

Welcome!

Explore **ASHEVILLE**
Convention & Visitors Bureau



Explore Asheville Partner Salon “Packaging Matchmaker”

November 10, 2021



UPCOMING EVENT



Explore Asheville Annual Holiday Party

Wednesday, December 8 | 4:30 – 6:30 PM

at the Center of Craft

Register at AshevilleCVB.com/Events

Exposure via Explore Asheville



6.7 MILLION
USER SESSIONS ON
EXPLOREASHEVILLE.COM

414,281
FOLLOWERS
ON SOCIAL

133,171
E-NEWS SUBSCRIBERS
18% OPEN RATE

- ExploreAsheville.com
PACKAGES & DEALS PAGES
- 71K total sessions (2019)
 - Most visited: Biltmore packages, hotel deals and attraction coupons



Packages & Deals: What's the Difference?

Package

Requires the inclusion of an overnight stay with an accommodation partner in Buncombe County.

Collaborative

Deal

Can be crafted by individual businesses and does not require that an overnight stay be included.

Independent

Packages & Deals:

PRO TIP:



ROI \neq
Number of
coupons
redeemed



ROI =
Increased
exposure!!

MEETING PLANNERS

WEDDINGS

SPORTS

MOTORCOACH

FAVORITES

RADIO

SEARCH

ASHEVILLE

ICONIC ASHEVILLE

THINGS TO DO

TRIP IDEAS

EVENT CALENDAR

PLACES TO STAY

FOOD & DRINK

GREAT OUTDOORS

PACKAGES & DEALS

DEAL



Estate Escape
April 19, 2021 to April 19, 2022
Escape to our Village Hotel; located in the heart of vibrant Antler Hill Village & Winery, it's the perfect home base from which to experience all that Biltmore...

ROMANCE



Mobile Massage - we'll come to you!
June 30, 2021 to December 31, 2021
Enjoy a massage in the comfort of your home or cozy mountain cabin with a relaxing spa experience that comes to you! There's no need to worry about getting out...

ADVERTISEMENT



The Buzz of Asheville
DoubleTree by Hilton Asheville Downtown is located within walking distance to more than 200 locally-owned restaurants, shops, breweries, and entertainment.



DODIE STEPHENS

Director of Communications
Explore Asheville

PR TEAM



Dodie Stephens

Director of
Communications



Sarah Lowery

Public Relations
Manager



Michael Poandl

Public Relations
Manager



Sha'Linda Pruitt

Public Relations
Coordinator

Share your news: news@ExploreAsheville.com



Media Relations: AT-A-GLANCE

770

Active media
conversations
per year
(average)

95

Supported
press visits
per year
(average)

1,300

Targeted
press outreach
per year
(average)

9.1 Billion

Total Editorial
reach per year
(online, print,
broadcast)

PR Your Packages



**The right EDITORIAL COVERAGE
can be MORE VALUABLE than
package bookings.**

The New York Times

In Asheville, a Fall Tour That Includes Farms and Wine



Friendswood Brooms is a stop on the Fall Farms and Artisans Tour. Friendswood Brooms

By Diane Daniel
Sept. 1, 2015

In response to guests asking innkeepers in the Asheville, N.C., area what to do beyond exploring the Blue Ridge Parkway, the Asheville Bed & Breakfast Association has created a [Fall Farms and Artisans Tour Package](#) that takes visitors along the roads less traveled. The 16 inns have partnered with three western North Carolina farms, a vineyard and five artisans in the 200-year-old farming community

Benefits of Packaging

- **FRESH CONTENT & FRESH NEWS:** Always have an answer to “what’s new?” (Even when you don’t have something new.)
- **EVERYONE LOVES A DEAL:** Press often add “deals” and “insider tips” to stories
- **INCREASED EXPOSURE:** Explore Asheville channels (and beyond)
- **SEO:** Press/article links from your packages increase searchability online
- **CROSS PROMOTION:** Leverage the audience, clout and news value of your fellow package partners to amplify reach
- **AN OUTLET FOR YOUR STORY:** Well crafted packages can highlight your story, values, expertise, community connections and the key features of your business
- **CONNECT TO A TREND OR MAJOR NEWS STORY:** As long as it is authentic to your business, there is no shame in riding coattails



