THE

YEAR AHEAD

ASHEVILLE

WELCOME

ASHEVILLE

WHATS AHEAD?

01 » Superstar Awards

02 » Tourism Product Development Fund Turns 20

03 » What's to come at The Biltmore

04 » Upcoming Festivals Panel

05 » New in ’23: Boutique Hotel Panel

06 » The Next Chapter

ASHEVILLE

SUPERSTAR

AWARDS

CONGRESSMAN
CHUCK EDWARDS

SENATOR
JULIE MAYFIELD

SENATOR
WARREN DANIEL

ASHEVILLE

SUPERSTAR

AWARDS

THE

YEAR AHEAD

ASHEVILLE

ONE-THIRD / TWO FUNDS

TOURISM PRODUCT DEVELOPMENT FUND (TPDF)

- Provide financial investment through grants for major tourism-related capital projects in order to increase patronage of lodging facilities in, and further economic development in, Buncombe County.
- Only municipal partners or non-profits are eligible to apply.
- Guidelines (not legislation) require applicants to have other matching funding sources.

LEGACY INVESTMENT FROM TOURISM FUND (LIFT)

- Provide financial investment through grants for tourism-related capital projects, including capital maintenance and project administration, design, restoration, maintenance, and rehabilitation as well as enhancement of natural resources and expansion of necessary infrastructure.
- Only municipal partners or non-profits are eligible to apply.
- Committee and guidelines need to be created in the coming year.

