



EXPLORE ASHEVILLE PARTNER FORUM

Explore **ASHEVILLE**

Happy New Year!

20 Tidbits
for 2020

1984

Grove Park Inn stays open
year-round for the first time.

Previously closed
Thanksgiving to Easter.

1989

Hotel occupancy rate in
Buncombe County in
December is 38%.

1991

Visitor spending is \$269
million annually.

1991

During peak leaf season, visitors are sent to Hot Springs, Cherokee, and Black Mountain because there are no available rooms in Asheville.

1992

Grove Park Inn closes for the
month of January.

250 employees affected.

1992

BCTDA launches \$1.8 million campaign with new slogan, “Asheville: The Sky’s the Limit”.

Replaces “Asheville: It will Lift Your Spirit.”

1995

Biltmore reports 225,000 visits during the Christmas season, from mid-November until the end of December.

1997

Asheville area attracts 5 million visits a year, generating \$995 million in total visitors spending.

1998

Consultants report that visitation to Asheville is declining.

Recommend adding product to draw more people and get them to stay longer.

Civic Center is noted as a weakness.

The vision formulated by consultants for what
Asheville could become in 5 years:

A leading regional center of high-quality culture, crafts, entertainment, health and nature. Its sophisticated marketing approach and integrated private and public institutional base produces a growing, loyal, highly valued, year-round visitor market drawn from throughout the Southeast.

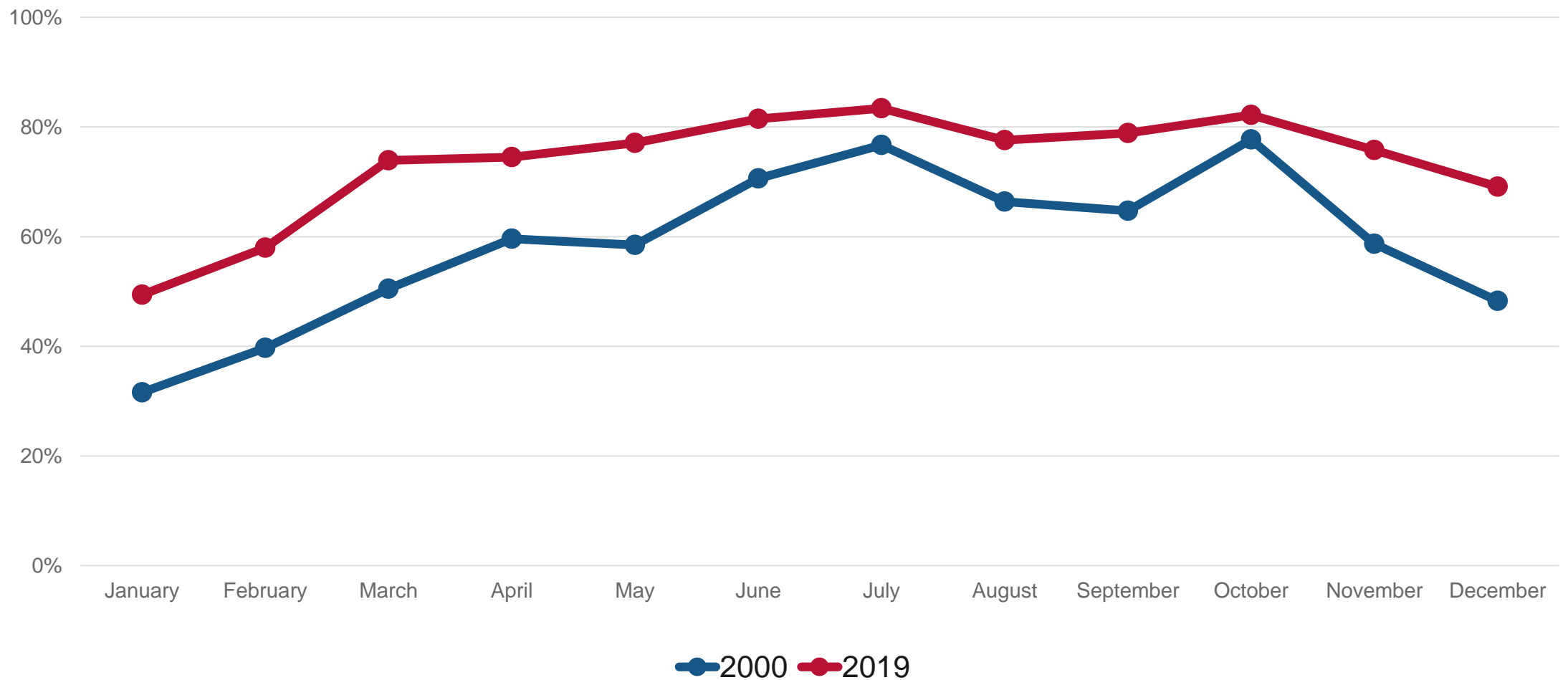
2002

Asheville has 4
breweries.

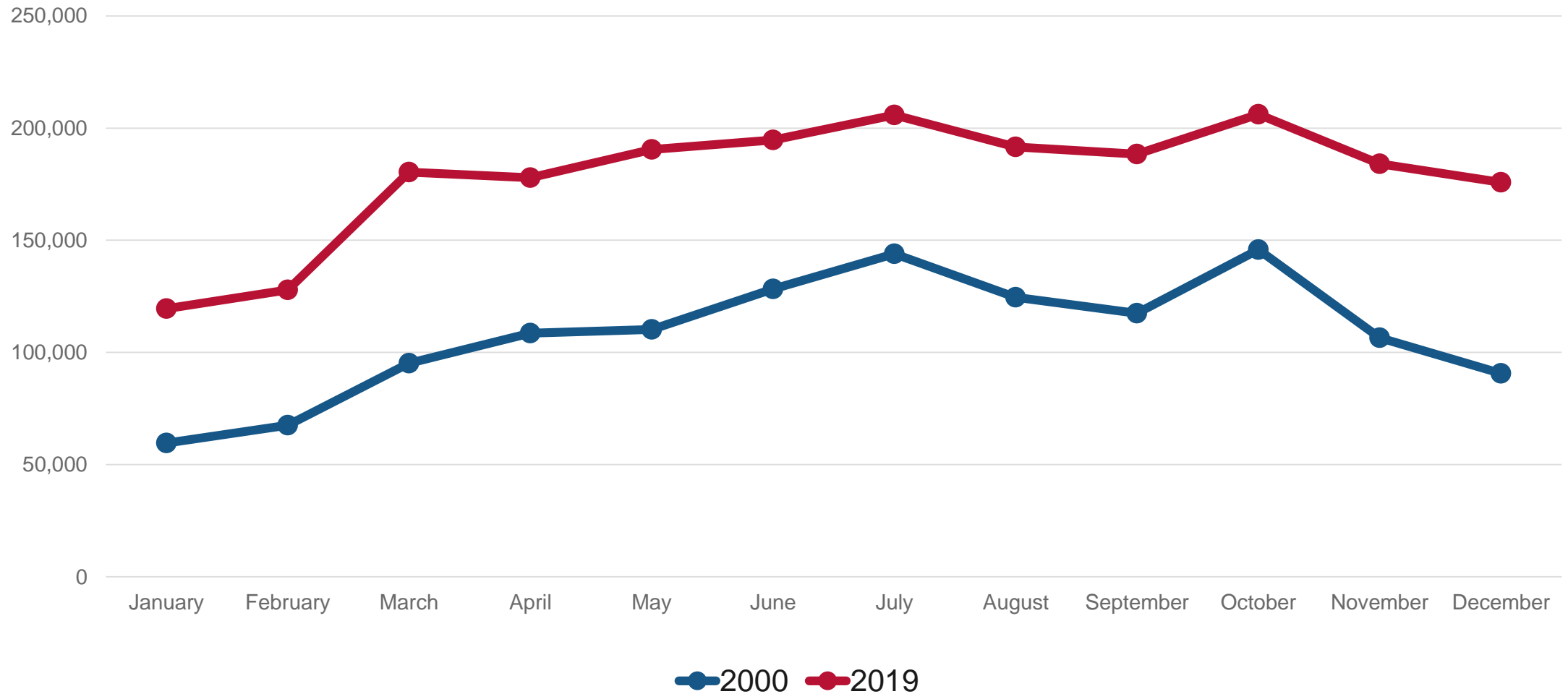
2006

Biltmore visitation surpasses
the one-millionth mark for the
first time.

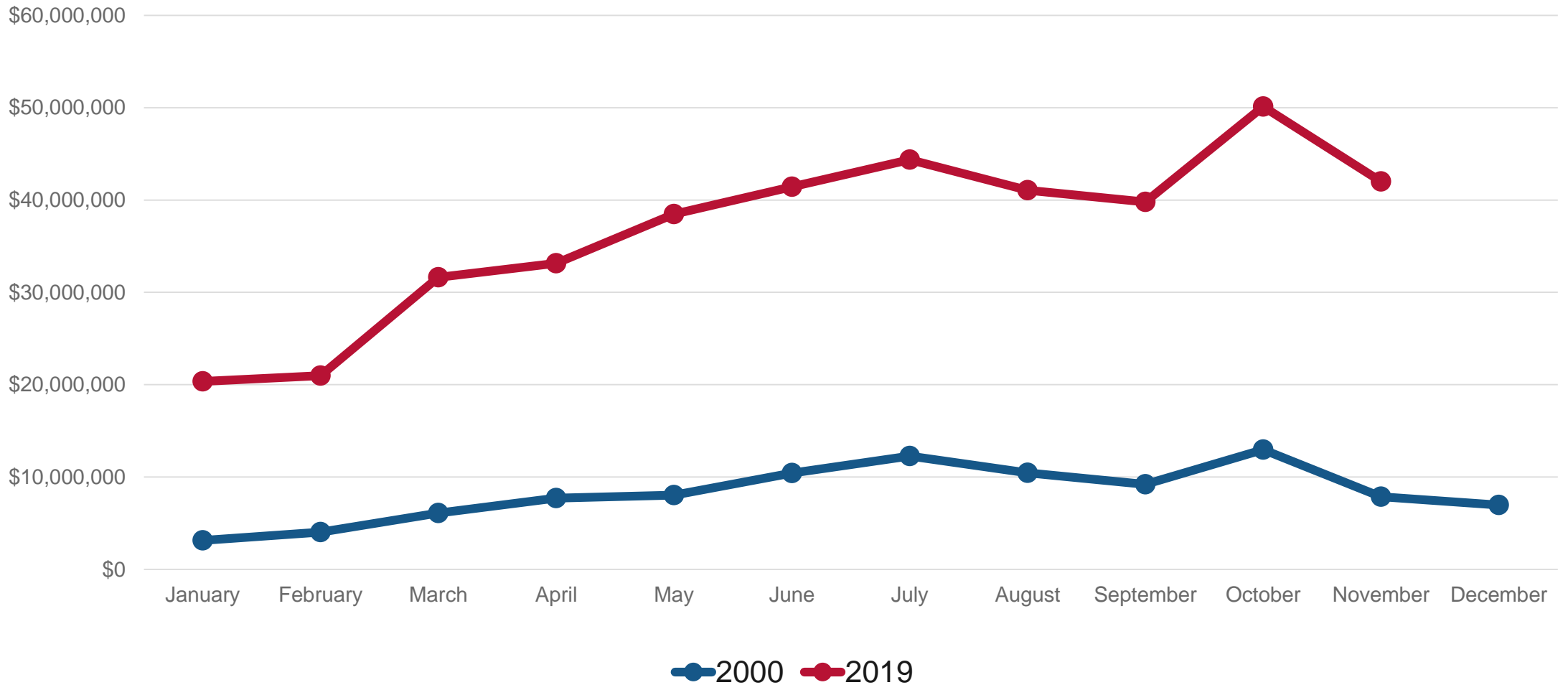
HOTEL OCCUPANCY RATE



HOTEL ROOMS SOLD



TOTAL LODGING SALES



GROUP SALES & SERVICE



Explore **ASHEVILLE**



DIANNA PIERCE, VP OF SALES



CARLI ADAMS,

GROUP COMMUNICATIONS
& SERVICES MANAGER

MEET
THE
SALES
TEAM



Dianna Pierce
VP of Sales



Tina Porter
Senior Sales Manager



Connie Holliday
Senior Sales Manager



Shawn Boone
National Sales Manager



Kathryn Dewey
Sales Manager



Beth McKinney
Sales Manager



Carli Adams
Group Communications
& Services Manager



Daniel Bradley
Group Sales &
Services Specialist



Glenn Ramey
Group Sales &
Services Specialist

THE MEETINGS INDUSTRY

Leisure Groups

- Motorcoach
- International

M.I.C.E.

- Meetings
- Incentives
- Conferences
- Events - Sports

SALES TEAM MARKETS

Explore Asheville Convention & Visitors Bureau Sales Team Markets



Color Legend

- Shawn Boone**
All markets in assigned states (except weddings & sports)
- Tina Porter**
Sports market all states & all markets in assigned states (except weddings)
- Kathryn Dewey**
All markets in assigned states (except weddings & sports)
- Connie Holliday**
All markets in assigned states (except weddings & sports)

Beth McKinney
Weddings, Reunions, Motorcoach

Dianna Pierce
FIT & International

CLIENT CONNECTIVITY



CLIENT CONNECTIVITY

Sales Calls

FAMs

Client Events

Site Visits

CLIENT CONNECTIVITY



Jeff Greiner
The Adventure Center of Asheville

7

Client Events: Atlanta, Chicago, IMEX, Charlotte (2x), Raleigh, ABA

20

Regional, National & Internationally focused trade events and missions

71

AAA Staff participated in Webinars YTD

188

On Demand Webinar Views YTD



ASHEVILLE HOUR EXPERIENCE

6

Familiarization Events
48-Hour (3)
Mini FAMS (2)
Motorcoach (1)

34

Independent
Site Visits thru
12/31



ECONOMIC IMPACT

\$1

spent by
the CVB on
a FAM



25.31

in direct EIC
spending for
actualized groups



37.11

in total EIC
spending for
actualized groups

SALES CONTACTS

FY 14-15 P2P

○ 8,820 Total

FY 19-20 P2P

○ 6,503 YTD

TRAVEL SCHEDULE

EVENTS	SLS. MGR.	LOCATION	DATE
July 2019			
Nashville Sales Calls	BM	Nashville, TN	July 10-12, 2019
Atlanta Braves Client Event	SB	Atlanta, GA	July 20-23
Spotlight on the Southeast	BM	Gallatin, TN	July 8-10, 2019
48 Hour FAM	ALL	Asheville, NC	July 23-26, 2019
FSAE	CH	Jacksonville, FL	July 9-12
August 2019			
ASAE Booth Trade Show	SB & TP	Columbus, OH	August 9-14, 2019
Connect Corporate	TP	Louisville, KY	August 25-29, 2019
MPI Sunshine Ed Summit	CH	Orlando, FL	August 20-23, 2019
Chicago Ravinia Festival & Sales Calls	SB	Chicago, IL	August 21-25, 2019
September 2019			
IMEX Trade Show	SB & CH	Las Vegas, NV	September 8-13, 2019
Raleigh Sales Calls	BTR	Raleigh NC	September 16-20, 2019
Virginia-North Carolina Motorcoach Assn.	BM	Winston Salem, NC	September 18-22, 2019
NCBTA (Cancelled)	KD	Asheville, NC	September 19-20, 2019
Orlando Sales Calls	CH	Orlando, FL	September 30-Oct 2, 2019
Blue Ridge Parkway Association Industry Meeting	BM	Virginia/ TBD	September TBD
NC Planers to Chow Chow FAM	KD	Asheville, NC	September 11-13, 2019
IMEX Reception	SB & CH	Las Vegas, NV	September 10, 2019
ESPA Conference (Cancelled)	RR	Denver, CO	TBD

