



PINEHURST
SOUTHERN PINES
ABERDEEN
AREA

Convention & Visitors Bureau



From The CEO

Youth Golf Transforms Summer

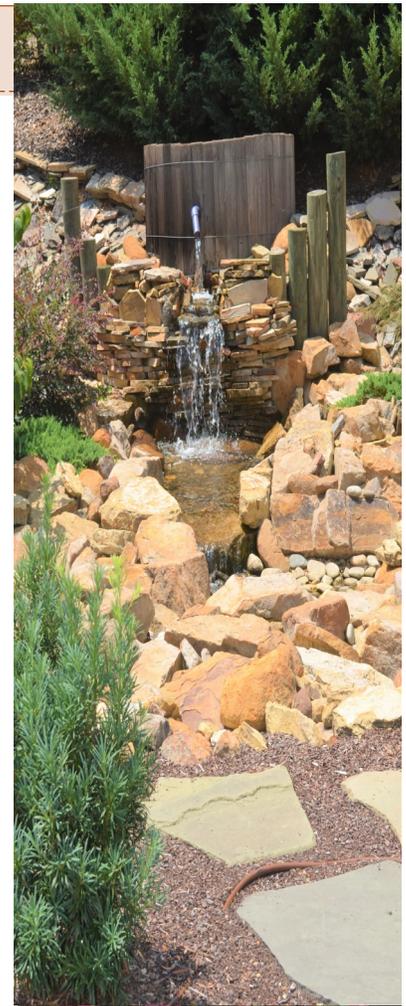
We're accustomed now to the early August arrival of young, eager golfers from around the globe to compete in THE largest golf championship for youngsters, U.S. Kids Golf World Championships (along with their sister event, US Teens Golf Championship the week prior). With players and families, these gatherings total over 5,000 attendees and generate over \$6 million in sports tourism economic activity annually.

Having the advantage of perspective, it's imperative we don't make the mistake of taking this unique event for granted. Twelve short years ago, these two youth golf events didn't exist here and summers in the Sandhills, from a tourism perspective were quite different, as in much slower. Based on lodging revenues alone, the two months of July and August now drive 34% more revenue than prior to 2006. This growth is realized through increased lodging room rates and hotel occupancy.

Who is behind this summer transformation? We have two gentlemen to thank – Dan Van Horne, founder and CEO of US Kids Golf, and Peter Stillwell with Tar Heel Communications, who shepherded this project from inception to its current status.

The CVB welcomes your thoughts and ideas on how to build Moore County tourism. It supports 5,730 jobs throughout our communities, and in 2016 tourism revenues increased 6.1% over 2015. But we can never afford to take it for granted.

Safe travels.



INSIDE THIS ISSUE

Marketing & Sales Updates.....	2
Who's Coming to Town	3
New & Improved in the Area.....	3
Seasonal Best Bets.....	3
Tourism Topics & Economics....	4
Big Time Events for All.....	5
Staff Information.....	6

BITS OF HISTORY

E.C. Eddy moved to Pinehurst in 1907 to assist photographer Edmond L. Merrow to take pictures of travelers at a resort. He set up his own studio and would move to North Carolina for winters and New Hampshire for summers to catch both locations for their most popular tourist seasons. He had a 38-year career in North Carolina and some of the images can still be found on old postcards from those years.

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

Facebook at www.facebook.com/homeofgolf

Twitter at www.twitter.com/usahomeofgolf



Marketing & Sales Updates

- * Ad sales have started for the 2018 Official Destination Guide. Make sure you have an ad that will be seen by 50,000 consumers in 2018. John Balhouse is our representative and can be reached at jbalhouse@compassmedia.com
- * The PGA Championship FAM was a great success for area tourism. The CVB co-hosted, along with Pine Needles and Pinehurst Resort, 20 golf tour operators and media from the US and several European countries.
- * The next CVB Connect, a local tourism networking gathering, will be held on September 7th. Lisa Long, llong@homeofgolf.com, will be coordinating the event.
- * Investment in the '17-'18 CVB marketing co-op program increased by 30% .
- * **2017 US Kids Golf World Championships** by the numbers:
 - 2,148 players from 52 countries and all 50 states
 - 14 different area golf courses were used
 - 7 holes-in-one recorded
 - 12,400 miles was the furthest a player travelled (Australia)
 - Over the course of two weeks, there were 2 World Championships, 3 Parent-Child Championships, 2 Team Championships, and 2 Van Horn Cup Championships played

The U.S. Kids Golf World Championships have been renewed for the Home of American Golf through 2020.

On the Move in Local Tourism...

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

- * Raymond Ou, new owner and GM of Beacon Ridge Golf Club
- * Akshat Patel, owner of the Comfort Inn
- * Luis Rivas, GM of the Homewood Suites by Hilton
- * Christy Burns, Director of Sales at the Homewood Suites by Hilton

New Creative Ready for Destination Marketing

The CVB spent the last year and half developing a new creative marketing campaign in conjunction with Bouvier/Kelly (Greensboro, NC). The goal for the agency was three fold: (1) build a new entertaining and impactful creative message that can be delivered across multiple channels, (2) expand our reach to a new generation of visitors while continuing to excite the existing base, and (3) leverage the considerable brand equity we own in the golf heritage space.

Specific targets include leisure golf, meetings, sports, weekend travel, and in-state markets. We welcome our destination partners to share their thoughts on this new direction, and we will continue to update the industry via this newsletter, website, and other media.

Improving Event Experiences

Over the past five years, artificial intelligence and machine learning have made substantial inroads into the mainstream and into our daily lives. Products such as Siri, Amazon Echo, and Google Home are fulfilling our desires for immediate answers, resolutions, and general information, and that has led to the surging popularity of **chatbots**. Messaging apps, including WhatsApp, Facebook Messenger, and Slack, all incorporate some text-based AI to help us connect.

With the AI market expected to grow to \$4.05 billion by 2020, according to research firm [Markets and Markets](#), it is clear these new self-learning and ever-improving technologies have limitless potential in a variety of industries, including events and conferences.

“With text-based services like meeting agendas, scheduling, floorplans, feedback polls and surveys, **chatbots** like [Scens.io's Concierge EventBot](#), [Event2Mobile's Eva](#), [ConfBot](#), and [Morph.ai](#), can help event planners customize and personalize information to fit attendees' needs in an easy-to-use manner, allowing attendees and organizers make the most of their time and resources. For additional information: <https://skift.com/2017/08/02/chatbots-are-the-future-of-meeting-and-event-communication-and-networking/>



Who's Been to Town and Yet to Come

- * EDPNC Board Meeting
- * NC Golf Panel Annual Meeting
- * Carolinas Chapter of American Association of Clinical Endocrinologists
- * Local Government Conference for Attorney's and Paralegals
- * NHRA Summit & IMDRA World Finals
- * Welsh Terrier Rescue Meeting



From the NC State Budget Office...Effective July 1, 2017, the total amount of reimbursement for state employees' travel will be increased 4.09% for in-state expenses and 4.25% for out-of-state expenses.

Seasonal Best Bet Events

August

- * Tribute to ABBA
- * Movies by the Lake
- * Drafts and a Laugh

September

- * Live After Five
- * First Friday
- * Autumnfest 2017
- * Jazzy Fridays at Cypress Bend Vineyard

October

- * Holly Arts & Crafts Festival
- * Cameron Antiques Festival
- * American Craft Week in Seagrove

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

What's New & Improved in the Area

- * 305 Trakside is a new venue available for social gatherings
- * Pinehurst Resort's Short Course (9 holes), designed by the Hanse Group, will open this fall
- * Pinehurst Pizza re-opened after repairs completed. Along with a new look, menu options have been changed and new ones added.
- * Zaxby's is under construction next to Chili's on Hwy. 15-501

Opportunities and Activities for Volunteers

CVB Volunteers were busy this summer! We kicked it off with a tour of the Cameron & Carthage area. Our volunteers stuffed 3,720 welcome bags and helped at multiple events like the Women's Trans Amateur Golf Championship, and the U.S. Kids & U.S. Teens World Golf Championship. To close our action-packed summer, we will be visiting the new Sandhills Discovery Room at the Weymouth Woods Nature Preserve!

We had the pleasure of working with our intern, Dianna Hughes, this summer. Dianna is majoring in Public Relations & Journalism at Appalachian State University and is a rising Junior. Through her internship, Dianna assisted with overseeing the completion of welcome packets, gained experience in PR and Marketing, and helped with CVB events.

Free Tour of the Busbee Road & Seagrove Pottery Area

Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau (CVB) Volunteer Recruitment Tour from 9am -2pm on Wednesday, September 20th
 Contact Emily Jack to reserve your spot today!

Phone: 910-692-3330 ext. 242, Email: ejack@homeofgolf.com



Tourism Topics & Economics

Domestic Visitor Spending Jumps to Record \$22.9 Billion

The EDPNC and Visit North Carolina are pleased to announce that 97 of the state's 100 counties saw increases in visitor spending in 2016, Moore County being among them.

Domestic visitors spent a record \$22.9 billion statewide in 2016, an increase of 4.4 percent from the previous year. State tax receipts as a result of visitor spending neared \$1.2 billion in 2016, and local tax revenues directly resulting from visitor spending totaled more than \$693 million. Visitor expenditures directly supported 219,094 jobs and generated nearly \$5.6 billion in payroll income across North Carolina.

"North Carolina is an exceptionally beautiful state loved by residents and visitors," added Wit Tuttell, Visit NC Vice President. "North Carolina's position as the sixth most-visited state in the nation with more than 48 million visitors in 2016 reinforces its status as a premier tourism destination."

The visitor spending figures come from an annual study commissioned by Visit North Carolina and conducted by the U.S. Travel Association. The study uses sales and tax revenue data, employment figures and other industry and economic data to determine the overall impact of visitor spending in North Carolina.

In Moore County, visitors spent \$468.86 million in 2016, a 6% increase over the prior year. This designates the county as the 11th largest tourism economy in the state.

Tidbits & Points of Interest

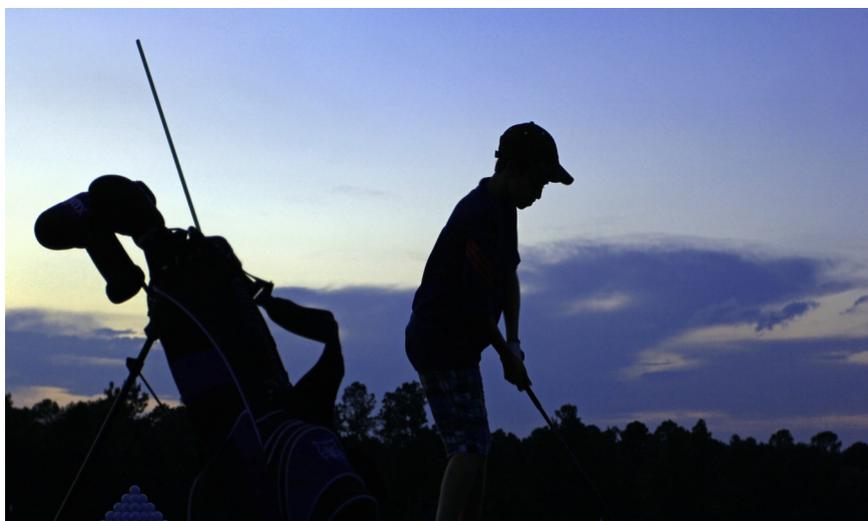
- * Pine Needles Golf Resort Hotel was an exquisite five-story landmark in Southern Pines that opened in 1928. Its Jacobean-Tudor architecture provided grand views of Pine Needles golf course. It closed in 1929 after the stock market crash. It was sold in 1948 and reopened that same year as St. Joseph of the Pines hospital. In 1967, the facility shifted its mission from acute medical care to long-term care which it maintains today.

What is a Chatbot and Why Should you Care?

According to Wikipedia, a chatbot (also known as *IM bot*, *interactive agent*, a *talkbot*, *chatterbot*, *Bot*, *chatterbox*, or *Artificial Conversational Entity*) is a [computer program](#) which conducts a [conversation](#) via auditory or textual methods.^[1] Such programs are often designed to convincingly simulate how a human would behave as a conversational partner, thereby passing the [Turing test](#). Chatbots are typically used in [dialog systems](#) for various practical purposes including customer service or information acquisition. Some chatterbots use sophisticated [natural language processing](#) systems, but many simpler systems scan for keywords within the input, then pull a reply with the most matching keywords, or the most similar wording pattern, from a [database](#).

The term "ChatterBot" was originally coined by [Michael Mauldin](#) (creator of the first [Verbot](#), Julia) in 1994 to describe these conversational programs.^[2] Today, chatbots are part of [virtual assistants](#) such as [Google Assistant](#), and are accessed via many organizations' apps, websites, and on [instant messaging](#) platforms such as [Facebook Messenger](#).^{[3][4]} Non-assistant applications include chatbots used for entertainment purposes, for research, and [social bots](#) which promote a particular product, candidate, or issue.

Now you know a little more than your kids about the technology they use almost every waking minute of the day. And, you'll know what the term means when discussing the technology needed for a conference when a meeting planner comes to town. Chatbots can help event planners customize and personalize information to fit attendees' needs in an easy-to-use manner, allowing attendees and organizers make the most of their time and resources.



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. Add great food options and they'll be coming back for more!

Find details at the HomeOfGolf.com [Events page](#).

- * Movies by the Lake, Aberdeen Lake Park
- * Drafts and a Laugh, Aberdeen Lake Park
- * Do your tattoos tell a story?, Campbell House
- * First Friday, Southern Pines
- * Pinehurst Live After Five, Village of Pinehurst
- * Eats, Beats, and Brews, Village Arboretum
- * Autumnfest, Southern Pines
- * Holly Arts & Crafts festival, Village of Pinehurst
- * Sunshine Boys, Judson Theater, Sandhills Community College
- * Make Your Own Glass Pumpkin, Starworks
- * 71st Annual Moore County Agricultural Fair, Carthage
- * Classical Concert Series - Chanticleer, Southern Pines
- * Cameron Antiques Fair, Cameron

Golf Factoids

Do you know anyone who plays disc golf? Did you know that Moore county has several 'courses' you can play? Here is a list of where you can enjoy a new 'spin' on playing golf.

- Carthage in Hillcrest Park
- Robbins in Bear Creek Park
- Southern Pines in Reservoir Park
- Pinehurst in West Pinehurst Park

And if you need equipment locally, you can find it at Flowland in Aberdeen.



Convention & Visitors Bureau
10677 US Hwy. 15-501
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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

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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