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ACVB Partner Connect April 11, 2017

Greetings Partners!

The March Partner Forum kicked off the spring tourism season with an update on new visitor experiences offered by tourism industry partners. There were so many new happenings on the horizon, we ran out of time to hear them all! Thanks to those who presented their news, including representatives from Asheville City staff, Asheville Downtown Association, The Collider, AMOS, French Broad Vignerons, Dog City USA, Center for Craft, Creativity and Design, and Biltmore Industries. In case you missed it, download the handout [here](#).

We are preparing to celebrate National Tourism Week with our first Tourism Summit on Friday, May 12. The event will feature a lunch with keynote speaker followed by educational breakout sessions. We hope you will join us for this exciting event; stay tuned for more details.



See you soon!

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

Stephanie Pace Brown
Executive Director

~SAVE-THE-DATE~ National Tourism Week Summit 2017

Friday, May 12, 2017

12:00 p.m. - 4:30 p.m.

Renaissance Asheville Hotel | 31 Woodfin Street, Asheville

National Tourism Week is right around the corner, and we've got something special planned for you! Mark your calendars for May 12 when we'll host **National Tourism Week Summit 2017** at the Renaissance Asheville Hotel. The event will be a half-day meeting featuring keynote presentations from national speakers from TripAdvisor and breakout sessions for marketing and sales teams plus a tourism industry expo. Stay tuned for more details.

CVB 101 Open Door Session

Thursday, April 13, 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 for details!

Bureau Buzz

Asheville Takes Over the Capital Region

For the month of April, Asheville takes over the Capital Region!

A full buy-out of advertising in Metro's Union Station includes 99 advertisements that will generate 1.5 million views.

The campaign invites viewers to "Picture Yourself in Asheville" and text to win a vacation. Asheville ads will also appear on 35 bike share kiosks through the metro DC area, in addition to our spring campaign that includes television, digital, and print advertising in 15 markets.



National Geographic Features Asheville

The ACVB partnered with National Geographic as part of this year's advertising campaign. The relationship started with the Nat Geo team visiting Asheville for 10 days. Our team coordinated visits with 66 local businesses. The resulting coverage has included several online stories and a six-page feature in the print magazine titled "Happily Ever Asheville." A special event featuring Asheville at National Geographic headquarters in Washington DC on April 28 sold out in one hour – something that has never happened before! The DC event includes music from Abby Roach and the Fly by Night Rounders, and giveaways of Asheville art.

ACVB at the Beer Marketing & Tourism Conference



The Asheville CVB PR team partnered with Visit NC to host ten high-profile, national beverage writers during the Beer Marketing & Tourism Conference the last week of March. The writers represented a variety of media outlets such as Travel + Leisure, Saveur, Zagat, USA Today, Thrillist, Atlanta Journal Constitution, Imbibe, DRAFT Magazine and Beer Advocate. The CVB PR team set up immersive experiences for the media group that included connections to over a dozen breweries; VIP tours at Riverbend Malt House, White Labs and New Belgium; and special dining experiences at Wicked Weed, Bhrmari Brewhouse and the new 12 Bones/Wedge Brewing location.

Director of Communications Dodie Stephens also served as a conference panelist, discussing beer tourism and the CVB's efforts to promote Asheville's food and beverage scene.

Major Renovation Kick-Off at the WNC Nature Center



Big congratulations to the Friends of the WNC Nature Center, who kicked off their renovation project at a Groundbreaking Ceremony last week. With the support of a \$313,000 Tourism Product Development Fund (TPDF) award from the Buncombe County Tourism Development Authority (BCTDA), the WNC Nature Center will receive a new park entrance, including a welcome area, an events plaza, and a new building for ticket sales, gift shop

and guest services. The facility upgrade will enable the WNC Nature Center to move forward with dedicated donor funding earmarked for developing a permanent butterfly exhibit, renovating the "Appalachian Journey" black bear exhibit and the adding of Bison and elk exhibits.

