



Growing in 2019



Inside This Issue

- CEO Message.....Page 2**
- Tourism Topics....Page 3**
- Golf News.....Page 4**
- CVB at Work.....Page 5**

Did You Know???

Pine Needles Lodge & Golf Club will be the first course to host four USGA Open Championships for women when it hosts the 2019 U.S. Senior Women's Open. In 2022, it will become the first course to host four U.S. Women's Open Championships! The U.S. Senior Women's Open is set for May 16-19, 2019. See you there!



HomeofGolf



homeofamericangolf



usahomeofgolf

From the Desk of the President & CEO



Poised for Growth in 2019

Happy New Year and welcome to 2019! I hope you enjoyed the recent holidays, but now is the time to roll up our sleeves and get to work on what promises to be a memorable year in the Pinehurst, Southern Pines, Aberdeen area – and a year that will see plenty of growth in many areas. Our cover photo shows evidence of some of the growth. A new 103-room Hilton Garden Inn has broken ground in Aberdeen and is slated to open in early 2020. Jackson Van Paris and Donna Andrews were at Pinehurst Brewing Company last month to promote two major USGA events this year – the 2019 U.S. Senior Women's Open at Pine Needles and the 2019 U.S. Amateur at Pinehurst No. 2 and No. 4 as our area takes the national stage to grow the game. Later this year, U.S. Kids Golf will celebrate their 20th anniversary. And in November we hosted Canadian golf writers in an effort to leverage a new flight from Toronto to RDU as we seek to attract visitors from north of the border. There are more signs of growth and some great new things we will announce for the destination in 2019. It's an exciting time to be in this growing destination and the CVB looks forward to sharing many more success stories with you.

Phil M. Werz

Phil Werz
President & CEO

Suggested Events

Jan. 7-25: Art Exhibit: A Celebration of the Journey (Southern Pines)

Jan. 11: The Rooster's Wife: John Cowan with Darin and Brook Aldridge (Aberdeen)

Jan. 12: Parisian Salons Featuring David Michael Wolff, Pianist (Southern Pines)

Jan. 13: Weymouth Chamber Music Series: Gordon Kreplin, Cathy Pesceovich (Southern Pines)

Jan. 13: The Rooster's Wife: Tellico and John Doyle (Aberdeen)

Jan. 20: The Rooster's Wife: Ben and Joe (Aberdeen)

Jan. 22: "The Magic of Motown" DeWitt Series Show (Hamlet)

Jan. 31: NC Symphony Presents Tchaikovsky Serenade (Southern Pines)

Feb. 1-22: Art Exhibit: Reflections of Africa (Southern Pines)

Feb. 3: Weymouth Chamber Music Series: The Ciompi Quartet with Allan Ware

Feb. 4: Chamber Music: Ensemble Mélange (Southern Pines)

Feb. 5: "Beatles The Ballet" Columbia City Ballet (Hamlet)

Feb. 10: The Rooster's Wife: The Contenders (Aberdeen)

Feb. 12: NC Symphony Presents Mozart's Great G-Minor Symphony (Southern Pines)

Feb. 14: The Rooster's Wife: Seth Walker (Aberdeen)

Feb. 16: Carolina Philharmonic: The Wild West (Southern Pines)

Feb. 16: 2019 Heart 'n Soul of Jazz (Pinehurst)

Feb. 17: The Rooster's Wife: The Kennedys (Aberdeen)

For all of these events and more, visit:

www.HomeofGolf.com/Area-Events/

DESTINATION TOURISM TOPICS



Festival D'Avion Returns this April

The second annual Festival D'Avion will take place April 12-13, 2019. The festival honors the men and women who have served in the Armed Forces. See a variety of static aircraft and military equipment displays. For more information, visit www.FestivalDAvion.com

The Rock Rocks in May

The Epicenter Festival is coming to the Rockingham Festival Grounds, May 10-12, 2019. The three-day music festival was formally known as Carolina Rebellion which was held in Charlotte from 2011-2018. Some of the major acts include: Foo Fighters, Tool, Judas Priest, Rob Zombie, Korn, and many more performers. An economic impact of more than \$30 million is expected in Moore County as a result of this event. For ticket and lodging packages, go to <https://EpicenterFestival.com/>.

New Hotel Breaks Ground in Aberdeen

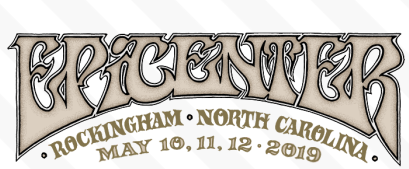
On Dec. 11th, CVB board chairperson, Bonnie McPeake, broke ground on a new 103-room hotel. The Hilton Garden Inn is expected to open in early 2020 and will be located next to her other two hotel properties in Aberdeen off 15-501. The hotel will also offer a full service bar and restaurant on-site, plus about 1,500 square feet of meeting space with the option to add additional space in coming years based on demand. **Read more** about the new hotel in Aberdeen.

The Manor Inn to Restore Old Glory

Not to be outdone, The Manor Inn in Pinehurst is closed for a complete interior renovation as well. What's great about this story is Pinehurst donated all of the furniture from the hotel (about 32,000 pounds and 43 rooms of it according to Sandhills Moving) to Habitat for Humanity of Craven County to assist that particularly hard hit area still feeling the effects from Hurricane Florence. Kudos Pinehurst! Great to see new hotels and renovations - signs, again, of a growing destination!

