

Mark your calendar for the next Partner Forum on March 27! | [View in browser](#)



March 11, 2019

CVB 101 | Research & Reports | Sales & Marketing

Greetings partners,

I'm pleased to share that the BCTDA voted last month to move forward with the Buncombe County Tourism Management & Investment Plan to Develop Community Assets. This is a wonderful opportunity to collaborate with our community and public entities throughout the county with a strategic and inclusive approach.

If you didn't have a chance to attend the Southern Conference Basketball Championships this weekend, consider checking out the final tonight. This event is so much fun and an economic win for our community. I'd like to recognize Asheville Buncombe Regional Sports Commission Executive Director Demp Bradford, his team and all of our partners involved in hosting this banner event for a job well done!



See you soon!

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

Stephanie Pace Brown

**President & CEO
Explore Asheville**

Upcoming Events

MARCH

27

March Partner Forum: "What's New in 2019?"

RSVP today 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.) for your scheduling convenience.

RSVP

Bureau Buzz

BCTDA Approves Funding to Lead Yearlong Community Engagement Process to Plan for Community Investments

The Buncombe County **Tourism Management & Investment Plan to Develop Community Assets (TMIP)** is a collaborative process to bring public entities, tourism officials and the community together with data resources to develop a framework to guide the long-term investment of BCTDA's Tourism Product Development Fund (TPDF). Since its inception in 2001, the TPDF has granted \$44 million to 39 projects, including sports fields, theaters, parks and greenways.

"We want to build on BCTDA's successful track record of developing community improvement projects that are enjoyed by our residents as well as visitors," said Explore Asheville President and CEO Stephanie Brown. "This process is aimed at understanding the community's capital needs, the impacts of tourism and local government project timelines to determine a set of strategic priorities and a plan for occupancy tax dedicated to capital projects."

Led by a steering committee with additional leadership from a community council, the process will include extensive market research and a public forum that will bring more voices to the table. PGAV Inc. will guide the effort. The firm has supported more than 200 municipalities around the world in urban planning efforts focused on aligning quality of life and tourism activity.

Read more [here](#).

Explore Asheville Connects with Top Travel Editors



In January, Director of Communications Dodie Stephens represented Asheville at TravMedia's International Media Marketplace where she connected with roughly 40 top editors and freelancers with Lonely Planet, Travel + Leisure, National Geographic, Westways, Delta Sky and Budget Travel. Dodie also filled an extra day with deskside appointments and media meetings include Bloomberg, Conde Nast Traveler and freelancers for SAVEUR, Afar and Travel

Leisure.

Winter Media Tour

PR Specialist Sarah Lowery completed a quick Winter Media Tour in mid-January to the drive markets of Greenville, S.C., and Charlotte, promoting Asheville as an ideal winter destination and sharing what's new in the year ahead. Sarah secured television appointments in both markets and was able to meet with freelance writers and editors representing *TOWN Magazine*, *The Local Palate*, *Charlotte Parent Magazine* and more.



Welcome New Group Sales Team Member



Please join us in welcoming Daniel Bradley, group sales & services specialist, to the Sales & Services team. Daniel is a UNC Asheville graduate with a Bachelor of Arts in Mass Communication. While fluent in Spanish, he's also conversational in Korean, having taught as an English Teacher in South Korea for two years. We are delighted to have him on board.

Daniel's can be reached at dbradley@ExploreAsheville.com or 828.258.6102.

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.



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:

- **CNN Travel** | [*Asheville: Where breweries come to play*](#)
- **Thrillist** | [*Where to Spend a Long Weekend in the Southeast This Winter*](#)
- **Forbes** | [*12 U.S. Destinations That Will Expand Your Mind*](#)
- **UPROXX** | [*An Award-Winning Bartender Tells Us Where to Drink in Asheville*](#)
- **Trip Advisor** | [*20 of the Top Places to Visit in the U.S. in 2019*](#)

Group Sales Update



Tina Porter exhibited at the 7th Annual Global Pharmaceutical & Medical Summit in Philadelphia, PA along with partners AC Hotel and The Foundry Hotel. Explore Asheville was a sponsor at this event that offered great exposure to the 130 senior medical meetings planners in attendance.

