

## How To Upload and Edit Packages & Deals


The Packages and Deals page is a popular section of ExploreAsheville.com, and a valuable platform for promoting your special offers, discounts, and seasonal packages. When you list a deal, it not only appears on the [Packages and Deals page](#), but also displays as an additional component on your business listing, creating more dynamic and engaging content that can help drive bookings and visits.

### GETTING STARTED

- Login to the Partner Portal at <https://asheville.extranet.simpleviewcrm.com/login/>
- Need an account? Contact [partnersupport@exploreasheville.com](mailto:partnersupport@exploreasheville.com)

**\*\*\*Explore Asheville established a new policy for Packages and Deals in May 2026. Please see page 9 for requirements for Packages and Deals listings.\*\*\***

## WHAT ARE PACKAGES AND DEALS?

 **Packages** combine offers with a local lodging partner.  
Examples:

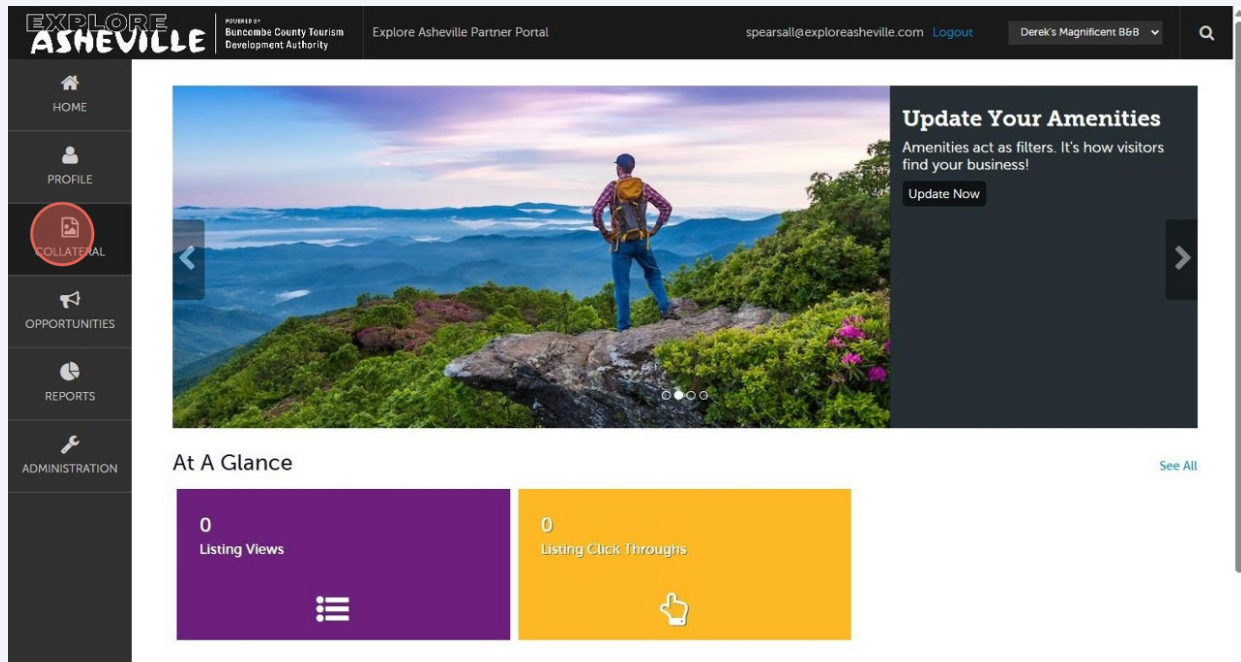
- Book 2 nights and get discounts on attractions like Biltmore, Navitat, or Asheville Jeep Tours
- Book a stay and get tickets to an Asheville Tourists Baseball game

