

Destination Marketing News (DMN)

Moore County's Tourism Update

October/November/December 2014

Produced by the Convention & Visitors Bureau



Become a fan on Facebook at www.facebook.com/homeofgolf

Follow us on Twitter at www.twitter.com/usahomeofgolf

www.HomeofGolf.com

Tourism News

CVB TAKES PLATINUM AND GOLD AWARDS AT DMANC CONFERENCE

Moore County's Convention & Visitors Bureau (CVB) was recognized by the Destination Marketing Association of North Carolina (DMANC) during the association's annual awards ceremony recently held in Winston-Salem. The CVB received four first-place awards (platinum) and one second-place award (gold). The CVB was awarded more platinum awards than any other destination marketing organization (DMO) within the state. The Destination Marketing Achievement Awards honor and showcase innovative, best practices, creativity and outstanding efforts in tourism marketing.

SPORTS ALLIANCE UPDATE

The October meeting of the newly formed Sports Alliance (SA) focused on learning more from other established sports destinations in our state as key leaders in the field join the meeting. This engaging session will allow the CVB to better understand what works and doesn't work when a community wishes to formalize its sports tourism efforts. In addition the SA will obtain information about the NC Sports Association (the CVB is a new member), its mission, and their upcoming marketing activities. If you're interested in sports development in our county and knowing more about SA contact Caleb Miles or Bev Stewart at the CVB.

FISCAL YEAR SETS NEW RECORDS

Operating on a fiscal year calendar, some of the CVB's key measurements run on this July 1 to June 30 timetable, while others use the more traditional calendar year approach. Here are some of the results:

- Hotel Room Sales based on Room Occupancy Tax – due in large part to the 2014 U.S. Open Championship lodging activity (commercial and private home rentals), the county realized the largest collection ever, registering a 32 % overall gain in FY 2013/14 (the largest annual percentage increase ever as well).
- During this 12-month period, 5 high-water marks were set for highest hotel room sales for a month on record for Jan, Feb, March, May, and June, all in 2014.
- Visits to the CVB website during the first 7 months of 2014 also jumped ahead of prior year by a whopping 44%.

- Hotel metrics (measured on a traditional calendar year Jan. to Dec.) continue to gain strong momentum with ADR (Average Daily Rate) setting another record in 2013 up 5% over the prior year, while RevPar (Revenue Per Available Room) grabbing the top spot as well for 2013 with a 4% gain over 2012.

Needless to say it was a record-breaking year on many fronts. We'll share more of this information when we release the 2014 CVB Annual Report this winter.

CVB SUPPORTS FEASIBILITY STUDY FOR NEW SPORTS COMPLEX

The Pilot has reported on this story recently, but if you missed it – the CVB Board has agreed to fund a portion of a feasibility study on a specific track of land, primarily in Aberdeen, to determine its market potential, economic impact, cost estimates, conceptual layout/design and strategies for funding and management/marketing. The CVB funding for the study is contingent upon a signed acceptable option for the land. Partners in Progress is also playing a key role in the development of this important project that could reshape the Sports Tourism landscape in the county for decades. Stay tuned on this one.

DIVISION OF TOURISM ESTABLISHES NEW IDENTITY AS PUBLIC/PRIVATE PARTNERSHIP

The Visit North Carolina tourism staff is settling into their new offices as part of the new Economic Development Partnership of North Carolina. The new offices are located at 15000 Weston Parkway, Cary, NC 27513. New emails are designed as firstname.lastname@visitnc.com.

Main Offices: (919) 447-7801 (Tourism); (919) 447-7800 (Film). Websites: www.edpnc.com (Industry) www.visitnc.com (Consumer)

Staff:

Wit Tuttell, Executive Director
(919) 447-7740, wit.tuttell@visitnc.com

Suzanne Brown, Media Relations
(919) 447-7766, suzanne.brown@visitnc.com

Guy Gaster, NC Film Director
(919) 447-7759, guy.gaster@filmnc.com

Ashlee Kirk, Industry Relations
(919) 447-7765, ashlee.kirk@visitnc.com

Cheryl Mauro, Visit NC & NC Film Assistant
(919) 447-7761, cheryl.mauro@visitnc.com

Andre Nabors, Partner Relations
(919) 447-7771, andre.nabors@visitnc.com

Kathy Prickett, Tourism Marketing
(919) 447-7769, kathy.prickett@visitnc.com

Mark Shore, Director of Tourism Marketing
(919) 447-7760, mark.shore@visitnc.com

Marlise Taylor, Director of Tourism Research
(919) 447-7748, marlise.taylor@visitnc.com

Heidi Walters, Director of Partner & Industry Relations
(919) 447-7762, heidi.walters@visitnc.com

Information on the state's tourism marketing plan and activities will continue to be available at ncommerce.com/tourism as well as at partners.visitnc.com.

