



Home of American Golf

Destination Marketing News

Your Tourism Industry Update from the Convention & Visitors Bureau

August 2009

TOURISM NEWS

PALUSTRIS FESTIVAL APPLICATIONS NOW AVAILABLE

If your property has space for an exhibit or some type of arts performance, or if you know of a performer that would like to participate in the inaugural Palustris Festival that will be held March 25-28, 2010, an application is waiting for you. If you would like an application or would like to become a sponsor, you may contact Chris Dunn at the Arts Council of Moore County, chris@mooreart.org or Claire Phillips at the Convention & Visitors Bureau, cphillips@ncrrbiz.com.

The festival will highlight the arts of Moore County utilizing various venues throughout Pinehurst, Southern Pines and Aberdeen for the first year. The festival is designed for any generation, family and friends to attend with many free activities and tickets not to exceed \$25 per person for a performance. The activities and events will run daily during the four-day festival. A website is coming soon and will have current information available.

NEW NC TAX ON GOLF IS AVERTED

Spearheaded by the North Carolina Golf Industry Alliance (a consortium of state golf associations), and thanks to the efforts of many of you, the addition of a new 7.5% tax on recreation (including greens fees) and entertainment was averted for the state fiscal year 09/10. The CVB worked closely with the NCGIA to assure that your voices were heard loud and clear - the proposed additional tax would seriously jeopardize the tourism golf industry here and across the state. While this year's efforts have been successful, it is almost certain that this approach to solving our state's budget predicaments will be proposed again next year. An improvement in the process going forward will be a broader discussion on updating the current tax codes to better reflect the current service-centric economic environment in which we live. Adding transparency to the equation will also provide the opportunity to add our input into this important debate going forward.

CHINA TOURISM AGREEMENT

Thanks to the ongoing efforts of Sen. Harris Blake and the NC China Center, a historic agreement is scheduled to be put in place on Saturday Aug. 22 at the Pinehurst Resort that will formalize a tourism trade relationship between North Carolina and China Hunan Province. Details on the agreement are still being worked out, but needless to say this new accord has the potential to open doors for tourism here that have positive, long-term implications. Stay tuned for more information on this important initiative.

JIM DODSON'S NEW BOOK, "SON OF THE GAME"

If you enjoy his musings and observations in The Pilot newspaper and books written by our local literary icon, Jim Dodson, you'll love his latest book, "Son of the Game." The story begins with Jim leaving his home in Maine to revisit Pinehurst, North Carolina, where his father first introduced him to the game that would shape his life and career. It's about the renewal, recognition, and revitalization of his life and career focus. As the book progresses, Jim is inspired to try and pass along to his teenage son the same sense of joy and contentment he has found through the game and to recall the many colorful and lifelong friends he has met on the links.

Dodson's bestselling memoir, "Final Rounds" began in Pinehurst twenty-five years ago and now, "A Son of the Game" completes the circle as it follows Dodson's journey of discovery back to the birthplace of his love for the game -- a love that he hopes to make a family legacy. For more information about Jim and his work, go to www.jamesdodsonauthor.com.

SPECIAL OFFERS LIVE ON VISITNC.COM

Travel industry partners are invited to take part in the new Special Offers program now live on VisitNC.com. Designed to showcase special North Carolina travel packages, offers or deals, this new opportunity is easy to use, ever-changing and free for the summer. This program is also supported with monthly e-newsletters and RSS, so go to VisitNC.com and upload your travel packages or offers today. Contact Suzanne Baur for any questions about this or any of the VisitNC.com Partner Programs at sbaur@lkmideas.com. Many of the local hotels and golf courses are already listed via their participation in the CVB's Marketing Co-op Program.

GOLF DIGEST AUGUST 2009 – 50 GREATEST GOLF INSTRUCTORS

Congratulations to two of the area's golf instructors! The August 2009 issue of Golf Digest lists Peggy Kirk Bell, Pine Needles Resort (No. 35) and Eric Alpenfels, Pinehurst Resort (No. 48) as two of the 50 Greatest Teachers (Golf Instructors).

TOWN OF ROBBINS FUNDING THREE GRANTS

In an effort to spur new business with a tourism focus, the town of Robbins will be using NC STEP money to fund three distinct grant programs, all requiring matching funds. The grant most targeted for tourism is the Target Business Grant to provide incentives for the STEP plan – Bed & Breakfast, full service restaurant, outdoor outfitter, or specialty retail shop. If you would like more information, contact Randall Moore at rboomerang@hotmail.com or call (917) 699-8232.

