



Dare County Tourism Board Meeting

September 19, 2024

9 a.m.

Waterfront Trellis
207 Queen Elizabeth Avenue #5
Manteo, NC 27954

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, SEPTEMBER 19, 2024
9:00 A.M.
WATERFRONT TRELIS
207 QUEEN ELIZABETH AVENUE, #5
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance and Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the August 15, 2024 Meeting
- V. Public Comments
- VI. Chair's Remarks
- VII. Budget & Finance Report
- VIII. Grants Committee Report
 1. Event Grant Award Recommendations
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, AUGUST 15, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Monica Thibodeau, Chair; David Hines, Vice Chair; Tod Clissold, Treasurer; Dennis Robinson, Assistant Treasurer; Tonia Cohen, Secretary; Mark Ballog, Mark Batenic, Terry Gray, John Head, Richard Hess, Tess Judge, Wally Overman, Mike Siers, and Jay Wheless, Legal Counsel.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Lorrie Love, Tourism Sales and Events Manager
Aaron Tuell, Public Relations Manager
Jeff Schwartzberg, Community Engagement Manager

OTHERS ATTENDING: Robert Outten, Dare County Manager; John DeLucia, Albemarle & Associates; Ann Wood, and Wendy Hoekwater.

The meeting was called to order at 9:01 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

APPROVAL OF AGENDA: Mr. Gray moved to approve the agenda. Second by Mr. Hess. There was no discussion. The motion passed unanimously (13-0).

APPROVAL OF MINUTES: Ms. Judge moved to approve the meeting minutes from June 20, 2024 meeting. Second by Mr. Head. There was no discussion. The motion passed unanimously (13-0).

PUBLIC COMMENTS: There were no public comments.

David Hines arrived at 9:08 a.m.

SOUNDSIDE EVENT SITE: Lee Nettles and John DeLucia provided a progress report for the requested variance for the Boardwalk. A final decision from the Coastal Resource Commission should be known by the end of August 2024.

Lee Nettles reviewed a previously approved [by the Tourism Board] agreement with the Town of Nags Head to purchase the Town's share of ownership in the event site, which then failed to gain consent of the County Commissioners. The agreement has been reviewed and updated, approved by the Town, and is before the Board. If the Board approves the agreement, it will go back before the County Commissioners for their consent. The Board discussed the processes involved, payment structures, and if the contract would need to be voted on each year [No, it would not].

Following discussion, Mr. Hess moved to approve the purchase contract as presented. Second by Mr. Overman. There was no discussion. The motion passed unanimously (13-0).

John DeLucia and Bobby Outten reviewed the proposed plans for pickleball courts at the Soundside Event Site [to be located on the former Pamlico Jack's parcel]. The proposed plans allow for 10 courts, fencing, and lighting. The Board discussed how tournaments would impact existing events and the event site, bleachers, storm clean-up, maintenance, general management, how the site could be improved in the future, term length, incorporating the parcel into the event site, and costs associated with the construction, if grants were available to help fund the project, and how funding all three of the projects discussed today would impact the event site line item. Bobby Outten noted that the County currently had \$500,000 earmarked for pickleball courts and would be responsible for bidding, managing the construction, and for scheduling and maintaining the courts, and that if the Board agreed with what was proposed, the County would contract with Albemarle & Associates to create final plan and costs, and come back to the Board with costs for approval.

Mr. Hess moved that the Board agreed with the concept as presented, and authorizes staff to move forward with, or participate in final planning, including a MOU/MOA, and bidding, and to report at regular meetings as appropriate. Second by Mr. Grey. There was no discussion. The motion passed unanimously (13-0).

CHAIR: The Chair welcomed the Board back after their July hiatus.

BUDGET AND FINANCE REPORT: Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were up 16.43% compared to 2023-2024.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles shared the North Carolina Department of Commerce Tourism Spending Numbers for 2023. Dare County ranked fourth, with over \$2 billion in visitor-related income, and reviewed new graphs (on file) comparing collections on short term rentals vs. vacation rental managers. He reviewed the marketing dashboard.

Jeff Schwartzenberg reviewed the Long Range Tourism Management Plan Special Committee meeting, noting speakers from the NC Department of Transportation, and noted the North Carolina Trail Town Guide, which has just been released.

Lorrie Love noted work with local sports groups and grants available to them.

Aaron Tuell talked about an attendance at ESTO (Educational Seminar for Tourism Organizations), an upcoming appearance on WAVY TV 10 and other recent media efforts.

Lee Nettles reminded the Board that the Tourism Summit would be held November 7th in Manteo.

OLD BUSINESS: There was no old business before the Board.

NEW BUSINESS: There was no new business before the Board.

BOARD MEMBER COMMENTS: Mr. Overman thanked everyone for their well wishes. Mr. Grey noted that Jeff would be speaking to the Kill Devil Hills Commissioners and that the town would be looking at developing recreational areas around the disc golf course, which would include boardwalks and kayak launches.

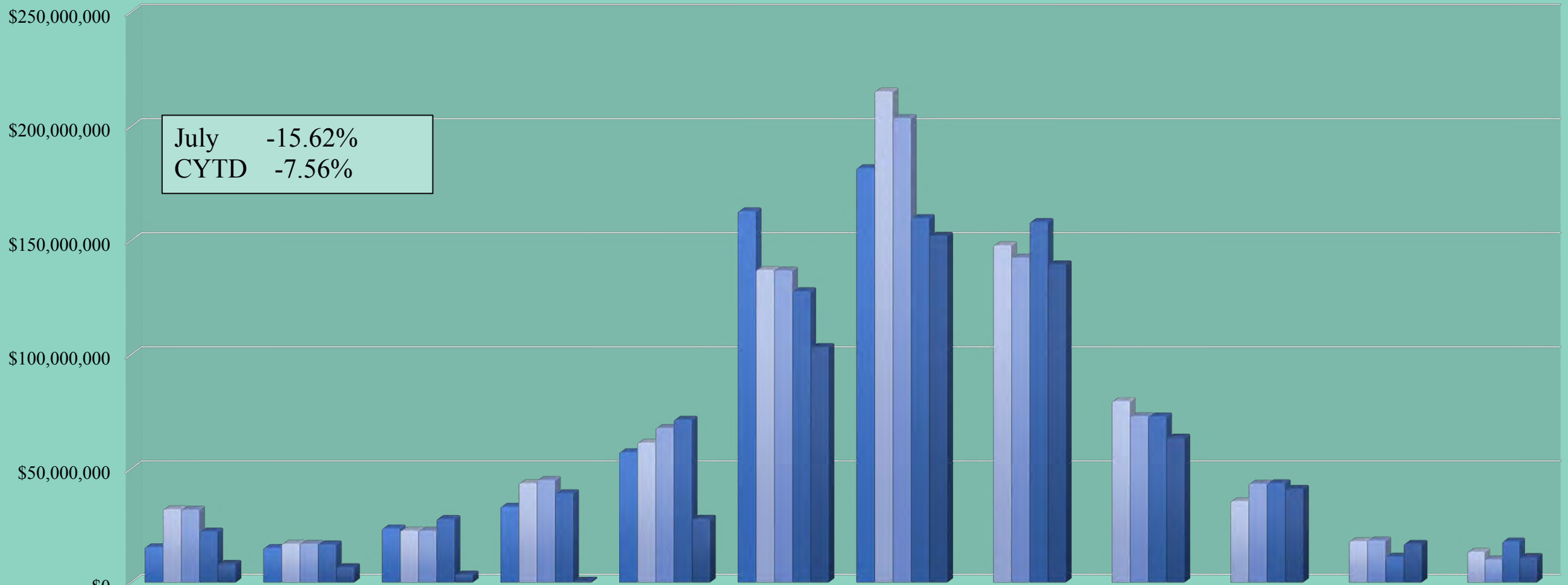
SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, September 19, 2024 at 9:00 a.m. at the Waterfront Trellis, 207 Queen Elizabeth Street, #5, Manteo, NC 27954.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:42 a.m.

ATTESTED:

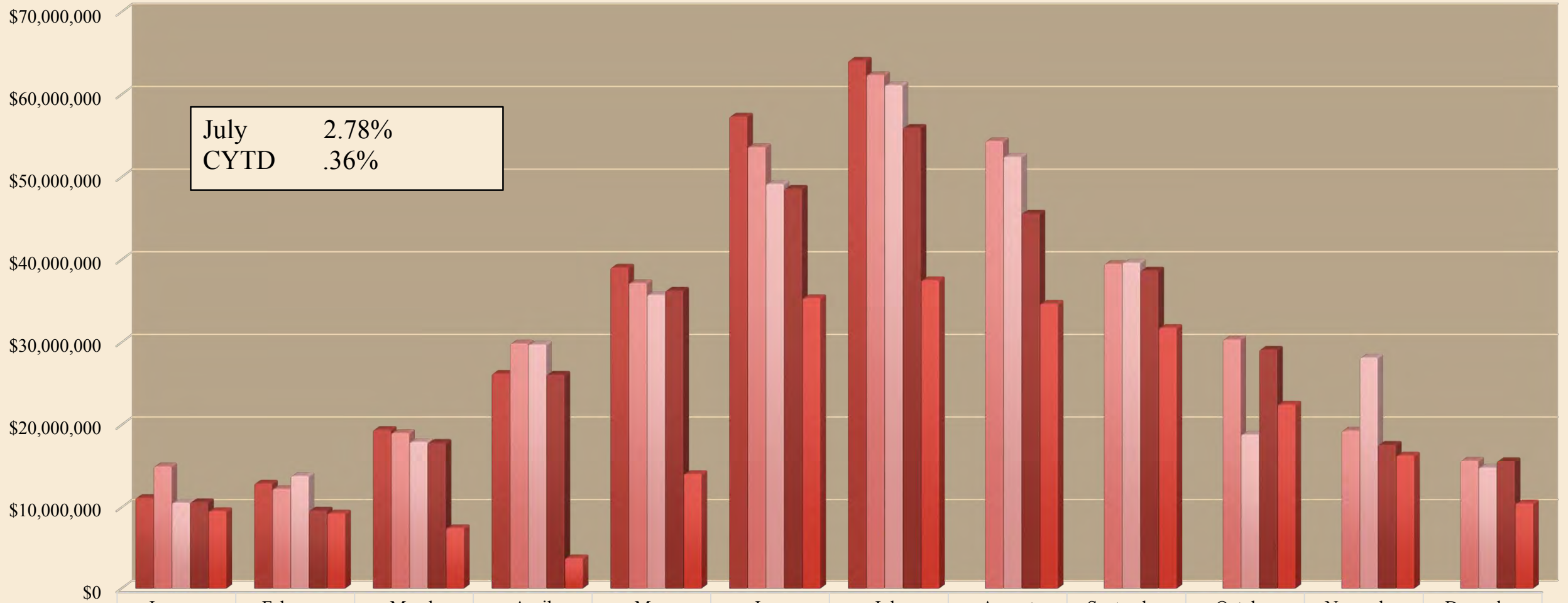
Clerk, Dare County Tourism Board

Occupancy Collections



	January	February	March	April	May	June	July	August	September	October	November	December
■ 2024	15,588,394	15,256,753	23,855,777	33,495,901	57,369,540	162,956,697	181,861,471					
■ 2023	32,326,040	17,078,293	22,911,263	43,812,778	61,544,693	137,311,567	215,518,673	148,053,622	79,777,957	35,908,020	18,220,059	13,534,535
■ 2022	32,129,068	17,071,361	22,897,441	45,219,347	67,998,385	136,993,703	203,794,691	142,641,161	73,185,366	43,568,138	18,554,321	10,195,045
■ 2021	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,319	159,994,974	158,280,320	73,112,498	43,787,109	11,394,032	18,096,294
■ 2020	8,223,680	6,788,236	3,538,436	715,316	28,192,673	103,467,906	152,256,684	139,737,864	63,775,711	41,364,509	17,053,031	11,266,628

Meals Collections



	January	February	March	April	May	June	July	August	September	October	November	December
■ 2024	11,179,366	12,929,929	19,422,840	26,222,012	39,078,063	57,344,840	64,106,859					
■ 2023	15,014,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491	39,511,303	30,360,180	19,332,007	15,703,818
■ 2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
■ 2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654
■ 2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542

BUDGET & FINANCE PROJECTIONS
 OCCUPANCY & MEALS FY 2024-2025

FISCAL YEAR		PROJECTED FY 24-25	ACTUAL FY 24-25	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,210,325.00	\$1,633,431.36	\$423,106.36	34.96%
<u>JULY RECEIVED</u>	MEALS	\$443,005.00	\$557,765.57	\$114,760.57	25.91%
		\$1,653,330.00	\$2,191,196.93	\$537,866.93	32.53%
<u>JULY EARNED</u>	OCCUPANCY	\$1,650,520.00	\$1,813,246.38	\$162,726.38	9.86%
<u>AUGUST RECEIVED</u>	MEALS	\$472,275.00	\$634,476.85	\$162,201.85	34.34%
		\$2,122,795.00	\$2,447,723.23	\$324,928.23	15.31%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,439,060.00	\$0.00	\$0.00	0.00%
<u>SEPT RECEIVED</u>	MEALS	\$445,330.00	\$0.00	\$0.00	0.00%
		\$1,884,390.00	\$0.00	\$0.00	0.00%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$579,615.00	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	MEALS	\$297,730.00	\$0.00	\$0.00	0.00%
		\$877,345.00	\$0.00	\$0.00	0.00%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$272,110.00	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	MEALS	\$220,715.00	\$0.00	\$0.00	0.00%
		\$492,825.00	\$0.00	\$0.00	0.00%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$117,350.00	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	\$140,200.00	\$0.00	\$0.00	0.00%
		\$257,550.00	\$0.00	\$0.00	0.00%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$84,970.00	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	\$121,270.00	\$0.00	\$0.00	0.00%
		\$206,240.00	\$0.00	\$0.00	0.00%
<u>JANUARY EARNED</u>	OCCUPANCY	\$163,905.00	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	\$90,410.00	\$0.00	\$0.00	0.00%
		\$254,315.00	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$133,825.00	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	\$96,455.00	\$0.00	\$0.00	0.00%
		\$230,280.00	\$0.00	\$0.00	0.00%
<u>MARCH EARNED</u>	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	\$141,500.00	\$0.00	\$0.00	0.00%
		\$266,735.00	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$296,910.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	\$218,185.00	\$0.00	\$0.00	0.00%
		\$515,095.00	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$387,380.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	\$267,780.00	\$0.00	\$0.00	0.00%
		\$655,160.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$2,860,845.00	\$3,446,677.74	\$585,832.74	20.48%
TO-DATE	MEALS	\$915,280.00	\$1,192,242.42	\$276,962.42	30.26%
		\$3,776,125.00	\$4,638,920.16	\$862,795.16	22.85%
TOTAL	OCCUPANCY	\$6,461,205.00			
PROJECTED	MEALS	\$2,954,855.00			
2024-2025		\$9,416,060.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2023-2024		2023	2024		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
	MEALS	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$322,624.32	\$155,450.13	(\$167,174.19)	-51.82%
	MEALS	<u>\$124,423.37</u>	<u>\$101,950.46</u>	<u>(\$22,472.91)</u>	<u>-18.06%</u>
		\$447,047.69	\$257,400.59	(\$189,647.10)	-42.42%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$170,000.09	\$151,260.50	(\$18,739.59)	-11.02%
	MEALS	<u>\$116,207.73</u>	<u>\$128,875.91</u>	<u>\$12,668.18</u>	<u>10.90%</u>
		\$286,207.82	\$280,136.41	(\$6,071.41)	-2.12%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$228,526.82	\$238,725.04	\$10,198.22	4.46%
	MEALS	<u>\$179,535.02</u>	<u>\$198,494.48</u>	<u>\$18,959.46</u>	<u>10.56%</u>
		\$408,061.84	\$437,219.52	\$29,157.68	7.15%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$436,134.79	\$331,069.81	(\$105,064.98)	-24.09%
	MEALS	<u>\$284,934.66</u>	<u>\$258,330.28</u>	<u>(\$26,604.38)</u>	<u>-9.34%</u>
		\$721,069.45	\$589,400.09	(\$131,669.36)	-18.26%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$612,281.25	\$562,874.34	(\$49,406.91)	-8.07%
	MEALS	<u>\$359,175.60</u>	<u>\$372,451.95</u>	<u>\$13,276.35</u>	<u>3.70%</u>
		\$971,456.85	\$935,326.29	(\$36,130.56)	-3.72%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,458,380.44	\$0.00	\$0.00	0.00%
	MEALS	<u>\$531,275.19</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,989,655.63	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$799,595.38	\$0.00	\$0.00	0.00%
	MEALS	<u>\$386,499.75</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,186,095.13	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$348,085.75	\$0.00	\$0.00	0.00%
	MEALS	<u>\$273,920.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$622,006.58	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$182,561.98	\$0.00	\$0.00	0.00%
	MEALS	<u>\$178,483.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$361,045.20	\$0.00	\$0.00	0.00%
<i>TOTAL TO DATE</i>					
Total To Date	OCCUPANCY	\$5,403,085.34	\$5,021,912.80	(\$381,172.54)	-7.05%
	Meals	<u>\$2,327,449.93</u>	<u>\$2,396,919.18</u>	<u>\$69,469.25</u>	<u>2.98%</u>
		\$7,730,535.27	\$7,418,831.98	(\$311,703.29)	-4.03%
<i>TOTAL FOR YEAR</i>					
Total for Year	OCCUPANCY	\$8,191,708.89			
	MEALS	<u>\$3,697,628.92</u>			
		\$11,889,337.81			

OCCUPANCY & MEALS FY 2024-2025

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 23-24	ACTUAL FY 24-25	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
<u>JULY RECEIVED</u>	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
<u>JULY EARNED</u>	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,458,380.44	\$0.00	\$0.00	0.00%
<u>SEPT RECEIVED</u>	MEALS	<u>\$531,275.19</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,989,655.63	\$0.00	\$0.00	0.00%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$799,595.38	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$386,499.75</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,186,095.13	\$0.00	\$0.00	0.00%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$348,085.75	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	MEALS	<u>\$273,920.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$622,006.58	\$0.00	\$0.00	0.00%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$182,561.98	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	<u>\$178,483.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$361,045.20	\$0.00	\$0.00	0.00%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$135,855.24	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$144,573.68</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,428.92	\$0.00	\$0.00	0.00%
<u>JANUARY EARNED</u>	OCCUPANCY	\$155,450.13	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$101,950.46</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$257,400.59	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$151,260.50	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$128,875.91</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,136.41	\$0.00	\$0.00	0.00%
<u>MARCH EARNED</u>	OCCUPANCY	\$238,725.04	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$198,494.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$437,219.52	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$3,532,419.98	\$3,446,677.74	(\$85,742.24)	-2.43%
	MEALS	<u>\$1,119,958.56</u>	<u>\$1,192,242.42</u>	<u>\$72,283.86</u>	<u>6.45%</u>
		\$4,652,378.54	\$4,638,920.16	(\$13,458.38)	-0.29%
TOTAL ACTUAL	OCCUPANCY	\$8,041,025.42			
2023-2024	MEALS	<u>\$3,649,343.06</u>			
		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2024	2023	2022	2021	2020	2019	Variance 2024-2023	Percent Change
January	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	-125,142	-2.28%
February	5,519,719	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	-200,913	-3.51%
March	4,732,495	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	-107,707	-2.23%
April	6,491,694	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	-140,129	-2.11%
May	7,599,155	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	-588,604	-7.19%
June	9,914,654	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	-132,471	-1.32%
July		15,882,323	15,463,045	14,146,535	12,370,251	11,321,288		0.00%
August		19,353,849	17,642,098	16,810,430	13,794,215	13,178,541		0.00%
September		15,385,152	15,470,465	14,558,020	12,478,041	11,799,596		0.00%
October		11,213,371	10,371,192	10,366,595	9,103,596	6,834,818		0.00%
November		7,800,451	7,843,407	7,717,041	6,925,862	5,191,614		0.00%
December		6,078,081	6,006,535	5,741,952	5,029,105	3,874,539		0.00%
YTD	39,631,064	40,926,030	40,642,160	38,142,039	22,090,753	26,240,956	-1,294,966	-3.16%
TOTAL	39,631,064	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	-3.16%	0.70%	6.55%	72.66%	-15.82%	7.01%		
Total % Change	-3.16%	2.82%	5.54%	31.41%	4.27%	5.44%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765
February	15,256,753	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117
March	23,855,777	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156
April	33,495,901	43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121
May	57,369,540	61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015
June	162,956,697	137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630
July	181,861,471	215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729
August		148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386
September		79,777,957	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228
October		35,908,020	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908
November		18,220,059	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253
December		13,534,535	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610
YTD Total	490,384,533	530,503,307	526,103,996	466,396,165	303,182,931	293,153,386	301,731,767	290,526,604	265,959,080	246,647,204	240,201,490	232,948,871	232,501,258	217,546,533
Total	490,384,533	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918
YTD % Change	-7.56%	0.84%	12.80%	53.83%	3.42%	-2.84%	3.86%	9.24%	7.83%	2.68%	3.11%	0.19%	6.87%	7.15%
Total % Change	-7.56%	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%
Month Increase/Decrease (Increase/Decrease)/Qtr	-15.62%	5.75%	27.38%	5.08%	37.30%	-17.49%	-4.16%	7.23%	18.33%	2.06%	-2.15%	-0.39%	0.80%	8.28%
Qtr 1 (Dec-Feb)	-25.54%	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%
Qtr 2 (Mar-May)	-10.56%	-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%
Qtr 3 (June-Aug)	-2.27%	3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%
Qtr 4 (Sept-Nov)		-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2015, 2019, 2020, 2024														
There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2015, 2019, 2020, 2024														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018, 2019, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079
February	12,929,929	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305
March	19,422,840	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477
April	26,222,012	29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220
May	39,078,063	37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885
June	57,344,840	53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717
July	64,106,859	62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367
August		54,381,491	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599
September		39,511,303	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630
October		30,360,180	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800
November		19,332,007	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922
December		15,703,818	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106
YTD Total	230,283,909	229,447,467	218,281,175	205,129,916	117,052,666	165,969,659	152,751,279	150,820,981	140,824,016	136,657,572	128,870,204	123,625,613	124,130,732	115,539,050
Total	230,283,909	388,736,266	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107
YTD % Change	0.36%	5.12%	6.41%	75.25%	-29.47%	8.65%	1.28%	7.10%	3.05%	6.04%	4.24%	-0.41%	7.44%	5.53%
Total % Change	0.36%	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%
Month Increase/(Decrease) Increase(Decrease)/Qtr	2.78%	2.01%	9.22%	49.16%	-21.06%	6.03%	3.85%	0.75%	3.90%	7.11%	3.44%	0.85%	1.26%	3.28%
Qtr 1 (Dec-Feb)	-5.55%	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%
Qtr 2 (Mar-May)	-1.63%	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%
Qtr 3 (June-Aug)	4.68%	4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%
Qtr 4 (Sept-Nov)		2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
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Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct. Nov & Dec 2022.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	18,954	69,721	33,385	85,050	10,819	101,762	197,792	177,093	15,667	6,337	60,734	73,666	65,334	51,898	49,099
February	27,050	54,287	88,113	68,535	227,405	89,994	183,108	180,687	21,786	19,282	55,880	87,169	71,244	54,275	51,908
March	29,171	136,583	-6,494	122,945	65,282	63,921	692,174	414,682	159,347	135,076	65,539	206,483	136,291	117,052	143,712
April	9,994	259,204	260,362	186,041	55,545	1,930	1,235,799	1,294,819	454,658	296,019	48,233	404,682	326,574	298,479	279,005
May	91,397	282,278	285,411	262,423	160,661	1,130,609	1,918,384	1,046,309	571,317	587,641	254,673	565,909	530,590	410,132	532,707
June	351,108	570,964	330,644	353,506	326,158	2,412,414	2,845,176	1,770,185	1,305,653	1,018,049	795,837	919,645	833,391	705,955	1,003,815
July	363,847	446,262	595,516	427,557	325,951	2,685,694	3,088,190	1,860,733	1,284,313	974,783	1,043,368	1,058,556	1,166,419	936,181	1,035,089
August	373,764	532,087	383,480	306,695		1,588,143	2,216,628	1,415,619	813,582		902,896	902,324	778,232	691,547	
September	278,989	401,958	240,314	188,170		1,348,600	1,567,213	888,980	551,520		551,614	608,182	610,925	552,665	
October	155,303	165,873	237,302	115,799		922,352	1,030,829	438,511	368,819		493,509	491,572	357,764	356,835	
November	65,719	125,498	77,421	36,929		355,225	365,096	176,484	148,581		63,227	145,754	79,095	142,803	
December	106,697	136,248	28,424	43,635		149,223	178,506	-5,128	37,898		214,261	90,408	187,222	68,890	
YTD Totals	891,521	1,819,299	1,586,937	1,506,057	1,171,821	6,486,324	10,160,623	6,744,508	3,812,741	3,037,187	2,324,264	3,316,110	3,129,843	2,573,972	3,095,335
Total	1,871,993	3,180,963	2,553,878	2,197,285	1,171,821	10,849,867	15,518,895	9,658,974	5,733,141	3,037,187	4,549,771	5,554,350	5,143,081	4,386,712	3,095,335

