

Special Events Update 2018



AGENDA

1. Welcome

2. Major Events Updates

- FEI World Equestrian Games™
- Chihuly at Biltmore
- Summer of Glass
- ClimateCon 2018

3. Other 2018 Events and Trends

4. Promoting Your Event with ExploreAsheville.com

FEI World Equestrian Games™

Tryon International Equestrian Center

Kathryn McMahon, Director of Community
Engagement

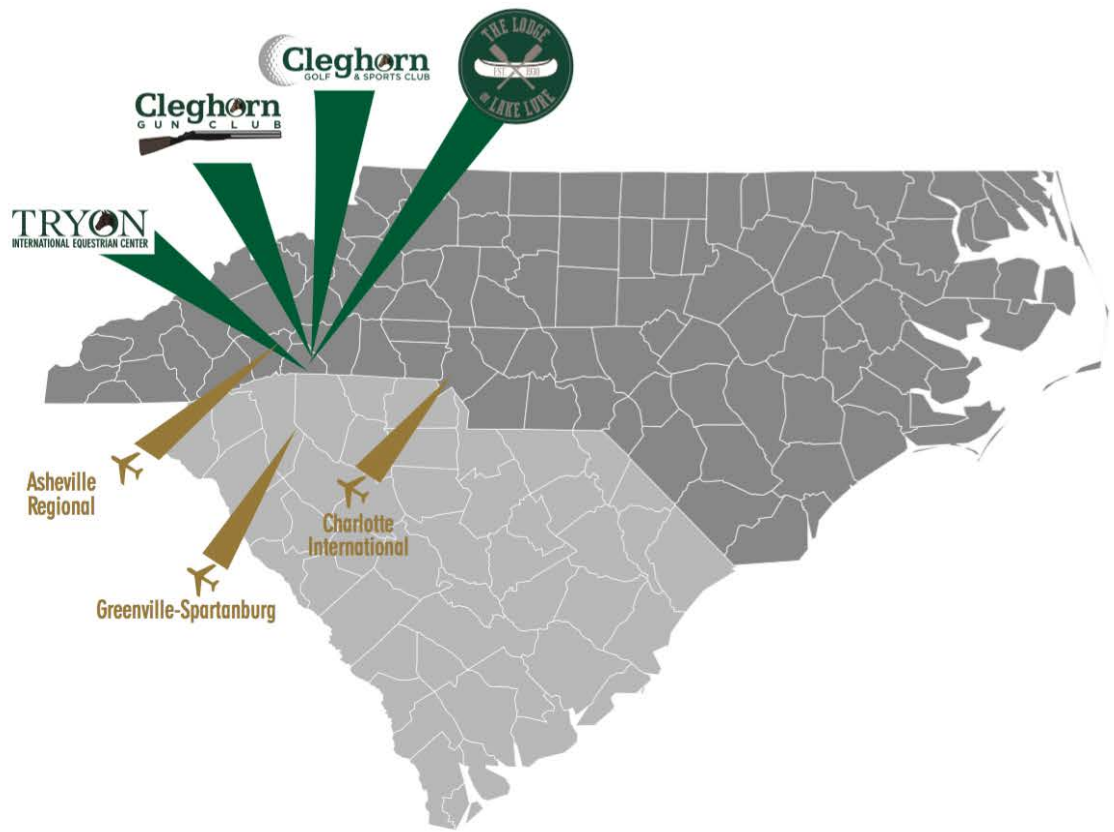


FEI WORLD
EQUESTRIAN GAMES™





FEI WORLD
EQUESTRIAN GAMES™



The Tryon International Equestrian Center is at the center of several amenities and is an easy drive to three major

The Tryon area has a long history of equestrian sport



- In 1925, the Tryon Riding & Hunt Club was formed
- In 1953, the U.S. Equestrian Olympic Team trained at *Cotton Patch Farm*



The Tryon area is home to many equestrian disciplines:



Show Jumping

Eventing

Dressage

Fox Hunting

Steeplechase

Western



About the Tryon International Equestrian Center



mpetitions

- 1.3 million unique webs visitors annually



Largest Sporting Event in the United States in 2018



Fourth Largest Sporting Event in the World in 2018





nited States - 2010





TRYON, NORTH CAROLINA 2018



About the FEI World Equestrian Games

- Launched in 1990
- The World Championships of international equestrian sport
- Staged every four years over 12 competition days
- 1000 athletes and horses
- 70 countries represented
- The 2014 FEI World Equestrian Games™ attracted over 500,000 spectators

Disciplines



Schedule

- Test Events in 2018
 - Eventing: April 5-8
 - Vaulting: April 5-8
 - Driving: April 19-22
 - Dressage: April 19-22
 - Para Dressage: April 19-22
 - Endurance: April 26-28
 - Reining: May 11-13
- Detailed schedule available at:
tryon2018.com



Housing

- Spectator Lodging Assistance available online via partnership with *Connections-Housing*.
- Athlete & Grooms Village under construction
- Will have a portal on www.tryon2018.com within the month to list homes for lease during WEG



Commercial Update

Sponsorship

- Sales are now underway.
- Contact: Dan Farrell, dfarrell@tryon.com

Marketing

- Marketing opportunities now available.
- Contact: Michelle Yelton at myelton@tryon.com

VIP & Hospitality

- International Pavilion and Legends Club options.
- Contact: Jan Ivey, jivey@tryon.com



Commercial Update

Ticketing

- Tickets are now on sale!
- Tickets have sold in all 50 states and 31 countries
- Only session passes sold to date. Individual event tickets to be available closer to the event.

