

# ASHEVILLE + 360<sup>i</sup>

NEW FY20 CAMPAIGN



THE GOAL:  
INCREASE OVERNIGHT STAYS

# 1. ATTRACT THE RIGHT VISITORS

WE FOUND 20MM MORE PEOPLE IN OUR TARGET AUDIENCE

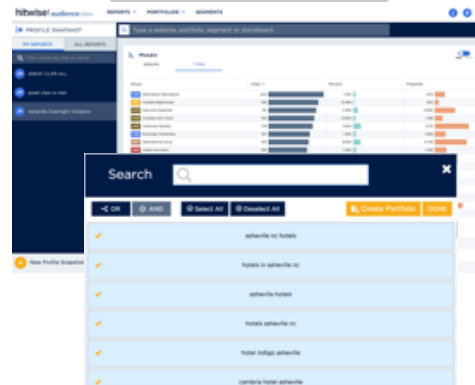


asheville hotels

asheville hotels

asheville hotels downtown

Remove



A man is driving a dark-colored convertible car on a winding asphalt road. A large, fluffy brown dog is sitting in the passenger seat, looking out the window. The driver is seen from the side, wearing a dark shirt. The road curves to the left, bordered by a steep, rocky cliff on the left and a grassy field with trees on the right. In the background, there are rolling hills under a clear blue sky. The sun is low on the horizon to the right, creating a lens flare effect. The overall scene is peaceful and scenic.

## 2. DRIVE RELEVANCE:

RIGHT MESSAGE. RIGHT PLACE. RIGHT TIME.

A man with a beard and sunglasses is seated on a wooden stool, playing a djembe drum. He is wearing a blue patterned short-sleeved shirt and light-colored shorts. In the background, a diverse group of people are gathered outdoors on a paved area, some sitting and some standing, watching the performance. There are other drums and cymbals visible in the foreground and background. The scene is set against a backdrop of green trees.

