

# *Destination Marketing News (DMN)*

## **Moore County's Tourism Update**

**July/August/September 2014**

**Produced by the Convention & Visitors Bureau**



Convention & Visitors Bureau

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## *Tourism News*

### **2014 US OPEN CHAMPIONSHIPS – RECAP AND SURVEY RESULTS IN PROGRESS**

- In June 2014 Moore County welcomed over 350,000 visitors over a two-week period for the U.S. Men's and Women's U.S. Open Championships in case you somehow missed noticing the signs and a few extra thousand people in our area. The USGA, along with NCSU will be compiling survey results on the economic impact of this historic event over the next several months and will publish the results on a state and local level.
- The corporate hospitality tent, hosted by the NC Department of Commerce, Division of Tourism, and the CVB with several other NC sponsors created a great opportunity for networking and fellowship during both championships. Governor McCrory and Secretary of Commerce Decker both spent significant time meeting with constituents and listening to perspectives about North Carolina business and entrepreneurship. In addition, the Division of Tourism hosted media and tour operators from Canada, England, and Germany. Guests included: meeting planners, sports organizations, Moore County lodging and golf organizations, state associations, arts organizations, elected officials, Partners in Progress (economic development), media, 2015 U.S. Open hosts, motorsports organizations, and key vendors along with many others.
- The media coverage for both weeks included; 2,000 credentialed media members, 6,500 volunteers, and 44 hours of live TV (150 countries).

### **SPORTS MARKETING IN MOORE COUNTY**

The CVB is working with local sports organizations to discuss ways to better market Moore County as an ideal location for sporting events. One of the main drivers for this initiative is the room nights generated by sport groups that continue to grow here and across the state of North Carolina. For fiscal year 2014/15, the CVB has joined the NC Sports Association which will allow it to work in partnership with the State of NC and other CVBs across the state to increase the sports market locally. If you are interested in learning more about this contact Caleb Miles at [cmiles@homeofgolf.com](mailto:cmiles@homeofgolf.com)

## **CVB VOLUNTEERS A GREAT ASSET DURING THE BACK-TO-BACK OPENS**

The Convention and Visitors Bureau successfully managed a staff of 45 volunteers who worked shifts at the US Open main gate information tent. The CVB also had a presence at both Terminal One and Terminal Two at Raleigh Durham Airport. These volunteers provided visitors with area information, directions, and more.

Despite the heat they managed to offer a smile and enthusiasm throughout the two week of championship golf. The CVB received numerous compliments and positive feedback regarding the program. The volunteers enjoyed the opportunity and represented the CVB and Moore County in a professional manner. The CVB was proud to team with the staff at RDU and USGA volunteers to provide excellent visitor information services.

From the volunteers:

“I thoroughly enjoyed my time volunteering and was so glad to be able to offer my assistance to create the best tournament put on. Thank you for the opportunity and for working around my new job. Hope to have an opportunity to work with CVB again in the future and the USGA chooses Pinehurst #2 very soon in the future. - Josh Gniadek

“I loved the experience and actually felt I helped a few folks. Thank you!” - Bev Streba

Letter to the Pilot:

[http://www.thepilot.com/opinion/praise-to-all-for-opens/article\\_f16d5e1a-08f8-11e4-b32a-001a4bcf6878.html](http://www.thepilot.com/opinion/praise-to-all-for-opens/article_f16d5e1a-08f8-11e4-b32a-001a4bcf6878.html)

## **Marketing & Public Relations**

### **2015 OFFICIAL VISITORS GUIDE IN DEVELOPMENT**

The CVB in partnership with CompassMedia, Inc. for the second year is developing the 2015 Official Visitors Guide for Moore County. The lifestyle-type magazine will include fresh photography and stories that residents as well as guests will enjoy. The guide is distributed at consumer and trade shows, NC visitor centers throughout the state, local businesses, key events in Moore county, and it is available online which makes the publication virtually global. The theme for this year's guide is “Deeper Connections” which amplifies the scenic beauty, friendly people, and experiential nature of the destination.

John Balhouse is heading up the sales effort again this year and will be calling on organizations to become a part of the 2015 guide. Pricing has been developed especially for smaller retailers and restaurants. If you would like to contact John about placing an ad, he can be reached at [jbalhouse@compassmedia.com](mailto:jbalhouse@compassmedia.com). The guide will be ready for distribution by the end of December and is an annual publication.

## **ARE YOU A FOODIE?**

How do you define what a “Foodie” is? It’s an intriguing question and one that ASU professor Dr. Carol Kline has been asking herself and CVBs across the state. As you might expect she has discovered that there are many different definitions of Foodies and that they have a high propensity to travel. Now she has engaged in some cutting edge research to find out even more about this important culinary tourism trend.

