

DMN - Destination Marketing News

Moore County's Tourism Update – March/April 2011 Issue

Produced by the
Convention & Visitors Bureau



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Tourism News

NORTH CAROLINA VISITORS SPENT A RECORD \$17 BILLION IN 2010

Gov. Bev Perdue announced during the N.C. Governor's Conference on Hospitality & Tourism that visitors to North Carolina spent a record \$17 billion in 2010, an increase of 9 percent from 2009. The number was higher than the previous record of \$16.8 billion set in 2008. More than 500 tourism, business and government leaders from across the state gathered at The Grove Park Inn Resort & Spa in Asheville for the conference including CVB President Caleb Miles.

In addition to visitor spending, Perdue announced North Carolina, which maintained its ranking as the sixth most visited state in the nation, gained nearly 2,000 tourism jobs in 2010 while state tax revenues from visitor spending increased 12.6 percent and have increased 16.2 percent since 2007. Also, visitor spending directly generated a total of more than \$1.5 billion in state and local tax revenues. State tax revenue totaled more than \$947 million and local tax revenues were \$546 million as a direct result of visitor spending. To find out more, visit www.governor.state.nc.us/NewsItems/PressReleaseDetail.aspx?newsItemid=1747.

County-by-county visitor spending data will be distributed this summer.

GOLF WEEK AND GOLF DIGEST HIGHLIGHT AREA COURSES

Recent issues of *GolfWeek* and *Golf Digest* magazines have done a great job with articles on the Pinehurst No. 2 renovation and best places to play.

Brad Klein, *Golfweek's* architecture editor, gives Pinehurst No. 2 a 9.2 ranking (post-restoration), which would rank it as the 4th Best Classical course in America! For the complete article, go to <http://www.onlinedigitalpubs.com/publication/?i=66139>

Golf Digest's America's 100 Greatest Courses listings (May 2011 issue) have the Pinehurst area well-represented with the following:

#37 for the top 100 Greatest Golf Courses is Pinehurst No. 2

#8 for the top 100 Greatest Public Golf Courses is Pinehurst No.2

Tied for #48 for top 100 Greatest Public Golf Courses is Pine Needles Lodge and G. C.

#63 for top 100 Greatest Public Golf Courses is Pinehurst No. 4

#68 for top 100 Greatest Public Golf Courses is Pinehurst No. 8

#78 for top 100 Greatest Public Golf Courses is Tobacco Road G.C.

And continuing with the Golf Digest rankings, the Pinehurst, Southern Pines, Aberdeen Area boasts 10 out of 25 courses for Best in North Carolina. They are:

#2 is Pinehurst No. 2
#11 Forest Creek G.C. (North)
#14 Forest Creek G.C. (South)
#15 C.C. of North Carolina (Dogwood)
#16 Pine Needles Lodge and G.C.
#19 Pinehurst No. 4
#21 Pinehurst No. 8
#22 Tobacco Road G.C.
#23 Mid South Club
#24 C.C. of North Carolina (Cardinal)

Marketing & Public Relations

PALUSTRIS II REVIEW

The surveys and feedback are still coming in, but the overall indications are the second annual Palustris Festival celebrating the visual, literary and performing arts in Moore County was another success. While the weather dampened a few events, most were unaffected by Mother Nature. As the steering committee reviews this year's surveys and comments by attendees and event partners, we'll be planning for Palustris 2012. In surveying some of the attendees, the Middle Atlantic States as well as Canada were represented at the festival. If you have any comments or suggestions from this year's festival, feel free to send them to cphillips@homeofgolf.com

SEASONAL PACKAGES

The CVB is currently requesting information from lodging partners if they have seasonal packages to promote specifically for Easter, Mother's Day, and Father's Day. The packages must include more than just a room rate. The packages will be promoted from April through June. Please send information to Claire Phillips at cphillips@homeofgolf.com.

SOUTHERN PINES FEATURED IN OUR STATE MAGAZINE

Thanks to our local, internationally acclaimed writer, Jim Dodson, you can find a great article about Southern Pines in the April issue of *Our State* magazine.

A paradise in the pines that once reeled in Northerners seeking fresh air and natural cures now stands as a home for horsemen and golfers and other finer things. For the people who live here, like the author, Southern Pines will always be the place that heals the soul. To read the article, go to <http://www.ourstate.com/articles/southern-pines>

DUXIANA NOW FEATURED AT OPULENCE IN SOUTHERN PINES

The CVB was recently invited to an "evening of luxury" as Opulence in the Mews introduced a new line of handcrafted beds from Duxiana. Opulence is the most recent retailer to carry this line of beds in the world. Along with unrivaled comfort of these beds, Opulence also offers a selection of the finest linens, down, and sleepwear. You can also find wonderful soaps and candles that make great gifts any time of the year.

