



WELCOME

EXPLORE ASHEVILLE

PARTNER FORUM

Explore **ASHEVILLE**



STEPHANIE PACE BROWN

President & CEO

Explore Asheville Convention & Visitors Bureau



AGENDA

Welcome

Stephanie Pace Brown, President & CEO

Website Event Listings Updates

Cat Kessler, Director of Content

Elizabeth White, Director of Web & Analytics

Asheville Independent Restaurant Association (AIR)

Beth Edwards, Director of Membership & Partnership

“Build the Perfect Listing & ExploreAsheville.com Advertising Opportunities”

Meredith Sasser, Senior Account Executive,
Destination Travel Network (DTN)

Explore **ASHEVILLE**

SAVE THE DATE!

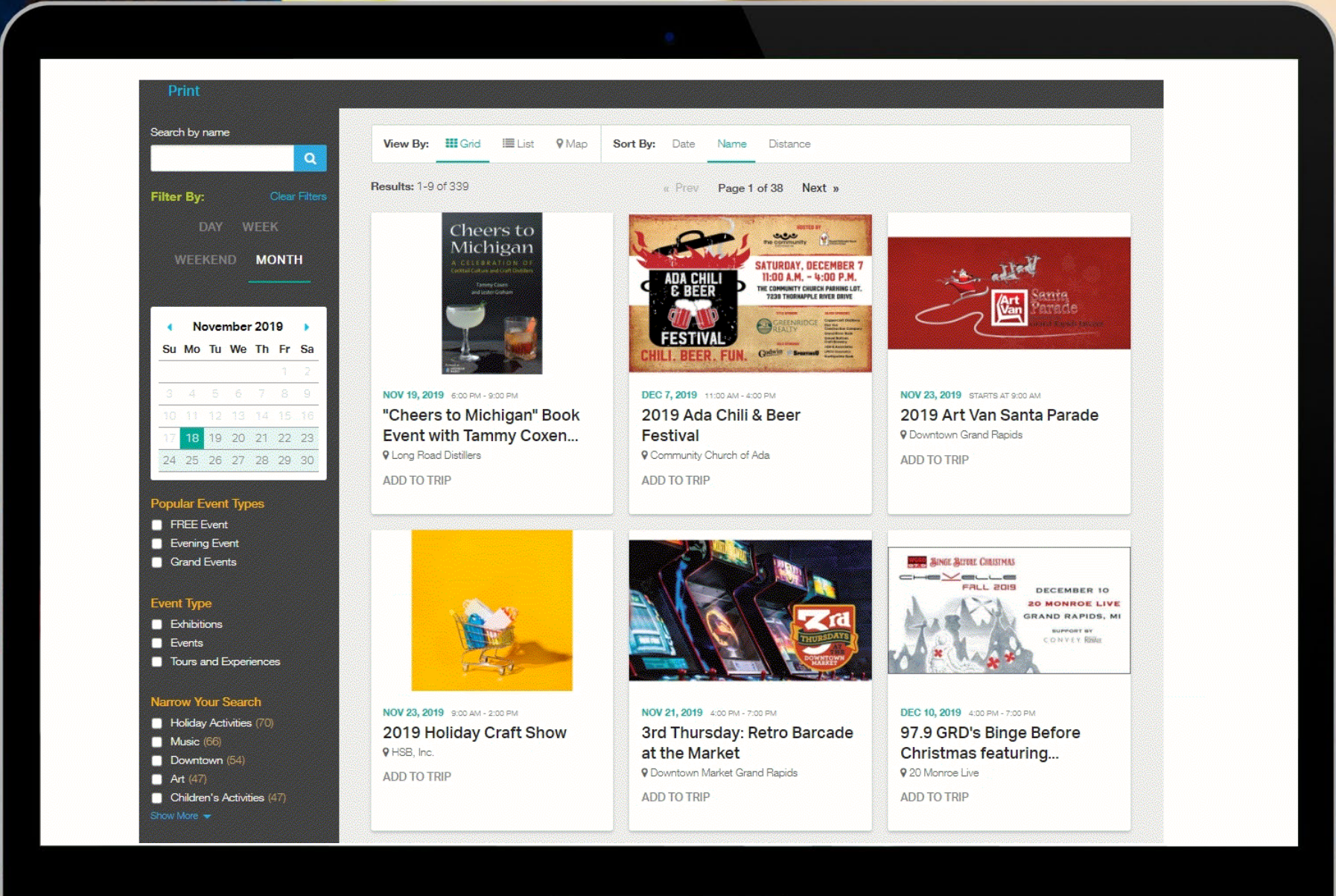
EXPLORE ASHEVILLE HOLIDAY PARTY

Tuesday, December 10, 2019
4:30 pm – 6:30 pm

Renaissance Asheville Hotel
31 Woodfin Street



CALENDAR IMPROVEMENTS



NEW EVENT FIELDS

Additional Information

Free Event*:

--Choose One--

Evening Event*:

[Events that start at 7:00pm or run until after 7:00pm]

--Choose One--

Group-Friendly Event*:

[Accommodates groups of 20 or more]

--Choose One--

Family-Friendly Event*:

[Appropriate for children]

--Choose One--

Event Type*:

--Choose One--

Fill out the following:

- Free event
- Evening event
- Group-friendly events
- Family-friendly events
- Event type

EVENT LISTING



45th Annual Christmas at Biltmore

Monday, November 18, 2019

Biltmore

Location: Biltmore

Address: One Lodge Street, Asheville, NC 28803

Times: 9:00 AM - 5:00 PM

Recurrence: Recurring daily

Holidays arrive at America's largest home in style. More than a century ago, George Vanderbilt chose the holiday season as the time to unveil his new ... [more](#)

[Buy Tickets](#)

[Details](#) | [Add to Trip Planner](#) | [View on Map](#) 



EVENT LISTING PHOTO



45th Annual Christmas at Biltmore

Monday, November 18 - 12/18

Biltmore

Leahurst

Asheville, NC 28803

Times: 9:00 AM - 5:00 PM

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Holidays arrive at America's largest home in style. More than a century ago, George Vanderbilt chose the holiday season as the time to unveil his new... more

Buy Tickets

[Details](#) | [Add to Trip Planner](#) | [View on Map](#)



- High Quality Photo
- At least 640 by 480 pixels
- No text in image

EVENT LISTING PHOTO