YEARS

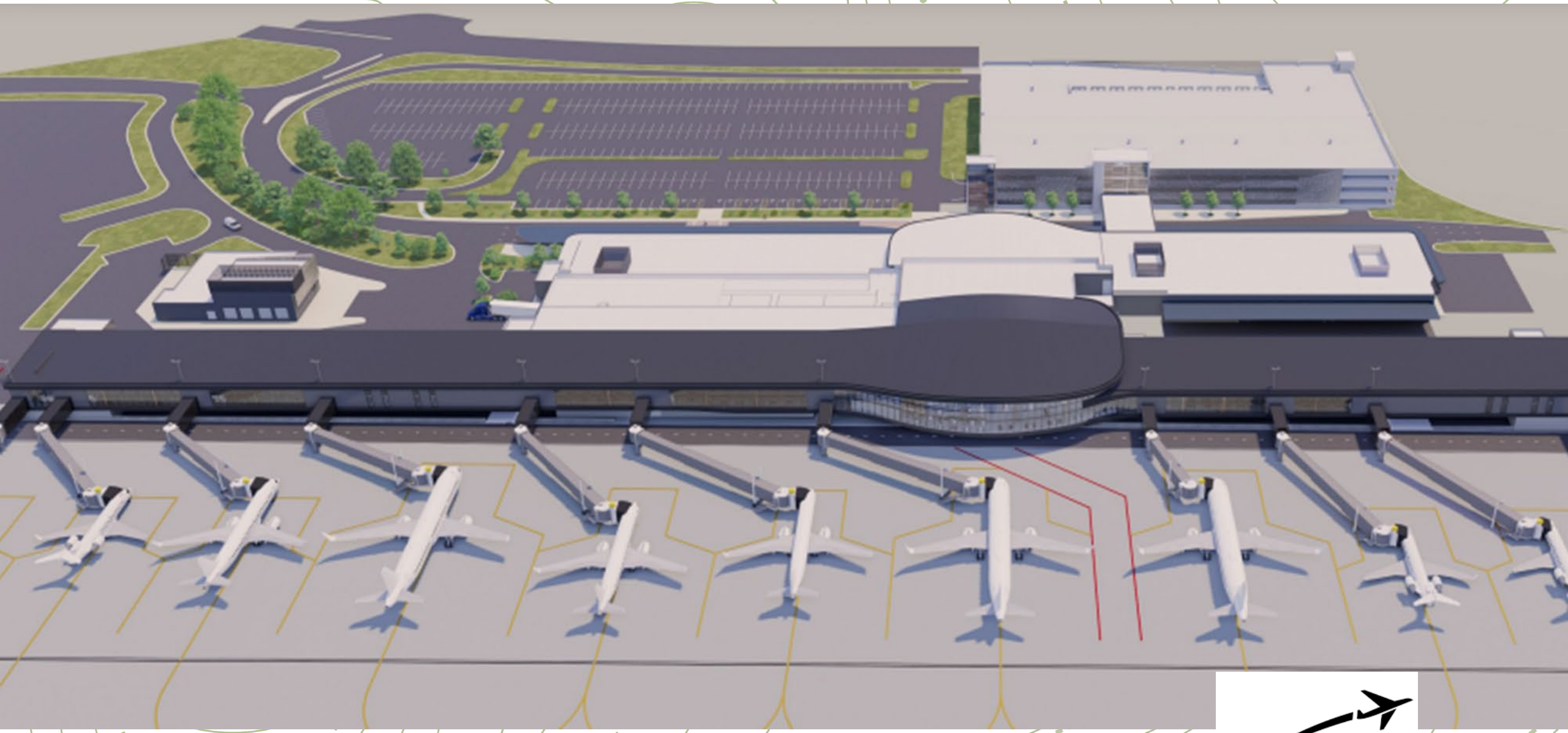
MILLION

2.6 BILLION

IN VISITOR SPENDING IN 2021

THE
HOTEL

1.8
MILLION
AIRLINE PASSENGERS IN 2022



Asheville
REGIONAL AIRPORT

THE

YEAR AHEAD

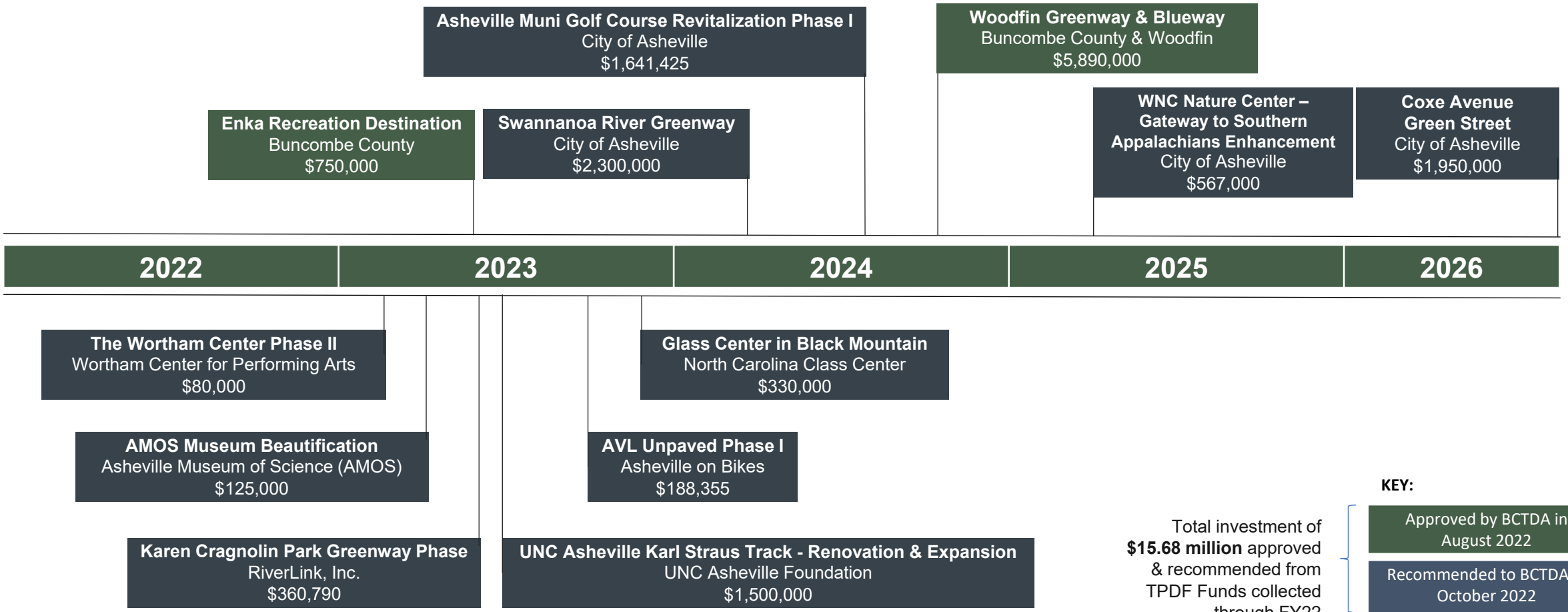
ASHEVILLE

JANET CONE
Athletic Director for UNC Asheville

CHRIS CORL
Director - Community & Regional Entertainment Facilities

TIMOTHY LOVE
Director – Economic Development and Governmental Relations

PROJECT COMPLETION TIMELINE



JANET CONE
Athletic Director for UNC Asheville

CHRIS CORL
Director - Community & Regional Entertainment Facilities

TIMOTHY LOVE
Director – Economic Development and Governmental Relations

The Karl Straus Track and Field Renovation Project at UNC Asheville

EQUINOX
balance through proper planning
Image is an artist's rendering and
may not reflect final design

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Athletic Director for UNC Asheville

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TIMOTHY LOVE
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THE

