



# Tourism Tidbits

April 2016

A bi-weekly newsletter from HCTDA

## Vote for Hendersonville: USA Today 10Best

Hendersonville's culinary culture is up for USA Today's 10Best Small Town Food Scenes. This prestigious, national competition is open until April 24, and recognizes the amazing restaurants in our town. Help spread the word! Vote and share the competition at <http://20be.st/22D8P23>.

## HCTDA Is Going Green For April Networking Events

**Lunch & Learn** is all about Green Travel on April 20<sup>th</sup> from 12Noon-1pm at the Henderson County Activity Center, 708 South Grove Street. Hear from NC GreenTravel Tom Rhodes as he details ways to be certified as an environmentally-friendly business, and get plugged in to the states promotions for green destinations. Bring your lunch, drinks will be provided.

**Tourism After 5** will be hosted at the Green Room in Downtown Hendersonville on April 14 from 5 – 7pm. See what exciting events are coming up at the Green Room, and spend a relaxing evening learning about this dining destination. We encourage you to bring a friend and make a friend at this industry-wide event.

RSVP for Lunch & Learn or Tourism After 5 (or both!) by calling Julie at 693.9708. We'll see you there!

## Got Brochures?

The new Cheers! Trail, Summer Concert Series, and Garden Jubilee rack cards have proven very popular with locals, visitors, and businesses. The new Farm Market Trail brochure will be available starting next week. Thank you for your help distributing these valuable sales tools.

If you need more rack cards, please stop by the Visitor Center or call staff at 693.9708 to make sure you have a steady supply.

## Coop Advertising

There are some wonderful opportunities to partner with the TDA's coop advertising program. Space is still available in the following magazines: *Smoky Mountain Living*, *Laurel of Asheville*, and *Good Housekeeping/Woman's Day/Redbook*. These affordable ads are set to run in June, so ad copy will be due soon. Contact Beth Carden at 693.9708 to reverse a space.

## Main Street Wins Awards

Congrats to Patty Adamic, Mike's On Main owner, on being named a Main Street Champion by the North Carolina Main Street Conference. Downtown Hendersonville also scored an Award of Merit for last year's Downtown Designer Showcase special event.

## Garden Jubilee Needs Volunteers

HCTDA is seeking volunteers to assist with the Garden Jubilee Festival, to be held on Memorial Day weekend, May 28 & 29. Set up will be May 27. We need hard workers who are willing to bring this fun event to life.

Approximately 50 volunteers of all ages and abilities are needed to pitch in and make Garden Jubilee a success. Encourage your friends and neighbors to be a part of this unique and exciting annual event.

A Garden Jubilee volunteer training and sign-up dinner will be held on Tuesday, May 3. RSVP by Friday, April 29 for the training dinner. Anyone interested in volunteering can call Michael at 693-9708 or stop by the Visitor Center to fill out an application.



*Garden Jubilee was selected as a 2016 Top Twenty event by the Southeast Tourism Society.*

**Businesses:** Make the most of Garden Jubilee! The festival brings over 175,000 people to Downtown Hendersonville for Memorial Day weekend. Plan your promotions and packages to capitalize on this influx of affluent, prequalified customers. For more information on how to incorporate your business's discount or promotion into the festival, reach out to Michael at [events@visithendersonvillenc.org](mailto:events@visithendersonvillenc.org). Hurry! The event will be here before you know it!

## Business Update

### Openings

- Serpentarium Magic offers educational tours with over 200 snakes. 8488 Boylston Highway in Mills River. (828) 776.HISS <http://www.serpentariummagic.com>
- Blue Ghost Brewing Company offers four unique beers including a Pale Ale, Stout, IPA and Blonde Ale. 125 Underwood Rd in Fletcher. (828) 376.0159 <http://www.blueghostbrewing.com>
- Chimney Rock at Chimney Rock State Park has re-opened earlier than expected, it was originally closed this week to allow Duke Energy to run new power lines through the Park to the top of the mountain. Intermittent power has played havoc with the dependable operation of the elevator. "We're looking forward to the day that we can announce to our guests and industry partners that the elevator is back in service," said Mary Jaeger-Gale, General Manager of Chimney Rock at Chimney Rock State Park. There is no timeframe when the elevator will be in operational, check the web for updates <http://www.chimneyrockpark.com>

## Upcoming Events

**April 14, 5-7pm**

**Tourism After 5: The Green Room Café**  
536 N. Main St, HVL

**April 20, 12-1pm**

**Lunch & Learn: Green Travel**  
HC Activity Center, 708 S. Grove St, HVL

**April 21, 11am-12pm**

**Group Sales Forum**  
BRCC, 180 W. Campus Dr, Flat Rock

**April 26, 1-3pm**

**HCTDA Board of Directors Meeting**  
Visitor Center Conference Rm, 201 S. Main St., HVL

## Contact Us

201 S. Main St. Hendersonville, NC 28792

828-693-9708

[info@visithendersonvillenc.org](mailto:info@visithendersonvillenc.org)

Fax 828-697-4996

[www.VisitHendersonvilleNC.org](http://www.VisitHendersonvilleNC.org)

[facebook.com/TourismSpeaks](https://facebook.com/TourismSpeaks)