



EXPLORE ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority

THE YEAR AHEAD • 01.31.24



WELCOME TO THE YEAR AHEAD

01.31.24

EXPLORE
ASHEVILLE

POWERED BY

Buncombe County Tourism
Development Authority



WHAT'S AHEAD?

- Welcome and Introduction
- CEO Address
- Tourism Product Development Fund Award Recognition
- Panel Discussions
 - Delivering Balanced & Sustainable Growth
 - Encouraging Safe & Responsible Travel
 - Engaging & Inviting More Diverse Audiences
 - Promoting & Supporting Asheville's Creative Spirit
- Superstar Awards

NEARLY \$3 BILLION IN VISITOR SPENDING BENEFITS A WIDE VARIETY OF LOCAL, INDEPENDENT BUSINESSES

69% outside of lodging businesses



LODGING
\$902M
31%



FOOD & BEVERAGE
\$744M
26%



REC / ENT
\$335M
12%



RETAIL
\$534M
19%



TRANSPORT
\$364M
12%

Source: Tourism Economics; Visit NC

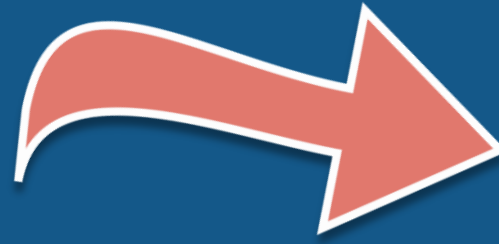


EXPLOREASHEVILLE.COM

THE VIRTUOUS VISITOR CYCLE

Lodging tax investment grows the local economy

69% of visitor spending
takes place outside of
lodging businesses.



Lodging tax paid by visitors
shoulders 100% of marketing
and product investment.



Marketing and product
investment helps inspire
visitor spending.



