

Meet Your Match - Packaging 101

February 25, 2016



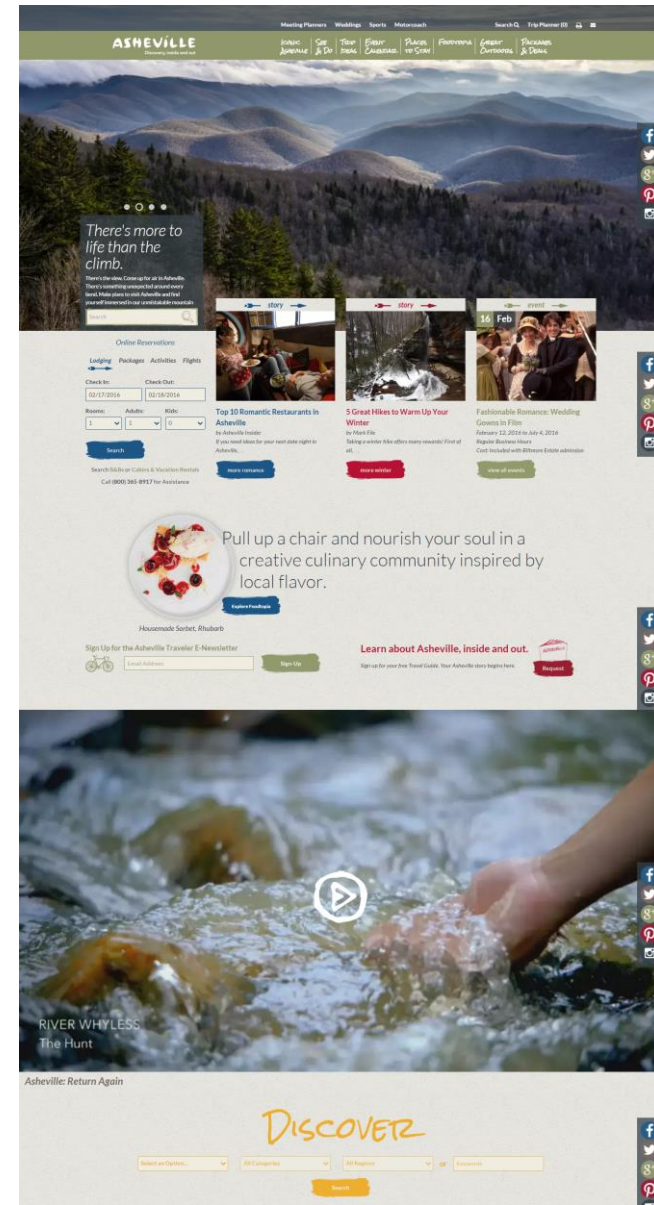
Reasons to Create Packages

- One of the most popular sections on ExploreAsheville.com
- Provides the CVB PR team with material to pitch to media
- Provides additional exposure to your business

Reach Potential Visitors

FY 2014-2015 (July - June)

- Website visits FY 14-15: 4.3 million
- Package & Deals pages visits: 587,600



Types of Offers

Package

Picnic on the Parkway Package

Coupon/Deal

10% off mid-week hotel stay or attraction

Add-on

Beer City Add-on (Growler, mug, nuts and cheese for \$35)

What is a package?

A package combines an overnight stay at a qualified Buncombe County Occupancy Tax collecting accommodation with an amenity outside the regular stay such as a Western North Carolina attraction/activity or Buncombe County restaurant or retail shop.

Packages always include overnight accommodations in the price.

- Packages are advertised at one price to the consumer on the accommodations website as well as ExploreAsheville.com.

How Do I Package?

Accommodations, attractions/activities, restaurants and retail shops **partner to combine an overnight stay with attraction tickets, restaurant gift card, services, and/or retail items** to offer at one price to potential visitors.