TV Coverage

- NBC - 60 hours live coverage: NBC, NBCSP and Olympic Channels



TIEC Volunteers

Help support the volunteers who make possible the extracurricular events that bring together community and equestrian sport.

- 3,500 volunteers from around the world
- Volunteering for the 2018 WEG is a unique opportunity
- Fill out the online inquiry form:
www.tryon2018.com



Volunteer Support Program

Help support the volunteers who make possible the extracurricular events that bring together community and equestrian sport.

Your logo in front of thousands of volunteers

Platinum Level \$1,500.

Gold Level \$1,000.

Silver Level \$500.



Community Hosting

- From private homes, church fellowship halls, and summer camps, to a variety of other settings, we will place volunteers in host family arrangements.
- Consider hosting a volunteer in your home, free of charge.
- Volunteers will be arriving in April for Test Events and again in September for the WEG.



TRYON

INTERNATIONAL EQUESTRIAN CENTER



Thank you for your interest and support!

Kathryn McMahon, *Director Community Engagement*
kmcmahon@tryon.com

Chihuly at Biltmore

Biltmore

Michaela Schmidlin, Entertainment & Event
Programming



CHIHULY AT BILTMORE

MAY 17 – OCTOBER 7, 2018



BILTMORE®

Dale Chihuly



- Born in 1941 in Tacoma, Washington, Dale Chihuly was introduced to glass while studying at the University of Washington
- He continued his studies at RISD, where he later established the glass program and taught for more than a decade
- He has been the recipient of many awards, including two fellowships from the National Endowment for the Arts and twelve honorary doctorates
- His work is included in more than 200 museum collections worldwide
 - 1986, *Dale Chihuly objets de verre*, at the Musée des Arts Décoratifs, Palais du Louvre, in Paris.
 - 1995, *Chihuly Over Venice*, sculptures created at glass factories in Finland, Ireland, and Mexico, then installed them over the canals and piazzas of Venice.
 - 1999, *Chihuly in the Light of Jerusalem*; more than 1 million visitors attended the Tower of David Museum to view his installations.
 - 2001, the Victoria and Albert Museum in London curated the exhibition *Chihuly at the V&A*.



Chihuly at Biltmore

Self-guided
daytime visit to
Biltmore House
and Gardens, and
Antler Hill
Village

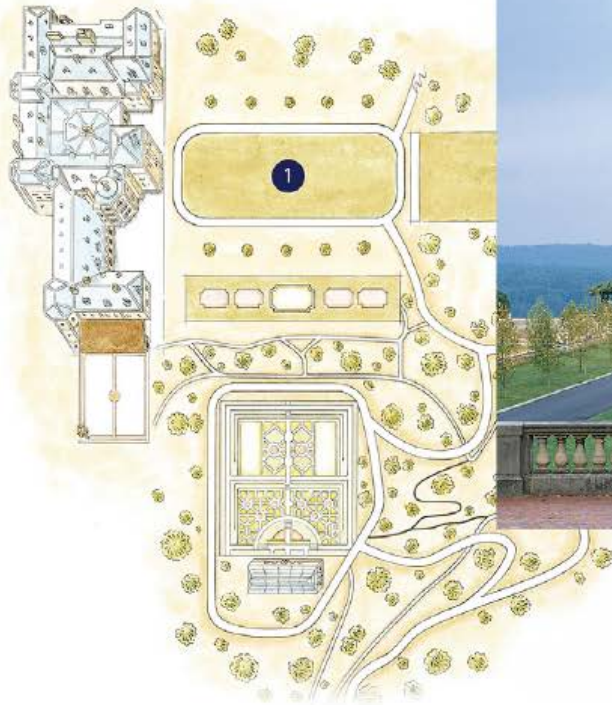


Chihuly Nights at Biltmore

Self-guided visit
of the first floor of
Biltmore House
and Gardens, and
Antler Hill Village



1. ESPLANADE



1. ESPLANADE



SUN

4. ITALIAN GARDEN



BOAT



ARTWORK LOCATIONS

- 11. ANTER HILL VILLAGE SQUARE
- 12. WINERY

12. WINERY



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TOWER

CONFIDENTIAL

Additional Programming



- Accommodations packages at The Inn on Biltmore Estate and Village Hotel
- Glass Blowing Demonstrations
- Retail opportunities including Chihuly studio art



Summer of Glass

Michael Manes, Director at Blue Spiral 1





SUMMER OF GLASS

M A Y - O C T O B E R 2 0 1 8

Local art organizations, galleries, and artists collaborate to create celebration of glass in Western North Carolina.

Summer of Glass 2018 is a community-wide celebration of glass and the rich history of glassmaking in Western North Carolina. Region wide businesses, museums, nonprofit organizations, galleries, and artists have coalesced to organize exhibitions, tours, workshops, events and other special programs from May - October 2018. This massive collaborative effort is bringing together the region's creative community to highlight both the historical and contemporary context of glass and its talented artists in Western North Carolina.

