

A photograph of a man and a woman hiking away from the camera on a dirt trail through a lush green forest. The woman on the left has long brown hair and is wearing a teal shirt, dark shorts, and a purple backpack. The man on the right is wearing a red shirt, black shorts, a grey baseball cap, and a teal backpack. The forest is filled with tall trees and vibrant green foliage.

Let your
spirit
run free

BCTDA

ANNUAL REPORT

2018-2019

Explore **ASHEVILLE**
Buncombe County Tourism Development Authority



We all benefit from tourism in Buncombe County.

It's why the Buncombe County Tourism Development Authority was created: a public entity established for the public good, helping to bring in the visitors whose time here will ultimately benefit the people who live here.

Not just the 18,346 people in our community whose livelihood is dependent on the tourism industry, such as those in lodging, recreation, restaurants, retail and entertainment. Or, the more than 27,000 total jobs supported by visitors to our area, to include business services, finance, insurance and real estate.

The tourist industry benefits all of us.

Our friends and family, our neighbors and coworkers, the folks sitting next to you at the ballgame or at church, the kids down the street, the elders across town. The couple enjoying a play or concert. The teens playing soccer or on a run by the river.

That's because visitors to local businesses in Buncombe County spend \$2 billion annually, generating \$53 million in property taxes – 19 percent of the total property tax for Buncombe County and one-third of the total for the City of Asheville. That tax money is then used in the community to pay for education, transit, and other social programs and services for area residents.

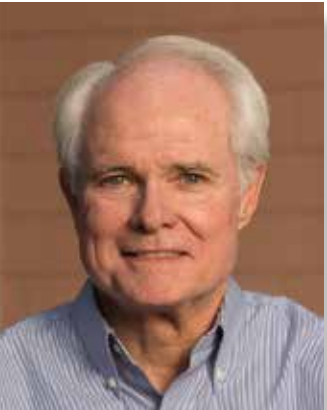
Not only that, a portion of occupancy tax revenue is allocated to the Tourism Product Development Fund, which is awarded to projects that also benefit the community: parks, greenways, sports facilities, museums, theaters, historic sites and more—to date, \$44 million for 39 community projects.

In 1975, Dick Trammell recognized the responsibility he had to our area. As the newly appointed director of the Asheville CVB, his mission was to strengthen our local economy by attracting people to visit who would spend money at local businesses, supporting the livelihoods of local people and generating tax revenue that would benefit the local community.

It's a job he did so well – through periods of time when visitors had to be put up in gymnasiums because we didn't have enough hotel rooms – that he was appointed the Executive Director of the North Carolina Travel and Tourism Division. We tip our hats to Dick as the 2019 recipient of the William A.V. Cecil Leadership Award.

Today, we proudly continue his mission. It is an honor and privilege to work with our tourism partners and the rest of the community to welcome visitors here – to share this special place we call home. Tourism is essential to the economic vitality of Asheville and Buncombe County.

Tourism benefits all of us.



Jim Muth, BCTDA Chair
Beaufort House Inn



Stephanie Pace Brown
President & CEO
Explore Asheville

BCTDA MISSION
To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live.

TOURISM PRODUCT DEVELOPMENT FUND COMMITTEE

- | | |
|--|---|
| Robert Foster, Chair
Biltmore Farms Hotels | Fielding Lowe
Carolina Alliance Bank |
| John Luckett, Vice Chair
Grand Bohemian Hotel Asheville | David McCartney
Aloft Asheville Downtown |
| Jay Curwen
Nantahala Outdoor Center | Ken Stamps
Navitat Canopy Adventures |
| Mark Hemphill
Biltmore | Ruth Summers
Grove Arcade |
| Christopher Levine
The Omni Grove Park Inn | |

BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY FY 18-19

- | | | |
|--|---|--|
| Jim Muth, Chair
Beaufort House Inn | Andrew Celwyn
Herbiary | John Luckett
Grand Bohemian Hotel Asheville |
| Gary Froeba, Vice Chair
The Omni Grove Park Inn | Chip Craig
Greybeard Realty | John McKibbin
McKibbin Hospitality |
| Leah Ashburn
Highland Brewing Company | Himanshu Karvir
Virtelle Hospitality, LLC | Tom Ruff
Biltmore |
| Councilwoman Julie Mayfield
Asheville City Council
Ex-Officio Member | Commissioner Joe Belcher
Buncombe County Commission
Ex-Officio Member | |

HISTORY OF THE BCTDA

The economic growth and development of the Asheville area over the past four decades can, in many ways, be attributed to recognition of the potential offered by tourism, recreation and hospitality.

In 1983, the North Carolina General Assembly ratified Occupancy Tax House Bill 426 for Buncombe, New Hanover, Forsyth, Haywood and Mecklenburg counties. The bill created a two-percent room tax in Buncombe County on accommodation rentals with five or more units to be used directly for travel and tourism promotion. The tax was added to the sales tax that properties also charge their customers.

1980s



It also established a new public body – the Buncombe County Tourism Development Authority (BCTDA), which brought Buncombe County hoteliers and local industry leaders together to create a comprehensive destination marketing strategy – a strategy that would ultimately expand the customer base for local businesses, provide jobs, and generate state and local taxes.

In the 1960s and early 1970s, the closing of some of the city’s oldest convention hotels played an important role in the decline of downtown Asheville. In 1973, local leaders were depending on the new Asheville Civic Center complex to fill Asheville area hotels. With the closing of the city’s downtown Landmark Hotel, reversal of the decline became an even greater critical issue.

The mid-1970s brought new Asheville Area Chamber of Commerce leadership, who recognized the potential of travel and tourism to resurrect the declining downtown and showcase the city for other forms of economic development. They also recognized competing destinations in other states were already realizing the results of promotional campaigns executed with revenues derived from hotel-motel taxes.

Buncombe County hoteliers recognized the need to create a self-imposed tax that would ensure the region would not see a drain of its visitors and the economic impact they created each year.

After research and deliberation, the Chamber’s board of directors endorsed the pursuit of a dedicated accommodations tax to fund a full-service destination marketing organization and create a comprehensive strategy to market Asheville and Buncombe County.

The Chamber, working in cooperation with an all Democratic Buncombe County legislative delegation, and with the blessing of a forward-thinking Asheville City Council and Buncombe County Commission, drafted what would become the first accommodation tax legislation passed in North Carolina.

This new source of marketing funds generated the increase in visitation necessary to create and sustain independent shops, restaurants, cultural experiences, events, attractions and accommodations benefiting Asheville area visitors and residents.

Visitor spending in Buncombe County has increased from \$198 million in 1983 to \$2 billion in 2017.

