



BCTDA 2019-2020 SALES & MARKETING PLAN

Explore Asheville Convention & Visitors Bureau
27 College Place | Asheville, NC | ExploreAsheville.com

Explore **ASHEVILLE**
Buncombe County Tourism Development Authority

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ABOUT THE BCTDA

The Buncombe County Tourism Development Authority (BCTDA) is a public authority with the purpose of attracting overnight visitors to the community to expand the customer base for local businesses, provide jobs, and generate tax revenue.

The BCTDA oversees the Asheville area destination marketing and sales efforts which help to attract more than 3.9 million overnight visitors each year. In total, people who visit Buncombe County spend \$2 billion and create a total of \$3.1 billion in economic impact.

The Explore Asheville Convention and Visitors Bureau implements the sales and marketing plan in partnership with 1,300 local tourism-related businesses for the benefit of the community.

BCTDA MISSION

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.

BCTDA VISION

Asheville/Buncombe County will retain its unique, authentic and environmental charm while welcoming global visitors searching for personal enrichment and memorable experiences.

ASHEVILLE'S BRAND PROMISE

We guarantee you a life-enriching experience each and every time you visit Asheville. It's personal, personal to you. And it is also personal to us. We live that same genuine experience and want to share it with you. We empower you to discover a collection of experiences that is as unique and varied as each individual who visits us, and allow you to do so in a warm, embracing and creative environment.

BRAND POSITION

The unique and eclectic array of experiences in Asheville opens wide your sense of discovery and enriches your life.

CORE VALUES

Welcoming. Natural. Vibrant.

MARKETING & PUBLIC RELATIONS

2019-2020 KEY OBJECTIVES

Attract overnight lodging visitors and expand awareness of the Asheville area to increase aspirational desire to vacation and stimulate lodging demand.

- Drive **5 million** visits to ExploreAsheville.com
- Exceed **2 billion** earned media impressions

The marketing team and its agency-of-record develop strategies to expand awareness and understanding of the Asheville area destination brand and creates desire for visitor experiences and drive demand for overnight lodging. This attracts people to visit who serve as a customer base for local businesses. Using robust analytics and data-driven insights, the team shapes creative messaging and determines the most effective distribution channels for paid media, while complementing that with integrated proactive media relations efforts, content development strategies, niche promotions and a social outreach program to further amplify destination buzz.

CREATIVE POSITIONING | LET YOUR SPIRIT RUN FREE

- Introduce new creative campaign positioning, Unsurprisingly Surprising: Letting your spirit run free means being spontaneous and open, embracing the small and big surprises that Asheville will open up.

CREATIVE STRATEGY

Continue to showcase the vibrancy, variety and depth of Asheville's cultural and natural attributes through expanded content, destination storytelling and integrated marketing efforts aimed at growing awareness and illuminating/facilitating the visitor experience.

- Further grow credibility and awareness for the Asheville key pillars—Mountains/Outdoor, Music, Arts, Food/Beverage and Biltmore—by leveraging content in an integrated, cross-channel campaign.

PAID MEDIA

<p>BASE AUDIENCE <i>Adults 45-64</i></p> <p><u>Motivator:</u> Immersing in the culture of an unfamiliar place <u>Key Pillars:</u> Outdoors, Arts, Music, Food/Bev, Biltmore <u>Craving:</u> Upscale, accessible experiences</p>	<p>GROW AUDIENCE <i>Adults 35-64</i></p> <p><u>Motivator:</u> Reconnecting with their inner child <u>Key Pillars:</u> Outdoors, Arts, Music, Food/Bev, Biltmore <u>Craving:</u> Family-friendly experiences that bring everyone together</p>	<p>TEST AUDIENCE <i>Adults 25-64</i></p> <p><u>Motivator:</u> Returning to a simpler way of life <u>Key Pillars:</u> Outdoors, Arts, Food/Bev <u>Craving:</u> No frills, off-the-grid, experiences that let them escape the everyday</p>
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BASE AUDIENCE | Base audience: Life is a balancing act for this group. They feel an urgency to work hard, provide for their family, stay fit, and keep an active pulse on current events. However, they also recognize the benefits of disconnecting and fostering moments of self-discovery—primarily through travel. As travel advocates with a higher disposable income, they’re most likely to go the extra mile when booking flights and hotel reservations, making them the most desirable audience for travel destinations. As active doers and explorers, they’re the most likely to stay in the heart of Asheville.