Color Legend:

Sponsorship
Client Event
FAM
Networking Event
Sales Calls
Industry Meeting
Learning/Training
Tradeshow
AAA

TRAVEL SCHEDULE

EVENTS	SLS. MGR.	LOCATION	DATE
October 2019			
Destination SE Trade Show	CH	Orlando, FL	October 2-5, 2019
Washington DC Sales Calls	SB	Washington, DC	October 28-31, 2019
AAA Webinar (Fall and Winter in Asheville)	DB	Asheville, NC	October 15 2019
Columbia SC Sales Calls	CH	Columbia, SC	October 24-25
November 2019			
FICP Annual Meeting	SB	Austin, TX	November 10-13, 2019
TEAMS Conference & Expo	TP	Anaheim, CA	November 11-14, 2019
TNSAE	CH	Nashville, TN	November 21-22, 2019
Local Wedding Industry Client Event	BM	Asheville, NC	November 6, 2019
48 Hour FAM	ALL	Asheville, NC	November 12-15, 2019
December 2019			
Travel South International	DJP	St. Louis, MO	December 1-5, 2019
AENC Trade Show/ Client Event	KD	Raleigh, NC	December 11-12, 2019
Holiday Showcase Trade Show	SB	Chicago, IL	December 16-19
Holiday Showcase Headshot Lounge	TP	Chicago, IL	December 16-18

Color Legend:

Sponsorship
Client Event
FAM
Networking Event
Sales Calls
Industry Meeting
Learning/Training
Tradeshow
AAA

TRAVEL SCHEDULE

EVENTS	SLS. MGR.	LOCATION	DATE
January 2020			
MPI Georgia Sponsorship	SB	Atlanta, GA	January 21, 2020
Independent Planner Education Conference (Cancel)	TBD	St. Pete Beach, FL	January 26-29, 2020
PCMA	CH, TP	San Francisco, CA	January 4-8, 2020
SCSAE	CH	Columbia, SC	January 19-21, 2020
Atlanta & MPI GA Education Conference	SB	Atlanta, GA	January TBD, 2020
Columbia Sales Calls	CH	Columbia, SC	January 9-10, 2020
Asheville Winter Spa Visit FAM/Client Event	KD	Asheville, NC	January TBD
American Bus Association Marketplace/ Client Event	DP	Omaha, NE	January 10-15
Wedding Festival	TBD	Asheville, NC	January 18, 2020
NC Sports Association Meeting	TP	Durham, NC	January 27-28, 2020
Cooking Class Client Event	KD	Charlotte, NC	January 16, 2020
Charlotte Sales Calls	KD	Charlotte, NC	January 15-17, 2020
February 2020			
Destination Showcase Trade Show	SB	Washington, D.C.	February TBD
Global Pharma & Medical Meetings Summit	TP	Boston, MA	February 9-13, 2020
Knoxville Sales Calls	CH	Knoxville, TN	February 11-13, 2020
Winston Salem and Greensboro Sales Calls	KD	Winston Salem and Greensboro, NC	February 13-14, 2020

Color Legend:

Sponsorship
Client Event
FAM
Networking Event
Sales Calls
Industry Meeting
Learning/Training
Tradeshow
AAA

TRAVEL SCHEDULE

EVENTS	SLS. MGR.	LOCATION	DATE
March 2020			
Travel South Showcase	BM	Baton Rouge, LA	March 8-11, 2020
Spartanburg Sales Calls	CH	Spartanburg, SC	TBD
48 Hr. Fam	ALL	Asheville, NC	March 17-19, 2020
Atlanta & MPI GA Event	SB	Atlanta, GA	March TBD
Raleigh Sales Calls/ Lunch & Learn Client Event	KD	Raleigh, NC	March 10-13, 2020
AENC Spring Conference	KD	Raleigh, NC	March 12-13, 2020
AAA Webinar (Spring in Asheville)	DB	Asheville, NC	March 11, 2020
Colorado Sales Calls	TP	Denver, CO	March 9-13, 2020
Birmingham Sales Calls	CH	Birmingham, AL	March, 2020
April 2020			
Greenville Sales Calls	CH	Greenville, SC	April 15, 2020
Prevue Visionary Event	TP	Allen, Texas	April 16-17, 2020
Chicago Sales Calls	SB	Chicago, IL	April TBD
Texas Sales Calls	TP	Texas	April 14-15, 2020
Charlotte Knights Client Event & Sales Calls	KD	Charlotte, NC	April TBD
Prevue Visionary Summit	TP	Allen, Texas	April 16-17, 2020

Color Legend:

Sponsorship
Client Event
FAM
Networking Event
Sales Calls
Industry Meeting
Learning/Training
Tradeshow
AAA

TRAVEL SCHEDULE

EVENTS	SLS. MGR.	LOCATION	DATE
May 2020			
Lexington Sales Calls	CH	Lexington, KY	May 5-8, 2020
Sales Calls & MPI Annual Meeting	KD	Beaufort, NC	May 16-20, 2020
Absolutely Asheville FAM	BM	Asheville	May 11-14, 2020
Simpleview Summit	CA	Phoenix, AZ	May 13-17, 2020
Washington D.C. Sales Calls	SB	TBD	May TBD
June 2020			
NC Sports Association Meeting	TP	Carolina Beach, NC	June 3-6, 2020
PCMA Educon	KD	Montreal, Quebec	June 28- July 1, 2020
AAA Webinar (Summer in Asheville)	DB	Asheville, NC	June TBD

Color Legend:

Sponsorship
Client Event
FAM
Networking Event
Sales Calls
Industry Meeting
Learning/Training
Tradeshow
AAA

BRAND BOOSTERS

Trade
Advertising

Industry
Webinar
Sponsorships

Public
Relations

National
Sponsorships

ADVERTISING

PRINT PLACEMENTS & WEBINAR SPONSORSHIPS

- Successful Meetings
- Meetings Today
- Smart Meetings
- Meetings & Conventions

The screenshot shows the homepage of Meetings Today. At the top, there is a navigation menu with links for People, Places, Las Vegas, News, Events, Topics, Magazines, Blog, Webinars, Videos, Podcast, Books, and Contest. Below the menu is a search bar and social media icons for Facebook, Twitter, LinkedIn, and YouTube. The main header features the 'meetings TODAY' logo with the tagline 'PEOPLE + PLACES' and a banner image of two surfers on a beach with the text 'Discover an island destination like no other.' Below the banner are links for 'Subscribe', 'Advertise', and 'Login'.

The main content area is divided into two columns. The left column features two promotional cards. The top card is for 'CAESARS FORUM' with the text 'OPENING 2020 IN LAS VEGAS' and a 'CLICK TO LEARN MORE' button. The bottom card is for 'ST. LOUIS UNION STATION'.

The right column features a webinar advertisement. It includes a portrait of Corbin Ball, the presenter, and the following text:

Tech Trendwatch: What's New, and Important, in Meetings Tech
Presenter: Corbin Ball
Wednesday, December 11, 2019
1:00 PM EST

A pink 'Watch Now' button is positioned below the presenter information.

The webinar description reads: 'From augmented reality and virtual reality to mixed reality and beyond, discover what new technologies are actually relevant to your meetings, how they may impact your budget and how you can best use them to improve both your attendees' experience and the ROI of your event.'

It continues: 'Meeting planners need to be on top of the latest tech trends, but if they get too far out in front of the curve they could just be throwing their money away on pricey additions that drain their resources while providing minimal benefit.'

The advertisement also states: 'Join Meetings Today and top meetings industry tech guru **Corbin Ball**, of Corbin Ball & Co., for this free one-hour webinar that will get you up-to-speed on the latest, greatest and most-effective and cost-efficient technology for your meetings and events.'

By participating in this webinar, attendees will learn the following:

- The latest technology trends that augment the meetings experience
- What technology is worth considering and what is still cost-prohibitive
- How new technology can improve meetings ROI
- How new technology such as beacons can provide ROI to exhibitors and sponsors, and also be a revenue-generator

At the bottom of the webinar section, it states: 'Earn CEUs: The Events Industry Council has reviewed the learning objectives of this activity and has indicated that attendees will receive 1 CE hours in the Meeting or Event Design Domain of the CMP or CMP-HC Standards.'

Below the webinar section is a 'Visit our Sponsors' section featuring logos for GoProvidence, Asheville, and Kingsmill, along with a pink 'Watch Now' button.

At the bottom of the page, there is a 'NEWSLETTER SUBSCRIPTIONS' section with input fields for 'First Name' and 'Last Name'.

MEDIA

PR FOR MEETINGS

- Press Sheet / Pitches
- Interviews and writers' requests

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 ■ Philadelphia/Valley Forge

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



Meeting and event planners could be hard-pressed to find a destination that offers as many arts and activity options as Asheville, N.C., in such a tight package.

A center of arts and culture, the Blue Ridge Mountains town located a couple hours' drive from Charlotte, N.C., also boasts a bounty of culinary and brewery options, all set in one of the most scenic areas in the U.S. with adventurous off-site activities such as ziplining, white-water rafting, stand-up paddleboarding and endless hiking opportunities.

"Asheville offers meeting planners an opportunity to incorporate the authentic culture of Asheville into meetings relatively easily," said Carl Adams, group communications and services manager for Explore Asheville, the city's CVB.

"We're a foodie destination—we call it 'Foodtopia,'" Adams continued. "Our chefs can easily incorporate local farm-to-table cuisine and we have over 250 independent restaurants in Asheville, so for any

planner wanting to offer a dine-around or incorporate local cuisine, it's easy."

With roughly 40 local craft breweries, many planners host off-site events featuring local liquors and beers.

Top brewing draws that also feature stages for live music include Pisgah Brewing, Highland Brewing, French Broad Brewery, New Belgium, Oskar Blues, UpCountry Brewing, Whistle Stop, Habitat Brewing, Archetype and Sierra Nevada Brewery. Beer and bluegrass aficionados can mark September's Brewgrass Festival on their calendars.

Asheville's music offering doesn't disappoint, and is hard to pin down as the city stages a diverse collection of performers and genres.

Unique venues include the repurposed automotive repair shop, Ben's Tune-Up; the Salvage Station, a former junkyard

on the French Broad River that now boasts shipping containers; a car-dealer-ship-turned-music venue, White Horse Black Mountain; The Odditorium, a dive bar choked with oddities and artifacts; and local musician jam spot the Asheville Guitar Bar, a new venue with music-themed art installations. Another standout for groups is the Orange Peel, which was named one of *Rolling Stone* magazine's top rock clubs in the U.S.

Asheville Arts Scene

An arts and culture draw, the city is set to reopen the Asheville Art Museum in spring 2019. Located downtown, the group-friendly venue will offer rooftop event space and guided group tours.

Founded in 1948, the museum is undergoing a major expansion and renovation project that will preserve the historic architecture of its North Wing, the former 1926 Pack Library Building. The project will also renovate existing spaces and construct new areas with a mission to provide a more cohesive visitor experience and offer expanded spaces—the Permanent Collection space will increase by 70 percent—to display a fuller amount of art collections. Other highlights include new exhibition



REGIONAL & NATIONAL SPONSORSHIPS

Produced by **af**
HOLIDAY SHOWCASE[®]
Ready to Launch

DESTINATION
southeast

 **asae**[®]
The Center for Association Leadership

FICP[™]
FINANCIAL & INSURANCE
CONFERENCE PLANNERS

Smartmeetings

8TH ANNUAL
**GLOBAL PHARMACEUTICAL AND
MEDICAL MEETINGS SUMMIT**

HOLIDAY SHOWCASE - CHICAGO



Chuck Fazio is with Tina Porter and 2 others at Hyatt Regency Chicago.

December 16 at 7:55 AM · Chicago, IL · 🌐

Coming to Association Forum's Holiday Showcase? Because of the great people at Explore Asheville, you can get a brand new excellent head shot from "Chuck Fazio's HeadShotEXPERIENCE™ absolutely FREE!

But, if you want me to photograph you, you will have to find an Explore Asheville person and get a special VIP pass. Don't ask me to do it without that pass because I will say, "Didn't you read that post where I mentioned you had to get a VIP pass from the Explore Asheville people. 😊 I look forward to seeing you and with that VIP Pass, photographing you."

Chuck FAZIO's
**HeadSHOT
EXPERIENCE**
sponsored by
ASHEVILLE
NOT JUST MEETING. EXCEEDING.



EMAIL MARKETING & ONLINE RESOURCES

Email
Marketing

Promotions

AshevilleMeetings.com

EMAIL MARKETING



2019 ASAE ANNUAL MEETING & EXPO

The [Explore Asheville Convention & Visitors Bureau](#), Renaissance Asheville Hotel, Accents on Asheville, The Inn on Biltmore Estate and Village Hotel on Biltmore Estate will be at the ASAE Annual Meeting in Columbus August 10-13. Stop by Booth #1058 to sample Asheville, North Carolina's nationally recognized craft beer and be entered to win a trip for two to Asheville!

GET A FREE PROFESSIONAL HEAD SHOT

You can also meet Team Asheville at the ASAE Foundation Headshot Lounge located in Union Station Ballroom C at the Convention Center. Come get your FREE professional head shot!

LEARN MORE ABOUT ASHEVILLE & GET A GIFT!

Watch [Explore Asheville's 15-minute webinar](#) and learn more about Asheville's meeting resources before you travel to ASAE. You'll get insight on how you can elevate your meeting in the mountain destination everyone is talking about. Plus, you can select a curated gift at the conclusion of the webinar!



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TEAMS '19 CONFERENCE & EXPO

[Explore Asheville](#) and the [Asheville Buncombe Regional Sports Commission](#) from the scenic mountain city of Asheville, North Carolina will be at **TEAMS** in Anaheim November 11-14! Visit us at **Booth #520** for your chance to win a \$75 VISA Gift Card and learn about hosting your next event in Asheville!

ASHEVILLE SPORTS FACILITIES

Whether you are planning a lacrosse or soccer tournament, gymnastics, cheer or wrestling championship, we've got the facilities and resources to make your event a smashing success. Get a quick glance of Asheville's sport facilities [here](#).

