



Tourism Tidbits

June 2016
A bi-weekly newsletter from HCTDA

Garden Jubilee Success

A huge THANK YOU is due to everyone who made this year's Garden Jubilee a wonderful event. Thousands of visitors, hundreds of vendors and merchants, and dozens of volunteers descended on Downtown Hendersonville for a great weekend of shopping and fun. HCTDA will be studying the economic impact of the festival over the next few weeks, but we know Garden Jubilee is a major driver of Memorial Day tourism and this year is no different. Thank you again for sharing in this great event. We'll see you at Garden Jubilee 2017!



Hendersonville Crime Rate: Lowest in NC

Did you know: In 2015, Henderson County had the lowest crime rate in NC for a community with a population over 100,000. Occasionally, we get questions or hear misinformation about Henderson County crime. HCTDA worked with the Henderson County Sheriff to create easily accessible information for visitors and relocators. Crime statistics are available online at <http://hendersoncountync.org/sheriff/crimereports.html>. Contact the Sheriff's non-emergency number at 828-697-4596 for details.

Don't Get Left Behind

Stay in the know as we're growing the tourism industry. Join us for a brainstorming session on June 2nd to come up with new events and initiatives to increase off-season visitation. Everyone is welcome to come share their thoughts on logistics and scheduling as we plan for new, lucrative events in Hendersonville. **The session will be held from 10am-12pm at the Henderson County Library's Kaplan Auditorium.** For details or to RSVP, contact Michael at events@visithendersonvillenc.org.

Can't make the brainstorming session? Come to Lunch & Learn to plan for the Christmas season. See below!

Lunch & Learn: It's Beginning to Look a lot like Christmas

Christmas in June? Absolutely! We're already planning for a big holiday season. Join us on Wednesday, June 15 from 12-1pm to review last year's events, and discuss specific ways to extend holiday visitation. **Note: Lunch & Learn will be held in the Visitor Center Conference Room at 201 S. Main Street.** Bring a lunch and a friend, HCTDA provides water or soda. Space is limited, so RSVP to Julie at outreach@visithendersonvillenc.org to save your seat.

Summer Concerts are Here

The Visitor Center will host free concerts Mondays and Fridays at 7pm from June through mid-August. Monday Night Live, Music on Main, and the 98th Annual Street Dances enhance the visitor experience and encourage extended stays. A brochure of all 3 concert series (as well as the classic car shows and Rhythm & Brews) is available in the Visitor Center or online at <http://visithendersonvillenc.org/summer-concerts.pdf>. Be sure to follow HCTDA on social media, we'll post updates throughout the season.



Look Out for Scams

Always be aware of the possibility of scams when buying ads, working with unfamiliar media reps, or hosting travel writers. HCTDA is happy to help confirm the legitimacy of any representatives you're thinking of working with. Always do your research, and be sure you have a contract in place before you commit any advertising dollars. Contact Beth with any concerns at 693-9708 or email bcarden@visithendersonvillenc.org.

Group Sales Forum

If your business wants to be in on the latest group sales information, join us for the Group Sales Forum on June 23rd from 11am-noon. **Group Sales Forum in held at Blue Ridge Community College in the Continuing Education Building Room 122.** This is the perfect spot to network and build your group business. RSVP to Michael at events@visithendersonvillenc.org.

Thank you, Hendersonville!

Communications Coordinator Michelle Fleming has taken a Public Relations position with the Tryon Fine Arts Center, and will be leaving HCTDA on June 9th. It's been a pleasure working with such a dynamic industry and meeting so many wonderful people. I look forward to working together in the future!

Tourism After 5

Join us for the next Tourism After 5 at the new Flat Rock Ciderworks in Downtown Hendersonville. The tasting room offers cider, local apple products, and a fun atmosphere in a great downtown location. Find out how Hendersonville's burgeoning cider, beer, and wine industry will impact your business. TA5 will be Thursday, June 9th from 5-7pm. RSVP to Julie at outreach@visithendersonvillenc.org.

Business Updates

- The Brewery Experience is offering walking and driving tours of Henderson County breweries and cideries. For details, contact Gary Glancy at 828-216-1343 or visit <http://www.thebreweryexperience.com>.
- The elevator at Chimney Rock is currently out of service, though progress is being made. Find details at <http://www.chimneyrockpark.com>.
- As businesses switch to summer hours, be sure to let the Visitor Center know so that we can update your listing in Everwondr. Share all your business news by calling us at 693-9708.

Upcoming Events

June 2nd, 10am-12pm
Event Brainstorming Session
Kaplan Auditorium, HC Library

June 6th 7-9pm
Monday Night Live Kick Off
Visitor Center Stage, 201 S. Main St.

June 9th, 5-7pm
Tourism After 5: Flat Rock Ciderworks
305 N Main St, Hendersonville

June 10th, 7-9pm
Music on Main Street Kick Off
Visitor Center Stage, 201 S. Main St

June 15th, 12-1pm
Lunch & Learn: Home for the Holidays
Visitor Center Conference Room

June 16th, 5-9pm
Rhythm & Brews
Main St, Between Allen & Caswell St.

June 23rd, 11am-12pm
Group Sales Forum
BRCC, Con Ed Building, Room 122

June 28th, 1pm
HCTDA Board of Directors Meeting
Visitor Center Conference Room

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