**Deals/Specials** enhance the guest's experience at your business.  
Examples:

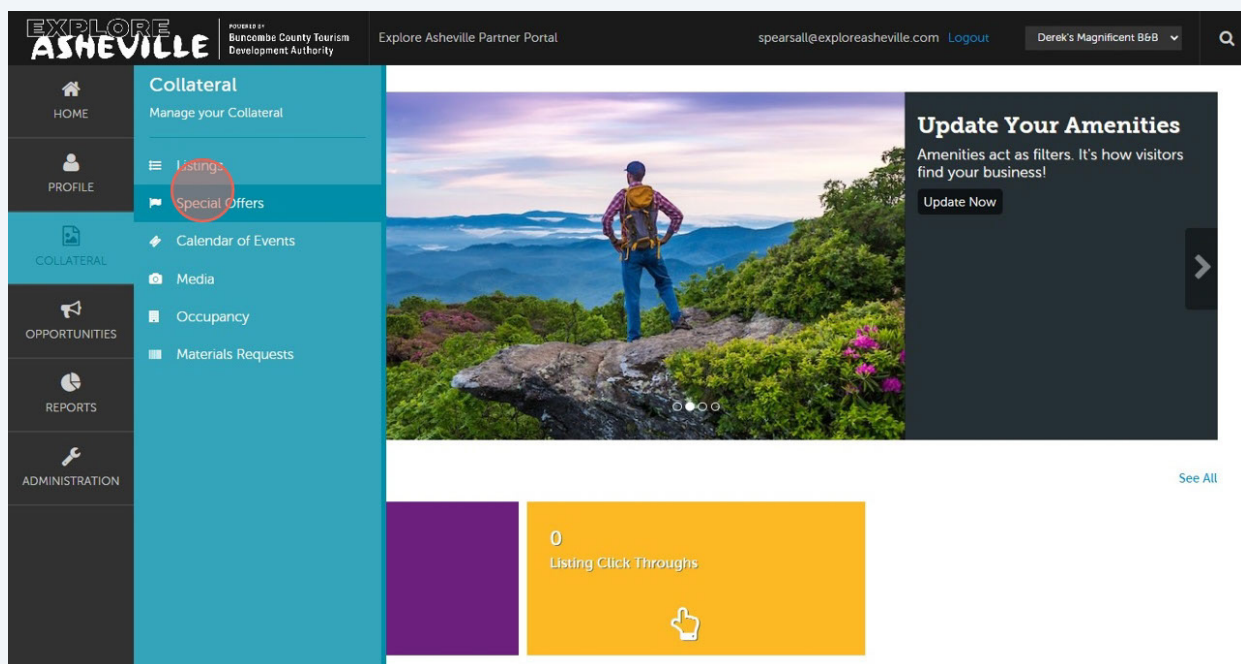
- Discounts on stays when booking 3+ nights
- 25 % off bottles of wine on Tuesdays
- Discounts on local attractions like Gray Line Trolley Tours or Local Cloth

# HOW TO SUBMIT A NEW PACKAGE OR DEAL

1 Click **COLLATERAL** in the left menu



2 Click **SPECIAL OFFERS** in the blue sub-menu



### 3 Click the blue **ADD OFFER** button

The screenshot shows the 'Offers' page in the Explore Asheville Partner Portal. The page header includes the 'EXPLORE ASHEVILLE' logo, 'POWERED BY Buncombe County Tourism Development Authority', 'Explore Asheville Partner Portal', the user email 'spearsall@exploreasheville.com', a 'Logout' link, and the user name 'Derek's Magnificent B&B'. A sidebar on the left contains navigation links: HOME, PROFILE, COLLATERAL, OPPORTUNITIES, REPORTS, and ADMINISTRATION. The main content area is titled 'Offers' and features a 'Filters (0)' section with a 'Manage Filters' link. Below this is a message: '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.' A blue 'ADD OFFER' button is circled in red. Below the button is a table of offers with columns: Actions, Offer Title, Redeem From, Redeem To, Post From, Post To, and Pending. The table contains six rows of offer data.

