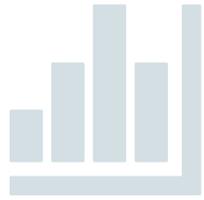


Concerts, Entertainment & Attractions

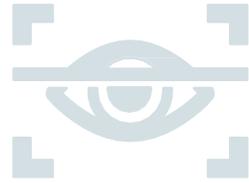


Live Entertainment Industry Trends



PROGRESS SLOWING

Post-pandemic progress is slowing down. Major industry names are taking risks by inflating ticket prices and testing fans' spending limits. Reports show empty seats and lower turnouts, and music festivals that once sold out in minutes have struggled to do so during the booking season of 2025.



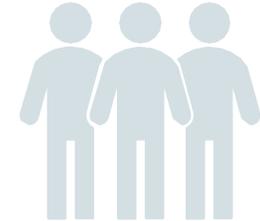
NEW TECHNOLOGY

Immersive experiences are becoming more common, with the Las Vegas Sphere setting a new standard to differentiate live events from at-home entertainment. Concerts are using advanced technology to create enhanced visual experiences for audiences.



SOCIAL MEDIA MARKETING

Social media and streaming have made it easier to discover artists, boosting demand for live music. Platforms like TikTok, Facebook Watch, and IGTV allow entertainers to connect with audiences and offer fans new ways to experience live events.



EXCLUSIVE EVENTS

While large-scale festivals remain popular, demand is increasing for smaller concerts that offer a personal, immersive experience, allowing attendees to connect with artists on a deeper level. Artists recognize the value of these performances and are incorporating them into tour schedules.

Sources: Statista, Live Nation, Variety

Entertainment Market Overview

Henderson County and the surrounding areas feature a range of entertainment venues that support live music, theater, film, and cultural events year-round, contributing to a vibrant arts scene.

- Notable facilities within Henderson County include the Flat Rock Playhouse and the Sierra Nevada Amphitheatre. The Flat Rock Playhouse is a historic performing arts theater, and the Sierra Nevada Amphitheater hosts live music events at the Brewery.
- Additionally, many local restaurants, breweries, and small businesses play a key role in supporting the music and arts scene by featuring regular live performances and creative events.



Henderson County

Entertainment Venues: Within 30 Miles of Hendersonville

Hunden analyzed all music and entertainment venues within 30 miles of Hendersonville that reported event data to Pollstar, a national provider of entertainment industry data.

There were 21 total venues that were an average of 21 miles away from Hendersonville. On average, they hosted 47 events in 2025.

The area is well supplied with music and entertainment venues across a broad range of capacities and venue types.

HENDERSON COUNTY AREA MUSIC & ENTERTAINMENT VENUE SUPPLY

Venue	Venue Type	Location	Capacity	Miles From Hendersonville	Estimated 2025 Events	Reported Box Office Events	Avg. Attendance	Avg. Occupancy %	Avg. Ticket Price
ExploreAsheville.com Arena	Complex	Asheville	7,200	20	45	3	2,631		
Asheville Yards Amphitheater	Amphitheatre	Asheville	4,300	20	34	1	4,215	98%	\$61
Thomas Wolfe Auditorium	Auditorium / Theatre	Asheville	2,431	20	8	5	1,619	71%	\$56
Whittington-Pfohl Auditorium	Open-Air	Brevard	1,800	7	4	---	---	---	---
Pisgah Brewing Company	Amphitheatre	Black Mountain	1,500	17	13	2	710	47%	36
Hazel Robinson Amphitheatre	Amphitheatre	Asheville	1,500	19	---	---	---	---	---
The Orange Peel	Live Music Venue	Asheville	1,100/440	19	192	115	568	72%	31
Porter Center for Performing Arts	Performing Arts Theatre	Brevard	700	21	---	---	---	---	---
Sierra Nevada Amphitheater	Amphitheatre	Mills River	600	13	13	2	465	65%	35
The Grey Eagle	Live Music Venue	Asheville	550	22	114	8	275	50%	23
Diana Wortham Theatre	Performing Arts Theatre	Asheville	500	19	3	3	441	88%	52
Flat Rock Playhouse	Performing Arts Theatre	Flat Rock	468	4	12	---	---	---	---
Parker Concert Hall	Concert Hall	Brevard	400	7	---	---	---	---	---
Eulogy	Live Music Venue	Asheville	400	24	70	---	---	---	---
Third Room	Live Music Venue	Asheville	400	24	---	---	---	---	---
185 King Street	Live Music Venue	Brevard	400	21	---	---	---	---	---
Asheville Music Hall	Live Music Venue	Asheville	350	21	26	4	237	74%	\$25
Tryon Fine Arts Center	Auditorium/Amphitheater	Tryon	315/150	23	23	---	---	---	---
Ayurprana Listening Room	Live Music Venue	Asheville	265	23	60	---	---	---	---
Hendersonville Theatre	Performing Arts Theatre	Hendersonville	117	0	32	---	---	---	---
Static Age	Club	Asheville	---	19	98	---	---	---	\$10
Total/Average	21		1,265	21	47	21			

Source: Pollstar, Various Venues
*Some venues don't report to Pollstar

Flat Rock Playhouse

Capacity: 500

Year Built/Renovated: 1949-1952

Renovation Cost: \$5 million

Owner: Non-Profit Theater

Operator: Non-Profit

The Flat Rock Playhouse is a theater in Flat Rock, North Carolina. Officially named the State Theatre of North Carolina by the North Carolina General Assembly, it is known for being a pinnacle for the arts within Henderson County.

The Playhouse both produces and fosters the performing arts through their summer and fall college program, year-round workshops, and classes for all ages.

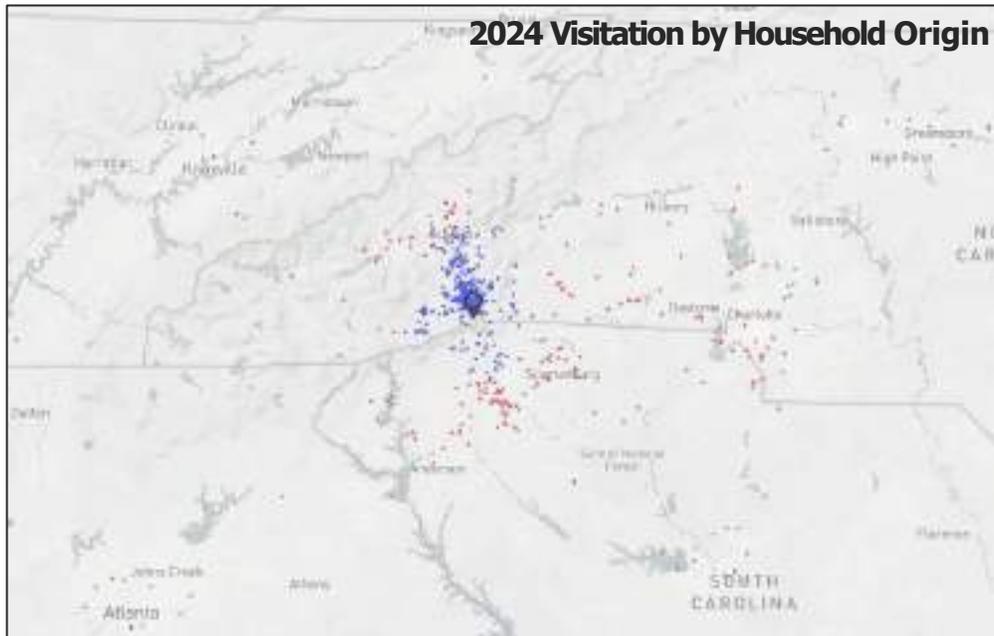
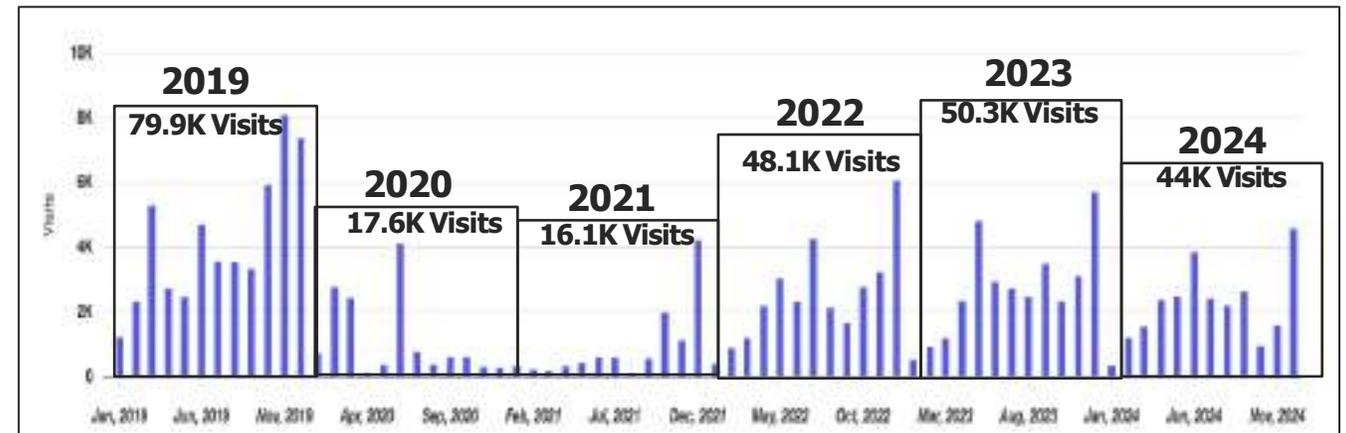


Flat Rock Playhouse

Key Takeaways:

- Most of the theater's 2024 visitors came from within 25 miles, with only 17 percent traveling from more than 100 miles away
- Visitation to Flat Rock has not returned to pre-pandemic levels, with 2024 at slightly more than half the visitation of 2019
- These numbers are likely skewed due to lack of third-party data available on the type of visitor to the venue. The Flat Rock Playhouse website states they receive approximately 100,000 visits annually

January 1st, 2024 - December 31st, 2024					
Visitor Origins by Distance from Site	Total Visits		Total Unique Customers		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers	
Locals - Within 25 miles	26,300	60%	12,500	48%	2.10
Regional Distance - Over 25 miles & Less Than 100 miles	10,200	23%	7,800	30%	1.31
Long Distance only - Over 100 miles	7,500	17%	5,700	22%	0.00
Total Visits	44,000	100%	26,000	100%	1.69



Source: Placer.ai

Amphitheater at Sierra Nevada

Concert Capacity: 600

Year Built/Renovated: 2015

Owner/Operator: Sierra Nevada Brewing Co.

The Amphitheater at Sierra Nevada Brewing Company opened in summer 2015 and has hosted regular events every summer since. They have a strong national pull with more than half of all visitors coming from more than 100 miles away.

Located within the Sierra Nevada Brewing Company complex in Mills River, North Carolina, the amphitheater and brewery serve as a destination for people from all over the U.S. to enjoy the assets, nature, and communities of Henderson County.

