

DMN - Destination Marketing News

Moore County's Tourism Update – October/November 2011

Produced by the
Convention & Visitors Bureau



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Tourism News

NC TOURISM MID-YEAR MARKETING UPDATE FOR THE PIEDMONT REGION

- Piedmont region is made of the 49 most central NC counties
- 59% of NC visitors traveled to the Piedmont region in 2010
- Visits are fairly equal through all four seasons. June was the highest travel month in 2010
- Overnight visitors are staying a bit longer from 3.2 nights in 2009 to 3.3 nights in 2010
- Top states of origin for visitors to the Piedmont region in 2010 were; NC, VA, SC, FL, GA, and NY
- In 2010, over 73% of Piedmont visitors came for leisure, 19% for business, and 8% for "other."

2010 VISITOR IMPACT FOR MOORE COUNTY

Visitor spending to the Pinehurst/Southern Pines/Aberdeen Area increased 9.4% in 2010 according to a report released by the NC Division of Tourism, Film and Sports Development's Director Lynn Minges. The growth marked a reversal from two consecutive years of anemic performance as a direct result of the 2008 recession. Total visitor spending in the county for the year was \$ 342 million, with employment in the sector topping 4,730 residents.

Of the 100 counties in North Carolina, Moore County ranked 11th in visitor spending for 2010, impressive considering its position as the 31st most populated county. While golf continues to be a major driver of tourism to the area, efforts to further diversify the market mix have yielded good results, especially in the areas of amateur athletics, military/government business, and family and empty-nester leisure travel. In 2010, almost \$11 million was generated in local and state tax receipts via tourism in the county.

CVB BOARD - NEW OFFICERS FOR FY 2011/12

The CVB would like to thank outgoing Chairwoman Bonnie McPeake for her terrific job and commitment to the CVB's success. Secondly, welcome to the new officers for the board; Chairman: Tom Pashley, Pinehurst Resort, Vice-Chairman: David Byers, Comfort Inn, and Secretary/Treasurer: Sharon King.

NEXT CVB "CONNECT" EVENT

Designed to be an informal, but informative gathering of businesses that derive revenue from tourism, the next CVB Connect will be held October 19, 2011 from 5:30 - 7:30 at the newly-renovated Homewood Suites by Hilton in Olmsted Village. Please come, introduce yourself, and learn more about what's going on in Moore County's tourism biz. Special invited guests include the Director of the Triangle Regional Film Commission and the Owner of the Rockingham Speedway. RSVP to Bev at bstewart@homeofgolf.com

2011 WINNER OF BEST DISH IN NC COMPETITION

Following Ashten's win in 2010, two restaurants in our destination have won in 2011. Elliott's on Linden in Pinehurst took first place in the fine dining category/eastern piedmont coastal region at the 2011 NC Department of Agriculture and Consumer Services Best Dish in NC Competition. Now, that's a mouthful. Second place in the fine dining category was awarded to Pinehurst resort's 1895 Grille at the Holly Inn. The competition is designed to recognize restaurants that use NC products in their menus in unique and delicious variations. Seasonality and preference for local providers are key elements in creating the winning dishes. Let's see if we can make it three in a row in 2012!

NASCAR COMES BACK TO THE "ROCK"

It's been too long, but now, once again NASCAR is coming back to the Rockingham Speedway with the NASCAR Camping World Truck Series scheduled for April 15, 2012. For more information or to order tickets, contact Rockingham Speedway, 2152 N. US Hwy. 1, Rockingham, NC 28379. 910-205-8800 or www.rockingham Speedway.com.

TRIANGLE REGIONAL FILM COMMISSION APPOINTS LOCAL TOURISM OFFICIAL

Caleb Miles, President and CEO of the Convention & Visitors Bureau, has been appointed to the Triangle Regional Film Commission Board to assist in developing more opportunities for the film industry to bring projects to the Triangle region of North Carolina.

