

Be an Explore Asheville Pro!

Quick Tips for promoting your business through Explore Asheville

Not a Partner Yet?

The first step is to determine your eligibility. Qualified tourism-related businesses are entitled to a free listing on ExploreAsheville.com. Head to the following link to check the listing policy and get started:

➔ [AshevilleCVB.com/Connect](https://www.ashevillecvb.com/Connect)

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Manage Your Account & Listing(s)

Businesses may receive one or more of the following types of listings on ExploreAsheville.com:

- Website: represented on the leisure portion of ExploreAsheville.com
 - Meetings
 - Motorcoach
 - Wedding
 - Arts Portal: represented on our sister-site, AshevilleArtsAlive.org
- Meetings, Motorcoach, and Wedding are represented on the meeting planner portion of ExploreAsheville.com.

Once your listing(s) has been established by the CVB Team, you have full control over the content through the *Explore Asheville Partner Extranet*. Through the Extranet you can:

- Add/Delete images and videos
- Submit events
- Post packages and deals
- Edit amenities, such as open hours, meeting space, and more
- Review performance reports for your listings, events, and packages

Helpful Extranet Instructions can be found here to help guide you:

➔ [AshevilleCVB.com/Extranet-Instructions](https://www.ashevillecvb.com/Extranet-Instructions)

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Spread The Word About Your Events

Submit your visitor-friendly events to the ExploreAsheville.com Events Calendar through the Extranet (for established partners) or via our webform at:

➔ [ExploreAsheville.com/Submit-An-Event](https://www.exploreasheville.com/Submit-An-Event)

Tips for submitting events:

- Include high-quality images with a resolution of at least **480px by 640px**. Do not submit images with text as it will not display properly.
- Keep your description simple: avoid the temptation to copy and paste your press release or artist bio into the description. Practice explaining your event in one sentence to help you provide a clear, focused description. Also, avoid using industry jargon that may be unfamiliar to the general public.

Feed the Information Beast!

Our Marketing & PR team is constantly on the lookout for the latest news in the Asheville area to share with media, inspire web and social content, create visitor newsletter content, and more! Whether it's a formal press release about an upcoming exhibit or a quick two-line email about an awesome food and drink specials you are running, or anything in between, send an email at:

➔ **News@ExploreAsheville.com**

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Upload Packages & Deals to ExploreAsheville.com

Our Packages & Deals section is one of the most visited on ExploreAsheville.com. Get your business in front of potential visitors by submitting packages (which must include an overnight stay at a Buncombe County lodging property) or deals (which can be any coupon or discount of your choosing).

Partners with accounts and Extranet access can do so easily online. Visit this page for more instructions as well as a Packaging 101 presentation:

➔ **AshevilleCVB.com/Extranet-Instructions**

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Stay Connected with Explore Asheville

Read the monthly Partner Connect eNewsletter to learn about marketing opportunities for your business, industry news, and upcoming industry partner events. Sign up on ExploreAshevilleCVB.com.

Need More Information or Extranet Training?

Sign-up to attend one of our monthly Explore Asheville CVB 101 Orientations. Check for upcoming dates and RSVP information here:

➔ **AshevilleCVB.com/Events**

Questions?

The Public Affairs team is here to help!

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Brit Martin – Data Specialist, bmartin@exploreasheville.com, 828.258.6113 | Getting started with ExploreAsheville.com, Extranet troubleshooting, Updating account information.