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Explore ASHEVILLE

Convention & Visitors Bureau

February 12, 2019

CVB 101 | Research & Reports | Sales & Marketing

Greetings partners,

I hope your new year has been off to a great start. The Explore Asheville team is excited to begin working with our new agency of record, 360i. In 2018, 360i was named Adweek's Breakthrough Media Agency of the Year and selected for Ad Age's coveted "A-List" for the eighth consecutive year. 360i has also been named one of Fast Company's "Most Innovative Companies" and ranked among the best "Lead Agencies and Search Agencies" by Forrester Research. We look forward to sharing updated advertising campaign strategies in the coming months.

In the meantime, I'd like to shine a light on a few important customer service-oriented benefits provided by the CVB for our tourism partners. Explore Asheville has become a **Google Trusted Verifier** to assist you with your online business listings on Google platforms. Check out the weekly round-up of things to do that can help your front-of-house teams in their guest communications - it's created by our team every week and is highly sharable in your social channels. And, we now offer free delivery of the Official Visitor Guides to your business. Read more about each of these benefits below.

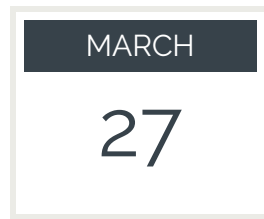


See you soon!

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

Stephanie Pace Brown
President & CEO
Explore Asheville

Upcoming Events



SAVE-THE-DATE: "What's New in 2019?" Partner Forum

Mark your calendars for an upcoming Partner Forum on Wednesday, March 27. The Explore Asheville PR team will share the latest updates on new offerings and events in the area in 2019 and you will have the opportunity to share information about your business too! There will be two sessions (8:30–9:30 a.m. and 3:30–4:30 p.m.) to make it convenient for your schedule.

Bureau Buzz

Explore Asheville Names 360i New Agency of Record

Explore Asheville announced last month the selection of award-winning, Atlanta-based advertising agency 360i as its new agency of record. The agency will support Explore Asheville in generating national brand awareness that will continue to fuel tourism's annual economic impact of \$3.1 billion in the community.

As part of its contract, 360i will partner with Explore Asheville to conduct an educational workshop in 2019 designed to empower local tourism businesses and nonprofits to be smart marketers in the modern world. The free, all-day workshop will include content from 360i experts in social marketing, paid social, insights, SEO/SEM and influencer marketing, as well as guest speakers from leading platforms. Read more [here](#).

Weekly Resource for Your Guests and Front-of-House Staff

Did you know that ExploreAsheville.com features a weekly round-up of things to do for the upcoming weekend? Updated each Monday, the "Things to Do in Asheville This Weekend" blog post highlights local happenings in the areas of live entertainment, the arts, and outdoors, as well as openings and seasonal favorites.

This article is an excellent resource--both for guests and for front-of-house staff. NEW: The weekend roundup article is now easy to print or convert to PDF. Find the full article at www.ExploreAsheville.com/weekend.

If you would like your event or activity to be considered for inclusion, please 1) submit your event to the ExploreAsheville.com Events Calendar well in advance, and 2) email event details to news@exploreasheville.com.



Schedule Your FREE Delivery of the 2019 Official Visitor Guides

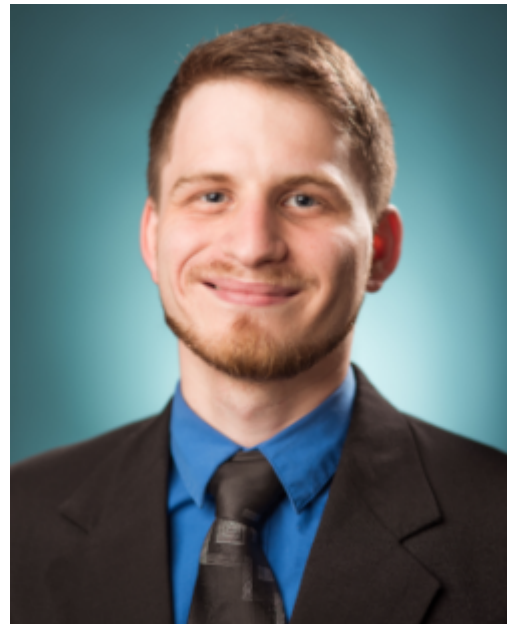
The new Official 2019 Visitor Guides are hot off the press and available for distribution at your businesses. We offer FREE delivery by the case to your business. Simply send your inventory request via email to Information Specialist Charlie Reed at creed@ExploreAsheville.com. Please include your first and last name, business name, phone number, mailing address and number of cases requested. Each case contains 45 Visitor Guides. Deliveries are scheduled once a month.



