



Dare County Tourism Board Meeting

October 17, 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, OCTOBER 17, 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 September 19, 2024 Meeting
- V. Public Comments
- VI. Chair's Remarks
- VII. Budget & Finance Report
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
- XI. Board Member Comments
- XII. Set Date, Time, and Place of Next Meeting
- XIII. Adjournment

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

ATTENDING: Monica Thibodeau, Chair; Tod Clissold, Treasurer; Dennis Robinson, Assistant Treasurer; Tonia Cohen, Secretary; John Head, Richard Hess, Tess Judge, Wally Overman, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: David Hines, Vice Chair; Mark Ballog, Mark Batenic, Terry Gray, and Mike Siers.

STAFF:

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

OTHERS ATTENDING: Ashley Tyne and Liz Vaughn Tranquil House Inn/Waterfront Trellis; Yvonne Farmer; Luke Halton and Benjamin Lashley, The OBX Way.

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

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

APPROVAL OF MINUTES: Mr. Hess moved to approve the meeting minutes from August 15, 2024 meeting. Second by Mr. Head. There was no discussion. The motion passed unanimously (8-0).

PUBLIC COMMENTS: Ashley Twyne welcomed the Board to the Waterfront Trellis. There were no other public comments.

CHAIR'S REMARKS: The Chair noted the recent Blue Zone events sponsored by Outer Banks Health and efforts to make the Outer Banks a Blue Zone. [Blue Zones are geographical areas where people tend to lead healthier and longer lives through healthier choices in diet, exercise, less stress, and community].

BUDGET AND FINANCE REPORT: Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were down .29% compared to 2023-2024.

GRANT COMMITTEE REPORT: Mr. Hess reported on the work of the Grants Committee in reviewing and recommending awards for the most recent Event Grant requests. Following review of the grants, Mr. Hess moved to award the following Event Grants:

<u>Organization</u>	<u>Events</u>	<u>Recommend Award Amount</u>
Chicamacomico Historical Assoc.	Easter on Hatteras Island	\$ 2,000.00
Dare County Arts Council	Artrageous Kids Art Festival	\$ 4,500.00
	Dare Arts Pride Project	\$ 4,000.00
Dare Education Foundation	NYNY Dueling Pianos	\$ 1,000.00
Dare Co. Master Gardener Volunteer Assoc.	Coastal Gardening Festival	\$ 3,000.00
Dare County Restaurant Assoc.	OBX Taste of the Beach	\$ 15,000.00
Eastern Surfing Assoc. OBNC District	ESA Mid-Atlantic Regional Surfing Championship	\$ 12,500.00
Elizabethan Gardens	WinterLights	\$ 20,000.00
Fellowship of Christian Athletes	Outer Banks Ride of Champions	\$ 1,500.00
First Flight Society	121 st Anniversary of the Wright Brothers Flight (2024)	\$ 2,500.00
Friends of Jockey's Ridge	50 th Anniversary of Jockey's Ridge State Park	\$ 30,000.00
Garage Band Charities	OBX Rod & Custom Festival	\$ 15,000.00
Hatteras Island Youth Education Fndtn	Lighthouse Legacy 5k	\$ 2,000.00
Hatteras Village Civic Assoc.	Hatteras Village Offshore Open	\$ 7,500.00
Manteo Preservation Trust	2024 Holiday Home Tour	\$ 3,000.00
NC Coastal Federation	Hatteras Island Oyster Roast	\$ 3,500.00
Outer Banks Board Riders	USA Surfing-Prime Series East Surf Contest	\$ 3,000.00
Outer Banks Conservationists	Christmas on the North End 2024	\$ 2,500.00
Outer Banks SPCA	Bark in the Park	\$ 1,000.00
Outer Banks Sporting Events	Flying Pirate Half Marathon	\$ 10,000.00
	Running of the Leprechaun	\$ 1,500.00
Outer Banks Wedding Association	Wedding Expo Weekend	\$ 3,000.00
Roanoke Island Historical Assoc.	Lost Colony Wine, Beer & Culinary Festival	\$ 3,000.00
Rotary Club of First Flight	Nags Head Woods 5k	\$ 1,500.00
The Secotan Alliance	In the Spirit of Wingina 2	\$ 3,000.00
Theatre of Dare	Theatre of Dare 2024-2025 Season	\$ 2,500.00
Town of Manteo	2024 Midnight in Manteo New Years Eve	\$ 15,000.00
Town of Nags Head	Kelly's St. Patrick's Day Parade	\$ 4,500.00
<i>Total Amount Requested</i>		<i>\$177,500.00</i>

Second by Mr. Overman. Mr. Clissold asked why some of the requests were eligible only for a portion of the requested amount; Lee Nettles explained that the eligible amounts were based off past performance and projected attendance of the event. There was no further discussion. The motion passed unanimously (8-0).

OUTER BANKS VISITORS BUREAU UPDATES:

Lee Nettles noted:

- that the Board was granted the variance for the Boardwalk (9ft instead of 6ft) at the event site, and that Albemarle and Associates were working to designate the former Dairy Queen and Pamlico Jacks parcels as event site(s) with the boardwalk and pickleball as permitted uses.
- filming for the long form YouTube 'The Outer Edge' wrapped and production for the first episodes were under way.
- the addition of Mindtrip and Ripe (planning and booking programs respectively) to outerbanks.org to help visitors plan their trip. Currently, Ripe works with the hotel reservation booking systems but work is ongoing to incorporate bookings with rental agencies.

He then reviewed the marketing dashboard and visitation numbers.

Jeff Schwartzenberg reviewed the Long Range Tourism Management Plan Special Committee meeting, businesses that had made the OBX Promise, and upcoming presentations, and conferences.

Lorrie Love noted that advertising space in the 2025 Outer Banks Travel Guide was sold out. She then discussed the upcoming Tourism Summit on November 7, 2024 at the Pioneer Theater in Manteo.

Aaron Tuell talked about an upcoming appearance on WAVY TV 10 and other recent media efforts.

Ms. Judge left the meeting at 9:56 a.m.

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

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

BOARD MEMBER COMMENTS: Mr. Hess noted the upcoming reverse raffle hosted by the Outer Banks Chamber of Commerce. The Chair noted the upcoming Duck Jazz Festival.

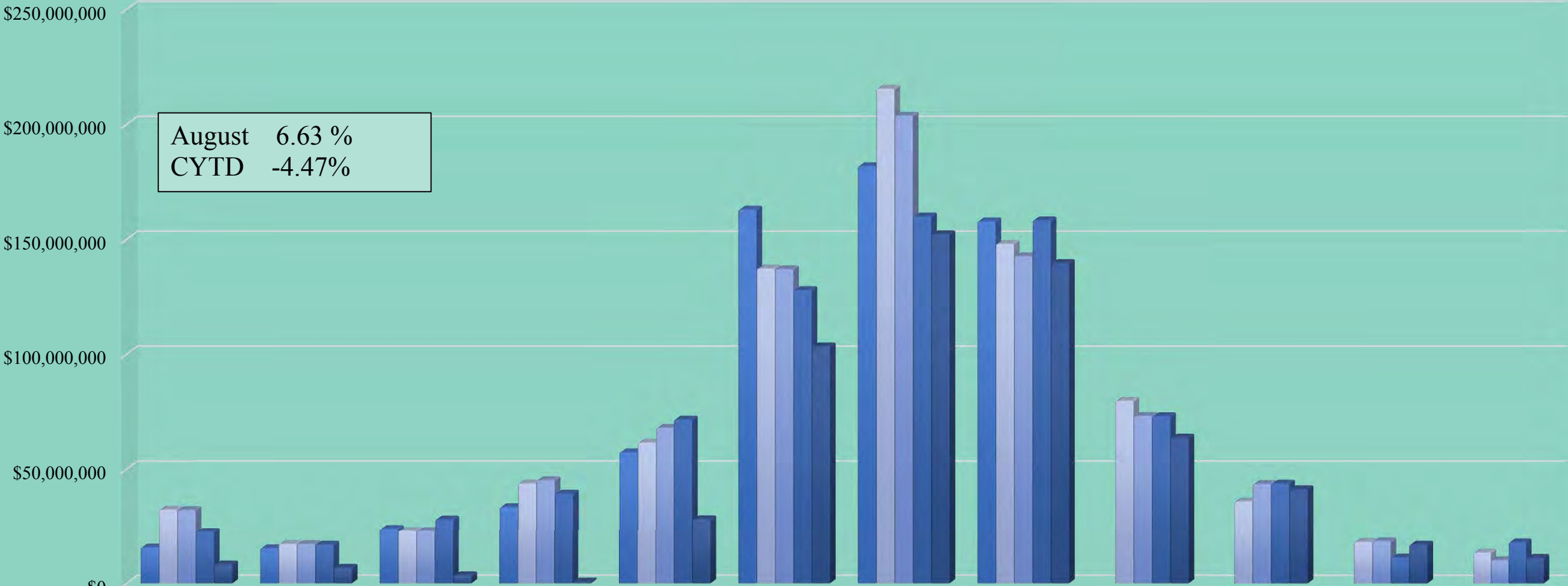
SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, October 17, 2024 at 9:00 a.m. at the Curtis H. Creech Boardroom, Outer Banks Visitors Bureau Administrative Offices, One Visitors Center Circle, Manteo, NC.

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

ATTESTED:

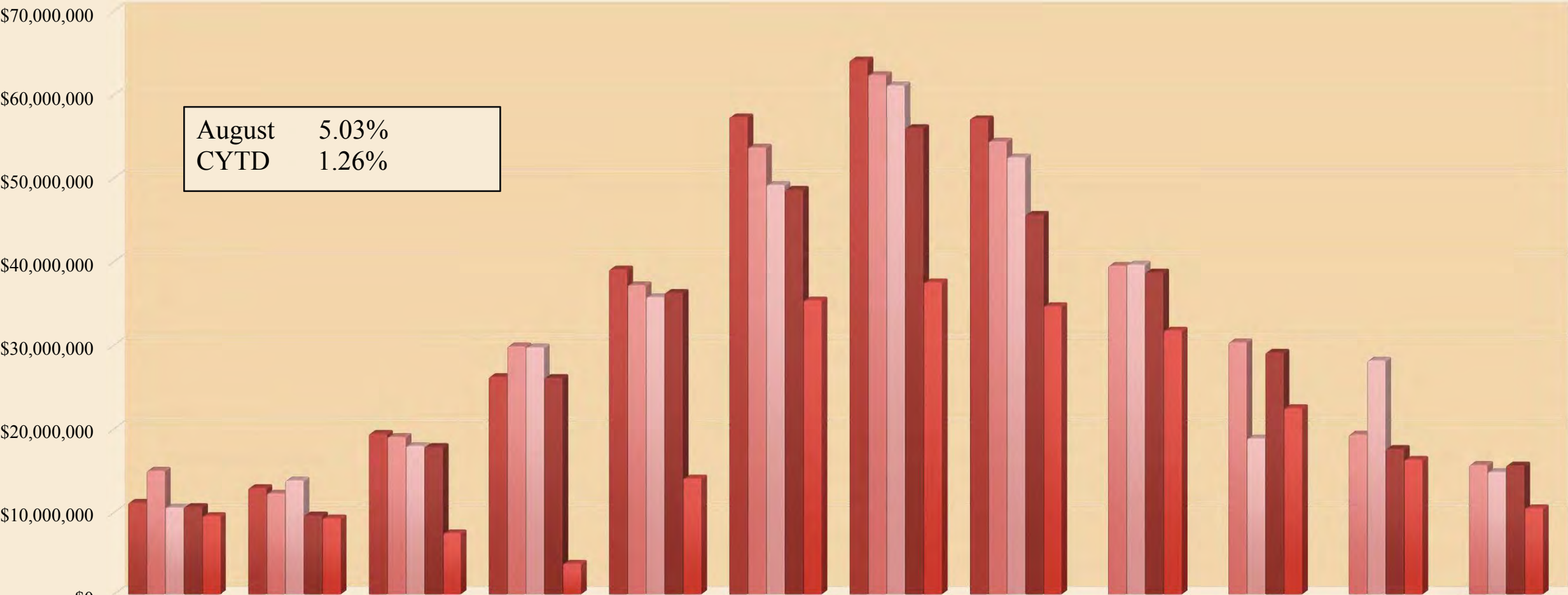
Clerk, Dare County Tourism Board

Occupancy Collections



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

Meals Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2024	11,179,366	12,929,929	19,422,840	26,222,012	39,078,063	57,344,840	64,106,859	57,116,087				
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	\$0.00	\$0.00	0.00%
OCT RECEIVED	MEALS	<u>\$297,730.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$877,345.00	\$0.00	\$0.00	0.00%
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	\$4,299,905.00	\$4,921,298.89	\$621,393.89	14.45%
TO-DATE	MEALS	<u>\$1,360,610.00</u>	<u>\$1,745,818.47</u>	<u>\$385,208.47</u>	<u>28.31%</u>
		\$5,660,515.00	\$6,667,117.36	\$1,006,602.36	17.78%
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	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$322,624.32	\$155,450.13	(\$167,174.19)	-51.82%
	MEALS	<u>\$124,423.37</u>	<u>\$101,950.46</u>	<u>(\$22,472.91)</u>	<u>-18.06%</u>
		\$447,047.69	\$257,400.59	(\$189,647.10)	-42.42%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$170,000.09	\$151,260.50	(\$18,739.59)	-11.02%
	MEALS	<u>\$116,207.73</u>	<u>\$128,875.91</u>	<u>\$12,668.18</u>	<u>10.90%</u>
		\$286,207.82	\$280,136.41	(\$6,071.41)	-2.12%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$228,526.82	\$238,725.04	\$10,198.22	4.46%
	MEALS	<u>\$179,535.02</u>	<u>\$198,494.48</u>	<u>\$18,959.46</u>	<u>10.56%</u>
		\$408,061.84	\$437,219.52	\$29,157.68	7.15%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$436,134.79	\$331,069.81	(\$105,064.98)	-24.09%
	MEALS	<u>\$284,934.66</u>	<u>\$258,330.28</u>	<u>(\$26,604.38)</u>	<u>-9.34%</u>
		\$721,069.45	\$589,400.09	(\$131,669.36)	-18.26%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$612,281.25	\$562,874.34	(\$49,406.91)	-8.07%
	MEALS	<u>\$359,175.60</u>	<u>\$372,451.95</u>	<u>\$13,276.35</u>	<u>3.70%</u>
		\$971,456.85	\$935,326.29	(\$36,130.56)	-3.72%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,458,380.44	\$1,474,621.15	\$16,240.71	1.11%
	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%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$799,595.38	\$0.00	\$0.00	0.00%
	MEALS	<u>\$386,499.75</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,186,095.13	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$348,085.75	\$0.00	\$0.00	0.00%
	MEALS	<u>\$273,920.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$622,006.58	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$182,561.98	\$0.00	\$0.00	0.00%
	MEALS	<u>\$178,483.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$361,045.20	\$0.00	\$0.00	0.00%
Total To Date					
	Occupancy	\$6,861,465.78	\$6,496,533.95	(\$364,931.83)	-5.32%
	Meals	<u>\$2,858,725.12</u>	<u>\$2,950,495.23</u>	<u>\$91,770.11</u>	<u>3.21%</u>
		\$9,720,190.90	\$9,447,029.18	(\$273,161.72)	-2.81%
Total for Year					
	OCCUPANCY	\$8,191,708.89			
	MEALS	<u>\$3,697,628.92</u>			
		\$11,889,337.81			

OCCUPANCY & MEALS FY 2024-2025

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 23-24	ACTUAL FY 24-25	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
<u>JULY RECEIVED</u>	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
<u>JULY EARNED</u>	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,458,380.44	\$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	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$386,499.75</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,186,095.13	\$0.00	\$0.00	0.00%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$348,085.75	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	MEALS	<u>\$273,920.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$622,006.58	\$0.00	\$0.00	0.00%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$182,561.98	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	<u>\$178,483.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$361,045.20	\$0.00	\$0.00	0.00%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$135,855.24	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$144,573.68</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,428.92	\$0.00	\$0.00	0.00%
<u>JANUARY EARNED</u>	OCCUPANCY	\$155,450.13	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$101,950.46</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$257,400.59	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$151,260.50	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$128,875.91</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,136.41	\$0.00	\$0.00	0.00%
<u>MARCH EARNED</u>	OCCUPANCY	\$238,725.04	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$198,494.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$437,219.52	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$4,990,800.42	\$4,921,298.89	(\$69,501.53)	-1.39%
	MEALS	<u>\$1,651,233.75</u>	<u>\$1,745,818.47</u>	<u>\$94,584.72</u>	<u>5.73%</u>
		\$6,642,034.17	\$6,667,117.36	\$25,083.19	0.38%
TOTAL	OCCUPANCY	\$8,041,025.42			
ACTUAL	MEALS	<u>\$3,649,343.06</u>			
2023-2024		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2024	2023	2022	2021	2020	2019	Variance 2024-2023	Percent Change
January	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	-125,142	-2.28%
February	5,519,719	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	-200,913	-3.51%
March	4,732,495	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	-107,707	-2.23%
April	6,491,694	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	-140,129	-2.11%
May	7,599,155	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	-588,604	-7.19%
June	9,914,654	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	-132,471	-1.32%
July	16,863,177	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288	980,854	6.18%
August		19,353,849	17,642,098	16,810,430	13,794,215	13,178,541		0.00%
September		15,385,152	15,470,465	14,558,020	12,478,041	11,799,596		0.00%
October		11,213,371	10,371,192	10,366,595	9,103,596	6,834,818		0.00%
November		7,800,451	7,843,407	7,717,041	6,925,862	5,191,614		0.00%
December		6,078,081	6,006,535	5,741,952	5,029,105	3,874,539		0.00%
YTD	56,494,241	56,808,353	56,105,205	52,288,574	34,461,004	37,562,244	-314,112	-0.55%
TOTAL	56,494,241	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	-0.55%	1.25%	7.30%	51.73%	-8.26%	6.30%		
Total % Change	-0.55%	2.82%	5.54%	31.41%	4.27%	5.44%		