If we can better define and segment what foodies are, and what they desire when visiting our destination we can more effectively design our communications directed to the a targeted audience. Very soon the CVB will release the results of this study and determine future initiatives to leverage this new knowledge in its marketing programs and promotions.

## **Meetings & Conventions**

### **2015 WORLD SERIES OF DIXIE GIRLS SOFTBALL – MOORE COUNTY TO HOST**

The 2014 Dixie Girls Softball State Championships held July 11-16th were a resounding success for Moore County and provided a preview of what the 2015 World Series of Dixie Girls Softball will require. Eleven southern states will be bringing their winning teams to play for the World Championships beginning August 7-13, 2015 along with coaches, parents, grandparents and others.

The Convention & Visitors Bureau, Moore County Parks & Recreation and many other volunteer organizations have formed a task force to determine additional needs at Hillcrest Park as well as to find volunteers to help with the event. For information on volunteering please contact Beverly Stewart at [bstewart@homeofgolf.com](mailto:bstewart@homeofgolf.com).

### **AREA MEETING FACILITIES – NEWS & RENOVATIONS**

The Comfort Inn will be remodeling the interior of the hotel including the common areas and guest rooms. The renovations will include new furniture, carpet, lighting and bedding as well as updating the bathrooms with new flooring and vanities.

The Homewood Suites by Hilton Olmsted Village recently completed an exterior landscaping upgrade to their swimming pool and exterior patios. The new hardscaping and plantings expanded the existing pool decking to comfortably accommodate forty guests and to take advantage of the property’s natural views. The renovations completed in June were Phase 1 of the upcoming expansion of the outdoor living spaces. Additional Phases 2 and 3 in 2014 and 2015 will include additions such as an outdoor kitchen and fireplace.

### **TECH TRENDS THAT WILL SHAPE HOSPITALITY**

Innovation along several mobile platforms is allowing hotels to operate more efficiently and acquire guests through more touch points. See more at:

<http://www.hotelnewsnow.com/Article/14016/5-tech-trends-that-will-shape-hospitality#sthash.RDjjIN4J.dpuf>

Hoteliers have heard it before: The hotel industry used to be ahead of the curve when it came to technology, attracting guests with TVs and other innovations they couldn’t dream of having in

their own homes. Now the opposite is true: Travelers are familiar with the advanced technologies they have in their living room and are often disappointed when hotel rooms don't meet needs or expectations. Combine that with the ability for travelers to bring their own entertainment—through devices like smartphones and tablets and via web content streamed through the likes of Netflix and Pandora—and the hotel industry is left with a lot of catching up to do.

<http://www.hotelnewsnow.com/Article/14016/5-tech-trends-that-will-shape-hospitality#sthash.RDjjIN4JNew> White

### **GOVERNMENT MEETINGS SEE SIGNS OF PROGRESS**

The government meetings sector has seen "some nice signs of progress" this year, Rob Coffman, president of the Society of Government Meeting Professionals (SGMP), told SGMP members last month in his 2014 "State of the Society" address. In his remarks, which were published Friday, Coffman acknowledged that government meetings have experienced significant challenges. However, he said changes made by SGMP in the past year have positioned the industry for future growth.

For more information, go to:

<http://www.successfulmeetings.com/News/Products-and-Services/Government-Meetings-See--Signs-of-Progress,--SGMP-Reports/?cid=eltrMtgNews#.U7Whg6pqQjc>.email

### **Who's Meeting in Moore County?**

Moore County will be hosting the following meeting & convention groups in July, August and September 2014:

- 2014 SWAC Baseball & Softball Tournament - July
- U.S. Teens & Kids World Championships - July
- NC Association of Nurse Anesthetists – August
- Julian - Briggs Wedding - August
- NC Gang Investigators Association - August

### **Upcoming Meetings & Tradeshows**

- NC Defense Business Association - Chairman's Luncheon July
- American Society of Association Executives – Annual Expo August
- Connect Market Place - August
- Small Market Meetings Marketplace - September

### **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](http://www.HomeOfGolf.com). Check out the specials and events calendar. The **free** Mobile App is another great way to find all things Sandhills as well. Apple and Android devices – look for, "Visit Pinehurst NC."

- Southern Pines Brewing Co., Southern Pines, Opening in August 2014
- House of Fish, Aberdeen, Danny Hayes - Owner

If you're looking for a great gift idea, the "Village of Pinehurst – Walking Tour" book is 136 pages of great information and photographs of the village then and now. If you would like to purchase the coffee-table styled book, please contact Karen Davis at the CVB, (910) 692-3330 ext. 236, to order. It is also available at the Given Library in the Village of Pinehurst.

## *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:

- Tammy Kujawski, Operations Manager, Microtel Inn, 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 [kdavis@homeofgolf.com](mailto: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](http://www.homeofgolf.com)**