YEAR AHEAD

ASHEVILLE

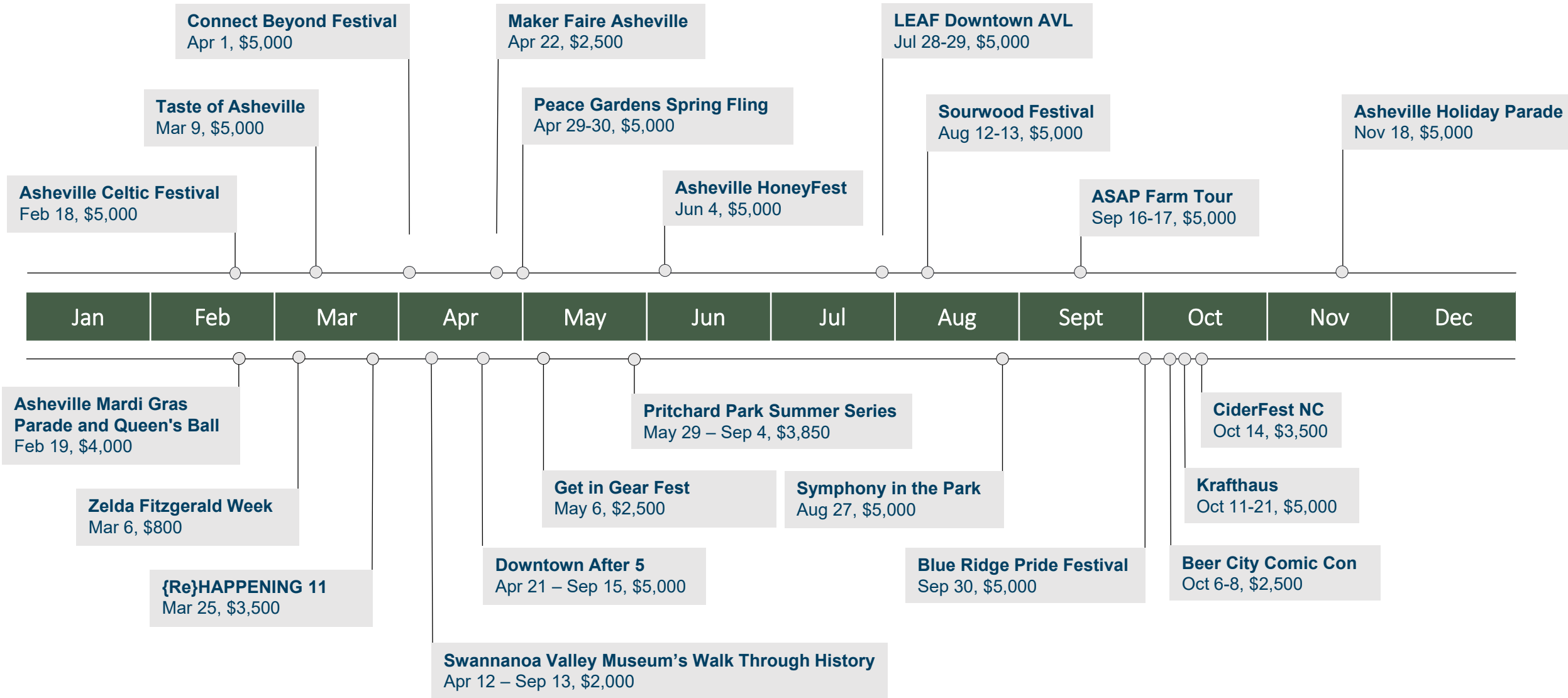
LITEMAT PLUS 2
MBS

THE

YEAR AHEAD

ASHEVILLE

FESTIVALS & EVENTS SUPPORTED IN 2023



ASHEVILLE AMADEUS

DANIEL CRUPI
Organizer, Executive Director of The Asheville Symphony

ASHEVILLE IDEAS FESTIVAL

KIRK SWENSON
Co- Founder, Vice Chancellor at UNC Asheville

anvl FEST

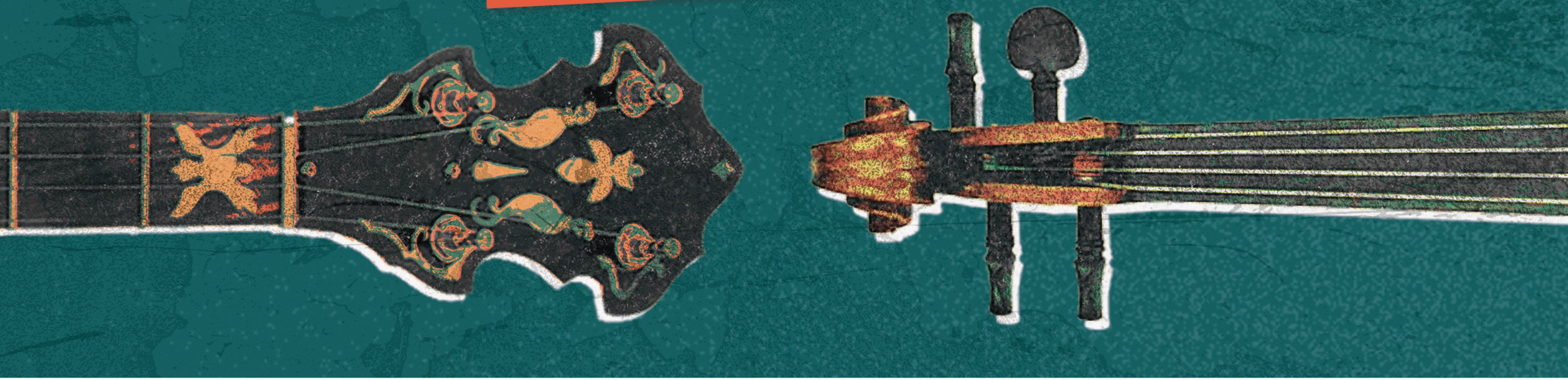
JEFF WHITWORTH
Co-Founder and Talent Buyer

