

Outer Banks, North Carolina Visitor Appraisal: *A Critical Incidents and Loyalty Assessment*



Photo courtesy of: NC Division of Tourism, Film and Sports Development

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In cooperation with the Outer Banks Convention and Visitor's Bureau and Accommodation Managers on the Outer Banks

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ABSTRACT

This visitors' study examined responses from guests to the Outer Banks (OBX) of North Carolina during 2011. Included in this analysis are responses to questions about their trip and freely elicited comments from first-time and repeat visitors to assess their experiences and rating of important and performance of OBX attributes. A year-long sampling of visitors provided positive and negative comments relating critical incidents as well as a listing of their most important experiences. An analysis of the frequency and order of comments associated with destination attributes were analyzed to indicate similarities and differences in ratings from these visitor groups. In addition, their most important experiences were analyzed for the two groups using visualization content analysis software to assess experiential differences. Results show there are nuanced differences between the first-time and repeat visitors. These results imply that first-time and repeat visitors experience their vacations differently and relate differently with the OBX in subtle ways.

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INTRODUCTION

This document reports the results of a year-long study of visitors to the Outer Banks (OBX) of North Carolina during 2011. The study was sponsored by: the Outer Banks Visitors' Bureau (OBVB); North Carolina State University, Department of Parks, Recreation and Tourism Management; and accommodation managers located on the OBX. The purpose of the study was to provide the OBVB and tourism businesses & public attractions on the OBX with information regarding the 2011 visitors. The OBVB and tourism-dependent businesses devote much attention to developing and implementing marketing strategies and product offerings to increase visitation. The challenge for managers is to assess the OBX supply attributes as well as marketing strategies from the stand point of product offering performance across various visitor types. The organization of the report closely follows the ordering of the questions on the survey instrument.

In this report we present appraisals of assets and liabilities of the OBX and provide a comparative analysis between first-timers and repeat visitors, in-season and off-season visitors, and visitors who stay on Hatteras Island and those who stayed in other OBX locations. The OBX are a unique destination where many visitors have a generational connection to the place. The initial proposal was to provide managers with measures of visitor satisfaction during their visit experience. Comparisons using critical incidents of various visitors groups to the OBX provide new insight about visitor experiences and provide managers with a more nuanced appraisal of OBX assets and liabilities across visitor types. In addition, visitor profile information from the survey responses is reported.

METHODS

The population of this study consisted of individuals, 18 years old or older, who visited the Outer Banks of North Carolina during 2011. Data were collected using a self-administered survey instrument (see Appendix A). Accommodation property managers were recruited to solicit their guests to participate in the study. These managers represented the full range of accommodation options however limited responses were collected from visitors who camped. A set number of surveys were distributed to each property manager during each two week period during 2011 beginning the first week of January and ending the final week of December. Each manager was given a random start date during the two week period to begin soliciting guest participation. During some of the sampling periods some of the accommodations were closed for various periods of time due to weather events and seasonal closures. Due to landfall of Hurricane Irene, a mandatory evacuation order was issued on August 23, for Ocracoke, Carolina and Hyde County. Governor Bev Perdue declared a state of emergency on August 25, with hurricane and tropical storm watches posted for the state; a mandatory evacuation was issued for Carteret County and for all tourists of Dare County, though the latter was extended to include all residents by the next day. In addition, officials urged residents at the Bogue Banks to commence evacuations by 6 am August 26, and tourists in Currituck County were advised to move inland.

The survey instructions indicated that the person in the travel group 18 years of age or older with the most recent birthday should fill out the survey and return it to the accommodations manager or mail it to NCSU for coding. There were also instructions for the survey to be filled

out on-line. Initial questions asked visitors whether this was their first visit to the OBX, if “no,” how many visits had they taken in the previous two years, and the three years prior to 2009. We also asked the person filling out the survey what role they had in planning various aspects of their current trip. Respondents also indicated the number of nights spent in various types of accommodations. The trip purpose was also included in responses. There are many towns and villages along the OBX and visitor indicated the name of the place that they stayed during their visit.

Similar to previous studies (Bitner et al. 1990; Pritchard and Havitz 2006; Crotts and Pan 2007) three open-ended statements elicited qualitative comments regarding critical incidents from respondents’ visits to the OBX. Two of the statements read: “Please list the three *best [worst]* things, places, or activities about this stay on the Outer Banks” and the third was: “Please list the three most important experiences that *you are getting out* of your trip to the Outer Banks.” Respondents also indicated the number of trips they anticipate taking in the next two years to the OBX. To determine other alternative destination choices (OBX competitive destinations), respondents were asked if for some reason they were unable to take this trip to the OBX would they have “stayed home” or gone to a different destination? If they chose a different destination respondents were encouraged to provide the name of the other destination. There were four questions on the survey which were used to indicate loyalty to the OBX as a destination of choice. These questions ranged from word of mouth recommendation to not changing a vacation preference for the OBX even if a close friend suggested an alternative. The survey also included questions soliciting demographics and party size. There was a drawing for brand merchandize worth \$400 every 3 months to provide incentive for completing the survey.

The critical incidents (best/worst statements) were categorized by three researchers into specific destination attributes (5 infrastructure and 7 environmental) and then compared for consistency. Lack of agreement on a single response among the researchers were identified and then discussed to arrive at consensus. Importance of each attribute was calculated based on frequency mentioned (total count) as well as a scoring based on order mentioned. If mentioned first the attributed was scored a 1, if second a 2 and finally if mentioned third then a score of 3 was assigned to that comment. The importance rating is then a ratio of how often an attribute was mentioned and the average order. Counts of both positive and negative comments were also compared to determine if “best” incidents out-numbered “worst” incidents (B-W) during the sampled visits to indicate a net performance of an attribute. We adopted this data conversion technique developed by Romney et al. (1997) to study cultural trait salience in Cultural Consensus Analysis; and adapted and used predominantly by quantitative cultural Anthropologists in a variety of settings (e.g., Caulkins et al., 2000).

Triangulation of analysis methods for appraising destination attributes was completed through a systematic visual analysis of positive and negative responses using the word cloud content analysis software Wordle™. Verbatim comments were edited to include only salient words which were then combined into documents. The word cloud software produces an image of all the words found in a document and presents each word in a font size relative to the number of times it appears. These salient word images were created using positive and negative comments for visitor type (first-timers and repeat visitors, in-season and off-season, and non-Hatteras and Hatteras Island locations). Data of 1442 comments (960 best and 482 worst) from a sample of 341 respondents were included in this analysis. In addition, 831 comments regarding

the “three most important experiences” were included in this visual analysis for all respondents and by visitor type.

ANALYSIS

For the sampling period from January 1, 2011 to December 31, 2011 there were 341 usable responses recorded either from hard copy surveys returned by mail by visitors, returned to the accommodation staff by the visitor and mailed in batches to NCSU, or entered on line by the respondents. Responses from the hard copy surveys were entered into a data base management software system by a student assistant.

The analysis began with the respondent’s past visits to the OBX. Of the 335 responses to this question, 17 percent indicated that this was their first trip to the OBX. Of those respondents who had been to the OBX on previous occasions, the average number of trips in the past two years (2009 to present) was 4 trips and the most frequent response (mode) was 3 trips. These same respondents also indicated that they had an average of 4 and mode of 3 trips during 2006 to 2008.

Involvement in trip planning by respondents was measured using a scale from (*no effort*) to 10 (*did everything*). For those who filled out the surveys, their averages are presented in Table 1. The booking of the accommodations (7.8) and the sharing of information (7.6) had the highest average which indicates that respondents were generally the person in the travel group making these plans. The lower averages for meals (6.8) and activities (6.6) indicates that these planning tasks were likely more inclusive of everyone in the group.

Table 1. What was your role in the planning of various aspects of this trip to the OBX?

Average	Trip Planning Task
7.1	Gather information about the Outer Banks (n=268)
6.6	Planned activities/visits to attractions (n=267)
7.6	Shared necessary information with group members (n=266)
7.8	Booked accommodations (n=279)
6.8	Planned meals/eating out (n=276)
7.2	Coordinated travel plans (n=272)

Type of accommodations and length of stay (# of nights) was recorded using a predetermined listing of accommodations on the survey. This listing allowed visitors to indicate multiple types of accommodations if necessary. There were a few respondents who indicated that they stayed in two or three different types of lodging. Table 2 presents the average number of nights for each lodging type with the lion’s share being from the vacation rental home/condo segment (n=211).

The majority of the trips, 89 percent, were for leisure vacations (n=171). The remaining 11percent of the respondents indicated they were on the OBX for business. There 292 respondents who indicated the town or village where they stayed during their trip to the OBX. Of the thirteen towns and villages named four represented over 55 percent of the responses. By far Duck visitors represented the largest share of the visitors with over 22 percent of the

respondents (Table 3). Visitors staying in Southern Shores, Corolla and Ocracoke represented the fewest respondents.

Table 2. Indicate how many nights stayed in the following types of lodging.

Average	Type of Lodging
2.2	Hotel/Motel (n=127)
6.8	Vacation Rental Home/Condo (n=211)
10.5	Our Second Home (n=2)
2.5	Staying at friend's/relative's (n=10)
2.0	Campground (n=4)

Table 3. Indicate the name of the town or village on the Outer Banks where you stayed.

Responses	Town/Village	Responses	Town/Village
27	Avon	28	Manteo
7	Corolla	34	Nags Head
65	Duck	2	Ocracoke
18	Frisco	14	Rodanthe
32	Kill Devil Hills	15	Salvo
31	Kitty Hawk	8	Southern Shores
		11	Waves

n=292

Three Best and Worst Things, Places or Activities

The next section of this report examines the frequency and order of the freely elicited comments concerning critical incidents from the vacations to the OBX during 2011. The verbatim comments as recorded from the surveys have been sorted by the 13 categories of destination attributes and are provided in Appendix B. The comments regarding the three “best/worst things, places, or activities” were categorized following the “infrastructure and environment” structure posited by Murphy et al. (2000) and reported in Pritchard and Havitz (2006). There was a total count (TC) of 1,447 comments provided by the 341 respondents regarding things, places, or activities during their vacations to the OBX (Table 4). Most of these comments (886) referred to infrastructure attributes of the OBX with recreation and food & restaurants topping the list. For comments regarding environmental attributes (561) the natural scenery and local amenities dominated in the number received. The frequency and order of comments were then used to calculate an importance rating and a net performance for each destination attribute for first-time and repeat visitors.

The average order of the destination attributes are based on weighting of the counts of comments according to their order as explained above. In other words, the mean score for environmental attributes (1.84) shows that they were mentioned earlier than the infrastructure attributes (1.94). Combining the average order with the total count (TC/AO) as a ratio creates a rating of the relative importance of each attribute. For all visitors to the Outer Banks, infrastructure attributes were rated most important headed by recreation (141.5). The most

important attribute within the environment category is natural scenery (114.3). Performance for each attribute was analyzed as a net score reflected by the difference between the total positive comments for an attribute and the negative comments made by respondents for that attribute (B-W). For all visitors recreation (182) on the Outer Banks out-performed other attributes with natural scenery (151) also showing good performance. Overall, respondents indicated transportation (-76) and the weather (-46) both had net negative performance for the Outer Banks during 2011.

Table 4. Analysis of visitor frequency and order of best/worst things, places, or activities for Outer Banks vacations, 2011*

Destination Attributes	Comment Count by Order Mentioned (CBO)						Total Count (TC)	Average Order (AO)	Importance Rating	Net Performance
	1 st B*	1 st W*	2 nd B	2 nd W	3 rd B	3 rd W	ΣB+ΣW	ΣCBO/TC	TC/AO	ΣB-ΣW
Infrastructure	169	147	203	107	194	66	886	1.94^a	457.5	246
Food & Restaurants	33	31	69	19	49	13	214	1.99	107.5	88
Accommodation	39	23	34	23	27	12	158	1.85	85.2	42
Transportation	6	49	3	25	5	16	104	1.67	62.2	-76
Shopping	14	22	21	22	35	11	125	2.08	60.1	15
Recreation	77	20	76	16	78	13	280	1.98	141.5	182
Tourist Information	0	2	0	2	0	1	5	1.80	2.8	-5
Environment	166	79	118	45	113	40	561	1.84^a	305.6	233
Flora & Fauna	11	15	11	9	13	3	62	1.84	33.7	8
Natural Scenery	100	5	40	6	27	5	183	1.60	114.3	151
Local People	4	6	3	2	8	5	28	2.11	13.3	2
Historic Sites	24	2	28	0	21	3	78	1.97	39.5	68
Local Amenities	20	11	27	16	35	9	118	2.11	55.9	46
Cultural Activities	0	0	3	0	2	1	6	2.50	2.4	4
Weather	7	40	6	12	7	14	86	1.70	50.7	-46

(n = 341)

*Note: Modified from Pritchard and Havitz (2006:35); 1st B (best) / 1st W (worst), etc.

^aMean score

The ratings and net performance values reported in Table 4 were standardized (Z-scores) so that they could be plotted in Figure 1. A positive Z-score is more important or has performed better than the norm. The size of the positive or negative number plotted indicates the relative magnitude of deviation from the norm. Figure 1 graphically portrays results from Table 4 using these Z-scores.

Recreation, natural scenery, food and restaurants, and accommodations all fell into the keep up the good work quadrant (above average in importance and a high net performance). From a marketing perspective, these are the attributes which sell the OBX. Both historic sites and local amenities fell into the assess resource allocation quadrant (below average importance but with a positive net performance). Shopping opportunities and transportation were attributes needing some attention in that these were above average in importance yet had negative net performance. Transportation shortcomings are especially daunting in the sense that infrastructure is dependent upon the geography and natural hazards present on the OBX (ferry

service and hurricane damage) and a result of the success of the destination (seasonal traffic). The five remaining attributes (cultural activities, local people, flora & fauna, tourist information, and weather) fell into the may need attention quadrant. Weather had the highest importance ranking among these five yet had the lowest net performance.