DESTINATION PERFORMANCE

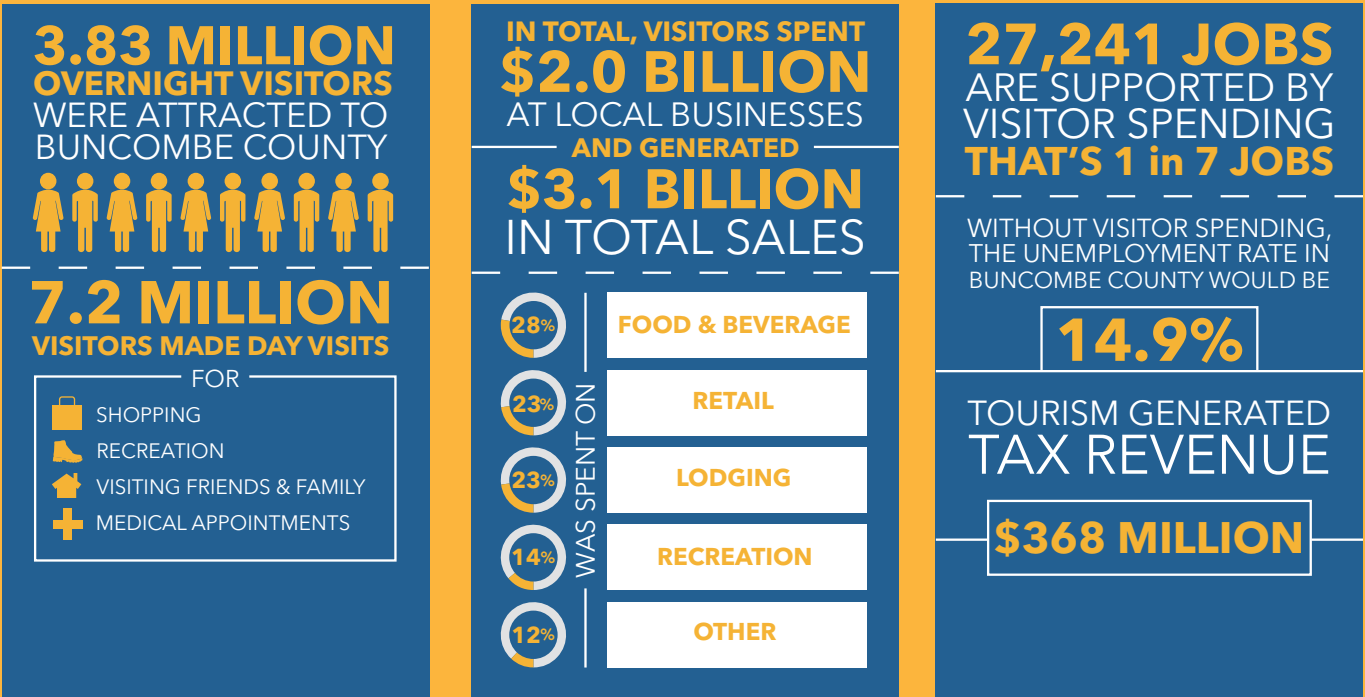
Destination performance continued to expand in FY 19. Heads in beds is feet on the street as overnight visitors spend money with local businesses in many categories, and those businesses buy goods and services.

The BCTDA’s mandate is to attract overnight visitors for the economic development of Buncombe County. Lodging statistics provide the most current and available view of tourism performance. The number of hotel rooms sold increased 4.8 percent July 2018 - June 2019 (FY19) and the number of short-term rental rooms sold on the Airbnb platform increased 38.4 percent – both categories posting slower growth than a year before. Total lodging sales increased 8.9 percent.

	LODGING SALES*	% CHANGE	HOTEL ROOMS SOLD**	% CHANGE	AIRBNB ROOM NIGHTS BOOKED***	% CHANGE
FY 16-17	\$352M	13%	1.9M	3.8%	346,228	135.2%
FY 17-18	\$390M	11%	2.04M	6.5%	747,592	115.9%
FY 18-19	\$426M	8.9%	2.12M	4.8%	1,034,428	38.4%

Source: *Buncombe County Finance, **Smith Travel Research, ***AIRDNA

ECONOMIC IMPACT



Source: The Economic Impact of Tourism in Buncombe County 2017

\$44 MILLION IN TPDF FUNDING AWARDED TO 39 PROJECTS SINCE 2001

Twenty-five percent of the lodging tax is dedicated to the Tourism Product Development Fund (TPDF) that has awarded \$44 million to community projects that attract visitors to the destination and improve the quality of life in the Asheville area – parks, theaters, museums, historic sites, sports fields, arts development, greenways and supporting infrastructure.

