

Explore ASHEVILLE

Convention & Visitors Bureau

May 25, 2018

CVB 101 | Research & Reports | Sales & Marketing

Greetings Partners!

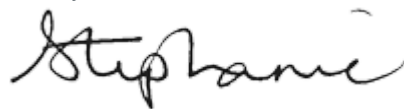
Thanks to all who were able to join us for the second annual National Tourism Week Summit, and helped make the event a great success. Paul Ouimet of DestinationNEXT delivered an enlightening keynote on "The Future of Asheville," and Kim Palmer of Miles Partnership led attendees through an array of Google travel products. Both presentations are available for download on AshevilleCVB.com. We also thank our panel industry experts Deb Bowman of Accents on Asheville and Melissa Murray of Mosaix Group along with CVB stars Dianna Pierce and Shawn Boone who provided insight on how to optimize group business market opportunities.

It was great to see so many connections made during the resource expo and networking reception thanks to our partner organizations: Asheville Independent Restaurant Association, City of Asheville, Asheville Downtown Association, Asheville Grown Business Alliance, SagaCity, A-B Tech Community College, and the Asheville Area Arts Council.

It's an exciting time as we learn more about our destination and our partners, and as we explore the opportunities for our community and the tourism industry.



See you soon!



Stephanie Pace Brown

**President & CEO
Explore Asheville**

Bureau Buzz

Digital Superstar Zach King Shows Asheville Some Love

Explore Asheville has partnered with digital influencer superstar Zach King on a video project set in our colorful mountain city. Known for lighthearted videos that feature his own brand of digital magic, King has more than 27 million highly engaged followers across his social channels. The PR/marketing team secured the partnership and managed an intensive shoot with King's production team. While we wait for the official video, King has already given Asheville some added-value and extra love with a behind-the-scenes "vlog" that received more than 30K views overnight.



<https://www.youtube.com/watch?v=7nKTsSi7J9E>

CVB PR Team Makes Connections at New York Media Mission

PR Manager Landis Taylor traveled to New York in April for two media receptions hosted by Visit NC. An event at the Meredith Publishing offices provided the opportunity to network with editors from *FamilyFun*, *Travel + Leisure*, *Martha Stewart Living*, *Family Circle*, *Departures*, *Shape*, *Parents* and *Better Homes & Gardens*. The second event included NY writers, freelancers, editors and bloggers representing outlets such as *AFAR*, *American Spa*, *CBS News*, *Fodor's*, *Food Network Magazine* and the *Rachael Ray Show*. Landis also had a deskside appointment with the chief content officer of the new U.S. edition of *Family Traveller*.



CVB PR Team Hosts International Media

Last month, the Explore Asheville PR Team hosted seven international journalists for a tour of the city. The group was researching the Tryon International Equestrian Center and Asheville prior to September's World Equestrian Games. The media represented AP, Reuters, equestrian publications in Japan and Sweden and additional outlets. The Center for Craft arranged a special Craft City Tour of Asheville for the group.



Beth McKinney Earns 'Travel Marketing Professional' Certification from STS Marketing College

Explore Asheville CVB Sales Manager Beth McKinney has earned certification as a Travel Marketing Professional (TMP) from STS Marketing College. Certification comes after a course of study spread over three years that includes two work-related projects. The certification program is a project of Southeast Tourism Society, a 12-state professional association that promotes travel and tourism in the Southeast.

Beth was among 79 graduates in the Class of 2017. Since inception in 1992, STS Marketing College has graduated almost 1,100 TMPs.

"There is no other program like STS Marketing College in the country. Every TMP is marked as a person who is versed in travel industry knowledge and practicalities," said Bill Hardman, STS president and CEO.

Congratulations, Beth!



Internship Leads to Appreciation for Convention & Visitors Bureaus

Explore Asheville CVB has been fortunate to have Shelly Painter of Western Carolina University intern with us this past semester. Shelly was a tremendous help, and she shared her insights on the experience in [this article](#). Best wishes to Shelly who has lined up employment in the Charlotte area after graduation.



