



February 11, 2020

CVB 101 | Research & Reports | Sales & Marketing

Greetings!

On behalf of the BCTDA and the Explore Asheville team, I'd like to extend our deepest sympathies to the family and friends of Buncombe County Commissioner Mike Fryar, who recently lost his battle with cancer. We join with the rest of the citizens of Buncombe County in expressing our appreciation for his dedication and commitment. Rest in peace and thank you for your service, Commissioner Fryar.



Our team dedicated a day this month to living our mantra, "Tourism Builds Community." We are grateful to Haywood Street Congregation for welcoming us for a day of scrubbing, painting, window washing, carpentry and camaraderie. I encourage you to visit to see the inspirational new fresco. [See our photo album here.](#)

Can you believe it's almost time for the Southern Conference Basketball Championship? Hosting SoCon is truly a community endeavor, led by the Asheville Buncombe Regional Sports Commission which was founded by the BCTDA with the city, county, and UNC Asheville 10 years ago. The BCTDA is now the primary funder of the Commission and we are happy to be co-located with their team at the Explore Asheville Offices. Details below for how your businesses can get in on the SoCon action.

We are excited to celebrate the opening of the LEAF Global Arts Center this Friday. Congratulations to Jennifer Pickering, the team and volunteer leaders who made the dream a reality. Check it out this weekend.



See you soon!

**Stephanie Pace Brown**

**President & CEO**

**Explore Asheville**

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## UPCOMING EVENTS

FEBRUARY

12

### Love Local Business Resource Fair

- February 12
- 3-5pm
- Explore Asheville Office

Explore Asheville is excited to partner with the Asheville Grown Business Alliance at this event where you can learn about the myriad of free or low-cost resources to help your local, independent business succeed.

[REGISTER >>](#)

FEBRUARY

27

### Community Update: Wayfinding Signage in the River Arts District

Please join us on Thursday, February 27, for an update on the expansion of the Wayfinding system in the River Arts District. Building on input gathered at previous community meetings in January and August 2019, the presentation will include a review of signage designs and locations. Attendees will have an opportunity to share input with the design team.

[REGISTER >>](#)

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## Partner Opportunities

### The Clock's Counting Down! Got Your SoCon Coupon Ready?

Jump into SoCon March Madness and get exposure for your business! The men's and women's Ingles Southern Conference Basketball Championships Presented by General Shale return to Asheville in less than a month, March 5-9. Engage with visiting fans with a coupon listing on the [ExploreAsheville.com SoCon microsite](https://www.exploreasheville.com/socon). This page, promoted by the conference and member schools, is designed to help people get excited about visiting Asheville, bringing business to *you*. [Click here](#) for Explore Asheville Extranet coupon instructions. Use the coupon category "SoCon."



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### It's Here! The 2020 Official Visitor Guide



The 2020 Official Asheville Visitor Guide has arrived! This is an important free resource your customers will appreciate you making available to them.

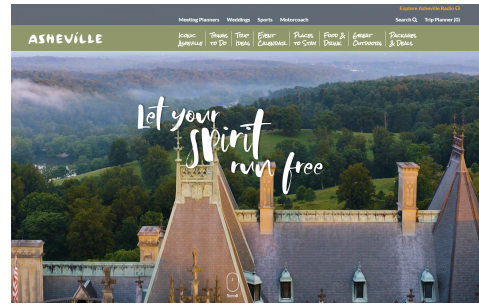
*Fun Fact: Explore Asheville makes it easy for you to keep customers happy – we deliver! Sign up [here](#) for monthly deliveries of the Visitor Guides to your business, provided at no charge.*

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### Why Advertise Your Business on ExploreAsheville.com? 5 Million User Sessions Per Year!

Each year, the Explore Asheville CVB's marketing efforts drive over 5 million visits to ExploreAsheville.com. Visitors to the website come to learn more about the area and make spending decisions - where to stay, what to do and where to dine. Advertise your business on the site and capture some of that traffic – [learn more here](#).

And here's a bonus: When you buy advertising on the ExploreAsheville.com website, you're also indirectly supporting beloved local festivals and cultural events, from Shindig on the Green and Goombay to the upcoming [Asheville Celtic Fest](#) and Blue Ridge Pride Festival.



That's because the advertising revenue that Explore Asheville earns from tourism partners contributes to the BCTDA's [Festival & Cultural Events Support Fund](#), started in recognition of the importance of community events in preserving heritage and culture and creating gatherings and shared experiences for the people who live here. Since the fund's inception, support for these events has totaled nearly \$583,000.

### 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 [here](#).

## Are You Part of Cozy Asheville?

What's your Cozy Score? Find out with Explore Asheville's new Ultimate Cozy Winter Checklist! Give it a try and discover your Cozy Score – knowing that the best way to get “100% Cozy” is to visit and embrace Asheville during a winter stay. And if your organization is part of Asheville's coziness scene, we encourage you to share a social media post connecting your customers to your cozy ways. Get started with the resources below.

