



# ANNUAL REPORT 2016

Pinehurst, Southern Pines, Aberdeen Area  
Convention & Visitors Bureau

800.346.5362 • [homeofgolf.com](http://homeofgolf.com)  
10677 S. U.S. Highway 15-501, Southern Pines, NC 28387



PINEHURST  
SOUTHERN PINES  
ABERDEEN  
AREA

*Home of American Golf*



# MISSION

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 devises 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.



# BRAND PROMISE

For more than 100 years, visitors have come to regard The Home of American Golf® as one of the premier golf and recreational destinations in the world. Our invitation: Visit The Home of American Golf® to relax, share and celebrate in our history, landmarks, events, culture, amenities and people. We promise to deliver an unforgettable experience in our quaint towns and villages, be it for a golf vacation, leisure travel, business travel, a meeting or other event. The Home of American Golf® will serve as the core of all our destination marketing applications, and will define this unique and authentic visitor experience.

*Travel spending in Moore County in 2015 was \$441.8 million, up slightly over a record 2014 (U.S Open Championship year) making it the 11th largest tourism economy in the state. Total direct employment (5,450 jobs) also increased for the 4th consecutive year as did taxes generated during visitors spending (\$35.7M)*



# LEADERSHIP

## 2015-2016 Board of Directors

David Byers  
General Manager, Comfort Inn, Chairman

Randy Saunders  
County Commissioner, Moore County

Bonnie McPeake  
Owner, McPeake Hotels

George Little  
G. Little & Associates, Chairman

Kelly Miller  
COO, Pine Needles & Mid Pines Resorts

Tom Beddow  
Retired, 3M Executive, Vice Chairman

Wayne Vest  
County Manager, Moore County

Caroline Xiong\*  
Finance Officer, Moore County

Pat Corso\*  
Executive Director, Partners in Progress

Jack Bickart  
VP of Sales, Pinehurst Resort, Secretary/Treasurer

Linda Parsons  
Moore County Chamber of Commerce

Claire Borneman  
General Manager, Homewood Suites by Hilton

Caleb Miles\*  
President & CEO, CVB

\* Ex-Officio

# STAFF

Caleb Miles  
President & CEO

Beverly Stewart  
Vice President of Sales

Claire Berggren  
Director of Marketing

Karin Toomey  
Information Technology Manager/Sales Asst.

Lisa Long  
Marketing & Publications Manager

Karen Davis  
Office Manager

Lindsey Simmons  
Visitor Services Manager

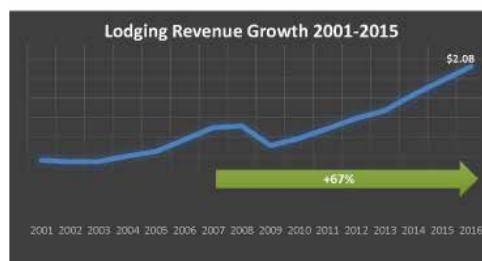




# IMPACT

## 2015: NC TOURISM RESULTS

- \$21.9 Billion in Visitor Spending
- More Than 211,000 Jobs
- \$1.6 Billion in Federal Tax Revenues
- \$1.1 Billion in State Tax Revenues
- \$660 Million in Local Tax Revenues



## MOORE COUNTY TOURISM RECORD YEAR

### DIRECT SPENDING BY VISITORS

**\$441.8mil**



### VISITOR SPENDING PER CAPITA INDEX

**#1 RANK**  
NORTH CAROLINA  
PIEDMONT REGION

LODGING  
ROOM NIGHT  
STAYS

**710,500**

*"Travel has the unique ability to bridge divides and bring people together. It facilitates understanding. It creates deeper connections. It gives people a new perspective. It strengthens economies and the quality of life in communities all over the world."*

