Explore Asheville
Convention & Visitors Bureau

VICE PRESIDENT OF SALES
Asheville, NC
ABOUT ASHEVILLE, NORTH CAROLINA

Filled with natural wonders and architectural treasures, you’ll soon come to understand the allure of Asheville. Discover for yourself all there is to see and do. From iconic landmarks to local favorites, these are our sure bets for a memorable mountain escape. Create your own experience with these itineraries or check out 50 things to do in Asheville. Explore our favorite winter activities, or start planning your visit with these places to stay.

Attractions – Immerse yourself in the perennial beauty of Asheville’s natural wonders, be enchanted by the by-gone era of America’s Gilded Age, or embark upon a thrilling zipline adventure through the forest canopy. With activities that appeal to every traveler, create an Asheville experience all your own through one of our many unique attractions.

Recreation and Nature – Complete with breathtaking scenic vistas and the highest peaks of the Appalachian Mountains, Asheville is an outdoor destination perfect for all-season exploration.

Places to Stay – When choosing where to stay in Asheville, you’ll discover perfect options suited to your own travel style. Wake up each morning to a stunning mountain view in one of Asheville’s hotels & resorts, get cozy in a secluded cabin hideaway, or stay steps away from the action at an uber-chic boutique in the heart of downtown.

Tours – Asheville’s attractions and tours include Art, Brewery, Winery & Distillery, Comedy, Culinary, Haunted, Historic, Outdoor and Walking.

Music – Asheville’s music scene is born of age-old traditions, nurtured by a spirit of independence and the muse of the mountain landscape.

Arts – The arts scene is buzzing, featuring fine artists, performing arts venues, mountain crafter, folk artists, art galleries and art events.

Downtown Asheville – One of America’s most vibrant small cities, Asheville is characterized by its collection of independent, shops, restaurants, art galleries and entertainment venues.

LET YOUR SPIRIT RUN FREE

The Explore Asheville CVB has earned numerous national accolades including “#1 Best in the US Destination for 2017” by Lonely Plant, Best Cities in the U.S. by Conde Nast Travel in 2018, Travel & Leisure’s 50 Best Places to Travel in 2020, and coveted space on CNN, the New York Times, and National Geographic. The in-house media relations team places hundreds of national stories annually and has achieved as many as 6 billion impressions in one year.

Explore Asheville Marketing Department also includes in-house website development, content, and research. ExploreAsheville.com attracts more than 5 million user sessions annually and generates more than 1 million downstream clicks to partners.
MEETINGS, ELEVATED

Long celebrated for its bohemian flavor and superb quality of life, Asheville exceeds the expectations of meeting and conference planners.

- **CVB Services** – From site selection to planning the details, the Asheville CVB Sales & Service team offers valuable support and services to meeting and convention planners.
- **Meeting Hotels** – Consider the possibilities: 8,000 hotel rooms and meeting space up to 83,000 square feet.
- **Meeting Facilities** – Asheville offers a wide variety of venues designed to give you plenty of exceptional options.
- **Unique Venues** – Options range from bluegrass and BBQ under the stars at a mountain ranch to cool jazz at a chic gallery.

TOURISM BUILDS COMMUNITY

**VISITOR SPENDING AT LOCAL BUSINESSES** – Visitors spend $2 billion at local businesses in Buncombe County annually. Those businesses bought goods and services from more local businesses for a total economic impact of $3.1 billion.

**LOCAL TAXES GENERATED BY TOURISM** – Tourism generated $199.1 million in state and local revenues in 2017. In total, tourism generates $53 million in property taxes – 16% of the total property tax for Buncombe County and 1/3 of the total for the City of Asheville.

- City of Asheville: $27.9 million total, $20.6 million property tax and $6.2 million sales tax.
- Buncombe County: $63.1 million total, $32.4 million property tax and $28.7 million sales tax.
- State of North Carolina: $108.2 million total, including $73.7 million of sales tax.

**PEOPLE WORKING IN TOURISM JOBS** – Tourism in Buncombe County puts 18,346 people to work at tourism-related businesses. In total, tourism supports 27,241 jobs which is 15% of employment in Buncombe County.

