

# DMN - Destination Marketing News

Moore County's Tourism Update – October 2010

Produced by the  
Convention & Visitors Bureau



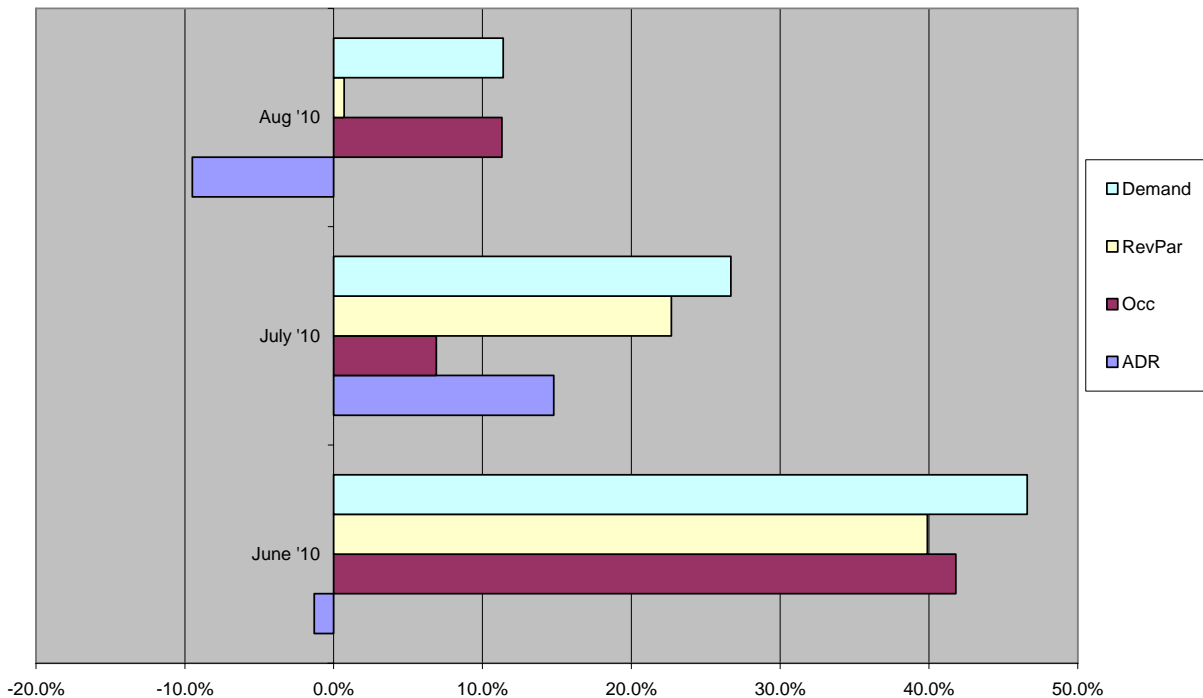
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## Tourism News

### TOURISM BAROMETER

The "Tourism Barometer", a new feature, will benchmark key travel and tourism indicators in each *Destination Marketing News* issue. In this issue....The summer of 2010 marked a significant rebound in the lodging sector as all major indicators collectively show improvement - Demand (in room nights), Average Daily Rate, Occupancy Percentage, and Revenue Per Available Room. The chart below shows percentage changes for the months of June to August as compared to the same months in 2009.

**Moore County Tourism Barometer**  
% Change Same Month, Prior Year



## **NORTH CAROLINA'S LEISURE AND HOSPITALITY SECTOR IS REBOUNDING**

According to the Charlotte Business Journal, although much of North Carolina's economy may be struggling, the state's leisure and hospitality sector is on the rebound.

Figures from the U.S. Bureau of Labor Statistics show the Tar Heel State has added 26,600 jobs in that sector during the past five years. Only New York and Texas have done better, adding 52,200 and 108,700 leisure and hospitality jobs, respectively, since August 2005.

Thirty-six states and the District of Columbia have registered gains in such employment during the past five years, while 14 states have suffered declines. To read the complete article, go to:

[http://www.bizjournals.com/charlotte/stories/2010/10/11/daily12.html?surround=etf&ana=e\\_article](http://www.bizjournals.com/charlotte/stories/2010/10/11/daily12.html?surround=etf&ana=e_article)

## **CANADIAN VISITORS BREAK 2009 SPENDING RECORD IN NORTH CAROLINA**

Over 443,000 Canadian visitors stayed overnight in North Carolina in 2009 and spent a record \$123 million in the state, an increase of 12 percent from 2008. N.C. ranked 18th in overnight visitation by Canadian visitors to a U.S. state during the year, up from #20 in 2008, according to recent data received from Statistics Canada. Total Canadian visitors (including day trippers) to the state in 2009 totaled 1,019,000, an increase of 1.4 percent from 2008.

