



A weekly newsletter on North Carolina General Assembly news relevant to the North Carolina tourism industry

## Golf Hall of Fame to Pinehurst



The United States Golf Association and the World Golf Hall of Fame announced on Thursday that the World Golf Hall of Fame will be moved to Pinehurst.

Governor Roy Cooper joined the announcement where the two organizations detailed the new visitor experience at the USGA's Golf House Pinehurst campus set to open in 2024.

"This is great news for the Sandhills area and will have a positive impact on the entire state," said NCTIA Executive Director Vince Chelena.

The Hall of Fame will relocate its physical collection from Florida to North Carolina.

The World Golf Hall of Fame was founded in Pinehurst in 1974. It moved to St. Augustine, Florida in 1998, but is returning to North Carolina in 2024.

According to a 2017 study, golf generated \$2.3 billion in direct spending and a total economic impact of \$4.2 billion in the state, including nearly 53,000 jobs and total wage income of \$1.3 billion.

## Buncombe Occupancy Tax Bill Enacted

The story below was excerpted from the Asheville Citizen Times published on July 1. [Click to read the entire article.](#)



More money will go to Buncombe County projects and less to advertising after a bill passed the North Carolina Legislature July 1 altering the way occupancy tax revenue is divided.

Before the local bill's passage, the county's hotel and other room occupancy tax dollars, which go to the Buncombe County Tourism Development Authority, were split 75%-25% between marketing and projects.

Now the money will be split 66%-33%, with more going toward the Tourism Product Development Fund, which funds projects and venues that can result in visitors staying in the area longer.

Buncombe County's 2023 fiscal year budget has \$46 million slated to go toward the hotel occupancy tax fund.

"After years of delay, I am glad to see the Legislature approve this incremental reform of the hotel occupancy tax to invest more in community priorities and less in tourism advertising," Buncombe County Board of Commissioners Chair Brownie Newman said. "This is an important first step in creating a more balanced economy."

Some legislators who sponsored and voted for the bill took to social media to celebrate.

TDA President and CEO Victoria Isley issued the following statement:

*Explore Asheville and the Buncombe County Tourism Development Authority is grateful for the steadfast leadership of Senator Chuck Edwards in shepherding the Buncombe County occupancy tax changes through Raleigh," she said in a text to the Citizen Times. "The teamwork demonstrated by filing the initial bill with Senators (Warren) Daniel and Mayfield, as well as the support of the entire local delegation was heartening. The team at Explore Asheville and the TDA stands ready to implement these important changes on behalf of Asheville and Buncombe County for years to come.*