



Henderson County Tourism Development Authority □ 201 South Main Street □ Hendersonville, NC 28792 □ 828.693.9708

*"Promoting Travel to Henderson County for the  
Economic Benefit of All"*

- Henderson County Tourism Development Authority's Mission Statement

Presentation to the Henderson County Board of Commissioners  
April 17, 2013

History/Legal

1. Travel & Tourism Department
  - a. Founded in 1980s
  - b. Basically, a committee/department of County Government
    - i. Appointments
    - ii. Budget Adoption
    - iii. Facilities/Personal Property
  
2. Henderson (County) Tourism Development Authority
  - a. House Bill 1215 – Ratified on July 3, 2012
  - b. Effective on September 1, 2012
    - i. Inter-Local Agreement between Henderson County and the TDA
      1. Expires on June 30, 2013
  - c. Tax Revenues (5% of gross room receipts)
    - i. Paid to County – distributed to the TDA
      1. County receives 3% of the first \$500,000 and 1% of any additional for administrating and collecting the tax
    - ii. Promote travel and tourism
      1. Advertise or market the area or an activity
      2. Publish/distribute materials
      3. Conduct market research
      4. Engage in promotional activities that attract tourists or business visitors to the area
      5. Administrative expenses
    - iii. Expending net proceeds to increase the use of lodging facilities, meeting facilities; convention facilities

3. What is the TDA?
  - a. Membership
    - i. 3 members appointed by Henderson County (Chairman)
    - ii. 3 Members appointed by City of Hendersonville
    - iii. 1 Member appointed by Village of Flat Rock
    - iv. 1 Member appointed by Town of Fletcher
    - v. 1 Member appointed by Chamber of Commerce
  - b. Authority – a municipal corporation, as defined by the Local Government Fiscal Control Act
  - c. Legal Body under North Carolina Law
    - i. Open Meetings Law
    - ii. Adoption of Budget
    - iii. Audit Report – Component Unit
  
4. Overview of the Travel Industry
  - a. 2012/2013 – Cautious Optimistic
    - i. Occupancy percentages are moving up nationally and locally
    - ii. Travel is changing
      1. Last minute planning
      2. Seeking value/packages
      3. More shorter trips
      4. Using technology
      5. More active activities
      6. Lots of competition
    - iii. Brand Messaging
      1. You must standout
      2. Unique experience
      3. Stay connected
  
5. Importance of Tourism to Henderson County (2011 NC Division of Tourism)
  - a. Impact of \$209.4 Million Dollars (+3.1%) and 17<sup>th</sup> county in state
  - b. 1,930 jobs are directly attributable to tourism with \$36 Million in payroll
  - c. Governmental revenues from travel amounted to \$19.1 Million Dollars
  - d. \$176.97 in tax savings for each county resident
  
6. Henderson County Research and Strategic Planning
  - a. Young Strategies, Inc.
    - i. Visitors Research/Statistics
      1. Market data
      2. Analysis of attractions; dining; retail
      3. Review all current travel promotions and marketing efforts
      4. Review the latest travel trends
    - ii. Lodging Survey and Market Analysis
    - iii. Visitor Profile On-line Survey
    - iv. Final Report – Late fall of 2013
      1. Strategic Plan including short and long term goals

7. "Stay and Play" Ticket Program
  - a. Initially purchased \$25,000 worth of tickets to the Flat Rock Playhouse
  - b. Worked with our local accommodations to develop and promote packages for 2 free tickets to the Playhouse for a two night stay
  - c. Program was credited as one of the reasons that the request for the additional occupancy tax was withdrawn by Playhouse
  
8. Other Activities since September 1, 2012
  - a. Organize legal and administrative functions
  - b. Hosted first – Annual Tourism Conference
  - c. Joined and attended National American Bus Association Conference
  - d. Reformatted – Travel Planner
  - e. Expanded Marketing Campaign
  - f. Developed Co-Op Ads in major publications
  - g. Revised Grant Program to meet new legislation
  - h. New permanent stage
  
9. Future Initiatives
  - a. 20<sup>th</sup> Garden Jubilee (Vendor Fees and Sponsors)
  - b. Music on Main Concert Series (Sponsors)
  - c. New TDA Website
  - d. Automated accommodations program
  - e. Develop relationships with other groups
    - i. Local Organizations
    - ii. Travel Industry – Regional and Statewide