



December 20, 2018

CVB 101 | Research & Reports | Sales & Marketing

Greetings partners,

The Explore Asheville Holiday Party on December 6 was one for the books with partners contributing 155 toys and close to \$1,200 for the Toys for Tots toy drive! Thank you for your incredible generosity. It was great to see you all there and to have the opportunity to recognize our CVB Superstars (see below). We really appreciate the support of our event sponsors, the Renaissance Asheville Hotel and US Foods - plus beverage sponsors Biltmore, Omni Grove Park Inn, and Asheville Brewing! See pictures [here](#) and [here](#).

While some say "it's the most wonderful time of the year", we know that our destination is pretty amazing year-round thanks to you, our tourism industry partners, who provide world-class experiences for visitors day in and day out. The BCTDA would not be able to achieve its goals - generating awareness and reputation for Asheville that supports all economic development goals throughout Buncombe County - without you!



Wishing you a very happy and safe holiday season!

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

Stephanie Pace Brown

President & CEO

Explore Asheville

Upcoming Events

JANUARY

31

SAVE-THE-DATE: Community Input Session

Wayfinding Signage in the River Arts District

Explore Asheville wants to hear from you as we develop a plan to add Wayfinding signage in the River Arts District after road construction is complete. Save-the-date for Community Input Sessions to be held in the morning and afternoon on Thursday, January 31. More details to follow.

Bureau Buzz

Hip Hip Hooray for CVB Superstars



While all of our partners are special, we like to recognize a few each year for going above and beyond in working with the Explore Asheville team throughout the year. This year's winners are: **John Almageur** of Asheville Art Studio Tours (pictured: Tour guides Tony Prince and Jason Rafferty accepted on his behalf), **Ruth Summers** (not pictured) of the Grove Arcade and member of the TPDF Committee, **June Vengoechea** of Visions of Creation in Black Mountain, and **Kevan Frazier** of Asheville By Foot Walking History Tours and Well Played Café. A big congratulations to all our Superstars!

2019 Official Visitor Guides Ready To Go!

The new Official 2019 Visitor Guides will be ready in just a few short weeks. Guides are available for distribution at your businesses and we can even arrange FREE delivery by the case. Simply send your inventory request via email to Information Specialist Charlie Reed at creed@ExploreAsheville.com. Please include your first and last name, business name, mailing address and number of cases requested. Each case contains 45 Visitor Guides.



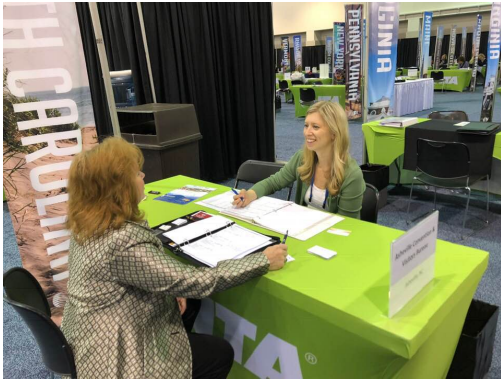
Notable Clips

The PR team generates significant stories about the Asheville area in national news outlets - here are a few of the most recent clips:

- Garden & Gun | [What's New in Asheville](#)
- Food & Wine | [Two Restaurants to Open in Downtown Asheville's Forthcoming Hotel Arras](#)
- Matador Network | [Why Asheville is the best getaway you can take this winter](#)
- Vogue | [An Insider's Guide to Asheville, The Arts-Filled City Where Pottery is Thriving](#)
- USA Today | [Tattoos on vacation: 10 great parlors for that forever souvenir](#)
- Washington Post | [The Song of Abby the Spoon Lady](#)

Group Sales Update

The Group Sales team's travels in November included the Women in Sports Tourism Education Conference, Luxury Meetings in Columbia, Charlotte and Raleigh and sales calls in Columbia, S.C. and Washington D.C.



