

# Pinecone Pathways is Back!



*News From*

**THE HOME OF AMERICAN GOLF**

Spring 2024 Edition

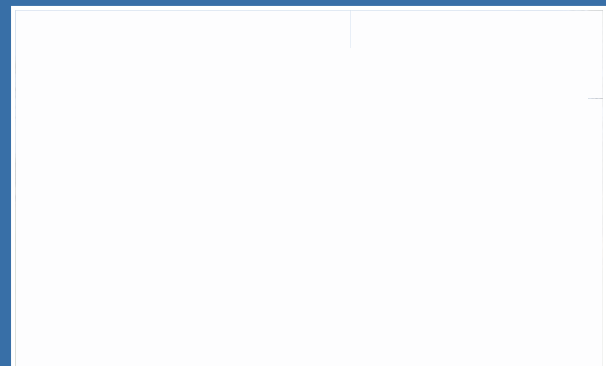
## THE HUNT BEGINS MARCH 19

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### 2024 U.S. OPEN CHAMPIONSHIP AT PINEHURST

Watch The Video Below



(Click photo to view the video)



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# FROM THE DESK OF THE PRESIDENT

Phil Werz

Dear Tourism Partners & Friends,

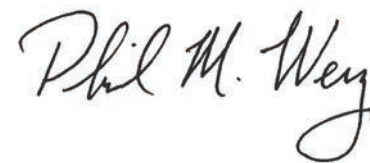
The Countdown is on! As of March 1, we were 100 days from the start of U.S. Open week (June 10-16) inside the Home of American Golf. The USGA estimates that we can expect approximately 250,000 people to attend the championship to be held at venerable Pinehurst No. 2 course, or folks that plan to be in the destination during the period. It is also estimated that the economic impact of the event will exceed \$200 million. That figure not only includes championship week, but also the residual impact of people visiting the Pinehurst area for subsequent months as they will be inspired given the exposure the U.S. Open will provide via network/global television and overall media coverage.

If you plan to attend the U.S. Open, we encourage you to purchase your tickets and lodging now! In 2014, up to 55,000 people per day attended the U.S. Open. This year, the USGA is planning to limit access to 35,000 fans, mostly so a better fan experience can be provided. Soon, there will be visible signs that something big is about to happen here. This month the hospitality compound, fan experiences and other championship infrastructure will start to take shape at Pinehurst No. 2. Pinehurst Resort has been busy with full renovations of the Carolina Hotel, the official opening of the Carolina Vista Lounge and prior

to the championship, the hall of history inside the clubhouse will be revealed. Our destination will be on the global stage and the Pinehurst, Southern Pines, Aberdeen Area will be ready to welcome everyone from near and far.

While the CVB is doing its part to promote the U.S. Open, you will soon see our "Open for the Open" campaign which will encourage championship patrons to enjoy the golf, but to also support our area businesses, shops, restaurants and attractions while they are here. We have a new destination distillery with BHAWK, and our newest brewery – The Buggy Factory – will be open in Carthage. The Seagrove pottery community is just a short drive away. And from Cameron to Vass to Southern Pines and Aberdeen, our quaint and friendly towns are ready to welcome everyone to explore and make memories during championship week.

This is an exciting time for the Home of American Golf!



## UPCOMING EVENTS

2nd Annual Woofstock, Southern Pines  
Mad Hatter Brewery Cruise  
Tea with Seagrove Potters  
Wine in the Pines  
Interactive Beatles Experience at Bradshaw Performing Arts Center  
St. Patrick's Day Parade, Village of Pinehurst  
Easter Egg Hunt, Town of Vass  
Spring Artisan Markert  
6th Annual Sandhills Dog Fair, Village of Pinehurst Arboretum  
Celebration of Seagrove Potters  
BPAC Mainstage Series - Direct from NYC! The Legendary Paul Taylor Dance Company  
Town of Vass Spring Festival  
Blues and Brews  
Departure - Journey Tribute Band at Moore County Airport  
BPAC Family Fun Series - Children's Music Kindie-Rock Trio Big Bang Boom!  
Karaoke (with Moore Karaoke) at Red's Corner  
Young Musicians Festival  
Spring Artisan Market  
Annual Polocrosse in the Pines Tournament  
Sandhills Motoring Expo in Village of Pinehurst

