



Dare County Tourism Board Meeting

November 21, 2024

9 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, NOVEMBER 21, 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 and Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the October 17, 2024 Meeting
- V. Public Comments
 - 1. Presentation: US Air Force Annual Heritage Memorial to Memorial Bicycle Event-Jack McCombs
- VI. Steering/Chair's Report
 - 1. Tourism Impact Grant Award Recommendations
- VII. Budget & Finance Report
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
 - 1. Letter of Support for Dare County Housing Task Force
- XI. Board Member Comments
- XII. Set Date, Time, and Place of Next Meeting
- XIII. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, OCTOBER 17, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Monica Thibodeau, Chair; David Hines, Vice Chair; Tod Clissold, Treasurer; Mark Ballog, Mark Batenic, Terry Gray, John Head, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Dennis Robinson, Assistant Treasurer; Tonia Cohen, Secretary; Richard Hess, Wally Overman, and Tess Judge.

STAFF:

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

OTHERS ATTENDING: Wendy Hoekwater; Luke Halton, OBXWay; and James Kahle, Kitty Hawk Kites.

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

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

APPROVAL OF MINUTES: Mr. Head moved to approve the meeting minutes from September 19, 2024 meeting. Second by Mr. Batenic. There was no discussion. The motion passed unanimously (8-0).

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

CHAIR'S REMARKS: The Chair noted supporting the counties in western North Carolina through visitation as folks could. She also noted upcoming events.

BUDGET AND FINANCE REPORT: Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were up .38% compared to 2023-2024.

OUTER BANKS VISITORS BUREAU UPDATES:

Lee Nettles noted:

- upcoming meetings and events
- the upcoming memorial service for Theresa Armendarez, Director at the Elizabethan Gardens
- dashboard and visitation statistics

Jeff Schwartzenberg reviewed the Long Range Tourism Management Plan Special Committee meeting, attendance at the Tourism Cares 2024 Meaningful Travel Summit, and upcoming presentations, and conferences.

Lorrie Love provided more details on the upcoming Tourism Summit [November 7, 2024] and noted that the 2025 Travel Guide had sold out of advertising space.

Aaron Tuell noted appearances on the Hampton Roads Show, the upcoming release of the volunteerism video series, and future plans to work with UNCTV for an Outer Banks holiday show.

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

NEW BUSINESS: The Board reviewed Resolution 2024-1, Dare County Tourism Board Resolution Supporting Reinstitution Of The Area Of Environmental Concern Designation For Jockey's Ridge State Park (attached documents are incorporated herewith and are hereby made a part of these minutes). Board members discussed the reasoning for the resolution. Jay Wheless offered grammatical changes.

Following the discussion, Mr. Hines moved to approve with edits from Legal Counsel, the Executive Director, and Board Clerk. Second by Mr. Gray. There was no further discussion. The motion passed unanimously (8-0).

BOARD MEMBER COMMENTS: The Chair noted an award from the National Chapter of Planners for the Town's work on Highway 12.

Mr. Batenic announced that work would begin soon to replace a bridge on Trinity Road, and encouraged the Bureau and rental agencies to promote different check in/check out days (Friday to Friday for example).

Mr. Head noted donations from Realtor Associations to Western North Carolina.

Mr. Ballog announced the dates for the 2025 Taste of the Beach as April 4-6 and events for the upcoming holidays.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, November 21, 2024 at 9:00 a.m. at the Curtis H. Creech Boardroom, Outer Banks Visitors Bureau Administrative Offices, One Visitors Center Circle, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:11 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

| Organization | Project | Project Amount | <i>Requested Amount</i> | <i>Recommended Amount</i> | Organization to match: |
|--------------------------------------|---|----------------|-------------------------|---------------------------------------|------------------------|
| Avon Property Owners Association | Boardwalk Replacement Project Replacement of three public access boardwalks on Antillas Road, Gull Cry and Wahoo Circle in Avon, NC. | \$94,200.00 | \$70,650.00 | \$54,000.00 | at least 25% |
| | | | | <i>For Antillas and Gull Cry only</i> | |
| Chicamacomico Historical Association | 1874 Life Saving Station, Phase II Phase II would restore the western façade of the 1874 Life Saving Station, including new shingles, new millwork to replicate the original building, reshingling the roof and painting all surfaces. | \$169,250.00 | \$125,000.00 | \$125,000.00 | at least 25% |
| | | | | | |
| Dare County Arts Council | 50 Years on the Outer Banks Artist fees for public art installations, panel printing , outreach to gather information and develop tours/itineraries, printed materials and marketing with promotional video and webpages. | \$130,000.00 | \$40,000.00 | \$4,000.00 | not required |
| | | | | <i>For Panels only</i> | |
| Friends of Jockey's Ridge | Points of Interest Trail Markers Construct 10 trail markers that would serve as points of interest along Jockey's Ridge for visitors to gain information about the state park as they view different sites. | \$75,000.00 | \$50,000.00 | \$50,000.00 | not required |
| | | | | | |
| Town of Kill Devil Hills | West Martin & Swan Street Sidewalks Construct 5'wide sidewalk to link existing sidewalk segments along Martin Street to support the multi-family developments where J-1 students are housed and to connect Martin Street to the existing sidewalks around Parks & Rec, Baum Center and Wright Brothers. | \$484,935.00 | \$240,000.00 | \$240,000.00 | at least 50% |
| | | | | | |
| Town of Kitty Hawk | Message Board Purchase a portable solar powered full-matrix message board for deployment along heavily traveled roadways. | \$27,490.00 | \$27,490.00 | \$27,490.00 | not required |
| | | | | | |
| Town of Kitty Hawk | Crosswalk Lighting Beach Road Add solar powered lighting to 12 of the crosswalks along the Beach Road in Kitty Hawk to enhance pedestrian safety. | \$40,000.00 | \$40,000.00 | \$40,000.00 | not required |
| | | | | | |

| Organization | Project | Project Amount | <i>Requested Amount</i> | <i>Recommended Amount</i> | Organization to match: |
|--------------------------------|--|----------------|-------------------------|--|------------------------|
| Town of Manteo | Cartwright Park Improvements Stabilize the historic 1865 chapel ruins of the first AME Zion church, update and replace restrooms, picnic shelter, landscaping and other site improvements. | \$500,000.00 | \$250,000.00 | \$250,000.00 | at least 50% |
| | | | | | |
| Town of Nags Head | W. Baymeadow Drive Sidewalk Construct 560 linear feet of sidewalk along W. Baymeadow Drive from the easter intersection of Bays Edge through to S Croatan Highway to establish a continuous link internal to the Village at Nags Head neighborhood and Nags Head Golf Links. | \$70,850.00 | \$53,137.00 | \$53,137.00 | at least 25% |
| | | | | | |
| Town of Nags Head | Living Shoreline Construct a living shoreline along the event site and Harvey soundside areas to help restore 550 feet of estuarine shoreline. | \$450,000.00 | \$100,000.00 | \$100,000.00 | at least 25% |
| | | | | <i>contingent on no effect to the Soundside Boardwalk construction and permits</i> | |
| Town of Nags Head | Pedestrian Light Purchase a HAWK pedestrian traffic control device to be installed on S Croatan Highway close to the Event Site to improve pedestrian safety | \$160,000.00 | \$125,000.00 | \$125,000.00 | at least 25% |
| | | | | | |
| Town of Nags Head | W. Windjammer Sidewalk Construct approximately 1,100 linear feet of sidewalk internal to the North Ridge neighborhood connecting W. Windjammer Road to W. Lookout Road. | \$165,450.00 | \$124,087.00 | \$124,087.00 | at least 25% |
| | | | | | |
| Town of Southern Shores | NC 12 Multi-Use Path Replace the multi-use path from 5th Avenue to Hillcrest Drive with concrete to enhance pedestrian safety. | \$185,950.28 | \$91,533.67 | \$91,533.67 | at least 50% |
| | | | | | |

Total Amount in TIG (Short Term Unappropriated

\$ 1,613,455.00

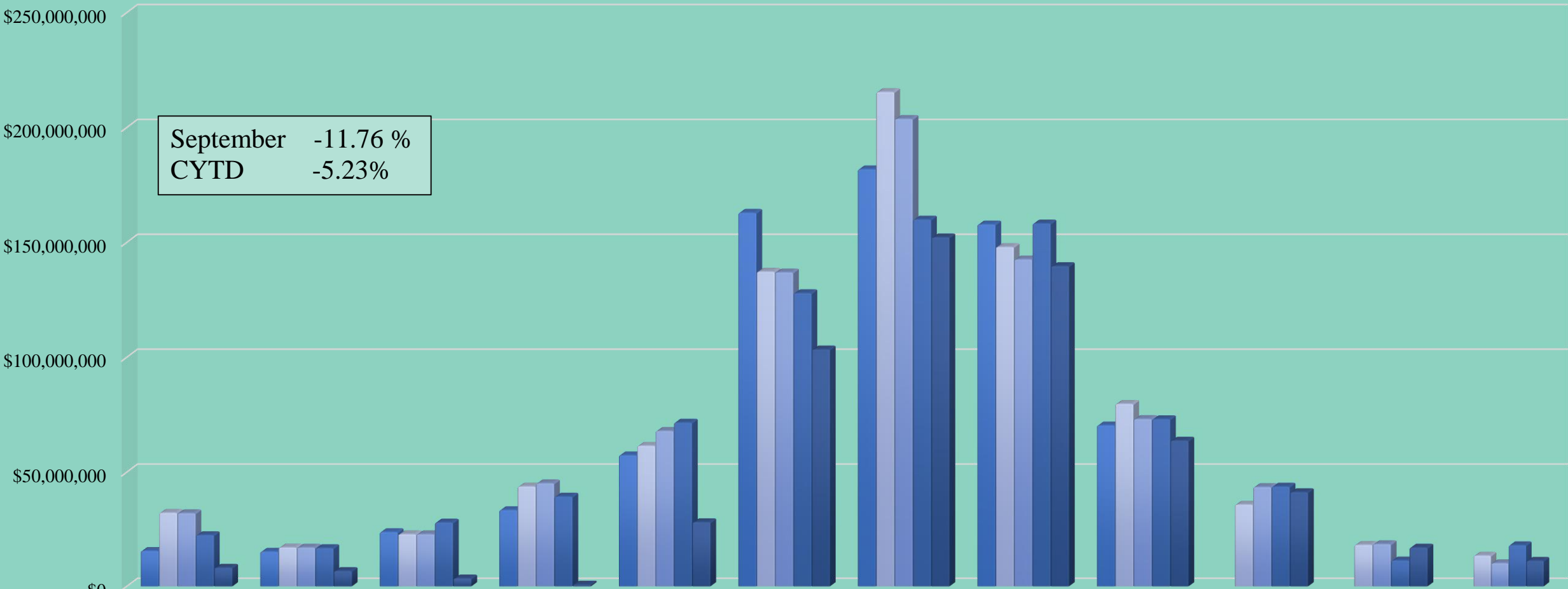
Total Requested Amount

\$1,284,247.67

Difference

\$329,207.33

Occupancy Collections



September -11.76 %
CYTD -5.23%

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

Meals Collections

September 1.55%
CYTD 1.29%

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

BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2024-2025

| FISCAL YEAR | | PROJECTED FY 24-25 | ACTUAL FY 24-25 | +/- \$ | +/- % |
|------------------|-----------|-----------------------|-----------------------|---------------------|---------------|
| JUNE EARNED | OCCUPANCY | \$1,210,325.00 | \$1,633,431.36 | \$423,106.36 | 34.96% |
| JULY RECEIVED | MEALS | <u>\$443,005.00</u> | <u>\$557,765.57</u> | <u>\$114,760.57</u> | <u>25.91%</u> |
| | | \$1,653,330.00 | \$2,191,196.93 | \$537,866.93 | 32.53% |
| JULY EARNED | OCCUPANCY | \$1,650,520.00 | \$1,813,246.38 | \$162,726.38 | 9.86% |
| AUGUST RECEIVED | MEALS | <u>\$472,275.00</u> | <u>\$634,476.85</u> | <u>\$162,201.85</u> | <u>34.34%</u> |
| | | \$2,122,795.00 | \$2,447,723.23 | \$324,928.23 | 15.31% |
| AUGUST EARNED | OCCUPANCY | \$1,439,060.00 | \$1,474,621.15 | \$35,561.15 | 2.47% |
| SEPT RECEIVED | MEALS | <u>\$445,330.00</u> | <u>\$553,576.05</u> | <u>\$108,246.05</u> | <u>24.31%</u> |
| | | \$1,884,390.00 | \$2,028,197.20 | \$143,807.20 | 7.63% |
| SEPTEMBER EARNED | OCCUPANCY | \$579,615.00 | \$799,304.15 | \$219,689.15 | 37.90% |
| OCT RECEIVED | MEALS | <u>\$297,730.00</u> | <u>\$388,697.83</u> | <u>\$90,967.83</u> | <u>30.55%</u> |
| | | \$877,345.00 | \$1,188,001.98 | \$310,656.98 | 35.41% |
| OCTOBER EARNED | OCCUPANCY | \$272,110.00 | \$0.00 | \$0.00 | 0.00% |
| NOV RECEIVED | MEALS | <u>\$220,715.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$492,825.00 | \$0.00 | \$0.00 | 0.00% |
| NOVEMBER EARNED | OCCUPANCY | \$117,350.00 | \$0.00 | \$0.00 | 0.00% |
| DEC RECEIVED | MEALS | <u>\$140,200.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$257,550.00 | \$0.00 | \$0.00 | 0.00% |
| DECEMBER EARNED | OCCUPANCY | \$84,970.00 | \$0.00 | \$0.00 | 0.00% |
| JAN RECEIVED | MEALS | <u>\$121,270.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$206,240.00 | \$0.00 | \$0.00 | 0.00% |
| JANUARY EARNED | OCCUPANCY | \$163,905.00 | \$0.00 | \$0.00 | 0.00% |
| FEB RECEIVED | MEALS | <u>\$90,410.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$254,315.00 | \$0.00 | \$0.00 | 0.00% |
| FEBRUARY EARNED | OCCUPANCY | \$133,825.00 | \$0.00 | \$0.00 | 0.00% |
| MARCH RECEIVED | MEALS | <u>\$96,455.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$230,280.00 | \$0.00 | \$0.00 | 0.00% |
| MARCH EARNED | OCCUPANCY | \$125,235.00 | \$0.00 | \$0.00 | 0.00% |
| APRIL RECEIVED | MEALS | <u>\$141,500.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$266,735.00 | \$0.00 | \$0.00 | 0.00% |
| APRIL EARNED | OCCUPANCY | \$296,910.00 | \$0.00 | \$0.00 | 0.00% |
| MAY RECEIVED | MEALS | <u>\$218,185.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$515,095.00 | \$0.00 | \$0.00 | 0.00% |
| MAY EARNED | OCCUPANCY | \$387,380.00 | \$0.00 | \$0.00 | 0.00% |
| JUNE RECEIVED | MEALS | <u>\$267,780.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$655,160.00 | \$0.00 | \$0.00 | 0.00% |
| TOTALS | OCCUPANCY | \$4,879,520.00 | \$5,720,603.04 | \$841,083.04 | 17.24% |
| TO-DATE | MEALS | <u>\$1,658,340.00</u> | <u>\$2,134,516.30</u> | <u>\$476,176.30</u> | <u>28.71%</u> |
| | | \$6,537,860.00 | \$7,855,119.34 | \$1,317,259.34 | 20.15% |
| TOTAL | OCCUPANCY | \$6,461,205.00 | | | |
| PROJECTED | MEALS | <u>\$2,954,855.00</u> | | | |
| 2024-2025 | | \$9,416,060.00 | | | |

| CALENDAR YEAR RECEIPTS | | ACTUAL | ACTUAL | +/- \$ | +/- % |
|------------------------|-----------|-----------------|-----------------|----------------|---------|
| 2023-2024 | | 2023 | 2024 | | |
| DECEMBER EARNED | | | | | |
| JAN RECEIVED | OCCUPANCY | \$101,098.09 | \$135,855.24 | \$34,757.15 | 34.38% |
| | MEALS | \$143,214.99 | \$144,573.68 | \$1,358.69 | 0.95% |
| | | \$244,313.08 | \$280,428.92 | \$36,115.84 | 14.78% |
| JANUARY EARNED | | | | | |
| FEB RECEIVED | OCCUPANCY | \$322,624.32 | \$155,450.13 | (\$167,174.19) | -51.82% |
| | MEALS | \$124,423.37 | \$101,950.46 | (\$22,472.91) | -18.06% |
| | | \$447,047.69 | \$257,400.59 | (\$189,647.10) | -42.42% |
| FEBRUARY EARNED | | | | | |
| MARCH RECEIVED | OCCUPANCY | \$170,000.09 | \$151,260.50 | (\$18,739.59) | -11.02% |
| | MEALS | \$116,207.73 | \$128,875.91 | \$12,668.18 | 10.90% |
| | | \$286,207.82 | \$280,136.41 | (\$6,071.41) | -2.12% |
| MARCH EARNED | | | | | |
| APRIL RECEIVED | OCCUPANCY | \$228,526.82 | \$238,725.04 | \$10,198.22 | 4.46% |
| | MEALS | \$179,535.02 | \$198,494.48 | \$18,959.46 | 10.56% |
| | | \$408,061.84 | \$437,219.52 | \$29,157.68 | 7.15% |
| APRIL EARNED | | | | | |
| MAY RECEIVED | OCCUPANCY | \$436,134.79 | \$331,069.81 | (\$105,064.98) | -24.09% |
| | MEALS | \$284,934.66 | \$258,330.28 | (\$26,604.38) | -9.34% |
| | | \$721,069.45 | \$589,400.09 | (\$131,669.36) | -18.26% |
| MAY EARNED | | | | | |
| JUNE RECEIVED | OCCUPANCY | \$612,281.25 | \$562,874.34 | (\$49,406.91) | -8.07% |
| | MEALS | \$359,175.60 | \$372,451.95 | \$13,276.35 | 3.70% |
| | | \$971,456.85 | \$935,326.29 | (\$36,130.56) | -3.72% |
| JUNE EARNED | | | | | |
| JULY RECEIVED | OCCUPANCY | \$1,367,017.91 | \$1,633,431.36 | \$266,413.45 | 19.49% |
| | MEALS | \$514,981.30 | \$557,765.57 | \$42,784.27 | 8.31% |
| | | \$1,881,999.21 | \$2,191,196.93 | \$309,197.72 | 16.43% |
| JULY EARNED | | | | | |
| AUGUST RECEIVED | OCCUPANCY | \$2,165,402.07 | \$1,813,246.38 | (\$352,155.69) | -16.26% |
| | MEALS | \$604,977.26 | \$634,476.85 | \$29,499.59 | 4.88% |
| | | \$2,770,379.33 | \$2,447,723.23 | (\$322,656.10) | -11.65% |
| AUGUST EARNED | | | | | |
| SEPT RECEIVED | OCCUPANCY | \$1,458,380.44 | \$1,474,621.15 | \$16,240.71 | 1.11% |
| | MEALS | \$531,275.19 | \$553,576.05 | \$22,300.86 | 4.20% |
| | | \$1,989,655.63 | \$2,028,197.20 | \$38,541.57 | 1.94% |
| SEPTEMBER EARNED | | | | | |
| OCT RECEIVED | OCCUPANCY | \$799,595.38 | \$799,304.15 | (\$291.23) | -0.04% |
| | MEALS | \$386,499.75 | \$388,697.83 | \$2,198.08 | 0.57% |
| | | \$1,186,095.13 | \$1,188,001.98 | \$1,906.85 | 0.16% |
| OCTOBER EARNED | | | | | |
| NOV RECEIVED | OCCUPANCY | \$348,085.75 | \$0.00 | \$0.00 | 0.00% |
| | MEALS | \$273,920.83 | \$0.00 | \$0.00 | 0.00% |
| | | \$622,006.58 | \$0.00 | \$0.00 | 0.00% |
| NOVEMBER EARNED | | | | | |
| DEC RECEIVED | OCCUPANCY | \$182,561.98 | \$0.00 | \$0.00 | 0.00% |
| | MEALS | \$178,483.22 | \$0.00 | \$0.00 | 0.00% |
| | | \$361,045.20 | \$0.00 | \$0.00 | 0.00% |
| Total To Date | | | | | |
| | Occupancy | \$7,661,061.16 | \$7,295,838.10 | (\$365,223.06) | -4.77% |
| | Meals | \$3,245,224.87 | \$3,339,193.06 | \$93,968.19 | 2.90% |
| | | \$10,906,286.03 | \$10,635,031.16 | (\$271,254.87) | -2.49% |
| Total for Year | | | | | |
| | OCCUPANCY | \$8,191,708.89 | | | |
| | MEALS | \$3,697,628.92 | | | |
| | | \$11,889,337.81 | | | |

OCCUPANCY & MEALS FY 2024-2025

ACTUAL RECEIPTS

| FISCAL YEAR RECEIPTS | | ACTUAL FY 23-24 | ACTUAL FY 24-25 | +/- \$ | +/- % |
|-------------------------|-----------|-----------------------|-----------------------|--------------------|--------------|
| <u>JUNE EARNED</u> | OCCUPANCY | \$1,367,017.91 | \$1,633,431.36 | \$266,413.45 | 19.49% |
| <u>JULY RECEIVED</u> | MEALS | <u>\$514,981.30</u> | <u>\$557,765.57</u> | <u>\$42,784.27</u> | <u>8.31%</u> |
| | | \$1,881,999.21 | \$2,191,196.93 | \$309,197.72 | 16.43% |
| <u>JULY EARNED</u> | OCCUPANCY | \$2,165,402.07 | \$1,813,246.38 | (\$352,155.69) | -16.26% |
| <u>AUGUST RECEIVED</u> | MEALS | <u>\$604,977.26</u> | <u>\$634,476.85</u> | <u>\$29,499.59</u> | <u>4.88%</u> |
| | | \$2,770,379.33 | \$2,447,723.23 | (\$322,656.10) | -11.65% |
| <u>AUGUST EARNED</u> | OCCUPANCY | \$1,458,380.44 | \$1,474,621.15 | \$16,240.71 | 1.11% |
| <u>SEPT RECEIVED</u> | MEALS | <u>\$531,275.19</u> | <u>\$553,576.05</u> | <u>\$22,300.86</u> | <u>4.20%</u> |
| | | \$1,989,655.63 | \$2,028,197.20 | \$38,541.57 | 1.94% |
| <u>SEPTEMBER EARNED</u> | OCCUPANCY | \$799,595.38 | \$799,304.15 | (\$291.23) | -0.04% |
| <u>OCT RECEIVED</u> | MEALS | <u>\$386,499.75</u> | <u>\$388,697.83</u> | <u>\$2,198.08</u> | <u>0.57%</u> |
| | | \$1,186,095.13 | \$1,188,001.98 | \$1,906.85 | 0.16% |
| <u>OCTOBER EARNED</u> | OCCUPANCY | \$348,085.75 | \$0.00 | \$0.00 | 0.00% |
| <u>NOV RECEIVED</u> | MEALS | <u>\$273,920.83</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$622,006.58 | \$0.00 | \$0.00 | 0.00% |
| <u>NOVEMBER EARNED</u> | OCCUPANCY | \$182,561.98 | \$0.00 | \$0.00 | 0.00% |
| <u>DEC RECEIVED</u> | MEALS | <u>\$178,483.22</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$361,045.20 | \$0.00 | \$0.00 | 0.00% |
| <u>DECEMBER EARNED</u> | OCCUPANCY | \$135,855.24 | \$0.00 | \$0.00 | 0.00% |
| <u>JAN RECEIVED</u> | MEALS | <u>\$144,573.68</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$280,428.92 | \$0.00 | \$0.00 | 0.00% |
| <u>JANUARY EARNED</u> | OCCUPANCY | \$155,450.13 | \$0.00 | \$0.00 | 0.00% |
| <u>FEB RECEIVED</u> | MEALS | <u>\$101,950.46</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$257,400.59 | \$0.00 | \$0.00 | 0.00% |
| <u>FEBRUARY EARNED</u> | OCCUPANCY | \$151,260.50 | \$0.00 | \$0.00 | 0.00% |
| <u>MARCH RECEIVED</u> | MEALS | <u>\$128,875.91</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$280,136.41 | \$0.00 | \$0.00 | 0.00% |
| <u>MARCH EARNED</u> | OCCUPANCY | \$238,725.04 | \$0.00 | \$0.00 | 0.00% |
| <u>APRIL RECEIVED</u> | MEALS | <u>\$198,494.48</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$437,219.52 | \$0.00 | \$0.00 | 0.00% |
| <u>APRIL EARNED</u> | OCCUPANCY | \$331,069.81 | \$0.00 | \$0.00 | 0.00% |
| <u>MAY RECEIVED</u> | MEALS | <u>\$258,330.28</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$589,400.09 | \$0.00 | \$0.00 | 0.00% |
| <u>MAY EARNED</u> | OCCUPANCY | \$562,874.34 | \$0.00 | \$0.00 | 0.00% |
| <u>JUNE RECEIVED</u> | MEALS | <u>\$372,451.95</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$935,326.29 | \$0.00 | \$0.00 | 0.00% |
| <u>TOTAL TO DATE</u> | OCCUPANCY | \$5,790,395.80 | \$5,720,603.04 | (\$69,792.76) | -1.21% |
| | MEALS | <u>\$2,037,733.50</u> | <u>\$2,134,516.30</u> | <u>\$96,782.80</u> | <u>4.75%</u> |
| | | \$7,828,129.30 | \$7,855,119.34 | \$26,990.04 | 0.34% |
| <u>TOTAL</u> | OCCUPANCY | \$8,041,025.42 | | | |
| <u>ACTUAL</u> | MEALS | <u>\$3,649,343.06</u> | | | |
| 2023-2024 | | \$11,690,368.48 | | | |

Dare County Gross Collections on Retail Sales

| | 2024 | 2023 | 2022 | 2021 | 2020 | 2019 | Variance 2024-2023 | Percent Change |
|----------------|------------|-------------|-------------|-------------|------------|------------|-----------------------|-------------------|
| January | 5,373,347 | 5,498,489 | 5,359,454 | 4,657,080 | 3,809,146 | 3,518,081 | -125,142 | -2.28% |
| February | 5,519,719 | 5,720,632 | 5,088,542 | 4,749,304 | 3,323,370 | 3,026,989 | -200,913 | -3.51% |
| March | 4,732,495 | 4,840,202 | 4,719,805 | 4,162,193 | 3,077,829 | 2,831,112 | -107,707 | -2.23% |
| April | 6,491,694 | 6,631,823 | 6,393,489 | 6,474,307 | 3,465,302 | 4,266,897 | -140,129 | -2.11% |
| May | 7,599,155 | 8,187,759 | 9,057,618 | 7,933,574 | 2,728,392 | 5,501,100 | -588,604 | -7.19% |
| June | 9,914,654 | 10,047,125 | 10,023,252 | 10,165,581 | 5,686,714 | 7,096,777 | -132,471 | -1.32% |
| July | 16,863,177 | 15,882,323 | 15,463,045 | 14,146,535 | 12,370,251 | 11,321,288 | 980,854 | 6.18% |
| August | 18,026,141 | 19,353,849 | 17,642,098 | 16,810,430 | 13,794,215 | 13,178,541 | -1,327,708 | -6.86% |
| September | | 15,385,152 | 15,470,465 | 14,558,020 | 12,478,041 | 11,799,596 | | 0.00% |
| October | | 11,213,371 | 10,371,192 | 10,366,595 | 9,103,596 | 6,834,818 | | 0.00% |
| November | | 7,800,451 | 7,843,407 | 7,717,041 | 6,925,862 | 5,191,614 | | 0.00% |
| December | | 6,078,081 | 6,006,535 | 5,741,952 | 5,029,105 | 3,874,539 | | 0.00% |
| YTD | 74,520,382 | 76,162,202 | 73,747,303 | 69,099,004 | 48,255,219 | 50,740,785 | -1,641,820 | -2.16% |
| TOTAL | 74,520,382 | 116,639,257 | 113,438,902 | 107,482,612 | 81,791,823 | 78,441,352 | | |
| YTD % Change | -2.16% | 3.27% | 6.73% | 43.19% | -4.90% | 5.26% | | |
| Total % Change | -2.16% | 2.82% | 5.54% | 31.41% | 4.27% | 5.44% | | |

