EXPLORE ASHEVILLE VIRTUAL PARTNER FORUM: COVID-19 & BEYOND

APRIL 14, 2020 | Via GoToWebinar

Explore ASHEVILLE

WELCOME!

Stephanie Brown

Explore Asheville
President & CEO

Explore ASHEVILLE

COVID-19 PARTNER FORUM

COVID-19: BUNCOMBE COUNTY UPDATE
Heather Parkinson & Fletcher Tove, Buncombe Emergency Operations Center

EXPLORE ASHEVILLE PARTNER SUPPORT
Director of Public Information & Community Engagement Kathi Petersen
Director of Public Affairs Pat Kappes

EXPLORE ASHEVILLE MARKETING & ADVERTISING UPDATE
Vice President of Marketing/Deputy Director Marla Tambellini

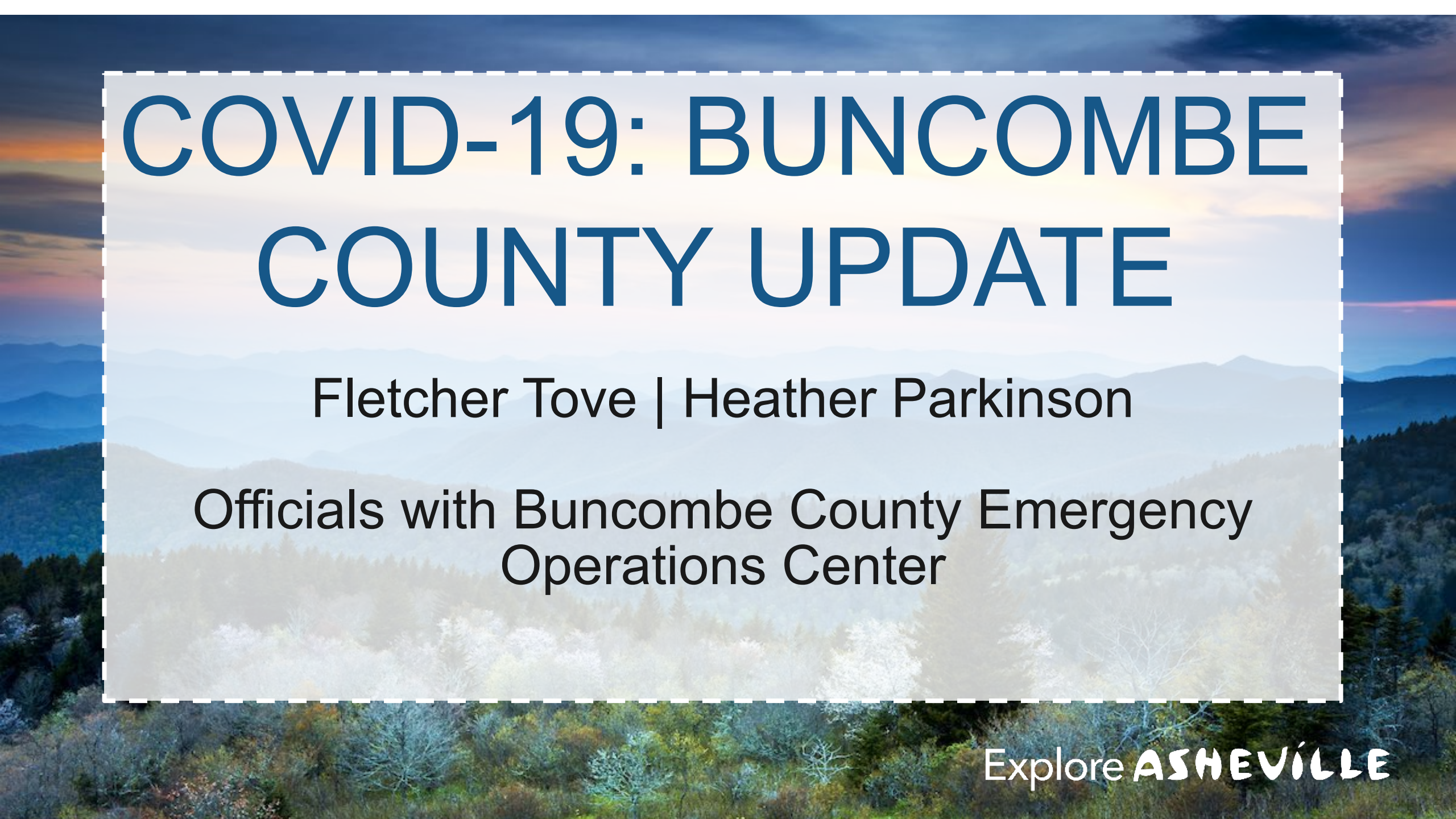
EXPLORE ASHEVILLE SALES UPDATE
Vice President of Sales Dianna Pierce

Explore ASHEVILLE

COVID-19: BUNCOMBE COUNTY UPDATE

Fletcher Tove | Heather Parkinson

Officials with Buncombe County Emergency Operations Center



COVID-19: PARTNER COMMUNICATIONS & PUBLIC INFORMATION

Kathi Petersen

Director of Public Information & Community Engagement

Explore ASHEVILLE

PARTNER E-ALERTS

Starting February 28

Explore Asheville Convention & Visitors Bureau

February 28, 2020

SPECIAL ALERT

While there have been no confirmed cases of
Carolina, the Governor's Coronavirus Task F
prepared and take standard precautions tha
traveling during cold and flu season.

Here's information we received from Visi
with family, friends, colleagues, and cus

**STATEMENT FROM NORTH CAROL
CORONAVIRUS TASK FORCE**

North Carolina is urging residents
relating to the coronavirus (COVID
monitor the NC Department of He
situation. **Here is the link to the**

Residents and visitors can als
Control and Prevention.

Explore Asheville Convention & Visitors Bureau

March 20, 2020

COVID-19 Crisis: 7 Things You Can Do Today

As the coronavirus crisis continues to unfold, the Explore Asheville tea
continuing to work hard to bring you information, resources, and suppor
are seven things to do and know.

1. **Join the call to action.** Itime sensitive: TODAY if possible!I
Destinations International is imploring members of the tourism indust
let Congress know how COVID-19 is impacting businesses NOW while
comprehensive economic package designed to provide direct relief to
industry is being considered TODAY. **Read the request here** and **use th
form to send your urgent message to Congress.**

2. **Participate in an important business impact survey.** Itakes only 3
minutes!I
The Asheville Area Chamber of Commerce invites business owners to take
three minutes to share how your business is responding to COVID-19 and
what resources you may need. Your responses will allow the Chamber to
inform discussions with elected officials about emergency services and
relief. **Take the 3-minute survey here.**

3. **Discover resources for small**
We've com

Explore Asheville Convention & Visitors Bureau

March 23, 2020

Business Resource Virtual Town Hall Today 1 p.m.

Opportunities for Business Owners TODAY & TOMORROW

The Asheville Area Chamber of Commerce and Economic D
Coalition for Asheville-Buncombe County are hosting a seri
Halls to get timely information to the business community
crisis.

TODAY, March 23, 1 - 2 p.m.

Topic: Employment Considerations in the CO

Panelists:

- Nathan Ramsey, Executive Director of the Mountain
Development Board and Land of Sky Regional Cou
- Rodney Embler, Executive Director of NCWORKS A
- Timothy Love, Emergency Operations Center for B
- Jackie Grant, Partner with Roberts and Stevens

More Info & Instructions to Participate:

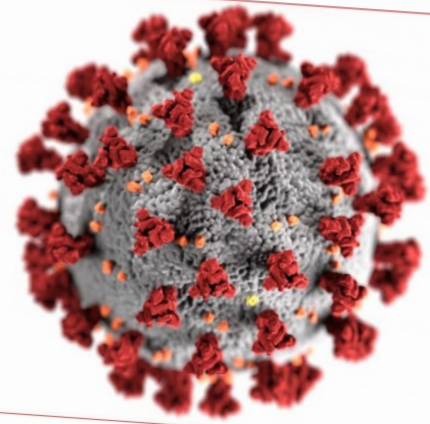
- **https://web.ashevillechamber.org/events/Virt
Employment-Considerations-in-the-COVID19-C**

TUESDAY, March 24, 3 – 4 p.m.

Explore Asheville Convention & Visitors Bureau

March 6, 2020

CORONAVIRUS UPDATE & RESOURCES



Explore Asheville Convention & Visitors Bureau

March 26, 2020

**Leisure & Recreation Travelers Prohibited from
Visiting Buncombe County as Part of "Stay Home –
Stay Safe" Declaration**

be County's State of Emergency
r limit exposure to coronavirus and
.m. on Thursday April 9
rt yesterday – our apologies for the
em necessary.

fast establishments and other
sinesses," this declaration
n travelers. Current guests are
y leisure and recreation travelers
elled. Explore Asheville is
ers to communicate with guests.

o enters Buncombe County
ntine for the duration of their
ds beyond the duration of the

