Sales and Marketing Update

November 16, 2017

ASHEVILLE

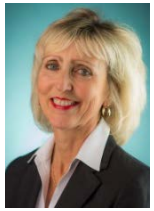
Discovery, inside and out®

Group Sales & Services Update

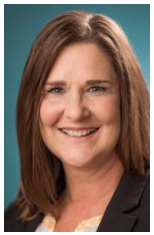
Dianna Pierce
VP of Sales

Build awareness of Asheville as a national-level group destination for the meeting, incentive, motorcoach, sports, AAA, and social group markets.

GROUP SALES & SERVICES



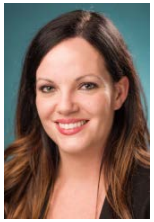
Dianna Pierce
Vice President, Sales
Markets: International, FIT



Tina Porter
Senior Sales Manager
States: AZ, CA, CO, ID, KS, MO, MT, NE, NM, ND, NV, OK, OR, SD, TX, UT, WA, WY
Markets: All sporting events

Carla McGlynn
National Sales Manager
States: CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, VT, WV
Markets: All markets (except weddings/sports)

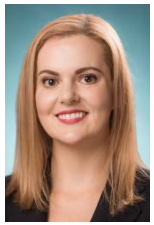
Shawn Boone
National Sales Manager
States: GA, IA, IL, IN, MI, MN, MO, OH, WI
Markets: All markets (except weddings/sports)



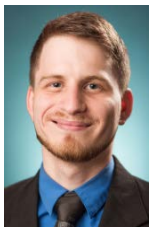
Molly Nelson
Senior Sales Manager
States: AL, AR, FL, KY, LA, MS, NC, SC, TN
Markets: All markets (except weddings/sports)

Beth McKinney
Sales Manager
Markets: Weddings, family reunions, group tours, SMERF groups of 20 peak room nights or less without meeting space

Carli Adams
Group Communications & Services Manager
Markets: Servicing all accounts; responsible for all group marketing and communications

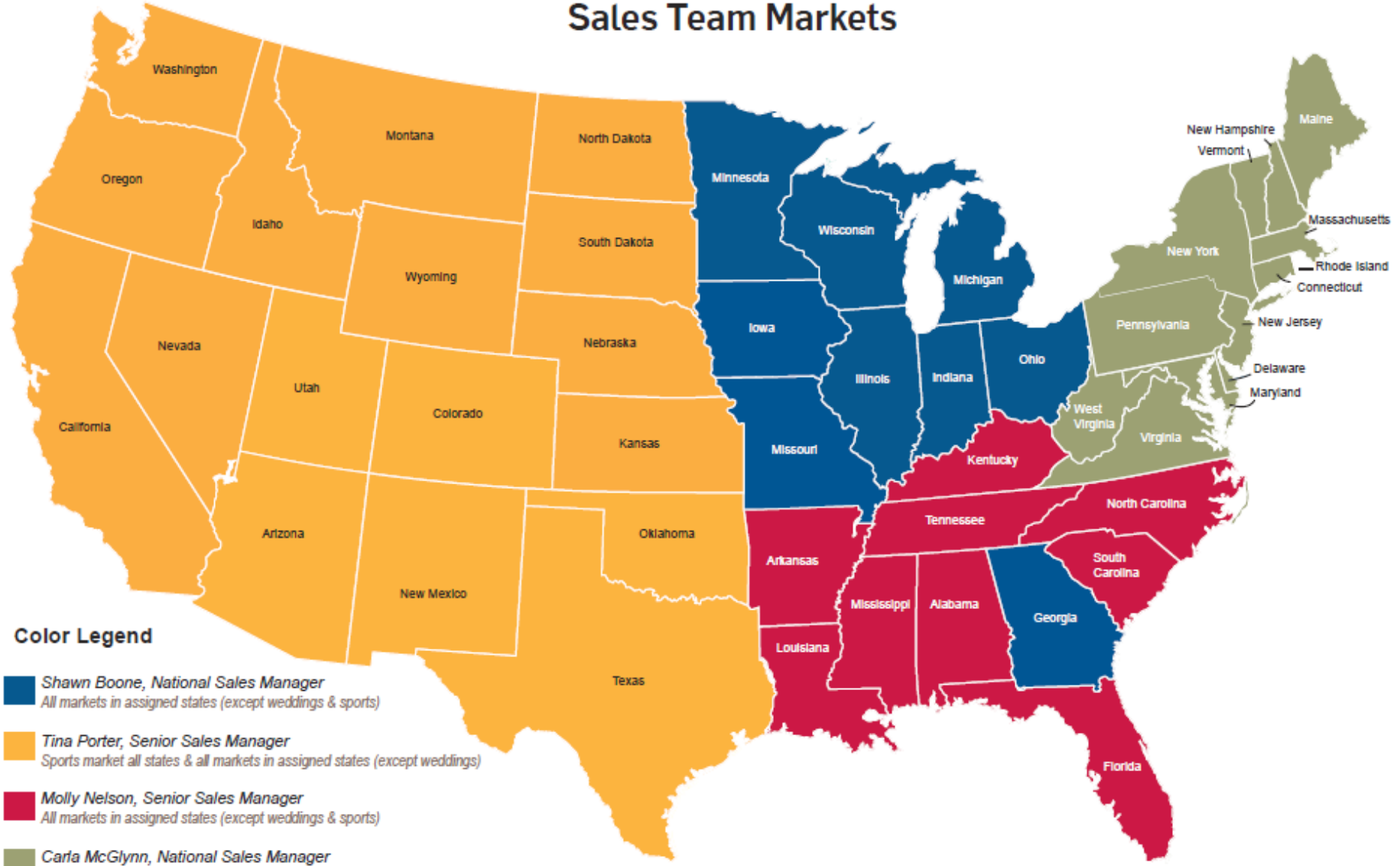


Leann Swims
Sales & Services Coordinator
Markets: Southeast based AAA clubs
Other: Support for sales team, sales lead extranet relations



Joseph Weber
Sales & Services Coordinator
Other: Support for sales team

Asheville Convention & Visitors Bureau
Sales Team Markets



Color Legend

Shawn Boone, National Sales Manager
All markets in assigned states (except weddings & sports)

Tina Porter, Senior Sales Manager
Sports market all states & all markets in assigned states (except weddings)

Molly Nelson, Senior Sales Manager
All markets in assigned states (except weddings & sports)

Carla McGlynn, National Sales Manager
All markets in assigned states (except weddings & sports)

Beth McKinney, Sales Manager
Weddings, Reunions, Motorcoach

Dianna Pierce, VP Sales
FIT & International

ASHEVILLE Updated 09.27.16

GOAL

77,200 room nights

Exceed 800 sales leads

Focal Areas

Communications

Client Contact

Brand Boosters

Sports

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Client Contact

Client Contact

Strategies to Reach Department Goals

- **Daily** Outreach
  - *Direct & Indirect*
- **27+** Tradeshows / Sales Missions per year
- Regional/National **Sponsorships**

Strategies to Reach Department Goals

- **Client Events** in key markets
- Individual **Site Visits**
- International & Domestic **FAMS**
  - *coach buyers*
  - *receptive operators*

Are You the Next Master Chef?

- 19 planners in attendance
- CulinAerie in D.C.
- Received **one immediate RFP** for 415 room nights

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IMEX 2017 Client Reception

- 35 planners in attendance
- Public House at the Venetian, Las Vegas, NV
- Received **two immediate RFPs** for 500+ room nights

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Strategies to Reach Department Goals

- **48-Hour** Meeting Planner Experiences
  - March, June, Nov.
- In-market **Sales Calls**
- **Complimentary services** for inbound groups
- **AAA** branch office trainings

48-Hr Meeting Planner Experience ROI

FAM Participants

RFPs

Definite Bookings

Actualized Bookings

Tentative Bookings

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48-Hr Meeting Planner Experience ROI

generated $2.18 M from actualized groups

6,192 definite room nights

For every $1 spent, we generated…

$21.26

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WE INVITE YOU TO AN
ASHEVILLE
EXPERIENCE
48
ASHEVILLE
HOUR
EXPERIENCE
ASHEVILLE
NOT JUST MEETING. EXCEEDING.

Trade Events

Corporate & Incentive

Meeting Professionals International World Education Congress	National
Smart Meetings – TX & NY	National
IMEX America	National
Meetings & Conventions Southeast	SE
Connect Corporate	National
Luxury Meetings – Arizona, Boston, Charlotte, Minneapolis, Cleveland, Cincinnati, Pittsburgh	National
Global Pharma & Medical Meetings	National
Financial & Insurance Conference	National

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Trade Events

Association

Association Executives of NC	NC
American Society of Association Executives – Springtime Expo	Midwest
Holiday Showcase	Midwest
Destination Showcase	Mid-Atlantic
SC Society of Assn. Executives	SC

Trade Events

Motorcoach

American Bus Association	National
National Tour Association	National
Spotlight on SE Tourism	Southeast
Travel South Domestic Showcase	Southeast

Trade Events

International, Niche, Sports

EDPNC Sales Mission	International
Travel South International	International
TEAMS	National - Sports
USA Softball Trade Show	National - Sports
AAA Super Bowl of Knowledge	NC & SC AAA

Sports

High-Profile Sporting Events

FedCup by BNP PARIBAS

THE WORLD CUP OF TENNIS®

HAUTE ROUTE™

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USTA 2018 Fed Cup

3,520 attendees

spend $1,491,675 directly

support 1,416 jobs

generate $193,870 in state and local taxes

total business spend

$2,443,917

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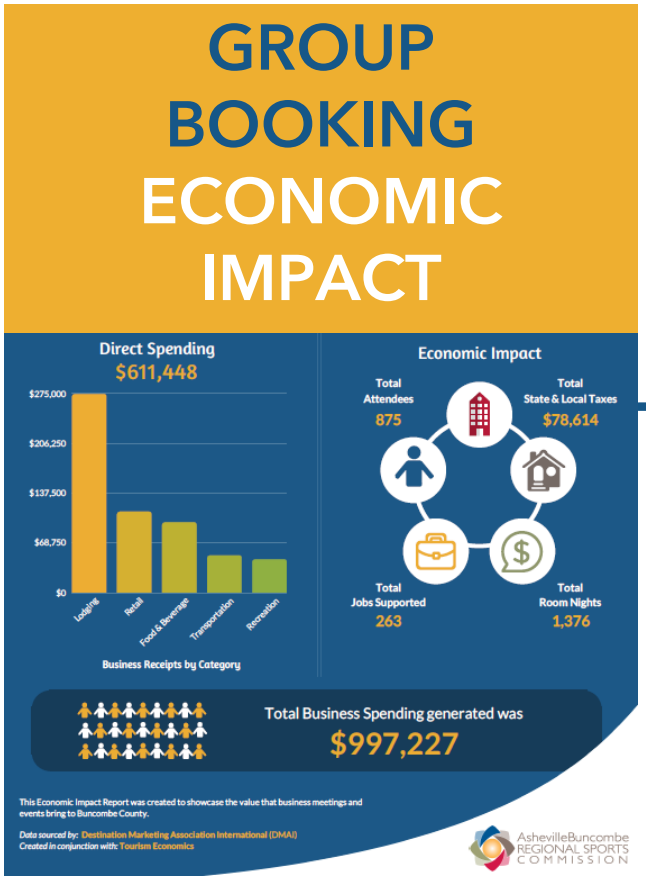
OC Sport 2018 Haute Route