Group Sales Update

Beth McKinney, sales manager for the group tour market, hosted a group of 22 tour operators for the Absolutely Asheville Tour Operator FAM April 15th-18th. The group experienced three full-days and nights and enjoyed activities in the Asheville area geared toward bus groups. Highlights included Biltmore, Crest Mountain Dinner Show,



Chimney Rock State Park, a guided tour along the Blue Ridge Parkway and downtown, and local supplier showcase at Asheville Outlets, among other activities. The operator clients had a great time learning about what Asheville has to offer their tours. Many thanks to all the partners that participated and helped to make this event a great success!

Carla McGlynn traveled to Pittsburgh for sales calls and Luxury Meetings Summit. Shawn Boone traveled to Cincinnati for sales calls.

Leann Swims coordinated details for the Blue Ridge Parkway Association's AAA FAM. Thirty AAA and CAA travel counselors enjoyed a morning at Biltmore followed by a Gray Line trolley tour of Asheville, a visit to Chimney Rock, and lodging at Hampton Inn Tunnel Rd. Thank you to our partners for making the agents' time in Asheville awesome! Leann also hosted two webinars in April featuring Biltmore, No Taste Like Home, and Hyatt Place with 64 AAA agents tuning in for the broadcasts.

Who's in Town?

The sales team booked 25 groups and 6 weddings in April for a total of 4,801 rooms!

- BATIC Institute Regional Peer Exchange
- American Institute of Architects North Carolina Chapter
- American Medical Writers Association Board of Directors Meeting
- RVS Annuities GROW Workshop - Asheville
- 22st Annual Jr. Hi Neighbor Tournament
- Bristol-Myers Squibb Oncology DBM Development
- Clayton Homes 2018
- Coastal Alabama Business Chamber City Visit
- Construction Professionals Network of North Carolina
- Annual Roadway Lighting Conference with Current powered by GE
- Professional Administrative Co-Employers (PACE) 2018
- Epic Dance Showcase 2018
- FCC Services-LDP LI-31 Session 3
- KCI USA, Inc - Acelity Q2 RVP Meeting
- Oak Ridge National Lab 2018 Spring Meeting
- Retail Confectioners International Spring Regional Conference
- San Jose Institute of Contemporary Art
- Solid Waste Association of North America NC Chapter
- Southeastern Electric Exchange
- Spirit Solutions Spring Classic 2018
- Appalachian Games 2018
- Syngenta NC-Biological Data Analytics 2018 Conclave
- FarmHouse Spring Board Mtg 7 Power of Seven 2018
- United Postmasters & Managers of America
- Ville to Ville Craft Brew Relay

Partner Pro Tip

Does your business have offerings for groups? If so, you could tap into the Meetings, Motorcoach, and Weddings markets on ExploreAsheville.com. Group dining and activities listings are used not only by planners coming to Asheville, but also by Explore Asheville staff when assisting group business clients! Login to the Extranet to create your own listing in the Meetings section. Learn how [here. >>](#)

In the Community

2018 Venture Local Fair - Every 4th Saturday May through October

Mark your calendars! The Venture Local Fair will take place the fourth Saturday of every month May-October from noon – 7pm at 68 Haywood Street in downtown Asheville.

Watch as makers, artists, collectors, musicians, chefs, entertainers and inventors magically transform 68 Haywood into a bustling, family-friendly, mini-village of discovery. Businesses and restaurants in the area will also be open as well as the community garden at 33-35 Page Avenue right above the fair.

Check out the next event on June 23; some of the region's finest talent awaits you. Vendor opportunities also available. Learn more [here](#).



2018 North Carolina Restaurant & Lodging Expo

The 2018 North Carolina Restaurant & Lodging Expo is the annual event to discover the latest innovations in food and beverage and network with hospitality professionals from North Carolina and all over the Southeast.

2018 will be an exciting year as the show moves to Charlotte for the first time, to give attendees in the western half of the state easier access to the event. The latest products, services, and technologies will be showcased for the industry, along with a comprehensive and leading-edge program of education that will provide restaurants and lodging establishments from North Carolina with the best tools to grow and improve their business.

Join your industry colleagues at the North Carolina Restaurant & Lodging Expo August 27-28, 2018 at the Charlotte Convention Center in Charlotte, NC.

Register Today! <http://www.ncrl-expo.com/registration>



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