



# STRATEGIC IMPERATIVES PROGRESS UPDATE

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President & CEO

**Dodie Stephens**  
Vice President of Marketing

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Vice President of Culture & Business Affairs

**EXPLORE  
ASHEVILLE**

POWERED BY | Buncombe County Tourism  
Development Authority

# EXPLORE ASHEVILLE & BCTDA'S STRATEGIC IMPERATIVES

The Buncombe County Tourism Development Authority and Explore Asheville adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward.

| DELIVERING BALANCED & SUSTAINABLE GROWTH   | ENCOURAGING SAFE & RESPONSIBLE TRAVEL  | ENGAGING & INVITING MORE DIVERSE AUDIENCES   | PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT  | RUNNING A HEALTHY & EFFECTIVE ORGANIZATION  |
|--|--|--|---|---|
| <p>Balancing resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.</p> <p>Focusing on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.</p> | <p>Engaging residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.</p> <p>Collaborating with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.</p> | <p>Extending a genuine invitation to BIPOC travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses, and entrepreneurs – creating more opportunities for all to win.</p> <p>Supporting product development, place making and community connections, enabling new experiences and business opportunities throughout our community.</p> | <p>Sharing stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.</p> <p>Supporting product development, place making and community connections, enabling new experiences and business opportunities throughout our community.</p> | <p>Investing in people, policies, and practices to serve our community with integrity within the organization's legislative requirements.</p> |

*Explore Asheville staff generates quarterly reports on progress made toward these strategic imperatives and relevant initiatives that support them.*



# QUARTERLY HIGHLIGHTS

APRIL 2024 – JUNE 2024

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ASHEVILLE

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# MARKETING, CONTENT & PR Q4 INITIATIVES

**Dodie Stephens**  
Vice President of Marketing

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# MUSIC SCENE STORYTELLING PARTNERSHIP

Highlighted AVL Fest in partnership with Garden & Gun

## Back Porch Sessions

Recorded six concerts featuring Asheville-based musicians set to perform at AVL Fest and showcased three unique venues, The Outpost, Wicked Weed Funkatorium, and Orange Peel.

### Performers included:

- Town Mountain
- Tyler Ramsey
- Whitney Mongé
- Amanda Platt and the Honeycutters
- Alex Krugg Combo
- Toubab Krewe

## Musicians Dinner Editorial: *The Sounds of Asheville*

The music editor of Garden & Gun interviewed five artists about the local music community. The transcript will appear online and in the magazine's August/September issue.



Mailed vinyl with press kit to top 20 national and international journalists covering music, artists and travel, including Paste, Rolling Stone and Pitchfork.



*Delivering Balanced & Sustainable Growth*

# SPORTS DESTINATION MARKETING

Digital asset project to enhance sales and marketing

A project to build a comprehensive library of sporting event and facility assets kicked off in Q4 and will continue through September 2024. Assets will be used in a variety of sales and marketing materials to recruit future sporting events

## Threshold360 Sport Facility Virtual Tours

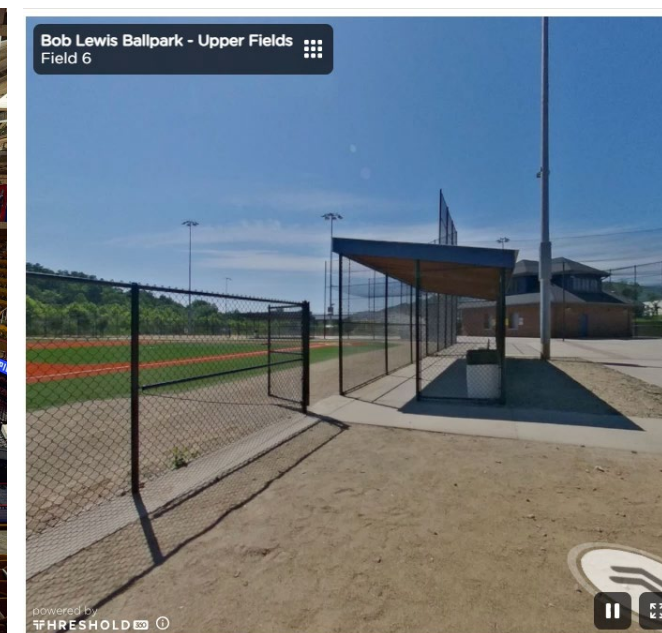
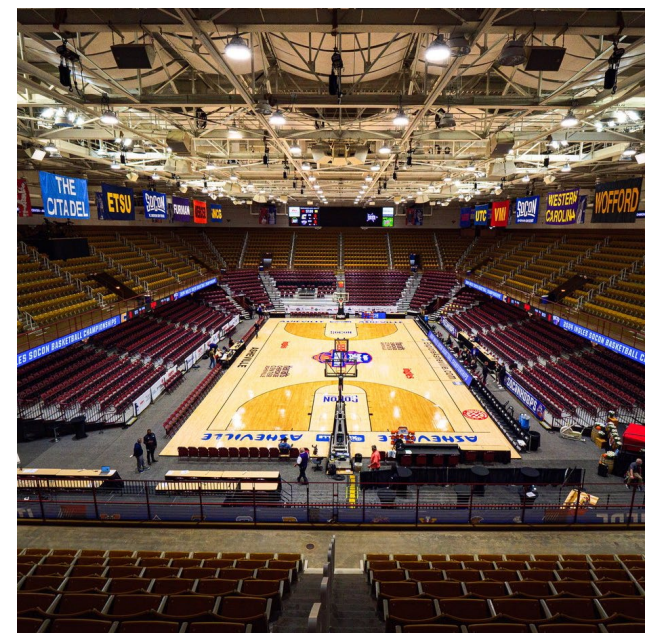
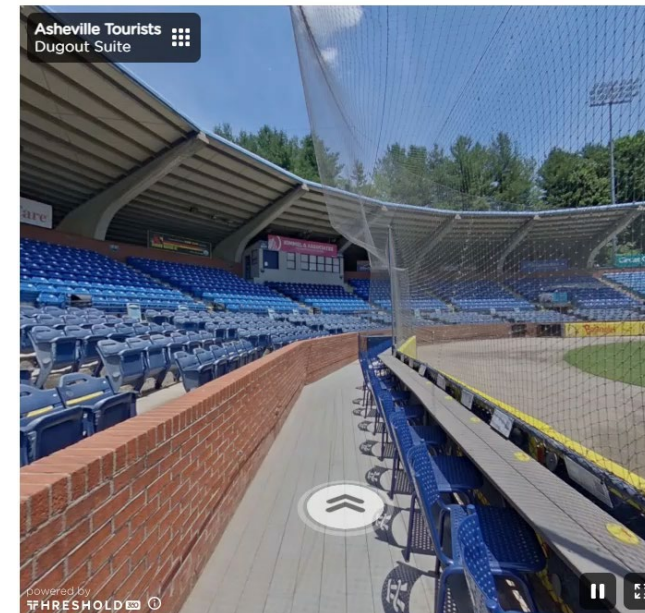
Explore Asheville has partnered with Threshold360 to capture high-quality 360° virtual tours of 10 sport facilities that will be added to ExploreAsheville.com and will enhance sales efforts and the promotion of Asheville to sport event planners