MARKETING & PUBLIC RELATIONS

2010 DESTINATION AND GOLF GUIDE IN DEVELOPMENT

Your opportunity to advertise in the 2010 Destination Guide is here! The guide is the official visitors' publication to assist travelers with lodging, attractions, events, golf courses, dining, you name it, for Moore County. Pace Communications will be producing the guide again this year and we encourage all businesses

who would like their property to be marketed at consumer and golf shows, visitor centers, online through the CVB and other outlets to plan on joining us. Layne Straka will be contacting previous advertisers about the 2010 guide. If you have not advertised in the Official Destination and Golf Guide before, now is your chance to reach thousands of consumers in print and online. Contact Layne at (336) 383-5760.

As one advertiser in the 2009 guide stated, "The perfect representation of how truly beautiful our area is and what it has to offer, is the 2009 Official Destination and Golf Guide for Pinehurst and Southern Pines. We are proud to be part of such an *opulent, professional* and *quality* Magazine to represent our stores and the surrounding area to the many potential visitors throughout the world." *Opulence of Southern Pines*

"MOORE ON THE MENU" RESTAURANT WEEK AUGUST 30, 2009 – SEPTEMBER 3, 2009

Come and enjoy some of North Carolina's best local independently-owned restaurants. From August 30 – September 3, 2009, select restaurants in the Pinehurst, Southern Pines, Aberdeen Area will be offering prix fixe menus starting at \$35 per person for a four-course dinner with some wine pairings. "Prix fixe" comes from the French phrase to mean fixed price menu items. Local chefs, many with international experience, will dazzle you with dishes that highlight regional favorites such as shrimp and grits, to more gourmet creations such as a grilled wild boar chop for your palette. Reservations are a must to find out the chef's creative choice for the week. Just one hour south of Raleigh, off of Route 1, takes you to the relaxing Sandhills to enjoy memorable meals and a great getaway. Experience a wide variety of cuisine, much coming from local farms and local products. Go to www.homeofgolf.com for more information about the event or contact Claire Phillips at cphillips@ncrrbiz.com.

CVB VOLUNTEERS ARE THE BEST!

A big thank you goes to the 17 volunteers that are a valuable part of the CVB on a weekly or substitute basis. At the front desk in the Visitor Information Center they greet visitors, answer the desk phone, send out requested information, fulfill mailings and other assorted "jobs" given to them by the staff, fill bags with promotional items for meetings, tournaments, etc. that can number in the hundreds even thousands, and sometimes help with a registration at another location. There are some volunteers who enter data into the CVB's database from golf shows, reader service cards, and inquiries. Since 1990, the volunteers have logged approximately 46,000 hours of service. If you meet or talk with a CVB volunteer please give them a word of thanks for helping to promote tourism in Moore County.

The CVB volunteers are associated with RSVP with whom Laurel Stanell, who directs the volunteers, works closely in reporting their hours and attending meetings. Once a year they meet with other RSVP members for a county volunteer recognition event. The CVB also has an annual volunteer recognition brunch or dinner locally to which the CVB Board is invited, and during the year there are brief CVB volunteer meetings for any updates. If you are interested in being a volunteer, please contact Laurel at lstanell@ncrrbiz.com.

NEW PHOTOGRAPHY FOR THE DESTINATION GUIDE

The CVB, in partnership with Pace Communications, contracted with Chip Henderson for an extensive photo shoot for the 2010 visitors guide and the CVB's digital library. For three days, Chip visited and photographed local venues, eateries, diners, shoppers, golfers, equestrians and some of the lovely outdoor amenities the area has to offer. The CVB thanks the many volunteer "models" who made the photo shoot so successful.

CO-OP MARKETING PROGRAM FEATURES LANDING PAGES

In order to provide co-op partners with even more advertising exposure, the CVB will be implementing landing pages that will provide more detailed information about participating properties and provide a direct link to each partners' website. Print ads will direct consumers to the landing pages where they will be able to gather more information about the specials offered by participating properties. This feature will provide an additional reporting feature for the co-op partners to better quantify the inquiries they receive by indicating the referring url more directly.

PUBLICITY AND AREA PROMOTION BEYOND THE USUAL

Throughout the year, writers from the U.S. and other countries create articles about the area in publications outside of the CVB's media plan. Everything from a German tourism magazine to the Wall Street Journal may print one of these pieces for their publication. In turn, these articles often prompt a visitor to put the Pinehurst, Southern Pines, Aberdeen Area on their list of desirable destinations to visit. This provides the area with many thousands of dollars of free publicity and promotion. In June '09 alone, the value of the cataloged articles was over \$31,000. The CVB works with writers from established publications as well as free lance writers who create articles about golf, retirement, culinary features, unique shopping, etc. The CVB also attends media missions that bring together the destination with specific writers to work on possible topics for future articles. Currently, there is a lot of buzz about going green in the hospitality industry as well as a big interest in all things culinary.

MEETINGS & CONVENTIONS

2011 WORLD SERIES OF DIXIE YOUTH BASEBALL IS COMING!

The CVB and Moore County Parks & Recreation traveled to Laurel, MS, to present a bid for the 2011 World Series of Dixie Youth Baseball in early August. Over 50 Dixie Youth Baseball directors and the Commissioner were present to hear Moore County's bid presentation before voting on the 2011 site.