In the 2018 TPDF grant cycle, the BCTDA awarded nearly \$10 million for six community projects:

- **Enka Recreation Destination: \$6 million**
Buncombe County
- **LEAF Global Arts Center: \$705,000**
LEAF Community Arts
- **African-American Heritage Museum at Stephens-Lee Recreation Center: \$100,000**
River Front Development Group
- **YMI Cultural Center Improvements: \$800,000**
YMI Cultural Center
- **National Craft Innovation Hub: \$975,000**
Center for Craft
- **Garden Lighting and Parking Enhancements: \$905,000**
North Carolina Arboretum

Also in 2018, the BCTDA dedicated support to the development of the African-American Heritage Trail. The vision for the project includes the creation of a heritage trail which would utilize new physical and digital assets to link key sites and showcase the unique history of the African-American community in Asheville.



39 LOCAL ORGANIZATIONS RECEIVED A TOTAL
OF \$185,000 IN SUPPORT FOR FESTIVALS,
CULTURAL EVENTS AND SPONSORSHIPS
UTILIZING EARNED INCOME

TOURISM PRODUCT DEVELOPMENT FUND NEXT GENERATION

This community grant program is undergoing an important evolution with big picture implications. The TPDF will transition from an annual application-based process to a long-range investment strategy with a citizen voice to prioritize the needs and opportunities of the community within the framework of the Fund.

The BCTDA launched the Tourism Management and Investment Plan to Develop Community Assets (TMIP) in March 2019. This initiative builds upon the rigorous application-based process established by the BCTDA to evaluate opportunities for TPDF investment.

Cornerstones of the TMIP process include community input and collaboration with public entities to find alignment between the legislative mandate of the fund, the priorities of the residential community and opportunities to manage tourism impacts to sustain and enhance quality of place.

The Tourism Management and Investment Plan will be a long-range community based strategy that manages the impacts of visitation while continuing to take advantage of the economic benefits of tourism that have strengthened the economic vitality of Western North Carolina.



"Maintaining the quality of our city for residents is maintaining the quality of our city for visitors. It is critical to preserve, protect and grow sustainably for the mutual benefit of residents and visitors alike."

~ Stephanie Pace Brown, Explore Asheville President & CEO



ELEVATING THE ASHEVILLE AREA BRAND

Explore Asheville manages a comprehensive advertising strategy designed to create awareness and inspire overnight visitation. In fiscal year 18-19, the \$10 million media plan featured broadcast and streaming video, broadcast and digital radio, print, content partnerships, an expanded paid social presence and an extensive digital advertising plan.

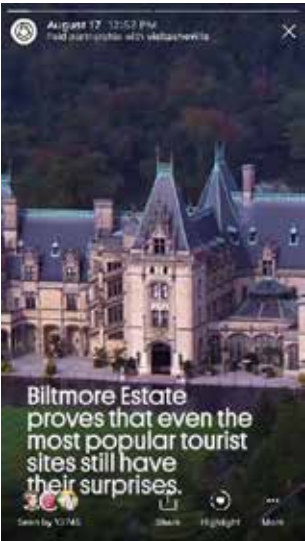


Explore Asheville selected 360i, Ad Week’s Breakthrough Media Agency of the Year in 2018, as its new advertising partner after undertaking an extensive selection process that included local, state and national agencies.

The agency will support Explore Asheville in generating national brand awareness that will continue to fuel tourism’s annual economic impact of \$3.1 billion in the community. Every dollar spent on advertising returns \$43 in expenditures and \$3 in sales tax revenues, according to research by SMARInsights. Explore Asheville’s advertising investment will drive nearly \$500 million in visitor expenditures that sustain local, independent businesses.

The selection of 360i emphasizes the importance Explore Asheville places on strategic analytics and data science to effectively target potential travelers and optimize messaging.

Maximizing Reach with Strategic Marketing Content Partnerships



As part of the harvest campaign, Explore Asheville embarked on a content partnership with **Atlas Obscura**, a travel media company whose mission is to inspire wonder and curiosity about the world. The custom content included a three-day itinerary, video, and six place pages which were each promoted on Atlas Obscura’s social media and within its national e-newsletter. The video, featuring Biltmore’s secret passages, remains the highest performing sponsored video on Atlas Obscura’s YouTube channel, as well as the highest performing tourism-sponsored video on its Facebook channel.



