

September 2016



## Destination Marketing News (DMN)



If you're a regular reader of DMN you may notice something different. That's right; we've kicked things up a notch and reformatted the design and content with the goal of improving our communications to our key stakeholders. Claire Berggren, Director of Marketing & PR is the architect of this redesign, so please let her know your thoughts/ideas.

Every year about this time we receive the county tourism impact numbers for the prior year, which may not seem overly exciting, but for us it's one of the key ways to measure the progress of destination marketing in Moore County. So here we go – visitor spending at \$441.8 million for 2015 was up 0.7% over the prior year! Not impressed with the growth percentage? Well, like anything else – to fully understand you have to put the numbers into context. Remember that little event in 2014, the U.S. Open Championship(s)? Its impact on the county and state was substantial, so quite frankly we anticipated a drop the following year. Plus 0.7% all of a sudden sounds pretty darn good! And that's not all. Out of North Carolina's 100 counties, Moore County boasts the 11th largest tourism economy in the state. Pat yourself on the back – we're in some pretty impressive company.

I look forward to sharing insights, ideas, and maybe some inspiration in the upcoming issues of Destination Marketing News. We are so fortunate to call Moore County home and have hospitality as a major pillar of our economy, so next time you see a visitor - consider telling them Thank You. Share a local story or favorite place to visit. After all, they are the lifeblood of tourism and we can never afford to take them for granted.

Safe Travels.

*Caleb Miles*



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### BITS OF HISTORY

The legendary Ellis Maples, a Donald Ross prodigy, designed two courses included at The Club of the Sandhills. At the Country Club of Whispering Pines, Maples employed open, hard pan rough sparsely covered with native pine straw and love grass. These characteristics have garnered the courses a reputation as the most natural 36 holes in the Sandhills.

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

- \* Destination Marketing Association International (DMAI) , Event Impact Calculator software, will be incorporated by the CVB. The tool measures the economic impact of an event and calculates its return on investment to local taxes. The tool is customized to our market and is automatically deployed with each qualifying event.
- \* The Pine Crest Inn will be publishing a menu brochure for Christmas & Holiday dining and events.
- \* **CVB Connect**—a quarterly event for local tourism-focused businesses. The CVB is looking for hosts for upcoming months. If you are interested in hosting, please contact Beverly.
- \* Caleb Miles, CEO , was awarded the Certified Destination Management Executive (CDME) designation following completion of a series of courses/written papers designed to enhance business acumen through an integrated executive program by DMAI.
- \* IAGTO North American conference drives media response from India and Brazil. The CVB plans to attend the 2017 North American Conference in Florida. Interested in attending? Contact Beverly Stewart.

*“In 2015, over 5,400 people were employed in the tourism industry within Moore County.” U.S. Travel Association*

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

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

- \* Amy Scott, General Manager at Towneplace Suites by Marriott
- \* Sonya Sasser, General Manager at Quality Inn
- \* Dimpal and Sam Patel, Owners of Super 8 Motel
- \* Kimberly Wood, Village of Pinehurst Welcome Center Coordinator

- \* **Habitat Business Build Kickoff Breakfast and You're Invited!** September 22nd at the Country Club of North Carolina 8:00 am. In 2017 Habitat for Humanity will continue its 28 year tradition of building homes for local families by hosting the 2017 Habitat Business Build. Make a family's dream come true and strengthen your company! Habitat staff and homeowners will meet with business leaders to plan home construction with Moore County business leaders. Pat Corso will discuss how this program provides economic value to the area. For details, call 910-295-1934 or go to [www.sandhillshabitat.org](http://www.sandhillshabitat.org) for more information.
- \* We need your feedback as the CVB prepares for the 2017 Marketing Co-Op program. Claire is looking for suggestions to increase the effectiveness of the program based on our partners' changing needs. Feel free to send suggestions via email. There will be a face-to-face opportunity as well.
- \* The cable television Golf Channel will again feature local co-op partners for a fall campaign that will run in the Metro-Charlotte market and News14.
- \* 2017 Destination Guide is well underway for design, content, and photography. If you are interested in placing an ad, contact John Balhouse at [jbalhouse@compassmedia.com](mailto:jbalhouse@compassmedia.com).
- \* The CVB recently contracted for new video to highlight family travel to the area. The new asset will be used for various destination promotion campaigns. See the new website for other destination videos.
- \* *Charlotte Magazine* featured a story on Southern Pines in its June issue.



