

BCTDA ANNUAL REPORT

2017-2018

35TH
ANNIVERSARY
BUNCOMBE
COUNTY TOURISM
DEVELOPMENT
AUTHORITY

Presented by
Explore **ASHEVILLE**

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

BCTDA MISSION

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live.

BCTDA VISION

Asheville/Buncombe County will retain its unique, authentic and environmental charm while welcoming global visitors searching for personal enrichment and memorable experiences.

Jim Muth, Chair
Beaufort House Inn

Gary Froeba, Vice Chair
The Omni Grove Park Inn

Leah Ashburn
Highland Brewing Company

Andrew Celwyn
Herbiary

Chip Craig
Greybeard Realty

Himanshu Karvir
Virtelle Hospitality, LLC

John Lockett
Grand Bohemian Hotel Asheville

John McKibbon
McKibbon Hospitality

Paula Wilber
Biltmore

Councilwoman Julie Mayfield
Asheville City Council, Ex-Officio Member

Commissioner Joe Belcher
Buncombe County Commission, Ex-Officio Member

TOURISM PRODUCT DEVELOPMENT FUND COMMITTEE

Robert Foster, Chair
Biltmore Farms Hotels

Fielding Lowe
Carolina Alliance Bank

John Lockett, Vice Chair
Grand Bohemian Hotel Asheville

David McCartney
Aloft Asheville Downtown

Jay Curwen
Nantahala Outdoor Center

Ken Stamps
Navitat Canopy Adventures

Mark Hemphill
Biltmore

Ruth Summers
Grove Arcade

Christopher Levine
The Omni Grove Park Inn

A MESSAGE TO OUR TOURISM INDUSTRY PARTNERS

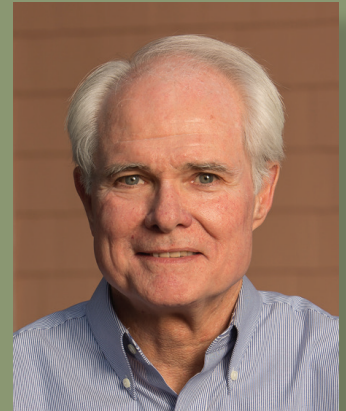
2018 marks the 35th anniversary of the Buncombe County Tourism Development Authority and the first year of operation of Explore Asheville as an independent organization. It's been a monumental year of change and accomplishment for this community's official tourism organization, and for the industry partners we serve.

Buncombe County was among the first three municipalities in North Carolina to impose a tax on lodging to create a source of funding to attract overnight visitors. The BCTDA was established to represent the businesses being taxed and to oversee the administration of the revenue.

That spirit of innovation to overcome challenges is alive and well today. Explore Asheville implemented national television advertising for the first time this year, along with a series of creative partnerships that included a video with mega-influencer Zach King, a 30-minute program developed with National Geographic, and the Amazon Ad Platform. Meeting planners were targeted with strategic sponsorships and compelling client events. And, Asheville hosted two international sporting events – FedCup and Haute Route.

The Explore Asheville team is proud to work with industry partners to grow Buncombe County's economy by attracting visitors that support local businesses. We have also worked together to support the community with initiatives that collected socks, toys, and backpacks. And, the CVB team volunteered for Manna and GreenWorks during two service days this year.

We are fortunate to live in this very special place, and to share it with people who visit from around the nation and across the globe. It is our great pleasure to be part of the Asheville tourism industry – working with you, serving our visitors and helping our community to thrive.



Jim Muth
BCTDA Chair
Beaufort House Inn



Stephanie Pace Brown
President & CEO
Explore Asheville

Explore **ASHEVILLE**
Convention & Visitors Bureau

HISTORY OF THE BCTDA

1980's



Occupancy Tax + BCTDA

The occupancy tax was established by state law, and the Buncombe County Tourism Development Authority was formed to administer the tax revenue for tourism promotion to attract and sustain overnight visitation.

1981
1982

1983

+1% Increase

An additional one percent was added and the tourism promotion effort gained traction.

1984

1985



TPDF is a grant program providing capital for development projects that drive visitation.

1990
1995
2000

Tourism Product Development Fund

An additional one percent was added to create the Tourism Product Development Fund.