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	12/01/2018	12/31/2018	08/31/2018	12/28/2018	No
	20% Off All Summer Long at Derek's Magnificent B&B	06/01/2025	09/01/2025	03/02/2025	09/01/2025	Yes
	Blitmore 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

### 4 **Offer Title:** add a descriptive title for your offer (e.g. Get a Free Dessert at Mr. Miner's Tavern)

The screenshot shows the 'New Offer' form in the Explore Asheville Partner Portal. The page header is identical to the previous screenshot. The sidebar is the same. The main content area is titled 'New Offer' and features a 'SAVE' button and a 'CANCEL' button. Below these are 'Sections:' with links: Offer Information, Offer Image, Offer Dates, Offer Categories, and Offer Listings. The 'Offer Information' section is highlighted with a yellow box and contains the following fields: 'Account:' (a dropdown menu with 'Derek's Magnificent B&B' selected), 'Offer Title:' (a text input field highlighted with a red box), 'Offer Link:' (a text input field), and 'Offer Text:' (a large text area). Below the 'Offer Information' section is the 'Offer Image' section, which is partially visible.

**5 Offer Link:** Add the URL where customers can access your offer. If you don't have a specific offer page on your website, use your general website URL.

The screenshot shows the 'New Offer' form in the Explore Asheville Partner Portal. The form is titled 'Offer Information' and includes several required fields. The 'Offer Link' field is highlighted with a red box. The 'Offer Title' field contains the text 'Get Free AVL Fest Tickets with Your Stay'. The 'Offer Text' field is empty. The 'Account' dropdown menu is set to 'Derek's Magnificent B&B'. The 'Sections' dropdown menu is set to 'Offer Information'. The 'Offer Image' field is empty.

Account: **Required**  
Derek's Magnificent B&B

Offer Title: **Required**  
Get Free AVL Fest Tickets with Your Stay

Offer Link: **Required**  
|

Offer Text: **Required**  
|

Offer Image

**6 Offer Text:** Briefly describe your offer, including redeemable codes if applicable

The screenshot shows the 'New Offer' form in the Explore Asheville Partner Portal. The form is titled 'Offer Information' and includes several required fields. The 'Offer Link' field contains the text 'http://dereks.com/avlfest'. The 'Offer Text' field is highlighted with a red box. The 'Offer Title' field contains the text 'Get Free AVL Fest Tickets with Your Stay'. The 'Account' dropdown menu is set to 'Derek's Magnificent B&B'. The 'Sections' dropdown menu is set to 'Offer Information'. The 'Offer Image' field is empty.

Account: **Required**  
Derek's Magnificent B&B

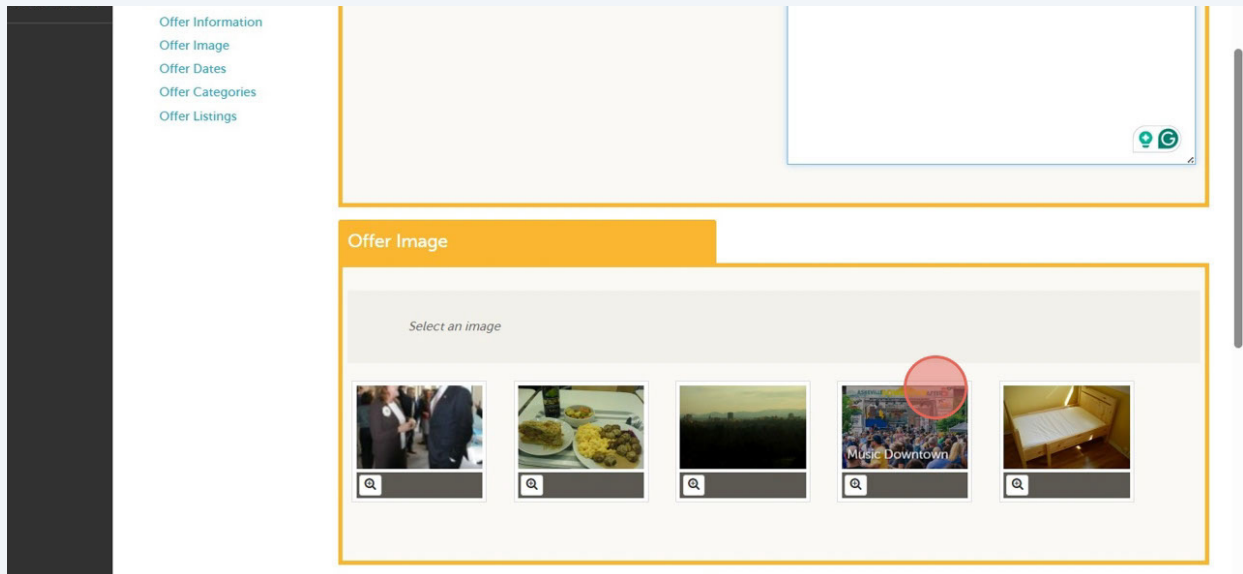
Offer Title: **Required**  
Get Free AVL Fest Tickets with Your Stay

