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ACVB Partner Connect

January 6, 2017

Greetings Partners!

Hoping you all enjoyed the holidays, and are off to a good start in the new year. We have a full roster of events planned for you this quarter including a Partner Forum on Social Media & PR Tips on January 24, and the Hospitality Outlook on February 23! We are also excited to welcome the Southern Conference back to Asheville and have included sponsorship opportunities below.

Asheville has topped a new list - one of particular importance to our community. The [US Bureau of Labor Statistics](#) recently reported wage and job growth for the nation's 345 largest counties. From Q2 2015 to Q2 2016, Buncombe County ranked #24 for wage growth at 4.7%, and #29 for job growth at 3.7%.

As we look forward to 2017, I am happy to report that early results for 2016 are very positive.



See you soon!

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

Stephanie Pace Brown
Executive Director

~SAVE-THE-DATE~

January Partner Forum: Social Media & PR Tips

Tuesday, January 24, 2017, 3:30 - 4:30 p.m.
Asheville Chamber, Boardroom

Mark your calendars for a presentation from the CVB Marketing team on helpful tips and information for using social media and public relations for your business. You'll hear from our local CVB experts, and learn about ExploreAsheville's channels, as well as have the opportunity to ask questions during a panel discussion.

RSVP

CVB 101 Open Door Session

Friday, January 13, 2017, 10:30 - 11:30 a.m.

Asheville Chamber, Wells Fargo Meeting Room

Pop in on an upcoming open door session. Whether you're a new business in the community or already familiar with the CVB, drop in to learn more about marketing and promotion initiatives, group sales efforts and meeting services, Extranet troubleshooting support including listings and event calendar management, and answers to any other questions you may have!

Check the calendar on www.AshevilleCVB.com for details!

Bureau Buzz

CVB Receives Top Honors for Sales & Marketing

The ACVB was awarded three Adrian Awards by the Hospitality Sales & Marketing Association International (HSMIAI). The marketing team's work was lauded for the [Fall Color Reports](#), and the [Foodtopia microsite](#) that features our local culinary community.

The third HSMIAI award was received by the ACVB sales team in the Advertising category for the "Asheville: Not Just Meeting. Exceeding" ad featuring an aerial image of Biltmore, with creative developed by our



Asheville-based agency Market Connections.

The November/December issue of Prevue Meetings announced the Asheville CVB as the **Prevue Visionary Award** Gold winner in the Destinations/CVBs, Best Planner Support from CVB category in the Southeast region. The awards were given to the members of the meetings and incentives industry who are anchored in excellence and determined by Prevue's readership and esteemed advisory board.

Peak Perks Campaign Rolls Out for Q1



The Asheville CVB marketing team is rolling out an expansive winter campaign to generate visitation during the first quarter of the calendar year. Campaign messaging focuses on Asheville's undiscovered season and the best rates of the year.

The Buncombe County Tourism Development Authority approved an investment of \$500,000 in broadcast, digital ads, paid content and native advertising to support the seasonal campaign which runs through mid-March.

CVB Hosts VisitNC Team on Whirlwind Tour of Asheville

VisitNC staff and international contractors visited Asheville in early December. The CVB team hosted the attendees who represent NC in the UK, Canada and Germany for a whirlwind tour that included Biltmore, Omni Grove Park Inn, Sovereign Remedies, Buxton Hall BBQ, breweries and a guided arts tour. Whew!



Notable Clips

The PR team has generated more than 500 significant stories about Asheville in national news outlets in the current fiscal year. A few of the most recent include:

Our State | [The Artistry, Economics & Tradition of Cloth in WNC](#)

Smart Meetings | [Meet on Top of the World: Mountain Meeting Destinations](#)
Shermans Travel | [Checking In: The Bunn House in Asheville](#)
AFAR | [AFAR's list of "100 Places to go in 2017"](#)
Travel & Leisure | [Best Cities for Solo Travel](#)
Associated Press | [Looking for some Christmas sparkle and fun](#)
Meetings Today | [North Carolina's Foodtopia](#)

Sales Department Highlights

In December, Carla McGlynn spent a week in Washington D.C. for sales calls and ConnectDC, an appointment based tradeshow for meeting planners. Shawn Boone traveled to Chicago for sales calls and exhibited at Association Forum of Chicagoland's Holiday Showcase with the Omni Grove Park Inn. Following Travel South International Showcase, Dianna Pierce hosted buyers from the Netherlands, China, Australia and a major inbound receptive operator based in Boston, Mass. Molly Nelson and Carli Adams traveled to Raleigh and exhibited at the AENC Annual Tradeshow.