2001

Fiduciary Task Force

A Fiduciary Task Force was created to modernize the administrative structure of the CVB.

2005
2010

2015

+2% Increase

The occupancy tax was increased from four to six percent maintaining 25 percent dedicated to the Tourism Product Development Fund.

2016

Festivals & Cultural Events Support Fund

Earned income from advertising sales on ExploreAsheville.com was dedicated to supporting festivals and cultural events.

Explore Asheville CVB was established

Based on the recommendation of the Fiduciary Task Force, an independent organization was established as Explore Asheville Convention & Visitors Bureau.

2017

Happy Anniversary

The BCTDA turned 35 years old and Explore Asheville CVB celebrated its first anniversary!

2018

Explore **ASHEVILLE**
Convention & Visitors Bureau

ECONOMIC IMPACT OF VISITOR SPENDING IN BUNCOMBE COUNTY

3.9 MILLION
OVERNIGHT VISITORS
WERE ATTRACTED TO
BUNCOMBE COUNTY



6.1 MILLION
VISITORS MADE DAY VISITS

FOR

- SHOPPING
- RECREATION
- VISITING FRIENDS & FAMILY
- MEDICAL APPOINTMENTS

IN TOTAL, VISITORS SPENT
\$2.0 BILLION
AT LOCAL BUSINESSES
AND GENERATED

\$3.1 BILLION
IN TOTAL SALES



FOOD & BEVERAGE



RETAIL



LODGING



RECREATION



OTHER

WAS SPENT ON

27,241 JOBS
ARE SUPPORTED BY
VISITOR SPENDING
THAT'S 1 in 7 JOBS

WITHOUT VISITOR SPENDING,
THE UNEMPLOYMENT RATE IN
BUNCOMBE COUNTY WOULD BE

14.9%

TOURISM GENERATED
TAX REVENUE

\$368 MILLION

Source: The Economic Impact of Tourism in Buncombe County 2017

	LODGING SALES	% CHANGE	HOTEL ROOMS SOLD	% CHANGE	SHORT TERM UNITS BOOKED	% CHANGE
FY 15-16	\$311M	17.6%	1.83M	3.6%	137,443	N/A
FY 16-17	\$352M	13%	1.9M	3.8%	281,266	104.6%
FY 17-18	\$390M	11%	2.04M	6.5%	485,869	72.7%

ELEVATING THE ASHEVILLE AREA BRAND

Explore Asheville uses an integrated approach to its marketing efforts, coordinating paid, earned and owned media while also building flexibility into the plan to take advantage of unique opportunities. Advertising is used to reach a target audience, while media relations and social media are used to inspire and amplify the message, building direct connections to fans and followers.

NATIONAL ADVERTISING TV BUY EXTENDS AUDIENCE REACH

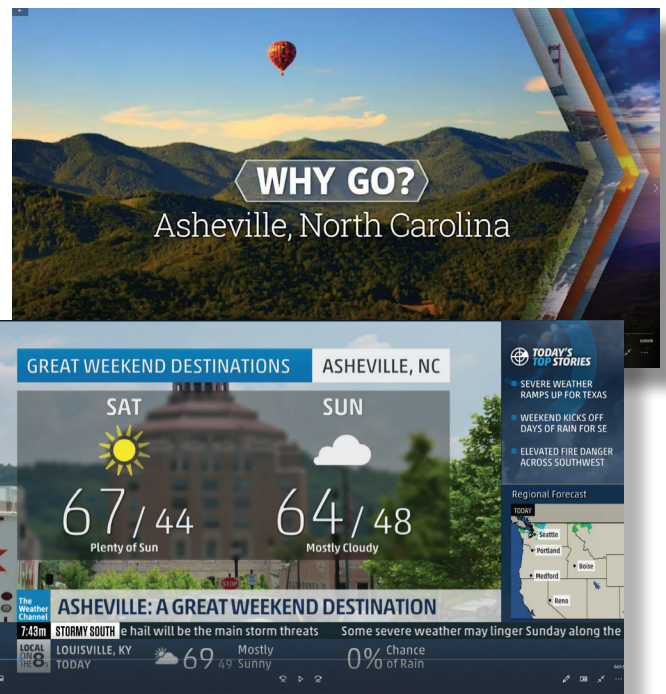
31%

Spring 2018 national cable reached 31% of adults ages 35-64 across the country.

