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ACVB Partner Connect

November 2, 2016

Greetings Partners!

I hope you are enjoying a successful fall season. The CVB's advertising and media relations efforts have been in full-swing. Check out the Notable Clips section below, including recent placements in *National Geographic Traveler* and *The New York Times*.

The Marketing team has also been making some noise with recent additions to the music section of ExploreAsheville.com. Enjoy local music on [Explore Asheville Radio](#) and take a look at our most recent press release, "[16 Toe-Tapping Reasons Asheville is the Next Music City.](#)"

I had the pleasure of welcoming more than 1,100 attendees at the opening of the 2016 NC Society of Human Resource Management Conference (NC SHRM) in late September. The group, booked by the CVB Group Sales team almost three years ago, helped drive a 17 percent increase in ADR (average daily rate) in the downtown area -- on a Wednesday!

I hope you are able to join us for the November 16th Partner Forum at The Collider. Peter Yeswich's "Portrait of the American Traveler" is sure to provide helpful insights about the visitor market. And, the DIY Tourism Conference has a special offer for you (details below).



See you soon!

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

Stephanie Pace Brown
Executive Director



You're invited!
Special Presentation



"Portrait of the American Traveler"

Wednesday, November 16, 2016, 8:30 - 9:30 a.m.

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

The Collider | One Haywood Street, Wells Fargo Building, 4th Floor,
Asheville

Please join us for a special presentation at The Collider as we welcome guest speaker Peter Yesawich, Vice Chairman, Emeritus of MMGY Global, an internationally renowned marketing, advertising and public relations agency.

Mr. Yesawich will provide an overview of the emerging travel habits, preferences and intentions of Americans as revealed in the closely-watched **MMGY Global Portrait of American Travelers**, with a specific focus on how they apply to leisure travelers interested in visiting Asheville.

RSVP

Upcoming Events

Sign Up for a Training Session for the New Extranet 4.0

The Extranet 4.0 is scheduled to launch on Thursday, November 3. If you work regularly in the Extranet and want to get some hands-on training on the new version, please RSVP for one of two training sessions happening in November. Click [here](#) for more information.

Save-the-Date: ACVB Holiday Party on Tuesday, December 6

Bureau Buzz

BCTDA Awards Nearly \$4 Million to Five Community Projects

The Buncombe County Tourism Development Authority (BCTDA) awarded five community projects \$3,930,000 in funding last week from the Tourism Product Development Fund (TPDF). The funds, generated from a portion of the room tax revenues paid by overnight visitors in Buncombe County lodging accommodations, will go toward three theater projects, a WNC Farmers Market revitalization project and additional features at Montreat College's Pulliam Stadium.

"The collection of projects funded in this TPDF cycle holds significant community

value while also being supported by the industry,” said BCTDA Chair Paula Wilber, vice president of sales at Biltmore. “Together they will elevate the arts experience, expanding the frequency and capacity of offerings; contribute to Asheville’s credibility as a culinary destination; build upon the area’s offerings for the sports market; attract new visitors to the region and be valuable community assets.”

Learn more about these exciting new developments in our community [here](#).

Behind the Scenes with the TPDF Committee

Each grant cycle, the TPDF Committee is charged with the task of assessing the TPDF grant applications and making funding recommendations to the BCTDA, as per NC state law. The arduous process spans six months and entails time-intensive group meetings and application documentation review. The committee also travels to each applicant's project location to gain deeper insight and context for the projects.



The volunteer committee is made up of nine members from the Buncombe County community, the majority of which are lodging representatives. Non-lodging members represent attractions or provide legal and financial expertise.

“We’re fortunate to have this [committed group of professionals](#) volunteer so much of their time and dedication to this process. The TPDF program has made a tremendous impact on our community, providing \$27 million to 32 projects that help to attract visitors while also benefitting residents,” shared CVB Executive Director Stephanie Brown.

Welcoming New CVB Sales Staff



Carla McGlynn has joined the Asheville CVB as the new National Sales Manager for the Northeast market. Carla has 20+ years of experience in the hospitality industry, most recently having worked in sales for the Greensboro CVB. She has resort and conference center experience, has owned her own meeting and event company and has worked as a corporate meeting planner.



