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## **Explore Asheville Partner Connect** **September 11, 2017**

### **Greetings Partners!**

We look forward to seeing you for the BCTDA Annual Meeting this Wednesday and the Open House Party next week. During the past fiscal year (ending June 30), hotel demand increased 3.8 percent and total lodging revenue was up 13 percent. A new analysis presented at the last BCTDA board meeting reported that the number of rooms sold in Buncombe County was up 10.8 percent when we combine the data reported from Smith Travel Research and AirDNA. You can download the report at [AshevilleCVB.com](http://AshevilleCVB.com) and learn more about the strategies that generated visitation at the Annual Meeting.

As we celebrate another successful year for tourism in our community, I'd like to thank and congratulate the Explore Asheville team. They are committed to achieving our mission to be a leader in the economic development of Buncombe County. This year has required an extra dose of flexibility, resilience and good humor. Thank you, CVBers!



See you soon!

A handwritten signature in black ink that reads "Stephanie".

**Stephanie Pace Brown**  
President & CEO  
Explore Asheville

## ~ UPCOMING EVENTS ~

### **BCTDA 2017 Annual Meeting**

**Wednesday, September 13, 2017, 3:00 - 6:00 p.m.**

**Check-in at 2: 30 p.m. | Program begins at 3:00 p.m.**

**Country Club at The Omni Grove Park Inn, 290 Macon Avenue**

Registration is at capacity. If you registered for the event and your plans have changed, please [let us know](#) so we can notify partners on the wait list.

\*\*\*Parking is recommended at the Sports Complex, and shuttles are available for transport to the Country Club. Parking is free for the first 3 hours. Click [here](#) for a map of the property.\*\*\*

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### **Explore Asheville Open House**

**Wednesday, September 20, 2017, 3:00 - 6:00 p.m.**

**Explore Asheville CVB, 27 College Place**

The Explore Asheville team is excited to invite you for a tour of our new office at 27 College Place! Network with staff and our new neighbor organizations, Asheville Independent Restaurant Association (AIR) and the Asheville Buncombe Regional Sports Commission. Join us for a fun afternoon of networking at the new Explore Asheville Headquarters! Light refreshments provided. RSVP [today!](#)

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### **Explore Asheville CVB 101 + Extranet Training**

**Friday, September 22, 2017, 10:00 - 11:30 a.m**

**Explore Asheville CVB, 27 College Place**

Check the calendar on [www.AshevilleCVB.com](http://www.AshevilleCVB.com) for details and to RSVP!

## **Bureau Buzz**

### **Doors Open on New Explore Asheville Office**

Explore Asheville opened the doors of our new office last week for a Media Preview. Community partners Asheville Independent Restaurant Association (AIR), Asheville Buncombe Regional Sports Commission, Asheville Symphony, Asheville Downtown Association, Asheville Music Professionals, River Arts District Artists and friends helped celebrate the occasion with a toast. Come visit us in the

new space at our [Open House Party](#) on Wednesday, September 20.



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### **Submit Your News and Updates for the Fall Media Tour**

PR Manager Landis Taylor will be hitting the road the week of September 17 for Explore Asheville's annual Fall Media Tour. This year she'll be visiting Columbia, Charleston, Augusta and Atlanta to promote Asheville's fall color season via broadcast appointments. She'll also be meeting with editors, freelance writers and social media influencers to share the news of what is new in the area. Please send any fall updates for your business to [news@exploreasheville.com](mailto:news@exploreasheville.com) by Friday, September 15.

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### **Online Payment Option for Occupancy Tax Remittance**

Buncombe County Finance has launched a convenient new online payment feature for lodging properties to remit monthly occupancy tax payments and reports. Learn more [here](#).

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### **Partner with the Group Sales Team to Secure More Meeting and Motorcoach Business**

Interested in partnering with the Explore Asheville Group Sales team in efforts to secure more meeting and motorcoach group business? Help us show off our city at industry trade shows, client events and FAM tours.