Explore Asheville worked with **Spotify** to launch a “Made in Asheville” branded playlist featuring local musicians. As part of the spring campaign, this playlist was promoted via a customized Spotify audio-everywhere campaign on every device – mobile, desktop, tablet, gaming console, smart speaker, smart TV, in the car and on connected devices. The campaign reached more than one million unique users for a total playtime of 133,590 minutes and kept Asheville top of mind as a summer destination.

MARKETING & PUBLIC RELATIONS BY THE NUMBERS

ADVERTISING

877 MILLION
TOTAL PAID ADVERTISING
IMPRESSIONS

EXPLOREASHEVILLE.COM

4.87 MILLION
USER SESSIONS

MEDIA RELATIONS

\$35.7 MILLION
TOTAL PUBLICITY
VALUE

SOCIAL

381,000
SOCIAL MEDIA
FOLLOWERS

2.3 BILLION
EARNED MEDIA
IMPRESSIONS

1,790
TOTAL MEDIA
PLACEMENTS

587
SIGNIFICANT MEDIA
PLACEMENTS

960
TARGETED
MEDIA PITCHES

755
MEDIA
TOUCHPOINTS

57
HOSTED MEDIA
SITE VISITS



GOOGLE DMO PROGRAM

As Google broadened its reach into the travel space over the past year – within Google Maps, destination Travel Guides and the robust Hotel Finder tool – Explore Asheville focused on improving the way that the destination and its industry partners appear across the Google ecosystem.

In cooperation with the Google DMO Partnership Program offered by Miles, a leader in the destination marketing space, the team accomplished the following:

- o Identified opportunities for improvement via a detailed audit of Asheville’s presence across Google and other search engines;
- o Captured and posted 500+ visual assets – flat photos and 360-degree images – to Google Maps. These assets were viewed more than 2 million times!
- o Hosted an educational webinar and in-person workshops for 80+ industry partner businesses, sharing best practices for Google My Business listings;
- o Added nearly 50 Google Posts to the Asheville Knowledge Panel, receiving more than 3.7 million impressions; and
- o Improved local business visibility by sharing our destination expertise through the Google Local Guides program.

Driving Winter Travel to the New Capital of Cozy

A multi-year integrated marketing initiative to drive business during the traditionally slower post-holiday winter months gained traction and made national headlines this past year.

Asheville’s wintry blend of cozy vibes, vibrant culture, fresh outdoor adventure and long-range views were the focus of the “Cozy Winter” campaign that included a highly-targeted media pitch effort to reach trend-making press with a history of pre-season winter content.

Additional Explore Asheville marketing channels worked in concert to inspire travelers and make the case for Asheville as an under-the-radar winter destination. Outreach was complemented by paid social, a winter press release, a colorful landing page on ExploreAsheville.com and regional and national media tours.

On Facebook, the cozy winter campaign generated 1.54 million impressions and drove more than 18,000 website sessions and 1,800 travel guide requests. The winter press release was picked up 226 times with a potential audience of 81.2 million. Earned media coverage included Outside Magazine, SmarterTravel, USA Today, Matador, Thrillist, Yahoo! Finance and regional broadcast.



The winter marketing campaign contributed to increases in demand in January (up seven percent), February (up 8.3 percent) and March (up 8.8 percent). The effort to shift awareness around Asheville’s winter attributes also earned accolades and praise in the nation’s top media outlets.

- o “Why Asheville is the Best Vacation You Can Take This Winter” – Matador
- o “9 Insanely Affordable Vacations You Can Take This Winter” – SmarterTravel & USA Today
- o “5 Perfect Road Trips You Need to Take This Winter” – Outside
- o “Where to Spend a Long Weekend in the Southeast This Winter” – Thrillist

EXPLORE ASHEVILLE INTRODUCES WELCOMETOAVL.COM



Visitors to the Welcome to AVL portal are more engaged than average site visitors, with 55 percent more pages per session and 57 percent longer than average session duration.