Outer Banks Visitors Bureau														
Gross Occupancy Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765
February	15,256,753	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117
March	23,855,777	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156
April	33,495,901	43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121
May	57,369,540	61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015
June	162,956,697	137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630
July	181,861,471	215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729
August	157,867,180	148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386
September		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	648,251,713	678,556,929	668,745,157	624,676,485	442,920,795	431,958,470	410,449,104	393,456,705	373,746,784	360,951,543	347,255,553	332,704,377	320,455,151	307,589,919
Total	648,251,713	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	-4.47%	1.47%	7.05%	41.04%	2.54%	5.24%	4.32%	5.27%	3.54%	3.94%	4.37%	3.82%	4.18%	3.87%
Total % Change	-4.47%	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	6.63%	3.79%	-9.88%	13.27%	0.67%	27.68%	5.62%	-4.51%	-5.70%	6.77%	7.32%	13.42%	-2.32%	-3.27%
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)		-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														
There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2015, 2019, 2020, 2024														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018, 2019, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for Airbnb double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079
February	12,929,929	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305
March	19,422,840	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477
April	26,222,012	29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220
May	39,078,063	37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885
June	57,344,840	53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717
July	64,106,859	62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367
August	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		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	287,399,996	283,828,958	270,750,674	250,745,428	151,739,174	209,992,919	192,512,198	188,763,809	180,028,903	175,148,884	167,533,410	160,350,712	157,652,621	142,563,649
Total	287,399,996	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	1.26%	4.83%	7.98%	65.25%	-27.74%	9.08%	1.99%	4.85%	2.79%	4.55%	4.48%	1.71%	10.58%	1.11%
Total % Change	1.26%	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)	5.03%	3.64%	15.03%	31.51%	-21.21%	10.72%	4.79%	-3.22%	1.85%	-0.44%	5.28%	9.56%	24.04%	-14.25%
Increase/(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	-5.55%	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%
Qtr 2 (Mar-May)	-1.63%	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%
Qtr 3 (June-Aug)	4.79%	4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%
Qtr 4 (Sept-Nov)		2.69%	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		1,348,600	1,567,213	888,980	551,520		551,614	608,182	610,925	552,665	
October	155,303	165,873	237,302	115,799		922,352	1,030,829	438,511	368,819		493,509	491,572	357,764	356,835	
November	65,719	125,498	77,421	36,929		355,225	365,096	176,484	148,581		63,227	145,754	79,095	142,803	
December	106,697	136,248	28,424	43,635		149,223	178,506	-5,128	37,898		214,261	90,408	187,222	68,890	
YTD Totals	1,265,285	2,351,386	1,970,417	1,812,752	1,387,342	8,074,467	12,377,251	8,160,127	4,626,323	3,793,207	3,227,160	4,218,434	3,908,075	3,265,519	3,973,626
Total	1,871,993	3,180,963	2,553,878	2,197,285	1,387,342	10,849,867	15,518,895	9,658,974	5,733,141	3,793,207	4,549,771	5,554,350	5,143,081	4,386,712	3,973,626

Month Increase	1.19%	42.36%	-27.93%	-20.02%	-29.73%	5.16%	39.57%	-36.14%	-42.53%	-7.08%	3.46%	-0.06%	-13.75%	-11.14%	27.00%
YTD Increase	-49.88%	85.84%	-16.20%	-8.00%	-23.47%	9.63%	53.29%	-34.07%	-43.31%	-18.01%	-34.97%	30.72%	-7.36%	-16.44%	21.68%
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		495,636	1,369,614	1,254,083	1,422,871		51,755,580	58,512,166	59,777,401	66,745,205	
October	6,047,939	7,830,739	7,109,786	7,072,350		91,603	794,126	637,398	737,809		33,435,472	34,110,939	35,292,753	27,840,006	
November	1,882,898	2,106,980	3,118,187	2,970,668		7,333	8,921	301,371	336,909		14,518,005	8,640,528	14,980,559	14,816,354	
December	1,833,474	3,253,943	1,900,473	2,050,618		50,865	515,173	234,745	316,867		8,836,444	14,219,918	7,958,228	11,239,061	
YTD Totals	48,725,576	84,783,888	79,659,206	80,593,843	76,429,890	1,489,356	8,737,742	9,236,475	10,689,067	10,543,618	379,384,228	517,584,855	572,887,369	586,230,145	560,669,032
Total	67,864,420	109,606,289	103,230,055	104,260,627	76,429,890	2,134,793	11,425,576	11,664,072	13,503,523	10,543,618	487,929,729	633,068,406	690,896,310	706,870,771	560,669,032

Month Increase	-5.58%	38.64%	-9.71%	-0.56%	-6.24%	-8.31%	783.22%	-3.79%	16.57%	-4.71%	1.25%	10.18%	-9.25%	5.23%	8.33%
YTD Increase	-14.68%	74.00%	-6.04%	1.17%	-5.17%	31.08%	486.68%	5.71%	15.73%	-1.36%	6.15%	36.43%	10.68%	2.33%	-4.36%
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	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January	4,048,599	7,565,248	10,640,444	10,970,042	10,903,039	103,524	117,805	71,183	107,068	41,019	8,223,680	22,515,577	32,129,068	32,326,040	15,588,394
February	3,640,228	8,831,162	9,964,265	9,901,463	11,277,328	123,301	138,103	86,764	119,484	93,891	6,788,236	16,833,409	17,071,361	17,078,293	15,256,753
March	392,302	14,285,652	11,694,833	11,682,633	12,948,689	100,157	288,353	139,472	203,764	198,460	3,538,436	28,050,784	22,897,441	22,911,263	23,855,777
April	54,406	11,899,053	11,767,660	12,328,326	12,894,732	0	387,071	230,087	302,139	214,451	715,316	39,424,885	45,219,347	43,812,778	33,495,901
May	7,959,755	11,894,484	12,431,457	12,627,627	14,583,119	122,541	429,562	235,556	273,011	210,053	28,192,673	71,629,217	67,998,385	61,544,693	57,369,540
June	15,349,447	15,036,636	18,707,648	18,477,129	22,241,837	529,356	646,362	393,576	338,773	446,629	103,467,906	127,947,319	136,993,703	137,311,567	162,956,697
July	14,163,157	18,366,907	22,972,242	23,810,322	22,754,381	643,415	630,180	527,134	372,183	451,598	152,256,684	159,994,974	203,794,691	215,518,673	181,861,471
August	14,432,996	15,236,263	17,820,645	17,510,657	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		466,395	392,240	225,343	167,249		63,775,711	73,112,498	73,185,366	79,777,957	0
October	5,199,066	6,243,795	5,954,385	5,629,110		309,934	157,157	132,022	154,211		41,364,509	43,787,109	43,568,138	35,908,020	0
November	894,605	698,108	4,271,270	4,234,311		167,957	10,176	122,575	104,724		17,053,031	11,394,032	18,554,321	18,220,059	0
December	4,304,339	7,063,801	3,945,571	4,807,160		126,529	217,271	125,826	94,433		11,266,628	18,096,294	10,195,045	13,534,535	0
YTD Totals	60,040,890	103,115,405	115,999,194	117,308,199	127,054,674	2,244,079	3,360,671	2,159,963	2,028,347	1,998,616	442,920,795	624,676,485	668,745,157	678,556,929	648,251,713
Total	77,941,438	126,600,209	139,760,159	141,749,903	127,054,674	3,314,894	4,137,515	2,765,729	2,548,964	1,998,616	576,380,674	771,066,418	814,248,027	825,997,500	648,251,713

Month Increase	-40.10%	5.57%	16.96%	-1.74%	11.08%	16.44%	16.32%	-34.16%	-34.50%	9.81%	0.67%	13.27%	-9.88%	3.79%	6.63%
YTD Increase		71.74%	12.49%	1.13%	8.31%	-13.82%	49.76%	-35.73%	-6.09%	-1.47%	2.54%	41.04%	7.05%	1.47%	-4.47%
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
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	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%	37,636,962	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%	12,565,443	1.9%
COLINGTON	27,314	0.2%	10,488	0.1%	29,870	0.1%	42,984	0.1%	119,817	0.2%	461,508	0.3%	504,346	0.3%	443,320	0.3%	1,639,647	0.3%
FRISCO	127,568	0.8%	115,835	0.8%	277,056	1.2%	722,397	2.2%	1,324,351	2.3%	3,495,906	2.1%	3,689,915	2.0%	3,256,516	2.1%	13,009,544	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%	23,528,954	3.6%
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%	125,268,573	19.3%
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%	44,906,284	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%	9,326,048	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%	171,797,312	26.5%
RODANTHE	425,595	2.7%	441,288	2.9%	597,879	2.5%	1,048,566	3.1%	1,671,946	2.9%	4,911,069	3.0%	5,237,232	2.9%	4,700,371	3.0%	19,033,946	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%	19,821,586	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%	11,172,250	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%	37,208,459	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%	101,591,864	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%	9,201,223	1.4%
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%	10,543,618	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%	648,251,713	100.0%

DARE COUNTY GROSS																		
MEALS BY DISTRICT																		
	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	TOTAL	TOTAL
AVON - 1	240,018	2.1%	237,540	1.8%	458,389	2.4%	764,154	2.9%	2,077,622	5.3%	2,337,510	4.1%	2,990,492	4.7%	2,378,146	4.2%	11,483,871	4.0%
BUXTON - 2	219,407	2.0%	239,743	1.9%	693,233	3.6%	1,064,459	4.1%	1,466,741	3.8%	1,916,959	3.3%	2,124,475	3.3%	2,076,126	3.6%	9,801,143	3.4%
COLINGTON - 3	74,603	0.7%	176,001	1.4%	154,804	0.8%	302,922	1.2%	450,840	1.2%	545,411	1.0%	643,007	1.0%	613,018	1.1%	2,960,606	1.0%
FRISCO - 5	154,070	1.4%	125,147	1.0%	215,225	1.1%	293,688	1.1%	479,424	1.2%	674,349	1.2%	743,620	1.2%	598,224	1.0%	3,283,747	1.1%
HATTERAS - 6	32,102	0.3%	72,846	0.6%	222,938	1.1%	534,983	2.0%	899,956	2.3%	1,410,665	2.5%	1,284,599	2.0%	1,327,273	2.3%	5,785,362	2.0%
KILL DEVIL HILLS - 7	3,708,673	33.2%	4,214,253	32.6%	6,779,828	34.9%	7,806,322	29.8%	9,887,198	25.3%	15,295,240	26.7%	16,248,546	25.3%	14,716,161	25.8%	78,656,221	27.4%
KITTY HAWK - 8	2,136,451	19.1%	2,188,744	16.9%	2,616,082	13.5%	4,038,113	15.4%	5,189,285	13.3%	7,219,077	12.6%	8,649,791	13.5%	7,624,387	13.3%	39,661,930	13.8%
MANTEO-TOWN - 10	1,097,187	9.8%	1,124,672	8.7%	1,295,396	6.7%	1,733,963	6.6%	2,106,414	5.4%	2,662,984	4.6%	2,889,087	4.5%	3,205,044	5.6%	16,114,747	5.6%
RIM (ROANOKE ISL. M	322,598	2.9%	302,377	2.3%	355,324	1.8%	412,320	1.6%	525,032	1.3%	608,574	1.1%	674,200	1.1%	577,230	1.0%	3,777,655	1.3%
NAGS HEAD - 14	2,187,827	19.6%	2,847,377	22.0%	3,898,906	20.1%	5,677,705	21.7%	9,867,741	25.3%	13,338,254	23.3%	15,948,884	24.9%	13,674,906	23.9%	67,441,600	23.5%
RODANTHE - 15	28,734	0.3%	12,139	0.1%	227,835	1.2%	209,574	0.8%	460,399	1.2%	785,885	1.4%	903,981	1.4%	741,926	1.3%	3,370,473	1.2%
SALVO - 18	4,469	0.0%	2,436	0.0%	7,337	0.0%	4,150	0.0%	8,749	0.0%	54,246	0.1%	139,253	0.2%	47,947	0.1%	268,587	0.1%
WAVES - 19	38,688	0.3%	39,180	0.3%	126,051	0.6%	265,210	1.0%	458,572	1.2%	809,916	1.4%	1,029,916	1.6%	780,833	1.4%	3,548,366	1.2%
SOUTHERN SHORES -	446,156	4.0%	496,778	3.8%	677,177	3.5%	661,787	2.5%	1,038,285	2.7%	2,783,435	4.9%	1,445,866	2.3%	1,283,394	2.2%	8,832,878	3.1%
DUCK - 21	488,383	4.4%	850,696	6.6%	1,694,315	8.7%	2,452,662	9.4%	4,161,805	10.6%	6,902,335	12.0%	8,391,142	13.1%	7,471,472	13.1%	32,412,810	11.3%
TOTAL	11,179,366	100.0%	12,929,929	100.0%	19,422,840	100.0%	26,222,012	100.0%	39,078,063	100.0%	57,344,840	100.0%	64,106,859	100.0%	57,116,087	100.0%	287,399,996	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. MAINLAN	910,365	1,130,271	-19.46%	977,265	1,185,590	-17.57%	1,243,822	1,433,964	-13.26%	1,114,733	1,380,959	-19.28%
TOTAL ROANOKE ISLAND	1,196,104	1,435,390	-16.67%	1,520,367	1,410,045	7.82%	1,756,881	1,885,373	-6.82%	1,822,985	2,191,738	-16.82%
OTC UNATTRIBUTED	175,273	159,300	10.03%	263,344	311,380	-15.43%	552,764	521,683	5.96%	768,762	1,063,464	-27.71%
TOTAL	15,588,394	32,326,040	-51.78%	15,256,753	17,078,293	-10.67%	23,855,777	22,911,263	4.12%	33,495,901	43,812,778	-23.55%

DARE COUNTY GROSS									
OCCUPANCY BY DISTRICT									
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	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. MAINLAN	1,388,368	1,303,912	6.48%	1,467,165	3,717,646	-60.54%	1,181,485	4,504,970	-73.77%
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	YTD 2024	YTD 2023	% Increase
	AUGUST	AUGUST	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:						
RODANTHE	4,700,371	4,117,407	14.16%	19,033,946	20,887,713	-8.87%
WAVES	3,113,576	2,631,539	18.32%	11,172,250	13,144,035	-15.00%
SALVO	5,533,168	4,621,423	19.73%	19,821,586	24,171,402	-18.00%
AVON	10,254,226	8,889,986	15.35%	37,636,962	44,955,635	-16.28%
BUXTON	2,875,454	2,579,943	11.45%	12,565,443	13,131,030	-4.31%
FRISCO	3,256,516	2,909,960	11.91%	13,009,544	13,771,672	-5.53%
HATTERAS	6,283,852	5,637,062	11.47%	23,528,954	27,481,077	-14.38%
TOTAL HATTERAS ISLAND	36,017,163	31,387,320	14.75%	136,768,685	157,542,564	-13.19%
NORTHERN BEACHES:						
DUCK	27,233,466	25,279,971	7.73%	101,591,864	102,052,869	-0.45%
SOUTHERN SHORES	9,467,660	8,776,768	7.87%	37,208,459	37,322,644	-0.31%
KITTY HAWK	9,536,602	8,968,394	6.34%	44,906,284	44,889,511	0.04%
COLINGTON	443,320	419,657	5.64%	1,639,647	2,092,450	-21.64%
KILL DEVIL HILLS	26,827,202	25,497,166	5.22%	125,268,573	123,624,309	1.33%
NAGS HEAD	43,249,479	40,376,546	7.12%	171,797,312	173,237,705	-0.83%
TOTAL NORTHERN BEACHES	116,757,729	109,318,502	6.81%	482,412,139	483,219,488	-0.17%
ROANOKE ISLAND:						
MANTEO-TOWN	1,864,631	1,901,583	-1.94%	9,326,048	9,426,054	-1.06%
RIM (ROANOKE ISL. MAINLAN	918,020	3,022,444	-69.63%	9,201,223	17,679,756	-47.96%
TOTAL ROANOKE ISLAND	2,782,651	4,924,027	-43.49%	18,527,271	27,105,810	-31.65%
OTC UNATTRIBUTED	2,309,637	2,423,773	-4.71%	10,543,618	10,689,067	-1.36%
TOTAL	157,867,180	148,053,622	6.63%	648,251,713	678,556,929	-4.47%

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	YTD 2024	YTD 2023	% Increase
	AUGUST	AUGUST	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:						
RODANTHE - 15	741,926	864,807	-14.21%	3,370,473	3,499,319	-3.68%
WAVES - 19	780,833	793,570	-1.61%	3,548,366	3,468,733	2.30%
SALVO - 18	47,947	74,877	-35.97%	268,587	278,097	-3.42%
AVON - 1	2,378,146	2,725,389	-12.74%	11,483,871	12,495,409	-8.10%
BUXTON - 2	2,076,126	1,927,015	7.74%	9,801,143	9,961,842	-1.61%
FRISCO - 5	598,224	672,239	-11.01%	3,283,747	3,321,972	-1.15%
HATTERAS - 6	1,327,273	974,990	36.13%	5,785,362	4,988,737	15.97%
TOTAL HATTERAS ISLAND	7,950,475	8,032,887	-1.03%	37,541,549	38,014,109	-1.24%
NORTHERN BEACHES:						
DUCK - 21	7,471,472	7,518,712	-0.63%	32,412,810	33,089,214	-2.04%
SOUTHERN SHORES - 20	1,283,394	1,296,155	-0.98%	8,832,878	7,642,496	15.58%
KITTY HAWK - 8	7,624,387	6,739,490	13.13%	39,661,930	39,770,500	-0.27%
COLINGTON - 3	613,018	634,338	-3.36%	2,960,606	3,033,618	-2.41%
KILL DEVIL HILLS - 7	14,716,161	12,716,160	15.73%	78,656,221	73,621,761	6.84%
NAGS HEAD - 14	13,674,906	13,929,106	-1.82%	67,441,600	68,597,003	-1.68%
TOTAL NORTHERN BEACHES	45,383,338	42,833,961	5.95%	229,966,045	225,754,592	1.87%
ROANOKE ISLAND:						
MANTEO-TOWN - 10	3,205,044	2,907,579	10.23%	16,114,747	16,524,615	-2.48%
MANTEO-OUTSIDE - 11	577,230	607,064	-4.91%	3,777,655	3,535,642	6.84%
TOTAL ROANOKE ISLAND	3,782,274	3,514,643	7.61%	19,892,402	20,060,257	-0.84%
TOTAL	57,116,087	54,381,491	5.03%	287,399,996	283,828,958	1.26%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 9/30/24

