



Dare County Tourism Board Meeting

Thursday, January 18, 2024

9:00 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, JANUARY 18, 2024
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. Swearing in of New Directors
- IV. Election of Officers
 1. Slate of Candidates for the 2024 Dare County Tourism Board Steering Committee
- V. Approval of Agenda
- VI. Approval of Minutes from the December 14, 2023 Meeting
- VII. Public Comments
- VIII. Budget & Finance Report
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set:
 1. Meeting Schedule for 2024
 2. Date, Time, and Place of Next Meeting
- XIV. Adjournment

2024 Dare County Tourism Board Proposed Slate of Candidates

| | |
|-------|------------------|
| Chair | Monica Thibodeau |
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| | |
|------------|-------------|
| Vice Chair | David Hines |
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| | |
|-----------|--------------|
| Treasurer | Tod Clissold |
|-----------|--------------|

| | |
|-----------------|-----------------|
| Asst. Treasurer | Dennis Robinson |
|-----------------|-----------------|

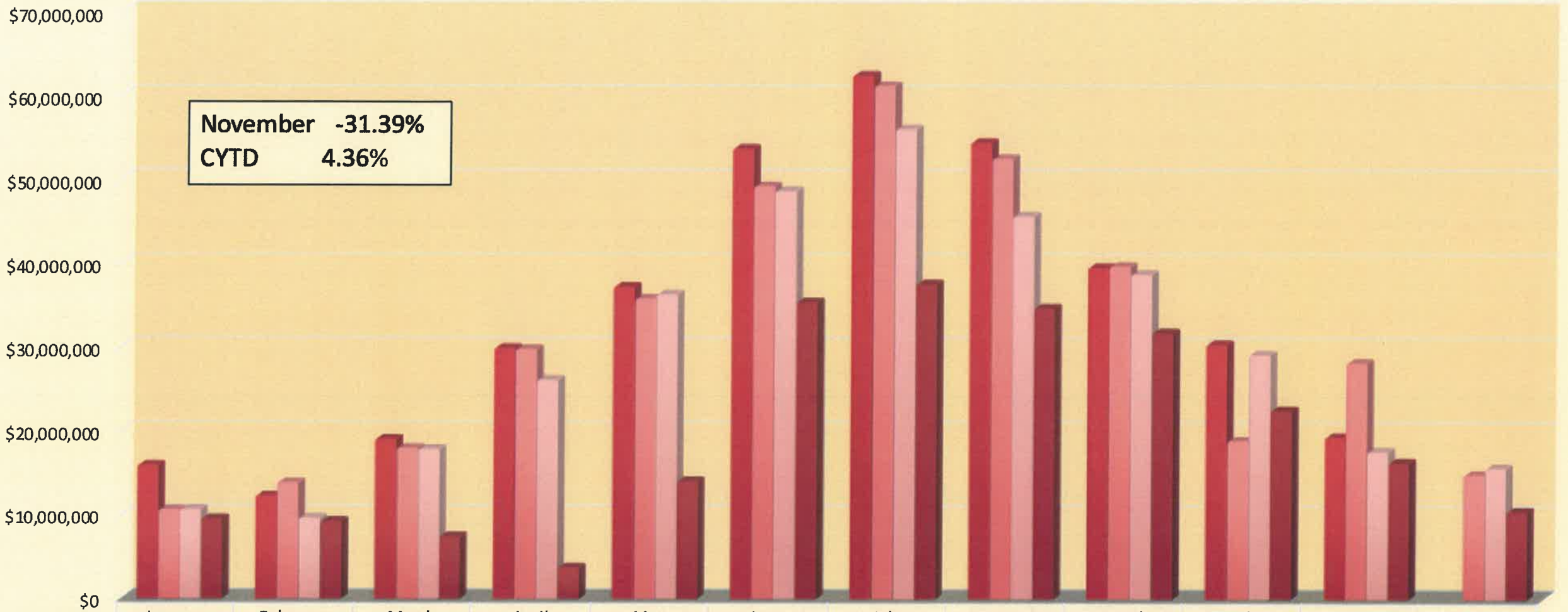
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|-----------|-------------|
| Secretary | Tonia Cohen |
|-----------|-------------|

Occupancy Collections



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

Meals Collections



| | January | February | March | April | May | June | July | August | September | October | November | December |
|------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 2023 | 15,914,241 | 12,282,779 | 19,052,221 | 29,882,256 | 37,191,059 | 53,653,158 | 62,371,753 | 54,381,491 | 39,511,303 | 30,360,180 | 19,332,007 | |
| 2022 | 10,601,001 | 13,854,379 | 17,964,701 | 29,762,315 | 35,766,126 | 49,188,354 | 61,144,299 | 52,469,499 | 39,658,009 | 18,866,693 | 28,176,947 | 14,853,412 |
| 2021 | 10,669,210 | 9,647,064 | 17,851,725 | 26,101,925 | 36,273,162 | 48,603,545 | 55,983,285 | 45,615,512 | 38,713,169 | 29,131,584 | 17,621,266 | 15,637,654 |
| 2020 | 9,567,693 | 9,280,396 | 7,466,202 | 3,749,728 | 14,079,809 | 35,377,812 | 37,531,226 | 34,686,508 | 31,758,793 | 22,495,453 | 16,322,421 | 10,519,542 |

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2023-2024**

| FISCAL YEAR | | PROJECTED | ACTUAL | +/- \$ | +/- % |
|-------------------------|------------------|------------------------------|------------------------------|----------------------------|----------------------|
| | | FY 23-24 | FY 23-24 | | |
| <i>JUNE EARNED</i> | OCCUPANCY | \$1,134,925.00 | \$1,367,017.91 | \$232,092.91 | 20.45% |
| <u>JULY RECEIVED</u> | MEALS | <u>\$425,965.00</u> | <u>\$514,981.30</u> | <u>\$89,016.30</u> | <u>20.90%</u> |
| | | \$1,560,890.00 | \$1,881,999.21 | \$321,109.21 | 20.57% |
| <i>JULY EARNED</i> | OCCUPANCY | \$1,528,655.00 | \$2,165,402.07 | \$636,747.07 | 41.65% |
| <u>AUGUST RECEIVED</u> | MEALS | <u>\$431,030.00</u> | <u>\$604,977.26</u> | <u>\$173,947.26</u> | <u>40.36%</u> |
| | | \$1,959,685.00 | \$2,770,379.33 | \$810,694.33 | 41.37% |
| <i>AUGUST EARNED</i> | OCCUPANCY | \$1,383,710.00 | \$1,458,380.44 | \$74,670.44 | 5.40% |
| <u>SEPT RECEIVED</u> | MEALS | <u>\$408,970.00</u> | <u>\$531,275.19</u> | <u>\$122,305.19</u> | <u>29.91%</u> |
| | | \$1,792,680.00 | \$1,989,655.63 | \$196,975.63 | 10.99% |
| <i>SEPTEMBER EARNED</i> | OCCUPANCY | \$542,895.00 | \$799,595.38 | \$256,700.38 | 47.28% |
| <u>OCT RECEIVED</u> | MEALS | <u>\$276,660.00</u> | <u>\$386,499.75</u> | <u>\$109,839.75</u> | <u>39.70%</u> |
| | | \$819,555.00 | \$1,186,095.13 | \$366,540.13 | 44.72% |
| <i>OCTOBER EARNED</i> | OCCUPANCY | \$261,640.00 | \$348,085.75 | \$86,445.75 | 33.04% |
| <u>NOV RECEIVED</u> | MEALS | <u>\$212,220.00</u> | <u>\$273,920.83</u> | <u>\$61,700.83</u> | <u>29.07%</u> |
| | | \$473,860.00 | \$622,006.58 | \$148,146.58 | 31.26% |
| <i>NOVEMBER EARNED</i> | OCCUPANCY | \$112,835.00 | \$182,561.98 | \$69,726.98 | 61.80% |
| <u>DEC RECEIVED</u> | MEALS | <u>\$134,805.00</u> | <u>\$178,483.22</u> | <u>\$43,678.22</u> | <u>32.40%</u> |
| | | \$247,640.00 | \$361,045.20 | \$113,405.20 | 45.79% |
| <i>DECEMBER EARNED</i> | OCCUPANCY | \$81,700.00 | \$0.00 | \$0.00 | 0.00% |
| <u>JAN RECEIVED</u> | MEALS | <u>\$106,990.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$188,690.00 | \$0.00 | \$0.00 | 0.00% |
| <i>JANUARY EARNED</i> | OCCUPANCY | \$272,985.00 | \$0.00 | \$0.00 | 0.00% |
| <u>FEB RECEIVED</u> | MEALS | <u>\$90,410.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$363,395.00 | \$0.00 | \$0.00 | 0.00% |
| <i>FEBRUARY EARNED</i> | OCCUPANCY | \$133,825.00 | \$0.00 | \$0.00 | 0.00% |
| <u>MARCH RECEIVED</u> | MEALS | <u>\$92,745.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$226,570.00 | \$0.00 | \$0.00 | 0.00% |
| <i>MARCH EARNED</i> | OCCUPANCY | \$125,235.00 | \$0.00 | \$0.00 | 0.00% |
| <u>APRIL RECEIVED</u> | MEALS | <u>\$136,055.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$261,290.00 | \$0.00 | \$0.00 | 0.00% |
| <i>APRIL EARNED</i> | OCCUPANCY | \$275,870.00 | \$0.00 | \$0.00 | 0.00% |
| <u>MAY RECEIVED</u> | MEALS | <u>\$209,790.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$485,660.00 | \$0.00 | \$0.00 | 0.00% |
| <i>MAY EARNED</i> | OCCUPANCY | \$353,200.00 | \$0.00 | \$0.00 | 0.00% |
| <u>JUNE RECEIVED</u> | MEALS | <u>\$252,670.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$605,870.00 | \$0.00 | \$0.00 | 0.00% |
| TOTALS | OCCUPANCY | \$4,964,660.00 | \$6,321,043.53 | \$1,356,383.53 | 27.32% |
| TO-DATE | MEALS | <u>\$1,889,650.00</u> | <u>\$2,490,137.55</u> | <u>\$600,487.55</u> | <u>31.78%</u> |
| | | \$6,854,310.00 | \$8,811,181.08 | \$1,956,871.08 | 28.55% |
| TOTAL | OCCUPANCY | \$6,207,475.00 | | | |
| PROJECTED | MEALS | <u>\$2,778,310.00</u> | | | |
| 2023-2024 | | \$8,985,785.00 | | | |

| CALENDAR YEAR RECEIPTS | | ACTUAL | ACTUAL | +/- \$ | +/- % |
|-------------------------|------------------|------------------------------|-----------------------|-----------------------|----------------|
| <u>2022-2023</u> | | 2022 | 2023 | | |
| <i>DECEMBER EARNED</i> | | | | | |
| <u>JAN RECEIVED</u> | OCCUPANCY | \$191,666.48 | \$101,098.09 | (\$90,568.39) | -47.25% |
| | MEALS | <u>\$172,557.93</u> | <u>\$143,214.99</u> | <u>(\$29,342.94)</u> | <u>-17.00%</u> |
| | | \$364,224.41 | \$244,313.08 | (\$119,911.33) | -32.92% |
| <i>JANUARY EARNED</i> | | | | | |
| <u>FEB RECEIVED</u> | OCCUPANCY | \$320,768.60 | \$322,624.32 | \$1,855.72 | 0.58% |
| | MEALS | <u>\$93,580.41</u> | <u>\$124,423.37</u> | <u>\$30,842.96</u> | <u>32.96%</u> |
| | | \$414,349.01 | \$447,047.69 | \$32,698.68 | 7.89% |
| <i>FEBRUARY EARNED</i> | | | | | |
| <u>MARCH RECEIVED</u> | OCCUPANCY | \$170,200.72 | \$170,000.09 | (\$200.63) | -0.12% |
| | MEALS | <u>\$131,328.38</u> | <u>\$116,207.73</u> | <u>(\$15,120.65)</u> | <u>-11.51%</u> |
| | | \$301,529.10 | \$286,207.82 | (\$15,321.28) | -5.08% |
| <i>MARCH EARNED</i> | | | | | |
| <u>APRIL RECEIVED</u> | OCCUPANCY | \$229,960.99 | \$228,526.82 | (\$1,434.17) | -0.62% |
| | MEALS | <u>\$176,838.05</u> | <u>\$179,535.02</u> | <u>\$2,696.97</u> | <u>1.53%</u> |
| | | \$406,799.04 | \$408,061.84 | \$1,262.80 | 0.31% |
| <i>APRIL EARNED</i> | | | | | |
| <u>MAY RECEIVED</u> | OCCUPANCY | \$451,019.43 | \$436,134.79 | (\$14,884.64) | -3.30% |
| | MEALS | <u>\$284,410.03</u> | <u>\$284,934.66</u> | <u>\$524.63</u> | <u>0.18%</u> |
| | | \$735,429.46 | \$721,069.45 | (\$14,360.01) | -1.95% |
| <i>MAY EARNED</i> | | | | | |
| <u>JUNE RECEIVED</u> | OCCUPANCY | \$679,226.62 | \$612,281.25 | (\$66,945.37) | -9.86% |
| | MEALS | <u>\$344,507.94</u> | <u>\$359,175.60</u> | <u>\$14,667.66</u> | <u>4.26%</u> |
| | | \$1,023,734.56 | \$971,456.85 | (\$52,277.71) | -5.11% |
| <i>JUNE EARNED</i> | | | | | |
| <u>JULY RECEIVED</u> | OCCUPANCY | \$1,366,625.62 | \$1,367,017.91 | \$392.29 | 0.03% |
| | MEALS | <u>\$486,160.01</u> | <u>\$514,981.30</u> | <u>\$28,821.29</u> | <u>5.93%</u> |
| | | \$1,852,785.63 | \$1,881,999.21 | \$29,213.58 | 1.58% |
| <i>JULY EARNED</i> | | | | | |
| <u>AUGUST RECEIVED</u> | OCCUPANCY | \$2,025,876.87 | \$2,165,402.07 | \$139,525.20 | 6.89% |
| | MEALS | <u>\$597,289.43</u> | <u>\$604,977.26</u> | <u>\$7,687.83</u> | <u>1.29%</u> |
| | | \$2,623,166.30 | \$2,770,379.33 | \$147,213.03 | 5.61% |
| <i>AUGUST EARNED</i> | | | | | |
| <u>SEPT RECEIVED</u> | OCCUPANCY | \$1,434,166.40 | \$1,458,380.44 | \$24,214.04 | 1.69% |
| | MEALS | <u>\$496,883.38</u> | <u>\$531,275.19</u> | <u>\$34,391.81</u> | <u>6.92%</u> |
| | | \$1,931,049.78 | \$1,989,655.63 | \$58,605.85 | 3.03% |
| <i>SEPTEMBER EARNED</i> | | | | | |
| <u>OCT RECEIVED</u> | OCCUPANCY | \$725,052.86 | \$799,595.38 | \$74,542.52 | 10.28% |
| | MEALS | <u>\$398,737.51</u> | <u>\$386,499.75</u> | <u>(\$12,237.76)</u> | <u>-3.07%</u> |
| | | \$1,123,790.37 | \$1,186,095.13 | \$62,304.76 | 5.54% |
| <i>OCTOBER EARNED</i> | | | | | |
| <u>NOV RECEIVED</u> | OCCUPANCY | \$433,387.04 | \$348,085.75 | (\$85,301.29) | -19.68% |
| | MEALS | <u>\$162,642.84</u> | <u>\$273,920.83</u> | <u>\$111,277.99</u> | <u>68.42%</u> |
| | | \$596,029.88 | \$622,006.58 | \$25,976.70 | 4.36% |
| <i>NOVEMBER EARNED</i> | | | | | |
| <u>DEC RECEIVED</u> | OCCUPANCY | \$185,251.27 | \$182,561.98 | (\$2,689.29) | -1.45% |
| | MEALS | <u>\$300,138.52</u> | <u>\$178,483.22</u> | <u>(\$121,655.30)</u> | <u>-40.53%</u> |
| | | \$485,389.79 | \$361,045.20 | (\$124,344.59) | -25.62% |
| <i>Total To Date</i> | | | | | |
| | Occupancy | \$8,213,202.90 | \$8,191,708.89 | (\$21,494.01) | -0.26% |
| | Meals | <u>\$3,645,074.43</u> | <u>\$3,697,628.92</u> | <u>\$52,554.49</u> | <u>1.44%</u> |
| | | \$11,858,277.33 | \$11,889,337.81 | \$31,060.48 | 0.26% |
| <i>Total for Year</i> | | | | | |
| | OCCUPANCY | \$8,213,202.90 | | | |
| | MEALS | <u>\$3,645,074.43</u> | | | |
| | | \$11,858,277.33 | | | |

OCCUPANCY & MEALS FY 2023-2024

ACTUAL RECEIPTS

| FISCAL YEAR RECEIPTS | | ACTUAL FY 22-23 | ACTUAL FY 23-24 | +/- \$ | +/- % |
|-------------------------------|------------------|------------------------------|------------------------------|---------------------------|---------------------|
| <i>JUNE EARNED</i> | OCCUPANCY | \$1,366,625.62 | \$1,367,017.91 | \$392.29 | 0.03% |
| <u>JULY RECEIVED</u> | MEALS | <u>\$486,160.01</u> | <u>\$514,981.30</u> | <u>\$28,821.29</u> | <u>5.93%</u> |
| | | \$1,852,785.63 | \$1,881,999.21 | \$29,213.58 | 1.58% |
| <i>JULY EARNED</i> | OCCUPANCY | \$2,025,876.87 | \$2,165,402.07 | \$139,525.20 | 6.89% |
| <u>AUGUST RECEIVED</u> | MEALS | <u>\$597,289.43</u> | <u>\$604,977.26</u> | <u>\$7,687.83</u> | <u>1.29%</u> |
| | | \$2,623,166.30 | \$2,770,379.33 | \$147,213.03 | 5.61% |
| <i>AUGUST EARNED</i> | OCCUPANCY | \$1,434,166.40 | \$1,458,380.44 | \$24,214.04 | 1.69% |
| <u>SEPT RECEIVED</u> | MEALS | <u>\$496,883.38</u> | <u>\$531,275.19</u> | <u>\$34,391.81</u> | <u>6.92%</u> |
| | | \$1,931,049.78 | \$1,989,655.63 | \$58,605.85 | 3.03% |
| <i>SEPTEMBER EARNED</i> | OCCUPANCY | \$725,052.86 | \$799,595.38 | \$74,542.52 | 10.28% |
| <u>OCT RECEIVED</u> | MEALS | <u>\$398,737.51</u> | <u>\$386,499.75</u> | <u>(\$12,237.76)</u> | <u>-3.07%</u> |
| | | \$1,123,790.37 | \$1,186,095.13 | \$62,304.76 | 5.54% |
| <i>OCTOBER EARNED</i> | OCCUPANCY | \$433,387.04 | \$348,085.75 | (\$85,301.29) | -19.68% |
| <u>NOV RECEIVED</u> | MEALS | <u>\$162,642.84</u> | <u>\$273,920.83</u> | <u>\$111,277.99</u> | <u>68.42%</u> |
| | | \$596,029.88 | \$622,006.58 | \$25,976.70 | 4.36% |
| <i>NOVEMBER EARNED</i> | OCCUPANCY | \$185,251.27 | \$182,561.98 | (\$2,689.29) | -1.45% |
| <u>DEC RECEIVED</u> | MEALS | <u>\$300,138.52</u> | <u>\$178,483.22</u> | <u>(\$121,655.30)</u> | <u>-40.53%</u> |
| | | \$485,389.79 | \$361,045.20 | (\$124,344.59) | -25.62% |
| <i>DECEMBER EARNED</i> | OCCUPANCY | \$101,098.09 | \$0.00 | \$0.00 | 0.00% |
| <u>JAN RECEIVED</u> | MEALS | <u>\$143,214.99</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$244,313.08 | \$0.00 | \$0.00 | 0.00% |
| <i>JANUARY EARNED</i> | OCCUPANCY | \$322,624.32 | \$0.00 | \$0.00 | 0.00% |
| <u>FEB RECEIVED</u> | MEALS | <u>\$124,423.37</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$447,047.69 | \$0.00 | \$0.00 | 0.00% |
| <i>FEBRUARY EARNED</i> | OCCUPANCY | \$170,000.09 | \$0.00 | \$0.00 | 0.00% |
| <u>MARCH RECEIVED</u> | MEALS | <u>\$116,207.73</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$286,207.82 | \$0.00 | \$0.00 | 0.00% |
| <i>MARCH EARNED</i> | OCCUPANCY | \$228,526.82 | \$0.00 | \$0.00 | 0.00% |
| <u>APRIL RECEIVED</u> | MEALS | <u>\$179,535.02</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$408,061.84 | \$0.00 | \$0.00 | 0.00% |
| <i>APRIL EARNED</i> | OCCUPANCY | \$436,134.79 | \$0.00 | \$0.00 | 0.00% |
| <u>MAY RECEIVED</u> | MEALS | <u>\$284,934.66</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$721,069.45 | \$0.00 | \$0.00 | 0.00% |
| <i>MAY EARNED</i> | OCCUPANCY | \$612,281.25 | \$0.00 | \$0.00 | 0.00% |
| <u>JUNE RECEIVED</u> | MEALS | <u>\$359,175.60</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$971,456.85 | \$0.00 | \$0.00 | 0.00% |
| TOTAL TO DATE | OCCUPANCY | \$6,170,360.06 | \$6,321,043.53 | \$150,683.47 | 2.44% |
| | MEALS | <u>\$2,441,851.69</u> | <u>\$2,490,137.55</u> | <u>\$48,285.86</u> | <u>1.98%</u> |
| | | \$8,612,211.75 | \$8,811,181.08 | \$198,969.33 | 2.31% |
| TOTAL ACTUAL 2022-2023 | OCCUPANCY | \$8,041,025.42 | | | |
| | MEALS | <u>\$3,649,343.06</u> | | | |
| | | \$11,690,368.48 | | | |