Explore Asheville launched the new WelcometoAVL.com web platform, designed for use by in-market visitors and residents. The new landing page streamlines the experience of ExploreAsheville.com content for visitors on the ground while also providing direct access to top-requested information such as parking, hiking, events and restaurants.

The team unveiled the project at the National Tourism Week Summit and produced marketing collateral (including business cards, table tents and window clings with QR codes) to help spread the word.

PROMOTIONAL TOOLS FOR TOURISM PARTNERS



EXPLORE ASHEVILLE FY18-19 SOCIAL METRICS



@VisitAsheville on Instagram
4.4 MILLION IMPRESSIONS
60,810 followers



Visit Asheville on Facebook
109 MILLION IMPRESSIONS
289,000 followers



Explore Asheville on Twitter
543,000 IMPRESSIONS
30,891 followers

ASHEVILLE TRAVELER E-NEWSLETTER

120,000 subscribers | 17.2 percent open rate | 3.3 percent click-through rate

BUILDING AWARENESS OF ASHEVILLE

AS A NATIONAL-LEVEL GROUP DESTINATION

FOR THE MEETING, MOTORCOACH, SPORTS AND AAA MARKETS

The Group Sales & Services team generates group room nights. Strategies used to achieve this objective include direct sales, hosting client events, attending targeted trade shows, hosting buyers through FAMs, advertising and more. We promote the Asheville meeting brand to decision makers able to bring regional or national meetings and events to the destination. Well-placed sponsorships remain a strategic priority.

80,126
ROOM NIGHTS
BOOKED

981
SALES LEADS
ISSUED

\$14.7 M
IN ACTUALIZED
REVENUE

12,901
CLIENT
CONNECTIONS

566
MEETINGS AND
GROUPS BOOKED

12,901	DIRECT CLIENT CONNECTIONS
82,486	INDIRECT CLIENT CONNECTIONS
107	BUYERS VISITED ASHEVILLE ON A 48-HOUR EXPERIENCE, INDIVIDUAL SITE VISIT OR INTERNATIONAL FAM
7	CLIENT EVENTS HELD IN ATLANTA, WASHINGTON, D.C., RALEIGH, CHARLOTTE, CHICAGO, LAS VEGAS, LOUISVILLE
4,000	ATTRACTION VALUE CARDS DISTRIBUTED TO ATTENDEES

REGIONAL & NATIONAL SPONSORSHIPS

- American Society of Association Executives' Chuck Fazio Executive HeadShot LOUNGE
- Meeting & Conventions Interact Southeast Destinations
- Smart Meetings West National
- American Bus Association 2018 Marketplace
- Destinations International Foundation 2019 Spirit of Hospitality
- Meeting Professionals International - Georgia & Central Carolinas Annual Meeting
- Association Executives of North Carolina Spring Conference 2019
- Global Pharmaceutical & Medical Summit 2019
- Destinations International CEO Summit

ON THE ROAD

The sales team participated in 25 tradeshow throughout the country including Luxury Meetings, IMEX America and Destination Showcase Trade Show to name a few.



SIGNATURE SPORTING EVENTS

2019 FED CUP

Asheville hosted the 2019 Fed Cup, the world's largest annual women's team tennis tournament for a second time. Attendees totaled 6,500 over two days and an estimated \$4.6 million was generated in total business spending.

2019 SOCON BASKETBALL CHAMPIONSHIPS

For the seventh consecutive year, the U.S. Cellular Center hosted the SoCon Basketball Championships. Total attendance was 31,488 over the course of the tournament. An estimated \$6.9 million in total business spending was generated.

HAUTE ROUTE ASHEVILLE

Asheville welcomed cyclists, their families and friends in May 2019 for the second Haute Route Asheville. More than 1,000 riders and spectators were in attendance. An estimated \$1.4 million in total business spending was generated.

