



Home of American Golf®

Destination Marketing News

Your Tourism Industry Update from the Convention & Visitors Bureau

June 2008

TOURISM NEWS



SUMMER IN THE SANDHILLS

Summer in the Sandhills is a great place for visitors to enjoy a great getaway without breaking the bank. With many concerns about the economy, the Pinehurst, Southern Pines, Aberdeen Area offers great values for lodging, golf, and attractions.

Golf packages in the summer are a great deal. Visit www.homeofgolf.com for a selection of golf packages as well as a calendar of events.

Besides golf, great walking trails are available, and the recently opened NC Birding Trail for the Piedmont, has a key location at Weymouth Woods.

Here are a few other suggestions:

- 2008 Concert Series on the Lawn at SCC – for more information call 692-7966
- “Bee a Bear” program at the Asheboro Zoo – for more information call 800-488-0444
- Golf tournaments featuring kids – 30th Annual North and South Junior Championship, June 29 - July 6 (www.pinehurst.com), Mid Pines Junior Invitational, US Kids Golf Teen World Championship, July 23-26 (www.pineneedles-midpines.com), and US Kids Golf World Championship and US Kids Golf World Cup, July 30 - August 3 (www.uskidsgolf.com).

DISC GOLF IS HERE!

Moore County Parks and Recreation has opened a Disc Golf course in Hillcrest Park. The course has wooded and open fairways, a challenge for any takers. There is no fee to play. This is the first disc golf course in Moore County. For more information about disc golf, you can go to www.pdga.com. Sponsorships for the holes are still available and if you are interested, please contact Maria Morrison at (910) 947-2504. Hillcrest Park is located on Hwy. 22 off Hwy. 15-501 heading north towards Carthage.

THE DEWBERRY CAPITAL ON AOL.COM

“Discover Great American Traditions” was the theme for the 25th Annual National Tourism Week, May 10-18, 2008. On May 17, AOL featured Cameron’s Dewberry (a cultivated blackberry) in its Food category highlighting unique foods in the U. S. as part of National Tourism week.

Cameron, NC held the title of Dewberry capital in the 1940’s and ‘50’s and you can still buy a slice of dewberry pie or jar of jam in town. Of course Cameron is also noted for its antiques festival held the first Saturday in May and October, rain or shine.

The CVB was also present at the I-95 Visitors Center on May 16 to celebrate National Tourism Week in NC. The exhibit provided information and brochures about the Home of American Golf and many visitors were surprised and pleased to learn how close they were to the destination.

SUSTAINABLE SANDHILLS AND ECO-TOURISM

Beginning in 2008, Sustainable Sandhills started work in yet another facet of sustainability: Eco-Tourism. A committee was formed to work on several Eco-Tourism projects spanning across the 8-county region of which Moore County is included.

All of these projects focus on creating regional connections for tourism, linking agricultural and conservation efforts, and organizing our cultural resources.

Golden LEAF Grant Project

Sustainable Sandhills intends to apply for a grant (due August 1, 2008) to create the, “Sandhills and Cape Fear Trailways (SCFT)”. This will be a network of greenways, trails and scenic by-ways that connects treasured places – the parks, vibrant downtowns, and cultural, heritage and recreational destinations – in the Sandhills and Cape Fear Region. The main goals of this project include:

- Increase Tourism (eco-tourism, agritourism and cultural heritage tourism)
- Preserve the natural environment
- Enhance the region’s ability to attract and retain business
- Unify existing initiatives under a regional umbrella to increase their impact and the pool of funding opportunities

GOLF WEEK SPECIAL SUPPLEMENT

GolfWeek has published a special advertising supplement to its GolfWeek Magazine that lists its, “2008 Best Courses You Can Play.” Six of the 10 North Carolina courses are found in the Pinehurst, Southern Pines, Aberdeen Area. They include Pinehurst No. 2, Pine Needles, Mid Pines, Tobacco Road, Pinehurst No. 4, and Pinehurst No. 8.

