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## ACVB Partner Connect September 7, 2016

### Greetings Partners!

I hope you will join us later this month for the BCTDA Annual Meeting, featuring keynote speaker George Zimmermann. Again this year, Biltmore is generously hosting the meeting and networking reception at Lioncrest.

With summer behind us, we can begin to assess the first half of 2016. As new hotels have opened, the number of overnight visitors has kept pace. Year-to-date, room demand has increased six percent, and has grown month-over-month without exception. We will take a deeper dive on recent trends at the Annual Meeting, and you can track the [stats monthly](#).

You may have seen the recent news that BCTDA has taken steps to establish the Asheville CVB as an independent organization. This comes after a thorough review of best practices in organizational structure and budget management and is consistent with similarly sized CVBs in North Carolina and nationwide. The BCTDA and the Chamber have enjoyed a positive and collaborative relationship for more than 30 years, and both organizations will continue to work closely to further the vitality of Buncombe County. Read more [here](#).



See you soon!

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

**Stephanie Pace Brown**  
Executive Director



**You're Invited:  
BCTDA 2016 Annual  
Meeting**



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

Check-in at 2:30 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 join us for the **BCTDA Annual Meeting** featuring a keynote presentation by George Zimmermann of Longwoods International USA, Inc. Mr. Zimmermann will share key insights on how destination promotion contributes to economic development and sustainability as he presents "Tourism Promotion: An Economic Engine." The William A.V. Cecil Award and the BCTDA Annual Report will also be presented.



We invite you to join fellow industry partners, and celebrate a successful 2015-16 year with our generous sponsor, Biltmore.

[RSVP](#)

## Bureau Buzz

### On the Scene with Facebook Live

If you haven't taken a look recently, you may want to check out the Visit Asheville Facebook page where you'll see a familiar face in the field. The Asheville CVB is incorporating Facebook Live broadcasts to complement the new print and digital campaign. Facebook publicly launched its new streaming video feature to the public this spring. When the CVB unveiled its new print and digital creative featuring the campaign slogan "Let the Magic Find You," the opportunity to showcase some of the magic via Facebook Live created synergy with the campaign.



Content Specialist Jason Tarr is our reporter on the ground sharing the Asheville

experience. His first live broadcast was in early August from the Blue Ridge Parkway. Subsequent #AshevilleMagic live videos have featured locations and interviews from Black Mountain, Isis Music Hall, Biltmore, Craggy Gardens and Shindig on the Green, to name a few. Thus far, the 12 videos have received more than 222,000 views in total, and peak viewership during a live broadcast has reached as many as 6,400 Facebook users.

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## **Community Update Partner Forum**

The Asheville CVB hosted the September Partner Forum yesterday. ACVB Executive Director Stephanie Brown asked Stephanie Monson Dahl, the director of the city's Riverfront Redevelopment Office, to provide a presentation on the improvements in the River Arts District. Monson Dahl explained construction is underway and will be ongoing for the next three years. Asheville Mayor Esther Manheimer then talked about the bond referendums for the general election November 8, 2016. She explained there will be three bond-related questions on the ballot and asked for volunteers to help encourage community members to vote yes on all three items.

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## **Welcome New Asheville CVB Staff**

**Joseph Weber** joined the CVB as our new Group Sales & Service Coordinator. Joseph brings to the position an extensive background in the arts, community building skills and a strong technology skill set. Joseph moved to Asheville in September from Pennsylvania to be closer to family living in Hendersonville, NC.

**Lauren Alexandra Mitchiner (Alex)** recently joined the CVB as the new Marketing/PR Assistant, a position held by Sarah Lowery who is now in the role of PR Specialist. Alex is no stranger to the CVB, in 2011 she interned in our department via the City of Asheville's Youth Leadership Academy (CAYLA) program. Alex attended Western Carolina University and obtained a degree in business administration and law. She also interned in various roles at DoubleTree Biltmore. Alex is excited to return to the CVB as a full-time employee.

