



# Tourism Tidbits

March 31, 2020

A bi-weekly newsletter from HCTDA

## “Kudos” to You!

Since last week, staff continues to hear encouraging stories of team work, determination, and creativity demonstrated by our tourism partners and community as a whole. The Henderson County Tourism Development Authority sends its “Kudos” to each of you for your continued efforts and positive attitude as the world deals with this pandemic crisis. HCTDA continues to receive requests from people around the country for the Vacation Guide and say they are heading to Hendersonville as soon as the crisis is over.

The list of links to numerous business resources continues to be updated and hope you will refer to it often. HCTDA staff is in direct contact with the VisitNC office monitoring the pandemic crisis and also planning strategies on how to quickly get the tourism industry in North Carolina back up and running soon. The HCTDA Board and staff believe that the economy is going to come back quickly with tourism leading the way. Please contact us if there is anything within our powers that we can do to help you during this time. We hope you use this time to take a moment to reflect on how your business was functioning and consider new ideas for your business’s stability and growth. Hopefully, most businesses have added e-commerce as another outreach to potential customers. If not, let us know what we can do to help you add it.

The Visitor Center web site lists restaurants offering take-out food service, <https://www.visithendersonvillenc.org/carry-out-food> If you are not on the list and would like to be email [kbaker@visithendersonvillenc.org](mailto:kbaker@visithendersonvillenc.org) The site also has a directory of closures, cancellations and resources, <https://www.visithendersonvillenc.org/latest-news/breaking-news>

Thank you for all you have done for tourism and look forward to a bright tourism future after this crisis is over. We have weathered other difficult times and have confidence in you, are tourism partners, that we can do it again!

## VisitNC COVID-19 Update

**Federal Stimulus Package:** The U.S. Travel Association held a webinar on March 30<sup>th</sup>, breaking down the CARES Act stimulus package. A recording of the webinar will be available on their website tomorrow. U.S. Travel also has a summary of benefits, [https://www.ustravel.org/sites/default/files/media\\_root/document/CARESAct.pdf](https://www.ustravel.org/sites/default/files/media_root/document/CARESAct.pdf) plus a guide to eligibility, [https://www.ustravel.org/sites/default/files/media\\_root/document/CARE-Act-Eligibility.pdf](https://www.ustravel.org/sites/default/files/media_root/document/CARE-Act-Eligibility.pdf)

**Statewide Stay At Home Order:** As of 5 p.m. on March 30<sup>th</sup>, the entire state is under a Stay-at-Home order, <https://files.nc.gov/governor/documents/files/EO121-Stay-at-Home-Order-3.pdf> from Governor Roy Cooper. The Executive Order provides exemption clarification for restaurants and hotels regarding essential services, [https://ncrla-covid-19.org/wp-content/uploads/2020/03/FAQ-SAH-Order\\_FINAL-1.pdf](https://ncrla-covid-19.org/wp-content/uploads/2020/03/FAQ-SAH-Order_FINAL-1.pdf) Restaurants and facilities that prepare and serve food, but only for consumption off-premises, are considered essential businesses and are exempt from the executive order. Hotels providing essential services are also exempt, as are airlines, buses, taxis and ride-share services. However, in areas where local government rules have more restrictive requirements, those orders must be followed.

**Tourism Jobs:** The Economic Development Partnership of North Carolina is posting and updating a list of current companies that have job openings across the state, <https://edpnc.com/north-carolina-immediate-employment-opportunities/>. Some industries are ramping up production during the crisis and have immediate openings.

**RESOURCES:** A list of tourism and business resources is being regularly updated: <https://partners.visitnc.com/covid-19-industry-resources>

## Free Webinars

**April 1** / 10am / Visit NC will host a webinar "React. Respond. Initiate." Learn how consumer insights, crisis research and traveler sentiment are driving Visit NC's marketing and communications strategies during COVID-19.

<https://register.gotowebinar.com/register/1271505339020381965>

**April 2** / 2-3pm / Blue Ridge Community College Small Business Center offers Keeping Customers and Employees Safe During Unsettling Times. This session will show you how to draft a disaster preparedness policy outlining how people should work from home, how to handle travel, what to do about meetings and more. <https://www.ncsbc.net/workshop.aspx?ekey=50400054>

**April 4** / 9:30-10:30am / Blue Ridge Community College Small Business Center offers Promoting Your Business and Products During a Crisis (Marketing) webinar. Sales will automatically start to slow in most businesses just because of the global pandemic, so it's more important than ever to proactively promote your business and remain on everyone's radar.

<https://www.ncsbc.net/workshop.aspx?ekey=50400055>

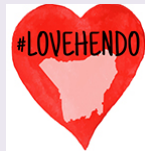
**April 8** / 12:10-1pm / JB Media Institute's Sarah Benoit will share How to Use Instagram Stories Effectively as a Brand and Have Fun Doing It! She will go over simple tips for businesses and organizations that can help your brand connect with people in a more visually impactful and personal way. <https://jbmidiagroupplc.com/free-webinar/>

**April 9** / 9:30-10:30am / Blue Ridge Community College Small Business Center discusses How to Manage Employees As Coronavirus Spreads. Setting expectations and clearly communicating requirements to them will be critical to success. Consider alternative methods for work such as allowing for remote work when possible and adopting flexible sick time policies.

<https://www.ncsbc.net/workshop.aspx?ekey=50400057>

### #LoveHendo

The Friends of Downtown Hendersonville partnered with other local organizations and residents to develop the #LoveHendo web site. Check the site for a list of participating Henderson County businesses.



Support local businesses by purchasing gift cards, to give as gifts or future shopping trips. Many businesses are offering curbside pick-up and delivery services. Click to learn more: <https://www.lovehendo.com/>

### Hendersonville Ranked in Top 10 in 2 Readers Polls!

In the Southern Living "The South's Best 2020 poll", Hendersonville came in at #9 in The South's Best Mountain Towns category, <https://www.southernliving.com/souths-best/mountain-towns>

USA Today's "10 Best Readers 2020 poll" ranked Sierra Nevada, #10 in the Best Beer Tour category, <https://www.10best.com/awards/travel/best-brewery-tour-2020>

### Cancelled HCTDA Sponsored Events

Please pass this on to others.

- Tourism After Five / April 9<sup>th</sup>
- Cider, Wine & Dine Weekend / April 16 - 19
- FAM Tour May 5<sup>th</sup>

**NOTE:** A decision about continuing with the plans to hold Garden Jubilee during the Memorial Day Weekend, May 23 & 24, 2020, will be made in mid-April.

## Contact Us

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