GROW AUDIENCE | For this group, happiness is a journey, not a destination. Life is full of food, sports, travel, and good company. Despite not having the most competitive income, they’re constantly striving for the best life can offer. As savvy shoppers, they’ve learned important life hacks that let them partake in meaningful experiences with their families. They know how to navigate the best places and times to buy. When it comes to travel, they’re most likely to snag discounted spots right outside of the heart of the city.

TEST AUDIENCE | This group takes life in stride. They find comfort in the simpler things, from spending time with their pets to getting creative with arts and crafts. They’re motivated by pragmatism, tradition, and harmony, have attainable goals, and enjoy dining at casual restaurants. Being less flashy, they would be most likely to book a quaint spot on the outskirts of the city, closer to the mountains.

GEOGRAPHIC FOCUS

- Core DMAs: Atlanta, Birmingham, Charleston, Charlotte, Chicago, Cincinnati, Columbus (OH), Dallas-Ft. Worth, Greensboro-HP-WS, Knoxville, Nashville, New York City, Orlando, Raleigh-Durham, Tampa-St. Petersburg, Washington, D.C., West Palm Beach
- State-wide: Alabama, Georgia, North Carolina, South Carolina, Tennessee
- Digital partnerships and sponsorships will expand to nation wide audiences

STRATEGIES & TACTICS

Root strategy and tactics in robust analytics.

- Audience segmentation defined by pre-existing Asheville audience Mosaic segments, layered with data from agency proprietary tools, and third party data, to define demographic and psychographic traits, along with spending and travel habits of the three core segments.
- Reach the right audience, at the right time, with the right message through sophisticated targeting, retargeting and digital sponsorships to connect with all three target audiences.
- Engage potential visitors through sight, sound and motion to showcase all that the area has to offer.
- Utilize robust analytics to continue to refine understandings of Asheville audience segments, what messaging resonates with them, and optimize accordingly.
- Media Mix Modeling and Arrivalist data will lead the way with critical learning to inform optimizations and media selection.

Generate an increase in demand for overnight lodging stays by driving intent to visit the Asheville area.

- Shift from DMA-level digital strategy to statewide digital strategy of drive-markets to ensure a broader reach of potential visitors in contiguous states.
- Connect with potential visitors through mass reach and niche targeting to ensure we surround all three audiences.
- Continually optimize campaigns based on in-market learnings and Arrivalist data.
- Target DMAs with new direct flights to Asheville to showcase easy access to visit.
- Create lead generation for the Asheville area as a wedding destination.

Utilize data and analytics to dynamically optimize digital efforts throughout the year.

- Optimize digital messaging and delivery using analytical tools to tweak performance and goal conversion that deliver on KPIs.
- Use retargeting to engage potential visitors based on their interests, their site visitation, and to showcase additional messages to the most engaged potential visitors.
- Test different creative messages to different audience segments within digital and paid social to understand nuances and responsiveness and continue to showcase the most engaging messaging.
- Utilize available visitation data to shift media dollars between tactics, partners, and channels based on Arrivalist data and other insights.

Create a personalized messaging experience for potential visitors, based on their web behaviors and shown interests.

- Utilize innovative data to ensure the most engaging messaging is served to the right potential visitors, at the right time.
- Implement on-site data, creating the opportunity to retarget potential visitors and message with specific creative based on their interest in the outdoors, arts, history, music, etc.
- Implement behavioral data to engage potential visitors based on travel-intent triggers, showcased by searching for or researching a competitive destination.