2022 Travel Trends

1. Travel as self-care • wellness travel
2. Unplugged travel • healthy work-life balance
3. Recapturing the “first-time” travel feels • focus on the journey
4. Community first • emphasis on local • independent experiences
5. New faces and new places • help travelers get social again!
6. Just say “yes” • spontaneity • wildcard factor • adventurous choices and open to something completely new
7. Sustainable travel • a top priority for 57% of travelers

Explore Asheville's Strategic Imperatives:



Deliver Balanced Recovery & Sustainable Growth

Balance resident and visitor needs, recognizing the necessary role that sustainable, long-term growth of travel has in achieving a healthy, collective economy.

Focus on the quality of each visit to our community – balancing growth across the seasons, business and leisure travel, and throughout Asheville and Buncombe County.



Engage & Invite More Diverse Audiences

Extend a genuine invitation to Black travelers and other diverse audiences including LGBTQ visitors – connecting them with local neighborhoods, businesses and entrepreneurs – creating more opportunities for all to win.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.



Encourage Safe & Responsible Travel

Engage residents and visitors with shared values to care for and respect natural, cultural and human resources vital in delivering quality guest experiences.

Collaborate with community organizations, local businesses and environmentally focused partners to support the sustainability and growth of our outdoor economy.



Promote & Support Asheville's Creative Spirit

Share stories of creators and makers who help differentiate our destination through food and drink, visual and performing arts, experiences and more.

Support product development, place making and community connections, enabling new experiences and business opportunities throughout our community.

Elements of a Newsworthy Package

1. **STAND OUT:** Use a catchy creative title (but don't go too far—consider keywords that will make your audience click the link).
2. **TIMING & PLANNING:** Give your promotional partners plenty of lead time via news@exploreasheville.com
3. **WORK SMARTER:** Keep your good packages going! Longer running packages have more opportunities for media pick-up.
4. **MAKE IT SPECIAL:** Consider immersive elements and special touches pull through your theme in a thoughtful way.
5. **ANSWER TWO IMPORTANT QUESTIONS IN YOUR COPY AND MEDIA OUTREACH:** Why this? Why now?

A woman with dark hair and a warm smile is looking towards the right. She is surrounded by various Christmas ornaments, including large gold and silver spheres, smaller blue and purple ones, and a small blue butterfly ornament. The background is softly blurred with warm lights.

WHY THIS? WHY NOW?

Editors seek details that **authentically anchor their story to something relevant and current**—a timely tie-in, a cultural trend, a movement, a season or a “new” reason to travel.

EQUATION FOR NEWSWORTHY PACKAGES:
SOMETHING “NEW” + AUTHENTIC ALIGNMENT + THE UNEXPECTED + NEWS PEG

Why it Works: Package Example

- Tied to a newsworthy event
- Unique local experience
- Bundled up some added-value (e.g., attraction tickets)
- Perfect “Pillar Four” alignment: Promote & Support Asheville’s Creative Spirit

TIPS: Repurpose for longer shelf life; select a compelling photo and spend time adding descriptive copy.

ASHEVILLE

Art to Gogh

Pinecrest Bed & Breakfast

Redeemable: November 11 - February 12, 2022

Redeem Offer



Immerse yourself in an art-filled weekend. Tour the Biltmore House with its extensive art collection. Add Van Gogh Alive!, an unforgettable multisensory experience at the Biltmore Estate from November 5, 2021, through March 5, 2022.

Next, take a marbling class with instructor Pam Granger Gale of Majik Studios. Learn the art of floating paint on water to create a one-of-a-kind silk scarf inspired by “Starry Night,” Van Gogh’s most iconic painting. Available select Saturdays (Nov 13, Dec 4, Jan 15, Feb 12) for \$125. Pinecrest guests can save \$15 off marbling class with a code available with booking.



