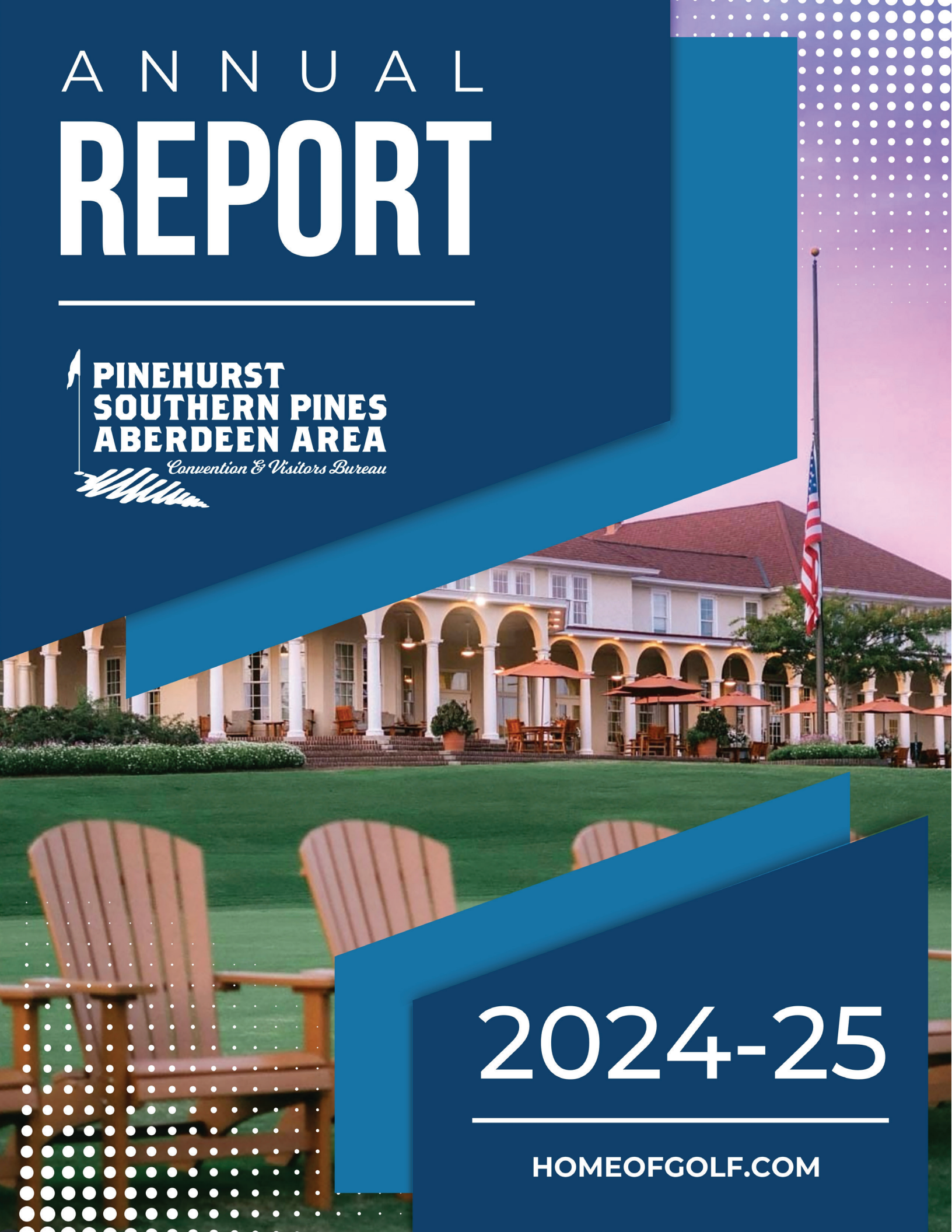


ANNUAL REPORT

 **PINEHURST
SOUTHERN PINES
ABERDEEN AREA**
Convention & Visitors Bureau

2024-25

[HOME OF GOLF.COM](https://homeofgolf.com)

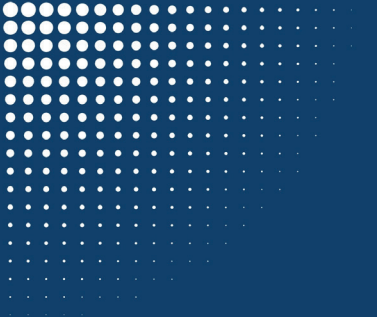


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PRESIDENT'S MESSAGE

The 2024-25 FY proved to be another successful year for tourism in Moore County. Coming off an all-time record year after hosting the 124th U.S. Open in June 2024, we nearly matched occupancy tax collections, only falling short by \$140,000 for a total of \$3.7M. But, when measured against the previous non-U.S. Open FY, we witnessed a 16.8% increase in collections. For visitor spending, we did set an all-time record for the calendar year 2024 with a total of \$860M, an increase of 6.7% from 2023. This all translates to Moore County maintaining its impressive ranking as the 10th best tourism economy among 100 counties in North Carolina.

In March 2025, the Moore County Commissioners made an historic decision, increasing the county lodging tax from 3% to the state maximum of 6%. This milestone, achieved after years of advocacy by the CVB, marks a transformative moment for tourism in the Home of American Golf and for our local community. The additional revenue will empower the CVB to invest in tourism product development, funding major capital projects that enhance both the visitor experience and quality of life for residents. These future projects, soon to be determined, will help attract more visitors, strengthen our economy and create new amenities our community can enjoy for generations to come.

Pinehurst Resort has seen record-breaking growth and demand after the opening of golf course Pinehurst No. 10 in 2024. Construction of Pinehurst No. 11 is now underway with anticipated opening in the fall of 2027. Ownership of Pine Needles, Mid Pines and Southern Pines CC has entered into a \$47M joint venture with Marine & Land Hotels & Resorts to upgrade accommodations at the Mid Pines Inn and the Pine Needles Lodge & Golf Club. That same ownership group recently purchased 72 holes of golf at Whispering Pines CC (36 holes) and Foxfire Golf Club (36 holes) and will make significant course improvements with the goal of increasing demand in coming years. More hotels are being built and planned, including a Courtyard by Marriott opening in December 2025 and an AC Hotel and Residence Inn expected to start construction in 2026.

