

# *DMN - Destination Marketing News*

*Your Tourism Industry Update – May 2010*

*Produced by the  
Convention & Visitors Bureau*



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## *Tourism News*

### 7 OUT OF 10: GOLFWEEK'S 2010 BEST PUBLIC ACCESS COURSES

*Golfweek's* 2010 list of Best Public Access Golf Courses in North Carolina includes seven courses in the Pinehurst, Southern Pines, Aberdeen area. Only ten courses in all were listed for North Carolina. To qualify a golf course must make itself available to the general public.

1. Pinehurst No. 2
2. Pine Needles
4. Tobacco Road Golf Club
6. Mid Pines
7. Pinehurst No. 4
8. Pinehurst No. 8
10. Southern Pines Golf Club (Elks)

### LOCAL TOURISM DAY MAY 14

On May 14, the NC Visitor Center on I-95 South held its Tourism Day event. Along with the Pinehurst, Southern Pines, Aberdeen Area CVB, Johnston County, Nash County, Halifax County, Fayetteville Area, Lumberton, Wilson County; Greenville Pitt, Atkinson Mill, Hinnant Winery, LuMil Winery, Cypress Bend Winery, Native American dancers, Hawaiian dancers, Rowland Fire Department, and the American Red Cross set up tables and provided information and giveaways to unsuspecting travelers stopping at the center. Once the purpose of all the action and entertainment was explained, many travelers stayed a while longer to talk with the area attractions and visitors bureaus to learn more about where they can visit in this area of North Carolina.

### DID YOU KNOW: THE FAIR BARN 1917?

The Fair Barn, built in 1917, or as it was also known, the "Amphidrome," was built to accommodate the Sandhills Fair, one of the most important fairs in the Southeast back in the day. The fair attracted over 3,000 people. The Fair Barn had room for livestock shows and sales, dog shows, and exhibits of canning, preserves, pies, cakes and hand-made goods. Pacers and trotters also trained there from October to April on two tracks. More information about this historic landmark and other architectural landmarks and

homes within the Village of Pinehurst can be found in the newly released, "Village of Pinehurst: An Historic Walking Tour" book. You may purchase the book from the Visitor Center or Tufts Archives. If you would like to order a quantity of the books, please contact Karen Davis at the CVB [kdavis@ncrrbiz.com](mailto:kdavis@ncrrbiz.com).

### **WHAT'S THE NEXT BIG IDEA?**

*PineStraw*, the popular local monthly lifestyle magazine of Moore County, took on the challenge in its May issue to define what Moore County could add to its community assets to make it an even a better place to live and visit. Ideas ranged from new festivals (themed around film and golf), new/improved parks, minor league baseball team, area trolley service, a new gun club, connected bike paths, and a drive-in theater. The CVB would like to hear your comments and any ideas that include a tourism focus, as the CVB Board is looking at opportunities now on how to improve the tourism landscape for the future in Moore County.

### **NC TOURISM FACTS:**

- Travel in North Carolina generates \$22.2 billion a year in total economic demand.
- This economic activity sustains 378,000 jobs, and 8.6 percent of all wage and salary employment in the state is directly or indirectly dependent on tourism. Nearly \$10 billion in compensation is generated by tourism demand
- Including indirect and induced impacts, tourism in North Carolina generates \$2.6 billion in state and local taxes and \$2.7 billion in federal taxes.
- Tourism saves every North Carolina family \$360 per year in taxes.

North Carolina enjoys a more than 15-to-1 return from tax dollars invested in paid media advertising. <http://www.governor.state.nc.us/NewsItems/PressReleaseDetail.aspx?newsItemID=1120>.

### **NC GOLF PANEL TO ADD TO RANKINGS**

The NC Golf Panel (NCGP), working in partnership with the NC Golf Marketing Alliance (NCGMA) will begin announcing a new list of top 100 NC golf courses, this time adding "that you can play" to the criteria. By doing so more great courses across the state will be included in the ranking, helping traveling golfers decide where they should play. The concept was presented to the NCGP by the NCGMA, and was quickly adopted. In addition to being featured again in Business North Carolina Magazine, the new list will be added to the official NC Golf Guide, produced by the NCGMA.