SPARTAN RACE

Since its inaugural event in 2015, the Spartan Race has been a welcome fixture on the Black Mountain calendar. More than 9,500 registered for the Asheville Super and Sprint Weekend in 2018 and an estimated \$6.2 million in total business spending was generated.

TARGETING PLANNERS WITH THE ELEVATE MY MEETING CAMPAIGN

ON-DEMAND WEBINARS: MEETINGS & AAA

Explore Asheville launched inaugural on-demand webinars for the meetings and AAA markets as part of a larger Elevate My Meeting campaign. Planners are invited to watch a 15-minute video curated and produced by the sales team highlighting new developments making Asheville the perfect fit for a future meeting. Viewers qualify for a free curated Asheville gift. The AAA webinar featured local attractions and accommodation partners using extensive live video.



COMMUNITY ENGAGEMENT

The Public Affairs team manages a robust partner engagement program including a series of annual headliner events, partner forums, monthly orientations and extranet trainings, and consistent communications via newsletter emails, Facebook and the AshevilleCVB.com industry website.

Events included the BCTDA Annual Meeting, Explore Asheville Holiday Party, Hospitality Outlook, National Tourism Week Summit, "What's New in 2019" Partner Forum, Google DMO Workshops, Explore Asheville Summer Social, Wayfinding Input

Sessions, ten orientation meetings and the opening reception for the Creative Sector Summit, a special event to kick-off the African-American heritage project.

The team also hosts meetings for local associations with tourism partners and conducts on-site trainings as needed.

Additionally, members of the Explore Asheville team build and strengthen community relations by serving on various boards and committees.



CONNECTING BEYOND

Community service and volunteering with local partner organizations is a priority for the Explore Asheville team.

In FY18-19, the team participated in the Asheville Downtown Association's Downtown Clean-up Day, helped prepare the community garden for spring planting in Black Mountain and collected backpacks for the United Way School Supply Drive.

Our generous hospitality industry helped to increase our collective impact with their donations to the school supply drive and Toys for Tots.



1,300+ TOURISM INDUSTRY PARTNERS & FRIENDS

Destination promotion is funded 100 percent by the tax on commercial lodging in Buncombe County, but all qualified tourism-related businesses benefit from the sales and marketing efforts of Explore Asheville at no charge. This collective source of promotion provides many opportunities for local businesses to participate. These businesses, or tourism industry partners, can learn about Explore Asheville's sales and marketing initiatives by attending an Explore Asheville CVB 101 Orientation offered monthly.

In FY18-19, 126 tourism-related businesses attended an Explore Asheville CVB 101 Orientation and 115 new qualifying tourism industry partners were provided business listings on ExploreAsheville.com.