CONDE NAST TRAVELER READERS RANKED PINEHURST IN TOP 100

Pinehurst Resort in Pinehurst, NC is among the Top 100 Golf Resorts as determined by Condé Nast Traveler and published in its June issue. The magazine tabulated the responses of 2,805 Condé Nast Traveler readers who were asked to evaluate 477 golf resorts that they had visited in the past three years. Properties were rated on six criteria – Design of Courses (20 percent of score), Golf Staff & Service (20 percent), Rooms (15 percent), Resort Service (15 percent), Food/Dining (15 percent), and Activities/Facilities (15 percent) – using a five-point scale: excellent, very good, good, fair, and poor. Pinehurst ranked #64 with an overall score of 85.2. To find out more, visit <http://www.concierge.com/tools/travelawards/golfpoll>.

ABERDEEN LAKE PARK AND RECREATION STATION OPENED

The dedication of the new Aberdeen Lake Park and Recreation Station was held May 18th. The new facility includes space that can be reserved for reunions, parties, business meetings, and other special occasions. It

will also include a new picnic shelter and playground. For more information, please contact the Aberdeen Parks and Recreation Department at 910-944-5902.

The facility was designed to resemble a Train Depot to highlight the influence the railroad had on Aberdeen's heritage. You can see the new facility on Hwy. 1 South, on the right, just before the intersection with Hwy. 5.

ROBBINSALIVE!

The town of Robbins is actively working to establish its place on Moore County's tourism map. Town leaders, using a mini-trade show format, highlighted the town's history and growing business community focused on tourism. Canoeing, local hand crafts and of course, potteries are key components for attracting visitors to the area. Robbins has received additional grant money to help establish and develop tourism-oriented attractions. For additional information, check out their website www.robbinsnc.us

NORTH CAROLINA SPEEDWAY--ROCKINGHAM

The rumble of engines and cheering fans ushered in the ARCA Carolina 500 race on May 4th. The race covered 312 miles and Joey Logan from Middletown, CT racing for the Joe Gibbs Racing Oil-Gresham & Associates Chevy team was the winner.

With over 20,000 fans, the Speedway introduced a new racing era. Area hotels enjoyed additional room nights for racing fans that made the trek to the track. The Hooter's Pro Cup "American 200" is scheduled for November 1, 2008.

MOUNTAIN BIKING MOMENTUM

The nearby Uwharrie Mountains provide great recreational opportunities for residence and visitors alike, and with the addition of the state-of-the-art cycling center in Montgomery County there will be even more reasons to get out on the trails. Spearheaded by the decision of International Mountain Biking Association's to build its fifth center in the U.S. here in North Carolina, this new recreational amenity will drive a new segment in the adventure travel market. The \$2 million dollar investment is expected to generate 241 jobs and yield a \$10 million return in tax revenues alone over five years. The facility will include a 70-acre free ride park and trails for all levels of riders in the Uwharries, and will encourage the social and educational aspects of mountain biking at the center as well. Stay tuned to DMN for the latest information on this exciting new initiative and opportunities to extend tourism options for our visitors.

MARKETING & PUBLIC RELATIONS



CONSORTIUM FOR PROMOTING AREA EVENTS/ATTRACTIONS

The Consortium will be meeting again on June 12, 2008 at the CVB beginning at 2:30. Topics will include sharing information about starting scheduled transportation between the towns to encourage visitors to see all the area attractions and visit local businesses; another topic is selecting an existing attraction or event and extending/enhancing it to encourage more overnight visitors. We need your input.

If you have ideas for future meetings, send them along to Claire Phillips at the CVB (cphillips@ncrrbiz.com).

2008-2009 MARKETING CO-OP PROGRAM INTRODUCED

The 2008-2009 Marketing Co-op Program launching July 1, 2008 and running through June 30, 2009 was introduced on May 13th. An open house was held on May 14th to answer questions about this year's program and individual meetings are being scheduled upon request. The new plan includes more online advertising, BRC's, as well as new creative and a newly-designed destination guide. It's a great value for leveraging your marketing dollars. Contact Claire for more information. Participation forms are due June 6, 2008.

NEW DESTINATION GUIDE FOR 2009

The CVB, in conjunction with Pace Communications, will be designing and producing a new Destination Guide. The new guide will be ready for the Spring '09 golf show season and will be produced on an annual basis in order to reflect timely information for area visitors. New photography, enhanced editorial content, and better opportunities to advertise your property/business will be available. The CVB will be providing more details in the weeks ahead. With a planned distribution of over 60,000 copies, this is a great way to introduce your business to thousands of potential visitors at a fraction of the cost. Another bonus is the guide is available online for viewing and downloading. You can see the current guide at www.homeofgolf.com

PRESENTATION BY GOLF DIGEST AND THE TRAVEL INDUSTRY OF AMERICA

The Convention & Visitors Bureau (CVB) sponsored a presentation by Golf Digest and the Travel Industry Association of America (TIA) entitled, "A Focused Look at the Travel Market Among Golfers and Affluent Travelers." Rick Walters from Golf Digest was the guest speaker. Pine Needles hosted the presentation.