- [Sharable link to Explore Asheville's Facebook Post](#)
- [Direct link to the Cozy Quiz](#)
- [Instagram Checklist](#)
- [Twitter Checklist](#)

*Fun Fact: The icons featured on our Cozy Winter Checklist were drawn especially for us by local illustrator and designer [Annie Riker](#).*



## ULTIMATE COZY WINTER CHECKLIST



## Bureau Buzz

### Join Us in Welcoming Our Newest Team Member!

We're thrilled to introduce you to Ritchie Rozzelle, Explore Asheville's new Director of Content! Ritchie is a North Carolina native and has lived in West Asheville for 8 years. He comes to Explore Asheville following marketing and content positions at the John F. Kennedy Center for the Performing Arts and Earth Fare, among others. [Learn more about Ritchie here.](#)



## Notable Clips

The PR team generates significant stories about the Asheville area in national news outlets. Here are just a few!

- **Red Tricycle** | [“Underrated & Affordable Cities Families Should Visit in 2020”](#)
- **Food & Wine** | [“The Best Meals We Ate This Year”](#)
- **Forbes** | [“12 Festive American Towns Offering Holiday Carolers, Boat Parades, Polar Trains – Even Elves”](#)
- **Men’s Journal** | [“The Best Beer Runs in Asheville: Worthy Trail Runs That End at Tasty Breweries”](#)
- **Smart Asset** | [“Best Cities for Beer Drinkers”](#)
- **AARP** | [“Five Trips That Teenagers Will Love”](#)
- **Saturday Evening Post** | [“Easygoing, Artsy Asheville”](#)

- **USA Today** | [“10 Bucket-list sites to visit in the new decade”](#)

Plus, local ABC station WLOS-TV focused on some of our team members in a story about how they manage to get so much coverage of our area. [Watch it here!](#)

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## Group Sales Update: On The Road To Bring Customers to Asheville!

Our sales team is hard at work to promote travel to Asheville and bring customers to our community. Here are a few highlights:

- **[Professional Conference Management Association's Convening Leaders Conference:](#)**

Explore Asheville was among 4,300 industry professionals at what is known as the best place for event professionals to spark innovative ideas and gain insights from industry leaders.



- **[SC Society for Association Executives Annual Trade Show:](#)** Asheville had record participation at this year's even with representation from Accents on Asheville, Biltmore, Biltmore Farms Hotels, Crowne Plaza Resort, The Foundry Hotel, Grand Bohemian, McKibbin Hospitality, and Renaissance Asheville Hotel, in addition to Explore Asheville.



*What better way to cook up interest in Asheville than hosting a cooking class? That's exactly what Kathryn Dewey did in Charlotte, with 10 meeting planner clients.*

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- **[Meeting Professionals International - Georgia Chapter:](#)** Explore Asheville was the presenting sponsor of MPI-Georgia's January education event. Fun Fact: MPI is the seventh largest chapter in the global MPI organization with 550+ members.
- **[American Bus Association Marketplace:](#)** Held in Omaha, Nebraska this event drew 3,200 people in total. Explore Asheville, along with Biltmore, Biltmore Farms Hotels, and Holiday Inn Asheville East, hosted 40 tour operators at an ABA Happy Hour event.

## Who's in Town? 14 Groups + 2 Weddings!

The sales team booked a total of 2,164 rooms for 14 groups and two weddings traveling here in February, including:

- Riverside Spring Shootout
- Gulf Games
- Clinical Staff Meeting
- Just Us Productions MACE
- National Peanut Buying Points Association
- NC Agritourism Networking Association
- SoCon Winter Athletic Director's Meeting
- State Farm Insurance Company
- SYNEX Corporation
- UL LLC Field Engineering Leadership Meeting
- USDA Forest Service Southern Region – Atlanta

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## Tourism: Caring For Our Community

### WNC Rescue Mission Receives 50 'Care Kits' Thanks To Area Hotels

Explore Asheville's Kathryn Dewey and local area hotels joined forces together as "Team Asheville" at the December Association Executives of North Carolina annual trade show. The team encouraged attendees to visit all of the Asheville booths to complete an Asheville Passport. For every completed passport, the team would build and donate a "Care Kit" to WNC Rescue Mission in an effort to give back to our community. [Read more about the project and the participating hotels here.](#)



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## In The Community

### Update: Haywood Streetscape & Infrastructure Improvement Project

Project construction on Haywood Street downtown began last month. [Get updates here](#), including info on anticipated closures and impacts, drop-in office

hours and more.

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## Preserving & Protecting Local National Forests for Residents & Visitors

The US Forest Service has released its latest version of the management plan for the [Pisgah](#) and [Nantahala](#) national forests, which together comprise 1.1 million acres that surround Asheville and Buncombe County. The plan will determine the fate of these two major local national forests for the next two to three decades. Citizens are invited to comment. [Go here to find out how you can participate in protecting these valuable natural resources.](#)

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