- **Step 1:** Develop a package concept including a lodging partner
- **Step 2:** Identify and connect with packaging partners
- **Step 3:** Coordinate logistics with lodging partner
- **Step 4:** Post package on lodging website and ExploreAsheville.com
- **Step 5:** Send to media@ExploreAsheville.com

The Value of PR and Packaging

- The **NEWS VALUE** of a package is often **MORE VALUABLE** than the bookings.
- **MEDIA RELATIONS OPPORTUNITIES FOR PACKAGES:**
 - The PR Team works with journalists on a daily basis to **answer queries** and **provide destination news and updates**.
 - Package mentions are a great fit for any travel piece and are often included in seasonal stories, deal round-ups and feature sidebars.
 - **Proactive pitches** – offer a “call to action” to spark story inspiration
 - **Press releases** – think of your package as news that we can share.
- Last year, the PR Team had **800+** media touchpoints and hosted nearly **200** visiting writers.

The Value of PR and Packaging

- CVB = MEDIA OUTLET: *Every day we talk directly to potential travelers via our website, social media and editorial channels.*
 - ExploreAsheville.com: 4.3 million unique visits/year
 - Facebook: 185,000 likes
 - E-Newsletter: 111,000 subscriptions
- New content-driven redesigned website

The screenshot shows the Asheville website interface. At the top, there are navigation links for 'Meeting Planners', 'Weddings', 'Sports', and 'Motorcoach'. Below that, a green header bar contains the word 'ASHEVILLE' and several categories: 'LOCAL ASHEVILLE', 'SEE & DO', 'TRIP IDEAS', 'EVENT CALENDAR', 'PLACES TO STAY', 'FOOD & DRINK', 'GREAT OUTDOORS', and 'PACKAGES & DEALS'. The main content area features a large article titled 'What You Can't Miss in Asheville in 2016'. The article includes three images: a large historic building (Biltmore Estate) at sunset, a car driving on a scenic mountain road, and a plate of food. Below the images, there is a paragraph of text and an 'Author: Asheville Insider' section. To the right, there is a 'Request' button and a 'Sign Up for the Asheville Traveler E-Newsletter' section with an email input field and a 'Sign-Up' button. At the bottom, there is a 'National and North Carolina State Parks Mark 100 Years' section with a list of upcoming events and a 'Beer with a Splash of History' section.

Meeting Planners Weddings Sports Motorcoach Search Q Trip Planner (0)

ASHEVILLE
Discovery, inside and out.

LOCAL ASHEVILLE SEE & DO TRIP IDEAS EVENT CALENDAR PLACES TO STAY FOOD & DRINK GREAT OUTDOORS PACKAGES & DEALS

What You Can't Miss in Asheville in 2016

Park celebrations, new hotels, a major exhibit at Biltmore and Grammy winners releasing an Asheville soundtrack—here's a round-up of what's hot in Asheville in 2016:

Author:
Asheville Insider

Asheville North Carolina is a vibrant city with a bohemian spirit. Known for its culinary cool, stunning panoramic vistas, and a thriving ... more

Learn about Asheville, inside and out.
Sign up for your free Travel Guide. Your Asheville story begins here.

Request

Sign Up for the Asheville Traveler E-Newsletter

Email Address

Sign-Up

National and North Carolina State Parks Mark 100 Years

With close proximity to the Blue Ridge Parkway, Great Smoky Mountains National Park, Chimney Rock State Park, Mount Mitchell State Park and a number of other federal and state recreation areas, Asheville is basecamp for park celebrations.

- **Coming Soon! National Park Travel Package:** "America's Favorite Drive Package" offers accommodations at historic Omni Grove Park Inn and a Parkway guidebook. A portion of the proceeds from your stay helps protect and preserve the famed scenic highway and park. Available March - November.
- **Celebrate on the Highest Peak East of the Mississippi:** Mount Mitchell, North Carolina's first state park, hosts an event August 27-28 with guided hikes, music and the opportunity to learn more about explorer Dr. Elisha Mitchell and his mountain. Learn more about Mitchell and other Blue Ridge Parkway adventurers.
- **Beer with a Splash of History:** Local brewers Burial Beer Co. will open a second location in a 1920s New Deal building that once housed the young men of the Civilian Conservation Corps who built the Blue Ridge Parkway. The Biltmore Village location will be brewing by May, with new taproom and outdoor space open in November.