Offer Link: **Required**  
http://dereks.com/avlfest

Offer Text: **Required**  
|

Offer Image

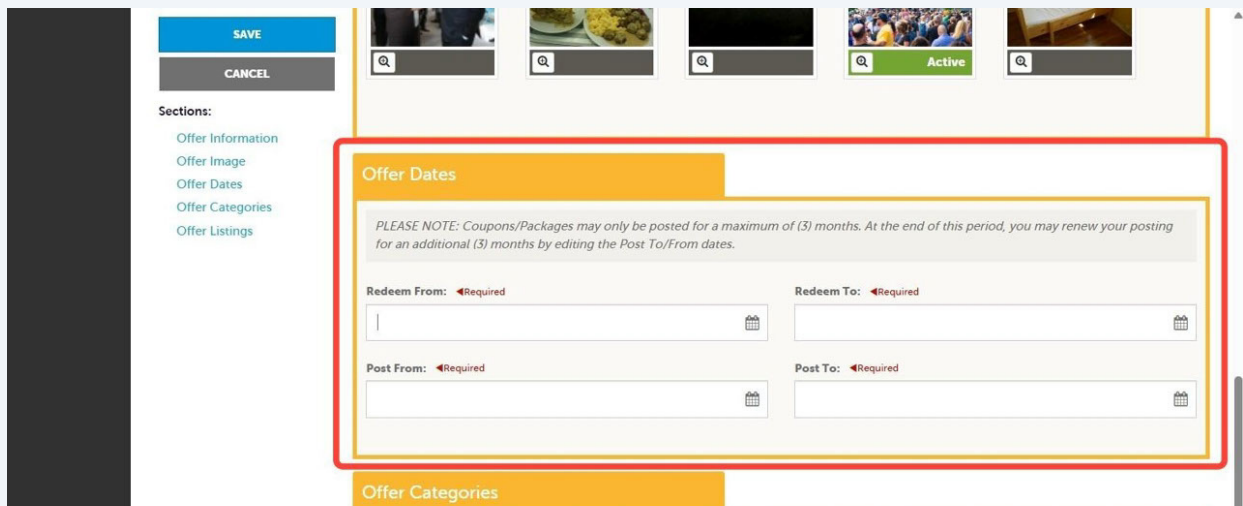
**7 Offer Image:** Click a **previously uploaded** image for the offer's cover photo. To upload new images, go to Collateral > Media



**i** When a photo is selected, it will display a green ribbon reading "**Active**"

**8 Offer Dates:**

- **Redeem From/Redeem To:** the period when your offer is active/redeemable
- **Post From/Post To:** the period your offer appears on [ExploreAsheville.com](https://www.exploreasheville.com)



**i** **TIP:** Set the **Post From** date at least one month before **Redeem From** date to give customers ample time to incorporate your offer into their visit

9 **Offer Categories:** Select all categories that apply to your offer

- **Lodging Packages:** accommodations PLUS attraction, restaurant, retail, etc.
- **Lodging Deals:** discount on lodging rate
- **Attraction/Experience Offers:** discounts on attractions, retail, experiences, etc. (without lodging)
- **Food & Beverage Offers:** special menu items, discounts on food and beverage, etc.
- **For Locals:** discounts exclusively for Buncombe County/North Carolina locals

Offer Categories

PLEASE NOTE: Packages must include room nights at a Buncombe County lodging property and an experience at a Buncombe County attraction.