CVB VOLUNTEERS – HERE TO HELP YOU AND PROMOTE THE DESTINATION

Volunteers are currently working on a Visitor Information Center beautification project that will result in updated area information that is easier to find, and the project will create a more enjoyable space to relax as questions are answered by volunteers and staff. If you have an updated brochure you would like displayed in the Visitor Information Center (VIC), please contact Lindsey Simmons at lsimmons@homeofgolf.com.

The CVB is partnering with nonprofits to outfit the VIC with art that depicts area attractions. Let us know if you have information, besides a brochure, that you would like to display i.e. poster.

The CVB is currently recruiting volunteers to staff the VIC. If you are interested or know someone who is, contact Lindsey at lsimmons@homeofgolf.com.

Recently, volunteers toured the renovated Country Club of Whispering Pines villas along with the new local souvenir shop & general store, The Blue Horse Market. If your property has undergone recent upgrades and would like to share them with the CVB volunteers so they have the most updated information to share with visitors, contact Lindsey.

PINE NEEDLES & MID PINES PLACE IN GOLF WEEK'S TOP 25

Pine Needles Lodge and Golf Club, and Mid Pines Inn and Golf Club announce they have been placed in the Top 25 of the "Ultimate Guide to Golf Course Living & Great Escapes" by *GolfWeek Magazine*. The guide showcases the Top 100 courses in the country, and Mid Pines has created the biggest splash of all. According to Henry Robinson, the East Coast Sales Manager for *GolfWeek*, Mid Pines has made the biggest one year leap of any course in America. Mid Pines jumped from #64 last year to #18 this year.

The course at Mid Pines has undergone a total restoration over the past year, and was recently named 'Best U.S. Restoration of the Year' by *Golf Magazine*. The restoration was designed to recapture many of the original designs while at the same time bringing its greens into the modern age with the finest agronomic technology. The original Donald Ross inspired course was redesigned by Kyle Franz, a golf course shaper and architect with worldwide experience.

The Pine Needles Golf Course is ranked #22 on the list by *Golf Week*, which places both courses in the Top 25. This distinction is only held by a handful of other golf courses in the United States, such as Brandon Dunes, Kohler Resorts, and Streamsong.

Marketing & Public Relations

CONSUMER GOLF SHOWS FOR 2015 – SIGN UP NOW

The CVB has made its selection for the golf shows it will attend with marketing co-op partners for the 2015 show season. The CVB will provide the booth and incentive for sign-ups. Partners will be able to bring a piece of their promotional material/special when they staff the booth. If you are interested in participating, please contact Karen Davis at kdavis@homeofgolf.com.

Jan 23-25, 2015

Columbus, OH Golf Show – North Coast

Feb 6-8, 2015

Washington, DC Golf Show – North Coast

Feb 20-22, 2015

Toronto Golf & Travel Show

Feb 27-March 1, 2015

Somerset, NJ Golf Show – North Coast

Feb 13-15, 2015

Grand Rapids, MI – to be determined

2015 OFFICIAL VISITORS GUIDE NEARING COMPLETION

The CVB, in partnership with CompassMedia, Inc. for the second year is developing the 2015 Official Visitors Guide for Moore County. The lifestyle-type magazine will include fresh photography and stories that residents as well as guests will enjoy. The guide is distributed at consumer and trade shows, NC visitor centers throughout the state, local businesses, key events in Moore county, and it is available online which makes the publication virtually global. The theme for this year's guide is "Deeper Connections" which amplifies the scenic beauty, friendly people, and experiential nature of the destination. The guide will be ready for distribution by early January and is an annual publication.

RALEIGH MEDIA MISSION

The CVB represented the destination (Moore County) at the Raleigh Media Mission in August. The event was held at the Museum of Natural History. Over two dozen destinations from across the state were there to welcome media and talk about the latest news and attractions offered by their destination. The result of these events it to generate story ideas that writers will highlight in their publications and freelance stories. The CVB has had stories published in Our State magazine and Charlotte Epicurean as a result of these missions. The CVB generally exhibits at two of the three missions scheduled each year – one in NYC, one in North Carolina, and one in the southeast that has high tourism traffic to the state.

Meetings & Conventions/Facilities & Renovations

PINEHURST RESORT - CONGRATULATIONS

Congratulations to Pinehurst Resort from *Meetings and Conventions*. In the November issue of M&C, Pinehurst Resort will be featured as a Gold Key winner. For over 30 years, M&C has been awarding deserving meeting properties, catering departments and convention and visitors bureaus with this award that is bestowed solely from the feedback and testimonials of their audience, the full-time meeting planner. Pinehurst Resort is also a Hall of Fame winner having received at least 12 Gold Awards.

