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October 9, 2020

## Partner Update on the Official Asheville Visitor Guide

You may be wondering why you haven't heard from Explore Asheville regarding advertising in the *Official Asheville Visitor Guide*.

Normally, Explore Asheville and our publishing partner, SagaCity Media, would be in the throes of advertising sales for the next year's *Official Asheville Visitor Guide*. Unfortunately, as with many other tough business decisions being made due to COVID-19, we have opted to not produce a 2021 version of the Guide.

Due to the pandemic, our distribution has not kept pace with previous years. Rather than wasting the current guide, we want to maximize our advertisers' investment in the 2020 guide and continue using this guide through the 2021 calendar year.

We will continue distribution to our more than 500 travel partners and fulfillment of individual requests. Once we move into 2021, we will sticker the existing (2020) guides to ask readers to check details online with an easy to use QR code.

### **Do you need Visitor Guides at your business? Stock up for the fall season!**

Explore Asheville is offering free deliveries of *Visitor Guides* to your business next week. Deliveries, facilitated by Mountain Xpress, will be made by the case (44 guides/case) on October 15 and 16. If you would like to receive a delivery, **please complete this [form](#) by close of business on Tuesday, October 13th**. Please note, even if you are signed up to receive monthly deliveries we still need a completed [form](#) as we have had to temporarily suspend the recurring deliveries due to COVID-19.

Email [PartnerSupport@ExploreAsheville.com](mailto:PartnerSupport@ExploreAsheville.com) for assistance or if any questions.



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