Dare County Gross Collections on Retail Sales

| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | Variance 2023-2022 | Percent Change |
|-----------------------|--------------------|--------------------|--------------------|-------------------|-------------------|-------------------|-------------------------------|---------------------------|
| January | 5,498,489 | 5,359,454 | 4,657,080 | 3,809,146 | 3,518,081 | 3,585,781 | 139,035 | 2.59% |
| February | 5,720,632 | 5,088,542 | 4,749,304 | 3,323,370 | 3,026,989 | 2,738,341 | 632,090 | 12.42% |
| March | 4,840,202 | 4,719,805 | 4,162,193 | 3,077,829 | 2,831,112 | 2,829,152 | 120,397 | 2.55% |
| April | 6,631,823 | 6,393,489 | 6,474,307 | 3,465,302 | 4,266,897 | 3,948,431 | 238,334 | 3.73% |
| May | 8,187,759 | 9,057,618 | 7,933,574 | 2,728,392 | 5,501,100 | 4,861,088 | -869,859 | -9.60% |
| June | 10,047,125 | 10,023,252 | 10,165,581 | 5,686,714 | 7,096,777 | 6,558,353 | 23,873 | 0.24% |
| July | 15,882,323 | 15,463,045 | 14,146,535 | 12,370,251 | 11,321,288 | 10,815,908 | 419,278 | 2.71% |
| August | 19,353,849 | 17,642,098 | 16,810,430 | 13,794,215 | 13,178,541 | 12,870,106 | 1,711,751 | 9.70% |
| September | 15,385,152 | 15,470,465 | 14,558,020 | 12,478,041 | 11,799,596 | 10,996,721 | -85,313 | -0.55% |
| October | 11,213,371 | 10,371,192 | 10,366,595 | 9,103,596 | 6,834,818 | 6,542,087 | 842,179 | 8.12% |
| November | 0 | 7,843,407 | 7,717,041 | 6,925,862 | 5,191,614 | 4,932,146 | | |
| December | 0 | 6,006,535 | 5,741,952 | 5,029,105 | 3,874,539 | 3,719,123 | | |
| YTD | 102,760,725 | 99,588,960 | 94,023,619 | 69,836,856 | 69,375,199 | 65,745,968 | 3,171,765 | 3.18% |
| TOTAL | 102,760,725 | 113,438,902 | 107,482,612 | 81,791,823 | 78,441,352 | 74,397,237 | | |
| YTD % Change | 3.18% | 5.92% | 34.63% | 0.67% | 5.52% | 14.04% | | |
| Total % Change | 3.18% | 5.54% | 31.41% | 4.27% | 5.44% | 1.51% | | |

| Outer Banks Visitors Bureau Gross Occupancy Summary 2010-2023 | | | | | | | | | | | | | | |
|---|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 |
| January | 32,326,040 | 32,129,068 | 22,515,577 | 8,223,680 | 6,272,045 | 7,115,084 | 7,131,148 | 6,278,051 | 5,968,549 | 4,638,247 | 5,037,412 | 4,289,234 | 4,628,765 | 4,494,306 |
| February | 17,078,293 | 17,071,361 | 16,833,409 | 6,788,236 | 6,004,609 | 5,205,555 | 4,938,755 | 3,599,607 | 3,283,399 | 2,946,032 | 2,968,109 | 3,213,823 | 2,878,117 | 2,386,002 |
| March | 22,911,263 | 22,897,441 | 28,050,784 | 3,538,436 | 9,370,541 | 9,356,430 | 7,159,836 | 7,924,692 | 5,399,408 | 5,159,003 | 6,338,567 | 5,450,681 | 4,090,156 | 3,572,289 |
| April | 43,812,778 | 45,219,347 | 39,424,885 | 715,316 | 22,183,138 | 18,054,916 | 19,822,692 | 13,435,059 | 12,880,393 | 13,868,051 | 10,858,691 | 13,793,507 | 12,489,121 | 10,593,724 |
| May | 61,544,693 | 67,998,385 | 71,629,217 | 28,192,673 | 36,428,842 | 32,964,383 | 32,005,253 | 29,786,428 | 29,618,042 | 27,441,496 | 23,051,832 | 23,748,969 | 23,011,015 | 20,819,112 |
| June | 137,311,567 | 136,993,703 | 127,947,319 | 103,467,906 | 102,003,266 | 94,643,779 | 79,240,527 | 74,166,862 | 78,981,510 | 77,865,332 | 74,033,596 | 70,913,978 | 60,241,630 | 59,386,630 |
| July | 215,518,673 | 203,794,691 | 159,994,974 | 152,256,684 | 110,890,945 | 134,391,620 | 140,228,393 | 130,768,381 | 110,515,903 | 108,283,329 | 110,660,664 | 111,091,066 | 110,207,729 | 101,783,465 |
| August | 148,053,622 | 142,641,161 | 158,280,320 | 139,737,864 | 138,805,084 | 108,717,337 | 102,930,101 | 107,787,704 | 114,304,339 | 107,054,063 | 99,755,506 | 87,953,893 | 90,043,386 | 93,084,681 |
| September | 79,777,957 | 73,185,366 | 73,112,498 | 63,775,711 | 45,403,850 | 48,791,548 | 48,338,071 | 45,666,221 | 44,596,605 | 39,762,332 | 37,881,607 | 39,568,193 | 36,023,228 | 34,282,276 |
| October | 35,908,020 | 43,568,138 | 43,787,109 | 41,364,509 | 22,618,642 | 22,503,851 | 21,974,957 | 20,839,990 | 19,011,742 | 17,273,123 | 15,573,451 | 16,062,554 | 16,934,908 | 17,000,119 |
| November | 18,220,059 | 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 | 7,062,045 |
| December | | 10,195,045 | 18,096,294 | 11,266,628 | 6,505,201 | 4,706,348 | 4,815,968 | 3,624,331 | 3,498,490 | 3,058,680 | 4,446,831 | 3,057,722 | 2,946,610 | 2,381,348 |
| YTD Total | 812,462,965 | 804,052,982 | 752,970,124 | 565,114,046 | 511,504,915 | 491,710,165 | 474,504,085 | 449,385,780 | 432,133,774 | 411,164,718 | 392,277,498 | 382,124,874 | 367,343,308 | 354,464,649 |
| Total | 812,462,965 | 814,248,027 | 771,066,418 | 576,380,674 | 518,010,116 | 496,416,513 | 479,320,053 | 453,010,111 | 435,632,264 | 414,223,398 | 396,724,329 | 385,182,596 | 370,289,918 | 356,845,997 |
| YTD % Change | 1.05% | 6.78% | 33.24% | 10.48% | 4.03% | 3.63% | 5.59% | 3.99% | 5.10% | 4.81% | 2.66% | 4.02% | 3.63% | 4.26% |
| Total % Change | 1.05% | 5.60% | 33.78% | 11.27% | 4.35% | 3.57% | 5.81% | 3.99% | 5.17% | 4.41% | 3.00% | 4.02% | 3.77% | 3.84% |
| Month Increase/Decrease (Increase/Decrease)/Qtr | -1.80% | 62.84% | -33.18% | 47.98% | 15.64% | -7.16% | 17.54% | 20.58% | 10.19% | 12.35% | 1.31% | -11.13% | -3.78% | 5.27% |
| Qtr 1 (Dec-Feb) | -11.44% | 32.96% | 135.23% | 26.70% | -0.90% | 9.19% | 17.33% | 8.66% | 2.32% | 8.75% | 5.87% | 5.68% | -6.13% | 4.15% |
| Qtr 2 (Mar-May) | -5.76% | -2.15% | 328.72% | -52.27% | 12.60% | 2.35% | 15.33% | 6.78% | 3.08% | 15.45% | -6.38% | 8.60% | 13.16% | -4.71% |
| Qtr 3 (June-Aug) | 3.61% | 8.34% | 12.84% | 12.44% | 4.13% | 4.76% | 3.09% | 2.94% | 3.61% | 3.08% | 3.37% | 3.63% | 2.45% | 5.67% |
| Qtr 4 (Sept-Nov) | -1.04% | 5.47% | 4.99% | 53.61% | -2.11% | 0.26% | 7.15% | 6.26% | 11.38% | 7.28% | -3.40% | 3.21% | 2.41% | 3.70% |
| Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023 | | | | | | | | | | | | | | |
| For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48% | | | | | | | | | | | | | | |
| For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020 | | | | | | | | | | | | | | |
| Hurricane Earl struck on Labor Day weekend in September 2010 | | | | | | | | | | | | | | |
| Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11 | | | | | | | | | | | | | | |
| For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August | | | | | | | | | | | | | | |
| For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019 | | | | | | | | | | | | | | |
| Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20 | | | | | | | | | | | | | | |
| Hurricane Arthur struck on July 4, 2014. | | | | | | | | | | | | | | |
| For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000. | | | | | | | | | | | | | | |
| Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend. | | | | | | | | | | | | | | |
| Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017 | | | | | | | | | | | | | | |
| Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017 | | | | | | | | | | | | | | |
| Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred. | | | | | | | | | | | | | | |
| For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund. | | | | | | | | | | | | | | |
| For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000 | | | | | | | | | | | | | | |
| For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10% | | | | | | | | | | | | | | |
| Hurricane Dorian mandatory evacuations September 3-September 12, 2019. | | | | | | | | | | | | | | |
| Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020 | | | | | | | | | | | | | | |
| For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7% | | | | | | | | | | | | | | |
| For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7% | | | | | | | | | | | | | | |
| For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure | | | | | | | | | | | | | | |

| Outer Banks Visitors Bureau | | | | | | | | | | | | | | |
|---|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Gross Meals Summary | | | | | | | | | | | | | | |
| 2010-2023 | | | | | | | | | | | | | | |
| | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 |
| January | 15,014,241 | 10,601,001 | 10,669,210 | 9,567,693 | 9,232,116 | 6,630,060 | 6,907,169 | 6,951,100 | 7,366,165 | 6,423,044 | 5,737,827 | 5,908,401 | 5,149,079 | 4,946,077 |
| February | 12,282,779 | 13,854,379 | 9,647,064 | 9,280,396 | 7,938,346 | 8,081,163 | 8,107,544 | 7,190,738 | 6,442,985 | 6,280,032 | 5,873,076 | 6,001,197 | 5,600,305 | 5,306,714 |
| March | 19,052,221 | 17,964,701 | 17,851,725 | 7,466,202 | 13,993,067 | 12,472,869 | 12,750,137 | 12,593,172 | 10,133,762 | 9,481,493 | 10,153,689 | 9,324,697 | 8,342,477 | 7,944,634 |
| April | 29,882,256 | 29,762,315 | 26,101,925 | 3,749,728 | 20,152,467 | 17,693,017 | 19,029,550 | 15,347,188 | 15,145,381 | 14,781,867 | 13,161,426 | 15,272,146 | 13,937,220 | 12,643,388 |
| May | 37,191,059 | 35,766,126 | 36,273,162 | 14,079,809 | 27,895,551 | 25,305,198 | 24,480,322 | 22,700,007 | 23,106,126 | 22,196,739 | 20,503,341 | 20,033,102 | 17,884,885 | 17,420,030 |
| June | 53,653,158 | 49,188,354 | 48,603,545 | 35,377,612 | 39,212,117 | 37,728,467 | 36,369,937 | 33,185,424 | 33,214,790 | 31,198,217 | 30,968,797 | 30,676,562 | 28,170,717 | 25,929,735 |
| July | 62,371,753 | 61,144,299 | 55,983,285 | 37,531,226 | 47,545,995 | 44,840,505 | 43,176,322 | 42,856,387 | 41,248,363 | 38,508,812 | 37,227,457 | 36,914,627 | 36,454,367 | 35,295,259 |
| August | 54,381,491 | 52,469,499 | 45,615,512 | 34,686,508 | 44,023,260 | 39,760,919 | 37,942,828 | 39,204,887 | 38,491,312 | 38,663,206 | 36,725,099 | 33,521,889 | 27,024,599 | 31,515,361 |
| September | 39,511,303 | 39,658,009 | 38,713,169 | 31,758,793 | 24,552,170 | 24,228,769 | 27,122,726 | 26,673,486 | 26,274,599 | 23,584,456 | 23,168,505 | 22,057,864 | 19,239,630 | 18,678,839 |
| October | 30,360,180 | 18,866,693 | 29,131,584 | 22,495,453 | 19,796,005 | 18,452,784 | 19,261,951 | 15,237,438 | 16,212,875 | 16,047,497 | 14,278,541 | 13,282,164 | 13,084,800 | 13,295,890 |
| November | 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 | 8,822,724 |
| December | | 14,853,412 | 15,637,654 | 10,519,542 | 10,994,527 | 9,670,246 | 10,184,239 | 9,049,333 | 8,333,905 | 7,902,396 | 6,839,007 | 7,025,072 | 7,391,106 | 5,983,306 |
| YTD Total | 373,032,448 | 357,452,323 | 336,211,447 | 222,315,841 | 267,049,435 | 247,642,349 | 246,912,946 | 233,786,094 | 228,445,711 | 217,028,746 | 206,958,964 | 201,630,584 | 183,476,001 | 181,798,651 |
| Total | 373,032,448 | 372,305,735 | 351,849,101 | 232,835,383 | 278,043,962 | 257,312,595 | 257,097,185 | 242,835,427 | 236,779,616 | 224,931,142 | 213,797,971 | 208,655,656 | 190,867,107 | 187,781,957 |
| YTD % Change | 4.36% | 6.32% | 51.23% | -16.75% | 7.84% | 0.30% | 5.61% | 2.34% | 5.26% | 4.87% | 2.64% | 9.89% | 0.92% | 1.67% |
| Total % Change | 4.36% | 5.81% | 51.11% | -16.26% | 8.06% | 0.08% | 5.87% | 2.56% | 5.27% | 5.21% | 2.46% | 9.32% | 1.64% | 1.54% |
| Month Increase/(Decrease) % | -31.39% | 59.90% | 7.96% | 28.44% | 2.09% | 5.82% | -0.69% | 9.59% | 9.59% | 7.66% | 6.06% | 0.58% | -2.66% | 6.32% |
| Month Increase/(Decrease)/Qtr | | | | | | | | | | | | | | |
| Qtr 1 (Dec-Feb) | 5.13% | 30.02% | 3.33% | 11.18% | 7.81% | 3.46% | 7.07% | 3.52% | 11.10% | 4.86% | -3.44% | 15.35% | 2.18% | -8.46% |
| Qtr 2 (Mar-May) | 3.15% | 4.07% | 217.16% | -59.23% | 11.84% | -1.40% | 11.10% | 4.66% | 4.14% | 6.03% | -1.82% | 11.12% | 5.67% | 2.23% |
| Qtr 3 (June-Aug) | 4.67% | 8.39% | 39.60% | -17.73% | 6.91% | 4.12% | 1.95% | 2.03% | 4.23% | 3.29% | 3.77% | 10.33% | -1.18% | 3.25% |
| Qtr 4 (Sept-Nov) | 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% | 1.05% |
| Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022 | | | | | | | | | | | | | | |
| Hurricane Irene struck August 27, 2011 | | | | | | | | | | | | | | |
| Hurricane Sandy struck on October 27, 2012 | | | | | | | | | | | | | | |
| Hurricane Arthur struck on July 4, 2014 | | | | | | | | | | | | | | |
| Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend. | | | | | | | | | | | | | | |
| Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017 | | | | | | | | | | | | | | |
| Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017 | | | | | | | | | | | | | | |
| Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered. | | | | | | | | | | | | | | |
| For January 2019, about \$1,000,000 was reported from prior months in SS. | | | | | | | | | | | | | | |
| Hurricane Dorian mandatory evacuations September 3-September 12, 2019. | | | | | | | | | | | | | | |
| For September 2019, about \$261,000 was reported from prior months in Frisco. | | | | | | | | | | | | | | |
| Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020 | | | | | | | | | | | | | | |
| For September 2020, about \$1,200,000 was reported from July and August. | | | | | | | | | | | | | | |
| For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021. | | | | | | | | | | | | | | |
| For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021 | | | | | | | | | | | | | | |
| For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower. | | | | | | | | | | | | | | |
| For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022. | | | | | | | | | | | | | | |

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2019 | 2020 | 2021 | 2022 | 2023 | 2019 | 2020 | 2021 | 2022 | 2023 |
|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | Bed & | Bed & | Bed & | Bed & | Bed & | Camp- | Camp- | Camp- | Camp- | Camp- | Cottage | Cottage | Cottage | Cottage | Cottage |
| | Breakfast | Breakfast | Breakfast | Breakfast | Breakfast | ground | ground | ground | ground | ground | | | | | |
| January | 21,848 | 18,954 | 69,721 | 33,385 | 85,050 | 149,040 | 101,762 | 197,792 | 177,093 | 15,667 | 57,144 | 60,734 | 73,666 | 65,334 | 51,898 |
| February | 143,923 | 27,050 | 54,287 | 88,113 | 68,535 | 79,720 | 89,994 | 183,108 | 180,687 | 21,786 | 54,050 | 55,880 | 87,169 | 71,244 | 54,275 |
| March | 85,386 | 29,171 | 136,583 | -6,494 | 122,945 | 249,522 | 63,921 | 692,174 | 414,682 | 159,347 | 160,084 | 65,539 | 206,483 | 136,291 | 117,052 |
| April | 877,315 | 9,994 | 259,204 | 260,362 | 186,041 | 587,966 | 1,930 | 1,235,799 | 1,294,819 | 454,658 | 365,960 | 48,233 | 404,682 | 326,574 | 298,479 |
| May | 309,416 | 91,397 | 282,278 | 285,411 | 262,423 | 990,995 | 1,130,609 | 1,918,384 | 1,046,309 | 571,317 | 600,680 | 254,673 | 565,909 | 530,590 | 410,132 |
| June | 417,010 | 351,108 | 570,964 | 330,644 | 353,506 | 1,830,953 | 2,412,414 | 2,845,176 | 1,770,185 | 1,305,653 | 1,288,613 | 795,837 | 919,645 | 833,391 | 705,955 |
| July | 300,025 | 363,847 | 446,262 | 595,516 | 427,557 | 1,966,882 | 2,685,694 | 3,088,190 | 1,860,733 | 1,284,313 | 1,563,325 | 1,043,368 | 1,058,556 | 1,166,419 | 936,181 |
| August | 369,371 | 373,764 | 532,087 | 383,480 | 306,695 | 1,510,242 | 1,588,143 | 2,216,628 | 1,415,619 | 813,582 | 872,728 | 902,896 | 902,324 | 778,232 | 691,547 |
| September | 254,760 | 278,989 | 401,958 | 240,314 | 188,170 | 427,073 | 1,348,600 | 1,567,213 | 888,980 | 551,520 | 437,579 | 551,614 | 608,182 | 610,925 | 552,665 |
| October | 149,153 | 155,303 | 165,873 | 237,302 | 115,799 | 406,219 | 922,352 | 1,030,829 | 438,511 | 368,819 | 308,779 | 493,509 | 491,572 | 357,764 | 356,835 |
| November | 74,856 | 65,719 | 125,498 | 77,421 | 36,929 | 126,014 | 355,225 | 365,096 | 176,484 | 148,581 | 143,147 | 63,227 | 145,754 | 79,095 | 142,803 |
| December | 82,449 | 106,697 | 136,248 | 28,424 | | 59,397 | 149,223 | 178,506 | -5,128 | | 55,559 | 214,261 | 90,408 | 187,222 | |
| <i>YTD Totals</i> | <i>3,003,063</i> | <i>1,765,296</i> | <i>3,044,715</i> | <i>2,525,454</i> | <i>2,153,650</i> | <i>8,324,626</i> | <i>10,700,644</i> | <i>15,340,389</i> | <i>9,664,102</i> | <i>5,695,243</i> | <i>5,852,089</i> | <i>4,335,510</i> | <i>5,463,942</i> | <i>4,955,859</i> | <i>4,317,822</i> |
| Total | 3,085,512 | 1,871,993 | 3,180,963 | 2,553,878 | 2,153,650 | 8,384,023 | 10,849,867 | 15,518,895 | 9,658,974 | 5,695,243 | 5,907,648 | 4,549,771 | 5,554,350 | 5,143,081 | 4,317,822 |

| | | | | | | | | | | | | | | | |
|--------------------------|---------------|----------------|---------------|----------------|----------------|---------------|---------------|---------------|----------------|----------------|----------------|----------------|---------------|---------------|----------------|
| Month Increase | -2.91% | -12.21% | 90.96% | -38.31% | -52.30% | 6.14% | 181.89% | 2.78% | -51.66% | -15.81% | -29.12% | -55.83% | 130.52% | -45.73% | 80.55% |
| <i>YTD Increase</i> | 57.57% | -41.22% | 72.48% | -17.05% | -14.72% | 12.30% | 28.54% | 43.36% | -37.00% | -41.07% | -10.28% | -25.92% | 26.03% | -9.30% | -12.87% |
| Total Year Increa | 60.33% | -39.33% | 69.92% | -19.71% | | 12.62% | 29.41% | 43.03% | -37.76% | | -10.68% | -22.99% | 22.08% | -7.40% | |

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2019 | 2020 | 2021 | 2022 | 2023 | 2019 | 2020 | 2021 | 2022 | 2023 |
|-------------------|-------------------|-------------------|--------------------|--------------------|--------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| | Motel/ Hotel | Motel/ Hotel | Motel/ Hotel | Motel/ Hotel | Motel/ Hotel | Online Travel OTC * | Online Travel OTC * | Online Travel OTC * | Online Travel OTC * | Online Travel OTC * | Property Management Agencies | Property Management Agencies | Property Management Agencies | Property Management Agencies | Property Management Agencies |
| January | 1,301,265 | 1,437,035 | 1,748,076 | 1,643,048 | 1,933,579 | 19,038 | 18,951 | 80,549 | 149,571 | 159,300 | 4,641,865 | 6,501,671 | 20,308,517 | 30,139,025 | 30,132,778 |
| February | 1,331,764 | 1,533,776 | 1,728,750 | 2,126,093 | 2,107,700 | 21,882 | 25,687 | 121,593 | 228,025 | 311,380 | 4,283,950 | 4,958,235 | 14,641,992 | 14,518,460 | 14,706,513 |
| March | 2,618,614 | 1,246,258 | 3,909,056 | 3,943,594 | 4,072,116 | 48,950 | 24,532 | 456,135 | 458,768 | 521,683 | 6,065,892 | 2,033,390 | 22,818,135 | 18,269,896 | 18,236,039 |
| April | 5,082,911 | 272,368 | 7,371,174 | 8,104,880 | 8,083,416 | 129,659 | 6,532 | 690,426 | 970,654 | 1,063,464 | 14,912,027 | 382,791 | 29,766,955 | 35,002,625 | 34,488,045 |
| May | 8,296,802 | 3,148,199 | 11,955,124 | 10,324,362 | 10,518,694 | 148,954 | 188,734 | 1,201,894 | 1,151,529 | 1,247,200 | 25,901,180 | 23,445,254 | 56,477,960 | 55,576,157 | 49,509,116 |
| June | 11,050,965 | 11,291,492 | 17,405,621 | 16,192,842 | 16,054,375 | 220,076 | 689,124 | 1,781,971 | 1,801,287 | 2,070,056 | 86,974,007 | 88,087,699 | 105,559,551 | 117,473,065 | 118,553,305 |
| July | 13,333,255 | 16,489,187 | 22,217,201 | 20,666,774 | 21,259,405 | 280,756 | 291,105 | 2,244,007 | 2,397,468 | 2,892,211 | 93,189,170 | 131,031,173 | 132,554,585 | 178,978,115 | 191,239,034 |
| August | 14,094,249 | 13,307,261 | 18,448,886 | 16,657,613 | 16,564,558 | 266,881 | 244,691 | 2,161,167 | 2,079,173 | 2,423,773 | 121,424,486 | 122,944,015 | 135,457,160 | 122,930,026 | 129,365,315 |
| September | 6,280,715 | 9,374,533 | 11,630,739 | 11,442,403 | 11,573,148 | 128,596 | 495,636 | 1,369,614 | 1,254,083 | 1,422,871 | 37,793,636 | 51,755,580 | 58,512,166 | 59,777,401 | 66,745,205 |
| October | 5,163,907 | 6,047,939 | 7,830,739 | 7,109,786 | 7,072,350 | 76,787 | 91,603 | 794,126 | 637,398 | 737,809 | 16,375,128 | 33,435,472 | 34,110,939 | 35,292,753 | 27,840,006 |
| November | 1,972,903 | 1,882,898 | 2,106,980 | 3,118,187 | 2,970,668 | 31,815 | 7,333 | 8,921 | 301,371 | 336,909 | 9,080,251 | 14,518,005 | 8,640,528 | 14,980,559 | 14,816,354 |
| December | 1,413,200 | 1,833,474 | 3,253,943 | 1,900,473 | | 22,812 | 50,865 | 515,173 | 234,745 | | 4,773,626 | 8,836,444 | 14,219,918 | 7,958,228 | |
| <i>YTD Totals</i> | <i>70,527,350</i> | <i>66,030,946</i> | <i>106,352,346</i> | <i>101,329,582</i> | <i>102,210,009</i> | <i>1,373,394</i> | <i>2,083,928</i> | <i>10,910,403</i> | <i>11,429,327</i> | <i>13,186,656</i> | <i>420,641,592</i> | <i>479,093,285</i> | <i>618,848,488</i> | <i>682,938,082</i> | <i>695,631,710</i> |
| Total | 71,940,550 | 67,864,420 | 109,606,289 | 103,230,055 | 102,210,009 | 1,396,206 | 2,134,793 | 11,425,576 | 11,664,072 | 13,186,656 | 425,415,218 | 487,929,729 | 633,068,406 | 690,896,310 | 695,631,710 |

| | | | | | | | | | | | | | | | |
|--------------------------|--------------|---------------|---------------|---------------|--------------|----------------|---------------|----------------|--------------|---------------|--------------|---------------|---------------|---------------|--------------|
| Month Increase | -6.13% | -4.56% | 11.90% | 47.99% | -4.73% | -11.00% | -76.95% | 21.66% | 3278.22% | 11.79% | 24.06% | 59.89% | -40.48% | 73.38% | -1.10% |
| <i>YTD Increase</i> | 3.68% | -6.38% | 61.06% | -4.72% | 0.87% | -29.26% | 51.74% | 423.55% | 4.76% | 15.38% | 3.87% | 13.90% | 29.17% | 10.36% | 1.86% |
| Total Year Increa | 3.84% | -5.67% | 61.51% | -5.82% | | -29.07% | 52.90% | 435.21% | 2.09% | | 4.24% | 14.69% | 29.75% | 9.13% | |