I

| | | | | | | | | | | | | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Outer Banks Visitors Bureau | | | | | | | | | | | | | | |
| Gross Occupancy Summary | | | | | | | | | | | | | | |
| 2011-2024 | | | | | | | | | | | | | | |
| | 2024 | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 |
| January | 15,588,394 | 32,326,040 | 32,129,068 | 22,515,577 | 8,223,680 | 6,272,045 | 7,115,084 | 7,131,148 | 6,278,051 | 5,968,549 | 4,638,247 | 5,037,412 | 4,289,234 | 4,628,765 |
| February | 15,256,753 | 17,078,293 | 17,071,361 | 16,833,409 | 6,788,236 | 6,004,609 | 5,205,555 | 4,938,755 | 3,599,607 | 3,283,399 | 2,946,032 | 2,968,109 | 3,213,823 | 2,878,117 |
| March | 23,855,777 | 22,911,263 | 22,897,441 | 28,050,784 | 3,538,436 | 9,370,541 | 9,356,430 | 7,159,836 | 7,924,692 | 5,399,408 | 5,159,003 | 6,338,567 | 5,450,681 | 4,090,156 |
| April | 33,495,901 | 43,812,778 | 45,219,347 | 39,424,885 | 715,316 | 22,183,138 | 18,054,916 | 19,822,692 | 13,435,059 | 12,880,393 | 13,868,051 | 10,858,691 | 13,793,507 | 12,489,121 |
| May | 57,369,540 | 61,544,693 | 67,998,385 | 71,629,217 | 28,192,673 | 36,428,842 | 32,964,383 | 32,005,253 | 29,786,428 | 29,618,042 | 27,441,496 | 23,051,832 | 23,748,969 | 23,011,015 |
| June | 162,956,697 | 137,311,567 | 136,993,703 | 127,947,319 | 103,467,906 | 102,003,266 | 94,643,779 | 79,240,527 | 74,166,862 | 78,981,510 | 77,865,332 | 74,033,596 | 70,913,978 | 60,241,630 |
| July | 181,861,471 | 215,518,673 | 203,794,691 | 159,994,974 | 152,256,684 | 110,890,945 | 134,391,620 | 140,228,393 | 130,768,381 | 110,515,903 | 108,283,329 | 110,660,664 | 111,091,066 | 110,207,729 |
| August | 157,867,180 | 148,053,622 | 142,641,161 | 158,280,320 | 139,737,864 | 138,805,084 | 108,717,337 | 102,930,101 | 107,787,704 | 114,304,339 | 107,054,063 | 99,755,506 | 87,953,893 | 90,043,386 |
| September | 70,396,614 | 79,777,957 | 73,185,366 | 73,112,498 | 63,775,711 | 45,403,850 | 48,791,548 | 48,338,071 | 45,666,221 | 44,596,605 | 39,762,332 | 37,881,607 | 39,568,193 | 36,023,228 |
| October | | 35,908,020 | 43,568,138 | 43,787,109 | 41,364,509 | 22,618,642 | 22,503,851 | 21,974,957 | 20,839,990 | 19,011,742 | 17,273,123 | 15,573,451 | 16,062,554 | 16,934,908 |
| November | | 18,220,059 | 18,554,321 | 11,394,032 | 17,053,031 | 11,523,953 | 9,965,662 | 10,734,352 | 9,132,785 | 7,573,884 | 6,873,710 | 6,118,063 | 6,038,976 | 6,795,253 |
| December | | 13,534,535 | 10,195,045 | 18,096,294 | 11,266,628 | 6,505,201 | 4,706,348 | 4,815,968 | 3,624,331 | 3,498,490 | 3,058,680 | 4,446,831 | 3,057,722 | 2,946,610 |
| YTD Total | 718,648,327 | 758,334,886 | 741,930,523 | 697,788,983 | 506,696,506 | 477,362,320 | 459,240,652 | 441,794,776 | 419,413,005 | 405,548,148 | 387,017,885 | 370,585,984 | 360,023,344 | 343,613,147 |
| Total | 718,648,327 | 825,997,500 | 814,248,027 | 771,066,418 | 576,380,674 | 518,010,116 | 496,416,513 | 479,320,053 | 453,010,111 | 435,632,264 | 414,223,398 | 396,724,329 | 385,182,596 | 370,289,918 |
| YTD % Change | -5.23% | 2.21% | 6.33% | 37.71% | 6.15% | 3.95% | 3.95% | 5.34% | 3.42% | 4.79% | 4.43% | 2.93% | 4.78% | 4.00% |
| Total % Change | -5.23% | 1.44% | 5.60% | 33.78% | 11.27% | 4.35% | 3.57% | 5.81% | 3.99% | 5.17% | 4.41% | 3.00% | 4.02% | 3.77% |
| Month Increase/Decrease | -11.76% | 9.01% | 0.10% | 14.64% | 40.46% | -6.94% | 0.94% | 5.85% | 2.40% | 12.16% | 4.96% | -4.26% | 9.84% | 5.08% |
| Increase(Decrease)/Qtr | | | | | | | | | | | | | | |
| Qtr 1 (Dec-Feb) | -25.54% | -11.44% | 32.96% | 135.23% | 26.70% | -0.90% | 9.19% | 17.33% | 8.66% | 2.32% | 8.75% | 5.87% | 5.68% | -6.13% |
| Qtr 2 (Mar-May) | -10.56% | -5.76% | -2.15% | 328.72% | -52.27% | 12.60% | 2.35% | 15.33% | 6.78% | 3.08% | 15.45% | -6.38% | 8.60% | 13.16% |
| Qtr 3 (June-Aug) | 0.36% | 3.61% | 8.34% | 12.84% | 12.44% | 4.13% | 4.76% | 3.09% | 2.94% | 3.61% | 3.08% | 5.37% | 3.63% | 2.45% |
| Qtr 4 (Sept-Nov) | -11.76% | -1.04% | 5.47% | 4.99% | 53.61% | -2.11% | 0.26% | 7.15% | 6.26% | 11.38% | 7.28% | -3.40% | 3.21% | 2.41% |
| Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023 | | | | | | | | | | | | | | |
| For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008,2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2 | | | | | | | | | | | | | | |
| Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11 | | | | | | | | | | | | | | |
| For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August | | | | | | | | | | | | | | |
| For June 2007, 2012, 2013, 2018, 2019, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024 | | | | | | | | | | | | | | |
| Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20 | | | | | | | | | | | | | | |
| Hurricane Arthur struck on July 4, 2014. | | | | | | | | | | | | | | |
| For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000. | | | | | | | | | | | | | | |
| Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend. | | | | | | | | | | | | | | |
| Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017 | | | | | | | | | | | | | | |
| Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017 | | | | | | | | | | | | | | |
| Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred. | | | | | | | | | | | | | | |
| For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund. | | | | | | | | | | | | | | |
| For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000 | | | | | | | | | | | | | | |
| For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10% | | | | | | | | | | | | | | |
| Hurricane Dorian mandatory evacuations September 3-September 12, 2019. | | | | | | | | | | | | | | |
| Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020 | | | | | | | | | | | | | | |
| For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7% | | | | | | | | | | | | | | |
| For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7% | | | | | | | | | | | | | | |
| For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure | | | | | | | | | | | | | | |
| For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8% | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Outer Banks Visitors Bureau | | | | | | | | | | | | | | |
| Gross Meals Summary | | | | | | | | | | | | | | |
| 2011-2024 | | | | | | | | | | | | | | |
| | 2024 | 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 |
| January | 11,179,366 | 15,014,241 | 10,601,001 | 10,669,210 | 9,567,693 | 9,232,116 | 6,630,060 | 6,907,169 | 6,951,100 | 7,366,165 | 6,423,044 | 5,737,827 | 5,908,401 | 5,149,079 |
| February | 12,929,929 | 12,282,779 | 13,854,379 | 9,647,064 | 9,280,396 | 7,938,346 | 8,081,163 | 8,107,544 | 7,190,738 | 6,442,985 | 6,280,032 | 5,873,076 | 6,001,197 | 5,600,305 |
| March | 19,422,840 | 19,052,221 | 17,964,701 | 17,851,725 | 7,466,202 | 13,993,067 | 12,472,869 | 12,750,137 | 12,593,172 | 10,133,762 | 9,481,493 | 10,153,689 | 9,324,697 | 8,342,477 |
| April | 26,222,012 | 29,882,256 | 29,762,315 | 26,101,925 | 3,749,728 | 20,152,467 | 17,693,017 | 19,029,550 | 15,347,188 | 15,145,381 | 14,781,867 | 13,161,426 | 15,272,146 | 13,937,220 |
| May | 39,078,063 | 37,191,059 | 35,766,126 | 36,273,162 | 14,079,809 | 27,895,551 | 25,305,198 | 24,480,322 | 22,700,007 | 23,106,126 | 22,196,739 | 20,503,341 | 20,033,102 | 17,884,885 |
| June | 57,344,840 | 53,653,158 | 49,188,354 | 48,603,545 | 35,377,612 | 39,212,117 | 37,728,467 | 36,369,937 | 33,185,424 | 33,214,790 | 31,198,217 | 30,968,797 | 30,676,562 | 28,170,717 |
| July | 64,106,859 | 62,371,753 | 61,144,299 | 55,983,285 | 37,531,226 | 47,545,995 | 44,840,505 | 43,176,322 | 42,856,387 | 41,248,363 | 38,508,812 | 37,227,457 | 36,914,627 | 36,454,367 |
| August | 57,116,087 | 54,381,491 | 52,469,499 | 45,615,512 | 34,686,508 | 44,023,260 | 39,760,919 | 37,942,828 | 39,204,887 | 38,491,312 | 38,663,206 | 36,725,099 | 33,521,889 | 27,024,599 |
| September | 40,124,326 | 39,511,303 | 39,658,009 | 38,713,169 | 31,758,793 | 24,552,170 | 24,228,769 | 27,122,726 | 26,673,486 | 26,274,599 | 23,584,456 | 23,168,505 | 22,057,864 | 19,239,630 |
| October | | 30,360,180 | 18,866,693 | 29,131,584 | 22,495,453 | 19,796,005 | 18,452,784 | 19,261,951 | 15,237,438 | 16,212,875 | 16,047,497 | 14,278,541 | 13,282,164 | 13,084,800 |
| November | | 19,332,007 | 28,176,947 | 17,621,266 | 16,322,421 | 12,708,341 | 12,448,598 | 11,764,460 | 11,846,267 | 10,809,353 | 9,863,383 | 9,161,206 | 8,637,935 | 8,587,922 |
| December | | 15,703,818 | 14,853,412 | 15,637,654 | 10,519,542 | 10,994,527 | 9,670,246 | 10,184,239 | 9,049,333 | 8,333,905 | 7,902,396 | 6,839,007 | 7,025,072 | 7,391,106 |
| YTD Total | 327,524,322 | 323,340,261 | 310,408,683 | 289,458,597 | 183,497,967 | 234,545,089 | 216,740,967 | 215,886,535 | 206,702,389 | 201,423,483 | 191,117,866 | 183,519,217 | 179,710,485 | 161,803,279 |
| Total | 327,524,322 | 388,736,266 | 372,305,735 | 351,849,101 | 232,835,383 | 278,043,962 | 257,312,595 | 257,097,185 | 242,835,427 | 236,779,616 | 224,931,142 | 213,797,971 | 208,655,656 | 190,867,107 |
| YTD % Change | 1.29% | 4.17% | 7.24% | 57.74% | -21.76% | 8.21% | 0.40% | 4.44% | 2.62% | 5.39% | 4.14% | 2.12% | 11.07% | 1.33% |
| Total % Change | 1.29% | 4.41% | 5.81% | 51.11% | -16.26% | 8.06% | 0.08% | 5.87% | 2.56% | 5.27% | 5.21% | 2.46% | 9.32% | 1.64% |
| Month Increase/(Decrease) Increase(Decrease)/Qtr | 1.55% | -0.37% | 2.44% | 21.90% | 29.35% | 1.33% | -10.67% | 1.68% | 1.52% | 11.41% | 1.80% | 5.04% | 14.65% | 3.00% |
| Qtr 1 (Dec-Feb) | -5.55% | 5.13% | 30.02% | 3.33% | 11.18% | 7.81% | 3.46% | 7.07% | 3.52% | 11.10% | 4.86% | -3.44% | 15.35% | 2.18% |
| Qtr 2 (Mar-May) | -1.63% | 3.15% | 4.07% | 217.16% | -59.23% | 11.84% | -1.40% | 11.10% | 4.66% | 4.14% | 6.03% | -1.82% | 11.12% | 5.67% |
| Qtr 3 (June-Aug) | 4.79% | 4.67% | 8.39% | 39.60% | -17.73% | 6.91% | 4.12% | 1.95% | 2.03% | 4.23% | 3.29% | 3.77% | 10.33% | -1.18% |
| Qtr 4 (Sept-Nov) | 1.55% | 2.89% | 1.45% | 21.10% | 23.70% | 3.49% | -5.19% | 8.17% | 0.86% | 7.68% | 6.19% | 5.98% | 7.49% | 0.28% |
| Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023 | | | | | | | | | | | | | | |
| Hurricane Irene struck August 27, 2011 | | | | | | | | | | | | | | |
| Hurricane Sandy struck on October 27, 2012 | | | | | | | | | | | | | | |
| Hurricane Arthur struck on July 4, 2014 | | | | | | | | | | | | | | |
| Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend. | | | | | | | | | | | | | | |
| Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017 | | | | | | | | | | | | | | |
| Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017 | | | | | | | | | | | | | | |
| Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered. | | | | | | | | | | | | | | |
| For January 2019, about \$1,000,000 was reported from prior months in SS. | | | | | | | | | | | | | | |
| Hurricane Dorian mandatory evacuations September 3-September 12, 2019. | | | | | | | | | | | | | | |
| For September 2019, about \$261,000 was reported from prior months in Frisco. | | | | | | | | | | | | | | |
| Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020 | | | | | | | | | | | | | | |
| For September 2020, about \$1,200,000 was reported from July and August. | | | | | | | | | | | | | | |
| For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021. | | | | | | | | | | | | | | |
| For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021 | | | | | | | | | | | | | | |
| For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower. | | | | | | | | | | | | | | |
| For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022. | | | | | | | | | | | | | | |

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

| | 2020 | 2021 | 2022 | 2023 | 2024 | 2020 | 2021 | 2022 | 2023 | 2024 | 2020 | 2021 | 2022 | 2023 | 2024 |
|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | Bed & | Bed & | Bed & | Bed & | Bed & | Camp- | Camp- | Camp- | Camp- | Camp- | | | | | |
| | Breakfast | Breakfast | Breakfast | Breakfast | Breakfast | ground | ground | ground | ground | ground | Cottage | Cottage | Cottage | Cottage | Cottage |
| | | | | | | | | | | | | | | | |
| January | 18,954 | 69,721 | 33,385 | 85,050 | 10,819 | 101,762 | 197,792 | 177,093 | 15,667 | 6,337 | 60,734 | 73,666 | 65,334 | 51,898 | 49,099 |
| February | 27,050 | 54,287 | 88,113 | 68,535 | 227,405 | 89,994 | 183,108 | 180,687 | 21,786 | 19,282 | 55,880 | 87,169 | 71,244 | 54,275 | 51,908 |
| March | 29,171 | 136,583 | -6,494 | 122,945 | 65,282 | 63,921 | 692,174 | 414,682 | 159,347 | 135,076 | 65,539 | 206,483 | 136,291 | 117,052 | 143,712 |
| April | 9,994 | 259,204 | 260,362 | 186,041 | 55,545 | 1,930 | 1,235,799 | 1,294,819 | 454,658 | 296,019 | 48,233 | 404,682 | 326,574 | 298,479 | 279,005 |
| May | 91,397 | 282,278 | 285,411 | 262,423 | 160,661 | 1,130,609 | 1,918,384 | 1,046,309 | 571,317 | 587,641 | 254,673 | 565,909 | 530,590 | 410,132 | 532,707 |
| June | 351,108 | 570,964 | 330,644 | 353,506 | 326,158 | 2,412,414 | 2,845,176 | 1,770,185 | 1,305,653 | 1,018,049 | 795,837 | 919,645 | 833,391 | 705,955 | 1,003,815 |
| July | 363,847 | 446,262 | 595,516 | 427,557 | 325,951 | 2,685,694 | 3,088,190 | 1,860,733 | 1,284,313 | 974,783 | 1,043,368 | 1,058,556 | 1,166,419 | 936,181 | 1,035,089 |
| August | 373,764 | 532,087 | 383,480 | 306,695 | 215,521 | 1,588,143 | 2,216,628 | 1,415,619 | 813,582 | 756,020 | 902,896 | 902,324 | 778,232 | 691,547 | 878,291 |
| September | 278,989 | 401,958 | 240,314 | 188,170 | 141,952 | 1,348,600 | 1,567,213 | 888,980 | 551,520 | 387,637 | 551,614 | 608,182 | 610,925 | 552,665 | 569,120 |
| October | 155,303 | 165,873 | 237,302 | 115,799 | | 922,352 | 1,030,829 | 438,511 | 368,819 | | 493,509 | 491,572 | 357,764 | 356,835 | |
| November | 65,719 | 125,498 | 77,421 | 36,929 | | 355,225 | 365,096 | 176,484 | 148,581 | | 63,227 | 145,754 | 79,095 | 142,803 | |
| December | 106,697 | 136,248 | 28,424 | 43,635 | | 149,223 | 178,506 | -5,128 | 37,898 | | 214,261 | 90,408 | 187,222 | 68,890 | |
| | | | | | | | | | | | | | | | |
| <i>YTD Totals</i> | <i>1,544,274</i> | <i>2,753,344</i> | <i>2,210,731</i> | <i>2,000,922</i> | <i>1,529,294</i> | <i>9,423,067</i> | <i>13,944,464</i> | <i>9,049,107</i> | <i>5,177,843</i> | <i>4,180,844</i> | <i>3,778,774</i> | <i>4,826,616</i> | <i>4,519,000</i> | <i>3,818,184</i> | <i>4,542,746</i> |
| Total | 1,871,993 | 3,180,963 | 2,553,878 | 2,197,285 | 1,529,294 | 10,849,867 | 15,518,895 | 9,658,974 | 5,733,141 | 4,180,844 | 4,549,771 | 5,554,350 | 5,143,081 | 4,386,712 | 4,542,746 |

| | | | | | | | | | | | | | | | |
|--------------------------|----------------|---------------|----------------|----------------|----------------|---------------|---------------|----------------|----------------|----------------|----------------|---------------|---------------|----------------|---------------|
| Month Increase | 9.51% | 44.08% | -40.21% | -21.70% | -24.56% | 215.78% | 16.21% | -43.28% | -37.96% | -29.71% | 26.06% | 10.25% | 0.45% | -9.54% | 2.98% |
| <i>YTD Increase</i> | -44.43% | 78.29% | -19.71% | -9.49% | -23.57% | 20.93% | 47.98% | -35.11% | -42.78% | -19.26% | -30.02% | 27.73% | -6.37% | -15.51% | 18.98% |
| Total Year Increa | -39.33% | 69.92% | -19.71% | -13.96% | | 29.41% | 43.03% | -37.76% | -40.64% | | -22.99% | 22.08% | -7.40% | -14.71% | |

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

| | 2020 | 2021 | 2022 | 2023 | 2024 | 2020 | 2021 | 2022 | 2023 | 2024 | 2020 | 2021 | 2022 | 2023 | 2024 |
|------------|------------|-------------|-------------|-------------|------------|--------------|---------------|---------------|---------------|---------------|-------------|-------------|-------------|-------------|-------------|
| | Motel/ | Motel/ | Motel/ | Motel/ | Motel/ | Online Trave | Online Travel | Online Travel | Online Travel | Online Travel | Property | Property | Property | Property | Property |
| | Hotel | Hotel | Hotel | Hotel | Hotel | OTC * | OTC * | OTC * | OTC * | OTC * | Management | Management | Management | Management | Management |
| | | | | | | | | | | | Agencies | Agencies | Agencies | Agencies | Agencies |
| January | 1,437,035 | 1,748,076 | 1,643,048 | 1,933,579 | 1,786,856 | 18,951 | 80,549 | 149,571 | 159,300 | 175,273 | 6,501,671 | 20,308,517 | 30,139,025 | 30,132,778 | 13,694,264 |
| February | 1,533,776 | 1,728,750 | 2,126,093 | 2,107,700 | 2,053,498 | 25,687 | 121,593 | 228,025 | 311,380 | 263,344 | 4,958,235 | 14,641,992 | 14,518,460 | 14,706,513 | 12,810,769 |
| March | 1,246,258 | 3,909,056 | 3,943,594 | 4,072,116 | 3,786,471 | 24,532 | 456,135 | 458,768 | 521,683 | 552,764 | 2,033,390 | 22,818,135 | 18,269,896 | 18,236,039 | 19,526,776 |
| April | 272,368 | 7,371,174 | 8,104,880 | 8,083,416 | 6,144,929 | 6,532 | 690,426 | 970,654 | 1,063,464 | 768,762 | 382,791 | 29,766,955 | 35,002,625 | 34,488,045 | 26,505,952 |
| May | 3,148,199 | 11,955,124 | 10,324,362 | 10,518,694 | 10,856,653 | 188,734 | 1,201,894 | 1,151,529 | 1,247,200 | 1,370,448 | 23,445,254 | 56,477,960 | 55,576,157 | 49,509,116 | 45,021,825 |
| June | 11,291,492 | 17,405,621 | 16,192,842 | 16,054,375 | 16,657,173 | 689,124 | 1,781,971 | 1,801,287 | 2,070,056 | 2,317,315 | 88,087,699 | 105,559,551 | 117,473,065 | 118,553,305 | 143,504,873 |
| July | 16,489,187 | 22,217,201 | 20,666,774 | 21,259,405 | 19,613,048 | 291,105 | 2,244,007 | 2,397,468 | 2,892,211 | 2,786,075 | 131,031,173 | 132,554,585 | 178,978,115 | 191,239,034 | 159,461,002 |
| August | 13,307,261 | 18,448,886 | 16,657,613 | 16,564,558 | 15,531,262 | 244,691 | 2,161,167 | 2,079,173 | 2,423,773 | 2,309,637 | 122,944,015 | 135,457,160 | 122,930,026 | 129,365,315 | 140,143,571 |
| September | 9,374,533 | 11,630,739 | 11,442,403 | 11,573,148 | 9,698,706 | 495,636 | 1,369,614 | 1,254,083 | 1,422,871 | 1,168,599 | 51,755,580 | 58,512,166 | 59,777,401 | 66,745,205 | 59,326,136 |
| October | 6,047,939 | 7,830,739 | 7,109,786 | 7,072,350 | | 91,603 | 794,126 | 637,398 | 737,809 | | 33,435,472 | 34,110,939 | 35,292,753 | 27,840,006 | |
| November | 1,882,898 | 2,106,980 | 3,118,187 | 2,970,668 | | 7,333 | 8,921 | 301,371 | 336,909 | | 14,518,005 | 8,640,528 | 14,980,559 | 14,816,354 | |
| December | 1,833,474 | 3,253,943 | 1,900,473 | 2,050,618 | | 50,865 | 515,173 | 234,745 | 316,867 | | 8,836,444 | 14,219,918 | 7,958,228 | 11,239,061 | |
| | | | | | | | | | | | | | | | |
| YTD Totals | 58,100,109 | 96,414,627 | 91,101,609 | 92,166,991 | 86,128,596 | 1,984,992 | 10,107,356 | 10,490,558 | 12,111,938 | 11,712,217 | 431,139,808 | 576,097,021 | 632,664,770 | 652,975,350 | 619,995,168 |
| Total | 67,864,420 | 109,606,289 | 103,230,055 | 104,260,627 | 86,128,596 | 2,134,793 | 11,425,576 | 11,664,072 | 13,503,523 | 11,712,217 | 487,929,729 | 633,068,406 | 690,896,310 | 706,870,771 | 619,995,168 |

| | | | | | | | | | | | | | | | |
|-------------------|--------|--------|--------|-------|---------|---------|---------|--------|--------|---------|--------|--------|-------|--------|---------|
| Month Increase | 49.26% | 24.07% | -1.62% | 1.14% | -16.20% | 285.42% | 176.33% | -8.44% | 13.46% | -17.87% | 36.94% | 13.05% | 2.16% | 11.66% | -11.12% |
| YTD Increase | -8.35% | 65.95% | -5.51% | 1.17% | -6.55% | 56.94% | 409.19% | 3.79% | 15.46% | -3.30% | 9.10% | 33.62% | 9.82% | 3.21% | -5.05% |
| Total Year Increa | -5.67% | 61.51% | -5.82% | 1.00% | | 52.90% | 435.21% | 2.09% | 15.77% | | 14.69% | 29.75% | 9.13% | 2.31% | |

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

| | 2020 | 2021 | 2022 | 2023 | 2024 | 2020 | 2021 | 2022 | 2023 | 2024 | 2020 | 2021 | 2022 | 2023 | 2024 |
|------------|--------------|--------------|--------------|--------------|--------------|-----------|-----------|-----------|-----------|-----------|-------------|-------------|-------------|-------------|-------------|
| | Other | Other | Other | Other | Other | | | | | | | | | | |
| | Rental | Rental | Rental | Rental | Rental | | | | | | | | | | |
| | Properties** | Properties** | Properties** | Properties** | Properties** | | | | | | | | | | |
| January | 4,048,599 | 7,565,248 | 10,640,444 | 10,970,042 | 10,903,039 | 103,524 | 117,805 | 71,183 | 107,068 | 41,019 | 8,223,680 | 22,515,577 | 32,129,068 | 32,326,040 | 15,588,394 |
| February | 3,640,228 | 8,831,162 | 9,964,265 | 9,901,463 | 11,277,328 | 123,301 | 138,103 | 86,764 | 119,484 | 93,891 | 6,788,236 | 16,833,409 | 17,071,361 | 17,078,293 | 15,256,753 |
| March | 392,302 | 14,285,652 | 11,694,833 | 11,682,633 | 12,948,689 | 100,157 | 288,353 | 139,472 | 203,764 | 198,460 | 3,538,436 | 28,050,784 | 22,897,441 | 22,911,263 | 23,855,777 |
| April | 54,406 | 11,899,053 | 11,767,660 | 12,328,326 | 12,894,732 | 0 | 387,071 | 230,087 | 302,139 | 214,451 | 715,316 | 39,424,885 | 45,219,347 | 43,812,778 | 33,495,901 |
| May | 7,959,755 | 11,894,484 | 12,431,457 | 12,627,627 | 14,583,119 | 122,541 | 429,562 | 235,556 | 273,011 | 210,053 | 28,192,673 | 71,629,217 | 67,998,385 | 61,544,693 | 57,369,540 |
| June | 15,349,447 | 15,036,636 | 18,707,648 | 18,477,129 | 22,241,837 | 529,356 | 646,362 | 393,576 | 338,773 | 446,629 | 103,467,906 | 127,947,319 | 136,993,703 | 137,311,567 | 162,956,697 |
| July | 14,163,157 | 18,366,907 | 22,972,242 | 23,810,322 | 22,754,381 | 643,415 | 630,180 | 527,134 | 372,183 | 451,598 | 152,256,684 | 159,994,974 | 203,794,691 | 215,518,673 | 181,861,471 |
| August | 14,432,996 | 15,236,263 | 17,820,645 | 17,510,657 | 19,451,549 | 621,785 | 723,235 | 476,191 | 311,925 | 342,515 | 139,737,864 | 158,280,320 | 142,641,161 | 148,053,622 | 157,867,180 |
| September | 7,502,538 | 9,479,100 | 9,589,739 | 9,771,123 | 9,129,130 | 466,395 | 392,240 | 225,343 | 167,249 | 273,063 | 63,775,711 | 73,112,498 | 73,185,366 | 79,777,957 | 70,396,614 |
| October | 5,199,066 | 6,243,795 | 5,954,385 | 5,629,110 | | 309,934 | 157,157 | 132,022 | 154,211 | | 41,364,509 | 43,787,109 | 43,568,138 | 35,908,020 | 0 |
| November | 894,605 | 698,108 | 4,271,270 | 4,234,311 | | 167,957 | 10,176 | 122,575 | 104,724 | | 17,053,031 | 11,394,032 | 18,554,321 | 18,220,059 | 0 |
| December | 4,304,339 | 7,063,801 | 3,945,571 | 4,807,160 | | 126,529 | 217,271 | 125,826 | 94,433 | | 11,266,628 | 18,096,294 | 10,195,045 | 13,534,535 | 0 |
| | | | | | | | | | | | | | | | |
| YTD Totals | 67,543,428 | 112,594,505 | 125,588,933 | 127,079,322 | 136,183,804 | 2,710,474 | 3,752,911 | 2,385,306 | 2,195,596 | 2,271,679 | 506,696,506 | 697,788,983 | 741,930,523 | 758,334,886 | 718,648,327 |
| Total | 77,941,438 | 126,600,209 | 139,760,159 | 141,749,903 | 136,183,804 | 3,314,894 | 4,137,515 | 2,765,729 | 2,548,964 | 2,271,679 | 576,380,674 | 771,066,418 | 814,248,027 | 825,997,500 | 718,648,327 |

| | | | | | | | | | | | | | | | |
|-------------------|--------|--------|--------|-------|--------|---------|---------|---------|---------|--------|--------|--------|-------|-------|---------|
| Month Increase | 37.80% | 26.35% | 1.17% | 1.89% | -6.57% | 122.00% | -15.90% | -42.55% | -25.78% | 63.27% | 40.46% | 14.64% | 0.10% | 9.01% | -11.76% |
| YTD Increase | | 66.70% | 11.54% | 1.19% | 7.16% | -3.68% | 38.46% | -36.44% | -7.95% | 3.47% | 6.15% | 37.71% | 6.33% | 2.21% | -5.23% |
| Total Year Increa | | 62.43% | 10.39% | 1.42% | | 1.15% | 24.82% | -33.15% | -7.84% | | 11.27% | 33.78% | 5.60% | 1.44% | |

