



Tourism Tidbits

November 14, 2016

A bi-weekly newsletter from HCTDA

Wildfire at Party Rock

North Carolina Governor Pat McCrory visited the Lake Lure Command Center Monday morning. He compared the wildfires burning in Western North Carolina to California wildfires. He is most concerned about the Party Rock and Burke County fires.

The Party Rock fire in the Lake Lure/Chimney Rock area covers 2,400 acres and is about 15 percent contained. McCrory said that 376 firefighters are working on the fire and that the Party Rock fire is the second-highest priority fire in the United States. The fire is threatening about 40 businesses and some homes.

McCrory said the top priorities are firefighter safety, containment and structure protection. He also said 75 fire trucks are working on the fires and that crews include firefighters from California, Alaska, and other states. He said there have been no fatalities or injuries reported. "We're hoping for the best and preparing for the worst," McCrory said.



Air quality in much of WNC is unhealthy for sensitive groups, the state Department of Environmental Quality said. It issued a warning that similar conditions will occur in 12 WNC counties -- those from Yancey, Buncombe and Henderson counties west to the Tennessee state line. DEQ defines sensitive groups as "children, active people, older adults, and those with heart or lung disease (like asthma)". For road closures visit

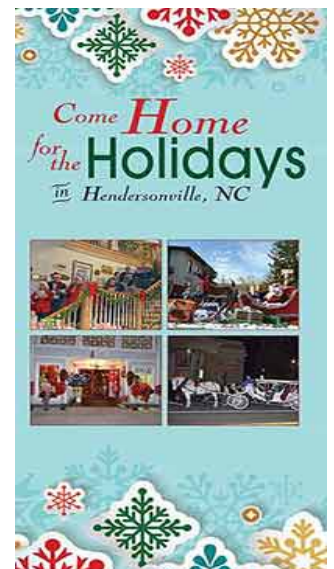
<http://www.localconditions.com/weather-lake-lure-north-carolina/28746/traffic.php>

Home for the Holidays

A second printing of the 2016 *Home for the Holidays* brochure has arrived at the Visitor Center. The brochures have been very popular and are flying out the Visitor Center like hotcakes. The brochure is packed with events and activities happening in Hendersonville this holiday season. Stop by the Visitor Center to pick-up a supply of brochures and a poster for your business.

The holiday activities start next week with the Lighting of Downtown, the day after Thanksgiving. The events continue through New Year's Day. The brochure is available for download at:

<http://www.visithendersonvillenc.org/holidays.htm>



Mountain Area Workforce

Henderson County Tourism Development Authority is working with the Mountain Area Workforce Development Board to develop a tourism career pathway in Western North Carolina. Many businesses in the tourism industry in Henderson County are struggling to hire and retain qualified and reliable employees. The survey results will be used to expand services and educational opportunities through a certified career pathway to current and potential employees in the regional tourism industry.

The information you share in the survey will not be linked to your company name in the summary report. The collective data from all participating businesses will be compiled and distributed to the NCWorks Career Centers across our region and used for advising individuals on career options in the tourism industry. You will receive a copy of the survey results and marketing materials that are developed.

The HCTDA Board would appreciate your candid and timely input. Thank you in advance for completing this important survey by Wednesday, November 23. Survey results should be available in December.

Should you have questions, please contact Barbara Darby at barbarad@landofsky.org or call her at 828.231.6611 or Beth Carden, HCTDA Executive Director, with questions concerning the importance of participating in this survey at 828.693.9708.

Henderson County TDA is asking for input from those providing tourism products and services to the numerous visitors coming to our area. Please help us in developing a much-needed pipeline of workers for this growing tourism industry by taking time to fill out the brief survey. Just click this link <https://www.surveymonkey.com/r/LXP5TGB>

Sierra Nevada Wins Gold & Silver Medals at European Beer Competition

With 2,103 beers from 44 countries, the competition for one of the most sought-after prizes in the international brewing world received a record number of entries. Sierra Nevada Torpedo Extra IPA won the gold medal in the Traditional India Pale Ale category and Pale Ale won the silver medal in the Traditional Pale Ale category. "We are delighted to have received this honor," said Steve Grossman, International Sales for Sierra Nevada Brewing Co. "To be recognized on the world stage as leaders in American-style IPA and pale ale is humbling. It's our intention to continue to innovate at our Chico, CA, and Mills River, NC, locations, merging traditional brewing techniques with contemporary advances to help grow the craft beer business around the world."

Holiday Street Lighting November 25

Christmas season officially begins in downtown Hendersonville November 25, the Friday after Thanksgiving, with the Holiday Street Lighting and Santa's Arrival.

People gather on the Historic Courthouse Square at 5:30 p.m. for carols, hot chocolate and cider. Santa flips the switch to light two trees on the Courthouse Plaza and displays along the street. This year's display includes more than 5,000 additional lights.

Once downtown is aglow, Mr. Claus greets children in the courthouse. After Friday's festivities, he will reside in the Santa House at Sixth and North Main streets until Christmas.

For events: <http://www.visithendersonvillenc.org/holidays.htm>

Business Update

- **Chimney Rock Park** - closed until further notice due to the wildfire and air quality
- **Pisgah Forest Gem Mine & Gifts** - opens on Friday, November 25 in Downtown Hendersonville, at 507 N Main St
- **Lyda Farms** – has closed for the season.

HCTDA Upcoming Events

November 15 /1pm
TDA Board Meeting
Visitor Center, 201 S. Main St.

November 17 / 5-7pm
Group Sales Forum
BRCC Continuing Ed Bldg., Rm 122

November 24
Thanksgiving
Visitor Center-Closed

December 8 / 5-7pm
Tourism After Five
Jongo Java, 117 S. Main St.

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