Beth McKinney exhibited and promoted wedding services to the attendees at Wedding Festivals at the US Cellular Center. Beth also attended the Travel South Domestic Showcase in Myrtle Beach, SC where she took 41 one-on-one appointments with tour operators along with partners Biltmore and Asheville Outlets.

Shawn Boone exhibited at Destination Showcase in Washington D.C. Forty-five area meeting planners stopped by the booth. Shawn also hosted two planners at the Destinations International's Spirit of Hospitality Celebration where Explore Asheville was a supporting sponsor and conducted sales appointments while in D.C.

Kathryn Dewey conducted sales calls in the Raleigh area and Connie Holliday traveled to the Tampa Bay area for sales calls.

Explore Asheville Partners Team Up To Visit AAA Offices

Sales & Services Coordinator, Leann Swims, along with partners from Biltmore, FIRC Group, LaZoom, The NC Arboretum, Gray Line Trolley, and McKibbin Hospitality visited nine Tennessee AAA offices in Johnson City, Chattanooga, Knoxville, and the Nashville area. The team met with approximately 50 Travel Counselors and presented information about what's new in Asheville, seasonal information and trip recommendations.



Who's In Town

The sales team booked a total of 9,889 rooms for groups, including three weddings, traveling to Asheville in March!

- 9 Panel Production-All Star Jam 2019
- Appalachian Studies Association Annual Conference
- Balboa Travel-Varian Medical Systems UoS District Meeting
- Barco, Inc.-RPM 2019
- Battenkill Communications BYO Boot Camp
- Bob Lewis Park-Mountain Ring Baseball Challenge
- Bristol-Myers Squibb-Oncology DBM Development
- Carolina Farm Credit-2019 Leadership Meeting
- Climate City Expo 2019
- For Inspiration and Recognition of Science And Technology (FIRST) District Competition
- International House of Charlotte
- Middle Eastern Province of Kappa Alpha Psi Fraternity-2019 Reunion
- Montreat College-Cavalier Spring Golf Invitational 2019
- Montreat College-Montreat Cavs Softball Classic 2019
- Montreat College-Montreat College Invitational / Track & Field
- North Carolina Association of ABC Boards-2019 Spring Board Conference
- North Carolina Museums Council Annual Meeting and Conference
- North Carolina Nurses Association-Nurse Practitioner Spring Symposium
- Carolina Neurological Association March 2019 Conference

- Southeastern Electric Exchange-Integrated Resources Planning Section Meeting (IRPS)
- Southeastern Employment and Training Association-2019 Spring Conference
- 2019 Southern Conference Basketball Championship
- Tag and Label Manufacturing Institute-2019 TLMI Converter
- Health Care Seminar for The Upledger Institute
- The UNC Registrar Conference
- 2019 Atmospheric Science Alumni Conference
- UNC Asheville Sustainable Dining Conference

**Partner
Pro
Tip**

Did you know that updating your amenities can help visitors find your business faster? Amenities can help distinguish your business from others, such as noting whether you are pet-friendly, if you have free-parking, etc. Instructions can be found on [AshevilleCVB.com/Extranet-Instructions](https://www.ashevillecvb.com/extranet-instructions).

In The Community

Congratulations to Jane Anderson, Food Person of the Year!



We're pleased to share that Jane Anderson, Executive Director of Asheville Independent Restaurant Association (AIR), received Stu Helm's Stobie Award for "Food Person of the Year". Helm described the category as being for those who "make stuff happen from behind the scenes, helping to create a cohesive, highly functional, caring, and committed local food scene. They keep it real, contemporary, vibrant, and uniquely "Asheville," with very

little spotlight, if any, placed upon them. They are all humble, quiet people, who don't begrudge the lack of attention, instead they are happy to relinquish it, so that it may be focused on others rather than themselves." That's our Jane!

Kudos to Robert Foster, 2019 Hotel Manager of the Year!

Congratulations to Robert Foster, Doubletree Biltmore Hotel General Manager and former TPDF Committee Chair, who was named 2019 Hotel Manager of the Year by the North Carolina Restaurant & Lodging Association (NCRLA). This well-deserved award recognizes Robert's leadership and commitment to community!



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Explore Asheville Convention & Visitors Bureau
27 College Place • Asheville, North Carolina 28801
[ExploreAshevilleCVB.com](https://www.exploreashevillecvb.com) | (828) 210-2724

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