DESTINATION MARKETING NEWSLETTER

July/August 2019

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Play Our Video!

U.S. Kids Golf World Teen Championship
Viktor Hovland, 2018 U.S. Amateur Champion

homeofgolf  homeofamericangolf  usahomeofgolf
Busy Summer in the Home of American Golf

Summer used to be the ‘slow season’ inside the Home of American Golf, but not anymore, and especially this year! Two huge events take center stage in July and August in our area as the U.S. Teens World Championship (July 23-28) and U.S. Kid’s World Championship (July 29-August 4) winners are determined. More than 1,500 of the best junior golfers in the world descend upon our destination to compete for individual titles in a variety of age groups. Be sure to make plans to attend the Parade of Nations in the Village of Pinehurst on Tuesday, July 30 from 6-8pm and show your support for these current and rising stars in the world of golf.

Then, the 2019 U.S. Amateur takes center stage from August 12-18 at Pinehurst Country Club. Pinehurst No. 2 and No. 4 will host match and stroke play throughout the event. However, for the championship match, both courses will be used and it will mark the first time the 36-hole U.S. Amateur Championship final is contested over two courses! Ticket packages are still available by clicking here.

In July, a crew from Golf Channel will arrive in town to film a 30-minute broadcast to air this fall. The Golf Advisor Road Trip show is hosted by the popular Matt Ginella and his adventures at Pinehurst and around the Home of American Golf will be yet another opportunity to tell the world about our iconic and globally-recognized destination.

While all of that is happening, the Home of American Golf has a new logo! Click here to learn more. Our new logo keeps our CVB name intact, but the flagstick speaks to our golf heritage, the shadow cast by it creates a Longleaf pine, something indigenous to our area and the official state tree of North Carolina. When we see you again, you will be able to see our new website and a new advertising campaign with the theme, ‘Play With a Southern Accent.’

Lastly, congratulations to Peggy Kirk Bell on her posthumous induction into the World Golf Hall of Fame on June 10th. Her family continues to keep her legacy alive at Pine Needles Lodge & Golf Club. What a special lady whom we will never forget for her significant contributions to the game of golf. As always, for the latest news, events, lodging and packages, go to: HomeofGolf.com. Have a great summer and see you soon at the Home of American Golf!

Phil Werz
President & CEO

July & August: Save the Dates

July 3: Village of Pinehurst FourthFest - Concert & Fireworks
July 4: Aberdeen July 4th Celebration
July 4: Village of Pinehurst FourthFest - Parade
July 5: First Friday in Southern Pines
July 5: Hot Summer Nights Dance Party (Star)
July 7: The Rooster’s Wife: Rob Ickes and Trey Hensley (Aberdeen)
July 7: Into The Fog at Pinehurst Brewing Co.
July 11-Aug 15: Sunrise Theater’s Summer Classic Film Series (Southern Pines)
July 13: The Rooster’s Wife - Amythyst Kiah (Aberdeen)
July 13: A Tribute to Jimmy Buffet featuring The Landsharks (Carthage)
July 14: Sunday Exchange Concert Series: The Tams (Aberdeen)
July 19-Oct 18: Movies by the Lake (Aberdeen)
July 19-20: 23rd Annual North Carolina Peach Festival (Candor)
July 20: Make Your Own Ceramic Bowl (Star)
July 25: ‘An Evening with General Cornwallis’ featuring Mr. Trent Carter (Pinehurst)
July 30-Aug 4: 2019 U.S. Kids Golf World Championship (Pinehurst)
Aug 1-3: 64th Annual Robbins Farmers Day Festival (Southern Pines)
Aug 2: First Friday in Southern Pines
Aug 2-29: Art Exhibit: Fine Arts Festival 2019 (Southern Pines)
Aug 3-4: 238th Anniversary of the Battle at House in the Horseshoe (Sanford)
Aug 9: Pinehurst Live After Five with The Sand Band
Aug 30: Drafts and a Laugh (Aberdeen)

For all of these events & more, visit: www.homeofgolf.com/area-events/
Download Now! VisitNC Farms App is Live!

Through a partnership between the CVB, the Moore County Cooperative Extension Service and participating farms, Moore County has become the fifth location in North Carolina to launch the Visit NC Farms mobile application. The app, created by the N.C. Department of Agriculture and Consumer Services, is designed to connect consumers with the best places to find local farms, farmers markets and agricultural events in destinations across the state. Read more about the VisitNC Farms App.

