



BCTDA MEETING

MAY 27, 2020
Via Zoom Webinar

Explore **ASHEVILLE**

FY 20 MARKETING BUDGET UPDATE

MARLA TAMBELLINI

EXPLORE ASHEVILLE
DEPUTY DIRECTOR & VP OF
MARKETING

Explore **ASHEVILLE**

MAINTAINING AWARENESS

Objective: Keep Asheville top of mind and share virtual experiences with potential visitors dreaming of the future

Cost: \$130,000

Time Frame: mid-May through June

together
in
spirit

A scenic landscape photograph of a mountain trail. In the foreground, a hiker with a backpack and a walking stick is seen from behind, walking on a rocky path. The middle ground shows a lush green valley with a winding stream. The background features rolling mountains under a blue sky with scattered white clouds. Overlaid on the center of the image is the text 'together in spirit' in a white, cursive, hand-drawn font.

PAID SEARCH & SOCIAL

Live date: May 14th

Messaging:

- Together in Spirit Messaging/Video
- Virtual Asheville Experiences

Channels: SEM & Paid Social

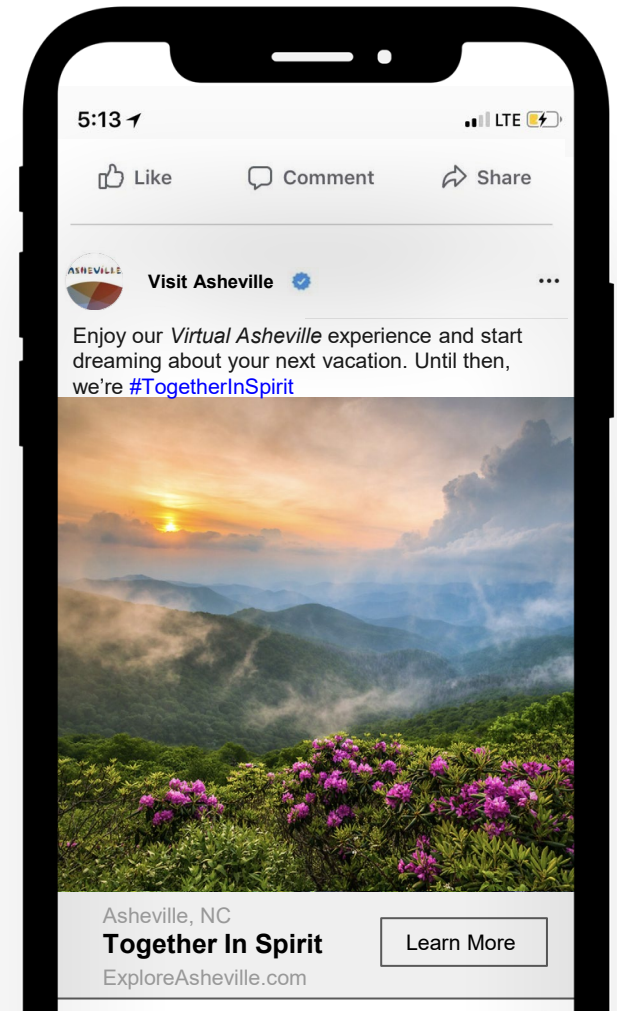
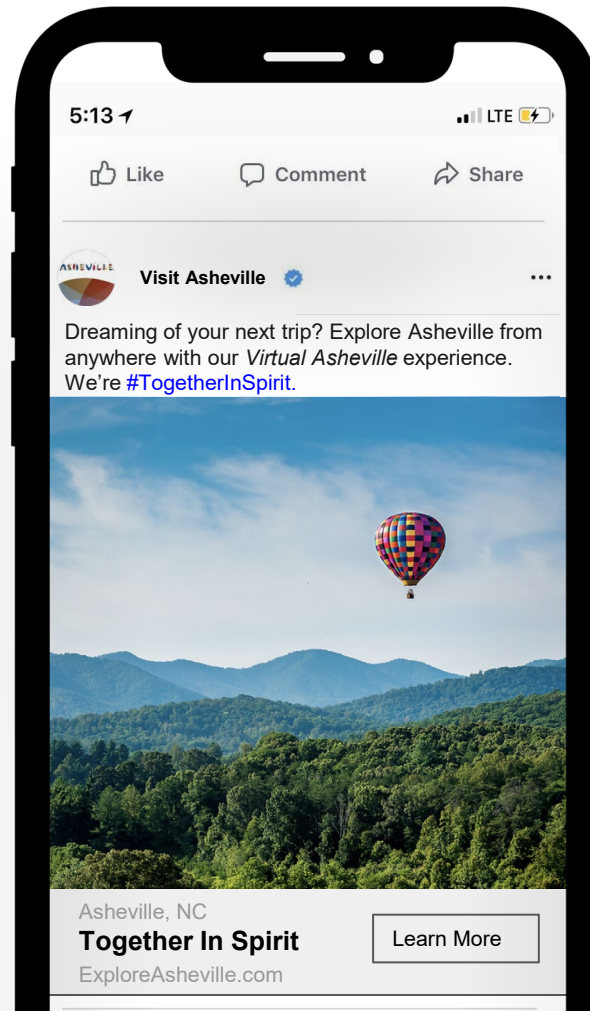
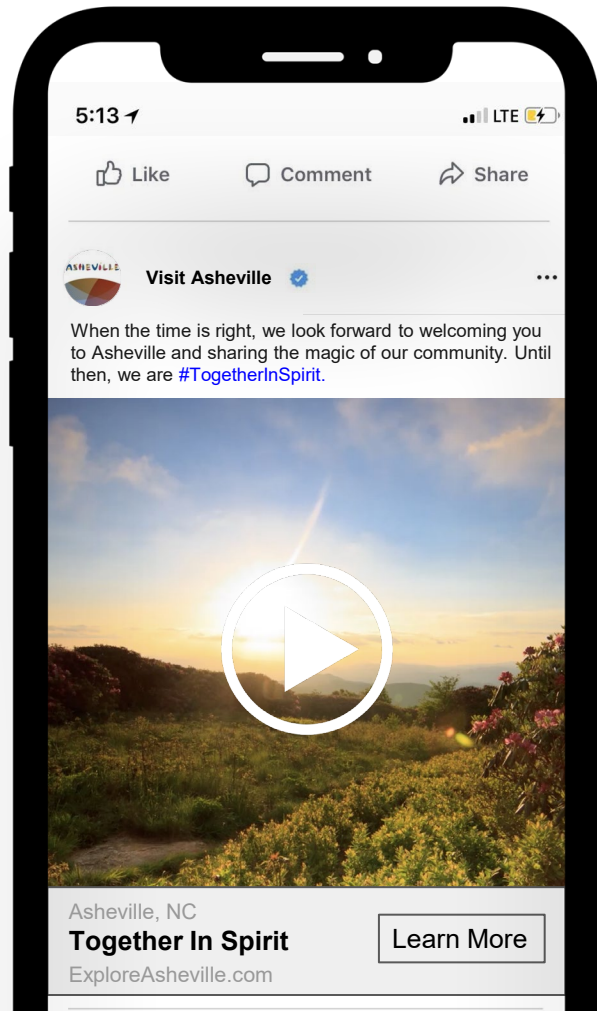
Close-in markets:

