



Dare County Tourism Board Meeting

October 19, 2023
9:00 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, OCTOBER 19, 2023
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the September 21, 2023 Meeting
- V. Public Comments
- VI. Chairman's/Steering Report
 1. Tourism Impact Grant Award Recommendations
- VII. Budget & Finance Report
 1. Monthly Reports
- 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 21, 2023
9:00 A.M.
KELLER MEETING ROOM
DUCK TOWN HALL
1200 DUCK ROAD
DUCK, NC 27949**

ATTENDING:

Tim Cafferty, Chairman; Monica Thibodeau, Vice Chair; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; David Hines, Secretary; Mark Ballog, Gray Berryman, Tod Clissold, Tonia Cohen, Richard Hess, Leo Holland, Dennis Robinson, and Mike Siers, and Jay Wheless.

STAFF:

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

OTHERS ATTENDING: Katie Wilkins, Airbnb Community Liaison for the Outer Banks, Luke Halton, OBX Way.

The meeting was called to order at 9:00 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence. David Hines arrived at 9:03 a.m.

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Second by Mr. Siers. There was no discussion. The motion passed unanimously (13-0).

APPROVAL OF MINUTES: Ms. Thibodeau moved to approve the meeting minutes from August 17, 2023 meeting. Second by Mr. Hess. There was no discussion. The motion passed unanimously (13-0).

PUBLIC COMMENTS: Luke Halton spoke about the upcoming trail information event on Sunday, October 1, 2023 at Kitty Hawk Elementary School. Katie Wilkins introduced herself to the Board.

CHAIRMAN'S REPORT: The Chair reminded the Board about upcoming Board member event opportunities.

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 are up 3.94% compared to 2022-2023 actual receipts. The Board discussed how pricing increases were impacting the monthly receipts.

GRANTS COMMITTEE REPORT: Ms. Thibodeau reviewed the work of the Grants Committee for the following Event Grant recommendations:

<u>Organization</u>	<u>Events</u>	<u>Awarded Amount</u>
Dare County Arts Council	Artrageous Kids Art Festival	\$5,000.00
	Rock the Cape	\$6,000.00
Dare County Restaurant Assoc	OBX Taste of the Beach	\$20,000.00
Eastern Surfing Association	ESA Mid Atlantic Regional Surfing Championship	\$12,500.00
Elizabethan Gardens	WinterLights	\$22,000.00
First Flight Society	120 th Anniversary of Flight	\$3,000.00
Garage Band Charities	OBX Rod & Custom Festival	\$15,000.00
Hatteras Village Civic Assoc	Hatteras Village Offshore Open	\$7,500.00
Manteo Preservation Trust	2023 Holiday Tour of Homes	\$4,000.00
NC Coastal Federation	Hatteras Island Oyster Roast	\$4,000.00
Outer Banks Conservationists	Christmas on the North End	\$2,500.00
Outer Banks Relief Foundation	Couture by the Shore	\$1,000.00
Outer Banks Sailing Assoc	OBX MultiHull Sailfest	\$2,000.00
Outer Banks Sporting Events	Flying Pirate Half Marathon	\$12,500.00
	Running of the Leprechauns	\$2,000.00
Roanoke Island Historical Assoc	Lost Colony Wine, Beer, & Culinary Festival	\$4,000.00
Town of Nags Head	Kelly's St. Patrick's Day Parade	\$4,000.00
<i>Total Amount Awarded</i>		<i>\$127,000.00</i>

Following review and discussion, Ms. Thibodeau moved to approve the Event Grant Awards as presented. Second by Mr. Siers. There was no further discussion. The motion passed unanimously (13-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles noted:

- Reviewed attendance and educational seminars at ESTO
- Reminded the Board about the Tourism Summit on November 2
- Presentations and meetings with local organizations, particularly with the Property Managers marketing teams
- Office renovations would be completed soon
- Marketing dashboard and visitation numbers

Jeff Schwartzenberg reviewed work on the Tourism Board's Special Committee on the Long Range Tourism Management Plan and future plans for presentations for community groups and Governmental entities. The Chairman suggested reaching out to the property managers group to potentially speak at homeowner weekends.

Aaron Tuell reviewed work with travel writers and recent media coverage of the Outer Banks.

Lorrie Love reviewed work with helping student groups arrange spring trips to the Outer Banks, continued work with Careers Beyond the Counter internship placements, recent sales missions, and OBXmas events.

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

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

BOARD MEMBER COMMENTS: Ms. Thibodeau noted a new traffic webcam on the Duck website, upcoming road work along Hwy 12 in Duck, and the Jazz Festival.

