



# Tourism Tidbits

June 14, 2018

A biweekly newsletter from HCTDA

## Wayfinding Signs Dedicated

The Henderson County Tourism Development Authority (HCTDA) was delighted to host the official dedication of the 72 new wayfinding signs in Henderson County on June 12. Speakers at the event were Beth Carden, executive director of the HCTDA; Lew Holloway, the downtown economic development director; and Ron Stephens, Hendersonville's mayor pro tem.

The signs have been installed for several weeks, giving the speakers an opportunity to share feedback they're receiving. Comments have been overwhelmingly positive, with businesses delighted to have attractive and useful signage that not only points visitors to specific places but also expands awareness of the wide scope of historic sites, attractions and destinations the county offers.



**Lew Holloway and Beth Carden at the dedication ceremony. They reminded guests that no tax dollars were used for the signs. Room taxes paid by tourists/visitors funded most of the cost, including \$420,000 provided by the HCTDA.**

## National Parks Report Reveals Great News for Local Tourism

Playing outdoors is not only fun it's big business. That's the conclusion of the 2017 economic impact report from the National Park Service. The report reveals that 331 million park visitors generated \$38.5 billion in economic output for the national economy. Of that total, visitors spent \$18.2 billion in the parks and gateway communities located near them, with most of those monies going to accommodations, restaurants, gas and retail. Those expenditures supported 306,000 jobs nationally.

According to the report, "The lodging sector saw the highest direct contributions, with \$5.5 billion in economic output directly contributed to local gateway communities nationally. The sector with the greatest contribution was the restaurants and bars sector, with \$3.7 billion in economic output."

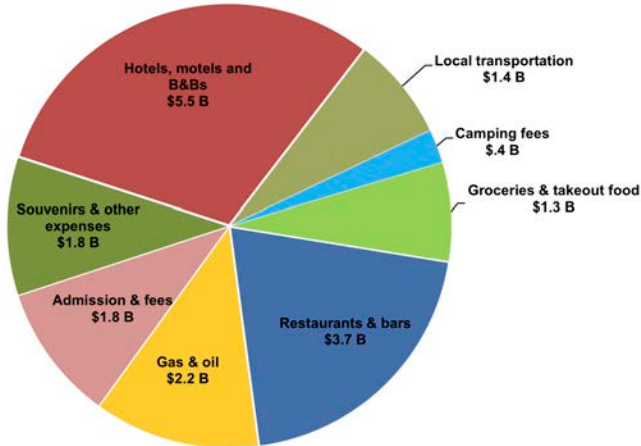
States with the most-visited parks benefited the most. North Carolina parks ranked number 3 out of the top 15 states. The Great Smoky Mountains and Blue Ridge National Park each brought in more than \$1.3 billion in economic input for the state. This is great news for gateway communities in Henderson and Buncombe counties.

## MARK YOUR CALENDARS!

July 9 7:00 to 9:30 p.m.

The first Street Dance of the season will be a historic milestone, marking the **100<sup>th</sup> anniversary of Street Dances** in Hendersonville. The HCTDA will be throwing a special shindig to celebrate. Look for all the details in the next issue of *Tourism Tidbits*. Stay tuned because this is going to be something tourists and locals alike will enjoy!

Visitor Spending by Expenditure Category



## NC Travel Guide Deadline Is Approaching

Information for attractions and accommodations to be listed in the official 2019 *North Carolina Travel Guide* must be submitted to the **Henderson County Tourism Development Authority by July 12**. The *North Carolina Travel Guide* is the official fulfillment piece for Visit North Carolina and is the featured publication at the state's Welcome Centers.

It's imperative that all listings be reviewed to ensure maximum accuracy. Accommodations—including hotels/motels, bed and breakfasts/inns, park/private campgrounds and vacation rentals managed by a company/agency—receive a free basic listing. Don't forget to review the amenities since select ones are noted by icons in the guide listings. Select Attractions receive free listings too.

Visit NC launched a brand-new website this spring. The site focuses on travel information about attractions, accommodations and events across the state. Vacation Rentals that have **less than 10 rental units** are no longer included on VisitNC.com.

To verify your free listing, simply view your page on <https://www.visitnc.com>. If your listing needs to be updated, contact Karen Baker via email at [kbaker@visithendersonvillenc.org](mailto:kbaker@visithendersonvillenc.org). The Visit NC database fuels the information for VisitNC.com and the information for the listings in the official *North Carolina Travel Guide*.

To help ensure accuracy for both industry partners and visitors, all data listings in the VisitNC.com database are entered by local contacts within each of the state's 100 counties. If a destination, lodging, attraction, restaurant or event isn't currently listed or needs to be updated on the website, contact Henderson County's representative, Karen Baker, at the HCTDA.

