

# The Outer Banks®

## VISITORS BUREAU

## LRTMP SPECIAL COMMITTEE COMMUNITY ENGAGEMENT REPORT JANUARY 8, 2025



### OBVB Receives NCTIA Tourism Achievement Gold Award for The Outer Banks Promise

The Outer Banks Visitors Bureau was recognized with a Tourism Achievement Award in the Community Stakeholder Communication category for The Outer Banks Promise destination pledge at the [2024 North Carolina Travel Industry Association \(NCTIA\) Annual Leadership Conference](#) in Durham, NC. These awards celebrate innovation, best practices, creativity and the results accomplished through marketing efforts.

### Destination Stewardship and Responsible Tourism the Focus of Outdoor NC Workshop

[Outdoor NC](#) recently held its annual Trail Town Stewardship Partner Workshop in Raleigh, where they shared their plans for 2025 and covered various aspects of destination stewardship, responsible tourism, outdoor recreation and accessibility. The Outer Banks was one of 15 destinations included in Outdoor NC's Trail Town Stewardship pilot program in 2024 and was featured in the inaugural [North Carolina Trail Town Guide](#). At the workshop, the Outer Banks Visitors Bureau was asked to share an update on various stewardship and community engagement initiatives in Dare County, including the [Outer Banks Long-Range Tourism Management Plan](#), the [Outer Banks Promise](#) and [voluntourism](#).



### Outer Banks Non-Profits and Towns Receive \$1.16 Million in Tourism Impact Grants

On December 2, the Dare County Tourism Board finalized awards of [\\$1.16 million for twelve local non-profit organizations and governmental entities](#). The [Tourism Impact Grants](#) are for programs and services needed due to the impact of tourism. The expenditures received the unanimous consent of the Dare County Commissioners at its December meeting. Since 1993, the Dare County Tourism Board's restricted fund grants have supported 221 awards to 47 local non-profits and municipalities, resulting in \$19.54 million for programs and services that provide a tangible and sustained benefit for our community.

## The Outer Banks Promise Partner Spotlights – December 2024:



### A Look Ahead: Q1 2025 Community Engagement and Stakeholder Outreach

January 8-10, 2025 – 'The Outer Edge' Premieres (Kill Devil Hills, Manteo, Buxton)

January 10, 2025 – Outer Banks Association of Realtors Podcast (The Outer Banks Promise)

January 13, 2025 – Outer Banks Restaurant Association Meeting (The Outer Banks Promise)

Feb/Mar 2025 – TourismNext: OBX Student Summit (in collaboration with Dare County Schools)

February 18-20, 2025 – Partnership and Community Engagement Forum – Cincinnati, OH

Q1 2025 – State of Dare County Tourism Report (communication and distribution)

Q1/Q2 2025 – Resident Sentiment Survey