Ms. Cohen and Mr. Robinson noted the weather was impacting their weekend reservations and hoped future weekends were storm free.

Mr. Bateman noted that the County was still working on essential housing and that County Commissioners were surprised by House Bill 259 and were not involved with the creation of the Bill.

Ms. Ingram noted the Town was voicing its concern about HB259 to elected officials.

Mr. Holland noted that Southern Shores is now participating in Project Lifesaver.

Mr. Berryman thanked Lee Nettles for meeting with the marketing departments of rental companies and felt it was a productive meeting.

Mr. Hess noted business as usual with the Chamber of Commerce.

Mr. Ballog noted restaurants were still busy, an invite to a luncheon with a candidate in the state's Department of Labor, and briefly discussed a new holiday theme, "12 Bars of Christmas."

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, October 19, 2023 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:15 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

TIG Grant Worksheet

FY23/24

Organization	Project	Project Amount	<i>Requested Amount</i>	<i>Recommended Amount</i>
Chicamacomico Historical Assoc	1874 Life-Saving Station Restoration	\$158,775.00	\$125,000.00	\$115,000.00
	Phase 1 of the restoration project is for the East Façade of the building. Work includes shoring up structure, replacing framing, sealing work to prevent future weather deterioration and milling original details			
Duck (Town of)	Town of Duck Performance Space Improvements	\$13,549.00	\$13,549.00	\$13,549.00
	Upgrade the lighting and sound equipment at the Amphitheater and Gazebo to elevate the quality of events held on the stages, maximize the usage and offer additional opportunities.			
Elizabethan Gardens	Pathway to Discover	\$80,000.00	\$50,000.00	\$50,000.00
	Construct hard-scaped paths and seating areas to the sensory garden from the main path to enhance mobility accessibility and become more dementia friendly for visitors.			
Frisco Native American Museum	Ecotourism: Destination Nature Trail	\$44,800.00	\$39,300.00	\$39,300.00
	Renovate the educational building along the path, produce educational trail signs, add benches along the trail and develop a trail workbook.			
Kitty Hawk (Town of)	Hwy 158 Bypass Multi-Use Path	\$2,000,000.00	\$500,000.00	\$400,000.00
	Construct a ten-foot wide multi-use path from Cypress Knee Trail to Cameron Street. This path would run approximately 4 miles throughout the Town of Kitty Hawk connecting existing path in the north to the Kill Devil Hills line.			
Nags Head (Town of)	East Epstein Street Sidewalk	\$49,500.00	\$49,500.00	\$49,500.00
	Construct 460 linear feet of sidewalk along E. Epstein Street from Hwy 158 to the Beach Road			

TIG Grant Worksheet

FY23/24

Organization	Project	Project Amount	<i>Requested Amount</i>	<i>Recommended Amount</i>
Nags Head (Town of)	Governor Street Public Beach Access	<i>\$147,165.00</i>	<i>\$60,477.00</i>	<i>\$60,477.00</i>
	Construct an ADA elevated dune crossover, ADA-compliant parking stalls and shower station.			
Nags Head (Town of)	West Seachase Drive Sidewalk	<i>\$45,150.00</i>	<i>\$45,150.00</i>	<i>\$45,150.00</i>
	Construct 305 linear feet of sidewalk along W. Seachase Drive from Hwy 158 west for approximately 3 blocks to allow safer pedestrian walkways from the residential area to crosswalk at Hwy 158 to the beach.			
Network for Endangered Sea Turtles	Sea Turtle Outreach & Educational Improvements	<i>\$34,688.00</i>	<i>\$32,350.00</i>	<i>\$2,750.00</i>
	Produce and post 60 new education signs at beach accesses and newly laid nests, overhaul of the N.E.S.T. website, print 12,000 brochures given to visitors			
North Carolina Aquarium Society	Fish, Filter, Food: The Human-Oyster Connection	<i>\$176,395.00</i>	<i>\$121,845.00</i>	<i>\$121,845.00</i>
	Create and install two digital multimedia hands-on interactive exhibits as part of an overall multi-phased exhibit focusing on the importance of oyster conservation to clean water habitat and the state's economy.			
Outer Banks Community Foundation	Community Terrace at the OB Center for Nonprofits	<i>\$153,093.92</i>	<i>\$100,000.00</i>	<i>\$85,000.00</i>
	Transform an outdoor area of the Foundation's new building to a covered, screened in gazebo for nonprofits to use as flexible meeting space, volunteer training, social events and donor meetings			
Outer Banks Forever	Accessible Public Restrooms and Showers at Lighthouse Beach	<i>\$383,010.27</i>	<i>\$125,000.00</i>	<i>\$125,000.00</i>
	Construct a new, modern and sustainable restroom and shower facility at the Old Lighthouse Beach.			