- Greenville/Spartanburg
- Tri-Cities
- Knoxville
- Winston-Salem

NO CALL TO ACTION



SOCIAL CREATIVE



REOPENING

- Move from Together in Spirit which was built for Stay at Home time frame
- Use a thoughtful, data-driven approach to moving forward with a soft Call to Action
- Combine safety and inspiration in messaging

OBJECTIVE



Begin economic recovery process by safely and responsibly encouraging travel working closely with local government.

THE ECONOMIC COST

COVID-19

▶ APRIL JOB LOSSES

20.5M TOTAL

HARDEST HIT SECTORS

MANUFACTURING

1.3M

RETAIL

2.1M

EDUCATION &
HEALTH SERVICES

2.5M

LEISURE &
HOSPITALITY

7.7M

DATA
DOWNLOAD

US BUREAU OF LABOR STATISTICS

STRATEGY

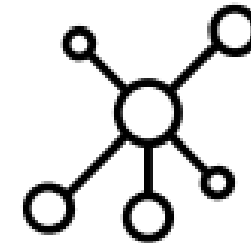
Support restarting the economy by connecting with consumers who are willing to travel



Shift focus to travel intenders and repeat visitors familiar with the destination



Focus on drive markets with DMA decisions based on multiple data points including COVID stats



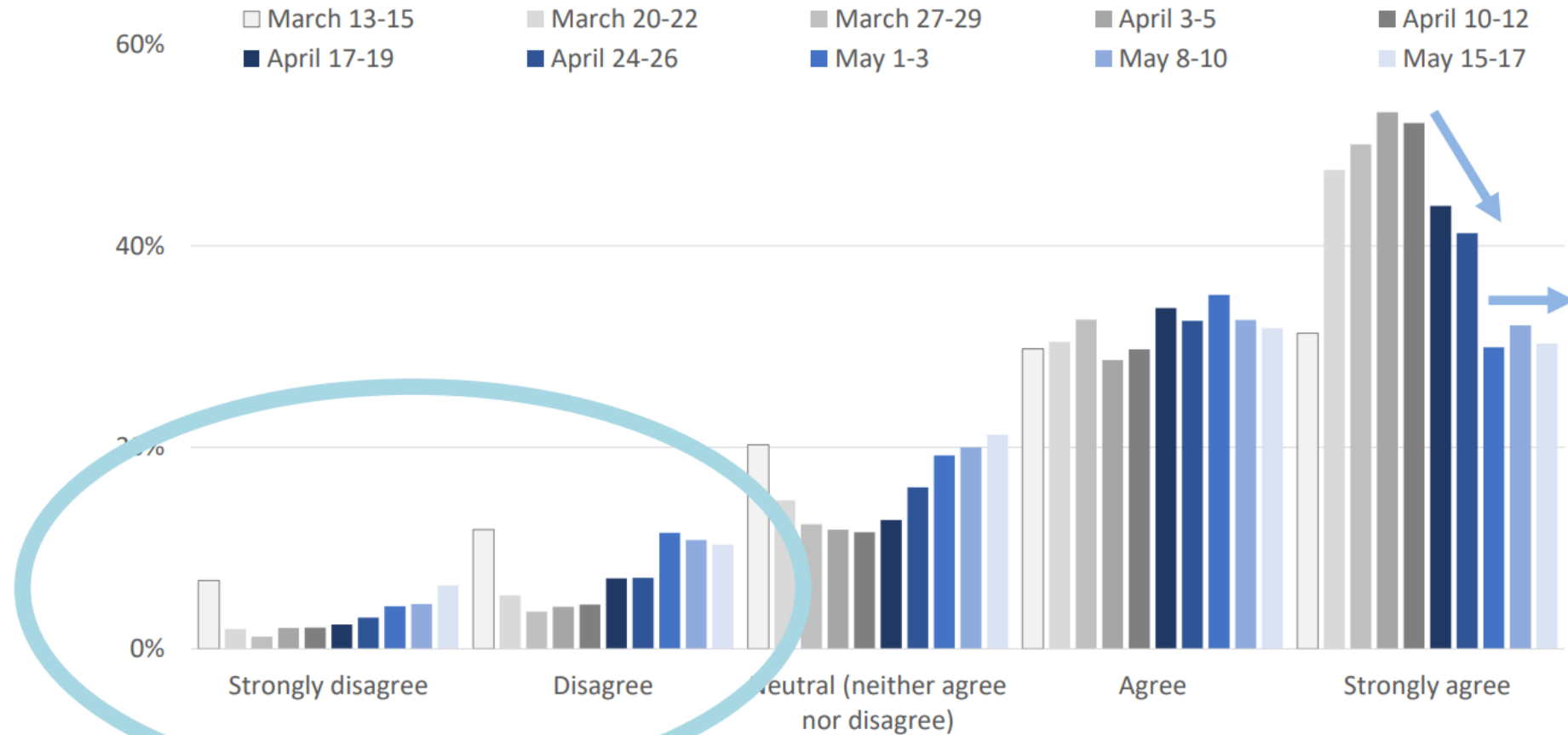
Create connection through the travel planning journey with channels that can be easily turned on & off

TRAVELERS ARE TENTATIVE

How much do you agree with the following statement?

