

Visit PINEHURST SOUTHERN PINES ABERDEEN

Home of American Golf™

The Pinehurst, Southern Pines, Aberdeen Area is a globally-recognized golf destination universally known as the Home of American Golf. While golf is the thrust behind the tenth largest tourism economy in North Carolina, there is so much more to see and do in Moore County. Discover quaint downtown shopping, fabulous local restaurants sourcing the bounty of 700+ farms and dozens of fun and family-friendly annual events. Escape to the Sandhills where the pace is a little slower and genuine Southern hospitality is on display every day.

SANDHILLS GARDEN OF LIGHTS HOLIDAY DISPLAY

This will be the biggest holiday light display in the history of the Sandhills! Open select evenings between Nov. 27-Jan. 9, the Sandhills Horticultural Gardens will be the site for the inaugural Sandhills Garden of Lights. In partnership with Visit Pinehurst, Southern Pines, Aberdeen, the display will feature more than one million lights across 17 acres with immersive holiday scenes and interactive fun for the whole family. This is a must see holiday event. For tickets and more details, visit SandhillsGardenofLights.com.



THE HOLIDAY SEASON IS ALWAYS MERRIER IN MOORE

The holidays are just Merrier in Moore! While we are famous for our world-class golf courses and timeless small town charm, the Sandhills of North Carolina truly shine during the holiday season. Picture twinkling lights, festive streets and cozy gatherings that feel straight out of a Hallmark movie – each moment creating memories you will treasure for years to come. Come experience the season with us, and you'll see why the holidays feel extra special in the Pinehurst area. See why it's [Merrier in Moore](#).

PEPPERMINT PATHWAYS ADDED TO POPULAR SCAVENGER HUNT SERIES

The most popular and viral family-fun activity in Moore County is getting even bigger! The [Pinecone Pathways Program](#) will expand this holiday season to include the brand-new [Peppermint Pathways program](#). In partnership with glassmakers at Starworks in Star, NC, a total of 30 red and white glass candy canes will be hidden on hiking trails in Moore County. This program joins the main Pinecones Pathways in the spring, Peach Pathways in the summer and Pottery Pathways in the fall to create an experience you can enjoy all year long!



ARTISTS COMMISSIONED FOR TOURISM “HOME” CAMPAIGN

Visit Pinehurst, Southern Pines, Aberdeen has commissioned five N.C. based artists to produce pieces that spell out the word H-O-M-E. The project will support the destination's new ad campaign in the fall of 2026, centered on the concept of “home.” The public art will mimic the “LOVE” letters seen across the State of Virginia.

PINEHURST SANDMINES BREAKS GROUND ON LODGING EXPERIENCES

Pinehurst Resort has officially broken ground on new accommodations designed to complement the experience at Sandmines, including a 26-room Lodge and an expansive 8-bedroom Cabin. Surrounded by the rolling landscape and towering longleaf pines of the Sandhills, the rustic and refined accommodations will offer guests a setting rooted in comfort, connection and the spirit of Pinehurst. The Cabin is expected to open in Summer 2027, with the Lodge to follow in Fall 2027. [Learn more.](#)



NEW AND IMPROVED GOLF OFFERINGS COMING TO PINEHURST

Pinehurst Resort has announced that [Pinehurst No. 11](#) will debut on March 29, 2027. Designed by Coore & Crenshaw and shaped by Ryan Farrow, No. 11 is a course that intimately winds and twists across a site once shaped by mining operations in the 1930s through the 1950s, where remnants of spoil piles and other man-made features have been reclaimed by nature. Also, this fall the newly renovated Country Club of Whispering Pines will reopen after nearly a year-long renovation by Kyle Franz at the direction of Kelly Miller's ownership group from Ross Resorts who also own Pine Needles, Mid Pines and Southern Pines GC.

COMMERCIAL FLIGHT SERVICE EFFORTS CONTINUE

Daily flight service to/from Dulles International Airport (IAD) could come to the [Moore County Airport](#) near Pinehurst as soon as spring 2027, if \$3 million in minimum revenue guarantee funds are raised to secure it. Flight service last originated in Pinehurst 20 years ago, but efforts by the airport, economic development officials, Visit Pinehurst, Southern Pines, Aberdeen and strong business and community support have the destination poised to start service. An independent and trusted poll also showed 79% of those surveyed indicated full support for the initiative.



