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Explore Asheville Partner Connect **November 2, 2017**

Greetings Partners,

This week we lost a titan of tourism in our community. Through his entrepreneurial spirit and passion for the preservation of Biltmore, his family home, William A.V. Cecil, the grandson of George Vanderbilt, helped lay the foundation for Asheville's reputation as a first-class, must-visit destination. He was the first chair of the Buncombe County Tourism Development Authority and played a large role in shaping the organization and the marketing of Asheville. In case you missed it, here is a [tribute](#) that shares Mr. Cecil's story and his impact on our community.

The BCTDA announced at last week's board meeting that it will provide \$4.6 million from the Tourism Product Development Fund to the City of Asheville to complete the southern section of the River Arts District Transportation Improvement Project (RADTIP). This additional funding will have a significant impact on creating the visitor amenities on the riverfront as envisioned prior to the budget shortfall, and will support the district's artists and businesses by helping to consolidate the construction timeline. Additionally, Black Mountain College Museum + Arts Center was awarded \$200,000 to move and expand into new space on Pack Square, and Haywood Street Congregation was awarded \$72,500 for the creation of a fresco that could become part of the NC Fresco Trail.

I hope you will join us at the Partner Forum on November 16. Come for an information download on current and upcoming initiatives by the sales and marketing teams. And, we

look forward to kicking off the holidays with you at the annual CVB Holiday Party on December 6. Be sure to mark your calendars for the festive gathering!



See you soon!



Stephanie Pace Brown
President & CEO
Explore Asheville

~ UPCOMING EVENTS ~

Partner Forum: Sales & Marketing Update

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

Explore Asheville CVB, 27 College Place

Please join us to learn about Explore Asheville's latest initiatives and efforts to promote the region. The Marketing and PR team will present the holiday marketing plan and top line results from the recent late summer & early fall campaign. The Group Sales and Services team will share key FY 17-18 initiatives and an overview of PR efforts directed towards the meetings market plus new collateral supporting the initiatives. Recent successes and new strategies will be highlighted, as well as partner engagement opportunities. Also, a representative from DTN will be on hand to outline advertising opportunities on ExploreAsheville.com.

RSVP

SAVE-THE-DATE: 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 (Monthly Session)

Wednesday, November 8, 2017, 10:00 - 11:30 a.m

Explore Asheville CVB, 27 College Place

Check the calendar on www.AshevilleCVB.com for details and to RSVP!

Bureau Buzz

BCTDA Proactively Pledges \$4.6 Million To Make Up RADTIP Shortfall & Funds Two Community Projects in 2017 Grant Cycle

The BCTDA announced at the October board meeting that it will provide \$4.6 million to the City of Asheville to complete the southern section of the River Arts District Transportation Improvement Project (RADTIP). The BCTDA determined that available dollars in the Tourism Product Development Fund (TPDF) at the end of the most recent cycle could be



instrumental in making up the shortfall to restore the full scope of this important section of the City's RADTIP project. The vote was in tandem with approval of a \$200,000 grant for Black Mountain College Museum + Arts Center to move and expand into new space on Pack Square and a \$72,500 award to the Haywood Street Congregation for the creation of a fresco that could become part of the NC Fresco Trail.

Mayor Esther Manheimer praised the TDA's initiative. "The City is excited to be awarded this additional funding of \$4.6 million," she said. "This is an example of the important partnership between the City and the BCTDA. The BCTDA is living up to its mission to be a leader in the economic development of Buncombe County."

Read more about these exciting projects [here](#).

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 will be considered for media outreach, press releases, social posts, e-newsletters, web content and other communications initiatives.

Explore Asheville Job Opportunity

Explore Asheville is seeking a Business Intelligence Manager. Check AshevilleCVB.com/job-opportunities for a complete job description.