News@ExploreAsheville.com

WHAT TO SHARE:

Your news

Pitches

Background info

New experiences

TIP:

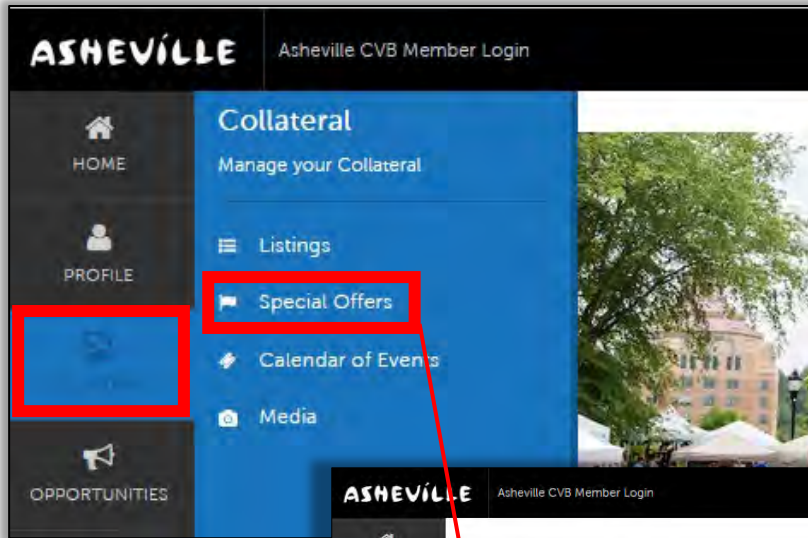
We love press releases, but informal and behind-the-scenes insight is often just as useful



CHARLIE REED

Community Engagement Ambassador
Explore Asheville

How-To Add Packages & Deals:



ExploreAsheville.com/Partners

Navigate to Collateral > Special Offers > Add Offer

A full how-to guide can be found on:
AshevilleCVB.com/extranet-instructions-support/

Offers

Filters (0) [Manage Filters](#)

You have not added any filters. You can click the manage filters link in the top right corner or click the icon from the grid to add filters from the available list and set a default value to use in the future.

[ADD OFFER](#)

Actions	Offer Title	Redeem From	Redeem To	Post From	Post To	Pending
	15% off Mid-Week in December Deal				12/31/2015	No
	15% off Mid-Week in December Deal	12/01/2016	12/31/2016	06/31/2016	12/26/2016	No
	Biltmore Splendor Package	06/01/2015	12/31/2015	06/01/2015	12/31/2015	No
	The Art of Romance Package	01/01/2015	04/30/2015	10/01/2014	11/30/2015	No
	Zipline On Down the Line Package	11/15/2016	07/31/2017	11/04/2016	07/17/2017	No

Page 1 of 1 Go to Page: 1

Packages & Deals: Things to Remember

The Title and image are the first things people see.

The offer must be posted on your own website.

Each offer can be posted for 3 months at a time. If your offer runs for longer than 3 months, submit it separately.



A Beery Romantic Getaway

The Lion and the Rose Bed and Breakfast...

[Quick View](#)



A Suite Mountain Romance Getaway

The Lion and the Rose Bed and Breakfast...

[Quick View](#)



Example of a great Description and Image:

Bucket List Adventure Getaway Package

The Lion and the Rose Bed and Breakfast

Redeemable: October 29 - January 2, 2022

Redeem Offer

Calling all thrill seekers and adrenaline junkies looking for a fun adventure! Our Bucket List Adventure Getaway combines accommodations at our inn with one of our favorite outdoor experiences in Asheville. Navitat's Mountaintop Tour is a totally unprecedented mountaintop adventure and will take you soaring higher, faster, and longer than ever before. Huge side-by-side ziplines and jaw-dropping speeds make this an experience unlike any other. Nowhere else will you find ziplines this high, fast, and long fully integrated into a spectacular natural setting. Suitable for first-timers and experienced thrill-seekers alike and guaranteed to be a truly unforgettable adventure. There's no better way to experience the beauty of the Blue Ridge Mountains! Please note this package will be available starting on October 29, 2021.

