

# *Destination Marketing News (DMN)*

## **Moore County's Tourism Industry Update**

September - November 2015

Produced by the Convention & Visitors Bureau (CVB)



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## *Tourism News*

### **2014 MOORE COUNTY TOURISM OUTPERFORMS MOST IN THE STATE**

Aided by the back-to-back U.S. Open and U.S. Women's Open at Pinehurst No. 2 in June 2014, visitor spending in Moore County increased 7.1 percent last year to nearly \$439 million, according to state officials. Moore County had the fourth-largest percentage jump in tourism revenue in North Carolina and ranked 11th of the state's 100 counties in total visitor spending.

Visitor spending directly supported 5,390 jobs in Moore County last year and generated almost \$97 million in payroll income. State tax receipts as a result of visitor spending approached \$22 million and local tax revenues were almost \$13 million, resulting in a tax savings per resident of \$370.

Domestic visitors spent a record \$31.3 billion statewide in 2014, an increase of 5.5 percent from the previous year. Ninety-seven of the hundred counties saw increases in visitor spending last year.

The annual study is commissioned by Visit North Carolina and conducted by the U.S. Travel Association. It 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.

### **SPORTS COMPLEX UPDATE**

The CVB continues to work with key stakeholders as it refines the plan for a new Sports Complex in Aberdeen and looks for ways to expand the effectiveness of destination and golf marketing for our county. In October, the CVB Board will vote on the completed plan which will then be presented to the Town of Aberdeen and County Commissioners. Please pass along your comments or questions on this important initiative to CVB CEO Caleb Miles at [cmiles@homeofgolf.com](mailto:cmiles@homeofgolf.com).

### **NEWLY-APPOINTED CVB BOARD OF DIRECTORS**

The CVB Board appointed the following slate of officers for FY 15/16 at its most recent board meeting: Chairman – George Little, Vice Chairman – Tom Beddow, and Secretary/Treasurer – Jack Bickart.

### **CVB RESEARCH RESULTS TO BE UNVEILED SOON**

Because the most effective destination marketing plans are research based, the CVB has contracted with Dr. Gene Brothers of NCSU for a tourism study this fiscal year. The survey was emailed to over 22,000 former respondents to CVB marketing communications and will provide valuable feedback in the areas of travel buying habits, seasonality, lodging and pricing preferences, destination brand loyalty, and demographics. Dr. Brothers was also the author of the 2014 Visitors Impact Study for the 2014 U.S. Open Championship developed in partnership with the USGA and the CVB. The CVB looks forward to sharing these results with tourism partners later this fall.

### **HOTEL ROOM SALES HIT RECORD IN JULY**

All indications are 2015 will be another summer of success. Coming off an amazing 2014 with the back-to-back U.S. Open Championships, this year has ascended new heights with a record room sales in July (\$4 million), and an expectation of similar proportion when the August room occupancy tax totals are revealed later this month. The CVB attributes a major part of the success to the U.S. Kids World and Teens Championships which set record attendance totals of their own for 2015. In addition, construction crews and business travel have driven solid gains in occupancy as well during the beginning of the third quarter.

### **CVB STARTS REDESIGN OF WEBSITE – HOME OF GOLF.COM**

As digital destination marketing continues to evolve at a record pace, websites continue to grow in importance as the chief portal for vital visitor information and interaction. And while the current site [homeofgolf.com](http://homeofgolf.com) has received multiple travel industry accolades, moving to the next generation of online effectiveness is essential. Some of the enhancements will include: responsive web design, improved content management software, improved search engine optimization, enhanced destination asset listings, maps, ambient video background, and social media interaction. In addition the CVB will be developing three new destination video assets that will be featured on the home page. Look for a launch of the new website by the end of the first quarter 2016.

## **Marketing & Public Relations**

### **2016 DESTINATION GUIDE ADVERTISING STILL AVAILABL, BUT ENDING SOON!**

If you would like your business to be represented in the 2016 Destination Guide, with 60,000 copies printed annually and available in digital format with links to your business, let us know. Space is still available, but not for much longer. Contact John Balhouse at CompassMedia to sign up. Email John at [jbaldhouse@compassmedia.com](mailto:jbaldhouse@compassmedia.com) or call him at 321-228-7493.

