



WELCOME

August 28, 2024

Buncombe County Tourism Development Authority Board Meeting

EXPLORE
ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority

CALL TO ORDER

Chair Brenda Durden

- Call to order the Joint Meeting of the BCTDA, Public Authority and BCTDA Nonprofit Corporation.



POWERED BY | Buncombe County Tourism Development Authority

Board Meeting

Wednesday, August 28, 2024 | 9:00 a.m.

Explore Asheville | 27 College Place | Board Room (1st Floor)

Members of the public may attend in person or [register here](#) to view a livestream of the meeting.

AGENDA

9:00 a.m.	Call to Order the Joint Meeting of the BCTDA, Public Authority and BCTDA, Nonprofit Corporation	Brenda Durden
9:05 a.m.	Approval of July 31, 2024, Meeting Minutes	Brenda Durden
9:10 a.m.	July 2024 Financial Reports	Melissa Moore, Buncombe County Finance Director / BCTDA Fiscal Agent
9:15 a.m.	Penalty Waiver Request - Cloud 9 Farm	Brenda Durden
9:20 a.m.	TPDF Contract Amendment Request – WNC Nature Center	Tiffany Thacker
9:25 a.m.	President & CEO Report <ul style="list-style-type: none">a. Industry Metricsb. Lodging Performance Reportc. Other Updates	Vic Isley
9:45 a.m.	Marketing Update	Dodie Stephens
10:15 a.m.	Asheville City Council Update	Vice Mayor Sandra Kilgore
10:20 a.m.	Buncombe County Commission Update	Commissioner Terri Wells
10:25 a.m.	BCTDA Board Member Updates	Brenda Durden
10:30 a.m.	Miscellaneous Business	Brenda Durden
10:35 a.m.	Comments from the General Public	Brenda Durden
10:40 a.m.	Adjournment	Brenda Durden

SAVE THE DATE

BCTDA Annual Meeting | September 16, 2024, 3:00 – 6:30 p.m. | Crest Center & Pavilion

The next joint BCTDA monthly meeting is **Wednesday, September 25, 2024**, at 9:00 a.m., in the Board Room of Explore Asheville, located at 27 College Place. Please contact Julia Simpson at jsimpson@ExploreAsheville.com or 828.333.5831 with questions.

BCTDA Mission Statement

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.



FOR OUR REMOTE VIEWERS

Chair Brenda Durden

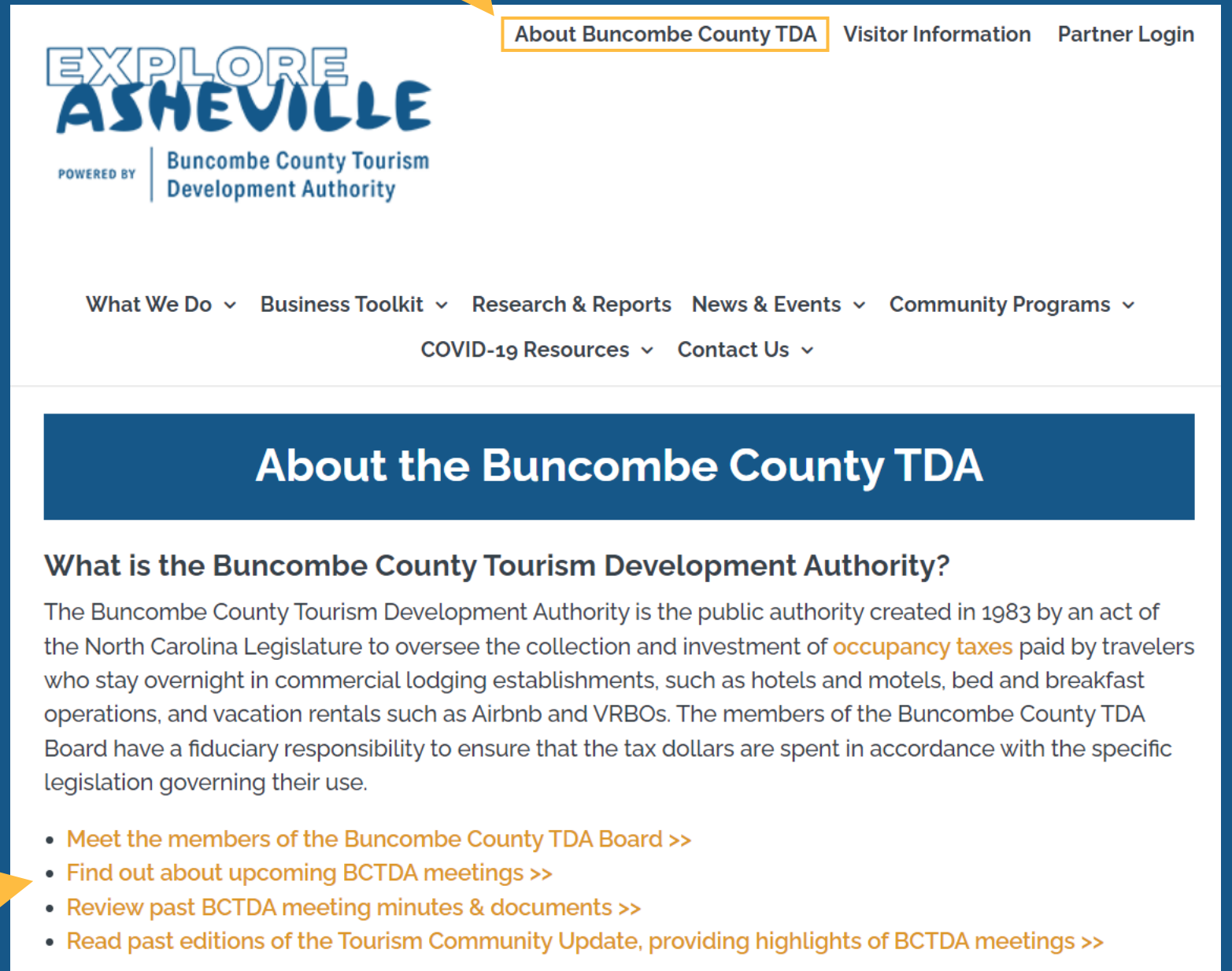
For our viewers watching remotely, documents were emailed to everyone who registered on Zoom by 8:00 this morning.

The agenda and meeting documents are also available online.

Additional materials, including the PowerPoint presentation, will be posted later today.

Go to:

- [AshevilleCVB.com](https://www.ashevillecvb.com)
- About the Buncombe County TDA
- Find out about upcoming BCTDA meetings



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[About Buncombe County TDA](#) [Visitor Information](#) [Partner Login](#)

[What We Do](#) [Business Toolkit](#) [Research & Reports](#) [News & Events](#) [Community Programs](#)
[COVID-19 Resources](#) [Contact Us](#)

About the Buncombe County TDA

What is the Buncombe County Tourism Development Authority?

The Buncombe County Tourism Development Authority is the public authority created in 1983 by an act of the North Carolina Legislature to oversee the collection and investment of **occupancy taxes** paid by travelers who stay overnight in commercial lodging establishments, such as hotels and motels, bed and breakfast operations, and vacation rentals such as Airbnb and VRBOs. The members of the Buncombe County TDA Board have a fiduciary responsibility to ensure that the tax dollars are spent in accordance with the specific legislation governing their use.

- [Meet the members of the Buncombe County TDA Board >>](#)
- [Find out about upcoming BCTDA meetings >>](#)
- [Review past BCTDA meeting minutes & documents >>](#)
- [Read past editions of the Tourism Community Update, providing highlights of BCTDA meetings >>](#)



WELCOME BOARD & GUESTS

Chair Brenda Durden

- Welcome board members and guests who are in attendance
- Introductions around the room



JULY 31 MINUTES

Chair Brenda Durden

Questions/ Comments

Suggested Motion:

Motion to approve the July 31, 2024, meeting minutes.

Motion Second

Additional Discussion

Vote



POWERED BY | Buncombe County Tourism
Development Authority

Buncombe County Tourism Development Authority
A Joint Meeting of the Public Authority and Nonprofit Corporation
Explore Asheville – 27 College Place, Asheville

Board Meeting Minutes
Wednesday, July 31, 2024

- Present (Voting):** Brenda Durden, Chair; Matthew Lehman, Vice Chair; HP Patel, Kathleen Mosher, Larry Crosby, Scott Patel, Michael Lusick, Lucious Wilson
- Absent (Voting):** Elizabeth Putnam (attended online)
- Absent (Ex-Officio):** Asheville Vice Mayor Sandra Kilgore, Buncombe County Commissioner Terri Wells
- Staff:** Vic Isley, Julia Simpson, Penelope Whitman, Mike Kryzanek, Dodie Stephens, Jennifer Kass-Green, Ashley Greenstein, Josh Jones, Shelby Pearsall, Connie Holliday, Tiffany Thacker, Shawn Boone, Tina Porter
- BC Finance:** Melissa Moore
- Legal Counsel:** Richard Kort, McGuire, Wood & Bissette
- In-Person Attendees:** Colleen Swanson, Meetings Database Institute (MDI)
John Ellis, Prior BCTDA Board Member
Olivia Ward, OnWard Digital Media
Tim Rosenbrock, Biltmore
Micah Pulleyn, Beacon Foundation
Pat Moran, Mountain Xpress
Jay Curwen
- Online Attendees:** Carli Adams, Ali Wainright, Anna Harris, McKenzie Provost, Emily Crosby, Kimberly Puryear, Nick Kepley, Holly Watts; Explore Asheville
Chip Craig, Greybeard Realty and Rentals
Jim Muth, TPDF Committee
Chris Smith, Asheville Buncombe Regional Sports Commission
Tina Kinsey, Asheville Regional Airport
James Dick, Rahim Shah; RSA Hospitality, LLC
Rick Bell, Asheville Buncombe Hotel Association
Diane Rogers, Pinecrest Bed & Breakfast
Brad Durden, Asheville Hotel Group
Megan Shields, MMGY Global
Felicia Sonmez, Blue Ridge Public Radio
Kevin Beattie, WLOS





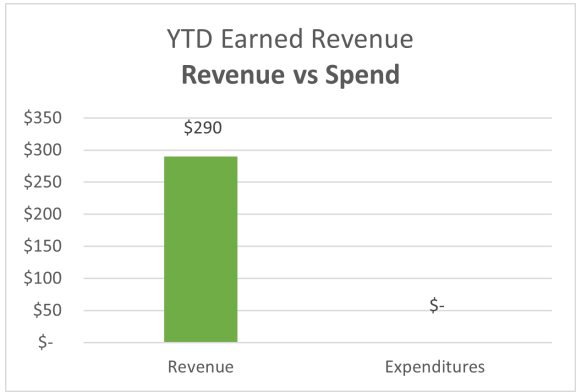
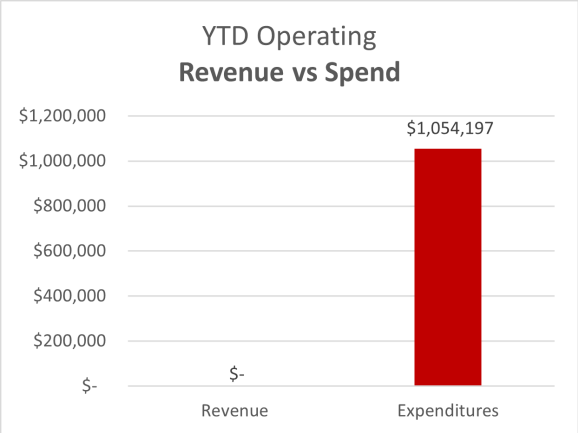
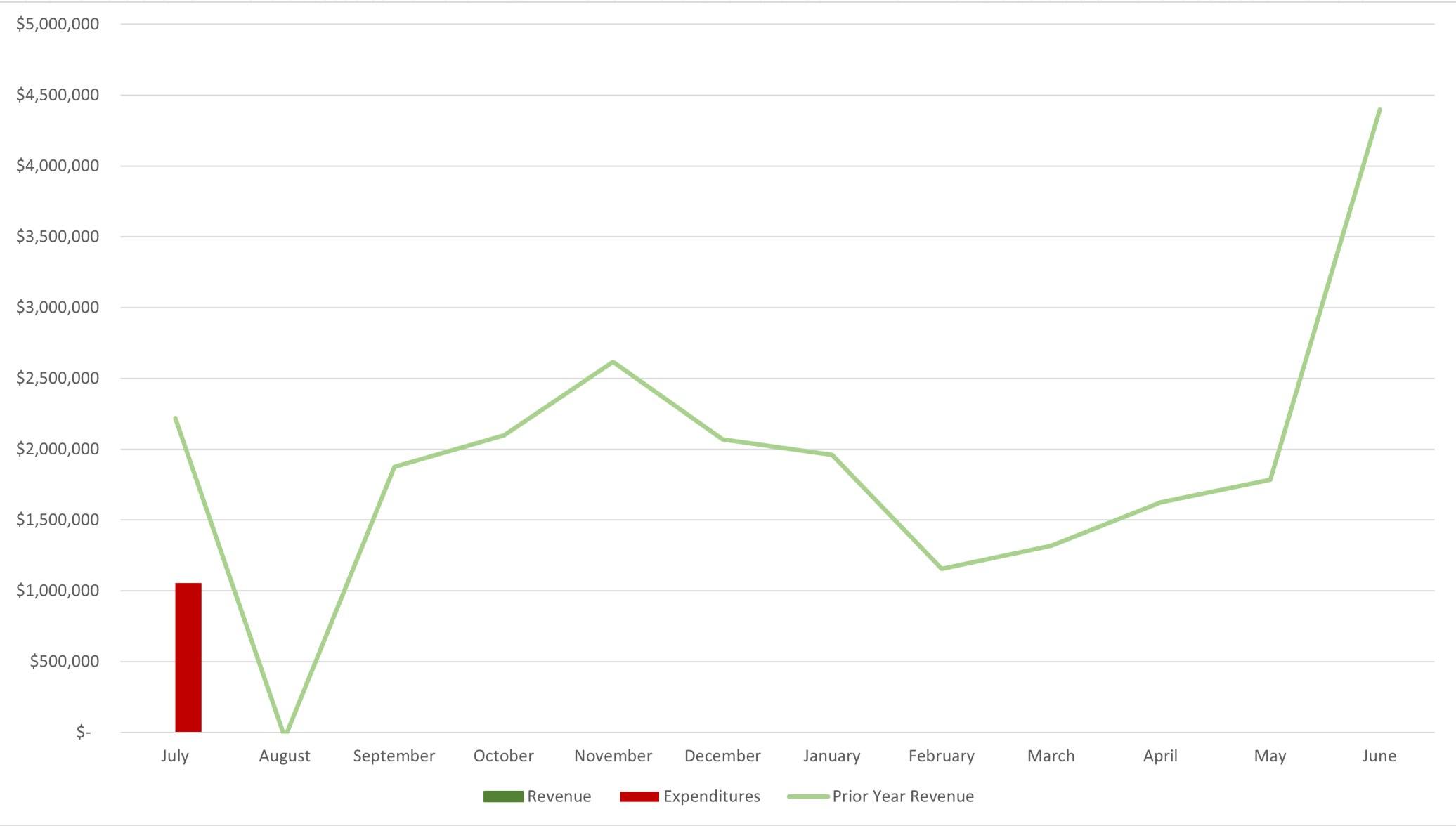
JULY 2024 FINANCIAL REPORTS

