



Home of American Golf

Destination Marketing News

Your Tourism Industry Update from the Convention & Visitors Bureau

October 2008

TOURISM NEWS



NOTES FROM THE MID-YEAR MARKETING UPDATE FOR THE STATE

The state held its Tourism mid-year marketing update in Raleigh on September 9th. As we all know, the economy is affecting everyone and everything, but here are some of the insights you may find helpful with management and planning in the coming months.

- According to Smith Travel Research, through July 2008, Room rates are up 5.0 %, RevPar up .3%, Room Revenue up 1.8%. Occupancy and demand are down.
- Target your advertising more than ever and give your visitors a reason to travel.
- Know your competitors' websites.
- Information Sources for Leisure Travelers:
 - 65% gather at least some information from the internet.
 - 42% secondarily listen to advice from family and friends.
 - 24% use search engines (Google, Yahoo, etc.).
 - 24% use online travel agencies (Expedia, Travelocity, etc.).
- In-State Marketing Program includes two waves of new creative, three new radio spots, and three new TV spots, extended reach to Metro Radio, Atlanta, and D.C. geo-targeting on weather.com and additions to visitnc.com website.
- If you would like more details, the complete presentation can be found on <http://www.nccommerce.com/en/TourismServices/PromoteTravelAndTourismIndustry/TourismEvents/MidYearMarketing.htm>

THE IMPACT OF THE ECONOMY ON LOCAL TOURISM

Economic Turmoil – it is anticipated that no state, county, or business sector will dodge the long tentacles of the financial market troubles that have rocked our country over the last few weeks. Initial reports show total lodging revenues for Moore County year to date are on par with the 2007 pace; however, the last two reported months of July and August registered drops as compared to the same months last year. We anticipate this trend will continue through the balance of 2008, and into 2009, with the effect washing out the gains realized during the first 6 months of the year, and result in a net loss for the calendar year 2008. Of course it could be much worse, as many markets that have a greater reliance on air travel access and corporate meetings and conventions are seeing double digit losses already. The CVB closely monitors these activities and invites you to share your property/business perspective as we revisit our fiscal year 08/09 plans and look for opportunities to work even more closely with the tourism industry during these difficult times.

REGIONAL TOURISM INITIATIVE UNDERWAY

Central Park NC Regional Tourism Initiative - A new regional approach has been developed to market the excellent tourism assets inside the Central Park NC region. This region, formally called the Uwharrie Lakes Region, is comprised of 6 counties, Moore, Randolph, Richmond, Davidson, Anson and Stanley. This new approach is being guided by Dr. David Jones, NC Zoological Park Director and Caleb Miles, CEO for the Convention & Visitors Bureau, and is early in its development, having met for the first time in September. The next step will be to conduct a regional tourism asset inventory, and then prioritize the assets, themes and itineraries that can best serve the region and visitors. The core assets already agreed to are the Archeries National Forest, the I-73/74 corridor and new state welcome centers being built (opening in late '09), and the larger attractions such as the NC Zoo and Moore County golf/recreation resort area. The plans call to operate the initiative through the Central Park NC office initially and seek state and federal grants and funding.

MOORE COUNTY'S NEW CALL CENTER PROGRAM

The CVB operates as a component unit of Moore County, and thus works closely with programs the county undertakes that impact visitors and residents. One of the new services being offered will make it easier for both residents and visitors to find the county agency/department they need quickly and efficiently. Using new customer service staff and call center with customized software, information inquiries coming into the county will be handled by the new customer service representatives and then referred to the appropriate department. The new approach will help eliminate the "run around" sometimes caused when calls are transferred among various county departments. It also includes a software component that tracks these requests to assure professional quality delivery of service by county government. The CVB is proud to be working with the county on this important initiative.

MARKETING & PUBLIC RELATIONS



LIVE RADIO BROADCAST WITH "TEE IT UP" AT LITTLE RIVER RESORT

The CVB, in conjunction with the Fayetteville CVB, hosted a visit by California-based golf radio talk show, Tee it Up, to showcase the area and talk about what the area has to offer visitors. The mid-September weekend provided perfect golf weather for the group. Besides several rounds of golf and great dining, the guests explored the villages and had the opportunity to see some of Seagrove during their four-day visit. Many thanks to the staff at Little River who coordinated golf and set up the radio broadcast. It was a great success and "Coach" Tracey Roberts is already talking to some of his corporate clients about another visit. This was the first trip to the area for these golf broadcasters and they loved it. Our southern hospitality was a big hit.

