



Convention & Visitors Bureau

DESTINATION MARKETING NEWSLETTER

May/June 2019



Pine Needles Lodge & Golf Club

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Did You Know?

An estimated 24.2 million golfers played at least one round in 2018, a slight increase from the 23.8 million who played in 2017, according to the National Golf Foundation, which released its annual report about the industry.

FROM THE DESK OF THE PRESIDENT & CEO

Our Area Prepares for National Stage

What has already been a very busy spring will get even busier, especially in May. First, the Epicenter Festival in Rockingham (May 10-12) is expected to draw more than 100,000 people to our area for a three-day music festival featuring such well-known bands as Foo Fighters, Korn, Tool, Rob Zombie and many more. The demand for hotel rooms in Moore County has been extraordinary and we anticipate most, if not all hotel rooms here will be sold out for this major concert event weekend. Also in May, the Cameron Antiques Fair (May 3-4) and Carthage Buggy Festival (May 11) highlight an abundance of cultural and fun activities for the entire family.

Phil M. Werz

Phil Werz
President & CEO



By the way, those two local events have been honored as Top 20 events in the entire Southeastern U.S. by the Southeast Tourism Society! From May 16-19, Pine Needles Lodge and Golf Club will host the U.S. Senior Women's Open as Laura Davies looks to defend her title. That event will be televised by FS1 and with daily highlights to be seen on Golf Channel and ESPN, the Home of American Golf will enjoy a national spotlight from this great event. We hope to see you out there supporting the legends from the LPGA Tour. For more events happening throughout the area, visit our events page at HomeofGolf.com. Get out and support our local events and businesses during this spectacular time of the year!

MAY & JUNE: SAVE THE DATES

May 1: 20th Annual Sip and Sample (Pinehurst)

May 3: First Friday in Southern Pines

May 3-4: Cameron Antiques Fair

May 4-5: Moore County Kennel Club of NC Dog Show (Pinehurst)

May 5: Bird of the NC Mountains (Southern Pines)

May 9-12: Judson Theatre Company presents: Souvenir by Stephen Temperley (So. Pines)

May 10: Live After Five Concert Series (Pinehurst)

May 10-12: Epicenter Festival (Rockingham)

May 11: 31st Annual Carthage Buggy Festival

May 16-19: U.S. Senior Women's Open (Pine Needles)

May 18: Ellerbe Strawberry Festival

May 19: Red-cockaded Woodpeckers (Southern Pines)

May 22: Carolina Philharmonic: The Cosmos and Beyond (Southern Pines)

May 24-27: 2019 Sandhills Motoring Festival (Pinehurst)

May 26: Rock The Cradle at Pinehurst with Divine Past 9

May 29: NC Symphony: Music for Springtime

June 1: The Ultimate Garth Brooks Tribute (Carthage)

June 1-2: Seagrove Wood Fire NC Weekend Pottery Tour

June 7: First Friday in Southern Pines

June 7-16: Shakespeare in the Pines- As You Like It (Pinehurst)

DESTINATION TOURISM TOPICS



Who is Ready to Rock The Rock?

Are you ready to rock at The Rock? The 2019 Epicenter Festival is just a few days away (May 10-12) and more than 100,000 people are expected to attend the three-day music festival. Featured bands include: Foo Fighters, Tool, Judas Priest, Rob Zombie, Korn and many more acts. An economic impact of more than \$30 million is expected for Moore County as a result of the event. Expect heavy traffic in the area this particular weekend and please welcome all visitors as they descend upon the area. For ticket information, go to EpicenterFestival.com.



There's an App for That!

The CVB has been working with the N.C. Department of Agriculture and Consumer Services to add Moore County farms, restaurants and other farm-related businesses to the new Visit NC Farms app. The app will allow us to pursue agritourism opportunities in the county and convert daytrippers to potential overnight stays. Moore County is one of only three regions in the state working to populate the app for visitors to use when considering a farm experience in the area. Go to the Apple store and download it for free and discover new places for farm-based fun and Farm to Table dining.



Takeaways from 365 Conference

The CVB took part in this year's VisitNC 365 Conference in Wilmington in April and gained valuable tourism knowledge by attending. We attended educational sessions on a range of subjects that included PR roundtables, insider tips from visitor services, N.C. lodging industry trends, site selection specifics for film location managers, event impact studies, and more. The 2019-20 partner program was revealed which provides great opportunities to leverage our budget along with VisitNC to maximize our marketing dollars. The 2020 VisitNC 365 Conference will be held in Asheville.