Month Increase	21.27%	22.65%	33.45%	-28.20%	-23.76%	36.55%	14.99%	-39.75%	-30.98%	-24.10%	-33.26%	1.46%	10.19%	-19.74%	10.57%
YTD Increase	-58.63%	104.07%	-12.77%	-5.10%	-22.19%	10.78%	56.65%	-33.62%	-43.47%	-20.34%	-43.17%	42.67%	-5.62%	-17.76%	20.26%
Total Year Increa	-39.33%	69.92%	-19.71%	-13.96%		29.41%	43.03%	-37.76%	-40.64%		-22.99%	22.08%	-7.40%	-14.71%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies
January	1,437,035	1,748,076	1,643,048	1,933,579	1,786,856	18,951	80,549	149,571	159,300	175,273	6,501,671	20,308,517	30,139,025	30,132,778	13,694,264
February	1,533,776	1,728,750	2,126,093	2,107,700	2,053,498	25,687	121,593	228,025	311,380	263,344	4,958,235	14,641,992	14,518,460	14,706,513	12,810,769
March	1,246,258	3,909,056	3,943,594	4,072,116	3,786,471	24,532	456,135	458,768	521,683	552,764	2,033,390	22,818,135	18,269,896	18,236,039	19,526,776
April	272,368	7,371,174	8,104,880	8,083,416	6,144,929	6,532	690,426	970,654	1,063,464	768,762	382,791	29,766,955	35,002,625	34,488,045	26,505,952
May	3,148,199	11,955,124	10,324,362	10,518,694	10,856,653	188,734	1,201,894	1,151,529	1,247,200	1,370,448	23,445,254	56,477,960	55,576,157	49,509,116	45,021,825
June	11,291,492	17,405,621	16,192,842	16,054,375	16,657,173	689,124	1,781,971	1,801,287	2,070,056	2,317,315	88,087,699	105,559,551	117,473,065	118,553,305	143,504,873
July	16,489,187	22,217,201	20,666,774	21,259,405	19,613,048	291,105	2,244,007	2,397,468	2,892,211	2,786,075	131,031,173	132,554,585	178,978,115	191,239,034	159,461,002
August	13,307,261	18,448,886	16,657,613	16,564,558		244,691	2,161,167	2,079,173	2,423,773		122,944,015	135,457,160	122,930,026	129,365,315	
September	9,374,533	11,630,739	11,442,403	11,573,148		495,636	1,369,614	1,254,083	1,422,871		51,755,580	58,512,166	59,777,401	66,745,205	
October	6,047,939	7,830,739	7,109,786	7,072,350		91,603	794,126	637,398	737,809		33,435,472	34,110,939	35,292,753	27,840,006	
November	1,882,898	2,106,980	3,118,187	2,970,668		7,333	8,921	301,371	336,909		14,518,005	8,640,528	14,980,559	14,816,354	
December	1,833,474	3,253,943	1,900,473	2,050,618		50,865	515,173	234,745	316,867		8,836,444	14,219,918	7,958,228	11,239,061	
YTD Totals	35,418,315	66,335,002	63,001,593	64,029,285	60,898,628	1,244,665	6,576,575	7,157,302	8,265,294	8,233,981	256,440,213	382,127,695	449,957,343	456,864,830	420,525,461
Total	67,864,420	109,606,289	103,230,055	104,260,627	60,898,628	2,134,793	11,425,576	11,664,072	13,503,523	8,233,981	487,929,729	633,068,406	690,896,310	706,870,771	420,525,461

Month Increase	23.67%	34.74%	-6.98%	2.87%	-7.74%	3.69%	670.86%	6.84%	20.64%	-3.67%	40.61%	1.16%	35.02%	6.85%	-16.62%
YTD Increase	-17.66%	87.29%	-5.03%	1.63%	-4.89%	43.18%	428.38%	8.83%	15.48%	-0.38%	8.68%	49.01%	17.75%	1.54%	-7.95%
Total Year Increa	-5.67%	61.51%	-5.82%	1.00%		52.90%	435.21%	2.09%	15.77%		14.69%	29.75%	9.13%	2.31%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January	4,048,599	7,565,248	10,640,444	10,970,042	10,903,039	103,524	117,805	71,183	107,068	41,019	8,223,680	22,515,577	32,129,068	32,326,040	15,588,394
February	3,640,228	8,831,162	9,964,265	9,901,463	11,277,328	123,301	138,103	86,764	119,484	93,891	6,788,236	16,833,409	17,071,361	17,078,293	15,256,753
March	392,302	14,285,652	11,694,833	11,682,633	12,948,689	100,157	288,353	139,472	203,764	198,460	3,538,436	28,050,784	22,897,441	22,911,263	23,855,777
April	54,406	11,899,053	11,767,660	12,328,326	12,894,732	0	387,071	230,087	302,139	214,451	715,316	39,424,885	45,219,347	43,812,778	33,495,901
May	7,959,755	11,894,484	12,431,457	12,627,627	14,583,119	122,541	429,562	235,556	273,011	210,053	28,192,673	71,629,217	67,998,385	61,544,693	57,369,540
June	15,349,447	15,036,636	18,707,648	18,477,129	22,241,837	529,356	646,362	393,576	338,773	446,629	103,467,906	127,947,319	136,993,703	137,311,567	162,956,697
July	14,163,157	18,366,907	22,972,242	23,810,322	22,754,381	643,415	630,180	527,134	372,183	451,598	152,256,684	159,994,974	203,794,691	215,518,673	181,861,471
August	14,432,996	15,236,263	17,820,645	17,510,657		621,785	723,235	476,191	311,925		139,737,864	158,280,320	142,641,161	148,053,622	0
September	7,502,538	9,479,100	9,589,739	9,771,123		466,395	392,240	225,343	167,249		63,775,711	73,112,498	73,185,366	79,777,957	0
October	5,199,066	6,243,795	5,954,385	5,629,110		309,934	157,157	132,022	154,211		41,364,509	43,787,109	43,568,138	35,908,020	0
November	894,605	698,108	4,271,270	4,234,311		167,957	10,176	122,575	104,724		17,053,031	11,394,032	18,554,321	18,220,059	0
December	4,304,339	7,063,801	3,945,571	4,807,160		126,529	217,271	125,826	94,433		11,266,628	18,096,294	10,195,045	13,534,535	0
<i>YTD Totals</i>	<i>45,607,894</i>	<i>87,879,142</i>	<i>98,178,549</i>	<i>99,797,542</i>	<i>107,603,125</i>	<i>1,622,294</i>	<i>2,637,436</i>	<i>1,683,772</i>	<i>1,716,422</i>	<i>1,656,101</i>	<i>303,182,931</i>	<i>466,396,165</i>	<i>526,103,996</i>	<i>530,503,307</i>	<i>490,384,533</i>
Total	77,941,438	126,600,209	139,760,159	141,749,903	107,603,125	3,314,894	4,137,515	2,765,729	2,548,964	1,656,101	576,380,674	771,066,418	814,248,027	825,997,500	490,384,533

Month Increase	44.89%	29.68%	25.07%	3.65%	-4.43%	19.53%	-2.06%	-16.35%	-29.39%	21.34%	37.30%	5.08%	27.38%	5.75%	-15.62%
<i>YTD Increase</i>		92.68%	11.72%	1.65%	7.82%	-21.62%	62.57%	-36.16%	1.94%	-3.51%	3.42%	53.83%	12.80%	0.84%	-7.56%
Total Year Increa	71.19%	62.43%	10.39%	1.42%		1.15%	24.82%	-33.15%	-7.84%		11.27%	33.78%	5.60%	1.44%	

** Other Rental Properties is included in Property Management Agencies for comparative purposes. July 2019, County separated individual owners & STRs from PM Companies

DARE COUNTY GROSS OCCUPANCY BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	425,595	2,178,032	-80.46%	441,288	658,001	-32.94%	597,879	729,391	-18.03%	1,048,566	1,400,211	-25.11%
WAVES	120,379	1,758,064	-93.15%	180,621	533,048	-66.12%	239,206	452,920	-47.19%	488,648	697,056	-29.90%
SALVO	226,199	3,709,036	-93.90%	180,158	959,276	-81.22%	367,083	894,216	-58.95%	693,169	1,359,524	-49.01%
AVON	625,203	5,173,494	-87.92%	424,551	1,436,510	-70.45%	866,199	1,478,670	-41.42%	1,787,717	2,932,683	-39.04%
BUXTON	155,201	382,351	-59.41%	204,981	282,831	-27.53%	481,827	434,490	10.89%	792,306	1,119,059	-29.20%
FRISCO	127,568	929,907	-86.28%	115,835	217,764	-46.81%	277,056	341,414	-18.85%	722,397	1,006,995	-28.26%
HATTERAS	190,645	3,347,567	-94.30%	219,953	651,905	-66.26%	427,926	582,089	-26.48%	1,082,612	1,652,924	-34.50%
TOTAL HATTERAS ISLAND	1,870,790	17,478,451	-89.30%	1,767,387	4,739,335	-62.71%	3,257,176	4,913,190	-33.71%	6,615,415	10,168,452	-34.94%
NORTHERN BEACHES:												
DUCK	1,632,266	1,859,445	-12.22%	1,421,388	1,316,005	8.01%	2,704,153	1,851,500	46.05%	3,766,066	4,652,772	-19.06%
SOUTHERN SHORES	840,739	913,500	-7.97%	717,292	643,079	11.54%	1,100,121	781,798	40.72%	1,086,297	1,729,657	-37.20%
KITTY HAWK	1,559,852	1,626,845	-4.12%	1,623,727	1,391,882	16.66%	2,600,393	2,272,132	14.45%	2,834,051	3,595,853	-21.19%
COLINGTON	27,314	8,009	241.04%	10,488	9,524	10.12%	29,870	28,233	5.80%	42,984	69,123	-37.82%
KILL DEVIL HILLS	4,120,872	4,299,295	-4.15%	4,185,786	3,939,118	6.26%	6,048,428	6,051,503	-0.05%	8,676,544	9,980,060	-13.06%
NAGS HEAD	4,165,184	4,545,805	-8.37%	3,746,974	3,317,925	12.93%	5,805,991	4,605,851	26.06%	7,882,797	10,361,659	-23.92%
TOTAL NORTHERN BEACHES	12,346,227	13,252,899	-6.84%	11,705,655	10,617,533	10.25%	18,288,956	15,591,017	17.30%	24,288,739	30,389,124	-20.07%
ROANOKE ISLAND:												
MANTEO-TOWN	285,739	305,119	-6.35%	543,102	224,455	141.96%	513,059	451,409	13.66%	708,252	810,779	-12.65%
RIM (ROANOKE ISL. MAINLAN	910,365	1,130,271	-19.46%	977,265	1,185,590	-17.57%	1,243,822	1,433,964	-13.26%	1,114,733	1,380,959	-19.28%
TOTAL ROANOKE ISLAND	1,196,104	1,435,390	-16.67%	1,520,367	1,410,045	7.82%	1,756,881	1,885,373	-6.82%	1,822,985	2,191,738	-16.82%
OTC UNATTRIBUTED	175,273	159,300	10.03%	263,344	311,380	-15.43%	552,764	521,683	5.96%	768,762	1,063,464	-27.71%
TOTAL	15,588,394	32,326,040	-51.78%	15,256,753	17,078,293	-10.67%	23,855,777	22,911,263	4.12%	33,495,901	43,812,778	-23.55%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	1,671,946	2,000,461	-16.42%	4,911,069	3,834,553	28.07%	5,237,232	5,969,657	-12.27%	14,333,575	16,770,306	-14.53%
WAVES	706,733	978,773	-27.79%	2,996,167	2,366,210	26.62%	3,326,920	3,726,425	-10.72%	8,058,674	10,512,496	-23.34%
SALVO	1,383,798	1,822,661	-24.08%	5,479,663	3,995,865	37.13%	5,958,348	6,809,401	-12.50%	14,288,418	19,549,979	-26.91%
AVON	3,154,324	4,203,140	-24.95%	9,848,495	7,858,075	25.33%	10,676,247	12,983,077	-17.77%	27,382,736	36,065,649	-24.08%
BUXTON	1,440,845	1,597,647	-9.81%	3,143,892	2,656,985	18.33%	3,470,937	4,077,724	-14.88%	9,689,989	10,551,087	-8.16%
FRISCO	1,324,351	1,460,567	-9.33%	3,495,906	2,798,272	24.93%	3,689,915	4,106,793	-10.15%	9,753,028	10,861,712	-10.21%
HATTERAS	2,177,421	2,382,339	-8.60%	6,370,344	5,162,519	23.40%	6,776,201	8,064,672	-15.98%	17,245,102	21,844,015	-21.05%
TOTAL HATTERAS ISLAND	11,859,418	14,445,588	-17.90%	36,245,536	28,672,479	26.41%	39,135,800	45,737,749	-14.43%	100,751,522	126,155,244	-20.14%
NORTHERN BEACHES:												
DUCK	7,059,910	7,852,584	-10.09%	26,970,691	22,093,582	22.07%	30,803,924	37,147,010	-17.08%	74,358,398	76,772,898	-3.14%
SOUTHERN SHORES	2,724,217	2,904,447	-6.21%	10,179,646	8,375,703	21.54%	11,092,487	13,197,692	-15.95%	27,740,799	28,545,876	-2.82%
KITTY HAWK	4,598,742	4,820,980	-4.61%	10,710,260	9,271,719	15.52%	11,442,657	12,941,706	-11.58%	35,369,682	35,921,117	-1.54%
COLINGTON	119,817	145,585	-17.70%	461,508	612,570	-24.66%	504,346	799,749	-36.94%	1,196,327	1,672,793	-28.48%
KILL DEVIL HILLS	13,419,764	12,469,507	7.62%	29,515,991	24,377,722	21.08%	32,473,986	37,009,938	-12.26%	98,441,371	98,127,143	0.32%
NAGS HEAD	13,888,487	15,170,404	-8.45%	43,095,222	36,122,124	19.30%	49,963,178	58,737,391	-14.94%	128,547,833	132,861,159	-3.25%
TOTAL NORTHERN BEACHES	41,810,937	43,363,507	-3.58%	120,933,318	100,853,420	19.91%	136,280,578	159,833,486	-14.74%	365,654,410	373,900,986	-2.21%
ROANOKE ISLAND:												
MANTEO-TOWN	940,369	1,184,486	-20.61%	1,993,363	1,997,966	-0.23%	2,477,533	2,550,257	-2.85%	7,461,417	7,524,471	-0.84%
RIM (ROANOKE ISL. MAINLAN	1,388,368	1,303,912	6.48%	1,467,165	3,717,646	-60.54%	1,181,485	4,504,970	-73.77%	8,283,203	14,657,312	-43.49%
TOTAL ROANOKE ISLAND	2,328,737	2,488,398	-6.42%	3,460,528	5,715,612	-39.45%	3,659,018	7,055,227	-48.14%	15,744,620	22,181,783	-29.02%
OTC UNATTRIBUTED	1,370,448	1,247,200	9.88%	2,317,315	2,070,056	11.94%	2,786,075	2,892,211	-3.67%	8,233,981	8,265,294	-0.38%
TOTAL	57,369,540	61,544,693	-6.78%	162,956,697	137,311,567	18.68%	181,861,471	215,518,673	-15.62%	490,384,533	530,503,307	-7.56%

DARE COUNTY GROSS MEALS BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	28,734	33,616	-14.52%	12,139	53,818	-77.44%	227,835	109,071	108.89%	209,574	353,086	-40.65%
WAVES - 19	38,688	39,376	-1.75%	39,180	35,396	10.69%	126,051	109,778	14.82%	265,210	336,430	-21.17%
SALVO - 18	4,469	7,192	-37.86%	2,436	7,764	-68.62%	7,337	6,629	10.68%	4,150	7,872	-47.28%
AVON - 1	240,018	302,578	-20.68%	237,540	308,667	-23.04%	458,389	646,170	-29.06%	764,154	1,119,136	-31.72%
BUXTON - 2	219,407	251,526	-12.77%	239,743	295,171	-18.78%	693,233	596,986	16.12%	1,064,459	1,222,012	-12.89%
FRISCO - 5	154,070	158,141	-2.57%	125,147	113,981	9.80%	215,225	182,853	17.70%	293,688	361,064	-18.66%
HATTERAS - 6	32,102	45,102	-28.82%	72,846	8,321	775.45%	222,938	147,605	51.04%	534,983	500,966	6.79%
TOTAL HATTERAS ISLAND	717,488	837,531	-14.33%	729,031	823,118	-11.43%	1,951,008	1,799,092	8.44%	3,136,218	3,900,566	-19.60%
NORTHERN BEACHES:												
DUCK - 21	488,383	711,369	-31.35%	850,696	802,519	6.00%	1,694,315	1,543,575	9.77%	2,452,662	3,149,519	-22.13%
SOUTHERN SHORES - 20	446,156	528,882	-15.64%	496,778	601,594	-17.42%	677,177	628,376	7.77%	661,787	732,524	-9.66%
KITTY HAWK - 8	2,136,451	3,106,795	-31.23%	2,188,744	2,133,394	2.59%	2,616,082	3,182,879	-17.81%	4,038,113	4,404,347	-8.32%
COLINGTON - 3	74,603	91,233	-18.23%	176,001	119,864	46.83%	154,804	139,703	10.81%	302,922	357,136	-15.18%
KILL DEVIL HILLS - 7	3,708,673	4,613,949	-19.62%	4,214,253	3,895,252	8.19%	6,779,828	5,915,420	14.61%	7,806,322	8,480,638	-7.95%
NAGS HEAD - 14	2,187,827	3,596,285	-39.16%	2,847,377	2,363,177	20.49%	3,898,906	4,154,607	-6.15%	5,677,705	6,697,604	-15.23%
TOTAL NORTHERN BEACHES	9,042,093	12,648,513	-28.51%	10,773,849	9,915,800	8.65%	15,821,112	15,564,560	1.65%	20,939,511	23,821,768	-12.10%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	1,097,187	1,227,227	-10.60%	1,124,672	1,225,049	-8.19%	1,295,396	1,410,171	-8.14%	1,733,963	1,777,747	-2.46%
MANTEO-OUTSIDE - 11	322,598	300,970	7.19%	302,377	318,812	-5.16%	355,324	278,398	27.63%	412,320	382,175	7.89%
TOTAL ROANOKE ISLAND	1,419,785	1,528,197	-7.09%	1,427,049	1,543,861	-7.57%	1,650,720	1,688,569	-2.24%	2,146,283	2,159,922	-0.63%
TOTAL	11,179,366	15,014,241	-25.54%	12,929,929	12,282,779	5.27%	19,422,840	19,052,221	1.95%	26,222,012	29,882,256	-12.25%

