



# Tourism Tidbits

**March 23, 2020**

A bi-weekly newsletter from HCTDA

## Words of Encouragement

The Henderson County Tourism Development Authority (HCTDA) is delighted to hear that our tourism partners are creating new ways to do business in these troubling times. Businesses are using technology to promote online shopping, placing food orders, promoting their products, hours of operations and so much more.

HCTDA has also been notified of hotels offering rooms for people that need to isolate themselves from their families. This type of room is also ideal for medical personnel, construction workers, government officials or the national guard. The hotel offers individual climate control, so no sharing of air circulating; exterior corridors, keys are hung on door before arrival, direct billing, very little contact with hotel staff and more.

If you have an out of the box idea that you would like to share with the industry, just let us know and we would be happy to pass it along, email Karen Baker, [kbaker@visithendersonvillenc.org](mailto:kbaker@visithendersonvillenc.org).

## Hendersonville Visitor Center Closes to the Public

HCTDA has closed the Hendersonville Visitor Center to the public until further notice. This is in accordance to the recent closure by the state of North Carolina's nine Welcome Centers although the demands of the traveling public have lessened concerning the Coronavirus crisis.

Henderson County TDA staff will continue to provide support during adjusted business hours seven days a week to the local tourism industry through phone calls, emails, social media, and other forms of communications.

The Visitor Guide, along with maps and other brochures are available for pick-up in front of the Visitor Center. The Visitor Center web site is a great resource for closures <https://www.visithendersonvillenc.org/latest-news/breaking-news> and for local restaurants offering carry-out service <https://www.visithendersonvillenc.org/carry-out-food>

For assistance call 828-693-9708 or go to <https://www.visithendersonvillenc.org>

The Henderson County Tourism Development Authority has cancelled the following HCTDA sponsored events. Please pass this on to others:

- Accommodations Meeting / March 18<sup>th</sup>
- Tourism After Five / April 9<sup>th</sup>
- Merchants Meeting / March 25<sup>th</sup>
- Cider, Wine & Dine Weekend / April 16-19

## Coronavirus Update from VisitNC

### Tourism Jobs:

Many of you are seeing the devastating impact that the COVID-19 shutdown is having on tourism businesses in your area and across the state. Now is the time to advocate for federal and state programs that will provide assistance to the tourism industry. Both the U.S. Travel Association (<https://p2a.co/gbHyHOL>) and the N.C. Restaurant & Lodging Association (<https://p2a.co/OgKdUkJ>) can assist with getting your message to elected officials.

SBA Loans - The U.S. Small Business Administration has approved the request for North Carolina's disaster declaration. Eligible applicants may now apply for economic injury disaster loans (EIDLs) as a result of the ongoing effects of COVID-19. These are working capital loans to help small businesses and most private, non-profit organizations of all sizes meet their ordinary and necessary financial obligations that cannot be met as a direct result of the disaster. These loans are intended to assist through the disaster recovery period. (<https://disasterloan.sba.gov/ela>)

For the latest information from the CDC and other authorities go to:

<https://www.visithendersonvillenc.org/wp-content/uploads/Coronavirus-Update.pdf>

The Blue Ridge Community College Small Business Center is a great place to find out more about COVID-19 Disaster Assistance. For more information visit: <https://www.visithendersonvillenc.org/wp-content/uploads/Disaster-Assistance-Loans.pdf>

### “The Power of Thinking/Emotions at Times of Crisis” Free Seminar

HCTDA is sponsoring a free educational session to support your business during this time of uncertainty on **March 25 at 10am**. “The Power of Thinking/Emotions at Times of Crisis” will be a Zoom (online live meeting session) with renowned speaker and author Eli Harari. Mr. Harari, The Thinking Coach, a lecturer, speaker and The Life Coach for over 25 years and has worked with professionals world-wide.

A few spots remain, on a first come, first serve basis. To register call, 828-693-9708 or email [bcarden@visithendersonvillenc.org](mailto:bcarden@visithendersonvillenc.org) to sign up.

### BRCC Small Business Center

Is your business prepared for the Coronavirus? Let our panel of experts in business continuity, supply chain, and healthcare help you respond to and prepare. These experts will take questions and discuss how to ready existing business owners for the potential effects of the novel Coronavirus (COVID-19). Information shared will be invaluable to local business in providing strategies to help minimize susceptibility for future disruptions beyond illness spread such as market fluctuations and weather-related natural disasters. **The free online seminar will be held on March 25 from 2-3pm.**

For details and to register go to:

<https://www.ncsbc.net/reg.aspx?mode=event&event=50400049>

### National Tourism Week Cancelled at NC Welcome Centers

HCTDA participates in greeting visitors on Tourism Day at three regional North Carolina Welcome Centers, I-26 East & West and I-40 West, May 6-8. The events have been cancelled this year, due to COVID-19.

### A Message from AVL

Airports are considered part of the nation's critical infrastructure – important to the movement of not only people in general, but possibly swift and efficient movement of needed goods and services. We must remain open.

Therefore, the dedicated team at AVL is working diligently to keep the airport safe and operational during this uncertain time. To learn about our operational response: <https://flyavl.com/COVID19> (please note that we update this information regularly)

## Contact Us

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