



From The CEO

Reflections

Almost 30 years ago I had the distinct honor to be selected to serve as your CEO for our County's Convention & Visitors Bureau. And while much has changed from the way we market to how/why visitors travel, the one common denominator remains - our industry is focused on people first and foremost. For every new visitor to Moore County there's a unique opportunity for one of our 5,400 hospitality employees to make a memorable first impression.

I remember mine when my wife Cathy and I visited the area for the first time during the annual Holly Days Fair in the Village. I was blown away by this beautiful charming area, but even more so by the friendliness of the merchants and locals we met that day. Even the pine cones were impressive (and believe me - we took a few of these gems home with us). The memories of that daytrip have lasted a good part of a lifetime for me, and after all, isn't that what makes travel so enjoyable?

As I make the transition to retirement next month, this column affords me the opportunity to thank each of you for allowing me the privilege of representing one of the great places in our state and country. From the CVB Board, staff, local officials, tourism partners and business leaders here and across the state, I feel truly blessed to have worked, lived, and played in this special place with you. So thank you. Travel safe and often, and I hope to see you down the road...

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BITS OF HISTORY

Born of a plank road and a railroad and spurred on by the turpentine and dewberry industries, Cameron, North Carolina, prospered in the late nineteenth and early twentieth centuries.

Cameron was the end of the run for the Raleigh and Augusta Railroad. Entrepreneurs settled here and made a substantial living in various businesses, notably turpentine distilleries, the mercantile and hotel trades, and especially dewberry farming and consignment.

NOTE: Some articles are condensed due to space constraints. Sources are indicated for reference.



LOOKING FOR VOLUNTEERS FOR SPECIAL EVENTS

If you are interested in volunteering for Special Events, the CVB is looking for volunteers to work at their hospitality table during the U.S. Kids & U.S. Teens World Golf Championship in July & August!

Please contact Emily Jack, Visitor & Meeting Services Manager, with any questions or if you are interested in volunteering for this event.
Phone: 910-692-3330 ext. 242, **Email:** ejack@homeofgolf.com

Popular States that Visitors are Visiting From



These figures are generated by visitors who participate in a brief survey at the VOP Welcome Center. This covers February through March 2018.

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EXERCISE YOUR RIGHT TO VOTE ON MAY 8. THERE ARE TWO VERY IMPORTANT DECISIONS TO BE MADE FOR EDUCATIONAL INITIATIVES IN MOORE COUNTY.

On the Move in For Tourism...

Check out the state's new website — www.visitnc.com.

It's chock full of information about local, regional and statewide tourism travel information. Use it as a resource whether you are planning a day trip or overnight visit to another part of the Tarheel state.

Also check out the brand new VisitNC promotional campaign. See the complete story about "Firsts" on the website.

And, for more information about tourism in North Carolina, go to the NC Department of Commerce website, <https://www.nccommerce.com/tourism>

CO-OP PROGRAM LAUNCHED APRIL 11TH

Thanks to Jeff (US Kids Golf) and Cindy (Heartwood Restaurant) at Longleaf Golf & Family Club for hosting the CVB's Marketing Co-Op Program launch on April 11. As the home of the US Kids Golf Academy, they are creating a great place for kids to learn and love golf and have the entire family share the fun.

PROFILE: Iris Fox, President of the Humane Society of Randolph County

Iris moved to North Carolina in 2009 from Connecticut to retire. She and her husband came here with 4 dogs and now have 10. They are clearly dog lovers and especially Welsh Terrier fans. Iris is also a rep for WTCares, a Welsh Terrier rescue and has been helping them place Welsh Terriers in loving homes for 15 years.

As every Welsh Terrier owner knows (or should know), the term "Stink Eye" is that intense look from their fur baby that conveys both independent thinking and annoyance when things aren't going the Welshie way. The Fourth Annual Stink Eye event was held in the area and attracted over 150 attendees (two-and four-legged) from multiple states and foreign countries. Thank you Iris and we look forward to the Stink Eye event in 2018. The event was held in November and provided four days and three nights of visitors.



