

Destination Marketing News (DMN)

Moore County's Tourism Industry Update

May – June, 2016

Produced by the Convention & Visitors Bureau (CVB)

910.692.3330

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Tourism News

NATIONAL TRAVEL AND TOURISM WEEK

America's annual salute to travel and tourism—was established by a congressional resolution in 1983. This week of events serves to champion the power of our industry. Travel and tourism professionals from across the nation work throughout the week to promote the impactful contributions their travel markets and organizations make to the U.S. economy. How is your business celebrating National Tourism Week? Use the #NTTW16 to share!

UWHARRIE REGIONAL TOURISM INITIATIVE

A new program launched in April will create and market a new tourism region targeting North Carolina visitors interested in outdoor recreation with an emphasis on Millennials. Moore County will be a key partner as it has the largest lodging and hospitality infrastructure in place and will benefit by linking and marketing additional tourism assets in the region including mountain biking, water recreation (lakes and streams), hiking trails, equestrian venues to name a few. Other partners in the program include regional land trusts as well as municipalities that will be invited to join the program in coming months. The CVB would like to thank Homewood Suites and Claire Borneman for hosting the planning committee's second meeting.

CONCOURS D' ELEGANCE 2016

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 Pinehurst Resort in the first four years of the classic car showcase.

Boyle, whose car was shown in the Pre-War European (open & closed until 1942) class, also won Best in Show at the inaugural 2013 competition with a rare 1938 Steyr Roadster, which returned Saturday with the three previous winners as display cars.

A record crowd estimated at 12,500 was entertained by Motown legends, The Commodores, to close out the day. The CVB hosted key media and meeting planners during the full day event.

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 latter part of May 2016.

CVB RESEARCH RESULTS UNVEILED

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 provided 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. If you are interested in the highlights of the study, contact Caleb Miles at cmiles@homeofgolf.com.

CVB PERFORMANCE MEASURES

Our tourism dollar investments through the CVB generate new visitations, tax dollars and support thousands of jobs. Deciding how these marketing resources are allocated is an important part the equation and increasing relies on the evaluation process rooted in CVB performance measurements. This fiscal year the CVB team is re-assessing each of these tools (and adding several new ones) to assure the metrics provide the most accurate data for decisions made now and in the future. We look forward to sharing these with you in the coming months.

DESTINATION LODGING METRICS SET RECORDS FOR 2015

Speaking of metrics, a key set for the destination revolve around lodging performance which provides a strong correlation to overall visitor spending totals. We're happy to announce several 2015 landmarks for the industry in terms of these performances:

- Occupancy %: highest total on record (up 4.0% to 2014)
- Average Daily Rate (ADR): second highest total on record (down 3.3% to a record 2014)
- Revenue Per Available Room (RevPar): highest total on record (up .01% to 2014)

VISITNC TOURISM 365 CONFERENCE

Following up one of the most successful tourism conferences in state history in 2015 held at the Carolina Hotel, industry leaders met in early April this year in Cherokee, NC at the Harrah's Resort/Casino for the newly name VisitNC Tourism 365 Conference. Highlighting the event were several demonstrations of the Cherokee nation heritage/culture as well as keynote speakers such as Peter Yesawich (w/ GGMY Global) a top tourism industry expert provided excellent insight into future tourism drivers and trends. In addition the conference serves as the launch point for the VisitNC new marketing creative for the upcoming fiscal year as well as their Co-op Marketing Program that the CVB is actively involved with. For more information on the conference including some of the presentation materials go to <http://www.visitnc365.com/archive>.

Marketing & Public Relations

CVB CONNECT SCHEDULED FOR MAY 18 – COME AND JOIN US

The next CVB Connect will be held Wednesday May 18th from 4pm to 6pm at Longleaf Golf & Country Club. The events are held to provide networking and education for tourism entities in the area. CVB Connect is held several times per year. The May 18th gathering will include; an update on Longleaf G&FC, update on U.S. Kids Golf Academy and orientation, Golf Clinic, and Par 3 Shootout with a chance to win prizes for closest to the hole. Beer and wine will be served plus light nibbles.

Please RSVP to Beverly Stewart no later than May 16 to ensure we have refreshments for everyone. bstewart@homeofgolf.com. Space is limited, so don't wait too long to reply.

VOLUNTEER SURVEYORS NEEDED FOR ART/CULTURAL EVENTS THROUGH 2016

Here's a chance to help our community to better understand the impact and need for the arts and cultural activities/events. We need volunteers to help distribute and collect surveys at key events throughout the year. Here's the bonus...if the event is ticketed, you will receive two tickets for that event, but you must gather at least 50 surveys from that event. Let the CVB know if you volunteer for any of the area's arts organizations or venues and would like to help. The CVB will coordinate. Contact Claire Berggren at cberggren@homeofgolf.com.