- Don Walsh, CEO Destination Marketing Association International

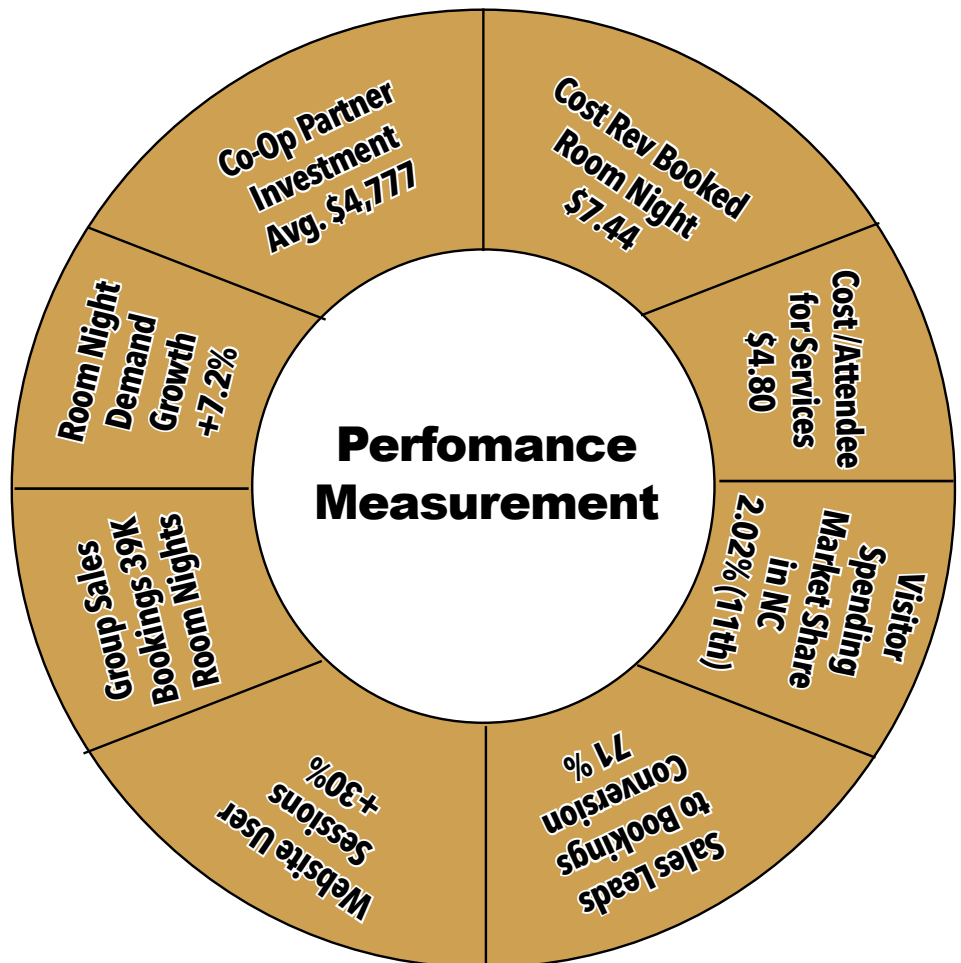
# DRIVING PERFORMANCE MEASUREMENT

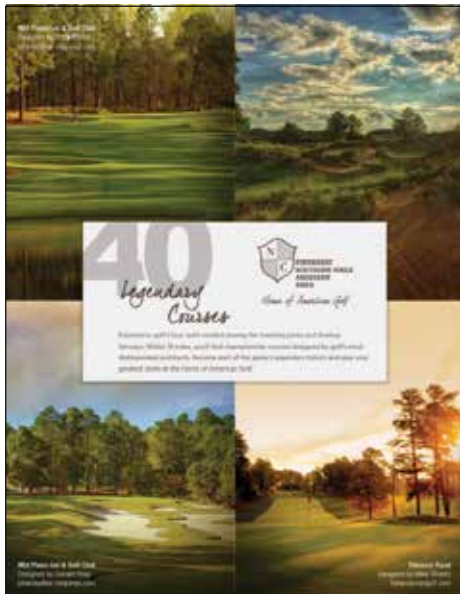
## MANAGING THE METRICS

Performance measurement and reporting is critical as Destination Marketing Organizations (DMOs) educate, advocate and highlight their relevance and contributions to their communities. As important, it is a key resource management tool that guides sales and marketing decisions as well as staff development.

A key strategic initiative for 2016 was the assessment implementation of expanded performance metrics for each department and the whole organization. Below is a small sample of more than 30 metrics that are now in place at the CVB.

