



November 5, 2019

CVB 101 | Research & Reports | Sales & Marketing

Greetings!

Many thanks to those of you who were among the 200 attendees at the recent Tourism Management Forum held at A-B Tech on October 23. The TMIP project team presented the Phase I report on current conditions. The report summarizes findings from the Resident Sentiment Survey, Public Input Workshops, and the analysis of more than 40 data sources. Four overarching themes emerged to form a foundation for the planning phases: 1) protect and celebrate authenticity, 2) harness the benefits/manage the growth, 3) embrace collaboration and partnership, 4) encourage and create connectivity.

The annual TPDF grant program was paused to allow for the TMIP process to help identify partnership opportunities on projects that both align with community priorities and meet the legal criteria of the fund.

This process is not easy but is a necessary and important step in order to identify the priorities of residents and opportunities to manage tourism in a manner that sustains and enhances quality of life in Buncombe County. I encourage you to [review the full report](#), and look forward to collaborating through the next phase of the process.

Since its inception 18 years ago, the Tourism Product Development Fund (TPDF) has granted a total of \$44 million of occupancy tax revenue to 39 projects that benefit the local community, including three landmark arts institutions that are scheduled to reopen later this month after major renovations – the Asheville Art Museum, The Wortham Center, and the Center for Craft. Please join me in congratulating these partners who are both changing the landscape and elevating Asheville's cultural identity. See below for details on opening events.



See you soon!

Stephanie Pace Brown

President & CEO

Explore Asheville

SAVE-THE-DATES

NOVEMBER

19

Partner Forum - "Build the Perfect Listing & ExploreAsheville.com Advertising Opportunities"

Join us at the Partner Forum on November 19 where you'll learn insider tips on building the perfect listing on ExploreAsheville.com from the experts at our advertising partner, Destination Travel Network (DTN). Also, hear from the CVB content & web team about exciting updates on the horizon for the events calendar.

[REGISTER >>](#)

DECEMBER

10

Explore Asheville Holiday Party

Mark your calendars for Tuesday, December 10, from 4:30 - 6:30 p.m. to join Explore Asheville and fellow tourism industry partners for a fun evening and ring in the holiday season. Stay tuned for details!

Bureau Buzz

Update on the Tourism Management & Investment Plan Process

Many thanks to those of you who were among the 200 attendees at the recent Tourism Management Forum held at AB Tech on October 23. This free public event featured a report on the first of four phases of the [Tourism Management & Investment Plan to Build Community Assets \(TMIP\)](#), the comprehensive process

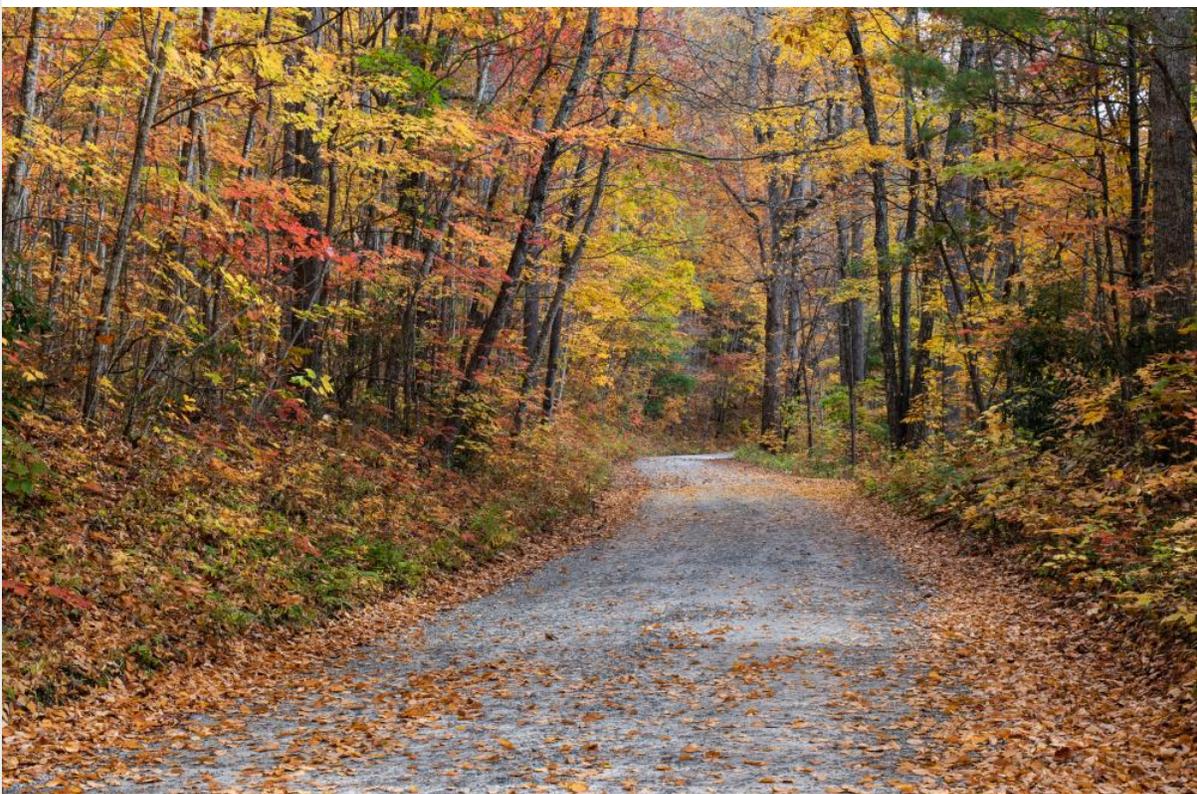
you've heard us talk about as part of a BCTDA initiative to become more proactive and strategic in how revenue from the [Tourism Product Development Fund](#) is invested in future years.

