



# Tourism Tidbits

July 25, 2016  
A bi-weekly newsletter from HCTDA

## 2016-2017 Winter Getaway Program

The deadline is quickly approaching to participate in the 2016-17 Winter Getaway Program. The program promotes Henderson County as a winter destination between the months of November 1, 2016 – March 31, 2017. This program needs a variety of committed tourism businesses to participate and make a positive difference to Henderson County's economy during its shoulder season. The program will draw visitors from outside Henderson County, as well as residents. Participation is free to all Henderson County tourism related businesses. The only requirement is that the offer be honored during the time period of November 1, 2016 – March 31, 2017.

A brochure will list the 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. Specials will be divided into the following categories: Attractions/Recreation/Services, Restaurants, Accommodations, and Shopping. HCTDA staff will assist businesses with wording specials if needed. 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.

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

Contact Julie Hayes, Outreach Coordinator if you have any questions by calling 693-9708 or email [outreach@visithendersonvillenc.org](mailto:outreach@visithendersonvillenc.org) **Deadline is Friday, August 12, 2016.** **Download a form to participate:** <http://www.visithendersonvillenc.org/WinterGetawayCardForm-2016.pdf>

## Spotlight on the Southeast

Spotlight on the Southeast's annual tourism conference was held in Asheville early this month. The conference attendees were made up of about 50 percent group tour operators. On Sunday, July 10, twenty-one of these operators stopped in Hendersonville for a one-day Fam tour. Several of the operators expressed interest in bringing group business to our area. Michael Arrowood, TDA Group Sales Coordinator, attended the conference and made some great group travel contacts.

## Tourism After Five

Thank you to our July Tourism After Five hosts at Highland Lake Inn & Resort. Over 50 attendees spent the evening networking and learning about the Resort. Join us on August 11 for the next Tourism After 5 at Stepp's Hillcrest Orchard.



## Forest Service Reminds Visitors of Waterfall Dangers After Recent Fatalities



Western North Carolina has experienced several tragic waterfall related incidents. The North Carolina Department of Agriculture and NC Forest Service needs your help to continue educating our visitors to the dangers associated with ignoring danger signs at waterfalls and other potential outdoor hazards. We should never under estimate the potential that visitors know how to be safe around these beautiful dangers. The following is a list of basic safety tips to be shared with those being directed to the waterfalls.

The best way to enjoy a waterfall is from a safe distance. Heed posted warning signs indicating danger and stay on established trails. Never climb on or around waterfalls and never play in the water above a waterfall. Rocks can be slippery and it's easy to lose your balance especially with bare feet. Currents near waterfalls can be extremely swift even in areas further upstream.

Never jump off waterfalls or dive into plunge pools at the base of waterfalls. Rocks and logs can be hidden beneath the surface of the water. Often waterfall pools have swirling water or currents that can drag and keep you underwater.

Even if you have seen other people enjoy playing around waterfalls, be aware that they have been lucky to escape unharmed. Waterfalls are constantly changing with varying water flows and erosion of the rocks around them. The current from one place to the next may be faster than you anticipate and the arrangement of rocks or other debris such as logs in the plunge pool is ever changing.

Waterfalls are exciting and rivers are a great place to cool off on a hot day, but both pose risks to unprepared visitors. We hope this information helps to make you aware of the hazards so you can enjoy a safe and fun visit to your National Forests in North Carolina.

### Remember to Update

The Room Availability Program is located on the TDA web site's home page for the public to access and view the rooms that are available each week. We have many weeks remaining of our busy travel season, please keep the availability report as up to date as possible. **Remember to submit your vacancies each week or every time your vacancy status changes, to keep the information as current as possible.** Make sure to click on the update button at the bottom of the form before you exit the report, this will change the information and the date [https://apps.hendersoncountync.org/tda/public\\_view.asp](https://apps.hendersoncountync.org/tda/public_view.asp)

If you have not joined the program, contact Karen Baker at [kbaker@visithendersonvillenc.org](mailto:kbaker@visithendersonvillenc.org)

### HCTDA Upcoming Events

**July 28 / 11am-12pm**

**Group Tour Forum**

BRCC Continuing Ed Bldg, Rm 122

**August 1, 8 & 15 / 7-9pm**

**Street Dance**

Visitor Center Stage, 201 S. Main St

**August 17 / 12Noon**

**Lunch & Learn / Beer/Wine/Cider Industry**

Visitor Center, 201 S. Main St

**July 29, August 5, 12 & 19 / 7-9pm**

**Music On Main Street**

Visitor Center Stage, 201 S. Main St

**August 11 / 5-7pm**

**Tourism After 5**

Stepp's Hillcrest Orchard

**August 23 / 1pm**

**HCTDA Board Meeting**

Visitor Center, 201 S. Main St

## Contact Us

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