## Sport Facility and Venue Images

Capturing photos, including drone shots, of indoor and outdoor sport facilities located in Buncombe County.

## Sport Event Images and B-roll

Capturing photos and b-roll of real sporting events including lacrosse, dance, baseball, soccer and more.



## WILDSAM DIGITAL GUIDE

Covering where to go, what to eat, and what makes Asheville unique

[Asheville](#) was the third destination featured in a new digital field guide series by Wildsam.

Custom editorial covers the breadth of Asheville area offerings, a web-friendly map with dozens of locations, restaurants, historic neighborhoods, shops, itinerary inspiration and curated local insights.

Two embedded advertorials drive traffic to [ExploreAsheville.com](#).

Wildsam's story-driven approach has resulted in loyal followers:

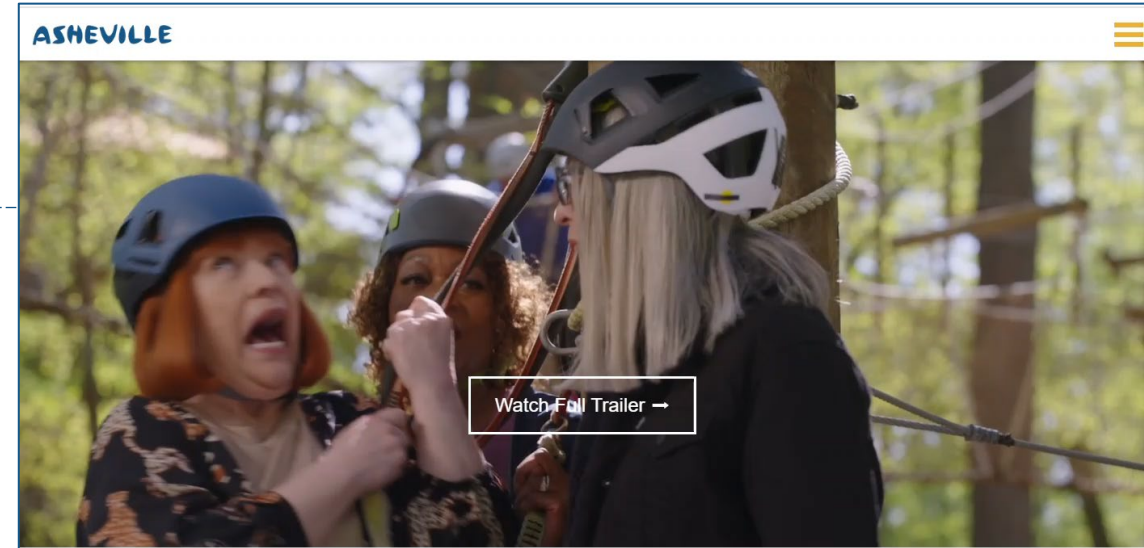
- 1M+ printed guidebooks
- 1.6M digital readers
- 2.1M email subscribers
- 511K+ social followers



# SUMMER CAMP PROMOTION

## Cinematic momentum for seasonal travel push

- Created a strong association for the rich legacy of summer camps in the Blue Ridge Mountains to prompt summer travel by amplifying the Summer Camp movie release
- Experience Summer (Camp) Magic in Asheville landing page received **90,606 views**
- Articles and corresponding social posts were geared at inspiring visitors to Relive Your Summer Camp Experience in Asheville and to explore Overnight Summer Camps In and Around Asheville and Where the Summer Camp stars visited
- Additional campaign highlights:**
  - Movie Theatre Inventory Placement (6/3 - 6/30)
    - DC, NYC, Raleigh, Atlanta, Tampa
    - 47,376 Asheville :15s spots
    - 1,014,246 impressions
  - Earned media in key markets – 25.8M reach and \$58.6K publicity value; samples:
    - Forbes
    - FOX Access Carolina
  - Influencer partnership with @travelingblackwidow – 14,496 reach to the 50+ demographic



## Experience Summer (Camp) Magic in Asheville

The Western North Carolina region has a storied summer camp tradition, owing to its unparalleled beauty and access to numerous outdoor experiences. With **national and state parks** everywhere you turn, serene waterways like the ancient French Broad and thousands of miles of **hiking** and biking trails that start in the city and lead to unforgettable adventure, it's no wonder Hollywood comes a-calling when they need the perfect summer camp backdrop!

