

DESTINATION MARKETING

# Newsletter

January/February 2020



New No. 4 Debuts Highly Ranked by Golf Digest

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# FROM THE DESK OF THE PRESIDENT

## *Plenty to be Thankful for This Holiday Season*

Happy New Year! Welcome to 2020, a new decade and one that will see the continuing and positive transformation of our destination. Years ago, the Pinehurst, Southern Pines and Aberdeen area was a seasonal destination with peaks in the spring and fall, a slower summer and an even slower winter. But, that has certainly changed! Our destination is truly one where people visit all year-long and that has proven itself in our occupancy tax collections – the life blood of the Convention & Visitors Bureau. Through November of 2019, we have recorded 14 straight months where we set all-time records in the amount of occupancy tax reported. And 20 of the last 21 months have also been all-time records in collections.

*Phil M. Werz*



Phil Werz  
President & CEO

As our county leaders consider increasing our occupancy tax to the state maximum of six percent to match what many other counties around the state are collecting, including the 10 counties above us (Moore County is the 11th highest tourism economy in N.C.), we are at a great moment in this destination. In 2020, the CVB will continue to drive more visitors to our destination which is great for area hotels and resorts, as well as, local businesses that stand to benefit from people visiting from around the world to enjoy our world-class amenities, iconic golf courses and unique quality of life. Thank you for all of your support and we invite you to check out our new website at [HomeofGolf.com](http://HomeofGolf.com) and our new 2020 Destination Guide! All the best for a great 2020!

*Happy New Year*



## JANUARY & FEBRUARY: SAVE THE DATES

Jan 1: First Day Hike (Weymouth)  
Jan 1-9: Little Women (Sunrise Theatre)  
Jan 3-5: Best of Our State (Pinehurst)  
Jan 3-31: Art Exhibit: Small Treasures (Southern Pines)  
Jan 17: The Rooster's Wife: An Evening with Chris Smither (Aberdeen)  
Jan 18: Carolina Philharmonic: The Silver Screen (Pinehurst)  
Jan 30: NC Symphony: Grant Conducts Britten & Elgar (Southern Pines)

Feb 2: Weymouth Chamber Music Series - Lyricosa Quartet (Southern Pines)  
Feb 7-28: Art Exhibit: Neuvirth & Jakob (Southern Pines)  
Feb 8: Chocolate & Wine Walk (Pinehurst)  
Feb 15: Heart 'n Soul of Jazz 2020 with Jazzmeia Horn (Pinehurst)  
Feb 22: Pinehurst Half Marathon (Pinehurst)

# DESTINATION TOURISM TOPICS



## Holiday Inn Express Undergoing Renovations

The Holiday Inn Express in Southern Pines is in the process of renovating public areas of the hotel. Until renovations are complete, their meeting room, hot breakfast, business center and vending area will not be available. However, the hotel will remain open for overnight guests. The renovations are estimated to take up to 80 days. A representative from the hotel says they will provide cold food items like muffins, yogurt, milk, hard boiled eggs and toast for guests who do stay with them. They wish to express their appreciation and understanding during the renovation phase. The hotel will be prepared for the spring influx of travelers to our area.



## Homewood Suites Open During Full Renovation

The Homewood Suites by Hilton Olmstead Village is currently undergoing a complete renovation. Summit Hospitality in association with the hotel are improving all areas of the property including the lobby, office area, pantry, patio/outdoor garden and guest suites. The outdoor renovations are expected to be completed by January with the interior renovation to start soon with completion projected by the end of March. The hotel will remain open during this renovation.



## Pinehurst Resort Owner Receives Honor from HHA

Historic Hotels of America has presented the 2019 Historic Hotels of America Steward of History and Historic Preservation Award to Robert H. Dedman Jr., General Partner of Putterboy, Ltd. and owner of Pinehurst Resort. This award is presented to a leader whose passion and dedication to the historic preservation of a legendary hotel will ensure that future generations of travelers can experience its history. Dedman's legacy of historic preservation includes: the restoration of two golf courses, No. 2 and No. 4; the preservation and restoration of Dornoch Cottage; restoration of the Holly Inn (1895) and Carolina Hotel (1901) and reimagining the Manor Inn (1923); the preservation of the historic steam plant building into the Pinehurst Brewing Co.; and numerous other projects.



## Golf Digest Ranks No. 4 High Among Public Courses

Golf Digest recently released its 2020 rankings of America's Best New Courses and Pinehurst No. 4 has been ranked the second best public course! Five years ago, Pinehurst hired Gil Hanse to remodel the course which dates back to the 1950s. Last summer, the course served as a companion to the legendary Pinehurst No. 2 to host the 2019 U.S. Amateur. According to Golf Digest: "The course seems to meld itself into the landscape. There are times where you see Course No. 2 next door; the two look like they belong together."



## Business NC Roundtable: Travel & Tourism

Our president and CEO, Phil Werz, had an opportunity to sit down with Business NC magazine editors and other tourism leaders around the state to talk about the latest travel and tourism trends in North Carolina. Overall, the industry is doing very well as all 100 counties in North Carolina saw increases in consumer spending in 2018, according to N.C. Commerce. To read the entire article, go to: **Roundtable: Travel & Tourism in North Carolina**. The article appears in the December issue of Business N.C. magazine.

# OUR FAVORITE VIDEOS FROM 2019



U.S. Kids 2019 Parade, Pinehurst, NC



Cameron Antiques Fair



Celebration of Seagrove



New Splash Pad, Carthage, NC



Interview with Andy Ogletree,  
2019 U.S. Amateur Champion



Golf Channel with Matt Ginella  
Round Trip: Pinehurst



Annual Battle Reenactment at  
House in the Horseshoe



Southern Supreme, Bear Creek, NC

# YOUR CVB AT WORK



**Phil Werz**  
President & CEO



**Beverly Stewart**  
Executive VP



**Lisa Long**  
Creative Director



**Karin Toomey**  
Digital Content Director



**Donna Garner**  
Staff Accountant



**Dan Dreyer**  
Destination Storyteller



**Emily Jack**  
CVB Svcs/Community  
Engagement Manager

## Our Must See Pick!

Heart 'n Soul of Jazz 2020

The Arts Council of Moore County presents this event featuring Grammy-nominated vocalist, Jazzmeia Horn, a Dallas, Texas native who is already earned a reputation in New York as a "rising star."

**Click for more information.**



## Get The Guide!



Our 2020 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](http://HomeofGolf.com) and we will ship it to you for FREE! Who doesn't like free? See you soon in the Sandhills!