



Destination Marketing Newsletter
June 2017



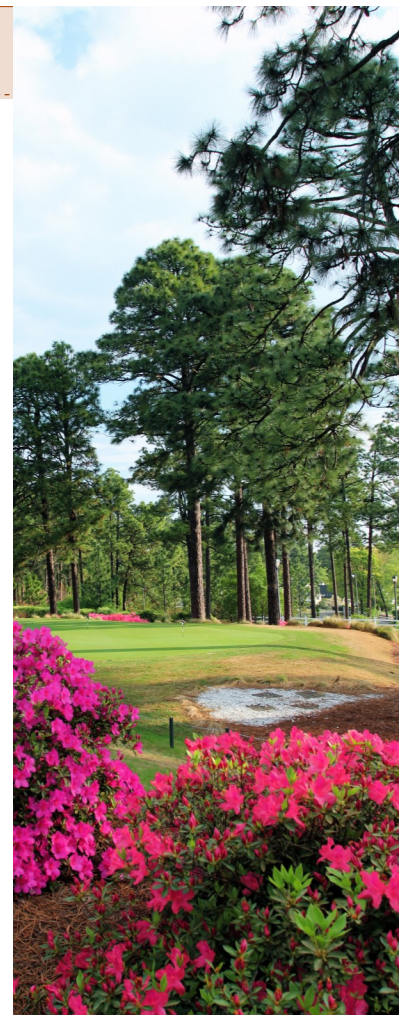
From The CEO

Lodging Revenues Continue to Set Records, Help Drive Economy

As we've reported before – what visitors to our destination spend at area hotels serves as one of our best barometers for overall tourism activity. And we have good news to report again! Visitors to Moore County through these hotel stays injected more revenues into our economy than ever before as reflected in the monthly room occupancy tax collection statistics. With the exception of two months (July, October), every month's total thus far is the highest on record for the County since we began tracking this in 1988.

For the current fiscal year that started July 1, 2016 these collections, year-to-date for the first three quarters are tracking at 9% ahead of last year's pace. Monthly statistics collected by the CVB echo this as well, reflected in both hotel occupancy and ADR (Average Daily Rate) reports, which are also on a record rate of growth for the year. That's a very healthy position, and is a direct reflection of the great work by the owners, operators, and employees of the 40+ lodging properties located in Moore County. From the CVB – Thanks for all you do to help keep our community's economy vital and vibrant.

Safe travels.



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BITS OF HISTORY

Malcolm McMillan Blue was a farmer and civic leader in rural Moore County. Blue's father and grandfather came to North Carolina in the 1760s as part of the mass migration of Scottish highlanders. Blue donated land near his farm for the 1860 Bethesda Church (NR). His house, a vernacular interpretation of late Federal and modest Greek Revival architecture, is one of the county's oldest buildings and possesses strong local architectural significance in the town of Aberdeen.

NOTE: Some articles are condensed due to space restrictions. Authors are indicated for reference.

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Marketing & Sales Updates

- * Freelance photographers were in town for big May events - the Pinehurst Concours d' Elegance and Cameron Antiques Festival for features in upcoming issues of *Our State* magazine and Moore Alive's website.
- * Beverly Stewart, VP of Sales for the CVB, will be attending the annual IAGTO conference in June in Miami.
- * Ad sales will begin in July for the 2018 Official Destination Guide. Make sure you have an ad that will be seen by 50,000 consumers in 2018. John Balhouse is our representative and can be reached at jbalhouse@compassmedia.com
- * The 2017 Pinehurst Concours d' Elegance was another great success for area tourism. The CVB hosted clients and media for the annual event.
- * According to *Golf Digest's* 2017/18 ranking of Public Courses You Can Play, the Pinehurst, Southern Pines, and Aberdeen Area of North Carolina held #1 position with six of the top 100 courses on the list. They include: Pinehurst No. 2 (ranked 6th), Dormie Club (ranked 49th), Tobacco Road (ranked 55th), Pinehurst No. 8 (ranked 64th), Pine Needles (ranked 68th), Mid Pines (ranked 94th).
- * If you are still considering participating in the '17-'18 CVB marketing co-op program, contact Claire to review options that are still available. cbergren@homeofgolf.com

North Carolina is the sixth-largest producer of blueberries in the nation. For recipes and more information about blueberries, go to www.ncblueberries.com.

On the Move in Local Tourism...

Welcome and congratulations to those who have recently been promoted or hired into local tourism positions or businesses.

- * Jason Gondek, General Manager, Bonefish Grill
- * Jessica Cherry, Director of Sales, Hampton Inn & Suites
- * Severine Utiger, Director of Sales, Springhill Suites and President of Sandhills Wedding Association
- * Emily Jack, Volunteer Services Manager, Convention & Visitors Bureau

Three Reasons Tourism is the Purest Form of Economic Development

"Economic development," in its purest form, is the process of improving the quality of life for citizens by increasing the local tax base and economic well being of the community.