FY 2015-2016





New CVB Golf Creative developed by  
Bouvier-Kelly

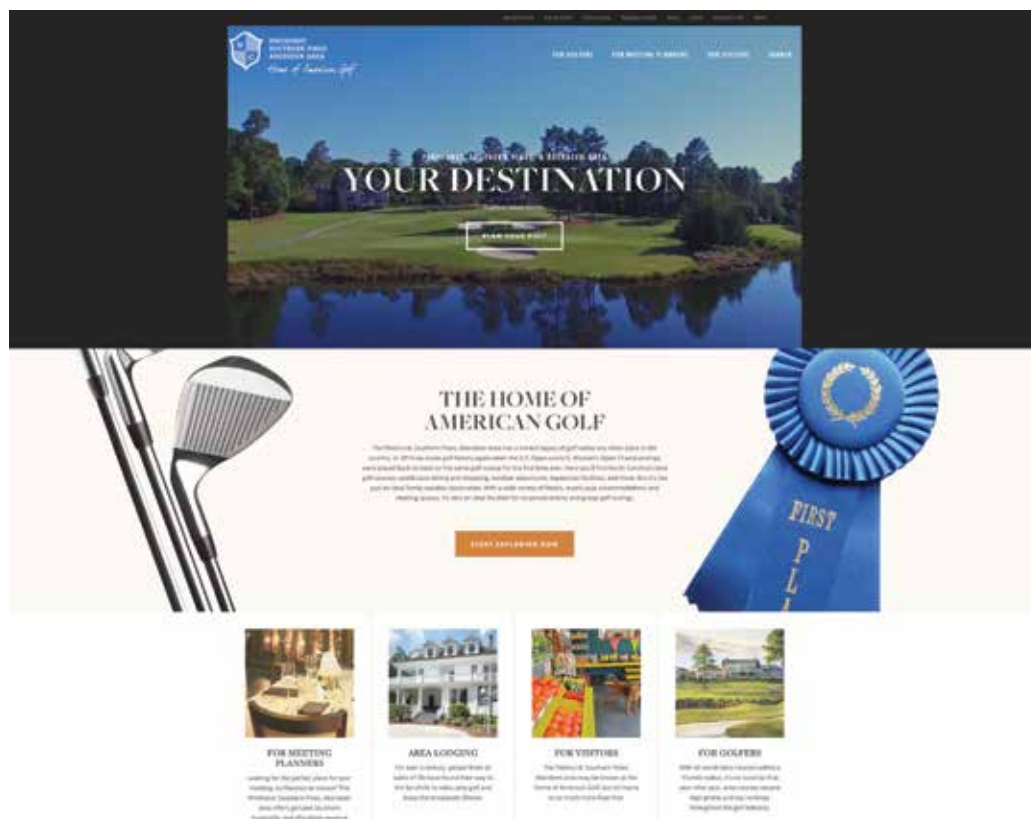


In 2017, Bouvier-Kelly will be creating  
new Lesiure Creative

# BRAND

Delivering the Message

## NEW CVB WEBSITE



# DESTINATION RECOGNITION

## **BEST PLACE TO START A BUSINESS (NC)**

NERDWALLET.COM - 2016  
Aberdeen (#8), Southern Pines (#11)

## **CVB WINS 7TH CONVENTION SOUTH READER CHOICE AWARD**

The CVB was presented with Convention-South magazine's Readers Choice Award for the 7th time. Only the top vote getters out of approximately 2,000 meeting sites receive this special recognition.

## **RANSOM RECEIVES 2016 NC DIXIE BASEBALL/SOFTBALL DIRECTORS AWARD**

Several hundred officials attended the 2016 NC Dixie Baseball/Softball State meeting in Southern Pines. This year the Dixie National Directors honored our own Moore County Parks & Recreation Director Billy Ransom with Director of the Year award.

## **MILES AWARDED CDME DESIGNATION**

Caleb Miles, CEO, was awarded the Certified Destination Management Executive (CDME) designation following completion of a series of courses/written papers through an integrated executive program by Destination Marketing Association International.

## **IAGTO 2016 NORTH AMERICAN ANNUAL CONVENTION**

Attendance record was set for International Association of Golf Tour Operators Convention held at Pinehurst Resort in June

## **BERGGREN RECEIVES DESIGNATION**

Claire Berggren, CVB Director of Marketing, has earned Travel Marketing Professional (TMP) certification after completing a 3 year program of the Southeast Tourism Society Marketing College.

## **NC GOLF PANEL'S 2016 RANKINGS:**

### **STATE'S TOP 100 COURSES**

The NCGP's 2016 rankings of the state's Top 100 Courses keeps Pinehurst No. 2 firmly in the #1 spot. CCNC's Dogwood Course ranked #4 and #5 is Pine Needles. Ranking #9 is Pinehurst No. 8. The panelists consider routing, design, strategy, memorability, fairness, variety and aesthetics.

## **STEWART NOMINATED FOR MPI CAROLINAS AWARDS**

Meeting Professionals International - Carolinas Chapter members nominated Beverly Stewart, VP of Sales, for 2 awards: Volunteer of the Year and Hall of Fame.

## **WORLD'S BEST HOTELS**

TRAVEL & LEISURE TOP 500 - 2016

Pinehurst Resort

T+L readers rate hotels on their rooms and facilities, location, service, food and drink, and overall value.

## **AMERICAS 100 GREATEST GOLF COURSES GOLF DIGEST MAGAZINE**

Pinehurst No. 2 - #28 • 2015-2016

GD has been evaluating America's golf courses since 1966, making it the oldest ranking in the game.