- Partners-Summer of Glass currently is being organized by over 30 individuals from 11 organizations, plus individual artists and collectors.
- Participants- Summer of Glass currently boasts over 65 participants and counting.
- Major events over six months featured area wide



SUMMER OF GLASS

M A Y - O C T O B E R 2 0 1 8

Marketed to:

- Summer of Glass website hosted by Explore Asheville which had 4.3 million users in 2016-17
- A wide network of publications both local and national
- Print ads
- Digital ads
- Radio
- Social media outreach to combined networks of over 65 participants (well over 400,000 combined followers)
- Museums
- Collector groups
- Glass enthusiasts
- All partner mailing lists (over 150,000 contacts)
- Tour organizers
- Corporate event planners
- NC Welcome Centers, and additional outlets.

ClimateCon 2018

The Collider

Megan Robinson, Executive Director





THE COLLIDER

Market-Driven Climate Solutions

thecollider.org



2018

CLIMATEC°N

The Summit for Emerging Climate Leaders – March 19, 2018

The Business of Climate Forum – March 19-21, 2018

The Climate City Experience – March 16-25, 2018

Climate City Experience / March 16 – 25



WE WANT TO WELCOME YOU TO
Climate City WHILE ATTENDING
CLIMATECON 2018.



ClimateCon2018.com

ENJOY 10 DAYS OF COMMUNITY EVENTS AND EXPERIENCE WHY THE COLLIDER CALLS ASHEVILLE HOME.



The weekends before and after *ClimateCon 2018* — encompassing a full 10-day period — this community component will properly say "Welcome to Climate City." An immersive experience is waiting for you at area museums, galleries, breweries, restaurants, and more, so you can enjoy the soul of our vibrant and eclectic city of Asheville while attending

ClimateCon 2018.



FRIDAY, MARCH 16, 2018

ART EXHIBIT: "A CONTEMPORARY RESPONSE TO OUR CHANGING ENVIRONMENT"

12:00 pm

A group exhibition at Pink Dog Creative with an associated exhibit at The Collider looks at climate change through artists' perspectives.

[More Info](#) ➤



FRIDAY, MARCH 16, 2018

A TOAST TO CLIMATE CITY

5:00 pm

Help us kick off ClimateCon with a toast to Climate City at Highland Brewing Company!



FRIDAY, MARCH 16, 2018

SCIENCE PUB

5:30 pm

Join Asheville Museum of Science for the monthly Science Pub!

[More Info](#) ➤

Tell us your business, we'll give you an idea!

- Featured on our website
- Featured in our event communications
- Use of our ClimateCon affiliate logo



Email: climatecon@thecollider.org



What's New in Asheville: 2018 Events and Trends + Working with the PR Team

Explore Asheville CVB

Landis Taylor, PR Manager

“What You Can’t Miss” Release

The screenshot shows a PR Newswire article from CISION. The article title is "What You Can't Miss In Asheville In 2018". The sub-headline reads: "- New Hotels for the Culinary Traveler, Major Exhibitions at Biltmore, Art Immersions with Food & Beer, New Trails, Food Hubs & Adventure Spa Pop-Ups". The article is dated Dec 19, 2017, 15:52 ET. It includes social media sharing icons for Facebook, Twitter, LinkedIn, and others. The main text begins with "ASHEVILLE, N.C., Dec. 19, 2017 /PRNewswire-USNewswire/ -- An icon gets an update in Asheville's Art Deco skyline, Chihuly at Biltmore + Asheville's Summer of Glass, major international sporting events, and new hikes with extreme views and historic connections—here's what's new in Asheville, North Carolina in 2018." Below the text is a photograph of two people standing on a mountain trail at sunset. The article continues with "Trends that are picking up steam include new food-centric hotels, destination breweries off the beaten path, food halls and hubs, forest bathing and spa treatments en plein air, and (where cozy and epic meet) fireplaces with a view." A section titled "NEW PLACES TO STAY" lists several hotels and restaurants, including Cambria Downtown Asheville, Hemingway's Cuba, Hotel Arras, and Bargello.

- What’s New = Media Sweet Spot
- EA staff surveyed
- Call for info in Partner Connect
- Individual E-mails

What Else is Happening in Asheville in 2018?

“Glamour on Board: Fashion from *Titanic* the Movie.”

- New Biltmore costume exhibition
- 1st large-scale exhibition of the costumes – 45 costumes
- Information on the Vanderbilts’ extensive travels + connection to the ship
- February 9 – May 13



What Else is Happening in Asheville in 2018?

Fed Cup

- The world's largest annual women's team tennis tournament
- 1st round World Group action between U.S. team and the Netherlands
- U.S. Cellular Center
- February 10-11



What Else is Happening in Asheville in 2018?

Haute Route

- Prestigious European cycling event bringing more than 300 international riders to the area
- Each stage of the event starts and stops in downtown Asheville
- May 18-20



What Else is Happening in Asheville in 2018?

AVL Beer Week

- Organized by the Asheville Brewers Alliance
- Festivals within the festival
- New outdoor adventure offerings
- May 25-June 2
- Closes with Beer City Festival on June 2



What Else is Happening in Asheville in 2018?

Asheville Wine & Food Festival

- 10-year anniversary
- Chef's showcase series and culinary village
- August 17-18

What Else is Happening in Asheville in 2018?

2nd Saturdays in the River Arts District

- Each month
- Special events, gallery show openings and more studio demonstrations

Fall Studio Stroll

- November 10-11



What Else is Happening in Asheville in 2018?