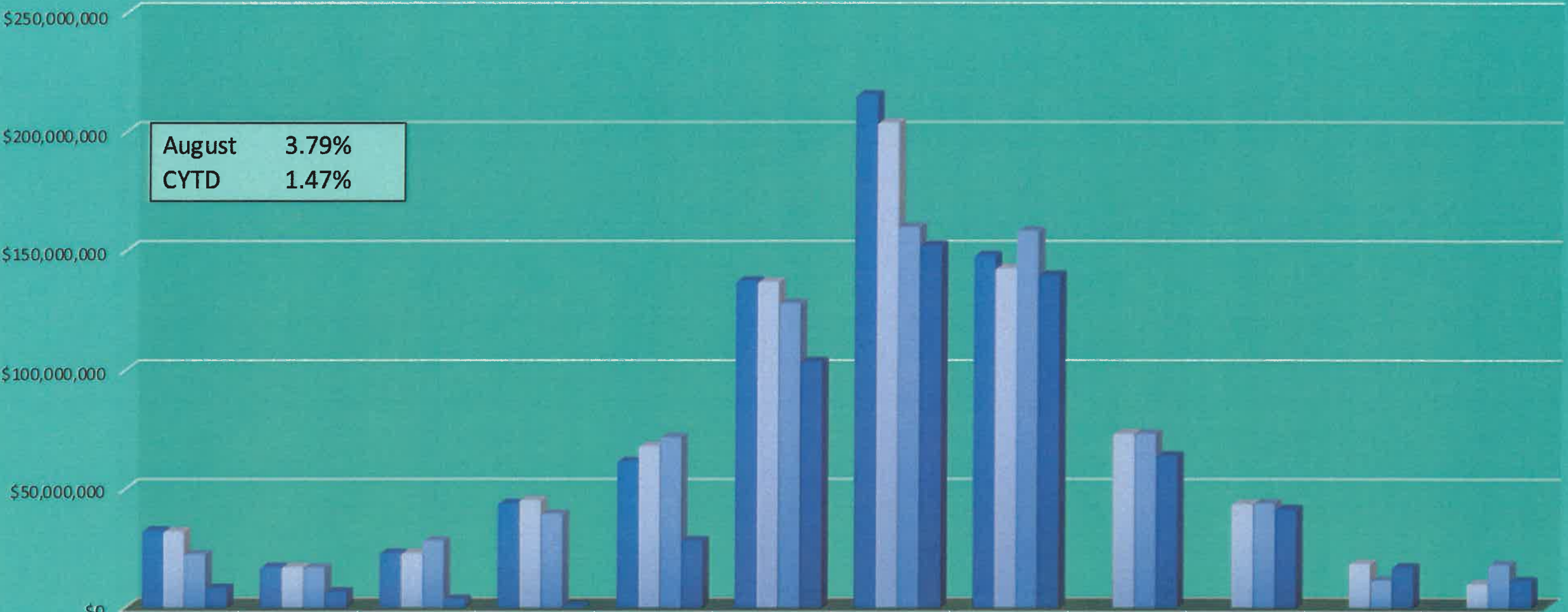
TIG Grant Worksheet

FY23/24

Organization	Project	Project Amount	<i>Requested Amount</i>	<i>Recommended Amount</i>
Roanoke Island Festival Park	Raised Concrete Loading Dock	\$100,000.00	\$100,000.00	\$75,000.00
	Construct a raised, concrete loading dock to facilitate heavy equipment load ins and outs, maintain a safer access to the stage and eliminate replacement of wooden planks			
Southern Shores (Town of)	Walking Path on W. Highway 12	\$278,196.14	\$135,922.32	\$118,855.00
	Construct a five foot wide walking path from E. Dogwood Trail on the west side of Hwy 12 that extends to Hickory Trail.			
Surf Pediatrics Foundation	Everyone's Playground @ KHES	\$767,683.20	\$300,000.00	\$282,963.00
	Construct a universal play area, featuring the entire surface of poured rubber to reduce risks of tripping and falls as well as accessible playground equipment.			