Notable Clips

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

Successful Meetings | [Destinations on the Rise for Meetings in 2017](#)

WBTV "Morning Break" | [Asheville Music Scene Story](#)

Toronto Sun | [Finger Lickin' Fabulous](#)

Gluten-Free Living | [Gluten-free travel: Asheville, NC](#)

DRAFT | [The best beers we tasted this week: Asheville edition](#)

New York Magazine | [Have Your Aura Photographed in Asheville](#)

Smart Meetings | [Artsy, Craftsy and Plenty of Character](#)

Sales Department Highlights

Tina Porter traveled to Denver, CO, where she conducted sales calls and exhibited at the Meetings Industry Council of Colorado Educational Conference & Trade Show. Shawn Boone traveled to Chicago for a week of sales calls. Carla McGlynn traveled to Philadelphia and New Jersey for Luxury Meetings. Beth McKinney exhibited at Heartland Travel Showcase in Pigeon Forge and Travel South Showcase in Branson. Molly Nelson spent a week in Orlando and Tampa for sales calls with a strong focus on corporate accounts.

48-Hour Meeting Planner Experience

The sales team hosted 10 third party/independent meeting planners for its 48-Hour Meeting Planner Experience March 28-30.

The group was hosted at the Grand Bohemian Hotel and enjoyed hotel site visits, tours of Biltmore, a tour of downtown and the River Arts District with a glass blowing session, a cooking class experience



at The Farm, and dining at the Omni Grove Park Inn among many other experiences! Thank you to all the industry partners who participated and made this another successful 48-Hour FAM for these clients with potential business for Asheville.

AAA Tampa Area In-Office Training

Leann Swims was on the road in Florida in early March with partners Jeff Greiner of the Adventure Center of Asheville, Ashley Jenkins of Biltmore, Marie Dalis-Brown of AC & Aloft Hotels, and Teresa Cody of Grandfather Mountain, conducting in-office trainings



sharing information about Asheville's arts, brewery, shopping, history, food scene and more with over 50 agents in 13 AAA offices in the Tampa/St. Pete and Sarasota area.

Who's In Town?

The CVB sales team booked 16 meetings and four weddings in March, for a total of 5,025 rooms!

- Academic and Business Research Institute -2017 AABRI Conference
- American Council on Rural Special Education - ACRES 2017 Annual Conference
- Ceco Building Systems Incentive & Sales Meeting
- 5th Annual Asheville Marathon & Half @ Biltmore - 2017
- Kimberly-Clark Corp - KCP GLT Q1 Meeting
- Mount Holyoke College -2017 Mini Reunion
- National Bicycle Dealers Association -NBDA P2- Asheville NC
- North American Fusion Society - NAFS
- Society of North Carolina Archivists -SNCA 2017 Annual Meeting
- The University of Virginia's College at Wise - Music
- Health Care Seminar for The Upledger Institute
- USDA Forest Services Geology and Minerals Training
- University of North Carolina Asheville (UNCA) -2 UNCA Baseball games
- 2017 SoCon Basketball Championships
- Symposium for German Educators

Partner Opportunities

Plan To Be Part of the 2018 Official Asheville Visitors Guide!

The Asheville CVB is excited to be working with award-winning SagaCity Media to produce our **2018 Official Asheville Visitors Guide** (formerly called the Travel Guide). The Official Asheville Visitors Guide is being completely redesigned as an engaging full size magazine with in-depth stories highlighting Asheville as the stand-out destination that it is. The new original content and design will represent the region at its best, and is distributed to visitors throughout the year. Circulation has increased to 400,000 copies, including an additional focus on in-market distribution to be used while visitors are in Asheville.

Advertising in the 2018 Official Asheville Visitors Guide provides you the highest level of exposure to visitors who are ready to spend on hotels, dining, entertainment and arts,

attractions, shopping and more, all of which helps our economy thrive. SagaCity's local Account Executive, John Almaguer, will be contacting you soon to review opportunities for your business. Reserve your ad early to receive discounted rates!

In the Community

A-B Tech's Craft Beverage Institute Offers New Classes This Spring

[Cheers for Beer](#) – Delight your customer! Suggest beer/food pairings based on flavor, speak the craft beverage industry language like a pro, explore proper pouring techniques and appropriate glassware depending on the brew. [Controlling Alcohol Risks Effectively \(CARE\)](#) – ALE approved responsible alcohol service education. [Exploration of Malt and Hops in Brewing](#) – Take advantage of CBI's first ever short term class offerings! Explore how malt and hops affect flavors by brewing your own batch of wort on our pilot systems.

For full class descriptions, go to abtech.edu/schedules. Funding available for these class offerings! For registration assistance call 828-398-7902 or 398-7903. All classes except CARE require in person registration and ID verification.

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



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