Melissa Moore
Buncombe County | Director of Finance
BCTDA | Fiscal Agent

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OPERATING AND EARNED REVENUE FUNDS

Revenues (Current and Prior-year) vs Expenditures (current year), July 2024



For more information, see financial and sales statements pages 1-3, and 7

OPERATING AND EARNED REVENUE FUNDS

Monthly Summary of Activities, July 2024

Operating Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 27,347,000	\$ -	\$ -	0.0%
Total expenditures		\$ 1,054,194	\$ 1,054,194	3.9%

Earned Revenue Fund	Budget	Current Month Actual	Year to Date Actual	(%) Budget Collected/Used
Total revenues	\$ 350,000	\$ 290	\$ 290	0.1%
Total expenditures		\$ -	\$ -	0.0%

For more information, see financial and sales statements pages 1-2



PROJECT FUNDS: TPDF AND LIFT FUNDS

Monthly Summary of Activities, July 2024

Tourism Product Development Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$32,554,985	\$208,976	\$41,269,193	>100%
Total expenditures		*	\$5,957,147	18%
Active projects		19		
Funding available for future grants		\$8,705,790		

Legacy Investment From Tourism Fund	Budget	Current Month Actual	Life to Date Actual	(%) Budget Collected/Used
Total revenues	\$10,390,903	*	\$11,646,639	>100%
Total expenditures		*	*	
Active projects		12		
Funding available for future grants		\$950,500		

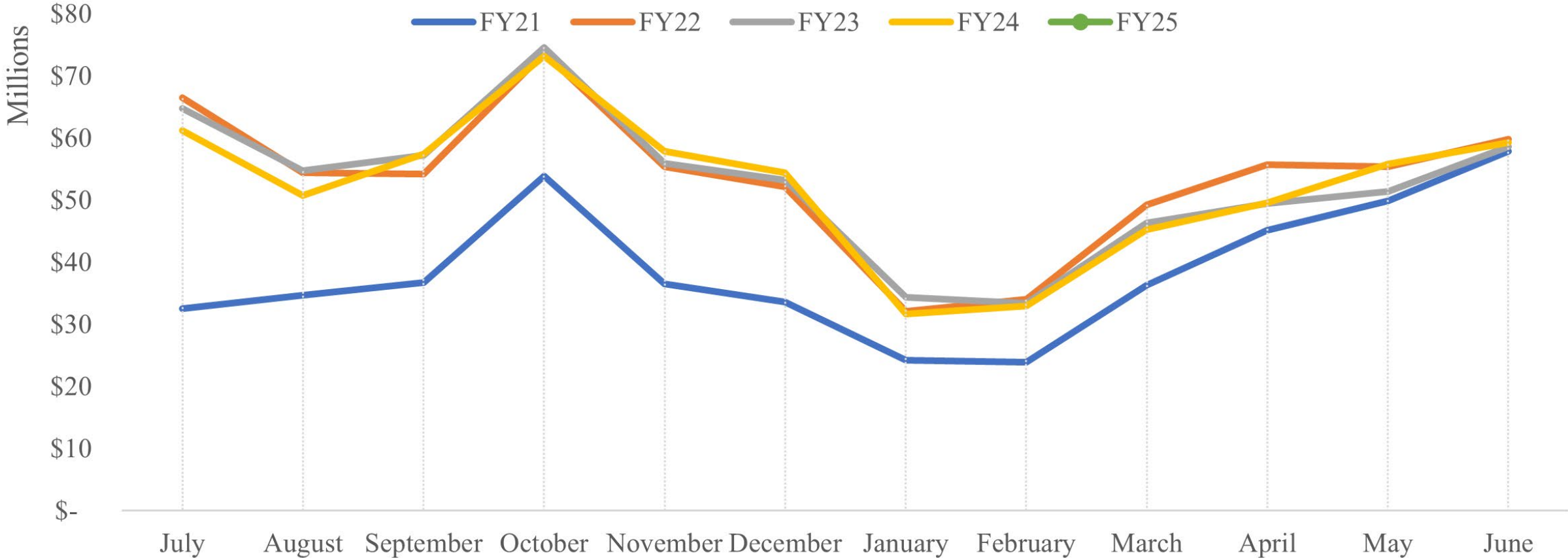
* = no activity related to current fiscal year (fiscal year 2025)

For more information, see financial and sales statements pages 3, 5, & 6



LODGING SALES

Shown by Month of Sales, Year-to-Date (5 years), July 2024



For more information, see financial and sales statements page 9



JULY 2024 FINANCIAL REPORTS

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to approve the July 2024 financial reports as presented.

Motion Second

Additional Discussion

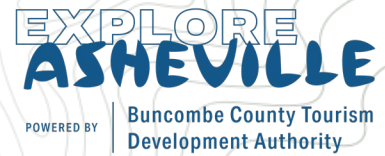
Vote





PENALTY WAIVER REQUEST

Brenda Durden
BCTDA | Chair



PENALTIES FOR LATE REPORTING AND PAYMENT

Chair Brenda Durden

- A penalty waiver request from Cloud 9 was received by Explore Asheville staff on August 22, 2024
- The waiver request is for \$53.41, the sum of penalty fees for one-time late filing and late payments
- The written request to have the penalty fees waived and the accompanying rationale, as well as supporting documentation, were provided to the BCTDA to review in advance of today's meeting
- Buncombe County Finance Department confirmed outstanding occupancy taxes for July 2024 and applicable penalty fees, as previously outlined, are still owed to the County; the county also verified there was a failed payment attempt logged on their payment portal as described by Janet Peterson of Cloud 9
- The BCTDA previously gave authority to the President & CEO to approve penalty waiver requests if the amount was \$500 or less and it was the property's first late offense; since this request meets that criteria, the referral to the Buncombe County Commissioners can be managed by Vic
- Reminder: The two-step waiver approval process requires the Buncombe County Commissioners to vote





TPDF CONTRACT AMENDMENT REQUEST

Tiffany Thacker

Explore Asheville | Director of Grants

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WNC NATURE CENTER TPDF AMENDMENT REQUEST

- City of Asheville and the WNC Nature Center was awarded \$567,000 through TPDF in October 2022 for a new **"Gateway to the Southern Appalachians" enhancement**
- **Project is on track** to be completed on schedule by May 2025
- **Due to an increase in construction costs and some minimal changes in scope** resulting from the bid process, the **total cost of the project has increased by \$225,000** since Fall 2022, increasing the total cost of the project from \$1,197,000 to \$1,422,000
- To cover the difference, the City is asking each stakeholder to contribute additional funds, with a **request for the BCTDA to contribute an additional \$144,000**, which will bring the BCTDA's total contribution to a total of \$711,000 (50% of the total project cost)



TPDF CONTRACT AMENDMENT REQUEST

Chair Brenda Durden

Request Recap: Additional \$144,000 (BCTDA's total contribution \$711,000) for WNC Nature Center's "Gateway to the Southern Appalachians" enhancement

Questions/ Comments

Call for a Motion:

Motion to approve referring the City of Asheville's request for increased funding for the WNC Nature Center project to the TPDF Committee to review and make a funding recommendation to the BCTDA.

Motion Second

Additional Discussion

Vote





PRESIDENT & CEO REPORT

Vic Isley

Explore Asheville | President & CEO

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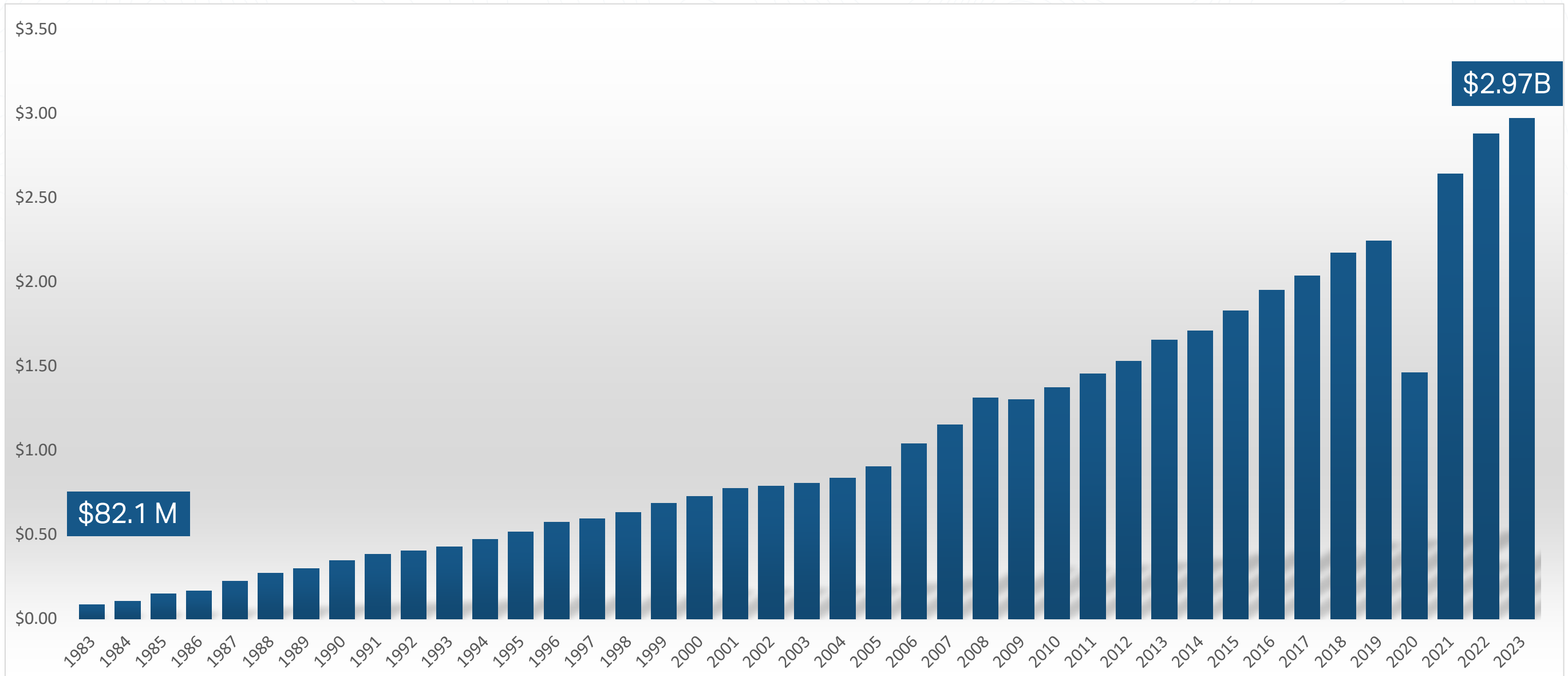


