

Explore ASHEVILLE

Convention & Visitors Bureau

August 6, 2019

CVB 101 | Research & Reports | Sales & Marketing

Greetings!

Reflecting on the close of the 2019 fiscal year, the Explore Asheville team is proud of the community benefits of the work we are privileged to perform. We continue to connect with local tourism partners through robust programming with the purpose of helping local businesses attract customers that support them as employers and taxpayers. We look forward to celebrating another successful year with you at the BCTDA Annual Meeting on September 5 – and, sharing the new television commercials with you!

We are excited to share a Community Sentiment Survey and a series of Public Input Workshops this month focused on the development of the Tourism Management & Investment Plan (TMIP). **Your input is vital to this effort. Please take the survey today by clicking [here now](#).**



See you soon!

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

Stephanie Pace Brown

**President & CEO
Explore Asheville**

Upcoming Events

AUGUST

15-16

TMIP - Public Workshops

Please attend one of three public input workshops to learn more about the Tourism Management & Investment Plan (TMIP) and provide your feedback. These sessions will be offered in a facilitated, come-and-go format to allow you to share individual feedback through one-on-one discussions. Check [here](#) for times and locations.

AUGUST

19

Community Input Sessions: Wayfinding Signage in the River Arts District

The BCTDA is expanding its Wayfinding system to include intra-district signs for the River Arts District. Please join us on August 19 to help guide the development of this initiative. Learn more [here](#).

SEPTEMBER

5

SAVE-THE-DATE: BCTDA Annual Meeting 2019

Mark your calendar for the BCTDA Annual Meeting 2019 to be held on Thursday, September 5, from 3:00 - 6:00 p.m. at the Omni Grove Park Inn. Watch your inbox for more details soon!

Bureau Buzz

Parks, Sports Facilities, Museums, Greenways: What do you want to see more of in Buncombe County?

BCTDA Seeks Public Input for Tourism Management Plan

As you know, the BCTDA has embarked on the **Tourism Management & Investment Plan (TMIP)**, a yearlong community engagement process to better manage tourism and plan investments for the next decade, while maintaining the character and integrity of the region. This collaborative process is designed to bring public entities, tourism officials and the community together with data resources to develop a framework to guide the long-term investment of the Tourism Product Development Fund (TPDF).

There are several opportunities to participate in the process and share your feedback:

1. Complete the [survey](#).
2. Attend a public workshop – see dates [here](#).
3. Share this project with your networks.

Share your Fall News with the PR Team

The Explore Asheville PR team has set its sights to fall. Journalists and editors are planning fall content now, so the team's seasonal outreach has already started.

SHARE YOUR NEWS: We'd love to hear what you've got going on in the fall months. Do you have an unusual or surprising fall experience? Think packages, seasonal offerings, new experiences, or any other news you'd like to share with us!

The Explore Asheville Sales team is also looking for new experiences that are suitable for groups. Please make a note if your news or experience is group-friendly when submitting!

Please feel free to come to us with any questions and send your news to news@exploreasheville.com. If you have news but don't have all the details yet, we'd still love to know about it so it's on our radar for later in the year!

Deadline Approaching for the 2020 Official Asheville Visitor Guide Listings

Attention Lodging, Food & Drink, Attractions and Retail Partners - we need your help! Each year, our Visitor Guide plays a very important role in promoting the region with refreshed and engaging content. We utilize your business' information on ExploreAsheville.com to populate the listings in the Visitor Guide, which means it's time to review and update those details.

[Login to the Extranet](#) and review your information and amenities. **The deadline is Monday, August 12.** Check [here](#) to see which amenities are included in the guide.

Contact Joe Phelps at jphelps@ExploreAsheville.com with any questions.

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:

- **Bon Appetit** | ["I Didn't Know Collard Greens Could Taste Like This Until I Went to Buxton Hall"](#)
- **The New York Times** | ["16 Black Chefs Changing Food in America"](#)
- **PureWow** | ["The 50 Best Things to Do in Asheville"](#)
- **The Post & Courier** | ["Multi-day culinary festival launching in Asheville"](#)
- **The Washington Post** | ["Life's More than a beach. Four mountain towns to visit this summer"](#)
- **Thrillist** | ["The 12 Essential Breweries in Asheville You Need to Visit"](#)
- **Travel + Leisure** | ["The 15 Best Cities in the United States"](#)
- **USA Today Travel Go Escape** | ["Unexpected Inspiration"](#)

Group Sales Update

Beth McKinney attended Spotlight on the Southeast, taking part in a group tourism tradeshow, itinerary planning sessions with tour operators, and numerous networking functions. She also conducted sales calls with tour planners while in Nashville.

Shawn Boone hosted 20 Atlanta-area meeting planners at an Atlanta Braves game and conducted additional sales calls while in town. Connie Holliday attended the Florida Society of Association Executives meeting in Jacksonville, FL and made additional sales calls to planners in the area.

The sales team hosted 12 meeting planners for the Asheville 48-Hour Experience July 23-26. The Crowne Plaza Tennis & Golf Resort was the host hotel. Attending planners came from 10 states and represented multiple potential meetings for the community. This is the second 48-Hour Experience hosted so far this calendar year.



Who's in Town?

The sales team booked a total of 7,883 rooms for 20 groups/events and 11 weddings traveling to Asheville in August!

- American Sugar Alliance International Sweetener Symposium
- 2019 GIRLS Riverside Summer Shootout
- 2019 BOYS Riverside Summer Shootout
- Beer City Cup 2019
- 23rd Annual HoDown ShowDown
- Association of Governing Boards of Universities and Colleges Board Retreat
- Eye Movement Desensitization and Reprocessing Institute Training
- 2019 Berry Family Gathering
- 2019 Impact Baseball Invitational
- International Secure Information Governance and Management Association Board Meeting
- Lux Libertas Lodge
- Marcus Anderson-Jazz and Coffee Escape
- Marcus Anderson-MAJACE2019
- National Academy of Elder Law Attorneys Inc Council of Advanced Practitioners (CAP)
- Nuclear Electric Insurance Limited
- Recycling Association of North Carolina
- Solid Waste Association of North America Quad State NC Conference
- Sound Of Life Storytelling Workshop
- Top Tier Travel 2019 GoIMD Conference Group
- Winsight LLC 2019 Outlook Leadership Conference

In The Community

Tickets on Sale for Chow Chow Festival, September 12-15

Asheville's new event, Chow Chow, is a multi-day immersive experience exploring the unique community of creative makers around the city's table—from growers and farmers to brewers and chefs to crafts people and artists. Scheduled September 12-15, 2019, the festival celebrates both the vibrancy of Asheville, NC's culinary scene as well as the many diverse hands that come together to create the colorful flavors of this corner of Southern Appalachia.

[Check the schedule](#) and get your tickets today!



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