

Read up on exciting announcements! | [View in browser](#)



November 7, 2018

CVB 101 | Research & Reports | Sales & Marketing

Greetings Partners,

I'm pleased to share several exciting announcements. The BCTDA approved nearly \$10 million in funding for six community projects as part of the 2018 Tourism Product Development Fund grant cycle last week. These projects will provide amenities enjoyed by Buncombe County residents while also attracting visitors and increasing visitor spending at our local businesses. Congratulations to the grant recipients and their projects including Buncombe County Recreation Services, YMI Cultural Center, LEAF Community Arts, North Carolina Arboretum, Center for Craft, the Stephens-Lee Recreation Center and the African-American Heritage Trail.

The BCTDA also announced it will pause the TPDF cycle in 2019 while it pursues a long-range plan for continued collaboration to address infrastructure and sustainability needs. Read more in the press release below. And, in case you missed it, [my opinion piece on the benefits of tourism](#) was also recently in the news.

And in major events news, it was announced last week that Fed Cup will be returning to Asheville in February 2019!

Don't miss our Google workshops next week. And, I hope to see you in a few weeks for the Explore Asheville Holiday Party to celebrate 2018 and look forward to a New Year!

See you soon!

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



## **Stephanie Pace Brown**

President & CEO

Explore Asheville

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### Upcoming Events

RSVP TODAY

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#### **LIVE WORKSHOP: How to Maximize Your Business Presence on Google (Using Free Online Tools) --- Morning & Afternoon Session Options**

This event 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!

#### **TWO SESSIONS TO CHOOSE FROM:**

MORNING SESSION: 8:30 - 10:30 a.m.

AFTERNOON SESSION: 3:00 - 5:00 p.m.

**RSVP Today >>**

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## Explore Asheville Holiday Party

Join the Explore Asheville CVB and fellow tourism industry friends for this fun and festive annual event as we kick-off the holiday season. Our generous sponsors, the Renaissance Asheville Hotel and US Foods, are providing an incredible venue and menu for the occasion!

Don't miss the **6th Annual CVB SuperStar Awards** that recognize and honor partners for outstanding contributions and support throughout the year.

[RSVP Today >>](#)

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## Bureau Buzz

### **BCTDA Approves Nearly \$10 Million in Funding for Six Community Projects**

The Buncombe County Tourism Development Authority (BCTDA) approved nearly \$10 million in funding for six projects that will be used by thousands of residents while also increasing visitor spending in the county. The Authority also announced it will pause the TPDF cycle in 2019 while it pursues a process that will result in a long-range plan that can serve as a blueprint for continued collaboration to address infrastructure and sustainability needs.

"Maintaining the quality of our city for locals is maintaining the quality of our city for visitors, said BCTDA Chair Jim Muth, owner of Beaufort House Inn. "As residents of this community, we understand that it is critical to preserve, protect and grow sustainably for the mutual benefit of residents and visitors alike."

Check [AshevilleCVB.com](http://AshevilleCVB.com) to learn about these exciting projects.

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### **Citizen-Times Opinion: Asheville tourism contributions go beyond hotels**

Hotels have been a recent target, blamed for not paying their fair share of the impacts of visitors to our community. Read Stephanie Brown's response to the

City of Asheville's revenue analysis that shows only one slice of the total impact of tourism [here](#).

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## Fall Media Tour



During the first week of October, PR Manager Landis Taylor embarked on Explore Asheville's Fall Media Tour to Raleigh, Durham, Winston-Salem, Greensboro and Charlotte. Landis had 16 appointments, including live television appearances and one-on-one meetings with editors, writers and freelancers, and

shared a fall update for the region in the wake of Hurricane Florence, the fall color forecast and Asheville news for autumn and beyond.

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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:

- USA Today | [The person giving you official travel advice may be an inmate](#)
  - Food & Wine | [Katie Button's Guide to Asheville, North Carolina](#)
  - Budget Travel | [5 Secrets to Perfect Leaf Peeping](#)
  - Johnny Jet | [5 Reasons Asheville, NC is America's Greatest Fall Foliage Escape](#)
  - RUBY | [Travel Guide: Exploring Asheville](#)
  - October Magazine (Online) | [Bring the Funk: Wild and Sour Beers Are Going Solo](#)
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## Major Sporting Events On the Horizon

Fed Cup, the "World Cup" of women's tennis, will be returning to Asheville February 9 & 10, 2019 as the U. S. faces Australia. The US Cellular Center will become the first site to host consecutive Fed Cup ties in the U.S. since the Delray Beach Tennis Center in 2005-07. The U.S. Cellular Center hosted the U.S.'s First Round tie vs. the Netherlands this February in what amounted to a weeklong

celebration of tennis in the region. The tie generated an estimated \$3.5 million economic impact for the area, and sellout crowds saw the U.S. defeat the Netherlands to begin its 2018 Fed Cup title defense.