2023 VISITOR CONTRIBUTIONS

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VISITOR CONTRIBUTIONS TO THE LOCAL ECONOMY

Visitor spending 35X greater than 1983



Source: Tourism Economics; Visit NC



NEARLY \$3 BILLION IN VISITOR SPENDING BENEFITS A WIDE VARIETY OF LOCAL, INDEPENDENT BUSINESSES

70% outside of lodging businesses



LODGING

\$901M

30%



FOOD & BEVERAGE

\$787M

27%



REC / ENT

\$366M

12%



RETAIL

\$541M

18%



TRANSPORT

\$372M

13%

Source: Tourism Economics; Explore Asheville

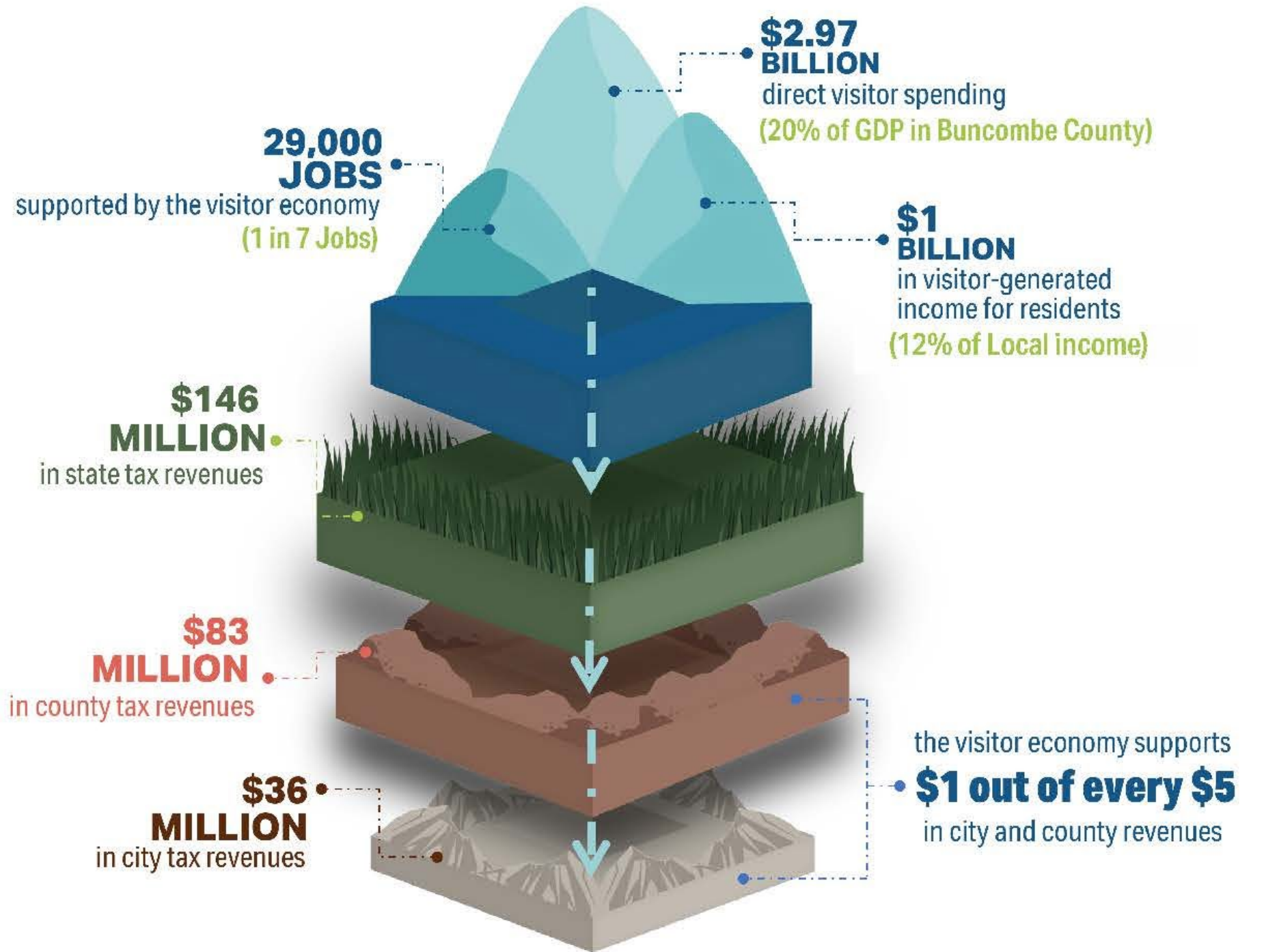


THE BENEFITS OF VISITORS IN ASHEVILLE & BUNCOMBE COUNTY RUN DEEP

The visitor economy supports local businesses and contributes to local government revenues.

\$265 Million
in state & local tax revenues are generated by the visitor economy.

Buncombe County households would need to pay an additional **\$2,600** in taxes annually to replace the visitor-generated taxes received by state and local governments.



Source: Tourism Economics – Economic Impact of Visitors in Asheville and Buncombe County 2023



NEW VACATION RENTAL OCCUPANCY INSIGHTS FOR 2023

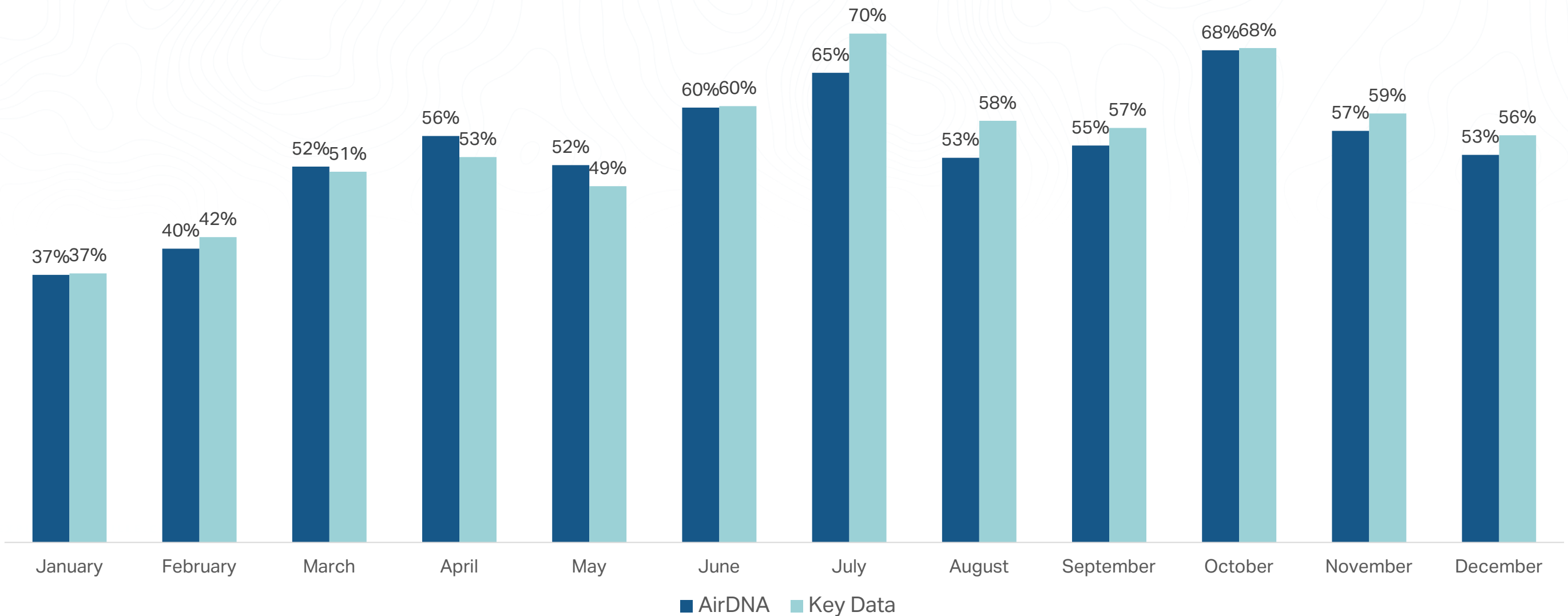
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2023 VACATION RENTAL OCCUPANCY

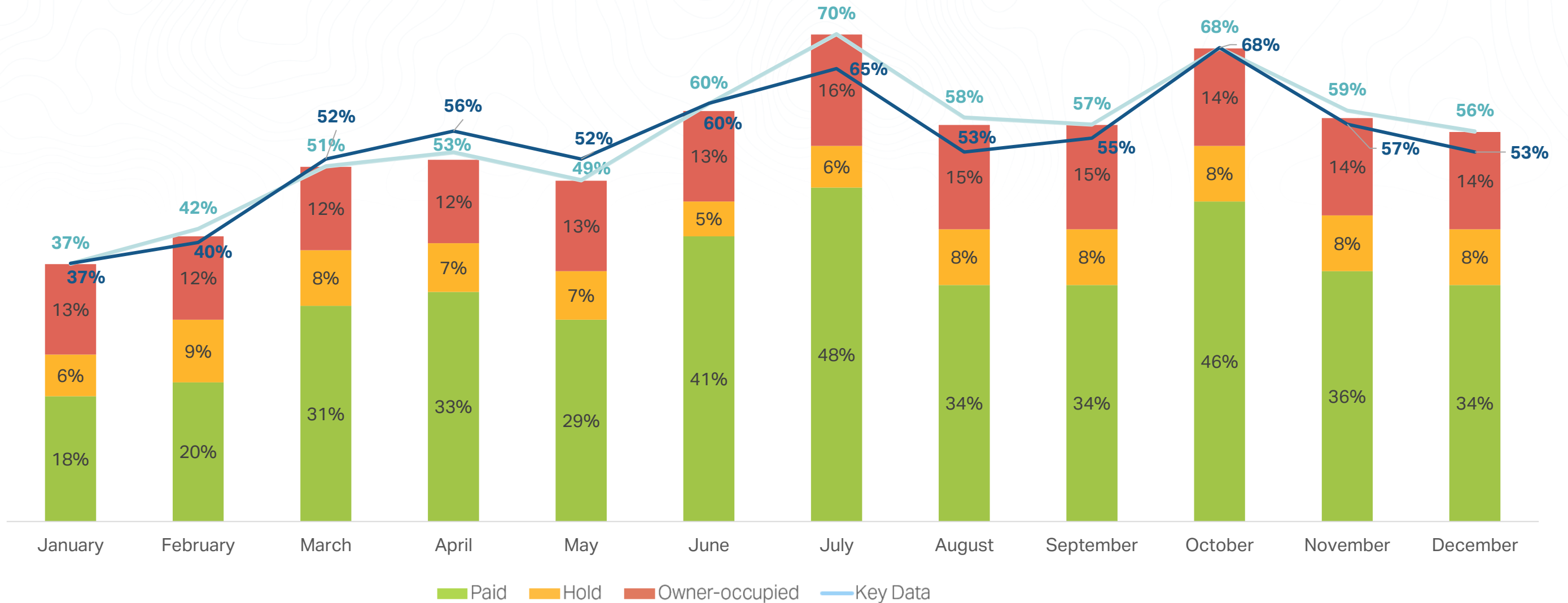
AirDNA vs. Key Data

Key Data provides real-time vacation rental market data for the short-term rental industry.