GOLF WEEK'S JUNIOR INVITATIONAL GOLF TOURNAMENT HELD IN OCTOBER

Golfweek brought their prestigious Junior Invitational golf tournament to the Sandhills, and to no one's surprise, it was a smashing success. The event was secured by the Convention & Visitors Bureau through a media buy contained in the bureau's co-op marketing program. Played over three days at two area courses, Longleaf for the boys and Little River for the girls, the tournament brought some of the best young golfers from across the country to experience first hand the Home of American Golf®. None were disappointed,

nor did they disappoint, demonstrating just how good junior golf is here in the U.S. The boy's winner, Josh Eure from Crowton, MD, cruised into the final round at Longleaf with an 8 shot lead, and closed the deal with a birdie on 17, for a three day total of 205, 8 under par. Stephanie Meadow, originally from Northern Ireland, now a resident of Hilton Head Island, SC also entered Sunday's round with a comfortable lead, but added some drama to the proceedings, but closed the door on the field, netting a stellar weekend total of 211. Congratulations to all the players and the terrific job of the Invitational host sites Little River and Longleaf.

CONSUMER GOLF SHOWS SCHEDULED FOR 2009

CVB Marketing Co-Op partners are quickly signing up for the 2009 consumer golf show schedule that will begin in January. It is on a first come, first served basis, so let Karen Davis know which shows you would like to attend. The slots are filling quickly and we would like to make sure you get your first choice.

The CVB and its marketing co-op partners will exhibit in the following cities; Washington, D.C., Lakeland, FL, Somerset, NJ, Cleveland, OH, Toronto, Philadelphia, PA, and Novi, MI.

WE'VE GOT ROOMS AT THE INN PROGRAM 2008 AND ROOM ON THE BUS

Area lodging properties once again have the opportunity to participate in the "Rooms at the Inn" program sponsored by the Pilot and CVB. It provides local residents with a way to host their holiday guests without everyone crowding under one roof. The rates will be effective from just before Thanksgiving through New Year's Day. Check the Pilot at the end of October or call area hotels for their rates. The CVB will also have the information on participating lodging partners at the information desk and online.

In addition to the program, local hotels in conjunction with Carolina Premium Outlets in Smithfield and Kirk Tours, will be offering guests a new way to spend Thanksgiving evening. Participating hotels will include a **Thanksgiving Midnight Madness Shopping Tour** on Thanksgiving night. Kirk Tours will provide round trip transportation to the Premium Outlets in Smithfield and each guest will receive a shopper's survival bag filled with coupons, map, and other goodies. The trip will start around 9:30 pm on Thanksgiving night and return by 6 am on Friday morning. More details to follow. What a great way to work off the turkey and start holiday shopping without the hassle of driving and finding a place to park.

HOLIDAY PARTIES AND GATHERINGS

Whether you're planning a family gathering, company holiday party, or a recognition event, there are plenty of venues, caterers, florists, etc. right here in Moore County. With our vibrant holly trees and berries, evergreen pines, and camellias, even the winter months are a lovely setting for your event. If you need assistance for your group, contact Beverly Stewart at bstewart@ncrrbiz.com. With over 20 years of experience in county tourism, she'll be able to help you plan your gathering, find overnight accommodations, and help you create a memorable experience. She can also be reached at 910-692-3330, ext. 237.

CONSORTIUM FOR PROMOTING AREA EVENTS/ATTRACTIONS

The consortium met at the end of September and is moving along with a plan for a festival to be held in the Spring of 2010. A framework will be developed of possible venues and types of events that could be held in the multi-town, multi-day event. The Arts Council will lead the team with the support of the CVB in the coming months.

MEETINGS & CONVENTIONS



CVB WINS CONVENTIONSOUTH READERS' CHOICE AWARD FOR THE THIRD TIME

The Convention & Visitors Bureau - Pinehurst, Southern Pines, Aberdeen Area was selected for the third time to receive the ConventionSouth magazine's annual Readers' Choice Award. ConventionSouth asked their 18,000 readers to nominate their choice of destination, convention center, hotel, resort or CVB as the top picks for the South. The Convention & Visitors Bureau - Pinehurst, Southern Pines, Aberdeen Area was one of only three CVBs in addition to two properties that were named in North Carolina.

"Receiving the Readers' Choice Award for the third time is truly an honor and an acknowledgement that our efforts are recognized and appreciated by meeting planners," said Beverly Stewart, Director of Sales for the Convention & Visitors Bureau. "Our CVB Sales Team makes every effort to provide the highest level of customer service and ensures that a meeting planner's requests are fulfilled promptly and professionally."

2009 & 2010 USA LEAGUE TENNIS TOURNAMENTS – RETURNING TO MOORE COUNTY!

The NC Tennis Association awarded the 2009 and 2010 USTA Adult League and Super Senior Tennis Tournaments to Moore County. The CVB will be securing tennis courts for both events each year as well as contracts for accommodations. The Pines Host Committee will convene soon to discuss sponsorships for the players' party as well as other requirements for the tournaments. Volunteers are always needed and welcomed so please contact Beverly Stewart at bstewart@ncrrbiz.com or 692-3330, ext. 237 if you would like to help. We need everyone's support to make these events successful.