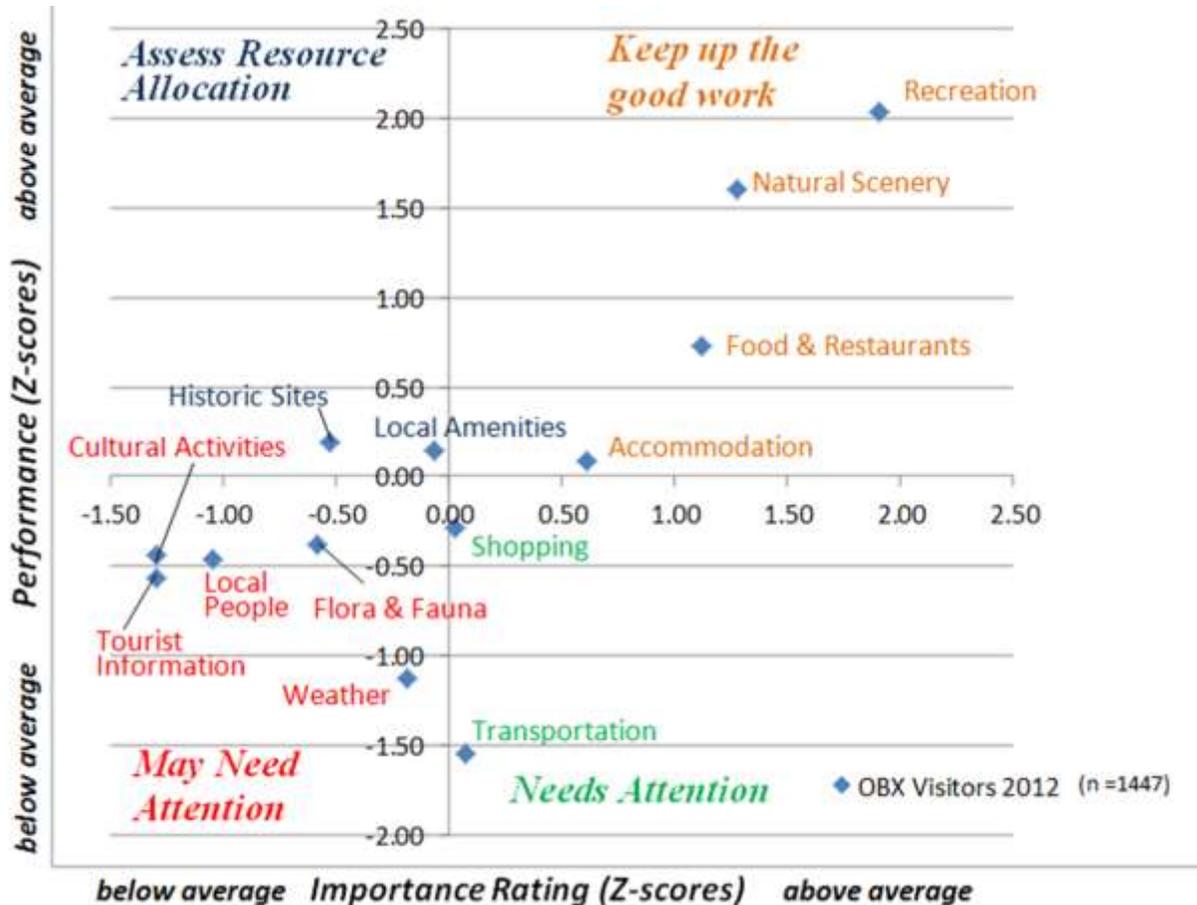


Figure 1. Importance ~ Performance Analysis grid for “best/worst things, places, or activities” during trips to the Outer Banks of North Carolina, 2011

The verbatim comments for the three best things, places, or activities are depicted in a word cloud in Figure 2. The natural scenery of the beach, recreational activities, the food and restaurants as well as the accommodations are all evident in this representation of the positive comments, as they are represented in the grid analysis in Figure 1. This word cloud provides some additional detail for development of marketing strategies. In addition to the beach and ocean, lighthouses have also made a significant positive impression on visitors. Shopping, fishing, and walking were activities which appear to be important activities for visitors.

In contrast, Figure 3 is the word cloud created from the three comments of the worst things, places, or activities during the trip. Traffic, things being closed, restaurants, and the beach all became the dominant elements of this image.

performance first-time visitors' comments indicated that recreation, natural scenery, and historic sites all performed well, while transportation and the weather resulted in overall negative incidents.

The average order mean score of comments from repeat visitors revealed that environment attributes (1.82) were mentioned earlier than the infrastructure attributes (1.95; Table 6). The importance rating of attributes by the repeat visitors, were similar in order to the first-time visitors with recreation taking the top rating, followed by natural scenery. The repeat visitors rated food & restaurants as third most important while accommodation was rated fourth. Net performance of attributes based on positive and negative comments of repeat visitors indicated recreation, natural scenery, and food & restaurants performed the best. As was the case for first-time visitors, the repeat visitors' comments regarding transportation and weather implied overall negative incidents.

In comparing comments from first-time visitors to repeat visitors the infrastructure attributes were more important than the environmental attributes for both groups. The order of importance for the two groups of respondents for infrastructure attributes for the top two attributes were the same with recreation being the most important. For the environmental attributes natural scenery topped the list of importance for both groups while local amenities and weather ranked second and third respectively for the repeat visitors. For first-time visitors, the environmental attributes historic sites and local amenities were ranked second and third.

Table 5. Analysis of the first-time visitor frequency and order of best/worst things, places, or activities for Outer Banks vacations, 2011^{*}

Destination Attributes	Comment Count by Order Mentioned (CBO)						Total Count (TC)	Average Order (AO)	Importance Rating	Net Performance
	1 st B [*]	1 st W [*]	2 nd B	2 nd W	3 rd B	3 rd W				
Infrastructure	26	24	29	17	25	9	130	1.88^a	69.3	30
Food & Restaurants	3	6	7	7	5	1	29	1.90	15.3	1
Accommodation	7	3	8	3	5	4	30	1.97	15.3	10
Transportation	1	8	0	3	1	2	15	1.60	9.4	-11
Shopping	2	5	4	2	4	1	18	1.89	9.5	2
Recreation	13	1	10	2	10	1	37	1.92	19.3	29
Tourist Information	0	1	0	0	0	0	1	1.00	1.0	-1
Environment	29	12	27	8	25	6	107	1.91^a	56.1	55
Flora & Fauna	3	1	5	0	3	1	13	2.00	6.5	9
Natural Scenery	17	1	5	0	5	0	28	1.54	18.2	26
Local People	0	0	1	1	1	0	3	2.33	1.3	1
Historic Sites	6	2	13	0	7	2	30	2.03	14.8	22
Local Amenities	2	1	2	6	9	1	21	2.33	9.0	5
Cultural Activities	0	0	0	0	0	0	0			
Weather	1	7	1	1	0	2	12	1.50	8.0	-8

(n = 58)

^{*}Note: Modified from Pritchard and Havitz (2006:35); 1st B (best) / 1st W (worst), etc.

^aMean score

Table 6. Analysis of the repeat visitor frequency and order of best/worst things, places, or activities for Outer Banks vacations, 2011*

Destination Attributes	Comment Count by Order Mentioned (CBO)						Total Count (TC)	Average Order (AO)	Importance Rating	Net Performance
	1 st B [*]	1 st W [*]	2 nd B	2 nd W	3 rd B	3 rd W	ΣB+ΣW	ΣCBO/TC	TC/AO	ΣB-ΣW
Infrastructure	142	123	174	89	169	57	754	1.95^a	387.0	216
Food & Restaurants	30	25	62	12	44	12	185	2.01	92.3	87
Accommodation	32	20	26	19	22	8	127	1.83	69.5	33
Transportation	4	41	3	22	4	14	88	1.69	52.0	-66
Shopping	12	17	17	20	31	10	107	2.11	50.7	13
Recreation	64	19	66	14	68	12	243	1.99	122.3	153
Tourist Information	0	1	0	2	0	1	4	2.00	2.0	-4
Environment	136	66	90	37	88	34	451	1.82^a	247.4	177
Flora & Fauna	8	14	6	9	10	2	49	1.80	27.3	-1
Natural Scenery	82	4	34	6	22	5	153	1.61	94.8	123
Local People	4	6	2	1	7	5	25	2.08	12.0	1
Historic Sites	18	0	15	0	14	1	48	1.94	24.8	46
Local Amenities	18	10	25	10	26	8	97	2.06	47.0	41
Cultural Activities	0	0	3	0	2	1	6	2.50	2.4	4
Weather	6	32	5	11	7	12	73	1.74	42.0	-37

(n = 283)

*Note: Modified from Pritchard and Havitz (2006:35); 1st B (best) / 1st W (worst), etc.

^aMean score

The net performance of the destination attributes was also compared between the first-time and repeat visitors. For the repeat visitors, the infrastructure attributes out-performed the environmental attributes while net performance for environmental attributes was higher for the first-timers. Recreation and transportation attributes in the infrastructure category seemed congruent for both visitor groups with good positive performances, and low negative performances respectively. In the environment category natural scenery and historic sites both performed well while weather was the lowest performing attribute for both groups. For the food & restaurant attribute there was a difference between the visitor groups regarding performance. A difference between the two groups also was also found for importance and net performance for historic sites on the OBX.

The importance ratings and net performance appearing in Tables 5 and 6 were standardized (Z-scores) and plotted for comparisons in Figure 4. This plot illustrates the differences in these two groups when it comes to the historic sites and food and restaurants attributes. Other attributes which fell into different quadrants for these two groups of visitors were flora and fauna, shopping and transportation. Transportation is particularly troubling due to the fact that it is of higher importance to the repeat visitor over the first-time visitors and it also performed worst for them. The first-time and repeat visitor Z-scores that differed by less than one standard deviation were deemed congruent, whereas differences greater than one were deemed to suggest a statistically significant difference. The food and restaurant attribute differed on performance for the two groups of visitors. Historic sites differed by more than one standard deviation for importance and performance for the first-time and repeat visitors.

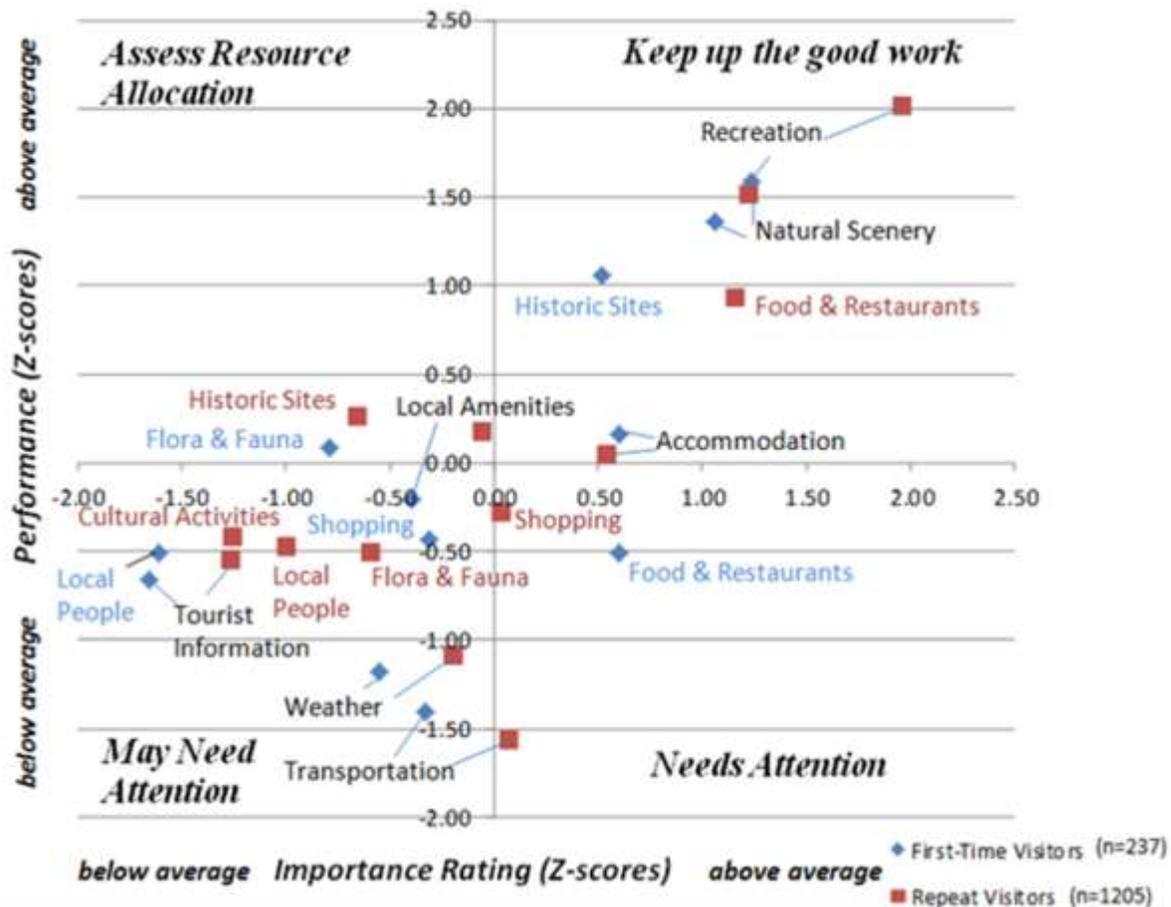


Figure 4. Importance ~ Performance Analysis grid for “best/worst things, places, or activities” comparison of first-time and repeat visitors, 2011

With respect to what visitors really think about a destination, the freely elicited comments were edited to include only the salient words to reveal similarities and differences between the first-time visitors and repeat visitors. We hoped to reveal visitor behavioral differences to inform destination managers’ efforts regarding messages and services provided. The combined “best” comments for first-time visitors (Figure 5) and the combined “best” comments for repeat visitors (Figure 6) were entered separately into the Wordle™ software for analysis. From examining the word cloud images it is evident that both groups have a strong positive sense of the beach. A second level of word indicators suggests that the first-time visitors were very impressed by the historic attractions available in the area (lighthouse, Wright Brothers, Elizabethan, and Lost Colony). For repeat visitors these historic attractions are mentioned far fewer times. While place names such as Hatteras, Kitty Hawk, Manteo, and Ocracoke appear in both figures, they achieved different levels of importance from the two groups. For example, the first-time visitors mention Hatteras while repeat visitors mention Ocracoke more often as important places. While the two groups both have listed activities and destination amenities it seems from the Wordle™ analysis that the repeat visitors have focused on the natural resource attractions and activities available as well as their vacation house and shopping.

infrastructure attributes (1.89; Table 7). Attribute importance rating for off season visitors, revealed that food and restaurants, recreation, and natural scenery, were of highest importance respectively (with shopping as a close fourth). For attribute net performance off season visitors' comments indicated that recreation, natural scenery, and food and restaurants all performed well, while transportation and the weather resulted in overall negative incidents.

The average order mean score of comments from in season visitors revealed that like off season visitors, environment attributes (1.83) were mentioned earlier than the infrastructure attributes (1.96; Table 8). The importance rating of attributes by the in season visitors were recreation taking the top rating, followed by natural scenery. The in season visitors rated food & restaurants as third most important while accommodation was rated fourth. Net performance of attributes based on positive and negative comments of in season visitors indicated recreation, natural scenery, and food & restaurants performed the best. As was the case for off season visitors. The in season visitors' comments regarding transportation and weather implied overall negative incidents.

