



# DESTINATION MARKETING NEWSLETTER

## SUMMER 2024 Edition

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### WATCH OUR VIDEO! PEACH WEEK 2024



(Click photo to view our video)



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# FROM THE DESK OF THE PRESIDENT

Phil Werz

Dear Tourism Partners and Friends,

Hope you all had a great July 4th holiday weekend. That patriotic holiday allowed us to briefly catch our breath after an amazingly successful and drama-filled U.S. Open where Bryson DeChambeau earned the title with an epic shot from the bunker and a 4-foot putt to claim the trophy. In the aftermath of the U.S. Open things are heating up – literally and figuratively – inside the Home of American Golf.

From July 18–28, it's Peach Week in Moore County as the CVB once again expands on the success of the N.C. Peach Festival in Candor (July 18–20). There is more than a full bushel of peach-related fun and activities throughout Peach Week from a restaurant competition, '90s Night with the band Katatonik at The Buggy Factory in Carthage, 5K Fun Run with FirstHealth, Sandhills Bogeys baseball, trolley and foodie tours, Peach Grass Festival and Power Cars and Peaches at the Weymouth Center and Peach A' Palooza at James Creek Cider House and so much more. To learn more, visit our Peach Week page at: [HomeofGolf.com/peach-week](https://HomeofGolf.com/peach-week).

Later in July, we will once again welcome more than 2,000 of the best junior golfers in the world for the annual U.S. Kids World Championships from July 24–August 4. Players from all 50 states and more than 30 countries will be here to vie for coveted titles. These kids are super talented and our community does a great job to volunteer and support them while they are here. Don't forget the Parade of Nations takes place in the Village of Pinehurst on the evening of Tuesday, July 30. That is always a must-see event!

Soon it will be Labor Day weekend and that means the 4th annual Pinehurst Barbecue Festival. Seven of the best pitmasters in North Carolina will be here led by the Food Network star Christopher Prieto. This event will sell out, so get your tickets for the pig-out today at [PinehurstBarbecueFestival.com](https://PinehurstBarbecueFestival.com).

In the coming weeks, you'll be hearing a lot about the inaugural Ag + Art Tour in Moore County. The CVB is partnering with the NC Cooperative Extension of Moore County and the Arts Council of Moore County to pair farms and artists for unique and family-friendly experiences from September 28–October 19. Mark your calendars!

Lastly, congratulations to Pinehurst Resort and the USGA for a great U.S. Open week. That event will have an estimated \$200 million impact on our destination and those benefits will be felt for many more months to come as people plan their vacations here to experience all the great things they heard about the Sandhills during the worldwide media coverage. Meantime, stay cool and get ready for more fun in the Pinehurst, Southern Pines, Aberdeen area well into this fall!



## UPCOMING EVENTS

|  |                        |
|--|------------------------|
| Peach Week   | July 18-28, 2024       |
| U.S. Teens Golf World Championship                               | July 25-27, 2024       |
| Robbins Farmers Day  | August 1-3, 2024       |
| U.S. Kids Golf World Championship                                | August 1-4, 2024       |
| 243rd Commemorative Battle ReEnactment at House in the Horseshoe | August 3, 2024         |
| Pinehurst Barbecue Festival                                      | August 30-Sept 1, 2024 |

# DESTINATION TOURISM TOPICS

## Peach Week is Back! July 18–28

Peach Week is back and there are bushels of peachy fun happening throughout the Sandhills as we once again expand on the N.C. Peach Festival fun over in Candor. Experience an abundance of family-friendly events July 18–28 from a restaurant food and drink competition to trolley and foodie tours, baseball fun with the Bogeys, '90s night with the band Katatonik at The Buggy Factory, 5K Fun Run, Putt n' Peaches at Wee Pines – the list goes on and on. For more information, visit our website at [HomeofGolf.com/peach-week](https://HomeofGolf.com/peach-week).



## Plan to Pig Out Labor Day Weekend

The fourth annual Pinehurst Barbecue Festival returns this Labor Day weekend, Aug. 30–Sept. 1. Seven of the best pitmasters in North Carolina, headlined by Food Network star Christopher Prieto, will be cookin' up a great time in the village of Pinehurst. The Celebration of Taste and Tradition has quickly risen to become one of the best BBQ festivals in the state and this year promises to be the best ever. The three-day pig out culminates with the Pitmaster Invitational on Sept. 1. Make plans to attend all the events all three days. For tickets, go to [PinehurstBarbecueFestival.com](https://PinehurstBarbecueFestival.com).

## Inaugural Ag + Art Tour Coming to Moore Co.

In partnership with the N.C. Cooperative Extension in Moore County and the Arts Council of Moore County, the CVB has created the inaugural Ag + Art Tour. For four weekends from Sept. 26–Oct. 19, the Moore County Ag + Art Tour will feature a variety of on-site farm and market experiences, each paired with a local artist at every location. Participants will be able to see first-hand where their food comes and learn more about farm life while watching artists perform or be able to purchase their works. It's a great time to be down on the farm this fall in Moore County. [Learn Moore](https://LearnMoore.com).