Presented by consultants leading the project, the [Phase 1 report](#) included insights on community concerns and priorities related to Buncombe County's authentic heritage, local economy, capacity and affordability, infrastructure and capital investment, and connectivity. [Results of the Resident Sentiment Survey](#) were also revealed.

A panel discussion followed, moderated by Ed Manning, Executive Director of Leadership Asheville. **We greatly appreciate tourism partners Kevan Frazier (Asheville by Foot, Well-Played Board Game Café) and Himanshu Kavir (Virtelle Hospitality LLC and BCTDA Vice Chair) for joining Explore Asheville President & CEO Stephanie Brown and consultant Mike Konzen as panelists.** The reception we've gotten from attendees who now have a better understanding about the value of tourism to our economy has been gratifying, especially after hearing the personal stories of Kevan and Himanshu.

Phase 2 is now underway. The full process is expected to be completed in April and we will continue to keep you updated. Miss the event? [See the PowerPoint presentation here](#) or [view a recording of the event here](#).

Fall Color Highlights



Check out the [montage of beautiful fall color](#) this season!

Sharing the Splendor on the Fall Media Tour

PR Specialist Sarah Lowery completed this year's Fall Media Tour during the first days of October in Birmingham and Atlanta, highlighting the area's fall-color forecast and other Asheville news. Sarah secured television appointments in both markets, as well as

Experience fall color in Asheville

By | October 1, 2019 at 9:00 AM CDT - Updated October 1 at 9:00 AM



Experience fall color in Asheville

meetings with *Southern Living*, *Food & Wine*, *HGTV.com/TravelChannel.com*, *Birmingham Magazine*, *Atlanta Magazine* and more.

Inspiring Travel Through Responsible Journalism

The **Society of American Travel Writers (SATW)** met in El Paso, TX last week. Explore Asheville Director of Communications Dodie Stephens attended their media marketplace and travel press networking events



INSPIRING TRAVEL
THROUGH RESPONSIBLE JOURNALISM

connecting with writers from Lonely Planet, Chicago Tribune, CNN Travel, Delta Sky, Outside, USA Today, National Geographic and Good Housekeeping.

SATW has more than 1,000 members—editors, freelancers, producers and content creators contributing to print, digital and broadcast platforms across the U.S. and Canada.

Join Us In Welcoming Two New Team Members

Glenn Ramey, Group Sales & Services Specialist

Please help us welcome Glenn Ramey to the team as our new Group Sales & Services Specialist! Glenn grew up visiting Asheville and has always loved Western North Carolina. She attended Appalachian State University in Boone,

NC, and graduated Summa Cum Laude with a BA in Theatre Arts and double-minors in general Business and Non-Profit Management. Glenn is an unabashed lover of theatre and the arts, and is looking forward to getting involved in the Asheville arts community. She is so excited to finally be able to call Asheville home!



Kathi M. Petersen, Director of Public Information & Community Engagement

Kathi M. Petersen has joined Explore Asheville CVB in the newly created position of Director of Public Information & Community Engagement. She says she moved to Asheville “before it was cool,” and is delighted to now serve as the official liaison for the public and local media to get information about tourism and the programs of the BCTDA.



An award-winning PR and communications professional with a Master's degree in Public Affairs and on-staff experience at WLOS-TV and the *Asheville Citizen Times*, Kathi has led or assisted with the

communication challenges and opportunities of a wide variety of organizations, managing everything from PR and promotion to content creation, communication strategy, and crisis communications.

Her experience includes positions as Director of Communications at The Collider, Senior VP of Corporate & Public Relations at AdvantageWest Economic

Development Commission and, through her PR consultancy, contract projects with the Outdoor Economy Conference, Asheville Wine & Food Festival, Cherokee Travel & Promotion, Asheville Film Festival, Camp Girl Boss, and countless other projects and companies across an array of industry segments.

