

EXPLORE ASHEVILLE & BCTDA'S STRATEGIC IMPERATIVES

The Buncombe County Tourism Development Authority (BCTDA) 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.

<i>Delivering Balanced & Sustainable Growth</i>	<i>Encouraging Safe & Responsible Travel</i>	<i>Engaging & Inviting More Diverse Audiences</i>	<i>Promoting & Supporting Asheville's Creative Spirit</i>	<i>Running A Healthy & Effective Organization</i>
<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

January 2026 – March 2026

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority



MARKETING, CONTENT & PR Q3 INITIATIVES

Kyle McCurry
Director of Public Relations

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

EARNED MEDIA COVERAGE

Impact, Accolades, and Significant Stories



Q3 Earned coverage

4.67B

Potential media reach

\$41.8M

Publicity value

36

Site visits

TRAVEL+ LEISURE

Top Trending U.S. Destinations for Spring Break 2026

Southern Living

The South's Best 2026

Wine Spectator

The Most Underrated U.S. Cities for Food and Wine

THE POINTS GUY ↗

Where to go in 2026: The 17 best places to travel



Check out This List of the Best Places to Travel to in 2026

THE BLACK CULINARY RENAISSANCE HAPPENING IN ASHEVILLE, NORTH CAROLINA

- Travel Noire

NYC MEDIA MISSION

January 2026

Objectives

- Strengthen relationships with top-tier national media
- Share 2026 destination priorities
- Drive future editorial coverage
- Gain insight into emerging media trends to better understand what editors are actively seeking

Key outlets pitched

- Architectural Digest
- Elle Decor
- Dossier
- YOLO Journal
- Better Homes & Gardens
- Real Simple
- Food & Wine
- Financial Times
- Galerie
- TIME
- New York Post
- Southern Living
- Travel + Leisure
- CBS News
- Fox News

Emerging trends and opportunities

- Strong demand for tastemaker-led and personality-driven storytelling
- Continued interest in wellness, outdoors, and road trip narratives
- Shift toward immersive and experiential culinary coverage
- Need for timely hooks and strong visuals



Results

- Dossier E-Newsletter: East Fork
- TODAY Show: Summer Road Trips (April 2026)

AFAR EMPLOYEE RETREAT

"50 strong from London to Los Angeles and dozens of locales between, gathered in Asheville"

AFAR chose Asheville for its only global all-hands of the year, providing its team with a week of immersive regional experiences.

What the week looked like

- Biltmore Estate, Downtown Asheville, River Arts District, Black Mountain
- Hiking, mountain biking, archery, workshops, Michelin-recognized restaurants
- YMI Cultural Center activation celebrating Asheville's Black cultural legacy
- Closing night at Fitz and the Wolf featuring local all-star musicians

Immediate results

- **15 editors and writers** experienced Asheville area firsthand
 - Each a potential byline
- **Multiple upcoming episodes** of "Unpacked" podcast, being called an Asheville guide, are releasing soon
- Asheville recap posts on Afar's social media and within its newsletter
- Early screening of "A Life Reimagined: The George Masa Story" by Paul Bonesteel



IMM MEDIA MISSION AND VISIT NC 365 FAM

Engaging reporters in Asheville and beyond

- TravMedia's International Media Marketplace (IMM) is the largest gathering of travel media in North America. Explore Asheville attended and met with over 2 dozen top travel journalists to pitch Asheville as a top 2026 travel destination
- Writers, editors and freelancers from Travel + Leisure, NatGeo, Fodor's, Food & Wine, AAA, and Cigar Aficionado, among others.
- Helped shape Rachael Levitt's Fodor's piece, [The Family Trip That's More Fun \(and Way Cheaper\) Than a Theme Park](#)
- Visit NC held its annual 365 conference in Asheville in March. Explore Asheville took the opportunity to host a dozen national and regional media to showcase the unique culinary, arts and wellness experiences the Asheville area has to offer.
- Media from The Local Palate, Southern Living, Eater Carolinas, Garden & Gun, WRAL-TV (Raleigh), and PBS NC, among others.
- Governor Stein spoke about the importance of travel to Western NC, spurring local and regional coverage.



Image Credits (top to bottom): TravMedia; WLOS-TV

MEETINGS TODAY VISITS ASHEVILLE

Asheville 48-Hour Meeting Planner Experience

Meetings Today's vice president and chief content director, Tyler Davidson, joined the most recent FAM trip as the sole journalist among 13 planners.

Who Tyler met

- Ed Silver and Explore Asheville's entire business development team
- Lew Bleiweis, Asheville Regional Airport
- Tim Hill, The Biltmore Company
- Leaders of 10+ properties
- Multiple planners

Immediate results

- 3-page print spread in Meetings Today's May 2026 issue, plus digital version
- Appearance in Newswire newsletter going to 50,000+ planners
- Meeting planner testimonials featured in the piece
- 14 hotels featured with room counts and meeting space specs
- 3rd Asheville story in Meetings Today since September



FUTURE OF TRAVEL DISCOVERY

Building a smarter content system to stay visible as search shifts to AI and new planning tools

Goal

Help Asheville's content stay visible and useful as trip planning shifts to AI and new search tools

What we did

- Conducted a full-site content audit (1,000+ articles) to prioritize updates
- Built a consistent framework for content updates
- Launched a new pipeline of itinerary content designed for today's search behavior
- Created 20 new itineraries out of 43 identified topics to support trip planning

Why it matters

- Improves visibility in AI search, voice search, and answer-based results
- Helps more of our content work harder to inspire and convert travel intent
- Creates a repeatable process for keeping content current and competitive