Total Amount in TIG (Short Term Unappropriated	\$ 1,384,389.00
Withdrawn Dare County Frisco/Buxton Pathway	\$ 200,000.00
Total Available	<u>\$ 1,584,389.00</u>
Total Recommended Amount	<u>\$1,584,389.00</u>
Difference	\$0.00

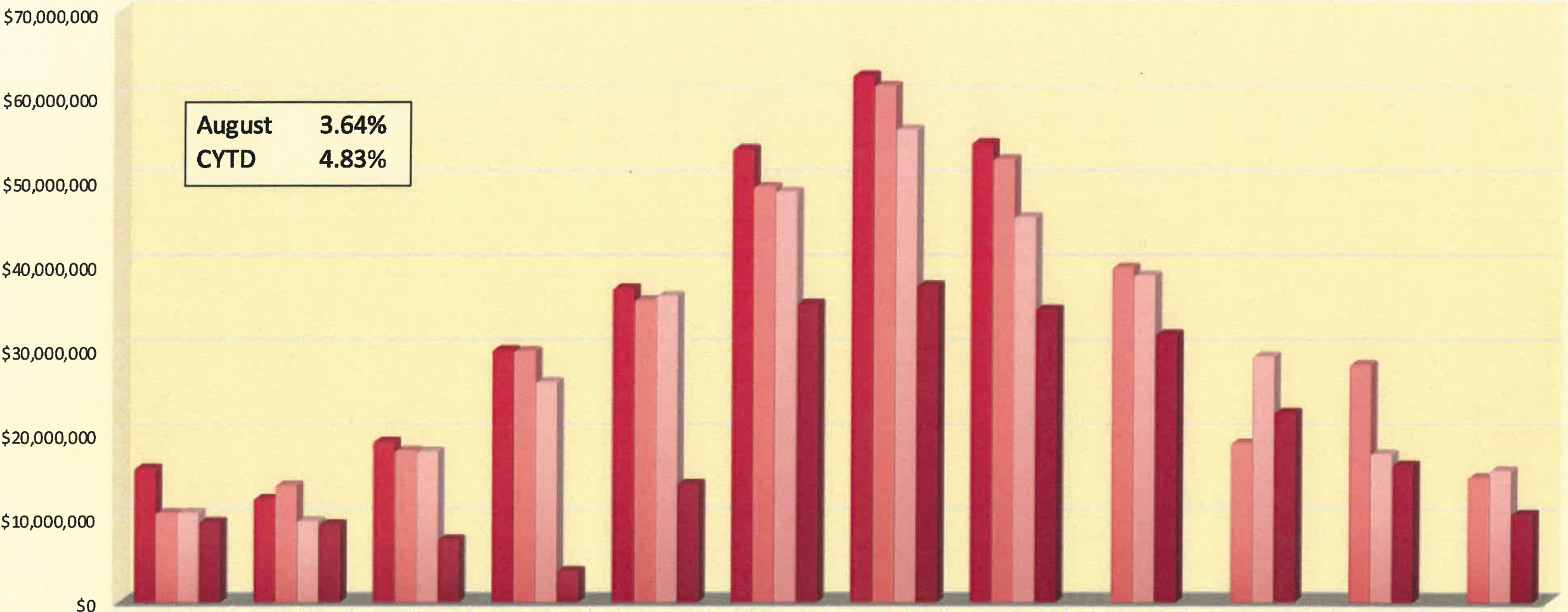
Occupancy Collections



August 3.79%
CYTD 1.47%

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

Meals Collections



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

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

FISCAL YEAR		PROJECTED	ACTUAL	+/- \$	+/- %
		FY 23-24	FY 23-24		
<i>JUNE EARNED</i>	OCCUPANCY	\$1,134,925.00	\$1,367,017.91	\$232,092.91	20.45%
<u>JULY RECEIVED</u>	MEALS	<u>\$372,125.00</u>	<u>\$514,981.30</u>	<u>\$142,856.30</u>	<u>38.39%</u>
		\$1,507,050.00	\$1,881,999.21	\$374,949.21	24.88%
<i>JULY EARNED</i>	OCCUPANCY	\$1,528,655.00	\$2,165,402.07	\$636,747.07	41.65%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$431,030.00</u>	<u>\$604,977.26</u>	<u>\$173,947.26</u>	<u>40.36%</u>
		\$1,959,685.00	\$2,770,379.33	\$810,694.33	41.37%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,383,710.00	\$1,458,380.44	\$74,670.44	5.40%
<u>SEPT RECEIVED</u>	MEALS	<u>\$408,970.00</u>	<u>\$531,275.19</u>	<u>\$122,305.19</u>	<u>29.91%</u>
		\$1,792,680.00	\$1,989,655.63	\$196,975.63	10.99%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$542,895.00	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$276,660.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$819,555.00	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$261,640.00	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	MEALS	<u>\$212,220.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$473,860.00	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$112,835.00	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	<u>\$134,805.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$247,640.00	\$0.00	\$0.00	0.00%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$81,700.00	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$106,990.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$188,690.00	\$0.00	\$0.00	0.00%
<i>JANUARY EARNED</i>	OCCUPANCY	\$272,985.00	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$90,410.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$363,395.00	\$0.00	\$0.00	0.00%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$133,825.00	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$92,745.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$226,570.00	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$136,055.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$261,290.00	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$275,870.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$209,790.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,660.00	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$353,200.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$252,670.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$605,870.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$4,047,290.00	\$4,990,800.42	\$943,510.42	23.31%