Marketing & Public Relations

CVB WINS TWO 2011 DMANC ANNUAL AWARDS - PLATINUM NO LESS

During the 2011 annual meeting of the Destination Marketing Association of North Carolina, the CVB brought home two awards for marketing programs. The competition came from throughout the state with great examples of destination marketing from well-known destinations such as Asheville, Charlotte, Wilmington, Raleigh, and Durham. The two platinum winners were the 2011 Official Destination & Golf Guide (produced in conjunction with Pace Communications) and the "Relax Your Grip" ad campaign (produced in conjunction with SMITH Advertising). And wait 'til you see the new guide and creative for 2012!

2013 USGA MID-AMATEUR ANNOUNCEMENT

Forest Creek Golf Club near the Village of Pinehurst has been selected by the United States Golf Association to host the 2013 U.S. Mid-Amateur Championship. The championship will be conducted Oct. 5-10, 2013. The championship will be played on the North and South Courses, both of which were designed by Tom Fazio. The South Course opened in 1996, while the North Course was added in 2005.

This will mark the first USGA championship for Forest Creek, though the club has previously hosted sectional qualifying for the U.S. Women's Open and U.S. Girls' Junior Championships. The U.S. Mid-Amateur Championship is open to amateur golfers at least 25 years of age who hold a USGA Handicap Index® no higher than 3.4. For more information please visit www.ForestCreekGolfClub.com.

LEGACY GOLF LINKS RE-OPENS

Celebrating 20 years of excellence, Legacy Golf Links, a Nicklaus-designed course, completed a four-year renovation project. MiniVerde, ultra dwarf Bermuda grass was installed for the greens, trees were removed, and work around the greens was completed including adding more putting surface. New tee boxes and new sand bunkers were included in the renovation. Additionally, the course was closed for three months to install new grass which provided a great opportunity to groom the entire course for improved turf conditions. A media day is schedule for October 4, 2011. For more information about Legacy Golf Links, contact Chad Derusseau at cderusseau@legacygolfgmt.com or 910-944-2855.

NATIONAL GOLF CLUB CLOSES IN NOVEMBER FOR GREENS RENOVATION

There are exciting happenings going on at National Golf Club. This fall, ownership has committed to re-sod all 18 greens. The existing greens have had difficulty over the last two summer seasons due to a tremendous amount of heat

stress. What most don't know, over the past twenty years, the greens have been stressed to the point that Bermuda grass creeps in on the bent grass greens, which makes the green itself shrink and lose its original shape. Therefore they will be re-sodded back to their original size, making the greens substantially larger and back to where Jack Nicklaus designed them for better playability. The solution and best fit for National is A-1, A-4 bent grass. The course will be closed November 21, 2011 until March 15, 2012 for the renovation as long as Mother Nature co-operates. For more information, contact Tom Parsons at golf@nationalgolfclub.com.

CVB ANNUAL REPORT FOR 2010/11 IS AVAILABLE

If you are interested in receiving the recently published annual report for the Convention & Visitors Bureau, please contact Karen Davis at kdavis@homeofgolf.com.

2012 DESTINATION & GOLF GUIDE - BETTER THAN EVER COMING IN DECEMBER

In a continuous effort to improve the official visitors guide for Moore County, Pace Communications in conjunction with the CVB will be introducing the 2012 guide this December. The look and feel is more in line with a lifestyle magazine that visitors and residents will find more visually pleasing and informative about the history, attractions, dining, and of course, golf. The guide is distributed throughout various outlets and 60,000 will be distributed. As well, the guide will be available in a digital format on www.homeofgolf.com.

OFFICIAL MOBILE APP FOR THE DESTINATION COMING SOON

Dovetailing the 2012 guide is the new mobile app available on iPhone and Android devices. The app is an additional marketing tool to reach visitors once they are in the area. It's also handy for locals to search for things such as dining, attractions, and deals. The best part is the app is FREE to consumers. If your business would be interested in advertising on the app, please contact Karen Davis at kdavis@homeofgolf.com. Your ad will run for the entire 2012 calendar year.

ESSENTIALS GUIDE 2012 PUBLICATION

New for 2012 is the *redesigned* Essentials Guide. Filled with information about area golf courses, numerous dining options and year-long calendar of events, this guide, in conjunction with the CVB's new mobile app is a must-have tool for visitors to our area.

BIRTHDAY BASH FOR MS. PEGGY KIRK BELL - SAVE THE DATE!

