

THE OFFICIAL ASHEVILLE VISITOR GUIDE 2022 Media Kit



ASHEVILLE
ExploreAsheville.com

WELCOME BACK!



THE GREAT TRAVEL REBOUND

Uniquely positioned with an assortment of attractions, and activities both indoors and out, Asheville welcomes millions of visitors each year. The city is seeing airport activity, hotel occupancy, and visitor guide requests returning to, and even exceeding, 2019 rates.

It's no surprise Asheville is on track for sustainable growth; from breathtaking scenic adventures to dining experiences you won't find anywhere else, visitors continue to seek out Asheville as an ideal destination for an active and healthy getaway.

The Official Asheville Visitor Guide plays a significant role in our region's effort to welcome a broad and diverse audience of visitors, strengthening our community for all.

79.5% OF AMERICANS ARE READY TO TRAVEL AGAIN (Data as of June 2021)

DOMESTIC TRAVEL IS HERE TO STAY:

- In Q1 '21 **domestic cities** were among TOP 10 DESTINATIONS booked by travelers¹
- **80%** of U.S. travelers intend to go on **at least one** overnight domestic trip in 2021²

¹Expedia Group Media Solutions: 2021 Q1 Travel Recovery Trend Report '25 Travel Trends to Watch in 2021, According to TripAdvisor

VISITORS STRENGTHEN THE BOTTOM LINE OF YOUR BUSINESS



"My strong belief in the power of travel goes far beyond the emotional reward people get from exploring new places. It's also the economic value travelers bring to communities. In Buncombe County, visitors spend \$2.2 billion annually with local businesses, supporting nearly 28,000 jobs for local people, and contributing to a tax base that provides services for those who live in our community. We believe the *Official Asheville Visitor Guide* is one of the most valuable tools available to connect travelers to local businesses like yours. Thank you for considering this partnership opportunity."

**– VICTORIA ISLEY, PRESIDENT & CEO, EXPLORE ASHEVILLE
CONVENTION & VISITORS BUREAU**

GUIDING VISITORS TO YOUR BUSINESS

Travelers take vacation expecting to spend larger dollar amounts on a daily basis than when they are home. They will eat three meals per day at local restaurants, bars or cafes, splurge on experiences and entertainment, pay for lodging, and buy souvenirs or treat themselves to new retail experiences.

Advertising in the *2022 Official Asheville Visitor Guide* ensures your business is front and center when they are making their travel plans and while they are in the Asheville area. 100% of people reading the guide are actively exploring Asheville; a year-round destination.

73.1%

of Americans currently want travel inspiration and are open to travel content and messaging?



VISITOR DEMOGRAPHICS¹

4.2

MILLION overnight guests

51% Female

49% Male

Average age overnight visitor

47.1

Household Income

\$75k+

TOURISM BY THE NUMBERS^{*}

**\$3.3
BILLION**

Tourism Economic Impact
in Buncombe County

**\$2.2
BILLION**

Spend by visitors

**\$392
MILLION**

Tax revenue generated
by tourism

\$610 Million

FOOD & BEVERAGE

\$609 Million

LODGING

\$468 Million

RETAIL SHOPPING

\$300 Million

RECREATION &
ENTERTAINMENT

\$255 Million

AIR & LOCAL
TRANSPORTATION

^{*}Tourism Economics, 2019

THE POWER OF VISITOR GUIDES

The 2022 *Official Asheville Visitor Guide* will be the region’s best resource for reaching new visitors and increasing visitor spending.



“Did reading the guide influence or change the following aspects of your trip?”*



17%

STAYED LONGER



50%

ADDED ATTRACTIONS



45%

ADDED ACTIVITIES



24%

SPENT MORE MONEY

83%

of undecided travelers were influenced to choose a destination after reviewing a visitors guide

88%

have used a visitor guide to help plan a vacation

79%

of visitors picked up a visitor guide or brochure

62%

of visitors say printed visitor guides are extremely important

Visitor Guide study conducted by National Laboratory for Tourism & Ecommerce, Temple University, March 2014; Asheville Visitor Guide Survey 2022

TARGETED DISTRIBUTION

CIRCULATION

300,000

PRINT COPIES

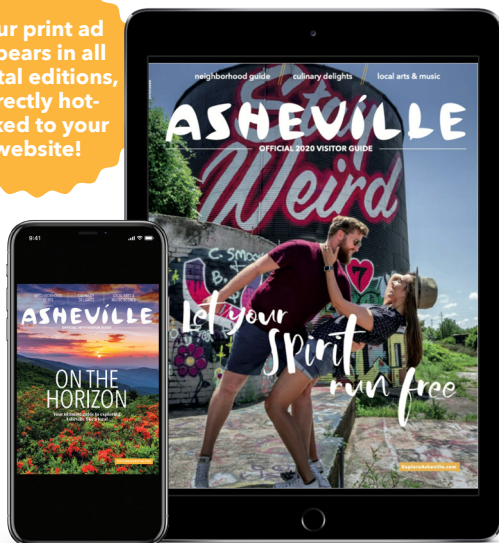
READERSHIP

840,000

(2.8 READERS/COPY)

The 2022 *Official Asheville Visitor Guide* has highly effective and strategic distribution channels.