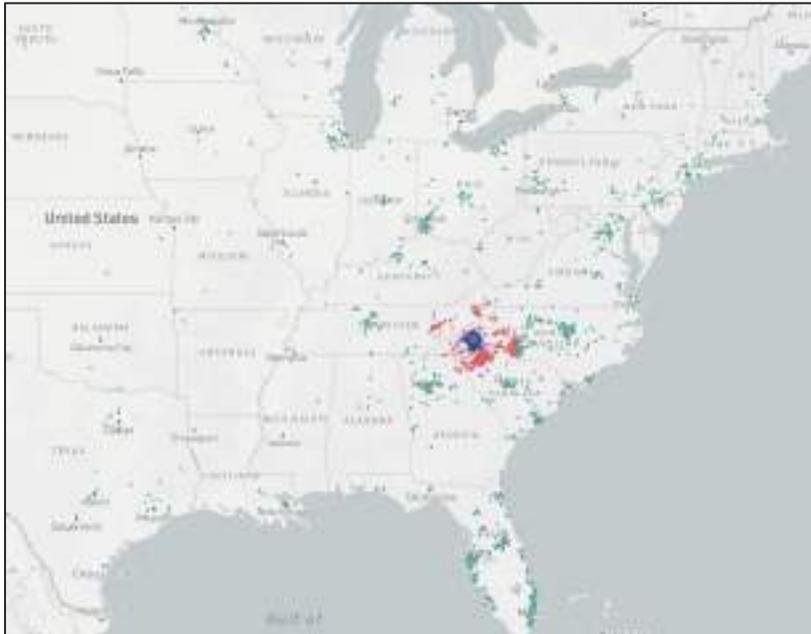


Amphitheater at Sierra Nevada

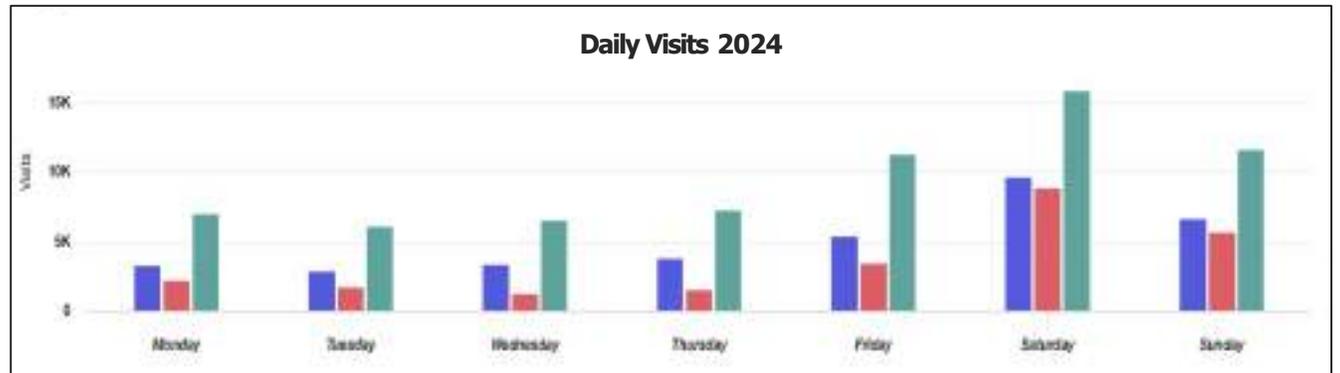
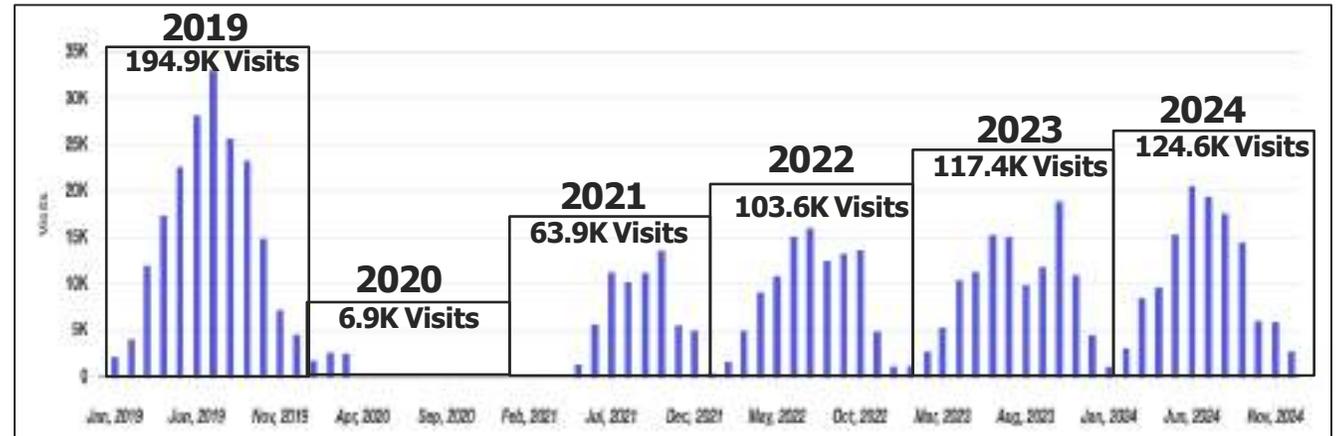
Key Takeaways:

- The majority of the amphitheater's 2024 visitors came from more than 100 miles away
- Visitation to the amphitheater has not returned to pre-pandemic levels. However, there has been steady growth annually from 2020 to 2024.

2024 Visitation by Household Origin



January 1st, 2024 - December 31st, 2024					
Visitor Origins by Distance from Site	Total Visits		Total Unique Customers		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers	
Locals - Within 25 miles	34,800	28%	8,300	32%	4.19
Regional Distance - Over 25 miles & Less Than 100 miles	24,500	20%	13,400	51%	1.83
Long Distance only - Over 100 miles	65,300	52%	4,400	17%	14.84
Total Visits	124,600	100%	26,100	100%	4.77



Henderson County Attractions

Henderson County lacks a large signature attraction that independently draw long distance visitation.

The table below outlines top visited assets and attractions within the County including breweries, farms, museums, general attractions, trails, a movie theater, and a bowling alley.

On average, the assets generated a visit frequency of 1.8 and attracted approximately 23 percent of their visits from long-distance travelers.

Henderson County Attractions

Park Name	Location	Asset Type	Visits 2024	Visitors 2024	%Local	%Regional	%Long Distance	Visit Frequency
Sierra Nevada Brewing Co	Brewery	Mills River	163,300	130,100	28%	20%	52%	1.26
Mills River Brewing Co	Brewery	Mills River	162,800	68,800	78%	7%	15%	2.37
Bold Rock Mills River Cidery	Cidery	Mills River	108,400	58,200	64%	16%	21%	1.86
Jeter Mountain Farm	Farm	Hendersonville	59,200	49,300	34%	42%	23%	1.20
Appalachia Mountain Brewery	Brewery	Mills River	58,000	31,500	75%	7%	18%	1.84
Trailside Brewing Co	Brewery	Hendersonville	53,800	24,100	81%	6%	13%	2.23
Dry Falls Brewing Company	Brewery	Hendersonville	50,500	17,800	82%	5%	13%	2.84
Hands On! Children's Museum	Museum	Hendersonville	158,800	71,900	71%	13%	16%	2.21
Elijah Gen Mine and Goat Farm	Attraction	Hendersonville	17,200	14,200	37%	16%	48%	1.21
Ecusta Trail	Trail	Hendersonville	---	---	---	---	---	---
Jump off Rock	Attraction	Laurel Park	101,000	77,100	49%	13%	38%	1.31
Henderson County Heritage Museum	Museum	Hendersonville	21,900	16,700	64%	15%	21%	1.31
Appalachian Pinball Museum	Museum	Hendersonville	---	---	---	---	---	---
Carl Sandburg Home	Museum	Flat Rock	34,700	24,500	54%	18%	28%	1.42
Epic Theatres	Movie Theater	Hendersonville	75,600	49,700	85%	7%	8%	1.78
Flat Rock Playhouse	Theater	Flat Rock	44,000	26,000	60%	23%	17%	1.69
Tarheel Lanes	Bowling Alley	Hendersonville	63,700	29,400	88%	6%	6%	2.17
Total/Average			78,193	45,953	63%	14%	23%	1.8

Parks and Forests

Henderson County is the gateway to many prominent forests and parks within Western North Carolina.

Henderson County's outdoor recreation assets are a primary driver of visitation positioning the community as a destination for active lifestyles.

Proximity to nationally recognized destinations such as DuPont State Recreational Forest, Pisgah National Forest, and Chimney Rock State Park provides extensive opportunities for hiking, mountain biking, climbing, paddling, and scenic exploration.

These assets attract millions of visitors annually and reinforce Henderson County's identity as an outdoor recreation hub, supporting tourism, small business growth, and quality-of-life-driven economic development



Youth & Amateur Sports



Sports Tournament Overview

Henderson County offers a limited variety of sports, leagues, and tournaments for athletes of all ages and skill levels.

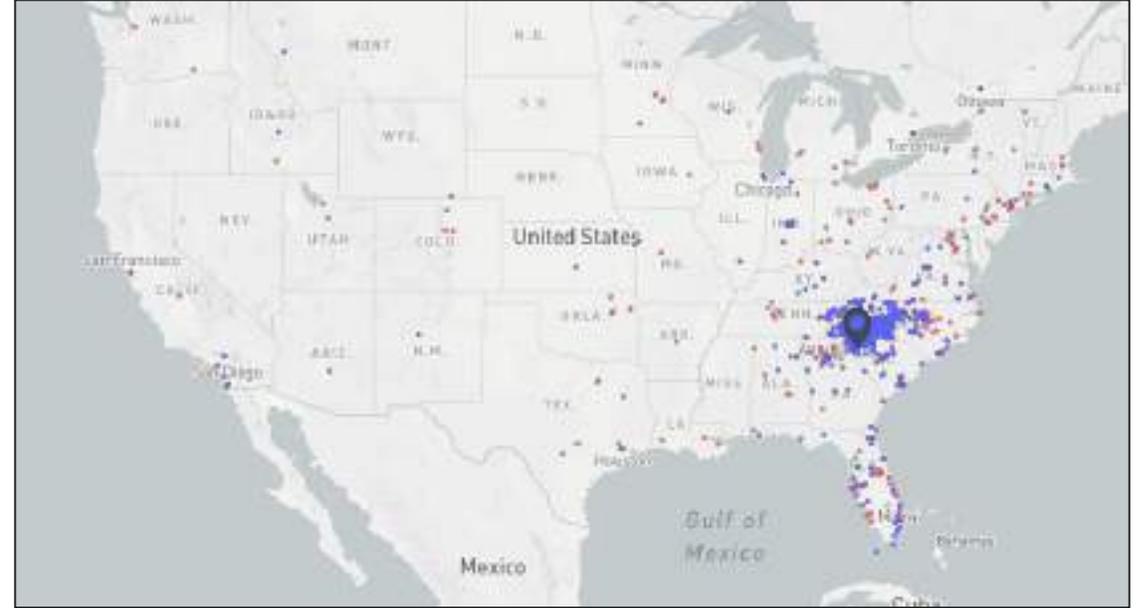
- There are three main outdoor facilities within the county including Jackson Park, Bill Moore Park, and the Henderson County Sports Complex, which is under construction.
- The county has two small indoor facilities which are the YMCA – Hendersonville and the Hendersonville Activity Center. Each has with one and a half courts that can convert to multiple pickleball courts. Neither of these facilities have the infrastructure necessary to support tournament play.



Sports Tourism Assets

Hunden utilized Placer.ai to assess visitation trends in 2024 for several Henderson County sports assets.

The sport facilities are primarily local-serving, with an average of 91 percent of visitors traveling from within 25 miles. Jackson Park received the highest visitation, with more than 290,000 visits in 2024. The Henderson County Sports Complex will be the most sports-tourism-inducing asset once completed in 2026. With four FIFA-quality synthetic turf fields, it will be able to draw in regional tournaments.



VISITATION TO LOCAL SPORTS FACILITIES

Visitor Origins by Distance from Site	Jackson Park	Bill Moore Community Park	Henderson County Sports Complex
Locals - Within 25 miles	293,532	125,254	---
<i>% of Total Visits</i>	85%	91%	---
Regional - Over 25 miles & Less Than 100 miles	37,178	6,643	---
<i>% of Total Visits</i>	12%	5%	---
Long Distance - Over 100 miles	12,833	5,231	---
<i>% of Total Visits</i>	2%	4%	---
Total Visits	343,543	322,762	---

Tournament-Caliber Facilities

The table below highlights the suggested quantity for different use types to attract long-distance participants and compete effectively in the sports tourism industry, based on feedback from The Sports Facilities Advisory.

An "anchor" facility is characterized as a primary destination that consistently draws and hosts tournaments and events, often without relying on satellite facilities. On the other hand, a "tournament-friendly" facility refers to a destination that hosts events less frequently, typically in collaboration with existing facilities to supplement tournament asset inventory.

These inventory benchmarks are generalized on a national scale and may vary based on the competitive landscape in a specific location or region. Nevertheless, the outlined facility asset thresholds offer a broad estimate of the inventory necessary to support sports tourism activities and generate strong economic impact.

No complex currently falls into the "tournament-friendly" category.

Use Type	Anchor	Tournament-Friendly
Flat Fields	Minimum 16 fields	8 – 15 fields
Diamonds	Minimum 12 fields	8 – 11 fields
Hardwood Courts – Basketball	Minimum 8 courts	4 courts
Hardwood Courts – Volleyball	Minimum 16 courts	8 courts

Local Sports Supply

Hunden assessed the relevant sports supply in Henderson County to understand the current state of sports facilities within the County. Although additional community parks exist, Hunden’s analysis focused on facilities that were larger and had tournament potential or were tournament friendly. There were three outdoor facilities identified.

On average these facilities saw 90 percent of their visits in 2024 come from within 25 miles. Jackson Park had the strongest pull with 11 percent of visits coming from between 25 and 100 miles, and an additional four percent coming from 100+ miles.

Henderson County currently lacks a tournament grade facility, however, the redevelopment of Berkeley Park will position the county to be able to hold small to midsized tournaments with cooperation from surrounding facilities.

Henderson County lacks any tournament friendly indoor facility.

HENDERSON COUNTY SPORTS ASSETS

Facility Name	Location	Visits 2024	Visitors 2024	% Local	% Regional	% Long	Baseball Diamonds	Softball Diamonds	Soccer Fields	Tennis Courts
Jackson Park	Hendersonville	343,543	96,635	85%	11%	4%	4	5	3	8
Bill Moore Community Park	Fletcher	137,128	52,913	91%	5%	4%	1	4	3	2
Henderson County Sports Complex	Hendersonville	---	---	---	---	---	1	1	4	6
Total/ <i>Average</i>		240,336	74,774	87%	9%	4%	5	9	6	10

Regional Sports Supply

Hunden assessed the relevant sports supply in the areas surrounding Henderson County and Asheville to understand the competitive position in the regional market. Although several additional facilities exist, Hunden’s analysis focused on tournament-friendly complexes based on their field quality and quantity.