In comparing comments from off season visitors to in season visitors the infrastructure attributes were more important than the environmental attributes for both groups. The order of importance for the two groups of respondents for infrastructure attributes for the top two attributes were different with recreation being the most important for in season visitors and food and restaurants being the most important for the off season visitors. For the environmental attributes natural scenery topped the list of importance for both groups while local amenities and weather ranked second and third respectively for both groups as well.

Table 7. Analysis of the off season frequency and order of best/worst things, places, or activities for Outer Banks vacations, 2011

Destination Attributes	Comment Count by Order Mentioned (CBO)						Total Count (TC)	Average Order (AO)	Importance Rating	Net Performance
	1 st B [*]	1 st W [*]	2 nd B	2 nd W	3 rd B	3 rd W				
Infrastructure	59	45	65	28	59	14	270	1.89^a	143.2	96
Food & Restaurants	15	13	27	4	15	6	80	1.91	41.8	34
Accommodation	15	5	8	5	11	2	46	1.85	24.9	22
Transportation	1	14	1	7	1	3	27	1.59	17.0	-21
Shopping	9	11	12	8	14	2	56	1.93	29.0	14
Recreation	19	2	17	3	18	1	60	1.97	30.5	48
Tourist Information	0	0	0	1	0	0	1	2.00	0.5	-1
Environment	47	22	39	8	38	8	162	1.86^a	87.2	86
Flora & Fauna	2	3	8	2	2	1	18	1.89	9.5	6
Natural Scenery	25	1	12	1	9	1	49	1.67	29.3	43
Local People	2	2	1	1	4	1	11	2.09	5.3	3
Historic Sites	9	1	5	0	7	0	22	1.86	11.8	20
Local Amenities	8	3	10	2	13	3	39	2.13	18.3	23
Cultural Activities	0	0	1	0	0	0	1			
Weather	1	12	2	2	3	2	22	1.64	13.4	-10

(n = 112)

^{*}Note: Modified from Pritchard and Havitz (2006:35); 1st B (best) / 1st W (worst), etc.

^aMean score

Table 8. Analysis of the in season frequency and order of best/worst things, places, or activities for Outer Banks vacations, 2011

Destination Attributes	Comment Count by Order Mentioned (CBO)						Total Count (TC)	Average Order (AO)	Importance Rating	Net Performance
	1 st B*	1 st W*	2 nd B	2 nd W	3 rd B	3 rd W	ΣB+ΣW	ΣCBO/TC	TC/AO	ΣB-ΣW
Infrastructure	110	102	138	79	135	52	616	1.96^a	314.4	150
Food & Restaurants	18	18	42	15	34	7	134	2.04	65.8	54
Accommodation	24	18	26	18	16	10	112	1.86	60.3	20
Transportation	5	35	2	18	4	13	77	1.70	45.3	-55
Shopping	5	11	9	14	21	9	69	2.20	31.3	1
Recreation	58	18	59	13	60	12	220	1.98	111.0	134
Tourist Information	0	2	0	1	0	1	4	1.75	2.3	-4
Environment	119	57	79	37	75	32	399	1.83^a	218.4	147
Flora & Fauna	9	12	3	7	11	2	44	1.82	24.2	2
Natural Scenery	75	4	28	5	18	4	134	1.57	85.1	108
Local People	2	4	2	1	4	4	17	2.12	8.0	-1
Historic Sites	15	1	23	0	14	3	56	2.02	27.8	48
Local Amenities	12	8	17	14	22	6	79	2.10	37.6	23
Cultural Activities	0	0	2	0	2	1	5	2.60	1.9	3
Weather	6	28	4	10	4	12	64	1.72	37.2	-36

(n = 229)

*Note: Modified from Pritchard and Havitz (2006:35); 1st B (best) / 1st W (worst), etc.

^aMean score

The net performance of the destination attributes was also compared between the off season and in season visitors. For the off season and in season visitors, the infrastructure attributes out-performed the environmental attributes. This difference was less pronounced for the in season visitors. Recreation and transportation attributes in the infrastructure category seemed congruent for both visitor groups with good positive performances, and low negative performances respectively. In the environment category natural scenery and local amenities both performed well while weather was the lowest performing attribute for both groups.

The importance ratings and net performance appearing in Tables 7 and 8 were standardized (Z-scores) and plotted for comparisons in Figure 9. This plot illustrates the differences in these two groups when it comes to the differences in food and restaurants, shopping, and recreation attributes. The off season and in season visitor Z-scores that differed by less than one standard deviation were deemed congruent, whereas differences greater than one were deemed to suggest a statistically significant difference. The food and restaurant attribute differed on importance for the two groups of visitors as did shopping and recreation. All other attributes were considered congruent for these two groups.

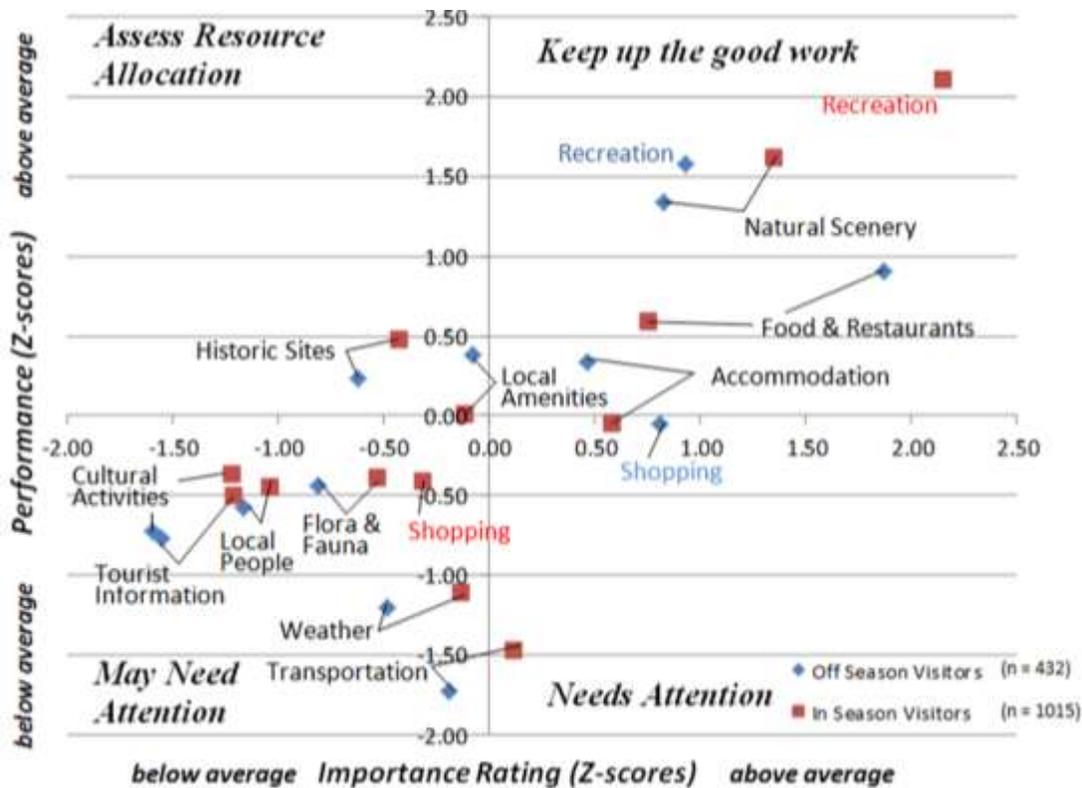


Figure 9. Importance ~ Performance Analysis grid for “best/worst things, places, or activities” comparison of off season and in season visitors, 2011

With respect to what visitors really think about a destination, the freely elicited comments were edited to include only the salient words to reveal similarities and differences between the off season visitors and in season visitors. These word clouds reveal differences in visitor perceptions to inform destination managers’ efforts regarding messages and services provided. The combined “best” comments for off season visitors (Figure 10) and the combined “best” comments for in season visitors (Figure 11) were entered separately into the Wordle™ software for analysis. From examining the word cloud images it is evident that both groups have a strong positive sense of the beach. A second level of word indicators suggests that the off season visitors were very impressed by the lighthouse, shopping, Manteo, the ocean, restaurants, and house were they stayed. For in season visitors the house were they stayed and the lighthouses were the significant second level of words. While place names such as Hatteras, Ocracoke, and Duck appear in in the in season word cloud, they are of a different significance than Manteo was in the off season cloud. While the two groups both have listed activities and destination amenities it seems from the Wordle™ analysis that the off season visitors have focused on the lighthouses and as well as shopping.

attributes (1.97) indicates they were mentioned on average after the environmental attributes (1.83; Table 9). Attribute importance ratings for Hatteras Island visitors, revealed that recreation, and natural scenery, were rated first and second respectively while food & restaurants and accommodations were rated third and fourth. For attribute net performance Hatteras Island visitors' comments indicated that recreation, natural scenery, and historic sites all performed well, while transportation and the weather resulted in overall negative incidents.

The average order mean score of comments from non-Hatteras Island visitors revealed that environment attributes (1.84) were mentioned earlier than the infrastructure attributes (1.92; Table 10). The importance rating of attributes by the non-Hatteras Island visitors, were recreation taking the top rating, followed by food and restaurants and then natural scenery. The non-Hatteras Island visitors rated accommodation as fourth. Net performance of attributes based on positive and negative comments of non-Hatteras Island visitors indicated recreation, natural scenery, and food & restaurants performed the best. As was the case for Hatteras Island visitors, the non-Hatteras Island visitors' comments regarding transportation and weather implied overall negative incidents.

In comparing comments from Hatteras Island visitors to non-Hatteras Island visitors the infrastructure attributes were more important than the environmental attributes for both groups. The order of importance for the two groups of respondents for infrastructure attributes for the top two attributes were the same with recreation being the most important. For the environmental attributes natural scenery topped the list of importance for both groups with local amenities and weather ranking second and third respectively.

The net performance of the destination attributes was also compared between the Hatteras Island and non-Hatteras Island visitors. For the Hatteras Island visitors, the infrastructure attributes out-performed the environmental attributes. For non-Hatteras Island this difference was less pronounced and the environmental attributes out-performed the infrastructure attributes. Recreation and natural scenery attributes seemed congruent for both visitor groups with high importance and good positive performances. In the environment category, both visitor groups rated natural scenery as high in importance and it performed well while weather was the lowest performing attribute in this category for both groups.

The importance ratings and net performance appearing in Tables 9 and 10 were standardized (Z-scores) and plotted for comparisons in Figure 14. This plot illustrates the differences in these two groups when it comes to the differences in food and restaurants, accommodations, and transportation attributes. The Hatteras Island and non-Hatteras Island visitor Z-scores that differed by less than one standard deviation were deemed congruent, whereas differences greater than one were deemed to suggest a statistically significant difference. The transportation attribute differed on performance for the two groups of visitors by more than one standard deviation from the norm. All other attributes were considered congruent for these two groups. However for food and restaurants, the difference between Z-scores for the two visitor groups were nearly one standard deviation for both importance (-0.97) and performance (-0.74). Difference in the Z-scores for the two visitor groups for performance in the accommodation attribute was also notable (-0.86).

Table 9. Analysis of the Hatteras Island visitors' frequency and order of best/worst things, places, or activities for Outer Banks vacations, 2011

Destination Attributes	Comment Count by Order Mentioned (CBO)						Total Count (TC)	Average Order (AO)	Importance Rating	Net Performance
	1 st B*	1 st W*	2 nd B	2 nd W	3 rd B	3 rd W				
Infrastructure	58	47	71	44	67	28	315	1.97^a	160.0	77
Food & Restaurants	9	11	14	8	19	5	66	2.06	32.0	18
Accommodation	8	12	10	11	9	7	57	1.93	29.5	-3
Transportation	6	10	3	11	3	6	39	1.82	21.4	-15
Shopping	2	5	4	10	14	4	39	2.28	17.1	1
Recreation	33	8	40	4	22	6	113	1.88	59.9	77
Tourist Information	0	1	0	0	0	0	1	1.00	1.0	-1
Environment	60	39	41	24	39	21	224	1.83^a	122.7	56
Flora & Fauna	0	9	4	4	3	2	22	1.82	12.1	-8
Natural Scenery	41	3	20	4	9	1	78	1.56	49.9	62
Local People	0	4	0	1	3	3	11	2.18	5.0	-5
Historic Sites	12	0	7	0	5	1	25	1.76	14.2	23
Local Amenities	5	4	10	9	16	6	50	2.26	22.1	12
Cultural Activities	0	0	0	0	1	0	1			
Weather	2	19	0	6	2	8	37	1.70	21.7	-29

(n = 117)

*Note: Modified from Pritchard and Havitz (2006:35); 1st B (best) / 1st W (worst), etc.

^aMean score

Table 10. Analysis of the non-Hatteras Island visitors' frequency and order of best/worst things, places, or activities for Outer Banks vacations, 2011

Destination Attributes	Comment Count by Order Mentioned (CBO)						Total Count (TC)	Average Order (AO)	Importance Rating	Net Performance
	1 st B*	1 st W*	2 nd B	2 nd W	3 rd B	3 rd W				
Infrastructure	111	100	132	63	127	38	571	1.92^a	297.5	169
Food & Restaurants	24	20	55	11	30	8	148	1.96	75.5	70
Accommodation	31	11	24	12	18	5	101	1.81	55.7	45
Transportation	0	39	0	14	2	10	65	1.58	41.0	-61
Shopping	12	17	17	12	21	7	86	1.99	43.3	14
Recreation	44	12	36	12	56	7	167	2.04	81.8	105
Tourist Information	0	1	0	2	0	1	4	2.00	2.0	-4
Environment	106	40	77	21	74	19	337	1.84^a	182.9	177
Flora & Fauna	11	6	7	5	10	1	40	1.85	21.6	16
Natural Scenery	59	2	20	2	18	4	105	1.63	64.5	89
Local People	4	2	3	1	5	2	17	2.06	8.3	7
Historic Sites	12	2	21	0	16	2	53	2.08	25.5	45
Local Amenities	15	7	17	7	19	3	68	2.00	34.0	34
Cultural Activities	0	0	3	0	1	1	5	2.40	2.1	3
Weather	5	21	6	6	5	6	49	1.69	28.9	-17

(n = 200)

*Note: Modified from Pritchard and Havitz (2006:35); 1st B (best) / 1st W (worst), etc.

