

Merry Christmas

At the close of another year, we gratefully pause to thank you and to wish you a joyous holiday season.

May all your days be merry and bright.

The CVB Staff

Phil, Lisa, Dan, Collin and Donna



DESTINATION MARKETING NEWSLETTER **December 2021 Edition**

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From the Desk of The President

Happy Holidays!

With the holiday season upon us, we hope everyone takes time to relax and enjoy cherished time with family and friends. As 2021 draws to a close, we look forward to continuing the positive momentum our destination has enjoyed in the last year. The CVB wishes to thank to all of our tourism partners, local businesses and others that play a part in making our destination one of the best places to visit, not only in North Carolina, but also around the world.

We cannot wait for 2022 to get started! The 2022 U.S. Women's Open returns to Pine Needles Lodge & Golf Club from June 2-5. World #1 Nelly Korda will be here, along with the best female professional golfers in the world as the Home of American Golf hosts this USGA championship. There will be multiple story lines, but many will wonder if Annika Sorenstam can find the magic as she did in 1996 and reign supreme again on this Donald Ross gem of a course. Plus, we welcome a new USGA championship – the U.S. Adaptive Open Championship at Pinehurst No. 6 on July 18-20, 2022.

By next summer, construction of a new hotel at Pinehurst Resort will commence. Also, the USGA will start building HQ2 and we hear another hotel in the destination will be announced soon as well. A new distillery in Southern Pines? Hopefully, the seal gets cracked on that project in the coming year and would be a great addition to the area.

In case you did not know, the CVB moved to Southern Pines last summer. Watch the video of where we are on page one of this newsletter! Come by and see us some time, we'd love to show you around. If you like podcasts, the CVB will launch one on January 4, 2022. Just another way we will reach consumers and visitors to tell the story of what makes the Home of American Golf so special.

Meantime, on behalf of the CVB staff, here's wishing you a Merry Christmas and all the best for a tremendous 2022!

Phil M. Wey



Upcoming Events

Visit homeofgolf.com/events
for additional information, locations and times

Claus-Mopolitan Crawl
Christmas in the Pines: Winter Wonderland Edition
North Pole at the NAV
Miracles at Weymouth
Holiday Open House in Seagrove
Annual Christmas Carraige Parade
Aberdeen Christmas Parade
Breakfast With Santa at Pik n Pig
Pop Up in the Pines-Mini Market Series
Town of Vass Christmas Parade
New Year's Eve First Eve

December 8
December 9
December 10-11
December 10-12
December 11, 18
December 11
December 11
December 11
December 12
December 18
December 31



Destination Tourism Topics



CVB to Launch Podcast in 2022

On Tuesday, January 4, the CVB will launch a new podcast! Paradise in the Pines is a podcast about people, places and stories that reinforce the notion that this destination is the undisputed Home of American Golf.

While the Pinehurst area is known worldwide for golf, the destination has a vibe all its own off of our legendary courses and beckons all travelers to experience the charm, history and culture unlike any other place in North Carolina. "This is another way for the CVB to market our destination to the world," said CVB President and CEO, Phil Werz. The guest for the debut show? Tom Pashley, President of Pinehurst Resort. Follow our CVB social media channels as we get closer to launch date to see how you can download or watch the podcast. See a sneak peek [HERE](#).

CVB Earns 12th Consecutive Reader's Choice Award

The Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau (CVB) has earned its twelfth consecutive Reader's Choice Award as determined by the voters of ConventionSouth magazine. The CVB is among 415 other convention and visitor's bureaus, meeting facilities and hotels located across the South to receive this year's award. More than 8,000 voters participated in this year's Reader's Choice survey. The survey also reported its highest voter participation via social media this year. Read more [HERE](#).



CVB Continues to Thrive During Pandemic

Demand for golf continues to drive new visitors to the area, breaking all-time records for occupancy rates and room tax revenue collected by local hoteliers and short-term rentals. With the holiday season now underway, there is no sign this trend will not continue well into 2022. "Overall, the destination is doing extremely well," Phil Werz, President and CEO of the Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau



was quoted saying, noting that both hotel occupancy rates and room tax collection are up. "This has been true every month of this fiscal year from July through October. Read more from The Pilot [HERE](#).

Newest Mural Near Completion in Carthage

The latest mural in Carthage is nearing completion and the artist is someone familiar to the CVB. Dan Dreyer, CVB Destination Storyteller, and his brother, Jordan, have spent the last couple of months bringing the mural to life. Carthage has always been home to many wonderful people, both those native born and those who chose to make Carthage their home. The mural, titled Landmarks and Legacies, celebrates some of those folks and tells the story of Fry and Prickett Funeral Home, the longest continuously operating business in Carthage. What's unique about the mural is the inclusion of a painted QR code, which, when scanned with a smart phone camera, will link to a special video describing more about the mural. A special unveiling ceremony is planned for the spring, but the date is yet to be determined. Great job, Dan! See a time lapse video [HERE](#).



