



Tourism Tidbits **August 22, 2016** A bi-weekly newsletter from HCTDA

2015 Economic Impact of Travel in Henderson County Increases 4.7 Percent

Visit North Carolina, a unit of the Economic Development Partnership of North Carolina released the 2015 county economic impact numbers. The annual study is commissioned by Visit North Carolina and conducted by the U.S. Travel Association. The study uses sales and tax revenue data, employment figures and other industry and economic data to determine the overall impact of visitor spending in North Carolina.



Henderson County was one of four counties noted with the largest increase in spending by domestic visitors up by 4.7 percent to \$257.95 million over 2014 figures. Henderson County was ranked 15 in travel impact among North Carolina's 100 Counties in 2015. Total payroll generated by the tourism industry in Henderson County was \$46.85 million. State tax revenue generated in Henderson County totaled \$11.74 million through state sales and excise taxes, and taxes on personal and corporate income. Approximately \$10.99 million in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses. This represents a \$259.43 tax saving to each county resident.

Management for Hospitality

HCTDA encourages all Henderson County hospitality managers to sign-up for Blue Ridge Community College's new Management for Hospitality course this fall. Improve your management skills for the dynamic hospitality industry. Today's hospitality managers must deal with complex employee issues such as preparing an unprepared workforce, new marketing realities and very rapidly changing consumer demands. In this course, you will gain the insight, industry know-how and management skills needed to thrive in all aspects of organizational dynamics including food service, retail, lodging and recreation. <http://www.blueridge.edu>

Lunch & Learn

Don't miss the Lunch & Learn program on September 14th; the speaker will be a representative from Biltmore Estate sharing the best practices for Partnering and Packaging in the tourism industry. This is a great opportunity to engage with WNC's largest attraction. Held at the Visitor Center @ 12noon. Bring your lunch, drinks provided.

RSVP to Julie Hayes via email at or call 693-9708.
outreach@visithendersonvillenc.org

Tourism After Five

The TDA extends a big thank you to Stepp's Hillcrest Orchard for hosting the August Tourism After Five. An enjoyable evening has had by all.

The September Tourism After Five will be held on September 8th from 5-7pm at Bullington Gardens. Tour the beautiful grounds of Bullington Gardens and learn about the interesting programs they offer children and adults. 95 Upper Red Oak Trail, Hendersonville. **RSVP to Julie Hayes via email at or call 693-9708. outreach@visithendersonvillenc.org**



Get Ready for the Labor Day Weekend

The NC Apple Festival & the Labor Day weekend are quickly approaching, September 2 – 5. Please update your online Room Availability Report on the Henderson County Tourism Development Authority web site. Please keep the report as up-to-date as possible, if your vacancy status changes; please add no vacancy to your listing. **The Room Vacancies page is listed in the order in which they were updated, with the most recently updated accommodations at the top of the page, it is no longer be an alphabetical listing.**

If your property becomes full, please refer the people to the online TDA Room Availability Report https://apps.hendersoncountync.org/tda/public_view.asp or to call the Visitor Center at 693-9708, so they will stay Henderson County.

Henderson County TDA Vacation Planner

The Henderson County TDA is updating the accommodation, attraction, and restaurant listings for an edition new of the Hendersonville Vacation Planner. 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.

Please look at your business listing on the TDA web site and email only the changes that need to be made, not the entire listing to Karen Baker, kbaker@visithendersonvillenc.org at the Visitors Center any. <http://www.visithendersonvillenc.org>



Apple Orchards Open for the Season

- Barnwell's Apple House
- Coston Farm
- Grandad's
- Jimmy Nix & Sons Apple House
- Justus Orchards
- Lyda Farms
- Mountain Fresh Orchard
- Sky Top Orchard
- Stepp's Hillcrest Orchard

Download a Crest of the Blue Ridge Orchard Trail: <http://www.visithendersonvillenc.com/crest-br-orchard-trail.pdf>

HCTDA Upcoming Events

August 23 / 1pm

HCTDA Board Meeting

Visitor Center, 201 S. Main St

September 8 / 5-7pm

Tourism After Five

Bullington Gardens, 95 Upper Red Oak Trail

September 27 / 1pm

HCTDA Board Meeting

Visitor Center, 201 S. Main St

August 25 / 11am-12Noon

Group Sales Forum

BRCC Continuing Ed Bldg, Rm 122

September 14 / 12pm

Lunch & Learn/ Biltmore Estate Partnering

Visitor Center, 201 S. Main St

Contact Us

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