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ACVB Partner Connect

October 5, 2016

Greetings Partners!

It was fantastic to see so many of you at the BCTDA Annual Meeting last week! We've received great feedback on George Zimmermann's presentation; his case studies illuminated the positive impact that destination campaigns and visitation can have on a community's economic development. You can review George's slides and pictures from the event on AshevilleCVB.com. And, a big THANK YOU to all who participated in the CVB Sock Drive for Haywood Congregation – together, we collected 205 pairs!

It seems like it was just yesterday when we announced the advertising program on ExploreAsheville.com that provides partners with the opportunity to reach over 4 million users who visit the website in a year, and the revenue of which is used for the new Festivals and Cultural Events Support Fund. At the September board meeting, the BCTDA voted to award \$50,500 from the fund to support 14 community festivals and events to be held in 2017. We look forward to supporting these exciting events.

Please join us at the Partner Forum on Thursday, October 20, where we'll hear a full report on how the advertising program is benefitting industry partners. We'll also preview new extranet tools, and share plans to roll-out monthly CVB 101 Open Door Sessions.



See you soon!

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

Stephanie Pace Brown
Executive Director



Save-the-Date:



"CVB Engagement" Partner Forum

Thursday, October 20, 2016, 8:30 - 9:30 a.m.

Doors open at 8:00 a.m. for networking; program begins at 8:30 a.m.

Chamber Boardroom | 36 Montford Avenue, Asheville

Please join us for the October Partner Forum where we discuss the roll-out of new tools to help you get the most out of your relationship with the CVB. Get a sneak peek at the new ExploreAsheville.com Extranet 4.0, scheduled to launch in early November, and learn about the new Advertising Performance Portal presented by our advertising sales partner, Destination Travel Network (DTN), along with a look at the results of advertising on ExploreAsheville.com since the program began last fall.

RSVP

Bureau Buzz

ACVB Connects National Geographic Traveler to 60 Local Businesses

Last week, we hosted a team from National Geographic Traveler (NGT) which included their editorial projects director, an online content contributor and a photographer. The NGT team traveled to Asheville and spent a week exploring the city as part of a paid content partnership. This partnership will result in a six-page editorial spread which will appear in National Geographic Traveler published in April/May. Asheville will also appear in National Geographic Traveler's social media and digital advertising. Leading up to the launch of the editorial piece, there will be an event in Washington, DC, hosted by NGT, which will include a photo exhibit highlighting Asheville. During the visit, a [live Facebook video of the Friday night drum circle](#) was featured on the NGT Facebook page. This live video has generated over 100K views, which is a record for NGT's Facebook Live.



BCTDA Provides \$50,500 in Grants to 14 Festivals!

The Buncombe County Tourism Development Authority (BCTDA) voted to provide \$50,500 in grants to support 14 community festivals and events. Utilizing discretionary advertising revenue from the ExploreAsheville.com website, the BCTDA developed a Festivals and Cultural Events Support Fund in early 2016. The new grant program is a mechanism to foster festivals and cultural events that serve Buncombe County residents as well as visitors to the area. Learn more about the exciting new events [here](#).

ACVB On The Road for the Fall Media Tour

PR Specialist Landis Taylor visited media outlets and journalists in Wilmington, Fayetteville, the Triangle, the Triad and Charlotte last week for the CVB's fall media tour. PR representatives from Biltmore joined Landis to share Asheville's fall color forecast and travel tips on 12 broadcast appointments. The team shared news further down the calendar with print media and had a total of 36 appointments. Highlights include *WRAL* in Raleigh, *Our State*, *AAA Go Magazine*, *WBTV* in Charlotte, and freelancers working with *Travel + Leisure*, *The Local Palate*, *Washington Post*, *USA Today* and various in-flight publications.



ACVB Hosts Citizen Diplomacy Group



The International House in Charlotte, as part of its Citizen Diplomacy Program, partnered with the U.S. Department of State, Office of International Visitors to bring a multi-regional group of rising government officials from around the world to select cities across the U.S. last month. The group was interested in learning about efforts to stimulate the economy from the private sector, local, state, and federal levels, and ways in which to facilitate economic growth. The Asheville CVB was honored to be selected as a destination for the program, and to learn that Asheville was "the highlight of their tour!"