DARE COUNTY GROSS MEALS BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	460,399	453,938	1.42%	785,885	815,115	-3.59%	903,981	815,868	10.80%	2,628,547	2,634,512	-0.23%
WAVES - 19	458,572	452,346	1.38%	809,916	781,166	3.68%	1,029,916	920,671	11.87%	2,767,533	2,675,163	3.45%
SALVO - 18	8,749	17,446	-49.85%	54,246	64,650	-16.09%	139,253	91,667	51.91%	220,640	203,220	8.57%
AVON - 1	2,077,622	1,585,264	31.06%	2,337,510	2,747,899	-14.93%	2,990,492	3,060,306	-2.28%	9,105,725	9,770,020	-6.80%
BUXTON - 2	1,466,741	1,491,607	-1.67%	1,916,959	1,925,395	-0.44%	2,124,475	2,252,130	-5.67%	7,725,017	8,034,827	-3.86%
FRISCO - 5	479,424	445,631	7.58%	674,349	625,311	7.84%	743,620	762,752	-2.51%	2,685,523	2,649,733	1.35%
HATTERAS - 6	899,956	844,163	6.61%	1,410,665	1,170,162	20.55%	1,284,599	1,297,428	-0.99%	4,458,089	4,013,747	11.07%
TOTAL HATTERAS ISLAND	5,851,463	5,290,395	10.61%	7,989,530	8,129,698	-1.72%	9,216,336	9,200,822	0.17%	29,591,074	29,981,222	-1.30%
NORTHERN BEACHES:												
DUCK - 21	4,161,805	4,558,051	-8.69%	6,902,335	6,853,845	0.71%	8,391,142	7,951,624	5.53%	24,941,338	25,570,502	-2.46%
SOUTHERN SHORES - 20	1,038,285	946,148	9.74%	2,783,435	1,380,983	101.55%	1,445,866	1,527,834	-5.36%	7,549,484	6,346,341	18.96%
KITTY HAWK - 8	5,189,285	4,834,256	7.34%	7,219,077	7,251,684	-0.45%	8,649,791	8,117,655	6.56%	32,037,543	33,031,010	-3.01%
COLINGTON - 3	450,840	432,016	4.36%	545,411	598,056	-8.80%	643,007	661,272	-2.76%	2,347,588	2,399,280	-2.15%
KILL DEVIL HILLS - 7	9,887,198	9,467,668	4.43%	15,295,240	12,916,559	18.42%	16,248,546	15,616,115	4.05%	63,940,060	60,905,601	4.98%
NAGS HEAD - 14	9,867,741	8,864,888	11.31%	13,338,254	13,239,011	0.75%	15,948,884	15,752,325	1.25%	53,766,694	54,667,897	-1.65%
TOTAL NORTHERN BEACHES	30,595,154	29,103,027	5.13%	46,083,752	42,240,138	9.10%	51,327,236	49,626,825	3.43%	184,582,707	182,920,631	0.91%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	2,106,414	2,321,519	-9.27%	2,662,984	2,712,329	-1.82%	2,889,087	2,942,994	-1.83%	12,909,703	13,617,036	-5.19%
MANTEO-OUTSIDE - 11	525,032	476,118	10.27%	608,574	570,993	6.58%	674,200	601,112	12.16%	3,200,425	2,928,578	9.28%
TOTAL ROANOKE ISLAND	2,631,446	2,797,637	-5.94%	3,271,558	3,283,322	-0.36%	3,563,287	3,544,106	0.54%	16,110,128	16,545,614	-2.63%
TOTAL	39,078,063	37,191,059	5.07%	57,344,840	53,653,158	6.88%	64,106,859	62,371,753	2.78%	230,283,909	229,447,467	0.36%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT																
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	TOTAL	TOTAL
AVON	625,203	4.0%	424,551	2.8%	866,199	3.6%	1,787,717	5.3%	3,154,324	5.5%	9,848,495	6.0%	10,676,247	5.9%	27,382,736	5.6%
BUXTON	155,201	1.0%	204,981	1.3%	481,827	2.0%	792,306	2.4%	1,440,845	2.5%	3,143,892	1.9%	3,470,937	1.9%	9,689,989	2.0%
COLINGTON	27,314	0.2%	10,488	0.1%	29,870	0.1%	42,984	0.1%	119,817	0.2%	461,508	0.3%	504,346	0.3%	1,196,327	0.2%
FRISCO	127,568	0.8%	115,835	0.8%	277,056	1.2%	722,397	2.2%	1,324,351	2.3%	3,495,906	2.1%	3,689,915	2.0%	9,753,028	2.0%
HATTERAS	190,645	1.2%	219,953	1.4%	427,926	1.8%	1,082,612	3.2%	2,177,421	3.8%	6,370,344	3.9%	6,776,201	3.7%	17,245,102	3.5%
KILL DEVIL HILLS	4,120,872	26.4%	4,185,786	27.4%	6,048,428	25.4%	8,676,544	25.9%	13,419,764	23.4%	29,515,991	18.1%	32,473,986	17.9%	98,441,371	20.1%
KITTY HAWK	1,559,852	10.0%	1,623,727	10.6%	2,600,393	10.9%	2,834,051	8.5%	4,598,742	8.0%	10,710,260	6.6%	11,442,657	6.3%	35,369,682	7.2%
MANTEO-TOWN	285,739	1.8%	543,102	3.6%	513,059	2.2%	708,252	2.1%	940,369	1.6%	1,993,363	1.2%	2,477,533	1.4%	7,461,417	1.5%
NAGS HEAD	4,165,184	26.7%	3,746,974	24.6%	5,805,991	24.3%	7,882,797	23.5%	13,888,487	24.2%	43,095,222	26.4%	49,963,178	27.5%	128,547,833	26.2%
RODANTHE	425,595	2.7%	441,288	2.9%	597,879	2.5%	1,048,566	3.1%	1,671,946	2.9%	4,911,069	3.0%	5,237,232	2.9%	14,333,575	2.9%
SALVO	226,199	1.5%	180,158	1.2%	367,083	1.5%	693,169	2.1%	1,383,798	2.4%	5,479,663	3.4%	5,958,348	3.3%	14,288,418	2.9%
WAVES	120,379	0.8%	180,621	1.2%	239,206	1.0%	488,648	1.5%	706,733	1.2%	2,996,167	1.8%	3,326,920	1.8%	8,058,674	1.6%
SOUTHERN SHORES	840,739	5.4%	717,292	4.7%	1,100,121	4.6%	1,086,297	3.2%	2,724,217	4.7%	10,179,646	6.2%	11,092,487	6.1%	27,740,799	5.7%
DUCK	1,632,266	10.5%	1,421,388	9.3%	2,704,153	11.3%	3,766,066	11.2%	7,059,910	12.3%	26,970,691	16.6%	30,803,924	16.9%	74,358,398	15.2%
RIM (ROANOKE ISL. MAINL	910,365	5.8%	977,265	6.4%	1,243,822	5.2%	1,114,733	3.3%	1,388,368	2.4%	1,467,165	0.9%	1,181,485	0.6%	8,283,203	1.7%
OTC UNATTRIBUTED	175,273	1.1%	263,344	1.7%	552,764	2.3%	768,762	2.3%	1,370,448	2.4%	2,317,315	1.4%	2,786,075	1.5%	8,233,981	1.7%
TOTAL	15,588,394	100.0%	15,256,753	100.0%	23,855,777	100.0%	33,495,901	100.0%	57,369,540	100.0%	162,956,697	100.0%	181,861,471	100.0%	490,384,533	100.0%

DARE COUNTY GROSS																
MEALS BY DISTRICT	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	TOTAL	TOTAL
AVON - 1	240,018	2.1%	237,540	1.8%	458,389	2.4%	764,154	2.9%	2,077,622	5.3%	2,337,510	4.1%	2,990,492	4.7%	9,105,725	4.0%
BUXTON - 2	219,407	2.0%	239,743	1.9%	693,233	3.6%	1,064,459	4.1%	1,466,741	3.8%	1,916,959	3.3%	2,124,475	3.3%	7,725,017	3.4%
COLINGTON - 3	74,603	0.7%	176,001	1.4%	154,804	0.8%	302,922	1.2%	450,840	1.2%	545,411	1.0%	643,007	1.0%	2,347,588	1.0%
FRISCO - 5	154,070	1.4%	125,147	1.0%	215,225	1.1%	293,688	1.1%	479,424	1.2%	674,349	1.2%	743,620	1.2%	2,685,523	1.2%
HATTERAS - 6	32,102	0.3%	72,846	0.6%	222,938	1.1%	534,983	2.0%	899,956	2.3%	1,410,665	2.5%	1,284,599	2.0%	4,458,089	1.9%
KILL DEVIL HILLS - 7	3,708,673	33.2%	4,214,253	32.6%	6,779,828	34.9%	7,806,322	29.8%	9,887,198	25.3%	15,295,240	26.7%	16,248,546	25.3%	63,940,060	27.8%
KITTY HAWK - 8	2,136,451	19.1%	2,188,744	16.9%	2,616,082	13.5%	4,038,113	15.4%	5,189,285	13.3%	7,219,077	12.6%	8,649,791	13.5%	32,037,543	13.9%
MANTEO-TOWN - 10	1,097,187	9.8%	1,124,672	8.7%	1,295,396	6.7%	1,733,963	6.6%	2,106,414	5.4%	2,662,984	4.6%	2,889,087	4.5%	12,909,703	5.6%
RIM (ROANOKE ISL. M	322,598	2.9%	302,377	2.3%	355,324	1.8%	412,320	1.6%	525,032	1.3%	608,574	1.1%	674,200	1.1%	3,200,425	1.4%
NAGS HEAD - 14	2,187,827	19.6%	2,847,377	22.0%	3,898,906	20.1%	5,677,705	21.7%	9,867,741	25.3%	13,338,254	23.3%	15,948,884	24.9%	53,766,694	23.3%
RODANTHE - 15	28,734	0.3%	12,139	0.1%	227,835	1.2%	209,574	0.8%	460,399	1.2%	785,885	1.4%	903,981	1.4%	2,628,547	1.1%
SALVO - 18	4,469	0.0%	2,436	0.0%	7,337	0.0%	4,150	0.0%	8,749	0.0%	54,246	0.1%	139,253	0.2%	220,640	0.1%
WAVES - 19	38,688	0.3%	39,180	0.3%	126,051	0.6%	265,210	1.0%	458,572	1.2%	809,916	1.4%	1,029,916	1.6%	2,767,533	1.2%
SOUTHERN SHORES -	446,156	4.0%	496,778	3.8%	677,177	3.5%	661,787	2.5%	1,038,285	2.7%	2,783,435	4.9%	1,445,866	2.3%	7,549,484	3.3%
DUCK - 21	488,383	4.4%	850,696	6.6%	1,694,315	8.7%	2,452,662	9.4%	4,161,805	10.6%	6,902,335	12.0%	8,391,142	13.1%	24,941,338	10.8%
TOTAL	11,179,366	100.0%	12,929,929	100.0%	19,422,840	100.0%	26,222,012	100.0%	39,078,063	100.0%	57,344,840	100.0%	64,106,859	100.0%	230,283,909	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
 General Fund - YTD thru 8/31/24

	Jul - Aug 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	2,585,008.31	4,845,904.00	-2,260,895.69	53.3%
3040 · Meals Tax - 75%	894,181.82	2,216,141.00	-1,321,959.18	40.3%
3050 · Website Advertising	28,107.00	125,000.00	-96,893.00	22.5%
3210 · Interest Income	118,832.86	360,050.00	-241,417.14	32.9%
3220 · Other	0.00	1,000.00	-1,000.00	0.0%
Total Income	3,625,929.99	7,548,095.00	-3,922,165.01	48.0%
Gross Profit	3,625,929.99	7,548,095.00	-3,922,165.01	48.0%
Expense				
5000 · Director Compensation	2,850.00	17,100.00	-14,250.00	16.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	76.92	7,000.00	-6,923.08	1.1%
5003 · Directors & Officers Insurance	2,628.67	3,125.00	-496.33	84.1%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	167,606.92	1,085,900.00	-918,293.08	15.4%
5020 · Salaries (Part Time) Promotion	16,098.71	134,650.00	-118,551.29	12.0%
5025 · Salaries (Part Time) Welcome AB	16,255.05	119,100.00	-102,844.95	13.6%
5026 · Salaries (Part Time) Welcome RI	27,758.49	180,045.00	-152,286.51	15.4%
5030 · Payroll Taxes	17,265.89	124,070.00	-106,804.11	13.9%
5040 · Employee Insurance	47,055.60	179,900.00	-132,844.40	26.2%
5050 · Retirement	23,600.52	159,910.00	-136,309.48	14.8%
5055 · 401(k) Match	1,358.56	10,860.00	-9,501.44	12.5%
5060 · Workmens Compensation	2,082.44	2,385.00	-302.56	87.3%
5080 · Employee Relations	0.00	3,540.00	-3,540.00	0.0%
5090 · Training	1,076.37	13,340.00	-12,263.63	8.1%
5110 · Contracted Service	4,722.00	29,085.00	-24,363.00	16.2%
5140 · Audit	0.00	13,650.00	-13,650.00	0.0%
5170 · Other Professional Services	0.00	10,800.00	-10,800.00	0.0%
5180 · Legal	7,300.00	38,500.00	-31,200.00	19.0%
5185 · Research	62,187.00	188,500.00	-126,313.00	33.0%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	337,011.57	1,629,065.00	-1,292,053.43	20.7%
5502 · Advertising - Production Fee	190,351.00	190,000.00	351.00	100.2%
5510 · Advertising - Event Dev & Mktg	0.00	73,100.00	-73,100.00	0.0%
5515 · Advertising - Online	719,609.12	2,766,820.00	-2,047,210.88	26.0%
5525 · Community Relations	4,227.50	30,000.00	-25,772.50	14.1%
5530 · Legal Notices	80.00	1,500.00	-1,420.00	5.3%
5560 · Brochures/Production & Printing	0.00	21,650.00	-21,650.00	0.0%
5580 · Promotional Aids	0.00	8,500.00	-8,500.00	0.0%
6100 · Familiarization Tours	13,700.36	110,000.00	-96,299.64	12.5%
6101 · Group sales	9,000.00	30,000.00	-21,000.00	30.0%
6130 · Uniforms	0.00	3,420.00	-3,420.00	0.0%
6150 · Event Grant	103,895.03	832,000.00	-728,104.97	12.5%
6160 · Long Range Tourism Plan	13,073.09	275,000.00	-261,926.91	4.8%
6170 · Tourism Summit	1,182.29	27,500.00	-26,317.71	4.3%
6200 · Postage and Delivery	4,213.07	200,200.00	-195,986.93	2.1%
6300 · Travel	3,170.83	60,675.00	-57,504.17	5.2%
6305 · Vehicle Maintenance	66.50	3,000.00	-2,933.50	2.2%
6320 · Registrations	12,580.00	40,000.00	-27,420.00	31.5%
6340 · Travel Show Exhibit	0.00	5,000.00	-5,000.00	0.0%
6420 · Dues and Subscriptions	29,172.53	69,850.00	-40,677.47	41.8%
6440 · Insurance	27,582.00	40,510.00	-12,928.00	68.1%
6460 · Telephone	5,714.72	37,825.00	-32,110.28	15.1%
6500 · Equipment	1,503.03	31,200.00	-29,696.97	4.8%
6510 · Expendable Equipment	0.00	3,275.00	-3,275.00	0.0%
6530 · Technical Support	320.25	5,800.00	-5,279.75	5.7%
6580 · Utilities	2,895.30	18,360.00	-15,464.70	15.8%
6600 · Cleaning/maintenance supplies	5.91	2,600.00	-2,594.09	0.2%
6610 · Building Maintenance	3,415.83	37,000.00	-33,584.17	9.2%
6620 · Equipment Service Contracts	320.40	3,100.00	-2,779.60	10.3%
6640 · Equipment Rent	6,216.34	33,840.00	-27,623.66	18.4%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	1,338.97	23,025.00	-21,686.03	5.8%
6800 · Bank Service Charges	246.00	3,240.00	-2,994.00	7.6%
6810 · Web Site/Internet	4,378.95	52,000.00	-47,621.05	8.4%
Total Expense	1,895,193.73	8,998,865.00	-7,103,671.27	21.1%
Net Ordinary Income	1,730,736.26	-1,450,770.00	3,181,506.26	-119.3%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
 General Fund - YTD thru 8/31/24

	Jul - Aug 24	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	7,500.00	39,000.00	-31,500.00	19.2%
Total 9920 · Transfer from Travel Guide Fund	7,500.00	39,000.00	-31,500.00	19.2%
9990 · Unappropriated Fund Balance	0.00	1,812,315.00	-1,812,315.00	0.0%
Total Other Income	7,500.00	1,851,315.00	-1,843,815.00	0.4%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	932.91	110,000.00	-109,067.09	0.8%
62001 · Freight	0.00	5,000.00	-5,000.00	0.0%
Total 9925 · Transfer to Travel Guide	932.91	115,000.00	-114,067.09	0.8%
9950 · Transfer to Event Site Fund	1,092.37	285,545.00	-284,452.63	0.4%
Total Other Expense	2,025.28	400,545.00	-398,519.72	0.5%
Net Other Income	5,474.72	1,450,770.00	-1,445,295.28	0.4%
Net Income	1,736,210.98	0.00	1,736,210.98	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 8/31/24

	Jul - Aug 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	2.88	50.00	-47.12	5.8%
Total Income	2.88	50.00	-47.12	5.8%
Gross Profit	2.88	50.00	-47.12	5.8%
Net Ordinary Income	2.88	50.00	-47.12	5.8%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	7,500.00	39,000.00	-31,500.00	19.2%
Total 9920 · Transfer from Travel Guide Fund	7,500.00	39,000.00	-31,500.00	19.2%
Total Other Income	7,500.00	39,000.00	-31,500.00	19.2%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	932.91	110,000.00	-109,067.09	0.8%
62001 · Freight	0.00	5,000.00	-5,000.00	0.0%
Total 9925 · Transfer to Travel Guide	932.91	115,000.00	-114,067.09	0.8%
Total Other Expense	932.91	115,000.00	-114,067.09	0.8%
Net Other Income	6,567.09	-76,000.00	82,567.09	-8.6%
Net Income	6,569.97	-75,950.00	82,519.97	-8.7%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
 July through August 2024

	Jul - Aug 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	861,669.43	1,615,301.00	-753,631.57	53.3%
3040 · Meals Tax	298,060.60	738,714.00	-440,653.40	40.3%
3210 · Interest	74,278.45	300,000.00	-225,721.55	24.8%
Total Income	1,234,008.48	2,654,015.00	-1,420,006.52	46.5%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	419,231.00	-419,231.00	0.0%
4525 · Event Site	0.00	8,454,015.00	-8,454,015.00	0.0%
4585 · Unappropriated Long-Term	0.00	600,560.00	-600,560.00	0.0%
Total 4000 · Long - Term Projects	0.00	9,473,806.00	-9,473,806.00	0.0%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	147,806.00	147,806.00	0.00	100.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path Hwy 12	0.00	118,855.00	-118,855.00	0.0%
4675 · TIG-Chicamacomico-1874 Station	0.00	115,000.00	-115,000.00	0.0%
4676 · TIG-Duck-Performance Space	0.00	13,549.00	-13,549.00	0.0%
4677 · TIG-Elizabethan Gardens-Pathway	0.00	50,000.00	-50,000.00	0.0%
4679 · TIG-KH-Hwy 158 Multi-Use Path	0.00	400,000.00	-400,000.00	0.0%
4680 · TIG-NH-E. Epstein Sidewalk	49,500.00	49,500.00	0.00	100.0%
4681 · TIG-NH-Governor St Access	0.00	60,477.00	-60,477.00	0.0%
4682 · TIG-NH-W Seachase Sidewalk	45,150.00	45,150.00	0.00	100.0%
4683 · TIG-N.E.S.T. - Signs	2,750.00	2,750.00	0.00	100.0%
4684 · TIG-NC Aquarium -Oyster Exhibit	0.00	121,845.00	-121,845.00	0.0%
4685 · TIG-OBCF-Community Terrace	0.00	85,000.00	-85,000.00	0.0%
4686 · TIG-OB Forever-Restrooms Lighth	0.00	125,000.00	-125,000.00	0.0%
4687 · TIG-RIFP - Loading Dock	0.00	75,000.00	-75,000.00	0.0%
4688 · TIG-Surf Ped-Everyone's Playgro	0.00	282,963.00	-282,963.00	0.0%
4999 · Unappropriated Funds	0.00	1,931,762.00	-1,931,762.00	0.0%
5140 · Audit	0.00	4,550.00	-4,550.00	0.0%
5160 · Fireworks	32,750.00	120,025.00	-87,275.00	27.3%
5170 · Traffic Control - Hwy 12 & 158	0.00	22,030.00	-22,030.00	0.0%
Total 4100 · Short-Term Projects	277,956.00	4,015,262.00	-3,737,306.00	6.9%
Total Expense	277,956.00	13,489,068.00	-13,211,112.00	2.1%
Net Ordinary Income	956,052.48	-10,835,053.00	11,791,105.48	-8.8%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	10,835,053.00	-10,835,053.00	0.0%
Total Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Income	956,052.48	0.00	956,052.48	100.0%