Explore Asheville launched, for the first time in its history, a significant national cable TV buy as part of its record paid media campaign in FY17-18. More than 460 Explore Asheville broadcast spots aired on the Travel Channel, HGTV, and The Weather Channel

during spring 2018. The national buy generated more extensive reach touching additional critical geography in key markets more efficiently than buying spot TV.

The partnerships also included other unique opportunities such as sponsored taggables by Joanna Gaines of Fixer Upper on HGTV, an Asheville showcase as the Great Weekend Destination on The Weather Channel, and the Destination of the Month spots on Travel Channel. The cable flight was part of an unprecedented paid media effort that encompassed advertising, content partnerships and a unique influencer opportunity. TV spots also aired on

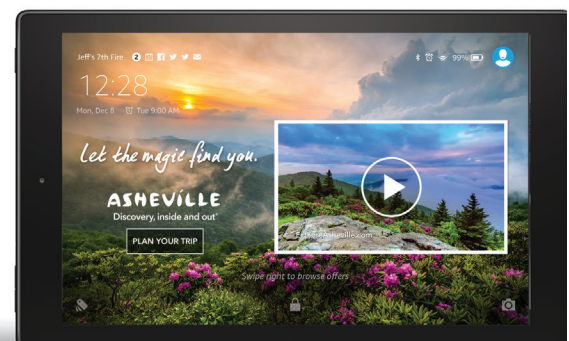


broadcast TV and via digital streaming in core and opportunity markets such as Cincinnati, Washington, D.C. and regions of Florida.

EARLY ADOPTER OF AMAZON AD OPPORTUNITIES

Explore Asheville was among the first destinations to partner with the Amazon Ad Platform. The spring campaign included a video ad takeover of the Kindle Fire wake screen that ran throughout June, generating more than one million views.

Advertising also included a strong digital presence in other areas, including display advertising, paid search, sponsored and native digital advertising and content opportunities. All told, advertising in FY17-18 generated 706 million impressions.



NATIONAL GEOGRAPHIC CHANNEL PRESENTS *ASHEVILLE BY DESIGN*



A significant relationship with National Geographic was extended, and included production of a half-hour special on National Geographic Channel (NGC) in September.

A NGC crew was in Asheville during spring to film the program, *Asheville by Design*. Shortly thereafter, NGC developed a series of posts and video shorts that ran in the spring to build excitement about the program.



By The Numbers

706 MILLION
TOTAL
PAID ADVERTISING
IMPRESSIONS

599
SIGNIFICANT
PLACEMENTS

\$8.3 MILLION
TOTAL
PUBLICITY
VALUE

358,000
SOCIAL MEDIA
FOLLOWERS

3,039
TOTAL
MEDIA
PLACEMENTS

4.3 MILLION
USER SESSIONS ON
EXPLOREASHEVILLE.COM

PROACTIVE PUBLIC RELATIONS SUPPORT

Advertising is complemented by a proactive public relations program and influencer media coverage that generates national earned editorial coverage. The team executed 913 significant media touchpoints and generated 1,079 targeted pitches in FY17-18. This outreach resulted in 5.6 billion impressions.

The PR team also supported 78 media site visits, including seven of the world's top equestrian writers preparing advance coverage of the World Equestrian Games for AP, Reuters and equestrian publications in Japan and Sweden.



Photo: Public Relations Manager Landis Taylor (left) and Anchor Mary King during the 2017 Fall Media Tour at WIS-TN in Columbia, SC.

EXPLORE ASHEVILLE SHOWCASES SUMMER OF GLASS



SUMMER OF GLASS
MAY - OCTOBER 2018

The 2018 exhibit of Dale Chihuly's famous glass sculptures in the gardens at Biltmore Estate was the perfect opportunity for convening area glass artists and gallery owners to discuss a new collaborative vision – one that would use the Chihuly exhibit as a springboard to connect visitors with the deep history and contemporary expertise of glass art in WNC. What blossomed over the next several months was a true community celebration of regional glass art that included:

- 60+ participating artists, studios, galleries, museums and tour operators, brought together to host events, demonstrations, workshops, VIP tours and travel packages.
- A Summer of Glass microsite on ExploreAsheville.com, with unique design, interactive maps to glass experiences, and four new evergreen articles on glass art. In the first three months, the microsite attracted more than 27,000 pageviews and excellent page engagement.
- Social media posts on Facebook that reached more than 700,000 users, with additional impressions on Twitter and Instagram.
- A Summer of Glass press release distributed nationally via PR Newswire and pitched to targeted media contacts.
- Summer of Glass media coverage directly influenced by the Explore Asheville PR team including:

–TravelChannel.com
–WSLS-TV Roanoke
–WSPA-TV Greenville

–“NC Weekend” on UNC-TV
–Leisure Group Travel Magazine
–ABA Destinations Magazine



ASHEVILLE MUSIC PROJECT HONORED BY U.S. TRAVEL

U.S. Travel honored Explore Asheville's work on the Asheville Music Project by selecting it as one of three finalists in the integrated marketing category for its annual Destiny Awards.

The Asheville Music Project achieved its top objective of elevating Asheville as a national music destination with earned accolades putting Asheville alongside iconic music cities like New Orleans, Austin and Nashville.

EARNED ACCOLADES:

- "America's Next Great Music City" –COS
- One of the nation's "Top 10 Music Cities" –Nat Geo
- "One of America's 12 Greatest Music Cities" –Thrillist

MEDIA REACH:

- 180 articles reaching 482 million readers
- \$1.5 million ad value
- 46K article shares



MAGICAL INFLUENCER PARTNERSHIP WITH ZACH KING

Explore Asheville's past digital influencer partnerships include outdoor adventure photographers, solo travel experts, national media brands and scores of food bloggers, but in FY17-18 the team added "digital magician" to the mix for a content collaboration with YouTube and Instagram star Zach King.

Asheville was the first destination to approach Zach King, inspired by Explore Asheville's "Let the Magic Find You" campaign. The partnership expanded into a short film concept with iconic locations and magic tricks across Asheville. Within 24-hours of posting, the magical slapstick adventure video "Whole Latte Trouble" went viral.

- 4.5 million views on Instagram (597K likes)
- 877K views on YouTube
- 260K added-value views from two Zach King behind-the-scenes videos
- "Asheville, NC" geotag and callout in caption
- TOTAL VIEWS: 5.6 million



EXPLORE ASHEVILLE FY17-18 SOCIAL METRICS



@VisitAsheville on Instagram

48,477 followers
332,614 engagements on 242 posts



Visit Asheville on Facebook

275,000 followers
33 million impressions



Explore Asheville on Twitter

30,687 followers
1.3 million impressions

ASHEVILLE TRAVELER E-NEWSLETTER

120,000 subscribers | 17.4 percent open rate (up 30 percent) | 3.5 percent click-through rate (up 25 percent)

ELEVATING GROUP BUSINESS IN LOCAL, REGIONAL & NATIONAL MARKETS

The goal of the Group Sales & Services team is to increase group room nights. Strategies used to achieve this goal include direct sales, hosting client events, attending targeted trade shows, hosting buyers through FAMs, advertising and more. We elevate the Asheville meeting brand among decision makers able to bring regional or national meetings and events to the destination. Well-placed sponsorships are a strategic priority.

Trade show presence was amplified by adding sponsorships and orchestrating pop-up client events to capture additional exposure in FY17-18. The team increased the number of direct and indirect client connections, had strong interactions with buyers during tradeshows and marketplaces, hosted five client events in key cities, and brought more than 130 buyers representing all market segments to experience the destination firsthand. Efforts targeting sports, group tour, wedding and AAA markets continued. Hosting the high-profile U.S. Tennis Association's Fed Cup and the international bike race Haute Route resulted in significant exposure for our community. The initiatives were tied together through a well-planned communication strategy aimed at keeping buyers connected to Explore Asheville throughout the year.

