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## **Explore Asheville Partner Connect**

### **July 10, 2017**

### **Greetings Partners!**

We are beginning an exciting new chapter as the Explore Asheville Convention & Visitors Bureau, proudly supporting our local tourism partners on behalf of the Buncombe County Tourism Development Authority. The CVB team will begin work in our new offices at 27 College Place on July 17. We look forward to celebrating with you, and presenting our Annual Report, at the BCTDA Annual Meeting on September 13. The meeting is hosted by the Omni Grove Park Inn at the Country Club. I hope you will join us at this beautiful venue for a fun and productive afternoon.

Partners received the inside scoop on all new Asheville visitor stats at June's Partner Forum. The 2016 reports, including Visitor Profile, Economic Impact, and the Assessment of Impacts on Buncombe County, are available for download on the industry partner website, [ExploreAshevilleCVB.com](http://ExploreAshevilleCVB.com).

I hope you are enjoying a successful summer season. We appreciate your partnership and look forward to seeing you soon.

See you soon!

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



## **Stephanie Pace Brown**

**President & CEO  
Explore Asheville**

### **~SAVE-THE-DATE~ 2017 BCTDA Annual Meeting**

Wednesday, September 13, 2017, 3:00 - 6:00 p.m.

Omni Grove Park Inn, Country Club

Please save the date for the 2017 BCTDA Annual Meeting. The event, generously hosted by the Omni Grove Park Inn, will be held in Omni's Country Club from 3:00 – 6:00 p.m. Join us for a report of the past year, and a look ahead as a new independent organization, followed by a networking social.

#### **Explore Asheville CVB 101 + Extranet Training**

Wednesday, August 9, 2017, 10:00 - 11:30 a.m.

Explore Asheville CVB, 27 College Place

Whether you're a new business in the community or already familiar with the CVB, drop in to learn more about sales and marketing initiatives, and for one-on-one Extranet training.

Check the calendar on [www.AshevilleCVB.com](http://www.AshevilleCVB.com) for details!

## **Bureau Buzz**

### **Relocation Update**

The CVB is moving from the Chamber this week and will begin working from our new home July 17. Thanks in advance for your patience as we work through the final packing and moving logistics. Stay tuned for more details next week. In the meantime, please note our new organizational name and address:

#### **Explore Asheville Convention & Visitors Bureau**

27 College Place, Asheville, NC 28801

## **BCTDA Awards \$2.25 Million in TPDF Funding for the Woodfin Greenway & Blueway Project**

The BCTDA voted unanimously to support the Town of Woodfin and Buncombe County government with a \$2.25 million TPDF award at its June board meeting. The Woodfin Greenway & Blueway project is a \$13.9 million recreation infrastructure project that will add five miles of new greenway trails, the new Silverline Park on the French Broad River, and the in-stream Whitewater Wave feature along with other park updates and improvements.



“We’re very excited about the potential of this new outdoor experience to draw visitors to the northern part of the County,” said TPDF Chair Robert Foster, director of hotel operations for Biltmore Farms Hotels. “We appreciate the collaborative effort and vision of local government to generate projects that add to the fabric of the community while also adhering to the goals of the Tourism Product Development Fund.”

The project will break ground early next year, with expected completion in 2021.

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## **Join the Hospitality Industry Back-to-School Supply Drive**

The CVB team is proud to be partnering with United Way to help with their annual summertime School Supply Drive. In Buncombe County, one in five children lives in poverty—sometimes a new backpack or even the necessary school supplies just aren’t in the cards. The school supply drive is an opportunity for the hospitality industry to come together to help fight against those numbers, starting at the school level.

From July 24 to August 4, please consider participating in the school supply drive, and help send 2000 students back to school with all the tools they need to succeed. Drop off your donations at the new Explore Asheville office at 27 College Place, or make a donation online [here](#). Every bit of help and support is appreciated, especially by the kids.

CVB staff will be holding a Backpack Packing event on Thursday, August 17, at 3:00 p.m. where we hope to break last year’s record and help 2,000 students walk into their first day of school fully prepared. Contact [Pat Kappes](#) for details.