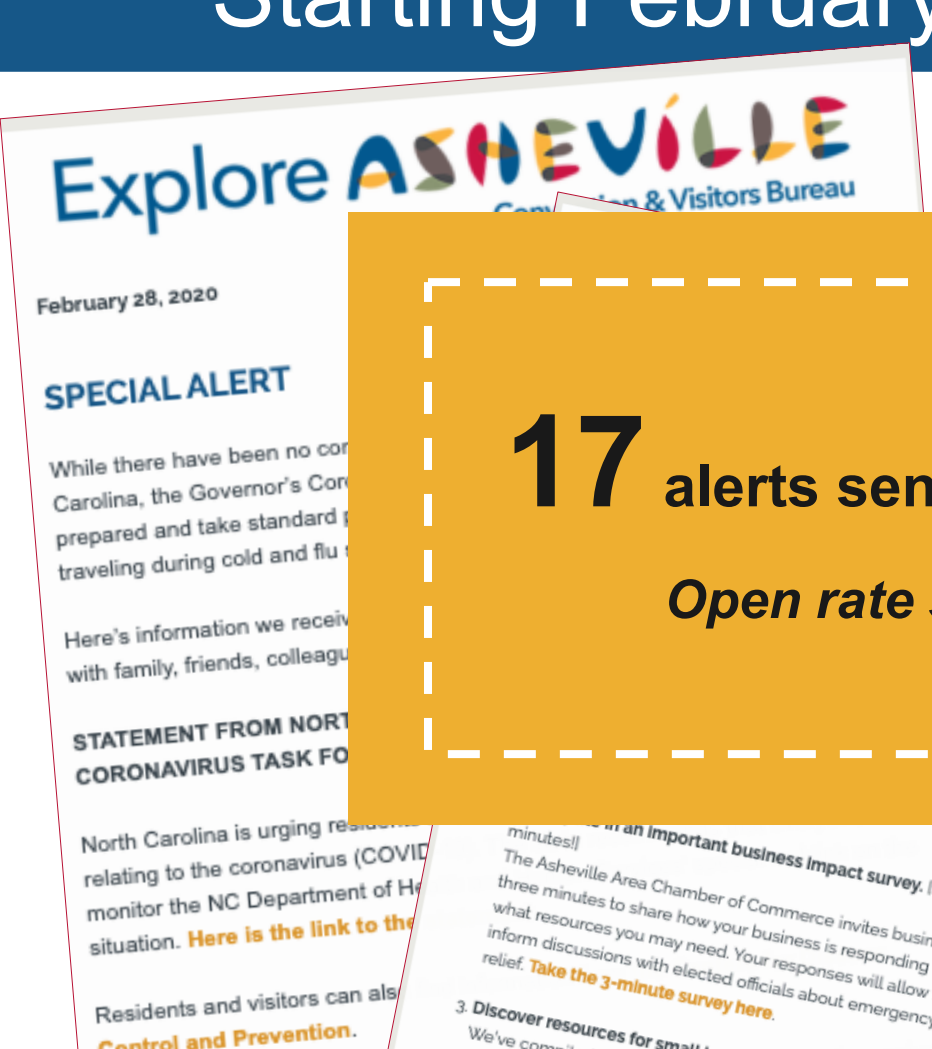
r clarifying documents

PARTNER E-ALERTS

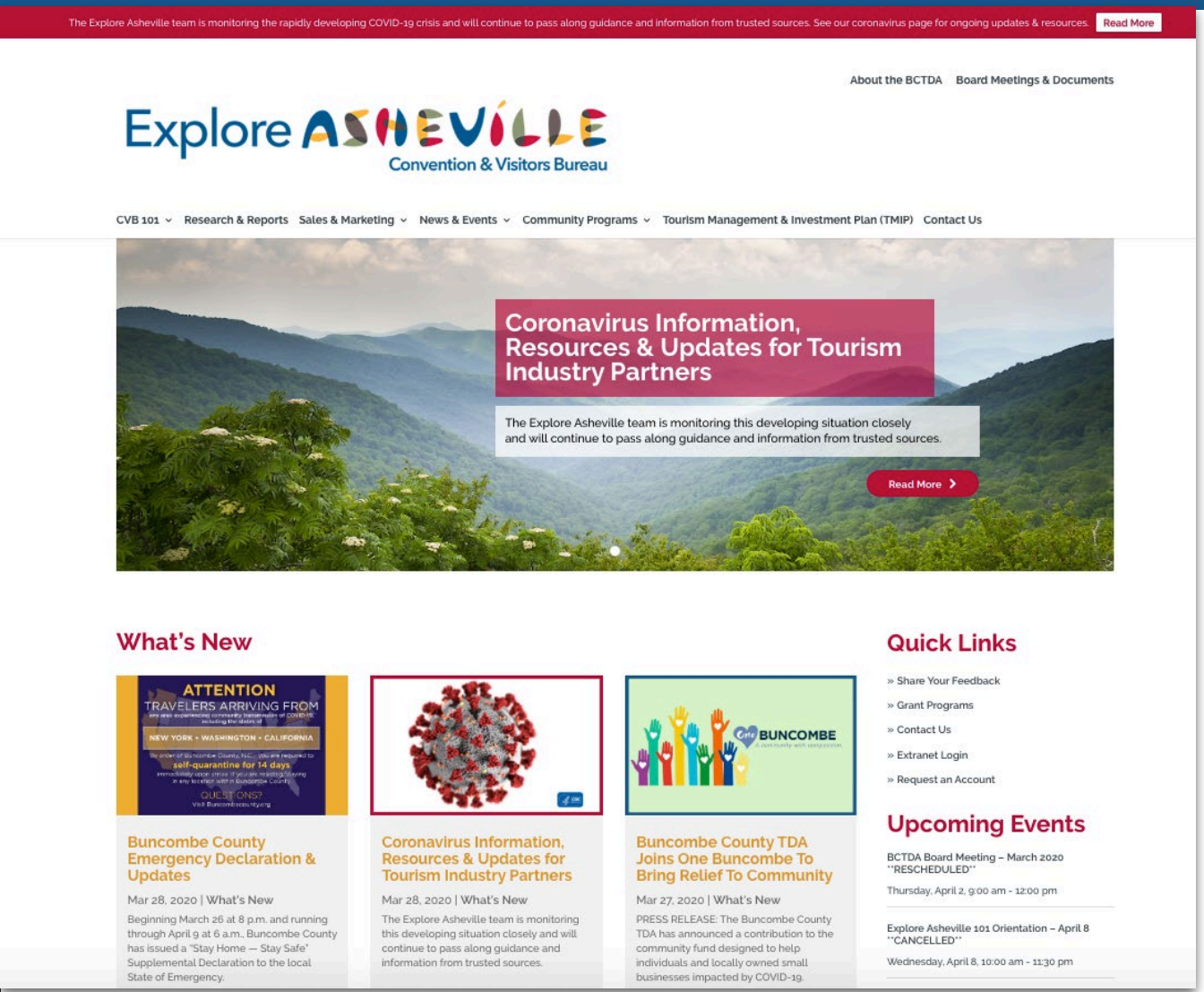
Starting February 28

17 alerts sent to industry partners = 20,000+ emails

Open rate steadily increasing from 25% to 55%



AshevilleCVB.com
CORONAVIRUS INFO, RESOURCES, UPDATES



- Resources for **small business resiliency & recovery**
- Tourism industry & business **advocacy**
- Info on **community support** initiatives
- Roundup of **local, state & federal orders & legislation**
- **Travel trends** & other research
- Schedule of **webinars & forums**
- Archive of **partner e-alerts**

AshevilleCVB.com

LODGERS' TOOLKIT FOR COMPLIANCE

'STAY HOME, STAY SAFE'

- Travelers' Advisory Signage
- Legal Guidance for compliance
- Informational Advisory for guests
- 'Stay Home, Stay Safe' Order
- Interpretive Guidance
- 'Essential Business' documentation form for guests

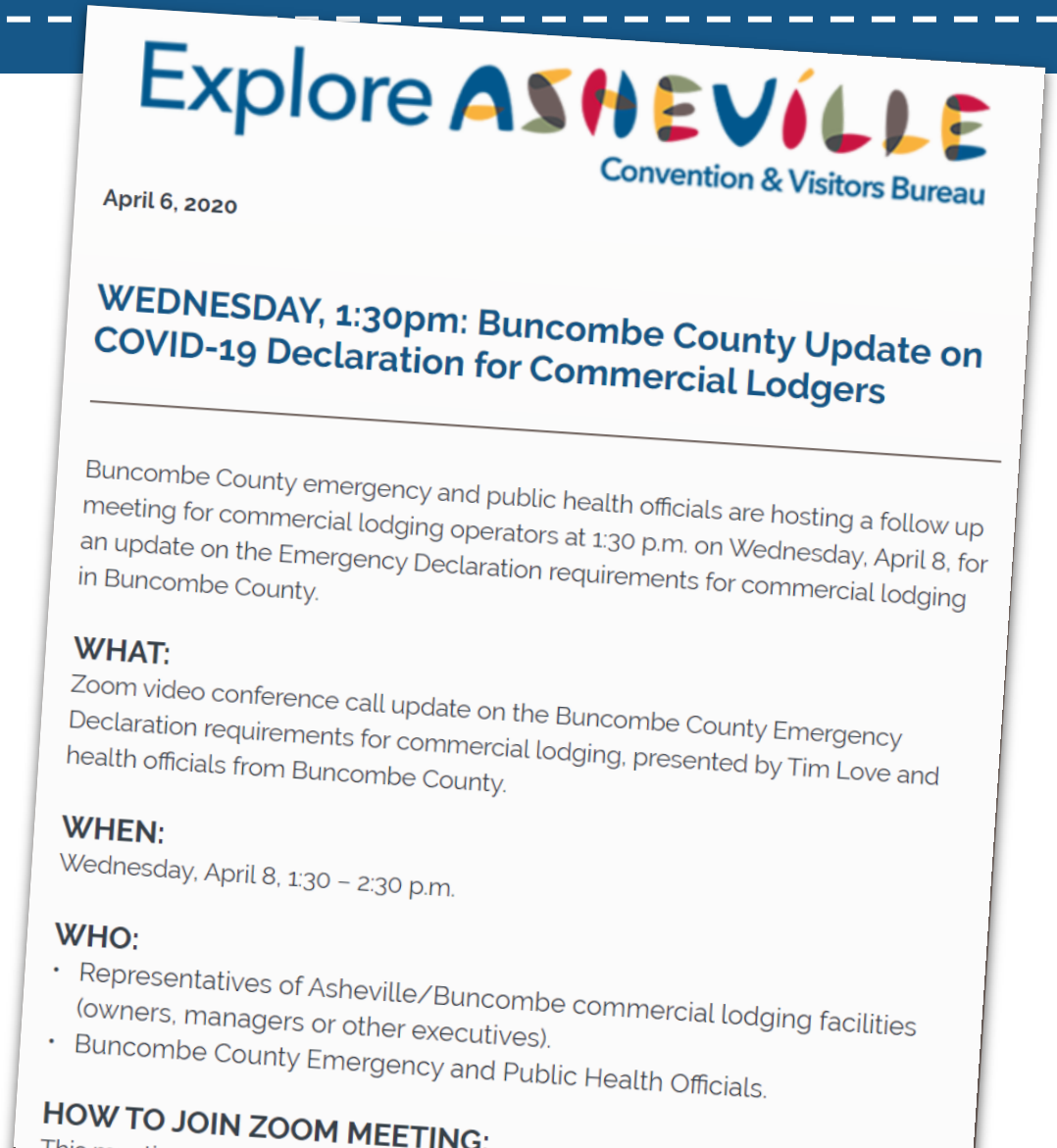
LODGING SPECIFIC
INDUSTRY PARTNER COMMUNICATIONS

E-ALERTs

- Specialized for lodging partners, in addition to those sent to all partners

VIDEO CONFERENCE CALLS

- Organized & facilitated for lodging partners with officials from Buncombe County Emergency Operations Center
- 1st session: Nearly 90 in attendance; 2nd session, 100+



Explore ASHEVILLE
Convention & Visitors Bureau

April 6, 2020

WEDNESDAY, 1:30pm: Buncombe County Update on COVID-19 Declaration for Commercial Lodgers

Buncombe County emergency and public health officials are hosting a follow up meeting for commercial lodging operators at 1:30 p.m. on Wednesday, April 8, for an update on the Emergency Declaration requirements for commercial lodging in Buncombe County.

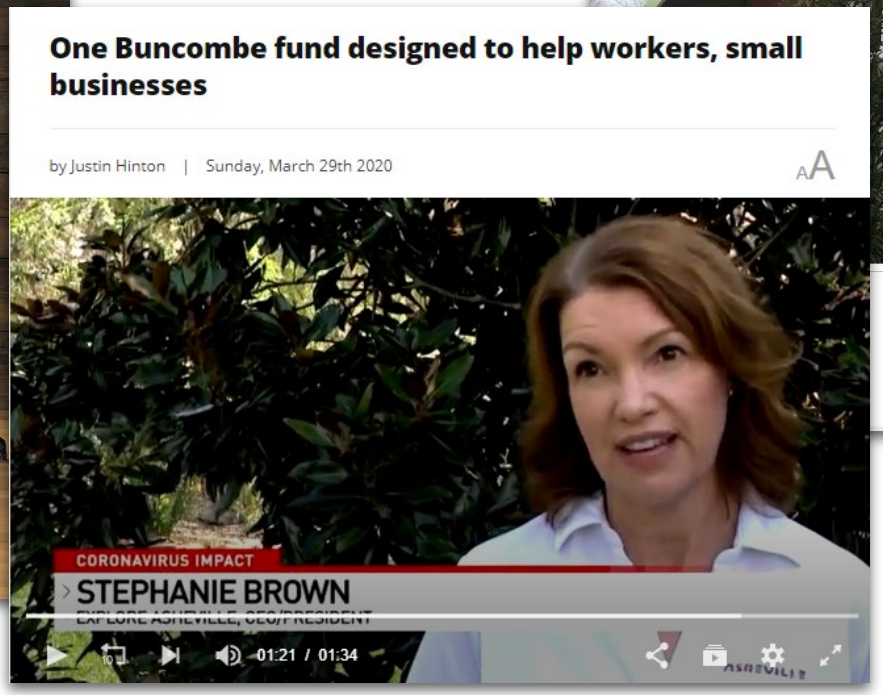
WHAT:
Zoom video conference call update on the Buncombe County Emergency Declaration requirements for commercial lodging, presented by Tim Love and health officials from Buncombe County.

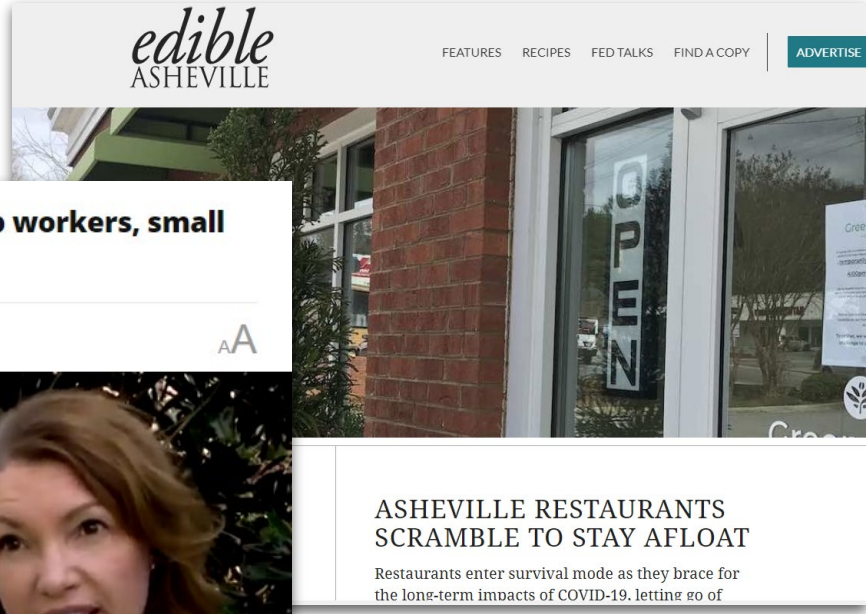
WHEN:
Wednesday, April 8, 1:30 – 2:30 p.m.

WHO:
- Representatives of Asheville/Buncombe commercial lodging facilities (owners, managers or other executives).
- Buncombe County Emergency and Public Health Officials.

HOW TO JOIN ZOOM MEETING:

PUBLIC INFORMATION
LOCAL MEDIA REQUESTS & INTERVIEWS





First Media Request: February 28

Numerous requests & interviews with all local outlets + press releases & statements

Feedback from Partners

“Thank you so much for this alert. It’s greatly appreciated.”

“Thanks so very much for all you do for and in our community.”

“I just wanted to say thank you for providing so much good information to lodging owners in response to COVID-19. Stay safe and healthy!”