Statement: I'm planning to avoid all travel until the coronavirus situation blows over.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200 and 1,212 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)

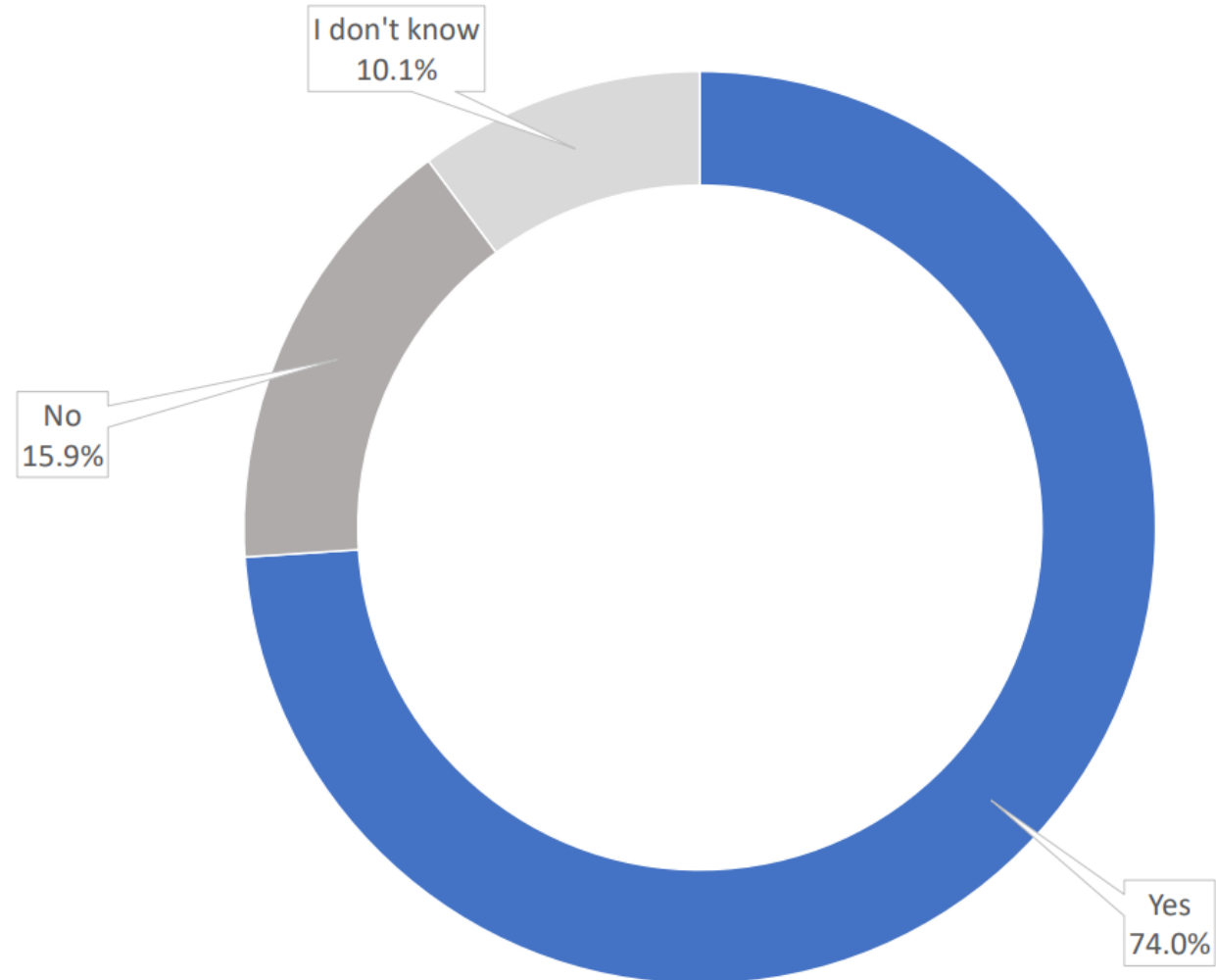


SAFETY RESEARCH

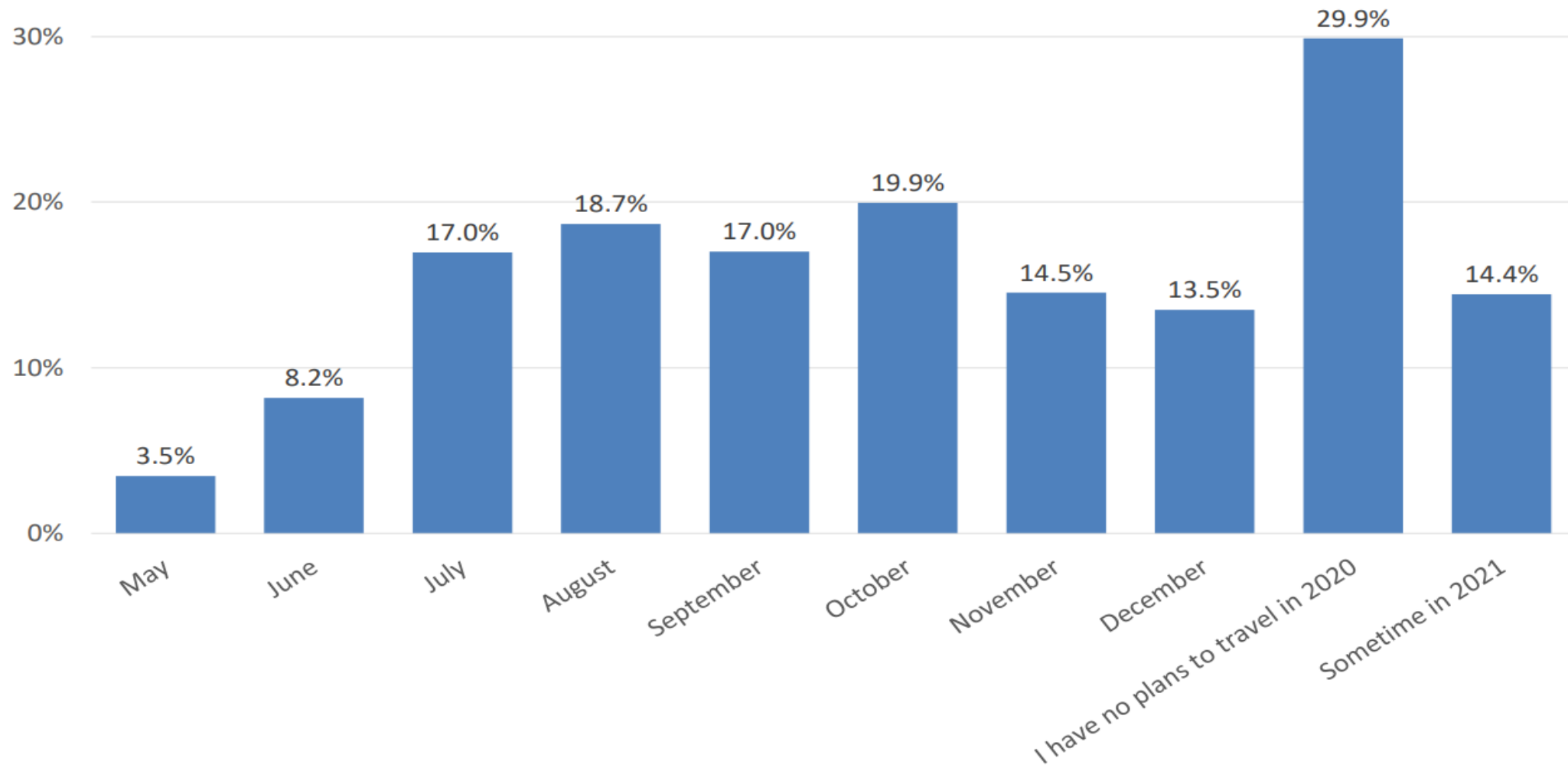
Question: Before your next leisure trip, will you research how the destination and/or its businesses are managing the Coronavirus situation?