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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:

*Wine Enthusiast* | [Don't Underestimate Asheville's Wine and Food Scene](#)  
*Smarter Travel* | [10 Best Bachelorette Party Destinations \(That Aren't Las Vegas\)](#)  
*The Sun (Fabulous Magazine)* | [How to Spend 48 Hours in America's Asheville \(AKA Beer City\)](#)  
*The Scottish Sun* | [Time of Life – Relive the iconic Dirty Dancing scene in North Carolina](#)  
*OUT Traveler* | [The New American Road Trip: Nashville to Asheville](#)  
*OUR STATE* | [Best Kept Secrets \(Bee City USA\)](#)

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## Sales Department Highlights

Dianna Pierce attended 

U.S. Travel Association's International Pow Wow in Washington, D.C., and met with international buyers. Shawn Boone traveled to Chicago where he hosted a client event for ten meeting planners and conducted sales calls. Tina Porter attended IBTM America where Asheville sponsored the Chuck Fazio HeadShot Lounge. Shawn and Carla McGlynn attended Meeting Professionals' World Education Congress in Las Vegas where they conducted appointments and mingled with the attendees from across the nation. Carla also traveled to Palmetto Bluff for the Financial & Insurance Conference Planners' Education Forum.

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## Who's In Town?

The CVB sales team worked with 32 meetings and sporting event groups, and 12 weddings that met in June, resulting in 5,866 contracted rooms!

- American Academy of Forensic Psychology-Continuing Education Workshop
- American Association of State Climatologists-AASC Annual Meeting
- American Junior Golf Association-2017 Rolex Girls Junior Golf Championship
- American Malting Barley Association, Inc.-2017 Board of Directors Meeting
- American Meteorological Society-23rd Conference on Applied Climatology
- Appalachian Woodlands Alliance: Sustainability Road Show 2017
- Asheville Buncombe Youth Soccer Association – ABYSA- NCYSA NYL #1 and #2
- Asheville Rifle and Pistol Club-NC Small Bore Silhouette State Championship
- Asheville Lacrosse Classic 2017
- The Grid On The Frontline: A forum on Energy, Climate and The Grid 2017
- Disability Rights of NC Board Meeting
- Family Enterprise Research Conference (FERC)-2017 Annual Conference
- 2017 Enka Triathlon at Biltmore Lake
- Honest Abe Group Tour
- Husqvarna TM Meeting 2017
- Mid-Ohio Harley-Davidson Group
- Paso Fino Horse Association-2017 PFHA Grand National Championship

- 6th International Conference on Pediatric Abusive Head Trauma
  - Southern Association of Independent Schools-2017 Board of Trustees Meeting
  - Structural Integrity-Applications and Assisted Fatigue Applications Workshop
  - The Brewery Business Operations Conference
  - The Society Meeting - June 2017
  - United States Specialty Sports Association – Strike Out Challenge 2017
  - Unity of the Blue Ridge
  - University of North Carolina Asheville (UNCA)
  - UNCA Summer Baseball Tournaments
  - UNCA-CrossTraining Sports - Asheville Showcase
  - Beer City 7's Rugby Tournament
  - 2017 WRESA Summer Leadership Conference
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## **In the Community**

### **Helpmate Provides Valuable Community Resources**

Helpmate, Buncombe County's nonprofit domestic violence organization, provides free, confidential, 24/7 hotline response at 828-254-0516, emergency shelter, case management, counseling and preventative education. We work closely with businesses in all industries, offering trainings on how to identify and respond to domestic violence situations that might arise in your business, including hotels, restaurants and spas. Everyone has a role to play in ending domestic violence and making Buncombe County a safe place to visit.

To learn more, please contact Pam King at [pking@helpmateonline.org](mailto:pking@helpmateonline.org) or 828-254-2968 x 140.

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## **Partner Opportunities**

### **Early Bird Gets the Worm in Official Asheville Visitors Guide**

The new Visitors Guide will get people inspired with all new original content and photography showcasing Asheville in a way that's never been done before. Here are even more reasons to purchase your ad now to best highlight your business:

- Your 1x ad purchase gets a full year of coverage, and with 400,000 printed copies, gives you the best coverage in the long term.
- All advertising is included in the digital version at ExploreAsheville.com at no additional cost.
- Reach valuable visitors who are choosing where to spend their money before and after they arrive.
- Research shows that 92% of travelers share their Visitors Guide with 1 to 4 people during their stay.

Advertising space is limited and you can still take advantage of **early-bird discounts through July 28.**

Contact John Almaguer today at 757-606-4859 or [asheville@sagacitymedia.com](mailto:asheville@sagacitymedia.com)!

## View last month's Performance Index

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27 College Place

Asheville, North Carolina 28801

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