^aMean score

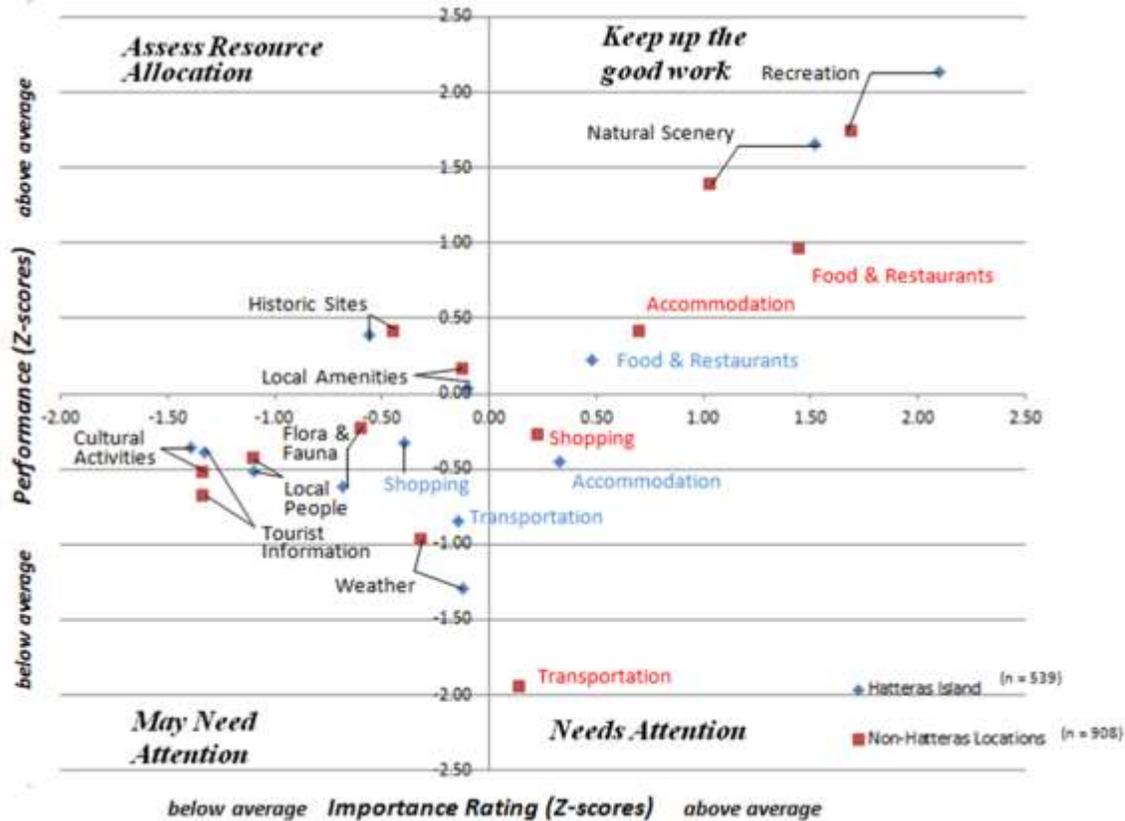


Figure 14. Importance ~ Performance Analysis grid for “best/worst things, places, or activities” comparison of Hatteras Island and non-Hatteras Island visitors, 2011

With respect to what visitors really think about a destination, the freely elicited comments were edited to include only the salient words to reveal similarities and differences between the Hatteras Island visitors and non-Hatteras Island visitors. These differences in the word clouds offer insight into the experiences of visitors who stay in the different geographic location on the OBX. The combined “best” comments for Hatteras Island visitors (Figure 15) and the combined “best” comments for non-Hatteras Island visitors (Figure 16) were entered separately into the Wordle™ software for analysis. From examining the word cloud images it is evident that both groups have a strong positive sense of the beaches on the OBX. A second level of word indicators suggests that the Hatteras Island visitors were involved with fishing, visiting Ocracoke and the lighthouse. For non-Hatteras Island visitors there was a greater mix within this second level of things which included the vacation house, shopping, restaurants, the ocean, and lighthouse. While the two groups both have listed activities and destination amenities it seems from the Wordle™ analysis that the non-Hatteras Island visitors have a broader range of attractions and activities.

From the two documents created from the three negative comments from respondents Wordle™ software produced word clouds for Hatteras Island visitors (Figure 17) and for comments from non-Hatteras Island visitors (Figure 18). Hatteras Island visitors expressed negative remarks regarding issues with the beach, their rental house, food, things that were closed, hurricane Irene, access, as well as mosquitos. Rather than beach, the non-Hatteras Island



Figure 22. Word Cloud for repeat visitors’ “most important experiences” during trips to the Outer Banks of North Carolina, 2011.

Seasonal Findings

The word clouds created to compare comments on most important experiences between off season visitors to the OBX with those who visited in season showed similarities in that relaxation, family, and time dominated both word clouds. For the off season word cloud (Figure 23) the second level of words (beach, and friends) indicate there were limited other experiences other the enjoying the beauty of nature on the OBX.



Figure 23. Word Cloud for off season visitors’ “most important experiences” during trips to the Outer Banks of North Carolina, 2011

For the in season visitors, the second level of words was dominated by beach which indicates that the beach was more significant for in season visits. History and friends also are evident as important to the in season visitors’ experiences.

percent of the 289 respondents. The largest percentage (11.4%) of those who felt they had an alternative indicated Florida as where they would have gone instead of the OBX for this trip (Table 11). Myrtle Beach was the second most mentioned destination with 8.9 percent of the responses. All the other responses were less than 5 percent of the total 158 recorded.

Table 11. Indicate alternative destinations to the Outer Banks for this trip

Percentage	Destination Alternate	Percentage	Destination Alternate
11.4	Florida	3.2	Charleston, SC
8.9	Myrtle Beach, SC	3.2	Caribbean
4.4	Ocean City, MD	3.2	Europe
3.8	Mountains ~ NC, VA, WV	1.9	Hilton Head
3.2	Williamsburg, VA	1.9	Virginia Beach, VA

n=158

Loyalty

Loyalty to the OBX as a vacation destination was indicated using a five point agreement scale to four statements which started with the recommendation of the OBX to others and progressed to a statement of a preference for the OBX even if a close friend suggested an alternative. These statements and average responses of agreement are listed in Table 12. Very few of the respondents indicated disagreement with these statements on how they feel about the OBX as a vacation destination.

Table 12. Agreement rating on a five point scale to loyalty statements regarding the Outer Banks

Average	Loyalty Statement
4.8	I will <i>recommend</i> the Outer Banks as a vacation destination to anyone seeking my advice.
4.8	I will say <i>positive things</i> about the Outer Banks to people who ask about my trip.
4.7	It would be difficult to change my <i>positive belief</i> about the Outer Banks.
4.0	Even if close friends suggest I take a vacation elsewhere, I will not change <i>my preference</i> for the Outer Banks.

n=326

Demographics

The final section on the survey collected demographic information from the respondents. These included: gender, age, household income, and the travel party size. The survey instructed that the person in travel party with the most recent birthday over the age of 18 should fill out the responses. This method of selecting who fills out the survey is intended to randomize the individual rather than having respondents self-selecting. The distribution of gender within the respondents is an indicator that there was some self-selection within the sample. The respondents to the survey were 66.3 percent female. The ages of respondents were well distributed when grouped into 10 year categories (Table 13). Of the 318 respondents who

provided their ages 28.0 percent were in the 39 to 48 year old category. The elderly respondents over the age of 68 represented the smallest portion of the sample.

Table 13. Age distribution of Outer Banks visitor survey respondents

Percentage	Age category
8.5	19 – 28
15.7	29 – 38
28.0	39 – 48
25.2	49 – 58
16.7	59 – 68
5.7	69 – 78

n=318

Of all the surveys returned 220 respondents included their household income. The question on the survey specified that this was before tax income for 2010. This was an opened response indicating that household income should be estimated to the nearest \$1,000. After the responses were recorded they were categorized in \$50,000 increments. This distribution is presented in Table 14. The largest percentage of respondents is in the \$50,000 to \$99,000 income category with over one-third of the respondents.

Table 14. Household income distribution of Outer Banks visitor survey respondents

Percentage	Income Category
12.7	≤ \$49,000
33.6	\$50,000 – \$99,000
26.4	\$100,000 – \$149,000
11.4	\$150,000 – \$199,000
5.5	\$200,000 – \$249,000
9.1	≥ \$250,000

n=220

Trip party size was also asked and this was also an open ended questions. The values reported were recorded and then grouped into categories of three. This survey did not inquire as to the relationships among the travel party, just the number of persons staying together while visiting the OBX. Of the 327 responses the largest percentage was groups of 3 or less (40.1%, Table 15). The next largest category was the groups of 4 to 6 persons with 24.2 percent of the responses.

Table 15. Distribution of respondent travel party size for Outer Banks visitors

Percentage	Travel Party Size Category
40.1	1 – 3
24.2	4 – 6
11.9	7 – 9
11.9	10 – 12
14.4	> 12

n=327

Finally, the last question on the survey was the respondent’s zip code for their primary home address. These zip codes were recorded and then sorted into groups. The states represented by each zip code group are listed in Table 16. The largest percentage of visitors responding had Virginia zip codes ranging from 23000 to 23999 with 19 percent of the 321 respondents. The second largest group of visitors was from the North Carolina 27000 to 27999 zip code areas.

Table 16. Distribution of respondent zip code categories for Outer Banks visitors

Percentage	Zip Code Category	State
19.0	23000 – 23999	VA
12.8	27000 – 27999	NC
8.1	21000 – 21999	VA & MD
6.2	22000 – 22999	VA

n=321

CONCLUSION

Overall, this study demonstrates the usefulness of conducting a qualitative destination appraisal because while a superficial examination of responses suggested that both first-timers and repeat visitors travel to the OBX for relaxation and family time, a more detailed examination revealed that the way they process the experience and possibly the way they make decisions about repeat visitation are markedly different. Likewise, differences between off season and in season visitors showed differences in the importance of food and restaurant offerings, recreation, and shopping opportunities. This importance-performance analysis of critical incidence at the OBX also revealed that the geographic location of the visit influenced the perceived performance of transportation infrastructure as well as accommodations.

First-time visitors’ negative comments regarding performance of food and restaurants may denote their focus on a cognitive evaluation of short-term returns on their investments on the trip. Repeat visitors are more aware of constraints faced by seasonal businesses on the OBX and may more willingly defer an opportunity for a special experience to a future visit. Insight from comparison of positive comments and from the comparison of word clouds all provide support to Morais and Lin’s (2010) assertion that first-time visitors and repeat visitors experience their vacations and relate differently with their destinations.

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Appendix A
Visitor Survey

OUTER BANKS Visitors Survey 2011

Today's Date _____, 2011

Please have the person in your group with the most recent birthday who is 18 years or older complete this survey ~ THANK YOU very much for your participation in this important study.

Is this your first visit to the Outer Banks of North Carolina? Y N

If NO ~ Please indicate your # of trip(s) to the Outer Banks during the past 5 years (*including this visit*)

During 2009 to present _____ # visits

From 2006 to 2008 _____ # visits

On a scale of 0 (**no effort**) to 10 (**did everything**) what was **your** role in the planning of various aspects of this trip?

Effort

_____ Gathered information about the Outer Banks

_____ Planned activities / visits to attractions

_____ Shared necessary information with group members

Effort

_____ Booked accommodations

_____ Planned meals / eating out

_____ Coordinated travel plans

Please indicate how many nights you are staying in the following types of lodging during this trip.

Hotel/motel _____ nights

Vacation Rental Home/condo _____ nights

Our second home _____ nights

Staying at friend's/relative's _____ nights

Campground _____ nights

Other _____ nights

Name of the town/village where you are staying on the OBX _____ (please specify)

Please list the three **best** things ~ places ~ or activities about this stay on the Outer Banks. PLEASE LIST THREE!

1) _____

2) _____

3) _____

Please list three **worst** things ~ places ~ or activities about this stay on the Outer Banks. PLEASE LIST THREE!

1) _____

2) _____

3) _____

In addition to the time and resources you've spent to be here on the Outer Banks, please list things, if any, you've done or plan to do once you return home, to help the Outer Banks.

We recognize that you have invested a lot in order to vacation on the Outer Banks. Please list the three most important experiences that **you are getting out** of your trip to the Outer Banks. PLEASE LIST THREE!

1) _____

2) _____

3) _____

How many times do you think you will come back to the Outer Banks over the next 2 years? _____ (# of trips)

We are glad you came to the Outer Banks for this trip, but what was your second option/choice to coming to the Outer Banks? ~ Staying at home ~ or another destination (Please specify other destination): _____

On a rating scale of 1 (strongly disagree) to 5 (strongly agree) please rate the following statements:

Circle One Rating

1 ~ 2 ~ 3 ~ 4 ~ 5 ~ I will **recommend** the Outer Banks as a vacation destination to anyone seeking my advice.

1 ~ 2 ~ 3 ~ 4 ~ 5 ~ I will say **positive things** about the Outer Banks to people who ask about my trip.

1 ~ 2 ~ 3 ~ 4 ~ 5 ~ It would be difficult to change my **positive beliefs** about the Outer Banks.

1 ~ 2 ~ 3 ~ 4 ~ 5 ~ Even if close friends suggest I take a vacation elsewhere, I will not change my **preference** for the Outer Banks.

