

Explore ASHEVILLE

Convention & Visitors Bureau

October 4, 2019

CVB 101 | Research & Reports | Sales & Marketing

Greetings!

Even though it may not feel like it, fall is just around the corner! The team has been busy preparing for the start of weekly Fall Color Reports. Check out the story below to learn where to find the best fall color, and how to share that information with your guests and customers.

We've also been hard at work preparing for the upcoming **Tourism Management Forum** on October 23. This is an important milestone in the development of the Tourism Management & Investment Plan to Build Community Assets. I encourage you and your colleagues to attend to hear a Phase I report including insights on community concerns and priorities. More details below.



See you soon!

A handwritten signature in black ink that reads "Stephanie". The signature is fluid and cursive.

Stephanie Pace Brown

President & CEO

Explore Asheville

SAVE-THE-DATES

OCTOBER

23

Tourism Management Forum

As you know, the Tourism Product Development Fund (TPDF), a community grant program administered by BCTDA, is undergoing an evolution. With an initiative known as the Tourism Management and Investment Plan to Develop Community Assets (TMIP), the TPDF will transition from an application-based process to a long-range investment strategy based on community input and collaboration with public entities.

The objective of TMIP is to become more proactive and strategic in how revenue from the TPDF is invested in future years.

Please join us for a free public Tourism Management Forum on Wednesday, October 23, 6 – 7:30 p.m., at AB Tech's Ferguson Auditorium, with doors opening at 5:30 p.m. This event will include a progress report on TMIP to include results of the surveys that took place in August with input from partners, visitors and residents.

The presentation will also include other findings related to Buncombe County's authentic heritage, local economy, capacity and affordability, infrastructure and capital investment, and connectivity.

[REGISTER >>](#)

- **November 20** - "Build the Perfect Listing & ExploreAsheville.com Advertising Opportunities" Partner Forum
- **December 10** - Explore Asheville Holiday Party

Bureau Buzz

Happy Autumn, Fall Color Fan!



During the coming weeks, fall will ignite a palette of vibrant colors throughout the Blue Ridge Mountains. Asheville is ready to welcome you and serve as your homebase for what [experts say will be a beautiful fall leaf season!](#) As the fall color change begins, the [mountain wildflowers are putting on a beautiful display](#) of their own.

Your first full [weekly Fall Color Report](#) will arrive next week! The report will include photos from our fall color hunters, locals and visitors, plus information on where to find the best fall color and how to experience the [many new adventures](#) of the season.

[Check out the 2019 Fall Color Schedule and Forecast!](#)

WelcomeToAVL.com: Customized Collateral with Your Business Name!

Earlier this year, the Explore Asheville team launched WelcometoAVL.com, a website designed for visitors who are already on-the-ground exploring Asheville. We pulled out the parts of our website that are most relevant to visitors in-market (like events, things to do, parking, etc.). Since its launch, we've found that it is not only beneficial for in-market visitors, but also for our partners, especially guest-facing associates.

Now, we are providing a co-branding opportunity with our Welcome to AVL business cards. By logging into [this portal](#), you can now create business cards with both your logo and the Explore Asheville logo. All you have to do is follow the link, register with a username and password and personalize your card by simply uploading your logo. You can choose between horizontal or vertical cards and the portal will build out the proof for you. Cards are \$65 for 250 cards.

If you have any questions, please reach out to Audrey Wells (awells@exploreasheville.com) or Sarah Kilgore (skilgore@exploreasheville.com)

PR Team Seeking What's New for 2020 News

The Explore Asheville PR team has set its sights to the New Year, can you believe it? Journalists and editors are planning this content now, so the team's seasonal outreach has already started. Also, in addition to a What's New release and media outreach, the team will be creating specific content around Asheville's 2020 offerings.

SHARE YOUR NEWS: We'd love to hear what you've got going planned for 2020. Think business openings, new tours, new experiences, packages themed around big Asheville 2020 events, or any other news you'd like to share with us!

The Explore Asheville Sales Team is also looking for new experiences that are suitable for groups. Please make a note if your news or experience is group-friendly when submitting!

Please feel free to come to us with any questions and send your news to news@exploreasheville.com by **Wednesday October 23**. If you have news but don't have all the details yet, we'd still love to know about it so it's on our radar for next year!