Trend: Foodie Hotels + Rooftop Spaces

- Hemingway's Cuba – Cambria
- Bargello – Hotel Arras

- Capella on 9 – AC Hotel
- The Montford – Hyatt Place
- Pillar Bar – Hilton Garden Inn



What Else is Happening in Asheville in 2018?

Trend: Experiential Art Tours

- Craft City Food & Art Tours
- Asheville Art Studio Tours – Painting with Beer

Trend: Destination Breweries

- Turgua
- Whistle Hop
- Ginger's Revenge
- Zillicoah
- Eluvium
- Burial – Forestry Camp

What Else is Happening in Asheville in 2018?

Trend: Hip Eats in West Asheville

- BimBerriBon
- Foothills Butcher Bar & Kitchen
- Gan Shan West
- Forage



News Sharing & Results

Press Release

- PR Newswire – 14.9 Million Total Potential Audience
- Personalized MailChimp Email

Press Sheets

Pitching

- Specific pitches based on trends/angles
- Media Tours
- Touchpoints throughout year

The screenshot shows a travel article on the CNN Travel Pulse website. The article is titled "A Winter Weekend Getaway in Asheville, North Carolina" and is dated January 19, 2018. The main image is a scenic view of Asheville, North Carolina, showing a couple standing on a mountain peak overlooking a valley. The article text discusses the beauty of Asheville, the availability of winter getaways, and mentions several hotels like the AC Hotel Asheville Downtown, the Hilton Garden Inn Asheville Downtown, and the Hemingway's Cuba at Cambria Downtown Asheville. It also mentions other spots like the Omni Grove Park Inn, Plus Rooftop Bar, and Wicked Weed Brewing. The article is part of a series of travel news, offers, and videos available on the website.

Share Your News & Events

Think of Explore Asheville like a media outlet:

News@ExploreAsheville.com

What to Share:

Your news, pitches, background info, events and new experiences.

We often link to listings and events when communicating with media -- so full details and photos are a huge plus!

Promoting Your Event with ExploreAsheville.com

Explore Asheville CVB

Jason Tarr, Content Specialist



We want to know!

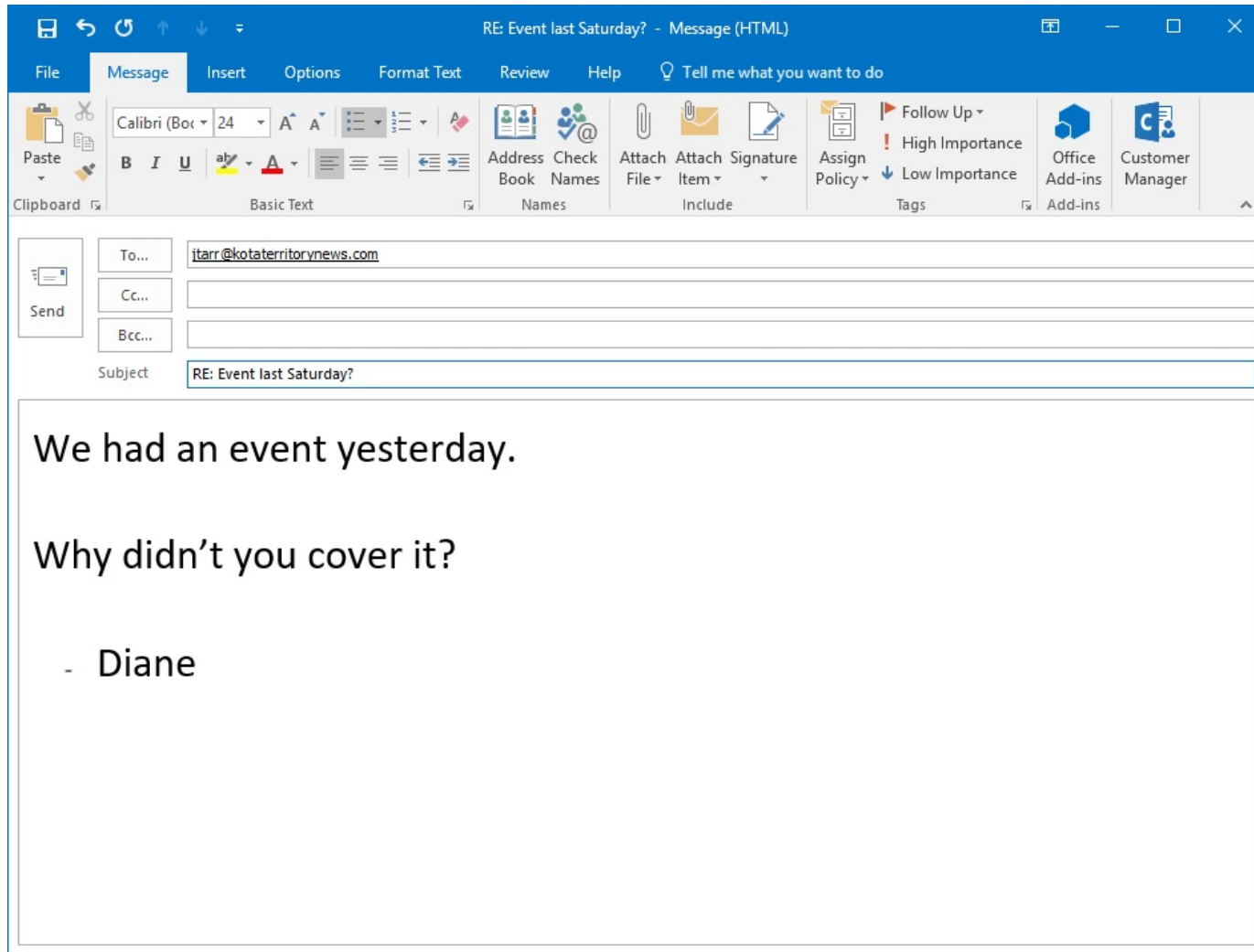
- What is an event you've been to recently that you really enjoyed?
- How did you hear about it?