797

SALES LEADS
ISSUED

UP 1.8%

412

MEETINGS AND
GROUPS BOOKED

UP 9.6%

82,415

ROOM NIGHTS
BOOKED

UP 10.4%

\$18.2M

IN ESTIMATED
REVENUE

UP 3.7%

440

GROUPS SERVICED
BY THE CVB

UP 3.8%

12,564

DIRECT CLIENT CONNECTIONS

81,828

INDIRECT CLIENT CONNECTIONS

74

INDEPENDENT CVB-HOSTED SITE VISITS

3

48-HOUR MEETING PLANNER & NC/SC "REDISCOVER
ASHEVILLE" EXPERIENCES HELD

27

PLANNERS PARTICIPATED IN MEETING FAMs

5

CLIENT EVENTS HELD IN ATLANTA, WASHINGTON, D.C.,
RALEIGH, CHARLOTTE, AND LAS VEGAS

135

BUYERS ATTENDED THESE EVENTS

22

MOTORCOACH PLANNERS ATTENDED "ABSOLUTELY
ASHEVILLE" FAM

16

INTERNATIONAL BUYERS ATTENDED THE "SOUTHERN
PEARLS" CHINESE FAM

25

TRADESHOWS, MARKETPLACES AND MISSIONS

4,000

ATTRACTION VALUE CARDS DISTRIBUTED TO ATTENDEES

365

AAA STAFF PARTICIPATED IN 14 IN-OFFICE DESTINATION
TRAININGS AND FOUR WEBINARS

30

AAA/CAA ATTENDED THE ANNUAL BLUE RIDGE PARKWAY
ASSOCIATION FAM

SIGNATURE SPORTING EVENTS



Asheville hosted the **2018 Fed Cup**, the world's largest annual women's team tennis tournament. The crowd exceeded 3,500 attendees over the course of two days, and an estimated \$3.5 million was generated in total business spending.



Asheville welcomed cyclists (and their families and friends) in May 2018 for the inaugural **Haute Route Asheville**. The prestigious European cycling event was attended by 300 riders, and an estimated \$870,000 was generated in total business spending.



For the sixth time, the US Cellular Center hosted the **SoCon Basketball Tournament**. Total attendance was 31,488, and an estimated \$6.9 million was generated in total business spending. We are looking forward to the 2019 event.

REGIONAL & NATIONAL SPONSORSHIPS

ASAE Foundation–Chuck Fazio Executive HeadShot LOUNGE

More than 425 industry professionals visited the Chuck Fazio Headshot LOUNGE sponsored, in part, by Explore Asheville during the American Society of Association Executives' 2017 Annual Meeting & Exposition. Attendees were exposed to Asheville via on-site marketing materials, video streaming, branded Asheville items, hosted receptions and more. Approximately 2,500 association executives attended the event.



Meeting & Conventions Interact Southeast Destinations

Seventy-five planners attended the breakfast sponsored by Explore Asheville during this hosted-buyer event for elite meeting and incentive professionals. Sponsorship included a 15-minute speaking opportunity, materials in registration packets, pre- and post-marketing and more.



Smart Meetings West National

More than 100 industry professionals attended the networking lunch sponsored by Explore Asheville. Attendees saw the video, heard from Explore Asheville staff, received pre- and post-promotion and included sales materials in registration packets.



American Bus Association–2018 Marketplace

The annual Marketplace brought more than 3,500 motorcoach industry professionals to Charlotte, NC, and Explore Asheville took full advantage of the opportunities. In addition to a pre-FAM trip "Mountain Views and Brews", we hosted a sponsored reception room during the opening event which drew 500 and an invitation-only private client event with 25 attending.



Destinations International–Destination Showcase 2017

DI represents destination organizations around the world. Approximately 200 corporate and association meeting planners attended the Showcase. Explore Asheville President & CEO Stephanie Brown was introduced during the event, and Asheville music was played during the reception by Abby the Spoon Lady and Chris Rodrigues.



Meeting Professionals International–New Jersey

Twenty-five planners attended the Explore Asheville co-sponsored event and were exposed to Asheville through video, signage, and pre- and post-event exposure.

