

Plus, a Brief Survey to let us know about your winter plans. | [View in browser](#)



October 12 , 2020

## **Join us on Oct. 20, 10 - 11 a.m. for Part 2 of the BCTDA Annual Meeting**

### **The Road Ahead: Marketing, Sales & Community Engagement Update from Explore Asheville**

After an afternoon of inspiration at Part 1 of the Buncombe County TDA Annual Meeting last week (see below for more on that!), join Explore Asheville on Tuesday, October 20, from 10 – 11 a.m., for Part 2: 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 – find out how!

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

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## **Recap of Part 1 of the BCTDA Annual Meeting**

### **The State of Tourism, the Winner of Coveted Tourism Leadership Award + a Call to Action by the Founder of Black Folks Camp Too**

What an afternoon! Part 1 of the 2020 BCTDA Annual Meeting on Oct. 7 featured an overview of the state of tourism in Buncombe County by Interim Executive Chris Cavanaugh, the presentation of the 2020 William A.V. Cecil Tourism

Leadership Award to AIR – Asheville Independent Restaurant Association – and a compelling keynote speech and call to action by [Earl B. Hunter, Jr.](#), the founder and president of [Black Folks Camp Too](#).

Thanks to everyone who tuned in. If you missed it or want to share with others, here's how:

[>>Read highlights](#) of the event.

[>>View a recording](#) of the event.

[>>Download the BCTDA Annual Report](#) for FY 2019-20.

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## We Want to Hear From You!

Please take this brief survey to let us know about your upcoming winter plans and how we can better serve you. Please allow 5 – 10 minutes to complete this survey.

[TAKE THE SURVEY >>](#)



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