2023 VACATION RENTAL OCCUPANCY BY TYPE

On average, 14% owner occupied; 34% paid occupancy



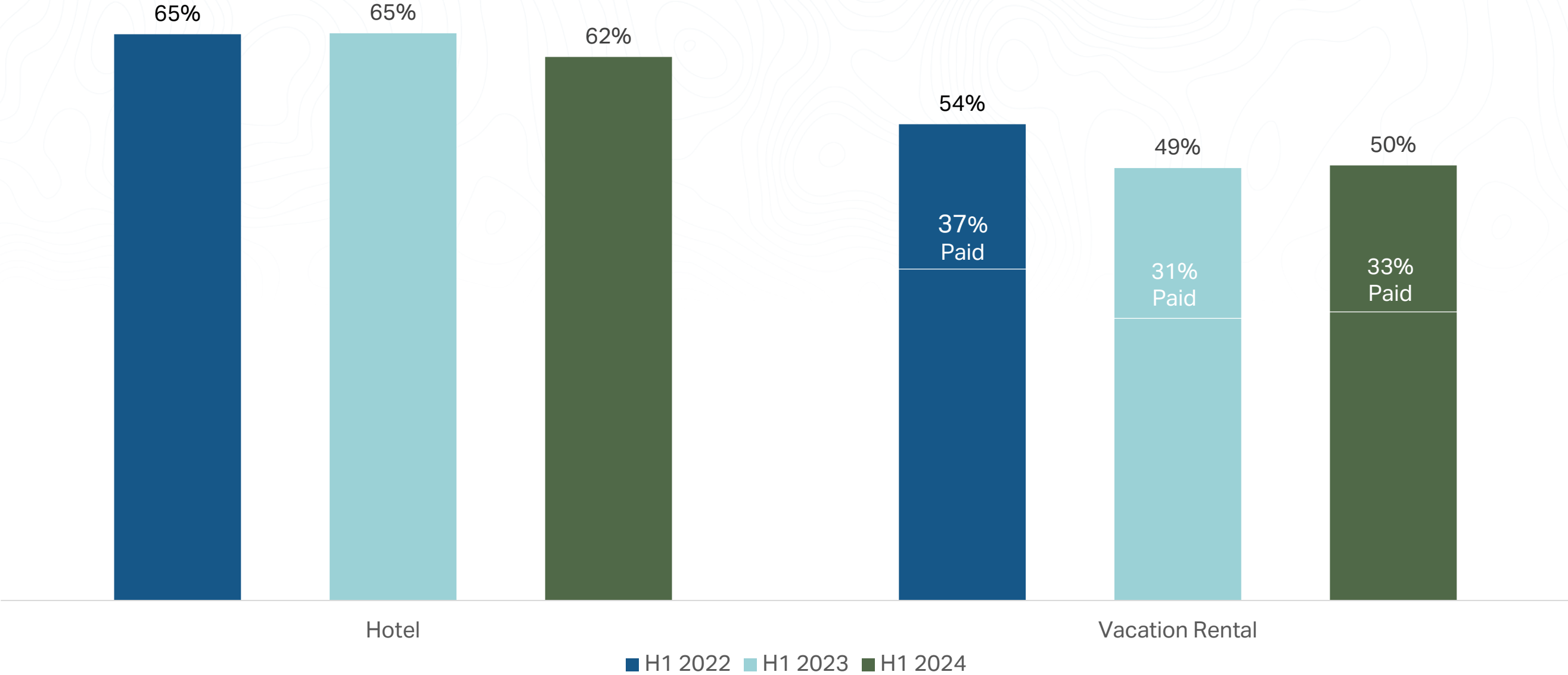


2024 MIDYEAR LODGING PERFORMANCE UPDATE

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AVERAGE OCCUPANCY COMPARISONS BY LODGING TYPE

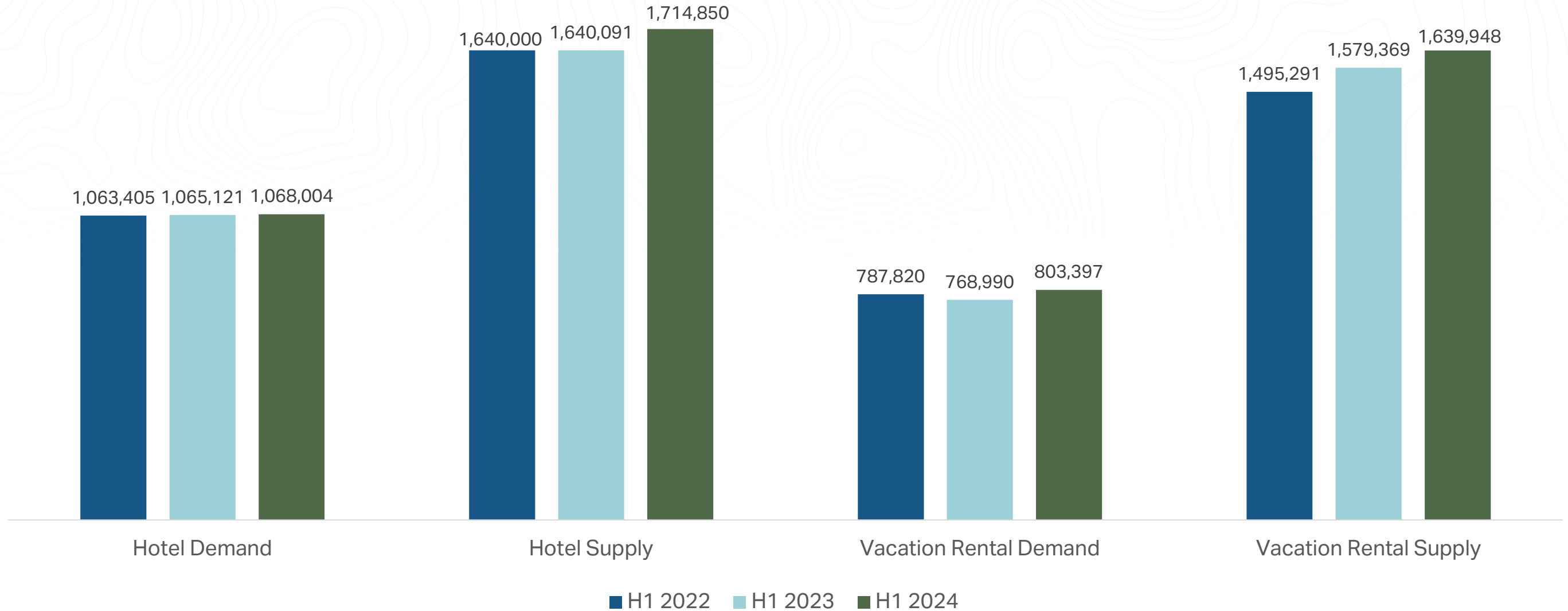
Comparing first half (H1) of 2024 (January – June) to same period of two prior years



Source: STR & AirDNA & Key Data
Average Occupancy = Percentage of rooms occupied for the period for hotels; percentage of listings occupied for vacation rentals.
Paid occupancy (Key Data) = Percentage of guest nights sold out of the total nights available for guests to book for vacation rentals

ROOM DEMAND/SUPPLY COMPARISONS BY LODGING TYPE

Comparing first half (H1) of 2024 (January – June) to same period of two prior years



Source: STR; AirDNA

Room Demand = Total number of hotel rooms or entire place vacation rental rooms (Airbnb or VRBO/HomeAway) sold or rented (excludes complimentary rooms).

(For example, a hotel with 100 rooms that sells 50 rooms each night in a 30-day month would have demand of 1,500 rooms. A 3 BR vacation rental shown available for rent all 30 days but rented only 15 days in the month would have demand of 45 rooms.)

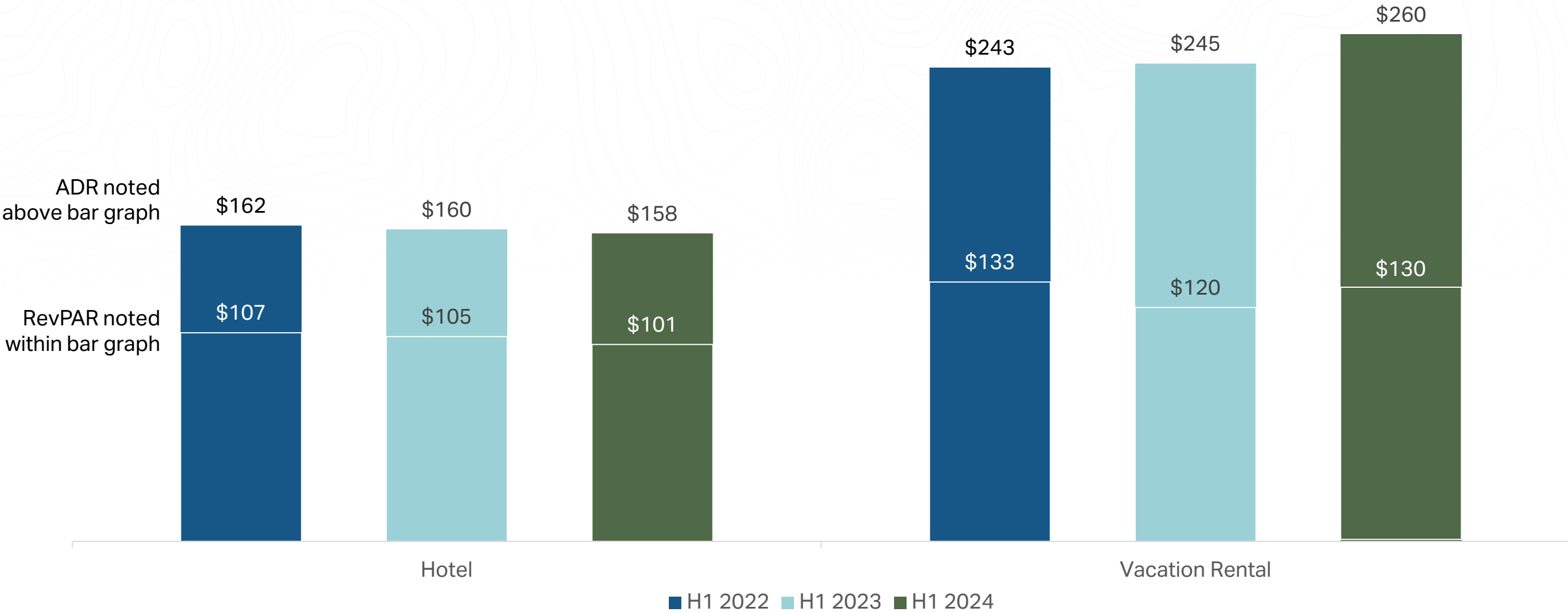
Room Supply = Total number of hotel rooms or vacation rental rooms (Airbnb or VRBO/HomeAway) available for sale for the period.

(For example, a hotel with 100 rooms would have 3,000 rooms for sale in a 30-day month. A vacation rental with 3 BRs would have 90 rooms for rent in the same month if it were shown available for rent all 30 days.)



ADR/REVPAR COMPARISONS BY LODGING TYPE

Comparing first half (H1) of 2024 (January – June) to same period of two prior years



Source: STR & AirDNA

ADR = Room revenue divided by rooms sold, displayed as the average rental rate per room.

For vacation rentals = average daily rate charged per booked entire place listing. ADR includes cleaning fees but not other service fees or taxes.

RevPAR = Room revenue divided by rooms available. For vacation rentals = entire place listing ADR * occupancy.



H1 2024 HOTEL PERFORMANCE

Compared to other markets

Market	Occupancy	ADR	RevPAR	RevPAR % Difference
Asheville, NC (Buncombe County, NC)	62%	\$158	\$101	-
Charleston, SC (Charleston County, SC)	72%	\$178	\$129	+28%
Savannah, GA (Chatham County, GA)	74%	\$154	\$114	+13%
Wilmington, NC (New Hanover County, NC)	63%	\$141	\$89	-12%
Chattanooga, TN (Hamilton County, TN)	60%	\$115	\$69	-31%
Greenville, SC (Greenville County, SC)	69%	\$122	\$85	-16%
Myrtle Beach, SC (Horry County, SC)	55%	\$129	\$71	-30%
Gatlinburg/Pigeon Forge, TN (Sevier County, TN)	56%	\$134	\$75	-26%

Source: Smith Travel Research (all numbers rounded to the nearest dollar or percentage point)



H1 2024 VACATION RENTAL PERFORMANCE

Compared to other markets

Market	Occupancy	ADR	RevPAR	RevPAR % Difference
Asheville, NC (Buncombe County, NC)	50%	\$260	\$130	-
Charleston, SC (Charleston County, SC)	63%	\$465	\$299	+130%
Savannah, GA (Chatham County, GA)	62%	\$352	\$221	+70%
Wilmington, NC (New Hanover County, NC)	50%	\$287	\$148	+14%
Chattanooga, TN (Hamilton County, TN)	55%	\$201	\$110	-15%
Greenville, SC (Greenville County, SC)	55%	\$186	\$103	-21%
Myrtle Beach, SC (Horry County, SC)	52%	\$253	\$134	+3%
Gatlinburg/Pigeon Forge, TN (Sevier County, TN)	55%	\$321	\$178	+37%

Source: AirDNA, entire place (all numbers rounded to the nearest dollar or percentage point)