It is also anticipated that commercial flight service will return to the Moore County Airport in 2026, which could bring an additional 200,000 people to the destination annually. Lastly, in 2025, Amazon Web Services (AWS) announced a \$10B project (the largest project in North Carolina history) that will see 20-22 large buildings constructed (200,000-220,000 square foot spaces). AWS estimates that 2,000 hotel rooms per week will be needed for contractors working on that project for the next 6-7 years. This project will have enormous impact on Moore County as the site is located 25 miles south of Southern Pines in Richmond County, NC.

These are just the highlights of a growing and successful destination. Tourism is alive and well in Moore County and we look forward to more wins in 2026 and beyond! Thank you for supporting the mission of the CVB.

Phil M. Wey



MISSION, VISION, 5 PILLARS & CORE VALUES

MISSION

The mission of the Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau is to devise strategies to enhance the County's tourism brand value and product, to accommodate the next generation of visitors, thereby stimulating the local economy and enhancing the quality of life for residents and visitors alike.

VISION

The Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau is the recognized as the authority on travel and tourism to the destination known as The Home of American Golf. The CVB is a content marketing machine and expert storytellers in leveraging the tourism assets of Moore County.

5 PILLARS

OWN ALL THINGS GOLF

PROMOTE OUTDOOR ACTIVITIES

CELEBRATE SMALL TOWNS

LEVERAGE AUTHENTICITY

BUILD THE APPEAL OF NON-GOLF ACTIVITIES

CORE VALUES

As the official destination marketing organization for the County of Moore, the Convention & Visitors Bureau and its Board of Directors have adopted the following core values to guide the decisions which manage the organization. We aspire to operate at the highest level of excellence in marketing, benchmarking our performance against top performing CVBs in the United States.

PASSION

Enthusiasm for our destination, its people and our visitors

CREATIVITY

Encourage the sharing and development of new ideas and concepts

STEWARDSHIP

Be faithful owners of our destination, its development, image and reputation

KNOWLEDGE

To become known as the trusted source for information about the destination

RESULTS-DRIVEN

All efforts focused on driving more visitors to the destination and providing those visitors experiences that will make them return

A SHORT HISTORY OF THE MOORE COUNTY TOURISM DEVELOPMENT AUTHORITY



On May 14, 1987 the North Carolina General Assembly approved House Bill 138 Chapter 188, and act to authorize Moore County to levy a 3% room occupancy tax. As a result, the Moore County Tourism Development Authority was formed. Subsequently, the TDA legislation was updated by House Bill 545, Session Law 2011-113, June 9, 2011, which permitted an act to modify the Moore County Occupancy Tax up to 6%. Then, on September 30, 2015, House Bill 504, Session Lay 2015-256 permitted an act to authorize for Moore County to levy the additional 3% (Total 6%) Occupancy Tax.

The Authority shall D.B.A. as the “Pinehurst, Southern Pines, Aberdeen Area – Convention and Visitors Bureau” (CVB), hereinafter members are referred to as “Board” and Visitors Bureau as “Bureau”.

As set forth in House Bill 138, Chapter 188 of the General Statutes of North Carolina and by resolution of May 14, 1987 and updated by House Bill 545, Session Law 2011-113 the North Carolina General Assembly June 9, 2011, the Board shall have the following Twelve (12) members:

1. A county commissioner appointed by the County Commissioners.
2. Five (5) owners or operators of hotels, motels or other taxable tourist accommodations: Two (2) of which own or operate the Largest hotel, motels or other accommodations by rental unit count, who shall be appointed by the County Commissioners. Three (3) of which owner or operators of hotels, motels or other taxable tourist accommodations by rental unit count, who shall be appointed by the County Commissioners.
3. The President/CEO of the Moore County Chamber of Commerce.
4. Two (2) individuals interested in the tourism business who have demonstrated an interest in tourist development but do not own or operate a hotel, motel, or other taxable tourist accommodation, who shall be appointed by the County Commissioners.
5. The following shall serve as non-voting, ex officio members of the Bureau: Finance officer of Moore County, County Manager of Moore County and Economic Developer of Moore County.

The TDA is managed as a destination marketing organization (DMO) and is headed by the President & CEO, appointed by the Moore County Board of Commissioners. The President & CEO serves the nine-person CVB Board of Directors and holds quarterly meetings to update the board and the public on occupancy tax collections and marketing updates.

In March 2025, the Moore County Commissioners made an historic decision to raise the county lodging occupancy tax from 3% to the state maximum of 6%, which will take effect on January 1, 2026. The increase will result in more marketing dollars for the CVB and also provide significant funding for tourism product development.

MEET THE CVB BOARD OF DIRECTORS

The Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau is served by a 9-person Board of Directors. Based on current by-laws, the Board consists of five hoteliers, a member of the Moore County Board of Commissioners, the President of the Moore County Chamber of Commerce and two residents appointed by the County Commissioners to serve as “tourism interested” citizens. This list is based on the 2025-26 FY.

ANDY HOFMANN

CVB Chair
General Manager, Pine Crest Inn

MATT HAUSER

CVB Vice Chairman
General Manager, Talamore Golf Resort

PAT MOLAMPHY

CVB Secretary/Treasurer; Entrepreneur

TOM PASHLEY

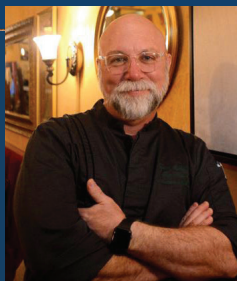
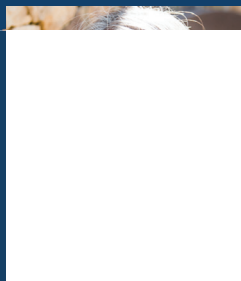
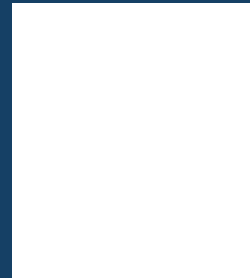
President, Pinehurst Resort

KELLY MILLER

President, Ross Resorts

CHRISTA GILDER

Owner, Meridian Kiosks



NICK PICERNO

Moore County Commissioner

LINDA PARSONS

President,
Moore County Chamber of Commerce

WARREN LEWIS

Owner, Chef Warren's

NATALIE DEAN HAWKINS

President,
Moore County Economic Development
(ex-officio)

WAYNE VEST

Moore County Manager (ex-officio)

CAROLINE XIONG

Moore County Finance Officer (ex-Officio)



MEET THE CVB STAFF

The Convention & Visitors Bureau (CVB) for the Pinehurst, Southern Pines, Aberdeen Area is proud to represent a world-class golf resort destination. Located in Moore County, NC, the CVB is the county's official destination marketing organization, and develops and implements strategies that enhance the economic and brand value of tourism to the benefit of visitors and residents alike.