PURPLE HONEY ONLY FOUND IN THE SANDHILLS

[Dees Bees Apiary](#) in Moore County is the only place in the country where you can find its unique purple honey. Now, there is a one-of-a-kind cocktail that features the only purple honey drink in the WORLD! Introducing The Queen Bee – a designer purple honey cocktail available only at a new speakeasy named [Poplar Place](#) in downtown Aberdeen. The cocktail is a collaboration between bar owner Nathan Lonnen and Donald Dees of Dees Bees Apiary, blending the purple honey into a unique drink fit for a queen. [Watch our video](#) about how The Queen Bee came to be!

PINEHURST AREA DESIGNATED AS BURGEONING MUSIC DESTINATION

Several artists now call the area home including Darius Rucker from Hootie & The Blowfish fame, as well as Elijah McCormick who was an American Idol finalist. Area native Julie Golden is on the precipice of becoming a Nashville star and performs there when not displaying her talents in the Pinehurst area. The North Carolina Music Office has also identified the area as a [music hotbed](#).



Upcoming PINEHURST AREA Events

Celebration of Seagrove Potters Show and Studio Tour, Nov 20-22: Held this year in the newly renovated space at the Luck Comer Lail Center (Historic Luck's Cannery), in addition to a free, self-guided Studio Tour. Features demonstrations and pottery pieces available for purchase. This is an all indoor event and promises to be a lot of fun!

30th Annual Festival of Trees, November 18-21: This magnificent event at The Carolina Hotel in Pinehurst promises fun for all ages with its stunning exhibit of holiday trees, wreaths and other holiday foliage. Items are available for bidding through an online auction, with proceeds going towards the incredible children at Sandhills Children's Center or for purchase at the on-site Gift Shop. Admission by monetary donations.

Sandhills Garden of Lights, Nov 27-Jan 9: This holiday season, the Sandhills Horticultural Gardens will shine in an entirely new way with the inaugural Sandhills Garden of Lights. More than one million lights, illuminated displays and interactive experiences will transform the Gardens into a festive destination where families and friends can celebrate the season together. From colorful pathways and larger-than-life displays to special holiday visitors, the Garden of Lights brings a new holiday tradition to one of the Sandhills' most beloved community spaces.

Thanksgiving Day Opening Meet and Blessing of the Hounds, Nov 26: Every Thanksgiving morning, a unique and time-honored tradition unfolds in Southern Pines. The Moore County Hounds Blessing of the Hounds. This ritual, dating back to the Middle Ages, marks the formal launch of the foxhunting season and gathers hounds, riders, and over 1,000 spectators in a celebration of heritage, sport, and community.

A Village Christmas, Dec 4: Shop local this Holiday season during Pinehurst Business Partner's Holiday Open House! Stroll the Village's downtown specialty shops, galleries, and boutiques. Enjoy extended hours and pop-up shops! Christmas Tree lighting in Tufts Memorial Park.

The Carolina Christmas Train - Sugar & Spice and Everything Nice, Dec 10-20: Join a magical journey of twinkling lights, festive music and the warm glow of holiday cheer! The Aberdeen Carolina & Western Railway's historic passenger cars wind through the heart of North Carolina. Sit back, relax and sing Christmas carols as Santa makes his way to visit you and your family and delivers a special keepsake to each child. It's a heartwarming Christmas tradition where joyful moments and holiday magic come together to create memories your family will treasure for years to come.

Old-Fashioned Christmas at Malcolm Blue Farm, December 12: The farmhouse will be open and decorated in the fashion of the 1800s. Enjoy traditional music and light refreshments will be provided. The pack house will be open with children's activities such as letters to Santa with feather pens and making bird feeders. The museum will also be open to visitors. Come celebrate Christmas, in the spirit of the 1800s! Free.

Pinecone Pathways Program, March 20-April 22: Get ready for the best county-wide scavenger hunt in North Carolina! The Pinecone Pathways Program returns to the Pinehurst, Southern Pines, Aberdeen area. The talented glassmakers at Starwork will create 100 colorful glass pinecones to be hidden along Moore County trails for five weeks, starting on the first day of spring (March 20) and ending on Earth Day (April 22). Each week, a new set of trails is announced, guiding pinecone hunters on where to explore and discover our beautiful glass pinecones.