Maximize Your Time with Curated Itineraries



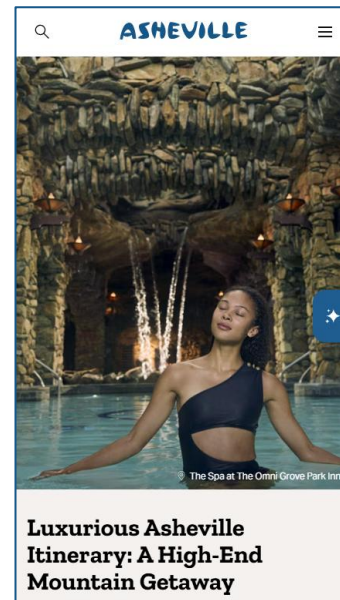
Girls' Getaway



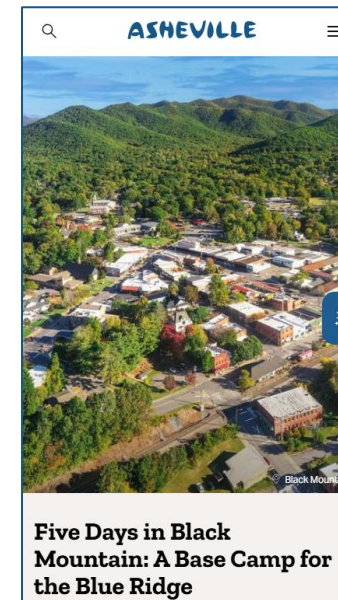
Foodie



Black Mountain



Luxurious Asheville Itinerary: A High-End Mountain Getaway



Five Days in Black Mountain: A Base Camp for the Blue Ridge



A Four-Day History Lover's Itinerary in Asheville



5 Days of Outdoor Adventure in Asheville

HOTEL WEEKS

A returning winter promo designed to drive overnight stays during need period

Goal

Drive overnight stays during a slower winter period while supporting local lodging partners

What we did

- Executed Hotel Weeks for a second year as a coordinated winter promotion
- Brought together local lodging partners to offer 25%+ off overnight stays in February
- Supported with landing page, PR, paid media, social, and email

Impact

- Hotel Weeks content generated 35,000+ page views and more than 6,600 clicks into individual offers
- That represents significant year-over-year growth from 16,000+ page views and 4,800 offer clicks last year
- Results suggest the promotion is building awareness and momentum in the market



MAKING ASHEVILLE'S ACCOLADES MORE VISIBLE

New web content and design components help surface accolades where travelers are planning their visit

Goal

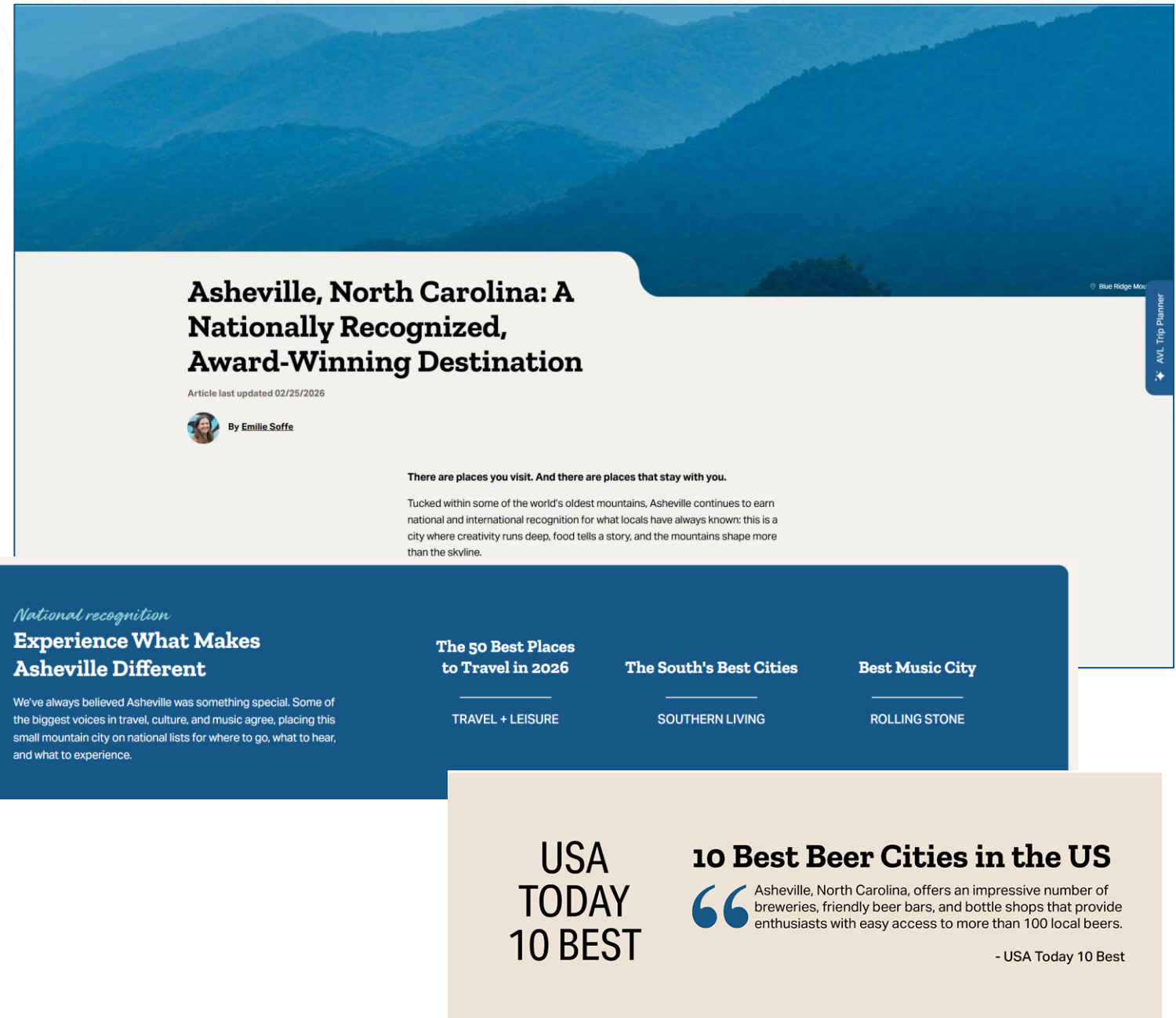
Make the area's national recognition easier for potential high-value visitors to see and use as they plan a trip

What we did

- Created [a new leisure-facing article](#) that brings accolades together in one visitor-friendly place
- Built a new website component to highlight accolades more naturally across key pages
- Added flexible design options, including multi-accolade layouts and accolade-plus-quote callouts

Why it matters

- Helps travelers quickly see trusted third-party recognition
- Reinforces the Asheville area's reputation as a destination worth choosing
- Responds to travel advisor feedback that accolades help signal destination quality and stature for high-value visitors



BEST IN CLASS SOCIAL

Competitive benchmarking

Using our analytics platform, we track performance against 20 curated competitors per platform, including other DMOs and high-performing content channels.