Tourism often remains underestimated as an economic driver in many communities like ours. Consequently, it is our responsibility as the Convention and Visitors Bureau to continually emphasize its vital role within our county. For a deeper understanding of our activities, strategies, and supported projects, we encourage you to subscribe to our Destination Marketing Newsletter.

As we look forward to 2026, we remain optimistic about the positive impact that tourism will continue to have on Moore County. For more information or to learn more about the CVB, please stop by our office, call 910.692.3330/800.346.5362 or visit homeofgolf.com. The CVB office is open Monday through Friday from 9 a.m. to 5 p.m., and is located at 155 W. New York Avenue, Suite 300, Southern Pines, NC 28387.



Phil Werz

President & CEO

Years of Service: 7

Directs and leads the CVB, creates and executes the annual marketing plan and maintains budget and expenditures. Represents the CVB within the Moore County community and externally for all travel and tourism interests.



Melissa Holt

Vice President CVB Affairs

Years of Service: 3.5

Assists the President and CEO with a variety of responsibilities including destination and economic development, marketing, public relations, community engagement and staff supervision. Content creator and manages all social media channels.



Lisa Long

Creative Director

Years of Service: 19

Creates digital/print marketing materials and marketing campaigns to promote the destination. Provides direction for design of the annual destination guide. Coordinates other marketing-related projects.



Zach Pessagno

Photographer/
Videographer

Zach and his brother, Andy, are the dynamic duo behind Chasing Fowl Photography, providing golf-centric photography and videography for leading brands in the golf space. We are lucky to have Zach working with us on a content basis to provide longer-form videos for social media.



Donna Murphy

Staff Accountant

Years of Service: 6

Performs accounting functions for CVB and coordinates with Moore County Finance Office to maintain budget and other finance-related procedures including requisitions and billing. Assists in the management of the office and oversees bulk distribution of the annual destination guide.



Megan McDonald

Digital Specialist

Years of Service: 1

Provides website maintenance and search engine optimization SEO strategies. Creates content for social media in addition to assisting with research for weekly content projects.

OVERVIEW OF 2024-25 VISITOR SPENDING

In 2024, Moore County witnessed an unprecedented \$860 million in economic impact from visitor spending, representing a 6.8% increase from the previous year. Moore County remains the tenth highest tourism economy in the state, maintaining its highest ranking in history.

Tourism Impact Highlights for 2024:

- Moore County ranks 10th among 100 counties in North Carolina for annual visitor spending.
- The tourism industry employs nearly 6,300 people in Moore County, an increase of 2.7% from the previous year.
- Tourism in Moore County saved each resident \$546.46 in taxes per capita. The state average was \$241. The reports also showed that \$28.1 million in local taxes was derived from visitor spending in 2024, an increase of 7.6%
- State tax revenue generated by tourism in Moore County totaled \$32.2 million, up from \$30.8 million in 2023, an increase of 5.4%.

VISITOR SPENDING

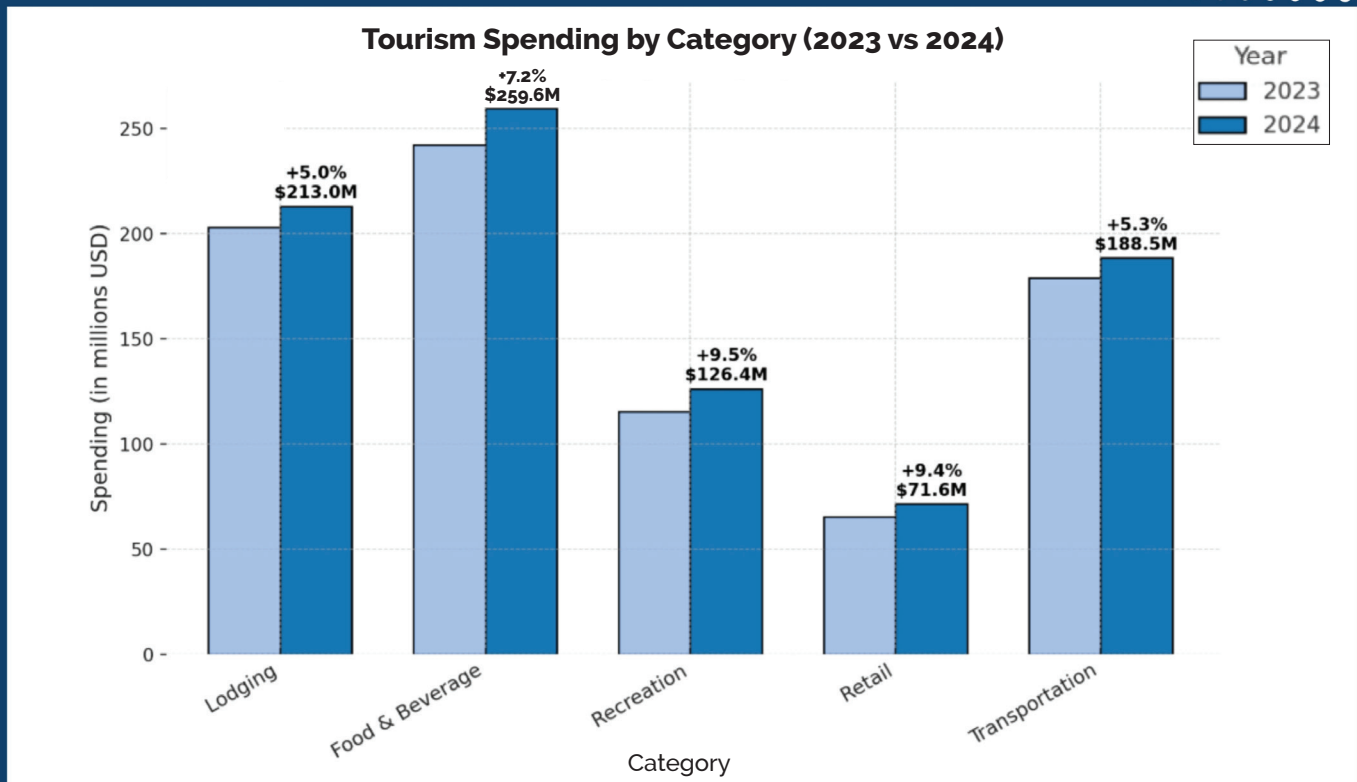
**Visitor spending
in Moore County
topped \$860
million in 2024**



These statistics come from the “Economic Impact of Travel on North Carolina Counties 2024,” which can be accessed at: partners.visitnc.com/economic-impact-studies. The study was prepared for Visit North Carolina by Tourism Economics.

