



March 13, 2020

CORONAVIRUS UPDATE

The current situation with the coronavirus (COVID-19) continues to change rapidly and Explore Asheville remains fluid in our response. As always, the health and safety of the people who live and work here as well as visitors is of utmost concern.

As most of you saw in the news, Governor Roy Cooper announced a series of actions yesterday in response to COVID-19 including a [recommendation that public gatherings or events of more than 100 people be cancelled or rescheduled](#). This was followed by [declarations of emergency and similar actions by Buncombe County](#) and [the City of Asheville](#) yesterday. As of this writing, the Buncombe County Health Department has said there are NO cases of coronavirus in our county.

According to the NCDHHS and the Centers for Disease Control (CDC), the health risk to the general public in North Carolina from coronavirus disease 2019 (abbreviated COVID-19) remains low for most people at this time.

Action Taken by Explore Asheville

The Explore Asheville team is fully engaged in responding to this crisis. We understand our responsibility to our tourism partners and the role of tourism in creating sustainability and income for our numerous businesses and the more than 18,000 people whose job depends on visitors.

- Fielded a Travel Sentiment Study -- This week, Explore Asheville commissioned a travel sentiment survey conducted in our target markets. This, along with additional data, will help us better navigate the next steps as the team evaluates the best course of action for our tourism partners, the people in this community and the economic health of the region.
- Temporarily paused and readjusted paid media – The team made the difficult decision of pausing much of the paid media for the next few weeks while we reassess based on additional data and insights. This year, our media was in the market earlier than usual. We are hopeful that we will be

able to make modifications to our plan that put us back in the market quickly and appropriately.

- Developed an events cancellation page and additional messaging on ExploreAsheville.com. With the accumulation of festivals and tourism event cancellations, we want to ensure visitors understand what events have had to cancel. Please make sure you manage your EVENT LISTING on ExploreAsheville.com and make changes to dates or cancel it. We will share this information more broadly through our social channels.
- Responded to media requests to ensure accurate information about our industry is conveyed in local media.
- The COVID-19 guest handout that incorporates the CDC guidelines for staying healthy continues to be available. You can download the flyer [here](#).



Let your spirit run free and explore our surprising city in the mountains. From hikes to music venues, art galleries and performing arts, attractions and top spots for food and drink, you'll find it all in our handy digital guide.

Enjoy the journey and stay safe!

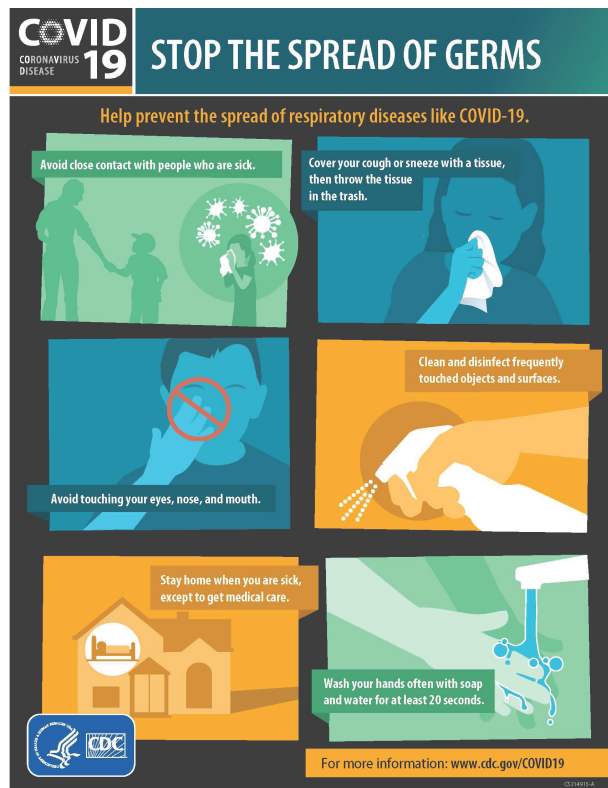
WelcomeToAVL.com

The official guide to experiencing
all things Asheville.

Things to Do | Events | Parking



Just point your
phone's camera!



Common Sense Precautions

NCDHHS encourages people to take common sense precautions to prevent the spread of all infectious diseases.

- Wash hands frequently with soap and water for at least 20 seconds at a time.
- Avoid touching your eyes, nose and mouth with unwashed hands.
- Avoid close contact with people who are ill.
- Cover your mouth and nose with a tissue when you cough or sneeze.
- Do not reuse tissue after coughing, sneezing or blowing your nose.
- Clean and disinfect surfaces that are frequently touched.

These precautions are also helpful in preventing the spread of common illnesses such as influenza.

We encourage you to communicate the precautions you are taking to protect your guests from the spread of the coronavirus.

Information Resources

Following are some reliable resources you may find helpful.

- [Buncombe County Health & Human Services](#): Includes information about COVID-19 specific to Buncombe County, plus signage that can be used at your business and a [document on planning for businesses and organizations](#).
- [NC Dept. of Health & Human Services](#): Includes basic information about the virus and North Carolina's response.
- [Centers for Disease Control & Prevention](#): Includes guidance for preventing the spread of COVID-19 for households, businesses, and large community events.
- [Johns Hopkins University](#): Interactive map of global cases of COVID-19.
- [World Health Organization](#): Getting your workplace ready for COVID-19.
- [Destinations International](#): COVID-19 resources for travel industry professionals, plus a message from leaders in the events and meetings industry.

Got Questions?

- **Buncombe County Health & Human Services encourages those with additional questions about preparedness planning for your organization to email ready@buncombecounty.org.**
- **Also, the [North Carolina Coronavirus Helpline](#) is staffed by nurses and pharmacists who can answer questions about symptoms, risk factors, how coronavirus spreads and possible precautions: 866-462-3821.**

Explore Asheville remains vigilant in monitoring the situation and nimble in making fact-based decisions as circumstances change. We will continue to share information with you as it becomes available.



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