Outer Banks Visitors Bureau
 Restricted Fund Summary
 2023-2024

	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Balance 7/1/2024	Allocation 2024-2026	Allocation Paid	Allocation Transferred	Estimated Balance FY24-26	
Short-term Projects										
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806		(147,806)		0	
TIG - Chicamacomico - 1911 Cookhouse	38,760		(38,760)		0				0	
TIG - Town of NH - Epstein Street Beach Access	250,000		(250,000)		0				0	
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500		(127,500)		0				0	
TIG - Dare County - Frisco Buxton Pathway	200,000			(200,000)	0				0	
TIG - Duck - Ocean Crest Improvements	78,000		(78,000)		0				0	
TIG - KDH - Wright Brothers Sidewalk	177,000		(177,000)		0				0	
TIG - NH - Whalebone Park Restrooms	112,000				112,000				112,000	
TIG - OB Forever - Weather Bureau Signal	34,595		(34,595)		0				0	
TIG - OB Forever - Cape Hatteras Lighthouse Pat	132,000				132,000				132,000	
TIG - SS - Walking Path E. Highway 12	150,000		(150,000)		0				0	
TIG - SS Civic Assoc - Accessible Access 96A	25,000		(25,000)		0				0	
TIG - Chicamacomico - 1674 Life-Saving Station		115,000			115,000				115,000	
TIG - Duck - Performance Space Improvements		13,549			13,549				13,549	
TIG - Elizabethan Garden - Pathway to Discover		50,000			50,000				50,000	
TIG - Frisco Native American - Education Bldg		39,300	(39,300)		0				0	
TIG - KH - Hwy 158 Multi-Use Path		400,000			400,000				400,000	
TIG - NH - E. Epstein Sidewalk		49,500			49,500		(49,500)		0	
TIG - NH - Governor Street Beach Access		60,477			60,477				60,477	
TIG - NH - W. Seachase Drive Access		45,150			45,150		(45,150)		0	
TIG - NEST - Signs		2,750			2,750		(2,750)		0	
TIG - NC Aquarium - Oyster Exhibits		121,845			121,845				121,845	
TIG - OB Community Foundation - Community Terrace		85,000			85,000				85,000	
TIG - OB Forever - Restrooms at Lighthouse Beach		125,000			125,000				125,000	
TIG - RIFP - Concrete Loading Dock		75,000			75,000				75,000	
TIG - SS - Walking Path W. Highway 12		118,855			118,855				118,855	
TIG - Surf Ped Found - Everyone's Playground		282,963			282,963				282,963	
Fireworks	76,581		(55,000)	60,025	81,606		(32,750)	60,000	108,856	
Audit	190		(3,625)	3,435	0			4,550	4,550	
Highway 158/Highway 12 Intersection	6,560		(4,550)	20,000	22,030			0	22,030	
Unappropriated Funds	735,481	1,803,714		(1,467,849)	1,071,346	996,181		(64,550)	2,002,977	
TOTAL SHORT TERM COMMITMENTS	2,291,493	3,386,103	(983,330)	(1,584,369)	3,111,676	996,181	(277,956)	0	3,830,102	
Long Term Projects										
Multi-Use Center (100%)	5,631,067	1,384,413	(9,296)		7,006,205	1,447,811	0		8,454,015	
Infrastructure (capped)	442,795		(123,564)		319,231	100,000	0		419,231	
L-T Unappropriated Funds	550,560	200,000	(250,000)		500,560	100,000	0		600,560	
TOTAL LONG TERM COMMITMENTS UNPAID	6,624,442	1,584,413	(382,860)	0	7,825,996	1,647,811	0	0	9,473,806	
Total	8,915,935	4,972,516	(1,366,190)	#	(1,584,369)	10,937,672	2,643,992	(277,956)	0	13,303,908
Cash on Hand 8/31/24								Checking	34,714	
								Savings	11,931,542	
Total Cash on Hand									11,966,256	
25% of Occupancy & Meals Income per Budget										
September									471,098	
October									219,336	
November									123,206	
December									64,388	
January									51,561	
February									63,579	
March									57,570	
April									65,684	
May									128,774	
June									163,790	
									1,409,986	
Unappropriated Balances									72,334	
Transfer from General Fund						2,569,716	*			
30% Short-term						706,205				
Amount over budget to short-term						215,689				
Short-term Interest						74,278				
						996,181				
70% Long-term								1,647,811		
Long-term Interest								0		
								1,647,811	*	

* Estimate Based on Actual through August and Budgeted Figures
 # Agrees to Financial Statements

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Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
 July through August 2024

	Jul - Aug 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	2,375.00	2,000.00	375.00	118.8%
3200 · Site Rental Income - Other	0.00	24,350.00	-24,350.00	0.0%
Total 3200 · Site Rental Income	2,375.00	26,350.00	-23,975.00	8.0%
3210 · Interest Income	324.79	500.00	-175.21	65.0%
3250 · Lease Income	6,138.70	52,700.00	-46,561.30	11.6%
9999 · Unappropriated Funds	0.00	30,380.00	-30,380.00	0.0%
Total Income	8,838.49	109,930.00	-101,091.51	8.0%
Expense				
5160 · Event Development & Marketing	1,067.51	50,000.00	-48,932.49	2.1%
5170 · Other Professional Services	0.00	55,000.00	-55,000.00	0.0%
6440 · Insurance	9,725.00	9,725.00	0.00	100.0%
6580 · Utilities	3,204.39	40,665.00	-37,460.61	7.9%
6610 · Repairs & Maintenance	41,215.31	220,015.00	-178,799.69	18.7%
6700 · Office Supplies	47.51	270.00	-222.49	17.6%
9990 · Unappropriated Other Expenses	2,800.00	20,000.00	-17,200.00	14.0%
Total Expense	58,059.72	395,675.00	-337,615.28	14.7%
Net Ordinary Income	-49,221.23	-285,745.00	236,523.77	17.2%
Other Income/Expense				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	285,545.00	-285,545.00	0.0%
Total Other Income	0.00	285,745.00	-285,745.00	0.0%
Net Other Income	0.00	285,745.00	-285,745.00	0.0%
Net Income	-49,221.23	0.00	-49,221.23	100.0%

DARE COUNTY TOURISM BOARD

31-Aug-24

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	M MARKET FIRST NATIONAL	CD'S SOUTHERN	CD'S PNC Bank	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	TOTAL
GENERAL FUND	56,800	6,823,313	859,305	1,137,188	2,870,590	0	1,033,161	1,055,175	1,860,895	3,119,300	18,815,727
RESTRICTED FUND	34,714	6,760,903			1,299,908	250,000	0	1,040,808	1,829,923	750,000	11,966,256
TRAVEL GUIDE	10,464										10,464
MERCHANDISE SALES	166,012										166,012
EVENT SITE FUND	499,817										499,817
TOTAL	767,807	13,584,216	859,305	1,137,188	4,170,498	250,000	1,033,161	2,095,983	3,690,818	3,869,300	31,458,275
TOTAL % EACH BANK	6.85%	43.18%	6.02%		25.56%			6.66%	11.73%		100.00%
INTEREST RATES	0.40%	5.22%	3.50%	3.15%	2.43%	0.00%	4.90%	4.4% & 4.65%	4.96%, 4.9%, 4.86%	5.15%, 5.09% & 4.5%	
TOTAL CHECKING & CD'S	31,458,275										
60% ALLOWED IN ANY BANK	18,874,965										
25% ALLOWED IN ANY ONE INV	7,864,569										
60% General Fund Reserved Balance is \$5,385,705.											
100% Restricted Fund Balance Restricted by House Bill 225											\$11,966,256

Event Grant Requests

Fiscal Year 2024/2025

<i>Organization & Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Chicamacomico Historical Association</i>	\$ 9,894.00	\$ 2,000.00	Marketing, T-Shirts, Music	FY20/21:\$1000
<i>Easter on Hatteras 2025</i>				
<i>April 16-18, 2025</i>				
<i>Dare County Arts Council</i>	\$ 5,000.00	\$ 4,500.00	Entertainment, Marketing	FY23/24:\$5000
<i>Artrageous Kids Art Festival 2025</i>	Max eligible			FY22/23:\$4500
<i>May 10, 2025</i>	(\$10,000 req)			FY21/22:\$7500
<i>Dare County Arts Council</i>	\$ 5,000.00	\$ 4,000.00	Entertainment, Marketing	FY23/24:\$4000
<i>2025 Dare Arts Pride Project</i>				FY22/23:\$3000
<i>June 1-15, 2025</i>				
<i>Dare Education Foundation</i>	\$ 2,000.00	\$ 1,000.00	Marketing, Rentals	New Event
<i>NYNY Dueling Pianos 2025</i>				
<i>January 31, 2025</i>				
<i>Dare Co. Master Gardener Volunteer Assoc</i>	\$ 5,000.00	\$ 3,000.00	Marketing, Rentals	New Event
<i>2025 Coastal Gardening Festival</i>				
<i>May 3, 2025</i>				
<i>Dare County Restaurant Association</i>	\$ 20,000.00	\$ 15,000.00	Marketing, Rentals of Infrastructure	FY23/24:\$20000
<i>OBX Taste of the Beach 2025</i>	Max eligible			FY22/23:\$20000
<i>Late March/Early April</i>	(\$30,000 req)			FY21/22:\$25000
<i>Eastern Surfing Association OBNC District</i>	\$ 20,000.00	\$ 12,500.00	Infrastructure, T-Shirts, Marketing	FY23/24:\$12500
<i>ESA 2025 Mid-Atlantic Regional Surfing Championship</i>	Max eligible			FY22/23:\$12500
<i>April 25-27, 2025</i>	(\$26,400 req)			FY21/22:\$12500
<i>Elizabethan Gardens</i>	\$ 30,000.00	\$ 20,000.00	Marketing, Rentals, Lights	FY23/24:\$22000
<i>2024 Winter Lights</i>				FY22/23:\$20000
<i>December 4-28</i>				FY21/22:\$25000
<i>Fellowship of Christian Athletes</i>	\$ 5,000.00	\$ 1,500.00	Marketing, T-Shirts, Infrastructure	New Event
<i>2025 Outer Banks Ride of Champions</i>				
<i>May 3, 2025</i>				
<i>First Flight Society, Inc.</i>	\$ 5,000.00	\$ 2,500.00	Marketing, Entertainment, Rentals	FY23/24:\$3000
<i>121st Anniversary of the Wright Brothers Flight</i>	Max eligible			FY19/20:\$1000
<i>December 16-17, 2024</i>	(\$10,000 req)			FY16/17:\$5000

Event Grant Requests

Fiscal Year 2024/2025

<i>Organization & Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Friends of Jockey's Ridge State Park</i>	\$ 60,000.00	\$ 30,000.00	Entertainment, Marketing, Rentals	New Event
<i>50th Anniversary of Jockey's Ridge State Park</i>				
<i>June 5-8, 2025</i>				
<i>Garage Band Charities</i>	\$ 20,000.00	\$ 15,000.00	Entertainment, Marketing, T-Shirts, Infrastructure	FY23/24:\$15000
<i>2025 OBX Rod & Custom Festival</i>	Max eligible			FY22/23:\$10000
<i>May1-3, 2025</i>	(\$25,000 req)			FY21/22:\$15000
<i>Hatteras Island Youth Education Fund</i>	\$ 5,000.00	\$ 2,000.00	T-Shirts, Marketing	New Event
<i>2025 Lighthouse Legacy 5k</i>				
<i>May 10, 2025</i>				
<i>Hatteras Village Civic Association</i>	\$ 10,000.00	\$ 7,500.00	Marketing, T-Shirts, Entertainment	FY23/24:\$7500
<i>Hatteras Village Offshore Open 2025</i>	Max eligible			FY21/22:\$5000
<i>May 13-17, 2025</i>	(\$15,000 req)			FY19/20:\$32000
<i>Manteo Preservation Trust</i>	\$ 5,000.00	\$ 3,000.00	Marketing	FY23/24: \$4000
<i>2024 Holiday Home Tour</i>	Max eligible			FY22/23: \$2500
<i>December 5-7, 2024</i>	(\$6,665 req)			FY18/19: \$5820
<i>NC Coastal Federation</i>	\$ 5,000.00	\$ 3,500.00	Entertainment, Marketing, Rentals	FY23/24: \$4000
<i>2025 Hatteras Island Oyster Roast</i>	Max eligible			FY20/21: \$3500
<i>February 1, 2025</i>	(\$5,150 req)			FY19/20: \$6000
<i>Outer Banks Board Riders Inc</i>	\$ 4,958.00	\$ 3,000.00	Rentals	New Event
<i>USA Surfing - Prime Series East Surf Contest</i>				
<i>May3-4 or 17-18, 2025</i>				
<i>Outer Banks Conservationists</i>	\$ 4,000.00	\$ 2,500.00	Marketing, Entertainment	FY23/24:\$2500
<i>Christmas on the North End 2024</i>				
<i>December 6-7, 2024</i>				
<i>Outer Banks SPCA</i>	\$ 2,500.00	\$ 1,000.00	Marketing, Entertainment, T-Shirts	FY22/23: \$1000
<i>2025 Bark in the Park</i>				
<i>April 19, 2025</i>				
<i>Outer Banks Sporting Events</i>	\$ 10,000.00	\$ 10,000.00	Rentals, Marketing, Entertainment, T-Shirts	FY23/24:\$12500
<i>Flying Pirate Half Marathon</i>	Max eligible			FY22/23:\$12500
<i>April 11-13, 2025</i>	(\$30,000 req)			FY20/21:\$10000

Event Grant Requests

Fiscal Year 2024/2025

<i>Organization & Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Outer Banks Sporting Events</i>	\$ 5,000.00	\$ 1,500.00	Marketing, T-Shirts, Entertainment, Rentals	FY23/24:\$2000
<i>Running of the Leprechaun</i>				FY19/20:\$2000
<i>March 15, 2025</i>				
<i>Outer Banks Wedding Association</i>	\$ 5,000.00	\$ 3,000.00	Marketing, Rentals, T-Shirts	FY17/18: \$5000
<i>2025 Wedding Expo Weekend</i>				FY15/16: \$3000
<i>January 17-19, 2025</i>				FY13/14: \$5000
<i>Roanoke Island Historical Association</i>	\$ 5,000.00	\$ 3,000.00	Marketing, Rentals, Entertainment	FY23/24:\$4000
<i>Lost Colony Wine, Beer & Culinary Festival</i>				FY22/23:\$3250
<i>April 12, 2025</i>				FY19/20:\$8000
<i>Rotary Club of First Flight</i>	\$ 2,500.00	\$ 1,500.00	Marketing	New Event
<i>Nags Head Woods 5K</i>				
<i>May 10, 2025</i>				
<i>The Secotan Alliance</i>	\$ 3,700.00	\$ 3,000.00	Entertainment, Advertising, Rentals	New Event
<i>In the Spirit of Wingina 2</i>				
<i>May 29-31, 2025</i>				
<i>Theatre of Dare</i>	\$ 10,000.00	\$ 2,500.00	Marketing - for Christmas show only.	New Event
<i>24-25 Theatre of Dare Season</i>				
<i>Dec 1, 2024-June 1, 2025</i>				
<i>Town of Manteo</i>	\$ 20,000.00	\$ 15,000.00	Entertainment, Marketing	FY22/23:\$20000
<i>2024 Midnight Magic in Manteo New Years Eve</i>	Max eligible			FY21/22:\$25000
<i>December 31, 2024</i>	(\$66,400 req)			FY19/20:\$20000
<i>Town of Nags Head</i>	\$ 7,000.00	\$ 4,500.00	Entertainment, Marketing, Infrastructure	FY23/24:\$4000
<i>Kelly's St. Patrick's Day Parade</i>				FY22/23:\$3500
<i>March 17, 2025</i>				FY20/21:\$3000

Total Amount Requested \$ 291,552.00 \$ 177,500.00

PENDING BOARD APPROVAL

Beginning Balance \$ 400,000.00
 Amount Recommended \$ 177,500.00
Remaining Funds \$ 222,500.00

Marketing Dashboard

thru August 2024

	<u>FY 23/24</u>	<u>FY 22/23</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	9,258	6,023	3,235	54%
Completed Video Views	10,604,781	11,132,825	-528,044	-5%
Website Sessions	1,047,024	899,614	147,410	16%
Online Communities				
Email Subscribers	100,250	112,442	-12,192	-11%
Facebook	714,000	718,000	-4,000	-1%
X (Twitter)	40,850	40,492	358	1%
Instagram	131,876	130,567	1,309	1%
Pinterest	23,600	23,500	100	0%
TikTok	<u>99,400</u>	<u>87,800</u>	<u>11,600</u>	<u>13%</u>
Online Communities Subtotal	1,109,976	1,112,801	-2,825	0%



OBVB Marketing Dashboard - Prepared by Hoffman York

This dashboard highlights Outer Banks Visitors Bureau's analytics managed and audited by Hoffman York. It includes delivery highlights for paid media campaigns, outerbanks.org website activity, and leading tourism research partners secured by OBVB (i.e., Zartico, Visa, KeyData).

- **Section I: Fiscal Year 2024-2025 Overview:** Reviews FY24-25 year-to-date (FYTD) versus prior fiscal year-to-date totals.
- **Section II: Website:** Reviews key KPIs/events tracked and website content viewed.
- **Section III: Feeder Market Trends:** Highlights market visitation and interest on state and city levels from research partners and organic website visits.
- **Section IV: HY Managed Media:** Reviews topline delivery metrics for paid media campaigns and email marketing.
- **Section V: Month of Data:** Compares monthly delivery of top-level metrics to the previous year.

August 2024 Highlights

- **Paid Media:** Total impressions delivered were up 10% YoY while video views were down 20% due to the incremental Local TV buy that ran in August last year.
 - Continuity: Delivery continued throughout the month across paid search, native display, WUNC-NPR local radio, and online travel agents.
 - Native Display supported Vacation Rentals, Offers & Packages, Trip Ideas and Paddle Routes. Vacation Rentals achieved both the highest CTR at 0.41% and the most efficient CPC at \$2.25.
 - Fall: All remaining tactics went live:
 - High Impact: Undertone, MiQ, Jun Group (8/1)
 - Jun Group provided 96K site sessions in August, the largest portion (78%) of site traffic from High Impact media.
 - The Undertone Page Grabber provided an average 21% engagement rate within the unit and a 3.5% CTR, translating to over 20K site sessions.
 - Streaming TV: Peacock Pause Ad (8/1)
 - The Pause Ad on-screen QR code garnered 2.1K site sessions and a 57% site engagement rate.
 - Native Display: Teads and Google (Guidebook) (8/1)
 - Sessions driven from Teads Native Display drove a 66% engagement rate on the site, a 14 pt. increase from August 2023.
 - On 8/26, the Heavy-Up Scroller unit launched in Norfolk, DC, Raleigh and Richmond, to encourage last-minute Summer travel.
- **Website:** Total website sessions were up 16% MoM and 17% over August 2023, most of which came from Fall campaign High Impact placement launches including Jun Group and Undertone.
 - Travel Guide Request events increased by nearly 2K over July, placing us well ahead of our goal for Fall. Over half of this traffic came from the launch of Google Native guidebook efforts.
 - Among the top 20 pages, most of the /plan-your-trip/ pages saw increases from paid media traffic. The /firedupforfall/ page also saw a significant increase specifically from Undertone traffic.
 - For the second month in a row, listing details events accounted for 30% of all recorded events, the largest share across events. 65% of Listing Details events came from Organic Search traffic.
- **Email:** In August,, 111K total emails were sent across the consumer marketing contact sublists and various workflow audiences with an overall 17% open rate, 17% CTR (opens) and a 0.26% bounce rate.
 - The CTR (opens) FYTD is nearly 17%, a 16% increase over the same time frame in 2023.
 - The August 2024 OBX monthly email titled, "Sand + Sea + Sky = OBX" had a 16% open rate and 13% CTR (opens).
 - The "Where to Stay" clickable photo garnered 23% of total clicks, followed by the "Places to Eat" clickable photo at 16%.
 - Among all niche workflows, the Foodie email provided the highest CTR (opens) at 45% and drove the most website sessions.
 - Note: Two new widgets were added this month: "New Subscribers - Month of" which compares list growth MoM and "Email Subscribers" showing the total current contacts within the Section V.
 - Note: Users who were initially deemed unengaged when the July monthly OBX email was sent, had a chance to reengage and be added to the engaged users list. The August monthly OBX email was then sent exclusively to the engaged users, which explains the seemingly large drop-off in sends this month. Future monthly emails will only be sent to the engaged list.
- **Zartico:** Data is collected through July 31. August data will be added to the dashboard once it is available and is stable.
- **KeyData:** - new! 3-month revenue and occupancy forecasts have been added to the month vs. previous year graphs.
 - Short Term Rentals
 - Compared to August 2023, Adj. Paid Occupancy was nearly flat while total revenue was down 6%.
 - Looking ahead, September - November forecasts are down 8-12% vs. the same timeframe forecast for 2023 as of 9/3/23.
 - In August, the top 3 states (Virginia, Pennsylvania and Maryland) accounted for 62% of total rent. East Coast states including New Jersey, Connecticut and New York saw large increases (+50%) over July 2024.
 - Hotels
 - Compared to August 2023, Paid Occupancy was down 7% and total revenue was down 11%.
 - Looking ahead, the September occupancy forecast is up 2% while the October - November forecasts are down 9-11% vs. the same timeframe forecast for 2023 as of 9/3/23.
- **Visa:** Data through July 2024 is available. Tracked spend increased 20% MoM however is down -2.5% vs. July 2023.