## Groups & Conference Schedule

- \* Combat Veterans Motorcycle Association meeting in September
- \* Dixie Youth Softball Board Meeting in September
- \* NC Orthopaedic Association meeting in October
- \* East Coast Hockey Tournament in October
- \* ReMe Retreats in October
- \* Turkey Trot Marathon in November
- \* Uwharrie Regional Tourism meeting in September
- \* NC Council of Community Programs meeting in November
- \* Small Market Meetings in October
- \* Association of Executives in October
- \* NC Defense Business Association in November
- \* Meeting Professionals— Carolinas Chapter in November
- \* NC Sports Association in November
- \* Association Executives of NC annual tradeshow in December

***Did You Know?*** North Carolina is home to 186 wineries. The industry is focused on two grapes—the native muscadine and the European-style vinifera.

And, North Carolina is home to 41 distilleries producing Brandy, Bourbon, Gin, Liqueurs, Moonshine, Rums, Vodka, and Whiskey.

### Seasonal Best Bets

#### October:

- ◆ Autumnfest
- ◆ Annie Oakley Boom
- ◆ Holly Arts Festival
- ◆ Cameron Antiques Fair

#### November:

- ◆ Turkey Trot
- ◆ Blessing of the Hounds
- ◆ Festival of Trees
- ◆ Southern Pines Tree Lighting

#### December:

- ◆ Carthage Christmas Parade
- ◆ Holiday Pops Concert
- ◆ Reindeer Fun Run
- ◆ Early American Christmas at Malcom Blue Farm
- \* Village of Pinehurst Tree Lighting

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

## What's New or Improved Around the Area

- \* CharBar7 opened in Southern Pines.
- \* Famous Toastery opened in Southern Pines.
- \* Steve's Pizza & Hot Subs coming to Southern Pines.
- \* The Deuce at the Pinehurst Resort opened in September. The Donald Ross Room (former grill) will be used as a breakfast, lunch and dinner banquet venue for all types of events.
- \* Double Eagle Bar and Grill opened in Aberdeen.
- \* CrossRoads Coffee Co. in Vass (replaced the old Vass Buggy Town coffee location).
- \* TALAMORE announces THE NEW COURSE (remastered course).
- \* The Residence Inn by Marriott is currently renovating guest rooms which will include new bedding, furniture, and updated kitchen cabinets.



## Tourism Meeting & Trade Show Results

The **IAGTO area familiarization trips (FAMs)** and the International Association of Golf Tour Operators (IAGTO) - North American Conference June 26-29, 2016 was a resounding success. The CVB VP of Sales, Beverly Stewart along with area partners hosted a total of 21 golf tour operators during the pre & post FAMs. President/CEO Caleb Miles and VP Stewart met with over 50 golf tour operators during the scheduled appointment sessions at the conference hosted at the Pinehurst Resort.

Many thanks to the area partners who provided lodging, golf and meals for the FAM participants - Homewood Suites by Hilton, Springhill Suites by Marriott, Comfort Inn, TownPlace Suites by Marriott and Hampton Inn and Suites by Hilton, Pinehurst Resort, Residence Inn by Marriott, Legacy Golf Links, Longleaf Family and Golf Club, Mid Pines Resort and Pine Crest Inn. Local restaurants participating included Pik n Pig,

Pine Crest Inn, Filly & Colts, Southern Pines Brewery/Local Food Truck, In the Rough Lounge at Pine Needles and The Cornerstone at Pinehurst No. 9.

**Connect Marketplace** Vice President of Sales Beverly Stewart met with meeting planners during the annual Connect Marketplace, held in Grapevine, Texas. The annual conference brought together corporate meeting planners from across the U.S. Moore County's meeting facilities were showcased through prescheduled appointments and networking functions. Stewart also participated in the SportsNC hosted event for National & Regional rights holders and planners from across the U.S.

*“As a result of the successful IAGTO conference, the CVB projects potential new visitor direct spending could exceed \$15 million annually by 2018.”*

### Points of Interest

- \* Midland Road is home to 15 golf courses that line the six mile scenic journey from Pinehurst to Southern Pines.
- \* Carthage was home to the Tyson and Jones Carriage Works, one of the world's largest and most prolific buggy manufacturing plants.
- \* For 80 years, Pinehurst has been an East Coast hotbed for a sport that traces its history back further than any other known team sport— polo.
- \* The Pinehurst Harness Track is the oldest continuously operating equine sports complex in the state of North Carolina. It will be 100 years old in 2017.

