



Tourism Tidbits

November 2015

A bi-weekly newsletter from HCTDA

Free Promotion for Events: 2016 Radio Dates Available

HCTDA will continue the exciting “Fun Finders” and “Fun Seekers” radio shows on WHKP and WTZQ. Tourism-related events and attractions are invited to join us as guests at no cost, and reach a huge engaged audience with your event information. Starting this year, all radio guests must apply for the limited radio slots. Applications are available from Michelle, HCTDA Communications Coordinator. Email Michelle at info@visithendersonvillenc.org or call 693-9708 for details or to obtain your application. (Application does not guarantee your radio date until you confirm with Michelle.)

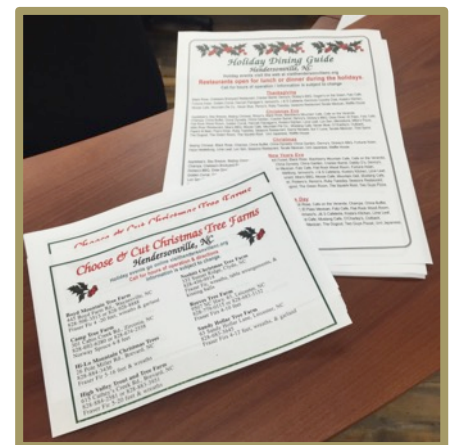
Carl Sandburg Home

The Carl Sandburg Home NHS is undergoing extensive renovation and preservation work. The home is closed to tours until Saturday, Nov. 21. The home will reopen this Saturday, just in time for holiday festivities. Christmas at Connemara will be held on Nov. 28 and Dec. 19. This is an excellent time to encourage your guests and customers to visit the Sandburg Home. Visitors will get a unique chance to view the layout of the home and get a first-hand look at the behind-the-scenes work that maintaining a historic site requires. Visit <http://www.nps.gov/carl> or the calendar at www.VisitHendersonvilleNC.org for more details.

Holiday Resources from HCTDA

With Thanksgiving, Christmas, and New Years fast approaching, remind your customers to use the Visitor Center as a resource for holiday trip planning. Online, the HCTDA website offers a full calendar of holiday events, links to area greenery farms, and a holiday dining guide that lists which restaurants will be open and serving on the holidays. Our social media feeds on Pinterest, Instagram, Facebook, and Twitter will also be filled with holiday cheer. If your business would like to be featured or partner with HCTDA for social media holiday promotions, contact Michelle at info@visithendersonvillenc.org to get started.

Visitors can also stop by the Visitor Center at 201 S. Main for print outs of holiday guides and information, as well as brochures and rack cards to plan their trip. HCTDA is closed on Thanksgiving Day, Christmas Day, and New Years Day. For more information on holiday promotions, contact HCTDA staff at 693-9708.



HCTDA Attends Tourism Conferences and Events

Henderson County ranks 15th out of 100 counties in NC for economic impact of tourism, and maintains a respected position in the state's and the region's tourism industry. HCTDA staff takes an active and visible role in developing the industry. Over the past few weeks, staff has attended a number of tourism conferences, events, and panels, both to network and share our expertise.

Nov. 4-5, Executive Director Beth Carden attended a conference sponsored jointly by NCTIA and DMANC. NCTIA (North Carolina Tourism Industry Association) works with tourism legislation and DMANC (Destination Marketers Association of North Carolina) is an invitation-only networking organization. At the conference, HCTDA was awarded a Platinum Destination Marketing Achievement Award in Public Relations for our annual Henderson County Tourism Conference.

On Nov. 5, Assistant Director Karen Baker, Group Sales and Events Coordinator Michael Arrowood, and Communications Coordinator Michelle Fleming attended the Blue Ridge

Mountain Host Conference at the Asheville Chamber of Commerce. The conference celebrated the 20th anniversary of Blue Ridge Mountain Host, and included informative media presentations and an update on BRMH's activities.

On Nov. 10, Beth Carden spoke at the LEED Tourism Conference at Western Carolina University. Her panel included discussions of Main Street programs and the importance of incorporating the arts into tourism.

Contact HCTDA staff at 693-9708 for more information on NC tourism industry events.



Wit Tuttle with VisitNC and Mitzi York DMANC Chair award Henderson County with a Platinum Award in recognition of the annual Tourism Conference.