### **WELCOME HISTORIC ARCHITECTURE BUFFS!**

Throughout the towns, hamlets, and villages of Moore County, in central North Carolina, you will find a variety of historic residences and even a church that still bears the bullet marks from the Revolutionary War. While the area is known for golf and equestrian lifestyles, early Scottish settlers came and stayed for economic freedom they found in the turpentine and naval stores industry. Many of the properties have been added to the National Register of Historic Places. Here is one to visit while you are exploring the area.

**Bruce-Dowd-Kennedy House** is a historic home located at Carthage, Moore County, North Carolina. It was built about 1850, and is a one-story, five bay by four bay, double-pile Greek Revival style raised cottage. It has a low-pitched, broadly overhanging hip roof and an attached, full width, hip-roofed porch. The house was expanded twice by rear and side additions built at the turn of the 20th century. It has long been considered the oldest standing house in Carthage. It was added to the National Register of Historic Places in 1980.

### **CARTHAGE HERITAGE MURAL #2 IS COMPLETED**

If you want to see amazing art, make a stop in downtown Carthage to view the new work completed by artist Scott Nurkin, who painted the first mural. Scott comes from Chapel Hill. Mural #2 is beside Fidelity Bank at 205 Monroe Street. This mural honors James R. McConnell, a WWI pilot who lived in Carthage. He flew for France because the US hadn't joined in the war at the time he wanted to serve. He was shot down and killed in action. There is also a large monument to him at the McConnell-Gilliam airport beside Pik & Pig Restaurant in Carthage.

### **NERDWALLET.COM: TWO MOORE COUNTY TOWNS ARE BEST PLACES TO START BUSINESSES IN NC**

Aberdeen bills itself as a “quaint little railroad town steeped in history” and is famous for the Aberdeen Carolina & Western Railway, the largest privately held regional freight railroad in North Carolina. The community of about 6,500 residents recently got news that Reliance Packaging, which makes printed bags and rollstock, is expanding its operations in Aberdeen, bringing several dozen new jobs to the small town. Aberdeen has 540 businesses and roughly \$1.5 million in average revenue per business, according to the NerdWallet survey. The Moore County Partners in Progress, the region's economic development organization, has extensive information on Aberdeen's business community. The other Moore County municipality that made the list was the Village of Pinehurst, home of the Pinehurst Resort. (By Jonathan Todd posted in Small Business Published on May 11, 2015. Updated on August 3, 2015).

### **VOLUNTEERS NEEDED FOR SPECIAL PROJECT – CYCLENC ON SEPTEMBER 30th**

Volunteers are needed for Wednesday, Sept 30th! For details, contact Lindsey Simmons, Visitor & Meeting Services Manager - 910-692-3330 ext. 242. Help welcome 1,200 CycleNC cyclists at the Welcome/Hospitality Tent as they arrive in Southern Pines for a fun evening on their CycleNC Mountains-to-Coast Ride across North Carolina. The area last hosted the cyclists in 2000.

The week-long trek through the scenic back roads of North Carolina begins Sept. 26 at the Waynesville Recreation Center and ends Oct. 3 at Middleton Park in Oak Island. Other stops include Hendersonville, Shelby, Lumberton and Whiteville. Cycle North Carolina was developed to promote the state's scenic beauty, heritage tourism, visitor attractions, historic sites, state parks, fitness, healthy lifestyles and the benefits of cycling. "Mountains to Coast" riders have made stops in more than 100 North Carolina towns and visited nearly 700 communities across the state in the past 16 years. The route typically rotates between the northern, central and southern areas of the state.

**And**, weekly volunteers are needed for the Visitor Information Center Monday through Thursday 9am-1pm, or 1pm-5pm. Contact Lindsey Simmons, Convention & Visitors Bureau, Visitor & Meeting Services Manager - 910-692-3330 ext. 242

### **SAVE THE DATE: CVB CONNECT NETWORKING EVENT**

When: 5pm-7pm, Wednesday Oct 21<sup>st</sup>

Where: Thyme and Place Café, 155 Hall Ave, Southern Pines (by Pony Espresso)

What: Connect with other area tourism industry business leaders and experience one of the newest café & event spaces in Moore County. Thyme & Place signature tea and treats will be provided. Drawings and door prizes! Don't miss it.

### **LUNCHEON FOR CVB VOLUNTEERS SCHEDULED FOR NOVEMBER**

CVB volunteer educational tour & appreciation luncheon ~ volunteers will tour Carthage including the newest mural, new shops, the Carthage museum, and enjoy lunch in one of the restaurants in early November so they can better recommend visitors attractions in our beautiful County seat. Contact Lindsey Simmons at [lsimmons@homeofgolf.com](mailto:lsimmons@homeofgolf.com) if you'd like your business included on the tour.

