Gain a Premiere Tourism Internship with Henderson County Tourism Development Authority
Henderson County has been a tourist destination since before the railroad arrived in 1879. People came from the coastal towns of North and South Carolina to escape the summer heat and discovered the beauty and gracious hospitality to be found in our mountains. We have a great town and travelers from all over the world are taking notice!

From beautiful downtown to the farmer’s markets and from the incredible waterfalls, mountain hikes, biking and river floats to breweries, cideries and wineries, there’s no shortage of activities to see, do, eat and drink here.

Come join our team and help us spread the word about the place we call home!
The Visitors Center is open 362 days per year, closed only for Thanksgiving Day, Christmas Day and New Year’s Day.

Monday - Friday: 9:00 am – 5:00 pm
Saturday, Sunday and Holidays: 10:00 am – 5:00 pm

Visitor's Center
201 South Main Street • Hendersonville, NC 28792
828.693.9708  |  800.828.4244

Twitter.com/VisitHvl
Facebook.com/VisitHendersonvilleNC
Instagram.com/VisitHendersonvilleNC
www.VisitHendersonvilleNC.org

Shared Duties:
• Answer Phone
• Assist with Special Events
• Restock Literature and Sales Inventory
• Assist volunteers
• Assist other staff members as needed
• Operational tasks – opening and closing center
• Operate cash register
• Packaging/Mailing preparation

Staff:
Beth Carden, Executive Director
Karen Baker, Assistant Director
Dara Hossley, Operations Manager
Michael Arrowood, Group Sales Coordinator
Julie Hayes, Outreach Coordinator
Melanie Black, Communications Coordinator
Amy Boswell, Events Coordinator
Laura Carlson, Sue Meyers, Ed Bell and Brenda Miller – Part time
Learning Experiences

ORIENTATION
- Schedule
- Pay (when applicable)
- Hours
- Dress Code
- Code of Ethics
- Internship contract

MARKETING
- Media Placement
- Ad generation
- Leads/Fulfillment
- Social Media
- Brand Awareness / Authenticity
- Trade shows / Conference / Events

SPECIAL EVENTS
- Scheduling
- Vendor / Entertainment Communication
- County permits
- Volunteer recruitment / training
- Venue set up / take down

GROUP SALES
- Develop group inventory list
- Step on guide
- Tour Operator Fam Tours
- Group Leader Advisement - assist group leaders with planning their visit
- Group sales forum - monthly meeting

• Be on Time
• Good Work Ethic
• Show Effort
• People Skills
• Enthusiasm
• Positive Attitude
• Passion
• Be Coachable
• Go the extra mile
• Be prepared
TOURISM OUTREACH
- Plan Tourism After 5
- Plan Lunch & Learn
- Restaurant / Merchant and Hotelier meetings
- Special Projects:
  - Hendersonville & Camp Counselor Rewards Card
  - Hospitality / Customer Service Training with BRCC
- Summer Camp Outreach
- Monthly Educational Sessions
- Tourism Conference

OPERATIONS
- Budgeting
- Inventory management
- Sales
- Building, grounds, Vehicle maintenance
- Board Interaction
- Register Receipts
- Banking

SPECIAL PROJECT
- Each intern will be given the chance to work on a specific special project from beginning to completion with specific consideration of their individual skill sets

COMMUNICATIONS
- Press Releases
- Radio Interviews
- Social Media
- Newspaper Editorial Segment
- Calendar of Events
- Travel Writers
- Video / TV
- Website

VOLUNTEERS
- Recruitment
- Training
- Recognition
- Fam Tours
- Assistance
Organizational Management

Day-To-Day Operations

BOARD OF DIRECTORS – set organization’s vision
- Board appointments/terms
- Board function – responsibilities
- Meetings
- Record Keeping

BUDGET
- Preparation
- Approval process
- Financial management

STAFF
- Hiring process
- Scheduling
- Supervision
- Evaluation

MARKETING
- Evaluate market
- Set annual marketing plan
- Work with Public Relations firm
- Host Travel Writers
- Oversee website design/function
- Place media buys

GENERAL
- Maintain facilities/vehicles
- Provide safe environment for staff & public
- Set high standards for working with public
- Much more
INTERNERSHIP APPLICATION

Intern Name: _____________________________________________________ Date: ________________________
First                  Middle                  Last

School Affiliation: __________________________________________________ Year: ________________________
High School / College

Mailing Address __________________________________________________ ST __________ Zip ____________
Street

Intern Cell Phone _________________________ Intern Home Phone ___________________________________

Emergency Contact Name: _____________________________ Phone: ___________________________________

Relationship to Intern: ___________________________________________________________________________

Intern email address: _____________________________________________________________________________

School Advisor Name: ____________________________________________ Phone: ________________________

Email Address: ____________________________________________________________