TOURISM BUILDS COMMUNITY

11 LOCAL ORGANIZATIONS AWARDED \$51,500 FOR EVENTS SUPPORT UTILIZING EARNED INCOME

Arboretum Summer Lights
ASAP Farm Tour
ADA Independence Day Celebration
Asheville Percussion Festival
Black Mountain College 9th Annual {Re}
Happening
Brother Wolf Animal Rescue Asheville
VeganFest
WNC Green Building Council CiderFest NC
Eliada Home Corn Maze
Montford Holiday Tour of Homes
Montford Annual Neighborhood Festival
RiverLink RiverMusic 2018
RiverLink RiverFest 2018
Southern Highland Craft Guild 71st Annual
Craft Fair

19 LOCAL ORGANIZATIONS RECEIVED \$65,000 IN SPONSORSHIP SUPPORT UTILIZING EARNED INCOME

ADA'S Urban Speaker Series
Creative Sector Summit
The Summer of Glass
Organic Growers School
Xpand Fest
ClimateCon 2018
AMP Rocks Asheville!
Media Arts Project
Connect Beyond the Page
Strive Forward Summit
Downtown After 5
Asheville Chamber Annual Meeting
AMOS Science Pub
Asheville Tennis Association
Blue Ridge Parkway Association
48 Hour Film Project
Woman Up
City of Asheville's Steep Canyon Rangers
Leadership Asheville Breakfast Buzz



The City of Asheville was awarded \$7,125,000 in TPDF funding for riverfront development including 14 Riverside Drive.



The Bob Lewis Ballpark was awarded \$2 million in TPDF funding.

\$34.5 MILLION IN TPDF FUNDING AWARDED TO 33 PROJECTS SINCE 2001

Tourism product development funding (TPDF), generated from a portion of room tax revenues paid by overnight visitors in Buncombe County lodging accommodations, is designated for projects that not only demonstrate an ability to produce incremental overnight stays in Buncombe County lodging, but also ensures that projects are successful in creating spending at local businesses, jobs and tax revenue.

Since the inception of the TPDF program in 2001, BCTDA has awarded \$34.5 million to 33 community tourism projects that serve the tourism industry and benefit community residents. The amount includes more than \$22 million provided to City of Asheville-owned projects which accounts for more than half of all funding.

In the 2017 grant cycle, the BCTDA awarded \$200,000 to the Black Mountain College Museum + Arts Center for its relocation and expansion into a new space at 120 College Street on Pack Square Park. The project will help solidify the museum as a strong and vital international art center, and further cement Asheville as a major cultural destination.

Utilizing available funding at the end of the 2017 cycle, the BCTDA increased support of the River Arts District Transportation Improvement Project (RADTIP) with an additional \$4.6 million award, bringing total BCTDA funding for the City of Asheville's River Arts District development to \$7,125,000. The enhanced TPDF grant will facilitate the completion of the southern section of the RADTIP including roadway improvements, sidewalks, street trees, a protected bike lane, greenway, on street parking, public art and storm water improvements.

Photo (left to right): TPDF Committee Chair Robert Foster, Mayor Esther Manheimer, BCTDA Chair Jim Muth, and Explore Asheville President & CEO Stephanie Brown.

"The City is excited to be awarded this additional funding of \$4.6 million. This is an example of the important partnership between the City and the BCTDA. The BCTDA is living up to its mission to be a leader in the economic development of Buncombe County."

*~ Mayor Esther Manheimer,
City of Asheville*



The Black Mountain College Museum + Arts Center was awarded \$200,000 in TPDF funding.



The US Cellular Center was awarded an additional \$1.5 million in TPDF funding bringing the total to \$5,675,000.

COMMUNITY ENGAGEMENT

The Public Affairs team manages a robust partner engagement program including a series of annual headliner events, partner forums, monthly orientations and extranet trainings, and consistent communications via newsletter emails, Facebook, and the AshevilleCVB.com industry website.

Additional events centered around the launch of the new Explore Asheville organization and relocation.

Events included a Media Preview, Open House, CVB Holiday Party, Hospitality Outlook, National Tourism Week Summit, Major Events of 2018 Partner Forum plus ten orientation meetings.

In addition to hosting programs for tourism industry partners, members of the Explore Asheville team build and strengthen community relations by serving on various boards and committees.



COMMUNITY SERVICE

Community service and volunteering with local partner organizations is a priority for the Explore Asheville team.

In FY17-18, the team participated in the Asheville Downtown Association's Downtown Clean-up Day, sorted food at Manna FoodBank, and collected and packed school supplies for the United Way Backpack Drive.

And, our generous hospitality industry helped to increase our collective impact with their donations to the school supply drive and the Toys for Tots toy drive.