AAA SALES BLITZ – DECEMBER 1-5, 2008

Calling all sales professionals interested in participating in an AAA Sales blitz across North Carolina. AAA offices in the Western part of NC will be the first visited and will be conducted over a two day period. The Eastern part of NC will also be another two day tour. The CVB will supply each AAA office with area brochures and a promo item. All hotels participating are encouraged to provide AAA specials as well as information will be included in each packet distributed. Please contact Beverly Stewart or Claire Phillips at 692-3330 if you are interested in participating in one or all of the segments of the AAA Blitz.

"TO BID OR NOT TO BID" SEMINAR – DOING BUSINESS WITH THE GOVERNMENT

Sandhills Community College and the Procurement Technical Assistance Center will be providing a free seminar on November 13th, 2008, from 9am until 12 noon, on doing business with the government and when to bid on government contracts. Attendees will learn how to register their hotel, motel & resort to receive RFPs and Bids for Government contracts as well as the basics of proposal writing for contracts. If you are interested in participating in the seminar, please contact Beverly Stewart at bstewart@ncrrbiz.com.

CVB SALES PROMOTION "KEEP GROUPS IN MOORE COUNTY"

The CVB has one sales professional in the running to receive recognition and prizes for the "Keep Groups in Moore County." The promotion is still open and you are encouraged to participate. 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, and a grand prize (TBD) for the most referrals booked. The winner will be recognized in the Destination Marketing news and prizes will be awarded quarterly. For more info on the program, contact Beverly Stewart at bstewart@ncrrbiz.com.

WHO'S COMING TO TOWN?

Moore County will be hosting the following meeting & convention groups in November, December and January:

- Turkey Trot Marathon – November 2008
- John Deere Landscape – December 2008
- Blue Cross Blue Shield of NC – December 2008
- NC Association of Electric Coops – December 2008
- Emergency Services Personnel Seminar – January 2009

UPCOMING TRADESHOWS & MEETINGS:

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

- Meeting Masters – November 17-19, 2008
- MPI – Carolinas – November 20-21, 2008
- AENC Annual Meeting & Tradeshow – December, 2008
- SCSAE Annual Tradeshow – January 22, 2008

AREA HOSPITALITY BUSINESSES



THREE-PEAT FOR PINEHURST RESORT IN TRAVEL & LEISURE GOLF

That news comes straight from the readers of *Travel + Leisure Golf* Magazine, who for an unprecedented third time, voted the historic North Carolina resort as their top pick to take their next golf trip above any other in North America.

“It’s a testament to Pinehurst’s consistent top-tier golf facilities, professionals, and service that *Travel + Leisure Golf’s* discerning, well-traveled readers have once again ranked it the No. 1 golf resort in the country,” said John Atwood, editor in chief of *Travel + Leisure Golf*.

This is the second year in a row that the resort was chosen No. 1, and the third time in four years. The resort also received the honor in 2005. It has consistently ranked higher than such well-known locations as Pebble Beach Resorts, Kiawah Island Golf Resort and Bandon Dunes, all of which are listed in the list’s top 10.

GOLFWORLD READERS HAVE VOTED

The 2009 Readers’ Choice Awards from GolfWorld are out! Three of the area’s golf courses have claimed a place among the country’s best public, private, and resorts as chosen by the readers of GolfWorld magazine. According to the Editor-in-Chief, Geoff Russell, he wanted to create a truly populist vote where everyone was eligible, and thousands responded. To cast a vote, all a person had to do was go to www.golfworldreaderschoice.com and vote. This awards program is also different, according to Russell, in that it asked readers to evaluate other aspects of a golf facility, everything from locker rooms, to caddies, to

starters and milk shakes. The October 17th issue includes results from every perspective you can imagine. So which of the area's courses were chosen? Congratulations to...

Legacy Golf Links in Aberdeen – ranked number 25 in the top 50 list of Best Public Courses, over 21,000 golf course evaluations were received.

Tobacco Road -- ranked number 5 out of the top 10 in the of the Best Public Courses.

Pinehurst No. 2 course -- ranked number 5 in the top 10 Resort category.

NEW AREA BUSINESSES FOR VISITORS TO ENJOY

Lady Bedford's Tea Parlor in the Village of Pinehurst

Tango Restaurant at Days Inn in Southern Pines

TenYa Restaurant, Belvedere Plaza, Southern Pines

Dog Nation eatery, Carthage

Oak Room Bar & Lounge, Greenleaf Inn, Pinebluff

NEW INDUSTRY CONTACTS

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

- John Holton, Sandhills Value Inn, General Manager
- Britain Graham, Greenleaf Inn, Director of Marketing
- James McDermott, Homewood Suites by Hilton, Director of Sales
- David Howell, Days Inn, General Manager

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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