

Destination Marketing News (DMN)

Moore County's Tourism Industry Update

July - September 2016

Produced by the **Convention & Visitors Bureau (CVB)**

910.692.3330

www.HomeofGolf.com



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Tourism News

IAGTO 2016 SUCCESS

Just concluded, the business sessions of the 8th North America Convention at Pinehurst Resort & Country Club in North Carolina where a record 158 buyers from 29 countries met with 140 IAGTO member suppliers from the USA, Canada, Latin America and the Caribbean. 200 delegates played the iconic No.2 and No.8 courses in the NAC Golf Tournament on June 29th. With an immediate economic impact of almost \$700 thousand, hosting the NAC has a tremendous potential going forward. As the expectation of increased international golf wholesale future bookings for golf packages and leisure travel increase (coupled with the fact that these visitors stay longer and spend more), the CVB projects potential new visitor direct spending could exceed \$15 million annually by 2018.

2016 U.S. KIDS GOLF WORLD CHAMPIONSHIP IN THE PINEHURST AREA

It all began back in 2000 at Jekyll Island, GA, the site of the first ever World Championship. After a short stint in Williamsburg, VA, the U.S. Kids Golf Foundation sought out a new venue worthy of hosting the momentous tournament. The result-- all roads lead to Pinehurst, NC-- The Cradle of American Golf. 2016 will mark the 11-year anniversary of the pinnacle **World Championship** in the storied Pinehurst area. The kids will be playing on the following courses; Pinehurst No. 1, Legacy Golf Links, Longleaf, Midland CC, Mid Pines, Pinehurst No. 3, Seven Lakes CC, Pinehurst No.8, Southern Pines, and Talamore. Come out and watch future tour pros play. The economic impact for the area will approach \$7 million.

<http://www.uskidsgolf.com/tournaments/world/find-tournament/496159/world-championship-2016>

UWHARRIE REGIONAL TOURISM INITIATIVE - UPDATE

Moore County continues to work closely with eight neighboring counties on an exciting new initiative called the *Uwharrie Regional Tourism Partnership*, with the goal to drive new visitations to the region (specially targeting Millennials with the plethora of outdoor recreation amenities here). A key marketing tool will be an expansive visitor attraction database accessible via a new dynamic website. To assist with this process the Partnership is soliciting the expertise of the National Park Service via their Rivers, Trails and Conservation Assistance Program. An application for these services was submitted at the end of June, with the expectation of a favorable response by the NPS later in the fall. Let's keep our fingers crossed!

REDESIGNED WEBSITE – HOME OF GOLF.COM NOW LIVE

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. The new HomeOfGolf.com website includes enhancements for responsive web design, improved content management, improved search engine optimization,

enhanced destination asset listings, maps, ambient video background, and social media interaction. In addition, the CVB developed three new destination video assets featured on the home page.

CONCOURS D'ELEGANCE IN PINEHURST – SUCCESS AGAIN!

A 1928 Isotta Fraschini 8ASS owned by Peter Boyle of Oil City, PA, captured the Best in Show at the 2016 Pinehurst Concours d'Elegance -- Boyle's second victory at the Pinehurst Resort in the first four years of the classic car showcase. Boyle won Best in Show from around 100 cars staged in 12 classes, representing 16 states and Mexico. A record crowd estimated at 12,500 was entertained by Motown legends, the Commodores, to close out the day.

Marketing & Public Relations

READY FOR AD SALES -- 2017 DESTINATION GUIDE

The CVB is partnering again with CompassMedia, Gulf Shores, AL, for the production, printing, and delivery of the 2017 Destination Guide. This valuable resource for visitors and residents provides current information in a lifestyle magazine format. The guide includes information about the history, amenities, dining, golf, and shopping options in Moore County. It also highlights seasonal events and festivals to assist travelers in planning their visit to the area whether for leisure travel, golf group, family milestone event, or business meeting. Contact John Balhouse at CompassMedia for additional information regarding ad sizes, fees, and placement. Email John at: jbalhouse@compassmedia.com. The 2017 guide promises to be one of the best yet.

IF YOU WOULD LIKE TO USE THE CVB'S LOGO ...

To ensure the consistency and standardization of the destination's brand, Home of American Golf®, the CVB has placed a link to, "Branding the Destination," guidelines on the new website at <http://files.www.homeofgolf.com/about-the-cvb/tourism/2016-Branding-the-Destination.pdf>. The document describes how and when the logo can be used. And, of course, you must complete and submit the application form to the CVB before you begin using the logo in conjunction with your business or event. Thank you.

