



Dare County Tourism Board Meeting

February 27, 2025

9 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, FEBRUARY 27, 2025
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 January 16, 2025 Meeting
- V. Public Comments
- VI. Chairman's Remarks
- VII. Budget & Finance Report
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
- XI. Board Member Comments
- XII. Set Date, Time, and Place of Next Meeting
- XIII. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, JANUARY 16, 2025
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

Mark Ballog, Mark Batenic, Tod Clissold, Tonia Cohen, Brenda Chasen, Terry Gray, John Head, Richard Hess, Tess Judge, Dennis Robinson, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: David Hines and Wally Overman.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Aaron Tuell, Public Relations Manager
Jeff Schwartzenberg, Community Engagement Manager

OTHERS ATTENDING: None.

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

The Clerk swore in the following Dare County Tourism Board Appointees:

Mark Batenic, Town of Southern Shores
Brenda Chasen, Town of Duck
Tod Clissold, Town of Manteo
Tonia Cohen, Outer Banks Hotel/Motel Association
Richard Hess, Outer Banks Chamber of Commerce
Dennis Robinson, Hatteras Island, At Large

ELECTION OF OFFICERS: Jay Wheless, Legal Counsel, presented the following motion from the Nominating Committee as to the slate of candidates for the 2025 Steering Committee:

- Chair: Dennis Robinson. Legal Counsel called for nominations from the floor. Hearing none, Legal Counsel closed nominations and called for the vote. The motion passed unanimously (11-0).
- Vice Chair: David Hines. Legal Counsel called for nominations from the floor. Hearing none, Legal Counsel closed nominations and called for the vote. The motion passed unanimously (11-0).
- Treasurer: Tod Clissold. Legal Counsel called for nominations from the floor. Hearing none, Legal Counsel closed nominations and called for the vote. The motion passed unanimously (11-0).

- Assistant Treasurer: John Head. Legal Counsel called for nominations from the floor. Hearing none, Legal Counsel closed nominations and called for the vote. The motion passed unanimously (11-0).
- Secretary: Tonia Cohen. Legal Counsel called for nominations from the floor. Hearing none, Legal Counsel closed nominations and called for the vote. The motion passed unanimously (11-0).

APPROVAL OF AGENDA: Mr. Siers moved to approve the agenda. Second by Mr. Hess. There was no discussion. The motion passed unanimously (11-0).

APPROVAL OF MINUTES: Mr. Siers moved to approve the meeting minutes from December 19, 2024 meeting. Second by Mr. Head. There was no discussion. The motion passed unanimously (11-0).

PUBLIC COMMENTS: There were no public comments made. No written comments were received.

PRESENTATION OF FISCAL YEAR 2023-2024 AUDIT: Jonathan Dail reviewed the Fiscal Year 2023-2024 audit. The Board received an unmodified opinion. Following review, Mr. Batenic moved to accept the Fiscal Year 2023-2024 Audit. Second by Mr. Siers. There was no discussion. The motion passed unanimously (11-0).

BUDGET AND FINANCE REPORT: Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were up .63% compared to 2023-2024.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- noted a public hearing at the Town of Nags Head that added the boardwalk and pickleball as accepted uses at the Soundside Event Site and unified all the Dare County Tourism Board parcels under the Event Site designation.
- provided an update about the AI widgets on website. Staff is still working to introduce a booking window that will work with both hotels/motels and short term rental agencies
- reviewed the Outer Edge premier and plans to roll out all six videos
- reviewed the marketing dashboard and visitation.

Jeff Schwartzenberg noted progress on holding an OBX Student Summit, in collaboration with Dare County Schools. The Summit will be held March 5, 2025 at Jennette's Pier.

Lee Nettles reported on recent sales tradeshow and events at the Soundside Event Site, on behalf of Lorrie Love.

Aaron Tuell reviewed recent media coverage, noting several "Best" rankings by US News.

Ms. Judge left the meeting at 10:00 a.m.

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

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

BOARD MEMBER COMMENTS: Dennis Robinson welcomed new Board member Brenda Chasen, thanked the members for their support of him as Chairman, looked forward to a productive year.

Mr. Batenic noted progress on rebuilding bridge over canal.

Mr. Gray noted that Kill Devil Hills is in the process of cleaning up beach accesses for the upcoming season.

Mr. Hess noted that the Outer Banks Chamber of Commerce Annual Meeting would be held later that evening (January 16, 2025).

Ms. Cohen noted the arrival of J1 students in February for the Spring.

Mr. Ballog noted that The 12 Bars of Christmas raised over \$35,000 for charity from passport sales, with additional funds coming from fundraisers and pet donations.

Mr. Clissold shared his experience of The 12 Bars of Christmas and reported on New Years Eve in Manteo.

Ms. Chasen noted the Town of Duck recently held a goal setting meeting.

SET DATE, TIME, AND PLACE OF NEXT MEETING:

- The Board set their meeting schedule for the third Thursday of each month at 9 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC
- The next meeting is scheduled for Thursday, February 20, 2025 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC [This meeting was later changed to February 27, 2025].

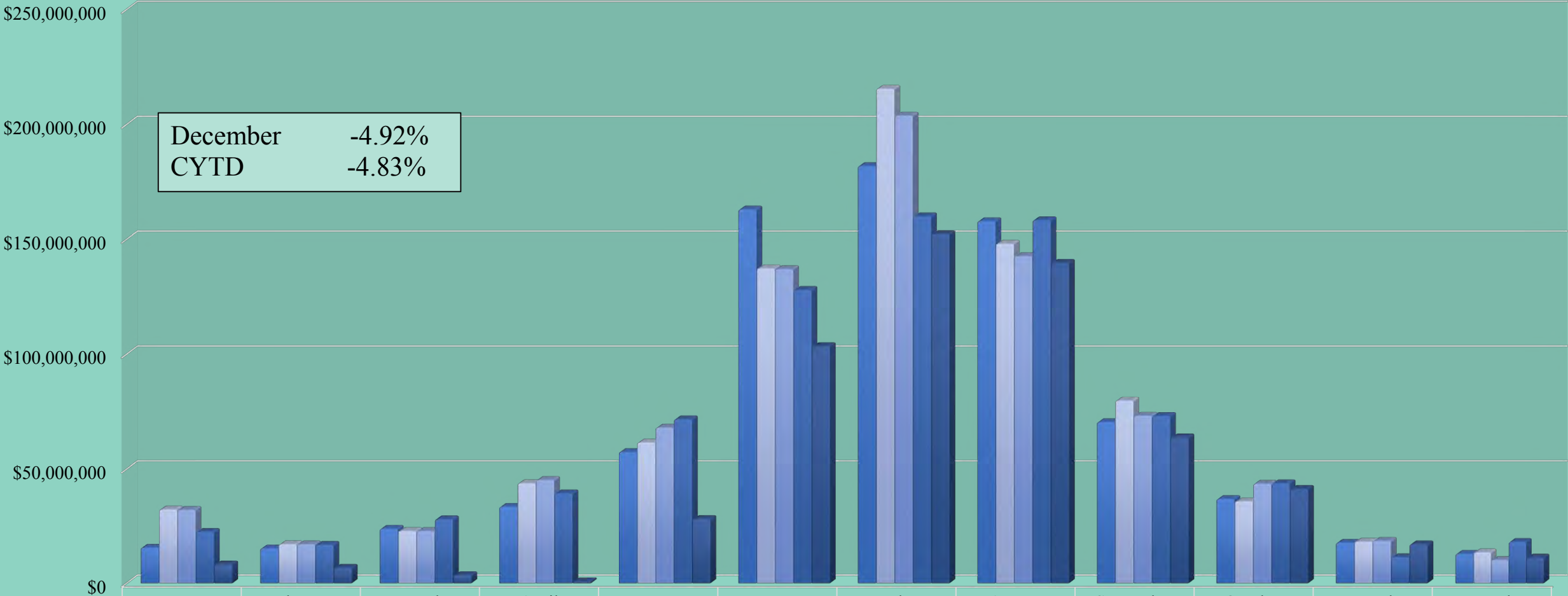
The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:37 a.m.

ATTESTED:



Clerk, Dare County Tourism Board

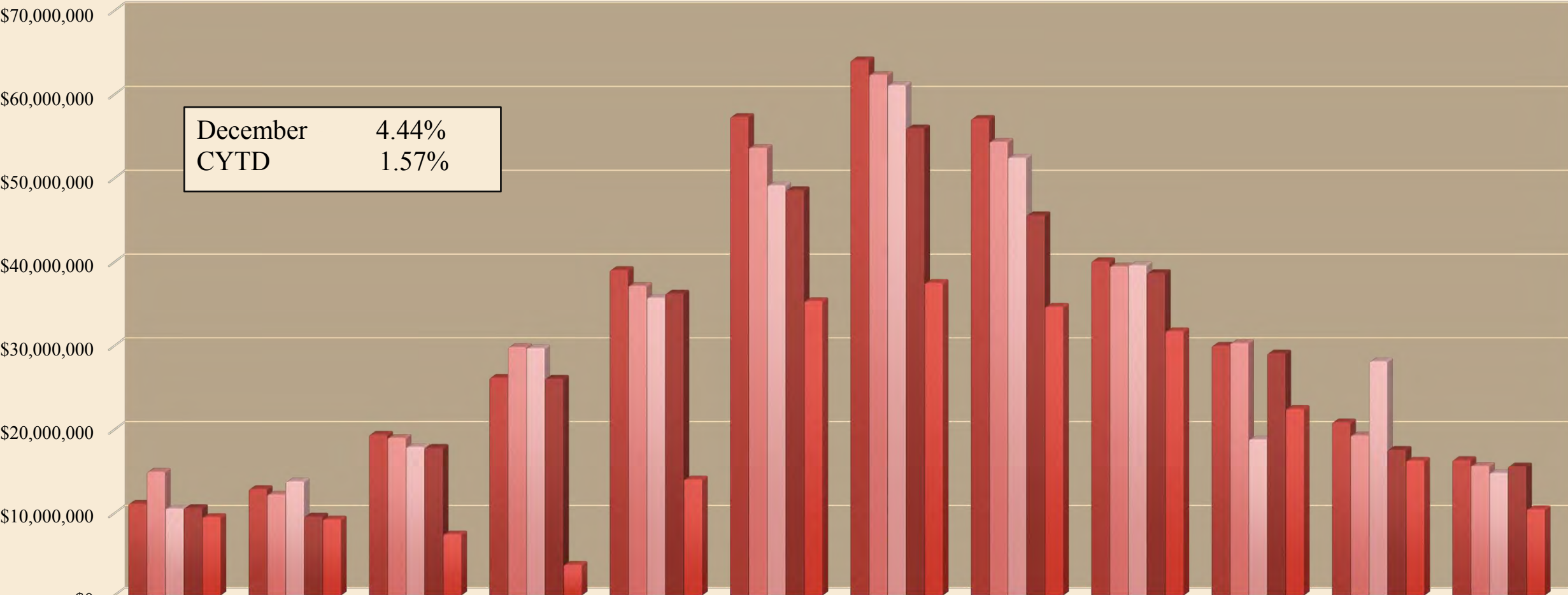
Occupancy Collections



December -4.92%
CYTD -4.83%

	January	February	March	April	May	June	July	August	September	October	November	December
2024	15,588,394	15,256,753	23,855,777	33,495,901	57,369,540	162,956,697	181,861,471	157,867,180	70,396,614	36,914,698	17,709,005	12,869,300
2023	32,326,040	17,078,293	22,911,263	43,812,778	61,544,693	137,311,567	215,518,673	148,053,622	79,777,957	35,908,020	18,220,059	13,534,535
2022	32,129,068	17,071,361	22,897,441	45,219,347	67,998,385	136,993,703	203,794,691	142,641,161	73,185,366	43,568,138	18,554,321	10,195,045
2021	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,319	159,994,974	158,280,320	73,112,498	43,787,109	11,394,032	18,096,294
2020	8,223,680	6,788,236	3,538,436	715,316	28,192,673	103,467,906	152,256,684	139,737,864	63,775,711	41,364,509	17,053,031	11,266,628

Meals Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2024	11,179,366	12,929,929	19,422,840	26,222,012	39,078,063	57,344,840	64,106,859	57,116,087	40,124,326	30,027,178	20,897,820	16,400,335
2023	15,014,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491	39,511,303	30,360,180	19,332,007	15,703,818
2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654
2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2024-2025**

FISCAL YEAR		PROJECTED FY 24-25	ACTUAL FY 24-25	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,210,325.00	\$1,633,431.36	\$423,106.36	34.96%
JULY RECEIVED	MEALS	\$443,005.00	\$557,765.57	\$114,760.57	25.91%
		\$1,653,330.00	\$2,191,196.93	\$537,866.93	32.53%
JULY EARNED	OCCUPANCY	\$1,650,520.00	\$1,813,246.38	\$162,726.38	9.86%
AUGUST RECEIVED	MEALS	\$472,275.00	\$634,476.85	\$162,201.85	34.34%
		\$2,122,795.00	\$2,447,723.23	\$324,928.23	15.31%
AUGUST EARNED	OCCUPANCY	\$1,439,060.00	\$1,474,621.15	\$35,561.15	2.47%
SEPT RECEIVED	MEALS	\$445,330.00	\$553,576.05	\$108,246.05	24.31%
		\$1,884,390.00	\$2,028,197.20	\$143,807.20	7.63%
SEPTEMBER EARNED	OCCUPANCY	\$579,615.00	\$799,304.15	\$219,689.15	37.90%
OCT RECEIVED	MEALS	\$297,730.00	\$388,697.83	\$90,967.83	30.55%
		\$877,345.00	\$1,188,001.98	\$310,656.98	35.41%
OCTOBER EARNED	OCCUPANCY	\$272,110.00	\$362,802.33	\$90,692.33	33.33%
NOV RECEIVED	MEALS	\$220,715.00	\$283,327.98	\$62,612.98	28.37%
		\$492,825.00	\$646,130.31	\$153,305.31	31.11%
NOVEMBER EARNED	OCCUPANCY	\$117,350.00	\$174,684.35	\$57,334.35	48.86%
DEC RECEIVED	MEALS	\$140,200.00	\$190,430.48	\$50,230.48	35.83%
		\$257,550.00	\$365,114.83	\$107,564.83	41.76%
DECEMBER EARNED	OCCUPANCY	\$84,970.00	\$126,884.25	\$41,914.25	49.33%
JAN RECEIVED	MEALS	\$121,270.00	\$154,314.62	\$33,044.62	27.25%
		\$206,240.00	\$281,198.87	\$74,958.87	36.35%
JANUARY EARNED	OCCUPANCY	\$163,905.00	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	\$90,410.00	\$0.00	\$0.00	0.00%
		\$254,315.00	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$133,825.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	\$96,455.00	\$0.00	\$0.00	0.00%
		\$230,280.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	\$141,500.00	\$0.00	\$0.00	0.00%
		\$266,735.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$296,910.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	\$218,185.00	\$0.00	\$0.00	0.00%
		\$515,095.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$387,380.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	\$267,780.00	\$0.00	\$0.00	0.00%
		\$655,160.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$5,353,950.00	\$6,384,973.97	\$1,031,023.97	19.26%
TO-DATE	MEALS	\$2,140,525.00	\$2,762,589.38	\$622,064.38	29.06%
		\$7,494,475.00	\$9,147,563.35	\$1,653,088.35	22.06%
TOTAL	OCCUPANCY	\$6,461,205.00			
PROJECTED	MEALS	\$2,954,855.00			
2024-2025		\$9,416,060.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2024-2025		2024	2025		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$135,855.24	\$126,884.25	(\$8,970.99)	-6.60%
	MEALS	<u>\$144,573.68</u>	<u>\$154,314.62</u>	<u>\$9,740.94</u>	<u>6.74%</u>
		\$280,428.92	\$281,198.87	\$769.95	0.27%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$155,450.13	\$0.00	\$0.00	0.00%
	MEALS	<u>\$101,950.46</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$257,400.59	\$0.00	\$0.00	0.00%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$151,260.50	\$0.00	\$0.00	0.00%
	MEALS	<u>\$128,875.91</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,136.41	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$238,725.04	\$0.00	\$0.00	0.00%
	MEALS	<u>\$198,494.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$437,219.52	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,633,431.36	\$0.00	\$0.00	0.00%
	MEALS	<u>\$557,765.57</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,191,196.93	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$1,813,246.38	\$0.00	\$0.00	0.00%
	MEALS	<u>\$634,476.85</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,447,723.23	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,474,621.15	\$0.00	\$0.00	0.00%
	MEALS	<u>\$553,576.05</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,028,197.20	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$799,304.15	\$0.00	\$0.00	0.00%
	MEALS	<u>\$388,697.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,188,001.98	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$362,802.33	\$0.00	\$0.00	0.00%
	MEALS	<u>\$283,327.98</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$646,130.31	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$174,684.35	\$0.00	\$0.00	0.00%
	MEALS	<u>\$190,430.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$365,114.83	\$0.00	\$0.00	0.00%
<i>TOTAL TO DATE</i>					
Total To Date	Occupancy	\$135,855.24	\$126,884.25	(\$8,970.99)	-6.60%
	Meals	<u>\$144,573.68</u>	<u>\$154,314.62</u>	<u>\$9,740.94</u>	<u>6.74%</u>
		\$280,428.92	\$281,198.87	\$769.95	0.27%
<i>TOTAL FOR YEAR</i>					
Total for Year	OCCUPANCY	\$7,833,324.78			
	MEALS	<u>\$3,812,951.52</u>			
		\$11,646,276.30			

OCCUPANCY & MEALS FY 2024-2025

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 23-24	ACTUAL FY 24-25	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
<u>JULY RECEIVED</u>	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
<u>JULY EARNED</u>	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,458,380.44	\$1,474,621.15	\$16,240.71	1.11%
<u>SEPT RECEIVED</u>	MEALS	<u>\$531,275.19</u>	<u>\$553,576.05</u>	<u>\$22,300.86</u>	<u>4.20%</u>
		\$1,989,655.63	\$2,028,197.20	\$38,541.57	1.94%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$799,595.38	\$799,304.15	(\$291.23)	-0.04%
<u>OCT RECEIVED</u>	MEALS	<u>\$386,499.75</u>	<u>\$388,697.83</u>	<u>\$2,198.08</u>	<u>0.57%</u>
		\$1,186,095.13	\$1,188,001.98	\$1,906.85	0.16%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$348,085.75	\$362,802.33	\$14,716.58	4.23%
<u>NOV RECEIVED</u>	MEALS	<u>\$273,920.83</u>	<u>\$283,327.98</u>	<u>\$9,407.15</u>	<u>3.43%</u>
		\$622,006.58	\$646,130.31	\$24,123.73	3.88%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$182,561.98	\$174,684.35	(\$7,877.63)	-4.32%
<u>DEC RECEIVED</u>	MEALS	<u>\$178,483.22</u>	<u>\$190,430.48</u>	<u>\$11,947.26</u>	<u>6.69%</u>
		\$361,045.20	\$365,114.83	\$4,069.63	1.13%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$135,855.24	\$126,884.25	(\$8,970.99)	-6.60%
<u>JAN RECEIVED</u>	MEALS	<u>\$144,573.68</u>	<u>\$154,314.62</u>	<u>\$9,740.94</u>	<u>6.74%</u>
		\$280,428.92	\$281,198.87	\$769.95	0.27%
<u>JANUARY EARNED</u>	OCCUPANCY	\$155,450.13	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$101,950.46</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$257,400.59	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$151,260.50	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$128,875.91</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,136.41	\$0.00	\$0.00	0.00%
<u>MARCH EARNED</u>	OCCUPANCY	\$238,725.04	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$198,494.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$437,219.52	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
	OCCUPANCY	\$6,456,898.77	\$6,384,973.97	(\$71,924.80)	-1.11%
TOTAL TO DATE	MEALS	<u>\$2,634,711.23</u>	<u>\$2,762,589.38</u>	<u>\$127,878.15</u>	<u>4.85%</u>
		\$9,091,610.00	\$9,147,563.35	\$55,953.35	0.62%
TOTAL	OCCUPANCY	\$8,041,025.42			
ACTUAL	MEALS	<u>\$3,649,343.06</u>			
2023-2024		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2024	2023	2022	2021	2020	2019	Variance 2024-2023	Percent Change
January	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	-125,142	-2.28%
February	5,519,719	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	-200,913	-3.51%
March	4,732,495	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	-107,707	-2.23%
April	6,491,694	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	-140,129	-2.11%
May	7,599,155	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	-588,604	-7.19%
June	9,914,654	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	-132,471	-1.32%
July	16,863,177	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288	980,854	6.18%
August	18,026,141	19,353,849	17,642,098	16,810,430	13,794,215	13,178,541	-1,327,708	-6.86%
September	15,730,067	15,385,152	15,470,465	14,558,020	12,478,041	11,799,596	344,915	2.24%
October	10,447,815	11,213,371	10,371,192	10,366,595	9,103,596	6,834,818	-765,556	-6.83%
November	7,638,058	7,800,451	7,843,407	7,717,041	6,925,862	5,191,614	-162,393	-2.08%
December		6,078,081	6,006,535	5,741,952	5,029,105	3,874,539		0.00%
YTD	108,336,322	110,561,176	107,432,367	101,740,660	76,762,718	74,566,813	-2,224,854	-2.01%
TOTAL	108,336,322	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	-2.01%	2.91%	5.59%	32.54%	2.94%	5.50%		
Total % Change	-2.01%	2.82%	5.54%	31.41%	4.27%	5.44%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765
February	15,256,753	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117
March	23,855,777	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156
April	33,495,901	43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121
May	57,369,540	61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015
June	162,956,697	137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630
July	181,861,471	215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729
August	157,867,180	148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386
September	70,396,614	79,777,957	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228
October	36,914,698	35,908,020	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908
November	17,709,005	18,220,059	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253
December	12,869,300	13,534,535	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610
Total	786,141,330	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918
Total % Change	-4.83%	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%
Month Increase/Decrease	-4.92%	32.76%	-43.66%	60.62%	73.19%	38.22%	-2.28%	32.88%	3.60%	14.38%	-31.22%	45.43%	3.77%	23.74%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	-25.54%	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%
Qtr 2 (Mar-May)	-10.56%	-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%
Qtr 3 (June-Aug)	0.36%	3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%
Qtr 4 (Sept-Nov)	-6.64%	-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2024														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018, 2019, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079
February	12,929,929	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305
March	19,422,840	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477
April	26,222,012	29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220
May	39,078,063	37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885
June	57,344,840	53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717
July	64,106,859	62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367
August	57,116,087	54,381,491	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599
September	40,124,326	39,511,303	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630
October	30,027,178	30,360,180	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800
November	20,897,820	19,332,007	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922
December	16,400,335	15,703,818	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106
Total	394,849,655	388,736,266	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107
Total % Change	1.57%	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%
Month Increase/(Decrease)/Increase(Decrease)/Qtr	4.44%	5.73%	-5.02%	48.65%	-4.32%	13.69%	-5.05%	12.54%	8.58%	5.46%	15.55%	-2.65%	-4.95%	23.53%
Qtr 1 (Dec-Feb)	-5.55%	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%
Qtr 2 (Mar-May)	-1.63%	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%
Qtr 3 (June-Aug)	4.79%	4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%
Qtr 4 (Sept-Nov)	2.07%	2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
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 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	18,954	69,721	33,385	85,050	10,819	101,762	197,792	177,093	15,667	6,337	60,734	73,666	65,334	51,898	49,099
February	27,050	54,287	88,113	68,535	227,405	89,994	183,108	180,687	21,786	19,282	55,880	87,169	71,244	54,275	51,908
March	29,171	136,583	-6,494	122,945	65,282	63,921	692,174	414,682	159,347	135,076	65,539	206,483	136,291	117,052	143,712
April	9,994	259,204	260,362	186,041	55,545	1,930	1,235,799	1,294,819	454,658	296,019	48,233	404,682	326,574	298,479	279,005
May	91,397	282,278	285,411	262,423	160,661	1,130,609	1,918,384	1,046,309	571,317	587,641	254,673	565,909	530,590	410,132	532,707
June	351,108	570,964	330,644	353,506	326,158	2,412,414	2,845,176	1,770,185	1,305,653	1,018,049	795,837	919,645	833,391	705,955	1,003,815
July	363,847	446,262	595,516	427,557	325,951	2,685,694	3,088,190	1,860,733	1,284,313	974,783	1,043,368	1,058,556	1,166,419	936,181	1,035,089
August	373,764	532,087	383,480	306,695	215,521	1,588,143	2,216,628	1,415,619	813,582	756,020	902,896	902,324	778,232	691,547	878,291
September	278,989	401,958	240,314	188,170	141,952	1,348,600	1,567,213	888,980	551,520	387,637	551,614	608,182	610,925	552,665	569,120
October	155,303	165,873	237,302	115,799	105,808	922,352	1,030,829	438,511	368,819	341,105	493,509	491,572	357,764	356,835	394,962
November	65,719	125,498	77,421	36,929	175,772	355,225	365,096	176,484	148,581	122,665	63,227	145,754	79,095	142,803	161,350
December	106,697	136,248	28,424	43,635	19,425	149,223	178,506	-5,128	37,898	38,230	214,261	90,408	187,222	68,890	89,811
Total	1,871,993	3,180,963	2,553,878	2,197,285	1,830,299	10,849,867	15,518,895	9,658,974	5,733,141	4,682,844	4,549,771	5,554,350	5,143,081	4,386,712	5,188,869
Month Increase	29.41%	27.70%	-79.14%	53.51%	-55.48%	151.23%	19.62%	-102.87%	-839.04%	0.88%	285.65%	-57.80%	107.09%	-63.20%	30.37%
Total Year Increa	-39.33%	69.92%	-19.71%	-13.96%	-16.70%	29.41%	43.03%	-37.76%	-40.64%	-18.32%	-22.99%	22.08%	-7.40%	-14.71%	18.29%

