



Tourism Tidbits

November 2015

A bi-weekly newsletter from HCTDA

Groups Welcome in Hendersonville

2015 has been a wonderful year for group sales in Henderson County! HCTDA regularly welcomes tour buses and motorcoaches of visitors coming to enjoy our scenic mountains, great downtown, and unique attractions like the Flat Rock Playhouse. Is your business active in group sales? If so (or if you're interested in getting in on this lucrative market) join HCTDA for the monthly Group Sales Forum. This is a great opportunity for leads sharing, networking, and learning about the Henderson County group sales market. RSVP for the November 19th event at Blue Ridge Community College from 11am-12pm by calling HCTDA at 693-9708. All are welcome!

2 Buses take advantage of HCTDA's free parking and warm welcome.



America In Bloom Judge Gives Feedback

America in Bloom, judge, Jack Clasen visited Hendersonville on Wednesday, Oct. 28. The meeting was held at the City Operations Center. Mr. Clasen who served as judge in 2014, said the improvement in scoring was one of highest increases he had seen in a 1-year period. The 4 Bloom score was an increase of over 9% from last year's score of 3 Blooms and 68%. He offered suggestions on how to enhance the Henderson County profile and to zero in on what judges are looking for in 2016. Participating municipalities were Hendersonville, Mills River, Laurel Park, and Flat Rock.

Holiday Information Available Online

HCTDA has begun our annual "Home for the Holidays" promotion of all things holly-jolly in Hendersonville. Visitors can find a Holiday Dining Guide with restaurant hours at http://visithendersonvillenc.org/holiday_restaurants.htm There is also a Holiday Event Guide and Christmas Tree Farms Guide available online or in print at the Visitor Center. **Have a holiday event? Let HCTDA know by emailing info@visithendersonvillenc.org.**

Hendersonville is headed to New York

HCTDA has submitted a detailed pitch sheet for the VisitNC's media mission to New York City in January 2016. This pitch sheet has story ideas and information geared specifically to travel writers and areas. The pitch sheet will be shared with dozens of well-vetted media personnel with a demonstrated interest in covering North Carolina. HCTDA will have the opportunity to contact these nationally-know media resources to promote our destination.

HCTDA Attends TIEC Finale

Event

HCTDA was graciously invited to participate in the final Saturday Night Lights event at the Tryon International



Equestrian Center. We set up a booth with information (and lots of candy) to welcome over 4000 spectators to Western North Carolina.

Tourism After 5: The Camp

Transportation provided by The Trolley Company

Tourism After 5 on Nov. 12 is sure to be a delight. Have you ever been to The Camp in Bat Cave? This is a must-see accommodation in a serene mountain cove. Owner Darren will welcome us to this scenic retreat, and give us a beyond-the-scenes tour. Eva Ritchey of the Trolley Company has made a can't-miss offer to drive attendees to The Camp on one of her great buses. If you want to hitch a ride, meet at the Visitor Center at 4:30pm. Food, drinks, and door prizes (not to mention valuable networking and industry info) await attendees of this free event. RSVP to HCTDA at 693-9708 or visit thecampnc.com or thetrolleycompany.com for more information. We'll see you at the camp!

How Does your Garden Grow... the Tourism Industry?

Find out what makes the North Carolina Arboretum a huge asset for regional tourism. Marketing and PR Manager Whitney Rigsbee will share how the Arboretum can work with lodging, groups, and other attractions in Henderson County, and how you can benefit from the upcoming Winter Lights program. Lunch & Learn is a free professional development resource open to all tourism-related businesses. Join us on Nov. 18th from 12-1pm at the Henderson County Activity Center (across from the old Hendersonville Co-Op) at 708 S. Grove St. RSVP to Michael at 693-9708.

Thanks, NC Welcome Center!



This month alone, HCTDA Executive Director Beth Carden took 30 cases of the Hendersonville Vacation Planner (and a few cookies for good measure) to the North Carolina Welcome Center on I-26. The Welcome Center staff greets over 750,000 visitors each year,

and they promote Hendersonville heavily as a nearby mountain destination. Our Vacation Planner and apple guide are popular takeaway pieces for visitors.

New Logo Merchandise Available

HCTDA's new logo is now available on a variety of beauty merchandise, including polo's, sweatshirts, ornaments, and more at the Visitor Center. Stop by for some shopping and represent Hendersonville.



Upcoming Events

Nov. 12th 5-7pm

Tourism After 5: The Camp
2420 Middle Fork Rd. Hendersonville

November 17th 1-3pm

HCTDA Board of Directors Meeting
HCTDA Conference Rm, 201 S. Main

November 18th 12-1pm

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

Contact Us

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