

April 2017



## From The CEO

### *A Fresh Look at Destination Positioning*

More now than ever it's time to challenge conventional wisdom in the world of tourism marketing. May I suggest checking out author and speaker, Andrew Davis, who was the keynote for the annual NC Tourism 365 Conference held in March on the topic of, "Stake your Claim."

Davis contends that all too often destinations are entirely too generic in positioning their brand. Simply put – if your goal is to be the destination for everyone, in reality it means you're not for anyone. Instead, determine what your real, authentic connection is with your visitors and then, "stake your claim."

In our case we proudly position our destination as the "Home of American Golf" and support that claim in numerous ways from the role the area played in the development of golf in America (Donald Ross, Tufts Family, etc.), to hosting many USGA and other major golf events. Then, add testimonials from satisfied guests and other stories about great service and experiences and you have our claim.

This same principle can be applied to your business – what makes you truly unique and how can you substantiate that for your current and future customers and guests?

We'd love to hear from you with your ideas and comments. What's your claim?

Safe travels.



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### BITS OF HISTORY

In 1844, John Tyrant Patrick, purchased 772 acres of cleared land from Luther and Mary Speare, and 22 acres, including a millpond, from Peter Blue. The acreage became Pinebluff and the lake, Pinebluff Lake. The town was incorporated in 1899. The intention was to create a winter resort, but that never materialized.

Facebook at [www.facebook.com/homeofgolf](http://www.facebook.com/homeofgolf)

Twitter at [www.twitter.com/usahomeofgolf](http://www.twitter.com/usahomeofgolf)



## Marketing & Community Relations

- \* It's been a busy few weeks for the marketing department hosting travel media to the area. If you missed it, you can still watch a TWC (now Spectrum) *Around Carolina* video featuring Southern Pines at [www.twcnews.com/nc/triad/news/around-carolina.html](http://www.twcnews.com/nc/triad/news/around-carolina.html)
- \* The CVB hosted travel freelance travel writers who will have a feature story running in the August issue of *AAA Carolinas* magazine about the Pinehurst Harness track and the 100th anniversary of the Fair Barn.
- \* And to wrap up the March calendar, the editor and design staff from *Our State Magazine* came to town to research upcoming stories. Turns out we came up with 7 ideas that will find their place in the pages of the magazine over the next 12 months or so.
- \* Community Ambassador Volunteers are busy assembling welcome bags for visiting groups, including the 1,000+ swimmers participating in this year's Open Water Champs and RHF Military Mile/Southern Zones Open Water Champs, Hosted by Sandhills Sandsharks and NC Swimming on June 2nd in Seven Lakes.
- \* The number of mobile restaurants is on the rise. A current listing of food trucks based and operating in Moore County has been compiled to assist event planners. To request a copy, contact [bstewart@homeofgolf.com](mailto:bstewart@homeofgolf.com).
- \* A new and improved Meridian Zero kiosk can be found in the Visitor Information Center, open Mon-Fri 9am-5pm. Using the new kiosk, visitors have full access to [www.homeofgolf.com](http://www.homeofgolf.com), destination videos, and a digital guestbook survey.

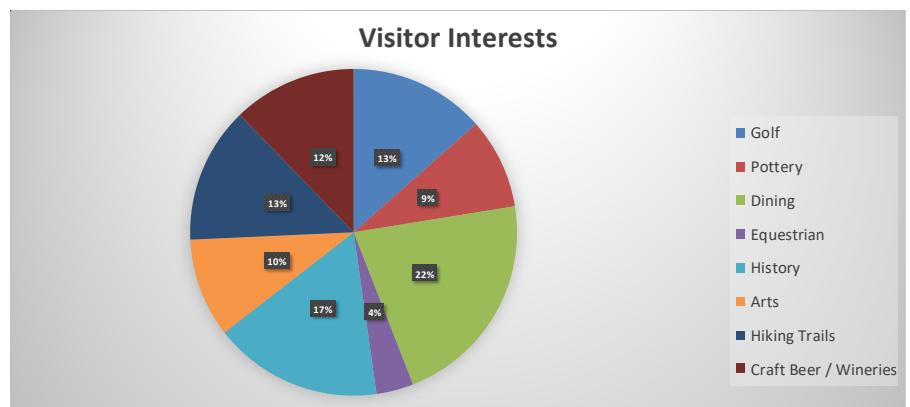
*For those interested in tourism marketing and economic development, check out the concepts of Place Making, from Dr. Katherine Loflin and Stake Your Claim, by Andrew Davis. Enlightening and idea-stimulating to be sure.*

### On the Move in Local Tourism...

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

- \* Jason Montgomery – new Director of Soccer for AC Sandhills
- \* Sarah Emmett – Marketing Consultant at Pine Needles/Mid Pines
- \* Rick Biggs II, — Bonefish Grill General Manager
- \* Farewell and Good Wishes to Lindsey Simmons as she leaves the Convention & Visitors Bureau and begins a new career direction at Aging Outreach Services.

## Visitor Information Center: Walk-In Visitor Interests



## Introducing the New Marketing Co-Op Program

The CVB will be launching the '17-'18 Marketing Co-op Program on April 12th. We will be presenting the new options for all current and potential marketing co-op partners. Featured will be the new golf creative that is currently included in print campaigns. Guest speaker for the event will be



## Who's Coming to Town

- \* Questers of NC – April
- \* Old Dominion Packard Club – April
- \* Construction Professionals of NC – April
- \* Pinehurst Concour d' Elegance – May
- \* The Applique 'Society – May
- \* AC Sandhills Soccer Club- May



*“The origin of miniature golf, like many things, is difficult to nail down with absolute certainty, but some sources say it goes back to the Ladies Putting Club, not unexpectedly at St. Andrews, Scotland. In the U.S., credit often goes to the Thistle Dhu miniature golf course at Pinehurst, North Carolina, which opened in 1916.” J. McKee*

### Seasonal Best Bet Events

#### April

- ◆ Pinehurst Matinee Races
- ◆ Cypress Bend Vineyard Jazzy Fridays
- ◆ Weymouth Chamber Music
- ◆ Pinehurst Live After Five
- ◆ 4-in-Hand Driving Event
- ◆ Southern Pines Springfest

#### May

- ◆ Brews and Blues Festival at Malcolm Blue Farm, Aberdeen
- ◆ Pinehurst Concours d' Elegance
- ◆ Carthage Buggy Festival
- ◆ Cameron Antiques Festival
- ◆ Roosters Wife Concerts, Aberdeen
- ◆ NC Symphony
- ◆ Carolina Classic Polocrosse

#### June

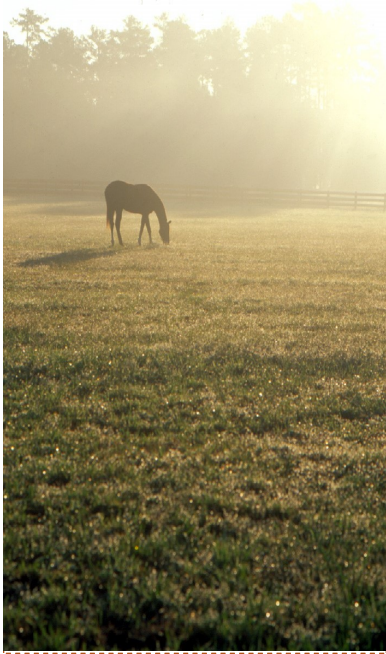
- \* First Fridays in Southern Pines
- \* Live After Five in the Village of Pinehurst

For details, go to:  
[www.homeofgolf.com/events](http://www.homeofgolf.com/events)

## What's New & Improved in the Area

- \* The Corner Store Village of Pinehurst– Offering local specialty food products like Ben's Ice Cream and Pik n Pig BBQ sauce along with convenience store basics
- \* Rudino's Pizza and Grinders in Southern Pines (old Shuckers/Grotto Grille)
- \* Kung Fu Chinese Restaurant (in PineCroft, Harris Teeter shopping center)
- \* Culinary Tours of the Pines, Pinehurst—Walking and tasting tours in the historic village
- \* Roasted and Toasted – new food truck serving coffee and waffles in Pinecrest Plaza parking lot daily
- \* Pizza Hut (in Morganton Park South retail complex in Southern Pines-where new Lowes Food is)
- \* Zerillo's – new pizza shop in the HT shopping center (Mill Creek) in Carthage
- \* Habeneros Taquiera—Southern Pines (across from ballfields)
- \* Anytime Fitness of Southern Pines (Kohls Shopping Center) – Open 24 Hours





## Tourism Topics & Economics

Moore County Partners in Progress has embarked on a project to develop a countywide community and economic development strategic plan that will identify and address critical economic growth and development issues in Moore County. Such a plan will help guide economic development efforts countywide so Moore County can be more competitive and successful in attracting new jobs, investment, and talent to its communities. They are working with The Hayes Group, an experienced team of economic development and planning professionals, to create the plan.

To that end, Partners in Progress is asking for input from citizens throughout the County. Together with The Hayes Group, they have created an online survey that can be accessed using this link: <https://www.surveymonkey.com/r/MooreCoOnline>

Partners in Progress asked for our assistance to reach as many people as possible. We encourage you to click on this link: <https://www.surveymonkey.com/r/MooreCoOnline> and provide your ideas and opinions as part of this important project.

On behalf of Partners in Progress, thank you for your time and participation.

*For equestrian folk, Southern Pines provides 4,000 acres of riding trails at the Walthour-Moss Foundation.*

### Tidbits & Points of Interest

- \* John Tyrant Patrick founded Chimney Rock, NC besides Southern Pines and Pinebluff.
- \* Pinehurst, Southern Pines and Aberdeen are in the Top 50 safest towns in North Carolina as reported by Alarms.org, the official site of the National Council for Home Safety and Security.
- \* North Carolina is the ninth most populated state in the country.

## Mattress Makeovers: Hotels don't Skimp on Sleep

When it comes to hotel room mattresses, designers are considering much more than how soft or firm they are, reports USA Today. These days, they are examining products with pocketed coils, cooling gel foam, memory foam, and moisture-wick fabrics that protect the mattress. They are deciding on height, shape and size. They are testing out a variety of toppers, covers and protectors. It's so important that Fairmont Hotels and Resorts spent 18 months testing out mattresses, which typically last seven to 10 years. "Realistically, it's the one part of room that gets used the most during the guest's stay," said a Fairmont representative. "It has the most potential to have an upside and potential to have a downside if we don't get it right."

## Millennials Shape Hotel Food and Beverage Programs

It is no secret within the hotel industry that millennial travelers represent a crucial growth market, and this generation's sensibilities are shaping things like hotel design and technology, but they're heavily influencing hotel food and beverage programs as well, reports SmartBrief. For instance, to appeal to millennial travelers' desires for a connection to the local community, which often translates into a draw towards local and specialty foods, the Arlo hotel in New York stocks guest mini-bars with locally sourced, artisan products. Hotels are increasingly focusing on the unique experiences that their food and beverage offerings can provide, in addition to creating destinations that will attract both hotel guests and foot traffic.



*Just another day in the Home of American Golf®*

## Upcoming Big Fun Events for All

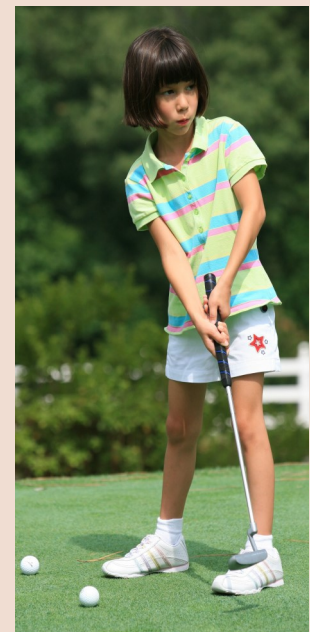
Call your friends and family and invite them to visit for a weekend of family fun at these upcoming events. Lots of lodging options can be found at [www.homeofgolf.com/for-visitors/area-lodging](http://www.homeofgolf.com/for-visitors/area-lodging). Add great food options and you'll be coming back for more!

- \* *Springfest*
- \* *Cameron Antiques Festival*
- \* *Concours d' Elegance*
- \* *Firefest*
- \* *4-in-Hand Event*
- \* *Statewide Star Party*
- \* *Celebration of Spring in Seagrove, A Pottery Tour*
- \* *Prime Time Dressage Show*
- \* *Carthage Buggy Festival*
- \* *The Rooster's Wife: Rob Ickes and Trey Hensley*
- \* *21st Annual North Carolina Peach Festival*
- \* *U.S. Kids Golf Teen World Championship*

Find more details, go to the [Events page](#).

## Golf Factoids

- \* Men's North & South Amateur Championship-Pinehurst No. 2 — since 1901
- \* Women's North & South Amateur Championship-Pinehurst No. 2 — since 1903
- \* The Ryder Cup, Pinehurst No. 2 - 1903
- \* LPGA Pinewild Championship, Pinewild Country Club — 1995
- \* U.S. Women's Amateur Public Links Championship, Legacy Golf Links — 2000
- \* U.S. Senior Women's Amateur Championship, Mid Pines Inn & Golf Club — 2002
- \* US Kids Golf World Championship since 2005
- \* NC Golf Panel ranked 33% of local courses in *Top 50 Courses You Can Play* in North Carolina for 2017.



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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 for residents and visitors alike.

[www.homeofgolf.com](http://www.homeofgolf.com)

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## 2015 Tourism Impact Facts for Moore County

Visitor Spending \$441.84 million

Payroll \$101.04 million

Employment 5,450

State and Local Tax Receipts \$35.69 million\*

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

*Home of American Golf*