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Explore ASHEVILLE

Convention & Visitors Bureau

October 5, 2020

Tune in Wednesday to learn about the new ROI in marketing! Hint: It's "Return on Inclusion"

Sign up today for virtual Buncombe County TDA Annual Meeting on October 7 at 3:30 p.m.



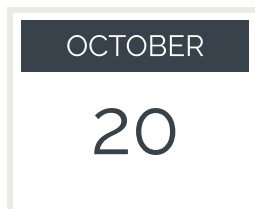
What does the road ahead look like for our industry? The past few months have brought a detour like none any of us has ever experienced. Helping us look to the future at our first-ever virtual BCTDA Annual Meeting will be the inspiring Earl B. Hunter, Jr., Founder & President of [Black Folks Camp Too](#), who will serve as keynote speaker.

Earl is an experienced business leader across multiple industries. He has been widely recognized for his ebullient personality, hard work ethic and non-traditional approach to building relationships and closing deals. He's driven by success and always plays to win at whatever challenge is presented to him.

Black Folks Camp Too is a marketing-driven business whose mission is to increase diversity in the outdoor industry by making it easier, more interesting and more fun for Black folks to go camping. Prior to founding the company, Earl served as VP of Sales at WNC-based SylvanSport, where he grew the business from \$1 million to \$17.5 million in sales in 4 years.

[>> Register today for our virtual BCTDA Annual Meeting on October 7, 3:30 – 5 p.m.](#)

SAVE-THE-DATE



The Road Ahead - Marketing, Sales & Community Engagement Update

After an afternoon of inspiration at the BCTDA Annual Meeting on October 7, join Explore Asheville on Tuesday, October 20, from 10 – 11 a.m., for an update on Explore Asheville's Marketing, Sales and Community Engagement plans for the coming months.

Despite the uncertainty of the pandemic and its impact on the tourism industry, the Marketing and Sales teams are working as hard as ever to keep Asheville top of mind for visitors, meeting planners, social groups and sporting events. Innovation and flexibility are key with safety always part of the strategy and messaging. And, the Community Engagement team is here to provide you with the resources and information you need to plug-in to these efforts.

[>> Register today for this update on October 20, 10 – 11 a.m.](#)



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Explore Asheville Convention & Visitors Bureau
27 College Place • Asheville, North Carolina 28801
ExploreAshevilleCVB.com | (828) 210-2724

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