AN ASHEVILLE CHOW CHOW CULINARY EVENT SERIES

RHEA LIDOWSKI
Incoming Board President

ASHEVILLE

AMADEUS



ASHEVILLE SYMPHONY

BREVARD MUSIC CENTER

cursus kěmē

BLUE SPIRAL 1 FINE ART + CRAFT

LEAF GLOBAL ARTS

CITIZEN VINYL

WORTHAM CENTER FOR THE PERFORMING ARTS

SALVAGE STATION

CONNECT BEYOND FESTIVAL

ASHEVILLE ART MUSEUM

ASHEVILLE SYMPHONY Youth ORCHESTRA

Ballet Conservatory of ASHEVILLE

Asheville Community Theatre

DIFFERENT STROKES! PERFORMING ARTS COLLECTIVE

ASHEVILLE CHAMBER MUSIC SERIES

UNIVERSITY of NORTH CAROLINA ASHEVILLE

ASHEVILLE IDEAS FEST

FEST

AN ASHEVILLE

CHOW CHOW

CULINARY EVENT SERIES

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anvl FEST

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AN ASHEVILLE CHOW CHOW CULINARY EVENT SERIES

RHEA LIDOWSKI
Incoming Board President

STRETCH

BREAK

THE

YEAR AHEAD

ASHEVILLE

ESTD RH 2022

THE RESTORATION

ASHEVILLE, NC

MICHAEL MCDAVID

General Manager

THE Radical

ZELDA DEAREST

HOTEL

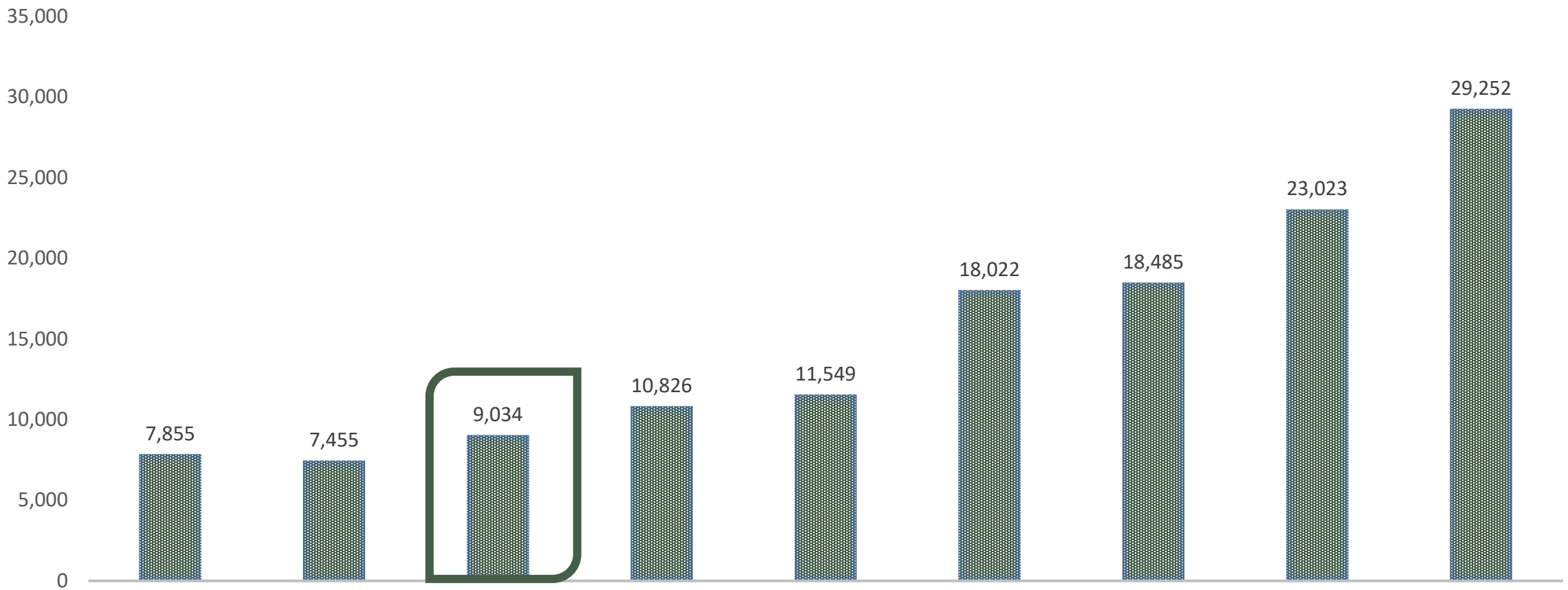
AMY KELLY

Founding Principal of Hatteras Sky

PHILIP WOOLCOTT

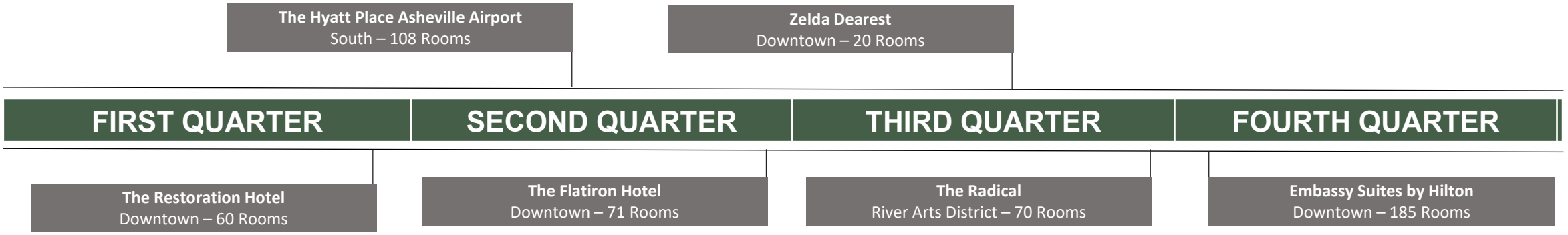
Co-Managing Principal at JPW Development