WORK WITH US TO RECEIVE THESE SERVICES

- Event planning support from compiling proposals to site visit coordination
- Local hotel expertise and assistance in obtaining hotel room blocks
- Connections to area service providers & media outlets
- VIP amenity gifts
- Attraction Value Cards for attendees
- Custom micro-website
- Visitor material delivery



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SEND A NEW RFP TO EXPLORE ASHEVILLE

Submit an RFP* for a new meeting to [Kathryn Dewey](#) at Explore Asheville by May 31st and you could win a Culinary Travel Package. The package includes two tickets to our mountain city's new culinary event, Chow Chow, plus a three-night hotel stay and up to \$200 in travel reimbursement!

CHOW CHOW

AN ASHEVILLE CULINARY EVENT

September 12 -15, 2019 | [Event Details](#)

The festival's lineup includes grand tasting events, chef demonstrations, charitable collaborations, and a unique array of hands-on experiences in and around town.



*Eligible RFPs must be for a new meeting that could be hosted in Buncombe County, NC. See all [Terms and Conditions](#).



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AshevilleMeetings.com

ASHEVILLE
NOT JUST MEETING. EXCEEDING.

Home
MEETING PLANNERS | WEDDINGS | SPORTS | MOTORCOACH

Search Q Trip Planner (0)

Explore Asheville Radio C2

Meeting Planners

Explore Asheville is a meeting planner's best first of contact to find the right site for a meeting in Asheville. Our complimentary services cover time and effort, and working with our team makes planners eligible for Exclusive Services.

About Asheville CVB Services Meeting Hotels Meeting Facilities Unique Venues Group Activities Group Dining Special Offers

NOT JUST MEETING. EXCEEDING.

Named Lonely Planet's "#1 Best in the U.S. Destination for 2017" and long celebrated for its bohemian flavor and superb quality of life, Asheville exceeds the expectations of meeting and conference planners. Asheville has 8,000 hotel rooms, the Asheville Regional Airport, with non-stops and easy connections through major US hubs and a range of conference hotel options. Explore Asheville offers vital planning services to help create the most successful meeting ever. Our award winning staff is a meeting planner's connection to the best local information to find the right hotel and create memorable destination experiences for attendees. Working with our team makes planners eligible to our full menu of Exclusive Services, which includes the Have More Fun on Us incentive program, registration staffing, attraction value cards for attendees and more. Come see for yourself and join us for our Asheville 48-Hour Experience.

SUBMIT YOUR
RFP

CONTACT
OUR STAFF

MEETING PLANNER
GUIDE

ASHEVILLE
48-HR EXPERIENCE



Asheville Airport: Second Fastest Growing Airport in the U.S.



What's New in 2019



New Hotels in the Asheville Area



8 Reasons to Work with Explore Asheville

MORE PLANNER NEWS



GET PLANNER NEWS

ASHEVILLE
NOT JUST MEETING. EXCEEDING.

MEETING PLANNERS | WEDDINGS | SPORTS | MOTORCOACH

About Asheville CVB Services Meeting Hotels Meeting Facilities Unique Venues Group Activities Group Dining Special Offers

Meeting Planner News

Meeting Planner's Guide to Wellness Activities in Asheville, NC

From traditional pampering to out-of-the-ordinary healing experiences (think salt caves and sound healing), we have your guide to integrating attendee self-care into your Asheville meeting. ... [read more](#)

Asheville, N.C.: A Top Incentive Destination

Asheville tops many lists for its culinary and craft beverage culture, music scene, energizing outdoor recreation, and expansive arts. With an uptick of incentive planner interest in second-tier cities, Asheville is also widely recognized by the ... [read more](#)

What's New in 2019

The new year brings new hotels celebrating Asheville's history and architecture, cool new tours and more ways to get your attendees here. ... [read more](#)

New Hotels in the Asheville Area

Current hotel development and future plans will bring the Asheville inventory to 10,000 rooms by 2020. The list below shows the newest hotels and those confirmed to open through 2020. You'll also find a list of hotel plans currently in ... [read more](#)

Asheville Airport: Second Fastest Growing Airport in the U.S.

The Asheville Regional Airport (AVL) was named as the second fastest growing airport in the country by Bloomberg News, and the growth is continuing. With 27 consecutive months of passenger growth and 11 consecutive months of ... [read more](#)

MEETING PLANNER GUIDE

DOWNLOAD HERE

SUBMIT YOUR
RFP

FIND OUT FOR YOURSELF
48 HOUR
MEETING PLANNER
EXPERIENCE

GET PLANNER NEWS
AND PROMOTIONS

First Name:
Last Name:
Email:
Zip:
Submit
Reset

Tweets by @Asheville

Explore Asheville Group Sales & Services
@ExploreAsheville
BASASIS was a blast and Explore Asheville enjoyed every minute of the @BASASIS event. Thank you for your kind words!
#BASASIS

ELEVATE CAMPAIGN

elevate
your experience



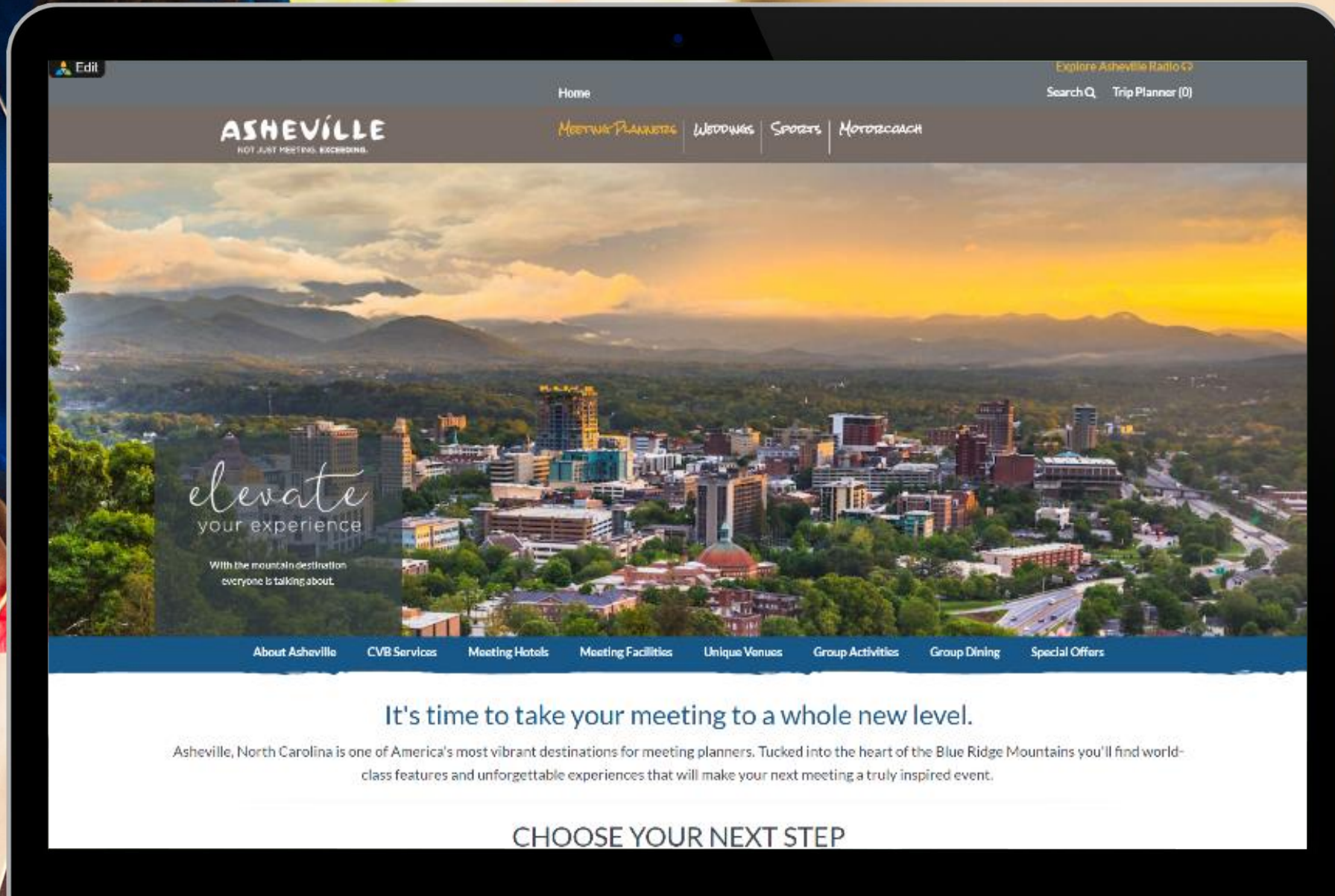
ELEVATE CAMPAIGN

elevate
your experience



DIRECT MAIL: Die-cut mailer sent to 4,901

LANDING PAGE: ElevateMyMeeting.com



ON-DEMAND WEBINAR

elevate
your experience



NEW TOOL FOR MEETING PLANNERS

- Convenient 15-minute on-demand tour of Asheville
- Highlights Asheville's meeting resources and Explore Asheville services for planners
- Requires registration and contact information for follow-up and tracking
- Offers opportunity one of four gifts hand-crafted in Asheville at conclusion of webinar

INTEGRATED MARKETING

elevate
your experience



Visit Asheville
July 23 at 9:59 AM · 🌐

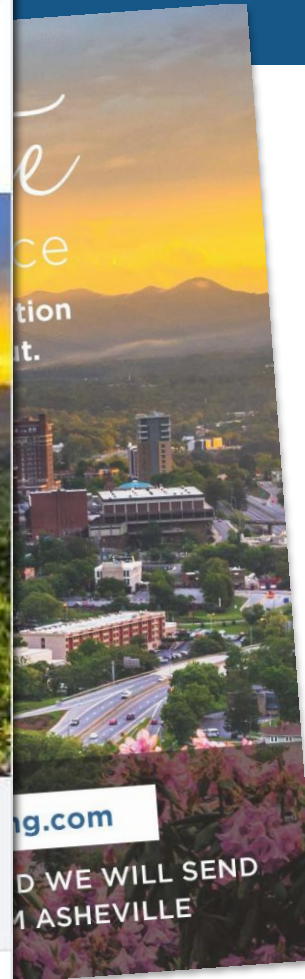
Meeting Planners: View a 15-minute webinar to learn more about Asheville and we'll send you a curated gift!



EXPLOREASHEVILLE.COM
Elevate Your Experience
Asheville, North Carolina, is one of America's most vibra...

Watch More

Tina Porter and 108 others · 6 Comments · 12 Shares



- Second mailer / postcard
- In-person promotion
- Email campaign
- Facebook & Instagram ads



 **DIRECT FLIGHTS**
FROM MAJOR HUBS

 **10,000**
HOTEL ROOMS
BY 2020

 **A UNIQUE**
AWARD-WINNING
CULINARY CULTURE

 **MEETING SPACES**
UP TO **83,000**
SQUARE FEET

WEBINAR FEEDBACK

elevate
your experience

“I just watched it and loved the concept. I wish all cities would do this! I'm sending to our entire team as well.”

- Kristy N., Manager, Global Accounts, Lamont Associates

“I just watched your Explore Asheville webinar and I LOVED it! I'm so happy to have learned a little more about your destination and I hope I have a program that I can send your way soon.”

-Yvonne Escudié, Sr. Sourcing Specialist , EMC Meetings & Events

“Enjoyed the webinar and definitely have Asheville top of mind when it comes to programs I am responsible for. Will reach out when the time comes!”

-Stephany March, Travel Account Manager-Operations, Maritz Travel

BRAND REFRESH 2020

ASHEVILLE

NOT JUST MEETING. EXCEEDING.



10,000
HOTEL ROOMS
BY 2020



MEETING SPACES UP TO
83,000
SQUARE FEET



DIRECT
FLIGHTS
FROM MAJOR HUBS



A UNIQUE
AWARD WINNING
CULINARY CULTURE



HAVE MORE
FUN
ON US

Send a new RFP to Explore Asheville and you may be eligible for incentives you can use to enhance your Asheville experience!

Visit haveMoreFunOnUs.com for more info.



miles

PARTNERSHIP

Destination  Analysts

DESTINATIONS INTERNATIONAL 



Research conducted by Destination Analysts, Inc. for the destination marketing industry in partnership with Destinations International & Miles

BRAND REFRESH



MILES WORK TO DATE

1. Market research and comp set analysis
2. Audit of existing Explore Asheville Group Sales creative, communication assets and media efforts
3. Review of existing industry research
4. Key Stakeholder Meetings:
 - Director of Sales
 - Destination Management Companies and Local Meeting Planners
 - General Managers and BCTDA Board Members
 - Explore Asheville Staff
5. Beginning to draft target audience and key meeting planner types

LOCATED AT THE INTERSECTION OF TWO MAJOR INTERSTATES

A TEMPERATE CLIMATE

FLY

If you've never tried Asheville Regional (AVL - FlyAVL.com), you're in for a pleasant surprise.

Well-connected
Major airlines. Non-stop flights to major hub cities. Trips a day. It all adds up to exceptional service.

Accessible
Located just 15 minutes from downtown.

Best in Class
A MIT study named AVL the "best connected airport" in its size in the U.S.

Reliable
No weather-related shutdown since 1993.

DIRECT FLIGHTS

American	▶ Charlotte, Dallas/FLY
United	▶ Chicago, Newark, WA
Delta	▶ Atlanta, LasGuardia (s)
Elite	▶ Vero Beach, FL
Spirit	▶ Ft. Lauderdale, Orlan
Allegiant	▶ Ft. Lauderdale, Orlan
	▶ Punta Gorda, St. Pete
	▶ Newark, Baltimore/W
	▶ Denver (seasonal)

SEVERAL OTHER MAJOR AIRPORTS NEARBY

- Greenville Spartanburg, Greenville, SC
- Charlotte Douglas Intl, Charlotte, NC

★ "I was pleasantly surprised. My connections were well-timed, my flight was smooth, and I can't wait to visit again."

ASHEVILLE
NOT JUST MEETING. EXCEEDING.

MEETING PLANNER GUIDE

★★★★★

A collage of three photos showing people in professional attire at a meeting. The top photo shows a group of people on a balcony overlooking a mountain range. The bottom left photo shows a man and a woman looking at a laptop. The bottom right photo shows a group of people sitting around a table, engaged in conversation.

BRAND REFRESH



COMING NEXT

Look and Feel Document Internal Review

- The look and feel document will set the stage for the designs for banners, ads, guide cover, emails and other creative elements.

Meeting Planner Survey Conducted by Miles

- The meeting planner survey will serve as an opportunity for formative feedback on the creative elements as well as the destination. This will take place after creative elements and concepts have been reviewed with the Explore Asheville team.