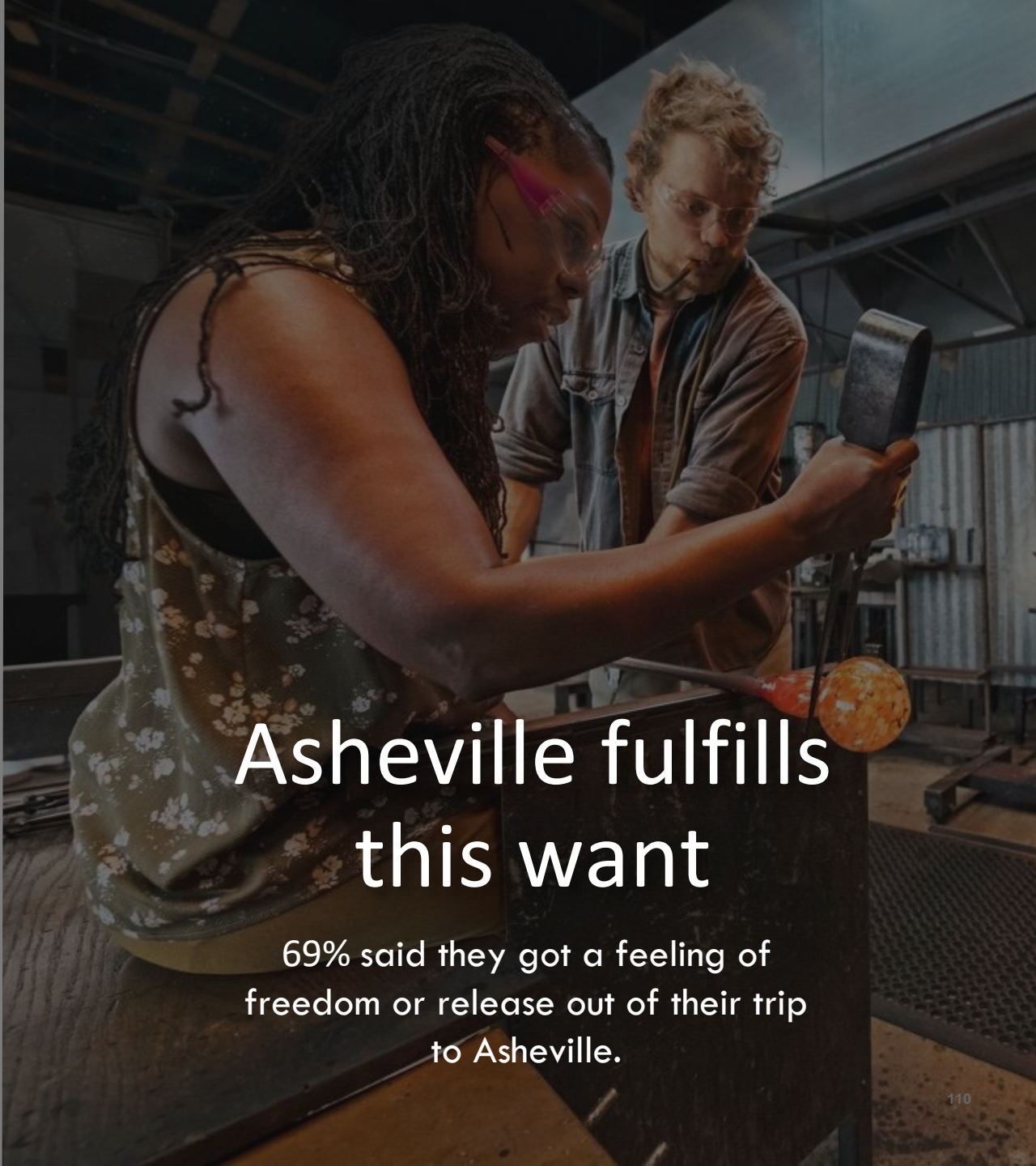
### 3. PORTRAY THE ASHEVILLE AREA AUTHENTICALLY

SIGHT. SOUND. MOTION.  
LOCAL.  
VARIETY OF EXPERIENCES.

A photograph of two women hiking through a dense forest. The woman in the foreground is wearing a blue jacket and a backpack, looking towards the camera. The woman behind her is wearing a purple jacket. They are surrounded by lush green foliage and tall trees.

# They want a liberating experience

62% say that every day they are doing  
things they have to do vs. the things  
they want to do.

A photograph of two people working in a workshop. A woman with long dark hair and safety glasses is in the foreground, focused on a task. A man with curly hair and safety glasses is standing behind her, also working. They are surrounded by various tools and equipment.

# Asheville fulfills this want

69% said they got a feeling of  
freedom or release out of their trip  
to Asheville.

BRAND POSITIONING

Asheville is the city for free spirits.  
It is the counterpoint to the pulls of  
pragmatism.

## STRATEGIC APPROACH

Give travelers permission to let their spirit run free.

THE TAG LINE

ASHEVILLE

Let your  
spirit  
run free

ExploreAsheville.com

Letting your spirit  
run free means being  
spontaneous & open,  
embracing the small  
and big surprises that  
Asheville will offer up.













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Sponsored ·



Experience the unexpected in Asheville.



Discover Asheville

Learn More



It's unsurprisingly surprising.



Like



Comment



Share



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Asheville

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Learn More



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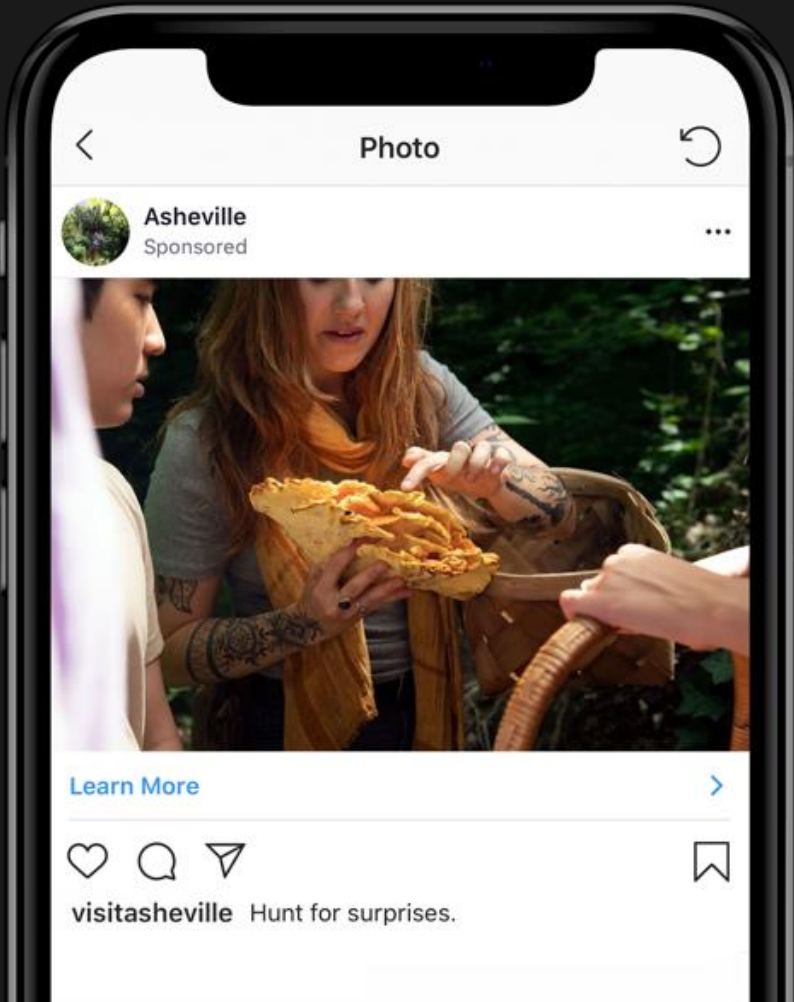
Like