Flight each media channel specific to the media usage habits of each audience segment, including when each segment is planning their travel.

- Maintain always-on digital presence for year-round awareness to all audiences.
- Flight video in late-summer, early-fall and spring seasons to coincide with travel, encourage visitation and bolster shoulder seasons.
- Launch audio in the winter to maintain a mass presence to all key audiences.
- Social will remain live for the majority of the year to continue conversations with actively involved visitors and prospective visitors.

Realign media mix based on new audience segments.

- Reframe media mix to truly align media spend within channels that engage with each audience segment, based on where they are engaging with media, their channel preferences, and which channels impact visitation.
- Implement Media Mix Modeling to continually learn from each campaign and utilize learning as an input into further planning and optimizations.
- Shift dollars away from print, while moving further into digital and social, aligning with core audience usage.
- Create holistic video and audio plans, encompassing both traditional channels and online streaming.

Continue to leverage video assets that deliver inspirational imagery and storytelling to create emotional connections and increase aspirational desire among travelers through the channels best suited for reaching targets.

- Integrate video assets into cross-channel units (social, rich media, etc.) to maximize views and increase click-throughs to ExploreAsheville.com.
- Refresh video assets in order to tailor online video to individual markets and segments based on the particular insights and interests of each.

CONTENT DEVELOPMENT & ONLINE ENGAGEMENT

Develop and curate world class content: Continue to embrace the idea of storytelling and maintain a dynamic, diverse and deep content library to generate affinity for the destination, highlight distinctive brand attributes and evoke an emotional connection with the consumer.

- Develop creative that integrates with the paid media campaign and taps into the essence of “Let Your Spirit Run Free.”
- Draw on data from Google Analytics and the expertise of analysts and local partners to determine editorial coverage based on consumer interest, news value and search trends.
- Continue to work with local freelance contributors to develop strategic written and visual content with destination authority.
- Implement a strategy to procure, create and integrate more high-quality visual content (video, live broadcast, Instagram Stories, infographics, quizzes, 360-degree photo and video tours, user-generated content) that has high potential for shareability and engagement across CVB web and social media.
- Utilize Crowdrift technologies to source, curate and display user-generated content in the form of photographs or videos to provide visitors with an authentic view inside the destination.

- Research and develop 360-degree photo and video assets and an interactive viewer to allow visitors to browse the destination while planning their visit.
- Continue the work of the Google DMO Partnership Program to enhance Explore Asheville's role in Google's growing ecosystem of travel products, to optimize the experience of the travel planner and to place destination content in front of more web searchers.

Optimize the online experience for visitors to ExploreAsheville.com and followers to associated social media channels to provide information according to individual needs and interests.

- Analyze findings and implement technical and content recommendations from 360i's SEO team to improve organic performance of ExploreAsheville.com.
- Employ search optimization best practices and findings from Google Analytics, Search Console, Site Improve and AdWords into development of new content pages and in updates to existing and seasonal content.
- Use Bound 360 personalization technology to customize user experience based on geography, search terms, advertising activity and consumer behavior.
- Engage and retain web users with content that balances detailed, practical destination insight/resources with more aspirational destination context, incorporating dynamic functionality and high-impact visuals to inspire and improve online consumer planning, as well as grow Explore Asheville's understanding of key areas of travel interest.
- Develop custom landing pages as a fulfillment mechanism for digital campaigns to increase time-on-site and encourage specific actions that lead to booking and other conversion goals.
- Implement strategic changes as part of a site refresh of ExploreAsheville.com that is informed by conversion rate optimization (CRO) research and the web usability study and leads to improvements in web KPIs and conversion.
- Maintain and promote WelcometoAVL.com as a resource for on-the-ground visitors and locals. Connect industry partners with collateral resources to share with their guests.
- Use booking engine to drive consumers deeper into the planning funnel with the aim of closing the sale.
- Leverage ExploreAsheville.com to serve as main point of fulfillment and motivate actual and aspirational visitation, promote saving and sharing content, and encourage additional exploration and vacation bookings.
- Drive advertising and social communications to ExploreAsheville.com content and landing pages and measure specific click-through actions.
- Drive online bookings and downstream traffic to partners, including those signed on to Simpleview's Destination Travel Network (DTN), a turn-key solution for implementation of an attractive advertising program.
- Capitalize on Asheville's awe-inspiring scenic assets, cultural connectivity and philosophy of self-expression to provide more expansive and deeper awareness of destination assets, while creating emotional connections with potential and repeat visitors, destination fans and enthusiasts.
- Utilize Explore Asheville's inspirational videos to showcase the destination and create additional video assets for a variety of marketing uses.
- Continue to contract locally for production of complementary video shorts that build our multimedia library, expand our YouTube channel and provides assets for digital and native advertising.