875 attendees

spend **$611,448** directly

support **263** jobs

generate **$78,614** in state and local taxes

total business spend

$997,227

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Brand Boosters

Brand Boosters

High Profile Sponsorships

MPI NEW JERSEY CHAPTER

DESTINATIONS INTERNATIONAL

asae®
The Center for Association Leadership

ABA SM
AMERICAN BUS ASSOCIATION

FICP®
FINANCIAL & INSURANCE CONFERENCE PLANNERS

M&C
MEETINGS AND CONVENTIONS

Communications & PR

Carli Adams

Group Communications & Services Manager

Communications

- **Client Communications**
  - RFP Contests, E-Newsletters
  - Pre-trade show blasts, invitations
  - Online Meeting Planners Guide
- **Event Communications**
  - Communicate value of meetings and sport events
  - Event Impact Calculator

48-Hour Experience Rebranded

48 ASHEVILLE HOUR EXPERIENCE

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Email Marketing

Publications

Meetings & Conventions PR

Amplifying Awareness

Meetings Outlets

Smartmeetings
The Intelligent Way to Plan

Connect

meetings
PEOPLE + PLACES TODAY

THE GROUP TRAVEL LEADER INC.

SUCCESSFUL MEETINGS

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Annual Planning

DECEMBER - FEBRUARY

- Call to partners for news
- Editorial calendars

meetings PEOPLE + PLACES TODAY

2017 PRINT/DIGITAL EDITION CONTENT CALENDAR

JAN — SALES CLOSE: 11.25.16 | ADVERTORIALS: 12.2.16 | MATERIALS: 12.9.16

FEATURES
Budget Tips
Cutting Edge: Facilities, Amenities & the Future
Drive-To Meetings*
Meetings Today Trends
Resort Meetings*

DESTINATION/DEMOGRAPHIC
EAST: Drive-To Meetings* ■ Rochester, NY ■ Close-Up: Syracuse, NY
MIDAMERICA: Drive-To Meetings* ■ Milwaukee Area ■ Oklahoma
SOUTH: Asheville, NC ■ Coastal Carolina ■ Dallas/Fort Worth Metroplex ■ Drive-To Meetings* ■ Inland Mississippi ■ Nashville ■ Northwest Florida
WEST: Alaska ■ Drive-To Meetings* ■ Hollywood/The Valleys/Pasadena, CA ■ Pacific Northwest ■ Southwest
GLOBAL: Venues & Destinations

FEB — SALES CLOSE: 12.30.16 | ADVERTORIALS: 01.06 | MATERIALS: 01.13

FEATURES
Destination Value Dates*
Pharma/Medical Meetings
Tech Update: Social Media Strategy

DESTINATION/DEMOGRAPHIC
EAST: Albany, NY ■ Connecticut ■ Ontario ■ Philadelphia/Valley Forge
MIDAMERICA: Chicago Suburbs ■ Destination Value Dates* ■ Kansas
SOUTH: Atlanta ■ Destination Value Dates* ■ Gulf Coast Meetings ■ Houston ■ Miami/Fort Lauderdale ■ Close-Up: Kissimmee, FL ■ Close-Up: Virginia Beach, VA
WEST: Arizona ■ Destination Value Dates* ■ Las Vegas ■ Monterey/Santa Cruz, CA ■ San Diego
GLOBAL: Venues & Destinations

MAR — SALES CLOSE: 01.27 | ADVERTORIALS: 02.03 | MATERIALS: 02.10

FEATURES
Corporate Meetings
Negotiating Like a Pro
Resorts & Spa Meetings*

DESTINATION/DEMOGRAPHIC
EAST: Baltimore/Annapolis/Eastern Shore ■ Massachusetts ■ Northern Virginia ■ Upstate New York/Adirondacks ■ Close-Up: Lehigh Valley, PA
MIDAMERICA: Chicago ■ Eastern Iowa Cities ■ Madison, WI ■ Michigan ■ Northern Ohio ■ South Dakota
SOUTH: Arkansas ■ Central West Florida ■ Charlotte ■ West Virginia
WEST: Denver Metro/Boulder ■ Palm Springs, CA ■ Greater Seattle ■ Maui ■ Mountain Meetings ■ Western Canada ■ Close-Up: Huntington Beach
GLOBAL: Venues & Destinations

APR — SALES CLOSE: 02.24 | ADVERTORIALS: 03.03 | MATERIALS: 03.10

FEATURES
Best of Nominations
Convention Centers*

MAY — SALES CLOSE: 03.24 | ADVERTORIALS: 03.31 | MATERIALS: 04.07

FEATURES
The Attendee Experience
Conference Centers*

JUN — SALES CLOSE: 04.21 | ADVERTORIALS: 04.28 | MATERIALS: 05.05

FEATURES
Food & Beverage: Trending Now
Special Venues (specially formatted section)

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Annual Planning

MARCH

Press Sheet

- Updated throughout year

ASHEVILLE
NOT JUST MEETING. EXCEEDING.

Successful Meetings Start Here
Asheville, North Carolina is situated in the heart of the Blue Ridge Mountains and is one of America's most vibrant destinations. The breathtaking mountain scenery is met with a sophisticated yet bohemian culture and provides an ideal backdrop for inspired meetings. The area boasts a thriving arts community, diverse outdoor adventures, a fun and inviting downtown, numerous historic attractions and amazing food. Planners of conventions, conferences, trade shows and other events will also find:

- Meeting space ranging from 2,500 to 83,000 sq. ft.
- 8,000+ hotel rooms and counting
- Asheville is an easy drive from many locations in the eastern United States
- Asheville Regional Airport (AVL) offers non-stops and easy connections through major US hubs
- A variety of group activities and venue options, and a four-season destination in a beautiful mountain setting

Hotel Growth Continues
Current hotel development and future plans will bring more than 1,500 additional rooms to the already expanded Asheville inventory. Downtown hotel rooms will double within the next several years.
► NEW DOWNTOWN: **The Hilton Garden Inn Asheville Downtown and Hyatt Place Asheville Downtown** both opened in 2016 - with 140 rooms and just over 2,000 sq. ft. of meeting space at both properties. Both hotels also added rooftop bars to Asheville's downtown scene with Hilton's Pillar Rooftop Bar offering cityscapes and The Montford at Hyatt Place boasting incredible views of the surrounding mountains.
► The AC Hotel is a nine-story, 132-room hotel located downtown with 325-space parking garage and 2,000 square feet of meeting space. Peter and Martha Pollay of Asheville's Posana restaurant are consulting on the food and beverage program, as well as a new rooftop restaurant and bar Capella on 9.
► NEW AT OMNI GROVE PARK INN: 2017 initiatives include renovation of the Sammons Wing sleeping rooms and a NEW 230-person Pavilion, perfect for weddings and group meetings with glass walls and breathtaking mountain views.
► COMING DOWNTOWN 2017: The 12-story Cambria Downtown Asheville will have 136 guest rooms, three-level parking garage and 7,440 square feet of meeting and event space including a ballroom, board room and outdoor terrace. The hotel will have an on-site restaurant, hospitality suites offering outdoor terraces and full service catering.
► ARRAS COMING 2018: Asheville's tallest building is being renovated to house 114 rooms and 54 condos, with 5,000 square feet of meeting space. Peter and Martha Pollay of Asheville's Posana restaurant will launch two independent restaurants at the property.

Asheville CVB: A Vital Piece of the Planning Process
The Asheville CVB provides support to help create a planner's most successful and memorable meeting ever. Planners that send RFPs to the Asheville CVB receive local expertise, a comprehensive view of Asheville and time-saving assistance.

- By sourcing meetings through the CVB, planners receive the best local info and a full menu of Exclusive Services, which includes registration staffing, attraction value cards for attendees and more.
- The CVB's Have More Fun on Us incentive program offers planners with eligible meetings up to $2,500 to incorporate unique-to-Asheville elements into their meetings.
- Planners are invited to tour hotel properties and experience activities for themselves at the CVB's 48-Hour Meeting Planner Experience hosted three times per year.

AshevilleMeetings.com | @MeetAsheville

New at Biltmore: Two New Exhibitions + Outdoor Event Space
► Set for February 9 - May 13, 2018, Biltmore's newest exhibition **"Glamour on Board: Fashion from 'Titanic' the Movie"** marks the first large-scale display of fashions from the Oscar-winning film. In addition to 45 costumes showcasing the elaborate wardrobes of early 1900s transatlantic voyagers, details of the Vanderbilt's extensive travels will be revealed. ► **"Chihuly at Biltmore"** brings breathtaking glass sculptures to the historic house and gardens May 17 - October 4, 2018. **"Chihuly Nights at Biltmore"** will be by reservation only and will showcase Dale Chihuly's glass sculptures with dramatic lighting. ► **Cedric's Garden** is a new event space in Antler Hill Village oved Vanderbilt pastime of outdoor garden celebrations. The space accommodates up to 75 guests and n-air location for corporate events or can be tented for weddings and other private parties.

ory: Explore Newly Opened Workshops Behind Asheville's Arts and Crafts Movement
o the Omni Grove Park Inn are six English-style cottages with historic ties to Biltmore and mountain craft years old. Newly named Grovewood Village will welcome guests for special experiences in 2017. **at created "Coolidge Red" and "Hoover Gray":** Beginning in April, free guided history tours will be ch Saturday. Visit the buildings that still house most of the equipment used when Biltmore Industries recognition for its furniture and hand-woven wool, some created specifically for presidential families. **Grovewood Gallery's 25th Anniversary** will occur May 20, and June 17 marks the **Centennial Anniversary ies at Grovewood Village.**

ffers Large Group Experiences
es per capita than anywhere else in the U.S., Asheville is Beer City USA. r for breakfast (try the Rotating Tap doughnut at Vortex), beer for dessert n Cafe and French Broad Chocolates), multiple beer festivals, a plethora neighborhood known for its concentration of breweries (South Slope). lso get "hopping." ► Sierra Nevada can host up to 50 people for a private heville Brewery Tours can handle private tours for 10 to 150 people. ► an host private brewery tours of 40. ► Many breweries offer unique event awing, Highland Brewing, Hi-Wire Brewing and Lexington Avenue Brewery.

