



Dare County Tourism Board Meeting

December 14, 2023
9:00 a.m.

Curtis Creech Memorial Boardroom
Outer Banks Visitors Bureau Administrative Offices
One Visitors Center Circle
Manteo, NC 27954

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, DECEMBER 14, 2023
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the November 16, 2023 Meeting
- V. Public Comments
- VI. Chairman's Report
- VII. Budget & Finance Report
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
- XI. Chairman's Comments
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, NOVEMBER 16, 2023
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

Monica Thibodeau, Vice Chair; Mark Ballog, Gray Berryman, Tod Clissold, Tonia Cohen, Richard Hess, Leo Holland, Dennis Robinson, and Jay Wheless.

EXCUSED ABSENCE: Tim Cafferty, Chairman; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; David Hines, Secretary; and Mike Siers.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Lorrie Love, Tourism Sales Manager
Jeff Schwartzenberg, Community Engagement Manager
Gitzelle Enciso-Ramirez, Marketing Intern

OTHERS ATTENDING: John Griffin, Larry Grubbs, and Ralph Buxton, Chicamacomico Historical Association; Jonathan Dail, Johnson, Mizelle, Straub & Consolvo, LLP; Malcom Fearing, and Luke Halton, OBX Way.

The meeting was called to order at 9:00 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Second by Mr. Clissold. There was no discussion. The motion passed unanimously (8-0).

APPROVAL OF MINUTES: Mr. Berryman moved to approve the meeting minutes from October 19, 2023 meeting. Second by Mr. Holland. There was no discussion. The motion passed unanimously (8-0).

PUBLIC COMMENTS: Malcom Fearing spoke about the need for essential housing and noted there was a good deal of land on the Dare County mainland.

PRESENTATIONS: John Griffin detailed the upcoming 150th anniversary of the Life Saving Service.

Jonathan Dail presented the Fiscal Year 2022-2023 Audit. The Board received an unmodified opinion. Following review, Mr. Holland moved to accept the Fiscal Year 2022-2023 Audit. Second by Mr. Hess. There was no discussion. The motion passed unanimously (8-0).

CHAIRMAN'S/STEERING REPORT: Ms. Thibodeau reminded Board members to complete and return the Executive Director performance reviews.

BUDGET AND FINANCE REPORT: Diane Bognich reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 are up 3.95% compared to 2022-2023 actual receipts.

Diane Bognich reviewed the budget amendment for Fiscal Year 2023-2024. Expense increases include worker's compensation, professional services, administrative advertising, building maintenance, dues and subscriptions, and expendable equipment. Increase in revenues is due to the increase in the meals tax collections. Following the review, Mr. Hess moved to approve the Budget Amendment [#1] for Fiscal Year 2023-2024. Second by Mr. Berryman. There was no discussion. The motion passed unanimously (8-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles noted:

- A well-attended and informative Tourism Summit
- The 2024 Outer Banks Official Travel Guide was printed and delivered.
- An upcoming meeting with the Property Managers marketing group
- The marketing dashboard. Visitation numbers will be sent out at a later time.

Jeff Schwartzberg announced the list of appointees to the Long Range Tourism Management Plan Special Committee [Attachment A]. Mr. Barrymen moved to approve the appointments. Second by Mr. Holland. There was no discussion. There was no discussion. The motion passed unanimously (8-0).

Lorrie Love reviewed recent and upcoming Tourism Sales missions. She announced the date for the 2024 Tourism Summit as November 7th.

Aaron Tuell was attending the North Carolina Travel Industry Association meeting. In his absence, Lorrie Love reported on recent media visits and articles.

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

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

BOARD MEMBER COMMENTS: Mr. Holland noted the Town of Southern Shores Veteran's Day ceremony.

Mr. Berryman thanked Lee Nettles for the marketing presentations and Berryman's attendance at an insurance forum, noting there seemed to be a lack of understanding about the fairness of the rates between the coast and inland communities.

Mr. Ballog noted progress and participating restaurants in 12 Bars of Christmas.

Mr. Hess noted a successful 2023 Seafood Festival, despite the windy conditions.

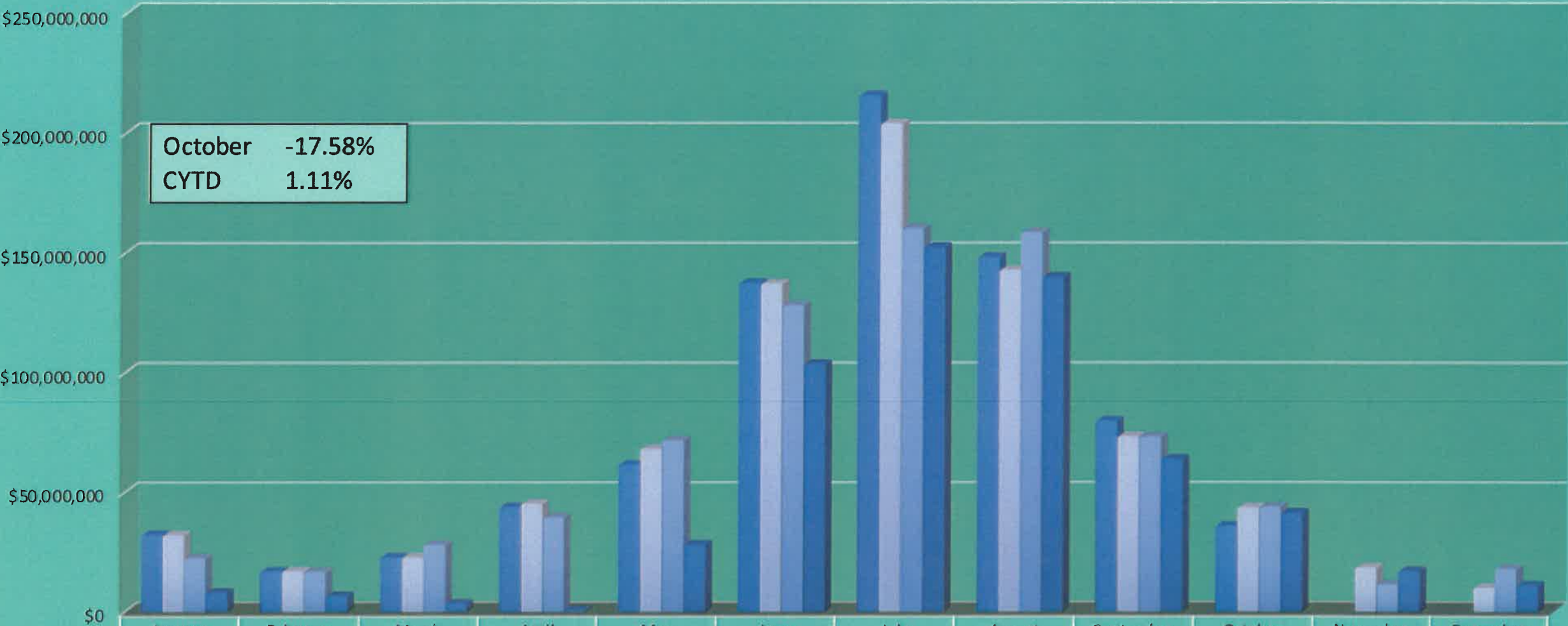
SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, December 14, 2023 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:45 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

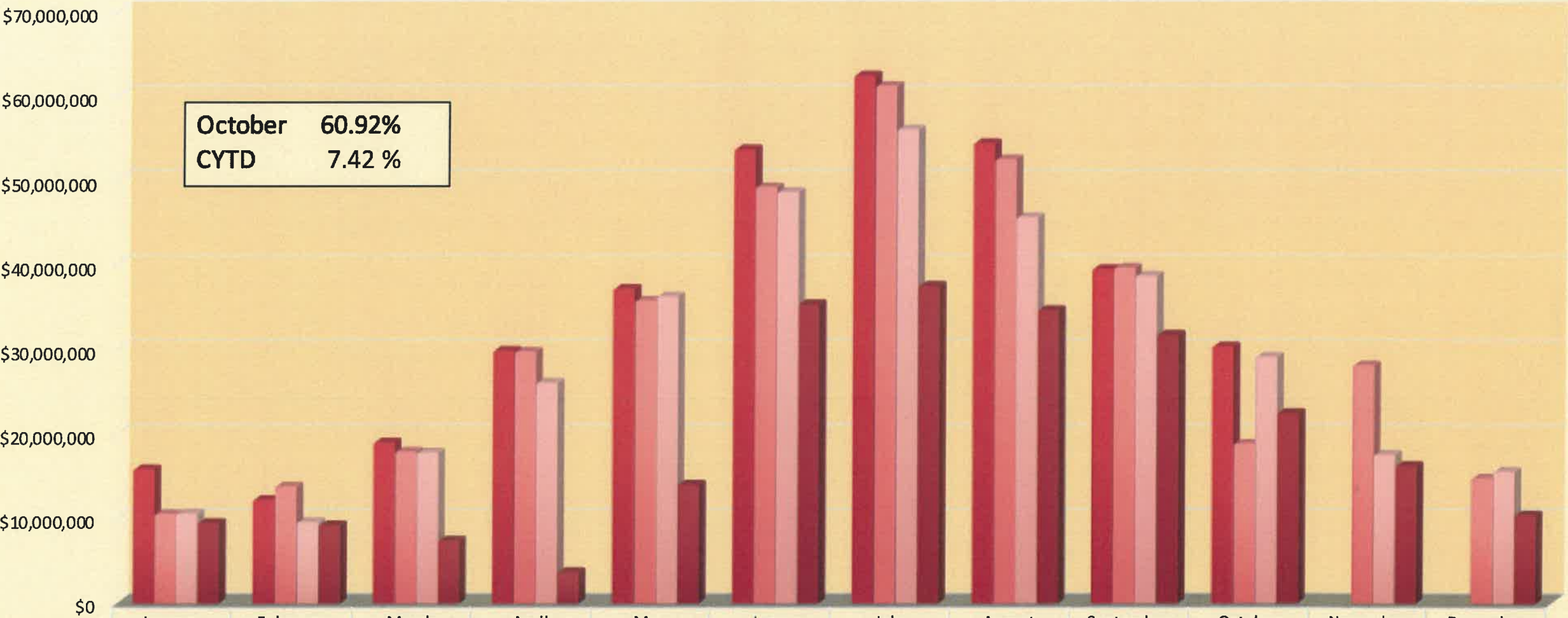
Occupancy Collections



October -17.58%
CYTD 1.11%

	January	February	March	April	May	June	July	August	September	October	November	December
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		
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
2023	15,914,241	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		
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 2023-2024**

FISCAL YEAR		PROJECTED FY 23-24	ACTUAL FY 23-24	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,134,925.00	\$1,367,017.91	\$232,092.91	20.45%
JULY RECEIVED	MEALS	<u>\$425,965.00</u>	<u>\$514,981.30</u>	<u>\$89,016.30</u>	<u>20.90%</u>
		\$1,560,890.00	\$1,881,999.21	\$321,109.21	20.57%
JULY EARNED	OCCUPANCY	\$1,528,655.00	\$2,165,402.07	\$636,747.07	41.65%
AUGUST RECEIVED	MEALS	<u>\$431,030.00</u>	<u>\$604,977.26</u>	<u>\$173,947.26</u>	<u>40.36%</u>
		\$1,959,685.00	\$2,770,379.33	\$810,694.33	41.37%
AUGUST EARNED	OCCUPANCY	\$1,383,710.00	\$1,458,380.44	\$74,670.44	5.40%
SEPT RECEIVED	MEALS	<u>\$408,970.00</u>	<u>\$531,275.19</u>	<u>\$122,305.19</u>	<u>29.91%</u>
		\$1,792,680.00	\$1,989,655.63	\$196,975.63	10.99%
SEPTEMBER EARNED	OCCUPANCY	\$542,895.00	\$799,595.38	\$256,700.38	47.28%
OCT RECEIVED	MEALS	<u>\$276,660.00</u>	<u>\$386,499.75</u>	<u>\$109,839.75</u>	<u>39.70%</u>
		\$819,555.00	\$1,186,095.13	\$366,540.13	44.72%
OCTOBER EARNED	OCCUPANCY	\$261,640.00	\$348,085.75	\$86,445.75	33.04%
NOV RECEIVED	MEALS	<u>\$212,220.00</u>	<u>\$273,920.83</u>	<u>\$61,700.83</u>	<u>29.07%</u>
		\$473,860.00	\$622,006.58	\$148,146.58	31.26%
NOVEMBER EARNED	OCCUPANCY	\$112,835.00	\$0.00	\$0.00	0.00%
DEC RECEIVED	MEALS	<u>\$134,805.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$247,640.00	\$0.00	\$0.00	0.00%
DECEMBER EARNED	OCCUPANCY	\$81,700.00	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$106,990.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$188,690.00	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$272,985.00	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$90,410.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$363,395.00	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$133,825.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$92,745.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$226,570.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$136,055.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$261,290.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$275,870.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$209,790.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,660.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$353,200.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$252,670.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$605,870.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$4,851,825.00	\$6,138,481.55	\$1,286,656.55	26.52%
TO-DATE	MEALS	<u>\$1,754,845.00</u>	<u>\$2,311,654.33</u>	<u>\$556,809.33</u>	<u>31.73%</u>
		\$6,606,670.00	\$8,450,135.88	\$1,843,465.88	27.90%
TOTAL	OCCUPANCY	\$6,207,475.00			
PROJECTED	MEALS	<u>\$2,778,310.00</u>			
2023-2024		\$8,985,785.00			

CALENDAR YEAR RECEIPTS 2022-2023		ACTUAL 2022	ACTUAL 2023	+/- \$	+/- %
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
	MEALS	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$320,768.60	\$322,624.32	\$1,855.72	0.58%
	MEALS	<u>\$93,580.41</u>	<u>\$124,423.37</u>	<u>\$30,842.96</u>	<u>32.96%</u>
		\$414,349.01	\$447,047.69	\$32,698.68	7.89%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$170,200.72	\$170,000.09	(\$200.63)	-0.12%
	MEALS	<u>\$131,328.38</u>	<u>\$116,207.73</u>	<u>(\$15,120.65)</u>	<u>-11.51%</u>
		\$301,529.10	\$286,207.82	(\$15,321.28)	-5.08%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$229,960.99	\$228,526.82	(\$1,434.17)	-0.62%
	MEALS	<u>\$176,838.05</u>	<u>\$179,535.02</u>	<u>\$2,696.97</u>	<u>1.53%</u>
		\$406,799.04	\$408,061.84	\$1,262.80	0.31%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$451,019.43	\$436,134.79	(\$14,884.64)	-3.30%
	MEALS	<u>\$284,410.03</u>	<u>\$284,934.66</u>	<u>\$524.63</u>	<u>0.18%</u>
		\$735,429.46	\$721,069.45	(\$14,360.01)	-1.95%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$679,226.62	\$612,281.25	(\$66,945.37)	-9.86%
	MEALS	<u>\$344,507.94</u>	<u>\$359,175.60</u>	<u>\$14,667.66</u>	<u>4.26%</u>
		\$1,023,734.56	\$971,456.85	(\$52,277.71)	-5.11%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,366,625.62	\$1,367,017.91	\$392.29	0.03%
	MEALS	<u>\$486,160.01</u>	<u>\$514,981.30</u>	<u>\$28,821.29</u>	<u>5.93%</u>
		\$1,852,785.63	\$1,881,999.21	\$29,213.58	1.58%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$2,025,876.87	\$2,165,402.07	\$139,525.20	6.89%
	MEALS	<u>\$597,289.43</u>	<u>\$604,977.26</u>	<u>\$7,687.83</u>	<u>1.29%</u>
		\$2,623,166.30	\$2,770,379.33	\$147,213.03	5.61%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,434,166.40	\$1,458,380.44	\$24,214.04	1.69%
	MEALS	<u>\$496,883.38</u>	<u>\$531,275.19</u>	<u>\$34,391.81</u>	<u>6.92%</u>
		\$1,931,049.78	\$1,989,655.63	\$58,605.85	3.03%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$725,052.86	\$799,595.38	\$74,542.52	10.28%
	MEALS	<u>\$398,737.51</u>	<u>\$386,499.75</u>	<u>(\$12,237.76)</u>	<u>-3.07%</u>
		\$1,123,790.37	\$1,186,095.13	\$62,304.76	5.54%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$433,387.04	\$348,085.75	(\$85,301.29)	-19.68%
	MEALS	<u>\$162,642.84</u>	<u>\$273,920.83</u>	<u>\$111,277.99</u>	<u>68.42%</u>
		\$596,029.88	\$622,006.58	\$25,976.70	4.36%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$185,251.27	\$0.00	\$0.00	0.00%
	MEALS	<u>\$300,138.52</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,389.79	\$0.00	\$0.00	0.00%
Total To Date	OCCUPANCY	\$8,027,951.63	\$8,009,146.91	(\$18,804.72)	-0.23%
	Meals	<u>\$3,344,935.91</u>	<u>\$3,519,145.70</u>	<u>\$174,209.79</u>	<u>5.21%</u>
		\$11,372,887.54	\$11,528,292.61	\$155,405.07	1.37%
Total for Year	OCCUPANCY	\$8,213,202.90			
	MEALS	<u>\$3,645,074.43</u>			
		\$11,858,277.33			