Have 15% on Your May - Book Now!

Smart Packages = Real Publicity

The Asheville Bed & Breakfast Association's "Fall Farms and Artisans Tour Package" was featured on *The New York Times Online* - 96,000,000+ monthly visitors!

The screenshot shows the top of the New York Times website. The main article is titled "In Asheville, a Fall Tour That Includes Farms and Wine" by David Daniel, dated Sept. 1, 2015. The article features a large photo of a rustic wooden building with a porch and a garden. The article text describes a "Fall Farms and Artisans Tour Package" that includes a two-night stay at a member bed and breakfast, a map and guide of the community, an archery, and a picnic lunch. The package also includes a complimentary wine tasting and agricultural stops at Sandy Hollow Farms, where visitors can shop for honey and beeswax candles, and at Reeves Humphreys Farms, which raises livestock. The article mentions that reservations should be made directly through the tour, which can be found at ashevillebbk.com.

Below the main article, there is a "More in Travel" section with several smaller articles, including "Royal Caribbean's 'Smartship' Avoids a Titanic Situation", "Part on U.S.-Cuba Fight: Rogues Battle for Staked Property", "Gulf's Fish and Gumbo in Buenos Aires", "UPDATE: Frequently Asked Questions: How to Travel to Cuba", and "The Road to the Top of the World".

On the right side of the page, there is a vertical advertisement for "AQUATALIA" featuring a woman's legs in high heels and the text "AQUATALIA like her".

The Anatomy of a Good Package

1. A catchy, creative title will garner more attention
 2. Good timing: Plenty of lead time. Evergreen.
 3. Tie in popular travel themes or newsworthy elements
 4. Highlight exciting experiences
 5. Link to your website packages page for booking
-

Don't forget to keep the Asheville CVB PR Team in the loop when you debut a new package - email the details to media@ExploreAsheville.com for possible leverage in pitches and press releases.

Real Examples of Packages

Picnic on the Parkway – Grand Bohemian Asheville

Get back to nature (in complete luxury, of course) with the Picnic on the Parkway experience. Ride the Blue Ridge Parkway, one of America's most scenic drives. Take in the beautiful foliage, flora and waterfalls and enjoy a gourmet picnic basket prepared by our talented chefs.

- Luxury overnight accommodations
- Breakfast for two in the Red Stag Grill or in-room dining (up to \$50)
- Guided hike through the Parkway for two
- Gourmet picnic basket
- 3-D topography detailed guide-map to the Blue Ridge Parkway
- A pocket guide for North Carolina wildflowers
- 10% discount coupon to the Complete Naturalist Store in Biltmore Village

Real Examples of Packages

Passport to the South Slope - Aloft Asheville Downtown

Please your palate with our Passport to the South Slope package...

- An overnight stay in the heart of Asheville
- Artisan truffles, two handcrafted chocolate bars and a guided tour from French Broad Chocolate Factory
- Three special artisan doughnuts and two cups of coffee from Vortex Doughnuts
- Two cans of craft beer, two flights of beer and a self-guided tour from Burial Beer Co.
- Gift bag featuring Buxton Hall Barbecue Sauce, Smoked Doggie Treats, a bag of Buxton's Signature Bu'nilla Wafers and more

Where does my package display?

- Packages & Deals section on ExploreAsheville.com
- Your listing details page
- Throughout website, depending on editorial needs and package category
 - Sponsored deal through Destination Travel Network (DTN)
- Online reservations booking engine via aRes Travel

Main Packages & Deals Page

Packages & Deals

It's easy to explore Western North Carolina when you get a great travel deal, package or coupon.