- Tourism generated $840 million of employee wages.
- Every industry has entry-level positions. Hotels employ only 5% of the people in Buncombe County who earn less than $12 per hour.
- In 2017, hotels in Asheville paid 19% more than their counterparts on average in North Carolina.
- Tourism supports 4,812 workers in lodging and:
  - 2,673 retail workers (16.5 % of all retail workers)
  - 6,142 restaurant workers (half of all restaurant workers)
  - 2,895 jobs in recreation and entertainment (half of rec./ent. workers).
  - More than 10,000 jobs in other categories including business services, finance, insurance and real estate.

HOTEL DEVELOPMENT

Buncombe County is in the midst of a construction cycle that will add more than 40% new hotel rooms to a starting inventory of 8,000, in addition to a supply of short-term rentals of several thousand. The destination has successfully absorbed the new inventory and has been able to maintain rate.
• Asheville has more than 80 hotels with over 8,000 rooms, meeting spaces up to 83,000 square feet, and a myriad of unique venues.
• With 513 guest rooms and 58,200 square feet of versatile event, banquet convention and meeting space, the Omni Grove Park Inn is the largest single property in Asheville.
• Harrah’s Cherokee Center – Asheville offers a 25,000 square foot Exhibit Hall, a Banquet Hall, a 7,700 seat ExploreAsheville.com Arena, the 2,400 seat Thomas Wolfe Auditorium and 11 additional meeting rooms. Harrah’s largely hosts special entertainment, sporting and local community events. BCTDA has dedicated more than $5 million dollars in renovation money through 2016 to various projects at the Center. The City of Asheville is responsible for the facility’s management.

ASHEVILLE BUNCOMBE COUNTY SPORTS COMMISSION

We’re good for Sports – Top notch sports facilities, a happening downtown, loads of family friendly activities, a bounty of indie restaurants and local brewer
dies, convenient location, amazing scenery and more than 80 hotels.

The BCTDA provides funding for the sports commission which is an independent entity working in partnership with Explore Asheville to attract sports events. The destination has recently attracted high profile events including the 2018 and 2019 Fed Cup championship matches.

CVB services include:
• Contacting hotels and venues to gather rates and availability.
• Creating itineraries for site inspections of sports venues and hotels.
• Connecting you with local service providers to plan your event.

Click here for more information.

ABOUT EXPLORE ASHEVILLE CONVENTION & VISITORS BUREAU

The BCTDA/Explore Asheville has played the leading role in the advancement and development of the Asheville area tourism economy for over 35 years. The organization is “Partner Centric” rather than a member-based entity. The organization takes pride in the fact that it provides a platform for over 1,200 tourism partners to share their business and market the area as a tourist destination, all at no cost to the partners.

The Buncombe County Tourism Development Authority is a public authority created by state law to administer the occupancy tax. As such, the organization is subject to public meetings and public documents requirements of the State of North Carolina. The BCTDA recognizes the importance of public records compliance and therefore, make all appropriate documents, emails, and other communication available for public review upon request.

Explore Asheville is funded through a 6% dedicated occupancy tax established by state statute. 4.5% of the tax is dedicated by the same statute to destination marketing and sales, and the remaining 1.5% is dedicated to the innovative Tourism Product Development Fund (TPDF, see below). Explore Asheville generates a small amount of additional revenue through partner advertising on its website, which is then provided as grants to eligible festivals and events.

The organization is built around four teams: Executive, Marketing, Sales and Public Affairs. Each team has its own goals and objectives, which are strategically aligned to provide a seamless approach to meeting the BCTDA’s mission and vision.
Explore Asheville’s efforts indicate the strength of each team and the program of work accomplished to stimulate the tourism-based economy through:

- Focus on communication
- Advertising on a national and global scale
- National marketing and sales
- Partner support
- Strong use of digital platforms
- Visitor services
- Media relations and communications
- Industry advocacy

For everything above and so much more, visit the guest and community facing website here and the tourism partner and business website here.

**POSITION SUMMARY**
The vice president of sales manages all aspects of the group sales department, a team of eight professionals responsible for generating room nights, bookings and sales leads for room tax-collaborating properties in Buncombe County. Success is measured through meeting an established set of metrics. The vice president of sales will facilitate the development and execution of sales plans, client engagement and departmental budgets specific to meet the desired metrics.