OUR STATE MAGAZINE FEATURES THE AREA IN JULY ISSUE

One of the most popular and loved publications based in North Carolina has been featuring people, places, and things found in Moore County recently. The cover of the July issue features the Heritage Flag Company (Southern Pines) along with a story, a two-page photo spread of the Pinehurst Resort, and a note about the Candor Peach Festival. Thank you *Our State*.

CVB COMMUNITY AMBASSADOR VOLUNTEERS WELCOME IAGTO

CVB Community Ambassador Volunteers welcomed 300 IAGTO attendees with area information during registration for the 2016 IAGTO conference held at the Pinehurst resort in late June. Meetings Services staff created and distributed Dine Around information for conference attendees for their open dinner night on June 27th to help connect attendees with local restaurants.

NEW LIVE ENTERTAINMENT IN THE SANDHILLS FLIER

This newly printed resource highlights live music in the area to help connect visitors to lively and memorable evenings during their stay. The flier also promotes big annual musical events to entice visitors to return to the Sandhills to enjoy tunes again. For copies, contact Lindsey at lsimmons@homeofgolf.com.

VOLUNTEERING OPPORTUNITY - PITCH IN TO WELCOME US KIDS GOLF WORLD CHAMPIONSHIP

The CVB is having a party to help welcome the US Kids Golf Teen & Kids World Championship tournaments! The annual tournaments have an estimated \$7 million impact on our local economy. Wednesday, July 20th 9am-5pm volunteers will be assembling 2,500 welcome bags in 2 or 4 hour shifts at the CVB offices at US-HWY 15-501, Southern Pines in the Chamber of Commerce Building. There will be door prizes, treats, and

tea. Interested volunteers, please RSVP to Lindsey Simmons (lsimmons@homeofgolf.com or 910-692-3330 ext.242) with the shift(s) you're available to help.

FALL INTERNSHIP

The CVB is now accepting applications for a fall semester volunteer intern. Interns acquire skills and hands-on experience in visitor and meeting services, sales support, and destination marketing through projects based on their skills and interests. For more information, contact Lindsey Simmons lsimmons@homeofgolf.com, 910-692-3330 ext.242.

VISITOR INFORMATION CENTER

Open Mon-Fri 9am-5pm. The CVB offices are located in the Chamber of Commerce building, 10677 US HWY 15-501, Southern Pines. Visitors are welcomed with a smile and the chance to connect with a trained local resident Community Ambassador who is passionate and knowledgeable about tourist activities. Visitors receive personalized information about local attractions based on their interests and a small gift when they sign the digital guest book survey. Area information brochures are available after office hours and on weekends in protected racks in front of the Visitor Information Center.

Who's Meeting in Moore County?

MOORE COUNTY IS HOSTING THE FOLLOWING GROUPS THROUGHOUT THE SUMMER:

- International Association of Golf Tour Operators (IAGTO) - June
- US Kids Golf – July and August

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.

- Fratello's will be opening a new restaurant in the Village of Pinehurst (Theater Building)
- Splash Pad, Village of Pinehurst, Rassic Wicker Park – Opened. FREE.

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:

- Jeffrey Cowell – General Manager, Longleaf Golf & Family Club

HOMEWOOD SUITES BY HILTON RECOGNIZED BY TRIPADVISOR

Homewood Suites by Hilton Olmsted Village (near Pinehurst) has been recognized with a 2016 TripAdvisor Certificate of Excellence. Now in its sixth year, the achievement celebrates hospitality businesses that have consistently delivered a quality customer experience and earned great traveler reviews on TripAdvisor over the past year.

The Certificate of Excellence accounts for the quality, quantity and recency of reviews submitted by travelers from around the globe on TripAdvisor. In addition to positive online guest reviews, hotels must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.

SPRINGHILL SUITES BY MARRIOTT REICOGNIZED BY TRIPADVISOR

Springhill Suites by Marriott – Pinehurst has received a TripAdvisor Certificate of Excellence. Now in its sixth year, the achievement celebrates hospitality businesses that have earned great traveler reviews on TripAdvisor.com over the past year.

Certificate of Excellence recipients include accommodations, eateries and attractions located all over the world that have continually delivered a quality customer experience. The Certificate of Excellence accounts for the quality, quantity and recency of reviews submitted by travelers on TripAdvisor over a 12-month period. To qualify, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.

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.

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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