



Tourism Tidbits

May 2016

A bi-weekly newsletter from HCTDA

Cheers to Tourism After 5

Join HCTDA and members of the tourism industry at the new Bold Rock Cidery for May's Tourism After 5. We'll tour the new facility and learn about this great asset to the county. There will be fun networking, food, cider tasting, and door prizes from 5-7pm. Bring a friend and make a friend at this laid-back event. RSVP to Julie at 693-9708.



Due to unforeseen circumstances, this month's Lunch & Learn has been canceled. Stay tuned for details on next month's free professional development opportunity.

Hendersonville Named Top 10 Small Town Food Scene

Hendersonville came in 8th place in USA Today's 10Best Small Town Food Scene competition. We were up against strong competition, and maintained a high position throughout the contest. Hendersonville was selected as a contestant due to ongoing relationships with the 10Best editors. Thank you to all who voted and shared the contest, and congratulations to the wonderful restaurants that made us a nationally recognized dining destination. For more details on this contest and ongoing media relations, contact Michelle at info@visithendersonvillenc.org.

Be sure to follow the Visitor Center on social media to stay up to date with promotions. We're on Facebook, Pinterest, Twitter, Instagram & YouTube!

Camp Counselor Rewards Card

HCTDA is creating a Camp Counselor Rewards Card with value-added promotions for Henderson County businesses. With over 2000 camp counselors working in the county, participating in the Rewards Card program will help encourage them to visit your business throughout the summer. The *Dirty Dancing* Crew Rewards Card was a huge success, and we expect the same benefits for participants in the Camp Counselor Rewards Card.

Contact Julie with your business's discount or promotion to be included in the Rewards Card brochure and on the website. *Deadline to participate is on or before May 18th*. Julie may be reached at outreach@visithendersonvillenc.org or 693-9708.

Special Events

Brainstorming Session

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. The session will be held from 10am-2pm at the Henderson County Library's Kaplan Auditorium. For more details, contact Julie at outreach@visithendersonvillenc.org

4 Weeks until Garden Jubilee

WNC's premier lawn & garden event is almost here! Garden Jubilee will take over Downtown Hendersonville May 28 & 29. Make sure your guests and customers are informed by sharing the Garden Jubilee webpage:

www.visithendersonvillenc.org/garden_jubilee.htm

TIP: Rooms & rentals will be in high demand that weekend, so be sure to update your listing on the Room Availability Report. Follow the link below or contact Karen at 693-9708 with questions.

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



Team ECCO Re-Opens



After a devastating water leak, Team ECCO Ocean Center and Aquarium is ready to reopen to the public. The aquarium will return to regular public

hours on Wednesday, May 11th. There will be a grand reopening celebration on Saturday, May 14th at 1pm. HCTDA has supported the aquarium repairs with a product development grant. Visit the aquarium to congratulate Team ECCO on bouncing back!

Group Sales Forum: May 26

The year is off to a great start for the tourism industry. Make sure you're a part of the growth! Group Sales Forum is designed for any business that is involved with group sales, or wants to get in on this lucrative industry. Join us Thursday, May 26th from 11am-noon at Blue Ridge Community College in the Continuing Education Building, Room 122. Come out to hear the latest and share your news. Let Michael know you're coming at 693-9708 or events@visithendersonvillenc.org.

Promote Your Summer Events

HCTDA's popular weekly radio shows have booked up quickly this year, but there are limited spaces available select weeks June—October. If your eligible tourism-related event or attraction would like to be featured on-air on WHKP and WTZQ, please contact Michelle at info@visithendersonvillenc.org.

Business Updates

- Team ECCO Ocean Center & Aquarium will return to regular public hours on Wednesday, May 11. There will be a grand reopening celebration on Saturday, May 14th at 1pm. www.teamecco.org
- New Belgium Brewery in Asheville is now open. It is located along the French Broad River at 21 Craven St, Asheville. Tasting Room hours are Monday-Saturday 11am-8pm & Sunday 12pm-8pm. Public brewery tours will start later this summer. www.newbelgium.com/brewery/asheville

Be sure to share your business updates and information by emailing Karen at kbaker@visithendersonvillenc.org.

Upcoming Events

May 12th 5-7pm

Tourism After 5

Bold Rock Hard Cider

May 26th 11am-12pm

Group Sales Forum

BRCC, Con Ed Building, Room 122

June 2nd 10am-12pm

Event Brainstorming Session

Kaplan Auditorium, HC Library

May 24th 12-2pm

HCTDA Board Meeting

Visitor Center Boardroom

May 27th & 28th 9am-6pm

Garden Jubilee

Downtown Hendersonville

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