	Jul - Sep 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	3,690,974.17	4,845,904.00	-1,154,929.83	76.2%
3040 · Meals Tax - 75%	1,309,363.86	2,216,141.00	-906,777.14	59.1%
3050 · Website Advertising	41,092.50	125,000.00	-83,907.50	32.9%
3210 · Interest Income	160,592.90	360,050.00	-199,457.10	44.6%
3220 · Other	0.00	1,000.00	-1,000.00	0.0%
Total Income	5,202,023.43	7,548,095.00	-2,346,071.57	68.9%
Gross Profit	5,202,023.43	7,548,095.00	-2,346,071.57	68.9%
Expense				
5000 · Director Compensation	4,275.00	17,100.00	-12,825.00	25.0%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	142.45	7,000.00	-6,857.55	2.0%
5003 · Directors & Officers Insurance	2,628.67	3,125.00	-496.33	84.1%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	251,410.38	1,085,900.00	-834,489.62	23.2%
5020 · Salaries (Part Time) Promotion	24,624.19	134,650.00	-110,025.81	18.3%
5025 · Salaries (Part Time) Welcome AB	24,096.81	119,100.00	-95,003.19	20.2%
5026 · Salaries (Part Time) Welcome RI	41,198.60	180,045.00	-138,846.40	22.9%
5030 · Payroll Taxes	25,879.80	124,070.00	-98,190.20	20.9%
5040 · Employee Insurance	62,192.50	179,900.00	-117,707.50	34.6%
5050 · Retirement	35,725.48	159,910.00	-124,184.52	22.3%
5055 · 401(k) Match	2,039.58	10,860.00	-8,820.42	18.8%
5060 · Workmens Compensation	2,082.44	2,385.00	-302.56	87.3%
5080 · Employee Relations	208.47	3,540.00	-3,331.53	5.9%
5090 · Training	1,076.37	13,340.00	-12,263.63	8.1%
5110 · Contracted Service	7,874.00	29,085.00	-21,211.00	27.1%
5140 · Audit	0.00	13,650.00	-13,650.00	0.0%
5170 · Other Professional Services	0.00	10,800.00	-10,800.00	0.0%
5180 · Legal	12,891.72	38,500.00	-25,608.28	33.5%
5185 · Research	96,012.00	188,500.00	-92,488.00	50.9%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	360,117.04	1,629,065.00	-1,268,947.96	22.1%
5502 · Advertising - Production Fee	190,926.00	190,000.00	926.00	100.5%
5510 · Advertising - Event Dev & Mktg	1,275.00	73,100.00	-71,825.00	1.7%
5515 · Advertising - Online	919,939.83	2,766,820.00	-1,846,880.17	33.2%
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	0.00	8,500.00	-8,500.00	0.0%
6100 · Familiarization Tours	24,166.82	110,000.00	-85,833.18	22.0%
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	118,564.38	832,000.00	-713,435.62	14.3%
6160 · Long Range Tourism Plan	16,647.25	275,000.00	-258,352.75	6.1%
6170 · Tourism Summit	4,057.24	27,500.00	-23,442.76	14.8%
6200 · Postage and Delivery	20,382.27	200,200.00	-179,817.73	10.2%
6300 · Travel	5,848.64	60,675.00	-54,826.36	9.6%
6305 · Vehicle Maintenance	131.95	3,000.00	-2,868.05	4.4%
6320 · Registrations	14,430.00	40,000.00	-25,570.00	36.1%
6340 · Travel Show Exhibit	0.00	5,000.00	-5,000.00	0.0%
6420 · Dues and Subscriptions	29,350.87	69,850.00	-40,499.13	42.0%
6440 · Insurance	29,109.00	40,510.00	-11,401.00	71.9%
6460 · Telephone	8,239.62	37,825.00	-29,585.38	21.8%
6500 · Equipment	3,025.83	31,200.00	-28,174.17	9.7%
6510 · Expendable Equipment	0.00	3,275.00	-3,275.00	0.0%
6530 · Technical Support	640.50	5,600.00	-4,959.50	11.4%
6580 · Utilities	4,674.29	18,360.00	-13,685.71	25.5%
6600 · Cleaning/maintenance supplies	5.91	2,600.00	-2,594.09	0.2%
6610 · Building Maintenance	20,676.79	37,000.00	-16,323.21	55.9%
6620 · Equipment Service Contracts	439.65	3,100.00	-2,660.35	14.2%
6640 · Equipment Rent	6,375.84	33,640.00	-27,264.16	18.8%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	2,251.63	23,025.00	-20,773.37	9.8%
6800 · Bank Service Charges	369.00	3,240.00	-2,871.00	11.4%
6810 · Web Site/Internet	7,440.65	52,000.00	-44,559.35	14.3%
Total Expense	2,397,314.46	8,998,865.00	-6,601,550.54	26.6%
Net Ordinary Income	2,804,708.97	-1,450,770.00	4,255,478.97	-193.3%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 9/30/24

	Jul - Sep 24	Budget	\$ Over Budget	% of Budget
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%
9990 · Unappropriated Fund Balance	0.00	1,812,315.00	-1,812,315.00	0.0%
Total Other Income	30,500.00	1,851,315.00	-1,820,815.00	1.6%
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	1,842.37	285,545.00	-283,702.63	0.6%
Total Other Expense	3,086.25	400,545.00	-397,458.75	0.8%
Net Other Income	27,413.75	1,450,770.00	-1,423,356.25	1.9%
Net Income	2,832,122.72	0.00	2,832,122.72	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 9/30/24

	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 September 2024

	Jul - Sep 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,230,324.72	1,615,301.00	-384,976.28	76.2%
3040 · Meals Tax	436,454.61	738,714.00	-302,259.39	59.1%
3210 · Interest	106,626.32	300,000.00	-193,373.68	35.5%
Total Income	1,773,405.65	2,654,015.00	-880,609.35	66.8%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	419,231.00	-419,231.00	0.0%
4525 · Event Site	0.00	8,454,015.00	-8,454,015.00	0.0%
4585 · Unappropriated Long-Term	0.00	600,560.00	-600,560.00	0.0%
Total 4000 · Long - Term Projects	0.00	9,473,806.00	-9,473,806.00	0.0%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	147,806.00	147,806.00	0.00	100.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path Hwy 12	0.00	118,855.00	-118,855.00	0.0%
4675 · TIG-Chicamacomico-1874 Station	0.00	115,000.00	-115,000.00	0.0%
4676 · TIG-Duck-Performance Space	0.00	13,549.00	-13,549.00	0.0%
4677 · TIG-Elizabethan Gardens-Pathway	0.00	50,000.00	-50,000.00	0.0%
4679 · TIG-KH-Hwy 158 Multi-Use Path	0.00	400,000.00	-400,000.00	0.0%
4680 · TIG-NH-E. Epstein Sidewalk	49,500.00	49,500.00	0.00	100.0%
4681 · TIG-NH-Governor St Access	0.00	60,477.00	-60,477.00	0.0%
4682 · TIG-NH-W Seachase Sidewalk	45,150.00	45,150.00	0.00	100.0%
4683 · TIG-N.E.S.T. - Signs	2,750.00	2,750.00	0.00	100.0%
4684 · TIG-NC Aquarium -Oyster Exhibit	0.00	121,845.00	-121,845.00	0.0%
4685 · TIG-OBCF-Community Terrace	0.00	85,000.00	-85,000.00	0.0%
4686 · TIG-OB Forever-Restrooms Lighth	0.00	125,000.00	-125,000.00	0.0%
4687 · TIG-RIFP - Loading Dock	0.00	75,000.00	-75,000.00	0.0%
4688 · TIG-Surf Ped-Everyone's Playgro	0.00	282,963.00	-282,963.00	0.0%
4999 · Unappropriated Funds	0.00	1,931,762.00	-1,931,762.00	0.0%
5140 · Audit	0.00	4,550.00	-4,550.00	0.0%
5160 · Fireworks	32,750.00	120,025.00	-87,275.00	27.3%
5170 · Traffic Control - Hwy 12 & 158	0.00	22,030.00	-22,030.00	0.0%
Total 4100 · Short-Term Projects	277,956.00	4,015,262.00	-3,737,306.00	6.9%
Total Expense	277,956.00	13,489,068.00	-13,211,112.00	2.1%
Net Ordinary Income	1,495,449.65	-10,835,053.00	12,330,502.65	-13.8%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	10,835,053.00	-10,835,053.00	0.0%
Total Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Income	1,495,449.65	0.00	1,495,449.65	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2023-2024

	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Balance 7/1/2024	Allocation 2024-2025	Allocation Paid	Allocation Transferred	Estimated Balance FY24-25
Short-term Projects									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806		(147,806)		0
TIG - Chicamacomico - 1911 Cookhouse	38,760		(38,760)		0				0
TIG - Town of NH - Epstein Street Beach Access	250,000		(250,000)		0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500		(127,500)		0				0
TIG - Dare County - Frisco Buxton Pathway	200,000			(200,000)	0				0
TIG - Duck - Ocean Crest Improvements	78,000		(78,000)		0				0
TIG - KDH - Wright Brothers Sidewalk	177,000		(177,000)		0				0
TIG - NH - Whalebone Park Restrooms	112,000				112,000				112,000
TIG - OB Forever - Weather Bureau Signal	34,595		(34,595)		0				0
TIG - OB Forever - Cape Hatteras Lighthouse Pat	132,000				132,000				132,000
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
TIG - Duck - Performance Space Improvements		13,549			13,549				13,549
TIG - Elizabethan Garden - Pathway to Discover		50,000			50,000				50,000
TIG - Frisco Native American - Education Bldg		39,300	(39,300)		0				0
TIG - KH - Hwy 158 Multi-Use Path		400,000			400,000				400,000
TIG - NH - E. Epstein Sidewalk		49,500			49,500		(49,500)		0
TIG - NH - Governor Street Beach Access		60,477			60,477				60,477
TIG - NH - W. Seachase Drive Access		45,150			45,150		(45,150)		0
TIG - NEST - Signs		2,750			2,750		(2,750)		0
TIG - NC Aquarium - Oyster Exhibits		121,845			121,845				121,845
TIG - OB Community Foundation - Community Terrace		85,000			85,000				85,000
TIG - OB Forever - Restrooms at Lighthouse Beach		125,000			125,000				125,000
TIG - RIFP - Concrete Loading Dock		75,000			75,000				75,000
TIG - SS - Walking Path W. Highway 12		118,855			118,855				118,855
TIG - Surf Ped Found - Everyone's Playground		282,963			282,963				282,963
Fireworks	76,581		(55,000)	60,025	81,606		(32,750)	60,000	108,856
Audit	190		(3,625)	3,435	0			4,550	4,550
Highway 158/Highway 12 Intersection	6,580		(4,550)	20,000	22,030			0	22,030
Unappropriated Funds	735,481	1,803,714		(1,467,849)	1,071,346	1,064,481		(64,550)	2,071,277
TOTAL SHORT TERM COMMITMENTS	2,291,493	3,388,103	(983,330)	(1,584,389)	3,111,876	1,064,481	(277,956)	0	3,898,402
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	2,712,292	(277,956)	0	13,372,208
Cash on Hand 9/30/24								Checking Savings	34,724 12,470,829
Total Cash on Hand									12,505,653
25% of Occupancy & Meals Income per Budget									
October									219,336
November									123,206
December									64,388
January									51,561
February									63,579
March									57,570
April									66,684
May									128,774
June									163,790
									938,888
Unappropriated Balances									72,333
Transfer from General Fund									
30% Short-term						2,605,667			
Amount over budget to short-term						706,205			
Short-term interest						251,651			
						108,626			
						1,064,481			
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 September 2024

	Jul - Sep 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	2,575.00	2,000.00	575.00	128.8%
3200 · Site Rental Income - Other	9,240.00	24,350.00	-15,110.00	37.9%
Total 3200 · Site Rental Income	11,815.00	26,350.00	-14,535.00	44.8%
3210 · Interest Income	476.93	500.00	-23.07	95.4%
3250 · Lease Income	17,143.05	52,700.00	-35,556.95	32.5%
9999 · Unappropriated Funds	0.00	30,380.00	-30,380.00	0.0%
Total Income	29,434.98	109,930.00	-80,495.02	26.8%
Expense				
5160 · Event Development & Marketing	2,155.86	50,000.00	-47,844.14	4.3%
5170 · Other Professional Services	0.00	55,000.00	-55,000.00	0.0%
6440 · Insurance	9,725.00	9,725.00	0.00	100.0%
6580 · Utilities	4,144.53	40,665.00	-36,520.47	10.2%
6610 · Repairs & Maintenance	50,751.70	220,015.00	-169,263.30	23.1%
6700 · Office Supplies	47.51	270.00	-222.49	17.6%
9990 · Unappropriated Other Expenses	4,939.07	20,000.00	-15,060.93	24.7%
Total Expense	71,763.67	395,675.00	-323,911.33	18.1%
Net Ordinary Income	-42,328.69	-285,745.00	243,416.31	14.8%
Other Income/Expense				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	285,545.00	-285,545.00	0.0%
Total Other Income	0.00	285,745.00	-285,745.00	0.0%
Net Other Income	0.00	285,745.00	-285,745.00	0.0%
Net Income	-42,328.69	0.00	-42,328.69	100.0%

DARE COUNTY TOURISM BOARD

30-Sep-24

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	M MARKET FIRST NATIONAL	CD'S SOUTHERN	CD'S PNC Bank	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	TOTAL
GENERAL FUND	66,836	7,870,309	861,603	1,140,128	2,881,333	0	1,033,161	1,055,175	1,860,895	3,119,300	19,888,740
RESTRICTED FUND	34,724	7,295,424			1,304,773	250,000	0	1,040,808	1,829,923	750,000	12,505,653
TRAVEL GUIDE	10,467										10,467
MERCHANDISE SALES	166,061										166,061
EVENT SITE FUND	507,710										507,710
TOTAL	785,798	15,165,733	861,603	1,140,128	4,186,106	250,000	1,033,161	2,095,983	3,690,818	3,869,300	33,078,630
TOTAL % EACH BANK	6.58%	45.85%	5.73%		24.35%			6.34%	11.16%		100.00%
INTEREST RATES	0.40%	5.22%	3.50%	3.15%	2.43%	0.00%	4.90%	4.4% & 4.65%	4.96%, 4.9%, 4.86%	5.15%, 5.09% & 4.5%	
TOTAL CHECKING & CD'S	33,078,630										
60% ALLOWED IN ANY BANK	19,847,178										
25% ALLOWED IN ANY ONE INV	8,269,658										
60% General Fund Reserved Balance is \$5,385,705.											
100% Restricted Fund Balance Restricted by House Bill 225											
											\$12,505,653

Marketing Dashboard

thru September 2024

	<u>FY 23/24</u>	<u>FY 22/23</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	13,375	8,294	5,081	61%
Completed Video Views	17,054,927	15,611,844	1,443,083	9%
Website Sessions	1,514,923	1,295,381	219,542	17%
Online Communities				
Email Subscribers	102,399	108,187	-5,788	-5%
Facebook	714,000	714,000	0	0%
X (Twitter)	40,870	41,000	-130	0%
Instagram	131,867	130,738	1,129	1%
Pinterest	23,600	23,500	100	0%
TikTok	<u>99,900</u>	<u>91,000</u>	<u>8,900</u>	<u>10%</u>
Online Communities Subtotal	1,112,636	1,108,425	4,211	0%



OBVB Marketing Dashboard - Prepared by Hoffman York

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

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

September 2024 Highlights

- **Paid Media:** Total impressions and video views delivered in September were up YoY, +59% and +44% respectively.
 - Continuity:
 - Hopper + Capital One launched on 9/9 and 9/16, respectively, focused on driving Fall / early Winter hotel bookings through exclusive promotions. Since launch the promotions generated 44 hotel bookings with an average 12-day advance for a 2:1 ROAS.
 - Native Display supported Trip Tips, Lodging Promos, After Summer Fun, and Trip Packages. Across all creatives, site engagement rate was an average of 90%, a 35% jump over August! After Summer Fun achieved the highest CTR at 0.46% and the most efficient CPC at \$1.90. However, Trip Tips provided the longest session duration FYTD, with an average of 2 minutes and 15 seconds spent on the site.
 - Fall: All streaming TV and high-impact media were completed by the end of the month. Our State custom content campaign, native display, and streaming video boosts will remain live through October.
 - Our State: Love Outer Banks Like a Local article launched on August 26 and has received over 236K promotional impressions from Our State's social and eNewsletters resulting in 3.1K page views to-date with an average time spent of 1:06. The Custom Giveaway launched on September 16 and has generated 2.8K entries from 52K promotional impressions and 4.6K landing page vies.
 - Peacock Pause Ad on-screen QR code garnered 2.4K site sessions and a 64% site engagement rate, a 12% increase over August.
- **Website:** Total website sessions were up 18% over September 2023, however, were down 16% after a strong August. The MoM decrease was largely driven by a 38% decrease in Organic Search sessions.
 - September garnered 1.4K Travel Guide Request events, over half came from from Google Native guidebook efforts.
 - Among the top 20 pages, /plan-your-trip/offers-and-packages/ showed a 52% increase over August, about half coming from Paid Social.
- **Email:** In September, 123K total emails were sent across the consumer marketing contact sublists and various workflow audiences with an overall 17% open rate, 17% CTR (opens), and a 0.48% bounce rate.
 - The September 2024 OBX monthly email titled, "Slow Down this Fall on the OBX" had a 17% open rate and 13% CTR (opens). The "Fall into vacation mode with these special offers" CTA button received 14% of clicks followed by the "Travel Packages" clickable photo with 13%.
 - The September 2024 OBX Fishing email titled "Fall Fishing Returns to the OBX" was also sent out to the Fishing list this month and provided a 13% open rate and 19% CTR (opens). The majority of clicks came from the "Places to Stay" clickable photo with 16.5%.
- **Zartico:** Data is collected and available through August. August spending is up 3% YoY and FYTD to up 2% YoY. DMAs driving the increased August spend YoY include Washington DC (+7%), Philadelphia (+11%), Baltimore (+15%), and Pittsburgh (+22%)
 - *Note: Following conversations with Zartico on optimal data presentation, the key spend metric is updated to "Normalized Spend" to account for any irregularities or outliers in the tracked spend data that was historically reported on.*
- **KeyData:**
 - Short Term Rentals: Compared to September 2023, Adj. Paid Occupancy was down about 5%. Looking ahead, December occupancy is forecasted to be above 2023 while October and November are both down.
 - In September, top 4 states (Virginia, Pennsylvania North Carolina, and New York) accounted for over half (53%) of total rent. Midwest states such as Ohio, Illinois, Michigan and Indiana saw sizable increases over last month.
 - Hotels: Compared to September 2023, Paid Occupancy was up about 3%, however, revenue was down about 6%. Looking ahead, October - December occupancy and revenue are currently pacing behind vs. this time last year.
 - *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 August 2024 is available. Tracked spend in August is nearly flat YoY, FYTD spend is down 2% YoY.