Almost three-fourths of Canadian overnight visitors to North Carolina were from Ontario, while approximately 14 percent came from Quebec. The average length of stay for overnight visitors was 3.8 nights, eight percent longer than the average of 3.5 nights in 2008. The majority of Canadians visited during the first and second quarters of 2009, though third quarter visitation showed quite an increase (+20 percent) from the previous year.

Shopping (81.8 percent), outdoor activities (63.1 percent) and sightseeing (61.3 percent) were the most popular activities of Canadian overnight visitors to North Carolina.

For a complete summary of 2009 Canadian visitation, visit [www.nccommerce.com/tourism/research](http://www.nccommerce.com/tourism/research), or contact Marlise Taylor at (919) 733-7278 or via [mtaylor@nccommerce.com](mailto:mtaylor@nccommerce.com).

## **AMERICA'S PROMISE ALLIANCE ANNOUNCES MOORE COUNTY ONE OF 100 BEST COMMUNITIES FOR YOUNG PEOPLE**

In a celebration of America's young people and the communities most dedicated to helping local youth graduate from high school, America's Promise Alliance has announced its 2010 list of 100 Best Communities for Young People presented by ING. Moore County was selected as one of only 4 communities recognized in NC.

<http://www.americaspromise.org/Our-Work/Community-Action/100-Best-Communities.aspx>

# **Marketing & Public Relations**

## **UPDATING CVB PUBLICATIONS**

The CVB is in the process of updating and revising its annual publications, the Official Destination & Golf Guide and Essentials for 2011. Lisa Long is diligently working on the Essentials guide and calendar of events. If you have an event and haven't notified Lisa yet, you can email the information to her at

[llog@HomeOfGolf.com](mailto:llog@HomeOfGolf.com). In addition, a newly designed, visitor-friendly map will be available in 2011 for all area hotels, golf courses, attractions, etc. The maps will be printed on tear-off tablets for ease of use.

### **FREE GOLF SYMPOSIUM**

In an effort to better understand why the golf business has declined in recent years, the "Symposium on Affordable Golf," will be held November 8 and 9, 2010 at the Southern Pines Elks Club Lodge in North Carolina. There is no registration fee and only a modest \$35 fee for golf at the Southern Pines Golf Club on November 9<sup>th</sup> will be charged. Hosted by Richard Mandell of Richard Mandell Golf Architecture, the symposium is designed to bring together like minds on better ways to define "affordable" golf.

According to Richard, "What will happen on Monday, November 8<sup>th</sup> is an open forum on how to look at golf in a different light, one that is more sustainable than many business models that have failed over the past few decades. The more people who can attend with fresh ideas, the better we will all be able to transform the game we love into an affordable entity for all."

Representatives from all aspects of the golf industry are invited. Presenters include Kevin Fletcher, Executive Director of Audubon International, Steven Richardson, Golf Course Manager of Sunningdale Golf Club (New Course), Jaime Diaz, Senior Writer for Golf Digest and Golf World magazines, Greg Lyman of The Golf Course Superintendents Association of America, Golf Writer Jim Moriarty, Tim Moraghan of Aspire Consulting, and Golf Architect Ron Forse, among others.

Space is limited, early registration is encouraged. For more information and online registration, please visit: [www.symposiumonaffordablegolf.com](http://www.symposiumonaffordablegolf.com). Or e-mail: [affordablegolf@golf-architecture.com](mailto:affordablegolf@golf-architecture.com)

### **MCLENDON HILLS SOUTHERN LIVING OPEN HOUSE GREAT SUCCESS**

McLendon Hills Southern Living Open House resulted in over 650 people touring from June 11<sup>th</sup> through August 8<sup>th</sup>. At the "Thank You" reception for the volunteers (including McLendon Hills residents, social committee members, and Prancing Horse volunteers) names were drawn for a variety of door prizes. McLendon Hills presented Prancing Horse, who hosted the Open House every Friday during the tour, a donation of \$1000. The lucky winners of the Open House drawing were: Mike Malone of Pinehurst, NC - Southern Living cookbook, Evie Brassie of Bogart, GA - Paula Dean gift basket, Kay Hill of Graham, NC - Southern Living Houseplan, and Whitney Duncan of Gastonia, NC -Team Grill (she selected Clemson.) The Southern Living plan (a version of The Forestdale) built as the model has been well received by many who are interested in downsizing their home. McLendon Hills succeeded in showcasing a smaller house without sacrificing one detail of quality or special features both inside and out.

