

DMN - Destination Marketing News

Moore County's Tourism Update – July/August 2011

Produced by the
Convention & Visitors Bureau



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Tourism News

CVB'S MARKETING CO-OP PROGRAM LAUNCHES JULY 1 - STILL TIME TO SIGN UP

The new year (for the marketing program) has just kicked off and will run through June 30, 2012. If you haven't had an opportunity to check out the great advertising values the CVB can offer your organization and weren't able to attend the launch event on June 8, please contact Claire (cphillips@homeofgolf.com) to get a copy of the program booklet. She is also available to review the details with you to select the best options to maximize your marketing budget. Program fees are less than last year and provide more flexibility and value to meet your marketing needs.

Highlights of the 2011-2012 program include:

- New advertising opportunities such as Global Golf Post – first pure-play digital golf magazine
- New CVB website will be introduced this fall and includes more functionality to highlight specials and events in the area
- 2012 Destination & Golf Guide will have more visual and editorial impact. It is evolving into more of a lifestyle magazine. With 60,000 guides printed and distributed, more consumers will learn about your business
- New ads developed for the CVB will enhance the destination's message and provide additional opportunities for co-op partners to target specific markets
- The area's official Mobile App will be launched in the fall of 2011 to assist consumers with finding things to see and do in the area. Your listing will have a phone and website click-through feature to get them right to your business

2012 OFFICIAL DESTINATION & GOLF GUIDE - READY FOR YOUR AD TO REACH 60,000

Better than ever, the CVB and Pace Communications have again joined forces to create the area's official visitors guide for 2012. More imagery, copy with a lifestyle magazine feel will get your organization's profile in the hands of more consumers in print and in the digital version. Sybil Stokes from Pace will be introducing herself and the information about advertising and sponsorship features in the publication in the near future. You may also contact her at (336) 383-5586 or sybil.stokes@paceco.com

LOBLOLLY PLANTATION IN THE WORKS

There's a new kid in town – well almost. Developers of a proposed \$350 million, 880-acre mixed-use development are hoping to make Pinehurst, Southern Pines, and Aberdeen more of an international destination. Loblolly Plantation will be located between Pinebluff and Aberdeen. Plans submitted to the town of Aberdeen include two 18-hole golf courses, Olympic-size indoor pool, tennis courts, a spa and fitness center, performing arts center, library and media center as well as residential and commercial development.

According to Kathy Liles, Aberdeen's Planning Director, the development will be marketed to international clients throughout the Pacific Rim and Europe. The original plan encompasses 774 acres. An 82-acre international golf institution and an optional 24-acre wildlife adventure and water park are also part of the plan.

Targeted completion is prior to the back-to-back US Opens in June 2014.

SALES TAX CHANGE EFFECTIVE JULY 1, 2011

The current NC legislature approved a 1.0% sales tax reduction effective July 1, 2011. Visitors to Moore County staying in area hotels will now pay 6.75% sales tax and 3.0% room occupancy tax (unchanged) for a total of 9.75%

MAY 2011 NC LODGING DATA SHOWS CONTINUED GROWTH IN ALL INDICATORS

Year-to-date hotel/motel occupancy in North Carolina is up 5.1 percent as compared to the same time period in 2010; just slightly below U.S. and Southeast occupancy growth (+5.2 percent and +5.3 percent, respectively). Year-to-date demand for hotel/motel rooms in North Carolina is up 6.3 percent.

The complete report is available at www.nccommerce.com/tourism/research. For more information, contact [Marlise Taylor](#) at (919) 733-7278. For local lodging data contact Karen Davis at the CVB.

Moore County's April and May lodging statistics will be available soon for comparison. Through the first quarter of 2011 occupancy is up 13.6% and ADR is up 8.2% from prior year.

Marketing & Public Relations

INVITATION: JOIN THE CVB FOR THE QUARTERLY "CONNECTIONS" EVENT

Come and enjoy a break from the work week to mix and mingle with other tourism-related businesses in the area. On July 20, 2011 from 4-6 pm, the CVB will be hosting, "Connections" at the Sly Fox in Southern Pines. If you haven't been there yet, you're in for a real treat. The Gastropub wave has hit the Sandhills! To make your reservation, contact Lisa Long at llong@homeofgolf.com. These quarterly gatherings are getting quite popular.

KIDS AND CLUBS (GOLF) THIS SUMMER

While the area is offering some great summer golf packages for adults, the kids haven't been left out either. As a matter of fact, places such as National Golf Club offered golf camps for June and July that are already sold out.

If you are looking for other options for kids, here are two for this summer.

Country Club of Whispering Pines

Kids 14 and under play free with paying adult.

Charlaine Hirst - LPGA is offering Chippers Golf Schools. Details at www.golflessonsnc.com

Pinewild Country Club of Pinehurst

Camp Objective: "To introduce area youngsters to the game of golf, and provide them with the skills necessary to play and enjoy the game of a lifetime. This instruction will cater to young golfers of ALL SKILL LEVELS, and will include set-up fundamentals, full swing and short game, as well as the etiquette and the rules of the game."