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

| | | | | | | | | | | | | | | | | | | | | |
|-------------------------|------------|--------|------------|--------|------------|--------|------------|--------|------------|--------|-------------|--------|-------------|--------|-------------|--------|------------|--------|-------------|--------|
| DARE COUNTY GROSS | | | | | | | | | | | | | | | | | | | | |
| OCCUPANCY BY DISTRICT | | | | | | | | | | | | | | | | | | | | |
| | 2024 | % OF | 2024 | % OF | 2024 | % OF | 2024 | % OF | 2024 | % OF | 2024 | % OF | 2024 | % OF | 2024 | % OF | 2024 | % OF | 2024 | % OF |
| | JANUARY | TOTAL | FEBRUARY | TOTAL | MARCH | TOTAL | APRIL | TOTAL | MAY | TOTAL | JUNE | TOTAL | JULY | TOTAL | AUGUST | TOTAL | SEPT | TOTAL | TOTAL | TOTAL |
| AVON | 625,203 | 4.0% | 424,551 | 2.8% | 866,199 | 3.6% | 1,787,717 | 5.3% | 3,154,324 | 5.5% | 9,848,495 | 6.0% | 10,676,247 | 5.9% | 10,254,226 | 6.5% | 4,336,107 | 6.2% | 41,973,069 | 5.8% |
| BUXTON | 155,201 | 1.0% | 204,981 | 1.3% | 481,827 | 2.0% | 792,306 | 2.4% | 1,440,845 | 2.5% | 3,143,892 | 1.9% | 3,470,937 | 1.9% | 2,875,454 | 1.8% | 1,626,184 | 2.3% | 14,191,627 | 2.0% |
| COLINGTON | 27,314 | 0.2% | 10,488 | 0.1% | 29,870 | 0.1% | 42,984 | 0.1% | 119,817 | 0.2% | 461,508 | 0.3% | 504,346 | 0.3% | 443,320 | 0.3% | 146,725 | 0.2% | 1,786,372 | 0.2% |
| FRISCO | 127,568 | 0.8% | 115,835 | 0.8% | 277,056 | 1.2% | 722,397 | 2.2% | 1,324,351 | 2.3% | 3,495,906 | 2.1% | 3,689,915 | 2.0% | 3,256,516 | 2.1% | 1,700,129 | 2.4% | 14,709,673 | 2.0% |
| HATTERAS | 190,645 | 1.2% | 219,953 | 1.4% | 427,926 | 1.8% | 1,082,612 | 3.2% | 2,177,421 | 3.8% | 6,370,344 | 3.9% | 6,776,201 | 3.7% | 6,283,852 | 4.0% | 3,036,058 | 4.3% | 26,565,012 | 3.7% |
| KILL DEVIL HILLS | 4,120,872 | 26.4% | 4,185,786 | 27.4% | 6,048,428 | 25.4% | 8,676,544 | 25.9% | 13,419,764 | 23.4% | 29,515,991 | 18.1% | 32,473,986 | 17.9% | 26,827,202 | 17.0% | 12,748,838 | 18.1% | 138,017,411 | 19.2% |
| KITTY HAWK | 1,559,852 | 10.0% | 1,623,727 | 10.6% | 2,600,393 | 10.9% | 2,834,051 | 8.5% | 4,598,742 | 8.0% | 10,710,260 | 6.6% | 11,442,657 | 6.3% | 9,536,602 | 6.0% | 4,605,267 | 6.5% | 49,511,551 | 6.9% |
| MANTEO-TOWN | 285,739 | 1.8% | 543,102 | 3.6% | 513,059 | 2.2% | 708,252 | 2.1% | 940,369 | 1.6% | 1,993,363 | 1.2% | 2,477,533 | 1.4% | 1,864,631 | 1.2% | 985,582 | 1.4% | 10,311,630 | 1.4% |
| NAGS HEAD | 4,165,184 | 26.7% | 3,746,974 | 24.6% | 5,805,991 | 24.3% | 7,882,797 | 23.5% | 13,888,487 | 24.2% | 43,095,222 | 26.4% | 49,963,178 | 27.5% | 43,249,479 | 27.4% | 19,093,270 | 27.1% | 190,890,582 | 26.6% |
| RODANTHE | 425,595 | 2.7% | 441,288 | 2.9% | 597,879 | 2.5% | 1,048,566 | 3.1% | 1,671,946 | 2.9% | 4,911,069 | 3.0% | 5,237,232 | 2.9% | 4,700,371 | 3.0% | 2,068,304 | 2.9% | 21,102,250 | 2.9% |
| SALVO | 226,199 | 1.5% | 180,158 | 1.2% | 367,083 | 1.5% | 693,169 | 2.1% | 1,383,798 | 2.4% | 5,479,663 | 3.4% | 5,958,348 | 3.3% | 5,533,168 | 3.5% | 2,150,422 | 3.1% | 21,972,008 | 3.1% |
| WAVES | 120,379 | 0.8% | 180,621 | 1.2% | 239,206 | 1.0% | 488,648 | 1.5% | 706,733 | 1.2% | 2,996,167 | 1.8% | 3,326,920 | 1.8% | 3,113,576 | 2.0% | 1,199,348 | 1.7% | 12,371,598 | 1.7% |
| SOUTHERN SHORES | 840,739 | 5.4% | 717,292 | 4.7% | 1,100,121 | 4.6% | 1,086,297 | 3.2% | 2,724,217 | 4.7% | 10,179,646 | 6.2% | 11,092,487 | 6.1% | 9,467,660 | 6.0% | 3,885,547 | 5.5% | 41,094,006 | 5.7% |
| DUCK | 1,632,266 | 10.5% | 1,421,388 | 9.3% | 2,704,153 | 11.3% | 3,766,066 | 11.2% | 7,059,910 | 12.3% | 26,970,691 | 16.6% | 30,803,924 | 16.9% | 27,233,466 | 17.3% | 11,149,542 | 15.8% | 112,741,406 | 15.7% |
| RIM (ROANOKE ISL. MAIN) | 910,365 | 5.8% | 977,265 | 6.4% | 1,243,822 | 5.2% | 1,114,733 | 3.3% | 1,388,368 | 2.4% | 1,467,165 | 0.9% | 1,181,485 | 0.6% | 918,020 | 0.6% | 496,692 | 0.7% | 9,697,915 | 1.3% |
| OTC UNATTRIBUTED | 175,273 | 1.1% | 263,344 | 1.7% | 552,764 | 2.3% | 768,762 | 2.3% | 1,370,448 | 2.4% | 2,317,315 | 1.4% | 2,786,075 | 1.5% | 2,309,637 | 1.5% | 1,168,599 | 1.7% | 11,712,217 | 1.6% |
| TOTAL | 15,588,394 | 100.0% | 15,256,753 | 100.0% | 23,855,777 | 100.0% | 33,495,901 | 100.0% | 57,369,540 | 100.0% | 162,956,697 | 100.0% | 181,861,471 | 100.0% | 157,867,180 | 100.0% | 70,396,614 | 100.0% | 718,648,327 | 100.0% |

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

| | | | | | | | | | |
|-------------------------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|
| DARE COUNTY GROSS | | | | | | | | | |
| OCCUPANCY BY DISTRICT | | | | | | | | | |
| | 2024 | 2023 | % Increase | 2024 | 2023 | % Increase | 2024 | 2023 | % Increase |
| | MAY | MAY | (Decrease) | JUNE | JUNE | (Decrease) | JULY | JULY | (Decrease) |
| | | | | | | | | | |
| HATTERAS ISLAND: | | | | | | | | | |
| RODANTHE | 1,671,946 | 2,000,461 | -16.42% | 4,911,069 | 3,834,553 | 28.07% | 5,237,232 | 5,969,657 | -12.27% |
| WAVES | 706,733 | 978,773 | -27.79% | 2,996,167 | 2,366,210 | 26.62% | 3,326,920 | 3,726,425 | -10.72% |
| SALVO | 1,383,798 | 1,822,661 | -24.08% | 5,479,663 | 3,995,865 | 37.13% | 5,958,348 | 6,809,401 | -12.50% |
| AVON | 3,154,324 | 4,203,140 | -24.95% | 9,848,495 | 7,858,075 | 25.33% | 10,676,247 | 12,983,077 | -17.77% |
| BUXTON | 1,440,845 | 1,597,647 | -9.81% | 3,143,892 | 2,656,985 | 18.33% | 3,470,937 | 4,077,724 | -14.88% |
| FRISCO | 1,324,351 | 1,460,567 | -9.33% | 3,495,906 | 2,798,272 | 24.93% | 3,689,915 | 4,106,793 | -10.15% |
| HATTERAS | 2,177,421 | 2,382,339 | -8.60% | 6,370,344 | 5,162,519 | 23.40% | 6,776,201 | 8,064,672 | -15.98% |
| TOTAL HATTERAS ISLAND | 11,859,418 | 14,445,588 | -17.90% | 36,245,536 | 28,672,479 | 26.41% | 39,135,800 | 45,737,749 | -14.43% |
| | | | | | | | | | |
| NORTHERN BEACHES: | | | | | | | | | |
| DUCK | 7,059,910 | 7,852,584 | -10.09% | 26,970,691 | 22,093,582 | 22.07% | 30,803,924 | 37,147,010 | -17.08% |
| SOUTHERN SHORES | 2,724,217 | 2,904,447 | -6.21% | 10,179,646 | 8,375,703 | 21.54% | 11,092,487 | 13,197,692 | -15.95% |
| KITTY HAWK | 4,598,742 | 4,820,980 | -4.61% | 10,710,260 | 9,271,719 | 15.52% | 11,442,657 | 12,941,706 | -11.58% |
| COLINGTON | 119,817 | 145,585 | -17.70% | 461,508 | 612,570 | -24.66% | 504,346 | 799,749 | -36.94% |
| KILL DEVIL HILLS | 13,419,764 | 12,469,507 | 7.62% | 29,515,991 | 24,377,722 | 21.08% | 32,473,986 | 37,009,938 | -12.26% |
| NAGS HEAD | 13,888,487 | 15,170,404 | -8.45% | 43,095,222 | 36,122,124 | 19.30% | 49,963,178 | 58,737,391 | -14.94% |
| TOTAL NORTHERN BEACHES | 41,810,937 | 43,363,507 | -3.58% | 120,933,318 | 100,853,420 | 19.91% | 136,280,578 | 159,833,486 | -14.74% |
| | | | | | | | | | |
| ROANOKE ISLAND: | | | | | | | | | |
| MANTEO-TOWN | 940,369 | 1,184,486 | -20.61% | 1,993,363 | 1,997,966 | -0.23% | 2,477,533 | 2,550,257 | -2.85% |
| RIM (ROANOKE ISL. MAINLAND) | 1,388,368 | 1,303,912 | 6.48% | 1,467,165 | 3,717,646 | -60.54% | 1,181,485 | 4,504,970 | -73.77% |
| TOTAL ROANOKE ISLAND | 2,328,737 | 2,488,398 | -6.42% | 3,460,528 | 5,715,612 | -39.45% | 3,659,018 | 7,055,227 | -48.14% |
| | | | | | | | | | |
| OTC UNATTRIBUTED | 1,370,448 | 1,247,200 | 9.88% | 2,317,315 | 2,070,056 | 11.94% | 2,786,075 | 2,892,211 | -3.67% |
| | | | | | | | | | |
| TOTAL | 57,369,540 | 61,544,693 | -6.78% | 162,956,697 | 137,311,567 | 18.68% | 181,861,471 | 215,518,673 | -15.62% |

| | | | | | | | | | |
|-------------------------------|-------------|-------------|------------|------------|------------|------------|-------------|-------------|------------|
| DARE COUNTY GROSS | | | | | | | | | |
| OCCUPANCY BY DISTRICT | | | | | | | | | |
| | 2024 | 2023 | % Increase | 2024 | 2023 | % Increase | YTD 2024 | YTD 2023 | % Increase |
| | AUGUST | AUGUST | (Decrease) | SEPT | SEPT | (Decrease) | TOTAL | TOTAL | (Decrease) |
| | | | | | | | | | |
| HATTERAS ISLAND: | | | | | | | | | |
| RODANTHE | 4,700,371 | 4,117,407 | 14.16% | 2,068,304 | 2,647,737 | -21.88% | 21,102,250 | 23,535,450 | -10.34% |
| WAVES | 3,113,576 | 2,631,539 | 18.32% | 1,199,348 | 1,430,899 | -16.18% | 12,371,598 | 14,574,934 | -15.12% |
| SALVO | 5,533,168 | 4,621,423 | 19.73% | 2,150,422 | 2,671,427 | -19.50% | 21,972,008 | 26,842,829 | -18.15% |
| AVON | 10,254,226 | 8,889,986 | 15.35% | 4,336,107 | 5,509,529 | -21.30% | 41,973,069 | 50,465,164 | -16.83% |
| BUXTON | 2,875,454 | 2,579,943 | 11.45% | 1,626,184 | 1,981,038 | -17.91% | 14,191,627 | 15,112,068 | -6.09% |
| FRISCO | 3,256,516 | 2,909,960 | 11.91% | 1,700,129 | 1,919,306 | -11.42% | 14,709,673 | 15,690,978 | -6.25% |
| HATTERAS | 6,283,852 | 5,637,062 | 11.47% | 3,036,058 | 3,559,037 | -14.69% | 26,565,012 | 31,040,114 | -14.42% |
| TOTAL HATTERAS ISLAND | 36,017,163 | 31,387,320 | 14.75% | 16,116,552 | 19,718,973 | -18.27% | 152,885,237 | 177,261,537 | -13.75% |
| | | | | | | | | | |
| NORTHERN BEACHES: | | | | | | | | | |
| DUCK | 27,233,466 | 25,279,971 | 7.73% | 11,149,542 | 11,975,084 | -6.89% | 112,741,406 | 114,027,953 | -1.13% |
| SOUTHERN SHORES | 9,467,660 | 8,776,768 | 7.87% | 3,885,547 | 4,007,161 | -3.03% | 41,094,006 | 41,329,805 | -0.57% |
| KITTY HAWK | 9,536,602 | 8,968,394 | 6.34% | 4,605,267 | 4,887,742 | -5.78% | 49,511,551 | 49,777,253 | -0.53% |
| COLINGTON | 443,320 | 419,657 | 5.64% | 146,725 | 163,524 | -10.27% | 1,786,372 | 2,255,974 | -20.82% |
| KILL DEVIL HILLS | 26,827,202 | 25,497,166 | 5.22% | 12,748,838 | 14,084,197 | -9.48% | 138,017,411 | 137,708,506 | 0.22% |
| NAGS HEAD | 43,249,479 | 40,376,546 | 7.12% | 19,093,270 | 21,705,939 | -12.04% | 190,890,582 | 194,943,644 | -2.08% |
| TOTAL NORTHERN BEACHES | 116,757,729 | 109,318,502 | 6.81% | 51,629,189 | 56,823,647 | -9.14% | 534,041,328 | 540,043,135 | -1.11% |
| | | | | | | | | | |
| ROANOKE ISLAND: | | | | | | | | | |
| MANTEO-TOWN | 1,864,631 | 1,901,583 | -1.94% | 985,582 | 977,386 | 0.84% | 10,311,630 | 10,403,440 | -0.88% |
| RIM (ROANOKE ISL. MAINLAND) | 918,020 | 3,022,444 | -69.63% | 496,692 | 835,080 | -40.52% | 9,697,915 | 18,514,836 | -47.62% |
| TOTAL ROANOKE ISLAND | 2,782,651 | 4,924,027 | -43.49% | 1,482,274 | 1,812,466 | -18.22% | 20,009,545 | 28,918,276 | -30.81% |
| | | | | | | | | | |
| OTC UNATTRIBUTED | 2,309,637 | 2,423,773 | -4.71% | 1,168,599 | 1,422,871 | -17.87% | 11,712,217 | 12,111,938 | -3.30% |
| | | | | | | | | | |
| TOTAL | 157,867,180 | 148,053,622 | 6.63% | 70,396,614 | 79,777,957 | -11.76% | 718,648,327 | 758,334,886 | -5.23% |

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

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

| | | | | | | | | | |
|-------------------------------|------------|------------|------------|------------|------------|------------|-------------|-------------|------------|
| DARE COUNTY GROSS | | | | | | | | | |
| MEALS BY DISTRICT | | | | | | | | | |
| | 2024 | 2023 | % Increase | 2024 | 2023 | % Increase | YTD 2024 | YTD 2023 | % Increase |
| | AUGUST | AUGUST | (Decrease) | SEPT | SEPT | (Decrease) | TOTAL | TOTAL | (Decrease) |
| | | | | | | | | | |
| HATTERAS ISLAND: | | | | | | | | | |
| RODANTHE - 15 | 741,926 | 864,807 | -14.21% | 435,532 | 562,921 | -22.63% | 3,806,005 | 4,062,240 | -6.31% |
| WAVES - 19 | 780,833 | 793,570 | -1.61% | 453,365 | 470,716 | -3.69% | 4,001,731 | 3,939,449 | 1.58% |
| SALVO - 18 | 47,947 | 74,877 | -35.97% | 8,757 | 12,592 | -30.46% | 277,344 | 290,689 | -4.59% |
| AVON - 1 | 2,378,146 | 2,725,389 | -12.74% | 1,535,132 | 1,540,634 | -0.36% | 13,019,003 | 14,036,043 | -7.25% |
| BUXTON - 2 | 2,076,126 | 1,927,015 | 7.74% | 1,457,506 | 1,480,494 | -1.55% | 11,258,649 | 11,442,336 | -1.61% |
| FRISCO - 5 | 598,224 | 672,239 | -11.01% | 462,413 | 429,917 | 7.56% | 3,746,160 | 3,751,889 | -0.15% |
| HATTERAS - 6 | 1,327,273 | 974,990 | 36.13% | 1,253,540 | 637,456 | 96.65% | 7,038,902 | 5,626,193 | 25.11% |
| TOTAL HATTERAS ISLAND | 7,950,475 | 8,032,887 | -1.03% | 5,606,245 | 5,134,730 | 9.18% | 43,147,794 | 43,148,839 | 0.00% |
| | | | | | | | | | |
| NORTHERN BEACHES: | | | | | | | | | |
| DUCK - 21 | 7,471,472 | 7,518,712 | -0.63% | 4,783,977 | 5,211,320 | -8.20% | 37,196,787 | 38,300,534 | -2.88% |
| SOUTHERN SHORES - 20 | 1,283,394 | 1,296,155 | -0.98% | 1,115,123 | 952,916 | 17.02% | 9,948,001 | 8,595,412 | 15.74% |
| KITTY HAWK - 8 | 7,624,387 | 6,739,490 | 13.13% | 5,132,417 | 5,203,669 | -1.37% | 44,794,347 | 44,974,169 | -0.40% |
| COLINGTON - 3 | 613,018 | 634,338 | -3.36% | 454,861 | 520,424 | -12.60% | 3,415,467 | 3,554,042 | -3.90% |
| KILL DEVIL HILLS - 7 | 14,716,161 | 12,716,160 | 15.73% | 10,873,530 | 10,131,599 | 7.32% | 89,529,751 | 83,753,360 | 6.90% |
| NAGS HEAD - 14 | 13,674,906 | 13,929,106 | -1.82% | 9,703,052 | 9,763,894 | -0.62% | 77,144,652 | 78,360,897 | -1.55% |
| TOTAL NORTHERN BEACHES | 45,383,338 | 42,833,961 | 5.95% | 32,062,960 | 31,783,822 | 0.88% | 262,029,005 | 257,538,414 | 1.74% |
| | | | | | | | | | |
| ROANOKE ISLAND: | | | | | | | | | |
| MANTEO-TOWN - 10 | 3,205,044 | 2,907,579 | 10.23% | 1,962,154 | 2,107,448 | -6.89% | 18,076,901 | 18,632,063 | -2.98% |
| MANTEO-OUTSIDE - 11 | 577,230 | 607,064 | -4.91% | 492,967 | 485,303 | 1.58% | 4,270,622 | 4,020,945 | 6.21% |
| TOTAL ROANOKE ISLAND | 3,782,274 | 3,514,643 | 7.61% | 2,455,121 | 2,592,751 | -5.31% | 22,347,523 | 22,653,008 | -1.35% |
| | | | | | | | | | |
| TOTAL | 57,116,087 | 54,381,491 | 5.03% | 40,124,326 | 39,511,303 | 1.55% | 327,524,322 | 323,340,261 | 1.29% |

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 10/31/24

| | Jul - Oct 24 | Budget | \$ Over Budget | % of Budget |
|--|---------------------|----------------------|----------------------|----------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 3030 · Occupancy Tax - 75% | 4,290,452.28 | 4,845,904.00 | -555,451.72 | 88.5% |
| 3040 · Meals Tax - 75% | 1,600,887.23 | 2,216,141.00 | -615,253.77 | 72.2% |
| 3050 · Website Advertising | 55,479.00 | 125,000.00 | -69,521.00 | 44.4% |
| 3210 · Interest Income | 240,589.61 | 360,050.00 | -119,460.39 | 66.8% |
| 3220 · Other | 100.00 | 1,000.00 | -900.00 | 10.0% |
| Total Income | 6,187,508.12 | 7,548,095.00 | -1,360,586.88 | 82.0% |
| Gross Profit | 6,187,508.12 | 7,548,095.00 | -1,360,586.88 | 82.0% |
| Expense | | | | |
| 5000 · Director Compensation | 5,700.00 | 17,100.00 | -11,400.00 | 33.3% |
| 5001 · Professional Services | 0.00 | 1,000.00 | -1,000.00 | 0.0% |
| 5002 · Director Travel/Meeting/Meals | 264.43 | 7,000.00 | -6,735.57 | 3.8% |
| 5003 · Directors & Officers Insurance | 2,628.67 | 3,125.00 | -496.33 | 84.1% |
| 5004 · Miscellaneous Items | 104.88 | 1,000.00 | -895.12 | 10.5% |
| 5010 · Salaries (Full Time) Promotion | 335,213.84 | 1,085,900.00 | -750,686.16 | 30.9% |
| 5020 · Salaries (Part Time) Promotion | 32,621.10 | 134,650.00 | -102,028.90 | 24.2% |
| 5025 · Salaries (Part Time) Welcome AB | 31,808.17 | 119,100.00 | -87,291.83 | 26.7% |
| 5026 · Salaries (Part Time) Welcome RI | 53,658.85 | 180,045.00 | -126,386.15 | 29.8% |
| 5030 · Payroll Taxes | 34,372.56 | 124,070.00 | -89,697.44 | 27.7% |
| 5040 · Employee Insurance | 74,575.40 | 179,900.00 | -105,324.60 | 41.5% |
| 5050 · Retirement | 47,633.75 | 159,910.00 | -112,276.25 | 29.8% |
| 5055 · 401(k) Match | 2,712.10 | 10,860.00 | -8,147.90 | 25.0% |
| 5060 · Workmens Compensation | 2,082.44 | 2,385.00 | -302.56 | 87.3% |
| 5080 · Employee Relations | 555.53 | 3,540.00 | -2,984.47 | 15.7% |
| 5090 · Training | 1,076.37 | 13,340.00 | -12,263.63 | 8.1% |
| 5110 · Contracted Service | 9,910.00 | 29,085.00 | -19,175.00 | 34.1% |
| 5140 · Audit | 0.00 | 13,650.00 | -13,650.00 | 0.0% |
| 5170 · Other Professional Services | 2,600.00 | 10,800.00 | -8,200.00 | 24.1% |
| 5180 · Legal | 15,401.72 | 38,500.00 | -23,098.28 | 40.0% |
| 5185 · Research | 107,699.00 | 188,500.00 | -80,801.00 | 57.1% |
| 5190 · Administrative Advertising | 0.00 | 1,500.00 | -1,500.00 | 0.0% |
| 5500 · Advertising-Printed | 364,562.97 | 1,629,065.00 | -1,264,502.03 | 22.4% |
| 5502 · Advertising - Production Fee | 189,676.00 | 190,000.00 | -324.00 | 99.8% |
| 5510 · Advertising - Event Dev & Mktg | 3,025.00 | 73,100.00 | -70,075.00 | 4.1% |
| 5515 · Advertising - Online | 1,088,898.67 | 2,766,820.00 | -1,677,921.33 | 39.4% |
| 5525 · Community Relations | 4,790.00 | 30,000.00 | -25,210.00 | 16.0% |
| 5530 · Legal Notices | 80.00 | 1,500.00 | -1,420.00 | 5.3% |
| 5560 · Brochures/Production & Printing | 0.00 | 21,650.00 | -21,650.00 | 0.0% |
| 5580 · Promotional Aids | 430.42 | 8,500.00 | -8,069.58 | 5.1% |
| 6100 · Familiarization Tours | 28,586.25 | 110,000.00 | -81,413.75 | 26.0% |
| 6101 · Group sales | 9,000.00 | 30,000.00 | -21,000.00 | 30.0% |
| 6130 · Uniforms | 0.00 | 3,420.00 | -3,420.00 | 0.0% |
| 6150 · Event Grant | 136,064.38 | 832,000.00 | -695,935.62 | 16.4% |
| 6160 · Long Range Tourism Plan | 19,113.58 | 275,000.00 | -255,886.42 | 7.0% |
| 6170 · Tourism Summit | 7,663.96 | 27,500.00 | -19,836.04 | 27.9% |
| 6200 · Postage and Delivery | 22,207.87 | 200,200.00 | -177,992.13 | 11.1% |
| 6300 · Travel | 9,398.58 | 60,675.00 | -51,276.42 | 15.5% |
| 6305 · Vehicle Maintenance | 1,194.76 | 3,000.00 | -1,805.24 | 39.8% |
| 6320 · Registrations | 17,124.00 | 40,000.00 | -22,876.00 | 42.8% |
| 6340 · Travel Show Exhibit | 0.00 | 5,000.00 | -5,000.00 | 0.0% |
| 6420 · Dues and Subscriptions | 33,721.46 | 69,850.00 | -36,128.54 | 48.3% |
| 6440 · Insurance | 29,109.00 | 40,510.00 | -11,401.00 | 71.9% |
| 6460 · Telephone | 11,079.84 | 37,825.00 | -26,745.16 | 29.3% |
| 6500 · Equipment | 2,977.85 | 31,200.00 | -28,222.15 | 9.5% |
| 6510 · Expendable Equipment | 0.00 | 3,275.00 | -3,275.00 | 0.0% |
| 6530 · Technical Support | 960.75 | 5,600.00 | -4,639.25 | 17.2% |
| 6580 · Utilities | 4,971.77 | 18,388.23 | -13,388.23 | 27.1% |
| 6600 · Cleaning/maintenance supplies | 5.91 | 2,600.00 | -2,594.09 | 0.2% |
| 6610 · Building Maintenance | 20,821.74 | 37,000.00 | -16,178.26 | 56.3% |
| 6620 · Equipment Service Contracts | 439.65 | 3,100.00 | -2,660.35 | 14.2% |
| 6640 · Equipment Rent | 7,280.59 | 33,840.00 | -26,559.41 | 21.5% |
| 6660 · Equipment Repairs | 0.00 | 5,050.00 | -5,050.00 | 0.0% |
| 6700 · Office Supplies | 3,319.09 | 23,025.00 | -19,705.91 | 14.4% |
| 6800 · Bank Service Charges | 599.22 | 3,240.00 | -2,640.78 | 18.5% |
| 6810 · Web Site/Internet | 14,719.05 | 52,000.00 | -37,280.95 | 28.3% |
| Total Expense | 2,792,441.17 | 8,998,865.00 | -6,206,423.83 | 31.0% |
| Net Ordinary Income | 3,395,066.95 | -1,450,770.00 | 4,845,836.95 | -234.0% |

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 10/31/24

| | Jul - Oct 24 | Budget | \$ Over Budget | % of Budget |
|---|---------------------|--------------|---------------------|---------------|
| Other Income/Expense | | | | |
| Other Income | | | | |
| 9920 · Transfer from Travel Guide Fund | | | | |
| 3209 · Sale of Advertising | 46,500.00 | 39,000.00 | 7,500.00 | 119.2% |
| Total 9920 · Transfer from Travel Guide Fund | 46,500.00 | 39,000.00 | 7,500.00 | 119.2% |
| 9990 · Unappropriated Fund Balance | 0.00 | 1,812,315.00 | -1,812,315.00 | 0.0% |
| Total Other Income | 46,500.00 | 1,851,315.00 | -1,804,815.00 | 2.5% |
| Other Expense | | | | |
| 9925 · Transfer to Travel Guide | | | | |
| 55601 · Production & Printing | 1,243.88 | 110,000.00 | -108,756.12 | 1.1% |
| 62001 · Freight | 0.00 | 5,000.00 | -5,000.00 | 0.0% |
| Total 9925 · Transfer to Travel Guide | 1,243.88 | 115,000.00 | -113,756.12 | 1.1% |
| 9950 · Transfer to Event Site Fund | -2,237.63 | 285,545.00 | -287,782.63 | -0.8% |
| Total Other Expense | -993.75 | 400,545.00 | -401,538.75 | -0.2% |
| Net Other Income | 47,493.75 | 1,450,770.00 | -1,403,276.25 | 3.3% |
| Net Income | 3,442,560.70 | 0.00 | 3,442,560.70 | 100.0% |

