



Tourism Tidbits

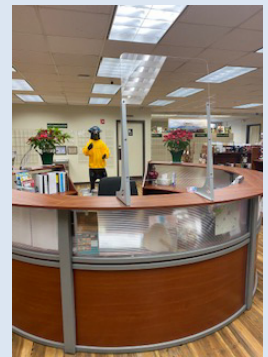
May 21, 2020

A bi-weekly newsletter from HCTDA

Visitor Center to Reopen

The Visitor Center is busy making plans to reopen to the public on Saturday, May 23rd. The staff is excited to once again welcome guests to Hendersonville, but we must use new protocols to keep everyone safe. We are following guidelines set by the CDC and the NC Department of Health.

The Center looks a bit different limiting public access to the many pieces of literature that we stock, all of the brochures are available, but they will be handed to them by the staff. An hourly cleaning schedule has been developed to insure surfaces are wiped down. We will be limiting the number of guests in the building at one time to no more than ten. There are two sneeze guards on the counters that have a six-inch opening at the bottom to pass things to the customer to avoid personal contact.



The Visitor Center will resume regular operating hours, Monday – Friday 9am-5pm, Saturday, Sunday & Holidays 10am-5pm.

Garden Jubilee Nurseries and Orchards Tour Happening this Weekend!

This year's Garden Jubilee Nurseries and Orchards Tour is going to offer festival goers a whole new shopping experience. There are a variety of nurseries, orchards and craft vendors participating. The list of businesses joining in keeps growing, it is best to check the Henderson County Tourism Development Authority's (HCTDA) web site before heading out, so you miss out on some great merchandise. The self-guided tour gives people the option to map out their own route starting at the business of their choice.



The brochure features 15 nurseries and orchards, located around Henderson County. They will be hosting an assortment of craft vendors on their property. Visit the HCTDA web site for a complete list of participants and their products, <https://www.visithendersonvillenc.org/garden-jubilee> A directory of crafters being hosted by the venues is also available online.

The brochure is available for download on the HCTDA web site, <https://www.visithendersonvillenc.org/wp-content/uploads/2020-Garden-Jubilee-NurseriesOrchard-Tour.pdf>

While you are out and about take a stroll along Main Street. Stop by the Visitor Center to pick up a Downtown shopping and dining guide.

If your business would like a supply of brochures, call the Visitor Center at, 828-693-9708. We will package the brochures and have them waiting outside for you to pick up on the day the for your choosing.

VisitNC Update

Visit NC has teamed up with the N.C. Restaurant & Lodging Association, NC Department of Health & Human Services and NC State University on an innovative public health initiative for safely reopening restaurants and other businesses while addressing consumers' need for trustworthy standards. Count on Me NC, <https://countonmenc.org>, centers on an evidence-based training program that provides specific guidance to restaurants, hotels, attractions and other businesses on best practices for North Carolina's phased reopening : COVID-19 stay-at-home order.



A companion public relations component will encourage consumers to join the effort to keep everyone safe with a Guest Pledge, <https://countonmenc.org/guest-pledge>. The campaign will also direct consumers to look for certificates and Count on Me NC logos for assurance that a business has completed the business has completed the voluntary, not cost training, <https://countonmenc.org/business-training>

AAA Expects Vacationers Will Explore America's Backyard

AAA.com/travel online bookings have been rising, though modestly, since mid-April, suggesting travelers' confidence is slowly improving. When it is safe to travel, AAA predicts vacationers will prefer U.S destinations, mostly local and regional locations, and the great American road trip.

The expected rebound in domestic vacations aligns with trends AAA anticipated for summer 2020 pre-COVID-19. In a February AAA Travel survey, 90% of the 173 million Americans who had summer vacations on the books planned to take a U.S.-based vacation. AAA travel experts say that's common during a presidential election year, when many travelers hold off on international travel because they want to see how the election will affect the economy or international relations. This year, the phenomenon is amplified by concerns about the pandemic.

AAA expects vacationers will gravitate to road trips and family bookings including air, car, hotel and activities to destinations in the U.S., Canada and Mexico. Shortly thereafter, assuming international travel restrictions are lifted, we expect to see more demand for tropical destinations and a wider range of international travel.

