



## Tourism Industry Survey - Post Covid-19

The Henderson County Tourism Development Authority Board of Directors need your input as they assess the negative impact on Henderson County’s local economy and tourism industry. Please take a few minutes and complete the following survey to provide useful information as they plan for the future. Your survey response will be submitted as anonymous unless you choose to share your name.

1. What type of tourism related business do you own or manage?  
 Accommodation    Restaurant    Attraction    Retail    Camp    Event  
 Other \_\_\_\_\_
  
2. Did you stay open during the crisis?    None    Part Time    Full Time
  
3. If you stayed open at least part time, how did you adapt your business to social distancing?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
4. Were you able to retain your staff during the crisis?    No    Some % \_\_\_\_\_    All
  
5. If you were able to retain some or all of your staff, how did you refocus their job responsibilities?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
6. What health and safety measures did you put in place to protect your working staff?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
7. When the crisis began, did you have a customer database?    Yes    No    Partial
  
8. If you did have the data, how have you stayed in touch with your customers?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. How did you approach your marketing/advertising efforts during the crisis?  
 Stopped    Kept same    Increased efforts
10. If you continued to market, did you change your message?    Yes    No
11. As you look back over the crisis period, will you be making any changes in your business model based on your experiences or expected future customer behavior?  
 Yes    No    Maybe
12. If so, briefly describe in what area(s) of your business you will make changes and what the changes would be?
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13. Name at least one positive opportunity for your business that can come from this crisis.
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14. List or describe services that the HCTDA can offer to assist you in making changes and rebuilding your business.
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15. Have you struggled in understanding/interpreting the Covid-19 mandates put in place by the  NC Governor    Henderson County Commission    Both?
16. What measure(s) would you like to see that could simplify these mandates and provide more clarification?
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Thank you for providing the Henderson County TDA Board and staff with information as they plan for the future of Hendersonville as a first choice travel destination.