



Tourism Tidbits

April 19, 2017

A bi-weekly newsletter from HCTDA

Henderson County Camp Counselor Rewards Card

The Henderson County Tourism Development Authority would like to say a tremendous “thank you” to all of the businesses in Henderson County that participated in the “Camp Counselor Rewards Card” program last summer. The HCTDA heard nothing but positive comments from participating businesses and counselors about the highly successful program. Hope your business had a chance to meet some of the hard working, wonderful young people that come to our area!



The HCTDA will be distributing these free cards again this summer. The local camps employ upwards of 2500 counselors (and staff) each summer! The counselors will use the cards on their days off and it is our way of enticing them to spend their money here versus going elsewhere in WNC. The Cards offers discounts for a variety of fun things to do, places to eat, play and shop. Each business decides on the type of discount or special they offer such as: percentage off purchase, BOGO, free gift with purchase, etc... A list of participating businesses and their offers will be on special page of the TDA web site <http://www.visithendersonvillenc.com> for their reference.

The deadline to participate is Wednesday, May 18, 2016. We encourage Henderson County businesses support our wonderful local camp industry and continue to grow the number of visitors that return to our area for years to come!

Please contact Julie Hayes, Outreach Coordinator at (828) 693-9708 or by email at outreach@visithendersonvillenc.org for more details and how to participate.

Photographs Needed for TDA Web Site

The Henderson County TDA's new site features business listings, including a photograph of accommodations, restaurants, children's summer camps, RV parks, campgrounds, family activities, wineries, breweries, and cideries; along with links to a business web site, but also to social media sites. Photographs may be an interior or exterior shot of the business; it must be in a 300-dpi jpg format with a minimum size of 4x 6 inches. Label the photo with the business name and or list it in the body of the email. Logos are not permitted on the site. Go online to view the different business listings: <http://www.visithendersonvillenc.com>.

The accommodation amenities include: AC, Handicap Access, Pool/Swimming, Phones, Credit Cards, Jacuzzi/Hot Tub, Breakfast, Allow Pets, Fireplace, Internet Access, Meeting Facilities, TV/Sat/Cable & number of rooms or units.

Keep in mind, this maybe the first point of contact with many of our visitors considering traveling to our area. The picture and information should best represent your business.

Please look at your business listing on the TDA web site and email only the changes, URL's, and photos to Breanna Lyda, info@visithendersonvillenc.org.

New TDA Webinars

The TDA produced their first ever webinar. The TDA will be taking timely topics from the Tourism Tidbits newsletter and other TDA programs and turning them into short webinars that can be viewed in a couple of minutes. The webinars will be emailed to the TDA database a couple times a month. The webinars are archived on TDA's YouTube Page <https://www.youtube.com/user/VisitHendersonville>

TDA Updates Logo

The TDA has used the current logo since 2015 and felt it needed a bit of a facelift. The logo colors are richer with a bolder font.

It is available to download online

www.visithendersonvillenc.com/wp-content/uploads/Download-the-Henderson-County-TDA-logo.pdf



April Tourism After Five

The Henderson County tourism industry is invited to attend **Tourism After Five** on **Thursday, May 11** hosted by **Hendersonville Community Theatre** located 229 S. Washington St., from **5pm-7pm**. Hendersonville Community Theatre's 2017 season features five Main Stage productions and five Second Stage performances.

Tourism After Five is a friendly and relaxing way to meet new people in the tourism industry and to develop partnerships. **Make sure to bring a friend!** Sponsored by the Henderson County Tourism Development Authority. The TDA would like to thank The Gallery at Flat Rock for hosting the April Tourism After Five.



Kindly respond to the Julie Hayes at 693-9708 or send an email reply to outreach@visithendersonvillenc.org

Congratulations Highland Lake Inn & Resort

Highland Lake Inn & Resort has been recognized as one of North Carolina's top romantic escapes by the state's tourism website. The inn is one of 12 select places singled out for a romantic getaway at VisitNC.com. The website, which receives more than seven million unique visits per year, touts Highland Lake Inn as a "26-acre country preserve wrapped around a private lake."

VisitNC.com gives the inn high marks for its cozy Primrose Cottage with two-sided fireplace and whirlpool bath. It mentions the inn's signature breakfasts, as well as fine dining at Season's Restaurant, and it notes the "mountain ambience with easy accessibility."

Highland Lake Inn & Resort is joined in the listing by such notable accommodations as the Duke Mansion in Charlotte, Fearington House in Pittsboro, and The Swag in Waynesville. <http://www.VisitNC.com>.

Media Spotlight

- **Mountain Xpress** - <https://mountainx.com/food/apple-country-cider-jam-debuts-in-hendersonville>
- **WLOS** - <http://wlos.com/news/local/cider-festival-swings-into-hendersonville>
- **Southern Living** - April Custom E-Blast
- **GoCarolinas.com** - <http://www.gocarolinas.com/entertainment/events/apple-country-cider-jam-pairs-ncs-top-cideries-with-bluegrass-bands/511995586>
- **Florida Today** - <http://www.floridatoday.com/story/life/style/2017/04/06/hendersonville-nc-celebrates-apple/100066404>



HCTDA Upcoming Events

April 25, 1pm	April 27, 11am-Noon	April 27, by 5pm	May 11, 5-7pm
HCTDA Board Meeting	Group Sales Forum	TDA Advertising Grant Deadline	Tourism After Five
Visitor Center, 201 S. Main St.	BRCC, Con Ed Building, Rm 122	Visitor Center, 201 S. Main St.	Hville Community Theatre- 229 S. Washington St

Contact Us

201 S. Main St. Hendersonville, NC 28792

(828) 693-9708

tourism@visithendersonvillenc.org

Fax (828) 697-4996

www.VisitHendersonvilleNC.org

[Facebook.com/VisitHendersonvilleNC](https://www.facebook.com/VisitHendersonvilleNC)