

November 2016



## From The CEO

In the last issue of the DMN we announced visitor spending for Moore County, totaled \$441.8 million in 2015. Impressive in both size and the # 11 position our county occupies within the 100 NC counties. Tourism is the second largest employer in the county and also generates enough in state and local taxes (\$ 35.7 million annually) representing a household savings at more than \$812 last year.

Now for some additional context – when we index county population against visitors spending we’re a + 22 in spending per capita. Translated, that signifies Moore County has a history reliant on this revenue stream than the average NC county. In fact, no other county in the NC Piedmont holds a stronger position. So if we’re more dependent on tourism, we have more at stake and need to make certain our plans for the future for marketing, visitor services and product development are spot on. Without a solid plan, our market share will slide as well as our role as an economic driver for jobs, and for new resident/visitor amenities (that we all enjoy but often take for granted. )

We’ll dig a bit deeper into this subject of strategic long term planning in future issues. In the meantime we invite you to send us your thoughts on this subject and others.

Safe Travels.



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### BITS OF HISTORY

Julius Boros, Golf Hall of Famer, married Ann “Buttons” Cosgrove in the mid 1950’s who was the daughter of the owners of Mid Pines. Boros enjoyed the golf lifestyle and local fishing during his years in Southern Pines and played Pine Needles and Mid Pines regularly.

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Twitter at [www.twitter.com/usahomeofgolf](http://www.twitter.com/usahomeofgolf)



## Marketing & Community Relations

- \* From Sonya Sasser, GM, **Quality Inn**, post Hurricane Matthew. “I want to thank you for your dedication in making sure the hotels in our area were accessible to your contacts with all the disaster relief agencies, not to mention the lost souls that were displaced after the hurricane. I am sure you and your staff worked the same long hours we, the hotel managers, did in trying to coordinate everything. I also want to personally thank you Bev, and everyone at the CVB, for finding a way to communicate with us when you could not contact us because our phones were down... I am ecstatic at the online reviews we received from our guest during this time. I tried desperately to make sure all of them felt like this was their home away from home. In closing, I can't say enough about the CVB and all they did to help us out. This is a true testament of our occupancy tax at work...”
- \* The Pinehurst Resort is providing **Skating Under the Pines**, an ice skating rink for anyone interested in this winter pastime. From November 18-January 11, 2017, the Carolina's West Lawn will be transformed into a 2,100 square foot rink. For \$15 per person, enjoy 50 minutes of skating, music, lights and holiday cheer. For additional information, contact Josh.Leap@pinehurst.com.
- \* Area golf courses will be represented on the CVB Christmas Tree in Southern Pines Nov. 28– Dec . 31st.

*“ Out of North Carolina’s 100 counties, Moore County boasts the 11th largest tourism economy in the state.”*

### On the Move in Local Tourism...

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

- \* James Wallace, Assistant General Manager, Residence Inn
- \* Anna Wilson, General Manager, Microtel Inn
- \* Jeff Austin, General Manager, Whispering Woods
- \* Melissa Shade, Rooms Manager, Whispering Pines

- \* **Golf Shop Radio Show** As part of the current co-op marketing program, this radio show based out of Charlotte featured area courses each Saturday morning in October. Talamore was the host course where the show was broadcast live. Other courses that featured call-in interviews included Legacy, Tobacco Road, Pinehurst No. 8 and Mid South.
- \* The **2017 Official Destination Guide** is ready to go into production and will be available by mid December. Again, the CVB partnered with CompassMedia, Gulf Shores, AL to produce the award-winning annual publication used for promoting the destination. A special thanks goes to our local business partners who also support the 2017 guide.
- \* In October, Governor Pat McCrory announced the four-year reappointment of Caleb K. Miles, CDME, to the Board of Directors for the Economic **Development Partnership of North Carolina** (EDPNC) this month. Miles serves as the President/CEO for the Convention & Visitors Bureau and resides in Southern Pines. His initial appointment accompanied his elected position to President of the North Carolina Travel Industry Association in 2014.
- \* Additional footage was shot in late October to add more inventory for promoting the destination. The CVB is expanding its video assets to include family vacation theme - “Golf isn’t the only game in town.”
- \* January 12th - **CVB Community Ambassador Volunteers’ Educational Tour** – Hoof beats of History in the Pines, a free Moore County historical tour. Transportation & history provided by Kirk Tours & Transportation. Registration required, contact Lindsey Simmons 910-692-3330, ext. 242.



