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## Explore Asheville Partner Connect October 6, 2017

### Greetings Partners!

Thank you for joining us at the BCTDA Annual Meeting and the Open House Party last month. We enjoyed the festivities, and always appreciate having the opportunity to spend time with you at these events. Check out the pictures on our [Facebook page](#).

I'd like to extend a special congratulations to John Ellis who was [presented with the William A.V. Cecil Award](#) at the BCTDA Annual Meeting. John's contributions to this community through arts development have enhanced the quality of life we all enjoy, and we appreciate his many years of service on the board. We will certainly miss him at the BCTDA meetings, and wish him well in his retirement.

The destination recently received two standout accolades: Expedia.com named Asheville one of "[12 Best Music Towns in the Nation](#)" and SuccessfulMeetings.com highlighted Asheville as a [top meetings destination](#) alongside world-class markets such as New York, Chicago, San Francisco, and Orlando. Kudos to the sales and marketing teams for making the media connections and sharing our story!

See you soon!

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



## **Stephanie Pace Brown**

**President & CEO  
Explore Asheville**

### **~ SAVE-THE-DATE ~**

#### **Partner Forum: Sales & Marketing Update**

Thursday, November 16, 2017, 3:30 - 5:00 p.m.

Explore Asheville CVB, 27 College Place

#### **Explore Asheville CVB Holiday Party**

Wednesday, December 6, 2017, 4:30 - 6:30 p.m.

Renaissance Asheville Hotel, 31 Woodfin Street

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

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

Explore Asheville CVB, 27 College Place

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

## **Bureau Buzz**

### **Fulfilling Careers & Opportunities Highlighted in New "Faces of Tourism" Video**

Look who is counting on tourism 

in Asheville. Visitor spending supports one out of every seven jobs in Buncombe County. Hospitality is one of only two industries in our region with wages higher than the state average, with on-the-job training, benefits and opportunities for advancement like those highlighted here. Check out the new "[Faces of Tourism](#)" video.

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### **BCTDA Provides \$51,500 in Grants for 13 Festivals!**

The Buncombe County Tourism Development Authority (BCTDA) voted to provide \$51,500 in grants to support 13 community festivals and cultural events in 2018. Utilizing discretionary advertising revenue from the ExploreAsheville.com website, the BCTDA developed a Festivals and Cultural Events Support Fund in early 2016. This grant program, now in its second year of funding, is a mechanism to foster festivals and cultural events that serve Buncombe County residents as well as

visitors to the area. Learn more about the exciting new events [here](#).

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### **Fall Media Tour Update**

PR Manager Landis Taylor embarked  on a week-long Fall Media Tour earlier this month to promote Asheville's fall forecast and news for autumn and beyond in Columbia, Charleston and Atlanta. Landis secured television appointments in Columbia and Charleston and was able to meet with freelance writers, bloggers and editors representing Columbia Metropolitan Magazine, COLAtoday, The Local Palate, Garden & Gun, 365 Atlanta Family, Forbes Travel Guide, TravelChannel.com, HGTV.com, the Connect publications (meetings and conventions and group sales), Jezebel and more.

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### **Share Your News: Call for Winter & 2018 News**

As we close-in on 2018, the public relations and social media teams at Explore Asheville are gathering news to share with journalists and Asheville travelers. We love press releases, but quick tips and updates via email are also effective to ensure we know what you're promoting in the new year.

What to share: Big news, small news, it's all relevant. Share openings, events, new packages and programming. We also like to know how your business is evolving with new products, guest services, new menus, seasonal offerings, awards and collaborations.

Tips sent to [News@ExploreAsheville.com](mailto:News@ExploreAsheville.com) will be considered for media outreach, press releases, social posts, e-newsletters, web content and other communications initiatives.

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### **Explore Asheville Job Opportunities**

Explore Asheville is seeking a Director of Advertising and a Business Intelligence Manager. Check [AshevilleCVB.com/job-opportunities](http://AshevilleCVB.com/job-opportunities) for complete job descriptions.


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### **Lodging Partners: Payment Option for Occupancy Tax Remittance Now Online**

Buncombe County Finance has launched a convenient new online payment feature for lodging properties to remit monthly occupancy tax payments and reports. Learn more [here](#).

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### **When is the Best Time to See the Fall Color?**

Fall has arrived in the Blue Ridge  Mountains, and with it the age-old question—when is the best time to see the fall color? Thanks to varying elevations and biodiversity, Western North Carolina has one of the longest and most colorful foliage seasons in the world!

[Fall foliage experts are predicting a great autumn show](#), and our content team is

posting regular updates to ExploreAsheville.com and to social channels. [Weekly fall color reports](#) are posted each Thursday, directing visitors to the best and brightest of that week's foliage, events and activities.