Your age & gender _____ yrs. F M Estimated household income before taxes 2010 \$ _____,000

How many people in your travel party? _____ Zip code of your primary residence _____

Appendix B

Three best/worst things ~ places ~ or activities
about this stay on the Outer Banks

VERBATUM BEST THINGS ~ PLACES ~ OR ACTIVITIES

FIRST LISTED

Infrastructure

Food & Restaurants

Try My Nuts nut company in Nags Head
the food
lunch at the Blue Moon in Manteo
Tortugas Lie
Kelly's restaurant
Food
Black Pelican
Dining out
restaurants
Restaurants
Food
Lunch at Tortalaslíe
Kaia's kitchen
Whalehead Club
Black Pelican
Mexi-cali Brewz
Dinner @ Black Pelican
Big Al's Grand re-opening- What a great place!
Blue Point Bar & Grill, Duck
Scotch Bonnet - Fudge
Super Wings
Cafe 12's fish tacos were awesome
The Pearl
seafood
Lone Cedar dinner
food
the fish fry on Saturday was awesome
Duneburger
the Quarterdeck
Blue Point
Corolla Bait & Tackle
local restaurants and shops, Cafe 12, Harbor House seafood
Captain Girge

Accommodations

Tranquil House Inn
staying at Tranquil House Inn, Manteo
our house - Lone Cedar II
Great hotel
The house was amazing
Tranquil House Inn
convenience of downtown Inn to eating establishments/shops
Hotel/Inn- Tranquil Inn
Tranquil House Inn

Ramada Inn
the hotel was great
location right on the beach
our home where we stayed - stairway to heaven

Location

Camp Hatteras
Camping
the house Deja Blue on Duck Landing
House proximity to beach

House/Amenities

ocean/beach proximity to house
easy accessibility
Tranquil House Inn
waterfront/accommodations - lovely room

Tranquil House Inn

Tranquil House Inn

Harbour House - Ocracoke

Tranquil Inn

lovely rental home

Duck cottage

location of house

pool at our house

oceanfront beach with property

house

beach in front of the hotel

oceanfront house

house

house - view

place is beautiful and spacious/theatre is a plus

home

Transportation

Ferry Ride

ferry to Ocracoke

having canal by us

ferry to Ocracoke

airplane ride

Ocracoke Island via the free ferry

Shopping

shopping - churches

Shopping

Shopping - Sound Feet

walking the boardwalk by the city hall to the different shops

coffee and tea company, coffee, candy, gift shop in waves village near Kitty Hawk

historic Manteo - waterfront shops

Duck town shopping - sightseeing

Visiting the outlets

shopping - Belk + thrift stores

outlets

Tanger outlet
shopping in Duck
consignment shops/thrift stores
food lion

Recreation

Jennette's Pier
fishing
solitude
Honeymoon and sharing the OBX for the first time with our parents
driving on beach
relaxing
walking on beach
Beach walking
ocean/beach walk
Drive from Manteo to Oregon Inlet/ Walk along new Manteo Waterfront boardwalk
fishing
quiet
Quiet
Site Seeing
timeshare opportunity
beach mile water 9
atmosphere
fishing on the beach
leisure time on beach
fishing
kayak
Capt Clam fish trip
beach/swimming
sailing
association pool
beach access with 4-wheel drive
Get together with family
beach walks
Walking on the beach
4x4 beach access
Windsurfing
House on the beach, watching surfers, kite boarders, dolphins, whale
Clean beach / walking
Being with friends
Quiet vacation location
drive on beaches
Avon ocean beach walks / Nat'l seashore
Roanoke Island - walking around town
Easter weekend lots of family-oriented activities
family gathering at a beautiful home with elevator
sight seeing
golf
ocean, walking the beach
drove on beach at Hatteras

watching surfers and beach birds
Fishing
Windsurfing
Kitty Hawk Kayak Tour
go to the beach
relax
relaxing on the beach
hang gliding
quiet neighborhood
peaceful beaches / clean and not overcrowded & family friendly
slept
walking to get paper @ Wee Winks
Driving on the beach
lounging on beach and in ocean
beach - nice water, very clean + water not too cold
beach, sun, fun with family
family together
very family friendly - no sleazy bars etc. liek some beach communities
off shore fishing
festival park
quiet
fishing on the beach
ocean access off Runboat Circle
beaches/water - clean, quiet, less crowded
4x4 beaches - need more signs for people without 4x4 beaches on the internet
beach time / fishing on pier + surf
fishing in the surf everyday
crabbing
walking the beach
4x4 area above Corolla - excellent
fishing on boat
dog friendly
beach driving/boat rides

Tourist Information

NONE

Environment

Flora & Fauna

Wild Horse adventure
wild horses
wild horses jeep safari
Corolla wild horse safari
wild horses
Horse tour in Corolla
Jockey's Ridge
horse tour
Jockey's Ridge
Jockey Ridge National Park

Jockey Ridge

Natural Scenery

Beach/Ocean

Jockey Ridge State Park

Oceanfront

Nature

Pea Island Beach

Pea Island Preserve

peaceful beach

i love the location

beach

ocean

Quiet Beaches

beach

enjoyed beach scenery

beaches

beach in Frisco

beauty of island

beach

beach

beach

beach

beach

beach

beach - watching the ocean

everything was awesome - beach

ocean/beach

beach

the wonderful beaches of the Outer Banks

beach

beach

beach

beach

beach

beach

seclusion

ocean

Beach

beach

beach

beach

beach-Duck

Beaches

Beachfront

Beach

Clean almost private beaches

Beach

Water

Beach

Ocean
Ocean
ocean views
beach
clean
the beach / sun / salt air
snow on the beach and sand dunes
Beach
Beach
Beautiful beach- clean accessible, deserted
The Ocean
Ocean
beach
beaches - the best
ocean
beaches
Beach
beach
beach
beach
beach
clean beaches
the beach
Beach
beach
beach
beach
beach is lovely
great beach
beach
beach
beach
great beaches
not built up
beach
ocean/beach
wide beach
beach
beach
scenery
scenery - ocean front
beach
beach
the view was beautiful
beach
beach
ocean
beach
beach
view

beach
the ocean front beach
ocean

Local People

met new friends
friendliness
friendliness of people
great people

Historic Sites

Wright Bros
Light Houses (Hatteras & Bodie)
Historical Sites (Ft. Raleigh, Kitty Hawk)
museum of Hatteras
Lost Colony play
Wright Brothers
Lighthouse
Lighthouse
Wright Brothers Memorial/Museum
Climbing Cape Hatteras Lighthouse
Visiting Hatteras Lighthouse - my brother helped in moving it
Lighthouse - Currituck
life savings station museum
Cape Hatteras lighthouses
lighthouse
Hatteras Lighthouse
lighthouses
lighthouse
Wright Brothers museum & park
the Currituck lighthouse
lighthouse tours
Currituck Lighthouse
Wright Brothers memorial
Graveyard at the Atlantic

Local Amenities

beach access
tour of Duck
Elizabethan Gardens
swimming in hotel pool
Manteo
Visit to Manteo- waterfront, gardens, Lost Colony
Kitty Hawk
Ocracoke island
Roanoke Island / Colony and Elizabethan Gardens
Boardwalk built by Duck to see the sunsets
location
pool
town of Duck (shopping, character, etc.)

island farm - Manteo
visiting Ocracoke Island
Ocracoke Island
Ocracoke
Greenleaf Gallery + new boardwalk in Duck
Manteo waterfront
Manteo waterfront/Roanoke Island Park

Cultural Activities

NONE

Weather

The weather
weather
beautiful weather
Weather
Weather - absolutely perfect
The weather
weather

SECOND LISTED

Infrastructure

Food & Restaurants

Lone Cedar
Lucky 12 Tavern
Dinner @ Mako Mikes
Duck Donuts
Lone Cedar
eating at Lone Cedar Cafe
Ortega's restaurant
Ortegaz Restaurant
Hurricane Moe's
Good Wind
Restaurants
food - lot of choices but we love the small town/quaintness of Manteo
food - JK's, the dunes - Millers
bought fresh seafood at Diamond Shoals
dining
Food
Food - Torguas Lie
OMG - stuffed oysters here are award winning
Sam + Omie's
restaurants
Diamond restaurant
eating out
good meal (black pelican)
Dinner at Kill Devil Grille
seafood
Easy to get into a restaurant

good wind restaurant
dinner at Avon cafe
Seafood buffet
restaurants tend to be kid friendly
restaurants
ate at lucky 12 tavern - great food
eating seafood - exploring new restaurants
seafood - fresh available to cook
Top Dog Cape + The Dancing Turtle (love it)
dinner at Mullagan's
restaurants, flying fish, etc.
blue moon restaurant
Dirty Dick's Crab Shack
I love having a restaurant here
Blue Point Grill
visiting various restaurants
restaurants
Happy Peet ice cream
Waverunners
Capt. George's restaurant. Pete's Poor House, Pamlico Jack's
restaurants
sound side
food
the Blue Point
Nice selection of places to dine
Restaurants
Restaurants
Sun Set grill
food
many places to eat
Burress Flying Service
Lisa's pizzeria
Lighthouse Bagels
Gravedigger
dining was great
great restaurants
The Pit
Tullios Bakery
Marshes Lights
food
Kill Devil Grill (also loved Front Porch Cafe in Manteo)
The seafood
The seafood

Accommodations

beach view from the Hilton Garden Inn
on site pool
The Tranquil Inn- Charming
Hilton Garden Inn
beach + house

Tranquil House Inn

the indoor pool, hot tubs when it was raining (at Camp Hatteras)

120" TV

quiet, peace, relaxing in a great house

near Walmart

Ramada inn - not bad

hot tub on property

Rental properties

the hotel on the beach (Ramada) + the outdoor decks + gazebos were a real plus

beautiful cottage (whitecaps) - layout, decorations, ocean, decks, views

Large selection of affordable vacation rental properties

pool

pool

house

pool at the house

house

Cottage

Terrific house with good views and clean

The House

Our Rental House

Pool

all together in one house

private pool

beautiful houses

gorgeous accommodating rental home

Ramada - great and getting better with remodeling

four seasons resort

Proximity to the beach/ocean from our rental home

proximity to the beach

Transportation

Free ferry to Ocracoke

free ferry ride to Ocracoke

ferry crossings

Shopping

Shopping

shopping

Shopping

Christmas Shoppe

Outlet

Outlet mall

Harris Teeter

Shops

easy access to Walmart/markets

outlet

prices

shopping

shopping

shopping especially thrift shops

shopping
shopping
shopping
Clinique counter @ Belk
Thrift stores
shopping
Shops

Recreation

Wedding Expo
Avon Pier - Fishing
ocean - driving onto the beach
4-wheel driving on the beach
Jill + Keith's Wedding
driving and walking on beach
Being with good friends
Fishing
renting bikes - riding in town
Driving on the beach in Coroaalla
Putt-putt golf
motorboat on sound
Beach Driving
charter fishing
walking on the beach
Sitting on our back deck watching the waves
visit with family
just relaxation - getting away
peaceful, clean, quiet
boating - we brought our own boat
fishing (both on beach + charter day trip)
fishing
relaxing
Kite flying
fishing
Kayaking
Golf
Ocean beach access
air + water
Avon windsurfing on the sound, stands up paddling
Duck - walking around town/shopping
beach and flying kites
Surfing
walking along the SR 12 path
shoreline fishing
boating
surf lessons
water activities/sports
walking on beach
parasail
walking along national seashore

Un-crowded
laid back
bike riding
relaxing
games
seeing friends & family
relaxation
tranquility
Calm surroundings
Fishing
Seeing friends
quiet
golfing
activities
relaxing
fishing charter
like laid back, non-commercial atmosphere
biking
family atmosphere
the beaches - able to drive on some
Kitty Hawk Kites
few people
family vacation (4 generations)
quiet
leisure with friends
fishing
golf
peacefulness
Nature walk
Fishing (this trip "catching was poor")
wild horse expedition / kayaking / surfing
fishing
Avalon fishing pier + beach, crabbing with kids
family
being able to all be together

Tourist Information

NONE

Environment

Flora & Fauna

Alligator River national wildlife refuge
Pea island wildlife sanctuary
See the wild horses / Ocracoke for first time
Corolla beach with white horses
Jockey's Ridge
Jockey's Ridge State Park
Jockey Ridge State Park
Dolphins
Wild Horses

wildlife refuge center - Pea Island
Jockey's Ridge

Natural Scenery

Beautiful + Quiet Beaches

the scenery

of course the Outer Banks beach and bay

beach

ocean view was awesome

beautiful view

beautiful beach

beach access

beach

beach

beach

Un-crowded beach

beach pristine

view

Beaches

private beaches

beach

The ocean

Beaches

Beach

beach

beautiful

beach

beach

Less Commercialization

ocean

ocean

sand

the beach

beach

Beaches

beach

sand dunes

watching sunrise

beach

clear water and beautiful beaches

ocean

Hatteras Village beach

Beach

beach

Local People

People

friendly local people esp. Heather, member of housekeeping

hospitality and friendliness of the locals

Historic Sites

corolla lighthouse
the Lost Colony
Cape Hatteras lighthouse
Lost Colony
lighthouses
Hatteras lighthouse
visit the lighthouses
going to Lost Colony show
Lost Colony plan
Wright Bros. museum
Wright Brothers
Wright Bros memorial
Currituck lighthouse
Lighthouses
Cape Hatteras Light House
Seeing the lighthouse
Lighthouses
Wright Brothers museum
lighthouse at Hatteras
visiting the Wright Bros museum - lighthouses
Hatteras Lighthouse
Visiting Bodie Island Lighthouse - my brother did some of the restoration
Wright Brothers national monument
Wright Brothers Museum
Fort Raleigh
Hatteras lighthouse
climbing Cape Hatteras lighthouse
Play – Wright Brothers

Local Amenities

NC aquarium
Nags Head Woods
Location
Scarborough fair
easy access to beach
having a lot of attractions
Kitty Hawk
NC Aquarium
gym @ neighborhood
dog friendly (found a great dog-sitter)
tourist attractions
Hatteras Village
being able to drive out on the beach
lighthouses
NC aquarium
Duck boardwalk
village of Duck
convenience of things in Duck
went to the aquarium

variety of activities
Ocracoke
trip to Ocracoke
boardwalk outside Corolla - research preserve
Ocracoke
local church
Ocracoke Island
ocean blvd

Cultural Activities

Kitty Hawk Glider Exhibit and Museum
pirate adventures cruise out of Manteo
pirate adventure

Weather

weather - great - lots of sunshine, paddleboating
sunshine
Sun
weather
nighttime temps
weather

THIRD LISTED

Infrastructure

Food & Restaurants

Magnolias Restaurant
Western Sizzler
Jolly Rodgers
food/restaurants
Captn Rolo's
Flying Fish
Good Winds restaurant (great food, but the only place open)
Port O'call
Stace 'em High pancake house - awesome breakfast
beer
food
Good seafood
Food
Crabby Fries
great food at restaurants
great seafood for dining
the pearl
Orange Blossom Cafe
restaurants
Love Orange Blossom/Gingerbread/Sonny's (when open)
great food choices
family dinner at the Blue Point restaurant
eating lots of seafood
restaurants

seafood
Seafood
Food
Hatteras Waveriders
Wind Over Waves restaurant
restaurants / shopping
GK's steak restaurant - wonderful food + service
Nino's Pizza
food is really good
great dining and shopping
Restaurant- Food
dinner @ Froggy Dog - Yum
Orange Blossom Bakery
Capt. Frank's
Asian Bistro
food
restaurants
great seafood
great places for seafood (Capt. George's)
food
blue point
tried new US restaurants
restaurant selection
food
Barefoot Bernies

Accommodations

accommodations
House on Rodanthe
hotel
House
size of home
amenities in house
next to drugstore
The elevator
beautiful home
easy access to beach
Hatteras indoor pool at Camp Hatteras
pool
Hotel Accommodations
Convenience in details (internet, HDMI Cables, dishes, towels, etc.)
enjoy very nice home
sound front living / view
pool and hot tub
House
nice house
The beach house
House
Rental Home
Tranquility Inn