The overall analysis for the report draws on the following data sources:

- Spending and visitor profile characteristics for visitors to North Carolina based on OmniTrak survey data.
- U.S. Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics: employment, wages, and sales data by industry and the value of seasonal and second homes.
- STR (Smith Travel Research) and Key Data: hotel and short-term lodging performance data, including room demand, room rates, occupancy, and room revenue.
- Federal Highway Administration and U.S. Energy Information Administration: automotive and gasoline price data.
- Tax collections: lodging and total taxable sales tax receipts.
- Tourism Economics: international travel data and overseas, Canadian, and Mexican travel to North Carolina based on aviation, survey, and credit card information.



The report also provided visitor spending based on a variety of sectors. Overall, Moore County reports visitor spending totals for 2024 in these areas:

LODGING (\$213 million, up from \$203 million in 2023) a 5% increase
 FOOD AND BEVERAGE (\$259.6 million, up from \$242.1 million in 2023) a 7.2% increase
 RECREATION (\$126.4 million, up from \$115.4 million in 2023) a 9.5% increase
 RETAIL (\$71.6 million, up from \$65.4 million in 2023) a 9.4% increase
 TRANSPORTATION (\$188.5 million, up from \$179 million in 2023) a 5.3% increase

Statewide, visitor spending in 2024 rose 6.9 percent to reach a record \$36.7 billion.

That sum represents a 3.1% increase over 2023 expenditures.

Other Tourism Statewide Highlights:

- Domestic travelers spent a record \$35.6 billion in 2024. Spending was up 2.7 percent from \$34.6 billion in 2023
- International travelers spent \$1.2 billion in 2024, up 16.5 percent from the previous year
- Visitors to North Carolina generated nearly \$4.6 billion in federal, state and local taxes in 2024. The total represents a 2.9 percent increase from 2023
- State tax receipts from visitor spending rose 1.1 percent to nearly \$1.4 billion in 2024
- Local tax receipts grew 4.3 percent to nearly \$1.3 billion
- Direct tourism employment in North Carolina increased 1.4 percent to 230,338
- Direct tourism payroll increased 2.6 percent to \$9.5 billion
- Visitors spent more than \$100 million per day in North Carolina. That spending adds \$7.3 million per day to state and local tax revenues (about \$3.7 million in state taxes and \$3.6 million in local taxes)
- Each North Carolina household saved \$593 on average in state and local taxes as a direct result of visitor spending in the state. Savings per capita averaged \$241

FINANCIAL REVIEW

The chart below reflects county lodging occupancy tax collections, by month, from 2020-21 FY through the 2024-25 FY. Our current occupancy tax rate is 3% but will be increased to the state maximum of 6% on January 1, 2026. The chart demonstrates the rate of growth in collections since COVID. From the 2019-20 FY to the 2023-24 FY, which included the U.S. Open, we have seen a 165% increase in occupancy tax collections.

OCCUPANCY TAX COLLECTIONS SINCE 2020

MONTH	FY 2020-21	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25
JULY	\$150,988.63	\$258,286.11	\$258,430.89	\$279,598.46	\$301,990.03
AUGUST	\$151,873.32	\$257,338.05	\$275,421.88	\$283,450.93	\$282,050.42
SEPTEMBER	\$173,463.29	\$280,244.10	\$307,583.71	\$356,438.59	\$364,766.13
OCTOBER	\$233,743.42	\$329,822.71	\$376,424.29	\$403,256.48	\$475,884.96
NOVEMBER	\$143,377.99	\$212,632.70	\$233,864.61	\$257,590.67	\$284,604.31
DECEMBER	\$68,833.92	\$117,038.43	\$118,435.85	\$142,130.15	\$163,845.59
JANUARY	\$88,933.77	\$118,133.78	\$122,980.10	\$144,462.96	\$132,151.03
FEBRUARY	\$97,277.89	\$143,712.92	\$167,078.56	\$193,059.02	\$192,497.61
MARCH	\$200,060.42	\$287,151.41	\$298,227.98	\$287,215.57	\$341,350.26
APRIL	\$296,819.34	\$382,505.57	\$397,479.44	\$492,677.60	\$457,068.96
MAY	\$308,388.34	\$365,073.43	\$367,700.19	\$367,266.05	\$455,466.54
JUNE	\$279,976.78	\$300,716.55	\$319,848.25	\$726,054.64	\$326,657.05
GROSS ROOM OCCUPANCY TAX	\$2,193,737.11	\$3,012,109.40	\$3,191,140.30	\$3,883,869.21	\$3,730,548.58

TOP 10 BEST ALL-TIME COLLECTION MONTHS

MONTH/YEAR	
June 2024	\$762,054
April 2024	\$492,677
October 2024	\$475,884
April 2025	\$457,068
May 2025	\$455,466
October 2023	\$403,256
April 2023	\$397,479
April 2022	\$382,505
October 2022	\$376,423
May 2023	\$367,700



2024 ECONOMIC IMPACT OF VISITOR SPENDING IN MOORE COUNTY

2024 Visitor Spending in Moore County grew to

\$860 Million

An All-Time Record

In 2024, visitor spending grew 6.7% to \$860 million. We have the 10th best tourism economy in N.C. and it supports the golf industry, shops, restaurants and other businesses in Moore County. Tourism directly impacts quality of life not just for visitors, but also our residents. Tourism supports 6,300 jobs in Moore County – the second highest employment sector.