Cheer on Team USA this Saturday at the **2018 Fed Cup Final Viewing Party** held at New Belgium Brewing Company from 8:00 a.m. – noon. Breakfast including beermosas will be served at this free event.

We are also gearing up for the seventh annual Gala Gymnastics at the US Cellular Center January 4 - 6, 2019. The 2019 Ingles Southern Conference Basketball Championships presented by General Shale will take place March 7-11, 2019 also at the US Cellular Center; and Haute Route, a major international amateur cycling event, will return to Asheville May 16 – 19, 2019, drawing cyclists from all over the world!

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## Sales Update

Shawn Boone and Tina Porter exhibited at the year's largest industry tradeshow, IMEX America, in Las Vegas with partners Renaissance Asheville Hotel and Accents on Asheville. The Asheville team held individual appointments with qualified meeting planners at the busy week-long event. They also hosted more than 40 planners for an intimate cocktail reception further promoting Asheville on IMEX's national stage.



Dianna Pierce traveled to Florida for the Visit North Carolina international receptive operator sales mission, calling on travel wholesalers in the Greater Orlando area. Tina Porter spent a week in Louisville, KY for the TEAMS Trade Show and helped to host a sports client event with SportsNC. Connie Holliday traveled to Nashville for Luxury Meetings and sales calls. Connie also traveled to Columbia for the South Carolina Society of Association Executives Bowling Tournament and sales calls. Kathryn Dewey attended the Association Executives of NC Fall Conference and conducted sales calls in Raleigh.

We are excited to announce that Explore Asheville has been named a **Smart Meetings 2018 Platinum Choice Award winner** for exceptional service in the meetings industry. Award recipients were nominated by industry professionals and are recognized for having demonstrated exemplary standards of excellence.

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## Who's In Town?

The sales team booked 21 groups and 8 weddings traveling in November resulting in 2,415 rooms!

- Basketball of the Carolinas-Mountain Monster Mash 2018
- Battle in the Blue Ridge 2018
- BEYONDLimits Dance Convention & Competition
- 2018 Big South Conference Volleyball Championship
- Brewers Association Retreat
- Bureau of Digital / DMP Camp - Nov 2018
- Bureau of Digital / Creative Directors Camp - Nov 2018
- College of American Pathologists Foundation
- The Nexus of Insurance, Climate Models, and Adaptive Capacity
- Electric Power Research Institute
- Friends Reunion - November 2018
- Johnson Lambert LLC Holiday Party Rooms
- DIY Tourism Marketing Workshop
- North Carolina Metropolitan Mayors Coalition 2018 Fall Retreat
- Southern Environmental Enforcement Network Fall 2018 Meeting
- SR AHEC-NCENA Fall Conference 2018
- Synnex Corporation
- Synnex Incentive Trip
- University of North Carolina Asheville Discovery Day 2019
- The Victorians Institute Fall Conference 2018
- Wise Tours, LLC Active Older Adults Ebenezer United Methodist Church
- Women AdvaNce-Women's Summit

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### 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. >>](#)

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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](http://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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## Volunteer at Upcoming NCAA Men's Basketball Tournament

The [VisitCurrituckOBX.com](http://VisitCurrituckOBX.com) [Battle in the Blue Ridge](#) is a NCAA Division I men's basketball tournament that will be held Fri. Nov. 23 - Sun. Nov. 25, 2018 at the US Cellular Center. The organizer is in need of 4-6 volunteers per day for positions including Stat runners, Team liaison/host and Officials liaison/host. Volunteers will get to enjoy a good portion of the games and will receive a shirt and up to 15 complimentary tickets (each) for all 3 days to use how they want (for family, friends, etc.). Please respond by 11/13/18 to Bobby Steinburg at 330-212-0991 or [robert@wolfesteingroup.com](mailto:robert@wolfesteingroup.com)

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