


Hendersonville
NORTH CAROLINA
VisitHendersonvilleNC.org
800-828-4244



Tourism Tidbits

February 7, 2018

A bi-weekly newsletter from HCTDA

2018 Henderson County Tourism Conference Wrap-Up

The Sixth Annual Henderson County Tourism Conference was held on the snow date of Thursday, January 25 in the Blue Ridge Community College Conference Hall. The conference was postponed from the previous week, due to inclement weather.

The theme of this year's conference was "Innovation". Approximately 150 people from Henderson County and the region attended the conference. Tryon International Equestrian Center gave the keynote speech regarding the upcoming 2018 FEI World Equestrian Games being held in Mill Spring September 11th – 23rd. Distl Public Relations presented a year-end review including a video of the media coverage Hendersonville received in 2018. Big Boom Design's presentation highlighted how well the new web site is performing, since its' launch in December 2016 and the new calendar of events and room availability report being added to the site.

The Conference generated great networking opportunities to meet peers in the tourism industry. Numerous media vendors were on hand to discuss marketing plans with area businesses and organizations.



The annual event is held each January. For information on the 2019 Henderson County Tourism Conference contact Julie Hayes, TDA Outreach Coordinator, outreach@visithendersonvillenc.org.

HCTDA Event Schedules Available Online

The 2018 schedules for Tourism After Five, Lunch & Learn, and Group Sales Forum are now available on the TDA website under the "TDA Resources" page at <https://www.visithendersonvillenc.org/tda-resources> Email notifications are sent prior to each event.

HCTDA provides a valuable series of networking and professional development events at no charge to the Henderson County tourism industry partners. Make plans to attend, bring a friend, and stay connected with the industry.

Tourism After Five

Tourism After 5 of has been a very successful event, thanks to our gracious hosts throughout the year. Attendees spend the evenings networking and learning about the one of a kind offerings from the local businesses.

Lunch & Learn

Take an hour out of your day to be educated on how your business can partner with various businesses to extend customer's stay and enhance their experience. HCTDA provides soda or water, bring a lunch, and learn more about the industry in a fun, low-key environment at the Visitor Center.

Group Sales Forum

If you're currently involved in group sales, or would like to get into this lucrative field, you need to be at the bimonthly Group Sales Forum. Share information and contacts with potential group sales partners. The Forums are held from 11am-12pm at the Visitor Center. RSVP to events@visithendersonvillenc.org to let us know you will be there.

February Tourism After Five

Join the Henderson County Tourism Development Authority for the first *Tourism After Five* for 2018. It is scheduled for **Thursday, February 8th, at Holiday Inn Express & Suites** from **5-7pm**, 107 Upward Crossing Drive, Flat Rock, off of Upward Road.

Holiday Inn Express & Suites is a modern, beautifully designed, and comfortable hotel. Guests reap all of the benefits of the cutting-edge conveniences such as: 43- inch flat screen TVs, hot breakfast, high-speed Internet, fitness center, electric car chargers, on-site business center, outdoor heated pool, and a meeting room.

Tourism After 5 is a friendly way to meet new people in the tourism industry and develop working relationships to build your business.

Kindly call the Visitor Center to RSVP at 693-9708 or send an email to Julie Hayes at: outreach@visithendersonvillenc.org

HCTDA Co-Op Advertising

Each year the TDA offers a special co-op advertising opportunities to our tourism industry partners. This successful program allows tourism businesses to partner with HCTDA and purchase prime advertising space in a number of major magazines. The cost for purchasing an ad in these publications would be prohibitive for many businesses, but by partnering with HCTDA, you can gain great regional and national exposure.

An overwhelming number of partners signed up for limited co-op space at the Henderson County Tourism Conference on January 25th. The publications that sold out at the Conference were: Southern Living, Our State, Charleston Living, and the TDA Visitor Guide. There following magazines are still available for purchase: WNC Magazine – July/August issue, Atlanta Magazine – August issue, and others.

For more information regarding the Co-Op Advertising Program contact Beth Carden at bcarden@visithendersonvillenc.org or call 693-9708.



AVL Celebrates Fourth Consecutive Record Year

The numbers are in, and Asheville Regional Airport (AVL) annual passenger numbers were at their highest ever in 2017. Specifically, 956,634 passengers used the airport in 2017, compared to 826,648 in 2016, which is a 15.7% increase. 2017 was the fourth consecutive record year of increased passenger utilization, and the annual numbers are more than 50% higher than they were just five years ago.

Media Spotlight



- **US News & World Report: 8 Small Southern Towns to Visit in 2018**
https://travel.usnews.com/features/8-small-southern-towns-to-visit-in-2018?src=usn_tw
- **The most romantic weekend getaways in America for MSN.com**
<https://www.msn.com/en-us/travel/tripideas/the-most-romantic-weekend-getaways-in-america/ss-BBlyvqx#image=26>
- **Our State featured the WNC Air Museum**

HCTDA Upcoming Events

February 8 Tourism After Five / 5-7pm	February 27 / 1pm HCTDA Board Meeting	February 22 12Noon-1pm Group Sales Forum
Holiday Inn Express & Suites	Visitor Center	Visitor Center
698 Upward Rd., Flat Rock	201 S Main St	201 S Main St

Contact Us

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