



*Home of American Golf*

# Destination Marketing News

*Your Tourism Industry Update from the Convention & Visitors Bureau*

**May 2009**

## TOURISM NEWS

### **“JUST TRYIN’ TO MAKE SOME SENSE OF IT ALL”**

Thirty plus years ago Jimmy Buffett penned this line in his wonderfully wistful tune, “Landfall.” It sums up our frustration with today’s unpredictable times quite well. Answers for the tourism industry’s back-to-back quarter declines (2008-4Q, 2009-1Q) are not too hard to make sense of – it’s the economy, and the media, at times, seems determined to make matters even worse. It’s the severity of this current downturn and lack of a clear vision for the future that has everyone scratching their heads. Nationally, Smith Travel Research (STR) shows lodging losses in both ADR and occupancy, resulting in total room revenue decline of 15.1% for the last six months. Meanwhile, nationally, airline revenue is down as much as 20 percent. However, there are signs of stabilization in some economic forecasts.

Traditional economic cycles run through several stages, starting with (1) free-fall (as realized in the last two quarters), then (2) reduced rates of decline, (3) bottoming-out, (4) recovery, and finally (5) renewed growth. Many prognosticators see a current movement into the second stage. We appear to be lagging behind that here in the Sandhills through April’s performance, unable to flatten out the downward trend. Some good news nationally is that the free fall is subsiding based on data from the housing and stock markets. Additionally, consumer spending has begun to stabilize and inflation is almost non-existent. And should we not forget the federal stimulus plan – will it provide a bump in economic activity? Unfortunately pessimistic forecasters state high unemployment rates (NC having one of the highest in the country), no improvement in the GDP, and continued credit market problems as reasons that the light at the end of the tunnel is not here yet.

Whichever scenario plays out, we can be assured that the participants in the tourism industry here in Moore County, in spite of a soft economy, are resolved to provide exceptional service to our visitors, and are poised to fully leverage our strong tourism assets when the economy moves beyond stage three and into a recovery mode. In addition, the CVB has been looking at ways to enhance the tourism product, and will present ideas to the industry at large later this year. And thanks Jimmy, for your uncanny perception and insight on life -- we could all use a dose during days like these.

## **NC GOLF INDUSTRY = BIG BUSINESS ACCORDING TO NEW REPORT**

**G**olf, a driving force in the state's economy, received a well deserved boost for the industry as the results of a new study were released in Raleigh to legislators and state officials on May 13<sup>th</sup>. Lt. Governor Walter Dalton met with representatives of the golf industry and read a proclamation to the NC House and Senate stating that, "Golf in North Carolina generated a total economic impact of \$5.3 billion, while employing nearly 69,000 jobs with \$1.7 billion of wage income in 2007." This total placed Golf in strong company with other key industries in the state with very similar revenue generation totals including: scientific R&D services, agricultural crops, semiconductor/electronic components manufacturing, and the motor sports industries.

The study, underwritten by Golf 20/20, was completed by SRI a national research company that has completed 20 state studies to date. Of the 20 states, North Carolina's total golf economic impact ranked second behind only California. Several state golf trade associations worked closely with SRI in the development of the study, including: Carolinas Golf Course Superintendents Association, Carolinas PGA, Carolinas Golf Association, NC Golf Course Owners Association, Carolinas Club Managers Association, and the NC Golf Marketing Alliance. Caleb Miles, current Chairman of the NCGMA, attended legislative events in Raleigh, including a meeting with the new Secretary of Commerce, Keith Crisco, during the week of the study announcement.

## **NEW POTTERY KIOSK UNDER CONSIDERATION**

**T**he NC Dept. of Cultural Resources (NCDCCR) is drafting an exciting new program that could positively impact the pottery region of central North Carolina, including Moore County. The focus of the initiative is the development of informational Kiosks (a total of four locations in our region are being considered) that will enhance the visitor experience for those exploring the pottery region. NC State University is currently working on design concepts for the kiosks. Ideas for locations for the kiosks will be presented in the coming months in a draft report that will be available for anyone interested in providing comments/input. NCDCCR is working closely with 5 counties, their respective Convention & Visitor Bureaus, as well as other state and local arts and culture organizations to develop this project that will be funded in large part by NC DOT. Stay tuned to the Destination Marketing Newsletter (DMN) for more information on this new initiative.