Summer Camp, a comedy starring Diane Keaton, Kathy Bates, and Alfre Woodard is the latest camp movie to be filmed in the Asheville area. In the movie, three childhood best friends who used to spend every summer together at camp reunite for a summer camp movie. The majestic Blue Ridge Mountains as its backdrop—and it's easy to see why.

Our advice: don't just watch the movie – live it! Head to the link in our bio and start planning your Asheville trip now to experience that summer camp magic firsthand.

Where the Summer Camp movie stars stayed and played in Asheville, NC including Diane Keaton, Kathy Bates, and Alfre Woodard.

visitasheville and theashevilleambassador  
Bika Soraku • Sunny Afternoon

visitasheville "Oh my God, it's Diane Keaton!"  
These words were heard a lot around Asheville in 2023, as the Academy Award-winning actress explored the city while shooting her new comedy Summer Camp with co-stars Kathy Bates, Alfre Woodard and Eugene Levy.  
Filming took place in the surrounding Blue Ridge Mountains, an area steeped in summer camp tradition, and Asheville provided a natural base camp during production.  
Here are some of the spots they visited while in town. Check the link in our bio for the longer list.  
@marqueasheville  
@ashevilleofficial  
@sweetencreekantiques  
@spkylbardega  
@hoteles  
@bargelocal  
#visitasheville #theashevilleambassador

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With national and state parks, the ancient French Broad River and thousands of miles of hiking and biking trails that start in the city and lead to unforgettable adventure, it's no wonder why Hollywood comes a-calling when they need the perfect summer camp backdrop!  
Whether you're looking for nostalgia or FOMO, Asheville is the perfect spot for fashioning your own summer camp experience.  
Here is a list of things local creator @theashevilleambassador did in Asheville to build out her camp-inspired itinerary.  
1. Working Way Campground @workingwaycampground  
2. Second Chair Shopping @secondchairshopping  
3. The Manna 500 hour @themannas500  
4. 5 miles - espresso martini at Cave Desert @cavedesert  
5. @sweetencreekantiques  
6. @spkylbardega  
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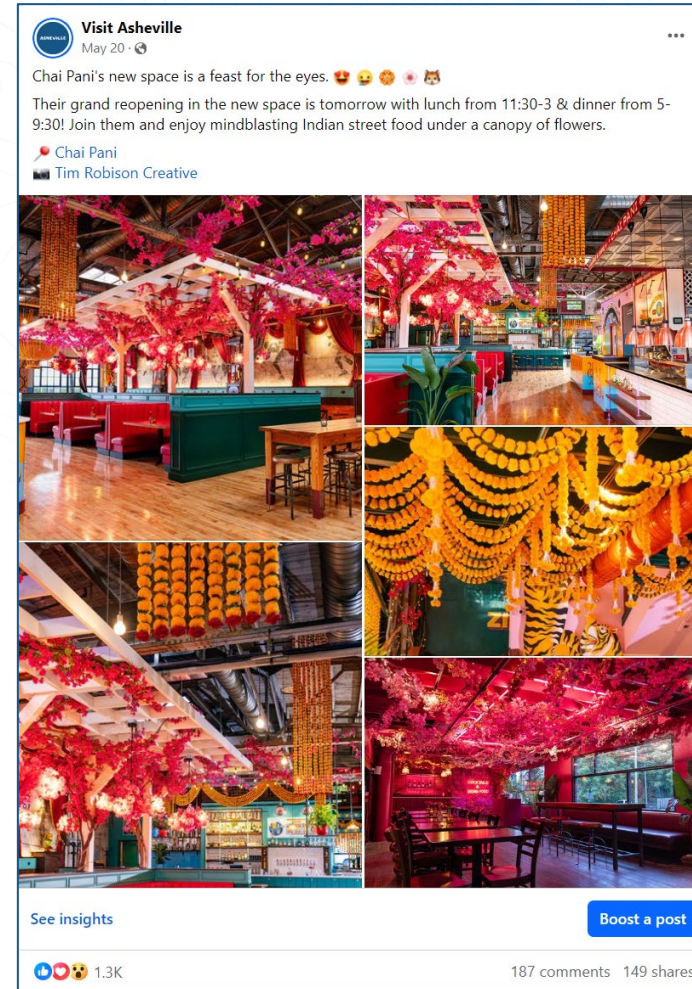


# TOP PERFORMING POSTS

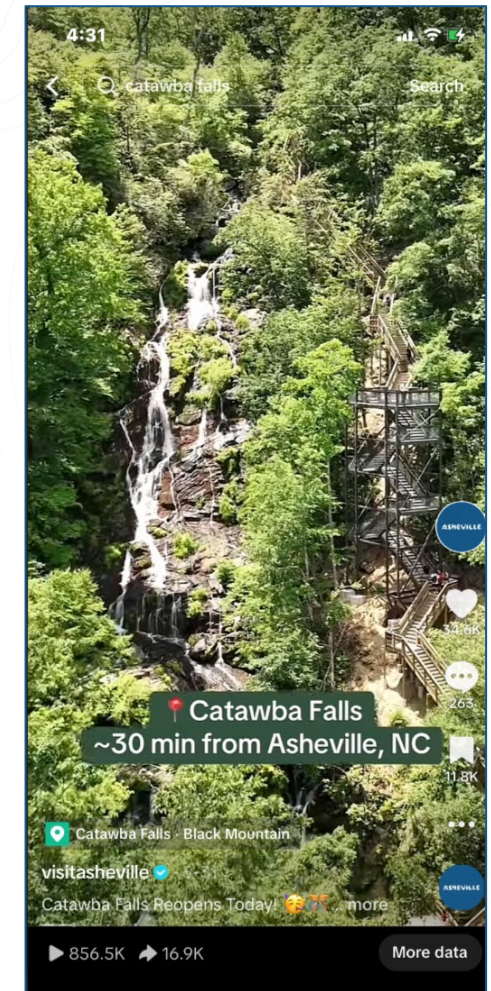
Re-opening announcements received the most engagement across all platforms in Q4