REGIONAL SPORTS ASSETS

Facility Name	Indoor/ Outdoor	Miles from Hendersonville	Location	2024 Visits	2024 Visitors	%within 25 miles	% Between 25 and 100 miles	%more than 100 miles	Baseball Diamonds	Softball Diamonds	Soccer Fields	Basket- ball Courts	Volleyball Courts
City of Brevard Sports Complex	Outdoor	18	Brevard, NC	---	---	---	---	---	3	4	2	0	0
Bob Lewis Ballpark	Outdoor	22	Biltmore Lake, NC	122,697	48,435	44%	30%	26%	3	4	0	0	0
Buncombe County Sports Park	Outdoor	22	Asheville, NC	155,349	55,408	72%	9%	19%	0	0	8	0	0
John B. Lewis Soccer Fields	Outdoor	25	Asheville, NC	166,734	50,429	71%	12%	17%	0	0	4	0	0
Upward Star Center	Indoor/Outdoor	48	Spartanburg, SC	259,987	88,327	64%	22%	14%	0	0	6	4	8
J.B. Owens Sports Complex	Indoor/Outdoor	50	Easley, SC	232,322	61,546	73%	20%	7%	7	1	6	3	6
Tyger River Park Sports Complex	Outdoor	54	Spartanburg, SC	402,069	122,966	46%	26%	28%	13	0	0	0	0
Total/Average		33		223,193	71,185	31.3%	38.8%	35.3%	26	9	26	7	14

Source: Placer.ai, Various Facilities

Henderson County Sports Complex

The Henderson County Sports Complex at Berkeley Mills Park is a project under construction in Hendersonville that aims to be a premier facility in the region. It will boast four FIFA-quality synthetic turf soccer fields, one softball diamond, one baseball diamond, and six new tennis courts.

With an expected completion by September 2026 this historic site will offer a wide range of recreational programming, but also school athletics, and regional tournaments.



HENDERSON COUNTY SPORTS COMPLEX



Implications

Youth & Amateur Sports

THE HC SPORTS COMPLEX IS A MARKET ENTRY POINT

The complex's four synthetic turf fields fall below the eight-field threshold typically needed to attract consistent larger tournament play. Success will depend on targeted event recruitment and coordination with surrounding facilities to supplement capacity for larger events.

NO INDOOR FACILITY CAPABLE OF TOURNAMENT PLAY

The YMCA and Hendersonville Activity Center are not tournament-friendly basketball facilities. This gap limits the county's ability to host year-round sports events and leaves outdoor programming vulnerable to seasonality and weather.

CURRENT FACILITIES ARE ALMOST ENTIRELY LOCAL-SERVING

Jackson Park and Bill Moore Community Park draw an average of 91 percent of visits from within 25 miles. The sports complex represents the county's first realistic opportunity to generate sports-driven hotel room nights and long-distance visitor spending.



Conference & Meetings Venues



Conference & Meetings Industry Trends

Major trends in the ever-changing convention and meetings industry include the increasing need for seamless service, rising costs, demand for flexible meeting spaces, and locations with walkable amenities and headquarters hotels. Convenience and affordability for meeting planners are of critical importance.



EVENT COST

Rising transportation, catering, and services costs are driving venue selection.



SEAMLESS SERVICE

Events are better facilitated when the event planning experience is seamless.



HEADQUARTERS HOTELS

Convention centers with headquarters hotels are more attractive to meeting planners.



FLEXIBLE SPACE

Meeting planners are interested in venues that offer high-quality flexible spaces.



TECHNOLOGY

Demand for venues that can accommodate various technological needs is rising.



WALKABLE AMENITIES

Restaurants and attractions nearby make a destination more desirable.

Event Facility Requirements

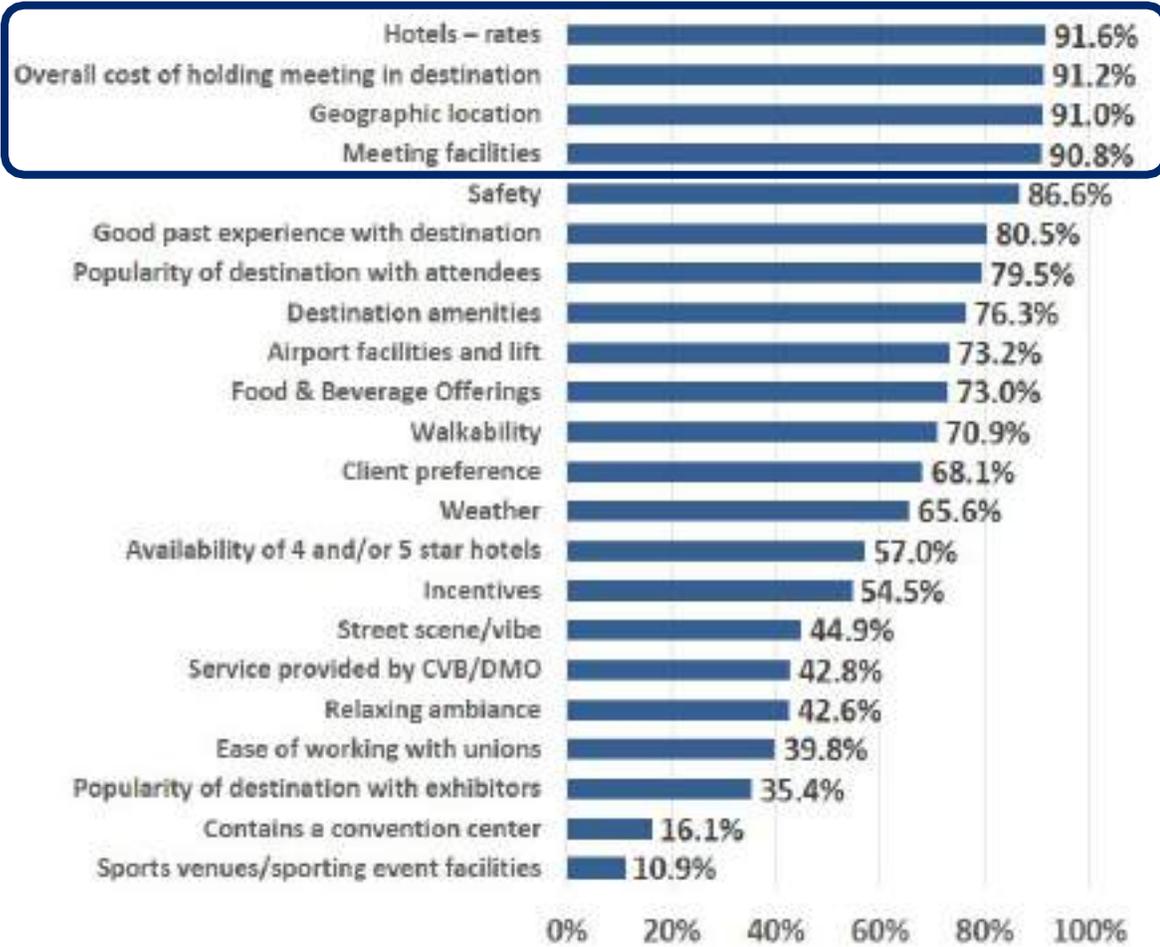
While the industry is ever-changing, the expectations for ease, convenience, and affordability have consistently increased, along with the demand for authenticity and high-quality flexible spaces. A single event may use many different types of spaces, including exhibit halls, ballrooms, and breakout meeting rooms, increasing the need for well-designed multipurpose facilities. While the market for a smaller conference center with ballroom and meeting rooms typically targets smaller conferences, meetings, and social/banquet events, these facilities can also capture smaller trade shows, consumer shows, and assemblies.

FACILITY TYPES & REQUIREMENTS FOR VARIOUS EVENT TYPES

Event Type	Attendance Range	Primary Purpose	Facility Requirements	Typical Facility Used
Conventions with Exhibits	150 - 50,000	Info Exchange & Sales	Exhibit Halls, Ballroom, Meeting Rooms, Hotel Block	Convention Center & Large Hotels
Conventions	150 - 15,000	Info Exchange	Ballroom, Meeting Rooms, Hotel Block	Convention Center & Large Hotels
Trade Shows	250 - 50,000	Sales	Exhibit Halls, Hotel Block	Expo Facilities & Convention Centers
Consumer Shows	250 - 1,000,000	Advertising & Sales	Exhibit Halls	Expo Facilities & Convention Centers
Assemblies	150 - 50,000	Info Exchange	Arena or Exhibit Halls, Hotel Block	Arenas or Convention Centers
Sports Events	500 - 100,000	Sports	Arena, Stadium or Exhibit Halls, Hotel Block	Arena, Stadiums, Convention Centers
Conferences	50 - 2,000	Info Exchange	Ballroom, Meeting Rooms, Hotel Block	Convention/Conference Centers and Hotels
Meetings	10 - 300	Info Exchange	Meeting Rooms, Hotel Block	Convention/Conference Centers and Hotels
Trainings	10 - 300	Training	Meeting Rooms, Hotel Block	Convention/Conference Centers and Hotels
Banquets	50 - 2,000	Social, Business & Charity	Ballroom	Convention/Conference Centers and Hotels

Source: Hunden Partners

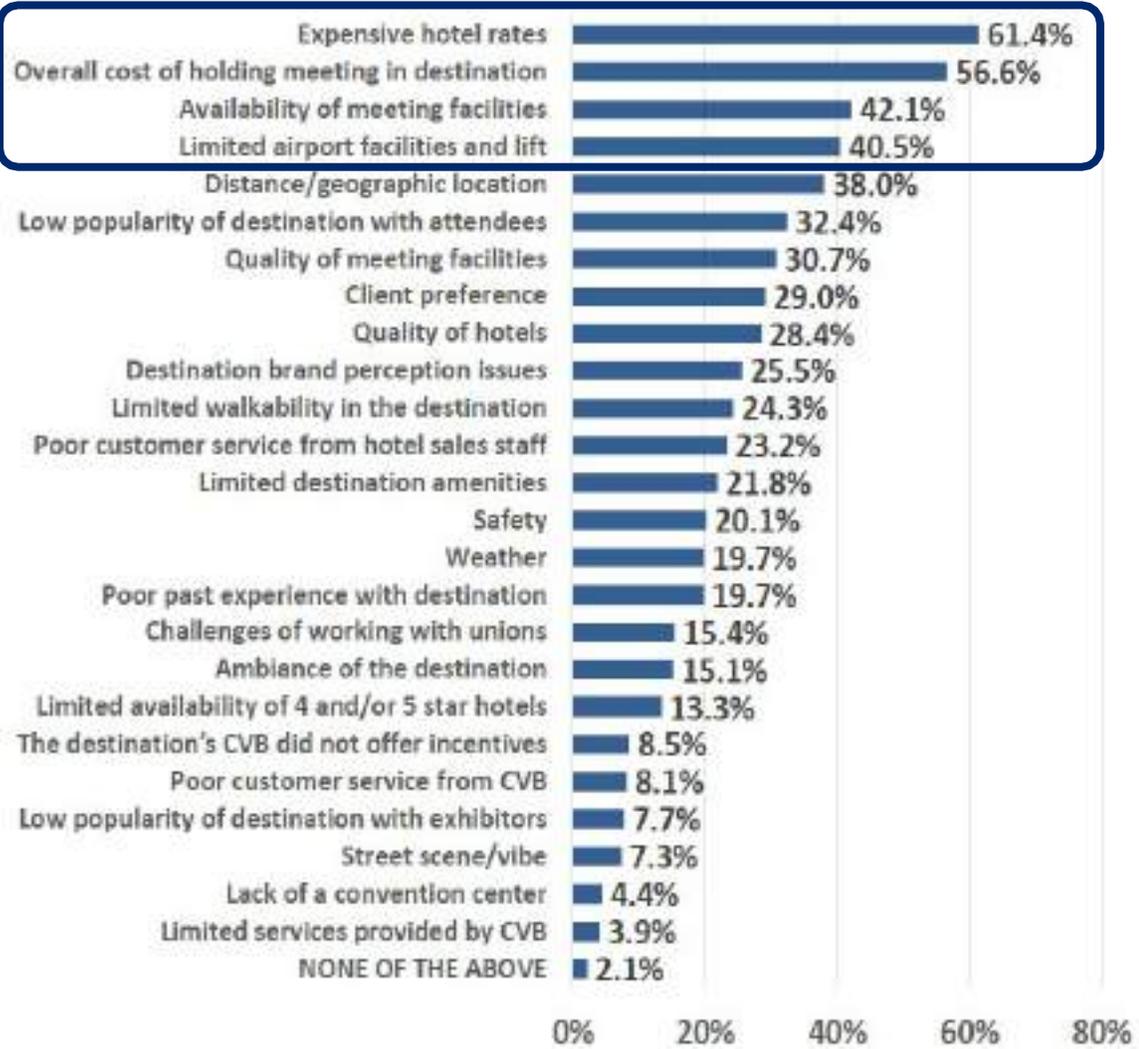
What Groups Demand:



TOP TWO BOX SCORE	CORP.	3RD PARTY	ASSOC.	SMERF
Hotels – quality	95.3%	96.5%	93.0%	93.0%
Hotels – rates	91.3%	95.1%	95.2%	91.1%
Overall cost of holding meeting in destination	89.7%	95.1%	95.6%	93.0%
Geographic location	92.1%	95.1%	91.1%	89.7%
Meeting facilities	91.7%	95.1%	91.9%	91.1%
Safety	86.6%	89.5%	89.6%	87.8%
Good past experience with destination	82.6%	88.1%	82.2%	81.7%
Popularity of destination with attendees	81.0%	88.1%	83.3%	78.9%
Destination amenities (restaurants, entertainment, etc.)	80.6%	83.9%	79.3%	75.1%
Airport facilities and lift	77.1%	79.0%	74.4%	70.4%
Food & Beverage Offerings	78.7%	76.2%	74.8%	73.2%
Walkability	68.0%	69.2%	75.2%	69.0%
Client preference	78.7%	95.1%	71.9%	75.6%
Weather	71.5%	67.1%	67.4%	63.8%
Availability of 4 and/or 5 star hotels	69.2%	69.9%	57.8%	54.5%
Incentives	59.7%	69.9%	56.7%	58.2%
Street scene/vibe	46.2%	45.5%	46.3%	43.2%
Service provided by CVB/DMO	40.3%	55.2%	49.3%	50.7%
Relaxing ambiance	46.6%	44.8%	43.7%	47.4%
Ease of working with unions	44.3%	53.1%	44.1%	36.6%
Popularity of destination with exhibitors	39.9%	49.0%	40.4%	39.4%
Contains a convention center	14.2%	13.3%	17.8%	12.2%
Sports venues/sporting event facilities	16.6%	12.6%	8.5%	11.7%

Source: Destination Analysts – The CVB and the Future of the Meetings Industry

What Causes Groups to Go Elsewhere:



	CORP.	3RD PARTY	ASSOC.	SMERF
Expensive hotel rates	54.7%	64.3%	68.4%	66.2%
Overall cost of holding meeting in destination	51.6%	58.0%	62.9%	58.3%
Availability of meeting facilities	37.9%	39.2%	42.3%	40.7%
Limited airport facilities and lift	42.6%	43.4%	40.8%	40.3%
Distance/geographic location	34.4%	35.7%	39.3%	35.2%
Low popularity of destination with attendees	33.2%	42.0%	37.1%	37.5%
Quality of meeting facilities	29.3%	31.5%	33.1%	37.0%
Client preference	36.7%	53.1%	31.3%	34.7%
Quality of hotels	33.6%	32.9%	28.7%	29.6%
Destination brand perception issues	26.2%	37.1%	30.9%	27.8%
Limited walkability in the destination	18.0%	21.0%	27.6%	27.3%
Poor customer service from hotel sales staff	25.4%	27.3%	27.2%	29.2%
Limited destination amenities (restaurants, entertainment, etc.)	21.1%	21.0%	22.4%	24.1%
Safety	20.7%	21.7%	23.2%	20.8%
Poor past experience with destination	22.7%	26.6%	22.8%	25.9%
Weather	23.0%	27.3%	23.2%	21.8%
Challenges of working with unions	18.0%	18.9%	15.4%	12.0%
Ambiance of the destination did not fit the meeting	16.4%	16.1%	16.5%	13.4%
Limited availability of 4 and/or 5 star hotels	18.0%	17.5%	14.0%	13.0%
The destination's CVB did not offer incentives	7.0%	12.6%	11.4%	11.1%
Poor customer service from Convention & Visitors Bureau	7.8%	7.7%	8.5%	8.8%
Low popularity of destination with exhibitors	7.4%	9.1%	10.3%	7.9%
Street scene/vibe	6.6%	4.9%	9.6%	4.6%
Lack of a convention center	2.7%	3.5%	5.1%	3.2%
Limited services provided by Convention & Visitors Bureau	4.3%	4.2%	5.5%	5.1%

Source: Destination Analysts – The CVB and the Future of the Meetings Industry

Meeting Venues

Attendees are much more likely to find unique and historic venues appealing for events compared to traditional convention centers, while planners find hotel/resort facilities more appealing. Unique attributes of a destination or facility are important to both planners and attendees.

	Attendees	Planning Professionals
Venues that are truly unique to a destination	78%	59%
Historic landmarks or facilities	73%	32%
Hotels & resort ballrooms and conference facilities	70%	87%
Convention centers	65%	55%
Sports venues (stadiums, arenas, golf course resorts, etc.)	58%	18%

Source: Hunden Partners

Regional Conference Hotel Supply

The table to the right outlines relevant regional venues and hotels capable of hosting meetings and events. The parameters were within a 75-mile drive of Hendersonville and at least 5,000 square feet of contiguous space.

On average, these properties offer approximately 59,000 square feet of total function space, including approximately 29,300 square feet of ballroom space and 9,900 square feet of meeting space.

REGIONAL MEETING SPACE AND HOTELS

Venue	Location	Type	Distance (Mi)	Hotel Rooms	Total Building SF	Exhibit SF	Ballroom SF	Largest Ballroom	Meeting SF
Greenville Convention Center	Greenville, SC	Convention Center	44	0	339,786	280,000	56,522	30,000	3,264
WNC Agricultural Center	Fletcher, NC	Expo Center	11	0	101,550	101,550	--	--	--
Harrah's Cherokee Center - Asheville	Asheville, NC	Meeting & Event Center	24	0	97,948	--	58,827	29,532	39,121
Ridge Crest Conference Center	Black Mountain, NC	Conference Center	33	353	91,441	--	59,533	15,485	31,908
Harrah's Casino Hotel - Cherokee, NC	Cherokee, NC	Hotel	65	1,833	79,449	--	64,837	13,672	940
The Omni Grove Park Inn & Spa	Asheville, NC	Hotel	28	513	54,783	--	41,020	17,760	13,763
Embassy Suites by Hilton Greenville Golf Resort & Conference Center	Greenville, SC	Hotel	47	268	33,671	--	33,671	11,552	10,775
Crowne Plaza Resort Asheville	Asheville, NC	Hotel	24	272	32,603	--	27,091	16,600	5,512
Hyatt Regency Greenville	Greenville, SC	Hotel	44	327	29,184	--	22,981	14,381	6,203
Marriott Spartanburg	Spartanburg, SC	Hotel	43	247	24,389	--	15,291	11,340	9,098
Foothills Conference Center	Morganton, NC	Conference Center	73	96	21,650	--	14,710	14,710	6,940
James F Martin Inn	Clemson, SC	Hotel	66	89	20,460	--	18,086	10,000	2,374
The Biltmore	Asheville, NC	Hotel	25	210	19,101	--	15,721	6,600	3,380
Renaissance Asheville Downtown Hotel	Asheville, NC	Hotel	25	278	16,683	--	10,485	8,085	6,198
AC Hotel Greenville	Greenville, SC	Hotel	41	196	15,864	--	8,329	4,417	7,535
Hilton Greenville	Greenville, SC	Hotel	44	256	12,140	--	10,859	8,100	1,281
Blue Ridge Conference Hall	Flat Rock, NC	Conference Hall	4	0	11,000	--	11,000	11,000	--
Total/Average	17		38	290	58,924	190,775	29,310	13,952	9,886

*Facilities highlighted in blue are within Henderson County

Source: Various Facilities

Blue Ridge Conference Hall

Blue Ridge Conference Hall at Blue Ridge Community College

- 11,000 SF Flexible Ballroom Space
- Divisible into three separate rooms

The Blue Ridge Conference Hall

The space accommodates meetings, performances, and conferences of various sizes. The main hall seats approximately 850 guests in a theater configuration and can be subdivided into three sections, each with capacity for more than 250 attendees. For banquet functions, the hall supports seated dining for up to 440 guests. In configurations using round and 8-foot rectangular tables, the hall can seat as many as 500 guests. High quality lighting and acoustics create a comfortable environment for dining, presentations, and meetings.

This space is within Blue Ridge Community College and is prioritized for school and community use. Additionally, there are no walkable hotel rooms.



Blue Ridge Conference Hall – Flat Rock, NC

	Total (SF)	Divisions
Ballroom Space	11,000	3
Meeting Space	0	0
Total	11,000	3

WNC Agricultural Center*

The Western North Carolina Agricultural Center in Buncombe County holds the largest meeting/convention spaces adjacent to Henderson County with combined square footage of nearly 107,000 square feet. The WNC hosts many events annually including the North Carolina Mountain State Fair. There are no walkable hotel rooms within the vicinity of this facility. While it is not within Henderson County, it is directly adjacent.

The complex includes the following key facilities:

- **The Davis Event Center:** A 45,000-square-foot flexible space is designed to host conventions, corporate meetings, expos, and other large-scale events. With a capacity of 3,700 guests, the modern facility is designed to accommodate both large and small events.
- **The Expo Building:** The Expo Building is a 27,750-square-foot event space that can accommodate more than 1,800 guests. The facility offers flexibility, accommodating both large and small events.
- **The Morris McGough Arena:** The arena has a specialized dirt floor for equine, livestock, and other special events. It has a total capacity of 3,782 attendees with 1,060 in stadium seating.
- **The Virginia Boone Mountain Heritage Center:** This 5,000-square-foot facility is designed to accommodate smaller gatherings. The Boone Center can hold 250 guests, banquet style, and 325 guests, theater style.

**In Buncombe County*



Implications

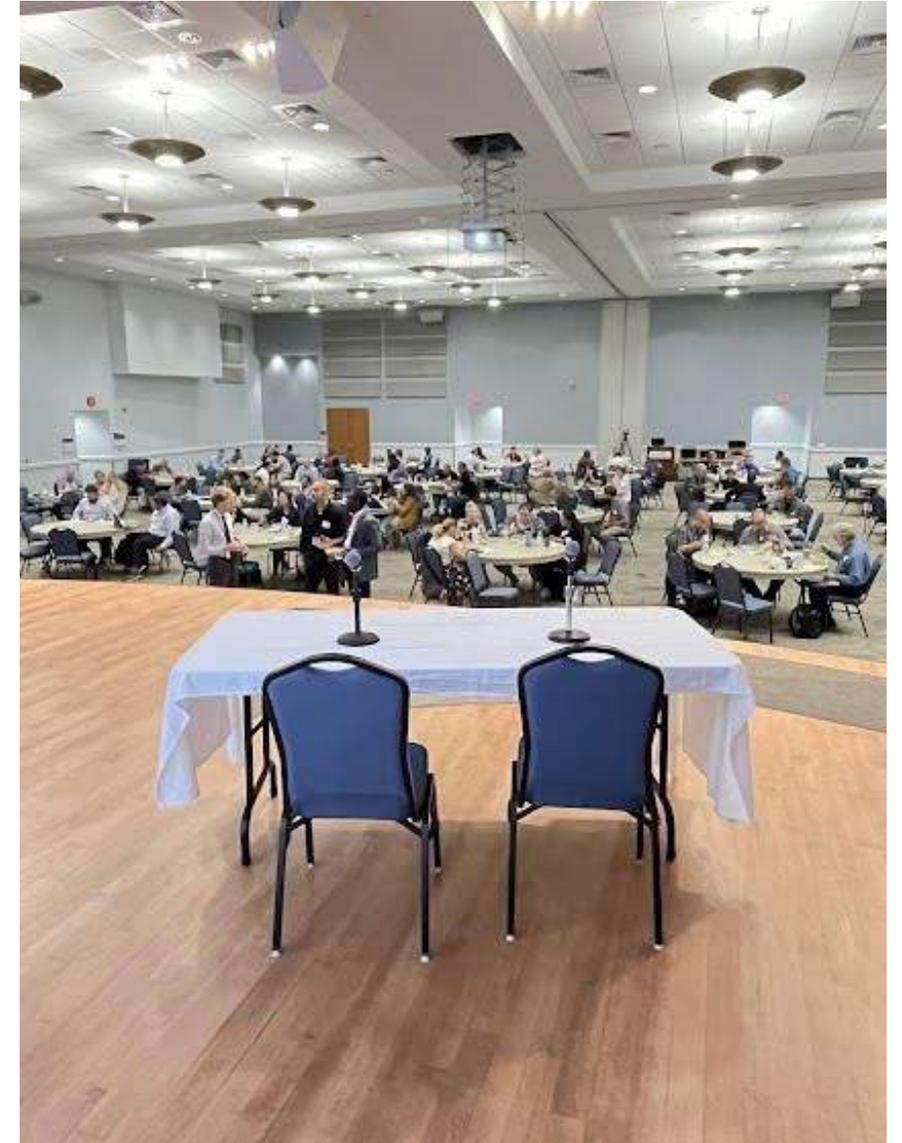
Meetings and Conference Space

LACK OF CONFERENCE HOTELS AND MEETING SPACE IN HENDERSON COUNTY

There is only one venue within Henderson County that has more than 5,000 square feet of contiguous space. This highlights a broader gap in meeting space within Henderson County for conference and meeting spaces. The Blue Ridge Conference Hall has no walkable hotel rooms. Walkable hotel rooms are categorized as within one mile.

