Asheville area tourism partners are ringing in the new year with strong gains in January visitation. Results for the full month aren't in just yet, but the 28-day period ending January 23, posted a 9.6 percent increase in hotel occupancy to reach 63.1 percent (compared to 31.6% for January 15 years ago!).

Makers of WNC and the CVB's PR team have worked together to generate national media coverage of Asheville's craft scene. In the PBS digital program "[Original Fare](#)," Kelly Cox produced a great episode on some of Asheville's strongest talent, focusing on "women makers." And the American Craft Council featured Asheville as a "mecca for craft connoisseurs" in the February/March issue of [American Craft](#). Thank you to our partners who contributed to these thoughtful pieces.

The CVB is also pleased to announce a [partnership with the Center for Craft, Creativity & Design](#) in bringing the *Made in WNC* exhibition to New York's NYCxDesign expo in May. The exhibit exemplifies "how designer-makers in this region are at the forefront of innovation in new business models combining craft, design, and industry," and the BCTDA is proud to help showcase these assets on the national and international stage while boosting Asheville's brand as an arts destination.



See you soon!

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

**Stephanie Pace Brown**  
Executive Director

Save-the-Date  
"Meet Your Match:  
Creating Packages 101"

Thursday, February 25, 2016 | 8:30 - 9:30 a.m.  
Doors open for networking at 8:00 a.m.  
Chamber Boardroom, 36 Montford Avenue, Asheville

The Packages section on ExploreAsheville.com is one of the most popular on the website. Please mark your calendar for the next Partner Forum where we will share insight on which type of packages attract the most attention, and offer tips on how to create one for your own business. You'll also have the opportunity to connect with fellow industry partners and form meaningful partnerships for packaging together.

RSVP

## Bureau Buzz

### PR Team Shares 2016 News During Winter Media Tours

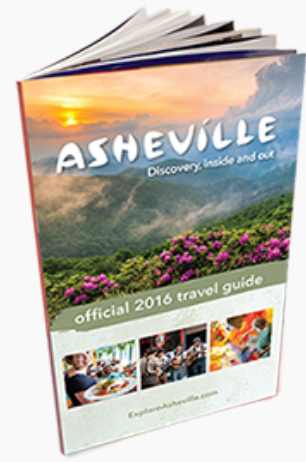


The CVB PR team has been hard at work gathering 2016 Asheville news to share with media outlets and freelance writers. PR Specialist Landis Taylor embarked on the CVB's annual winter media tour last week and visited media outlets in the Tri-Cities and Charlotte. She promoted Asheville during seven television interviews and also met with writers and editors at publications such as *The Charlotte Observer*, *AAA GO Magazine* and *Carolina Bride*. Dodie Stephens and Sarah Lowery are in New York this week for a large media event and appointments with national media. The CVB's press release "What You Can't Miss in Asheville in 2016" was picked up and posted on 228 websites with a total potential audience of over 13 million.

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**The 2016 Official Asheville Travel Guides are Here!**

Pick up a case of the 2016 Official Asheville Travel Guides on your next trip to the Asheville CVB. Display them at your attraction or distribute to your lodging guests. Contact Charlie Reed in Visitor Services to reserve your copies: [creed@ExploreAsheville.com](mailto:creed@ExploreAsheville.com)



## Got Occupancy Tax Questions? Contact the Buncombe County Finance Department

The Buncombe County Finance Department is responsible for collecting occupancy tax, and serves as the fiscal agent of the BCTDA. The Finance Department is located on the 4th floor of 200 College Street in downtown Asheville and can be reached at 828-250-4130. Information about occupancy tax may also be found in the Finance Department section of [www.BuncombeCounty.org](http://www.BuncombeCounty.org). The website contains recent announcements, frequently asked questions and the forms needed for setting up a new establishment and making monthly payments.

## Sales Department Highlights

Biltmore will be recognized at the National Tour Association's (NTA) annual convention, January 31-February 4 in Atlanta. Biltmore was elected as one of the [2016 Distinguished Dozen](#) by NTA members and is featured on the cover of the January 2016 edition of *Courier*, the official publication of NTA. The CVB's Beth McKinney will attend the convention and will have one-on-one appointments with 35 tour operators and, along with Biltmore, will also host a lunch for tour operators while in Atlanta.