Kathi is always looking for opportunities to promote the benefits of bringing visitors to our community – and customers to your business! – so [reach out to her](#) if you have ideas to share.

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:

- **Food & Wine** | [*"Asheville's Ambitious Brewers Are Pushing the Boundaries of Beer"*](#)
 - **Insider** | [*"The 20 most festive places to spend the holidays in the US"*](#)
 - **Travel + Leisure** | [*"Asheville is One of the Best Craft Beer Cities in the U.S. – Here Are All the Breweries To Visit"*](#)
 - **Southern Living** | [*"Why You Should Visit Asheville, North Carolina This Fall"*](#)
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Group Sales Update

Shawn Boone traveled to Washington D.C. Oct 28-31 for sales calls. Connie Holliday attended the Destination Southeast Trade Show in Kissimmee Oct. 2-5. This event hosted 70 planners and 80 suppliers. She had 24 one on one appts with planners from 12 states throughout the US. These planners alone place 500 meetings per year. We also hosted a breakfast and presentation for the group. Connie also had 5 outside sales calls in the area. She also traveled to Columbia for a South Carolina Society of Association Executives Annual bowling tournament that had 50 participants and had five sales calls.

Daniel Bradley from Group Sales hosted a twenty-five minute long AAA webinar, which featured Biltmore, LaZoom Comedy Tours, and Double Tree by Hilton Asheville-Biltmore. The webinar featured things to do in Asheville during the Fall and Winter seasons. With over 50 AAA travel providers in attendance, the audience was engaged and excited by the content featured. Thanks to Kyle from LaZoom, Ashley from Biltmore, and Emily from Biltmore Farms for helping with this exciting webinar!

Who's in Town?

The sales team booked a total of 2,891 rooms for 16 groups and 11 weddings traveling to Asheville in November!

- American Public Works Association - NC Chapter Board Meeting 2019
- Kepner President's Cup
- Building Material Suppliers Association, Inc Fall 2019 BMSA Purchasing Manager
- Episcopal Diocese of WNC 2019 Annual Episcopal Diocesan Convention
- Eye Movement Desensitization and Reprocessing Institute Inc Training Weekend Two
- Hoffman Media, LLC: 2019 Victoria Magazine Holiday Event
- Injured Workers Advocates Annual Conference
- Magellan Strategy Group-2019 DIY Tourism Marketing Workshop
- NC Writers Network Fall Conference
- North Carolina Recreation and Park Association 2019 State Meeting
- North Carolina Sheriffs' Association Annual Convention 2019
- State Farm Insurance Company – IL - Maloy VPA Payoff - October 2019
- The Center for Craft, Creativity and Design Grand Reopening Preview Event
- Thermo Fisher Scientific Southeast District Meeting
- Western North Carolina Chamber Executives Fall Retreat
- XDIN INC 2019 Annual Conference

In the Community

Explore Asheville Celebrates the Re-Opening of Two of Asheville's Signature Arts Institutions

The **Asheville Art Museum**, recipient of a \$1.5 million Tourism Product Development Fund grant, will open to the public on November 14. The \$24+ million, state-of-the-art facility encompasses 54,000 square feet and adds 70 percent more Collection gallery space. For the first time in the Museum's history, it has the capacity to host major traveling exhibitions from nationally recognized museums. The expansion increases its physical space and dramatically increases its role as a community center, educational resource, economic engine for WNC, and cultural concierge for the region's residents and visitors. The BCTDA supported the Asheville Art Museum with \$1.5 million in Tourism Product Development Fund grant.

The **Center for Craft**, recipient of a \$975,000 Tourism Product Development Fund grant, will celebrate its public grand reopening after nearly a year of renovations to its historic 1912 building at 67 Broadway in downtown Asheville on November 16. This new National Craft Innovation Hub promotes the vitality of craft in a digital age, and serves as a creative destination and resource for artists, researchers, curators, and the local community. Visitors will also now be able to access free exhibitions seven days a week within the new Bresler Family Gallery and John Cram Partner Gallery. The Center for Craft Public Grand Reopening is on November 16 from 2-6 p.m. In addition to new exhibits and building tours, visitors will enjoy future-of-craft-themed immersive installations, hands-on activities, music, food and more.

**Partner
Pro
Tip**

Did you know . . . printed Visitor Guides are available for distribution to your customers at your business free-of-charge. If you need a one time delivery, please reach out to Information Specialist [Charlie Reed](#) with your request. Include your first and last name, business name, phone number, mailing address and number of cases requested. Each case contains 45 Visitor Guides. We also offer recurring monthly deliveries by the case to your business for FREE. Simply submit your information in the delivery request form [here](#).



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