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## **ACVB Partner Connect**

### **March 3, 2017**

### **Greetings Partners!**

It is my great pleasure to welcome the Southern Basketball Championships back to Asheville this weekend. The Championships bring so much excitement to town. We are especially grateful for the Conference's acknowledgement of our city as a welcoming and inclusive community. Please join me in welcoming the teams and visitors to town this weekend. Let the games begin!

Thanks to all who came out last week for the Hospitality Outlook at the Diana Wortham Theatre. Chad Church of Smith Travel Research shared positive news about the Asheville area's trending occupancy rates – the envy of many other destinations. Chris Cavanaugh also enlightened attendees with his presentation, "Dispelling Common Myths about the Buncombe County Visitor Economy." Watch the video and download the presentations on [AshevilleCVB.com](http://AshevilleCVB.com).

We look forward to hearing your spring updates at the upcoming Partner Forum on March 30, details below.



See you soon!

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

**Stephanie Pace Brown**  
Executive Director

**~SAVE-THE-DATE~**  
**March Partner Forum:**  
**"What's New With You?"**

Thursday, March 30, 2017, 8:30 - 9:30 a.m.

Doors open at 8:00 a.m. | Program starts at 8:30 a.m.

Asheville Chamber Boardroom

Please join us for the next Partner Forum where we turn the spotlight on you! On March 30, we invite you to share your news and updates with the CVB and other tourism industry partners as we prepare for spring visitors.

Hear updates on latest development and construction in the River Arts District, learn how to experience the Total Solar Eclipse, and about the upcoming Rafael Guastavino "Master Builder of Domes" exhibit at the Swannanoa Valley Museum, to name a few. RSVP for the forum, and [send your news](#) to be included in the handout.

**RSVP**

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### **CVB 101 Open Door Session**

Friday, March 10, 2017, 10:00 - 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](http://www.AshevilleCVB.com) for details!

## **Bureau Buzz**

### **2017 TPDF Grant Cycle Launches with Info Session on April 5**

The BCTDA is pleased to announce the commencement of the 2017 Tourism Product Development Fund (TPDF) Grant Cycle. A program guide including grant requirements and due dates is available for download on AshevilleCVB.com [here](#).

There will be a TPDF Information Session on Wednesday, April 5, in the Asheville Chamber

Boardroom from 3:00 – 5:00 p.m. Please RSVP [here](#).

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### **Asheville Music Scene Hits the Road with Steep Canyon Rangers**

The BCTDA has entered into a partnership with the Steep Canyon Rangers band which involves a variety of components, including a wrap of the band's tour motorcoach.

The band bus is wrapped in a composite image that embeds a photo of the 2016 Steep Canyon Rangers performance in Pack Square Park by local photographer David Simchock into a mountain backdrop shot by Dave Allen, also a local photographer. In addition to the band's



logo, the wrap features the Asheville destination brand and web site, ExploreAsheville.com. With more than 150 tour dates coast-to-coast, the wrapped motorcoach serves as a traveling billboard for the Asheville music scene. The two entities will also share social posts featuring Asheville's growing reputation as a music destination.

"We're very excited for this opportunity to spread the word about Asheville's growing eclectic music scene—which has been so instrumental to our development as a band—with our fans and with folks around the country through this partnership," said Graham Sharp, one of the founders of the band.

The recent efforts complement an investment in a digital, print and streaming broadcast TV and radio campaign built around showcasing Asheville's music scene. Since April 2016, the total spent on the campaign exceeds \$500,000.

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### **Start Planning for the Total Solar Eclipse**

In preparation for the once-in-a-lifetime total solar eclipse that will be visible in WNC on August 21, 2017, the ACVB content team has been hard at work to ensure ExploreAsheville.com provides resources for travelers with eyes on the skies. Although Asheville is not in the path of totality (the city will see a 99% eclipse), it is within easy day trip distance to the parts of Jackson, Graham and Swain counties that will see the full eclipse, and local businesses are already seeing increased interest in accommodations and eclipse-related events as visitors make their plans. In addition to developing an eclipse landing page on ExploreAsheville.com, the team is also working with local experts to build upon existing stargazing and astronomy content to connect visitors with local clubs, attractions and

stargazing events.