## MARKETING & PUBLIC RELATIONS



## **NATIONAL TRAVEL AND TOURISM WEEK 2009**

**N**ational Travel and Tourism Week was held May 9-17, 2009. It was a collective effort to promote the power of travel through customized events in communities nationwide. In 2009, the first-ever U.S. Travel Rally Day was held in cities and towns across America on May 12 (Raleigh being our major one). On May 15th your CVB was represented at the NC Visitors Center located on I-95 N in Rowland to promote the message that, "Travel Matters." It was a gathering of area CVB's, craftsmen, and local food and beverage businesses to showcase some of the area's great attractions within a close drive to I-95. The goal is to create better awareness of the industry's contribution to the state's economy and to recognize the cultural and social benefits created by travel and tourism.

It was a pleasant surprise to see how many travelers were there on a non-holiday start to the weekend. There were performances by traditional Lumbee Indian dancers, story tellers, as well as a great performance by the 82<sup>nd</sup> Airborne Chorus from Ft. Bragg. Travelers were surprised and curious to learn about what they could enjoy as an added feature to their trip by stepping just a few miles off of I-95. The CVB distributed the Official Destination & Golf Guide, maps, Essentials and Pottery Country Brochures.

## **CVB CO-OP AND 2010 DESTINATION AND GOLF GUIDE**

Your opportunity to advertise in the 2010 Destination & Golf Guide is coming soon! The guide is the official visitors' publication to assist travelers with lodging, attractions, events, golf courses, dining, you name it, for Moore County. Pace Communications will be producing the guide again this year and we encourage all businesses who would like their property to be marketed at consumer and golf shows, visitor centers, online through the CVB and other outlets to plan on joining us. Invitations to the co-op launch will be coming out soon.

## **CVB ADS WIN NATIONAL 2009 SUMMIT CREATIVE AWARD**

Recently announced by Summit Creative, the creative team at SMITH Advertising won the national silver award for the ads created for the CVB in the category for a Consumer Magazine Campaign. The ads include; Heritage, Birdies and Eagles, One Great Round, and Golf Widows that have been used in the '08-'09 marketing co-op program for the CVB and its partners. The panel of judges included professionals from Ogilvy One Worldwide, Harrison & Star, MSN and Interpublic Group Company, Squeaky Wheel Media, the Doug Agency, Mfx Interactive, Inc., EvoLogue, Paragon Marketing Communications, Stellar Debris Creative Studios, Elevator and Kulwant Advisory. Congratulations to Gary Smith and his creative team for their work with the CVB – a great partnership.

## **MEDIA TOUR IN THE AREA**

The first week of May was a busy one for hosting the press in our area. Five travel/golf writers visited the area and were hosted by Little River during their visit. Tours of Southern Pines and the Village of Pinehurst were part of the itinerary as well as some golf and great dining. Just a bit of rain dampened one day.

In addition, one of the state's popular travel writers, Lynn Seldon, came to the area for a quick visit to learn more about our interesting collection of international chefs. All the writers are looking forward to sharing their experiences and recommendations in future publications from the east coast to Toronto.

## **KNOLLWOOD HOUSE FEATURED IN "OUR STATE" MAGAZINE**

If you have a chance, pick up the June issue of Our State Magazine. There is an article starting on page 148 that includes a great review of Knollwood House and its proprietors. For more information about Knollwood House, contact Joe Radigan at [joe@knollwoodhouse.com](mailto:joe@knollwoodhouse.com) or call 910-692-9390. "...the Pinehurst area's most elegant bed-and-breakfast..." Golf Odyssey Magazine

## **MEMORIAL DAY 2009**

As Memorial Day weekend signals the unofficial start to summer, let us remember the men and women of our armed forces who have sacrificed their lives as well as the many who have suffered physical and

emotional injuries from war and political conflict throughout the world. Their commitment to our country's ideals for freedom, give us the freedom to follow our dreams. Thank you.

## MEETINGS & CONVENTIONS



### **GIVING MEANING TO MEETINGS - VOLUNTOURISM**

Companies and meeting planners are looking for ways to create a more meaningful event for attendees by way of incorporating a community service aspect. *Voluntourism* projects - activities that combine charitable work with an opportunity to see another side of the destination - are increasing in popularity among meeting professionals.

The CVB is researching various charities, clubs, and activities such as Habitat for Humanity, the Food Bank, etc. as potential projects for groups visiting this area. If you have information or ideas for *Voluntourism* projects, please contact Beverly Stewart at [bstewart@ncrrbiz.com](mailto:bstewart@ncrrbiz.com).