Christmas at Biltmore

*November 1, 2019 -
January 5, 2020*

Buy your tickets now!



- Photo too small
- Text in image
- Will not crop correctly

EVENT LISTING PHOTO

Christmas at Biltmore

*November 1, 2019 -
January 5, 2020*

Buy your tickets now!



January 5, 2020

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WEBSITE SUPPORT



Joe Phelps
Public Affairs Specialist

Getting started with
ExploreAsheville.com, Extranet
troubleshooting, Updating account
information



Charlie Reed
Information Specialist

ExploreAsheville.com Event
Calendar, Visitor Guide
distribution



AIR is FOOD

IN ASHEVILLE

What is AIR?



AIR Facts

- Mission Statement: “To support, benefit and empower our local restaurant community.”
- Founded by four chef owners in 2003, sixteen years later AIR has 160+ diverse Members and ~ 100 Sponsors & Partners.
- AIR is a 501C-6 Trade Organization
- AIR restaurants employ 6000+ local residents



Benefits of AIR Membership

- Year-round Training
 - Discounted ServSafe classes
 - HR seminars
 - Management training
- Recruitment & Retention strategies
 - Members-only Job Board
 - Ben's Friends – recovery program for F&B workers
- Advocacy
- Quarterly Membership Meetings

Did You Know?



AIR Support

- AIR restaurants are the first contact for non-profit events for donations.
- AIR restaurants donated over \$2.1 million in goods/ services to non-profits in 2017
- AIR individual restaurants averaged over \$19K in donations to non-profits.
- Over 80% of these donations go to local organizations

AIRPlay



Engagement

- AIRMail – weekly newsletter to industry workers ~ 600 subscribers
 - New AIR members and partners introduced in AIRMail
 - Hospitality related news, city information, AIR education sign-ups
- AIRFare – monthly consumer-focused newsletter ~ 3000 subscribers
 - Calendar of events for AIR Members & Partners
 - Chef Feature – 3 AIR Chefs answer profile questions about their restaurant

AIRPlay



Engagement

- Taste of Asheville is AIR's only event held each November
- AIR Passport – BOGO coupon book with over 50 AIR Members
- AIR Dining Guide – 40,000 copies distributed at Visitor Center, Avl Airport and local hotels
- AIR website – Find a Job, Find a Restaurant most visited sections.