Explore ASHEVILLE

COVID-19: PARTNER SUPPORT

Pat Kappes

Director of Public Affairs

Explore ASHEVILLE

IN RESPONSE TO COVID-19

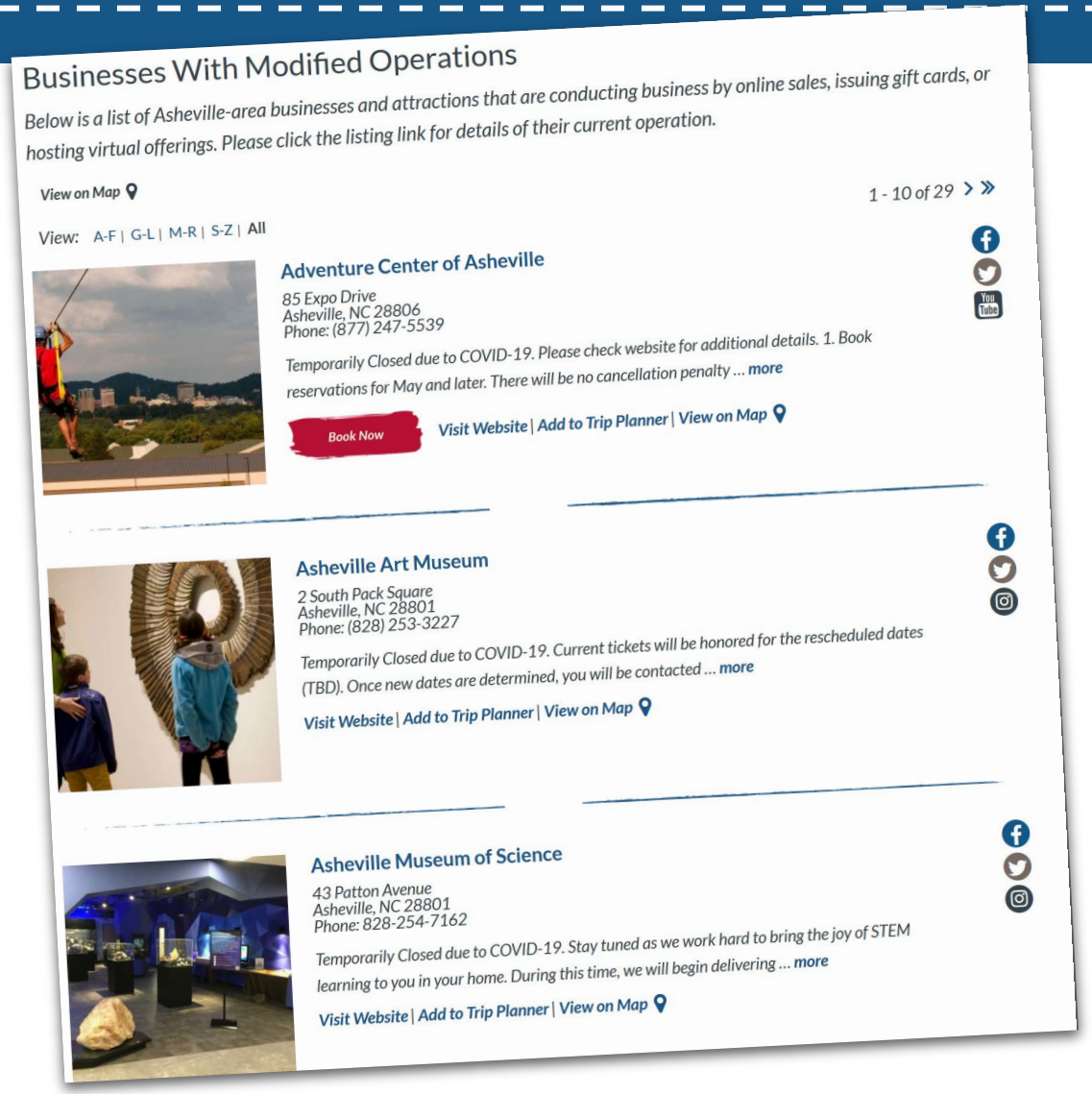
- Respond to influx of business operations and events updates
- Integrate updates throughout Explore Asheville channels to best serve partner needs
- Connecting partners to newly emerging business support resources

BUSINESS LISTING UPDATES

414 records have been updated in TWO WEEK period *(March 16 – 30)*

- **140 attractions/retail partners**
- **274 food & beverage partners**

On average, 55 business listings are updated per month.



Businesses With Modified Operations

Below is a list of Asheville-area businesses and attractions that are conducting business by online sales, issuing gift cards, or hosting virtual offerings. Please click the listing link for details of their current operation.

View on Map

1 - 10 of 29

View: A-F | G-L | M-R | S-Z | All

Adventure Center of Asheville
85 Expo Drive
Asheville, NC 28806
Phone: (877) 247-5539

Temporarily Closed due to COVID-19. Please check website for additional details. 1. Book reservations for May and later. There will be no cancellation penalty ... more

Book Now | Visit Website | Add to Trip Planner | View on Map

Asheville Art Museum
2 South Pack Square
Asheville, NC 28801
Phone: (828) 253-3227

Temporarily Closed due to COVID-19. Current tickets will be honored for the rescheduled dates (TBD). Once new dates are determined, you will be contacted ... more

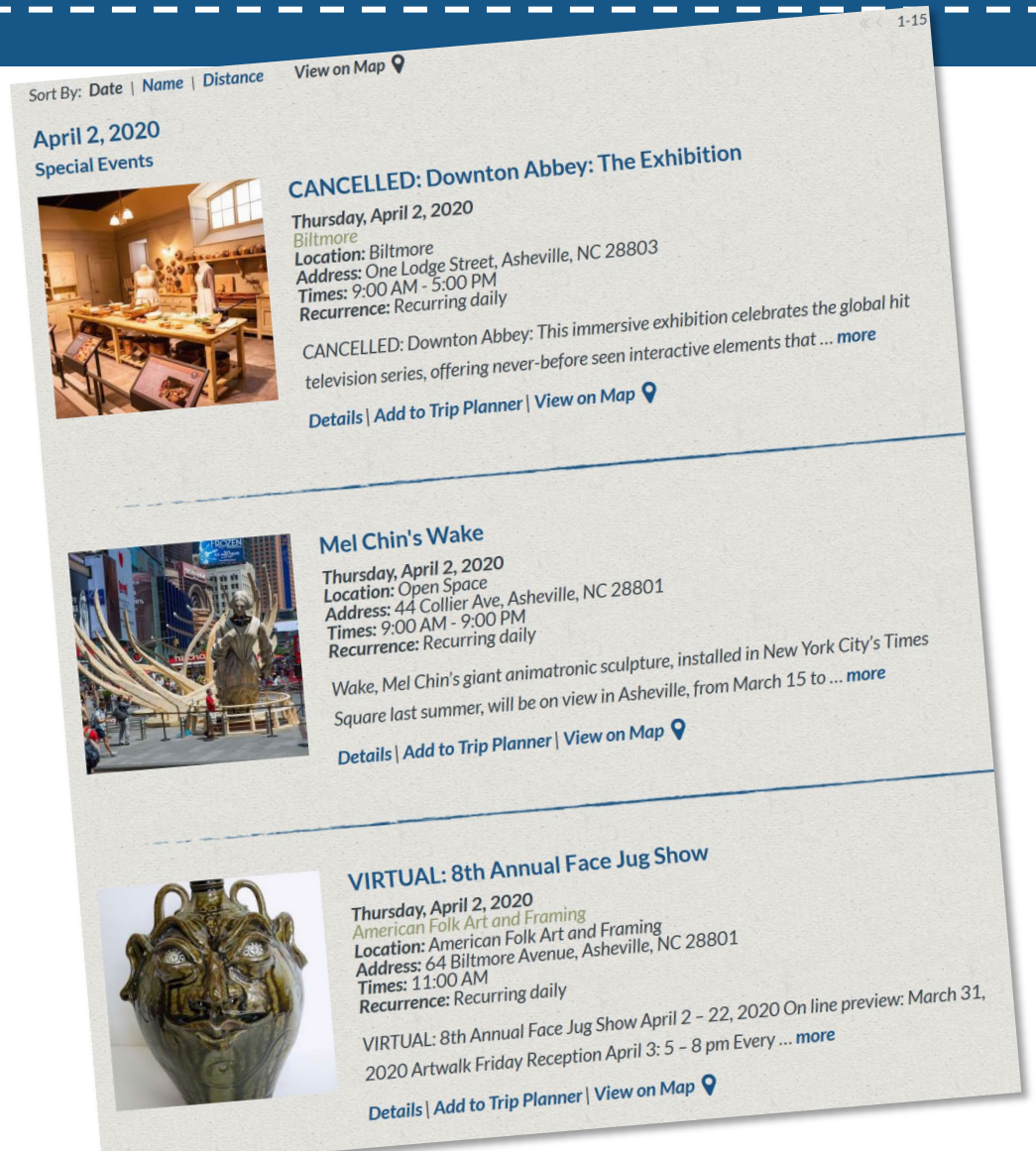
Visit Website | Add to Trip Planner | View on Map

Asheville Museum of Science
43 Patton Avenue
Asheville, NC 28801
Phone: 828-254-7162

Temporarily Closed due to COVID-19. Stay tuned as we work hard to bring the joy of STEM learning to you in your home. During this time, we will begin delivering ... more

Visit Website | Add to Trip Planner | View on Map

EVENT LISTING UPDATES



Sort By: Date | Name | Distance View on Map

1-15

April 2, 2020

Special Events

CANCELLED: Downton Abbey: The Exhibition

Thursday, April 2, 2020
Biltmore
Location: Biltmore
Address: One Lodge Street, Asheville, NC 28803
Times: 9:00 AM - 5:00 PM
Recurrence: Recurring daily

CANCELLED: Downton Abbey: This immersive exhibition celebrates the global hit television series, offering never-before seen interactive elements that ... more

Details | Add to Trip Planner | View on Map

Mel Chin's Wake

Thursday, April 2, 2020
Location: Open Space
Address: 44 Collier Ave, Asheville, NC 28801
Times: 9:00 AM - 9:00 PM
Recurrence: Recurring daily

Wake, Mel Chin's giant animatronic sculpture, installed in New York City's Times Square last summer, will be on view in Asheville, from March 15 to ... more

Details | Add to Trip Planner | View on Map

VIRTUAL: 8th Annual Face Jug Show

Thursday, April 2, 2020
American Folk Art and Framing
Location: American Folk Art and Framing
Address: 64 Biltmore Avenue, Asheville, NC 28801
Times: 11:00 AM
Recurrence: Recurring daily

VIRTUAL: 8th Annual Face Jug Show April 2 – 22, 2020 On line preview: March 31, 2020 Artwalk Friday Reception April 3: 5 – 8 pm Every ... more

Details | Add to Trip Planner | View on Map

309 events updated in TWO WEEK period
(March 16 – 30)

- *Canceled, postponed, new virtual experiences*

On average, 315 event listings are updated per month.

We understand that this is not a time for travel. Due to COVID-19, Asheville and Buncombe County have issued a Stay Home, Stay Safe ordinance, that bans all non-essential business and travel. There is also a quarantine rule for travelers from New York, California, Washington state and other hot spots. See here »
Watch Asheville Cares for continually updated resources and information on business and travel impacts.

Support Asheville's special businesses by purchasing gift cards to keep our community **#AshevilleStrong**.

