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## ACVB Partner Connect

August 1, 2016

### Greetings Partners!

The Asheville area market continues to perform at the top of our competitive set of Southeast destinations. According to Smith Travel Research, occupancy in June increased 1.2 percent, absorbing a 5.9 percent increase in supply with a 7.3 percent growth in demand.

FY 2015-16 numbers are still coming in but early reports present great news. The group sales team distributed 782 sales leads to lodging partners, booking 382 groups for future events in Asheville, and exceeded their annual room night goal. And the marketing team generated 860 significant story placements with a reach of almost 4 billion. These achievements are only possible with the help of our amazing partners. Thanks for a great year.

On the heels of Allegiant extending service from BWI, the airline announced direct service from Newark scheduled to begin in November. It's an exciting time to be part of our community!



See you soon!

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

**Stephanie Pace Brown**  
Executive Director



**Save-the-Date:  
BCTDA 2016 Annual  
Meeting**



Wednesday, September 28, 2016, 3:00 - 6.00 p.m.

Program at 3:00 p.m. followed by a networking reception at 4:30 p.m.  
Lioncrest at Biltmore | One Lodge Street, Asheville

Please mark your calendars for the upcoming BCTDA Annual Meeting featuring keynote speaker George Zimmermann of Longwoods International USA, Inc. Named one of the "Top 25 Extraordinary Minds in Hospitality Sales and Marketing" by the Hospitality Sales & Marketing Association International (HSMIAI) in 2012, George is an industry leader with more than two decades of experience in tourism destination marketing and research.

## Bureau Buzz

### ACVB Rolls Out New Creative: "Let the Magic Find You"

The Asheville CVB rolled out its late summer campaign in late July, extending its reach through expansion of its broadcast markets and deepening of its segmented niche campaign.



The net media buy of \$3.2 million will generate an estimated 215+ million impressions from July through September. The campaign also features the next evolution of the creative message launched in 2015. Additional research and insights resulted in a refinement of the print and digital messaging which introduces the emotional aspect of the serendipitous moments often encountered by visitors, The campaign theme -- Let the magic find you -- deepens the emotional benefits that align with the brand tagline, "Discovery, inside and out" and provides additional opportunity for social media tie-ins which will be executed by the CVB.

Broadcast spots will run in 14 markets, including the newly added markets of D.C. and Florida (Jacksonville, West Palm Beach, Orlando, Tampa and some online video in Miami.) Print and digital efforts will be concentrated primarily east of the Mississippi but, in addition to destination brand advertising, will feature messaging aimed at segmented niche audiences of foodies, art lovers, and music and outdoor enthusiasts. The media plan also features billboards in key markets, several content partnerships that will blend more editorially focused story content into paid placements, and the continued use of Pandora online radio.

You can view the full media plan for the year on [AshevilleCVB.com](http://AshevilleCVB.com).

## **Reminder: Festivals and Cultural Events Support Fund Deadline**

Applications for the 2017 Festivals and Cultural Events Support Fund are due Wednesday, August 31, 2016. The Fund is supported by revenue earned from advertising on the ExploreAsheville.com website. Grants will be announced on September 29, 2016.

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## **Connecting Veterans with Jobs in the Hospitality Industry**



The NC Department of Commerce (NCWorks) and the NC Restaurant and Lodging Association (NCRLA) recently announced a partnership to increase employment opportunities for veterans. David McCartney, general manager of the Aloft Asheville Downtown, shares his unique insight on the program as an Air Force veteran and longtime employee of the hospitality industry. David points out “restaurants employ more than 250,000 veterans, working every day to create opportunities and advancement for people like me who are returning to civilian life. I’ve applied the lessons I learned in the Air Force toward a rewarding career in the tourism and hospitality industry ... the continuing efforts of the NC Department of Commerce and the NC Restaurant and Lodging Association reflect a true commitment for giving back to the men and women who have given and risked so much for their country.” Read more about this exemplary program in David’s [guest post](#) in the Asheville Citizen-Times.

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## **New Addition to Team Asheville CVB**

The ACVB team welcomes Jason Tarr in the new role of Content Specialist. Jason has many years of experience in broadcast journalism in Kansas and South Dakota, and enjoys both hiking and photographing the natural beauty of the Blue Ridge. In his role on the ACVB’s content team, Jason will serve as copywriter and staff reporter and will also oversee day-to-day activities on our many social media channels.



## **Google Tracking Tip for ExploreAsheville.com Referrals**

In early June, the CVB switched the ExploreAsheville.com site to a new secure server (HTTPS protocol) to follow Google’s recommended guidelines and to make the website more secure.