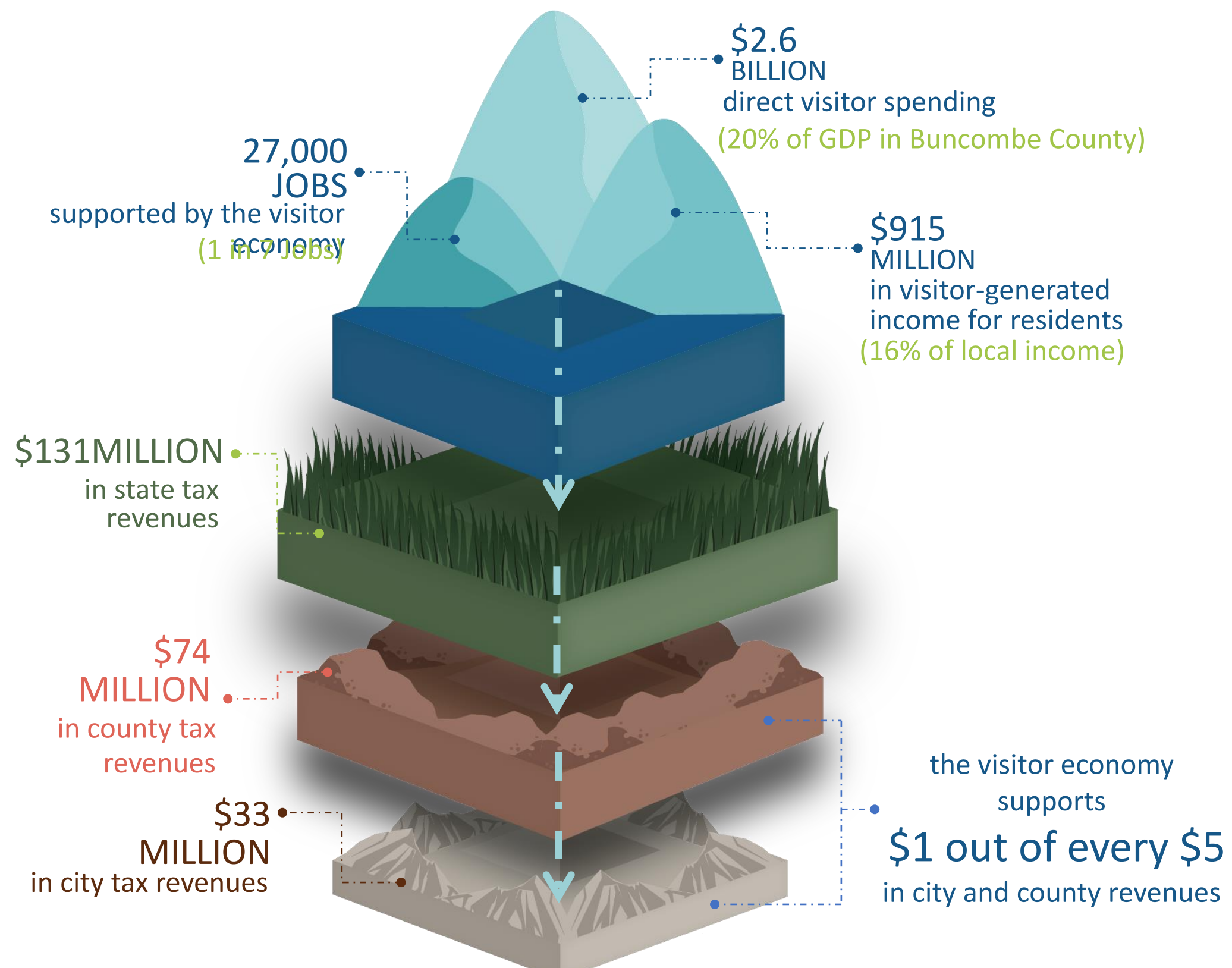
THE BENEFITS OF VISITORS IN ASHEVILLE & BUNCOMBE COUNTY RUN DEEP

The visitor economy supports local businesses and contributes to local government revenues.

\$238 MILLION

in state & local tax revenues are generated by the visitor economy

Buncombe County households would need to pay an additional \$2,261 in taxes annually to replace the visitor generated taxes received by state and local governments.



VISITOR ECONOMY CONTRIBUTES TO GOVERNMENT BUDGETS

State & local taxes generated by visitors nearly doubled in a decade to \$238 million