### **PALUSTRIS FESTIVAL 2011: VENUES AND PARTNERS**

Presented by the Arts Council of Moore County and the Convention & Visitors Bureau, the Palustris Festival program committee is accepting applications for the 2011 festival which will be held March 24-27, 2011. If your business has a venue for an exhibit/performance or would like to be a festival sponsor, please contact Chris Dunn at the Arts Council, 910.692.ARTS (2787). The festival showcases the visual, literary, and performing arts throughout Moore County. The second year of the festival will be even bigger and better, which is hard to top 100+ events over 4 days with 8,000 attendees in 2010.

### **GOLF TOURNAMENT FOR 2011 DIXIE YOUTH BASEBALL WORLD SERIES NOVEMBER 8**

Sponsored by Moore County Parks & Recreation and hosted by Little River Golf & Resort, 140 contestants will play on November 8, 2010 with an 11:30 shotgun start. The event will help raise money for the 2011

Dixie Youth World Series Baseball Tournament coming to Moore County summer 2011. A silent auction and dinner immediately follow play. For more information, contact: Moore County Parks & Recreation at 910-947-2504.

### **SEASONAL PACKAGES**

The CVB is currently requesting information from lodging partners if they have seasonal packages to promote specifically for Thanksgiving, Christmas and New Year's. The packages must include more than just a room rate. The packages will be promoted from November through January. Please send information to Claire Phillips at [cphillips@HomeOfGolf.com](mailto:cphillips@HomeOfGolf.com).

### **B&B VETERAN'S DAY SPECIAL**

The Inn at the Bryant House, along with 1,400 other B&B's throughout the country are honoring military veterans with special pricing for the evening of November 10, 2010 as well as other military specials as a thank you to our service men and women. For more information about the Inn's military specials, contact Ashley Baker at (910) 944-3300 or visit [www.innatbryanthouse.com](http://www.innatbryanthouse.com).

## ***Meetings & Conventions***

### **GROUP SALES ROUNDTABLE MEETING**

The next area Group Sales Managers & Director of Sales round table meeting will be held Tuesday, November 16<sup>th</sup>, 2010, from 4pm-6pm at the Convention & Visitors Bureau. The purpose of the meeting is to share ideas and options to increase group business including Sales Blitzes within North Carolina, supporting existing and new sporting events, government business and much more. Please RSVP to [bstewart@homeofgolf.com](mailto:bstewart@homeofgolf.com) if you are interested in attending.

### **HOMEWOOD SUITES BY HILTON - RENOVATIONS**

In September of 2010, Summit Hospitality Group, Ltd., an award winning North Carolina based hotel and restaurant Management Company, took over the ownership of the Homewood Suites in Pinehurst, North Carolina. The Homewood Suites Pinehurst is located in the Olmsted Village community and within two miles of the famed No. 2 Course in Pinehurst.

Summit Hospitality is planning a renovation project that will begin in December of 2010. The initial phase of this two-phase project will focus on the public areas and 100 suites & rooms. The second phase of the renovations will focus on the exterior and pool area.

### **LEARNING MORE ABOUT MOORE EDUCATIONAL TOUR**

The CVB, along with Kirk Tours, conducted the "Learning More About Moore Educational Tour," on September 15, 2010. Twelve representatives from area hotels, motels and resorts attended the one-day tour and visited Cameron, Pottery Country, House in the Horseshoe, Aberdeen, Southern Pines, Pinehurst, and much more.

If you are interested in participating in the next Learning More About Moore Educational Tour planned for Spring 2011, please contact Beverly Stewart at 692-3330 x237 or [bstewart@homeofgolf.com](mailto:bstewart@homeofgolf.com).

## HOTELS BOOK MORE MEETING AND CONVENTION GROUPS THIS YEAR

Hotels are reporting a rebound in business from group customers, a key segment that includes companies, associations, sports teams, religious groups, social organizations and the military. The U.S. Travel Association forecasts a 7% increase in meeting and convention spending this year, to \$90.7 billion. That follows a 15% decline in 2009, when organizations canceled meetings, sent fewer employees to trade shows and insisted on bare-minimum amenities.

## *Who's coming to Town?*

Moore County will be hosting the following meeting & convention groups in November and December 2010:

- Grace Church International
- NC Department of Agriculture
- NC Tennis Association
- Senior Amateur Golf Tour
- Joint Special Operations Command

## UPCOMING MEETINGS & TRADESHOWS

The CVB will represent our area to potential Meeting & Convention and Golf Group Planners at the following meetings & tradeshow through November and December 2010:

- NC Defense Business Association Meeting
- Association Executives of NC Meeting
- Meeting Professionals International - Carolinas Chapter Meeting
- Association Executives of NC Annual Tradeshow
- American Contract Bridge League
- NC Forestry Association
- NC Chapter - US Bowling Congress
- NC Department of Agriculture

## *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:

- Kerry Andrews, Director Marketing Communications, Pinehurst Resort
- Melannie Armstrong, Director of Sales, Springhill Suites by Marriott

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.

**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)