



April 21 2020

Looking Past the Crisis: Asheville Is Resilient

Dear Partners:

It's been 40 days since local officials declared a State of Emergency in Buncombe County, followed soon thereafter by an avalanche of orders from state and federal officials. In a flash, the lives and livelihoods of everyone in this community changed in ways no one could have imagined. And now we collectively wonder: When will this crisis end? What will next month look like? Next fall? Next year?

The duration of the pandemic and its economic fallout remains unknown. We are tracking traveler sentiment from many sources and surveys are starting to show more interest in traveling whenever it is safe to do so. But, we also recognize that community comfort levels with inviting people to visit is really the deciding factor that will determine when we resume marketing efforts to stimulate the economy and bring customers back to your businesses.

We know from our own experience and track record that tourism promotion is effective at motivating visitation and bringing money into the economy. So, when restrictions are lifted, and the time is appropriate to invite visitors to return here, we believe that Asheville will be well positioned for recovery. We know that spending by locals and visitors alike will provide resources for business recovery, and put people back to work. And we know that Asheville has a decades-old reputation as a refuge for health, wellness and connection with nature – a bonus that other destinations may not be able to offer.

While we all navigate these uncertain waters, I hope you will take a few minutes to complete our survey that will guide our efforts and help us understand how we can best assist you (see the link below). We continue to post business and other resources at www.AshevilleCVB.com and to develop new content at www.ExploreAsheville.com meant to inspire future travel, engage our followers with virtual visits, and amplify your efforts to generate support for your business and the community.

However long it takes, we believe in Asheville's grit, resilience, and innovation. We are inspired by the collaboration among business and civic leaders, elected officials, nonprofits, institutions, residents, and industry partners, and honored to work together to find solutions to support our community and its members.



Together in Spirit,

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

Stephanie Pace Brown

President & CEO

Explore Asheville

Take 5 Minutes: Tell Us How We Can Better Serve You

Throughout this public health and economic crisis, the team at Explore Asheville has remained focused on supporting our community's businesses and the more than 18,000 individuals whose jobs depend on visitors.

We want to know what we can do to better serve you. Please take 5 minutes to complete this survey to share how your business is faring and what resources we may be able to help you with. [Go here to take the survey](#). Your feedback by **May 5** will help inform our work plans the next few weeks.

[Take the Survey >>](#)

Did You Miss the Partner Forum? Here's How To View a Recording

Nearly 150 people tuned in for our virtual Partner Forum on April 14 to see a presentation of the Explore Asheville team's current activities to support partners in light of the disruption caused by COVID-19. Attendees also got a look at intermediate and long-term strategies as Explore Asheville prepares to reactivate Asheville's customer base when it's safe to travel.

If you missed the event, [go here](#) to view a recording of the webinar. And if you're interested in other presentations and learning opportunities on a variety of topics related to business resiliency and recovery, presented by local, state, and national organizations, visit the [Coronavirus Resources webpage](#) at [AshevilleCVB.com](#) and click on [Webinars & Forums](#).



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