

Destination Marketing News

Your Tourism Industry Update – January 2010

Produced by the
Convention & Visitors Bureau



Tourism News

Some Key 2010 Travel Forecasts tells what to Expect in the Months Ahead:

- From *Travel Industry Indicators*: Domestic travel is expected to see a slight up tick, at 3.2 % for the year. Unfortunately this represents just half of the total trip volume lost during the 2008-09 recession. Pricing will rise by no more than 5% in the year. Business Travel recovery will start slowly, but pick up as the year progresses, estimated at a 5.5% gain for 2010. Leisure travel's fall during the recession was milder, and thus the increase in the new year will be smaller, only 2.0% for the year. Airlines continue to be inhibited by reduced capacity, but will see minor improvements at + 4.0%. Hotel will finally see an end to slippage in ADR, Occupancy, and RevPar, but there will be no strong increases in these areas. Overall Outlook: 2010 will be a year that (1) declines come to an end, (2) recovery begins, and (3) the road upward still is a protracted one.
- National Business Travel Association (NBTA): Their forecast shows travel managers across the country expect to see increases in travel volume overall, but their mandates will be stricter in terms of pre-travel approvals, audits, tighter restrictions, and more focus on business/meeting travel ROI. It will still be a buyers market in 2010 for these business travel buyers, so heavy negotiations will still be the norm in 2010.

Launching “Village of Pinehurst: An Historic Walking Tour” Guide in February

The CVB, working in partnership with the Tufts Archives, will unveil what should prove to be a very popular guide for guests to the area: “*The Village of Pinehurst: An Historic Walking Tour.*” The 136 page, hard-bound covered book features 58 key historic buildings (residential and commercial) in the village, complete with architectural description, historic overview, detailed color-coded maps, and past and present photography of each structure. The tour is broken down into five walking routes and one driving route, making it easier for users to customize their tours.

Each route is color coded and takes its name from the promenade road featured in that grouping, including: Magnolia Route, Cherokee Route, Dogwood Route, Village Green Route, and Perimeter Route (driving). Perfect for visitors and as a VIP gift, the books will go on sale in February for \$18.00 each, with special volume wholesale pricing available to area retailers, hotels, resorts and golf courses. A portion of the proceeds will go to Tufts Archives.

Due to a limited print run it is suggested bulk orders be placed in advance by contacting Laurel Stanell at the CVB 692-3330, ext. 242

How is Moore County growing today?

That question is the basis of an important new project for the new year. The CVB will be working closely with Partners in Progress (lead agency in this endeavor) and the Chamber of Commerce on a new initiative to create an objective statistical analysis of growth in Moore County from 1990 to today. The result will be presented at a public forum in 2010. The CVB will be providing substantial tourism data for this project.

Palustris Festival Coming Soon!

The inaugural Palustris Festival will be held March 25-28, 2010. Over 75 events are scheduled throughout Moore County. The four-day, family-friendly festival will feature visual, literary and performing arts. Most events are free; however some may require tickets for capacity planning. No ticket will be more than \$25. For information about events, venues, tickets, etc. go to www.PalustrisFestival.com. By the way, it is pronounced "pal-US-tris" which is the Latin reference to the indigenous longleaf pine tree.

CVB Golf and Consumer Show Schedule for 2010

The CVB still has openings for show volunteers for the *remaining* February and March shows (except Toronto). If you are interested in participating in the booth, please contact Karen Davis at 910-692-3330, ext. 236. The list of shows for 2010 includes;

- Cincinnati Golf Show -- January 15-17
- Charlotte Home Show -- January 22-24
- Washington, D.C. Golf Show – February 5-7
- New Jersey Golf Show – February 26-28
- Toronto Golf & Travel Show – March 5-7
- Novi, MI Golf Show – March 5-7
- Pittsburgh Golf Show – March 12-14

Rockingham Dragway: Spring Blast Pro Door Slammers

The Dragway's 2010 season officially begins with the fourth annual Spring Blast Pro Door Slammers event Feb. 27-28 and will conclude nine months later with an SVT Cobra Club event on Nov. 13. Mountain Motor Pro Stocks, ADRL Pro Mods, a key race in the new IHRA Nitro Jam Series, a couple of events combining drifting and drag racing and the return of the most successful independent motorcycle series in the country are the key elements in a 2010 schedule that Rockingham Dragway owner, Steve Earwood, characterizes as the most diverse in the track's rich 33-year history. For more information, go to www.rockinghamdragway.com.