March 2  
March 2  
March 9  
March 10  
March 15  
March 16  
March 23  
March 23  
April 13  
April 19  
April 19  
April 20  
April 20  
April 20  
April 21  
May 1  
May 12  
May 18  
May 25-26  
May 26

For a complete list of local events [CLICK HERE](#)

# DESTINATION TOURISM TOPICS

## Pinecone Pathways Hits Trails March 19

The popular Pinecone Pathways program is returning to Moore County and will run March 19-April 22. Due to the overwhelming popularity of the program, the CVB decided to make the scavenger hunt an annual event. Once again, the CVB has partnered with glassmakers at Starworks, in Star, to produce 100 glass pinecones to be hidden along trails throughout Moore County for a five-week period starting on the first day of spring and ending on Earth Day. The pinecones are actual size and will be tagged with a special number and QR code, so those finding them can register them and be eligible to win a prize including two ground passes for one day to attend the 2024 U.S. Open, among other prizes. Learn more [HERE](#).

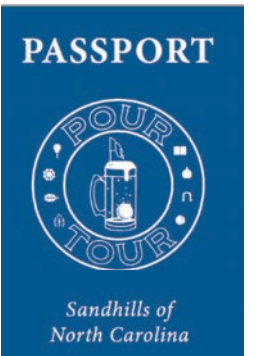


## BHAWK Officially Opens Destination Distillery

The Brad Halling American Whiskey Co. (BHAWK) is officially open! A Destination Distillery. Retired Army veterans, Brad and Jessica Halling, planted the BHAWK distillery headquarters flag in Southern Pines at the crossroads of Fort Liberty, the nation's largest military installation, and Pinehurst, the "Home of American Golf." Here, they raise the American Spirit with you by Expressing Gratitude for Extraordinary Service through two premium brands, Sergeant's Valor and Madam Colonel. The distillery is located at 175 Yadkin Rd. in Southern Pines, very close to the intersection of US Highway 1 and Midland Rd. Learn more [HERE](#).

## Pour Tour Program Adds Two Locations

The popular Sandhills Pour Tour program is expanding its reach as of April 1 as we add two more locations to get your valuable stamps on your way to earning a prize for a fully-stamped passport. The new BHAWK Distillery in Southern Pines and Moore County's newest brewery, The Buggy Factory in Carthage, will bring the total of stops on the Pour Tour to nine! Other locations include the other two Southern Pines Brewing Company locations on Air Tool Rd. and Pennsylvania Ave., Hatchet Brewing Company in Southern Pines, Railhouse Brewing in Aberdeen, the Southern Pines Growler Company, Pinehurst Brewing Company and James Creek Cider House in Cameron. Learn more [HERE](#).



## The Buggy Factory Closes In on Opening Date

The Buggy Factory by Southern Pines Brewing Company plans to open in April. Once completed, it will be the first brewery located in the town of Carthage. Housed inside the original Tyson & Jones Buggy Factory, the two-story restaurant/bar will feature more than 50 taps, a downstairs speakeasy, swanky upscale cocktail program and world-class mixologist, an outdoor amphitheater, biergarden and more! Food-wise, get ready for Detroit style pizza and even pizza flights to pair with the deep dish devouring. Learn more [HERE](#).

## Aberdeen Considers Social District Program

Would you like to sip your favorite adult beverage while strolling the streets of downtown Aberdeen? It may happen soon. Town officials are considering a social district, allowing walking around with alcoholic beverages purchased from approved vendors. Proposed times for the social district are 11am to 11pm. The town planning board has not yet decided what days of the week the social district will be permitted. Based on a survey of town businesses, many are in favor of the measure. The Village of Pinehurst may consider something similar during U.S. Open week, so stay tuned!





