PINEHURST
SOUTHERN PINES
ABERDEEN
AREA

Convention & Visitors Bureau

# DESTINATION MARKETING NEWSLETTER

## March/April 2019

Matt Hannon,
Executive Chef at Ashten's

Peggy Kirk Bell,
2019 Word Golf Hall of Fame Inductee

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## Did You Know?

**2019 World Golf Hall of Fame inductee Peggy Kirk Bell bought Pine Needles with her husband, Warren "Bullet" Bell, in 1953. Bell, a former USA Curtis Cup competitor, became a world-class golf instructor after her playing days on the fledgling LPGA Tour.**

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# FROM THE DESK OF THE PRESIDENT & CEO

*Hello Spring! Goodbye Winter!*

As we gladly welcome spring with warmer temperatures and hopefully less rain, your CVB is busy with a number of things designed to encourage more people to visit the Home of American Golf. Since our last newsletter, we have hired The Brandon Agency to assist us with a rebranding exercise, new logo, new advertising creative concepts and social media support. You will see those changes soon, plus we will launch a brand new CVB website some time this summer! For our hospitality industry friends, we are reprising the CVB Connect networking meetings with the next one scheduled for Thursday, March 14th. At these meetings, the CVB will look to "connect' you with what's happening in the destination and provide useful information for hotels and others to share with our visitors to the area. While there are plenty of options for things to do in the Pinehurst, Southern Pines, Aberdeen Area, we know golf is king in our destination. For the latest spring golf packages, **click here** to see where to stay and play. Overall, spring is a time for new beginnings and its no different at your CVB as we continue to promote the Home of American Golf and all there is to see and do in this globally-recognized destination.

Phil Werz
President & CEO

# March/April: Save the Dates

**March 1-3:** Annual Pine Needles Men's Invitational (Southern Pines)
**March 2:** Glassfest (Starworks, Star)
**March 3:** Empty Bowls 2019 (Whispering Pines)
**March 3:** Weymouth Chamber Music Series: Brian Reagin, NC Symphony Concertmaster (Southern Pines)
**March 3:** The Rooster's Wife: Kaia Kater (Aberdeen)
**March 4:** Lucas Meachem, baritone (Southern Pines)
**March 10:** The Rooster's Wife: Bruce Molsky's Mountain Drifters (Aberdeen)
**March 14:** Hot Glass Cold Beer (Starworks, Star)
**March 16:** Pinehurst St. Patrick's Day Parade
**March 17:** The Great Dismal Swamp-Part 3 (Southern Pines)
**March 18:** Moore County Historical Association Annual Luncheon (Southern Pines)
**March 20:** NC Symphony: From Classical to Broadway (Southern Pines)
**March 21:** "Broadway Tonite Live" DeWitt Series Show (Hamlet)
**March 23:** Carolina Philharmonic: One Hundred Years in Time Square (Southern Pines)
**March 23:** An Intimate Evening with Sidecar Social Club (Aberdeen)
**March 30:** 2019 Habitat for Humanity Gala (Pinehurst)

**April 5-6:** Firefest (Starworks, Star)
**April 6:** Spring Matinee Races at Pinehurst Harness Track
**April 6:** Sandhills Farm Tour (Carthage)
**April 7:** Weymouth Chamber Music Series: Turnia Trio (Southern Pines)
**April 8:** Chamber Music: Benjamin Beilman & Andrew Tyson (Southern Pines)
**April 11:** Next Generation Leahy-DeWitt Series (Hamlet)
**April 12:** Live After 5 Concert (Pinehurst)
**April 12-13:** Festival D'Avion (Moore County Airport)
**April 13:** Southern Pines Garden Club Home Tour
**April 20:** Carolina Philharmonic All's Fair in Love & Opera (Southern Pines)
**April 20:** Cotton Before It Was King (Sanford)
**April 23:** NC Symphony: Music Inspired by the Sea (Southern Pines)
**April 25:** "All the Presidents' Gardens" with best-selling author Marta McDowell (Pinehurst)
**April 27:** Springiest Post Card Exhibit (Southern Pines)
**April 28:** Moore County Choral Society Spring Concert (Southern Pines)

# DESTINATION TOURISM TOPICS

## Festival D'Avion Returns this April

The second annual Festival D'Avion will take place April 12-13, 2019. The festival honors the men and women who have served in the Armed Forces. See a variety of static aircraft and military equipment displays. For more information, visit www.FestivalDAvion.com.

## The Rock Rocks in May

The Epicenter Festival is coming to the Rockingham Festival Grounds, May 10-12, 2019. The three-day music festival was formally known as Carolina Rebellion which was held in Charlotte from 2011-2018. Some of the major acts include: Foo Fighters, Tool, Judas Priest, Rob Zombie, Korn, and many more performers. An economic impact of more than $30 million is expected in Moore County as a result of this event. For ticket and lodging packages, go to https://EpicenterFestival.com/.