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 10/31/24

| | Jul - Sep 24 | Budget | \$ Over Budget | % of Budget |
|---|------------------|-------------------|-------------------|---------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 3210 · Interest Income | 5.97 | 50.00 | -44.03 | 11.9% |
| Total Income | 5.97 | 50.00 | -44.03 | 11.9% |
| Gross Profit | 5.97 | 50.00 | -44.03 | 11.9% |
| Net Ordinary Income | 5.97 | 50.00 | -44.03 | 11.9% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 9920 · Transfer from Travel Guide Fund | | | | |
| 3209 · Sale of Advertising | 30,500.00 | 39,000.00 | -8,500.00 | 78.2% |
| Total 9920 · Transfer from Travel Guide Fund | 30,500.00 | 39,000.00 | -8,500.00 | 78.2% |
| Total Other Income | 30,500.00 | 39,000.00 | -8,500.00 | 78.2% |
| Other Expense | | | | |
| 9925 · Transfer to Travel Guide | | | | |
| 55601 · Production & Printing | 1,243.88 | 110,000.00 | -108,756.12 | 1.1% |
| 62001 · Freight | 0.00 | 5,000.00 | -5,000.00 | 0.0% |
| Total 9925 · Transfer to Travel Guide | 1,243.88 | 115,000.00 | -113,756.12 | 1.1% |
| Total Other Expense | 1,243.88 | 115,000.00 | -113,756.12 | 1.1% |
| Net Other Income | 29,256.12 | -76,000.00 | 105,256.12 | -38.5% |
| Net Income | 29,262.09 | -75,950.00 | 105,212.09 | -38.5% |

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

| | Jul - Oct 24 | Budget | \$ Over Budget | % of Budget |
|--|---------------------|-----------------------|-----------------------|---------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 3030 · Occupancy Tax | 1,430,150.76 | 1,615,301.00 | -185,150.24 | 88.5% |
| 3040 · Meals Tax | 533,629.07 | 738,714.00 | -205,084.93 | 72.2% |
| 3210 · Interest | 185,524.83 | 300,000.00 | -114,475.17 | 61.8% |
| Total Income | 2,149,304.66 | 2,654,015.00 | -504,710.34 | 81.0% |
| Expense | | | | |
| 4000 · Long - Term Projects | | | | |
| 4503 · Capital Improvement | 0.00 | 419,231.00 | -419,231.00 | 0.0% |
| 4525 · Event Site | 0.00 | 8,454,015.00 | -8,454,015.00 | 0.0% |
| 4585 · Unappropriated Long-Term | 0.00 | 600,560.00 | -600,560.00 | 0.0% |
| Total 4000 · Long - Term Projects | 0.00 | 9,473,806.00 | -9,473,806.00 | 0.0% |
| 4100 · Short-Term Projects | | | | |
| 4650 · TIG - Duck - Pedestrian Path | 147,806.00 | 147,806.00 | 0.00 | 100.0% |
| 4670 · TIG-NH-Whalebone Restrooms | 0.00 | 112,000.00 | -112,000.00 | 0.0% |
| 4671 · TIG-OB Forever-Weather Signal | 0.00 | 132,000.00 | -132,000.00 | 0.0% |
| 4673 · TIG-SS-Walking Path Hwy 12 | 0.00 | 118,855.00 | -118,855.00 | 0.0% |
| 4675 · TIG-Chicamacomico-1874 Station | 115,000.00 | 115,000.00 | 0.00 | 100.0% |
| 4676 · TIG-Duck-Performance Space | 0.00 | 13,549.00 | -13,549.00 | 0.0% |
| 4677 · TIG-Elizabethan Gardens-Pathway | 0.00 | 50,000.00 | -50,000.00 | 0.0% |
| 4679 · TIG-KH-Hwy 158 Multi-Use Path | 0.00 | 400,000.00 | -400,000.00 | 0.0% |
| 4680 · TIG-NH-E. Epstein Sidewalk | 49,500.00 | 49,500.00 | 0.00 | 100.0% |
| 4681 · TIG-NH-Governor St Access | 0.00 | 60,477.00 | -60,477.00 | 0.0% |
| 4682 · TIG-NH-W Seachase Sidewalk | 45,150.00 | 45,150.00 | 0.00 | 100.0% |
| 4683 · TIG-N.E.S.T. - Signs | 2,750.00 | 2,750.00 | 0.00 | 100.0% |
| 4684 · TIG-NC Aquarium -Oyster Exhibit | 0.00 | 121,845.00 | -121,845.00 | 0.0% |
| 4685 · TIG-OBCF-Community Terrace | 0.00 | 85,000.00 | -85,000.00 | 0.0% |
| 4686 · TIG-OB Forever-Restrooms Lighth | 0.00 | 125,000.00 | -125,000.00 | 0.0% |
| 4687 · TIG-RIFP - Loading Dock | 0.00 | 75,000.00 | -75,000.00 | 0.0% |
| 4688 · TIG-Surf Ped-Everyone's Playgro | 0.00 | 282,963.00 | -282,963.00 | 0.0% |
| 4999 · Unappropriated Funds | 0.00 | 1,931,762.00 | -1,931,762.00 | 0.0% |
| 5140 · Audit | 0.00 | 4,550.00 | -4,550.00 | 0.0% |
| 5160 · Fireworks | 45,150.00 | 120,025.00 | -74,875.00 | 37.6% |
| 5170 · Traffic Control - Hwy 12 & 158 | 0.00 | 22,030.00 | -22,030.00 | 0.0% |
| Total 4100 · Short-Term Projects | 405,356.00 | 4,015,262.00 | -3,609,906.00 | 10.1% |
| Total Expense | 405,356.00 | 13,489,068.00 | -13,083,712.00 | 3.0% |
| Net Ordinary Income | 1,743,948.66 | -10,835,053.00 | 12,579,001.66 | -16.1% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 9930 · Appropriated Fund Balance | 0.00 | 10,835,053.00 | -10,835,053.00 | 0.0% |
| Total Other Income | 0.00 | 10,835,053.00 | -10,835,053.00 | 0.0% |
| Net Other Income | 0.00 | 10,835,053.00 | -10,835,053.00 | 0.0% |
| Net Income | 1,743,948.66 | 0.00 | 1,743,948.66 | 100.0% |

Outer Banks Visitors Bureau
Restricted Fund Summary
2023-2024

| | Balance | Allocation | Allocation | Allocation | Balance | Allocation | Allocation | Allocation | Estimated |
|---|-----------|------------|-------------|-------------|------------|-------------|-------------|-------------|------------|
| | 7/1/2023 | 2023-2024 | Paid | Transferred | 7/1/2024 | 2024-2025 | Paid | Transferred | Balance |
| Short-term Projects | | | | | | | | | FY24-25 |
| TIG - Town of Duck - Pedestrian Path, Phase IV | 147,806 | | | | 147,806 | | (147,806) | | 0 |
| TIG - Chicamacomico - 1911 Cookhouse | 38,760 | | (38,760) | | 0 | | | | 0 |
| TIG - Town of NH - Epstein Street Beach Access | 250,000 | | (250,000) | | 0 | | | | 0 |
| TIG - NC Coastal Fed - Jockeys Ridge Shoreline | 127,500 | | (127,500) | | 0 | | | | 0 |
| TIG - Dare County - Frisco Buxton Pathway | 200,000 | | | (200,000) | 0 | | | | 0 |
| TIG - Duck - Ocean Crest Improvements | 78,000 | | (78,000) | | 0 | | | | 0 |
| TIG - KDH - Wright Brothers Sidewalk | 177,000 | | (177,000) | | 0 | | | | 0 |
| TIG - NH - Whalebone Park Restrooms | 112,000 | | | | 112,000 | | | | 112,000 |
| TIG - OB Forever - Weather Bureau Signal | 34,595 | | (34,595) | | 0 | | | | 0 |
| TIG - OB Forever - Cape Hatteras Lighthouse Path | 132,000 | | | | 132,000 | | | | 132,000 |
| TIG - SS - Walking Path E. Highway 12 | 150,000 | | (150,000) | | 0 | | | | 0 |
| TIG - SS Civic Assoc - Accessible Access 96A | 25,000 | | (25,000) | | 0 | | | | 0 |
| TIG - Chicamacomico - 1874 Life-Saving Station | | 115,000 | | | 115,000 | | (115,000) | | 0 |
| TIG - Duck - Performance Space Improvements | | 13,549 | | | 13,549 | | | | 13,549 |
| TIG - Elizabethan Garden - Pathway to Discover | | 50,000 | | | 50,000 | | | | 50,000 |
| TIG - Frisco Native American - Education Bldg | | 39,300 | (39,300) | | 0 | | | | 0 |
| TIG - KH - Hwy 158 Multi-Use Path | | 400,000 | | | 400,000 | | | | 400,000 |
| TIG - NH - E. Epstein Sidewalk | | 49,500 | | | 49,500 | | (49,500) | | 0 |
| TIG - NH - Governor Street Beach Access | | 60,477 | | | 60,477 | | | | 60,477 |
| TIG - NH - W. Seachase Drive Access | | 45,150 | | | 45,150 | | (45,150) | | 0 |
| TIG - NEST - Signs | | 2,750 | | | 2,750 | | (2,750) | | 0 |
| TIG - NC Aquarium - Oyster Exhibits | | 121,845 | | | 121,845 | | | | 121,845 |
| TIG - OB Community Foundation - Community Terrace | | 85,000 | | | 85,000 | | | | 85,000 |
| TIG - OB Forever - Restrooms at Lighthouse Beach | | 125,000 | | | 125,000 | | | | 125,000 |
| TIG - RIFP - Concrete Loading Dock | | 75,000 | | | 75,000 | | | | 75,000 |
| TIG - SS - Walking Path W. Highway 12 | | 118,855 | | | 118,855 | | | | 118,855 |
| TIG - Surf Ped Found - Everyone's Playground | | 282,963 | | | 282,963 | | | | 282,963 |
| Fireworks | 76,581 | | (55,000) | 60,025 | 81,606 | | (45,150) | 60,000 | 96,456 |
| Audit | 190 | | (3,625) | 3,435 | 0 | | | 4,550 | 4,550 |
| Highway 158/Highway 12 Intersection | 6,580 | | (4,550) | 20,000 | 22,030 | | | 0 | 22,030 |
| Unappropriated Funds | 735,481 | 1,803,714 | | (1,467,849) | 1,071,346 | 1,221,044 | | (64,550) | 2,227,840 |
| TOTAL SHORT TERM COMMITMENTS | 2,291,493 | 3,388,103 | (983,330) | (1,584,389) | 3,111,876 | 1,221,044 | (405,356) | 0 | 3,927,565 |
| Long Term Projects | | | | | | | | | |
| Multi-Use Center (100%) | 5,631,087 | 1,384,413 | (9,296) | | 7,006,205 | 1,447,811 | 0 | | 8,454,015 |
| Infrastructure (capped) | 442,795 | | (123,564) | | 319,231 | 100,000 | 0 | | 419,231 |
| L-T Unappropriated Funds | 550,560 | 200,000 | (250,000) | | 500,560 | 100,000 | 0 | | 600,560 |
| TOTAL LONG TERM COMMITMENTS UNPAID | 6,624,442 | 1,584,413 | (382,860) | 0 | 7,825,996 | 1,647,811 | 0 | 0 | 9,473,806 |
| Total | 8,915,935 | 4,972,516 | (1,366,190) | (1,584,389) | 10,937,872 | 2,868,855 | (405,356) | 0 | 13,401,371 |
| Cash on Hand 10/31/24 | | | # | | | | | # | |
| | | | | | | | | Checking | 32,423 |
| | | | | | | | | Savings | 12,721,730 |
| Total Cash on Hand | | | | | | | | | 12,754,152 |
| 25% of Occupancy & Meals Income per Budget | | | | | | | | | |
| November | | | | | | | | | 123,206 |
| December | | | | | | | | | 64,388 |
| January | | | | | | | | | 51,561 |
| February | | | | | | | | | 63,579 |
| March | | | | | | | | | 57,570 |
| April | | | | | | | | | 66,684 |
| May | | | | | | | | | 128,774 |
| June | | | | | | | | | 163,790 |
| | | | | | | | | | 719,552 |
| Unappropriated Balances | | | | | | | | | 72,333 |
| Transfer from General Fund | | | | | | 2,683,332 * | | | |
| 30% Short-term | | | | | | 706,205 | | | |
| Amount over budget to short-term | | | | | | 329,315 | | | |
| Short-term Interest | | | | | | 185,525 | | | |
| | | | | | | 1,221,044 | | | |
| 70% Long-term | | | | | | | 1,647,811 | | |
| Long-term Interest | | | | | | | 0 | | |
| | | | | | | | 1,647,811 * | | |

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

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

| | Jul - Oct 24 | Budget | \$ Over Budget | % of Budget |
|--|-------------------|-------------|-------------------|---------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 3200 · Site Rental Income | | | | |
| 3205 · Reservation fee | 600.00 | 2,000.00 | -1,400.00 | 30.0% |
| 3200 · Site Rental Income - Other | 14,845.00 | 24,350.00 | -9,505.00 | 61.0% |
| Total 3200 · Site Rental Income | 15,445.00 | 26,350.00 | -10,905.00 | 58.6% |
| 3210 · Interest Income | 610.14 | 500.00 | 110.14 | 122.0% |
| 3250 · Lease Income | 20,212.40 | 52,700.00 | -32,487.60 | 38.4% |
| 9999 · Unappropriated Funds | 0.00 | 30,380.00 | -30,380.00 | 0.0% |
| Total Income | 36,267.54 | 109,930.00 | -73,662.46 | 33.0% |
| Expense | | | | |
| 5160 · Event Development & Marketing | 2,155.86 | 50,000.00 | -47,844.14 | 4.3% |
| 5170 · Other Professional Services | 17,967.99 | 55,000.00 | -37,032.01 | 32.7% |
| 6440 · Insurance | 9,725.00 | 9,725.00 | 0.00 | 100.0% |
| 6580 · Utilities | 5,500.99 | 40,665.00 | -35,164.01 | 13.5% |
| 6610 · Repairs & Maintenance | 84,128.81 | 220,015.00 | -135,886.19 | 38.2% |
| 6700 · Office Supplies | 499.64 | 270.00 | 229.64 | 185.1% |
| 9990 · Unappropriated Other Expenses | 4,939.07 | 20,000.00 | -15,060.93 | 24.7% |
| Total Expense | 124,917.36 | 395,675.00 | -270,757.64 | 31.6% |
| Net Ordinary Income | -88,649.82 | -285,745.00 | 197,095.18 | 31.0% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 3220 · Other Income | 200.00 | 200.00 | 0.00 | 100.0% |
| 9910 · Transfer from General Fund | 0.00 | 285,545.00 | -285,545.00 | 0.0% |
| Total Other Income | 200.00 | 285,745.00 | -285,545.00 | 0.1% |
| Net Other Income | 200.00 | 285,745.00 | -285,545.00 | 0.1% |
| Net Income | -88,449.82 | 0.00 | -88,449.82 | 100.0% |

DARE COUNTY TOURISM BOARD

31-Oct-24

| TYPE OF ACCOUNT <u>BANK</u> | <u>CHECKING</u> <u>SOUTHERN</u> | <u>NC CAPITAL</u> <u>MGMT TRUST</u> | <u>M MARKET</u> <u>PNC</u> | <u>M MARKET</u> <u>SOUTHERN</u> | <u>M MARKET</u> <u>FIRST NATIONAL</u> | <u>CD'S</u> <u>SOUTHERN</u> | <u>CD'S</u> <u>PNC Bank</u> | <u>CD'S</u> <u>FIRST BANK</u> | <u>CD'S</u> <u>TOWNE BANK</u> | <u>CD'S</u> <u>FIRST NATIONAL</u> | <u>CD'S</u> <u>TRUIST BANK</u> | <u>TOTAL</u> |
|---|------------------------------------|--|-------------------------------|------------------------------------|--|--------------------------------|--------------------------------|----------------------------------|----------------------------------|--------------------------------------|-----------------------------------|--------------|
| GENERAL FUND | 140,491 | 7,590,511 | 863,760 | 1,142,932 | 2,891,880 | 0 | 1,033,161 | 1,076,995 | 1,860,895 | 3,882,633 | 0 | 20,483,258 |
| RESTRICTED FUND | 32,423 | 4,491,911 | | | 1,309,549 | 250,000 | 0 | 1,040,808 | 1,860,889 | 2,768,572 | 1,000,000 | 12,754,152 |
| TRAVEL GUIDE | 49,477 | | | | | | | | | | | 49,477 |
| MERCHANDISE SALES | 166,105 | | | | | | | | | | | 166,105 |
| EVENT SITE FUND | 459,039 | | | | | | | | | | | 459,039 |
| TOTAL | 847,535 | 12,082,422 | 863,760 | 1,142,932 | 4,201,429 | 250,000 | 1,033,161 | 2,117,804 | 3,721,784 | 6,651,205 | 1,000,000 | 33,912,031 |
| TOTAL % EACH BANK | 6.61% | 35.63% | 5.59% | | 32.00% | | | 6.24% | 10.97% | | 2.95% | 100.00% |
| INTEREST RATES | 0.40% | 4.73% | 3.50% | 3.15% | 4.40% | 0.00% | 4.75% | 4.4% & 4.65% | 4.92%, 4.65, & 4.12 | 4.65 & 4.25 | 3.35% | |
| TOTAL CHECKING & CD'S | 33,912,031 | | | | | | | | | | | |
| 60% ALLOWED IN ANY BANK | 20,347,219 | | | | | | | | | | | |
| 25% ALLOWED IN ANY ONE INV | 8,478,008 | | | | | | | | | | | |
| 60% General Fund Reserved Balance is \$5,385,705. | | | | | | | | | | | | |
| 100% Restricted Fund Balance Restricted by House Bill 225 | | | \$12,754,152 | | | | | | | | | |

Marketing Dashboard

thru October 2024

| | <u>FY 24/25</u> | <u>FY 23/24</u> | <u>Diff.</u> | <u>% Change</u> |
|-----------------------------------|-----------------|-----------------|---------------|-----------------|
| Trackable Guide (Print - Virtual) | 15,779 | 10,124 | 5,655 | 56% |
| Completed Video Views | 19,334,479 | 15,614,673 | 3,719,806 | 24% |
| Website Sessions | 1,779,232 | 1,477,079 | 302,153 | 20% |
| Online Communities | | | | |
| Email Subscribers | 102,500 | 107,097 | -4,597 | -4% |
| Facebook | 713,000 | 718,000 | -5,000 | -1% |
| X (Twitter) | 40,500 | 41,019 | -519 | -1% |
| Instagram | 131,937 | 130,765 | 1,172 | 1% |
| Pinterest | 23,600 | 23,500 | 100 | 0% |
| TikTok | <u>104,100</u> | <u>91,900</u> | <u>12,200</u> | <u>13%</u> |
| Online Communities Subtotal | 1,115,637 | 1,112,281 | 3,356 | 0% |





HOFFMAN YORK



OBVB Marketing Dashboard - Prepared by Hoffman York

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

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

October 2024 Highlights

- Paid Media: Total impressions and video views delivered were up 60%+ YoY from increased Fall campaign activity compared to last October. This included Swiftcurrent boost shorts and higher native display spend.
 - Continuity:
 - Hopper + Capital One generated 85 hotel bookings with an average advance of 10 days. Hopper will remain live through November, while the Capital One promotion concluded on 10/16.
 - Native Display supported Beach Driving Tips, OBX Fall, Sunsets and Birding. The "Wow Sunsets" creative achieved the highest CTR at 0.29% and the most efficient CPC at \$1.98. Within the Email Retargeting audience, viewers of the Sunset creative spent an average of 2 minutes and 11 seconds on the site, the most time of any creatives in October.
 - Fall: Native display and streaming video boosts concluded as planned in October. The remaining Our State custom content promotion for Tar Heel Towns will wrap up at the end of November.
 - Our State: The Custom Giveaway concluded in October, achieving a total of 2.9K entries. Participants opted in by providing their email addresses, which have since been added to the Hubspot email list for future use. The *Where to Discover the Outer Banks' Wild Side* article launched on September 26, and has received 52K promotional impressions from Our State's social and eNewsletters. Promotion of this article resulted in 1.3K page views and an average time spent of 1:12 with the article.
- Website: Total website sessions were up 46% YoY and FYTD sessions are up 20%. Sessions declined 44% MoM due to lower traffic driving paid media activity from FY24-25 Fall buys ending, as planned, in Septmeber.
 - Blog page views increased by 25% MoM; a portion of the increase is from organic searches directly to the blog "Comparing 'Outer Banks' Netflix Show to the Real OBX."
 - The /plan-your-trip/webcams/ page saw traffic double MoM primiarly from Paid Social efforts.
- Email: In October, 132K total emails were sent across the consumer marketing contact sublists and various workflow audiences with an overall 16% open rate, 14% CTR (opens), and a 0.33% bounce rate.
 - The October 2024 OBX monthly email titled, "It's Spooky Season on the OBX" produced a 16% open rate and 11% CTR (opens). The clickable upcoming event button titled "Outer Banks Seafood Festival" received 19% of clicks followed by 10% on the Places to Eat clickable image.
 - The October 2024 OBX Foodie email titled "Eat Like a Local" was also sent out this month and received a 14% open rate and a 22% CTR (opens). Most clicks were again on the "clickable upcoming event button titled "Outer Banks Seafood Festival" with 18% followed by the clickable image titled "Seafood Restaurants" at 14%.
 - The Foodie Workflow consistently delivers the highest CTR (opens) among niche audiences, which aligns with the standalone niche email performance exceeding that of the monthly email. October's CTR (opens) on the Foodie Workflow reached 44%.
- Zartico: Data is collected and available through October. Spend trends indicate a narrowing gap between this year and last with October spend down 5% YoY while September is down 32% YoY.
 - In September, Grocery Stores and Supermarkets were down 50% over 2023, which equated to nearly \$20MM in tracked spend.
- KeyData:
 - Short Term Rentals: Compared to October 2023, revenue is down about 3%. Looking ahead, December and January show increases in Adj. Paid Occupancy over 2023 (as of 11/11), while November shows a decrease.
 - In October, the top 3 states (Virginia, North Carolina and Pennsylvania) accounted for 65% of total rent, or nearly \$8MM.
 - Hotels: Compared to October 2023, Revenue and Paid Occupancy were nearly flat. Looking ahead, November is pacing ahead of this time last year, while December and January are slightly behind.
 - Note: 3-mo forward-looking metrics reflect revenue/occupancy pacing as of the date pulled compared to the same day one year prior.
- Visa: Data through September 2024 is available. Tracked spend in September is down 5% YoY while FYTD spend is down 15% YoY.

Dashboard was updated on 11/13/24. Data is reviewed and validated through - Media, Email, and Website: 10/31/24; Zartico: 11/1/24, Visa: 9/30/24, KeyData Short Term Rentals: as of 11/11/24 (FY24-25) vs 11/13/23 (FY23-24), KeyData Hotel: as of 11/3/24 (FY24-25) vs. 11/5/23 (FY23-24).

FYTD = Fiscal Year Total To-Date (includes all data from July 2024 through the listed 'reviewed and validated date').

Section I: Fiscal Year 2024-2025 Overview

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

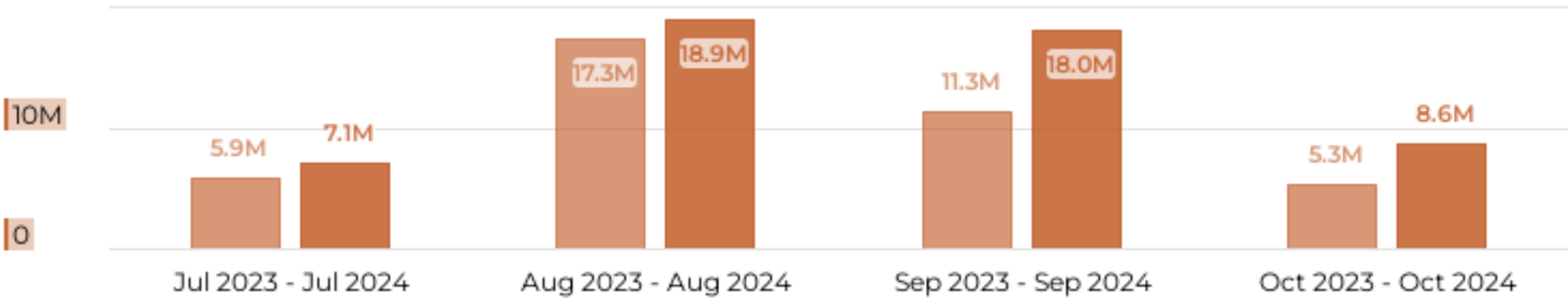
Paid Media Campaigns (HY Managed)

FYTD: Impressions

52,628,819 ▲32%
(Custom Range: 39,787,346)

Monthly Impressions v. Previous Year

Impressions

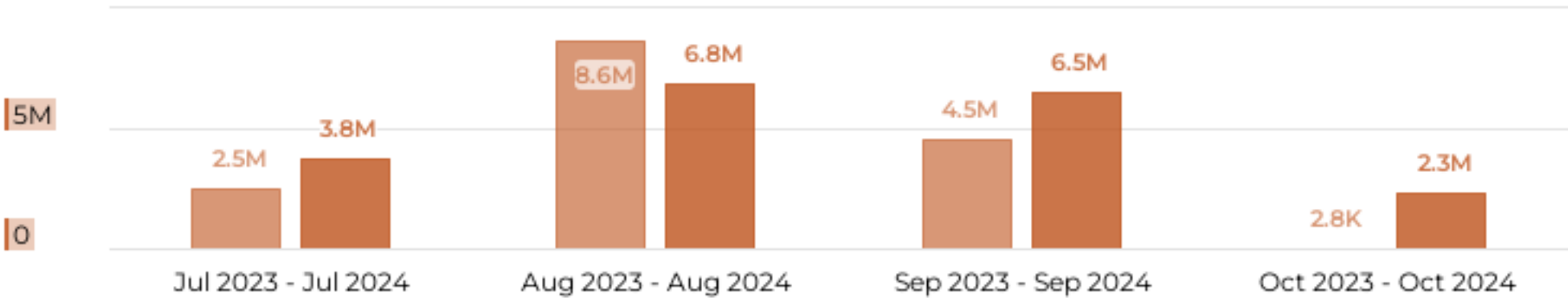


FYTD: Video Views

19,334,479 ▲24%
(Custom Range: 15,614,673)

Monthly Video Views v. Previous Year

Video Views



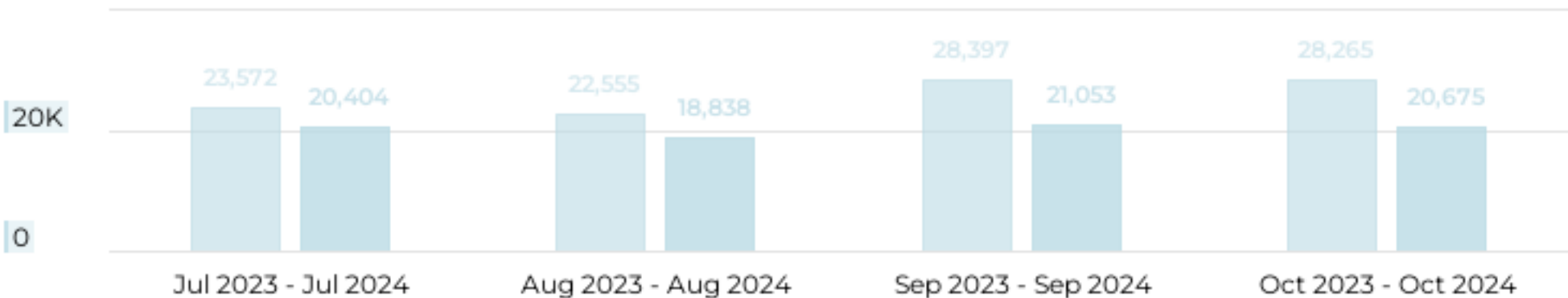
Email Marketing

FYTD: Email Opens

80,970 ▼-21%
(Custom Range: 102,789)

Monthly Email Opens v. Previous Year

Email Opens



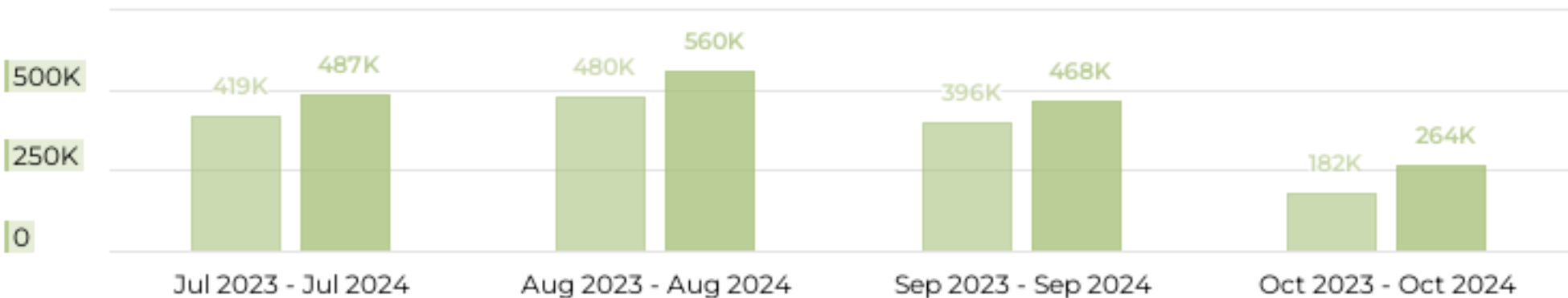
Outerbanks.org

FYTD: Website Sessions

1,779,232 ▲20%
(Custom Range: 1,477,079)