Make planning an Asheville mountain getaway easier, less expensive and, for kicks, more exclusive with these packages, deals and coupons. Perhaps you want a vacation that actually doesn't make your waist widen, or a romance-filled weekend escape, or maybe just a way to come to town without breaking the bank. These travel bargains will have you on your way to an Asheville adventure.



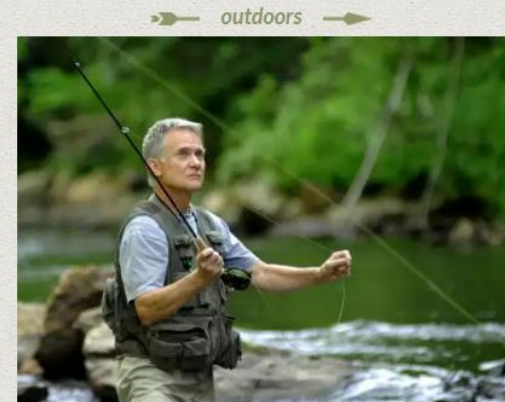
Biltmore Escape - Grand Bohemian

Located in the heart of Biltmore Village by the gates of the Biltmore Estate, walk out our doors to enjoy quaint tree-lined streets, cobblestone sidewalks and



"Upgrade" your Romance Packages

Choose from the following Romance Package Upgrades. The rates listed below are in addition to the room rates*. Romance Package: \$25. Upon entering your room, you





"Tie One On" Fly-fishing with Curtis Wright Outfitters

Rates: Sunday-Thursday - \$560 Friday-Saturday - \$585 For more



Packages & Deals Category Pages

Meeting Planners | Weddings | Sports | Motorcoach

Search Q | Trip Planner (0) |  | 

ASHEVILLE
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ICONIC ASHEVILLE | SEE & DO | TRIP IDEAS | EVENT CALENDAR | PLACES TO STAY | FOODTOPIA | GREAT OUTDOORS | **PACKAGES & DEALS**

Biltmore Tickets & Packages

Specialty Packages

Hotel Deals

Attraction Coupons

Seasonal Packages & Deals

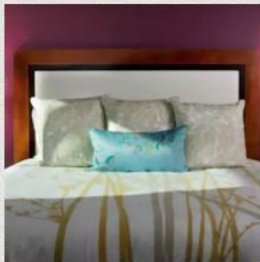
 Like  11  Share

Seasonal Packages & Deals

FROM: 02/15/2016  TO: 02/15/2017 

Packages - Cultural  Keywords 

Sort By: [Title](#) | [Distance](#) [View on Map](#) 



Hollywood Insiders Package

Redeemable: Always

Hotel Indigo - Asheville Downtown

Stay where the stars stayed: HOTEL INDIGO-DOWNTOWN ASHEVILLE, NC. Dine, mingle and enjoy Hotel Indigo and downtown venues--much like Josh Hutcherson, ... [more](#)

[Details](#) | [Add to Trip Planner](#)



North Carolina Wild Hiking Package

Redeemable: 03/01/2015 - 12/31/2016



Aloft Asheville Downtown




Experience the great outdoors with the help of an expert guide through the Blue Ridge Mountains. This package includes: - Overnight accommodations for ... [more](#)

[Details](#) | [Add to Trip Planner](#)

Online Reservations

[Lodging](#) [Packages](#) [Activities](#) [Flights](#)

Check In: 02/15/2016  Check Out: 02/16/2016 

Rooms: 1  Adults: 1  Kids: 0 

 Search

Search B&Bs or Cabins & Vacation Rentals

Call (800) 365-8917 for Assistance

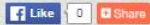
Sign Up for the Asheville Traveler E-Newsletter

Email Address

 Sign-Up



Listing Detail Page



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Hotel Indigo - Asheville Downtown