Q3 engagement highlights

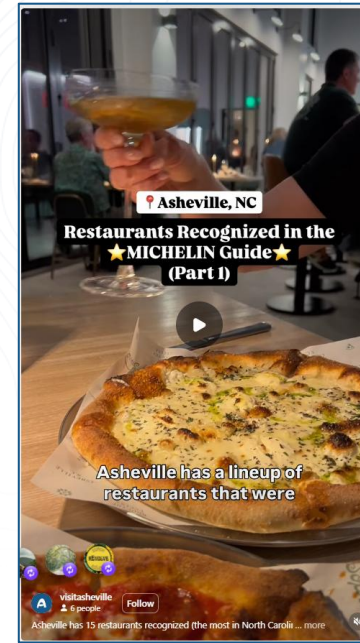
- Facebook:** Total engagements: 49,356 vs. competitor average 9,392 (+81%)
 Average per post: 676 vs. competitor average 113 (+498%)
- Instagram:** Total engagements: 56,881 vs. competitor average 29,527 (+93%)
 Average per post: 836 vs. competitor average 520 (+61%)

Top posts

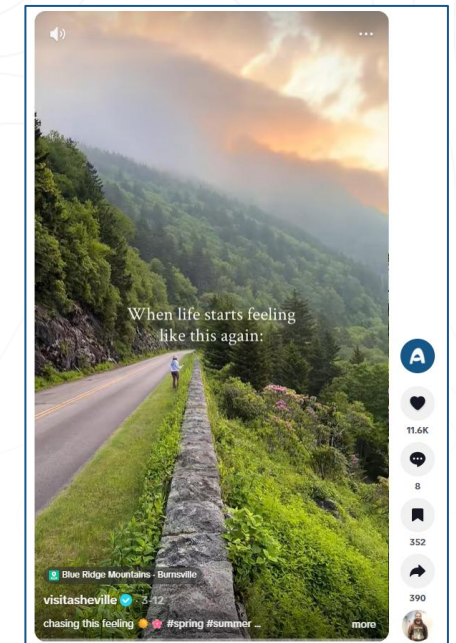
- Each platform saw different winners, with Trolls leading on Facebook, Foodtopia content resonating on Instagram, and Spring inspiration taking TikTok



FACEBOOK
Last Chance Trolls
 11,657 Engagements



INSTAGRAM
MICHELIN Round-up (Part 1)
 9,078 Engagements



TIKTOK
Spring Inspiration Reel
 12,036 engagements

Facebook Public Engagements		Total	Public Engagements per Post
Your Average	<div style="width: 100%; height: 10px; background-color: #28a745;"></div>	49,356.00	676.11
Competitor Average	<div style="width: 100%; height: 10px; background-color: #6c757d;"></div>	9,392.00	116.53

Reactions Comments Shares

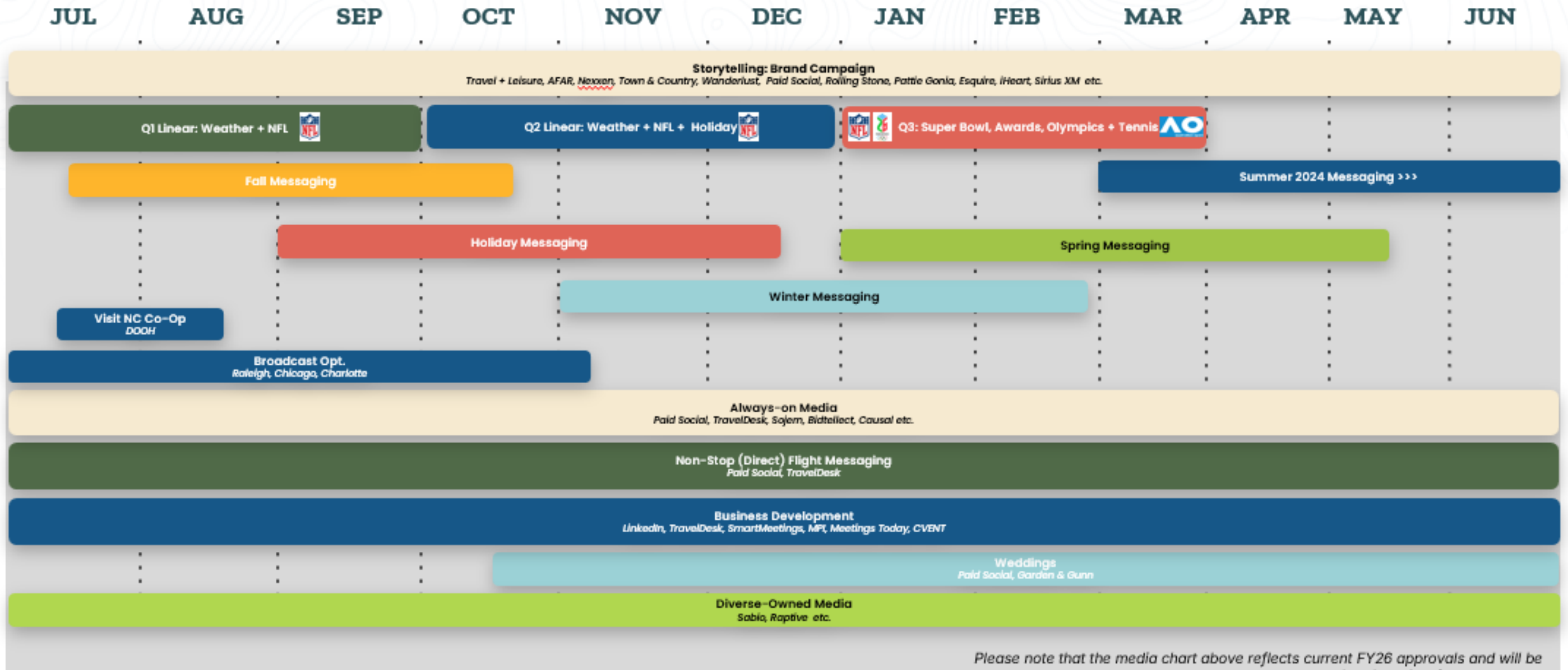
Instagram Public Engagements		Total	Public Engagements per Post
Your Average	<div style="width: 100%; height: 10px; background-color: #28a745;"></div>	56,881.00	836.49
Competitor Average	<div style="width: 100%; height: 10px; background-color: #6c757d;"></div>	29,527.45	520.31

Likes Comments

Engagements = Likes, Comments, Saves, Shares



FY26 PAID MEDIA OVERVIEW: FLOWCHART



Please note that the media chart above reflects current FY26 approvals and will be updated as planning progresses.



