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Greetings Partners!

Explore Asheville is proud to support our tourism industry partners not only through our sales and marketing efforts, but also through our many partnerships in the community.

Explore Asheville has worked with our partners, the Asheville Buncombe Regional Sports Commission and the U.S. Cellular Center, to host Gala Gymnastics, Fed Cup and SoCon this winter.

We're also pleased to recognize the major accomplishments of the Asheville Regional Airport, the second fastest-growing, small-hub airport in America, who announced this week that Allegiant will be expanding its offerings to include a nonstop route to Denver, opening our doors to visitors around the country.

Additionally, the CVB is partnering with Buncombe County and the City of Asheville to help address the parking issues downtown with the development of a consistent signage package that will complement the County's new garage on Coxe Avenue, and help to inform both visitors and residents in their search for downtown parking.

Whether we're working directly with partners or celebrating their wins, we appreciate the total team effort to attract visitors to this community.



See you soon!

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

Stephanie Pace Brown

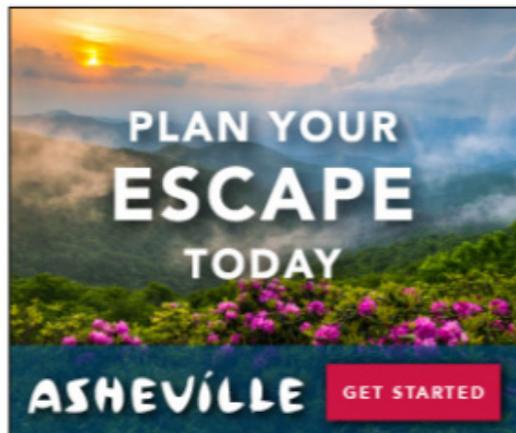
President & CEO

Explore Asheville

Bureau Buzz

Spring Advertising Campaign

The Explore Asheville marketing team will launch the Spring advertising campaign in early March. This campaign will include broadcast and/or online television in Atlanta, Raleigh, Charlotte, Nashville, Cincinnati, Jacksonville, Orlando, Washington DC, Charleston, Columbia, Knoxville, Greensboro, West Palm Beach and Tampa. In addition, the campaign will have a strong digital presence through display, retargeting,



paid search and social media advertising complemented by radio spots and print in publications such as *National Geographic Traveler*, *Travel + Leisure*, and *Atlanta Magazine*. The campaign also features several integrated partnerships, including one with The Local Palate's Southern Weekend which will broadcast in 63 television stations across 43 markets in the Southeast. Campaign messaging focuses on "The Magic of Spring" in Asheville and aims to inspire travelers to come explore the most magical experiences we have to offer.

Explore Asheville at Visit North Carolina 365 Conference

Members of the Explore Asheville PR Team attended the Visit North Carolina 365 Conference earlier this week where they attended sessions on the newest marketing trends, networked with tourism professionals from across the state and



participated in the PR Roundtables. During the media event, PR Manager Landis Taylor pitched Asheville stories to media representing *NC Weekend*, *Our State Magazine*, *Tar Heel Traveler* (WRAL-TV), *Recreation News* and freelancers representing *Draft Magazine*, *Washington Post*, *USA Today*, *CNN.com* and *Chicago Tribune*.

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:

- *Food Network* | "[Finding Foodtopia: The Best Things to Eat in Asheville, North Carolina](#)"
- *WUSA 9* | "[4 Fun and Family-Friendly Spring Break Destinations](#)"
- *Alicia Tenise Blog* | "[Asheville Travel Guide: 36 Hours in Asheville](#)"
- *The New Daily* | "[Is this Town the Best-Kept Secret in the US?](#)"

2018 TPDF Cycle Launches with Info Session on April 11

The BCTDA is pleased to announce the commencement of the 2018 Tourism Product Development Fund (TPDF) Grant Cycle. There will be an Information Session on Wednesday, April 11, in the Explore Asheville CVB Boardroom at 27 College Place from 3:00 – 5:00 p.m. Please RSVP [here](#).



The BCTDA was pleased to present \$2 million to the Enka Youth Sports Organization for the development of the Enka Sports Complex at their Open House event last month. The first tournament, the USA Softball Super 80 show case, is scheduled for July 2018.