Welcome New Public Affairs Team Member

The public affairs team is thrilled to welcome Joe Phelps as the new Public Affairs Specialist. Some of you may know Joe through his previous position as Group Sales & Services Coordinator in the sales department.

Joe is the primary contact for all partner accounts, listings and extranet issues, and can be reached at jphelps@ExploreAsheville.com.



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".

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:

- **U.S. News and World Report** | [*Welcome to 'Climate City'*](#)
- **Smarter Travel** | [*10 Best U.S. Cities to Visit in 2019*](#)
- **USA Today** | [*History, art and dogs get their due at museums opening this year*](#)

- **Lonely Planet** | [Why Asheville is America's next major music city](#)
- **Bloomberg Businessweek** | [Want to Try the Most Exciting Food in America? Leave New York City](#)

Group Sales Update

In January, Kathryn Dewey made sales calls in the Charlotte area and conducted a lunch-and-learn for 15 planners. Shawn Boone traveled to Atlanta for sales calls and to Boston for the Financial & Insurance Conference Planner's Winter Symposium with 41 planners in attendance. Connie Holliday along with partners, Biltmore, Biltmore Farms Hotels and Grand Bohemian Hotel, exhibited at the South Carolina Society of Association Executives annual trade show in Columbia.

Beth McKinney and Dianna Pierce represented the area during an action-packed week at the American Bus Association Marketplace in Louisville. Beth took 52 one-on-one appointments with



tour operators, hosted a happy hour for 40 operators in concert with industry partners, and co-sponsored a table with Biltmore at an ABA Gala. Bonus! The Asheville booth took home a second place win in the "Best of Show" category for small booths at the Marketplace and Beth graduated with her *Certified Travel Industry Specialist* designation.

Who's In Town

The sales team booked a total of 4,241 rooms for groups traveling to Asheville in February!

- 2019 Riverside Spring Kickoff - BOYS
- 2019 Riverside Spring Kickoff - GIRLS
- Attorney Marketing Institute - AMI Mastermind
- Grace Baptist Couples Retreat
- Homegrown Hospitality GM Retreat
- National Association of Manufacturers-MLC Plant Tour at ABB

- North Carolina Independent School Athletic Association State Wrestling Tournament
- NorthStar Church Marriage Retreat
- Southeastern Employment and Training Association Spring Conference
- 2019 SoCon Winter Athletic Director's Meeting
- Tennis Channel - Fed Cup 2019
- United States Tennis Association – Various Fed Cup groups
- Verizon Foundation 5 EOY Awards

**Partner
Pro
Tip**

Having trouble verifying your **Google My Business Listing** by phone or postcard? Explore Asheville is now a Google Trusted Verifier and can assist industry partners in claiming your business listing on Google and Google Maps. Attend an upcoming CVB 101 or Partner Forum, or email news@exploreasheville.com for more information.

In The Community

Located in Downtown Asheville? Participate in the Downtown Asheville Business Census

The Asheville Downtown Association invites you to [share your feedback](#) to help guide growth in downtown. Last year over 200 businesses responded to the first Downtown Asheville Business Census, a collaborative effort led by the Downtown Commission's Local Economy Committee, Asheville Downtown Association (ADA), Asheville Grown Business Alliance (AGBA) and Asheville Independent Restaurant Association (AIR). Results of the survey were shared with Council, city leadership, organizations, funders, boards and commissions, and the public. [The survey is about 50 questions](#) and will take about 15 minutes to complete.

Love Asheville Go Local Week, February 9 - 16

In conjunction with the City of Asheville proclaiming the week of Valentine's as **Love Asheville Go Local Week**, the Asheville Grown Business Alliance (AGBA), Asheville Downtown Association (ADA), Asheville Independent Restaurants (AIR) and the City of Asheville (COA) have teamed up to celebrate; and are promoting eight days of LOVE LOCAL themed activities around town and are putting a call



LOVE
ASHEVILLE
GO LOCAL
February 9th-16th

out to the community to SHOW UP FOR LOCAL and spark your love for Asheville.

[Check the calendar](#) for ways to show your Local Love all week!



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