Delivering Balanced & Sustainable Growth

Engaging & Inviting More Diverse Audiences

Encouraging Safe & Responsible Travel

Promoting & Supporting Asheville's Creative Spirit

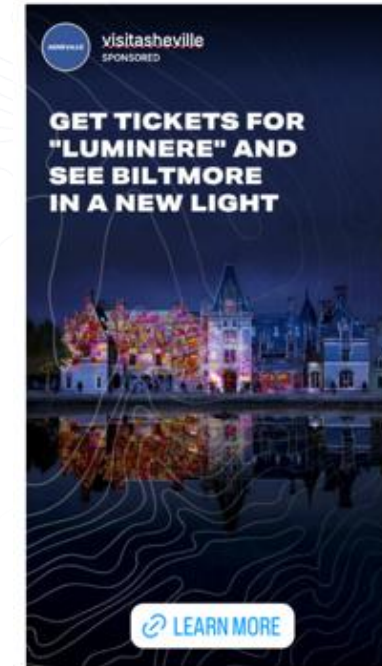
SPRING PAID SOCIAL AND DIGITAL

Paid social

- Impressions: 45.5M
- Engagements: 2,965,755
- Inquiries: 5,000

Paid digital

- Impressions: 62.6M
- Engagements: 14,103,855
- Inquiries: 9,349



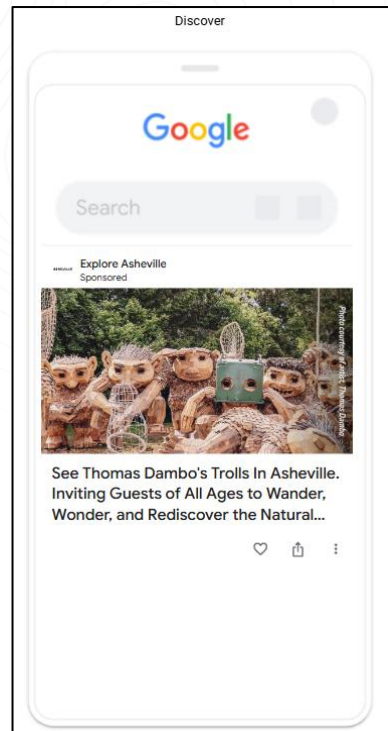
AMPLIFYING DAMBO'S TROLLS

Omnichannel Campaign: 8.6M impressions served



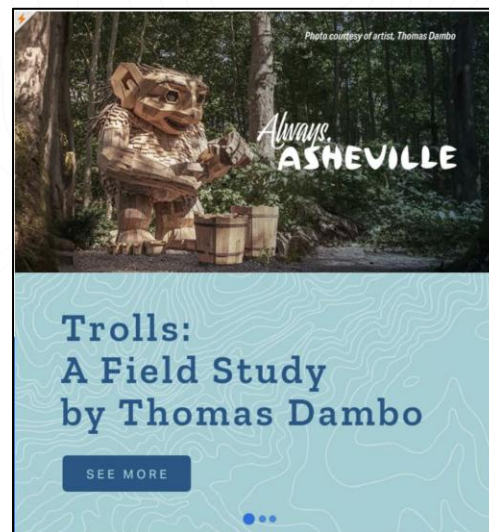
Paid social

- Impressions: 6,008,265
- Link Clicks: 178,617
- CTR: 2.97%



Paid search

- Clicks: 40,743
- Partner Referrals: 2,643
- Newsletter Signups: 34
- Visitor Guide Requests: 72



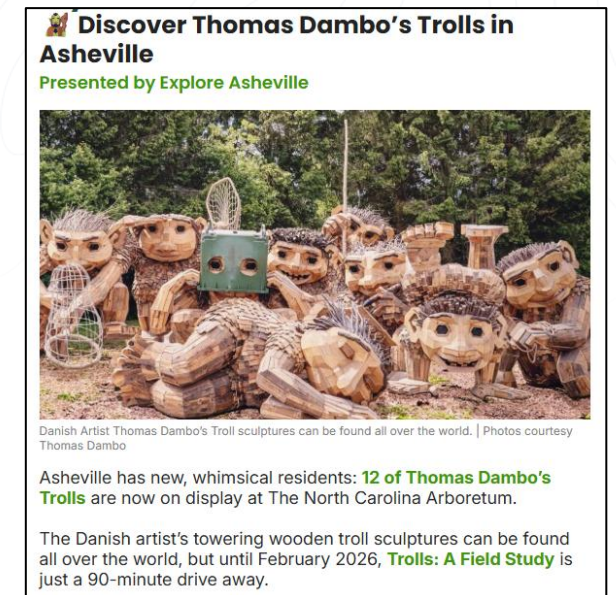
Paid digital

- Impressions: 634,736
- Clicks: 1,657
- CTR: 0.26% (well above Kargo Benchmark of 0.07% - 0.14%)
- Viewability: 44.4% (well above Kargo Benchmark of 40%)
- Avg. In-View Time: 11.08 seconds
- Engagements: 13,190
- Engagement Rate: 2.1%



Influencers

- Number of Influencers: 7
- Impressions: 1,421,200
- Engagements: 38,900
- TMV: \$72,000



Email

- Impressions: 504,427
- Opens: 314,199
- Clicks: 1500

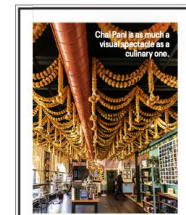
ENLISTING TRUSTED VOICES

Trusted voices in travel with Town & Country and Esquire

Across trusted editorial partners, Town & Country + Esquire, we invited high visibility editors to visit the destination and produce long-form editorials in the print issues of the two publications. Additionally, a series of digital amplification was deployed across social channels, and natively across the publications' sites.



I learn to my surprise, by any's modernist Bauhaus, for making "degenerativists found refuge in, of North Carolina, and their can be beautiful, matter more important than art is not lesser than fine-pollinated with the craft-lachia, they conceptually in the life and death story says Deb Herman, a textile artist's. "We call it dinner and a Trevor Payne, center.



THIS IS FOOD IN APPALACHIA
If you're surprised by the diverse and celebrated spots in town, you haven't been paying attention.