## **NC GOLF DAY**

With legislators and allied golf leaders as Governor Pat McCrory declared April 22 as North Carolina Golf Day



## **DMA AWARDS**

2016

Public Relations - US Kids Golf Headquarters  
Collateral - CVB Visitors Guide  
New CVB Website

## **BUSINESS NC MAGAZINE BEST HOSPITAL / PATIENT PICK 2016**

First Health's Moore Regional Hospital  
(#6) (#2)

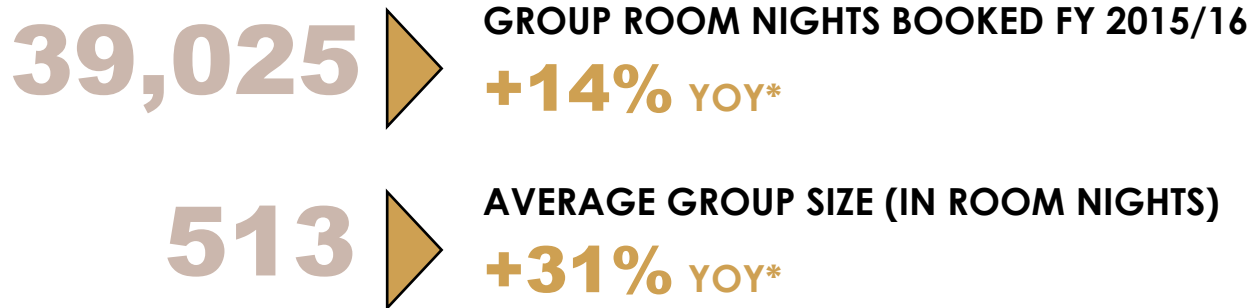
## **BEST RESORT COURSES GOLF WEEK MAGAZINE 2016 RESORT RANKINGS**

Pinehurst No. 2 (#3), Mid Pines (#18),  
Pine Needles (#22), Tobacco Road (#47),  
Pinehurst No. 8 (#52), Pinehurst No. 4 (#86)



# MEETINGS & CONVENTIONS

Generating new group business is a key function for the CVB. It provides concentrated high impact revenues for the destination, often months/years in advance, that afford an underpinning for solid yield management practices. These meetings/conventions also help define the destination and serve as a rallying point for hospitality providers, media coverage and future economic development efforts. It's highly competitive, but equally rewarding. Here are some of the key metrics and victories:



\*YOY: year-over-year growth

## HIGHLIGHTS

- Moore County hosted the 2015 World Series of Dixie Girls Softball at Hillcrest Park August 7-13, 2015 for the first time. The tournament welcomed over 720 visitors to the county, involving 24 teams from 11 states with 6 age groups ranging from 7 to 18 years old.
- The 2016 International Association of Golf Tour Operators (IAGTO) North American Convention held at Pinehurst Resort in June was a resounding success. Twenty-one golf tour operators were hosted during FAMs and the CVB met with over 50 golf tour operators at appointment sessions. Area partners included Homewood Suite, Springhill Suites, Comfort Inn, TownePlace Suites, Hampton Inn & Suites, Pinehurst Resort, Residence Inn, Legacy Golf Links, Longleaf Golf & Family Club, Mid Pines Inn, Pine Crest Inn, Pik n' Pig, Pine Crest Inn, Filly & Colts, Southern Pines Brewing Company, Pine Needles, Pinehurst No. 9 and local food trucks.
- The 2nd Rugged Maniac 5K Obstacle Race was held at Rockingham Dragway in May 2016. Runners, mudders and thrill-seekers braved the wildest and muddiest of ways around the obstacle course. Athletes jumped over fire, crawled through underground tunnels, rocketed down a 50 ft. slide as they made their way through the 5K layout at Rockingham Dragway. Moore County hosted most of the rooms for the event attendees.





- Attended the annual TEAMS (Travel, Events and Management in Sports) Conference & Expo in Las Vegas, NV, November 9-12, 2015. The SportsNC team participated in 52 pre-scheduled appointments and hosted more than 50 clients at networking events. TEAMS is one of the premier trade shows for sports tourism market.

#### SAMPLE OF MEETINGS/EVENTS

Cycle North Carolina • NC Sporting Clay Championships  
NC Triathlon Series • Concours d'Elegance  
US Teens and US Kids Golf World Championships  
Society of Government Meeting Planners American Jr. Golf Association  
American College of Cardiology • Hitachi Data Systems Federal Meeting  
Pilot International NC District • Risk & Insurance Management Society  
NC Association on Aging • NC Chapter US Bowling Congress

*Destination Marketing Association International (DMAI), Event Impact Calculator Software was integrated with CVB Sales. It measures the economic impact of an event and calculates its ROI to local taxes generated. The tool is customized to our market and is automatically deployed with each qualifying event.*

#### AFFIRMATIONS

"Thank you so much for the excellent FAM trip. The organization was the best of any FM trip I have been part of. It was wonderful learning about the USA Home of Golf. For sure, I can and will recommend the area to my clients. However, while the golf was great, the southern hospitality was even better. In fact, it was so good, I decided to stay longer and be the first visitor to the area."

---Mark Siegel, Managing Director, Golfasian Co. Ltd.

"Let me say again what a fantastic job you did in making all of our golf tour operators so welcome in Pinehurst and beyond!! I truly believe this is just the beginning of the real increase in business that is bound to follow."

---Peter Walton, IAGTO

107



SALES LEADS ISSUED REPRESENTING

**58,813** ATTENDEES

AND

**39,654** ROOM NIGHTS

76



LEADS CONVERTED TO BOOKINGS REPRESENTING

**59,525** ATTENDEES

AND

**39,025** ROOM NIGHTS





### REGIONAL TOURS/MEDIA MISSIONS

In addition to staff writers from state and regional publications, the CVB improved contact with freelance writers through Familiarization (FAM) tours, who, in turn, promote the destination. Through Media Missions in Raleigh and Atlanta, GA, and partnership with VisitNC, the destination was introduced to more than 60 media contacts for future destination stories/promotions.

### DESTINATION GUIDE

The CVB, in conjunction with CompassMedia of GulfShores, AL, created and distributed over 55,000 printed copies of the Annual Destination Guide, along with a digital version which is available online.

Marketing the holiday season in partnership with The Pilot newspaper, the popular *Holidays in the Hollies* annual lodging promotion campaign, designed to increase occupancy during the low demand season, was conducted for the 15th year, and featured a new "Shop Local Shuttle Service," in conjunction with the Chamber of Commerce and Kirk Tours & Limousine.

301%



**CO-OP MARKETING  
LEVERAGED MEDIA  
BUY**

## MARKETING & PUBLIC RELATIONS

### SHOWCASING THE DESTINATION

To better familiarize travel/golf writers about the destination, the CVB, along with Homewood Suites, Tufts Archives, Drum & Quill, Pinehurst Resort, Talamore Golf Resort, Rhett's, Busbee Road Potters and the Pine Crest Inn hosted key writers (of 80+ attendees from the Society of American Travel Writers conference held in Raleigh) for a Familiarization (FAM) post conference tour.

### HOW TO LEVERAGE THE CVB LOGO/BRAND

To ensure the consistency and standardization of the destinations's brand, Home of American Golf®, the CVB has placed a link to "Branding the Destination" guidelines on the CVB website [homeofgolf.com/about-the-cvb/tourism/2016-Branding-the-Destination.pdf](http://homeofgolf.com/about-the-cvb/tourism/2016-Branding-the-Destination.pdf). The document describes how and when the logo can be used. To complete and submit the application form, contact the CVB before you begin using the logo.

ANNUAL VISITORS

**1.16mil**



## RESEARCH

Understanding how potential visitors use technology and what factors influence their travel decisions is critical to the success of the CVB operation. Dr. Gene Brothers (NCSU) provided insightful findings for the CVB via a visitor's survey in early 2015. Here are some of the key findings:

- Online survey sent to 22K visitors and non-visitors to destination

- Many visitors use mobile devices for pre-trip/in route/at destination planning (44%)

- The area holds a strong brand position for golf (for both visitors and non-selectors)

- Very strong visitor loyalty to the brand (89%)

- Well positioned to serve broader weekend travel market in shoulder/off seasons

- Chief competitive set has more marketing resources and strong product development making it difficult to win market share growth

## HOME OF AMERICAN GOLF TV CAMPAIGN

The cable television Golf Channel featured local co-op partners in a branded campaign

- Targeted cable :30 second spots on Golf Channel, TWC News, The Weather Channel and MSNBC

- Markets: Charlotte, Greensboro and Raleigh

- Over 1,200 spots ran in the Spring and Fall of 2016

## DIGITAL MARKETING PARTNERS THAT EXPANDED BRAND REACH

- Golf Vacation Insider • BudgetTravel.com • Arrivalist Analytics • Destination Golf & Travel • Washingtonian

- Adara Mobile Campaign • MNix in-app and mobile delivery • Golf Tips • Madden Media • Our State

- TravelingGolfer.net • Global Golf Post • AARP • Va Business • The Local Palate • Southern Living

- Garden & Gun • Endless Vacation • Interfuse Leisure Travel

## CVB CO-OPERATIVE MARKETING PROGRAM

This award-winning, one-of-a-kind program provides co-operative marketing partners with a powerful regional and national marketing campaign that generates qualified inquiries, while maximizing marketing efforts. The CVB serves as media buyer, branding agent, public relations professional, creative designer and copywriter all in one saving partners time and headaches. In 2016, 13 partners invested an average of \$4,777 to participate in the program with a leveraged media value of \$14,375 was achieved (or for every \$1 invested, they received \$3.01 in media exposure).

## PR SPOTLIGHTS

Salvage Dogs, a DIY network program, filmed at the old 1895 steam plant in Pinehurst for a future episode of the series that highlights Black Dog Salvage as they reclaim, repurpose and resell architectural and industrial features from old houses, churches and commercial buildings.



**MORE VISITORS  
IN MOORE COUNTY = MORE JOBS + LOWER TAXES + BETTER QOL\***

*\*Quality of Life*



# MAKING THE CONNECTION

## Visitor Demographics

**3.2 persons** Avg. Size of Travel Party

**4.5 nights** Avg. Length of Stay

**\$274.76** Expenditure per person

**43** Median Age of Visitors

**67%** Shop during visit

### SURVEYORS FOR ART/CULTURE EVENTS

Working with the Arts Council of Moore County helps our community better understand the impact and need for arts, culture activities/events. Throughout the year, volunteers helped distribute and collect surveys at key events used to calculate the economic impact.

### CVB CONNECT

Held quarterly, CVB Connect for May was held at Longleaf Golf & Family Club. This event provides networking and education for tourism professionals in the area. Attendees were updated on the US Kids Golf Academy and an orientation, an update on Longleaf's Golf Clinic and a Par 3 Shootout.

### CVB VICE PRESIDENT OF SALES, BEVERLY STEWART, ELECTED TO 2015-2016 AENC BOARD OF DIRECTORS.

As an Affiliate Director, she will serve for a one-year term. This is the second time she has served on the AENC Board as well as various AENC committees.

### MILES COMPLETES TERM AS NCTIA PRESIDENT

North Carolina Travel Industry Association (NCTIA) founded in 1955, is a membership based non-profit that advocates for the tourism industry with the NC Legislature.

### SISTER CITY PRESENTATION TO NEUWRY-MOURNE TOURISM BOARD AT SCC

The Newry & Mourne Sister City Committee (Ireland) visited Southern Pines and the CVB provided information on the Home of American Golf, market segments, co-op marketing program, and group sales strategies discussion about golf travel marketing.

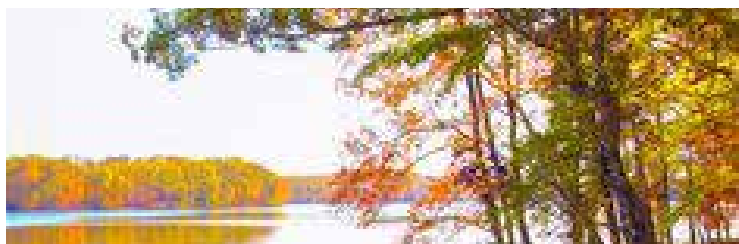
### COMMUNITY ENGAGEMENT EFFORTS

- Presentation to leaders on product development opportunities & tourism development funding scenarios
- Carthage Mural Project and downtown revitalization, technical and marketing support
- Town tours for CVB volunteers that operate the Visitor Information Center
- "Give Back" initiatives include Annual Food Bank donations and "Send-A-Card" that delivers holiday cards to local retirement home
- Destination Marketing News (DMN) includes tourism information from the county & local hospitality businesses as well as industry trends & state tourism statistics.

### UWHARRIE REGIONAL TOURISM

A new sustainable regional partnership with nine counties designed to market a new tourism region centered on the Uwharrie National Forest was launched in 2016.

Anson • Davidson • Davie • Montgomery • Moore  
Randolph • Richmond • Rowan • Stanly

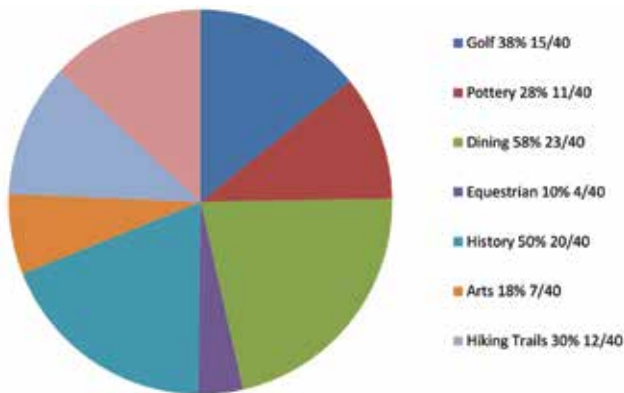


# SERVICES

## Visitor Services

CVB Community Ambassadors volunteered 1,200 hours of service in FY14-15

### VISITOR INFORMATION CENTER KIOSK - DIGITAL GUESTBOOK SURVEY RESULTS FOR VISITOR INTERESTS:



- Extensive distribution of the CVB visitor services publications via CVB Visitor Information Center, area lodging, retail, town welcome centers, etc.
- Creation of a new Visitor Services flyer for Live Music in the Sandhills, Things To Do for Kids & Teens, Top 10 Walking Trails
- 25,000+ copies of CVB visitor services publications distributed out-of-market to North Carolina Welcome Centers, AAA Offices, CVB/Chamber Information Centers.
- Visitor & Meeting Services staff created a new flyer that can be distributed to visitors highlighting the myriad of activities in the area for kids & teens.

## Meeting Services

- Staffed a Welcome Center for a 3-day IAGTO North American Conference, including a custom Dine-Around Program
- CVB Ambassadors welcomed 2,200+ participants and family members to the U.S. Kids Golf and Teen World Championships
- Volunteer Ambassadors hosted 125 entrants and hundreds of attendees at the Concours d'Elegance Welcome Center
- Greater efficiency helped to reduce the Cost Per Group (CPG) Services by 12% for the year.

**7,850**  **VISITORS FROM 45 GROUPS PROVIDED WITH CVB MEETING SERVICES**





# FINANCE

## DESTINATION LODGING METRICS SET RECORDS FOR 2016

- A key set of metrics for the destination revolve around lodging performance which provides a strong correlation to overall visitor spending totals. Several 2016 landmarks for the industry were realized in these performances:
- Occupany %: highest total on record
- Average Daily Rate (ADR): second highest total on record
- Revenue per available room was highest total on record

## STRONG LODGING PERFORMANCE SET NEW RECORD

**OCC%**  
60.9%

**ADR**  
\$137

**RevPar**  
\$83

## CVB FINANCIAL

The CVB's FY 2016's total operating budget was \$1,494,570, up 5% over the prior fiscal year. The majority of the CVBs funding is generated from the 3% room occupancy tax paid by visitors during their stay in a lodging property, which is utilized for the marketing and operations of the CVB. A local bill was passed in the state legislation in 2015 that provides the option for the CVB and County to increase the room occupancy tax up to 6% to be used for increased tourism promotion and tourism specific project development.

## Lodging Metric

### ROOM OCCUPANCY

2014	58.00%
2015	60.34%
2016(P)	60.92%*

### AVERAGE DAILY RATE

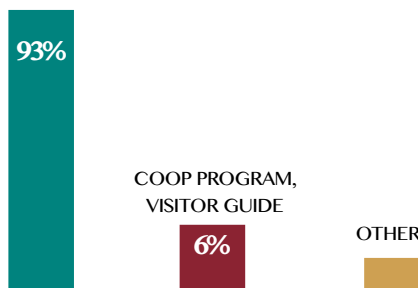
2014	\$137.15
2015	\$133.55
2016(P)	\$137.06*

### REVENUE PER AVAILABLE ROOM

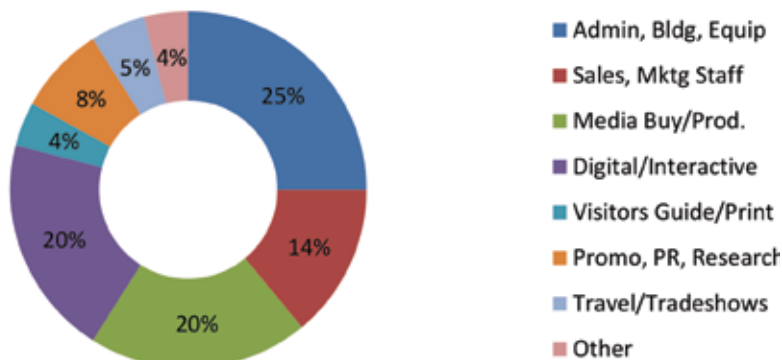
2014	79.55
2015	80.58
2016 (P)	83.72*

## CVB REVENUE SOURCES

ROOM OCCUPANCY TAX



## CVB EXPENDITURES



P-Projected, based on 11 month actual  
\* Record metrics



# PRODUCT DEVELOPMENT & COMMUNITY INVESTMENT

Communities like Moore County rely heavily on the daily infusion of visitor spending to keep the economy healthy and residents employed. Maintaining a robust flow of new and repeat visitations requires tourism assets that are appealing and measure up with today's consumer's expectations. It also requires a competitive market "war chest" to attract these visitors to existing and new products/experiences.

## PRODUCT DEVELOPMENT INVESTMENT

Currently, Moore County finds itself at a competitive disadvantage. Almost all of its competitive NC counties (top 30 of the 100 in the state) are investing 60-90% more into their respective destinations, via room occupancy taxes (ROT), than Moore County currently does. The opportunity now exists to double our investment by increasing the ROT from 3% to 6%, which will provide two very important investment strategies: (1) increase marketing by 33% and (2) new tourism products by 66% that will position the County competitively with the other top visitor destinations in the state. Without this advancement, Moore County will continue to see market shares stagnate, while those surrounding communities expand.

Our county's market share based on visitor spending within North Carolina is 2.02%. Implementation of new product development has the potential to increase that to 2.31%\*, translating to visitor spending of \$507M (+15%) (\*based on 1990's date when ROT investment percentage was comparable throughout the state). The assessment of Moore County's tourism products revealed a significant opportunity; a new sports complex which would potentially drive \$146 million in new visitor spending and local tax over the first 10 years of its operation.