PINE NEEDLES' CREST COURTYARD IS OPEN FOR BUSINESS

The Crest Courtyard is Pine Needles newest dining addition. Guests can enjoy the luxury of dining outside in the courtyard overlooking the large stone fireplace. The serene ambiance and exceptional comfort will make your outdoor dining experience the most pleasurable. If you are planning a meeting or just coming for a drink at the outside bar or dining with friends and family, the Crest Courtyard will fill your every need. Please contact the Sales Office at (910)693-3207 or email ally.mckinlay@rossresorts.com

WEYMOUTH CENTER FOR ARTS & HUMANITIES

Weymouth Center is perfect for business meetings, seminars or retreats. Not only one of the most beautiful and historic settings in Southern Pines, and home to the NC Literary Hall of Fame, Weymouth can accommodate organizations from large to small. The Boyd House and surrounding grounds offer privacy and a broad variety of options including the 100-seated theater style or 163 standing Great Room and adjoining Covered Veranda. The upstairs Conference Room, a beautiful and comfortable space for 30, overlooks the magnificent property and is filled with light and ambiance. The house affords options that can be tailored to suit your needs.

The downstairs of the house may be rented in its entirety, which also gives your organization use of the Boyd Library and Garden Room. A full Kitchen and gracious Dining Room with French doors opening onto the back lawn, individual gardens and patio with tables complete the amenities unique to this historic site. Enjoy the beautiful garden areas for break out groups or simply enjoy the grounds and home, tour guides available upon request. Dedicated parking on site. For booking information, please contact 692-6261.

TECH TRENDS THAT WILL SHAPE HOSPITALITY

These are exciting times. The rate of technology change is accelerating with thousands of ideas, apps and innovations bubbling up to help meeting planners, exhibitors, venues and other meeting participants to do their jobs better. This annual review covers many of the major events technology trends to watch for this coming year. Mobile event apps have become mainstream and will continue to grow in 2015.

http://www.corbinball.com/articles_future/index.cfm?fuseaction=cor_av&artID=9207

AMERICAN EXPRESS MEETINGS & EVENTS 2015 GLOBAL FORECAST

According to the American Express Meetings & Events 2015 Global Meetings Forecast (“the Forecast”), meetings are expected to play a critical role in a return to business fundamentals in 2015, a trend which should help drive the long-term health of the industry. Following a period of economic recovery for the meetings industry as well as new budget pressures in 2014, 2015 meeting budgets are likely to show positive movement, either through growth or less of a decline than was seen previously. This is due to powerful drivers, such as compliance, global expansion, and standardized processes that can help to reduce risk and elevate the visibility and strategic importance of meetings programs within companies. The 2015 Forecast breaks down predictions by meeting type to provide more insight into the purpose of meetings and where business priorities lie. <http://www.marketwatch.com/story/american-express-meetings-events-predicts-global-expansion-of-meetings-activity-in-2015-2014-10-13>

Who’s Meeting in Moore County?

Moore County will be hosting the following meeting & convention groups in November and December 2014:

- 2014 Turkey Trot Marathon - November
- 2014 Senior Amateur Golf Tour - November
- Tragedy Assistance Program for Survivors - November
- NC Council of Community Programs - December
- 2014 Reindeer Fun Run – December

Upcoming Meetings & Tradeshows

- Marketing & Communication Conference - November
- Meeting Professionals Intl. Carolinas Chapter - at Pine Needles - November
- NC Defense Business Association - Events Committee - November
- Association Executives of North Carolina – Annual Expo - December

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. 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.”

- German Gasthof – Downtown Southern Pines
- Red Bowl Asian Bistro – Southern Pines
- Mean Bean Coffee - Harris Teeter Shopping Center in Whispering Pines
- Drum & Quill Publick House – Village of Pinehurst
- Cowboy Café - Carthage
- Me Janna Mediterranean Restaurant -- Olmsted Village, Pinehurst
- Filly & Colts Restaurant at Longleaf Country Club – Southern Pines

If you're looking for a great gift 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. It is also available at the Given Library in the Village of Pinehurst.

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:

- Ashley Bender – Residence Inn, Director of Sales

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

Convention & Visitors Bureau Staff:

Caleb Miles, President & CEO	cmiles@homeofgolf.com
Beverly Stewart, Director of Sales	bstewart@homeofgolf.com
Claire Phillips, Director of Marketing & PR	cphillips@homeofgolf.com
Karin Toomey, Information Technology Manager	ktomey@homeofgolf.com
Lisa Long, Marketing & Publications Manager	llong@homeofgolf.com
Karen Davis, Office Manager	kdavis@homeofgolf.com
Lindsey Simmons, Volunteer Services Manager	lsimmons@homeofgolf.com

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