

THE OFFICIAL ASHEVILLE VISITOR GUIDE 2020 Media Kit

ONE OF THE **10 BEST**
U.S. CITIES TO VISIT
IN 2019



ASHEVILLE
ExploreAsheville.com

STRATEGIC PARTNERSHIPS DRIVE VISITOR EXPERIENCES



THE 2020 OFFICIAL ASHEVILLE VISITOR GUIDE

Explore Asheville's annual Visitor Guide is one of their most useful and important tools utilized to promote individual and group tourism to our region. Your advertising helps inform visitors on what makes Asheville so unique, welcoming and an incredible place to visit. The Guide delivers new original content and design every year, giving visitors multiple reasons to come back again and again. We look forward to partnering with you in 2020!

GUIDING MILLIONS OF VISITORS

Asheville welcomes more than 11.1 million visitors each year, providing Buncombe County with \$2 billion in economic impact based on the latest 2017 statistics. 1- in 7- jobs in the County are supported by tourism, saving each household in state and local taxes. The *Official Asheville Visitor Guide* plays a significant role in our region's tourism to promote and strengthen our community.

VISITORS STRENGTHEN THE BOTTOM LINE OF YOUR BUSINESS



"Every day I am inspired by local people who launch and live their dreams here, dreams that are possible because of tourism. More than \$2 billion of revenue from people who visit goes to local families who run local businesses and employ local people. Those dollars help fuel independent business owners, nonprofits and charities and improve overall quality of life for the people who live here. Bringing in customers through travel has been a successful strategy for our community—a strategy that puts 27,000 people to work in Buncombe County."

**—STEPHANIE PACE BROWN
EXPLORE ASHEVILLE PRESIDENT & CEO**

GUIDING VISITORS TO YOUR BUSINESS

Advertising in the 2020 *Official Asheville Visitor Guide* ensures your business is front and center when visitors are making their travel plans and while they are in the Asheville area.



VISITOR DEMOGRAPHICS*

54% Female
46% Male

Average age
overnight visitor
47.1

Household
Income
\$75k+

*Source: Longwoods Travel USA 2017

TOURISM BY THE NUMBERS*

\$2 BILLION

2017 Asheville, NC
Visitor Spending



AVERAGE OVERNIGHT
VISITOR SPEND
\$490/trip



\$199 MILLION

Tax benefits generated by tourism

DAILY VISITOR
SPENDING
\$5.2 million



OVERNIGHT VISITORS
3.92 million
(+3%)



DAY TRIPPERS
7.23 million

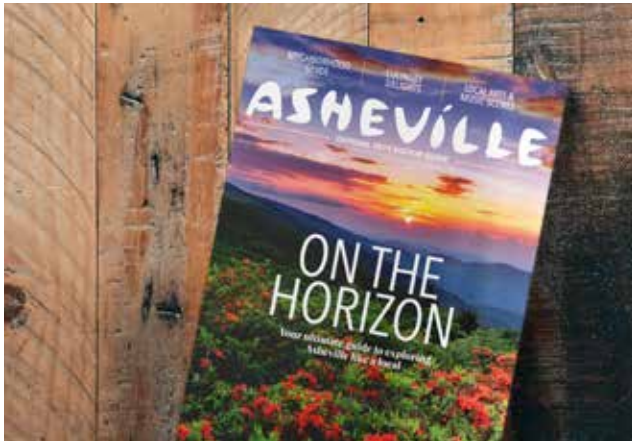


OCCUPANCY RATE
73%

*Source: Longwoods Travel USA 2017
Oxford Economics' tourism division 2017 reporting

THE POWER OF VISITOR GUIDES

The 2020 *Official Asheville Visitor Guide* will be the region's best resource for reaching new visitors and increasing visitor spending.



83%+
of undecided travelers were influenced to choose a destination after reviewing a visitors guide.

50%+
of respondents used a visitors guide to plan their trip.

40%
used a visitors guide both prior to and during their visit.

45%
spent more than 45 minutes reading a visitors guide.

53%
spent between 15 and 45 minutes reading a visitors guide.

"Did reading the guide influence or change the following aspects of your trip?"*



17%

STAYED LONGER



50%

ADDED ATTRACTIONS



45%

ADDED ACTIVITIES



24%

SPENT MORE MONEY

*Visitor Guide study conducted by National Laboratory for Tourism & Ecommerce, Temple University, March 2014

TARGETED DISTRIBUTION

CIRCULATION
350,000
PRINT COPIES

READERSHIP
1,000,000
(2.8 READERS/COPY)

The 2020 *Official Asheville Visitor Guide* has highly effective and strategic distribution channels.



Available in digital format on desktop, laptop, tablet and mobile devices.

➡ exploreasheville.com

IN MARKET

- Asheville Visitors Center
- Asheville hotels, attractions and local businesses
- Asheville Airport Visitor Center
- Meetings, conventions, sporting events, destination weddings and other social events throughout the year

OUT OF MARKET

- Exclusive fulfillment for call-in, mail-in and website requests
- North Carolina Welcome Centers in 8 locations
- AAA offices in over 500 locations throughout the southeast region
- Military bases throughout 7 states in the southeast region
- Consumer Travel Shows annually via the Blue Ridge Parkway Association

2020 NET RATES

AD SIZES	2020 NET RATES	EARLY BIRD RATE
Full page	\$17,290	\$15,562
2/3 page	\$13,832	\$12,449
1/2H	\$10,893	\$9,803
1/3 page	\$8,299	\$7,469
1/6 page V	\$4,669	\$4,202
Inside front cover	\$20,748	\$19,088
Inside back cover	\$19,884	\$18,293
Back cover	\$21,612	\$19,884



DEADLINES

Space deadline
September 20, 2019

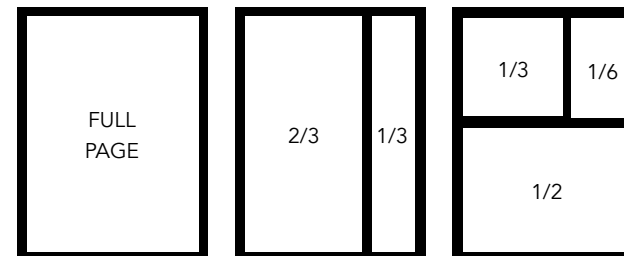
Materials deadline
September 27, 2019

Distribution begins
December 2019

AD SPECIFICATIONS

AD SIZES	WIDTH	HEIGHT
Full page bleed	8.25"	10.75"
Trim	8"	10.5"
Live area (safety)	7.25"	9.75"
Full page non-bleed	7.25"	9.75"
2/3 page V	4.625"	9.5"
1/2 page H	7"	4.625"
1/3 page V	2.25"	9.5"
1/3 page H (square)	4.625"	4.625"
1/6 page V	2.25"	4.625"

Complete spec sheet available on request.



EXPLORE ASHEVILLE WORKS HARD FOR YOU!

Explore Asheville's year-round publicity campaigns support advertising initiatives, driving travelers to our destination and bringing visitors to your front door.

Media coverage generated more than **5.6 BILLION IMPRESSIONS** with over **\$8.3 MILLION** total publicity value.

ASHEVILLE HAS RECEIVED DOZENS OF ACCOLADES, INCLUDING:

"Why Asheville is America's next major music city"



"20 of the Top Places to Visit in the U.S. in 2019"



"Why Asheville, North Carolina, is the New Must-Visit Music City"



"Asheville: Where breweries come to play"



"Top 15 Cities in the U.S."



"10 Best U.S. Cities to Visit in 2019"

"The South's Best Food Towns"



"The Best Small Cities in the U.S."





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