

# DMN - Destination Marketing News

Moore County's Tourism Update – December/January Issue

Produced by the  
Convention & Visitors Bureau



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## Tourism News

### TOURISM PRODUCT DEVELOPMENT

The Convention & Visitors Bureau's Board unanimously passed a motion to develop a Tourism Product Development Program for Moore County, mirroring one of the country's most successful efforts of this kind in place in Asheville, NC. While the concept was endorsed, it was done so understanding that funding for the program is yet to be developed or approved by the board. The basis of tourism product initiatives is to drive new tourism revenues through the creation of new visitor products/services, i.e. new things for visitors to see and do. The Asheville program has created dozens of new tourism business/entities that have driven tourism revenues up and created new jobs for their area. As the CVB continues to work on this new initiative, your DMN will keep you current on all the developments of this exciting new program.

### TOURISM: LOOKING AHEAD

What can we expect 2011 to bring us as we turn the page into a new decade? Here are some predictions based on current tourism trends and models – more so on the national front, but still helpful in devising our forecasts for the future.

#### To Kick Things Off - a Quick Summary of 2010

Overall travel volume is expected to finish up 7%, led by business travel, but it's hindered by lower prices/yields (bringing real gains in at around 2-3%). Airlines are still carrying fewer passengers and operate with less capacity, but are doing so with a higher fare (bucking the odds). It's working well for them now, but not helping the travel industry as a whole. It means the primary mode of travel to our destinations, and most others will continue to be the automobile (keep an eye on those gas prices).

The health of the overall economy of course will have a lot to say about the 2011 tourism sector performance, as lingering high unemployment and weak household income growth will continue to stymie consumer confidence, and thus spending. The net outlook is for growth, but with very modest gains. The question is will the second half of the year ignite some real gains, or will stagnation be the status - economists are still somewhat split.

A reliable travel prognosticator says expect trip volume to be 2.3 % to match current GDP growth. One shining light – international travel, specifically business related will out perform overall market. Other areas of impact to watch:

- Can hotels start raising their ADR, and will group business start to see a much needed sustained increase over the past three sluggish years?

- For resorts – will they realize a boost from upscale travel, especially from the ever growing baby boomer crowd as more and more begin retirement years armed with discretionary income and time? By 2020 those over the age of 65 will comprise 25% of the population, up from 19% in 2000.

No doubt we are all tiring of the too often used term, “cautiously optimistic” but if the shoe fits... It’s still the best descriptive we have. If there's a silver-lining, it’s that we live in an incredibly desirable part of the country and state, guided by businesses with a strong work ethic that offer great service and value for the dollar. It’s a great foundation for recovery.

### **POSITIVE USKG FEEDBACK HELPS 2011 PLANS AND BEYOND**

US Kids Golf will bring its ever-growing, ever-popular World Championship events again to the Sandhills in 2011. An extensive survey of those attending in 2010 showed a very high satisfaction index, and a willingness to share ideas on how to make 2011 even better. These results will be shared with participating USKG local businesses in early 2011, along with preliminary plans for the August ritual. We will also be introducing a sponsorship program for USKG, so stay tuned.

### **GOLF IMPACT SURVEY TO BE RELEASED IN JANUARY**

The much anticipated results of an important study of the comprehensive impact of golf on the Moore County economy will be unveiled in January, with the written/digital report available from the CVB after a presentation to local golf course owners/operators. Stay tuned for more information on this relevant summary of one of Moore County’s biggest economic catalysts.

### **TOURISM BAROMETER**

Introduced in the last issue of DMN, this in-depth look at key tourism indicators will be highlighted in the March issue, with a detailed summary of 2010.

## ***Marketing & Public Relations***

### **2011 DESTINATION & GOLF GUIDE NOW AVAILABLE!**

The 2011 Official Destination & Golf Guide is now available! Copies can be picked up at the Visitor Information Center on Hwy. 15-501. This year marks another year of innovation for the guide. The publication is more than 15% larger and contains more copy and suggestions for things to see and do in the area. Of special note is the section on activities for children under 18. Who says there aren’t fun things for the junior set to do?

The guide is distributed at NC Visitor Centers statewide, consumer/golf shows, available for groups, and local businesses to distribute, AAA offices throughout NC, and available online.

Order a FREE copy online at <http://www.homeofgolf.com/visitors/brochure/index.htm>.

### **STEVE EARWOOD – RICHMOND COUNTY’S CITIZEN OF THE YEAR**

Steve Earwood, owner and operator of Rockingham Dragway and a sitting member of the governor’s North Carolina Motorsports Advisory Council, was named Richmond County’s Citizen of the Year by the Richmond County Chamber of Commerce. Earwood, who has owned the track on U.S. Highway 1 since 1992, was nominated by former State Senator Richard Conder, who was particularly impressed with the number of visitors the track brings into the county each year.

“I am a numbers person (and) that means a lot to me,” Conder said. “All of the people that were nominated were equally deserving, but (Earwood stands out because) he works six days a week.”

Earwood employs up to 140 people on major race weekends and admitted that, “we could have something at the track every day if the weather permitted.” For the full article, go to <http://www.ihra.com/article/7089.html>

### **PALUSTRIS FESTIVAL 2011: VENUES AND PARTNERS - DEADLINE JANUARY 7, 2011**

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. All applications are due no later than January 7, 2011 to be considered. Information and forms can be found at [www.PalustrisFestival.com](http://www.PalustrisFestival.com).

