



Tourism Tidbits

February 2016

A bi-weekly newsletter from HCTDA

New Brochures In Stock At The Visitor Center

The Visitor Center at 201 S. Main Street has a number of new brochures in stock for 2016 events. **Flat Rock Playhouse** has recently released a gorgeous brochure for the 2016 season. Hot off the presses, we also have the latest **Tour de Falls** brochure with dates for 2016 (mark your calendars now for May 7-8 and October 8-9 for this exciting event). We also have Downtown Hendersonville events, and hundreds of other cards that will keep your guests informed. Stop by to get the latest info on 2016 events.

While you're here, make sure we have a quantity of your rack cards to share during our busy tourist season. We give out hundreds of rack cards every day—make sure your business is being represented.



Are You Ready?

The Henderson County Tourism Conference is almost here! This one-of-a-kind conference will be held February 25th 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. Space is extremely limited, but a handful of seats are still available. If you are interested in attending, you may register from 7:30am-8:30am at the conference.

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. Interested tourism partners may contact Michael with questions at 693-9708 or email events@visithendersonvillenc.org.

Make Your Vote Count

Hendersonville is in the running for Best Main Street Shopping in a contest run by the Shop on Main website. The winning town will be featured in the TV series "Small Town, Big Deal" (which is a very big deal!) Be sure to share the website and make sure you vote for Hendersonville at <http://www.bestshoppingonmain.com> before **March 31**.

HCTDA Event Schedules Available Online

The 2016 schedules for Lunch & Learn, Tourism After 5, and Group Sales Forum are now available on our website under the "TDA Resources" page at <http://visithendersonvillenc.org/business.htm>.

HCTDA provides a valuable series of networking and professional development events at no charge to our tourism industry partners. Make plans to attend, bring a friend, and stay connected with the industry.

Tourism After 5

The inaugural Tourism After 5 of 2016 was a huge success, thanks to our gracious hosts at A Day in the Country. Over 32 attendees spent a wonderful evening networking and learning about the one of a kind offering. Join us for the next session on Thurs, March 10 at Sanctuary Brewing Company.

Lunch & Learn

Join us on Wed. March 16 for a fascinating look at how your business can Partner with Parks & Recreation to extend customer's stay and improve their experience. HCTDA provides soda or water, bring a lunch, and learn more about the industry in a fun, low-key environment at the Henderson County Activity Center.

Group Sales Forum

If you're currently involved in Group Sales, or would like to get in on this lucrative field, you need to be at the monthly group sales forum. The next meeting is March 24, from 11am-12pm at Blue Ridge Community College.

To stay in-the-know with these great events, RSVP to 693-9708 or outreach@visithendersonvillenc.org.

Henderson County Restaurant Meeting

All Henderson County restaurants are invited to join HCTDA for discussion and networking on March 1st from 3-4pm. This important industry meeting will be held at the Henderson County Library's Kaplan Auditorium. This is your chance to stay on the forefront of the industry, and learn how you can benefit from partnering with other restaurants and with HCTDA. If a representative from your restaurant is interested in attending, RSVP to Julie at 693-9708 or email outreach@visithendersonvillenc.org.



Upcoming Events

February 25, 8:30am-3:15pm Registration 7:30-8:30am

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 10, 5-7pm

Tourism After 5: Sanctuary Brewing Co. 147 1st Ave East, Downtown Hendersonville

March 16, 12-1pm

Lunch & Learn: Partner with Parks & Recreation

HC Activity Center, 708 S. Grove St

March 24, 11am-12pm

Group Sales Forum

BRCC Con Ed Bldg, Room 122, 180 W. Campus Dr

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