



U.S. Open Championship  
Trophy at Pinehurst Resort



## DESTINATION MARKETING NEWSLETTER

OCTOBER 2020 Edition

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WATCH OUR VIDEO!  
Best 18 Holes in the Pinehurst Area  
as featured in Global Golf Post



(Click photo to view the video)



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# FROM THE DESK OF THE PRESIDENT

Phil Werz

September 9, 2020 ... A day that many of us here in The Home of American Golf will remember for the rest of our lives ... the day the USGA announced they would be building a second headquarters in the Village of Pinehurst, along with a new testing center, museum, visitor center and more. The USGA also announced additional U.S. Open Championship dates for Pinehurst No. 2., so including the already scheduled 2024 championship, the event will return in 2029, 2035, 2041 and 2047 as well. Pinehurst was also named the anchor site for the U.S. Open. Tom Pashley, President of Pinehurst Resort, so succinctly called the USGA announcement “a dream come true.”

That dream will soon start becoming a reality, and this destination - one which is celebrating its 125th year - will begin to transform in many ways. The impact of the USGA's decision will affect not only golf, but golf businesses who may seriously consider starting a new business or relocating to the area. It will also impact real estate, retail, restaurants, agriculture, local businesses and many more. From our perspective at the CVB, it will mean more visitors to the area, so a demand for hotels, meeting venues, entertainment complexes and other attractions.

The Pinehurst area, in many ways, is a timeless place. Visitors and residents alike love the destination because it has evolved and changed at its own pace. It is an escape from big cities. It is a place to “sit a spell” or take a long walk on a tree-lined path or down a green fairway.

As we prepare for future USGA championship events, including the 2024 U.S. Open and beyond, I feel confident that as we grow and see additional tourism come to Moore County, we will also remember where we came from 125 years ago. Hopefully, James Walker Tufts would call this “a dream come true” too.

#TogetherWeAreMoore



*Phil M. Wey*



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# DESTINATION TOURISM TOPICS



## Homewood Suites Completes Renovation

Homewood Suites, Pinehurst is placing the finishing touches on a \$3.5 million hotel transformation project which includes updated public spaces, renovated guest suites, outdoor patio and pool deck. The property features 100 guest room suites, 1,674 square feet of meeting space, outdoor grilling area, outdoor swimming pool, outdoor putting green, 24-hour laundry facilities, 24-hour fitness center, 24-hour complimentary business center, complimentary Wi-Fi internet access and complimentary shuttle services within five miles. For more information visit [here](#).

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## Best 18 Holes in Pinehurst Area

In partnership with the Pinehurst, Southern Pines and Aberdeen Area Convention and Visitors Bureau, Global Golf Post published a list of the 18 best golf holes in the Pinehurst region. The multi-page feature appears in the September 28th issue of Global Golf Post. Global Golf Post publisher Jim Nugent commented, “We thought golfers would enjoy a compilation of the best holes across the Home of American Golf. We think it will result in some interesting conversations among the millions of Pinehurst fans around the world.” To see the list and enter to win a bucket list trip to the Pinehurst area, visit [here](#).



## CVB Launches New Webcam with WRAL-TV

You may have heard the saying, “It’s a beautiful day in Pinehurst!” Well, if you aren’t fortunate enough to live in The Home of American Golf, you can now view our own window on the world [here](#), via our destination webcam! The webcam is located atop the U.S. Kids Golf Academy at Longleaf Golf & Family Club in Southern Pines (it’s always a beautiful day there, too). The webcam is part of a partnership between the Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau (CVB) and WRAL-TV in Raleigh, N.C.

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## Visitor Spending Up 8.1% in 2019

In 2019, Moore County witnessed \$563 million in economic impact on domestic travel, an 8.1% increase from the previous year. That increase marked the seventh highest increase year-over-year among the 100 counties in North Carolina. These statistics are from the “Economic Impact of Travel on North Carolina Counties 2019” study which can be accessed [here](#). The study was prepared for Visit North Carolina by the U.S. Travel Association.



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## U.S. Kids Golf Foundation Moves to Area

The U.S. Kids Golf Foundation is relocating to The Home of American Golf, Pinehurst, North Carolina. The announcement was made by Dan Van Horn, Founder and President of U.S. Kids Golf. The golf equipment division of U.S. Kids Golf will continue to be headquartered in Georgia. The U.S. Kids Golf Foundation was formed in 2001 to promote the game of golf to kids around the world and to provide competitive playing opportunities at local, state, national and international levels. Their mission “to help kids have fun learning the lifelong game of golf and encourage family interaction that builds lasting memories” gave birth to two distinct Foundation initiatives: Play & Learn and Tournaments. Read more [here](#).



# GOLFING NEWS

## WHAT DOES THE USGA'S ANNOUNCEMENT MEAN TO YOUR BUSINESS?

### Tom Pashley

President, Pinehurst Resort

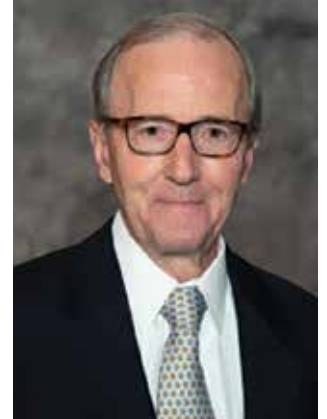
"This really is a dream come true for our area. It makes me think of St. Andrews. There is no other place like that except now for Pinehurst, to have a governing body in our backyard and a championship schedule similar to what happens there. The benefits are clear, significant and far-reaching. We've earned this opportunity with each and every interaction with the USGA."



