



UPDATE FROM THE EXECUTIVE DIRECTOR

I'm happy to report 2023 was another exciting year for the Henderson County Tourism Development Authority, as we continued building momentum from last year's launch of a new branding campaign. In addition to elevating our profile with travelers, the new branding and messaging also increased engagement from tourism stakeholders and the community at-large.

Here are just a few of this year's highlights:

- Focused on continued strategic growth across all of our marketing and PR channels, including continued improvements/content additions to VisitHendersonvilleNC.org
- Launched new marketing programs for partners
- Created a professional photography program to benefit tourism stakeholders
- Conducted a countywide photo shoot for images to deploy across multiple platforms
- Awarded almost a half million dollars in Henderson County tourism grants funding marketing, events, and destination enhancement (or capital) projects
- Supported the Ecusta Trail with investments of \$2.5 million (over 5 years)
- Broke ground on complete redesign/upgrade of the Welcome Center and TDA offices

HCTDA gets its direction from the legislation that sets up the way we're funded – via occupancy taxes paid by visitors staying overnight in the county. How we use this money is determined by law: at least two-thirds goes for marketing to attract more visitors, and the remaining third is allowed to go to building and improving the tourist spots they come to see.

I'd like to extend my heartfelt gratitude to all those who contribute to our vibrant destination. The HCTDA remains committed to nurturing the growth of our tourism economy while maintaining the community's character and charm. We strive to both promote tourism and preserve the qualities that make Henderson County special for all who cherish it.

Michelle Owens, Executive Director
Henderson County Tourism Development Authority

IMPACT OF TOURISM ON HENDERSONVILLE

\$413.32 Million

TOTAL 2022 VISITOR SPENDING IN HENDERSON COUNTY



According to the 2022 Visit NC Economic Impact Study, there was \$413,320,000 in visitor spending in Henderson County.

According to the 2022 Visit NC Economic Impact Study, there were 2,600 jobs attributable to tourism in Henderson County.

According to the 2022 Visit NC Economic Impact Study, visitors bring in \$265.57 resident tax savings annually due to tourism.

Zartico's analysis of in-market credit card data from 2023, obtained from a sample of visitors, reveals that visitor spending in Henderson County accounted for 27.9% of total expenditures last year. Notably, visitors accounted for 41% of spending on restaurants and 66% of spending on attractions.

Since 2017, the HCTDA has spent almost \$4 million in local community improvements and tourism industry projects; more than half of that spending has been since 2021.

\$265.57

TAX SAVINGS PER HENDERSON COUNTY RESIDENT

2,600

2022 TOURISM INDUSTRY SUPPORTED JOBS

VISITOR PROFILE

VISITOR SPENDING BY CATEGORY	\$
Food	\$130.37 Million
Lodging	\$97.62 Million
Transportation	\$95.08 Million
Outdoor Recreation	\$56.39 Million
Shopping	\$33.87 Million

Source: VisitNC 2022 Economic Impact Study

2023 VISITOR TRENDS



DAY TRIP:
42.7%

VS.

OVERNIGHT TRIP:
57.3%

TOP 5 ORIGIN MARKETS

CITY, STATE	%
Charlotte, NC	15.4%
Raleigh-Durham, NC	5.4%
Atlanta, GA	5.3%
Greenville-Spartanburg, SC	4.6%
Columbia, SC	4.6%

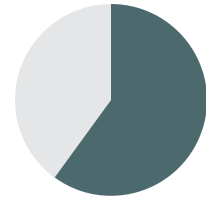
Source: 2023 Zartico Data

2023 ADVERTISING HIGHLIGHTS

38 Million +
TOTAL ADVERTISING IMPRESSIONS

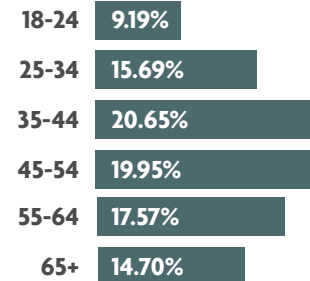
WEBSITE METRICS

USER DEMOGRAPHICS



■ Female: 58.35%
■ Male: 41.65%

AGE DEMOGRAPHICS



Total Page Views: 1,255,391 Total Users: 449,886
Average Pages Viewed: 2.09 New Users: 452,563

TOP 5 USER LOCATIONS

STATE	# OF USERS
North Carolina	142,266
Georgia	69,351
Florida	46,504
South Carolina	36,165
Tennessee	26,476

SOCIAL MEDIA METRICS



Increase of followers in 2023: 5,102 (66% increase when compared to 2022)

Engagement earned in 2023: 207,600 (60% increase when compared to 2022)

2023 PR HIGHLIGHTS

211
PIECES OF
MEDIA COVERAGE

408M
ONLINE
READERSHIP

5.9M
PRINT
CIRCULATION

TOP CLIPS

- SouthernLiving.com, March 7, "Prepare To Be Charmed By Hendersonville, North Carolina"
- MSN.com, May 1, "FUN Things to Do in Flat Rock NC on a Day Trip"
- Thrillist, Aug. 29, "This Small Town in North Carolina Is the South's Most Charming Fall Getaway"
- AAA Living, Sept. 1, "Best Places to Pick Apples"
- Wine Enthusiast, Oct. 5, "In NC's Newest AVA, Altitude Extremes Yield Viticultural Opportunities"
- Our State Magazine, Nov. 1, "Raise a Glass to Crest of the Blue Ridge"

2023 PARTNER PROGRAM HIGHLIGHTS

HENDERSONVILLE BRANDING WORKSHOP:

The TDA invited members of the community to the first ever "Branding Workshop," facilitated by our advertising agency, Paradise. Participants learned about how to build or strengthen their brand, learned about best practices for small businesses, and had a chance to meet with each other to share ideas and make connections.

HENDERSONVILLE BUSINESS "SPEED DATING" EVENT:

The TDA hosted a business speed dating event. Local business leaders (or owners) had the opportunity to meet a wide variety of stakeholders in a way that might not have happened organically. Business owners spent time with each other, sharing best practices, finding ways to build visitor packages, and exploring how their businesses can work together to enhance the visitor experience in Hendersonville.



Hendersonville
NORTH CAROLINA

FY 2023 HENDERSONVILLE
TOURISM REPORT