Panel at the Western Carolina University LEED Tourism Conference featuring Beth Carden.

Henderson County Tourism Conference: Save the Date!

HCTDA will hold the annual Henderson County Tourism Conference on Jan. 21 at Blue Ridge Community College. The snow date is Jan. 28. This free, countywide tourism industry conference is the only one of its kind in North Carolina. Mark the date on your calendars now. If you know of someone in the tourism industry who would like to attend, but does not receive our newsletter, email Karen at kbaker@visithendersonvillenc.org. We will send out an alert when sign ups for the conference become available.

America In Bloom Evaluation Now Available Online

Henderson County is a proud, 4-bloom winning participant in the national America in Bloom program. America in Bloom is a powerful economic driver for communities. Henderson County has already seen positive impacts from participating, and looks forward to growing with the program. In order to clarify any questions regarding the program, the 2015 America in Bloom Evaluation is available on HCTDA's website under TDA Resources at <http://www.visithendersonvillenc.org/2015-America-In-Bloom-Evaluation.pdf> For additional inquiries, contact Karen at HCTDA at 693-9708 or kbaker@visithendersonvillenc.org.

Be Featured by Travel Writers

HCTDA has started maintaining a pool of businesses willing to host or work with travel writers and other media personnel. If your accommodation, restaurant, attraction, or other tourism-related business wants to welcome travel writers (and the potential publicity they generate) let Michelle at HCTDA know by calling 693-9708. You will be added to a priority list, and given top consideration when opportunities arise.

Networking Opportunities

As the year winds down, there are still plenty of ways to keep the momentum going for your tourism-related business. HCTDA offers a wide range of events to network, learn about the local industry, and have fun with your peers. To RSVP for any of the upcoming events, contact Michael at 693-9708. See you there!

Lunch & Learn will be Wed. Nov. 18 at the Henderson County Activity Center at 708 S. Grove Street (across from the old Hendersonville Co-Op store). Whitney Smith, Marketing and Public Relations Manager for the North Carolina Arboretum will speak from 12-1pm about this exciting attraction in our region. Bring a lunch, HCTDA provides soda and water.

The Group Sales Forum on Thurs. Nov. 19 will be vitally important for any businesses looking to capitalize on the big winter events around Hendersonville. The forum is open to both those who currently work with groups, and those who are interested in beginning group sales. The Forum will be held from 11am-noon on the Blue Ridge Community College campus in the Continuing Education Building, Room 122.



We had a great turnout for November's Tourism After 5. Thank you to The Camp for hosting & The Trolley Company for transportation. Join us in December for the last TA5 of the year!

HCTDA Courting Top European Markets

In terms of market share of international visitors to North Carolina, the top overseas market is the United Kingdom with 7.6% of market share and 7.4 % of spending. Germany follows closely with 6.6% of market share and 5.9% spending. In order to capitalize on these valuable markets, HCTDA participated in the Discover America video co-op opportunity. A promotional video featuring gorgeous views of Hendersonville was narrated by a native British speaker, and will be dubbed in German. The video is live on the Visit USA site, and will be promoted to international destinations. Only 5 counties in North Carolina participated. View the video at <http://www.visittheusa.com/usa/travel-journals/hendersonville.aspx> and be sure to share on your social channels.

Upcoming Events

Nov. 18th 12-1pm

Lunch & Learn: NC Arboretum
HC Activity Center: 708 S. Grove St.

Dec. 9th 5-7pm

Tourism After 5: Peaceful Place
524 5th Ave. West

Dec. 15th 1-3pm

HCTDA Board of Directors Meeting
Visitor Center Conference Room

November 19th 11-12pm

Group Sales Forum
BRCC, Con Ed Bldg, Rm 122

Dec. 10th 11-12pm

Group Sales Forum
BRCC, Con Ed Bldg, Rm 122

Dec. 16th 12-1pm

Lunch & Learn: Toastmasters
HC Activity Center, 708 S. Grove St.

December 2nd 9am-2pm

Board of Directors Retreat
Etowah Valley, 470 Brickyard Rd.

Dec. 10th 5-7pm

HCTDA Volunteer Appreciation Dinner
RSVP: 693-9708

Dec. 25th All Day

Christmas Holiday
HCTDA Closed

Contact Us

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