RECENT GROUPS IN TOWN OR ON THEIR WAY

- * NC Pilots Association (April)
- * SCC Emergency Services Leadership Academy (May)
- * 2018 Rugby South Championship—National Athletic Village (May)
- * Economic Development Partnership of NC Event on Rural Development (July)
- * AC Sandhills Summer Soccer Starter Tournament (May)
- * 2018 Rugged Maniac 5K (May)
- * Sandhills Sandsharks Southern Zonals (May)
- * The venerable and historic Pine Needles Lodge and Golf Club will host its fourth U.S. Women’s Open in 2022. This newest addition to the club’s storied legacy will come three years after the course hosts the U.S. Senior Women’s Open in 2019. U.S. Women’s Open championships have also been held at Pine Needles in 1996, 2001 and then 2007.

U.S. News and World Report has a new list of the 100 [best places to live](#) in the U.S., and “Raleigh-Durham” is No. 13. The Raleigh-Durham metropolitan area was No. 7 in [2017](#). The new list rates North Carolina’s Triangle above Charlotte, which took the No. 22 spot, down from No. 14 last year. Winston-Salem is No. 43 (down from 37), and Greensboro picked up spot No. 60 (down from 51).

Seasonal Best Bet Events

April

- * Blues & Brews Festival, Malcom Blue Farm, Aberdeen
- * Party for the Pines, Boyd Tract, Southern Pines
- * Clenny Creek Day, Bryant House, Carthage
- * Afternoon of Retreat, House in the Horseshoe, Sanford
- * Seagrove Potters Celebration of Spring, Seagrove
- * Festival D’ Avion, Moore County Airport
- * SpringFest at Show House, Southern Pines

May

- * Chef & Maker Weekend, Pinehurst Resort
- * Tribute to Jimmy Buffet—Landsharks Band, Carthage
- * Cameron Antiques Festival, Cameron
- * 30th Annual Carthage Buggy Festival, Carthage
- * Ellerbee Strawberry Festival, Ellerbee

June

- * A Midsummer Night’s Dream, Tufts Park, Village of Pinehurst

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

WHAT’S NEW & IMPROVED IN THE AREA

- * Hyland Golf Club is being renovated, overhauled, did I say improved? All package play will receive free range balls. The food and beverage area is being upgraded for looks and better menu items. Cart paths added where they were needed and washout areas have been permanently corrected. Find out for yourself and try the “Gem of the Sandhills.”
- * The Cradle at Pinehurst Resort was the venue for Golf Channel Morning Drive. Travel insider Matt Ginella and his partner, Alexandra O’Laughlin, the Golf Channel’s social media host, teamed up to play a match against John Cook (Cookie), PGA Champions Tour player, and Gil Hanse, the architect for The Cradle. If you missed the broadcast, you will probably find snippets on the Golf Channel website.
- * The LPGA has announced that the final edition of the revamped LPGA Qualifying Tournament will take place at Pinehurst Resort from Oct. 22-Nov. 3, 2018.
- * There is something new to see at the Moore County Regional Airport—a putting green to welcome visitors to the Home of American Golf. The green was designed and built by Dan Maples, noted local golf course designer who is the grandson of Frank Maples. Frank worked with Donald Ross as Ross designed and built courses at the Pinehurst Resort, Pine Needles, Mid Pines, and the Southern Pines Golf Club as well as numerous courses throughout North Carolina.
- * Zerillos Pizza is NOW Whispering Pies in the Whispering Pines Harris Tee-ter shopping center.



TOURISM TOPICS & ECONOMICS

- * **CVB Board to research Tourism Product Development Options.** In March, the CVB Board, under the leadership of Chairwoman Bonnie McPeake, approved exploring possibilities available to Moore County to improve its tourism product, that will in turn drive additional visitations and room sales for our destination. A committee headed by Bobbie Rollins, Residence Inn will start working on this important new opportunity by reviewing successful programs already in place, such as the innovative one in Asheville.
- * **Destination websites and industry trade shows** are the key sources for planners in determining meeting and event site selection today, according to a new report from industry analytics firm STR. The findings appear in the new DestinationMAP 2017 survey, conducted every two years by STR, from Henderson, TN. The 2017 survey, completed by 865 meeting professionals who have planned gatherings of 100+ attendees and considered at least 40 major North American meeting markets. Of all respondents, 40 percent were corporate, 29 percent association, and 31 percent third-party planners. For additional information, go to www.meetings-conventions.com.