## Groups & Meeting Schedule

- \* NC Council of Community Programs in November
- \* Turkey Trot Marathon in November
- \* Reindeer Run Marathons in December
- \* NC Guardsmen in December
- \* NC Dixie Youth Baseball/Softball in January
- \* Weymouth Woods Centennial in January
- \* Best of *Our State* celebration in January



***Did You Know?*** North Carolina ranks #1 for US production in sweet potatoes, #2 in poultry, hogs, and trout, #3 in turkeys, #4 in Strawberries, and #5 catfish.

### Seasonal Best Bets Events

#### November:

- ◆ Turkey Trot
- ◆ Blessing of the Hounds
- ◆ Festival of Trees
- ◆ Southern Pines Tree Lighting

#### December:

- ◆ Carthage Christmas Parade
- ◆ Holiday Pops Concert
- ◆ Reindeer Fun Run in Aberdeen
- ◆ Early American Christmas at Malcom Blue Farm
- ◆ Village of Pinehurst Tree Lighting

#### January

- ◆ Weymouth Chamber Music Series begins

#### February

- ◆ Heart 'n Soul of Jazz Concert

[www.homeofgolf.com/events](http://www.homeofgolf.com/events)

## What's New & Improved in the Area

- \* Quality Inn opened its doors
- \* Super 8 opened its doors
- \* Longleaf Golf & Family Club opened the Bottlebrush course
- \* JRat Defense lab is now open (virtual gun range in Southern Pines)
- \* Coming soon — Zaxby's and Huddle House

## Applause & Accolades

*Congratulations to the CVB Marketing & Publications Manager, Lisa Long, who recently completed the **Moore County Leadership Institute (MCLI)**. The goal of the program is to develop a broader base of informed, committed, and qualified individuals capable of providing dynamic leadership for Moore County.*

*The CVB's Meeting Department was awarded **ConventionSouth's Readers' Choice Award for 2016**. Voted on by meeting professionals, this was the seventh time the CVB has received this award. Only eight visitor bureaus in North Carolina were among the recipients.*

*And, the CVB team won several **2016 Destination Marketing Association of North Carolina** awards in September in the following categories: Gold for its Destination Weddings sales collateral piece, Gold for Holidays in the Hollies print ad campaign, Platinum for the new dynamic website, and Platinum for IAGTO familiarization tours for Public Relations. Well done.*



## Tourism Meetings & Trade Shows

- \* During Hurricane Matthew, the CVB collected and updated room availability for displaced residents as well as repair crews from out of town. The effort continued through October. Organizations using the CVB for assistance included the Red Cross, FEMA, Duke Power, Electric Membership Co-op, CSX and others.
- \* The CVB Connect was held on October 11th at the new Char Bar 7 restaurant in Southern Pines. Approximately 30 people attended from area hotels, motels, resorts and attractions. Featured speakers were John & Laurie Wiles who are bringing back the Pinehurst Gun Club and Laura & Robert Farrell speaking about the Malcolm Blue Farm and the Post Masters home in Aberdeen. The next CVB Connect is planned for early 2017.
- \* CWT Predicts **Buyers Market for 2017 Meetings** - by Matt Alderton-Meeting Planners in North America will enjoy a buyer's market in 2017, predicts the meeting and events division of Carlson Wagonlit Travel, CMT Meetings and Events, which published it's "2017 Meetings and Events Forecast" in which it says hotel supply will outstrip demand for the first time since 2009, creating a unique opportunity for meeting planners who are flexible with destinations and dates to reduce costs and increase value. <http://www.successfulmeetings.com/News/Research-and-White-Papers/CWT-Meetings-Events-2017-Forecast-Industry-Growth-Buyers-Market/>

*For equestrian folk, Southern Pines provides 4,000 acres of riding trails at the Walthour-Moss Foundation.*

### Tidbits & Points of Interest

- \* Donald Ross built both Mid Pines (1921) and Pine Needles in (1928).
- \* Aberdeen was settled by Scottish immigrants in the 1700's. It was known as Bethesda and Blue's Crossing before it adopted the name, Aberdeen, in the late 1800's.
- \* The Olmsted firm designed a New England style village with curving, twisting roads from a central village green for \$300 in Pinehurst.
- \* The Carolina Horsepark is a 250-acre facility in nearby Raeford that is the host to the Stoneybrook Steeplechase races held annually.