Our new web address is [HTTPS://www.ExploreAsheville.com](https://www.ExploreAsheville.com). For partners who

track website referrals from ExploreAsheville.com using Google Analytics, please be sure to include the new secure URL in your reporting.

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## 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:

[T + L: The Best Cities in the U.S. - Asheville Ranked No. 10](#)

[8 Family River Adventures](#)

[Weekend getaways for Atlanta families](#)

[Summer vacations that will leave you inspired and energized](#)

[America's All-Star Diners](#)

[Foraging Wild Edibles in North Carolina](#)

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## Sales Department Highlights

Shawn Boone traveled to Atlanta where the CVB sponsored an MPI educational luncheon. Shawn also conducted sales calls. Brenda Taylor traveled to Bonita Springs, FL, for the Florida Society of Association Executives Annual Meeting.



Asheville was the host city for the 3rd Annual Spotlight on the Southeast,

a group tourism conference held at the Doubletree by Hilton Asheville – Biltmore, July 11 - 13th. Approximately 50 percent of the attendees were tour operators, which provided the opportunity to showcase the destination to this group of buyers. The Asheville CVB's sponsorship of the conference included a delegate welcome reception, sightseeing tours of Asheville, and a closing party at Highland Brewing Co. Other major sponsors for the event were Visit NC, Young Transportation, Biltmore Farms Hotels, Biltmore, and Highland Brewing Co. Many thanks to all the partners that supported the conference and helped to showcase the destination.

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## Who's In Town?

The CVB sales team worked with 21 groups that met in July and 10 weddings, resulting in 7,026 contracted rooms!

- AgriBank Board Strategy Planning Meeting
- American Legal and Financial Network 14th Annual Leadership Conference
- 2016 Generation of Leaves Family Reunion
- GreenView Partners
- Hancock Askew Employee Award
- Hobby Lobby "Store Set"
- Ladies Professional Golf Association 2016 LPGA-USGA Girls Golf Academy
- North Carolina Department of Natural and Cultural Resources
- North Carolina Department of Transportation - TRB Waste Management 2016
- NC Public Charter School Association Annual Meeting
- North Carolina School Public Relations Associations - 2016 NCSPPRA
- Porter Family Reunion
- 2016 Psychometric Society Annual Meeting
- Rolls-Royce Owners Club 2016 Annual Conference
- Society for Theriogenology Annual Meeting
- South Carolina Defense Trial Attorneys Association's Summer 2016 Meeting
- Spotlight on the Southeast 2016 - 3rd Annual Tour Operator Convention
- St. George Tucker Society 2016 Annual Meeting
- The American College of Psychiatrists - 2016 PRITE & PIPE Summer Meeting
- The SeatWeavers' Guild 2016 National Convention
- Virbac MidAtlantic Region Meeting

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## In the Community

### **Hotel Back to School Supply Drive Wrap-Up**

Our friends at the Holiday Inn - Biltmore West, in partnership with United Way of Asheville and Buncombe County, are hosting a school supply drive benefiting Asheville City and Buncombe County middle schools. Please consider collecting and/or donating new backpacks and school supplies, and attending the wrap-up event on Thursday, August 18, from 5:30 - 7:00 p.m. at the Holiday Inn - Biltmore West, 435 Smokey Park Highway, Asheville. RSVP to Kris Dionne at [Kristina.dionne@unitedwayabc.org](mailto:Kristina.dionne@unitedwayabc.org).

### **CCCD's 20th Anniversary Celebration**

The Center for Craft, Creativity & Design has been dedicated to advancing the field of craft since 1996. CCCD is hosting a 20th anniversary celebration on August 11 for all to enjoy a memorable evening of interactive installations, great food, drinks, and live music. For more information and to purchase tickets, visit [cccdnow.org/20years](http://cccdnow.org/20years)

### **Join the Challenge and Green Up Your Workplace**

The City of Asheville and the Asheville Area Chamber have teamed up to launch the Asheville Workplace Challenge, a new program designed to help move



Asheville toward a greener future. Sign-up and earn recognition for your Green efforts! Get support, prizes and awards along the way! For more information, go to: [Asheville.MunicipalChallenge.com](http://Asheville.MunicipalChallenge.com)

### **Free Ticket Offer for Industry Partners & Incentive Opportunity**

Jeanne Robertson will be performing at the Thomas Wolfe Auditorium on Saturday, September 24th at 7:30 p.m. At seventy-two, Jeanne Robertson continues to charm audiences with her humorous observations about life around her. This former Miss North Carolina, standing tall at six-foot-two, has an infectious personality, heart, and sense of humor.

A limited number of free tickets are available to partners in the hospitality industry and may be used personal use or as incentives for your customers! For more information, email Cindy Politte at [cindy@comedywithclass.com](mailto:cindy@comedywithclass.com)

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