Molly Nelson has joined the Asheville CVB as the Senior Sales Manager for the Southeast region. Molly has 16 years of experience in the hospitality industry and was named a Meeting Professional to Watch in 2016 by Convention South. Molly has worked in full-service Marriott and Hilton properties ranging from resort, boutique and convention hotels. She has most recently worked in Convention and Group Sales for the Spartanburg Marriott Hotel for the last five years.

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:

[National Geographic Traveler | The Art of Asheville](#)

[Metropolis Magazine | Escape to the South](#)

[National Geographic Traveler | Tune in to Asheville's Eclectic Music Scene](#)

[The New York Times | 36 Hours in Asheville, N.C.](#)

[Atlanta Parent Magazine | Why We Love Asheville](#)

[am New York | Asheville: What to do in the North Carolina city, according to Cúrate chef Katie Button](#)

[The Charlotte Observer | Asheville: The perfect fall destination](#)

Sales Department Highlights

Dianna Peirce and Shawn Boone, along with industry partners -- Renaissance Asheville Hotel, Accents on Asheville, and The Omni Grove Park Inn -- traveled to Las Vegas for IMEX America. To kick off the week, the ACVB sponsored a Hosted Buyer Breakfast and introduced more than 80 Meeting Planners and buyers to Asheville as a meeting destination. The keynote speaker for the event was Asheville-based national speaker Meridith Elliott Powell. In preparation



for the breakfast, Meeting Professionals International (MPI) sent numerous e-blasts to North American based planners advertising the event and promoting Asheville as the host. Approximately 60% of the planners who registered indicated they were not familiar with Asheville as a meeting destination, and 75% of respondents indicated they wanted to learn more about Asheville as a meeting location. The ACVB was also listed in signage and trade show publications as an official sponsor. In addition to the Hosted Buyer Breakfast, the ACVB had a trade show presence, meeting with approximately 100 people to learn more about

Asheville as a group destination.

Who's In Town?

The CVB sales team worked with 39 meeting, sports and SMERF groups that met in October, resulting in 3,217 contracted rooms!

- Abbott Laboratories Sales Meeting
 - Ability First Sports
 - American Association of State Highway & Transportation Officials Bridge Task Force Meeting
 - 2016 Big South Conference Men's & Women's Cross Country Championship
 - Bookwalter Binge Gran Fondo 2016
 - 2016 Cargill Presidents Club
 - 2016 Beer City Beatdown
 - Deer Camp Reunion
 - Innovate NC
 - Kimberly-Clark Corporation Professional R&D
 - National Children's Advocacy Center/SRCAC Regional Chapter Summit
 - 2016 NC Association of District Court Judges Fall Conference
 - 2016 Overland Expo East
 - Professional Administrative Co-Employers - PACE 2016 Board Meeting
 - ScanSource Aruba Event
 - UNCA Athletics Hall of Fame & Homecoming
-

Partner Opportunities

Special Offer for Upcoming DIY Tourism Marketing Conference

Learn how to tell the story of your destination, attraction, venue, special event, lodging property, or other hospitality-related business in the increasingly complex world of digital marketing at the upcoming Asheville-based event [Share Your Story: A DIY Tourism Marketing Conference](#) on November 14 - 15.



With sessions led by [Magellan Strategy Group](#), a travel and tourism strategic marketing consultancy, and the team from [JB Media Institute](#), an Internet marketing training program, this event will feature the following classes to tell your story in a compelling way that reaches the right audience and encourages them to take action:

- Best Practices for DIY Tourism Social Media Marketing
- DIY Online Advertising: Social Media, Google AdWords & Google Grants
- Local SEO and Online Reputation Management

- Effective Marketing Partnerships
- How to Outsmart the Competition with Creativity and Innovation
- Marketing Panel Discussion (featuring five panelists with expertise and experience promoting Asheville's tourism community)

Contact JB Media Institute Community Manager Genna Harris for pricing and more information at genna@jbmediagroupplc.com.

For a limited time, receive \$100 off your registration by using the discount code DIY_AVLCVB when registering online.

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



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