NEW KID ON THE BLOCK

Specialty Pharmacy, which opened last month on Broad Street in the former Tina's Turn space, is the eighth pharmacy that Trey Waters has started in central North Carolina since 2004. But this time he added several new twists, including Specialty Cafe & Market in the adjoining space previously occupied by That's A Deli.

"The focus is on wellness. The whole idea is to integrate the things that have been around for centuries with modern medicine," says Waters.

The old-time feel begins the minute one walks into the pharmacy. All of the products are displayed on handcrafted cabinets and shelves built by Mike Sorenson, a green builder and retrofitter of renewable and efficient energy solutions. For the complete story, refer to Ted Natt's article in the Pilot at <http://www.thepilot.com/news/2011/mar/23/old-time-feel-new-pharmacy-incorporates-cafe-marke/>

Meetings & Conventions

NC DEFENSE BUSINESS ASSOCIATION's - SYMPOSIUM AND EXPO

The NC Defense Business Association will be hosting the 1st Annual Symposium and Expo at the Pinehurst Resort on April 19-20, 2011. The Symposium will include attendees from all local government entities, Military Leaders and personnel, Civilian sector and Industry Leaders. The Symposium and Expo will provide an excellent opportunity to connect with Defense contractors and businesses. For information please contact the Suggs Group at 910-483-2221. <http://www.thepilot.com/news/2011/mar/30/symposium-to-help-businesses-get-piece-of/>

US TEENS & KIDS Golf - 2011 CHAMPIONSHIPS

The US Teens Championships are July 27-31, 2011 and the US Kids Golf Championships are August 2-7, 2011. For the first time sponsorship packages will be available for local/state businesses interested in reaching this important group of visitors to Moore County. Information on the golf courses and other information will be available soon on www.homeofgolf.com as well as the US Kids Golf web site <http://www.uskidsgolf.com>.

CONVENTIONS GO TO SMALLER CITIES

So-called second-tier convention cities are getting a better look from meeting planners. As companies and associations slowly raise budgets for meetings and conventions, they're giving greater consideration to smaller and less-expensive cities that they once might have bypassed for more glamorous locales. Incentive meetings are also making a comeback, often away from Las Vegas, Chicago or Orlando. To find out more, visit <http://www.travel.usatoday.com/news/story/2011/02/Conventions-go-to-Memphis-Savannah-other-smaller-cities/43425600/1>.

MEETINGS NEARLY A TRILLION-DOLLAR INDUSTRY

The U.S. meetings industry contributes \$907 billion to the U.S. economy, generating 6.3 million jobs and providing \$64 billion in federal and \$46 billion in state and local tax revenue, according to a study released by PricewaterhouseCoopers and an alliance of 14 meetings industry organizations. Sponsors of the study said that the nearly \$1 trillion figure was a conservative estimate because the study was conducted in 2009 during a historic low point in meetings industry revenue.

STR RELEASES OPTIMISTIC 2011, 2012 FORECAST

The U.S. hotel industry is projected to end 2011 with increases in all three key performance measurements, according to STR's forecast update. STR projects 2011 occupancy will increase 1.8 percent to 58.5 percent, average daily rate is expected to end the year up 4.2 percent to US\$102.21, and revenue per available room is projected to rise 6.1 percent to US\$59.78. Supply is expected to report slight growth in 2011 with a 0.7-percent increase, and demand is projected to increase 2.5 percent.

http://www.hotelnewsnow.com/Articles.aspx/4908/STR-releases-optimistic-2011-2012-forecast?utm_source=Febrary+8&utm_medium=email&utm_campaign=InnSide+Info+2

The CVB is currently investigating working with STR on a new study to better evaluate lodging supply and demand and opportunities to market the destination more effectively. For additional information, contact Caleb Miles at cmiles@homeofgolf.com

Who's Coming to Town?

Moore County will be hosting the following meeting & convention groups in April & May 2011:

- Military Business Symposium – April 2011
- Tour de Moore – April 2011
- NC Association of Insurance and Financial Advisors – May 2011
- American Diabetes Association – May 2011

UPCOMING MEETINGS & TRADESHOWS

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

- Military Business Symposium – April 2011
- MPI – Carolinas Chapter Annual Meeting – May 2011
- AENC Golf Tournament – May 2011
- AENC Annual Meeting – June 2011

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:

- Terry Sifford, General Manager, Holiday Inn Express
- Andrea Bridger, Director of Sales, Residence Inn by Marriott

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
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