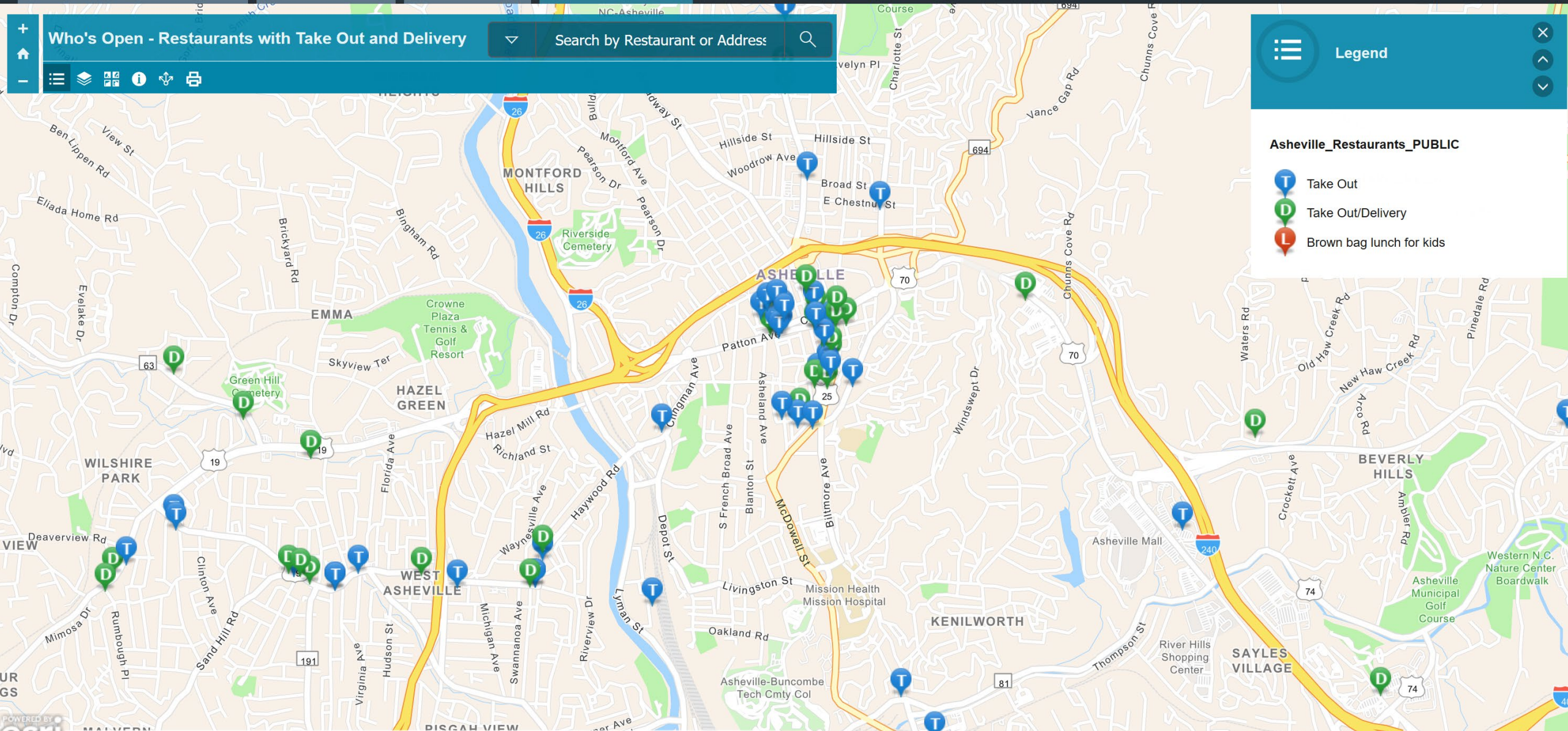
COVID-19: Meals for Students, Food Boxes, Grocery & Take-Out

Updated Daily

If we are missing information please email us:

THE CITY OF ASHEVILLE NORTH CAROLINA

Meal Sites for School Children | Food Box Pickup | Grocery Stores | Take-Out/ Delivery



SHARE YOUR UPDATES WITH US

So We Can Share Them With The Public

RESTAURANTS – do you provide take-out or delivery services?

EVENTS - are you planning to live stream your event?

ATTRACTIONS – are you limiting your hours or experiences? Are there other ways to experience your business such as a virtual tour or gift certificate?

GALLERIES & STUDIOS – are you still offering one-on-one appointments?

NEW AMENITIES & CATEGORIES

- Virtual Event
- Online Shopping
- Temporarily Closed
- Open for Takeout
- Open for Delivery

Extranet
Instructions
can be found on
AshevilleCVB.com

PARTNER SUPPORT

Pat Kappes
Director of Public Affairs

Joe Phelps
Public Affairs Specialist

Charlie Reed
Information Specialist

STAY CONNECTED

- **Update your business and event listings**
  Login to the Partner Extranet
- **Share your news**
  Email the team at News@ExploreAsheville.com
- **Read the Partner News Alerts**
  Sent from AshevilleCVB@ExploreAsheville.com
- **Check the industry website – AshevilleCVB.com**

Explore ASHEVILLE

COVID-19: MARKETING & ADVERTISING UPDATE

Marla Tambellini

Deputy Director/Vice President of Marketing

Explore ASHEVILLE

IMMEDIATE RESPONSE

- Cancelled Spring Advertising
- Commissioned Tourism Sentiment Research
- Began Development of Coronavirus Information Microsite
- Partner outreach

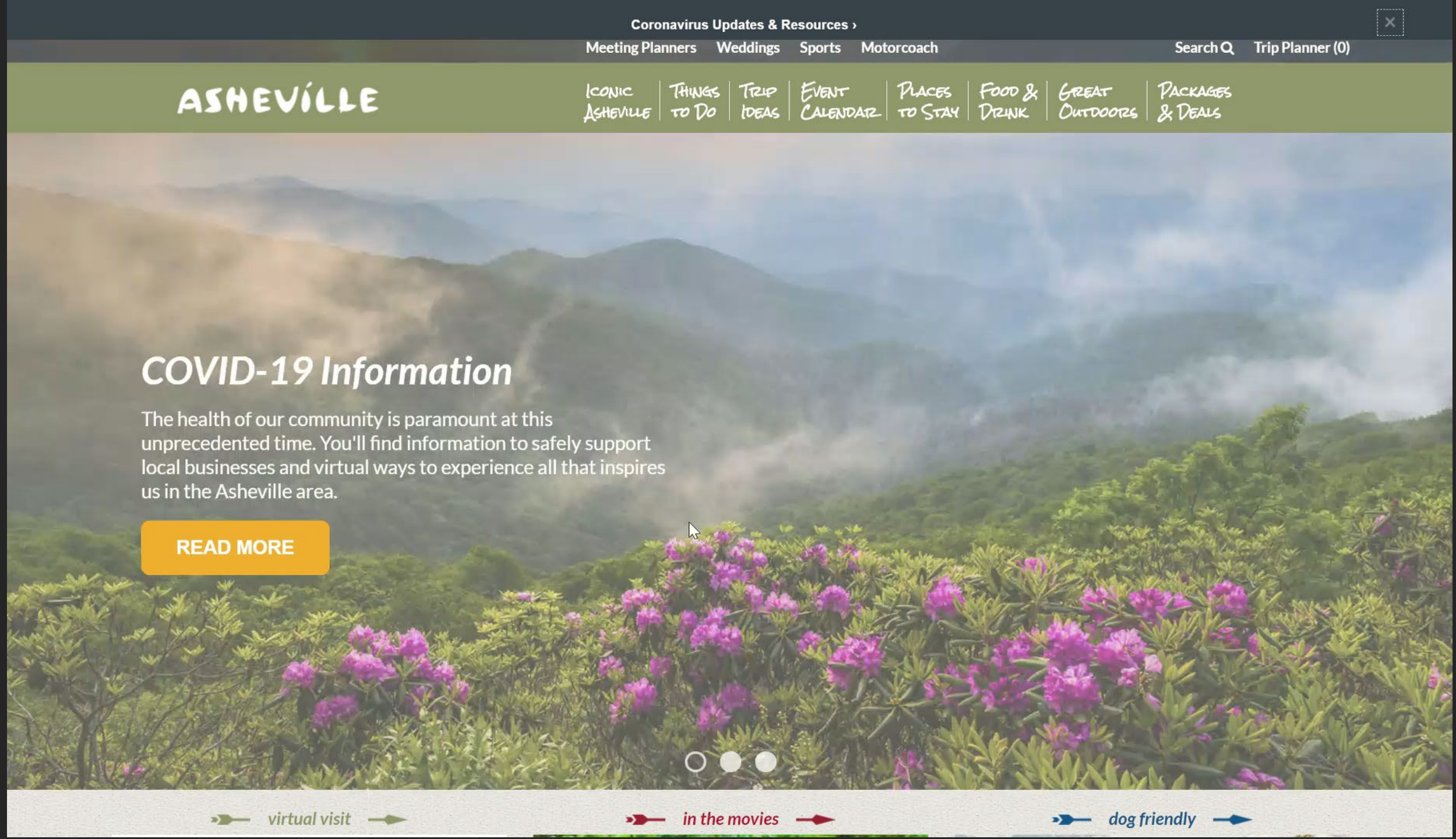
LOCAL

NC governor declares state of emergency as state deals with coronavirus

WILL DORAN, MARTHA QUILLIN, AND LUCILLE SHERMAN

ARCH 10, 2020 12:05 PM, UPDATED MARCH 10, 2020 10:14 PM

rolina Governor Roy Cooper announces that additional cases of coronavirus are causing him to declare a state of cy. Cooper made the announcement Tuesday, March 10, 2020 in Raleigh. BY WUNC-TV


Coronavirus Updates & Resources ›
Meeting Planners
Weddings
Sports
Motorcoach
Search
Trip Planner (0)
ASHEVILLE
Iconic Asheville
Things to Do
Trip Ideas
Event Calendar
Places to Stay
Food & Drink
Great Outdoors
Packages & Deals
COVID-19 Information
The health of our community is paramount at this unprecedented time. You'll find information to safely support local businesses and virtual ways to experience all that inspires us in the Asheville area.
READ MORE
virtual visit
in the movies
dog friendly

Home

ASHEVILLE CARES

COVID-19 RESPONSE

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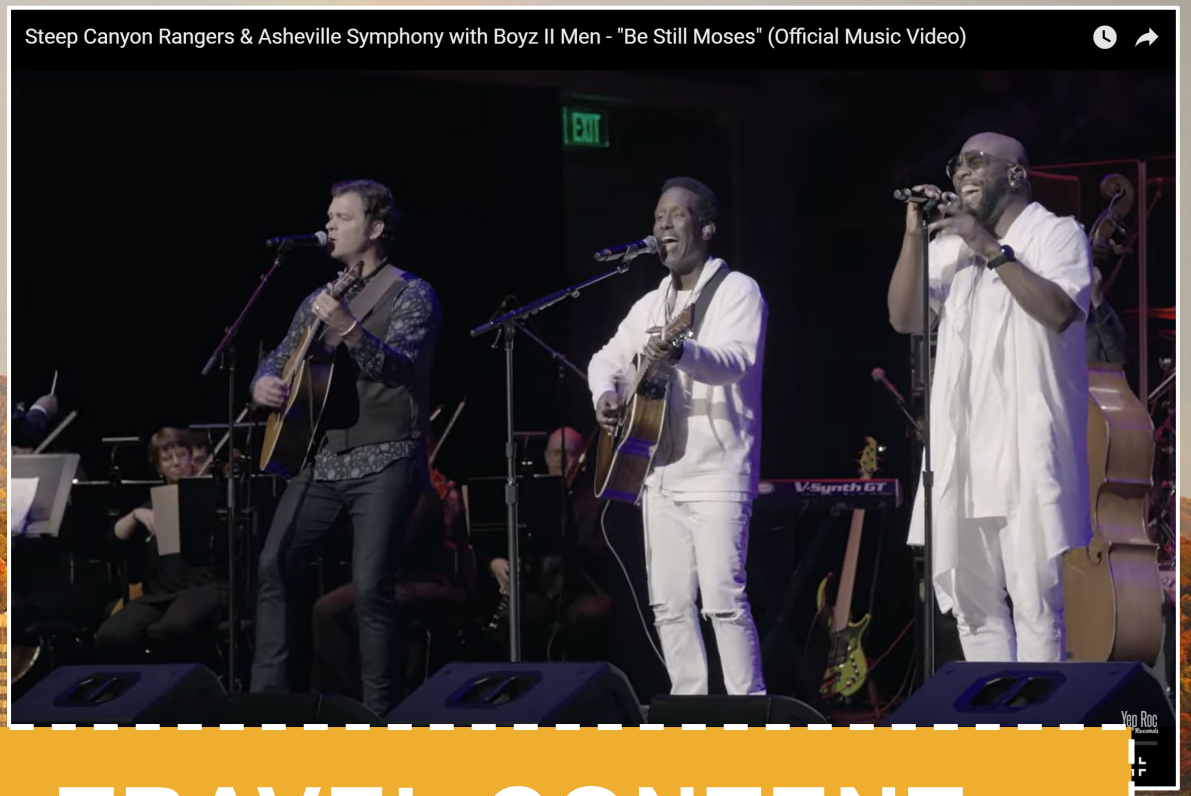
360 View - Craggy Pinnacle

360 View - Biltmore Estate

OWNED VIRTUAL TRAVEL CONTENT



PARTNER VIRTUAL TRAVEL CONTENT

Intersections in American Art

How to Virtually Experience Asheville

In the true spirit of Asheville, the people in our community have developed creative and inspiring ways to offer relaxation, support and services at this unprecedented time. Those efforts include everything from free online yoga/meditation videos set in the Blue Ridge Mountains to help you find your zen, to a web site offering a way to purchase gift cards to provide immediate support to the people who power beloved Asheville small businesses

