From the Desk of the (New) CEO

A NEW BEGINNING AND VISION FOR OUR DESTINATION

On Tuesday, September 4th, I walked through the door of the Convention & Visitors Bureau for the first time as its new President and CEO. Ironically, I grew up in a place where the first day of school was the day after Labor Day, so it’s easy to understand how nervous I was meeting my new classmates - or, in this case - colleagues, as I greeted them to start a new chapter in my career.

Titles aside, what we have at the CVB is a team of hard-working professionals who possess a profound knowledge of this iconic and globally-recognized destination. Collectively, we will work to continue to tell the story of the Pinehurst, Southern Pines and Aberdeen area, but also other places throughout Moore County, the 11th highest tourism economy in North Carolina.

Of course, golf is king in this destination and in 2019, we will host the U.S. Amateur and U.S. Women’s Senior Open as this area continues its deep relationship with the USGA as they stage these landmark national championships. But, our area is more than just golf.

The best days for this destination are ahead and I am proud and blessed to be a part of it. I’d be remiss if I did not thank my predecessor, Caleb Miles, for his outstanding service and contributions to this CVB for the better part of three decades. He set the bar very high, but our goal is to take things to a new level. Stay tuned!

Warmest Regards,

Phil Werz
President & CEO
North Carolina was the ninth-largest apple producing state in 2017. When measured by acreage, North Carolina ranks seventh. There are at least 28 cideries in the state.

VOLUNTEERS NEEDED FOR SPECIAL EVENTS

If you are interested in volunteering for special events, the CVB is always looking for volunteers to work at their hospitality table for events in the area like Cycle NC.

Please contact Emily Jack, CVB Services & Community Engagement Manager, with any questions or if you are interested in volunteering. Phone: 910-692-3330 ext. 242, Email: ejack@homeofgolf.com

GROUPS COMING TO OUR AREA (registration required)

- Cycle NC coming October 3, 2018 https://app.racereach.com/event/cycle-nc

Seasonal Best Bet Events

September
- Rooster Wife Concerts, Aberdeen
- 3rd Annual Pours in the Pines, Weymouth Center for the Arts, Southern Pines
- Concert: A Tribute to Johnny Cash, Southern P
- Eats, Beats, & Brews, Village of Pinehurst
- NC Symphony: Beethoven’s 5th at Lee Auditorium
- Christine Brennan Lecture, Carolina Hotel

October
- Autumnfest, Southern Pines
- Cameron Antiques Fair
- Weymouth Chamber Music
- "Love, Loss and What I Wore," Judson Theater, O'Neal School
- 40th Holly Arts & Crafts Festival, Pinehurst
- Oktoberfest, Village of Pinehurst
- Militia Muster, House in the Horseshoe

For details, go to: https://www.homeofgolf.com/area-events/

MOORE COUNTY HAS A LOCAL CIDERY— JAMES CREEK

James Creek Ciderhouse makes premium craft ciders from Southern heirloom and cider apple varieties grown in their orchards in Moore County, North Carolina and other NC family farms within 125 miles of the ciderhouse. They planted about 50 vintage apple trees in the winter of 2009 and now have about seven acres with over 65 varieties of apples, including such Southern favorites as Kinnaird’s Choice, American Golden Russett, Red Limbertwig, Hewe’s Crab, Blacktwig, Stayman and Yates. If you want more information about the ciders and what James Creek has available for the fall, email info@jamescreekciderhouse.com or call 910.695.5480. Website: www.jamescreekciderhouse.com

SIPPING CIDER THROUGH A STRAW— OR NOT?

Marriott follows Starbucks in dropping plastic straws - The days of plastic straws are drawing shorter. Marriott International became the latest big company to announce it will stop using plastic straws and plastic stirrers, saying it would remove them from its more than 6,500 properties by next July. It said the environmentally friendly move could eliminate the use of more than 1 billion plastic straws and about 250 million stirrers per year. Marriott said its hotels will "offer alternative straws upon request." As an alternative to plastic straws, Starbucks has said it developed a strawless lid. Starbucks and McDonald’s said they’re working together to develop a recyclable or compostable cup.
TOURISM TOPICS & ECONOMICS

2017 MOORE COUNTY TOURISM NUMBERS ARE LOOKING GOOD

Moore County tourism is alive and well. All measures increased in 2017. Total spending by visitors increased by 4.66% over 2016. Following that trend, payroll and tourism employment increased as well. And, most importantly, tax savings per resident was $408.54, a 2.7% increase. These numbers are provided by the U.S. Travel Association for VisitNC using the Travel Economic Impact Model (TEIM) updated August 2018. For additional statewide information go to, https://partners.visitnc.com/economic-impact-studies.

