



Tourism Tidbits **February 9, 2017** A bi-weekly newsletter from HCTDA

New Features Offered on the TDA Web Site

The Henderson County Tourism Development Authority launched their brand new web site VisitHendersonvilleNC.org in late December. The response to the new site has been very positive. It offers many more photographs, videos, and trip building itineraries.

The new site showcases tourism related business such as accommodations, attractions, and restaurants in a business directory, which allows each listing to display a photograph of their business. High-resolution 300 dpi photographs may be submitted to Breanna Lyda, info@visithendersonville.org in a jpg format.

The new site allows organizations to submit their own event. This component is a custom feature built into the web site, the TDA no longer uses the system EverWondr to manage the calendar. HCTDA reserves the right to edit all materials. Submission of an event does not guarantee a listing. Qualifying events must be able to attract visitors from more than 25-50 miles away from Henderson County, and encourage overnight stays.

Check out the mobile responsive site at: <http://www.visithendersonvillenc.org>.

VisitNC 365 Conference

Make plans to attend the 2017 [Visit NC 365](#) Conference, March 19-21 at the Greenville Convention Center in Greenville, NC. Get the latest news on how industry and traveler preferences have changed; what's working and how to increase your market share.

There's no better opportunity to network with more than 500 of the state's tourism industry leaders and gain insights into North Carolina's growing travel industry. [Online conference registration](#)

February Tourism After Five Today

The first Tourism After Five of 2017 will be held today, Thursday, February 9th, 2017 from 5:00pm - 7:00pm at The Charleston Inn, 755 N. Main Street in Hendersonville. The Charleston Inn is a bed and breakfast that boasts a rich history in Western North Carolina. Architecturally the Inn has maintained its character. The historic Charleston Inn, formerly known as The Claddagh Inn is listed on the National Register of Historic Places and has been welcoming visitors for more than a hundred years. Bring a friend and enjoy a tour and great food.

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

UNITED AIRLINES ANNOUNCES EXPANDED SERVICE TO NEWARK

Daily service will be offered on mainline jet

Exciting news! United Airlines has announced expanded service to Newark International Airport from Asheville Regional Airport. United has served Newark from AVL with a 50-seat jet for many years, and seasonally for the past few years, from early summer through the end of the year.

Beginning February 16, United will be flying daily non-stop service to Newark, using the larger Airbus 320, 150-seat jet. Dual-class service (Economy, Economy-plus and United First-class) will be offered. To learn more, or to book a trip, visit [United](#).



Lunch & Learn Returns

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.

Apple Quest Brochures

Apple Quest is a permanent scavenger hunt created by Henderson County Girl Scout Troop 1886. Apple Quest is a fun free activity for families to explore downtown year-round. Stop by the Visitor Center, 201 S. Main St, to pick-up a supply of brochures distribute to visitors.

Media Spotlight

- **Southern Living Quarterly E-Blast** sent out to 250,000 opt-in e-subscribers
- **Country Living magazine** [26 Under-the-Radar Southern Cities for Girlfriend Getaways](#)
- **Asheville Citizen-Times Asheville Citizen-Times** <http://www.citizen-times.com/story/life/home-garden/2017/01/06/home-away-home-hendersonvilles-kanuga-center/95483622/>
- **Greeneville (TN) Sun / Ice Skating:** http://www.greenevillesun.com/entertainment/hendersonville-plans-iceless-holiday-skating/article_2ee6b6bc-6f97-5c2d-ac1a-9201b517f89d.html
- **Greeneville (TN) Sun / Kanuga:** <http://www.greenevillesun.com/living/inn-at-historic-kanuga-retreat-receives->

New Research from AAA

"According to a recent AAA survey,* 35% of Americans expect to take a family trip of at least 50 miles from home this year. And while most aim to take one or two vacations, at least 28 percent are planning to take three or more...a 13% increase from 2016."

Business Update

- Inn on Church & event center has reopened after a winter hiatus.
- The Lantern Restaurant & Bar has reopened after a winter hiatus for dinner Thursday-Saturday.
- Grazies Italian Pizza Pub in Horse Shoe has changed their name to J. Michael's Italian Grill.

HCTDA Upcoming Events

February 9, 5-7pm

Tourism After 5: The Charleston Inn

755 N. Main St, HVL

February 23, 11am-12pm

Group Sales Forum

BRCC, 180 W. Campus Dr, Flat Rock

February 28, 1pm

HCTDA Board of Directors Meeting

Visitor Center, 201 S. Main St., HVL

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