## Want Your Events Listed in Home for the Holidays Brochure?

The HCTDA is now accepting events listings for our annual **Home for the Holidays** event brochure. Any holiday-related event from early November through New Year's Day will be considered for inclusion. Last year's brochure was a great success, thanks to your help publicizing as many great holidays events in Henderson County as possible to enhance the season for visitors and locals alike. For an events listing form, contact Michael Arrowood, HCTDA events coordinator, at 828-693-9708 or [events@visithendersonville.org](mailto:events@visithendersonville.org).

## SUMMER CONCERTS ROCK!

### Fireworks Will Light Up Music on Main on the 4<sup>th</sup>!

A rousing fireworks celebration will be the grand finale to the Music on Main concert, held on a special day that week—Wednesday instead of the usual Friday evening—in order to celebrate Independence Day with a dazzling display of fireworks, patriotic tributes and recognition of veterans in the audience.



The concert will be held as usual, but there won't be a car show that evening. Festivities begin at 7:00 p.m. and continue later than normal, ending at 9:30 p.m. after the fireworks.

Wishful' Thinking, a four-piece band with a huge regional following, will be playing crowd favorites, including classic beach and oldies tunes.

Please tell tourists and visitors about this free entertainment option. Both the music and the fireworks can be enjoyed from the Visitor Center event area. Bringing a chair is strongly recommended. In case of inclement weather, the festivities will be postponed for an hour; if the weather doesn't improve by 8:00 p.m., the event will be cancelled.

### Send Folks to Monday Night Live

Monday Night Live is offering an eclectic mix of artists in June, giving locals and visitors a chance to hear something different. Concerts are held Monday nights throughout June from 7:00 to 9:00 p.m. at the Visitor Center in Hendersonville.

Virginia and the Slims opened the free concert series on June 4, playing to an enthusiastic crowd of several hundred people. Next, Daniel Sage and a group of local musicians played rock and soul classics June 11, giving the audience a chance to sing along and dance to familiar tunes.

Two more concerts remain. Fronted by an award-winning singer-songwriter, the **Hope Griffin Band will appear June 18** with their catchy, soulful take on folk/Americana music. **Dog Whistle will round out the season June 25**, playing original songs from band member Scott Allen, as well as songs from country greats like Doc Watson, Waylon Jennings, Johnny Cash and Gram Parsons.

## BUSINESS UPDATES



### New Brandy Bar Opens

North Carolina's only brandy bar opened in May on 7<sup>th</sup> Avenue in Hendersonville. Called, appropriately enough, the Brandy Bar, the establishment has a wide selection of imported brandies, as well as local specialty brandies that can't be found at the ABC store. In addition to spirits, the Brandy Bar is serving local food offerings, including roasted nuts and fruit from the Hendersonville Co-op, cheese from Looking Glass and Blue Ridge Mountain creameries, baguettes from Underground Baking and sweets from Vans Chocolates.

Brenda Coates, the owner of the new establishment, began restoring the 100-year-old building in 2016. She says the Brandy Bar is a members-only club, with an admission fee of \$1 for a five-year membership. She plans to allow members to use the space for meetings and parties.

The bar is open Tuesday through Saturday from 2:00 p.m. to midnight. For more information, visit [www.thebrandybar.com](http://www.thebrandybar.com).

### Waverly Inn Earns Top Honor from Reader's Digest

When *Reader's Digest* named its list of the most charming small-town bed and breakfasts for all 50 states, the 1898 Waverly Inn was named tops in North Carolina. Located at 783 North Main Street in downtown Hendersonville, the inn has become well-known for its gracious Southern hospitality that includes a gourmet breakfast, a monthly Sunday brunch and an evening social hour featuring the inn's famous pimento cheese, lemonade, wines and local craft beers.

Tracey and Mike Burnette purchased 1898 Waverly Inn in 2016 and have made numerous improvements. "We are thrilled to be selected by *Reader's Digest* for this honor in a state that is filled with amazing bed and breakfasts from the mountains to the coast," Tracey said.



### Henderson County Lodging Meeting

The Henderson County Tourism Development Authority (HCTDA) has scheduled an important lodging meeting on **Thursday, June 28, at 3:00 p.m.** in the Harvest Room at Hampton Inn on Sugarloaf Loaf Road.

Summer season is in full swing and visitors are flocking to our area. This meeting will cover important information that will impact your business and enhance your property. We respect your time and will try to keep the meeting to an hour. If you can't attend, please send a representative from your property.

Topics for discussion include:

- Updates to VisitNC travel guide and website
- Stay and Play Packages – plenty of tickets still available
- New updates on World Equestrian Games
- Planning for Home for the Holidays
- Room Availability registration/use

Please RSVP to Julie Hayes, HCTDA outreach coordinator, at [outreach@visithendersonvillenc.org](mailto:outreach@visithendersonvillenc.org) or call 828-693-9708.