**INSTAGRAM**  
**Catawba Falls Re-Opening (Reel)**  
75,772 Engagements



**FACEBOOK**  
**Chai Pani Re-Opening (Photo Set)**  
12,653 Engagements



**TIKTOK**  
**Catawba Falls Re-Opening (Reel)**  
51,691 Engagements

Engagements = Likes, Comments, Saves, Shares

# NOTEWORTHY NEWS CLIPS

Pitched stories that shine a spotlight on Asheville

## 848.8M

Earned Media Reach

## \$1.6M

Publicity Value

## 47

Hosted Media

## 28


Significant Team Placements

## 146

Total Placements


**TRAVEL+LEISURE**

An Iconic Asheville Building Is Now a Beautiful Boutique Hotel — and We Got a First Look



**TODAY**

5 hidden gem destinations to book for your next summer getaway



ASHEVILLE, NORTH CAROLINA

**NATIONAL GEOGRAPHIC**

Interested in foraging? Here are 6 places to start.



**AFAR**

7 Rooftop Bars with the Best Drinks (and Views) of Asheville



**FOX CAROLINA**

Have a "Summer Camp"-inspired adventure



**SOUTHERN FORK**

William Dissen: The Market Place



Jael Skeffington: French Broad Chocolates

### Accolades



Best New Hotels of 2024 – The Restoration



South's Best Cities of 2024 – Asheville

Engaging & Inviting More Diverse Audiences

# ASHEVILLE BLACK CULTURAL HERITAGE TRAIL

Multi-phased storytelling on Asheville's Black legacy



## 227.6M

Earned Media Reach

## 428.2K

Publicity Value

Year-long strategic PR campaign elevating Asheville's Black Cultural Heritage Trail used targeted media outreach and a press release, influencer engagements and a transformative group press trip that exceeded goals and activated 20+ BIPOC businesses.

## 12

Hosted Media

## 13.3M

Potential Social Media Impressions  
*(added value from press trip)*

## 30

Total Placements

### TRAVEL+ LEISURE

TRIP IDEAS

This Southern U.S. City Recently Unveiled a 1-mile Black Heritage Trail That Passes Through 3 Historic Neighborhoods

Asheville, North Carolina, is now home to one of the few Black heritage trails in Appalachia.

By [Evie Carrick](#) | Published on February 22, 2024



PHOTO: S. GREG PANOSIAN/GETTY IMAGES

### Bloomberg

#### In Asheville, a Black Heritage Trail Ushers In a Whole New Economy

For years, the western North Carolina city has been breaking tourism records. Now it's making sure that success benefits everybody.



### The Washington Post

BY THE WAY

#### Where to travel in 2024, without crowds

12 destinations across Italy, Japan, Mexico and more to add to your travel wish list

**Don't miss:** The mile-long [Asheville Black Cultural Heritage Trail](#), which encompasses three neighborhoods, introduces visitors to pillars of the community, such as Alderman Newton Shepard, a formerly enslaved man who in 1882 became the [city's first Black person to win an election](#).





# BUSINESS DEVELOPMENT Q4 INITIATIVES

**Michael Kryzanek**  
Vice President of Business Development

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# ADVENTURE ELEVATE 2024

\$450,000 of direct spending in our community

- Adventure Travel Trade Association (ATTA) hosted [AdventureELEVATE](#) for the first time in the Southeast in conjunction with Visit NC
- 350+ attendees, including travel buyers, tour operators, media, tourism boards and travel content creators, came from 40 countries
- Day of Adventure included ziplining, white water rafting, hiking adventures, and tours with Explore Asheville partners
- Opening reception at Highland Brewing
- Seminars held at the Renaissance Hotel Asheville

## DESTINATION PROMOTION DURING THE CONFERENCE

PR team engaged 20+ media delegates from outlets such as Afar, Conde Nast Traveler, AARP, Ebony, Gear Junkie, Vancouver Sun, etc. with a welcome reception, ongoing networking and pitching during the media marketplace.

Keynote speaker, influencer and Nat Geo host Jeff Jenkins engaged in a content partnership promoting the destination.



*Engaging & Inviting More Diverse Audiences*

*Delivering Balanced & Sustainable Growth*

## US TRAVEL ASSOCIATION'S IPW

- The leading inbound global travel show
- Held May 5-8 in Los Angeles
- 5,700 attendees representing 70 countries
- 42 scheduled appointments and another 10 walk-ups
- Three attendees stopped to say they were attending AdventureELEVATE
- Numerous OTAs wanting to add Asheville for their FIT & Fly/Drive clientele
- Met with a group tour company from the UK with seven departures that include two nights in Asheville



# HOTEL SECTOR MEETING

Increasing visibility and support of outlying hotel properties

- Hosted 20+ hotel partner attendees representing properties from areas around I-26/I-40W and Tunnel Road/I-40E
- **Discussion topics included:**
  - Airstream Ventures presentation by Alan Verlander and Lane Teitlebaum
  - Hotel sector performance compared to downtown and Biltmore Village sector performance
  - Partnering to increase motorcoach, wedding, SMERF and government business