ASHEVILLE

CHECK HOTEL RATES

Lodging | Packages | Activities

Check In: 04/01/2020

Check Out: 04/02/2020

Rooms: 1

Adults: 1

Kids: 0

Check Rates

Search B&Bs or Cabins & Rentals

BEST RATES GUARANTEED

Story Categories

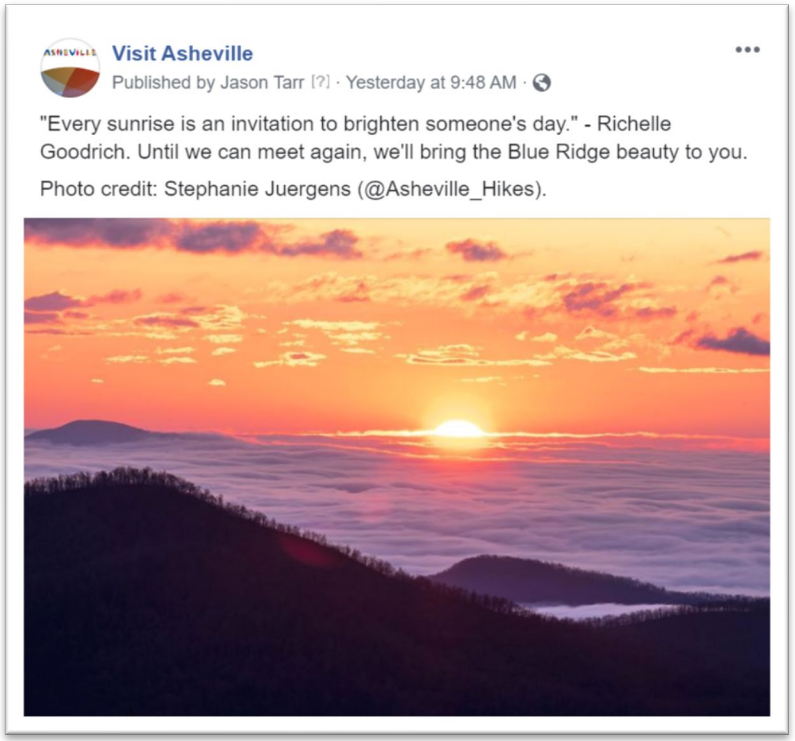
> Arts & Culture

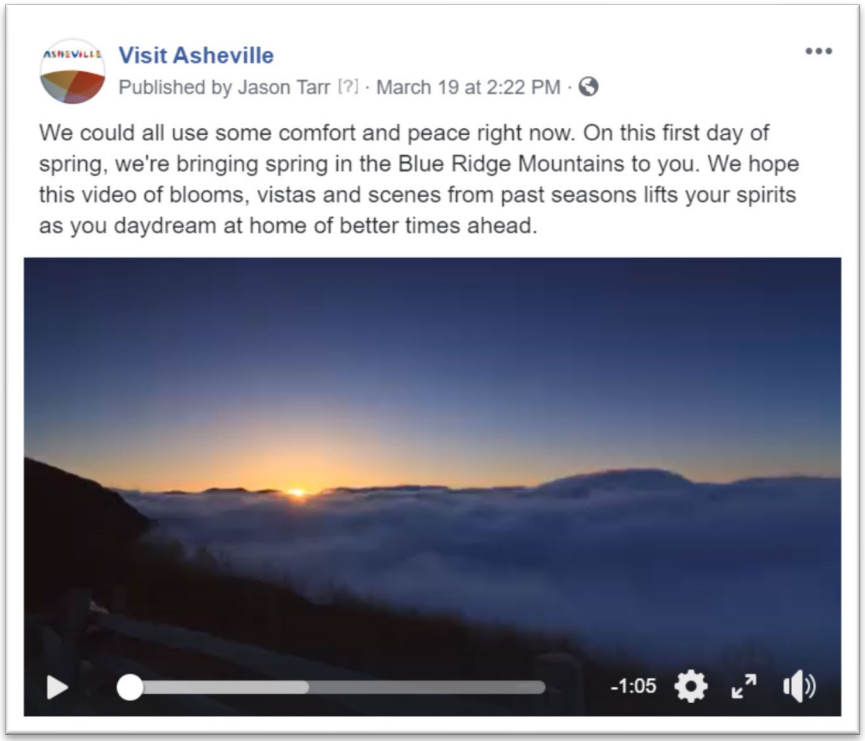
> Culinary

COVID-19 SOCIAL STRATEGY

Soft level posting of appropriate messaging

- Combination of inspirational, community support & virtual content





COVID-19 SOCIAL STRATEGY

Visit Asheville
Published by Jason Tarr [?] · March 23 at 3:20 PM ·

Many of Asheville's beloved restaurants are responsibly serving customers through take-out and delivery. As a resource for those who live in the Asheville community, we are keeping an updated list of local restaurants you can support while practicing social distancing.

EXPLOREASHEVILLE.COM
Restaurant Updates | Asheville, NC's Official Travel
With customer safety in mind, all North Carolina restaurants are

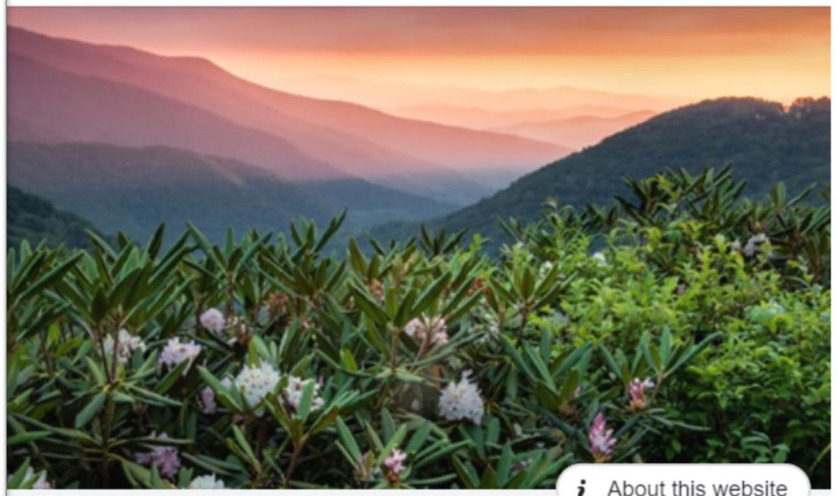
Visit Asheville
Published by Jason Tarr [?] · March 15 at 2:51 PM ·

#AshevilleStrong offers the opportunity to support people at local businesses today by buying gift cards online.

ASHEVILLESTRONG.COM
#AshevilleStrong
Let's Take Care Of Each Other.Our small businesses need us now more…

Visit Asheville
Published by Jason Tarr [?] · March 20 at 12:30 PM ·

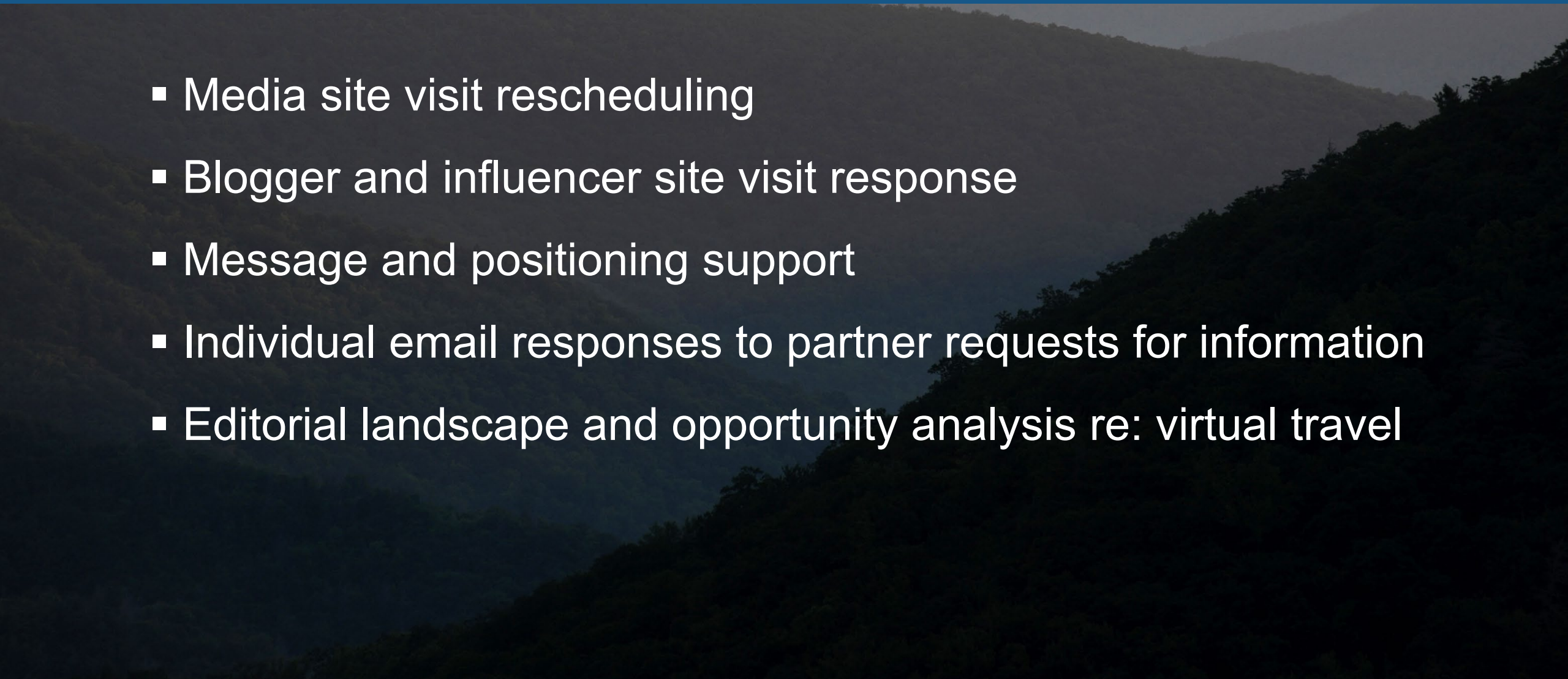
From nightly live-streamed music performances to interactive 360-degree virtual tours, here's how to enjoy Asheville from afar and support the creative people who make this community so special.



About this website

REASHEVILLE.COM
o Virtually Experience Asheville
rue spirit of Asheville, the people in our community have developed…

PR QUICK RESPONSE



- Media site visit rescheduling
- Blogger and influencer site visit response
- Message and positioning support
- Individual email responses to partner requests for information
- Editorial landscape and opportunity analysis re: virtual travel

SOFT OUTREACH

- Editorial listening via online research, Cision dashboard development
- Email distribution, soft pitch
- 241 media friends, travel editors
- Tentative Placements: UNC-TV, Style Blueprint, AAA Carolinas, working story with freelancer Caroline Eubanks

A virtual escape for restless, homebound souls from Asheville, N.C.

March 26, 2020

ASHEVILLE, N.C. (March 26, 2020) – The world has hit pause on travel (and an ever-growing number of shared human experiences). Like you, Asheville and other destinations are trying to find our way through these strange days in the wake of COVID-19.

In addition to supporting our community, we have curated a virtual escape with restless, homebound souls in mind. From virtual hikes in the Blue Ridge Mountains to a much-needed moment of Zen with the white noise of a waterfall, Asheville joins destinations and historic attractions across the globe with innovative ways to virtually leave the living room behind and dream of future adventures.

Here is a roundup of virtual offerings. Stay tuned, as we find new and alternative ways to

PUBLIC RELATIONS

AAA Carolinas

"Explore the Outdoors…Online!"

TRIPS to DISCOVER

"15 North Carolina Restaurants Offering Takeout and Delivery to Keep You Safe and Satisfied"
Online Reach: 421,493

Today's Parent

Can't leave the house? Take the kids on a virtual vacation.
Online Reach: 338,367

DAILY BEAST

"Virtual Travel Is Here. Is It Any Good?"
Online Reach: 4,919,446

SB StyleBlueprint

"Virtual Vacation: Take a Trip to Asheville, NC"
Online Reach: 64,343

AJC Atlanta. News. Now.

