

Destination Marketing News (DMN)

Moore County's Tourism Industry Update

February– March 2016

Produced by the Convention & Visitors Bureau (CVB)

910.692.3330

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Tourism News

SPORTS COMPLEX UPDATE

With recent presentations to county, municipal, and business leaders the CVB continues its community development efforts on an exciting strategic direction designed to greatly expand the destination's sports tourism business which will generate new jobs, revenues and tax dollars. Current efforts include completing the funding model while also seeking innovative grants and other revenue enhancements to maximize the already state-approved funding option from an increase in the county room occupancy tax. In addition, work continues on the organization structure for both construction and operational oversight via a regional sports authority. The site for the proposed Aberdeen Sports Complex on US 15/501 South provides excellent access and proximity to key tourism services throughout the county. Contact CVB CEO, Caleb Miles, for more information.

NEWLY-APPOINTED CVB BOARD OF DIRECTORS

The CVB Board appointed the following slate of officers for FY 15/16 at its most recent board meeting: Chairman – George Little, Vice Chairman – Tom Beddow, and Secretary/Treasurer – Jack Bickart.

- Marketing Committee, Tom Beddow, Chair
- Finance Committee, Jack Bickart, Chair
- Administrative Committee, Bonnie McPeake, Chair

STATE TOURISM ASSOCIATIONS PLANNING CONSOLIDATION FOR 2016 – NCTIA AND DMANC

With the goal of greater efficiency and expanded outreach for the industry, two of the state's largest tourism associations have decided to merge their organizations this year. According to CVB CEO, Caleb Miles, and current President of the NC Travel Industry Association (NCTIA) the re-engineered association will carry forward the NCTIA name, allowing the Destination Marketing Association (DMANC) the ability to operate under the new umbrella brand, and save most members both in terms of time and money. The newly aligned association expects its advocacy efforts and membership roles to improve as well when the July 1, 2016 transition is completed. For additional information contact Caleb Miles at the CVB.

CVB ANNUAL REPORT NOW AVAILABLE

The 2015 Annual report is now available to the public. If you would like a hard copy of the report, contact Karen Davis at kdavis@homeofgolf.com. Or, you may download the report from <http://www.homeofgolf.com/about->

[the-cvb/annual-report](#). The annual report provides information about the destination, accolades, CVB plans for the future, review and financial information about the past year in a clear, concise and visually pleasing format.

INTERNATIONAL ASSOCIATION OF GOLF TOUR OPERATORS – PRE & POST FAMS

The CVB is coordinating Pre (June 22-26) & Post (June 29- July2) familiarization (FAM) trips for the International Association of Golf Tour Operators convention June 12-15, 2016 at the Pinehurst resort. Area hotels, golf courses and restaurants are providing the tour operators with complimentary rooms, golf and meals to acquaint them with options for future international golf travel to be booked in Moore County. Our partners include Homewood Suites by Hilton, Springhill Suites by Marriott, Comfort Inn, TownPlace Suites by Marriott and Hampton Inn and Suites by Hilton, Pinehurst No. 9, Legacy Golf Links, Longleaf Family and Golf Club, Mid Pines Resort and Pine Crest Inn. If you are interested in providing a complimentary meal for the 12 tour operators please contact Beverly Stewart, VP of Sales at bstewart@homeofgolf.com.

CVB RESEARCH RESULTS TO BE UNVEILED SOON

Because the most effective destination marketing plans are research based, the CVB contracted Dr. Gene Brothers of NCSU for a tourism study this fiscal year. The survey was emailed to over 22,000 former respondents to CVB marketing communications and will provide valuable feedback in the areas of travel buying habits, seasonality, lodging and pricing preferences, destination brand loyalty, and demographics. Dr. Brothers was also the author of the 2014 Visitors Impact Study for the 2014 U.S. Open Championship developed in partnership with the USGA and the CVB. The CVB looks forward to sharing these results with tourism partners in early 2016.

NC SPORTS ASSOCIATION – MARCH MEETING IN MOORE COUNTY

The CVB will host the NC Sports Association (NCSA) meeting in Moore County on March 24th, 2016, at the Homewood Suites by Hilton. Over 40 members from across North Carolina will be meeting to discuss future cooperative sports initiatives and tradeshows designed to drive more sporting events to North Carolina and NCSA member destinations. Members will have the opportunity to play golf in the area on Wednesday, March 23, 24 (afternoon) and 25th. For more information on the meeting or on hosting opportunities for this event contact Beverly Stewart at bstewart@homeofgolf.com.

CVB REDESIGN OF WEBSITE – HOME OF GOLF.COM

As digital destination marketing continues to evolve at a record pace, websites continue to grow in importance as the chief portal for vital visitor information and interaction. And while the current site, homeofgolf.com, has received multiple travel industry accolades, moving to the next generation of online effectiveness is essential. Some of the enhancements will include: responsive web design, improved content management software, improved search engine optimization, enhanced destination asset listings, maps, ambient video background, and social media interaction. In addition the CVB has developed three new destination video assets that will be featured on the home page. Look for a launch of the new website by the end of the first quarter 2016.