Your print ad appears in all digital editions, directly hot-linked to your website!



Available in digital format on desktop, laptop, tablet and mobile devices.

👉 exploreasheville.com

97%

OF READERS' EXPECTATIONS WERE MET OR **EXCEEDED** AFTER USING THE ASHEVILLE VISITOR GUIDE TO PLAN THEIR VISIT

IN MARKET

- Asheville Visitor Center
- Asheville hotels, attractions and local businesses
- Asheville Airport Visitor Center
- Meetings, conventions, sporting events, destination weddings and other social events throughout the year

OUT OF MARKET

- Exclusive fulfillment for call-in, mail-in and website requests
- North Carolina Welcome Centers in 8 locations
- AAA offices in locations throughout the southeast region

2022 NET RATES

AD SIZES	2022 NET RATES	EARLY BIRD RATE
Full page	\$15,561	\$14,005
2/3 page	\$12,449	\$11,204
1/2 page h	\$9,803	\$8,823
1/3 page	\$7,469	\$6,722
1/6 page v	\$4,201	\$3,781
Premium Positions		
Inside front cover	\$18,673	\$17,266
Inside back cover	\$17,895	\$16,526
Back cover	\$19,451	\$17,856

DEADLINES

Space deadline

October 8, 2021

Materials deadline

October 22, 2021

Distribution begins

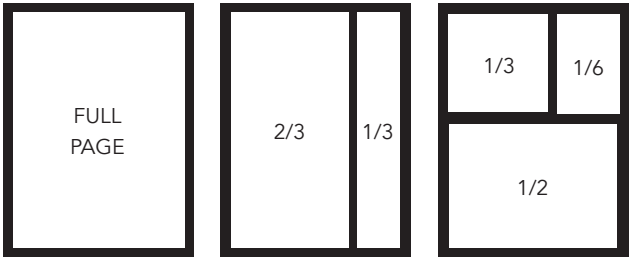
January 2022

**EARLY
BIRD
DISCOUNT!**
reserve by
9/10/21

AD SPECIFICATIONS

AD SIZES	WIDTH	HEIGHT
Full page bleed	8.25"	10.75"
Trim	8"	10.5"
Live area (safety)	7.25"	9.75"
Full page non-bleed	7.25"	9.75"
2/3 page V	4.625"	9.5"
1/2 page H	7"	4.625"
1/3 page V	2.25"	9.5"
1/3 page H (square)	4.625"	4.625"
1/6 page V	2.25"	4.625"

Complete spec sheet available on request.



EXPLORE ASHEVILLE MARKETING: A HEALTHY ROI

Explore Asheville's year-round publicity campaigns support advertising initiatives, driving visitors to our destination and bring visitors to your front door.

Earned media coverage generated more than
8.4 BILLION
IMPRESSIONS with
over **\$21.3 MILLION**
total publicity value.

ASHEVILLE HAS RECEIVED MANY ACCOLADES AND NOTABLE MEDIA MENTIONS, INCLUDING:

"The 50 Best Places to Travel in 2020"

**TRAVEL+
LEISURE**

"The Best Small Cities in the United States in 2020"

AFAR

"Appalachian food finds a spotlight"

The New York Times

"Asheville's ambitious brewers are pushing the boundaries of beer"

FOOD&WINE

"4 best U.S. Vacation Destinations For Couples to Explore in 2020"

YourTango

"An Appetite for Asheville: North Carolina Mountain Town's Food Reaches New Heights"

Chicago Tribune

"10 Bucket-List Sites to Visit in This Decade"

 **USA
TODAY**

"How to Road Trip the Southeastern U.S. on a Budget"

 **lonely planet**

"Easy going, artsy Asheville"

**THE SATURDAY EVENING
POST**

"The Ultimate LGBTQ Guide to Asheville"


**MATADOR
network**

"Reasons to Visit Black Mountain, a Picturesque Small Town"

Southern Living



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