

Home of American Golf®

Destination Marketing News

Your Tourism Industry Update from the Convention & Visitors Bureau

May 2007

TOURISM NEWS

NC Golf Day in Raleigh for NC Legislature Huge Success!

Golf-related trade associations throughout North Carolina teamed together to create the first ever NC Legislature Golf Day on Wednesday May 23rd in Raleigh. This important initiative was designed to highlight the economic, environmental and social value of golf in our state. Invitees included legislators, staff, regulators and media. This inaugural event was an important opportunity for the entire golf industry to be united under one banner. The following trade groups participated in this inaugural event:

- Carolina Golf Course Superintendents Association
- Carolina Golf Association
- NC Turf Grass Association
- NC Golf Marketing Alliance
- Carolina's PGA Section
- NC Golf Course Owners Association
- NC Universities offering golf-related programs
- Golf Industry Suppliers including John Deere and Toro

Governor Easley Proclaims May 23 "Golf Day"

As a direct result of NC Golf Day, Governor Mike Easley has proclaimed May 23 as "Golf Day" in North Carolina. The designation was aimed at recognizing the importance of golf to North Carolina, ranging from the total economic impact of \$2.1 billion to the popular major golf tournaments played within the state, and singles out the Pinehurst, Southern Pines, Aberdeen area specifically. In addition, golf provides a healthful social and family activity plus provides a habitat for a broad range of wildlife, often in heavily urbanized areas. To view a copy of the proclamation, visit

http://www.governor.state.nc.us/Proclamation_FullStory.asp.

Delta Update

Delta is making plans to announce a fare sale for service to and from Moore County Airport (SOP) that will begin June 1, 2007. Look for details soon. Also, although until now there has not been service on Tuesdays, it will begin sometime in June.

CVB Publications Now in Racks in Moore County

The 2007 Destination & Golf Guide has been placed at various spots within Moore County that encounter high volume of visitor traffic. Guides have been placed in Aberdeen, Carthage, Pinehurst and Southern Pines. The goal is to get the book in the hands of those who did not request one before they visited the area.

U.S. Women's Open Update – Tickets and Banners

To date ticket sales are on a record setting pace. Spectators have purchased tickets from around the world-39 states, and 7 different countries! Don't wait to purchase your tickets! Upgrade to the Carolina Pavilion now, and have access to air-conditioned tent with upgraded food and beverage options the entire week. Call 877-325-GOLF or go to www.2007uswomensopen.com for ticket purchases. There are still a wide variety of ticket options to choose from, plus the Catch the Spirit Program. Catch the Spirit is an exclusive program at the Women's Open to engage young people in the game of golf. Every young person 17 and under will be admitted free with a ticketed adult. Once on site, they may visit the Catch the Spirit tent in which they will receive a free golf cap as well as a voucher for a free hot dog and beverage. In addition, the front row of the bleachers on the 14th and 18th greens will be reserved for those 17 and under. A limited number of corporate packages are also still available. Contact 1-877-325-GOLF for more information. The CVB is also working with Pinehurst Championship Management and Moore County Schools on a new local ticket sales initiative.

A limited supply of 3' x 5', 12 oz. white vinyl, 6 color, 2 sides same image, with 2 grommets top & bottom banners are still available for purchase for \$58.00 from the Convention & Visitors Bureau. The banners coordinate flawlessly with the 2005 U.S. Men's Open Championship Banner, and show community support to players, media, spectators and the USGA. Call Lucy Merkle at 910.692-3330 x 236 for more information or to purchase a banner.

Trend: International Tourism Marketing

What will the impact be from the new Open Sky's Agreement on International tourism? Learn more about this month's topic of the CVB's Insight Communiqué (new for 2007) – for a copy go to www.homeofgolf.com/. We'd very much like your feedback, and we will be offering an International marketing forum this summer (tent. set for July 24th) on international marketing, featuring experts in the field. Mark your calendar for what we expect to be an informative and pro-active program.

US Kids Golf World Championship - Update

The world's largest golf event for youngsters 4 to 12 years of age, the US Kids Golf World Championships will return to Pinehurst, NC, August 2-4, 2007. This year's event is expected to top 1,200 players from 47 states and 33 countries and will bring over 5,000 people to the area. The tournament will be conducted on eight area golf courses including Pinehurst No. 3, No. 5, No. 8, Mid Pines, Talamore, Midland, Little River and Longleaf. Volunteers are needed for the event! Anyone interested in volunteering can contact the Pinehurst Tournament office at 910-235-8140 or for an on-line application go to http://www.pinehurst.com/golf_resort_tournaments.asp (scroll down to USKG).

