From The CEO

_Spring is on the way...really._

While 2018 has provided us with a “real” winter, many of us are eager to transition into spring with warmer weather and the upswing in visitor traffic. Tourism continues to be a big driver of our local economy and in this issue of DMN we want to share some fresh insights on a solid 2017 performance. Here are some key county-wide indicators, all in comparison to the prior year:

Lodging Metric - while Room Occupancy % was slightly down (2% points), the Average Daily (ADR) was up 3%, combined with a small increase in room supply continuing the trend of three years of solid growth.

Room Occupancy Tax realized a stellar 6% increase which we attribute to the above-mentioned increases in ADR, and room supply growth in both traditional lodging and the sharing economy (Airbnb & others). Eight months during 2017 set all-time record collections.

Group Sales – strong lead development in FY 16/17 is yielding some good results with lead conversions in room nights at the current fiscal midpoint, up 43% year-to-date.

Also in this issue we’ve launched Tourism Profiles featuring two important people in the destination marketing/management space - CVB Board Secretary/Treasurer Tom Beddow and Moore County Parks & Recreation Director Billy Ransom. We hope you enjoy it, and please let us know of ideas for others as we plan to include this in future issues.

Safe travels.

Oscar Blackwelder visited Robbins during WWII years looking for a source of talc. Not only did he find it, he also found Pitchblende which is rich in uranium. It was the largest deposit in the US at that time. Gold was found in Robbins too. Today the Standard Mineral Co., a talc mine, is located there and is owned by R.T. Vanderbilt.

NOTE: Some articles are condensed due to space constraints. Sources are indicated for reference.
Stay tuned for information about an ambassador recruitment tour in March! Contact Emily Jack at ejack@homeofgolf.com if you would like more information.

A LOOK BACK AT 2017

* 106 sales leads converted to 96 bookings generating 33,433 room nights for 57,183 attendees
* Hotel average daily room rate (ADR) $142
* Beverly Stewart accepted The Spirit Award given to the person or persons who NC Dixie Softball feels has gone above and beyond in working with NCDSI and shown the “SPIRIT” of service and humanity to NCDSI and the girls they serve.

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On the Move in Local Tourism...

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

* Jon Campbell, newest Group Sales Manager at the Pinehurst Resort
* Richard Briones, Sales Coordinator, Springhill Suites
* Hugh Mathis, Director of Golf at Forest Creek
* Eric Kuester, Pinehurst Resort VP Sales and Business Development

PROFILE: Tom Beddow, CVB Board Member

Tom Beddow has been a life-long visitor to Pinehurst and a full-time resident since 2007. He is retired after a 40-year career with 3M Company. His final assignment was Vice President of Public Affairs in Washington, D.C.

His current volunteer activities include: Secretary/Treasurer of the Board of Directors for the Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau, Finance Chair and Board Member of the Country Club of North Carolina, Chair of the Board of the Academy of Moore County (a K-5 Charter school), and Chair of the Moore County Republican Party.

Tom spends roughly 40 hours per month constructing homes for Habitat for Humanity, and he enjoys fishing and golf (in his free time).

PROFILE: Billy Ransom, Moore County Parks & Rec Director

Billy’s career with Moore County Parks and Recreation began when he was a young man. Athletics taught Billy a sense of family, community, honor, good citizenship, fairness, caring and respect for others that are still the foundation of his personal and professional life.

Under Billy’s leadership, annual athletic programs in Moore County have grown to over 4,000 participants and 450 volunteers. Billy is helping to lead the growth of youth sporting events such as the 2004 Dixie Youth Baseball State Tournament, 2011 Dixie Youth Baseball World Series, 2014 and 2017 Dixie Girls Softball State Tournament, and 2015 Dixie Softball World Series. Each of these events has an economic impact of more than $600k for Moore County.
North Carolina has taken the top spot of Forbes’ annual ranking of the 2017 Best States for Business. The Tar Heel State, which has ranked among the top five on the list for 12 consecutive years, moved to the No. 1 spot thanks to an improved employment outlook and having the second-lowest business costs.

The New Course at Talamore Golf Resort has been named the “Course of the Year 2018” by the Village of Pinehurst Area Chapter of the National Golf Course Owners Association (NGCOA). The prestigious award comes after a major restoration was performed on the golf course in 2016.

Little River renovations for its meeting space will be completed by March 1st. They are also happy to welcome new Executive Chef Andy Mitchell. The focus is to provide event/banquet space as well as accommodations and golf, all on property. The ballroom comfortably accommodates 250 guests with 4 breakout rooms available.

Comfort Inn Renovations. All common areas are renovated to include new carpet, vinyl, art work, and wallpaper. The breakfast area is redesigned with new furniture and TV. Meeting space is updated with new wallpaper, carpet and art work.

Microtel is currently updating color and décor in its 76 guest rooms. A soft, contemporary gray palette will be used. New lighting and furnishings are part of the renovation. Common areas will be updated following the room renovations.

Southern Angel Donuts in Olmsted Village, Pinehurst
Maguro Hibachi, Kohl’s shopping Center, Southern Pines
J.C.’s restaurant in Carthage
New owners of E’talia—Ryan and Susan Lund, Southern Pines
R. Riveter is moving it’s retail store to 154 NW Broad St. in Southern Pines

What’s New & Improved In The Area

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For travel marketing purposes, the NC Piedmont Region is made up of the 49 most central counties of North Carolina. In 2016, overnight visitors to the Piedmont Region spent an average of 3.6 nights in the region, with 2.1 people per night.