SIGNATURE SPORTS EVENTS

2019 FED CUP

\$4.6M
TOTAL
BUSINESS
SPENDING
GENERATED



2020 GALA

\$2.7M
TOTAL
BUSINESS
SPENDING
GENERATED



SIGNATURE SPORTS EVENTS

SPARTAN RACE



\$6.2M
TOTAL
BUSINESS
SPENDING
GENERATED

SOCON CHAMPIONSHIP TOURNAMENT



\$5.4M
TOTAL
BUSINESS
SPENDING
GENERATED

SIGNATURE SPORTS EVENTS

2020 GREAT SMOKY MOUNTAIN GRAPPLE

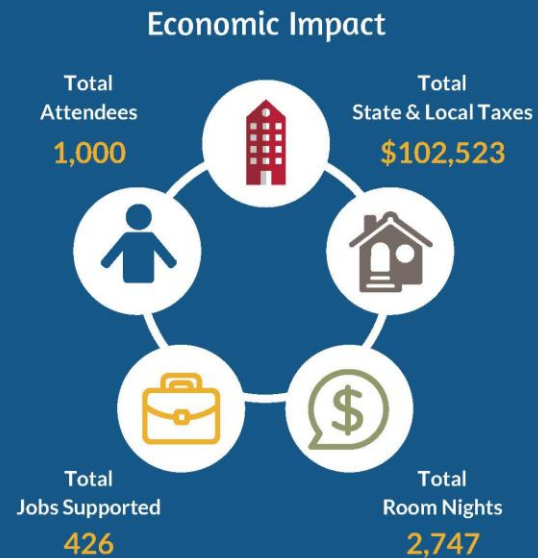
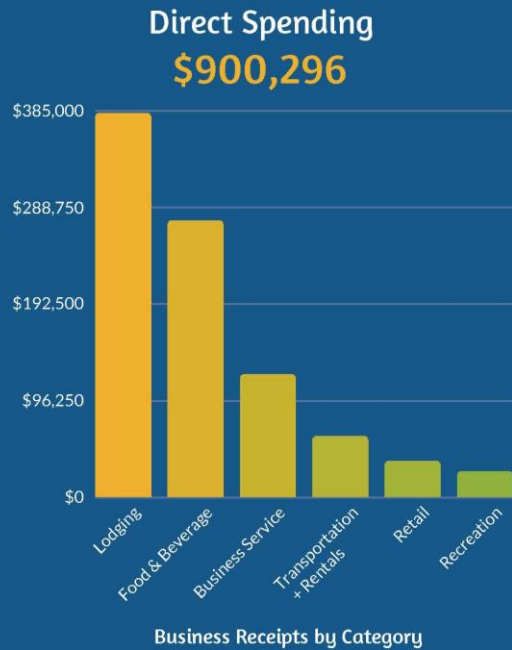


\$735K
TOTAL
BUSINESS
SPENDING
GENERATED

ECONOMIC IMPACT of Appalachian Studies Association Annual Conference

Hosted at University of North Carolina Asheville

March 14-17, 2019



Total Business Spending generated by ASA was

\$1,476,001

PARTNER ENGAGEMENT

- Host Quarterly DOS Meetings
- Create an Annual Calendar
- Invite Partner Participation
- Provide Management Reports
- Available for Conversations





MARKETING UPDATE

Explore **ASHEVILLE**

OUR OBJECTIVE

Build awareness and reputation for the destination that inspires overnight visitor demand

- Showcase the vibrancy of the Asheville area and its surrounding communities
- Provide reasons to visit
- Encourage group business travel and events

BENEFITS

- **Compete for business** that puts dollars in the pockets of people who live here
- Bring in customers for **locally-owned businesses**
- **Fuel the growth and sustainability of entrepreneurs** who are dependent on visitors
- **Increase resources for the TPDF grants program** that builds cultural assets, parks, sports fields, infrastructure needs and attractions that are **used by the people who live here year-round.**
- Provide a **source of operational funds for beloved festival and events** that reflect the spirit of the community



TV SPOTS









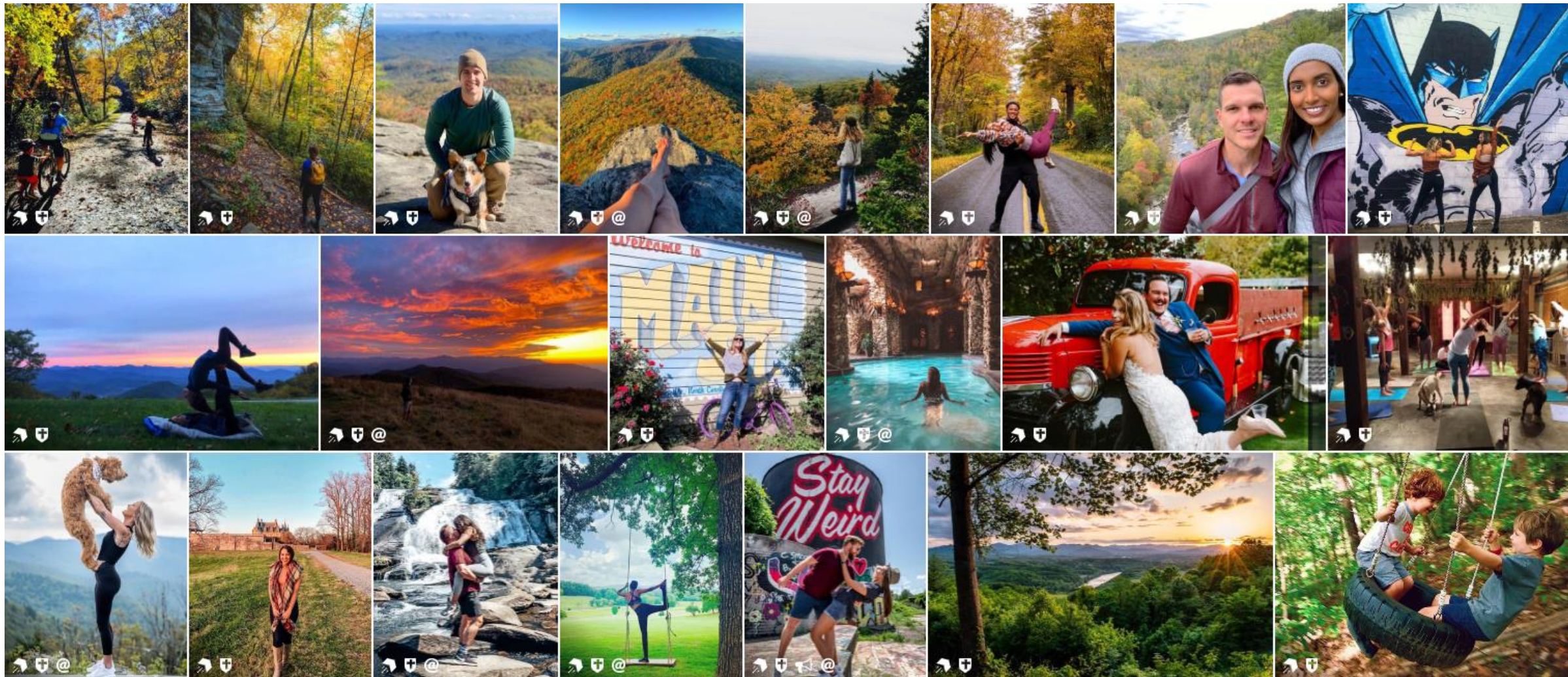
NEW TV SPOTS







FREE SPIRITED IMAGERY



MEDIA PLAN UPDATES: SUPPORTING STRONG SPRING/SUMMER

MEDIA PLAN UPDATES

GOAL: Inspire Spring/Summer visitation

PLAN UPDATE: Increase media support for Spring/Summer planning period by shifting up already budgeted funds

BUDGET SHIFTS

- Shift Production Budget to Working Media: \$100K
- Negotiated TV Savings: \$134K
- Draw on Contingency: \$100K
- Shift dollars originally allocated to Digital: \$100K
- **Total Budget Shifts \$435K**

HOW WE'LL USE THE DOLLARS

1

ADD MORE
TV

2

HEAVY UP
STREAMING
VIDEO

3

ALIGN
RADIO
WITH TV

MINIMIZING IMPACT OF POLITICALS

1

Increase rates to lower risk of preemptions

2

Shift TV out of markets with heavy projected spend

Heavy up OLV/Streaming in Florida to keep awareness up while avoiding political

3

Consistent monitoring of broadcast buys/makegoods

LAUNCH MASS MEDIA EARLIER

1

ADD MORE
TV

Launch TV
earlier in early
primary
markets

2

HEAVY UP
STREAMING
VIDEO

Circumvent
strong political
spending by
streaming
heavy-up

3

ALIGN
RADIO
WITH TV

Increase
reach by
aligning Radio
and TV
flights

MARKET OVERVIEW

1

ADD MORE
TV

EARLY PRIMARIES

Birmingham
Charlotte
Greensboro
Knoxville
Raleigh
Nashville

2

HEAVY UP
STREAMING
VIDEO

LATE PRIMARIES

Atlanta**
Columbus
Cincinnati
Orlando
Tampa
West Palm Beach


3

ALIGN
RADIO
WITH TV

ALL MARKETS

**Atlanta will be supported with broadcast TV -- 3/9 launch date

UPDATED FLOW CHART

		Winter 1/6-2/20					Spring-Summer Visitation																	
		February				March					April				May						June			
		27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	
All Markets	Goal																							
Local Broadcast																								
TV	Awareness																							
Radio	Awareness																							
Streaming																								
Video (Verizon)	Awareness																							
Video (Hulu)	Awareness																							
Audio (Spotify)	Awareness																							
Audio (Pandora)	Awareness																							
Digital																								
Verizon	Site Traffic																							
TrueX	Engagement/Awareness																							
Matador Partnership	Engagement/Intent																							
Vox	Engagement/Intent																							
Trip Advisor	Qualified Intent/Bookings																							
Adara	Qualified Intent/Bookings																							
Social																								
Facebook/Instagram	Awareness/Intent																							
Pinterest	Awareness/Intent																							
Wedding																								
Facebook/Instagram	Awareness/Intent																							
Airlines																								
Facebook/Instagram	Awareness/Intent																							
Print																								
Blue Ridge Parkway	Awareness/Intent																							
NC Travel Guide	Awareness/Intent																							
Black Mountain																								
Garden + Gun	Awareness/Intent																							
TBD	Awareness/Intent																							

Key

- Updated 
- Shifted Week 
- No Change 

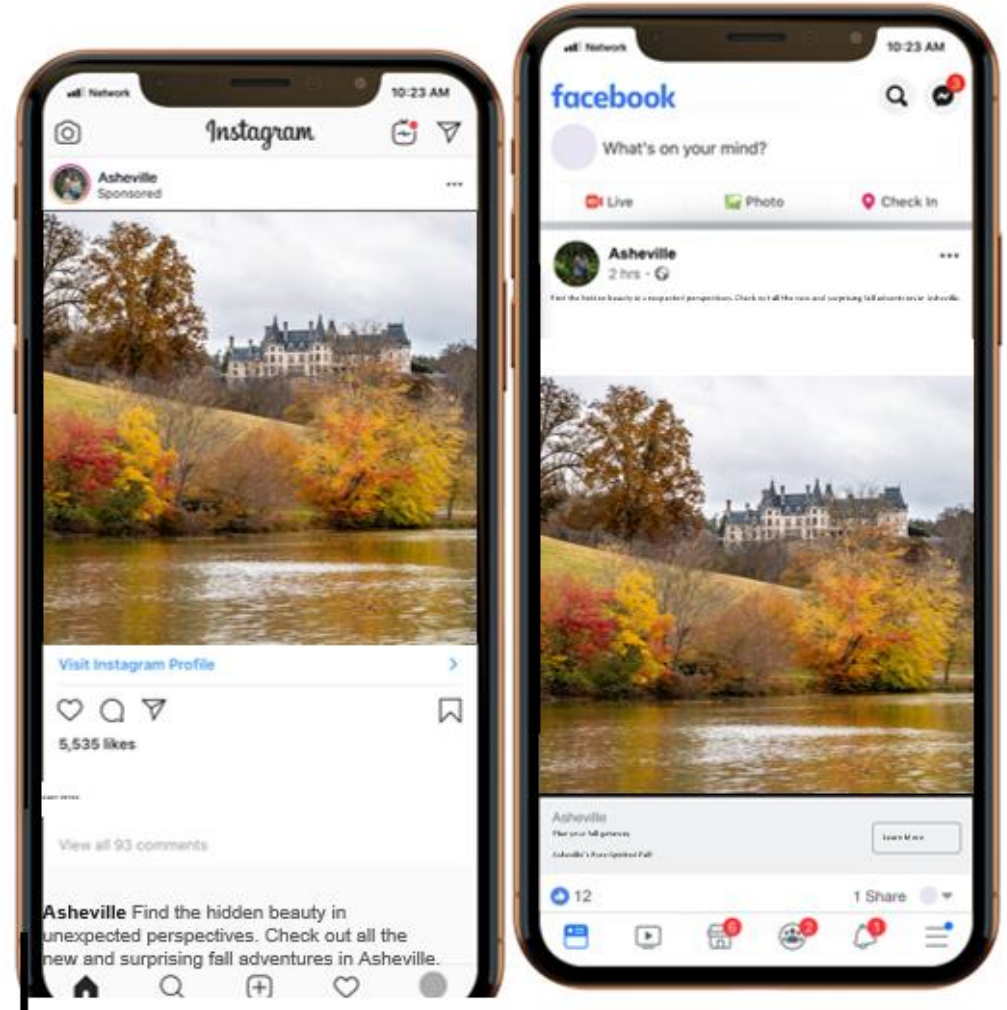


FALL FOLIAGE RECAP

Explore **ASHEVILLE**

FALL PAID EFFORTS


- Paid Social
 - Facebook
 - Pinterest
- Native Ads
- Google Discovery Ads



FALL FACEBOOK

Asheville
Sponsored

Take a scenic drive, Asheville's fall-colored fall has arrived. Plus a getaway and experience your own Asheville adventure.



See the fall color report [Learn More](#)

Take a scenic ride [Learn More](#)

Discover something big [Learn More](#)


Tagging adventures await [Learn More](#)

Like Comment Share

FALL FACEBOOK

Asheville
Sponsored

This fall, let your spirit run free and experience an Asheville at its best: filled with surprises. That's an Asheville getaway you'll love.



See the fall ride report [Learn More](#)

Discover everything big [Learn More](#)

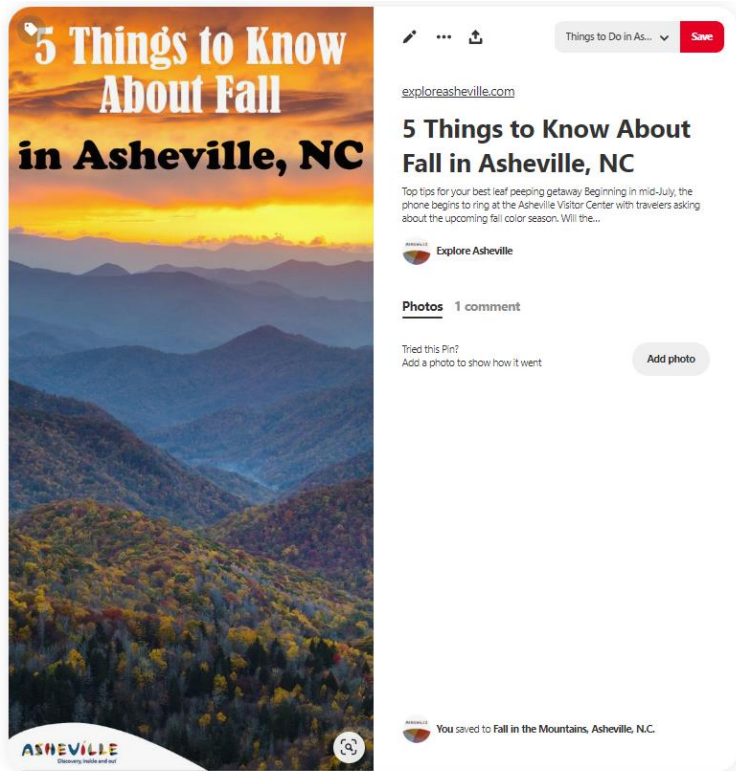
Local wine stuff [Learn More](#)

Surprising adventures await [Learn More](#)

ExploreAsheville.com

Like Comment Share

FALL PINTEREST



5 Things to Know About Fall in Asheville, NC

exploreasheville.com

5 Things to Know About Fall in Asheville, NC

Top tips for your best leaf peeping getaway. Beginning in mid-July, the phone begins to ring at the Asheville Visitor Center with travelers asking about the upcoming fall color season. Will the...

exploreasheville.com

Photos 1 comment

Tried this Pin?
Add a photo to show how it went

You saved to Fall in the Mountains, Asheville, N.C.



