



Tourism Tidbits

January 2017
A bi-weekly newsletter from HCTDA

Henderson County TDA Launches New Web Site

The Henderson County Tourism Development Authority is proud to announce the launch of their brand new web site [VisitHendersonvilleNC.org](http://www.VisitHendersonvilleNC.org). The website had a major re-design making the new site mobile responsive for use on all devices. The sleek new site was designed as a comprehensive, one-stop gateway for visitors to make it easier to plan trips and see what Henderson County has to offer. It is also a fantastic tool for local people to use, as a resource directory. Some of the new interactive features include: a search button, trip-planning tools, more photographs, social media links, slide shows, and a video gallery.

The redesigned of the <http://www.visithendersonvillenc.org> website is a part of an ongoing initiative by the Henderson County TDA Board, in promoting Hendersonville as a year round vacation destination. The experienced team of Big Boom Designs out of Asheville developed the site.

Winter Getaway Rewards Card

To enhance our visitor's experiences the Hendersonville Visitors Center is offering a **Winter Getaway Rewards Card**. The Card is filled with special values and discounts on attractions, dining, lodging, and shopping. The Card is valid through March 31, 2017. The card is available to local residents as well as visitors. Stop by the Visitor Center to pick up a supply of Getaway Cards to offer your customers. The Free Winter Getaway Rewards Card is available at the Visitor Center or online at <http://www.visithendersonvillenc.com/winter-getaway-program> Get your card and save!

February Tourism After Five

The first Tourism After Five of 2017 will be held on 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.

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

Henderson County Tourism Conference

The Fifth Annual Henderson County Tourism Conference was held on Thursday, January 19 in the Blue Ridge Community College Conference Hall. The theme of this year's conference was "The Year of Hospitality". Approximately 170 people from Henderson County and the region attended the conference. The Conference speakers included: Mark Shore, Visit NC Director of Tourism Marketing, he gave insight into tourism marketing on a state level; and Joel Benson, the Owner of Chick-fil_A Hendersonville shared his vast knowledge of top notch customer service and going the extra mile. TDA presented a year-end review including a video of the media coverage Hendersonville received in 2016.



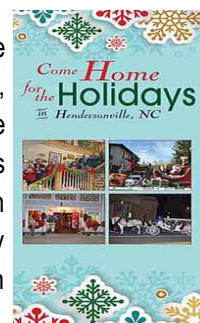
The Conference generated great networking opportunities to meet peers in the tourism industry. Numerous media vendors were on hand to discuss marketing plans with area businesses and organizations. The annual event is held each January. For information on the 2018 Henderson County Tourism Conference contact Julie Hayes, TDA Outreach Coordinator, outreach@visithendersonvillenc.org.

Coop Advertising

There are some wonderful opportunities to partner with the TDA's coop advertising program. Limited space is available in the following magazines: *Southern Living*, *Our State*, *Points North*, *Laurel of Asheville*, *WNC Magazine*, and *Charleston Living*. These affordable ads are set to run in throughout the year. Contact Beth Carden at 693.9708 to reserve a space.

Home for the Holidays Wrap Up

The expansion of the "Home for the Holidays" promotion ended the year on a spirited note. The "Home for the Holidays" calendar of events brochure featured events happening from November 1, 2016 through January 1, 2017. The addition of family friendly events throughout the holiday season attracted thousands to Hendersonville during a typically slow season. The ice skating rink was the talk of Western North Carolina. This attraction extended the holiday events past the second weekend in December. The rink was open from December 20 – January 1, while children were out of school for the holidays, so families could enjoy an activity not usually seen in this area. Visitors came from as far as Charlotte to give ice-skating a whirl. Many of the Main



2017 Western North Carolina Outdoor Tourism Conference

February 27 & 28, 2017 / Registration: \$139

9:15am – 4pm at Harrah's Cherokee Casino Resort, Cherokee, NC (\$89 per night)

Conference Focus: "Growing Partnerships with Outdoor Tourism and Local Communities"

Pre-conference workshop February 27 - "Fundamentals of Operating a Tourism Development Authority (TDA)." for \$29

Register Online: <http://www.wcu.edu/engage/community-resources/profdev/TourismConference.asp>

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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