- Create and procure still photography that can be used across marketing channels, promotions and media outreach.
- Provide additional information to consumers who have responded to advertising or requested additional information about the Asheville area.
- Work with Saga City to produce the Official Asheville Visitor Guide that can be used by potential visitors and travelers on the ground to learn about the destination and plan their visits.
- Ensure flexibility and device compatibility by providing online and iPad versions of the Visitor Guide.

Use key social media channels to drive awareness and create engagement with traveling consumers. Make Explore Asheville social channels work harder and smarter through content optimization and audience targeting.

- Utilize Facebook, Twitter and Instagram to keep Asheville top-of-mind for online fans; extending reach with buzzworthy aspirational content, shareable multimedia assets, timely news items, strategic post promotion/advertising and special giveaways to engage fans and drive traffic to ExploreAsheville.com.
- Use a combination of social media channels and tools to complement specific/niche promotions, expand the reach of marketing messages and amplify coverage by media and influencers.
- Continue to leverage YouTube, Vimeo, Facebook and Instagram as video distribution platforms for Explore Asheville's extensive video content program, including Facebook Live broadcast opportunities and curated Instagram Story coverage to showcase Asheville's unique destination attributes.
- Evaluate other emerging social tools and technologies to further expand the Asheville brand.
- Incorporate keyword strategy in social messaging to assist in driving traffic to website.
- Further amplify the reach of social content through mobilization of industry partners, business stakeholders, brand enthusiasts and proud community ambassadors (i.e. Movoto) willing to link to ExploreAsheville.com or share Explore Asheville social and multimedia messages/assets through their channels.

Continue an online outreach program that leverages e-mail newsletters and viral marketing opportunities, utilizing a customer-focused approach.

- Explore opportunities offered by the email platform to build the e-newsletter subscriber database, grow click-through and open rates and engage new subscribers.

MEDIA RELATIONS

Continue a proactive media relations program with an emphasis on relationship building and on-brand, news-ready outreach to generate earned media in strategically targeted outlets and markets to ensure key messages are conveyed in editorial, broadcast and online placements.

- Create customized pitches aimed at editors, journalists, bloggers, influencers and video/rich media producers. Identify and respond to pitch opportunities generated through outside sources.
- Cultivate new and existing media relationships through meaningful one-on-one connections including media tours, targeted pitches, networking events, story support and site visit facilitation.

- Encourage journalists on assignment to expand and infuse stories with brand messages, as well as seasonal and niche story ideas. Promote inclusion of call-to-action conversion-oriented elements including ExploreAsheville.com resources, multimedia assets, travel packages, events and online booking.
- Continue to evolve pitch and press release tactics to provide media contacts the news and destination insight that is most relevant to their coverage.
- Continue to update the online newsroom and press kit collateral to meet changing needs of journalists on assignment, including photo/video asset management and streamlined media vetting and response.
- Optimize and fully leverage destination news and messaging strategies through integration and alignment with ExploreAsheville.com editorial content. Continue to repurpose ExploreAsheville.com news, pitches and editorials across audiences—including media—to maximize message reach, boost awareness and create synergy among CVB communications platforms and media outreach initiatives.
- Refine best practices for deployment and integration of destination news content that will strategically boost SEO/keyword share, backlinks and positively impact ExploreAsheville.com's online and social authority.
- Leverage social media as an integrated tool for media relations, targeted pitching, news distribution and media reciprocity by sharing stories and tagging journalists through CVB media channels.