## **Marketing & Public Relations**

### **2010-2011 CVB MARKETING CO-OP LAUNCHED**

The CVB launched the new marketing Co-Op program for 2010-2011 on May 20. Two sessions were held and the program highlights were presented. Among the new options for this year include :30 commercials on Time Warner Cable's Golf Channel and News14Carolina. New publications and new creative were also shown. Marketing options were increased by 35% for this year and each of the co-op packages offers 20% more in marketing reach.

If you would like to review the new program, contact Claire and she will email the program booklet to you. Starting May 28, if you would like to make an appointment with her to discuss the details of the program, call or email at 692-3330, ext. 235 or [cphillips@ncrrbiz.com](mailto:cphillips@ncrrbiz.com).

*All forms for participation are due no later than June 15 to Karen Davis at the CVB.*

### **2011 OFFICIAL DESTINATION & GOLF GUIDE**

The CVB is once again partnering with Pace Communications to publish the annual Destination and Golf Guide. The 2011 guide will feature an updated creative look and structure that mimics the traditional readability and sophistication of a lifestyle magazine while retaining the functionality of a useful planning resource.

Sponsored content opportunities throughout the book will allow local businesses to present themselves in an editorial context that showcases their contribution to the destination while speaking directly to the visitor. Available at several sponsorship levels and covering a variety of topics, these sponsorship opportunities allow a wider variety of businesses to participate in the destination guide. Pace Communications will be presenting the various sponsorship levels and other options in the near future. For co-op partners, you may consider upgrading your ad that is included in your package.

### **US KIDS GOLF SPONSORSHIPS AVAILABLE**

**The U.S. Kids Golf Foundation** is a 501 (c) 3 nonprofit organization that was established in 2001. The vision of the U.S. Kids Golf Foundation is to provide kids and their families the opportunity to participate in the game of golf through instruction and competition. Today, the U.S. Kids Golf Foundation conducts over 400 local, regional, national, and international events.

If you would like to be a sponsor for US Kids' Golf events that will be held in the area in July and August, go to the CVB website: [www.HomeOfGolf.com](http://www.HomeOfGolf.com)

### **MCLENDON HILLS AND SOUTHERN LIVING HOUSE PLAN**

McLendon Hills is doing it again with another beautiful Southern Living house that you can visit! Starting June 11 and running through August 8, 2010, enjoy an open house touring. The 2-acre "mini farm" lot is located in the newest phase at McLendon Hills and includes a greenhouse and small orchard. The single-level ranch (the Forestdale) with over 2,400 square feet of living space will have all the latest home features and "green concept" amenities. A \$5 donation at the door will go to a local charity and enter you into a drawing for a door prize. For more information, call 910-255-4044 or visit [www.MclendonHills.com](http://www.MclendonHills.com).

### **PALUSTRIS FESTIVAL 2010: IT WAS A GREAT FIRST EVENT!**

Presented by the Arts Council of Moore County and the Convention & Visitors Bureau, the first Palustris Festival was a definite success based on feedback from festival event partners and attendees. Best estimates put the total number of attendees at 8,000. With over 100 events presented throughout Pinehurst, Southern Pines, and Aberdeen the festival showcase the visual, literary, and performing arts.

The steering committee will be meeting soon to ramp up the program for 2011 which will be held March 24 - 27, 2011. Applications for event partners and venues will be distributed soon. If you would like to participate in the 2011 festival as a sponsor, event partner, or festival committee member, please contact Chris Dunn at the Arts Council, 910.692.ARTS (2787).

## *Meetings & Conventions*

### **BIDS FOR 2011 & 2012 USA LEAGUE TENNIS TOURNAMENTS - IN THE WORKS!**

The CVB, working with the Pines Host committee will present bids to the NC Tennis Association for the 2011 and 2012 USTA Adult & Super Senior Tennis Tournaments. The CVB will submit the area bid on-line along with Welcome Letters from local dignitaries. We need everyone's support to keep these events in Moore County.

### **CVB SALES PROMOTION "KEEP GROUPS IN MOORE COUNTY"**

The CVB has a new 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, etc. for the most referrals booked. The winner will be recognized in the *Destination Marketing News* and prizes will be awarded quarterly. For more info about the program, contact Beverly Stewart at [bstewart@ncrbiz.com](mailto:bstewart@ncrbiz.com).

