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## **ACVB Partner Connect**

### **May 2, 2017**

### **Greetings Partners!**

National Travel and Tourism Week will be celebrated this month to recognize an industry that supports over 15 million jobs across the country, and the unique value travel holds for our economy, our businesses, and our personal lives as citizens of Buncombe County.

Join us on May 12 for the National Tourism Week Summit 2017, details below. We have a terrific line-up in store with special guests from TripAdvisor and breakout sessions designed to give you takeaway lessons you can implement in your sales and marketing efforts. Tourism business leaders are invited to Meet and Greet Elected Leaders in a special session following lunch.

I'd like to shine a light on the great work the CVB marketing team put into the partnership program with National Geographic Traveler this past year, which culminated with a very special event this past weekend in Washington, D.C. Through National Geographic Traveler's various channels, the program generated more than 19 million impressions! This relationship will continue to expand the Asheville brand for years to come.



See you soon!

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

**Stephanie Pace Brown**  
Executive Director

**YOU'RE INVITED!**  
**National Tourism Week Summit 2017**

Friday, May 12, 2017

12:30 p.m. - 4:30 p.m. | Check-in at 12:00 p.m.

Renaissance Asheville Hotel | 31 Woodfin Street, Asheville

Tickets: \$35 (includes program and lunch)

Please join us at the first annual **National Tourism Week Summit 2017**, a half-day conference designed to support the hundreds of local businesses that make up the local travel industry. We have a jam-packed agenda with something for everyone on your team!

The luncheon program will feature the 2016 Economic Impact of Tourism on Buncombe County, and national speakers from TripAdvisor will deliver the keynote with insights for local businesses on driving customer loyalty and increasing revenue. Attendees will have the opportunity to choose one of three educational breakout sessions on marketing, sales, and a Meet & Greet with elected leaders. The summit will conclude with an Industry Resource Expo and a networking happy hour.

**RSVP**

## Bureau Buzz

### Asheville & National Geographic Traveler: A Marketing Success Story

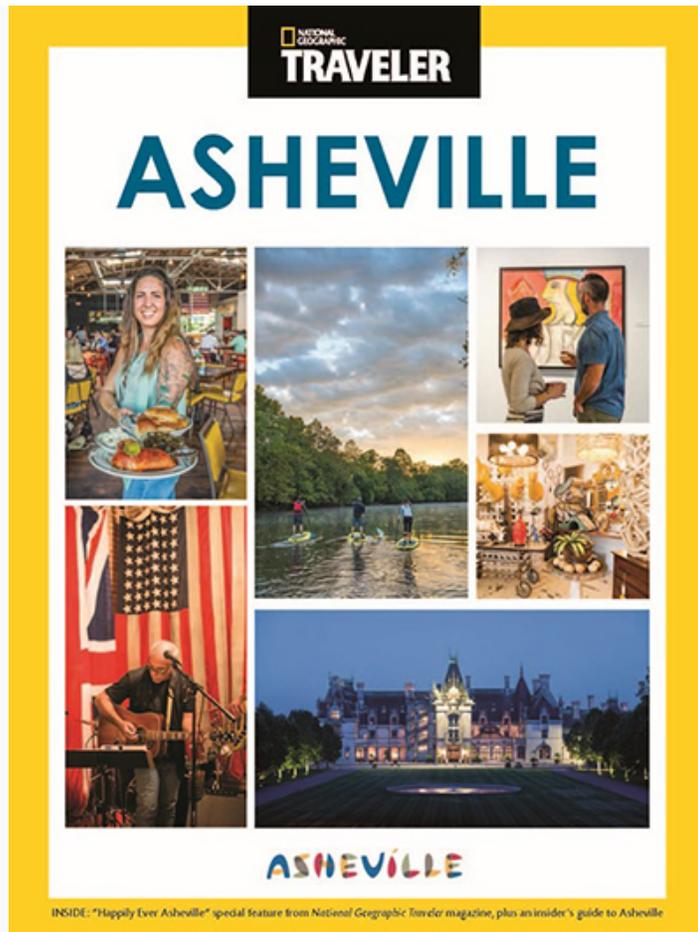
The National Geographic Traveler exclusive partnership program began in September 2016. The content-rich program spotlighted Asheville's unique experiences demonstrating the city as an exciting destination with accessible outdoor adventures, distinctive culinary experiences and incredible music and art scenes.

The custom editorial program launched with National Geographic "influencers" on assignment in Asheville. They promoted their experiences via their personal social accounts while in Asheville. Their assets were utilized to produce editorial content for National Geographic Traveler and NationalGeographic.com that were amplified through @natgeotravel social channels to more than 25 million followers.

The program components included: 6 pages of print, 6 digital stories, social media posts, and an event at the National Geographic Headquarters in D.C. This program has generated more

than 19 million impressions to date.

