

# *DMN - Destination Marketing News*

*Your Tourism Industry Update – August 2010*

*Produced by the  
Convention & Visitors Bureau*



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## *Tourism News*

### FIFTH YEAR OF U.S. KIDS GOLF - ANOTHER SUCCESS

While the revenue numbers are not yet in, there are some interesting figures about the players, courses, etc. worth mentioning regarding the U.S. Kids Golf events held at the end of July and early August. The community once again did a great job of showing the players, officials, families and friends what a great place the Sandhills is to visit.

Here are some notable numbers from this year's U.S. Kids Golf events:

- Total players from 36 different countries comprised this year's World Championship fields
- Six total championships during the two weeks including two new Parent/Child Championships on Pinehurst No. 8 and Little River.
- Kids played more than 123,480 holes of golf during the two weeks
- 5,145 competitive rounds were played on 11 area golf courses
- 4,400 people attended the Opening Ceremony for the Kids World Championship and 1,200 stayed around following the Championship to be part of the Awards Ceremony held at Pinecrest High School
- 550 volunteers braving temperatures that averaged 98 degrees during the 8 competition rounds
- Players and caddies consumed an estimated 10,500 gallons of water and Gatorade during the Championships (On-course only)
- Seven holes-in-one scored during the Kids World Championship week and for the first time ever, there was 1 double eagle scored at Legacy Golf Club on a 460 yard par 5 by an 11 year old boy

Golf is definitely alive and well in the younger generation.

### ASHTEN'S RESTAURANT WINS THE 2010 BEST DISH IN NC CONTEST

An anonymous panel of judges spent the summer traveling to 20 restaurants throughout North Carolina to find the best fine dining and casual dining dishes that use North Carolina products. Ashten's in Southern Pines was the winner in the Fine Dining category for 2010.

Ashten's winning dishes – Asparagus strudel, NC mountain trout salad, Council Farms egg drop soup, braised rainbow farm lamb shoulder, and pecan polenta cake with strawberries. Stop by and try one of their award winners.

The Best Dish in NC competition is an annual statewide contest that recognizes and rewards the efforts of restaurants and chefs who use North Carolina products regularly in their menus.

## *Marketing & Public Relations*

### SECOND ANNUAL “MOORE ON THE MENU” RESTAURANT WEEK

Prepare your taste buds for the second annual restaurant week that starts August 30 through September 5, 2010 many of the area’s independent, locally-owned restaurants will participate in “Moore on the Menu.” With a prix fixe four-course dinner for \$35 per person, you will enjoy some of the finest dining in North Carolina in addition to their regular menus. Wine pairings will also be available at most restaurants for an additional fee. <http://www.homeofgolf.com/visitors/whatsnew/index.htm>

Many of the restaurants use local produce and work to support local farmers as they develop their menus. Much of summer’s bounty will be part of the menus during restaurant week. The participating restaurants include: Ashten’s (910.246.3510), Chef Warren’s (910.692.5240), Elliott’s on Linden (910.215.0775), Sly Fox (910.725.1621), Italian Table (910.673.4725), Magnolia Inn (910.295.6900), Nina’s (910.235.4600), Rhett’s (910.695.3663), Wolcott’s (910.695.1551), and Ten-Ya (910.255.1085). Reservations are required.

### 2011 OFFICIAL DESTINATION & GOLF GUIDE

The CVB is once again partnering with Pace Communications to publish the annual Destination and Golf Guide. The 2011 guide will feature an updated creative look and structure that mimics the traditional readability and sophistication of a lifestyle magazine while retaining the functionality of a useful planning resource. Deadline for ads is September 30, 2010.

Sponsored content opportunities throughout the book will allow local businesses to present themselves in an editorial context that showcases their contribution to the destination while speaking directly to the visitor. Available at several sponsorship levels and covering a variety of topics, these sponsorship opportunities allow a wider variety of businesses to participate in the destination guide. Pace Communications will be presenting the various sponsorship levels and other options in the near future. For co-op partners, you may consider upgrading your ad that is included in your package. Contact Chris Denby at Pace Communications if you are interested in advertising in the 2011 guide. [chris.denby@paceco.com](mailto:chris.denby@paceco.com)

### PALUSTRIS FESTIVAL 2011: VENUES AND PARTNERS

Presented by the Arts Council of Moore County and the Convention & Visitors Bureau, the Palustris Festival program committee is accepting applications for the 2011 festival which will be held March 24-27, 2011. If your business has a venue for an exhibit/performance or would like to be a festival sponsor, please contact Chris Dunn at the Arts Council, 910.692.ARTS (2787). The festival showcases the visual, literary, and performing arts throughout Moore County. The second year of the festival will be even bigger and better which is hard to top 100+ events over 4 days with 8,000 attendees in 2010.