TOURISM SAVES EVERY
MOORE COUNTY
RESIDENT

\$546

in State & Local
Taxes

DAILY VISITOR SPENDING

\$2.35 Million

+\$150k per day from 2023

OVERNIGHT VISITORS

\$213 Million

+5.0% from 2023

TOTAL VISITOR SPENDING

\$860 Million

+6.7% from 2023

TAXES PAID BY VISITORS

\$60 Million

\$28.1M in local taxes
+6.0% from 2023

TOURISM INDUSTRY EMPLOYMENT

6,300

+5.2% from 2023

10TH HIGHEST TOURISM ECONOMY

in NC

100 Counties

MEDIA PARTNERSHIPS

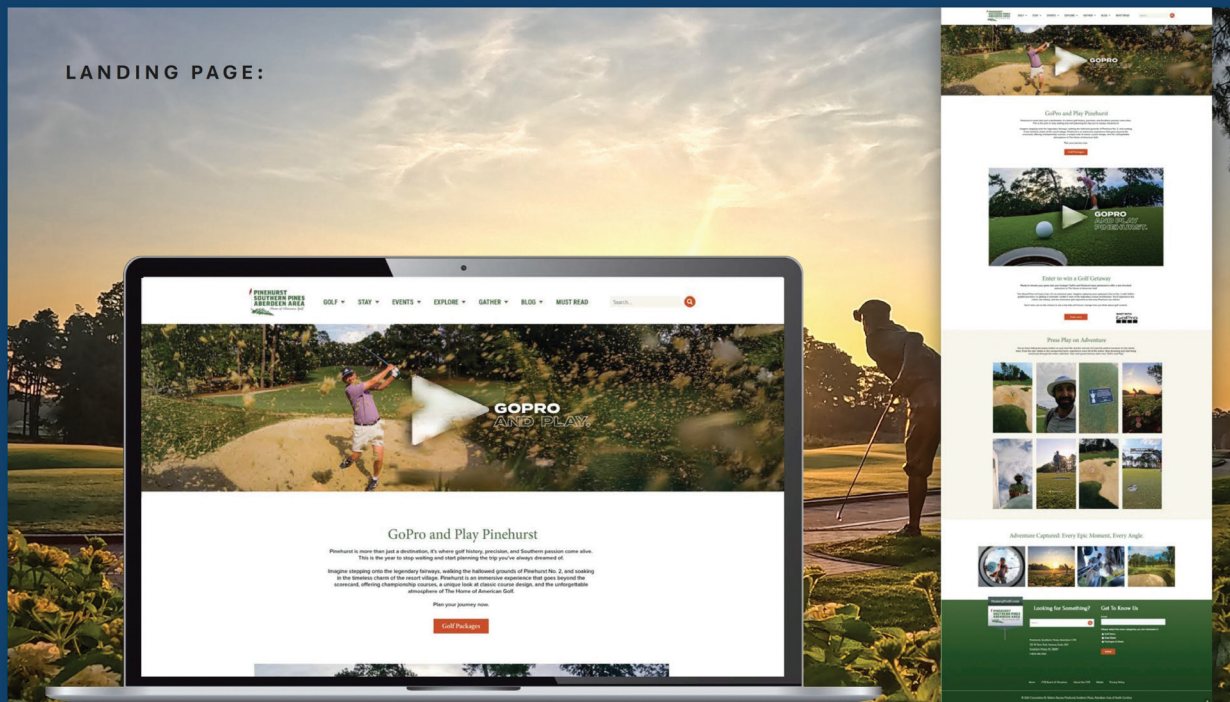
Consistent, positive and ongoing relationships with key media partnerships allow the CVB to achieve earned media placements throughout the year. Along with strategic paid advertorials and editorials, these media opportunities provide the avenue for the CVB to tell its story and continue to attract existing visitors to the destination, as well as cultivate new ones - not only from the Carolinas, but throughout the Southeast, and from around the country and world. Partnerships with outlets such as Our State, Garden & Gun, The Local Palate, multiple golf publications, state golf associations and regional media, including Business NC and Business Journal, are essential for our tremendous success. These mostly digital placements are responsible for more than 25 million impressions across all media partnerships.



PARTNERSHIP MARKETING

The CVB is actively involved in developing partnerships with golf and non-golf related companies to highlight the destination via co-branding opportunities. The CVB has been involved with partnership marketing opportunities like this with numerous companies like Johnnie-O, Golf Pride, Donald Ross Sportswear, Brumate and others. These partnerships expose the Home of American Golf brand and the destination via third party endorsements, social media platforms, display and native marketing and opt-in sweepstakes that allow us to grow our email database.

In 2025, the CVB formed a deep partnership with GoPro which included hosting numerous golf influencers in the spring and a major multi-tiered campaign in the fall. This campaign also provided exposure to 34 million GoPro followers around the world and the benefits of the overall program will continue to be measured well into the 2025-26FY.



SOCIAL:



Pinehurst is more than just a destination, it's The Home of American Golf, where history, precision, and passion come alive. Plan your trip now.



DISPLAY:



EVENT MANAGEMENT

U.S. Kids Golf World Championships

With more than 250 annual events in Moore County, the CVB is actively involved in a number of large-scale events and especially ones that produce the most return on investment in the form of overnight stays and collection of county hotel occupancy tax. The annual U.S. Kids Golf World Championships have an annual economic impact of \$15.1 million. The event is held for two weeks at the end of July and beginning of August with more than 2,000 of the best junior players from all 50 states and three dozen counties descending upon the destination for championships played at numerous golf courses throughout the Sandhills, including at Pinehurst Resort. More than 30 current and former PGA Tour and LPGA Tour players have competed in the USKG World Championships in the Pinehurst area.



Pinehurst Barbecue Festival

A Celebration of Taste and Tradition, the Pinehurst Barbecue Festival has quickly become one of the best such festivals in North Carolina. The three-day event is held every Labor Day weekend and showcases seven of the finest pitmasters in the Tar Heel State. Highlighted by Food Network star Christopher Prieto, the weekend features a Q-School Grilling Class and Bourbon & Bites event, all capped off by the Christopher Prieto Pitmaster Invitational where all seven pitmasters offer their best combination of BBQ and sides. The event attracts thousands of people from around the Carolinas and is responsible for significant room night bookings.



Sandhills Motoring Expo

The annual Sandhills Motoring Expo takes place every Memorial Day weekend in Pinehurst, celebrating automotive culture and craftsmanship. The Expo features a variety of activities and attractions tailored to automotive enthusiasts of all ages and interests. Events include social events and dinners, a Road Rally through Moore County, Cars and Coffee, an Artisan Tour featuring local sculptors, painters, and other craftsmen, and a Soiree at the Moore County Airport. The Expo's signature event is the Sunday Concours in the Village which showcases a diverse array of vehicles ranging from classic and vintage to modern and exotics. Participants arrive early and linger longer which leads to dozens of extended stays in area hotels, resorts and short-term rentals.