TO-DATE	MEALS	<u>\$1,212,125.00</u>	<u>\$1,651,233.75</u>	<u>\$439,108.75</u>	<u>36.23%</u>
		\$5,259,415.00	\$6,642,034.17	\$1,382,619.17	26.29%
TOTAL	OCCUPANCY	\$6,207,475.00			
PROJECTED	MEALS	<u>\$2,724,470.00</u>			
2023-2024		\$8,931,945.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
<u>2022-2023</u>		2022	2023		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
	MEALS	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$320,768.60	\$322,624.32	\$1,855.72	0.58%
	MEALS	<u>\$93,580.41</u>	<u>\$124,423.37</u>	<u>\$30,842.96</u>	<u>32.96%</u>
		\$414,349.01	\$447,047.69	\$32,698.68	7.89%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$170,200.72	\$170,000.09	(\$200.63)	-0.12%
	MEALS	<u>\$131,328.38</u>	<u>\$116,207.73</u>	<u>(\$15,120.65)</u>	<u>-11.51%</u>
		\$301,529.10	\$286,207.82	(\$15,321.28)	-5.08%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$229,960.99	\$228,526.82	(\$1,434.17)	-0.62%
	MEALS	<u>\$176,838.05</u>	<u>\$179,535.02</u>	<u>\$2,696.97</u>	<u>1.53%</u>
		\$406,799.04	\$408,061.84	\$1,262.80	0.31%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$451,019.43	\$436,134.79	(\$14,884.64)	-3.30%
	MEALS	<u>\$284,410.03</u>	<u>\$284,934.66</u>	<u>\$524.63</u>	<u>0.18%</u>
		\$735,429.46	\$721,069.45	(\$14,360.01)	-1.95%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$679,226.62	\$612,281.25	(\$66,945.37)	-9.86%
	MEALS	<u>\$344,507.94</u>	<u>\$359,175.60</u>	<u>\$14,667.66</u>	<u>4.26%</u>
		\$1,023,734.56	\$971,456.85	(\$52,277.71)	-5.11%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,366,625.62	\$1,367,017.91	\$392.29	0.03%
	MEALS	<u>\$486,160.01</u>	<u>\$514,981.30</u>	<u>\$28,821.29</u>	<u>5.93%</u>
		\$1,852,785.63	\$1,881,999.21	\$29,213.58	1.58%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$2,025,876.87	\$2,165,402.07	\$139,525.20	6.89%
	MEALS	<u>\$597,289.43</u>	<u>\$604,977.26</u>	<u>\$7,687.83</u>	<u>1.29%</u>
		\$2,623,166.30	\$2,770,379.33	\$147,213.03	5.61%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,434,166.40	\$1,458,380.44	\$24,214.04	1.69%
	MEALS	<u>\$496,883.38</u>	<u>\$531,275.19</u>	<u>\$34,391.81</u>	<u>6.92%</u>
		\$1,931,049.78	\$1,989,655.63	\$58,605.85	3.03%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$725,052.86	\$0.00	\$0.00	0.00%
	MEALS	<u>\$398,737.51</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,123,790.37	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$433,387.04	\$0.00	\$0.00	0.00%
	MEALS	<u>\$162,642.84</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$596,029.88	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$185,251.27	\$0.00	\$0.00	0.00%
	MEALS	<u>\$300,138.52</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,389.79	\$0.00	\$0.00	0.00%
Total To Date	OCCUPANCY	\$6,869,511.73	\$6,861,465.78	(\$8,045.95)	-0.12%
	Meals	<u>\$2,783,555.56</u>	<u>\$2,858,725.12</u>	<u>\$75,169.56</u>	<u>2.70%</u>
		\$9,653,067.29	\$9,720,190.90	\$67,123.61	0.70%
Total for Year	OCCUPANCY	\$8,213,202.90			
	MEALS	<u>\$3,645,074.43</u>			
		\$11,858,277.33			