[Visit our website](#) and sign up to receive weekly color reports in your inbox. And if you're out and about this fall, tag your social media photos with **#visitasheville** for a chance to be featured on our channels.

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## 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:

*Fox 57* | ["Make Asheville, N.C. your season destination this fall"](#)

*Our State* | ["Best-Kept Secrets in Asheville: Wai Mauna Standup Paddleboard Tours"](#)

*New York Post* | ["Embrace the artsy side of Appalachia"](#)


*Huffpost* | ["The 15 Most Instagrammable Spots in Asheville, North Carolina"](#)

*USA Today* | ["10 great breweries where the scenery's as good as the beer"](#)

*The Atlanta Journal-Constitution* | ["Best of the Southeast"](#)

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## Sales Department Highlights

Tina Porter traveled to Orange County, CA  for the Smart Meetings West National event.

Carla McGlynn traveled to New Jersey for the MPI-NJ meeting and sales calls.

Molly Nelson traveled to Raleigh for sales calls and the MPI-CC Business Exchange event.

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## Who's In Town?

The CVB sales team booked 31 meetings and sporting event groups, and 18 weddings that came to Asheville in September, resulting in 8,473 contracted rooms!

- American Foundry Society Piedmont Chapter
- Aon Corporation- Insurance Company Group Client Symposium
- Beer City Cup 2017 (Adult)
- Carolinas Parking Association 2017 Conference
- First UMC Cary - September 2017
- Foundation for Strategic Sourcing
- 2017 Asheville Running Experience
- Gold's Gym
- Home Builders Association of Georgia 2017 Fall Meeting
- Kentucky Bankers Association Annual Convention
- Launch Potato-Bi-Annual Team Building 2017

- Meeting Site Solutions-Great Southern Adventure 2017
- Merial-Workcomp Training September 2017
- Metallic Building Company - Metallic 2017 Fall PAC meeting
- 2017 Metro Babes Girlfriends Reunion
- Mountain Area Workforce Development Board-Youth LEADS Meeting 2017
- NC Chapter of the American College of Cardiology 2017 Annual Meeting
- 2017 NC Farm Bureau LEAD Program
- North Carolina Association of School Business Officials Leadership Retreat
- 2017 NC Public Health Association Annual Fall Meeting
- North Carolina Rheumatology Association October 2017
- 2017 Mixed Doubles State Championship
- 2017 Ogletree Deakins Strategic Employment Symposium
- 2017 Overland Expo East
- Physician Hospitals of America 2017 Executive Summit
- Porsche Club of America - Escape 2017
- Scale Dealers Association Fall Meeting
- 2017 USTA Southern Sectional Adult Championships 55 & over
- UNCA Family Weekend & Homecoming 2017 Volleyball & Soccer Match
- Yamaha Motor Corporation

## In the Community

### **Kudos to Lodging Partners for Helping to Fight Hunger with "Sweet Dreams, Full Plates" Fundraiser**

Nearly 30 Asheville-area hotels have raised over \$30,000 to help end hunger in Western North Carolina through an unprecedented campaign effort called Sweet Dreams, Full Plates: Hospitality Feeds Families.

All funds will be donated to the local non-profit MANNA FoodBank, who will be able to use the funds to distribute over 100,000 meals to families in need across Western North Carolina. Participants hope to not only make this an annual program, but to inspire hospitality-based charity efforts across the nation. "The success of this inaugural campaign is heartwarming and serves as a case in point for the power of collaborative impact," said Alisa Hixson, Director of Corporate Engagement and Signature Events for MANNA FoodBank. "The hotels did a phenomenal job and so did their guests."



What makes the program so unique, hoteliers say, is the area-wide collaboration of businesses, guests, and the community to achieve a common goal - a true testament of Southern hospitality. Read more about this heartwarming success story [here](#).

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## Partner Opportunities

### **FREE Visitor Guide Delivery to Your Business in 2018**

Industry partners: Sign up now to have the 2018 Official Asheville Visitor Guide distributed FREE to your business each month! Complimentary copies will be provided monthly beginning December 2017. We'll even provide you with a tabletop rack to display the Visitor Guide at your location. Click here [here](#) to sign up.

### **Special Discount for DIY Tourism Marketing Workshop on November 7 & 8**

This one and a half day event provides the latest digital strategies, resources, and tools to reach potential visitors and motivate them to visit. Learn from Chris Cavanaugh of Magellan Strategy Group, a travel and tourism strategic marketing consultant and the Instructors of the JB Media Institute an Internet marketing training program, to tell your story in a compelling way that reaches the right audience and encourages them to take action.

Tourism partners receive \$100 discount with this code: DIY\_AVLCVB. Registration price increases on October 13 so sign up today! Learn more at [www.diytourismmarketing.com](http://www.diytourismmarketing.com).

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