<http://www.pinewildcc.com/GolfAcademy/juniorschools.html>

If your golf course has a deal for kids play this summer, let Claire Phillips at the CVB know and we'll get the word out.

WANTED: VOLUNTEERS FOR U.S. KIDS GOLF WORLD CHAMPIONSHIP

We Want YOU! There is an urgent need for volunteer support for the U.S. Kids Golf World Championship week August 4-6. We are still *short approximately 140-150 volunteers* for various committees including Volunteer Services, Scoring, Supply Shuttles, and Pace Control.

Currently there are openings for shifts at every participating course. Volunteers can register online at www.uskidsgolf.com/volunteer.

CAROLINAS GOLF HALL OF FAME INDUCTION CEREMONY - AUGUST 14

Don't miss this opportunity to honor one of our own - **Howard Ward**. Howard is our local "golf man on the street" for the Pilot and has had a long career reporting news about golf and the ups and downs of golfing. The Carolinas Golf Hall

of Fame ceremony will be held at the Carolina Hotel. Cocktail reception will begin at 6:30 followed by dinner and induction ceremony. http://www.wcgagolf.org/files/General_Invitation_2011.pdf Other inductees include Larry Boswell, Amateur Golfer, and Scott Hoch, PGA Tour Professional. To register: Bets4Golf@gmail.com or go to www.thecgra.com for more information.

PINEHURST WALKING TOUR BOOK – A GREAT GIFT FOR YOUR GUESTS AND VIP'S

The *Pinehurst Walking Tour Book* is a perfect guide for leisure historic walks through the Village of Pinehurst. Get your copy now from the CVB by contacting Karen Davis at kdavis@homeofgolf.com. It's also a great gift idea for visitors or anyone who enjoys the history and architecture of the village.

Meetings & Conventions

EAST COAST BIKERS ASSOCIATION – RALLY AT THE ROCK

The East Coast Bikers Association hosted the Rally at the Rock on July 1-4, 2011. Over 15,000 bikers from across the United States were expected to attend the event at Rockingham Dragway.

U.S. TEENS & U.S. KIDS GOLF – 2011 CHAMPIONSHIPS

The US Teens & Kids Golf tournaments are scheduled for July 27-31, 2011 and August 2-7, 2011. For a complete listing of golf courses being used and other information please visit www.homeofgolf.com/uskidsgolf/ The CVB will be emailing detailed maps to each hotel with course listings and directions.

TRENDS SHAPING THE U.S. HOTEL RECOVERY

The story of the U.S. hotel industry's recovery is a good one – a tale of demand gains and rate increases and the return of corporate travel. And it's one Bobby Bowers likes to tell. The senior VP at research company STR talked recovery last week during a wide-ranging interview from STR's corporate headquarters in Hendersonville, Tennessee. What follows are some high notes:

- Demand growth will moderate throughout the year, which is more a result of tougher comparables than slowing momentum.
- The luxury segment is approaching the pricing premium it had pre-recession.
- Corporate travel will drive the recovery.

http://www.hotelnewsnow.com/Articles.aspx/5607/8-trends-shaping-the-US-hotel-recovery?utm_source=May+24&utm_medium=email&utm_campaign=InnSide+Info+2

SHORT-TERM BOOKINGS STILL PREVALENT FOR MEETINGS

Planners booked an average of 15 off-site meetings in the past 12 months, with an average booking window of about 36 days, according to a new survey on booking practices. The survey, commissioned by hospitality technology startup Zentila and conducted by the Y Partnership, was completed by 150 corporate meeting planners. In terms of what booking window constitutes a "short-term" meeting, the average response was just 13 days. More than half (53 percent) said it took them two to three days to find a meeting facility. "The number of short-term meetings is a far greater percentage of overall meeting demand than we ever expected," said Mike Mason, CEO and founder of Zentila.

Who's Coming to Town?

Moore County will be hosting the following meeting & convention groups in July & August 2011:

- East Coast Biker Rally
- 45th Carolinas Cup Father-Son Tournament
- 2011Boogie & Bogey In the Pines
- U.S. Teens and U.S. Kids Golf World Championships
- Dixie Youth Baseball World Series

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 - July
- Connect Marketplace – August

Check it Out – New Places and Things to Do

Take time to visit and try these new and soon-to-be open businesses in the area. Let your guests know about the new additions to their Sandhills' experience. Additional information can be found at www.HomeOfGolf.com.

- Betsy's Crepes in Southern Pines
- CCUPS Cakery in Southern Pines
- Curt's Cucina in Southern Pines (Opening week of July 11)
- Cracker Barrel in Aberdeen (Opening week of July 11)
- Mellow Mushroom in Southern Pines

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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