OCCUPANCY & MEALS FY 2023-2024

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 22-23	ACTUAL FY 23-24	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$1,366,625.62	\$1,367,017.91	\$392.29	0.03%
<u>JULY RECEIVED</u>	MEALS	<u>\$486,160.01</u>	<u>\$514,981.30</u>	<u>\$28,821.29</u>	<u>5.93%</u>
		\$1,852,785.63	\$1,881,999.21	\$29,213.58	1.58%
<i>JULY EARNED</i>	OCCUPANCY	\$2,025,876.87	\$2,165,402.07	\$139,525.20	6.89%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$597,289.43</u>	<u>\$604,977.26</u>	<u>\$7,687.83</u>	<u>1.29%</u>
		\$2,623,166.30	\$2,770,379.33	\$147,213.03	5.61%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,434,166.40	\$1,458,380.44	\$24,214.04	1.69%
<u>SEPT RECEIVED</u>	MEALS	<u>\$496,883.38</u>	<u>\$531,275.19</u>	<u>\$34,391.81</u>	<u>6.92%</u>
		\$1,931,049.78	\$1,989,655.63	\$58,605.85	3.03%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$725,052.86	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$398,737.51</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,123,790.37	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$433,387.04	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	MEALS	<u>\$162,642.84</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$596,029.88	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$185,251.27	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	<u>\$300,138.52</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,389.79	\$0.00	\$0.00	0.00%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$101,098.09	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$143,214.99</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$244,313.08	\$0.00	\$0.00	0.00%
<i>JANUARY EARNED</i>	OCCUPANCY	\$322,624.32	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$124,423.37</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$447,047.69	\$0.00	\$0.00	0.00%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$170,000.09	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$116,207.73</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$286,207.82	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$228,526.82	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$179,535.02</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$408,061.84	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$436,134.79	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$284,934.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$721,069.45	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$612,281.25	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$359,175.60</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$971,456.85	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$4,826,668.89	\$4,990,800.42	\$164,131.53	3.40%
	MEALS	<u>\$1,580,332.82</u>	<u>\$1,651,233.75</u>	<u>\$70,900.93</u>	<u>4.49%</u>
		\$6,407,001.71	\$6,642,034.17	\$235,032.46	3.67%
TOTAL	OCCUPANCY	\$8,041,025.42			
ACTUAL	MEALS	<u>\$3,649,343.06</u>			
2022-2023		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2023	2022	2021	2020	2019	2018	Variance 2023-2022	Percent Change
January	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	139,035	2.59%
February	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	632,090	12.42%
March	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152	120,397	2.55%
April	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431	238,334	3.73%
May	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088	-869,859	-9.60%
June	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	6,558,353	23,873	0.24%
July	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288	10,815,908	419,278	2.71%
August	0	17,642,098	16,810,430	13,794,215	13,178,541	12,870,106		
September	0	15,470,465	14,558,020	12,478,041	11,799,596	10,996,721		
October	0	10,371,192	10,366,595	9,103,596	6,834,818	6,542,087		
November	0	7,843,407	7,717,041	6,925,862	5,191,614	4,932,146		
December	0	6,006,535	5,741,952	5,029,105	3,874,539	3,719,123		
YTD	56,808,353	56,105,205	52,288,574	34,461,004	37,562,244	35,337,054	703,148	1.25%
TOTAL	56,808,353	113,438,902	107,482,612	81,791,823	78,441,352	74,397,237		
YTD % Change	1.25%	7.30%	51.73%	-8.26%	6.30%	3.94%		
Total % Change	1.25%	5.54%	31.41%	4.27%	5.44%	1.51%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306
February	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002
March	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289
April	43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724
May	61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112
June	137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630
July	215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465
August	148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681
September		73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276
October		43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119
November		18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045
December		10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348
YTD Total	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	296,120,209
Total	678,556,929	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997
YTD % Change	1.47%	7.05%	41.04%	2.54%	5.24%	4.32%	5.27%	3.54%	3.94%	4.37%	3.82%	4.18%	3.87%	4.37%
Total % Change	1.47%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%
Month Increase/Decrease(Decrease)/Qtr	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%	-3.51%
Qtr 1 (Dec-Feb)	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%
Qtr 2 (Mar-May)	-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%
Qtr 3 (June-Aug)	3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%
Qtr 4 (Sept-Nov)		5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077
February	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714
March	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634
April	29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388
May	37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030
June	53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735
July	62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259
August	54,381,491	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,863,206	36,725,099	33,521,889	27,024,599	31,515,361
September		39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839
October		18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890
November		28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724
December		14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306
YTD Total	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	141,001,198
Total	283,828,958	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957
YTD % Change	4.83%	7.98%	65.25%	-27.74%	9.08%	1.99%	4.85%	2.79%	4.55%	4.48%	1.71%	10.58%	1.11%	1.85%
Total % Change	4.83%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%
Month Increase/(Decrease) Increase(Decrease)/Qtr	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%	0.74%
Qtr 1 (Dec-Feb)	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%
Qtr 2 (Mar-May)	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%
Qtr 3 (June-Aug)	4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%
Qtr 4 (Sept-Nov)		1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

