

The Official Asheville Visitor Guide

Ranked

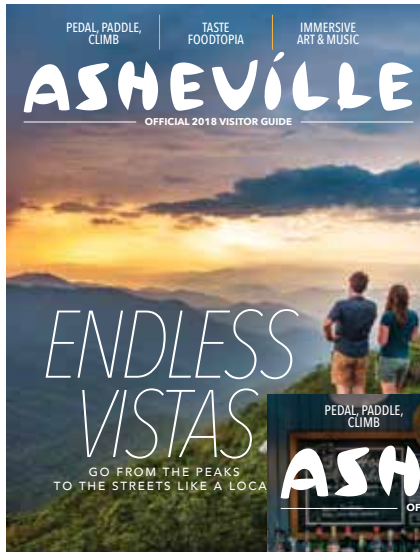
#1

BEST in the U.S.
Destination
for 2017

2019 MEDIA KIT

ASHEVILLE
ExploreAsheville.com

Strategic Partnerships Drive Visitor Experiences



THE 2019 OFFICIAL ASHEVILLE VISITOR GUIDE

Explore Asheville's annual Visitor Guide is one of their most useful and important tools utilized to promote individual and group tourism to our region. Your advertising helps inform visitors on what makes Asheville so unique, welcoming and an incredible place to visit. The Guide delivers new original content and design every year, giving visitors multiple reasons to come back again and again. We look forward to partnering with you in 2019!

GUIDING MILLIONS OF VISITORS

Asheville welcomes more than 10.9 million visitors each year, providing Buncombe County with \$2.9 billion in economic impact based on the latest 2016 statistics. 1- in 7- jobs in the County are supported by tourism, saving each household in state and local taxes. The *Official Asheville Visitor Guide* plays a significant role in our region's tourism to promote and strengthen our community.

Visitors Strengthen the Bottom Line of Your Business

Amidst the stunning natural beauty of Asheville, visitors are greeted with a warm welcome by businesses and residents alike. "Tourism is a lifeblood of revenue for this community," Explore Asheville CVB President & CEO Stephanie Pace Brown noted, addressing the audience at the 2017 tourism summit. "Visitors spend almost \$2 billion a year at businesses just like yours - hundreds of family owned local businesses serving customers every day, providing income for employees that totals \$810 million of personal income for people living in Buncombe County."



Guiding Visitors to Your Business



Advertising in the 2019 *Official Asheville Visitor Guide* guarantees your business is front and center when visitors are making their travel plans and while they are in the Asheville area.

ECONOMIC IMPACT OF TOURISM IN ASHEVILLE FOR 2016*

10.9 Million Annual visitors

\$1.9 Billion In direct visitor spending

\$202.5 Million In tourism-driven tax benefits

\$4.7 Million In daily visitor spending

*Source: Oxford Economics' tourism division 2017 reporting

VISITOR DEMOGRAPHICS**

46 Median age overnight visitor

57% Female **43%** Male

\$75,000+
Household Income

**Source: Longwoods Travel USA 2016

TOURISM BY THE NUMBERS*

**\$1.9
BILLION**

**2016 Asheville, NC
Visitor Spending**

 **OVERNIGHT
VISITORS**

**3.8 MILLION
(+7%)**

 **AVERAGE OVERNIGHT
VISITOR SPEND**

\$478/trip

 **DAY
TRIPPERS**

7.1 MILLION

 **AVERAGE DAY
TRIPPER SPEND**

\$151/trip

 **OCCUPANCY
RATE**

73.8%

BUNCOMBE COUNTY JOBS REPORT

1 in 7 are tourism industry

TAX BENEFITS GENERATED BY TOURISM

\$202.5 million

*Source: Longwoods Travel USA 2016
Oxford Economics' tourism division 2017 reporting

The Power of Visitor Guides

The 2019 *Official Asheville Visitor Guide* will be the region's best resource for reaching new visitors and increasing visitor spending.

83%+

of undecided travelers were influenced to choose a destination after reviewing a visitors guide.

50%+

of respondents used a visitors guide to plan their trip.

45%

spent more than 45 minutes reading a visitors guide.

40%

used a visitors guide both prior to and during their visit.