Section I: Fiscal Year 2024-2025 Overview

Reviews FY24-25 year-to-date (FYTD) versus prior fiscal year-to-date totals

Paid Media Campaigns (HY Managed)

FYTD: Impressions

26,070,408

(23,167,848)

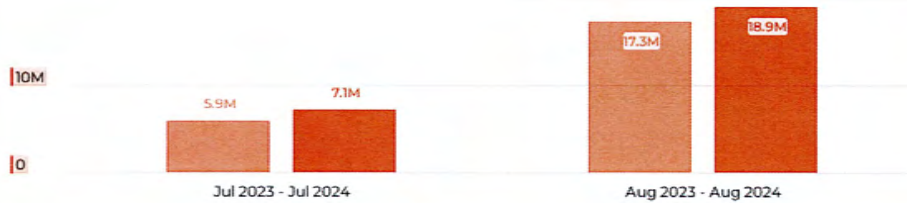
FYTD: Video Views

10,604,781

(11,132,825)

Monthly Impressions v. Previous Year

Impressions



Monthly Video Views v. Previous Year

Video Views



Email Marketing

FYTD: Email Opens

39,242

(46,127)

Outerbanks.org

FYTD: Website Sessions

1,047,024

(899,614)

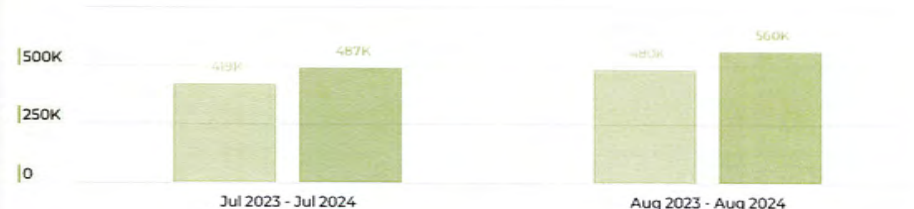
Monthly Email Opens v. Previous Year

Email Opens



Monthly Website Sessions v. Previous Year

Sessions



Tracked Domestic Visitor Spend

FYTD: Zartico Tracked Spend

\$7,243,873 .

(\$7,754,234)

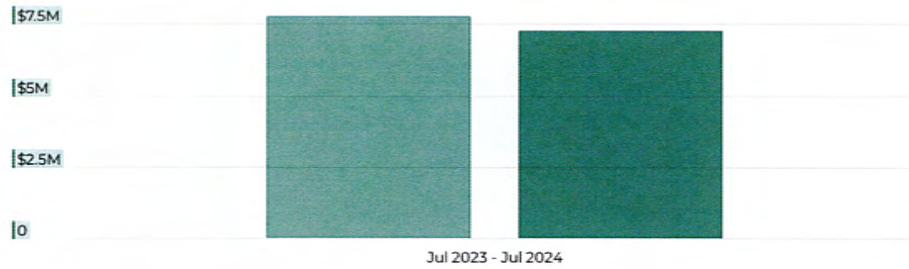
FYTD: Visa Tracked Spend

\$78,776,330 .

(\$80,769,663)

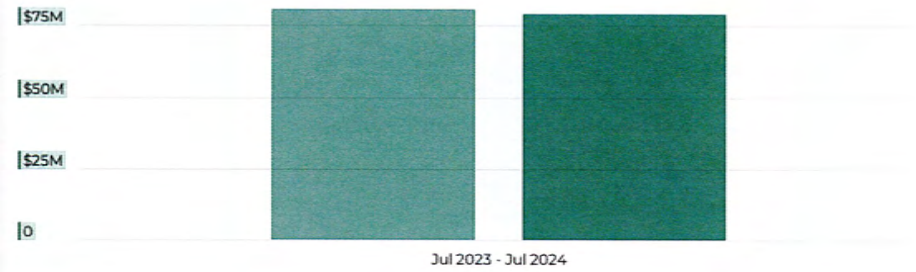
Zartico Monthly Tracked Spend v. Previous Year

Tracked Spend



Visa Monthly Tracked Spend v. Previous Year

Tracked Spend



Tracked spend data has a 14-30 day lag in reporting, data will be continuously updated for past months as new data processes - see notes above for reporting dates included in each report.

KeyData Rental Data

Short Term Rentals

FYTD: Total Revenue (Nightly)

\$199,356,149 -

(\$213,610,651)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 9/5/24 vs. 9/7/23



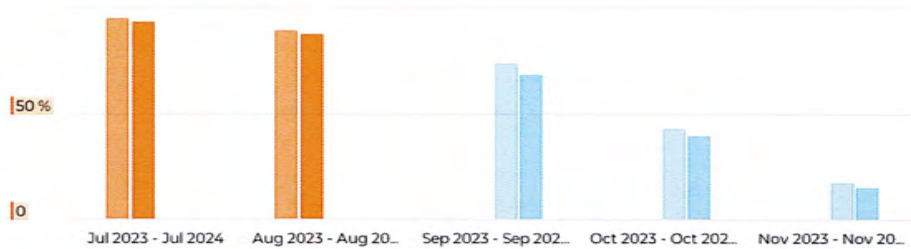
FYTD: Adj. Paid Occupancy %

90 % -

(92 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 9/5/24 vs. 9/7/23



Hotels

FYTD: Total Revenue

\$10,448,459 -

(\$11,789,976)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 9/1/24 vs. 9/3/23



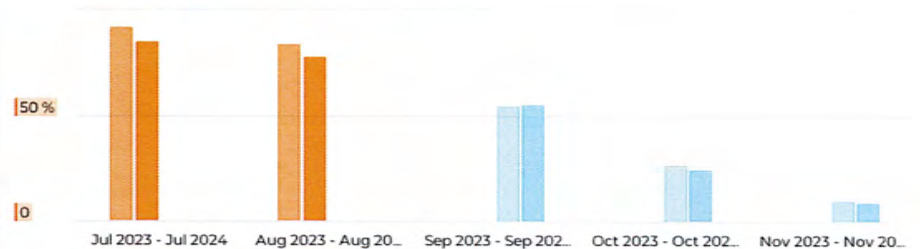
FYTD: Paid Occupancy %

81 % -

(87 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 9/1/24 vs. 9/3/23



Section II: Website

Reviews key KPIs/events tracked and website content viewed

Outerbanks.org Page Views

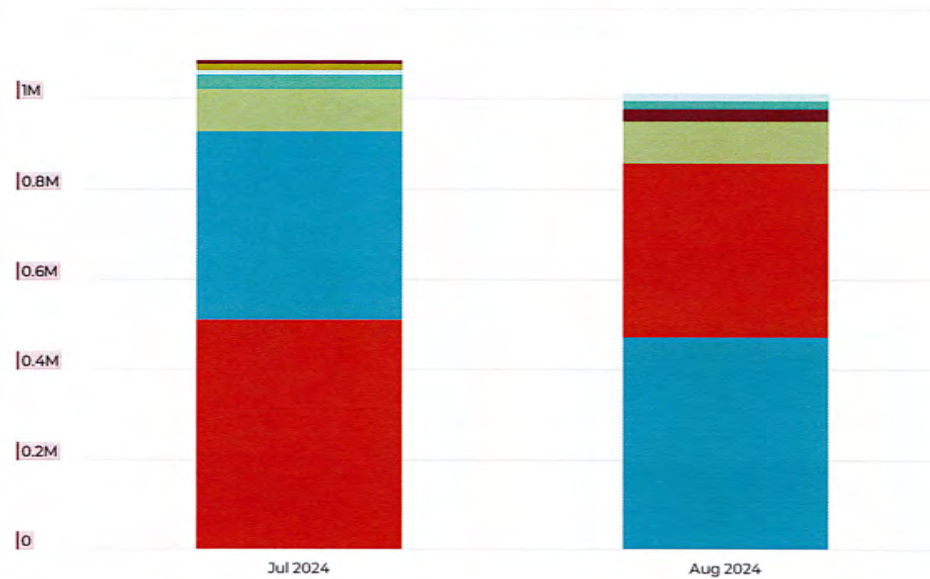
FYTD: Total Page Views

2,098,207 ▲ 1%
(2,076,516)

Monthly Page Views by Traffic Source

Page Views

● Social Media ● Other ● Email ● Referral ● Direct ● Paid Media ● Organic Search



Monthly Top 20 Page Paths Visited v. Previous Month

Web Analytics Page Path	# Page Views ↓	▲ Diff
/plan-your-trip/?rwd=1/	97,353	▲ 973,430% (97,343)
/places-to-stay/vacation-rentals/	90,090	▼ -41% (-63,798)
/	51,793	▼ -17% (-10,565)
/plan-your-trip/towns-and-villages/	48,593	▼ -10% (-5,256)
/plan-your-trip/travel-guide/	43,961	▲ 191% (28,833)
/blog/post/	34,830	▼ -18% (-7,654)
/plan-your-trip/webcams/	31,143	▲ 55% (11,097)
/firedupforall/	28,465	▲ 19,397% (28,319)
/things-to-do/?view=list&sort=quali...	24,789	▼ -21% (-6,412)
/plan-your-trip/beaches/	23,458	▼ -8% (-1,969)
/things-to-do/water-activities/	22,744	▼ -19% (-5,221)
/things-to-do/attractions/	22,369	▼ -32% (-10,352)
/plan-your-trip/getting-here-and-ar...	21,723	▼ -6% (-1,356)
/things-to-do/	19,426	▼ -30% (-8,262)
/plan-your-trip/	17,561	▲ 95% (8,572)
/plan-your-trip/trip-ideas/	16,851	▼ -22% (-4,775)
/places-to-stay/campgrounds-and-...	16,233	▼ -22% (-4,638)
/plan-your-trip/offers-and-packages/	14,129	▲ 37% (3,829)
/places-to-stay/hotels-and-motels/	13,144	▼ -23% (-3,906)
/things-to-do/land-activities/	12,616	▼ -22% (-3,569)

1 - 20 of 20 items

↔ →←

Outerbanks.org KPIs (Events)

FYTD: Key Events

564,911

Monthly Key Events v. Previous Month

Event	# Total ↓	Δ Diff
listing_details_reac...	76,722	▼ -19% (-18,571)
external_link	69,319	▼ -24% (-21,341)
partner_referral	57,324	▼ -25% (-19,101)
blog_section_reach...	35,782	▼ -19% (-8,255)
travel_guide_request	4,375	▲ 73% (1,852)
file_download	3,203	▲ 8% (236)
enews_sign_up	1,636	▲ 25% (327)
view_search_results	903	▼ -15% (-164)
vimeo_video	799	▲ 41% (232)
Total	250,063	▼ -21% (-64,785)

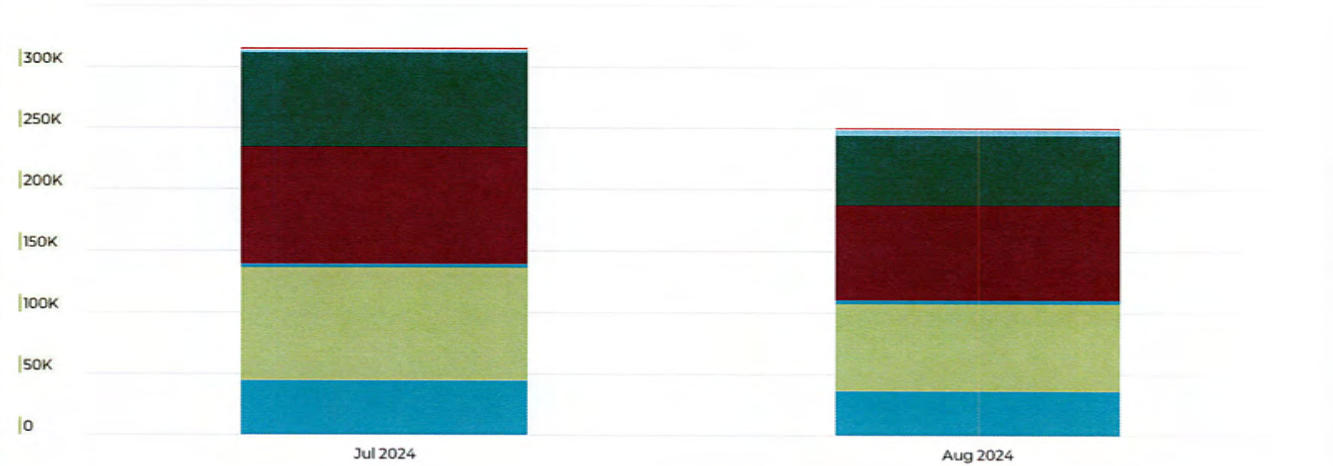
1 - 9 of 9 items

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Total Key Events by Month

Total

● blog_section_reached
 ● enews_sign_up
 ● external_link
 ● file_download
 ● listing_details_reach...
 ● partner_referral
 ● travel_guide_request
 ● view_sear



*Filtered to external link clicks, partner referral clicks, listings details reached, blog section reached, travel guide requests (event count inaccurate until mid-Feb 2024), vimeo-video (loads, plays, completes), file downloads, search results viewed, e-newsletter sign-ups.

Section III: Feeder Market Trends

Highlights market visitation and interest on state and city levels from research partners and organic website visits.

Domestic Geographic Data

Total Rent (KeyData), Organic Search Traffic (GA4), and Tracked Spend (Zartico) by State - Month Of v. Previous Month

State	# KeyData ↓	▲ Diff	# Organic Sessions	▲ Diff	# Zartico	▲ Diff
Virginia	\$21,852,248	▼ -23%	34,804	▼ -16%	--	▼ -100%
Pennsylvania	\$15,928,780	▼ -8%	11,398	▼ -17%	--	▼ -100%
Maryland	\$11,259,124	▲ 4%	6,504	▼ -18%	--	▼ -100%
New York	\$5,837,892	▲ 49%	16,540	▼ -23%	--	▼ -100%
New Jersey	\$5,782,404	▲ 66%	3,741	▼ -5%	--	▼ -100%
North Carolina	\$4,566,044	▼ -40%	25,569	▼ -25%	--	▼ -100%
Ohio	\$2,663,259	▼ -58%	5,782	▼ -25%	--	▼ -100%
West Virginia	\$1,717,776	▼ -36%	1,602	▼ -24%	--	▼ -100%
Connecticut	\$1,303,992	▲ 52%	1,556	▼ -15%	--	▼ -100%
Delaware	\$1,185,874	▲ 13%	746	▼ -20%	--	▼ -100%
Massachusetts	\$1,002,722	▲ 4%	4,354	▼ -9%	--	▼ -100%
Florida	\$763,902	▼ -39%	14,683	▼ -20%	--	▼ -100%
District of Columbia	\$464,703	▼ 0%	1,770	▼ -44%	--	▼ -100%
Michigan	\$447,380	▼ -24%	3,494	▼ -27%	--	▼ -100%
South Carolina	\$412,717	▼ -39%	2,596	▼ -31%	--	▼ -100%
Illinois	\$323,491	▼ -58%	4,143	▼ -12%	--	▼ -100%
Texas	\$256,964	▼ -59%	3,308	▼ -21%	--	▼ -100%
Wisconsin	\$226,992	▲ 39%	881	▼ -9%	--	▼ -100%
Colorado	\$222,219	▼ -45%	1,226	▼ -7%	--	▼ -100%
California	\$214,150	▼ -56%	3,919	▲ 39%	--	▼ -100%
Tennessee	\$198,651	▼ -57%	2,513	▼ -15%	--	▼ -100%
Indiana	\$171,171	▼ -72%	2,674	▼ -29%	--	▼ -100%
Iowa	\$163,402	▼ -29%	581	▼ -12%	--	▼ -100%
New Hampshire	\$161,611	▲ 1%	827	▼ -22%	--	▼ -100%
Minnesota	\$148,666	▼ -10%	734	▼ -16%	--	▼ -100%
Kentucky	\$147,461	▼ -71%	1,799	▼ -26%	--	▼ -100%
Washington	\$136,490	▼ -20%	802	▼ -8%	--	▼ -100%
Total	\$78,331,495	▼ -16%	181,391	▼ -19%	--	▼ -100%

<< < 1 2 > >> 1 - 50 of 52 items

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KeyData Short Term Rental Total Rent

FYTD: Top 50 Cities

City	State	# Total Rent ↓
--	Virginia	\$1,994,620
Pittsburgh	Pennsylvania	\$1,931,356
Richmond	Virginia	\$1,756,275
Alexandria	Virginia	\$1,501,400
Mechanicsville	Virginia	\$1,411,655
Midlothian	Virginia	\$1,315,585
Chesapeake	Virginia	\$1,253,164
Fairfax	Virginia	\$1,214,387
Virginia Beach	Virginia	\$1,158,248
Williamsburg	Virginia	\$1,148,152
Charlottesville	Virginia	\$1,128,023
Arlington	Virginia	\$1,081,252
Fredericksburg	Virginia	\$1,073,523
Ashburn	Virginia	\$952,771
Leesburg	Virginia	\$949,914
Washington	District of Columbia	\$930,092
Raleigh	North Carolina	\$926,704
Glen Allen	Virginia	\$886,013
Vienna	Virginia	\$852,801
Manassas	Virginia	\$786,938
Frederick	Maryland	\$740,790
Herndon	Virginia	\$709,705
Silver Spring	Maryland	\$683,250
Springfield	Virginia	\$662,783
Annapolis	Maryland	\$636,273
Philadelphia	Pennsylvania	\$622,302
Yorktown	Virginia	\$614,599
York	Pennsylvania	\$610,078
Centreville	Virginia	\$592,965
Chesterfield	Virginia	\$564,237
Winchester	Virginia	\$563,953
Cary	North Carolina	\$562,074

1 - 50 of 50 items

↔ →

Outerbanks.org Organic Search Visits

FYTD: Top 50 Cities

City	State	# Visits ↓
Ashburn	Virginia	29,602
New York	New York	26,754
Atlanta	Georgia	21,166
--	Florida	18,972
Roanoke	Virginia	7,043
--	North Carolina	6,616
Chicago	Illinois	6,614
Philadelphia	Pennsylvania	6,084
Virginia Beach	Virginia	5,938
Baltimore	Maryland	5,797
--	Virginia	5,358
Raleigh	North Carolina	5,284
Boston	Massachusetts	5,252
Charlotte	North Carolina	5,222
Kill Devil Hills	North Carolina	5,145
Washington	District of Columbia	4,941
Orlando	Florida	3,701
--	Pennsylvania	3,664
Nags Head	North Carolina	3,663
Miami	Florida	2,847
Dallas	Texas	2,771
Reston	Virginia	2,389
Kitty Hawk	North Carolina	2,209
Jet	Oklahoma	2,181
Corolla	North Carolina	2,096
Pittsburgh	Pennsylvania	1,637
Richmond	Virginia	1,632
--	New Jersey	1,570
Los Angeles	California	1,496
Manteo	North Carolina	1,443
--	Georgia	1,434
--	Maryland	1,410

1 - 50 of 50 items

↔ →

Zartico Tracked Spend

FYTD: States

State	# Tracked Spend ↓
Virginia	\$2,821,421
Pennsylvania	\$856,171
North Carolina	\$601,346
West Virginia	\$601,097
Maryland	\$276,338
New Jersey	\$121,731
New York	\$101,299
Ohio	\$71,585
Tennessee	\$63,975
Kentucky	\$53,370
Florida	\$51,471
Indiana	\$45,388
South Carolina	\$40,909
Illinois	\$35,760
Massachusetts	\$32,540
Wisconsin	\$28,976
California	\$25,560
Connecticut	\$21,262
Georgia	\$18,824
Colorado	\$17,019
Iowa	\$15,688
Texas	\$14,641
Delaware	\$14,595
Michigan	\$12,686
Minnesota	\$11,573
New Hampshire	\$10,538
Washington	\$7,695
Oklahoma	\$7,345
Alabama	\$6,811
Alaska	\$6,513
Kansas	\$5,638
Arizona	\$4,688

1 - 50 of 50 items

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Section IV: HY Managed Media

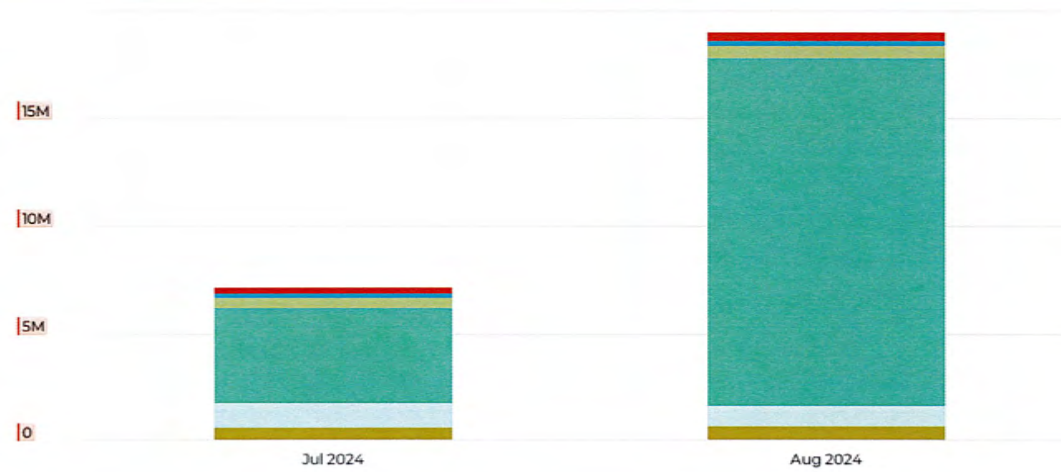
Reviews topline delivery metrics for HY managed paid media campaigns and CRVB's email marketing efforts

Paid Media Campaigns (HY Managed)

Impression Delivery Trends by Campaign

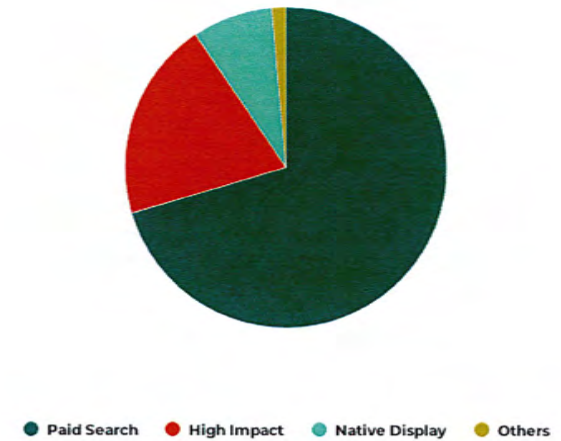
Impressions

● Branded ● FY24-25 Continuity ● FY24-25 Fall ● Lodging (Regional) ● Niche (Regional) ● Travel (Regional)