Top 10 Ways to Experience Fall in Asheville, N.C.

As the weather grows cooler, the brisk mountain air paints the leaves of the forest trees in brilliant reds, yellows, and oranges. Great Asheville's climate and the variety of elevations nearby...

exploreasheville.com

Top 10 ways to experience Fall in Asheville

Photos 1 comment

Tried this Pin?
Add a photo to show how it went

NATIVE


The screenshot displays the Yahoo! Entertainment homepage. At the top left is the 'yahoo! entertainment' logo. A search bar with a 'Search' button is positioned to the right. On the far right, there are 'Sign in' and 'Mail' buttons. Below the logo is a navigation menu with links for 'Entertainment Home', 'The It List', 'TV', 'Movies', 'Celebrity', 'Music', 'Live Celeb Chats', and 'Videos'. To the right of the navigation menu are social media icons for 'Follow Us' (Twitter, Facebook, Instagram).

The main content area features several articles and ads:


- and child endangerment** — related to his Oct. 4 arrest during a dispute with his now ex-...
- Ad** The Future Mag: **Couple "Strikes Gold" With \$10M Discovery**. After they saw the money, they knew their lives would change.
- Celebrity** People: **Billie Lourd and Her Father Bryan Disavow Upcoming Unauthorized Biography on Carrie Fisher**. Billie Lourd, Father Bryan Disavow Carrie Fisher Biography.
- Entertainment** Entertainment Weekly: **New L Word: Generation Q trailer sets up Bette's run as L.A.'s first lesbian mayor**. New L Word: Generation Q trailer sets up Bette's run as L.A.'s first lesbian mayor.
- Ad** Asheville: **Asheville, NC Weekly Fall Color Reports**. Want to capture the perfect picture? Take in a signature Asheville, NC sunset? It's time to experience fall - plan now with the fall color report.

On the right side, there is a large image of hands shaking and exchanging a card, with the text **Make Custom Business Cards** and a 'Search Now' button. Below this is a 'Latest Trailers' section with two video thumbnails.

NATIVE

SearchSign inMail

Movies Home News Trailers Interviews VideoFollow Us f t t




Movies Yahoo! Movies UK

The best Carrie Fisher roles that aren't Princess Leia

Carrie Fisher has sadly died following a heart attack on 23 December. The actress-turned screenwriter is a Hollywood icon with a diverse career beyond her iconic 'Star Wars' role as...


16💬📤



Ad Asheville

Best Fall Hikes | Asheville, NC | Visit Asheville

Break out your hiking boots and enjoy the fresh fall air in Asheville, NC. Plan your hiking adventure now!




Movies Ben Arnold

Emma Stone reveals directors have given her improv jokes to male co-stars

Emma Stone has spoken about her own experiences of Hollywood sexism, revealing that directors she's worked with have given lines she came up with on-set to her male co-stars....

18💬📤




Movies Ben Skipper

The 10 best movie moments of 2016

The return of a heavy-breathing dark lord, first contact like we've never seen it before, a humanitarian scrapping with a CGI bear, a 20-storey Paul Rudd – it's safe to say that in 2016...


💬📤

Celebrity The Hollywood Reporter




The Genius Diet Plan Is Taking The Nation By Storm

Green Chef Ad 🌱



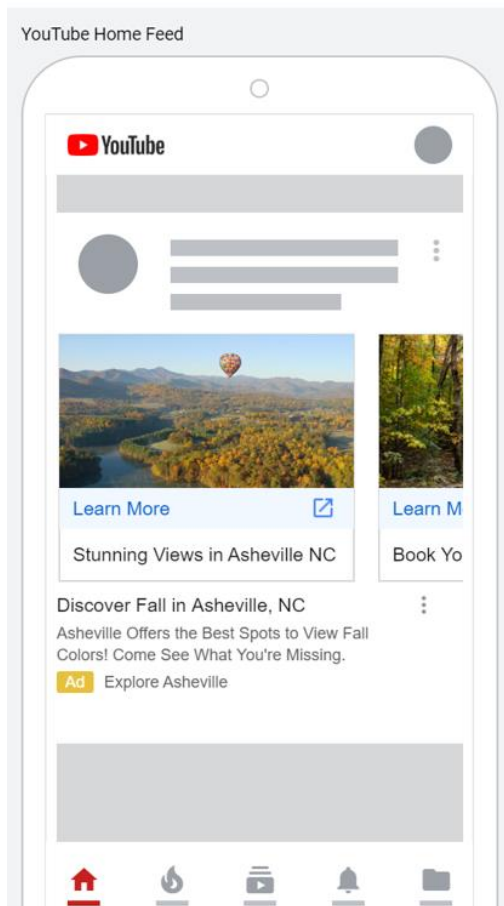
Timeline of election night: Trudeau's Liberals win minority government

Yahoo News Canada

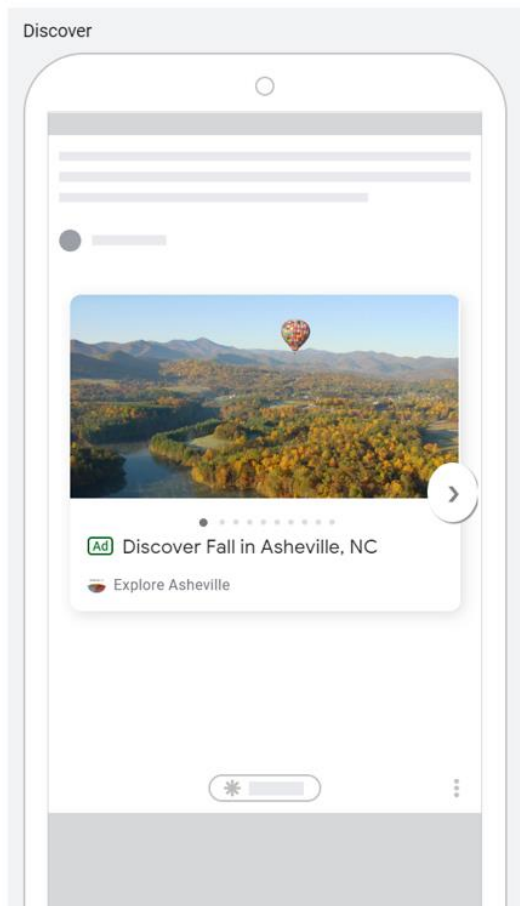


GOOGLE DISCOVERY ADS

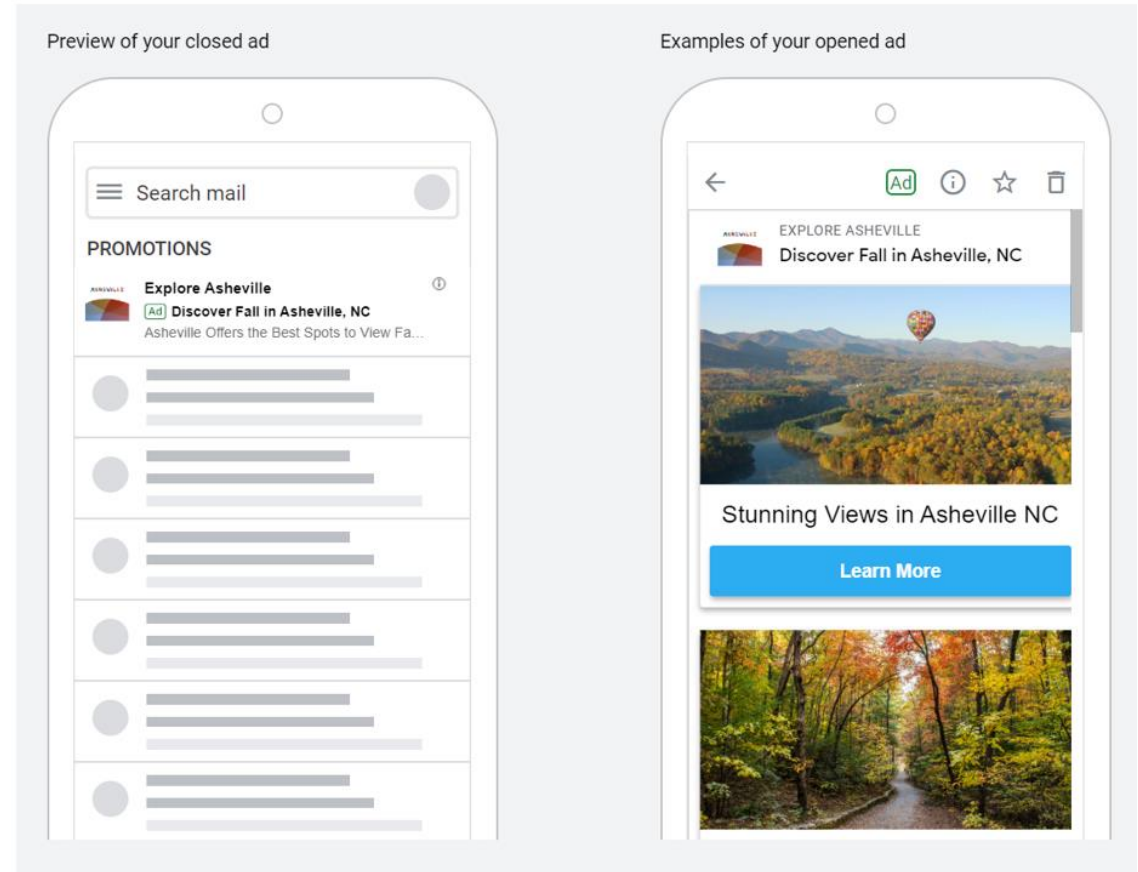
YouTube



Google Discover App



Gmail open and closed



RESULTS

Google Analytics (YOY 10/15-11/5; same time period)

- . Users: +61%
- . Sessions: +56%
- . Page Views: +38%
- Google Ads drove highest click-through rate, followed by Facebook.
 - Biltmore
 - Air Balloon
 - Parkway

ASHEVILLE

ICONIC
ASHEVILLE

THINGS
TO DO

TRIP
IDEAS

EVENT
CALENDAR

PLACES
TO STAY

FOOD &
DRINK

GREAT
OUTDOORS

PACKAGES
& DEALS

Let your
spirit
run free



Scroll




TRAIL PAGE IMPROVEMENTS

• Before


Moderate Hiking Trails Near Asheville, N.C.

Longer trails and steady climbs define these hikes, requiring some skill and endurance to complete. Moderate hikes could range anywhere from a few to ten miles with an elevation gain up to 2,000 feet. If you plan to go the distance, take along water and trail snacks to keep a high level of energy.




Bearwallow Mountain Trail
A open mountain meadow, Bearwallow Mountain is perfectly picturesque and ideal for picnicking. [More Info](#)

[View Details](#)



Biltmore Estate Trails
Biltmore's trails are accessible to those who have either an annual pass or ticket. Once you're on the estate, you can choose to start your hike from the house, the Lagoon, the Bass Pond, the Inn or the area near Antler Hill Village. Possibly the best option is to pick up a trail map from the Outdoor Center at Antler Hill Village. [More Info](#)

[View Details](#)



ASHEVILLE
CHECK HOTEL RATES

Lodging Packages Activities


Check In: 11/14/2019 Check Out: 11/15/2019

Rooms: 1 Adults: 1 Kids: 0

[Check Rates](#)

Search B&Bs or Cabins & Rentals

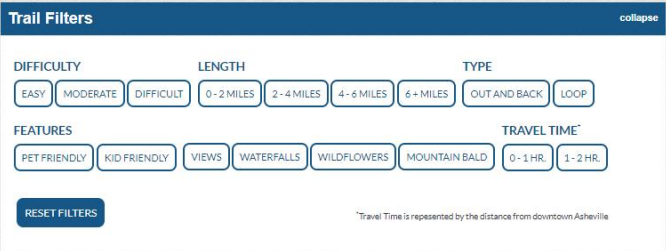
BEST RATES GUARANTEED



• After

Asheville Hike Finder

Browse our full list of Asheville-area hiking trails to find the perfect hike for your needs. Filter your search results by difficulty, length and distance from downtown Asheville—then choose whether you want to see waterfalls, wildflowers or beautiful Blue Ridge Mountain views. Still can't decide? Check out our [Asheville Hiking Guide](#) for lists of the top local hiking trails by experience.




Trail Filters collapse

DIFFICULTY: EASY MODERATE DIFFICULT LENGTH: 0-2 MILES 2-4 MILES 4-6 MILES 6+ MILES TYPE: OUT AND BACK LOOP

FEATURES: PET FRIENDLY KID FRIENDLY VIEWS WATERFALLS WILDFLOWERS MOUNTAIN BALD TRAVEL TIME*: 0-1 HR. 1-2 HR.

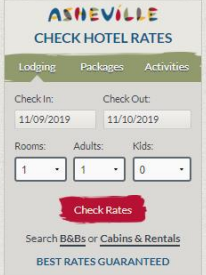
[RESET FILTERS](#)

*Travel Time is represented by the distance from downtown Asheville



Asheville Botanical Gardens Trails
Distance from Asheville: 1.5 miles
Length: 0.5-mile loop
Difficulty: Easy

Just north of downtown, the 10-acre Asheville Botanical Gardens at the University of North Carolina at Asheville is an urban oasis with a shady half-mile loop trail that highlights 600 species of plants native to the Southern Appalachians. Reflecting Asheville's character, this botanical garden isn't too formal. You'll often find students here writing in journals, sketching or doing yoga and kids playing the creek or people picnicking. For a quick introduction to the mountain landscape, it can't be beat. [More](#)



ASHEVILLE
CHECK HOTEL RATES

Lodging Packages Activities


Check In: 11/09/2019 Check Out: 11/10/2019

Rooms: 1 Adults: 1 Kids: 0

[Check Rates](#)

Search B&Bs or Cabins & Rentals

BEST RATES GUARANTEED



A ONE-OF-A-KIND RESORT
Crown Plaza Resort offers a private setting

[BOOK TODAY](#)

The ability to filter trails by difficulty, length, distance and features and the addition of more trail info at-a-glance makes finding the right trail a far better user experience.