CVB's Stewart Earns Tourism Award

Congratulations to CVB Vice-President of Sales, Beverly Stewart for being named by ConventionSouth magazine as one of the "Meeting Pros to Watch in 2019". Bev is one of 20 meeting planners recognized and highly recommended by groups due to their organizational talents, creative ideas and work ethic. If you did not know, Bev was one of the first persons hired when the Pinehurst, Southern Pines, Aberdeen Area CVB was formed 30 years ago and continues to be a driving force to entice business, groups and associations to visit the Home of American Golf again and again.



THE HOME OF GOLF NEWS

Golfweek



Area Courses Named to Golfweek Top 100 List

Five Pinehurst area golf courses have been named to Golfweek's 2019 Top 100 Resort Courses in the United States. The courses include: Pinehurst No. 2 (#3); Mid Pines Inn and Golf Club (#29); Pine Needles Club and Lodge (#37); Tobacco Road (#59) and Pinehurst No. 8 (#69). The rankings were published in the magazine's Ultimate Guide for Resort and Residential Courses.

One Ticket for Two USGA Championships in 2019

In a special offering, golf fans can now secure good-any-one-day or all-inclusive upgraded ticket packages to attend both the 2019 U.S. Senior Women's Open (Pine Needles) and the 2019 U.S. Amateur (Pinehurst No. 2 and No. 4). The unique ticket set up will allow golf enthusiasts to also purchase premium tickets that include rounds of golf at Pine Needles as well as Pinehurst No. 4 and The Cradle after the championships are complete. For full details and to purchase tickets, go to www.USGA.org.

Canadian Familiarization Trip

Four Canadian golf writers representing the Toronto Sun, Flagstick Magazine and other media outlets visited the Sandhills recently, as part of a statewide familiarization trip coordinated by Visit North Carolina. "Toronto is a burgeoning feeder market for us," said Phil Werz, President and CEO of the Convention and Visitors Bureau of Pinehurst, Southern Pines, Aberdeen area. "This gave us the chance to tell the story of Pinehurst and also the story about our entire destination. "Part of the impetus for the writers trip is a planned direct flight serving Toronto Pearson International Airport (YYZ) and Raleigh Durham International Airport (RDU). Some of these vacationers may head southeast to Myrtle Beach and competition is fierce across the state for their travel dollars. "For Canadians, we know there is a passion for the Carolinas. We see great opportunities with this media exposure in Toronto," Werz said. "They love to travel, they love golf, and they love new experiences. We'd love to see them playing golf in our area, instead of heading further south".



The Cradle Rated One of the Best

Another amazing accolade for the Home of American Golf. Golf.com has named The Cradle as one of the 12 Best Par 3 Courses in America. This new amenity at Pinehurst Resort was created by Gil Hanse (who also recently redesigned No. 4) and became an instant "must play" for anyone visiting the area. Hole length ranges from 56 to 127 yards and is a blast for all ages and skill levels. The classic rock music and teardrop bar are added touches of coolness to this 9-hole gem.

CVB to Attend 2019 PGA Show

On Feb. 23-24, the CVB will be represented at the 2019 PGA Merchandise Show in Orlando, FL. The annual conference brings together everything you can imagine from the world of golf: club manufacturers, apparel companies, golf travel, golf professionals and more. It is the largest golf network opportunity in the industry and creates an environment where our CVB can forge new and enhance existing relationships in the golf industry. It's also a great way to learn about what's new in the golf industry in 2019 and bring back best practices that will allow us to better promote our great destination.

Get Out and Play - Check Out Packages & Deals

<https://www.homeofgolf.com/packages-deals/>





**PINEHURST
SOUTHERN PINES
ABERDEEN
AREA**

Convention & Visitors Bureau

YOUR CVB AT WORK



Phil Werz
President & CEO



Beverly Stewart
VP of Sales



Karen Davis
Dir. of Admin Services



Karin Toomey
Digital Content Director

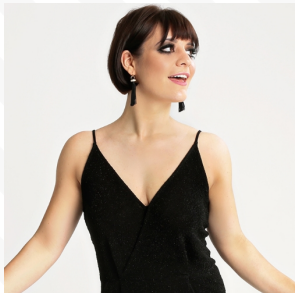


Lisa Long
Creative Director



Emily Jack
CVB Svcs/Community Engagement Mgr

Jazz Up Winter!



Our winter pick to "must see" is singer and trombonist, Aubrey Logan on Saturday, Feb. 16th inside the Cardinal Ballroom at Pinehurst Resort. The 2019 Heart n'

Soul of Jazz event is presented by the Arts Council of Moore County. For tickets, call 910.692.2787, or online at: www.TicketMeSandhills.com . For overnight packages, call 800.487.4653.

Get The Guide!



HOT off the Presses! Our 2019 Destination Guide is ready for you to order, so you can plan your next trip to the Home of American Golf. Order online at www.HomeofGolf.com and we will ship it to you for FREE! Who doesn't like free? See you soon in the Sandhills!

Home of American Golf™