OCCUPANCY & MEALS FY 2023-2024

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 22-23	ACTUAL FY 23-24	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,366,625.62	\$1,367,017.91	\$392.29	0.03%
<u>JULY RECEIVED</u>	MEALS	<u>\$486,160.01</u>	<u>\$514,981.30</u>	<u>\$28,821.29</u>	<u>5.93%</u>
		\$1,852,785.63	\$1,881,999.21	\$29,213.58	1.58%
<u>JULY EARNED</u>	OCCUPANCY	\$2,025,876.87	\$2,165,402.07	\$139,525.20	6.89%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$597,289.43</u>	<u>\$604,977.26</u>	<u>\$7,687.83</u>	<u>1.29%</u>
		\$2,623,166.30	\$2,770,379.33	\$147,213.03	5.61%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,434,166.40	\$1,458,380.44	\$24,214.04	1.69%
<u>SEPT RECEIVED</u>	MEALS	<u>\$496,883.38</u>	<u>\$531,275.19</u>	<u>\$34,391.81</u>	<u>6.92%</u>
		\$1,931,049.78	\$1,989,655.63	\$58,605.85	3.03%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$725,052.86	\$799,595.38	\$74,542.52	10.28%
<u>OCT RECEIVED</u>	MEALS	<u>\$398,737.51</u>	<u>\$386,499.75</u>	<u>(\$12,237.76)</u>	<u>-3.07%</u>
		\$1,123,790.37	\$1,186,095.13	\$62,304.76	5.54%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$433,387.04	\$348,085.75	(\$85,301.29)	-19.68%
<u>NOV RECEIVED</u>	MEALS	<u>\$162,642.84</u>	<u>\$273,920.83</u>	<u>\$111,277.99</u>	<u>68.42%</u>
		\$596,029.88	\$622,006.58	\$25,976.70	4.36%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$185,251.27	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	<u>\$300,138.52</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,389.79	\$0.00	\$0.00	0.00%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$101,098.09	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$143,214.99</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$244,313.08	\$0.00	\$0.00	0.00%
<u>JANUARY EARNED</u>	OCCUPANCY	\$322,624.32	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$124,423.37</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$447,047.69	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$170,000.09	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$116,207.73</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$286,207.82	\$0.00	\$0.00	0.00%
<u>MARCH EARNED</u>	OCCUPANCY	\$228,526.82	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$179,535.02</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$408,061.84	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$436,134.79	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$284,934.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$721,069.45	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$612,281.25	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$359,175.60</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$971,456.85	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$5,985,108.79	\$6,138,481.55	\$153,372.76	2.56%
	MEALS	<u>\$2,141,713.17</u>	<u>\$2,311,654.33</u>	<u>\$169,941.16</u>	<u>7.93%</u>
		\$8,126,821.96	\$8,450,135.88	\$323,313.92	3.98%
TOTAL	OCCUPANCY	\$8,041,025.42			
ACTUAL	MEALS	<u>\$3,649,343.06</u>			
2022-2023		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2023	2022	2021	2020	2019	2018	Variance 2023-2022	Percent Change
January	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	139,035	2.59%
February	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	632,090	12.42%
March	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152	120,397	2.55%
April	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431	238,334	3.73%
May	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088	-869,859	-9.60%
June	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	6,558,353	23,873	0.24%
July	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288	10,815,908	419,278	2.71%
August	19,353,849	17,642,098	16,810,430	13,794,215	13,178,541	12,870,106	1,711,751	9.70%
September	15,385,152	15,470,465	14,558,020	12,478,041	11,799,596	10,996,721	-85,313	-0.55%
October	0	10,371,192	10,366,595	9,103,596	6,834,818	6,542,087		
November	0	7,843,407	7,717,041	6,925,862	5,191,614	4,932,146		
December	0	6,006,535	5,741,952	5,029,105	3,874,539	3,719,123		
YTD	91,547,354	89,217,768	83,657,024	60,733,260	62,540,381	59,203,881	2,329,586	2.61%
TOTAL	91,547,354	113,438,902	107,482,612	81,791,823	78,441,352	74,397,237		
YTD % Change	2.61%	6.65%	37.74%	-2.89%	5.64%	2.69%		
Total % Change	2.61%	5.54%	31.41%	4.27%	5.44%	1.51%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	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	4,494,306
February	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	2,386,002
March	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	3,572,289
April	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	10,593,724
May	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	20,819,112
June	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	59,386,630
July	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	101,783,465
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	93,084,681
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	34,282,276
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	17,000,119
November		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	7,062,045
December		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	2,381,348
YTD Total	794,242,906	785,498,661	741,576,092	548,061,015	499,980,962	481,744,503	463,769,733	440,252,995	424,559,890	404,291,008	386,159,435	376,085,898	360,548,055	347,402,604
Total	794,242,906	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	356,845,997
YTD % Change	1.11%	5.92%	35.31%	9.62%	3.79%	3.88%	5.34%	3.70%	5.01%	4.70%	2.68%	4.31%	3.78%	4.23%
Total % Change	1.11%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%
Month Increase/Decrease	-17.58%	-0.50%	5.86%	82.88%	0.51%	2.41%	5.45%	9.62%	10.07%	10.91%	-3.04%	-5.15%	-0.38%	12.36%
Increase/Decrease)/Qtr														
Qtr 1 (Dec-Feb)	-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%	4.15%
Qtr 2 (Mar-May)	-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%	-4.71%
Qtr 3 (June-Aug)	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%	5.67%
Qtr 4 (Sept-Nov)	-0.91%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
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, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
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														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	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	4,946,077
February	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	5,306,714
March	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	7,944,634
April	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	12,643,388
May	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	17,420,030
June	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	25,929,735
July	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	35,295,259
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	31,515,361
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	18,678,839
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	13,295,890
November		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	8,822,724
December		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	5,983,306
YTD Total	353,700,441	329,275,376	318,590,181	205,993,420	254,341,094	235,193,751	235,148,486	221,939,827	217,636,358	207,165,363	197,797,758	192,992,649	174,888,079	172,975,927
Total	353,700,441	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	187,781,957
YTD % Change	7.42%	3.35%	54.66%	-19.01%	8.14%	0.02%	5.95%	1.98%	5.05%	4.74%	2.49%	10.35%	1.11%	1.45%
Total % Change	7.42%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%
Month Increase/(Decrease) Increase/(Decrease)/Qtr	60.92%	-35.24%	29.50%	13.64%	7.28%	-4.20%	26.41%	-6.02%	1.03%	12.39%	7.50%	1.51%	-1.59%	5.27%
Qtr 1 (Dec-Feb)	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%	-8.46%
Qtr 2 (Mar-May)	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%	2.23%
Qtr 3 (June-Aug)	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%	3.25%
Qtr 4 (Sept-Nov)	19.39%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
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.														
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 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	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	21,848	18,954	69,721	33,385	85,050	149,040	101,762	197,792	177,093	15,667	57,144	60,734	73,666	65,334	51,898
February	143,923	27,050	54,287	88,113	68,535	79,720	89,994	183,108	180,687	21,786	54,050	55,880	87,169	71,244	54,275
March	85,386	29,171	136,583	-6,494	122,945	249,522	63,921	692,174	414,682	159,347	160,084	65,539	206,483	136,291	117,052
April	877,315	9,994	259,204	260,362	186,041	587,966	1,930	1,235,799	1,294,819	454,658	365,960	48,233	404,682	326,574	298,479
May	309,416	91,397	282,278	285,411	262,423	990,995	1,130,609	1,918,384	1,046,309	571,317	600,680	254,673	565,909	530,590	410,132
June	417,010	351,108	570,964	330,644	353,506	1,830,953	2,412,414	2,845,176	1,770,185	1,305,653	1,288,613	795,837	919,645	833,391	705,955
July	300,025	363,847	446,262	595,516	427,557	1,966,882	2,685,694	3,088,190	1,860,733	1,284,313	1,563,325	1,043,368	1,058,556	1,166,419	936,181
August	369,371	373,764	532,087	383,480	306,695	1,510,242	1,588,143	2,216,628	1,415,619	813,582	872,728	902,896	902,324	778,232	691,547
September	254,760	278,989	401,958	240,314	188,170	427,073	1,348,600	1,567,213	888,980	551,520	437,579	551,614	608,182	610,925	552,665
October	149,153	155,303	165,873	237,302	115,799	406,219	922,352	1,030,829	438,511	368,819	308,779	493,509	491,572	357,764	356,835
November	74,856	65,719	125,498	77,421		126,014	355,225	365,096	176,484		143,147	63,227	145,754	79,095	
December	82,449	106,697	136,248	28,424		59,397	149,223	178,506	-5,128		55,559	214,261	90,408	187,222	
<i>YTD Totals</i>	<i>2,928,207</i>	<i>1,699,577</i>	<i>2,919,217</i>	<i>2,448,033</i>	<i>2,116,721</i>	<i>8,198,612</i>	<i>10,345,419</i>	<i>14,975,293</i>	<i>9,487,618</i>	<i>5,546,662</i>	<i>5,708,942</i>	<i>4,272,283</i>	<i>5,318,188</i>	<i>4,876,764</i>	<i>4,175,019</i>
Total	3,085,512	1,871,993	3,180,963	2,553,878	2,116,721	8,384,023	10,849,867	15,518,895	9,658,974	5,546,662	5,907,648	4,549,771	5,554,350	5,143,081	4,175,019

Month Increase	-6.83%	4.12%	6.81%	43.06%	-51.20%	16.27%	127.06%	11.76%	-57.46%	-15.89%	-29.73%	59.83%	-0.39%	-27.22%	-0.26%
<i>YTD Increase</i>	60.12%	-41.96%	71.76%	-16.14%	-13.53%	12.41%	26.19%	44.75%	-36.64%	-41.54%	-9.68%	-25.17%	24.48%	-8.30%	-14.39%
Total Year Increa	60.33%	-39.33%	69.92%	-19.71%		12.62%	29.41%	43.03%	-37.76%		-10.68%	-22.99%	22.08%	-7.40%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Travel	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management
											Agencies	Agencies	Agencies	Agencies	Agencies
January	1,301,265	1,437,035	1,748,076	1,643,048	1,933,579	19,038	18,951	80,549	149,571	159,300	4,641,865	6,501,671	20,308,517	30,139,025	30,132,778
February	1,331,764	1,533,776	1,728,750	2,126,093	2,107,700	21,882	25,687	121,593	228,025	311,380	4,283,950	4,958,235	14,641,992	14,518,460	14,706,513
March	2,618,614	1,246,258	3,909,056	3,943,594	4,072,116	48,950	24,532	456,135	458,768	521,683	6,065,892	2,033,390	22,818,135	18,269,896	18,236,039
April	5,082,911	272,368	7,371,174	8,104,880	8,083,416	129,659	6,532	690,426	970,654	1,063,464	14,912,027	382,791	29,766,955	35,002,625	34,488,045
May	8,296,802	3,148,199	11,955,124	10,324,362	10,518,694	148,954	188,734	1,201,894	1,151,529	1,247,200	25,901,180	23,445,254	56,477,960	55,576,157	49,509,116
June	11,050,965	11,291,492	17,405,621	16,192,842	16,054,375	220,076	689,124	1,781,971	1,801,287	2,070,056	86,974,007	88,087,699	105,559,551	117,473,065	118,553,305
July	13,333,255	16,489,187	22,217,201	20,666,774	21,259,405	280,756	291,105	2,244,007	2,397,468	2,892,211	93,189,170	131,031,173	132,554,585	178,978,115	191,239,034
August	14,094,249	13,307,261	18,448,886	16,657,613	16,564,558	266,881	244,691	2,161,167	2,079,173	2,423,773	121,424,486	122,944,015	135,457,160	122,930,026	129,365,315
September	6,280,715	9,374,533	11,630,739	11,442,403	11,573,148	128,596	495,636	1,369,614	1,254,083	1,422,871	37,793,636	51,755,580	58,512,166	59,777,401	66,745,205
October	5,163,907	6,047,939	7,830,739	7,109,786	7,072,350	76,787	91,603	794,126	637,398	737,809	16,375,128	33,435,472	34,110,939	35,292,753	27,840,006
November	1,972,903	1,882,898	2,106,980	3,118,187		31,815	7,333	8,921	301,371		9,080,251	14,518,005	8,640,528	14,980,559	
December	1,413,200	1,833,474	3,253,943	1,900,473		22,812	50,865	515,173	234,745		4,773,626	8,836,444	14,219,918	7,958,228	
YTD Totals	68,554,447	64,148,048	104,245,366	98,211,395	99,239,341	1,341,579	2,076,595	10,901,482	11,127,956	12,849,747	411,561,341	464,575,280	610,207,960	667,957,523	680,815,356
Total	71,940,550	67,864,420	109,606,289	103,230,055	99,239,341	1,396,206	2,134,793	11,425,576	11,664,072	12,849,747	425,415,218	487,929,729	633,068,406	690,896,310	680,815,356

Month Increase	9.19%	17.12%	29.48%	-9.21%	-0.53%	-18.75%	19.29%	766.92%	-19.74%	15.75%	-1.40%	104.18%	2.02%	3.46%	-21.12%
YTD Increase	4.00%	-6.43%	62.51%	-5.79%	1.05%	-29.60%	54.79%	424.97%	2.08%	15.47%	3.50%	12.88%	31.35%	9.46%	1.92%
Total Year Increa	3.84%	-5.67%	61.51%	-5.82%		-29.07%	52.90%	435.21%	2.09%		4.24%	14.69%	29.75%	9.13%	

* OTC amounts are included in Motel/Hotel for comparative purposes

Outer Banks Visitors Bureau
 Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	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	100,883	103,524	117,805	71,183	107,068	6,272,045	8,223,680	22,515,577	32,129,068	32,326,040
February		3,640,228	8,831,162	9,964,265	9,901,463	111,202	123,301	138,103	86,764	119,484	6,004,609	6,788,236	16,833,409	17,071,361	17,078,293
March		392,302	14,285,652	11,694,833	11,682,633	191,043	100,157	288,353	139,472	203,764	9,370,541	3,538,436	28,050,784	22,897,441	22,911,263
April		54,406	11,899,053	11,767,660	12,328,326	356,959	0	387,071	230,087	302,139	22,183,138	715,316	39,424,885	45,219,347	43,812,778
May		7,959,755	11,894,484	12,431,457	12,627,627	329,769	122,541	429,562	235,556	273,011	36,428,842	28,192,673	71,629,217	67,998,385	61,544,693
June		15,349,447	15,036,636	18,707,648	18,477,129	441,718	529,356	646,362	393,576	338,773	102,003,266	103,467,906	127,947,319	136,993,703	137,311,567
July	9,774,831	14,163,157	18,366,907	22,972,242	23,810,322	538,288	643,415	630,180	527,134	372,183	110,890,945	152,256,684	159,994,974	203,794,691	215,518,673
August	24,094,200	14,432,996	15,236,263	17,820,645	17,510,657	534,008	621,785	723,235	476,191	311,925	138,805,084	139,737,864	158,280,320	142,641,161	148,053,622
September	5,444,607	7,502,538	9,479,100	9,589,739	9,771,123	210,087	466,395	392,240	225,343	167,249	45,403,850	63,775,711	73,112,498	73,185,366	79,777,957
October	3,090,168	5,199,066	6,243,795	5,954,385	5,629,110	215,456	309,934	157,157	132,022	154,211	22,618,642	41,364,509	43,787,109	43,568,138	35,908,020
November	1,659,752	894,605	698,108	4,271,270		126,782	167,957	10,176	122,575		11,523,953	17,053,031	11,394,032	18,554,321	0
December	1,465,862	4,304,339	7,063,801	3,945,571		120,970	126,529	217,271	125,826		6,505,201	11,266,628	18,096,294	10,195,045	0
YTD Totals	42,403,806	72,742,494	118,838,300	131,543,318	132,708,432	3,029,413	3,020,408	3,910,068	2,517,328	2,349,807	499,980,962	548,061,015	741,576,092	785,498,661	794,242,906
Total	45,529,420	77,941,438	126,600,209	139,760,159	132,708,432	3,277,165	3,314,894	4,137,515	2,765,729	2,349,807	518,010,116	576,380,674	771,066,418	814,248,027	794,242,906
Month Increase		68.25%	20.09%	-4.64%	-5.46%	-1.13%	43.85%	-49.29%	-15.99%	16.81%	0.51%	82.88%	5.86%	-0.50%	-17.58%
YTD Increase			63.37%	10.69%	0.89%	10.34%	-0.30%	29.45%	-35.62%	-6.65%	3.79%	9.62%	35.31%	5.92%	1.11%
Total Year Increa			62.43%	10.39%		7.95%	1.15%	24.82%	-33.15%		4.35%	11.27%	33.78%	5.60%	

** 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														
	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL
AVON	5,173,494	16.0%	1,436,510	8.4%	1,478,670	6.5%	2,932,683	6.7%	4,203,140	6.8%	7,858,075	5.7%	12,983,077	6.0%
BUXTON	382,351	1.2%	282,831	1.7%	434,490	1.9%	1,119,059	2.6%	1,597,647	2.6%	2,656,985	1.9%	4,077,724	1.9%
COLINGTON	8,009	0.0%	9,524	0.1%	28,233	0.1%	69,123	0.2%	145,585	0.2%	612,570	0.4%	799,749	0.4%
FRISCO	929,907	2.9%	217,764	1.3%	341,414	1.5%	1,006,995	2.3%	1,460,567	2.4%	2,798,272	2.0%	4,106,793	1.9%
HATTERAS	3,347,567	10.4%	651,905	3.8%	582,089	2.5%	1,652,924	3.8%	2,382,339	3.9%	5,162,519	3.8%	8,064,672	3.7%
KILL DEVIL HILLS	4,299,295	13.3%	3,939,118	23.1%	6,051,503	26.4%	9,980,060	22.8%	12,469,507	20.3%	24,377,722	17.8%	37,009,938	17.2%
KITTY HAWK	1,626,845	5.0%	1,391,882	8.2%	2,272,132	9.9%	3,595,853	8.2%	4,820,980	7.8%	9,271,719	6.8%	12,941,706	6.0%
MANTEO-TOWN	305,119	0.9%	224,455	1.3%	451,409	2.0%	810,779	1.9%	1,184,486	1.9%	1,997,966	1.5%	2,550,257	1.2%
NAGS HEAD	4,545,805	14.1%	3,317,925	19.4%	4,605,851	20.1%	10,361,659	23.6%	15,170,404	24.6%	36,122,124	26.3%	58,737,391	27.3%
RODANTHE	2,178,032	6.7%	658,001	3.9%	729,391	3.2%	1,400,211	3.2%	2,000,461	3.3%	3,834,553	2.8%	5,969,657	2.8%
SALVO	3,709,036	11.5%	959,276	5.6%	894,216	3.9%	1,359,524	3.1%	1,822,661	3.0%	3,995,865	2.9%	6,809,401	3.2%
WAVES	1,758,064	5.4%	533,048	3.1%	452,920	2.0%	697,056	1.6%	978,773	1.6%	2,366,210	1.7%	3,726,425	1.7%
SOUTHERN SHORES	913,500	2.8%	643,079	3.8%	781,798	3.4%	1,729,657	3.9%	2,904,447	4.7%	8,375,703	6.1%	13,197,692	6.1%
DUCK	1,859,445	5.8%	1,316,005	7.7%	1,851,500	8.1%	4,652,772	10.6%	7,852,584	12.8%	22,093,582	16.1%	37,147,010	17.2%
RIM (ROANOKE ISL. MAIN)	1,130,271	3.5%	1,185,590	6.9%	1,433,964	6.3%	1,380,959	3.2%	1,303,912	2.1%	3,717,646	2.7%	4,504,970	2.1%
OTC UNATTRIBUTED	159,300	0.5%	311,380	1.8%	521,683	2.3%	1,063,464	2.4%	1,247,200	2.0%	2,070,056	1.5%	2,892,211	1.3%
TOTAL	32,326,040	100.0%	17,078,293	100.0%	22,911,263	100.0%	43,812,778	100.0%	61,544,693	100.0%	137,311,567	100.0%	215,518,673	100.0%

DARE COUNTY GROSS								
OCCUPANCY BY DISTRICT								
	2023	% OF	2023	% OF	2023	% OF	2023	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	TOTAL	TOTAL
AVON	8,889,986	6.0%	5,509,529	6.9%	2,498,450	7.0%	52,963,614	6.7%
BUXTON	2,579,943	1.7%	1,981,038	2.5%	1,087,957	3.0%	16,200,025	2.0%
COLINGTON	419,657	0.3%	163,524	0.2%	63,146	0.2%	2,319,120	0.3%
FRISCO	2,909,960	2.0%	1,919,306	2.4%	775,523	2.2%	16,466,501	2.1%
HATTERAS	5,637,062	3.8%	3,559,037	4.5%	1,070,558	3.0%	32,110,672	4.0%
KILL DEVIL HILLS	25,497,166	17.2%	14,084,197	17.7%	7,352,689	20.5%	145,061,195	18.3%
KITTY HAWK	8,968,394	6.1%	4,887,742	6.1%	2,479,816	6.9%	52,257,069	6.6%
MANTEO-TOWN	1,901,583	1.3%	977,386	1.2%	825,934	2.3%	11,229,374	1.4%
NAGS HEAD	40,376,546	27.3%	21,705,939	27.2%	9,937,584	27.7%	204,881,228	25.8%
RODANTHE	4,117,407	2.8%	2,647,737	3.3%	979,546	2.7%	24,514,996	3.1%
SALVO	4,621,423	3.1%	2,671,427	3.3%	883,064	2.5%	27,725,893	3.5%
WAVES	2,631,539	1.8%	1,430,899	1.8%	529,626	1.5%	15,104,560	1.9%
SOUTHERN SHORES	8,776,768	5.9%	4,007,161	5.0%	1,352,743	3.8%	42,682,548	5.4%
DUCK	25,279,971	17.1%	11,975,084	15.0%	4,747,088	13.2%	118,775,041	15.0%
RIM (ROANOKE ISL. MAINI	3,022,444	2.0%	835,080	1.0%	586,487	1.6%	19,101,323	2.4%
OTC UNATTRIBUTED	2,423,773	1.6%	1,422,871	1.8%	737,809	2.1%	12,849,747	1.6%
TOTAL	148,053,622	100.0%	79,777,957	100.0%	35,908,020	100.0%	794,242,906	100.0%