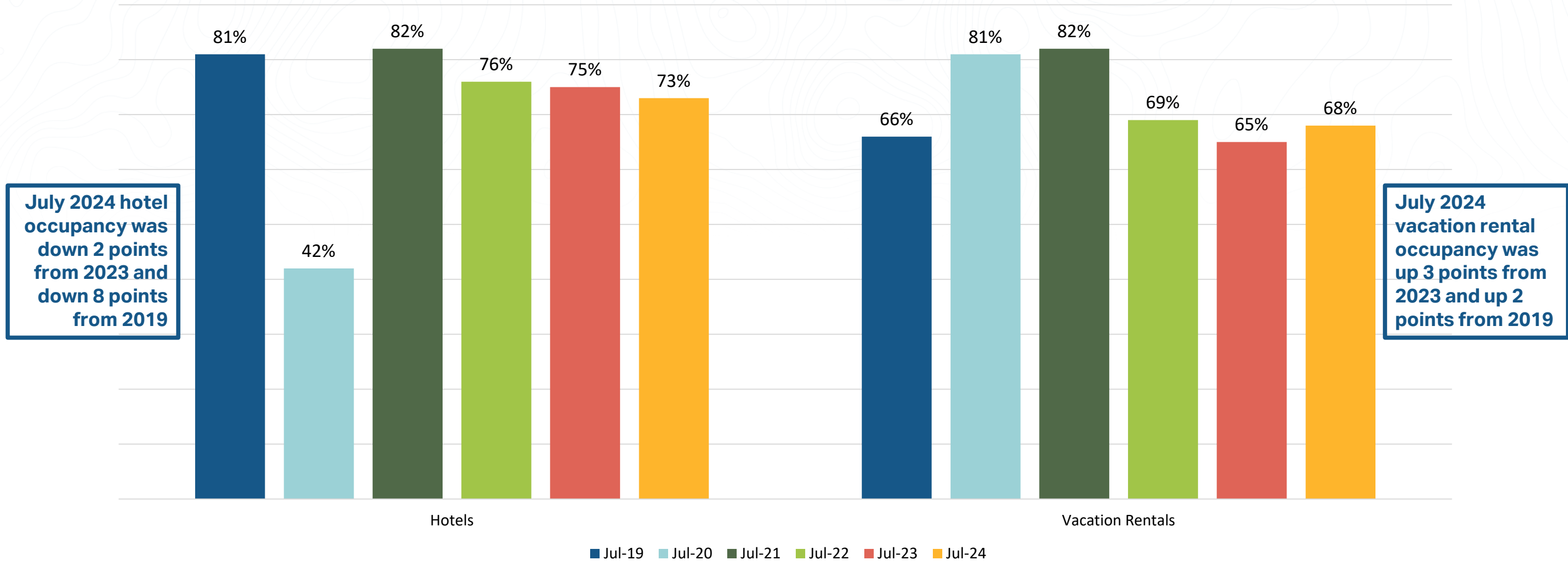




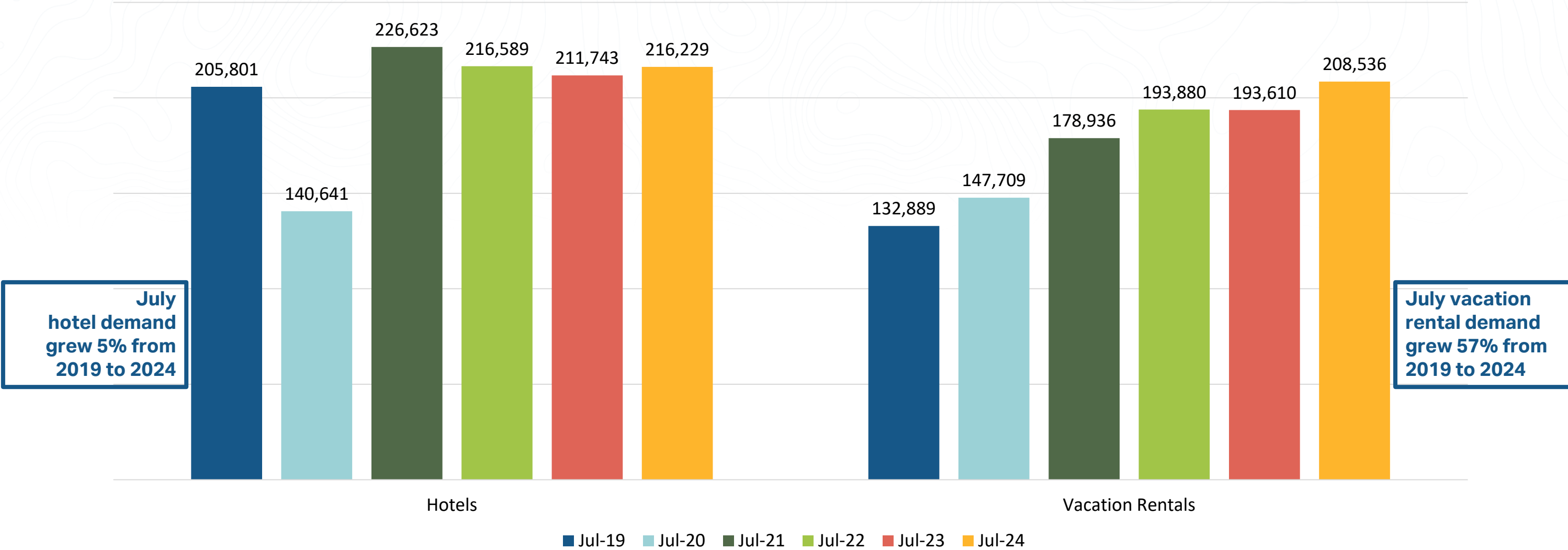
FY25 PERFORMANCE SO FAR

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JULY LODGING OCCUPANCY

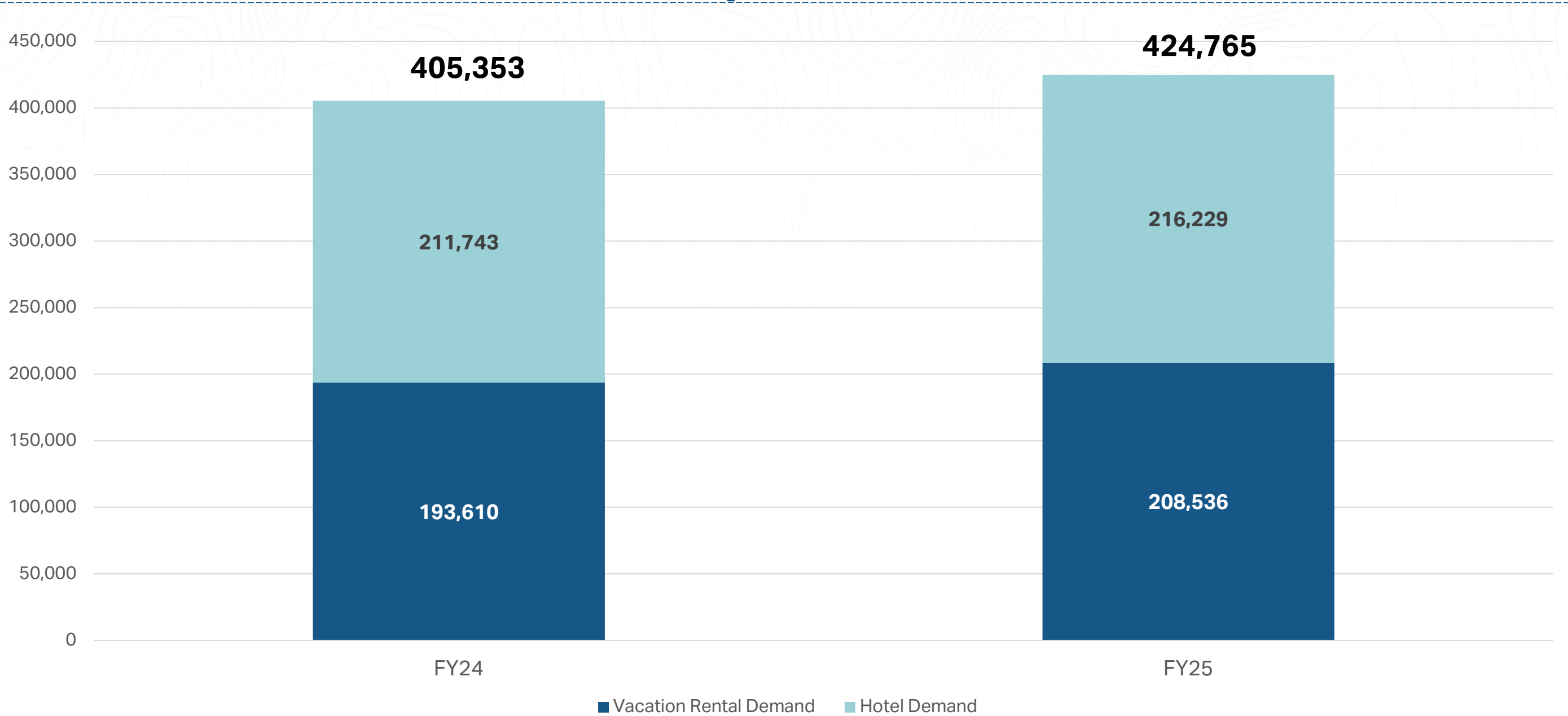


JULY LODGING DEMAND



TOTAL ROOMNIGHT DEMAND

Up 5% FYTD



NATIONAL TRENDS IMPACTING VISITATION TO ASHEVILLE

National Trends	Local Performance
STR & Tourism Economics lowered projections for 2024 U.S. hotel occupancy, rates and revenue	Asheville market traditionally has higher performance in back half of calendar year, including July & October
Hotel demand growth undershot U.S. GDP growth, historically unusual as the metrics typically correlate closely	Lodging demand has not kept pace with increase in supply; opportunity to absorb inventory in next 12-18 months
Higher-spending travelers continue to venture abroad and return to larger US cities	AVL air passengers up 11% through June 2024, drive visitors lag
Short-term rentals continue to take share from hotels; cruise line demand recovers	Vacation rental demand growth continues to outpace hotel demand growth (57% vs. 5% since 2019)
Demand drops for economy & midscale hotels as some consumers grow more cost conscious due to inflation & election year uncertainties	Economy hotel performance lags and has lost construction worker lodging to vacation rentals

Source: STR, Tourism Economics, CBRE



MARKETING & PROMOTIONAL STRATEGIES

To support businesses, sustain livelihoods for residents & generate necessary tax revenues for government partners

- 1 Continue consistent marketing engagement with core drive markets, while also focusing on quality visits from air visitors.
- 2 Seek out integrated marketing partnerships including experiences here in Asheville, creating concrete visitation.
- 3 Implement always-on marketing investments, while rotating seasonal and specialty market messaging.



QUESTIONS
INPUT
COMMENTS



OTHER UPDATES

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HAPPY 8-28 DAY!

Join us for the McCormick Field Groundbreaking Ceremony and Travel & Hospitality Night



The Asheville Tourists & The City of Asheville
Invite You to
The McCormick Field Centennial Restoration and Capital Improvements

Groundbreaking Ceremony

CELEBRATING 828 DAY!

August 28th, 2024
Ceremony Begins at 11:15am



GROUNDBREAKING

Wednesday, August 28



EXPLORE ASHEVILLE | POWERED BY Buncombe County Tourism Development Authority

JOIN US FOR THE SECOND ANNUAL
TRAVEL
&
HOSPITALITY
NIGHT

AT MCCORMICK FIELD

WEDNESDAY, AUGUST 28



TRAVEL & HOSPITALITY NIGHT

Wednesday, August 28

BCTDA ANNUAL MEETING

Save the date: September 16, 3-6pm



Travel and hospitality partners, community leaders and colleagues are invited to celebrate more than 40 years of shaping and investing in Asheville's deeply rooted, Ever evolving community.

- Keynote speaker **Rohit Bhargava** is a trend-watching speaker on a mission to inspire audiences to think and market in non-obvious ways
- The recipient of the **25th annual William A.V. Cecil Award** will be revealed and recognized
- Gain meaningful insights and foster stronger partnerships through networking

Stick around after the presentation to enjoy tasty bites, craft beverages, beautiful views from the Crest Pavilion and valuable networking with industry colleagues and friends.

LOCAL FESTIVALS & CULTURAL EVENTS

Supported by Explore Asheville and the BCTDA

August Events

- AVL Fest
- The 16th Annual Asheville Comedy Festival
- Bite Me AVL
- James Beard Foundation Taste America: Asheville
- Come To Leicester Artists Studio Tour
- Harvest Records & Asheville FM – Transfigurations IV
- 5th Annual Asheville FM Record Fair
- Beer City Cup

September Events

- Boomtown FestAVL & Symphony in the Park
- Punch Bucket Literary Asheville Festival
- Eliada Fall Festival and Corn Maze
- Sow & Grow Fest
- ASAP Farm Tour
- The Big SPEAK: Aspire Higher
- Asheville Quilt Show
- Goombay
- Blue Ridge Pride Festival

The Festival & Cultural Event Support Fund was designed to provide financial support to local nonprofits for events that serve both the residents of Buncombe County and the visitors who travel to the Asheville area.

Event sponsorships are also accepted on a rolling basis. More information is available at [AshevilleCVB.com](https://www.AshevilleCVB.com).