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

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2019 | 2020 | 2021 | 2022 | 2023 | 2019 | 2020 | 2021 | 2022 | 2023 |
|-------------------|-------------------|-------------------|--------------------|--------------------|--------------------|------------------|------------------|------------------|------------------|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | Other | Other | Other | Other | Other | | | | | | | | | | |
| | Rental | Rental | Rental | Rental | Rental | 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 | 100,883 | 103,524 | 117,805 | 71,183 | 107,068 | 6,272,045 | 8,223,680 | 22,515,577 | 32,129,068 | 32,326,040 |
| February | | 3,640,228 | 8,831,162 | 9,964,265 | 9,901,463 | 111,202 | 123,301 | 138,103 | 86,764 | 119,484 | 6,004,609 | 6,788,236 | 16,833,409 | 17,071,361 | 17,078,293 |
| March | | 392,302 | 14,285,652 | 11,694,833 | 11,682,633 | 191,043 | 100,157 | 288,353 | 139,472 | 203,764 | 9,370,541 | 3,538,436 | 28,050,784 | 22,897,441 | 22,911,263 |
| April | | 54,406 | 11,899,053 | 11,767,660 | 12,328,326 | 356,959 | 0 | 387,071 | 230,087 | 302,139 | 22,183,138 | 715,316 | 39,424,885 | 45,219,347 | 43,812,778 |
| May | | 7,959,755 | 11,894,484 | 12,431,457 | 12,627,627 | 329,769 | 122,541 | 429,562 | 235,556 | 273,011 | 36,428,842 | 28,192,673 | 71,629,217 | 67,998,385 | 61,544,693 |
| June | | 15,349,447 | 15,036,636 | 18,707,648 | 18,477,129 | 441,718 | 529,356 | 646,362 | 393,576 | 338,773 | 102,003,266 | 103,467,906 | 127,947,319 | 136,993,703 | 137,311,567 |
| July | 9,774,831 | 14,163,157 | 18,366,907 | 22,972,242 | 23,810,322 | 538,288 | 643,415 | 630,180 | 527,134 | 372,183 | 110,890,945 | 152,256,684 | 159,994,974 | 203,794,691 | 215,518,673 |
| August | 24,094,200 | 14,432,996 | 15,236,263 | 17,820,645 | 17,510,657 | 534,008 | 621,785 | 723,235 | 476,191 | 311,925 | 138,805,084 | 139,737,864 | 158,280,320 | 142,641,161 | 148,053,622 |
| September | 5,444,607 | 7,502,538 | 9,479,100 | 9,589,739 | 9,771,123 | 210,087 | 466,395 | 392,240 | 225,343 | 167,249 | 45,403,850 | 63,775,711 | 73,112,498 | 73,185,366 | 79,777,957 |
| October | 3,090,168 | 5,199,066 | 6,243,795 | 5,954,385 | 5,629,110 | 215,456 | 309,934 | 157,157 | 132,022 | 154,211 | 22,618,642 | 41,364,509 | 43,787,109 | 43,568,138 | 35,908,020 |
| November | 1,659,752 | 894,605 | 698,108 | 4,271,270 | 4,234,311 | 126,782 | 167,957 | 10,176 | 122,575 | 104,724 | 11,523,953 | 17,053,031 | 11,394,032 | 18,554,321 | 18,220,059 |
| December | 1,465,862 | 4,304,339 | 7,063,801 | 3,945,571 | | 120,970 | 126,529 | 217,271 | 125,826 | | 6,505,201 | 11,266,628 | 18,096,294 | 10,195,045 | 0 |
| <i>YTD Totals</i> | <i>44,063,558</i> | <i>73,637,099</i> | <i>119,536,408</i> | <i>135,814,588</i> | <i>136,942,743</i> | <i>3,156,195</i> | <i>3,188,365</i> | <i>3,920,244</i> | <i>2,639,903</i> | <i>2,454,531</i> | <i>511,504,915</i> | <i>565,114,046</i> | <i>752,970,124</i> | <i>804,052,982</i> | <i>812,462,965</i> |
| Total | 45,529,420 | 77,941,438 | 126,600,209 | 139,760,159 | 136,942,743 | 3,277,165 | 3,314,894 | 4,137,515 | 2,765,729 | 2,454,531 | 518,010,116 | 576,380,674 | 771,066,418 | 814,248,027 | 812,462,965 |

| | | | | | | | | | | | | | | | |
|--------------------------|--|---------|---------------|---------------|--------------|--------------|--------------|---------------|----------------|---------------|--------------|---------------|---------------|--------------|--------------|
| Month Increase | | -46.10% | -21.96% | 511.84% | -0.87% | -13.58% | 32.48% | -93.94% | 1104.55% | -14.56% | 15.64% | 47.98% | -33.18% | 62.84% | -1.80% |
| <i>YTD Increase</i> | | | 62.33% | 13.62% | 0.83% | 9.13% | 1.02% | 22.95% | -32.66% | -7.02% | 4.03% | 10.48% | 33.24% | 6.78% | 1.05% |
| Total Year Increa | | | 62.43% | 10.39% | | 7.95% | 1.15% | 24.82% | -33.15% | | 4.35% | 11.27% | 33.78% | 5.60% | |

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

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

| DARE COUNTY GROSS OCCUPANCY BY DISTRICT | | | | | | | | | | |
|---|-------------|--------|------------|--------|------------|--------|------------|--------|-------------|--------|
| | 2023 | % OF | 2023 | % OF | 2023 | % OF | 2023 | % OF | 2023 | % OF |
| | AUGUST | TOTAL | SEPT | TOTAL | OCT | TOTAL | NOV | TOTAL | TOTAL | TOTAL |
| AVON | 8,889,986 | 6.0% | 5,509,529 | 6.9% | 2,498,450 | 7.0% | 1,650,820 | 9.1% | 54,614,434 | 6.7% |
| BUXTON | 2,579,943 | 1.7% | 1,981,038 | 2.5% | 1,087,957 | 3.0% | 627,873 | 3.4% | 16,827,898 | 2.1% |
| COLINGTON | 419,657 | 0.3% | 163,524 | 0.2% | 63,146 | 0.2% | 25,951 | 0.1% | 2,345,071 | 0.3% |
| FRISCO | 2,909,960 | 2.0% | 1,919,306 | 2.4% | 775,523 | 2.2% | 535,946 | 2.9% | 17,002,447 | 2.1% |
| HATTERAS | 5,637,062 | 3.8% | 3,559,037 | 4.5% | 1,070,558 | 3.0% | 688,227 | 3.8% | 32,798,899 | 4.0% |
| KILL DEVIL HILLS | 25,497,166 | 17.2% | 14,084,197 | 17.7% | 7,352,689 | 20.5% | 3,690,573 | 20.3% | 148,751,768 | 18.3% |
| KITTY HAWK | 8,968,394 | 6.1% | 4,887,742 | 6.1% | 2,479,816 | 6.9% | 1,361,905 | 7.5% | 53,618,974 | 6.6% |
| MANTEO-TOWN | 1,901,583 | 1.3% | 977,386 | 1.2% | 825,934 | 2.3% | 273,309 | 1.5% | 11,502,683 | 1.4% |
| NAGS HEAD | 40,376,546 | 27.3% | 21,705,939 | 27.2% | 9,937,584 | 27.7% | 4,606,593 | 25.3% | 209,487,821 | 25.8% |
| RODANTHE | 4,117,407 | 2.8% | 2,647,737 | 3.3% | 979,546 | 2.7% | 477,131 | 2.6% | 24,992,127 | 3.1% |
| SALVO | 4,621,423 | 3.1% | 2,671,427 | 3.3% | 883,064 | 2.5% | 436,285 | 2.4% | 28,162,178 | 3.5% |
| WAVES | 2,631,539 | 1.8% | 1,430,899 | 1.8% | 529,626 | 1.5% | 196,851 | 1.1% | 15,301,411 | 1.9% |
| SOUTHERN SHORES | 8,776,768 | 5.9% | 4,007,161 | 5.0% | 1,352,743 | 3.8% | 762,329 | 4.2% | 43,444,877 | 5.3% |
| DUCK | 25,279,971 | 17.1% | 11,975,084 | 15.0% | 4,747,088 | 13.2% | 2,174,395 | 11.9% | 120,949,436 | 14.9% |
| RIM (ROANOKE ISL. MAINI | 3,022,444 | 2.0% | 835,080 | 1.0% | 586,487 | 1.6% | 374,962 | 2.1% | 19,476,285 | 2.4% |
| OTC UNATTRIBUTED | 2,423,773 | 1.6% | 1,422,871 | 1.8% | 737,809 | 2.1% | 336,909 | 1.8% | 13,186,656 | 1.6% |
| TOTAL | 148,053,622 | 100.0% | 79,777,957 | 100.0% | 35,908,020 | 100.0% | 18,220,059 | 100.0% | 812,462,965 | 100.0% |
| | | | | | | | | | | |
| | | | | | | | | | | |

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

| DARE COUNTY GROSS MEALS BY DISTRICT | 2023 | % OF | 2023 | % OF | 2023 | % OF | 2023 | % OF | 2023 | % OF |
|-------------------------------------|------------|--------|------------|--------|------------|--------|------------|--------|-------------|--------|
| | AUGUST | TOTAL | SEPT | TOTAL | OCT | TOTAL | NOV | TOTAL | TOTAL | TOTAL |
| AVON - 1 | 2,725,389 | 5.0% | 1,540,634 | 3.9% | 1,357,893 | 4.5% | 507,451 | 2.6% | 15,901,387 | 4.3% |
| BUXTON - 2 | 1,927,015 | 3.5% | 1,480,494 | 3.7% | 1,269,022 | 4.2% | 609,412 | 3.2% | 13,320,770 | 3.6% |
| COLINGTON - 3 | 634,338 | 1.2% | 520,424 | 1.3% | 314,059 | 1.0% | 209,345 | 1.1% | 4,077,446 | 1.1% |
| FRISCO - 5 | 672,239 | 1.2% | 429,917 | 1.1% | 398,609 | 1.3% | 227,021 | 1.2% | 4,377,519 | 1.2% |
| HATTERAS - 6 | 974,990 | 1.8% | 637,456 | 1.6% | 482,906 | 1.6% | 620,107 | 3.2% | 6,729,206 | 1.8% |
| KILL DEVIL HILLS - 7 | 12,716,160 | 23.4% | 10,131,599 | 25.6% | 8,721,508 | 28.7% | 5,558,854 | 28.8% | 98,033,722 | 26.3% |
| KITTY HAWK - 8 | 6,739,490 | 12.4% | 5,203,669 | 13.2% | 3,969,897 | 13.1% | 2,795,419 | 14.5% | 51,739,485 | 13.9% |
| MANTEO-TOWN - 10 | 2,907,579 | 5.3% | 2,107,448 | 5.3% | 2,586,486 | 8.5% | 1,252,775 | 6.5% | 22,471,324 | 6.0% |
| RIM (ROANOKE ISL. M | 607,064 | 1.1% | 485,303 | 1.2% | 463,896 | 1.5% | 385,903 | 2.0% | 4,870,744 | 1.3% |
| NAGS HEAD - 14 | 13,929,106 | 25.6% | 9,763,894 | 24.7% | 6,653,690 | 21.9% | 4,402,655 | 22.8% | 89,417,242 | 24.0% |
| RODANTHE - 15 | 864,807 | 1.6% | 562,921 | 1.4% | 236,964 | 0.8% | 111,595 | 0.6% | 4,410,799 | 1.2% |
| SALVO - 18 | 74,877 | 0.1% | 12,592 | 0.0% | 6,653 | 0.0% | 5,633 | 0.0% | 302,975 | 0.1% |
| WAVES - 19 | 793,570 | 1.5% | 470,716 | 1.2% | 227,126 | 0.7% | 102,276 | 0.5% | 4,268,851 | 1.1% |
| SOUTHERN SHORES - | 1,296,155 | 2.4% | 952,916 | 2.4% | 753,060 | 2.5% | 527,647 | 2.7% | 9,876,119 | 2.6% |
| DUCK - 21 | 7,518,712 | 13.8% | 5,211,320 | 13.2% | 2,918,411 | 9.6% | 2,015,914 | 10.4% | 43,234,859 | 11.6% |
| TOTAL | 54,381,491 | 100.0% | 39,511,303 | 100.0% | 30,360,180 | 100.0% | 19,332,007 | 100.0% | 373,032,448 | 100.0% |

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

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

| DARE COUNTY GROSS OCCUPANCY BY DISTRICT | | | | | | | | | | | | |
|---|-------------------|-------------------|---------------|-------------------|-------------------|----------------|-------------------|-------------------|----------------|--------------------|--------------------|---------------|
| | 2023 | 2022 | % Increase | 2023 | 2022 | % Increase | 2023 | 2022 | % Increase | YTD 2023 | YTD 2022 | % Increase |
| | SEPT | SEPT | (Decrease) | OCT | OCT | (Decrease) | NOV | NOV | (Decrease) | TOTAL | TOTAL | (Decrease) |
| HATTERAS ISLAND: | | | | | | | | | | | | |
| RODANTHE | 2,647,737 | 2,629,992 | 0.67% | 979,546 | 1,478,355 | -33.74% | 477,131 | 618,867 | -22.90% | 24,992,127 | 29,224,493 | -14.48% |
| WAVES | 1,430,899 | 1,342,792 | 6.56% | 529,626 | 795,353 | -33.41% | 196,851 | 242,107 | -18.69% | 15,301,411 | 16,934,000 | -9.64% |
| SALVO | 2,671,427 | 2,309,123 | 15.69% | 883,064 | 1,371,001 | -35.59% | 436,285 | 479,537 | -9.02% | 28,162,178 | 29,823,191 | -5.57% |
| AVON | 5,509,529 | 4,766,265 | 15.59% | 2,498,450 | 3,707,899 | -32.62% | 1,650,820 | 1,617,201 | 2.08% | 54,614,434 | 56,103,769 | -2.65% |
| BUXTON | 1,981,038 | 1,849,301 | 7.12% | 1,087,957 | 1,339,508 | -18.78% | 627,873 | 509,318 | 23.28% | 16,827,898 | 17,180,731 | -2.05% |
| FRISCO | 1,919,306 | 1,730,550 | 10.91% | 775,523 | 1,378,208 | -43.73% | 535,946 | 498,662 | 7.48% | 17,002,447 | 17,853,836 | -4.77% |
| HATTERAS | 3,559,037 | 2,839,715 | 25.33% | 1,070,558 | 2,122,765 | -49.57% | 688,227 | 838,073 | -17.88% | 32,798,899 | 32,179,661 | 1.92% |
| TOTAL HATTERAS ISLAND | 19,718,973 | 17,467,738 | 12.89% | 7,824,724 | 12,193,089 | -35.83% | 4,613,133 | 4,803,765 | -3.97% | 189,699,394 | 199,299,681 | -4.82% |
| NORTHERN BEACHES: | | | | | | | | | | | | |
| DUCK | 11,975,084 | 11,214,013 | 6.79% | 4,747,088 | 5,375,816 | -11.70% | 2,174,395 | 2,236,862 | -2.79% | 120,949,436 | 119,522,663 | 1.19% |
| SOUTHERN SHORES | 4,007,161 | 3,708,658 | 8.05% | 1,352,743 | 1,674,316 | -19.21% | 762,329 | 764,844 | -0.33% | 43,444,877 | 42,367,172 | 2.54% |
| KITTY HAWK | 4,887,742 | 4,618,256 | 5.84% | 2,479,816 | 2,559,566 | -3.12% | 1,361,905 | 1,211,314 | 12.43% | 53,618,974 | 51,882,453 | 3.35% |
| COLINGTON | 163,524 | 208,361 | -21.52% | 63,146 | 82,933 | -23.86% | 25,951 | 33,807 | -23.24% | 2,345,071 | 2,169,490 | 8.09% |
| KILL DEVIL HILLS | 14,084,197 | 13,066,033 | 7.79% | 7,352,689 | 7,657,462 | -3.98% | 3,690,573 | 3,663,175 | 0.75% | 148,751,768 | 142,600,632 | 4.31% |
| NAGS HEAD | 21,705,939 | 19,717,543 | 10.08% | 9,937,584 | 11,895,493 | -16.46% | 4,606,593 | 4,704,310 | -2.08% | 209,487,821 | 207,941,939 | 0.74% |
| TOTAL NORTHERN BEACHES | 56,823,647 | 52,532,864 | 8.17% | 25,933,066 | 29,245,586 | -11.33% | 12,621,746 | 12,614,312 | 0.06% | 578,597,947 | 566,484,349 | 2.14% |
| ROANOKE ISLAND: | | | | | | | | | | | | |
| MANTEO-TOWN | 977,386 | 1,089,270 | -10.27% | 825,934 | 846,614 | -2.44% | 273,309 | 387,348 | -29.44% | 11,502,683 | 12,643,640 | -9.02% |
| RIM (ROANOKE ISL. MAINLAN | 835,080 | 841,411 | -0.75% | 586,487 | 645,451 | -9.14% | 374,962 | 447,526 | -16.21% | 19,476,285 | 14,195,986 | 37.20% |
| TOTAL ROANOKE ISLAND | 1,812,466 | 1,930,681 | -6.12% | 1,412,421 | 1,492,065 | -5.34% | 648,271 | 834,874 | -22.35% | 30,978,968 | 26,839,626 | 15.42% |
| OTC UNATTRIBUTED | 1,422,871 | 1,254,083 | 13.46% | 737,809 | 637,398 | 15.75% | 336,909 | 301,370 | 11.79% | 13,186,656 | 11,429,326 | 15.38% |
| TOTAL | 79,777,957 | 73,185,366 | 9.01% | 35,908,020 | 43,568,138 | -17.58% | 18,220,059 | 18,554,321 | -1.80% | 812,462,965 | 804,052,982 | 1.05% |

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

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

| DARE COUNTY GROSS MEALS BY DISTRICT | | | | | | | | | | | | |
|-------------------------------------|-------------------|-------------------|---------------|-------------------|-------------------|----------------|-------------------|-------------------|----------------|--------------------|--------------------|--------------|
| | 2023 | 2022 | % Increase | 2023 | 2022 | % Increase | 2023 | 2022 | % Increase | YTD 2023 | YTD 2022 | % Increase |
| | SEPT | SEPT | (Decrease) | OCT | OCT | (Decrease) | NOV | NOV | (Decrease) | TOTAL | TOTAL | (Decrease) |
| HATTERAS ISLAND: | | | | | | | | | | | | |
| RODANTHE - 15 | 562,921 | 434,757 | 29.48% | 236,964 | 160,625 | 47.53% | 111,595 | 390,961 | -71.46% | 4,410,799 | 3,977,678 | 10.89% |
| WAVES - 19 | 470,716 | 511,695 | -8.01% | 227,126 | 260,115 | -12.68% | 102,276 | 101,811 | 0.46% | 4,268,851 | 4,485,062 | -4.82% |
| SALVO - 18 | 12,592 | 799 | 1475.97% | 6,653 | 603 | 1003.32% | 5,633 | 5,316 | 5.96% | 302,975 | 156,545 | 93.54% |
| AVON - 1 | 1,540,634 | 2,017,080 | -23.62% | 1,357,893 | 780,055 | 74.08% | 507,451 | 1,104,812 | -54.07% | 15,901,387 | 16,540,489 | -3.86% |
| BUXTON - 2 | 1,480,494 | 1,488,508 | -0.54% | 1,269,022 | 625,062 | 103.02% | 609,412 | 1,194,331 | -48.97% | 13,320,770 | 12,794,300 | 4.11% |
| FRISCO - 5 | 429,917 | 357,592 | 20.23% | 398,609 | 256,387 | 55.47% | 227,021 | 243,204 | -6.65% | 4,377,519 | 3,457,089 | 26.62% |
| HATTERAS - 6 | 637,456 | 751,335 | -15.16% | 482,906 | 477,422 | 1.15% | 620,107 | 228,401 | 171.50% | 6,729,206 | 6,487,365 | 3.73% |
| TOTAL HATTERAS ISLAND | 5,134,730 | 5,561,766 | -7.68% | 3,979,173 | 2,560,269 | 55.42% | 2,183,495 | 3,268,836 | -33.20% | 49,311,507 | 47,898,528 | 2.95% |
| NORTHERN BEACHES: | | | | | | | | | | | | |
| DUCK - 21 | 5,211,320 | 4,641,149 | 12.29% | 2,918,411 | 2,441,074 | 19.55% | 2,015,914 | 2,657,870 | -24.15% | 43,234,859 | 40,057,138 | 7.93% |
| SOUTHERN SHORES - 20 | 952,916 | 1,092,162 | -12.75% | 753,060 | 493,309 | 52.65% | 527,647 | 987,765 | -46.58% | 9,876,119 | 10,765,383 | -8.26% |
| KITTY HAWK - 8 | 5,203,669 | 5,150,431 | 1.03% | 3,969,897 | 2,073,823 | 91.43% | 2,795,419 | 3,925,686 | -28.79% | 51,739,485 | 50,480,822 | 2.49% |
| COLINGTON - 3 | 520,424 | 455,686 | 14.21% | 314,059 | 172,568 | 81.99% | 209,345 | 387,676 | -46.00% | 4,077,446 | 3,776,517 | 7.97% |
| KILL DEVIL HILLS - 7 | 10,131,599 | 10,125,583 | 0.06% | 8,721,508 | 4,905,786 | 77.78% | 5,558,854 | 7,868,441 | -29.35% | 98,033,722 | 94,127,710 | 4.15% |
| NAGS HEAD - 14 | 9,763,894 | 10,137,446 | -3.68% | 6,653,690 | 4,862,183 | 36.85% | 4,402,655 | 4,941,721 | -10.91% | 89,417,242 | 83,900,674 | 6.58% |
| TOTAL NORTHERN BEACHES | 31,783,822 | 31,602,457 | 0.57% | 23,330,625 | 14,948,743 | 56.07% | 15,509,834 | 20,769,159 | -25.32% | 296,378,873 | 283,108,244 | 4.69% |
| ROANOKE ISLAND: | | | | | | | | | | | | |
| MANTEO-TOWN - 10 | 2,107,448 | 2,029,946 | 3.82% | 2,586,486 | 1,064,089 | 143.07% | 1,252,775 | 3,637,623 | -65.56% | 22,471,324 | 21,844,697 | 2.87% |
| MANTEO-OUTSIDE - 11 | 485,303 | 463,840 | 4.63% | 463,896 | 293,592 | 58.01% | 385,903 | 501,329 | -23.02% | 4,870,744 | 4,600,854 | 5.87% |
| TOTAL ROANOKE ISLAND | 2,592,751 | 2,493,786 | 3.97% | 3,050,382 | 1,357,681 | 124.68% | 1,638,678 | 4,138,952 | -60.41% | 27,342,068 | 26,445,551 | 3.39% |
| TOTAL | 39,511,303 | 39,658,009 | -0.37% | 30,360,180 | 18,866,693 | 60.92% | 19,332,007 | 28,176,947 | -31.39% | 373,032,448 | 357,452,323 | 4.36% |