Topics included:

- The most detailed golf travel study ever conducted by Golf Digest, providing excellent insight into how and why these key decision makers select golf destinations. Avid golfers took 83 million trips in 2007, 14 million were golf vacations, and spent \$22 billion on their golf travel.
- By contrasting the golf travel data against affluent TIA travelers, the study helps clearly explain the value of the golf market and its impact.
- An additional component of the study focuses on how golf travelers rate destinations.
- A key highlight is the strong showing by the Pinehurst, Southern Pines, Aberdeen Area as a destination. It ranked #1 in golf *quality*, #8 in *value*, #4 in overall destination *experience*, and #10 in *awareness* of the destination.

OUR STATE/NC SIGNATURE MAGAZINES

As two of the CVB's new publication partners, an invitation has been extended to the editorial teams of Our State and NC Signature for a media familiarization tour. The publications like to feature interesting, lesser-known, unique attractions about an area to entice visitors to come and visit. With current issues with gas prices and consumers rethinking their vacation plans, these publications are well-suited to attract fellow North Carolinians to our area to enjoy the many amenities we have to offer in fiscally trying times. And as always, the area has great summer golf packages.

NORTH CAROLINA ASSOCIATION OF CONVENTION & VISITOR BUREAUS (NCACVB) – DESTINATION MARKETING AWARD

Each year CVB professionals from across the state gather for their annual meeting and the NC Destination Marketing Awards that highlight the very best in CVB marketing. Your CVB was very proud to bring home a gold award for the current leisure travel advertising series titled, “Stop Dreaming About It”. This award marked the 8th time the CVB had received at least one award presented by NCACVB.

FIRST GOLF AMBUSH THIS FALL

As part of the new '08-'09 CVB Co-op, a terrific new promotion will highlight the great experiences golf groups have while visiting The Home of American Golf. Modeled with permission, off the new, and very successful program launched this year by Golf Digest, this initiative identifies golf groups who share their golf highlights, books through the CVB, and awards them with an “Ambush.” To maximize the impact, the quarterly selected group will be met at the first tee before they tee off and be showered with gifts ranging from golf equipment, gift certificates to Food & Beverage. The CVB will capture the Ambush on film to showcase it on www.homeofgolf.com. If you are interested in getting more information on this program – contact Beverly Stewart (group sales).

MEETINGS & CONVENTIONS

CVB SALES PROMOTION “KEEP GROUPS IN MOORE COUNTY”

The CVB has a new promotion/incentive for area sales professionals to help, “Keep Groups in Moore County.” The program will provide incentives for Sales Directors/Managers who send group leads/prospects to the CVB that cannot be accommodated by their property. To be eligible to win, the referred group *must book* at an area property. The prize list includes certificates for area dining, golf at local courses, and a special mystery prize for the most referrals booked. The winner will be recognized in the Destination Marketing news and prizes will be awarded quarterly. For more info on the program, contact Beverly Stewart at bstewart@ncrrbiz.com.

NEW MEETINGS ADS – AENC & MPI-CC

The CVB has two new ads to encourage meeting planners to bring meetings & conventions to Moore County. The ads will be featured in the new Association Executives of NC - 2009 Membership Directory (full-page) and the print version of the Meeting Professionals – Carolinas Chapter directory for 2008 and 2009 (half-page). The new ads were produced in-house by Lisa Long, Publications & Marketing Manager, and offer an excellent opportunity to promote meetings in Moore County to a targeted group of meeting planners.

AFFORDABLE MEETINGS TRADESHOW – “Meet in North Carolina”

“Meet in North Carolina,” was the theme for the Affordable Meetings Midwest tradeshow April 8-10, 2008, in Chicago. Working in conjunction with the Chapel Hill/-Orange County CVB, Winston-Salem CVB and the Pinehurst, Southern Pines, Aberdeen CVB, the group promoted North Carolina to meeting planners representing the SMERF (Social, Military, Educational, Religious & Fraternal), Corporate, Associations and Government markets. All hotels & resorts with meeting space will be receiving a copy of the lead/prospect

sheets from this tradeshow. Please keep us updated on your progress with these leads so we can measure the success of the tradeshow.

