



News From

THE HOME OF AMERICAN GOLF
Summer 2023 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

Hello Tourism Friends & Followers!

It's official! The countdown is on for the 2024 U.S. Open in Pinehurst! Between now and when we welcome the world to the Home of American Golf, a few things will happen. The USGA will reveal Golf House Pinehurst and the World Golf Hall of Fame. Pinehurst Resort will open the tenth course and complete renovations at the Carolina Hotel. There will be a new destination distillery as Brad Halling American Whiskey Co. (BHAWK) opens and Micah Neibauer will have transformed the old Tyson and Jones Buggy Factory in downtown Carthage into the newest Southern Pines Brewing Company location. And oh yeah, we'll have a Target by then, too.

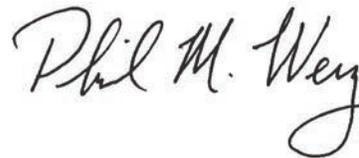
Recently, we wrapped up our highly successful Pinecone Pathways Program. Thanks to Starworks and their talented glassmakers for creating those colorful pinecones that people pined, pained and were passionate about for 10 weeks. While the goal was to find one of those treasures, your stories of finding new trails to explore, the miles you walked and the weight you lost was truly an inspiration. The program may be over, but keep moving! Will we do this program again? Stay tuned! Meantime, enjoy the Sandhills Story Trails Adventure

at Nick's Creek Greenway and explore the state's first virtual mural trail in Carthage.

Peach Week will be here July 13-22. The CVB has added some peachy fun and events to expand on the N.C. Peach Festival in Candor. To see what's happening and when, please visit our website at HomeofGolf.com/Peach-Week.

Lastly, with the 2024 U.S. Open less than a year away and tickets now on sale at USGA.org, you better book early if you plan to visit the area. Hotel rooms are at a premium, even now. The CVB has launched a special landing page with accommodations options, not only in Moore County, but throughout the Sandhills region and beyond. To visit our special US Open landing page, [click here](#).

Get ready - it's going to be an amazing year as Pinehurst Resort and the Home of American Golf take center stage in preparation for the 2024 U.S. Open!



UPCOMING EVENTS

North & South Men's Championship
Pinehurst History Cruise & Walking Tour
Freedom Fest
Winery and Live Music Cruise
Sandhills Motoring Cars and Coffee
Celebrating Independence: Concert & Fireworks(Pinehurst)
Fun Family Fourth of July(Aberdeen)
Shop, Sip & Snack Trolley Style
North & South Women's Amateur Championship
US Adaptive Open
NC Peach Festival (Candor)
Peach Week in the Sandhills
242nd Anniversary Reenactment at House in the Horseshoe
Robbins Farmers Day
North & South Senior Men's Championship
North & South Senior Women's Championship

June 24 - July 1
June 24
June 30
June 30
July 2
July 3
July 4
July 8
July 9-15
July 10-12
July 13-15
July 13-22
July 29
Aug 3-5
Aug 13-16
Aug 13-16

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

DESTINATION TOURISM TOPICS

Peach Week: July 13-22

This year, the Pinehurst, Southern Pines, Aberdeen CVB will expand upon the annual Peach Festival to create Peach Week, July 13-22. Aside from the annual festival, you can explore area restaurants featuring specially-made fresh peach menu items and vote on your favorite ones! Experience a variety of activities like a Sandhills Bogeys' game "Life is a Peach" night, a 5K Peach Week Fun run, Power Cars and Peaches with Whiskey Pines at Weymouth, Blues Festival at the Sunrise Theater, kids' activities and so much more! Most activities are free and open to the public. To learn more, visit our official Peach Week page [HERE](#).