### John Strickland

Mayor, Village of Pinehurst

"The USGA's decision to move key business units and five more exciting U.S. Opens to Pinehurst is a great fit for our national historic landmark village. Residents and visitors will enjoy our unique shops, the ambiance of our village and the new "Golf House Pinehurst" campus in close proximity to each other. More than ever, Pinehurst is truly The Home of American Golf."



### Pat Corso

Executive Director, Moore County Partners In Progress

"The USGA's selection of Pinehurst as their second headquarters, Golf House Pinehurst, is unprecedented. It provides third party validation of the community's recognition as The Cradle of American Golf. The decision also positions Pinehurst Resort, the Pinehurst community and the USGA, similarly to the alignment of the St. Andrews community and the R&A, as the world's capitol's of golf. The USGA's relocation and commitment to multiple U.S. Open Championships is perhaps the most important Pinehurst event since James Walker Tufts founded the resort in 1895."



### Linda Parsons

President, Moore County Chamber of Commerce

"The Moore County Chamber of Commerce is pleased the USGA has selected the Village of Pinehurst and Pinehurst Resort to house their second headquarters along with a commitment to host multiple golf events to include advanced scheduling of the Men's and Women's U.S. Opens. The long term economic opportunity this presents to North Carolina, and specifically our local community, is of great value. This announcement further positions Moore County for continued evolution of an already vibrant business community. The Moore County Chamber of Commerce welcomes the USGA "home."



### Jamie Ledford

President, Golf Pride

"Golf Pride is thrilled to see the USGA coming to Pinehurst. It is a great endorsement of the area after a decade of investments to rejuvenate the golf experience here. We are particularly pleased that the equipment testing operation is part of that change. I could see the club manufacturers (who are all our customers) making more trips to the area to work with the USGA on club conformance. Wonderful win for the community for years to come!"



### Kelly Miller

President, Pine Needles

"With the USGA, we know them, we know the people. They share our values, they share our vision for what is going to happen here. We should welcome them with open arms and thank them for choosing Moore County and the great State of North Carolina."





## USGA Announces Plans for Golf House Pinehurst and Five U.S. Open Championships at Pinehurst

In an effort to expand its impact in golf and extend its mission to champion and advance the game, the USGA will establish “Golf House Pinehurst” in North Carolina, to include a new equipment-testing facility, innovation hub, museum/visitors center and office by 2023, and host five U.S. Open Championships in the golf-rich state by 2047.

The announcement adds four U.S. Open Championships to be contested the famed Pinehurst No. 2 course - in 2029, 2035, 2041 and 2047 - to the already scheduled 2024 event. The decision accelerates the USGA’s strategy to stage its premier golf championship at America’s most iconic venues with greater frequency. By doing so, Pinehurst Resort & Country Club will serve as the USGA’s first anchor site for the U.S. Open.

The total \$25 million investment over the next several years includes the construction of two buildings to be located on the historic Pinehurst Resort property, housing 50 full-time staff members. The campus will feature the USGA’s Equipment Standards Test Center - a laboratory dedicated to testing golf balls and clubs for conformance to the Rules of Golf enabling significant new investment in advanced technology required to perform this global governance function. Pinehurst will also serve as the USGA’s base for its work to advance the game of golf through innovation, research and science, in collaboration with some of the state’s leading universities.

A USGA Golf Museum experience will also be added, giving visitors a chance to delve into the association’s premier collection of golf artifacts and connect them more deeply with the game’s rich history.

Independent studies estimate that the total economic impact of the USGA’s long-term presence will exceed \$2 billion to the state of North Carolina.

# 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

**KALAWI FARM**  
**CORN CRAZE MAZE**  
 Open 9/29- 10/31 Weekends

Friday: 6pm-9pm  
 Sat: 10am-9pm  
 Sun: 1pm-6pm  
 Weekdays by appt.

**Featuring**

<b>Corn Maze</b>	<b>Mini Maze</b>	<b>Corn Hole</b>	<b>Hay Ride</b>
<b>Barrel Train</b>	<b>Bounce House</b>	<b>Corn Jump</b>	<b>Picnic Area</b>
<b>Play area with pirate ship</b>	<b>Super Slide</b>	<b>Pumpkins</b>	

**Prices** Corn Maze: \$8 per person (4 and up)  
 Hayride: \$2 per person (2 and up)  
 Play Area: \$8 per person  
 (mini maze, bounce house, barrel train, corn jump, super slide)  
**Combo Ticket: \$12 (Corn Maze, 1 hayride, play area)**  
**Groups: \$8 per person**

**Call 910.303.5572 or 910.673.5996 to book!**



## 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!

## Love Your Local Farms?

Now you can stay connected with them with the

The "Visit NC Farms" Moore County app is your Best Bets guide to local farms, food and fun. Experience the unparalleled beauty of our magnificent farms and country landscapes. For visitors, locals or here for an extended business stay, enjoy this app and learn what makes this area so special.

Get the app

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