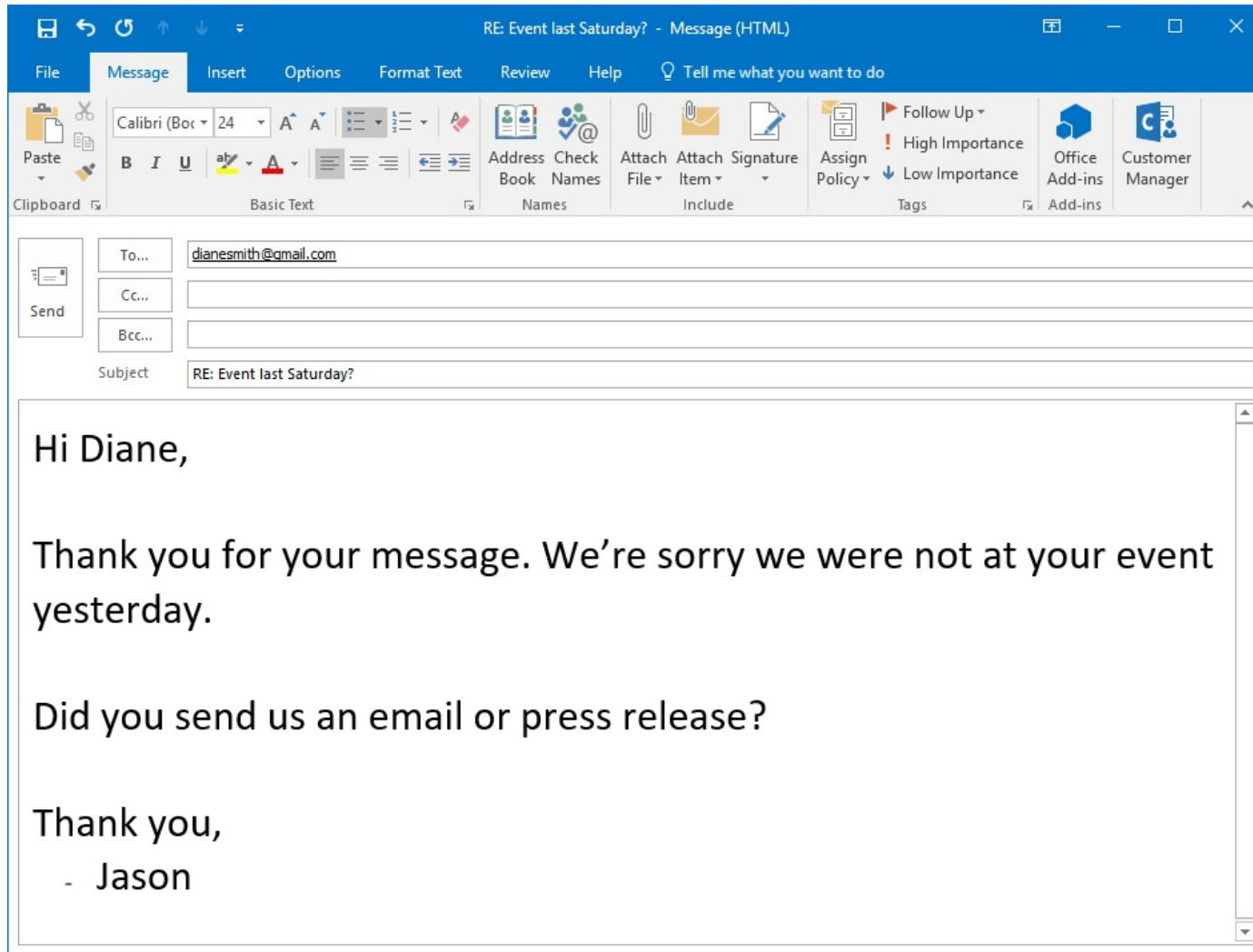
#WaybackWednesday



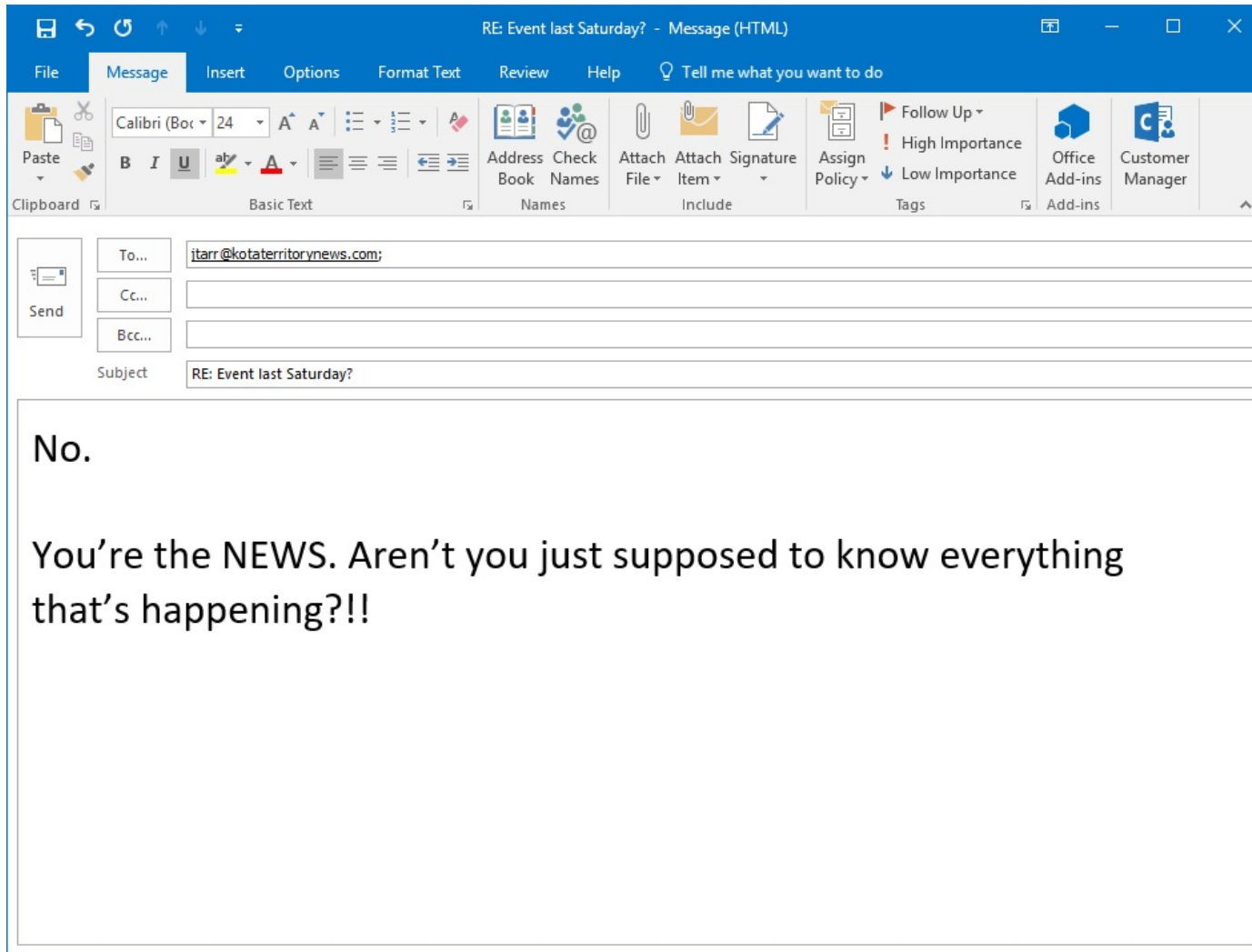
An Email From "Diane"



An Email From "Diane"



An Email From "Diane"



Let's Work Together!

- We try to keep tabs on everything going on but just like any **media outlet**, we rely on **people in the community** to share with us and inform us.
- Explore Asheville has set up **several channels** to help you let visitors and locals know about your event, and to alert us so we can help promote your event.

How We Use Event Listings

- ExploreAsheville.com event listings page is the first place I look when compiling the Things to Do This Weekend Round Up.

How We Use Event Listings

← → ↻ 🏠 <https://www.exploreasheville.com/weekend/> 🔍 Search

Things to Do in Asheville This Weekend -- January 25-28, 2018

Updated Monday, January 22, 2018 by Jason Tarr



Take your seat and prepare for the show! This weekend in Asheville, you'll have your pick of some of the most anticipated music and theater performances of the season.

ASHEVILLE CHECK HOTEL RATES

Lodging Packages Activities

Check In: 01/23/2018 Check Out: 01/24/2018

Rooms: 1 Adults: 1 Kids: 0

[Check Rates](#)

Search [B&Bs](#) or [Cabins & Rentals](#)

BEST RATES GUARANTEED

STEAK | WINE | BREWS



CHOP HOUSE
ASHEVILLE
SOUTHWEST

Sign Up for the Asheville Traveler

How We Use Event Listings

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- It's where we draw ideas from for content pieces.

How We Use Event Listings

Top 10 Ways to Experience Fall in Asheville

By Jason Tarr



As the weather grows cooler, the brisk mountain air paints the leaves of the forest trees brilliant reds, yellows, and oranges. Given Asheville's climate and the variety of elevation nearby, Asheville enjoys one of the longest and most vibrant fall color seasons in the nation.

And the beat goes on all over Asheville as musicians and performers of all types hit the stages of [local music venues](#) almost every night of the week.

Craft an adventure

In the Asheville area, [art is everywhere](#), especially during the fall. Kick off the season in neighboring [Weaverville](#) (just seven miles from Asheville) with the 11th Annual Art in Autumn Outdoor Arts and Crafts Festival (September 15, 2018).



The 70th Annual Craft Fair of the Southern Highlands (Oct. 19-21, 2018) headlines a patchwork quilt of fall art experiences. Over three days in the U.S. Cellular Center in downtown Asheville, nearly 200 juried regional artists of the Southern Highland Craft Guild showcase their designs, host craft demonstrations and sell their work.