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 12/31/23

| | Jul - Dec 23 | Budget | \$ Over Budget | % of Budget |
|--|---------------------|---------------------|----------------------|--------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 3030 · Occupancy Tax - 75% | 4,740,782.65 | 4,655,607.00 | 85,175.65 | 101.8% |
| 3040 · Meals Tax - 75% | 1,867,603.17 | 2,083,732.00 | -216,128.83 | 89.6% |
| 3050 · Website Advertising | 71,284.60 | 125,000.00 | -53,715.40 | 57.0% |
| 3210 · Interest Income | 278,059.73 | 191,050.00 | 87,009.73 | 145.5% |
| 3220 · Other | 235.00 | 1,000.00 | -765.00 | 23.5% |
| Total Income | <u>6,957,965.15</u> | <u>7,056,389.00</u> | <u>-98,423.85</u> | <u>98.6%</u> |
| Gross Profit | 6,957,965.15 | 7,056,389.00 | -98,423.85 | 98.6% |
| Expense | | | | |
| 5000 · Director Compensation | 8,550.00 | 17,100.00 | -8,550.00 | 50.0% |
| 5001 · Professional Services | 0.00 | 1,000.00 | -1,000.00 | 0.0% |
| 5002 · Director Travel/Meeting/Meals | 2,699.14 | 7,000.00 | -4,300.86 | 38.6% |
| 5003 · Directors & Officers Insurance | 2,985.00 | 2,985.00 | 0.00 | 100.0% |
| 5004 · Miscellaneous Items | 0.00 | 1,000.00 | -1,000.00 | 0.0% |
| 5010 · Salaries (Full Time) Promotion | 498,079.87 | 1,019,500.00 | -521,420.13 | 48.9% |
| 5020 · Salaries (Part Time) Promotion | 48,418.25 | 129,500.00 | -81,081.75 | 37.4% |
| 5025 · Salaries (Part Time) Welcome AB | 50,125.81 | 112,855.00 | -62,729.19 | 44.4% |
| 5026 · Salaries (Part Time) Welcome RI | 78,648.76 | 170,785.00 | -92,136.24 | 46.1% |
| 5030 · Payroll Taxes | 51,659.83 | 117,210.00 | -65,550.17 | 44.1% |
| 5040 · Employee Insurance | 95,252.97 | 179,200.00 | -83,947.03 | 53.2% |
| 5050 · Retirement | 67,835.63 | 138,665.00 | -70,829.37 | 48.9% |
| 5055 · 401(k) Match | 4,050.93 | 10,195.00 | -6,144.07 | 39.7% |
| 5060 · Workmens Compensation | 2,306.97 | 2,360.00 | -53.03 | 97.8% |
| 5080 · Employee Relations | -1,297.66 | 3,195.00 | -4,492.66 | -40.6% |
| 5090 · Training | 3,949.63 | 16,340.00 | -12,390.37 | 24.2% |
| 5110 · Contracted Service | 14,359.00 | 29,085.00 | -14,726.00 | 49.4% |
| 5140 · Audit | 10,945.00 | 10,875.00 | 70.00 | 100.6% |
| 5170 · Other Professional Services | 19,080.55 | 14,300.00 | 4,780.55 | 133.4% |
| 5180 · Legal | 3,500.00 | 20,500.00 | -17,000.00 | 17.1% |
| 5185 · Research | 100,325.00 | 287,500.00 | -167,175.00 | 37.5% |
| 5190 · Administrative Advertising | 1,883.00 | 2,500.00 | -617.00 | 75.3% |
| 5500 · Advertising-Printed | 493,110.79 | 1,454,760.00 | -961,649.21 | 33.9% |
| 5502 · Advertising - Production Fee | 138,153.27 | 170,000.00 | -31,846.73 | 81.3% |
| 5510 · Advertising - Event Dev & Mktg | 8,298.57 | 73,100.00 | -64,801.43 | 11.4% |
| 5515 · Advertising - Online | 1,314,570.24 | 2,616,390.00 | -1,301,819.76 | 50.2% |
| 5525 · Community Relations | 4,957.50 | 30,000.00 | -25,042.50 | 16.5% |
| 5530 · Legal Notices | 0.00 | 1,500.00 | -1,500.00 | 0.0% |
| 5560 · Brochures/Production & Printing | 2,771.66 | 19,000.00 | -16,228.34 | 14.6% |
| 5580 · Promotional Aids | 3,013.88 | 9,000.00 | -5,986.12 | 33.5% |
| 6100 · Familiarization Tours | 18,567.18 | 110,000.00 | -91,432.82 | 16.9% |
| 6101 · Group sales | 9,400.00 | 17,750.00 | -8,350.00 | 53.0% |
| 6130 · Uniforms | 0.00 | 2,200.00 | -2,200.00 | 0.0% |
| 6150 · Event Grant | 155,849.64 | 710,810.00 | -554,960.36 | 21.9% |
| 6160 · Long Range Tourism Plan | 82.00 | 350,000.00 | -349,918.00 | 0.0% |
| 6170 · Tourism Summit | 26,506.90 | 25,000.00 | 1,506.90 | 106.0% |
| 6200 · Postage and Delivery | 22,943.77 | 200,200.00 | -177,256.23 | 11.5% |
| 6300 · Travel | 14,253.71 | 60,640.00 | -46,386.29 | 23.5% |
| 6305 · Vehicle Maintenance | 392.53 | 3,500.00 | -3,107.47 | 11.2% |
| 6320 · Registrations | 16,499.00 | 52,475.00 | -35,976.00 | 31.4% |
| 6340 · Travel Show Exhibit | 3,145.77 | 4,000.00 | -854.23 | 78.6% |
| 6420 · Dues and Subscriptions | 43,337.21 | 57,855.00 | -14,517.79 | 74.9% |
| 6440 · Insurance | 36,602.39 | 37,575.00 | -972.61 | 97.4% |
| 6460 · Telephone | 16,407.00 | 38,955.00 | -22,548.00 | 42.1% |
| 6500 · Equipment | 49,224.86 | 85,300.00 | -36,075.14 | 57.7% |
| 6510 · Expendable Equipment | 0.00 | 14,550.00 | -14,550.00 | 0.0% |
| 6530 · Technical Support | 693.34 | 9,000.00 | -8,306.66 | 7.7% |
| 6580 · Utilities | 6,583.27 | 18,360.00 | -11,776.73 | 35.9% |
| 6600 · Cleaning/maintenance supplies | 242.28 | 2,600.00 | -2,357.72 | 9.3% |
| 6610 · Building Maintenance | 5,587.84 | 50,905.00 | -45,317.16 | 11.0% |
| 6620 · Equipment Service Contracts | 320.40 | 3,100.00 | -2,779.60 | 10.3% |
| 6640 · Equipment Rent | 14,042.71 | 33,840.00 | -19,797.29 | 41.5% |
| 6660 · Equipment Repairs | 1,061.39 | 5,050.00 | -3,988.61 | 21.0% |
| 6700 · Office Supplies | 6,118.61 | 23,025.00 | -16,906.39 | 26.6% |
| 6800 · Bank Service Charges | 1,066.55 | 1,920.00 | -853.45 | 55.5% |
| 6810 · Web Site/Internet | 14,599.67 | 52,000.00 | -37,400.33 | 28.1% |
| Total Expense | <u>3,491,761.61</u> | <u>8,618,010.00</u> | <u>-5,126,248.39</u> | <u>40.5%</u> |
| Net Ordinary Income | 3,466,203.54 | -1,561,621.00 | 5,027,824.54 | -222.0% |

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 12/31/23

| | Jul - Dec 23 | Budget | \$ Over Budget | % of Budget |
|---|---------------------|--------------|---------------------|---------------|
| Other Income/Expense | | | | |
| Other Income | | | | |
| 9920 · Transfer from Travel Guide Fund | | | | |
| 3209 · Sale of Advertising | 49,000.00 | 35,000.00 | 14,000.00 | 140.0% |
| Total 9920 · Transfer from Travel Guide Fund | 49,000.00 | 35,000.00 | 14,000.00 | 140.0% |
| 9990 · Unappropriated Fund Balance | 0.00 | 1,925,166.00 | -1,925,166.00 | 0.0% |
| Total Other Income | 49,000.00 | 1,960,166.00 | -1,911,166.00 | 2.5% |
| Other Expense | | | | |
| 9925 · Transfer to Travel Guide | | | | |
| 55601 · Production & Printing | 81,956.84 | 110,000.00 | -28,043.16 | 74.5% |
| 62001 · Freight | 4,819.31 | 2,000.00 | 2,819.31 | 241.0% |
| Total 9925 · Transfer to Travel Guide | 86,776.15 | 112,000.00 | -25,223.85 | 77.5% |
| 9950 · Transfer to Event Site Fund | 502.67 | 286,545.00 | -286,042.33 | 0.2% |
| Total Other Expense | 87,278.82 | 398,545.00 | -311,266.18 | 21.9% |
| Net Other Income | -38,278.82 | 1,561,621.00 | -1,599,899.82 | -2.5% |
| Net Income | 3,427,924.72 | 0.00 | 3,427,924.72 | 100.0% |

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 12/31/23

| | Jul - Dec 23 | Budget | \$ Over Budget | % of Budget |
|---|-------------------|-------------------|------------------|--------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 3210 · Interest Income | 112.99 | 50.00 | 62.99 | 226.0% |
| Total Income | 112.99 | 50.00 | 62.99 | 226.0% |
| Gross Profit | 112.99 | 50.00 | 62.99 | 226.0% |
| Net Ordinary Income | 112.99 | 50.00 | 62.99 | 226.0% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 9920 · Transfer from Travel Guide Fund | | | | |
| 3209 · Sale of Advertising | 49,000.00 | 35,000.00 | 14,000.00 | 140.0% |
| Total 9920 · Transfer from Travel Guide Fund | 49,000.00 | 35,000.00 | 14,000.00 | 140.0% |
| Total Other Income | 49,000.00 | 35,000.00 | 14,000.00 | 140.0% |
| Other Expense | | | | |
| 9925 · Transfer to Travel Guide | | | | |
| 55601 · Production & Printing | 81,956.84 | 110,000.00 | -28,043.16 | 74.5% |
| 62001 · Freight | 4,819.31 | 2,000.00 | 2,819.31 | 241.0% |
| Total 9925 · Transfer to Travel Guide | 86,776.15 | 112,000.00 | -25,223.85 | 77.5% |
| Total Other Expense | 86,776.15 | 112,000.00 | -25,223.85 | 77.5% |
| Net Other Income | -37,776.15 | -77,000.00 | 39,223.85 | 49.1% |
| Net Income | -37,663.16 | -76,950.00 | 39,286.84 | 48.9% |

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

| | Jul - Dec 23 | Budget | \$ Over Budget | % of Budget |
|--|---------------------|----------------------|-----------------------|---------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 3030 · Occupancy Tax | 1,580,260.88 | 1,551,869.00 | 28,391.88 | 101.8% |
| 3040 · Meals Tax | 622,534.38 | 694,578.00 | -72,043.62 | 89.6% |
| 3210 · Interest | 206,149.05 | 125,000.00 | 81,149.05 | 164.9% |
| Total Income | 2,408,944.31 | 2,371,447.00 | 37,497.31 | 101.6% |
| Expense | | | | |
| 4000 · Long - Term Projects | | | | |
| 4503 · Capital Improvement | 123,563.96 | 442,795.00 | -319,231.04 | 27.9% |
| 4525 · Event Site | 9,295.80 | 6,924,640.00 | -6,915,344.20 | 0.1% |
| 4585 · Unappropriated Long-Term | 0.00 | 750,560.00 | -750,560.00 | 0.0% |
| Total 4000 · Long - Term Projects | 132,859.76 | 8,117,995.00 | -7,985,135.24 | 1.6% |
| 4100 · Short-Term Projects | | | | |
| 4650 · TIG - Duck - Pedestrian Path | 0.00 | 147,806.00 | -147,806.00 | 0.0% |
| 4660 · TIG-Chicamacomico-1911 Cookhous | 38,760.00 | 38,760.00 | 0.00 | 100.0% |
| 4662 · TIG- Town of NH-Epstein Beach | 0.00 | 250,000.00 | -250,000.00 | 0.0% |
| 4664 · TIG-NC Coast Fed-Shoreline Stab | 127,500.00 | 127,500.00 | 0.00 | 100.0% |
| 4667 · TIG-Dare Co.-Frisco/Buxton Path | 0.00 | 200,000.00 | -200,000.00 | 0.0% |
| 4668 · TIG-Duck-Ocean Crest Improve | 0.00 | 78,000.00 | -78,000.00 | 0.0% |
| 4669 · TIG-KDH-Wright Bros Sidewalk | 0.00 | 177,000.00 | -177,000.00 | 0.0% |
| 4670 · TIG-NH-Whalebone Restrooms | 0.00 | 112,000.00 | -112,000.00 | 0.0% |
| 4671 · TIG-OB Forever-Weather Signal | 34,595.00 | 34,595.00 | 0.00 | 100.0% |
| 4672 · TIG-OB Forever-Lighthouse Path | 0.00 | 132,000.00 | -132,000.00 | 0.0% |
| 4673 · TIG-SS-Walking Path E Hwy 12 | 0.00 | 150,000.00 | -150,000.00 | 0.0% |
| 4674 · TIG-SSCA-Accessible Access 96A | 25,000.00 | 25,000.00 | 0.00 | 100.0% |
| 4999 · Unappropriated Funds | 0.00 | 1,378,092.00 | -1,378,092.00 | 0.0% |
| 5140 · Audit | 3,625.00 | 3,625.00 | 0.00 | 100.0% |
| 5160 · Fireworks | 55,000.00 | 110,000.00 | -55,000.00 | 50.0% |
| 5170 · Traffic Control - Hwy 12 & 158 | 4,550.00 | 24,530.00 | -19,980.00 | 18.5% |
| Total 4100 · Short-Term Projects | 289,030.00 | 2,988,908.00 | -2,699,878.00 | 9.7% |
| Total Expense | 421,889.76 | 11,106,903.00 | -10,685,013.24 | 3.8% |
| Net Ordinary Income | 1,987,054.55 | -8,735,456.00 | 10,722,510.55 | -22.7% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 9930 · Appropriated Fund Balance | 0.00 | 8,735,456.00 | -8,735,456.00 | 0.0% |
| Total Other Income | 0.00 | 8,735,456.00 | -8,735,456.00 | 0.0% |
| Net Other Income | 0.00 | 8,735,456.00 | -8,735,456.00 | 0.0% |
| Net Income | 1,987,054.55 | 0.00 | 1,987,054.55 | 100.0% |

**Outer Banks Visitors Bureau
Restricted Fund Summary
2022-2023**

| | Balance 7/1/2022 | Allocation 2022-2023 | Allocation Paid | Allocation Transferred | Balance 7/1/2023 | Allocation 2023-2024 | Allocation Paid | Allocation Transferred | Estimated Balance FY23-24 |
|---|---------------------|-------------------------|--------------------|---------------------------|---------------------|-------------------------|--------------------|---------------------------|---------------------------------|
| Short-term Projects | | | | | | | | | |
| TIG - Town of Duck - Pedestrian Path, Phase IV | 147,806 | | | | 147,806 | | | | 147,806 |
| TIG - Manteo - Town Common Phase II | 150,000 | (150,000) | | | 0 | 0 | | | 0 |
| TIG - KDH - Meekins Field | 200,000 | (200,000) | | | 0 | 0 | | | 0 |
| TIG - NH - Skate Park | 30,000 | | | (30,000) | 0 | | | | 0 |
| TIG - Chicamacomico - 1811 Cookhouse | 38,760 | | | | 38,760 | | (38,760) | | 0 |
| TIG - Town of NH - Epstein Street Beach Access | 250,000 | | | | 250,000 | | | | 250,000 |
| TIG - NC Coastal Fed - Jockeys Ridge Shoreline | 127,500 | | | | 127,500 | | (127,500) | | 0 |
| TIG - OB Forever - Aviation Trail Through Time | 21,250 | | | (21,250) | 0 | | | | 0 |
| TIG - Dare County - Frisco Buxton Pathway | | 200,000 | | | 200,000 | | | (200,000) | 0 |
| TIG - Duck - Ocean Crest Improvements | | 78,000 | | | 78,000 | | | | 78,000 |
| TIG - KDH - Wright Brothers Sidewalk | | 177,000 | | | 177,000 | | | | 177,000 |
| TIG - NH - Whalebone Park Restrooms | | 112,000 | | | 112,000 | | | | 112,000 |
| TIG - OB Forever - Weather Bureau Signal | | 34,595 | | | 34,595 | | (34,595) | | 0 |
| TIG - OB Forever - Cape Hatteras Lighthouse Pathway | | 132,000 | | | 132,000 | | | | 132,000 |
| TIG - SS - Walking Path E. Highway 12 | | 150,000 | | | 150,000 | | | | 150,000 |
| TIG - SS Civic Assoc - Accessible Access 96A | | 25,000 | | | 25,000 | | (25,000) | | 0 |
| TIG - Chicamacomico - 1874 Life-Saving Station | | | | | | 115,000 | | | 115,000 |
| TIG - Duck - Performance Space Improvements | | | | | | 13,549 | | | 13,549 |
| TIG - Elizabethan Garden - Pathway to Discover | | | | | | 50,000 | | | 50,000 |
| TIG - Frisco Native American - Education Bldg | | | | | | 39,300 | | | 39,300 |
| TIG - KH - Hwy 15B Multi-Use Path | | | | | | 400,000 | | | 400,000 |
| TIG - NH - E. Epstein Sidewalk | | | | | | 49,500 | | | 49,500 |
| TIG - NH - Governor Street Beach Access | | | | | | 60,477 | | | 60,477 |
| TIG - NH - W. Seachase Drive Access | | | | | | 45,150 | | | 45,150 |
| TIG - NEST - Signs | | | | | | 2,750 | | | 2,750 |
| TIG - NC Aquarium - Oyster Exhibits | | | | | | 121,845 | | | 121,845 |
| TIG - OB Community Foundation - Community Terrace | | | | | | 85,000 | | | 85,000 |
| TIG - OB Forever - Restrooms at Lighthouse Beach | | | | | | 125,000 | | | 125,000 |
| TIG - RIFP - Concrete Loading Dock | | | | | | 75,000 | | | 75,000 |
| TIG - SS - Walking Path W. Highway 12 | | | | | | 118,855 | | | 118,855 |
| TIG - Surf Ped Found - Everyone's Playground | | | | | | 282,963 | | | 282,963 |
| Fireworks | 76,581 | | (55,000) | 55,000 | 76,581 | | (55,000) | 55,000 | 76,581 |
| Audit | 0 | | (3,435) | 3,625 | 190 | | (3,625) | 3,435 | 0 |
| Highway 158/Highway 12 Intersection | 12,240 | | (5,660) | | 6,580 | | (4,550) | 20,000 | 22,030 |
| Unappropriated Funds | 566,511 | 1,084,940 | | (915,970) | 735,481 | 1,369,301 | | (1,462,824) | 641,957 |
| TOTAL SHORT TERM COMMITMENTS | 1,620,648 | 1,643,535 | (64,095) | (908,595) | 2,291,493 | 2,953,690 | (289,030) | (1,584,389) | 3,371,763 |
| Long Term Projects | | | | | | | | | |
| Multi-Use Center (100%) | 3,708,303 | 1,945,922 | (23,136) | | 5,631,087 | 1,372,513 | (9,296) | | 6,994,304 |
| Infrastructure (capped) | 455,045 | | (12,250) | | 442,795 | | (123,564) | | 319,231 |
| L-T Unappropriated Funds | 450,560 | 100,000 | 0 | | 550,560 | 200,000 | 0 | | 750,560 |
| TOTAL LONG TERM COMMITMENTS UNPAID | 4,613,908 | 2,045,922 | (35,386) | 0 | 6,624,442 | 1,572,513 | (132,860) | 0 | 8,064,095 |
| Total | 6,234,557 | 3,689,457 | (99,483) # | (908,595) | 8,915,935 | 4,526,202 | (421,890) # | (1,584,389) | 11,435,858 |
| Cash on Hand 12/31/23 | | | | | | | | Checking Savings | 34,651 10,940,668 |
| Total Cash on Hand | | | | | | | | | 10,975,319 |
| 25% of Occupancy & Meals Income per Budget | | | | | | | | | |
| January | | | | | | | | | 47,173 |
| February | | | | | | | | | 90,849 |
| March | | | | | | | | | 58,643 |
| April | | | | | | | | | 65,323 |
| May | | | | | | | | | 121,415 |
| June | | | | | | | | | 151,468 |
| | | | | | | | | | 532,869 |
| Unappropriated Balances | | | | | | | | | 72,330 |
| Transfer from General Fund | | | | | | | | | |
| 30% Short-term | | | | | | 1,313,664 * | | | |
| Amount over budget to short-term | | | | | | 673,934 | | | |
| Short-term Interest | | | | | | 489,218 | | | |
| | | | | | | 206,149 | | | |
| | | | | | | 1,369,301 | | | |
| 70% Long-term | | | | | | | 1,572,513 | | |
| Long-term Interest | | | | | | | 0 | | |
| | | | | | | | 1,572,513 * | | |

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

he

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

| | Jul - Dec 23 | Budget | \$ Over Budget | % of Budget |
|--|--------------|-------------|----------------|-------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 3200 · Site Rental Income | | | | |
| 3205 · Reservation fee | 1,000.00 | 2,000.00 | -1,000.00 | 50.0% |
| 3200 · Site Rental Income - Other | 15,260.00 | 20,900.00 | -5,640.00 | 73.0% |
| Total 3200 · Site Rental Income | 16,260.00 | 22,900.00 | -6,640.00 | 71.0% |
| 3210 · Interest Income | 844.47 | 500.00 | 344.47 | 168.9% |
| 3250 · Lease Income | 22,914.00 | 49,155.00 | -26,241.00 | 46.6% |
| 9999 · Unappropriated Funds | 0.00 | 45,810.00 | -45,810.00 | 0.0% |
| Total Income | 40,018.47 | 118,365.00 | -78,346.53 | 33.8% |
| Expense | | | | |
| 5160 · Event Development & Marketing | 31,024.35 | 50,000.00 | -18,975.65 | 62.0% |
| 5170 · Other Professional Services | 17,690.00 | 55,000.00 | -37,310.00 | 32.2% |
| 6440 · Insurance | 11,515.00 | 11,515.00 | 0.00 | 100.0% |
| 6580 · Utilities | 13,046.99 | 47,580.00 | -34,533.01 | 27.4% |
| 6610 · Repairs & Maintenance | 100,130.72 | 220,745.00 | -120,614.28 | 45.4% |
| 6700 · Office Supplies | 0.00 | 270.00 | -270.00 | 0.0% |
| 9990 · Unappropriated Other Expenses | 3,038.92 | 20,000.00 | -16,961.08 | 15.2% |
| Total Expense | 176,445.98 | 405,110.00 | -228,664.02 | 43.6% |
| Net Ordinary Income | -136,427.51 | -286,745.00 | 150,317.49 | 47.6% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 3220 · Other Income | 0.00 | 200.00 | -200.00 | 0.0% |
| 9910 · Transfer from General Fund | 0.00 | 286,545.00 | -286,545.00 | 0.0% |
| Total Other Income | 0.00 | 286,745.00 | -286,745.00 | 0.0% |
| Net Other Income | 0.00 | 286,745.00 | -286,745.00 | 0.0% |
| Net Income | -136,427.51 | 0.00 | -136,427.51 | 100.0% |