## Commercial Flight Service at KSOP?

Could commercial flight service return to the Moore County Airport? According to a special catchment study funded by the CVB and conducted in cooperation with Volaire Aviation and airport officials, the prospects look very good. There are certainly many steps to get there, with the next one coming soon. The airport will be applying for a Small Community Air Service grant which costs around \$12,500. Airport director Rick Cloutier has been in this position before at previous stops in similarly-sized airports in Maine, Concord, NC and Idaho Falls, ID. In each instance, he worked with

Voltaire Aviation to start commercial flight service. Read more from [The Pilot](https://ThePilot.com).

## HGI Earns National Honors (Again)

The Hilton Garden Inn in Aberdeen was recognized for the second year in a row as the top North American hotel in the chain with the coveted "Connie Award" for 2023 – making it the only Hilton facility to achieve this honor back-to-back. The award is based on hotel experience, using data from guest surveys and scores during anonymous corporate audits. There are more than 760 Hilton Garden Inn locations in North America and another 200 or so worldwide. The hotel is owned by CVB board of directors member Bonnie McPeake. McPeake Hotels owns the HGI, plus the Hampton Inn and Towne Place Suites in Aberdeen off Highway 15–501. Congratulations to Bonnie and her teams for this well-deserved honor. Read more from [The Pilot](https://ThePilot.com).





# DESTINATION GOLF NEWS



## 2024 U.S. Open Sets Records in Pinehurst

The 2024 U.S. Open was certainly one to remember. Bryson DeChambeau's 55-foot bunker shot and subsequent putt on the 72nd hole to win the championship will go down as another fantastic U.S. Open finish at Pinehurst No. 2. The event saw more than 225,000 people coming to the area to witness the U.S. Open and according to the USGA, it will have a \$200 million economic impact on our destination in the months to come as a ripple effect from the worldwide media coverage. The USGA also reported record-high benchmarks via social media and the network TV coverage with NBC Sports and Peacock as it registered the highest final round ratings on the East Coast in more than 10 years. A big thanks also goes out to the 4,000+ volunteers that made the event happen and who charmed visitors from around the world with our unique brand of Southern hospitality.

## World Golf Hall of Fame Now Open

Reminder that the World Golf Hall of Fame and USGA Experience are now open. Those guest experiences are located at the new Golf House Pinehurst campus, just steps away from the Pinehurst Country Club. Admission to the WGHOV was complimentary through June to celebrate the 2024 U.S. Open in Pinehurst. There is now a small fee to enter. It is only \$10 for general admission and only \$5 for North Carolina residents. If you are a member of the USGA, admission is complimentary. So, why not join the USGA? You can do that at the USGA Experience before you head up to the WGHOV! To learn more about both of these great guest experiences, watch the USGA's awesome video about it. [Watch.](#)



## Angela Moser Enters Paradise in the Pines

The CVB had a chance to record a series of our Paradise in the Pines podcasts at the 2024 U.S. Open and one of our guests was Angela Moser, lead designer under Tom Doak for the creation of the new Pinehurst No. 10. Originally from Germany, Moser has traveled the world under Doak's guidance for more than 10 years and has more than earned the respect of her boss and her peers. Check out the latest Paradise in the Pines from the U.S. Open as Moser talks about creating Pinehurst No. 10 and how she made her way within the golf industry. [Listen.](#)

## U.S. Kids Returns for the 19th Year

The Home of American Golf welcomes the U.S. Kids Golf World Championship for its 19th year in our destination! This year, the events run from July 24-August 4. There will be more than 2,000 of the best junior golfers in the world from all 50 states and more than 30 countries. This is one of our favorite annual events in the Pinehurst area and so inspiring to see so much talent and players that will be future collegiate and professional stars down the road. Aside from the golf, the popular Parade of Nations is set to take place on the evening of Tuesday, July 30 in the Village of Pinehurst. Be sure to get out and supports this event which has an annual economic impact on our area of approximately \$14.5 million!



## Golf Pride Unveils New Retail Lab

A first of its kind, the Retail Lab in Golf Pride's state-of-the-art Global Innovation Center (GIC) in Pinehurst, NC, has opened just inside the entrance to Pinehurst No. 8 golf course. The Retail Lab has been a part of the plans for the GIC since its inception and now for the first time this unique grip selection journey is open to the public. It provides an "inside the ropes" Tour-like experience for golfers to choose the right grips for their game and have them installed on their clubs by Golf Pride's lead Tour technician, while also allowing guests access to GIC-exclusive products and merchandise. [Learn Moore.](#)



# 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

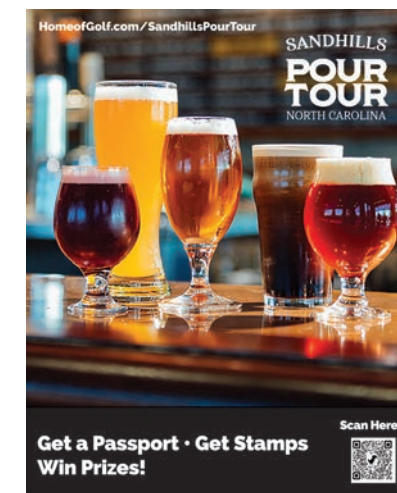


**Melissa Holt**  
Content Marketing  
Manager



**Ashley Baker**  
Destination Services  
Manager

## POUR TOUR & WINE TRAIL - Get Your Passport Now!



Get a Passport • Get Stamps  
Win Prizes!



Get a Passport • Get Stamps  
Win Prizes!

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



## CVB 2024 GUIDE

Our 2024 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](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.