Go Behind the Scenes of Asheville Art
► Glass artist John Almaguer's new **Asheville Art Studio Tours** lead participants on a behind the scenes walking tour of the River Arts District. The Experience Tour offers guests the chance to be the artist and work in multiple mediums. ► **Lexington Glassworks**, a beautiful glass blowing studio near downtown, welcomes tour buses, student groups, tour groups and private events.

Explore the Outdoors with New Tours
► **Asheville Farm to Table Tours** lead guests on an adventure to different farms that ends with a locally-sourced meal. ► **Wai Mauna** adds a massive, six-person paddleboard and whitewater SUP lessons and tours in 2017. ► New this spring, **Bellyak** tours will begin on the French Broad River. Invented in Asheville, this watersport takes place on a face-first kayak that you ride on your belly.

Food Scene, FAST:
250+ independent restaurants; **6** James Beard nominated chefs; **30** breweries, more per capita than any city in the nation; **14** farmers markets; **1** vegan butcher; **1,000+** family farms; **1** wild foods market, the first in the nation; **3** craft hard cideries using local apples; the **fifth** micro sake brewery in the nation; **1** kombucha bar, all local; **1** honey bar/boutique; **1** underground supper club with wild themes and secret locations; **2** insanely creative donut shops; **2** locations to get bean-to-bar local chocolate (a third on the way!); **1** mushroom man tour guide; and the first woman to legally distill moonshine.

Media Contacts | Explore Asheville Convention & Visitors Bureau
Carli Adams | Landis Taylor
cadams@ExploreAsheville.com | ltaylor@ExploreAsheville.com

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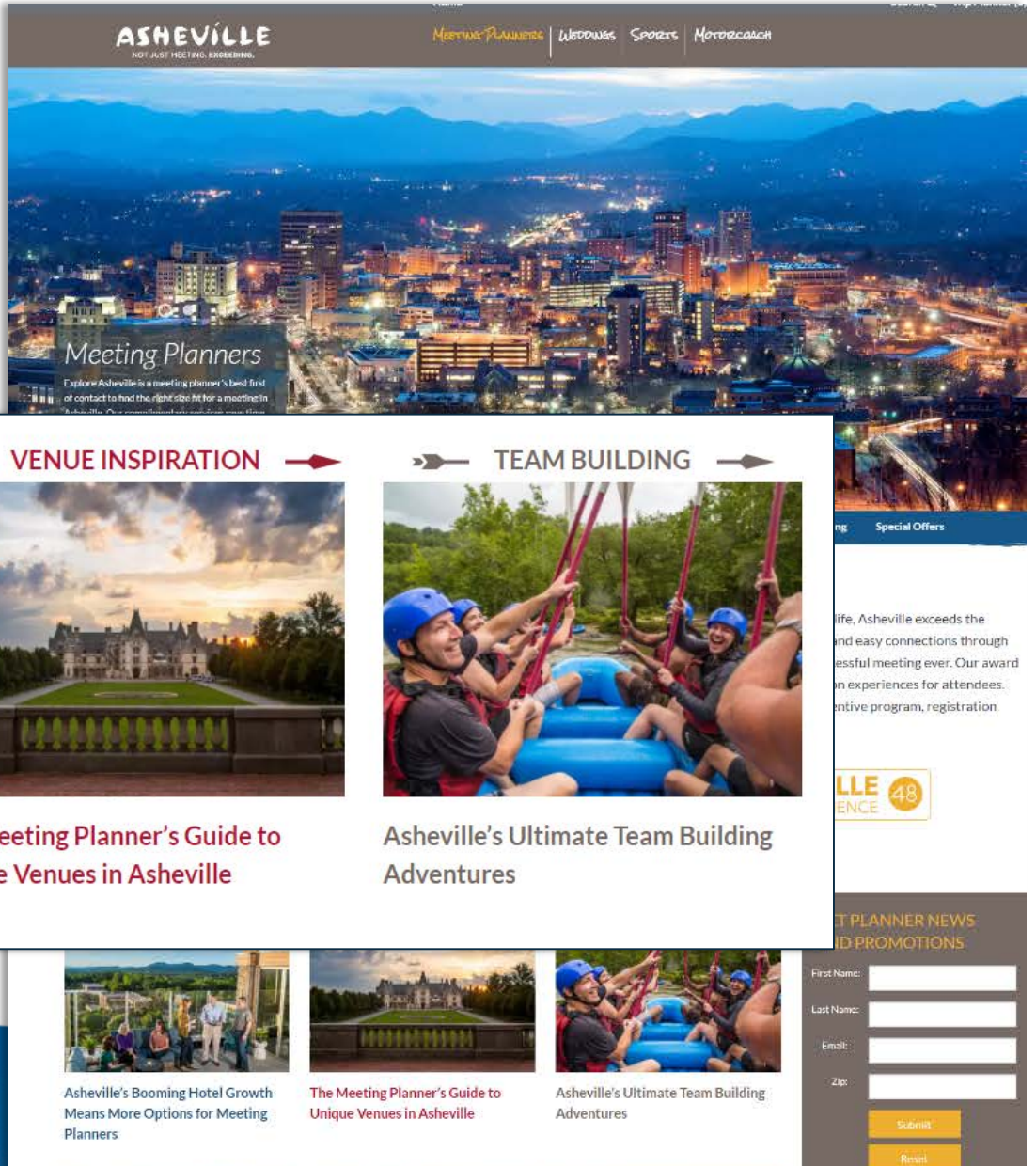
Annual Planning

Content development on
AshevilleMeetings.com



Actions

- PITCH
- RESPOND
- MEDIA TOUR
- SITE VISIT SUPPORT

2017 Results

- RELATIONSHIPS WITH JOURNALISTS
- AMPLIFYING AVL AWARENESS
- ADDED MESSAGING FOR EXPLORE ASHEVILLE GROUPS SALES AND PARTNERS

2017 Results

CLIP

Paris of the South

CONNECT FAITH - OCTOBER 2017

- Bellyak
- Asheville Salt Cave
- Early Girl Eatery

2017 Results

CLIP

North Carolina's Foodtopia:
Fresh and local are the keys to fostering Asheville's flourishing community

MEETINGS TODAY - JANUARY 2017

- Lexington Glassworks
- Green Man Brewery
- LaZoom
- No Taste Like Home
- Asheville Food Tours

2017 Results

CLIP

Artsy, Craftsy & Plenty of Character:

North Carolina's Thriving Cultural Scene

SMART MEETINGS – MARCH 2017

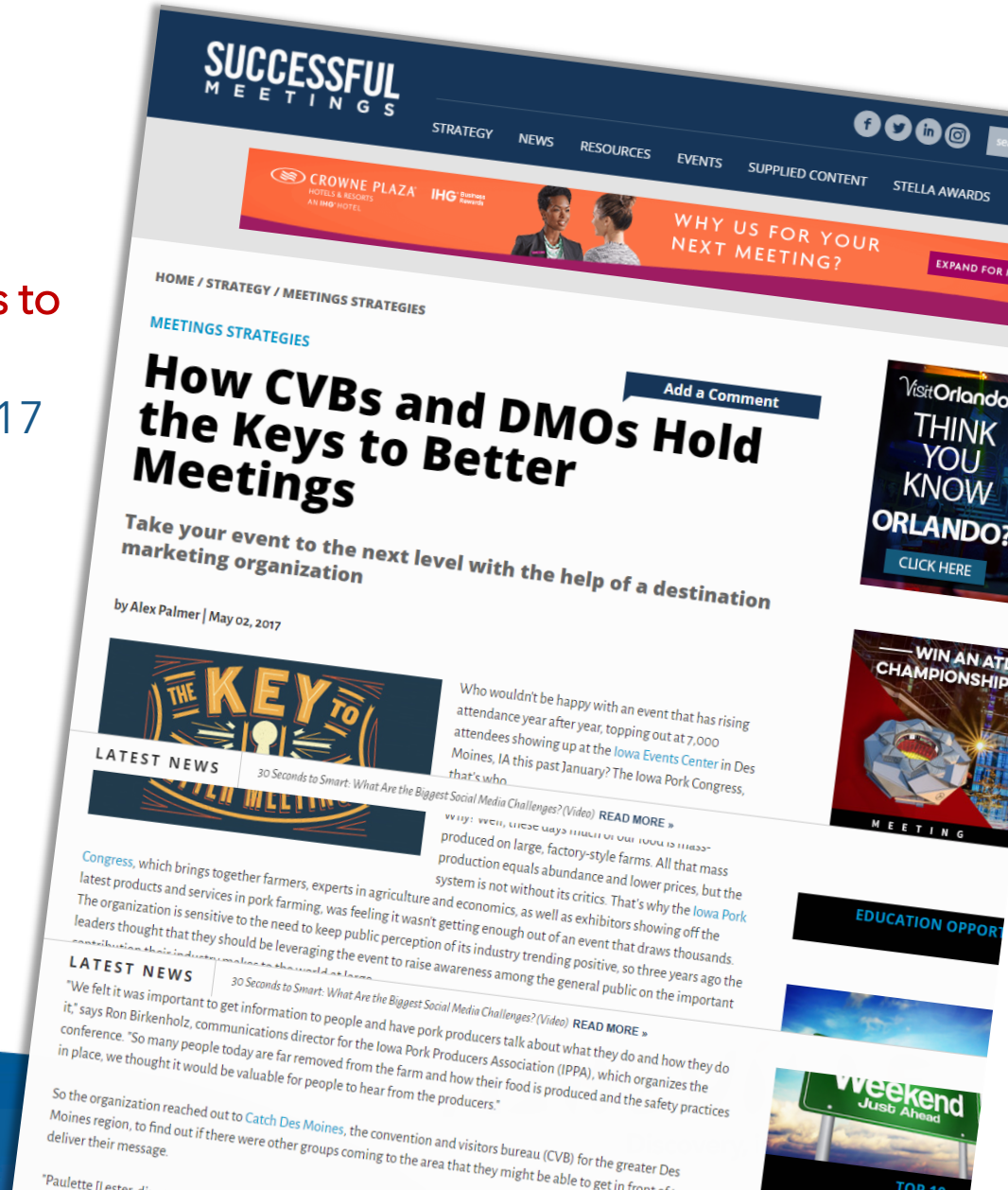
- Grovewood Gallery
- Asheville Art Studio Tours
- Center for Craft Creativity & Design