Source: AAA

Free Webinars

- **May 26** / 4-6pm / Marketing Your Business / <https://www.ncsbc.net/workshop.aspx?ekey=50400100>
- **May 28** / 4-6pm / Selling Online on Amazon and Etsy / <https://www.ncsbc.net/workshop.aspx?ekey=50400083>
- **June 1** / 4-6pm / How To Use Zoom for Online Success <https://www.ncsbc.net/workshop.aspx?ekey=50400101>
- **June 4** / 4-6pm / Using Facebook and Instagram to Build Your Business <https://www.ncsbc.net/workshop.aspx?ekey=50400084>

Small business financial assistance and guidelines are available at: <https://www.visithendersonvillenc.org/covid-19-information>

HCTDA Sponsored Events

- **Revised Garden Jubilee / May 22 – 25** featuring Nurseries & Orchards
- **HCTDA Board Meeting / May 26** / Cascades Mountain Resort
- **NOTE:** A decision about holding the HCTDA summer concerts in June, will be made in late-May.

NC Department of Health and Human Services Easing Restrictions, Materials & Resources

Restaurants:

<https://files.nc.gov/covid/documents/guidance/NCDHHS-Interim-Guidance-for-Restaurants-Phase-2.pdf>

Retail Businesses: <https://files.nc.gov/covid/documents/guidance/NCDHHS-Interim-Guidance-for-Retail-Businesses-Phase-2.pdf>

Materials & Resources: <https://covid19.ncdhhs.gov/materials-resources>

North Carolina Moves Into Phase 2

Phase 2 begins at 5:00 pm on Friday, May 22, 2020 and remains in place until June 26, 2020, unless changed or cancelled.

Lifts the Stay at Home Order and moves the state to a Safer at Home recommendations

- Allows restaurants to open for on-premises dining with limits on occupancy, specific requirements for disinfection of common spaces, and six feet between each group of customers sitting at each table
- Allows child care businesses to open to serve all children, as long as they follow state health guidelines
- Allows overnight camps to operate, following specific public health requirements and guidance
- Allows personal care, grooming, massage, and tattoo businesses to open with specific requirements for disinfection of equipment, face coverings for the service providers, six feet of distance between customers, and at 50 percent reduced occupancy
- Allows indoor and outdoor pools to open with 50 percent reduced occupancy, following specific public health requirements.
- Allows people to gather together for social purposes, so long as they do not exceed the mass gathering limit of 10 people indoors and 25 people outdoors
- Allows sporting and entertainment events to occur in large venues for broadcast to the public, so long as the events occur in large venues and spectators are limited to the mass gathering limit of 10 people indoors and 25 people outdoors

The Phase 2 Executive Order does not change the following:

- The Three Ws (Wear, Wait, Wash) should be practiced
- Public playgrounds remain closed
- Bars and nightclubs remain close
- Movie theaters, museums, bowling alleys, amusement parks, arcades, and skating rinks remain closed
- Bingo parlors and other gaming establishments remain closed
- Teleworking continues to be encouraged whenever possible
- Visitation at long-term care facilities remains restricted, except for certain compassionate care situations

The following facilities that operate within an indoor space remain closed: spas, exercise facilities, gyms, fitness studios, martial arts facilities, dance studios, trampoline and rock-climbing facilities, roller skating rinks, ice skating rinks, and basketball courts.

For more details go to: <https://files.nc.gov/governor/documents/files/Phase-2-FAQ.pdf>

Media Spotlight

- **WSPA-TV** / Garden Jubilee / <https://www.wspa.com/video/garden-jubilee/5525923/>
- **Capital at Play** e-newsletter / Garden Jubilee
- **The Mooresville Tribune** / Garden Jubilee
- **The828.com** / Garden Jubilee / <https://the828.com/2020/05/18/jubileetour>
- **Asheville Citizen-Times** / Garden Jubilee / Citizen-Times / <https://www.blueridgenow.com/news/20200510/tda-column-2020-garden-jubilee-and-summer-tourism-in-hendersonville>
- **The Griffon** / 108th National Training Command Newspaper
- **The Destination Magazine** / <https://thedestinationmagazine.com/when-the-time-is-right-hendersonville-awaits/>
- **NCBlueRidge.com** / <https://www.ncblueridge.com/event/garden-jubilee/2020-05-22>



COVID-19 Updated Resources

For COVID-19 resources and small businesses information go to: <https://www.visithendersonvillenc.org/covid-19-information>

Click for a list of restaurants offering take-out food service: <https://www.visithendersonvillenc.org/carry-out-food>

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