

  
**Hendersonville**  
NORTH CAROLINA  
VisitHendersonvilleNC.org  
800-828-4244



# Tourism Tidbits

**March 13, 2018**

A bi-weekly newsletter from HCTDA

## **New Visitor Guide is Here!**

The new edition of the Hendersonville Visitor Guide is now available. The Guide provides information for planning such as: accommodations, restaurants, golf, attractions, family activities, camping, summer camps, and other outdoor recreation. The Guide is also available in a virtual form on the TDA web site at <https://www.visithendersonvillenc.org/travel-guide-2018/files/assets/basic-html/page-1.html>

The Guide is the Henderson County Tourism Development Authority's #1 marketing tool. The Planner is advertised in many national publications such as: Southern Living, Reader's Digest, AARP and many others. We encourage all Henderson County innkeepers to provide a Visitor Guide to their guests, all the activities listed in the magazine may entice them to stay an additional night.

We invite you to drop by the Visitor Center, located at 201 South Main Street, in Downtown Hendersonville, to pick-up a complimentary copy of the Visitor Guide, area brochures and maps, or call us at, (828) 693-9708 or order it online at <https://www.visithendersonvillenc.org/travel-guide> If you would like a case (s) of magazines shipped to your business, call us with your mailing address.. The Visitor Center is open 9-5 Monday through Friday and 10-5 Saturday, Sundays & Holidays.

## **Restaurant Week Runs March 15 - 24**

Restaurant Week is happening March 15-24. It features an impressive variety of restaurants across Henderson County. The 12 participating restaurants include: Bold Rock Hard Cider, Brooks Tavern, Flat Rock Wood Room, Hannah Flanagan's, Never Blue, Old Orchard Tavern, Postero, Season's at Highland Lake, Black Rose Pub, Mezzaluna, The Dugout Taproom & Grill and The Esmeralda Inn. Prix fixe lunch menus are available for \$10 or \$15, and prix fixe dinner menus for \$20, \$30 or \$35. A portion of Restaurant Week proceeds will benefit Dandelion, the job-training cafe in downtown Hendersonville for Safelight, a nonprofit that assists victims of domestic violence. To browse restaurant week menus or make reservations, go to <http://hendersonvillerw.com>

## **2018-2019 Advertising Grants Workshop - March 21st**

HCTDA invites non-profit organizations to apply for advertising funding through the July 1, 2018–June 30, 2019 Grant Program. These grants are awarded annually to Henderson County non-profit organizations for the purpose of promoting events, attractions, and festivals that draw visitors from more than 40 miles outside Henderson County.

In order to be eligible, all applicants must attend the Grant Workshop prior to the grant application deadline. Organizations that do not attend the workshop will not be eligible for a grant. The workshop will be held Wednesday, March 21 at the Henderson County Public Library's Kaplan Auditorium at 10am.

Grants are limited to \$5000 per non-profit organization. Grant applications and guidelines are available on the HCTDA website at <https://www.visithendersonvillenc.org/grants>. Deadline for grant applications to be delivered to the Visitor Center at 201 South Main Street, Hendersonville is on or before Thursday, April 19.

For more information on the grant process, contact Karen at 693-9708 or [kbaker@visithendersonvillenc.org](mailto:kbaker@visithendersonvillenc.org).

## Lunch & Learn Returns

Make plans to join the TDA for the first Lunch & Learn of 2018. The speaker is marketing expert Gary Heisey discussing how to Brand Your Business. He will explain how our brand is more than your name or your logo. It describes the value you bring to your customers and the experience you strive to give them. A good brand will distinguish your company from competitors, attract new customers, improve sales and profitability. In this workshop, you will receive an overview on the elements of a good brand. Mr. Heisey is the former Director of the Small Business Center at Blue Ridge Community College.

Lunch & Learn will be held on Wednesday, March 21, 2018 from 12-1pm at the Visitors Center, 201 S. Main St., Hendersonville. Bring your bag lunch, drinks will be provided. Limited seating.

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

## Summer Concerts are Here

It's that time of year again. The Visitor Center will host free concerts Mondays and Fridays at 7pm from June through mid-August. Monday Night Live, Music on Main, and the 100<sup>th</sup> Anniversary of the Street Dances enhance the visitor experience, increase spending and encourage extended stays. A convenient schedule of all 3 concert series (as well as the classic car shows and Rhythm & Brews) is available in the Visitor Center or online at <http://visithendersonvillenc.org/summer-concerts.pdf>.

Be sure to follow HCTDA on social media, we'll post updates and images throughout the concert season.

## Blue Ridge Parkway Closure

The National Park Service has closed of the Linn Cove Viaduct (Milepost 304) located on the Blue Ridge Parkway from March 1, 2018 through May 24, 2018. The closure is for surface repaving and bridge maintenance. These projects require a full closure of the Parkway, including closure of the trail below the bridge. Linn Cove Viaduct will reopen for Memorial Day weekend.

A traffic detour will be put in place from Milepost 298.6 (Holloway Mountain Rd) to Milepost 305.1 (US 221). Gates will be located at MP 303.6, Wilson Creek Overlook on the north and MP 305.1, US 221 on the south end of the work zone.

Click for more info: <https://www.blueridgeparkway.org/.../upcoming-linn-cove-viad.../>

## Business Update

- **Garlik Vegan Pizza & Dinning** - has opened at 3754 Brevard Rd., Horse Shoe
- **Woodlands Gallery** – has opened in their new location, 419 N. Main St.
- **Team ECCO Aquarium & Shark Lab** - on Main Street has reopened, featuring their new 2,000 gallon shark study tank, open Wednesday-Saturday 1-5pm
- **Saint Paul Mountain Vineyards in Flat Rock** -is now open, 2698 Greenville Highway
- **Dragonfly Café in Flat Rock** - has closed
- **Asheville Outlets** – free shuttle service, click for more info: <https://www.shopashevilleoutlets.com/shuttle>

## Media Spotlight

- **Southern Living Hot Deals** - <http://www.slvacations.com/client/southernpcorp/lm1/custom/rsad.asp?t=142757&search=>
- **Upstate Lake Living** magazine
- **WNC Magazine** –short article on Cider, Wine & Dine Weekend
- **Trifoodies** - <https://triadfoodies.com/2018/03/02/eating-our-way-through-hendersonville-dont-miss-hendersonville-restaurant-week/>
- **Destinations Magazine** – Restaurant Week article

## HCTDA Upcoming Events

March 21 / 12Noon-1pm Lunch & Learn	March 27 / 1pm HCTDA Board Meeting	April 12 / 5-7pm Tourism After Five	April 26 / 11am-12pm Group Sales Forum
Gary Heisey -Branding Your Business Visitor Center, 201 S Main St	Visitor Center 201 S Main St	Blue Ghost Brewery 125 Underwood Rd, Fletcher	Visitor Center 201 S Main St

## Contact Us

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