Join AIR



AIR Partners

- We partner with hospitality-related businesses to further support AIR Restaurants.
- Opportunity to advertise in the AIR Dining Guide – 40,000 copies printed



AIR is
FOOD

IN ASHEVILLE

How to Build The Perfect Listing

Presented by:



Meredith Sasser

Senior Account Executive



An extensive background in Tourism & Marketing having worked with member/partners for over ten years and in Tourism for twenty four years.

I am an avid gardener, proud grandmother and habitual Junker and greatly enjoy my visits to Asheville.

What will you take away from this session?

- ▶ How to directly impact the visitor experience using your listing
- ▶ Tools to use in any type of marketing strategy for your business



Let's talk about the Sweet Spot

- ▶ What makes your business unique?
- ▶ Why would a consumer choose your business over another similar business?



Building the perfect listing

Unique Selling Proposition = The Sweet Spot



The **unique selling proposition (USP)** or unique selling point is a marketing concept first proposed as a theory to explain a pattern in successful advertising campaigns of the early 1940s.

**“Simplicity is the keynote of all
true elegance”
- Coco Chanel**



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no copyright infringement is intended

Finding the Sweet Spot through USP

- ▶ Who is the targeted audience?
- ▶ What is the problem your business is solving?
- ▶ List the biggest benefits of your business
- ▶ You have the Sweet Spot!!



Example of a Sweet Spot

The point of difference
- Unique Selling Point



FEATURED



Blue Heron Whitewater
35 Little Pine Road
Marshall, NC 28753
Phone: (888) 426-7238

Closest whitewater rafting outfitter to Asheville, 22 miles northwest, Blue Heron Whitewater offers a variety of trips on the French Broad River. Choose the ... [more](#)

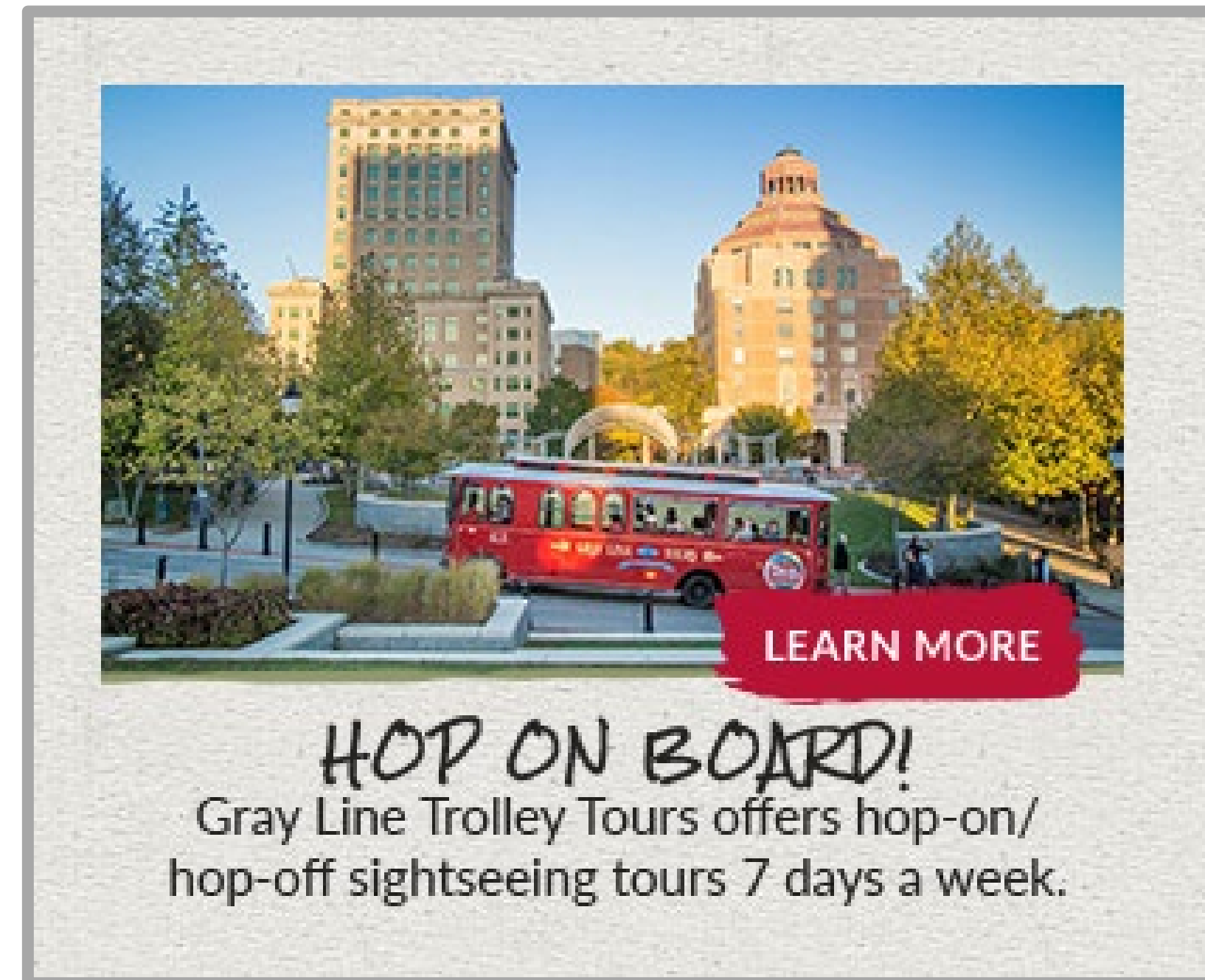
[Book Now](#) | [Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#)