"Welcome to Wellville"
Online Reach: 1,431,375

VITRUVI

"How to Cure Wanderlust Without Going Anywhere"

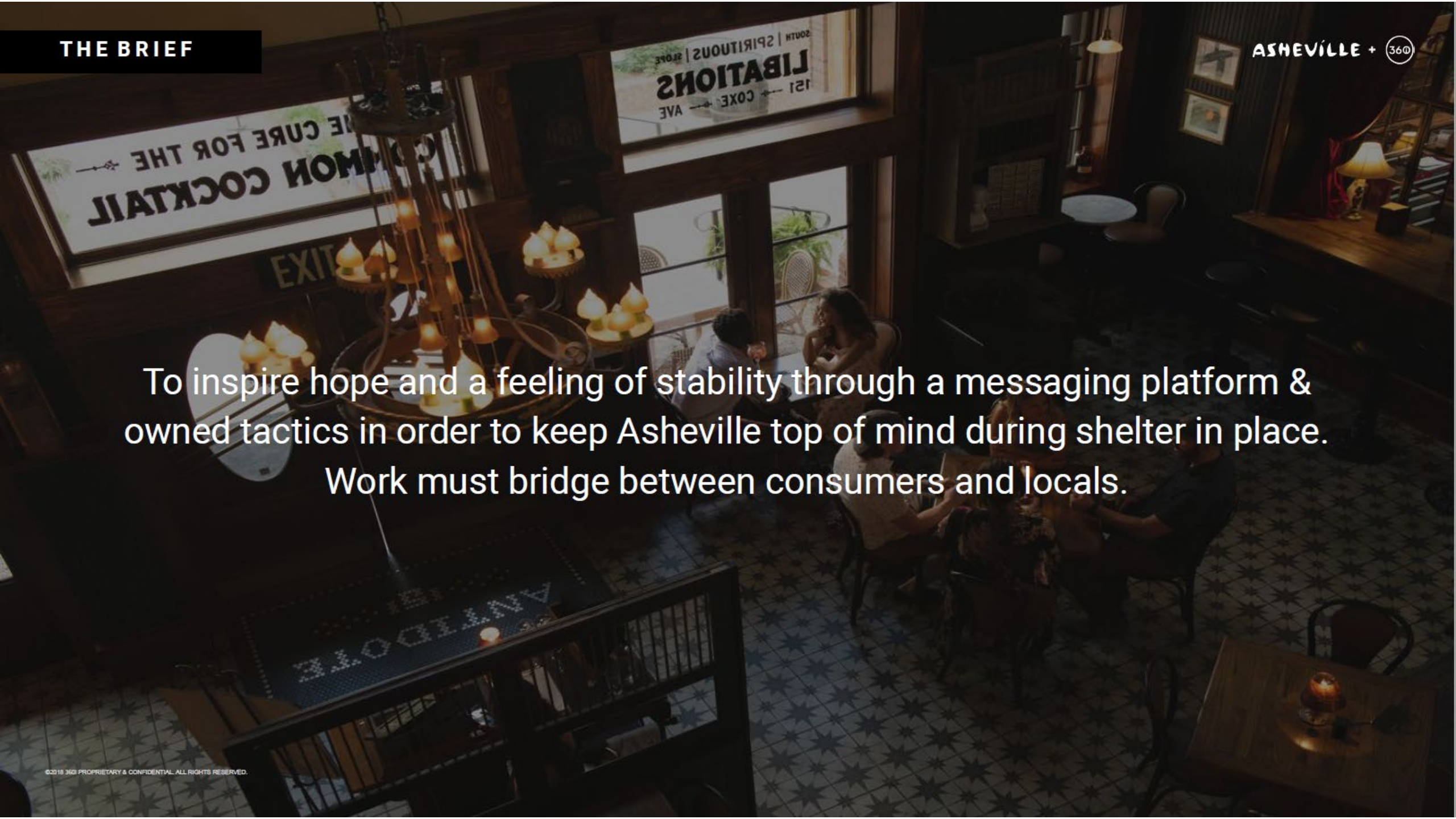
SMARTERTRAVEL

"25 Vacations You Can Take from Home"
Online Reach: 1,240,617

MOVING FORWARD

MESSAGING

THE BRIEF



To inspire hope and a feeling of stability through a messaging platform & owned tactics in order to keep Asheville top of mind during shelter in place. Work must bridge between consumers and locals.

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TONE OF VOICE

For recent work, **Explore Asheville**'s TOV for radio and video has been:

- Approachable
- Wise
- Inviting

We are continuing to leverage the warm, approachable TOV established with our pivot coming in messaging. Copy on Social will emphasize these core elements:

- Hope
- Stability
- Community First
- Optimistic

Asheville. It's never been a place people just visit,
And it's not somewhere people just live.

It's always been something more.
A destination for the heart and soul.

It's a place where individuals come together to form a community
Whose DNA is intertwined with art, music, food, and comradery.

Asheville is a state of mind.

And though you might not be in Asheville, for now,
We look forward to the day we can welcome you back.

We'll be here waiting.
Together in spirit.

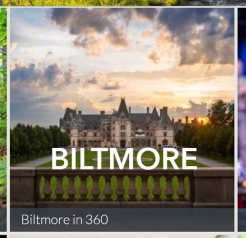
ASHEVILLE

Iconic Asheville | Things to Do | Trip Ideas | Event Calendar | Places to Stay | Food & Drink | Great Outdoors | Packages & Deals

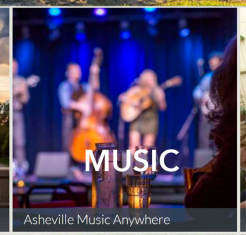
Virtual Asheville

Need a moment of inspiration, dreaming for the future or a moment of zen? Explore Asheville virtually and let your inner spirit run free.

Asheville Outdoors While Indoors

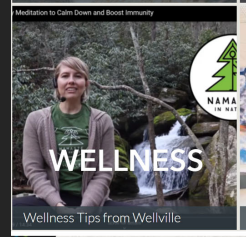


Biltmore in 360



Asheville Music Anywhere

Enrich Yourself With Asheville

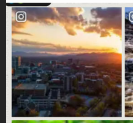


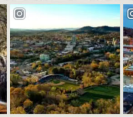
Wellness Tips from Wellville

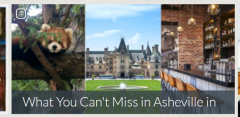
Virtual Museum Strolls and Cultural

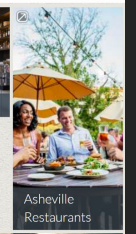
Asheville Films on Your Screen

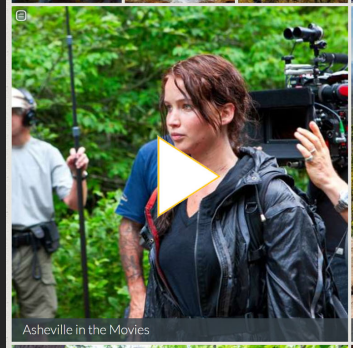
Shopping for Art in Asheville's

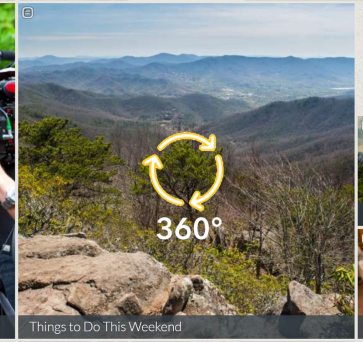




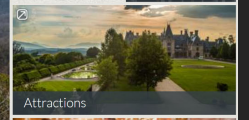

What You Can't Miss in Asheville in


Asheville Restaurants


Asheville in the Movies



Things to Do This Weekend


Attractions

The Best Coffee Shops in Asheville,

NOW

Pain point: Frustrating loss of control

Naturally, our daily lives have been thrown out of balance, leading to a sense of loss of control. Many feel anxious and disoriented all while trying to make it all work, not even sure what “it” is.

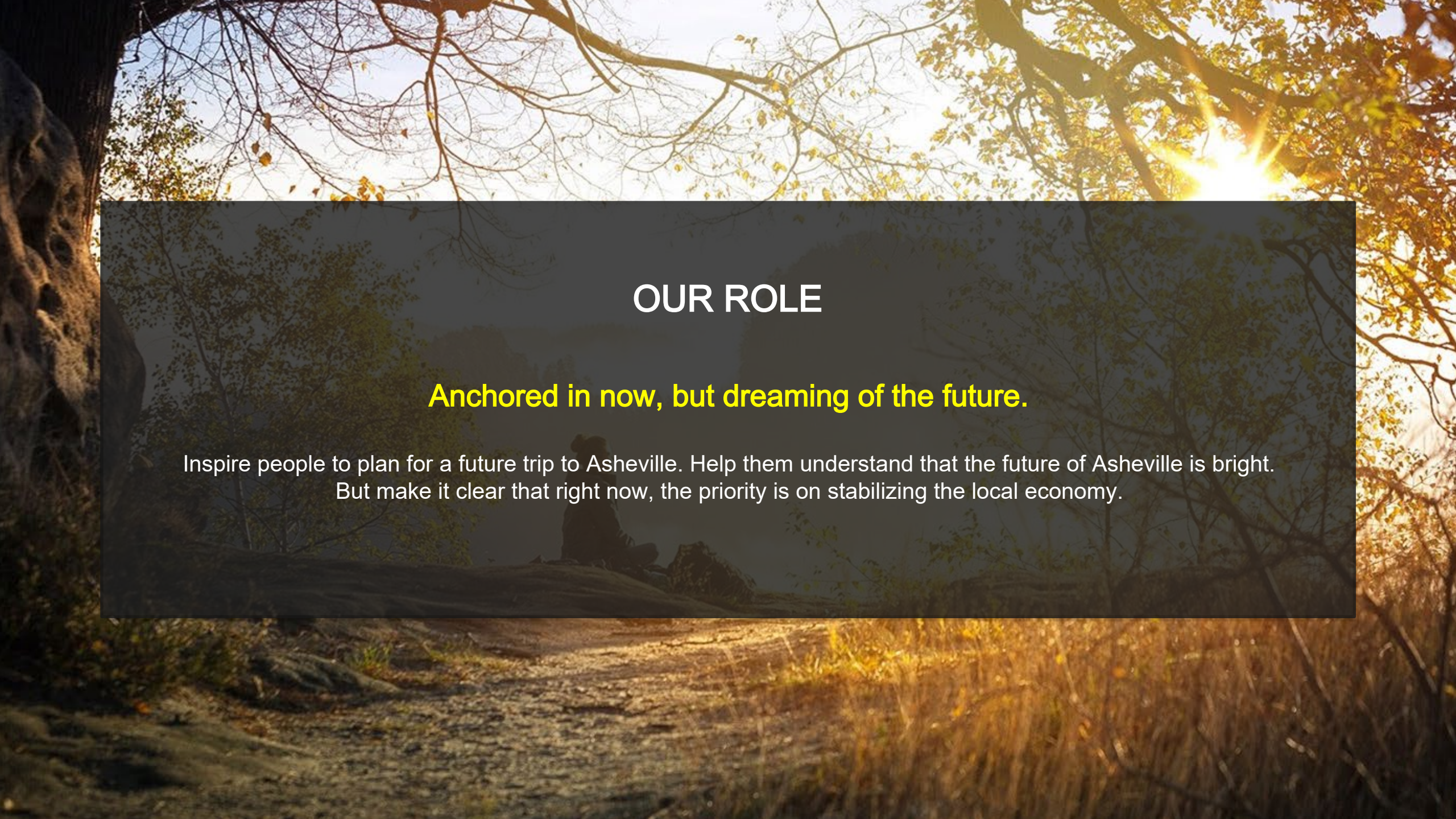
Antidote: Hope & Stability

Hope

Give people something to look forward to. Though we may not be able to travel now, there’s room to inspire them for the future

Stability

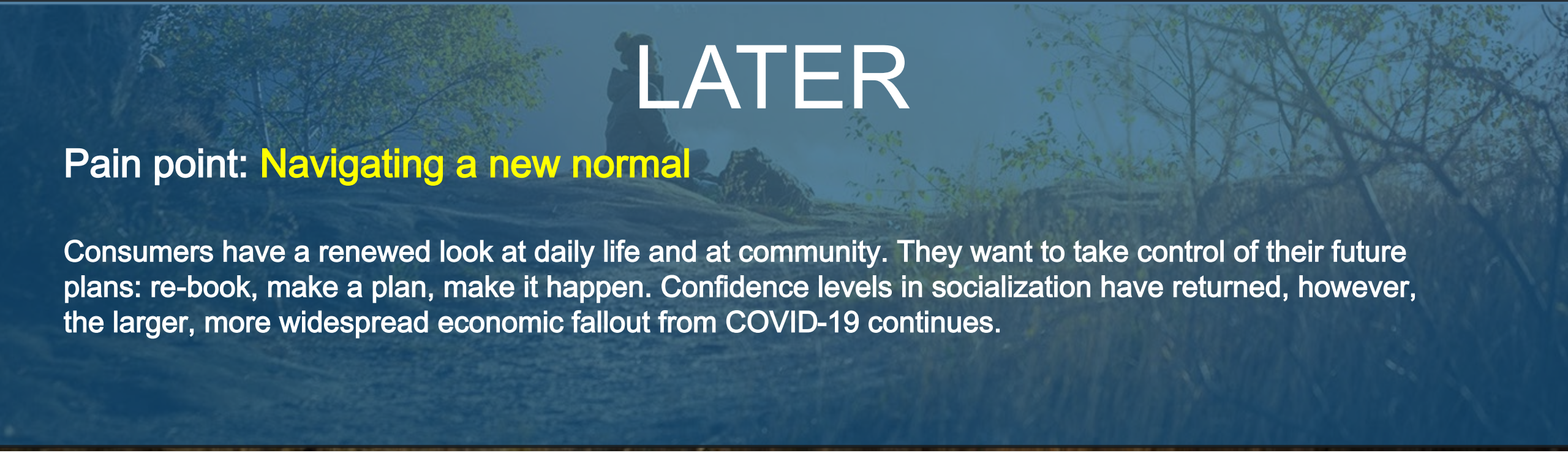
Make it clear how the destination is handling the situation and supporting the economic hit to its community in a grounded, logical manner.



OUR ROLE

Anchored in now, but dreaming of the future.

Inspire people to plan for a future trip to Asheville. Help them understand that the future of Asheville is bright. But make it clear that right now, the priority is on stabilizing the local economy.