151 Haywood Street
Asheville, NC 28801
Phone: (828) 239-0239
Region: Downtown

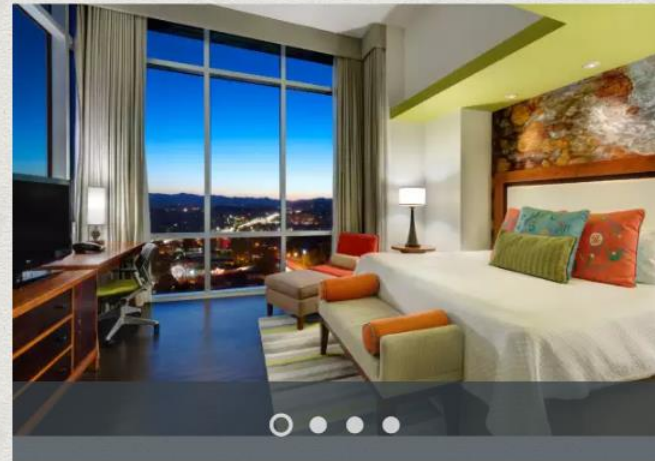


[Visit Website](#) | [Add to Trip Planner](#)

[Book Now](#)

Inspired service, inspired design.

Our boutique hotel delivers a refreshing and inviting guest experience, that is truly reflective of the local neighborhood. The Hotel features 100 rooms, 16 penthouse suites, restaurant, bar, meeting room, fitness center, concierge services, pet friendly, valet parking, along with first-class amenities. Hotel Indigo is located in downtown Asheville, one block from the Grove Arcade, galleries, restaurants and historical points of interest in the vibrant downtown area. Hotel Indigo is so much more than a place to stay; its part of the neighborhood. Throughout the hotel you'll find local touches from the artwork on the walls to the locally inspired dishes on our menu. Getting a taste of the neighborhood has never been easier!



Amenities



Meeting Facilities



Packages



[TripAdvisor](#) [Facebook](#) [Twitter](#)

Ranked #16 of 58 hotels in Asheville

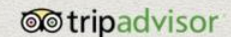
Based on 1288 reviews

- Location
- Sleep Quality
- Rooms
- Service
- Value
- Cleanliness

[Read all reviews at TripAdvisor.com](#) | [Write a Review](#)

Latest Reviews

70sgirl [Great location!](#)



Phone: (828) 239-0239

Region: Downtown






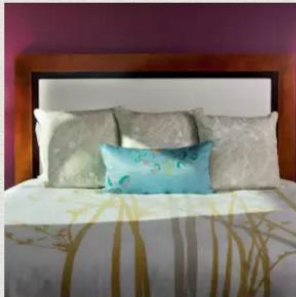
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- Amenities 
- Meeting Facilities 
- Packages 



Hollywood Insiders Package

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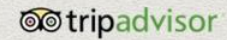
[Details](#) | [Add to Trip Planner](#)



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Ranked #16 of 58 hotels in Asheville

  Based on 1288 reviews




-  Location
-  Sleep Quality
-  Rooms
-  Service
-  Value
-  Cleanliness

[Read all reviews at TripAdvisor.com](#) | [Write a Review](#)

Latest Reviews

70sgirl
Columbia, South Carolina

Great location!


 on February 22, 2016

The staff at the Indigo was fantastic, very friendly! Rooms are very chic and comfortable. I went to a spa in the early evening planning to have dinner at a local restaurant afterwards but I was too...

[Read full review on TripAdvisor.com](#)

nkavouklis
St. Petersburg, Florida

Great hotel with a very courteous staff!

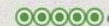
 on February 22, 2016

I booked this hotel for one night in a last minute crunch due to luggage mishap at the airport (thanks to American Airlines, your review is next). We actually ended up staying 2 nights and it was...

[Read full review on TripAdvisor.com](#)

AIFL
Jacksonville, Florida

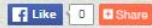
Always a nice departure

 on February 22, 2016

Business travel can put one into a rut with hotel stays. Certain expectations of service and design are the norm. However, in addition to those, sometimes it's great to have the term "friendly" in...