2017 Results

CLIP

How CVBs and DMOs Hold the Keys to Better Meetings

SUCCESSFUL MEETINGS - MAY 2017

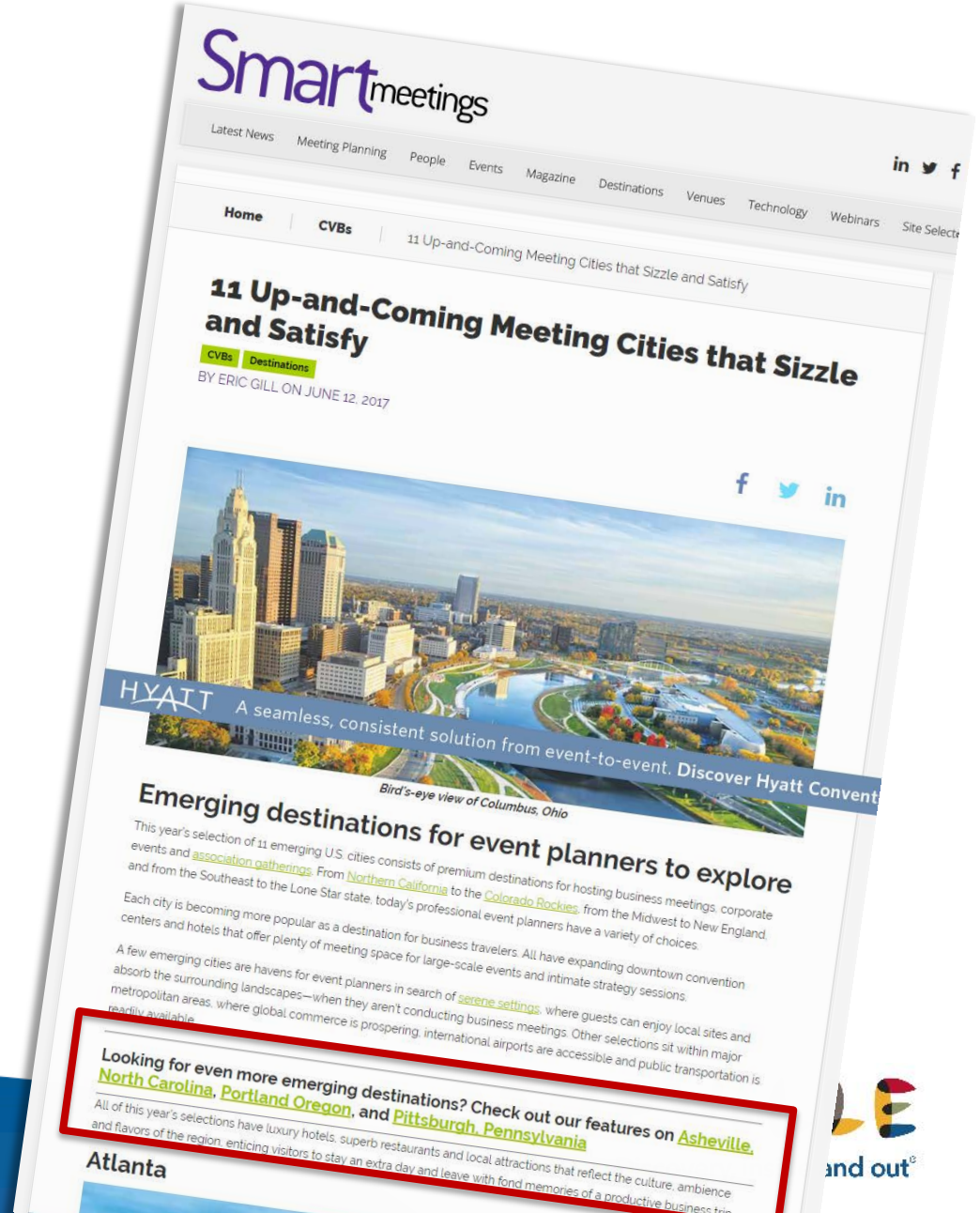


2017 Results

CLIP

Emerging Meeting Destinations

SMART MEETINGS – JUNE 2017



2017 Results

CLIP

Meet the Members

Courier– OCTOBER 2017

Pikes Peak Cog Railway

MANITOU SPRINGS, COLORADO

NTA contact: Whitney Hedgpeth, traffic manager

Office phone: +1.719.685.9662

Website: cograilway.com

NTA member since: 2006

How does booking your tour to the top of Pikes Peak help travelers learn more about your area?
It gives people that Colorado high they don't know they're looking for! And, it also provides a great view of the surrounding areas—from the flatlands to the east and the mountains to the west—while providing a history lesson on this amazing place.

What do they experience during the ride?
After they board the train, we take them on an hour-long trip to the summit of Pikes Peak. In addition to the views up top that they can't get anywhere else, they can take a short guided tour and spend some time exploring the mountain before we bring them back down.

What other things in the Colorado Springs area do you recommend for groups?
Visiting Seven Falls, Cave of the Winds and Garden of the Gods (my personal favorite), and checking out some of the local craft beers (really my favorite).

My job is fun ...
Because of the people I work with.

What is your favorite TV show or movie?
I stinking love "American Ninja Warrior!" I always watch it hoping that it will motivate me to work out, but instead, I get worn out watching them compete.

What music would we find on your "Whitney's Favs" Spotify playlist?
Anything acoustic or alternative, like Mumford and Sons, with the occasional dose of Swedish House Mafia.

For more information, contact Hedgpeth at whedgpeth@broadmoor.com.

Explore Asheville

ASHEVILLE, NORTH CAROLINA

NTA contact: Beth McKinney, sales manager

Office phone: +1.828.258.6139

Website: exploreasheville.com

NTA member since: 1976

What are the must-see attractions in Asheville?
Asheville is a thriving mountain city that features a funky and eclectic downtown, hundreds of studios and art galleries, a world-class culinary and craft beer culture, a thriving live music scene and the awe-inspiring scenery of the Blue Ridge Mountains. With so much to do, I always encourage groups to pick a theme!

What's new in Asheville?
We've got several new hotels that have opened or will open soon. Biltmore will showcase the monumental glass sculptures of world-renowned artist Dale Chihuly as part of a new exhibition set to open on the estate in 2018. Also, fun new student attractions will be completed, including the new Asheville Museum of Science and LaZoom's part-comedy, part-history bus tour of Asheville.

What brought you to the area?
When John Muir spoke the words, "The mountains are calling, and I must go," he was speaking for me, too. I spent my last summer semester of college working for a festival in Western North Carolina and fell in love with the mountain life—the sunny days, cool evenings, miles of skyline, and the laid-back and welcoming community of people who called the area home. I haven't left since!

What do you like to do when you're not hard at work?
I just became a mom this summer, so my new favorite hobby is snuggling my sweet baby girl. I also enjoy camping in our beautiful mountainous "backyard," taking care of my flock of chickens, catching a Broadway show and working on renovations of our fixer-upper home.

For more information, contact McKinney at bmckinney@exploreasheville.com.

Visit Clarksville
Frances Manzitto
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frances@visitclarksvilletn.com
visitclarksvilletn.com

From our picturesque and historic downtown to our rolling countryside, Clarksville welcomes you with open arms. Bringing your group to Clarksville means a trip full of Southern hospitality, unique attractions and shopping, great food and memories that will last a lifetime. Find out more at visitclarksvilletn.com.

2017 Results

CLIP

Sound Tracks: North Carolina tunes in with an array of music venues for groups

MEETINGS TODAY – OCTOBER 2017

- Moog Factory
- Isis Restaurant & Music Hall
- Orange Peel
- Grey Eagle
- Brevard Music Center

2017 Results

ACCOLADES & INDUSTRY RECOGNITION

Asheville listed in "Meet on Top of the World: Mountain Meeting Destinations" by *Smart Meetings* JAN 2017

Asheville listed among "Destinations on the Rise for Meetings 2017" *Successful Meetings* MARCH 2017

Asheville included in "The Top Incentive Destinations in the World" *Successful Meetings* OCT 2017

Share Your News!

news@ExploreAsheville.com

- ✓ group activities
- ✓ meeting planner services
- ✓ group dining
- ✓ tours
- ✓ event venues

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Marketing Update

Marla Tambellini
Deputy Director/VP of Marketing

Harvest Campaign

Harvest Campaign

Late Summer – Early Fall

Campaign Objective:

Drive demand for overnight lodging from leisure visitors to the Asheville area during August and September to accommodate new supply in the market and maintain or increase occupancy and ADR levels.

Campaign Flight:

July 24, 2017-September 30, 2017

Individual duration per tactic and market varies

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Audiences

Elite Empty Nesters

Power Families

Experiential Millennials

Bargain Seeking Retirees

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Messaging Strategy

ASHEVILLE IS A UNIQUE CULTURAL GETAWAY.
The unique and eclectic experiences in Asheville opens wide your sense of discovery and enriches your life.

- Showcase the elements and emotion that make the area an aspirational destination.
- Leverage the Lonely Planet "Best in the US" accolade.

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Media Plan

Tactics:

- Print
- Broadcast
  - Cable
  - Television
- Digital
  - Display
  - Retargeting
  - Native
  - Online Video

* We also are spot targeting Greenville, SC with hyper targeted digital ads and event-oriented messages designed to generate overnight demand.