DARE COUNTY TOURISM BOARD

31-Dec-23

| TYPE OF ACCOUNT BANK | CHECKING | NC CAPITAL | M MARKET | M MARKET | M MARKET | CD'S | CD'S | CD'S | CD'S | CD'S | TOTAL |
|---|-----------------|-------------------|------------|-----------------|-----------------------|-----------------|-----------------|-------------------|-------------------|-----------------------|--------------|
| | <u>SOUTHERN</u> | <u>MGMT TRUST</u> | <u>PNC</u> | <u>SOUTHERN</u> | <u>FIRST NATIONAL</u> | <u>SOUTHERN</u> | <u>PNC Bank</u> | <u>FIRST BANK</u> | <u>TOWNE BANK</u> | <u>FIRST NATIONAL</u> | |
| GENERAL FUND | 55,245 | 6,732,161 | 757,979 | 1,062,171 | 2,534,225 | 0 | 1,000,000 | 1,009,678 | 1,810,064 | 3,000,000 | 17,961,523 |
| RESTRICTED FUND | 34,651 | 6,643,440 | | | 1,269,639 | 1,000,000 | 0 | 1,000,000 | 1,027,589 | 0 | 10,975,319 |
| TRAVEL GUIDE | 2,949 | | | | | | | | | | 2,949 |
| MERCHANDISE SALES | 165,614 | | | | | | | | | | 165,614 |
| EVENT SITE FUND | 385,828 | | | | | | | | | | 385,828 |
| TOTAL | 644,287 | 13,375,601 | 757,979 | 1,062,171 | 3,803,864 | 1,000,000 | 1,000,000 | 2,009,678 | 2,837,653 | 3,000,000 | 29,491,233 |
| TOTAL % EACH BANK | 9.18% | 45.35% | 5.96% | | 23.07% | | | 6.81% | 9.62% | | 100.00% |
| INTEREST RATES | 0.40% | 5.27% | 3.50% | 3.15% | 2.43% | 4.50% | 4.90% | 4.0% & 4.5% | 5.18, 5.09, 4.86% | 5.1% & 4.07 | |
| TOTAL CHECKING & CD'S | 29,491,233 | | | | | | | | | | |
| 60% ALLOWED IN ANY BANK | 17,694,740 | | | | | | | | | | |
| 25% ALLOWED IN ANY ONE INV | 7,372,808 | | | | | | | | | | |
| 60% General Fund Reserved Balance is \$5,385,705. | | | | | | | | | | | |
| 100% Restricted Fund Balance Restricted by House Bill 225 | | | | | | | | | | | \$10,975,319 |

24

Marketing Dashboard

thru DECEMBER 2023

| | <u>FY 23/24</u> | <u>FY 22/23</u> | <u>Diff.</u> | <u>% Change</u> |
|-----------------------------------|-----------------|-----------------|---------------|-----------------|
| Trackable Guide (Print - Virtual) | 14,298 | 15,350 | -1,052 | -7% |
| Completed Video Views | 19,121,050 | 7,228,703 | 11,892,347 | 165% |
| Website Sessions | 1,881,384 | 1,602,171 | 279,213 | 17% |
| Online Communities | | | | |
| Email Subscribers | 103,425 | 142,118 | -38,693 | -27% |
| Facebook | 717,000 | 714,585 | 2,415 | 0% |
| X (Twitter) | 40,971 | 41,899 | -928 | -2% |
| Instagram | 130,550 | 128,287 | 2,263 | 2% |
| Pinterest | 24,000 | 23,200 | 800 | 3% |
| TikTok | <u>92,500</u> | <u>13,200</u> | <u>79,300</u> | <u>601%</u> |
| Online Communities Subtotal | 1,108,446 | 1,063,289 | 45,157 | 4% |

Google Analytics 4 (GA4) began July 2023



OBVB Marketing Dashboard - Prepared by Hoffman York

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

The following sections are included:

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

December 2023 highlights:

- The FY23-24 Spring Summer Campaign launched on 12/11! Launch details by media type, partner, and placement are as follows:
 - Streaming TV
 - Hulu (:30) - 12/13
 - Peacock (:30) - 12/14
 - Teads (:30 w/ Overlay) - 12/26
 - High Impact
 - Undertone
 - Page Grabber - 12/13
 - Brand Reveal - 12/18
 - MiQ (Interstitial) - 12/15
 - Streaming Video
 - Youtube
 - Standard (:06 + :15) - 12/13
 - Swiftcurrent Shorts - (4x December) - 12/13
 - Native Display
 - Teads
 - CR, SA, Niches, EE - 12/13
 - Guidebook - Hubspot List RT - 12/15
 - Google Discovery - 12/11
 - Paid Search (Incremental)
 - Google - 12/11
 - Bing - 12/11
- Compared to November, overall paid media impressions were up 233% and video views were up 400% as a result of the Spring Summer campaign launch; both metrics also saw significant growth YoY from the earlier campaign launch.
 - Continuity paid media efforts delivered 1.2MM impressions throughout the month.
- Website: Total sessions were up 32% MoM as a result of the launch of Spring Summer paid media campaign in addition to an 85% increase in referral traffic.
 - Key Website KPIs saw a 45% increase MoM primarily from vimeo_video events and travel_guide_requests.
- Email: 107K total emails were sent between the consumer marketing contact list and various workflow audiences with an overall 16% open rate, and 12% CTR (opens).
 - The December 2023 OBX email, "Tis the Season on the OBX," produced a 9.5% CTR (opens). The top clicked links included "The 12 Bars of Christmas" (19%) and "Winter Lights" (15%).
 - Note: There was a 22% decrease MoM in open rate from a 20% decrease in the volume of successful email deliveries. The decrease is attributed to "soft bounces" and HY has opened a ticket with Hubspot to determine the cause.
 - Amongst all niche workflows, the Art, History and Culture email saw the highest open rate (26%) and the Foodie email drove the most clicks with a strong CTR (43%).
- Zartico: Compared to December 2022, total tracked spending is up 3% and avg. spend per visitor is up 19%.
 - December's top visitor origin markets included Norfolk-Portsmouth-Newport News (15%), Raleigh-Durham (11%), and Washington DC (9%).

Section I: Fiscal 2023-2024 Overview

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

Paid Media Campaigns (HY Managed)

FYT: Paid Impressions

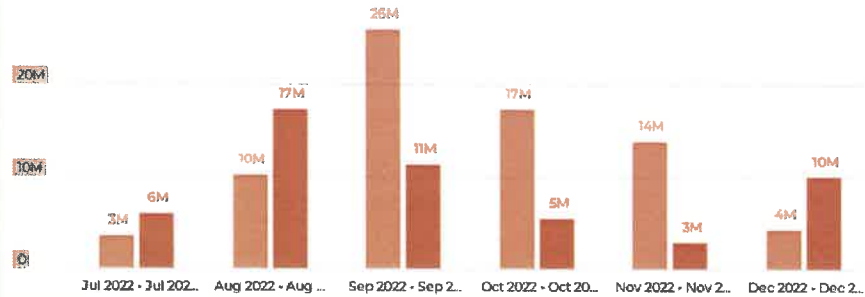
52,476,753 -29.6%
(74,531,228)

FYT: Paid Video Views

19,121,050 +164.52%
(7,228,703)

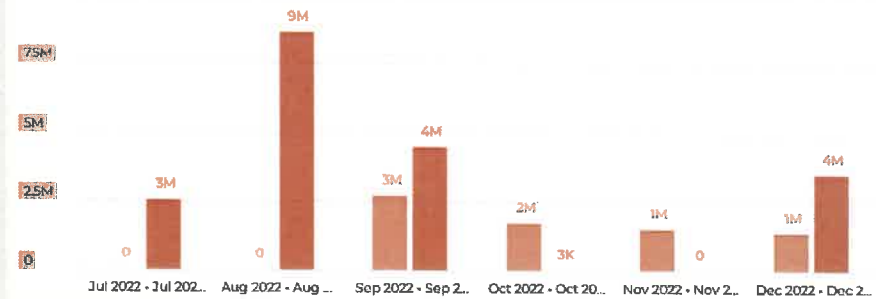
Monthly Paid Impressions v. Previous Year

Impressions



Monthly Paid Video Views v. Previous Year

Video Views



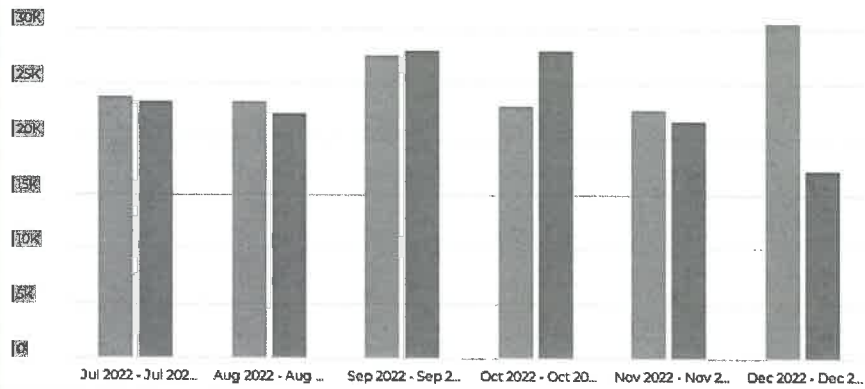
Email Marketing

FYT: Email Opens

140,322 -7.0%
(150,857)

Monthly Email Opens v. Previous Year

Email Opens



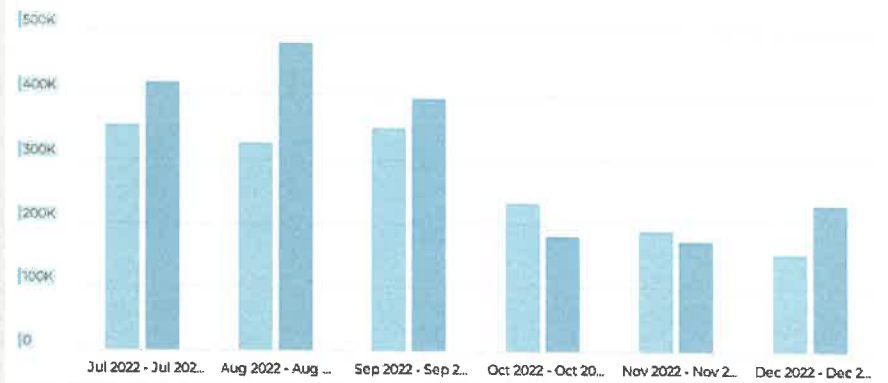
Outerbanks.org

FYT: Website Sessions

1,881,384 +17.4%
(1,602,171)

Monthly Website Sessions v. Previous Year

Sessions



Tracked Credit Card Spend

FYT: Tracked Spend (Zartico)

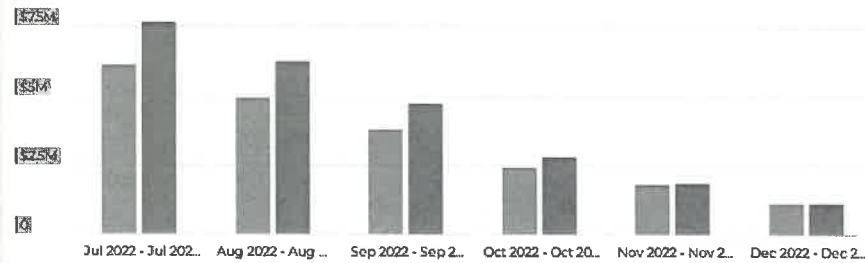
\$24,220,403 -20.9%
 (\$20,026,150)

FYT: Tracked Spend (Visa)

\$239,370,397 -7.4%
 (\$258,360,251)

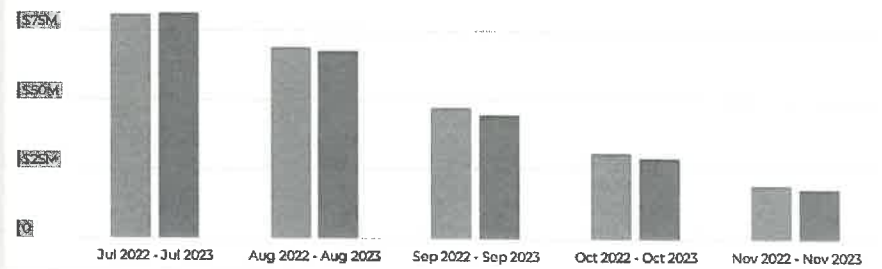
Tracked Spend v. Previous Year (Zartico)

Tracked Spend



Tracked Spend v. Previous Year (Visa)

Tracked Spend



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

KeyData Rental Data

FYT: Total Revenue (Nightly)

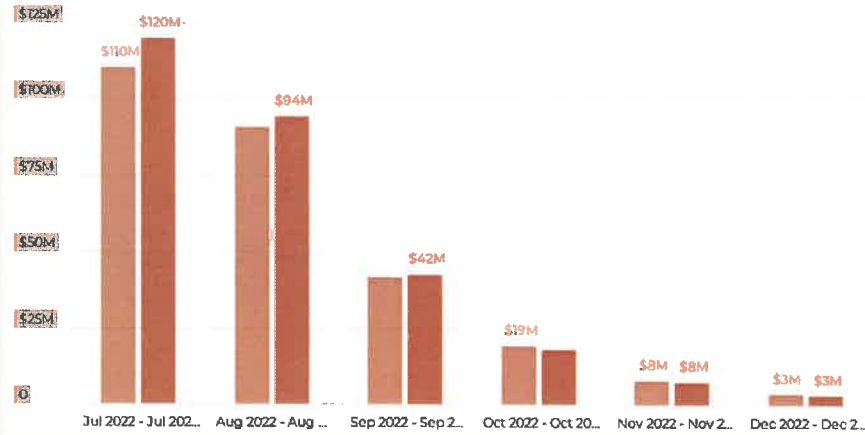
\$284,848,974 +4.3%
 (\$273,034,844)

FYT: Adj. Paid Occ. %

67.1 % -8.56%
 (73.4 %)

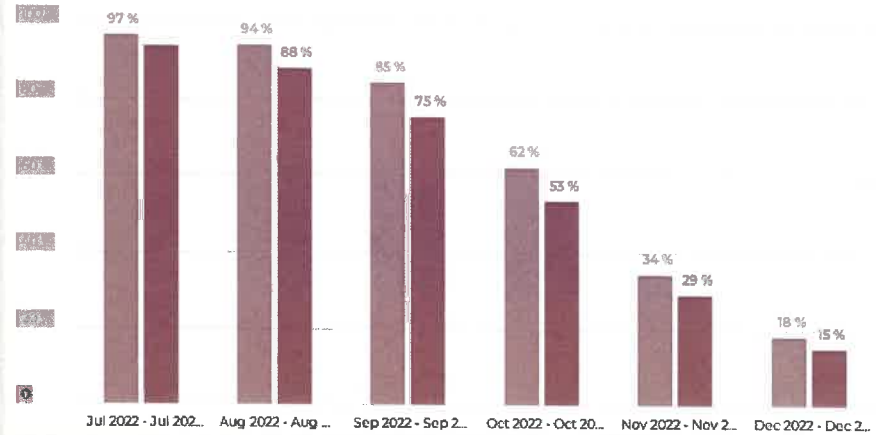
Monthly Revenue (Total) v. Previous Year

Total Revenue (Nightly)



Monthly Adj. Paid Occ. % v. Previous Year

Adj. Paid Occupancy %



9

Section II: Website

Reviews key KPIs/events tracked and website content viewed.

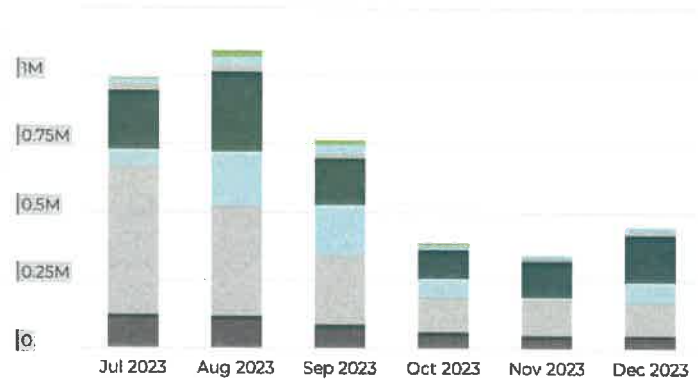
Outerbanks.org Page Views

FYT: Page Views - All Pages

4,014,312 ▲ 2.1%
(3,931,806)

Monthly Page Views by Medium

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



*Filtered to Mediums with over 25 occurrences in any month

Outerbanks.org KPIs (Events)

FYT: Key Website KPIs

1,273,596 ▲ 83.2%
(695,371)

Monthly Key Website KPIs by Event

| Event | Jul 2023 | Aug 2023 | Sep 2023 | Oct 2023 | Nov 2023 | Dec 2023 | Total |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | # Total ↓ | # Total ↓ | # Total ↓ | # Total ↓ | # Total ↓ | # Total ↓ | # Total ↓ |
| external_link | 106,536 | 87,466 | 55,929 | 37,623 | 31,031 | 32,844 | 351,429 |
| partner_referral | 99,416 | 78,888 | 47,746 | 31,457 | 25,590 | 28,197 | 311,294 |
| listing_details_reac... | 96,551 | 78,959 | 59,578 | 35,447 | 31,489 | 26,630 | 328,654 |
| blog_section_reach... | 48,148 | 35,387 | 30,077 | 18,940 | 15,416 | 16,077 | 164,045 |
| vimeo_video | 3,395 | 6,815 | 4,737 | 461 | 418 | 40,267 | 56,093 |
| travel_guide_request | 9,677 | 9,596 | 6,983 | 5,813 | 2,948 | 11,733 | 46,750 |
| file_download | 2,043 | 1,668 | 1,231 | 1,102 | 790 | 751 | 7,585 |
| view_search_results | 1,516 | 1,148 | 718 | 628 | 529 | 514 | 5,053 |
| enews_sign_up | 597 | 615 | 515 | 288 | 269 | 409 | 2,693 |
| eguide_view_2023_... | -- | 391 | 273 | 181 | 121 | 63 | 1,029 |

1 - 10 of 10 items

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

7

Section III: Feeder Market Trends

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

All Data Sources: Domestic Geographic Trends

Revenue (KeyData), Organic Search Traffic (GA4), and Tracked Spend (Zartico/Visa) by Month

| State | Dec 2023 | | | | Nov 2023 | | | | Oct 2023 | | | | # |
|-----------------|--------------------|---------------|-----------------------|-----------|--------------------|---------------|-----------------------|------------------------|---------------------|---------------|-----------------------|-----------------------|-----------|
| | # KeyData | # Website... | # Zartico | # Visa | # KeyData | # Website... | # Zartico | # Visa | # KeyData | # Website... | # Zartico | # Visa | |
| North Caro... | \$1,012,761 | 10,804 | \$172,760.86 | -- | \$1,639,620 | 11,483 | \$297,628.30 | \$5,717,895.16 | \$2,625,929 | 15,607 | \$379,152.87 | \$7,756,997.66 | \$ |
| Virginia | \$852,970 | 10,309 | \$512,272.61 | -- | \$1,798,095 | 10,384 | \$883,166.73 | \$6,479,914.24 | \$4,224,241 | 13,427 | \$1,372,468.28 | \$9,602,245... | \$ |
| South Caro... | \$218,639 | 1,315 | \$9,613.45 | -- | \$202,092 | 1,319 | \$16,861.88 | \$262,322.39 | \$274,047 | 1,816 | \$40,364.59 | \$488,720.51 | \$ |
| New York | \$176,569 | 4,813 | \$10,817.19 | -- | \$146,461 | 4,636 | \$56,293.32 | \$269,182.40 | \$429,631 | 5,117 | \$45,276.50 | \$622,422.57 | \$ |
| Pennsylva... | \$150,482 | 4,210 | \$141,434.19 | -- | \$525,389 | 3,623 | \$217,594.52 | \$862,389.67 | \$2,054,567 | 4,777 | \$325,076.57 | \$2,054,500... | \$ |
| Maryland | \$144,563 | 1,841 | \$21,520.07 | -- | \$432,547 | 1,755 | \$77,294.21 | \$1,017,447.45 | \$1,115,673 | 2,272 | \$104,593.64 | \$1,776,610.08 | \$ |
| Ohio | \$57,044 | 4,571 | \$30,066.88 | -- | \$159,629 | 2,772 | \$13,181.18 | \$221,211.42 | \$714,342 | 3,797 | \$34,253.77 | \$697,592.49 | \$ |
| New Jersey | \$49,102 | 917 | \$22,613.38 | -- | \$109,682 | 822 | \$26,438.06 | \$403,548.20 | \$389,653 | 988 | \$38,890.58 | \$543,127.27 | \$ |
| Tennessee | \$45,979 | 1,185 | \$8,907.31 | -- | \$95,366 | 1,087 | \$7,591.77 | \$135,836.00 | \$274,459 | 1,679 | \$49,239.17 | \$467,912.97 | \$ |
| Florida | \$34,573 | 2,906 | \$21,968.90 | -- | \$72,950 | 3,129 | \$25,322.86 | \$427,678.11 | \$116,612 | 3,836 | \$40,245.50 | \$679,875.71 | \$ |
| Delaware | \$24,178 | 236 | \$6,501.21 | -- | \$69,710 | 266 | \$5,021.69 | \$271,534.81 | \$190,680 | 358 | \$10,390.97 | \$346,739.59 | \$ |
| Texas | \$23,960 | 1,671 | \$10,011.39 | -- | \$50,372 | 1,408 | \$12,129.06 | \$121,592.99 | \$45,911 | 1,593 | \$10,442.30 | \$242,380.30 | \$ |
| District of ... | \$22,343 | 528 | \$2,065.36 | -- | \$11,524 | 514 | \$3,798.52 | \$89,705.96 | \$31,669 | 740 | \$12,552.25 | \$119,481.64 | \$ |
| Georgia | \$22,302 | 4,811 | \$3,898.06 | -- | \$50,326 | 4,633 | \$9,335.85 | \$155,637.94 | \$79,834 | 5,842 | \$13,464.98 | \$297,485.41 | \$ |
| Michigan | \$20,508 | 2,369 | \$1,551.86 | -- | \$24,055 | 2,203 | \$4,225.90 | \$121,735.67 | \$140,702 | 2,958 | \$9,984.36 | \$254,532.33 | \$ |
| West Virgin... | \$18,752 | 880 | \$44,874.23 | -- | \$100,105 | 774 | \$37,169.64 | \$161,687.39 | \$323,978 | 985 | \$98,163.67 | \$374,980.56 | \$ |
| Connecticut | \$10,980 | 511 | \$28,852.68 | -- | \$17,332 | 499 | \$16,409.10 | \$81,048.17 | \$58,392 | 703 | \$10,739.11 | \$153,143.39 | \$ |
| Wisconsin | \$10,189 | 696 | \$9,719.95 | -- | \$12,844 | 447 | \$7,682.47 | \$35,038.83 | \$37,631 | 579 | \$11,286.24 | \$84,148.93 | \$ |
| California | \$9,801 | 1,282 | \$8,264.40 | -- | \$32,948 | 1,261 | \$11,418.26 | \$148,218.41 | \$40,641 | 1,480 | \$8,089.53 | \$236,139.06 | \$ |
| Kentucky | \$7,521 | 1,049 | \$6,745.34 | -- | \$19,677 | 922 | \$5,708.89 | \$46,042.75 | \$142,216 | 1,429 | \$27,669.63 | \$194,028.08 | \$ |
| Rhode Isla... | \$7,078 | 118 | -- | -- | \$1,590 | 122 | \$64.63 | \$13,777.96 | \$14,483 | 133 | \$598.86 | \$45,160.06 | \$ |
| Illinois | \$6,744 | 1,803 | \$626.74 | -- | \$29,432 | 1,454 | \$3,152.97 | \$85,024.39 | \$90,361 | 1,561 | \$9,103.56 | \$161,243.42 | \$ |
| Vermont | \$6,633 | 229 | \$474.46 | -- | \$20,186 | 183 | \$1,613.14 | \$42,252.88 | \$14,866 | 248 | \$6,343.42 | \$46,917.43 | \$ |
| New Hamp... | \$3,331 | 484 | \$816.80 | -- | \$11,538 | 415 | \$2,813.83 | \$39,811.35 | \$43,593 | 623 | \$12,866.36 | \$99,776.87 | \$ |
| Arizona | \$2,840 | 350 | \$1,038.14 | -- | \$144 | 351 | \$231.53 | \$37,094.66 | \$24,205 | 384 | \$7,556.40 | \$96,287.55 | \$ |
| Total | \$2,954,501 | 69,131 | \$1,116,555.16 | -- | \$5,794,119 | 64,493 | \$1,810,550.71 | \$17,908,235... | \$14,075,902 | 83,428 | \$2,786,867... | \$29,005,35... | \$ |