20%

VISITOR ECONOMY MAKES UP
20% BUNCOMBE COUNTY GDP

20%

VISITOR ECONOMY SUPPORTS
1 IN 5 DOLLARS IN CITY & COUNTY
REVENUES THROUGH SALES, PROPERTY TAX
& FEES

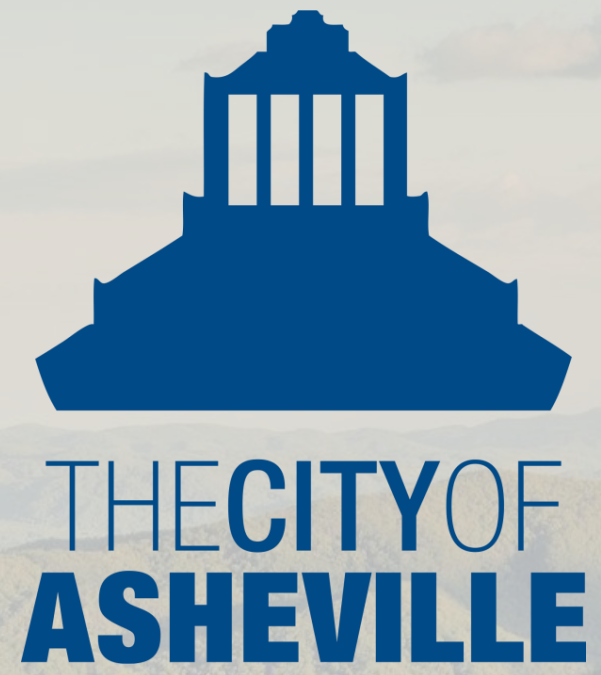




TOURISM PRODUCT DEVELOPMENT FUND

EXPLORE
ASHEVILLE

POWERED BY
Buncombe County Tourism
Development Authority





Sandra Kilgore

Vice Mayor

The City of Asheville

\$1.568 Million - Harrah's Cherokee Center Asheville





**BUNCOMBE
COUNTY**
GOVERNMENT
— NORTH CAROLINA —

Terri Wells

County Commissioner

Lynn Pegg

Parks & Recreation Project Manager

\$4.054 million - Enka Recreation Destination





Sean McKeon

General Manager
Western North Carolina
Agriculture Center

\$500,000 - WNC Agriculture Center





ASHEVILLE SUPERSTAR AWARDS

SHERIFF QUENTIN MILLER

Buncombe County
Sheriff's Department



CHIEF MICHAEL LAMB

Asheville Police Department



J CHONG

J Chong Eats



REGGIE TIDWELL

Curve Theory



JACK BENTON

Parks Hospitality Group



ASHEVILLE SUPERSTAR AWARDS



EXPLORE ASHEVILLE

POWERED BY
Buncombe County Tourism
Development Authority

OUR STRATEGIC IMPERATIVES



Delivering Balanced &
Sustainable Growth



Encouraging Safe &
Responsible Travel



Engaging & Inviting More
Diverse Audiences



Promoting & Supporting
Asheville's Creative Spirit

DELIVERING BALANCED & SUSTAINABLE GROWTH



Tina Kinsey
Marketing Director
Asheville Regional Airport



**EMBASSY
SUITES**
by Hilton™

Jack Benton
Director of Sales
Parks Hospitality



Clark Duncan
SVP of Economic Development
Economic Development Commission



DELIVERING BALANCED & SUSTAINABLE GROWTH



Tina Kinsey
Marketing Director
Asheville Regional Airport



**EMBASSY
SUITES**
by Hilton™

Jack Benton
Director of Sales
Parks Hospitality



Clark Duncan
SVP of Economic Development
Economic Development Commission



DELIVERING BALANCED & SUSTAINABLE GROWTH



Tina Kinsey
Marketing Director
Asheville Regional Airport



**EMBASSY
SUITES**
by Hilton™

Jack Benton
Director of Sales
Parks Hospitality



Clark Duncan
SVP of Economic Development
Economic Development Commission

ENCOURAGING SAFE & RESPONSIBLE TRAVEL



Lisa Raleigh
Executive Director
Riverlink



Tina Porter
Senior Sales Manager
Explore Asheville



Devin DeHoll
Owner
Asheville Adventure
Company/Cultivate Climbing
Bouldering Facility



KAREN CRAGNOLIN PARK

ENCOURAGING SAFE & RESPONSIBLE TRAVEL



Lisa Raleigh
Executive Director
Riverlink



Tina Porter
Senior Sales Manager
Explore Asheville

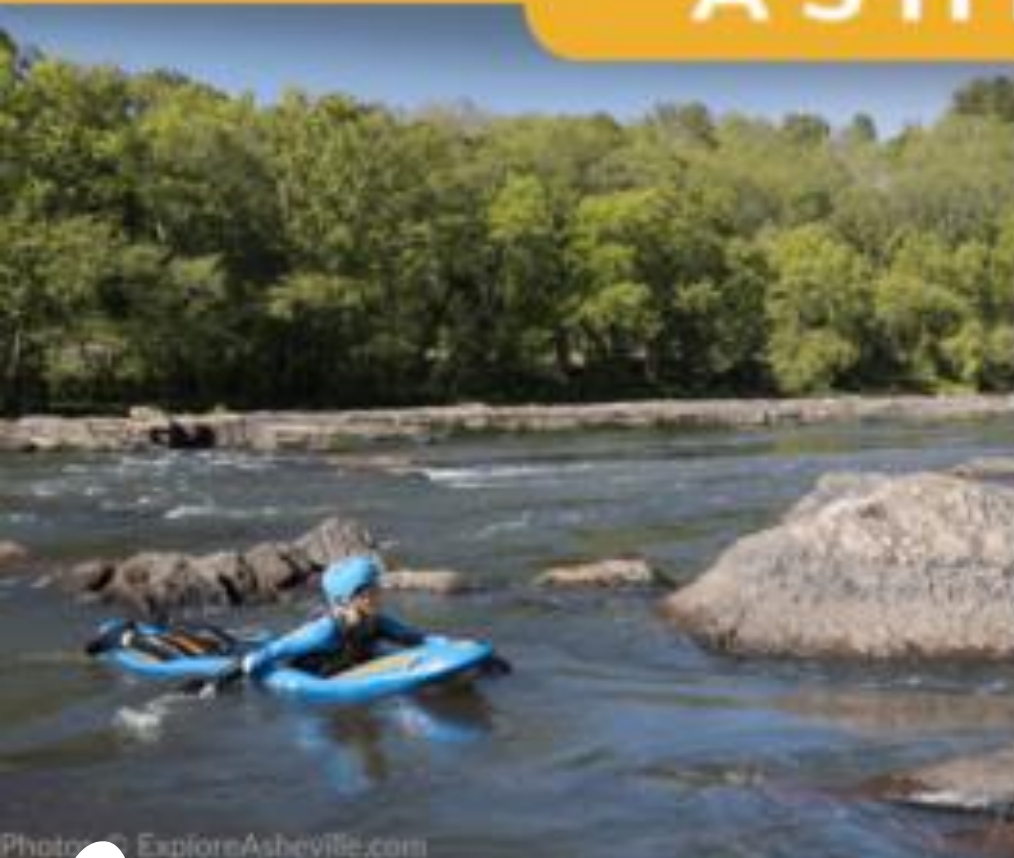


Devin DeHoll
Owner
Asheville Adventure
Company/Cultivate Climbing
Bouldering Facility