[Read full review on TripAdvisor.com](#)





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Print Me

Hollywood Insiders Package

Hotel Indigo - Asheville Downtown

Redeemable: Always



Stay where the stars stayed: HOTEL INDIGO-DOWNTOWN ASHEVILLE, NC. Dine, mingle and enjoy Hotel Indigo and downtown venues--much like Josh Hutcherson, Jennifer Lawrence, Liam Hemsworth and Woody Harrelson were able to do while filming "The Hunger Games" in the region. Enjoy some of the movie cast's favorite dining spots.

Package includes: 2 nights' accommodation in one of our spacious and contemporary-styled King-Dbl queen rooms. 15 dollar-person gift card for lunch at Early Girl Eatery; (4) Chocolate chip cookies in your rooms--Josh and Jen's faves, Valet Parking for 2 days. Local "Hunger Games" Trivia or map of running route taken by Kristen and Owen while they were in town filming Masterminds.

Packages start at \$390.00 plus tax based on double occupancy. Please email sales office at snewton@hiihotels.com for additional information. Two-night stay required.



Add to Trip Planner

Map View | Street View | What's Nearby



Throughout Website - Category Specific




Meeting Planners Weddings Sports Motorcoach

Search Q Trip Planner (0)  

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Discovery, inside and out

ICONIC ASHEVILLE | SEE & DO | TRIP IDEAS | EVENT CALENDAR | PLACES TO STAY | FOODTOPIA | GREAT OUTDOORS | PACKAGES & DEALS

Attractions **Recreation & Nature** Shopping Arts Music Culinary Heritage Tours Nearby Towns & Neighborhoods

 Like  0  Share

Recreation & Nature

Complete with breathtaking scenic vistas and the highest peaks of the Appalachian Mountains, Asheville is an outdoor destination perfect for all-season exploration. Surrounding our vibrant city center are miles of off-the-beaten-path adventures, whisking you away from the routines of everyday life. Step outside and discover, at your own pace, the natural wonders that have attracted visitors to this region time and again.

event



A Wild Food Foraging Adventure

January 23, 2016 to November 12, 2016

From: 9:30 AM to 12:30 PM

Cost: \$75

[view more](#)

itinerary



The 5 Most Photogenic Hikes on the AT

by K.C. Cronin

The Appalachian Trail (AT) is 2,200 miles long and traverses...

deal



"Tie One On" Fly-fishing with Curtis Wright Outfitters

Rates: Sunday-Thursday - \$560 Friday-Saturday - \$585 For more information or to make a reservation, call 828.255.0690 *Additional Information: Package rates...

[view more](#)



aRes Booking Engine Packages Page

Meeting Planners | Weddings | Sports | Motorcoach

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PACKAGES
& DEALS

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Packages



Tour Asheville by Trolley - Gray Line Sightseeing Package

Category: Tours & Sightseeing

Hop-on and hop-off for two consecutive days and tour Asheville at your own pace! Includes your choice of Asheville accommodations.

Customize Package



Chimney Rock Outdoor Adventure Package

Category: Nature and Outdoors

Get out and explore over 1,000 acres of natural beauty and bask in the glory of a 404-foot waterfall! Includes your choice of lodging and admission to Chimney Rock State Park.

Customize Package



Biltmore, Bed & Breakfast at the Albemarle Inn

Category: Cultural/Museum

Book the Biltmore Estate Package at the Albemarle Inn B&B and receive 2 two-day tickets to the Biltmore Estate upon check-in

Customize Package

Vendor Contact Information

Any visitor-oriented business located in Buncombe County that meets the requirements is eligible to participate in the ExploreAsheville.com advertising and online booking engine programs.

For eligibility requirements, please visit
<http://www.ashevillecvb.com/listing-policies/>

Website Advertising through Destination Travel Network (DTN)

Lia Wik, DTN Sales Manager

lwik@destinationtravelnetwork.com or call 520.989.8071

Online Booking Engine through aRes Travel, Inc.