**TOURISM PRODUCT DEVELOPMENT FUND (TPDF)**
Designated as a funding source for the construction of capital development projects to attract overnight visitors, the Tourism Product Development Fund (TPDF) has developed a reputation as the gold standard among similar funding models. Hospitality industry leadership established the grant program in 2001 as an incentive pool to help projects that would serve as a destination driver. Twenty-five percent of the lodging tax is dedicated to the TPDF that has awarded $43 million to 39 community projects that attract visitors to the destination and improve the quality of life in the Asheville area — parks, theaters, museums, historic sites, sports fields, arts development, greenways and supporting infrastructure. Click here to learn more about the TPDF.

**TOURISM MANAGEMENT AND INVESTMENT PLAN (TMIP)**
The BCTDA launched the Tourism Management and Investment Plan to Develop Community Assets (TMIP) in March 2019. This initiative builds upon the rigorous application-based process established by the BCTDA to evaluate opportunities for TPDF investment. Cornerstones of the TMIP process include community input and collaboration with public entities to find alignment between the legislative mandate of the fund, the priorities of the residential community and opportunities to manage tourism impacts to sustain and enhance quality of place. The Tourism Management and Investment Plan will be a long-range community-based strategy that manages the impacts of visitation while continuing to take advantage of the economic benefits of tourism that have strengthened the economic vitality of Western North Carolina.

The President & CEO leads this process with consulting firm, PGAV, and support staff. The process is in final stages with a completed report anticipated in July 2020. Click here to learn more about the TMIP.

**ACCOUNTABILITY**
The President & CEO receives direction and guidance from the Board of Directors and the Executive Committee on annual budget and overall program plan; review of monthly financial reports; review of annual tourism marketing and sales plans, policy positions of matters of member, community or industry importance, plus additional direction as solicited or offered.
RESPONSIBILITIES

- Hire, train, supervise, evaluate, and oversee the work of group sales and service staff.
- Direct the annual sales plan development, implementation, and communication of annual plans including setting of sales quotas and personal performance objectives for the department staff. Analyze, monitor, and provide sales reports on department and individual performance, including leads, confirmed bookings, lost business, etc.
- Analyze new business opportunities by business sectors, market segment, seasonality, patterns and overall value of accounts.
- Maintain well informed knowledge of competition, industry trends and practices.
- Formulate and implement short-term and long-range marketing/sales strategies with demonstrated ability to tie plans and tactics to specific results.
- Manage the financial budget for the sales department, approve sales expenditures.
- Utilize data and reporting capabilities of the CRM.
- Compiles and prepares performance reports that are presented monthly to the BCTDA.
- Attends trade shows, conventions, client and 48-Hour FAM events and various meetings related to CVB activities as required.
- Accurately manage data in the Simpleview CRM database using standard operating procedures. This includes account maintenance and sales reports.
- Collaborate with community leaders through tourism and economic development. Serve on the Civic Center Commission and the Asheville Buncombe Regional Sports Commission, and other local organizations to assist with area marketing efforts.
- Hosts quarterly director of sales meeting with key industry partners to keep the industry abreast of CVB initiatives and activities and partner opportunities.
- Oversees solicitation for city-wide meetings and events.
- Keeps the CEO informed of sales activities and issues as they arise.

QUALIFICATIONS

- Bachelor’s degree in Marketing, Business Administration or related sales/hospitality training is required.
- Minimum of eight years of progressive sales/management experience with a CVB or in hotel sales, including team management and supervision, hands on experience with CRM systems, budgeting and planning and public speaking is required.
- Demonstrated capabilities in managing and motivating a dynamic team.
- Commitment to delivering measurable results and achieving established goals.
- Excellent interpersonal, written/verbal communication, organization, planning, and budget management skills.
- Advanced proficiency with Microsoft Office Suite including Word, Excel, and PowerPoint.
- Demonstrable ability to manage multiple priorities.
- Dynamic, outgoing, and positive personality.
- Must possess excellent communication skills, both written and verbal, and the ability to establish and maintain effective working relationships with co-workers, subordinates, and the events industry.
- Valid driver’s license and access to a car.
- Must be willing and able to work outside the normal 8:30 – 5:00 workday hours and on weekends, as travel, events, and other aspects of the job dictate.
CHARACTERISTICS

- Consensus builder
- Strategic thinker
- Strong communicator
- Relationship oriented
- Business acumen
- Proactive
- Team leader

If this could be a great opportunity to extend your professional reach, please respond through the SearchWide Global website or email your resume to the following SearchWide Executive:

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