(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)

Question added in Wave 10



NEXT PLANNED TRIP



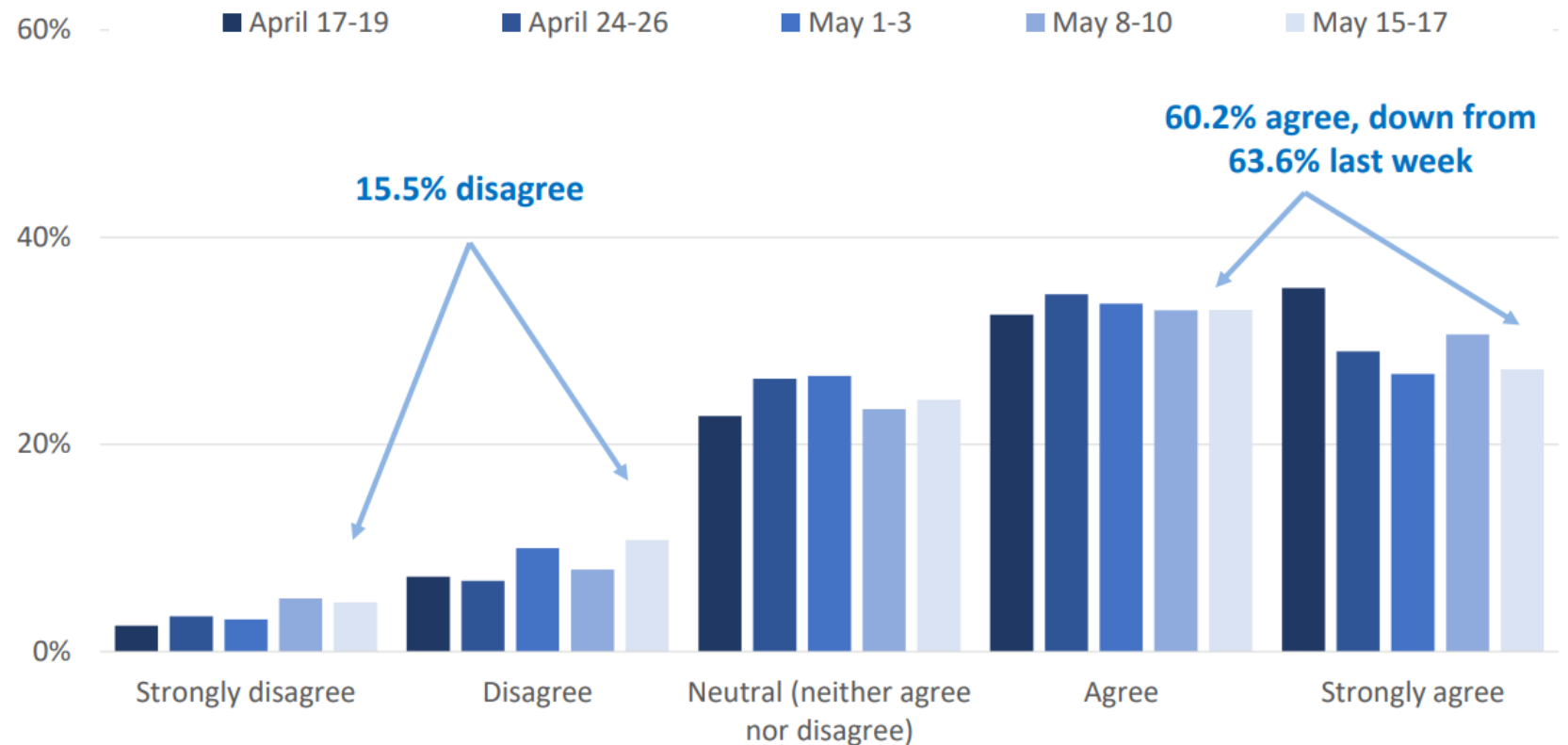
COMMUNITY SENTIMENT

How much do you agree with the following statement?

Statement: I do not want travelers coming to visit my community right now.

(Base: All respondents, 1,238, 1,208, 1,204, 1,200 and 1,212 completed surveys. Data collected April 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)