Of course, this is done by fostering and promoting investment in communities, which leads to additional jobs, which results in an increased population, which leads to the development of supporting retail, professional services, and activities.

Here are the three reasons why tourism is the purest form of economic development:

1. People come, spend money and go home. If you attract the right visitors, you don't need more police and social services; they impact your infrastructure very little; yet they support your retail shops, restaurants, hotels, and get to know you as a community. If visitors like what they see and experience, they tell their friends via Facebook, Instagram and other social media sites. That's free marketing and a third-party endorsement.
2. Tourism is the front door to your non-tourism economic development. Any site selector, investor, or commercial real estate firm will arrive in your community, as what? A visitor. With quality of life leading economic development, tourism provides the marketing and visuals that promote the best you have to offer in terms of nightlife, downtown, your amenities such as trails and parks, and your activities. Tourism showcases your community as a very desirable place to not only visit, but in which to live and work.
3. Tourism is a downtown's best friend. The number one activity of visitors, in the world, is shopping, dining and entertainment in a pedestrian-friendly, intimate setting: your downtown. This is typically not the reason they visit, but it is their number one activity once they arrive. While local residents provide the sales so retailers break even, tourism can provide the profit margin. A great downtown, over time, can be an attraction in itself. Tourism and downtowns should be joined at the hip.

Tourism is the purest form of economic development, but it is often seen as the ugly stepchild. Yet tourism is one of the fastest growing industries, can provide a quick return on your investment, and provides you with the marketing that showcases the best of what you have to offer.

Roger Brooks, Founder & CEO, Roger Brooks International



Who's Coming to Town

- * USGA Amateur Four Ball Championship — May/June
- * Southern Zone Championships Sand Sharks — June
- * NC Open Water Championships, Seven Lakes — June
- * Red White & Blue Regional Championship – June 29- July 3,
- * Dixie Youth Girls Softball State Championships – July
- * EDPNC Board of Directors Meeting—August 17-18
- * NC Extension Association of Family and Consumer Science - August



North Carolina tourism generated record visitor spending in 2016 with a total of \$22.9 billion, a 4.3 percent increase from 2015. Additionally, tourism industry-supported employment topped 218,000 jobs to set another record for the state.

Seasonal Best Bet Events

June

- * First Fridays, Southern Pines
- * Jazzy Fridays, Cypress Bend Vineyard
- * NC Open Water Championships
- * Roosters Wife Concerts, Aberdeen

July

- * Red, White, Blue Junior Golf Invitational
- * Carolina Horsepark Derby Cross
- * Stepping into the Craft, Potters of Moore County
- * July Fourth Celebrations around the County
- * 21st Annual NC Peach Festival
- * US Kids Golf Teen World Championship

August

- * 2017 US Kids Golf World Championship
- * Hot Rods & Rockabilly
- * Tribute to ABBA
- * Movies by the Lake
- * Drafts and a Laugh

For details, go to:
www.homeofgolf.com/events

What's New & Improved in the Area

- * Duck Donuts in Southern Pines
- * Kataphora Boutique in Southern Pines
- * New Food Trucks: Military Moms, One Nine Drive, Emergency Espresso
- * New Publications/Websites: The Sway, Moore Choices, Sandhills Sentinel
- * Heartwood at Longleaf Restaurant opening in June

Welcome Emily Jack to the Convention & Visitors Bureau!

Emily recently joined the CVB team as the new Visitor & Meeting Services Manager. She is a graduate of Lynchburg College in Virginia with a Bachelor's Degree in Communications Studies. She began her tourism career at the Greenbrier Resort as an Operations Manager in Training. Shortly thereafter Emily became a Communications Specialist at the Greenbrier. Love and life brought her to our area where she most recently held the position of Special Events & Catering Manager at the Country Club of North Carolina.

At the CVB, Emily will manage the recruitment of volunteers for the CVB. She will also assist with group events that will be hosted in the area. Along with those duties, Emily will be providing additional support to the sales department on special projects.

Welcome Emily!



Tourism Topics & Economics

Moore County Joins NC's Southeast Partnership

As a rural county, Moore County needs to fill its economic development arsenal with every possible tool and resource to enhance our competitiveness and success in attracting quality new jobs and capital investment to our communities. Effective April 1, Partners in Progress (PIP) added a substantial new resource to this arsenal: Moore County has joined North Carolina's Southeast Partnership (NCSE), a regional public-private economic development partnership that markets the southeast region of North Carolina nationally and globally to encourage new economic growth. Previously Moore County was affiliated with the Research Triangle Regional Partnership whose focus was more urban-oriented in the Triangle area.

Moore County will be integrated into all facets of NCSE's marketing programing, including the website (www.ncse.org), buildings and sites database, marketing research, marketing collaterals, regional economic profile, and bio-renewable/biotech asset, marketing data-base.