# Q4 GROUP & EVENT DEVELOPMENT

Benefitted businesses in our community

**130**  
GROUPS/EVENTS  
OCCURRED  
IN OUR COMMUNITY



**\$16.8 million direct spending**  
20,400 room nights

**91**  
GROUPS/EVENTS  
BOOKED  
FOR FUTURE VISITS



**\$12.4 million in direct spending**  
15,000 room nights

**259**  
LEADS GENERATED  
FOR POTENTIAL  
GROUPS/EVENTS;  
75,936 ROOM NIGHTS



**9.3 % increase in leads over Q4 FY23**  
7.2 % increase in room nights over Q4  
FY23





# PARTNERSHIP & DESTINATION MANAGEMENT Q4 INITIATIVES

Penelope Whitman

Vice President of Partnership & Destination Management

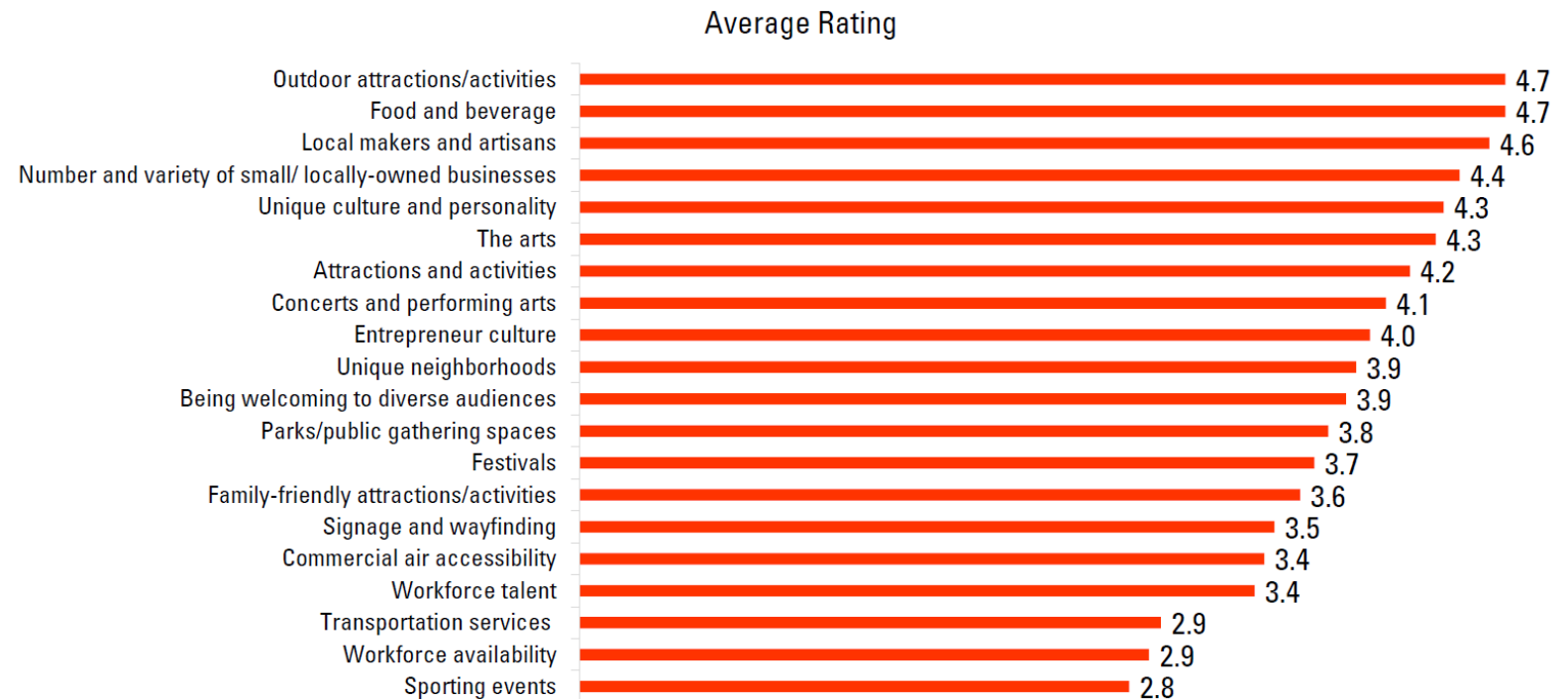
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# 2024 EXPLORE ASHEVILLE PARTNER SURVEY

- Fielded survey December 2023 - March 2024 to all active Explore Asheville partners
- 178 responses received from wide variety of partners categories and geographic regions around the county
- Outdoor attractions/activities and food and beverage were perceived highest destination assets
- Workforce availability and sporting events were perceived lowest rated destination assets
- Most responded that the generation of business demand is needed throughout the year, and that excess demand is not an issue during any part of the year  
Driving business during the shoulder season was cited as the greatest need
- Many respondents felt houselessness and perceived public safety concerns were the biggest risks to the success of their organizations, with economic vitality and resident sentiment following.

## Average respondent rating of all Asheville destination assets (1-5 scale)



The following are characteristics and assets that contribute to great places to visit and live. Please rate them according to how strong they are in Asheville and Buncombe County, where 1 is not a strength and 5 is a very significant strength.

## 2024 EXPLORE ASHEVILLE PARTNER SURVEY CONT.

Based on feedback provided by the 2024 Partner Survey, we are implementing the following:

| Partner Survey Findings  | What We're Doing   |
|--|--|
| 43% of respondents cited attending one or fewer partner events, indicating a lack of availability to attend events taking place Tuesday-Thursday | Hosting five of six FY25 tentpole partner events on Monday to accommodate majority of partners   |
| Sporting events cited as lowest ranked destination asset   | Explore Asheville has expanded digital sports assets, revamping the sports landing page on exploreasheville.com to showcase breadth of venues and capabilities to host and has hired a director of sports, film & entertainment to attract new groups and events |
| Workforce availability, 2nd lowest ranked destination asset  | Explore Asheville has begun a Workforce Development program, aimed at educating and inspiring the next generation of travel & tourism workforce  |
| Educating visitors about places to visit beyond downtown Asheville cited as a need   | Working with intention of partnering with more widespread and diverse business audience by increasing partner network 7.6%   |
| Networking and small business-related partner events cited as need by partners in reference to Explore Asheville events                          | New events programming, such as New Partner Breakfasts and Partner Happy Hours, aimed at small and new business networking, collaborating, and information sharing   |
| More than 50% of respondents do not use or do not know how to use the Explore Asheville Event Calendar   | An improved event submission experience is launching in September with our new website; our partnership team will be sharing tutorials and providing assistance to help partners transition to new platform  |