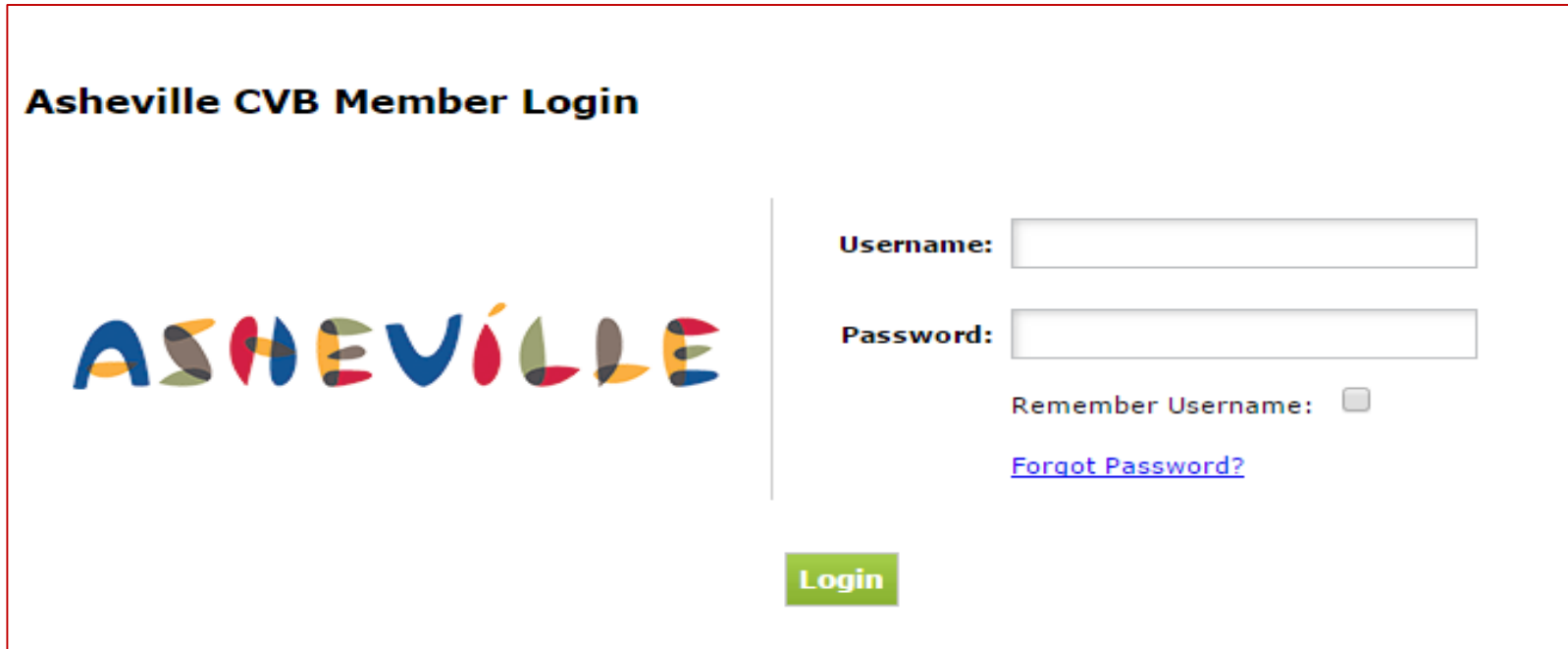
Mark Farrell, Director of Account Management

Asheville@arestravelinc.com or call 619.501.7159

How do I submit a package?

1. Log on to the partner Extranet
[extranet.asheville.simpleviewcrm.com/login]

Asheville CVB Member Login



The image shows a login form for the Asheville CVB Member Extranet. On the left, there is the Asheville CVB logo, which consists of the word "ASHEVILLE" in a colorful, stylized font. To the right of the logo, there are two input fields: "Username:" and "Password:". Below the "Password:" field, there is a "Remember Username:" checkbox and a link for "[Forgot Password?](#)". At the bottom right of the form, there is a green "Login" button.