NCSE's region is composed of 18 counties, including the neighboring counties of Montgomery, Hoke, and Scotland.

Visitors spent nearly \$63 million per day in North Carolina in 2016 and contributed about \$5.1 million per day in state and local tax revenues as a result of that spending.

Tidbits & Points of Interest

- * The land that eventually became Pinehurst was originally owned by the Page brothers from Aberdeen who sold 5,000 acres to James Walker Tufts for \$1 per acre.
- * Before it became Southern Pines, it was called Vineland.
- * NC DOT's plan for the 'super streets' to be constructed in southern Moore County are on display in the Chamber of Commerce offices in Southern Pines. (910) 692-3926

Why Meetings within Meetings Matter for Large Events

The festivalization of meetings and events, whereby multiple activities from a variety of fields are programmed to take place over several days, has created a new meetings and events trend: purposeful sub-group meetings, according to Skift. One meeting expert sees more roundtables and intentionally designed networking at meetings and events these days, and organizers are arranging groups and conversations around predetermined challenges for discussion. Just as Twitter users curate specific follow lists or how Facebook users dictate which posts different individuals can see, attendees often [find value when event planners segment their experiences at conferences](#).

What Restaurants can Learn from Hotels

Restaurants and hotels have at least two traits in common, reports Modern Restaurant Management. Both industries are faced with selling a perishable product in a consumer-informed world that is rife with competition. In a recent survey conducted by Hospitality Technology, hotels identified traditional loyalty programs as the single best interactive marketing tool to engage customers while delivering a high impact to the business. [Restaurants can learn at least three key things from hotels](#) - Implementing a loyalty program should be treated as a strategic business decision; engaging a critical mass of customers with a loyalty program will drive more business; and adding value to the brand with a loyalty program will boost franchisee sales.



Just another day in the Home of American Golf®

Upcoming Big Fun Events for All

Call your friends and family and invite them to visit for a weekend of family fun at these upcoming events. Lots of lodging options can be found at www.homeofgolf.com/for-visitors/area-lodging. Add great food options and they'll be coming back for more!

Find details at the HomeOfGolf.com [Events page](#).

- * First Fridays, Southern Pines
- * Red, White, and Blue Junior Golf Tournament, Pinehurst Resort
- * Carolina Horse Park Derby Cross, Raeford
- * Stepping into the Craft, Potters of Moore County
- * July Fourth Celebrations at Pinehurst Harness Track, Aberdeen Lake Park, and Ft. Bragg
- * 21st Annual NC Peach Festival, Candor
- * US Kids Golf Teen World Championship, Pinehurst Resort
- * 2017 US Kids Golf World Championship
- * Hot Rods and Rockabilly, Pinehurst Arboretum
- * Movies by the Lake, Aberdeen Lake Park
- * Drafts and a Laugh, Aberdeen Lake Park

Golf Factoids

Top 10 destinations for caddies from GolfAdvisor. Number 1 is the North Carolina Sandhills - led by Pinehurst No. 2 - is one of America's hotbeds for hiring caddies. (Brandon Tucker/Golf Advisor)

Where to find caddies:

[No. 1](#), [No. 2](#), [No. 3](#), [No. 4](#), [No. 5](#), [No. 6](#), [No. 7](#), [No. 8](#) and [No. 9](#) at Pinehurst Resort, Pinehurst. [Mid Pines Inn & Golf Club](#), Southern Pines. [Pine Needles Lodge & Golf Club](#), Southern Pines. [The Dormie Club](#), West End. [Tobacco Road Golf Club](#), Sanford. [Mid South Club](#), Southern Pines. [Talamore Golf Resort](#), Southern Pines. [Longleaf Golf & Family Club](#), Southern Pines. And [Southern Pines Golf Club](#), Southern Pines.

Note: Longleaf and Southern Pines don't advertise the caddie service on their websites, so many golfers don't realize they are even an option.



Convention & Visitors Bureau
10677 US Hwy. 15-501
Southern Pines, NC 28387
800.346.5362

The Convention & Visitors Bureau (CVB) is Moore County's economic development agency responsible for travel and tourism promotion, product development, and visitor services. The CVB will devise strategies to enhance the County's tourism brand value and product to accommodate the next generation of visitors, thereby stimulating the local economy and enhancing the quality of life for residents and visitors alike.

www.homeofgolf.com

CVB Staff and Contact Information

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Twitter: [Twitter.com/usahomeofgolf](https://twitter.com/usahomeofgolf)

2015 Tourism Impact Facts for Moore County

Visitor Spending \$441.84 million

Payroll \$101.04 million

Employment 5,450

State and Local Tax Receipts \$35.69 million*

*Source: U.S. Travel Association for VisitNC using the Travel Economic Impact Model (TEIM)

Home of American Golf