



Tourism Tidbits

August 8, 2016

A bi-weekly newsletter from HCTDA

Hendersonville Featured in *Where to Retire* Magazine

Hendersonville, has been selected a top retirement destination by *Where to Retire*, the only magazine in America geared toward helping people with retirement relocation decisions. Hendersonville is profiled in a feature titled "8 Mountain Retreats" in the September/October 2016 issue, available nationwide on August 9.

Where to Retire Editor Annette Fuller said many retirees find beauty and peace living near the mountains. "A sense of adventure can be fulfilled daily when living around mountains. Hikes and trails always are close by, leading to waterfalls, untouched nature and thriving plants and animals. These eight cities, including Hendersonville, which is near the Blue Ridge mountains, offer an escape into the wilderness without sacrificing urban amenities," Fuller said.

Each year, 700,000 Americans relocate to new towns to retire. Generally, relocating retirees are healthier, better educated and more affluent than those who choose to not relocate. They bring significant economic benefits to their new states and hometowns. Nationally, two dozen states and hundreds of towns seek to attract retirees as a source of economic development.



8 Mountain Retreats: Blacksburg, VA (Blue Ridge mountains/Appalachian Mountains); Coeur D'Alene, ID (Rocky Mountains/Bitterroot Range); Hendersonville, NC (Blue Ridge mountains); Hot Springs, AR (Ouachita Mountains); Knoxville, TN (Great Smoky Mountains); Prescott, AZ (Bradshaw Mountains); Reno, NV (Sierra Nevada); Whitefish, MT (Rocky Mountains/Big Mountain). <http://www.wheretoretire.com>

Tourism After Five

Join the TDA on August 11 from 5-7pm for the next Tourism After Five at Stepp's Hillcrest Orchard. Enjoy a wagon ride through acres of orchards, sip on a cup of delicious fresh apple cider, and learn about the challenging 5 acre corn maze. 170 Stepp Orchard Dr., Hendersonville.

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

Lunch & Learn

The August Lunch & Learn program has been cancelled due to low participation. Mark your calendar for September 14th; the speaker will be a representative from Biltmore Estate sharing the best practices for Partnering and Packaging in the tourism industry. The program will be held at the Visitor Center @ 12noon. Bring your lunch, drinks will be provided.

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

Travel Writers Visit Hendersonville

The Henderson County Tourism Authority hosted a FAM Tour for a dozen travel writers from August 4 – 7. FAM Tours, “familiarization” tours, are used in the tourism industry to introduce the media to what your town has to offer first-hand, in this case Hendersonville was the star.

The group included print and electronic media, plus a professional photographer. Beth Carden, TDA Executive Director, was a guest on Travel Bags w/Annita Radio Show on August 5th. The writers were from Allegiant Air, Points North Magazine, Carolina Country Magazine, Our State, WRAL-TV Tar Heel Traveler, Epicurean Charlotte Food & Wine, as well as free-lance writers. The media toured many of Henderson County’s attractions such as: the Flat Rock Playhouse, DuPont State Recreational Forest, Carl Sandburg Home, Downtown, cideries, wineries & breweries just to name a few. The group was excited and impressed on the variety of activities that Hendersonville has to offer.



The TDA would like to thank the attractions, restaurants, and businesses that participated in making this a highly successful tour. Look for Hendersonville being highlighted in the media in the future!

Asheville Airport Construction of New Parking

Passengers will notice construction signs in the parking lot at the airport. A five-story parking garage will be located in front of the terminal in a portion of the existing parking lot. Please watch for these signs if you are traveling this summer, and pay close attention to notices about where to park.

They are working diligently to make this one-year project as customer-friendly as possible. There is alternative parking areas identified, including a large lot just past the airport terminal on the right called the “Credit Card Only Lot” that is very convenient and easy to use.



Updates

Openings

- A Southern Cup, tearoom, 1529 Greenville Hwy., Hendersonville (828) 596-7832
- Jackson Farm & Petting Zoo, 2025 Gilliam Mountain Rd., Hendersonville (828) 233-6399

NC Apple Festival

- 2016 NC Apple Festival Brochure is Available Online - <http://www.ncapplefestival.org>

HCTDA Upcoming Events

August 11 / 5-7pm
Tourism After 5
Stepp’s Hillcrest Orchard

August 15 / 7-9pm
Street Dance Finale
Visitor Center Stage, 201 S. Main St

August 23 / 1pm
HCTDA Board Meeting
Visitor Center, 201 S. Main St

August 12 & 19 / 7-9pm
Music On Main Street
Visitor Center Stage, 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

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