Use media tours and site visits to elevate personal connections with media and increase dialogue and Explore Asheville influence on stories, while also seeking opportunities to secure on-the-spot broadcast coverage. Additionally, maintain an industry conference presence targeting events that focus on media networking and marketplace opportunities.

Schedule:

- Atlanta & Birmingham | FALL
- Society of American Travel Writers Media Marketplace | FALL
- Chattanooga, Huntsville, Nashville | WINTER
- TravMedia IMM Media Marketplace | WINTER
- NYC Media Tour & Visit NC Event | SPRING
- Dallas, TX | SPRING
- Visit NC 365 Media Marketplace | SPRING
- IPW Media Marketplace | SUMMER
- PRSA Travel & Tourism | SUMMER

Maximize perennial media and consumer interest in season-specific travel through well-timed, integrated media and content/social marketing campaigns.

- Leverage the popular fall foliage season to maximize national and drive market exposure through an integrated marketing effort of strategically placed/secured fall predictions, destination news, call-to-travel elements and aspirational multimedia elements (e.g. animated interactive color graphic, dynamic web content and stunning photography/video).

- Continue to generate interest in Asheville as a winter travel destination by elevating its differentiating winter travel experiences as a cozy mountain getaway with a blend of cultural offerings, outdoor adventure and long-range views.
- During typically softer winter months, hone-in on broadcast and news opportunities in key drive markets to boost awareness of seasonal offerings, specifically those tied to culinary, romance, arts and time-sensitive event news (e.g. What's New in 2020, Biltmore exhibit news, SoCon and travel packages).
- Identify and help facilitate development of newsworthy, seasonal travel packages to feed integrated marketing efforts with fresh, season-specific news and on-brand curated experiences.

Target emerging and existing niche markets, especially arts, culinary, music, outdoor, and meetings and convention business, while maintaining emphasis on primary travel motivators.

- Evolve and deepen awareness of Asheville's food scene by sharing information that includes cultural and historical context featuring Asheville's modern Appalachian culinary scene, and its diversity of influences and makers.
- Research and develop pitch ideas and content that shares the rich stories of the region's African American past and present history, and identify content that has the dual purpose of supporting the emerging African American trail as it develops.
- Execute destination immersion site visits for art, music, culinary and outdoor media and influencers with special focus on establishing new connections. Update materials and pitch ideas for specific content areas to generate media placements.

Engage digital influencers as brand ambassadors to strategically place destination messages with their niche audiences.

- Use analytics and refined vetting/intake procedures to better evaluate and prioritize brand ambassador partnership opportunities.
- Execute immersive destination experiences for brand ambassadors that will provide content for their channels that is authentic, engaging and inspiring.
- Create deliverables for influencers that specifically tie coverage plans to Explore Asheville PR, content and web/SEO goals, including strategic messaging, web backlinks and image/video asset catalog development.
- When appropriate, work with the content team to continue to execute a coverage optimization plan for influencers that maximizes exposure of content deliverables. Tactics may include editorial rollout plans, Instagram takeovers, video teasers, social promotion/engagement from EA channels and/or supporting content on Explore Asheville channels.

Use insights and measurement tools to identify PR opportunities, gauge effectiveness of specific media relations efforts and make adjustments as needed.

- Continue to track effectiveness and ROI of media relations efforts by employing news/clips services, tracking media touchpoints and site visits, logging proactive pitches, monitoring release performance and assessment of online, print and broadcast placements.
- Use Cision/TrendKite and Google Analytics to measure traffic and social engagement generated by placements, influencer content and online stories.