Who's In Town?

The CVB sales team worked with 5 meetings and 4 weddings groups that met in December, resulting in 955 contracted rooms!

- Bureau of Digital Owner Camp Asheville
 - Heart of the Triad Coral Society 2016 Biltmore Candlelight Vocals
 - SBM Life Sciences Kick-Off Meeting
 - Tennessee State University vs. Duke Basketball
 - Asheville Buncombe Youth Soccer Association US Club Soccer
-

In the Community

New Reservation System Coming to Asheville Area Restaurants

In 2017, many of Asheville's independent restaurants will offer online reservations on Reserve. Reserve was developed by former restaurant managers and professionals, designed with the guest in mind but maximized for ease of the

staff. It is utilized by over 500 restaurants in many large food cities, like New York, Washington, D.C., San Francisco, and soon, Asheville.

For restaurant guests, changes will be minimal. Restaurants will still accept phone reservations. Like OpenTable, widgets will be installed on each restaurant's website for guest use. In addition, Reserve has a free app that guests can use to book tables with a few taps on their device. Restaurants will also be able to save information about guests and search for people more easily, which results in better service for the guest. If a restaurant has more than one location owned by the same restaurant group, the new system will allow them to share guest notes like seating preferences, allergies, and birthdays, between locations.

For more information, contact [Aubrie Shramko](#) with the Asheville Independent Restaurant Association (AIR).

NPR's "Going There" Series Coming to Asheville

NPR and WCQS present "**Going There: When Your Hometown Gets Hot,**" a unique live event featuring an evening of conversation, storytelling and performance, to talk about the benefits and tensions that emerge when an area becomes a popular place to live. Who is writing the future of Western North Carolina? The event will be held at the Diana Wortham Theatre on Tuesday, February 7, at 7:00 p.m. Get your tickets [here](#).



Prettiest Small Town Vacation Award Goes to Black Mountain

Black Mountain, North Carolina, has won the TripAdvisor readers' choice award for Prettiest Small Town Vacation in America! Congratulations for the well-deserved win!

New Pop-Up Location for Asheville Art Museum

The Asheville Art Museum's 2 South Pack Square location is closed for construction to build a new state-of-the-art museum opening in 2018. For the duration of the construction project, the Asheville Art Museum has opened a temporary pop-up location "Asheville Art Museum On the Slope" at 175 Biltmore Avenue. The pop-up location houses a gift shop, an education studio and a small gallery (opening its first exhibition on January 28). The museum will continue to offer programs and events at its temporary location, as well as out in the community. Visit www.ashevilleart.org to learn more about the construction project.

City of Asheville Hosts Open House on Pritchard Park Improvements

The City of Asheville is working to resume sustainable improvements to Pritchard Park, designed to contribute to a safe and inviting urban public space. The community is invited to attend an open house about planned Pritchard Park improvements from 3 to 5 p.m. January 12 at the Asheville Housing Authority boardroom, 165 S. French Broad Avenue. Read more [here](#).

Partner Opportunities

Become a 2017 SoCon Basketball Tournament Sponsor

The madness begins here! Asheville is excited to host the 2017 Southern Conference Basketball Tournament, the only NCAA Division I Basketball Tournament to be held in North Carolina this year. Show your support of this great tournament staying in Asheville by becoming a sponsor through the Community Partner program. Sponsorship packages range from \$500 for VIP passes for all games and program recognition to an exclusive Hospitality Sponsor package at \$10,000 with all the frills. Sponsorships can also be created to meet your company's specific needs. Contact [Demp Bradford](#) or [Madison Davis](#) at the Asheville Buncombe Regional Sports Commission for more information.

For tickets, please contact the U.S. Cellular Center box office at 828-259-5736, Ticketmaster phones or [online](#).

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