MARKETING UPDATE

Dodie Stephens

Explore Asheville | Vice President of Marketing

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FY25 MARKET STRATEGY

Core Markets

**Revisited seasonally during the briefing stage for certain partnerships/tactics; Reference seasonal briefs for any shifts after Fall.*

Atlanta
Birmingham
Charleston, SC
Cincinnati
Columbia, SC
Ft Myers/Naples
Jacksonville
Lexington
Louisville
Miami/Fort Lauderdale
Nashville
Norfolk
Orlando
Raleigh/Durham
Savannah
Tampa
Washington DC
West Palm Beach

Opportunity Markets

Austin
Chicago
Dallas/Ft Worth
Denver
Houston
New York
Philadelphia

Focus Markets

Tampa
DC
Atlanta
Nashville
Chicago

Travel Intent Markets

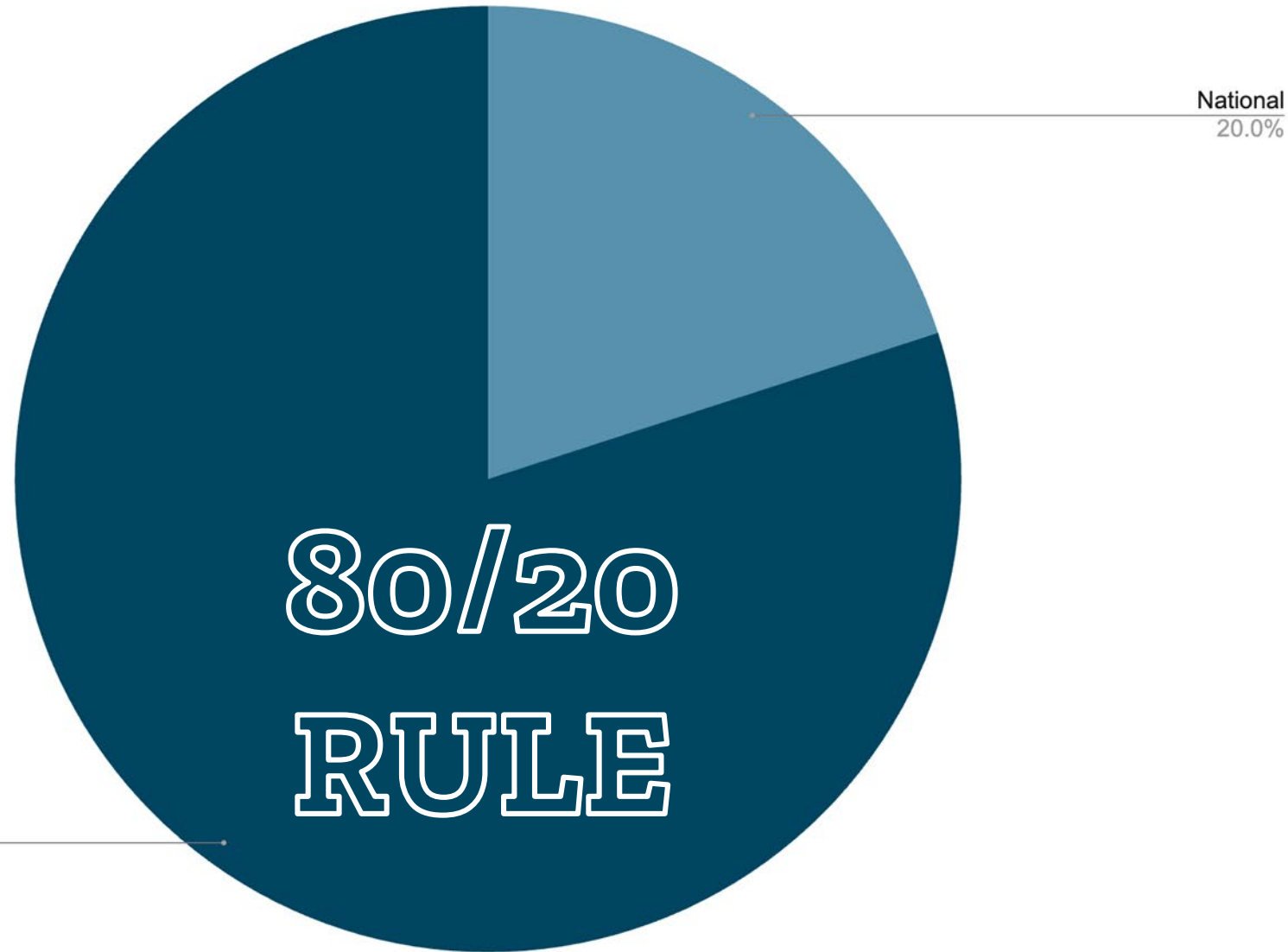
Charlotte
Greensboro/High Point
Greenville/Spartanburg
Knoxville
Tri-Cities TN/VA

Nonstop Flight Markets

**Markets will shift pending available flight routes and growth opportunity (pending available data from the Asheville airport).*

Austin
Baltimore
Boston
Chicago
Dallas
Denver
Destin
Ft Lauderdale
Ft Myers/Punta Gorda
Houston
Key West
Las Vegas
Miami
Minneapolis
New York
Orlando
Phoenix
Philadelphia
Sarasota
St Pete/Clearwater
Tampa
Washington DC
West Palm Beach

FY25 MARKET PRIORITIES



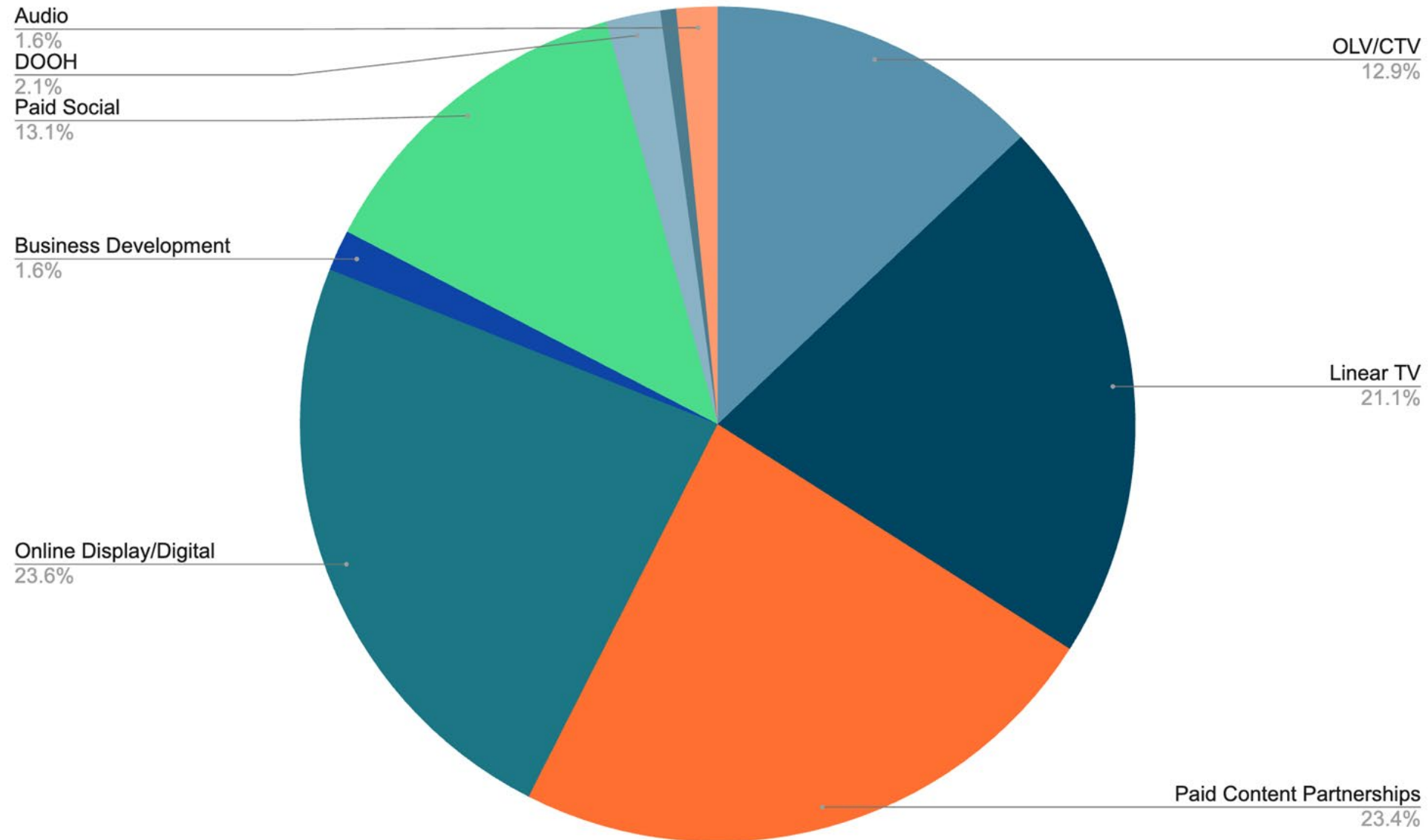
- Media is geo-informed to capture the markets with the highest value travelers.
- Majority investment in regional + drive markets.
- Leverage existing visitation data and audience representation showing high spend value.
- Seasonal adjustments.

Top 10 Revenue Markets: Comparative Hotel Stay Value

Feeder Market ▲	Market Share of Total Hotel Revenue	Hotel Comparative Stay Value
Atlanta-Sandy Springs-Marietta	11%	\$15
Charleston-North Charleston-Summerville	3%	\$42
Charlotte-Gastonia-Concord	13%	\$-63
Chicago-Naperville-Joliet	3%	\$36
Greenville-Mauldin-Easley	3%	\$-55
Miami-Fort Lauderdale-Pompano Beach	4%	\$104
Nashville-Davidson--Murfreesboro--Franklin	4%	\$-2
New York-Northern New Jersey-Long Island	4%	\$129
Raleigh-Cary	8%	\$-24
Washington-Arlington-Alexandria	4%	\$76

Last 12 Months (Rolling) ; Differential to Average Stay Value

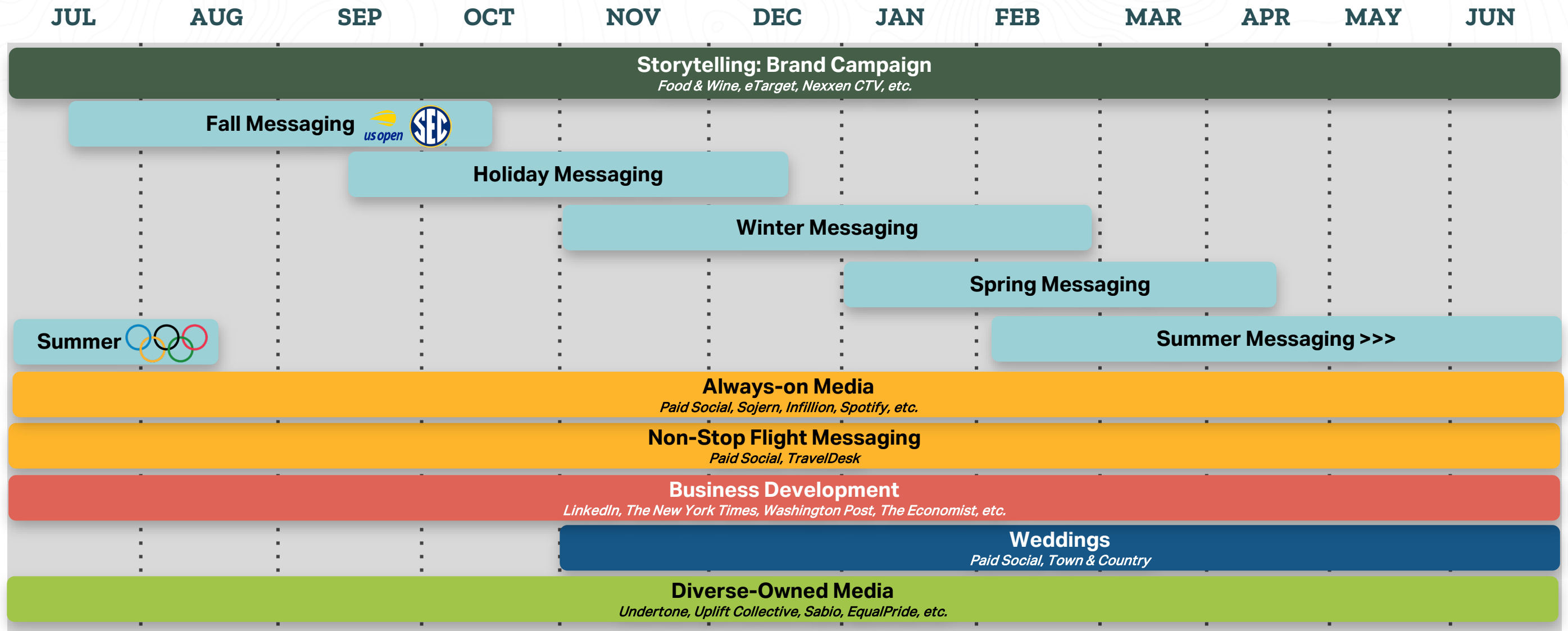
FY25 MEDIA INVESTMENT BY CHANNEL



- Media mix of display, video, social, travel endemic and publisher partnerships complete a full funnel approach.
- Linear and streaming/CTV are sequential with a budgetary focus on Linear.
- Social continues to be a top platform for audience engagement.
- Audio is growing and diverse in its offerings.
- Publisher partners provide the greatest opportunity for Asheville area storytelling.