Monthly Website Sessions v. Previous Year

Sessions



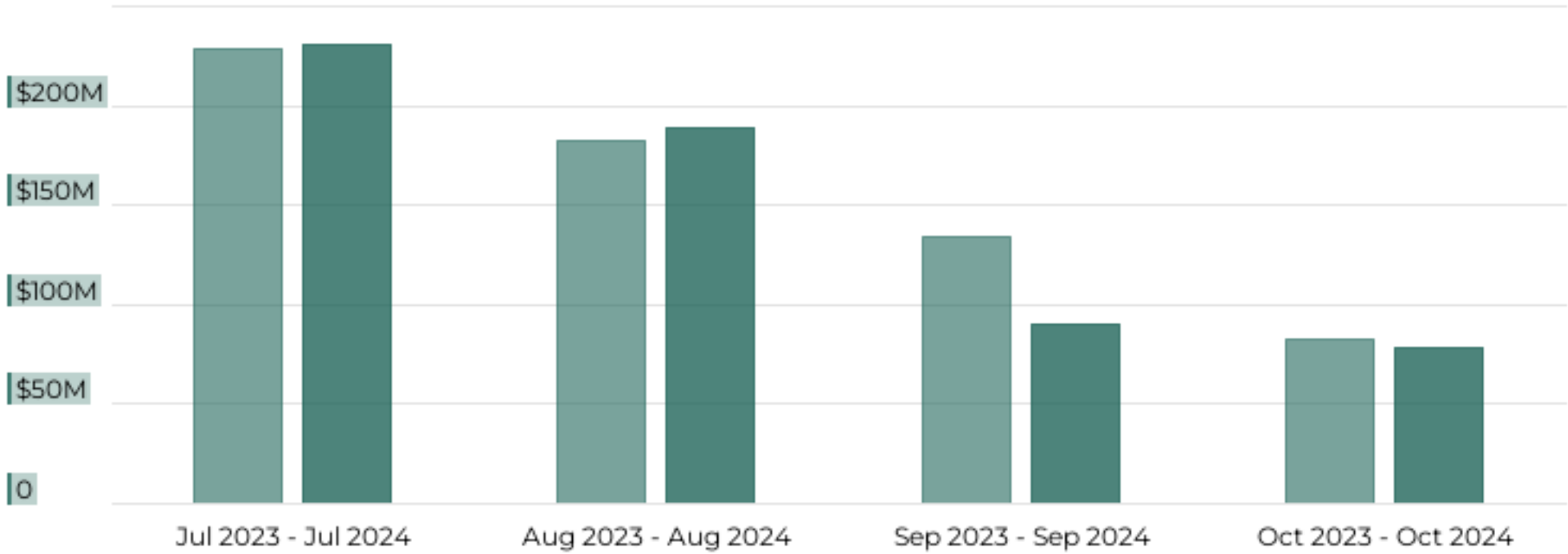
Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

\$587,963,360 ▼ -6%
(Custom Range: \$627,756,142)

Zartico Monthly Spend v. Previous Year

Tracked Spend

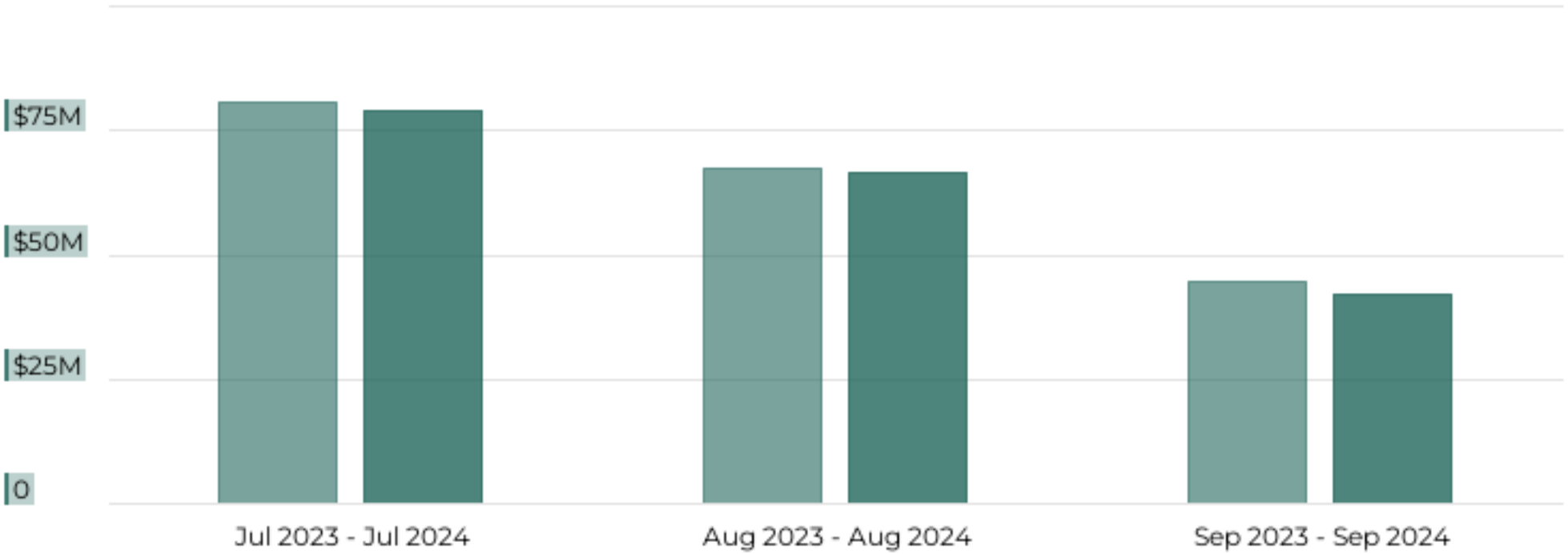


FYTD: Visa Tracked Spend

\$187,295,491 ▼ -15%
(Custom Range: \$221,462,161)

Visa Monthly Tracked Spend v. Previous Year

Tracked Spend



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

KeyData Rental Data

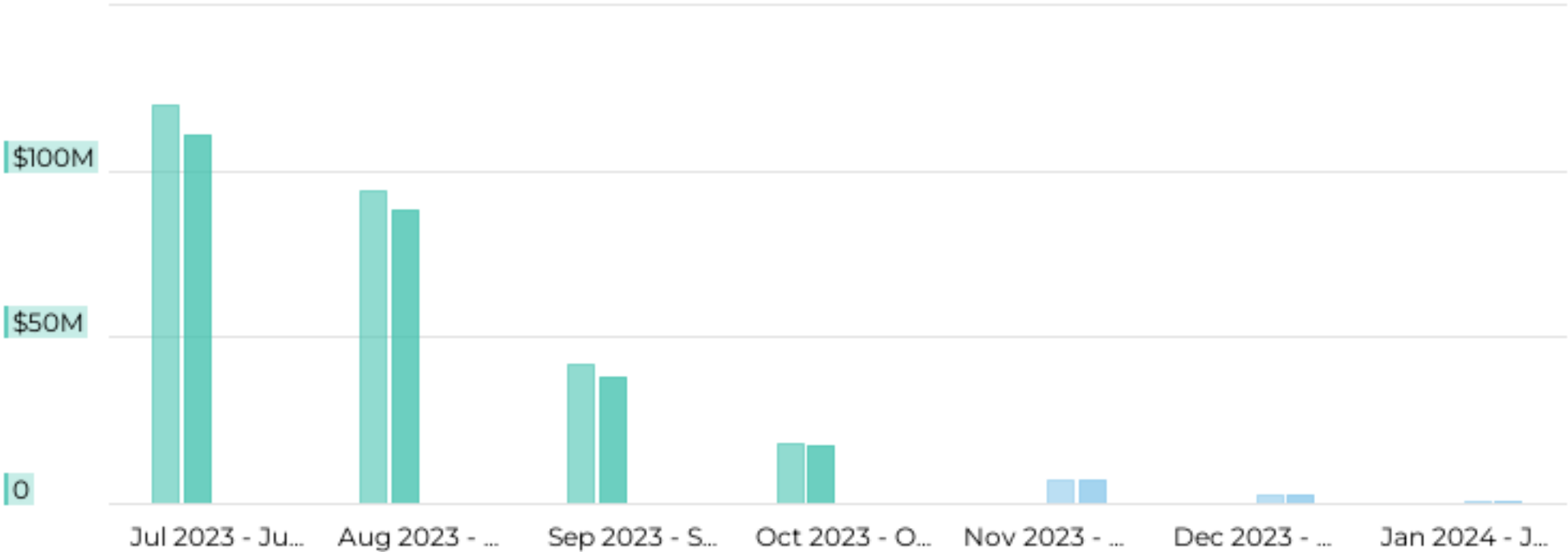
Short Term Rentals

FYTD: Total Revenue (Nightly)

\$254,380,805 -7%
(Custom Range: \$273,331,194)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 11/11/24 vs. 11/13/23



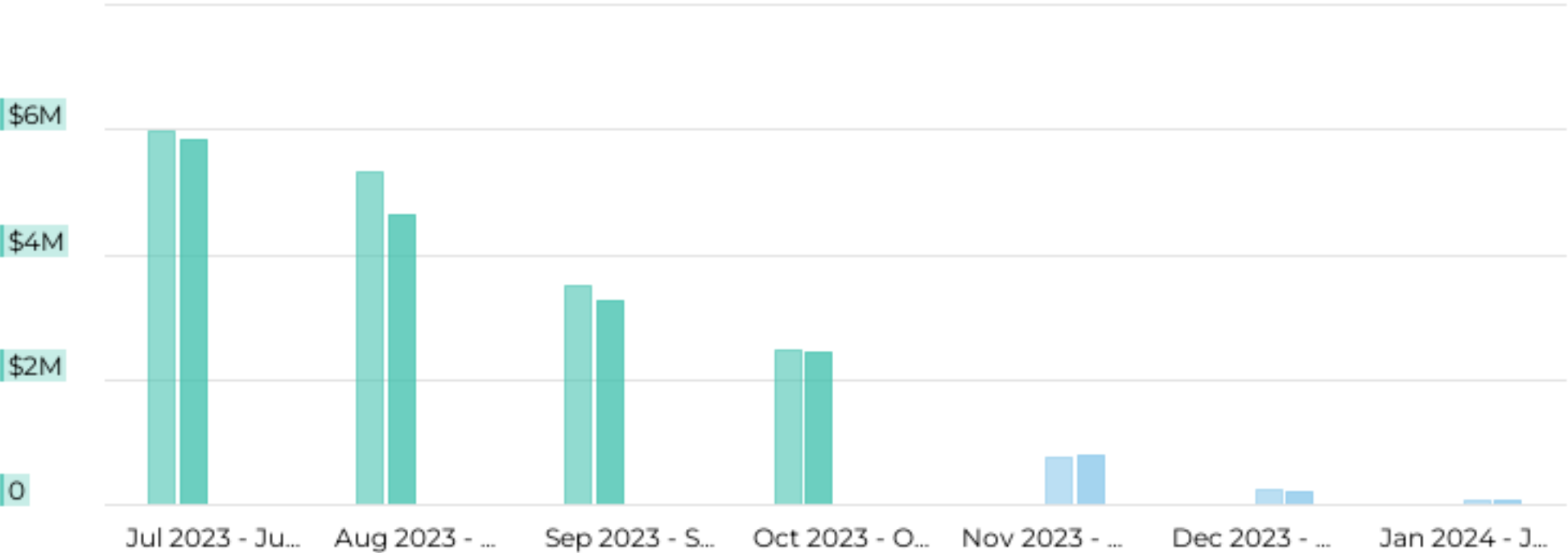
Hotels

FYTD: Total Revenue

\$16,190,173 -6%
(Custom Range: \$17,241,591)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 11/3/24 vs. 11/5/23



FYTD: Adj. Paid Occupancy %

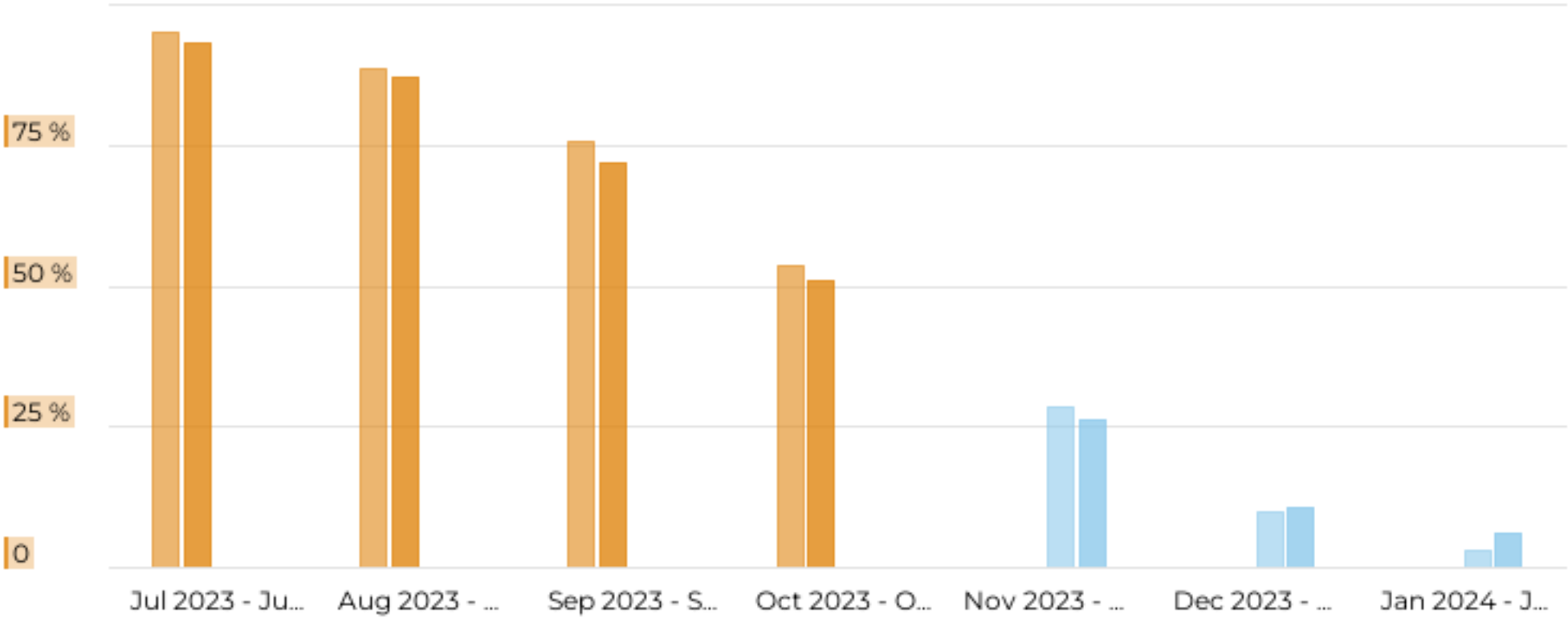
78 % ▼ -3%
(Custom Range: 80 %)

FYTD: Paid Occupancy %

78 % ▼ -3%
(Custom Range: 80 %)

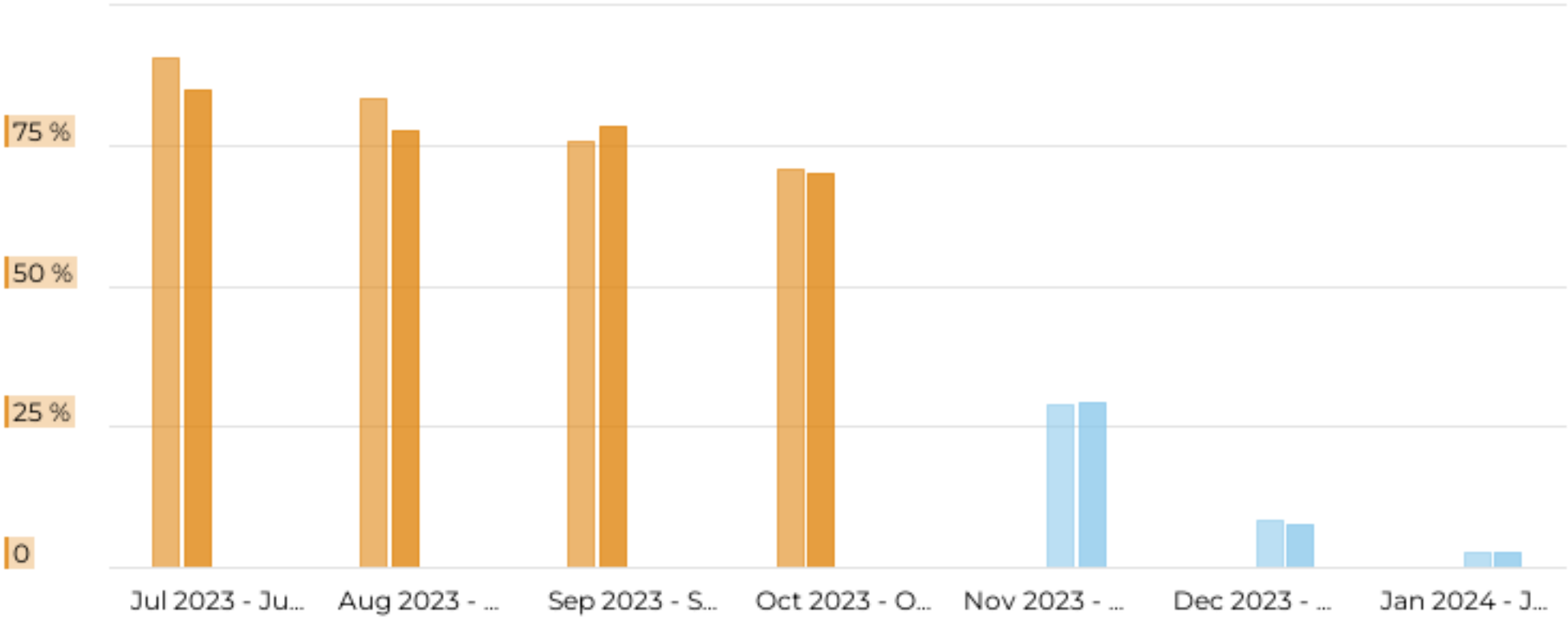
Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 11/11/24 vs. 11/13/23



Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 11/3/24 vs. 11/5/23



Section II: Website

Reviews key KPIs/events tracked and website content viewed.

Outerbanks.org Page Views

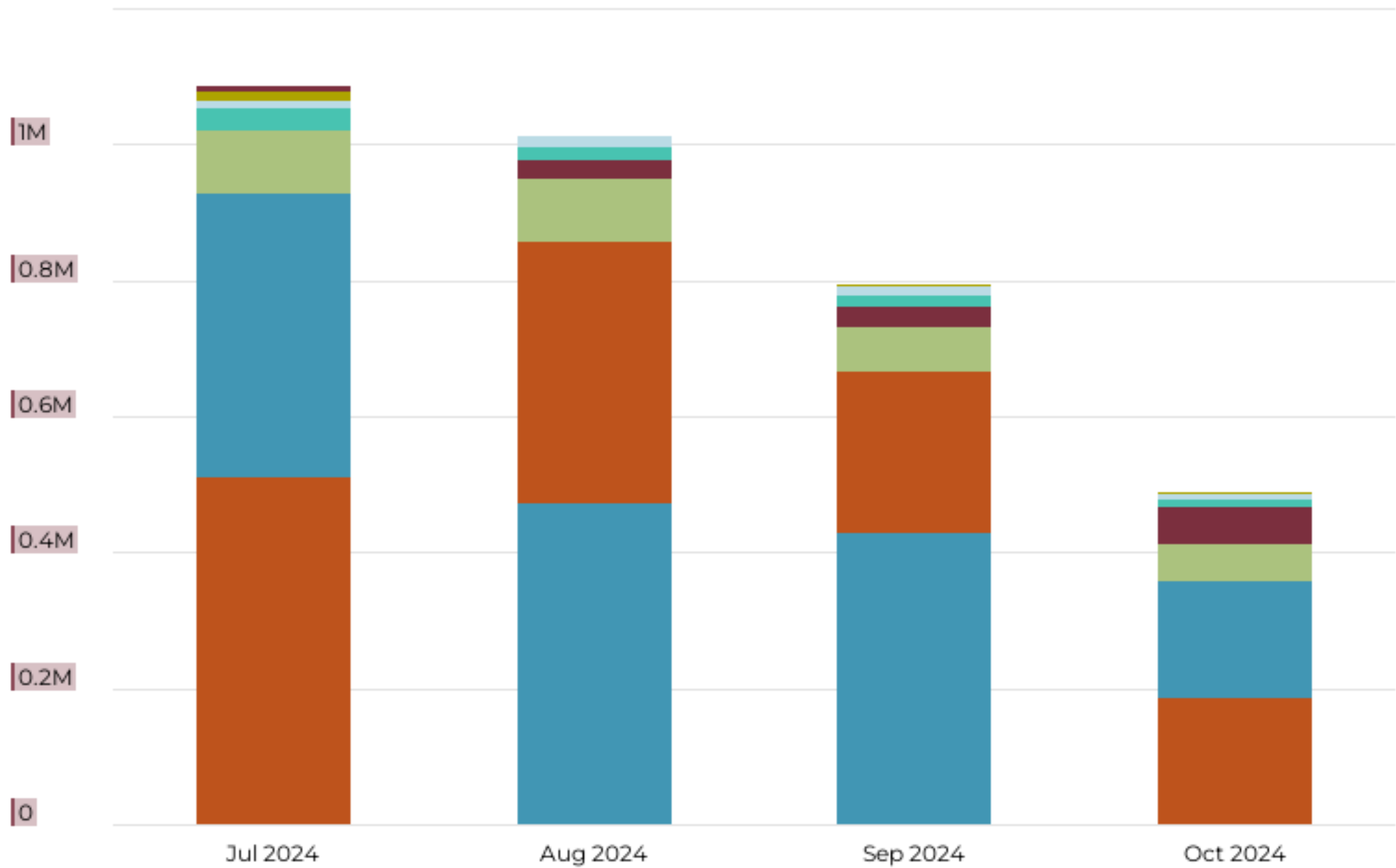
FYTD: Total Page Views

3,380,501 ▲ 5%
(3,225,341)

Monthly Page Views by Traffic Source

Page Views

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



Monthly Top 20 Page Paths Visited v. Previous Month

| Web Analytics Page Path | # Page Views ↓ | ▲ Diff |
|--|----------------|------------------|
| /plan-your-trip/webcams/ | 46,930 | ▲ 102% (23,753) |
| / | 38,729 | ▲ 13% (4,322) |
| /places-to-stay/vacation-rentals/ | 35,268 | ▼ -51% (-37,242) |
| /blog/post/ | 35,050 | ▲ 27% (7,495) |
| /plan-your-trip/towns-and-villages/ | 22,005 | ▼ -39% (-14,351) |
| /plan-your-trip/travel-guide/ | 17,105 | ▼ -36% (-9,497) |
| /things-to-do/attractions/ | 12,375 | ▼ -18% (-2,774) |
| /things-to-do/water-activities/ | 11,510 | ▼ -20% (-2,920) |
| /things-to-do/?view=list&sort=quali... | 10,920 | ▼ -27% (-4,066) |
| /things-to-do/ | 9,858 | ▼ -22% (-2,740) |
| /plan-your-trip/getting-here-and-ar... | 9,593 | ▼ -23% (-2,878) |
| /places-to-stay/?view=list&sort=qua... | 9,455 | ▼ -8% (-833) |
| /places-to-stay/campgrounds-and-... | 9,395 | ▼ -24% (-2,996) |
| /plan-your-trip/trip-ideas/ | 8,433 | ▼ -25% (-2,881) |
| /plan-your-trip/beaches/ | 8,067 | ▼ -32% (-3,803) |
| /plan-your-trip/?rwd=1/ | 6,883 | ▼ -93% (-98,591) |
| /things-to-do/land-activities/ | 6,328 | ▼ -25% (-2,118) |
| /events/ | 5,958 | ▼ -11% (-751) |
| /places-to-stay/ | 5,849 | ▼ -26% (-2,029) |
| /things-to-do/museums-and-histor... | 5,086 | ▼ -26% (-1,786) |

1 - 20 of 20 items

↔ →

Section III: Feeder Market Trends



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

Domestic Geographic Data

Total Rent (KeyData) & Organic Search Traffic (GA4) Month Of v. Previous Month

| 🏠 State | # KeyData | ▲ Diff | # Organic Sessions | ▲ Diff | # Tracked Spend (Zartico) ↓ | ▲ Diff |
|----------------------|--------------|--------|--------------------|--------|-----------------------------|--------|
| Virginia | \$3,746,776 | ▼ -67% | 14,162 | ▼ -36% | \$27,486,359 | ▼ -26% |
| North Carolina | \$2,344,015 | ▼ -45% | 14,644 | ▼ -22% | \$21,323,140 | ▲ 20% |
| Pennsylvania | \$1,792,498 | ▼ -79% | 3,874 | ▼ -43% | \$4,990,047 | ▼ -55% |
| Maryland | \$936,939 | ▼ -75% | 2,352 | ▼ -34% | \$4,584,102 | ▼ -27% |
| Florida | \$129,344 | ▼ -82% | 6,625 | ▼ -27% | \$3,417,511 | ▲ 58% |
| New York | \$421,537 | ▼ -89% | 6,566 | ▼ -25% | \$2,100,078 | ▲ 36% |
| Ohio | \$588,133 | ▼ -82% | 2,509 | ▼ -35% | \$1,890,225 | ▲ 6% |
| New Jersey | \$262,276 | ▼ -87% | 1,085 | ▼ -37% | \$1,363,247 | ▲ 16% |
| West Virginia | \$309,413 | ▼ -86% | 572 | ▼ -45% | \$1,335,435 | ▼ -57% |
| Tennessee | \$196,153 | ▼ -71% | 1,301 | ▼ -48% | \$978,526 | ▲ 154% |
| South Carolina | \$135,386 | ▼ -78% | 1,318 | ▼ -24% | \$952,711 | ▼ -1% |
| Indiana | \$118,008 | ▼ -84% | 1,290 | ▼ -24% | \$868,453 | ▲ 112% |
| Delaware | \$219,149 | ▼ -53% | 282 | ▼ -38% | \$867,338 | ▲ 4% |
| Michigan | \$94,868 | ▼ -88% | 1,610 | ▼ -24% | \$506,362 | ▲ 78% |
| Kentucky | \$121,351 | ▼ -80% | 824 | ▼ -32% | \$491,725 | ▲ 39% |
| Georgia | \$78,322 | ▼ -88% | 6,817 | ▼ -12% | \$447,584 | ▲ 74% |
| Connecticut | \$65,862 | ▼ -91% | 518 | ▼ -33% | \$426,124 | ▼ -2% |
| California | \$29,916 | ▼ -94% | 2,674 | ▲ 16% | \$399,690 | ▲ 52% |
| Colorado | \$68,150 | ▼ -78% | 635 | ▼ -35% | \$331,891 | ▲ 13% |
| New Hampshire | \$30,710 | ▼ -93% | 384 | ▼ -23% | \$324,738 | ▲ 466% |
| Texas | \$57,354 | ▼ -88% | 2,470 | ▲ 5% | \$323,345 | ▲ 81% |
| Illinois | \$61,756 | ▼ -92% | 2,315 | ▼ -15% | \$264,345 | ▼ -42% |
| Massachusetts | \$39,455 | ▼ -96% | 2,638 | ▲ 41% | \$246,374 | ▼ -34% |
| District of Columbia | \$32,190 | ▼ -72% | 642 | ▼ -32% | \$245,025 | ▼ -30% |
| Total | \$12,153,964 | ▼ -77% | 85,301 | ▼ -25% | \$78,105,627 | ▼ -13% |

KeyData Short Term Rental Total Rent



| FYTD: Top 50 Cities | | |
|--|---|----------------|
|  City |  State | # Total Rent ↓ |
| -- | Virginia | \$2,479,829 |
| Pittsburgh | Pennsylvania | \$2,317,388 |
| Richmond | Virginia | \$2,264,860 |
| Alexandria | Virginia | \$1,872,203 |
| Mechanicsville | Virginia | \$1,763,677 |
| Midlothian | Virginia | \$1,689,746 |
| Fredericksburg | Virginia | \$1,469,245 |
| Chesapeake | Virginia | \$1,437,392 |
| Virginia Beach | Virginia | \$1,416,912 |
| Fairfax | Virginia | \$1,381,810 |
| Williamsburg | Virginia | \$1,376,140 |
| Charlottesville | Virginia | \$1,366,906 |
| Arlington | Virginia | \$1,303,405 |
| Raleigh | North Carolina | \$1,259,571 |
| Ashburn | Virginia | \$1,123,662 |
| Glen Allen | Virginia | \$1,119,674 |
| Washington | District of Columbia | \$1,079,016 |
| Leesburg | Virginia | \$1,066,640 |
| Manassas | Virginia | \$993,833 |
| Vienna | Virginia | \$921,778 |