SEPTEMBER IS N.C. WINE AND GRAPE MONTH

North Carolina is home to 525 commercial grape growers and nearly 200 wineries. The state is also home to five American Viticultural Areas. Each is federally recognized for its distinctive combination of soil, climate, elevation and wine characteristics. While many of the state’s wineries are located in an AVA, wineries also can be found from Cherokee County in the mountains to Currituck County along the coast. Locally, you can enjoy Black Rock Winery and Cypress Bend Vineyards. Detailed maps of the state’s wineries, can be found at www.ncwine.org.

WHAT IS OVERTOURISM?

Overtourism occurs when there are too many visitors to a particular destination. “Too many” is a subjective term, of course, but it is defined in each destination by local residents, hosts, business owners and tourists. When narrow roads become jammed with tourist vehicles, that is overtourism.

The travel industry, like many others, focuses almost exclusively on growth, with little or no concern for the impacts. After decades of virtually uncontrolled growth, it has crossed a threshold: in many destinations, tourism now demonstrably creates more problems than benefits. This can take many forms; perhaps a million additional tourists are arriving in a capital city, or 20 additional tourists in a small, rural community. Overtourism is not just a big city issue; it has been documented in wilderness areas and national parks, and in places such as the Isle of Skye.

Overtourism is, therefore, not a new problem. However, while the term itself was coined in 2012, it did not hit the headlines until the summer of 2017. What made the news in 2017 was the sudden backlash from local residents, which had not happened before on any large scale.

There are many contributing factors to overtourism, and of course these will vary from place to place. Airbnb has been used as something of a scapegoat, as thousands of beds have suddenly been made available in towns and cities around the world, without being subject to any kind of planning, permits or – in many cases – taxes. Hosts can undercut nearby hotels.

But while Airbnb may have a supporting role, it is far from the leading player. If anything, it is more of a symptom of overtourism than one of the main causes. Local and national governments and tourist boards have long believed that more is better. For more, go to https://www.responsiblevacation.com/copy/what-is-overtourism.

Local Notes

* RIOT—running store has moved to new location, still in Southern Pines. Now on Broad Street.
* Pauline Ross, Manager, The Pine Inn Hotel in Pinebluff.
* Filly & Colts restaurant opens second location at Beacon Ridge.
* Southern Angel Donut Company opens second location in Robbins.
* Clean Juice opens in Southern Pines
* New Food Trucks: Berri Bowlful, Swanky Little Coffee Camper, Rome n Round Pizza, Buggy Town Coffee, Scone Mobile and Carolina Grind Coffee

The CVB, in partnership with TravelVideoNC, created a short video showcasing the area as a great place for families to visit and enjoy a variety of activities using US Kids Golf as the backdrop. You can watch the video at https://youtu.be/vzBowF4QgY0 (and share it too)
YOUTH ON COURSE PARTNERS WITH PINEHURST RESORT AND COUNTRY CLUB

Youth on Course – the non-profit organization providing young people with subsidized golf, college scholarships, paid internships and a caddie program – has partnered with world-renowned Pinehurst Resort and Country Club to include select golf courses to its portfolio of 900-plus member properties.

Youth on Course members may play courses No. 1, 3 and 5 for the usual rate of just five dollars. The addition of Pinehurst now headlines an impressive stable of U.S. golf courses in the Youth on Course portfolio. Members can take advantage of discounted rates at 34 different golf courses included in Golfweek’s “Best Courses You Can Play” list.

Besides Pinehurst No. 1, 3 and 5, other local courses include:

Mid Pines
Pine Needles
Southern Pines Golf Club
Whispering Woods

To find a complete list of locations, click here.

www.youthoncourse.org
Convention & Visitors Bureau
65 Community Road
Pinehurst, NC 28374
800.346.5362
E-mail: info@homeofgolf.com

Moore County’s destination organization, the CVB, is responsible for promoting the county as an attractive travel destination. The CVB enhances the county’s image as a desirable place to live and work. Through the impact of travel, our local economic position is strengthened and provides opportunities for people throughout our towns and villages.

www.homeofgolf.com

CVB Staff and Contact Information

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2017 Tourism Impact Facts for Moore County

Visitor Spending $491.28 million
Payroll $118.14 million
Employment 5,920
State and Local Tax Receipts $39.87 million*

*Source: U.S. Travel Association for VisitNC using the Travel Economic Impact Model (TEIM). Updated August 2018.