MEETING AND CONFERENCE DEMAND COULD OFFSET SEASONAL WEAKNESS

Henderson County's hotel market peaks on weekends and during summer/fall leisure season. Meeting and conference business would directly address the weakest performance windows, driving midweek occupancy and filling shoulder-season gaps that leisure travel does not reach.



Festivals & Events



Festivals & Events Overview

Henderson County features a variety of festivals and events for the local community and out-of-town visitors. Such events cater to several different interests and preferences, and Hendersonville offers both specific events that change from year to year, and annual events.

- Signature events such as the North Carolina Apple Festival, which celebrates Henderson County's identity as one of the state's premier apple-producing regions, and the NC Mountain State Fair, both of which highlight the area's deep agricultural roots and regional heritage.
- Seasonal favorites including the Garden Jubilee, downtown holiday celebrations, and summer concert series like Music on Main Street bring residents and visitors together with live entertainment, local vendors, seasonal décor, and family-friendly programming.
- Henderson County's cultural and community identity is showcased through recurring arts, music, and recreational events, including local arts council programming, brewery-hosted live music, and active-lifestyle events such as trail runs and outdoor festivals that activate downtowns, parks, and public spaces.



Henderson County Notable Events



NC Apple Festival

One of the signature annual events in Hendersonville, held every Labor Day weekend in the historic downtown area.

The festival celebrates the region's apple heritage with arts and crafts, food, live music, apple products, carnival rides, sidewalk sales, and the King Apple Parade.

One of the county's largest draw events, deeply tied to its agricultural identity.



Hendersonville Garden Jubilee

This annual spring festival features dozens of vendors with plants, shrubs, flowers, and gardening supplies.

Downtown Hendersonville streets close for the event, and growers from across the region participate.

A long-running seasonal draw for locals and visitors alike.



Music on Main Street

Seasonal summer music/entertainment series in downtown Hendersonville.

Typically, Friday night music and Saturday night dances that activate Main Street with live bands and social gatherings.



Trail & Park Runs

Events like the Jump Off Rock Half Marathon & 10K and She Slays 5K Run/Walk take place periodically and attract participants from around the region.



NC Mountain State Fair*

This annual 10-day fair celebrates Western North Carolina agriculture, heritage, and family entertainment held at the WNC Agricultural Center each September.

Features a more than 30 rides, games, and concession food alongside livestock shows, agricultural competitions, and horticulture and craft exhibits.

There is nightly mountain music, clogging, and variety acts that reflect regional culture.



The Winter Ramble

This inaugural three-day winter music festival will highlight traditional Appalachian and mountain music across the county. It will be held at multiple smaller breweries, wineries, restaurants, and venues.

The music genres may include bluegrass, folk ballads, country blues, and more.

**Not in Henderson County*

Breakdown of Events

Events in Henderson County, North Carolina, ranged from 3,100 to 194,400 in total visits in 2025. Hunden also utilized Placer.ai to get an estimate of the percentage of visits coming from beyond 10 and 50 miles.

Although the NC Mountain State Fair had the highest attendance with 194,400 visits, the event had the lowest proportion of visitors from more than 100 miles away. Across the identified notable events, visitor distance is spread relatively evenly, which highlights the county’s ability to drive regional tourism.

HENDERSON COUNTY NOTABLE EVENTS – 2025 - 2026

Event Name	Dates	Total Visits	%of Visits from within 25 miles	%of Visits from between 25 and 100 miles	%of Visits from more than 100 miles
North Carolina Apple Festival	Aug 29 – Sep 1, 2025	107,800	49%	35%	15%
Hendersonville Garden Jubilee	May 24-25, 2025	16,200	71%	15%	14%
Music on Main and Saturday Street Dances	Various Dates (Jun – Aug, 2025)	35,353	66%	13%	21%
Jump Off Rock Half Marathon	May 10, 2025	5,159	68%	19%	13%
Rhythm & Brews	Various Dates (Jun– Sept)	19,064	80%	7%	12%
NC Mountain State Fair*	Sep 5-14, 2025	194,400	73%	22%	5%
NC Winter Ramble	Feb 27 – Mar 1, 2026	TBD	TBD	TBD	TBD
Total/Average		307,500	38%	35%	27%

Source: Placer.ai

Agritourism & Agricultural Experiences



Agritourism & Agricultural Experiences

Henderson County ranks first in North Carolina for apple production producing around 85 percent of the state's crop. It is also among the state's leading agricultural counties. Agriculture is not only an economic driver but a core part of the county's identity, and agritourism has emerged as a significant visitor attraction category. Signature events such as the North Carolina Apple Festival, which celebrates Henderson County's identity as one of the state's premier apple-producing regions are key festivals/events that the County hosts annually.



Henderson County Farms & Orchards

The table below summarizes Henderson County's most visited Farms & Orchards.

Henderson County is home to dozens of farms, orchards, U-Pick facilities, and pumpkin patches driving thousands of visits annually. On average, these farms saw approximately 23,500 visits in 2024 with approximately 58 percent being regional and long-distance visitors.

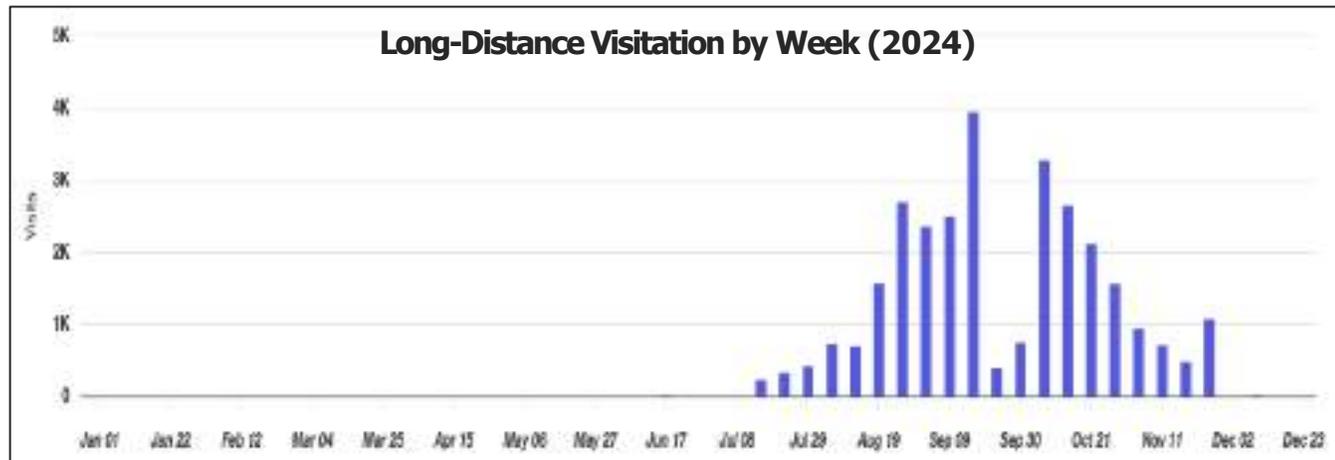
Henderson County Farms & Orchards

Asset	Type	Location	Visits 2024	Visitors 2024	%Local	%Regional	%Long
Sky Top Orchard	Farm Market & Orchard	Flat Rock	114,309	107,451	21%	53%	26%
Justus Orchard	Farm Market & Orchard	Hendersonville	63,178	50,255	34%	47%	19%
Grand Dad's Apples	Farm Market & Orchard	Hendersonville	48,241	41,133	33%	35%	31%
Jeter Mountain Farm Complex	Farm & Orchard	Hendersonville	45,608	39,971	33%	43%	24%
Stepp's Hillcrest Orchard	Farm Market & Orchard	Hendersonville	31,101	24,562	42%	33%	25%
Johnson Family Farm	Farm Market & Farm	Hendersonville	28,227	17,241	75%	10%	15%
Barnwell's Apple House	Farm Market & Orchard	Hendersonville	16,250	9,857	53%	22%	26%
Mountain Fresh Orchard	Farm Market & Orchard	Hendersonville	15,220	12,599	35%	34%	31%
Packa's Place	Farm Market & Farm	Horse Shoe	13,119	6,118	93%	0%	7%
J&M Farms	Farm & Orchard	Hendersonville	11,954	4,229	80%	8%	12%
The Nix Pumpkin Patch	Farm Market & Farm	Hendersonville	7,795	6,479	66%	20%	14%
McConnel Farms	Farm Market & Farm	Hendersonville	6,523	3,303	66%	13%	21%
North River Farms	Farm	Mills River	5,571	2,042	100%	0%	0%
Ellaberry Llama Farm	Animal Farm	Hendersonville	4,425	1,253	100%	0%	0%
Fruit of the Spirit Orchard	Farm & Orchard	Hendersonville	4,322	1,797	100%	0%	0%
Pressley Farms	Farm	Hendersonville	3,286	720	100%	0%	0%
Lively Orchards	Orchard	Flat Rock	2,062	822	100%	0%	0%
Apple House & Owenby Orchards	Farm Market & Orchard	Hendersonville	1,762	554	100%	0%	0%
Pilot Mountain Asian Pears	Orchard	Hendersonville	---	---	---	---	---
Total/Average			23,497	18,355	42%	36%	22%

Sky Top Orchard

Sky Top Orchard is a family-owned apple orchard located in Flat Rock, offering pick-your-own apples, farm market goods, and mountain views from its hillside location. The orchard grows multiple apple varieties and operates seasonally, primarily during the fall harvest season. In addition to U-pick operations, Sky Top Orchard sells fresh apples, cider, baked goods, and local products from its farm stand.

Avg. Long-Distance Visit Duration (2024) 72 min.



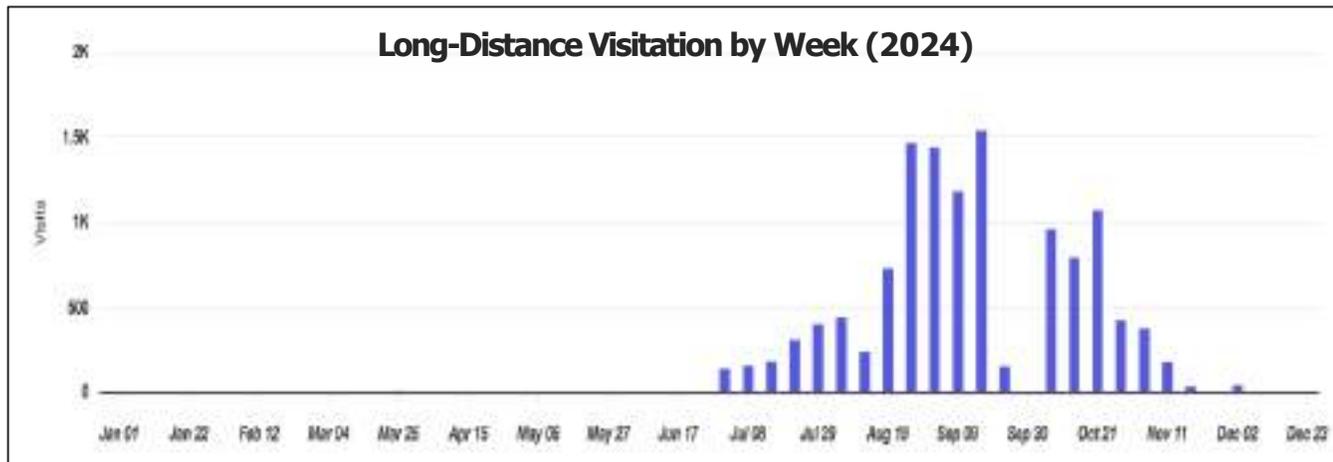
Source: Placer.ai



Justus Orchard

Justus Orchard is a family-owned apple orchard located in Hendersonville, offering pick-your-own apples, a farm market, and seasonal activities. The orchard grows over 40 varieties of apples and operates from late summer through fall, with u-pick operations typically running from July through October. In addition to apples, Justus Orchard sells cider, apple cider donuts, jams, and other farm products from its country store. The orchard also features hayrides, a corn maze, and other family-friendly activities.

Avg. Long-Distance Visit Duration (2024) 76 min.



Source: Placer.ai



Implications

Agritourism & Agricultural Experiences

VISITATION HEAVILY CONCENTRATED IN THE FALL

Most farm and orchard operations peak during the August through October. This concentration limits agritourism's contribution to year-round destination goals and reinforces the need for complementary programming that drives visitation during shoulder and off-peak seasons.

APPLE HERITAGE AS A DEMAND DRIVER AND REGIONAL DIFFERENTIATOR

The county produces approximately 85 percent of North Carolina's apple crop and is home to some of the state's highest-traffic orchard operations. Sky Top Orchard alone attracted more than 114,000 visits in 2024. This concentration of apple-focused agritourism is not replicated in adjacent counties, giving Henderson County distinct positioning in this category.



Parks, Trails & Outdoor Recreation



Henderson County Outdoor Recreation Assets

The table to the right highlights prominent outdoor recreation assets and golf courses in and adjacent to Henderson County.

