



Tourism Tidbits **July 2016** A bi-weekly newsletter from HCTDA

HCTDA 2016-2017 Winter Getaway Program

Henderson County Tourism Development Authority is launching its second Winter Getaway Card Program. This program will promote Henderson County as a great winter destination between November 1, 2016 – March 31, 2017. The program is designed primarily to bring visitors to Henderson County to stay in our accommodations and boost the economy. Local and regional residents will also be encouraged to take advantage of the savings. The ultimate goal is to increase spending and visitation in Henderson County during our slow shoulder season.

Participation is free to all Henderson County tourism related businesses. The main requirement is that the offer be honored during the time period of November – March.

A brochure will be developed containing the listing of the numerous specials available in Henderson County during this time period. A Winter Getaway Card will be attached to the brochure that the user can remove and present at the participating businesses to receive the specials.

The program will be marketed on the TDA website and participating business websites as well as promoted through print ads, radio, literature display and others venues.

Be creative with your offer such as: a gift with purchase, BOGO, percentage off purchase, bottle of wine or chocolates in the room, a free drink with meal or tickets to an attraction.

Contact Julie Hayes, Outreach Coordinator if you have any questions by calling 693-9708 or email outreach@visithendersonvillenc.org **Deadline is Friday, August 12, 2016.**

Visitation

Hope everyone is having a strong summer season. The Visitor Center has had visitors sign the Guest Book from twenty-two countries and all fifty states since January 2016. We invite you to contact HCTDA staff if there is anything we can do to help you capture as much of this business as you can.

New Tourism Related Businesses

Please mark your calendars to attend our upcoming Tourism Business After 5 on July 14 at Highland Lake Inn & Resort Grand Ole Hall Deck and Bar from 5-7pm. This is a great way for new tourism related businesses to network with industry partners and visit various properties in our industry. Just call and put your name on the list. We encourage you to bring a friend!

America in Bloom

The America In Bloom judges toured the Henderson County communities of Hendersonville, Flat Rock, Laurel Park and Mills River on Monday, June 27 and Tuesday, June 28. The judges were Karin Rindal, from Centreville, Virginia and Pam Turrell, from Columbus, Ohio. The judges overall impression of Henderson County was very positive. They offered suggestions in several categories on how to better the community. The 2016 score will be announced at the America in Bloom symposium held October 6 - 8 in Arroyo Grande, CA. Henderson County received 4 Blooms out of 5 in 2015 and 3 blooms in 2014.



America in Bloom is a national program that “envisions communities across the country as welcome and vibrant places to live, work, and play—benefitting from colorful plants and trees; enjoying clean environments; celebrating heritage; and planting pride through volunteerism.” America in Bloom is a valuable economic development tool that makes our community more attractive to travelers and new residents and businesses.

Congratulations Burntshirt Vineyards!

Awarded for the second year “2016 North Carolina Winery of the year” by New York International Wine Competition judges

The conclusion of the 6th annual New York International Wine Competition included an impressive 1,200 entries representing 25 countries. The New York International Competition is a trade-buyer only judging panel that presents the wines by category and actual purchase price. With close to 45% of the entrants taking home a medal, Burntshirt is very proud to announce the following results: 2016 North Carolina Winery of the Year, 2013 Reserve Meritage – Gold Medal, 2014 Reserve Chardonnay – Silver Medal, 2013 Burntshirt Vineyards Estate White – Bronze Medal.



Art Gallery Trail

The Art Gallery Trail is now available as our newest brochure in HCTDA's trail guide series. It will direct visitors to all Henderson County's fine arts and craft studios and galleries. We encourage you to pick up some to display in your business.

Other trail guides available: Farm Market Trail and Crest of the Blue Ridge Orchard Trail. The Heritage Trail Guide will be available in early August.

Counselor Rewards Card

The Henderson County TDA would like to express our thanks to all the businesses participating in the Camp Counselor Rewards Card. Many of the participating businesses have informed HCTDA staff that the counselors are using the cards.

HCTDA Upcoming Events

July 14, 5-7pm

Tourism After Five

Highland Lake Inn & Resort Grand Ole Hall

July 18 & 25 / 7-9pm

Street Dance

Visitor Center Stage, 201 S. Main St

July 26 / 1 pm

TDA Board Meeting

Visitor Center, 201 S. Main St

July 15, 22, & 29 / 7-9pm

Music On Main Street

Visitor Center Stage, 201 S. Main St

July 20 / 12Noon-1pm

Lunch & Learn – WNC Ag Center

Visitor Center, 201 S. Main St

July 28 / 11am-12pm

Group Tour Forum

BRCC Continuing Ed Bldg, Rm 122

Contact Us

201 S. Main St. Hendersonville, NC 28792

828-693-9708

info@visithendersonvillenc.org

Fax 828-697-4996

www.VisitHendersonvilleNC.org

facebook.com/TourismSpeaks