



Donald Ross, Pine Needles

DESTINATION MARKETING NEWSLETTER

SEPTEMBER 2020 Edition

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WATCH OUR VIDEO!

Together We Are Moore - Thirsty!



(Click photo to view the video)



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[homeofamericangolf](https://www.instagram.com/homeofamericangolf)



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

FROM THE DESK OF THE PRESIDENT

Phil Werz

They say you don't miss things until they're gone and that phrase hasn't rung more true since the start of the pandemic. Dozens of local events, festivals and larger gatherings have not happened here since March. The economic impact on this destination may not be truly felt for some time, but these unprecedented historic times have hurt all of us to some extent, personally, professionally and psychologically. In mid-March, the CVB went from being on pace for an all-time record year since we formed in 1987, to being faced with a significant six-figure shortfall to our budget. Advertising was cut, more operational dollars were not spent and by the end of the fiscal year ending on June 30, 2020, the CVB mitigated that shortfall completely with a few dollars left over.

Our 2020-21 budget is significantly smaller due to the impact of COVID-19, but the CVB has created a great digital marketing strategy to make best use of our funds. We are also leveraging valuable partnerships in the media to amplify our message to encourage more people to visit The Home of American Golf. In the midst of everything that has happened, we have witnessed the amazing support of our community. The heart, hope and spirit of the people whom reside here is fierce and unyielding. This is a big part of why residents love the Pinehurst, Southern Pines, Aberdeen Area, and it is why thousands of people from around the world choose this destination over so many others. These are dark times, but better times are ahead. Tourism will play a huge part in returning us to where we were pre-COVID. And we will do it safely, securely and with a sense of pride that our place is like no other place in North Carolina.

#TogetherWeAreMoore



A handwritten signature in black ink that reads "Phil M. Werz". The signature is fluid and cursive, with a large, sweeping 'y' at the end.



DESTINATION TOURISM TOPICS



Sandhills Motoring Festival Postponed Until 2021

Due to the COVID-19 pandemic, the Sandhills Motoring Festival, originally scheduled for Labor Day weekend, has been postponed until May 28-30, 2021, according to event organizers. Meantime, the “Cars & Coffee” event is still on for Sunday, September 6th from 9-11am. The meeting location for that event is in front of the Roast Office in the Village. For more information, go to www.sandhillsmotoringfestival.com.

Occupancy Update

Despite the ongoing impact of COVID-19, hotel occupancy levels continue to improve month after month. According to Smith Travel Research (STR), overall occupancy for hotels in Moore County was reported at 56.2 percent for July, the highest occupancy in the county since January. That mark was still 16.1 percent down from the previous July (2019). From a low mark of 22.2 percent occupancy in April, Moore County hotel occupancy grew to 34.1 percent in May, then 43.8 percent in June before the July 56.2 percent result. The destination is nowhere close to recovering from the impacts of the pandemic and without larger meetings, conventions and events being permitted during Phase 3, the hope is for a strong fall push from leisure travelers.



Festival d'Avion Grounded Until 2021

Due to state and government restrictions as a result of COVID-19, officials with the Festival d'Avion were forced to postpone the event. Event officials have confirmed April 9-10, 2021 as the new dates. The Festival d'Avion is an annual event held at the Moore County Airport and is a celebration of flight and freedom. For more information, visit www.FestivalDAvion.com.



CVB Reaches Canadian Travelers via Zoom

In July, the CVB partnered with the Canadian team from VisitNC and Pinehurst Resort to promote North Carolina golf to Canadian travel trades, various media and consumers. The virtual program included updates from both the Pinehurst region and Pinehurst Resort as well as an interactive lesson with Eric Alpenfels, Director of Pinehurst's Golf Academy. More than 150 people participated in the virtual tour of the destination and live golf lesson with Zoom. A great example of how the CVB is finding new and unique ways to market the destination in this “new normal” during COVID-19.

GOLFING NEWS

U.S. Kids World Championship Success

On Aug. 3rd, the U.S. Kids Golf World Championships concluded a successful two week run with more than 2,000 of the best junior players in the country enjoying competition inside the Home of American Golf. In the midst of a pandemic, event officials went above and beyond CDC guidelines to ensure everyone, including our local population, was safe and not in danger of infection or spread of the virus. Congratulations to Dan Van Horn, president of U.S. Kids Golf, Chris Vonderkall and his staff and event organizers, Peter Stilwell from TarHeel Communications for a great two weeks!



PGA National High School Invitational Loved Pinehurst

This inaugural event was a huge success and they cannot wait to come back in 2021! The individual champions included Loralie Cowart (70-74-72-216) from Georgia on the girls side, and among the boys, Anawin Pikulthong (70-68-68-206) from Arizona took home the crystal. The boys team winners came from Utah and the girls team from Arizona took the crown. Thanks to Pinehurst Resort for making the golf on Courses No. 6, No. 8 and No. 9 so memorable!



Nine Area Courses On Golfweek's 2020 "Best" List

Pinehurst No. 2, host of three U.S. Open Championships and future host of the 2024 event, is ranked third in the United States among Golfweek magazine's annual Top 100 Best Courses You Can Play list. The famed Donald Ross design is also ranked 15th in the country among the publication's Top 100 Classic Golf Courses which includes designs prior to 1960. Other Pinehurst area courses ranked among the 2020 Top 100 Best Courses You Can Play list include Pinehurst No. 4 (41st), Mid Pines Inn & Golf Club (42nd), Pine Needles Lodge & Golf Club (55th) and Tobacco Road (99th). [Tee Up the List.](#)



Southern Pines Golf Club to Undergo Restoration

Southern Pines Golf Club is now under management by the company that owns and operates Pine Needles Lodge & Golf Club and Mid Pines Golf Club. Kelly Miller, president of Pine Needles Lodge & Golf Club, announced the lease/purchase of the course from the Southern Pines Elks Club, the owner of the course since 1951. Miller says they are working toward a final sale of the facility. A restoration of the Donald Ross course dating back to the early 1900s is also planned. [Read More from The Pilot.](#)



Know Your Ws



WEAR
a cloth
face covering.



WAIT
6 feet apart.
Avoid close
contact.



WASH
your hands
often or use
hand sanitizer.

STOP!

Do not enter if you
have these symptoms
of COVID-19

- Cough
- Shortness of breath
- Fever
- Chills
- Muscle pain
- Headache
- Sore throat
- Loss of taste or smell

**Staying apart brings us together.
Protect your family and neighbors.**



#StayStrongNC

Learn more at
nc.gov/covid19.



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**

YOUR CVB AT WORK



Phil Werz
President & CEO



The CVB Office
65 Community Rd, Village of Pinehurst



Beverly Stewart
Executive Vice President



Karin Toomey
Digital Content Director



Lisa Long
Creative Director



Donna Garner
Staff Accountant



Dan Dreyer
Destination Storyteller

DID YOU KNOW?



Tyler Strafaci won the North & South Amateur at Pinehurst in July before backing that up by claiming the title at the 120th U.S. Amateur this month. He joins George Dunlap (1933), Jack Nicklaus (1959) and Hal Sutton (1980) as the only golfers to pull off this amazing double! Another great golf tie (and Ty) to the Home of American Golf!



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 and we will ship it to you for FREE! Who doesn't like free? See you soon in the Sandhills!

FARMERS MARKET

Know your Farmer, Know your Food! Markets are open! Products include fruits, vegetables, pasture raised meats, honey, eggs, baked goods, plants, home goods, and homemade crafts! Please visit moorefarmfresh.com for locations, times and dates!