KeyData Revenue

FYT: Top 50 Cities

| City | State | # Total Revenue ↓ |
|------------------|----------------------|---------------------|
| -- | Virginia | \$5,146,068 |
| Pittsburgh | Pennsylvania | \$3,488,724 |
| Alexandria | Virginia | \$2,632,169 |
| Midlothian | Virginia | \$2,403,857 |
| Fredericksburg | Virginia | \$2,295,759 |
| Virginia Beach | Virginia | \$2,295,733 |
| Chesapeake | Virginia | \$2,114,491 |
| Mechanicsville | Virginia | \$1,991,756 |
| Arlington | Virginia | \$1,801,563 |
| Williamsburg | Virginia | \$1,766,252 |
| Raleigh | North Carolina | \$1,697,619 |
| Charlottesville | Virginia | \$1,676,516 |
| Glen Allen | Virginia | \$1,661,403 |
| Richmond | Virginia | \$1,649,652 |
| Fairfax | Virginia | \$1,630,589 |
| Washington | District of Columbia | \$1,456,888 |
| Vienna | Virginia | \$1,351,834 |
| Kill Devil Hills | North Carolina | \$1,345,329 |
| Ashburn | Virginia | \$1,335,184 |
| Baltimore | Maryland | \$1,221,428 |
| Frederick | Maryland | \$1,216,601 |
| Rockville | Maryland | \$1,188,841 |
| Springfield | Virginia | \$1,186,435 |
| Manassas | Virginia | \$1,166,461 |
| Charlotte | North Carolina | \$1,139,507 |
| Leesburg | Virginia | \$1,106,827 |
| -- | Pennsylvania | \$1,041,440 |
| Newport News | Virginia | \$1,035,038 |
| Philadelphia | Pennsylvania | \$993,774 |
| Total | | \$69,573,610 |

1 - 50 of 50 items

↔ →←

Outerbanks.org Organic Search Visits

FYT: Top 50 Cities

| City | State | # Visits ↓ |
|------------------|----------------------|----------------|
| Ashburn | Virginia | 37,544 |
| Atlanta | Georgia | 29,739 |
| New York | New York | 24,215 |
| -- | Virginia | 16,281 |
| Roanoke | Virginia | 15,858 |
| Virginia Beach | Virginia | 14,630 |
| Kill Devil Hills | North Carolina | 14,538 |
| -- | North Carolina | 12,707 |
| Raleigh | North Carolina | 12,143 |
| Baltimore | Maryland | 10,647 |
| Charlotte | North Carolina | 9,715 |
| Chicago | Illinois | 9,521 |
| Philadelphia | Pennsylvania | 8,929 |
| -- | Florida | 8,313 |
| -- | Pennsylvania | 8,035 |
| Washington | District of Columbia | 7,551 |
| Boston | Massachusetts | 6,017 |
| -- | Ohio | 4,245 |
| Dallas | Texas | 4,101 |
| Manteo | North Carolina | 3,994 |
| Corolla | North Carolina | 3,989 |
| Nags Head | North Carolina | 3,941 |
| -- | New York | 3,600 |
| -- | New Jersey | 3,400 |
| Reston | Virginia | 3,329 |
| -- | Georgia | 2,980 |
| Richmond | Virginia | 2,832 |
| Pittsburgh | Pennsylvania | 2,754 |
| Durham | North Carolina | 2,729 |
| Total | | 329,421 |

1 - 50 of 50 items

↔ →←

Zartico Tracked Spend

FYT: States

| State | # Tracked Spend ↓ |
|----------------------|---------------------|
| Virginia | \$12,214,781 |
| Pennsylvania | \$3,376,044 |
| North Carolina | \$2,665,220 |
| West Virginia | \$1,040,254 |
| Maryland | \$972,861 |
| New York | \$595,727 |
| New Jersey | \$497,319 |
| Ohio | \$318,346 |
| Florida | \$268,653 |
| Tennessee | \$219,892 |
| Connecticut | \$191,781 |
| South Carolina | \$190,223 |
| Kentucky | \$168,917 |
| Massachusetts | \$150,428 |
| Texas | \$109,283 |
| California | \$105,936 |
| Wisconsin | \$96,930 |
| Georgia | \$91,256 |
| Indiana | \$85,690 |
| Illinois | \$80,869 |
| Colorado | \$76,170 |
| Minnesota | \$74,274 |
| Delaware | \$70,723 |
| District of Columbia | \$46,745 |
| New Hampshire | \$44,699 |
| Michigan | \$42,142 |
| Iowa | \$39,940 |
| Vermont | \$39,659 |
| Kansas | \$34,357 |
| Total | \$24,218,499 |

1 - 50 of 50 items

↔ →←

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

9

Section IV: HY Managed Media

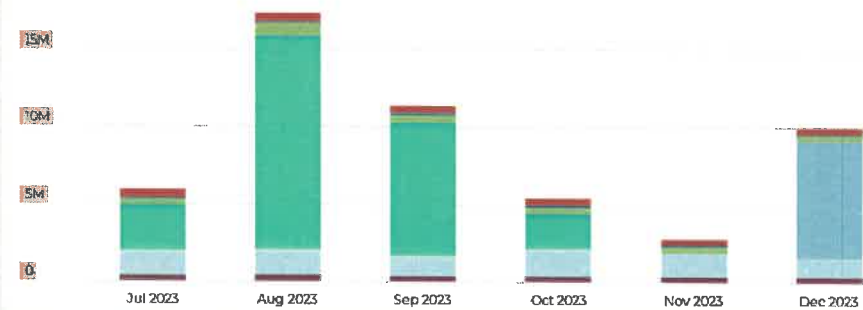
Reviews topline delivery metrics for paid media campaigns, SEM and OBVB's email marketing efforts.

All Paid Media Campaigns

Monthly Impressions by Campaign

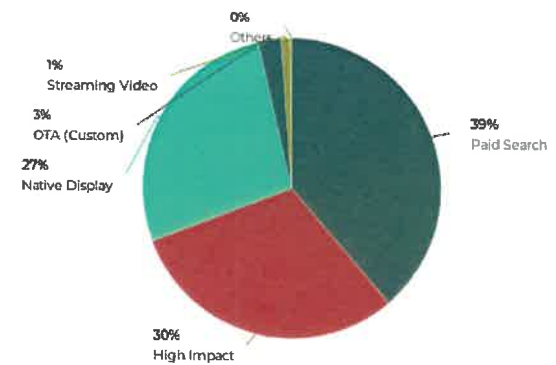
Impressions

● Branded
 ● FY22-23 OMCA
 ● FY23-24 Continuity
 ● FY23-24 Fall
 ● FY23-24 Spring Sum...
 ● Lodging (Regional)
 ● N



FYT: Total Clicks by Media Type

Clicks



Native Continuity: Blog/Niche Support

FYT: Niche/Blog Promotion Performance by Creative

| Creative | Target Audience | Impressions | Clicks | CTR |
|---------------------------|------------------|------------------|---------------|---------------|
| Plan a Visit (August) | Site Retargeting | 45,635 | 323 | 0.71 % |
| Offers (November) | Site Retargeting | 33,044 | 230 | 0.70 % |
| Travel Offer (August) | Site Retargeting | 28,962 | 194 | 0.67 % |
| Book Stay (August) | Site Retargeting | 58,465 | 385 | 0.66 % |
| Trip Packages (August) | Site Retargeting | 74,612 | 483 | 0.65 % |
| Hiking Spots (October) | Site Retargeting | 34,895 | 221 | 0.63 % |
| 12 Bars of OBX (December) | Site Retargeting | 26,358 | 148 | 0.56 % |
| Total | | 3,362,084 | 13,606 | 0.40 % |

1 - 44 of 44 items

↔ →

Search Engine Marketing

FYT: Performance by Campaign and Search Engine

| Campaign | Bing | | | | Google | | | | Total | | | |
|--------------------|------------------|----------------|---------------|---------------|------------------|----------------|----------------|---------------|------------------|----------------|---------------|---------------|
| | # Impressions ↓ | # Clicks | # CTR | # CPC | # Impressions ↓ | # Clicks | # CTR | # CPC | # Impressions ↓ | # Clicks | # CTR | # CPC |
| Travel (Regional) | 2,361,961 | 115,089 | 4.87 % | \$0.26 | 395,163 | 77,761 | 19.68 % | \$0.57 | 2,757,124 | 192,850 | 6.99 % | \$0.38 |
| Lodging (Regional) | 2,262,588 | 120,199 | 5.31 % | \$0.33 | 483,340 | 66,680 | 13.80 % | \$0.83 | 2,745,928 | 186,879 | 6.81 % | \$0.51 |
| Branded | 1,606,629 | 68,083 | 4.24 % | \$0.22 | 238,386 | 34,472 | 14.46 % | \$0.57 | 1,845,015 | 102,555 | 5.56 % | \$0.34 |
| Niche (Regional) | 567,916 | 18,693 | 3.29 % | \$0.28 | 187,225 | 20,811 | 11.12 % | \$0.81 | 755,141 | 39,504 | 5.23 % | \$0.56 |
| OBXmas (Local) | -- | -- | -- | -- | 2,865 | 450 | 15.71 % | \$1.13 | 2,865 | 450 | 15.71 % | \$1.13 |
| Total | 6,799,094 | 322,064 | 4.74 % | \$0.28 | 1,306,979 | 200,174 | 15.32 % | \$0.68 | 8,106,073 | 522,238 | 6.44 % | \$0.43 |

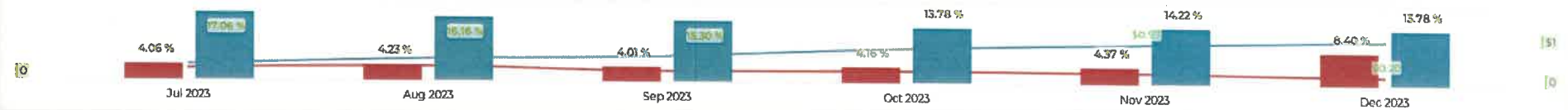
1 - 5 of 5 items



Monthly Click Performance by Search Engine

CTR CPC

● Bing ● Google



Top 20 Ad Groups (Spend) - Month Of

| Ad Group | Campaign | # Impressions | # Clicks ↓ | # CTR | # CPC |
|---------------------------------|--------------------|---------------|------------|---------|--------|
| Outer Banks Vacation Rentals | Lodging (Regional) | 241,392 | 22,558 | 9.34 % | \$0.24 |
| 1 Vacation (Broad) | Travel (Regional) | 206,676 | 21,675 | 10.49 % | \$0.20 |
| 1 Trip | Branded | 189,794 | 15,375 | 8.10 % | \$0.17 |
| North Carolina Vacation Rentals | Lodging (Regional) | 46,091 | 4,024 | 8.73 % | \$0.28 |
| North Carolina Places To Visit | Travel (Regional) | 32,730 | 3,310 | 10.11 % | \$0.20 |
| Outer Banks Fishing | Niche (Regional) | 49,906 | 2,084 | 4.18 % | \$0.48 |
| 1 Attractions | Travel (Regional) | 9,242 | 1,816 | 19.65 % | \$0.97 |
| North Carolina Attractions | Travel (Regional) | 18,861 | 1,673 | 8.87 % | \$0.29 |
| 1 Things To Do (Exact) | Travel (Regional) | 3,372 | 1,257 | 37.28 % | \$0.76 |
| 1 Nags Head City | Branded | 8,437 | 1,143 | 13.55 % | \$1.09 |

1 - 20 of 20 items



Email Marketing

FYT: Email Sends

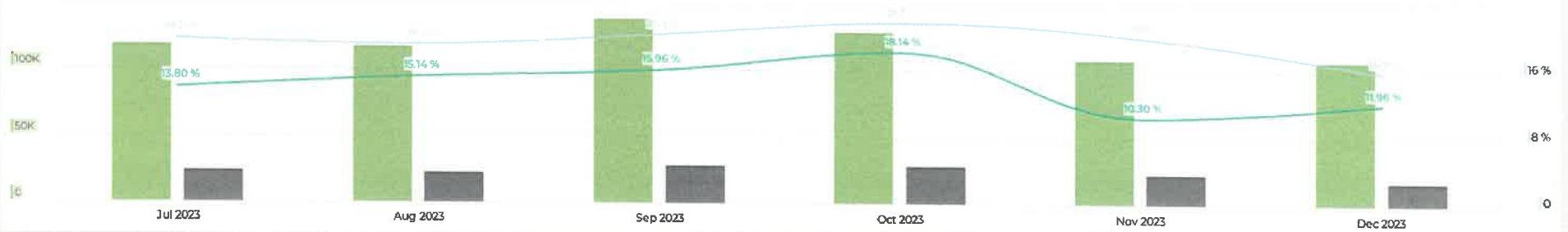
718,418 ▼ -5.3%
(758,456)

FYT: Email Clicks

20,412 ▲ +34.6%
(15,170)

FYT: Email Performance Trends

Sends Total Opens Open Rate CTR (Opens)



Performance by Email Message - Month Of

| Message Send Name | Sends ↓ | # Opens | Open Rate | # Clicks | CTR (Opens) |
|--|----------------|---------------|----------------|--------------|----------------|
| December 2023 OBX Email | 103,425 | 15,928 | 15.40 % | 1,510 | 9.48 % |
| Welcome Email Workflow | 2,411 | 816 | 33.84 % | 408 | 50.00 % |
| Foodie Workflow 3.0 | 324 | 74 | 22.84 % | 32 | 43.24 % |
| Art, History and Culture Workflow 3... | 306 | 80 | 26.14 % | 29 | 36.25 % |
| Family Workflow 3.0 | 272 | 59 | 21.69 % | 21 | 35.59 % |
| Birding Workflow | 215 | 50 | 23.26 % | 14 | 28.00 % |
| Active Vacationer Workflow 3.0 | 139 | 31 | 22.30 % | 11 | 35.48 % |
| Surfing Workflow | 135 | 21 | 15.56 % | 4 | 19.05 % |
| Fishing Workflow 3.0 | 120 | 22 | 18.33 % | 10 | 45.45 % |
| Camping/RV Workflow 3.0 | 71 | 10 | 14.08 % | 5 | 50.00 % |
| Total | 107,418 | 17,091 | 15.91 % | 2,044 | 11.96 % |

1 - 10 of 10 items



12



Executive Summary

| Drive Awareness <small>KPI: Impressions</small> | | | | | Drive Intent <small>KPI: Website Sessions Reported by Social Source</small> | | | | | Engage <small>KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, DMs, Clicks, Media Clicks</small> | | | | | Convert <small>KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-ups</small> | | | | |
|--|------------|------------|------------|--------------|--|----------|----------|-----------|--------------|--|-----------|-----------|-----------|--------------|--|----------|----------|-----------|--------------|
| Performance As Of: | Dec 2023 | Dec 2022 | Base Goal | Stretch Goal | Performance As Of: | Dec 2023 | Dec 2022 | Base Goal | Stretch Goal | Performance As Of: | Dec 2023 | Dec 2022 | Base Goal | Stretch Goal | Performance As Of: | Dec 2023 | Dec 2022 | Base Goal | Stretch Goal |
| Current Month | 1,308,611 | 6,431,411 | 1,797,589 | 2,197,054 | Current Month | 11,976 | 7,873 | 10,623 | 12,983 | Current Month | 550,084 | 395,615 | 169,990 | 207,766 | Current Month | 1,530 | 1,388 | 542 | 995 |
| Cumulative Fiscal | 21,250,217 | 26,662,989 | 22,520,375 | 27,524,903 | Cumulative Fiscal | 108,487 | 53,577 | 109,976 | 134,415 | Cumulative Fiscal | 5,458,075 | 2,158,881 | 2,004,725 | 2,450,220 | Cumulative Fiscal | 7,430 | 5,496 | 5,122 | 9,390 |
| Cumulative % To Target | | 80% | 94% | 77% | Cumulative % To Target | | 202% | 99% | 81% | Cumulative % To Target | | 253% | 272% | 223% | Cumulative % To Target | | 135% | 145% | 79% |

Key Messaging:

- Holiday Activities on the OBX
- Food Pantry Donations
- Seafood Festival & Wings Over Water Recaps
- 2023 Memories
- 2024 Travel Guide

Performance Overview:

- Engagements continue to drastically outperform the previous fiscal.
- The launch of the 2024 Travel Guide resulted in high-efficiency conversions (under \$1/conversion vs. \$2.50 target), trending above last December.
- Awareness ads performed within the expected CPM bounds; however, CPM performance was higher for Meta Intent and Engage ads suggesting that the campaigns were efficient as fewer impressions were required to achieve the primary objective.
- Site traffic from social is trending at 99% to goal, up from 97% last month, and remains well above last year's performance.

Next Steps & Recommendations:

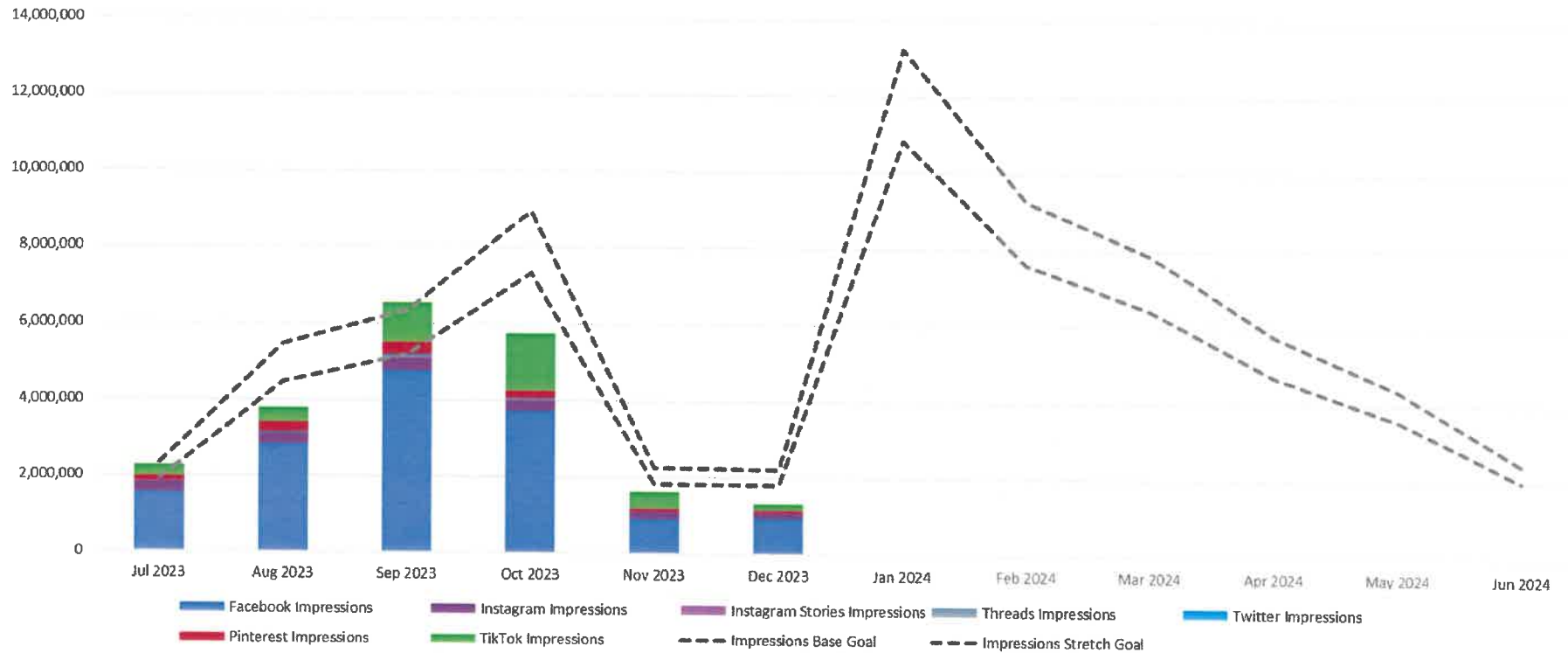
- As Engagements have exceeded both previous year and base goal projections for the end of the fiscal year, budget will be reallocated from the Engagement campaign to the Awareness campaign to increase impressions.
- The 2024 Travel Guide ads will continue running in January with the addition of the Wildlife Mini Guide.
- January will also see a Message in a Bottle post as well as a compilation video from Swiftcurrent focused on African American history on the Outer Banks.

Note: A discrepancy was found in GA4 between two event and conversion reports and the fiscal conversion total has been updated accordingly.



Connect M-o-M

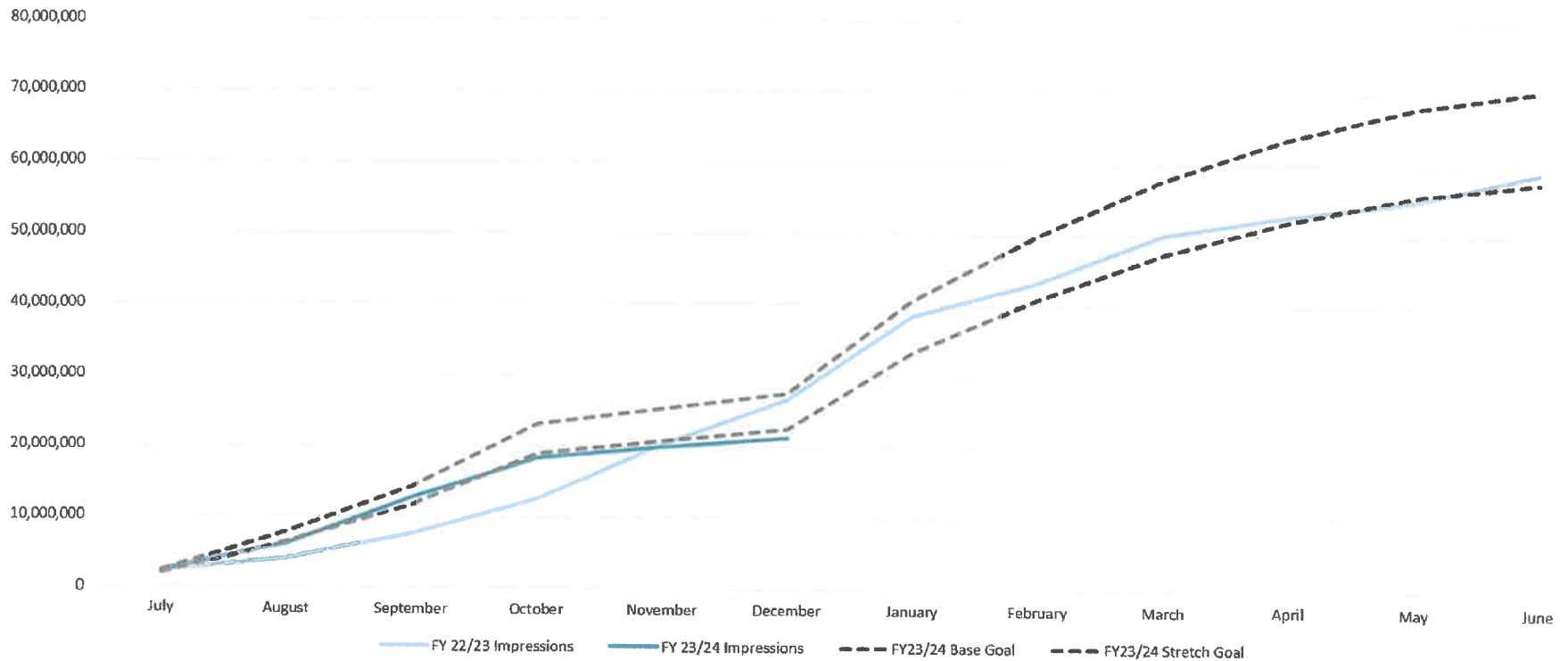
Impressions By Channel vs. Trend To Goal





Connect [Cumulative Performance]