Dashboard was updated on 10/9/24. Data is reviewed and validated through - Media, Email, and Website: 9/30/24; Zartico: 8/30/24, Visa: 8/30/24, KeyData Short Term Rentals: as of 10/7/24 (FY24-25) vs 10/9/23 (FY23-24), KeyData Hotel: as of 10/2/24 (FY24-25) vs. 10/4/23 (FY23-24).

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

44,010,846

(34,442,830)

Monthly Impressions v. Previous Year

Impressions



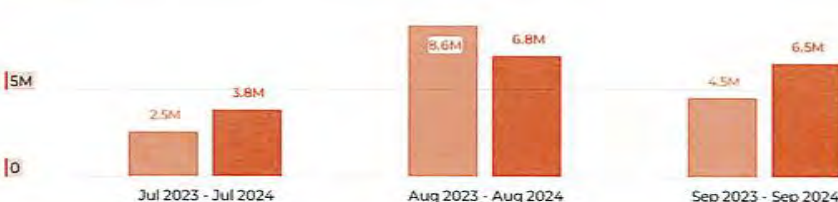
FYTD: Video Views

17,054,927

(15,611,844)

Monthly Video Views v. Previous Year

Video Views



Email Marketing

FYTD: Email Opens

60,295

(74,524)

Monthly Email Opens v. Previous Year

Email Opens



Outerbanks.org

FYTD: Website Sessions

1,514,923

(1,295,381)

Monthly Website Sessions v. Previous Year

Sessions



Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

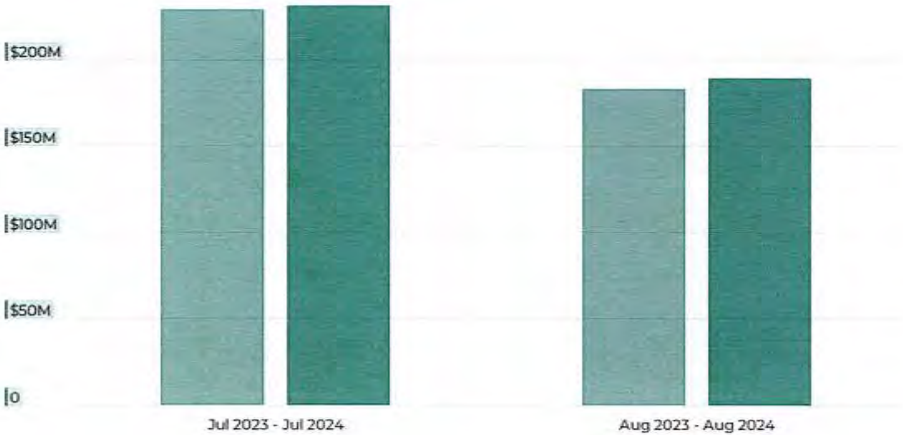
\$419,495,141 ▲ 2%
(Custom Range: \$411,338,868)

FYTD: Visa Tracked Spend

\$145,140,590 ▼ -2%
(Custom Range: \$148,029,545)

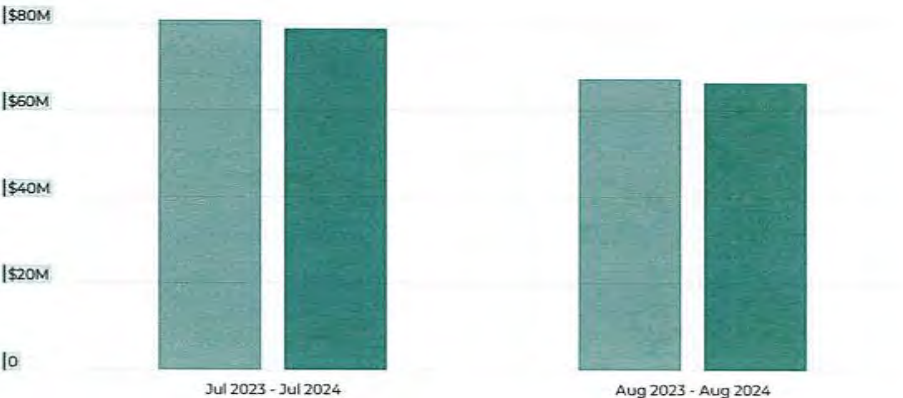
Zartico Monthly Spend v. Previous Year

Tracked Spend



Visa Monthly Tracked Spend v. Previous Year

Tracked Spend



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

KeyData Rental Data

Short Term Rentals

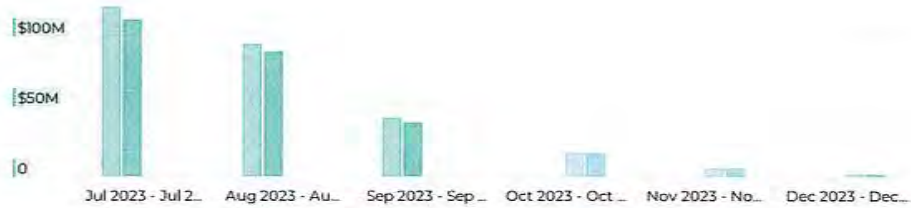
FYTD: Total Revenue (Nightly)

\$237,325,043 ▼

(\$255,561,261)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 10/7/24 vs. 10/9/23



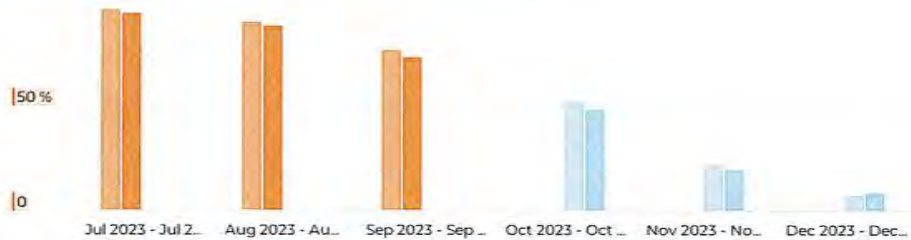
FYTD: Adj. Paid Occupancy %

84 % ▼

(87 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 10/7/24 vs. 10/9/23



Hotels

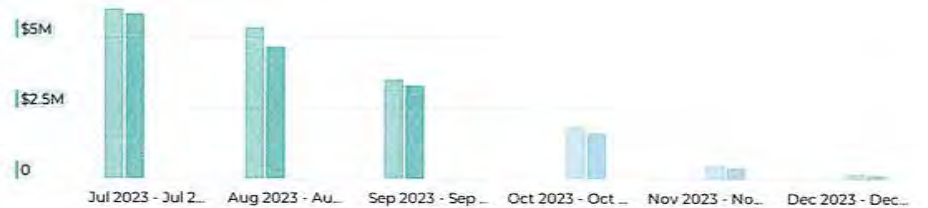
FYTD: Total Revenue

\$13,754,323 ▼

(\$14,786,047)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 10/2/24 vs. 10/4/23



FYTD: Paid Occupancy %

80 % ▼

(83 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 10/2/24 vs. 10/4/23



Section II: Website

Reviews key KPIs/events tracked and website content viewed

Outerbanks.org Page Views

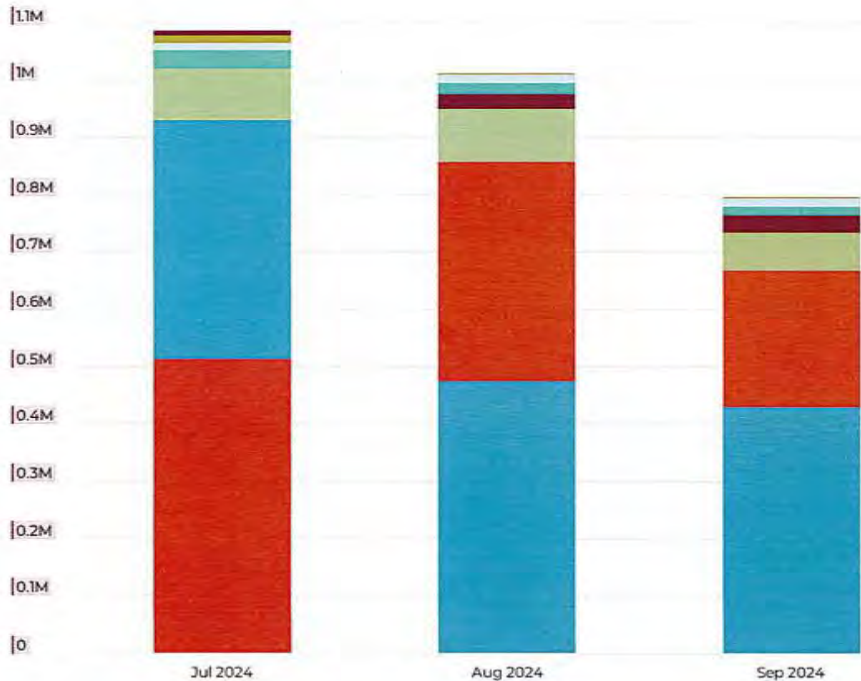
FYTD: Total Page Views

2,892,324 ▲ 2%
(2,840,373)

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 ↓	Δ Diff
/plan-your-trip/?rwd=l/	105,474	▲ 8% (8,121)
/places-to-stay/vacation-rentals/	72,510	▼ -20% (-17,580)
/plan-your-trip/towns-and-villages/	36,356	▼ -25% (-12,237)
/	34,407	▼ -34% (-17,386)
/blog/post/	27,555	▼ -21% (-7,275)
/plan-your-trip/travel-guide/	26,602	▼ -39% (-17,359)
/firedupforfall/	23,799	▼ -16% (-4,666)
/plan-your-trip/webcams/	23,177	▼ -26% (-7,966)
/plan-your-trip/offers-and-packages/	21,414	▲ 52% (7,285)
/plan-your-trip/	19,225	▲ 9% (1,664)
/things-to-do/attractions/	15,149	▼ -32% (-7,220)
/things-to-do/?view=list&sort=quali...	14,986	▼ -40% (-9,803)
/things-to-do/water-activities/	14,430	▼ -37% (-8,314)
/things-to-do/	12,598	▼ -35% (-6,828)
/plan-your-trip/getting-here-and-ar...	12,471	▼ -43% (-9,252)
/places-to-stay/campgrounds-and-...	12,391	▼ -24% (-3,842)
/plan-your-trip/beaches/	11,870	▼ -49% (-11,588)
/plan-your-trip/trip-ideas/	11,314	▼ -33% (-5,537)
/places-to-stay/?view=list&sort=qua...	10,288	▼ -6% (-602)
/things-to-do/land-activities/	8,446	▼ -33% (-4,170)

1 - 20 of 20 items

← → ↺ ↻

Outerbanks.org KPIs (Events)

FYTD: Key Events

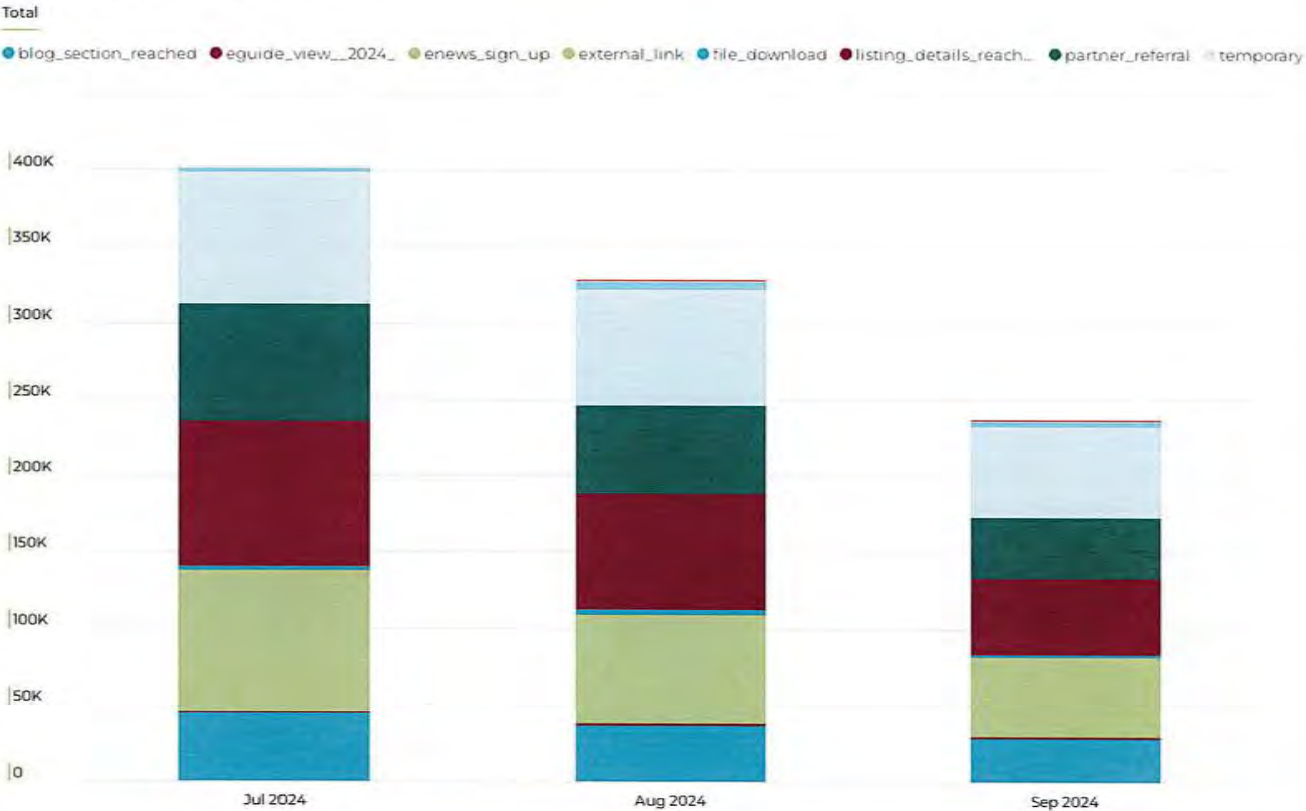
967,647

Monthly Key Events v. Previous Month

Event	#	Total ↓	Δ	Diff
temporary_goal_...	59,998	▼ -21% (-16,077)		
external_link	49,467	▼ -29% (-19,852)		
listing_details_reac...	49,380	▼ -36% (-27,342)		
partner_referral	40,069	▼ -30% (-17,255)		
blog_section_reach...	28,495	▼ -20% (-7,287)		
travel_guide_request	3,166	▼ -28% (-1,209)		
file_download	2,268	▼ -29% (-935)		
enews_sign_up	1,803	▲ 10% (167)		
eguide_view__2024_	1,102	▼ -32% (-525)		
view_search_results	630	▼ -30% (-273)		
vimeo_video	564	▼ -29% (-235)		
Total	236,942	▼ -28% (-90,823)		

1 - 11 of 11 items

Total Key Events by Month



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

Section III: Feeder Market Trends

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

Domestic Geographic Data

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

State	# KeyData	Δ Diff	# Organic Sessions	Δ Diff
Virginia	\$11,323,385	▼ -48%	22,005	▼ -37%
Pennsylvania	\$8,686,778	▼ -45%	6,797	▼ -40%
North Carolina	\$4,298,733	▼ -6%	18,872	▼ -26%
New York	\$3,843,660	▼ -34%	8,784	▼ -47%
Maryland	\$3,727,200	▼ -67%	3,579	▼ -45%
Ohio	\$3,275,179	▲ 23%	3,878	▼ -33%
West Virginia	\$2,158,666	▲ 26%	1,049	▼ -35%
New Jersey	\$2,055,429	▼ -64%	1,714	▼ -54%
Massachusetts	\$986,786	▼ -2%	1,865	▼ -57%
Illinois	\$816,961	▲ 153%	2,714	▼ -34%
Michigan	\$792,842	▲ 77%	2,106	▼ -40%
Indiana	\$725,570	▲ 324%	1,697	▼ -37%
Florida	\$701,013	▼ -8%	9,115	▼ -38%
Connecticut	\$698,695	▼ -46%	775	▼ -50%
Georgia	\$666,537	▲ 475%	7,766	▼ -39%
Tennessee	\$665,683	▲ 235%	2,525	▲ 0%
South Carolina	\$611,619	▲ 48%	1,735	▼ -33%
Kentucky	\$600,565	▲ 307%	1,208	▼ -33%
California	\$502,175	▲ 134%	2,307	▼ -41%
Texas	\$488,569	▲ 90%	2,356	▼ -29%
Delaware	\$469,695	▼ -60%	455	▼ -39%
New Hampshire	\$442,642	▲ 174%	500	▼ -40%
Wisconsin	\$384,622	▲ 69%	603	▼ -32%
Vermont	\$327,681	▲ 356%	243	▼ -31%
Colorado	\$308,333	▲ 39%	972	▼ -21%
Maine	\$306,793	▲ 667%	509	▼ -37%
Missouri	\$288,501	▲ 257%	634	▼ -32%
Total	\$52,326,105	▼ -33%	113,875	▼ -37%