FYTD: Clicks by Media Type

Clicks



Native Continuity: Blog/Niche Support

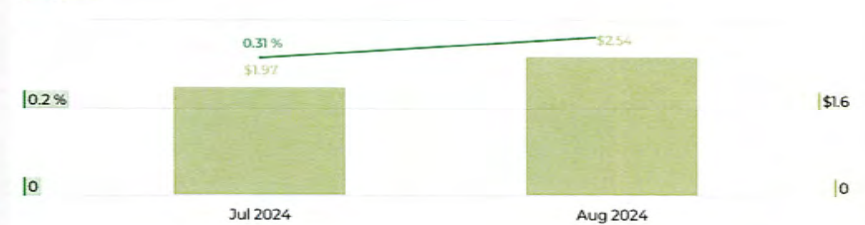
Delivery and Performance by Creative - Month Of

Creative	# Impressions	# CTR ↓	# CPC
Vacation Rentals (August)	78,248	0.41 %	\$2.25
Offers & Packages (August)	114,661	0.40 %	\$2.29
Paddle Routes (August)	113,515	0.33 %	\$2.74
Ideal Itinerary (August)	106,552	0.32 %	\$2.91
Total	412,976	0.36 %	\$2.54

1 - 4 of 4 items

Performance Trends

CTR CPC



Email Marketing

FYTD: Sends
312,886
(235,219)

FYTD: Open Rate
12.58 %
(13.65 %)

FYTD: Clicks
6,486
(6,593)

FYTD: CTR (Opens)
16.53 %
(14.29 %)

New Subscribers - Month Of
5,418
(3,220)

FYTD: Email Performance Trends

[Sends](#) [Opens](#) [Open Rate](#) [CTR \(Opens\)](#) [Bounce Rate](#)



Delivery and Performance by Email Message - Month Of

Message Send Name	# Sends ↓	# Opens	# Clicks	# Open Rate	# CTR (Opens)	# Bounce Rate
August 2024 OBX Email	100,676	16,230	2,079	16.15 %	12.81 %	0.16 %
Welcome Email Workflow	4,611	1,313	661	29.29 %	50.34 %	2.80 %
Art, History and Culture Wor...	1,380	280	109	20.33 %	38.93 %	0.22 %
Foodie Workflow 3.0	1,230	324	147	26.36 %	45.37 %	0.08 %
Family Workflow 3.0	855	206	86	24.09 %	41.75 %	0.00 %
Birding Workflow	779	134	36	17.20 %	26.87 %	0.00 %
Active Vacationer Workflow 3...	500	112	39	22.49 %	34.82 %	0.40 %
Fishing Workflow 3.0	491	114	34	23.22 %	29.82 %	0.00 %
Surfing Workflow	486	74	13	15.23 %	17.57 %	0.00 %
Camping/RV Workflow 3.0	253	51	13	20.16 %	25.49 %	0.00 %
Total	111,261	18,838	3,217	16.98 %	17.08 %	0.26 %

1 - 10 of 10 items

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Executive Summary

Drive Awareness

KPI: Impressions

Performance As Of:	Aug 2024	Aug 2023	Base Goal	Stretch Goal
Current Month	4,388,028	3,799,600	4,103,466	6,155,199
Cumulative Fiscal	6,308,130	6,072,826	5,856,340	8,784,511
Cumulative % To Target		104%	108%	72%

Drive Intent

KPI: Website Sessions Referred by Social Sources

Performance As Of:	Aug 2024	Aug 2023	Base Goal	Stretch Goal
Current Month	20,318	19,572	19,086	28,629
Cumulative Fiscal	29,138	37,869	26,826	40,239
Cumulative % To Target		77%	109%	72%

Engage

KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, Link Clicks, Media Clicks

Performance As Of:	Aug 2024	Aug 2023	Base Goal	Stretch Goal
Current Month	710,726	342,811	845,485	1,268,228
Cumulative Fiscal	1,051,386	695,830	1,223,259	1,834,889
Cumulative % To Target		151%	86%	57%

Convert

KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-Ups

Performance As Of:	Aug 2024	Aug 2023	Base Goal	Stretch Goal
Current Month	1,539	1,253	873	1,396
Cumulative Fiscal	2,567	1,895	1,231	1,970
Cumulative % To Target		135%	208%	130%

Key Messaging:

- Beach hole safety, Nightlife on the OBX, The OBX Promise

Performance Overview:

- Impression, Traffic, and Conversion KPIs continue to outperform expectations. Conversions, specifically are currently outpacing the cumulative stretch goal due to lower cost/conversion efficiencies within the campaigns.
- Engagements are trending slightly below projection; however, performance is currently trending ahead of last year's cumulative performance. Decrease in engagements can primarily be attributed to fewer video views as there were more still image assets promoted this month than typical.

Next Steps & Recommendations:

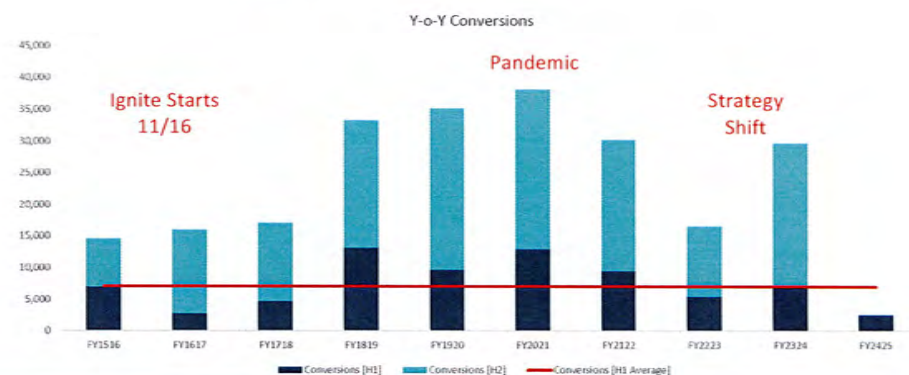
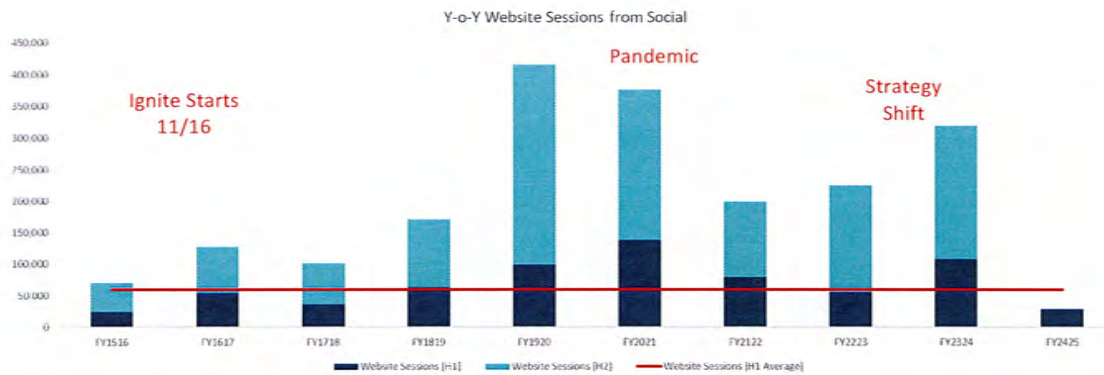
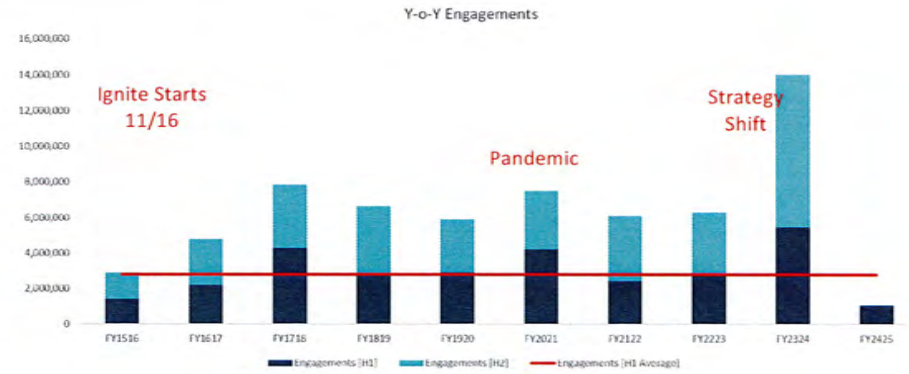
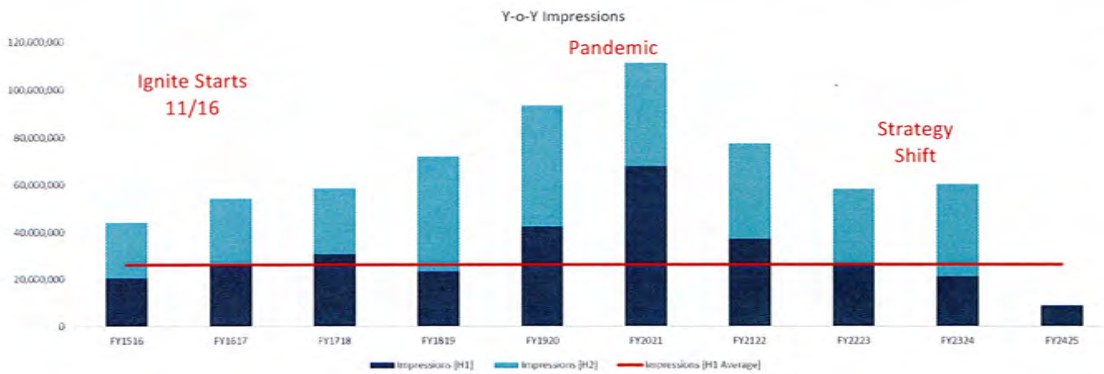
- Test the OBX Promise content on Instagram utilizing the carousel post format.
- Based on the top-performing Packing List pin, the next round of Pinterest content will focus on a seasonal Winter Packing List pin.
- Additionally, more assets are in development based on the high-performing Shipwreck content created on Pinterest.



OBX Social Performance FY15/16 – FY23/24

H1: July – December
H2: January – July

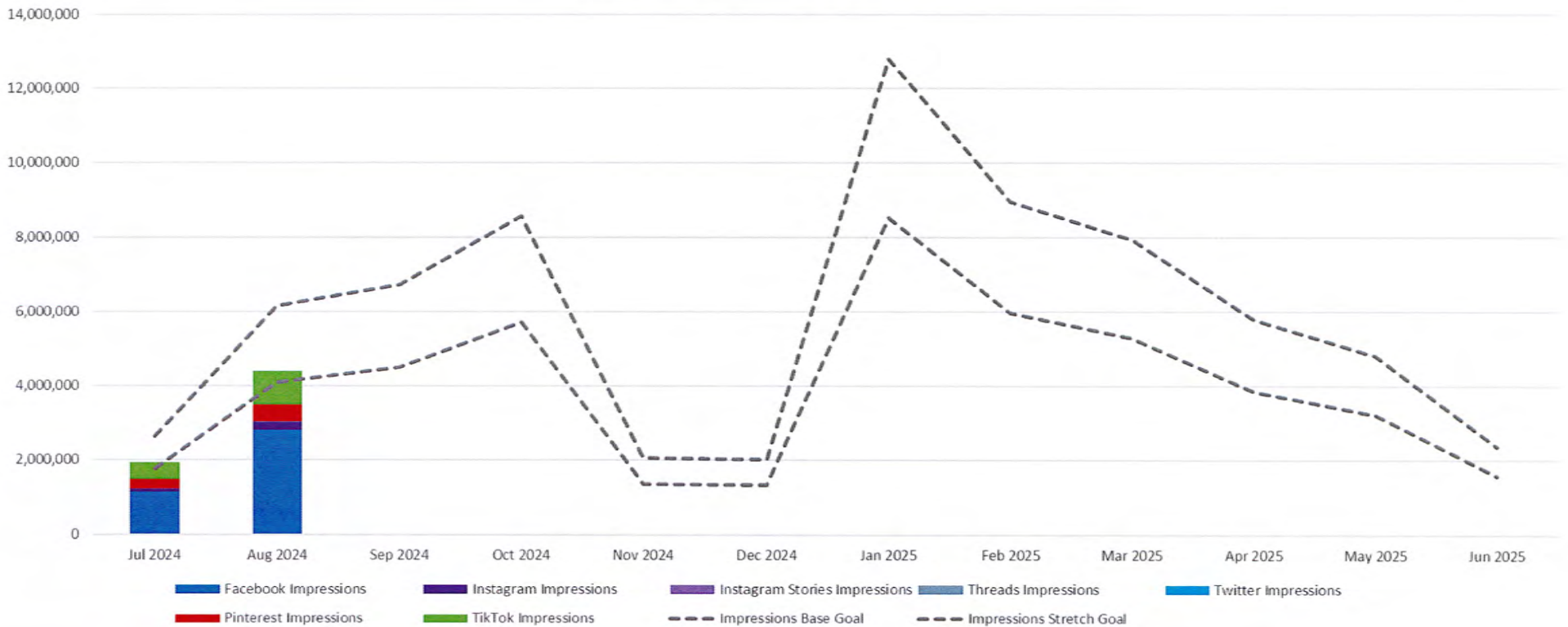
FY2425 data pictured below represents July 2024 – August 2024





Connect M-o-M

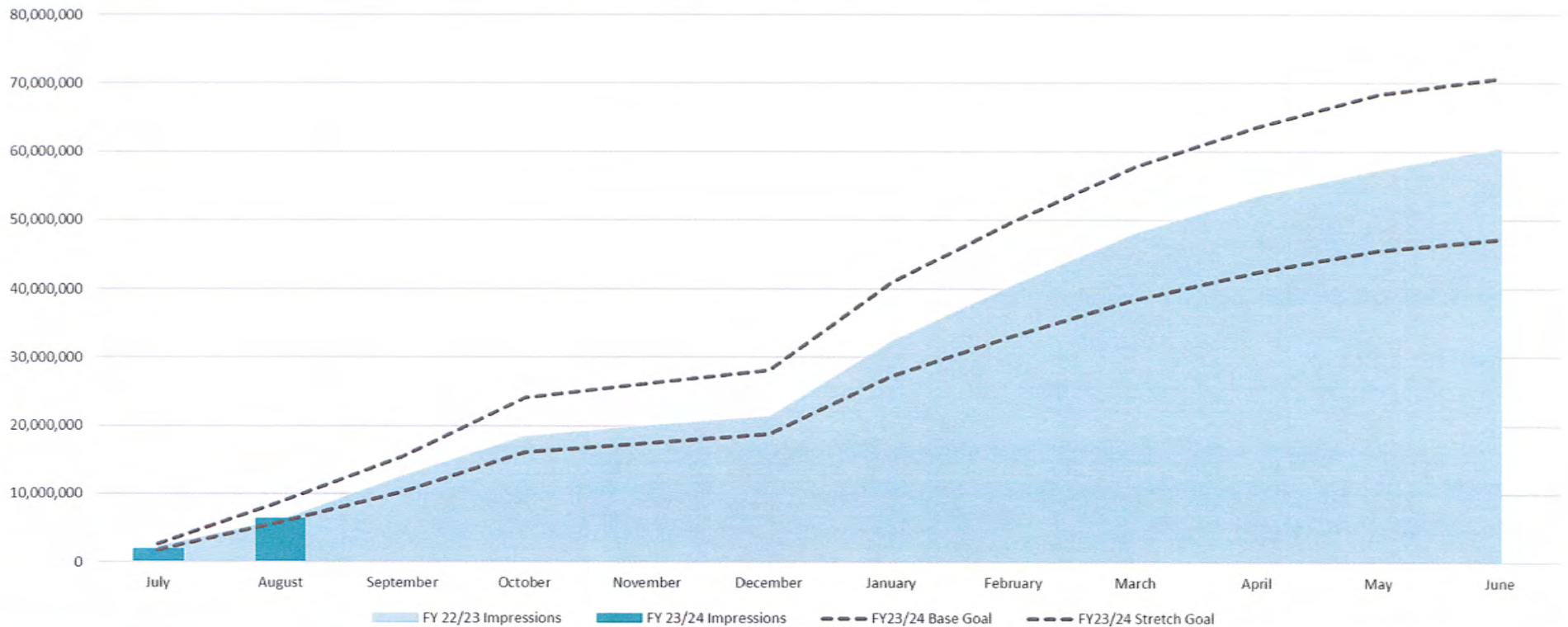
Impressions By Channel vs. Trend To Goal





Connect [Cumulative Performance]

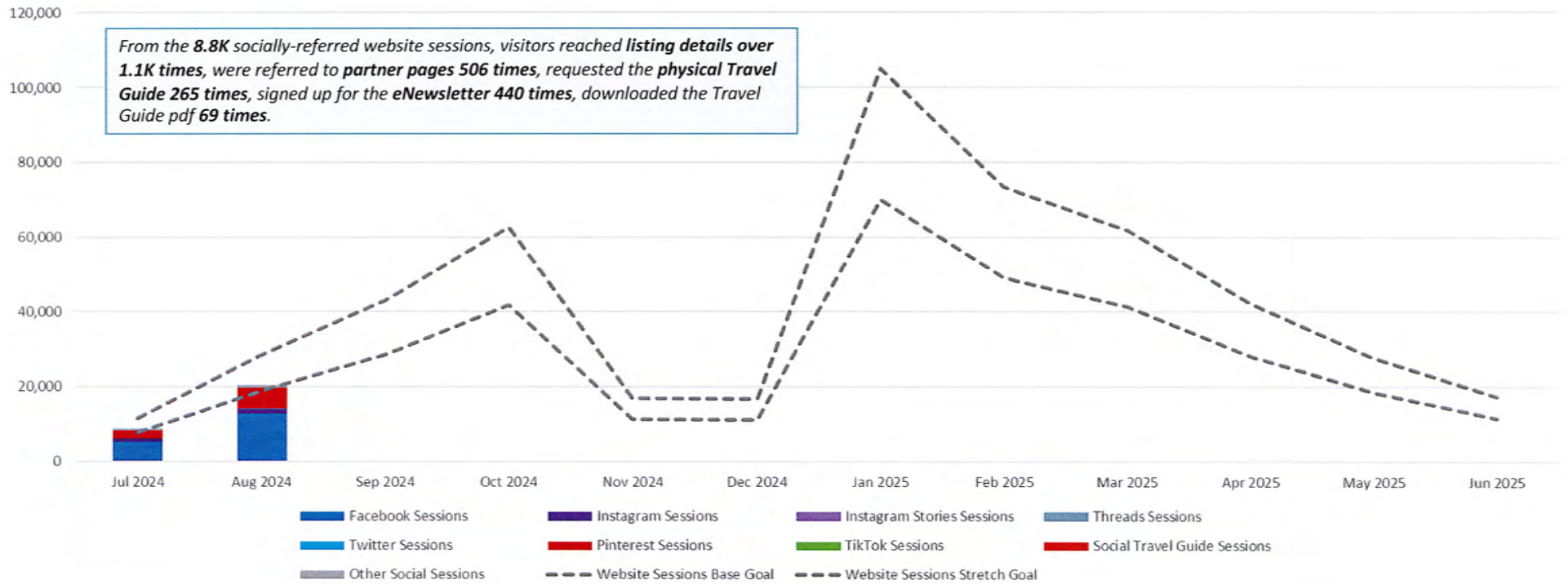
Cumulative Impressions Performance To Goal





Drive Intent

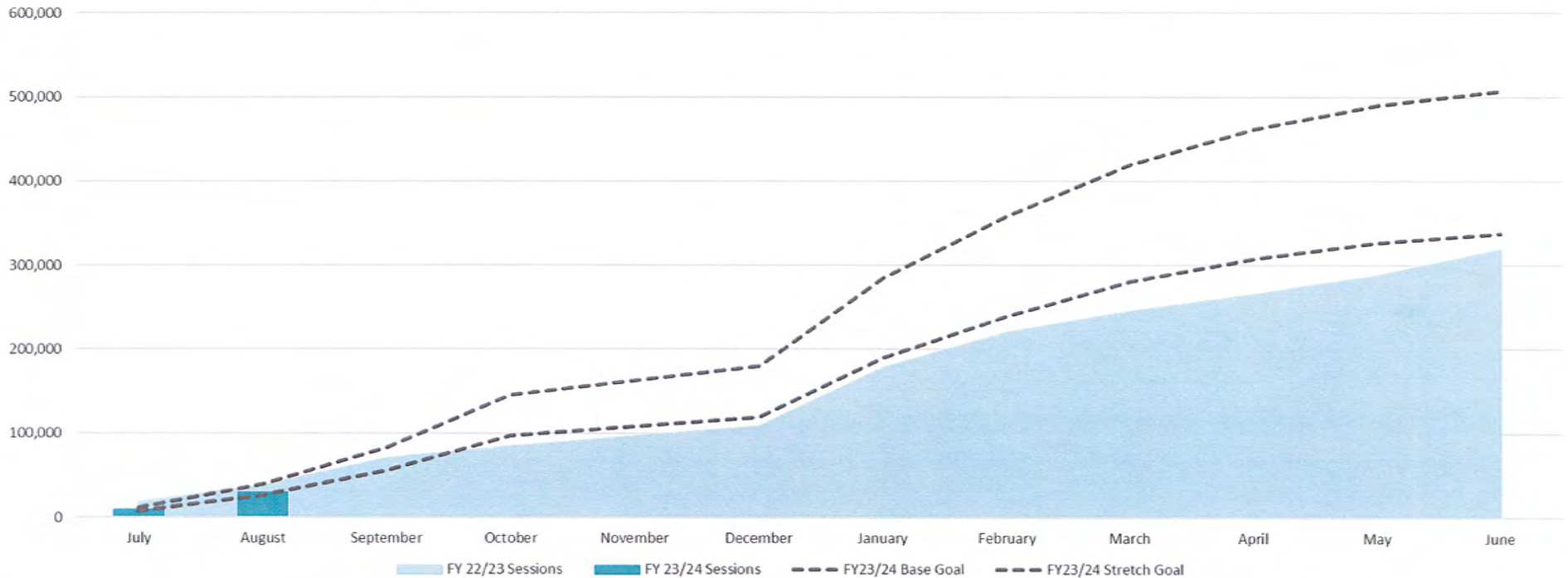
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