1 - 50 of 50 items

↔

→←

Outerbanks.org Organic Search Visits


| FYTD: Top 50 Cities | | |
|--|---|------------|
|  City |  State | # Visits ↓ |
| Ashburn | Virginia | 41,680 |
| New York | New York | 37,285 |
| Atlanta | Georgia | 31,629 |
| -- | Florida | 29,231 |
| Chicago | Illinois | 10,236 |
| Virginia Beach | Virginia | 9,863 |
| Roanoke | Virginia | 9,642 |
| -- | North Carolina | 9,361 |
| Raleigh | North Carolina | 8,852 |
| Philadelphia | Pennsylvania | 8,318 |
| Baltimore | Maryland | 8,214 |
| Boston | Massachusetts | 8,119 |
| Charlotte | North Carolina | 8,118 |
| -- | Virginia | 7,936 |
| Kill Devil Hills | North Carolina | 7,756 |
| Washington | District of Columbia | 6,525 |
| Nags Head | North Carolina | 5,488 |
| -- | Pennsylvania | 5,273 |
| Dallas | Texas | 4,422 |
| Miami | Florida | 4,107 |

1 - 50 of 50 items

↔

→←

Zartico Normalized Visitor Spend

| FYTD: States | |
|---|-------------------|
|  State | # Visitor Spend ↓ |
| Virginia | \$219,211,486 |
| North Carolina | \$97,324,634 |
| Pennsylvania | \$67,372,235 |
| Maryland | \$49,294,776 |
| New York | \$21,653,492 |
| New Jersey | \$18,287,845 |
| Florida | \$14,631,667 |
| Ohio | \$14,424,035 |
| West Virginia | \$13,831,816 |
| Indiana | \$5,380,443 |
| South Carolina | \$5,099,503 |
| Tennessee | \$4,459,585 |
| Connecticut | \$4,449,126 |
| Delaware | \$4,410,288 |
| Massachusetts | \$4,087,704 |
| California | \$3,199,102 |
| Michigan | \$3,032,810 |
| Georgia | \$2,579,251 |
| Texas | \$2,494,517 |
| Illinois | \$2,477,899 |

1 - 50 of 50 items

↔

→←

Section IV: HY Managed Media

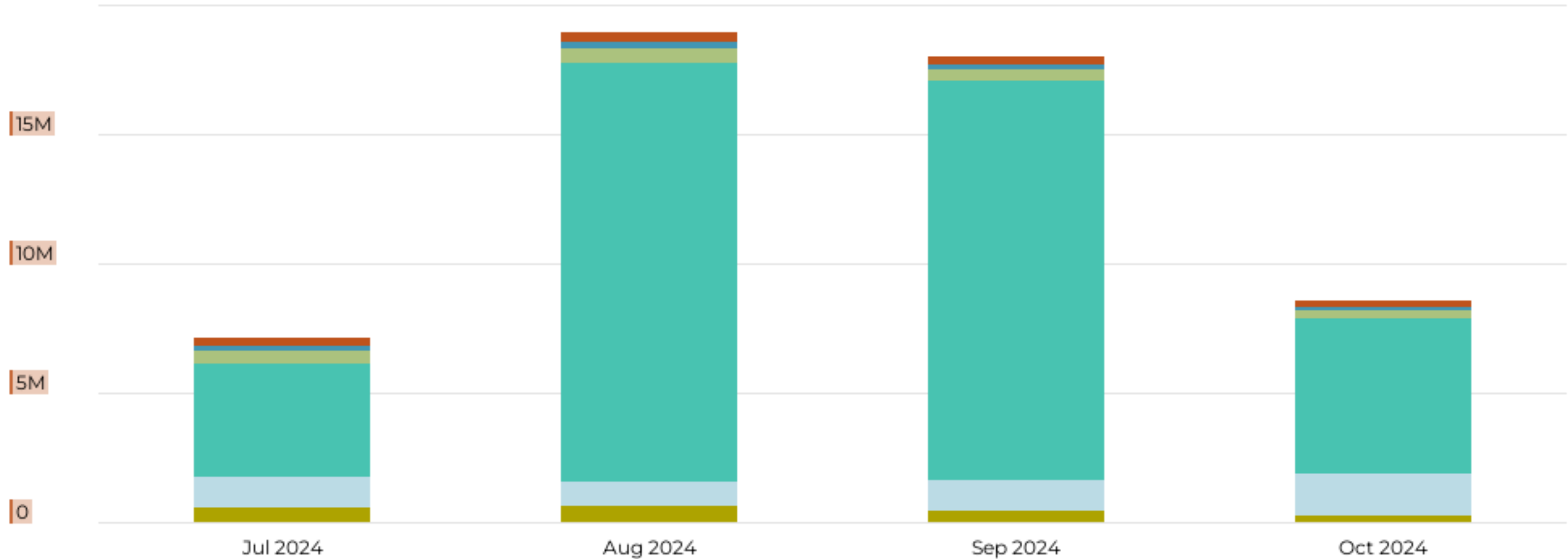
Reviews topline delivery metrics for HY managed paid media campaigns and ORVR's email marketing efforts.

Paid Media Campaigns (HY Managed)

Impression Delivery Trends by Campaign

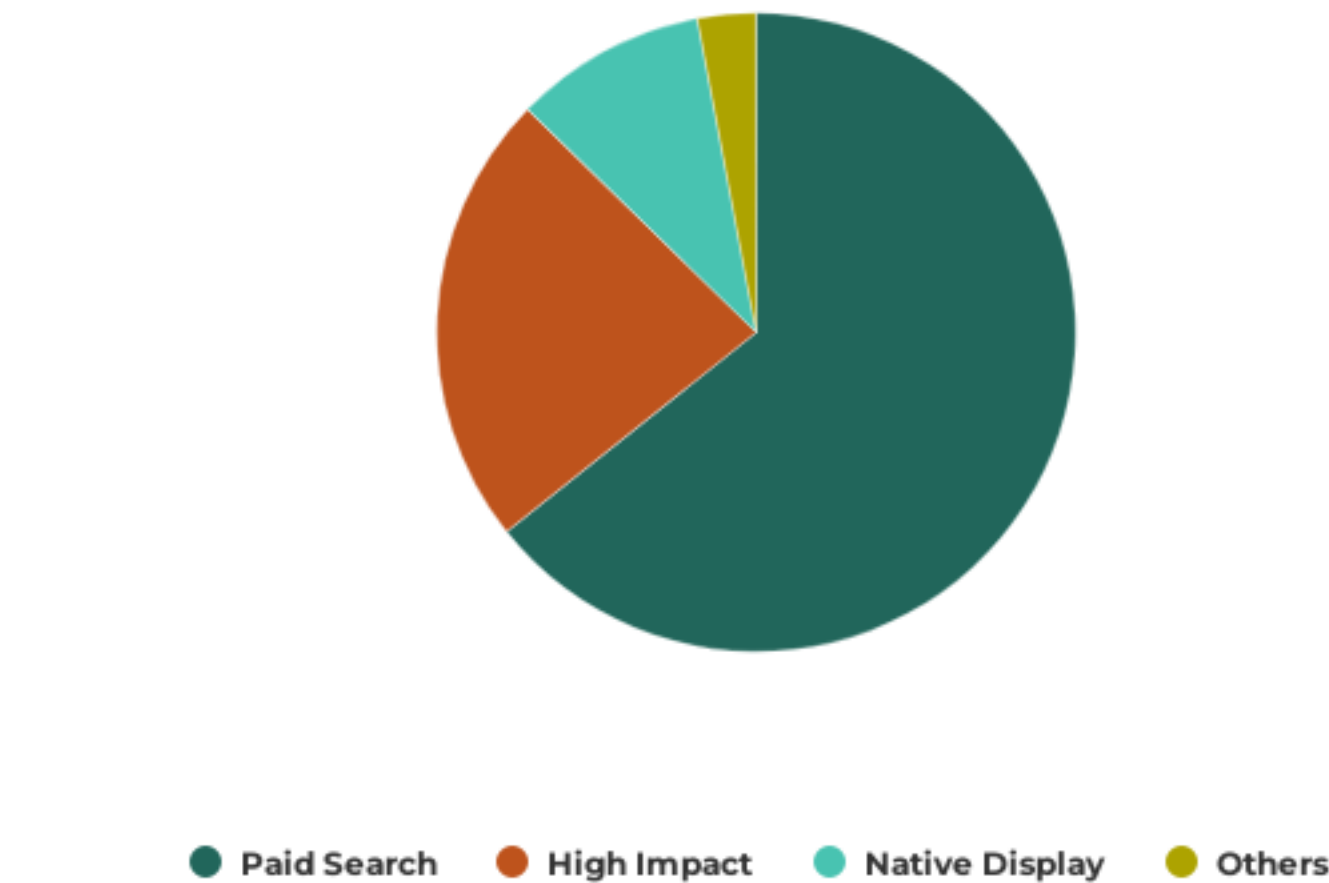
Impressions

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



FYTD: Clicks by Media Type

Clicks



Native Continuity: Blog/Niche Support

Delivery and Performance by Creative - Month Of

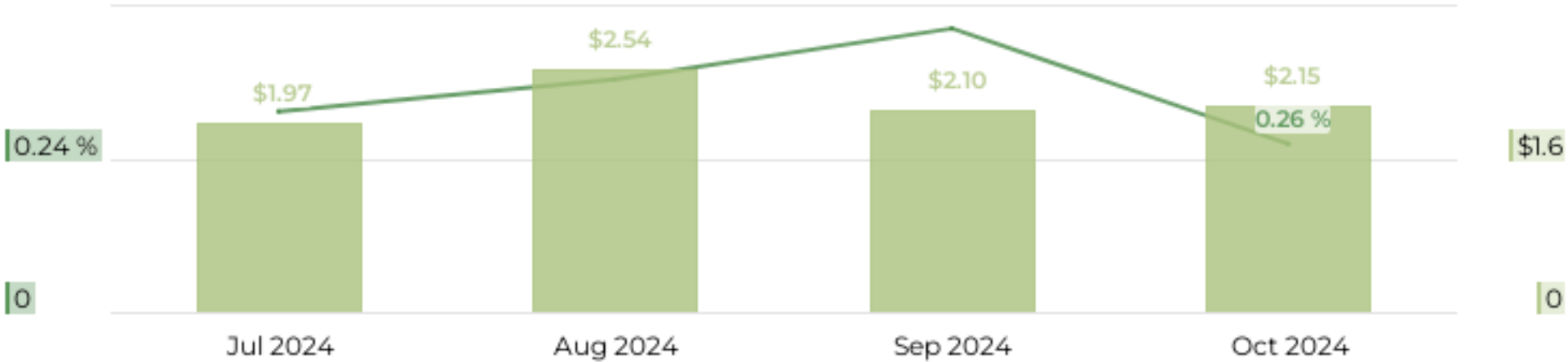
| Creative | # Impressions ↓ | # CTR | # CPC |
|------------------------------|-----------------|--------|--------|
| Beach Driving Tips (Octob... | 223,065 | 0.25 % | \$2.19 |
| Love OBX Fall (October) | 209,807 | 0.27 % | \$2.04 |
| Wow Sunsets (October) | 157,232 | 0.29 % | \$1.98 |
| Birding Paradise (October) | 133,765 | 0.24 % | \$2.49 |
| Total | 723,869 | 0.26 % | \$2.15 |

1 - 4 of 4 items

↔ →

Performance Trends

CTR CPC



Email Marketing

FYTD: Sends

568,941

(Custom Range: 502,581)
▲ 13%

FYTD: Open Rate

14.28 %

(Custom Range: 20.49 %)
▼ -30%

FYTD: Clicks

12,861

(Custom Range: 16,193)
▼ -21%

FYTD: CTR (Opens)

15.88 %

(Custom Range: 15.75 %)
▲ 1%

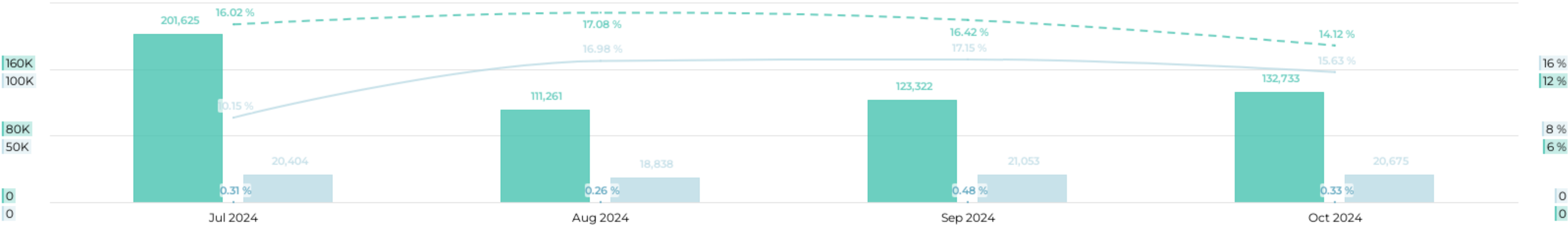
New Subscribers - Month Of

3,252

(Previous Month: 5,044)
▼ -35.53% (-1,792)

FYTD: Email Performance Trends

Sends Opens Open Rate CTR (Opens) Bounce Rate



Delivery and Performance by Email Message - Month Of

| Message Send Name | # Sends ↓ | # Opens | # Clicks | # Open Rate | # CTR (Opens) | # Bounce Rate |
|---------------------------------|-----------|---------|----------|-------------|---------------|---------------|
| October 2024 OBX Email | 102,715 | 16,198 | 1,765 | 15.80 % | 10.90 % | 0.21 % |
| October 2024 OBX Foodie E... | 24,071 | 3,251 | 723 | 13.55 % | 22.24 % | 0.29 % |
| Welcome Email Workflow | 2,669 | 639 | 226 | 25.18 % | 35.37 % | 4.91 % |
| Active Vacationer Workflow 3... | 583 | 81 | 29 | 14.11 % | 35.80 % | 1.54 % |
| Foodie Workflow 3.0 | 571 | 131 | 57 | 23.02 % | 43.51 % | 0.35 % |
| Art, History and Culture Wor... | 535 | 95 | 31 | 17.82 % | 32.63 % | 0.37 % |
| Family Workflow 3.0 | 484 | 84 | 30 | 17.43 % | 35.71 % | 0.41 % |
| Fishing Workflow 3.0 | 378 | 78 | 28 | 20.69 % | 35.90 % | 0.26 % |
| Birding Workflow | 366 | 54 | 11 | 14.84 % | 20.37 % | 0.55 % |
| Surfing Workflow | 212 | 34 | 8 | 16.19 % | 23.53 % | 0.94 % |
| Camping/RV Workflow 3.0 | 149 | 30 | 11 | 20.27 % | 36.67 % | 0.67 % |
| Total | 132,733 | 20,675 | 2,919 | 15.63 % | 14.12 % | 0.33 % |

Executive Summary

Drive Awareness

KPI: Impressions

| Performance As Of: | Oct 2024 | Oct 2023 | Base Goal | Stretch Goal |
|------------------------|------------|------------|------------|--------------|
| Current Month | 4,572,942 | 5,739,431 | 5,702,140 | 8,553,211 |
| Cumulative Fiscal | 14,373,680 | 18,334,188 | 16,045,214 | 24,067,821 |
| Cumulative % To Target | | 78% | 90% | 60% |

Drive Intent

KPI: Website Sessions Referred by Social Sources

| Performance As Of: | Oct 2024 | Oct 2023 | Base Goal | Stretch Goal |
|------------------------|----------|----------|-----------|--------------|
| Current Month | 49,562 | 13,640 | 41,774 | 62,662 |
| Cumulative Fiscal | 100,447 | 84,110 | 97,256 | 145,884 |
| Cumulative % To Target | | 119% | 103% | 69% |

Engage

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

| Performance As Of: | Oct 2024 | Oct 2023 | Base Goal | Stretch Goal |
|------------------------|-----------|-----------|-----------|--------------|
| Current Month | 1,505,118 | 1,422,754 | 1,574,083 | 2,361,124 |
| Cumulative Fiscal | 3,146,074 | 4,543,465 | 3,915,520 | 5,873,280 |
| Cumulative % To Target | | 69% | 80% | 54% |

Convert

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

| Performance As Of: | Oct 2024 | Oct 2023 | Base Goal | Stretch Goal |
|------------------------|----------|----------|-----------|--------------|
| Current Month | 1,065 | 1,644 | 2,109 | 3,374 |
| Cumulative Fiscal | 5,336 | 5,415 | 4,795 | 7,672 |
| Cumulative % To Target | | 99% | 111% | 70% |

Key Messaging:

- OBX Lore
- OBX Promise
- Oyster Trail
- Fall & Winter Packing List

Performance Overview:

- Website significantly outperformed October 2023 with nearly 50K referred visits from social, placing cumulative performance 3% above goal projections.
- Though conversion ads saw an increase in costs this month, performance to goal remains strong, maintaining a 11% lead over the projected goal.

Next Steps & Recommendations:

- Travel Guide and eNews ads were paused mid-month due to increased costs, budget will be reallocated in November across Awareness, Engagement, and Conversion campaigns.
- A potential factor to the Travel Guide campaign underperforming could be outdated copy as 2024 is coming to a close. Updating copy could help improve performance.
- Continue to focus on high-quality videos to drive impressions and engagements.
- Incorporate stories and lore from the OBX where applicable. Test lore-based content outside of the “Spooky season.”
- Continue to engage OBXperts by providing them with opportunities to share/flex their knowledge.

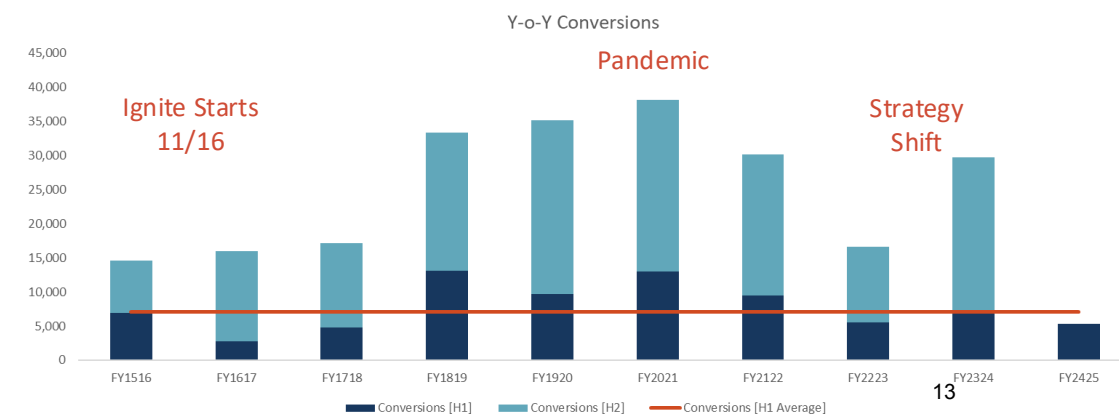
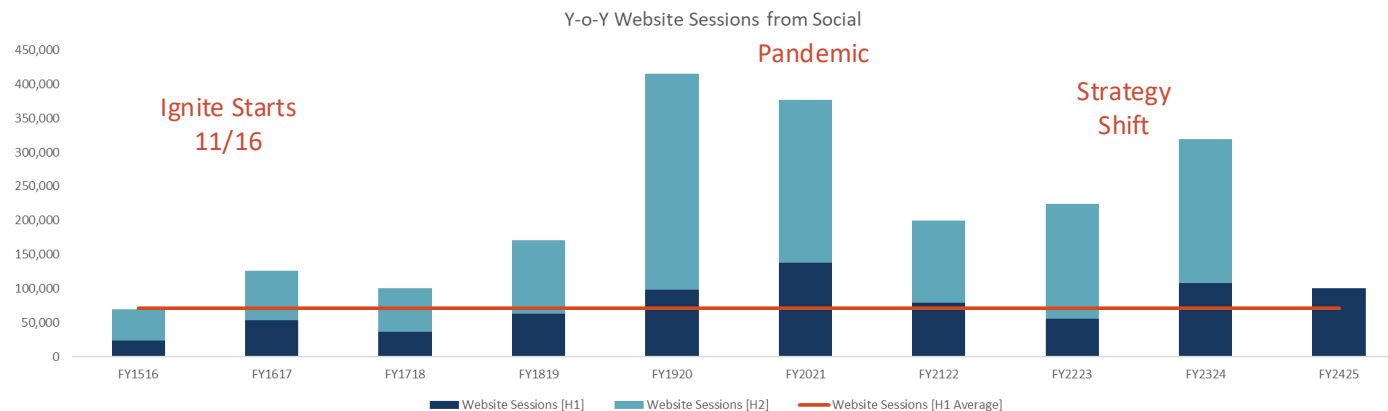
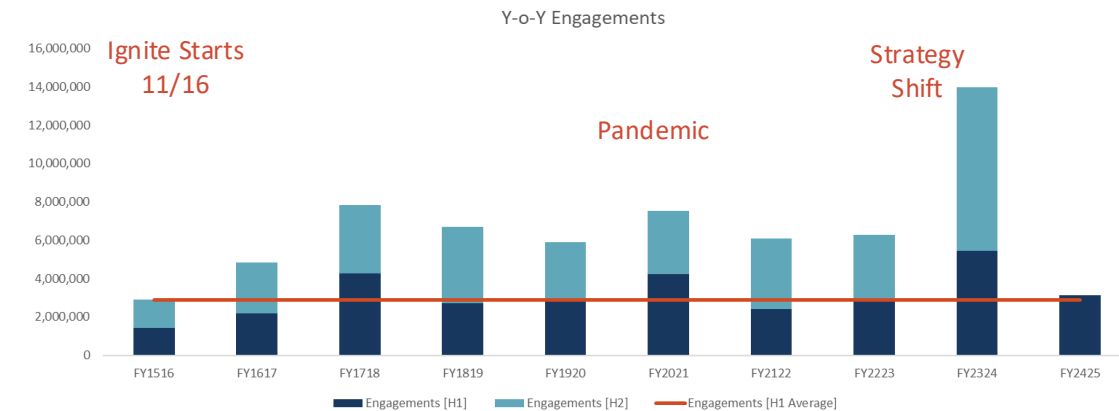
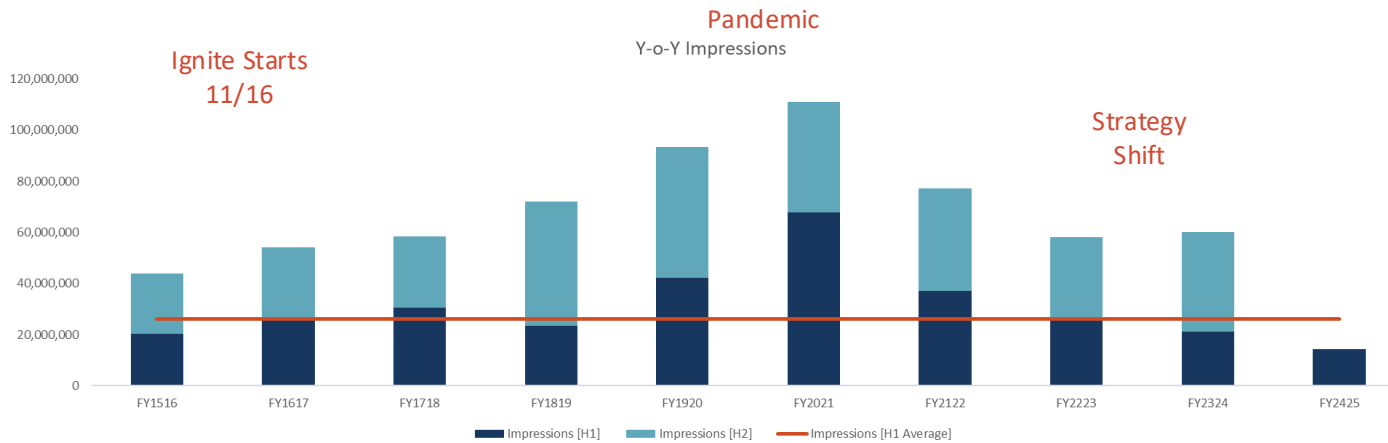


OBX Social Performance FY15/16 – FY23/24

H1: July – December

H2: January - July

FY2425 data pictured below represents July 2024 – September 2024

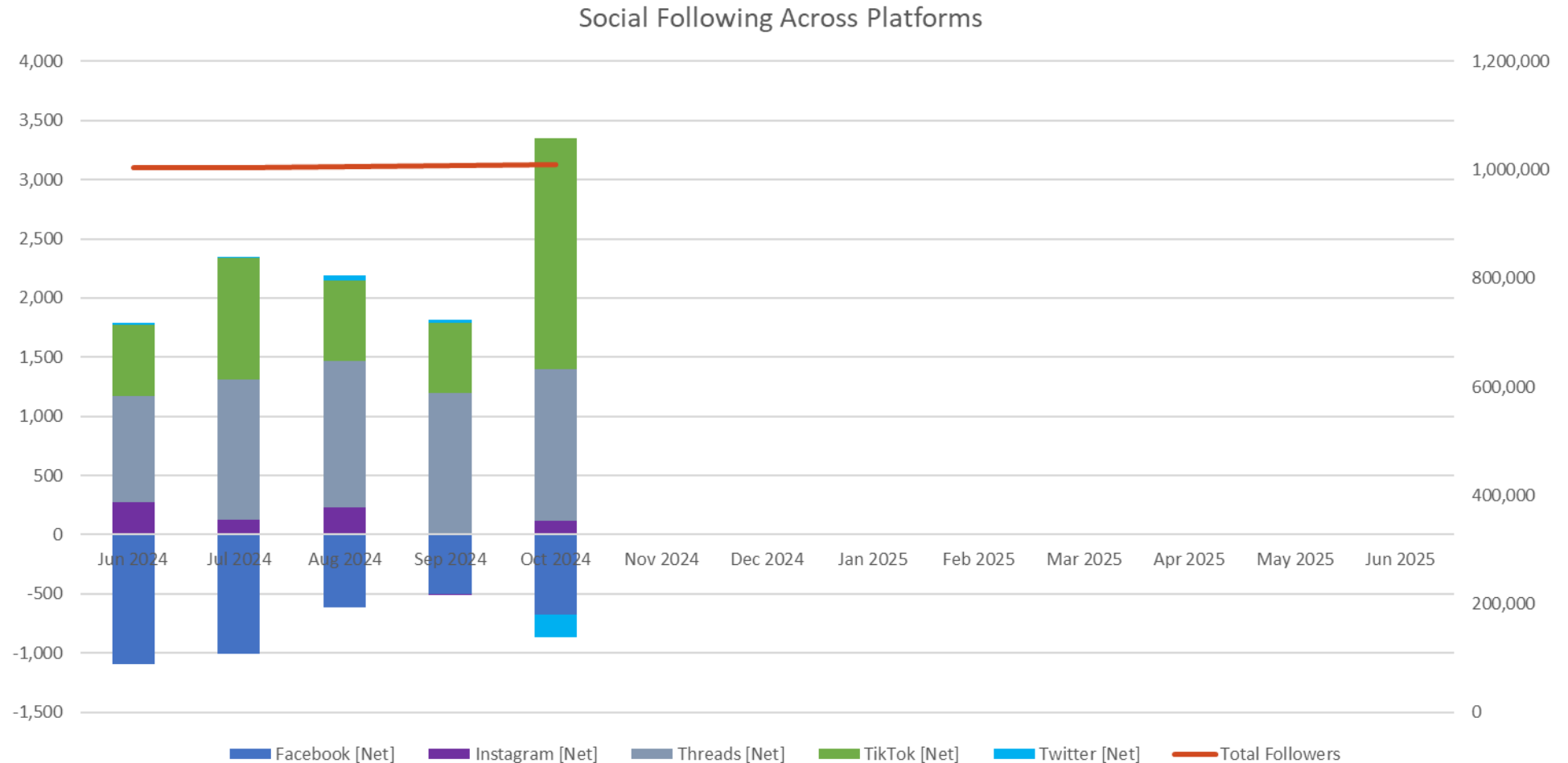




Engage - Community Growth

Highlights:

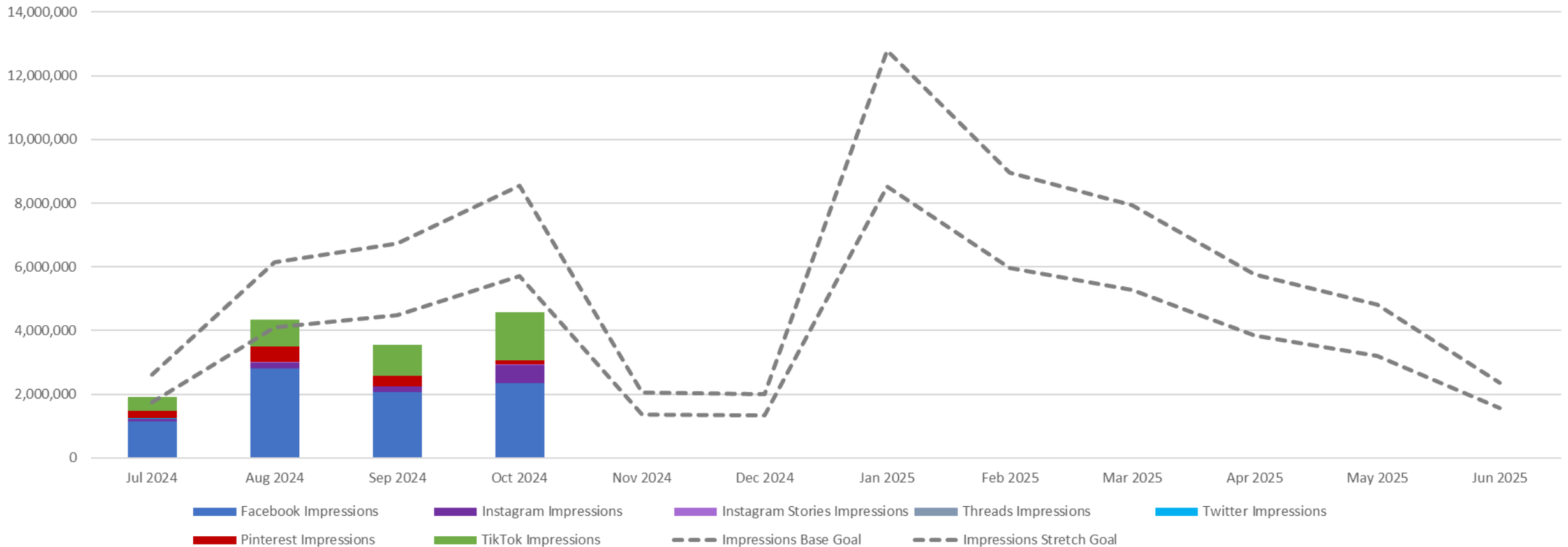
- TikTok experienced a notable jump in net new followers this month.
- Facebook attrition mostly maintained while X/Twitter attrition increased after a slow trickle of new followers over the past few months.