DARE COUNTY GROSS														
MEALS BY DISTRICT														
	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL
AVON - 1	302,578	2.0%	308,667	2.5%	646,170	3.4%	1,119,136	3.7%	1,585,264	4.3%	2,747,899	5.1%	3,060,306	4.9%
BUXTON - 2	251,526	1.7%	295,171	2.4%	596,986	3.1%	1,222,012	4.1%	1,491,607	4.0%	1,925,395	3.6%	2,252,130	3.6%
COLINGTON - 3	91,233	0.6%	119,864	1.0%	139,703	0.7%	357,136	1.2%	432,016	1.2%	598,056	1.1%	661,272	1.1%
FRISCO - 5	158,141	1.1%	113,981	0.9%	182,853	1.0%	361,064	1.2%	445,631	1.2%	625,311	1.2%	762,752	1.2%
HATTERAS - 6	45,102	0.3%	8,321	0.1%	147,605	0.8%	500,966	1.7%	844,163	2.3%	1,170,162	2.2%	1,297,428	2.1%
KILL DEVIL HILLS - 7	4,613,949	30.7%	3,895,252	31.7%	5,915,420	31.0%	8,480,638	28.4%	9,467,668	25.5%	12,916,559	24.1%	15,616,115	25.0%
KITTY HAWK - 8	3,106,795	20.7%	2,133,394	17.4%	3,182,879	16.7%	4,404,347	14.7%	4,834,256	13.0%	7,251,684	13.5%	8,117,655	13.0%
MANTEO-TOWN - 10	1,227,227	8.2%	1,225,049	10.0%	1,410,171	7.4%	1,777,747	5.9%	2,321,519	6.2%	2,712,329	5.1%	2,942,994	4.7%
RIM (ROANOKE ISL. M	300,970	2.0%	318,812	2.6%	278,398	1.5%	382,175	1.3%	476,118	1.3%	570,993	1.1%	601,112	1.0%
NAGS HEAD - 14	3,596,285	24.0%	2,363,177	19.2%	4,154,607	21.8%	6,697,604	22.4%	8,864,888	23.8%	13,239,011	24.7%	15,752,325	25.3%
RODANTHE - 15	33,616	0.2%	53,818	0.4%	109,071	0.6%	353,086	1.2%	453,938	1.2%	815,115	1.5%	815,868	1.3%
SALVO - 18	7,192	0.0%	7,764	0.1%	6,629	0.0%	7,872	0.0%	17,446	0.0%	64,650	0.1%	91,667	0.1%
WAVES - 19	39,376	0.3%	35,396	0.3%	109,778	0.6%	336,430	1.1%	452,346	1.2%	781,166	1.5%	920,671	1.5%
SOUTHERN SHORES -	528,882	3.5%	601,594	4.9%	628,376	3.3%	732,524	2.5%	946,148	2.5%	1,380,983	2.6%	1,527,834	2.4%
DUCK - 21	711,369	4.7%	802,519	6.5%	1,543,575	8.1%	3,149,519	10.5%	4,558,051	12.3%	6,853,845	12.8%	7,951,624	12.7%
TOTAL	15,014,241	100.0%	12,282,779	100.0%	19,052,221	100.0%	29,882,256	100.0%	37,191,059	100.0%	53,653,158	100.0%	62,371,753	100.0%

DARE COUNTY GROSS							
MEALS BY DISTRICT							
	2023	% OF	2023	% OF	2023	% OF	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	TOTAL
AVON - 1	2,725,389	5.0%	1,540,634	3.9%	1,357,893	4.5%	4.4%
BUXTON - 2	1,927,015	3.5%	1,480,494	3.7%	1,269,022	4.2%	3.6%
COLINGTON - 3	634,338	1.2%	520,424	1.3%	314,059	1.0%	1.1%
FRISCO - 5	672,239	1.2%	429,917	1.1%	398,609	1.3%	1.2%
HATTERAS - 6	974,990	1.8%	637,456	1.6%	482,906	1.6%	1.7%
KILL DEVIL HILLS - 7	12,716,160	23.4%	10,131,599	25.6%	8,721,508	28.7%	26.1%
KITTY HAWK - 8	6,739,490	12.4%	5,203,669	13.2%	3,969,897	13.1%	13.8%
MANTEO-TOWN - 10	2,907,579	5.3%	2,107,448	5.3%	2,586,486	8.5%	6.0%
RIM (ROANOKE ISL. M	607,064	1.1%	485,303	1.2%	463,896	1.5%	1.3%
NAGS HEAD - 14	13,929,106	25.6%	9,763,894	24.7%	6,653,690	21.9%	24.0%
RODANTHE - 15	864,807	1.6%	562,921	1.4%	236,964	0.8%	1.2%
SALVO - 18	74,877	0.1%	12,592	0.0%	6,653	0.0%	0.1%
WAVES - 19	793,570	1.5%	470,716	1.2%	227,126	0.7%	1.2%
SOUTHERN SHORES -	1,296,155	2.4%	952,916	2.4%	753,060	2.5%	2.6%
DUCK - 21	7,518,712	13.8%	5,211,320	13.2%	2,918,411	9.6%	11.7%
TOTAL	54,381,491	100.0%	39,511,303	100.0%	30,360,180	100.0%	100.0%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	2,178,032	2,584,975	-15.74%	658,001	771,456	-14.71%	729,391	755,896	-3.51%	1,400,211	1,849,630	-24.30%
WAVES	1,758,064	2,035,943	-13.65%	533,048	638,923	-16.57%	452,920	590,617	-23.31%	697,056	1,246,772	-44.09%
SALVO	3,709,036	3,905,134	-5.02%	959,276	1,127,306	-14.91%	894,216	760,710	17.55%	1,359,524	1,279,580	6.25%
AVON	5,173,494	4,351,801	18.88%	1,436,510	1,438,633	-0.15%	1,478,670	1,548,272	-4.50%	2,932,683	3,161,385	-7.23%
BUXTON	382,351	578,357	-33.89%	282,831	301,617	-6.23%	434,490	510,511	-14.89%	1,119,059	1,159,347	-3.48%
FRISCO	929,907	872,393	6.59%	217,764	170,480	27.74%	341,414	287,880	18.60%	1,006,995	1,016,793	-0.96%
HATTERAS	3,347,567	2,672,053	25.28%	651,905	436,688	49.28%	582,089	562,573	3.47%	1,652,924	1,625,048	1.72%
TOTAL HATTERAS ISLAND	17,478,451	17,000,656	2.81%	4,739,335	4,885,103	-2.98%	4,913,190	5,016,459	-2.06%	10,168,452	11,338,555	-10.32%
NORTHERN BEACHES:												
DUCK	1,859,445	2,131,526	-12.76%	1,316,005	1,485,383	-11.40%	1,851,500	2,166,733	-14.55%	4,652,772	5,302,625	-12.26%
SOUTHERN SHORES	913,500	1,013,925	-9.90%	643,079	785,694	-18.15%	781,798	769,700	1.57%	1,729,657	1,618,953	6.84%
KITTY HAWK	1,626,845	1,409,809	15.39%	1,391,882	1,572,039	-11.46%	2,272,132	2,083,440	9.06%	3,595,853	3,226,455	11.45%
COLINGTON	8,009	10,745	-25.46%	9,524	17,110	-44.34%	28,233	29,495	-4.28%	69,123	98,804	-30.04%
KILL DEVIL HILLS	4,299,295	3,868,596	11.13%	3,939,118	3,417,977	15.25%	6,051,503	5,359,587	12.91%	9,980,060	9,600,828	3.95%
NAGS HEAD	4,545,805	5,158,471	-11.88%	3,317,925	3,211,258	3.32%	4,605,851	5,165,220	-10.83%	10,361,659	10,638,831	-2.61%
TOTAL NORTHERN BEACHES	13,252,899	13,593,072	-2.50%	10,617,533	10,489,461	1.22%	15,591,017	15,574,175	0.11%	30,389,124	30,486,496	-0.32%
ROANOKE ISLAND:												
MANTEO-TOWN	305,119	311,844	-2.16%	224,455	307,378	-26.98%	451,409	391,426	15.32%	810,779	1,003,774	-19.23%
RIM (ROANOKE ISL. MAINLAND)	1,130,271	1,073,925	5.25%	1,185,590	1,161,394	2.08%	1,433,964	1,456,613	-1.55%	1,380,959	1,419,868	-2.74%
TOTAL ROANOKE ISLAND	1,435,390	1,385,769	3.58%	1,410,045	1,468,772	-4.00%	1,885,373	1,848,039	2.02%	2,191,738	2,423,642	-9.57%
OTC UNATTRIBUTED	159,300	149,571	6.50%	311,380	228,025	36.56%	521,683	458,768	13.71%	1,063,464	970,654	9.56%
TOTAL	32,326,040	32,129,068	0.61%	17,078,293	17,071,361	0.04%	22,911,263	22,897,441	0.06%	43,812,778	45,219,347	-3.11%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE	2,000,461	2,204,350	-9.25%	3,834,553	4,708,135	-18.55%	5,969,657	6,614,066	-9.74%	4,117,407	5,008,771	-17.80%
WAVES	978,773	1,202,533	-18.61%	2,366,210	2,440,916	-3.06%	3,726,425	3,632,602	2.58%	2,631,539	2,765,442	-4.84%
SALVO	1,822,661	2,143,474	-14.97%	3,995,865	4,611,709	-13.35%	6,809,401	7,111,023	-4.24%	4,621,423	4,724,594	-2.18%
AVON	4,203,140	4,447,538	-5.50%	7,858,075	8,364,110	-6.05%	12,983,077	13,359,620	-2.82%	8,889,986	9,341,045	-4.83%
BUXTON	1,597,647	1,612,044	-0.89%	2,656,985	2,760,642	-3.75%	4,077,724	3,713,099	9.82%	2,579,943	2,846,987	-9.38%
FRISCO	1,460,567	1,605,306	-9.02%	2,798,272	2,909,307	-3.82%	4,106,793	4,229,814	-2.91%	2,909,960	3,154,443	-7.75%
HATTERAS	2,382,339	2,720,385	-12.43%	5,162,519	5,117,944	0.87%	8,064,672	7,551,954	6.79%	5,637,062	5,692,463	-0.97%
TOTAL HATTERAS ISLAND	14,445,588	15,935,630	-9.35%	28,672,479	30,912,763	-7.25%	45,737,749	46,212,178	-1.03%	31,387,320	33,533,745	-6.40%
NORTHERN BEACHES:												
DUCK	7,852,584	8,864,426	-11.41%	22,093,582	22,079,751	0.06%	37,147,010	34,981,063	6.19%	25,279,971	23,684,465	6.74%
SOUTHERN SHORES	2,904,447	3,166,018	-8.26%	8,375,703	8,103,404	3.36%	13,197,692	12,216,325	8.03%	8,776,768	8,545,335	2.71%
KITTY HAWK	4,820,980	4,864,351	-0.89%	9,271,719	9,108,901	1.79%	12,941,706	12,282,838	5.36%	8,968,394	8,945,484	0.26%
COLINGTON	145,585	146,390	-0.55%	612,570	472,648	29.60%	799,749	649,152	23.20%	419,657	420,045	-0.09%
KILL DEVIL HILLS	12,469,507	13,346,479	-6.57%	24,377,722	24,257,897	0.49%	37,009,938	34,215,114	8.17%	25,497,166	24,147,484	5.59%
NAGS HEAD	15,170,404	17,740,091	-14.49%	36,122,124	36,400,003	-0.76%	58,737,391	55,618,214	5.61%	40,376,546	37,692,505	7.12%
TOTAL NORTHERN BEACHES	43,363,507	48,127,755	-9.90%	100,853,420	100,422,604	0.43%	159,833,486	149,962,706	6.58%	109,318,502	103,435,318	5.69%
ROANOKE ISLAND:												
MANTEO-TOWN	1,184,486	1,396,188	-15.16%	1,997,966	1,888,258	5.81%	2,550,257	3,045,682	-16.27%	1,901,583	1,975,858	-3.76%
RIM (ROANOKE ISL. MAINLAND)	1,303,912	1,387,283	-6.01%	3,717,646	1,968,791	88.83%	4,504,970	2,176,657	106.97%	3,022,444	1,617,067	86.91%
TOTAL ROANOKE ISLAND	2,488,398	2,783,471	-10.60%	5,715,612	3,857,049	48.19%	7,055,227	5,222,339	35.10%	4,924,027	3,592,925	37.05%
OTC UNATTRIBUTED	1,247,200	1,151,529	8.31%	2,070,056	1,801,287	14.92%	2,892,211	2,397,468	20.64%	2,423,773	2,079,173	16.57%
TOTAL	61,544,693	67,998,385	-9.49%	137,311,567	136,993,703	0.23%	215,518,673	203,794,691	5.75%	148,053,622	142,641,161	3.79%

DARE COUNTY GROSS									
OCCUPANCY BY DISTRICT									
	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:									
RODANTHE	2,647,737	2,629,992	0.67%	979,546	1,478,355	-33.74%	24,514,996	28,605,626	-14.30%
WAVES	1,430,899	1,342,792	6.56%	529,626	795,353	-33.41%	15,104,560	16,691,893	-9.51%
SALVO	2,671,427	2,309,123	15.69%	883,064	1,371,001	-35.59%	27,725,893	29,343,654	-5.51%
AVON	5,509,529	4,766,265	15.59%	2,498,450	3,707,899	-32.62%	52,963,614	54,486,568	-2.80%
BUXTON	1,981,038	1,849,301	7.12%	1,087,957	1,339,508	-18.78%	16,200,025	16,671,413	-2.83%
FRISCO	1,919,306	1,730,550	10.91%	775,523	1,378,208	-43.73%	16,466,501	17,355,174	-5.12%
HATTERAS	3,559,037	2,839,715	25.33%	1,070,558	2,122,765	-49.57%	32,110,672	31,341,588	2.45%
TOTAL HATTERAS ISLAND	19,718,973	17,467,738	12.89%	7,824,724	12,193,089	-35.83%	185,086,261	194,495,916	-4.84%
NORTHERN BEACHES:									
DUCK	11,975,084	11,214,013	6.79%	4,747,088	5,375,816	-11.70%	118,775,041	117,285,801	1.27%
SOUTHERN SHORES	4,007,161	3,708,658	8.05%	1,352,743	1,674,316	-19.21%	42,682,548	41,602,328	2.60%
KITTY HAWK	4,887,742	4,618,256	5.84%	2,479,816	2,559,566	-3.12%	52,257,069	50,671,139	3.13%
COLINGTON	163,524	208,361	-21.52%	63,146	82,933	-23.86%	2,319,120	2,135,683	8.59%
KILL DEVIL HILLS	14,084,197	13,066,033	7.79%	7,352,689	7,657,462	-3.98%	145,061,195	138,937,457	4.41%
NAGS HEAD	21,705,939	19,717,543	10.08%	9,937,584	11,895,493	-16.46%	204,881,228	203,237,629	0.81%
TOTAL NORTHERN BEACHES	56,823,647	52,532,864	8.17%	25,933,066	29,245,586	-11.33%	565,976,201	553,870,037	2.19%
ROANOKE ISLAND:									
MANTEO-TOWN	977,386	1,089,270	-10.27%	825,934	846,614	-2.44%	11,229,374	12,256,292	-8.38%
RIM (ROANOKE ISL. MAINLAN	835,080	841,411	-0.75%	586,487	645,451	-9.14%	19,101,323	13,748,460	38.93%
TOTAL ROANOKE ISLAND	1,812,466	1,930,681	-6.12%	1,412,421	1,492,065	-5.34%	30,330,697	26,004,752	16.64%
OTC UNATTRIBUTED	1,422,871	1,254,083	13.46%	737,809	637,398	15.75%	12,849,747	11,127,956	15.47%
TOTAL	79,777,957	73,185,366	9.01%	35,908,020	43,568,138	-17.58%	794,242,906	785,498,661	1.11%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	33,616	29,596	13.58%	53,818	46,435	15.90%	109,071	74,222	46.95%	353,086	311,909	13.20%
WAVES - 19	39,376	30,984	27.08%	35,396	35,337	0.17%	109,778	150,744	-27.18%	336,430	389,093	-13.53%
SALVO - 18	7,192	0	#DIV/0!	7,764	7,025	10.52%	6,629	0	#DIV/0!	7,872	0	#DIV/0!
AVON - 1	302,578	222,024	36.28%	308,667	299,299	3.13%	646,170	698,443	-7.48%	1,119,136	1,336,411	-16.26%
BUXTON - 2	251,526	202,780	24.04%	295,171	307,695	-4.07%	596,986	464,293	28.58%	1,222,012	1,279,797	-4.52%
FRISCO - 5	158,141	78,987	100.21%	113,981	116,793	-2.41%	182,853	68,391	167.36%	361,064	321,462	12.32%
HATTERAS - 6	45,102	14,437	212.41%	8,321	88,787	-90.63%	147,605	166,782	-11.50%	500,966	498,806	0.43%
TOTAL HATTERAS ISLAND	837,531	578,808	44.70%	823,118	901,371	-8.68%	1,799,092	1,622,875	10.86%	3,900,566	4,137,478	-5.73%
NORTHERN BEACHES:												
DUCK - 21	711,369	464,406	53.18%	802,519	843,908	-4.90%	1,543,575	1,495,064	3.24%	3,149,519	3,163,511	-0.44%
SOUTHERN SHORES - 20	528,882	475,583	11.21%	601,594	533,593	12.74%	628,376	675,020	-6.91%	732,524	983,730	-25.54%
KITTY HAWK - 8	3,106,795	1,982,093	56.74%	2,133,394	2,341,833	-8.90%	3,182,879	3,036,241	4.83%	4,404,347	4,611,608	-4.49%
COLINGTON - 3	91,233	61,922	47.34%	119,864	125,502	-4.49%	139,703	137,671	1.48%	357,136	339,901	5.07%
KILL DEVIL HILLS - 7	4,613,949	3,346,902	37.86%	3,895,252	5,212,559	-25.27%	5,915,420	5,497,980	7.59%	8,480,638	7,452,341	13.80%
NAGS HEAD - 14	3,596,285	2,130,753	68.78%	2,363,177	2,396,822	-1.40%	4,154,607	3,860,081	7.63%	6,697,604	7,007,034	-4.42%
TOTAL NORTHERN BEACHES	12,648,513	8,461,659	49.48%	9,915,800	11,454,217	-13.43%	15,564,560	14,702,057	5.87%	23,821,768	23,558,125	1.12%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	1,227,227	1,327,073	-7.52%	1,225,049	1,249,722	-1.97%	1,410,171	1,333,594	5.74%	1,777,747	1,667,699	6.60%
MANTEO-OUTSIDE - 11	300,970	233,461	28.92%	318,812	249,069	28.00%	278,398	306,175	-9.07%	382,175	399,013	-4.22%
TOTAL ROANOKE ISLAND	1,528,197	1,560,534	-2.07%	1,543,861	1,498,791	3.01%	1,688,569	1,639,769	2.98%	2,159,922	2,066,712	4.51%
TOTAL	15,014,241	10,601,001	41.63%	12,282,779	13,854,379	-11.34%	19,052,221	17,964,701	6.05%	29,882,256	29,762,315	0.40%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	453,938	353,872	28.28%	815,115	683,686	19.22%	815,868	803,923	1.49%	864,807	687,692	25.75%
WAVES - 19	452,346	498,424	-9.24%	781,166	768,595	1.64%	920,671	957,970	-3.89%	793,570	780,294	1.70%
SALVO - 18	17,446	4,661	274.30%	64,650	42,087	53.61%	91,667	52,598	74.28%	74,877	43,456	72.31%
AVON - 1	1,585,264	1,694,587	-6.45%	2,747,899	2,176,164	26.27%	3,060,306	3,595,809	-14.89%	2,725,389	2,615,805	4.19%
BUXTON - 2	1,491,607	1,345,335	10.87%	1,925,395	1,948,239	-1.17%	2,252,130	2,071,871	8.70%	1,927,015	1,866,389	3.25%
FRISCO - 5	445,631	354,163	25.83%	625,311	542,561	15.25%	762,752	615,790	23.87%	672,239	501,759	33.98%
HATTERAS - 6	844,163	738,413	14.32%	1,170,162	1,029,202	13.70%	1,297,428	1,235,164	5.04%	974,990	1,258,616	-22.53%
TOTAL HATTERAS ISLAND	5,290,395	4,989,455	6.03%	8,129,698	7,190,534	13.06%	9,200,822	9,333,125	-1.42%	8,032,887	7,754,011	3.60%
NORTHERN BEACHES:												
DUCK - 21	4,558,051	4,068,136	12.04%	6,853,845	6,460,495	6.09%	7,951,624	7,455,079	6.66%	7,518,712	6,366,446	18.10%
SOUTHERN SHORES - 20	946,148	910,119	3.96%	1,380,983	1,495,960	-7.69%	1,527,834	1,605,353	-4.83%	1,296,155	1,512,789	-14.32%
KITTY HAWK - 8	4,834,256	5,266,860	-8.21%	7,251,684	6,629,904	9.38%	8,117,655	8,194,772	-0.94%	6,739,490	7,267,571	-7.27%
COLINGTON - 3	432,016	391,728	10.28%	598,056	508,832	17.54%	661,272	625,248	5.76%	634,338	569,783	11.33%
KILL DEVIL HILLS - 7	9,467,668	9,159,974	3.36%	12,916,559	12,036,148	7.31%	15,616,115	15,664,042	-0.31%	12,716,160	12,857,954	-1.10%
NAGS HEAD - 14	8,864,888	8,673,834	2.20%	13,239,011	11,702,938	13.13%	15,752,325	15,068,215	4.54%	13,929,106	13,119,647	6.17%
TOTAL NORTHERN BEACHES	29,103,027	28,470,651	2.22%	42,240,138	38,834,277	8.77%	49,626,825	48,612,709	2.09%	42,833,961	41,694,190	2.73%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	2,321,519	1,837,199	26.36%	2,712,329	2,599,416	4.34%	2,942,994	2,666,007	10.39%	2,907,579	2,432,329	19.54%
MANTEO-OUTSIDE - 11	476,118	468,821	1.56%	570,993	564,127	1.22%	601,112	532,458	12.89%	607,064	588,969	3.07%
TOTAL ROANOKE ISLAND	2,797,637	2,306,020	21.32%	3,283,322	3,163,543	3.79%	3,544,106	3,198,465	10.81%	3,514,643	3,021,298	16.33%
TOTAL	37,191,059	35,766,126	3.98%	53,653,158	49,188,354	9.08%	62,371,753	61,144,299	2.01%	54,381,491	52,469,499	3.64%

