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ACVB Partner Connect

June 30, 2016

Greetings Partners!

Last month we celebrated the completion of Highland Brewing's event space and rooftop bar; this month we joined RiverLink to celebrate the new river access at Pearson Bridge. Both projects are TPDF success stories, and it's great to see the fruition of our tourism industry partners' hard work. We look forward to enjoying more of these community assets as additional TPDF projects come online.

Patrick Whalen provides insightful historical context about the contributions of the tourism industry in his Citizen-Times piece, "[Tourism –A catalyst for economic health or a nuisance?](#)" Pat recognizes that community partnership is at "the foundation for the successful independent local business scene that we enjoy today," and stating "Tourism has been a tremendously underappreciated tool in helping Asheville become a successful, profitable, thriving and desirable destination."

As we wrap up FY 2015-16, we'd like to thank you for your partnership, and for helping to make Asheville a great place to visit. Congratulations on a record-breaking year for the destination, and best wishes for a successful summer season.



See you soon!

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

Stephanie Pace Brown
Executive Director



Save-the-Date



July Partner Forum: Sales & Marketing Update

Tuesday, July 19, 2016 | 8:30 - 9:30 a.m.

Chamber Boardroom | 36 Montford Avenue, Asheville

Please join us at the next Partner Forum where we'll share the new Sales & Marketing Plan for FY 2016-17. You'll learn about the upcoming program of work, including strategies and tactics, from Dianna Pierce, VP of Sales, and Marla Tambellini, VP of Marketing. Last month's presentation focused on the advertising plan. This program includes media relations, social media, and group sales strategies. Don't miss this informative session!

RSVP

Bureau Buzz

Tourism Dollars at Work in the Community

Did you know the Buncombe County Tourism Development Authority, through the Tourism Product Development Fund (TPDF), has awarded \$23 million to 27 community tourism projects? The creation of TPDF is the outgrowth of a business decision by the hospitality industry in 2001 to drive more room nights to the area, and help create a sustainable impact on the overall economy by attracting a bigger base of customers for local businesses. Twenty-five percent of occupancy tax revenue is dedicated for TPDF.



As the program matures, we all benefit by having these assets in our community that both attract visitors and serve residents. Some of the most recent projects are [The Collider](#), the Asheville Downtown Association's [Pack Square Park Canopy](#), the [Smoky Mountain Adventure Center](#), [Highland Brewing Company](#), and RiverLink's [Pearson Bridge river access](#). Be sure to check them out when you're out and about.

Demp Bradford, New Sports Commission Executive Director



Please join us in welcoming Demp Bradford as Executive Director for the Asheville Buncombe Regional Sports Commission. Relocating to the Asheville area from Greensboro, NC, Demp brings a wealth of experience, most recently as the Director of Events for the Greensboro Tournament Host Committee at the Greensboro Sports Commission and Greensboro Coliseum. We look forward to working with Demp to attract sports events to the Asheville area. Demp can be reached at demp@ashevillesports.org.

Asheville CVB Staff Community Day

As part of a new service day initiative, CVB staff participated in the "[Welcome Table](#)" program at Haywood Street Congregation. Several members of the team joined the community at Haywood for lunch and clean up. Every Wednesday, they serve 400-450 lunches, family-style, in a fine dining setting, with meals provided by local tourism industry partners such as Wicked Weed and French Broad Chocolates. It was a truly rewarding experience. Stay tuned for future opportunities to join CVB staff in giving back to the community.



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:

[The Best Things to do in Asheville, NC](#)

[Photo Essay: Outside Asheville](#)

[15 Fabulous Food Tours Around the World](#)

[Perfect Weekend Getaway: Asheville, NC](#)

Final Notice to Update Your Listing for 2017 Asheville Travel Guide

Sales for the 2017 Travel Guide end on July 8, 2016. If you are interested in advertising in the Travel Guide please contact Mary Ann Stafford of Journal Communications at mstafford@jnlcom.com or 615-218-8271.

Please help us ensure visitors have accurate and up-to-date information about your business. **The deadline to approve your information for the 2017 Official Asheville Travel Guide is Friday, July 07, 2016.** Please take a

moment to review and update your travel guide and ExploreAsheville.com listings.



Sales Department Highlights

Beth McKinney hosted the Student and Youth Travel Association (SYTA) Board of Directors. Beth led them on a tour of Asheville and presented student group opportunities in the area. Brenda Taylor and Shawn Boone attended the MPI-WEC in Atlantic City, NJ, where they conducted one-on-one appointments with more than 50 prospective meeting planners and organizations that could consider Asheville for future meetings. Dianna Peirce represented Asheville at IPW, the largest trade event for international buyers held in the U.S., held in New Orleans.



The sales team also hosted the June 2016 48-Hour Meeting Planner Experience. Five planners from across the country flew in to experience the uniqueness of Asheville, visiting Biltmore, the River Arts District and eating at local restaurants. Each planner experienced multiple hotel site visits and had their

choice of customized experiences including zip lining, glass blowing, a tour of local breweries, or enjoying a spa.

Who's In Town?

The CVB sales team worked with 23 groups that met in June and 9 weddings, resulting in 6,180 contracted rooms!

- UnitedHealthcare 2016 South Atlantic Small Business Team Meeting
- 2016 Asheville Half Marathon and 10K
- Asheville Lacrosse Classic 2016
- CUES Director Seminar Series 2016
- 2016 Rhymes Family Reunion
- Hicks Family Reunion 2016
- 2016 Brainard Family Reunion
- 2016 Enka Triathlon at Biltmore Lake
- 2016 Gran Fondo National Championship Series
- 2016 HEDS Conference
- International Station Wagon Club- 2016 ISWC Car Show
- 2016 National Agricultural Alumni and Development Association Annual Conference
- North American Association of State and Provincial Lotteries- Board of Directors Meeting
- North Carolina Society of Engineers Annual Meeting
- Red Hat 2Q Tidewater QBR
- National Association of Bankruptcy Trustees Board Meeting
- Southern Academy of Periodontology 2016 Annual Meeting
- Southern Agricultural Economics Association- 2016 Board of Directors Meeting
- Student and Youth Travel Association 2016 June Board of Directors Meeting
- Tennessee Gas Association (TGA) 2016 Annual Conference
- Vibration Institute 2016 Annual Conference
- Zaxby's- GM Z Conference Memphis

Business-to-Business

A-B Tech Offering Certification in Hospitality Supervisor Prep

Build the skills and competencies required to be a successful supervisor in the hospitality industry. The curriculum has been developed by the American Hotel and Lodging Educational Institute, the industry's highest acknowledgment of professionalism for supervisors. The course will be taught in a series of nine learning modules including topics such as handling conflict, improving employee performance, applying your leadership style. For more information or to register, contact instructor Kim Stowe at 828-298-9023 x-1142.

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