Festival D'Avion

This annual event is a Celebration of Freedom and Flight held at the Moore County Airport in Carthage. The Festival D'Avion features classic and military aircraft displays, flyovers, precision parachute jump teams, sightseeing tours via plane and helicopter, classic car display, live entertainment, a "junior pilot" KidZone, local vendors, food trucks and fun for the entire family. The event works closely with nearby Fort Bragg and U.S. Department of Defense for a number of military flight displays including C-130 aircraft and CV-22 Osprey planes, among other static displays.



Peach Week

The CVB created Peach Week in 2023 as an extension of the annual N.C. Peach Festival in nearby Candor. Peach Week is a celebration of "all things peachy." The CVB partners with Moore County-based peach farmers to provide peaches to numerous area restaurants, so they can be incorporated into menu items for visitors and residents to enjoy all week long. Aside from the restaurant week, there are specific events held through the week to celebrate Peach Week including a 5K Fun Run, Peach Night with the Sandhills Bogeys baseball team, miniature golf outing at Wee Pines in Olmsted Village, Peach-A-Palooza party at James Creek Cider House and more. In a short time, the event has attracted visitors from throughout the Carolinas with local hotels and lodging partners benefitting from overnight stays.



Pinecone Pathways Program

Held each spring, the Pinecone Pathways Program has become a viral sensation in just two years. The CVB has partnered with glassmakers from StarWorks in Star, NC to produce 100 unique and colorful glass pinecones. The pinecones are hidden along a number of hiking trails throughout Moore County. The idea originated from the Year of the Trail campaign introduced by Visit NC in 2023. The allure of the glass pinecones is they cannot be purchased and must be found by those seeking them on area trails announced by the CVB. The annual campaign is responsible for hundreds of bookings in area hotels with visitors arriving from numerous states including Virginia, South Carolina, Tennessee, Georgia, Florida and Ohio.



SOCIAL MEDIA INFLUENCER IMPACT

During the 2024-25FY, the CVB hosted more than a dozen social media influencers with a collective following of more than 2 million people. Most of these visits were from leisure lifestyle and non-golf related interests and activities as the CVB seeks to gain exposure for the variety of things to see and do in the Pinehurst, Southern Pines, Aberdeen area. Posts and videos were shared on a variety of social media platforms including Facebook, Instagram, X (formerly Twitter), TikTok and YouTube.

The CVB hosted the Golf Girl Games for the first time and the group produced a series of long-form videos at a variety of locations in the Pinehurst area garnering more than 350,000 views on their YouTube channel. The content leveraged GGG's rapidly growing fanbase and highlighted one of the fastest growing demos in the industry (women). Other social media influencers highlighted the destination's culinary offerings, shopping adventures, three-day itineraries and hidden gems in Moore County.

The CVB will continue to host a cadre of significant social media influencers and invite new ones that are able to showcase all that the Pinehurst area has to offer existing and potential new visitors.





RESEARCH HIGHLIGHTS

The CVB coordinates with MediaOne for all research and visitor data collection. This information is extremely important, as it provides us with key data about website visits, where our visitors are coming from and areas where those visitors frequent while in the destination. This allows us to be strategic in our marketing and to ensure that we are reaching the consumer with the proper messages at the right time in their travel-decision making process. Among all of our social media channels, our Home of American Golf YouTube channel is a major marketing tool for us, given the enormous amount of video content the CVB produces on a daily and weekly basis. Video content is an essential part of the CVB's marketing strategy and how we enhance our destination storytelling process. Our new website has also been a key driver of traffic and the first year produced substantially more visits and length of time spent on it, per person.



Reporting Recap 2024-2025 Fiscal Year

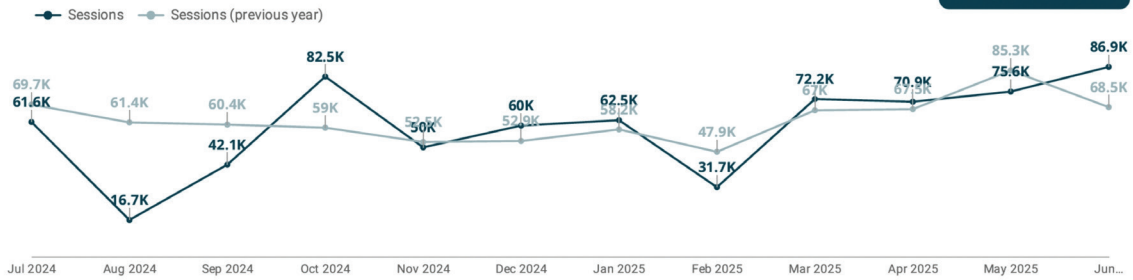


Overall Website Analytics

Jul 1, 2024 - Jun 30, 2025



YoY Traffic by Month



YoY Landing Page Performance

Landing Page	Sessions	1-Minute Conv. Rate
/packages-deals	131,531	33.6%
/golf	61,167	34.7%
/for-golfers	48,397	21.5%
/itineraries	42,836	27.1%
/meet-our-architects	38,790	27.6%
/from-cradle-to-cradle	31,359	23.6%
/not-set	29,621	55.8%
/explore-moore-burnate	28,194	40.2%
/	25,660	26.3%

YoY Source/Medium Performance

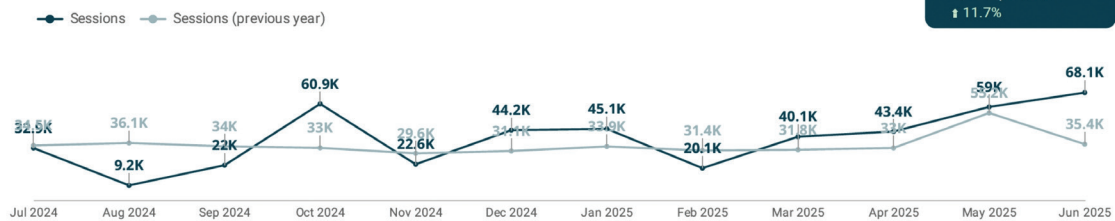
Session Source/Medium	Sessions	1-Minute Conv. Rate
MediaOne / native	165,492	33.8%
MediaOne / display	129,217	25.2%
google / organic	91,139	39.8%
google / cpc	81,562	32.2%
MediaOne / fb	61,343	34.2%
(direct) / (none)	44,887	30.9%
bing / cpc	23,202	31.1%
newsletter / email	13,839	54.8%
FSGA / email	10,474	32.6%