### Upcoming Activities & Events

- \* The annual **Holidays in the Hollies** marketing campaign will get underway in partnership with the Pilot newspaper starting on November 9th. It will feature properties who want to promote special holiday room rates from Thanksgiving through New Years. The program began in 2001 to help lodging businesses improve occupancy during the lower demand winter season. It has proven successful every year since.
- \* The CVB hosted a professional photographer in town to shoot golf courses for new golf-centric ads being created by the **Bouvier - Kelly** advertising agency out of Greensboro.
- \* Circle your calendars for **Shop Small Saturday** on November 26. Sponsored by the Chamber of Commerce and American Express, local businesses will be encouraging shoppers to start their holiday shopping in our local shops.
- \* There are SO many **holiday events** and activities happening in Moore County during November and December, your best bet is to check the CVB's event website for updated information. Go to <http://www.homeofgolf.com/events>
- \* If you are looking for **dining options** during the holiday season, the CVB has updated holiday hours at [www.homeofgolf.com/for-visitors/dining-shopping/2016-holiday-dining.pdf](http://www.homeofgolf.com/for-visitors/dining-shopping/2016-holiday-dining.pdf)



*Just another day in the Home of American Golf®*

## Destination Notables

It is with honor that the publishers and editors of ConventionSouth, the national multimedia resource for planning events in the South, present Pinehurst, Southern Pines, Aberdeen Area CVB with a **2016 Readers' Choice Award**.

“ConventionSouth readers and fans have voted to decide the best meeting sites in the South, and it is no surprise to us that Pinehurst, Southern Pines, Aberdeen Area CVB has been selected to receive our annual Readers' Choice Award,” said ConventionSouth Publisher J. Talty O'Connor. “The value in receiving this prestigious recognition is that it comes from the United States' top meeting professionals who hold events in the South. These planners demand the highest level of customer service and quality facilities, and they have contributed in determining that Pinehurst, Southern Pines, Aberdeen Area CVB indeed displays the commitment to professionalism, creativity and service that they require.”

Pinehurst, Southern Pines, Aberdeen Area CVB is among 250 convention and visitor bureaus (CVBs), meeting facilities and hotels located across the South to receive this year's Readers' Choice Award. With over 4,000 voters participating in the selection process and the highest social media interaction to date, this has been the most successful and engaging year yet!

Since creation in 2001, this is the **seventh** time that Pinehurst, Southern Pines, Aberdeen Area CVB has received the award, making it an even greater honor to present it with a 2016 Readers' Choice Award. Pinehurst, Southern Pines, Aberdeen Area CVB will be featured as an award recipient in the December 2016 Awards Issue of ConventionSouth magazine.

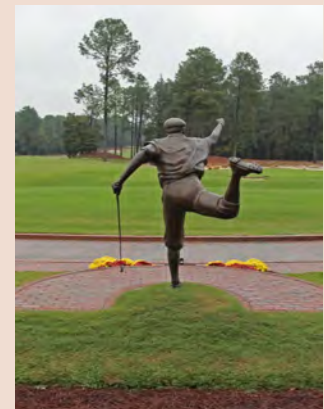
“Many know the Pinehurst, Southern Pines, Aberdeen Area has been a go-to spot for more than 100 years, but receiving this award for the seventh year in a row is very special to us,” says Beverly Stewart, vice president of Sales for the Pinehurst, Southern Pines, Aberdeen Area CVB. “Meeting and event planners love our friendliness, our warmth, and our community's true spirit of hospitality. From fairways to farms, playing fields to sophisticated functions, these small towns are big on heart, and options. We are truly honored to be among the best in the South, and to receive such consistent high praise.”

*Celebrating over 30 years as a leading meeting planning resource, ConventionSouth magazine is based in Gulf Shores, Ala., and is distributed to more than 18,000 meeting professionals located across the country who book meetings held within the South.*

A complete list of award winners can be found online at: <http://conventionsouth.com/readers-choice-award-winners-announced-for-2016/>

## Golf Factoids

- \* The first miniature golf course, called The Lilliputian Golf Course, was built in Pinehurst in 1916 or 1917. Putt-Putt miniature golf was founded in Fayetteville.
- \* Pine Needles in Southern Pines hosted the 1996, 2001 and 2007 U.S. Women's Open. LPGA legend Peggy Kirk Bell founded America's first golf school for women (Golfari) at Pine Needles.
- \* Arnold Palmer, whose aggressive play and winning personality are credited with earning golf national attention, honed his skills on the championship golf team of Wake Forest University.
- \* North Carolina has 85 golf courses rated four stars or higher by Golf Digest. Golf Magazine ranks Pinehurst No. 2 and Pine Needles among the top 100 courses you can play.



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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](http://www.homeofgolf.com)

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## 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*