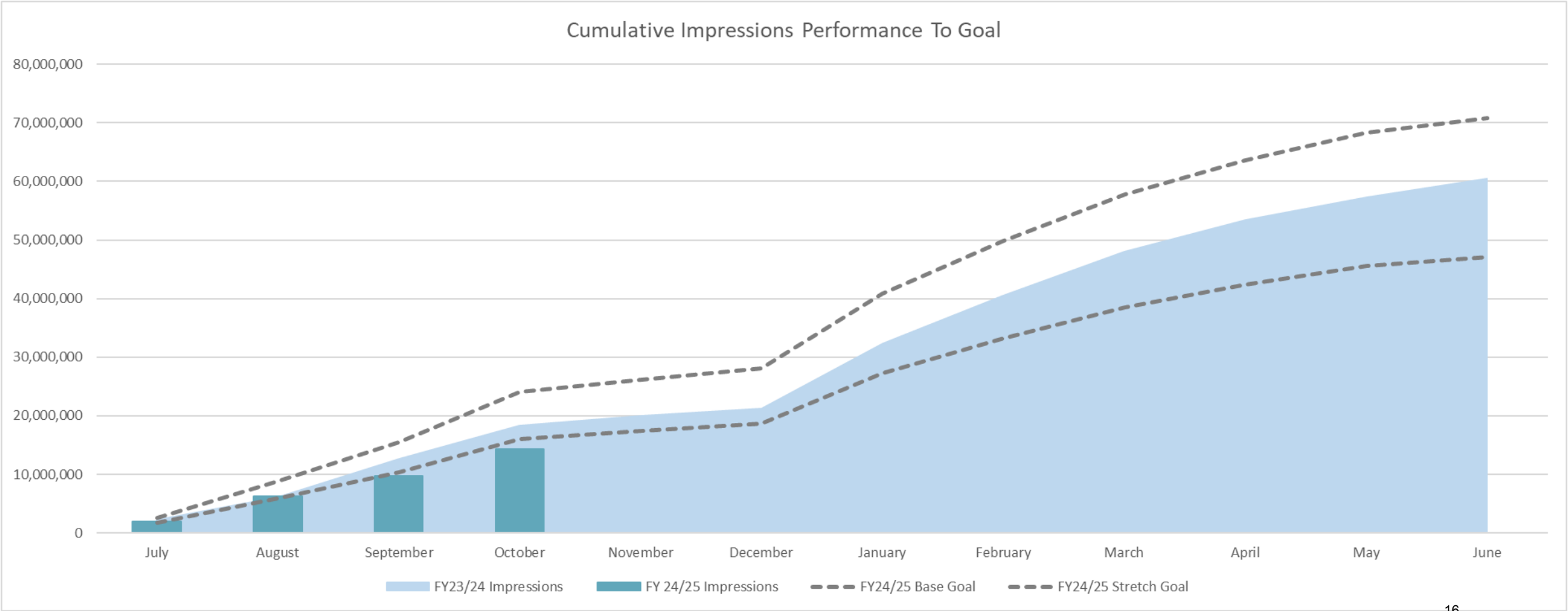
Connect M-o-M

Impressions By Channel vs. Trend To Goal





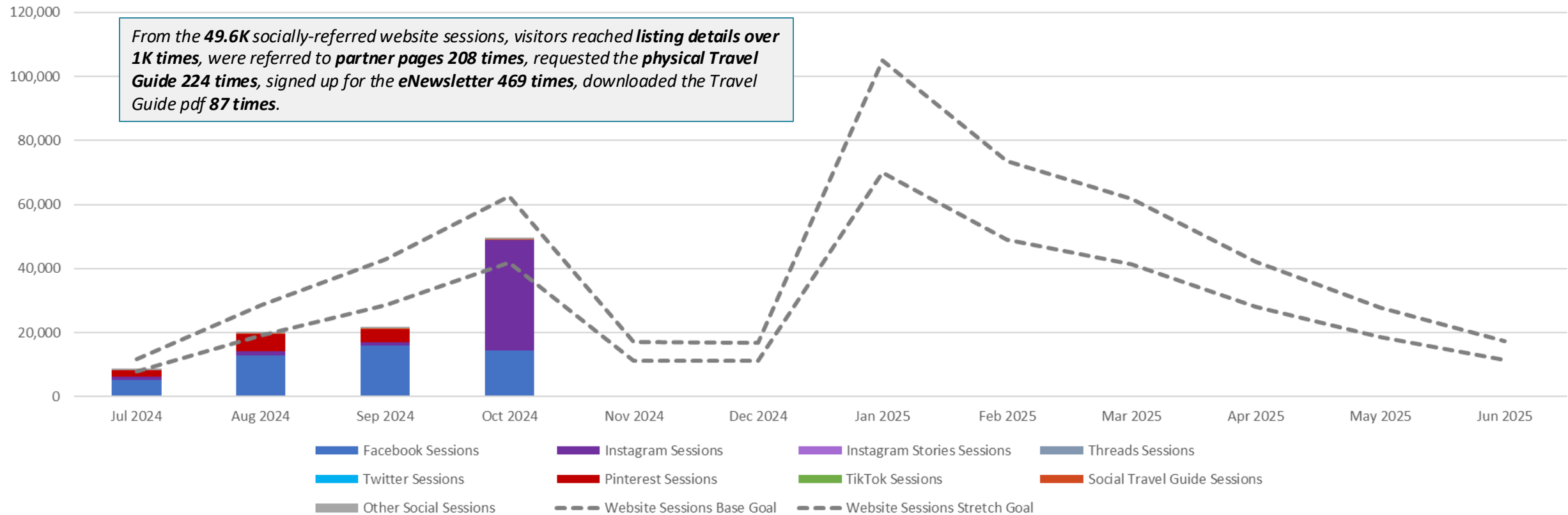
Connect [Cumulative Performance]





Drive Intent

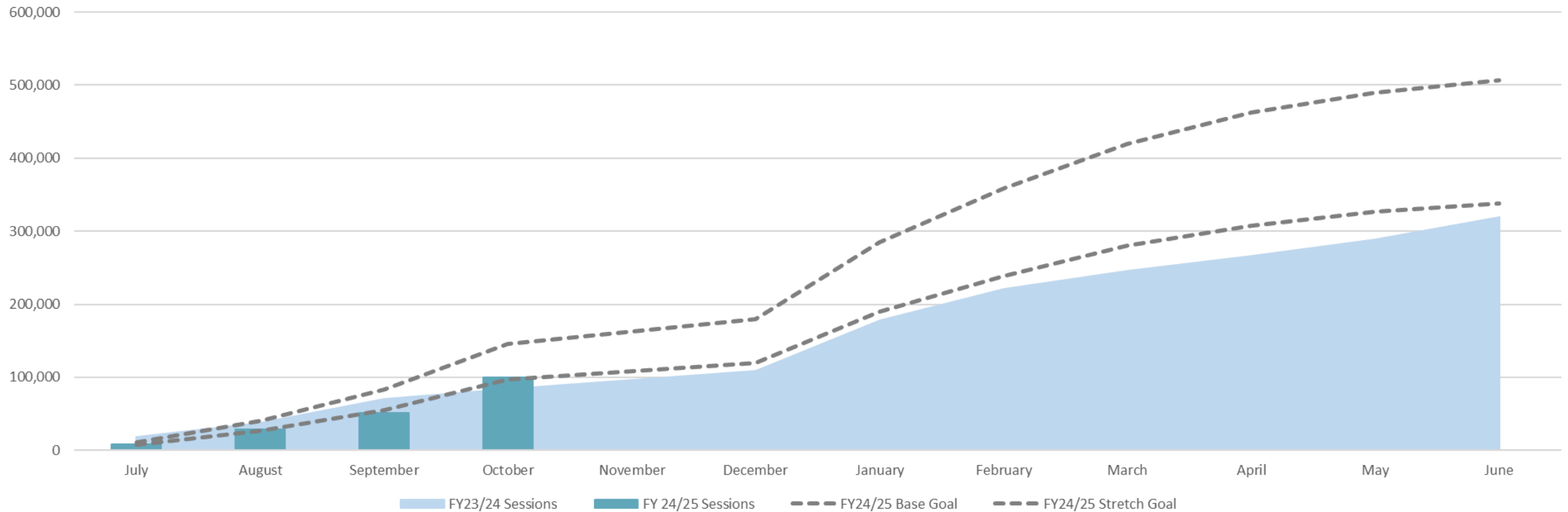
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

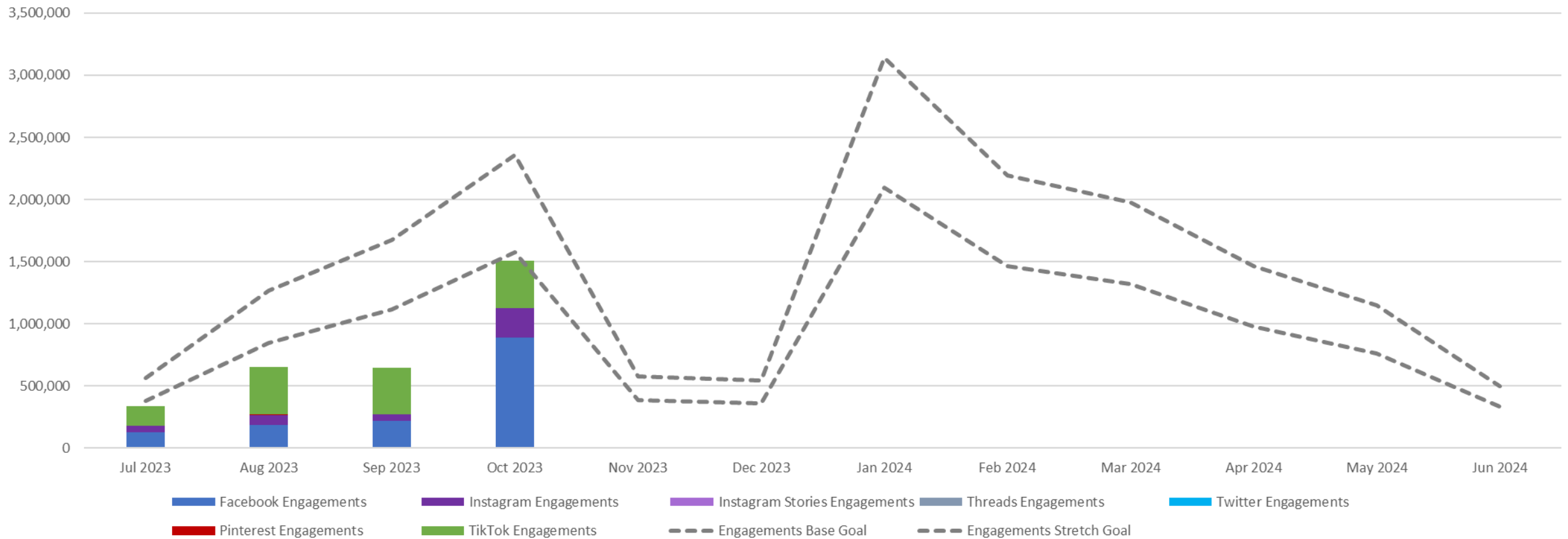
Cumulative Website Sessions Referred from Social Channels Performance To Goal





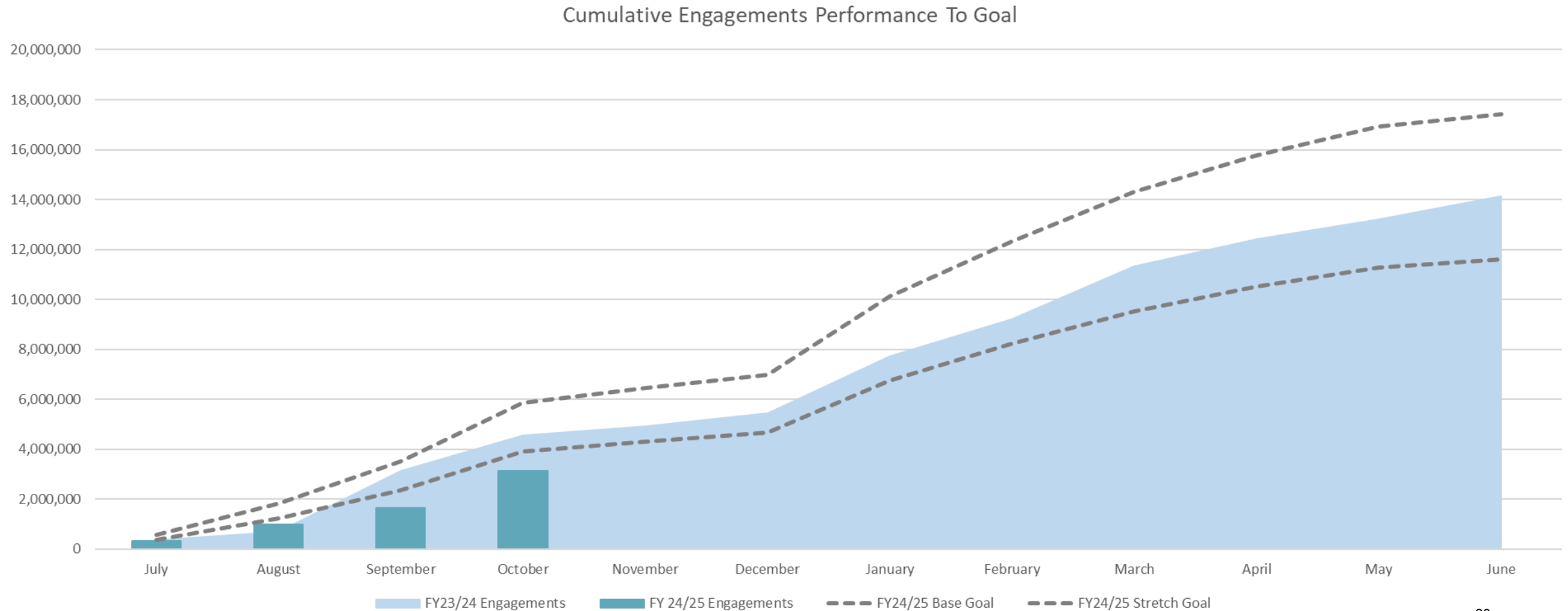
Engage

Engagements By Channel vs. Trend to Goal



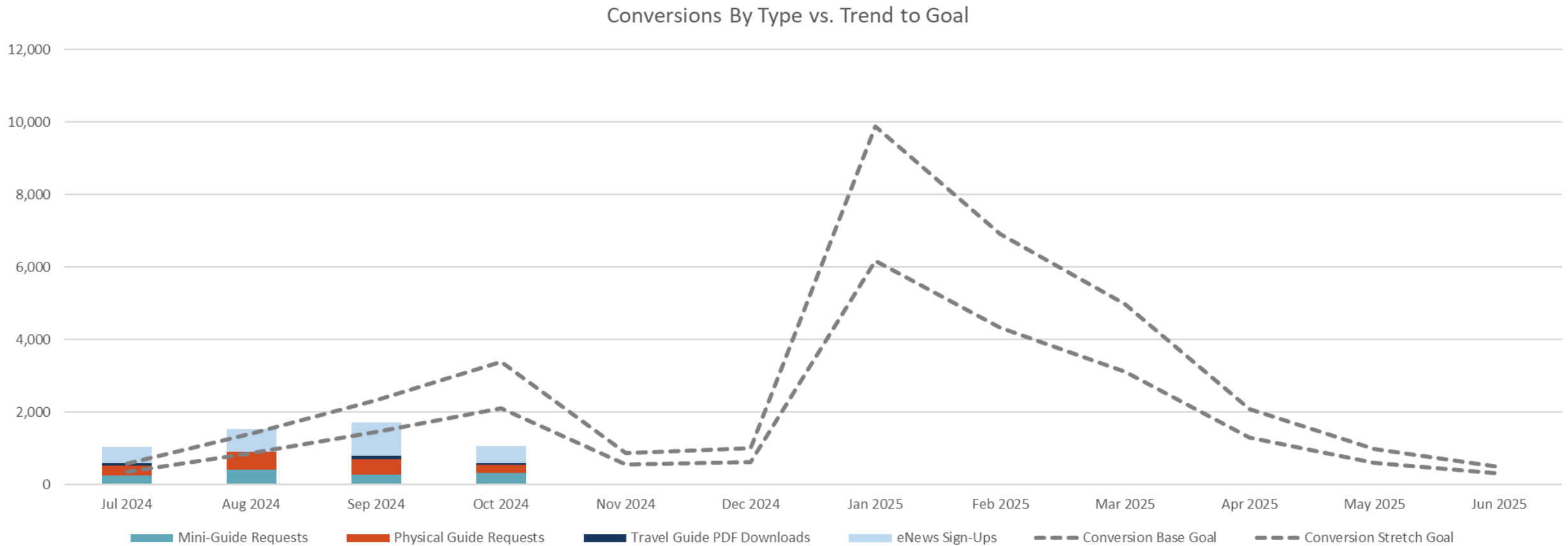


Engage [Cumulative Performance]



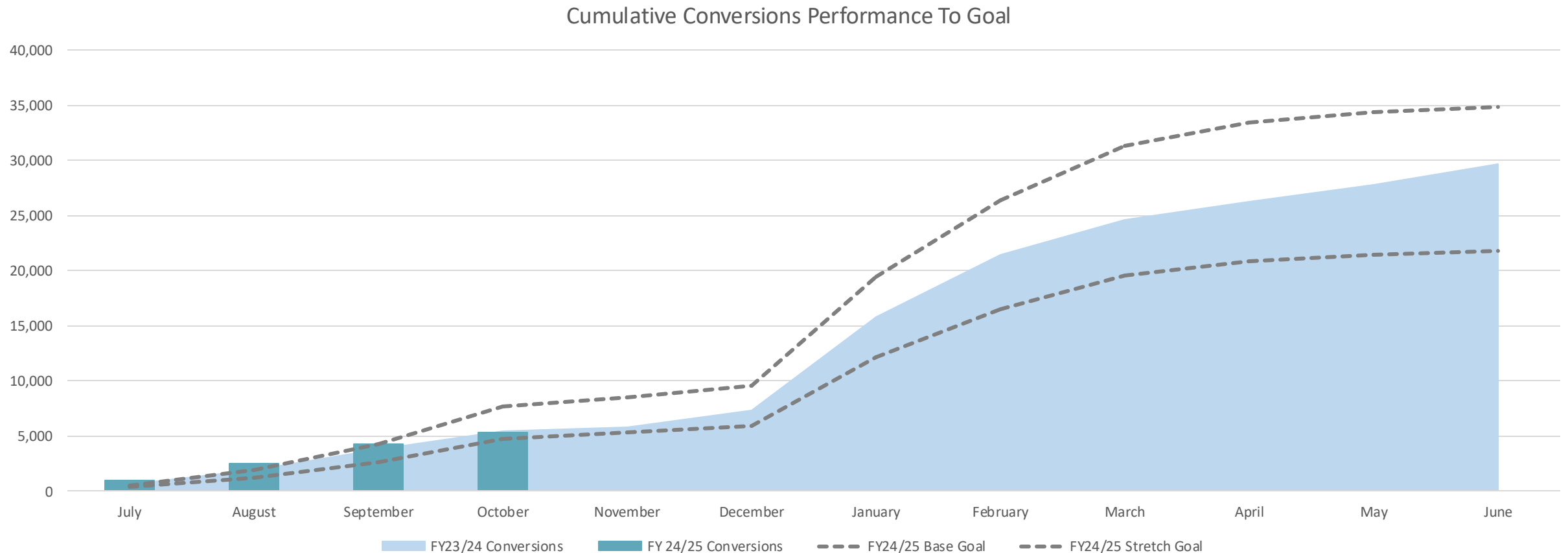


Convert





Convert [Cumulative Performance]



Visitation Figures at Key Sites

2020-2024

| Aquarium | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|-----------------|--------------|-------------|-------------|-------------|-------------|
| January | 6,630 | 7,125 | 4,245 | 6,420 | 5,889 |
| February | 7,174 | 6,971 | 7,264 | 7,454 | 7,298 |
| March | closed | 14,701 | 16,366 | 18,598 | 22,487 |
| April | closed / C19 | 27,548 | 34,144 | 33,636 | 27,293 |
| May | closed / C19 | 37,345 | 32,162 | 37,768 | 31,395 |
| June | closed / C19 | 57,052 | 47,400 | 50,474 | 47,943 |
| July | closed / C19 | 55,417 | 53,343 | 55,907 | 58,983 |
| August | closed / C19 | 48,293 | 49,056 | 50,546 | 49,594 |
| September | 14,619 | 31,026 | 29,468 | 32,484 | 32,493 |
| October | 15,465 | 18,880 | 18,688 | 16,476 | 18,388 |
| November | 7,586 | 11,339 | 11,161 | 11,450 | |
| December | 6,358 | 8,064 | 9,038 | 8,141 | |
| <i>YTD</i> | 43,888 | 304,358 | 292,136 | 309,763 | 301,763 |
| TOTAL | 57,832 | 323,761 | 312,335 | 329,354 | 301,763 |

| Bodie Island Lighthouse Climbers | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|---|--------------|-------------|-------------|-------------|-------------|
| January | closed | closed | closed | closed | closed |
| February | closed | closed | closed | closed | closed |
| March | closed | closed | closed | closed | closed |
| April | closed / C19 | n/a | 650 | 549 | 1,680 |
| May | closed / C19 | 2,799 | 2,362 | 2,551 | 4,403 |
| June | closed / C19 | 4,330 | 5,485 | 4,736 | 5,821 |
| July | closed / C19 | 3,854 | 3,008 | 4,770 | 5,677 |
| August | closed / C19 | 3,802 | 2,877 | 4,610 | 5,876 |
| September | closed / C19 | 3,799 | 2,829 | 3,974 | 4,868 |
| October | closed / C19 | 7,621 | 619 | 1,396 | 2,454 |
| November | closed | closed | closed | closed | closed |
| December | closed | closed | closed | closed | closed |
| <i>YTD</i> | 0 | 26,205 | 17,830 | 22,586 | 30,779 |
| TOTAL | 0 | 26,205 | 17,830 | 22,586 | 30,779 |

| Cape Hatteras N.S. | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|---------------------------|-------------|-------------|-------------|-------------|-------------|
| January | 81,816 | 86,991 | 65,346 | 67,735 | 77,193 |
| February | 76,105 | 78,269 | 69,534 | 81,607 | 79,256 |
| March | 109,749 | 169,278 | 147,652 | 147,925 | 154,935 |
| April | 66,422 | 254,366 | 211,064 | 228,766 | 197,239 |
| May | 208,837 | 316,898 | 269,958 | 248,371 | 267,243 |
| June | 399,364 | 447,760 | 424,206 | 417,968 | 404,323 |
| July | 451,849 | 491,061 | 443,905 | 456,340 | 447,891 |
| August | 387,379 | 427,384 | 412,239 | 382,724 | 369,965 |
| September | 345,249 | 390,994 | 358,962 | 327,687 | 300,243 |
| October | 259,618 | 274,997 | 230,135 | 228,223 | 211,585 |
| November | 167,925 | 161,115 | 146,133 | 152,275 | |
| December | 91,064 | 106,943 | 83,710 | 86,548 | |
| <i>YTD</i> | 2,386,388 | 2,937,998 | 2,633,001 | 2,587,346 | 2,509,873 |
| TOTAL | 2,645,377 | 3,206,056 | 2,862,844 | 2,826,169 | 2,509,873 |

| Cape Hatteras Lighthouse Climbers | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|-----------------------------------|--------------|------------------------|------------------------|------------------------|------------------------|
| January | closed | closed | closed for renovations | closed for renovations | closed for renovations |
| February | closed | closed | | | |
| March | closed | closed | | | |
| April | closed / C19 | closed | | | |
| May | closed / C19 | closed for renovations | | | |
| June | closed / C19 | | | | |
| July | closed / C19 | | | | |
| August | closed / C19 | | | | |
| September | closed / C19 | | | | |
| October | closed / C19 | | | | |
| November | closed | | | | |
| December | closed | | | | |
| YTD | 0 | | | | 0 |
| TOTAL | 0 | | | | 0 |

| Cape Hatteras VC | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|-------------------------|--------------|-------------|-------------|-------------|-------------|
| January | 8,402 | 9,260 | 7,176 | 8,632 | 10,098 |
| February | 9,509 | 10,541 | 10,540 | 9,674 | 11,872 |
| March | 9,325 | 28,472 | 24,426 | 20,652 | 24,240 |
| April | closed / C19 | 47,836 | 45,277 | 38,137 | 33,536 |
| May | closed / C19 | 51,770 | 41,164 | 42,400 | 37,508 |
| June | 48,033 | 60,008 | 51,108 | 51,427 | 37,979 |
| July | 3,183 | 57,051 | 55,147 | 52,267 | 39,633 |
| August | 57,358 | 52,315 | 49,029 | 46,494 | 35,314 |
| September | 2,727 | 51,699 | 44,868 | 39,342 | 38,502 |
| October | 2,179 | 45,281 | 36,568 | 37,706 | 32,381 |
| November | 1,130 | 21,308 | 18,697 | 19,075 | |
| December | 656 | 13,325 | 10,632 | 10,952 | |
| <i>YTD</i> | 140,716 | 414,233 | 365,303 | 346,731 | 301,063 |
| TOTAL | 142,502 | 448,866 | 394,632 | 376,758 | 301,063 |

| Elizabethan Gardens | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|----------------------------|-------------|-------------|-------------|-------------|-------------|
| January | n/a | n/a | n/a | closed | closed |
| February | | | | 847 | 695 |
| March | | | | 2,407 | 3,120 |
| April | | | | 6,861 | 4,928 |
| May | | | | 6,426 | 5,562 |
| June | | | | 6,620 | 6,290 |
| July | | | | 6,007 | 5,558 |
| August | | | | 5,052 | 4,584 |
| September | | | | 2,055 | 4,161 |
| October | | | | 3,412 | 4,194 |
| November | | | | 5,775 | |
| December | | | | n/a | |
| <i>YTD</i> | | | | 39,687 | 39,092 |
| TOTAL | | | | 45,462 | 39,092 |
| | | | | | |