Question Added in Wave 6



ADVERTISING FRAMEWORK

CONSIDERATIONS

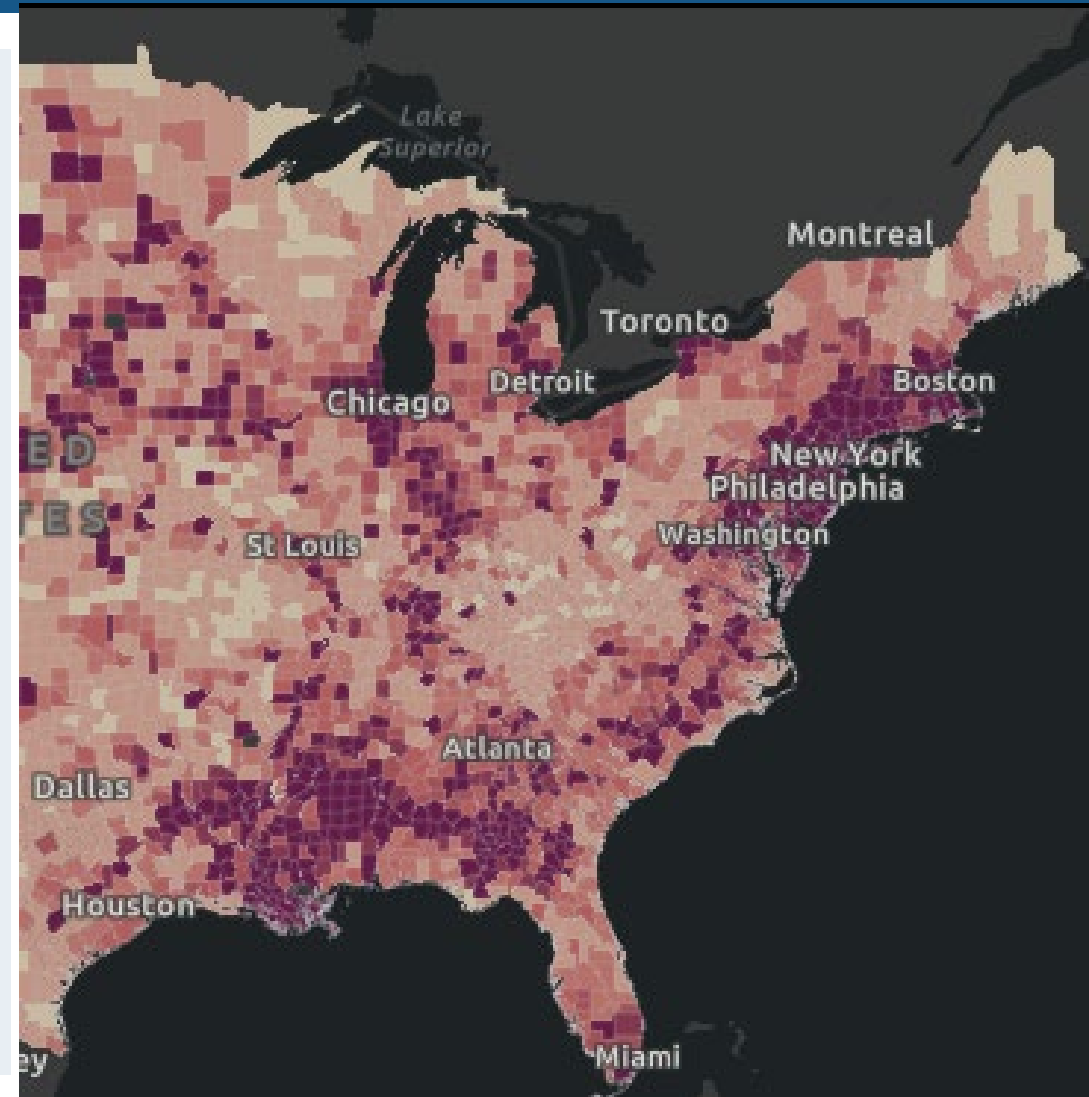
- Health Insights
- Tourism Research
- Mobile Location Data
- Local Sentiment

Target Market Approach

- Identity Drive Markets
- Consider data from JHU Covid-19 Cases by County
- Evaluation effectiveness of market and ROI
 - Delivery of Travel Intenders

Media Channels

- Favor digital channels that can be turned on & off quickly



READJUST ASSETS



Recommended Script Adjustments

Asheville

It's never been a place people just visit
And, it's not somewhere people just live

It's always been something more.
A welcoming community for the heart and soul.

It's somewhere individuals come together.
Where nature's beauty is enlivened with arts,
music, food and friendship.

Asheville is a state of mind.
And we're looking forward to sharing it with you.

OMIT CURRENT TOGETHER IN SPIRIT
END PHRASE & TAG

OPEN SPACES & SCENIC MOUNTAIN ADVENTURES AS THE SUMMER SEASON KICKS OFF

Asheville, N.C. resources for safety-first summer travel in the Blue Ridge Mountains

ASHEVILLE, N.C. (May 22, 2020)—North Carolina Governor Roy Cooper's office announced this week its order to lift stay-at-home travel restrictions ahead of the Memorial Day weekend, the traditional start of the summer season.

Asheville area businesses have stepped up to protect workers and guests with safety measures that go beyond state guidelines, including the Asheville Cares Stay Safe Pledge, a shared commitment with travelers to keep everyone safe with extra precautions. Understand the extent of the protections that the Buncombe County hospitality industry is putting in place—[click here to read the Asheville Cares Stay Safe Pledge](#).

"The pledge represents our priority to keep the residents and visitors of Buncombe County safe, and to let travelers know that Asheville businesses are committed to following CDC recommended standards for operations," said Explore Asheville President & CEO Stephanie Brown.

For travelers making Memorial Day weekend and summer travel plans with safety in mind, the Asheville area is a central locale surrounded by national parks and state forests and intersected by America's Favorite Scenic Drive, the Blue Ridge Parkway. [See the following list of open space activities, fresh air adventures, scenic drives](#) and attractions with modified operations for safer exploration.



Scenery & Fresh Air Adventures on Mountain Balds

As one of the world's oldest mountain chains, the peaks of Southern Appalachia are generally known for their rolling greenery and layers of misty blue. Also dotting the landscape are mysterious mountain balds—open spaces with rolling grass and blooming rhododendrons (June) at the higher elevations. [See this list of mountain balds perfect for a picnic, hike or sunny day adventure.](#)

TIMING & NEXT STEPS

Finalize markets based on data & in collaboration with Buncombe County health officials

Edit video spot

Evaluate local visitor experience

Continue soft PR pitches

Work with County on responsibly returning to marketplace



QUESTIONS?

