



Tourism Tidbits

April 2016

A bi-weekly newsletter from HCTDA

Take Control Of Your Industry

Your Participation Impacts HCTDA's Success

This month offers a number of opportunities to get involved with HCTDA events and strategic planning. Regardless of size or type of tourism-related business, you are a vital part of our close-knit industry. Join us for an upcoming meeting and let your voice be heard. RSVP for events by calling HCTDA at 693-9708.

Tourism After 5- Bold Rock Hard Cider. Come experience the new Mills River cidery, home to special events, music, and of course, cider. It's sure to be a hit with your guests, so check it out. 5/12, 5-7pm @ 72 School House Rd.

Lunch & Learn: Yelp. Positive online reviews are vital for successful tourism operations. Learn how to make the most of one of the most popular tools. 5/18, 12-1pm @ HC Activity Center, 708 S. Grove Street

Group Sales Forum. If you want group travelers, you need to be at the forum. Swap leads, meet new people, and get in on a lucrative market for the region. 5/26, 11am-12pm @ Blue Ridge Community College, Con Ed building Rm 122

Room Availability Program

HCTDA's online accommodation availability program has been highly successful and is located on HCTDA's home page for the public to view the rooms that are available each week. As we move into our busy travel season, please keep the availability report as up to date as possible. Remember to submit your vacancies each week or every time your vacancy status changes. Make sure to click on the "Update" button at the bottom of the form before exit the report; this will change the information and the date.

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

Extend The Experience With Special Events

We're always looking for innovative ways to enhance and extend the visitor experience in Henderson County. Join us for a brainstorming session on June 2nd to come up with new events and initiatives to increase off-season visitation. All are welcome to come share their thoughts on logistics and scheduling. The session will be held from 10am-12pm at the Henderson County Library's Kaplan Auditorium. For more details or to RSVP, contact outreach@visithendersonvillenc.org.

Did You Know?

May 1st-7th is National Tourism Week, a celebration of travel's economic and social impact across the country. To celebrate HCTDA staff will visit NC State Welcome Centers to greet travelers to the state.

One Month Until Garden Jubilee

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.

Apple Festival Named STS Top 20 Event

The Southeast Tourism Society has named the 2016 North Carolina Apple Festival one of the Top 20 Events in the Southeast for September. To be considered for this prestigious recognition, events must be at least 3 years old and have attendance of at least 1,000. HCTDA prepared the nomination for the Apple Festival, and submitted news of the award to local media. STS will publicize the event throughout the US and on multiple websites. We're very proud of this great event!

Garden Jubilee was also named a Top 20 event for May 2016.



Business Updates

- A new Farm Market Trail brochure is available in the Visitor Center.
- Flat Rock Cider Works tasting room is now open in Downtown Hendersonville at 305 North Main Street. The tasting room serves eight ciders as well local beers and wine, and merchandise.
- Basic Brewery has opened in Downtown at 131 3rd Ave. W., serving Western North Carolina craft beers. They plan to install a barrel-and-a-half microbrewery in the near future.
- The Baker's Box is located on the busy bend of Kanuga (430 Kanuga Rd.) and served baked goods, sandwiches, and salads. All products are baked from scratch in-house.
- Dragonfly Café in Flat Rock Square (formerly the Singleton Centre) is now serving lunch, dinner, & Sunday brunch.
- Chimney Rock Park is now observing summer hours, open 7 days a week 8:30am-5:30pm. The elevator is out of service until further notice, though progress is being made.

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

Upcoming Events

May 1st-7th

National Tourism Week

Nationwide

May 3rd 5:30-8pm

TCTDA & HCTDA Joint Meeting

Etowah Valley Golf Club

May 3rd 5:30-7:30pm

Garden Jubilee Volunteer Training

Hendersonville Visitor Center

May 12th 5-7pm

Tourism After 5

Bold Rock Hard Cider

May 18th 12-1pm

Lunch & Learn: Yelp Reviews

Henderson County Activities Center

May 24th 12-2pm

HCTDA Board Meeting

Visitor Center Boardroom

May 26th 11am-12pm

Group Sales Forum

BRCC, Con Ed Building Room 122

May 27th & 28th 9am-6pm

Garden Jubilee

Downtown Hendersonville

June 2nd 10am-12pm

Event Brainstorming Session

Kaplan Auditorium, HC Library

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