Visitation Figures at Key Sites

2020-2024

| Fort Raleigh | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|---------------------|----------------|----------------|----------------|----------------|----------------|
| January | 5,565 | 4,447 | 5,111 | 7,109 | 4,817 |
| February | 5,948 | 3,340 | 7,838 | 7,196 | 9,374 |
| March | 6,550 | 14,752 | 13,394 | 13,863 | 14,293 |
| April | 5,933 | 24,338 | 24,040 | 20,934 | 23,592 |
| May | 6,544 | 38,667 | 33,801 | 32,352 | 34,698 |
| June | 17,432 | 56,080 | 54,260 | 47,358 | 52,675 |
| July | 24,681 | 51,192 | 47,974 | 42,636 | 45,995 |
| August | 20,427 | 34,891 | 39,328 | 34,173 | 32,205 |
| September | 19,826 | 24,048 | 22,629 | 13,070 | 16,645 |
| October | 19,779 | 18,827 | 16,206 | 17,623 | 17,174 |
| November | 11,524 | 12,973 | 13,732 | 13,860 | |
| December | 9,310 | 10,004 | 15,277 | 13,397 | |
| <i>YTD</i> | <i>132,685</i> | <i>270,582</i> | <i>264,581</i> | <i>236,314</i> | <i>251,468</i> |
| TOTAL | 153,519 | 293,559 | 293,590 | 263,571 | 251,468 |

| Graveyard of the Atlantic Museum | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|---|-------------|-------------|-------------|-------------|---------------|
| January | n/a | | | | |
| February | | | | | |
| March | | | | | |
| April | | | | | |
| May | | | | | 6,419 |
| June | | | | | 16,190 |
| July | | | | | 15,113 |
| August | | | | | 13,227 |
| September | | | | | 11,334 |
| October | | | | | n/a |
| November | | | | | |
| December | | | | | |
| <i>YTD</i> | | | | | <i>62,283</i> |
| TOTAL | | | | | 62,283 |

| Hatteras Ferry-Vec. | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|----------------------------|----------------|----------------|----------------|----------------|----------------|
| January | 7,223 | 9,240 | 5,239 | 6,923 | 5,204 |
| February | 6,643 | 6,886 | 6,751 | 6,583 | 4,681 |
| March | 6,844 | 13,487 | 11,177 | 11,219 | 6,529 |
| April | 3,107 | 26,365 | 17,859 | 18,857 | 16,215 |
| May | 10,954 | 29,562 | 19,937 | 21,646 | 22,135 |
| June | 26,046 | 33,664 | 28,103 | 25,932 | 26,251 |
| July | 31,315 | 33,370 | 29,232 | 28,518 | 26,588 |
| August | 25,138 | 30,832 | 28,363 | 25,894 | 23,928 |
| September | 23,255 | 25,694 | 25,062 | 20,771 | 19,112 |
| October | 24,150 | 22,579 | 20,036 | 20,731 | 18,858 |
| November | 12,687 | 11,993 | 11,433 | 10,088 | |
| December | 8,072 | 7,921 | 7,217 | 1,568 | |
| <i>YTD</i> | <i>164,675</i> | <i>231,679</i> | <i>191,759</i> | <i>187,074</i> | <i>169,501</i> |
| TOTAL | 185,434 | 251,593 | 210,409 | 198,730 | 169,501 |

Visitation Figures at Key Sites

2020-2024

| Hatteras Ferry-Passn. | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|------------------------------|-------------|-------------|-------------|-------------|-------------|
| January | 12,123 | 15,779 | 8,665 | 12,168 | 8,838 |
| February | 10,862 | 11,302 | 11,408 | 11,224 | 7,744 |
| March | 11,238 | 27,486 | 22,220 | 22,199 | 12,985 |
| April | 3,901 | 60,168 | 39,671 | 43,475 | 35,296 |
| May | 22,164 | 69,279 | 44,979 | 48,154 | 49,289 |
| June | 64,847 | 87,680 | 72,624 | 65,036 | 66,078 |
| July | 78,949 | 87,937 | 77,718 | 72,610 | 69,164 |
| August | 62,060 | 79,811 | 74,496 | 64,882 | 59,688 |
| September | 54,567 | 60,598 | 60,398 | 47,898 | 44,475 |
| October | 53,815 | 50,149 | 44,282 | 44,967 | 40,858 |
| November | 26,716 | 24,025 | 22,605 | 19,310 | |
| December | 15,465 | 15,033 | 13,435 | 2,740 | |
| <i>YTD</i> | 374,526 | 550,189 | 456,461 | 432,613 | 394,415 |
| TOTAL | 416,707 | 589,247 | 492,501 | 454,663 | 394,415 |

| PASSENGER ONLY FERRY | <u>2020</u> | <u>2021</u> | 2022 (5/17-9/29) | 2023 (5/23-9/4) | 2024 (5/23-9/9) |
|---------------------------------|--------------|----------------|---------------------|--------------------|--------------------|
| May | closed / C19 | not in service | 2,513 | 942 | 1,115 |
| June | closed / C19 | 2,153 | 7,550 | 5,434 | 1,199 |
| July | 3,865 | 7,380 | 6,111 | 3,518 | 6,736 |
| August | 2,517 | 6,069 | 5,749 | 4,534 | 2,735 |
| September | 977 | 986 | 3,167 | 2,112 | 578 |
| <i>YTD</i> | 7,359 | 16,588 | 25,090 | 16,540 | 12,363 |
| TOTAL | 7,359 | 16,588 | 25,090 | 16,540 | 12,363 |

| Jennette's Pier | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|------------------------|--------------|-------------|-------------|-------------|-------------|
| January | 2,347 | 2,185 | 1,241 | 2,626 | 1,989 |
| February | 2,665 | 1,539 | 2,448 | 2,455 | 2,706 |
| March | 2,057 | 5,588 | 6,775 | 7,963 | 8,612 |
| April | closed / C19 | 13,738 | 17,446 | 17,972 | 13,028 |
| May | closed / C19 | 19,804 | 17,229 | 16,942 | 16,633 |
| June | 17,971 | 29,200 | 29,031 | 25,782 | 26,870 |
| July | 24,395 | 29,536 | 28,455 | 26,043 | 27,035 |
| August | 20,186 | 24,219 | 25,076 | 23,546 | 22,932 |
| September | 19,481 | 21,257 | 20,840 | 19,780 | 18,879 |
| October | 14,695 | 16,355 | 13,862 | 14,172 | 14,412 |
| November | 6,044 | 5,910 | 6,542 | 5,826 | |
| December | 2,841 | 3,823 | 3,199 | 3,765 | |
| <i>YTD</i> | 103,797 | 163,421 | 162,403 | 157,281 | 153,096 |
| TOTAL | 112,682 | 173,154 | 172,144 | 166,872 | 153,096 |

Visitation Figures at Key Sites

2020-2024

| Jockey's Ridge | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|-----------------------|------------------|------------------|----------------|----------------|------------------|
| January | 46,599 | 63,060 | 24,104 | 16,509 | 28,343 |
| February | 41,353 | 48,592 | 29,103 | 16,877 | 32,210 |
| March | 77,429 | 143,487 | 59,776 | 39,512 | 77,875 |
| April | 36,610 | 219,486 | 112,716 | 86,766 | 109,886 |
| May | 142,408 | 239,429 | 92,668 | 79,577 | 137,673 |
| June | 310,144 | 263,639 | 152,032 | 118,947 | 200,396 |
| July | 370,796 | 223,242 | 166,276 | 125,753 | 203,208 |
| August | 286,440 | 202,013 | 139,564 | 105,728 | 181,674 |
| September | 246,985 | 184,791 | 100,815 | 55,063 | 129,741 |
| October | 181,676 | 123,665 | 54,572 | 34,611 | 90,045 |
| November | 114,783 | 70,231 | 33,674 | 32,674 | |
| December | 78,753 | 52,163 | 17,247 | 33,005 | |
| <i>YTD</i> | <i>1,740,440</i> | <i>1,711,404</i> | <i>931,626</i> | <i>679,343</i> | <i>1,191,051</i> |
| TOTAL | 1,933,976 | 1,833,798 | 982,547 | 745,022 | 1,191,051 |

| The Lost Colony | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|------------------------|-------------|---------------|---------------|---------------|---------------|
| May | | 1,304 | 2,184 | n/a | n/a |
| June | 2020 | 14,380 | 12,704 | 11,356 | 10,013 |
| July | Season | 14,678 | 11,227 | 11,442 | 9,695 |
| August | Cancelled | 6,034 | 9,330 | 10,807 | 5,611 |
| <i>YTD</i> | | <i>36,396</i> | <i>35,445</i> | <i>33,605</i> | <i>25,319</i> |
| Total | | 36,396 | 35,445 | 33,605 | 25,319 |

| R.I. Festival Park | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|---------------------------|---------------|---------------|---------------|---------------|---------------|
| January | closed | 562 | 613 | 668 | 642 |
| February | 1751 | 702 | 758 | 826 | 843 |
| March | n/a | 2,416 | 2,701 | 4,268 | 4,210 |
| April | closed / C19 | 6,849 | 10,560 | 9,105 | 8,450 |
| May | closed / C19 | 6,742 | 8,708 | 9,197 | 11,088 |
| June | 4,141 | 10,550 | 21,651 | 14,788 | 14,178 |
| July | 6,256 | 15,037 | 19,729 | 21,852 | 20,134 |
| August | 4,753 | 9,645 | 16,252 | 18,702 | 13,857 |
| September | 5,067 | 6,869 | 8,287 | 7,433 | 8,274 |
| October | 5,431 | 12,593 | 13,097 | 14,255 | n/a |
| November | 2,946 | 3,878 | 6,530 | 4,314 | |
| December | 1,802 | 5,304 | 6,589 | 4,071 | |
| <i>YTD</i> | <i>21,968</i> | <i>59,372</i> | <i>89,259</i> | <i>86,839</i> | <i>81,676</i> |
| TOTAL | 32,147 | 81,147 | 115,475 | 109,479 | 81,676 |

| Wright Bros. N.M. | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|--------------------------|----------------|----------------|----------------|----------------|----------------|
| January | 8,213 | 10,949 | 6,627 | 8,701 | 7,524 |
| February | 9,054 | 7,995 | 9,845 | 9,510 | 9,292 |
| March | 9,953 | 27,307 | 25,958 | 25,475 | 27,699 |
| April | 1,183 | 51,280 | 50,571 | 43,333 | 38,670 |
| May | 12,909 | 57,065 | 45,770 | 46,572 | 45,899 |
| June | 34,545 | 67,723 | 61,352 | 58,365 | 57,640 |
| July | 44,768 | 72,772 | 66,629 | 69,180 | 64,455 |
| August | 42,229 | 63,953 | 64,339 | 60,445 | 56,444 |
| September | 42,019 | 45,575 | 41,459 | 37,657 | 34,846 |
| October | 38,649 | 40,145 | 33,068 | 34,016 | 32,700 |
| November | 20,608 | 22,251 | 19,306 | 18,259 | |
| December | 13,833 | 15,177 | 12,407 | 11,994 | |
| <i>YTD</i> | <i>243,522</i> | <i>444,764</i> | <i>405,618</i> | <i>393,254</i> | <i>375,169</i> |
| TOTAL | 277,963 | 482,192 | 437,331 | 423,507 | 375,169 |

Motorcoach Figures

| Wright Bros. N.M. | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|--------------------------|--------------|-------------|-------------|-------------|-------------|
| January | 1 | 0 | 0 | 0 | 0 |
| February | 1 | 0 | 1 | 0 | 0 |
| March | 6 | 0 | 9 | 7 | 16 |
| April | closed / C19 | 3 | 15 | 13 | 24 |
| May | 0 | 2 | 21 | 17 | 21 |
| June | 0 | 8 | 7 | 5 | 15 |
| July | 0 | 2 | 6 | 2 | 7 |
| August | 2 | 3 | 3 | 3 | 7 |
| September | 0 | 5 | 5 | 7 | 4 |
| October | 2 | 5 | 9 | 7 | 11 |
| November | 0 | 6 | 3 | 0 | |
| December | 0 | 0 | 2 | 0 | |
| <i>YTD</i> | <i>12</i> | <i>28</i> | <i>76</i> | <i>61</i> | <i>105</i> |
| TOTAL | 12 | 34 | 81 | 61 | 105 |

Graveyard of the Atlantic Museum Reopened May 21, 2024. Closed weekends.

Feb 2024 Ferry made fewer trips on Hatteras-Ocracoke Route

Topical Storms Lee and Ophelia in September 2023

RIFP November 2022 attendance includes visitors on the *Elizabeth II* while it was in Edenton.

April. May 2022 Festival Park Visitation includes Vusic concert attendees.

New traffic counters installed at Jockey's Ridge in Jan 2022.

May 2021, RI Festival Park open Tues-Sat.

Jan 2021, RI Festival Park closed but submitted number of visitors using the grounds.

Cape Hatteras Lighthouse Visitor Center has limited occupancy and no lighthouse climbs.

ORV and fishing permits are now handled online and else where, further reducing the count.

C19=COVID 19

Jennette's Pier re-opened June 8, 2020

The Visitor Center at Cape Hatteras Lighthouse opened June 12 & at Bodie Island June 25

As of June, Visitors Centers at Fort Raleigh and Wright Brothers National Memorial remain closed

2020 Season of The Lost Colony cancelled

Visitor access to Dare County prohibited March 17 -May 16, 2020

Hatteras-Ocracoke Ferry using longer ferry route.

n/a not available

| Aycock Brown | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|---------------------|--------------|-------------|-------------|-------------|-------------|
| January | 834 | 1,201 | 744 | 753 | 634 |
| February | 851 | 1,045 | 943 | 924 | 904 |
| March | n/a | 1,586 | 2,169 | 1,746 | 1,624 |
| April | closed / C19 | 3,537 | 3,531 | 3,042 | 2,698 |
| May | 537 | 4,397 | 3,735 | 3,380 | 3,116 |
| June | 4,127 | 5,364 | 4,408 | 4,030 | 4,975 |
| July | 3,604 | 5,535 | 4,894 | 4,644 | 4,332 |
| August | 4,357 | 3,845 | 4,008 | 3,670 | 3,958 |
| September | 4,824 | 3,847 | 3,601 | 3,067 | 3,432 |
| October | 4,023 | 3,470 | 2,500 | 2,604 | 2,553 |
| November | 2,207 | 1,756 | 1,040 | 1,158 | |
| December | 1,580 | 1,036 | 757 | 791 | |
| YTD | 23,157 | 33,827 | 30,533 | 27,860 | 28,226 |
| TOTAL | 26,944 | 36,619 | 32,330 | 29,809 | 28,226 |

| Sarah Owens | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|--------------------|--------------|-------------|-------------|-------------|-------------|
| January | 592 | 366 | 227 | 457 | 379 |
| February | 698 | 310 | 534 | 551 | 584 |
| March | 581 | 1,059 | 1,043 | 1,257 | 1,237 |
| April | closed / C19 | 2,282 | 2,199 | 1,955 | 1,773 |
| May | 507 | 2,570 | 2,496 | 2,143 | 2,327 |
| June | 1,562 | 3,121 | 2,425 | 2,331 | 2,707 |
| July | 1,554 | 3,447 | 2,394 | 2,151 | 3,164 |
| August | 1,051 | 2,048 | 1,777 | 1,411 | 2,150 |
| September | 1,657 | 1,975 | 1,847 | 1,810 | 2,316 |
| October | 1,909 | 1,865 | 1,591 | 1,675 | 1,987 |
| November | 712 | 765 | 757 | 851 | |
| December | 342 | 562 | 406 | 522 | |
| YTD | 10,111 | 19,043 | 16,533 | 15,741 | 18,624 |
| TOTAL | 11,165 | 20,370 | 17,696 | 17,114 | 18,624 |

| Hatteras Island Weather Station W.C. | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|---|--------------|-------------|-------------|-------------|-------------|
| January | closed | closed | closed | closed | closed |
| February | closed | closed | closed | closed | closed |
| March | 82 | 65 | 130 | 186 | 230 |
| April | closed / C19 | 181 | 399 | 373 | 428 |
| May | 16 | 227 | 342 | 348 | 542 |
| June | 88 | 222 | 470 | 373 | 519 |
| July | 139 | 246 | 449 | 446 | 549 |
| August | 73 | 209 | 471 | 367 | 444 |
| September | 113 | 229 | 309 | 389 | 400 |
| October | 180 | 271 | 340 | 334 | 282 |
| November | 102 | 81 | 132 | 144 | |
| December | closed | closed | closed | closed | |
| YTD | 691 | 1,650 | 2,910 | 2,816 | 3,394 |
| TOTAL | 793 | 1,731 | 3,042 | 2,960 | 3,394 |

| Whalebone W.C. | 2020 | 2021 | 2022 | 2023 | 2024 |
|-----------------------|--------------|---------------|--------------|---------------|--------------|
| January | closed | 88 | 120 | 139 | 154 |
| February | closed | 84 | 105 | 125 | 138 |
| March | 251 | 772 | 744 | 736 | 886 |
| April | closed / C19 | 1,257 | 1,150 | 1,201 | 979 |
| May | 189 | 1,175 | 1,152 | 1,308 | 1,098 |
| June | 629 | 1,573 | 1,269 | 1,337 | 1,385 |
| July | 710 | 1,496 | 1,244 | 1,473 | 1,230 |
| August | 676 | 1,110 | 1,085 | 1,202 | 1,049 |
| September | 1,025 | 1,187 | 1,073 | 1,145 | 983 |
| October | 983 | 1,340 | 1,062 | 1,106 | 891 |
| November | 519 | 637 | 610 | 686 | |
| December | 354 | 442 | 367 | 443 | |
| <i>YTD</i> | <i>4,463</i> | <i>10,082</i> | <i>9,004</i> | <i>9,772</i> | <i>8,793</i> |
| TOTAL | 5,336 | 11,161 | 9,981 | 10,901 | 8,793 |

Weather Station WC open Friday and Saturday Jan, Feb 2023, 2024

Aycock Brown open 9 to 4:30 in December 2022

Weather Station WC open Wednesday to Sunday in 2021

Aycock Brown WC closed 7 days in March 2021 for repaving

Whalebone Welcome Center open Friday and Saturday in January/February 2021, 22, 23

Hatteras Island & Whalebone Welcome Centers closed Aug 2-4, 2020 for Hurricane Isaias

Aycock Brown Welcome Center closed March 17 and re-opened May 30, 2020

Hatteras Welcome Center closed March 15 and re-opened May 23, 2020

Sarah Owens Welcome Center closed March 17 and re-opened May 16, 2020

Whalebone Welcome Center closed March 17 and re-opened May 23, 2020

Whalebone Junction WC closed for 4 days in Oct and 10 in Nov while road was resurfaced

Welcome Center counts reflects number of people who were inside center

The Outer Banks®

VISITORS BUREAU

DARE COUNTY TOURISM BOARD COMMUNITY ENGAGEMENT REPORT NOVEMBER 21, 2024

Long-Range Tourism Management Plan (LRTMP)

Special Committee

The Dare County Tourism Board Special Committee for the [Outer Banks Long-Range Tourism Management Plan](#) (LRTMP) will meet on **Wednesday, November 20**. The focus of this working session will be to discuss the structure and scheduling of Tourism Town Halls as we look to enhance our engagement with community members on the LRTMP. The next meeting will be held on **Wednesday, January 8, 2025** at 9:00 am at the Outer Banks Visitors Bureau administrative offices in Manteo.

The Outer Banks Promise

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



2024-25 State of Dare County Tourism Report

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



Our State Spotlights The Outer Banks Promise in Series of Digital Articles:



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

Previous articles:

[Where to Discover the Outer Banks' Wild Side](#) (September 2024)
[Love the Outer Banks Like a Local](#) (August 2024)

Community Engagement/Outreach – On the Horizon:

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

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – NOVEMBER 2024

TOURISM SALES | Co-op Opportunities Available with the AENC Trade Show:

Tourism Sales recently extended an invitation to our industry partners to participate alongside us at the Association Executives of North Carolina Annual Trade Show. This event is scheduled for Wednesday, December 11th in Raleigh. For a fee of \$375.00, partners can contribute to the expenses associated with booth rental, activities, and decorations. Please note that this fee does not include the costs for overnight stays, travel, or meals. Our collective focus at the Showcase will be on promoting the Outer Banks as a destination, rather than marketing individual properties or products. The 2024 Showcase is anticipated to attract over 200 pre-qualified meeting planners. We are planning to promote the OBX Promise as our booth theme and message at the show. Our giveaways will be locally sourced candles and soaps that will include the Promise logo. We currently have a limited number of spots remaining. Those interested should reach out to Lorrie Love at love@outerbanks.org for more information.



TOURISM SALES | Future Trade Show Dates and Locations:

- November 17-20, 2024: National Tour Association Annual Travel Exchange, Huntsville, AL
- December 2-5, 2024: Travel South International Showcase, Atlanta, GA
- December 11-12, 2024: AENC Annual Trade Show, Raleigh, NC
- February 1-4, 2025: American Bus Association Annual Marketplace, Philadelphia, PA
- April 6-8, 2025: Visit NC 365, Hickory, NC
- June 14-18, 2025: US Travel's IPW, Chicago, IL

TOURISM SALES | Request for Proposals:

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

- **Massage Continuing Education Workshop**, Any Monday - Thursday or Saturday - Tuesday pattern for the months of March, April or May 2025, 10-12 rooms, meeting space needed.

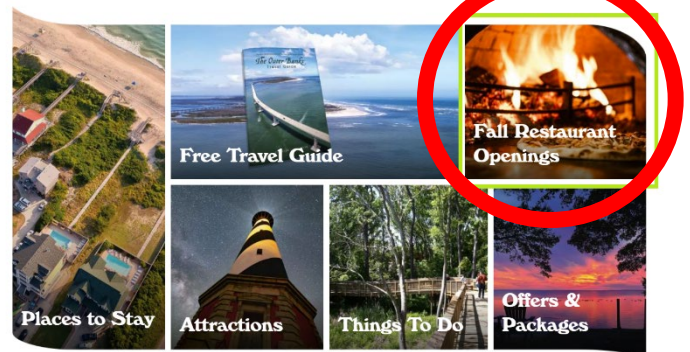
THE SOUNDSTIDE EVENT SITE | 2025 Calendar Attached:

The last events for 2024 will be Soundside Holiday Markets held on November 24, December 1 and December 15. Rain dates are December 8 and December 19.



Industry Relations: Restaurant Fall | Winter Hours:

The Bureau has started reaching out to local restaurant partners to gather Fall and Winter hours, now available on the homepage of outerbanks.org under "[Fall | Winter Restaurant Hours](#)." This list is a great tool for our industry partners, especially to reference for shoulder season guests. If your restaurant is not listed or needs updated hours, please let us know. We encourage you to share this resource with your front-line staff to assist with visitor inquiries.



Industry Relations: OBX Tourism Summit Wrap Up:

The 10th Annual OBX Tourism Summit was a resounding success, drawing 121 participants, with around 60 attendees joining the networking social afterward. Results from our post-event survey will be included in our December 2024 report. Looking ahead, we're thrilled to announce the 11th Annual OBX Tourism Summit, scheduled for Thursday, November 6, 2025, on Hatteras Island. The venue will be confirmed early next year.





| 2025 Soundside Event Site Schedule | | | | | |
|---|---|--|--|--|---|
| Name of Event | Date of Event | Event Times (times may change as event draws closer) | Number of Atteedees | Event Planner | Site Reserved |
| OBX Rod and Custom Festival | Friday, May 2- Saturday, May 3, 2025 | 10:00am - 6:00pm | 750-1000 | Michael Tillett -252-305-5789 | Monday, April 28 – Monday, May 5, 2025 |
| Soundside Fun Fair | Thursday, June 5-Sunday, June 8, 2025 | 5:00pm - 10:00pm | 4000 - over all the event day; about 800 per night | Jody Caldwell - 757-620-8204; Sara Sampson-252.441.0614 x2 | Tuesday, June 3 – Monday, June 9, 2025 |
| OBX Multi-Hull Sailfest (tentative) | Friday, September 5 - Sunday, September 7, 2025 | 9:00am - 5pm | | | |
| Sumospeed Beach Bash | Saturday, September 13, 2025 | 11:00am - 6:00pm | 1000- (Not all at one time) | Nick Gressley - 757-681-2563 | Saturday, September 13, 2025 |
| OBX Jeep Invasion | Friday, September 19 - Saturday, September 20, 2025 | 9:00am - 5:00pm | 1000 | Steve House - 252-305-9258 | Thursday, September 18 - Sunday, September 21, 2025 |
| Garage Band Charities Cruise | Saturday, October 4, 2025 | 10:00am - 5:00pm | 250-500 | Michael Tillett -252-305-5789 | Friday, October 3 - Sunday October 5, 2025 |
| Outer Banks Seafood Festival | Saturday, October 18, 2025 | 10:30am - 6:00pm | 8000-10000 (Not all at one time) | Karen Brown - 252-564-2852 | Tuesday, October 14-Wednesday, October 22, 2025 |
| OBX Brewtag | Saturday, October 25, 2025 | 11:00am - 6:00pm | 2000-3000 | | Thursday, October 23-Monday, October 27, 2025 |
| OBX Show Fest | Friday, November 8 - Satuday, November 9, 2025 | | | Eric Czap - 910.398.5011 | Friday, November 8 - Sunday, November 10, 2025 |
| * Soundside Holiday and Summer Markets dates will be added by December 2024 | | | | | |

PUBLIC RELATIONS REPORT: November 2024

TV APPEARANCES

Hampton Roads Show | Dec 2024 Public Relations Manager Aaron Tuell is planning dates for a holiday season guest appearance on the WAVY TV morning show.

PRESS RELEASES

Have a Holly Jolly OBXmas | Nov 2024 Aaron is working on a press release to encourage visitation to the Outer Banks during the holidays, highlighting OBXmas calendar events.

Hotel News | Nov 2024 Aaron is working on a hotel news and updates press release describing recent property openings and major renovations to go out in late November or early December.

VIDEO PRODUCTION

Volunteerism video series | Dec 2024 I hope everyone enjoyed the preview of the non-profit volunteering as a visitor series featuring the Beach Food Pantry. The editing and review process for full delivery of the eight video set is in the final review phase. Next, we will discuss as a team on how to roll out the collection in time for 2025 travel season promotion.

PRESS TRIPS

UNC TV | Oct 2024 Aaron's worked with Deborah Holt Noel and the UNCTV crew of NC Weekend to feature the Inn on Pamlico Sound and surrounding activities and businesses for a November airdate opportunity. I believe the air date will be November 21, just in time for the Holidays.



EARNED MEDIA

Charlotte Observer | Oct 2024 Spooky season is officially here: Check out this ghostly travel guide to the Carolinas. Home to the infamous “Lost Colony” of 1587, the colonists vanished without a trace, leaving behind only the word “CROATOAN” carved into a tree. **Unique Monthly Visitors: 1,301,962.** <https://bit.ly/48Vvhwg>

Our State | 2024 “Murphy to Manteo: Opulence & Reverence” Abloom year-round on Roanoke Island, the Elizabethan Gardens feel fit for a queen. Aaron worked with staff writer Katie Schanze on a press trip to research this article in spring of 2024. <https://bit.ly/3YK67fj>

Our State | 2024 “Murphy to Manteo: Bear Necessities” Alligator River National Wildlife Refuge was founded to protect the wetland habitat...but name aside, it’s fuzzy inhabitants tend to claim the fame. Aaron worked with columnist Katie Schanze on a press trip. <https://bit.ly/4fFXx80>

Michael Welker
Director of Policy and Research Partnerships
Carolina Across 100
UNC School of Government
Chapel Hill, North Carolina 27599

November 12, 2024

Dear Mr. Welker:

On behalf of the Dare County Tourism Board, please accept this letter of support for the Dare Community Housing Task Force's application to participate in the Carolina Across 100 "Our State, Our Homes" program.

The Dare Community Housing Task Force, which is comprised of an expansive cross-section of elected officials and community stakeholders, has worked diligently over the past year to address some of the key factors and challenges our county faces related to housing. Participation in the "Our State, Our Homes" program would accelerate their meaningful work, providing knowledge, tools and critical insights to help positively impact progress in this critically important area as we move forward.

Our local tourism industry is well represented on this Task Force, with several members currently serving on our Dare County Tourism Board or Board-appointed Long-Range Tourism Management Plan (LRTMP) Special Committee. This 10-year plan serves as a roadmap for the future of tourism in Dare County and we are committed to exploring ways that tourism can work in harmony with our community's needs and values. One of the key strategic goals in the LRTMP is to advocate for an increase in residential housing diversity.

With a local economy significantly driven by tourism (\$2.15 billion in visitor spending in 2023, with nearly half of all Dare County workers employed in the hospitality sector), there is intense competition for our housing stock – particularly in peak summer months. This is further complicated by the finite amount of land due to our island geography and the large amount of publicly owned land that is not available for development. The housing challenges that we face in our community are significant and the opportunity for the Dare Community Housing Task Force to participate in the "Our State, Our Homes" program would be yet another catalyst for continued progress and momentum.

The Task Force has selected a group of five individuals to serve as the core team for this program, including an elected official from the Town of Southern Shores, the Nags Head Town Manager, the Chair and Vice Chair of the Dare Community Housing Task Force and a private citizen, who is a local business owner. All five core team members understand the complex factors that affect housing and are willing to dedicate the necessary time required as part of this program. In addition, the other members of the Dare Community Housing Task Force are ready to serve as the larger support group for this core team during the 18-month program.

We appreciate your consideration of the Dare Community Housing Task Force's application for the "Our State, Our Homes" program and are proud to support this effort.

Sincerely,

Monica Thibodeau
Chair, Dare County Tourism Board