### **BUSINESS NC MAGAZINE FEATURES AN 8-PAGE ARTICLE ON MOORE COUNTY**

Community leaders gathered in mid-December to celebrate the unveiling of an 8-page community feature on Moore County in the highly-regarded *Business North Carolina* magazine. Hosts for the event were the CVB and Partners in Progress. The event was held at the Little River Golf Resort. Publisher Ben Kinney was on hand to officially dedicate the issue. The feature highlighted tourism, health care, and the industrial assets that combined with an exceptional quality of life, make Moore County a popular destination for visitors, new residents and businesses.

Rounding out the event was a keynote talk from one of the state’s true innovators, Eric Henry, founder of TS design and Cotton of the Carolinas. His talk underscored excellent perspective on how today’s apparel industry in our state has been decimated (high offshore outsourcing) and how his initiative is to add transparency to the apparel manufacturing process, and to produce new products within a 750-mile footprint vs. 17,000 miles that most apparel has now. Go to [CottonoftheCarolinas.com](http://CottonoftheCarolinas.com) for more on this intriguing story and innovative business model.

### **SEASONAL PACKAGES**

The CVB is currently requesting information from lodging partners if they have seasonal packages to promote specifically for Valentine’s Day, President’s Day, and Palustris Festival. The packages must include more than just a room rate. The packages will be promoted from January through March. Please send details to Claire Phillips at [cphillips@HomeOfGolf.com](mailto:cphillips@HomeOfGolf.com).

## **Meetings & Conventions**

### **GROUP SALES ROUNDTABLE MEETING**

The area Group Sales Round Table meeting was held Tuesday, November 16<sup>th</sup>, 2010 at the Convention & Visitors Bureau. The group agreed on a series of Sales Blitzes within North Carolina beginning March 2011. The first sales blitz will be Sanford with Research Triangle Park, the Triad and Charlotte to follow. If you are interested in participating in the Sales Blitzes, please contact Beverly Stewart at [bstewart@homeofgolf.com](mailto:bstewart@homeofgolf.com).

## CVB DIRECTOR OF SALES HONORED BY MEETING PROFESSIONALS INTERNATIONAL & CAROLINAS CHAPTER

Meeting Professionals International (MPI) and MPI – Carolinas Chapter honored CVB Director of Sales, Beverly Stewart, for 20 years of service to MPI at the November 2010 meeting. As CVB Director of Sales, she has served on the Meeting Planning Committee, Membership Committee and other committees within MPI-CC. She also received the Chairman's Challenge Award in 2005.

## AMEX PREDICTS 2011 MEETINGS GROWTH

In 2011, companies will likely increase their spending on and frequency of meetings, predicts American Express Business Travel, which yesterday released the results of its annual Global Business Travel Forecast. According to the forecast, companies will hold more meetings next year, and will spend more on them overall. At the same time, however, they likely will spend less per meeting as meeting size decreases and sourcing efficiencies increase. Finally, AmEx predicts, planners will likely hold more local and regional meetings, and incorporate more virtual alternatives and supplements to face-to-face gatherings.

Meanwhile, AmEx also has released projections for business travel prices, including airfare and hotel rates, which it expects to rise 10 percent next year in key global markets. Specifically, it forecasts, domestic economy-class airfares – already up 21 percent in 2010 – will rise 2 percent to 6 percent while hotel rates will rise 1 percent to 6 percent.

## *Who's coming to Town?*

Moore County will be hosting the following meeting & convention groups in December & January 2011:

- NC Amateur Athletic Union Middle School State Wrestling Championships
- Weymouth Woods 100K Trail Run
- NC Tennis Association Annual Meeting
- NC Dixie Youth Baseball Annual Meeting

## UPCOMING MEETINGS & TRADESHOWS

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

- Meeting Professionals International – Carolinas Chapter Meeting – January
- Association Executives of NC Meeting – February
- Meeting Professionals International – Carolinas Chapter Dream Team – February

## *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:

- Beth Moyer, General Manager, Greenleaf Inn
- Rick Bergmann, General Manager, Holiday Inn Express

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.

*Cheers to you all and greetings for a very happy New Year!*

**Convention & Visitors Bureau Staff:**

*Caleb Miles, President & CEO*

[cmiles@homeofgolf.com](mailto:cmiles@homeofgolf.com)

*Beverly Stewart, Director of Sales*

[bstewart@homeofgolf.com](mailto:bstewart@homeofgolf.com)

*Claire Phillips, Director of Marketing*

[cphillips@homeofgolf.com](mailto:cphillips@homeofgolf.com)

*Karin Toomey, Information Technology Manager*

[ktoomey@homeofgolf.com](mailto:ktoomey@homeofgolf.com)

*Lisa Long, Marketing & Publications Manager*

[llong@homeofgolf.com](mailto:llong@homeofgolf.com)

*Laurel Stanell, Visitor Services Manager*

[lstanell@homeofgolf.com](mailto:lstanell@homeofgolf.com)

*Karen Davis, Office Manager*

[kdavis@homeofgolf.com](mailto:kdavis@homeofgolf.com)

*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)*