

The Outer Banks®

VISITORS BUREAU

DCTB SPECIAL COMMITTEE COMMUNITY ENGAGEMENT REPORT NOVEMBER 20, 2024

Long-Range Tourism Management Plan (LRTMP)

The Outer Banks Promise

Over the past several weeks, local organizations have continued to show their support for [The Outer Banks Promise](#), including the Town of Kitty Hawk, College of the Albemarle, Association Consultants, Phoenix Restoration and Kitty Hawk Kites. We encourage other area business, groups and associations to share their commitment to enhancing stewardship in our community.



Our State Spotlights The Outer Banks Promise:

In partnership with *Our State* Magazine, a series of digital articles have been published this Fall that spotlight several of the principles embedded in The Outer Banks Promise. In the October 2024 "[Tar Heel Town](#)" piece, writer Molly Harrison highlights some area businesses that provide uniqueness to our destination, while conveying the importance of supporting local.



[Where to Discover the Outer Banks' Wild Side](#) (September 2024)

[Love the Outer Banks Like a Local](#) (August 2024)

2024-25 State of Dare County Tourism Report

The State of Dare County Tourism Report provides a year-in-review snapshot of tourism's impact on Dare County, including: economic data, grant recipient spotlights, non-profit partnerships, community engagement and LRTMP updates, media coverage, tourism sales activity and trade show highlights and marketing and promotional efforts. To share this report with residents and visitors, communication and distribution tactics include leveraging internal marketing channels, industry partnerships and local media outlets, including a full-page overview in the Winter 2024 issue of *North Beach Sun* (mailed to every mailbox, P.O. box and business in Dare County, as well as approximately 10,000 non-resident property owners).

Outer Banks Voice Article Highlights Local Efforts to Lessen Light Pollution



A discussion in the August LRTMP Special Committee meeting surrounding the proactive steps that Jennette's Pier and the National Park Service has taken to lessen light pollution has yielded a recent story in the Outer Banks Voice ("[On the Outer Banks, the Dark Sky Movement Takes Hold](#)"). Adopting an integrative approach to environmental stewardship is one of the goals included in the LRTMP and while the Tourism Board and Visitors Bureau doesn't have the ability to enact policy or regulations on some of these

goals and tactics within the plan, supporting such work being done by community and industry partners will help to educate our community members and inspire better stewardship.

Community Engagement/Outreach – Meetings and Events:

- 11/18/24 – Hospitality & Tourism Class (Dare County Tourism session) / COA Dare Campus
- 12/4/24-12/5/24 – NCTIA Tourism Leadership Conference / Durham, NC
- 12/9/24 – Outdoor NC Trail Town Stewardship Workshop / Raleigh, NC
- Fall/Winter 2024 – Outer Banks Restaurant Association Meeting (*Outer Banks Promise Presentation*)
- February 2025 – Dare County Schools Tourism Summit