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Trave	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	1,437,035	1,748,076	1,643,048	1,933,579	1,786,856	18,951	80,549	149,571	159,300	175,273	6,501,671	20,308,517	30,139,025	30,132,778	13,694,264
February	1,533,776	1,728,750	2,126,093	2,107,700	2,053,498	25,687	121,593	228,025	311,380	263,344	4,958,235	14,641,992	14,518,460	14,706,513	12,810,769
March	1,246,258	3,909,056	3,943,594	4,072,116	3,786,471	24,532	456,135	458,768	521,683	552,764	2,033,390	22,818,135	18,269,896	18,236,039	19,526,776
April	272,368	7,371,174	8,104,880	8,083,416	6,144,929	6,532	690,426	970,654	1,063,464	768,762	382,791	29,766,955	35,002,625	34,488,045	26,505,952
May	3,148,199	11,955,124	10,324,362	10,518,694	10,856,653	188,734	1,201,894	1,151,529	1,247,200	1,370,448	23,445,254	56,477,960	55,576,157	49,509,116	45,021,825
June	11,291,492	17,405,621	16,192,842	16,054,375	16,657,173	689,124	1,781,971	1,801,287	2,070,056	2,317,315	88,087,699	105,559,551	117,473,065	118,553,305	143,504,873
July	16,489,187	22,217,201	20,666,774	21,259,405	19,613,048	291,105	2,244,007	2,397,468	2,892,211	2,786,075	131,031,173	132,554,585	178,978,115	191,239,034	159,461,002
August	13,307,261	18,448,886	16,657,613	16,564,558	15,531,262	244,691	2,161,167	2,079,173	2,423,773	2,309,637	122,944,015	135,457,160	122,930,026	129,365,315	140,143,571
September	9,374,533	11,630,739	11,442,403	11,573,148	9,698,706	495,636	1,369,614	1,254,083	1,422,871	1,168,599	51,755,580	58,512,166	59,777,401	66,745,205	59,326,136
October	6,047,939	7,830,739	7,109,786	7,072,350	6,723,465	91,603	794,126	637,398	737,809	760,668	33,435,472	34,110,939	35,292,753	27,840,006	29,135,862
November	1,882,898	2,106,980	3,118,187	2,970,668	3,216,590	7,333	8,921	301,371	336,909	356,440	14,518,005	8,640,528	14,980,559	14,816,354	13,895,505
December	1,833,474	3,253,943	1,900,473	2,050,618	1,817,251	50,865	515,173	234,745	316,867	256,241	8,836,444	14,219,918	7,958,228	11,239,061	10,790,116
Total	67,864,420	109,606,289	103,230,055	104,260,627	97,885,902	2,134,793	11,425,576	11,664,072	13,503,523	13,085,566	487,929,729	633,068,406	690,896,310	706,870,771	673,816,651
Month Increase	29.74%	77.47%	-41.59%	7.90%	-11.38%	122.97%	912.82%	-54.43%	34.98%	-19.13%	85.11%	60.92%	-44.03%	41.23%	-3.99%
Total Year Increa	-5.67%	61.51%	-5.82%	1.00%	-6.11%	52.90%	435.21%	2.09%	15.77%	-3.10%	14.69%	29.75%	9.13%	2.31%	-4.68%

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January	4,048,599	7,565,248	10,640,444	10,970,042	10,903,039	103,524	117,805	71,183	107,068	41,019	8,223,680	22,515,577	32,129,068	32,326,040	15,588,394
February	3,640,228	8,831,162	9,964,265	9,901,463	11,277,328	123,301	138,103	86,764	119,484	93,891	6,788,236	16,833,409	17,071,361	17,078,293	15,256,753
March	392,302	14,285,652	11,694,833	11,682,633	12,948,689	100,157	288,353	139,472	203,764	198,460	3,538,436	28,050,784	22,897,441	22,911,263	23,855,777
April	54,406	11,899,053	11,767,660	12,328,326	12,894,732	0	387,071	230,087	302,139	214,451	715,316	39,424,885	45,219,347	43,812,778	33,495,901
May	7,959,755	11,894,484	12,431,457	12,627,627	14,583,119	122,541	429,562	235,556	273,011	210,053	28,192,673	71,629,217	67,998,385	61,544,693	57,369,540
June	15,349,447	15,036,636	18,707,648	18,477,129	22,241,837	529,356	646,362	393,576	338,773	446,629	103,467,906	127,947,319	136,993,703	137,311,567	162,956,697
July	14,163,157	18,366,907	22,972,242	23,810,322	22,754,381	643,415	630,180	527,134	372,183	451,598	152,256,684	159,994,974	203,794,691	215,518,673	181,861,471
August	14,432,996	15,236,263	17,820,645	17,510,657	19,451,549	621,785	723,235	476,191	311,925	342,515	139,737,864	158,280,320	142,641,161	148,053,622	157,867,180
September	7,502,538	9,479,100	9,589,739	9,771,123	9,129,130	466,395	392,240	225,343	167,249	273,063	63,775,711	73,112,498	73,185,366	79,777,957	70,396,614
October	5,199,066	6,243,795	5,954,385	5,629,110	6,096,788	309,934	157,157	132,022	154,211	213,496	41,364,509	43,787,109	43,568,138	35,908,020	36,914,698
November	894,605	698,108	4,271,270	4,234,311	4,701,162	167,957	10,176	122,575	104,724	137,123	17,053,031	11,394,032	18,554,321	18,220,059	17,709,005
December	4,304,339	7,063,801	3,945,571	4,807,160	5,507,905	126,529	217,271	125,826	94,433	114,467	11,266,628	18,096,294	10,195,045	13,534,535	12,869,300
Total	77,941,438	126,600,209	139,760,159	141,749,903	152,489,659	3,314,894	4,137,515	2,765,729	2,548,964	2,736,765	576,380,674	771,066,418	814,248,027	825,997,500	786,141,330
Month Increase		64.11%	-44.14%	21.84%	14.58%	4.60%	71.72%	-42.09%	-24.95%	21.22%	73.19%	60.62%	-43.66%	32.76%	-4.92%
Total Year Increa		62.43%	10.39%	1.42%	7.58%	1.15%	24.82%	-33.15%	-7.84%	7.37%	11.27%	33.78%	5.60%	1.44%	-4.83%

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

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

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	DEC	TOTAL	TOTAL	TOTAL
AVON	10,254,226	6.5%	4,336,107	6.2%	5,457,256	14.8%	1,439,426	8.1%	468,811	3.6%	49,338,562	6.3%
BUXTON	2,875,454	1.8%	1,626,184	2.3%	1,172,560	3.2%	585,279	3.3%	287,036	2.2%	16,236,502	2.1%
COLINGTON	443,320	0.3%	146,725	0.2%	71,129	0.2%	39,439	0.2%	14,944	0.1%	1,911,884	0.2%
FRISCO	3,256,516	2.1%	1,700,129	2.4%	944,862	2.6%	438,353	2.5%	147,571	1.1%	16,240,459	2.1%
HATTERAS	6,283,852	4.0%	3,036,058	4.3%	1,213,488	3.3%	732,426	4.1%	257,349	2.0%	28,768,275	3.7%
KILL DEVIL HILLS	26,827,202	17.0%	12,748,838	18.1%	6,841,245	18.5%	3,527,729	19.9%	2,984,011	23.2%	151,370,396	19.3%
KITTY HAWK	9,536,602	6.0%	4,605,267	6.5%	2,603,227	7.1%	1,442,799	8.1%	1,187,371	9.2%	54,744,948	7.0%
MANTEO-TOWN	1,864,631	1.2%	985,582	1.4%	830,783	2.3%	593,176	3.3%	412,557	3.2%	12,148,146	1.5%
NAGS HEAD	43,249,479	27.4%	19,093,270	27.1%	8,607,097	23.3%	4,119,874	23.3%	3,322,885	25.8%	206,940,438	26.3%
RODANTHE	4,700,371	3.0%	2,068,304	2.9%	843,417	2.3%	814,523	4.6%	473,239	3.7%	23,233,429	3.0%
SALVO	5,533,168	3.5%	2,150,422	3.1%	543,745	1.5%	447,669	2.5%	251,915	2.0%	23,215,337	3.0%
WAVES	3,113,576	2.0%	1,199,348	1.7%	376,749	1.0%	229,003	1.3%	233,962	1.8%	13,211,312	1.7%
SOUTHERN SHORES	9,467,660	6.0%	3,885,547	5.5%	999,986	2.7%	683,216	3.9%	561,345	4.4%	43,338,553	5.5%
DUCK	27,233,466	17.3%	11,149,542	15.8%	5,216,910	14.1%	1,995,128	11.3%	1,528,714	11.9%	121,482,158	15.5%
RIM (ROANOKE ISL. MAINI	918,020	0.6%	496,692	0.7%	431,576	1.2%	264,525	1.5%	481,349	3.7%	10,875,365	1.4%
OTC UNATTRIBUTED	2,309,637	1.5%	1,168,599	1.7%	760,668	2.1%	356,440	2.0%	256,241	2.0%	13,085,566	1.7%
TOTAL	157,867,180	100.0%	70,396,614	100.0%	36,914,698	100.0%	17,709,005	100.0%	12,869,300	100.0%	786,141,330	100.0%

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

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	DEC	TOTAL	TOTAL	TOTAL
AVON - 1	2,378,146	4.2%	1,535,132	3.8%	1,100,820	3.7%	449,620	2.2%	337,081	2.1%	14,906,524	3.8%
BUXTON - 2	2,076,126	3.6%	1,457,506	3.6%	1,236,327	4.1%	797,172	3.8%	292,041	1.8%	13,584,189	3.4%
COLINGTON - 3	613,018	1.1%	454,861	1.1%	323,221	1.1%	189,582	0.9%	183,677	1.1%	4,111,947	1.0%
FRISCO - 5	598,224	1.0%	462,413	1.2%	365,889	1.2%	232,661	1.1%	162,854	1.0%	4,507,564	1.1%
HATTERAS - 6	1,327,273	2.3%	1,253,540	3.1%	662,623	2.2%	250,983	1.2%	30,418	0.2%	7,982,926	2.0%
KILL DEVIL HILLS - 7	14,716,161	25.8%	10,873,530	27.1%	8,341,261	27.8%	6,084,258	29.1%	5,930,094	36.2%	109,885,364	27.8%
KITTY HAWK - 8	7,624,387	13.3%	5,132,417	12.8%	3,938,100	13.1%	3,126,898	15.0%	2,462,538	15.0%	54,321,883	13.8%
MANTEO-TOWN - 10	3,205,044	5.6%	1,962,154	4.9%	1,709,617	5.7%	1,428,540	6.8%	1,536,978	9.4%	22,752,036	5.8%
RIM (ROANOKE ISL. M	577,230	1.0%	492,967	1.2%	514,380	1.7%	368,862	1.8%	311,365	1.9%	5,465,229	1.4%
NAGS HEAD - 14	13,674,906	23.9%	9,703,052	24.2%	6,968,988	23.2%	5,307,903	25.4%	3,200,648	19.5%	92,622,191	23.5%
RODANTHE - 15	741,926	1.3%	435,532	1.1%	259,442	0.9%	104,093	0.5%	55,415	0.3%	4,224,955	1.1%
SALVO - 18	47,947	0.1%	8,757	0.0%	2,646	0.0%	266	0.0%	11	0.0%	280,267	0.1%
WAVES - 19	780,833	1.4%	453,365	1.1%	294,523	1.0%	118,323	0.6%	44,528	0.3%	4,459,105	1.1%
SOUTHERN SHORES -	1,283,394	2.2%	1,115,123	2.8%	794,102	2.6%	642,525	3.1%	765,332	4.7%	12,149,960	3.1%
DUCK - 21	7,471,472	13.1%	4,783,977	11.9%	3,515,239	11.7%	1,796,134	8.6%	1,087,355	6.6%	43,595,515	11.0%
TOTAL	57,116,087	100.0%	40,124,326	100.0%	30,027,178	100.0%	20,897,820	100.0%	16,400,335	100.0%	394,849,655	100.0%

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

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE	1,671,946	2,000,461	-16.42%	4,911,069	3,834,553	28.07%	5,237,232	5,969,657	-12.27%	4,700,371	4,117,407	14.16%
WAVES	706,733	978,773	-27.79%	2,996,167	2,366,210	26.62%	3,326,920	3,726,425	-10.72%	3,113,576	2,631,539	18.32%
SALVO	1,383,798	1,822,661	-24.08%	5,479,663	3,995,865	37.13%	5,958,348	6,809,401	-12.50%	5,533,168	4,621,423	19.73%
AVON	3,154,324	4,203,140	-24.95%	9,848,495	7,858,075	25.33%	10,676,247	12,983,077	-17.77%	10,254,226	8,889,986	15.35%
BUXTON	1,440,845	1,597,647	-9.81%	3,143,892	2,656,985	18.33%	3,470,937	4,077,724	-14.88%	2,875,454	2,579,943	11.45%
FRISCO	1,324,351	1,460,567	-9.33%	3,495,906	2,798,272	24.93%	3,689,915	4,106,793	-10.15%	3,256,516	2,909,960	11.91%
HATTERAS	2,177,421	2,382,339	-8.60%	6,370,344	5,162,519	23.40%	6,776,201	8,064,672	-15.98%	6,283,852	5,637,062	11.47%
TOTAL HATTERAS ISLAND	11,859,418	14,445,588	-17.90%	36,245,536	28,672,479	26.41%	39,135,800	45,737,749	-14.43%	36,017,163	31,387,320	14.75%
NORTHERN BEACHES:												
DUCK	7,059,910	7,852,584	-10.09%	26,970,691	22,093,582	22.07%	30,803,924	37,147,010	-17.08%	27,233,466	25,279,971	7.73%
SOUTHERN SHORES	2,724,217	2,904,447	-6.21%	10,179,646	8,375,703	21.54%	11,092,487	13,197,692	-15.95%	9,467,660	8,776,768	7.87%
KITTY HAWK	4,598,742	4,820,980	-4.61%	10,710,260	9,271,719	15.52%	11,442,657	12,941,706	-11.58%	9,536,602	8,968,394	6.34%
COLINGTON	119,817	145,585	-17.70%	461,508	612,570	-24.66%	504,346	799,749	-36.94%	443,320	419,657	5.64%
KILL DEVIL HILLS	13,419,764	12,469,507	7.62%	29,515,991	24,377,722	21.08%	32,473,986	37,009,938	-12.26%	26,827,202	25,497,166	5.22%
NAGS HEAD	13,888,487	15,170,404	-8.45%	43,095,222	36,122,124	19.30%	49,963,178	58,737,391	-14.94%	43,249,479	40,376,546	7.12%
TOTAL NORTHERN BEACHES	41,810,937	43,363,507	-3.58%	120,933,318	100,853,420	19.91%	136,280,578	159,833,486	-14.74%	116,757,729	109,318,502	6.81%
ROANOKE ISLAND:												
MANTEO-TOWN	940,369	1,184,486	-20.61%	1,993,363	1,997,966	-0.23%	2,477,533	2,550,257	-2.85%	1,864,631	1,901,583	-1.94%
RIM (ROANOKE ISL. MAINLAND)	1,388,368	1,303,912	6.48%	1,467,165	3,717,646	-60.54%	1,181,485	4,504,970	-73.77%	918,020	3,022,444	-69.63%
TOTAL ROANOKE ISLAND	2,328,737	2,488,398	-6.42%	3,460,528	5,715,612	-39.45%	3,659,018	7,055,227	-48.14%	2,782,651	4,924,027	-43.49%
OTC UNATTRIBUTED	1,370,448	1,247,200	9.88%	2,317,315	2,070,056	11.94%	2,786,075	2,892,211	-3.67%	2,309,637	2,423,773	-4.71%
TOTAL	57,369,540	61,544,693	-6.78%	162,956,697	137,311,567	18.68%	181,861,471	215,518,673	-15.62%	157,867,180	148,053,622	6.63%

DARE COUNTY GROSS															
OCCUPANCY BY DISTRICT															
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	DEC	DEC	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE	2,068,304	2,647,737	-21.88%	843,417	979,546	-13.90%	814,523	477,131	70.71%	473,239	643,341	-26.44%	23,233,429	25,635,468	-9.37%
WAVES	1,199,348	1,430,899	-16.18%	376,749	529,626	-28.87%	229,003	196,851	16.33%	233,962	176,200	32.78%	13,211,312	15,477,611	-14.64%
SALVO	2,150,422	2,671,427	-19.50%	543,745	883,064	-38.43%	447,669	436,285	2.61%	251,915	425,847	-40.84%	23,215,337	28,588,025	-18.79%
AVON	4,336,107	5,509,529	-21.30%	5,457,256	2,498,450	118.43%	1,439,426	1,650,820	-12.81%	468,811	987,229	-52.51%	49,338,562	55,601,663	-11.26%
BUXTON	1,626,184	1,981,038	-17.91%	1,172,560	1,087,957	7.78%	585,279	627,873	-6.78%	287,036	543,781	-47.21%	16,236,502	17,371,679	-6.53%
FRISCO	1,700,129	1,919,306	-11.42%	944,862	775,523	21.84%	438,353	535,946	-18.21%	147,571	526,648	-71.98%	16,240,459	17,529,095	-7.35%
HATTERAS	3,036,058	3,559,037	-14.69%	1,213,488	1,070,558	13.35%	732,426	688,227	6.42%	257,349	1,044,989	-75.37%	28,768,275	33,843,888	-15.00%
TOTAL HATTERAS ISLAND	16,116,552	19,718,973	-18.27%	10,552,077	7,824,724	34.86%	4,686,679	4,613,133	1.59%	2,119,883	4,348,035	-51.25%	170,243,876	194,047,429	-12.27%
NORTHERN BEACHES:															
DUCK	11,149,542	11,975,084	-6.89%	5,216,910	4,747,088	9.90%	1,995,128	2,174,395	-8.24%	1,528,714	1,185,069	29.00%	121,482,158	122,134,505	-0.53%
SOUTHERN SHORES	3,885,547	4,007,161	-3.03%	999,986	1,352,743	-26.08%	683,216	762,329	-10.38%	561,345	563,595	-0.40%	43,338,553	44,008,472	-1.52%
KITTY HAWK	4,605,267	4,887,742	-5.78%	2,603,227	2,479,816	4.98%	1,442,799	1,361,905	5.94%	1,187,371	945,776	25.54%	54,744,948	54,564,750	0.33%
COLINGTON	146,725	163,524	-10.27%	71,129	63,146	12.64%	39,439	25,951	51.97%	14,944	8,316	79.70%	1,911,884	2,353,387	-18.76%
KILL DEVIL HILLS	12,748,838	14,084,197	-9.48%	6,841,245	7,352,689	-6.96%	3,527,729	3,690,573	-4.41%	2,984,011	2,567,476	16.22%	151,370,396	151,319,244	0.03%
NAGS HEAD	19,093,270	21,705,939	-12.04%	8,607,097	9,937,584	-13.39%	4,119,874	4,606,593	-10.57%	3,322,885	2,667,860	24.55%	206,940,438	212,155,681	-2.46%
TOTAL NORTHERN BEACHES	51,629,189	56,823,647	-9.14%	24,339,594	25,933,066	-6.14%	11,808,185	12,621,746	-6.45%	9,599,270	7,938,092	20.93%	579,788,377	586,536,039	-1.15%
ROANOKE ISLAND:															
MANTEO-TOWN	985,582	977,386	0.84%	830,783	825,934	0.59%	593,176	273,309	117.03%	412,557	413,247	-0.17%	12,148,146	11,915,930	1.95%
RIM (ROANOKE ISL. MAINLAND)	496,692	835,080	-40.52%	431,576	586,487	-26.41%	264,525	374,962	-29.45%	481,349	518,294	-7.13%	10,875,365	19,994,579	-45.61%
TOTAL ROANOKE ISLAND	1,482,274	1,812,466	-18.22%	1,262,359	1,412,421	-10.62%	857,701	648,271	32.31%	893,906	931,541	-4.04%	23,023,511	31,910,509	-27.85%
OTC UNATTRIBUTED	1,168,599	1,422,871	-17.87%	760,668	737,809	3.10%	356,440	336,909	5.80%	256,241	316,867	-19.13%	13,085,566	13,503,523	-3.10%
TOTAL	70,396,614	79,777,957	-11.76%	36,914,698	35,908,020	2.80%	17,709,005	18,220,059	-2.80%	12,869,300	13,534,535	-4.92%	786,141,330	825,997,500	-4.83%

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

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	460,399	453,938	1.42%	785,885	815,115	-3.59%	903,981	815,868	10.80%	741,926	864,807	-14.21%
WAVES - 19	458,572	452,346	1.38%	809,916	781,166	3.68%	1,029,916	920,671	11.87%	780,833	793,570	-1.61%
SALVO - 18	8,749	17,446	-49.85%	54,246	64,650	-16.09%	139,253	91,667	51.91%	47,947	74,877	-35.97%
AVON - 1	2,077,622	1,585,264	31.06%	2,337,510	2,747,899	-14.93%	2,990,492	3,060,306	-2.28%	2,378,146	2,725,389	-12.74%
BUXTON - 2	1,466,741	1,491,607	-1.67%	1,916,959	1,925,395	-0.44%	2,124,475	2,252,130	-5.67%	2,076,126	1,927,015	7.74%
FRISCO - 5	479,424	445,631	7.58%	674,349	625,311	7.84%	743,620	762,752	-2.51%	598,224	672,239	-11.01%
HATTERAS - 6	899,956	844,163	6.61%	1,410,665	1,170,162	20.55%	1,284,599	1,297,428	-0.99%	1,327,273	974,990	36.13%
TOTAL HATTERAS ISLAND	5,851,463	5,290,395	10.61%	7,989,530	8,129,698	-1.72%	9,216,336	9,200,822	0.17%	7,950,475	8,032,887	-1.03%
NORTHERN BEACHES:												
DUCK - 21	4,161,805	4,558,051	-8.69%	6,902,335	6,853,845	0.71%	8,391,142	7,951,624	5.53%	7,471,472	7,518,712	-0.63%
SOUTHERN SHORES - 20	1,038,285	946,148	9.74%	2,783,435	1,380,983	101.55%	1,445,866	1,527,834	-5.36%	1,283,394	1,296,155	-0.98%
KITTY HAWK - 8	5,189,285	4,834,256	7.34%	7,219,077	7,251,684	-0.45%	8,649,791	8,117,655	6.56%	7,624,387	6,739,490	13.13%
COLINGTON - 3	450,840	432,016	4.36%	545,411	598,056	-8.80%	643,007	661,272	-2.76%	613,018	634,338	-3.36%
KILL DEVIL HILLS - 7	9,887,198	9,467,668	4.43%	15,295,240	12,916,559	18.42%	16,248,546	15,616,115	4.05%	14,716,161	12,716,160	15.73%
NAGS HEAD - 14	9,867,741	8,864,888	11.31%	13,338,254	13,239,011	0.75%	15,948,884	15,752,325	1.25%	13,674,906	13,929,106	-1.82%
TOTAL NORTHERN BEACHES	30,595,154	29,103,027	5.13%	46,083,752	42,240,138	9.10%	51,327,236	49,626,825	3.43%	45,383,338	42,833,961	5.95%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	2,106,414	2,321,519	-9.27%	2,662,984	2,712,329	-1.82%	2,889,087	2,942,994	-1.83%	3,205,044	2,907,579	10.23%
MANTEO-OUTSIDE - 11	525,032	476,118	10.27%	608,574	570,993	6.58%	674,200	601,112	12.16%	577,230	607,064	-4.91%
TOTAL ROANOKE ISLAND	2,631,446	2,797,637	-5.94%	3,271,558	3,283,322	-0.36%	3,563,287	3,544,106	0.54%	3,782,274	3,514,643	7.61%
TOTAL	39,078,063	37,191,059	5.07%	57,344,840	53,653,158	6.88%	64,106,859	62,371,753	2.78%	57,116,087	54,381,491	5.03%

DARE COUNTY GROSS															
MEALS BY DISTRICT															
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	DEC	DEC	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE - 15	435,532	562,921	-22.63%	259,442	236,964	9.49%	104,093	111,595	-6.72%	55,415	56,248	-1.48%	4,224,955	4,467,047	-5.42%
WAVES - 19	453,365	470,716	-3.69%	294,523	227,126	29.67%	118,323	102,276	15.69%	44,528	45,170	-1.42%	4,459,105	4,314,021	3.36%
SALVO - 18	8,757	12,592	-30.46%	2,646	6,653	-60.23%	266	5,633	-95.28%	11	3,429	-99.68%	280,267	306,404	-8.53%
AVON - 1	1,535,132	1,540,634	-0.36%	1,100,820	1,357,893	-18.93%	449,620	507,451	-11.40%	337,081	312,651	7.81%	14,906,524	16,214,038	-8.06%
BUXTON - 2	1,457,506	1,480,494	-1.55%	1,236,327	1,269,022	-2.58%	797,172	609,412	30.81%	292,041	250,166	16.74%	13,584,189	13,570,936	0.10%
FRISCO - 5	462,413	429,917	7.56%	365,889	398,609	-8.21%	232,661	227,021	2.48%	162,854	145,871	11.64%	4,507,564	4,523,390	-0.35%
HATTERAS - 6	1,253,540	637,456	96.65%	662,623	482,906	37.22%	250,983	620,107	-59.53%	30,418	51,234	-40.63%	7,982,926	6,780,440	17.73%
TOTAL HATTERAS ISLAND	5,606,245	5,134,730	9.18%	3,922,270	3,979,173	-1.43%	1,953,118	2,183,495	-10.55%	922,348	864,769	6.66%	49,945,530	50,176,276	-0.46%
NORTHERN BEACHES:															
DUCK - 21	4,783,977	5,211,320	-8.20%	3,515,239	2,918,411	20.45%	1,796,134	2,015,914	-10.90%	1,087,355	1,066,730	1.93%	43,595,515	44,301,589	-1.59%
SOUTHERN SHORES - 20	1,115,123	952,916	17.02%	794,102	753,060	5.45%	642,525	527,647	21.77%	765,332	719,729	6.34%	12,149,960	10,595,848	14.67%
KITTY HAWK - 8	5,132,417	5,203,669	-1.37%	3,938,100	3,969,897	-0.80%	3,126,898	2,795,419	11.86%	2,462,538	2,532,733	-2.77%	54,321,883	54,272,218	0.09%
COLINGTON - 3	454,861	520,424	-12.60%	323,221	314,059	2.92%	189,582	209,345	-9.44%	183,677	208,594	-11.95%	4,111,947	4,286,040	-4.06%
KILL DEVIL HILLS - 7	10,873,530	10,131,599	7.32%	8,341,261	8,721,508	-4.36%	6,084,258	5,558,854	9.45%	5,930,094	5,481,350	8.19%	109,885,364	103,515,072	6.15%
NAGS HEAD - 14	9,703,052	9,763,894	-0.62%	6,968,988	6,653,690	4.74%	5,307,903	4,402,655	20.56%	3,200,648	3,217,645	-0.53%	92,622,191	92,634,887	-0.01%
TOTAL NORTHERN BEACHES	32,062,960	31,783,822	0.88%	23,880,911	23,330,625	2.36%	17,147,300	15,509,834	10.56%	13,629,644	13,226,781	3.05%	316,686,860	309,605,654	2.29%
ROANOKE ISLAND:															
MANTEO-TOWN - 10	1,962,154	2,107,448	-6.89%	1,709,617	2,586,486	-33.90%	1,428,540	1,252,775	14.03%	1,536,978	1,294,719	18.71%	22,752,036	23,766,043	-4.27%
MANTEO-OUTSIDE - 11	492,967	485,303	1.58%	514,380	463,896	10.88%	368,862	385,903	-4.42%	311,365	317,549	-1.95%	5,465,229	5,188,293	5.34%
TOTAL ROANOKE ISLAND	2,455,121	2,592,751	-5.31%	2,223,997	3,050,382	-27.09%	1,797,402	1,638,678	9.69%	1,848,343	1,612,268	14.64%	28,217,265	28,954,336	-2.55%
TOTAL	40,124,326	39,511,303	1.55%	30,027,178	30,360,180	-1.10%	20,897,820	19,332,007	8.10%	16,400,335	15,703,818	4.44%	394,849,655	388,736,266	1.57%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 1/31/25