[Add to Trip Planner](#)

Great description
and image that
entices you and
makes you want to
join in.

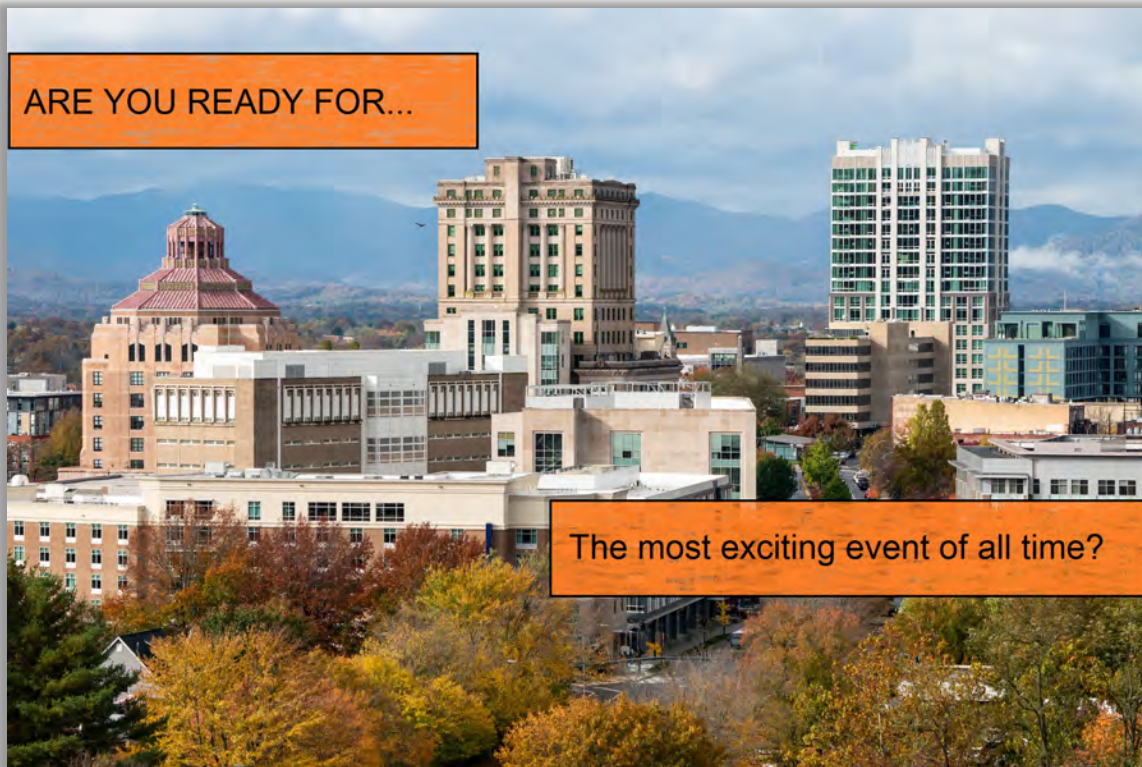


👎 Too Small!



👍 Lovely!

 Nope!



Example of an Adventure-themed PACKAGE:

 Print Me

Stay in Summer and get access to the Biltmore, Ziplining, Rafting and more!

Asheville Cabins of Carolina Mornings

Redeemable: June 18 - September 17, 2021

Redeem Offer

Did you know... all stays with Carolina Mornings in Summer automatically receive: One Biltmore Estate Pass (up to \$85/day value!) One French Broad Rafting Trip (\$51 value!) One Adventure Center Park Pass (\$49 value!) One Launch Trampoline Park Pass (\$20 value!) Wow, that's up to \$205 value! What a great deal! This adventure package is automatically included with every stay in May of 2019, only at Carolina Mornings. We have over 100 properties to choose from - everything from downtown lofts to mountaintop luxury cabins. Many are pet-friendly! We have the perfect property for your summer vacation in Asheville!! -- Please click or call for more info. Included tickets are included per-reservation, not per-person. Still, one ticket to each activity is a great value and saves you a lot of money on your adventuring!