NC Museum of History Celebrates Pinehurst No. 2 Centennial With Display

Historic displays of Pinehurst No.2's evolution are now on display at the N.C. Museum of History through the end of October. It includes photography from the course's inception, showing square sand greens, whisker mounds - and women in corsets driving into its wide fairways in its earliest years. It follows golf history with photos of Maureen Orcutt, Jack Nicklaus, Arnold Palmer, Johnny Miller and course record holders Tom Watson, Gibby Gilbert and Hale Irwin

CVB Voicemail System

Please note that the CVB has changed and shortened its recorded telephone message. To make it easier for you when calling to go directly to the party you wish to speak with, please use the extension number listed below at any time during the recorded message. If you don't know the person that you need to speak with or just need general information on the area, please press 0 for immediate assistance.

Caleb Miles, President & CEO - ext. 234
Beverly Stewart, Director of Sales - ext. 237
Mary Kim Koppenhofer, Director of Marketing - ext. 235
Lucy Merkle, Director of Administrative Services - ext. 236
Laurel Stanell, Visitor Services Manager - ext. 242
Karin Toomey, Information Technology Manager & Sales Assistant - ext. 240
Lisa Long, Marketing Coordinator - ext. 238

MARKETING & PUBLIC RELATIONS



Raleigh News & Observer Travel Section Features Southern Pines

The Sunday April 1, 2007 travel section of the N&O featured a weekend excursion article entitled, "Southern Pines is a Close Escape." Many downtown Southern Pines businesses, including the newly renovated Jefferson Inn, enjoyed exposure in this article in which the travel writer called the town "the perfect getaway."

2007-2008 Cooperative Marketing Program Now Available

The CVB rolled out its all new 2007-2008 Cooperative Marketing Program this week. Several new marketing initiatives will be employed, including new print and online advertising venues, as well as a new collateral marketing piece. The program is designed to best market our area to the golf, meetings and leisure travel markets, providing participants with quality inquiries, and national advertising exposure. If you have any questions or would like information about participating in this year's program, contact Mary Kim Koppenhofer at 692-3330 x235.

Homeofgolf.com Has Virtual Postcards and Refreshed Homepage!

Check out the new Virtual Postcard on www.homeofgolf.com/postcard/. You can select from a variety of images and e-mail a brief message to your family, friends or golfing buddies. It's a fun way to promote our area and stay in touch!

CVB Advertising Agency Presentations Next Week

After an extensive RFP process, the CVB Board has selected advertising agencies to give presentations next week. The CVB goes through the process about every 4 years to ensure the best possible marketing and branding strategy and creative message are being executed in our efforts to marketing the area to visitors.

CVB/Chamber Visitor Center Gets a Makeover

Kudos to the Moore County Chamber of Commerce on their efforts to renovate the reception area of our shared building, also known as the area's Official Visitor Information Center. Plenty of new brochure rack space was created, allowing the area to feel much less cluttered, and at the same time providing room for even more information. Next up are plans to re-carpet and paint! Don't forget to bring your marketing brochures to the Visitor Information Center so that visitors and new residents are aware of your business!

MEETINGS & CONVENTIONS



New CVB Meeting Facilities Guide - In-House & On-Line

The new CVB Meetings Facilities Guide (in-print and on-line at www.homeofgolf.com) is in-house and being used to attract new and repeat business from Association planners (State, Regional, National and International), Corporate planners, Social, Military, Educational, Religious and Fraternal (SMERF) planners and other meeting and event planners across the southeast and nationally.

The full-color, 50-page guide, compiles a vast amount of information on meeting facilities, accommodations and amenities in the area. It includes complete information on all of the unique area attractions, recreation, dining and other activities for groups.

PCMA-DMAI 2007 Challenge Cup coming to Pinehurst, NC

Moore County will host the Professional Conference Manager's Association (PCMA) and Destination Marketing Association International (DMAI) for the 2007 Challenge Cup June 7-10, 2007. Over twenty-four key meeting planners and CVB representatives will be on hand to challenge each other during the four-day, Ryder Cup format tournament. The Challenge Cup benefits the DMAI Foundation. If you would like to provide promotion items (30) for the PCMA/DMAI welcome packets, please contact Laurel Stanell at 692-3330 x 242, or Beverly Stewart at 692-3330 x237.