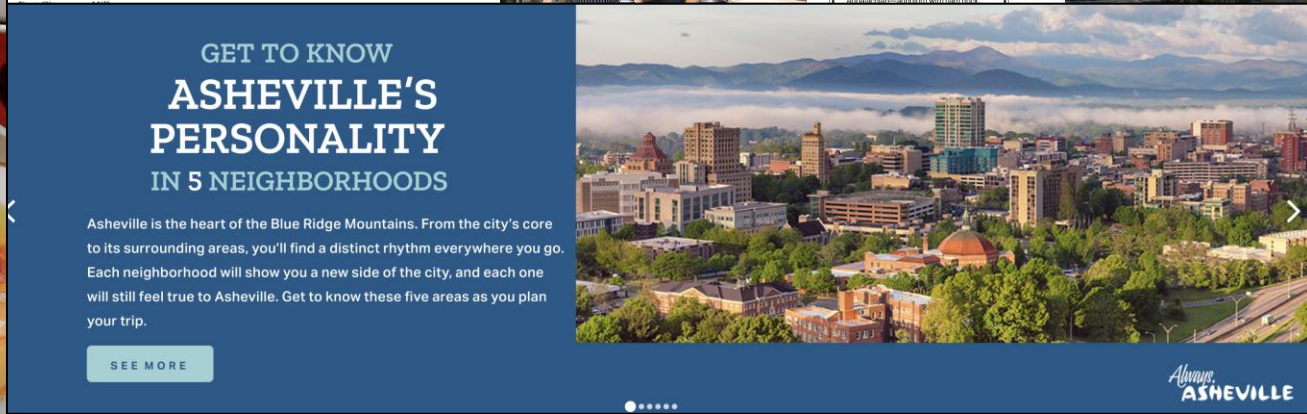
Chal Patel This theatrical palace of "mindblasting Indian street food" won the 2022 national James Beard award for outstanding restaurant.

Curate Bar de Tapas Spanish food in a renovated 1920s bus depot with a lively bar, open kitchen, James Beard nods galore, and a chef with an El Bulli pedigree.

Neng Jr.'s Asheville's multicultural excellence (Filipino-inspired in this case) distilled into a chic 19-seat hole in the wall. Book way ahead—chef Silver Iocovozzi has national accolades.

Tall John's A buzzy tavern in the leafy, historic neighborhood of Montford. Equate seasonal menus and a devoted local following.

Luminosa Italian-inspired modern Acetoachar—apparently with bean bog.





BUSINESS DEVELOPMENT Q3 INITIATIVES

Ed Silver
Vice President of Business Development

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Development Authority

EVENT HIGHLIGHTS

Strengthening Brand Visibility, Generating Leads, and Advancing Storytelling Alignment

Attended Key Events:

- American Bus Association Marketplace – Jan. 10-13 Reno, NV
- SCSAE – South Carolina Society of Association Executives - January 15, Columbia, SC
- RCMA Emerge - Religious Conference Management Association – February 9-13, Lexington, KY
- Northstar Luxury & Wellness Meetings – March 1-3, Healdsburg, CA
- Rendezvous South – March 2-5th, Myrtle Beach, SC
- NTA Contact- National Tour Association – March 4-7, Charleston, SC
- Smart Meetings Wellness Experience – March 22-24, San Antonio, TX



All events attended in **Q3** produced a total of **7,932** contracted rooms, with an economic impact of **\$6,828,000**. The **Market Segments** for the events booked include **Agriculture, Construction, Environmental, Financial, Government, Healthcare, Insurance, Legal, Medical, Retail, Social, and Sports**.

STRATEGIC GROUPS THAT VISITED IN Q3 2026

Attracting groups and conferences as the front porch of economic development



AFAR Magazine Staff Retreat

March 2-5, 2026

\$87,000

220 roomnights

Advertising/Marketing/

Publishing/Media

Southern Conference Basketball Championship

March 5-9, 2026

\$9M

3,000 roomnights

Sports

Southern Conference Wrestling Championship

March 7-8, 2026

\$196,000

300 roomnights

Sports

Visit NC Tourism Conference

March 16-18, 2026

\$610,000

770 roomnights

Tourism

MO Summit

March 16-18, 2026

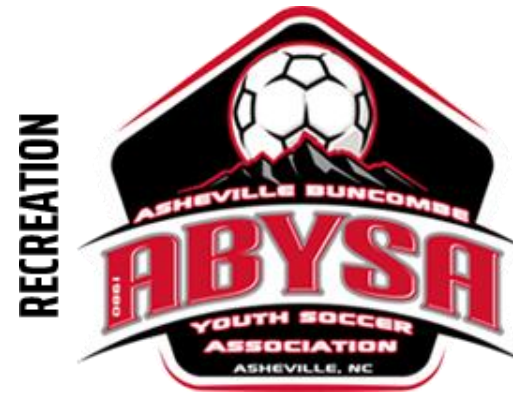
\$208,000

223 roomnights

Finance/Sustainability

STRATEGIC EVENTS BOOKED IN Q3

Attracting groups and conferences as the front porch of economic development



Independent Insurance Agency Network - ISU 2027 National Conference

April 8-13, 2026
\$712,000
829 roomnights
Financial

Homebrew Con 2026 & National Homebrewing Competition Final Round

June 15-21, 2026
\$995,000
175 roomnights
Agriculture/Commodities/
Food/Beverage

Lionel Collectors Club of America (LCCA)

2028 Annual Convention
July 14-23, 2026
\$1M
1,379 roomnights
Social

Highland Football Club Girls Summer Shootout 2026

August 28-29, 2026
\$1M
2,500 roomnights
Sports/Athletics/
Competitions/Recreation

Beer City Cup Asheville 2026

September 3-6, 2026
\$1.2M
2,900 roomnights
Sports/Athletics/
Competitions/Recreation

48-HOUR FAMILIARIZATION TOURS

March 2026



Planners from Across North America, Representing Diverse Industries – and One Media Member

Ernst Goldman	New Jersey	Corporate/Financial
Tya Bolton	North Carolina	Corporate/Insurance
Amy Cimber	Florida	Luxury Events/Incentive
Jessica Gorman	Arkansas	Environmental/Energy
Jennifer Watson	California	Third-Party Planner
Brian Glynn	Michigan	Travel Consulting

We hosted 13 planners from around the country, representing a diverse range of market segments. We have booked 2 leads for 477 contracted rooms consequently. Both leads are out of the Environmental/Energy sector.