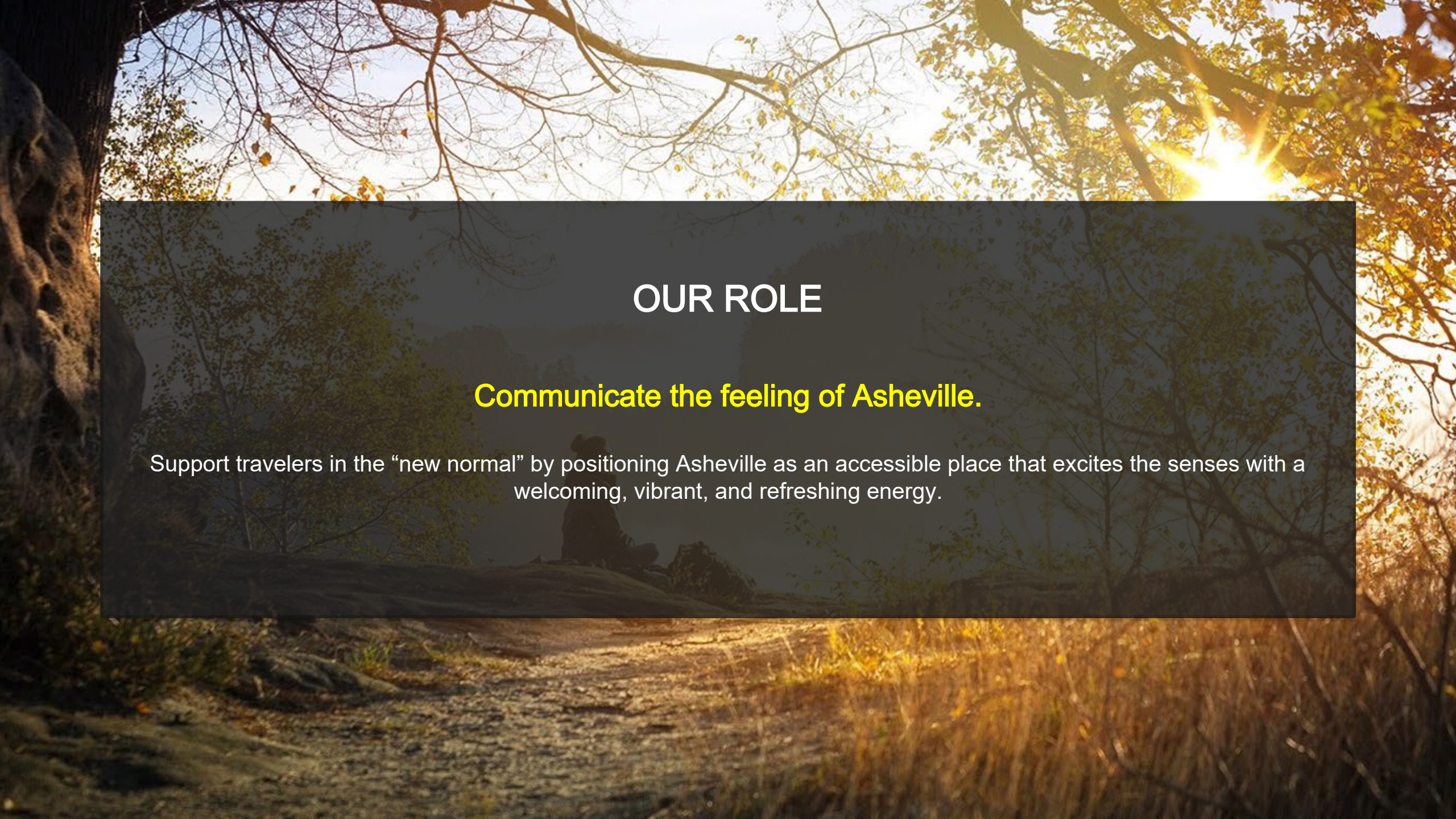
LATER

Pain point: Navigating a new normal

Consumers have a renewed look at daily life and at community. They want to take control of their future plans: re-book, make a plan, make it happen. Confidence levels in socialization have returned, however, the larger, more widespread economic fallout from COVID-19 continues.

Antidote: Replenishment

After months of slow progress, difficulty, and change, people want to feel reinvigorated. They will search for old and new ways to nurture the mind, body, and soul while assessing the resources at their disposal.



OUR ROLE

Communicate the feeling of Asheville.

Support travelers in the “new normal” by positioning Asheville as an accessible place that excites the senses with a welcoming, vibrant, and refreshing energy.

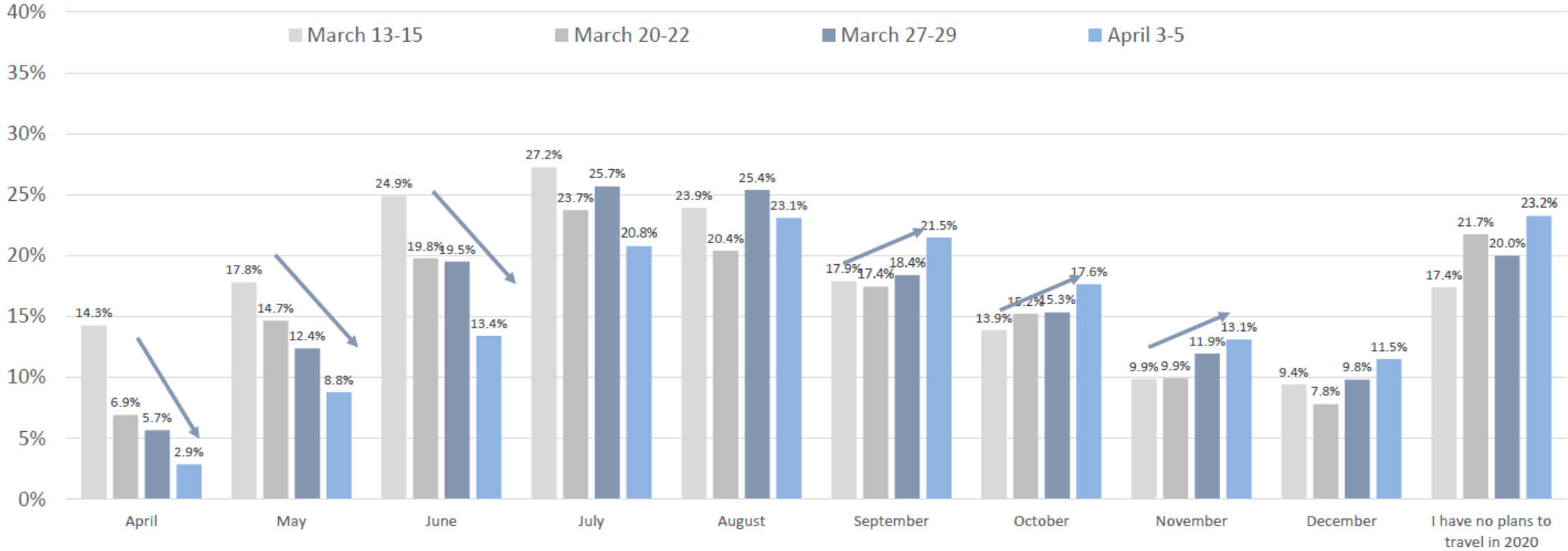
TRAVEL EXPECTATIONS

- Only 31% of American travelers believe the coronavirus situation will be resolved before the summer travel season, down from 39% last week.
- Over the course of four weeks, more travelers have indicated they are more likely to take a staycation this summer rather than a vacation with sentiment growing from 41% to 53%.
- Similarly, 47% of American travelers “Agree” or “Strongly Agree” that they’ll probably be taking more regional trips while avoiding long haul trips.
- Just over 53% of American travelers expect to be back traveling this Fall.

Upcoming Travel Plans

While the scheduling of leisure trips in the next three months has plummeted, there does appear to be some increases on the horizon for the Fall months.

Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?



(Base: All respondents, 1,201, 1,200, 1,201 and 1,216 completed surveys. Data collected March 13-15, 20-22, 27-29 and April 3-5)

NEXT STEPS

- Further develop messaging and themes with the agency that can be used across owned channels.
- Upcycle existing creative assets to develop new video and other brand assets that matches the ethos of this time.
- Create a marketplace portal for retail as part of more expansive microsite.
- Develop updated editorial strategy.
- Create appropriate meeting trade materials & story ideas and look for opportunities to soft pitch.
- Monitor risk perceptions and attitudes to guide next steps in recovery model.

COVID-19: GROUP SALES & SERVICES UPDATE

Dianna Pierce

Vice President of Sales

Explore ASHEVILLE

EXPERTS ARE SAYING

A survey conducted between March 18-21 of 1,155 members of Global Business Travel Association found 82 percent of responding companies have canceled or suspended most or all their domestic travel business. (MeetingsNet, 3/24/2020)

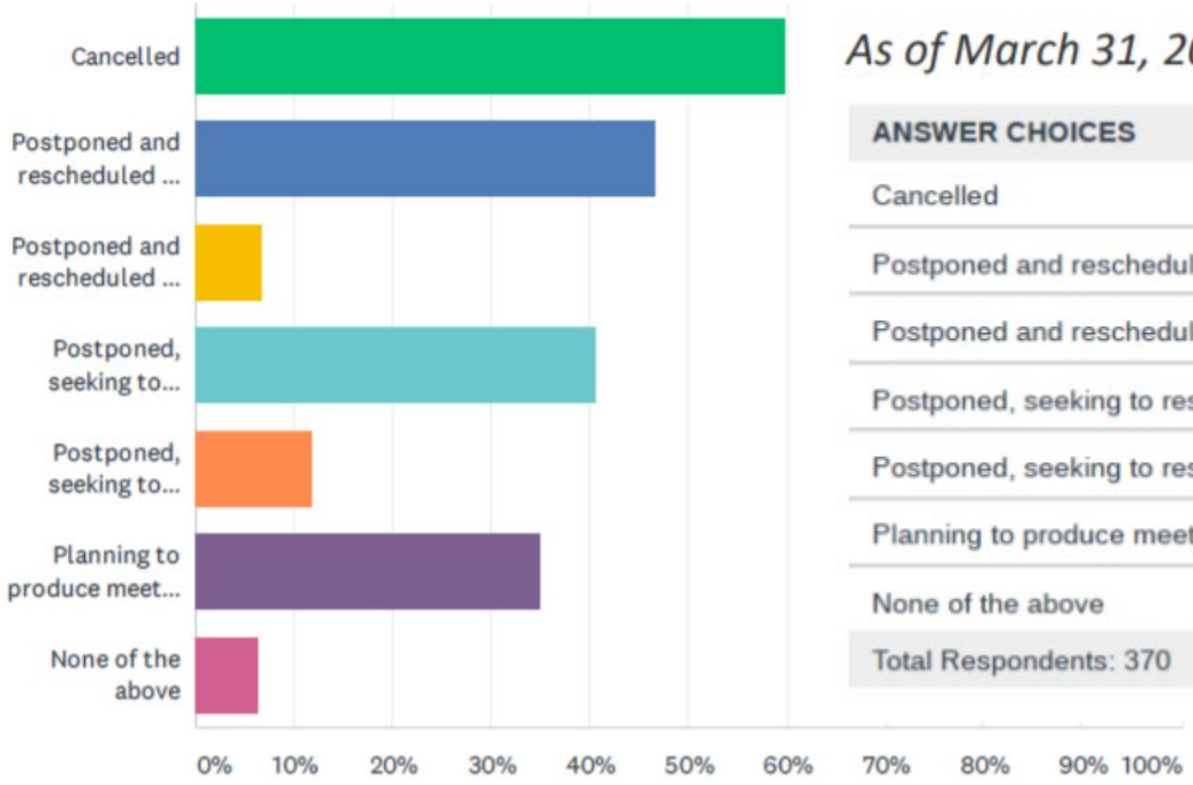
"…U.S, the Transportation Security Administration reported….total number of passengers coming through all U.S. airports on Monday, March 23, was 331,000, 86 percent less than on the same day last year." (MeetingsNet, 3/24/2020)

MEETINGSNET

NORTHSTAR PULSE SURVEY

Q1: Have you cancelled, postponed and rescheduled meetings or events to COVID-19? (Select all that apply if you are managing multiple events.)

Answered: 370 Skipped: 0



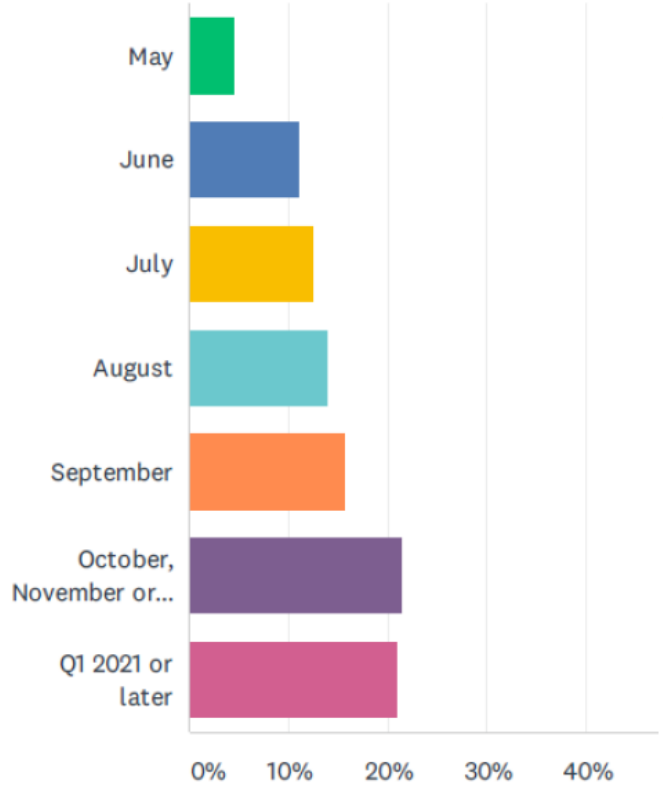
As of March 31, 2020

ANSWER CHOICES	RESPONSES	
Cancelled	59.73%	221
Postponed and rescheduled at same venue and location	46.76%	173
Postponed and rescheduled at different venue and/or location	6.76%	25
Postponed, seeking to reschedule at same venue/location	40.54%	150
Postponed, seeking to reschedule at different venue and/or location	11.62%	43
Planning to produce meeting virtually	34.86%	129
None of the above	6.22%	23
Total Respondents: 370		

NORTHSTAR PULSE SURVEY

Q5: In what month, at the earliest, will you reschedule or plan to hold future meetings or events?