NEW TOURISM INDUSTRY PARTNERS IN FY18-19

- | | | |
|---|--|---|
| Alley Cat | Early Girl Eatery West | Papillon Apparel |
| Andy's Artful Furnishings | Eda Rhyne Distilling Co. | Peter Roux Studio |
| Angela Kim Couture | Farm at Green Heron Pond | Pisgah Glamping |
| Angelique Tassistro Ceramics | Fleetwood's | plēb urban winery |
| Antidote | Focal Point Coworking | Pomodoros Cafe - South Asheville |
| Appalachian Mural Trail | Foothills Butcher Bar - Black Mountain | Rare Exotic Vehicles |
| Archetype Brewing - Downtown | Franny's Pharmacy | Red Fiddle Vittles |
| Asheville Adventure Company | French Broad River Brewery | Save Me the Waltz |
| Asheville Adventures | Green Sage Cafe Merrimon | Sawhorse |
| Asheville Augmented Reality Quests, LLC | Hampton Inn - Black Mountain | SERENITY + SCOTT Apothecary |
| Asheville Balloon Company | Hazel Twenty | Southern Appalachian Highlands |
| Asheville Cotton Mill Studios | Holiday Inn and Suites Arden - Asheville | Conservancy Community Farm |
| Asheville Explore Tours | Airport | Spice It Up |
| Asheville Headshots | HTV Jewelry by Pamela White | Steve Trehub Photography |
| Asheville Hostel and Guest House | Ignite Jewelry Studios | Sugar Britches |
| Asheville Performing Arts Academy | Inner Wild Yoga | Sugarcane Sewing Studios |
| Asheville Retrocade | Ivy Creek Family Farm | Symbology by Alice Scott |
| Asheville Rooftop Bar Tours | James Ostlund Fine Art | Tess Darling Fine Art |
| AVL Lit Tours | Kimpton Hotel Arras | The Asheville Kitchen |
| Awakening the Spirit Healing Arts and | Lakeview Putt and Play | The Dancing Dragonfly |
| Bodywork Therapy | Land of the Sky Event Venue | The Enchanted Forrest |
| Azalea Bindery | Laurel Mountain Retreat | The Social |
| Bada Bastu | Leap Frog Tours | The Spice and Tea Exchange of Asheville |
| Batton Clayworks | Level 42 Gallery and Studio | The Wine and Oyster |
| Bella Gallery | Little Sprout Carryout | Timmer Designs |
| Bernadette St. Pierre-George | Little Sprout Carryout - Black Mountain | Torno Foto |
| Best Western Glo | Louise's Kitchen | Tracey Morgan Gallery |
| Bill George Fine Art | Mad Genius Studios | TreeRock Social Cider House |
| Blomkraft Studio | Mangum Pottery | Tukit Tour Co |
| Bonefish Grill | Mani Designs | Twisted Laurel - Weaverville |
| Button and Co. Bagels | Margaret and Maxwell | Twisted Laurel - West |
| C&Co.® Handcrafted Skincare + Natural | Maria Andrade Troya Pottery | Urban Orchard Cider Co. - South Slope |
| Spa Biltmore Village | McSween Photography | Vaso de Vino Wine Market |
| Cassie Butcher Ceramics | Mountain Madre | Vintage Kava |
| Cloud 9 Relaxation | Namaste in Nature | Walk With Me Tours |
| Correm | Nantahala Brewing Asheville Outpost | West Asheville Yoga Studio |
| Cynthia Decker Digital Art | Nora Julia | White Dot Adventures - Trail Running |
| Daidala Ciders | Olivia de Soria Jewelry | Guides |
| Danceclub Asheville | One World Brewing West | White Duck Taco Shop - Downtown |
| Date Night Ride | Outward Bound Professional | White Duck Taco Shop - South |

"THE BEST CITIES IN THE U.S."

CONDÉ NAST TRAVELER

"9 INSANELY AFFORDABLE WINTER VACATIONS FOR 2018-19"

SMARTERTRAVEL

"5 PERFECT ROAD TRIPS YOU NEED TO TAKE THIS WINTER"

OUTSIDE ONLINE

"THE 10 BEST U.S. CITIES TO VISIT IN 2019"

SMARTERTRAVEL

"WHY ASHEVILLE IS AMERICA'S NEXT MAJOR MUSIC CITY"

LONELY PLANET

**"WANT TO TRY THE MOST EXCITING FOOD IN AMERICA?
LEAVE NEW YORK CITY"**

BLOOMBERG

"ASHEVILLE: WHERE BREWERIES COME TO PLAY"

CNN

"WHY ASHEVILLE, NORTH CAROLINA, IS THE NEW MUST-VISIT MUSIC CITY"

ROLLING STONE

"THE 28 FRIENDLIEST NEIGHBORHOODS IN U.S. CITIES"

NATIONAL GEOGRAPHIC TRAVELER



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Explore Asheville Convention & Visitors Bureau
27 College Place | Asheville, NC | 28801
ExploreAshevilleCVB.com