

CONGRATULATIONS

SIMON LEE
MEN'S CHAMPION

KIM MOORE
WOMEN'S CHAMPION

AND ALL CATEGORY WINNERS AND 96 INCREDIBLE COMPETITORS IN THE
INAUGURAL U.S. ADAPTIVE OPEN. YOUR INSPIRATION IS TIMELESS!



DESTINATION MARKETING NEWSLETTER August/September 2022

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THE PINEHURST BBQ FESTIVAL

Sept. 2-4 | Village of Pinehurst
Watch Our Preview Video Below



(Click photo to view the video)



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FROM THE DESK OF THE PRESIDENT

Phil Werz

Greetings Tourism Partners & Friends,

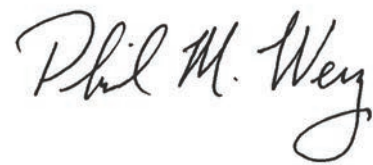
Just when you think it can't get any better inside the Home of American Golf, it does. On July 19, the USGA announced that the World Golf Hall of Fame is coming back to its original home and will open as we approach the 2024 U.S. Open in Pinehurst. Last week, the USGA also wrapped up a successful inaugural staging of the U.S. Adaptive Open. If you did not attend, it was truly an amazing championship and so inspirational to see all of the competitors in person. Make plans to attend next July as the event returns to Pinehurst No. 6.

If you swing by Pinehurst Country Club, you will see that work has commenced on Golf House Pinehurst, which should be completed near the end of 2023. The U.S. Kids World Championships are back in town as 2,200 competitors and their families descend upon our area and we welcome them as always. Be sure to attend the Parade of Nations on the evening of Tuesday, Aug. 2nd in the Village of Pinehurst.

We recently wrapped up our 2021-22 fiscal year that ended on June 30th. When the official numbers are released on Aug. 1, the CVB will record its first-ever \$3 million year in hotel occupancy tax collections – the life-blood of our business that allows us to effectively promote tourism to the 1.5 million

people that visit Moore County each year. This milestone is reached just one year after we recorded our first-ever \$2 million year. Clearly, the growth of tourism here is record-breaking and historic and I can assure you we are the envy of dozens of other CVBs across North Carolina. Thanks to our visitors for choosing us over so many great places to go, and for all the local businesses that serve our visitors and keep them coming back year after year.

Looking ahead, we can't wait for the second annual Pinehurst Barbecue Festival, Sept. 2-4 in the Village of Pinehurst. Chris Prieto returns to share his 'cue expertise, along with six of the best pitmasters in the state. Get your tickets while they're hot at PinehurstBarbecueFestival.com. For other events around Moore County, visit HomeofGolf.com/events. Thanks again from all of us here at the CVB! You made our most recent year the best in our 35 year history and we have even better days (and years) ahead!



UPCOMING EVENTS

U.S. Kids Parade of Nations	Aug 2
U.S. Kids Golf World Championship	Aug 4-6
Robbins Farmers Day	Aug 4-6
First Friday (Southern Pines)	Aug 5
Live After 5 (Village of Pinehurst)	Aug 12
Pinehurst BBQ Festival	Sept 2-4
First Friday (Southern Pines)	Sept 2
Live After 5 (Village of Pinehurst)	Sept 9
Autumnfest	Oct 1

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

We have a webcam at Pinehurst Resort!

(Click the photo below to view the live feed)



DESTINATION TOURISM TOPICS

CVB Talks Tourism with Visits to FL & TN

In recent months, the CVB had the opportunity to share tourism marketing ideas and pitch travel stories about the Home of American Golf. In May, CVB president and CEO, Phil Werz, was invited to appear at the annual Destinations Florida Marketing Summit to share insights on the success of recent partnership marketing campaigns that drove increased interest in the Sandhills area. In June, Werz traveled to Nashville, TN to meet with numerous travel writers and social media influencers to pitch non-golf related stories for earned media placement. In the very competitive tourism industry, keeping the Pinehurst area top of mind for marketers and media is an essential part of promoting the destination.



Newest Carthage Mural Unveiled

The newest creation on the Carthage Mural Trail has been unveiled. The mural pays tribute to the local luminaries and landmarks that shaped the culture of the town. The mural is located across the street from The Soup Company in downtown Carthage and highlights the Fry and Prickett Funeral Home, the oldest continuously operated business in town. The mural was designed by CVB Destination Storyteller, Dan Dreyer and his brother, Jordan. The mural is unique as it displays three QR codes which people can access with their smartphone and watch videos about the people and stories



that inspired the mural. Read more from this article in The Pilot, [HERE](#).

CVB Produces Video for Moore County Airport

The CVB has produced a special video to highlight the economic impact and significance of the Moore County Airport. The airport (KSOP) is responsible for \$93 million in annual economic impact to Moore County, according to the North Carolina Department of Transportation Division of Aviation. The production of the video was recommended by the newly created Moore County Airport Advisory Committee chaired by Eric Kuester from Pinehurst Resort. CVB president and CEO, Phil Werz also serves on that committee. The Moore County Airport ranks 15th among 72 state airports and employs more than 300 people. This fall, the facility will host the annual [Festival D'Avion](#), October 28-29, 2022. To watch the video, click [HERE](#).