### **INTERNATIONAL NETWORK OF GOLF (ING) - 2010 MEETING AT PINEHURST RESORT**

The ING 20<sup>th</sup> Anniversary Annual Meeting was held at the Pinehurst Resort May 16-20. This was the first time that the ING Annual Meeting was held at the world-class Pinehurst Resort.

Approximately 150 people attended the gathering of media and golf industry leaders, conducted by the non-profit International Network of Golf. The four-day conference included educational events, networking opportunities, product displays and tests, and lots of golf. The event also included a One-On-One Appointment Show that provided attendees a platform for private meetings to encourage business relationships and destination promotion.

### **GROUP SALES ROUNDTABLE MEETING - SECOND MEETING FOR 2010**

The second Group Sales Meeting with area Managers & Director of Sales was held May 6<sup>th</sup>, 2010 at the Homewood Suites by Hilton. The group shared ideas and options to increase group business. The date, time and location of the next Group Sales meeting will be announced soon and is scheduled to take place in early June 2010.

### **BUSINESS TRAVEL COMING BACK ACCORDING TO AMEX**

The majority (57 percent) of nearly 500 senior finance executives surveyed worldwide intend to maintain or increase business travel spending in 2010, according to the American Express/CFO Research Global

Business & Spending Monitor, released Tuesday. More than one-quarter (26 percent) said they will increase business travel spending this year. Many of the executives surveyed added that their companies will make it easier to get back on the road: 27 percent said they would relax spending policies for travel that involves meeting new clients or business development. About one-third of respondents indicated they would restrict travel for staff meetings or internal business this year, down from 81 percent in 2009. Just 35 percent said they would restrict travel to conferences and events this year -- a drop from 79 percent last year. The complete report, as well as an accompanying white paper, can be found [http://home3.americanexpress.com/corp//pc/2010/pdf/CFO\\_Survey1.pdf](http://home3.americanexpress.com/corp//pc/2010/pdf/CFO_Survey1.pdf)

### **MORE FIRMS ARE REWARDING TOP PERFORMERS WITH TRAVEL**

While many companies have pushed travel perks under the radar, some are rewarding their top performers with vacations to top destinations such as New York City. "Our biggest asset is the people that run our restaurants and that work there," says Texas Roadhouse CEO G. J. Hart. "And like any asset, if you want a return on that asset, you need to invest in it." Trips like the one organized by Texas Roadhouse were rare during the depth of the recession, casualties of the so-called AIG effect. But companies increasingly are emboldened to once again reward their best employees and representatives with motivational trips, incentive travel experts say. This time around, though, the excursions are likely to be shorter, less expensive and more focused on public service than pampering. (USA Today)

## ***Who's coming to Town?***

Moore County will be hosting the following meeting & convention groups in May & June 2010:

- Gregory Poole Equipment Company
- NC Association of Health Underwriters
- 2010 Therapeutic Taping Seminar
- NC Chapter - US Bowling Congress

### **UPCOMING MEETINGS & TRADESHOWS**

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

- NC Defense Business Association Annual Meeting - May
- MPI - Carolinas Chapter Annual Meeting - May
- AENC Annual Meeting - June
- NC Defense Business Association - June

### **COUPONS AVAILABLE FOR SUMMER TOURNAMENTS**

The CVB is busy preparing for all the tournaments coming to the area this summer. In addition to the many activities in which the CVB is involved, eight tournaments will have area discounts for players that will be available on each individual tournament's web site in lieu of paper coupons. More businesses are providing discounts than ever before. For more information, contact Laurel Stanell.

## 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:

- Frank Maenza, General Manager, Holiday Inn Express
- Kimberly Beck, General Manager, Greenleaf Inn

Welcome to new businesses for our residents and visitors to enjoy.

- Taco Bell, Hwy 15-501, Re-opened
- Eastwood Diner, Hwy. 73, Re-opened
- Hickory Tavern, Hwy 15-501, next to Comfort Inn
- Pinehurst Taxi & Transportation, Inc., [www.pinehursttaxi.com](http://www.pinehursttaxi.com)
- Coffee Cabin, Bennett Street, Southern Pines

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:

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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](http://www.homeofgolf.com)