



Home of American Golf

Destination Marketing News

Your Tourism Industry Update from the Convention & Visitors Bureau

January 2009

TOURISM NEWS

NC SCHOOL START DATE CLARIFICATION

Those of you that have followed this issue know the 2004 legislative change to a later school date has helped the tourism industry across the state by extending the summer travel season and helping provide a reliable summer labor pool. Apparently, voters agree with the change based on a recent random sample survey – 71% support the existing law while 80% prefer the later start date (over late July/early August start date). The impact on the economy is also vital to voters, as 2/3 of these surveyed say the economy should be a factor when planning the school start date. To learn more about the current school calendar law and the NC School Start Coalition, visit NCSchoolStart.org.

US KIDS GOLF SURVEY RESULTS ARE IN

Those directly impacted by this summer's US Kids Golf World Championships knew the event was bigger than ever in 2008, especially with the addition of the US Teens Golf Championship. It's no wonder most were pleasantly surprised with the results of the survey, commissioned by the CVB that showed a \$3.9 million direct impact on the county, with an average stay of 5.9 nights and spending per party of \$ 2,812.53. If you would like to have more information on this survey, please contact the CVB for a copy of the study results.

ATTEND THE 2009 GOVERNOR'S CONFERENCE ON HOSPITALITY AND TOURISM WITH NCRLA

Art Gallagher, president of the Charlotte Campus of Johnson & Wales University will provide the keynote address for the opening of the North Carolina Restaurant and Lodging Association's

(NCRLA) educational sessions at the 2009 North Carolina Governor's Conference on Hospitality and Tourism, March 1-3 at the new Raleigh Marriott City Center and Raleigh Convention Center. You can attend for 1, 2, or all 3 days!

Featuring the first-ever educational conference dedicated to North Carolina's restaurant and lodging industry, NCRLA's partnership with the NC Division of Tourism for the 2009 Governor's Conference is your opportunity to connect to the ideas, people, and partners that will help you rise above this down economy. With more than 500 of the state's lodging, restaurant and tourism leaders attending, these three days are where we'll work together to turn more tables, and put more heads in beds!

As President of the Charlotte Campus of Johnson & Wales University for the past 5 years, Gallagher has a unique perspective on the economic futures of North Carolina's business, hospitality and culinary industries.

Together, the tourism and hospitality industry, partnered with strong educational programming for young entrepreneurs will create the Tar Heel State's new economic engine. Find out how and why on March 1.

Don't wait! Register yourself -- and key staff members -- to attend the 2009 Governor's Conference now!

The conference agenda and online registration are available at:

<http://www.nccommerce.com/en/TourismServices/PromoteTravelAndTourismIndustry/TourismEvents/GovernorsConference/GovernorsConference.htm>. If you have questions, just call NCRLA's office at (800) 582-8750!

NEW VOLUNTEERS ALWAYS WELCOME AT THE CVB

The CVB is interested in recruiting any new potential volunteers for 4 hour shifts during the work week. The volunteers greet the visitors, answer the phones, fulfill requests for information, call to update area information, and prepare promotional material for various area events, etc. If you are interested, please contact Laurel Stanell, Visitor Services Manager, at 910-692-3330 ext. 242.

CELEBRATION OF SEAGROVE POTTERS EXCEEDS ALL EXPECTATIONS

After only five and a half months of planning and execution, the Celebration of Seagrove potters went off without a hitch, exceeding attendance estimates and putting big smiles on the faces of the participating artists. Over 400 attended the opening night Gala on November 21st and over 5000 attended the potters market Saturday and Sunday. The Steering Committee kicked into gear in early June, drawing in community support from potters, clay workers and community members, to create a very successful event.

For more information, contact: Jennie Lorette Keatts (jennie@jilkjewelry.com) or Susan Greene (sbz@rtmc.net)

CENTRAL PARK NC DOES TOURISM – FOR SURE

In early January, representatives from the 8-county Central Park NC met for a landmark strategic planning session designed to create a new regional tourism partnership. The region, consists of Randolph, Montgomery, Davidson, Richmond, Stanly, Montgomery, Anson, Rowan, and Moore counties, which together generated \$831 million in visitor spending (approximately 6% of state total), but represents roughly 13% of the state's total land mass. A business plan for the region will be launched this year, along with a plan to seek state/federal grants, as well as a partnership with the NC Division of Tourism/Film Sports Development. Emphasis will be on outdoor recreation and small town charm. In addition, a regional meeting for all stake holders from the eight counties is being planned, so stay tuned for more information.