DARE COUNTY GROSS									
MEALS BY DISTRICT									
	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:									
RODANTHE - 15	562,921	434,757	29.48%	236,964	160,625	47.53%	4,299,204	3,586,717	19.86%
WAVES - 19	470,716	511,695	-8.01%	227,126	260,115	-12.68%	4,166,575	4,383,251	-4.94%
SALVO - 18	12,592	799	1475.97%	6,653	603	1003.32%	297,342	151,229	96.62%
AVON - 1	1,540,634	2,017,080	-23.62%	1,357,893	780,055	74.08%	15,393,936	15,435,677	-0.27%
BUXTON - 2	1,480,494	1,488,508	-0.54%	1,269,022	625,062	103.02%	12,711,358	11,599,969	9.58%
FRISCO - 5	429,917	357,592	20.23%	398,609	256,387	55.47%	4,150,498	3,213,885	29.14%
HATTERAS - 6	637,456	751,335	-15.16%	482,906	477,422	1.15%	6,109,099	6,258,964	-2.39%
TOTAL HATTERAS ISLAND	5,134,730	5,561,766	-7.68%	3,979,173	2,560,269	55.42%	47,128,012	44,629,692	5.60%
NORTHERN BEACHES:									
DUCK - 21	5,211,320	4,641,149	12.29%	2,918,411	2,441,074	19.55%	41,218,945	37,399,268	10.21%
SOUTHERN SHORES - 20	952,916	1,092,162	-12.75%	753,060	493,309	52.65%	9,348,472	9,777,618	-4.39%
KITTY HAWK - 8	5,203,669	5,150,431	1.03%	3,969,897	2,073,823	91.43%	48,944,066	46,555,136	5.13%
COLINGTON - 3	520,424	455,686	14.21%	314,059	172,568	81.99%	3,868,101	3,388,841	14.14%
KILL DEVIL HILLS - 7	10,131,599	10,125,583	0.06%	8,721,508	4,905,786	77.78%	92,474,868	86,259,269	7.21%
NAGS HEAD - 14	9,763,894	10,137,446	-3.68%	6,653,690	4,862,183	36.85%	85,014,587	78,958,953	7.67%
TOTAL NORTHERN BEACHES	31,783,822	31,602,457	0.57%	23,330,625	14,948,743	56.07%	280,869,039	262,339,085	7.06%
ROANOKE ISLAND:									
MANTEO-TOWN - 10	2,107,448	2,029,946	3.82%	2,586,486	1,064,089	143.07%	21,218,549	18,207,074	16.54%
MANTEO-OUTSIDE - 11	485,303	463,840	4.63%	463,896	293,592	58.01%	4,484,841	4,099,525	9.40%
TOTAL ROANOKE ISLAND	2,592,751	2,493,786	3.97%	3,050,382	1,357,681	124.68%	25,703,390	22,306,599	15.23%
TOTAL	39,511,303	39,658,009	-0.37%	30,360,180	18,866,693	60.92%	353,700,441	329,275,376	7.42%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 11/30/23

	Jul - Nov 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,603,861.16	4,655,607.00	-51,745.84	98.9%
3040 · Meals Tax - 75%	1,733,740.75	2,083,732.00	-349,991.25	83.2%
3050 · Website Advertising	59,957.70	125,000.00	-65,042.30	48.0%
3210 · Interest Income	231,552.77	191,050.00	40,502.77	121.2%
3220 · Other	235.00	1,000.00	-765.00	23.5%
Total Income	6,629,347.38	7,056,389.00	-427,041.62	93.9%
Gross Profit	6,629,347.38	7,056,389.00	-427,041.62	93.9%
Expense				
5000 · Director Compensation	7,125.00	17,100.00	-9,975.00	41.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	248.69	7,000.00	-6,751.31	3.6%
5003 · Directors & Officers Insurance	2,985.00	2,985.00	0.00	100.0%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	379,390.41	1,019,500.00	-640,109.59	37.2%
5020 · Salaries (Part Time) Promotion	38,868.64	129,500.00	-90,631.36	30.0%
5025 · Salaries (Part Time) Welcome AB	38,710.24	112,855.00	-74,144.76	34.3%
5026 · Salaries (Part Time) Welcome RI	62,669.31	170,785.00	-108,215.69	36.6%
5030 · Payroll Taxes	39,400.43	117,210.00	-77,809.57	33.6%
5040 · Employee Insurance	82,374.19	179,200.00	-96,825.81	46.0%
5050 · Retirement	52,128.96	138,665.00	-86,536.04	37.6%
5055 · 401(k) Match	3,116.10	10,195.00	-7,078.90	30.6%
5060 · Workmens Compensation	2,306.97	2,360.00	-53.03	97.8%
5080 · Employee Relations	35.00	3,195.00	-3,160.00	1.1%
5090 · Training	3,330.85	16,340.00	-13,009.15	20.4%
5110 · Contracted Service	11,823.00	29,085.00	-17,262.00	40.6%
5140 · Audit	0.00	10,875.00	-10,875.00	0.0%
5170 · Other Professional Services	3,756.21	14,300.00	-10,543.79	26.3%
5180 · Legal	3,000.00	20,500.00	-17,500.00	14.6%
5185 · Research	100,325.00	267,500.00	-167,175.00	37.5%
5190 · Administrative Advertising	1,883.00	2,500.00	-617.00	75.3%
5500 · Advertising-Printed	436,371.45	1,454,760.00	-1,018,388.55	30.0%
5502 · Advertising - Production Fee	111,248.79	170,000.00	-58,751.21	65.4%
5510 · Advertising - Event Dev & Mktg	8,298.57	73,100.00	-64,801.43	11.4%
5515 · Advertising - Online	1,084,117.09	2,616,390.00	-1,532,272.91	41.4%
5525 · Community Relations	4,457.50	30,000.00	-25,542.50	14.9%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	2,771.66	19,000.00	-16,228.34	14.6%
5580 · Promotional Aids	800.63	9,000.00	-8,199.37	8.9%
6100 · Familiarization Tours	17,504.54	110,000.00	-92,495.46	15.9%
6101 · Group sales	9,400.00	17,750.00	-8,350.00	53.0%
6130 · Uniforms	0.00	2,200.00	-2,200.00	0.0%
6150 · Event Grant	64,849.64	710,810.00	-645,960.36	9.1%
6160 · Long Range Tourism Plan	75.00	350,000.00	-349,925.00	0.0%
6170 · Tourism Summit	24,814.41	25,000.00	-185.59	99.3%
6200 · Postage and Delivery	21,820.76	200,200.00	-178,379.24	10.9%
6300 · Travel	10,875.90	60,640.00	-49,764.10	17.9%
6305 · Vehicle Maintenance	341.74	3,500.00	-3,158.26	9.8%
6320 · Registrations	12,259.00	52,475.00	-40,216.00	23.4%
6340 · Travel Show Exhibit	224.16	4,000.00	-3,775.84	5.6%
6420 · Dues and Subscriptions	43,190.96	57,855.00	-14,664.04	74.7%
6440 · Insurance	36,602.39	37,575.00	-972.61	97.4%
6460 · Telephone	13,408.41	38,955.00	-25,546.59	34.4%
6500 · Equipment	34,335.53	85,300.00	-50,964.47	40.3%
6510 · Expendable Equipment	0.00	14,550.00	-14,550.00	0.0%
6530 · Technical Support	693.34	9,000.00	-8,306.66	7.7%
6580 · Utilities	5,267.95	18,360.00	-13,092.05	28.7%
6600 · Cleaning/maintenance supplies	242.28	2,600.00	-2,357.72	9.3%
6610 · Building Maintenance	3,144.14	50,905.00	-47,760.86	6.2%
6620 · Equipment Service Contracts	320.40	3,100.00	-2,779.60	10.3%
6640 · Equipment Rent	8,171.19	33,840.00	-25,668.81	24.1%
6660 · Equipment Repairs	386.39	5,050.00	-4,663.61	7.7%
6700 · Office Supplies	4,956.29	23,025.00	-18,068.71	21.5%
6800 · Bank Service Charges	603.30	1,920.00	-1,316.70	31.4%
6810 · Web Site/Internet	12,051.43	52,000.00	-39,948.57	23.2%
Total Expense	2,806,981.84	8,618,010.00	-5,811,028.16	32.6%
Net Ordinary Income	3,822,365.54	-1,561,621.00	5,383,986.54	-244.8%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 11/30/23

	Jul - Nov 23	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	49,000.00	35,000.00	14,000.00	140.0%
Total 9920 · Transfer from Travel Guide Fund	49,000.00	35,000.00	14,000.00	140.0%
9990 · Unappropriated Fund Balance	0.00	1,925,166.00	-1,925,166.00	0.0%
Total Other Income	49,000.00	1,960,166.00	-1,911,166.00	2.5%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	110,000.00	-110,000.00	0.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	0.00	112,000.00	-112,000.00	0.0%
9950 · Transfer to Event Site Fund	265.85	286,545.00	-286,279.15	0.1%
Total Other Expense	265.85	398,545.00	-398,279.15	0.1%
Net Other Income	48,734.15	1,561,621.00	-1,512,886.85	3.1%
Net Income	3,871,099.69	0.00	3,871,099.69	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 11/30/23

	Jul - Nov 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	85.56	50.00	35.56	171.1%
Total Income	85.56	50.00	35.56	171.1%
Gross Profit	85.56	50.00	35.56	171.1%
Net Ordinary Income	85.56	50.00	35.56	171.1%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	49,000.00	35,000.00	14,000.00	140.0%
Total 9920 · Transfer from Travel Guide Fund	49,000.00	35,000.00	14,000.00	140.0%
Total Other Income	49,000.00	35,000.00	14,000.00	140.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	110,000.00	-110,000.00	0.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	0.00	112,000.00	-112,000.00	0.0%
Total Other Expense	0.00	112,000.00	-112,000.00	0.0%
Net Other Income	49,000.00	-77,000.00	126,000.00	-63.6%
Net Income	49,085.56	-76,950.00	126,035.56	-63.8%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
July through November 2023

	Jul - Nov 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,534,620.39	1,551,869.00	-17,248.61	98.9%
3040 · Meals Tax	577,913.58	694,578.00	-116,664.42	83.2%
3210 · Interest	174,388.23	125,000.00	49,388.23	139.5%
Total Income	2,286,922.20	2,371,447.00	-84,524.80	96.4%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	116,884.96	442,795.00	-325,910.04	26.4%
4525 · Event Site	9,295.80	6,924,640.00	-6,915,344.20	0.1%
4585 · Unappropriated Long-Term	0.00	750,560.00	-750,560.00	0.0%
Total 4000 · Long - Term Projects	126,180.76	8,117,995.00	-7,991,814.24	1.6%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	38,760.00	38,760.00	0.00	100.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4667 · TIG-Dare Co.-Frisco/Buxton Path	0.00	200,000.00	-200,000.00	0.0%
4668 · TIG-Duck-Ocean Crest Improve	0.00	78,000.00	-78,000.00	0.0%
4669 · TIG-KDH-Wright Bros Sidewalk	0.00	177,000.00	-177,000.00	0.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	0.00	34,595.00	-34,595.00	0.0%
4672 · TIG-OB Forever-Lighthouse Path	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path E Hwy 12	0.00	150,000.00	-150,000.00	0.0%
4674 · TIG-SSCA-Accessible Access 96A	25,000.00	25,000.00	0.00	100.0%
4999 · Unappropriated Funds	0.00	1,378,092.00	-1,378,092.00	0.0%
5140 · Audit	0.00	3,625.00	-3,625.00	0.0%
5160 · Fireworks	55,000.00	110,000.00	-55,000.00	50.0%
5170 · Traffic Control - Hwy 12 & 158	4,550.00	24,530.00	-19,980.00	18.5%
Total 4100 · Short-Term Projects	123,310.00	2,988,908.00	-2,865,598.00	4.1%
Total Expense	249,490.76	11,106,903.00	-10,857,412.24	2.2%
Net Ordinary Income	2,037,431.44	-8,735,456.00	10,772,887.44	-23.3%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	8,735,456.00	-8,735,456.00	0.0%
Total Other Income	0.00	8,735,456.00	-8,735,456.00	0.0%
Net Other Income	0.00	8,735,456.00	-8,735,456.00	0.0%
Net Income	2,037,431.44	0.00	2,037,431.44	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2022-2023

Short-term Projects	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Estimated Balance FY23-24
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Manteo - Town Common Phase II	150,000	(150,000)			0	0			0
TIG - KDH - Meekins Field	200,000	(200,000)			0	0			0
TIG - NH - Skate Park	30,000			(30,000)	0				0
TIG - Chicamacomico - 1911 Cookhouse	38,760				38,760		(38,760)		0
TIG - Town of NH - Epstein Street Beach Access	250,000				250,000				250,000
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500				127,500				127,500
TIG - OB Forever - Aviation Trail Through Time	21,250			(21,250)	0				0
TIG - Dare County - Frisco Buxton Pathway		200,000			200,000				200,000
TIG - Duck - Ocean Crest Improvements		78,000			78,000				78,000
TIG - KDH - Wright Brothers Sidewalk		177,000			177,000				177,000
TIG - NH - Whalebone Park Restrooms		112,000			112,000				112,000
TIG - OB Forever - Weather Bureau Signal		34,595			34,595				34,595
TIG - OB Forever - Cape Hatteras Lighthouse Pathway		132,000			132,000				132,000
TIG - SS - Walking Path E. Highway 12		150,000			150,000				150,000
TIG - SS Civic Assoc - Accessible Access 96A		25,000			25,000		(25,000)		0
Fireworks	76,581		(55,000)	55,000	76,581		(55,000)	55,000	76,581
Audit	0		(3,435)	3,625	190		0	3,625	3,815
Highway 158/Highway 12 Intersection	12,240		(5,660)		6,580		(4,550)	20,000	22,030
Unappropriated Funds	566,511	1,084,940		(915,970)	735,481	1,309,189		(78,625)	1,966,044
TOTAL SHORT TERM COMMITMENTS	1,620,648	1,643,535	(64,095)	(908,595)	2,291,493	1,309,189	(123,310)	0	3,477,371
Long Term Projects									
Multi-Use Center (100%)	3,708,303	1,945,922	(23,138)		5,631,087	1,372,513	(9,296)		6,994,304
Infrastructure (capped)	455,045		(12,250)		442,795		(116,885)		325,910
L-T Unappropriated Funds	450,560	100,000	0		550,560	200,000	0		750,560
TOTAL LONG TERM COMMITMENTS UNPAID	4,613,908	2,045,922	(35,388)	0	6,624,442	1,572,513	(126,181)	0	8,070,774
Total	6,234,557	3,689,457	(99,483)	(908,595)	8,915,935	2,881,701	(249,491)	0	11,548,145
Cash on Hand 11/30/23			#				#		
Total Cash on Hand							Checking Savings	87,004 10,938,692	11,025,696
25% of Occupancy & Meals Income per Budget									
December								61,910	
January								47,173	
February								90,849	
March								56,643	
April								65,323	
May								121,415	
June								151,468	
								594,779	
Unappropriated Balances									72,330
Transfer from General Fund									
30% Short-term						2,707,313	*		
Amount over budget to short-term						673,934			
Short-term interest						460,867			
						174,388			
						1,309,189			
70% Long-term								1,572,513	
Long-term interest								0	
								1,572,513	*