48-HOUR FAMILIARIZATION TOURS

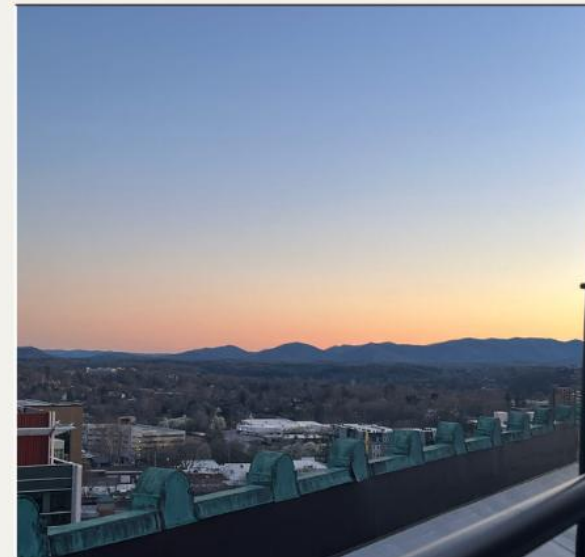
A photo album of a March 48-hour FAM Attendee



**Asheville Art Experience
alcohol ink class**



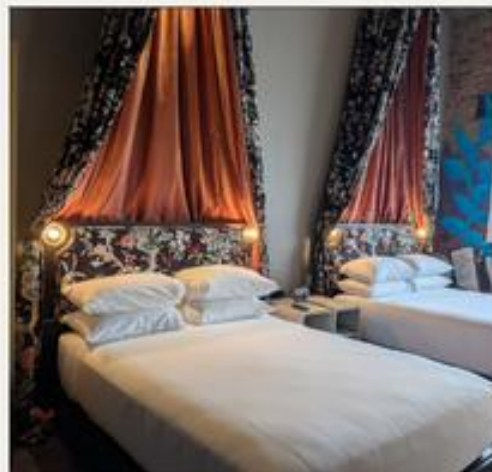
Site Visit at Fitz and The Wolfe



**View of sunset on the rooftop
of the Flat Iron Hotel**



Site Visit at the Foundry Hotel



**Site Visit of the guest rooms
at the Radical Hotel**



**Site Visit of the Seely Pavilion
at the Grove Park Inn**

Q3 GROUP & EVENT DEVELOPMENT

Benefitted businesses in our community

58
GROUPS/EVENTS
OCCURRED
IN OUR COMMUNITY



\$35M direct spending
16,738 contracted rooms

127
GROUPS/EVENTS
BOOKED
FOR FUTURE VISITS



\$7M in direct spending
25,980 contracted rooms

333
LEADS GENERATED
FOR POTENTIAL
GROUPS/EVENTS;
98,320 ROOMNIGHTS



9% increase in roomnights
over Q3 FY25

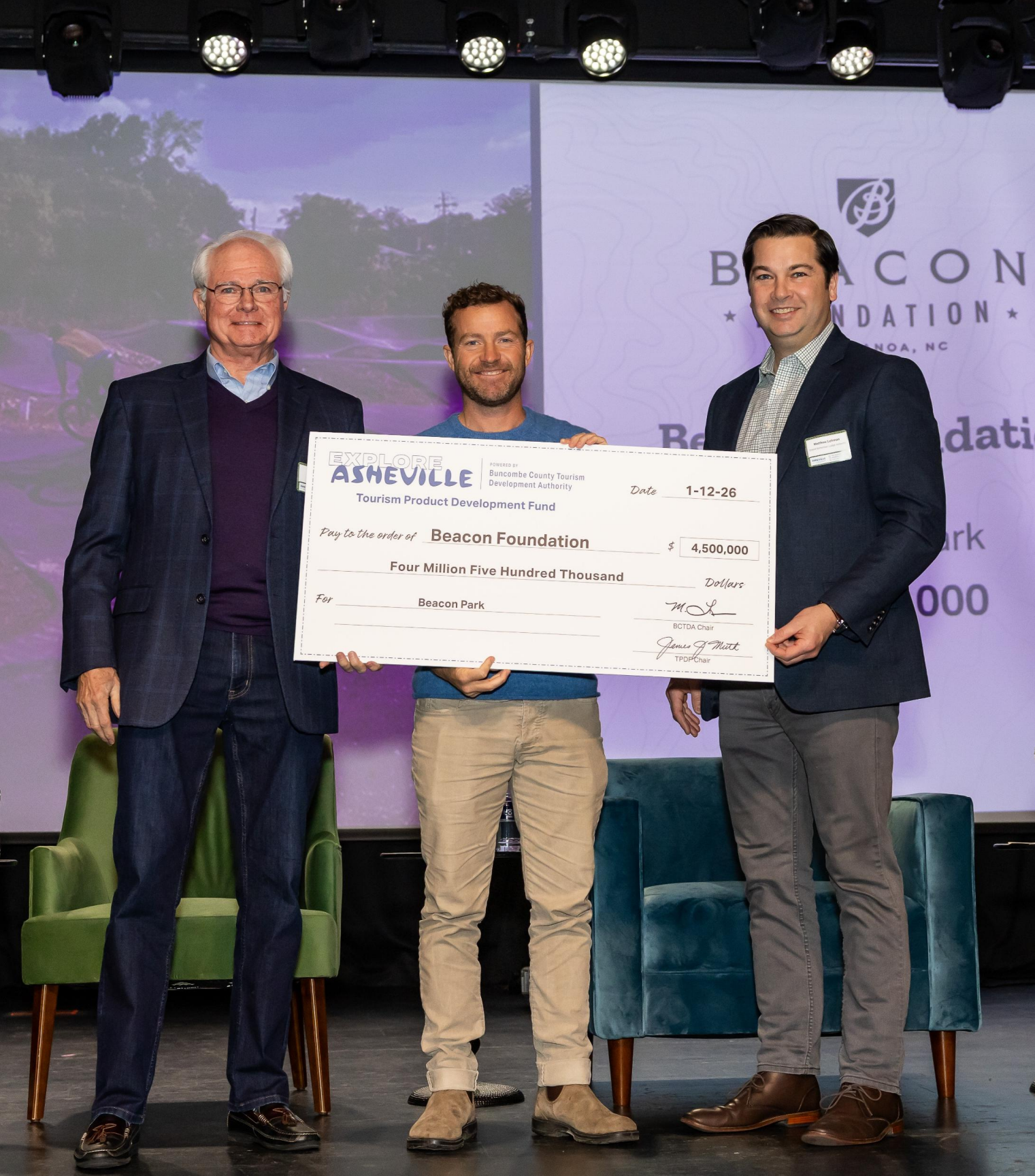
TECHNOLOGY, AI, AUTOMATION & FINANCE

Strengthening Internal Efficiencies, Controls, and Advanced DMO Capabilities

Key Accomplishments:

- AI Working Group Formed
- Group Completed v2 of AI Vision Statement
- Collected 50+ Use-Cases for AI (so far)
- Drafting **AI Policy Guide** based on Vision
- Developed advanced routing of invoices through workflow management systems
- Automated workflow for internal approvals of meeting development funds
- Digitized new vendor setup via workflow management

"We tell human stories about a deeply human place, always grounded in partnership with our creative community. AI helps us surface and share more, efficiently and effectively, without losing what makes the Asheville area irreplaceable."