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:

[Food Network | 51 Top Burgers from Coast to Coast](#)

[Long Island Weekly | Asheville: Creativity In The Mountains](#)

[The News & Observer | IBMA is in Raleigh, but Asheville is the center of NC's bluegrass universe](#)

[American Way | Halloween Cocktail Round-Up](#)

Sales Department Highlights

In September, Tina Porter attended two sports market trade shows. She traveled to Overland Park, KS, for S.P.O.R.T.S., The Relationship Conference, and to Atlantic City for the TEAMS' conference. Tina also traveled to Greensboro for the NC Sports Association Quarterly Meeting. Shawn Boone traveled to Minneapolis for the Luxury Meetings trade show where he conducted one-on-one appointments with meeting planners. Beth McKinney traveled to Pennsylvania for the Domestic Marketing Sales Mission with the NC Division of Tourism, Film and Sports Development. Leann Swims hosted two AAA training webinars along with industry partners from Biltmore, Biltmore Farms Hotels, and Chimney Rock State Park.

The sales team hosted another very successful 48-Hour Meeting Planner Experience, September 13-16. Eight planners from across the country spent the week in Asheville with CVB staff and hotel partners visiting Biltmore, downtown Asheville, the River Arts District, and other attractions and hotels. Highlights included an opening reception at the host hotel, DoubleTree by Hilton Asheville - Biltmore, featuring artist Jonas Gerard, dinner at Vue 1913, a walking tour of downtown Asheville followed by drinks at Sovereign Remedies and dinner at Posana, a breakfast mixer at The Rhu event space, and a closing dinner at Red Stag Grill. Thanks to all the industry partners who made this another great experience for everyone!



Who's In Town?

The CVB sales team worked with 35 groups that met in September and 19 weddings, resulting in 8,199 contracted rooms!

- 2016 2-7 Marine Reunion
- Ailevon Pacific-Airport Roundtable
- Amusement & Music Operators (AMOA) 2016 Mid-Year Board Meeting
- Apprentice School Football Game
- Beer City Cup 2016 (Adult)
- Region III Premier League Games September 2016
- BikeWalk 2016 NC Bike Summit
- 2016 Blue Ridge Relay
- 2016 Hot Bike Tour Asheville Kick Off
- Carolinas Public Gas Association Annual Conference
- CECO - 2016 Engineer's Meeting
- Clayton Homes
- Episcopal Diocese of WNC
- Finance and Resource Management Consultants, Inc.
- 2016 Fontainebleau Reunion
- Innovate NC
- NETA Board and Member Meetings
- 22nd National Conference on Rural Public and Intercity Bus Transportation
- 2016 Lambda Chi Alpha Reunion
- Michelin PLNA - US Country Marketing Team Meeting
- National Association of Home Builders 2016 BSC Showcase
- National Propane Gas Association Fall 2016 Board of Directors Meeting
- Highway Patrol Security Block
- North Carolina Association of Register of Deeds 2016 Annual Conference
- NC Chapter of American Planning Association 2016 Annual Conference
- NC Psychiatric Association Annual Meeting 2016
- North Carolina Society of Human Resource Managers
- North Carolina Tennis Association-2016 Mixed Doubles State Championship
- Planned Parenthood South Atlantic Board Meeting
- Society Of Layerists in Multi-Media
- SUNY Potsdam Prometheus 48th Reunion
- 2016 Asheville ACS Ceramic North Carolina Tour
- Asheville Cross Country Challenge 2016
- UNCA Cross Country Invitational 2016
- Valdosta State University - SUPDMC 2016 Meeting

Partner Opportunities

Got a Deal for SoCon Fans?

The Southern Conference Basketball Championships will be held at the U.S. Cellular Center March 2-7, 2017. SoCon and the member schools will begin promoting ticket sales and encouraging their fans to visit Asheville for the championships. There will be a special microsite for fans to learn about visiting Asheville and will include attraction deals for SoCon fans. If your attraction would

like to offer a deal to be included on the microsite, please contact Carli Adams, cadams@ExploreAsheville.com, by October 7.

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



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