- Develop and deploy strategies to leverage Cision/TrendKite media coverage insights that may include high-impact outlet targeting, promotion of trending or high-SEO stories, media influencer outreach, keyword-based pitching, competitor coverage analysis and optimization or promotion of backlinked content.

GROUP SALES & SERVICES

2019-2020 KEY OBJECTIVES

- Book **82,000** definite room nights
- Secure **900** group leads

The Group Sales & Services team develops strategies and tactics to increase awareness of Asheville as a group destination, expand the client base and, ultimately, drive demand for overnight lodging. The anticipated increase in hotel inventory requires concentrated efforts on building the sales pipeline and vigilance in assessing where assets are best allocated to reap the strongest returns. A blend of established and innovative sales techniques is required to create a competitive edge moving forward.

The 2019-2020 fiscal year will continue to blend traditional sales activities like sales calls, tradeshow and marketplace attendance, hosting in-market events, well-placed regional and national sponsorships and advertising with new initiatives. Staff will continue to roll-out the recently launched Elevate My Meeting integrated campaign through new and existing distribution channels. A central feature of the campaign is the internally produced and curated on-demand webinar informing planners unfamiliar with Asheville about available meeting options, expanded lift and recent product expansion. Additional on-demand segments highlighting Asheville's meeting features will be added. Using a combination of digital ads, eblasts using national databases, newsletters, LinkedIn and other tools available, the goal is to new and existing clients during the destination research phase. The end goal is to increase overnight demand through group events.

New internally produced on-demand destination training videos will continue to be introduced to the AAA markets. Each training video will include on-site interactions with multiple partners and have a seasonal focus. We expect to produce three segments in FY 19-20.

This year, staff will launch a top-to-bottom meetings brand refresh, with deliverables expected in May 2020. The goal is to develop a fully integrated plan, beginning with messaging points reflective of the area's growth and enhanced air lift, and continue through to the development of print, digital and trade show assets reflective of the enhanced messaging.

Staff will continue to identify/prospect large sports opportunities that can place events in Asheville during soft periods, will host three Asheville 48-Hour Meeting Planner Experiences, and will attend 20 marketplaces/tradeshows.

STRATEGIES & TACTICS

Increase client engagement through target market sales visits and client events.

- Continue to concentrate sales resources in North Carolina and key destinations of Atlanta, Columbia, Jacksonville, East Tennessee, Nashville, Chicago and Washington, D.C.
- Host client events in key cities of Atlanta, Chicago, Charlotte and Raleigh.
- Host pop-up events in tandem with attendance at major industry shows: American Bus Association, IMEX and Association Executives of North Carolina.
- Attend 20 regional, national and internationally focused trade shows and missions crossing all market segments (see Partner Opportunities as listed on Asheville CVB.com).
- Utilize the *Have More Fun on Us* meeting development fund targeting contracted Sunday-Thursday group stays with a special emphasis on slower timeframes.
- Work with the Asheville Buncombe Regional Sports Commission to identify/pursue events of 500+ attendees for off-peak and Sunday-Thursday periods.

Host buyers to experience the Asheville product.

- Execute three Asheville 48 Hour Experience events – July and November 2019 and March 2020 with a target audience of 12 buyers.
- Host 3 mini FAMs bringing North Carolina based planners in to experience community events.
- Promote individual site visits as conversion rates increase once a planner visits.
- Host an exclusively Asheville motorcoach FAM in spring 2020 with a target audience of 25 participants.
- Host sports rights holders as opportunities arise.
- Support independent FAMs and site visits hosted by industry partners.
- Participate in international group and individual FAMs spearheaded by the Economic Development Partnership of North Carolina.

Support the sales process.

- Research and secure well-placed regional and national sponsorship opportunities with the aim of placing Asheville in a new and wider consideration set.
- Use external lead-generating vendors to qualify meeting prospects with a specific focus on corporate buyers.
- Maintain an expanded destination presence on Cvent and respond aggressively to leads received through this channel.
- Extensive promotion of the *Have More Fun On Us* meetings incentive program for bookings sourced through the CVB and targeting soft periods and Sunday through Thursday stays.