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Advertising Assets

Print Examples

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Discovery, inside and out®

Advertising Assets

Online Display Banners

All Markets

D.C. & Nashville

Florida

Atlanta, Cincinnati, Greensboro, Charlotte, Charleston, Columbia, Knoxville & Raleigh

ASHEVILLE
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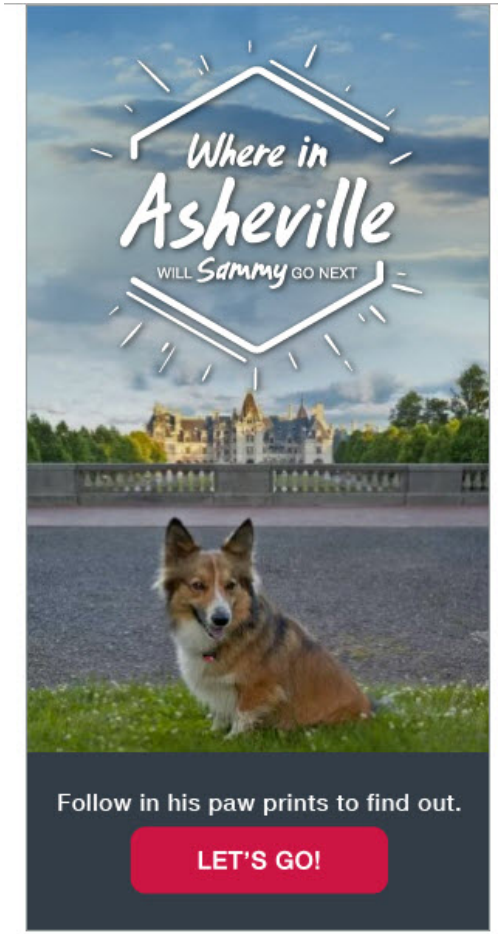
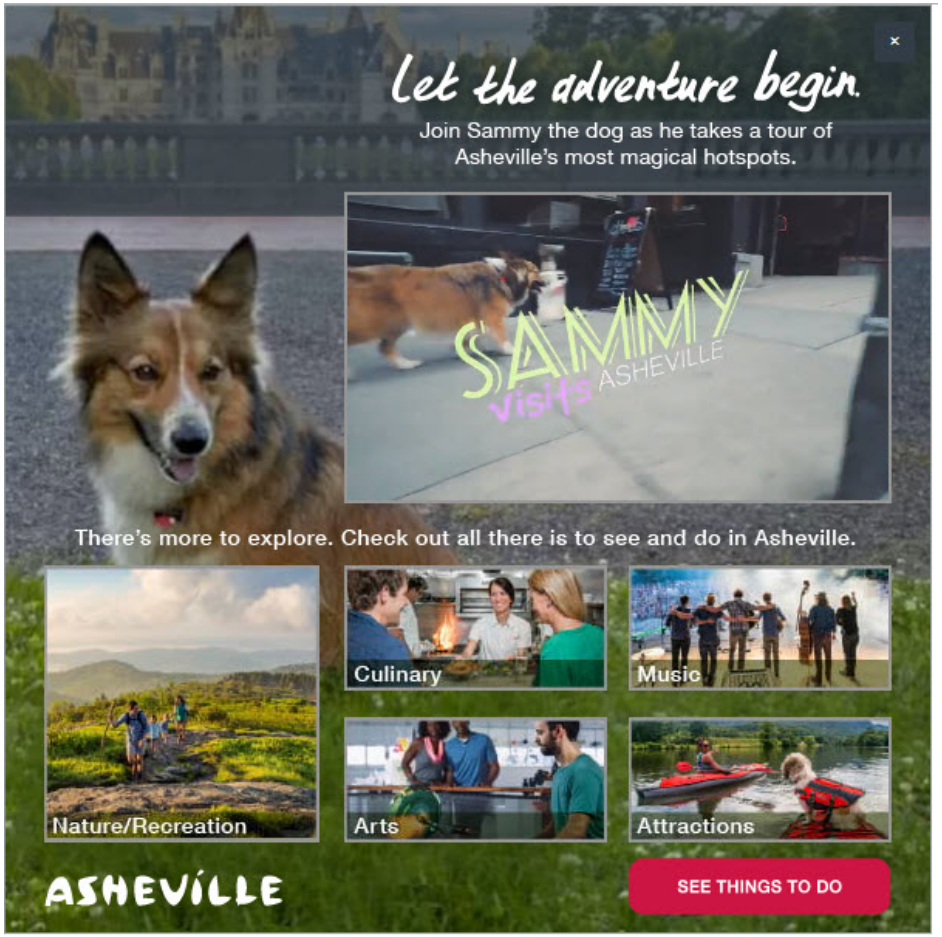
Advertising Assets

Rich Media





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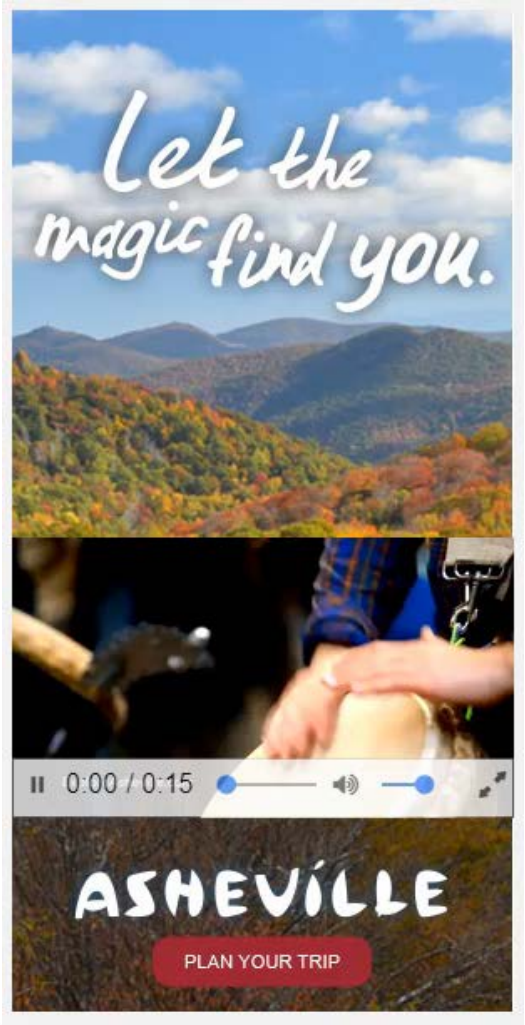
Advertising Assets

USA Today



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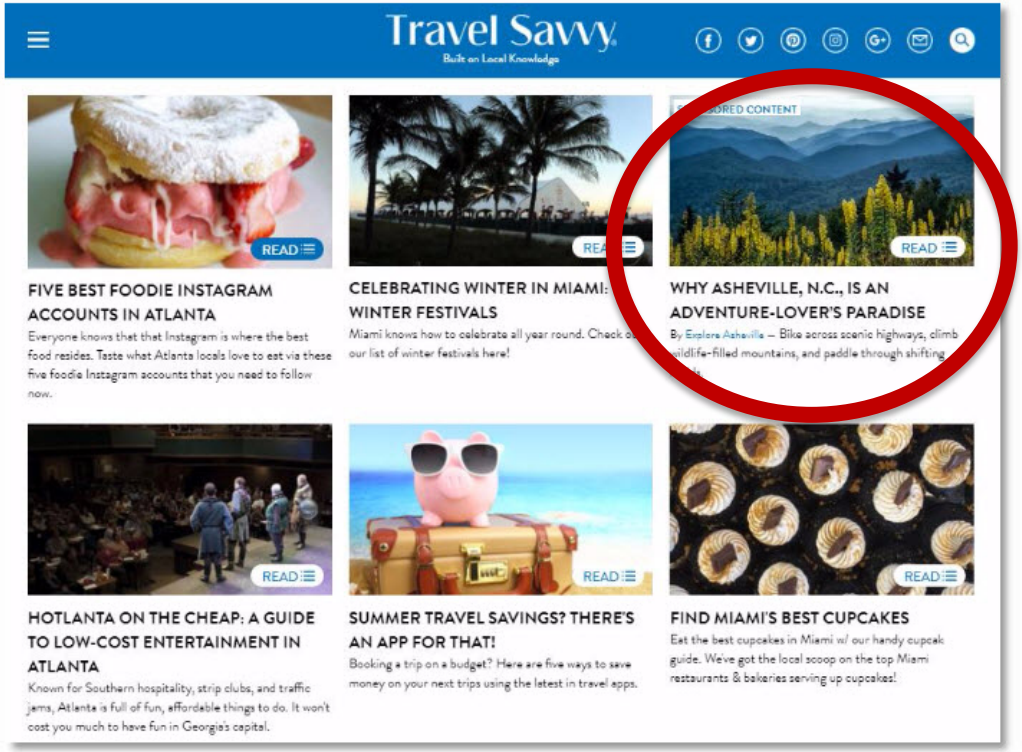
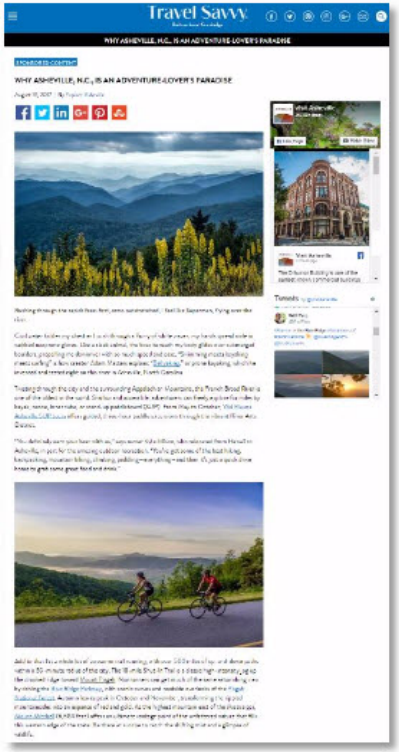
Native Content Advertising