PARTNERSHIP & DESTINATION MANAGEMENT Q3 INITIATIVES

Tiffany Thacker
Partnership & Destination Management

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Development Authority

THE YEAR AHEAD

Annual Partner Event looks ahead to major initiatives, \$12.4M community investments, and industry Superstar awards

350 community leaders and travel and hospitality partners convened at The Orange Peel for The Year Ahead 2026: Inspiring Community & Collaboration.

Three panels highlighted major initiatives designed to drive Western North Carolina's economic recovery, including:

- PGA TOUR's Biltmore Championship Asheville
- Art & Cultural Experiences: Hellbender by The Orange Peel, Luminere at Biltmore, and In A New Light at Asheville Art Museum
- Parks & Waterways: Woodfin Greenway & Blueway, Beacon Park in Swannanoa, River Arts District Recovery, and City of Asheville's Parks recovery.

Four travel & hospitality partners were awarded the 2026 Asheville Superstar Awards:

- Catherine Mitchell, Riverfront Development Group
- Diane Rogers, Pinecrest Bed & Breakfast
- Mike Rottjakob, Asheville Buncombe Youth Soccer Association
- Vanessa Salamo, Corner Kitchen/Chestnut

TPDF Investments: Highlighted \$12.4 million in Tourism Product Development Fund investments

Board Chair Recognition: Outgoing BCTDA board chair, Matthew Lehman recognized for 5 years of service



PARTNER EVENTS FEATURING UPCOMING OPPORTUNITIES

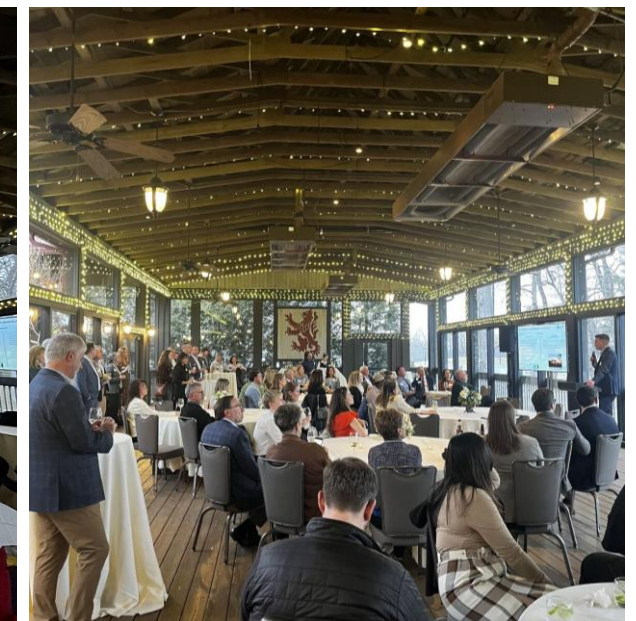
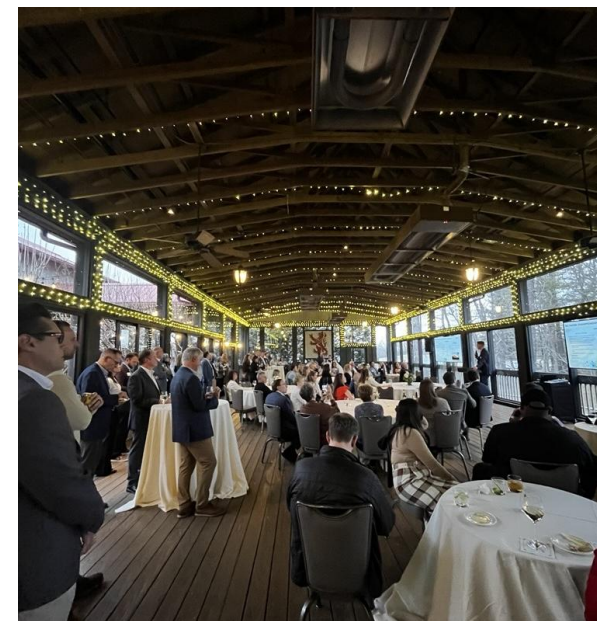
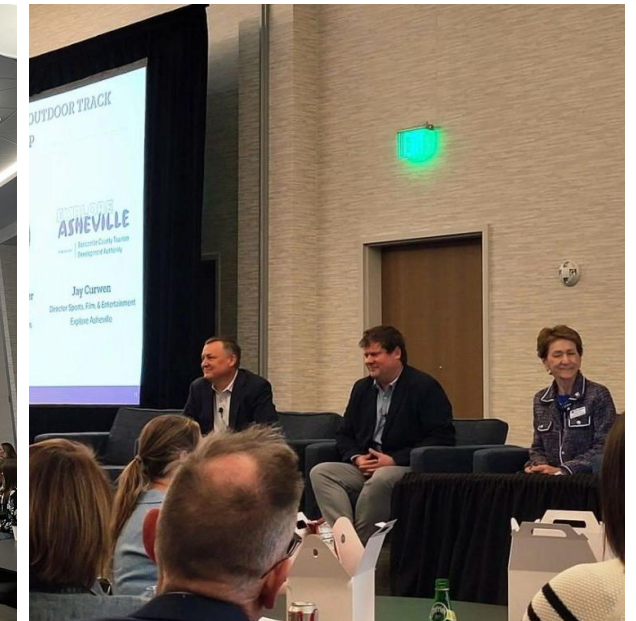
Engagement events inform partners on ways to plug into major sporting events coming to Asheville in 2026

Partner Lunch & Learn: Upcoming Sporting Events hosted three panels covering 2026 major sporting events coming to Asheville and ways for travel and hospitality partners to get involved:

- NAIA Men's & Women's Track and Field Championships
- Big South Baseball Championship
- Biltmore Championship Asheville

Biltmore Championship Asheville Executive Reception gave industry colleagues a first-look at:

- PGA TOUR product mix and market opportunities
- Sponsorship, media, and brand-alignment options
- Timelines for when opportunities will come online