Overall Website Analytics

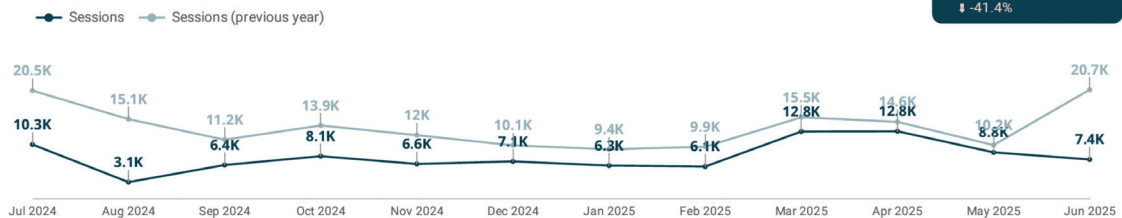
Jul 1, 2024 - Jun 30, 2025



Paid Ad Traffic by Month



Organic Traffic by Month



Goals Overview

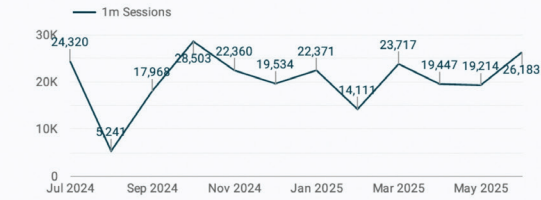
Jul 1, 2024 - Jun 30, 2025



*Website tracking down for portions of August/September

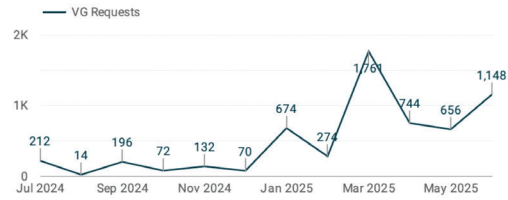
1+ Minute Session Duration

1m Sessions
243.0K
↑ -5.4%



Visitor Guide Requests

VG Requests
6.0K
↑ 112.0%



Full-Page Scroll

FP Scrolls
153.2K
↑ -8.8%



Outbound Link Clicks to Partners

Outbound Link Clicks
81.1K
↑ -10.8%



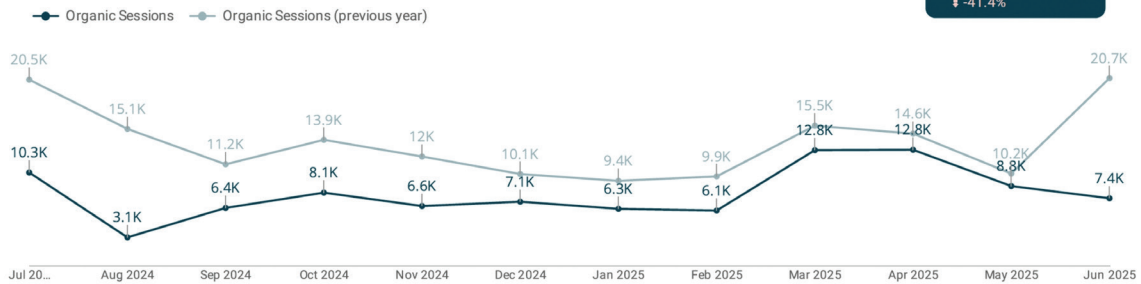
Organic Search Website Analytics

Jul 1, 2024 - Jun 30, 2025



Monthly Organic Sessions

Organic Sessions
95,579
↑ -4.1%



Search Console Data

Query	Impressions	Clicks	Average Position
pinehurst golf packages	29,454	1,341	5.20
pinecone pathways	1,826	1,222	1.06
downtown southern pines	4,185	646	2.63
southern pines nc	63,474	415	8.14
mid south golf	10,625	381	5.03
pinehurst farmers market	2,786	346	4.33
southern pines shopping	2,159	325	2.10
southern pines	85,314	289	11.20
mid south club	9,700	288	5.50
pinecone pathways program	384	285	1.03

Organic Landing Page Performance

Landing Page	Sessions	% Δ
/top-100-nc-golf-courses	5,936	-40.3% ↓
/pinecone-pathways	5,555	555,400.0% ↑
/	3,964	-50.4% ↓
/profiles/southern-pines-historic-downtown	3,282	-16.5% ↓
/packages-deals	3,050	-42.8% ↓
/us-kids-golf-world-championship	2,739	-54.0% ↓
/golf	1,903	67.7% ↑
/profiles/village-of-pinehurst	1,674	-25.4% ↓
/golf/mid-south-club	1,638	574.1% ↑
/fun-for-the-kids	1,140	1,257.1% ↑

Top City Traffic from GA4

Jul 1, 2024 - Jun 30, 2025



All Website Traffic

City	Region	Sessions	% Δ	1 Min+ Conv. Rate
Charlotte	North Carolina	42,757	-12.1%	42.73%
Atlanta	Georgia	37,396	-33.6%	32.51%
Raleigh	North Carolina	32,786	26.5%	45.29%
Ashburn	Virginia	30,044	-24.5%	31.18%
Virginia Beach	Virginia	15,288	34.0%	31.31%
New York	New York	14,941	-16.1%	31.61%
Pinehurst	North Carolina	8,327	-26.5%	56.47%
Southern Pines	North Carolina	7,520	-32.2%	63.14%
Miami	Florida	5,414	23.7%	38.71%
Charleston	South Carolina	5,275	240.3%	35.34%
Philadelphia	Pennsylvania	5,228	50.5%	42.1%
Chicago	Illinois	4,730	-29.7%	38.9%
Durham	North Carolina	4,578	110.4%	46.07%
Fayetteville	North Carolina	4,279	50.5%	42.88%
Greensboro	North Carolina	4,163	-16.7%	43.62%
Richmond	Virginia	3,663	21.4%	34.13%
Dallas	Texas	3,525	-1.5%	29.67%
Savannah	Georgia	3,492	279.6%	56.13%
Washington	District of Columbia	3,448	-43.4%	33.76%
Boston	Massachusetts	3,181	2.9%	34.36%