North Carolina is the third-largest producer of strawberries in the nation, with about 1,200 acres harvested across the state. Locally grown berries should still be available into Memorial Day. Interested in finding a you-pick strawberry farm near them, can go to www.ncfarmfresh.com.

Noted...

The 2018 Essentials Guide that includes information about dining and area golf will be available by the end of April.

“Energizing Rural North Carolina: The Building Blocks for Successful Economic Development,” sponsored by The Economic Development Partnership of North Carolina and its partners is hosting this one-and-a-half-day event in July. It will raise awareness, facilitate conversation and inspire actionable strategies for rural economic development in your community.

PINEHURST-SOUTHERN PINES RANK 27th OUT OF 550 MSA’s

In the 2018 Economic Strength Rankings just released by POLICOM, Inc., the Pinehurst-Southern Pines micropolitan statistical area (MSA) places extremely high on the national list of communities that have a stable and consistently growing economy. The Pinehurst-Southern Pines MSA not only ranked **27th out of the 550 MSAs** (top 5%) in the entire United States, but also ranked **1st** out of the 24 MSAs in North Carolina, which attests to the high quality of life in Moore County’s communities.

A “micropolitan statistical area” is defined as an area that encompasses at least 1 county and has a minimum population of 10,000 but less than 50,000. The Pinehurst-Southern Pines MSA includes all of Moore County. **POLICOM** is a Palm City, Florida-based independent economic research firm that analyzes local and state economies to determine if a particular economy is growing or declining and why.

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 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 them at the Country Bookshop in Southern Pines and the Old Sport Gallery in the Village of Pinehurst.

The festival coincides with the 100th anniversary of Ft. Bragg.



Just another day in the Home of American Golf®

CHANGING TOURISM—FOCUS 2020 SUMMARY

(FOR A COMPLETE WHITEPAPER WITH KEY INSIGHTS AND STRATEGIES, GO TO CHANGINGTOURISM@PARAMOREDIGITAL.COM)

Four Key Area of Focus:

1. **Build a Great Place**—focus on place-making as well as driving tourism from out of market.
2. **Tourism + Economic Development** — build value and experiences for locals, in turn attracting more visitors who crave an authentic experience.
3. **Research, Research, Research** — gain understanding about the gaps between your product and the traveler’s desire
4. **Understanding ROI** — put the right metrics in place because it’s still difficult to get a consistent, measurable ROI on all investments, even with the immediacy of digital advertising results.

Three Key Challenges:

1. **Board of Directors** — get the right people on the BOD and set the right expectations of their role.
2. **Visitor Center** — what is the future of the visitor center with Google, TripAdvisor, and the destination website as competing resources?
3. **No Strategic Plan** — put the right strategic planning process in place that results in a Plan that is actually used.

REMINDER:

Paperwork for the ‘18 -’19 Marketing Co-Op Program is **due May 18th**. First come, first served. Ad materials for summer and early fall publications are due in June.

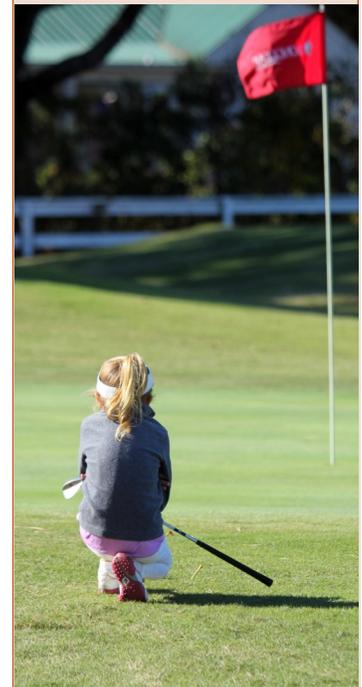
If you have any questions, contact Claire at CBerggren@homeofgolf.com



Golf Factoids

2018 NC Golf Panel Ranking Local Highlights from the April Issue of BusinessNC:

- * Longleaf Golf & Family Club cracked the top 100 at #99.
- * Two of the stories focus on Pine Needles/ Mid Pines with Kelly Miller, and Dormie Club’s new owners from Nebraska.
- * Area courses were 17 out of the top 100 NC courses. Of those, 10 improved their ranking or stayed the same.
- * In the *Top 50 You Can Play*, 14 courses are located in the Home of American Golf.



Convention & Visitors Bureau

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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

www.homeofgolf.com

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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