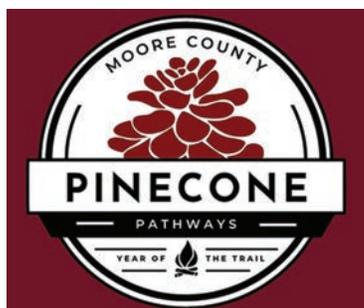
The Pinehurst Barbecue Festival Returns



The Pinehurst Barbecue Festival celebrates all things barbecue in North Carolina. From Eastern North Carolina vinegar to Western North Carolina tomato, all of your favorites will be available during this unique festival! Presented by Pinehurst Resort and US Foods, this event is a "Celebration of Taste and Tradition" featuring award-winning pitmasters from across North Carolina in one of the most picturesque settings in the entire state – the Village of Pinehurst. The three-day event offers a unique culinary sampling experience of various barbecue meats and traditional sides. Spread the word to your friends that may be visiting as packages are available for overnight guests. For more, click [HERE](#).

Hilton Garden Inn wins Connie Award

Congratulations to Bonnie McPeake, owner of McPeake Hotels, and her team from the Hilton Garden Inn Southern Pines–Pinehurst for earning two prestigious awards from Hilton Hotels. They have been presented with the 2022 Connie Award, given to the top-ranked Hilton Garden Inn in the U.S. and Canada! They also earned the Brighter Together Award, given to the top-ranked Hilton Garden Inn based on guest service scores. The CVB is enormously proud of these outstanding accomplishments for McPeake Hotels. They speak to the quality of staff from housekeeping to front office and every person in between. Keep in mind, they rank #1 out of 760 Hilton Garden Inn branded hotels!



Pinecone Pathways Ends Successful Program

We know some folks are going through withdrawals, but the popular Pinecone Pathways Program wrapped up over the Memorial Day weekend. In a partnership with Starworks, the glassmakers produced 200 unique glass pinecones for the program. The CVB then enlisted official "hiders" to place them on trails all across Moore County as part of the statewide Year of the Trail initiative. Thanks to everyone who supported this amazing promotion – from parks and rec leaders, municipalities, businesses, our "hiders" and our friends from the NC State Parks system. Special thanks to Matthew Greiner whose unofficial Facebook page shared stories and images from the campaign. Will we do it again? Stay tuned. The CVB will let you know if we do it again!

CVB to Award \$1 Million in Grants

The application period remains open for a \$1 million One-Time Project Fund (OTPF) formed by the Pinehurst, Southern Pines, Aberdeen Area Convention and Visitors Bureau (CVB). The OTPF is a grant program open to qualifying Moore County municipalities and non-profits for tourism-related capital projects. The application period extends through August 18, 2023. The funds originate from the CVB's fund balance, which totals more than what the organization is legally required to maintain. For more information about the One-Time Project Fund (OTPF) and to download an application, visit: www.HomeofGolf.com/OTPF.



DESTINATION GOLF NEWS



Pinehurst's Tenth Course Taking Shape

Located four miles south of the main resort clubhouse, the tenth course will open in 2024, coinciding with the return of the U.S. Open to Pinehurst No. 2. Tom Doak and Angela Moser's layout incorporates rugged dunes mined at the turn of the 20th century accented by native sand and wiregrass. With natural ridgelines, intriguing landforms, towering longleaf pines, streams and ponds, they envision a course that complements the resort's other courses through its contrasts. Check out Pinehurst Resort's [just-released video](#) featuring numerous drone shots of the 10th course and invaluable insights from Doak about the front nine, back nine, terrain and timing.

U.S. Adaptive Open Set for July

The field for the 2nd U.S. Adaptive Open – a national championship that showcases the world's best golfers with disabilities on Pinehurst Resort & Country Club's Course No. 6 from July 10-12 – is now set. The USGA received 285 entries for the 2023 U.S. Adaptive Open, and the 96-player final field includes competitors from 28 states and 11 countries. The championship's youngest competitor is 15-year-old Russell Aide from Canada, and Linda Port, of Rancho Santa Fe, Calif., is the championship's oldest player at 75 years old. Of the 96 players in the field, 66 played last year, and 30 will be making their championship debut. The event is free and open to the public, so please support these amazing and inspirational athletes.