Offer Categories: Required

Attraction/Experience Offers, Lodging Packages -

Lodging Deals

Attraction/Experience Offers ✓

Biltmore Packages

Lodging Packages ✓

Asheville Restaurant Week 2025

Date Nights with Asheville

Hotel Weeks CHOOSE AMONG THE FOLLOWING... -

10 **Offer Listings:** Choose which listings the offer should appear on. The offer will also be posted to the packages and deals page [here](#).

Offer Categories

PLEASE NOTE: Packages must include room nights at a Buncombe County lodging property and an experience at a Buncombe County attraction.

Offer Categories: Required

Attraction/Experience Offers, Lodging Packages -

Offer Listings:

Derek's Magnificent B&B (Website: TEST Category: TEST SUBCATE)

Derek's Magnificent B&B (Website: TEST Category: Test Subcategory) ✓



**Before submitting, check that a listing is selected/highlighted blue**

# 11 Click the blue **SAVE** button (top left)

The screenshot shows a web form for creating an offer. On the left is a dark sidebar with a 'SAVE' button circled in red. The main form has three sections: 'Offer Dates', 'Offer Categories', and 'Offer Listings'. The 'Offer Dates' section contains fields for 'Redeem From', 'Redeem To', 'Post From', and 'Post To', all with calendar icons. The 'Offer Categories' section has a dropdown menu currently showing 'ATTRACTION/EXPERIENCE OFFERS, LODGING PACKAGES -'. The 'Offer Listings' section shows a single listing: 'DEREK'S MAGNIFICENT B&B (WEBSITE: TEST CATEGORY: TEST SUBCATE)'. A blue underline is visible under the listing text.

## HOW TO EDIT AN EXISTING PACKAGE/DEAL

# 1 Click **COLLATERAL** in the left menu

The screenshot shows the 'Explore Asheville' Partner Portal dashboard. The top navigation bar includes the 'EXPLORE ASHEVILLE' logo, 'POWERED BY Buncombe County Tourism Development Authority', 'Explore Asheville Partner Portal', an email address 'spearsall@exploreasheville.com', a 'Logout' link, and a user profile 'Derek's Magnificent B&B'. The left sidebar menu has 'COLLATERAL' highlighted with a red circle. The main content area features a large hero image of a hiker on a mountain peak. To the right of the image is a 'Update Your Amenities' call-to-action with an 'Update Now' button. Below the hero image is an 'At A Glance' section with two cards: a purple card for '0 Listing Views' and a yellow card for '0 Listing Click Throughs'. A 'See All' link is located to the right of the 'At A Glance' section.

## 2 Click **SPECIAL OFFERS** in the blue sub-menu

EXPLORE ASHEVILLE  
POWERED BY Buncombe County Tourism Development Authority

Explore Asheville Partner Portal  
spearsall@exploreasheville.com Logout  
Derek's Magnificent B&B

Collateral  
Manage your Collateral

- Listing: (highlighted)
- Special Offers
- Calendar of Events
- Media
- Occupancy
- Materials Requests

Update Your Amenities  
Amenities act as filters. It's how visitors find your business!  
Update Now

0  
Listing Click Throughs

See All

## 3 Click the **pencil icon** next to the offer you'd like to update

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 filter icon from the grid to add filters from the available list and set a default value to use in the future.

ADD OFFER

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Actions	Offer Title	Redeem From	Redeem To	Post From	Post To	Pending	
	15% off Mid-Week in December Deal				12/31/2015	No	
(highlighted)	15% off Mid-Week in December Deal	12/01/2018	12/31/2018	08/31/2018	12/28/2018	No	
	20% Off All Summer Long at Derek's Magnificent B&B	06/01/2025	09/01/2025	03/02/2025	09/01/2025	Yes	
	Bitmore Splendor Package	06/01/2015	12/31/2015	06/01/2015	12/31/2015	No	
	Get Free AVL Fest Tickets with Your Stay	04/01/2025	06/30/2025	03/02/2025	06/30/2025	Yes	
	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	

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#### 4 Make updates, then click the blue **SAVE** button (top left)

**EXPLORE ASHEVILLE** POWERED BY Buncombe County Tourism Development Authority Explore Asheville Partner Portal spearsall@exploreasheville.com Logout Derek's Magnificent B&B