1,200+ TOURISM INDUSTRY PARTNERS & FRIENDS

Destination promotion is funded 100 percent by the tax on commercial lodging in Buncombe County, but every tourism-related business is represented by the sales and marketing efforts of Explore Asheville at no charge. This collective source of promotion provides many opportunities for local businesses to participate. These businesses, or tourism industry partners, can learn about Explore Asheville's marketing initiatives by attending an Explore Asheville CVB 101 Orientation offered monthly.

In FY17-18, 72 attended a CVB 101 Orientation, and 103 qualifying tourism industry partners were provided listings on ExploreAsheville.com.

NEW TOURISM INDUSTRY PARTNERS IN FY17-18

Ambrose West
Appalachia Guild of Healing Arts
Archetype Brewing
Asheville Barn Weddings
Asheville Detours
Asheville Glamping
Asheville Photo Tours, LLC
Asheville Wine Market
AUX Bar
Baba Nahm
Baked Pie Company
Benjamin T Warner DJ and Musician
Better Than Unicorns
BimBeribon
Biscuit Head - Biltmore
Bliss Farm and Retreat
Brie Capone
Bright Light Wellness LLC
Bullington Gardens
Burgerworx - Downtown
Burgerworx - South
Cambria Hotel Downtown Asheville
Casablanca Cigar Bar
Christmount
CLEASTER COTTON Art
Copper Crown
Craft Centric Taproom and Bottleshop
De La Terre Skincare and Holistic Spa
Deb Williams Designs
Devils In Dust
District Wine Bar
Doc Brown's BBQ
Earth Magick
embellish asheville
Emma's Lounge

Fairfield Inn and Suites Asheville - Tunnel Road
Foothills Butcher Bar and Kitchen: West Asheville
Foundation Woodworks
Gan Shan West
Ginger's Revenge
Grey Eagle Taqueria
Haiku I Do
Hemingway's Cuba
High Rock Rentals
Hillman Beer
Holiday Childress
Holiday Inn Hotel and Suites Biltmore Village Area
Imperial Auto Rental
Inn on Westwood
Izzy's Coffee House
Jack's 47
Jane Kramer
Jarret Porter Photography
Jordan Okrend
Joseph Dix Photography
JuneBug Retro Resort
Kathy Beaver Photography
Koresma
L'Ecluse
Leene's Glassworks
Longleaf Vineyard
Luella's Bar-B-Que South Asheville
Majik Studios
Midnight Snack
Mingle Events and Rentals
Momentum Gallery
Moonlight Makers
New Moon Marketplace

Nicolette Leigh Arts
Nikki Talley
Oak and Grist Distilling Company
Ole Shakey's Getaway
Open Hearts Art Center
Peaceful Hollow
Peggy Hustad
Pillar Kitchen
Pink Dog Creative
Polanco Restaurant
Purple Crayon
Que Sera Restaurant
Randall Glen Resort
Rebecca King Hawkinson Fine Art
Roanline
Rustic Grape
Sassafras on Sutton
SIYAH
Sly Grog Lounge
Stargazers Designs
Susanna Euston Photography
Taste Carolina Gourmet Food Tours
The Barn at Honeysuckle Hill
The Zuzu Welsh Band
Thomas D. Potts Fine Art Photo.
Tin Foil Hat
Up Jumped Three
Violet Owl Wellness
Vivian
WAXON Batik and Dye Studio
Wedge at Foundation
White Labs Kitchen and Tap
Woodfire Bar and Grille
Yesterday's Tree Furniture

"#1 FOODIE CITY" IN THE WORLD

THE TRAZEE AWARDS 2018

"THE TOP 15 CITIES IN THE UNITED STATES"

TRAVEL + LEISURE

"TOP 10 MOST HOSPITABLE U.S. CITIES, ACCORDING TO AIRBNB"

TRAVEL CHANNEL (ASHEVILLE #1)

"BORN IN THE USA: TOP 10 MUSIC CITIES"

NATIONAL GEOGRAPHIC TRAVELER (ASHEVILLE #5)

"18 TOP DESTINATIONS OF 2018"

FORBES TRAVEL GUIDE



PRESENTED BY

Explore Asheville Convention & Visitors Bureau
27 College Place | Asheville, NC | 28801
ExploreAshevilleCVB.com