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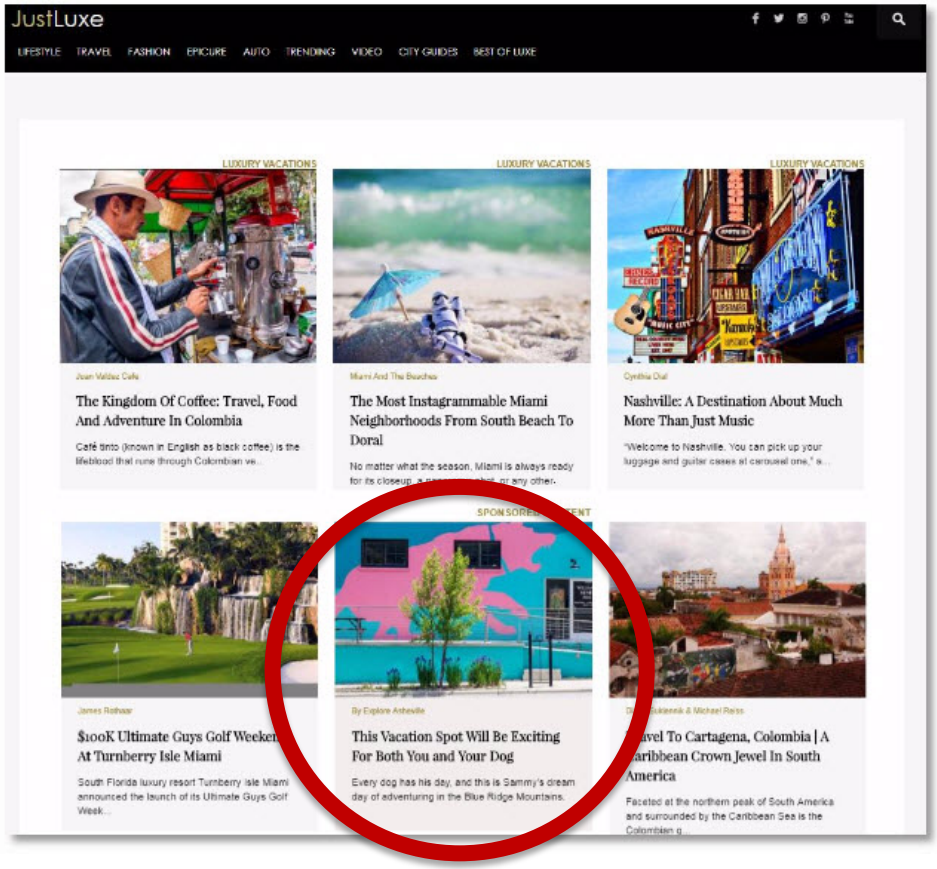
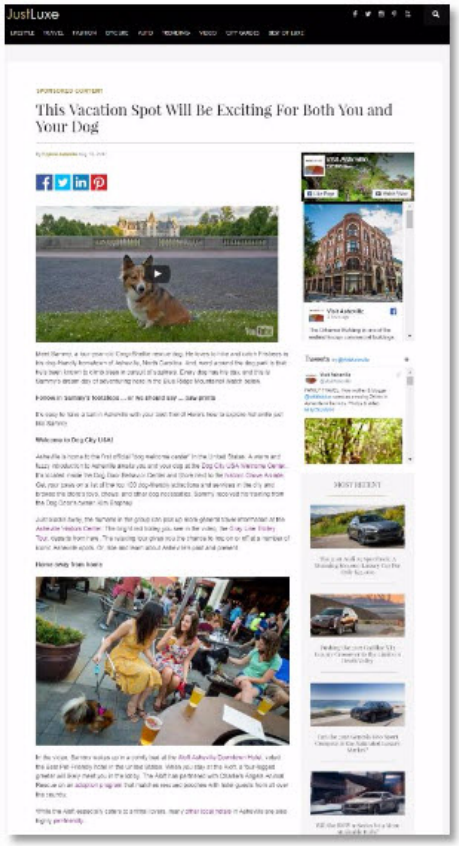
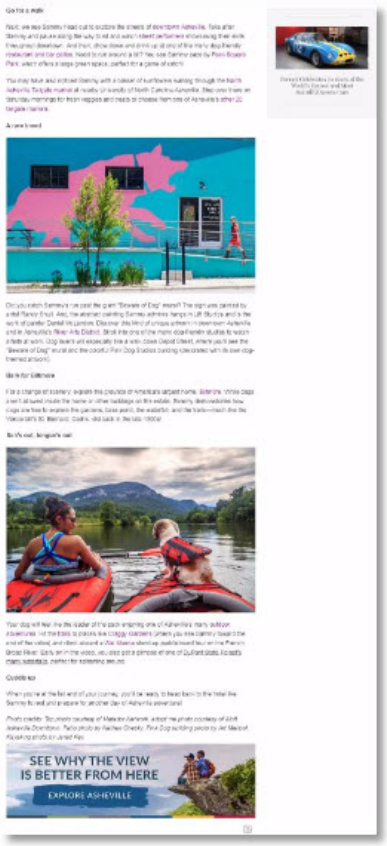
Native Content Advertising







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Overall Performance

- Lodging demand: 4.8% increase (even without factoring in short-term rentals)
- Website visitation is up by 5.7% versus the same period last year
- New user visits are up 6.3% from previous Harvest campaign period

Sources: STR Reports. Limited to a subset of booking sources. Google Analytics. Data from August 9 through October 19.

Campaign Details

Tactic Highlights:

- Online Display tactics drove the most low-funnel website conversions
- Native Advertising Content and Trip-Planning Sites delivered the lowest bounce rates and greatest time on site
- Broadcast TV performance still in evaluation

Digital Performance	
Impressions Served	59,830,000
Clicks	98,343
Sessions	50,870
New Users	42,474
Average Time on Site	:54

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Holiday Campaign

Holiday Campaign

Campaign Objective:

Drive demand for overnight lodging from leisure visitors to the Asheville area, while converting so-be day trippers to overnight stays.

Campaign Flight:

October 23, 2017-December 22, 2017

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Audience

Elite Empty Nesters

- Prosperous, established empty nesting couples living sophisticated lifestyles
- A taste for the finer things in life – arts, gourmet dining, cultural experiences
- Relish the opportunity to travel far and wide
- Travel during holidays to build warm, lasting memories.

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Message

LET THE HOLIDAY MAGIC FIND YOU IN ASHEVILLE:
Discover the unique, enriching holiday experience that's been right under your nose in Asheville.

Key Asheville holiday drivers that support the message

- Touring Christmas at Biltmore
- Gingerbread House Competition & Display at Grove Park Inn
- Winter Lights at the N.C. Arboretum
- Enjoying a cozy mountain environment

Media Plan

Markets: Charlotte, Raleigh, Greensboro, Atlanta, Charleston, Columbia, Knoxville

Tactics:

- Native Advertising Content – Inspirational; Upper Funnel
- Online Display – Research & Planning; Mid Funnel
- Retargeting – Planning; Lower Funnel

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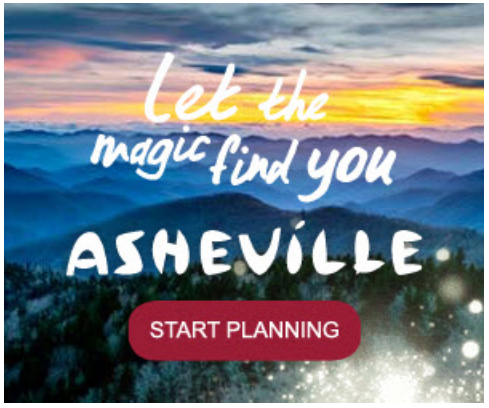
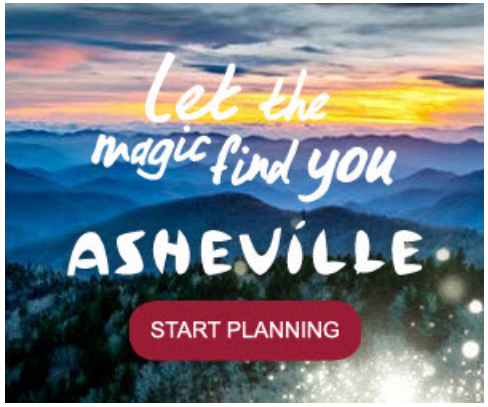
Standard Online Display Banners





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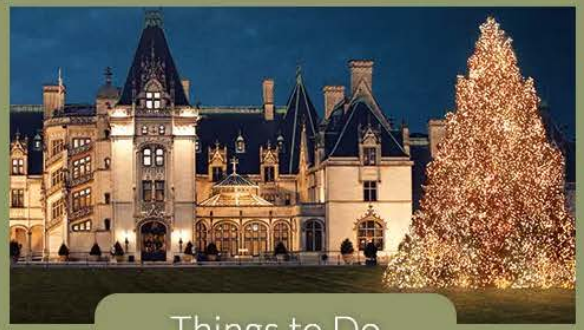
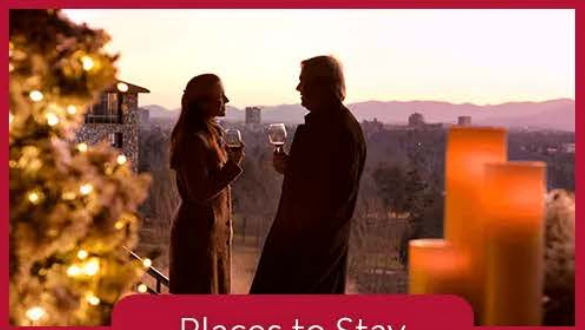
Let the Magic Find You

Asheville, NC



Things to Do



Places to Stay

8 Ways Asheville Sparkles for the Holidays

by Lindsey Grossman

Asheville, North Carolina brings all the sparkle—and gorgeous Blue Ridge Mountain views—to your holiday season this year with festive ways to play, indulge and get away from it all. Discover how Asheville shines for the holidays...

ASHEVILLE CHECK HOTEL RATES

Lodging | Packages | Activities

Check In: 11/12/2017

Check Out: 11/13/2017

Rooms: 1

Adults: 1

Kids: 0

Check Rates

Search B&Bs or Cabins & Rentals

BEST RATES GUARANTEED

Sign Up for the Asheville Traveler Newsletter

Join thousands of visitors who already subscribe to our free monthly email. We'll share the best of where to stay, where to eat and where to explore, all around Asheville.

email address

Subscribe

Request our Travel Guide

Order the printed guide to Asheville, or download the digital version.

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Asheville, N.C.

There's more to life than the climb. There's the view. Come up for air in Asheville. There's something unexpected around every bend. Make plans to visit Asheville and find yourself immersed in our unmistakable mountain vibe.

Search

LET THE HOLIDAY MAGIC FIND YOU.
X
Click to begin planning your holiday vacation.

things to do

photo tour

Advertising Assets

Retargeting Online Display Banners

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Advertising Assets

Native Content Advertising

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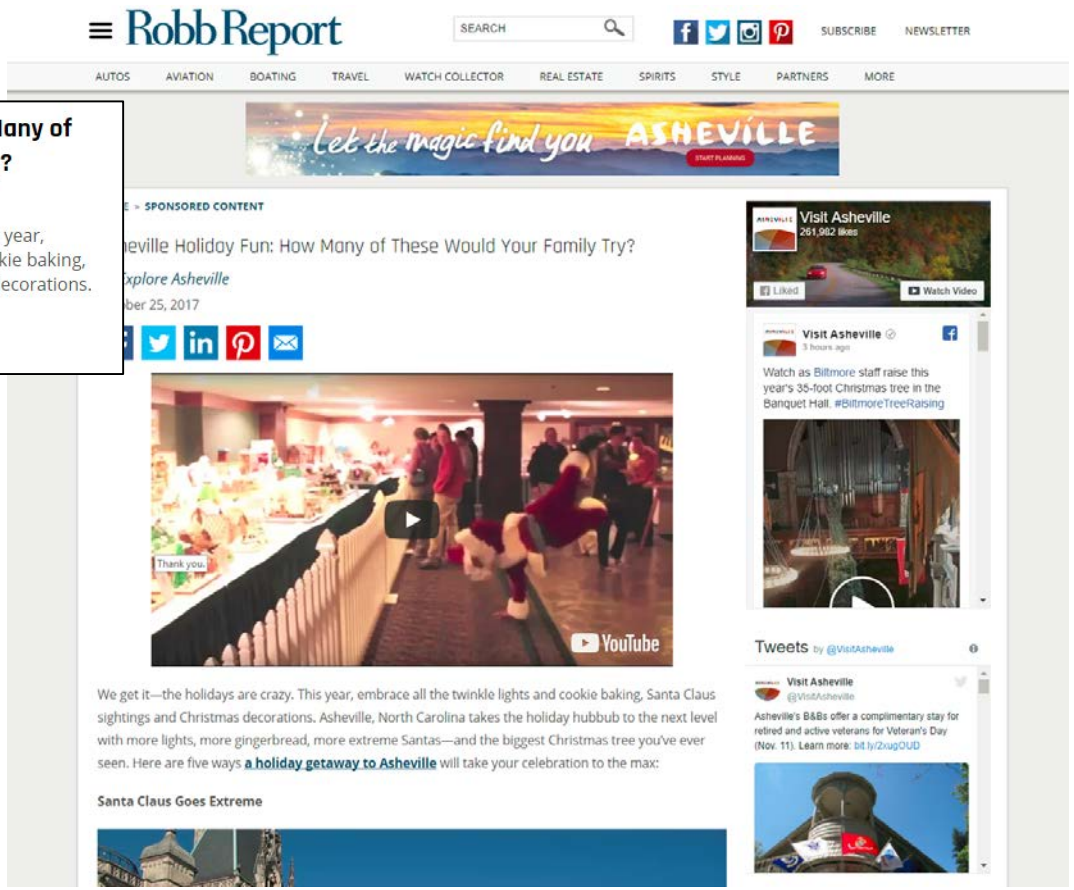
Native Content Advertising