HOTEL ROOMS AVAILABLE BY MARKET



Source: STR Dec 2022

LODGING ON THE WAY IN 2023



514 New Rooms Projected for 2023

ESTD RH 2022

THE RESTORATION

ASHEVILLE, NC

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General Manager

THE Radical

ZELDA DEAREST

HOTEL

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ESTD 2022

THE RESTORATION

ASHEVILLE, NC

THE Radical

ZELDA DEAREST
HOTEL

HS HATTERAS SKY

THE FLAT IRON HOTEL

LAND OF THE SKY

ESTD RH 2022

THE RESTORATION

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THE

YEAR AHEAD

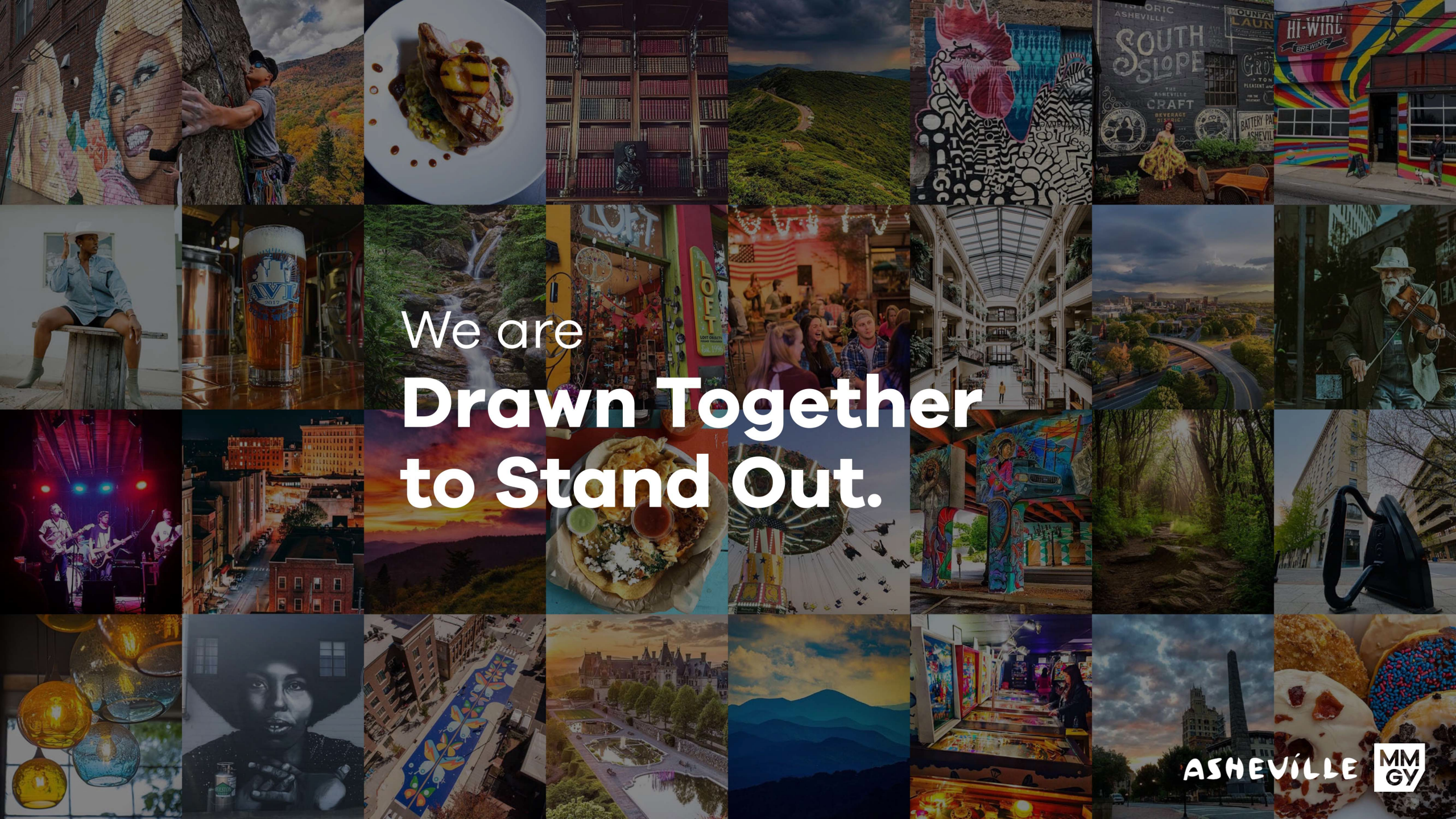
ASHEVILLE

AND

THE

YEAR AHEAD

ASHEVILLE


We are
Drawn Together
to Stand Out.
SOUTH SLOPE
CRAFT
HI-WIRE
BREWING
LOFT
ASHEVILLE
MMGY

ASHEVILLE Platform for Storytelling

Essence	Values	Promise	Experience	Voice
