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ACVB Partner Connect March 31, 2016

Greetings Partners!

As we welcome a blossoming Spring, along with the start of the 2016 visitor season, the ACVB has been rolling out new marketing strategies to attract overnight guests to our community and connect them to local businesses. On March 3, we had the privilege of inaugurating The Collider as we presented the **Hospitality Outlook 2016**. The presentations included an outlook for the lodging industry by Karrie Keen of Smith Travel Research, and a BCTDA business report. The presentations can be found at www.ashevillecvb.com/hospitality-outlook-2016.

Just yesterday, we shared our plans to develop Asheville's reputation as a music destination at the **ACVB Music Campaign Launch** at Isis Restaurant & Music Hall. This multi-dimensional initiative includes advertising and media relations that will drive interest in a new music website launching on ExploreAsheville.com in two weeks. The new website includes a radio station featuring local artists, venue guide, comprehensive calendar of music events, concert video by IAMAVL, and more. We are grateful to the many music pros who advised us during the development of this initiative. See pictures from the event and learn more [here](#).



See you soon!

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

Stephanie Pace Brown
Executive Director

 **Save-the-Date:**
"Spring Campaign Review" 

Thursday, April 21, 2016 | 8:30 - 9:30 a.m.
Chamber Boardroom | 36 Montford Avenue, Asheville

Mark your calendars for the April Partner Forum. We'll share the spring advertising including strategy behind new markets and a look at the segments.

Bureau Buzz

Reminder: TPDF Information Session on April 6

The 2016 Tourism Product Development Fund (TPDF) Grant Cycle is officially launched. Application materials are available for download on AshevilleCVB.com [here](#). There will be an Information Session on Wednesday, April 6, from 3:00 - 5:00 p.m. in the Asheville Area Chamber of Commerce Board Room at 36 Montford Avenue. Please RSVP [here](#).

Notable Clips

The PR team has generated more than 500 significant stories about Asheville in national news outlets. A few of the most recent include:

[Unforgettable Meeting Destinations](#)
[Best Cities to Visit While Vacationing Solo](#)
[Mountain Getaways](#)
[Asheville Abuzz](#)

Sales Department Highlights

The **2016 Big South Women's Basketball Championship** just ended and the positive accolades are rolling in. Held at UNC Asheville in the Kimmel Arena March 10-13, everyone who attended or volunteered was treated to a terrific event. The CVB group sales department was proud to partner with UNC Asheville and play a supportive role in this year's tournament. The CVB coordinated team rooms across the city, set up welcome tables at each team host hotel, provided welcome gifts for coaches and athletic directors and assisted in volunteering throughout the Championship. Congratulations Bulldogs on bringing home the Big South Championship!



4,000 Students in Town for NCUR

The 30th anniversary of the National Conference on Undergraduate Research



(NCUR), one of the largest multidisciplinary undergraduate research conferences ever, will be held April 7 - 9, 2016 at UNC Asheville.

The conference will welcome 4,000 students from more than 500 national and international institutions of higher learning and will be hosted in area hotels throughout town. More than 100 top-tier

graduate and professional schools, national service organizations, and prestigious employers will also on-hand at the Professional Preparation Fair to provide information on their programs and hold recruiting sessions.

The CVB coordinated hotel rooms across the city and has been the main point of contact regarding accommodations for the local organizing committee for several years. More than 25 hotels are participating in the housing of our conference guests. To promote Asheville as the host site, the ACVB created a special NCUR microsite providing housing and area information.

Check the "Partner Opportunities" section below to see how to engage the attendees!

Who's In Town?

The CVB sales team booked multiple sporting events and conferences that traveled to Asheville in March, resulting in 6,190 rooms!

- 2016 Southern Conference Basketball & Wrestling Championships
- Oak Ridge National Laboratory - SOS20 Meeting
- 2016 Tiny House Conference
- College News Association of the Carolinas - CNAC Annual Meeting
- iDaph Events - 4th Annual Asheville Marathon & Half @ Biltmore
- 2016 Big South Women's Basketball Championship
- UNCA Baseball - Iona College
- UNCA Baseball - Mount St. Mary's
- Asheville Buncombe Youth Soccer Association – Region III Premier League Games
- NC Wrestling Association "Headlock on Hunger" Tournament
- Nypro Training

Partner Opportunities


Get Ready to Engage: 4,000 Conference Attendees in Town

The 4,000 students in town for the National Conference for Undergraduate Research will be on their own the nights of Thursday, April 7, and Friday, April 8. Many will be staying through Sunday and free to explore starting at 1pm Saturday. Partners who want to engage the students on Facebook and Twitter can use the conference hashtag: #NCUR2016. You can also mention @ncur2016 on Twitter.

Opportunity for Attraction Partners: Engage Meeting & Event Attendees

The Group Sales & Service Team is updating its **Attraction Value Card**, a service provided to meeting, conference and event planners that work with our team. The card gives conference attendees special offers from area attractions or businesses. Participating attractions have the opportunity to attract these attendees throughout the year by offering a special discount or value-add of your choice. If you are interested in being a part of the 2016 Attraction Value Card, please email Brit Martin, bmartin@exploreasheville.com, for more information. **The deadline to participate is April 15th.**

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