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# Explore ASHEVILLE

Convention & Visitors Bureau

October 5, 2018

CVB 101 | Research & Reports | Sales & Marketing

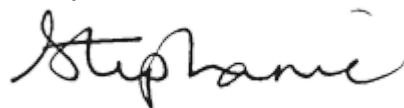
Dear partners,

Thank you for joining us at the BCTDA Annual Meeting last month. An extra dose of gratitude also goes to The Omni Grove Park Inn for their incredible generosity in hosting the event in the beautiful new Seely Pavilion. And, what a treat to hear unique insights on our destination through the lens of keynote speaker, Andrew Nelson of National Geographic Travel. Presentations, reports and photos from the event, including the preview of National Geographic Travel's "Asheville By Design", can be viewed on [AshevilleCVB.com here](#).

Explore Asheville is embarking on a special initiative to improve the destination's presence across the Google platform, as noted in the upcoming events listed below. With your participation, we have the opportunity to greatly improve exposure to the Asheville area through Google's search results and to also benefit your individual Google business listings along the way. Hope to see you at one of the sessions!



See you soon!



**Stephanie Pace Brown**

President & CEO  
Explore Asheville

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## Upcoming Events

**Educational Opportunities: Harness the Power of Google for Your Business**

Did you know that 40% of Google searches never result in a click to an external website? This year, in cooperation with Miles Partnership, Explore Asheville has embarked on an initiative to improve the destination's visibility and engagement in Google's search and travel exploration products.

Explore Asheville will host the following two upcoming educational opportunities designed to help you get the most out of the Google platform!

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## **WEBINAR: Expanding Your Engagement in Google, an Introduction**

During this one-hour session on **Monday, October 29 at 10 a.m.** you will learn:

- What Explore Asheville is doing to improve the destination's presence on Google
- Opportunities to get the most exposure, customer satisfaction and marketing insights for your business from the free Google My Business platform
- How to prepare for "instant verification" of your business on Google at the **Industry Workshop on Tuesday, November 13** (see below)

[Register Today](#) For This Webinar!

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## **WORKSHOP: How to Maximize Your Business Presence on Google (Using Free Online Tools)**

The second event in our two-part education initiative will be held Tuesday, November 13 in the Explore Asheville Boardroom at 27 College Place. At this in-person workshop, representatives from Miles Partnership will provide tactical training and how-to guide take-aways for using Google My Business. Topics covered will include:

- Claiming and managing your account
- Obtaining and responding to reviews
- Tips to improve your photography
- Adding 360 images & video
- Getting the most from Posts, and more!

[RSVP Today >>](#)

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## Explore Asheville Holiday Party

Mark your calendars for the Explore Asheville Annual Holiday Party at the Asheville Renaissance Hotel. More details on this festive event coming soon!

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## Bureau Buzz

### Weekly Fall Color Reports Launched October 4

The content team has officially kicked off weekly fall color reports for the season, with the first report hitting the website on Thursday, October 4. This week we are just beginning to see the first fall colors at the highest elevations (mostly over 6,000 feet). The color reports are distributed via social media channels and a dedicated email subscriber list,



and they help keep visitors (and your guests!) up to date on where to find the best and the brightest colors. In addition to practical travel information, you'll find lots of inspiration in the form of photos, recommended drives and hikes and fun events and festivals. Please feel free to share, and check back next Thursday for an update: <https://www.exploreasheville.com/trip-ideas/seasonal-fun/fall/fall-forecast-and-weekly-fall-color-report/>

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### Join Us in Welcoming New Explore Asheville Team Members

Explore Asheville is pleased to welcome our newest team members!

#### **Meshelle Macias, Intern**

Meshelle is from Washington, NC, and in her Senior year at Western Carolina University, where she is majoring in Hospitality & Tourism and minoring in Finance. Meshelle will be working with the entire team through December.

#### **Audrey Wells, Marketing/PR Assistant**

Originally from Asheville, Audrey graduated from UNC-Chapel Hill in 2017 with degrees in Media & Journalism and Political Science. She most recently worked

in Charlotte serving as a public relations coordinator for a local strategic branding firm, and is excited to be back sharing her hometown with as many people as possible.



