



DESTINATION MARKETING NEWSLETTER

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FROM THE DESK OF THE PRESIDENT

Phil Werz

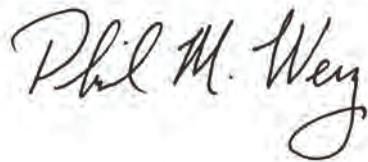
Hello Tourism Partners & Friends,

What a great time to be in the Sandhills (when is it not?)! Spring has arrived and our destination is witnessing record visitation and growth within the tourism industry like never before. Last week, Governor Roy Cooper announced that the North Carolina tourism industry saw a major recovery in 2021 with \$28.9 BILLION in visitor spending. With domestic travel reaching new heights as international visitation lagged, the total falls just 1 percent below the record set in 2019 and represents a 45 percent increase from pandemic-stricken 2020. That recovery is mirrored in Moore County where hotel occupancy is up 12% and occupancy tax collections are up 53% when compared to the first nine months of this fiscal year (July 1-March 30).

The momentum and interest in our area will go global in a couple of weeks as the 77th U.S. Women's Open comes to Southern Pines and Pine Needles Lodge & Golf Club from June 2-5. While TV coverage can be seen via Golf Channel and NBC Sports, the USGA reports that ticket sales are well above their five-year average for the same event – a great tribute to our community and visitors that will be on the grounds to watch the greatest women golfers in the world compete for the championship. If you have not purchased your tickets, go to www.USWomensOpen.com and get them now before they are gone!

Aside from the action on the course, there are a couple of events during USWO week we encourage you to attend. On Memorial Day Monday, May 30, check out the Village of Pinehurst Family Fest. This event will be held at the Fair Barn and adjacent harness track from 10am-5pm. Tickets are \$10 each for adults (\$15 at the gate) and children 17 and under are free! There will be three bands performing, games, food, festival fun and more. For details, to go www.VOPFamilyFest.com. Plus, the U.S. Women's Open trophy will be there as well. Then, on Thursday, June 2, enjoy a Taste of North Carolina: Whiskey & Wine from 6-8pm at Agora Bakery & Café. Tickets are \$50 per person. For more information, go to: www.TasteofNC2022.com. On Friday, June 3, be sure to check out the monthly First Friday celebration in downtown Southern Pines.

Congratulations and good luck to Kelly Miller and his amazing team at Pine Needles as they host the biggest women's golf event in the world for an unprecedented fourth time! As a community, let's welcome all of the players, support teams and visitors as they contribute significantly to our vital tourism economy!



UPCOMING EVENTS

Village of Pinehurst Family Fest	May 30
77th U.S. Women's Open	June 2-5
Taste of NC: Whiskey & Wine	June 2
Sandhills Bogeys Baseball	June 11-12
Sandhills Bogeys Baseball	June 18-19
Sandhills Bogeys Baseball	June 25-26
NCHJA Annual Horse Show	June 29-30

We have a new webcam
at Pinehurst Resort!

(Click the photo below to view the live feed)



DESTINATION TOURISM TOPICS

Sandhills Pour Tour Launches

On April 1, the Sandhills Pour Tour officially launched. The program requires passport holders to visit seven (7) locations in Moore County and with any purchase (doesn't have to be alcohol), earn a stamp for that respective business. Upon earning all seven stamps, participants bring the completed passport to the CVB for verification and receive a Sandhills Pour Tour 16 oz. mug and a special Donald Ross 150th Anniversary commemorative coin. Passports can be obtained for free at the CVB or at any of the seven Pour Tour partners including James Creek Cider House, Hatchet Brewing Co., Railhouse Brewery, Pinehurst Brewing Company, Southern Pines Brewing Company (Air Tool Rd. and Pennsylvania Ave. locations) and Southern Pines Growler Company. For more information about the program, click [HERE](#).



CVB Launches Paradise in the Pines Podcast

Did you know that the CVB has launched its own podcast? The Paradise in the Pines podcast launched earlier this year and is hosted by Phil Werz, CVB president and CEO. The podcast showcases the people, places and stories that make our destination the Home of American Golf. Past guests have included: Tom Pashley, president, Pinehurst Resort; Ashley Van Camp, owner, Ashten's Restaurant; Kelly Miller, president, Pine Needles Lodge & Golf Club; Katie Wyatt, executive director, Weymouth Center for the Arts & Humanities, Bernie Carbo, manager, Sandhills Bogeys, and many more. To listen, simply search Paradise in the Pines on your favorite podcatcher, or to see the shows, visit [HERE](#).

