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Explore Asheville Partner Connect

December 28, 2017

Greetings Partners,

We enjoyed seeing so many of you at the CVB Holiday Party earlier this month. A record turnout coupled with the festive setting made possible by our friends at the Asheville Renaissance Hotel, US Foods, Asheville Brewers Alliance, Biltmore, and the Omni Grove Park Inn, made this one of our best parties yet. Check out the fun TapSnap photo booth shots [here](#). It was an honor to recognize some of our outstanding partners with Explore Asheville SuperStar Awards; read up on this year's winners below. We also thank you for your generosity in supporting the Toys for Tots toy drive; many children enjoyed holiday gifts this year thanks to your collective generosity!

Planning is underway for some exciting area events in 2018. We'll kick off the year with a "Special Partner Forum: Major Events Update" where we'll learn about banner events in the area including the World Equestrian Games presented by Sharon Decker, the Chihuly Exhibit at Biltmore, and more, plus a training session on how to promote your events through Explore Asheville channels.

Lastly, we look forward to supporting you in the new year as you welcome visitors. If this accolade is any indication, Asheville is on course for another exciting year, placing on Forbes list of "[The 15 Coolest Places to Go in 2018](#)" alongside other worldly destinations such as Milan, Egypt, Chile, and the Yucatan Peninsula!



Happy Holidays, and Best Wishes in the New Year!

Stephanie Pace Brown
President & CEO
Explore Asheville

~ UPCOMING EVENTS ~

SAVE-THE-DATE: Special Partner Forum "Major Events Update"

Wednesday, January 24, 2018, 9:00 - 10:30 a.m.

Explore Asheville CVB, 27 College Place

Explore Asheville CVB 101 + Extranet Training (Monthly Session)

Wednesday, January 10, 2018, 11:00 a.m. - 12:30 p.m.

Explore Asheville CVB, 27 College Place

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

Bureau Buzz

Dr. Christine Darden Inspires at WomanUp Event



The BCTDA was honored to sponsor the Woman Up program featuring Dr. Christine Darden – one of the “human computers” featured in the book “Hidden Figures.” Retired NASA engineer, Dr. Darden talked about how her early life experiences influenced her career and about the power of perseverance.

Dr. Darden was a student at the Allen School, the original use of Explore Asheville’s new office building!

American Airlines will offer nonstop service to Dallas Fort Worth International Airport from AVL in summer 2018

Asheville Regional Airport (AVL) recently announced that American Airlines will reinstate nonstop service to Dallas Fort Worth International Airport (DFW) this

summer. Nonstop flights will be offered Saturdays, beginning June 7, and are planned to operate through August.

"It is very good news for air travelers that a nonstop option will be available this summer," said Lew Bleiweis, A.A.E., Executive Director. "The Dallas area is a top destination market for our area's travelers, and the nonstop option will help make travel even more convenient and easy to and from AVL."

Congratulations to the 2017 CVB SuperStars



Explore Asheville has a tradition of recognizing a few of our tourism partners who have made stand-out contributions to the work we do at the CVB to promote Asheville as a destination. It is really hard to narrow down the choices, because attracting visitors to Asheville is truly a team sport. Please join us in congratulating this year's winners: Tom Roberson, Director of Visitor Services with the Asheville Chamber; DeWayne Barton, Owner of Hood Huggers Tours; Chris Corl, General Manager of U.S. Cellular Center; and the Banquet & Sales Teams at the Omni Grove Park Inn.

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:

Arrivé | ["Holidays in the South: An XOJET Journey Through Asheville, Pinehurst, Charleston and Bluffton"](#)

Eater | ["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

Explore Asheville was judged as a finalist of the First  Annual 2017 Stella Awards, as one of the Best CVB's in the Southeast region, among a very select few. The Stella Awards recognize excellence in the meetings industry; and we are honored to be acknowledged.

November was another busy travel month for the team. Shawn Boone traveled to Cleveland and Cincinnati for two Luxury Meetings Summits and sales calls. Molly Nelson traveled to Nashville for sales calls and hosted two third party planner events. Tina Porter traveled to Dallas for Smart Meetings and sales calls. Leann Swims, along with Ashley Jenkins of Biltmore, exhibited at the AAA Super Bowl of

Knowledge in Concord, NC where more than 500 AAA Carolinas employees attended.

Dianna Pierce, VP of Sales, and Leslie Brewer, Biltmore, participated in Visit North Carolina's International Sales and Media mission in November. Coordinated by Lieb Management, the international representation firm for North Carolina, and spearheaded by Visit NC leadership, the team called on major tour operators and product managers, hosted media and client events, and conducted agent trainings.

Who's In Town?

The CVB sales team booked 17 meetings and sporting event groups, and 9 weddings that came to Asheville in November, resulting in 2,292 contracted rooms!

- AIG-Sr Leadership Training and Strategy Session Nov 2017
 - American Institute of Architects NC Chapter - Planning Retreat 2017
 - NCYSA State Cup
 - Association of Electrical Illuminating Companies-2017 Fall Load Research and Analytics Committee Meeting
 - BASF Top Gun 2017
 - Corning-Strategy Dept Holiday Outing
 - AIM Home 2017
 - DIY Tourism Marketing Workshop
 - Meridian Community College-Lifetime Quest - Holiday 2017
 - MFL Associates, Inc.-Lawpact
 - NC Basketball Coaches Association-2017 NCBCA Coaches vs Cancer Shootout
 - North Carolina Lawyers Assistance Program-2017 NC LAP Conference
 - Southeastern Affordable Housing Management Association-2017 Strategic Planning Meeting
 - Southeastern Electric Exchange-SEE Transportation Section Meeting
 - Southeastern Employment and Training Association-2017 Annual Board Meeting
 - Texas Society of Certified Public Accountants Executive Board Meeting
 - UCB Pharma-GCPM Meeting November 2017
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In the Community

Volunteers Needed for ClimateCon 2018

ClimateCon 2018, a project of The Collider, is seeking volunteers March 19-21, 2018. Applications are now being accepted. ClimateCon is a new conference where attendees explore innovative climate solutions and business opportunities. Visit climatecon2018.com for more information.

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".

And, don't forget to get your tickets to the SoCon Basketball Championships! Available online [here](#). Hope to see you there!

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