VISITOR INFORMATION CENTER

Open Mon-Fri 9am-5pm. The CVB offices are located in the Chamber of Commerce building, 10677 US HWY 15-501, in Southern Pines. Visitors are welcomed with a smile by CVB volunteers and the chance to connect with a trained local resident 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.

NEWLY ADDED INFORMATION FOR CHILDREN & TEENS AT THE VISITORS INFORMATION CENTER

Visitor & Meeting Services staff created a new flier that can be distributed to visitors highlighting the myriad of activities in the Pinehurst, Southern Pines, Aberdeen Area for kids & teens. For a copy, please email lsimmons@homeofgolf.com.

SOCIETY OF AMERICAN TRAVEL WRITERS VISIT

To better familiarize travel/golf writers about the Home of American Golf, the CVB, along with Homewood Suites by Hilton, Tufts Archives, Drum & Quill Pub, Pinehurst Resort, Talamore Golf, Rhett's restaurant, Busbee Road Potters, and the Pinecrest Inn hosted 5 of the 80+ attendees from the Society of American Travel Writers conference held in Raleigh (April 24-27) for a Familiarization (FAM) post conference tour, April 27-29. CVB Director of Marketing, Claire Berggren, coordinated the itinerary with the hosts to provide a well-rounded overview of the area for future stories. The freelance writers hailed from New Jersey, Florida, Alabama and North Carolina.

NORTH CAROLINA GOLF PANEL'S 2016 RANKINGS STATE'S TOP 100 COURSES

The North Carolina Golf Panel's 2016 rankings of the state's Top 100 courses are out, and as has rung true since the Panel's founding in 1995, Pinehurst No. 2 remains firmly No. 1.

Members of the Panel also voted on the top dozen courses in six regions of the state and ranked the top five courses per region in two specialty categories: Hidden Gems and Most Challenging Tee Shots (by course). Additionally, the Panel was asked to come up with its Top 20 Favorite Donald Ross Courses, and, for the first time, determine the Top 50 You Can Play.

Second again this year in the Top 100 to Pinehurst No. 2, designed by the great Donald Ross, is Grandfather Golf & Country Club in Linville. The third- and fourth-ranked courses swap spots from a year ago: the Old North State Club in New London is now third and the Country Club of North Carolina's Dogwood Course fourth. Fifth again this year is Pine Needles Lodge and Golf Club in Southern Pines.

Ranking sixth through 10th, as they did a year ago, are: Elk River Club (Banner Elk); Quail Hollow Club (Charlotte); Charlotte Country Club (Charlotte); Pinehurst No. 8 (Pinehurst); and Wade Hampton Club in Cashiers. Within the second 10, Sedgfield Country Club (Ross) improved from 16th to 13th and Raleigh Country Club from 21st to 18th.

The Top 100 is determined by a scoring system where panelists consider among these factors: routing, design, strategy, memorability, fairness, variety and aesthetics. The Panel's 2016 rankings are detailed in the April issue of *Business North Carolina* magazine and at NCGolfPanel.com. *More info*: Kevin Brafford, Executive Director, N.C. Golf Panel (336.509.8886), or Caleb Miles, CVB CEO and member of the NC Golf Panel, cmiles@homeofgolf.com.

DIRECTOR OF MARKETING RECEIVES INDUSTRY DESIGNATION

Claire Berggren, CVB Director of Marketing, has earned Travel Marketing Professional (TMP) certification after completing a three-year program of the Southeast Tourism Society Marketing College. Berggren was one of 65 new TMPs recognized at the STS Spring Symposium in Baton Rouge, LA. The STS Marketing College started in 1992, and 948 people have since earned TMP certification. The STS Marketing College is a professional development program held at the University of North Georgia.

Founded in 1983, the Southeast Tourism Society (southeasttourism.org) promotes and develops tourism in its 12 member states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Its headquarters are in Atlanta. The membership includes state travel offices, attractions, hotels, motels, resorts, convention and visitors bureaus, and other travel-related organizations.