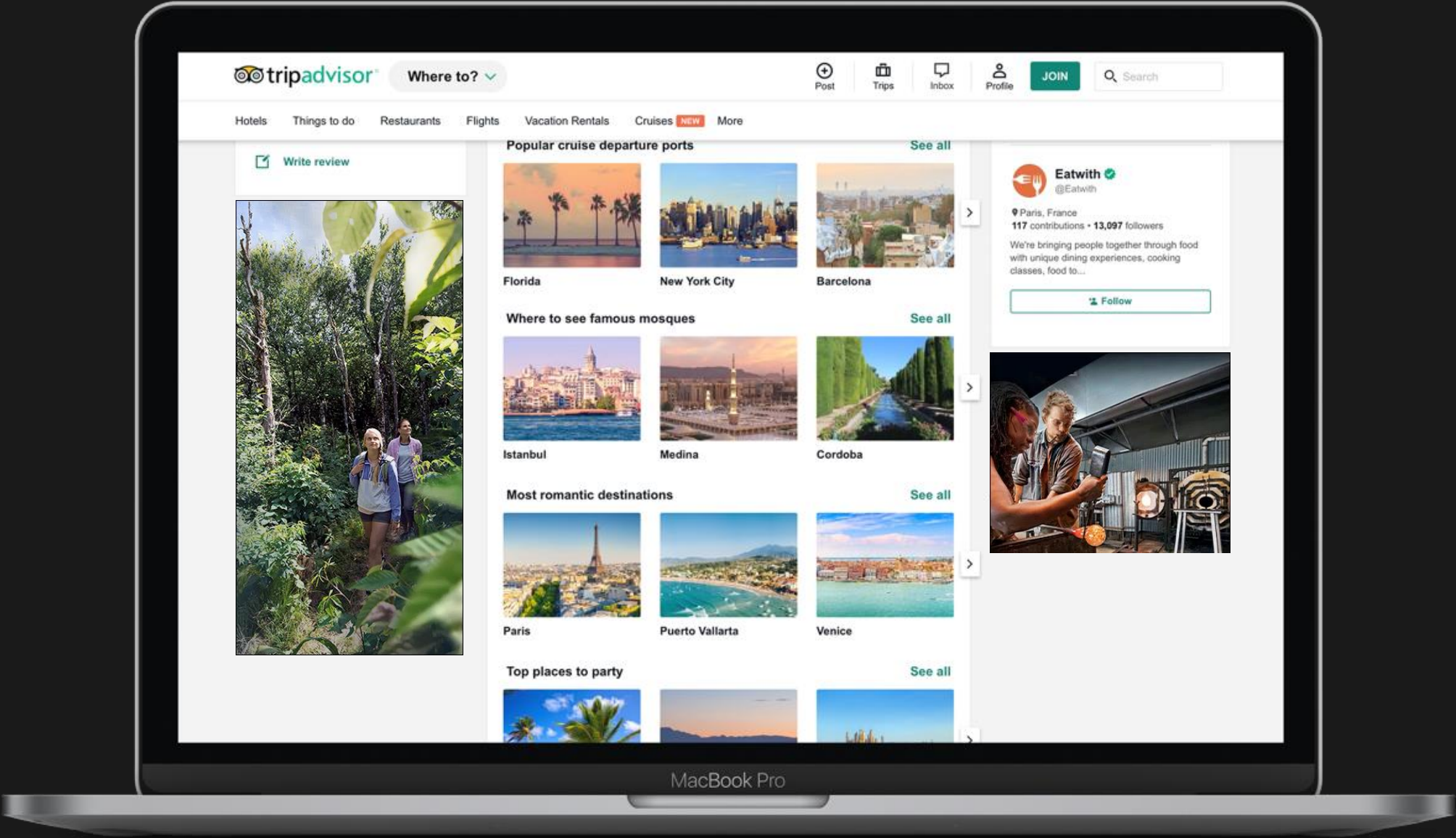


Comment



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SUBSCRIBE



The Food of Sichuan

EVERYDAY SPEAKS TO

Literary Gercarz

BOOK

nothing for

FALL PREVIEWS 2019

# The Best Cookbooks of Fall 2019

By Eater Staff

A collage featuring various cookbook covers, including "The Food of Sichuan" and "EVERYDAY SPEAKS TO", along with images of food and people.

FALL PREVIEWS 2019

## 9 Food Shows to Watch This Fall

By Greg Morabito

A collage featuring portraits of three men, a crowd of people, and a close-up of a woman's face.