### Update Offer

**SAVE** CANCEL

**Sections:**

- Offer Information
- Offer Image
- Offer Dates
- Offer Categories
- Offer Listings

**Offer Information**

**Account:** ◀Required  
Derek's Magnificent B&B

**Offer Title:** ◀Required  
15% off Mid-Week in December Deal

**Offer Link:** ◀Required  
https://www.exploreasheville.com

**Offer Text:** ◀Required  
Get 15% when you book 2 or more nights during the month of December. Use promo code: CHILLY

## NEED HELP?

 Contact [partnersupport@exploreasheville.com](mailto:partnersupport@exploreasheville.com) for assistance.

## REQUIREMENTS FOR PACKAGES AND DEALS

**1**

### Maximum of three active deals per category

Each business may have up to three active offers per category on ExploreAsheville.com at any one time.

For example, a business could have up to:

- Three active lodging packages
- Three active Biltmore packages
- Three active Food & Drink offers ...

Explore Asheville reserves the right to reassign categories or deny listings that appear duplicative.

## 2

### Listing Duration Requirements

Each package or deal submission must include:

- **Post From** and **Post To** dates (when the listing appears on ExploreAsheville.com)
- **Redeem From** and **Redeem To** dates (when guests can redeem the offer)

All listings must represent a defined, time-bound promotional offer with a clear start and end date. Listings that reflect ongoing, everyday offerings instead of a limited-time promotion will not be approved.

Offers with very long date ranges may be denied if they appear to function as ongoing standard offerings. In most cases, offers should reflect seasonal, event-based, or limited-time promotions.

## 3

### Listing Must Offer Clear Promotional Value

Packages and deals should give visitors a clear reason to book, visit, or engage with your business during a specific timeframe. Listings should provide meaningful promotional value beyond standard day-to-day operations, always-available amenities, or permanent discounts.

Does Not Qualify	May Qualify
<ul style="list-style-type: none"><li>• Free breakfast already included in standard rates</li><li>• Complimentary items routinely offered to all guests</li><li>• Permanent admission policies (ex: kids under 3 get free admission)</li><li>• Standard add-ons always available at the same price</li><li>• Year-round packages with no defined promotional period</li><li>• Standing discounts for specific groups (military, AAA, etc.)*</li></ul>	<ul style="list-style-type: none"><li>• Seasonal promotions with a defined timeframe</li><li>• Limited-time pricing not available year-round</li><li>• Partnerships with local experiences tied to a specific period</li><li>• Recurring weekly specials (e.g. Wine Wednesdays, Thursday half-off apps, provided they are submitted with defined dates and not presented as permanent, year-round listings)</li></ul>

• And more!

\* *Standing discounts (military, AAA, etc.) belong on your business listing, not the Deals page. To add them: Partner Portal > Profile > Accounts > Green Arrow > Manage Amenities.*

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### Reposting Expired Deals

Listings are automatically removed after their Post To date. To continue promoting an offer, you may submit a new listing with updated dates. A new submission is required each time a listing expires.

Businesses are responsible for managing and resubmitting their own listings. Explore Asheville staff do not automatically renew or extend listings.

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### HOW TO SUBMIT A PACKAGE OR DEAL

- Login to the Partner Portal at [asheville.extranet.simpleviewcrm.com](https://asheville.extranet.simpleviewcrm.com)
- Need an account? Contact [partnersupport@exploreasheville.com](mailto:partnersupport@exploreasheville.com)
- [Tutorial Guide](#) on submitting packages and deals

## SUBMISSION AND REVIEW PROCESS

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All new packages and deals submissions are reviewed manually by Explore Asheville staff before going live on ExploreAsheville.com.

**Please allow up to three business days for review.**

**If your submission is approved,** you will receive a confirmation email. Your listing will then be published to the Packages & Deals page and appear on ExploreAsheville.com shortly after approval.

**If your submission is denied,** you will receive a denial email. You are welcome to revise and resubmit your listing, provided the updated version meets the requirements above.

Common reasons for denial include:

- Business already has three active offers in the same category
- Package/deal appears to be a standard or evergreen offering rather than a time-based promotion
- Offer value is unclear