FY25 PAID MEDIA OVERVIEW: FLOWCHART





Bal Harbour Shops x Asheville

ALIGNING WITH LIFESTYLE BRANDS FOR QUALITY VISITS

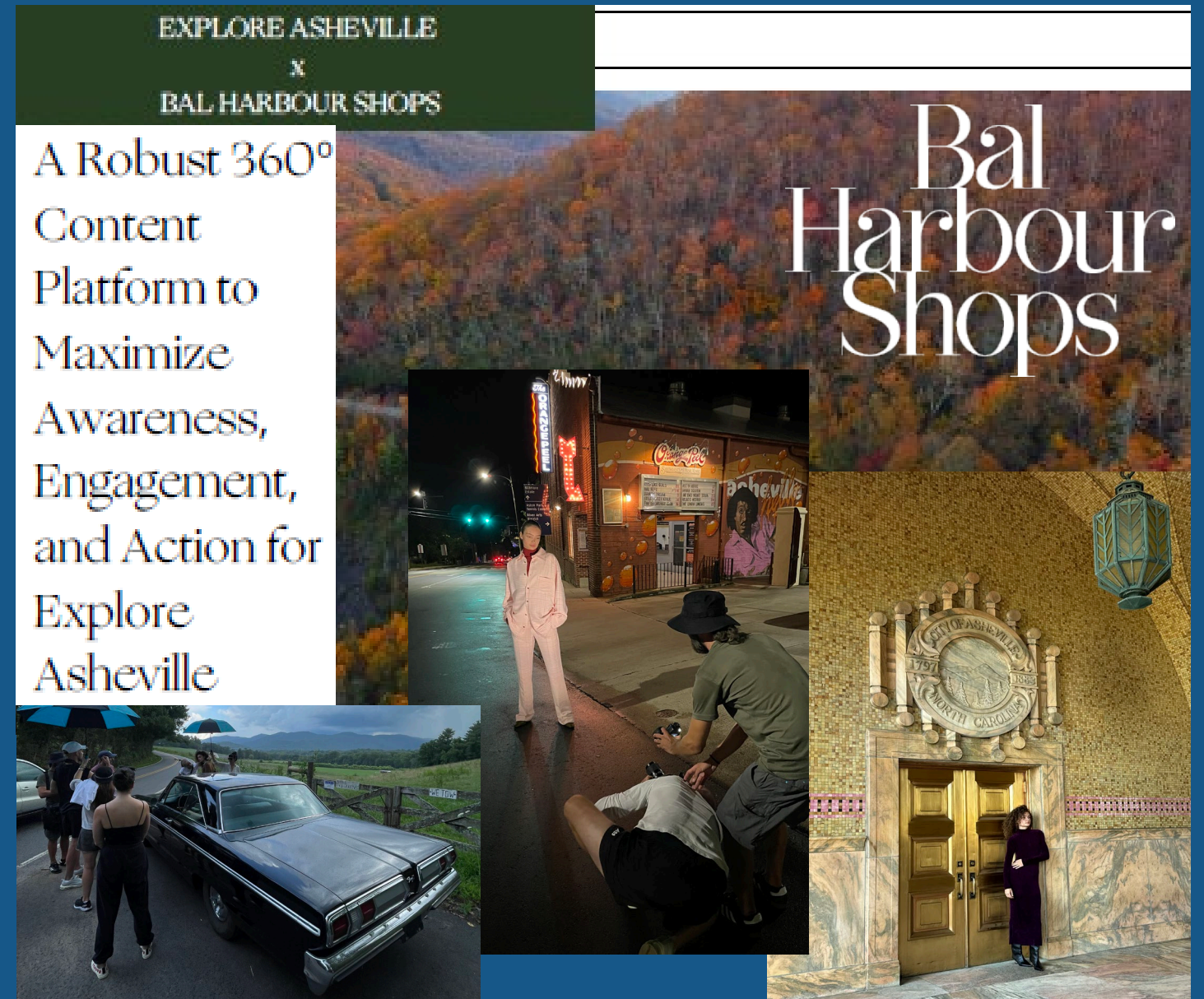
Based in Miami, FL, **Bal Harbour Shops** draws customers from all over the country and internationally. Owners of Bal Harbour have had a family home in Asheville for years.

- Shot in the Summer of 2024, a **10 to 12-page fashion photoshoot will introduce key areas and attributes of Asheville to readers of BH magazine's Fall and Holiday issues.**
- **"Behind the Cover" editorial** to run in Fall 2024 issue and a "3-2-1" travel editorial in the Holiday 2024 issue.
- Photos from the photo shoot will run across all BHS channels: **Magazine, Website, E-News, Social Media.**

BHS Access: Asheville

Curated VIP events creating intimate and engaging conversations with customers.

- **Explore Asheville to host VIP event in the Access Suite at BHS Miami spring 2025.**



Town & Country WEDDINGS SPOTLIGHT

- Behind sports, weddings are the second largest group market segment booked by Explore Asheville. We are partnering with Town & Country this fall to shoot its upcoming editorial Weddings section in Asheville, for feature in the April 2025 Issue.
- Further amplification includes digital, native, social promotion, high impact display units and custom content.



Champions of Conservation

HONORING SUSTAINABILITY WITH GARDEN & GUN

Garden & Gun's third annual **Champions of Conservation** –**September 25**--celebrates the leaders and innovators in sustainability whose groundbreaking work and environmental projects are making waves across the globe.

- Collaborating with **Land to Market's Covering Ground** regenerative agriculture conference at Hickory Nut Gap **September 26**.
- Driving visitation to through **Cocktails & Conversation** event promotion celebrating the 2024 Champions.

Program Elements:

- Editorial sponsorship of Champions 2024 Program.
- Multi-channel social media promotion across Facebook, Instagram and X.
- Digital article on GardenandGun.com including site promotion and 100% SOV article banners.
- Sponsored *Talk of the South* e-newsletter.



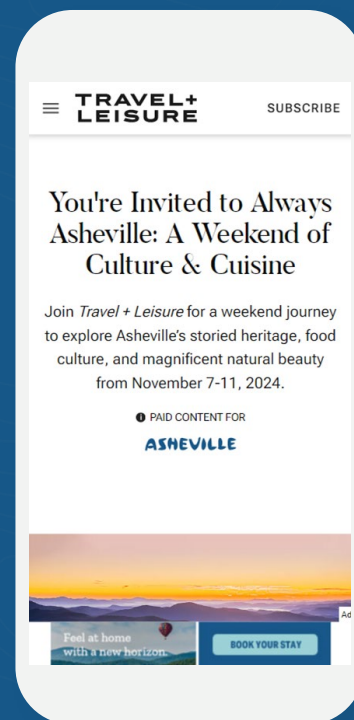
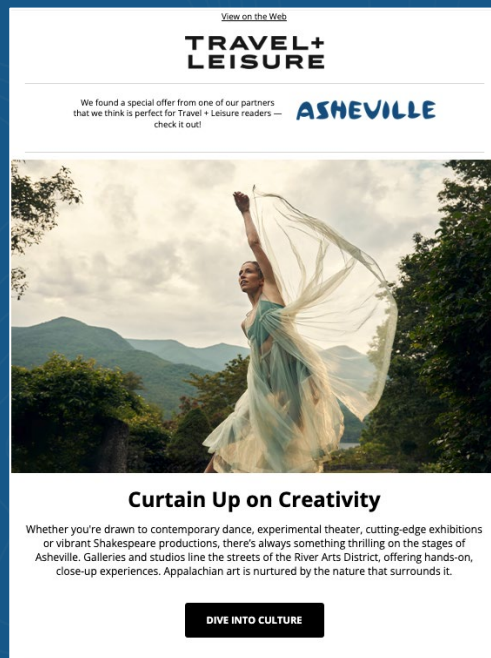
GARDEN & GUN



Travel + Leisure

READER TRIP | November 7-11, 2024

- Explore Asheville partnered with Travel + Leisure to create a Curated Reader Trip to Asheville this fall.
- Program Inclusions:
 - An unparalleled itinerary showcasing the Asheville area in elevated ways, with exclusive access to distinctive activities drawing readers into the allure of Asheville.
 - Consistent print and digital placements leading up to the event to educate, build awareness and drive travel consideration and bookings for this extraordinary experience.



PROMOTION

TRAVEL+ LEISURE

INVITES YOU TO

Always Asheville

A WEEKEND OF CULTURE & CUISINE IN THE HEART OF THE BLUE RIDGE MOUNTAINS

CURATED WITH EXPLORE ASHEVILLE

November 7-11, 2024

BOOK NOW BY CALLING 877-360-9020

Space is limited. See terms and conditions for additional details.

ASHEVILLE

TERMS & CONDITIONS: Meredith Operations Corporation – part of Dotdash Meredith (“Travel + Leisure”) and Explore Asheville Convention & Visitors Bureau’s “Always, Asheville: A Weekend in the Heart of the Blue Ridge Mountains” (“the Trip”) is available for bookings by calling 1-877-360-9020. Bookings accepted Monday, March 4, 2024 through Wednesday, July 31, 2024, or until all spots are filled. Trip travel dates are November 7 to November 11, 2024. Space is limited. Payment must be made with an accepted credit card. A 25% deposit will be charged by The Flat Iron Hotel at the time of booking and is non-refundable. The full balance of the Trip price will be automatically charged to the credit card on file on Thursday, August 1, 2024 and is non-refundable after this date. Change fees will apply to any alterations to the Trip itinerary made by the guest after Thursday, August 1, 2024. Explore Asheville Convention & Visitors Bureau and/or Travel + Leisure have the right to cancel the Trip for any reason no later than 30-days before Trip date and in such event the Trip is fully refundable. All rooms are max double occupancy. Booking limit of two (2) rooms per reservation. All attendees are responsible for their airfare costs to and from Asheville. Must be 21 years or older to attend. Travel + Leisure and Explore Asheville Convention & Visitors Bureau will not be held responsible for injury or accident throughout your Trip. The Trip price is available upon request and will be quoted in U.S. dollars. For price, please call 1-877-360-9020. For complete terms & conditions, plus additional information on our privacy policy, image usage and risk policy please visit travelandleisure.com/always-asheville.

Join *Travel + Leisure* and Explore Asheville for an unparalleled weekend exploring the storied heritage, food culture, and natural beauty of **Asheville, North Carolina**.

THURSDAY
A VIP Welcome

- Celebrate your arrival with a rooftop cocktail party at The Flat Iron Hotel, followed by dinner in the hotel’s Italian restaurant Luminosa, and nightcaps in the hotel’s hidden speakeasy.

FRIDAY
By Air & By Land

- Take to the sky on a sunrise hot air balloon ride with Asheville Balloon Company.
- Be immersed in George Vanderbilt’s magnificent Biltmore with a three-course private luncheon, a viewing of the Chihuly at Biltmore exhibition, a tasting at Biltmore Winery, and more.
- Savor a private dinner at Neng Jr.’s, a 2023 James Beard Award nominee.

SATURDAY
A Taste of Culture

- Dive into the local arts scene with visits to the Asheville Art Museum, LEAF Global Arts Center, and the River Arts District, home to nearly 300 working artists’ studios.
- Head to the Governor’s Western Residence for a private dinner with James Beard Award-winning chef Katie Button, of Curaté.

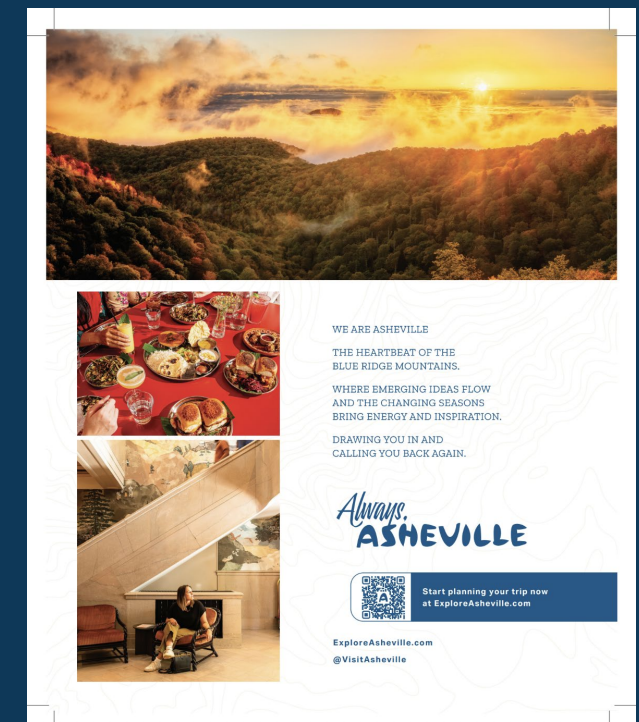
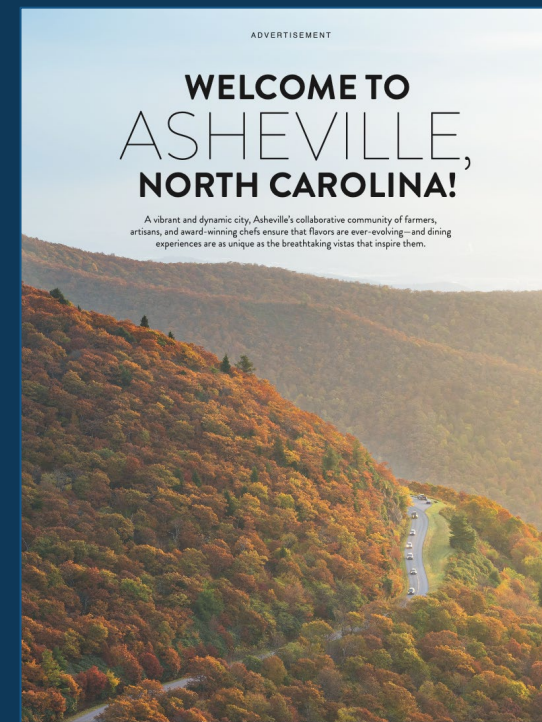
SUNDAY
Green Grounds & Cool Sounds

- Discover Citizen Vinyl, which merges a recording studio with press machines and a café/bar.
- Explore Gaining Ground Farm and indulge in a private luncheon with James Beard Award-nominated chef John Fleer, of Rhubarb.
- Spend an expansive evening at Lake Eden Retreat, with a farewell supper and exclusive live entertainment by Steep Canyon Rangers and Becky Stone.