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:

- **Atlanta Journal Constitution** | "[8 places to go leaf peeping in the mountains](#)"
 - **Boston Globe** | "[Visiting Asheville? It's like Brooklyn. But cooler.](#)"
 - **The New York Times** | "[Summer's not over yet! 8 ways to extend your vacation](#)"
 - **StyleBlueprint** | "[48 Hours in Asheville, North Carolina](#)"
 - **Thrillist** | "[10 Best US Cities for Bar Hopping](#)"
 - **Travel Pulse** | "[Asheville is the Place for Colorful Leaf-peeping](#)"
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Group Sales Update

Explore Asheville exhibited at IMEX America in Las Vegas, NV, September 10-12, along with industry partners from Accents on Asheville, Inn on Biltmore Estate & Village Hotel on Biltmore Estate, Renaissance Asheville Hotel, and The Foundry Hotel. Individual appointments were conducted during the 3-day trade show, more than 60 attendees came through the booth. A separate reception was hosted for more than 30 clients interested in Asheville as a meeting destination.



The team also hosted several NC-based meeting planners September 11-14. The planners toured meeting hotels and attended the Chow Chow Culinary Festival while in town.

Who's in Town?

The sales team booked a total of 7,634 rooms for 35 groups and 22 weddings traveling to Asheville in October!

- Aire Serv LLC 2019 Systems Training
- American Distilling Institute Asheville Workshop
- ASU Hayes School of Music - Buncombe County Tour
- Bank of America 2019 Fall Market President's Meeting
- Bob Lewis Park-Top Gun "Batting Jackets and Fitted Hats"
- Bob Lewis Park-USSSA State Tournament
- Bob Lewis Park-GameOn Sports "NC Western Fall State Championship"
- Bob Lewis Park-GameOn Sports "Mountain Winter World Series"
- Bookwalter Binge Gran Fondo 2019
- Cabot - PA NA Fall Meeting - Oct 2019
- Carolina Regional Mustang Club Fall Wine Cruise
- Carolinas Credit Unions Fall Meeting 2019
- Campus Crusade for Christ-CCCI-Cru-Creative Media-2019 Creative Guild
- Frontline Ed Certification Course
- Glassroots Trade Show-Art Show-October 2019
- Growing Outdoors-2019 Outdoor Summit
- Lawyer Board Meeting
- Katalyst Security Summit Retreat
- Jacksonville Corvette Club Fall Trip 2019
- Mid-South Independent School Business Officers, Inc. Fall Conference

- NACE International, The Corrosion Society Board of Directors Meeting
- National Council for Marketing and Public Relations District Meeting
- National Council of State Boards of Nursing Board of Directors Retreat
- North Carolina Association for Career and Technical Education Fall Mini Conference
- North Carolina Local Government Information Systems Association Annual Fall Conference
- Palmetto GBA 2019 MACtoberfest
- Personnel Administrators of North Carolina
- Printing Industry of the Carolinas Fall Conference 2019
- Southeastern Electric Exchange-NESC Section Meeting
- Southeastern Electric Exchange-SEE Metering & Distribution Service Devices Committee Meeting
- Southeastern Electric Reliability Corporation Board of Directors Meeting
- The Chrysler Museum of Art Retreat
- Thermo Fisher Scientific - CB Commercial Meeting
- Tuckahoe Woman's Club - Asheville Craft Weekend
- University Of North Carolina-B1 Asheville

**Partner
Pro
Tip**

Did you know the Event Calendar is the most visited page on ExploreAsheville.com? Make sure your visitor-friendly events get maximum exposure by submitting them at least 3-months in advance. Instructions can be found on AshevilleCVB.com/Extranet-Instructions.

Partner Opportunities

Create a Coupon & Get Featured on the SoCon Microsite



The Southern Conference Basketball Championships will return to Asheville March 5-9, 2020. 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 Explore Asheville [Extranet coupon instructions](#). Use the coupon category "SoCon".

In The Community

Congrats Steve Goff, NCRLCA Chef of the Year!

Please join us in congratulating Aux Bar owner and executive Chef Steve Goff who took home the win for his coffee braised beef cheek at the NCRLA Chef Showdown!

2020 Census Seeks Help

The 2020 Census is Hiring temporary, supplemental income, part-time staff. Work from home, in your neighborhood, and set your own hours. \$14 per hour, paid weekly. Paid Training.

Applications are being taken for various positions including Recruiting Assistants, Clerical, Office Assistants, and Enumerators. Enumerators will work March - July 2020.

For more information and online application: 2020census.gov/jobs/job-details.html

Outdoor Economy Conference, October 10

As the region prepares for a colorful fall forecast, the outdoor industry is preparing for continued growth.

Harnessing business opportunities around the outdoors is the focus of the [Outdoor Economy Conference](#) on Oct. 10 at the Crowne Plaza Resort in Asheville, with attendees representing outdoor companies and attractions, among others. A public reception on the evening of Oct. 9 at New Belgium Brewing will feature the [newest local outdoor brands](#) competing for big bucks in a business pitch competition. Cost is \$15 for the reception; tickets for the one-day conference are \$139 through Sept. 30; regular price is \$199. [Get tickets here.](#)





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