Marketing & Public Relations

2016 DESTINATION GUIDE IS AVAILABLE!

If your business would like to display/distribute the official 2016 Destination Guide, please let us know. This year's guide has great stories and information about the area whether you're a visitor or resident. The photos are really vibrant this year, and who knows, you may recognize someone you know. There is also a digital version if you want to check that out. <http://www.nxtbook.com/dx/PHVCDX/PHVCDX161/index.php>

2016-'17 MARKETING CO-OP PROGRAM IN DEVELOPMENT

The CVB has begun its annual review of media services that provide the backbone of the Marketing Co-Operative program that will be introduced in April. Currently, over 50 vendors have submitted proposals for evaluation. The process begins with a Request for Proposal (RFP) for media services, including but not limited to, print ads,

digital media, radio, Cable TV, custom campaigns and social media. CVB staff will review the proposals and determine which vendors will provide the most marketing value to tourism partners and the destination as a whole.

NEW PROGRAM FOR CONSUMER GOLF SHOW PARTICIPATION

In an effort to provide more promotion for local golf and tourism partners and be more cost effective, the CVB contracted with Crossroads Marketing out of Atlanta, GA to represent the destination at eight consumer golf shows from January through March 2016. In addition to the shows, the company provides promotion via brochures and electronic newsletters and blogs. Inquiries from the shows are provided in a faster turnaround than ever before for improved follow-up to potential visitors.

HIGHLIGHT YOUR BUSINESS DURING AN EDUCATIONAL TOUR FOR CVB VOLUNTEERS

Current and new CVB volunteers will learn about the history of Southern Pines, visit attractions, and discover shops & restaurants. If you would like your business or Southern Pines events to be highlighted on the tour, contact Lindsey (lsimmons@homeofgolf.com) 910-692-3330 ext. 242 by Feb 19th. Transportation provided by Kirk Tours.

REFER VISITORS TO THE VISITOR INFORMATION CENTER (VIC)

Great information and friendly volunteers will assist visitors in having a rich and fun Moore County experience. At the VIC visitors will discover 100 reasons to come back for another trip to our area – open 9am - 5pm Mon-Fri 10677 US Hwy 15-501, Southern Pines. Outside racks have informational brochures to service visitors outside office hours and on weekends.

The CVB team welcomes SCC Hospitality Management Program Student Bonnie Crue for her spring semester internship. Bonnie is gaining hands-on experience in visitor services, sales support, and market research during her volunteer internship as she completes her studies this semester. Stop by 9am - 2pm Monday and Thursdays to be greeted by Bonnie and her bright smile!

MOORE COUNTY AIRPORT (KSOP) - “THE GATEWAY TO THE HOME OF AMERICAN GOLF”

A full service, general aviation airport located less than 5 miles from all area resorts and private country clubs including Pine Needles/Mid Pines, Pinehurst Resort, Forest Creek and the Country Club of North Carolina. The airport features a 150’ x 6,500’ grooved runway with ILS/GPS approaches with MALSR. The terminal is state of the art with spacious meeting rooms, Wi-Fi and exclusive pilot services. The airfield is open to aircraft 24 hours a day, and the FBO hours are 8:00am -8:00pm daily. Contact: (910) 692-3212, www.moorecountyairport.com.

WELCOME HISTORIC ARCHITECTURE BUFFS!

Throughout the towns, hamlets, and villages of Moore County, in central North Carolina, you will find a variety of historic residences and even a church that still bears the bullet marks from the Revolutionary War. While the area is known for golf and equestrian lifestyles, early Scottish settlers came and stayed for economic freedom they found in the turpentine and naval stores industry. Many of the properties have been added to the National Register of Historic Places. Here is one to visit while you are exploring the area.

The **House in the Horseshoe**, also known as the Alston House, is a historic home in Sanford, North Carolina in Moore County, and a historic site managed by the North Carolina Department of Cultural Resources' Historic Sites division. The home, built in 1772 by Philip Alston, was the site of a battle between loyalists under the command of David Fanning and patriot militiamen under Alston's command on either July 29 or August 5, 1781 (the date being unclear in available records). The battle ended with Alston's surrender to Fanning, in which Alston's wife negotiated the terms with the loyalists.

Meetings & Conventions/Facilities & Renovations

CVB WINS 6TH CONVENTION SOUTH READERS CHOICE AWARD

The Pinehurst, Southern Pines, Aberdeen Area Convention & Visitor's Bureau was presented with Convention South magazine's Readers' Choice Award for the 6th time. Only the top vote getters out of approximately 2,000 meeting sites receive this special recognition. Editors for Convention South asked meeting professionals to name the CVBs, convention centers, conference centers, hotels, resorts and other meeting sites that they believe display outstanding creativity and professionalism. According to the publication, they received hundreds of nominations, but the one particular trait possessed by the nominees was, "a commitment to providing the highest quality service to groups." http://conventionsouth.com/making_headlines/stay-tuned-for-2015-readers-choice-award-winners/

TEAMS – 2016 CONFERENCE & EXPO

CVB VP of Sales, Beverly Stewart, and the SportsNC delegation attended the annual TEAMS (Travel, Events and Management in Sports) Conference & Expo in Las Vegas, NV, November 9-12. The SportsNC team participated in 52 pre-scheduled appointments and hosted more than 50 clients at a networking event during the conference. TEAMS is one of the premier trade shows for sports planners to meet with destinations and sports organizations to conduct business as well as learn about industry trends and best practices related to sports.