Food & Wine, Travel + Leisure FINDING FOODTOPIA

- Culinary-focused partnership in **October 2024** with **Dotdash Meredith** anchored in editorial alignment around highly popular **Best New Chefs** issue, digging deeper into the Asheville area's culinary roots and current innovations.
- Positions Asheville as **Foodtopia** through immersive and engaging content.
- Includes **digital, print, native and social amplification**.
- Additional brand ads in **T+L's September Culinary Issue**.





Driving Demand for Fall: NEW WEBSITE LAUNCH

EXPLORE
ASHEVILLE
POWERED BY | Buncombe County Tourism
Development Authority

FALL IN LOVE WITH ASHEVILLE



ASHEVILLE FALL COLOR REPORT

Proactive Storytelling

EARNED MEDIA: COVERAGE ON THE HORIZON

Secured Placements:

- New York Times | Labor Day round-up (August)
- Forbes Travel Guide | Asheville Black Culture Heritage Trail (September)
- Southern Living | Black Mountain feature (Fall issue)
- Travel + Leisure | Asheville Black Culture Heritage Trail (February issue)

Hosted Media:

- Travel + Leisure (Sept.)
- Popsugar (Sept.)
- The Zoe Report, Tripadvisor, InsideHook (Oct.)
- Robb Report, Afar, Vogue, Business Insider (Oct.)
- CNN, HuffPost (Nov.)

Media Missions:

- NYC Media Mission with Visit North Carolina (Sept.)
- Black Travel Alliance Summit & Wavelength (Oct.)
- Society of American Travel Writers (SATW) Conference (Nov.)
- TravMedia International Media Marketplace (IMM) (Jan. 2025)

Southern Living

TZR
THE ZOE REPORT

Forbes ★★
TRAVEL GUIDE

Tripadvisor

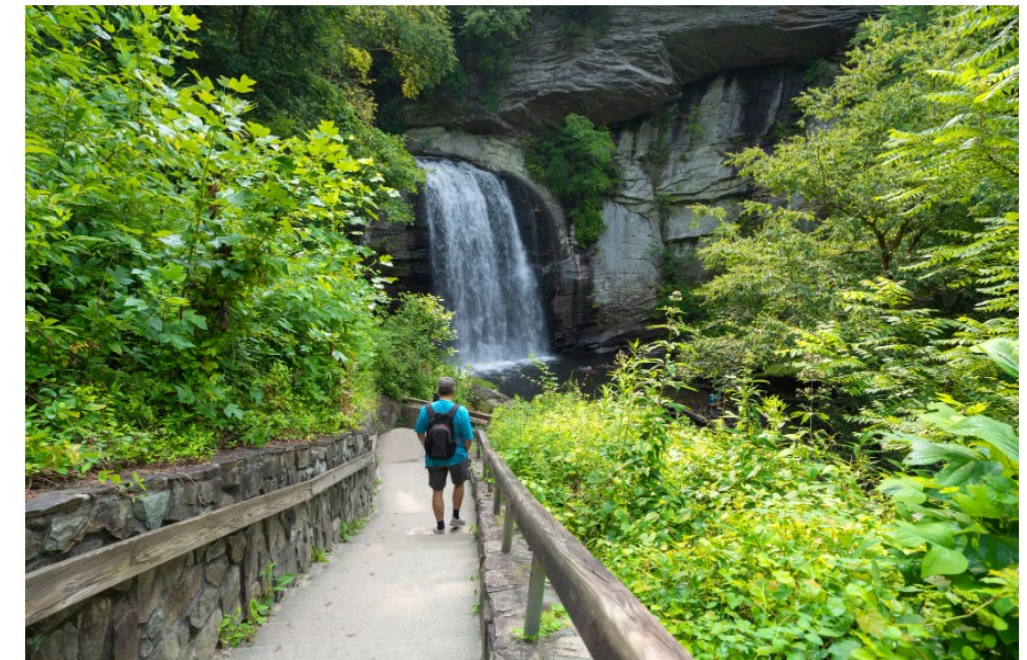
TRAVEL+
LEISURE

INSIDEHOOK

The New York Times

7 Last-Minute Escapes for Labor Day Weekend

If you're still hoping to stretch out the last days of summer, there are places in North America that are not too hot, not too crowded and not necessarily that far away.



PS

POPSUGAR.

Robb Report

HUFFPOST

CNN travel



Business Development Marketing

STRENGTHENING ASHEVILLE'S TRADESHOW PRESENCE

New video introduces meeting planners to the collaborative, innovative, ever-evolving spirit that runs through meetings and events in our Blue Ridge Mountain city, inspiring them to learn more and submit an RFP.

- Sales presentations
- Tradeshows
- Marketing on paid and owned channels

Winning Awards: New Trade Show Booth Design

Explore Asheville debuted a new 10'x20' tradeshow booth this month at the American Society of Association Executives' annual meeting. More than 500 people stopped to meet the sales team.

The new booth was awarded **Third Place in the "Best in Show"** category out of a pool of over 400 exhibitors.



QUESTIONS
INPUT
COMMENTS



CITY UPDATES

Vice Mayor Sandra Kilgore

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COUNTY UPDATES

Commissioner Terri Wells

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BOARD MEMBER UPDATES

Brenda Durden
BCTDA | Chair

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POWERED BY | Buncombe County Tourism
Development Authority

THANK YOU, OUTGOING BOARD MEMBERS

We appreciate your dedicated service to the BCTDA, Kathleen and Scott!



KATHLEEN MOSHER

BCTDA BOARD
2020 – 2024

BOARD CHAIR
2021 – 2023



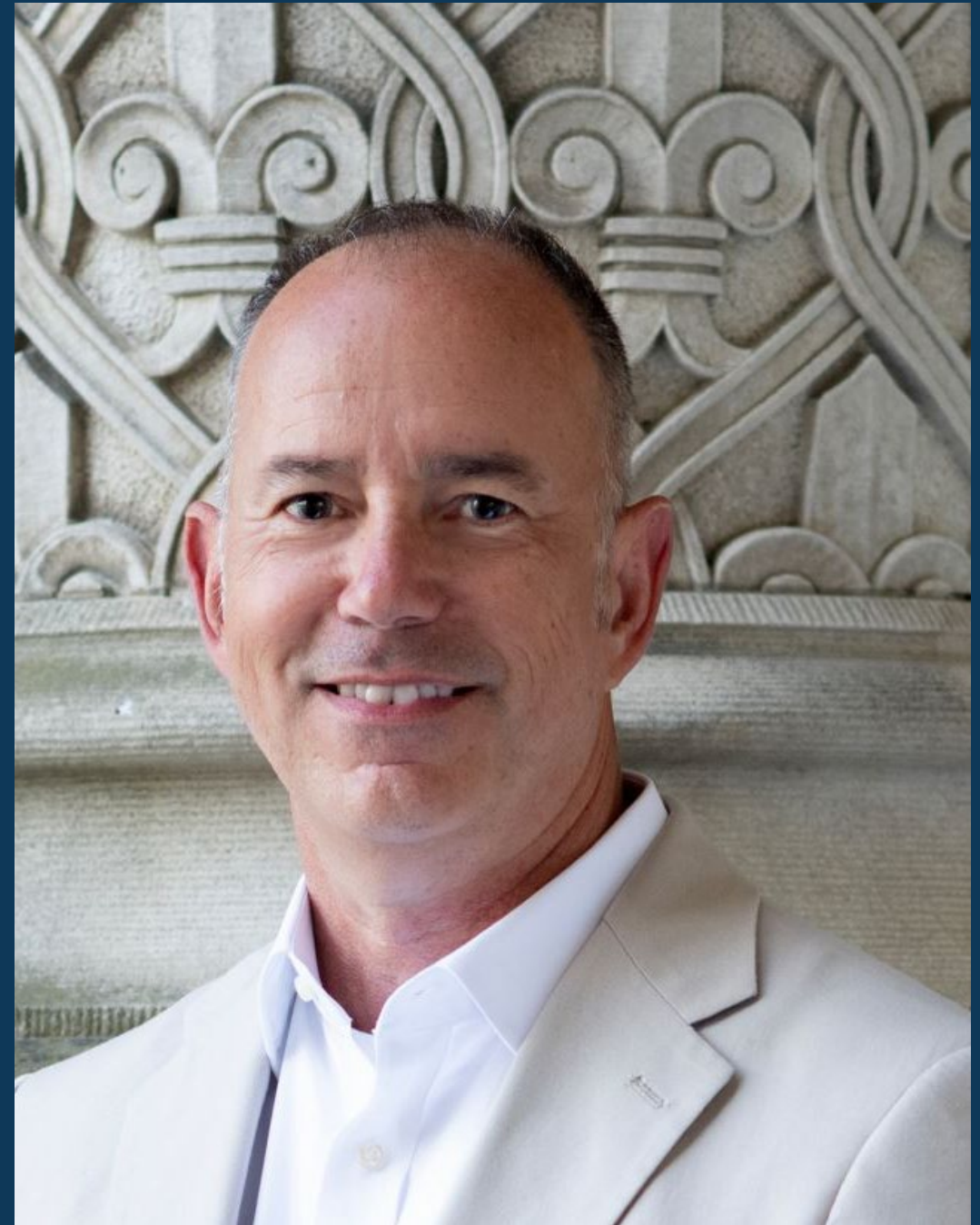
SCOTT PATEL

BCTDA BOARD
2021 – 2024

TIM ROSEBROCK

New Chamber-appointed BCTDA Board Member

- Tim Rosebrock will be replacing Kathleen Mosher on the BCTDA Board, effective September 1, 2024
- Tim is Biltmore's Vice President of Compliance & Legal Services
- Tim was appointed to the position by the Asheville Area Chamber of Commerce
- He represents an individual actively involved in the tourism business who has participated in tourism promotion as an executive from a ticketed tourist attraction
- Tim's first 3-year term runs through August 31, 2027; he will be eligible for reappointment to a second 3-year term



SEPTEMBER 3 APPLICANT INTERVIEWS

Candidates for the open BCTDA position will be interviewed by Commissioners

- A replacement lodging representative (owner or operator of a hotel, motel, bed and breakfast, or vacation rental management company, with 100 or fewer rental units) is needed to replace Scott Patel
- Applications for this volunteer position opened in June
- Buncombe County Commissioners decided to interview the following three applicants:
 - Joe Balcken, Wrong Way Campground
 - Randy Claybrook, Bent Creek Lodge
 - Himanshu Karvir, Virtelle Hospitality
- Following interviews, a new board member will be appointed





MISCELLANEOUS BUSINESS

Brenda Durden
BCTDA | Chair

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Development Authority



PUBLIC COMMENTS

Brenda Durden
BCTDA | Chair

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Development Authority

LIVE VIRTUAL PUBLIC COMMENTS

Chair Brenda Durden

Members of the Public were invited to sign-up to virtually share live comments during today's in-person BCTDA meeting.

As of the 12:00 p.m. registration deadline on Tuesday, August 27, no requests to speak had been received.



IN-PERSON PUBLIC COMMENTS

Chair Brenda Durden

Upon arrival to this morning's BCTDA meeting, anyone who indicated a desire to make public comments completed the Public Comment Sign-In Sheet, affirming they agree to abide by the Rules of Decorum.



A FEW REMINDERS

Chair Brenda Durden

Additional materials, including the PowerPoint presentation, will be posted online later today.

The next BCTDA meeting will be held on Wednesday, September 25, 2024, at 9:00 a.m. in the Explore Asheville Board Room

For more information go to:

- AshevilleCVB.com
- About the Buncombe County TDA section
- Find out about upcoming BCTDA meetings or Review past BCTDA meeting minutes & documents

The screenshot shows the top navigation bar of the Explore Asheville website. The logo 'EXPLORE ASHEVILLE' is on the left, with 'POWERED BY Buncombe County Tourism Development Authority' below it. The navigation menu includes 'About Buncombe County TDA' (highlighted with a yellow box and an arrow), 'Visitor Information', and 'Partner Login'. Below the menu are dropdowns for 'What We Do', 'Business Toolkit', 'Research & Reports', 'News & Events', 'Community Programs', 'COVID-19 Resources', and 'Contact Us'. The main content area features a blue header 'About the Buncombe County TDA' and a section titled 'What is the Buncombe County Tourism Development Authority?' with a paragraph of text and a list of four links: 'Meet the members of the Buncombe County TDA Board >>', 'Find out about upcoming BCTDA meetings >>', 'Review past BCTDA meeting minutes & documents >>', and 'Read past editions of the Tourism Community Update, providing highlights of BCTDA meetings >>'. A yellow arrow points to the third link in the list.



ADJOURNMENT

Chair Brenda Durden

Questions/Comments

Suggested Motion:

Motion to adjourn the BCTDA Meeting.

Motion Second

Discussion

Vote



THANK YOU

See you at the next BCTDA meeting!

Wednesday, September 25, 2024 | 9:00 a.m.

Explore Asheville Board Room | 27 College Place

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority