

## *DMN - Destination Marketing News*

Moore County's Tourism Update – Jan/Feb. 2014

Produced by the Convention & Visitors Bureau

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## *Tourism News*

### ***Happy 2014 and What a Year it will be for Moore County!***

#### **2014 US OPEN CHAMPIONSHIPS UPDATE**

As the anticipation builds for the 2014 U.S. Open Championships, the DMN continues to be your source of the latest information on the community's hospitality and marketing efforts being created for this important two-week period. Here's the latest:

- **U.S. Open Visitor Center Services Training**  
In June 2014 Moore County will welcome over 400,000 visitors over a two-week period for the Men's and Women's U.S. Open Championships. To adequately prepare those who will provide visitor services for attendees, the CVB is partnering with Sandhills Community College to provide free training sessions for staff and volunteers, tentatively set for May 2013. The CVB will operate visitor information centers in the following locations during the U.S. Opens – Main Office/VIC in Southern Pines, RDU Airport (lower level Terminal B), U.S. Open Championship Main Entrance, Pinehurst, and other potential locations TBD.

In addition to volunteers and staff members operating these locations, other entities that will be invited include: hotels, restaurants, golf courses and other local businesses, USGA staff/volunteers, and any other organizations involved in U.S. Open activities interested in participating. These training sessions will cover the following: (1) overview of the U.S. Open Championships' operation, (2) history of the area, (3) tourism products/services available – hotels, restaurants, golf courses, attractions, etc., (4) FAQ & how to provide directions, (5) explanation of resources available at VIC – visitor guides, maps, websites, mobile apps, etc., (6) customer service training. The class will take place at the SCC Dedman Center and be taught by CVB and SCC instructors/professionals. Upon completion of the class, those attending will receive a certificate of completion. For more information contact the CVB at 910.692.3330 or via email - [chunt@homeofgolf.com](mailto:chunt@homeofgolf.com).

- **U.S. Open Housing – Private Home Rentals**  
Private home rentals will play an important role this year in providing the necessary housing for Open spectators, operations, volunteers, media and others attending the Championship weeks in June. To improve this process for consumers, home owners

and realtors involved, the CVB has partnered with the Pinehurst-Sothorn Pines Area Association of Realtors (PSPAAR) to develop a new technology-driven solution. By integrating the private home rental inventory for the U.S. Opens with the existing PSPAAR Multiple Listing Service (MLS), all posting and searching for homes will be easier and more efficient. Paula Nash, Association Executive, her staff, and the board at PSPAAR are to be commended for working quickly to create this new process that will bring more visitors to the area to stay during the Opens (in lieu of staying in neighboring county hotel rooms) which will help generate more visitor spending and room occupancy taxes for Moore County. Need more info – contact Cristy at the CVB or Paula at 692-8988.

- Ticket sales continue to increase as the excitement grows for the 2014 first-time ever back-to-back version of the U.S. Opens (Men’s & Women’s) at Pinehurst No. 2. For all the information on individual and group spectator & hospitality ticket options go to <http://usga.usopen.com/>.
- Prior to past U.S. Opens and Women’s Opens, the CVB worked closely with event organizers to develop an official area banner that local businesses could use to show their support for and welcome visitors to our area (leading up to and during the Championships). The CVB has initiated a similar proposal to the USGA for 2014 and hopes to have information in the near future on this program for local businesses that are interested, so stay tuned.
- The Homeofgolf.com web site has been updated to include area golf course rates and links to spectator lodging from surrounding counties for the 2014 U.S. Open Championships. Please direct anyone requesting rooms for the events including volunteers to <http://www.homeofgolf.com/play-golf/2014-us-open>.

### **PINEHURST RESORT TO HOST CONCOURS D’ ELEGANCE THROUGH 2017**

The Pinehurst Concours d’Elegance and Pinehurst Resort have reached an agreement to extend their contract for the vintage auto showcase through 2017. The inaugural Pinehurst Concours was staged at the Home of American Golf in 2013 and returns for a second year the first weekend of May 2014. The original contract was for three years, and a successful event last year prompted talks to extend the agreements between the two parties for an additional two years. For ticket information, go to [www.pinehurstconcours.com](http://www.pinehurstconcours.com) or by calling 910-973-6594. In addition, **Pinehurst Concours tickets** are available in the Pinehurst Resort Main Pro Shop, Carolina Hotel Newsstand and Village Putter Boy Shop.

### **‘MOORE OPPORTUNITY’ IS NOW ‘MOORE ALIVE’**

Designed as a new key economic development drive for Moore County, the Moore Opportunity program has been renamed ‘Moore Alive’ and has been launched as a landing page [www.moorealive.com](http://www.moorealive.com) . By March 31<sup>st</sup> it will morph into a complete website that will be the go-to location for information about Moore County for those wanting to move or invest in the area. The CVB is working closely with Moore County Partners in Progress on this important initiative,

and updates will continue to be featured in The Pilot newspaper. Contact Caleb at the CVB if you have specific questions or ideas.

### **CANADIAN TOURISM TO THE UNITED STATES – TAKE NOTE**

According to the World Tourism Organization (UNWTO) Tourism Highlights 2013 Edition, Canadians have the third highest per capita tourism spend in the world behind Australia and Germany. Findings include:

- Canadians spent an average of \$1,007 per person on travel in 2012 compared to \$266 per person by Americans
- 65% of Canadians hold a passport compared to only 35% of Americans
- Most Canadians (56%) book their travel online, 12% by phone, and 8% someone else makes plans
- Forrester Research found the American leisure travelers who book on line dropped to 47%

### **INITIAL 2013 TOURISM TOTALS ADD UP NICELY**

Nationally, the tourism industry continues to be one of the sectors leading the way toward economic recovery, and Moore County is no different. Final totals will not be available until late February, but the initial totals are encouraging – here is some of the data released for Moore County:

- Year-to-date total hotel room sale revenues have registered a 8% increase for 2013 over the prior year
- Specific aggregate hotel metrics for the year are all up:
  - Occupancy % - + 2%
  - Average Daily Rate (ADR) - + 4%
  - Revenue Per Available Room (RevPar) - + 5%

With the 2014 U.S. Open Championships just months away, the expectation is that these key measurements will continue to build leading up to the event, providing a spark for the local economy and the big payoff in June when significant increases in visitor spending will positively impact both sales and occupancy tax totals for the year, as well as reduce the County unemployment rate. The CVB is working with the USGA and NCSU in developing even better measurements of the US Opens impact in 2014.

### **MID PINES AWARD**

While the big kahuna in the area, and venue for the Back-2-Back Opens, Pinehurst No. 2 gets most of the national press these days, for the uninitiated there's more than just one Donald Ross gem grabbing headlines this season. Built in 1928, Mid Pines Inn & Golf Club, located in nearby Southern Pines has undergone its own transformation under the caring tutelage of golf Architect, Kyle Franz. Folks are starting to stand up and take notice. Point in case, Golf Magazine just announced this course restoration as the top resort redo for 2013 –quite an honor indeed. Read more about it here in this article found in the January issue of the magazine <http://www.golf.com/tour-and-news/best-new-courses-2013?page=3>. Make sure you add it to your to-play list for 2014.

## *Marketing & Public Relations*

### **2014 VISITOR GUIDE IS AVAILABLE**

With five different covers to highlight the various features and events in the area, the 65-page official visitors' guide is sure to capture the attention of visitors and residents alike. With the U.S. Opens coming to the area in June, there are in-depth stories about the history of golf and the Sandhills. Dining, activities, major events and profiles of past and present contributors to our ambiance and charm are found throughout. And, the guide is available digitally on the CVB's website at <http://www.homeofgolf.com/visitor-guide-order-form>. The guides will be available at NC Welcome Centers, AAA offices in NC, RDU, the CVB, and consumer golf and industry trade shows.

### **HOLIDAYS IN THE HOLLIES PROGRAM RESULTS**

The CVB asked participants in the Holidays in the Hollies program for their feedback on their results of the campaign to stimulate room occupancy and bump revenue during the traditionally quiet time between Thanksgiving and New Year's. If your property has additional information you'd like to share about the program, please email Claire at [cphillips@homeofgolf.com](mailto:cphillips@homeofgolf.com). Results will be ready for the next issue.

### **MEDIA BUY AND CO-OP MARKETING PROGRAM FOR '14-'15**

In consideration of the upcoming Opens and the impact they will have on area businesses, the CVB is starting its media purchase well in advance of the spring in order to provide co-op partners with marketing opportunities before June. Ideally, the co-op program will launch in early April and partner commitments will be confirmed by mid-June for the start of the fiscal year on July 1, 2014. Preference will be given to current partners who have fulfilled their financial obligations to date. Stay tuned for updates on the co-op launch.

### **SANDHILLS IN THE MEDIA SPOTLIGHT**

The golf and travel industry are shining the spotlight on the area with more editorial in several current issues. Check out GolfWeek, Global Golf Post, Ohio Magazine and Midwest Golfing Magazine to name a few. Our marketing co-op partners should enjoy greater benefits from the ads running in these high-profile issues.

## *Meetings & Conventions*

### **2015 N.C. GOVERNOR'S CONFERENCE ON TOURISM**

The Pinehurst Resort and the CVB – Pinehurst, Southern Pines, Aberdeen Area has been chosen to host the 2015 N.C. Governor's Conference on Tourism March 7-10, 2015. The annual N.C. Governor's Conference on Tourism is the state's premier travel industry event, bringing together 500 leaders from all over the state to catch up on the latest trends and issues facing the travel industry. Participants come from throughout the state: resorts, attractions, destination marketing organizations, hotels/motels, vacation rental companies, restaurants, retail outlets and industry publications.

### **LOCAL RENOVATIONS AT MEETING PROPERTIES**

The Carolina dining room will complete a \$1,000,000 renovation by the end of February 2014. The new renovations include additions to the Food & Beverage options including Chef-inspired seasonal cuisine, "Farm to fork" menu, featuring locally-grown products from Moore County and North Carolina.

## **CARLSON WAGONLIT TRAVEL FORECASTS TOP 2014 MEETING TRENDS**

Companies will hold more but smaller events next year, according to Carlson Wagonlit Travel (CWT), which recently published its predictions for the most significant meetings industry trends of 2014. Fueling that growth will be the following trends, according to CWT:

- More focused meetings: “Clients will continue to hold more events, albeit on a smaller scale,” CWT says. “With more access to big data, planners are able to tailor and adapt events to suit individual attendee requirements, from personalized invitations, to bespoke mobile itineraries on arrival, to interactive voting at the event.”
- More short-haul meetings: “Clients will continue to opt for more domestic or short-haul destinations to ensure cost-saving compared with long-haul destinations favored in the past,” CWT observes.  
<http://www.successfulmeetings.com/Conference-News/Research-White-Papers/Articles/CWT-Forecasts-Top-2014-Meeting-Trends/>

## **Who's Meeting in Moore County?**

Moore County will be hosting the following meeting & convention groups January - March.

- Construction Professionals of NC
- NC Neurological Society
- NC Society of Directors of Volunteer Services
- 2014 Shamrock n Roll Road Race
- 2014 Scully - Cannon Wedding

## **Upcoming Tourism Meetings & Tradeshows**

- Meeting Professionals – Carolinas Chapter – January
- Association Executives of NC – February
- 2013 NC Governor's Conference on Travel & Tourism – March
- NC Defense Business Expo and Symposium - March

## **Check it out – New Places and Things to Do**

Take time to visit and try these new and soon-to-open businesses in the area. Let your guests know about the new additions to their Sandhills' experience. Additional information can be found at [www.HomeOfGolf.com](http://www.HomeOfGolf.com). Check out the specials and events calendar. The **free** Mobile App is another great way to find all things Sandhills as well. Apple and Android devices – look for, “Visit Pinehurst NC.”

- Social 165 -- Pinehurst
- Gemma's Trattoria – Southern Pines
- Casa Mexicana – Aberdeen
- Nanas Deli – Southern Pines
- D&D Coffee Plus – Seven Lakes

- Buffalo Wild Wings – Opening Summer 2014
- Brixx Wood Fired Pizza – Opening Winter 2014

If you're looking for a great gift or VIP idea, the "Village of Pinehurst – Walking Tour" book is 136 pages of great information and photographs of the village then and now. If you would like to purchase the coffee-table styled book, please contact Karen Davis at the CVB to order.

## *On the Move for Tourism in Moore County*

A warm welcome and congratulations to staff that have been promoted or moved into new positions that impact area tourism and hospitality:

- Eric Kuester, Director of Group Sales, Pinehurst Resort
- Paul Jarrett, Executive Chef, Country Club of Whispering Pines.

### *SPECIAL AWARDS/RECOGNITION*

**James McDermott**, Director of Sales for the Homewood Suites by Hilton at Olmsted Village, has been selected as the 2014 NC Lodging & Restaurant Association - Lodging Employee of the Year. Lynn Minges, President and CEO of NCLRA, writes about the honor: This Award is presented to an individual lodging employee who is highly successful in the eyes of his/her fellow NCRLA members in community involvement, contributions to the industry and who has enhanced the overall image of their chosen profession. In general, the Lodging Employee of the Year has shown an interest in "protecting and promoting" the hospitality industry.

- Great Job Jim!

If you have information you would like to share to keep everyone up to date on additions or changes to your staff, please contact Karen Davis at the Convention & Visitors Bureau at [kdavis@homeofgolf.com](mailto:kdavis@homeofgolf.com)

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**The Convention & Visitors Bureau for the Pinehurst, Southern Pines, Aberdeen Area is an economic development organization and non-profit authority of Moore County, North Carolina. The CVB mission is to promote the area as a destination for visitors, meetings, conventions and tours, and is funded primarily by a three percent hotel / motel room occupancy tax paid by visitors to Moore County.**  
[www.homeofgolf.com](http://www.homeofgolf.com)