### Upcoming Activities & Events

- \* **Community Ambassador Fall Area Educational Tour** A fall free area educational tour open to CVB Community Ambassador volunteers is in the works. If you would like CVB volunteers to tour the latest and greatest changes at your property/attraction, please contact Lindsey Simmons, lsimmons@homeofgolf.com. Visitor and Meeting Services organizes a quarterly tour for area Community Ambassador volunteers who staff the CVB Visitor Information Center which is open to visitors Mon-Fri, 9am-5pm at 10677 US HWY 15-501, Southern Pines.
- \* **New Antiques Trail Brochure** To better educate visitors, particularly “golf widows,” about the abundance of activities and unique shopping experiences in our area, the CVB is creating a new Antiques Trail brochure featuring the clusters of antique shops around Moore County. Copies will be available in October 2016, to request copies, contact Lindsey Simmons, lsimmons@homeofgolf.com.
- \* The Pilot newspaper, in its August 24th issue, featured a story on a recently-completed tourism study by NC State University for Pinehurst, Southern Pines, and Aberdeen.



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

## Tourism Trends

### **FY2017 Per Diem Rates for Federal Travelers Released**

The GSA released the fiscal year (FY) 2017 travel per diem rates, which will take effect on October 1, 2016. By law, GSA sets these rates for the Continental United States annually. Based on local market costs of mid-priced hotels, lodging per diem rates provide caps, or maximum amounts, that can be reimbursed to federal employees for lodging and meals while on official travel. As an additional savings measure, GSA's methodology includes taking five percent off of the final average daily rate in each location.

Moore County is considered CONUS/Standard and the Per Diem rate for 2017 beginning in October is \$91 for rooms.

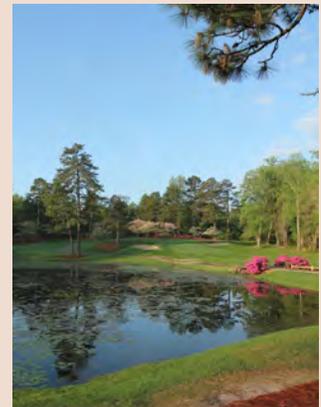
For more information on FY 2017 travel per diem rates, please visit [www.gsa.gov/perdiem](http://www.gsa.gov/perdiem).

### **Business travel: 'Bleisure' is now more than a buzzword**

Bleisure is big business, and while the melding of business and leisure trips has long existed, it has recently been growing, along with the use of the 'bleisure' buzzword. According to Travel Weekly's 2016 Consumer Trends report, the percentage of leisure trips that have a business component jumped to 17% this year, compared with 11% in 2012 and 14% last year. [www.travelweekly.com/ConsumerSurvey2016/Bleisure-is-now-more-than-a-buzzword](http://www.travelweekly.com/ConsumerSurvey2016/Bleisure-is-now-more-than-a-buzzword).

## Golf Factoids

- \* The North and South Amateur held in Pinehurst is the longest continuously running amateur golf event held in the country.
- \* Looking to meet a legend – how about one of the founders of the current LPGA, Peggy Kirk Bell, whose family owns and operates Pine Needles Resort which is another Donald Ross gem.
- \* Donald Ross designed Pinehurst No. 2, site of the 1999, 2005 and 2014 U.S. Open Championships. Pinehurst No. 2 will host the Open again in 2024.
- \* With the invention of the driving range at Pinehurst Resort in 1910 and the development of the first golf practice facility in North America in 1913, this area of the country has a legacy of golf training innovation that continues today.



Convention & Visitors Bureau  
10677 US Hwy. 15-501  
Southern Pines, NC 28387  
800.346.5362

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)

## CVB Staff and Contact Information

Caleb Miles, President & CEO  
[cmiles@homeofgolf.com](mailto:cmiles@homeofgolf.com)

Beverly Stewart, Vice President of Sales  
[bstewart@homeofgolf.com](mailto:bstewart@homeofgolf.com)

Claire Berggren, Director of Marketing & PR  
[cberggren@homeofgolf.com](mailto:cberggren@homeofgolf.com)

Karin Toomey, Information Technology Manager  
[ктоomey@homeofgolf.com](mailto:ктоomey@homeofgolf.com)

Lisa Long, Marketing & Publications Manager  
[llong@homeofgolf.com](mailto:llong@homeofgolf.com)

Karen Davis, Office Manager  
[kdavis@homeofgolf.com](mailto:kdavis@homeofgolf.com)

Lindsey Simmons, Volunteer Services Manager  
[lsimmons@homeofgolf.com](mailto:lsimmons@homeofgolf.com)

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

Twitter: [Twitter.com/usahomeofgolf](https://twitter.com/usahomeofgolf)

## 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*