## ***Meetings & Conventions/Facilities & Renovations***

### **CVB VICE PRESIDENT OF SALES ELECTED TO THE AENC BOARD OF DIRECTORS**

The CVB Vice President of Sales, Beverly Stewart, has been elected to the **2015-2016 AENC Board of Directors**. As an Affiliate Director she will serve for one year. This is the second time she has served on the AENC Board as well as various AENC committees.

### **ASSOCIATION EXECUTIVES OF NC – ANNUAL TRADESHOW**

The CVB, along with Hampton Inn & Suites by Hilton, Homewood Suites by Hilton and Pine Needles – Mid Pines resorts will be at the Association Executives of North Carolina – Annual Tradeshow on Thursday, December 10th in Raleigh. We look forward to seeing you there!

### **THREE REASONS THAT FACE-TO-FACE MEETINGS STILL MATTER**

If you want to be a leader in your industry and your company, you have to make appearances and build the relationships that fuel business.

In the highly globalized B2B business arena, it's easy to lean on technology for all communication, but that may not be the best decision for your business. With GoToMeeting, Google Hangouts, social media and email, some business leaders can't see the point in physically meeting with customers. But if you want to scale a company and build trust with customers, physical presence still matters.

The business value of travelling to customers — or just hosting a companywide meeting with your employees — far offsets the costs and hassles. Even if you run a cloud-based B2B software company, as I do, you can't just stay cooped up in your office. If you want to be a leader in your industry and your company, you have to make appearances and build the relationships that fuel business. So when it comes to building a business, three principles guide me.

## 1. People buy from people

Even in the age of ecommerce, people want to buy from people when they make significant purchases. In most cases, B2B products and software are no small investment. My company, SysAid, makes IT service management software for other organizations, and while it's not the most expensive item on their budgets, it's essential. IT departments rely on our software to serve their users and keep entire companies running.

That is why my colleagues and I will fly anywhere to meet with prospects. We can't hide behind clever marketing or branding when our mission is to build trust and demonstrate that we provide better service than our competitors. If we weren't even willing to pay a visit, we'd be sending the wrong message right off the bat. We want customers to know that we'll go to any length to serve them, and convincing them begins with a good first impression. A video chat doesn't cut it.

To read about reasons 2 and 3, please visit the link below:

[www.bizjournals.com/bizjournals/how-to/growth-strategies/2015/07/3-reasons-that-face-to-face-meetings-still-matter.html?page=all](http://www.bizjournals.com/bizjournals/how-to/growth-strategies/2015/07/3-reasons-that-face-to-face-meetings-still-matter.html?page=all)

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

Moore County will be hosting the following meeting & convention groups in September, October and November:

- Spartan Race – September
- Cycle North Carolina - September
- NC Chapter - US Bowling Congress - October
- Annie Oakley Days – October
- Pinehurst Triathlon – October
- Turkey Trot Marathon - November

## *Upcoming Tourism Meetings & Tradeshows*

- Small Market Meetings, Little Rock, Arkansas – September
- 2015 Southeast Region Federal Construction, Infrastructure & Environmental (FEDCON) Summit - October
- Association Executives of NC - November
- Meeting Professionals – Carolinas Chapter – November
- TEAMS – November

## *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.

- Kick Back Jacks, Hwy. 15-501, Southern Pines (Tripps old location)
- Marias Mexican Restaurant, 211A Central Park Ave (Olmsted Village)
- Thyme & Place Café, 115 Hall Avenue, Southern Pines (Near Pony Espresso)
- The Hunt, 1 Market Square, Village of Pinehurst (Next to Dugan's)

## *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:

- Kara Simmonds, Events Assistant staffer, Village of Pinehurst Parks and Recreation
- Robbie Renee Larreau, GM at TownePlace Suites in Aberdeen (opening Winter 2016)
- Chris Brown, Director of Golf Operations at Tobacco Road
- Bobbie Rollins, General Manager at Residence Inn, Southern Pines
- John Holton, General Manager at Microtel Inn, Aberdeen
- Beverly Stewart, newly-promoted to Vice President of Sales at the CVB

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)

## **Convention & Visitors Bureau Staff**

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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)