Facebook icon
Twitter icon

Examples of a Sweet Spot

Unique Benefit /
Personal Brand

-Differentiate



How to Build Listing Content

- ▶ Sweet Spot goes first!
- ▶ Solve a problem
- ▶ Explain Benefits
- ▶ Paint a Picture




Example of a Sweet Spot

The point of difference
USP

Do NOT repeat your business name

ASHEVILLE

FEATURED



Homewood Suites by Hilton Asheville

88 Tunnel Road
Asheville, NC 28805
Phone: [\(828\) 252-5400](tel:(828)252-5400)

Experience Asheville's first all-suite luxury hotel. Located within minutes of downtown Asheville, Biltmore and the city's finest dining. Make yourself at home ... [more](#)

[View Rates](#) [Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#)

f

t

p

Chestnut Street Inn Bed and Breakfast

176 East Chestnut Street

Asheville, NC 28801

Phone: 828-285-0705

Region: North



[Visit Website](#) | [Add to Trip Planner](#)

[View Rates](#)

Featured in *Food & Wine Magazine*, a short 5-block walk to downtown Asheville and 4.5 miles to the Biltmore Estate! Enjoy complimentary local beer on tap & a rotating port-wine selection. The Chestnut Street Inn is proud to feature:

In-Room Spa Treatments 5 En-Suite Fireplaces Caviar Service for 2 or 4

Natural Wine "Package" Gourmet Breakfast at 9 am

Famous Afternoon Cookies (just ask *Trip Advisor*!) Local Beer On Tap

Rotating Port Wine Selection