ASHEVILLE

ICONIC
ASHEVILLE

THINGS
TO DO

TRIP
IDEAS

EVENT
CALENDAR

PLACES
TO STAY

FOOD &
DRINK

GREAT
OUTDOORS

PACKAGES
& DEALS

Hiking

Biking

National & State Parks

Scenic Drives

Attractions & Adventures

Wildlife

Waterfalls

Craggy Gardens Hike >



Asheville Hike Finder

Browse our full list of Asheville-area hiking trails to find the perfect hike for your needs. Filter your search results by difficulty, length and distance from downtown Asheville—then choose whether you want to see waterfalls, wildflowers or beautiful Blue Ridge Mountain views. Still can't decide? Check out our [Asheville Hiking Guide](#) for lists of the top local hiking trails by experience.

Trail Filters

collapse

DIFFICULTY

LENGTH

TYPE

ASHEVILLE
CHECK HOTEL RATES

ASHEVILLE

TRAIL POST IMPROVEMENTS

Before

Bearwallow Mountain Trail

By Joanne O'Sullivan



Panoramic views make this the perfect picnic hike

Pack a lunch and pile in the car: Bearwallow Mountain is the perfect picnic hike from Asheville, close enough so that you can be back to town in time for other afternoon activities. With two trail options—a gravel access road and a switchback trail—getting to the top and back is easy enough for the whole family.

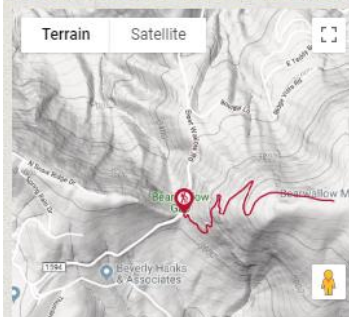
What To Expect

A open mountain meadow, Bearwallow Mountain is perfectly picturesque and ideal for picnicking. There are wildflowers in the spring, grazing cows in the summer, dazzling colors in the fall, and long-range views in the winter.

After

Bearwallow Mountain Trail

By Joanne O'Sullivan



Bearwallow Mountain Trail Details

Difficulty: Moderate

Length: 1-mile trail to the meadow; 0.7-mile gravel access road

Region: Henderson County

Duration of hike: About 25-30 minutes each way

Elevation gain: 611 feet

Type: Out & Back

Blazes: No

Facilities & Parking: Parking is on the side of the road; no facilities

Trail Post Improvements

1. Improved UX by pulling the trail info above the fold.
2. Adding an interactive trail map
 - Featuring directions to the trail head
 - Google Maps link

HIKING TRAIL TRAFFIC

- OCTOBER 3 LAUNCH through late November

Pageviews to Trail Pages

64,000

Up 4%
year over year

Average time on page

2:31

Up 34%
year over year

Fall Color Report for October 10, 2019

[View in your browser](#)

ASHEVILLE

[Things to Do](#) | [Event Calendar](#) | [Places to Stay](#)



Fall Temperatures Bring First Pops of Color

Fall color is beginning to develop at the highest elevations of the Blue Ridge Parkway as autumn weather brings cooler temperatures. See the latest photos from the mountains, and discover events and adventures perfect for experiencing fall in Asheville.

[See this week's fall color report!](#)



ASHEVILLE

Fall Color Reports

16,357 opt-in subset

Ave. Open Rate = 38%

Ave. CTR = 14%

Meeting Planners | Weddings | Sports | Motorcoach | Explore Asheville Radio

Search Q | Trip Planner (0)

ASHEVILLE

ICONIC ASHEVILLE | THINGS TO DO | TRIP IDEAS | EVENT CALENDAR | PLACES TO STAY | FOOD & DRINK | GREAT OUTDOORS | PACKAGES & DEALS

Seasonal Fun | Scenic Drives | Family Fun | Romance | Pet-Friendly | Day Trips | Nightlife | Itineraries | Stories

See our fan PHOTOS

Things TO DO

Check Hotel RATES

Fall Color MAP

Asheville Fall Color Report & Forecast

Stay up to date with the best autumn hikes, drives and travel deals in Asheville, North Carolina, with our weekly fall color reports. Our Fall Color Hunter keeps you in the know on where to go.

Search

Rough Ridge - Photo by Jason Tarr - October 12, 2019

2019 Fall Foliage Schedule & Fall Leaf Forecast for Asheville, N.C.

In the coming weeks, the brisk mountain air will help paint the leaves of the Blue Ridge Mountains in brilliant reds, yellows, and oranges.

The first hints of fall typically arrive in the mountains in late September. The fall leaf season often extends well into the month of November. In general, the fall leaf schedule begins with color showing in highest elevations (above 6,000 feet).

ASHEVILLE CHECK HOTEL RATES

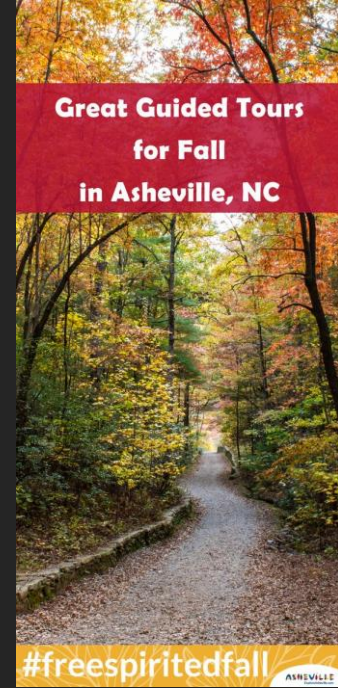
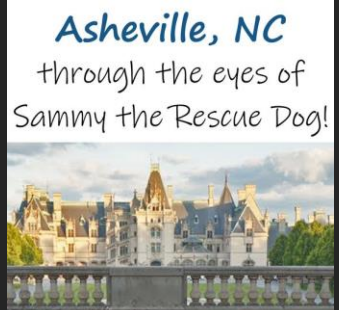
Lodging | Packages | Activities

Check In: 11/19/2019 | Check Out: 11/20/2019

Rooms: | Adults: | Kids:

September 24 – November 9

- All Fall Content – 379,953 pageviews
- Fall content accounts for 14% of total site pageviews
- Weekly Fall floor report 130,431 pageviews
- **Organic Traffic:** Weekly color report best performing organic page – 60,533 | 420,180 impressions



TOP THINGS
TO DO IN
**Black
Mountain,
N.C.**

**CHRISTMAS AT
BILTMORE**



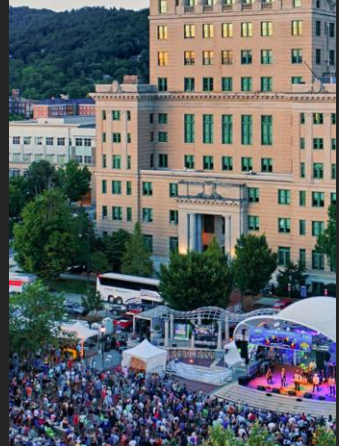
Explore the
**River Arts
District
Asheville, NC**



**Asheville, NC
Event
Calendar**



**Grand Slam Your Instagram!
Asheville Selfie Spots**



**Find Your Fall Trail
with the
Asheville Hike Finder**

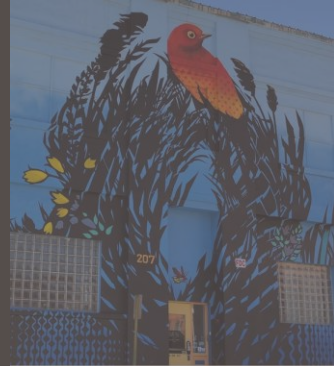


**Great Guided Tours
for Fall
in Asheville, NC**

Created **50+** new pins since March 2018, including **11** pins for paid social needs.

Since July 1, Pinterest's share of organic social traffic to our website has grown **38%**.

Since October 17, paid pins have generated **10.9k** clicks and **1.5k** saves.



Experience Asheville's Free-Spirited Fall

Find Your Asheville, NC Hiking Trail with the Asheville Hike Finder

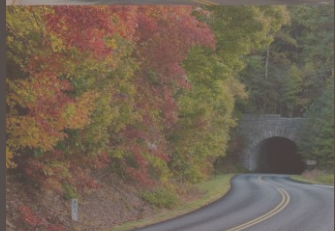
Asheville's Best Coffee Shops

8 Ways

Asheville Sparkles For the Holidays



Explore the South Slope District



#freespiritedfall

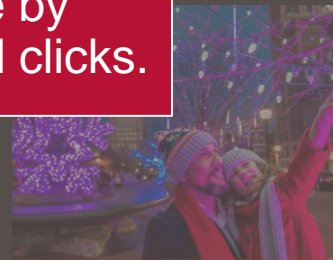
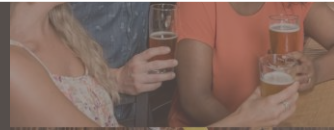
FUN FACT: This pin has the best organic performance by impressions and clicks.



Best Rooftop Bars in Asheville



Best Patio Dining IN ASHEVILLE, NC



Top 8 places to see Holiday Lights in Asheville!



Total impressions (including paid) of EA-created pins = 1.5 million over four months (Jul-Oct).

Organic impressions of EA-created pins up 119% over previous four months.

Organic engagements with EA-created pins up 205%.

PR PUSH FALL 2019

EARNED MEDIA EFFORTS

- What's New in Fall Press Release (Aug.)
- Fall Forecast Release (Sept.)
- Fall Media Tour: Birmingham, Atlanta (Oct.)
- SATW Media Marketplace (Oct.)
- Fall Color Footage B-Roll Blitz (Oct.)

NEW, ICONIC & SURPRISING FALL ADVENTURES IN THE MOUNTAINS OF ASHEVILLE, N.C.

August 15, 2019



ASHEVILLE, NC (August 15, 2019) – Asheville, North Carolina and the Blue Ridge Mountains – known for one of the longest and most colorful fall foliage seasons in the world – offer a mix of surprising adventures this autumn including a new food-centric downtown hotel, Downton Abbey costumes and life-sized set recreations at Biltmore, rooftop dining atop the totally revamped Asheville Art Museum, tours combining art and craft beer, and sunset yoga hikes for leaf peeping yogis. <http://www.ExploreAsheville.com/new-in-fall2019>

STAY TUNED: Fall travel deals, weekly color reports and an animated color progression map of peaking fall leaves at <http://www.ExploreAsheville.com/fall>.



**424
targeted
fall pitches**

The Washington Post

JETSETTER

CountryLiving

- **MSN** | *34 Fall Weekend Trips You Should Plan Now*
- **Southern Living** | *Why You Should Visit Asheville, North Carolina This Fall*
- **Atlanta Journal-Constitution** | *8 Places to go leaf peeping in the mountains*
- **TravelChannel.com** | *7 Last-Minute Fall Foliage Getaways*
- **Jetsetter** | *8 Romantic Fall Weekend Trips to Take with a Significant Other*
- **Washington Post** | *Fantastic fall foliage and where to find it (fall color map)*
- **Travel Pulse** | *Asheville's the Place for Colorful Leaf-Peeping Travel Pulse*
- **CountryLiving.com** | *20 of the Best Fall Getaways for a Weekend Escape*
- **Elite Daily** | *"5 Leaf Peeping Trips to Take With Your SO That'll Give You Heart Eyes"*
- **WGHP (High Point) & WNCN (Raleigh)** | *Check out these Incredible Fall Colors in the North Carolina Mountains!*



Southern Living



The 50 Best Places to Travel in 2020

Whether you're traveling solo or planning a family vacation, here are the 50 best places to visit in 2020.

BY TRAVEL + LEISURE | DECEMBER 09, 2019



What makes a place worth visiting *right now*? That's what we at *Travel + Leisure* ask ourselves when compiling our annual list of the 50 best places to travel. Is it a show-stopping new hotel? A once-in-a-lifetime celebration? A critical mass of [game-changing restaurants](#)?

For definitive answers on the best vacation spots of the moment, we hit the books, scouring tourism statistics, scoping out major events, charting new flight routes, and logging hotel debuts. We take stock of the most compelling new restaurant openings, scroll through the Instagram posts of our most well-traveled pals, and mine our inboxes for tips. We also survey our vast network of travel experts — T+L's [A-List travel advisors](#), first, plus trusted writers, hospitality insiders, and other industry pros — to see what places they have their eyes on.