Explore **ASHEVILLE**

FY 21 MARKETING BUDGET OVERVIEW

MARLA TAMBELLINI

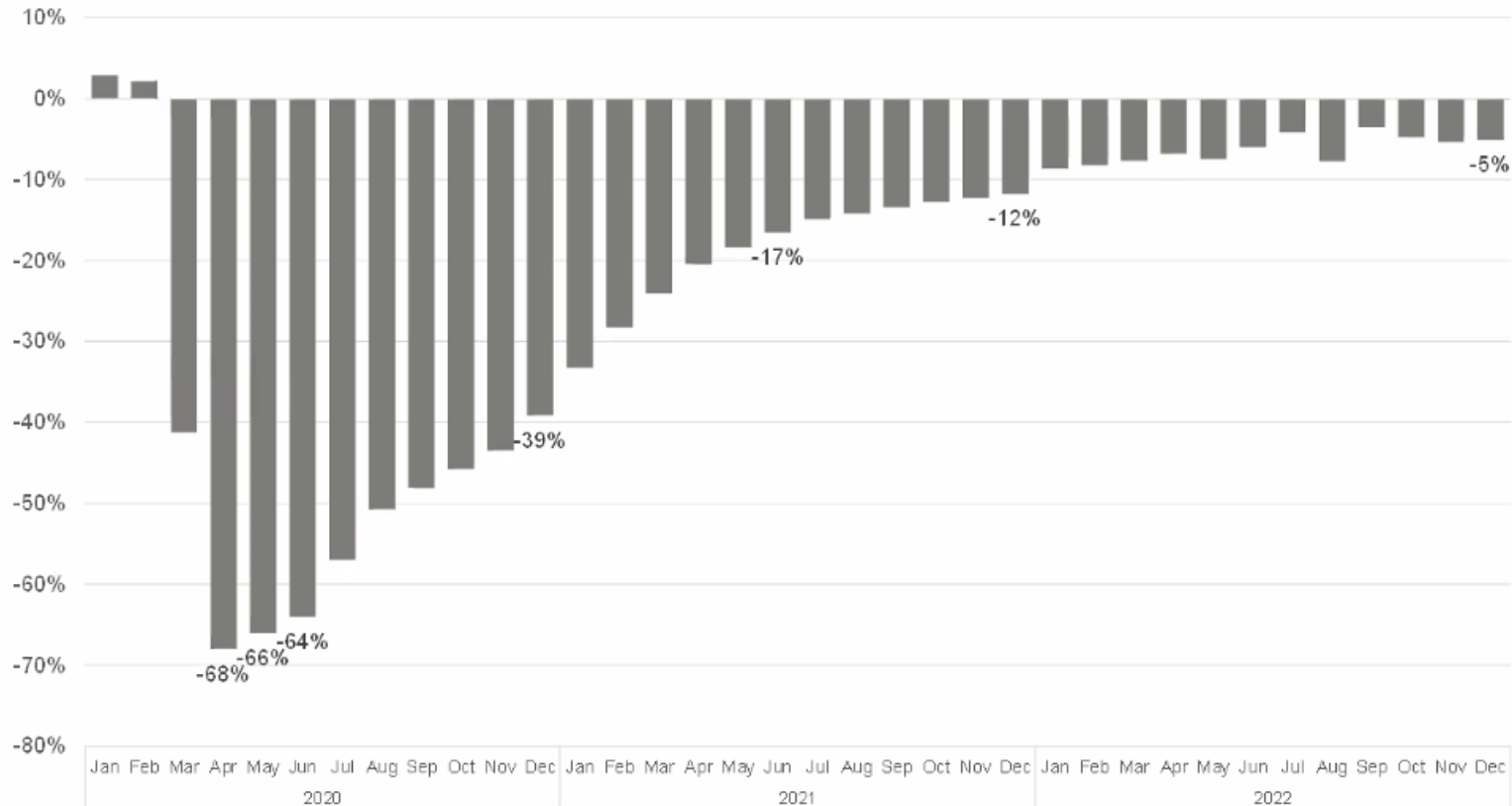
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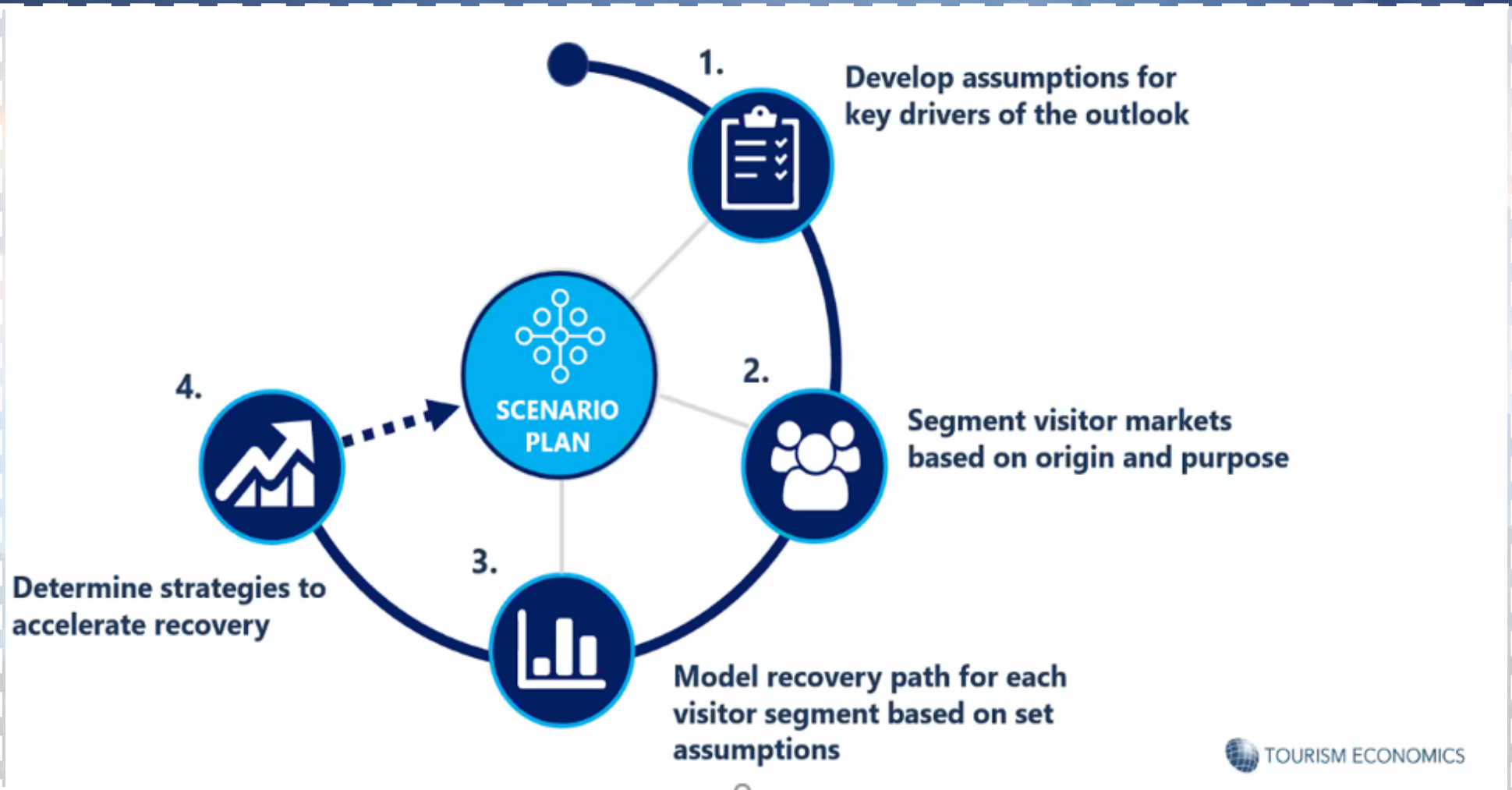
RECOVERY TEMPERED

Demand

Relative to 2019



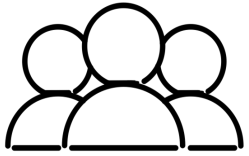
MODEL RECOVERY PATH





ADVERTISING

FY21 CONSIDERATIONS



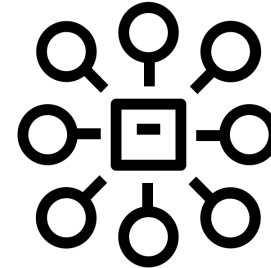
Audience

Reconsider Audience Segments



Markets

Consider Markets based on added data inputs in Covid-19 era



Media

Reevaluate Media Mix and Partners based on flexibility



Messaging

Maintain fluidity to feature safety, align with Zeitgeist of the Moment and create relevance with audience segments



Personalization & Automation

AUTOMATION

Set it once and then automatically send based on established triggers.