Four Seasons Resort
Pool
place
houses are amazing

Transportation

Low Traffic
ferry/visit to Ocracoke
the ferry to Ocracoke
ferry rides - Ocracoke and Swan Quarter
ease of traveling from Kill Devil Hills to Ocracoke

Shopping

Outlet Mall
shopping at Tanger Outlet Mall
grocery store
shopping
village grocery
shopping
I enjoy Todays Ridge and all the little shops
shopping
Nice selection of shops with comparative prices
shopping
Shopping & sightseeing
shopping
Coreat Indie Bookstores
outlets and thrift shops, beach
variety of shops and activities
markets
shopping - art galleries
shopping
shopping
visiting the shops in Duck
Shopping outlets
shopping at local stores
loved quant shops
Shopping
Tanger Outlets
shops
shopping
lots of souvenir shops with good prices
shopping/food
shopping (Scarbourg Lane)
shopping (like to Antique Shop)
waterfront shops
relaxation/eating
local shops
shops in Duck, friendly store owners, nice sales

Recreation

Touring

Scrapbooking

Nags Head links golf course

beauty and excitement of OBX

bike riding

swam at the beach

Touring

Walking the beach - so peaceful in January

kilters

mini-golf, go-karts etc. tend to be very clean

just getting away

bowling

riding the ferry to Ocracoke and enjoying family at Honar's Pub

OBQ kayaking

spending time with family

family, friends, environment

time with friends

fishing

Jurassic Putt-putt

how clean everything is

the variety of things to do! miniature golf, dunes, beach, lighthouses, aquarium, Kitty Hawk Kites

Driving along beach

not too crowded

Very relaxing, crime free area

alcohol + friends

less crowded than Rodanthe + areas north

Peaceful and quiet

Golf

water sports

driving on beach

Peace + quiet of this area, this time of year

Exploring new sights

very clean

Walking on the beach

Spent quality time working on my pictures + meeting new people

private opportunities, setting

Kitty Hawk hand-gliding

Swimming

National sea shore access

relaxed atmosphere

walk on the beach

Beach time with family

mini golf

evening on the dunes

Cleanness of the places

relaxing

spending time with family and friends

sights and shopping

crabbing

fishing
golf
not being home
leisure way
atmosphere
just chillin'
Capt. Tammy, family water adventures
fishing
helicopter ride
peaceful
mini golf, the rundown
driving around town
lack of crowd
parasailing
Spa Koru Yoga classes
visit the different towns
just relaxing
massages at Aqua
crabbing
relaxation
Driving on Beach in Kill Devil Hills
Non-commercial; dedication to local preservation; seclusion to rekindle family time
activities that the town of duck planned
fishing/beach
Sanderling Spa
surf fishing
activities
spending time with our family
crabbing

Tourist Information

NONE

Environment

Flora & Fauna

Wildlife Educational Center
Jockey's Ridge
Jockey's Ridge
wildlife + seafood
Jockey's Ridge + the house pool
Ricks Jeep Adventure to see the wild horses
wildlife in dunes
Jockey's Ridge, outlet shopping
Wild Horse tour, Wright Brothers memorial
Jockey's Ridge
Jockey's Ridge
nature trails in Corolla
Jockey's Ridge

Natural Scenery

driving down highway 12 - very scenic

view

ocean & beach

beach

ocean

ocean

beaches

scenery

Scenery

beach

Ocean

Beach

the dunes

Beach

beautiful

beach

the beach

view of ocean and sound

Scenery

beach

Watching/Listening to water

scenery of the OBX as a whole

beach

the beach

beach

beach

beach

Local People

friendly staff at the Hilton

people

friendly people

meeting the local people

Artists/Books

I enjoyed the Southern hospitality

People/Locals

staff at Ramada should be commended for her outstanding customer service skills

Historic Sites

Wright Brothers Memorial

Lighthouse

Hatteras lighthouse

lighthouses

The lighthouses

The lighthouses

The historic site(s)

Wright Brothers Museum

lighthouses

Lighthouse - Surfing

lighthouses
lighthouse
Hatteras lighthouse and its surroundings
Wright Brothers Memorial
Wright Brothers Memorial
Wright Brothers Memorial
Lost Colony - terrific
Wright Brothers Memorial
Lost Colony
Wright Brothers memorial
lighthouse

Local Amenities

Glenn Eure's ghost fleet gallery
Elizabethan Garden lights - helpful people there
the pier
Options to go North, South, or roam locally
local activities in downtown Manteo; special events esp. the breakfast & wine @ cheese here
attractions
docks
aquarium
the relativity of where things are located
national parks, lighthouses
our washed up shipwreck
trips to Avon/Ocracoke
Sonics - the kids love it
pretty villages - no chain restaurants + stores - no tacky beach-town boardwalks etc.
"boardwalk" along water in Manteo
going to Ocracoke
sundecks
coastal environment - dining - history - beaches
Ocracoke
Aquarium
location
Ocracoke
Duck + Manteo, NC Aquarium, Elizabethan Gardens
aquarium
Elizabethan Gardens
shops - Lost Colony
Seeing nights in Rodanthe house
Visiting Roanoke Island + Elizabethan Gardens - beautiful
national seashore - Elizabethan Gardens
Location
being able to go to ocean so easily
Ocracoke
new Jeanette Pier
the village of Duck - loved it
Manteo

Cultural Activities
day trip to Ocracoke
Whalehead Arts Festival

Weather
beautiful weather
weather
weather
weather
great weather
weather
good weather

VERBATUM WORST THINGS ~ PLACES ~ OR ACTIVITIES

FIRST LISTED

Infrastructure

Food & Restaurants

██████████

██████████ - needs check on customer service
most places were closed - hard to find places to eat
lack of bars/taverns/pubs/nightlife

██████████

food at ██████████ (Duck)

Restaurants were limited in February

██████████

██████████

finding restaurants open

██████████ restaurant - food

██████████

lines to get into popular restaurants

██████████ in Manteo

good restaurant choices

can't think of anything except ██████████ Restaurant

████████████████████████████████████████

██████████

fast food closed

restaurants closed due to Irene

Limited hours of restaurants in April

no Italian restaurants

seeing that "██████████" is still here (poor image for a nice family area)

stomachache after crabcake

██████████

very few restaurants open

need Dunkin Donuts/coffee shops

not a good dinner

restaurants are pricey for these economic times

restaurants

lack of business/restaurants open in off season

Accommodations

the first rental house (had mice) - rental co moved us to a much nicer house
tv reception
ice-maker broke
Houses too close to each other
don't have any but pool chlorine level was low in hot tub and steam from pool hurt your eyes
Hot tub rash
some ants in kitchen
[REDACTED] - strange management practices
[REDACTED] - messed up reservations 2x prior to arrival - however fixed it to our satisfaction
sunrise due north - behind other beach homes
Too far to grocery store
miserable coffee pot
broken washer/dryer
lack of TV channels
distance to the beach (when little ones are walking)
the house we rented - [REDACTED] in Salvo
no MLB channel during baseball season
this hotel: the room was humid, noisy at night, poor temp regulation
plastic furniture on our deck of such a beautiful house
toaster
Vacation home could use some TLC
drop-off @ end of our driveway
"master bedroom" - small, not well lit, mediocre mattress
last year - dirty beach house - silverfish, bugs/outdated things

Transportation

traffic
traffic
traffic coming here
Distance from home
traffic on Rt 12
waiting in line for ferry
driving on bypass
Missed ferry
the tunnel
most places closed in January
Gas station
traffic
reliance on car transport
traffic
traffic
traffic on Duck Road is horrible
traffic
gas prices
the drive (wish there was a bridge on other end of OBX)
cops - too zealous and too many
long drive
traffic with bike week starting end of our week

traffic
the drive
traffic
travel - need highways
Cops
traffic in & out of duck
trip to get here
traffic
traffic
traffic
too far from home
no public transport - you need a car
traffic
road construction
narrow route 12 with no turn lane
traffic
traffic getting on the island
[REDACTED] - too many people
traffic
Not being able to go to Ocracoke - only two hours working (spent nearly 3 hrs waiting)
traffic at Duck and Corolla
traffic on check-in days
wish you were closer to home
traffic
Traffic
traffic
none unless the drive or ferry connections, etc.

Shopping

Not much open on Sundays
there were hardly any stores/restaurants open this time of year
off season closing of stores
merchants (sales associates) unfriendly, awkward feeling - Duck
Things closed
Most things closed during the off season
decline in gustily (?)/variety of shops
lots of places already closed
no mall
Majority of stores being closed for the season (south of Nags Head)
not enough antique shops
hours of operations of many establishments - close too early
most business not open yet
closed businesses due to "off season"
we are here off season - everything is closed
Everything is closed in January
Things being closed
So many places closed
Not everything was open for the season
[REDACTED]
[REDACTED]

seasonal closures

Recreation

some places crowded
rental bikes in terrible condition - didn't rent
people driving on the beach
smoke from fires
not being able to rent jeeps without a guide (on our own tours)
need to open beaches back up for 4x4
smoke from fire
at Hatteras, not a lot of activities (wind surf, jet ski etc.)
no fishing - limited access
Beach when the wind is out of the SW. Strong smoke odor
when renting a beach jeep, tour guides are required
fishing
evening noise - outdoors
more and more people are discovering OBX - crowds
smoke from wildfires
smoke from wildfire (depending on wind direction)
cigarette butts everywhere
smoke
not enough things for kids, putt putt, go-karts etc. in Avon

Tourist Information

Hiked Buxton Woods, then found out about venomous snakes - warning not posted -
there was not a lot to do

Environment

Flora & Fauna

mosquito bites
disappointed in lack of blooming flowers + signs at [REDACTED]
mosquitos
mosquitos
lots of mosquitos + jelly fish
jelly fish
flies and mosquitos were the worst in 20+ years
mosquitos
mosquitos
biting flies
green flies
spiders
mosquitos
mosquitos
mosquitos

Natural Scenery

increased development (residential + retail)
garbage on beach
so sad to see the beach eroding
trash pick-up days

litter on the side of Hwy 12

Local People

cooler full of contents for the week was stolen

beach access limited by national park service

Bikers Week (too loud)

environmentalist interference

lack of beach access due to bird nesting areas

shore patrol taking tent when my daughter and husband were on their way to bring it in and the guys just ignored her and kept going

Historic Sites

[REDACTED]
[REDACTED]

Local Amenities

not having access to all the beach spots

no boardwalk from the house to the beach

feel (?) access from the street to the beaches

no side walks

lots of stairs

beach ramp closures

no boardwalk

Garbage containers but you can't do much about them

[REDACTED] Lights - need better directions on seeing the lights

piers were closed

parking

Cultural Activities

NONE

Weather

Cold!

It rained all day

cutting vacation because of hurricane

evacuation

wind

little too hot (93ish)

we happened to stay during the hottest week of the year

Weather - last couple of days

Weather

mandatory evacuation (hurricane irene) - cut vacation short

weather

a couple of cool degree days

leaving because of weather

heat of august

Colder

heat but that is unavoidable - the AC was nice in the room

weather, rain and cool temperatures

Hurricane Irene

Weather

Wind
thunderstorm + rain
very windy
wind
windy
Nothing, bad weather but thats the beach
need to evacuate
hurricane
weather
the wind was unstoppable
Day #2 was cloudy and chilly :(
hurricane
rainy weather
nothing bad about our stay that is controllable. would have loved warmer weather but it is march.
Weather
high winds
wind
no bad things unless you count wind
the weather, i were here during off season
cool
rain

SECOND LISTED

Infrastructure

Food & Restaurants

food at [REDACTED] (Corolla)
Trying to find place for lunch - place had changed names in Manteo
[REDACTED] + grill - nosy atmosphere
[REDACTED] breakfast
always fried food at restaurants
restaurant parking
difficulty finding fresh fish to cook out
[REDACTED]
hard to find a restaurant on Monday night
No grill @ rental (inadequate grill actually)
cost of meals
no clams or fish
tax on food
restaurant prices
[REDACTED] not up to par this year
some restaurants we wanted to try were closed for the season
[REDACTED]

Accommodations

lack of trash cans in bathrooms
home very very dirty
windows need cleaning
long distance to drive to grocery store, etc.
Inconvenient to bring towels

need 2nd refrigerator on main level
can opener
house smelled musty on arrival - purchased deodorizers, sprays
no wireless internet at beach house
occasional cold water
hotel prices (in season)
the indoor pool was not open at night this time of year (at [REDACTED])
no cable in living room / tv too small
could have used one more bathroom in house
Duck furniture extremely uncomfortable in [REDACTED]
late check-in to house
trashy properties in Buxton & Frisco
bed, my husband, states needs to be more comfortable
cottage met as "new" as others live stayed in
no disposal
outdoor shower did not work
the drier broke
hot tub in house

Transportation

fear of traveling across bridges
the time from SE NC to get here is too long for the distance
some roads that need repair - not great
waiting for ocracoke ferry
there's only one way in and out
traffic
poor road system in NC
Traffic, even in February
traffic at times
traffic on Duck road
Gas prices near Avon being at least 20 Cents higher than in Nags Head
long travel to + from (over 12 hours)
showing my driver's license before getting on ferry - twice
traffic
alligator river drawbridge stuck on way home, had to turn around and take extremely longer detour - 3 hrs trip
turned into 7 1/2 hrs. trip
Bike lane would be nice to have
traffic on the bypass
lack of times from Hatteras to Ocracoke during off season
traffic
needing a car to get around
bumper to bumper traffic coming here
aweful traffic on the way here
drive down from PA is long
traffic
Gas prices high

Shopping

not enough "[REDACTED]" in Salvo - I think we only have 2
[REDACTED] stores
[REDACTED]

Nothing was open
high prices on food & gas
shops/restaurants closed
parking at shopping locations
█ Store
lack of full grocery in Duck area
grocery shopping
building being closed
availability of produce
too many souvenir shops
a lot of places closed in the "off season"
Not much open in Winter Months
shops being closed in October
offseason shops close early
chain retail stores (█) cheapen atmosphere
overly expensive meals in Duck relative to other communities
stores closed
some seedy gift shops
High Prices of food and gas
No food/stores open
no mall

Recreation

smell of smoke (outdoor forest fire I was told
3-D adventure golf
driving to beach access
smoke (camp fire)
crowd
accessibility for adult activities at night
swamp/forest fires, impact to quality of air
i am far from being a fan of vehicles on beach
Finding things
fishing Hatteras Inlet and Cape Point
no yoga, exercise activities in the town this year
Spring Break (loud & wild kids college kids)
beaches crowded due to limited access
smoke
Dog mess out front
no nightlife