ASHEVILLE

Username:

Password:

Remember Username:

[Forgot Password?](#)

Login

ACCOUNT DETAIL: DEREK'S MAGNIFICENT B&B

Account Information

Account ID: 658	Status: Active
Account: Derek's Magnificent B&B	Region: Other
Account (sort): Derek's Magnificent B&B	Email: dmisler@exploreasheville.com
Parent:	Web Site: http://www.exploreasheville.com
Formerly:	

Phone/Fax Numbers

Address Information

Additional Fields

Account Information

Reciprocal Link













[Contacts](#) [Listings](#) **3. [Web](#)** [Amenities](#) [Benefits Summary](#) [Social Media](#)

[Coupons](#) [Media](#)

4. [Add New Coupon](#)

Filter:

Page of 1

Action	Offer Title	Pending	Redeem Start	Redeem End	Post Start	Post End
  	15% off Mid-Week in December Deal	No				12/31/2015
  	Biltmore Splendor Package	No	06/01/2015	12/31/2015	06/01/2015	12/31/2015
  	The Art of Romance Package	No	01/01/2015	04/30/2015	10/01/2014	11/30/2015
  	Zipline On Down the Line Package	No	08/01/2015	11/02/2015	06/01/2015	11/02/2015

COUPON: NEW COUPON FOR DEREK'S MAGNIFICENT B&B

[Save](#) [Save & New Coupon](#) [Close](#)

Colored fields are required.

Coupon Information

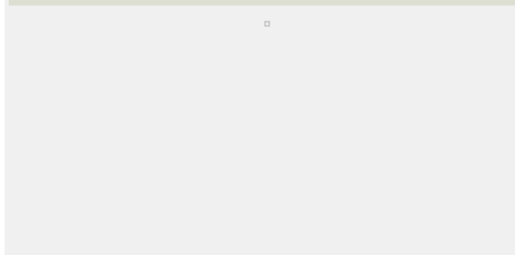
Offer Title:

Offer Link:

Offer Text:

Coupon Image

Selected Image:



Coupon Dates

Redeem From:

Redeem To:

Post From:

Post To:

Coupon Categories

Available		Selected
Asheville Blockbuster Packages	▶	--None--
Blue Ridge Parkway Travel Packages	▶	
Packages for The Hunger Games	▶	
Attraction & Dining Deals	◀	
Accommodation Deals	◀	
Customize Your Stay - Culinary	◀	
Customize Your Stay - Cultural	◀	
Customize Your Stay - Family	◀	

Colored fields are required.

[Save](#) [Save & New Coupon](#) [Close](#)

Package Categories

Packages*

1. Biltmore: includes Biltmore Tickets and/or a Biltmore activity
2. Culinary: includes a culinary tour or restaurant experience
3. Cultural: includes a unique experience, i.e. - city tour, beer, iconic attraction
4. Family Fun: includes a family friendly activity or lodging
5. Girlfriend Getaway: includes activities for a small group
6. Golf: includes a golf game
7. Outdoor: includes an outdoor tour or experience
8. Romance: includes items like spa service, roses, chocolates, wine, suite
9. Spa: includes a spa service
10. Seasonal - Fall: includes an activity related to the season
11. Seasonal - Holidays: includes an activity related to the season
12. Seasonal - Winter: includes an activity related to the season
13. Seasonal - Spring: includes an activity related to the season
14. Seasonal - Summer: includes an activity related to the season

*The ACVB reserves the right to determine placement on website

2016 Package Ideas

- Indie Shopping Adventures: Gift certificates to local shops, goody basket with Asheville-made products or a downtown tour.
- Asheville's Music Scene: Ideas include shows at local music venues, CDs showcasing local musicians or an immersive experience like a drum lesson before the Friday night Drum Circle
- National Parks/NC State Parks/Mt. Mitchell State Park Centennial Anniversaries: The national parks system, NC parks system and Mt. Mitchell are all celebrating 100 years in 2016. Does your business offer an interesting way to see or experience the park - such as a guided hike, zipline experience, picnic basket offering, etc.?