Guide to Berry Picking

What could be better than standing in the warm sunshine with the wind in your hair as you hold beautiful, ripe berries you just picked? There's just something incredibly satisfying about picking your own berries and then meeting the farmers who grew them. In the Pinehurst, Southern Pines, Aberdeen area, we're lucky to have an abundance of local farms, including many that offer U-pick (or you-pick) opportunities. To find other locations and to find out farmer's market locations, be sure to go to the Visit NC Farms link on page 5 of this newsletter. Learn more about Berry Picking in Moore County by clicking [HERE](#).



Sandhills Bogeys Ready for Inaugural Season

The Sandhills Bogeys, the newest team of the Old North State League, is preparing for its inaugural season in the Pinehurst area. Sandhills Community College will be the host site for the team and will play its first home game on Saturday, June 11 versus the Fayetteville Chutes. The season opener is June 5 at Sanford. The mascot, logo and color scheme were chosen to honor the local golf culture and reinforce that we are the Home of American Golf. The home field for the team is currently under construction on campus and will feature a Fenway Park style "green monster," but in right field, not left field like the more famous one in Boston. The team's manager is Bernie Carbo, a former Red Sox player and legend. Listen to our podcast with Bernie [HERE](#). The Bogeys will play 21 home games at SCC. Check out the schedule [HERE](#).

GOLFING NEWS



Sandhills Courses Dominate Top 100 in N.C.

Pinehurst No. 2 has once again secured the top spot as the best golf course in the state as determined by the North Carolina Golf Panel. Pine Needles Lodge and Golf Club, site for the 2022 U.S. Women's Open from June 2-5, moved up one spot to third. The Bill Coore and Ben Crenshaw designed Dormie Club in West End made a significant move in the rankings from 33rd to 20th. Previously unranked Southern Pines Golf Club cracked the Top 100 in the 88th spot, clearly recognized for the recent renovation of the original Donald Ross design by noted golf course architect Kyle Franz. Check out the Top 100 video [HERE](#).

U.S. Women's Open Week Fun Off Course Events

The Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau will host a pair of unique events to help celebrate the return of the U.S. Women's Open this spring at Pine Needles Resort. The Village of Pinehurst Family Fest, presented by Lin Hutaff's Pinehurst Realty Group, will take place Memorial Day, Monday, May 30, at the Harness Track area off Highway 5 from 10 a.m.-5 p.m. A Taste of North Carolina: Whiskey & Wine, presented by Babson Real Estate Advisors NC, LLC, is scheduled for Thursday, June 2 at the Agora Bakery and Café in the heart of the Village of Pinehurst from 6 p.m.-8 p.m. The event will feature North Carolina-based bourbon and whiskey along with wine offerings from the Surry County (N.C.) Wine Trail. Learn more [HERE](#).



Donald Ross Commemorative Coin

In commemoration of the 150th birthday of Donald Ross in 2022, the Pinehurst, Southern Pines, Aberdeen Area Convention and Visitors Bureau has commissioned the creation of a special edition coin to mark the occasion. The coin shows Ross on the front of the coin and on the flip side is an image of Dornoch Cottage, the Pinehurst home along the third hole of the iconic No. 2 where he lived for many years. The coin can be purchased for \$25 at the CVB office in Southern Pines. Proceeds from the sale of the coin support the Tufts Archives, whose mission is to preserve the history of Pinehurst. The 2.5-inch-wide challenge coin was produced by Metal Promo of Austin, TX. Learn more about the Donald Ross coin [HERE](#).

Talamore Resort Installs EcoBunkers

Talamore Golf Resort in Southern Pines, N.C., has taken a cutting-edge approach to enhancing its distinctive sod wall bunkers. The popular resort — which features Talamore, designed by Rees Jones and Mid South Club, designed by Arnold Palmer — has become one of the first golf courses in the country to install EcoBunkers, providing the strongest and most efficient method of constructing stacked sod walls using synthetic grass tiles. "As a bonus, they're beautiful like the bunkers you see over in the British Isles during the Open Championship," said Talamore GM Matt Hauser. "Plus, they'll last for decades." Find out more about the new EcoBunkers at Talamore [HERE](#).



YOUR CVB AT WORK



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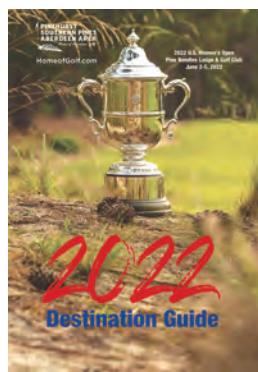
Melissa Holt
Destination Influencer

OLDEST LONGLEAF PINE



Did You Know?

The oldest known living Longleaf Pine is 474 years old and resides inside the Weymouth Woods Sandhills Nature Preserve (Boyd Tract) in Southern Pines! It is 71 feet tall and 92 inches in circumference.



CVB 2022 GUIDE

Our 2022 Destination Guide is available, so you can start planning 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!



Love Your Local Farms?
Now you can stay connected with a FREE app!



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.

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