Our State Magazine Focuses on Moore County

The CVB often works with the editorial staff at Our State magazine to produce articles about the Home of American Golf. Given the audience of the popular publication, many of the stories the CVB pitches are non-golf related. In June, the CVB coordinated with Our State to produce a story about several Moore County towns and the hidden gems found there. The coverage included stories about the towns of Robbins, Cameron, Vass and Carthage. While we are known as the Home of American Golf, the CVB understands that the Sandhills region of North Carolina is more than just golf. We encourage you to read this article and explore these unique towns in our own backyard. Read more from Our State [HERE](#).



Willabee Market Featured on N.C. Weekend (PBS)

The popular N.C. Weekend TV show on PBS North Carolina recently produced a feature on the new [Willabee Market](#) in Vass. The business specializes in products made from natural resources including soaps, honey, produce and more. The business is owned by Mary Garrison and her shop was inspired by a single honey bee. If you haven't visited Willabee Market, it is worth a trip to Vass to experience it for yourself. These types of local businesses and stories are what makes Moore County so unique and allows the CVB to pitch cool stories to the news media. Check out the story from N.C. Weekend [HERE](#).



DESTINATION GOLF NEWS



World Golf Hall of Fame Returns to Pinehurst

The World Golf Hall of Fame is returning to Pinehurst! The rumors of this happening in recent months was confirmed on July 19th as the USGA announced that the WGHOFF would be returning to the Home of American Golf and open in time for the 2024 U.S. Open as part of Golf House Pinehurst. "There's no better connection to golf's past, present and future than Pinehurst, and no organization that works harder than the USGA to preserve the history of this great game. We look forward to celebrating the greatest moments, and golf's greatest athletes, by including the World Golf Hall of Fame as an important part of our new Pinehurst home,"

said Mike Whan, CEO of the USGA. "Simply put – it just makes sense, and together with the Hall of Fame, we're more committed than ever to delivering experiences that build even deeper connections between golf fans and those who have truly led the way in this great game." Read more [HERE](#).

U.S. Adaptive Open Wraps Inaugural Championship

The Inaugural U.S. Adaptive Open at Pinehurst Resort's Course No. 6 ended in a dramatic triumph befitting a USGA national championship. Simon Lee, 25, of the Republic of Korea, shot a final-round 71, then went birdie-par in a two-hole playoff to win the men's overall title over Felix Norrman, while Kim Moore, 41, of Portage, Mich., went wire-to-wire to earn the title of women's overall champion. The championship was played at Pinehurst No. 6. The event will return to the same course next July for the 2023 U.S. Adaptive Open. The event was truly inspiring and received worldwide acclaim for the USGA's commitment to adaptive players and their mission to grow the game. Read more from the USGA [HERE](#).



Golf House Pinehurst Work Underway

The United States Golf Association officially broke ground in June on its newest campus, Golf House Pinehurst, which will include its equipment-testing facility, the visitor-friendly USGA Experience and an educational landscape feature, to be completed by the end of 2023. "The USGA, along with our many partners who helped make this project a reality, share a bold vision for Golf House Pinehurst and the impact it will have on this community and the game of golf," said Mike Whan, CEO of the USGA. "We love being a part of the Home of American Golf, and bringing this vision to life, starting today." The campus will include two buildings located near

the Pinehurst Resort & Country Club Main Clubhouse. The structures echo the architectural features of Pinehurst's earliest buildings, with wide verandas punctuated by columns, hipped-roof features with dormers, large windows, and textured clapboard and shake siding details – all designed with hospitality in mind. Read more [HERE](#).

Golf Pride Opens New Retail Center

Golf Pride, the maker of golf grips, announced opening its Retail Lab, the company's first on-site retail experience. The location offers customers a TOUR-like grip selection and installation experience with the company's lead TOUR technician and allows them access to GIC products and merchandise. The lessons learned by Golf Pride technicians during each grip selection and regrip process will positively affect the retail experience across Golf Pride's retail partners, OEM and e-commerce channels. "The new Retail Lab is a significant initiative for us," said Jamie Ledford, president, Golf Pride. "We expect to learn quite a bit about the full retail experience, from grip selection to installation, by operating an on-site retail environment. We believe the grip selection process will be highly educational and fun and hope the Retail Lab becomes a go-to experience for Pinehurst visitors". Golf Pride's Global Innovation Center is located adjacent to Pinehurst No. 8 off Murdockville Rd. Read more [HERE](#).



YOUR CVB AT WORK



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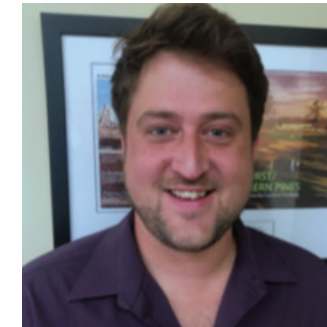
Phil Werz
President & CEO



Lisa Long
Creative Director



Donna Garner
Staff Accountant



Dan Dreyer
Destination Storyteller



Melissa Holt
Content Marketing
Manager

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TOUR
NORTH CAROLINA**

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Convention & Visitors Bureau**
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CVB 2022 GUIDE

Our 2022 Destination Guide is available, to assist you in 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!

VISIT NC FARMS

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](#)