Record Occupancy Collection Year Continues

Based on the last occupancy collections report received, our destination continues on pace for a historically record year. In April, the CVB reports a four percent increase in collections year over year for the month of April, and for the fiscal year (July 2018-April 2019), the CVB reports an 11.8 percent increase in occupancy collections for the same months the previous fiscal year. With May anticipated to be a record month and a solid June expected, the CVB is poised for the best year in terms of collections in the 31 year history of the organization. Thank you to all of those who serve and house our great guests!

2019 Made in N.C. Awards is Ready for Your Submission

Our State magazine is once again sponsoring the Made in NC Awards, so please share if you know a local business that may wish to submit their entry. The submission period runs through August 14th, with categories for Food, Drink, Style, Craft, and Home & Garden. The overall grand prize winner will be awarded $500. For more about this contest and official rules, go to the link provided. Each winner will participate in the Made in NC Awards Celebration on November 23rd in Winston-Salem. Click here to enter.

CVB Rolls Out New Destination Logo

Recently, the CVB debuted its new logo! The new logo is a much cleaner version of the old “shield NC” logo and features elements that are the roots of The Home of American Golf. The flagstick harkens to our deep golf history and the shadow it creates a longleaf pine which is indigenous to our area. There are a few versions of this new logo, some with our tagline ‘The Home of American Golf,’ another with the script ‘Convention and Visitors Bureau,’ and one with the plain block letters in pine green. We looked at about 25-28 versions and this one really hit home for us, so we hope you enjoy seeing it!

CVB Welcomes New Destination Storyteller

Please join us in welcoming Dan Dreyer to our CVB team. Dan is our new Destination Storyteller, a fancy name for director of video production. Dan will be responsible for all video production and also contribute web content and video content for social media. He has a degree from the Savannah College of Art & Design and is proficient on a number of Adobe platforms including Premier Pro, Illustrator, Audition, Muse, Photoshop and After Effects. He and his wife, Sam, moved to the area from Connecticut to be near family in the area. Look for some awesome videos from Dan the Man!
Peggy Kirk Bell Inducted Into World Golf HOF
Peggy Kirk Bell was inducted posthumously into the World Golf Hall of Fame on June 10th during U.S. Open Week at Pebble Beach Golf Links. The amateur legend, charter member of the LPGA, major champion and teaching pro is also known for owning Pine Needles Lodge & Golf Club. Read more about the legend of Peggy Kirk Bell from the USGA.

Alfredsson Wins U.S. Senior Women’s Open
Congratulations to Helen Alfredsson as she won the 2019 U.S. Senior Women’s Open at Pine Needles Lodge & Golf Club. She shot a final round of 72 to finish the event at 1-over par to hold off Trish Johnson to claim the title. Defending champion, Laura Davies finished in a tie for ninth place. The golf course looked amazing on national TV and we can’t wait until the U.S. Women’s Open returns to this legendary course in 2022. Read more about Helen’s win.

U.S. Amateur Coming August 12-18
History will be made this summer when Pinehurst Resort & Country Club hosts the 36-hole match-play final of the 119th U.S. Amateur Championship on two courses. This will be the third time that Pinehurst Resort has hosted this prestigious and venerable event. The championship match will be played on courses No. 2 and No. 4, the first time the final matches will be held on two courses. Ticket packages are available. Click here.

U.S. Kids & Teens World Golf Championships
Hundreds of the best junior golfers in the world will descend upon our destination in late July and early August for the 2019 U.S. Kids & Teens World Golf Championships, July 25-27 and August 1-3. Multiple courses in the area will be used to stage the event, so please support these amazing rising stars! Watch Our Video about this great event!

Golf Channel’s Matt Ginella Coming to Pinehurst!
Golf Channel’s Matt Ginella will visit the Pinehurst area in July to start production of a 30-minute television feature as part of the Golf Advisor Round Trip travel series. While Ginella will spend plenty of time at Pinehurst Resort, the popular golf travel guru will also highlight some of the fun things to see and do inside The Home of American Golf. Look for the feature to air nationally in mid-November.
Our Must See Pick!

2019 U.S. Amateur, August 12-18
The best amateur golfers in the world battle for one of golf’s highest honors. Rounds to be played on Pinehurst No. 2 and No. 4.

Get The Guide!

Our 2019 Destination Guide is ready for you to order, so you can plan your next trip to the Home of American Golf. Order online at HomeofGolf.com and we will ship it to you for FREE! Who doesn’t like free? See you soon in the Sandhills!