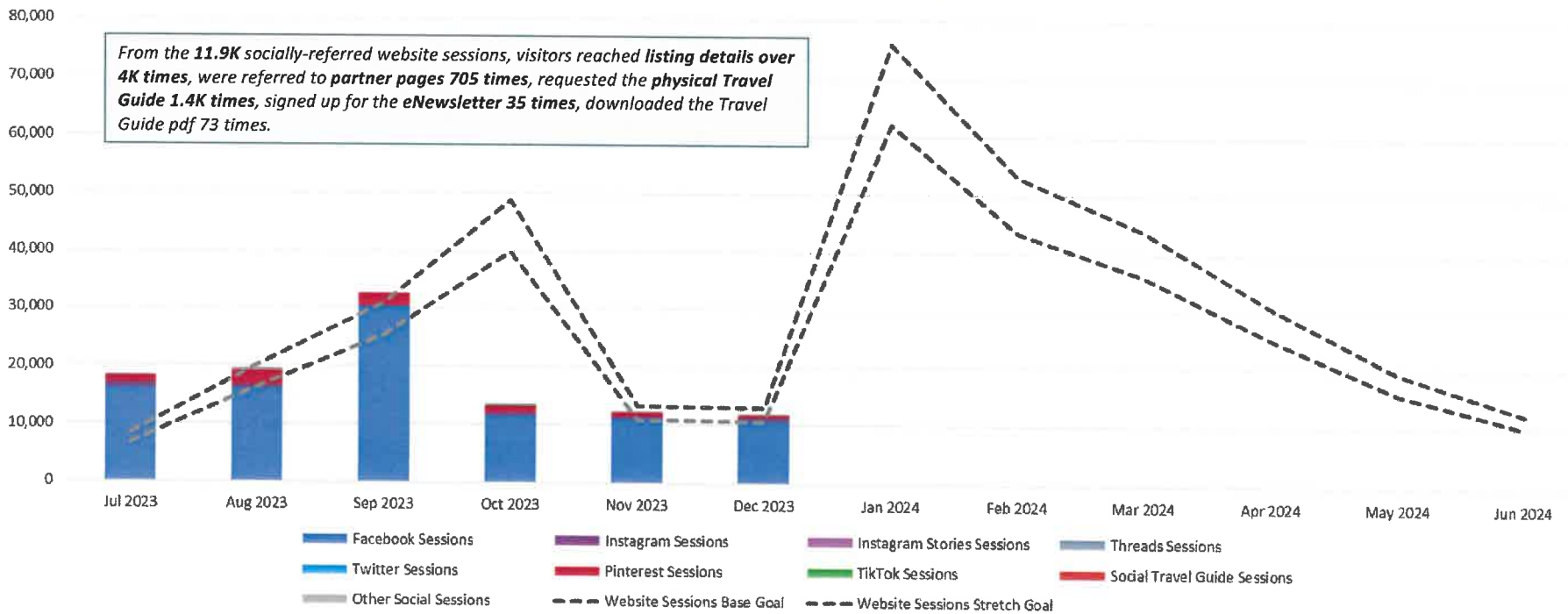
Cumulative Impressions Performance To Goal





Drive Intent

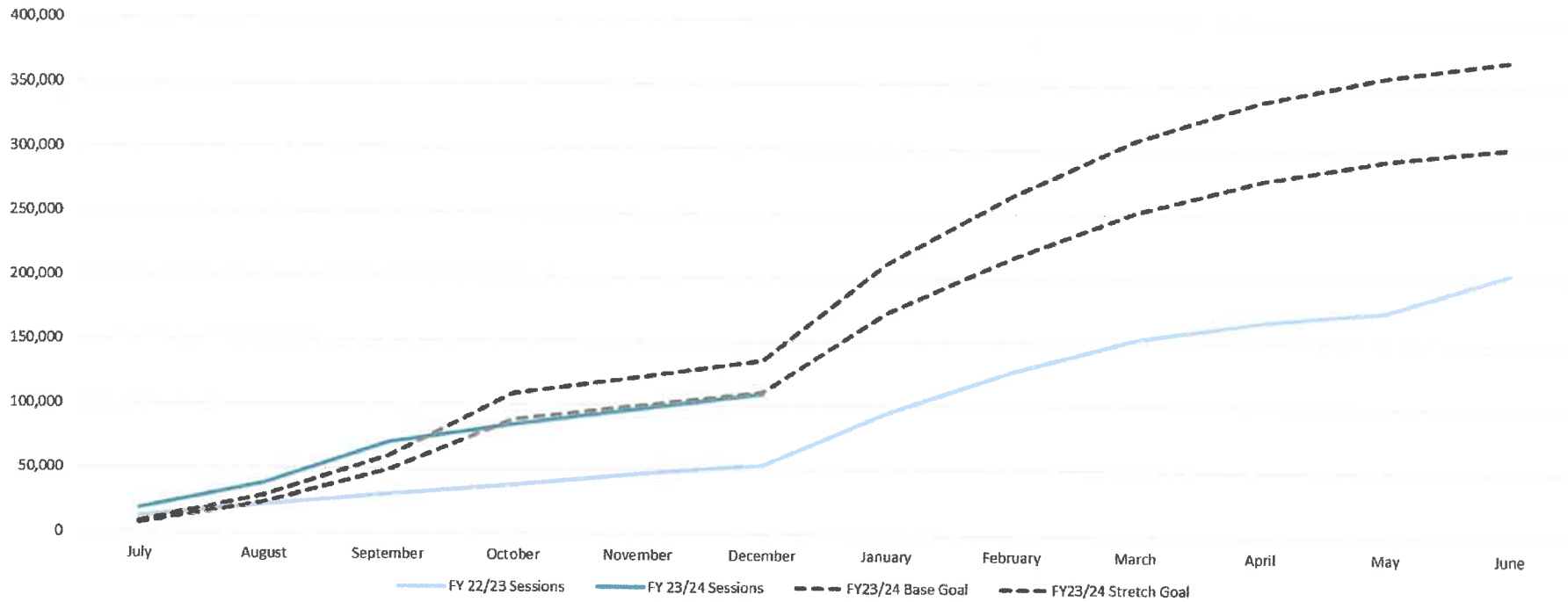
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

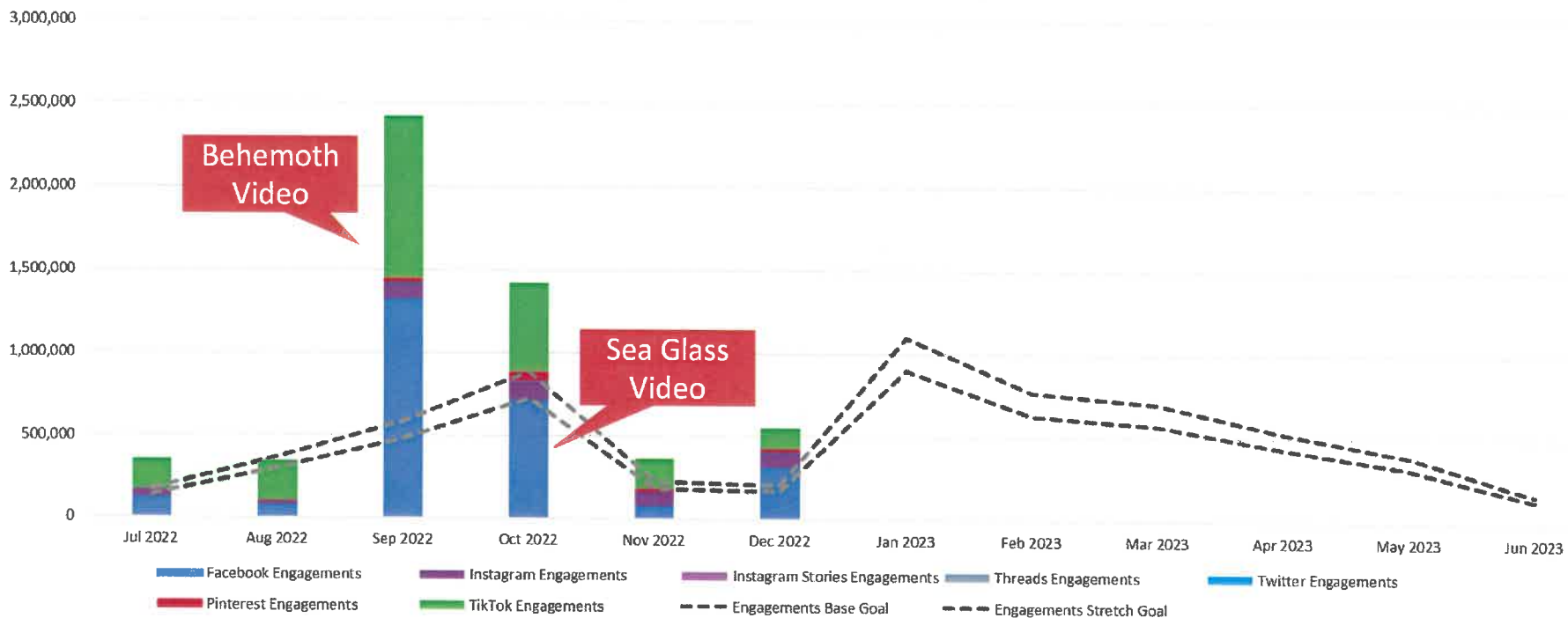
Cumulative Website Sessions Referred from Social Channels Performance To Goal





Engage

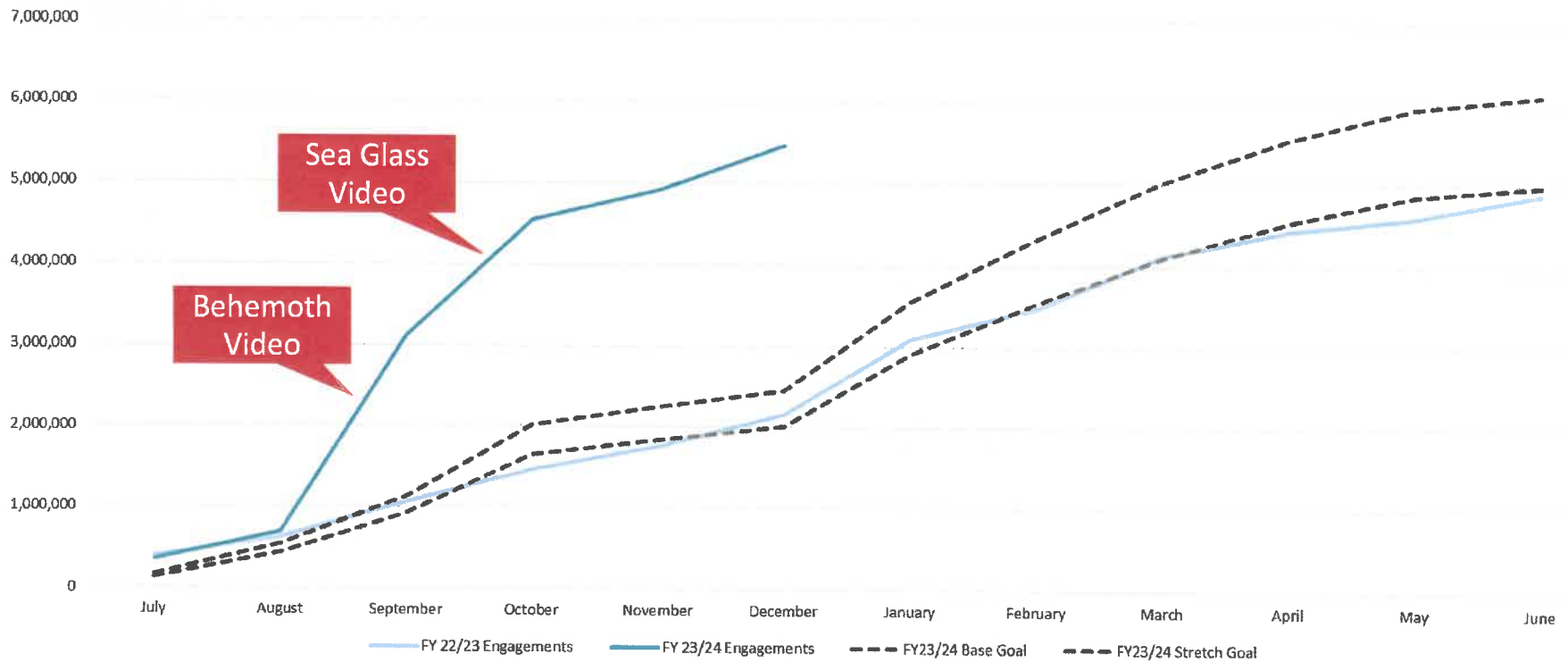
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

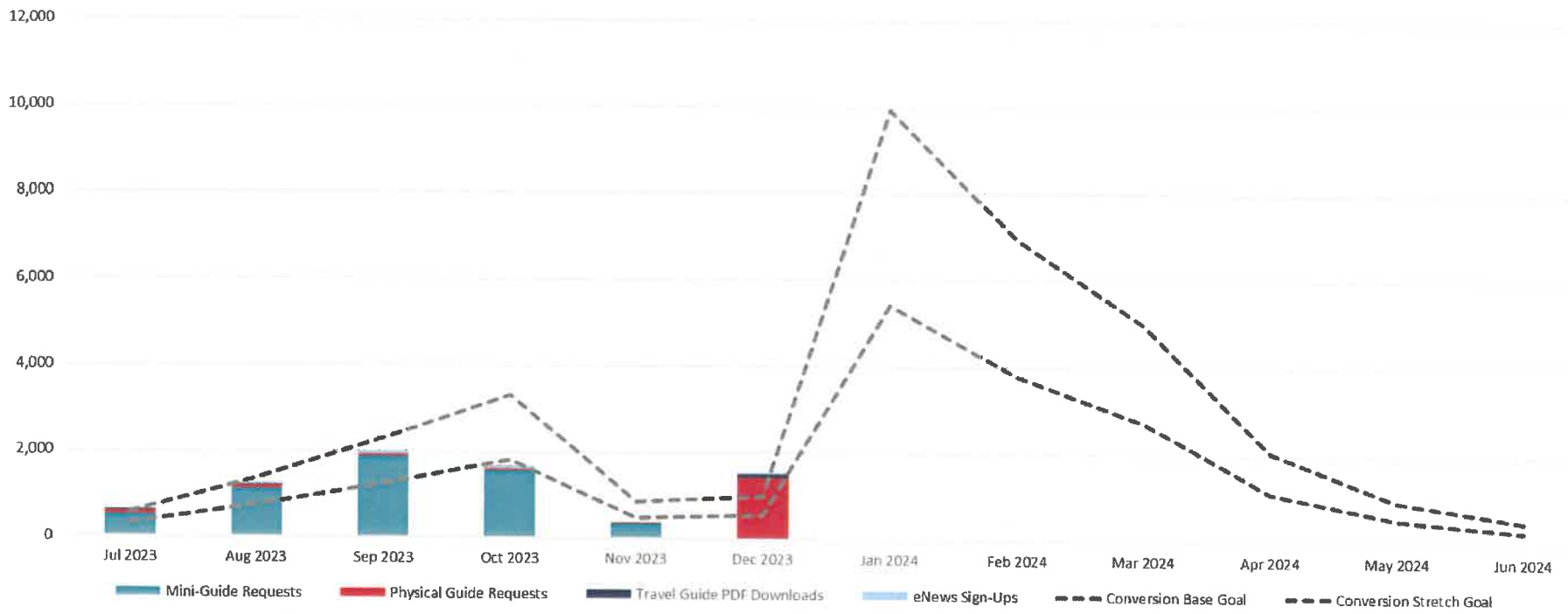
Cumulative Engagements Performance To Goal





Convert

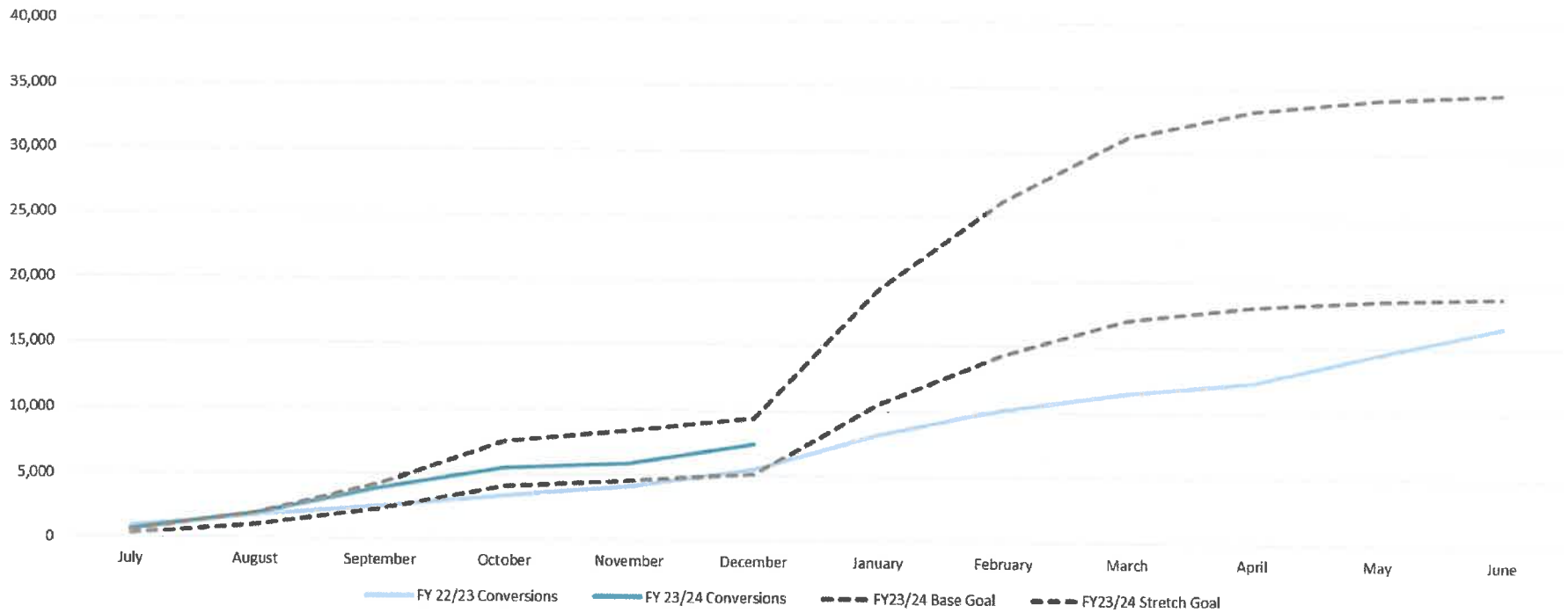
Conversions By Type vs. Trend to Goal





Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal



Note: in previous reports the FY22/23 trendline reflected the stretch goal from that fiscal, not reported conversions, this has been corrected in the chart above.

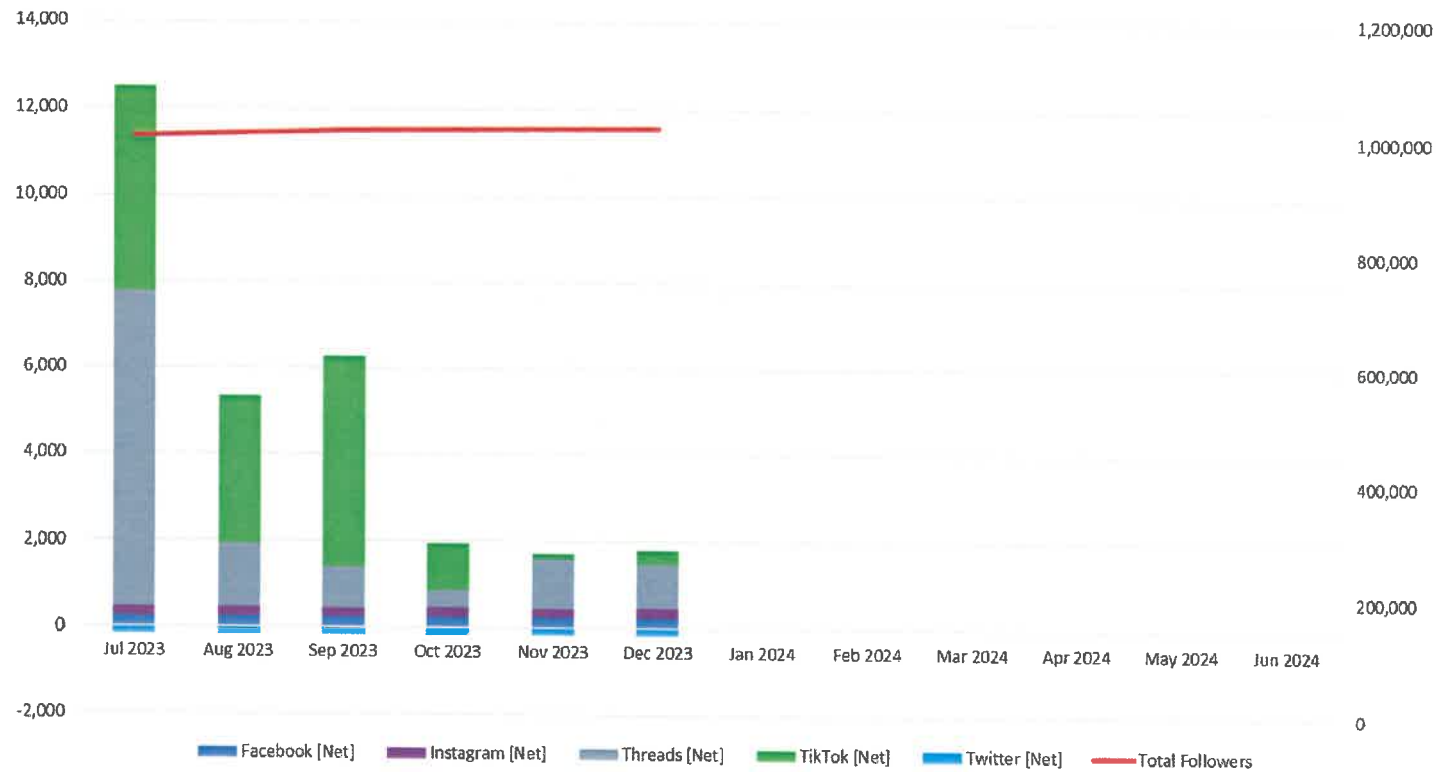


Engage - Community Growth

Highlights:

- Growth across platforms remained steady with a slight increase in net followers on TikTok.

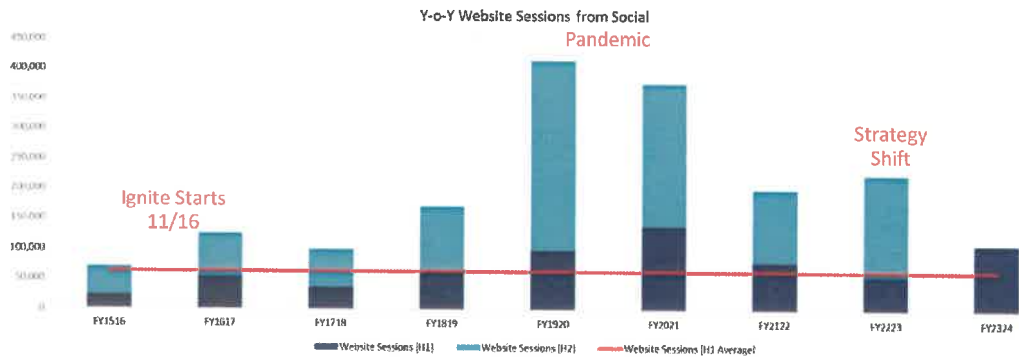
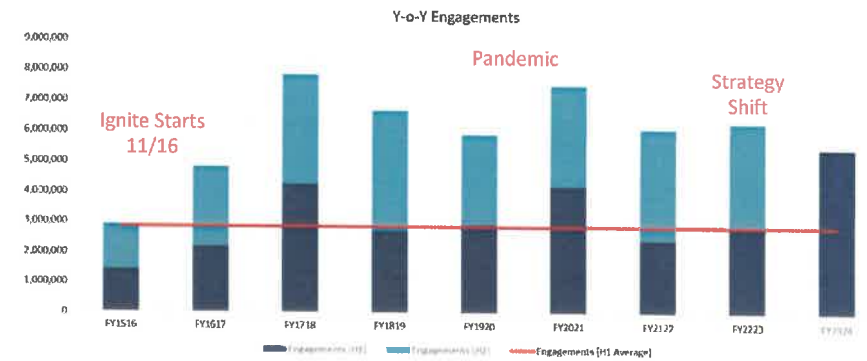
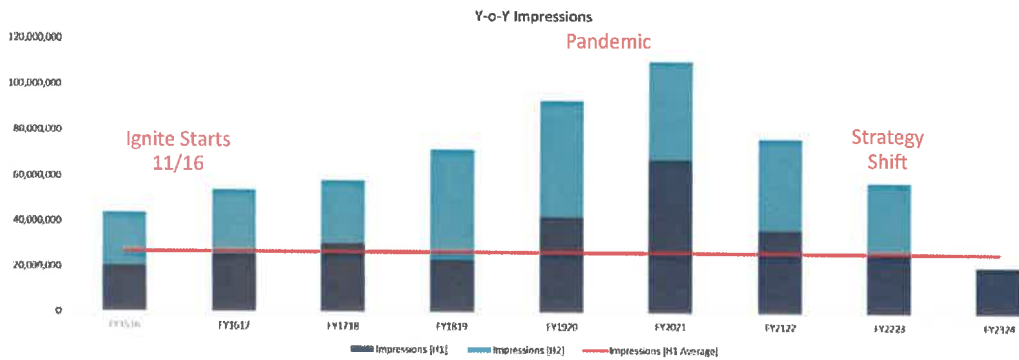
Social Following Across Platforms





OBX Social Performance FY15/16 – FY23/24

H1: July – December
H2: January – July



With the start of the new fiscal, FY23/24 performance is only represented by July – December 2023 performance.

