



[CVB 101](#) | [Extranet Tips](#) | [Partner Events](#)

Greetings Partners,

Thanks to so many of you for your participation in the Destination Assessment Survey last month. We appreciate your engagement, and we look forward to sharing the results at the upcoming National Tourism Week Summit. I hope you will join us in celebrating the industry at this second annual event where we'll learn about trends and best practices including a keynote by Paul Ouimet of DestinationNEXT.

The spring advertising campaign, the largest and most extensive to date, just launched and will run through June. Wishing you all a successful season!



See you soon!

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

**Stephanie Pace Brown**

**President & CEO  
Explore Asheville**

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**Bureau Buzz**

SAVE-THE-  
DATE

May 3

## Second Annual National Tourism Week Summit 2018

Mark your calendars for Explore Asheville's newest annual tradition, the Second Annual National Tourism Week Summit on Thursday, May 3, at the Renaissance Asheville Hotel from noon - 4:30 p.m. We have an exciting agenda lined up including national industry experts, breakout sessions, panel discussions, and plenty of networking opportunities. Please join us in celebrating an industry that supports our local economy and provides memorable experiences for our visitors. Watch your inbox for invitation details soon!



How many CVBers does it take to sort 2,500 pounds of jalapeno peppers? The whole team! The Explore Asheville team enjoyed our Service Day activity at MANNA Food Bank last week! It was also great to learn about the many ways the organization serves our community. Thank you, MANNA!

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**Spring Media Tour Highlights**

PR Manager Landis Taylor executed a Spring Media Tour in late March with stops in Columbus, Dayton, Cincinnati and Indianapolis. Highlights during the week-long trip included three broadcast television interviews; meetings with *The Indianapolis Star*, *Saturday Evening Post* and *Indianapolis Monthly*, and appointments with freelancers representing *The Today Show online*, *USA Today*, *MSN*, *Legion Magazine*, and *Home & Away*. Biltmore PR Manager Marissa Jamison attended all media tour appointments with Landis.



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## North Carolina Beer Month Is Here!

The month-long celebration kicked off April 1. Thanks to our partners who submitted their beer news, events and lodging packages. Check out our landing page [here](#), and feel free to share posts from our @VisitAsheville social 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:

- Trivago | "[Booze, BBQ, and Golf: Vacation Ideas for Dads Who Need a Timeout](#)"
- Charlotte Agenda | "[Asheville, NC](#)"
- Budget Travel | "[7 Things to Do in Asheville, NC](#)"
- WCPO 9 On Your Side | "[Explore Asheville](#)"
- WKRC | "[Asheville, NC and the Biltmore could be a good spring getaway.](#)"
- Reader's Digest Best Health | "[Why North Carolina Beats South Carolina for Summer Travel](#)"

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## Group Sales Update

Tina Porter traveled to Winston Salem for the NC Sports Association Meeting

and the Visit NC 365 Conference. Shawn Boone spent a week in Chicago where he conducted sales calls and attended industry events. Beth McKinney attended the Travel South Domestic Showcase in Biloxi, MS, where she took 54 one-on-one appointments with tour companies.

The Group Sales & Services team also hosted its first **Asheville 48-Hour Experience** of 2018 on March 20 through 23. A group of 10 meeting planners from all over the country spent two very full days exploring what Asheville can offer their meetings. We are so grateful to the many industry partners who helped to host the planners and made the experience a huge success!



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## Who's in Town?

The sales team booked 15 meetings/events and 3 weddings in March for a total of 2,930 rooms!

- Absolute Dance Competition Asheville 2018
  - 2018 NC Science Museums Network Convention
  - Momentum 2018
  - BSH Home Appliances Asheville Visit
  - OGB Press Camp
  - Blog Hard/Party Hard Mastermind Summit
  - ClimateCon 2018
  - For Inspiration and Recognition of Science And Technology - Asheville District
  - FFI Board & Staff Retreat Mar 2018
  - NC Association for Colleges & Teacher Educators Spring Meeting 2018
  - 2018 NC National Guard Association Annual Meeting
  - ESPN-3/05/2018-CBB Champ Week: Southern Conference Tournament
  - Tri-State Dance Contest 2018
  - UNC Asheville Baseball vs. Manhattan College
  - Western Carolina Dart Association-Fire On The Mountain 2018
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CVB  
PRO  
TIP



Did you know that high-quality, high-resolution images can lead to more click-throughs on your ExploreAsheville.com listing? Photos should be at least 640 pixels wide and 480 pixels tall - this applies to event listings, too! Need help?

[Check here for instructions >>](#)

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## In the Community

### Cast Your Vote for America's Top 10 Towns for Craft Lovers



Asheville is in the running for "America's Top 10 Towns for Craft Lovers." Please join us in helping to get out the vote! Voting closes on April 16, 2018. You can vote once a day [here](#).

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### Vote for Aloft Asheville/Charlie's Angels & Help Local Pets

Charlie's Angels Animal Rescue, in partnership with [Aloft Asheville Downtown](#), a McKibbon Hospitality property, has been named one of nine finalists with a chance to win \$350,000 in Petco Foundation's 2018 Innovation Showdown. The nomination is based on its innovative approach to finding homes for dogs through the Aloft Asheville Dog Adoption Program. The program that allows people to meet pets in need has resulted in close to 100 adoptions. It's also started a movement for other hotel adoption programs across the country. Vote [here](#).



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