## UWHARRIE REGIONAL TOURISM INITIATIVE

A new program launched in April will create and market an innovative tourism region targeting North Carolina visitors interested in outdoor recreation with an emphasis on millennials. Moore County will be a key partner as it has the largest lodging and hospitality infrastructure in place and will benefit by linking and marketing additional tourism assets in the county region including mountain biking, water recreation (lakes and streams), hiking trails and equestrian venues, to name a few. Other partners in the program include regional land trusts as well as municipalities that have been invited to join the program.

10.9M



DIGITAL MARKETING CAMPAIGN  
TOTAL IMPRESSIONS



# DESTINATION ASSETS SPOTLIGHT

## BUSBEE ROAD POTTERS

The modern era of Seagrove pottery began in 1917 with the arrival of a married couple from Raleigh, Jacques and Juliana Busbee, both artists who loved pottery. The Busbees traced an orange pie dish back to its source, which led them to the Seagrove area. Here they discovered potters who were producing not only orangeware and redware but also salt-glazed pottery. The Busbees recognized the local potters as true American craftspeople and set out to bring Seagrove pottery to a wider audience. They founded Jugtown Pottery a few miles from Seagrove. The first potter hired by the Busbees was James Owen (1866-1923), grandson of Joseph Owen (1823-1905) one of Seagrove's earliest potters.



## THE HOUSE IN THE HORSESHOE

Also known as the Alston House, this historic home is located in northeast Moore County, and is a historic site managed by the North Carolina Department of Cultural Resources' Historic Sites division. The home, built in 1772 by Philip Alston, was the site of a battle between loyalists under the command of David Fanning and the patriot militiamen under Alston's command on either July 29 or August 5, 1781 (the date being unclear in available records). The battle ended with Alston's surrender to Fanning, in which Alston's wife negotiated the terms with the loyalists.

## MOORE COUNTY AIRPORT (SOP) - "KEY GATEWAY TO THE HOME OF AMERICAN GOLF"

A full-service, general aviation airport, located less than 5 miles from all area resorts, golf courses and private country clubs. The airport features a 150' x 6,500' grooved runway with ILS/GPS approaches with MALSR. The terminal is state-of-the-art with spacious meeting rooms, Wi-Fi and exclusive pilot services. The airfield is open to aircraft 24 hours a day and the FBO hours are 8:00 am to 8:00 pm daily.



## WEYMOUTH WOOD-SANDHILLS NATURE PRESERVE

Weymouth Woods Sandhills Nature Preserve is a unique window onto the longleaf pine forests that once covered millions of acres in the southeastern U.S. The lanky pines – some of them hundreds of years old – tower over expanses of wiregrass and rare and intriguing species, including the red-cockaded woodpecker, pine barrens tree frog, bog spicebush, fox squirrel and myriad wildflowers. A network of short, easy trails provides an outdoor classroom for ranger-led hikes that teach about this ecology or for quiet contemplation. With limited understory, the forest is a natural theater for birding and viewing

wildlife. The visitor center's museum-quality exhibits explore the longleaf forest, its flora and fauna and its unique history.



# NEW PLACES TO GO, NEW THINGS TO DO

## TOURISM RELATED BUSINESSES THAT OPENED IN 2015-2016

New Harris Teeter in the Pinecroft Shopping Center located on Highway 211 in Taylortown  
 New Lowe's Food located in Morganton South on Morganton Road in Southern Pines  
 Firehouse Subs on US Highway 1 in Aberdeen  
 Carthage Cafe and Bakery (Aroma Cafe) in Carthage  
 Hardee's on US Highway 15-501 in Carthage  
 Splash Pad at Rassie Wicker Park in the Village of Pinehurst  
 Steve's TK Pizza on Morganton Road in Southern Pines  
 Quality Inn on US Highway 1 in Aberdeen  
 Super 8 Motel on US Highway 1 in Aberdeen  
 Longleaf Golf & Family Club opened the Bottlebrush Short Course  
 Talamore Golf Resort opened the New Course  
 JRat Defense Lab (virtual gun range) on Morganton Road in Southern Pines  
 McDonald Artisan Farm in Aberdeen  
 Double Eagle Bar & Grill in downtown Aberdeen  
 Champan's Food & Spirits in downtown Southern Pines  
 Theater Bar & Grill in the Theatre Building in the Village of Pinehurst  
 CharBar 7 in Southern Pines  
 Famous Toastery in Southern Pines  
 The Deuce at Pinehurst Resort  
 Kick Back Jacks on US Highway 15-501 in Southern Pines  
 Zaxby's - coming soon  
 Huddle House - coming soon

**35.7M** MOORE COUNTY  
TOURISM TAX REVENUE  
GENERATED

**RevPar \$83.72**

STRONGEST IN REGION

TOURISM  
DIRECT JOBS

**5,450**