Summer & Winter Meeting Specials at www.homeofgolf.com

Meeting and event planners will find a variety of summer and winter meeting specials at www.homeofgolf.com. The CVB sales department collects area meeting specials to provide planners an opportunity to book groups during these traditionally slow periods. It's not too late to submit your

properties meeting specials for summer or winter, just email your information to Director of Sales, Beverly Stewart - bstewart@ncrrbiz.com.

E-Blast to Meeting Planners - Successful

A meetings E-Blast was sent to over 1,500 meeting and event planners in May 2007. The E-blast included information on the new CVB Meeting Facilities Guide, area summer and winter meeting specials and a contest for RFP submissions. The CVB sales department sends three to four meetings e-blast (produced in-house) throughout the year with pertinent information for meeting planners interested in bringing groups to Moore County.

2007 US Women's Open Accommodations and Golf – Updates

The CVB sales department is stepping up efforts to monitor the availability of accommodations and golf for the 2007 US Women's Open. The information is available on www.homeofgolf.com under the 2007 US Women's Open. If your property has availability during the event or your golf course information is not listed, please email Beverly Stewart at bstewart@ncrrbiz.com.

Meeting Planner gives CVB Sales Department - Thumbs Up!

“I appreciate your email and remembering us for meeting sites. When it's time for our meeting to come back to the Sandhills, I will definitely call you. It would be nice if all Convention/Visitor Bureaus were as nice and reminding as you are.”

Darryl E. Harrington, District Conservationist- US Department of Agriculture

Who's Coming to Town?

Moore County will be hosting the following meeting & convention groups in June, July and August, 2007:

- PCMA/DMAI Challenge Cup – 2007 Annual Event
- USA League Tennis (NCTA) - 2007 State Championships
- Executive Women's Golf Association – 2007 National Board Meeting
- US Kids Golf - 2007 World Championships

Upcoming Tradeshows

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

- Meeting Professionals International – Carolinas Chapter (MPI-CC) – Annual Meeting May 20-23, 2007
- Association Executives of NC (AENC) - Annual Meeting & Tradeshow June 10-12, 2007
- American Society of Association Executives (ASAE) – Annual Meeting & Tradeshow August 11-14, 2007

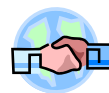
SPOTLIGHT ON NEW AREA BUSINESSES



Pine Gables of Aberdeen Bed & Breakfast

A new B&B has opened at 109 South Pine Street in downtown Aberdeen, called Pine Gables of Aberdeen. In a quaint Victorian setting, the rooms are spacious and guest friendly. Breakfasts include Full Scottish Breakfasts and other gourmet treats, and the front porch invites all visitors to sit and relax in its gentle breezes. For information call 845-551-6891 or 570-491-2425 email address: pinegablesofaberdeen@yahoo.com.

NEW INDUSTRY CONTACTS



A warm welcome to several executives who have accepted or moved into positions at properties throughout the area:

- Mike Floyd, General Manager, Longleaf Golf & Country Club
- Belinda Tucker, Corporate Sales, Maples Golf Packages
- Phil Fecteau, Head Golf Professional, Woodlake Country Club

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 Lucy Merkle at the Convention & Visitors Bureau at 692-3330.

ACCOLADES



Four Area Golf Courses in Top 60 of *Golf Digest's* 100 Greatest Public Golf Courses

Four area courses were named in *Golf Digest's* 100 Greatest Public Courses for 2007. At number 3 is famed Pinehurst No. 2, followed by number 43, Pine Needles, number 48, Pinehurst No. 4, and number 55, Pinehurst No. 8.

Area Golf Courses Boast 9 of Top 25 “Best in State” by *Golf Digest*

Nine courses in the area have been named best in the State of North Carolina by *Golf Digest* for 2007:

- 1 Pinehurst, No. 2 – Donald Ross
- 6 Forest Creek Golf Club (North) – Tom Fazio
- 8 Pine Needles Lodge & Golf Club – Donald Ross
- 10 Country Club of North Carolina (Dogwood) – Ellis Maples/Williard Byrd
- 12 Pinehurst, No. 4 – Tom Fazio
- 13 Pinehurst, No. 8 – Tom Fazio
- 15 Forest Creek Golf Club (South) – Tom Fazio
- 24 Mid Pines Inn & Golf Club – Donald Ross
- 25 Pinehurst, No. 7 – Rees Jones

Congratulations to all area golf courses for these important recognitions!



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