Visit the [Group Sales & Meetings Services page at ExploreAshevilleCVB.com](#) to see a list of partner opportunities. Contact Group Sales & Service Coordinator [Leann Swims](#) with questions.



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### **Notable Clips**

The PR team generates significant stories about the Asheville area in national news outlets - here are a few of the most recent clips:

*Food & Wine* | ["Katie Button is Bringing Spain's Vermuterías to the U.S."](#)

*USA Today* | ["50 States, 50 Standout Sandwiches"](#)

*Business North Carolina* | ["How the River Arts District Accelerates Asheville's Appeal"](#)

*Smarter Travel* | ["How to do a Weekend in Asheville, North Carolina"](#)

*Smarter Travel* | ["WOW: Champagne Bookstore in Asheville"](#)

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## **Sales Department Highlights**

Carla McGlynn traveled to Brooklyn, NY 

for a Smart Meetings NY event and sales calls. Shawn Boone conducted sales calls in Atlanta. Tina Porter and Carla McGlynn along with Renaissance Asheville Hotel and Accents on Asheville exhibited at the ASAE Annual Meeting & Expo. Explore Asheville also sponsored the Chuck Fazio HeadShotLOUNGE at ASAE. Molly Nelson traveled to New Orleans to attend Connect Marketplace and conduct sales calls.

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## **Who's In Town?**

The CVB sales team booked 13 meetings and sporting event groups, and nine weddings that came to Asheville in August, resulting in 6,336 contracted rooms!

- Accreditation Assoc. for Ambulatory Health Care Inc. 2017 Strategic Planning
  - Affinity Health Center-2017 Staff Retreat
  - 2017 Riverside Summer Shootout - Girls Weekend
  - 2017 Riverside Summer Shootout - Boys Weekend
  - Asheville's Ultimate 21st Annual HoDown
  - Carolina Foothills Federal Credit Union
  - Embroiderers' Guild of America-EGA 2017 National Seminar
  - 2017 Flack-Council-Coleman Reunion
  - Halftime Institute-Halftime TFR 2017
  - NC National Barrel Horse Competition
  - RouteMatch Software-CTAA SUN Conference
  - Top Tier Travel-Bristol Race 2017
  - ULI Carolina's Regional initiative Councils (RIC)
  - University of North Carolina Asheville (UNCA)-UNC Asheville Soccer
  - NC's Response to Human Trafficking: Making It Work on the Ground 2017
  - Virbac MidAtlantic Region Meeting
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## **In the Community**

**2018 SoCon Tournament Tip-Off and Ticket Launch Party**



## The Southern

Conference and the Asheville-Buncombe Regional Sports Commission will be hosting a 2018 SoCon Tournament Tip-Off and Ticket Launch Party on Thursday, October 25, at Highland Brewing Company from 5:30 p.m. – 7:00 p.m. Free food, drinks and a chance to win valuable prizes for those in attendance. Attendees will have the opportunity to purchase the best seats in the house for this year's tournament. Guest speakers will include East Tennessee State Men's Basketball Head Coach Steve Forbes and Furman University Women's Basketball Head Coach Jackie Carson.

For more information, contact Demp Bradford at the Asheville-Buncombe Regional Sports Commission at [demp@ashevillesportscommission.com](mailto:demp@ashevillesportscommission.com). An official invitation and RSVP link will be available on SoConHoops.com in the near future.

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## Partner Opportunities

### Create a Coupon & Get Featured on the SoCon Microsite

The Southern Conference Basketball Championships will return to the U.S. Cellular Center March 1-5, 2018. Engage with visiting fans with a coupon listing on the ExploreAsheville.com SoCon microsite! This page will be promoted by the conference and member schools to help people get excited about visiting Asheville and will provide exposure to your business. Click [here](#) for coupon instructions. Use the coupon category "SoCon". Deadline to participate is Friday, September 15.

[View last month's Performance Index](#)

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27 College Place

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