State Parks Declare 2010 the "Year of the Birds"

North Carolina's state parks will pay tribute to its winged residents and visitors in 2010 by celebrating the "Year of the Birds," according to the N.C. Division of Parks & Recreation. Throughout the year, birds and bird-watching will be the focus of special programs and activities in the state parks, many of them in partnership with Audubon North Carolina, which works with the state parks system on

research and management projects involving bird habitats. The state parks system is also making available a special bandana of some of the signature birds found in the parks. To find out more, visit <http://www.ncparks.gov/News/releases/release.php?id=169>.

2010 Food and Beverage Trends

Keeping up with food and beverage trends is crucial to develop the right menu mix. That's why restaurateurs turn to the **National Restaurant Association** to help them stay abreast of the hottest menu trends. The Association each year surveys professional chef members of the American Culinary Federation. The latest survey, conducted in 2009, was based on the input of more than 1,800 chefs. Respondents ranked 214 items by how trendy they would be in 2010.

Top 20 Trends

1. Locally grown produce
2. Locally sourced meats and seafood
3. Sustainability
4. Bite-size/mini desserts
5. Locally-produced wine and beer
6. Nutritionally balanced children's dishes
7. Half-portions/smaller portion for a smaller price
8. Farm/estate-branded ingredients
9. Gluten-free/food allergy conscious
10. Sustainable seafood
11. Superfruits (e.g. acai, goji berry, mangosteen, purslane)
12. Organic produce
13. Culinary cocktails (e.g. savory, fresh ingredients)
14. Micro-distilled/artisan liquor
15. Nutrition/health
16. Simplicity/back to basics
17. Regional ethnic cuisine
18. Non-traditional fish (e.g. branzino, Arctic char, barramundi)
19. Newly fabricated cuts of meat (e.g. Denver steak, pork flat iron, Petite Tender)
20. Fruit/vegetable children's side items

What will be the hottest restaurant concept trend in 2010?

- Restaurants with gardens (e.g. rooftop, back-yard, communal) 33%
- Cooking classes/demonstrations 18%
- Street food and mobile food trucks/carts 15%
- Restaurants on farms 13%
- Gastropubs 12%
- Other 6%
- Featured butchers 3%

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which is comprised of 945,000 restaurant and foodservice outlets and a work force of 13 million employees. Together with the National Restaurant Association Educational Foundation, the Association works to lead America's restaurant industry into a new era of prosperity, prominence, and participation, enhancing the quality of life for all we serve.

Governor's Conference Offers Wide Range of Educational Concurrent Sessions

Having to do more with less in an ever changing environment? Looking for a way to generate economic impact without a convention center or a large meeting space? Need to brush up on the basics of PR? The 2010 North Carolina Governor's Conference on Hospitality & Tourism, March 21-23, 2010 in New Bern, is the place for you. Educational breakout sessions will provide attendees with solid information that can be utilized the moment you return home. For more information or for conference registration visit, www.nccommerce.com/tourism/governorsconference. For questions or sponsorship opportunities, contact Heidi Walters at (919) 715-6702 or via hwalters@nccommerce.com.

Planning Board Gives Green Light To Pine Forest

The nearly 1,800-acre Pine Forest Development got a green light from the Moore County Planning Board. The subdivision and golf resort will spread north of NC Hwy 211 from near Hoffman Road to West Pine Middle School. As presented, Pine Forest will include two gated communities with a combined maximum of 890 residential units, including up to 300 hotel rooms; two eighteen-hole golf courses each with its own clubhouse, plus a nine-hole course; a conference center; a commercial center near the main entrance on Hwy 211; and a small "farmer's market" retail area at a secondary entrance to be located on NC Hwy 73.

Marketing & Public Relations

Social Networking Sites

To start the new year off with a bang, the CVB has established a presence on two popular social networking sites – Facebook and Twitter. Please become a fan, follow us or just check out our pages for fun. You can find us at:

www.facebook.com/pages/Pinehurst-Southern-Pines-Aberdeen-Area-CVB/184769880422

twitter.com/usahomeofgolf

2010 Official Destination & Golf Guide is now Online

The hardcopy version of the 2010 Official Destination & Golf Guide became available in the second half of December. The online version is now available on www.homeofgolf.com/visitorguide where consumers may view the guide and download all or parts as needed.

Room at the Inn 2009 Program Survey Out

The CVB sent a survey to program participants to measure the impact of the Room at the Inn campaign during this holiday season. While some participants have responded, we are still waiting for others before compiling the results.

Meetings & Conventions

International Network of Golf (ING) – 2010 Spring Conference

The 20th ING Spring Conference is set for historic Pinehurst Resort May 9-13. This will be the fifth time in 20 years that the ING Spring Conference has taken place in the Sandhills of North Carolina, but the first at the world-class Pinehurst Resort.