Local Dairy Products and Homemade Yogurt from Mills River Creamery

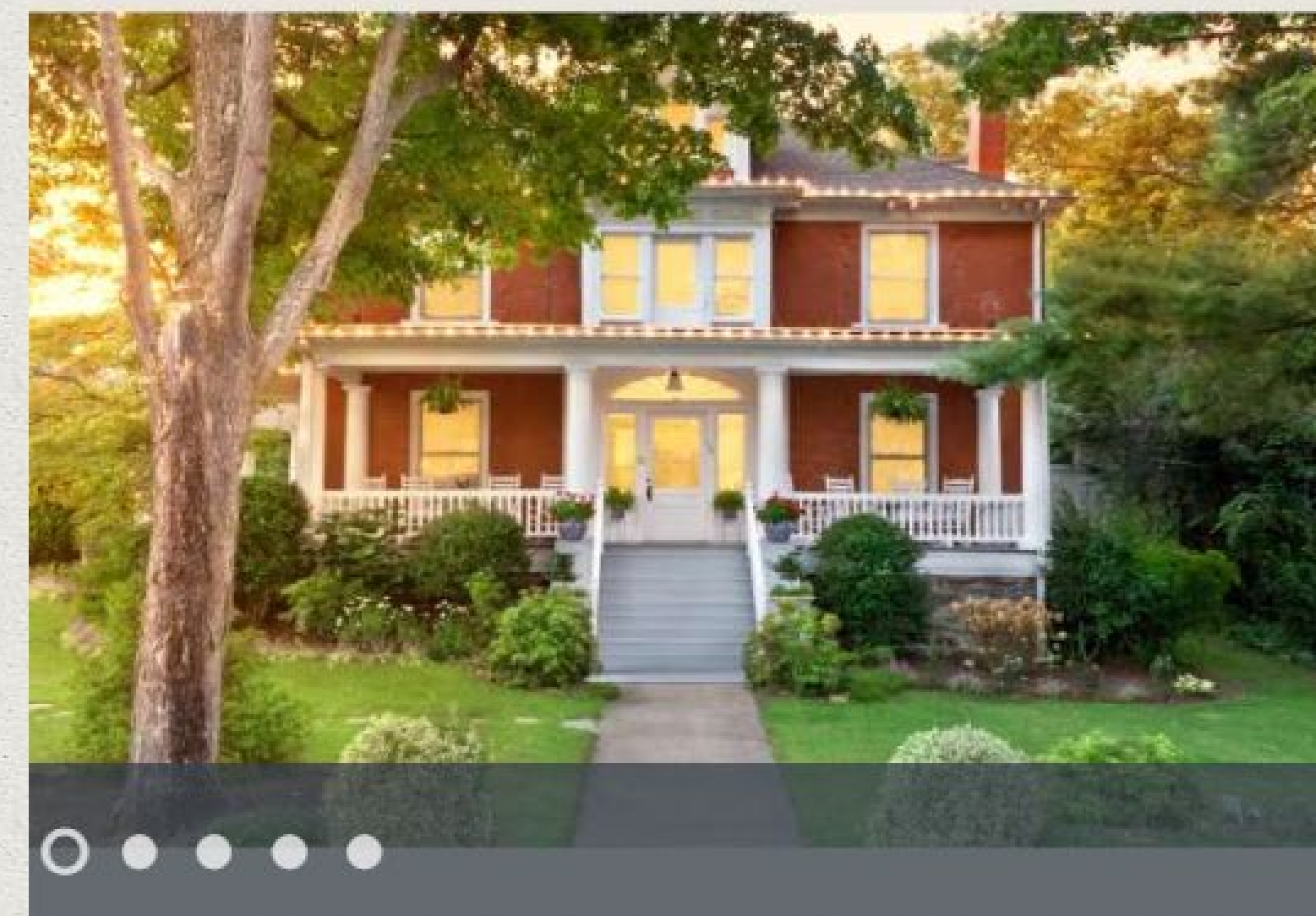
Pisgah Coffee Roasters Coffee

Some of our guest rooms feature:

A heated tile floor and two-person hydrotherapy air tub in the Biltmore Room

A six-foot steam shower in the *Zen Retreat*

A two-room suite with separate sitting area & fireplace, dining area and two-person jacuzzi in the *Beaucatcher Suite*



[TripAdvisor](#)

[Yelp](#)







[Facebook](#)

[Twitter](#)

Ranked #4 of 40 B&Bs / Inns in Asheville

  Based on 343 reviews

 **tripadvisor**

 Location
 Sleep Quality
 Rooms
 Service
 Value
 Cleanliness

[Read all reviews at TripAdvisor.com](#) | [Write a Review](#)

Latest Reviews

Update Listing

[SAVE](#)[CANCEL](#)

Sections:

[Listing Information](#)[Categories](#)[Website Notifications](#)[Listing Image](#)

Listing Information

Account: ◀Required

Sauna House ▼

Description: ◀Required Source **B** **I** **S** **I_x**      

Nordic style bathhouse elegantly designed for guests to use sauna, cold plunge, and heated furniture in a co-ed environment. Our massage therapist team is highly skilled and specializes in deep tissue body work and customized therapeutic massages. Our boutique tea cafe serves 19 different organic loose leaf teas to be enjoyed between rounds of sauna and cold plunge.