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:

SuccessfulMeetings.com | ["The Top Incentive Destinations in the World"](#)

Naples Daily News | ["The Allure of Asheville, North Carolina"](#)

A Music Blog, Yea? | ["4 Reasons I Fell in Love with Asheville"](#)

The Beer Necessities | ["Why is Everyone Obsessed with Asheville?"](#)

Elite Daily | ["Cheap, Romantic Vacations You Should Take This Fall with Your Boyfriend"](#)

Trekaroo | ["Asheville, North Carolina and the Blue Ridge Parkway"](#)

Sales Department Highlights

Carla McGlynn hosted 19 D.C. 

area planners at a cooking class event held in Washington, D.C. on October 12 at CulinAerie. Participants networked, cooked and dined together while hearing the Asheville meetings message. Michael Purcell of Crowne Plaza Resort also attended the event.

Shawn Boone and Tina Porter traveled Las Vegas for IMEX America along with industry partners, Tripp McKenney from The Omni Grove Park Inn and Julie Collins from the Renaissance Asheville Hotel. Team Asheville held one-to-one appointments with over 40 qualified meeting planners from all over the country and hosted 35 meeting planners at a client reception at Public House Las Vegas.

Tina Porter also traveled to Greensboro for the Softball USA tradeshow and

Orlando for the T.E.A.M.S. '17 Conference & Expo.

Who's In Town?

The CVB sales team booked 10 meetings and sporting event groups, and 27 weddings that came to Asheville in October, resulting in 3,320 contracted rooms!

- 1963 Malaysia Peace Corps Reunion
 - American Hospital Association, PMG-ASHE Fall Board of Directors Meeting
 - Carolinas Credit Unions Fall Meeting 2017
 - Corning-Barry Linchuck Staff Meeting
 - 2017 Beer City Beatdown
 - NC Local Government Information Systems Association Annual Fall 2017 Conference
 - NC Pretreatment Consortium, Inc. 2017 Annual Conference
 - 2017 NC Recreational Therapy Association Conference
 - North Carolina School Public Relations Associations October Conference 2017
 - Physician Hospitals of America 2017 Executive Summit
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In the Community

Largest Sporting Event in U.S. Coming to the Carolinas September 2018

The FEI World Equestrian Games™ Tryon 2018 is  expecting more than 500,000 people to attend the 2018 Games, a 12-day spectacle of equestrian champions that is one of the biggest events on the global sporting calendar and the largest equestrian event in North Carolina's history. Held every four years alternating with the Olympic Games, the FEI World Equestrian Games™ crowns the world's best athletes and horses as the ultimate world champions in the equestrian disciplines of Jumping, Dressage and Para-Equestrian Dressage, Eventing, Driving, Reining, Vaulting and Endurance. Horse and rider combinations from more than 70 nations are expected to compete in the 12-day event.

Located on the border of North and South Carolina in Mill Spring, NC, spectators will eat, play and stay in communities surrounding the Tryon International Equestrian Center, including the Asheville area, throughout the duration of the Games, as well as exploring all the tourism attractions the region has to offer. The 2014 Games in Normandy had an economic impact of more than \$400 million!

For more information, please contact PR & Marketing Coordinator [Sarah Madden](#) at the Tryon International Equestrian Center, or check online [here](#).

Partner Opportunities

Sign-up for a Chance to Reach 70+ AAA Travel Agents Across the Country

Sales & Service Coordinator/AAA Liaison Leann Swims has one spot open for an attraction partner to present during the upcoming Holiday & Winter Value Season AAA webinar series. The 30-minute webinars feature a hotel partner, an attraction partner, and presentations from Explore Asheville and Biltmore. The next series is scheduled for Tuesday, December 5, at 10:30 a.m. and Wednesday, December 6, at 3:00 p.m.; and reaches an average of 70+ AAA travel agents across the country. Just look at how much fun our partners have during the webinars! Please reach out to Leann directly at LSwims@ExploreAsheville.com by November 20, if interested.

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".

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