



Tourism Tidbits

February 23, 2017

A bi-weekly newsletter from HCTDA

North Carolina Travel Industry Association Legislative Reception

Beth Carden and Julie Hayes from the Henderson County Tourism Development Authority attended the annual North Carolina Tourism Day Legislative Days on February 20 & 21 in Raleigh. The NCTIA provides industry professionals with the opportunity to educate state legislators and elected officials on the importance of travel and tourism to North Carolina's economy. Tourism is a significant source of revenue for both state and local governments and its impact on businesses keeps North Carolina's economy strong.

Beth and Julie had scheduled appointments to meet with Chuck McGrady and Chuck Edwards, to give them an update on Henderson County's tourism industry and the needs of the industry on the state level. Beth along with Harris Prevost of Grandfather Mountain presented Chuck McGrady the 2016 NC Legislator of the Year award.

The Tourism Day Legislative Reception is one of the most popular among legislators. This is the time of year they expect to meet with local tourism constituents and talk tourism. The Reception was held on Tuesday, February 21 in the NC Museum of Natural Sciences.

Apple Country Cider Jam Comes to Downtown

The Apple Country Cider Jam celebrates the heritage of the apple in Downtown Hendersonville. Enjoy sampling the delicious hard cider from one of the many cideries that use locally grown apples. The Cider Jam will be held on Saturday, April 22, 2017 from 1pm-6pm on South Main Street. It features a ticketed tasting event, food trucks, cider makers, and music headliner IBMA award-winning band Balsam Range. Rack cards are available at the Visitor Center, pick up a supply for your customers. Purchase advance tickets online. <http://www.visithendersonvillenc.org/ciderjam>

Congratulations Never Blue

Restaurants, attractions and historic sites across North Carolina were featured in a multi-part roundup published in the *Atlanta Journal-Constitution* on Sunday, February 12th. The writer contacted the Visit NC public relations team for information and photos showcasing rising chefs, engaging history, family attractions and places to discover. A substantial number of Visit NC's recommendations were included in the package.

Under the headline "Whatever you're hungry for, it's somewhere in North Carolina," Mary's Gourmet Diner in Winston-Salem, PinPoint in Wilmington, Smoky Park Supper Club in Asheville, Vidrio in Raleigh, **Never Blue in Hendersonville** and the Durham Hotel restaurant were featured.

<http://www.ajc.com/travel/whatever-you-hungry-for-somewhere-north-carolina/9WaW8V6DupBjdWaDLmcsc>

Asheville Regional Airport Updates

Asheville Regional Airport (AVL) is reporting the highest number of annual passengers in its 56-year history, with enplanements up 5.6% (414,606) and deplanements up 4.5% (412,042), for a total of 826,648 passengers flying in and out of the airport in 2016. This is a five percent increase over previous record year, set in 2015, and sustains AVL as the fourth largest commercial service airport in North Carolina.



The crane in front of the terminal has been in significant operation during the past few weeks, and now the north walls of the parking garage are in place. We are receiving positive feedback about the mountain scenes that were fabricated into the concrete panels, with area residents glad to see the nod to our region's Blue Ridge Mountains. The parking garage is slated to be complete by the fall of this year.

March Lunch & Learn

Wondering how to market more for less? Make plans to attend HCTDA Lunch & Learn on Wednesday, March 15, 2017! Discover the opportunities offered by the TDA and the new and innovative ways to market your tourism business; many of the services are free of charge. Lunch & Learn will be held on Wednesday, March 15, 2017 from 12-1pm in Visitors Center Conference Room, 201 S. Main St., Hendersonville. Bring your bag lunch and we supply the drinks. Limited seating.

2017 NC Travel Guide

The 2017 Official North Carolina Travel Guide is now out in the marketplace and at the State's Welcome Centers. The interactive digital edition is also available on visitnc.com for all North Carolina travelers to view, download and enjoy! Download a copy or order other NC publications and NC Highway maps: <https://www.visitnc.com/free-travel-publications>. Call 1-800-VisitNC to order guides.

Media Spotlight

- **7 Top-Rated Romantic Getaways in North Carolina mentions Henderson County**
<http://www.planetware.com/north-carolina/top-rated-romantic-getaways-in-north-carolina-us-nc-33.htm>
- **Times-News featured Etowah Valley Golf & Resort's pastry chef Robert Hammond**
<http://www.blueridgenow.com/news/20170219/home-cooking>

Business Update

- The Green Room on Main Street has been sold and is now called Roots an Appalachian Bistro, closed on Wednesday, serving breakfast, lunch, & dinner.
- Olive or Twist Restaurant & Bar has opened in the old 2 Guys Pizza located at the corner of Church & Barnwell Streets, open 7 days a week serving lunch & dinner.
- A Walk In the Woods Gallery has opened at 423 N. Main Street.
- Oma's Healing Garden, 408 North Main Street, has opened in the former Fountainhead Books location.

HCTDA Upcoming Events

February 28, 1pm

HCTDA Board of Directors Meeting

Visitor Center, 201 S. Main St., HVL

March 9, 5-7pm

Tourism After Five

Never Blue, 119 S. Main St.

March 15, 12-1pm

Lunch & Learn

Visitor Center, 201 S. Main St., HVL.

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