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ACVB Partner Connect

April 29, 2016

Greetings Partners!

The Asheville CVB has been assessing tourism-related reactions to HB 2 and has developed communications plans for individual and group markets. Yesterday, we established a [website](#) with tools that have been developed to communicate Asheville's community values to potential conference and meeting attendees. The site includes a video and welcome letter. A similar effort is in development for leisure travelers. We hope these tools will be helpful to you as you work with your clients and guests; and we welcome your ideas for additional assets.

The music initiative is up and running with the launch of [ExploreAsheville.com/Music](#) last week. The campaign includes advertising and media relations to highlight Asheville as a Top Music Town. Check out the robust live music calendar, or listen to the new Explore Asheville Radio player which will soon feature curated and licensed music with the help of our partners, Asheville Commercial Music Enterprise (ACME). The player currently features a sampling of Asheville sounds from Sound Cloud. Read up on premiere venues, and purchase tickets, or experience live performances with live video stream provided by IAMAVL. Stay tuned as new features, listings, stories and sounds continue to roll out.

Kudos to the CVB team and thanks to the music industry professionals who advised us for the time and effort it took to develop this exciting platform.



See you soon!

A handwritten signature in black ink that reads "Stephanie". The signature is written in a cursive, flowing style.

Stephanie Pace Brown
Executive Director

 **Save-the-Date:
"Summer Kick-Off at
Highland Brewing"** 

Thursday, May 26, 2016 | 5:00 - 6:30 p.m.

Highland Brewing's Rooftop Patio | 12 Old Charlotte Hwy, Asheville

It may seem early for the CVB Summer Social, but we couldn't pass up the opportunity to invite you all to share in the celebration of Highland's new rooftop event space, offering 360 degree views of tree-covered hillsides and long range views of Pisgah and Cold Mountain; and made possible, in part, by a Tourism Product Development Fund grant. Mark your calendars - more details to come.

Bureau Buzz

Explore Asheville Music Offers New Platform for Music Partners

With the launch of the music site, it is the perfect time to update your listings and share your news and stories with the CVB team.

If you have a story to share, new photos and videos, or exciting event news, let the CVB's PR team know. Email the team at Media@ExploreAsheville.com. When opportunities arise, staff can share your information through social media, as a feature story on ExploreAsheville.com or in our photo and video galleries.

We are expanding our Music Advisory Group with plans to convene six months out and discuss how the new music site is working for you, hear your thoughts and suggestions and share plans for future roll-outs. It's a great opportunity to provide input and network with the music community. We encourage anyone in Buncombe County's music industry to participate; contact [Glenn Cox](#) to receive Music Advisory Group updates.

Staff Updates at the CVB

Please join us in welcoming Brooke Ptaszek as Director of Advertising. Brooke will be managing Peter Mayer, the agency of record, and other advertising projects, including the Travel Guide. Brooke is a recent Florida transplant with experience in marketing law firms, and in the fashion industry for brands including Michael Kors and Kate Spade.



The CVB said goodbye to Lauren Harris who has been a rising star, first in the

sales department, and recently as Data Specialist. Lauren moved to Florida with her fiancé.

Additional restructuring spurred the promotion of three team members: Sarah Lowery as PR Specialist, Cat Kessler as Director of Content, and Pat Kappes as Director of Public Affairs. Congratulations, team!

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:

[World Cafe: Sense of Place](#)

[North Carolina: A State of Contrasts](#)

[Where to Find the Best Beer in the World](#)

[5 Beercations You Need To Start Planning](#)

[The 5 most surprising beer bits I discovered in North Carolina](#)

Sales Department Highlights

Shawn Boone traveled to Washington DC for the ASAE Springtime Expo and conducted sales calls. Shawn also participated in an industry event with Conference Direct.

The first quarter issue of *Connect Corporate* featured a story, "[Asheville Chill](#)" spotlighting how Asheville offers meeting planners a "respite from ordinary meetings". The CVB assisted the writer who has become a great friend of the CVB after a media tour several years ago.



Who's In Town?

April was a very busy month for group business. The CVB sales team worked with 24 conference and sporting events, plus eight weddings that arrived in April - totalling 15,462 contracted rooms!

- 2016 Southern Conference Basketball & Wrestling Championships
- Abrams Bar Mitzvah
- Asheville Tourists Baseball Club
- 20th Annual Jr. Hi Neighbor Tournament
- Central NC Negotiator Network Conference
- Cornell College Southeast Alumni
- Craft Brewers HR Group - 2016 Second Annual Summit
- 2016 River Ruckus IV

- 2016 Encore Regional Dance Competition
 - International Association for Landscape Ecology (IALE) Annual Conference
 - International Police Mountain Bike Association Annual Conference 2016
 - National Association of Guardsman - 2016 Annual Meeting
 - National Conference on Undergraduate Research
 - NC American Water Works Association and NC Water Environment Association 2016 Spring Conference
 - North Carolina Association of Women's Health, Obstetric and Neonatal Nurses Conference
 - North Carolina Department of Agriculture and Consumer Services PIRT Meeting
 - NC Modernist Houses
 - Outdoor Behavioral Healthcare Council - Regional Wilderness Therapy Symposium
 - Southern Association of Independent Schools Leadership Retreat
 - Southern Sleep Society
 - The Herb Society of America 2016 Annual Conference
 - The Southern Association of College and University Business Officers 2016 Annual Meeting
 - University of North Carolina Asheville Baseball - UNC Central
 - University of the Pacific
 - USA Gymnastics Level 6, 7 & 8 Regionals Gymnastics Competition
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Business-to-Business

Aloft Recognized for Sales Performance and Community Outreach

The team at Asheville Aloft Downtown was recently recognized at the hotel brand's annual conference. Director of Sales Christine Kavanagh was named "Starwood Hotels Specialty Select Brands Sales Leader of the Year" for Aloft Hotels and the hotel was recognized in the Top Guest Satisfaction, Highest Sustained RevPar Index (Winner for the Aloft Brand) and the Strongest RevPar Growth categories.

The hotel was also selected for the "Starwood Cares for the Community" Award. The award recognized the hotel's volunteer efforts in supporting the community's humane treatment of animals, homeless population, youth organizations, environment, and arts and culture groups throughout 2015. The hotel's team of 55 associates participated in 15 volunteer events over the course of the year, benefitting more than 10 local non-profit organizations. As part of the award, Starwood is providing Aloft with a \$5,000 grant to donate to the local charity of its choice, and McKibben Hotel Management has agreed to match this amount, bringing the total donation to \$10,000. The hotel has selected Charlie's Angels Animal Rescue to receive the funds. Aloft has been partnering with Charlie's Angels since 2014, when they joined forces to launch a foster dog adoption program.

View last month's Performance Index



A screenshot of a Facebook post from the Asheville Convention & Visitors Bureau. The post features a group photo of approximately 15 people standing in front of a banner that reads "Asheville Convention & Visitors Bureau" and "Asheville CVB Partner Connect Organization". The Facebook interface shows the post is liked and followed. To the right of the post is a blue box with the Facebook logo and the text "Find us on Facebook" and "Facebook.com/AshevilleCVB".

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