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

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
July through November 2023

	<u>Jul - Nov 23</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,000.00	2,000.00	-1,000.00	50.0%
3200 · Site Rental Income - Other	15,260.00	20,900.00	-5,640.00	73.0%
Total 3200 · Site Rental Income	16,260.00	22,900.00	-6,640.00	71.0%
3210 · Interest Income	721.05	500.00	221.05	144.2%
3250 · Lease Income	20,245.00	49,155.00	-28,910.00	41.2%
9999 · Unappropriated Funds	0.00	45,810.00	-45,810.00	0.0%
Total Income	37,226.05	118,365.00	-81,138.95	31.5%
Expense				
5160 · Event Development & Marketing	24,963.29	50,000.00	-25,036.71	49.9%
5170 · Other Professional Services	17,690.00	55,000.00	-37,310.00	32.2%
6440 · Insurance	11,515.00	11,515.00	0.00	100.0%
6580 · Utilities	11,260.07	47,580.00	-36,319.93	23.7%
6610 · Repairs & Maintenance	91,122.61	220,745.00	-129,622.39	41.3%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
Total Expense	156,550.97	405,110.00	-248,559.03	38.6%
Net Ordinary Income	-119,324.92	-286,745.00	167,420.08	41.6%
Other Income/Expense				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	286,545.00	-286,545.00	0.0%
Total Other Income	0.00	286,745.00	-286,745.00	0.0%
Net Other Income	0.00	286,745.00	-286,745.00	0.0%
Net Income	-119,324.92	0.00	-119,324.92	100.0%

DARE COUNTY TOURISM BOARD

30-Nov-23

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	126,093	7,031,082	759,715	1,059,333	2,529,402	0	1,000,000	1,009,678	1,803,885	3,000,000	18,319,188
RESTRICTED FUND	87,004	6,643,881			1,267,222	1,000,000	0	1,000,000	1,027,589	0	11,025,696
TRAVEL GUIDE	89,698										89,698
MERCHANDISE SALES	165,563										165,563
EVENT SITE FUND	403,731										403,731
TOTAL	872,089	13,674,962	759,715	1,059,333	3,796,624	1,000,000	1,000,000	2,009,678	2,831,475	3,000,000	30,003,876
TOTAL % EACH BANK	9.77%	45.58%	5.86%		22.65%			6.70%	9.44%		100.00%
INTEREST RATES	0.40%	4.98%	1.01%	3.15%	2.43%	0.25%	1.00%	3.95% & 4.5%	3.15, 3.9%, 4.85%	4.04% & 4.07	
TOTAL CHECKING & CD'S	30,003,876										
60% ALLOWED IN ANY BANK	18,002,325										
25% ALLOWED IN ANY ONE INV	7,500,969										
60% General Fund Reserved Balance is \$5,385,705.											
100% Restricted Fund Balance Restricted by House Bill 225											\$11,025,696

Marketing Dashboard

	<u>thru NOVEMBER 2023</u>			
	<u>FY 23/24</u>	<u>FY 22/23</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	11,086	12,638	-1,552	-12%
Completed Video Views	15,614,673	5,856,451	9,758,222	167%
Website Sessions	1,651,243	1,448,997	202,246	14%
Online Communities				
Email Subscribers	106,356	148,308	-41,952	-28%
Facebook	717,000	714,908	2,092	0%
X (Twitter)	41,019	41,899	-880	-2%
Instagram	130,675	128,436	2,239	2%
Pinterest	21,000	23,200	-2,200	-9%
TikTok	<u>92,100</u>	<u>3,780</u>	<u>88,320</u>	<u>2337%</u>
Online Communities Subtotal	1,108,150	1,060,531	47,619	4%

Google Analytics 4 (GA4) began July 2023



OBVB Marketing Dashboard - Prepared by Hoffman York

This dashboard highlights Outer Banks Visitors Bureau's analytics which are 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).

The following sections are included:

- **Section I: Fiscal Year 2023-2024 Overview:** Reviews FY23-24 year-to-date (YTD) versus prior year-to-date totals.
- **Section II: Website:** Reviews key KPIs/events tracked and website content viewed.
- **Section III: Feeder Market Trends:** Includes data sets from KeyData, Zartico, Visa and Google Analytics that highlights market interest at a state and city level.
- **Section IV: HY Managed Media:** Reviews topline delivery metrics for paid media campaigns, SEM and OBVB's email marketing efforts.
- **Section V: Month of Data:** Reviews monthly data pacing versus previous year tracking.

November 2023 highlights:

- **Paid Media:** The FY23-24 Continuity Campaign continued to spend throughout October; The Hopper Deal Tile Package, which launched in October, delivered its first flight in full by the end of November.
 - Continuity paid media efforts delivered 2MM Impressions throughout the month; impressions were down compared to October, as a result of the FY23-24 Fall Campaign ending last month. YoY impressions were down 82% due to the differing campaign flight timeline in Fall FY22-23. There were no video views in October as no video tactics were live.
 - Hopper partnership Flight 1 concluded in November and generated 39 bookings, 4 of which came from Travel Deal Tuesday (11/28).
- **Website:** Total October website sessions were down 4% due to reduced live paid media. However, FYTD website sessions were up 14% YoY and FYTD Key Website KPIs were up 76% YoY.
 - The Chicamacomico Lifesaving Station Historic Site Page saw a significant increase in visits (7.1K) in November due to paid social efforts on Facebook.
- **Email:** 108K total emails were sent between the consumer marketing contact list and various workflow audiences with an overall 20% open rate, and 10% CTR (opens).
 - The November 2023 OBX email produced a 9.44% CTR, slightly lower than previous monthly emails. Focus was "Your November Guide to the OBX."
 - Of the various workflow emails, the Foodie email provided the best performance in October with an open rate of 25% and a CTR (opens) of 50%.
- **Zartico:** Compared to November 1 - 24, 2022, tracked visitor spend is down 10%, cardholder count is up 3% and spend per cardholder is down 12%.
- **KeyData:** Compared to November 2022, total nightly revenue was down 5% however FYTD total nightly revenue is up 5% over last year.
- **Visa Credit Card** spend through October 2023, total spend trends are relatively flat YOY through the first four months of FY23-24.

Dashboard data last updated on 12/5/23

Data was reviewed and validated through 11/30/23 (Zartico - 11/24/23, KeyData as of 12/4/23, Visa - 10/31/23)

FYT = Fiscal Year Total (includes all data from July 2023 through the listed 'reviewed and validated date').

Section I: Fiscal 2023-2024 Overview

Reviews FY23-24 year-to-date (YTD) versus prior year-to-date totals.

Paid Media Campaigns (HY Managed)

FYT: Paid Impressions

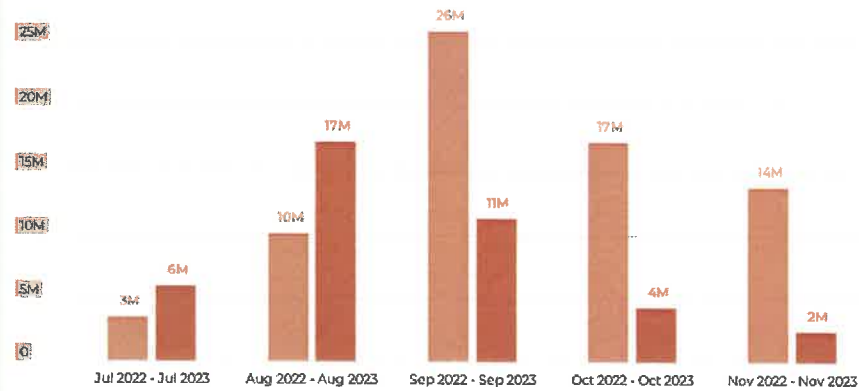
41,044,611 ▼ -41.7%
(70,349,520)

FYT: Paid Video Views

15,614,673 ▲ 166.62%
(5,856,451)

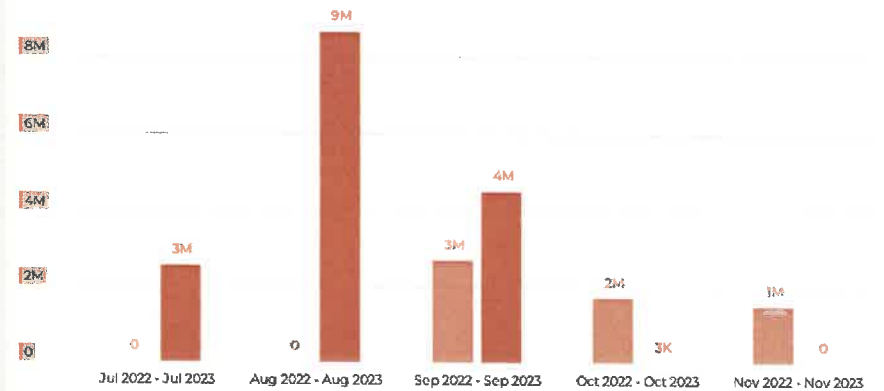
Monthly Paid Impressions v. Previous Year

Impressions



Monthly Paid Video Views v. Previous Year

Video Views



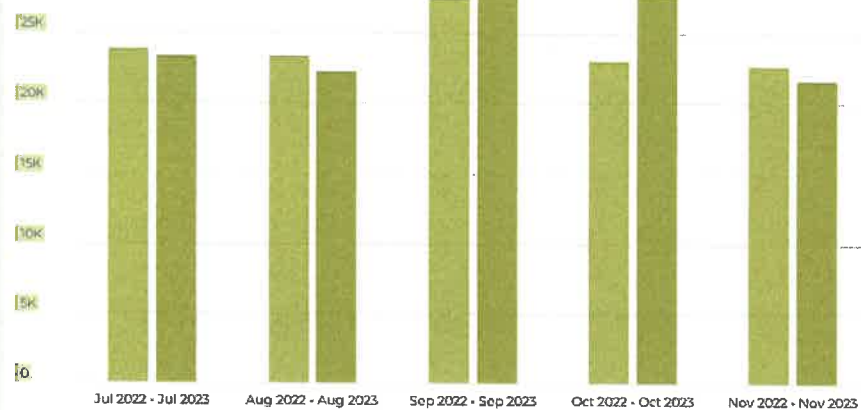
Email Marketing

FYT: Email Opens

123,231
(120,386) + 2.4%

Monthly Email Opens v. Previous Year

Email Opens



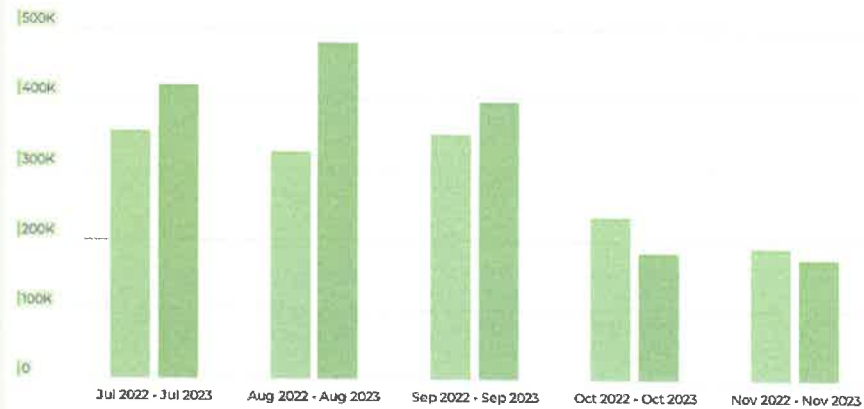
Outerbanks.org

FYT: Website Sessions

1,651,243
(1,448,997) + 14.0%

Monthly Website Sessions v. Previous Year

Sessions



Tracked Credit Card Spend

FYT: Tracked Spend (Zartico)

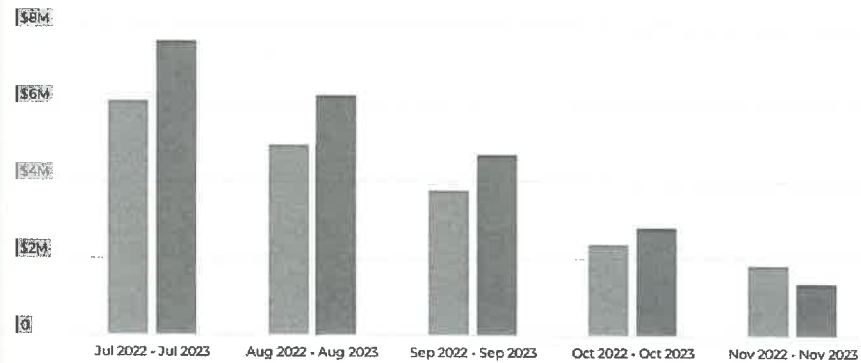
\$22,640,938 ▲19.6%
(\$18,926,440)

FYT: Tracked Spend (Visa)

\$221,462,161 ▼-9.7%
(\$245,170,431)

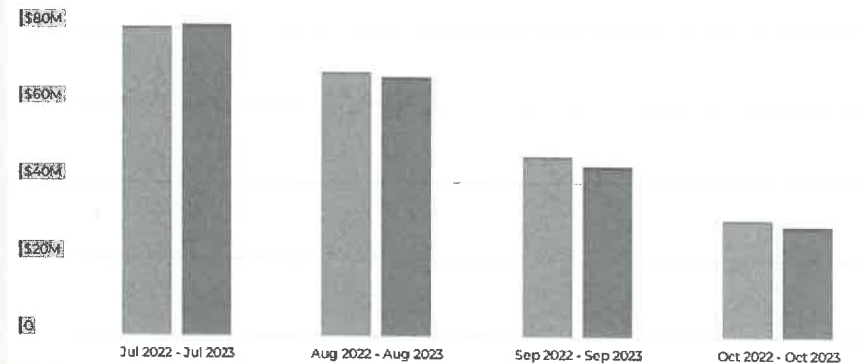
Tracked Spend v. Previous Year (Zartico)

Tracked Spend



Tracked Spend v. Previous Year (Visa)

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

FYT: Total Revenue (Nightly)

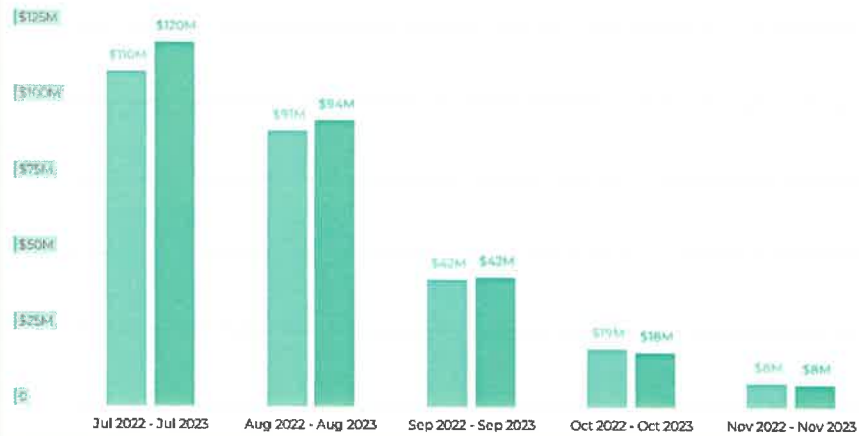
\$282,000,197 ▲ 4.6%
(~~\$269,643,539~~)

FYT: Adj. Paid Occ. %

72.7 % ▼ -8.48%
(~~79.4 %~~)

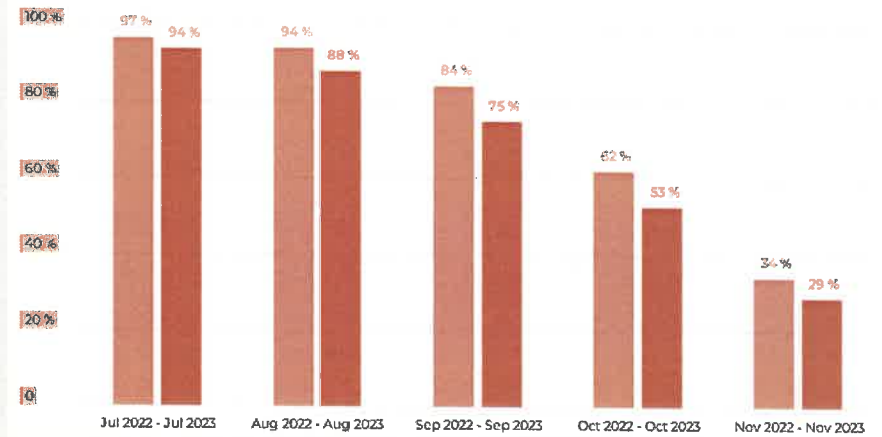
Monthly Revenue (Total) v. Previous Year

Total Revenue (Nightly)



Monthly Adj. Paid Occ. % v. Previous Year

Adj. Paid Occupancy %



Section II: Website

Reviews key KPIs, events tracked and website content viewed

Outerbanks.org Page Views

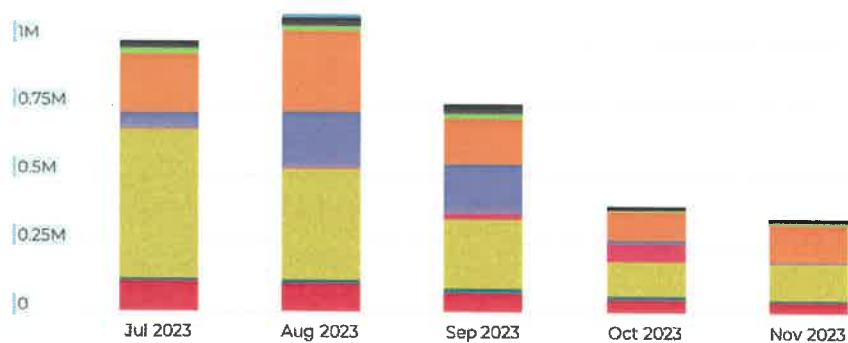
FYT: Page Views - All Pages

3,568,960 ▲ 0.1%
(3,566,986)

Monthly Page Views by Medium

Page Views

Direct Email Organic Search Other Paid Media Paid Search Referral Websites St



*Filtered to Mediums with over 25 occurrences in any month

Outerbanks.org KPIs (Events)

FYT: Key Website KPIs

1,116,174 ▲ 75.7%
(635,150)

Monthly Key Website KPIs by Event

	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Total
Event La...	# Total Eve... ↓	# Total Eve... ↓	# Total Eve... ↓	# Total Eve... ↓	# Total Eve... ↓	# Total I
external_link	106,536	87,466	55,929	37,623	31,031	31
partner_ref...	99,416	78,888	47,746	31,457	25,590	28
listing_deta...	96,551	78,959	59,578	35,447	31,489	30
blog_sectio...	48,148	35,387	30,077	18,940	15,416	14
travel_guid...	9,677	9,596	6,983	5,813	2,948	3
vimeo_video	3,395	6,815	4,737	461	418	1
file_downlo...	2,043	1,668	1,231	1,102	790	
view_searc...	1,516	1,148	718	628	529	
enews_sig...	597	615	515	288	269	
eguide_vie...	--	391	273	181	121	

1 - 10 of 10 items

*Filtered to external link clicks, partner referral clicks, listings details reached, blog section reached, travel guide requests, vimeo video views (RawDBX), file downloads, search results viewed, e-newsletter sign-ups.

Feeder Market Trends

Highlights data sets from KeyData, Zartico, Visa and Google Analytics that highlights market interest at a state and city level.