Re-engage inactive users

Leverage drip campaigns to bring users back to your app or website

Boost conversions through segmentation

DOES YOUR BUSINESS CURRENTLY USE AUTOMATION TOOLS?

YES
75%



NO
25%

Social Media Today - State of Marketing Automation Survey Report (2019)

DATABASE CLEANSE

Append missing data

Create segments

Use automation process to optimize and learn messages that resonate

Identify best prospects for repeat visitation



PERSONALIZATION

ASHEVILLE

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

WELCOME BACK

We have information and updates to help you experience Asheville. From our expansive outdoor spaces to care-pledging shops, restaurants, and attractions.

[READ MORE](#)



ASHEVILLE
Let your spirit roam free

PLANNING A TRIP?

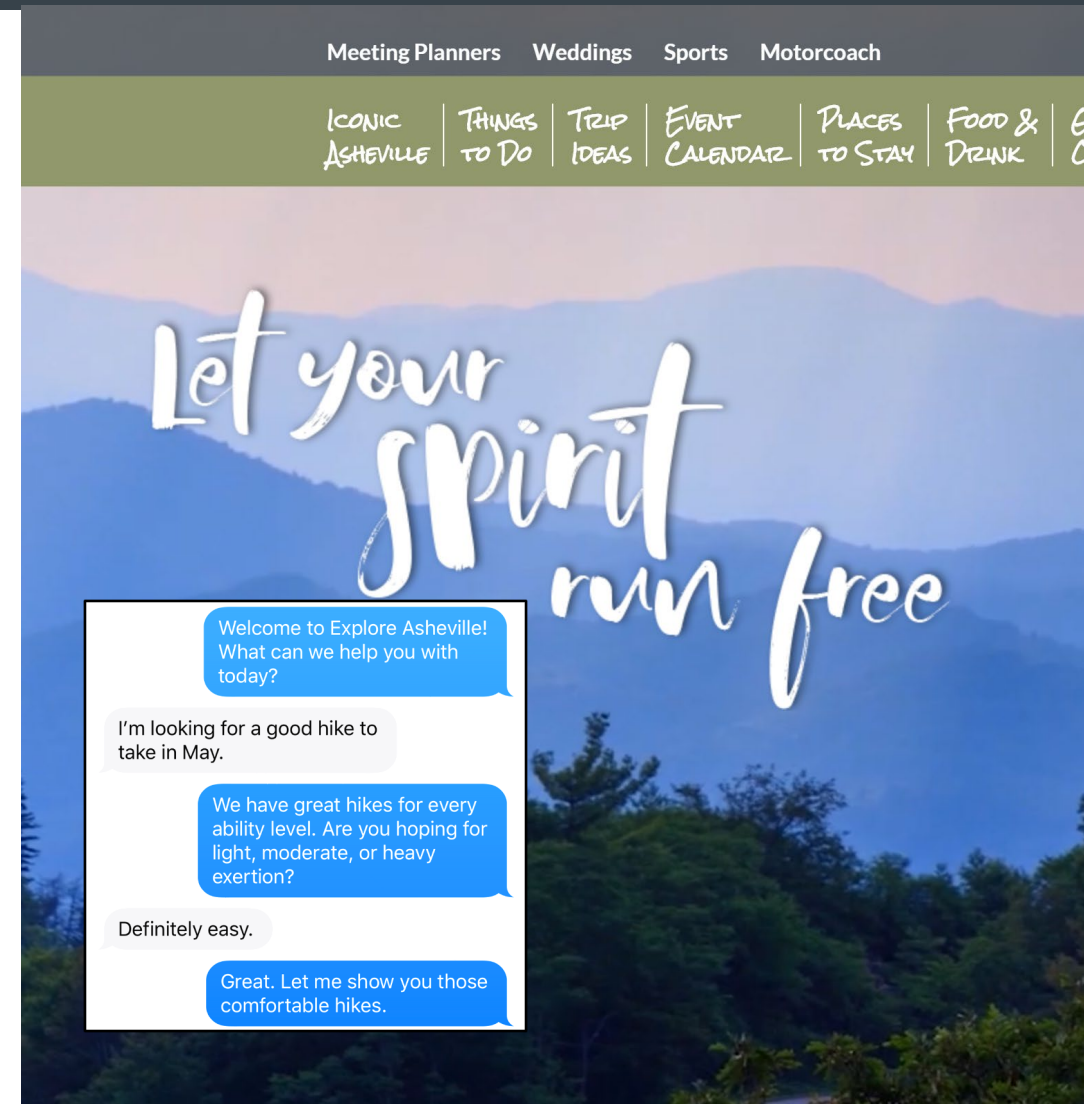
Our 2020 Official Visitor Guide has all the top things to do, see, eat & drink.

[REQUEST A FREE GUIDE](#)



CHATBOT INTEGRATION

- 80% of businesses say they currently use or are planning to use chatbots by 2020 (Oracle).
- Consumers report increased comfort toward automated dialogue.
- 92% of marketers surveyed find Predictive Chat to be either Useful or Very Useful.
- Can be used across owned channels





SEASONAL MOTIVATION

THE APPEAL OF FALL

Among fall travelers overall, 37% indicated that they viewed fall colors on their trip.

But among fall visitors to Asheville 57% indicate they viewed fall colors.

Among Asheville fall visitors, it is the most important “motivator.”

Social distancing aspect of viewing fall color could make this more appealing.

