



NC - US

BHAWK

BRAD HALLING
AMERICAN WHISKEY CO.

BHAWK LANDING SOON

Jessica & Brad Halling, Owners



News From

THE HOME OF AMERICAN GOLF

2023 Year-End Edition

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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,

Where did 2023 go? Yet another year has passed in the Pinehurst, Southern Pines, Aberdeen Area and it has been another record-breaking year for tourism thanks to the efforts of our partners and friends in the hospitality industry. Based on research conducted by U.S. Travel Association and Tourism Economics, our destination witnessed \$750 million in visitor spending during the 2022 calendar year. That's up 11% from the previous year and up 44% since 2018. That's three quarters of a BILLION dollars spent in Moore County by our visitors to the destination.

The year ahead promises to be yet another record-breaking year and with it will come many new things and attractions to enjoy. First, the U.S. Open returns to Pinehurst after a 10-year absence. About 250,000 people will be in the area for this major golf championship which will be held at venerable Pinehurst No. 2, June 10-16. By then, the USGA's Golf House Pinehurst will be open and with it the return of the World Golf Hall of Fame to its original and rightful place inside the Home of American Golf. We cannot wait to welcome the world to our destination as we appear again on the global stage.

In 2024 we will also see a brand-new destination distillery with the opening of BHAWK in Southern Pines. Owners Brad and Jessica Halling have a vision for the distillery which will express gratitude for extraordinary service through premium spirits. Meanwhile, Micah Neibauer's transformation of the old Tyson & Jones Buggy Factory in Carthage will become the newest Southern Pines Brewing Company location. The two-story restaurant/bar will open in early 2024 and will feature more than 50 taps, a speakeasy, on-staff mixologist, outdoor stage and a beer garden.

Lastly, we get asked all the time...will the Pinecone Pathways return in the spring? Two words: Stay Tuned.

Phil M. Werz



UPCOMING EVENTS

Festival of Trees
Blessing of the Hounds
The Nutcracker @ Bradshaw Performing Arts Center at SCC
Town of Cameron Christmas Tree Lighting
Town of Southern Pines Christmas Tree Lighting
Weymouth Wonderland: Outdoor Wonderfest and Market
Village of Pinehurst Christmas Tree Lighting
Old Fashioned Christmas at House in the Horseshoe
Town of Cameron Christmas Parade
1820s Bryant House and 1760s McLendon Cabin
Town of Aberdeen Tree Lighting
Shaw House Holiday Open House
Moore County Driving Club Carriage Parade
Town of Aberdeen Christmas Parade
Town of Carthage Christmas Parade
North Pole at The NAV
The Light of Christmas
Town of Vass Christmas Parade
North Carolina Symphony Holiday Pops Concert
First Eve Pinecone Drop in Downtown Southern Pines

November 15-18
November 23
November 24-26
November 25
November 25
December 1-3
December 1
December 2
December 2
December 3
December 7
December 9
December 9
December 9
December 9
Dec 9-10, 16-17
December 10
December 16
December 19
December 31

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

DESTINATION TOURISM TOPICS

CVB Approves Tourism Grant Awards

On October 24, the CVB Board of Directors voted unanimously to award \$821,000 in grants to six Moore County municipalities and non-profits as part of the organization's One-Time Project Fund (OTPF). This is the first time in the 36-year history of the CVB that the organization has offered a tourism-related grant program. The program was proposed earlier this year due to a surplus in the CVB's fund balance which created an available pool of up to \$1 million for the OTPF. Read more [HERE](#).



Fall Pinecone Pathways Big Hit

Once again, pinecone passions reached a fever pitch this fall with the one-day Pinecone Pathways "Special Edition Release" during Great Trails Day on Saturday, October 21. The CVB hid 10 pinecones along 10 Moore County trails and hundreds of people searched high and low for the coveted glass pinecones. Similar to the spring campaign that featured 200 pinecones, glassmakers from Starworks produced the special edition cones, each with a distinctive fall coloring. Will the program return next spring? Stay tuned!