Type: ◀Required

Website ▼

Keywords:

infrared sauna, spa, day spa, pool, sauna, tea cafe, massage therapy, meditation,

HINT: Separate multiple keywords with commas.

An Image is Worth 1,000 Words

- ▶ Use real photos of the business
- ▶ If you can't hire a pro, be a pro
- ▶ Take shots in good lighting
- ▶ Make sure shots are in focus
- ▶ Make sure the main subject is not too small
- ▶ Nothing distracting in the background
- ▶ No Logos



Building the perfect listing

Which evokes emotion?



Tip: Name your photos!



Asheville Hiking Tours

Contact for booking
Asheville, NC 28801
Phone: (828) 476-8687

Hike up a mountain summit, tour the Blue Ridge Parkway and visit the 5-Star Waterfalls! Asheville's stunning scenery is a must-do during your vacation. [more](#)

[Book Now](#)

[Visit Website](#) | [Add to Trip Planner](#)



Asheville Hot Air Balloons, LLC

909 Smoky Park Highway
Candler, NC 28715-2319
Phone: (828) 667-9943


The oldest and largest hot air balloon company in Western North Carolina flies in Candler and Asheville across the Hominy Valley amidst the Blue Ridge and Smoky ... [more](#)

[Book Now](#)

[Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#) 



Partner Login - footer of every page!



About Asheville
Press Room
Contact Us
Write for Us

Meeting Planners
Weddings
Sports

[Explore Asheville Convention & Visitors Bureau](#)
[Buncombe County Tourism Development Authority](#)

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[Partner Login](#)
[Event & Listing Policies](#)
[Submit an Event](#)

[Advertise with Us](#)
[Relocation Information](#)
[Sitemap](#)
[Privacy Policy](#)

Extranet Instructions: CVB 101

Explore 

Convention & Visitors Bureau

CVB 101

Research & Reports

Sales & Marketing

News & Events


Community Program

Request an Account

All **qualified** tourism-related businesses located within Buncombe County are entitled to a free listing on the CVB website. Please submit your information in the form below to request an account. A listing will be created for you and you will receive an email with a username and password that you can use to log in to the **Extranet** and manage your listing.

Building the perfect listing

Boost your message through advertising on ExploreAsheville.com



LEARN MORE

JONAS GERARD FINE ART
Immerse yourself in the joy of watching the artist at work in the Riverview Station Gallery.

FEATURED




Holiday Inn - Biltmore West

435 Smokey Park Highway
Asheville, NC 28806
Phone: (828) 665-2161

Full service property is the perfect spot for leisure or business travel. Spacious guest rooms (360 sq ft) with luxury bedding to include pillow top mattress, ... [more](#)


[View Rates](#) | [Visit Website](#) | [Add to Trip Planner](#) | [View on Map](#)

sponsored stories



At Home in the Mountains

Towering at 5400 feet, Greybeard is the tallest mountain in Montreat, a pristine wilderness area neighboring Black Mountain. When the founder chose the name Greybeard in 1999... [read more](#)



Blue Ridge Beauty From a Brand New Perspective


In 2009, after looking at more than 300 properties, the founders of Navitat Canopy Adventures finally said, "Yes. This is the place. This is home." Located just 20 minutes north of downtown Asheville, Moody Cove is truly... [read more](#)



Wildberry Lodge: Relaxation with a View!

[Learn More](#)

advertisement



Unbeatable view and specialty drinks

The Montford Rooftop Bar is a contemporary rustic speakeasy offering elegance with comfort and a stunning, unobstructed panoramic view of the mountains.

[view more](#)

Questions?

DTN Ads: Meredith Sasser

MSasser@DestinationTravelNetwork.com

Listing Updates: Joe Phelps

jphelps@exploreasheville.com