## Two Area Events Named Top 20 in Southeast

Southeast Tourism Society (STS) has named the Cameron Antique Festival and the Carthage Buggy Festival as two of the STS Top 20 Events for the month of May. The Cameron Antique Festival will be held the weekend of May 3-4, 2019 and the Carthage Buggy Festival takes place on Saturday, May 11, 2019. The STS Top 20 Festival and Events Awards have highlighted programs around the Southeast since 1985. Congratulations to those great local events!

## Tourism Consultant Visits Pinehurst Area

Bill Geist, tourism consultant, and president of DMOProz based in Madison, Wisc., spent three days in the Pinehurst area in late February to meet with numerous organizations and people connected to the tourism industry. Geist met with CVB members, county commissioners, representatives from several municipalities and tourism leaders in an effort to learn more about the destination and vision for the future of our area. With the potential of an occupancy tax increase for the first time since 1987, Geist will advise and make recommendations this spring about the formation of a tourism product development authority which would eventually play a role in creating tourism attractions to encourage more people to visit the area.

## CVB to Produce Video Promoting Agritourism

The CVB is working with the NC Cooperative Extension Service to produce a video highlighting the popular Farm to Table movement. In the video, Ashten's restaurant owner Ashley Van Camp and executive chef Matt Hannon describe how they locally source a majority of their products from Moore County farms to feature on their menu. Farms featured include Misty Morning Ranch and Priest Farms. The video should debut later this spring. The CVB is assisting with the effort as agritourism in the form of farm tours and other experiences are being explored for visitors to enjoy when they visit our area.

# THE HOME OF GOLF NEWS

## Golf Pride Opens New HQ at No. 8

Golf Pride Grips Division has opened new purpose-built facility in Pinehurst, just inside the entrance to No. 8. The new facility will create a unique space to accelerate new product development and manage the global fulfillment of product around the world. In addition to its global management and professional teams, the site will include an R&D lab with rapid prototyping capabilities, as well as a new consumer grip fitting studio. The division's Golf Pride brand is recognized globally as the number one choice in grips among TOUR and recreational players, competitive amateur golfers, club manufacturers and club repairmen.

## Golf Tips to Promote U.S. Senior Women's Open

In an effort to promote the upcoming 2019 U.S. Senior Women's Open, the CVB has been producing a series of golf tips with lead instructor, Donna Andrews, from Pine Needles Lodge & Golf Club, site for the second annual USGA major. Not only is Andrews providing golf tips to improve your game, she will also compete in the event set for May 16-19, 2019. For tickets and package information, visit: www.usseniorwomensopen.com. To view Donna's golf tips, follow the Pinehurst, Southern Pines, Aberdeen Area CVB Facebook page, or our Instagram page at: HomeofAmericanGolf.

## CVB to Attend Visit 365 Conference

The annual Visit North Carolina 365 Conference is the state's premier travel industry event. Bringing together more than 500 of the state's tourism industry leaders, the conference provides opportunities to catch up on the latest trends and issues facing the travel industry, hear insights from industry experts and network with other travel and tourism professionals. The CVB will be attending this tourism conference in Wilmington, March 30-April 1, 2019.

## CVB Names Brandon Agency of Record

The CVB has named The Brandon Agency, based in Myrtle Beach, SC as its agency of record. The agency will assist the CVB with marketing initiatives in an effort to increase visitation to the destination not just for golf, but for a growing list of lifestyle options like shopping, dining, burgeoning craft beer scene, historic tours and more. Agency services will include a new advertising campaign, new website, a deeper social media engagement across multiple channels and more effective digital marketing campaigns. Look for a new destination logo and new creative concepts this spring!

## Pinewild to Host 2019 U.S. Open Qualifier

The Carolinas Golf Association (CGA) has announced that the Magnolia Course at Pinewild will host a local qualifier for the 2019 U.S. Open. A total of 84 competitors will be accepted for the event which will award five qualifying sports and two alternates. The course will measure 7,331 yards (par 72) for the event set for 8am on Tuesday, May 14. Hotel rooms are available throughout the area with the closest being the Homewood Suites at Olmsted Village.

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# YOUR CVB AT WORK

Phil Werz
President & CEO

Beverly Stewart
Executive VP

Karin Toomey
Digital Content Director

Lisa Long
Creative Director

Emily Jack
CVB Svcs/Community Engagement Mgr

## Our Must See Pick!

### Pinehurst St. Patrick's Day Parade!

Show your Irish spirit at the 18th annual St. Patrick's Day Parade in the Village of Pinehurst on Saturday, March 16th starting at 11am. Entertainment and children's activities will follow at Tufts Memorial Park.

## Get The Guide!

Our 2019 Destination Guide is ready for you to order, so you can plan your next trip to the Home of American Golf. Order online at www.HomeofGolf.com and we will ship it to you for FREE! Who doesn't like free? See you soon in the Sandhills!