Top Motivators for Asheville Fall Trips

Activity	% motivated
Viewing fall color	27%
Visit downtown	22%
Parks (national/state/local)	19%
Historic sites	18%
Shopping	17%
Hiking	16%
Breweries	15%
Local dining	15%



CONTENT & SEARCH

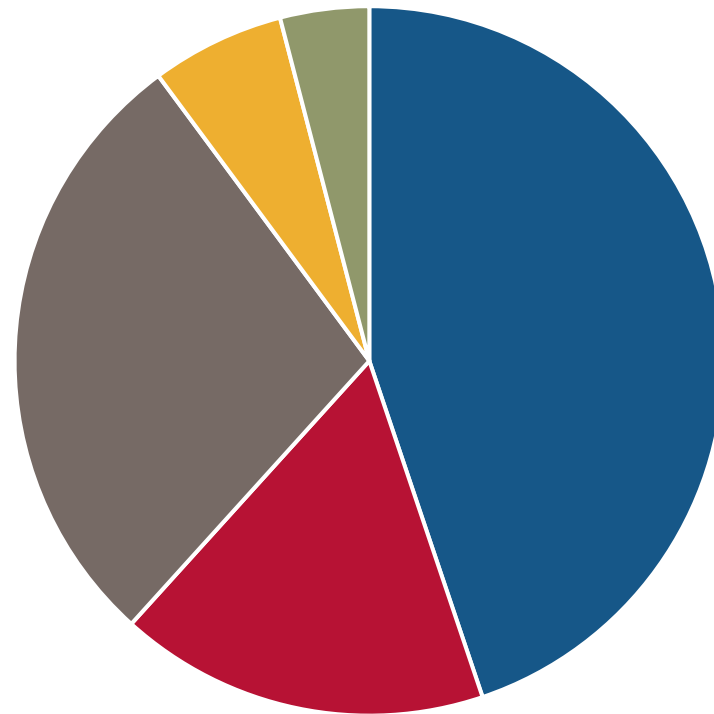
DOWNSTREAM TRAFFIC

Web traffic to partner websites:

1.2 million clicks in 2019

Up 3.9% over 2018

Partner Referral Traffic Types



- Listing - Visit Website Click
- Listing - Booking Link Click
- Story Content - External Link Click
- Event - Visit Website Click
- Event - Buy Tickets Click



Soft Wellness Travel

Wellness Sabbatical

Digital Detoxing

**Sound & Spirit
Seekers**

SEARCH

- Voice search: People search how they speak.
- Featured snippets will continue to dominate search results
- More marketers will leverage influencers for SEO
- BERT is here to stay
- People will want digital experiences
- Content length will determine search rankings.




Asheville

City in North Carolina


Asheville is a city in western North Carolina's Blue Ridge Mountains. It's known for a vibrant arts scene and historic architecture, including the dome-topped Basilica of Saint Lawrence. The vast 19th-century Biltmore estate displays artwork by masters like Renoir. The Downtown Art District is filled with galleries and museums, and in the nearby River Arts District, former factory buildings house artists' studios.

Weather: 64°F (18°C), Wind W at 7 mph (11 km/h), 55% Humidity
ZIP Codes: 28801–28806, 28810, 28813–28816
Population: 91,902 (2017)

Plan a trip

-  Asheville travel guide
-  3-star hotel averaging \$151
-  Upcoming Events

Asheville on Google



Check out [things to do](#) in Asheville this weekend including the Brew Horizons Beer Fest, Asheville Train Show and comedy performances!

Explore [things to do](#) in Asheville this weekend including the Asheville Mardi Gras Parade, Bluegrass First Class... [more](#)

VOICE SEARCH

LEAN IN TO SEARCH IN FY 21

- Strategically identify opportunities to enhance search through voice
- The big change in VSO is that there are clearly defined tactics to target and implement to improve results

~ SOURCE: comScore



VISITOR GUIDE

Working with vendor on options for 2021 Visitor Guide

- Keeping ad partners in mind
- Updates online and continue current guide into 2021
- Decision by end of June





PUBLIC RELATIONS

LANDSCAPE SHIFT

COMPLEX

UVPM
2,314,794

BUSTLE

UVPM
7,659,918

SLATE

UVPM
4,320,815

VICE

UVPM
10,879,490

**ELITE
DAILY**

UVPM
3,103,003

MENTAL FLOSS

UVPM
4,034,412

Vox

UVPM
6,543,095

**Atlas
Obscura**

UVPM
1,618,419

THRILLIST

UVPM
4,358,065

M

Medium
UVPM
40,766,054

tripsavvy

UVPM
4,841,716

Your tango

UVPM
1,376,228

YINEPAIR

UVPM
597,671

FOOD52

UVPM
1,713,596

29

REFINERY29
UVPM
5,583,548

Mic

UVPM
729,881

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BUSINESS

McClatchy, owner of News & Observer, files bankruptcy to shed old costs, speed shift to digital

Tags: [bankruptcy](#), [McClatchy](#), [News & Observer](#), [business](#)

Posted 7:48 a.m. Thursday
 Updated 2:38 p.m. Thursday

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npr

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MEDIA

'Miami Herald,' 'Kansas City Star' Publisher McClatchy Files For Bankruptcy

February 13, 2020 · 9:53 AM ET

AVIE SCHNEIDER

SPORTS Dolphins sign veteran quarterback Ryan Fitzpatrick BA

COLLEGE BASKETBALL MARCH MADNESS The teams have been selected for the NCAA Tournament. Find out more in the eEdition's special Xtra Madness section.

VOLUME 116, No. 185 STAY CONNECTED MIAMIHERALD.COM

FACEBOOK.COM/MIAMIHERALD TWITTER.COM/MIAMIHERALD

WINNER OF 22 PULITZER PRIZES MONDAY MARCH 18 2019

Miami Herald

TRANSPORTATION Official Boeing

MEDIA TOURS & MARKETPLACE

- TravMedia's IMM Media Marketplace NYC
- VisitNC Media Major Market Deskside Tours **new offering, details to come*
- VisitNC 365 Conference
- SATW Media Marketplace
- TravelCon **emerging event for travel media, influencers and destinations*
- PRSA Travel & Tourism

NEW GROUND

IMPACTS

1. Editorial consolidation, freelance boom
2. Proliferation/jockeying of online media outlets for market share
3. PR opportunities shrink in mid-sized and small media markets
4. More independent content creators, emerging mediums
5. Influencers are more important than ever.

OPPORTUNITIES

1. Leverage greater opportunities to shape stories and host site visits
2. Harness PR analytics tools to support strategy and refine priorities
3. Shift media tours to major markets and focus on marketplace events
4. Continue to leverage PR to help drive/boost paid partnerships
5. Increase capacity to leverage micro-influencers as content partners



DATA-DRIVEN DECISIONS

- Continue move toward conversion-oriented metrics vs. legacy measurements (i.e. impressions, ad value)
- Cision Next Gen: Migration to unified platform
- Proactive strategy takes time + specialization
- Platform management/optimization is high-touch



An aerial photograph of a city, likely Knoxville, Tennessee, taken during the "golden hour" of sunset. The sky is filled with dramatic, dark clouds that are illuminated from below by the setting sun, creating a warm, golden glow. In the background, a range of blue mountains stretches across the horizon. The city itself is a mix of modern high-rise buildings and older, more traditional structures, including a prominent building with a red dome. The foreground is dominated by lush green trees. A dashed white rectangular border frames the entire scene.

Questions?