



Tourism Tidbits

August 22, 2018
A biweekly newsletter from HCTDA

72nd North Carolina Apple Festival

The Apple Festival is always held during the Labor Day weekend. The festival this year will be held August 31st – September 3rd. Festival-goers can choose from a variety of events which feature a street fair on Historic Main Street and surrounding event venues with continuous free entertainment, arts & crafts, local apple growers selling apple products, children's & youth activities, special shows, exhibits, open houses, fun, festival food, and, to top it all off, the King Apple Parade.



The Apple Festival's Street Fair covers 8 blocks of Main Street with more than 200 vendors. Main Street is closed to traffic from 6th Avenue to Caswell Street. Apple growers will be selling apples and delicious goodies throughout the festival. The Kiddie Carnival features rides and inflatables at two locations - Wells Fargo Bank and the Visitor Center. The highlight of Labor Day is King Apple Parade traveling down Main Street from 5 Points to Caswell Street.

- Wheelchairs are available at the Visitors Center, 201 South Main Street, at no charge for a two-hour use during the festival on a first come, first serve basis.
- The 2018 NC Apple Festival event brochure is available at the Visitor Center. Make sure to pick up a supply for your guests.
- Be sure to pick up an ample supply of the TDA flat maps. The maps are available on pads, containing 100 maps per pad.

Go to the NC Apple Festival web site for a schedule of events, <https://www.visithendersonvillenc.org/wp-content/uploads/2018-Apple-Festival-Brochure.pdf>

Visitor Center Extends Hours During WEG

The Hendersonville Visitor Center will have extended hours during the World Equestrian Games to assist travelers from around world. The Center hours September 10th - 23rd will be Monday – Saturday 8:30am-8pm & Sundays 9am-6pm. HCTDA is encouraging businesses to extend their hours to meet the demand of the traveler during this once in a lifetime opportunity.

The granddaddy of all the events this year will be the 2018 edition of the FEI World Equestrian Games™, which will be held over thirteen days from September 11th - 23rd, at Tryon International Equestrian Center. The games which are held every four years in the middle of the Olympic cycle, is one of the biggest events on the global sporting calendar, combining eight equestrian World Championship caliber events.

A special End of Summer Music on Main concert has been planned to coincide with the World Equestrian Games. The concert will be held on Saturday, September 15th on South Main Street between Allen and Caswell Streets from 6pm-10pm. The Visitor Center will remain open during the concert.

The Visitor Center is Seeking Volunteers

If you know and love Henderson County, the perfect volunteer opportunity awaits you at the Visitor Center located in Downtown Hendersonville. This is a chance for you to share your knowledge of Western North Carolina, while also learning more through ongoing training programs and educational tours.

The Hendersonville Visitor Center is recruiting volunteers to assist travelers upon their arrival to Henderson County. The Visitor Center is open seven days a week to assist visitors by answering questions, giving maps & directions, assisting with hotel reservations and offering travel, dining and entertainment information. The Center is stocked with Hendersonville Vacation Planners, maps, and area brochures.

Volunteers are needed year-round, the Visitor Center is open 7 days weeks, closed on Thanksgiving, Christmas and New Year's Day.

Volunteers are also needed during Special Events to fill key positions at Garden Jubilee, Music on Main Street, Monday Night Live! and the Street Dances. Volunteers provide assistance with operations of the events, and offer hospitality to the vendors and festival-goers.

Applicants should possess good communication skills, knowledge of Henderson County & Western North Carolina, and an eagerness to interact with the public. Volunteers work a four-hour shift each week, from 9am-1pm and 1pm-5pm.

Volunteer opportunities include area familiarization tours, meaningful friendships, occasional complimentary tickets to area attractions, and volunteer parties.

Please consider becoming an ambassador for our community by volunteering your time at the Visitor Center. Stop by and pick-up an application at 201 South Main Street in Downtown Hendersonville or download an application at <https://www.visithendersonvillenc.org/visitors-information-center-volunteer-program>. The Center is open Monday-Friday from 9:00am-5:00pm, Saturday, Sunday & Holidays from 10:00am-5:00pm. For additional information call (828) 693-9708.