	Jul '24 - Jan 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,788,730.48	4,845,904.00	-57,173.52	98.8%
3040 · Meals Tax - 75%	2,071,942.05	2,216,141.00	-144,198.95	93.5%
3050 · Website Advertising	97,596.60	125,000.00	-27,403.40	78.1%
3210 · Interest Income	481,380.39	360,050.00	121,330.39	133.7%
3220 · Other	250.00	1,000.00	-750.00	25.0%
Total Income	7,439,899.52	7,548,095.00	-108,195.48	98.6%
Gross Profit	7,439,899.52	7,548,095.00	-108,195.48	98.6%
Expense				
5000 · Director Compensation	9,975.00	17,100.00	-7,125.00	58.3%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	932.08	7,000.00	-6,067.92	13.3%
5003 · Directors & Officers Insurance	2,628.67	3,125.00	-496.33	84.1%
5004 · Miscellaneous Items	110.21	1,000.00	-889.79	11.0%
5010 · Salaries (Full Time) Promotion	629,172.28	1,085,900.00	-456,727.72	57.9%
5020 · Salaries (Part Time) Promotion	56,584.84	134,650.00	-78,065.16	42.0%
5025 · Salaries (Part Time) Welcome AB	59,500.62	119,100.00	-59,599.38	50.0%
5026 · Salaries (Part Time) Welcome RI	91,217.16	180,045.00	-88,827.84	50.7%
5030 · Payroll Taxes	63,661.35	124,070.00	-60,408.65	51.3%
5040 · Employee Insurance	116,409.65	179,900.00	-63,490.35	64.7%
5050 · Retirement	88,808.97	159,910.00	-71,101.03	55.5%
5055 · 401(k) Match	5,034.94	10,860.00	-5,825.06	46.4%
5060 · Workmens Compensation	2,641.41	2,385.00	256.41	110.8%
5080 · Employee Relations	1,635.73	3,540.00	-1,904.27	46.2%
5090 · Training	1,299.86	13,340.00	-12,040.14	9.7%
5110 · Contracted Service	16,896.00	29,085.00	-12,189.00	58.1%
5140 · Audit	10,875.00	13,650.00	-2,775.00	79.7%
5170 · Other Professional Services	2,600.00	10,800.00	-8,200.00	24.1%
5180 · Legal	16,901.72	38,500.00	-21,598.28	43.9%
5185 · Research	164,385.00	188,500.00	-24,115.00	87.2%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	813,050.60	1,629,065.00	-816,014.40	49.9%
5502 · Advertising - Production Fee	257,212.16	190,000.00	67,212.16	135.4%
5510 · Advertising - Event Dev & Mktg	5,415.00	73,100.00	-67,685.00	7.4%
5515 · Advertising - Online	2,037,977.56	2,766,820.00	-728,842.44	73.7%
5525 · Community Relations	5,040.00	30,000.00	-24,960.00	16.8%
5530 · Legal Notices	80.00	1,500.00	-1,420.00	5.3%
5560 · Brochures/Production & Printing	13,146.19	21,650.00	-8,503.81	60.7%
5580 · Promotional Aids	4,546.33	8,500.00	-3,953.67	53.5%
6100 · Familiarization Tours	39,631.44	110,000.00	-70,368.56	36.0%
6101 · Group sales	17,049.24	30,000.00	-12,950.76	56.8%
6130 · Uniforms	0.00	3,420.00	-3,420.00	0.0%
6150 · Event Grant	276,764.38	832,000.00	-555,235.62	33.3%
6160 · Long Range Tourism Plan	31,776.58	275,000.00	-243,223.42	11.6%
6170 · Tourism Summit	15,885.52	27,500.00	-11,614.48	57.8%
6200 · Postage and Delivery	42,854.29	200,200.00	-157,345.71	21.4%
6300 · Travel	16,952.76	60,675.00	-43,722.24	27.9%
6305 · Vehicle Maintenance	1,298.41	3,000.00	-1,701.59	43.3%
6320 · Registrations	27,459.00	40,000.00	-12,541.00	68.6%
6340 · Travel Show Exhibit	-50.23	5,000.00	-5,050.23	-1.0%
6420 · Dues and Subscriptions	47,078.63	69,850.00	-22,771.37	67.4%
6440 · Insurance	29,109.00	40,510.00	-11,401.00	71.9%
6460 · Telephone	19,375.29	37,825.00	-18,449.71	51.2%
6500 · Equipment	15,687.71	31,200.00	-15,512.29	50.3%
6510 · Expendable Equipment	117.41	3,275.00	-3,157.59	3.6%
6530 · Technical Support	1,601.25	5,600.00	-3,998.75	28.6%
6580 · Utilities	7,764.16	18,360.00	-10,595.84	42.3%
6600 · Cleaning/maintenance supplies	5.91	2,600.00	-2,594.09	0.2%
6610 · Building Maintenance	23,937.59	37,000.00	-13,062.41	64.7%
6620 · Equipment Service Contracts	1,464.45	3,100.00	-1,635.55	47.2%
6640 · Equipment Rent	13,998.73	33,840.00	-19,841.27	41.4%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	6,729.79	23,025.00	-16,295.21	29.2%
6800 · Bank Service Charges	1,007.22	3,240.00	-2,232.78	31.1%
6810 · Web Site/Internet	22,207.65	52,000.00	-29,792.35	42.7%
Total Expense	5,137,444.51	8,998,865.00	-3,861,420.49	57.1%
Net Ordinary Income	2,302,455.01	-1,450,770.00	3,753,225.01	-158.7%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 1/31/25

	Jul '24 - Jan 25	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	57,500.00	39,000.00	18,500.00	147.4%
Total 9920 · Transfer from Travel Guide Fund	57,500.00	39,000.00	18,500.00	147.4%
9990 · Unappropriated Fund Balance	0.00	1,812,315.00	-1,812,315.00	0.0%
Total Other Income	57,500.00	1,851,315.00	-1,793,815.00	3.1%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	55,632.04	110,000.00	-54,367.96	50.6%
62001 · Freight	3,592.80	5,000.00	-1,407.20	71.9%
Total 9925 · Transfer to Travel Guide	59,224.84	115,000.00	-55,775.16	51.5%
9950 · Transfer to Event Site Fund	1,927.37	285,545.00	-283,617.63	0.7%
Total Other Expense	61,152.21	400,545.00	-339,392.79	15.3%
Net Other Income	-3,652.21	1,450,770.00	-1,454,422.21	-0.3%
Net Income	2,298,802.80	0.00	2,298,802.80	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 1/31/25

	Jul '24 - Jan 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	48.68	50.00	-1.32	97.4%
Total Income	48.68	50.00	-1.32	97.4%
Gross Profit	48.68	50.00	-1.32	97.4%
Net Ordinary Income	48.68	50.00	-1.32	97.4%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	57,500.00	39,000.00	18,500.00	147.4%
Total 9920 · Transfer from Travel Guide Fund	57,500.00	39,000.00	18,500.00	147.4%
Total Other Income	57,500.00	39,000.00	18,500.00	147.4%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	55,632.04	110,000.00	-54,367.96	50.6%
62001 · Freight	3,592.80	5,000.00	-1,407.20	71.9%
Total 9925 · Transfer to Travel Guide	59,224.84	115,000.00	-55,775.16	51.5%
Total Other Expense	59,224.84	115,000.00	-55,775.16	51.5%
Net Other Income	-1,724.84	-76,000.00	74,275.16	2.3%
Net Income	-1,676.16	-75,950.00	74,273.84	2.2%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2024 through January 2025

	Jul '24 - Jan 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,596,243.49	1,615,301.00	-19,057.51	98.8%
3040 · Meals Tax	690,647.33	738,714.00	-48,066.67	93.5%
3210 · Interest	297,390.10	300,000.00	-2,609.90	99.1%
Total Income	2,584,280.92	2,654,015.00	-69,734.08	97.4%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	419,231.00	-419,231.00	0.0%
4525 · Event Site	0.00	8,454,015.00	-8,454,015.00	0.0%
4585 · Unappropriated Long-Term	75,000.00	600,560.00	-525,560.00	12.5%
Total 4000 · Long - Term Projects	75,000.00	9,473,806.00	-9,398,806.00	0.8%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	147,806.00	147,806.00	0.00	100.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	132,000.00	132,000.00	0.00	100.0%
4673 · TIG-SS-Walking Path Hwy 12	0.00	118,855.00	-118,855.00	0.0%
4675 · TIG-Chicamacomico-1874 Station	115,000.00	115,000.00	0.00	100.0%
4676 · TIG-Duck-Performance Space	0.00	13,549.00	-13,549.00	0.0%
4677 · TIG-Elizabethan Gardens-Pathway	0.00	50,000.00	-50,000.00	0.0%
4679 · TIG-KH-Hwy 158 Multi-Use Path	0.00	400,000.00	-400,000.00	0.0%
4680 · TIG-NH-E. Epstein Sidewalk	49,500.00	49,500.00	0.00	100.0%
4681 · TIG-NH-Governor St Access	0.00	60,477.00	-60,477.00	0.0%
4682 · TIG-NH-W Seachase Sidewalk	45,150.00	45,150.00	0.00	100.0%
4683 · TIG-N.E.S.T. - Signs	2,750.00	2,750.00	0.00	100.0%
4684 · TIG-NC Aquarium -Oyster Exhibit	0.00	121,845.00	-121,845.00	0.0%
4685 · TIG-OBCF-Community Terrace	0.00	85,000.00	-85,000.00	0.0%
4686 · TIG-OB Forever-Restrooms Lighth	0.00	125,000.00	-125,000.00	0.0%
4687 · TIG-RIFP - Loading Dock	0.00	75,000.00	-75,000.00	0.0%
4688 · TIG-Surf Ped-Everyone's Playgro	0.00	282,963.00	-282,963.00	0.0%
4999 · Unappropriated Funds	0.00	1,931,762.00	-1,931,762.00	0.0%
5140 · Audit	3,625.00	4,550.00	-925.00	79.7%
5160 · Fireworks	60,025.00	120,025.00	-60,000.00	50.0%
5170 · Traffic Control - Hwy 12 & 158	0.00	22,030.00	-22,030.00	0.0%
Total 4100 · Short-Term Projects	555,856.00	4,015,262.00	-3,459,406.00	13.8%
Total Expense	630,856.00	13,489,068.00	-12,858,212.00	4.7%
Net Ordinary Income	1,953,424.92	-10,835,053.00	12,788,477.92	-18.0%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	10,835,053.00	-10,835,053.00	0.0%
Total Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Income	1,953,424.92	0.00	1,953,424.92	100.0%

**Outer Banks Visitors Bureau
Restricted Fund Summary
2024-2025**

	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Balance 7/1/2024	Allocation 2024-2025	Allocation Paid	Allocation Transferred	Estimated Balance FY24-25
Short-term Projects									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806		(147,806)		0
TIG - Chicamacomico - 1911 Cookhouse	38,760		(38,760)		0				0
TIG - Town of NH - Epstein Street Beach Access	250,000		(250,000)		0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500		(127,500)		0				0
TIG - Dare County - Frisco Buxton Pathway	200,000			(200,000)	0				0
TIG - Duck - Ocean Crest Improvements	78,000		(78,000)		0				0
TIG - KDH - Wright Brothers Sidewalk	177,000		(177,000)		0				0
TIG - NH - Whalebone Park Restrooms	112,000				112,000				112,000
TIG - OB Forever - Weather Bureau Signal	34,595		(34,595)		0				0
TIG - OB Forever - Cape Hatteras Lighthouse Pat	132,000				132,000		(132,000)		0
TIG - SS - Walking Path E. Highway 12	150,000		(150,000)		0				0
TIG - SS Civic Assoc - Accessible Access 96A	25,000		(25,000)		0				0
TIG - Chicamacomico - 1874 Life-Saving Station		115,000			115,000		(115,000)		0
TIG - Duck - Performance Space Improvements		13,549			13,549				13,549
TIG - Elizabethan Garden - Pathway to Discover		50,000			50,000				50,000
TIG - Frisco Native American - Education Bldg		39,300	(39,300)		0				0
TIG - KH - Hwy 158 Multi-Use Path		400,000			400,000				400,000
TIG - NH - E. Epstein Sidewalk		49,500			49,500		(49,500)		0
TIG - NH - Governor Street Beach Access		60,477			60,477				60,477
TIG - NH - W. Seachase Drive Access		45,150			45,150		(45,150)		0
TIG - NEST - Signs		2,750			2,750		(2,750)		0
TIG - NC Aquarium - Oyster Exhibits		121,845			121,845				121,845
TIG - OB Community Foundation - Community Terrace		85,000			85,000				85,000
TIG - OB Forever - Restrooms at Lighthouse Beach		125,000			125,000				125,000
TIG - RIFP - Concrete Loading Dock		75,000			75,000				75,000
TIG - SS - Walking Path W. Highway 12		118,855			118,855				118,855
TIG - Surf Ped Found - Everyone's Playground		282,963			282,963				282,963
Fireworks	76,581		(55,000)	60,025	81,606		(60,025)	60,000	81,581
Audit	190		(3,625)	3,435	0		(3,625)	4,550	925
Highway 158/Highway 12 Intersection	6,580		(4,550)	20,000	22,030			0	22,030
Unappropriated Funds	735,481	1,803,714		(1,467,849)	1,071,346	1,416,867		(64,550)	2,423,662
TOTAL SHORT TERM COMMITMENTS	2,291,493	3,388,103	(983,330)	(1,584,389)	3,111,876	1,416,867	(555,856)	0	3,972,887
Long Term Projects									
Multi-Use Center (100%)	5,631,087	1,384,413	(9,296)		7,006,205	1,447,811	0		8,454,015
Infrastructure (capped)	442,795		(123,564)		319,231	100,000	0		419,231
L-T Unappropriated Funds	550,560	200,000	(250,000)		500,560	100,000	(75,000)		525,560
TOTAL LONG TERM COMMITMENTS UNPAID	6,624,442	1,584,413	(382,860)	0	7,825,996	1,647,811	(75,000)	0	9,398,806
Total	8,915,935	4,972,516	(1,366,190)	(1,584,389)	10,937,872	3,064,677	(630,856)	0	13,371,693
			#				#		
Cash on Hand 1/31/25								Checking	121,310
								Savings	12,842,318
Total Cash on Hand									12,963,628
25% of Occupancy & Meals Income per Budget									
February									63,579
March									57,570
April									66,684
May									128,774
June									163,790
									480,397
Unappropriated Balances									72,332
Transfer from General Fund									
30% Short-term						2,767,287	*		
Amount over budget to short-term						706,205			
Short-term Interest						413,272			
						297,390			
						1,416,867			
70% Long-term								1,647,811	
Long-term Interest								0	
								1,647,811	*

*Estimate Based on Actual through January and Budgeted Figures

Agrees to Financial Statements

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Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2024 through January 2025

	Jul '24 - Jan 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,200.00	2,000.00	-800.00	60.0%
3200 · Site Rental Income - Other	18,025.00	24,350.00	-6,325.00	74.0%
Total 3200 · Site Rental Income	19,225.00	26,350.00	-7,125.00	73.0%
3210 · Interest Income	906.96	500.00	406.96	181.4%
3250 · Lease Income	32,489.80	52,700.00	-20,210.20	61.7%
9999 · Unappropriated Funds	0.00	30,380.00	-30,380.00	0.0%
Total Income	52,621.76	109,930.00	-57,308.24	47.9%
Expense				
5160 · Event Development & Marketing	3,244.72	50,000.00	-46,755.28	6.5%
5170 · Other Professional Services	17,967.99	55,000.00	-37,032.01	32.7%
6440 · Insurance	9,725.00	9,725.00	0.00	100.0%
6580 · Utilities	9,175.99	40,665.00	-31,489.01	22.6%
6610 · Repairs & Maintenance	110,740.03	220,015.00	-109,274.97	50.3%
6700 · Office Supplies	499.64	270.00	229.64	185.1%
9990 · Unappropriated Other Expenses	8,509.07	20,000.00	-11,490.93	42.5%
Total Expense	159,862.44	395,675.00	-235,812.56	40.4%
Net Ordinary Income	-107,240.68	-285,745.00	178,504.32	37.5%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	0.00	285,545.00	-285,545.00	0.0%
Total Other Income	200.00	285,745.00	-285,545.00	0.1%
Net Other Income	200.00	285,745.00	-285,545.00	0.1%
Net Income	-107,040.68	0.00	-107,040.68	100.0%

DARE COUNTY TOURISM BOARD

31-Jan-25

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	CD'S TRUIST BANK	TOTAL
GENERAL FUND	37,620	7,221,707	869,487	1,070,342	2,921,654	0	1,033,161	1,076,995	1,870,961	3,229,659	0	19,331,586
RESTRICTED FUND	121,310	4,639,825			1,323,032	250,000	0	0	1,860,889	3,768,572	1,000,000	12,963,628
TRAVEL GUIDE	56,917											56,917
MERCHANDISE SALES	166,213											166,213
EVENT SITE FUND	440,448											440,448
TOTAL	822,508	11,861,532	869,487	1,070,342	4,244,686	250,000	1,033,161	1,076,995	3,731,850	6,998,231	1,000,000	32,958,792
TOTAL % EACH BANK	6.50%	35.99%	5.77%		34.11%			3.27%	11.32%		3.03%	100.00%
INTEREST RATES	0.25%	4.28%	2.50%	2.55%	4.03%	0.00%	4.75%	4.00%	4.0% & 4.65%	4.65, 4.5, 4.25 & 4.1	3.35%	
TOTAL CHECKING & CD'S	32,958,792											
60% ALLOWED IN ANY BANK	19,775,275											
25% ALLOWED IN ANY ONE INV	8,239,698											
60% General Fund Reserved Balance is \$5,639,646.												
100% Restricted Fund Balance Restricted by House Bill 225			\$12,963,628									

Marketing Dashboard

thru January 2025

	<u>FY 24/25</u>	<u>FY 23/24</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	29,047	29,737	-690	-2%
Completed Video Views	33,513,566	25,379,397	8,134,169	32%
Website Sessions	2,672,341	2,410,656	261,685	11%
Online Communities				
Email Subscribers	87,872	85,916	1,956	2%
Facebook	712,000	718,000	-6,000	-1%
X (Twitter)	40,071	40,900	-829	-2%
Instagram	131,873	130,582	1,291	1%
Pinterest	23,600	23,500	100	0%
TikTok	112,200	94,500	17,700	19%
YouTube	<u>3,810</u>		<u>3,810</u>	<u>#DIV/0!</u>
Online Communities Subtotal	1,111,426	1,093,398	14,218	2%



OBVB Marketing Dashboard - Prepared by Hoffman York

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

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

January 2025 Highlights

- **Paid Media:** FYTD total impressions are up 29% YoY and total video views are up 32% YoY driven by media cost efficiencies in the Fall and Spring-Summer campaigns.
 - Continuity:
 - The Native Display average CTR reached an FY high of 0.46%, and a CPC FY low at an average of \$0.98! Creative supported The Outer Edge, OBX 10 Activities, OBX Promise and the 2025 Travel Guide. The Outer Edge creative achieved the highest CTR at 0.49% and the lowest CPC at \$0.92. Those in the Site Retargeting audience who clicked the "OBX Promise" spent the most time on the site at 1 minute and 14 seconds.
 - The Hopper makegood campaign generated 10 bookings with an average advance of 8 days.
 - Spring-Summer: All Raw OBX video was paused on 1/23 and will be replaced by video supporting Outer Edge in February.
 - The remaining Spring-Summer paid media went live in January, including High Impact (Jun Group, Undertone and Peacock - Pause ad), Native Display (Google Demand Gen - Guidebook and HYTD-Teads), Streaming Audio (iHeart).
 - Outer Edge: Google Demand Gen, promoting the Outer Edge, launched on 1/28 with the 'Crafted At Sea' video.
 - The Backpacker and Outside eblasts were deployed in January. Outside Online achieved a 7% CTR (opens), while Backpacker achieved a 4% CTR (opens). Combined, these emails achieved 354 guidebook requests across physical and PDF versions.
- **Website:** Total website sessions are up 11% FYTD driven from increased paid media campaign traffic.
 - The /plan-your-trip/ page saw the largest increase in MoM, with the majority of traffic coming from the launch of High Impact of the Spring-Summer campaign, most notably Jun Group.
 - All key events saw growth MoM. The Blog Section reached event saw the highest volume increase at +45K MoM, most of which came from Paid Search on Bing (72%).
- **Email:** 312K emails were sent across the consumer marketing contact sublists and various workflow audiences, with an overall 12% open rate, 13% CTR (opens), and 0.53% bounce rate.
 - The January 2025 OBX email "Need a Resolution? Try the OBX" achieved an 18% open rate and 11% CTR (opens). 17% of clicks were attributed to the "Save on your visit in 2025" CTA button.
 - The January monthly email was also sent to the Our State email list, collected from the Fall giveaway. This email produced a 21% open rate and 19% CTR (opens). 16% of clicks were attributed to the "Save on Your Visit in 2025" CTA button. The Our State list will now be incorporated to the overall email list.
 - The first Outer Edge promotional email was sent out to the entire subscriber list, garnering a 9% open rate and 11% CTR (opens). 39% of clicks went to the CTA button "Watch Episodes 1-3 Now."
 - Note: Added in "Message Send Type" column to the email widget titled "Delivery and Performance by Email Message - Month of" to better track category of emails sent each month.
- **Zartico:** January tracked spend showed a 9% increase YoY! North Carolina shows the largest spend increase of \$2.25MM or about 30%.
- **KeyData:** The data discrepancy seen last month has been rectified and the current data is accurate.
 - Short Term Rentals: January shows a 50% increase in tracked revenue over last year and a 25% increase in Adj. Paid Occupancy! Looking ahead, February and April show increases in tracked revenue and Adj. Paid Occupancy YoY, while March shows decreases in both areas.
 - The top 3 states (Virginia, North Carolina and Maryland) accounted for 73% of total rent, or 1.6MM. Virginia saw the largest dollar increase over January 2024, about \$300K.
 - Hotels: Compared to 2024, Revenue and Adj. Paid Occupancy were down 8% and 5%, respectively. Looking ahead to the next three months, both revenue and Adj. Paid Occupancy show decreases YoY.
 - Note: 3-mo forward-looking metrics reflect revenue/occupancy pacing as of the date pulled compared to the same day one year prior.
- **Visa:** Data is available through December 2024. Tracked spend for December showed a 5% increase over 2023, while FYTD tracked spend shows a 4% decrease YoY.

Section I: Fiscal Year 2024-2025 Overview

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

Paid Media Campaigns (HY Managed)

FYTD: Impressions

96,980,434 ▲29%
(Custom Range: 75,169,894)

Monthly Impressions v. Previous Year

Impressions

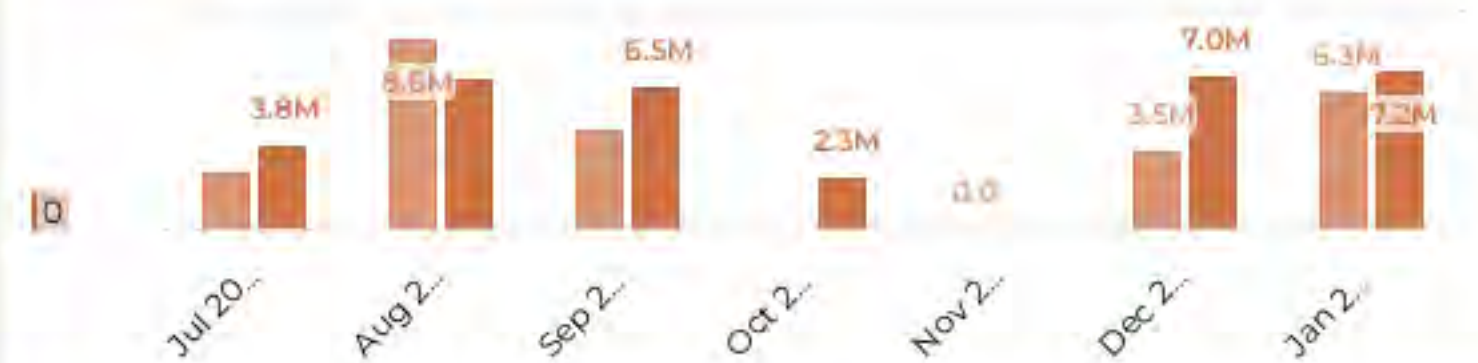


FYTD: Video Views

33,513,566 ▲32%
(Custom Range: 25,379,397)

Monthly Video Views v. Previous Year

Video Views



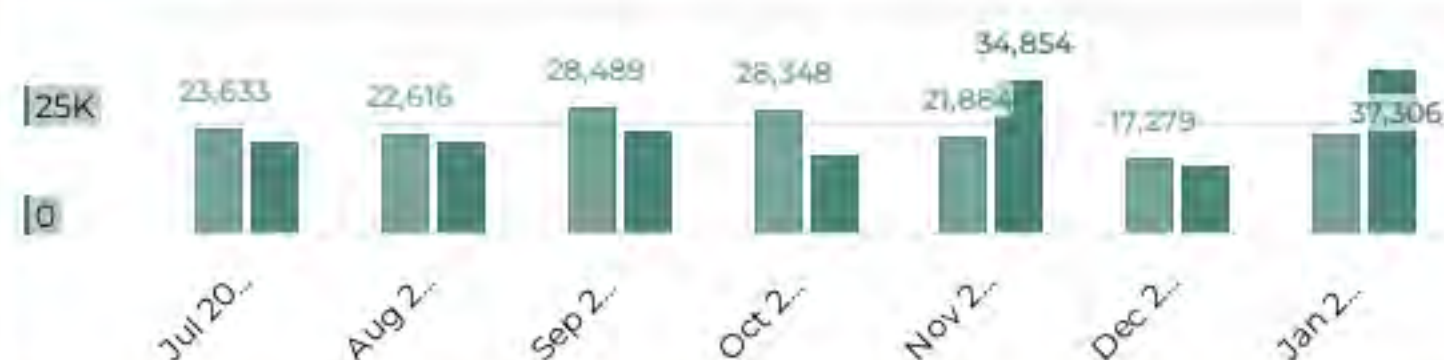
Email Marketing

FYTD: Email Opens

169,865 ▲3%
(Custom Range: 165,109)

Monthly Email Opens v. Previous Year

Email Opens



Outerbanks.org

FYTD: Website Sessions

2,672,341 ▲11%
(Custom Range: 2,410,656)

