



**HAPPY  
HOLIDAYS!**

**HENDERSON COUNTY  
TOURISM DEVELOPMENT  
AUTHORITY**

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# *Tourism Tidbits*

**December 7, 2016**

**A bi-weekly newsletter from HCTDA**

## **2017 Henderson County Tourism Conference Registration Now Open**

The fifth annual Henderson County Tourism Conference will be held on Thursday, January 19 from 8:30 am - 3:15 pm at Blue Ridge Community College in the Conference Center. In case of snow, the date will be Thursday, January 26. Henderson County is the only county in North Carolina that offers such an event for its own tourism industry.

This year's line up features exciting panels from experts in tourism and economic development. Breakout sessions will cover cutting edge information and partnership information with key tourism players in our region. Attendees will receive a resource notebook and be able to sign up for coop advertising. This unique networking opportunity is available at no cost to our tourism industry partners, but space is limited and has filled up quickly in the past.

Registration is now open through the Blue Ridge Community College Small Business Center.  
Reserve your space at: <https://www.ncsbc.net/eventregister.aspx?event=50360195>

Contact Julie Hayes if you have any with questions at 693-9708 or [outreach@visithendersonvillenc.org](mailto:outreach@visithendersonvillenc.org).

## **2017 Co-Op Ads Available at Tourism Conference**

HCTDA offers a special co-op advertising program to our tourism industry partners. This successful program allows tourism businesses to partner with HCTDA and purchase prime advertising space in major magazines such as *Southern Living*, *Our State*, *Smoky Mountain Living*, and *Points North*. The cost for purchasing an ad in these publications would be prohibitive for many businesses, but by partnering with HCTDA and others, you can gain great regional and national exposure. Partners can sign up for limited co-op space beginning with the 2017 Tourism Conference. No payment is due until after the ad is printed, you will be sent an invoice along with a copy of your published ad.

# Asheville Airport Construction Update

## *Parking garage project is underway*

Construction began on a new 1,300 space parking garage at the airport in October, and progress is already visibly apparent. Located directly in front of the terminal, the footprint of the new garage is being developed. The pavement from the existing parking lot has been demolished, and excavation work is underway.



Please note that Loop Road, parallel to Asheville Highway, is closed at this time. Watch for construction signs when you visit the airport, and thank you for your patience during this important project. If you have questions, please contact [pr@flyavl.com](mailto:pr@flyavl.com).

## Grand Highlands Clubhouse Destroyed by Fire

The popular Grand Highland Clubhouse was destroyed by fire on Sunday, December 4. The wedding venue and neighborhood community center is located on Bearwallow Mountain.

The building was unoccupied when flames broke out and no injuries were reported. A wedding reception had concluded around 11pm and a walk through of the building was conducted around 11:30pm. A nearby resident spotted the fire around 12:30am.

There are plans to rebuild and the structure was and covered by insurance. The cause the fire is under investigation, it is believed that the fire started in the attic.

## Visitor Center Holiday Hours

### Christmas

Saturday, December 24 / 10am-3pm

Friday, December 23 / 10am-5pm

Sunday, December 25 / closed

Monday, December 26 / 10am-5pm

**New Year's Eve** / Saturday, December 31 / 10am-3pm

**New Year's** / Sunday, January 1 / closed

## Media Spotlight

- **WLOS** – <http://wlos.com/news/local/ice-skating-comes-to-downtown-hendersonville-with-polymer-rink>
- **Southern Living** – Custom E-Blast
- **100 Five Second Commercial Spots** Hendersonville shown on Good Morning America banner in New York City's Time Square from December 14-18<sup>th</sup>.
- **100 "Home for the Holidays"** commercials on three regional stations with the Asheville Radio Group.
- **Hosted 4 winners and their guests** December 2-4 at Highland Lake Inn & Resort Contest on WDUNAM550 Gainesville, GA. Hosts taped show for Saturday, December 10<sup>th</sup>. Live stream on [www.wdun.com](http://www.wdun.com) 2PM.

## Home for the Holidays

A second printing of the *Home for the Holidays* brochure is available at the Visitor Center. Stop by the Visitor Center to pick-up a supply of brochures and a poster for your business. It is available for download <http://www.visithendersonvillenc.org/holidays.htm>

## HCTDA Upcoming Events

**December 8 / 5-7pm**

**Tourism After Five**

Jongo Java, 117 S. Main St.

**December 13 / 1pm**

**TDA Board Meeting**

Visitor Center, 201 S. Main St.

**December 15 / 11am-12pm**

**Group Sales Forum**

BRCC Continuing Ed Bldg., Rm 122

**December 25**

**Christmas**

Visitor Center / Closed

## Contact Us

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