Hillcrest Park in Carthage will be the event venue and corporate sponsorships will be available for local companies to participate.

The 2011 Dixie Youth World Series will bring approximately 2,000 players, coaches, officials and family members to Moore County in August.

CANADIAN GOLF SPECIALS SENT TO MEDIA AND VIA E-BLAST

In July, the CVB sales department collected special rates for a Canadian Golf initiative. Five properties responded to the request and all information was sent to the NC Travel & Tourism's Canadian office for distribution.

The Canadian golf specials were sent to over 10,000 Canadian Golf Groups via e-blast and a press release was issued to the golf media throughout Canada with a link to the Golf Specials on <http://www.homeofgolf.com/specials/canadian.htm>

PINEHURST AREA VOTED ONE OF THE BEST GOLF DESTINATIONS OUTSIDE OF CANADA

Toronto Sun readers were asked to identify their top three choices for golf destinations outside of Canada and the Pinehurst area received the Bronze award for Best Golf Destination outside of Canada. Pinehurst, NC came in 3rd behind Myrtle Beach, which won Gold and Orlando, which won Silver.

Melaine Communications accepted the award and thanked all who voted for the Pinehurst Area.

ANOTHER VERY SUCCESSFUL U.S. KIDS GOLF

Even the weather co-operated for the fourth year of hosting the U.S. Kids Golf Championship. The parade in Southern Pines showcased the 1200+ players from all over the world in parade a la the Olympics where each country held its flag and marched proudly. Each U.S. state also had its flag and group of golfers. Along with beauty queens, bands and Shriners, the whole event went without a hitch. In addition, a proclamation from NC Governor Perdue was presented to recognize the 10th anniversary of the championship.

To facilitate U.S. Kids Golf, a web site created by the CVB at www.homeofgolf.com/uskidsgolf proved to be an excellent tool for both local and participant information. The CVB sales department surveyed the accommodations regularly regarding bookings and updated the information as needed. Information on remaining available rooms for the event were posted and also emailed to area properties.

CVB TO EXHIBIT AT THE SOUTHERN LEGISLATIVE CONFERENCE

The CVB sales department has been invited to participate in the Southern Legislative Conference, "Flavors of the Carolinas" exhibit. Over 700 legislators from 17 southern states will be attending the conference and visiting the event on Sunday, August 16, 2009 from 6:00pm-10pm at the Winston-Salem Convention center.

The NC Department of Agriculture is coordinating the event and providing a full size carousel, games, food, entertainment and other fun things to engage the attendees. The CVB will be highlighting the Pinehurst, Southern Pines, Aberdeen Area for meetings, golf groups and promoting the upcoming 2014 Men's and Women's U.S. Opens.

SEVEN TRENDS AFFECTING THE U.S. BUSINESS TRAVEL MARKET THROUGH 2011

The economic downturn may be causing a significant contraction in business travel in 2009, but it is not the only trend reshaping corporate travel. *PhoCusWright's U.S. Corporate Travel Distribution Fourth Edition* identifies seven key trends driving fundamental change across the corporate travel landscape. These seven forces are driving a realignment of resources and services among corporate travel programs and travel management companies (TMCs), and leaving almost no facet of travel management untouched.

The top seven trends affecting the U.S. business travel market through 2011:

- The 3Ps of Corporate Travel: Balancing the Triple Bottom Line
- Travel & Expense: Putting the "E" Cart Before the "T" Horse
- Business Travel Goes Retail: Supply Chain Management
- Traveler-Centric vs. Trip-Centric Buying
- Going Mobile
- Videoconferencing: Traveling Without the Trip

- SMEs Become Big Business
- Read summaries of each of the top seven trends on *PhoCusWright Connect*.

WHO'S COMING TO TOWN?

Moore County will be hosting the following meeting & convention groups in August & September 2009:

- NCAEC Technology Conference
- GCR Project Manager Meeting
- 2009 American Contract Bridge League
- 2009 Zone 4 Sporting Clay Championships

UPCOMING TRADESHOWS

The CVB will represent our area to potential Meeting & Convention and Golf Group Planners at the following meetings & tradeshow:

- Southern Legislative Conference – August 14, 2009
- AENC Meeting – September 11, 2009

NOW OPEN FOR BUSINESS

LITTLE CAESARS PIZZA, 10725 Hwy, 15/501 Southern Pines

RITA'S ICE CREAM, Harris Teeter Shopping Ctr., Southern Pines

VINTAGE HOUSE, 125 S. Bennett St., Southern Pines

PUTTER HEADS INDOOR GOLF, 103 Perry Dr., Southern Pines

OLIVE GARDEN, Hwy 15-501 (next to Bonefish), Southern Pines



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