PINE NEEDLES – MID PINES RESORTS ANNOUNCES NEW VP OF SALES & MARKETING

Wayne Kearney, a twenty year veteran of the Sandhills area hospitality industry, has been named Vice-President of sales & Marketing for Pine Needles and Mid Pines Resorts. Formerly with the Omni Homestead Resort in Hot Springs, VA and Pinehurst Resort & Country Club, Wayne is excited to be back in the Sandhills and to promote two historic properties.

MOORE COUNTY PARKS & RECREATION DIRECTOR BILLY RANSOM RECEIVES - 2016 NC DIXIE BASEBALL/SOFTBALL DIRECTORS AWARD

Several hundred national, state and district officials attended the 2016 NC Dixie Baseball/Softball State meeting Saturday January 30, 2016 in Southern Pines. This year the Dixie National Directors honored our own Moore County Parks and Recreation Director Billy Ransom with the Director of the Year award. As Billy states, "It's a team effort and a Moore County Parks and Recreation award." Congratulations for a job well done to Billy and the staff.

MEETING TRENDS 2016

Hotels flex their muscle: It's a fact of life in the post-recession world: North American hotels are likely to retain the upper hand in price negotiations this year. According to the "2016 Meetings and Events Forecast" from Carlson Wagonlit Travel (CWT) Meetings & Events, room rates will grow by 4.3 percent, while Amex puts the number at 4.2 percent. This won't end anytime soon, according to the "GBTA Global Travel Price Outlook 2016," which notes that while almost 100,000 new rooms were added in 2015, "demand continues to grow at up to quadruple the rate of supply." It predicts the daily cost per attendee will grow by 4.5 percent. Complete story at <http://www.successfulmeetings.com/Strategy/Meeting-Strategies/Top-Meeting-Trends-2016/?cid=eltrMtgNews>

Despite their strong penchant for technology, virtual meetings don't cut it for Millennials, 57 percent of who say technology can never replace face-to-face meetings to get business done, finds new research by the GBTA Foundation, the research and education arm of the Global Business Travel Association (GBTA). The findings are from the latest GBTA Business Traveler Sentiment Index, which also found that Millennials (45 percent) are nearly twice as likely to want to travel more for business than Baby Boomers (26 percent). "Millennials are the newest generation of road warriors and, like their more experienced peers, they understand that face-to-face meetings remain key to getting business done," said GBTA Executive Director and COO Michael, W.

McCormick. <http://www.successfulmeetings.com/News/Research-and-White-Papers/GBTA-Study-Millennials-Business-Travel-Meetings/?cid=eltrMtgNews>.

Who's Meeting in Moore County?

Moore County will be hosting the following meeting & convention groups in February, March and April:

- NC Department of County Social Services – February
- Emergency Services Fire Officer Training - February
- Shamrock “N” Roll Race – March
- SWAC Boys 12U State Basketball – March
- SoCon Men’s Golf Championship – April
- Area to host SATW writers this Spring

Upcoming Tourism Meetings & Tradeshows

- NC Defense Business Association – February
- Association Executives of NC - Technology Conference in Conjunction with Data4Decisions – March
- Meeting Professionals – Carolinas Chapter March
- NC Sports Association - March

Check it out – New Places and Things to Do

Take time to visit and try these new and soon-to-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. Check out the specials and events calendar.

- New Harris Teeter on 211 opened (Pinecroft)
- Firehouse Subs (Aberdeen) opening beginning of February
- Carthage Café and Bakery (Aroma Café) opened in Carthage
- Grand Re-Opening of Hardees in Carthage
- Sandhills Woman’s Exchange will re-open on Groundhog Day (Feb 2).

On the Move for Tourism in Moore County

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

- Shawn Murphy – New General Manager at Outback Steakhouse
- Kelly Limousines under new ownership – Shannon and Brent Decker
- Matt Hauser – GM Mid South and Talamore, Director of Talamore Golf and Travel & Talamore Properties
- Brian Anderson – Mid South Director of Golf and Facilities Manager, Membership Director for Mid South and Talamore

- Christian Oliver – Director of Accommodations and Property Management for the Villas at Talamore and the Lodges at Mid South
- Tag Leon – Talamore Golf Resort Director of Golf and Facilities Manager
- Rusty Smith – Golf Course Superintendent at Mid South
- David Walsh – new, Head Superintendent at Talamore
- Nikki Conforti – new, Golf Packaging Team at Talamore Resort

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 kdavis@homeofgolf.com.

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