All Data Sources: Domestic Geographic Trends

Revenue (KeyData), Organic Search Traffic (GA4), and Tracked Spend (Zartico/Visa) - July

Jul 2023				
State	# KeyData	# Website Visits	# Zartico	# Visa
Virginia	\$39,576,488	45,692	\$4,076,665.34	\$28,430,980.57
Pennsylvania	\$25,562,762	14,945	\$960,682.28	\$8,764,795.85
Maryland	\$16,674,525	9,307	\$283,811.41	\$7,388,967.46
North Carolina	\$10,279,680	37,333	\$764,940.22	\$13,265,836.44
Ohio	\$8,405,608	13,006	\$107,147.69	\$2,816,505.66
New Jersey	\$5,894,462	4,586	\$156,130.94	\$2,415,405.32
New York	\$5,619,039	15,864	\$160,548.17	\$2,501,146.26
West Virginia	\$3,663,141	4,185	\$394,392.15	\$1,535,001.70
Connecticut	\$1,667,673	2,744	\$49,921.11	\$791,424.50
Florida	\$1,554,027	12,173	\$50,564.03	\$1,465,259.19
Massachusetts	\$1,326,163	4,639	\$47,890.31	\$729,508.00
Delaware	\$1,199,027	1,135	\$17,921.27	\$746,743.81
South Carolina	\$1,183,020	5,789	\$55,429.78	\$995,272.35
Illinois	\$1,125,820	4,358	\$30,248.69	\$588,858.23
Colorado	\$1,038,648	1,682	\$26,106.40	\$543,301.95
Indiana	\$834,457	7,843	\$25,140.29	\$497,519.78
Michigan	\$832,929	9,900	\$11,344.53	\$700,547.33
Kentucky	\$825,448	4,550	\$62,360.74	\$485,000.60
Georgia	\$791,147	19,887	\$28,941.04	\$679,594.07
California	\$632,877	3,515	\$27,527.96	\$660,739.49
District of Columbia	\$620,982	2,495	\$7,083.15	\$436,653.93
Tennessee	\$605,260	4,817	\$62,111.64	\$707,230.81
Texas	\$527,897	4,638	\$38,141.96	\$652,542.38
Total	\$133,335,894	258,011	\$7,626,583.46	\$80,769,663.11

<< < 1 2 > >> 1 - 50 of 53 items

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Revenue (KeyData), Organic Search Traffic (GA4), and Tracked Spend (Zartico/Visa) - August

Aug 2023				
State	# KeyData	# Website Visits	# Zartico	# Visa
Virginia	\$23,478,259	32,777	\$3,017,423.81	\$21,840,438.66
Pennsylvania	\$18,063,538	12,826	\$998,369.13	\$8,066,160.98
Maryland	\$13,115,832	7,050	\$318,932.25	\$7,557,853.62
New Jersey	\$7,175,572	4,193	\$176,101.78	\$4,084,526.54
New York	\$7,111,922	14,555	\$249,254.92	\$3,736,891.53
North Carolina	\$4,845,689	28,376	\$554,948.41	\$9,758,352.25
Ohio	\$2,686,956	9,557	\$68,515.09	\$1,347,358.44
Connecticut	\$1,493,023	2,164	\$58,354.03	\$961,038.63
Massachusetts	\$1,346,162	3,393	\$46,091.32	\$862,971.06
West Virginia	\$1,312,770	3,136	\$235,157.87	\$877,264.35
Delaware	\$1,054,922	924	\$19,571.88	\$845,461.57
Florida	\$710,562	8,908	\$66,172.42	\$915,303.11
District of Columbia	\$610,081	2,028	\$14,812.41	\$564,728.60
Michigan	\$578,248	7,130	\$8,858.38	\$540,623.03
South Carolina	\$570,854	4,332	\$39,849.83	\$612,624.74
Colorado	\$487,278	1,159	\$17,611.60	\$318,336.71
Illinois	\$307,215	3,465	\$24,400.91	\$361,012.43
Texas	\$296,045	3,505	\$15,120.85	\$371,036.35
Minnesota	\$218,797	1,032	\$20,525.82	\$164,413.20
Kentucky	\$217,640	3,276	\$34,672.82	\$207,071.85
California	\$210,034	2,864	\$24,681.78	\$462,540.58
New Hampshire	\$201,192	1,717	\$9,552.02	\$187,347.87
Wisconsin	\$191,488	1,318	\$24,233.18	\$230,456.46
Total	\$87,602,329	196,603	\$6,210,349.34	\$67,259,882.31

Revenue (KeyData), Organic Search Traffic (GA4), and Tracked Spend (Zartico/Visa) - September

Sep 2023				
State	# KeyData	# Website Visits	# Zartico	# Visa
Virginia	\$12,857,265	25,750	\$2,348,837.02	\$16,331,102.30
Pennsylvania	\$8,343,926	10,447	\$732,887.32	\$5,105,934.28
Maryland	\$4,182,762	4,842	\$166,709.08	\$3,401,865.61
North Carolina	\$3,553,567	23,737	\$495,208.78	\$8,407,995.43
Ohio	\$2,271,177	7,121	\$65,181.11	\$1,390,352.29
New York	\$2,069,756	8,956	\$73,498.92	\$1,082,159.26
New Jersey	\$2,058,335	2,095	\$77,143.94	\$1,134,978.98
West Virginia	\$1,141,742	2,130	\$230,496.21	\$868,572.37
Delaware	\$533,223	732	\$11,316.05	\$452,823.36
South Carolina	\$336,591	3,264	\$28,103.02	\$543,273.88
Connecticut	\$295,010	1,222	\$27,504.82	\$269,282.42
Florida	\$251,798	6,554	\$64,379.33	\$785,206.50
Tennessee	\$234,063	2,876	\$49,562.82	\$398,663.98
Colorado	\$209,371	944	\$14,466.35	\$267,079.36
Michigan	\$206,405	4,828	\$6,177.13	\$378,091.95
Kentucky	\$199,634	2,510	\$31,759.87	\$215,860.13
Indiana	\$188,525	3,769	\$31,921.11	\$193,170.57
Massachusetts	\$181,267	2,285	\$19,436.45	\$248,100.94
District of Columbia	\$160,289	1,246	\$6,432.97	\$241,814.77
Georgia	\$147,756	10,089	\$20,519.08	\$359,991.43
Illinois	\$144,948	2,419	\$13,335.87	\$214,688.21
Texas	\$133,359	2,962	\$23,437.02	\$285,518.66
California	\$120,313	2,072	\$25,953.95	\$330,322.69
Total	\$40,574,311	145,053	\$4,664,932.01	\$44,427,263.04

<< < 1 2 > >> 1 - 50 of 53 items

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Revenue (KeyData), Organic Search Traffic (GA4), and Tracked Spend (Zartico/Visa) - October

Oct 2023				
State	# KeyData	# Website Visits	# Zartico	# Visa
Virginia	\$4,224,241	13,427	\$1,372,835.68	\$9,602,245.72
North Carolina	\$2,625,929	15,607	\$379,152.85	\$7,756,997.66
Pennsylvania	\$2,054,567	4,777	\$325,076.59	\$2,054,500.36
Maryland	\$1,115,673	2,272	\$104,718.58	\$1,776,610.08
Ohio	\$714,342	3,797	\$34,282.73	\$697,592.49
New York	\$429,631	5,117	\$45,276.50	\$622,422.57
New Jersey	\$389,653	988	\$38,890.58	\$543,127.27
West Virginia	\$323,978	985	\$98,163.67	\$374,980.56
Tennessee	\$274,459	1,679	\$49,239.17	\$467,912.97
South Carolina	\$274,047	1,816	\$40,364.59	\$488,720.51
Delaware	\$190,680	358	\$10,390.97	\$346,739.59
Indiana	\$186,536	2,315	\$11,666.21	\$225,263.53
Kentucky	\$142,216	1,429	\$27,669.63	\$194,028.08
Michigan	\$140,702	2,958	\$9,984.36	\$254,532.33
Florida	\$116,612	3,836	\$40,306.53	\$679,875.71
Illinois	\$90,361	1,561	\$9,103.56	\$161,243.42
Georgia	\$79,834	5,842	\$13,464.98	\$297,485.41
Colorado	\$76,932	636	\$11,307.07	\$242,458.29
Connecticut	\$58,392	703	\$10,739.11	\$153,143.39
Massachusetts	\$57,916	1,378	\$9,845.15	\$186,659.49
Texas	\$45,911	1,593	\$10,442.30	\$242,380.30
Washington	\$43,813	470	\$1,768.26	\$92,093.57
New Hampshire	\$43,593	623	\$12,866.36	\$99,776.87
Total	\$14,075,902	83,428	\$2,787,143.29	\$29,005,352.74

11

Revenue (KeyData), Organic Search Traffic (GA4), and Tracked Spend (Zartico/Visa) - November

Nov 2023				
State	# KeyData	# Website Visits	# Zartico	# Visa
Virginia	\$1,798,095	10,384	\$667,413.14	--
North Carolina	\$1,639,620	11,483	\$215,334.88	--
Pennsylvania	\$525,389	3,623	\$158,978.43	--
Maryland	\$432,547	1,755	\$66,161.61	--
South Carolina	\$202,092	1,319	\$14,005.29	--
Ohio	\$159,629	2,772	\$6,976.36	--
New York	\$146,461	4,636	\$49,020.76	--
New Jersey	\$109,682	822	\$20,041.47	--
West Virginia	\$100,105	774	\$30,895.49	--
Tennessee	\$95,366	1,087	\$6,902.97	--
Florida	\$72,950	3,129	\$14,977.96	--
Delaware	\$69,710	266	\$3,786.83	--
Texas	\$50,372	1,408	\$9,324.28	--
Georgia	\$50,326	4,633	\$7,426.12	--
California	\$32,948	1,261	\$9,383.15	--
Colorado	\$31,642	475	\$5,245.22	--
Illinois	\$29,432	1,454	\$2,696.33	--
Massachusetts	\$28,420	1,269	\$6,640.75	--
Michigan	\$24,055	2,203	\$3,773.04	--
Vermont	\$20,186	183	\$1,513.94	--
Kentucky	\$19,677	922	\$3,910.20	--
Connecticut	\$17,332	499	\$11,225.29	--
Indiana	\$16,380	1,545	\$1,529.17	--
Total	\$5,794,119	64,493	\$1,351,305.72	--

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

Tracked spend data has a 14-30 day lag in reporting, data will be continuously updated for past months as new data processes

KeyData Revenue

FYT: Top 50 Cities

City	State	# Total Revenue ↓
--	Virginia	\$5,111,555
Pittsburgh	Pennsylvania	\$3,485,362
Alexandria	Virginia	\$2,605,670
Midlothian	Virginia	\$2,368,195
Fredericksburg	Virginia	\$2,267,671
Virginia Beach	Virginia	\$2,233,990
Chesapeake	Virginia	\$2,074,404
Mechanicsville	Virginia	\$1,972,450
Arlington	Virginia	\$1,779,564
Williamsburg	Virginia	\$1,754,212
Charlottesville	Virginia	\$1,662,017
Raleigh	North Carolina	\$1,658,384
Glen Allen	Virginia	\$1,646,283
Fairfax	Virginia	\$1,615,976
Richmond	Virginia	\$1,614,907
Washington	District of Columbia	\$1,434,545
Vienna	Virginia	\$1,336,501
Ashburn	Virginia	\$1,327,517
Baltimore	Maryland	\$1,216,646
Total		\$68,599,306

1 - 50 of 50 items

↔ →

Outerbanks.org Organic Search Visits

FYT: Top 50 Cities

City	State	# Visits ↓
Ashburn	Virginia	34,355
Atlanta	Georgia	27,152
New York	New York	21,818
--	Virginia	15,631
Roanoke	Virginia	14,876
Virginia Beach	Virginia	13,467
Kill Devil Hills	North Carolina	13,199
--	North Carolina	11,818
Raleigh	North Carolina	11,087
Baltimore	Maryland	10,094
Charlotte	North Carolina	8,880
Chicago	Illinois	8,303
Philadelphia	Pennsylvania	8,186
--	Florida	7,828
--	Pennsylvania	7,262
Washington	District of Columbia	7,023
Boston	Massachusetts	5,390
Corolla	North Carolina	3,915
Nags Head	North Carolina	3,754
Total		300,844

1 - 50 of 50 items

↔ →

Zartico Tracked Spend

FYT: States

State	# Tracked Spend ↓
Virginia	\$11,483,175
Pennsylvania	\$3,175,994
North Carolina	\$2,409,585
West Virginia	\$989,105
Maryland	\$940,333
New York	\$577,599
New Jersey	\$468,309
Ohio	\$282,103
Florida	\$236,400
Tennessee	\$210,296
South Carolina	\$177,753
Kentucky	\$160,373
Connecticut	\$157,744
Massachusetts	\$129,904
Texas	\$96,466
California	\$95,636
Georgia	\$85,448
Indiana	\$84,535
Wisconsin	\$84,049
Total	\$22,638,409

1 - 50 of 50 items

↔ →

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.

Section IV: HY Managed Media

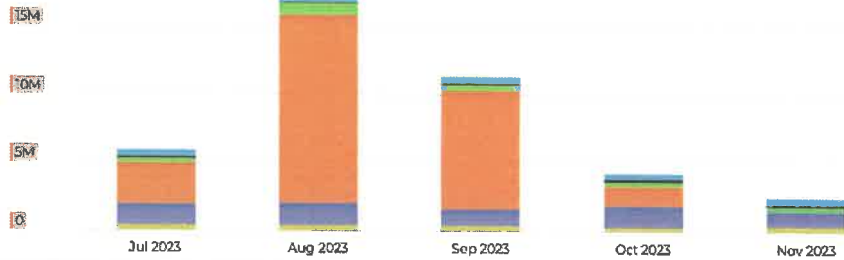
Reviews topline delivery metrics for paid media campaigns, SEM and OBVB's email marketing efforts.

All Paid Media Campaigns

Monthly Impressions by Campaign

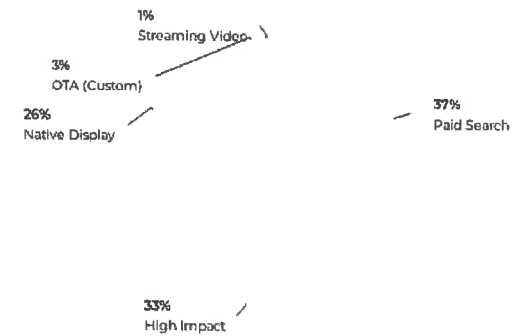
Impressions

Branded FY22-23 OMCA FY23-24 Continuity FY23-24 Fall Lodging (Regional) Niche Travel (Regional)



FYT: Total Clicks by Media Type

Clicks



Native Continuity: Blog/Niche Support

FYT: Niche/Blog Promotion Performance by Creative

Creative	Target Audience	# Impressions	Clicks	# CTR ↓
Plan a Visit (August)	Site Retargeting	45,635	323	0.71 %
Travel Offer (August)	Site Retargeting	28,962	194	0.67 %
Book Stay (August)	Site Retargeting	58,465	385	0.66 %
Trip Packages (August)	Site Retargeting	74,612	483	0.65 %
Top 10 Activities (July)	Site Retargeting	39,548	200	0.51 %
Events (July)	Site Retargeting	67,828	322	0.47 %
Birding (September)	Travel + Niche Interests	81,831	375	0.46 %
Total		2,285,483	8,611	0.38 %

1 - 22 of 22 items



Search Engine Marketing

FYT: Performance by Campaign and Search Engine

Campaign	Bing				Google				Total			
	# Impressions ↓	Clicks	# CTR	# CPC	# Impressions ↓	Clicks	# CTR	# CPC	# Impressions ↓	Clicks	# CTR	# CPC
Travel (Regional)	2,068,192	85,907	4.15 %	\$0.28	331,124	67,749	20.46 %	\$0.51	2,399,316	153,656	6.40 %	\$0.38
Lodging (Regional)	1,966,458	93,814	4.77 %	\$0.37	406,395	55,676	13.70 %	\$0.78	2,372,853	149,490	6.30 %	\$0.52
Branded	1,383,890	51,141	3.70 %	\$0.24	206,462	29,869	14.47 %	\$0.49	1,590,352	81,010	5.09 %	\$0.33
Niche	466,744	14,426	3.09 %	\$0.28	147,499	17,177	11.65 %	\$0.71	614,243	31,603	5.15 %	\$0.51
Total	5,885,284	245,288	4.17 %	\$0.30	1,091,480	170,471	15.62 %	\$0.61	6,976,764	415,759	5.96 %	\$0.43

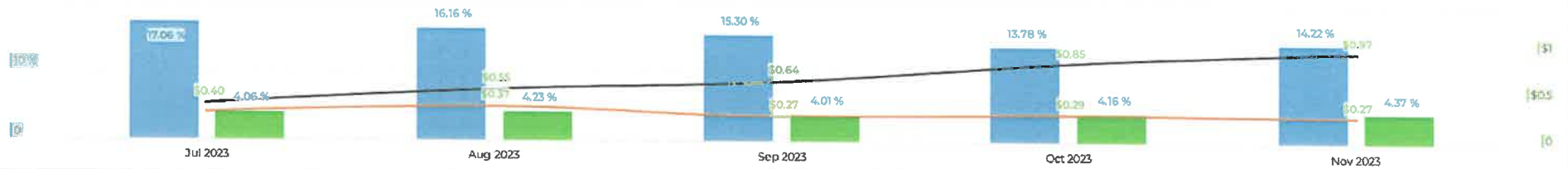
1 - 4 of 4 items

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Monthly Click Performance by Search Engine

CTR CPC

Google Bing



Top 20 Ad Groups (Spend) - Month Of

Placement Name	Campaign	# Impressions	Clicks ↓	# CTR	# CPC
Outer Banks Vacation Rentals	Lodging (Regional)	232,926	12,380	5.31 %	\$0.32
1 Vacation (Broad)	Travel (Regional)	259,940	11,307	4.35 %	\$0.28
1 Trip	Branded	243,919	8,910	3.65 %	\$0.22
North Carolina Vacation Rentals	Lodging (Regional)	40,826	2,129	5.21 %	\$0.39
Outer Banks Fishing	Niche	53,348	2,046	3.84 %	\$0.36
North Carolina Places To Visit	Travel (Regional)	33,029	1,831	5.54 %	\$0.29
North Carolina Attractions	Travel (Regional)	29,306	1,735	5.92 %	\$0.37
1 Attractions	Travel (Regional)	9,917	1,574	15.87 %	\$0.83

1 - 20 of 20 items

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Email Marketing

FYT: Email Sends

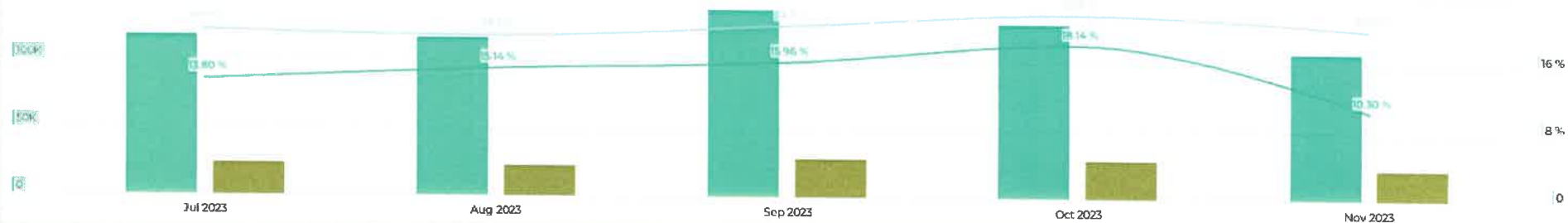
671,000 ▼ -19.4%
(758,456)

FYT: Email Clicks

18,368 ▲ 21.1%
(15,170)

FYT: Email Performance Trends

Sends Total Opens Open Rate CTR (Opens)