Beth McKinney attended the National Tour Association Travel Exchange in Milwaukee and had appointments with 33 tour operators. Explore Asheville also partnered with Biltmore and Hampton Inns of Asheville and hosted a client event for 11 additional tour operators while at NTA. Dianna Pierce traveled to Nashville for the Travel South International Showcase, meeting with 38 international buyers and receptive operators.

Group Sales & Services Specialist, Leann Swims, and Herb Arnold with Biltmore Farms Hotels exhibited along with Ashley Jenkins from Biltmore at the AAA Carolinas Superbowl of Knowledge Tradeshow in Concord, NC on November 17 meeting with over 150 agents to promote Asheville as a destination for their clients.



The 48-Hour Experience & Other Familiarization Tours Hosted



The sales team hosted its 15th Asheville 48-Hour Experience November 13-16 with 11 meeting planners in attendance. The group of planners included corporate and third party planners all of whom took a serious look at Asheville for future meetings, and, as a result, multiple leads have already been received. We give our sincere thanks to the industry partners that

helped make this another very successful 48-Hour Experience!

Group Sales & Services Specialist Leann Swims, along with partners from Biltmore Farms Hotels, Adventure Center of Asheville and Biltmore, helped host a group of eight AAA Carolinas Agents and staff for a mini-FAM tour. Agents experienced the fall foliage, the magic of Biltmore, the thrill of zip lining, a great tour of the Arboretum followed by a drive out to Looking Glass Falls provided by Appalachian Mountain Adventures, and a walking history tour of Asheville with Asheville by Foot. Thanks again to all who participated!

Who's In Town

The sales team booked eight groups and three weddings in December resulting in 1,094 rooms!

- The Great Smoky Mountain Grapple
- Basketball of the Carolinas-2018 WNC Holiday Classic
- Development District Association of Appalachia 2018 Winter Board Meeting
- 15th International Wildland Fire Safety Summit & 5th Human Dimensions Conference
- McGill & Associates Holiday Party
- Strong Bonds AC-FY19-00301
- Tennessee Credit Union League Top 25 2018
- UnitedHealth Group - 2018 NC DSNP Roadshow

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](https://www.exploreasheville.com). Group dining and activities listings are used not only by planners coming to Asheville, but also by Explore Asheville staff! To get started contact Brit Martin, bmartin@exploreasheville.com. Already have a group listing but want to update it? Instructions can be found [here](#).

Partner Opportunities

AAA Travel Sales Blitz

Sales & Service Specialist/AAA Liaison, Leann Swims, has limited availability for interested attraction or hotel partners to participate in a 3-day AAA Travel sales blitz to Nashville, TN in late February (tentative dates are Feb 25-27). A task force is forming soon to begin plans for the trip. Each partner is responsible for meals, lodging, small giveaways, etc. but we do as much as possible to help defray costs. Please reach out to Leann directly at Lswims@exploreasheville.com for more information.

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".

In The Community

Check Out Asheville Restaurant Week January 21 - 27

Enjoy the best of Asheville food and drink during Asheville Restaurant Week January 21 through 27. Presented by the Asheville Area Chamber of Commerce and PSNC Energy, Asheville Restaurant Week features more than 30 of Asheville's tastiest restaurants offering special prices and menus. Find out more at ashevillerestaurantweek.com.



City of Asheville Update: Trash & Recycle Holiday Schedule in the Central Business District

Trash and Recycle Collection for the Central Business District will be postponed by one day for week of Christmas and New Year's. Collection days will be Thursday, December 27, and Thursday, January 3. Please have all carts and bags out by 5 AM.

Biltmore Village's Porter & Prince named Most Beautiful Independent Store in NC by Architectural Digest

Kudos to retail partner, Porter & Prince, for this distinguished honor. Criteria for

receiving the Architectural Digest distinction was "based on the store's focus in terms of offering a uniquely curated merchandise selection, their commitment to kind, patient service and striving to creatively inspire the love of home and beauty in those who Porter & Prince is passionate about serving."



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

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