There are other parks and recreation assets in the county, but this is focused on the most visited and strongest long-distance visitation assets. The most visited asset is Chimney Rock State Park, with more than 380,000 visits in 2024, and 65 percent of its visits came from more than 100 miles away.

While other assets have significantly less visitation this could be due to geofencing size limitations and closures after Hurricane Helene struck in late 2024. For example, Pisgah National Forest is too large to geofence, therefore the visitor center nearest Henderson County was used.

A majority of visitation at many of the area's parks and golf courses came from within 25 miles.

Henderson County Outdoor Recreation Assets

Park Name	Location	Asset Type	Visits 2024	Visitors 2024	%Local	%Regional	%Long Distance	Visit Frequency
Chimney Rock State Park**	Chimney Rock, NC	Forest	380,700*	364,400	8%	27%	65%	1.0
DuPont State Recreational Forest	Cedar Mountain, NC	Forest	261,700*	166,100	40%	17%	43%	1.6
Pisgah National Forest	Pisgah Forest	Forest	138,200*	71,300	39%	14%	47%	2.2
Jump Off Rock	Laurel Park, NC	Forest	101,000	77,100	49%	13%	38%	1.3
Hendersonville Country Club	Hendersonville, NC	Golf Course	82,300	11,800	91%	4%	5%	7.0
Etowah Valley Golf Club	Etowah, NC	Golf Course	47,800	15,300	75%	8%	17%	3.1
Broadmoor Links	Fletcher, NC	Golf Course	44,500	17,300	73%	9%	18%	2.6
Ecusta Trail	Hendersonville, NC	Trail	41,900	22,000	84%	7%	9%	1.9
High Vista Country Club	Mills River NC	Golf Course	34,200	10,400	81%	6%	13%	3.3
Ride Kanuga	Hendersonville, NC	Mountain Biking	31,100	10,700	52%	15%	33%	2.9
Bearwallow Mountain	Hendersonville, NC	Hiking Trail	30,600*	27,300	50%	16%	35%	1.1
Champion Hills Golf Community	Hendersonville, NC	Golf Course	26,200	5,830	77%	11%	11%	4.5
Crooked Creek Golf Course	Hendersonville, NC	Golf Course	22,779	6,145	88%	8%	4%	3.7
Cummings Cove Golf & Country Club	Hendersonville, NC	Golf Course	20,700	10,000	75%	13%	12%	2.1
Kenmure Country Club	Flat Rock, NC	Golf Course	16,800	5,100	100%	0%	0%	3.3
North Mills River Recreation Area	Mills River NC	Forest	---*	---	---	---	---	---
Ride Rock Creek	Zirconia, NC	Mountain Biking	---*	---	---	---	---	---
Florence Nature Preserve	Gerton, NC	Forest	---*	---	---	---	---	---
Oklahawa Greenway	Hendersonville, NC	Trail	---*	---	---	---	---	---
Cane Creek Greenway	Hendersonville, NC	Trail	---*	---	---	---	---	---
Holmes Educational Forest	Hendersonville, NC	Forest	---*	---	---	---	---	---
Total/Average			85,365	54,718	42%	17%	42%	2.8

*Visitation is skewed due to inability to geofence entire location **Outside of Henderson County Boundaries

Source: Placer.ai, Various Facilities

DuPont State Recreational Forest

DuPont State Recreational Forest is a premier outdoor tourism destination in western North Carolina, known for its extensive trail network, iconic waterfalls, and accessibility for a wide range of visitors. Located between Brevard and Hendersonville, the forest encompasses more than 10,000 acres and features multiple, highly recognizable natural attractions, including Triple Falls, High Falls, Bridal Veil Falls, and Hooker Falls.



Long-Distance Visitation by Month (2019-2024)



*Visitation is skewed due to inability to geofence entire location

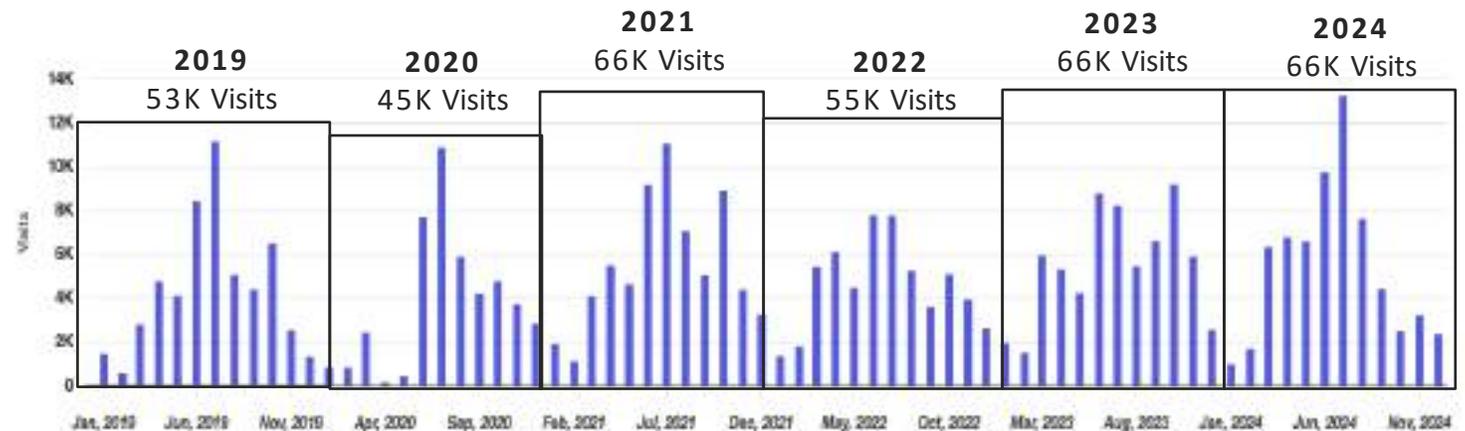
Pisgah National Forest

Pisgah National forest is widely recognized for its rugged mountain landscapes, extensive trail systems, and deep association with adventure recreation. Spanning more than 500,000 acres across the Blue Ridge Mountains, Pisgah offers a diverse visitor experience that includes scenic highways, waterfalls, wilderness areas, and historic sites. The forest is particularly well known for attractions such as Looking Glass Falls, Sliding Rock, Mount Pisgah, Graveyard Fields, and the Blue Ridge Parkway corridor, which together draw a mix of sightseeing travelers and active outdoor users.



*Pisgah National Forest is too large to Geofence using Placer.ai, therefore the area surrounding the visitor center nearest to Henderson County was used.

Long-Distance Visitation by Month (2019-2024)

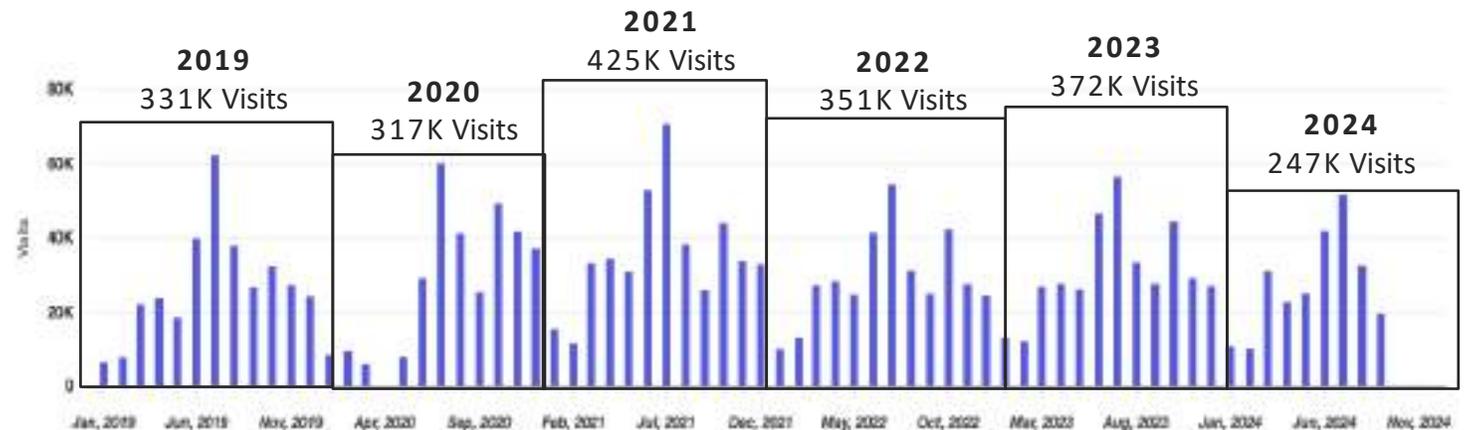


Chimney Rock State Park

Chimney Rock State Park is a major natural attraction and destination adjacent to Henderson County. Located in the Hickory Nut Gorge near Lake Lure, the park attracts visitors seeking scenic overlooks, moderate hikes, and accessible mountain experiences. A significant share of the park's visitation is driven by regional and long-distance visitors.



Long-Distance Visitation by Month (2019-2024)



Ecusta Trail

Partially opened in July 2025, the Ecusta Trail is a transformative rail to trail project. With the first 6 miles completed, the project has become a strong local asset that will grow in popularity and use upon completion of the additional 13.4 miles.

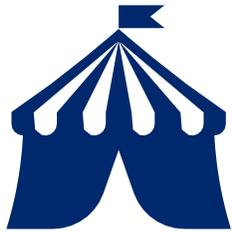
Funding & Partnerships:

- Primarily funded through federal funding, grants, and private donations
- More than \$45 million from the U.S. Department of Transportation
- Supplemented by more than \$3 million in grant support from Henderson County TDA, and \$1 million from Transylvania County TDA
 - Many other private donations ranged from \$5,000 to \$999,999



Gateway Marketing Strategies

To better position Henderson County as a gateway to multiple forests that are national attractions, a series of marketing strategies can help increase visitor engagement, overnight stays, and local spending. These initiatives focus on enhancing Henderson County's visibility, amenities, and seasonal appeal for travelers headed to these forests and parks.



SEASONAL AND THEMED EVENTS

Host art walks, festivals, and outdoor events tied to the region's peak seasons.



VISITOR SERVICES GATEWAY

Promote Henderson County as the unique and historic destination to stop for food, lodging, and supplies.



LODGING EXPANSION

Support development of hotels, boutique lodges, and potential shuttle systems to the parks and forests

Arts & Culture



Henderson County Art Galleries

The table below summarizes the art galleries and studios within Henderson County.

Continuum is the most visited gallery; however, it doubles as an event space, which could drive much of its visitation. On average, art galleries and studios recorded just over 10,000 visits with 64% originating locally and 21% from long-distance markets. Given the low overall visitation levels and predominantly local visitor base, these galleries function as secondary support assets rather than primary visitation drivers.

Henderson County Regional Shopping Hubs

Asset	Type	2024 Visits	2024 Visitors	%Local	%Regional	%Long Distance
Continuum	Art Gallery & Event Space	19,030	13,500	74%	14%	11%
The Gallery at Flat Rock	Art Gallery	17,322	10,087	73%	11%	15%
Silver Fox Gallery	Art Gallery	12,519	11,714	51%	16%	32%
Art Mob Studios & Marketplace	Art Gallery & Marketplace	11,847	9,532	56%	19%	25%
Narnia Studios	Art Studio	9,701	8,546	54%	17%	29%
A Walk in the Woods NC	Art Gallery	7,977	7,249	55%	18%	28%
Carolina Mountain Artists Guild	Craft Market & Non-Profit	7,227	6,533	52%	18%	30%
Gallery 435	Art Gallery	2,824	1,651	100%	0%	0%
The Art House Gallery & Studio	Art Gallery & Studio	2,146	1,354	100%	0%	0%
Studio 116	Art Studio	---	---	---	---	---
Sweet Magnolia Gallery	Art Gallery	---	---	---	---	---
Eddie Folkart Art Gallery	Art Gallery	---	---	---	---	---
East End Gallery	Art Gallery	---	---	---	---	---
Total/Average		10,066	7,796	64%	15%	21%



Source: Placer.ai

Blue Ridge Craft Trails

The Craft Trails debuted in 2020 and consist of three distinct, self-guided routes that showcase local artists, galleries, and makers throughout Henderson County. Together, the trails guide visitors through the towns of Hendersonville and Flat Rock, as well as surrounding areas set within the Blue Ridge Mountain countryside.

The three trails are Wandering Flat Rock, The Heart of Hendersonville, and Finding Wonder in the Henderson County Outskirts.

The Wandering Flat Rock Trail highlights galleries and studios, including the Gallery at Flat Rock, Melinda Lawton's Sweet Magnolia Gallery, and Berning Pottery.

The Heart of Hendersonville Trail features studios and galleries primarily in downtown Hendersonville. Participating locations include Art MoB Studios and Marketplace, Pink House Studio, Woodlands Gallery, A Walk in the Woods, the Carolina Mountain Artists Guild, and Apple Country Woodcrafters.