3. Asheville, North Carolina



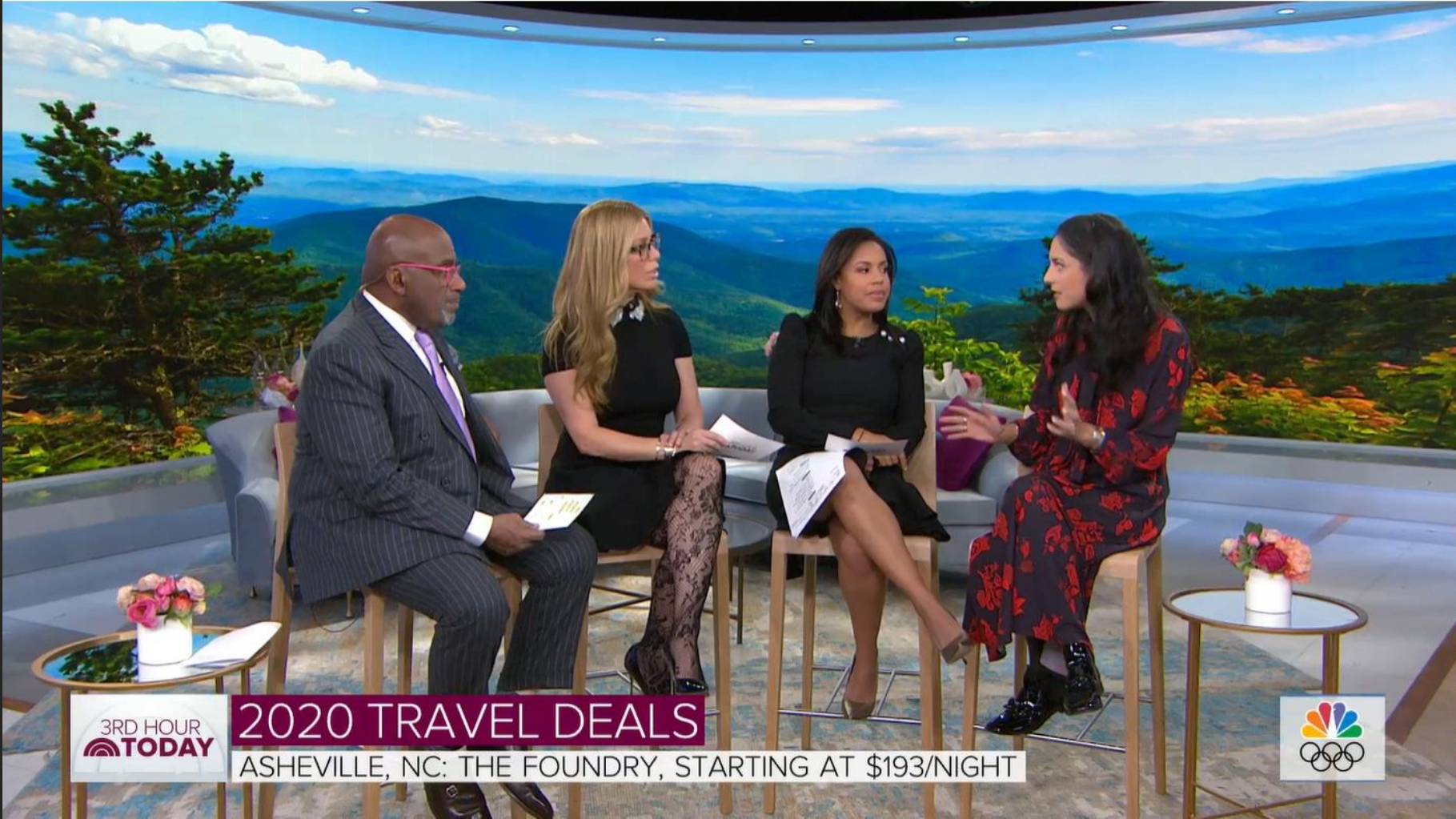
PHOTO: REESE MOORE/COURTESY OF CHOW CHOW

With a small-town feel and big-city cultural cred, Asheville, North Carolina is home to artists, musicians, and food and drink entrepreneurs who were making microbrews and serving farm-to-table meals long before such things were de rigueur. Now the mountain town is becoming more traveler-friendly than ever, with new offerings that showcase the sophisticated side of Appalachia. The [Asheville Art Museum](#) reopened in November with 70 percent more gallery space, including a new wing and rooftop sculpture garden. Last September, the city hosted the inaugural [Chow Chow](#), an Appalachian food festival featuring chefs like Katie Button and John Fleer. There's a slew of new watering holes, like cocktail bar and live-music venue [Asheville Beauty Academy](#) and neighborhood cocktail joint the [Golden Pineapple](#). And Beer City still lives up to its nickname, with new openings like Burial Beer Co's [Forestry Camp Restaurant and Bar](#), set on a former Civilian Conservation Corps compound; [Cultura](#), a restaurant from the Wicked Weed Brewing team; and [Dssolvr](#), a taproom that goes beyond beer with experiments in cider, mead, wine, and more. Downtown, the [Foundry Hotel](#) and [Hotel Arras](#) both arrived in 2019, adding lively, urbane alternatives to the scene. —Lila Harron Battis



Additional Coverage

- Fox Carolina
- TheTravel.com
- Business Insider
- KOKH Fox25
- NBC's TODAY
- Next: 12 Meredith TV Stations



3RD HOUR
 TODAY

2020 TRAVEL DEALS

ASHEVILLE, NC: THE FOUNDRY, STARTING AT \$193/NIGHT





HOW DO ASHEVILLE STORIES HAPPEN?

Explore **ASHEVILLE**

TEAM KUDOS

Subject: Re: Asheville Winter Travel News: Surprisingly Cozy Off-Season Adventures in the Blue Ridge

TRAVEL+
LEISURE

Hey Landis!

Just wanted to give you a heads up, Asheville is going to be on our list of the Best Places to Travel in 2020, so I will be putting our fact-checkers in touch with you once this package is closing!

Also wanted to say: I am on the receiving end of A LOT of tourism board press releases and newsletters—by my last count I get over a hundred PR pitches/emails a day on average—and you consistently put together among the best, most useful news digests of any CVB or tourism board out there. It's rare that these are actually breaking news we haven't already heard about from other sources, or are thoughtful and comprehensive enough to answer any and every follow-up question I might have, but yours are always full of tidbits that would've taken me ages to dig up on my own, and tick all the boxes of the kinds of details I need when pitching or writing a piece. I'm sure it takes a ton of time and effort, so I just wanted to let you know that it doesn't go unnoticed—I so appreciate all the care you put into these; it makes my life so much easier!

Warmest,
Lila

--

LILA BATTIS
Senior Editor | Travel + Leisure
225 Liberty St, 8th Floor
New York, NY 10281

CREATIVITY, CRAFT & FRESH CULTURE: WHAT YOU CAN'T MISS IN ASHEVILLE IN 2020

~ *New Art Museum Illuminates Appalachia, National Craft Hub Puts Makers in Focus, Global Arts Center Anchors The Block, James Beard Noms Team Up for Art Deco Food Hall, Vinyl Record Plant Opens with Music Café + Artistic Hotel Amenities* ~

ASHEVILLE, NC (Nov. 14, 2019) – Blue Ridge Mountain legacies of craft and creativity take the spotlight in 2020 as Asheville, N.C., marks four major art center openings with immersive experiences. Other new creative offerings in the coming year include full moon yoga hikes, an Art Deco food hall curated by James Beard honorees, a collaboration between Asheville's oldest and newest breweries and a vinyl record plant with music café and bar. Here's why you should travel to Asheville in the coming year: <https://www.exploreasheville.com/avl2020/>.



BLUE RIDGE ART LEGACY

NEWS RELEASE PROCESS

1. Outreach calendar planning
2. Asheville partner outreach
3. Positioning and news angle development
4. Media list creation
5. Targeted pitch list research
6. News curation and fact checking
7. Key/brand message alignment
8. Writing
9. Editorial oversight
10. Copy editing
11. Google submission
12. SEO review
13. Cross-departmental review
14. Media gallery photo selection
15. Newswire distribution
16. Mailing list email distribution
17. Thematic/targeted pitching via email
18. Publish to online new room
19. Web content/social integration
20. Real world pitching at marketplaces and on media tours

PROCESSION OF OUTREACH

- ✓ 6 targeted outreach efforts;
- ✓ 2 media tours/marketplace events;
- ✓ 30 media site visits; and
- ✓ 207 media touchpoints

**efforts August 2019 to current*



123
partner
mentions



HOW TO PLUG IN

news@exploreasheville.com

WHAT TO SHARE

- New visitor experiences and amenities
- Your local hook. How is your businesses connected to Asheville culture?
- Interesting backstories. Share the people/history/craft behind what you do
- Creative packages and events
- Ties to national trends
- TIP: Accolades and anniversaries make great talking points—but not great news stories.

Do you want to host visiting media?

Consider...

What's your timely news angle? Top visitor experience?

STORY PILLARS

- Arts Scene & Maker Culture
- Culinary, Appalachian Food
- Eclectic Music Scene w/ Deep Roots
- Unique Ways to Get Outside
- Blue Ridge Mountain Views
- Rich Regional History
- Seasonal News: Spring 2020 News

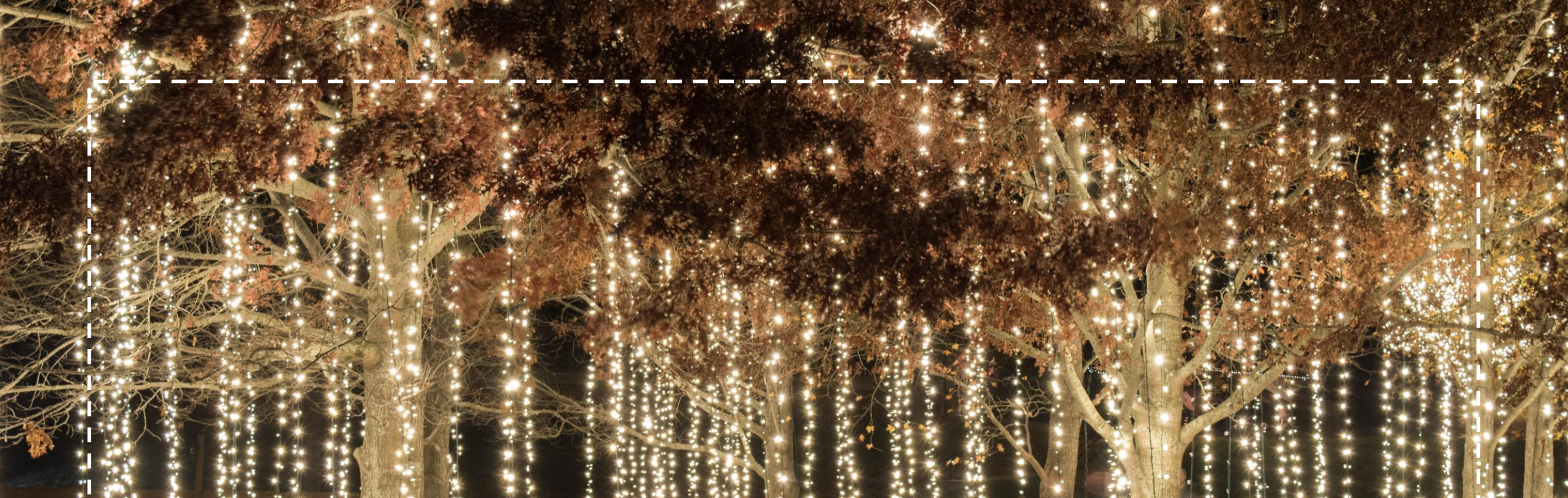
ASHEVILLE

Let your
spirit
run free



STAY IN TOUCH:
news@exploreasheville.com

Explore **ASHEVILLE**



HOLIDAY EFFORTS

Explore **ASHEVILLE**

HOLIDAY MESSAGING

RUNNING NOVEMBER 6 - DECEMBER 22

FB + IG

PINTEREST

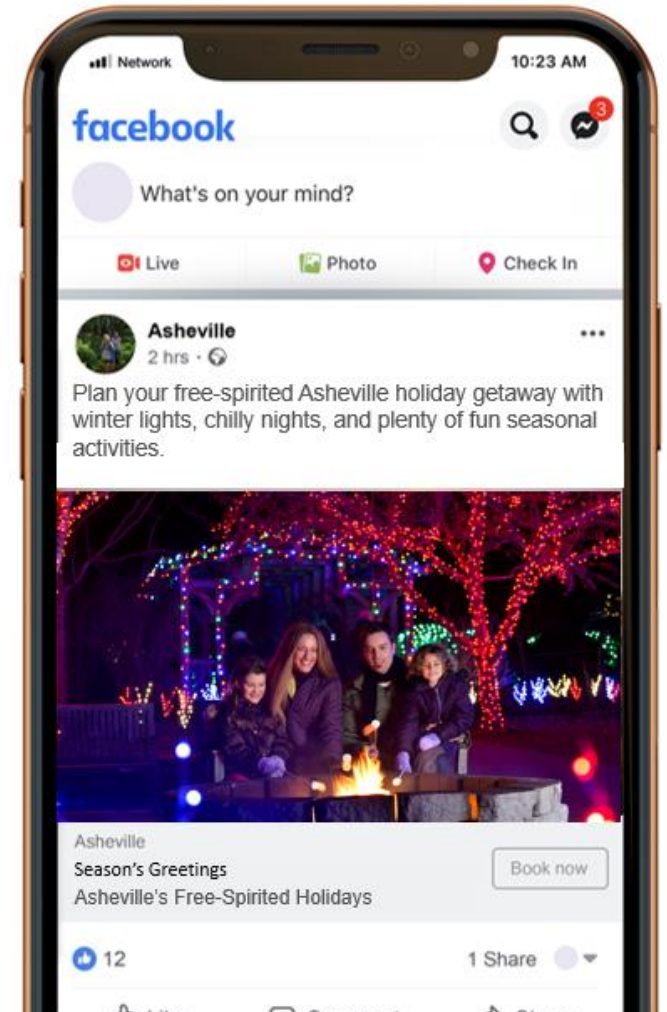
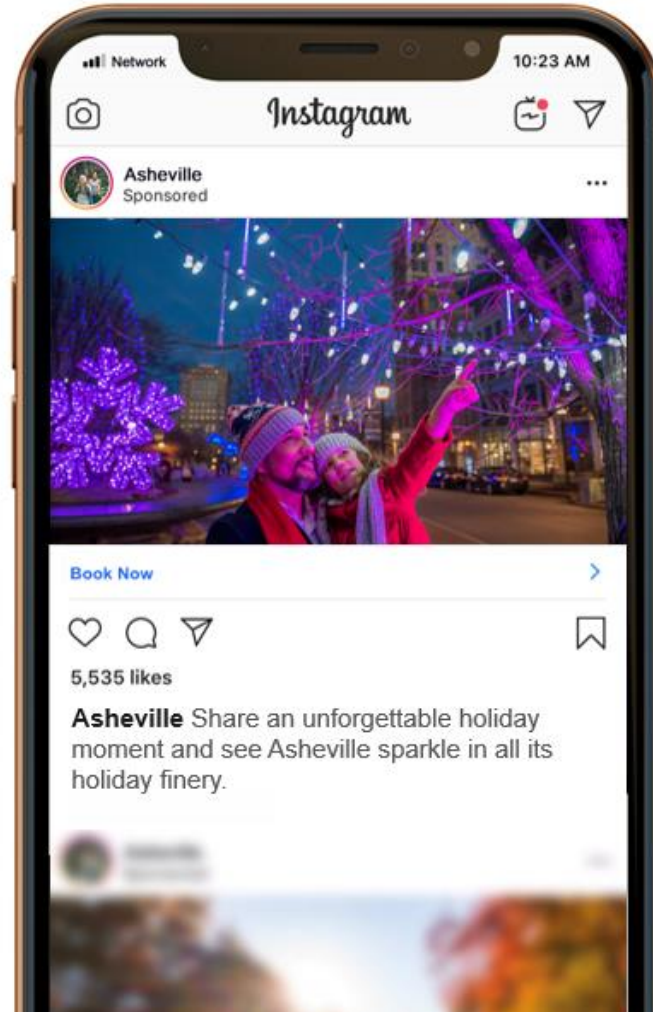
NATIVE

PAID
SEARCH

Budget towards Holiday Message: \$235,000

Total Budget during time period: \$275,000 (\$45,000 promoting evergreen message)

HOLIDAY CREATIVE



HOLIDAY CREATIVE

Native Advertising

The screenshot displays the Yahoo! Money website interface. At the top left is the 'yahoo! money' logo. A search bar with a magnifying glass icon is positioned to the right. In the top right corner, there are icons for a user profile and a mail envelope labeled 'Mail'. The main content area features three articles:

- Article 1:** A woman wearing a large, light-colored straw hat. The text reads: **Money** Yahoo Money **Buy-now, pay-later app Afterpay is booming**. Subtext: Buy-now, pay-later options are surging, and Afterpay is riding the wave. To the right of the article are icons for 284 comments and a share icon.
- Article 2:** A man in a suit standing next to a Christmas tree. The text reads: **Ad** Asheville **5 Reasons to Travel to Asheville for the Holidays**. Subtext: When making your list, and before you start checking it twice, be sure to add a trip to Asheville, North Carolina for a can't-miss holiday season.
- Article 3:** A man in a suit speaking into a microphone. The text reads: **Money** Yahoo Money **'Ripped it in half': Shaq shares his top personal finance lesson**. Subtext: "He had a piece of paper and said: 'This is \$100.' Ripped it in half," the NBA Hall of Famer recounted to Yahoo Finance recently. To the right of the article are icons for 742 comments and a share icon.