Magic of Moore for the Holidays

Looking for what's happening around Moore County for the holidays? Our destination is filled with small town charm and holiday memories to be had by all. Whether you are visiting friends and family or looking for a unique holiday getaway to make magical memories, Moore County has something for everyone! The holidays are shared moments we remember the most and celebrate the best! From holiday tree lightings to festive events, check out our Magic of Moore holidays page [HERE](#).



New Destination Distillery Coming Soon

In 2024, we will have a new destination distillery for visitors and residents to enjoy. The BHAWK distillery is set to open as soon as January 1 in Southern Pines. The distillery will be the first of its kind in the Sandhills and is located off Highway 1 and Midland Road. BHAWK stands for Brad Halling American Whiskey Co., but it's also a tribute to the men that served with Brad in the Battle of Mogadishu which inspired the movie Black Hawk Down. Read more [HERE](#).

New Brewery Set to Open in Carthage

Southern Pines Brewing Company just keeps growing! In early 2024, Micah Neibauer plans to open a new downtown Carthage location that will transform the old Tyson & Jones Buggy Company factory into a two-story restaurant and bar. The facility will also showcase an outdoor stage on one side and a biergarten on the other side. Downstairs will be a speakeasy featuring a professional mixologist and a varied menu that will offer, among other things, flights of pizza! Read more [HERE](#).



DESTINATION GOLF NEWS

Pinehurst's No. 10 Ready for Spring Debut

No. 10 is Pinehurst's first new course in nearly three decades. The landscape underlying 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 in its final stages of creation and is scheduled to open for play on April 3, 2024, just in time for spring golf season. Read more about [Pinehurst No. 10](#).



The Overhills Opens at SPGC

The Overhills putting course is now open for members, resort guests and golfers playing Southern Pines Golf Club. The name Overhills pays tribute to one of Donald Ross' greatest yet most mysterious works. The 1913 design quietly remained part of a Rockefeller family-owned estate for the bulk of the 20th Century. Today it lies dormant and overgrown on the property that is now Fort Liberty, 18 miles from Southern Pines Golf Club. Learn more about Overhills [HERE](#). Or, watch a short reel about Overhills [HERE](#).



Woodlake Country Club Reopens in Vass

Woodlake Country Club in Vass has reopened. GolfPass recently named The Maples Course renovation by Kris Spence among the "25 notable golf course renovations set to be unveiled in 2023." In our quest to honor the soul of the Sandhills and Pinehurst, the owners of the course embarked on a journey to bring the original Ellis Maples course back to its former glory. This endeavor involved removing overgrowth and trees that had, through the years, encroached upon the natural beauty of the course, obscuring the breathtaking vistas and challenging gameplay that have made it legendary. Read more [HERE](#).



Tot Hill Farm Returns to Old Glory

Tot Hill Farm Golf Club has reopened with new greens, upgraded cart paths and a new clubhouse, fittingly in a restored old farmhouse. On Labor Day, the Asheboro course had a soft reopening after several restoration projects, including an old farmhouse now a clubhouse and new Prizm Zoysia putting surfaces. We played the course and it is worth a drive to Asheboro to play this Mike Stantz classic course. They also sell packages which include a stay and other golf in Moore County. Read more [HERE](#) from John Brasier with Triad Golf.

The Countdown to the U.S. Open Continues

As we draw closer to the end of 2023, that means we are closer to the 2024 U.S. Open. Historic Pinehurst No. 2 will play host to the championship for the fourth time and for the first time since 2014. Please advise those who plan to attend the championship to secure accommodations as soon as possible given many hotels in our destination are close to capacity. For more information on the championship, plus how to buy tickets and book a room, please bookmark our U.S. Open Resource page [HERE](#). To watch our hype video, click [HERE](#).

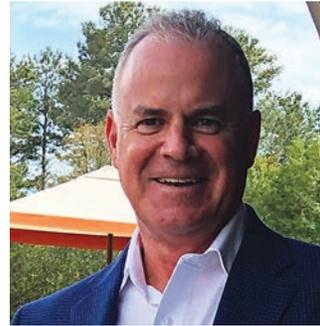


YOUR CVB AT WORK



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POUR TOUR & WINE TRAIL - Get Your Passport Now!



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CVB 2024 GUIDE



Our 2024 Destination Guide will be available to order in January. The guide will 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! (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.