COMMUNITY ENGAGEMENT REPORT

JANUARY 18, 2024

Long-Range Tourism Management Plan

Special Committee/Task Force – Updates:

- ✓ First meeting rescheduled for Wednesday, February 7 (9am-11am in Curtis H. Creech, Jr. Memorial Boardroom); originally scheduled for January 10 but postponed due to storm
- ✓ Orientation binders created and meetings scheduled with new committee members prior to first meeting
- ✓ Researched destination pledges and drafted an Outer Banks Pledge to share with committee for discussion/feedback at first meeting
- ✓ Outreach to peers from other DMOs with similar destination management plans with the goal of creating a networking group to share ideas and best practices

Community Engagement & Outreach

Community Meetings & Events – Recently Attended

12/17/23 – First Flight Society’s Wright Brothers Day Luncheon Celebration – attendee

12/8/23 – OBX Community Service/Non-Profit Collaborative – attendee

1/10/24 – 2024 Non-Profit Strategic Planning Meeting (OBVB/OBCF/Outer Banks Forever) – attendee

1/12/24 – Be Resilient OBX Event: Diversity, Equity, Inclusion & More – attendee

Community Meetings & Events – Upcoming

1/18/24 – Dare County Housing Task Force – attendee

1/23/24 – State of the County Event – attendee

1/24/24 – Outer Banks Health Cancer Center Ribbon Cutting – attendee

1/26/24 – Outer Banks Chamber of Commerce Annual Meeting & Awards Celebration – attendee

3/1/24 – OBX Community Service/Non-Profit Collaborative – attendee (OBVB hosting)

3/17/24-3/19/24 – Visit NC Tourism Conference (Greenville, NC) – attendee

3/19/24 – Outer Banks Home Builders Association (General Membership) meeting – presenter

Q1 (TBD) – Outer Banks Forever Board Meeting – presenter

** Awaiting confirmation on several Q1 2024 ‘Road Show’ dates*

Communications

1/10/24 – eNewsletter: Non-Profit Community Update

2024 Community Engagement Communications Plan created

In the Works / On the Horizon

- Drafted a revamped LRTMP section on OuterBanks.org (implementation in progress)
- Update NPO/Voluntourism pages on website (ongoing)
- Continue to schedule LRTMP “Road Show” dates (ongoing)



Outer Banks Non-Profit Community Updates

January 2024 eNewsletter



2023 State of Dare County Tourism Report Released

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

Long-Range Tourism Management Plan Special Committee Announced

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

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

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

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



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

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

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

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

Social Impact: Giving Tuesday - Voluntourism

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

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – JANURARY 2024

Recent Trade Show Activity:

Association Executives Of North Carolina (AENC) | December 13-14, 2023:

Bureau staff recently attended the AENC annual trade show, a gathering of association and executive meeting planners throughout North Carolina. Our mission was to highlight the Outer Banks as the perfect destination for association meetings, incentive getaways, and board retreats. This show provided a platform to connect with potential clients and showcase the Outer Banks' unique offerings. Joining us in this endeavor were industry partners Hilton Garden Inn/Kitty Hawk, Ramada Plaza, Chicamacomico Lifesaving Station, and Sanderling Resort. All generated sales leads have already been distributed to our Tourism Partners.

Tourism Sales: Future Trade Show Dates and Locations:

Staff is currently scheduled for the following industry shows:

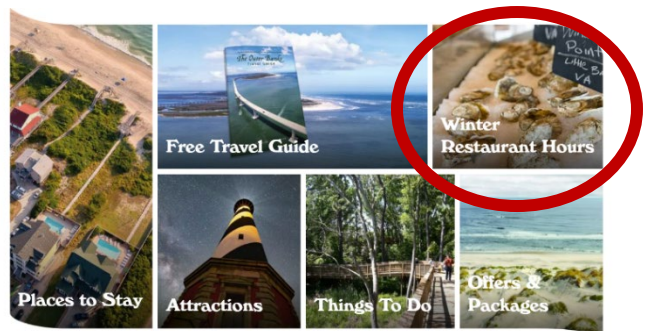
- January 13-16, 2024: American Bus Association Annual Marketplace, Nashville, TN
 - March 17-19, 2024: Visit NC 365, Greenville, NC
 - March 20 – 24, 2024: STS Domestic Showcase, Little Rock, AR
-

The Soundside Event Site:

Attached is the 2024 Events Calendar for the Soundside Event Site for your review.

Industry Relations: Restaurant Winter Hours

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



Industry Relations: OBXmas | Spreading Holiday Cheer and Driving Results

The Bureau's OBXmas campaign was a festive success, generating buzz and engagement from both residents and visitors. There were over 100 events that visitors and locals could choose from such as holiday markets, music events, meet and greets with Santa, Buddy and the Grinch as well as crafty holiday cocktails and festive food bites to enjoy.

Here's a glimpse of the magic:

- Social media summary: OBXmas content dazzled with 339,000 impressions and 149,000 engagements. Winter Lights on Instagram stole the show, becoming one of the most commented-on posts of the month.
- Click-worthy campaigns: Promoted posts for Winter Lights and Island Farm Christmas proved efficient, driving over 6,600 clicks to the OBX website and exceeding CPC targets.
- Video views galore: OBXmas videos on Instagram averaged a captivating 15,000 views each.
- Storytelling success: The Holiday Events Instagram story was a top performer, boasting a 2.4% click-through rate (double the benchmark!).
- The OBXmas Landing Page received 6,904 unique views during the period from December 1, 2023, to January 6, 2024, with 6,212 of them being first-time visitors to the site.



12 Bars of Christmas | Cheers to Charity and Community

The 12 Bars of Christmas brought holiday cheer and generous giving to the Outer Banks. Staff recently attended their recap meeting and here's a taste of the festivities:

- Charitable cheer: Participating restaurants raised a heartwarming \$28,000 for 12 local non-profits.
- Passports of fun: Over 3,600 passports were sold, and 1,557 completed ones earned festive ornaments and chances to win gift certificates.
- Lucky winners: Three lucky individuals (2 locals and 1 visitor from Virginia) won big in the January 9th Facebook Live drawing!
- Best December ever: Many restauranteurs declared this their best December in years.
- OBX Party Bus: Nearly sold out all their Christmas crawls, with each tour carrying 19-20 merrymakers. The buses rolled out 35 tours and 13 private charters, with each stop at participating restaurants leaving a \$500 ROI.
- Social media: The Bureau's Instagram Reel for the event garnered 18,000 views, 95 shares, 27 saves, and 648 likes, while the TikTok version reached 1,300 views and 39 likes.

Overall, OBXmas was a resounding success, spreading holiday cheer, raising funds for good causes, and driving tourism to the Outer Banks.

2024 Soundside Event Site Schedule

| Name of Event | Date of Event | Event Times (times may change as event draws closer) | Site Reserved |
|------------------------------------|---------------------------------------|--|---|
| OBX Rod and Custom Festival | Friday, May 2- Saturday, May 4, 2023 | 10:00am - 6:00pm | Tuesday, April 30 – Monday, May 6, 2024 |
| OBX Jeep Invasion | Friday, May 10-Sunday, May 12, 2024 | 9:00am - 5:00pm | Thursday, May 9 - Sunday, May 12, 2024 |
| Soundside Fun Fair | Thursday, June 6-Sunday, June 9, 2024 | 5:00pm - 10:00pm | Tuesday, June 4 – Monday, June 10, 2024 |
| Soundside Market (tentative dates) | Wednesday, June 19, 2024 | 9:00am-1:00pm | Wednesday, June 19, 2024 |
| Soundside Market (tentative dates) | Wednesday, June 26, 2024 | 9:00am-1:00pm | Wednesday, June 26, 2024 |
| Soundside Market (tentative dates) | Wednesday, July 3, 2024 | 9:00am-1:00pm | Wednesday, July 3, 2024 |
| Soundside Market (tentative dates) | Wednesday, July 10, 2024 | 9:00am-1:00pm | Wednesday, July 10, 2024 |
| Soundside Market (tentative dates) | Wednesday, July 17, 2024 | 9:00am-1:00pm | Wednesday, July 17, 2024 |
| Soundside Market (tentative dates) | Wednesday, July 24, 2024 | 9:00am-1:00pm | Wednesday, July 24, 2024 |
| Soundside Market (tentative dates) | Wednesday, July 31, 2024 | 9:00am-1:00pm | Wednesday, July 31, 2024 |
| Soundside Market (tentative dates) | Wednesday, August 7, 2024 | 9:00am-1:00pm | Wednesday, August 7, 2024 |
| Soundside Market (tentative dates) | Wednesday, August 14, 2024 | 9:00am-1:00pm | Wednesday, August 14, 2024 |

2024 Soundside Event Site Schedule

| Name of Event | Date of Event | Event Times (times may change as event draws closer) | Site Reserved |
|---------------------------------|---|--|---|
| Outer Banks Sailing Association | Friday, September 6 - Sunday, September 8, 2024 | 9:00am - 5:00pm | Friday, September 6 - Sunday, September 8, 2024 |
| Sumospeed Beach Bash | Saturday, September 14, 2024 | 11:00am - 6:00pm | Saturday, September 14, 2024 |
| Garage Band Charities Cruise | Saturday, October 5, 2024 | 10:00am - 5:00pm | Friday, October 4 - Saturday, October 5, 2024 |
| Outer Banks Seafood Festival | Saturday, October 19, 2024 | 10:30am - 6:00pm | Wednesday, October 16-Wednesday, October 23, 2024 |
| OBX Brewtag | Saturday, October 26, 2024 | 11:00am - 6:00pm | Wednesday, October 23-Tuesday, October 29, 2024 |

Outer Banks Visitors Bureau

PUBLIC RELATIONS REPORT: January 2024

TELEVISION APPEARANCES

Hampton Roads Show | Jan 2024 Aaron has booked two live studio appearances during the daytime variety show on WAVY 10 in the Hampton Roads market. The air dates are January 31 and Feb 22. He'll use the platform to talk about reservations and special events to book your vacation around. He'll be joined on January 31 by Dare County Tourism Board member Dennis Robinson as his first industry collab.

CONTENT SPONSORSHIP

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

EARNED MEDIA

Girl Camper | Fall 2023 "Going Places, Doing Things: Camporee 2023 Outer Banks, NC" The OBVB PR team worked with the publisher and editorial team of Girl Camper to set up an annual gathering of 100 women campers on the Outer Banks. Called Camporee, the publication sponsored event brought with it an opportunity to have the editor Kim MacKinnon discover the people and places that resonate with the Girl Camper audience. We anticipate more coverage later in 2024.

Planetware | Dec 2023 "Kiteboarding in the Outer Banks: What to know and where to go" The OBVB PR team worked with author Michael Law to immerse into the watersports scene and tackle kiteboarding tips and local hotspots with the best put-ins.

EARNED MEDIA IN-DEVELOPMENT

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

PRESS TRIPS

Ontario Sailor | Dec 2023 The OBVB PR team planned a visit for Greg McDowell from Ontario Sailor Magazine to cover a story about the Outer Banks being a sailing destination off the Intracoastal Waterway. Greg relayed that he enjoyed Manteo and his hotel, and the New Year's Eve festivities available to December visitors. They are inventorying sail friendly infrastructure and activities for the Canadian sailing audience.

MEDIA MARKETPLACES

International Media Marketplace (IMM) North America | Jan 23-26, 2023 Hosted by TravMedia industry networking platform, IMM is the first major marketplace of the year connecting public relations professionals with traditional journalists and social media influencers to begin the process of planning press trips and finding trends to explore.

Girl Camper

Going places. Doing things.

FALL 2023

ROAD TRIPPING IN NATIONAL PARKS

CAMP STYLE | HOW-TOS | DESTINATIONS | CAMP FOOD | INTERVIEWS

GOING PLACES, DOING THINGS

CAMPOREE 2023 OUTER BANKS N.C.

This past April, 135 Girl Campers gathered from 17 different states to meet in the Outer Banks of North Carolina and experience 'camp' as it might have been a few decades back if you were lucky enough to be sent to a sleep-away camp. There were crafts and games and snack tents, but we also got to leave camp without a chaperone and enjoy the wild and beautiful Cape Hatteras National Seashore. It was a beautiful drive from Nags Head down the spit of land that is the Outer Banks, passing the Bodie Island Light Station, over the Marc Basnight Bridge and down to Hatteras Island and the other famous lighthouse at Cape Hatteras Point.

Camp Hatteras Campground, right in the middle of this road, was our home base for this annual event. From there, Girl Campers explored the island, indulging in alligator-sighting kayaking trips, horseback riding on the beach, light house exploring, guided fishing trips and watching kite surfers hone their skills. There was so much to do that many of our Girl Campers came early and stayed late.









In the evenings, there were community meals, fundraising Bingo games for our official charity, HoldYou Foundation, campfires, storytelling and sunsets to be watched. On our final day at camp, we played a rousing game of 'Capture the Flag' dressed as mermaids or pirates. It's interesting to note that given the choice of costumes, the majority of our Girl Campers came dressed as pirates! The winning team took away some great booty and we closed the door on one more Camporee. Our 2024 Camporee is all the way across the country in beautiful Sonoma County, California. Hurry to sign up though. Spots go quickly at these coveted events!



Kiteboarding in the Outer Banks: What to Know & Where to Go



Written by Michael Law

Dec 8, 2023

The [Outer Banks of North Carolina](#), also known as OBX, is considered one of the top destinations in the USA for this thrilling water sport. With its vast stretches of beaches, shallow and calm waters, and top-notch accommodations, OBX is the perfect place for kiting enthusiasts to indulge in their passion.

I learned to kiteboard in the tumultuous waters of Cabarete, Dominican Republic, where the waves were towering and the sea was packed with other kiteboarders. Flat water is not a concept there. So, when I arrived at Pamlico Sound in the Outer Banks for the first time, I was amazed by the progress I made on the shallow and vast flat waters. Not only did I improve, but I also found the experience more exhilarating and easier on my body.



Kiting in the Outer Banks | Photo Copyright: Michael Law

With steady breezes and 200 miles of [beaches](#) on both the Atlantic Ocean and Pamlico Sound, it's no surprise that wind sport enthusiasts have been coming here for years. It all started with the windsurfers in the 1980s and then, as kiteboarding became more popular, it transitioned to kiteboarders, the people you now see out on the water.

Today, the Outer Banks are peppered with [beach towns](#) known for their ideal kiteboarding conditions. Some, like Salvo, Waves, Rodanthe, and Hatteras, are packed with amenities, from hotels and kite shops to restaurants and beachwear stores. Other places, like Ocracoke, are much more remote but offer incredible conditions for those willing to make the trek.

Kiteboarding locations with names like Wash Out, Real Slicks, Kite Point, Buxton Flats, D Spot, SDU, and the ever-evocative Planet of the Apes grab at your imagination and won't let go.

On This Page:

[The Best Season for Kiteboarding in the Outer Banks](#)

[The Equipment](#)

[Where to Kiteboard in the Outer Banks](#)

[Final Thoughts](#)

The Best Season for Kiteboarding in the Outer Banks



Author Michael Law kiteboarding in the Outer Banks

The key to having an incredible kiting trip to the Outer Banks is choosing the right time to go. The OBX kiteboarding season runs from **April through to October** with spring and fall having the best conditions. You'll find that southern winds dominate in the warmer months and as fall approaches, they swing around to the northeast.

In the spring, a light wetsuit is required as the water is still cool, in the fall you'll be fine in board shorts or a bathing suit unless it's cloudy, then a light wetsuit is handy.

The Equipment



Author Michael Law working on his kite

A wide range of kites is important, if you are coming for a week count on **winds ranging from 12-25 knots** and a few days where the wind isn't suitable except for those who enjoy foiling. On my most recent seven-day trip I was twin tipping and brought a 7, 9, 11, and 13.5 meter quiver of CORE kites and used every one of them.

If you are looking for additional equipment or feel the need for a new kite or two, both [Real Watersports](#) and [Kitty Hawk Kites](#) have large showrooms full of the latest gear along with helpful staff to answer any questions. Rental equipment is also available.

Interested in taking lessons to try the sport or to tune up your technique? Both operations have extensive kite schools with qualified instructors who will have you perfecting your transitions, jumps, or back rolls in no time flat. I've taken lessons here myself in the past.

Where to Kiteboard in the Outer Banks



A kiteboarder launching at the Salvo Day Use area | Photo Copyright: Michael Law

Where you kite in the Outer Banks depends on two major factors, the wind direction and your ability. Most kitesurfers choose Pamlico Sound as their preferred riding spot. The water is waist-deep in most riding areas, some areas are even shallower and have a sandy bottom. Three of the most popular spots that are suitable for beginners right through to experts are the Salvo Day Use area, The Washout, and Kite Point.

Salvo Day Use, aka SDU, has plentiful parking and the washrooms and showers make it easy to clean up after a day on the water. The only downside is that the launch area is relatively small and if the wind is blowing easterly, launching and landing is difficult. It's my favorite spot, the vibe here is pretty chill, and this is generally an uncrowded place on the water. As a beginner, if you get into trouble, it's fairly easy to walk back to the launch area.

The Washout (also called Isabel's) is a delightful area with lots of room to ride, a shallow sandy bottom, and decent parking. This is the perfect place to come for NE winds, the only downside being the small launching and landing area. Watch out for the poles in the shallow water to the south, these are for fishnets and are kite killers!

Kite Point is located half a mile south of the Haulover Day Use area south of Avon. Miles of shallow water and easy access make this one of the best places in the entire OBX. This is a good spot for beginners as well, but can be crowded. One watch out is the sand just off the highway is deep and if you don't have a 4X4 you'll become bogged instantly. A better option is to park at the Haulover Day Use area and kite to/from Kite Point. This site is best for NNE to NNW winds.

you like ride on a surfboard, the waves are steady and a decent size for tricks.



Kiteboarders on Pamlico Sound in the Outer Banks | Photo Copyright: Michael Law

Downwinders

If you've had enough of "mowing the lawn" and want to put some serious miles under your board, an OBX downwinder is the answer. One of the most popular is from the Kitty Hawk launch site to the Salvo Day Use (SDU) landing. This roughly 3.5-mile route allows you to access one of the best flat water spots in the OBX - the Real Slicks. This beautifully flat area of water is a kiting paradise with butter-flat water and a decent amount of room to run. This is suitable for intermediate-level kites.

For more advanced riders, the Planet of the Apes downwinder is a must-do. On a north-to-northeast wind day, starting at the Salvo Day Use Area, head south past and through countless islands of grass to the mile marker 48 take out. Scoot down narrow flat-water rivers and (hopefully) find your way back out to the sound. Along the way make sure you spend time at the large slick behind No Ache Island for some of the best flatwater in the country. I found this downwinder to be somewhat daunting, not so much for the kiting (which was awesome), but for the sheer isolation and knowing that if something goes wrong, you are a very long way from anywhere.

the grass, your kite session will go badly very quickly. If the wind is blowing from the southwest, just reverse the starting point to mile marker 48.

For a truly epic ride, start at Kitty Hawk Kites do a downwinder to to SDU, take a break, and then continue onwards to Planet of the Apes to the mile marker 48 takeout.

Non-Wind Days



The beach at Avon | Photo Copyright: Michael Law

The great thing about the Outer Banks is that on days when the wind doesn't blow, you'll find no shortage of adventure and relaxation. Soak up the sun on a deserted beach, paddleboard across the sound, explore historic lighthouses, and shop for souvenirs or gear at local stores. And for those who prefer a more active pursuit, try your luck fishing on the Avon or Nag's Head piers, or venture offshore for some deep-sea fishing. The possibilities are endless in the Outer Banks!

Final Thoughts



Launching a kite in the Outer Banks | Photo Copyright: Lana Law

No matter where you end up staying, the days typically look like this: wake up, check the wind forecast, grab a quick breakfast, and then head out to the beach. Post kiting usually involves a soak in the hot tub to recap the day's adventures, and then group dinners or a trip to one of the excellent local eateries like **Waterman's Grill**. Nights can be late or early, it all depends on the day on the water.

The Outer Banks is more than just a captivating strip of North Carolina – it's a kiter's paradise. With its renowned kiteboarding sites, the area offers a dynamic range of experiences for both novice and expert kiteboarders. Whether you're navigating the shallow waters of Kite Point, riding the challenging waves oceanside, or embarking on an epic downwinder from Kitty Hawk through Planet of the Apes, the journey is always thrilling, and one that I hope to be on year after year.



Follow us on
Instagram



Outer Banks Visitors Bureau,

Thank you so much for your help and continued support this year with the Good Guys vs Cancer Showcase 2023! This year we were able to expand the showcase into 21 games over 4 days with 27 teams participating from Virginia and North Carolina. You helped to make this event what it was and for that I am deeply grateful.

Good Guys vs Cancer has become more than a basketball showcase, but a way to give back to the local community and support a larger cause which affects so many people personally including myself. Please know that I appreciate all that you did for this event and myself. I look forward to our continued partnership in the future and am already looking forward to next year!

All my best,

A handwritten signature in black ink, appearing to read "Chad Williams".

Chad Williams

HELLO DIANE,

JUST A NOTE PRECEDING MY AUDIT SUBMISSION. OUR RAO DRUM TOURNAMENT WAS THE LARGEST EVER WITH 455 ANGLERS AND OVER 120 DRUM CAUGHT AND RELEASED.

IN ADDITION TO THE ANGLERS WE HAD AN ESTIMATED 100+ GUESTS WHO TRAVELED WITH THEM BASED UPON A RANDOM SURVEY AT REGISTRATION.

THANKS AGAIN FOR YOUR SUPPORT. I HOPE TO SEE YOU SOON.

STAY WELL,

A handwritten signature in black ink, appearing to read "Chad Williams".
NC Beach Buggy Association



October 19, 2023

Diane Bognich
One Visitors Center Circle
Manteo, NC 27954

Dear Ms. Bognich:

On behalf of myself as Mayor, the Town Council and the entire Town Staff, I would like to express our appreciation to you and the entire Outer Banks Visitors Bureau for your continuing support as a Sponsor for the Duck Jazz Festival. The 2023 Jazz Festival was once again a tremendous success, probably the best one yet and even the weather cooperated both days! The music and performances were outstanding and well received by the Jazz Festival attendees. Our valued Sponsors at all levels are a major contributor to that success.

I look forward to our continuing and long-standing strong relationship between The Outer Banks Visitors Bureau and the Town of Duck.

With personal regards,

A handwritten signature in black ink, appearing to read "DK", written over a light blue circular stamp.

Donald P. Kingston
Mayor, Town of Duck