Our renowned Ms. Peggy Kirk Bell is celebrating a big birthday this November and the family and staff would like to invite you to "Mom's 90th Birthday Gala" November 18-20, 2011 at Pine Needles. The gala will honor her life's accomplishments and establish the Peggy Kirk Bell Foundation. The Gala is open to everyone with all proceeds going to the foundation. Tickets are required to attend. The form can be downloaded at www.peggykirkbell.com and sent, or by calling Reservations at 800-747-7272. Space is limited. Sponsorships are available as well.

SCHEDULE FOR CONSUMER AND GOLF SHOWS FY 2011 -12

The CVB and its co-op partners will once again hit the road for its annual participation at consumer and golf shows in key markets for the destination. This year's schedule includes:

- Charleston, SC - October
- New Jersey - January
- Columbus, OH - January
- Richmond - January
- Washington, D.C. - February
- Pittsburgh - March
- Toronto - March

Sign-ups for booth staffing will be sent out in the near future.

Meetings & Conventions

2011 WORLD SERIES OF DIXIE YOUTH BASEBALL A HUGE SUCCESS

The World Series of Dixie Youth Baseball was held in North Carolina and Moore County for the first time in 25 years on August 12-18, 2011. Boys ages 9-10 and 11-12 from 24 teams in 11 southeastern states competed for the World Series championship at Hillcrest Park in Carthage. The tournament brought over 1,000 people to Moore County including the DYBB National Directors Annual Meeting. The estimated economic impact for the event was \$1.6 million dollars which covered lodging, meals, and shopping. The residual benefits include making Moore County a good candidate for future Dixie Youth events.

RALLY AT THE ROCK - RETURNS FOR 2012

The East Coast Bikers Association will be returning to Rockingham Dragway for the 2nd Annual "Rally at the Rock" July 5-8, 2012. Over 30,000 bikers from across the United States are expected to attend the event at Rockingham Dragway. Rates for Moore County hotels, motels and resorts will be featured on their website www.eastcoastbikerally.com.

2011 LEARNING MORE ABOUT MOORE - EDUCATIONAL TOUR

The CVB will be conducting the annual, "Learning More About Moore," educational tour on October 26, 2011 for all hotel, motel and resort staff. The one-day tour will kick-off with a continental breakfast and proceed to tour Moore County, visiting area attractions such as Cameron, Pottery County, House in the Horseshoe and much more. Attendees will hear about the history of Moore County from our tour guides: Marva Kirk, Owner of Kirk Transportation & Tours and Beverly Stewart, CVB Director of Sales. The cost is \$25 per person and includes transportation, meals and snacks. Space is limited. If you are interested in participating in the, "Learning More About Moore" Educational Tour please contact Beverly Stewart at 692-3330 x237 or Email bstewart@homeofgolf.com.

Who's Meeting in Moore County?

October and November

CONVENTIONS AND GROUPS

- 2011 Dirty South Youth Wrestling Tournament
- 2011 Senior Amateur Golf Tour
- 2011 Turkey Trot Marathon
- Meeting Professionals International (MPI) - Carolinas Chapter Meeting

MEETINGS & TRADESHOWS

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

- VA Society of Association Executives - October
- NC Defense Business Association - November
- Meeting Professionals International - Carolina Chapter - November

Check it Out – New Places and Things to Do

Take time to visit and try these new and soon-to-be open businesses in the area. Let your guests know about the new additions to their Sandhills' experience. Additional information can be found at www.HomeOfGolf.com.

- Rue 32, Restaurant in Southern Pines (located downtown in the old Coachlight Trattoria)
- Eck McCanless Pottery, Seagrove, www.eckmccanless.com
- Red Door Café, Village of Pinehurst, Betsy Hamilton - owner

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:

- Courtney Brown, General Manager, Hampton Inn & Suites
- Ted Robinson – new operator of Deercroft Golf course
- Doug Thompson, Golf Director at Southern Pines Golf Course
- Lew Ferguson, Golf Operations Director at Hyland Golf Club
- Tyler Tolbert, Course Superintendent at Hyland Golf Club
- Ashley Hunt, Events Coordinator at the Fair Barn
- Rob Kikyasang, General Manager at Motel 6
- James Taylor and Rosa Lamourt, Managers at Motel 6

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.

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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