KeyData Short Term Rental Total Rent

Outerbanks.org Organic Search Visits

Zartico Normalized Visitor Spend

FYTD: Top 50 Cities

City	State	# Total Rent ↓
--	Virginia	\$2,351,743
Pittsburgh	Pennsylvania	\$2,213,851
Richmond	Virginia	\$2,160,605
Alexandria	Virginia	\$1,787,708
Mechanicsville	Virginia	\$1,661,927
Midlothian	Virginia	\$1,604,512
Fredericksburg	Virginia	\$1,387,585
Chesapeake	Virginia	\$1,372,436
Virginia Beach	Virginia	\$1,357,636
Williamsburg	Virginia	\$1,318,619
Fairfax	Virginia	\$1,314,277
Charlottesville	Virginia	\$1,301,905
Arlington	Virginia	\$1,257,212
Raleigh	North Carolina	\$1,133,947
Ashburn	Virginia	\$1,087,908
Glen Allen	Virginia	\$1,056,502
Washington	District of Columbia	\$1,046,826
Leesburg	Virginia	\$1,024,681
Manassas	Virginia	\$953,535
Vienna	Virginia	\$904,291
Frederick	Maryland	\$850,688
Herndon	Virginia	\$813,315
Silver Spring	Maryland	\$764,887
Springfield	Virginia	\$739,405
Winchester	Virginia	\$733,788
Philadelphia	Pennsylvania	\$728,995
York	Pennsylvania	\$710,427
Annapolis	Maryland	\$704,809
Chesterfield	Virginia	\$692,218
Yorktown	Virginia	\$681,578
Roanoke	Virginia	\$666,161
Centreville	Virginia	\$663,948

1 - 50 of 50 items

FYTD: Top 50 Cities

City	State	# Visits ↓
Ashburn	Virginia	37,534
New York	New York	32,797
Atlanta	Georgia	26,571
--	Florida	25,265
Chicago	Illinois	8,538
Roanoke	Virginia	8,460
--	North Carolina	8,226
Virginia Beach	Virginia	8,097
Philadelphia	Pennsylvania	7,309
Baltimore	Maryland	7,198
Raleigh	North Carolina	7,163
Charlotte	North Carolina	6,917
--	Virginia	6,885
Kill Devil Hills	North Carolina	6,560
Boston	Massachusetts	6,206
Washington	District of Columbia	5,883
--	Pennsylvania	4,722
Nags Head	North Carolina	4,702
Orlando	Florida	3,842
Dallas	Texas	3,546
Miami	Florida	3,383
Reston	Virginia	2,983
Kitty Hawk	North Carolina	2,820
Jet	Oklahoma	2,804
Corolla	North Carolina	2,705
Pittsburgh	Pennsylvania	2,156
Richmond	Virginia	2,107
Los Angeles	California	2,055
Manteo	North Carolina	1,968
--	New Jersey	1,946
Norfolk	Virginia	1,754
--	Georgia	1,751

1 - 50 of 50 items

FYTD: States

State	# Visitor Spend ↓
Virginia	\$237,857,446
Pennsylvania	\$82,727,329
North Carolina	\$58,147,272
Maryland	\$38,299,547
New York	\$18,003,280
New Jersey	\$15,721,771
West Virginia	\$13,786,594
Ohio	\$11,634,370
Florida	\$9,045,494
South Carolina	\$4,803,239
Tennessee	\$4,468,160
Indiana	\$4,101,956
Connecticut	\$3,589,731
Massachusetts	\$3,466,123
Delaware	\$2,710,155
Texas	\$2,668,097
California	\$2,535,593
Michigan	\$2,233,780
Georgia	\$1,873,936
Illinois	\$1,758,724
Wisconsin	\$1,667,720
District of Columbia	\$1,645,420
Washington	\$1,586,064
Vermont	\$1,523,295
Kentucky	\$1,497,836
Oregon	\$1,174,276
Colorado	\$1,173,583
Rhode Island	\$1,106,242
New Hampshire	\$1,040,631
Minnesota	\$893,409
Missouri	\$845,856
Iowa	\$837,612

1 - 50 of 50 items

Section IV: HY Managed Media

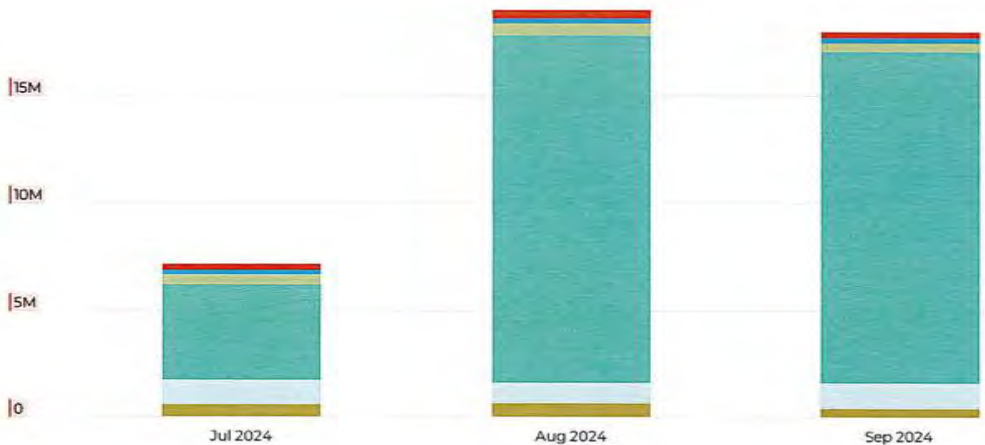
Reviews topline delivery metrics for HY managed paid media campaigns and ORVR's email marketing efforts.

Paid Media Campaigns (HY Managed)

Impression Delivery Trends by Campaign

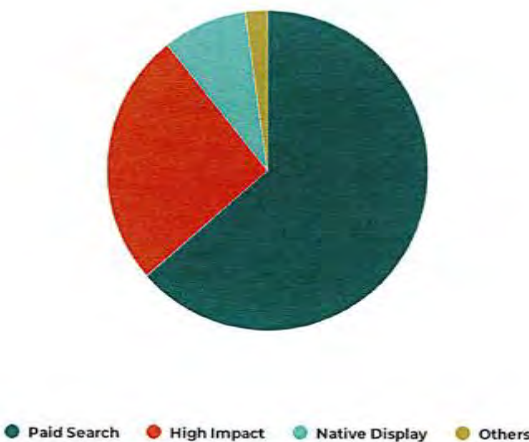
Impressions

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
After Summer Fun (Septem...	149,832	0.46 %	\$1.90
Trip Tips (September)	129,479	0.45 %	\$2.12
Trip Packages (September)	91,013	0.41 %	\$2.36
Lodging Promos (September)	69,505	0.43 %	\$2.27
Total	439,829	0.44 %	\$2.11

1 - 4 of 4 items

Performance Trends

CTR CPC



Email Marketing

FYTD: Sends

436,208

(573,544)

FYTD: Open Rate

13.87 %

(13.90 %)

FYTD: Clicks

9,942

(11,035)

FYTD: CTR (Opens)

16.49 %

(14.89 %)

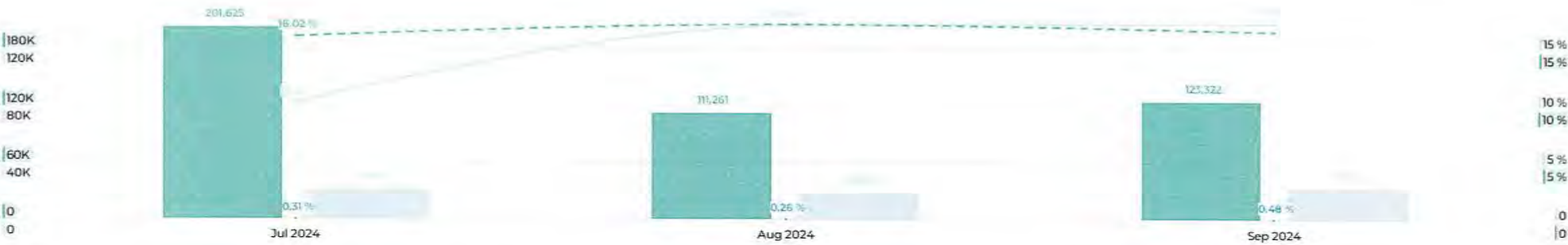
New Subscribers - Month Of

5,044

(5,418)

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
September 2024 OBX Email	102,754	17,289	2,255	16.88 %	13.04 %	0.35 %
September 2024 OBX Fishing...	10,634	1,388	268	13.10 %	19.31 %	0.33 %
Welcome Email Workflow	4,241	1,124	527	27.77 %	46.89 %	4.57 %
Family Workflow 3.0	1,136	269	94	23.70 %	34.94 %	0.09 %
Foodie Workflow 3.0	1,068	285	131	26.69 %	45.96 %	0.00 %
Art, History and Culture Wor...	893	205	53	22.96 %	25.85 %	0.00 %
Birding Workflow	693	134	36	19.36 %	26.87 %	0.14 %
Active Vacationer Workflow 3...	615	115	33	18.82 %	28.70 %	0.65 %
Fishing Workflow 3.0	553	119	30	21.52 %	25.21 %	0.00 %
Surfing Workflow	402	71	12	17.71 %	16.90 %	0.25 %
Camping/RV Workflow 3.0	333	54	17	16.22 %	31.48 %	0.00 %
Total	123,322	21,053	3,456	17.15 %	16.42 %	0.48 %



Executive Summary

Drive Awareness

KPI: Impressions

Performance As Of:	Sep 2024	Sep 2023	Base Goal	Stretch Goal
Current Month	3,544,191	6,521,931	4,486,733	6,730,099
Cumulative Fiscal	9,800,738	12,594,757	10,343,073	15,514,610
Cumulative % To Target		78%	95%	63%

Drive Intent

KPI: Website Sessions Referred by Social Sources

Performance As Of:	Sep 2024	Sep 2023	Base Goal	Stretch Goal
Current Month	21,747	32,601	28,656	42,983
Cumulative Fiscal	50,885	70,470	55,482	83,222
Cumulative % To Target		72%	92%	61%

Engage

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

Performance As Of:	Sep 2024	Sep 2023	Base Goal	Stretch Goal
Current Month	643,653	2,424,881	1,118,178	1,677,267
Cumulative Fiscal	1,640,956	3,120,711	2,341,437	3,512,156
Cumulative % To Target		53%	70%	47%

Convert

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

Performance As Of:	Sep 2024	Sep 2023	Base Goal	Stretch Goal
Current Month	1,704	1,876	1,455	2,328
Cumulative Fiscal	4,271	3,771	2,686	4,298
Cumulative % To Target		113%	159%	99%

Key Messaging:

- Packages & Offers, Heroes of the OBX, Jockey's Ridge Sandcastle

Performance Overview:

- Impressions and Traffic performed slightly below monthly projections due to increased costs. The Awareness campaign performed within the anticipated CPM, but the conversion campaigns – which exceeded the monthly goal and are trending just 1% away from stretch goal projections – performed at a higher CPM than projected. Rising costs are likely a factor of increased competition during the election season and will likely remain elevated going into the holiday season as well. Ignite Social Media will continue to monitor costs and adjust campaigns where needed.
- This month saw a stand-out performance from a piece of content highlighting the Jockey's Ridge sandcastle. Engagement was high on the content across platform and users chimed in to talk about when they played on the course back in the day.

Next Steps & Recommendations:

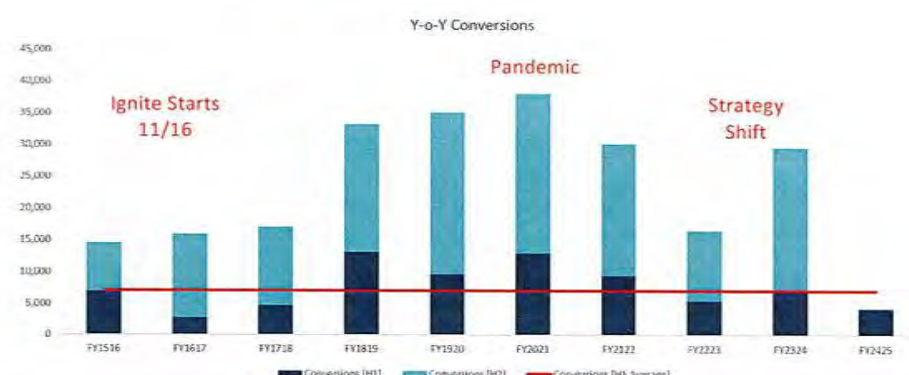
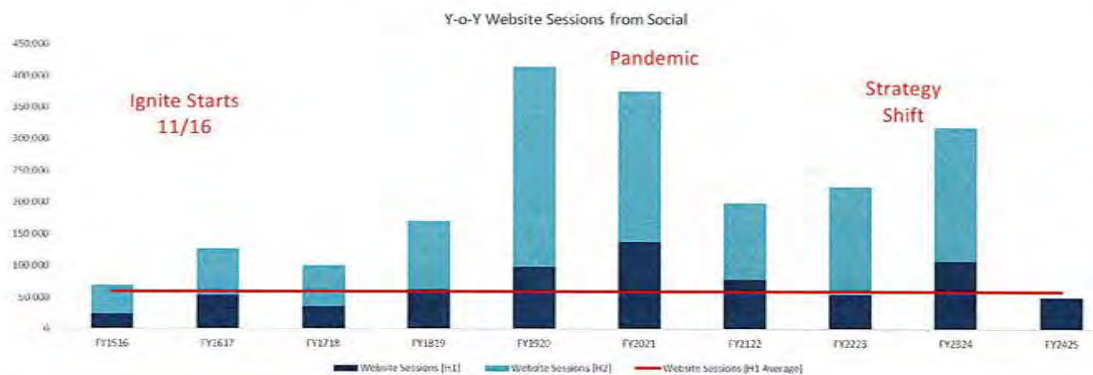
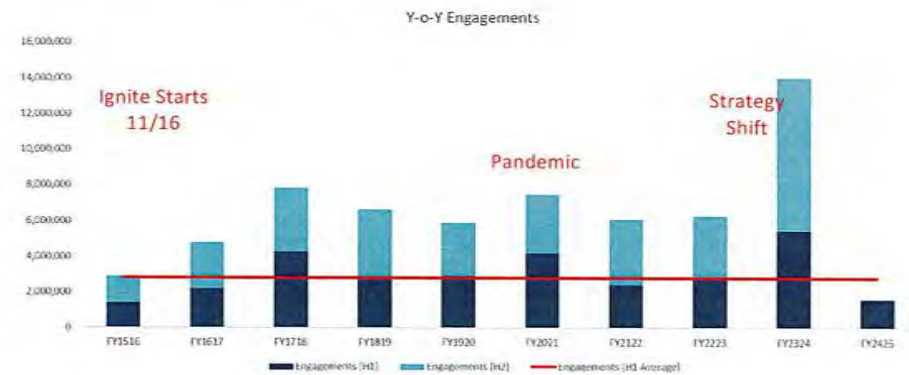
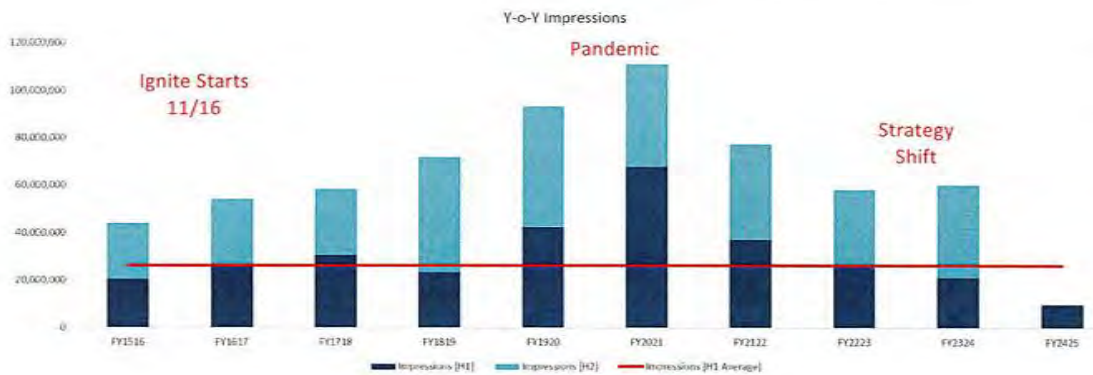
- Upcoming planned UGC videos will feature landmarks and landscapes more prominently than people as those will likely resonate with the audience more.
- After a lighter month of video content, more video content is being developed for upcoming content calendars to bolster engagements.