CVB MEETING FACILITIES GUIDE – UPDATE FOR 2009

The CVB Meetings Facilities Guide (MFG) (print and on-line at www.homeofgolf.com) is being updated for fiscal year 2008-2009. The MFG is a full-color, 50-page guide and contains a vast amount of information on meeting facilities, accommodations and amenities in the area. Updates will include current information on the unique area attractions, recreation, dining and other activities for groups.

WHO'S COMING TO TOWN?

Moore County will be hosting the following meeting & convention groups in June, July & August 2008:

- USTA Adult League Tennis Championships – June 25-29, 2008
- NC Beekeepers Association - July 9-13, 2008
- US Kids Golf Championships – July 27 – August 3, 2008
- National Junior Classic Golf Tournament – August 2-8, 2008

UPCOMING TRADESHOWS:

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

- AENC Annual Meeting – June 8-11, 2008
- MPI-CC Meeting – June 17, 2008
- MPI-CC Bi-Monthly Meeting – July 17-18, 2008
- ASAE Annual Meeting & Tradeshow – August 16-20, 2008

SPOTLIGHT ON AREA BUSINESSES



HOLIDAY INN EXPRESS

The newest addition to the area's lodging options will be ready for the fall golf season. The Holiday Inn Express located behind Chili's on Hwy. 15 -501 will have 77 rooms. Rooms will have either 2 queen-sized beds or a king bed. The property includes an outdoor pool, small board room, fitness room, and is a 100% smoke free facility. Look for more details as it gets closer to opening.

RIBBON CUTTING FOR THE HAMPTON INN & SUITES

The Hampton Inn & Suites had its official ribbon cutting on May 21. The hotel provided a wonderful selection of goodies and beverages for the 200+ attendees and conducted tours for those who wanted to see the new facility. Congratulations to the McPeakes for adding another beautiful lodging property for our visitors.

DARLING HOUSE PUB & GRILL

A new eatery has opened in the Village of Pinehurst on Market Street, the Sundry's former landmark spot. The new owners, the Pattisons, have recreated a cozy Scottish pub. The menu includes items such as Scotch eggs, shepherd's pie, and Guinness stew served in a bread bowl. The pub is open from 11:30 am until 2 am daily with a bar menu after 10:00 pm. It's a great alternative for visitors who want to grab a late-night bite to eat.

DOG NATION GRILL OPENED IN ABERDEEN

If your guests are looking for a great place to sit outside and enjoy a good hotdog, have them try the new "Dog Nation Grill," located on 301 Poplar Street in downtown Aberdeen. You can get your dogs grilled, boiled, or fried. They have lots of "stuff" to add to the dog and hand-cut French fries for the side. There will be a second Dog Nation coming soon to Carthage near the courthouse. For more information, check out www.dognationgrill.com

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:

- Kathy Watkins, General Manager, Holiday Inn Express
- Shane Bussino, General Manager, Springhill Suites
- Kevin Barbour, Director of Sales, Springhill Suites
- Bill Gilmore, Vice President of Marketing & Sales, Pine Needles and Mid Pines
- Norman Clingerman, Director of Sales, Hampton Inn & Suites
- Charles Toomer, General Manager, Greenleaf Inn

The CVB bids a fond farewell to Shana Brown, Anna Wilson, and Chris Waller and wish them well in their new endeavors.

If you have information you would like to share to help 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.



Home of American Golf®

Convention & Visitors Bureau
10677 U.S. Hwy 15-501
Southern Pines, NC 28387
910.692-3330
www.homeofgolf.com

Caleb Miles, President & CEO
Karen Davis, Office Manager
Beverly Stewart, Director of Sales
Claire Phillips, Director of Marketing
Karin Toomey, Information Technology Manager
Lisa Long, Marketing Publications Manager
Laurel Stanell, Visitor Services Manager

cmiles@ncrrbiz.com
kdavis@ncrrbiz.com
bstewart@ncrrbiz.com
cphillips@ncrrbiz.com
ktomey@ncrrbiz.com
llong@ncrrbiz.com
lstanell@ncrrbiz.com