WORKFORCE DEVELOPMENT

Inspiring, Training, and Educating

INSPIRE

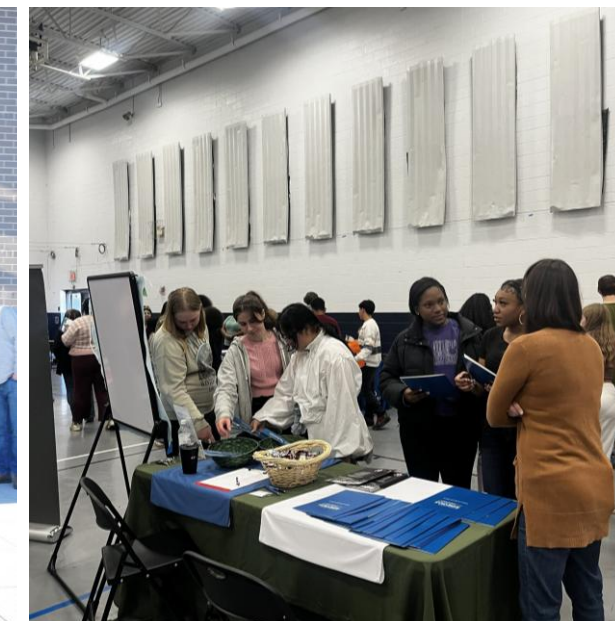
- **Career Fairs:** Explore Asheville tabled at Owen High School Career Fair, alongside Asheville Hotel Group, seeing 200+ students and providing information on current hospitality internship and scholarship programs.
- **Career Technical Education (CTE) Month Teacher Appreciation Event:** Explore Asheville hosted thirty teachers from high schools across the county at Soprana Rooftop to thank them for their hard work and dedication to our students.

TRAIN

- **Summer Internship Program:** Staff interviewed ten applicants for our summer internship program and selected five students representing Asheville High School, Asheville School, Enka High School, and Carolina Day School for Summer 2026.
- **Explore Asheville Hospitality Scholarship Program:** Applications opened in January and closed in March 2026. Scholarship awards to be announced at Heroes of Hospitality Luncheon.

EDUCATE

- **March Concierge Working Group:** Held at Highland Brewing event space and focused on introducing front line staff to meeting spaces and event venues around Buncombe County with a mini-fair and introduced them to the Business Development team and how to partner with staff for leads and group services.



COMMUNITY & PARTNER ENGAGEMENT

Building Community Trust & Resident Sentiment

We meet regularly with local community groups as a core part of our strategic imperatives and destination stewardship strategy — fostering open dialogue, serving as a human point of contact. These interactions help support local resident's & business owners so they remain informed partners in Asheville's future as a destination.

Business & Community Association Meetings

- Asheville Chamber: Visitor Center Stakeholders Focus Group
- Buncombe District Coalition Meetings
- Buncombe County Business Response Working Group
- Unified RAD Roundtable Meetings
- Woodfin Business Association
- West Asheville Business Association (WABA)
- Heart of West Asheville (HoWA)
- Businesses of South Slope (BOSS) Alliance
- Asheville Downtown Association
- Downtown Business Resiliency Group
- Exit 55 Coalition Meetings
- Outdoor Business Alliance

Hosted Meetings

- French Broad Riverfront Communications Meetings
- Tourism-Related Capital Project Assessment Focus Groups & Site Visits
- Concierge Working Group Meeting

Community Events

- City, County, & State Town Hall Event
- Asheville Chamber of Commerce: Policy on Tap
- Asheville Chamber of Commerce: Civic Conversations
- Warren Wilson Community Partnerships
- Visitor Center Stakeholders Working Group
- YMI/The People's Place Community Meeting
- Asheville Downtown Association Q1 Member Mixer
- Get There AVL
- Asheville Arts Recovery Plan Focus Groups
- Asheville Chamber Black Business Alliance Kickoff
- Pedestrian Plan Community Meeting
- Chamber Advocacy & Policy Meetings
- Blue Ridge Parkway Association Winter Meetings
- AIR General Meetings
- AIR Taste of Asheville
- YMI Honors Event



FY26 RESIDENT SENTIMENT RESULTS

FY24

FY25

FY26

88%

92%

95%

Tourism is beneficial to my community

71%

76%

81%

The benefits of travel and tourism to our community outweigh the potential challenges

76%

80%

83%

Knowing taxes paid by visitors makes me feel more positive about the contribution of visitors to our community



NEW PARTNER WELCOME MIXER

Connecting New Partners with the Explore Asheville Team

In January, Explore Asheville welcomed 30+ newly-onboarded partners to a **New Partner Welcome Mixer** networking event at The Mule at Devil's Foot Beverage.

The event gave new Explore Asheville partners an opportunity to:

- **Expand their network**, meeting with fellow travel and hospitality partners over drinks and light bites from Gypsy Queen
- **Connect with the Explore Asheville team**, including staff members from Partnership & Destination Management, Marketing, and Business Development departments
- **Get personalized support** by asking questions about partnership, accessing available resources, and making connections across the entire team



NEW PARTNERSHIPS

Onboarded 31 local businesses as Explore Asheville partners in Q3

- Explore Asheville onboarded 31 local businesses as new partners in Q3

TYPES OF NEW BUSINESSES:

- | | |
|-----------------------------|---------------------------|
| • Restaurants and Bars | • Recreation & Sports |
| • Coffee Shops | • Arts & Culture |
| • Attractions & Tours | • Galleries & Studios |
| • Meeting & Wedding Venues | • Transportation Services |
| • Meeting & Wedding Vendors | • Retail |

GEOGRAPHIC DISPERSAL OF NEW PARTNERS:

- | | |
|-------------------|-----------------------|
| • Black Mountain | • River Arts District |
| • Downtown | • South Asheville |
| • East Asheville | • West Asheville |
| • North Asheville | • Woodfin |





EXECUTIVE OFFICE

Q3 INITIATIVES

Sarah Myers

Director of People, Culture & Strategy

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

NEW TEAM MEMBERS

Hired three positions across three departments



Emily Banner
Sales Manager



Meredith Adams
Marketing Manager



Rachel Dudasik
Community & Partner
Engagement Manager

ADVANCEMENT

Promoted three team members in Q3



Payton Byrnes
Public Relations
Manager



Ed Silver
VP of Business Development
(added technology & finance responsibilities)



Sarah Myers
Director of People, Culture
& Strategy

QUESTIONS
INPUT
COMMENTS