REALIZING RESEARCH

The CVB is working closely with its media/research partner, Golf Digest, on a new project that will provide our destination with some valuable new research data via a substantial study being conducted in February. Stay tuned for the results which are expected to be published in March.

AAA CAROLINA'S FOUNDATION NOTES MOORE COUNTY

AAA Carolina's Foundation for Traffic and Safety released its selections for 2008. Reidsville came in at number one for communities with a population between 10,000 and 30,000. Pinehurst in Moore County was one of the five in the 10,000-30,000 also honored. Traffic safe communities are selected by looking at crash statistics, number of law enforcement officers per capita, and presence of a formal traffic safety program

and/or existence of a special traffic division. UNC at Charlotte provided the statistical analysis and AAA Carolinas Traffic Safety Foundation chose the winners in each category.

MARKETING & PUBLIC RELATIONS



NEW MESSAGING TO ADDRESS THE CURRENT ECONOMIC SITUATION

The CVB, in partnership with SMITH advertising, is creating new messaging through our print ads to address several key areas of interest for visitors. Tourism pundits are indicating that consumers *still* want to take some kind of vacation, but they will be very value and proximity conscious in the months ahead. Taking that into consideration, the CVB is focusing on the area's value proposition, proximity relative to other (and more expensive) destinations, and that local accommodations and amenities are great sites for gatherings of all types – weddings, reunions, anniversaries, and family vacations to name just a few. You should start to see the new creative in the spring issues of publications we have selected for advertising.

ROOMS AT THE INN PROGRAM 2008

Another successful year of the “Rooms at the Inn” program was completed the first week of January. The CVB sent a brief survey to program participants to gain feedback on this year's program as well as for planning next year. Kudos to The Pilot, a gracious partner on this program, providing \$30,000 in advertising to help local lodging properties stimulate business during the lower-demand holiday season.

PINEHURST RESORT VOTED ONE OF THE 500 WORLD'S BEST RESORTS IN 2009

Congrats to Pinehurst for its inclusion in Travel + Leisure's 500 World's Best Hotels 2009! Three other North Carolina hotels made the list – Inn at Biltmore in Asheville, Richmond Hill Inn in Asheville, and Sanderling Resort & Spa in Duck. <http://www.travelandleisure.com/tl500/2009>

OFFICIAL DESTINATION & GOLF GUIDE FOR 2009 IS AVAILABLE NOW

The 2009 Destination & Golf Guide published by the CVB in conjunction with Pace Communications is available now at the CVB and will be available online in the next several weeks on the CVB's website. Lodging properties and businesses who advertised in the guide are welcome to come by the office and pick up a box for their property. The guide is also distributed at NC visitor centers as well as consumer and golf shows attended by the CVB.

2009 ESSENTIALS GUIDE IS AVAILABLE NOW

The 2009 Essentials guide produced by the CVB is now available and ready for pick up. The guide provides area information about golf courses, dining, and events. The convenient size makes it an easy-to-use reference tool for visitors and residents alike. Stop by the CVB and pick up a box for your business.

In addition to the publication, the CVB provides a weekly events listing to area businesses, updates a weekly events hotline, and lists events on the website www.HomeOfGolf.com.

To have your event promoted, send the information to Lisa Long at llong@ncrrbiz.com. **Please note:** the CVB reserves the right to select those events most appropriate for encouraging tourism, i.e. promoting overnight reservations to enjoy the event and other local attractions.

BARNES WINS THE POLAR BEAR 150 AT ROCKINGHAM SPEEDWAY

Brett Hudson made the bold statement that he and Chuck Barnes, Sr. were going to be the class of the field come race time for the Polar Bear 150 held January 1, 2009. He was right. The two dominated for most of Thursday afternoon, trading the lead back and forth through a myriad of cautions.

Unfortunately for Hudson, Barnes' luck held as the laps wound down. Hudson's did not. Barnes, who started from the R.A. Jeffrey's Distributing Company pole, took advantage of a blown engine in Hudson's Chevy Monte Carlo with ten laps to go to take the checkered flag in the inaugural Polar Bear 150 at the Rockingham Speedway Thursday afternoon.

UPCOMING RACES:

ARCA RE/MAX Series Carolina 200, April 19, 2009

ARCA RE/MAX Series American 200, October 11, 2009

Polar Bear 150, January 1, 2010

YPARTNERSHIP PREDICTS 2009 TRAVEL TRENDS DEMAND STILL ROBUST BUT COMPETITION HEIGHTENS

While marketers of travel services may gladly bid adieu to 2008, the year ahead promises to be equally challenging as competition for travelers heightens, according to Peter Yesawich, president and CEO of Ypartnership.

According to research conducted by Ypartnership, the travel intentions of Americans remain robust with 71% of active travel households planning at least one overnight trip during the next six months, the same as one year ago. "Our most recent tracking surveys reveal there is still plenty of demand for travel services in the marketplace for those who are aggressive and clever enough to capture it," says Yesawich. To see the rest of the article, go to: <http://www.tripinfo.com/ITM/Articles2008/ITM2666.html>

TORONTO STAR HIGHLIGHTS PINE NEEDLES

In its Dec. 20 edition, the *Toronto Star* highlighted Pine Needles Lodge & Golf Club in Southern Pines with an interview with Peggy Kirk Bell. The Canadian writer noted "After a grey and listless November and early December, we feel like we've stepped back into early autumn. As soon as we open the car door, we catch the welcoming scent of the azalea bushes and magnolia and pine trees. The welcome is just as warm." To find out more, visit <http://www.thestar.com/article/555427>.

CONSORTIUM FOR PROMOTING AREA EVENTS/ATTRACTIONS

The local business group creating a county-focused arts festival is moving forward to further define the festival, what it should include, and gather input on the focus/theme for the festival. The committee is being spearheaded by the Arts Council of Moore County. Ray Owen from the Moore County Historical Association provided a presentation about the local fair started in 1914 that rivaled the NC State Fair at the time. The fair was held in Pinehurst and involved all aspects of Moore county lifestyle. It was called the Sand Hill Faire and ran through the mid-1920's. The committee is planning to create a new festival that connects

the history of the original fair to current Moore county lifestyles and attractions. The festival is planned for March 2010.

If your organization would like to participate, sponsor, or perform at the festival, send an email to Claire at the CVB, cphillips@ncrrbiz.com to get involved.

WE'RE PACKING OUR BAGS FOR GOLF SHOWS!

The CVB staff, along with our marketing co-op partners are ready to hit the trail to promote the area at the following golf shows during January, February, and March. We'll be distributing Destination Guides, package specials, and show promos from attending partners. There are still a limited number of slots for participation. If you are interested in staffing any of the shows, please contact Karen Davis at kdavis@ncrrbiz.com.

- Washington, D.C.
- Lakeland, FL
- Somerset, NJ
- Cleveland, OH
- Toronto, Canada
- Philadelphia, PA
- Novi, MI

MEETINGS & CONVENTIONS



NEW AND RENOVATED MEETING SPACE

The Carolina Hotel – Pinehurst Resort recently completed renovations to the Carolina Hall and Terrace (former Exhibit Hall), Grand Ballroom, East Wing guest rooms and its public spaces – including the lobby of its most popular hotel. Renovations to all but the East Wing guest rooms will be complete in February. The completion of guest rooms in April will mark the close of a three-year head-to-toe project to update every room in the Carolina, and will position the 108-year old hotel as a completely smoke-free facility. Pinehurst also provides free internet and wireless service resort wide as of 2009, waiving all guest room and public space charges for internet.

AREA SALES BLITZ PROGRAM - WHO, WHERE & WHEN

A cooperative Sales Blitz program has been discussed and is being considered for 2009. To move forward with this program, we need to determine the level of interest in the hospitality community, so please provide the following information: Who do you want to target: Corporate, Association, Sports, etc.? Where would you like to blitz: Charlotte, Triad, Triangle, NC, SC, and/or VA? When: which months would your staff be available to participate in the sales blitzes? Your feedback is vital before we move forward with this program, so please send your input & suggestions to bstewart@ncrrbiz.com as soon as possible.

2009 MEETING MASTERS GOLF TOURNAMENT & TRADESHOW

The Meeting Masters golf tournament produced by The Golfe came to Moore County for the first time November 19-23, 2008. Over 175 meeting and hospitality industry professionals from across the country participated in the tournament, tradeshow and networking opportunities at the Pinehurst Resort. The CVB provided area information, welcome packets and participated in the event.