Monthly Website Sessions v. Previous Year

Sessions



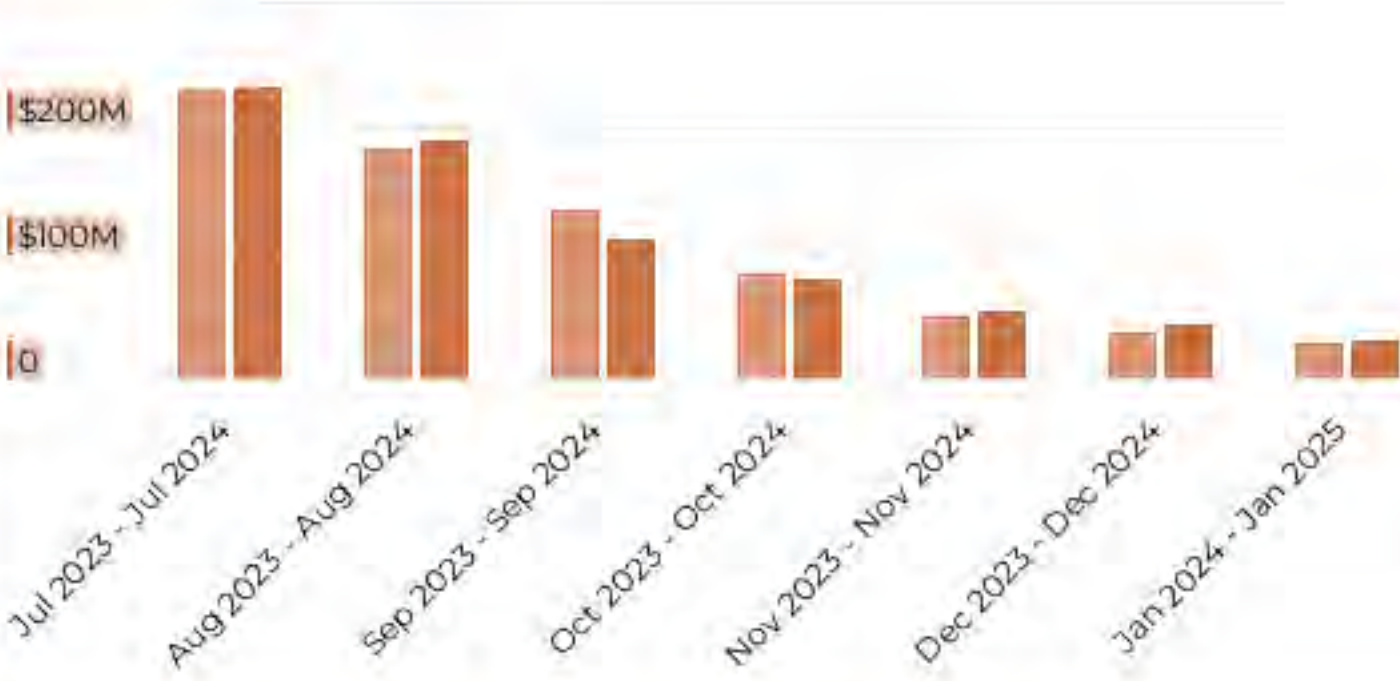
Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

\$736,617,994 -1%
(Custom Range: \$741,993,677)

Zartico Monthly Spend v. Previous Year

Tracked Spend

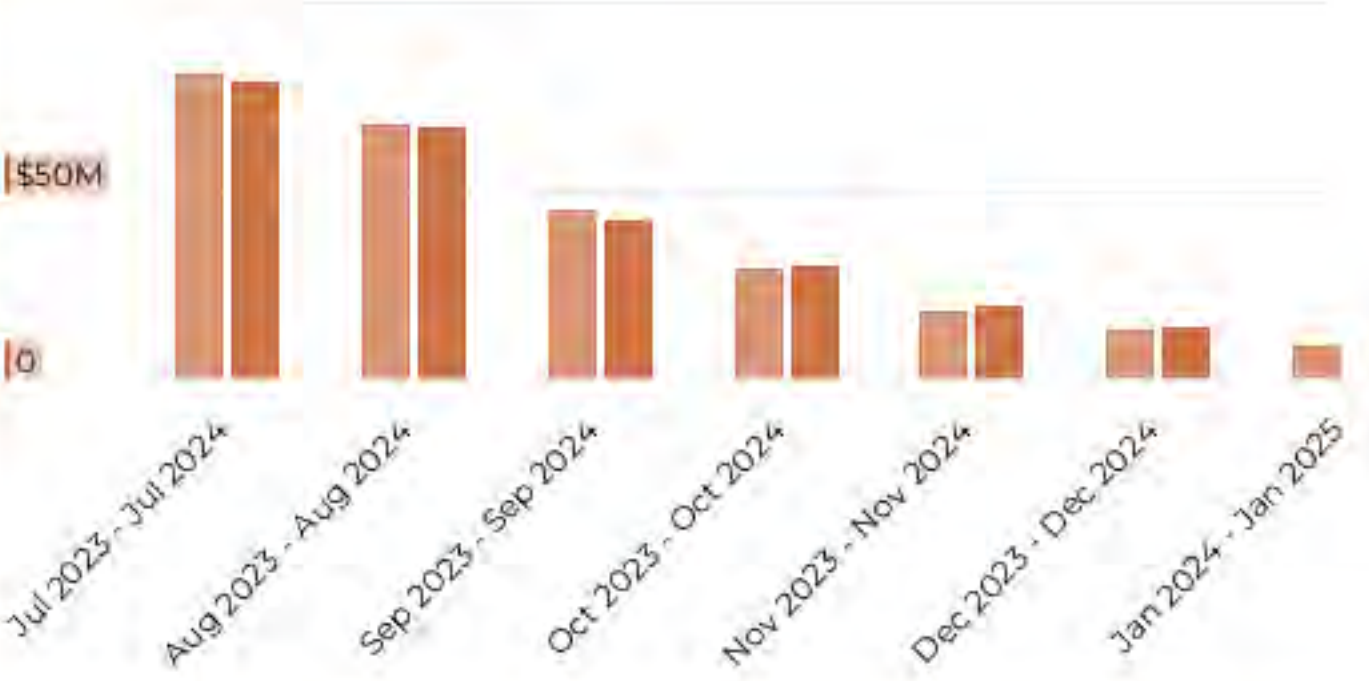


FYTD: Visa Tracked Spend

\$249,665,976 -4%
(Custom Range: \$260,480,129)

Visa Monthly Tracked Spend v. Previous Year

Tracked Spend



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

Short Term Rentals

FYTD: Total Revenue (Nightly)

\$268,196,202 -5%
(Custom Range: \$281,791,379)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 2/11/25 vs. 2/13/24



FYTD: Adj. Paid Occupancy %

60 % -4%
(Custom Range: 63 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 2/11/25 vs. 2/13/24



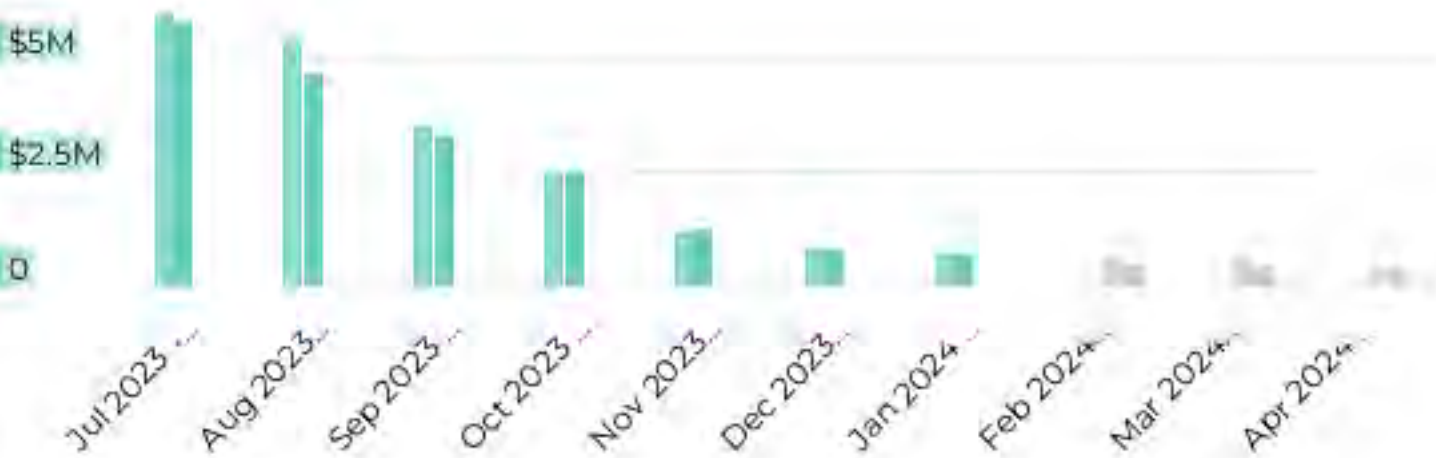
Hotels

FYTD: Total Revenue

\$18,859,051 -6%
(Custom Range: \$19,968,267)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 2/5/25 vs. 2/7/24

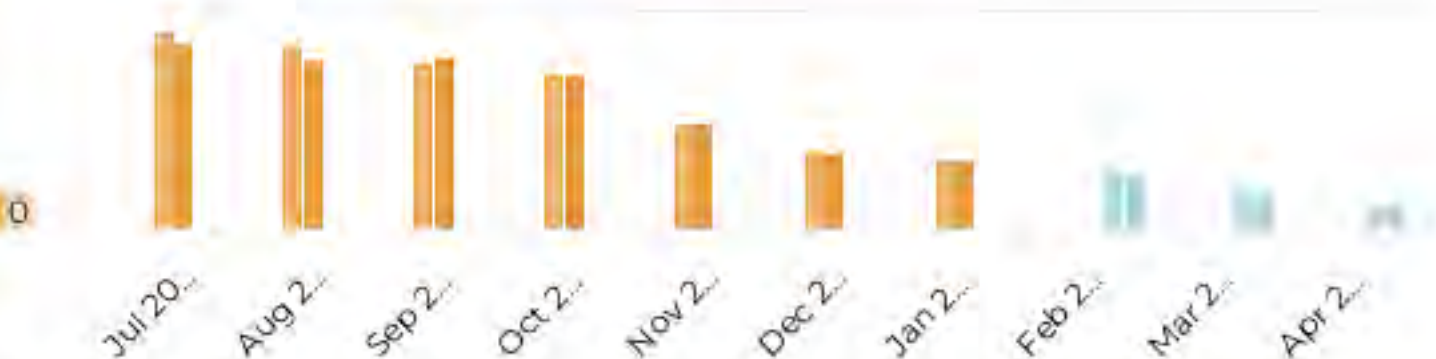


FYTD: Paid Occupancy %

60 % -10%
(Custom Range: 67 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 2/5/25 vs. 2/7/24



Section II: Website

Reviews key KPIs/events tracked and website content viewed.

Outerbanks.org Page Views

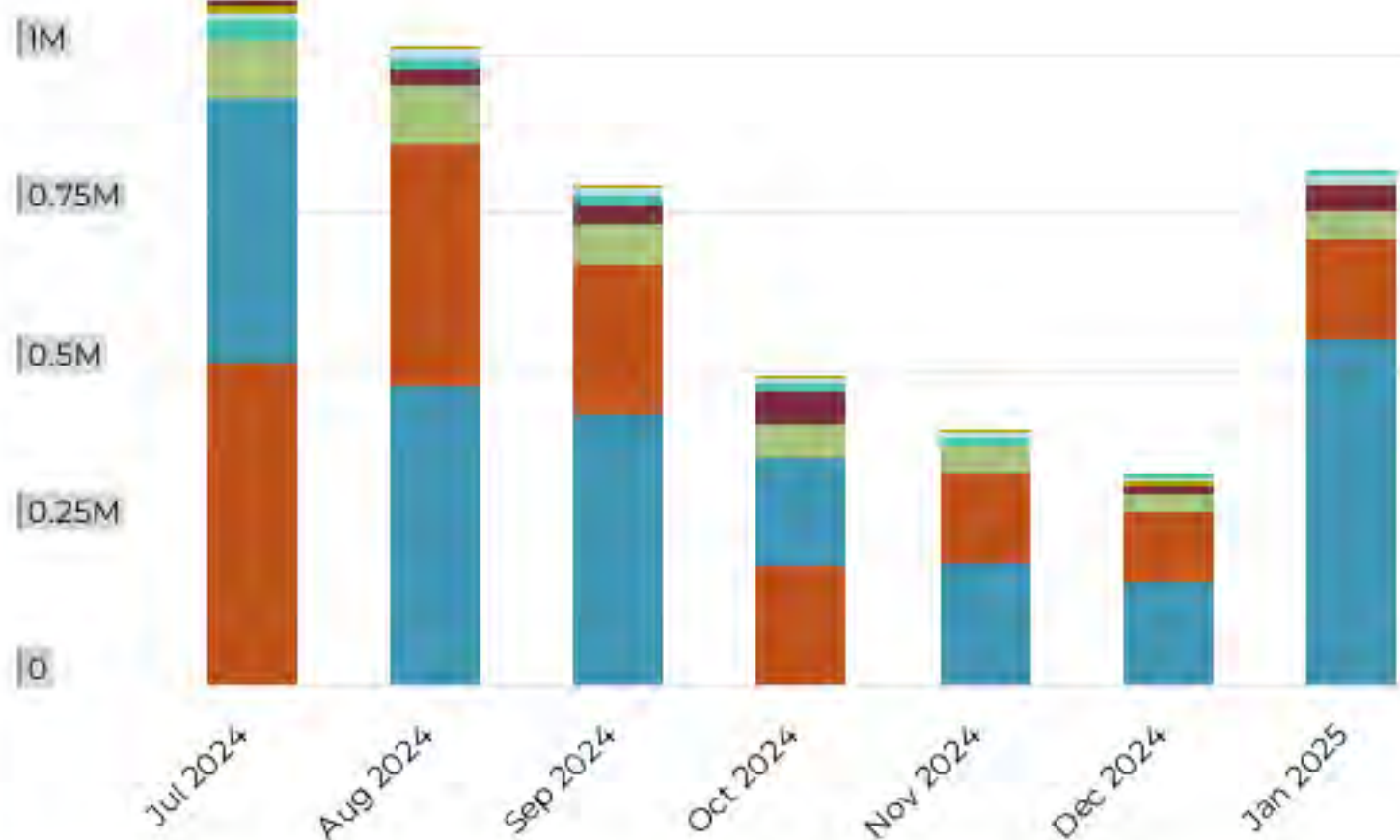
FYTD: Total Page Views

4,941,082 -2%
(5,031,337)

Monthly Page Views by Traffic Source

Page Views

Social Media Other Email Referral Direct Paid Media Organic Search



Monthly Top 20 Page Paths Visited v. Previous Year

Web Analytics Page Path	# Page Views ↓	Δ Diff
/plan-your-trip/	150,367	▲ 2.293% (144,083)
/plan-your-trip/?rwdd=1/	85,391	--
/blog/post/	66,507	▲ 327% (50,928)
/plan-your-trip/travel-guide/	64,427	▲ 202% (43,112)
/places-to-stay/vacation-rentals/	35,675	▼ -56% (-44,773)
/	32,407	▲ 44% (9,865)
/plan-your-trip/towns-and-villages/	26,834	▲ 70% (11,027)
/plan-your-trip/webcams/	16,473	▲ 96% (8,089)
/things-to-do/	14,337	▲ 205% (9,635)
/places-to-stay/oceanfront/	13,502	▲ 110% (7,079)
/things-to-do/water-activities/	12,444	▲ 10% (1,105)
/places-to-stay/	12,299	▲ 130% (6,959)
/places-to-stay/campgrounds-and-...	11,728	▲ 59% (4,375)
/plan-your-trip/trip-ideas/	9,944	▲ 17% (1,452)
/things-to-do/attractions/	9,937	▼ -23% (-2,982)
/plan-your-trip/getting-here-and-ar...	9,847	▲ 53% (3,429)
/places-to-stay/hotels-and-motels/	9,380	▲ 99% (4,656)
/plan-your-trip/beaches/	8,717	▲ 99% (4,330)
/things-to-do/land-activities/	6,867	▲ 55% (2,433)
/things-to-do/top-10-things-to-do/	6,423	▲ 118% (3,475)

1 of 20 items

Section III: Feeder Market Trends

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

Domestic Geographic Data

Total Rent (KeyData), Organic Search Traffic (GA4) & Tracked Spend (Zartico) Month Of v. Previous Year

State	# KeyData STR	Δ Diff	# Organic Sessions	Δ Diff	# Tracked Spend (Z...	Δ Diff
Virginia	\$763,864	▲ 64%	15,377	▲ 9%	\$10,854,422	▼ -5%
North Carolina	\$761,036	▲ 16%	10,915	▼ -16%	\$9,758,313	▲ 30%
Maryland	\$85,615	▲ 95%	2,077	▼ -28%	\$1,365,089	▲ 6%
Florida	\$20,495	▲ 21%	3,024	▼ -46%	\$1,291,599	▲ 87%
Pennsylvania	\$117,591	▲ 61%	4,704	▼ -35%	\$987,231	▲ 45%
New York	\$121,294	▲ 41%	6,298	▼ -25%	\$865,036	▲ 276%
New Jersey	\$33,734	▲ 36%	1,206	▼ -33%	\$840,563	▲ 13%
Ohio	\$18,937	▼ -49%	3,144	▼ -48%	\$522,882	▼ -19%
South Carolina	\$63,276	▼ -42%	1,138	▼ -50%	\$514,956	▲ 61%
California	\$2,945	▼ -44%	1,773	▼ -11%	\$317,162	▼ -16%
Connecticut	\$1,580	—	549	▼ -46%	\$181,468	▲ 264%
Georgia	\$21,920	▲ 24%	4,517	▼ -30%	\$173,503	▼ -35%
West Virginia	\$16,536	▼ -7%	659	▼ -56%	\$139,282	▼ -31%
Vermont	—	—	154	▼ -61%	\$137,702	▲ 56%
District of Columbia	\$26,940	▲ 112%	451	▼ -37%	\$133,163	▼ -52%
Delaware	\$13,100	▼ -11%	232	▼ -49%	\$128,197	▲ 112%
Massachusetts	\$1,299	▼ -46%	2,710	▼ -1%	\$112,581	▲ 18%
Tennessee	\$10,613	▼ -75%	1,164	▼ -43%	\$94,844	▲ 89%
Michigan	\$1,444	▼ -89%	1,622	▼ -53%	\$93,916	▼ -60%
Colorado	\$22,162	—	902	▼ -11%	\$73,958	▼ -45%
Texas	\$29,311	▲ 64%	2,528	▼ -17%	\$71,922	▼ -82%
Kentucky	\$2,658	—	689	▼ -62%	\$71,309	▼ -83%
Oregon	—	—	186	▼ -40%	\$54,732	▲ 218%
New Hampshire	\$1,850	▲ 40%	342	▼ -57%	\$50,541	▲ 29%
Minnesota	—	—	1,061	▲ 2%	\$48,596	▼ -20%
Indiana	\$2,215	—	1,163	▼ -58%	\$48,388	▲ 298%
Washington	\$3,149	▲ 1,029%	656	▼ -11%	\$37,494	▼ -34%
Total	\$2,182,944	▲ 30%	78,498	▼ -27%	\$29,234,736	▲ 9%

KeyData Short Term Rental Total Re...

FYTD: Top 50 Cities

City	State	Total Rent ↓
--	Virginia	\$2,667,079
Richmond	Virginia	\$2,407,666
Pittsburgh	Pennsylva...	\$2,350,303
Alexandria	Virginia	\$1,972,594
Mechanics...	Virginia	\$1,878,265
Midlothian	Virginia	\$1,812,566
Chesapeake	Virginia	\$1,630,227
Fredericks...	Virginia	\$1,600,173
Virginia Be...	Virginia	\$1,557,553
Charlottes...	Virginia	\$1,502,614
Williamsbu...	Virginia	\$1,480,429
Raleigh	North Caro...	\$1,431,608
Fairfax	Virginia	\$1,411,111
Arlington	Virginia	\$1,372,435
Kill Devil Hi...	North Caro...	\$1,293,004
Glen Allen	Virginia	\$1,202,849
Ashburn	Virginia	\$1,169,487
Washington	District of ...	\$1,156,128
Leesburg	Virginia	\$1,092,915
Kitty Hawk	North Caro...	\$1,047,662
Manassas	Virginia	\$1,013,277
Vienna	Virginia	\$944,006
Frederick	Maryland	\$887,754
Herndon	Virginia	\$878,644
Springfield	Virginia	\$838,080
Silver Spring	Maryland	\$809,275
Roanoke	Virginia	\$803,427
Chesterfield	Virginia	\$786,026
Cary	North Caro...	\$775,208
Yorktown	Virginia	\$774,354
Philadelphia	Pennsylva...	\$773,202
Winchester	Virainia	\$767,510

1- 50 of 50 items



Outerbanks.org Organic Search Visits

FYTD: Top 50 Cities

City	State	# Visits ↓	#
Ashburn	Virginia	57,267	
New York	New York	49,456	
Atlanta	Georgia	39,947	
--	Florida	34,382	
Chicago	Illinois	15,453	
Philadelphia	Pennsylva...	13,370	
Virginia Be...	Virginia	13,234	
Roanoke	Virginia	12,146	
Boston	Massachus...	11,871	
Raleigh	North Caro...	11,828	
--	North Caro...	11,580	
--	Virginia	10,992	
Charlotte	North Caro...	10,857	
Kill Devil Hi...	North Caro...	10,357	
Baltimore	Maryland	10,124	
Washington	District of ...	7,852	
--	Pennsylva...	6,901	
Nags Head	North Caro...	6,778	
Dallas	Texas	6,767	
Miami	Florida	5,690	
Kitty Hawk	North Caro...	4,783	
Reston	Virginia	4,402	
Orlando	Florida	4,280	
Los Angeles	California	4,230	
Manteo	North Caro...	3,975	
Corolla	North Caro...	3,645	
--	Ohio	3,607	
Jet	Oklahoma	3,466	
Richmond	Virginia	3,426	
Pittsburgh	Pennsylva...	3,208	
--	Georgia	3,205	
Norfolk	Virainia	3,152	

1- 50 of 50 items



Zartico Normalized Visitor Spend

FYTD: States

State	# Visitor Sp...	% Share o...
Virginia	\$271,602,863	37.24 %
North Caroli...	\$142,871,421	19.59 %
Pennsylvania	\$74,491,771	10.21 %
Maryland	\$58,631,080	8.04 %
New York	\$27,248,597	3.74 %
New Jersey	\$22,393,946	3.07 %
Florida	\$19,748,336	2.71 %
Ohio	\$17,202,819	2.36 %
West Virginia	\$14,751,607	2.02 %
South Caroli...	\$7,380,769	1.01 %
Indiana	\$5,704,384	0.78 %
Connecticut	\$5,546,837	0.76 %
Tennessee	\$5,415,198	0.74 %
Delaware	\$5,171,716	0.71 %
Massachuse...	\$4,611,009	0.63 %
California	\$4,292,017	0.59 %
Texas	\$3,519,332	0.48 %
Georgia	\$3,518,436	0.48 %
Michigan	\$3,323,081	0.46 %
District of C...	\$3,217,681	0.44 %
Kentucky	\$3,013,291	0.41 %
Illinois	\$2,534,114	0.35 %
Colorado	\$2,140,636	0.29 %
Vermont	\$1,825,496	0.25 %
Alabama	\$1,803,887	0.25 %
New Hamps...	\$1,649,439	0.23 %
Washington	\$1,620,726	0.22 %
Wisconsin	\$1,513,312	0.21 %
Oregon	\$1,437,455	0.20 %
Minnesota	\$1,292,880	0.18 %
Missouri	\$1,209,485	0.17 %
Arizona	\$1,172,413	0.16 %

1- 50 of 50 items



Section IV: HY Managed Media

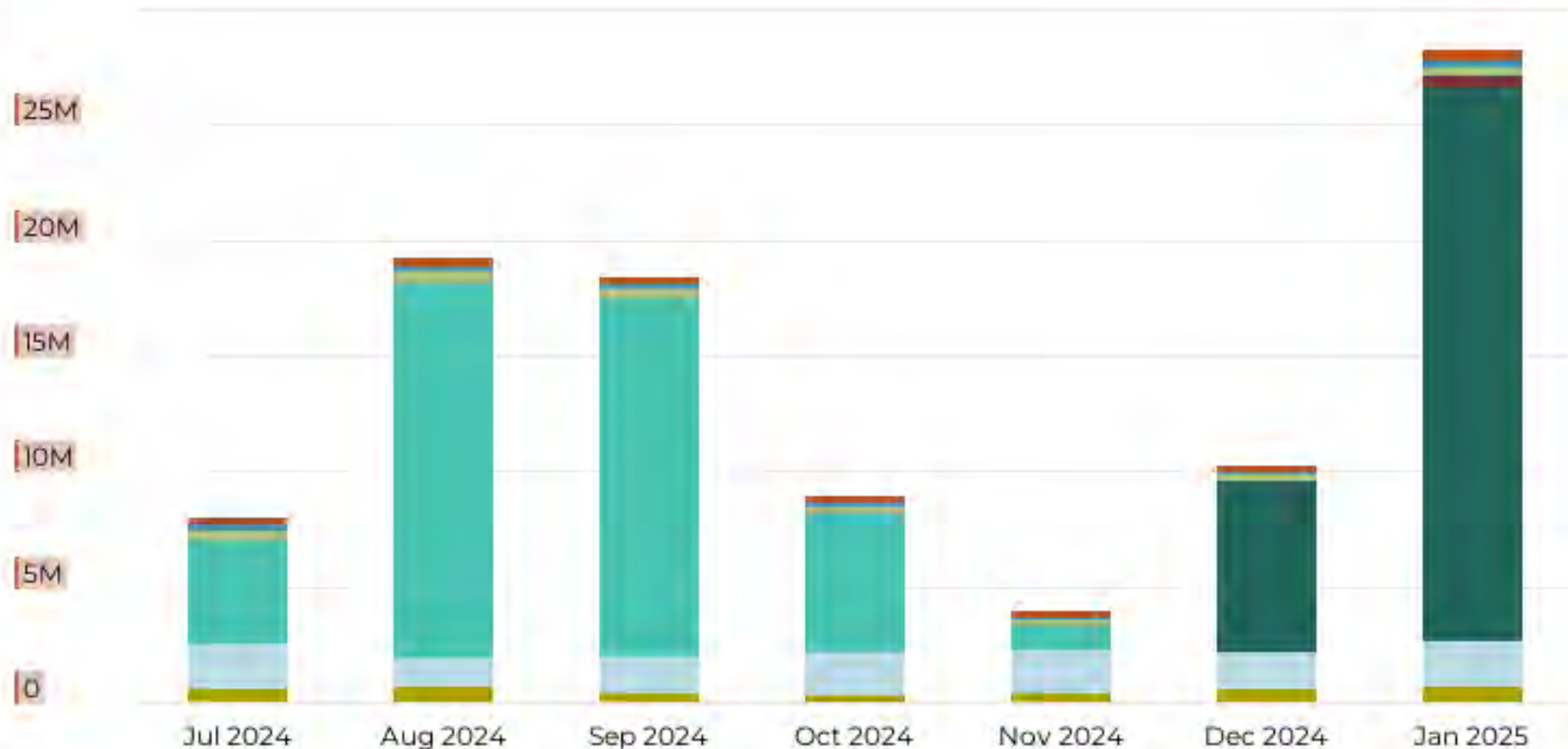
Reviews online delivery metrics for HY managed paid media campaigns and ORVR's email marketing efforts

