

**Dare County Tourism Board
Three-Year Strategic Goals
Fall 2020**

1. Market the destination in effective and innovative ways

- Continue to connect the visitor to the OBX in ways not easily found elsewhere
- Track progress of the newly relaunched website, outerbanks.org
- Expand geographic and interest-based ad targeting programs
- Expand retargeting and sequential advertising efforts
- Continue booking pace and sentiment tracking research, pushing for real-time data wherever possible
- Evaluate the Travel Insert program as a replacement for the traditional Travel Guide

2. Enhance communication and interaction with Stakeholder Groups and the Community

- Continue production and distribution of DCTB meeting recaps
- Consider on-going webcast of DCTB meetings
- Restart stewardship presentations
- Create webinar series for industry partners
- Continue OBX Tourism Summit
- Cultivate key stakeholder relationships, such as, NPS, Chamber and Dare Emer Mgmt

3. Grow non-peak seasons through event development

- Monitor impact of recent changes to Event Grant program
- Explore amended Conditional Use Permit for The Soundside combined property
- Build boardwalk along the sound side
- Develop a master plan for The Soundside expanded property and work to complete early phases

4. Plan for and invest in a long-term tourism vision

- Continue Tourism Impact Grant (TIG) funding
- Commission study to provide accurate visitor counts
- Create a tourism management and investment plan (including Resident Sentiment study)