Performance by Email Message - Month Of

Message Send Name	# Sends ↓	# Opens	# Open Rate	# Clicks	# CTR (Opens)
November 2023 OBX Email	106,356	21,058	19.80 %	1,987	9.44 %
Welcome Email Workflow	872	368	42.20 %	166	45.11 %
Foodie Workflow 3.0	163	40	24.54 %	20	50.00 %
Art, History and Culture Workflow 3.0	159	34	21.38 %	14	41.18 %
Family Workflow 3.0	127	23	18.11 %	8	34.78 %
Birding Workflow	106	19	17.92 %	6	31.58 %
Fishing Workflow 3.0	94	21	22.34 %	9	42.86 %
Active Vacationer Workflow 3.0	92	17	18.48 %	6	35.29 %
Surfing Workflow	75	10	13.33 %	3	30.00 %
Camping/RV Workflow 3.0	54	12	22.22 %	6	50.00 %
Total	108,098	21,602	19.98 %	2,225	10.30 %

1 - 10 of 10 items

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COMMUNITY ENGAGEMENT REPORT

DECEMBER 14, 2023

Long-Range Tourism Management Plan

Special Committee/Task Force – Accomplished:

- ✓ 11/20/23 – Congratulations email to Committee members
- ✓ 11/20/23 – Email communication to 108 applicants with “Ambassador” update
- ✓ 11/29/23 – Meeting with Dennis Robinson to discuss Committee priorities and next steps
- ✓ 11/29/23 – Introduction meetings with Hatteras Island Committee members: Natalie Kavanagh, Augusta Feldman, Mary Helen Goodloe-Murphy
- ✓ 12/1/23 – [Press Release announcing 22 Committee members](#)
- ✓ 12/4/23 – Introduction meeting with Mike Remige (Committee member)
- ✓ 12/5/23 – Poll to Committee members to assist with scheduling upcoming meetings

Special Committee/Task Force – Next Steps:

- Schedule first Committee meeting
- Create and send digital “orientation” packet for Committee members
- Schedule orientation meeting for new Committee members (to provide those who did not serve on the previous Task Force with helpful background information related to the creation of the LRTMP)
- Survey Committee members prior to first meeting (LRTMP interests, expectations, etc.)
- Coordinate agenda, content, goals and objectives for initial Committee meeting
- Create DRAFT of Outer Banks Pledge to share for feedback at first meeting

Community Engagement & Outreach

Community Meetings & Events – Recently Attended

11/20/23 – Meeting with Allen Poole (Parks & Rec Advisory Council and NC Mountain-to-Sea Trail)
11/27/23 – Love the Beach, Respect the Ocean (Dare County Emergency Management) - attendee
12/8/23 – OBX Community Service/Non-Profit Collaborative - attendee

Community Meetings & Events – Upcoming

12/12/23 – Coastal Studies Institute: Science on the Sound - attendee
12/17/23 – First Flight Society’s Wright Brothers Day Luncheon Celebration - attendee
1/10/24 – Strategic Planning with Outer Banks Community Foundation - attendee
1/26/24 – Outer Banks Chamber of Commerce Annual Meeting & Awards Celebration - attendee
* Awaiting confirmation on several Q1 2024 ‘Road Show’ dates

Communications

11/16/23 – [Press Release: Non-Profits and Towns Receive \\$1.5 Million in Tourism Impact Grants](#)
12/5/23 – [eNewsletter: Non-Profit Community Update](#) (attached)

In the Works / On the Horizon

- Update LRTMP and NPO/Voluntourism pages on website
- Continue to craft 2024 Outer Banks Community Stakeholder Communication Plan
- Continue to schedule LRTMP “Road Show” dates



Dare County Tourism Board Special Committee (LRTMP)

Approved 11/16/2023

Attraction

Mike Remige, Director, Jennette's Pier

Dare County Board of Commissioners/County Government

Bobby Outten, County Manager, Dare County

Dare County Tourism Board/Outer Banks Visitors Bureau

***Dennis Robinson**, DCTB Personnel Committee Chair, Hatteras Island at Large; CTO, Midgett Realty

Lee Nettles, Executive Director, Outer Banks Visitors Bureau

Education

Dr. Shannon Castillo, CTE Director, Dare County Schools

Tim Sweeney, Dean, College of the Albemarle - Dare Campus

Environmental Agency or Group

Dr. Reide Corbett, Executive Director, Coastal Studies Institute

Hatteras Island Business

Natalie Kavanagh, Frisco Rod & Gun

Healthcare

Ronnie Sloan, President, Outer Banks Health

Infrastructure (Housing/Transportation)

Donna Creef, Government Affairs Director, Outer Banks Association of Realtors

Lodging Business

Tim Cafferty, President, Outer Banks Blue Realty Services

Jamie Chisholm, Director of Sales, Hilton Garden Inn - Kitty Hawk

Municipality

Elizabeth Morey, Mayor, Town of Southern Shores

National Park Service

David Hallac, Superintendent, National Parks of Eastern North Carolina

Non-Profit Organization

Jessica Barnes, Director, Outer Banks Forever

Chris Sawin, President and CEO, Outer Banks Community Foundation

Outer Banks Chamber of Commerce

Karen Brown, President and CEO, Outer Banks Chamber of Commerce

Residents

Augusta Feldmann (Rodanthe), Forensic Healthcare Consultant, KPMG

Mary Helen Goodloe-Murphy (Rodanthe), Staff Writer, The Coastland Times

Nick Graham (Nags Head), Insurance Producer, Standard Insurance & Realty

Chris Vlahos (NRPO - Kitty Hawk), Owner, Barefoot Bernie's Tropical Grill & Bar

Restaurant Business

Mark Ballog, Outer Banks Restaurant Association; Owner, Lucky 12 Tavern

** Appointed as Special Committee Chair on November 16, 2023*



Outer Banks Non-Profit Community Updates

December 2023 eNewsletter



2023 State of Dare County Tourism Report Released

The Outer Banks Visitors Bureau recently released the 2023 State of Dare County Tourism Annual Report. In addition to presenting a breakdown of tourism-related economic impact statistics in the county during the past fiscal year, the report dives into marketing and public relations efforts, annual grant awards, community partnerships, Long-Range Tourism Management Plan efforts and other significant initiatives underway at the Bureau.

Long-Range Tourism Management Plan Special Committee Announced

At its November meeting, the Dare County Tourism Board reviewed recommendations for appointment to the Outer Banks Long-Range Tourism Management Plan (LRTMP) Special Committee/Task Force and unanimously approved the selection of 22 community members to this group. The intent of this committee is to evaluate the strategic goals outlined in the LRTMP, make

recommendations to the Dare County Tourism Board for action and further implement adopted recommendations

Outer Banks Non-Profits and Towns Receive \$1.5 Million in Tourism Impact Grants

On November 6, the Dare County Board of Commissioners unanimously approved the distribution of more than \$1.58 million in Tourism Impact Grants to local non-profits and several governmental entities to support programs and services needed due to the impact of tourism. Over time, the Dare County Tourism Board has now awarded more than 700 total grants to over 150 Dare County non-profits and municipalities, reflecting more than \$22 million in funding for projects and services that provide a tangible and sustained benefit for the Outer Banks community.

Blog: Ways to Get Involved in the Community During Your OBX Vacation

Guest blogger Megan Nichols from NC Eat and Play explores ways that visitors can enjoy the breathtaking sights and sounds of the Outer Banks, while also being more intentional about destination stewardship, leaving our area in better shape than when they arrived.



QC Magazine // Worth Protecting: Voluntourism and the Preservation of a Valuable Coastline – The Outer Banks

The Summer 2023 issue of QC Exclusive Magazine took a deeper dive into the sustainability and stewardship stories of our parks, community and local non-profit organizations

Social Impact: Giving Tuesday - Voluntourism

A recent Giving Tuesday post on the Outer Banks Visitors Bureau Facebook page spotlights how visitors can come away with a deeper appreciation for the community and a greater sense of responsibility by getting involved with local non-profits while on vacation.

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – DECEMBER 2023

Recent Trade Show Activity:

NATIONAL TOUR ASSOCIATION | NOVEMBER 12-14, 2023:

Tourism Sales recently attended the National Tour Association's (NTA) Travel Exchange in Shreveport, LA. The event drew around 1000 delegates, including 300 international and domestic tour operators. Staff conducted 20 pre-scheduled one-on-one meetings with tour operators, each lasting approximately 7 minutes. Several tour operators have already scheduled trips to the Outer Banks for 2024, including Sports Leisure Vacations, Hospitality Tours, Brilliant Edventures (2 tours), Making Memories Tours, and Women Traveling Together (which is already sold out with a waiting list!).

What is NTA? The National Tour Association (NTA) is a trade organization of companies and organizations that serve customers traveling to, from and within North America. These tourism professionals are involved in the growth and development of the packaged travel industry.

What is a Marketplace? A commercial trade show that allows you to sell your destination or product to potential tour operators/companies in seven minutes. Please note that tourism sales is currently selling for the fall of 2024 and 2024 seasons.

Bureau staff is currently working on the sales leads from Travel Exchange which will be distributed to our industry partners soon.

Tourism Sales: Future Trade Show Dates and Locations:

Staff is currently scheduled for the following trade shows:

- December 13-14, 2023: AENC Marketplace, Raleigh, NC
- January 13-16, 2024: American Bus Association Annual Marketplace, Nashville, TN
- March 17-19, 2024: Visit NC 365, Greenville, NC
- March 20 – 24, 2024: STS Domestic Showcase, Little Rock, AR
- May 3-7, 2024: US Travel's IPW, Los Angeles, CA

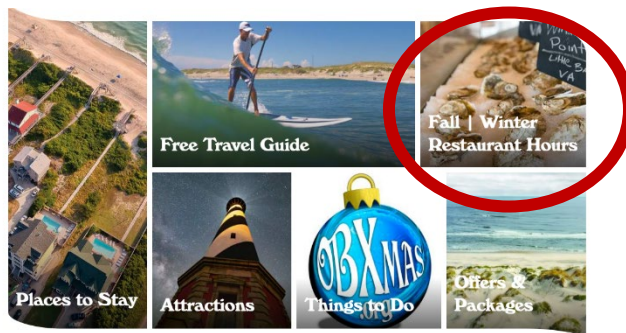
The Soundside Event Site:

Below are the remaining events for 2023. Attached is the 2024 Events Calendar for the Soundside Event Site for your review.

- *Sunday, December 10: Soundside Holiday Market, 12:00pm – 4:00pm*
- *Sunday, December 17: Soundside Holiday Market 12:00pm – 4:00pm*

Industry Relations: Restaurant Fall | Winter Hours

The Bureau continues to work with our restaurant partners to gather their [Off-Season hours](#). This comprehensive list can be found on the outerbanks.org homepage under "Fall | Winter Restaurant Hours." If your restaurant is not listed or its hours require updating, please let us know. Feel free to share this resource with your front-line staff members to assist incoming visitors.



2024 Soundside Event Site Schedule			
Name of Event	Date of Event	Event Times (times may change as event draws closer)	Site Reserved
OBX Rod and Custom Festival	Friday, May 2- Saturday, May 4, 2023	10:00am - 6:00pm	Tuesday, April 30 – Monday, May 6, 2024
OBX Jeep Invasion	Friday, May 10-Sunday, May 12, 2024	9:00am - 5:00pm	Thursday, May 9 - Sunday, May 12, 2024
Soundside Fun Fair	Thursday, June 6-Sunday, June 9, 2024	5:00pm - 10:00pm	Tuesday, June 4 – Monday, June 10, 2024
Soundside Market (tentative dates)	Wednesday, June 19, 2024	9:00am-1:00pm	Wednesday, June 19, 2024
Soundside Market (tentative dates)	Wednesday, June 26, 2024	9:00am-1:00pm	Wednesday, June 26, 2024
Soundside Market (tentative dates)	Wednesday, July 3, 2024	9:00am-1:00pm	Wednesday, July 3, 2024
Soundside Market (tentative dates)	Wednesday, July 10, 2024	9:00am-1:00pm	Wednesday, July 10, 2024
Soundside Market (tentative dates)	Wednesday, July 17, 2024	9:00am-1:00pm	Wednesday, July 17, 2024
Soundside Market (tentative dates)	Wednesday, July 24, 2024	9:00am-1:00pm	Wednesday, July 24, 2024
Soundside Market (tentative dates)	Wednesday, July 31, 2024	9:00am-1:00pm	Wednesday, July 31, 2024
Soundside Market (tentative dates)	Wednesday, August 7, 2024	9:00am-1:00pm	Wednesday, August 7, 2024
Soundside Market (tentative dates)	Wednesday, August 14, 2024	9:00am-1:00pm	Wednesday, August 14, 2024
Outer Banks Sailing Association	Friday, September 6 - Sunday, September 8, 2024	9:00am - 5:00pm	Friday, September 6 - Sunday, September 8, 2024
Sumospeed Beach Bash	Saturday, September 14, 2024	11:00am - 6:00pm	Saturday, September 14, 2024
Garage Band Charities Cruise	Saturday, October 5, 2024	10:00am - 5:00pm	Friday, October 4 - Saturday, Octobe 5, 2024
Outer Banks Seafood Festival	Saturday, October 19, 2024	10:30am - 6:00pm	Wednesday, October 16-Wednesday, October 23, 2024
OBX Brewtag	Saturday, October 26, 2024	11:00am - 6:00pm	Wednesday, October 23-Tuesday, October 29, 2024

Outer Banks Visitors Bureau

PUBLIC RELATIONS REPORT: December 2023

CONTENT SPONSORSHIP

NC Eat and Play | 2023 Recap Megan Nichols, who travels the state under the @NCEatAndPlay brand, collaborated with us on some shared and owned storytelling in the culinary culture and non-profit space. See the included recap report as of last month. Highlights include 10K combined FB and IG views of a local airboat tour experience, 100K plays of her NC Oyster Trail farm tour video with 300 shares and 200K plays of an outdoor dining experience at a local pier with an additional 80K views on TikTok, plus lots of saves, shares and likes. She's also written a handful of blogs with contributed photography for **outerbanks.org**. Megan also sent an email with a 42% open rate to over 6000 subscribers recommending foodie spots.

- **A Look Into The Outer Banks Oyster Trail** by Megan Nichols <https://bit.ly/3RN2SBP>
- **Ways To Get Involved During Your OBX Vacation** by Megan Nichols <https://bit.ly/3uN6n1I>
- **Great Patio Dining on the OBX** by Megan Nichols <https://bit.ly/3Fbzf5R>

Caleb Owolabi | Spring 2024 Aaron is working on a proposal for the Asheville-based film producer and host to create a series of voluntourism videos featuring our local non-profit community. Caleb worked on our African American cultural sites series in Dare County with our office available online. We're thinking likely a production schedule in May 2024.

EARNED MEDIA IN-DEVELOPMENT

Ontario Sailor | Dec 2023 The OBVB PR team is planning a visit for Greg McDowell from Ontario Sailor Magazine to cover a story about the Outer Banks being a sailing destination off the Intracoastal Waterway. They'll be inventorying sail friendly infrastructure and activities for the Canadian sailing audience.

Good Grit | Spring 2024 The OBVB PR team is developing the itinerary for Good Grit magazine contributors Rebecca Deurlein and Nicole Letts next spring to coincide with Soft-Shell Crab Week and other experiences to parlay into their annual Harvest Issue for 2024 in the fall.

PRESS TRIPS

Global Golf Post | Nov 6-9, 2023 The OBVB PR team along with PlayOBXGolf.com assisted travel editor John Steinbreder with his return to the Outer Banks fifty years following his collegiate surveying work of local beaches for the National Park Service. Today, John captures a destination's sense of place through his golf course architecture acumen. 200K weekly subscription.

Fodor's Travel | Nov 10-13, 2023 "Stratton Lawrence is updating the Outer Banks portion of the Fodor's Carolinas & Georgia Travel Guide this fall. The OBVB PR team is assisting his review and travel itinerary. We've worked with Stratton prior on the current content in Fodor's that is ready for refreshing.

CONFERENCES

NCTIA Tourism Leadership | Nov 15-16, 2023 Aaron accepted a Gold Award on behalf of the Outer Banks Visitors Bureau for our efforts to connect visitors to our local non-profit community through voluntourism opportunities and events that support Dare County charities and NPO's.



RECAP HIGHLIGHTS

THE OUTER BANKS

BUILDING TRAVEL AWARENESS BY
HUNDREDS OF THOUSANDS OF FOLLOWERS

THE OUTER BANKS & NC EAT AND PLAY

GOALS

- Increase awareness of pre/post season destination-worthy travel to The Outer Banks
- Showcase interesting and unique experiences provided by local owners, organizations, and dining and adventure excursions

APPROACH

- Activate local foodie and traveler interests (consumers and influencers) on worthiness of pre-post season travel
- Create a social media and story content
- Feature local small businesses and organizations that provide a real local point-of-view
- Feature family-oriented travel experiences through social media engagement, long and short (tips-style) storytelling, and email distribution

THE OUTER BANKS + NC EAT & PLAY

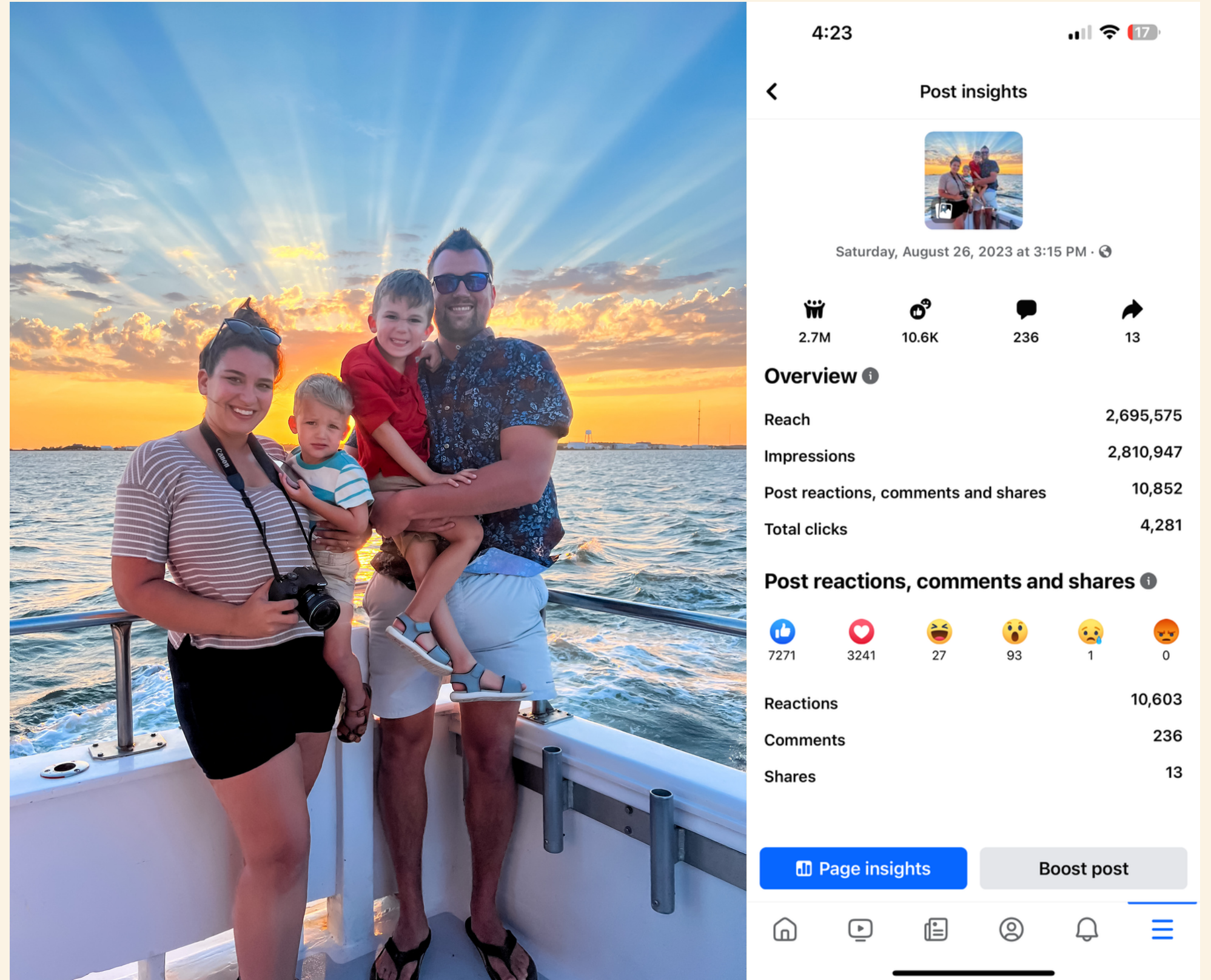
SOCIAL ENGAGEMENT

Over the last several months, NC Eat & Play has shared several social media moments that highlight and celebrate The Outer Banks.