Hendersonville Rewards Card

Henderson County Tourism Development Authority has enhanced its Rewards Card Program to one card that is annually updated and can be used for multiple segments of our industry including Camps and others. This program will launch September 1st and run through August 31st of 2019. This program will eliminate HCTDA from contacting you multiple times a year for the same program. It will combine/replace the Winter Getaway and the Camp Counselor Rewards Cards. TDA's website will host a dedicated page to promote this program throughout the year. Businesses are highlighted in Henderson County as a great place to play, dine, and shop during all seasons of the year. This program is designed primarily to encourage longer stays by visitors and drive more traffic to your business. We urge your business to participate and rewards can change seasonally, if so desired.

Participation is free to all Henderson County tourism related businesses. Click to download the form, <https://www.visithendersonvillenc.org/wp-content/uploads/Rewards-Card-Participation-Form-18.pdf>, indicating what you are willing to offer. This form will serve as a contract that guarantees that you will honor your business special through the entire program time frame. (The card will be valid from September 1, 2018 to August 31, 2019). HCTDA will promote the rewards card on the website and in the Visitor Center. Participating businesses will be asked to promote the program as well.

Submit the form to Julie Hayes, outreach@visithendersonvillenc.org, or fax it to 828.697.4996, or bring it by the Visitor Center by Wednesday, August 22, 2018. The cards will be ready for distribution by the end of August 2018 and in time for the Apple Festival. Please submit one form per business.

September Tourism After Five Cancelled

Due to businesses being so busy during the World Equestrian Games happening in Tryon, Tourism After Five on Thursday, September 13th, has been cancelled. The next Tourism After Five will be held on Thursday, October 11th.

Parking & Traffic in September

Patience will be put to the test for locals during the month of September. Parking will be at a premium and the roads congested with cars travelling throughout Western North Carolina.

The month is lining up to be filled with events and one even catapults Western North Carolina onto the world stage. The North Carolina Apple Festival actually starts August 31st and concludes on Labor Day, September 3rd. The second event is the Western North Carolina Mountain State Fair at the Western North Agricultural Center, starting September 7th – 16th. The largest event will be the World Equestrian Games held at the Tryon International Equestrian Center, September 11th – 23rd. To round out this busy month is Art on Main, September 29th & 30th.

Still Time to Vote in the Best of Polls

Voting is open for Southern Living’s 3rd annual South’s Best poll until October 9th. Pick your favorite places, the winners will be featured in the 2019 South’s Best issue! Vote for Hendersonville in the Best Small-Town category in North Carolina and & Bed & Breakfast on Tiffany Hill in the Best Hotel in North Carolina.

<https://www.southernliving.com/southsbestvote>

Asheville Airport Update

Spirit is offering affordable nonstop flights to top Florida destinations. Serving Orlando (MCO), Fort Lauderdale (FLL) and Tampa (TPA). Flights begin September 6.



Lodging Indicators Positive for First Half of 2018

Resource: VisitNC

Lodging data recently received by Visit NC shows that commercial lodging in North Carolina has once again broken a half-year record in terms of total room demand. Demand growth is up more than 2 percent year-to-date compared to 2017. As a single month, June was up 4.4 percent from 2017. North Carolina year-to-date demand growth is on par with South Atlantic (+2.2 percent) levels and slightly behind U.S. demand growth (+3.0 percent). Since 2000, year-to-date demand through June in N.C. is up 31 percent.

Looking forward, the national forecast for travel is positive - domestic travel is estimated to grow more than 2 percent through October 2018 and ADR is expected to increase 2.5 percent.

Year-to-date, room rates (ADR) in North Carolina have increased 2 percent from the same time period in 2017. ADR in the state is at record levels for both June (\$105.87) and for the first half of the year (\$101.75). The chart below shows January through June ADR statewide from 2000-2018. ADR for this time period has increased 57 percent.

Regionally, demand growth from the first half of 2018 is positive as well, particularly the Western (+4.5 percent), Southwest (+3.7 percent) and Northwest (+3.5 percent) regions. ADR in each of the state's regions is up year-to-date from 2017. The Piedmont Triad Region led the state in rate growth in year-to-date 2018 with growth of nearly 4 percent while the North Central Region posted more than 2 percent growth year-to-date.

Media Spotlight

- **919 Magazine** - “Hooked on Hendersonville”, cover story spanning 10 pages
- **The Destination Magazine** – “Apple Season in Hendersonville”
- **Capital Play** weekly E-Newsletter, Street Dances



HCTDA Upcoming Events

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| August 23 Group Sales Forum | August 28 HCTDA Board Meeting | September 13 Tourism After Five |
| 11:00 am | 1:00 pm | Cancelled |
| Visitor Center 201 S. Main Street | Visitor Center 201 S. Main Street | |

Contact Us

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