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## Get Ready for Fall Travelers & Stock Up on Asheville Visitor Guides

Let us help you get ready for our Fall Color Season Travelers and stock up on Asheville Visitor Guides. We can have cases delivered to your business for distribution to your guests. Send your full contact information with mailing address and number of cases to Charlie Reed at [creed@ExploreAsheville.com](mailto:creed@ExploreAsheville.com). Each case contains 45 Asheville Visitor Guides.



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## Sales Update

Connie Holliday attended Northstar Meeting Group's Destination Southeast in West Palm Beach, FL., sponsored in part by Explore Asheville. The event had 70 meeting planners in attendance and Connie had 33 one-on-one appointments with planners. Shawn Boone traveled to Washington, D.C. for sales calls. Tina Porter attended Smart Meetings Southwest where Asheville was one of the

lunch sponsors. Tina also conducted sales calls while in Austin. Kathryn Dewey conducted sales calls in Charlotte.

Leann Swims hosted a webinar for over 60 AAA and NC Welcome Center agents along with partners from Biltmore, Biltmore Farms Hotels, and NC Stage Company. The topic of the webinar was Discover the Fall & Holidays in Asheville.



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## Who's In Town?

The sales team book 28 groups and 22 weddings traveling in October for a total of 8,028 hotel rooms!

- Fall Brawl Tournament 2018
- Paint it Pink Tournament 2018
- 2018 "Turning of the Leaves" FALL ZONE QUALIFIER
- 2018 Top Gun "MONSTER MASH NEW ZONE WEEKEND"
- Bookwalter Binge Gran Fondo 2018
- October 2018 Center for Spiritual Living
- Cintas Captains & Sales Manager Meeting
- Climate + Supply Chain
- Emerson Automation Solutions-PRV Annual Meeting
- Gulbrandsen Technologies Annual Meeting
- Kalmbach Publishing-Bead & Button Destinations
- NC Farm Bureau Federation County Liaison Meeting
- NC Assoc. for Property & Evidence Fall Conference 2018
- 2018 NC Assoc. of District Court Judges Fall Conference
- North Carolina Association of Electric Cooperatives
- North Carolina Economic Development Assoc. Fall Meeting
- North Carolina Independent School Athletic Association
- North Carolina Local Government Information Systems Association
- North Carolina Rheumatology Assn Fall 2018
- North Carolina State University-Ag Program Retreat
- Personal Administrators of North Carolina
- 2018 Public Lands Alliance Fall Board Meeting
- Pursuant
- Recovery of Biological Products Conference Series
- Service Specialists Association 2018 Annual Convention
- Southeastern Electric Exchange-Joint Use Committee Meeting

- Beer City Beatdown 2018
- Varco Pruden Buildings PAC Meeting

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### Partner 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?

[Read more >>](#)

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## 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 7-11, 2019. 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".

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## In The Community

### Opioid-Focused Nonprofit Seeks Sponsors

Tourism partner Alan Muskat (of No Taste Like Home) is now also working with SeekHealing, a new 501c3 working with the Buncombe County Health Department and Mission Health



to provide public education and free long-term support to those struggling with substance use disorders. Based on recent studies linking opioid addiction to social isolation, the program pairs participants with trained volunteers, connects them with community activities, and provides access to healing services, all free of charge. To make a donation or for more information, visit [their website](#). For sponsorship opportunities, **contact Alan at 828-273-8075**.

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### Allegra Supports Explore Asheville with Interior Signage

Explore Asheville is pleased with our new office signage thanks to our partners at Allegra Asheville. Allegra Asheville is a local, single source for strategic marketing and print communications and has been servicing businesses and non-profits across Western North Carolina for over twenty years. With their knowledge of the local market they help clients create brand consistency across multiple channels, target and acquire new customers, and protect and grow their existing customer base. Visit [www.AllegraAsheville.com](http://www.AllegraAsheville.com) for more information.



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