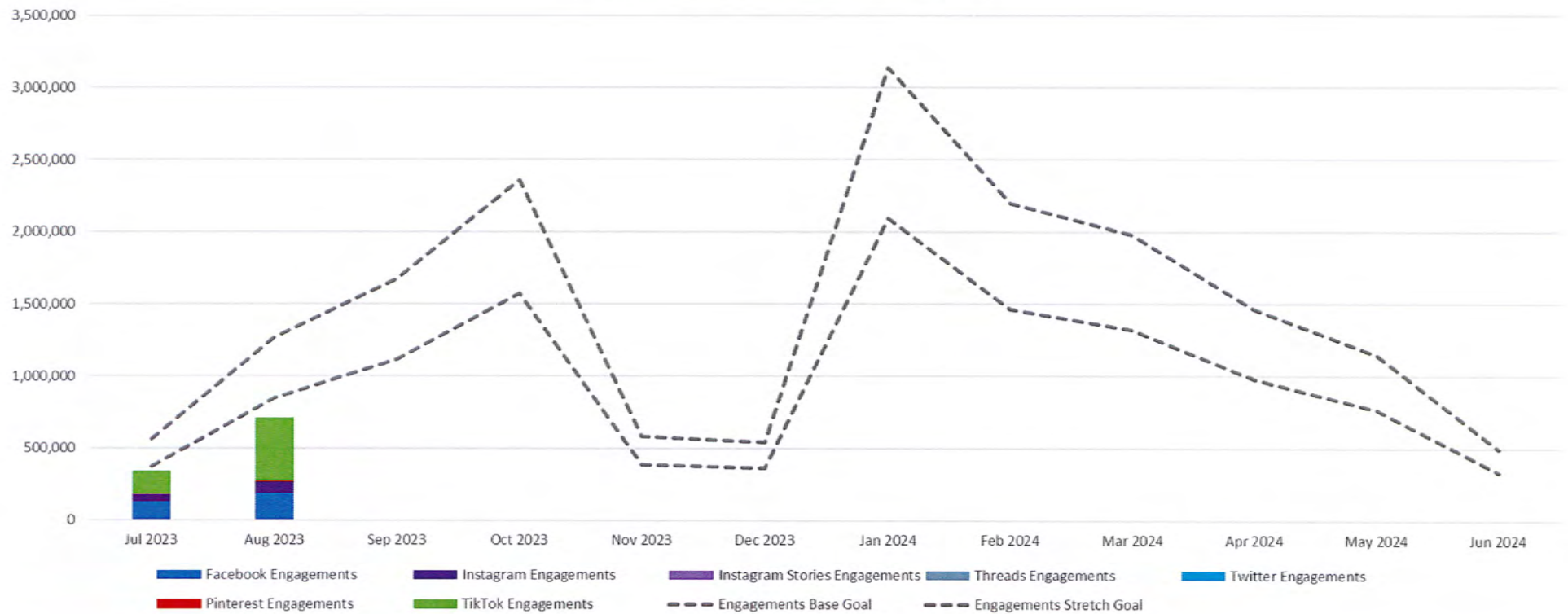
Cumulative Website Sessions Referred from Social Channels Performance To Goal





Engage

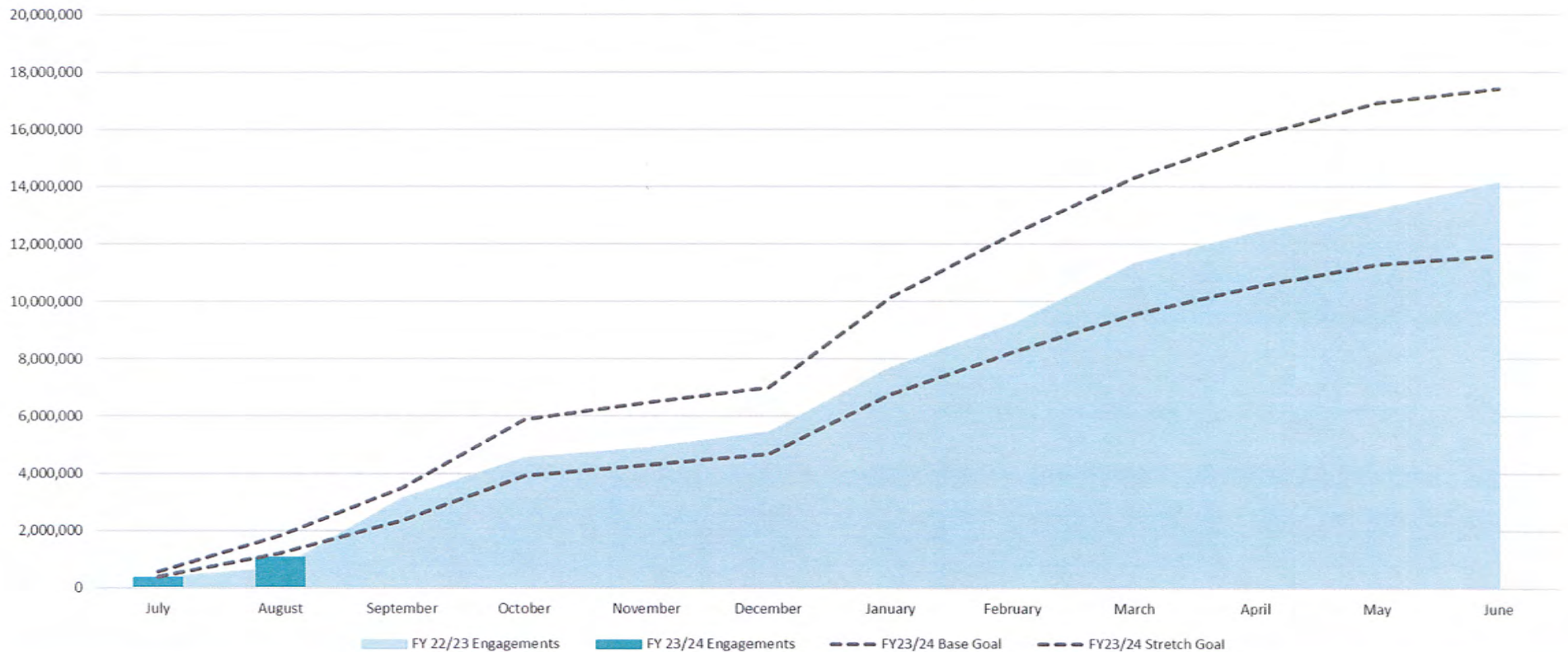
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

Cumulative Engagements Performance To Goal





Engage - Community Growth

Highlights:

- Attrition on Facebook slowed this month while Twitter/X experienced some net growth. Historically X tends to see more growth around hurricane season.

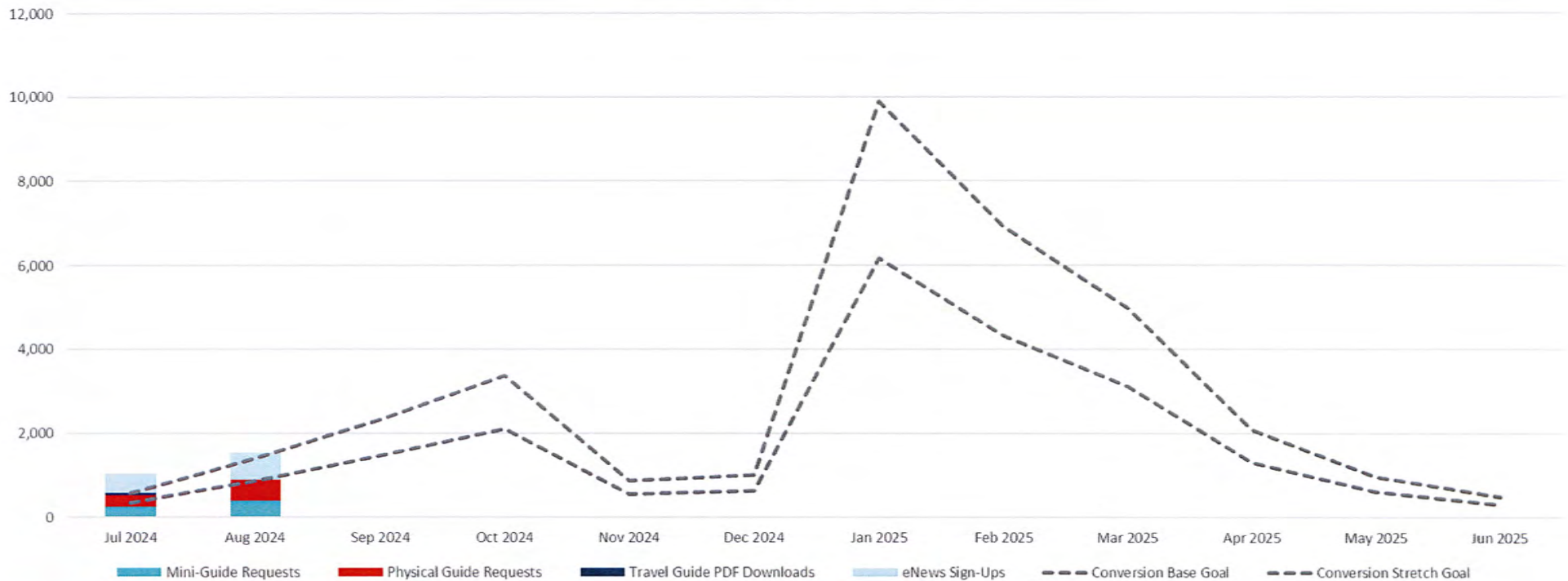
Social Following Across Platforms





Convert

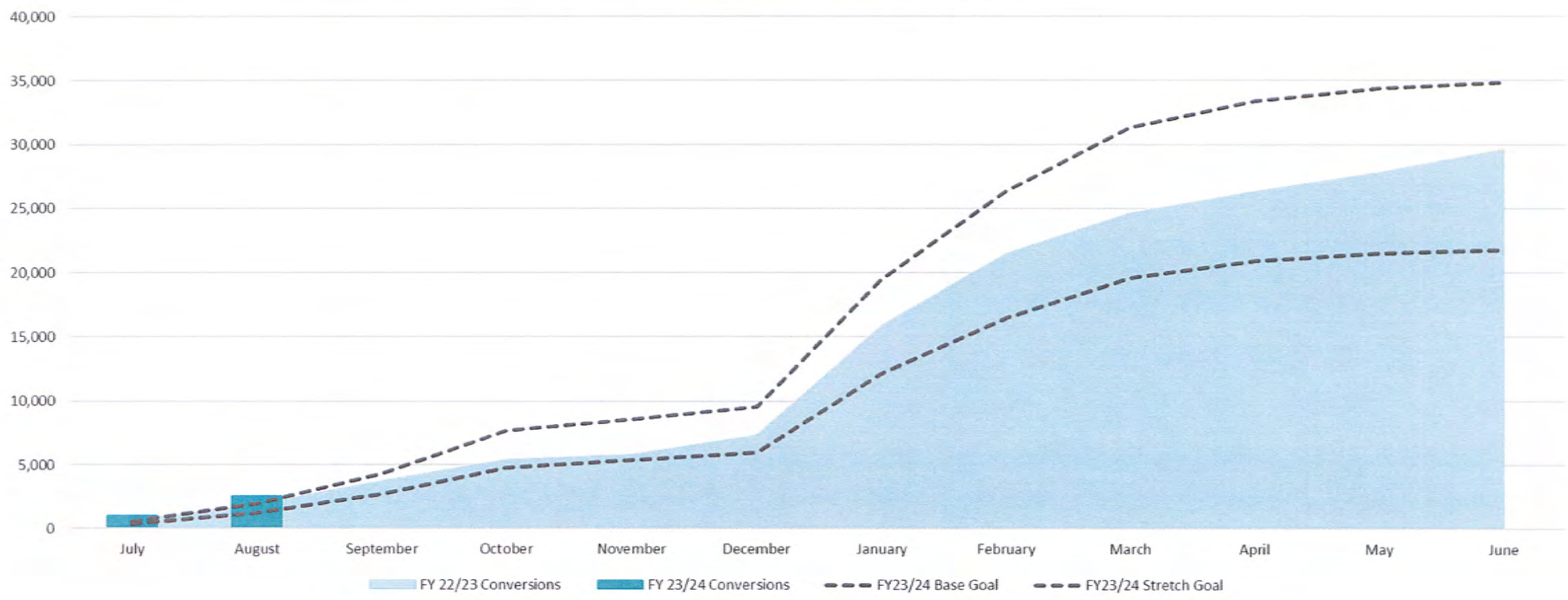
Conversions By Type vs. Trend to Goal





Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal



COMMUNITY ENGAGEMENT REPORT – SEPTEMBER 19, 2024

Dare County Tourism Board Special Committee (LRTMP)

The Special Committee met on Wednesday, September 18.

The Outer Banks Promise

Community Presentations:

- Dare County Board of Commissioners – July 16
- Town of Southern Shores – August 6
- Town of Duck – August 7
- Outer Banks Hotel/Motel Association – August 15
- National Aviation Day – August 19
- Kitty Hawk Rotary – August 22
- Town of Manteo – September 4
- Town of Nags Head – September 4
- Town of Manteo – September 4
- Town of Nags Head – September 4
- Town of Kill Devil Hills – September 9
- Town of Kitty Hawk – October 7
- Outer Banks Restaurant Association – October 8



Business Support:



Association Consultants, LLC
Professional HOA Management and
Small Business Bookkeeping Services
252-500-0100

Outer Banks Promise

Outer Banks Blue is excited to announce participation in the Outer Banks Promise! As an accommodation provider, we're often the first point of contact for visitors. A guest's vacation begins long before their arrival, and as trusted local experts, it's up to us to make sure their OBX getaway gets off to a good start. To help guide us in our mission to provide the best possible stay, we've promised "to encourage appreciation of our local community through conscious conversation."



Outdoor NC Trail Town Guide

The Outer Banks was one of 15 destinations featured in the [Official North Carolina Trail Town Guide](#). The guide celebrates towns across the state that are dedicated to preserving the natural beauty and cultural heritage of their destination while fostering a strong sense of place. The areas featured in this guide are championing stewardship, accessible outdoors and responsible recreation to sustain our towns and trails for future generations.



Trail Towns: Manteo, Nags Head, Kill Devil Hills, Duck, Cape Hatteras

North Carolina's Outer Banks are steeped in history, untamed beauty and distinctive personality. This 100-mile stretch of remote barrier islands was home to America's first colony, the Wright Brothers' first flight, the first national seashore in the United States, and the birthplace of the US Lifesaving Service (forerunner to the US Coast Guard). It is also the site of the tallest brick lighthouse in the country, the nation's longest-running outdoor symphonic drama, three National Park Service sites, the tallest living sand dune on the East Coast, and two national wildlife preserves. With so much to explore – from Hatteras Island to Manteo to the northern beach communities of Nags Head, Kill Devils Hills, Kitty Hawk, Southern Shores and Duck – your nearest trail is never far away. Honoring and preserving this amazing natural and cultural wonder is the responsibility of everyone who discovers it – whether it be by land, air or water.

EXPLORE

- [Accessible Outdoor Adventures](#)
- [Destination Trip Tips](#)
- [Responsible Travel](#)

24

TRAILS

The Outer Banks boasts a variety of trail experiences, catering to any outdoor enthusiast or history and culture seeker. From serene coastal paths to winding woodland trails immersed in maritime forests, the diversity of landscapes is striking. Hikers can explore historic routes like the Freedom Trail at Fort Raleigh National Historic Site or immerse themselves in the wonders of Jockey's Ridge State Park. Birdwatchers can revel in the diverse avian life along the North Pond Trail at Pea Island National Wildlife Refuge, while cyclists can traverse the multi-use paths in several towns offering scenic views of marshes and soundside vistas.

TRAIL NAME	TRAIL TOWN	ACTIVITIES
Buxton Woods Coastal Reserve	Buxton, Frisco	
Mitlail Creek - Alligator River National Wildlife Refuge	Manns Harbor	
NC Oyster Trail	Avon, Hatteras, Nags Head	
Mountains-to-Sea Trail (Segment 18)	Hatteras, Nags Head	
Freedom Trail - Fort Raleigh National Historic Site	Manteo	
Town of Duck Boardwalk	Duck	
Roanoke Island Multi-Use Trail - Fort Raleigh National Historic Site	Manteo	



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2nd Annual Non-Profit Knowledge Series:

FUNDRAISING FUNDAMENTALS

A WORKSHOP FOR ALL OUTER BANKS NONPROFIT PROFESSIONALS, BOARD MEMBERS, AND FUNDRAISERS

This is a free, all-day workshop, breakfast and lunch provided.

College of the Albemarle
205 Highway 64 S.
Manteo, NC 27954

SCAN OR CLICK TO REGISTER

PRESENTED BY THE
OUTER BANKS COMMUNITY FOUNDATION
AND THE
OUTER BANKS VISITORS BUREAU

Sep 27
2024

9:30am to
4:30 pm

Guest Trainer
Deborah Breen
Sound Choice Consulting

Deborah Breen is the Founder and CEO of Sound Choice Consulting, a private consulting practice that collaborates with nonprofit organizations. She also serves as an Associate with Aspen Leadership Group, a search firm committed to mentoring and recruiting leaders exclusively for philanthropic organizations at the executive level.

In her private practice, Deborah collaborates with nonprofit organizations to help them achieve mission clarity and ensure the organization's vision, core values and strategic pillars are relevant and aligned. She understands the uniqueness of each organization and develops customized plans with specific objectives for each client. Working with the organization's leadership, she creates an environment that fosters and inspires respect, trust and engagement, with a focus on guiding the organization on a successful journey to achieve their fullest potential.

The Outer Banks Visitors Bureau and Outer Banks Community Foundation will present the [2nd Annual Non-Profit Knowledge Series Workshop](#) on **Friday, September 27** at **College of the Albemarle - Dare**. Registration for this **FREE** event is open to local non-profit professionals, board members and community fundraisers. Attendees will have the opportunity to learn more about the importance of strategic planning, defining an organization's mission, vision and values, and tips on how to make a powerful appeal message.

Industry Collaboration



Tourism Cares 2024 North American Meaningful Travel Summit
September 30-October 2, 2024 – Eugene, OR

The [North American Meaningful Travel Summit](#) connects travel and tourism professionals across the entire industry – from destination managers and travel advisors to senior executives and community-led organizations – all with the common purpose of building a better and more sustainable future for the travel industry.

Community Engagement & Outreach

Meetings & Events

- 9/10-9/11 – Blue Zones Ignite Outer Banks Keynote Event and Community Sessions
- 9/17 – Dare Community Housing Task Force – General Meeting
- 9/17 – Outer Banks Health End-of-Summer Celebration (*Outer Banks Promise Activation*)
- 9/18 – DCTB Special Committee Meeting (*Long-Range Tourism Management Plan*)
- 9/19 – Coastal Environmental Educators Network (CEEN) Meeting
- 9/25 – Hospitality & Tourism Class / COA Dare Campus
- 9/27 – 2nd Annual Non-Profit Knowledge Series Workshop
- 9/30-10/2 – Tourism Cares North American Meaningful Travel Summit - Eugene, OR (*Attendee*)
- 10/7 – Destination Management/Stewardship Peer Group Meeting
- 10/7 – Kitty Hawk Town Council Meeting (*Outer Banks Promise Presentation*)
- 10/8 – Outer Banks Restaurant Association Meeting (*Outer Banks Promise Presentation*)
- 10/13 – Duck Jazz Festival (*Outer Banks Promise Activation*)
- 10/21-10/24 – Outdoor Economy Conference - Cherokee, NC (*Attendee*)

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – SEPTEMBER 2024

INDUSTRY RELATIONS | OBX Tourism Summit | The Promise of Tourism

Join us for the 10th Annual OBX Tourism Summit at the Pioneer Theatre in Manteo on Thursday, November 7th, from 8:00 AM to 3:00 PM. This year's event will feature outstanding speakers and cover relevant topics like our updated Visitor Profile research, using AI in destination marketing, progress on the OBX Promise and LRTMP, the launch of OBVB's new YouTube series *Outer Edge*, and new marketing programs and updates. Registration is open—just let Amy or Lorrie know if you'd like to attend. A draft agenda is attached for your review.



Presented by The Outer Banks Visitors Bureau

INDUSTRY RELATIONS | 2025 Outer Banks Travel Guide | On Sale

The 2025 Outer Banks Official Travel Guide is now available for purchase! We're excited to partner with *Outside* Magazine again, promoting the guide to a wide audience, including their email subscribers and "National Parks Trips" list. Clicking on the ads will take users to the online request form for the guide. Only those who purchase a full-page ad will be listed as "Featured Sponsors" on the form, with sponsor links active for a full year. For details on distribution, exclusive opportunities, rates, and terms, [click here to view our 2025 Outer Banks Travel Guide advertising kit](#).

TOURISM SALES | German FAM | October 5 – 8, 2024

The Outer Banks Visitors Bureau, in collaboration with the North Carolina Tourism Office, will host a FAM (familiarization) tour for four German tour operators and FIT (Free Independent Traveler) planners from October 5-8, 2024. These professionals are visiting the Outer Banks to explore our beaches, accommodations, attractions, and dining options. Lufthansa Airlines is also sponsoring this FAM to showcase how travelers can easily access North Carolina's diverse destinations via flights from Frankfurt to Raleigh. Germans have a strong affinity for beach destinations! Attached are the profiles of the participating companies for your review. Our staff is currently finalizing their itinerary.