[Add to Trip Planner](#)



Accommodations
Included?

Collaboration
with other
partners?

PARTNER SUPPORT

AshevilleCVB.com

- How-To Guides & Videos
- Schedule a One-on-One Meeting

The screenshot displays the Explore Asheville website interface. At the top, the navigation bar includes links for 'About Buncombe County TDA', 'Visitor Information', and 'Partner Login'. The main header features the 'Explore ASHEVILLE' logo and the text 'Convention & Visitors Bureau'. Below this is a secondary navigation bar with links for 'What We Do', 'Business Toolkit', 'Research & Reports', 'News & Events', 'Community Programs', 'COVID-19 Resources', and 'Contact Us'. The main content area shows a scenic image of mountains at sunset. Overlaid on this is a white box titled 'Extranet Instructions and Tutorials' which contains the text 'Extranet Instructions for ExploreAsheville.com Listings, Events, and More Get the Support You Need!'. Below this text is a red box titled 'One-on-One Wednesdays' with the subtext 'Have questions about your listing?'. It lists three bullet points: 'Want to save time and learn how to optimize your list quickly and easily?', 'Looking for some support to ensure you're fully engaging with our team?', and 'One-on-One Wednesdays are an opportunity to speak directly to the Community Engagement Team.' It also includes the instruction 'Use the calendar to schedule your call. We're looking forward to catching up!'. To the right of the red box is a calendar titled 'Book Your One on One' showing a grid of dates from Sunday to Saturday. The date '28' is highlighted in blue. At the bottom of the calendar, it says 'Eastern Time - US & Canada (10:06am)'.

Explore Asheville
Convention & Visitors Bureau

About Buncombe County TDA Visitor Information Partner Login

What We Do Business Toolkit Research & Reports News & Events Community Programs COVID-19 Resources Contact Us

Extranet Instructions and Tutorials

Extranet Instructions for ExploreAsheville.com Listings, Events, and More
Get the Support You Need!

One-on-One Wednesdays

Have questions about your listing?

- Want to save time and learn how to optimize your list quickly and easily?
- Looking for some support to ensure you're fully engaging with our team?
- One-on-One Wednesdays are an opportunity to speak directly to the Community Engagement Team.

Use the calendar to schedule your call. We're looking forward to catching up!

Book Your One on One

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Eastern Time - US & Canada (10:06am)

Email PartnerSupport@ExploreAsheville.com

COMMUNITY ENGAGEMENT TEAM



Pat Kappes
Vice President of
Community Engagement



Charlie Reed
Community Engagement
Ambassador



Hannah Dosa
Community Engagement
Project Coordinator

Reach us at PartnerSupport@ExploreAsheville.com

Questions?



An aerial photograph of a city, likely Asheville, North Carolina, featuring a mix of urban buildings, green trees, and a multi-lane highway with a bridge. In the background, rolling mountains are visible under a dramatic, cloudy sky. The scene is captured during the 'golden hour' of late afternoon, with warm sunlight filtering through the clouds and trees. A dashed white rectangular border frames the central portion of the image, enclosing the text.

Matchmaker Time!

Get to know your tourism community



Introduce yourselves!
Who you are and what you do.



Have you offered a Package or Deal
in the past?

What has worked well for you?



Did you offer it on ExploreAsheville.com? What was your experience like creating the package through the extranet?

Do you have feedback or tips to share with our team or your fellow colleagues?



Do you have a specific offering that would be ideal to offer as part of a package?

What other partners are you in need of to make that happen?



What are some next steps to take to
continue collaborating?

Have you secured contact with each other?



Once you create your package, what are you going to do with it?

- Post it on your website
- Post it on ExploreAsheville.com via the extranet
- Share with News@ExploreAsheville.com



Thank you for coming!

PARTNER RESOURCES:
AshevilleCVB.com

STAY IN TOUCH:
News@ExploreAsheville.com

FIND SUPPORT:
PartnerSupport@ExploreAsheville.com