**Partner Training Guide: Orchard Trail**

**Maximizing the Program for Your Business**

**Introduction**

The Henderson County TDA is excited to launch this seasonal initiative, designed to highlight the region’s beloved local orchards and farm experiences.

This digital itinerary will help you and your staff understand how to promote and engage customers with the new mobile-friendly trail program, launching August 20.

**How the Orchard Trail Itinerary Works**

**Itinerary Style**

This pass is designed as a visit-based experience—users simply check in and “check off” that they visited your farm using GPS on their phones at participating locations.

**How Easy It Is for Customers**

* **Sign Up**: Visitors register online and instantly receive their mobile pass via email and text.
* **Visit & Check-In**: When they visit your farm, they check in by clicking “check-in” on the pass (no staff interaction required).

**Benefits for Your Business**

* Increased visibility and foot traffic, especially during fall tourism season.
* Cross-promotion through TDA’s marketing campaigns and regional media.
* Access to visitor data and check-in stats to help track engagement.
* Seamless in-store experience—no physical stamping, no paper trail.

**How to Promote the Orchard Trail in Your Business**

**In-Store Promotion**

* Train staff to **mention the Orchard Trail** at key customer touchpoints.
* Say something like: “Are you checking out other stops on the Orchard Trail? It’s a fun way to explore local farms and enjoy the season!”
* Display TDA-provided materials like **window clings** and **counter signs**.
* Place **QR codes** in visible spots to make sign-ups fast and easy.

**Social Media**

* Post about the trail using provided graphics and sample captions.
* Tag @VisitHendersonvilleNC in your posts.
* Use sample captions provided by the TDA

**What Your Staff Should Know**

Have a quick “cheat sheet” (provided by TDA) available and discuss the following in your next staff meeting:

* How customers sign up (QR code or website)
* How they check in (click “check-in” when inside location)

**Frequently Asked Questions**

**What is the Orchard Trail?**
The Orchard Trail is a free, digital experience that lets you easily explore local orchards throughout Henderson County. With a mobile-friendly itinerary, visitors can effortlessly navigate from farm to farm, check in using their phones, and enjoy the best of the season—all without needing to download an app.

**How do I join?**
"Just scan the QR code or go to <https://visithendersonvillenc.org/apples> to sign up—it’s totally free and works on your phone!"

**Is there an app to download?**
Nope! It’s all web-based—super simple. You can save the trail to your home screen.

**What Your Business Needs to Do**

**5. Next Steps**

* Ensure all staff members are trained and comfortable explaining the program.
	+ Have a short in-person walk through at your next staff meeting
	+ Go over the “cheat sheet” and FAQ’s provided by the TDA
	+ Encourage them to get the pass and experience it for themselves!
* Actively mention the program to customers in-store and online.
	+ HERE’S WHAT YOU CAN DO ONLINE:
		- Comment or reply to visitors asking about your farm.
		- Include a blurb about the trail in captions, events, newsletters.
		- Encourage/repost User Generated Content
	+ HERE’S WHAT YOU CAN DO IN-PERSON:
		- **Reference signage:** “That’s the Orchard Trail digital pass; you can scan the QR code to explore all the local orchards!”
		- **When talking to customers:** “If you’re exploring local farms, be sure to check out the Orchard Trail — we’re one of the stops!”
* Monitor customer participation and adjust engagement strategies as needed.
	+ Let the TDA know what is working and what is not
	+ Let TDA know if there are any questions that come up a lot
	+ Let TDA know if they can help in any way

**Final Notes**

* Encourage customers to sign up and participate—it’s easy and free.
* Stay in touch with the TDA for marketing materials and updates.
* Email Ashley Downer for your **FREE** partner toolkit.

**Partner Resources Page:**



**Contact Information:**

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