OBX Social Performance FY15/16 – FY23/24

H1: July – December
H2: January – July

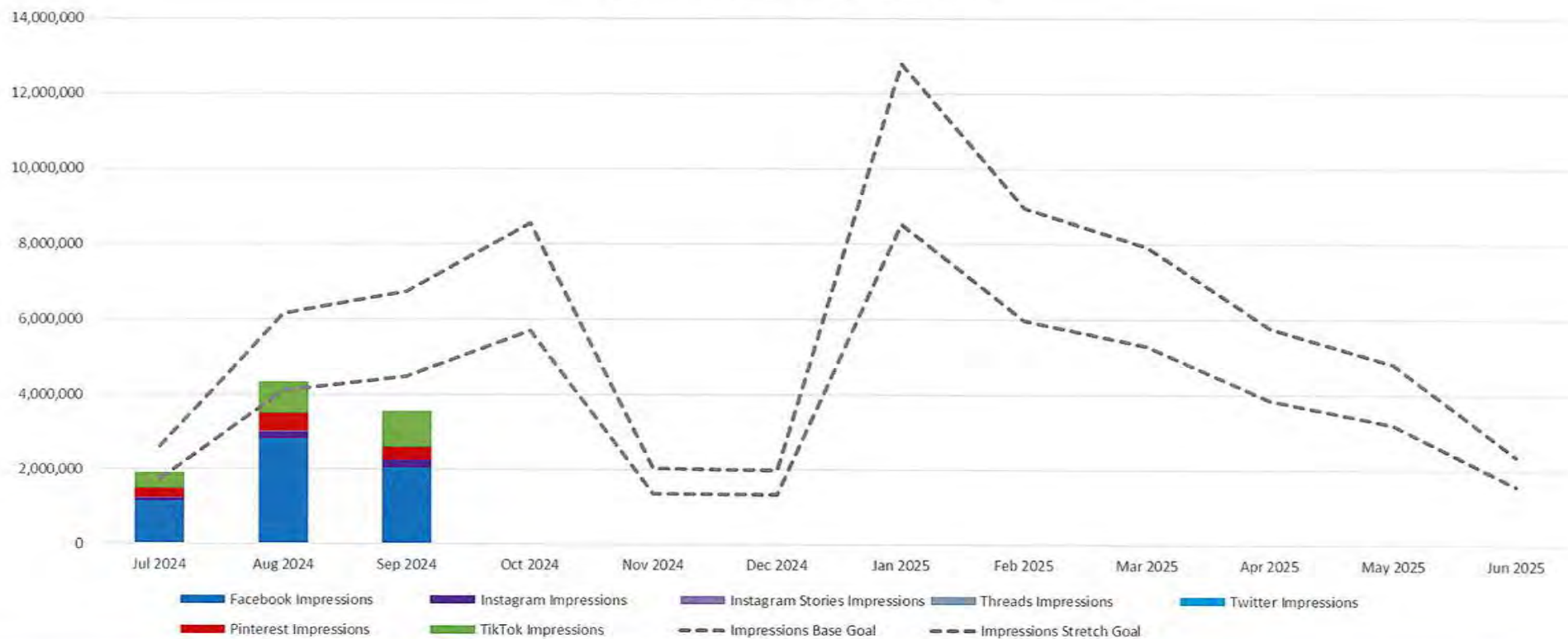
FY2425 data pictured below represents July 2024 – September 2024





Connect M-o-M

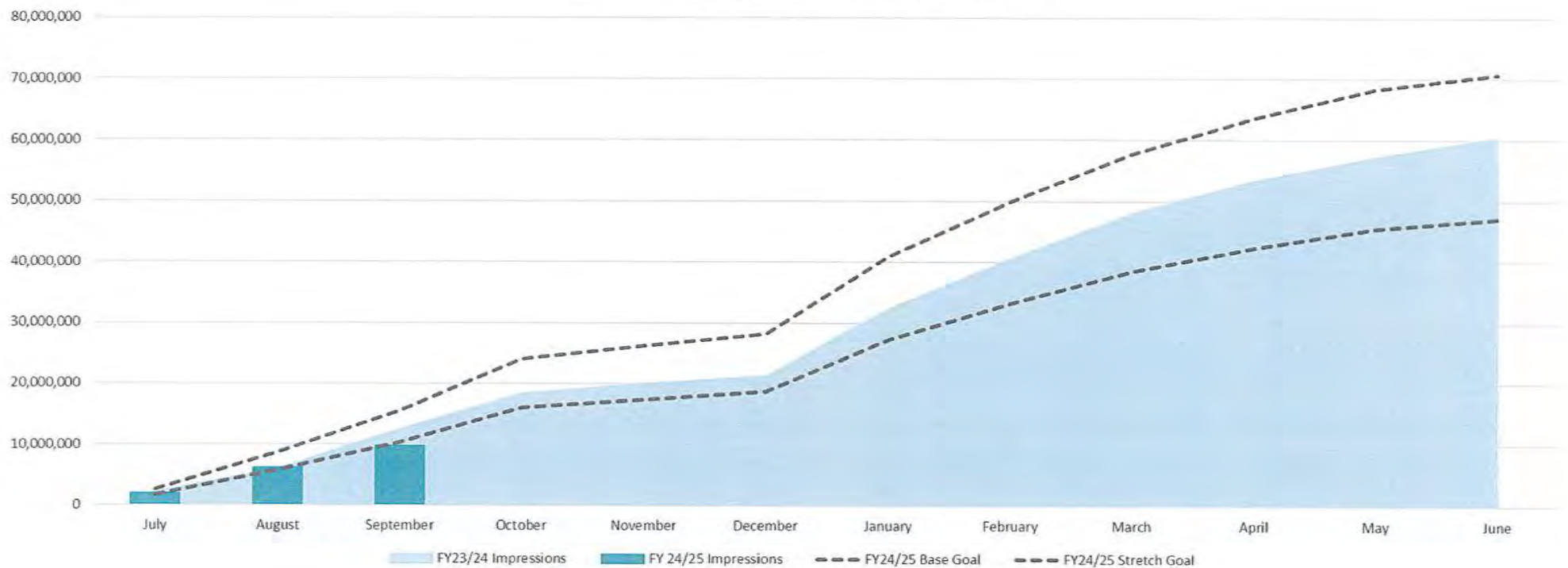
Impressions By Channel vs. Trend To Goal





Connect [Cumulative Performance]

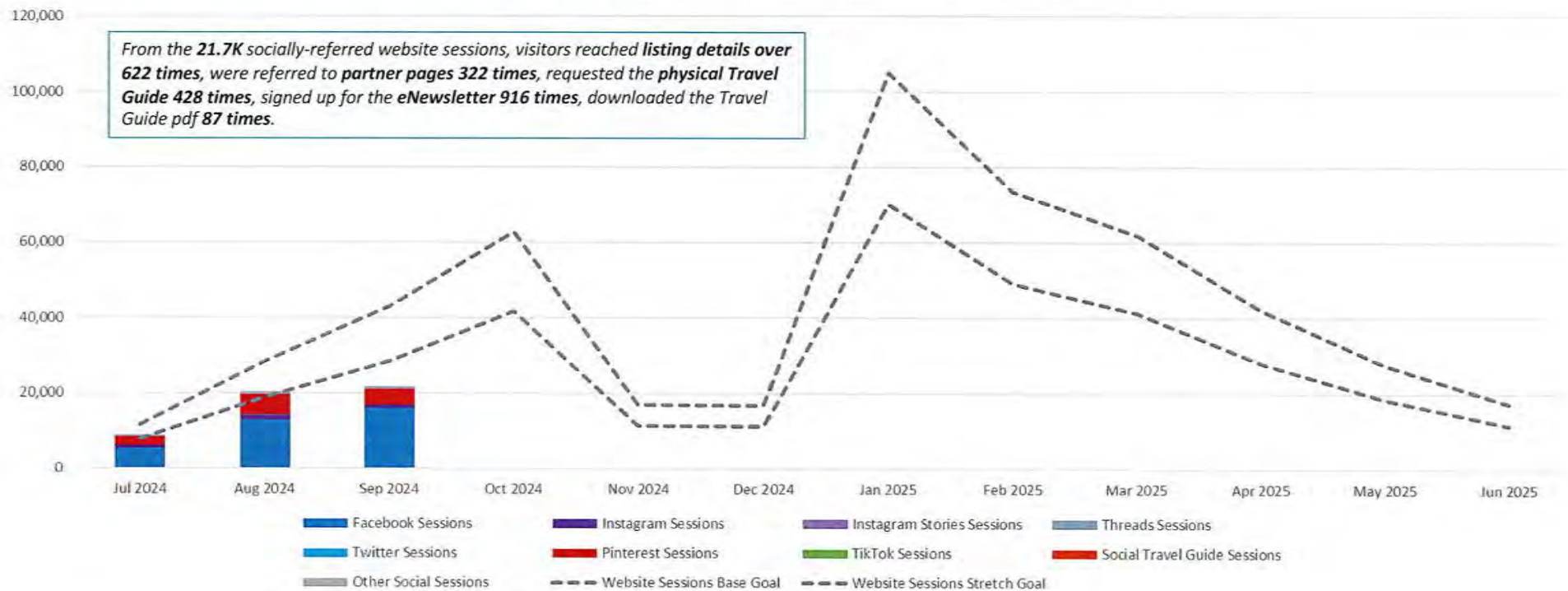
Cumulative Impressions Performance To Goal





Drive Intent

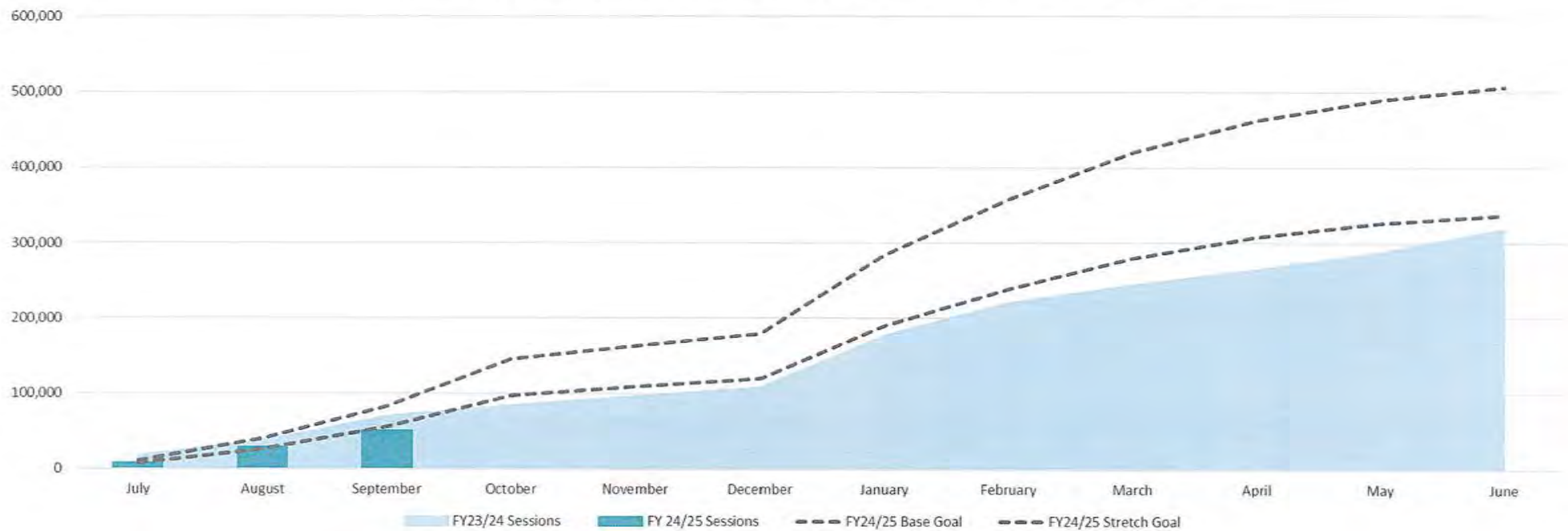
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

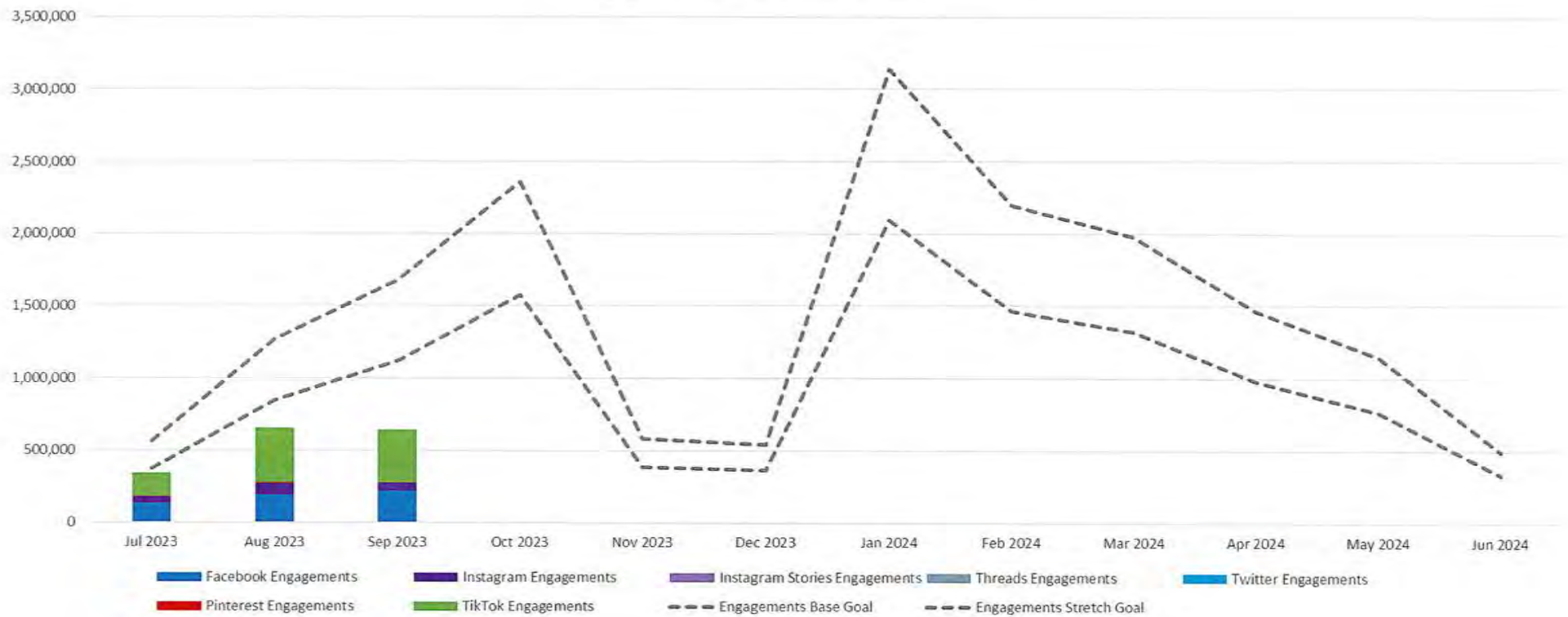
Cumulative Website Sessions Referred from Social Channels Performance To Goal





Engage

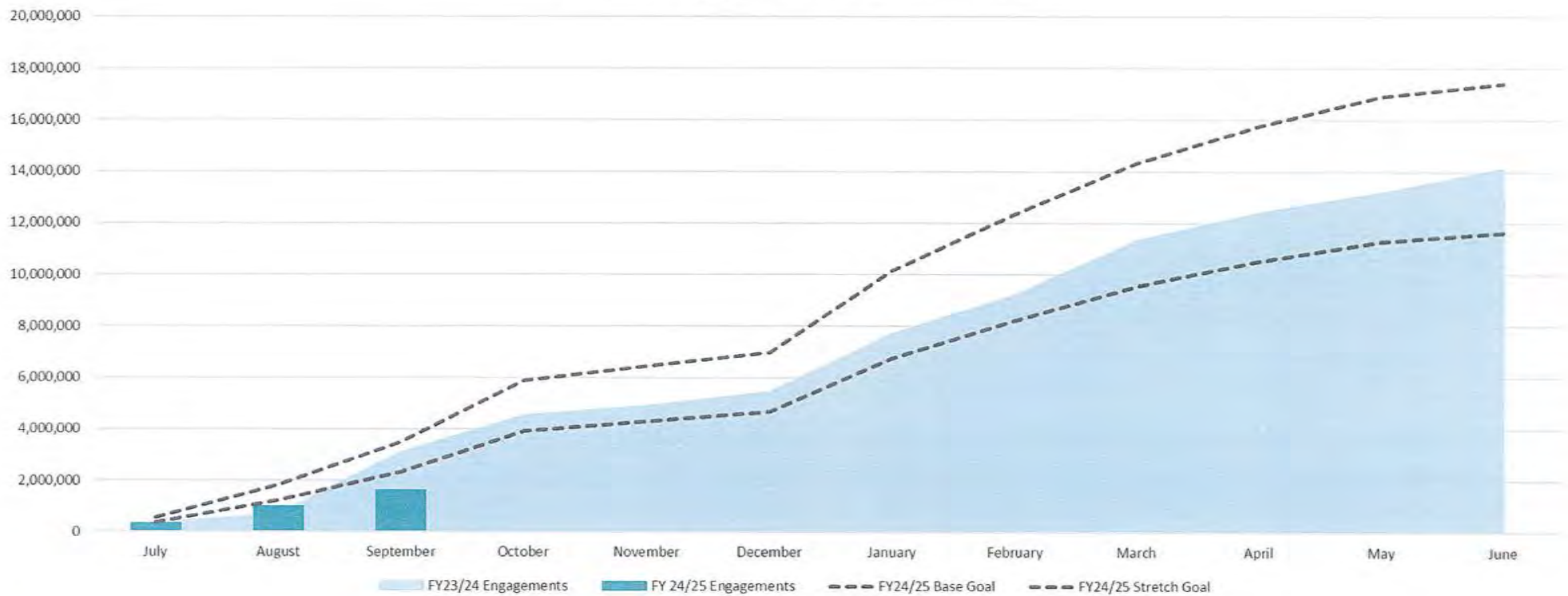
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