Volunteer for the 2024 U.S. Open

You have an exclusive opportunity to register as a marshal volunteer for the 2024 U.S. Open. The championship is set to be held at Pinehurst Resort & Country Club (Course No. 2) from June 10-16, 2024. Marshaling a hole amongst your peers is an exciting way to get involved with the championship. Marshaling duties include but are not limited to ball spotting in fairways and around greens, keeping crowds quiet when a player approaches his shot, monitoring crosswalks and managing grandstand capacity. To be a volunteer, you must commit to volunteering for a minimum of (4) shifts during the week, each lasting about (6) hours. With questions on volunteer registration, please

get in touch with the 2024 U.S. Open Championship office at 2024usopen@usga.org

U.S. Open Tickets On Sale Now

The countdown is on for the 124th U.S. Open to be played at Pinehurst No. 2, June 13-16, 2024. This will be the fourth time Pinehurst Resort has hosted this USGA championship and its first since Martin Kaymer won it in 2014. As the excitement builds toward next year's U.S. Open, be sure to get your tickets now! Tickets are available starting June 16 and can be purchased at [USGA.org](https://www.usga.org). If you plan to be in the area that week, we advise that you book your accommodations now as availability is already limited. The CVB has launched a special landing page for the 2024 U.S. Open with links to lodging in Moore County and beyond. Visit: HomeofGolf.com/usopen2024.



Bacon Podcast Sizzles About Pinehurst

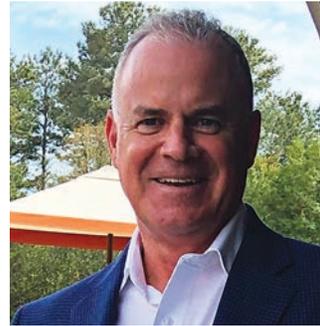
Podcasts are all the rage nowadays. Even the CVB has its own podcast. If you have not subscribed or listen to it, give it a listen! For Paradise in the Pines, [click here](#). Recently, the CVB hosted golf personality, host and writer Shane Bacon and FOX Sports' Joel Klatt for a golfing adventure in the Pinehurst Area. Bacon hosts his own podcast – Get a Grip with Shane Bacon. After his trip to the Home of American Golf, he and Klatt raved about Pinehurst and the great vibe they enjoyed inside the destination. It is well worth a listen, [click here](#).

YOUR CVB AT WORK



CVB Office

155 W. New York Avenue
Suite 300
Southern Pines, NC 28387



Phil Werz
President & CEO



Lisa Long
Creative Director



Donna Garner
Staff Accountant



Dan Dreyer
Destination Storyteller

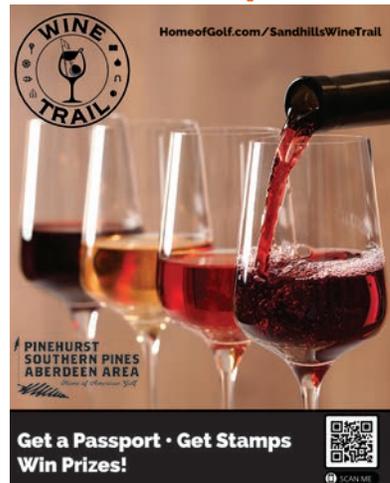


Melissa Holt
Content Marketing
Manager



Ashley Baker
Destination Services
Manager

POUR TOUR & WINE TRAIL - Get Your Passport Now!



Pinehurst, Southern Pines, Aberdeen Area
Convention & Visitors Bureau
155 W. New York Avenue • Suite 300
Southern Pines, NC 28387
910-692-3330 • 800-346-5362
homeofgolf.com

CVB 2023 GUIDE



Our 2023 Destination Guide is available to order. 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 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.