53%

spent between 15 and 45 minutes reading a visitors guide.

"Did reading the guide influence or change the following aspects of your trip?"*



17%
STAYED LONGER



50%
**ADDED
ATTRACTIONS**



45%
**ADDED
ACTIVITIES**



24%
**SPENT MORE
MONEY**



*Visitor Guide study conducted by National Laboratory for Tourism & Ecommerce, Temple University, March 2014

Targeted Distribution

CIRCULATION 400,000 print copies

READERSHIP 1,000,000 (2.5 readers per copy)

The 2019 *Official Asheville Visitor Guide* has highly effective and strategic distribution channels.



IN MARKET

- Asheville Visitors Center
- Asheville hotels, attractions and local businesses
- Asheville Airport Visitor Center
- Meetings, conventions, sporting events, destination weddings and other social events throughout the year

OUT OF MARKET

- Exclusive fulfillment for call-in, mail-in and website requests
- North Carolina Welcome Centers in 8 locations
- AAA offices in over 500 locations throughout the southeast region
- Military bases throughout 7 states in the southeast region
- Consumer Travel Shows 8x annually via the Blue Ridge Parkway Association

Available in digital format on desktop, laptop, tablet and mobile devices.

www.exploreasheville.com

Your print ad appears in all digital editions, directly hot-linked to your website!



Official Asheville Visitor Guide 2019 Net Rates



DISPLAY AD SIZES	2019 NET RATES	EARLY BIRD DISCOUNT <i>Reserve by 8/24/18</i>
Full Page	\$17,290	\$15,562
2/3 Page	\$13,832	\$12,449
1/2 Page (H)	\$10,893	\$9,803
1/3 Page	\$8,299	\$7,469
1/6 Page (V)	\$4,669	\$4,202
Inside Front Cover (or Page 1)	\$20,748	\$19,088
Inside Back Cover	\$19,884	\$18,293
Back Cover	\$21,612	\$19,884

DEADLINES

Space Deadline:

9/21/18

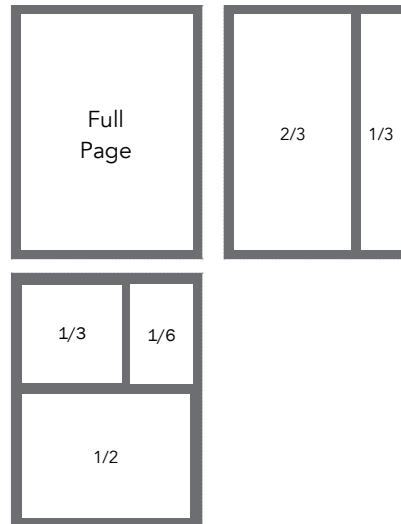
Materials Deadline:

9/28/18

Distribution Begins:

December 2018

AD SIZES	WIDTH	HEIGHT
Full Page Bleed	8.25"	10.75"
Trim	8"	10.5"
Live Area (safety*)	7.25"	9.75"
Full Page Non-Bleed	7.25"	9.75"
2/3 Page (Vertical Only)	4.625"	9.5"
1/2 Page Horizontal	7"	4.625"
1/3 Page Vertical	2.25"	9.5"
1/3 Page Horizontal (square)	4.625"	4.625"
1/6 Page Vertical	2.25"	4.625"



Complete spec sheet available on request.

Explore Asheville Works Hard For You!

Explore Asheville's year-round publicity campaigns support marketing initiatives, driving travelers to our destination and bringing visitors to your front door.

Media coverage generated more than **3.7 BILLION IMPRESSIONS** with over **\$5.1 MILLION** in advertising value.

Asheville has received dozens of accolades, including:

*"Top-Rated Vacation Destinations
in North America"*



*"30 Top USA Cities to Visit
in 2018"*



"The South's Best Food Towns"



"Top 10 Music Cities in the US"



*"The Coolest Places to Go
in 2018"*



*"15 Southern Cities All Food
Lovers Should Visit Now"*



"18 Top Destinations of 2018"



*"18 Best Cities in America
for Solo Travelers"*



"18 Best Places to Visit in 2018"



*"The Best Small Cities in
the U.S."*



*"16 U.S. destinations to
explore now"*



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ASHEVILLE

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