USA Today Taps into Pinehurst Brewery

USA Today featured Pinehurst Brewery in Pinehurst in its "**Pinehurst Brewing Co. brings beer and barbecue to North Carolina's famed golf resort.**" The author of the article, Larry Olmsted provided a glowing review of the newest brewery in the destination which raved about the food, and of course, Eric Mitchell's beer creations as the facility's brewer. Be sure to check out the 31 image slide show when you read the article, too. If you visit, please note the brewery does not accept reservations, so grab a cold one before you are seated and explore the facility that was once a steam plant that used to power the entire Village of Pinehurst.



DC Refined Defines the Bucket List Trip

Looking for the perfect bucket list itinerary when you visit The Home of American Golf? Look no further than **Michael Solander's article in DC Refined**, a popular Washington, DC based blog tied to WJLA-TV, the ABC affiliate in the Nation's Capital. Aside from staying and playing at Pinehurst Resort, Solander recommends dinner at Ashten's in Southern Pines and a May visit to Pine Needles for the U.S. Senior Women's Open, May 16-19.

THE HOME OF GOLF NEWS



Pinehurst Area Dominates Top 100

Pinehurst No. 2 has once again secured the top spot as the best golf course in the state as determined by the prestigious North Carolina Golf Panel. Pine Needles Lodge and Golf Club in Southern Pines moved up three spots to fourth with the Dogwood course at The Country Club of North Carolina placing fifth. Pinehurst No. 8 rounded out the top 10. Overall, 17 Pinehurst area golf courses are included among the Top 100 rankings. [Click here to see the full list.](#)



History to be Made at U.S. Amateur

History will be made this summer when Pinehurst Resort & Country Club hosts the 36-hole match-play final of the 119th U.S. Amateur Championship on two courses. When the 2019 championship begins on Monday, Aug. 12. Pinehurst No. 2 and No. 4 courses will host the stroke-play rounds, which will be played over two days and 36 holes to trim the field from 312 players to 64 for match play. The first five rounds of match play – through the semifinals – will be played on Course No. 2 on Aug. 14-17. Tickets can be purchased at the [USGA website.](#)



Pinewild to Host 2019 U.S. Open Qualifier

On Tuesday, May 14, the Magnolia Course at Pinewild will host a local qualifier for the 2019 U.S. Open. A total of 84 competitors are entered in the event which will award five qualifying spots and two alternates. The course will measure 7,331 yards (par 72). The event begins at 8am. The 2019 U.S. Open will be played at Pebble Beach. The event returns in 2024 to the Home of American Golf at Pinehurst No. 2.



Golf Clinic & Cocktail Reception with LPGA Legends

Join LPGA and World Golf Hall of Fame member Betsy King and fellow LPGA Pros Liselotte Neumann, Laura Davies, Jane Crafter and Donna Andrews for an exciting afternoon of golf on Wednesday, May 15, 2019, at Mid Pines Inn and Golf Club. The pros will share their tried and true tips as well as answer questions from the crowd. The demonstration clinic will begin at 3:30 pm and will be followed by a cocktail reception. [Click here to register](#) for this exclusive golf experience the day before the start of the 2019 U.S. Senior Women's Open. You can also call (480)284-5818, or email: debbie@golfforafrica.org.



New Ownership Group Purchases Hyland Golf Club

Hyland Golf Club in Southern Pines has a new ownership team. Business Partners Ricky Reeves and his son, Preston Reeves and Shann Bedord paid \$1.975 million in March to acquire the property. Recent work on the course includes improvement on the greens; removing trees that were throwing shade in difficult-to-contend-with areas; enhancing the cart paths and mowing patterns on the fairways; and buying new golf carts. Thank you to The Pilot newspaper for the details and image used to share this golf news. Good luck to the new Hyland ownership group!

YOUR CVB AT WORK



Phil Werz
President & CEO



Beverly Stewart
Executive VP



Lisa Long
Creative Director



Karin Toomey
Digital Content Director



Donna Garner
Staff Accountant



Emily Jack
CVB Svcs/Community
Engagement Manager

Our Must See Pick!

Sandhills Motoring Festival, May 24-27

This is a new event for Pinehurst and showcases classic cars with owners coming to our area from nine states and as far away as Miami, Colorado, Hilton Head and New York. For more info, visit: www.sandhillsmotoringfestival.com.



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!