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Advertising Assets

Native Content Advertising

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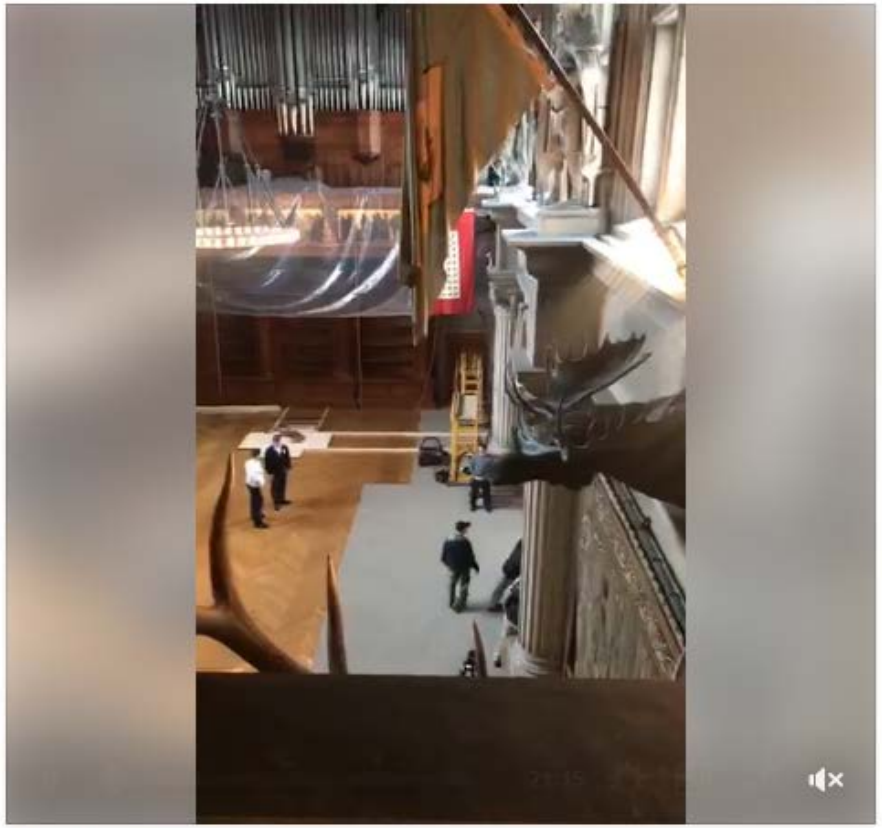
Realtime Events & 360 Images

Visit Asheville shared Biltmore's live video.
November 1 at 11:05am ·

Watch as Biltmore staff raise this year's 35-foot Christmas tree in the Banquet Hall. #BiltmoreTreeRaising



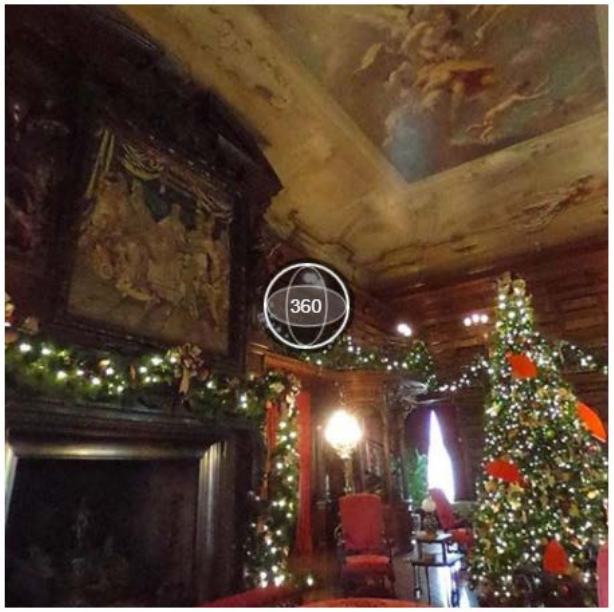
384,531 Views

Biltmore was live.
November 1 at 10:16am ·

Like Page

Visit Asheville
Yesterday at 5:12pm ·

HAVE A LOOK AROUND: One of the most beloved rooms at Biltmore is George Vanderbilt's library, which houses part of his 22,000-volume collection. Explore this 360-degree image to see how the library is decorated for the Christmas at Biltmore celebration! Christmas at Biltmore is underway now and runs through Jan. 7, 2018. Learn more about Christmas at Biltmore here: http://bit.ly/2lvrsdc.



Like Comment Share

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Snackable Social Content

Use short snippets of content – a social snack, often geared to mobile users, that is attention-grabbing, visual and motivates sharing.

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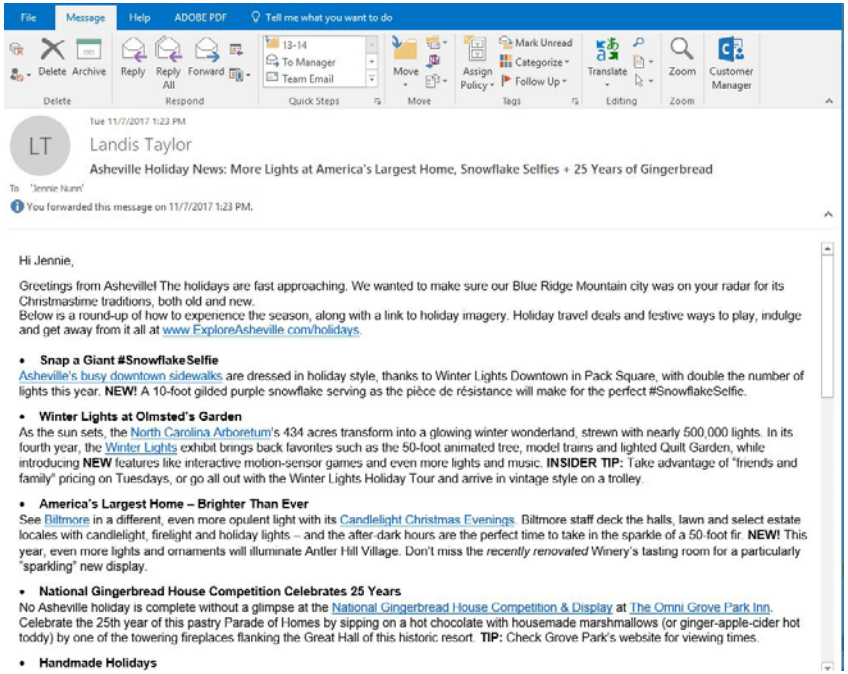
Media Relations

- Repurpose content for a targeted holiday push.
  - Used new tool TrendKite to define journalists that have produced holiday content.



File Message Help ADOBE PDF Tell me what you want to do

Delete Archive Reply Reply All Forward 13-14 To Manager Team Email Move Assign Policy Mark Unread Categorize Follow Up Translate Zoom Customer Manager

Delete Respond Quick Steps Move Tags Editing Zoom

Tue 11/7/2017 1:23 PM

LT Landis Taylor

Asheville Holiday News: More Lights at America's Largest Home, Snowflake Selfies + 25 Years of Gingerbread

To 'Jennie Nunn'

You forwarded this message on 11/7/2017 1:23 PM.

Hi Jennie,

Greetings from Asheville! The holidays are fast approaching. We wanted to make sure our Blue Ridge Mountain city was on your radar for its Christmastime traditions, both old and new.
Below is a round-up of how to experience the season, along with a link to holiday imagery. Holiday travel deals and festive ways to play, indulge and get away from it all at www.ExploreAsheville.com/holidays.

- **Snap a Giant #SnowflakeSelfie**
Asheville's busy downtown sidewalks are dressed in holiday style, thanks to Winter Lights Downtown in Pack Square, with double the number of lights this year. **NEW!** A 10-foot gilded purple snowflake serving as the pièce de résistance will make for the perfect #SnowflakeSelfie.
- **Winter Lights at Olmsted's Garden**
As the sun sets, the North Carolina Arboretum's 434 acres transform into a glowing winter wonderland, strewn with nearly 500,000 lights. In its fourth year, the Winter Lights exhibit brings back favorites such as the 50-foot animated tree, model trains and lighted Quilt Garden, while introducing **NEW** features like interactive motion-sensor games and even more lights and music. **INSIDER TIP:** Take advantage of "friends and family" pricing on Tuesdays, or go all out with the Winter Lights Holiday Tour and arrive in vintage style on a trolley.
- **America's Largest Home – Brighter Than Ever**
See Biltmore in a different, even more opulent light with its Candlelight Christmas Evenings. Biltmore staff deck the halls, lawn and select estate locales with candlelight, firelight and holiday lights – and the after-dark hours are the perfect time to take in the sparkle of a 50-foot fir. **NEW!** This year, even more lights and ornaments will illuminate Antler Hill Village. Don't miss the *recently renovated* Winery's tasting room for a particularly "sparkling" new display.
- **National Gingerbread House Competition Celebrates 25 Years**
No Asheville holiday is complete without a glimpse at the National Gingerbread House Competition & Display at The Omni Grove Park Inn. Celebrate the 25th year of this pastry Parade of Homes by sipping on a hot chocolate with housemade marshmallows (or ginger-apple-cider hot toddy) by one of the towering fireplaces flanking the Great Hall of this historic resort. **TIP:** Check Grove Park's website for viewing times.
- **Handmade Holidays**