We are **Drawn Together to Stand Out.**	**CREATIVE** **DEEPLY-ROOTED** **INDEPENDENT** **COLLABORATIVE** **OPEN**	Asheville draws you in, nurtures and inspires. She grounds us and propels us to never stop creating who we are.	Creators & innovators Nurturing by nature Roots that run deep Flowing in our own direction	**COLORFUL** **GROUNDED** **UNAFRAID** **CONNECTED** **COMPASSIONATE**

THE

YEAR AHEAD

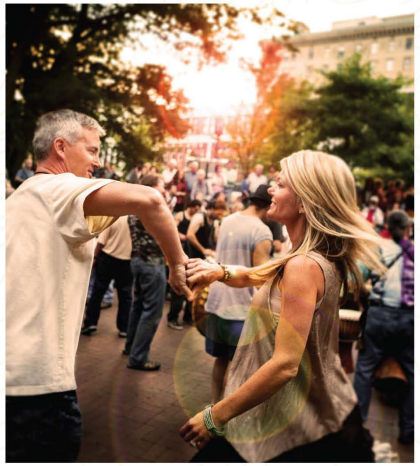
ASHEVILLE

ALWAYS
ASHEVILLE

ASHEVILLE

Always,
ASHEVILLE

Always,
ASHEVILLE



WE ARE ASHEVILLE.

THE HEARTBEAT OF
THE BLUE RIDGE MOUNTAINS.

WHERE EMERGING IDEAS FLOW
AND THE CHANGING SEASONS
BRING ENERGY AND INSPIRATION.

DRAWING YOU IN AND
CALLING YOU BACK AGAIN.

YOU ARE WELCOME HERE.

Always, ASHEVILLE

ExploreAsheville.com

@VisitAsheville

WE ARE ASHEVILLE.

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THE

YEAR AHEAD

ASHEVILLE

EXPLORE
ASHEVILLE
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

EXPLORE
ASHEVILLE
BUNCOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY

THE

YEAR AHEAD

ASHEVILLE

THANK YOU

ASHEVILLE