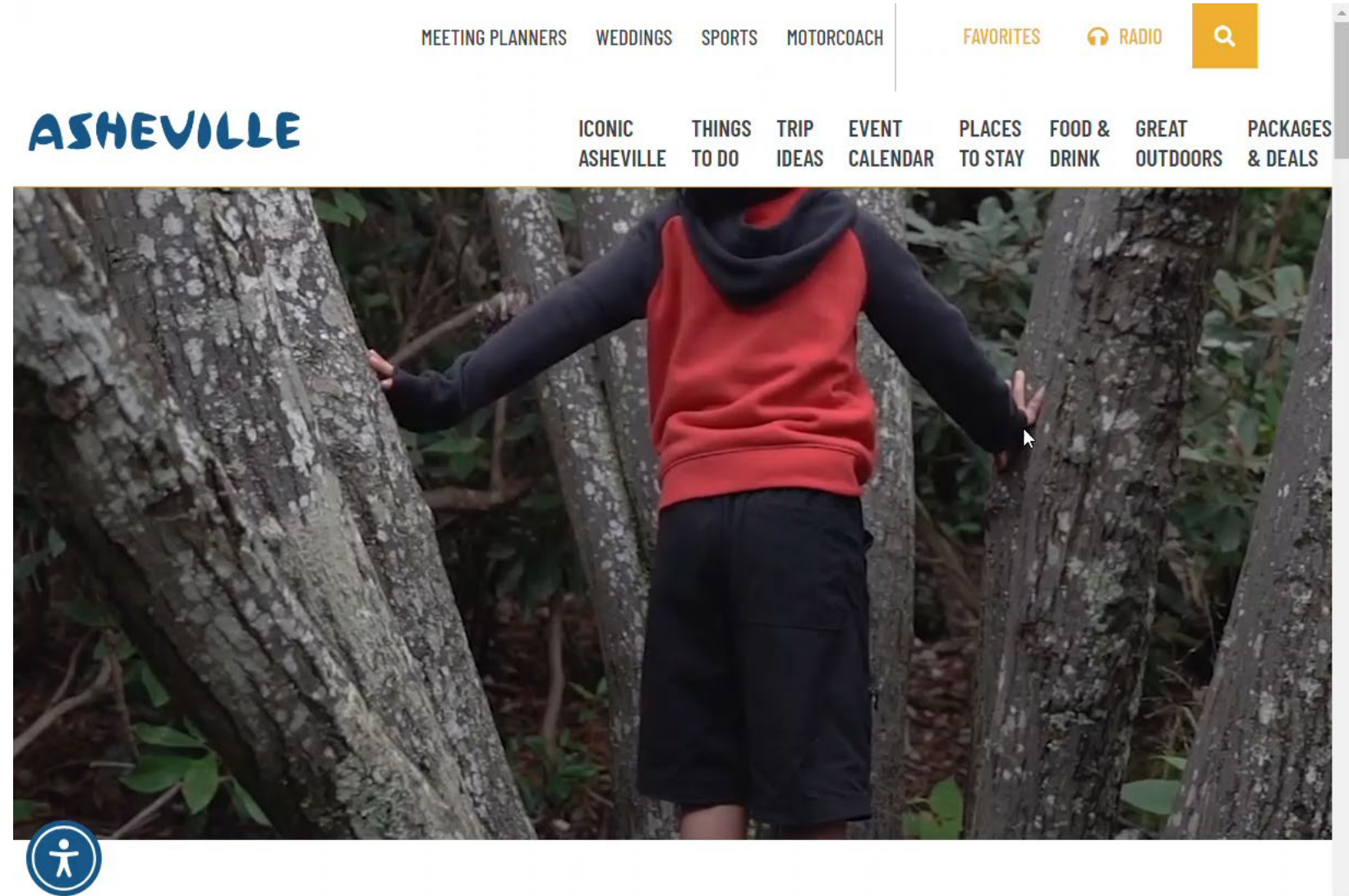
# OUTDOOR NC TRAIL TOWN STEWARDSHIP PROGRAM

Elevating visitor experiences, prioritizing resident quality of life, stewarding place

Pilot statewide program included Explore Asheville and 17 other destinations in NC willing to deepen their stewardship ethos, promote responsible visitation and inclusive, accessible travel via coaching and toolkits.

## As a result:

- Built new Responsible Tourism landing page
- Building new Accessible Asheville landing page to assist visitors in finding accessible accommodations and experiences
- Created content for the Trail Town Visitor Guide, a digital resource showcasing a selection of diverse trails to be published August and distributed by Visit NC



# WORKFORCE DEVELOPMENT

## Inspire: Increasing BC Youth Awareness and Aspirations in Travel and Hospitality Industry

Encouraging future careers in travel and hospitality with our inaugural high school internship program, launching summer 2025.

### Program Kick-Off and Research:

- Partnered with Robyn Pass, National Board-certified Teacher and Career Academy Advocate with the Erwin High School Hospitality Camp, June 17-20.
- Filled gaps in camp schedule and organized experiences at 12 Bones, French Broad Chocolate, Taco Billy, and Well Played for fifteen 9-12 grade students to engage with partners and learn about our industry.
- Provided a guided tour of the Asheville Black Cultural Heritage Trail.
- Created Hospitality Camp graduation gift bags with local products and visitor guides to support partners and expose the students to locally made items.