Tourist Information

would be nice to have a list of what is open
hard finding certain buildings

Environment

Flora & Fauna
mosquitos if the wind lays
shark attack Ocracoke
mosquitos
biting bird @ █ - ER visit for bite

decrease in shells and animal life compared to 10 years ago
no dolphins on cruise
flies
bug's
touring the [REDACTED] only to find out that they are no longer dog-friendly

Natural Scenery

over development of McMansions - who was the building permitter in the 80's? 3 storey
developments bad
lack of beach due to erosion
Duck beaches are very narrow
trash on the beach
litter on beaches
eroded beach

Local People

environmentalist interference
people smoking at the beaches

Historic Sites

NONE

Local Amenities

downtown Ocracoke - too crowded
beach closures
lack of pedestrian sidewalks
Ocracoke
lots of stairs
not enough pedestrian crossings if walking through Nags Head, Kill Devil Hills etc.
It would have been nice to have a putt-putt in this area
Lack of close activities
lack of registered recycling (in neighborhood at least)
lack of access to organic food & local produce
wish there were more access points to beach - ramp accessible
[REDACTED] still down
Ocracoke Island
beach closings
fretting about access - will we be able to get to [REDACTED]
all the stairs

Cultural Activities

NONE

Weather

damage from hurricane
Weather (Too windy)
little colder than expected
hurricanes
humidity
hurricane evacuation
weather

hurricane on the way
weather
Rain
rain
evacuation

THIRD LISTED

Infrastructure

Food & Restaurants

A couple of restaurants were closed for season
was not impressed with [REDACTED] restaurant
lack of cheaper restaurant choices in Buxton/Frisco/Avon
when we ate dinner we did not know of discount you should get when staying there
lack of restaurants during off season
restaurants closed
very expensive restaurants and activities (jeep tour)
so many closed or early closing restaurants
[REDACTED]
restaurants
cost of food (dinner)
home cooked meals
[REDACTED] not as good as expected

Accommodations

no complimentary breakfast at hotel
house was not clean we rented (very disappointed)
parking at house
Microwave in kitchen not fully functional and only 3 packs of dishwasher soap left for a week's stay
recessed lighting does not dim
general disrepair of house
lack of meal delivery to our house
no wifi
rude breakfast waitress at the [REDACTED]
places to stay are overpriced, but not maintained well
vacation rental not keeping up with maintenance
no wireless
place was not as clean on entry as other year

Transportation

Traffic @ check-in time - Kitty Hawk
vehicle breakdown day before Easter -> limited options
for driving over...
can be heavy traffic
the price of the gas, tolls, etc. to get there
traffic
busy highway
traffic
roads need work
growth in traffic

gas prices higher (obviously, but running out of bad things)
toll charge between Virginia and NC
Traffic on 12
Marlin Drive needs repair asap
drive for family members that chose to drive during peak hours
traffic

Shopping

return policy at [REDACTED]
many stores/restaurants in Duck closed for season
business close too early at night
need for larger grocery store
[REDACTED] convenience was too expensive - worse than 7/11 prices
line at [REDACTED] in Avon
[REDACTED]
lack of stores open for this time of the season
during off season not enough to do
too little open
grocery stores

Recreation

crowds
need golf course closer
not much for the kids (in the off season)
not geared toward college age / young adults
Empty town
lines
dogs on the beach
worried about the fire
smoke in air from fire on mainland
non curbed dogs
forest fire smell for 2 days
smoky smell in the air when wind blew from west
town should invest in lifeguards for beaches - waves are rough here

Tourist Information

NONE

Environment

Flora & Fauna
bugs - sometimes mosquitos are bad
Hatteras Island Park closed off
more spiders

Natural Scenery

beach - sand was really rough
commercialism - don't overdo the OBX like Myrtle Beach has
Litter
over developed + commercialized (especially Nags Head area)
sorry to see such erosion in some places

Local People

some people had dogs loose on beach / ate some of our food
noisy neighbors
drunk people
people not obeying leash laws
environmentalist interference

Historic Sites

we would love to see a museum with history of the Outer Banks in this area
should do more to promote history e.g. excellent historical resources not highlighted enough
Disappointed in the [REDACTED], so that might have changed my
mind

Local Amenities

not enough parking
Ocracoke
no close local beach access
yucky garbage cans
nearest pier in Avon
No place to dispose of our recycling
no recycling
no ATV rentals
lack of recycling

Cultural Activities

the [REDACTED] disappointed the entire family because we were led to believe children's activities were
free [REDACTED] also, a boom box is not our idea of musical entertainment

Weather

heavy winds and tornado watch last day
hurricane
it was rainy the first two days & sunny when we left
water from storms
weather at times
high winds at times (not unexpected though at the Outer Banks)
amazing weather on the day I leave
wind on the beach
unable to visit places due to hurricane Irene
wind
monster waves before Irene
rough surf due to hurricane
weather
cold

Appendix C
Things to help the Outer Banks

VERBATUM THINGS TO HELP THE OUTER BANKS

OBPA membership

n/a

talking to friends/relatives about Outer Banks

talk about our stay at the Inn/service. talk about our fabulous dinner/service

share with others and "PR" OBX

tell friends about my trip

NCBBA, OBPA

joined beach ASSN

support local businesses as much as possible

recommend to friends & family. Advertise by having stickers/magnet on cars

every time we return home, we tell friends and neighbors how wonderful it is here

reservations for taste of beach 3/17 - 3/20, send court documents from Dare to Westlow for global publication

I always tell people about how quiet and peaceful it is compared to some tourist areas

spread word of great value

visit again

come back again and again

ride around to learn area, amenities, visit corolla

come back

support sea turtles, member of aquarium

spread the word

Continue to visit 2-3 times p/year

Tell friends how much we enjoyed lodging and food

member of OBPA and NCBBA

Reserve for Taste of the Beach

Tell friends - call or e-mail - facebook

We are getting married at the historical fishing pier in Kitty Hawk/Hilton Garden Inn

n/a

Come again

Keep coming back + work to stimulate the retail climate. Grow business + community outsources

We are getting married here in January

Use more paper bags & cloth bags instead of plastic bags at stores

Tell friends and family to travel to Outer Banks

motorcycle ride, shop, sightsee

Shop, motorcycle ride, and sight see

n/a

Look up hotels, tell friends and family

Plan another trip with church group to come back.

recommend Manteo + Duck to others, encourage them to visit Ft. Raleigh + Kitty Hawk + attend the Lost Colony production

plan to visit between 2011/2012

Continue to visit

What can we do to help the beach?

make plans to bring kids & move here

call about dogs on the beach

continue to support beach restoration, tourism

I plan to tell everyone what a great place it is for a family vacation

come again, recycle, shop online from artists

recommendation to friends

no

telling others of the wonders of the outer banks and donating to water/wildlife org.

none at this time, except brag about it as always

we tell friends what a great place OBX is to visit + how much fun we had

help sea turtles and keep beaches open

continue to support sea turtle + piping ploves protection, recycle
keep in touch via internet
read about its history
word of mouth advertising, planning our next trip with an even larger crowd
relate to friends our great vacation
talk to friends about the outer banks
come back
not sure what I can do
get friends and neighbors to try the vacation here
spread the good word among friends & neighbors
plan a trip for next year. recommend OBX to others
tell my friends that have not been here what they are missing
continue to speak highly of the area. we have introduced 4 other families to the beach who continue to visit regularly
tell others about what a nice trip we had. recommend the outer banks as a destination
plan return visit, order local products online
spread the word about priceless prices shore in Manteo
Support dredging Oregon Inlet
Tell others about the area
Volunteer
continue to support open beach access, tell friends the long drive is worth it
encourage more family members to come down next year
Ask family if they'd like to return
Tell everyone in PA how wonderful it is here
plan to relate to family + friends the positive aspects of this experience & the helpfulness & friendliness of the residents
continue to talk good about OBX so more people would come down
petition when available
tell our friend + families
ready to see our cat, not excited about going to work
Invite friends to join me next time
I plan to spread the word to friends + family, and tell them how wonderful it is down here
read history, recommend to others
plan our next summer vacation (1 week stay) to outer banks. highly recommend south Nags Head to our friends - we loved first colony inn & sugar shack
read a book about the history of the outer banks, read about the wright brothers
return every year
reviewing realty and other pet friendly rentals
tell others, share pictures and experiences
come back
Return in October and rent for a week
I will encourage family + friends to visit
I give an annual gift to the Outer Banks Community Foundation for Curtis Creech Scholarship Fund
work, school
we always tell friends what a wonderful vacation area it is - some have decided to try it out
nothing - if i were, i am in favor of limiting driving on the beach
none
plan another vacation here for next year to support OBX economy + refer my friends to vacation here
I keep the home i rent clean and recycle so it stays nice when I visit again
I want to help the stray animals on the island
return to OBX
encourage visitation and activities for groups. we cleaned the beach as we walked and encouraged others to do the same.
we donated money to the Relief Fund to help the victims of Irene
planning another trip next year
we will return next year and perhaps again in Oct. for fishing. we also tell friends and neighbors about the lovely Outer Banks

plan time to return - perfect as is
look over stay guides for next year
plan another vacation for next year to OBX
come back and encourage friends/family also
posted photos on facebook, made enlargements. gathered brochures for customers who asked me to. stay positive,
truthful comments about OBX + keep my OBX sticker on my car
book another trip for next year
come back every chance I get
keep it a secret - ha! wish me luck on that one. we contribute to the OBX animal aid - annually.
spread good word about "lost colony" and children activities
spread the word
we always tell friends and family about our wonderful vacation to Outer Banks
Plan our next vacation at the OBX
come back
comeback soon
will return next year
plan on returning with one or both sides of family next year
I promise to return to Roanoke Island ASAP especially here at Tranquil House. we always tell people this is the best
experience on OBX
pick lots of local shopping, donated to efforts to keep beaches open, recycled while there
keep beach clean, pick up other trash
plan to return next year
Audubon / pine island donation
plan next year's trip, recommend as a vacation place to others
post pictures on facebook, read island free press
talk about everything
recommend the OBX as a great vacation spot, seek out & reserve our vacation rental home for next summer
tell friends + family about its beauty
donations to lighthouse organization, coastal federation
if you step up police patrol I would donate money for more police!
return this survey, already tentatively planning trip to OBX next year
we plan to return every year now, instead of every 2 yrs.
come back to visit
recommend the OBX to others and come back next year
plan another vacation there
refer others to vacation here
tell friends what a great place it is to vacation
recommend to others
promote relaxing atmosphere so others may vacation here
book another vacation
come back for another vacation in a year or two - bring my own shopping bags to support the no plastic bags
will have to research more on-line but while here we donated to the feral cat fund + food bank pantry
not sure - should there be more publicized on what is needed? also, we tend to ignore newspapers
we love the OBX, everyone has an off season or time! will make it better next year.
none
advise realtor that houses need more recycling bins
recommend OBX to others as vacation spot, find local businesses on facebook
checking into a spay/neuter program for feral cats, learning more about Audubon's restrictions
tell friends
keep coming - support local Biz
I plan on using trip advisor and writing how amazing all the places where I visited
tell all my friends to come
tell my family and friends about Corolla Bait and Tackle
n/a
we live here in the OBX
everything was perfect

What can Outer Banks Visitor Association offer us to continue our annual visit and advocate for the Outer Banks?
 plan to bring husband with me next time, want to see the wild horses next time
 just keep telling others about OBX and returning each year
 facebook and twitter about how wonderful our vacation in Duck was. continue to return every year and support local
 businesses
 support efforts for new bridge and transportation project; support local business online
 tell friends and family of our week; already booked another OBX vacation for 2012
 spread the word to others to help build the economy
 promote to friends
 buy real estate, recycle
 tell my friends and family about the beauty and friendly people and places we visited
 recommend OBX to family + friends continuously
 continue to read + educate myself more about the OBX: help with hurricane relief, etc.; we will continue to come
 visit once a year - hopefully twice; donate to dare county animal shelter
 probably donate to Pea island wildlife sanctuary
 talk
 talk to friends about a large family trip soon
 book next year's rental
 return next year, tell others to visit
 n/a
 thinking about donating money to help the wild horses
 none restaurant/fast food prices are satisfactory
 plan to come back and spend some tourist dollars
 lighthouse, wright brothers memorial
 not planning to do anything
 complete this survey, tell others about experience
 donated to local artists, donated to graveyard of the Atlantic museum
 I will definitely recommend outer banks to my friends and my family members
 promote it , give good directions to it (not the tunnel)
 download pictures to family + friends + recommend the area to other travel club members
 Tell friends and family of our experiences
 Limit use/consumption of limited resources
 Come back as tourists + encourage others to visit
 Tell family + friends - encourage them to vacation here, loved the peace + quiet of this area - very nice retreat for
 spirit + body
 We plan to vacation in the Outer Banks again
 maybe donate next year's Christmas tree for the sand dunes
 tell all my friends that was the best vacation i ever had & needs to visit
 Plan on returning year after year. Already selected rental home for next year.
 Spread the word
 Tell friends and family how great it is---a summer playground!
 Go back to work and real life :(
 go on charter boats and fish, also go to beach even more
 I plan to look for a house to rent next season
 will rent house next year
 we live in Scotland. we both work in the historical sector. we'd be interested in helping out in any way we can. I am
 a professional archivist, my wife has a PhD in history and we have ideas as to how OBX can better highlight
 its history
 not sure
 promote the area with family for a future vacation
 plan early and reserve a beach house for next year for at least one week. save up more money to spend on shopping
 and eating to support local economy. spread the word about how great the OBX are and its convenience to the
 Washington DC metro area
 plan another vacation here
 take the free ferry to Ocracoke, visit Duck, outlets
 recommend to others, come back again

tell others it was nice
show my pictures of how beautiful

Appendix D
Most important experiences

VERBATUM MOST IMPORTANT EXPERIENCES

FIRST LISTED

family time
Spending time with family and friends
helping Jennette's pier open
experiencing nature
scenery
looking for old shore rips and duck decoys
peacefulness
exposing our daughter to beach and fishing
refresh
relaxation time
isolation
Relaxation
time with family
Relaxation
relaxation
peace except for voracious police state cops
the beauty
I travel here on my job and enjoy it here
nature
relaxing
enjoying our family
fellowship with family
relaxation
knowledge of area
relaxation
memories
continuing ed. cred. for husband
leisure
Rest and Relaxation
being with family
Rest
educational experiences for kids
Comfort
relaxation
relaxation
Peace except for cops everywhere
Wright Bros - in depth understanding behind first flight
fun
enjoying the beautiful coast line
statistics within my field of employment
Experience another nice hotel and atmosphere
relaxation
ocean experience
time near the ocean
Good food
vacation
Vacation
business
Restaurants
The beauty of the Outer Banks
visiting interesting historical sites

relaxation
Relax
reconnecting with friends/family
A couple of days to rest in a nice area
lots of fun with friends & husband
it made me find things to do
serenity
R & R
great memories with my kids
relaxation
family time/beach time
love
family time
rest
excellent vacation with kids - beach & activities
isolation and small town feel
family time
family time
relaxation
time together with family
fishing, clamming, crabbing
swimming
time with family
quiet & tranquility
time together with family
relaxation
family reunion
relaxation
family time
family time
history of the area
ability to consume a greater amount of liquor
quality family time
being with family
relaxation
time with family
rest
relaxation
social
relaxation
4-wheel drive beach access
relaxation
relaxation
family time without distraction of commercialism
memories - first trip with our son to the beach
family time
family time
spend time with friends
Family time together
Dining on excellent seafood
A place large enough to accommodate family
Friendship
Rest
beautiful environment
rest relaxation
Relaxation