Pinehurst Resort to Renovate The Carolina Hotel

The next iteration of Pinehurst's continued evolution begins in December with the Phase 1 renovation of The Carolina Hotel's guest rooms and lobby, as well as the creation of an expanded outdoor seating area with fire pits, situated outside the Ryder Cup Lounge. Much of the project will be completed over the winter months and first half of 2022, while the guest rooms renovations will be done in three stages to ensure only a limited impact on guest's stays. The extent of the renovations will be finished ahead of the 2024 U.S. Open. Read more [HERE](#).



Golfing News

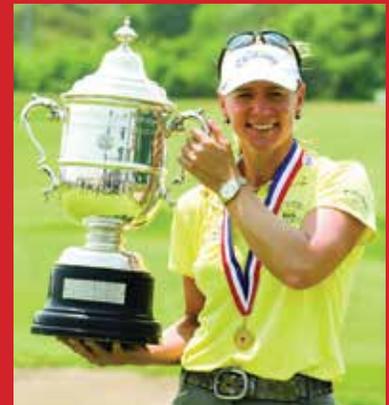
USGA Announces New Championship for 2022

The United States Golf Association (USGA) announced the U.S. Adaptive Open Championship, a new national championship that will showcase the world's best golfers with disabilities. The inaugural competition will be conducted at Pinehurst No. 6 on July 18-20, 2022. The 2nd U.S. Adaptive Open will also be held on Pinehurst No. 6, and will be conducted from July 17-19, 2023. Read the release [HERE](#).



2022 U.S. Women's Open Tickets Available

Tickets are now on sale for the 77th U.S. Women's Open Championship, scheduled for June 2-5, 2022, at Pine Needles Lodge & Golf Club in Southern Pines. Holiday shoppers looking for the perfect gift for the golf fan on their list can take advantage of early-bird pricing and an exclusive gift, with purchase, through the end of 2021. The 2022 U.S. Women's Open will be the eighth USGA championship hosted by Pine Needles Lodge & Golf Club and a record fourth U.S. Women's Open. Previous champions there include Annika Sorenstam in 1996, Karrie Webb in 2001 and most recently, Cristie Kerr in 2007. Visit USWomensOpen.com for more information.



Dormie Club Announces Grand Re-Opening

After nearly 18 months of construction, Dormie Club has announced its grand re-opening. Dormie Club is now a true stay-and-play destination, with a full-service, 16,600-square-foot clubhouse, a standalone golf shop and 60 beds on-site across ten Dormie cottages, four Executive cottages and an expansive two-level Owner's Cottage, complete with a lake view. The clubhouse boasts several areas with ample seating and the ability to host 32 in the dining room, 24 in the private dining space, 12 in the circular wine room, 42 in the lounge, 28+ on the covered patio and 8 in the private covered patio. Read more from Lee Pace [HERE](#).



SPGC Renovations Revive Ross Gem



This fall, Southern Pines Golf Club reopened after a major renovation project by Kyle Franz, under the guidance of new ownership, which includes the President of Pine Needles Lodge & Golf Club and Mid Pines Inn and Golf Club, Kelly Miller. The renovation revives what is arguably one of the best designs by Donald Ross, who originally constructed the course in 1906. While the majority of the work is completed, minor tweaks will continue to be made in the coming months. But, by all accounts, Southern Pines Golf Club is a must play for any visitor to the area. Check out the video of the transformation [HERE](#).

Your CVB At Work

It Pays to Shop Small

Black Friday isn't the busiest shopping day of the year.

Black Friday, or the day after Thanksgiving, certainly sees lots of shoppers heading out to shop at the mall. But we must be a nation of procrastinators, because the most hectic days of the year are actually the Friday and Saturday before Christmas.

So plan ahead if you don't care for the big crowds and head to the Pinehurst, Southern Pines, Aberdeen Area and Shop Small!

Whatever items you're looking to take home for everyone on your holiday shopping list, Pinehurst, Southern Pines, Aberdeen and all of Moore County has it: fine art, local pottery, elegant fashions, sporting goods, fine antiques, farmers markets and carefully curated boutique treasures. We are the perfect retail shopping destination.

And we also have many incredible restaurants boasting unique and varied dining options that will leave you satisfied after your day of shopping is done.

homeofgolf.com/shopping

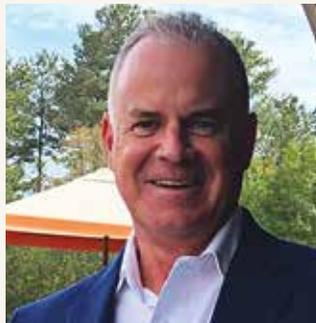
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NEW 2022 GUIDE!

HOT OFF THE PRESSES and 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!



Come see the CVB's Cookie Monster tree on Broad Street in Southern Pines! More than 25 local businesses decorate trees with beautiful decorations and lights and information showcasing their business as well. Tell all your friends to come downtown and check them out! The trees will be on display through January 2, 2022.