



INSIDE THIS
EDITION



Page 1



Page 2



Page 3

Over the next week you will start to see the finishing touches on a new, consolidated, tourism attraction in Scotland County. Over the past year, a great deal of effort has been taken to bring together four different attractions under one footprint.

Introducing the North Carolina Rural Heritage Center.

★ NORTH CAROLINA ★
RURAL HERITAGE CENTER
LAURINBURG / SCOTLAND COUNTY

The Center will bring together, under one entity, the John Blue House, the historic properties (now called “Heritage Village”) located behind the house, the Museum of Agriculture and History (formally called the Scotland County Museum), and the Indian Museum of the Carolinas (which used to be located on Turnpike Road). All of the components are managed and operated by the Scotland County Historic Properties Commission.

As we all know, tourism is big business in our state. It also helps contribute an economic impact of approximately \$40 million to Scotland County. One of the most valuable, and growing areas of tourism is what is referred to as “Heritage Tourism.” Visiting rural sites and historic properties, museums and old homes all rank in the top ten “things to do” while visiting our state (behind visit friends, family, go to the beach, shop, dine out). Over 80% of tourists visit an historic site. 25% visit 4+ sites a year. The value from a tourism standpoint is “heritage tourist” tend to stay in a place longer, and spend more money per day while visiting.



INSIDE THIS
EDITION



Page 1



Page 2



Page 3

Additionally, surveys indicate travelers like locations that have a combination of national, historic, cultural, and educational sites. By more formally bringing together the John Blue House, properties and museums, the TDA and Historic Properties realized we could market a single destination to potential tourists. This does not mean we will not market the entities separately as well...we will. We also appreciate the John Blue House is the central attraction. But being able to present the complete footprint as the NC Rural Heritage Center will allow us to more effectively and efficiently market the destination.

This is especially valuable with tour groups and bus tours. As an example, we recently hosted a group of senior citizens from out-of-state. They started out in the morning at the Center. Took a break for lunch at General McArthur's and a swing by the St. Andrews Equestrian Center. Returned to the NC Rural Heritage Center for the remainder of their tour, and then visited Cypress Bend Vineyard for a tasting and tour. It is this "total package" – with the Center as the main draw that we can now market.

The development of this program could not have been accomplished without the partnership of Lee Gaunt, Leon Butler, Jim Walker, John Stewart, and everyone else affiliated with the Scotland County Historic Properties Commission. Their passion and commitment often goes unnoticed - but never unappreciated. Additionally, we would like to thank all of the volunteers and docents that staff the house and museums.

As part of the marketing effort, we are creating a new web site **www.nc-rural-heritage.com**. As stated earlier, each entity can also be marketed separately, so each entity has its own url – for example, **www.johnbluehouse.com**



INSIDE THIS
EDITION



Page 1



Page 2



Page 3

Additionally, we have created a “cell phone” tour for the Center. This way, patrons can either take a guided tour provided by one of the volunteers, or they can simply dial the phone number (910-518-5240) and take a self-guided tour throughout the property. “Stations” are set up at key stops on the tour so that visitors can simply dial the prompt and hear specifics about that area. This “cell phone” tour is currently being expanded across other tourism sites in the county.

As we set into the winter, the museum and properties will continue to be prepped for visitors. Again, the elements of the North Carolina Rural Heritage Center are:

The John Blue House – This beautiful home is a reflection of the heart and soul of John Blue. The stunning “Steamboat” architecture presents a unique look from the outside and is highlighted by such rooms as the parlor, bedrooms and the dining room.

Heritage Village - Presents an assortment of homesteads (these structures are often mistaken as old slave quarters – rather they are homes that belonged to farmers in the area), a cotton gin, tobacco barn and county store also provide a glimpse into rural life after the Civil War.

The Museum of Agriculture and History – Featuring hit and miss engines, agricultural inventions, home appliances from yesteryear, a full-sized train engine, and arguably the best collection of antique cars in the Carolinas.

The Indian Museum of the Carolinas – Highlights include an original canoe, an extensive collection of arrowheads, and a look at three different Native-American villages: Carolina Bays, Fishing Weirs, and Indian Mounds,

For more information on the Center and its hours of operation, contact the

Scotland County Historic Properties Commission at 910-277-2456.



INSIDE THIS
EDITION



Page 1



Page 2



Page 3

Laurinburg Welcomes Our Visitors

The City of Laurinburg and Scotland County look forward to welcoming you to our community and showing our Southern hospitality. For more information on where to stay, please visit the Scotland County Tourism Web site at www.visitnc-soul.com

Hotels

Comfort Inn	910-277-7788	Pine Acres Lodge	910-276-1531
Hampton Inn	910-277-1516	Scotland Inn	910-276-0632
Holiday Inn Express	910-291-3300	Oasis RV Park	910-266-8372
Quality Inn	910-277-0080		

Casual Dining

215 on Main	910-361-4474
Captain Larry's Seafood House	910-276-1880
Champs Steak House	910-276-4386
Mi Casita Restaurante Mexicano	910-276-0032
The Main Table	910-361-4273
Wooly McDuff's Neighborhood Grille	910-276-6632

Quick Serve Dining

Dawg Haus Express	910-277-9303	Great Wall Chinese Food	910-276-9199
General McArthur's	910-276-1498	Jin Jin Chinese Food	910-277-1616
Golden Corral	910-277-1620	Little Fuji Grill	910-277-9922
Greek Village	910-277-7700	Miyako	910-506-4081
Jerry's Deli and Grill	910-266-9020	Taki Japanese Restaurant	910-291-9908
Huddle House	910-610-4100	Jesse's Pizza & Hot Sub	910-277-8538
Smithfield's Bar-B-Q	910-266-8700	Pizza Hut	910-276-1770
Waffle House	910-277-9259	Pizza Inn	910-276-6565
China Garden	910-266-8885	Moe's Chicken	910-506-2325
Golden Run	910-277-7734		