



**Encourage Safe &  
Responsible Travel**

Explore **ASHEVILLE**



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Responsible Travel**

# NAVIGATING THE WAY FORWARD

**RANDY DURBAND**

**CEO**

**GLOBAL SUSTAINABILITY  
TRAVEL COUNCIL**



Explore **ASHEVILLE**

# ENCOURAGE SAFE & RESPONSIBLE TRAVEL



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**Randy Durband**

**Randy will lead a TED-style talk**

# ENCOURAGE SAFE & RESPONSIBLE TRAVEL

What it means  
to you...

Short-term

- Ensure every one of our workers who want a vaccine gets one
- Open up – safely – attracting people who will care for our community as much as we do
- Promote Asheville as a safe place for families – with great places for family reunions
- Clean up litter
- Continue to support the expansion of greenways throughout the county

Med-long term

- Build partnerships with like-minded brands and causes to engage with travelers that share our community values
- Responsible: visitors and residents are equally responsible for the environment
- Outdoor areas are clean and do not show the wear and tear (trash) of large crowds
- Mitigate and manage environmental impacts
- Focus on destination management as well as destination marketing

“I think there was a confluence of more people and fewer resources to clean. It is sad and that's the case.”

“It is astonishing to to take certain drives and see how many tents are next to the river and how much trash is on hillsides where there was never trash before. Yeah, it's been a marked difference in trash and homeless people, that is a reality, it's really uncomfortable.”

# ENCOURAGE SAFE & RESPONSIBLE TRAVEL (CONT.)

## Linking to the broader Asheville Community

### Benefits to Asheville

- A feeling of safety and security for residents and visitors alike
- Protect and maintain the beautiful and natural resources and products of the area (local, state and national parks)
- An inviting, clean and safe downtown for both visitors and residents
- Long term natural sustainability

### Links to other org. goals

Buncombe County 2025

City of Asheville Goals

Chamber of Commerce

Dogwood Trust

CFWNC

**Resident Well-Being:** Our residents are safe, healthy, and engaged in their community  
**Environmental & Energy Stewardship:** High quality air, water, farmland and renewable energy for future generations

- A clean and healthy environment
- Growing up (land, transportation, housing, resources)
- Health and wellness
- Natural/cultural resources
- Food/farming (support sustainable local food)

## ENCOURAGE SAFE & RESPONSIBLE TRAVEL (CONT.)

### Vision discussion

- What should the BCTDA's vision be for this pillar? (short vs. medium-long term)
- Where should we be focusing?
- What community organizations and/or leaders should we be working with to ensure success?

# ENCOURAGE SAFE & RESPONSIBLE TRAVEL



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## Strategic Conversation & Input

# THURSDAY WRAP-UP

## Vic Isley

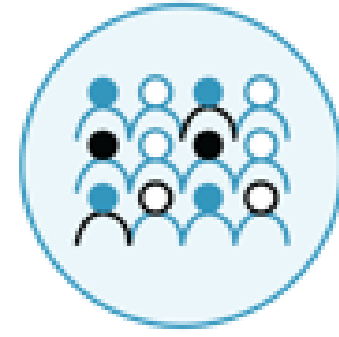
### Wrap-Up and Friday Preview



**Deliver Balanced  
Recovery &  
Sustainable Growth**



**Encourage Safe &  
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**Engage & Invite  
More Diverse  
Audiences**



**Promote & Support  
Asheville's Creative  
Spirit**



# ADJOURNMENT

**Himanshu Karvir**

Call for motion to Adjourn Day 1 of the  
BCTDA's Annual Planning Retreat

# ADJOURN - ROLL CALL VOTE

## **Chairman Himanshu Karvir**

- Vice Chairman Gary Froeba
- Leah Ashburn
- Andrew Celwyn
- Brenda Durden
- John Lockett
- John McKibbon
- Kathleen Mosher
- Chairman Himanshu Karvir

# NEXT BCTDA MEETING



*Thanks for attending!*

Day 2 of the BCTDA's Annual Planning Retreat will be  
**Friday, March 26, 2021, at 9:00 a.m.**

Next Month's BCTDA Meeting:  
**Wednesday, April 28, 2021 at 9:00 a.m.**