11-13 JUNE 2024

ADVENTURE ELEVATE[™] NORTH AMERICA

ASHEVILLE, NC • USA



Photos © ExploreAsheville.com



EXPLOREASHEVILLE.COM

ENCOURAGING SAFE & RESPONSIBLE TRAVEL



Lisa Raleigh
Executive Director
Riverlink



Tina Porter
Senior Sales Manager
Explore Asheville



Devin DeHoll
Owner
Asheville Adventure
Company/Cultivate Climbing
Bouldering Facility



ENCOURAGING SAFE & RESPONSIBLE TRAVEL



Lisa Raleigh
Executive Director
Riverlink



Tina Porter
Senior Sales Manager
Explore Asheville



Devin DeHoll
Owner
Asheville Adventure
Company/Cultivate Climbing
Bouldering Facility

ENGAGING & INVITING MORE DIVERSE AUDIENCES



Cathrine Mitchell
River Front Development
Black Cultural Heritage Trail



J Chong
Owner
J Chong Eats



Anthony Thomas
Board Chair
YMI Cultural Center



Jean Webb
Park
Cotton Mill
Studios
Riverview
Station
Foundation

Lyman St

ASHEVILLE'S BLACK NEWSPAPERS

From the Colored
Enterprise to
The Urban News

For centuries, white-owned newspapers were the only published source of news and opinions in the United States. White journalists often wrote about Black people in biased, fear and contemptuous terms, including stereotypes. Following emancipation, white newspapers often called for the seizure of Black wealth and property.

America's first Black newspaper, *Freedom's Journal*, published in 1827, reported on Black life and business life. It was scheduled for Black people's rights. Asheville's *Colored Enterprise*, published by Thomas Leathem, featured news and opinions by and for Black readers. Black newspapers in Asheville included *The Church Advocate*, *Freedom's Advocate*, *The Southern News*, *The Asheville News*, and *The Asheville News*.

Journalist Johnnie Grant began Black journalism's tradition in Asheville. Upon meeting one *The Asheville Advocate* would stop printing, who refused to launch her own newspaper, *The Urban News* in 1905. Ms. Grant is the owner and publisher.



BLACK CULTURAL HERITAGE TRAIL



ENGAGING & INVITING MORE DIVERSE AUDIENCES



Cathrine Mitchell
River Front Development
Black Cultural Heritage Trail



J Chong
Owner
J Chong Eats



Anthony Thomas
Board Chair
YMI Cultural Center



Photo: Danielle Wheeler

ENGAGING & INVITING MORE DIVERSE AUDIENCES



Cathrine Mitchell
River Front Development
Black Cultural Heritage Trail



J Chong
Owner
J Chong Eats



Anthony Thomas
Board Chair
YMI Cultural Center



ENGAGING & INVITING MORE DIVERSE AUDIENCES



Cathrine Mitchell
River Front Development
Black Cultural Heritage Trail



J Chong
Owner
J Chong Eats



Anthony Thomas
Board Chair
YMI Cultural Center

PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT

BILTMORE®

Melody Ridgon
Vice President, Marketing
Biltmore



Candace Reilly
Executive Director
North Carolina Glass Center



Jennifer Pickering
Executive Director
Leaf Global Arts



CHIHULY

— at —

BILTMORE®

PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT

BILTMORE®

Melody Ridgon
Vice President, Marketing
Biltmore



Candace Reilly
Executive Director
North Carolina Glass Center



Jennifer Pickering
Executive Director
Leaf Global Arts



PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT

BILTMORE®

Melody Ridgon
Vice President, Marketing
Biltmore



Candace Reilly
Executive Director
North Carolina Glass Center



Jennifer Pickering
Executive Director
Leaf Global Arts



PROMOTING & SUPPORTING ASHEVILLE'S CREATIVE SPIRIT

BILTMORE®

Melody Ridgon
Vice President, Marketing
Biltmore



Candace Reilly
Executive Director
North Carolina Glass Center



Jennifer Pickering
Executive Director
Leaf Global Arts



THANK YOU

@VISITASHEVILLE

EXPLOREASHEVILLE.COM