A custom Asheville immersive event was held Friday, April 28, with more than 250 people in attendance. The event featured music by the Fly by Night Rounders, and Asheville food and beverages. Check out photos from the event on the Asheville CVB Facebook page [here!](#)



### **ACVB & Visit NC Team Up on New York City Media Mission**

Director of Communications Dodie Stephens and PR Specialist Landis Taylor recently traveled to NY for two media events organized by Visit NC. At the events, Dodie and Landis shared Asheville news with editors and writers from *Savour*, *Parents*, *Martha Stewart Living*, *Food Network Magazine* and dozens more. The team also secured individual appointments with writers and editors for *BBC Travel*, *USA Today*, *Successful Meetings*, *Food and Wine*, *NY Daily News* and more.



### **BCTDA Supports Greenway & Riverfront Development with \$3.5 Million**

On behalf of the BCTDA, Robert Foster presented a check for \$3.5 million in TPDF funding to City of Asheville's Mayor Manheimer for the redevelopment of Asheville's riverfront. More than \$17 million in Tourism Product Development Funds has been provided for City of Asheville-owned projects.



The TPDF is a grant program that supports capital development projects in Buncombe County, funded by 25 percent of occupancy tax collections. Mr. Foster, Director of Hotel Operations at Biltmore Farms Hotels, is chair of the TPDF Committee.

### **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:

*Money Inc.* | [Asheville is One of America's Ultimate Food Cities](#)

*Paste* | [Sounds of the Southeast: Asheville, North Carolina](#)

*10 Best* | [10 Ways to Tune into Asheville's Free Spirit](#)

*AAA Go Carolinas* | [Editor's Escape: Grab Your Girlfriends and Get to Asheville!](#)

*USA Today* | [50 States: 50 Hidden Restaurants and Bars](#)

### **Sales Department Highlights**

Shawn Boone traveled to Atlanta and hosted 22 clients at two separate events in addition to making sales calls. Molly Nelson attended three Luxury Meeting events in Raleigh, Charlotte, and Greenville and made sales calls while on the road. Carla



McGlynn traveled to New Jersey for sales calls. Tina Porter traveled to Dallas where she hosted 35 clients at an event and conducted sales calls. Leann Swims hosted a lunch and tour for the 27 travel counselors in Asheville for the Blue Ridge Parkway Association AAA FAM. The team also leveraged the National Geographic Society event highlighting Asheville

by inviting D.C.- based planners to attend. Eight attendees came as a result of the CVB's invitation.

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## Who's In Town?

The CVB sales team booked 11 meetings and six weddings in April, for a total of 4,361 rooms!

- 21st Annual Jr. Hi Neighbor Tournament
  - Bristol-Myers Squibb-Oncology FM Solid Tumor Meeting
  - Cardinal Health Sourcing Partner-Mid-Atlantic Leadership Team Meeting
  - Clayton Homes
  - FAFC Spring 2017 Shining Star
  - 2017 River Ruckus V
  - Denny's Franchisee Association-2017 DFA Allied Partner Summit
  - Merchants Distributors LLC-MDI Expo 2017
  - NC Marine Corps, Spring Quarterly Meeting
  - Southern Gerontological Society 38th Annual Society Meetings
  - Western Carolina Dart Association-Fire On The Mountain
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## Partner Opportunities

### **Learn about In-Market Distribution & Advertising in the 2018 Official Asheville Visitor Guide!**

The all-new 2018 Official Asheville Visitor Guide will have 100,000 more printed circulation! Sign-up now to learn about new opportunities to work with the ACVB and SagaCity Media at the CVB offices next week. Meet our local advertising representative, John Almaguer, along with advertising and distribution teams from SagaCity Media.

Group meetings are being held at the Asheville CVB offices at 36 Montford Ave., Wells Fargo Room. The following times are available to book now:

Wednesday, May 10 -- 9:00 – 9:45am | 10:00 – 10:45am | 11:00 – 11:45am

Thursday, May 11-- 2:30 – 3:15pm

Space is limited! Call or email Liz Utlely at 425-890-2947, [lutley@sagacitymedia.com](mailto:lutley@sagacitymedia.com) or John Almaguer at 757-606-4859, [asheville@sagacitymedia.com](mailto:asheville@sagacitymedia.com). If you are unable to attend and

interested to learn more, please give John a call. Thank you!

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## In the Community

### **Congratulations to Lew Bleiweiss, Airport Professional of the Year!**

Lew Bleiweis, A.A.E., Executive Director of Asheville Regional Airport, was named the 2017 Airport Professional of the Year by the Southeast Chapter of the American Association of Airport Executives at the SEC-AAAE Annual Conference in Knoxville, TN. The award, in its 21st year, is presented to an outstanding airport professional and is based on the nominee's professionalism, knowledge and integrity in dealing with airport issues and the community. Some of the key accomplishments highlighted in the award include leading an award-winning \$75 million airfield redevelopment project at AVL, accelerating the master plan to construct a much-needed parking garage, fostering solid partnerships and achieving record passenger utilization for three consecutive years at AVL.

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



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