Paid Media Campaigns (HY Managed)

Impression Delivery Trends by Campaign

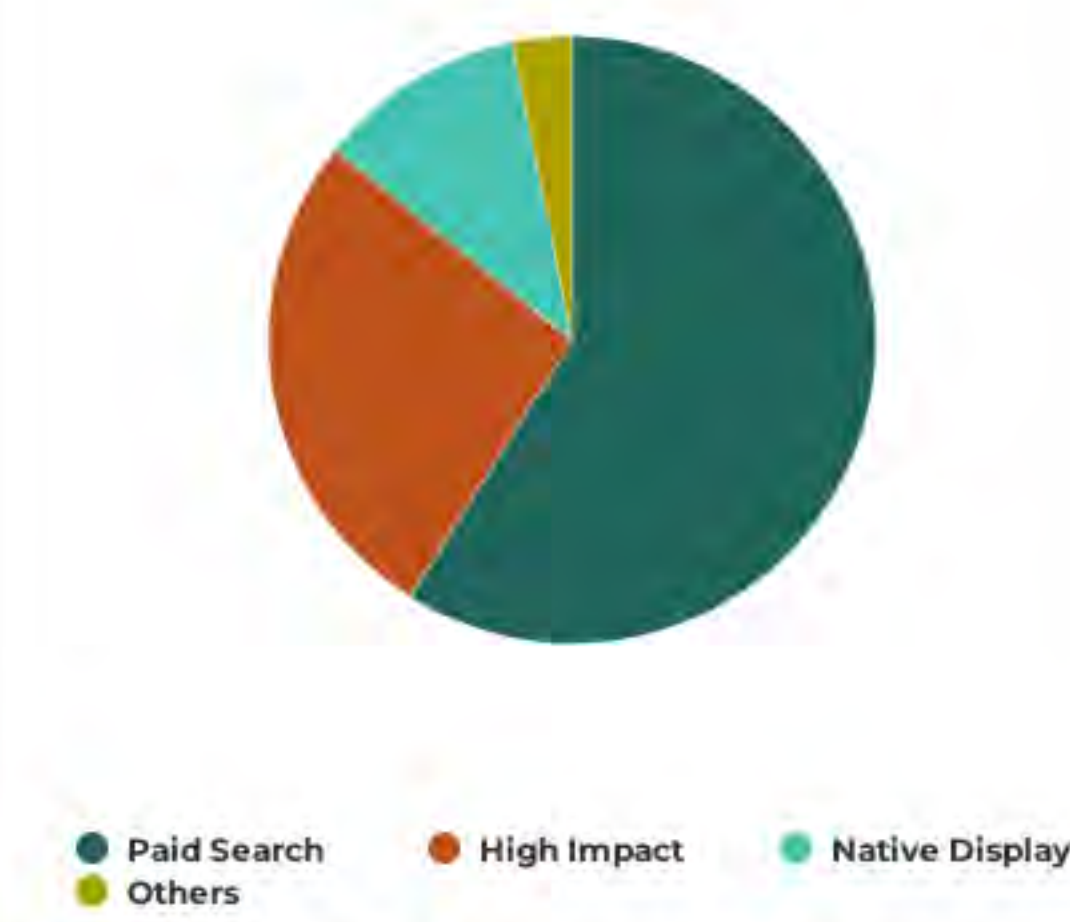
Impressions

● Branded ● FY24-25 Continuity ● FY24-25 Fall ● FY24-25 Spring Sum... ● FY24-25 Visit NC ● Lodging (Regiona



FYTD: Clicks by Media Type

Clicks



Native Continuity: Blog/Niche Support

Delivery and Performance by Creative - Month Of

Creative	# Impressions ↓	# CTR	CPC
OBX 10 (January)	542,574	0.44 %	\$0.98
Outer Edge (Janu...	197,576	0.49 %	\$0.92
OBX Promise (Ja...	120,981	0.46 %	\$1.06
Travel Guide (Jan...	107,368	0.48 %	\$1.02
Total	968,499	0.46 %	\$0.98

1 - 4 of 4 items

Performance Trends

CTR CPC



FYTD: Sends

1,183,376

(832,480)

-42%

FYTD: Open Rate

14.41 %

(Custom Range: 20.65 %)

-30%

FYTD: Clicks

22,724

(27,965)

-19%

FYTD: CTR (Opens)

13.38 %

(Custom Range: 16.94 %)

-21%

New Subscribers - Month Of

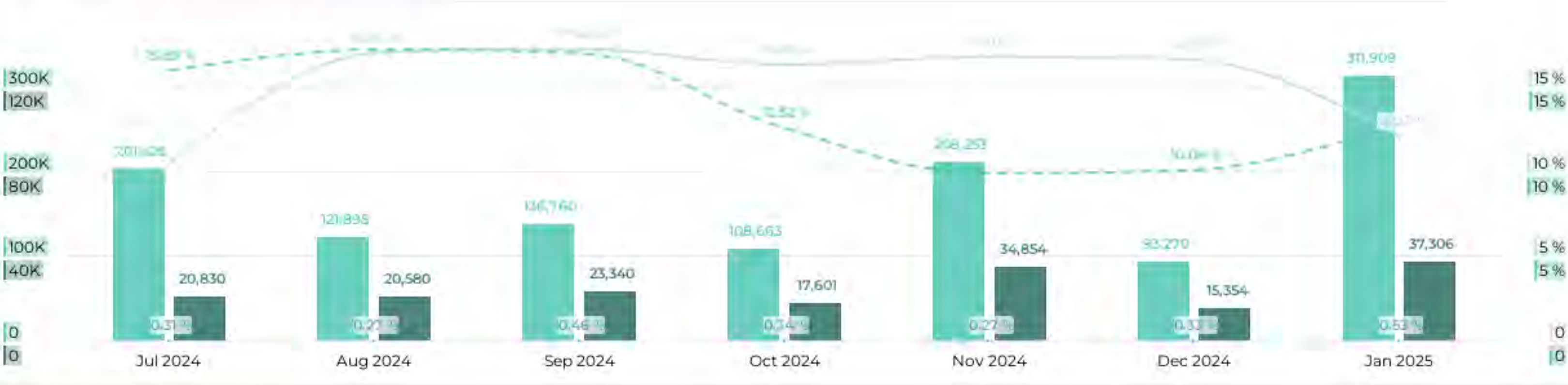
7,803

(Custom Range: 2,012)

-287.82% (5,791)

FYTD: Email Performance Trends

Sends Opens Open Rate CTR (Opens) Bounce Rate



Delivery and Performance by Email Message - Month Of

Message Send ...	Message Send ...	# Sends ↓	# Opens	# Clicks	Open Rate	CTR (Opens)	# Bounce Rate
Specialty	All	215,342	19,228	2,040	8.98 %	10.61 %	0.60 %
	OBX Outer Edge...	215,342	19,228	2,040	8.98 %	10.61 %	0.60 %
Monthly	All	85,566	14,989	1,630	17.57 %	10.87 %	0.32 %
	January 2025 O...	85,566	14,989	1,630	17.57 %	10.87 %	0.32 %
Workflow - Welc...	All	5,372	1,741	693	32.94 %	39.80 %	1.62 %
	Welcome Email ...	5,372	1,741	693	32.94 %	39.80 %	1.62 %
Workflow - Niche	All	3,054	812	296	26.64 %	36.45 %	0.20 %
	Art, History and ...	704	180	63	25.60 %	35.00 %	0.14 %
	Foodie Workflo...	524	167	78	31.93 %	46.71 %	0.19 %
	Family Workflo...	443	121	47	27.44 %	38.84 %	0.45 %
	Birding Workflow	400	101	34	25.31 %	33.66 %	0.25 %
	Active Vacatione...	309	79	30	25.57 %	37.97 %	0.00 %
Total		311,909	37,306	4,763	12.02 %	12.77 %	0.53 %



Executive Summary

Drive Awareness

KPI: Impressions

Performance As Of:	Jan 2025	Jan 2024	Base Goal	Stretch Goal
Current Month	12,401,814	11,105,974	8,527,553	12,791,329
Cumulative Fiscal	29,883,041	32,356,191	27,265,911	40,898,867
Cumulative % To Target		92%	110%	73%

Drive Intent

KPI: Website Sessions Referred by Social Sources

Performance As Of:	Jan 2025	Jan 2024	Base Goal	Stretch Goal
Current Month	34,739	69,345	69,976	104,964
Cumulative Fiscal	151,225	177,832	189,753	284,629
Cumulative % To Target		85%	80%	53%

Engage

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

Performance As Of:	Jan 2025	Jan 2024	Base Goal	Stretch Goal
Current Month	2,457,718	2,267,894	2,092,899	3,139,348
Cumulative Fiscal	6,447,285	7,725,926	6,757,231	10,135,847
Cumulative % To Target		83%	95%	64%

Convert

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

Performance As Of:	Jan 2025	Jan 2024	Base Goal	Stretch Goal
Current Month	3,459	8,547	6,181	9,890
Cumulative Fiscal	9,680	15,870	12,151	19,441
Cumulative % To Target		61%	80%	50%

Key Messaging:

- Outer Edge
- OBX Promise

Performance Overview:

- Awareness exceeded base goal projections for the first time this year and engagements increased significantly.
- Partially due to increased costs for traffic campaigns on Meta and mostly due to increased costs for Travel Guide conversion ads, traffic did not reach base goal projections. Additionally, conversion ads did not generate the projected volume of conversions.
- After experiencing increased costs, Ignite Social Media took the following steps:
 - Discussed opportunities for optimization with a Meta rep and implemented changes.
 - After changes resulted in minimal impact, spending was paused for the rest of the month to prevent further inefficient spending.

Next Steps & Recommendations:

- Wider campaign adjustments have been made to February's conversion ad campaign, including reallocating unspent dollars from January. These adjustments include a slight expansion of the geotargeting radius to mitigate potential fatigue and campaign consolidation to reduce self-competition.
- Upcoming content/promotional focuses include accessibility mini guide, Cape Hatteras Lighthouse update progress, and additional shipwreck content).
- Continue incorporating more real-time content (shipwreck, northern lights, snow) to capitalize on those special moments.
- Reallocate YouTube shorts ad spend to Meta for Outer Edge episode promotion.

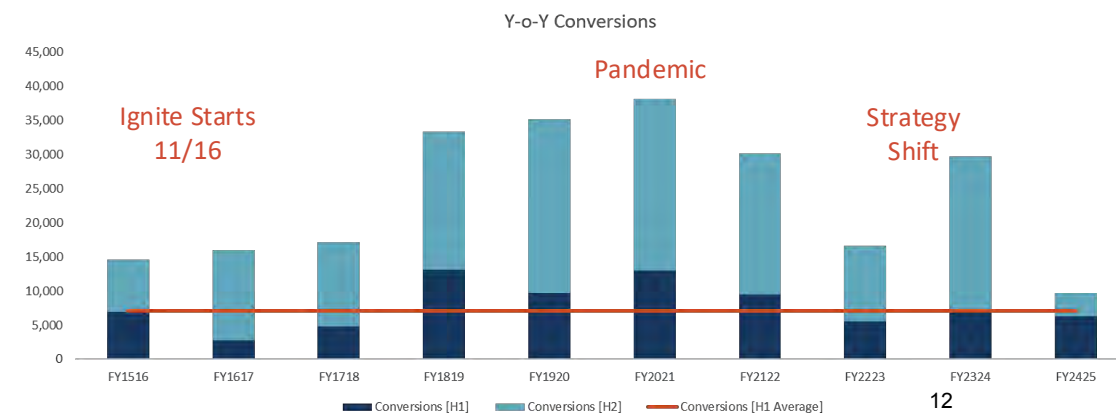
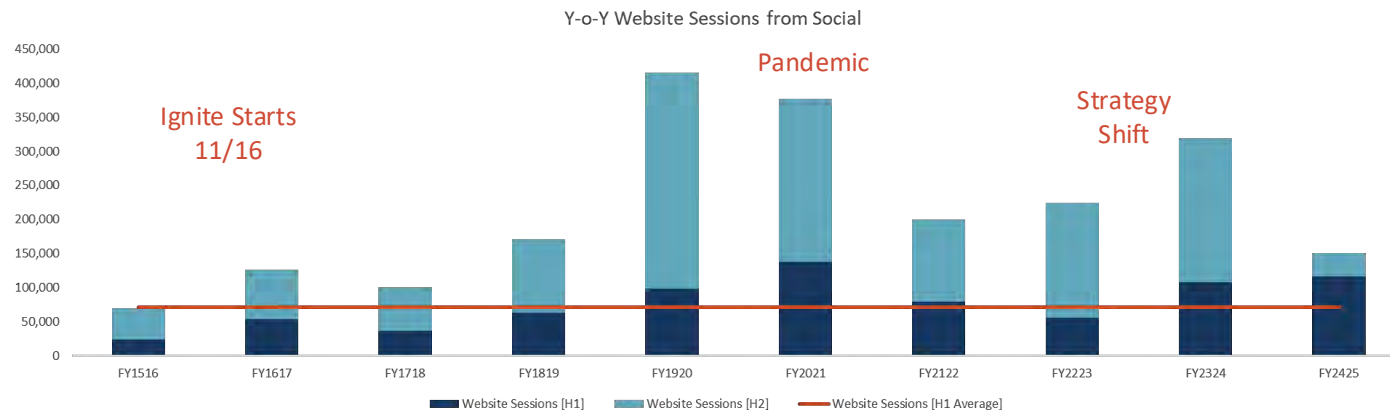
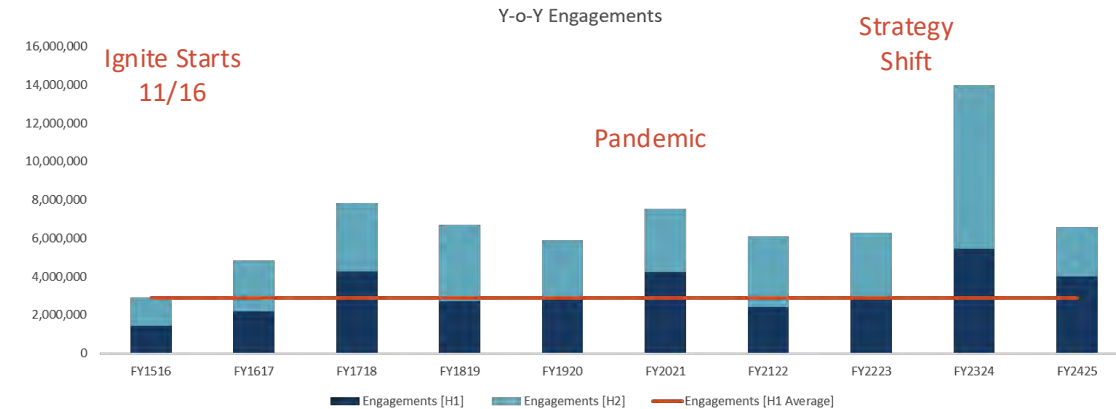
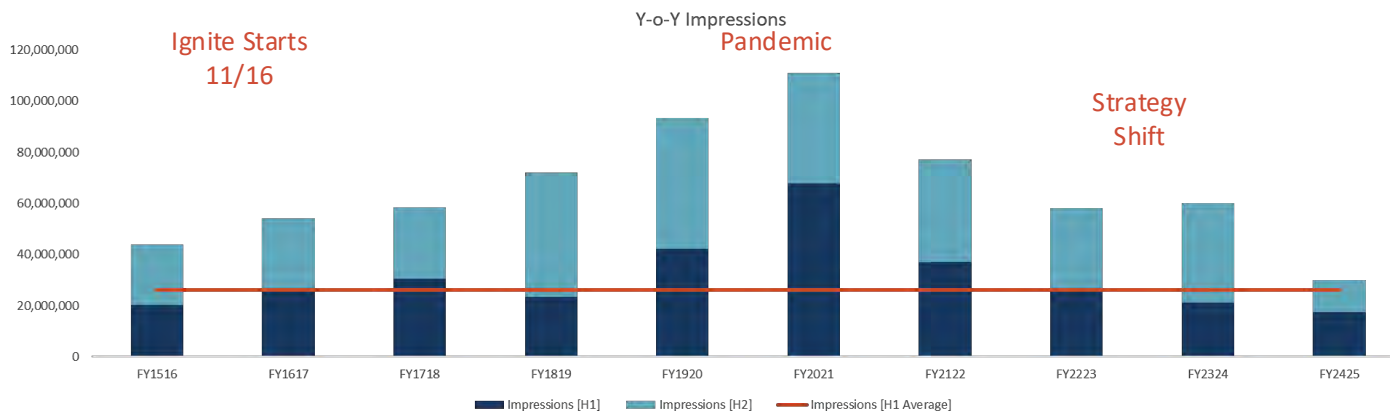


OBX Social Performance FY15/16 – FY24/25

H1: July – December

H2: January - July

FY2425 data pictured below represents July 2024 – January 2025



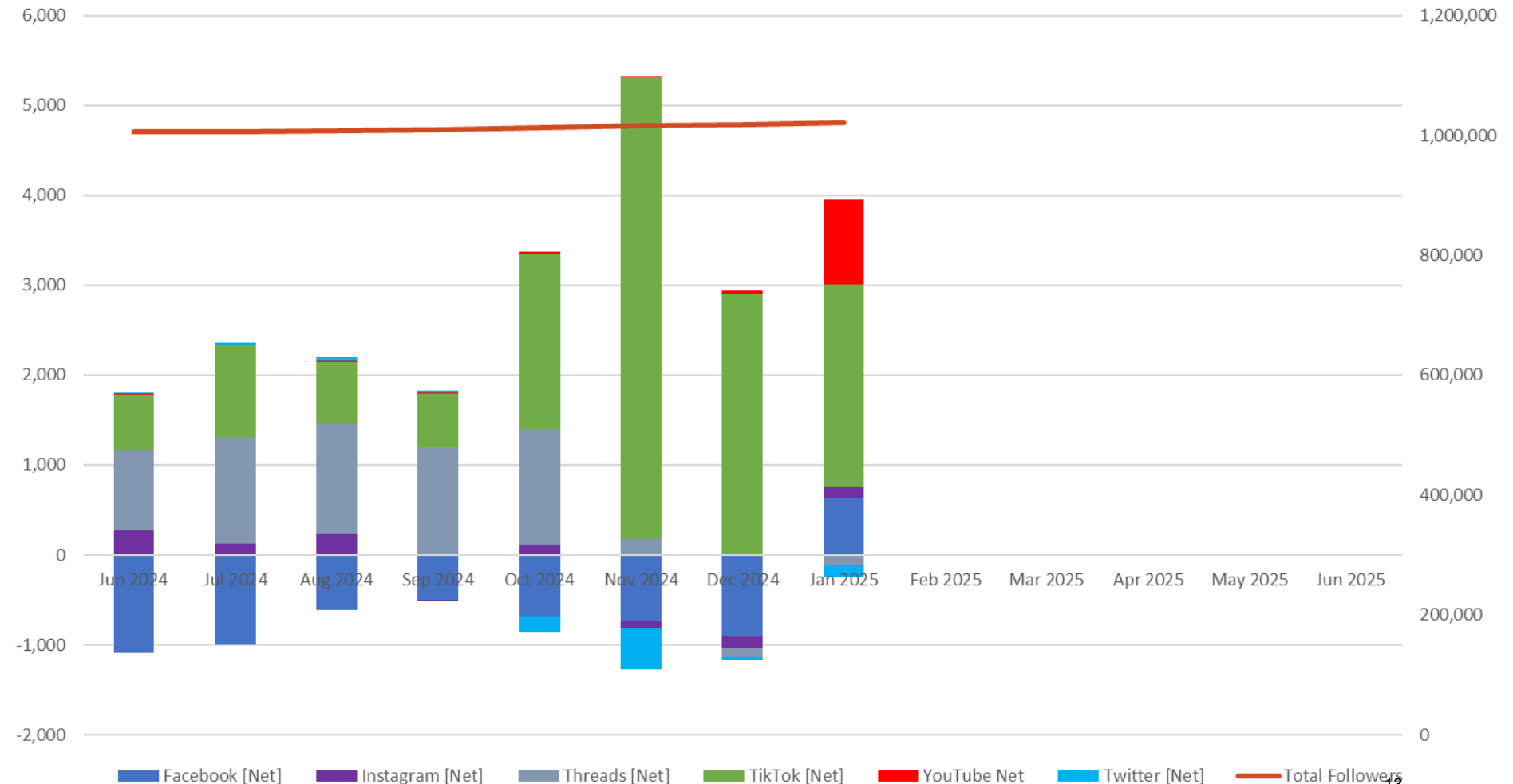


Engage - Community Growth

Highlights:

- The launch of Outer Edge drove a 50% increase in total subscriber growth, increasing from 1.8K to 2.8K.
- Net growth maintained with Facebook and Instagram gaining followers after months of attrition.

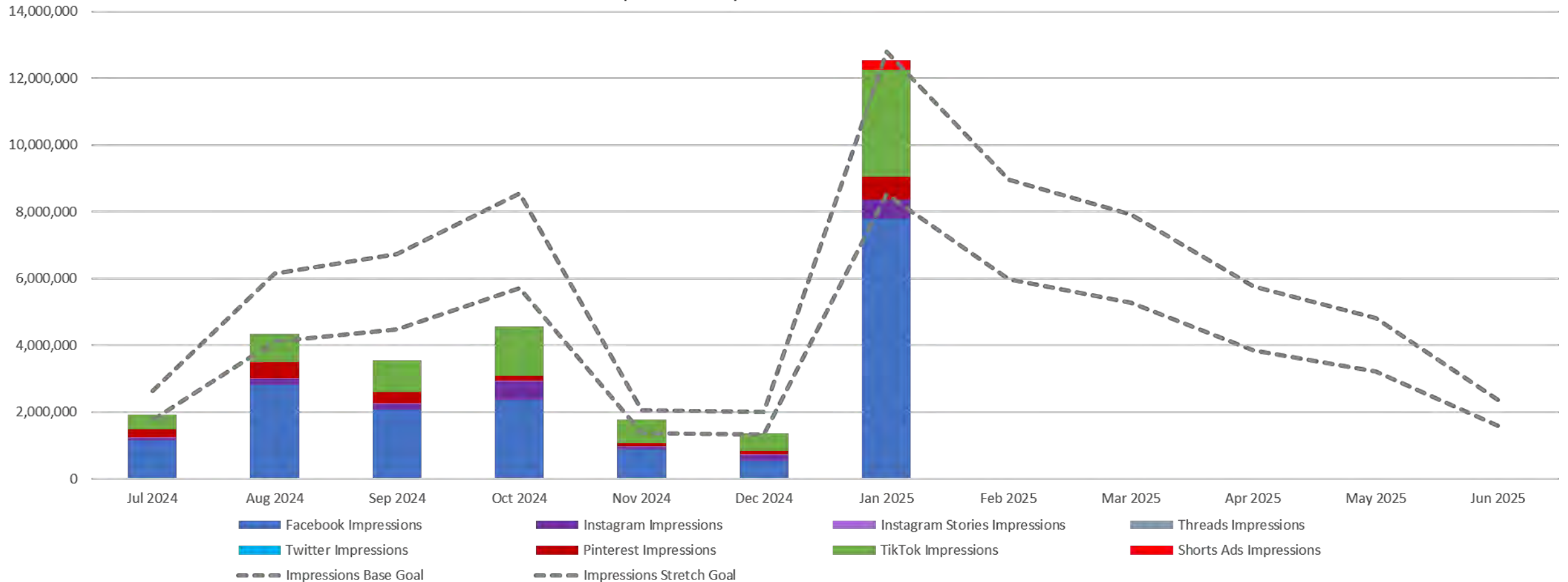
Social Following Across Platforms





Connect M-o-M

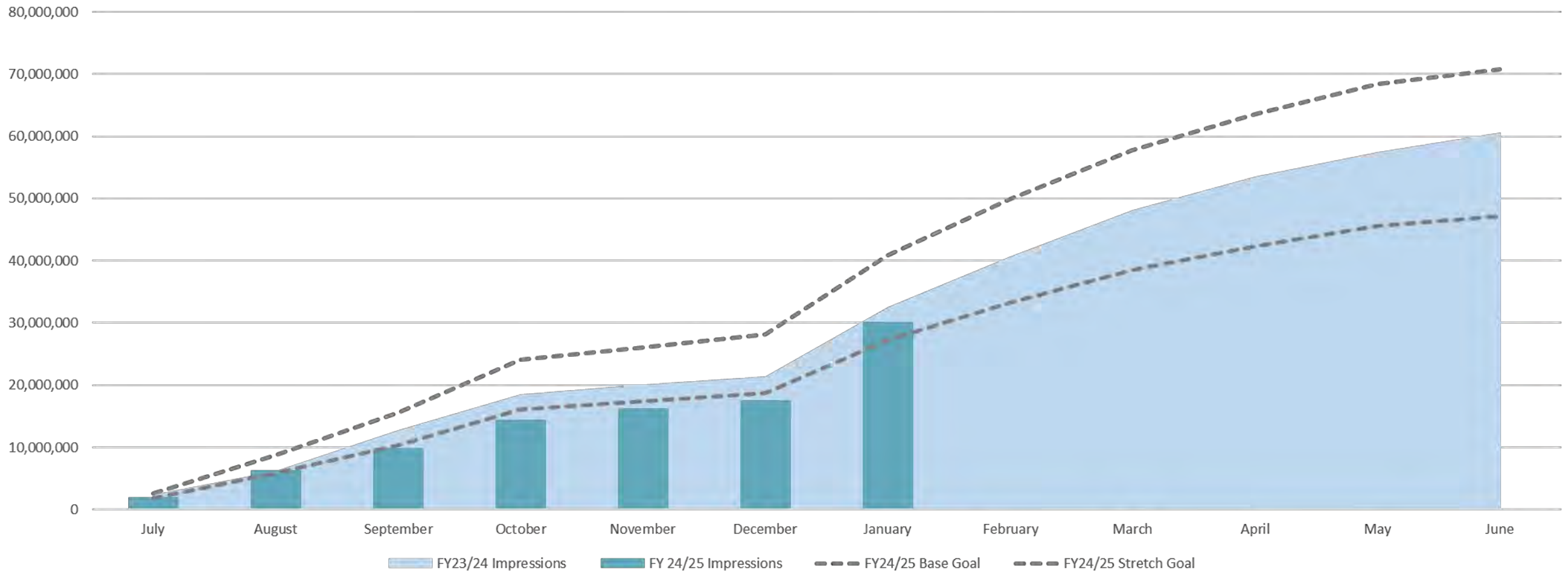
Impressions By Channel vs. Trend To Goal





Connect [Cumulative Performance]