Answered: 287 Skipped: 83

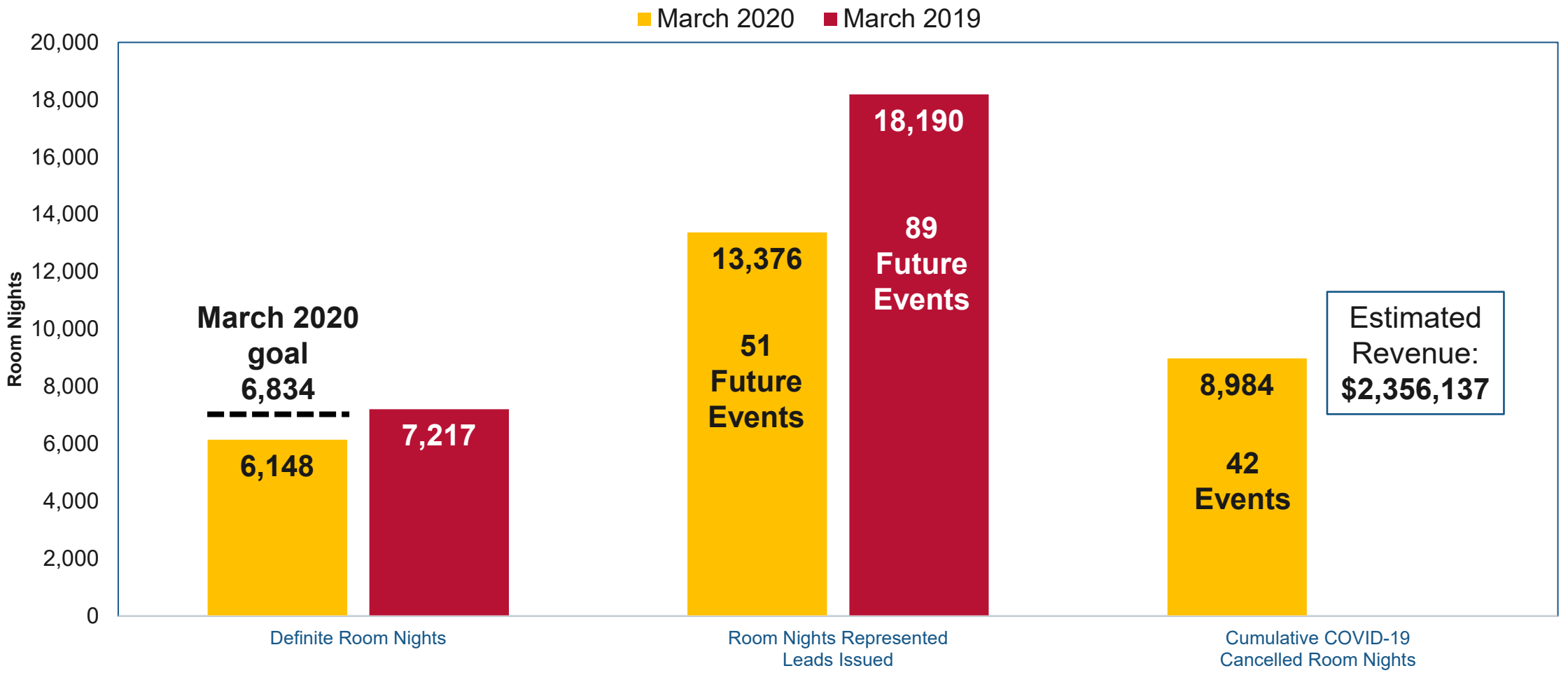


As of March 31, 2020

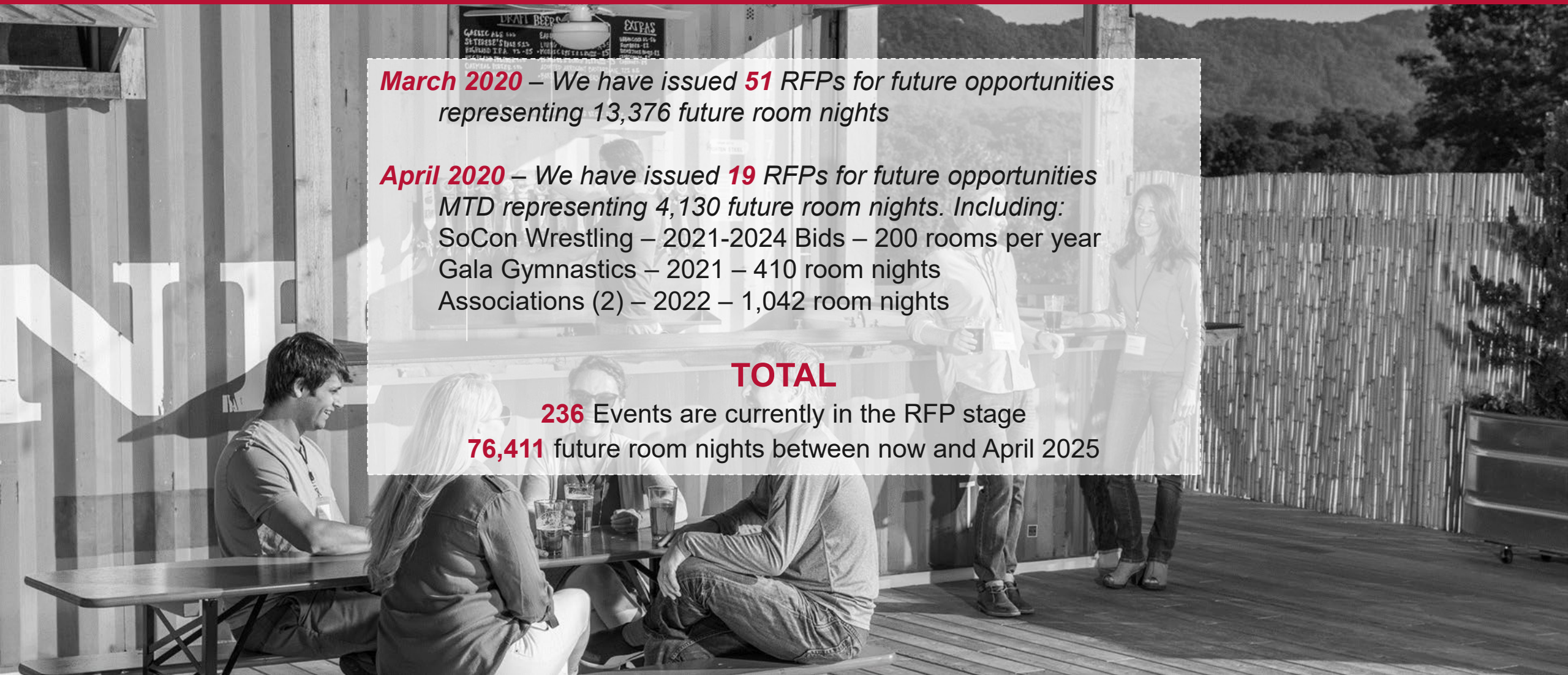
ANSWER CHOICES	RESPONSES	
May	4.53%	13
June	11.15%	32
July	12.54%	36
August	13.94%	40
September	15.68%	45
October, November or December 2020	21.25%	61
Q1 2021 or later	20.91%	60
TOTAL		287

PERFORMANCE SUMMARY

Room Nights Comparison March 2019 vs. 2020



PIPELINE STATS – LEADS



March 2020 *– We have issued* ***51*** *RFPs for future opportunities representing 13,376 future room nights*

April 2020 *– We have issued* ***19*** *RFPs for future opportunities MTD representing 4,130 future room nights. Including:*

SoCon Wrestling – 2021-2024 Bids – 200 rooms per year
Gala Gymnastics – 2021 – 410 room nights
Associations (2) – 2022 – 1,042 room nights

TOTAL

236 Events are currently in the RFP stage
76,411 future room nights between now and April 2025

CURRENT ACTIVITIES

meetings TODAY GROUPTHINK

OUTREACH

Individual outreach to contracted & tentative groups
- Systemwide outreach – March
  - 3/20 - 21% Open Rate
  - 3/31 - 17% Open Rate – Meetings
  - 3/31 - 20% Open Rate – Motorcoach

Systemwide outreach – April
Preparing a 200+ direct mail to top planners
LinkedIn views – 6,525 March, 1,547 April MTD

PROSPECTING & DATA MINING

Meetings Today Webinar – 299+ planner contacts
Daily outreach to current and future planners
- March – 783 one-to-one contacts
- April – 269 one-to-one contacts (623 outreaches since 3/16)

Prospecting using all tools possible

REVIEW COMMITMENTS

Reassigned national sales manager accounts
Re-evaluating budget for FY21

COMMUNICATIONS

A LETTER FROM EXPLORE ASHEVILLE TO OUR COLLEAGUES IN THE MEETINGS INDUSTRY

Dear Friends,

This is a deeply troubling time as we see and experience the disruption being felt by the hospitality industry nationwide. Our country is in the grip of a virus and its impact has touched us all professionally and personally. While we can take some guidance from the past situations we've weathered, the uncertainty of the unknown and the level of upheaval in all aspects of our lives is certainly unprecedented. We know the level of economic chaos you are experiencing is draining. But what you have built still has a strong foundation and while it may be put to the test at this time, we know we will emerge on the other side---and stronger than ever.

We understand that this is not a time for travel. We will be here to help when this crisis abates. And it will. Like you, we continue to monitor the situation closely, pivoting as required. In communities across the country, we see caring people making very hard but responsible decisions in their business. Our community is doing the same. The industry websites offering information (including webinars) that we're using for guidance include:

- U.S. Travel Association
- Professional Convention Management Association
- American Society of Association Executives
- Meeting Professionals International
- American Bus Association
- National Tour Association

ASHEVILLE MOMENTS OF ZEN FOR OUR MEETING PLANNER COLLEAGUES

We hope this message finds you safe and well.

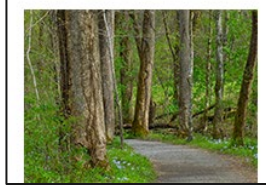
In a time when the world has hit pause on travel (and an ever-growing number of shared human experiences), we want to offer our meeting planner friends a curated virtual escape that shares the spirit of our mountain home.

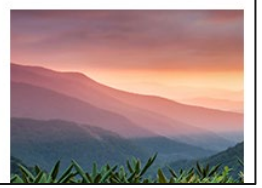
From virtual hikes in the Blue Ridge Mountains to a much-needed moment of Zen with the white noise of a waterfall, Asheville joins destinations across the globe with innovative ways to virtually leave your home office behind and dream of planning future adventures.

Take a virtual vacation to Asheville from anywhere.

We hope this brings you a moment of peace today!

Explore Asheville CVB Sales & Services Team





Explore Asheville Meetings & Conventions
15 followers
3d •

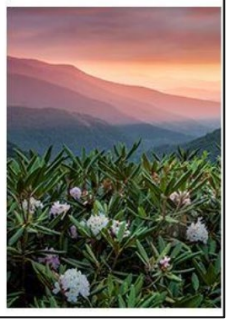
Until we can meet again. #hospitalitystrong #tourismstrong #ashevillestrong https://lnkd.in/eqNbZft

'San Francisco of the South' Features Oodles of Unique Meeting Spaces

smartmeetings.com

Explore Asheville Meetings & Conventions
15 followers
6d •

In a time when the world has hit pause on travel (and an ever-growing number of shared human experiences), we want to offer our meeting planner friends a curated virtual escape that shares the spirit of our mountain home. https://lnkd.in/e_Ev9_j



DEAR MEETINGS: We Really Miss You

APRIL 3 SURVEY BY APCO INSIGHT OF 1,000 AMERICANS FORCED TO STAY HOME DURING PANDEMIC

- 83 % of respondents missed attending meetings, conventions, and trade shows
- 73% of respondents plan to attend as many or more business events once the pandemic ends and is deemed safe to do

MEETINGSNET

THANK YOU!
Explore ASHEVILLE