## 2016 Cyclo-cross Nationals "Best Ever"

The 2016 USA Cycling Cyclo-cross National Championship held at Biltmore earlier this month was a huge success! Booked back in 2012 through a joint effort of the ACVB and Asheville Buncombe Regional Sports Commission, the event was the contributing factor in the increase in occupancy for the period of January 3-9. Occupancy was up 25% for the week over 2015 and up 37% over 2015 for the weekend. Congratulations to the local organizing committee and all the volunteers involved that helped make this great event happen.

The Nationals attracted close to 2,000 participants and many more spectators and fans. The ACVB staffed an area booth throughout the event, using the opportunity to acquaint participants with Asheville as many were first-time



visitors. ABRSC's Program Director, Micah Pulley, shared, "Just about everywhere you read about CX Nats, you see that people are calling this the "best ever"... from the venue to the volunteers, spectator support, course, and expo. Asheville is indeed in the spotlight right now, and cyclists are begging to come back." This is collaboration at its best. The ACVB will continue to partner with ABRSC to identify and bring events of this caliber to Asheville.

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## Who's In Town?

The CVB sales team booked five sporting events, two meetings and two weddings that traveled to Asheville in January, resulting in 3,214 rooms!

- 2016 Cyclo-cross National Championships
  - 2016 MaxPlay Turf Cup Girls
  - North Carolina Sports Association January 2016 Quarterly Meeting
  - 2016 Miles Avery Autism Awareness Gymnastics Meet
  - FMF Indoor Motocross Winter Series - January
  - 2016 Asheville Hot Chocolate 10k
  - Loan Servicing Special Projects Planning Retreat
  - Vanderbilt Mortgage and Finance Inc.
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## Partner Opportunities

### **ABA Hosts First Annual AVL Beer Expo on February 27 - Volunteers Needed**

The Asheville Brewer's Alliance (ABA) will host the First Annual AVL Beer Expo on Saturday, February 27, 2016, in downtown Asheville at The Venue at 21 North Market Street. There will be a range of opportunities including help with set up, clean up as well as event specific roles such as pouring beer, assisting with the educational panels, and ticketing. Volunteers will be treated to a volunteer party on Sunday, February 28th, from 4-6PM at the Mill Room with beer and light snacks. Volunteers must be 21 or older to participate. For more information, contact [Jess@BurialBeer.com](mailto:Jess@BurialBeer.com).

### **A-B Tech Offering Hospitality Training on Responsible Alcohol Service**

CARE (Controlling Alcohol Risks Effectively) is a new class that addresses responsible alcohol service, developed by the American Hotel and Lodging Institute. This program is appropriate for restaurant servers, event servers, brewery/pub servers and includes new sections on lodging specific alcohol sales

such as mini-bars, in-room dining service, banquets and catering. The class is a one-day course offered each month through April. Please contact Business & Hospitality Coordinator, Maria Spadaro, at [marialspadaro@abtech.edu](mailto:marialspadaro@abtech.edu) for more information.

### **Southern Conference Basketball and Wrestling Championships - Get in on the Action!**

Volunteers are needed for the upcoming Southern Conference Basketball and Wrestling Championships March 3 - 7. Volunteers are able to watch any games when they're not on duty. They will also receive a parking pass, access to the volunteer and media hospitality area, and a volunteer shirt. For more information, and to sign up, go to [VolunteerSpot.com](http://VolunteerSpot.com) or contact Micah Pulleyn, Program Director at the Asheville Buncombe Regional Sports Commission, [micah@ashevillesports.org](mailto:micah@ashevillesports.org).

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## **Business-to-Business**

### **Kudos to Mosaix Group**

International award winning, local event management company, Mosaix Group, is a finalist for two prestigious awards from the Association of Destination Management Executives International (ADMEI). These nominations include the Best Innovative Event award and the Best Creative Activity award and are given in recognition of outstanding service in the international event management industry. Winners will be announced February 13 at the ADMEI Annual Conference. Congratulations to Melissa Murray and her team!

### **Triple Win for Abbington Green Bed & Breakfast Inn**

Abbington Green Bed & Breakfast Inn, located in the Historic Montford District of Downtown Asheville, is honored to receive three significant awards earned for 2015, which include their second consecutive AAA Four Diamond Award, Top 10 U.S. Bed & Breakfasts by [Bedandbreakfast.com](http://Bedandbreakfast.com) and the North American Independent Hotel of the Year Award by [InnRoad.com](http://InnRoad.com). Congratulations to Innkeeper Nick Poulos and his team!

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