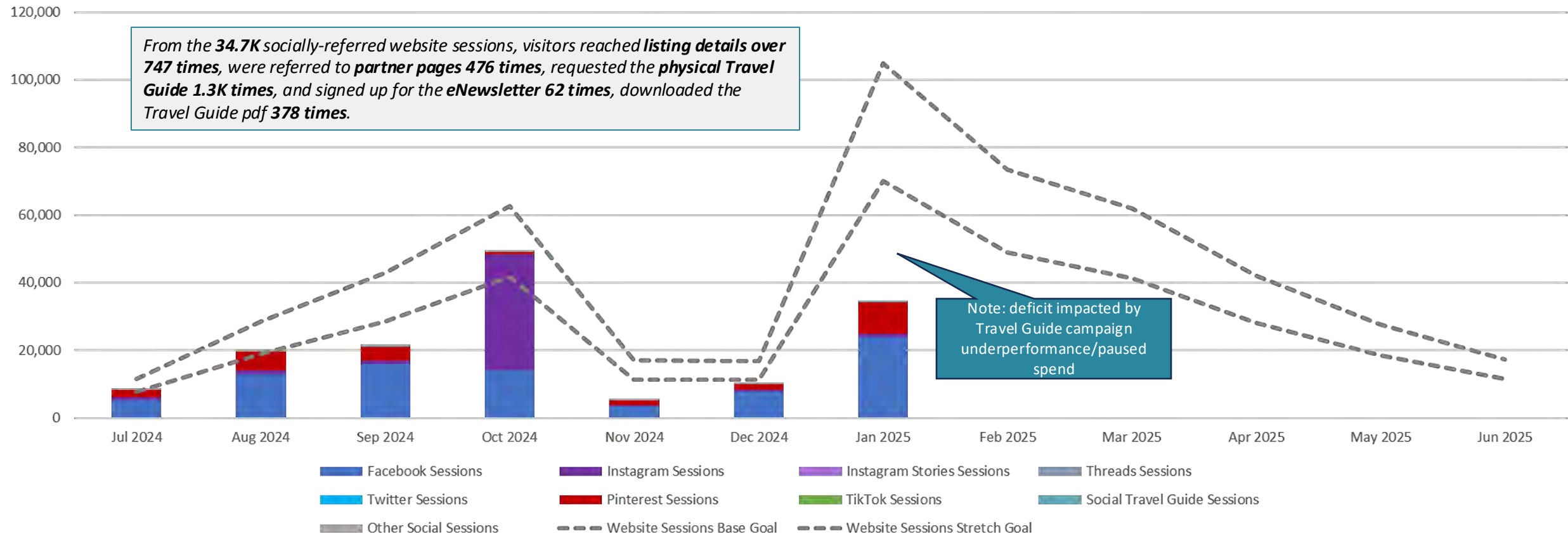
Cumulative Impressions Performance To Goal





Drive Intent

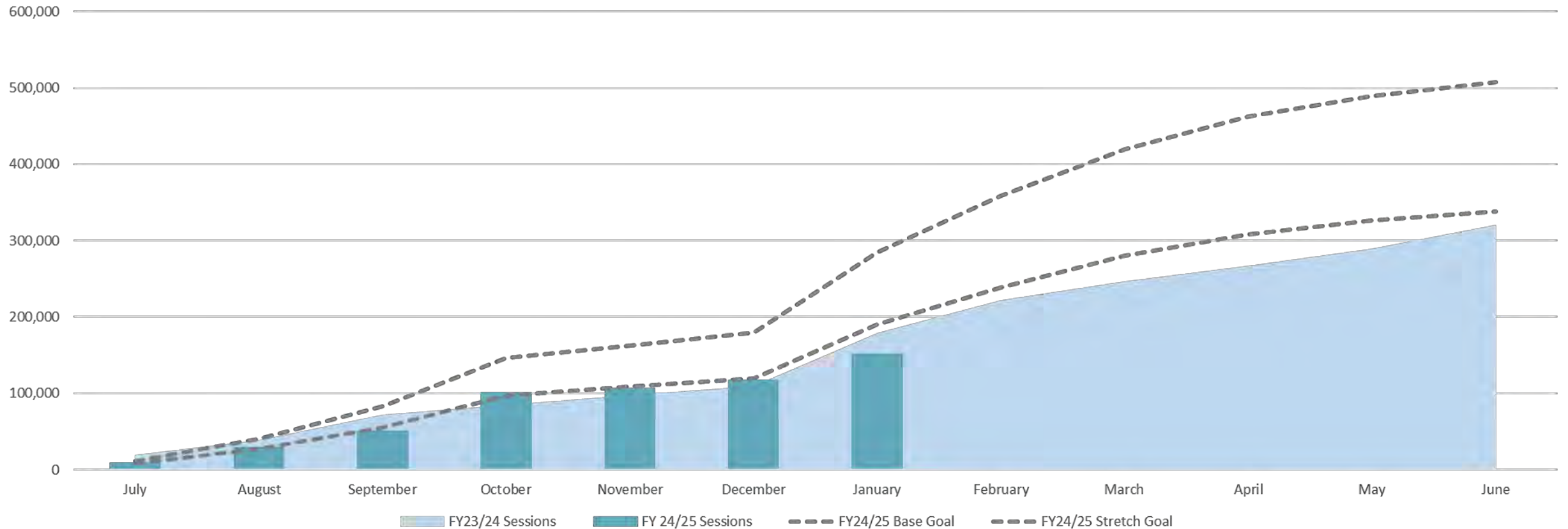
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

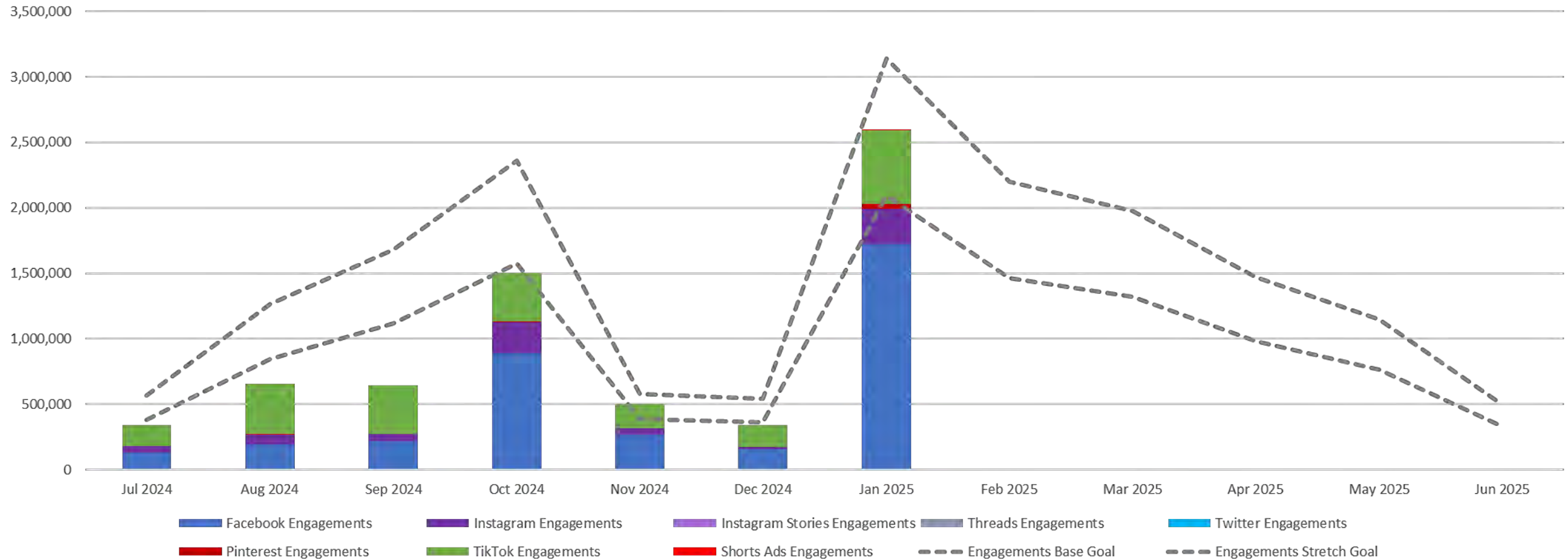
Cumulative Website Sessions Referred from Social Channels Performance To Goal





Engage

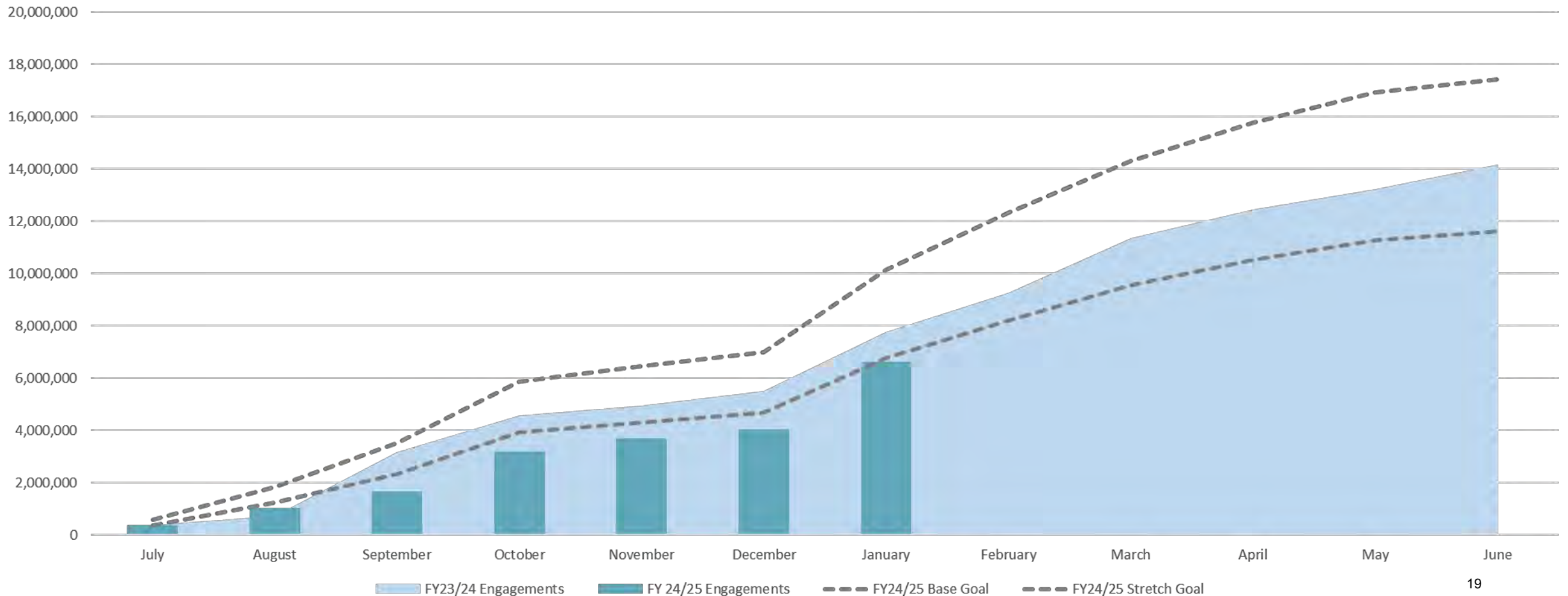
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

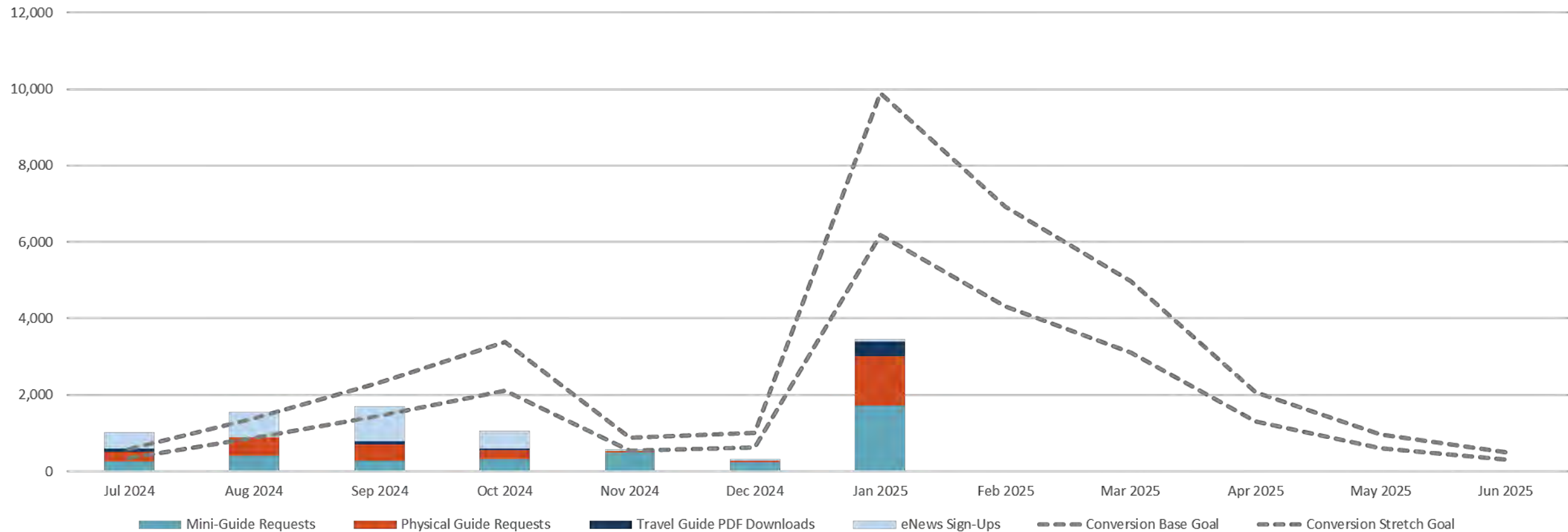
Cumulative Engagements Performance To Goal





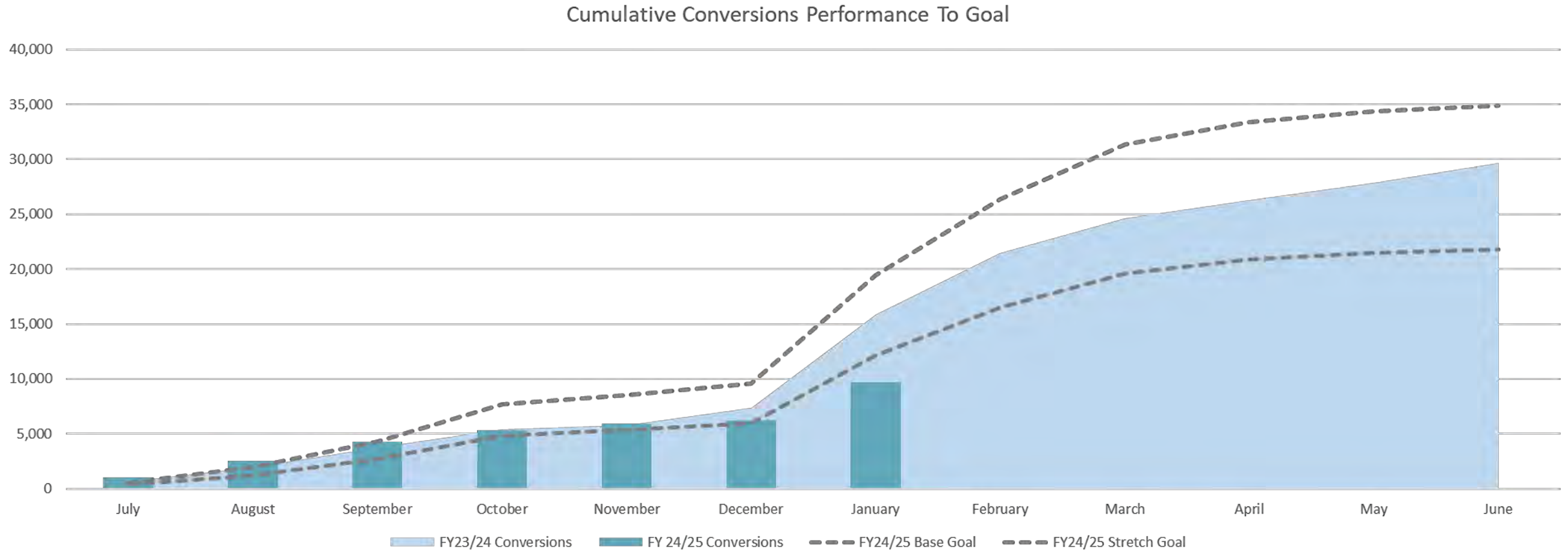
Convert

Conversions By Type vs. Trend to Goal



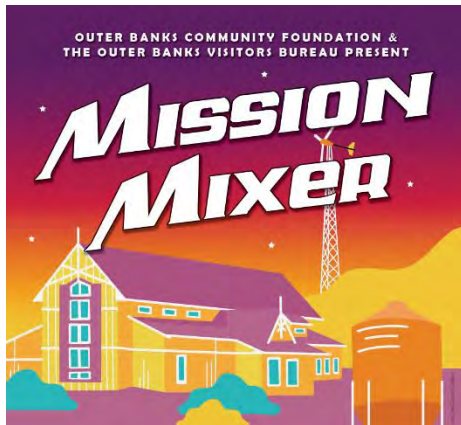


Convert [Cumulative Performance]



Outer Banks Long-Range Tourism Management Plan (LRTMP) Special Committee

Due to scheduling conflicts, the Dare County Tourism Board Special Committee postponed its meeting on February 12, 2025 and will meet again on Wednesday, April 12, 2025 (9:00 a.m.) at the Outer Banks Visitors Bureau administrative offices on Roanoke Island.



3rd Annual Non-Profit Mission Mixer

Thursday, April 3, 2025 | 5:00pm | Outer Banks Brewing Station
*Presented by The Outer Banks Community Foundation and
The Outer Banks Visitors Bureau*

This free event is an opportunity for local nonprofit professionals, board members and volunteers to network with others who are making a difference in the community, as well as learn about the power of leveraging various media platforms and tools to help effectively communicate an organization's story.



Outer Banks Podcast Appearances

The Outer Banks Visitors Bureau recently joined Outer Banks Association of REALTORS[®] CEO Willo Kelly and Director of Government Affairs Donna Creef on the [inaugural OBAR[®] podcast](#) – Let's Get REAL[®] – to discuss the Outer Banks Long-Range Tourism Management Plan, The Outer Banks Promise, The Outer Edge video series and much more. The Bureau

also joined Seaside Vacation's Bryn Pittman for Episode #35 of their [Outer Banks Podcast](#) for a similar discussion on the organization's destination stewardship and responsible tourism initiatives.



**OBVB to Highlight LRTMP at June 19
Science on the Sound Lecture Series Event
at Coastal Studies Institute**

The Bureau has been invited to present an update on the Outer Banks Long-Range Tourism Management Plan at the June 19 [Science on the Sound](#) lecture series event, hosted by the Coastal

Studies Institute on the ECU Outer Banks Campus. The presentation is free, and the public is welcome and encouraged to attend.

The Outer Banks Promise – Partner Spotlight: Carolina Designs Realty

At its annual company retreat on January 30, 2025, Carolina Designs Realty collectively made [The Outer Banks Promise](#). The company's commitment to giving back to the community was the focus of their pledge. **"We promise to continue supporting efforts and organizations that prioritize conservation, education and preservation of the unique history and culture of the Outer Banks."** We encourage other area businesses, groups and associations to share their commitment to enhancing stewardship in our community. To learn more, contact Jeff Schwartzberg, Community Engagement Manager, at community@outerbanks.org.



A Look Ahead: Q1/Q2 2025 Community Engagement and Stakeholder Outreach

February 11 – Bridge USA J1 Summer Work Travel Community Meeting (Attendee)
February 18-20 – Partnership and Community Engagement Forum – Cincinnati, OH (Attendee)
February 25 – Outdoor NC Meeting // Year 2 – Trail Town Stewardship Program
February 26 – Coastal Environmental Educators Network Meeting (Host)
February 27 – Destination Stewardship Bi-Monthly Meeting (Attendee)
February 28 – Outer Banks Chamber of Commerce Regional Economic Summit (Attendee)
March 5 – TourismNext: OBX Student Summit (*in collaboration with Dare County Schools*)
March 7 – OBX Community Services Collaborative Quarterly Meeting (Attendee)
March 10 – East Carolina University Purple & Gold Bus Tour – Coastal Studies Institute (Presenter)
March 14 – Dare County America250 Committee Meeting (Attendee)
March 18 – Dare Community Housing Task Force Meeting (Attendee)
March 19 – 2025 State of the County Event (Attendee)
March 21-22 – Mountains-to-Sea Trail Gathering of Friends Annual Meeting (Sponsor/Presenter)
April 3 – 3rd Annual Outer Banks Non-Profit Mission Mixer (Co-Host)
April 6-8 – Visit NC Tourism Conference – Hickory, NC (Attendee)
April 9 – Dare County Tourism Board LRTMP Special Committee Meeting

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – FEBRUARY 2025

TOURISM SALES | Recent Trade Show Report:

Tourism Sales participated in the American Bus Association (ABA) Marketplace in Philadelphia, PA, from January 31 to February 5, 2025. The event attracted 2,700 delegates, including 300 tour operators. Our Bureau staff conducted two sets of pre-scheduled appointments, totaling 68 quality meetings—each lasting about seven minutes, much like "speed dating" for our destination. These sessions ranged from cultivating new business opportunities to assisting tour planners in organizing programs for our region this year.

As a direct result of our participation at ABA, we have secured nine senior group tours scheduled for Spring and Fall 2025. Additionally, we maintained a presence with a booth throughout the show, where we promoted the **Outer Banks Promise**. Our giveaway was Promise Bracelets with the words: "Be Kind", "Be Inspired", ❤️ OBX and Wildlife 🌟. More than 80 tour operators took the Promise, with several expressing interest in having their group attendees take the Pledge when they visit the Outer Banks this spring and fall. Big THANK YOU to our partners from the Ramada Plaza and Hilton Garden Inn for helping us man our Booth at ABA Marketplace.

Staff is currently following up on sales leads from the marketplace and will be distributing them to industry partners in the coming weeks.

What Is a Marketplace? A commercial trade show that allows you to sell your destination to potential tour operators/companies in seven minutes. Please note that staff is currently selling for the Fall 2025 and 2026 seasons.

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



TOURISM SALES | Welcoming Back Student Groups | Snapshot of Upcoming Activity

Two major motorcoach companies specializing in student group travel have reported a weaker-than-expected spring season for student groups visiting the Outer Banks. Many of our spring student groups typically come from the western part of the state, where communities are still recovering from Hurricane Helene. As a result, several schools have postponed their 2025 spring trips to 2026. Young Transportation, originally set to transport 18 schools or student groups to the Outer Banks, now has only seven scheduled. Similarly, Christian Tours will bring eight groups, down from 14. While these figures represent just a portion of the total tours coming to the Outer Banks, they indicate a slowdown in the student travel market for Spring 2025.

TOURISM SALES | Future Trade Show Dates and Locations:

- April 6-8, 2025: Visit NC 365, Hickory, NC
 - June 14-18, 2025: US Travel's IPW, Chicago, IL
-

INDUSTRY RELATIONS: SAVE THE DATE: OBX Soft-Shell Week | May 12 – 17, 2025:

The Bureau staff is once again spotlighting one of the Outer Banks' most beloved delicacies: softshell crabs. During this weeklong event, participating restaurants will showcase their unique takes on softshell crab dishes, inviting patrons to indulge and vote for their favorite **OBX Softshell** creation. Last year, the event featured 30 restaurants from Duck to Cape Hatteras and Roanoke Island, with 838 votes cast. This year, our goal is to expand participation to 35–40 restaurants, including a few on Hatteras Island.



“The Fun Starts When the Shell Comes Off”

INDUSTRY RELATIONS: Accommodations Inventories Requested:

The Outer Banks Visitors Bureau is requesting updated 2025 room inventory numbers for hotels, motels, and bed & breakfasts to keep our database accurate. This information is vital for evaluating the lodging sector and enhancing our marketing and promotional efforts.

All individual business responses remain confidential and will not be shared outside the Visitors Bureau.

The Soundside Event Site | 2025 Calendar Attached:

We've added two new car/truck shows for 2025. Please let us know if you should have any questions.

2025 Soundside Event Site Schedule					
Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Attendees	Event Planner	Site Reserved
Soundside Winter Market	Saturday, March 22, 2025 (rain date: March 29, 2025)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Saturday, March 22, 2025
Outer Banks Bronco Beach Bash	Saturday April 12 - Sunday, April 13, 20205	10:00am - 5:00pm	550 participants	Brad Hoffman - 443-366-5944	Friday, April 11 - Sunday, April 13, 2025
Soundside Market	Saturday, April 19, 2025 (rain date: April 26, 2025)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Saturday, April 19, 2025
OBX Rod and Custom Festival	Friday, May 2- Saturday, May 3, 2025	10:00am - 6:00pm	750-1000	Michael Tillett -252-305-5789	Monday, April 28 – Monday, May 5, 2025
Sumospeed Beach Bash	Saturday, May 31, 2025	11:00am - 6:00pm	1000- (Not all at one time)	Nick Gressley - 757-681-2563	Saturday, May 31, 2025
Soundside Fun Fair	Thursday, June 5-Sunday, June 8, 2025	5:00pm - 10:00pm	4000 - over all the event day; about 800 per night	Jody Caldwell - 757-620-8204; Sara Sampson-252.441.0614 x2	Tuesday, June 3 – Monday, June 9, 2025
Soundside Market	Wednesday, June 18, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 18, 2025
Soundside Market	Wednesday, June 25, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 25, 2025
Soundside Market	Wednesday, July 2, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 2, 2025
Soundside Market	Wednesday, July 9, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 9, 2025
Soundside Market	Wednesday, July 16, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 16, 2025
Soundside Market	Wednesday, July 23, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 23, 2025
Soundside Market	Wednesday, July 30, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 30, 2025
Soundside Market	Wednesday, August 6, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 6, 2025
Soundside Market	Wednesday, August 13, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 13, 2025
Soundside Market	Wednesday, August 20, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 20, 2025
OBX Multi-Hull Sailfest (tentative)	Friday, September 5 - Sunday, September 7, 2025	9:00am - 5:00pm	200	Hardy Peters - 252-489-3491	Thursday, September 4 - Sunday, September 7, 2025
OBX Jeep Invasion	Friday, September 19 - Saturday, September 20, 2025	9:00am - 5:00pm	1000 (not all at one time)	Steve House - 252-305-9258	Thursday, September 18 - Sunday, September 21, 2025
Garage Band Charities Cruise	Saturday, October 4, 2025	10:00am - 5:00pm	250-500	Michael Tillett -252-305-5789	Friday, October 3 - Sunday October 5, 2025
Outer Banks Seafood Festival	Saturday, October 18, 2025	10:30am - 6:00pm	8000-10000 (Not all at one time)	Karen Brown - 252-564-2852	Tuesday, October 14-Wednesday, October 22, 2025
OBX Brewtag	Saturday, October 25, 2025	11:00am - 6:00pm	2000-3000	James Kahle - 252.305.0005	Thursday, October 23-Monday, October 27, 2025
OBX Show Fest	Friday, November 8 - Satuday, November 9, 2025	9:00am - 5:00pm	1000	Eric Czap - 910.398.5011	Friday, November 8 - Sunday, November 10, 2025
Soundside Holiday Market	Sunday, November 23, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 23, 2025
Soundside Holiday Market	Sunday, November 30, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 30, 2025
Soundside Holiday Market	Sunday, December 14, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, December 14, 2025

PUBLIC RELATIONS REPORT: February 2025

BEST LISTS

Southern Living | Jan 2025 “15 Charming Beach Towns to Visit this Winter” Nags Head was highlighted as a coastal destination this winter as part of a regional roundup. The Southern Living team has been updating their Outer Banks destination guides in anticipation of a larger article due out in March 2025.