# DESTINATION GOLF NEWS

## U.S. Open Less Than 100 Days Away

The countdown is on for the 124th U.S. Open at Pinehurst Resort and the venerable No. 2 Course, June 10-16. March 1 marked 100 days to the start of championship week and the USGA is beginning the build out of the hospitality village and infrastructure needed to host the 35,000 daily spectators expected to attend the event. The USGA estimates that approximately 250,000 people will be in and around the Pinehurst area during championship week which translates to about a \$200 million economic impact to Moore County and the Sandhills region. For tickets, [click here](#). To learn more about the U.S. Open and available accommodations visit our special event dedicated page [HERE](#).



## Pinehurst No. 10 Opens April 3

Pinehurst No. 10 is the resort's first new course in nearly three decades. Tom Doak's new design features native wiregrass, sweeping landscape and rolling hills formed by geology. Midway through the course, it also takes advantage of rugged dunes carved out by mining operations around the turn of the 20th century. The course is scheduled to open for play on April 3, just in time for spring golf season. Read more about [Pinehurst No. 10](#).

## Podcast: Schwob Talks All Things U.S. Open

We picked a great guest for episode #50 of Paradise in the Pines: Leighton Schwob, the USGA's Senior Director for U.S. Open Championship Operations. We all follow what happens inside the ropes during the championship, but few pay attention to what happens outside the ropes. That's Leighton's job – along with hundreds of support staff and volunteers. The players play the championship, but it doesn't happen without a smooth show behind the scenes. Listen to this episode of Paradise in the Pines as Schwob talks about U.S. Open details and what you need to know to enjoy championship week. Listen [HERE](#).



## World Golf Hall of Fame Making Progress

As we approach the U.S. Open in June, construction on the rest of Golf House Pinehurst's campus is ongoing, specifically the second building which will house the USGA Welcome Center and World Golf Hall of Fame. While the opening date of the WGHOFF has not been announced, safe to say it will be open to visit this summer. The headline display area will be the locker room concept relocated from the facility's previous home in St. Augustine, Fla. Visitors will be able to access a mobile app on their phones and hear voiced footage from various inductees with stories about golfers and their personal artifacts on display. There will be approximately 4,000 pieces of memorabilia on display. More to come as we get closer to June!

## Wee Pines at Olmsted Village Now Open

The much-anticipated Wee Pines at Olmsted Village miniature golf course is now open! The 36-hole course was designed by Miniature Golf Solutions, a company owned by father-and-son team David and Matt Bailey that has created custom indoor and outdoor courses across the country. Wee Pines will have clubs in all sizes to rent. The facility will not offer food or alcohol, but there will be soft drinks, ice cream and snacks available and picnic tables will be placed on a small patio behind the clubhouse. The lighted course will be open late for nighttime rounds. Wee Pines is located in Taylortown next to Harris Teeter.



# YOUR CVB AT WORK



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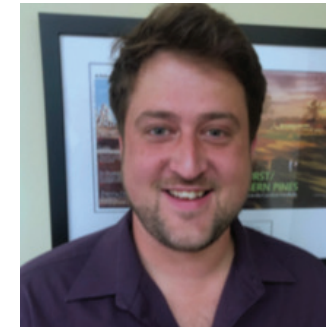
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President & CEO



**Lisa Long**  
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**Donna Garner**  
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**Dan Dreyer**  
Destination Storyteller



**Melissa Holt**  
Content Marketing  
Manager



**Ashley Baker**  
Destination Services  
Manager

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[homeofgolf.com](http://homeofgolf.com)



## CVB 2024 GUIDE

Our 2024 Destination Guide is available to order now. The guide will assist you in planning 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! (It is also available to download). See you soon!



## 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.