**Rachel Baumgardner** is our new Operations Assistant, and will provide administrative and project-type support to the various sub-departments of the CVB. Rachel has a B.S. in Business Administration/Human Resources from Liberty University and moved to Asheville in July from Lynchburg, Virginia, where she held the position of Admissions Counselor for the past year.

Please help us welcome Joseph, Alex, and Rachel to Team Asheville!



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## **Changes In Store For the ExploreAsheville.com Extranet**

A new-and-improved Extranet Portal is in the works, and will launch this fall. Extranet 4.0 will offer the same functionality for you to manage your listings and calendar event submissions on ExploreAsheville.com, but in an updated, and more intuitive format.

We look forward to rolling out the new interface and working with you through the transition. Training sessions will be available starting with the October 20 Partner Forum. Stay tuned for details.

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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:

[Conde Nast Traveler | Asheville is the #7 Friendliest City in the U.S.](#)

[USA Today | Asheville Wine & Food Festival "The South's standout food and beverage festivals"](#)

[PASTE | Weekend Layover: Asheville, North Carolina](#)

[Southern Living | "The South's Best New Restaurants"](#)

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## Sales Department Highlights

Did you see the amazing collection of Rolls-Royce automobiles on display around Asheville late July and early August? We certainly hope so! The North Carolina Rolls-Royce Club, who's primary members are in Charlotte and Winston Salem, together with the Asheville Convention & Visitors Bureau, The Omni Grove Park Inn and other industry partners, worked together for the past three years to bring the 2016 Rolls Royce Owner's Club National Meet to Asheville. More than 600 attendees from around the country came and more than 200 automobiles participated.



Shawn Boone and Tina Porter, along with Renaissance Asheville Hotel and Accents on Asheville, exhibited at the ASAE Annual Meeting & Expo in Salt Lake City, UT. More than 70 attendees stopped by Asheville's booth and more than 400 attendees came by the **ASAE Foundation Head Shot Lounge** that Asheville sponsored.



Tina Porter also traveled to Grapevine, TX for Connect Corporate where she conducted one-on-one appointments with corporate planners. While in Grapevine, CVB and the NC Sports Association also hosted a sports client event with sports planners from around the country.

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## Who's In Town?

The CVB sales team worked with 20 groups that met in August and 15 weddings, resulting in 6,846 contracted rooms!

- American Meetings and Events, Inc. – Buffalo Wild Wings Tennessee Division
- 2016 Riverside Summer Shootout - Boys Weekend
- 2016 Riverside Summer Shootout - Girls Weekend
- Asheville Ultimate Club - Asheville's Ultimate 20th Annual HoDown
- Clinical Athlete Meeting
- College of American Pathologists - CAP 7/16 Cytopathology Cmte
- Compass Group USA, Inc. - Talent Management Annual Meeting
- Dow AgroSciences LLC - Distributor & Formulator Partner Meeting
- Duke University – Measure Locally, Respond Globally Conference
- Glory Hound Events - 2016 Asheville Running Experience
- Highwoods Properties Officers Meeting
- Laugh Your Asheville Off 2016



- NC Division of Aging 2016 Leadership Symposium
- 2016 Fraternal Order of Police State Convention
- 2016 Stream Ecology and Restoration Conference
- Asheville Spartan Super 2016
- The Color Run 2016
- USTA Southern Annual Meeting 2016
- Zaxby's - Regional Training Meeting

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## In the Community

### **New High-Contrast Crosswalks Downtown**

New high-contrast crosswalks were recently marked at some of Asheville's busiest pedestrian intersections downtown. They are the work of the City's Transportation Department in an effort to make pedestrians safer, and serve as a new standard for crosswalk design in the Central Business District. More information is available on the City's blog [here](#).

[View last month's Performance Index](#)



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36 Montford Avenue

Asheville, North Carolina 28801

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