

Check out Chow Chow Festival this weekend with Special Partner Discounts | [View in browser](#)

Explore ASHEVILLE

Convention & Visitors Bureau

September 13, 2019

CVB 101 | Research & Reports | Sales & Marketing

Greetings!

It was great to see so many of you last week for a record turnout at the BCTDA Annual Meeting! A special note of gratitude goes to the Omni Grove Park Inn for their generous support and excellence in hosting the event. We were happy to share the new creative with industry partners with the help of the 360i team, and to celebrate the pioneers of the BCTDA and honor Dick Trammell with the William A.V. Cecil Leadership Award. Please check out pictures and presentations from the event [here](#).

Asheville's inaugural culinary festival, Chow Chow, is this weekend and we couldn't be more excited to help host this one-of-a-kind event! Take advantage of the special discount for Explore Asheville partners, see below for details. Hope to see you there!



See you soon!

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

Stephanie Pace Brown

**President & CEO
Explore Asheville**

SAVE-THE-DATES

OCTOBER

23

Tourism Management Forum

Please join us on October 23 from 6:00 - 7:30 p.m. to hear a presentation of the Tourism Management & Investment Plan's Phase I Report. Watch your inbox for the invitation and check [here](#) for more information on TMIP.

- **November 20** - "Build the Perfect Listing & ExploreAsheville.com Advertising Opportunities" Partner Forum
- **December 10** - Explore Asheville Holiday Party

Bureau Buzz

New Creative Launched!

Explore Asheville rolled out its [latest advertising campaign](#) at the annual meeting.

The new campaign features the tagline "Let Your Spirit Run Free." which captures the desire for spontaneity and an openness to the "unsurprisingly surprising" experiences that visitors are likely to encounter during their trip.

The campaign is designed to attract highly targeted audiences in new markets that include New York City, Chicago, Columbus, Ohio and Birmingham as well as other key cities across North and South Carolina, the Southeast, the Mid-Atlantic, and the Midwest. In addition to traditional TV and radio spots and a mix of streaming video, digital, and paid social media on platforms such as Facebook and Instagram, the plan also includes ads on TripAdvisor, Hulu, Spotify and Pandora, to name a few. Details of the plan can be found on [AshevilleCVB.com](#).

The investment of \$11.5 million is expected to generate \$494.5 million total in spending by people who visit.

More than 75 percent of the entire cast and crew involved in the production were from the Asheville area and surrounding counties.



Explore Asheville will test the advertising while it's in the marketplace to ensure it meets the objectives that guided campaign development.

PR Team Seeking Winter/Holiday News

The Explore Asheville PR team has set its sights to cozy winter. Journalists and editors are planning this content now, so the team's seasonal outreach has already started. Also, in addition to a winter release and media outreach, the team will be creating specific content around Asheville's holiday offerings.

SHARE YOUR NEWS: We'd love to hear what you've got going on in the winter & holiday months. Do you have any unusual or surprising cozy winter experiences? 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 by **Friday September 20**. 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!

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:

- **Wall Street Journal** | *"A Dash of Delicious"*
 - **USA Today** | *["10 great places to go stargazing, from Oregon to the Florida Keys"](#)*
 - **Food Network** | *["Best Rooftop Restaurants in the Country"](#)*
 - **TIME** | *["World's Greatest Places 2019"](#)*
 - **National Geographic** | *["Hear the 10 essential sounds of America"](#)*
 - **Garden & Gun** | *["Warren Haynes's Music Guide to Asheville"](#)*
-

Group Sales Update

Shawn Boone traveled to Chicago to host an annual client event and conducted additional sales calls. Tina Porter traveled to Louisville, KY for Connect Corporate where she had 40 one-on-one appointments with corporate meeting planners.

Tina and Shawn exhibited at the ASAE annual expo in Columbus, OH along with partners, Biltmore, Accents on Asheville and Renaissance Asheville Hotel. Explore Asheville also sponsored the ASAE Foundation Headshot Lounge and an NC beer theme booth was shared with Greater Raleigh CVB.



Connie Holliday traveled for MPI's Sunshine Summit in Orlando where there were 250 people in attendance. We hosted the CMP, CMM breakfast with presentation. We came away with about a dozen pieces of future business.

Who's in Town?

The sales team booked a total of 6,294 rooms for 27 groups and 14 weddings traveling to Asheville in September!

- American Association of State Highway and Transportation Officials
- Anheuser-Busch Companies-Craft Advisory Board T3
- Appalachian Regional Commission
- Association of Environmental and Engineering Geologists-2019 AEG Annual Meeting
- Bayer – Sales Advisory Council
- B11th Annual Blue Ridge Pride Festival (2019)
- Top Gun "11th Annual Battle of the Bats"
- Top Gun "FALL NATIONALS"
- USSSA Asheville Touch Em' All Classic
- GameOn Sports "Asheville Baseball Main Event Super Regional"
- Bush Brothers and Company Annual Sales Convention 2019
- Certified Angus Beef LLC
- Christopher Newport University Football
- CodeScience 2019 All Hands Team Meeting
- D&P MD Retreat 2019
- Ivester Jackson Blackstream Christie's
- 2019 Love Bar Mitzvah

- National Association of State Foresters Annual Meeting
- National Interstate Insurance Calypso Fall 2019 Advisory Board Meeting
- NC Chapter of the American College of Cardiology 2019 Annual Meeting
- Farm Bureau 2019 LEAD Class
- North Carolina Association for Property and Evidence Fall 2019 Conference
- North Carolina Association of Certified Public Accountants Members in Business & Industry
- North Carolina Society for Respiratory Care Symposium 2019
- SAE International E33 Fall 2019
- Beer City Beatdown 2019
- USTA Southern Sectional Adult Championships 55 & over

**Partner
Pro
Tip**

DID YOU KNOW . . . Explore Asheville hosts monthly 101 Orientations?

Drop in and get acquainted (*or reacquainted*) with the Explore Asheville Convention & Visitors Bureau. Whether you're a new business or already familiar with Explore Asheville, join us to learn more about marketing and promotion initiatives, group sales efforts and meeting services, Extranet troubleshooting support including listings and event calendar management, and any other questions you may have!

Check [the calendar](#) for upcoming dates.

In The Community

Chow Chow Discount for Explore Asheville Partners!

Watch the world's top culinary innovators as they work side-by-side with Asheville legends and craft masters in this new festival, September 13 - 15!

Friends & Family Discount for Explore Asheville Partners

\$50 OFF PICKLED IN THE PARK - use code **pickled50**

\$10 OFF SIPS & SUN SALUTATIONS - use code **sips10**

\$25 OFF CHOW TIME CLOSING PARTY - use code **closing25**

Buy tickets at www.ChowChowAVL.com

Help Support Asheville GreenWorks #goingplasticfree Initiative

The Asheville GreenWorks Plastic Reduction Taskforce is seeking to identify businesses in the Asheville area that have moved away from single use plastic bags. The organization would like to recognize your business and support your journey as we're all #goingplasticfree.

Email Eric Bradford at eric@ashevillegreenworks.org for more information.

City of Asheville's Downtown Public Space Management Survey

The City of Asheville is seeking feedback on people's experiences downtown and how the various uses of public space could be better managed, designed or otherwise improved. Your input will inform the development of downtown public space management guidelines, which will help with future decision making about policies and programs that take place downtown. The City is seeking input from residents, visitors and anyone that has insights or ideas to share about our downtown.

More info here: www.ashevillenc.gov/publicspacemanagement



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