Meetings & Conventions/Facilities & Renovations

INTERNATIONAL ASSOCIATION OF GOLF TOUR OPERATORS – PRE & POST FAM UPDATES

Area familiarization trips (FAMs) for the International Association of Golf Tour Operators (IAGTO) Pre and Post the North American Convention June 26-29, 2016 at Pinehurst Resort are in place. The area partners include Homewood Suites by Hilton, Springhill Suites by Marriott, Comfort Inn, TownPlace Suites by Marriott and Hampton Inn and Suites by Hilton, Pinehurst Resort, Legacy Golf Links, Longleaf Family and Golf Club, Mid Pines Resort and Pine Crest Inn. Local Restaurants participating include Pik n Pig, Pine Crest Inn, Filly & Colts, Southern Pines Brewery/Local Food Truck, In the Rough Lounge at Pine Needles and The Cornerstone at Pinehurst No. 9. **If you are interested in providing a complimentary meal for the 12 tour operators please contact Beverly Stewart at bstewart@homeofgolf.com.**

STEWART NOMINATED FOR MEETING PROFESSIONALS INTL. – CAROLINAS CHAPTER AWARDS

Meeting Professionals International – Carolinas Chapter members nominated Beverly Stewart, VP of Sales - CVB, for two awards – Volunteer of the Year and Hall of Fame. “Just being nominated means a lot to me professionally and personally,” stated Stewart. “Being recognized by my peers in the meeting/event industry for my many years of service are awesome, but more importantly my MPI-CC membership has afforded me the opportunity to learn and grow in the meetings industry. I’m now able to offer suggestions and guidance to others, and also to mentor those just entering the industry.”

PINEHURST RESORT- RENOVATIONS

At Pinehurst, the past is an important part of the future. While they celebrate their roots, they’re constantly looking for ways to improve the property without diminishing its historical integrity. This year, they’re re-investing nearly \$3 million to update all 168 guest rooms in the Carolina Hotel’s main tower. The upgrades will enhance the guest experience by providing a modern look without losing the hotel’s timeless feel. Here’s a look at what’s in store:

- Drapery will be updated to shades of off white and blues to complement the color palette in each room.
- Carpet is being replaced to add a pop of color. Light blues and soft gold will complement the bedding, wall coverings and drapery.
- New 40-inch HD televisions are being installed.
- Nightstands are being replaced and seating areas are being updated with comfortable leather chairs.
- Bedside, floor and desk lamps are being replaced.
- Bathroom wallpaper will be replaced to complement the tile and fixtures.

SOCIAL TABLES SURVEY OF MEETING PLANNERS AND PROPERTIES REVEALS BEST PRACTICES

There have been almost no research-backed reports on how hotels can increase their revenue from booking more meetings and improving their site visits. Group business accounts for about 30% of total revenue for hotels with a food-and-beverage and group focus. Social Tables, a cloud-based events software business, starts to fill that knowledge gap today with “The Site Visit, Revisited“, a 19-page report on the topic, covering what goes into a site visit, how planners and properties have differing expectations, and what are the best practices for site visits that close deals. Last December, the Washington, DC-based startup surveyed more than 350 planners and 350 properties in the US and Canada in a poll of Tnooz readers and a poll of members of the Global Business Travel Association and the startup’s own customers. Read the entire report at

https://www.tnooz.com/article/social-tables-meeting-planners-report/?inf_contact_key=c1516b0d35e2e2d2e97bf1fbea08213ca0fbd15567965cdda8d70679696b28ee

Who's Meeting in Moore County?

MOORE COUNTY IS HOSTING THE FOLLOWING GROUPS IN APRIL, MAY, JUNE:

- Pinehurst Concours d'Elegance – April
- NC State Sporting Clay Championships - May
- Rugged Maniac – May
- NC Triathlon Series - Pinehurst Triathlon – May
- Society of Government Meeting Planners - NC Chapter – June
- American Jr. Golf Association – June
- Intl. Association of Golf Tour Operators – June

Upcoming Tourism Meetings & Tradeshow

- NC Defense Business Association Expo – April
- Association Executives of NC - Legislative Reception - April
- Meeting Professionals – Carolinas Chapter - May
- NC Sports Association - June
- EDPNC Annual Dinner and Board Meeting – April
- NC Travel Industry Association Legislative Reception -- May

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.

- McAllister's Deli now open, Pinecrest Plaza (near Talbot's)
- Chapman's Restaurant on E. New Hampshire, Southern Pines (<http://www.chapmansfoodandspirits.com/>)
- Firehouse Subs, Aberdeen
- Running Store, Southern Pines
- TownePlace Suites, Aberdeen Opening May
- Southern Pines Ace Hardware, OliveTree Lane, Southern Pines (by the airport) <http://www.southernpinesace.com/>
Opening May

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:

Carl Wood left PCI after serving as bar manager for 18 years and is now the proud owner of Neville's, a popular local gathering spot and tavern in downtown Southern Pines.

Kelly Limousines has new owners – Shannon and Brent Decker

Weymouth Center new Executive Director: Robin Smith

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