CVB MEETING PLANNERS E-NEWSLETTER WELL RECEIVED

The Meetings E-Newsletter was sent to over 3,000 meeting and event planners in December 2008. The newsletter contained information on the area's new & renovated meeting facilities, winter meeting specials etc. The Meetings E-Newsletter is produced in-house and includes pertinent information for meeting planners interested in bringing groups to Moore County.

2009 AENC ANNUAL TRADESHOW – SPECTACULAR!

The AENC Annual Tradeshow on December 11th at the Raleigh Convention Center was very successful. Area representatives met with over 132 Association Executives from across North & South Carolina. Our area's theme was "You've Arrived" and the center piece of our booth area was a 1938 Buick Special provided by Kelly's Limousines. Kudos to everyone for making this year's AENC Tradeshow the most successful ever for our area! Hampton Inn & Suites, Little River Golf Resort, Pine Needles-Mid Pines Resorts and The National.

WHO'S COMING TO TOWN?

Moore County will be hosting the following meeting & convention groups in February, March, and April, 2009:

- NC Barbershop Harmony Brigade – 2009 Annual Meeting
- Dixie Youth Baseball – 2009 Annual Meeting
- NC Tennis Association – 2009 Annual Meeting

UPCOMING TRADESHOWS

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

- SC Society of Association Executives Annual Tradeshow – January 21-22, 2009
- Toronto Golf Show w/NC Travel & Tourism February 27 – March 1, 2009

AREA HOSPITALITY BUSINESSES



NEW AREA BUSINESSES FOR VISITORS TO ENJOY

Work on Olive Garden is progressing and will be located adjacent to Stein Mart in Southern Pines

Work is continuing on TJ Maxx (opening in March '09) and Shoe Carnival (opening late spring) both located near Starbucks in Aberdeen.

Quizno's is now open and located near Starbucks in Aberdeen.

PINEHURST'S BRAD KOCHER RETIRES

Brad Kocher, EVP of Grounds and Golf Course Management for 34 years at the Pinehurst Resort, retired at the end of 2008. He is looking forward to spending more time with his family, playing golf, fishing, and relaxing.

There are few more passionate about the history and tradition of Pinehurst golf, and keeping playing conditions as pure and true to the designer's intent, than Brad. He saw many renovations at all eight golf courses at the resort, most importantly on No. 2, prior to our first hosting of the U.S. Open Championship in 1999. The mark he leaves here and in the game of golf is unmistakable.

Brad was one of the first to arrive at Pinehurst when it was purchased out of receivership/bankruptcy in 1984, when shag carpeting graced the Carolina hotel and Pinehurst No. 2 was only a shadow of its former glory. Now revered as one of the best venues to hold a national championship, you can clearly see the impact he's made during his tenure.

SECOND CHAIRWOMAN IN BRAND'S HISTORY

Best Western International's Board of Directors named Bonnie McPeake its chairwoman, effective for a one-year term beginning Nov. 25, 2008. McPeake is the second woman in the brand's history to serve in the role. She replaces David Francis, who remains on the Board after serving as chairman since early 2008.

McPeake has been affiliated with the Best Western brand for nearly 25 years and has served as a Board member since 2005. She and her husband, Sam, own and operate the Best Western Pinehurst Inn in Southern Pines, N.C.

CPGA HONORS BEACON RIDGE'S ALLGEYER

The Carolinas PGA Section has honored Dean Allgeyer of Beacon Ridge & Golf Club with the section's President's Plaque award.

Each year, a number of exceptional PGA professionals are nominated by their peers to be selected as recipients of the section's special awards and honors. The President's Plaque is awarded to the PGA professional who has become a leader in the area of player development. Player development covers all manner of golf activities relating to growth of the game.

Allgeyer was honored for his exemplary and extraordinary contributions to player development, with consideration for the professional's growth of the game leadership commitment at section and national levels, as well as the impact made at his or her own facility.

NEW INDUSTRY CONTACTS

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

- Olivia Holland, Hampton Inn & Suites, Assistant General Manager
- Yvonne Green, Greenleaf Inn, General Manager

- Debbie Stack, Residence Inn, General Manager

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.



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