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ACVB Partner Connect

June 6, 2017

Greetings Partners!

Thanks to all who attended the National Tourism Week Summit on May 12. We can't thank the speaker participants and venue staff enough for their quick resolution and outstanding service. I hope it was productive and fun for everyone who joined us in celebrating Asheville's tourism industry.

Topline stats from the newly released *Economic Impact of Tourism in Buncombe County* report were presented at the National Tourism Week Summit. Attendees learned Buncombe County attracted 10.9 million visitors in 2016, including 3.8 million overnight guests. And, visitors spent \$1.9 billion, generating \$2.9 billion in economic impact and supporting 26,700 jobs.

If you appreciate data, be sure to register for the June 22 Partner Forum where we will present additional information from the Assessments of Impacts of Buncombe County Tourism, a brand new Visitor Profile report, as well as a deep dive on economic impact.



See you soon!

A handwritten signature in black ink that reads "Stephanie". The signature is written in a cursive, flowing style.

Stephanie Pace Brown
Executive Director

SAVE-THE-DATE
June Partner Forum

Thursday, June 22, 2017

8:30 - 9:30 a.m. | Doors open at 8:00 a.m.

Chamber Boardroom | 36 Montford Avenue, Asheville

Please mark your calendar for the next Partner Forum. Stephanie Brown will present newly released data on three key areas: economic impact, visitor profile, and tourism impacts.

RSVP

CVB 101 Open Door Session

Friday, June 9, 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 for details and to RSVP here: www.AshevilleCVB.com

Bureau Buzz

Relocation Update

The move to our new office at 27 College Place is expected to occur on June 29 & 30. We will keep you posted on important changes as they occur, and look forward to inviting you to our new space later this summer.



As part of the transition process, our email addresses may be down on the evening of Friday, June 9. If you send an email to CVB staff and receive an undeliverable notice, please resend it a short time later, as emails sent during this timeframe may not be delivered. We

appreciate your patience and support as we work through the transition.

BCTDA Accepting Applications for the 2018 Festival & Cultural Event Support Fund

The Festival and Cultural Event grant program, launched in 2016, provides financial support for festivals and cultural events that serve Buncombe County residents as well as visitors to the area.

The BCTDA supports the grants program with revenue earned from advertising on ExploreAsheville.com. The fund provides an unrestricted revenue source dedicated to assisting events and festivals with operational needs. This discretionary income is not bound by the restrictions placed on the occupancy tax.

Applications for 2018 festivals and cultural events are due on Thursday, August 31, 2017; grants will be announced on Thursday, September 28, 2017. For a Festivals and Cultural Events Support Fund 2018 Program Guide and Application form, visit AshevilleCVB.com. Last year, the BCTDA awarded \$50,500 in grants to support 14 community festivals and events.

Matador Network and ACVB Partner to Develop New Video Assets



The ACVB partnered with travel publisher, [Matador Network](#), to create four new videos including one featuring destination highlights from a dog's point of view. We were excited to have over 25 partners engaged in the filming process. The videos will launch next month and will be available for industry partners to use and share to attract visitors to the destination.

Visitor Spending Benefits a Wide Variety of Industries

The ACVB unveiled a [new video](#)

at the National Tourism Week Summit on May 12, illustrating the impact of the tourism industry on local businesses and the community. Several industry partners were featured in the video including Dana Bolden of Mattern & Craig, Tim Flora of Buncombe County Finance, Mike Rottjakob of Asheville Buncombe Youth Soccer Association, Ken Stamps of Navitat Canopy Adventures, Jael & Dan Rattigan of French Broad Chocolates, Patti Torno of Curve Studios, Sunil Patel of Patchwork Urban Farms, Charlie Hodge of Sovereign Remedies, Jen & Jim Lauzon of LaZoom Comedy Tours, and Jessica Tomasin of Echo Mountain Recording.