The Finding Wonder in the Henderson County Outskirts Trail extends beyond the town centers to spotlight artisans working in more rural settings across the county. This trail includes Leftwich Pottery and Heritage Weavers & Fiber Artists.



Flat Rock Playhouse

Capacity: 500

Year Built/Renovated: 1949-1952

Renovation Cost: \$5 million

Owner: Non-Profit Theater

Operator: Non-Profit

The Flat Rock Playhouse is a theater in Flat Rock, North Carolina. Officially named the State Theatre of North Carolina by the North Carolina General Assembly, it is known for being a pinnacle for the arts within Henderson County.

The Playhouse both produces and fosters the performing arts through their summer and fall college program, year-round workshops, and classes for all ages.

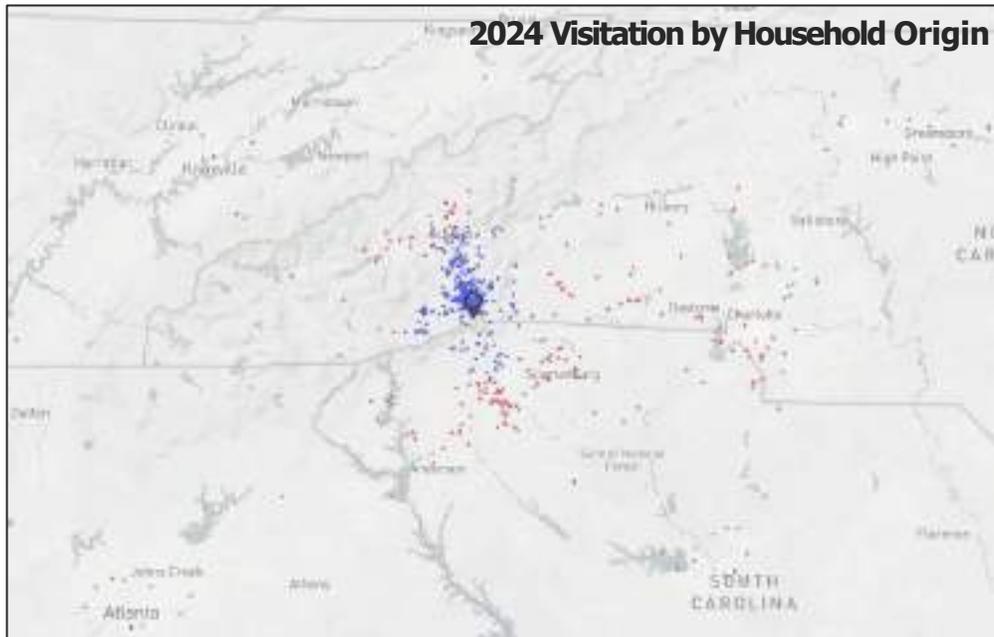
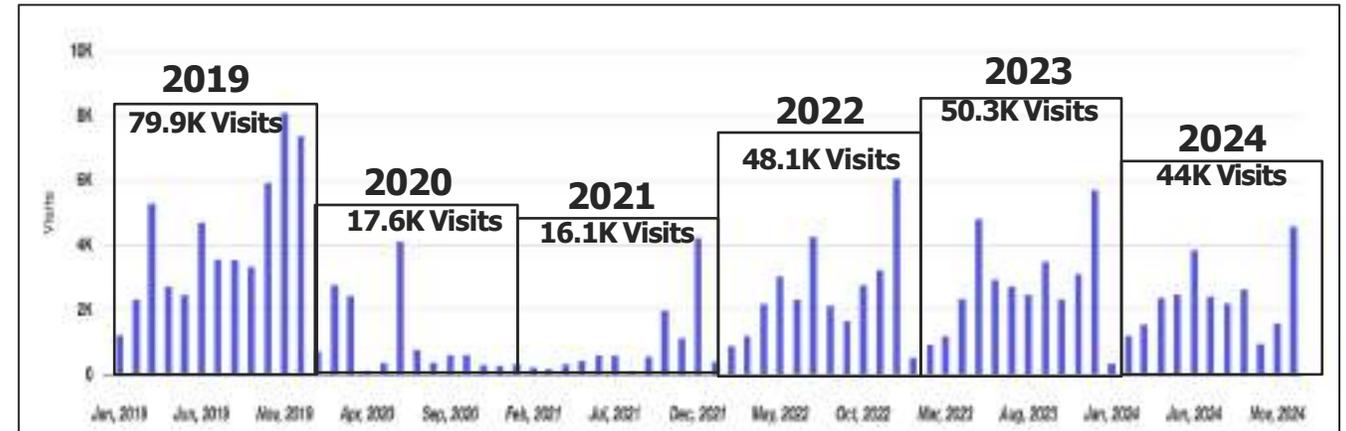


Flat Rock Playhouse

Key Takeaways:

- Most of the 2024 visitors came from within 25 miles, with only 17 percent traveling from more than 100 miles away
- Visitation to Flat Rock has not returned to pre-pandemic levels, with 2024 at approximately half the 2019 visitation
- Numbers likely skewed due to lack of third-party data available on the type of visitor to the venue. The Flat Rock Playhouse estimates approximately 100,000 visits annually

January 1st, 2024 - December 31st, 2024					
Visitor Origins by Distance from Site	Total Visits		Total Unique Customers		Avg. Visits per Customer
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Percent of Total Customers	
Locals - Within 25 miles	26,300	60%	12,500	48%	2.10
Regional Distance - Over 25 miles & Less Than 100 miles	10,200	23%	7,800	30%	1.31
Long Distance only - Over 100 miles	7,500	17%	5,700	22%	0.00
Total Visits	44,000	100%	26,000	100%	1.69



Bear Footin' On Main

The Bearfootin' Public Art Walk began in 2003 and has since become a beloved annual tradition in Hendersonville. Each year, a new collection of bear sculptures is designed and painted by local artists. After their spring unveiling, the bears are displayed along Main Street from May through October, creating a colorful and engaging experience for downtown visitors.

Bearfootin' brings together local artists, nonprofits, and the broader community through an interactive public art program that both enhances downtown and raises funds for important community causes. The program is organized by Downtown Hendersonville.

In the fall, the featured bears are auctioned, with proceeds benefiting area nonprofits. The program offers a fun, free activity for both visitors and residents, adding whimsy and character to the downtown strolling experience.



Art on Main

Art on Main is a monthly outdoor art market held along Main Street in downtown Hendersonville, typically running from May through October. The event showcases regional artists and artisans displaying paintings, photography, pottery, jewelry, woodwork, and other handcrafted goods. Art on Main creates a vibrant street festival atmosphere that draws both locals and visitors to explore the works of dozens of vendors while enjoying the historic downtown setting. The event complements Hendersonville's existing arts infrastructure and contributes to the walkable, cultural experience that defines the downtown district. By activating Main Street with rotating artists and consistent programming during peak tourism season, Art on Main serves as both an artist platform and a visitor draw that enhances Henderson County's appeal as an arts destination.



Retail, Dining & Adult Beverage Experiences



Henderson County Shopping and Dining Assets

The table below summarizes Henderson County’s most visited shopping hubs and assets.

Henderson County is home to multiple large-scale shopping centers, most of which attract more than one million visits in 2024. The biggest shopping and dining hub is Downtown Hendersonville, which attracted approximately 2.2 million visits in 2024 with nearly 16 percent of those coming from more than 100 miles away.

On average, these shopping hubs had nearly 1.5 million visits in 2024. A lot of this visitation was driven by repeated visits. On average these hubs only had 280,000 unique visitors.

Henderson County Shopping Hubs

Asset	Type	2024 Visits	2024 Visitors	Visit Frequency	Total Visits over 100 miles	%of Visits over 100 miles
Downtown Hendersonville	Downtown	2,200,000	511,700	4.30	345,500	15.7%
Highlands Square Shopping Center	Shopping Center	1,900,000	246,300	7.7	96,800	5.1%
Blue Ridge Mall	Shopping Center	1,400,000	271,000	5.2	67,200	4.8%
Mills River Plaza	Shopping Center	1,300,000	207,700	6.26	85,600	6.6%
Eastridge Crossing	Shopping Center	669,900	162,300	4.13	24,800	3.7%
Total/Average		1,493,980	279,800	5.51	123,980	7.2%

Downtown Hendersonville

Downtown Hendersonville is the major shopping, dining, and entertainment hub within Henderson County. It is home to dozens of local businesses, restaurants, and retail shops. In 2024, Downtown Hendersonville had approximately 2.2 million visits, with more than 345,000 of those coming from more than 100 miles away.

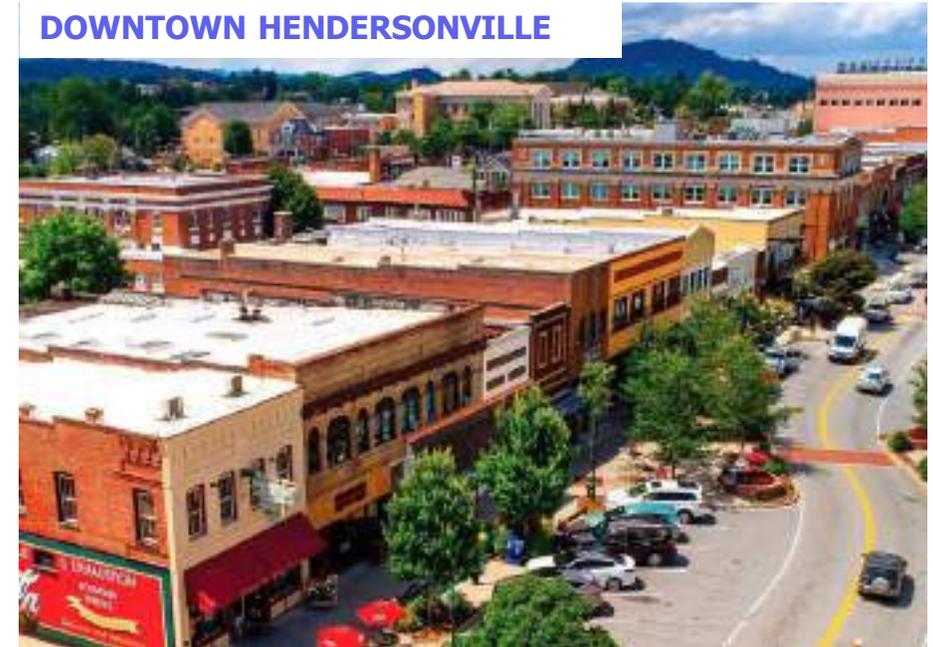
Avg. Long-Distance Visit Duration (2024) 92 min.

Long-Distance Visitation by Week (2024)



Source: Placer.ai

DOWNTOWN HENDERSONVILLE

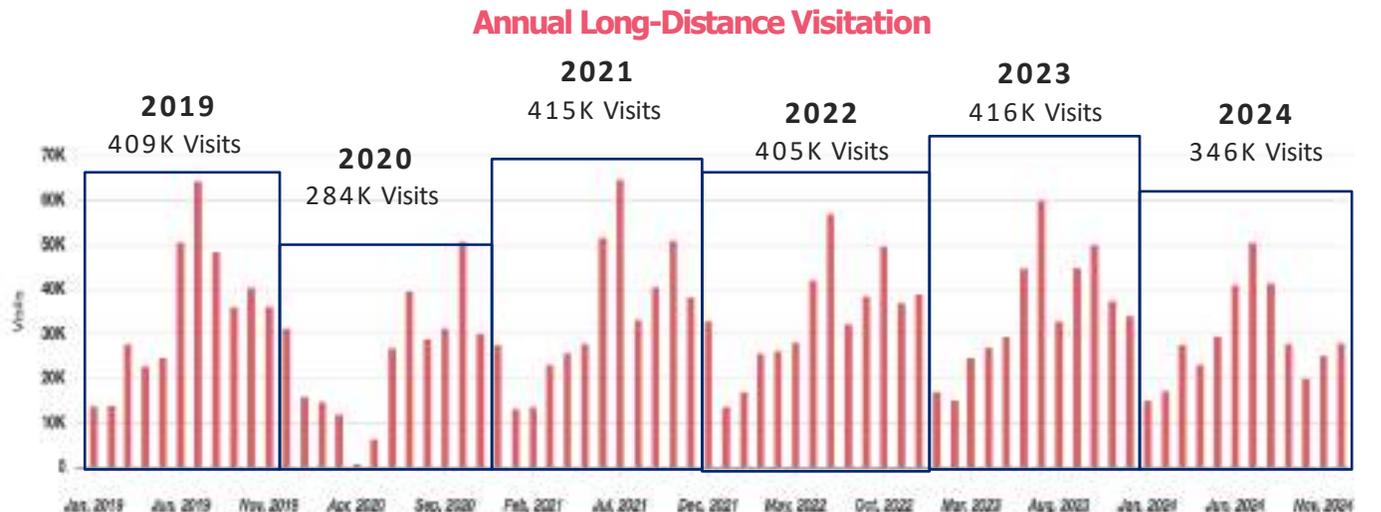


Downtown Hendersonville Visitation Growth

The adjacent graphs represent the change in annual visitation in downtown Hendersonville since 2019.