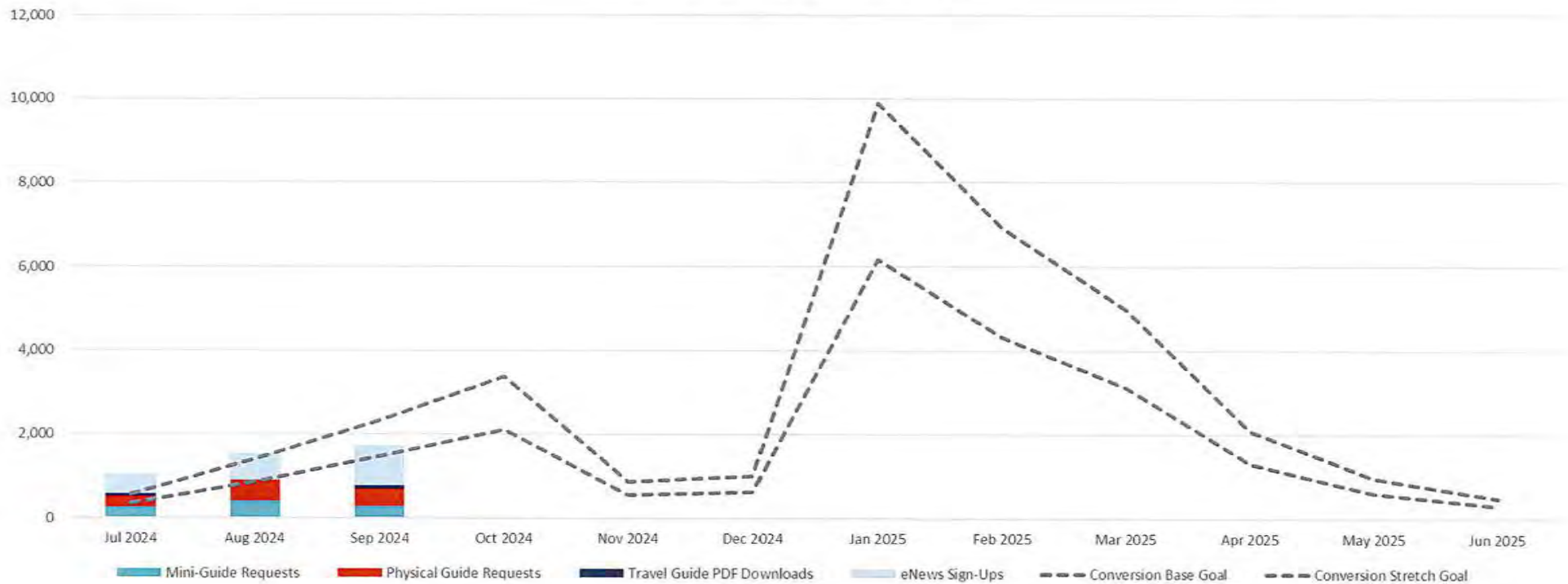
Cumulative Engagements Performance To Goal





Convert

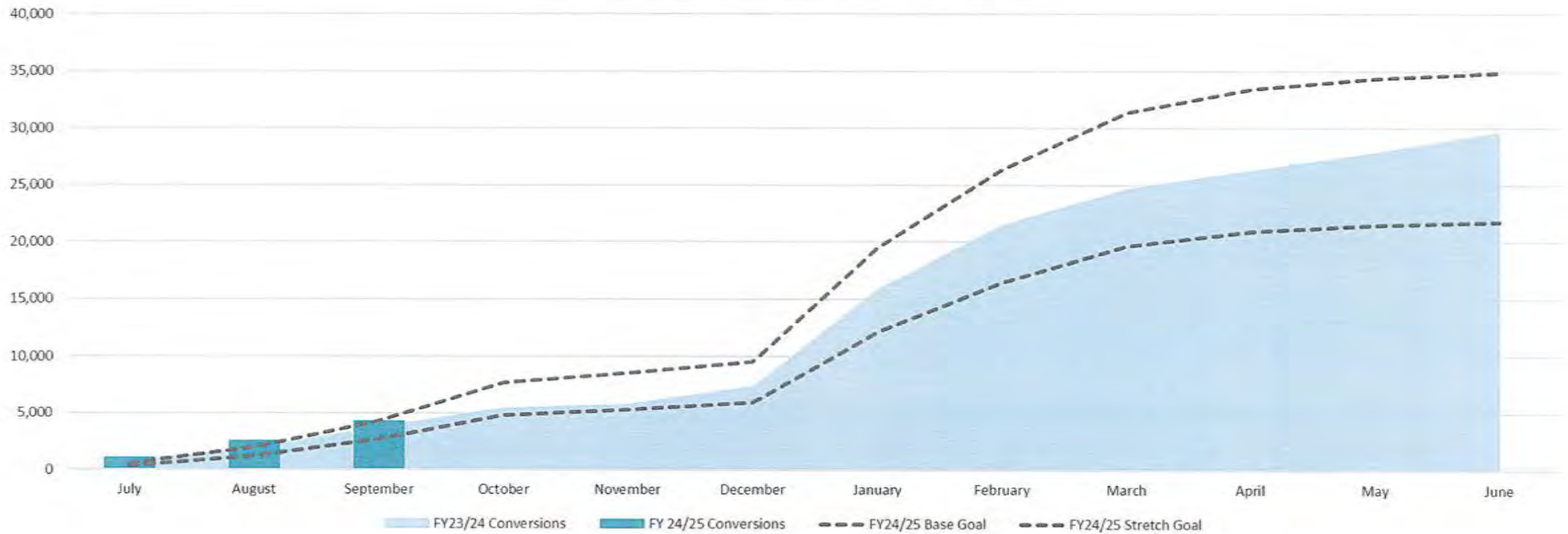
Conversions By Type vs. Trend to Goal





Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal



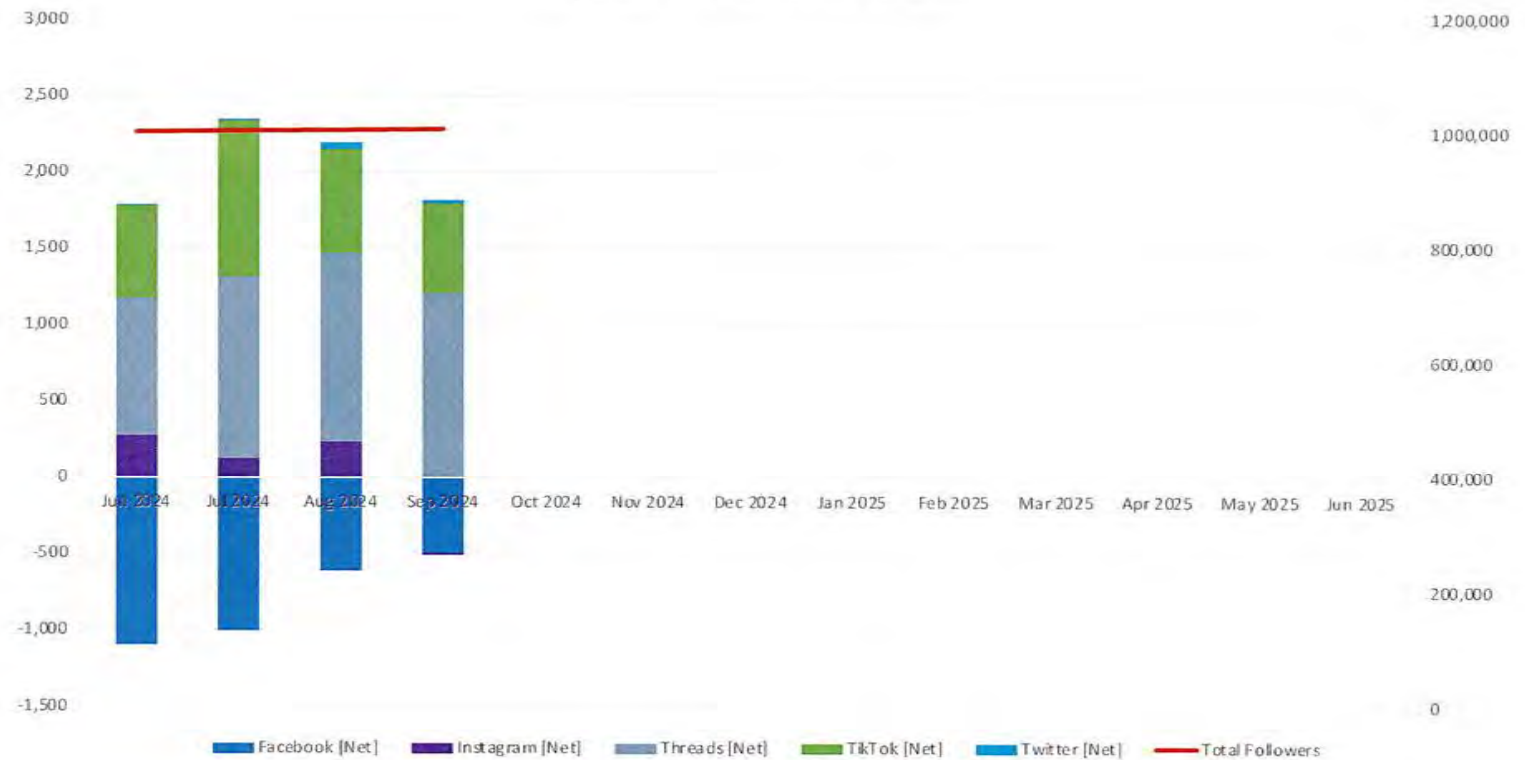


Engage - Community Growth

Highlights:

- While net growth decreased slightly, so did overall attrition, primarily on Meta.

Social Following Across Platforms



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	
November	7,586	11,339	11,161	11,450	
December	6,358	8,064	9,038	8,141	
<i>YTD</i>	28,423	285,478	273,448	293,287	283,375
TOTAL	57,832	323,761	312,335	329,354	283,375

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	
November	closed	closed	closed	closed	
December	closed	closed	closed	closed	
<i>YTD</i>	0	18,584	17,211	21,190	28,325
TOTAL	0	26,205	17,830	22,586	28,325

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	
November	167,925	161,115	146,133	152,275	
December	91,064	106,943	83,710	86,548	
<i>YTD</i>	2,126,770	2,663,001	2,402,866	2,359,123	2,298,288
TOTAL	2,645,377	3,206,056	2,862,844	2,826,169	2,298,288

Visitation Figures at Key Sites

2020-2024

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	
November	1,130	21,308	18,697	19,075	
December	656	13,325	10,632	10,952	
<i>YTD</i>	138,537	368,952	328,735	309,025	268,682
TOTAL	142,502	448,866	394,632	376,758	268,682

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	
November				5,775	
December				n/a	
<i>YTD</i>				36,275	34,898
TOTAL				45,462	34,898

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	
November	11,524	12,973	13,732	13,860	
December	9,310	10,004	15,277	13,397	
<i>YTD</i>	<i>112,906</i>	<i>251,755</i>	<i>248,375</i>	<i>218,691</i>	<i>234,294</i>
TOTAL	153,519	293,559	293,590	263,571	234,294

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					
October					
November					
December					
<i>YTD</i>					<i>50,949</i>
TOTAL					50,949

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	119,112
October	24,150	22,579	20,036	20,731	
November	12,687	11,993	11,433	10,088	
December	8,072	7,921	7,217	1,568	
<i>YTD</i>	<i>140,525</i>	<i>209,100</i>	<i>171,723</i>	<i>166,343</i>	<i>250,643</i>
TOTAL	185,434	251,593	210,409	198,730	250,643

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	
November	26,716	24,025	22,605	19,310	
December	15,465	15,033	13,435	2,740	
<i>YTD</i>	320,711	500,040	412,179	387,646	353,557
TOTAL	416,707	589,247	492,501	454,663	353,557

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>	6,382	15,602	21,923	14,428	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	
November	6,044	5,910	6,542	5,826	
December	2,841	3,823	3,199	3,765	
<i>YTD</i>	89,102	147,066	148,541	143,109	138,684
TOTAL	112,682	173,154	172,144	166,872	138,684

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	
November	114,783	70,231	33,674	32,674	
December	78,753	52,163	17,247	33,005	
<i>YTD</i>	<i>1,558,764</i>	<i>1,587,739</i>	<i>877,054</i>	<i>644,732</i>	<i>1,101,006</i>
TOTAL	1,933,976	1,833,798	982,547	745,022	1,101,006

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	n/a
July	6,256	15,037	19,729	21,852	n/a
August	4,753	9,645	16,252	18,702	n/a
September	5,067	6,869	8,287	7,433	8,274
October	5,431	12,593	13,097	n/a	
November	2,946	3,878	6,530	n/a	
December	1,802	5,304	6,589	n/a	
<i>YTD</i>	<i>21,968</i>	<i>59,372</i>	<i>89,259</i>	<i>86,839</i>	<i>33,507</i>
TOTAL	32,147	81,147	115,475	86,839	33,507

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	
November	20,608	22,251	19,306	18,259	
December	13,833	15,177	12,407	11,994	
<i>YTD</i>	<i>204,873</i>	<i>404,619</i>	<i>372,550</i>	<i>359,238</i>	<i>342,469</i>
TOTAL	277,963	482,192	437,331	423,507	342,469

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	
November	0	6	3	0	
December	0	0	2	0	
<i>YTD</i>	<i>10</i>	<i>23</i>	<i>67</i>	<i>54</i>	<i>94</i>
TOTAL	12	34	81	61	94

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	
November	2,207	1,756	1,040	1,158	
December	1,580	1,036	757	791	
<i>YTD</i>	<i>19,134</i>	<i>30,357</i>	<i>28,033</i>	<i>25,256</i>	<i>25,673</i>
TOTAL	26,944	36,619	32,330	29,809	25,673

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	
November	712	765	757	851	
December	342	562	406	522	
<i>YTD</i>	<i>8,202</i>	<i>17,178</i>	<i>14,942</i>	<i>14,066</i>	<i>16,637</i>
TOTAL	11,165	20,370	17,696	17,114	16,637

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	
November	102	81	132	144	
December	closed	closed	closed	closed	
<i>YTD</i>	<i>511</i>	<i>1,379</i>	<i>2,570</i>	<i>2,482</i>	<i>3,112</i>
TOTAL	793	1,731	3,042	2,960	3,112

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	
November	519	637	610	686	
December	354	442	367	443	
<i>YTD</i>	<i>3,480</i>	<i>8,742</i>	<i>7,942</i>	<i>8,666</i>	<i>7,902</i>
TOTAL	5,336	11,161	9,981	10,901	7,902

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

Dare County Tourism Board Special Committee (LRTMP):

The Dare County Tourism Board Special Committee for the Long-Range Tourism Management Plan (LRTMP) met on **Wednesday, October 9**. Dare Community Housing Task Force Chair Donna Creef and Vice Chair Malcolm Fearing provided the committee with an update on the progress of the group as well as some next steps and how the committee can be supportive of these efforts. The committee also discussed the structure and scheduling of Tourism Town Halls, the Outer Banks Visitors Bureau's Voluntourism program and other items included below in this report. The next meeting will be held on **Wednesday, November 20** at 9:00am at the Visitors Bureau's administrative offices.

OBVB Represented at Tourism Cares 2024 Meaningful Travel Summit:



The Outer Banks Visitors Bureau was represented at the [Tourism Cares 2024 North American Meaningful Travel Summit](#) in Eugene, OR from September 30 to October 2. With a focus on uniting, inspiring, educating and activating the travel and tourism industry around the topics on sustainable tourism and meaningful travel, the Summit focused on inclusion and accessibility in travel, agritourism/ecotourism and community-based tourism.

Community Partners Make The Outer Banks Promise:

Outer Banks Blue, Hilton Garden Inn and Outer Banks Health recently [made their Promise](#) to protect this place for future generations. We encourage other area business, groups and associations to share their commitment to destination stewardship. To learn more, contact Jeff Schwartzberg, Community Engagement Manager, at community@outerbanks.org.

Hilton Garden Inn Outer Banks/Kitty Hawk
September 26 at 10:04 AM
We PROMISE! #BeachOnTheBeach #BeachDareCounty



Pier House Weddings & Events Kitty Hawk - Outer Banks, NC is a fun visit The Outer Banks at Hilton Garden Inn...
September 26 at 10:28 AM · Kitty Hawk, NC

Our dedicated team @hgweddings and @kittyhawkweddings is doing their part by contributing to the OBK promise, a destination pledge to encourage responsible behavior. See more

Outer Banks Health
a day ago

Outer Banks Health is proud to be making an #OBKpromise with Visit The Outer Banks! OBH promises to love the beach and respect the ocean. 🌊🌊 The Outer Banks Promise is a pledge that encourages a commitment to responsible behavior and inspires greater respect for our local culture and natural environment. With so much natural beauty on the Outer Banks, it's important to maintain it by showing respect for our surroundings and enjoying the incredible scenery we have. 🌊

#OuterBanksHealth #OBKPromise #outerbanks #obk



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 spotlights several of the principles embedded in The Outer Banks Promise. In "[Love the Outer Banks Like a Local](#)," writer Molly Harrison explores ways to discover this land of history and inspiration, while also respecting the ocean in an effort to stay safe. In "[Where to Discover the Outer Banks' Wild Side](#)," Harrison shares ways

to wander with wonder while sticking to roads and paths and also stresses the importance of observing animals safely from afar. Later this month, the Outer Banks will be featured as a Tar Heel Town, in which several area businesses will be spotlighted, conveying the importance of supporting local.

2nd Annual Non-Profit Knowledge Series Explores Fundraising Fundamentals:



On September 27, 34 non-profit leaders from 20 local organizations gathered at College of The Albemarle in Manteo for the [2nd Annual Non-Profit Knowledge Series](#) featuring an engaging and informative workshop on fundraising, led by expert Deborah Breen of Sound Choice Consulting. Participants explored key strategies for transforming their fundraising efforts and connecting more meaningfully with donors. This workshop was part of the 2024 Non-Profit Knowledge Series, organized in partnership by the Outer Banks Community Foundation and the Outer Banks Visitors Bureau.