On the right side of the page, there is a large blue advertisement for Principal. The text reads: **We can help you plan for, and live in, retirement.** Below this is the Principal logo and a 'Learn More >' button. At the bottom of the page, there are links for 'About Our Ads', 'Help', 'Privacy', 'Suggestions', and 'Terms', along with social media icons for Facebook, Twitter, and Tumblr. A copyright notice at the bottom right states: © 2019 Verizon Media. All rights reserved.

HOLIDAY CONTENT

Holidays in Asheville, N.C.

From twinkle lights to gingerbread, Asheville, North Carolina, brings a little sparkle to the holiday season. Plan a festive escape to our Blue Ridge Mountain city, and you'll find an enormous celebration during Christmas at Biltmore, sweet treats at the National Gingerbread House Competition & Display at The Omni Grove Park Inn and an after-dark wonderland at Winter Lights at the N.C. Arboretum.

Explore unique holiday shopping at independent boutiques and galleries in downtown Asheville and beyond. Gather around tables of local food at award-winning restaurants. Take in the refreshing winter views of surrounding mountains. And discover new traditions with classic holiday light displays, theater performances, activities for families and other Christmas and holiday events.

sparkle



8 Ways Asheville Sparkles for the Holidays
by Lindsay Grossman
Every holiday season needs a little bit of sparkle—the twinkle of lights, the flicker of a...
[learn more](#)

biltmore



Christmas at Biltmore Estate
by Asheville Insider
America's largest home transforms each holiday season for an awe-inspiring tradition...
[learn more](#)

gingerbread



National Gingerbread House Competition at The Omni Grove Park Inn in Asheville...
by Asheville Insider
The Entries in the National Gingerbread House Competition Go On Public Display Each Year in...
[learn more](#)


FESTIVE HOLIDAY HAPPENINGS

Top 8 Places to See Holiday Lights in Asheville, N.C.

5 Crazy Reasons Why Asheville Should Top Your Holiday Travel List

Winter Lights at the North Carolina Arboretum in Asheville

Dickens in the Village Festival in Asheville, N.C.



8 Ways Asheville Sparkles for the Holidays

By Lindsay Grossman



Every holiday season needs a little bit of sparkle—the twinkle of lights, the flicker of a fireplace, the shimmer of sugarplums or the glow of candlelight. 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:

1. Go to town.



Asheville's busy downtown sidewalks shine in holiday style, thanks to new "Local Lights" displays in Pack Square Park and Pritchard Park. A 10-foot gilded purple snowflake in Pack Square Park makes for the perfect selfie. While being merry, don't forget to eat and drink off

ASHEVILLE
CHECK HOTEL RATES

Lodging Packages Activities

Check In: 11/20/2019 Check Out: 11/21/2019

Rooms: 1 Adults: 1 Kids: 0

[Check Rates](#)

Search B&Bs or Cabins & Rentals
BEST RATES GUARANTEED

[50 THINGS TO DO](#)



Story Categories

- > Arts & Culture
- > Culinary
- > Fall
- > Family
- > History
- > Holiday
- > Music
- > Outdoor
- > Romance
- > Shopping

Get Your Free Guide to Asheville

Sign up for your free Visitor Guide. Your Asheville story begins here.

[REQUEST GUIDE](#)

Sign Up for the Asheville Traveler Email

email address

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Holiday Shopping Hot Spots in Asheville

By Janet Moore



Do your holiday shopping in Asheville

Crisp mountain air combines with the smell of evergreens, spice-infused apple cider, and hot chocolate. In Biltmore Village carolers are singing the familiar songs of Christmas and on Asheville's street corners, musicians serenade shoppers with old and new holiday favorites.

It is the holiday season in Asheville and throughout the city's diverse shopping districts, independently-owned jewelry design studios, art galleries, and boutiques are overflowing with unique gifts that blend the city's bohemian spirit with the area's rich Southern Appalachian craft tradition. The results are functional, ornamental, wearable, and even edible works of art.

A Holiday Arts and Crafts Tradition with a Modern Twist

Asheville has long been a haven for artists. Writers, painters, potters, wood carvers, blacksmiths, weavers, glassblowers, and musicians have all drawn inspiration from its rich mountain craft traditions, lore and legacies.

Shopping Districts

Downtown Asheville
From the Grove Arcade, to the Woolworth Walk, to Pack Square and beyond, there is no shortage of original gifts, stocking stuffers and holiday ornaments in this city dubbed the "Paris of the South." Try on a glittering design by one of our local goldsmiths or a brightly-colored homespun hand-knitted scarf by one of our textile artisans. Sip champagne while searching for a rare first edition or sample a luscious chili-spiced dark chocolate truffle. There is nothing ordinary about holiday shopping in Asheville, and nothing ordinary about the treasures you'll find.

Biltmore Village
Located across from the entrance to Biltmore and in the shadow of All Souls Cathedral



ASHEVILLE
CHECK HOTEL RATES

Lodging Packages Activities

Check In: 11/20/2019 Check Out: 11/21/2019

Rooms: 1 Adults: 1 Kids: 0

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- > Outdoor
- > Romance
- > Shopping

Get Your Free Guide to Asheville

Sign up for your free Visitor Guide. Your Asheville story begins here.

[REQUEST GUIDE](#)

Sign Up for the Asheville Traveler Email

email address

[Subscribe](#)



2019 HOLIDAY EDITORIAL

Completed:

- Biltmore Tree Raising
- Christmas at Biltmore Photo Tour
- Downton Abbey Photo Tour & Video
- 2019 Holiday Performances (Music and Theater) Round-Up
- Updates to existing holiday content

Still to Come:

- Winter Lights
- National Gingerbread House Competition Winners Photos
- Holly Jolly Christmas Trolley
- Winter Wonderland at Grove Arcade
 - Dickens in the Village
 - Black Mountain Holidays/Shopping



WINTER, HOLIDAY & 2020

ASHEVILLE WINTER NEWS: SURPRISINGLY COZY AND REFRESHING OFF-SEASON ADVENTURES IN THE BLUE RIDGE

October 15, 2019



~ S'more flights, mountaintop yoga under the winter sun, new downtown hotel and art hubs with long-range views and "Downton Abbey" at Biltmore ~

ASHEVILLE, N.C. (Oct. 15, 2019)—Often overlooked and underrated, winter in Asheville, N.C., is a bit of a secret in a Blue Ridge Mountain city world-famous for fall color and lush summer adventure. Mostly moderate winter weather means Asheville's Art Deco downtown remains walkable and cozy with picture-perfect long-range views of snowy peaks, romantic restaurants and easy access to hiking and walking trails. This winter brings a mix of cozy new offerings including wellness experiences to beat the winter blues, a new downtown hotel with

A BLUE RIDGE MOUNTAIN HOLIDAY: TRADITIONS, BOTH NEW AND OLD, SHINE BRIGHT IN ASHEVILLE

October 24, 2019



~ Christmas (and "Downton Abbey"!) Come to Biltmore, Instagram-Worthy Lights in a Winter Wonderland, A Bucket-List-Worthy Gingerbread Display, Santa Does a Trial Run + Seasonal Shopping Made Easy ~

ASHEVILLE, N.C. (Oct. 24, 2019) - Festive holiday happenings and all things merry and bright abound in Asheville, N.C. Each year, beloved longtime traditions and fresh offerings combine to make this Blue Ridge Mountain city a must-visit Christmas destination, from the opulent decorations at America's Largest Home to half-a-million lights strewn throughout a magical

CREATIVITY, CRAFT & FRESH CULTURE: WHAT YOU CAN'T MISS IN ASHEVILLE IN 2020

November 15, 2019



~ New Art Museum Illuminates Appalachia, National Craft Hub Puts Makers in Focus, Global Arts Center Anchors The Block, James Beard Noms Team Up for Art Deco Food Hall, Vinyl Record Plant Opens with Music Café + Artistic Hotel Amenities ~

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HOLIDAY HITS

A BLUE RIDGE MOUNTAIN HOLIDAY: TRADITIONS, BOTH NEW AND OLD, SHINE BRIGHT IN ASHEVILLE

October 24, 2019



~ Christmas (and "Downton Abbey"!) Come to Biltmore, Instagram-Worthy Lights in a Winter Wonderland, A Bucket-List-Worthy Gingerbread Display, Santa Does a Trial Run + Seasonal Shopping Made Easy ~

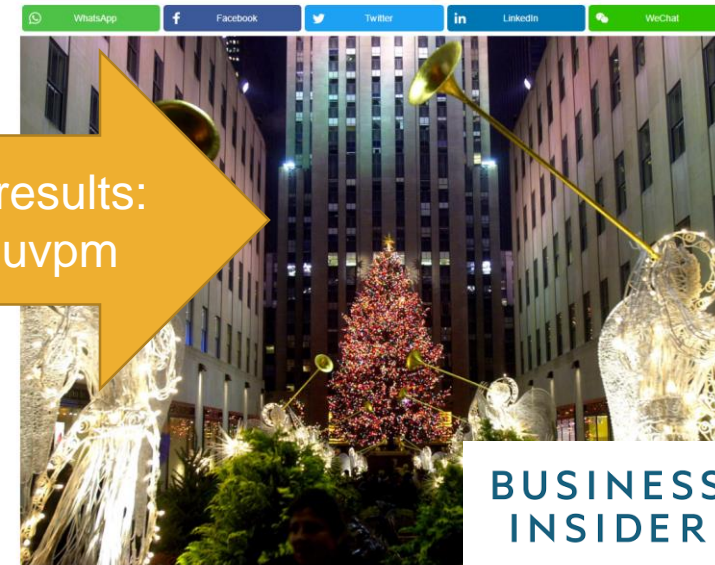
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Immediate results:
28 million uvpm

The 20 most festive places to spend the holidays in the US

Erin McDowell

October 28, 2019



Tourists flock to New York City every year to take in the many lights and giant Christmas tree at the Rockefeller Center. Chris Hondros/Getty Images

- Not everyone wants to be home for the holidays. In fact, many Americans love to treat the holiday break as the perfect opportunity to travel to new cities and places across the US.

"The Most Festive Towns in Every State in America" -MSN

"Top 9 Places to Spend Christmas on the East Coast" -Trips to Discover

"The 10 Most Festive Christmas Towns in the U.S. for 2019" -Travel Market Report

RESULTS

Google Analytics (YOY 11/1 – 1/1)

- . Sessions: +66%
- . Page Views: +44%
- Verizon's predictive audience tactic drove the strongest page views for holiday messaging.



COZY WINTER CAMPAIGN

WINTER CAMPAIGN

FB + IG

PINTEREST

NATIVE

PAID
SEARCH

RADIO
(online +
terrestrial)

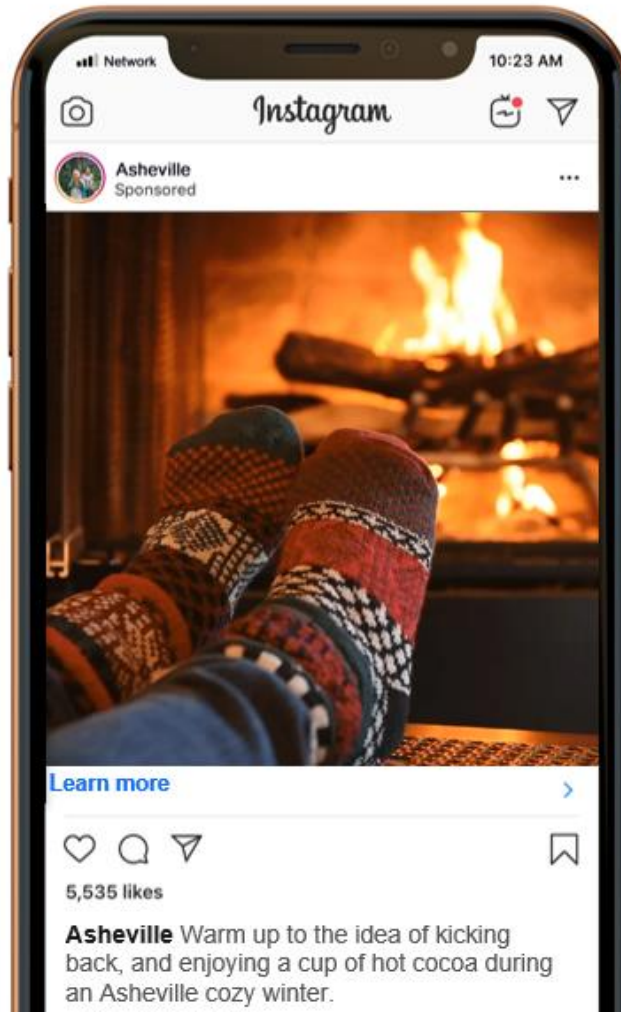
Flighting: January 6 – February 20

Markets: DMAs - Orlando, West Palm, Tampa, Columbus, Cincinnati

Stateswide - Georgia, Alabama, South Carolina, North Carolina (excluding Buncombe county)

Budget towards Winter Message: \$395,000

WINTER CREATIVE



WINTER CREATIVE

Facebook MobileWorks Unit



Pandora Companion Banners





COZY WINTER CHECKLIST

ULTIMATE COZY WINTER CHECKLIST

- Warm your soul 
- Hug a mug 
- Get cozy from head to toe 
- Let nature invigorate you 
- Find a room with a view 
- Let music move you 
- Channel your creativity 
- Treat yourself 
- Connect by candlelight 
- Get lost in a good book 
- Turn off notifications 
- Dive into culture 

ASHEVILLE
ExploreAsheville.com

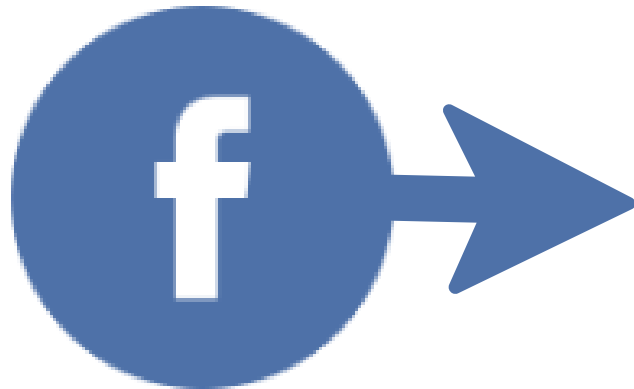


Local Artist: Annie Riker



COZY WINTER CHECKLIST

INTERACTIVE CONTENT





COZY WINTER CHECKLIST

INTERACTIVE CONTENT

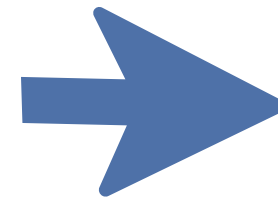


I'M **58%** COZY

More cozy than
your average bear,
but only slightly.

ASHEVILLE
ExploreAsheville.com

GET YOUR COZY SCORE >>



WHAT'S NEXT

- Evaluate impact of political advertising
- Monitor economy and other indicators
- Track demand trendline
- Work with agency on development of additional media resources



THANK YOU!

Explore **ASHEVILLE**