EARNED MEDIA

Islands | Oct 2024 “Visit North Carolina’s Coast for Waterfront Shopping And Dining At This Artsy Beach Town” Kitty Hawk is featured as a destination with cool museums, art galleries and restaurants in this article. <https://bit.ly/3Q0alvs>

Islands | Jan 2025 “One of North Carolina’s Best Beach Towns Is a Chic Getaway Embodying the Essence of The Outer Banks” Nags Head is featured as a favorite place on the NC coast by tourists and locals alike. The article shares a brief history of the town and highlights local points of interest. <https://bit.ly/3Q0alvs>

Southern Living | Jan 2025 “18 Best Things to Do in Nags Head” Aaron worked with Travel Editor Tara McKay on a press visit in 2024. Nags Head gets a big online feature with plenty of itinerary and tourism experiences to discover in this guide. <https://bit.ly/3X61f4f>

Southern Living | Jan 2025 “12 Best Things to Do in Duck” Aaron worked with Travel Editor Tara McKay on a press visit in 2024. The Town of Duck gets a big online feature with plenty of itinerary and tourism experiences to discover in this guide. <https://bit.ly/4b616Ds>

Southern Living | Jan 2025 “12 Best Things to Do on Hatteras Island, North Carolina” This is a fantastic press article published during prime booking season. Aaron worked with Travel Editor Tara McKay on a press visit in 2024 and we anticipate a fully developed print article in March 2025. <https://bit.ly/3CWjX7o>

IN DEVELOPMENT

Business North Carolina | TBD 2025 Lee was interviewed by Kathy Blake for the industry magazine about the Outer Banks Visitors Bureau efforts in sustainable destination management, which include the Long-Range Tourism Management Plan, the OBX Promise, The Outer Edge video series and our work with local non-profits.

Wonders Within Reach | Mar 2025 Aaron reviewed the content for the Outer Banks on the top ten disability blog for family travel administered by Jenn Allen. Wonders Within Reach publishes an annual list of accessible U.S. Beaches that has been featured in both Conde Nast and USA Today.

MEDIA AND INFLUENCER TRIPS

EveryQueer | TBD 2025 Aaron met the founder and CEO Meg Ten Eyck at IMM in NYC this January. Meg has been cited as a leading expert in LGBTQ travel and selected as Woman of the Year for Facebook’s initiative with Girl Gone International. EveryQueer cites itself as one of the last remaining publications that prioritizes LGBTQ+ women, transgender and non-binary people. We are looking at a press trip that would include content generation for outerbanks.org and social channels.

TRAVEL > WINTER TRAVEL IDEAS

15 Charming Beach Towns To Visit This Winter

There's no better time for a weekend away with less crowds, cooler weather, and even more charm.

By [Kaitlyn Yarborough](#) | Updated on January 11, 2025



PHOTO: JESSICA SAMPLE

When the winter blues start to hit and sunny summer days spent strolling along the beach seem like a distant memory, there's only one antidote: a weekend away. Luckily, living in the South lends itself to year-round coastal getaways thanks to our temperate climate. A [winter beach getaway](#) is enticing because the shores are less crowded and it's not sweltering hot outside. For those looking for a more quiet beach vacation, this is perhaps the best time of year. These Southern [beach towns](#) hit the sweet spot of having a laid back atmosphere, gorgeous scenery, and plenty of charm—which makes them as perfect [during the winter](#) as the summer vacation season.

Nags Head, North Carolina



PHOTO: KYLE LITTLE / GETTY IMAGES

With its classic Outer Banks feel, [Nags Head](#) is a great destination for any beach-lover. There's a mix of on-the-beach relaxation (which is also pet-friendly) and off-the-beach amusements, such as go-kart tracks, a handful of mini-golf courses, a number of ice cream shops, and good restaurants. While you're there, visit Jeannette's Pier, Jockey's Ridge State Park, or the Bodie Island Lighthouse. Most people prefer to book one of the many rental properties in the area.

EXPLORE NAG'S HEAD



DESTINATIONS > UNITED STATES

Visit North Carolina's Coast For Waterfront Shopping And Dining At This Artsy Beach Town

By Grae Gleason

Oct. 6, 2024 1:45 pm EST



North Carolina's Outer Banks region stretches across over 100 miles of coastline. While the Southern Outer Banks area is popular for [Crystal Coast family vacations](#), northern beach towns like Kitty Hawk steal the show for travelers seeking artsy, cultural experiences. Located about four hours north of the Crystal Coast, Kitty Hawk pairs its fascinating history of innovation with a world of modern delights for curious visitors. Once home to early flights by the Wright brothers, this charming coastal village invites vacationers to peruse its impressive collection of art galleries, waterfront boutiques, and incredible restaurants.

With plenty of sun and temperatures in the 80s, summer is Kitty Hawk's most popular tourist season. While the summer months provide travelers with classic beachy opportunities, insiders say Kitty Hawk's best season is actually fall. Thanks to lighter crowds and mild weather that sticks around through December, autumn is a wonderful time to explore Kitty Hawk. No matter when you visit, make the most of your trip with this guide to Kitty Hawk's best art destinations, shopping spots, and dining options.



Islands



Bhushan Thakurdwarkar/Shutterstock

Kitty Hawk isn't just one of America's [best beach vacation destinations](#), it's also a hot spot for the arts. Architectural wonders, art galleries, and public murals make Kitty Hawk an excellent place for visitors to embrace their creative side. During a stroll down Ocean Boulevard, you can check out the Modernist aesthetics of Kitty Hawk's Flat Top Cottages. Designed by artist and former Southern Shores mayor Frank Stick, these beachfront homes speak to the region's history and sensibilities. Architecturally inclined visitors can learn more during the annual [Southern Shores Historic Flat Top Cottage Tour](#), typically held in April.

Kitty Hawk's free public art attractions also blend the creative and historic. Less than a mile from the Kitty Hawk Pier, the [Monument to a Century of Flight](#) showcases sculptures that tell the story of the Wright brothers. About two miles down the road, artist Sam Welty's Wright Brothers Mural further honors the aviation pioneers. Eagle-eyed art enthusiasts can spot more murals decorating the walls of local shops and restaurants like The Spot, Art's Place, and Shipwreck's Taphouse.

Continue your artistic explorations at one of Kitty Hawk's great galleries. At Absolutely Outer Banks, you can grab a handcrafted souvenir or join an art class and make one yourself. For a look at works by multiple local artists, head to KDH Cooperative Gallery & Studios. Nearby Seagreen Gallery in Nags Head is also worth a visit for jewelry, furniture, and more created using repurposed materials.

The best waterfront shops and restaurants in Kitty Hawk



Islands

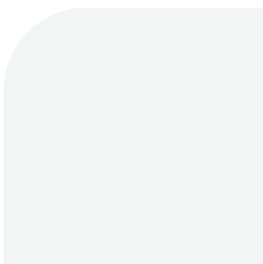


Jeffery Scott Yount/Shutterstock

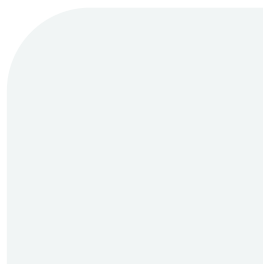
Search for treasure at Kitty Hawk's unique boutiques and specialty stores. If you're shopping for cute clothes, swimwear, and accessories, Starr Boutique is the place to go. For cozy leisurewear, hit up Gray's near the CHKD Thrift Store. Bookish travelers can visit Island Bookstore for everything from novels to stationery, and antiquing enthusiasts can discover charming knick knacks at B&B Antiques. Shoppers on a budget will appreciate the region's reputation as one of the [cheapest East Coast beach towns](#).

You'll also find plenty of oceanfront dining options in Kitty Hawk. Start your day with pancakes at Stack 'em High, a beloved local breakfast spot within walking distance of Kitty Hawk Beach. For a delectable lunch or dinner, Black Pelican welcomes visitors year-round (only closed on major holidays). While seafood is the eatery's main draw, diners will also find kid- and vegetarian-friendly menu options. Looking for a fancier place to enjoy dinner and drinks? Try Ocean Boulevard Bistro & Martini Bar for an upscale, gourmet experience.

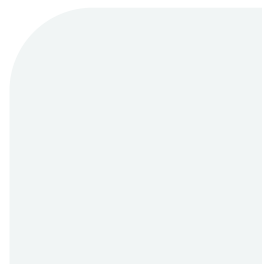
Recommended



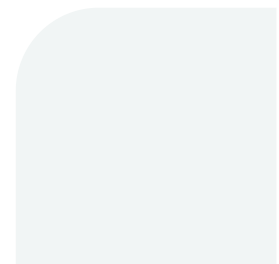
**The Wildly Varied
Sea Life You'll Find**



**You've Been
Warned: Avoid This**



**Stop Dressing Like
This At The Airport,**



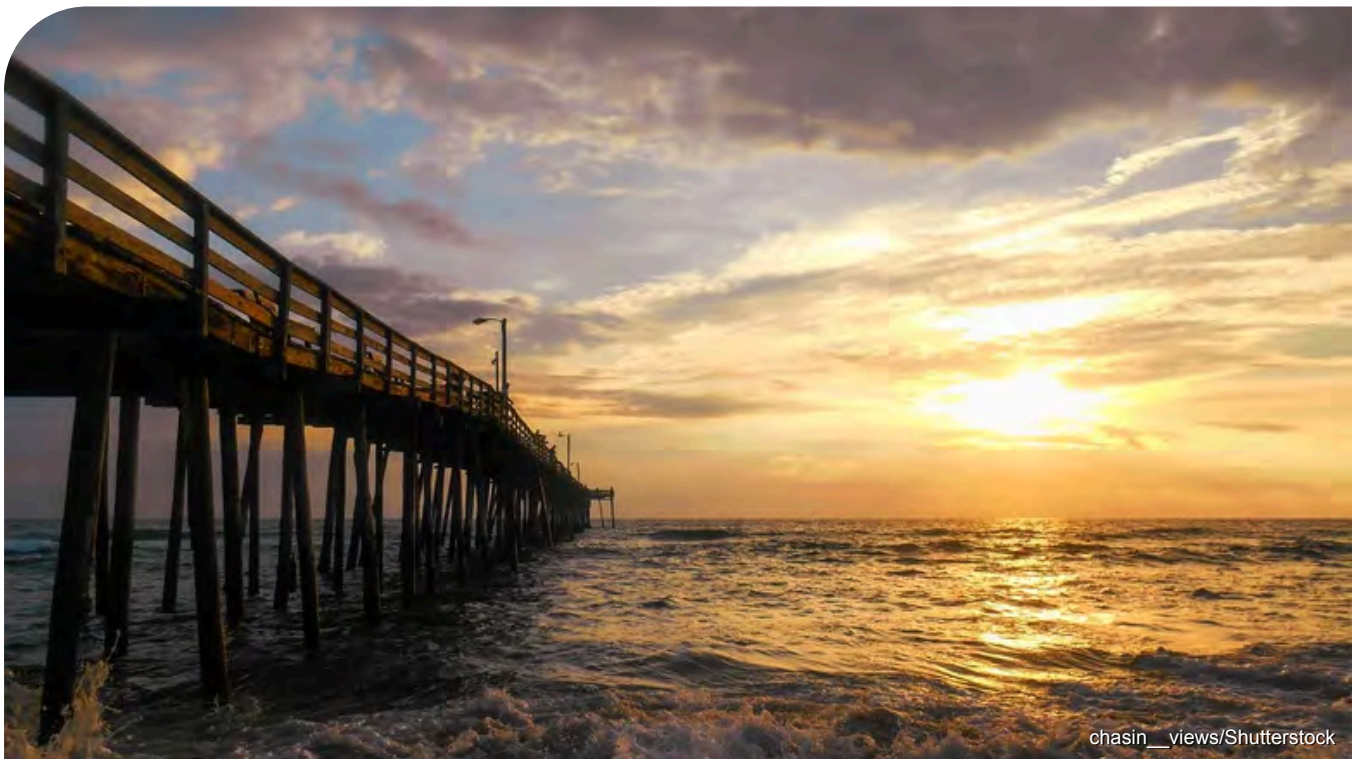
**The Most Peaceful
Caribbean Island Is**

[DESTINATIONS](#) > [UNITED STATES](#) > [NORTH CAROLINA](#)

One Of North Carolina's Best Beach Towns Is A Chic Getaway Embodying The Essence Of The Outer Banks

By Jonathan Houston

Dec. 1, 2024 6:15 am EST



chasin__views/Shutterstock

If you've ever been to North Carolina, you know it has a little bit of everything. The western side of the state touches the Great Smoky Mountains, as well as one of the [oldest mountain ranges in America, located in Uwharrie National Forest](#).

On the eastern edge, North Carolina boasts some of the best coastal living in the country. The entire coastline is full of barrier islands and inlets, and you can experience some incredible North Carolinian culture in towns like [Southport, one of the oldest and happiest towns in the state](#).

But if you go further up the coast, you'll run into the city of Nags Head. This place is a favorite for tourists and locals alike, thanks to its tranquil beach scenery, fun and festive atmosphere, and its central proximity to the rest of the Outer Banks. So, if you're looking for a unique and memorable North Carolina vacation, this is a destination that should be at the top of your list.



Islands



First, what is a nags head and why is this beachside community named after it? Well, according to legend, pirates in the area would tie lanterns around the necks of young horses (aka nags) and walk them along the beach. Ships would believe these lights to be of other boats and venture close to shore. Once they ran aground on the shoals, the pirates would plunder the ships accordingly.

Why residents would name their town after such unscrupulous activities is unknown, but what is known is that Nags Head has always been something of a resort town. One of the first to recognize its potential was Francis Nixon, who purchased 200 acres in 1830 to build a summer retreat, and he would invite friends and family. Over time, others joined suit, and the whole area became a tourist hotspot.

In 1838, the first official hotel was built in the area, and the magazine Harper's New Monthly published an article about the burgeoning resort destination (and its name origins) in 1860. This article is one of the first time the town is called "Nags Head" in print, although it would certainly not be the last. Growth exploded during the late 90s and early 2000s, but it was stalled by Hurricane Isabel in 2003. Today, Nags Head is a modern vacation paradise that always rebounds quickly after a storm.

What to do when visiting Nags Head



Islands



Because Nags Head is such a historic city, one of the best things to do is explore as much of the older parts of the area as possible. For example, you can stroll down Millionaire's Row (aka the Unpainted Aristocracy) and see many original cottage homes built for rich tourists more than 75 or 80 years ago. Similarly, you can visit Bodie Island Light Station, which has helped ships avoid the craggy shoals since 1870.

If you're more into nature, you can walk along the miles of beaches and eventually find yourself at Jeanette's Pier. Originally built in 1939, the pier has undergone significant renovations over the decades (partly due to hurricane damage). However, it still retains its old-fashioned charm and provides a fabulous view of the horizon. Alternatively, you can head up north and visit Jockey's Ridge State Park, home of some of the oldest and tallest sand dunes in the region.

Finally, you can use Nags Head as a base of operations to explore the rest of the Outer Banks. There's Roanoke Island next door (home of the North Carolina Aquarium and the site of the first English settlement in America). You can also drive along Highway 12, hitting numerous beaches, towns, and islands, like [Ocracoke Island, home to a quaint village with New England charm](#).

Recommended

TRAVEL > NORTH CAROLINA

The 18 Best Things To Do In Nags Head, North Carolina

Start planning your trip to this barrier island town now.

By [Betsy Cribb Watson](#) | Updated on January 15, 2025



In This Article

Outdoor Activities

Shopping

Dining

Drinking

Where To Stay



PHOTO: JOHN GREIM/GETTY IMAGES

In This Article ▼

Just off the North Carolina coast, there's a trio of sliver-thin barrier islands known as the [Outer Banks](#). Nags Head is perched on the southern end of the northernmost of the three islands. It's sandwiched between the towns of Kitty Hawk and Kill Devil Hills to the north, and Cape Hatteras National Seashore, a 70-mile stretch of protected shoreline, to the south. The tiny beach town, which is home to fewer than 3,000 full-time residents, makes an ideal base camp for Outer Banks visitors. It's a short drive from historic Roanoke Island (home to the infamous—and mysterious—"Lost Colony") and the closest of the northern Outer Banks towns to the freewheeling, laid-back Hatteras Island just south.

As with most beach towns, Nags Head is an easy place to spend a weeklong vacation, as it feels like a true retreat for rest and relaxation, a dreamy destination for whiling away the hours with no real agenda. However, if you're the type that likes to be on the go constantly, an extended [weekend getaway](#) is plenty of time to take in the natural beauty of the island town and check out the major attractions.

With its easy access, [gorgeous beaches](#), the largest natural sand dunes on the eastern shore, and kid-friendly attractions, it's no wonder that Nags Head has long been a go-to destination for family beach vacations. The Outer Banks are also one of the more affordable vacation destinations in the South. Many families enjoy visiting during summer vacation, but late spring and early fall are a good time to go for less expensive lodging and fewer crowds.

People first began coming to the barrier island town in 1830, when it was established as North Carolina's first tourist colony by a planter who wanted to get his family away from the malaria that was so prevalent in his home fields. And they've been coming ever since, seeking time in the sun and sand under their toes. Read on to find out what makes Nags Head such a primo vacation destination, from good eats to dreamy beach house rentals, and everything in between.

Outdoor Activities

See The Bodie Island Lighthouse



PHOTO: COURTESY OF NATIONAL PARK SERVICE/K. MOSES

Take in the views of the Bodie Island lighthouse from all angles as you walk the grounds. From April to October, visitors can climb the more than 200 steps to the top of this circa-1872 lighthouse on [Cape Hatteras National Seashore](#) for a stunning bird's-eye view of tall pines, freshwater marshland, and the Atlantic. The double keepers' quarters, which serve as the visitor center, were damaged in a fire in January 2025, so check the website to confirm the lighthouse is open before you go. You can also walk the 1/8-mile nature trail that extends through the marsh and over the water. The boardwalk ends at an observation deck where you may see crabs, birds, and other wildlife, as well as a stunning view of the lighthouse.

[nps.gov](https://www.nps.gov), 8210 Bodie Island Lighthouse Road, Nags Head, NC 27959

Sunbathe On Nags Head Beach

One of the main attractions of the [island town](#) is, of course, its nearly 12 miles of sandy shores. With more than 40 public beach access points (10 of which have lifeguards), there's plenty of room to stretch out and enjoy Nags Head's natural beauty. Plus, the beaches are dog-friendly (as long as they're leashed), and stocked coolers are always welcome (just leave the glass at home).

nagsheadnc.gov

Climb The Dunes At Jockey's Ridge State Park

Home to the tallest natural sand dune system in the eastern United States, Jockey's Ridge State Park offers its visitors a veritable playground that's one of Nags Head regulars' favorite points of interest. Families can build sand castles, fly kites, or climb to the top of the dunes for a stunning sunset show, while thrill-seekers can go sand-boarding or hang gliding (permits from and/or registration with the park office are required).

ncparks.gov, 300 W. Carolista Drive, Nags Head, NC 27959

Go Horseback Riding On The Beach

In summer, stop at Outer Banks Horseback Riding and book a family-friendly trip along the sandy shore. Those 6 and older are allowed to ride their gentle steeds solo, and a short lesson is included. A guide leads groups out three afternoons a week, with a professional photographer along in case you want to purchase a snapshot of a memorable moment.

virginiabeachhorseback.com, Bodie Island Light House Road & NC-12, Nags Head, NC 27959



PHOTO: DEB SNELSON/GETTY IMAGES

Anglers won't want to miss a chance to fish from this 1,000-foot-long [concrete pier](#) that juts out into the Atlantic Ocean. And you don't even have to bring your own rod: Visitors or first-timers can rent rods and buy bait right on the pier. As for what to do when it's raining, the adjoining LEED-certified aquarium and education center with interactive science exhibits is fun rain or shine.

ncaquariums.com/jennettes-pier, 7223 South Virginia Dare Trail, Nags Head, NC 27959

Book A Kayak Or Stand-Up Paddleboard Tour

Experience the beauty of Nags Head by water. Book a kayak or paddleboard tour with Outer Banks Kayak Adventures for a morning or moonlight paddle through the marshes of the Roanoke Sound and Cape Hatteras National Seashore. The outfitter also offers rentals and will deliver for free to Nags Head if you want to explore the area's waterways on your own.

obxadventure.com, 101 West Airstrip Road #264, Kill Devil Hills, NC

Snorkel Around A Shipwreck

The USS Huron ran aground 250 yards off the beach in 1877, tragically killing 98 people. There the steamer has remained and become a home for marine life. The [snorkelers and divers](#) in your group can check out the wreck (usually marked with buoys in summer), though taking artifacts from this historic site is forbidden.

Bladen Street Beach Access, The Beach Road, MP 11.5, Nags Head, NC 27959

Where To Shop

Admire Art At Seaside Gallery

Seaside Art Gallery is one of the largest private galleries in the Southeast and definitely worth a stop. This family-run gallery opened in 1961, the same year that once-wild Nags Head officially became a town. The gallery exhibits artists from North Carolina and around the world. An Outer Banks-themed painting could be just what you need for your beach house.

[seasideart.com](#), 2716 South Virginia Dare Trail, Nags Head, NC 27959

Find Something Beautiful

Seagreen Gallery is a favorite spot for finding objects [repurposed from antiques](#), farm tools, barn wood, license plates, antique bottles, and more. If you're looking for an interesting art piece made from a porthole or a clock made from a hubcap, this is the place for you. Don't miss the whimsical garden out back where you'll see turtles, rabbits, lizards, and toys tucked among the plants.

[seagreengallery.com](#), 2404 South Virginia Dare Trail, Nags Head, NC 27959

Make Sand Art

Life on a Sandbar carries fun items like jewelry and nail polish that changes colors in the sun. But it's also the place to make sand art decorated with sea shells and get a hair wrap or temporary tattoo—just what you need to keep your restless kids entertained.

lifeonasandbar.com, 3933 South Croatan Hwy., MP 12.5, Nags Head, NC 27959

Pick Up The Perfect Gift

Gulf Stream Gifts is stocked with beautiful beachy jewelry and home decor. Find the shell-encased photo frame you've been looking for or pick up a coastal-themed picture book for the grandkids. The family-owned shop has been around since 1987.

gulfstreamgifts.com, 2512 South Virginia Dare Trail, MP 10.5 Beach Road, Nags Head, NC 27959

Where To Eat

Stop In Old Nags Head Café

Family-owned and operated out of a converted old-school grocery, the more than 30-year-old café serves up breakfast and lunch in a casual, wood-paneled dining room that feels just right for family dinner. Plus, it's perched right across the street from historic Cottage Row, so you can check out the Unpainted Aristocracy while you eat.

nagsheadcafe.com, 3948 South Virginia Dare Trail, Nags Head, NC 27959

Hear Live Music At Blue Moon Beach Grill

"Once in a blue moon, you get to taste life on a sandbar," say the folks at this laidback spot, which serves up a boatload of seafood offerings alongside a long list of cocktails and nostalgic beach décor (think buoy garland and surfboards everywhere). Summertime brings nightly music on the back lawn.

bluemoonbeachgrill.com, 102 East Dove St., Nags Head, NC 27959

Enjoy Conch Fritters At Tortugas' Lie

Discover a little [piece of the Caribbean](#) at this dive-y Nags Head staple, where they dish out everything from conch fritters to tacos. Head out back for a game of beach volleyball while you wait. After a meal, head over to the beach just across the street.

tortugaslie.com, 3014 South Virginia Dare Trail, MP 11 Beach Road, Nags Head, NC 27959

Catch The Sunset At Miller's Waterfront

Miller's Waterfront Restaurant lies on the Roanoke Sound, where you can catch the beautiful sunsets. You can also enjoy today's fresh catch on the extensive seafood menu. The second-story Waterfront Sunset Bar & Grill offers steamers and delicious snacks, tacos, and sandwiches.

millerswaterfront.com, 6916 South Croatan Hwy., MP 16, Nags Head, NC 27959

Where To Drink

Enjoy Music And Drinks At Fish Heads Bar & Grill

For those seeking out a little nightlife, it's hard to beat this salty spot on the end of the Outer Banks Fishing Pier, which offers live music, a long list of brews, and karaoke on Fridays. And if you're not a night owl, swing by between 4 and 6 p.m. for 20-cent steamed shrimp.

fishheadsobx.com, 8901 South Old Oregon Inlet Road, Nags Head, NC 27959

Make Time For Lucky 12 Tavern

When a place sells its signature drinks in a souvenir cup, you know it's a good time. In addition to floater-topped piña coladas and cocktails made with locally made rums from Outer Banks Distillery, Lucky 12 also offers 20 beers on tap and 80 more in bottles or cans. And they serve pizza until midnight too.

lucky12tavern.com, 3308 South Virginia Dare Trail, Nags Head, NC 27959

Stop By Outer Banks Brewing Station

While it's not technically in Nags Head, this brewpub in neighboring Kill Devil Hills is worth a stop: Their handcrafted beers are made on-site in a wind-powered brewery. Plus, they serve wine and cocktails for those who aren't riding the craft brew train.

obbrewing.com, 600 South Croatan Hwy., Kill Devil Hills, NC 27948

Where To Stay

Take It Easy At Oasis Suites Hotel



PHOTO: COURTESY OF OASIS SUITES HOTEL

Whether you're staying for a week or popping in for a long weekend, there are plenty of beautiful places to call home base while you're in Nags Head. While it's not beachfront, there's no shortage of gorgeous water views from this 17-suite boutique hotel, which is surrounded by marsh and the Roanoke Sound. Guests can fish or crab off the hotel's docks or have a picnic on the lawn. The hotel offers a service where they'll stock your suites' fully outfitted kitchens before you arrive.

oasissuites.com, 7721 South Virginia Dare Trail, Nags Head, NC 27959

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At the Surf Side Hotel, all of the rooms are decorated in easygoing nautical style and have a private balcony (some even have two). The hotel grounds include indoor and outdoor pools. If you're looking for space to spread out, the adjacent condos are two stories and have two bedrooms, full kitchens, and outdoor grills and showers.

surfsideobx.com, 6701 South Virginia Dare Trail, Nags Head, NC 27959

Stay At Historic First Colony Inn

Just a block short of being a [beachfront hotel](#) (the beach is only a four-minute walk away via private access), the circa-1932 First Colony Inn feels like a historic beach house, so you get to enjoy all of that nostalgic charm, plus the delights of staying in a boutique beach hotel, like a pool, beach chairs, and a daily afternoon social with wine and cheese.

firstcolonyinn.com, 6715 South Croatan Hwy, Nags Head, NC 27959

Try An Old-School Rental On Cottage Row



PHOTO: COURTESY OF VILLAGE REALTY OBX



In This Article

For an old-school Nags Head experience, rent an oceanfront cottage along historic Cottage Row, the so-called Unpainted Aristocracy of late 19th- and early 20th-century cottages that served as summer escapes for the wealthy. These cedar-shingled cottages were built in the 1920s and '30s. With bright, airy interiors, wide porches, and an abundance of rooms (some comfortably sleep more than 10), they are the perfect place to spend a low-key week with family and friends. Plus, the oceanfront location is impossible to beat.

villagerealtyobx.com

From exploring Nags Head's gorgeous beaches and waterways to eating fresh seafood on the pier, there's so much to discover in this Outer Banks gem. But don't say we didn't warn you: Visit once, and you'll want to stay forever.