Group Sales Update

Carla McGlynn and Dianna Pierce exhibited at Destinations International's Destination Showcase in Washington D.C where over 1,000 people attended. Explore Asheville also was an event sponsor at the Destinations International Foundation's Spirit of Hospitality Celebration where local busker celebrities, Abby the Spoon Lady and Chris Rodrigues, performed for the sold-out crowd. Carla also traveled with the AC Hotel to attend the Global Pharma and Medical Meetings Summit in Philadelphia. Carli Adams exhibited along with Crowne Plaza, Biltmore

and Biltmore Farms Hotels at the South Carolina Society Association Executives trade show in Columbia.

February was a big sporting event month for Asheville. The Explore Asheville team worked in a variety of ways to support Fed Cup held on February 10 and 11, and Southern Conference Basketball Championships and the Big South



Men's Basketball Championship that both kicked off in late February. From assisting with accommodations, being a part of the Local Organizing Committees, volunteering at the events and helping to create a welcoming atmosphere to the participants, we had a great time working with these events that made a big impact on the community.

Who's in Town?

The sales team booked 10 meetings/events and 3 weddings in February for a total of 6,975 rooms!

- Allstar Jam 2018
- ABYSA - 2018 Riverside Spring Kickoffs – BOYS & GIRLS
- 2018 Big South Men's Basketball Championship
- Central Assoc of College & University Business Officers Board Meeting 2018
- NC Society of Surveyors 2018 Conference
- 2018 Southern Conference Basketball Championship
- Sysco - Annual Food Show
- USTA Fed Cup 2018
- Asheville Women's Empowerment Weekend

DID
YOU
KNOW



Did you know that updating the amenities in your listing can help visitors find your business faster? Amenities help distinguish your business from others, such as noting whether you are pet-friendly, or if you have free-parking, etc.

[Learn how here >>](#)

Partner Opportunities

PR Team Seeks Beer Month Partner News

North Carolina Beer Month is fast approaching! In April 2018, Explore Asheville will again be joining forces with Visit North Carolina and other destinations across the state to celebrate our beer culture. We believe this promotion has great media potential and want to make sure you are included in the effort. Have any exciting beer-related packages, events, tastings or more during April? To share your news or for more information, please contact news@ExploreAsheville.com as soon as possible. Events can be submitted to ExploreAsheville.com [here](#) (be sure to **select 'NC Beer Month' as one of the categories**).

Attraction Partners: Engage Meeting & Event Attendees

The Group Sales & Service Team is updating its Attraction Value Card, a service provided to meeting, conference and event planners that work with our team. The card gives conference attendees special offers from area attractions or businesses. Participating attractions have the opportunity to attract these attendees throughout the year by offering a special discount or value-add of your choice. If you are interested in being a part of the 2018 Attraction Value Card, please email [Carli Adams](#) for more information. **The deadline to participate is March 31st.**

In the Community

Organic Growers School Hosts the 25th Annual Spring Conference, March 9–11, 2018

The Spring Conference is a one-of-a-kind event that offers regionally specific workshops on organic growing and sustainable living to more than 2,000 attendees. The mission is to provide down-to-earth, practical advice while remaining affordable and accessible to anyone who wants to participate. For 25 years, the Spring Conference has brought together environmentally minded folks from 17 states and Canada. More than 150 classes—both 90-minute sessions and half-day workshops—are offered on Saturday and Sunday in 17 learning tracks. Check organicgrowersschool.org for more info.

Congratulations to the 2018 James Beard Award Semifinalists

The James Beard Foundation recently announced its 2018 Restaurant and Chef Award semifinalists. The final Restaurant and Chef Award nominees, as well as

the nominees for Media and Restaurant Design Awards, will be announced in Philadelphia on Wednesday, March 14.

Please join us in congratulating the nominees from Asheville:

- **Outstanding Baker:** David Bauer, Farm & Sparrow
- **Outstanding Wine, Beer, or Spirits Professional:** Leah Wong Ashburn, Highland Brewing Co.
- **Best Chef: Southeast:** Katie Button, Nightbell and Meherwan Irani, Chai Pani



Explore Asheville Convention & Visitors Bureau
27 College Place • Asheville, North Carolina 28801
ExploreAshevilleCVB.com | (828) 210-2724

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