MacBook Pro

# CAPTURED A WEALTH OF IMAGES



# DRIVING INTENT TO VISIT WITH MEDIA



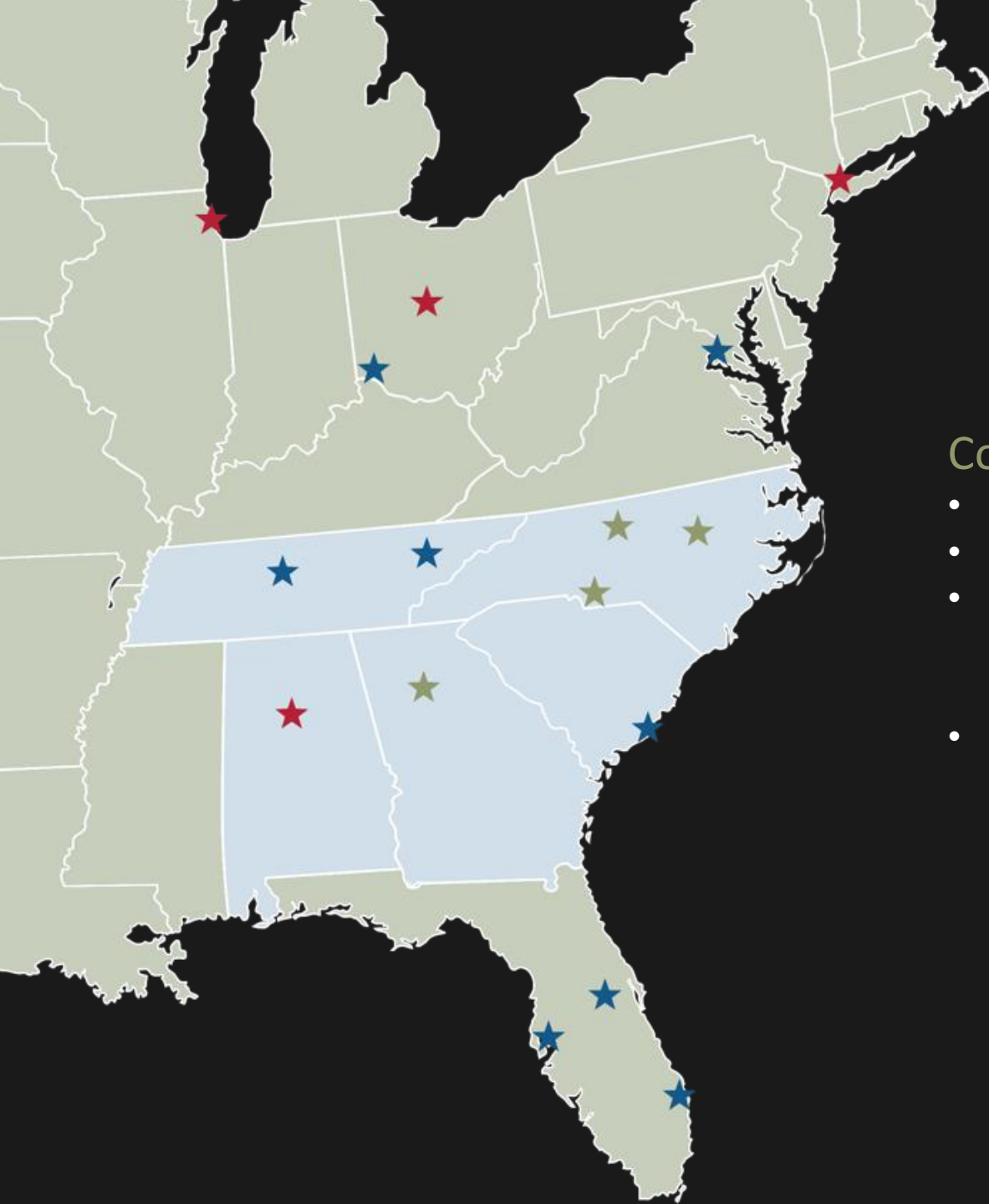
## SPREAD OUR MESSAGE

Use mass channels to spread awareness to all audience segments.



## INTERCEPT PASSION POINTS

Reach audience segments with targeted media while they are engaging with passion points.



# MARKET SELECTION

## Core:

- Charlotte
- Raleigh/Durham
- Greensboro /High Point /Winston-Salem
- Atlanta

## Venture:

- Washington D.C.
- Knoxville
- Charleston
- Cincinnati
- Nashville
- West Palm Beach
- Orlando
- Tampa

## New:

- Birmingham
- Columbus, OH
- New York
- Chicago

# 800M IMPRESSIONS





Custom Content Series

REI Brand Alignment

Social Promotion

# MEDIA PLAN HIGHLIGHTS

TV

hulu



verizon<sup>✓</sup> media group

Google



true[X]



ADARA



SB<sup>N</sup>NATION

EATER