Downtown Hendersonville has experienced varying levels of visitation since 2019 with total annual visits reaching 2.3 million in 2022 and 2023, but falling back to 2.2 million in 2024.

Long-distance visitation has seen inconsistent trends over this time, with 2024 seeing the lowest level of visitation since 2020. However, this is likely due to the after effects of Hurricane Helene, which resulted in extensive damages throughout the region leading to many key assets being closed for repairs throughout much of 2025.



Source: Placer.ai

Adjacent Downtowns to Henderson County

The table below summarizes how Hendersonville compares to two nearby downtowns identified by Placer.ai.

Out-of-market visitors are the number of unique visitors that do not live or work in the downtown district and stay for at least 10 minutes. Non-resident visits are a combination of out-of-market visitors and inbound commuters.

Henderson County's downtown attracts a strong visitor base of out of market visitors and non-resident visits with approximately 1.1 million unique out of market visitors in 2024.



Asset	Type	Resident Population 2024	Out of Market Visitors 2024	Non-Resident Visits 2024
Asheville Downtown	Downtown District	2,200	3,800,000	12,200,000
Downtown Hendersonville	Downtown District	1,400	1,100,000	5,400,000
Downtown Black Mountain	Downtown District	542	597,900	1,600,000
Total/Average		1,381	1,832,633	6,400,000

Top Regional Shopping Centers

The table below summarizes the top ten most visited regional shopping centers within approximately 30 miles of Hendersonville.

Highlands Square is the 10th most visited shopping center in the region. This indicates that Henderson County may not have as a robust supply or demand for shopping centers when compared to the region. A majority of the shopping centers and hubs had a limited percentage of visits form long-distance indicating they do not act as drivers for visitation, rather local and community assets.

Henderson County Regional Shopping Hubs

Asset	Type	2024 Visits	2024 Visitors	Visit Frequency	Total Visits over 100 miles	%of Visits over 100 miles
Northridge Shopping Center	Shopping Center	4,400,000	3,200,000	1.4	172,900	3.9%
Southridge Shopping Center	Shopping Center	3,800,000	595,500	6.4	219,500	5.8%
Tanger Outlets Asheville	Outlet Mall	3,200,000	1,100,000	2.9	408,900	12.8%
Asheville Mall	Mall	2,900,000	725,300	4.0	233,600	8.1%
Riverbend Marketplace	Shopping Center	2,700,000	519,300	5.2	209,800	7.8%
Biltmore Park Town Square	Outlet Mall	2,600,000	626,300	4.2	276,500	10.6%
River Hills	Shopping Center	2,500,000	577,300	4.3	203,700	8.1%
Overlook Village	Shopping Center	1,900,000	487,500	3.9	108,500	5.7%
Highlands Square Shopping Center	Shopping Center	1,900,000	246,300	7.7	96,800	5.1%
Weaverville Plaza	Shopping Center	1,800,000	230,300	7.8	83,000	4.6%
Total/Average		2,730,000	840,220	4.45	199,520	7.3%



Vineyards

Henderson County Winery and Vineyard Assets

The table below summarizes Henderson County’s most visited wineries and breweries.

Henderson County is home to seven vineyards within the Crest of the Blue Ridge AVA, a federally designated American Viticultural Area trademarked by the TDA. Vineyards attract a distinctly different visitor profile than breweries — on average, 31 percent of vineyard visits originate from more than 100 miles away, with top performers like Saint Paul Mountain (44%) and Stone Ashe (42%) drawing a notably higher long-distance share. Total visit volumes are lower than breweries, with an average of approximately 51,000 visits per vineyard, suggesting that wineries function more as a trip differentiator and experience enhancer than as a primary demand generator. Understanding this distinction is important for calibrating how much strategic weight the TDA assigns to winery-focused marketing.

Henderson County Winery and Vineyard Assets

Asset	Type	Location	Visits 2024	Visitors 2024	%Local	%Regional	%Long
Burntshirt Vineyards	Vineyard	Hendersonville	39,787	31,348	35%	24%	41%
Point Lookout Vineyard	Vineyard	Hendersonville	36,533	29,014	39%	22%	38%
Marked Tree Vineyard	Vineyard	Flat Rock	25,890	17,869	36%	26%	37%
Saint Paul Mountain Vineyard Complex	Vineyard	Hendersonville	19,536	14,781	33%	23%	44%
Stone Ashe Vineyard	Vineyard	Hendersonville	11,193	8,745	30%	28%	42%
Souther Williams Vineyard	Vineyard	Fletcher	7,314	5,499	49%	17%	34%
Sawyer Springs Vineyard	Vineyard	Hendersonville	5,402	3,250	46%	19%	36%
Johnson’s Legacy Vineyard	Vineyard	Hendersonville	3,892	1,543	69%	15%	15%
Total/Average			18,276	13,797	38%	24%	38%

Burntshirt Vineyard

Burntshirt Vineyards is a family-owned winery founded in 2009, producing estate-grown wines and operating a tasting room in a renovated 1900s barn. The vineyard also serves as a wedding and event venue, hosting private events and live music throughout the year. Burntshirt contributes to Henderson County's agritourism sector by offering wine tastings, tours, and experiential programming that draws both local and regional visitors.

Avg. Long-Distance Visit Duration (2024) 92 min.



Source: Placer.ai





Breweries

Henderson County Brewery Assets

The table below summarizes Henderson County’s most visited breweries.

Henderson County's brewery scene is anchored by Sierra Nevada Brewing Company, which drew more than 330,000 visits in 2024 with 53 percent from long-distance markets, making it the strongest single tourism driver in the adult beverage category. Beyond Sierra Nevada, the remaining brewery supply is heavily local-serving, with an average of 78 percent of visits originating within 25 miles. Breweries generate significantly higher total visit volume than vineyards but with a lower long-distance share, indicating they serve primarily as quality-of-life amenities and trip enhancers rather than independent visitation drivers.

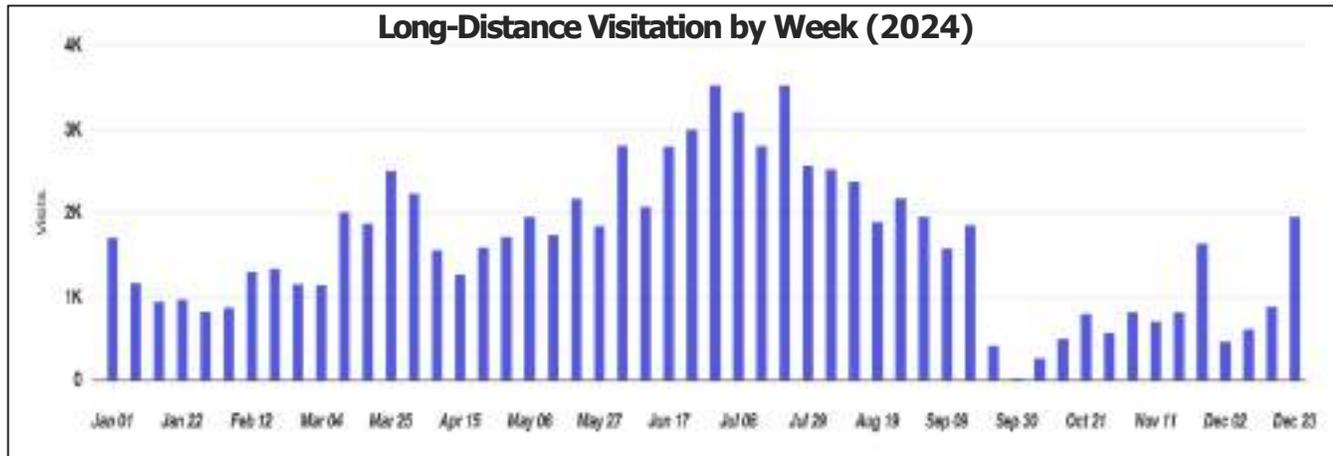
Henderson County Brewery Assets

Asset	Type	Location	Visits 2024	Visitors 2024	%Local	%Regional	%Long
Sierra Nevada Brewing Complex	Brewery	Mills River	330,010	254,402	28%	20%	53%
Mills River Brewing Co. Complex	Brewery	Mills River	139,550	61,246	78%	7%	14%
Appalachia Mountain Brewery	Brewery	Mills River	85,498	42,818	75%	7%	18%
Trailside Brewing Co. Complex	Brewery	Hendersonville	62,037	26,269	82%	5%	13%
Dry Falls Brewing	Brewery	Hendersonville	50,561	17,802	82%	5%	13%
Boodas Brewing Co	Brewery	Hendersonville	33,611	17,271	77%	11%	13%
Oklawaha Brewing Company	Brewery	Hendersonville	33,250	19,149	68%	11%	22%
Guidon Brewing Co. Complex	Brewery	Hendersonville	27,431	13,929	77%	10%	13%
Burning Brush Brewery	Brewery	Mills River	15,020	8,129	75%	5%	20%
Sideways Farm & Brewery	Brewery	Etowah	12,121	4,880	85%	0%	15%
Southern Appalachian Brewery	Brewery	Hendersonville	8,229	4,654	86%	0%	14%
<i>Total/Average</i>			72,483	42,777	57%	12%	31%

Sierra Nevada Brewing Company

The Sierra Nevada Brewing Company, was founded in 1980 in Chico, CA, but opened a second location in Mills River in 2015. This is the most visited brewery in Henderson County, and more than half of its visits in 2024 were from 100+ miles away.

Avg. Long-Distance Visit Duration (2024) 48 min.



Source: Placer.ai





Cideries & Distilleries

Henderson County Cidery & Distillery Assets

The table below summarizes Henderson County's most visited cidery & distillery assets.

Bold Rock Mills River Cidery is the anchor of this category, drawing approximately 109,000 visits in 2024 with 21 percent from long-distance markets. Henderson County's two distilleries, Two Trees Distilling and M&T Distilling, are smaller-scale operations that collectively drew approximately 17,000 visits. These assets contribute to the breadth of Henderson County's craft beverage identity and complement the Cheers! Trail experience, though they do not independently drive significant overnight visitation.

Henderson County Cidery & Distillery Assets

Asset	Type	Location	Visits 2024	Visitors 2024	%Local	%Regional	%Long
Bold Rock Mills River Cidery Complex	Cidery	Mills River	109,281	58,297	64%	16%	21%
Two Trees Distilling Company	Distillery	Fletcher	10,063	6,595	62%	11%	27%
M & T Distilling	Distillery	Hendersonville	7,152	4,614	77%	8%	15%
Total/Average			42,165	23,169	64%	26%	22%

Crest of the Blue Ridge AVA

The Crest of the Blue Ridge American Viticultural Area (AVA), represents a tourism and economic development asset for Henderson County. Spanning seven Western North Carolina counties including Henderson, this distinctive wine region encompasses approximately 1.4 million acres.

For Henderson County's tourism economy, the AVA serves as both a quality designation and a marketing tool that positions the region within the growing agritourism and wine tourism sectors. The area's unique terrain with high-elevation vineyards produces distinctive wines that attract experiential travelers seeking authentic experiences.

The wine region provides opportunities for winery visits, tasting experiences, vineyard tours, and agritourism activities that extend visitor stays and generate overnight accommodations demand.



Cheers! Trail

The Cheers! Trail is Henderson County's self-guided craft beverage trail, marketed by the TDA to showcase the county's wineries, breweries, cideries, and distilleries as a unified visitor experience. The trail connects 26 participating locations across Henderson County, encouraging visitors to explore multiple stops and extend their time in the area. As a TDA-owned marketing initiative, the Cheers! Trail serves as the primary brand vehicle for promoting Henderson County's craft beverage identity to both regional and long-distance travelers. The trail complements the Crest of the Blue Ridge AVA designation by providing a consumer-facing framework that translates the region's agricultural and craft beverage assets into an actionable visitor itinerary.



Implications

Retail, Dining & Adult Beverage Experiences

DOWNTOWN HENDERSONVILLE AS A CENTRAL HUB

Hendersonville is the primary retail and dining anchor for Henderson County, drawing approximately 2.2 million visits in 2024 with nearly 16 percent from long-distance markets. Long-distance visitors averaged 92-minute visit durations, suggesting meaningful spending activity.

VINEYARDS AND BREWERIES SERVE DIFFERENT ROLES

Henderson County's vineyards draw a higher share of long-distance visitors (31 percent) at lower volumes, while breweries generate significantly higher total visitation but are predominantly local-serving. Vineyards function as trip differentiators that contribute to overnight visitation, while breweries, with the notable exception of Sierra Nevada, primarily serve as quality-of-life amenities and experience enhancers for visitors already in the area.

SIERRA NEVADA IS AN UNDERLEVERAGED DESTINATION ASSET

Sierra Nevada Brewing Company drew more than 330,000 visits in 2024 with 53 percent originating from more than 100 miles away, making it one of the strongest long-distance tourism drivers in the county. However, due to proximity, many visitors may associate the brewery with Buncombe County rather than Henderson County, creating an opportunity to strengthen destination-identity marketing around this asset.