What's the economic impact of a tour group: A fully loaded motorcoach (35 passengers on average) on a charter or tour making an overnight stay contributes an average of \$9,000 to \$11,000 (USD) per day to the local economy in expenditures including meals, lodging, shopping, admission fees, souvenirs, and local taxes. – American Bus Association

TOURISM SALES | Future Trade Show Dates and Locations:

- October 14-17, 2024: S.P.O.R.T.S Marketplace, Wichita, KS
 - November 17-20, 2024: National Tour Association's Travel Exchange, Huntsville, AL
 - December 2-5, 2024: Travel South International Showcase, Atlanta, GA
 - December 11-12, 2024: AENC Annual Trade Show, Raleigh, NC
 - February 1-4, 2025: American Bus Association Annual Marketplace, Philadelphia, PA
 - April 6-8, 2025: Visit NC 365, Hickory, NC
 - June 14-18, 2025: US Travel's IPW, Chicago, IL
-

TOURISM SALES | Request for Proposals:

The Bureau sent out the following request for proposal recently to our industry partners:

- **Hicks Family Reunion**, July 31 – August 2, 2026, 15 room nights per night, 40 attendees.
-

THE SOUNDSTAGE EVENT SITE | Calendar Attached:

Fall events are in full swing at the Soundstage Event Site. Attached is the 2024 Events Calendar for your review.



Tourism Summit
November 7, 2024
Pioneer Theatre
Manteo, NC

Updated: 9/10/24

DRAFT

Presented by The Outer Banks Visitors Bureau

Pioneer Theatre | Manteo, NC

The Promise of Tourism

Summit Agenda

7:45am – 8:30am Registration & Breakfast

8:30am Welcome to the Annual OBX Tourism Summit

8:45am-9:30am Outer Banks Visitor Profile Study | Traverse Burnette, Digital Research

Join us as we reveal the findings from a year-long research study on leisure travelers from key markets for the Outer Banks. This study examines what draws travelers to the area, how the Outer Banks is perceived compared to its main competitors, and the factors that influence destination consideration. It also sheds light on visitor demographics, trip details, and what impacts overall satisfaction with their experience in the Outer Banks.

9:30am - 10:15am Outer Banks Promise | Long-Range Tourism Management Updates | Community Project

Have you taken the Outer Banks Promise? Maybe you're not sure what it is; here you will learn what it means and how you and your business can make a difference. A lot has happened since we rolled out the Long-Range Tourism Management Plan, we'll provide an update on where we started, who we've been working with and where we're headed to execute the plan. We will also unveil our idea for a Community Project.

10:15am Break

10:30am – 11:50am Outer Banks Visitors Bureau Updates

Review current market trends and OBVB marketing strategies moving forward. Launch of our new You-Tube Series Outer Edge. Social media, Creative and Marketing Agencies representatives will be on hand to discuss our path to achieving these goals.

12:00pm – 1:15pm Lunch | Networking Opportunities with Attendees | 108 Budleigh

1:15pm – 1:45pm Forecasting for Next Year | Hollie Hannahs, Key Data

This session will compare Dare County vacation rentals from 2023 to 2024, focusing on any noticeable trends. Plus, sharing insights from Key Data's new hotel product and discuss five key takeaways for 2025, including booking trends, occupancy rates, RevPAR, and ADR.

1:45pm - 2:45pm Intentful | Marina Petrova

Discover the innovative ways generative AI is transforming the travel industry. Explore captivating use cases and success stories that highlight how this technology is being successfully integrated into destination marketing strategies to drive results.

3:00pm Social with our Tourism Partners | Side Yard at the Pioneer Theatre

More details to follow.

2024 Soundside Event Site Schedule

Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Atteedees	Event Planner	Site Reserved
Outer Banks Sailing Association Sailfest	Friday, September 6 - Sunday, September 8, 2024	9:00am - 5:00pm	200	Hardy Peters - 252-489-3491	Friday, September 6 - Sunday, September 8, 2024
Sumospeed Beach Bash	Saturday, September 14, 2024	11:00am - 6:00pm	1000- (Not all at one time)	Nick Gressley - 757-681-2563	Saturday, September 14, 2024
OBX Jeep Invasion	Friday, September 20 - Saturday, September 21, 2024	9:00am - 5:00pm	1000	Steve House - 252-305-9258	Thursday, September 19 - Sunday, September 22, 2024
Garage Band Charities Cruise Toy Drive	Saturday, October 5, 2024	10:00am - 5:00pm	250-500	Michael Tillett -252-305-5789	Friday, October 4 - Saturday, October 5, 2024
Outer Banks Seafood Festival	Saturday, October 19, 2024	10:30am - 6:00pm	8000-10000 (Not all at one time)	Karen Brown - 252-564-2852	Wednesday, October 16-Wednesday, October 23, 2024
OBX Brewtag	Monday, October 28, 2024	11:00am - 6:00pm	4000-5000	Sara Miller - 252-305-5561	Thursday, October 24-Monday, October 28, 2024
Soundside Market	Sunday, November 24, 2024	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 24, 2024
Soundside Market	Sunday, December 1, 2024 (rain date: December 8)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, December 8, 2024
Soundside Market	Sunday, December 15, 2024 (rain date: December 19)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Thursday, December 19, 2024

Tour Operator	Company Profile	Name	E-Mail	Dietary	Flights
America Unlimited	<p>America Unlimited is a family-owned tour operator based in Hannover, Germany. They specialize in North American travel with a focus on individual tailored trips to the US. This company provides innovative ideas and marketing strategies as well as creative social media, online, and offline campaigns. Their focus is on direct sales through catalogs, mailings (print and online), and their website. 70% of the company's business is generated through their website. More than 85% of the company's business is based on FIT. They also own the luxury brand "Feinreisen" for tailor-made luxury travel.</p>	<p>Mr. Oliver Mehtling</p>	<p>oliver.methling@america-unlimited.de</p>	<p>None</p>	<p>03 October LH 0408 FRA RDU 1020 1350</p> <p>14 October LH 0429 CLT MUC 1830 0910+1</p> <p>15 October LH 2096 MUC HAJ 1110 1215</p>
CANUSA	<p>CANUSA TOURISTIK is the largest tour operator for North America with over 140 employees in seven German offices. They have a detailed and informative presentation of modular travel products in seven brochures and they continuously offer new products on their website www.canusa.de. They also have a very well selected database of frequent long-haul travelers. CANUSA has been in business for 40 years.</p>	<p>Mr. Felix Stark</p>	<p>felix.stark@canusa.de</p>	<p>None</p>	<p>03 October LH 0408 FRA RDU 1020 1350</p> <p>08 October LH 0409 RDU FRA 1540 0605+1</p>

<p>CRD</p>	<p>CRD is a medium-sized tour operator based in Hamburg. They are one of the leading specialized tour operators for North American travel and focus on direct mail campaigns, newsletter mailings and customized travel. CRD's main business is FIT travel, tailor made fly-drive tours, adventure travel, motorhome packages, resort/ranch/lodge vacations, city packages, rail packages, ski vacation and bus/group tours.</p>	<p>Mrs. Tina Wohlgemuth</p>	<p>t.wohlgemuth@crd.de</p>	<p>Vegetarian (no alcohol, no seafood either)</p>	<p>03 October LH 0007 HAM FRA 0730 0840</p> <p>LH 0408 FRA RDU 1020 1350</p> <p>08 October LH 0409 RDU FRA 1540 0605+1</p>
<p>Lieb Management</p>	<p>Representing North Carolina for this Project</p>	<p>Mrs. Lilli Müller</p>	<p>l.mueller@lieb-management.de</p>	<p>No meat</p>	<p>03 October LH 0408 FRA RDU 1020 1350</p> <p>08 October LH 0409 RDU FRA 1540 0605+1</p>

PUBLIC RELATIONS REPORT: September 2024

TV APPEARANCES

Hampton Roads Show | Sep 2024 Public Relations Manager Aaron Tuell will appear on the morning of Tuesday, September 24th at 11:00 am with Larry Grubbs of Chicamacomico Life-Saving Station to talk about their upcoming 150th Anniversary. Other topics of discussion will include Wings Over Water Wildlife Festival and the Outer Banks Seafood Festival.

VIDEO PRODUCTION

The Outer Edge | Sep 2024 Public Relations Manager Aaron Tuell and Media Manager Stephanie Hall interviewed local residents as part of an owned and shared media video series celebrating the Outer Banks lifestyle and culture that make our destination so sought out by the visiting public. Pictured are Aaron Tuell preparing to interview Surfline lead meteorologist Rob Mitstifer at the Outer Banks Welcome Center on Roanoke Island. The interviews took place over the course of two weeks in early September and will roll out episodically between this fall and winter 2025 across social media and YouTube. The production crew featured local talent in the video production and photography mediums.



Volunteerism video series | Fall 2024 “Aaron and the team coordinated the production of a video series featuring eight opportunities for the public to volunteer while on vacation or in residence on the Outer Banks. The series is undergoing its first round of edit revisions and is anticipated ready for a fall delivery. Pictured below is a screenshot of host Caleb Owolabi planting shoreline stabilization grasses at Jockey’s Ridge State Park.



EARNED MEDIA

Inside Hook | Sep 2024 “Why Hatteras Island is the Best Place for Kiteboarding in America” The Outer Banks Visitors Bureau team hosted Washington, DC based writer John Briley following a drive-market mission to the Capitol organized by the state last August. <https://bit.ly/4gm2Nif>

MSN Travel | Aug 2024 “Forget the Smokies: Visit North Carolina’s Outer Banks National Park. If you’re looking to vacation in North Carolina with smaller crowds and activities the whole family will love, it might be time to trade your hiking boots for some sandals and a swimsuit. <https://bit.ly/3B0Tq7G>

PRESS TRIPS

Southern Living | Aug 2024 Aaron and the team assisted Tara McCay, Senior Travel and Culture Editor at Southern Living with a press trip last month to research and write a full feature on the Outer Banks in spring 2025.

UNC TV | Oct 2024 Aaron’s working with the editorial for UNC TV’s NC Weekend hosted by Deb Noel on a return to the Outer Banks this October for a November episode airing.

MEDIA MISSIONS

New York | Sep 2024 Aaron will be joining an outbound mission organized by Visit NC of North Carolina PR representatives to Manhattan, the publishing epicenter of New York where many travel journalists are on staff or freelance. We anticipate more than 30 invited media guests to attend a networking event on September 10 to trade ideas regarding travel stories and trending topics.

Durham | Oct 2024 Aaron will be joining an inbound media mission of PR colleagues to Durham, NC to network with journalists and influencers who live in-state.

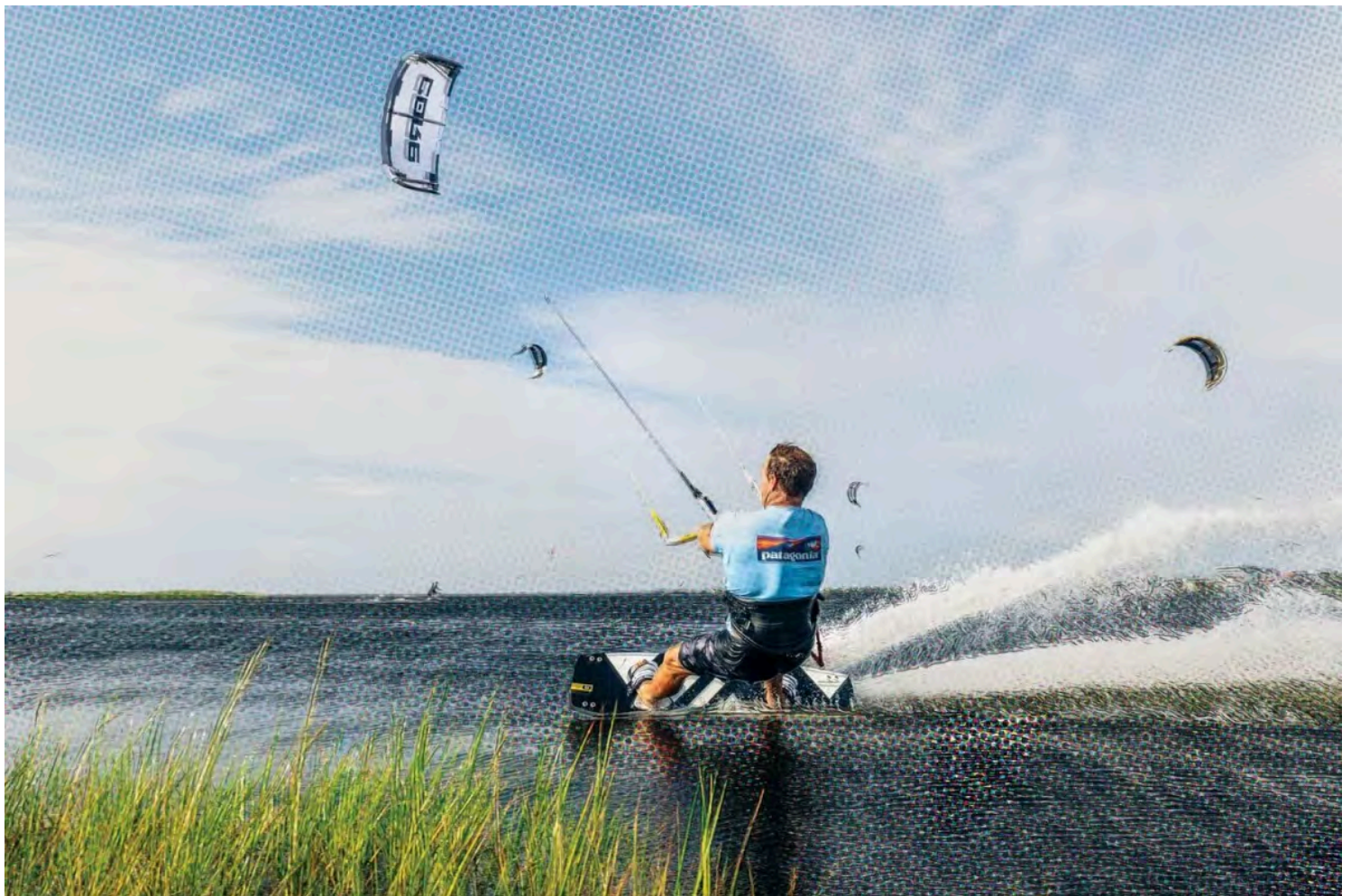
 WELLNESS

A Pilgrimage to the Promised Land of Kiteboarding

On Hatteras Island in North Carolina, windsports aren't a curiosity, they're a way of life

BY JOHN BRILEY

September 6, 2024 11:37 am



I've been coming out here since the 1970s, and average four trips a year.

John Briley

INSIDEHOOK

by a long shot but one that leaves little room for error, given the 20-knot wind powering me across the water.

But this precise feeling is a high I chase, so I'll risk a faceplant in the mud to keep cooking along. Tucked as they are amid the swaying reeds, these slicks are sheltered from the wind, offering the kitesurfing equivalent of powder skiing, turn after buttery turn.

If I want more room to move, it's only a few seconds away; the slicks make up a minuscule fraction of Pamlico Sound, a huge body of open water that stretches for up to 30 miles between the ribbon-thin barrier island of Hatteras and the mainland. I'm in the middle of a 10-mile downwind run, tracing the shoreline from a lonely patch of Cape Hatteras National Seashore to the village of Waves.



INSIDEHOOK

No Better Place to Learn

Hatteras Island is the promised land of kiteboarding – and windsurfing, kite foiling and the rapidly growing sport of wing foiling – for a number of reasons.

For one, the island elbows into the Atlantic Ocean south of Nags Head for around 50 miles, with nearly endless launches on both the ocean and Pamlico Sound. Second, most nearshore areas of the sound are shallow enough to stand, which takes a major fear factor out of the equation for those learning and progressing. Third, much of the island is national seashore, so beach access is a non-issue. And fourth, Hatteras Island takes a right-angle turn at the village of Buxton, which means that kilters – from beginners to professionals – can find places to practice and progress in the ocean or sound almost regardless of the wind direction.

“There’s no better place in this country to learn to kite and facilitate true progression,” says Katrina Yaukey, a former Broadway performer who left New York for Hatteras during the COVID pandemic and now teaches kite lessons out of OceanAir Sports in Avon, one of seven villages on the island. “Hatteras has miles of decently flat water and so many places to kite safely. When I came here I’d never kited. I took one lesson and said, ‘*What is this? This is the best thing I’ve ever done!*’”

Because of the low housing density on the island – it’s both ribbon-thin and largely national seashore – kite and surf spots are never crowded. But there’s also enough of a diehard wind-sport community that you’re rarely out on the water alone.

“I tell people there’s something magical about this place,” Yaukey says. “The sunrises and sunsets, the endless water. It’s such a place of meditative beauty, and it never gets old.”

Coming in from the north, as almost everybody does, you’ll cross the nearly three-mile bridge over Oregon Inlet, a watercolor of currents, marsh and sand shoals where the

INSIDEHOOK

species, but the one that always catches my eye is the red-winged blackbird, which flashes brilliant crimson when it opens its wings.

When the refuge ends at the village of Rodanthe, if there's any wind at all, you'll see kites pivoting across the horizon and, as you draw closer, windsurfers and wings tracking hither and yon on the sound.

Welcome to REAL: Wind-Sport Mecca

Much of the activity is clustered around the handful of outfitters that offer kiteboarding and wing-foiling lessons, and the king of these is REAL Watersports, just south of Rodanthe in the village of Waves.

REAL is as close to an all-inclusive kite resort as you'll find in the U.S.: a massive flagship store; condos next door overlooking Pamlico Sound; a battalion of instructors (and jet skis) to take students into the sound for lessons; a huge, grassy rigging area, and staff to help launch and land riders; and a restaurant serving fresh local seafood, microbrews, coffee and more.

"In most destinations you have a kite shop or a kite school — rarely both in one business — and you need to find a place to stay on top of that," says Trip Forman, who co-founded REAL. "We knew that for this sport to really take off here we needed a one-stop solution."

Forman moved to Hatteras from New York in 2001 specifically to start a business that would help kiteboarding grow, and avoid the stall-and-decline trajectory that nearly killed windsurfing.

INSIDEHOOK

Within two tacks I hit a big jump and splat unceremoniously to the water, losing my sun hat in the frothy chop. I return to shore, ask a staffer to hold my kite while I run into the store to buy a new lid, this one with a clipping chin strap to prevent another loss, and in under three minutes I'm back on the water.

When the wind backs down in mid-afternoon, I swap to my kite-foil gear and stay out until I'm physically spent. As I sit on the deck of Watermen's Bar and Grill (part of the REAL complex), working my way through a sushi-grade yellowfin tuna steak and an IPA, it hits me that I'm at the wind-sport equivalent of an amusement park — the colors, the adrenaline, the communal joy. Staff and guests navigate a kaleidoscope of kites and wings that lay on the lawn.

At the next table, three 60-something guys from New Jersey who come to REAL annually are reliving their day over beers while a few feet away a dad from Quebec is giving his 23-year-old son a shore-based wing-foiling lesson. Even at 7 p.m., the sound is alive with activity — foilers performing their improbable maneuvers just offshore, and further out hotshot teens on twintip boards launching huge air in the slick behind a small island, its lime-green grasses aglow in the setting sun.

INSIDEHOOK



Hatteras happens to be perfect for beginners and experts alike.

John Briley

Strong Winds, Endless Water

Versions of this scene play out on virtually every windy day from Rodanthe to Hatteras, the southernmost village on the island. And the beauty of it — aside from the actual physical beauty of such a wild, isolated and tenuous place — is that watersport enthusiasts would have a hard time growing bored here.

My friend Brad Golomb drives 13 hours from his home in Clearwater, Florida, to Hatteras three times a year due to the quality and consistency of the wind. “We definitely get wind in Florida, but rarely as strong for as long as I can get in Hatteras. This is the Mecca of kiting on the East Coast, plus if it’s not windy you have the surfing, fishing, hanging on empty beaches...it’s all so nice.”

INSIDEHOOK

other beach towns. In the 1980s, friends and I would plan Hatteras camping trips to bodyboard storm swells, and, in the 1990s, windsurfing sojourns to Frisco Woods Campground. These days my kite trips feature a mix of foil progression, brawling with waves in the ocean and downwinders alongside locals I've come to know well — even my friend Sean's 85-year-old dad, Don Casey, who still occasionally catches respectable air.

The appeal of downwinders starts with a sense of travel and discovery. You're actually going somewhere, versus tracking back in forth in roughly the same spot (sometimes derisively referred to as "mowing the lawn," although as I often tell my friends, lawns need mowing). And with that travel comes opportunity: I can surf this swell until it peters out, cut into that creek over there or try to jump over this knuckle of marsh jutting into the sound.

On the predominant southwest winds that strafe the island for much of late spring and summer, one can downwind in the sound from Buxton to Rodanthe, or from Frisco all the way to Avon, and in the ocean from Hatteras to Frisco, or Buxton to Avon (if you're skilled enough to manage a side-offshore wind). On the north and northeast winds that prevail in fall through early spring, just flip those names and go the other direction.

On each trip here — I average four per year — I find new challenges. Four years ago, I did my first strapless surfboard downwinder in the ocean, alighting from near the southern tip of the island and surfing my way north to Frisco, skimming over two six-foot-plus (but wholly disinterested) sand tiger sharks along the way. Last summer I did my first ocean kite-foil session, gliding silently through tropical-green waters outside the shore break. And a few months later Brad and I set out from Avon in a 25-knot northeasterly and kited three miles out into the sound to Clam Shoal, a sand bank where swells peel off of one side and the water lays flat in the lee of the other. We teed off here for 30

INSIDEHOOK

If you need bright lights, loud bars or big retail to complete your kite trip, look elsewhere. But if you get your kicks immersed in pure nature, with a steady wind to ferry you along, head to Hatteras Island. Just know what you're leaving behind — because you might not look back.

Whether you're looking to get into shape, or just get out of a funk, [The Charge](#) has got you covered. Sign up for our new wellness newsletter today.

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[Wellness](#)



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More Wellness, Right This Way