



VisitHendersonvilleNC.org

800-828-4244



# Tourism Tidbits

April 28, 2020

A bi-weekly newsletter from HCTDA

## Getting Ready for a New Normal

The phone calls have picked up in the past week at the Visitor Center. This is a promising sign that things are beginning to turn the corner. The request for Visitor Guides is up, along with questions about the summer events and activities in the Hendersonville area. The callers are upbeat and looking forward to visiting our quaint mountain town.

The overall number of the COVID-19 cases throughout the United States seems to be leveling out. Here at the Visitor Center we are discussing how to invite guests back into the Center as travelers begin to funnel back in Hendersonville. Every business that interacts with the public will be facing a new normal, of social distancing, constant cleaning, hand sanitizer stations, face masks and how to navigate customers coming in their establishments. Have you developed a plan for your business? If so, and you would like to share some of your ideas, we would like to hear about them, call 828-693-9708 or email [outreach@visithendersonvillenc.org](mailto:outreach@visithendersonvillenc.org)

Governor Cooper has extended North Carolina's stay at home order until May 8<sup>th</sup> and then they will be three phases that will need to be met as businesses are allowed to open. This whole process could take weeks to accomplish, the timeline could even be pushed back if the criteria is not met to progress to the next level. Decisions will be based on the number COVID-19 cases throughout the state. For detail go to: <https://files.nc.gov/governor/documents/files/EO135-Extensions.pdf>

Guidance on the safety of your building's water system and devices after a prolonged shutdown maybe found on the CDC's website, <https://www.cdc.gov/coronavirus/2019-ncov/php/building-water-system.html>

## A New Twist on Garden Jubilee

The annual Garden Jubilee has grown into one of the largest special events held in Henderson County. Its dual purpose is to promote Henderson County's agritourism industry and to encourage visitor overnight stays during Memorial Day Weekend. The economic impact of the 200,000 plus attendees is significant to our local economy. Surveys indicate that many of the vendors and attendees stay three to four nights for a two-day event.

The COVID-19 crisis has forced cancellations of recent and current events and is expected to impact future events and activities that bring large crowds together in the unforeseeable future. The Henderson County Tourism Development Authority's (HCTDA) staff has researched possibilities to move the event into June with no success. Also, most people will have purchased their plants for the growing season by the first of June decreasing the demand and impacting sales.

This year's event will be sending the public out to the local nurseries and orchards throughout Henderson County to prevent the usual large crowds experienced on Main Street. The approach would still encourage sales to help our agriculture related businesses. Garden Jubilee 2020 will run from Friday through Monday of Memorial Day Weekend to spread the public out over several days to avoid large crowds. The modifications to the 2020 Garden Jubilee provides the opportunity to bring limited business to the county that would be totally lost if the event is cancelled.

A brochure will be created with a map and listing the participating Henderson County nurseries. The information will also be featured on the HCTDA web site for easy reference. For more information call the Visitor Center at 828-693-9708.

## Vacation Rental Information Needed Regarding COVID-19 Impact

Rent Responsibly and Vacation Rental Managers Association have put together a national survey for short-term rental owners, hosts and managers regarding the impact of Covid-19 on the short-term rental industry. The five-minute survey is meant to help understand the recent impacts of Covid-19 on the short-term and vacation rental industry and how stakeholders are responding. Answers will remain confidential and used only to aggregate. **The survey is only open until April 28; results are expected to be released in mid-May.** To take the survey, click <https://www.surveymonkey.com/r/2V362S2>

## Free Webinars

- **April 30 – 9:30 am** / Choices in the COVID-19 and Economics Storm / [https://mcnc.zoom.us/webinar/register/WN\\_ZyWrywoWQB2McxV3Afwscg](https://mcnc.zoom.us/webinar/register/WN_ZyWrywoWQB2McxV3Afwscg)
- **April 30 / 2-3 pm** / Stabilizing Cash Flow In an Unstable Market / <https://www.ncsbc.net/workshop.aspx?ekey=50400072>
- **May 5 / 2-3 pm** / Why Marketing Your Business is More Important Now Than Ever Before / <https://www.ncsbc.net/workshop.aspx?ekey=50400073>
- **May 7 / 2-3 pm** / Know Your Small Business Resources: Navigating the Small Business Pipeline / <https://www.ncsbc.net/workshop.aspx?ekey=50400074>
- **May 12 / 2-3 pm** / Staying Flexible and Moving Forward - Business in 2020 / <https://www.ncsbc.net/workshop.aspx?ekey=50400075>
- **May 14 / 2-3 pm** / Relationship Building = Repeat Business / <https://www.ncsbc.net/workshop.aspx?ekey=50400076>

Links to small business financial assistance and guidelines are available on the HCTDA web site at: <https://www.visithendersonvillenc.org/covid-19-information>

## Asheville Airport Construction Update

Significant progress is being made on several construction projects at AVL. The new remote shuttle parking lot paving is nearing completion. The water and sewer utility upgrade along Terminal Drive has also progressed significantly, replacing nearly 60-year-old utility infrastructure. The reconfigured ground transportation lot should be complete by mid-May. To learn more go to <https://flyavl.com>

## Media Spotlight

### Our State Magazine

features Sideways Brewery in the May issue.

## Blue Ridge Parkway Paving Project

Approximately 25 miles of the Blue Ridge Parkway, in the vicinity of Asheville, between Milepost 365 and 392, will be resurfaced with thin-lift asphalt beginning April 27, 2020. Within scheduled project areas, park visitors can expect full, two-lane night closures and single-lane day closures and delays. Due to high traffic volumes in the area of this project there will be specific conditions in place. Visit the website for more info, <https://www.blueridgeparkway.org/road-conditions>

## HCTDA Sponsored Events

- **FAM Tour** / May 5 / Canceled
- **Tourism After Five** / May 14 / Canceled
- **Revised Garden Jubilee** / **May 22 – 25** / featuring Nurseries & Orchards
- **HCTDA Board Meeting** / May 26

**NOTE:** A decision about holding the HCTDA summer concerts in June, will be made in late-May.

## COVID-19 Updated Resources

HCTDA has created a COVID-19 informational web page for easy access to restrictions and orders established by Henderson County government, state of North Carolina and the CDC. It also includes links for businesses that need financial assistance during this global pandemic. <https://www.visithendersonvillenc.org/covid-19-information>

Click for a list of restaurants offering take-out food service: <https://www.visithendersonvillenc.org/carry-out-food>

## Contact Us

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