

# Explore ASHEVILLE

Convention & Visitors Bureau

August 13, 2020

## COVID-19

### Explore Asheville Partners with County on Safety Campaign

The State of North Carolina and Buncombe County remain in Phase 2 until at least Sept. 11, with a continued requirement that anyone in a public space, *indoors or outdoors*, must wear a mask. Explore Asheville is partnering with the County to remind visitors and residents about the face-covering requirement. This messaging appears on seven of our kiosks downtown, plus one in Biltmore Village, and one in Black Mountain. [View a photo gallery here.](#) [Visit our Coronavirus Resources Page here.](#)



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### Show Us Your COVID-Safe Operations!

Help us tell the story of Asheville's efforts to be as safe as we can be. Send your photos and videos of your COVID-19 safe operations, to be considered for content pieces showing how Asheville is staying safe. **Send your submissions to [AshevilleCVB@ExploreAsheville.com](mailto:AshevilleCVB@ExploreAsheville.com)** with the subject line: **Stay Safe Photos – [name of business]**.

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## Marketing Update

## Data-Driven Approach Leads to a Pause in Destination Advertising

How to manage the safe and responsible return of visitors who can help restart our community's economy is the objective of media plans developed by Explore Asheville's marketing team with our agency, 360i. The plan incorporates a data-driven approach ([see highlights here](#)), which excludes the placement of advertising in markets identified as COVID-19 "hot spots" using data from Johns Hopkins University.



This data-driven approach, combined with research that indicated Americans' reluctance to travel at this time, informed our **decision to pause advertising in mid-July until key indicators change** (with the exception of paid search). [Learn more from this presentation](#) made at the July meeting of the Buncombe County TDA by Marla Tambellini, Deputy Director & VP of Marketing (presentation starts at about 1:17:05 into the video).

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## Upcoming Event

AUGUST

20

### WEBINAR: Our Changed World - Things Your Tourism Business Can Do To Pivot and Adapt

A great opportunity is coming up for Explore Asheville partners, thanks to our friends at [www.eLearningu.com](http://www.eLearningu.com)! On Thursday, Aug. 20, 2 – 3 pm, tune in for a free webinar with Yelp's Senior Field Marketing Manager and Small Business Expert Emily Washcovick, who will talk about ways to mindfully consider the needs of your core demographic, while also continuing to make your business an inclusive place that welcomes people of diverse backgrounds.

The cost for this event is normally \$49.95, but with a special promotion code available only to Explore Asheville partners, you can attend for free! [Learn more about what you can expect and sign up here.](#)

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# Community Engagement

## Update on the African American Heritage Trail

The Buncombe County TDA is continuing the process of developing a physical and virtual [African American Heritage Trail](#). Part of the project (proposed in 2018 and funded through the Tourism Product Development Fund) includes a walking trail



through downtown Asheville with approximately 19 undetermined stops that use themes to present stories from historic African American communities. These themes might include community life, entrepreneurship, faith, entertainment, and education.

The Phase I Community Engagement process, which included a series of listening sessions and workshops, has concluded and results are available for review [here](#). Next steps will include research and story development in anticipation of the next phases of public input. Check the [project webpage](#) for updates and an [online survey](#) to share your thoughts on the project.

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## ExploreAsheville.com Adapting With You

### Partner Pro Tip

Did you know new search and filter options have been added to ExploreAsheville.com to help customers find your business and virtual events? Food & Drink businesses can indicate if they offer takeout, dine-in, delivery or outdoor seating. Simply [login to the Extranet](#) and select these offerings under the *Amenities* section. And for the Events Calendar, users can now search for Virtual Events so please continue [sharing your events with us](#) whether they are live or virtual.

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## Bureau Buzz

## We Have a Winner: Marla Tambellini

We're proud to announce that Marla Tambellini is a 2020 recipient of the state's highest tourism honor, the Winners Circle, a distinction that recognizes members of the tourism industry who've made significant and continuing contributions to the growth and success of NC's tourism industry. Marla's been at the CVB for 25 years and we're thrilled that Visit NC recognized her with this well-deserved award. [Learn more here.](#)



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**Explore Asheville Convention & Visitors Bureau**  
27 College Place • Asheville, North Carolina 28801  
[ExploreAshevilleCVB.com](https://www.exploreasheville.com) | (828) 210-2724

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