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Explore Asheville Partner Connect

August 4, 2017

Greetings Partners!

Explore Asheville has moved into our new home! Staff is settling into our beautiful new offices and cannot wait to invite you all over for our Open House Party in September. It's exciting to be working side by side with our partners at AIR, the Sports Commission and soon to be neighbor, the Asheville Symphony, and to be part of the ongoing revitalization of the eastern gateway to the central business district. We continue to proudly support our local tourism partners on behalf of the Buncombe County Tourism Development Authority.

Amazing news on the marketing front . . . Travel + Leisure announced Asheville is a winner in "[The Top 15 Cities in the US](#)" category for their 2017 World's Best Awards. The World's Best Awards are one of the most significant accolades in travel, and over 300,000 Travel + Leisure readers participated in a survey to identify the best destinations for travelers!

I look forward to seeing you at the BCTDA 2017 Annual Meeting on September 13 and the Open House Party on September 20. Watch for invitations coming soon.



See you soon!

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

Stephanie Pace Brown

~ UPCOMING EVENTS ~

School Supply Drive - Packing Event

Thursday, August 17, 2017, 3:30 - 5:30 p.m.

United Way, 50 South French Broad Avenue

BCTDA 2017 Annual Meeting

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

Country Club at the Omni Grove Park Inn, 290 Macon Avenue

Explore Asheville Open House

Wednesday, September 20, 2017, 3:00 - 6:00 p.m.

Explore Asheville CVB, 27 College Place

Explore Asheville CVB 101 + Extranet Training


Friday, September 22, 2017, 10:00 - 11:30 a.m.

Explore Asheville CVB, 27 College Place

Check the calendar on www.AshevilleCVB.com for details!

Bureau Buzz


Asheville as Seen by Sammy, the Dog, Goes Viral

Explore Asheville put a 

rescue dog front and center in its latest video and the doggone video went viral! As part of a paid partnership with Matador Network, the marketing team developed a creative approach to showcasing the destination through the eyes of a dog. Sammy, a local rescue dog, bounds through the Asheville area, from downtown streets to mountain peaks, sharing his perspective of the destination. The video has racked up 357,000 views and 2,700 shares since its launch two weeks ago. Take a look then share the video through your own channels. Let's see if we can reach the half million mark by the end of August.

- Share [Sammy's story on ExploreAsheville.com](http://www.ExploreAsheville.com)
- Share [Sammy's video on YouTube](#)
- Share [Matador Network's video on Facebook](#)

Explore Asheville Hosts New Digital Version of the Urban Trail

The Asheville Urban Trail goes digital with the  help of Explore Asheville in partnership with the Asheville Downtown Association Foundation and the City of Asheville. The Asheville Urban Trail, a 1.7 mile stroll through Asheville's fascinating history, was created in 1990 by local artists and citizens who wanted to encourage exploration of the city's downtown.

As part of a re-launch of the trail, Explore Asheville worked with members of a specially formed Urban Trail Committee to help with the design and mapping of a new site which is hosted on ExploreAsheville.com. Now, the trail, which includes 30 official stations, is joining the Digital Age with an interactive website that allows you to experience the Urban Trail using your smart phone. In addition, educational materials, study guides and teacher guides have been updated and re-designed for use on field work and in the classroom.



Explore Asheville President & CEO Stephanie Brown was recently inducted as the Board Chair of Destinations International Foundation at the Annual Meeting of Destinations International in Montreal.

New Online Payment Option for Occupancy Tax Remittance Coming Soon

Buncombe County Finance will soon unveil a convenient new online payment feature for lodging properties to remit monthly occupancy tax payments and reports. Once launched, this will be the first of its kind in the state, and will help simplify the process providing convenient options for lodging businesses. Check [here](#) for updates.

Update Your Listing for the 2018 Official Asheville Visitor Guide

2018 will be here before we know it! Ensure that visitors have the most up-to-date information about your business by logging in to the Explore Asheville [Extranet](#) and updating your listing and amenities. Any changes to contact information should be emailed to [Data Specialist Brit Martin](#). Please submit all changes by Monday, September 4, 2017.

Interested in advertising in the 2018 Official Asheville Travel Guide? Please contact [John Almaguer](#). Sales end September 8, 2017.

Notable Clips

The PR team generates significant stories about the Asheville area in national news outlets - here are a few of the most recent clips:

Southern Living | [15 Southern Cities All Food Lovers Should Visit Now](#)
Carrie On Travel | [A Look Inside: Hampton Inn & Suites Asheville Biltmore Village](#)
Passports & Grub | [The Perfect Three-Day Weekend in Asheville](#)
Paste Magazine | [Hotel Intel Carolina Bed & Breakfast: A Curated Experience in Asheville, North Carolina](#)

Sales Department Highlights

Dianna Pierce attended Spotlight on the Southeast, meeting with approximately 30 tour operators. Asheville was the host site of this meeting in 2016. Shawn Boone traveled to Minneapolis, MN to attend Luxury Meetings Summit, an appointment based trade show and conducted sales calls during his trip.

Who's In Town?

The CVB sales team booked 13 meetings and sporting event groups, and 6 weddings that came to Asheville in July, resulting in 2,877 contracted rooms!

- 2017 Asheville Yoga Festival
 - College of American Pathologists
 - Corporate Aircraft Association
 - Electric Power Research Institute
 - 2017 Gran Fondo National Championship Series
 - Instructional Technology Council 2017 Leadership & Summer Board
 - International Concrete Repair Institute Spring Meeting 2017
 - Michelin SE Zone Meeting 2017
 - NAEC 2017 Strategic Planning Retreat
 - Spartan Race
 - University of North Carolina Asheville July Conference
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In the Community

Hotel Partners & Eliada Homes Help Vulnerable Youth Gain Valuable Job Experience

Thanks to support from new working partnerships with local hotels and resorts, students from Eliada Homes are gaining valuable job experience and the hotels and resorts are benefitting from much needed staff.

Youth in the Eliada Students Training for Advancement (ESTA) program come from low income backgrounds in WNC. From juvenile justice system involvement, to bouncing around in the foster care system, these youth have access to no financial resources and see many barriers to employment. But with job shadows, internships, and paid apprenticeships, local hotels are eliminating these barriers. ESTA students have taken behind the scenes tours at local properties. They've chosen what aspect of hospitality they want to pursue—from housekeeping and landscaping, to running the front desk. They've gained mentors, co-workers, and advisors. Now in their 10-

week paid apprenticeships, they're building their resumes, learning workplace etiquette, and gaining valuable contacts in the industry.

Eliada is continuing to build relationships with hotels and provide them a pipeline of go-ready employees. Through these partnerships, we have the capacity to set vulnerable youth up for success while supporting the robust hospitality industry in our community. If you would like to partner with ESTA, please contact [Ted Stump, ESTA Workforce Development Director](#).

Partner Opportunities

Create a Coupon & Get Featured on the SoCon Microsite

The Southern Conference Basketball Championships will return to the U.S. Cellular Center March 1-5, 2018. Engage with visiting fans with a coupon listing on the ExploreAsheville.com SoCon microsite! This page will be promoted by the conference and member schools to help people get excited about visiting Asheville and will provide exposure to your business. Click [here](#) for coupon instructions. Use the coupon category "SoCon". Deadline to participate is Friday, September 15.

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