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Media Relations Initiatives

Digital Influencers June-July 2017

Dodie Stephens
Director of Communications

Organic Influencer Relations

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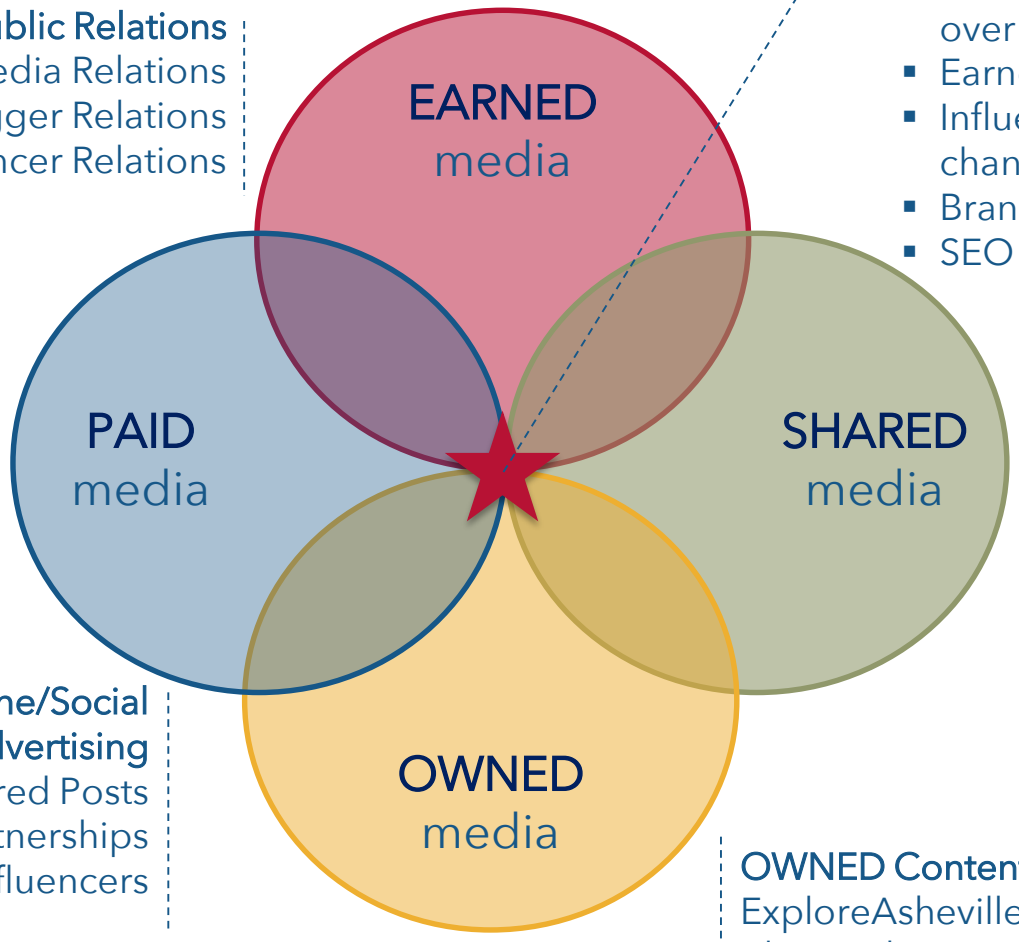
PESO Model



EARNED Public Relations
Media Relations
Blogger Relations
Organic Influencer Relations

Influencer Engagement
- Influencer relations, measured control over paid content
- Earned fan engagement = shares
- Influencer content optimized on owned channels, also shared
- Brand ambassadors, added value posts
- SEO benefits = owned brand authority

SHARED Social
Facebook
Instagram
Twitter
YouTube
Pinterest, etc.

PAID Online/Social Advertising
Sponsored Posts
Editorial Partnerships
Paid Influencers

OWNED Content
ExploreAsheville.com
Blog, Videos, UGC
Expert/Brand Journalism

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Thematic Objectives | Areas of Focus

- Complement to Advertising and PR efforts…
- Overall Destination Inspiration
- Outdoor Panorama
- Culture Immersion

- KPIs: Content engagement, hashtag use, backlinks/click-through to ExploreAsheville.com

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Matthew Karsten (Expert Vagabond)
Focus: Outdoor adventure
Blog: www.expertvagabond.com
Instagram: @expertvagabond 134,430 followers
Facebook: @expertvagabond 72,316 likes
Twitter: @expertvagabond 28,700 followers

Jeremy Foster (Travel Freak)
Focus: Outdoor adventure, destination inspiration
Blog: www.travelfreak.net
Instagram: @travelfreak__ 49,100 followers
Facebook: @thetravelfreak 15,359 likes
Twitter: @travelfreak_ 41,200 followers

Combined
Potential Reach

2.1 million

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4K
shares

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Multifaceted Content

Blog post 1K shares

Video post 1.1K shares

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Social Content Required/Delivered

242,000
Engagement Total

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Results

- More than **110 pieces** of unique, digital content shared on Facebook, Instagram, Twitter, Pinterest, YouTube and via influencer blogs.
- More than **50 local businesses** featured across immersive destination itineraries.
- An estimated **36,841,937** potential impressions across all social platforms.
- All influencers **over-delivered** on the number of posts that they were contracted to complete.
- Bonus Deliverable: Influencers provided a selection of their best **photo and b-roll assets** to boost the EA.com catalog.

Music Initiative

Publicity Success

Fodor's Travel

Photo by David Simchock

REVIEWS, RECAPS & PHOTOS

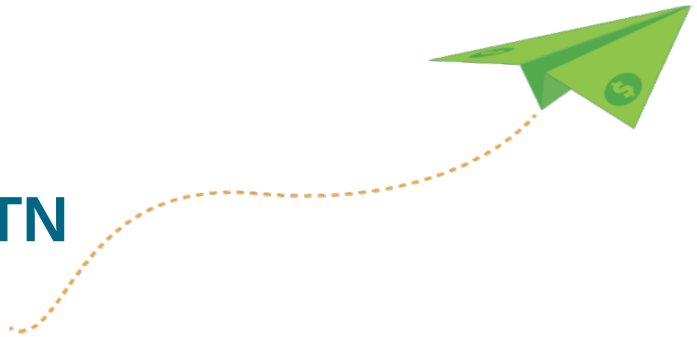
Exploring Asheville: 5 Days In A Musical Oasis

Oct 29, 2017 • 11:01 pm PDT • By Scott Bernstein

ExploreAsheville.com
Digital Advertising Program

Destination Travel Network

- Serve more than 145 DMO publishers and destinations
- Serve more than 1,700 advertisers in the network
- Based in Tucson, AZ (with North Carolina office)
- 26 professionals (and growing) to serve you
- A Division of Simpleview, Inc. (your website developer)



The DTN Story

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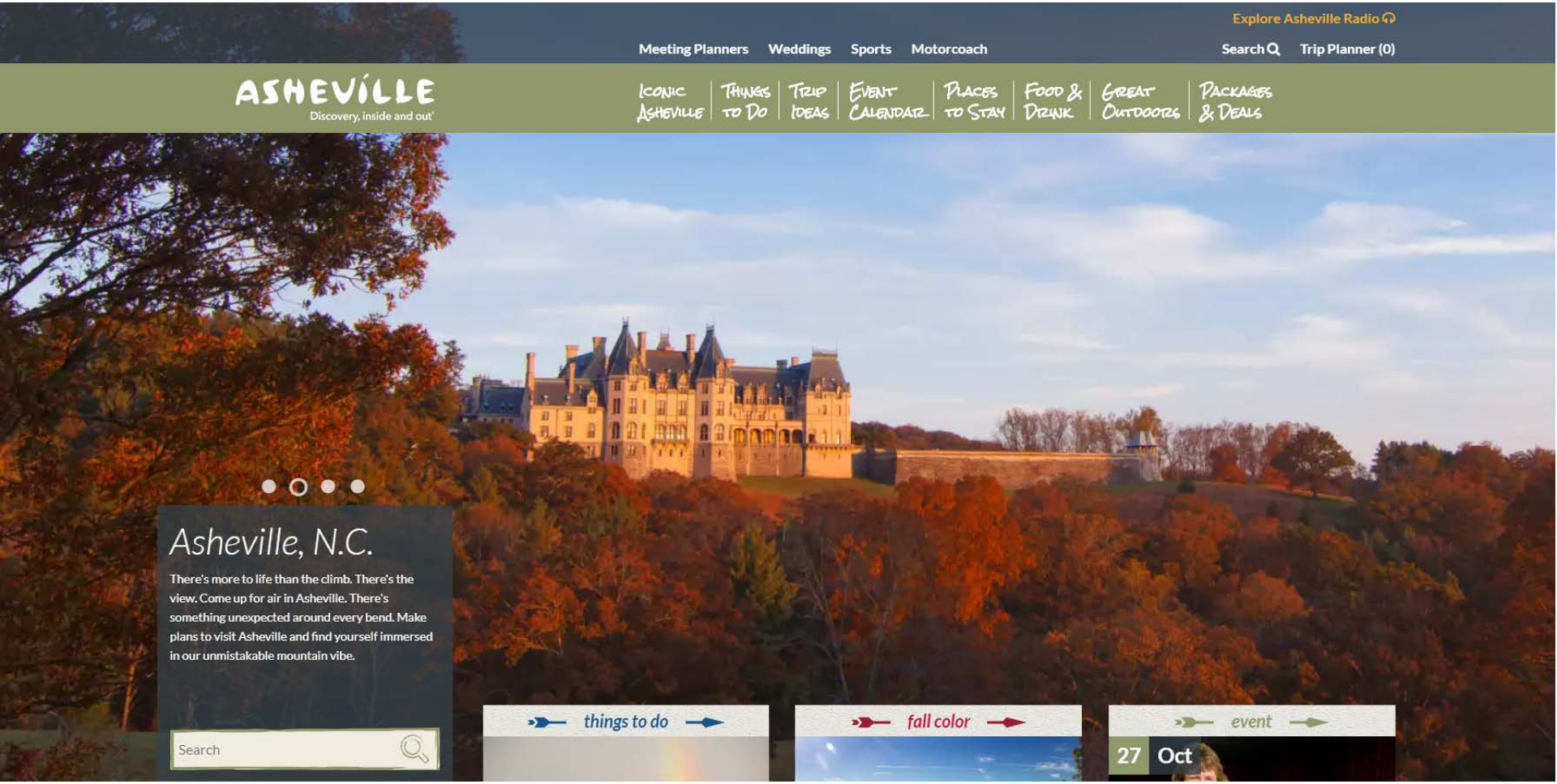
Capitalizing on Online Search



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DTN Portal: Last 12 Months

- Impressions 37,035,623
- Clicks 584,646
- Click-Through Rate (CTR) 1.579%

dtn
destination travel network®

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Explore Asheville CVB Holiday Party

Wednesday, December 6th

4:30 pm - 6:30 pm

Renaissance Asheville Hotel

Beverage Sponsors:

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