



Tourism Tidbits February 2016

A bi-weekly newsletter from HCTDA

2016 Henderson County Tourism Conference: February 25

Not to be deterred by a snowstorm or two, the Henderson County Tourism Conference is rescheduled for February 25th. This one-of-a-kind conference will be held from 8:30 am—3:15 pm at Blue Ridge Community College in the Conference Center. Attendance is FREE for all tourism-related businesses in Henderson County, but you must register to reserve your space. All attendees will need to re-register, even if they were previously attending.

The conference will feature experts in tourism and economic development, including Dr. Steve Morse, Associate Professor & Program Director of Hospitality and Tourism at Western Carolina University, JB Media Institute, Blue Ridge Parkway, Asheville Airport, and others. This expert information and unique networking opportunity is available at no cost to our tourism industry partners, but space is limited.

Registration is now open through the Blue Ridge Community College Small Business Center. Reserve your space at <https://www.ncsbc.net/workshop.aspx?ekey=50350209>. Interested tourism partners may also contact Michael Arrowood with questions at 693-9708 or email events@visithendersonvillenc.org.

2016 Downtown Hendersonville Events Rack Cards Available



Rack cards featuring the 2016 Calendar of Events in Downtown Hendersonville are available now in the Visitor Center. We encourage all tourism-related businesses and accommodations in particular to use these cards as a tool to keep travelers informed and generate extended stays and repeat visits. Stop by the Visitor Center to pick up a few cards and stay in the know with Hendersonville happenings. Thank you, Downtown, for producing a great card.

The 2016 Events Calendar is useful for residents, travelers, and businesses alike. Do you have a clear, concise rack card that shows off your organization? If not, ask about HCTDA's Rack Card Program by calling 828-693-9708.

Sign Up Now for Co-Op Advertising

HCTDA offers a special co-op advertising program to our tourism industry partners. This successful program allows tourism businesses to partner with HCTDA and purchase prime advertising space in major magazines like *Southern Living*, *Our State*, *Smoky Mountain Living*, and *Points North*. The cost to purchase an ad in these publications would be prohibitive for many businesses, but by partnering with HCTDA, you can gain great regional and national exposure. Partners can sign up now for limited co-op space. Deadlines for submitting advertising are approaching rapidly, but no payment is due until after the ad is printed. You will be sent an invoice along with a copy of your published ad. See 2016's opportunities now at <http://www.visithendersonvillenc.org/2016-HCTDA-Coop-Ads.pdf> or contact Beth for more information at bcarden@visithendersonvillenc.org.

Welcome Julie Hayes, Tourism Outreach Coordinator

HCTDA is happy to welcome our new Tourism Outreach Coordinator, Julie Hayes. Julie earned a degree in Therapeutic Recreation from the College of Health and Human Performance at the University of Florida and is a lifelong Gator Fan!! After 15 years working as a Recreation Therapist in a rehab setting she changed career paths upon moving to Henderson County and began working at Biltmore Estate. She has a combined 15 years in the local tourism industry between working at Biltmore Estate and Flat Rock Playhouse. She lives in Fletcher, NC with her son Kevin and daughter Katie.

As Tourism Outreach Coordinator, Julie will work with local industry groups to strengthen relationships and empower partners to develop new tourism products to drive visitor spending and extended stays. Julie can be reached at outreach@visithendersonvillenc.org or 828-693-9708, and will work Tuesday through Saturday at the Visitor Center. Join us in welcoming Julie to HCTDA!



Tourism After 5 Features New Locations in 2016

Tourism After 5, HCTDA's industry networking event, starts with a bang at A Day in the Country and Café on the Veranda on February 11th from 5-7pm. Join us for this exciting event hosted by the gracious restaurant and retail space that has turned southern hospitality into an art form. RSVP by calling Julie at 828-693-9708 or email outreach@visithendersonvillenc.org.

Tourism After 5 is held on the 2nd Thursday of each month from 5-7pm, and offers a laid back chance to network and learn about other tourism-related businesses and attractions throughout Henderson County. It's a time to exchange new ideas and be inspired by products and service we as a community have to offer travelers. Mark your calendars now for upcoming events.

Thursday, February 11: A Day in the Country/Café on the Veranda

Thursday, March 10: Sanctuary Brewing Company

Thursday, April 14: The Green Room Café & Coffeehouse

Thursday, May 12: Bold Rock Hard Cider

Thursday, June 9: Flat Rock Cider Works



Henderson County was hit hard by the January snowfall. Thank you to the emergency personnel, maintenance teams, and media outlets that worked to keep everyone safe!

Inaugural Lunch & Learn Session of 2016: February 17

So much more than canoes & cabins, summer camps in Henderson County bring big tourism dollars, and they have for well over fifty years. At the first Lunch & Learn session of 2016, hear from camp representatives how you can partner with this lucrative industry. Reserve your seat by calling Julie at 828-693-9708 or email outreach@visithendersonvillenc.org.

Lunch & Learn is a free networking and professional development series designed to educate and inform tourism partners on hot topics in the industry, new initiatives to draw tourists to our area, and new programs that can benefit your businesses. Sessions are held the 3rd Wednesday of each month from 12-1pm at the Henderson County Activity Center (708 S. Grove Street, across from the old Community Co-Op) in room 201. Bring a bag lunch, HCTDA provides soda, tea, or water.

2016 Lunch & Learn Opportunities

Wednesday, February 17: Partner with Summer Camps

Wednesday, March 16: Partner with Parks & Recreation

Wednesday, April 20: Partner with the Green Travel Program

Wednesday, May 18: Partner with Agencies and Services that Impact your Reputation

Wednesday, June 15: Partner with the Home for the Holidays Promotion

Wednesday, July 20: Partner with the WNC Ag Center

Wednesday, August 17: Partner with the Beer/Wine/Cider Industry

Wednesday, September 21: Partner with Biltmore Estate

Wednesday, October 19: Partner with VisitNC Tourism Resource Assistance Center

Wednesday, November 16: Partner with Graphic Designer

Wednesday, December 14: Partner with Outdoor Recreation Companies

What's Cooking for Henderson County Restaurants?

Mark your calendars for a March 1st meeting of the culinary movers and shakers in Henderson County. Take advantage of the slower season to invest in your future by participating in a restaurant focused HCTDA event. Save the date for Tuesday, March 1 from 3-4pm at the Henderson County Library's Kaplan Auditorium. Look for more details coming soon!

Upcoming Events

February 11, 5-7pm

Tourism After 5: Day in the Country/Café on the Veranda
130 Sugarloaf Rd, Hendersonville

February 17, 12-1pm

Lunch & Learn: Summer Camps
HC Activity Center, Room 201, 708 S. Grove St

February 23, 1-2pm

HCTDA Board Meeting
Visitor Center Conference Room, 201 S. Main St.

February 25, 8:30am-3:15pm *Registration required

Henderson County Tourism Conference
BRCC Conference Hall, 180 W Campus Dr, Flat Rock

March 1, 3-4pm

Henderson County Restaurant Meeting
HC Library Kaplan Auditorium, 301 N Washington St

March 24, 11am-12pm

Group Sales Forum
BRCC Con Ed Bldg, Room 122, 180 W Campus Dr

Contact Us

201 S. Main St. Hendersonville, NC 28792

828-693-9708

info@visithendersonvillenc.org

Fax 828-697-4996

www.VisitHendersonvilleNC.org

facebook.com/TourismSpeaks