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Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-	Cottage	Cottage	Cottage	Cottage	Cottage
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground					
January	21,848	18,954	69,721	33,385	85,050	149,040	101,762	197,792	177,093	15,667	57,144	60,734	73,666	65,334	51,898
February	143,923	27,050	54,287	88,113	68,535	79,720	89,994	183,108	180,687	21,786	54,050	55,880	87,169	71,244	54,275
March	85,386	29,171	136,583	-6,494	122,945	249,522	63,921	692,174	414,682	159,347	160,084	65,539	206,483	136,291	117,052
April	877,315	9,994	259,204	260,362	186,041	587,966	1,930	1,235,799	1,294,819	454,658	365,960	48,233	404,682	326,574	298,479
May	309,416	91,397	282,278	285,411	262,423	990,995	1,130,609	1,918,384	1,046,309	571,317	600,680	254,673	565,909	530,590	410,132
June	417,010	351,108	570,964	330,644	353,506	1,830,953	2,412,414	2,845,176	1,770,185	1,305,653	1,288,613	795,837	919,645	833,391	705,955
July	300,025	363,847	446,262	595,516	427,557	1,966,882	2,685,694	3,088,190	1,860,733	1,284,313	1,563,325	1,043,368	1,058,556	1,166,419	936,181
August	369,371	373,764	532,087	383,480	306,695	1,510,242	1,588,143	2,216,628	1,415,619	813,582	872,728	902,896	902,324	778,232	691,547
September	254,760	278,989	401,958	240,314		427,073	1,348,600	1,567,213	888,980		437,579	551,614	608,182	610,925	
October	149,153	155,303	165,873	237,302		406,219	922,352	1,030,829	438,511		308,779	493,509	491,572	357,764	
November	74,856	65,719	125,498	77,421		126,014	355,225	365,096	176,484		143,147	63,227	145,754	79,095	
December	82,449	106,697	136,248	28,424		59,397	149,223	178,506	-5,128		55,559	214,261	90,408	187,222	
<i>YTD Totals</i>	<i>2,524,294</i>	<i>1,265,285</i>	<i>2,351,386</i>	<i>1,970,417</i>	<i>1,812,752</i>	<i>7,365,320</i>	<i>8,074,467</i>	<i>12,377,251</i>	<i>8,160,127</i>	<i>4,626,323</i>	<i>4,962,584</i>	<i>3,227,160</i>	<i>4,218,434</i>	<i>3,908,075</i>	<i>3,265,519</i>
Total	3,085,512	1,871,993	3,180,963	2,553,878	1,812,752	8,384,023	10,849,867	15,518,895	9,658,974	4,626,323	5,907,648	4,549,771	5,554,350	5,143,081	3,265,519
Month Increase	24.87%	1.19%	42.36%	-27.93%	-20.02%	22.58%	5.16%	39.57%	-36.14%	-42.53%	-32.71%	3.46%	-0.06%	-13.75%	-11.14%
<i>YTD Increase</i>	63.55%	-49.88%	85.84%	-16.20%	-8.00%	19.94%	9.63%	53.29%	-34.07%	-43.31%	-6.78%	-34.97%	30.72%	-7.36%	-16.44%
Total Year Increa	60.33%	-39.33%	69.92%	-19.71%		12.62%	29.41%	43.03%	-37.76%		-10.68%	-22.99%	22.08%	-7.40%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies
January	1,301,265	1,437,035	1,748,076	1,643,048	1,933,579	19,038	18,951	80,549	149,571	159,300	4,641,865	6,501,671	20,308,517	30,139,025	30,132,778
February	1,331,764	1,533,776	1,728,750	2,126,093	2,107,700	21,882	25,687	121,593	228,025	311,380	4,283,950	4,958,235	14,641,992	14,518,460	14,706,513
March	2,618,614	1,246,258	3,909,056	3,943,594	4,072,116	48,950	24,532	456,135	458,768	521,683	6,065,892	2,033,390	22,818,135	18,269,896	18,236,039
April	5,082,911	272,368	7,371,174	8,104,880	8,083,416	129,659	6,532	690,426	970,654	1,063,464	14,912,027	382,791	29,766,955	35,002,625	34,488,045
May	8,296,802	3,148,199	11,955,124	10,324,362	10,518,694	148,954	188,734	1,201,894	1,151,529	1,247,200	25,901,180	23,445,254	56,477,960	55,576,157	49,509,116
June	11,050,965	11,291,492	17,405,621	16,192,842	16,054,375	220,076	689,124	1,781,971	1,801,287	2,070,056	86,974,007	88,087,699	105,559,551	117,473,065	118,553,305
July	13,333,255	16,489,187	22,217,201	20,666,774	21,259,405	280,756	291,105	2,244,007	2,397,468	2,892,211	93,189,170	131,031,173	132,554,585	178,978,115	191,239,034
August	14,094,249	13,307,261	18,448,886	16,657,613	16,564,558	266,881	244,691	2,161,167	2,079,173	2,423,773	121,424,486	122,944,015	135,457,160	122,930,026	129,365,315
September	6,280,715	9,374,533	11,630,739	11,442,403		128,596	495,636	1,369,614	1,254,083		37,793,636	51,755,580	58,512,166	59,777,401	
October	5,163,907	6,047,939	7,830,739	7,109,786		76,787	91,603	794,126	637,398		16,375,128	33,435,472	34,110,939	35,292,753	
November	1,972,903	1,882,898	2,106,980	3,118,187		31,815	7,333	8,921	301,371		9,080,251	14,518,005	8,640,528	14,980,559	
December	1,413,200	1,833,474	3,253,943	1,900,473		22,812	50,865	515,173	234,745		4,773,626	8,836,444	14,219,918	7,958,228	
<i>YTD Totals</i>	<i>57,109,825</i>	<i>48,725,576</i>	<i>84,783,888</i>	<i>79,659,206</i>	<i>80,593,843</i>	<i>1,136,196</i>	<i>1,489,356</i>	<i>8,737,742</i>	<i>9,236,475</i>	<i>10,689,067</i>	<i>357,392,577</i>	<i>379,384,228</i>	<i>517,584,855</i>	<i>572,887,369</i>	<i>586,230,145</i>
Total	71,940,550	67,864,420	109,606,289	103,230,055	80,593,843	1,396,206	2,134,793	11,425,576	11,664,072	10,689,067	425,415,218	487,929,729	633,068,406	690,896,310	586,230,145
Month Increase	13.28%	-5.58%	38.64%	-9.71%	-0.56%	-36.90%	-8.31%	783.22%	-3.79%	16.57%	30.53%	1.25%	10.18%	-9.25%	5.23%
<i>YTD Increase</i>	1.98%	-14.68%	74.00%	-6.04%	1.17%	-32.50%	31.08%	486.68%	5.71%	15.73%	5.39%	6.15%	36.43%	10.68%	2.33%
Total Year Increa	3.84%	-5.67%	61.51%	-5.82%		-29.07%	52.90%	435.21%	2.09%		4.24%	14.69%	29.75%	9.13%	