Asheville's neighboring towns put on their own art shows in October. Check out Old Depot Art By the Tracks in Black Mountain (Oct. 27, 2018) and the Art Safari in Weaverville (Nov. 3-4, 2018).

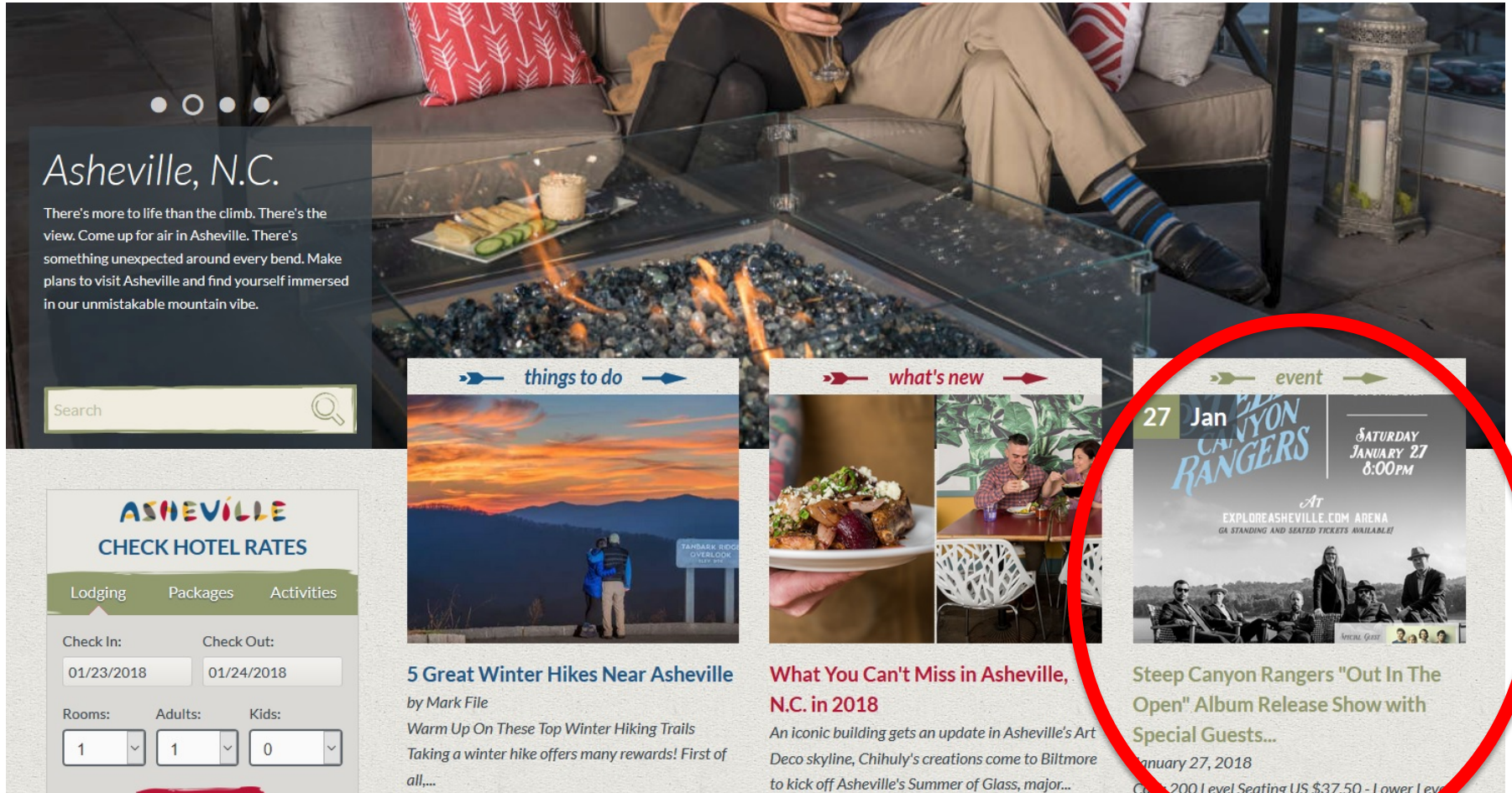
Just sit back and enjoy

No matter how you plan to enjoy the fall, many of our Facebook followers say "just being

How We Use Event Listings


- ExploreAsheville.com event listings page is the first place I look when compiling the Things to Do This Weekend Round Up.
- It's where we draw ideas from for content pieces.
- We often feature listings on ExploreAsheville.com.

How We Use Event Listings



Asheville, N.C.

There's more to life than the climb. There's the view. Come up for air in Asheville. There's something unexpected around every bend. Make plans to visit Asheville and find yourself immersed in our unmistakable mountain vibe.