If any partners have astronomy related news or are planning any events around the August eclipse, please share them via [news@ExploreAsheville.com](mailto:news@ExploreAsheville.com) for consideration in ongoing content and media efforts.

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### **Florida Media Tour**

The PR team is on the road in Florida this week sharing Asheville news with media outlets and writers in Jacksonville, Orlando, Tampa, St. Pete and Sarasota. Landis Taylor secured more than 21 appointments including freelancers with contributions to National Geographic Traveler, The Miami Herald, AAA Go, Endless Vacation, Men's Journal, McClatchy and Afar, and media outlets including Lifestyles After 50 Magazine, Tampa Bay Magazine, Orlando Signature Magazine, First Coast Magazine and The Travel Bite.



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### **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:

*Atlanta Journal Constitution* | [Travel from Atlanta: What's new in Asheville for 2017](#)

*Chatter (Chattanooga Times Free Press)* | [Asheville Mountain Vistas are the Perfect Scene for a Romantic Getaway](#)

*Time Warner Cable News* | [Around Carolina: River Arts District](#)

*Roots Rated* | [5 Dog-Friendly Carolina Cities Worth a Visit](#)

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### **Sales Department Highlights**

Molly Nelson exhibited at the South Carolina Society for Association Executives annual trade show and hosted a client lunch in Columbia, SC. Beth McKinney traveled to St. Louis, MO for an appointment-based trade show with tour operators at the National Tour Association Travel

Exchange.

## **2017 Southern Conference Men's and Women's Basketball Championships**

The ACVB group sales department played a supportive role in this year's tournaments. The CVB provided welcome gifts for VIPs including SoCon Staff, School Chancellors, Coaches, Faculty Athletic Reps, Athletic Directors and Woman Administrators, and has taken on a significant role coordinating a welcoming atmosphere for teams and fans at SoCon host hotels. Teams were welcomed with banners, balloons and other personal touches to help create an exciting and memorable atmosphere for the Championships. CVB staff will also volunteer throughout the Championships and coordinated an information table at the U.S. Cellular Center.



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## **Who's In Town?**

The CVB sales team booked seven meetings and two weddings in February, for a total of 1,405 rooms!

- Orvis Rendezvous 2017
- CRU 2017 MidSouth Region Women's Getaway
- 9 Panel Production - All Star Jam 2017
- 2017 SoCon Winter Athletic Director's Meeting
- 2017 MaxPlay Turf Cup Boys
- Barco Sales Conference 2017
- Salter Friends Reunion

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## **In the Community**

## **Haywood Street Advisory Team to Unveil Finalist Ideas for City-owned Properties**

Asheville residents will get an update and peek into possible uses for City-owned properties on Haywood Street and Page Avenue during a March 8 meeting downtown.

Facilitated by the Asheville Design Center, a 17 member Council-appointed Haywood Street Advisory Team has been meeting since last spring to develop a community vision to inform future use of the properties abutted by the Basilica of St. Lawrence, U.S. Cellular Center and Battery Park Apartments. Working with City staff, the Advisory Team has done lots of research and conducted public engagement, including 2 open houses to discuss ideas and an online visual survey.

With all this work in mind, now residents will get to see a draft long term vision for the site during a public reveal from 5:30 to 7 p.m. March 8 at the U.S. Cellular Center Banquet Hall, 87 Haywood St.

Participants will be asked to provide feedback to the ideas presented. Find more information [here](#).

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## **Partner Opportunities**

### **Opportunity for Attractions to Engage Meeting & Event Attendees**

The Group Sales & Service Team is updating its Attraction Value Card, a service provided to meeting, conference and event planners that work with our team. The card gives conference attendees special offers from area attractions or businesses. Participating attractions have the opportunity to attract these attendees throughout the year by offering a special discount or value-add of your choice. If you are interested in being a part of the 2017 Attraction Value Card, please email Carli Adams, [cadams@exploreasheville.com](mailto:cadams@exploreasheville.com) for more information. **The deadline to participate is March 31st.**

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



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