### BIG THANK YOU TO THE CVB VOLUNTEERS

Thanks to the faithful CVB volunteers at the Visitor Center who answer the phone at the front desk and greet visitors and help them find answers to their many questions. Having up-to-date brochures from the

accommodations, golf courses, attractions, etc., are a large part of what they use to showcase the destination. They have been busy this spring and summer (also throughout the year) preparing promotional bags for meetings that Beverly Stewart, Director of Sales, arranges and for many of the various tennis and golf tournaments that come to town. When you see us at the CVB, give the volunteers an extra "thank you." If you would like to become one of our volunteers, contact Laurel Stanell at [lstanell@homeofgolf.com](mailto:lstanell@homeofgolf.com).

## *Meetings & Conventions*

### LEARNING MORE ABOUT MOORE EDUCATIONAL TOUR - SEPTEMBER 15<sup>th</sup>, 2010

The CVB will be conducting the Learning More About Moore Educational Tour on September 15<sup>th</sup>, 2010 for all hotel, motel and resort staff. The one-day tour will visit area attractions such as Cameron, Pottery Country, House in the Horseshoe and much more. Attendees will hear all about the History of Moore County from our tour guides: Marva Kirk, Owner of Kirk Transportation & Tours and Beverly Stewart, CVB Director of Sales. If you are interested in participating in the Learning More About Moore Educational Tour please contact Beverly Stewart at 692-3330 x237 or [bstewart@ncrrbiz.com](mailto:bstewart@ncrrbiz.com).

### NC TENNIS ASSOCIATION'S JUNE 2010 VOLUNTEER OF THE MONTH: MATT DOWNING

Matt Downing worked tirelessly on the USTA League Adult State Championships, held in Moore County July 4<sup>th</sup> weekend. He organized a crew of workers to set up tents, deliver ice and water, pick up coolers at the end of the day, blow pine needles off courts and keep all courts in good condition... just to name a few. Players were able to arrive to their courts each morning to jump on court quickly and easily, due in large part to Matt's organized efforts. Despite the amount of work and juggling necessary, he always had a smile on his face and wanted to know if anything else needed to be done. All the while, he serves diligently as Director of Tennis at Pinehurst Resort.

### HOTELS BOOK MORE MEETING, CONVENTION GROUPS THIS YEAR

Hotels are reporting a rebound in business from group customers, a key segment that includes companies, associations, sports teams, religious groups, social organizations and the military. The U.S. Travel Association forecasts a 7% increase in meeting and convention spending this year, to \$90.7 billion. That follows a 15% decline in 2009, when organizations canceled meetings, sent fewer employees to trade shows and insisted on bare-minimum amenities.

### GREAT HOTELS ORGANIZATION'S TOP 10 MEETING TRENDS

In July, Great Hotels Organization (GHO) released the following 10 meeting trends:

#### **1. Budgets are growing but still a deciding factor.**

The meeting and incentive market is slowly becoming more optimistic following a considerable contraction throughout 2009. Budgets are cautiously growing in comparison to last year and are predicted to increase further in 2011; however this is still very much a deciding factor when it comes to booking a venue. Many companies are again realizing the importance of face-to-face meetings (corporate clients in particular) and the number of meetings, incentives or events organized through GHO's meetings and incentive travel desk have increased by 30 percent year-to-date in comparison to the same period two years ago, a figure forecasted to rise further in 2011.

#### **2. ROI is even more important than ever.**

Proving return on investment (ROI) is a big challenge that is becoming increasingly important for buyers as companies start to invest again in meetings and incentives. Although budgets are slightly higher this year, they are highly scrutinized by CEOs and buyers need to prove that every penny spent has a recognized return. With this in mind, special offers and packages are becoming more popular as buyers look for value for money and added extras.

