

**Dare County Tourism Board
Three-Year Strategic Goals
Spring 2024**

1. Market the destination in effective and innovative ways

- a. Continue to connect the visitor to the OBX in ways not easily found elsewhere
- b. Update website based on results of 2024 Website Audit and Usability Study**
- c. Pursue itinerary builder/mapping functionality for online visitor planning**
- d. Evaluate lodging booking engines for use on outerbanks.org**
- e. **Develop online mini guides to address specific interests and needs (Accessibility, for instance)**
- f. Finetune geographic, interest-based and retargeting programs for advertising and email
- g. Continue booking pace and spend tracking research
- h. Determine a system for providing more accurate visitor counts**
- i. Incorporate brand messaging, ad effectiveness research
- j. Connect local travel partners with OBVB research
- k. Develop Bureau policy standards related to AI**
- l. Consider AI assistants and look for ways to integrate AI into Bureau operations**
- m. Expand and enhance owned media efforts (design standards, Outer Banks episodic program)**
- n. Expand voluntourism program with visitors and local non-profit organizations (NPOs)

2. Enhance communication, interaction with Stakeholder Groups and Community

- a. Continue production and distribution of DCTB meeting recaps
- b. Continue production and distribution of Long-Range Tourism Management Plan (LRTMP) Special Committee meeting recaps
- c. Further develop LRTMP microsite
- d. Continue LRTMP and stewardship community presentations
- e. Continue partner webinars
- f. Continue OBX Tourism Summit
- g. Cultivate key stakeholder relationships, such as, NPS, Chamber, Dare Emer Mgmt, Dare Schools, Community Foundation and NPOs (voluntourism, Mission Mixers, Knowledge Series), and through the Long-Range Tourism Management Plan (LRTMP) Special Committee's activities (community groups, residents, non-resident property owners)

Bold = New Initiative; Highlighted = Major Initiative; Bold & Highlighted = New & Major

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3. Grow and enhance non-peak season event development

- a. Maintain expanded Event Grant efforts
- b. Continue to look for opportunities to partner and develop new events (Soft-Shell Week, Soundside Market, 12 Bars of Christmas)
- c. **Consider an education and incentive program to lessen the environmental impacts of events held at The Soundside event site and via DCTB grants**
- d. **Complete CAMA permitting, final design and construction of a boardwalk along the sound side**
- e. **Pursue an amended Conditional Use Permit for The Soundside combined property**
- f. **Inform and work with key stakeholder groups, such as, local travel sports teams, to build grassroots support for a Sports & Events Complex**
- g. **Promote inclusion of the Sports & Events Complex within Dare County's Capital Improvement Plan (CIP)**
- h. **Develop a master plan for The Soundside expanded property and work to complete early phases**

4. Pursue sustainable tourism growth by building community

- a. Continue expanded Tourism Impact Grant (TIG) funding
- b. Cultivate better stewardship of the destination via voluntourism and promotion
- c. **Explore development of a micro-donation program in collaboration with the Community Foundation**
- d. **Consider development of an OBVB-led annual community project, bringing residents and visitors together**
- e. **Work with the Tourism Board's appointed Special Committee to implement agreed upon strategies found within the Long-Range Tourism Management Plan (outerbanks.org/LRTMP)**
 - 1. **Strengthen resident and visitor engagement**
 - 2. **Adopt an integrated approach to improving environmental stewardship**
 - 3. **Support infrastructure development that benefits the vitality of the community for residents and visitors**
 - 4. **Collaborate to advocate for an increase in residential housing diversity**

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