Community Engagement & Outreach:

- 10/7 – Destination Management/Stewardship Peer Group Meeting
- 10/7 – Kitty Hawk Town Council Meeting (*Outer Banks Promise Presentation*)
- 10/12 – Chicamacomico 150th Anniversary Celebration (*Outer Banks Promise Activation*)
- 10/13 – Duck Jazz Festival (*Outer Banks Promise Activation*)
- 10/18 – Outer Banks Health 'Harvest for Health' Event (*Outer Banks Promise Activation*)
- 10/19 – Outer Banks Seafood Festival (*Outer Banks Promise Activation w/ OBX Forever*)
- 10/22 – College of the Albemarle Fall Festival (*Outer Banks Promise Activation*)
- 11/7 – 10th Annual OBX Tourism Summit – Pioneer Theater, Manteo
- 11/18 – Hospitality & Tourism Class / COA Dare Campus
- Fall TBD – Outer Banks Restaurant Association Meeting (*Outer Banks Promise Presentation*)

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – OCTOBER 2024



INDUSTRY RELATIONS | OBX Tourism Summit | The Promise of Tourism

The 10th Annual OBX Tourism Summit at the Pioneer Theatre in Manteo on Thursday, November 7th, from 8:00 AM to 3:00 PM is shaping up to be the best one yet. This year's event will [feature speakers](#) covering relevant topics like our updated Visitor Profile research, using AI in destination marketing, a forecast for next year that include current booking trends provided by Key Data, progress on the OBX Promise and LRTMP, the launch of OBVB's new YouTube series *Outer Edge*, and new marketing initiatives and updates. Registration is open—just let Amy or Lorrie know if you'd like to attend. A draft agenda is attached for your review.



INDUSTRY RELATIONS | 2025 Outer Banks Travel Guide | Ad Sales: SOLD OUT

Ad sales for the 2025 Outer Banks Official Travel Guide have completely sold out! The Bureau team is now focused on redesigning the guide to feature more editorial content. While free partner listings will still be included, they will appear in a condensed format. Expect the 2025 Travel Guides to be available starting Thanksgiving weekend.

TOURISM SALES | Student Group FAM | October 12 – 15, 2024

The Outer Banks Visitors Bureau will host Kristen Dellinger from Christian Tours from October 12 – 15, 2024. Kristen, who handles inside sales, frequently promotes and sells our area to out-of-market schools visiting during the spring season even though she's never been out to our islands. We've

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

arranged an itinerary that covers all the key stops for school groups highlighting outdoor adventures, historical sites to local cuisine and cultural events. The goal is to build lasting relationships and encourage future partnerships by offering a memorable and comprehensive look at what makes Outer Banks a premier travel destination for student travel. Her itinerary is attached for your reference.

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:

- **NC Council on Developmental Disability (NCCDD) Council Quarterly Board Meeting**, May 6-9, 2025, 40 room nights per night, plus meeting space, 40-50 attendees.
 - **Wesleyan Christian Academy**, April 14 - 18, 2025, 15 room nights per night, 30-50 students and chaperones.
-

THE SOUNDSIDE EVENT SITE | Calendar Attached:

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

[illegible]

2024 Soundside Event Site Schedule					
Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Atteedees	Event Planner	Site Reserved
Outer Banks Seafood Festival	Saturday, October 19, 2024	10:30am - 6:00pm	8000-10000 (Not all at one time)	Karen Brown - 252-564-2852	Tuesday, October 15-Wednesday, October 23, 2024
OBX Brewtag	Monday, October 28, 2024	11:00am - 6:00pm	4000-5000	Sara Miller - 252-305-5561	Thursday, October 24-Monday, October 28, 2024
Soundside Market	Sunday, November 24, 2024	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 24, 2024
Soundside Market	Sunday, December 1, 2024 (rain date: December 8)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, December 8, 2024
Soundside Market	Sunday, December 15, 2024 (rain date: December 19)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Thursday, December 19, 2024



Tourism Summit
November 7, 2024
Pioneer Theatre
Manteo, NC

Presented by The Outer Banks Visitors Bureau

Updated: 10/9/24

DRAFT

Pioneer Theatre | Manteo, NC

The Promise of Tourism

Summit Agenda

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

8:30am – 8:55am Welcome to the Annual OBX Tourism Summit | Monica Thibodeau & Lee Nettles

Welcome to the 10th Annual OBX Tourism Summit, introductions and review of business trends.

8:55am – 9:25am Outer Banks Promise - Long-Range Tourism Management Update

Jeff Schwartzberg & Dennis Robinson

Have you made the Outer Banks Promise? Maybe you're not sure what it is; here you will learn what it means and how you and your business can make a difference. A lot has happened since the Long-Range Tourism Management Plan was created, we'll provide a progress update and a look at where we're headed.

9:25am - 10:10am Outer Banks Visitor Profile Study | Traverse Burnette, Digital Research

Join us as we unveil a year's worth of research with leisure travelers who live in the primary feeder markets for the Outer Banks. We'll discuss the factors that draw leisure travelers to the area and show how perceptions of the Outer Banks compare to competing destinations. We'll also cover the characteristics of visitors and trips to the Outer Banks, and the factors that impact traveler satisfaction.

10:10am - 10:40am Voluntourism | Nonprofits | Community Projects

Aaron Tuell, Caleb Owolabi, Chris Sawin & Lee Nettles

Learn about the Bureau's on-going work to promote voluntourism and our local non-profits as we unveil a new volunteer video series and an initiative to connect with visitors through a special coordinated week of volunteer opportunities and community projects.

10:40am – 10:50am Break

10:50am – 11:50am Outer Banks Visitors Bureau Marketing Updates & Initiatives

Review current market trends and OBVB marketing strategies moving forward. Social media and ad agency representatives will be on hand to discuss our path to achieving goals. Get the latest on upcoming initiatives rolling out for the next fiscal year, including the re-fresh of outerbanks.org. Learn about new features such as an online booking engine and AI-generated trip planning.

12:00pm – 1:00pm Lunch | Networking Opportunities with Industry Colleagues | 108 Budleigh

1:10pm – 1:55pm Forecasting for Next Year | Hollie Hannahs, Key Data

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

1:55pm – 2:15pm Outer Edge Series | Stephanie Hall & David Oakley

Get a special preview of the new YouTube series that takes viewers deep into the heart of the Outer Banks through the stories and experiences of the people that live here.

2:15pm – 3:00pm Beyond the Hype: Practical AI for Travel and Tourism Organizations | Marina Petrova

This session will offer a hands-on look at how travel companies can use AI to achieve real results. Attendees will explore real-world examples of AI integration by leading DMOs and travel brands, learn to create AI models tailored to their organization and engage in a live debate with an AI avatar familiar with the Outer Banks. Key topics will include data security, privacy, and a balanced view of AI's challenges and opportunities. Participants will also gain insights into emerging AI trends and leave with practical, actionable takeaways for their business.

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

Join us for a networking social event and ask the questions you may not have been able to during the Summit. Drinks and snacks provided.

PUBLIC RELATIONS REPORT: October 2024

TV APPEARANCES

Hampton Roads Show | Sep 2024 Public Relations Manager Aaron Tuell and Dare County Tourism Board Member Richard Hess were joined by Larry Grubbs, President of the Chicamacomico Historical Association on The Hampton Roads Show to talk fall events on the Outer Banks. The Tuesday, September 24th segment was sponsored by the Outer Banks Visitors Bureau, providing an opportunity to share with the public the visuals and times and dates of Wings Over Water Wildlife Festival and the Outer Banks Seafood Festival along with Duck Jazz Festival, Ghostly Gallies pop-up Halloween restaurants, the Halloween Parade of Costumes, Island Farm's pumpkin patch and Harborween in Wanchese. <https://bit.ly/4dqbF3S>



VIDEO PRODUCTION

Volunteerism video series | Fall 2024 The series is undergoing its final round of edit revisions and is anticipated ready for a fall delivery in time for unrolling at the OBX Tourism Summit. Pictured below is a screenshot of host Caleb Owolabi volunteering. The non-profits featured in the series are the Outer Banks Relief Foundation, Friends of Jockey's Ridge, Dare County ASPCA, Beach Food Pantry, Elizabethan Gardens, Graveyard of the Atlantic Museum, Town of Duck and the Chicamacomico U.S. Life-Saving Station.



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.

EARNED MEDIA

Good Grit | Oct 2024 The Harvest Issue. Aaron and the team hosted writers Nicole Letts and Rebecca Deurlein for a several page piece about the Outer Banks and the local food culture. The magazine reaches over 300K readers quarterly. The issue featured local oyster farming, horseback riding through Cape Hatteras, soft-shell crabs craze and several local business recommendations.

Good

REDISCOVERING YOUR
CHILDLIKE WONDER
p. 52

YOUR NEW FAVORITE
BISCUIT RECIPE
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Grit CITIES

FOODIE SOUTH

AUBURN, AL

WE'RE
LOOKING
AT YOU
P. 88



Harvest Issue

AUGUST - OCTOBER



One City, Two Itineraries

THE OUTER BANKS, NORTH CAROLINA

An Unexpected and Bountiful Autumn Escape

WORDS BY REBECCA DEURLEIN AND NICOLE LETTS

"There's some kind of deep magic here," says Kitty Hawk, North Carolina resident Kim Meacham. As we chat over homemade blueberry muffins and sip green tea out of mason jars, Meacham, the small business owner behind Milk Street Soap Co., continues to wax poetic about the Outer Banks. "We live close to the edge in this part of the world—the fringe of harm and safety; we are constantly reminded of wildlife and Earth cycles."

The shorelines in the Outer Banks are known for their dichotomous personality. On one hand, the destination stretches 200 miles north to south with 70 of those miles devoted to the pristine banks of Cape Hatteras National Seashore. Here, fierce winds move dunes and encourage surfer-approved waves. Beachcombers claim the shelling is bar none. Alternatively, these waters are also home to an estimated 3,000 shipwrecks, several with tales featuring characters such as Edward Teach, better known as the infamous pirate Blackbeard. The polarity is intriguing, and it draws in people and Mother Nature alike.

A confluence of different waters, where the warm Gulf Stream meets the cool Labrador Current, creates an ecosystem with widespread impact. Three hundred species of birds fly through the skies. Wild horses gallop across sand. Countless oysters, dolphins, crabs, sea turtles, and whales make their home here. The Outer Banks is a bountiful cornucopia.

"When I leave this place, I am filled with anxiety," says seventh-generation Outer Banks resident and Dare County commissioner Ervin Bateman. "But when my car crosses back over the bridge, and the marsh grass hits my nose, I instantly relax." You too can find your version of zen, whether through adventure or respite, in the Outer Banks.

Nicole's Itinerary HAVE A SHUCKING GOOD TIME

Briny bivalves are among the most esteemed oceanic treasures along the North Carolina coast. Just one tiny critter pumps and filters 50 gallons of water through its shells each day. For the ecosystem, that means clean water for neighboring fish and wildlife, but for foodies, that means deliciously salty snacks. Meet Sticky Bottom Oyster Company partners Todd Ballance and Ricky Jones at the Snack Shack in Hatteras Village to experience the oyster harvesting process from start to finish. The tour begins dockside as the duo explain everything from oyster seed growth to cage types and sizing. Then, jump in the boat to head approximately two miles offshore to the Sticky Bottom oyster farm in the Pamlico Sound. Take in the surrounding waterscape spotting wildlife along the way. Once at the farm, the oystermen will demonstrate how oysters are grown and cared for, teaching participants about other oyster-adjacent organisms that surround cages, such as barnacles, shrimp, and crab. Back at the dock, learn how to shuck the salty triploid Henry oysters before slurping them down raw.

TAKE TO THE WATER AND LAND

When in the Outer Banks, there's no denying the splendor of the surroundings. Get up close and personal with an ecological tour on an airboat helmed by captain Jamie Moore. The nimble craft skims the sea as it bounds over deep and shallow water alike. Throughout the two-hour journey, Moore rolls up his pants and hops into the water, sharing facts about oceanic critters and creatures and pushing horseshoe crabs and marsh periwinkle snails toward your hands for further inspection. Enjoy zipping through wetlands and a few airboat water doughnuts too. Later, plan to spend your evening with Manteo's retired Police Chief Francis D'Ambra for his historic walking tour through the circa 1865 town. Stops along the way include the 1889 bank-turned-olive oil shop as well as the Roanoke Marshes Lighthouse, a replica of the former lighthouse of the same name. The tour is peppered with trivia about Manteo and some of its famous residents, including Andy Griffith, who lived on a 70-acre estate nearby.



TREAT YOURSELF

For me, no trip is complete without popping in and out of local shops and galleries; it's my favorite way to become immersed in the local culture and get to know area businesses. As such, a stop at Buxton Village Books, a charming private home turned 40-year-old indie bookstore, is a must. The shop offers a variety of genres, but keep your eyes peeled for reads by local authors or about area lore. Lee Robinson General Store in nearby Hatteras has basic groceries and dry goods as well as fine wines, tchotchkes, and souvenirs. While here, pick up a package of Hatteras Saltworks sea salt, which is harvested directly from the Atlantic by husband-wife duo Brian and Shaena McMahon. The area's high mineral content and high salinity seawater produces a flavorful seasoning that is then solar evaporated and packaged on the island. Shop for local art at KDH Cooperative Gallery and Studios in Kill Devil Hills, where works by 40 juried members in a variety of media are available. In Manteo, Bluegrass Island Trading Company stocks gourmet foods and coastal gifts, and even houses a small general store museum.







Rebecca's Itinerary **FLY LIKE THE WRIGHT BROTHERS**

When in the Outer Banks, respect must be paid to Wilbur and Orville Wright, who designed and piloted the first plane right here in Kitty Hawk in 1903. In their honor, I crawled into the cockpit of a cherry red WACO biplane at OBX Airplanes and took to the skies. The open air—and open side!—was exhilarating, but what topped it were the stunning sights to behold from 1,000 feet up. My pilot banked to the left and right, giving me unrivaled views of the paint swirls of turquoise and aqua on the palate of the sea. Gazing down into the clear water, I spotted pods of 10 or more dolphins; a solo, slowly moving shark; and ghostly shipwrecks, plentiful here in the Graveyard of the Atlantic. We flew—fittingly—over the Wright Brothers National Memorial, the Bodie Island Lighthouse, the swell of sand that forms the hang glider's paradise of Jockey's Ridge, and the new Marc Basnight Bridge that curves its way through the inlet. It was 40 minutes of thrills and delight, and it gave me a glimpse of what the Wright Brothers must have felt.

RIDE THE BEACH ON HORSEBACK

If you're a horse girl or guy who feels massive jealousy when you see riders on the beach, OBX gives you the chance to put away your FOMO. Outer Banks beaches are so long, so extensive, and so plentiful, that it's possible to find a stretch you can have all to yourself. Equine Adventures in Frisco owns a chunk of property near the beach, and their beautiful, properly tended horses are just itching to take you there. The team matches you to a horse fitting your ability, and off you go into a magical forest. You'll see deer and a variety of birdlife, navigate waterways, wind your way around trees, and emerge on the beach, the sound of the ocean beckoning to you. Depending on your level of experience, you can trot or canter down the beach, kicking up sand and smiling until your face hurts. Then you'll walk along the surf and thank your lucky stars that you experienced the beach on horseback—for many of us, a dream come true.



INDULGE IN THE SOFT-SHELL CRAB HARVEST

Every May and September, blue crabs molt, meaning they shed their hard shells to grow a new outer layer. You'll notice restaurants in the Outer Banks featuring soft-shell crab on their menus and people lining up to devour them. But have you ever wondered what a soft-shell crab is, or how it's plucked from the sea at exactly the right time? I visited Endurance Seafood just outside of Manteo, where co-owner Christina "Kissy" Bridges welcomes visitors behind the scenes and explains how crabs are harvested. First, a male crab is centered in a submerged cage, and before long, his urine draws females. Once the cage is full, the crabs are brought to shore, where they enter shallow tanks with recirculating water that mimics ocean conditions. Every four hours, day and night, workers check the crabs for molting. I got to see a few and it was captivating to watch the shell slowly peel away from each crab. At that point, the new "peeler" crabs are soft as a baby's bottom, so they are delivered to local restaurants or boxed and shipped overnight to buyers. I took some crabs with me, learned how to prep them, and ate them for dinner—a true delicacy. The folks at Sugar Creek Seafood Restaurant will do this for you—just bring in your catch and they'll prepare them the way you like. **GG**

Where to Stay, Eat, & Drink



PHOTO BY BAXTER MILLER

KILL DEVIL RUM

The only craft rum distillery in the Outer Banks produces such good rum, you'll want to take a few bottles of the silver, pecan honey, spiced, or aged rum home with you. Sample a flight, then choose from the ever-changing cocktail menu and rum slushies.

THE INN ON PAMLICO SOUND

In Buxton on Hatteras Island, this sunny yellow inn greets you with cozy rooms, a creaky wood floor, fresh-baked cookies, and steaming hot coffee. The best meal we had in the Outer Banks was at the inn's onsite fine dining restaurant. Be sure to make advanced reservations at Café Pamlico, where you can dine on filet mignon or fresh catch, sit seaside, and watch an incredible sunset.

LUCKY 12 TAVERN

Owner Mark Ballog is responsible for OBX Soft-Shell Crab Week and is a host of other Nags Head events. The crab is cooked perfectly and melts in your mouth, and the cocktails and service might bring you back a second time.

ORANGE BLOSSOM BAKERY & CAFE

Sure, you can get your protein breakfast here in the form of a breakfast sandwich, but don't leave without sampling their famous Apple Uglies. You'll need two hands to hold this dense and fruit-filled twist on the apple fritter. Or opt for the luscious cinnamon rolls or fried pies.

THE TRANQUIL HOUSE INN

If it's good enough for Richard Gere and Diane Lane, who stayed here while filming *Nights in Rodanthe*, it's good enough for us! A lovely inn with views of a marina on one side and the historic town of Manteo on the other, it puts you smack-dab in the middle of shops and restaurants and central to all there is to do in this part of the Outer Banks. The inn's 1587 Restaurant & Lounge is a lively gathering place where you can have a drink or enjoy a delicious dinner just steps away from your room.