### Please Update Your Room Vacancies

Henderson County is approaching the peak travel season now that school is out and summer camps are in full swing. It's crucial for accommodations to update their listing on the HCTDA Room Availability Report at <https://www.visithendersonvillenc.org/room-availability> on a regular basis. The report is an easy, convenient way for travelers to see who has a vacant room in Henderson County—and it's more user-friendly for accommodations to report vacancies. The Room Availability page is also a tool the Visitor Center uses to direct guests to area accommodations. We can't share your availability with travelers if you don't share it with us!

If your property hasn't already registered for the program, make sure you do so soon. Every day which goes by that you haven't updated your listing is a day you could miss out on a potential overnight stay. If you haven't joined the Room Availability program and wish to set up an account, contact Karen Baker at [kbaker@visithendersonvillenc.org](mailto:kbaker@visithendersonvillenc.org).

## Pisgah Issues Bear Warning

The Pisgah National Forest is warning visitors to Bent Creek Experimental Forest and Black Balsam in the Pisgah Ranger District to watch out for black bears. There have been a large number of bear sightings and encounters in the past few years, meaning that local businesses which serve tourists should advise them to take precautions to avoid encounters when hiking in these areas. To avoid bear attacks, experts recommend the following:



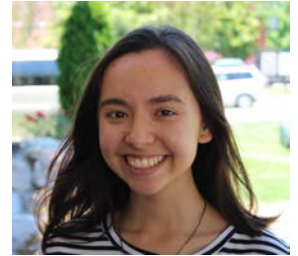
- Keep your dog on a leash in areas where bears are reported.
- If you notice a bear nearby, pack up your food and trash immediately and vacate the area as soon as possible.
- If necessary, attempt to scare the animal away with loud shouts, by banging pans together or throwing rocks at it.
- Don't store food in tents, and don't leave food unattended. Properly store food and scented items like toothpaste by using a bear-proof container.
- Clean up food or garbage around fire rings, grills or other areas of your campsite.
- Never run away from a bear. Back away slowly and make lots of noise. Playing dead isn't appropriate.

For more tips, visit <http://go.usa.gov/czWbW>.

## Meet Our Summer Intern

Lea Allbaugh has been selected as the 2018 college summer intern for the Henderson County Tourism Development Authority. Lea just finished her sophomore year at UNC-Charlotte, where she is pursuing two bachelor's degrees—one in communication studies and a second in dance performance and theory. Lea has already started working in her field. She was a writer for Odyssey Online, where she wrote and edited weekly posts, and for Florence Nightingale Global Health, where she contributed articles about the nonprofit to publications. She is the currently the volunteer communications officer for M.O.V.E. Dance Alliance, where she helps plan events and performances.

Lea is working with the entire HCTDA team to learn about tourism, community outreach, PR and event planning. Please welcome Lea if you see her at the Visitor Center or out and about in the community.



## Direct Tourists Around NC-9 Closure

The massive landslide near Bat Cave—about a mile north of the junctions of 74-A and Highway 9—has closed NC-9 for approximately six more weeks.

## Media Spotlight

- **Mountain Bike Action** – Biking Trails in NC
- **AAA of the Carolinas Go Magazine** – [http://aaatalks.carolinas.aaa.com/go-magazine/carolinas/hanging-out-in-hendersonville-the-apple-of-western-north-carolina-s-eye-43452/?utm\\_source=email&utm\\_medium=GO&utm\\_term=&utm\\_content=Hendersonville-Jun18&utm\\_campaign=Go-Mag](http://aaatalks.carolinas.aaa.com/go-magazine/carolinas/hanging-out-in-hendersonville-the-apple-of-western-north-carolina-s-eye-43452/?utm_source=email&utm_medium=GO&utm_term=&utm_content=Hendersonville-Jun18&utm_campaign=Go-Mag)
- **WLOS TV** – Wayfinding signs – <http://wlos.com/news/local/finding-your-way-around-henderson-county-just-got-easier>

## HCTDA Upcoming Events

June 14 5:00-7:00 p.m.	June 18-25 Monday nights 7:00-9:00 p.m.	June 15 – August 17 Friday nights 5:00-7:00 p.m.	June 26 1:00 p.m.	June 28 11:00 a.m.–noon
Tourism After Five	Monday Night Live	Music on Main	HCTDA Board Meeting	Group Sales Forum
Lazy Otter Outfitters	Visitor Center Stage 201 S. Main Street	Visitor Center Stage 201 S. Main Street	Visitor Center 201 S. Main Street	Visitor Center 201 S. Main Street

## Contact Us

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