# NEW PARTNER EVENTS

## Earth Day & Heroes of Hospitality

### Explore Asheville Travel & Tourism Earth Day Clean Up:

- More than 100 travel and tourism partners, community members, and friends gathered for an Earth Day clean up at five locations throughout Asheville.
- We picked up 460 pounds of trash, preventing it from washing into local streams/ivers.

### Explore Asheville Heroes of Hospitality Awards:

- Inaugural industry event recognized local professionals who provide excellent hospitality and customer service.
- Convened 130 partners to celebrate 33 nominees and 6 winners as well as the inaugural round of LIFT fund recipients.
- Winners include:
  - David Teafatiller: Guide, Hike Bike Kayak Asheville
  - Marco Gaspar: Chef de Partie, The Lobster Trap
  - Marsha Furness: Assistant Manager, Talloni, A Shoe Salon
  - Maura Juarez: Housekeeper, Virtelle Hospitality
  - Ralford McIntosh: Banquet Server, Omni Grove Park Inn
  - Ryan Jackson: Customer Host, FOX-N-OTTER Escape Rooms



# LEGACY INVESTMENT FROM TOURISM (LIFT) FUND

Twelve tourism-related capital projects awarded in inaugural cycle

- In April 2024, the BCTDA approved investing nearly **\$10 million** in **12 tourism-related capital projects** through the inaugural cycle of the LIFT Fund – *the most awards made in a single capital project grant cycle*
- These investments will support the maintenance and design of tourism-related capital projects, project administration, enhancement of natural resources, and expansion of necessary infrastructure
- 77% of available funds were committed to City- or County-owned projects

## 2024 LIFT Fund Investments

| Grantee                           | Project  | Award Amount       |
|-----------------------------------|--|--------------------|
| Buncombe County                   | Ferry Road Community                             | \$4,000,000        |
| City of Asheville                 | Aston Park Tennis Center Court Rebuild Design    | \$40,000           |
| City of Asheville                 | Coxe Avenue Complete Street                      | \$2,983,890        |
| City of Asheville                 | ExploreAsheville.com Arena Capital Maintenance   | \$675,000          |
| Asheville Museum of Science       | Museum Repair and Expansion Plan                 | \$250,000          |
| Black Wall Street AVL             | Black Wall Street AVL Visitor Experience Upgrade | \$77,500           |
| Blue Ridge Parkway Foundation     | Craggy Gardens Visitor Center & Picnic Area      | \$750,000          |
| Hood Huggers Foundation           | Blue Note Junction (Phase 1 Construction)        | \$500,000          |
| Media Arts Project (MAP)          | Supernova Immersive Experience Project Design    | \$200,000          |
| RiverLink                         | Gateway Park                                     | \$270,018          |
| Swannanoa Valley Fine Arts League | Red House Gallery and Studios                    | \$92,495           |
| Asheville Botanical Garden        | Asheville Botanical Garden Renovations           | \$150,000          |
| <b>TOTAL</b>                      |  | <b>\$9,988,903</b> |

# EVENT GRANTS & SPONSORSHIPS

Support for local festival & cultural events through grants and sponsorships

Explore Asheville/BCTDA supported the following events in FY24 Q4:

- Asheville Makers Inc. - [Maker Faire Asheville](#)
- Asheville Downtown Association - [Downtown After 5](#)
- Black Mountain College Museum + Arts Center - [{Re}HAPPENING 12](#)
- The Utopian Seed Project - [Trial to Table Series](#)
- UNCA - [Our Turn to Play Scholarship Dinner](#)
- The North Carolina Arboretum Society - [Bloom with a View](#)
- Asheville Downtown Association - [Pritchard Park Summer Culture & Art Series](#)
- Asheville Brewers Alliance - [AVL Beer Week](#)
- Swannanoa Valley Museum - [Swannanoa Valley Music Heritage Concert](#)
- Black Wall Street AVL - [GRINDfest](#)
- Black Mountain Center for the Arts - [Art in Bloom](#)
- Center for Honeybee Research - [Asheville HoneyFest](#)
- Connect Beyond Festival - [Connect Beyond Festival](#)
- Weaverville Business Association - [Weaverville's Music on Main](#)
- UNCA - [Asheville Ideas Fest](#)
- The Dr. Martin Luther King, Jr. Association of Asheville & Buncombe County - ["Celebrating the History and Legacy of Juneteenth"](#)
- Asheville FM - [Voices; An Evening of Poetry, Literature, and Community](#)

**\$72K**

Grants &  
Sponsorships



**17**  
Events



# NEW PARTNERSHIPS

## Onboarded 44 local businesses as Explore Asheville partners

- Explore Asheville onboarded 44 local businesses as new partners in Q4, ranging from hostels and breweries to galleries and farms.
- In FY24, Explore Asheville partnered with 140 new businesses in Asheville and Buncombe County, expanding our partner network by 7.6%.
- Through these partnerships, Explore Asheville staff can connect incoming visitors and group travelers to the variety of experiences in Asheville and Buncombe County.