Organic Traffic

City	Region	Sessions	% Δ	1 Min+ Conv. Rate
Atlanta	Georgia	6,040	-54.2%	33.96%
Raleigh	North Carolina	4,888	-34.3%	46.19%
Ashburn	Virginia	4,493	-20.8%	45.36%
Pinehurst	North Carolina	4,467	-24.2%	56.64%
Charlotte	North Carolina	3,925	-27.2%	52.71%
Southern Pines	North Carolina	3,714	-34.5%	56.95%
New York	New York	2,869	-33.3%	40.78%
Chicago	Illinois	1,240	-50.5%	43.79%
Philadelphia	Pennsylvania	899	17.5%	49.17%
Fayetteville	North Carolina	888	-39.1%	45.27%
Aberdeen	North Carolina	858	-5.0%	44.41%
Sanford	North Carolina	835	-29.8%	49.94%
Miami	Florida	790	-34.7%	35.19%
Boston	Massachusetts	772	-32.1%	47.67%
Seven Lakes	North Carolina	586	-29.5%	49.32%
Durham	North Carolina	566	-24.8%	55.12%
Dallas	Texas	546	-57.6%	33.33%
Carthage	North Carolina	469	-22.9%	50.53%
Cary	North Carolina	443	-11.0%	63.43%
Los Angeles	California	440	-55.3%	41.36%
Reston	Virginia	415	-25.1%	59.28%

Paid Ad Clicks

City	Region	Sessions	% Δ	1 Min+ Conv. Rate
Charlotte	North Carolina	34,899	-11.1%	40.16%
Atlanta	Georgia	23,960	-24.3%	29.65%
Raleigh	North Carolina	22,915	82.9%	43.6%
Ashburn	Virginia	16,371	-34.7%	27.7%
Virginia Beach	Virginia	14,319	36.6%	30.26%
New York	New York	8,069	-14.2%	25.55%
Charleston	South Carolina	4,727	278.5%	33.64%
Durham	North Carolina	3,383	333.7%	42.51%
Greensboro	North Carolina	3,214	-12.8%	42.41%
Savannah	Georgia	3,190	487.5%	54.98%
Richmond	Virginia	3,154	30.5%	30.56%
Philadelphia	Pennsylvania	2,845	45.0%	33.64%
Norfolk	Virginia	2,726	34.1%	32.76%
Fayetteville	North Carolina	2,590	522.6%	41.43%
Chesapeake	Virginia	2,486	35.4%	36%
Baltimore	Maryland	2,472	-29.0%	32%
Washington	District of Columbia	2,459	-50.3%	26.88%
Columbia	South Carolina	2,380	30.1%	32.73%
Roanoke	Virginia	2,138	102.3%	42.75%
Greenville	North Carolina	2,136	-6.8%	25.28%

YouTube Video Stats

Jul 1, 2024 - Jun 30, 2025



Video Performance

Video Title	Linked Thumbnail	Views	Average Watch Time	Average View Percentage
1. Pinehurst, NC is the Home of American Golf		518,640	00:00:29	98.78%
2. Visit Pinehurst/Moore County, NC		282,838	00:00:30	96.88%
3. Pinehurst, NC is the home of American Golf		266,639	00:00:15	94.59%
4. Visit Pinehurst/Moore County, NC		199,377	00:00:15	94.46%
5. Master Storyteller Describes the Magic of Moore		111,004	00:01:18	83.92%
6. Golf Magazine Top 100 Courses You Can Play (Sandhills Spotlight)		73,480	00:00:52	94.72%
7. Peach Week in the Sandhills of North Carolina		65,432	00:00:29	98.51%
8. 067: Scott Peacock, Director of Marketing, VisitNC		57,316	00:08:17	22.00%

New Subscribers

326

↑ 23.0%

Views

2,189,676

↑ 27.2%

Average Watch Time

00:01:45

↑ -33.4%

Video Likes

1,171

↑ 61.1%

Total Watch Time (Hours)

64,365.04

↑ -15.3%

PODCAST IN THE PINES

The Paradise in the Pines podcast has now reached more than 60 episodes and has been seen by more than 800,000 people. The bi-weekly podcast is produced entirely by the CVB and most shows are recorded inside the office podcast studio. The podcast can also be taken on-location with remote recording capabilities.

In the last year, the CVB recorded podcasts at the NCTIA Conference, Visit NC Offices in Raleigh and at the 2024 U.S. Open, just steps away from the championship at Pinehurst No. 2. Paradise in the Pines is about the people, places and stories that make our destination the Home of American Golf. Guests have included a cross-section of business leaders from the Moore County community and also media VIPs that frequently visit the Pinehurst area. The extremely popular podcast has been a fun and informative way to reach new audiences and tell our story.



AWARDS AND RECOGNITION

In the midst of the CVB's efforts to promote the destination, there are opportunities where our organization is recognized for a job well done. Winning awards is an added value and a sense of pride for the CVB as it proves our unique programs and initiatives have drawn the attention of our peers in the hospitality and tourism industry. In the last year, the CVB has been honored several times by both the North Carolina Travel Industry Association (NCTIA) and the Great Trails State NC Coalition.

The CVB won a Gold Award for Best Leisure Marketing for its "Drive for Style" Sweepstakes in partnership with golf and lifestyle apparel company Johnnie-O in advance of the 2024 U.S. Open. The organization also won another Gold Award in the Best Community Stakeholder category for its "Paradise in the Pines" podcast. According to NCTIA, a total of 80 entries were submitted from destination marketing organizations from across the state for consideration among four separate categories.

"We are extremely proud to be recognized by NCTIA for our team's dedicated efforts to highlight and market our amazing destination," said Phil Werz, President and CEO of the CVB. "As the official destination marketing organization for Moore County, we are storytellers - but without a talented staff and great marketing partners like we have in MediaOne, our success would not be possible. Our job is to tell the world about our little slice of heaven here in the Sandhills, so our visitors and residents can enjoy our unique small towns and tourism-related businesses throughout Moore County."



The Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau (CVB) is the official destination marketing organization for Moore County, North Carolina. With annual visitor spending exceeding \$860 million in 2024, Moore County is the 10th highest tourism economy in North Carolina. Annual hotel occupancy tax collections in the 2024-25 FY exceeded \$3.7 million.



**PINEHURST, SOUTHERN PINES, ABERDEEN AREA
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