Approximately 200 people are expected at this annual gathering of media and golf industry leaders, conducted by the non-profit International Network of Golf. The four-day conference is full of educational events, networking opportunities, product displays and tests, and lots of golf. The very popular ING One-On-One Appointment Show will return to the itinerary in an expanded format. The appointment show provides attendees a platform for private meetings to encourage business relationships. Also on the diverse ING itinerary will be workshops, speakers, the Demo Lab, the Food For Thought Breakfast, and the ING Fashion Show. For registration details, or for general information, call 407-328-0500, ext. 1.

Group Sales Roundtable Meetings – New for 2010

Beginning in 2010, the CVB along with area Group Sales Managers & Director of Sales will be conducting quarterly roundtable meetings. The purpose of the meetings will be to share information, and ideas to determine the best use of resources and time to increase group business. The date, time and location of the first meeting will be announced soon and is scheduled to take place in February.

New Tool for Meetings/Groups Lead Generation

In January the CVB participated in a statewide discussion on the new meetings database operated by DMAI called EmpowerMINT to determine its potential for lead generation in North Carolina and at our destination. This fee-based system could potentially connect the bureau with a powerful source of new group business, including instate meetings/events. We look forward to reporting back to you the results of this endeavor.

Association of Executives of NC – 2010 Annual Trade Show

The AENC Annual Tradeshow on December 9th at the Raleigh Convention Center was very productive. Area representatives met with over 100 Association Executives from across North & South Carolina. Our area's theme was "Let Us Help You Grow Your Business" and along with the green theme "Forget-Me-Not" seed packets were distributed to meeting planners. Participants were Little River Golf & Resort, National Golf Club and Mid Pines-Pine Needles Resorts.

Religious Travel Market Shows Resilience

With more than 300 million people traveling annually for religious and pilgrimage reasons, and with revenues that exceed \$18 billion every year, faith tourism has become a significant global industry. Findings of a recent report by the World Religious Travel Association (WRTA) state that religious tourism has proven resilient to the pressure of the global recession because it is not seen as a luxury but rather travel with a purpose. "Because of the nature of religious tourism, it has proven elastic and strong, even in the current economy," said Kevin J. Wright, president of the WRTA. To find out more, visit <http://www.leisuregrouptravel.com/breaking-news/niche-travel/religious-travel-market-shows-resilience-0911231.html>.

Who's Coming to Town?

Moore County will be hosting the following meeting & convention groups in January & February 2010:

- SCC Emergency Services Meeting
- NC Tennis Association
- NC Bar Association
- Ingersoll-Rand Distributors Meeting

Upcoming Meetings & Tradeshows

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

- MPI – Carolinas Chapter Meeting – January 2010
- Charlotte Home Show – January 2010
- AENC Meeting – February 2010

Sandhills Hospitality Association News & Views

To start the decade off, Jeffrey Jones, new Sandhills Hospitality Association (SHA) secretary, provided some background information about the association. SHA is primarily involved in fundraising to help support local education programs for the hospitality and tourism industry in Moore County. There is a scholarship program in place as well as education days scheduled, and an annual golf tournament to raise money.

Throughout the year, SHA meetings are held every other month on a Tuesday and are usually lunch meetings although some breakfast meetings are scheduled as well. Guest speakers are welcome to present information about issues and trends related to hospitality and tourism. The purpose of the association is to keep members aware of important issues, network among peers, and provide a forum for issues concerning the local hospitality and tourism industry. If you would like to become a member of SHA, please contact Shane Bussino, Springhill Suites by Marriott, at sbussino@lodgian.com.

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:

- Claire Charboneau, General Manager, Homewood Suites by Hilton
- Jo Kenzel, Assistant to VP of Marketing at Pine Needles

- Debbie Bureau, Ring The Pines packaging company located at Country Club of Whispering Pines
- Terry Schieber, General Manager, Little River Golf & Resort - still owned by Oceanico.
- Destonie Peitz , General Manager, Sandhills Value Inn
- Ernie Hanford, volunteer extraordinaire, received the United Way's Cornerstone Award for community service on January 21. Ernie has been a CVB volunteer for more than 20 years as well as volunteering for many other Moore County organizations.

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:

Caleb Miles, President & CEO	cmiles@ncrbiz.com
Karen Davis, Office Manager	kdavis@ncrbiz.com
Beverly Stewart, Director of Sales	bstewart@ncrbiz.com
Claire Phillips, Director of Marketing	cphillips@ncrbiz.com
Karin Toomey, ITM/Sales Assitant	ktomey@ncrbiz.com
Lisa Long, Marketing & Publications Manager	llong@ncrbiz.com
Laurel Stanell, Visitor Services Manager	lstanell@ncrbiz.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