Develop TEAM ASHEVILLE and regional partnerships.

- Encourage industry partners to join the CVB at trade and client events.
- Participate with the Economic Development Partnership of North Carolina and regional tourism bureaus on international and group tour marketing initiatives.
- Include partnership opportunities on ExploreAshevilleCVB.com and in Partner Connect e-newsletters.
- Host quarterly directors of sales meetings and twice-annual Citywide Task Force meetings to exchange information and update partners on current/future sales initiatives.
- Identify/create community connections with key organizations and individuals able to assist in bringing professional associations to Asheville to meet.

Raise awareness and knowledge of the area among southeast AAA branch offices.

- Host three web-based destination orientation/training programs focusing on niche and seasonal marketing content using the new high-resolution video format.
- Participate in the annual Blue Ridge Parkway AAA FAM.
- Host in-market FAMs for AAA clubs when requested.

COMMUNICATIONS & CONVENTION SERVICING OUTLOOK

Client communication is a key component of the department's strategy. With a robust communication plan in place, the CVB will be in touch with planners throughout the year, capturing their attention when they are in the destination discovery phase—the most critical connection time with a CVB. Tools used will include e-newsletters, pre- and post- tradeshow and marketplace communications, creative RFP contests and incentives, seasonal correspondence, targeted niche mailings and more. The team will use available research and, through “warm leads” efforts, will further refine and target planners leaving a digital breadcrumb trail, indicating interest in Asheville.

A new element this year is the recently launched Elevate My Meeting integrated campaign, with assets created specifically to attract new planners not familiar with Asheville and to speak to planners who have not hosted an event in Asheville for the past three years.

In addition, the convention services team will continue to support the CVB sales managers' efforts and enhance the meeting planner and attendee experience through exceptional customer service, knowledge of local resources, and by providing creative services. Focus will continue to be on offering marketing assistance to help planners build the meeting's attendance through materials that raise awareness of Asheville's attributes to potential meeting attendees.

CONVENTION SERVICING STRATEGIES & TACTICS

Enhance marketing toolkit for meeting planners, continue to help as many meetings as possible and leverage the connection to the client to help generate future leads and content for sales communications.

- Provide services to inbound groups hosting events in the Asheville area.
- Promote and distribute the CVB's attendance-building video.

- Collect testimonials and meeting details from meeting planner clients for media leads.
- Develop a new post-meeting survey communication strategy to ensure contact is maintained to increase future bookings.
- Focus on meeting promotion needs to encourage and increase Asheville area meeting attendance.
- Develop convention service web tools for meeting promotion including image gallery, promotional text download and video links.

Increase destination awareness by implementing a robust year-out communications and public relations strategy.

- Complete the brand refresh by May 2020 followed by a strong roll-out of assets.
- Continue placement of the print and digital advertisement used in promoting Asheville.
- Continue direct marketing programs, including lead generation promotions offering creative incentives for sending RFPs.
- Develop LinkedIn marketing strategy to include development of an Asheville meetings brand company page, targeted advertisements, and content sharing/client engagement by sales staff.
- Monitor web traffic and performance and work with web manager to optimize meeting planner pages specifically monitoring performance of the Submit an RFP page.
- Develop website personalization strategy to deliver content to first-time and return visitors with the goal of capturing more prospect data and RFP submissions.
- Continue to partner with the PR team to pitch publications in the group market and respond to media inquiries maintaining our reputation as an exceptional partner to journalists and editors.
- Improve sports content on ExploreAsheville.com to promote Asheville as a sports destination.
- Continue to add new editorial content for the meeting planner section of ExploreAsheville.com to expand awareness of Asheville's assets.
- Use Twitter and LinkedIn to promote our attendance at industry events.
- Use targeted Facebook and LinkedIn advertising to build awareness of the destination and planner promotions.