IG, FB, TikTok (combined channels)

- 200k+ plays on plays (as of 11/10)
- 1000+ likes
- 220 comments
- 400+ shares
- 4000 saves

200K+ accounts reached



NOTABLE VIRAL MOMENT – Sunset at Miss Oregon Inlet reached millions!

THE OUTER BANKS + NC EAT & PLAY

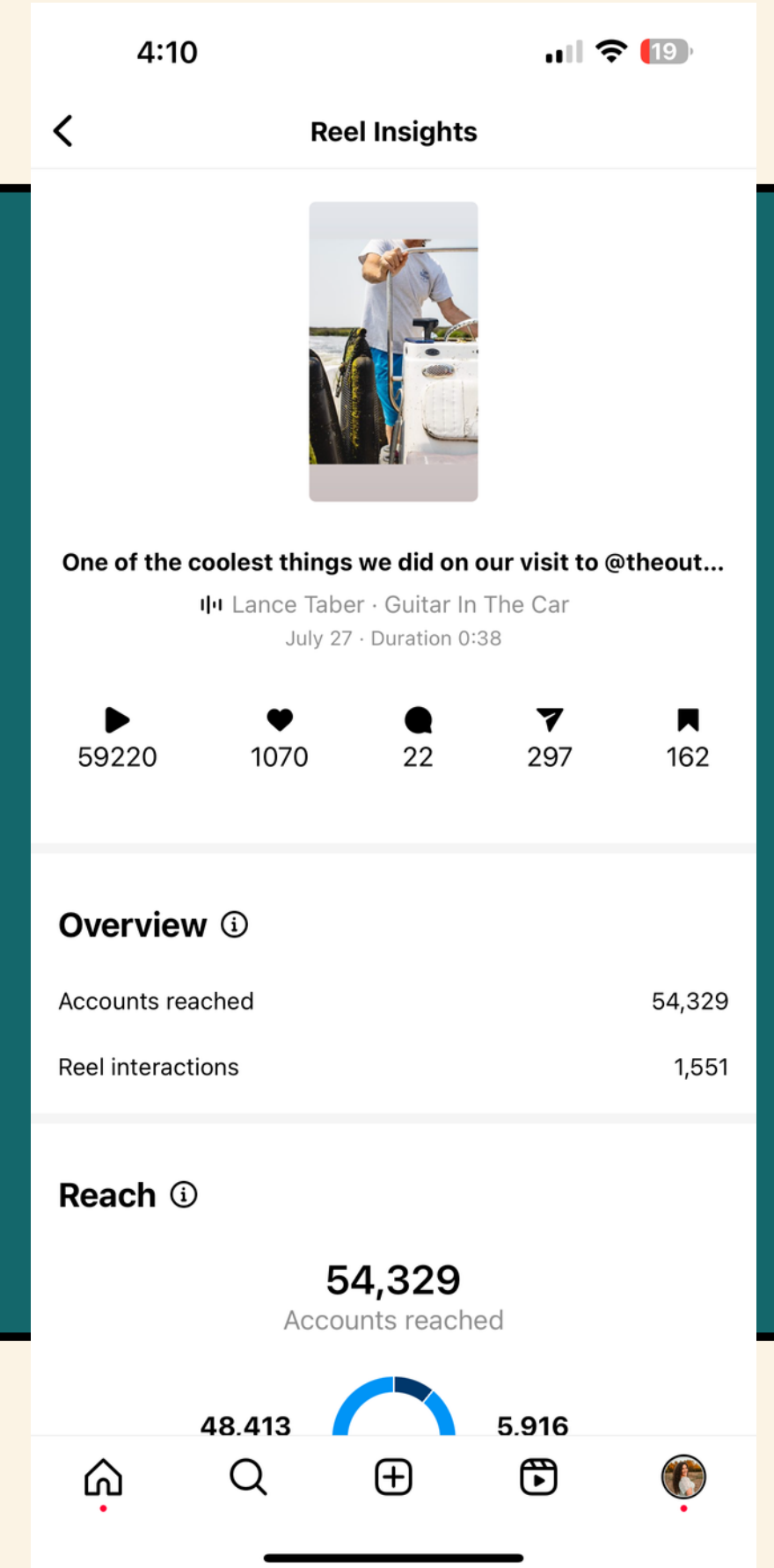
LOCAL BUSINESS

Reel featuring **Cape Hatteras Oyster** – showcasing a unique local purveyor's point-of-view and behind-the-scenes of oyster farming.

IG and FB (combined results)

- Nearly 100k plays on plays (as of 11/10)
- 1000+ likes
- 30+ comments
- 300+ shares
- 250+ saves

54k+ accounts reached



THE OUTER BANKS & NC EAT AND PLAY

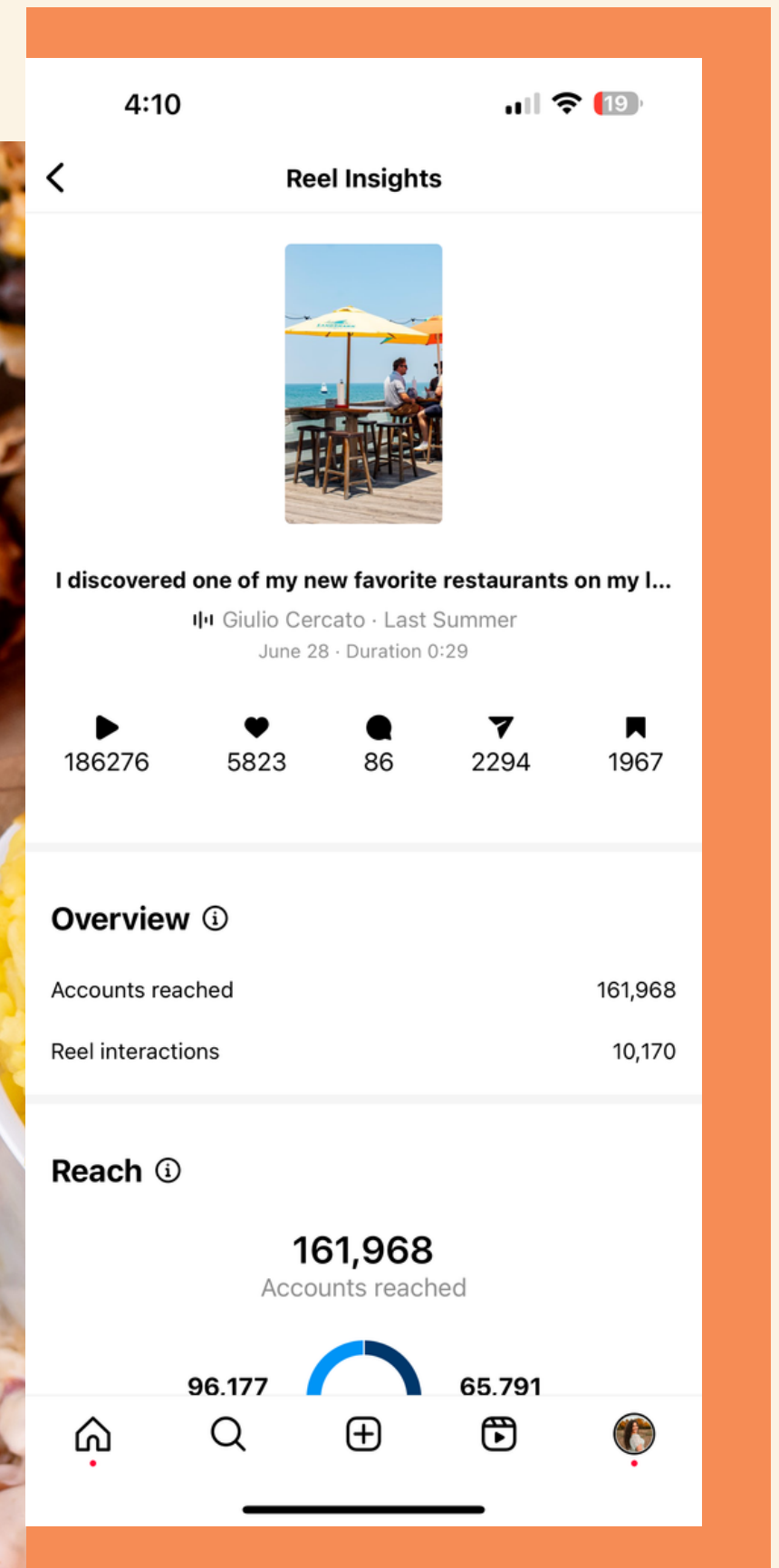
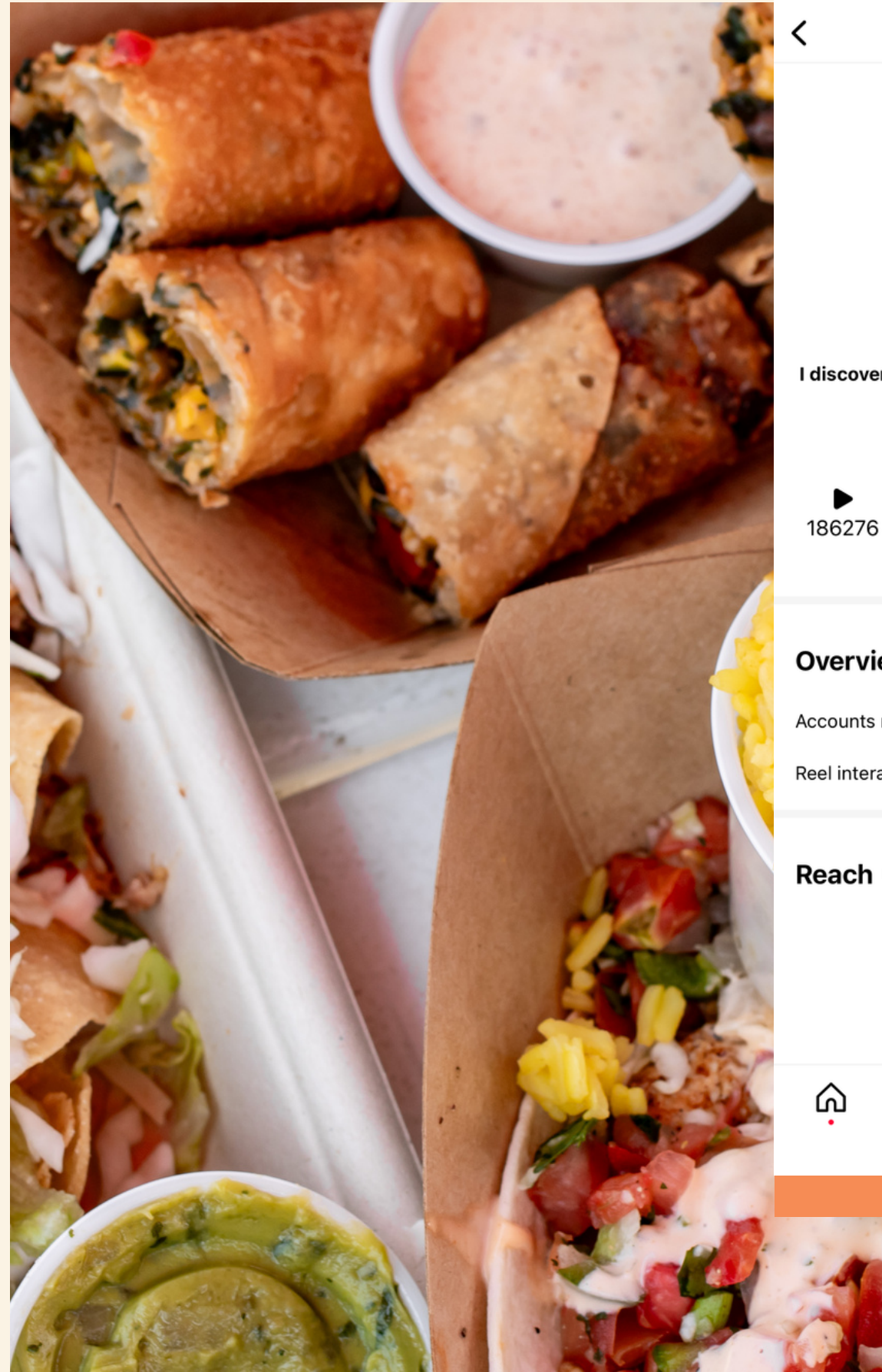
SOCIAL: FOODIE

Reel featuring Fish Heads OBX as a destination dining option for the food and views.

IG & FB (combined)

- 200K+ plays (as of 11/10)
- Additional 80K+ on TikTok
- 6000+ 386 likes
- 150+ comments
- 2500+ shares
- 2000+ saves

180K+ accounts reached



THE OUTER BANKS + NC EAT & PLAY

LOCAL ADVENTURE

Reel featuring airboating experience
with **Outer Banks Adventures**.

IG and FB (combined results)

- Nearly 10k plays on plays (as of 11/10)
- 100+ likes

4k+ accounts reached



4:19

Reel insights

One of our favorite experiences we've had in Visit The Outer...

NC Eat & Play · Original audio · Public

October 25, 2023 at 9:04 AM · Duration 00:41

6.8K 92 5 9

Overview *i* See more

Reach	6,812
Minutes viewed	574
Average minutes viewed	00:05
Reel followers	6

4:05

Video analysis

Performance Viewers

41.27s

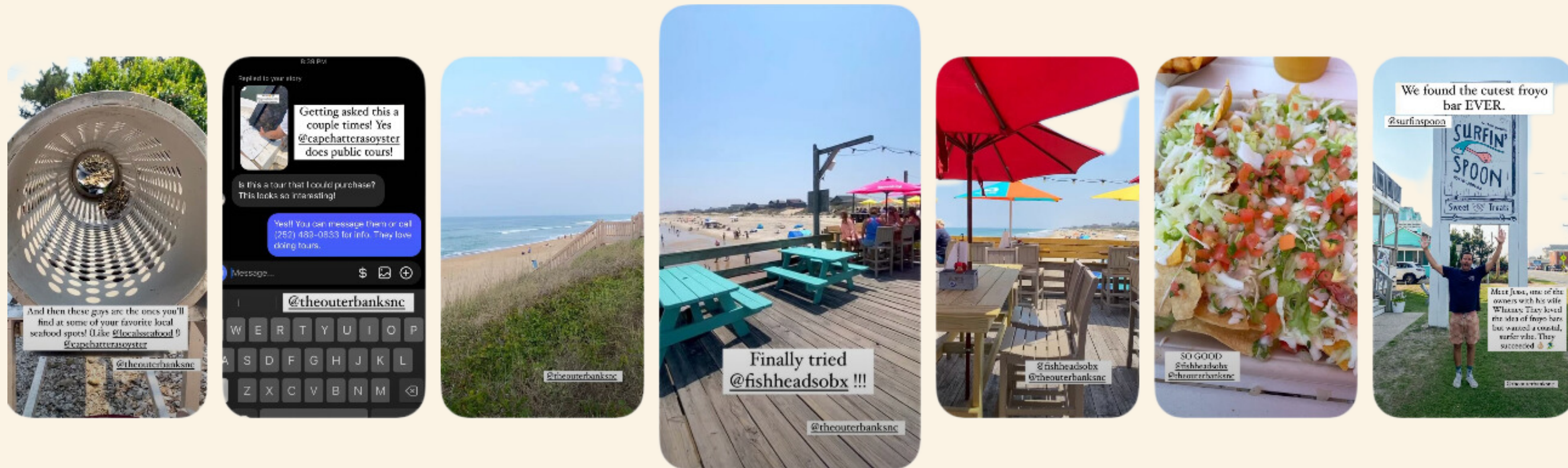
Data since post time: Oct 25, 2023 9:07 AM

2,357 58 1 0 12

After 7 days since posting, data updates the next day. *i*

Total Play Time 3h:14m:55s
+1.4m (vs 1d ago)

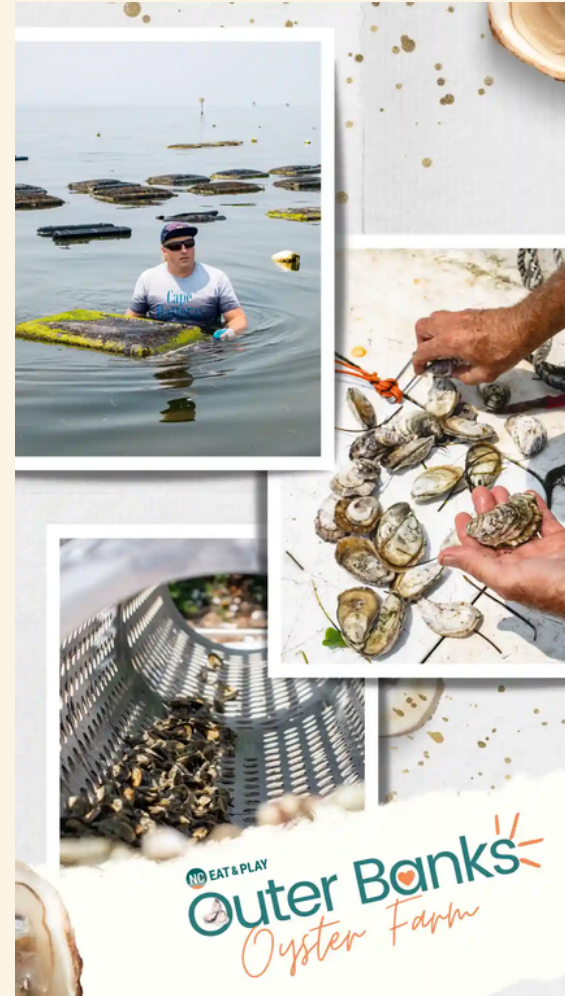
STORY INSIGHTS



IG and FB Stories

- *With real-time and story block sharing, NC Eat & Play is able to keep The Outer Banks in front of its engaged audiences.*
- *With an average of 6k-10k per story within a 24-hour period, NC Eat & Play has multiplied this engagement with additional shares to reach 50K+ accounts.*

EMAIL INSIGHTS



Email distribution– 100% dedicated Outer Banks Email

- Sent Aug 5th email to 6000+ subscribers and had a 42% Open rate.
- Pulling from NC Eat & Play's popular Where to Eat in the Outer Banks, it also featured a local oyster farm profile.