### WHAT & WHERE

#### Regions of New Partners

- Biltmore Village
- Black Mountain
- Downtown
- East Asheville
- Leicester
- North Asheville
- River Arts District
- South Asheville
- West Asheville

#### Business Categories

- Food & Drink
- Food Adventures
- Transportation
- Meetings/Event providers
- Photographers
- Attractions
- Arts/Cultural
- Guides/Outfitters
- Venues/Co-working
- Tours
- Lodging
- Catering
- Wellness
- Farms
- Retail



# CULTURE & BUSINESS AFFAIRS Q4 INTIATIVES

**Jennifer Kass-Green**  
Vice President of Culture & Business Affairs

**EXPLORE  
ASHEVILLE**  
POWERED BY | Buncombe County Tourism  
Development Authority

# ORGANIZATIONAL UPDATES

New Team Member | Staff Retention Rate

## New Team Member:



**Kayla Speis**

Social Media Manager

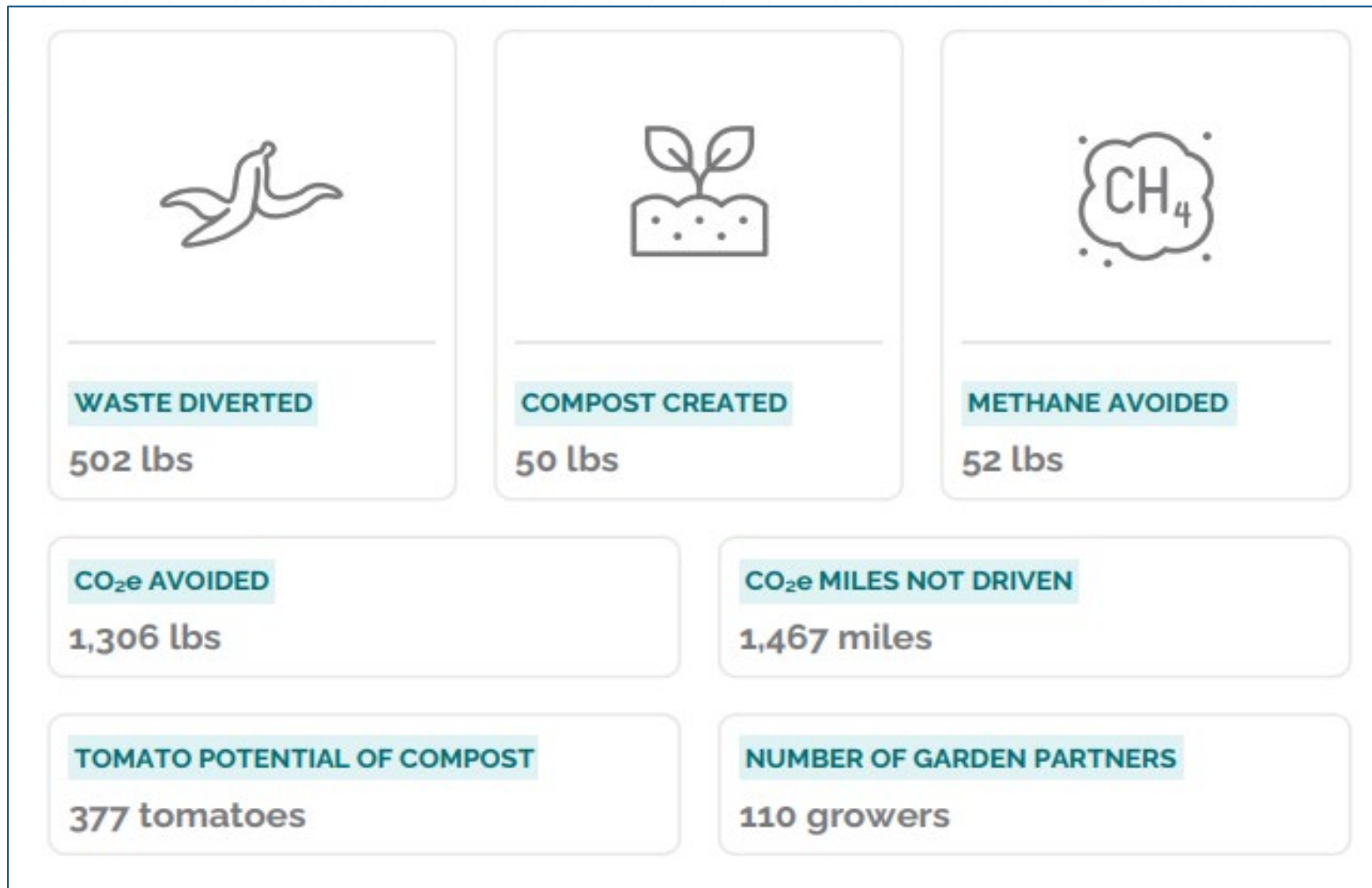
## FY24 Staff Retention Rate:

**91%**

# COMPOSTING EFFORTS

FY24 Impact Report from CompostNow

Since Explore Asheville became a member Sept. 2023:



# VOLUNTEER TIME OFF (VTO)

Total Volunteer Hours + Organizations in FY24

- Asheville-Buncombe Technical Community College
- Asheville Greenworks
- Asheville Open
- AVLFest
- Bountiful Cities
- Buncombe County Schools
- Equal Plates Project
- George Washington Carver Edible Park
- Habitat for Humanity
- LPGA Amateur Golf Association
- NC Craft Beverage Museum
- Rebuild Jones Park
- RiverLink
- Skyview Golf Association
- Southern Conference
- The Blood Connection
- United Way of Asheville and Buncombe County

176.5

Hours  
Volunteered



17

Non-Profit  
Organizations

## UNITY BLAZE CERTIFICATION TRAINING

Partnership with Black Folks Camp Too

- Unity Blaze Certification course completed by all team members in May.
  - Provided by Black Folks Camp Too, a company founded by a seasoned outdoor industry executive dedicated to making the outdoors an enjoyable place for all.
  - Aims to deepen understanding of the challenges faced by underrepresented communities and develop the skills to welcome everyone to the great outdoors.
- Founder and President Earl B. Hunter, Jr. delivered on-site team-wide training on May 8.
- Ongoing partnership with Black Folks Camp Too will build on these skills to reach more customers and create a more inclusive outdoor industry

# Black Folks

— CAMP TOO —