Was this page helpful?



TRAVEL > NORTH CAROLINA

The 12 Best Things to Do In Duck, North Carolina

The charming waterfront village will make you feel right at home.

By [Tara Massouleh McCay](#) | Updated on February 8, 2025

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In This Article

What To Do

Where To Eat

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Where To Stay



PHOTO: OUTER BANKS VISITORS BUREAU

In This Article ▼

Duck, North Carolina—the [Outer Banks'](#) northernmost community—got its name from the abundance of waterfowl in the area, which rivals the town's human population. Fewer than 1,000 people call Duck home year-round, but tourism numbers can multiply the population by 20 once summer hits. Even so, the barrier island is dedicated to maintaining its small-town charm and tight-knit feel.

If you want to know what it's like to boast an OBX ZIP code, Duck is the place to do it. Because it's surrounded by water on both sides—the Atlantic Ocean on the east and the Currituck Sound on the west—you get all the serenity of being tucked away on a [secluded island](#) plus gorgeous views of the water no matter which direction you face. Time isn't of the essence in Duck, and that's its allure. Savor a slow morning; go for a sunrise walk on the beach; spend an hour watching the birds fly over the marsh—Duck's your destination for it all.

What To Do



PHOTO: COURTESY OF THE OUTER BANKS OF NORTH CAROLINA

Stroll The Soundside Boardwalk

The 1-mile Soundside Boardwalk runs alongside the Currituck Sound and is a great place to meet locals and get a feel for town. The wooden walkway is often speckled with joggers and kayakers on their way to drop in at one of many convenient launches along the path. Wildlife enthusiasts in particular will love strolling the boardwalk to see all kinds of land and sea critters, from sea turtles to osprey.

ducknc.gov; *Duck Town Park Boardwalk, Duck, NC 27949*

Explore The Sound

The sound's warm, shallow waters make it an appealing place for families to hang out. Protection from rough ocean waves also makes the sound ideal for a number of water activities like standup paddle boarding, kayaking, and canoeing. Rent equipment for any of the three—plus bikes, beach equipment, and even golf carts—at Duck Village Outfitters. The Currituck Sound is also a hotspot for crabbing. You can [catch giant blue crab](#) right off the dock with nothing but a little fishing cord, tasty bait, and a net. Find everything you need for a successful crabbing session at Bob's Bait & Tackle.

mydvo.com; *1207 Duck Road, Duck, NC 27949*

bobsbaitandtackle.com; *1180 Duck Road, Duck, NC 27949*

Spend A Day At The Park

While you're in the area, explore more of Duck's sound side at Duck Town Park, an 11-acre park with open greenspace and several miles of walking trails that weave through maritime forest and willow swamp. The park is an access point for the Soundside Boardwalk, and other amenities include picnic pavilions, a playground, dedicated fishing and crabbing areas, kayak launches, and boat slips. Additionally, the park's amphitheater hosts regular live music and performances.

ducknc.gov; *Duck Town Park Boardwalk, Duck, NC 27949*

Take A Vineyard Voyage

Sunsets are spectacular over the sound—make reservations for a boat ride with Sanctuary Vineyard Voyages for a one-of-a-kind experience. The excursion begins at the Soundside Boardwalk, where you'll catch a ride across the sound to Sanctuary Vineyards in nearby Jarvisburg. Once on land, you'll climb into a 4x4 safari truck for an adventurous ride across the family-owned vineyard's marsh and agriculture fields. The cherry on top of an incredible experience is an in-depth tour of the winery followed by a private wine tasting.

kittyhawk.com; 1226 Duck Road, Duck, NC 27949

sanctuaryvineyards.com; 7005 Caratoke Highway, Jarvisburg, NC 27947

Have A Beach Day

When you've had your fill of the sound, switch gears and head east to the sea. With 7 miles of [pristine sandy shores](#), a perfect beach day is an easy ask. After hours spent reading, relaxing, or otherwise bumming around in the sun, you'll have your pick of restaurants to refuel for your next adventure. If you've had a successful day of fishing, grilling your own fresh catch is a worthy pursuit. Once night falls, grab a flashlight and follow the sound of the waves back to the beach for a different type of crabbing. This time, you'll need quick hands and a keen eye to spot and snag ghost crabs as they scurry across the white sand.

ducknc.gov

Where To Eat



PHOTO: OUTER BANKS VISITORS BUREAU

Sample The Seafood

There's no denying Duck is a small town, but when it comes to dining, it certainly doesn't feel that way. With more than 40 restaurants, bars, and cafes scattered along the island, there's a bounty of options. At Coastal Cravings, you can grab a great meal at any time of day. Start with the famous Duck Wontons, served with Creole lobster sauce and North Carolina smoked sausage. From there, you can't go wrong with a fresh seafood platter—especially when you're that close to the water. Alternatively, pop into local favorite Red Sky Cafe for the scallops, shrimp and grits, or fresh catch of the day.

cravingsobx.com; 1209 Duck Road, Duck, NC 27949

redskycafe.com; 1197 Duck Road, Duck, NC 27949

Grab A Casual Bite

Duck does casual just as well. For a laid-back lunch, check out Cookshack Fried Chicken for a classic basket of crispy, golden brown chicken. Alternatively, Coastal Cantina, Coastal Cravings' seasonal sister restaurant, is a great option along the Soundside Boardwalk. The cantina offers a wide range of classic [Tex-Mex plates](#), in addition to some unique "pizzadillas," including the Pato Pizzadilla, which includes duck confit, onions, pico de gallo, and queso fresca.

thecookshakfriedchicken.com; 1187 Duck Road, Kitty Hawk, NC 27949

coastalcantina.com; 1236 Duck Road, Duck, NC 27949

Don't Forget Duck Donuts

And of course, you can't leave Duck without sampling the legendary one-bite hot cake donuts at Duck Donuts. The tiny treats come in many delicious gourmet flavors and are heaped with frosting, drizzles, and toppings. The fan-favorite Bacon in the Sun (maple icing, chopped bacon, and salted caramel drizzle) is a sweet and savory masterpiece, while the Piña Colada (lemon icing and shredded coconut) really captures the beachy essence of Duck.

duckdonuts.com; 1190 Duck Road, Duck, NC 27949

Where To Shop

Shop Coastal Fashion And Decor

The Soundside Boardwalk's Waterfront Shops, as they're known, offer something for everyone. Chic but comfortable coastal attire can be found at locally owned shops like Amity Boutique, Barr-EE Station, Gray's Outer Banks Lifestyle Clothing, and Islands. Art enthusiasts will enjoy SeaDragon and Yellowhouse Gallery, which sells everything from handcrafted jewelry to [nautical-themed decor](#) and art. Pass through SeaDragon's custom-built archway into sister store Yellowhouse Gallery, another purveyor of fine American craft, art, and photography.

Get Cozy At The Bookstore

Duck's Cottage Downtown Books offers a small but mighty collection of books. Pair a hot drink (like the house favorite Coconut Crunch Coffee) and flaky pastry with a newly purchased beach read. Once you've made your decisions, enjoy them both on the cozy front porch.

duckscottage.com; 1240 Duck Road, Duck, NC 27949

Where To Stay



PHOTO: SANDERLING RESORT

Book A Vacation Rental

One of Duck's best qualities is its uncanny ability to make its visitors feel right at home. A lot of that has to do with the huge variety of vacation rental homes in the area. From well-equipped waterfront homes large enough for multiple families or multigenerational groups, to smaller cottages tucked into Duck's friendly residential streets, there's something for everyone. Check rental sites like Twiddy & Company and Southern Shores Realty to browse your options.

twiddy.com

southernshores.com



Enjoy A Resort Stay

The crown jewel of accommodations in Duck is Sanderling Resort, a AAA Four Diamond seaside retreat known for its classic architecture, excellent restaurants, and world-class amenities. The [North Carolina resort](#) features 120 rooms, each with its own private deck. There are also five vacation rental homes on the property. Even those who don't choose to stay at Sanderling can't resist coming by for a treatment at the spa, a meal at Kimball's Kitchen, or a surf lesson at the resort's private beach.

sanderling-resort.com; 1461 Duck Road, Duck, NC 27949

TRAVEL > NORTH CAROLINA

The 15 Best Things To Do On Hatteras Island, North Carolina

By [Tara Massouleh McCay](#) | Published on January 11, 2025



In This Article

What To Do

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Where To Stay



PHOTO: GETTY IMAGES

In This Article ▼

If you think of the Outer Banks as a singular destination, you'd be sorely mistaken. The beloved vacation spot actually encompasses 200 miles of North Carolina barrier islands bordering the Atlantic Ocean. While most visitors spend time on the Banks's northern Bodie Island (where you'll find popular towns like Kill Devil Hills, Nags Head, Kitty Hawk, Duck, and Manteo), if you venture south, you can unlock an entirely new experience on Hatteras Island.

Spanning 50 miles, Hatteras Island includes the towns of Rodanthe, Waves, Salvo, Axon, Buxton, Frisco, and Hatteras Village. While each community offers something a little different, you'll get the same gorgeous waterfront views and laidback vibes across them all. Add in fascinating maritime history, excellent conditions for watersports, and great restaurants and stays, and you've got the recipe for a first-rate vacation destination. Keep reading to discover what exactly makes Hatteras Island so special.

What To Do On Hatteras Island

Pick Your Perfect Beach



PHOTO: GETTY IMAGES

In This Article

Known collectively as the Cape Hatteras National Seashore, much of Hatteras’s waterfront property is managed by the National Park Service. Different places along the coastline are suited to different activities. Head to Coquina Beach, where there’s a gentle slope into the ocean and family friendly amenities. The Salvo Day Use Area is located on the Pamlico Sound, which makes it an ideal place to learn new watersports. For more experienced adventurers, especially those keen on windsurfing and kiteboarding, Canadian Hole (also known as the Haulover Day Use Area) is the ticket.

Learn to Kiteboard or Windsurf



PHOTO: GETTY IMAGES

Athletes from all over the world know Hatteras Island as one of the best places for kiteboarding and windsurfing. If you’re interested in getting a crash course in the highly unique sport, sign up for a private or semi-private class with [REAL Watersports](#), whose headquarters are located in Waves. Another trusted local outfitter, [Kitty Hawk Kites](#), has an outpost in Rodanthe at the [Waves Village Watersports Resort](#).

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Ride Horses on the Beach

Hatteras is the kind of place where dreams and [bucket list items](#) go be fulfilled. If feeling the wind in your hair as you ride horseback along a sandy beach is something you've always wanted to experience, Hatteras Island can make it reality. Syliva Mattingly of Equine Adventures will be happy to take you out for a 2-hour trail ride that starts in a Frisco maritime forest and emerges onto the beach with Cape Hatteras Lighthouse emerging in the distance. Rides run from late May through the end of August, so be sure to time your trip for availability.

equineadventures.com; 52173 Piney Ridge Rd., Frisco, NC 27936; 855-629-7669

Take a Cruise

Whether you're looking for an affordable fishing charter or simply want to take a scenic dolphin cruise, Miss Hatteras has you covered. The outfitter offers offshore fishing trips, as well as sunset dolphin cruises, on nearly every day of the week from April through November. For something extra special, buy passes to board the Live Music Dolphin Sunset Cruise, where local musician Rory Kelleher will provide a perfect soundtrack of classic tunes from Van Morrison, Tom Petty, Bob Dylan, Johnny Cash, and the like to accompany your evening.

hatterasfishingcaptain.com; 57878 NC Highway 12, Hatteras, NC 27943; 252-986-2365

Learn Maritime History



PHOTO: GETTY IMAGES

The stretch of sea surrounding Hatteras Island is famously known for its perilous conditions, causing hundreds if not thousands of shipwrecks over the years. You can learn all about its fascinating history—plus the science that makes it so dangerous—at several spots on Hatteras. The [Graveyard of the Atlantic Museum](#), part of the three-museum North Carolina Maritime Museum System, documents dozens of those shipwrecks. For a deeper dive into the people who work to keep the seas safe, head to the [Chicamacomico U.S. Life-Saving Station](#) in Rodanthe. The historical site tells the 44-year history of the country's most complete life-saving service site through artifacts and exhibits. Finally, pay a visit to a former [U.S. Weather Bureau Station](#) building which now functions as a welcome center but retains its 1901 appearance and can give further insight into weather forecasting sciences of the past.

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Shop for Souvenirs

Pick up something to remember your trip by at three local stores. [Buxton Village Books](#) has been a fixture since 1984 and is worth a visit alone to see the cozy shipwreck timber cottage it resides in. Continue your historic building tour by paying a visit to [Pea Island Art Gallery](#), located inside an 1874 station house. Inside, you'll find gorgeous works, from oil painting to prints to ceramics, all made by local artists. Many are inspired by the Outer Banks's gorgeous setting, which means you'll have a meaningful piece to commemorate your trip. Find a little bit of everything at [Lee Robinson's General Store](#), which has been open in some capacity since 1948. With its wide front porch and creaky wood floors, nostalgia hits from the moment you park. Head inside to shop for groceries, T-shirts, and other vacation necessities, plus a huge array of gifts in the upstairs gift gallery.

Go Fishing at the Avon Pier

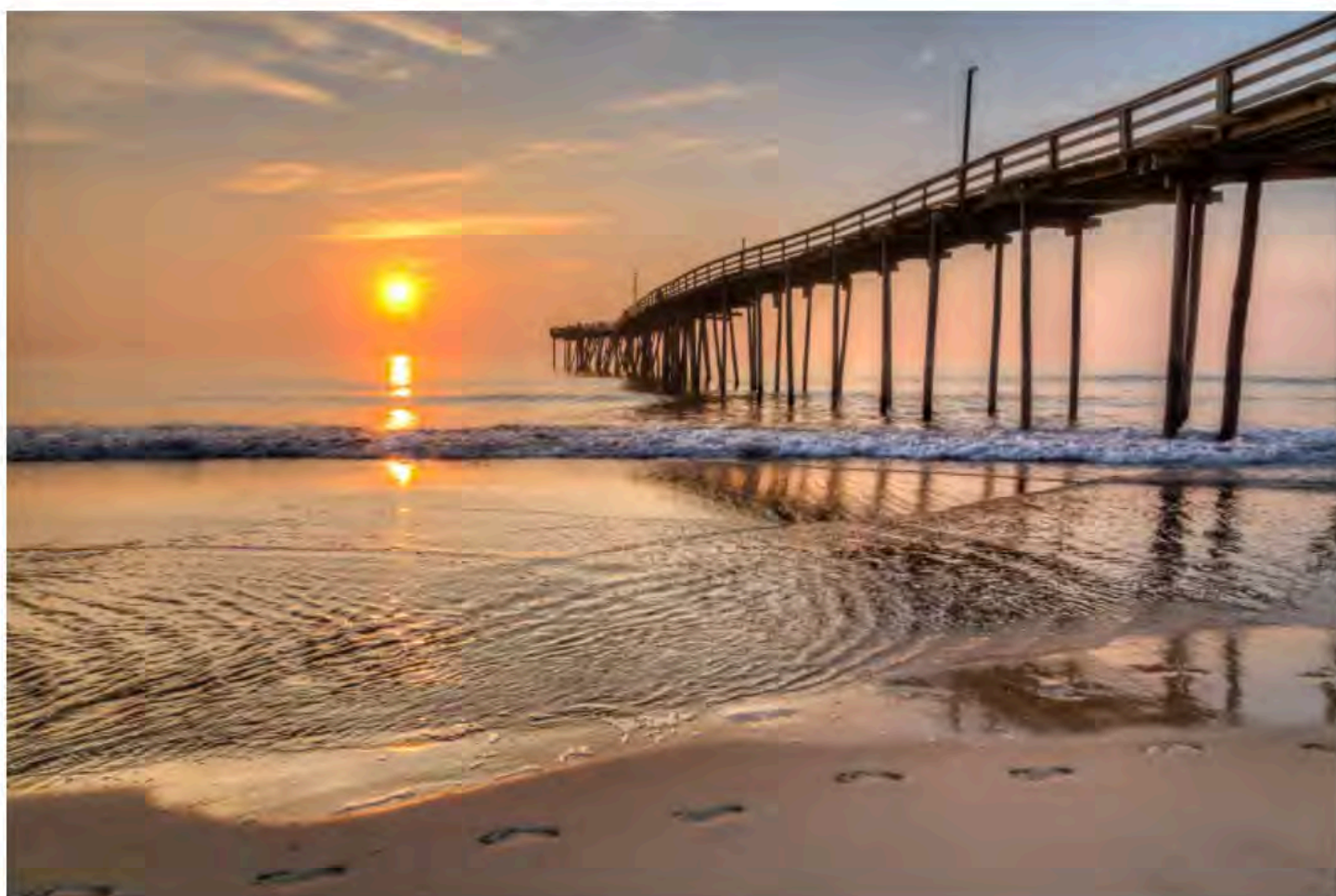


PHOTO: GETTY IMAGES

Nothing feels more on brand for a beach vacation than fishing off the pier. On Hatteras, bring your line and tackle box to the Avon Pier in Koru Village and see what's biting. The 600-foot-long pier in Avon is a hotspot for anglers and sunset and sunrise chasers alike.

koruvillage.com/pages/avon-pier; 41001 Hwy 12, Avon, NC 27915; 252-995-5480

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See Cape Hatteras Lighthouse



PHOTO: WBRITTEN/GETTY IMAGES

The Cape Hatteras Light Station protects one of the most hazardous sections of the Atlantic Coast, a 12-mile-long sandbar called Diamond Shoals created by the collision of Gulf Stream and the Virginia Drift. The black-and-white spiraled lighthouse is the tallest brick lighthouse in the United States. Though the lighthouse is closed for climbing until summer of 2026, you can still visit the Museum of the Sea and Park Store and snap some photos in front of the iconic beacon.

<https://www.nps.gov/caha/planyourvisit/chls.htm>; 46379 Lighthouse Rd, Buxton, NC 27920; 252-473-2111

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Visit the Pea Island National Wildlife Refuge



PHOTO: GETTY IMAGES

Birders and wildlife enthusiasts absolutely can't miss the Pea Island National Refuge, a small strip of barrier island with huge ecological implications. The dynamic beach and dune habitats there are home to a whopping 370 different bird species, from migratory waterfowl to shorebirds to raptors. Take a hike on the North Pond Wildlife Trail to spot wildlife, relax on the beach, or take a canoe or kayak to paddle around the marshy channels. Every day brings a new adventure on this very special stretch of protected land.

fws.gov/refuge/pea-island; 14500 NC Highway 12, Rodanthe, NC 27968; 252-987-2394

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Where To Eat On Hatteras Island

Have a Nice Dinner at Café Pamlico

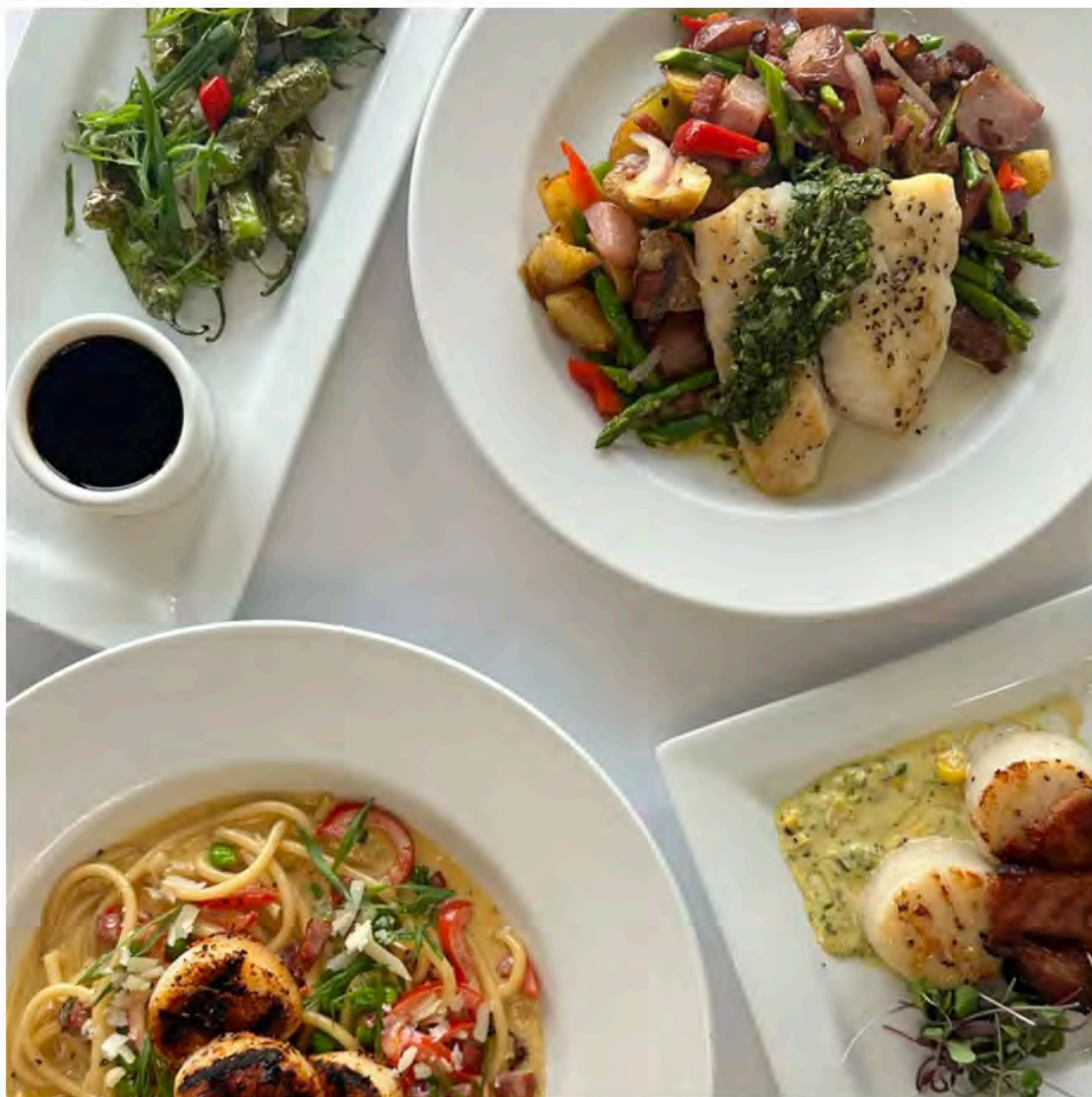


PHOTO: COURTESY OF CAFE PAMLICO

You can't beat the views at Café Pamlico, a relaxed fine dining restaurant located at The Inn on Pamlico Sound. The Pamlico Sound is displayed in full glory through the indoor dining room's giant picture windows, or you can opt for a seat on the deck and feel breeze coming off the water. The menu showcases the best local seafood with several menu items including the tuna, shrimp and grits, and fish special all utilizing regional catch.

innonpamlicosound.com/eat; 49684 NC Highway 12, Buxton, NC 27920; 866-726-5426

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Order the Fisherman's Breakfast at Diamond Shoals

This favorite spot located just a mile from the Cape Hatteras Lighthouse is known for its excellent sushi menu served in the evenings, but there's a case to be made for visiting earlier in the day. The Fisherman's Favorite Breakfast will provide all the fuel you need for a full day of fun in the Outer Banks. The filling meal comes with two eggs, your choice of bacon or sausage, grits or home fries, and toast or a biscuit. If that's not enough, order a single jumbo hotcake to really take you over the edge.

diamondshoalsrestaurant.com; 46843 NC Hwy 12, Buxton, NC 27953; 252-995-5217

Try the Apple Ugly at Orange Blossom Bakery & Café



PHOTO: COURTESY OF ORANGE BLOSSOM BAKERY & CAFE

Peruse the well-stocked pastry displays at this homegrown bakery for a laundry list of treats including sticky buns, cinnamon rolls, Danishes, donuts, muffins, and specialty breads. Folks who prefer savory to sweet can order a breakfast sandwich on a homemade biscuit or Italian bread, but everyone has to add at least one Apple Ugly to their order. Akin to an [apple fritter](#), the deep-fried balls of donut dough, apple, and cinnamon spice are especially irregularly shaped (ugly if you will) and taste all the better for it.

orangeblossombakery.com; 47206 NC Highway 12, Buxton, NC 27920; 252-995-4109

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Enjoy Lunch at Pop's Raw Bar

You won't find anything fancy at this roadside seafood shack, but you're guaranteed to leave full, happy, and clamoring to come back. Decide if you want your seafood steamed or fried, then choose from options like scallops, shrimp, crab legs, catfish, and clam strips—or create a platter of a few. Have someone who's seafood averse in your group? Pop's also cranks out a great burger, cheesesteak, and barbecue sandwich.

facebook.com/groups/97810485490/; 48967 Hwy. 12, Buxton, NC 27920; 252-995-7734

Where To Stay On Hatteras Island

Rest and Recharge at an Innovative, Wellness-Focused Hotel



PHOTO: COURTESY OF EDGE CAMP PAMLICO STATION

World-renowned designer Jonathan Adler puts his signature stamp of modern American glamor on a new hotel on Hatteras Island. Fourteen suites are outfitted with playful details like fur rugs, emerald velvet sofas, pop art-inspired tapestries, and vintage, orange cone fireplaces. The property's Wellness Deck, outfitted with a sauna, hot tub, and two cold-plunge pools, is the luxury you never knew you needed. Private beach yoga and fitness classes can be booked through Edgencamp's concierge.



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edgecamp.com/pamlico-station; 24267 North Carolina Hwy 12, Rodanthe, NC 27968; 252-618-1442

Stay at a Local Inn

We'll take a homey inn over a cookie-cutter hotel any day. Luckily, Hatteras Island has no shortage of classic, locally-owned stays. [The Inn on Pamlico Sound](#) offers well-appointed rooms with sweeping soundfront views, plus a fabulous onsite restaurant, in a location that's organically grown in size and offerings since its early days as a humble five-bedroom B&B in 2004.

Another longtime local establishment is the [Breakwater Inn](#), a former motel that was converted into a cozy inn, complete with rooms and suites overlooking the water, in 2005. Sit back, relax, and enjoy the views from your private deck.