Search 

ASHEVILLE
CHECK HOTEL RATES

Lodging Packages Activities

Check In: 01/23/2018 Check Out: 01/24/2018

Rooms: 1 Adults: 1 Kids: 0

things to do

5 Great Winter Hikes Near Asheville
by Mark File
Warm Up On These Top Winter Hiking Trails
Taking a winter hike offers many rewards! First of all,...

what's new

What You Can't Miss in Asheville, N.C. in 2018
An iconic building gets an update in Asheville's Art Deco skyline, Chihuly's creations come to Biltmore to kick off Asheville's Summer of Glass, major...

event

27 Jan
STEEL CANYON RANGERS
SATURDAY
JANUARY 27
8:00 PM
At
EXPLOREASHEVILLE.COM ARENA
GA STANDING AND SEATED TICKETS AVAILABLE!
Special Guest
January 27, 2018
Cost: 200 Level Seating US \$37.50 - Lower Level

How We Use Event Listings

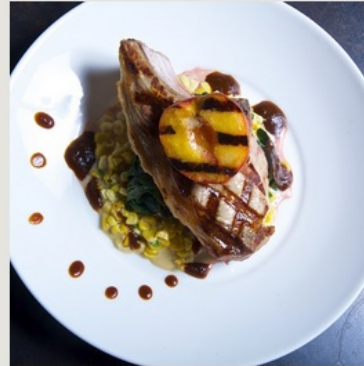
- ExploreAsheville.com event listings page is the first place I look when compiling the Things to Do This Weekend Round Up.
- It's where we draw ideas from for content pieces.
- We often feature listings on ExploreAsheville.com.
- And, we feature event listings in our monthly E-Newsletter.

How We Use Event Listings

Savor Delicious Meals During Asheville Restaurant Week



Asheville has just been named one of the hottest food cities in America by Zagat! Asheville Restaurant Week (weekdays Jan. 15-26, 2018) is your opportunity to taste the cuisine of Asheville's award-winning chefs thanks to special pricing and menus.



[Find a Restaurant to Try!](#)

Calendar of Upcoming Events



- Asheville Restaurant Week - Jan. 15-26, 2018 (weekdays)
- Fringe Arts Festival - Jan. 25-28, 2018
- Steep Canyon Rangers at U.S. Cellular Center - Jan. 27, 2018
- Glamour on Board: Fashion from Titanic the Movie at Biltmore - Feb 9-May 13, 2018

[Browse more upcoming events](#)

Writing Your Event Listing

- Let's look at some (fake) example listings from the mythical, "The Mountain Spot."

WHAT
DO
YOU
THiNK?



Example 1

« Back

4th Annual Marvelous Party

January 24, 2018

Address: , ,

Times: 8:00 PM - 10:00 PM

1

Admission: \$5

[Visit Event Website](#) | [Add to Trip Planner](#)

Come to our Marvelous Party. 8 p.m. There will be live music and food.



[Map View](#) | [Street View](#)

Map

Satellite

Independence 160

Labette



Example 2

4th Annual Marvelous Party

January 24, 2018

Address: , ,

Times: 8:00 PM - 10:00 PM

From: 08:00 PM to 10:00 PM

Admission: \$5

[Visit Event Website](#) | [Add to Trip Planner](#)

The 4th annual Marvelous Party featuring the CVBers.

The CVBers

The CVBers just have recorded their first studio album. The nearly 30-piece band plays music together throughout Asheville and Western North Carolina. Their most recent album, "How to craft an event listing" features 12 tracks including top hits, "I love the Extranet" and "High Res Photos Please." Some of the CVBers are from Asheville some are not. Jason is originally from California. Landis is from Western North Carolina. Megan is from Wisconsin. Their musical influences include many famous musicians. They have performed at the Doorstep, the Garage, and Explore Asheville.

Formed many years ago, **The CVBers** came together in downtown Asheville, while eating delicious food at local restaurants. That is where Jason was introduced to the sounds of



Example 3

« Back

4th Annual Marvelous Party

January 24, 2018

Address: , ,

Times: 8:00 PM - 10:00 PM

From: 08:00 PM to 10:00 PM

Admission: \$5

[Visit Event Website](#) | [Add to Trip Planner](#)

The 4th annual Marvelous Party with reporter Jason Tarr will feature VOs, VOSOTs, SOTs, and PKGs. There is a rundown that starts with a cold open. The party will be strong in the A-Block and B-Block before a teaser that will toss to the C-Block. Then the package plays and rolls into another quick package, which the TD will need to punch up. The TD will have the LiveU Stream in preview so that it's ready to be punched up in program after the package airs.



[Map View](#) | [Street View](#)



Example 4

« Back

4th Annual Marvelous Party

January 24, 2018

Address: , ,

Times: 8:00 PM - 10:00 PM

From: 08:00 PM to 10:00 PM

Admission: \$5

[Visit Event Website](#) | [Add to Trip Planner](#)

The 4th annual Marvelous Party. Disco Party. Somebody entertainment presents the Marvelous Party. Food and Music. See you there!

[Map View](#) | [Street View](#)



Which image inspires you?



Which image inspires you?



What Makes a Good Event Listing?

- THE BASICS: Who, what, when, where, why
- CLEAR DESCRIPTION: What is your event all about? Why would a visitor want to go?
- EASY TO UNDERSTAND: Use language than anyone could understand - not just people familiar with your kind of business.
- NICE PHOTOGRAPHY: Photos inspire people. Use pictures rather than posters.

Final Exercise

- Remember that event you told your neighbor about at the beginning of the presentation?
- Describe that event to them in **one (1)** sentence.

Need assistance?

- Refer to AshevilleCVB.com for extranet instructions
- Attend an Explore Asheville CVB Orientation for extranet training
- Reach out to CVB Data Specialist Brit Martin with any questions on managing your event listing

Thank you!

