



Tourism Tidbits

May 2016

A bi-weekly newsletter from HCTDA

Thanks Bold Rock!

Bold Rock hosted a wonderful Tourism After 5 in May. Thank you for being such gracious hosts, and answering questions about the new Mills River attraction. For even more cidery fun, join us for the next TA5 installment at Flat Rock Ciderworks in Downtown Hendersonville. This new tasting room offers cider, local apple products, and a great downtown location. Find out how the cidery will impact your business on Thursday, June 9th from 5-7pm. We encourage you to bring a friend and make a friend at this laid-back event. RSVP to Julie at outreach@visithendersonvillenc.org or 693-9708.



PR Progress

HCTDA is working hard for media mentions and public relations. Thank you to all the businesses that have offered a media rate to entice travel writers to our county. HCTDA is compiling a list of interested hosts, and vetted writers will be sent your way. Henderson County media coverage is great news for everyone. If you'd like to be included, or want more details on media outreach, contact Michelle at 693-9708 or email info@visithendersonvillenc.org.

Congratulations Never Blue! Never Blue hosted a successful media event, with journalists from around the region sampling their new menu. How can you improve your relationships with local and regional travel media?

Welcome Camp Counselors

Thank you to all our area businesses that participated in the Camp Counselor Rewards Card. Over 2000 camp counselors work in Henderson County during the summer, and providing them with a value-added rewards card will ensure that they spend more time in the county. This is a great way to maximize the return for your business! Businesses will be listed on the Rewards Card brochure and on a special webpage. Cards will be printed soon, just in time to welcome the counselors to our county. For more information on how HCTDA can work with your business, contact Julie at outreach@visithendersonvillenc.org or 693-9708.

Road Trippin' in Hendersonville

Hendersonville locations will be featured on WLOS's popular Road Trippin' segment the week of June 6th. Tune in to see HenDough, Mast General Store, Highland Lake Inn, Kanuga Conference Center, Black Forest on 5th, the Asheville Airport and the Henderson County Cheers! Trail featured. The segments will be available online following the broadcast at wlos.com. Contact HCTDA with any questions at 693-9708.

Special Events

Brainstorming Session: 10am-12pm

We want your input. 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. **Please note:** The session will be held from 10am-12pm at the Henderson County Library's Kaplan Auditorium. For details contact Michael at events@visithendersonvillenc.org.

Want More Business?

As we approach a holiday weekend (and Garden Jubilee!) rooms will likely be hard to come by. Make sure you are using the Room Availability report to direct guests to your accommodation.

HCTDA staff keeps printed copies of the report in the office, and uses it as a go-to tool for phone calls from last-minute travelers. Hoteliers are encouraged to use it to help guests once they've reached capacity.

Congratulations to those who use the report regularly, and stay at the top of the list. (The list is populated by most recent update.)

Get onboard by following the link below, or contact Karen for instructions at 693-9708.

https://apps.hendersoncountync.org/tda/public_view.asp

Garden Jubilee is here!

It's finally here! Garden Jubilee is this weekend, May 28th & 29th from 9am-6pm both days. WNC's premier lawn and garden event will bring over 260 vendors, children's activities, and garden advice to downtown—not to mention 175,000+ festival-goers! Make sure your business is ready. Do we have your rack cards in the visitor center? Do you need HCTDA rack cards? Stay in the know by calling 693-9708 or visiting our website, http://www.VisitHendersonvilleNC.org/garden_jubilee.htm.

Did you know: There's also a Garden Jubilee Facebook event? Be sure to mark "Attending" and share with your followers.



Word's Getting Out

Have you seen Hendersonville in the news lately?

- Hendersonville was named the Top 10 Retirement Town in North Carolina by Carolina Living Magazine in 2016. This is a jump from #12 in the 2015 ranking.
- HCTDA has a strong online presence in the Destination Spotlight section of Goodhousekeeping.com, RedbookMag.com and WomansDay.com. These magazines are popular with women, who make most of the family travel decisions. This listing is part of HCTDA's extensive digital media campaign.
- Hendersonville regularly blogs for GuestQuest.com. Check it out!
- Our State Magazine included Hendersonville in their "Last Minute Getaways" post on Facebook.

If you're business receives a media shout-out, be sure to let Michelle know at info@visithendersonvillenc.org.

Upcoming Events

May 24th 1pm

HCTDA Board Meeting

Visitor Center Boardroom

May 26th 11am-12pm

Group Sales Forum

BRCC, Con Ed Building, Room 122

May 28th & 29th 9am-6pm

Garden Jubilee

Downtown Hendersonville

May 30th, 10am-5pm

HCTDA Observes Holiday Hours

Visitor Center

June 2nd, 10am-12pm

Event Brainstorming Session

Kaplan Auditorium, HC Library

June 9th, 5-7pm

Tourism After 5: Flat Rock Ciderworks

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