



Tourism Tidbits

March 2016

A bi-weekly newsletter from HCTDA

Tourism After 5: Sanctuary Brewing

Tourism After 5 is going to the dogs...and the cats, turkeys, cows, and pigs! Join us at Sanctuary Brewing Co. on Thursday, March 10th from 5-7pm to explore Hendersonville's newest brewery that's all about 'craft brews and rescues.' Learn about the brewery's animal-friendly mission, hand-crafted beers, and ways to partner with the burgeoning beer, wine, and cider industry in Hendersonville. Tourism After 5 is a laid-back, casual way to meet your industry partners and build a network of contacts. We encourage you to bring a friend and make a friend at these fun events.

RSVP to Julie at outreach@visithendersonvillenc.org or call 693-9708 to let us know you'll be joining us for this fun evening. Mark your calendars for TA5 for the rest of 2016, the full schedule of events is available on the HCTDA website at <http://visithendersonvillenc.org/2016-Tourism-After-5.pdf>



Pint-sized pups at Sanctuary Brewing Co.

Welcome New Businesses

What slow season? Henderson County has welcomed a number of new businesses over the winter. Brandy's on Main has opened in Downtown, offering a variety of steak and seafood. HenDough Chicken & Dounuts is off to a great start on Kanuga Rd with their unique combinations. The Loft Café and pub on Joel Wright Dr. celebrated a grand opening on March 5th. Bold Rock Hard Cider and Blue Ghost Brewing, both in Mills River, are expanding Hendersonville's reputation as a fermentation destination with their offerings of hard cider and craft beer, respectively. We wish these new businesses great success, and hope you'll joining us in partnering, promoting, and patronizing whenever possible.

Share your business news or milestone with Michelle at info@visithendersonvillenc.org.

See Hendersonville on National TV–We Need Your Help!



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!) We are currently in **5th place** in our size category, and need a lot of support to make it to the top. Please encourage your customers, guests, and colleagues to vote for Hendersonville at <http://www.bestshoppingonmain.com> before **March 31**.

Hendersonville businesses also have the opportunity to be listed on the new Shop on Main e-commerce site at no cost. If you do not currently have an online store or if you would like to drive more traffic to your online presence, this is a great opportunity to get involved. Service businesses, accommodations and attractions can also be listed for free; you do not have to sell a product to be included. For more information, contact Michelle at 693-9708 or info@visithendersonvillenc.org.

Thank You for a Wonderful Tourism Conference!

The fourth annual Henderson County Tourism Conference was a huge success! We are tremendously grateful to our sponsors, speakers, vendors, and attendees that joined us for sessions throughout the morning and afternoon at Blue Ridge Community College last month. Dr. Steve Morse, Economist and Director of the Hospitality and Tourism Department at Western Carolina University, gave a stirring keynote and breakout session on the importance of our industry to local economic development. Representatives from DuPont State Recreational Forest, Asheville Airport, Blue Ridge National Heritage Areas, the WNC Ag Center, and other major tourism drivers from the region discussed how we can all work together for the benefit of both individual businesses and the industry as a whole. The Conference marks the kickoff of what HCTDA has declared the Year of the Partnership. We look forward to developing partnerships, networking, and working together to see Henderson County prosper.



HCTDA Board of Directors Chair David Nicholson introduces the 2016 Henderson County Tourism Conference.

To see highlights of this year’s Tourism Conference, check the hashtag #HCTravelCon on Twitter, Instagram, and the ‘Tourism Speaks’ Facebook page. For more information on Conference sessions, vendors, and opportunities, contact Julie at outreach@visithendersonvillenc.org.

Get in the Game with Sports Tourism

Join us for Lunch & Learn on March 16th for a special talk with Henderson County Parks and Recreation’s Tim Hopkin and Greg Walker. They will provide insight on the draw of tourists for large sporting events, and ways you can direct that momentum to your business. Lunch & Learn is held in the Henderson County Activity Center, at 708 S. Grove St, from noon to 1pm each month. Bring a lunch (and a friend!), HCTDA provides sodas, water, or tea. Save your seat by contacting Julie at 693-9708 or outreach@visithendersonvillenc.org.

1st Group Sales Forum of 2016

The first Group Sales Forum of 2016 will be held on March 24 from 11am-12pm. This monthly meeting is a must for any businesses that are active in Group Sales or have an interest in this lucrative branch of the tourism industry. Hear updates and get leads from others in the industry, and discuss how to utilize HCTDA's resources. The Group Sales Forum is held at Blue Ridge Community College in the Continuing Education Building in Room 122. For more information or to RSVP, contact Michael at events@visithendersonvillenc.org.

Michael has already had a busy month in Group Sales, and welcomed a tour with the Travel South Domestic Showcase to sites across the county this Saturday. More than a dozen group tour operators got a first hand look at what we have to offer. Thank you to VisitNC and our participating partners for arranging a great tour!



Experience business magic with the Disney Institute

Disney Institute is bringing its renowned professional development course, *Disney's Approach to Business Excellence*, to Flat Rock on 5/4/2016. Sponsored by Blue Ridge Community College, the one-day event will help area professionals understand the power of leadership values, discover how customer loyalty can be established, and gain insight into how organizational culture is strengthened. Throughout this course, you will discover insights that drive the Disney organization and practice adapting these insights to strengthen your organization to obtain the goal of long-term results. Registration is \$395 and includes all course materials as well as lunch and parking.

If you went to the Disney Institute in Florida for this program the cost would be \$1320 plus travel and lodging. By Blue Ridge Community College sponsoring this event, you save \$925 plus travel and lodging costs. **To learn more or to register contact M.C. Gaylord at m_gaylord@blueridge.edu or 828-694-1779.**

Upcoming Events

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, Hendersonville

March 24, 11am-12pm

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

HCTDA Staff will attend the VisitNC 365 annual conference March 13-15. Visitor Center hours will remain the same.

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