Time spent on beach
Family time
Relaxation
Warmer weather than PA this time of year
family time
relaxation
Being with friends
Relaxing
quiet getaway from city
time with friends
rest + relaxation
relaxation
Peace
Rest + relaxation, walks on the beach, yoga on the beach
beach vacation
relaxation at a value price
convenience of hotel to area attractions
a bit of history
relaxing getaway with my family
plenty of rest + relaxation
sunsets
well maintained area
relaxation
rest and relaxing
time to relax
family time
playing in ocean
just plain old fun
relaxation
time with family and friends
Family time
Rest
Rest
Ocean View
I need to take time out more often to enjoy life
Visiting with friends in a great environment - good food, shopping
relaxation
beauty of beaches - with no Jersey Shore influences
family reunion
great customer service at Outer Beaches Realty
plan a trip earlier in the summer season
spending time with family and friends
getting together with family
time with kids
peace
family fun
time with my husband and best friend
relaxation
quiet, relaxing atmosphere
building friendships
spending time with family + friends
relaxing
peace
leisure
business
relaxation

using coupons available in magazines/coupon box
relaxation
relaxation in quiet atmosphere
family time
beauty
memories
the beauty of the sound
tranquil mood
spending time with family + friends
swimming and beach
laid back experience
quality family time
being with family
beautiful beaches/nice beach house
a chance to get away
family time that is "quality time"
relaxation - getting away from work
relaxation
family time
relaxation
spending time with family and friends
time with extended family - priceless
time with family and friends
family time
relaxing and rest
family time
family togetherness
time away
lots of relaxation & great tan
family time
lost colony and history
wonderful time with our family
relaxation
relaxation
R&R
relaxation
rest/vacationing
family time
time at the ocean
relaxation
relaxation
a gorgeous beach home
family togetherness
family time
4-wheel driving on the beach
family time
family bonding
rest
family time
beaches not overpopulated
family time
beach time with family
rest
relaxation
relaxation/stress relief
family time

rest
love relaxing on the beach
relaxation
relaxation
family togetherness
family time
sanity
relaxation
relaxation
memories
time with friends
seeing family
pretty beaches
resting
time at the sea
relaxation
great home base at house we rented
a chance to visit the northern part of OBX
time with family without hysterics of commercialized lifestyle
general relaxation and recreation
relaxation
access to beach
seafood - yum
relaxation
relaxation
relaxation
met with friends at Banks
relaxing environment
go back home nice and relaxed
rest
relaxation
learning more about history of the Outer Banks
relaxation
visiting familiar places from past trips
relaxation
fishing
relaxation
learning to recycle and take pride in natural vegetation
ocean
alone time with friends
enjoyed the scenery
interaction
Nice retreat
Appreciation for wind
relaxation
rest
more knowledge of the first flight
people (hotel) very friendly - helpful
family togetherness
family
rest + relaxation
relaxing vacation
relaxing with family (and grandkids)
enjoyable staying for a reasonable price
relaxation
enlightenment

complete rest and relaxation
Relaxation
Ocean proximity
Friends
Seeing + visiting with longtime friend
Spending quality time with spouse
Relaxation
togetherness with family
enjoying the beauty of OBX and relieve stress
memories
memories of a beautiful area
quiet
American history
Price
Great place to exercise
Being close to nature
Reunion with family
Time to relax and party with friends
seeing the ocean and swimming in it
relaxation
beach
relaxation
knowledge of the wild horses
history
understanding the differences between the different areas (corolla, nagshead, kitty hawk, etc.)
family time
sound & beach
relaxation
relaxation
family time
beautiful experience
location

SECOND LISTED

atmosphere
relaxation
getting to know more local people
history with Wright brothers museum, monument, etc.
friendly people
beautiful surroundings
historical importance of area
getting away from business
away from work + school
relaxation
Sightseeing
relaxation
Good seafood
mind off of work
Plymouth seafood market - awesome!
visit with friends
enjoy the view
looking for seashells and seagulls
shopping
time with loved ones

relaxation
sense of peace and tranquility
Meeting people and pets
staying at tranquil house inn
Nature
Scenery
rest
recreation
Sea shells by the sea shore, etc.
More understanding of nature - sea as well as land
fun
planning our wedding
Great little town
natural beauty of the area
Extra time to relax
I plan to vacation here. Excellent place.
Real Estate
History of the memorial
relaxing in a beautiful setting
rest
learning my way around the cities
beach
area the last safe places for kids to have a great time
shopping - local art
friendship
relaxation
beauty
relaxation
natural beauty of the OBX and dunes
relaxing
relaxing
how to surf fish
relaxing
fishing
rest, relaxation
the seclusion / safety of small numbers on beach for children
learning the history of the outer banks
chilling out
relaxation
rest, relaxation
relaxation
time with friends and family
many things to do - restaurants, shop, sightsee
in a peaceful, beautiful beach
sun + beach
teaching kids about beach life
relax
sun
beach time
health
fishing
sun
family time together
history of the area
relaxation
Relaxation

Relaxation
be away from home
Relaxation
Touring sights
A place to relax + be away from every day cares
A great Experience
Rest
quality time with family
comforts of home (cottage)
Time with family + friends
Fellowship with friends who share our "house"
Honing windsurf skills
Relaxation with family
Relaxing time / no stress
relax
wildlife
Watching/seeing wildlife - dolphins etc.
relaxed atmosphere
peace of mind
fine for dogs
meeting nice people
Serenity
Time with family + friends
warm April weather + wind
some family time/quality time - even had a lax tourney
the home is perfect space, set up for my family
quality time learning marine lite - historical background
to use sunscreen
beach
the ocean
sun
change of pace
change of scenery
stress relaxing
relaxing with friends
no day to day responsibilities that take place at home
Relaxation
Family Time
Recuperation
Good Restaurants
I met a lot of new people & made new friendships
Seeing the ocean views
family togetherness
time with family - and family dog
relaxation
Hatteras lighthouse
it's a long drive, book for two weeks instead of one
relaxing
jumping waves
time with extended family
happiness
beautiful beaches
great home to stay in
local people and vendors share stories + friendship
family friendly environment
getting closer with family

fishing
time with friends
water activity
family time
fun with friends
lowering cost wherever we can
free of stress
connecting to nature
vacation from the city
water
relaxations
the lovely weather
relaxing
leisure
seafood
relaxing + unwinding
seeing other families
work (...?) done to help erosion / good restaurants
love the beach at Hatteras
practice swimming daily for preschoolers 2-4 years old
exploring new beach experiences
spending time with own family
relaxing
enjoyment of all my family
relaxing
ocean front - priceless
relaxation
relaxing
being with family on vacation
R&R
rest relaxation
more wonderful memories of family vacations
fishing with family
festival park - history of OBX
rest away from work (relaxation)
appreciation for nature
see new places
bonding with family
enjoying seafood
total relaxation
spectacular views
family - outdoor family activities
time with family
ocean
fishing
relaxing
communal family living
time to relax
great memories with 1 and 4 year old
time with family
beautiful beaches/oceans
pet friendly beaches/houses
relaxing
bonding with family
relaxing
visited Ocracoke

time with family
teaching kids to fish
reading
enjoy spending time with all members of my family
time with family
meeting local people
relaxing
beach time
keeping in touch with people you care about
mental charge to get through the day to day work
happiness
quality time with loved ones
relaxation
friends
great fishing
enjoy time with family and friends
time with family
good time with friends
great restaurants
relaxation at beach house
the beauty of mother nature at beach, sound, national parks
enjoying and photographing nature
beautiful natural setting
wonderful access to biking and walking trails
relaxation
exercise
hosting friends
getaway from routine
access to art
beach
consignment shopping
family time
learning how to relax + getting used to actually being civil with others (people here are genuinely nice so I'm reminded there are nicer places than where we live which is DC)
wind
rest
quiet beaches - collecting sea shells
time with friends & family
seeing and understanding the sand erosion on beaches
relax
avoiding distraction
quality time with family
Relaxation
Calm
quality time with family
relaxation
a great time at a destination wedding
privacy - alone time
fun in the waves
fishing
good surfing
learning the historical significance of this region
playing on beach
the beaches
entertainment
wildlife

cultural exchange
Biking
Tranquility
Relax
Obtaining firsthand knowledge of history
Enjoying the beauty of the area
Learning about the area
learning about the gradual devastation/damages to the OBX
time with loved ones
memories
a history lesson on the wild horses and community
clean
Helpful staff
Tremendously friendly people
Rest + relaxation
A taste of history --Roanoke island has ghosts!
Driving on the beach
catching a lot of fish
the Outer Banks experience
beach
finding out more about OBX history
appreciation of the history of the area
natural resources
we realize that next year we want to rent a house and stay longer
close to nature/beautiful landscape
relaxing
stop point between trip from FL to MD
hanging out with friends that I haven't seen in years
relaxation
place have everything you need except food
relaxation

THIRD LISTED

relaxation
fun
experiencing more of OBX restaurants
slower pace/celebrating 46th anniversary
celebrate our 37th anniversary
relaxation
natural beauty
our wedding anniversary (should be # 1)
driving in KDH on beach without permit expense
the view
enjoying time with family
homes for sale
rest and relaxation
soothing ocean air
shopping and touring
shopping
Togetherness with spouse doing "like together" stuff
Peace
the beach
comradeship
Food, knowledge, and wine experience

peace and quiet
fun (for everyone)
experiencing great food
visiting a friend
Time with my husband
Beach Front Property; Rental Property
Natural Sand dunes at Jockey's Ridge
seeing new sites of US
fun
checking out business factors
seafood
relaxation
relaxation, good memories
relaxation
quiet
beach
memories with friends that will last
enjoying the beach
beach time
local culture and history
swimming/tanning
eating well
exercise
learning something new about OBX each time
learning the ocean sea life and watching dolphins play
discovering something new
beach time
enjoy my parents 55th wedding anniversary
stress-free living and relaxation + we enjoyed the shopping
beautiful beaches
doing nothing but enjoying the sound of the waves, etc.
history
fresh seafood
swim
sand
getaway
family time
bonding with family
sunshine
beach & sun
nature - sun, ocean, views of the sound, jockey's ridge
entertainment
enjoyment of this beautiful natural resource
relax
Sharing experiences
Usually enjoying walks + beach
Memories
Rest
relaxation
peace and quiet (low volume of others in area)
Exercise
Fishing
Time with grown children
having time
history
enjoyment of the outdoors

relaxing
sun + warmth
restaurants
A break from routine
Great photos
relaxation + privacy (no crowds in April)
enjoying reading & learning about history of Roanoke Island
availability of maintenance crew, storm damage + broken AC unit were promptly repaired
enjoying the wonderful outdoor activities - OBX offers - hiking, kayak, fishing, biking, running
family togetherness + relaxing time
very nice people
rest
family get together
celebrating anniversary
having fun
Enjoying this peaceful part of God's creation!
Ocean Time
Relaxation
Scrapbooking with friends
I need to come back more often
had fun in the sun
visiting Ocracoke - great ferry
relaxation
enjoying the ocean
relaxing
relaxation
enjoying time with family
great people
bring my pets along with us
viewing wildlife in natural environment - we saw sea turtles, dolphins, pelicans, etc.
great shopping
a good tan
shopping
time with family
walking on beach and shopping without congestion
getting away
beach
reduce auto usage
tan
spending time outdoors
pristine beach time / seafood
seafood
nice photos
friendly people & shop owner
dining
beach
family time
nice people
no appointments or running around reg'd.
helping the local economy prosper
enjoying the beautiful sunsets, beaches
sand, sun & beach
time at beach
so much to do and easily accessed
water sports / activities
fresh seafood and salt air

family time
anticipation for next summer vacation - incentive to start saving now
relaxation
Wright Bros. history
watching my daughter + husband run from waves + build sand castles
good local food
beautiful photos/memories
beach time
birthday festivities
fresh seafood
spending time with family that are long distance
being outdoors
relaxation
laid back environment, friendly locals
enjoy the beach
time to relax & refresh
seeing new things
great memories
friendly community
fun
fun in the sun
eating out
learning new things on the ocean - surfing/fishing
learning the true meaning of relaxing
view the ocean
atmosphere at the OBX is family-oriented
beach time
sightseeing
experiences very different from home
relaxation
drinking for the year
amazing pics of the great memories made
additional happiness
making myself a better person
romantic time
getting married
great family atmosphere
the ocean
time to relax
better attitude when i return to work
different areas to visit
beauty of OBX refreshes me
re-energizing my imagination and mind
eating seafood
ocean front home
relaxation in wonderful environment
fun with family
spending time with loved ones
weather
beauty of the area
friendly residents
shopping malls
unique shopping
support local artists + businesses
water
appreciation

off shore charter
sunrises & sunsets
leaning to relax and enjoy the nature around us - wild horses
swim/fun
relaxing on the beach
enjoyed staying active on the trip by hiking
Fun
Relaxed
fun
fun in the sun
photographs and memories
get-a-way
relaxation
bird sightseeing
a new area
beautiful scenery and hospitality
the food services on the local restaurants
beach
hospitality
excellent restaurants
Walking
Sun sun sun
Vacation
Seeing that there is more to the Outer Banks than Sun + Beach
Enjoying the peacefulness
Time with family
taking a break to have fun
new adventures
more memories
Sun
Great place for photography
History - Lighthouses, Wright museum, etc.
An appreciation of barrier islands.
Warmer weather
having a lot of great fun
beach
meeting new people
that too much is occurring on the Outer Banks
seafood
quality family time on the beach and local sites... we left very happy & relaxed
no shopping/distractions/fast food
eat & drink
vacation
getting away from the everyday lifestyle that I live
gaining knowledge about new area
family time