TOURISM TOPICS & ECONOMICS

MOORE COUNTY 2020 ECONOMIC DEVELOPMENT ACTION PLAN

Mission: To increase economic prosperity and improve the quality of life for Moore County’s citizens through the creation of quality jobs and capital investment in our communities.

Goal 1: Ensure sustained leadership and resources for economic development
Goal 2: Inspire & excite (internally & externally)
Goal 3: Expand healthcare jobs/facilities; attract medical businesses
Goal 4: Optimize the proximity to Fort Bragg and the opportunities within the NC Defense Cluster
Goal 5: Capitalize on the Home of Golf® brand and key sports assets
Goal 6: Attract & grow artisanal, niche, and key manufacturing enterprises
Goal 7: Transform rural Moore county with enhanced collaboration — and focus on revitalization, business enterprise, tourism, and agri-business

For additional information, go to Partners In Progress website: http://www.moorebusiness.org/about-moore-county/2018-2020-strategic-plan/

2018 FESTIVAL D’AVION

The three-day, first-of-its kind festival, April 27-29, 2018 will feature vintage World War II collector planes and military aircraft displays from all five branches of the service. Saturday evening will feature a concert by Chicago Rewired and Sunday will cap the weekend with a BBQ Cook Off.

Tickets are $30 each and include entry each day and the live concert by the Charlotte-based band. Tickets can be purchased at www.festivaldavion.com by clicking on the ticket stub, or purchase buy one-get one free at the Country Bookshop in Southern Pines and the Old Sport Gallery in the Village of Pinehurst.

TOP 7 REASONS MEETING PLANNERS SHOULD PARTNER WITH CVBs

1. It’s FREE.
2. CVBs have extensive, current knowledge of the destination.
3. CVBs ease the RFP process.
4. CVBs help with site selection.
5. CVBs offer community connection and the all-important experiential component.
6. CVBs assist with meeting/attendee marketing and destination guidance.
7. CVBs are the gift that keep on giving.

From Corporate & Incentive Travel 1/2018
By Christine Loomis

Your local CVB expert is Beverly Stewart. Contact her at bstewart@homeofgolf.com.
**Golf Factoids**

- **Golf.com** - Top 100 Courses You Can Play (2016/2017): At #3- Pinehurst No. 2, #53- Pine Needles, #57- Dormie Club, #61- Mid Pines, and #88- Tobacco Road.


- **Golf Digest**— Public Golf Courses You Can Play (2017/2018): At #6- Pinehurst No. 2, #49- Dormie Club, #55- Tobacco Road, #64- Pinehurst No. 8, #68- Pine Needles, and #94- Mid Pines.

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**CVB AND VILLAGE OF PINEHURST WELCOME CENTER START PARTNERSHIP**

The Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau (CVB), in partnership with the Village of Pinehurst, announce a joint effort to combine the resources and talents of both organizations to better serve area visitors at the George P. Lane Welcome Center on a trial basis. With the CVB’s recent relocation of its operation to 65 Community Road in the Village of Pinehurst, both organizations saw an opportunity to work together to enhance visitor services by promoting the various area amenities, events, and attractions.

Enhanced services include additional training for Welcome Center Ambassadors, more consistent operating hours, expanded marketing by the CVB, and a more extensive offering of printed materials promoting all of Moore County. The four-month trial agreement began in February and will extend through the end of May. At that time, the boards of both organizations will evaluate the benefits of a more long-term partnership agreement.

The Welcome Center, located in the Theatre Building downtown, is an ideal location for visitors who are exploring the village on foot. This location also offers extensive visitor parking in the nearby Village Green parking lot. Visitors leaving the Welcome Center can easily access the iconic Pinehurst Resort and other lodging, Tufts Archives, quaint shops, and many dining options within a short walk.

As the second largest industry in the county, the economic impact of tourism generates over $469 million annually from visitor spending and directly employs over 5,730. The Village and the CVB hope that because of this partnership, visitors will spend more money, extend their stay, and return for another visit.

Moore County residents interested in volunteering at the Welcome Center can visit [www.vopnc.org/volunteer](http://www.vopnc.org/volunteer) or call Welcome Center Coordinator Liz Zerby at 215-0565.

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**Tourism’s Impact on Moore County**

- **1.2 Million Visitors**
- **$469 Million in Visitor Spending**
- **$398 Tax Savings per Resident Annually**
- **5,730 Tourism–Related Jobs**
CVB Staff and Contact Information

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kdavis@homeofgolf.com

Emily Jack, Volunteer & Meeting Services Manager
ejack@homeofgolf.com

Facebook: Facebook.com/homeofgolf
Twitter: Twitter.com/usahomeofgolf

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.

www.homeofgolf.com

2016 Tourism Impact Facts for Moore County

Visitor Spending $468.86 million
Payroll $108.19 million
Employment 5,730
State and Local Tax Receipts $38.04 million*

*Source: U.S. Travel Association for VisitNC using the Travel Economic Impact Model (TEIM).
Updated August 2017.

Home of American Golf