### **3. Shorter lead times.**

Shorter lead times are becoming a noticeable trend, often booked only a few months before the event is to take place. The lead times for events booked through GHO's venue-finding desk increased by 40 days in May 2010—a difference of over seven weeks in comparison to the same period two years ago. Many companies are wary of booking too far in advance in the event of cancellation or postponement which in some cases is associated with hefty fees whereas some are simply taking advantage of favorable last minute rates and packages.

### **4. Relationships are key.**

There has never been a more important time to invest in face-to-face meetings between suppliers and buyers. Buyers with short lead times are more likely to go to suppliers with whom they have a good relationship as they can rely on them for a fast response and the need for flexibility. Suppliers who want to win business should be investing in face-to-face meetings and focusing on creating good working relationships with buyers.

### **5. Flexibility and value for money.**

In an ever-changing market, buyers are looking for flexibility, added value without extra cost and fast responses to RFPs. Suppliers need to be flexible with a variety of deciding factors such as dates, price, cancellation and deposit procedures and payment options in order to stay ahead of the competition. Responding within 24 hours to a RFP is vital to create a good first impression and suppliers should work with the buyers in partnership to make sure the event can go ahead.

### **6. Corporate Social Responsibility (CSR).**

CSR and environmental awareness continue to be hot topics for the meetings and incentives market. Many buyers are specifically seeking hotels that have addressed some elements of sustainability and green programs as companies aim to reduce the environmental impacts associated with meetings.

### **7. Spa and golf not as important.**

With bigger but highly scrutinized budgets, buyers are focused on getting the most out of their money and on the bare essentials—with decreased attention on spa and golf facilities. The “no-frills” approach focuses on the basics and teambuilding activities, if any, are often incorporated into the body of the meeting with little or no time allocated for specifically for networking or incentive activities.

### **8. More business, less pleasure.**

During the height of the recession, many businesses cut down on pure incentive trips, focusing their budgets on business meetings. Incentives will be slowly coming back on the menu towards the end of 2010 and throughout 2011, albeit more discreetly than usual. The pre- and post-dinner networking activities traditionally incorporated into meetings are making a steady comeback.

### **9. Emerging destinations.**

Popular destinations include convenient, value destinations as companies seek cost-effective venues in up-and-coming destinations.

### **10. Social media grows in importance.**

The world of social media is creeping into the meetings and incentive industry. Face-to-face contact is still seen as having the most value, but many buyers are utilizing social media tools such as Tripadvisor to seek feedback on venues as well as developing relationships through Facebook with suppliers they've already met. Suppliers are also promoting their venues through Facebook and Twitter.

Visit our official Facebook Page at [www.facebook.com/homeofgolf](http://www.facebook.com/homeofgolf) or send us a tweet at [www.twitter.com/usahomeofgolf](http://www.twitter.com/usahomeofgolf).

## Who's coming to Town?

Moore County will be hosting the following meeting & convention groups in September & October 2010:

- American Contract Bridge League
- NC Forestry Association
- NC Chapter - US Bowling Congress
- NC Department of Agriculture

### UPCOMING MEETINGS & TRADESHOWS

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

- NC Defense Business Association Meeting - September
- AENC Meeting - September

## On The Move

A warm welcome and congratulations to new staff that have been promoted or moved into new positions that impact area tourism and hospitality:

- Dana Harrison, Sales Manager, Little River Golf & Resort
- Meighan Jones, Hotel Manager, Little River Golf & Resort
- Mike Zeinemann, Marketing Manager, Greenleaf Inn

If you have information you would like to share to keep everyone up to date on additions or changes to your staff, please contact Karen Davis at the Convention & Visitors Bureau at 692-3330, ext 236.

### Convention & Visitors Bureau Staff:

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*The Convention & Visitors Bureau for the Pinehurst, Southern Pines, Aberdeen Area is an economic development organization and non-profit authority of Moore County, North Carolina. The CVB mission is to promote the area as a destination for visitors, meetings, conventions and tours, and is funded primarily by a three percent hotel / motel room occupancy tax paid by visitors to Moore County.*

[www.homeofgolf.com](http://www.homeofgolf.com)