### **US KIDS GOLF - LOCAL WEB SITE CREATED**

The CVB has developed a micro-site for the upcoming U.S. Kids Golf events for local and participant information. Hats off to the CVB's Karin Toomey, who led the project and did a fine job getting the website constructed and launched. You'll find a list of accommodations, golf courses, special events, volunteer forms, etc. available at [www.homeofgolf/uskidsgolf/](http://www.homeofgolf/uskidsgolf/). The official U.S. Kids Golf web site will link to the micro-site to ensure that all information is correct and current. Please contact Beverly Stewart at [bstewart@ncrrbiz.com](mailto:bstewart@ncrrbiz.com) if you have questions or comments.

### **THE HOME OF AMERICAN GOLF® - GOLF AMBUSH**

A new program targeting golf groups was launched this spring. The CVB is offering groups of 12 or more an incentive to come here - a chance to win the Home of American Golf® - Golf Ambush! The selected group will be "ambushed" at the beginning of their trip and awarded with terrific prizes - meals, golf goodies, gift certificates, as well as recognition in print and online. To be eligible to win, the golf group organizer just needs to complete the online form at [www.homeofgolf.com/golf/ambush.htm](http://www.homeofgolf.com/golf/ambush.htm) and explain what makes his or her group special and why they deserve to be ambushed!

### **NEW CVB MEETINGS AD - TWOSOMES, FOURSOMES, AND MORESOMES**

The new ad titled, "Twosomes, Foursomes, and Moresomes," will be used to advertise area meetings in the AENC Membership Directory and the Meeting Professionals - Carolinas Chapter directories for 2009 and 2010 as well as Business North Carolina.

### **MEETING PROFESSIONALS INTERNATIONAL - MEETINGS BAROMETER**

The MPI Business Barometer enables the meetings industry to better gauge immediate business and economic conditions, enhances MPI's ability to enrich and focus offerings to members, and helps to prioritize resources in a changing world. To view the current MPI Barometer please click on the following link:

[http://www.mpiweb.org/Libraries/Research\\_and\\_Reports/FINAL\\_BusinessBarometer\\_4-09.sflb.ashx](http://www.mpiweb.org/Libraries/Research_and_Reports/FINAL_BusinessBarometer_4-09.sflb.ashx)

## **AENC ANNUAL GOLF TOURNAMENT – AREA SPONSORSHIP**

The CVB, along with a local meeting property, promoted our area to over 68 Association Executives from around NC and SC during the AENC Annual Golf Tournament on Monday, May 4<sup>th</sup>, 2009 in Greenville, NC. Association executives playing in the tournament visited with area representatives at a tent located on a sponsored golf hole.

## **WHO'S COMING TO TOWN?**

Moore County will be hosting the following meeting & convention groups in June & July 2009:

- NCTA USA League Tennis Tournament – July 2 - 5, 2009
- U.S. Teens Golf World Championship – July 30 - August 1, 2009
- US Kids Golf World Championship – August 4 - 8, 2009

## **UPCOMING MEETINGS & TRADESHOWS**

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

- International Network of Golf – May 17 - 20, 2009
- AENC Annual Meeting – June 7 - 9, 2009
- MPI-CC Meeting – June 23 - 24, 2009

Now Open for Business 

**COUNTRY KITCHEN/HOUSE OF PANCAKES, 15/501 N., Carthage**

**GIGI's PIZZERIA, Morganton Road, Southern Pines**

**MAGNOLIA SWEET SHOPPE, Magnolia Road, Village of Pinehurst**

**SEVEN LAKES SNACK SHACK, Seven Lakes, (Behind Jack's Place)**

**O'MAHONEY's BAR AND GRILL, Old Route 1, Southern Pines**

**PUTTING ON THE RITZ, Olmsted Village, Pinehurst (Full Service Interior Design)**

**JAPONICA's BOUTIQUE, Camellia Parke Shoppes, Pinehurst (Women's Boutique)**

**A DOG's LIFE, Olmsted Village West, Pinehurst (Dog Grooming Services & Supplies)**

**HOT AND HEALTHY YOGA, Camellia Parke Shoppes, Pinehurst**

## SANDHILLS HOSPITALITY ASSOCIATION

### NEWS AND VIEWS

The Sandhills Hospitality Association met on May 12 at Mid Pines. It was a lovely breakfast meeting highlighted by presentations from the Southern Pines Police Department. The presentation focused on safety within and around our hotels and the types of services the department provides to business owners in the area. Key point: If you see anything suspicious, don't hesitate to call them. Your information may be the key piece to something they are trying to solve.

### ON THE MOVE

A warm welcome and congratulations to new staff that have been promoted or moved into positions that impact area tourism and hospitality:

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.



*Home of American Golf*

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