[Check it out!](#)

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:

USA Today | [50 States: 50 Farmers Markets](#)

Southern Living | [Here's Where to Go for Your Next Ladies' Getaway](#)

Second Chance Travels | [Women, Food, and The Biltmore](#)

Zagat | [A Perfect Day of Eating: 24 Hours in Asheville, North Carolina](#)

Sales Department Highlights

The sales team hosted its 

final 48-Hour Meeting Planner Experience of the fiscal year and welcomed four meeting planners from around the country for a packed 48 hours in Asheville. Thank you to all our participating industry partners!

Molly Nelson traveled to Greensboro/Winston-Salem for sales appointments with major companies such as Hanesbrands, Inc., Market America, Inc. and Krispy Kreme.

Asheville's [full page ad](#) targeting meeting planners placed #1 out of 43 ads evaluated in the February 2017 issue of Successful Meetings, beating out huge destinations like Maui, Phoenix, and Miami, to name a few.

Who's In Town?

The CVB sales team booked 13 meetings and nine weddings in May, for a total of 4,140 rooms!

- Asheville Brewers Alliance-Beer Week 2017
- ABYSA-2017 Kepner President's Cup
- Asheville-Buncombe DWI Task Force
- Carolinas Council of Housing Redevelopment and Codes
- Officials-CCHRCO Spring Workshop 2017
- CNN Newsource Sales
- Event Specialists of New Orleans, LLC-Corporate Incentive Group
- GeoWoodstock 2017 Asheville
- National Association of State Procurement Officials 2017 Southern Regional Conference
- Syngenta NC-NEP Cross Work Stream Meeting

- USDA Forest Services Geology and Minerals Training
 - UNC System Advancement Symposium
 - WNC Disc Golf / Mountain Sports Festival
 - Young Harris College
-

Partner Opportunities

2018 Official Asheville Visitors Guide Advertising & Distribution Update

The SagaCity team enjoyed meeting many of you at the Summit to talk about both in-market distribution channels and advertising options. If you are interested in distribution at your location, please contact Becca Hersh at bhersh@sagacitymedia.com.

Early-Bird Discount Expires on July 28

For advertising in the Official Asheville Visitors Guide, many of you have already confirmed your space – thank you! For those who have not yet secured your advertising, we encourage you to make your reservations now. The new Visitors Guide format will bring more eyes to the region in the coming year and give you exposure both in print and online at ExploreAsheville.com. To reserve your space, contact John Almaguer at asheville@sagacitymedia.com or 757-606-4859.

Temporary Programming Opportunity at Haywood Street Lot

The City of Asheville is seeking expressions of interest from community members or organizations that wish to lead or produce, in an interim period, regularly scheduled activities or events to take place at the City-owned property at 68-72 Haywood Street between August 2017 and August 2018. To learn more, visit AshevilleNC.gov.

In the Community

Volunteers Needed for Xpand Fest on June 10

Xpand Fest, an outdoor street festival with music, arts and fun on the South Slope, Asheville, to be held on Saturday, June 10, 11:00 a.m. - 9:00 p.m., is looking for volunteers! Shifts are four hours and are rewarded with light hospitality, Xpand Fest swag, an invitation to the Thank You Party and, of course, praise, appreciation and a feeling of contributing to the community. [Fill out the form](#) or email Lori at lori_aurorastudio@hotmail.com

City of Asheville Hosts Downtown Open Office Hours

Interested in downtown Asheville? Have ideas about how to make it better? Curious about upcoming plans? Whether you work, live, shop or just love downtown, the City of Asheville is making it even easier to grab the ear of City staff members. The City's Downtown Development Specialist Dana Frankel hosts this monthly series scheduled on the third Thursday of each month at the Pack Square Park Pavilion from 3:00 - 5:00 p.m., and is joined by representatives from various departments. This month (June 16), Assistant City Manager Cathy Ball will be there.

CVB Pro Tip

Want to know a secret? High-quality, high-resolution images can lead to more click-throughs to your listing on ExploreAsheville.com! Photos should be at least 640 pixels wide and 480 pixels tall. Need help? Click [here](#) for a step-by-step guide to uploading images, or contact Data Specialist Brit Martin at 828-258-6113 for help.

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



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36 Montford Avenue
Asheville, North Carolina 28801