



Tourism Tidbits

May 17, 2017

A bi-weekly newsletter from HCTDA

Countdown to Garden Jubilee

Garden Jubilee is the premier lawn & garden show and is one of the largest gardening shows in the Western North Carolina, held on Saturday, May 27 & Sunday, May 28 of Memorial Day weekend. Plant and craft vendors line Main Street from Sixth Avenue all the way down to Caswell Street.

Garden Jubilee is a gardener's shopping paradise with 265 vendor spaces lining Main Street. Local and regional nurseries will be selling 1000's of annuals, perennials, vegetables, herbs and hard to find plants on every block of the festival. Crafters create distinctive garden art to enhance the beauty of your yard. There will be handmade lawn furniture, jewelry, garden tools, yard art, planters, wind chimes, birdhouses, as well as soaps and pottery. Learn the latest techniques and tips from regional gardening experts located throughout the festival. Shoppers are welcome to bring a wagon to make transporting their purchases easier.



The Southeast Tourism Society has named Garden Jubilee a STS Top 20 Events in the Southeast for May 2017. The Southeast Tourism Society Top 20 Festival and Event Awards have highlighted programs around the Southeast since 1985.

The Lowe's Expo will be located at the Visitors Center, 201 South Main Street, featuring lawn & garden workshops, a variety of plants for sale, beautiful patio displays, exhibits on how to build block walls & patios using pavers, a hands-on kid's clinic, outdoor furniture, grills, and lawn equipment. National product representatives from *Oldcastle*, *Stay Green*, *Scotts*, *Miracle-Gro*, *Ortho*, *Roundup*, *Sevin*, *Spectracide*, *Cutter*, *Pennington Lawn & Garden Products*, and *Hot Shot* will be available in their tents giving out free samples and helpful advice and tips. The Lowe's Kids Clinic located at the Visitors Center will offer fun, free hands-on projects for children ages 4-12, from 10am-4pm both days.

Bill Slack, the popular landscape and gardening specialist with Southern Living Magazine, making his 15th appearance at Garden Jubilee. He will host free gardening workshops at the Lowe's Expo located at the Visitor Center. Join him for three talks on Saturday, May 27 at 11am "Container Plants, Portable Beauty for Your Landscape"; 1pm "Prettiest Front Yard on the Block", and 3pm "WOW! What a Beautiful Backyard", and two on Sunday, May 28 at 1pm "Prettiest Front Yard on the Block", and 3pm "WOW! What a Beautiful Backyard". Mr. Slack served on the faculty of the University of Georgia for 13 years. The American Society of Landscape Architects named him the Outstanding Extension Landscape Architect in the United States.

Two Garden Jubilee Hospitality Tents will be available during the festival. One will be located on South Main Street in front of the Historic Courthouse, between First & Second Avenues and the second location be on North Main Street at the corner of Fifth Avenue and Main Street. The Hospitality Tents offer shoppers an area to leave their purchases with Festival volunteers so they are able to continue to shop, without lugging around plants and bags. A festival map and vendor directory will be available for shoppers searching for a particular vendor, product or general information.

Please leave your pets comfortably at home, Hendersonville City ordinance prohibits animals in the event area.

Make sure you have plenty of Garden Jubilee rack cards for your guests. The rack card includes a schedule of Bill Slack's garden talks. For a schedule of events visit <http://www.visithendersonvillenc.com/garden-jubilee>

Dirty Dancing Airs May 24

The ABC TV remake of the film *Dirty Dancing* airs on Wednesday, May 24 at 8pm. It is the 30th anniversary of the original movie, which was filmed in the Lake Lure area.

Filmed last spring the secluded setting and rustic surroundings of Kanuga Conference Center provided a lush backdrop for the storyline set in the 1960s. Several iconic scenes were filmed there, including the conga line from the beginning of the movie and Baby's famous watermelon scene. Johnny's cabin scenes were filmed at the Fox Pavilion at Camp Kanuga, while the Fox Cottage on the main campus was repurposed as the Kellerman's cabin.

Watch the HCTDA Dirty Dancing webinar:
https://www.youtube.com/watch?v=twl-SdQL_74

Business Update

Holiday Inn Express & Suites
 now open behind Bojangles
 107 Upward Crossing Dr.
 Flat Rock, Exit 53



Quality Inn – now open,
 former Holiday Inn Express
 location, next to Cracker Barrel
 111 Commercial Blvd, Flat Rock, Exit 53

Heritage Museum at the Historic Courthouse - New Exhibit
 The birth of the Flat Rock Playhouse in 1937, to celebrate the 80th anniversary of the Vagabonds Players.

North Carolina Attracts Record Visitor Spending

N.C. Sec. of Commerce Anthony Copeland announced yesterday (Tuesday) that North Carolina tourism generated record visitor spending in 2016 with a total of \$22.9 billion, a 4.3 percent increase from 2015. Additionally, tourism industry-supported employment topped 218,000 jobs to set another record for the state.

"Nearly 50 million people from across the United States visited North Carolina destinations last year," Sec. Copeland said. "The money they spent supported 218,340 jobs and more than 45,000 businesses."

Sec. Copeland applauded the growth in direct tourism employment, which was up 3.2 percent from 2015. Payroll income grew even more, increasing 5.9 percent to top \$5.5 billion.

The figures are from research commissioned by Visit North Carolina, and conducted by the U.S. Travel Association. Other findings from the study showed state tax receipts from visitor spending rose 5.2 percent to nearly \$1.2 billion. Visitors spent nearly \$63 million per day in North Carolina last year and contributed about \$5.1 million per day in state and local tax revenues as a result of that spending.

"The tourism industry's success is shared across North Carolina," said Visit NC's Wit Tuttell. "Tourism means jobs in all of the state's 100 counties. In addition, each North Carolina household saves \$497 annually in state and local taxes as a result of tax revenue generated by visitor spending." The overview of the report can be found online at <https://partners.visitnc.com/economic-impact-studies>.

Media Spotlight

- **Carolina Country** - <http://www.carolinacountry.com/carolina-adventures/adventures/low-key-mountain-charm>
- **Cider Jam Video** - by Travel Journalist, Kim Button - <https://youtu.be/EZyWdi6HgsQ>
- **Times- News / Battle of the Smokies** - <http://www.blueridgenow.com/sports/20170505/win-win-for-everybody>
- **Guest Quest** - http://www.guestquest.com/gg_fdest/hendersonville-north-carolina/?wp_featured_destination=hendersonville-north-carolina
- **The Laurel of Asheville** – Garden Jubilee in May issue



HCTDA Upcoming Events

May 23 1pm	May 25 11am-Noon	May 27 & 28 9am-5pm	June 5 – 26 Every Monday 7-9pm	June 8 5-7pm	June 9 – August 18 Every Friday 7-9pm
HCTDA Board Meeting	Group Sales Forum	Garden Jubilee	Monday Night Live!	Tourism After Five	Music on Main Street
Visitor Center, 201 S. Main St.	BRCC, Cont Ed Building Rm 122	Downtown Hendersonville	Visitor Center Stage, 201 S. Main St.	Burntshrit Vineyards 2695 Sugarloaf Rd.	Visitor Center Stage, 201 S. Main St.

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