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

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January		4,048,599	7,565,248	10,640,444	10,970,042	100,883	103,524	117,805	71,183	107,068	6,272,045	8,223,680	22,515,577	32,129,068	32,326,040
February		3,640,228	8,831,162	9,964,265	9,901,463	111,202	123,301	138,103	86,764	119,484	6,004,609	6,788,236	16,833,409	17,071,361	17,078,293
March		392,302	14,285,652	11,694,833	11,682,633	191,043	100,157	288,353	139,472	203,764	9,370,541	3,538,436	28,050,784	22,897,441	22,911,263
April		54,406	11,899,053	11,767,660	12,328,326	356,959	0	387,071	230,087	302,139	22,183,138	715,316	39,424,885	45,219,347	43,812,778
May		7,959,755	11,894,484	12,431,457	12,627,627	329,769	122,541	429,562	235,556	273,011	36,428,842	28,192,673	71,629,217	67,998,385	61,544,693
June		15,349,447	15,036,636	18,707,648	18,477,129	441,718	529,356	646,362	393,576	338,773	102,003,266	103,467,906	127,947,319	136,993,703	137,311,567
July	9,774,831	14,163,157	18,366,907	22,972,242	23,810,322	538,288	643,415	630,180	527,134	372,183	110,890,945	152,256,684	159,994,974	203,794,691	215,518,673
August	24,094,200	14,432,996	15,236,263	17,820,645	17,510,657	534,008	621,785	723,235	476,191	311,925	138,805,084	139,737,864	158,280,320	142,641,161	148,053,622
September	5,444,607	7,502,538	9,479,100	9,589,739		210,087	466,395	392,240	225,343		45,403,850	63,775,711	73,112,498	73,185,366	0
October	3,090,168	5,199,066	6,243,795	5,954,385		215,456	309,934	157,157	132,022		22,618,642	41,364,509	43,787,109	43,568,138	0
November	1,659,752	894,605	698,108	4,271,270		126,782	167,957	10,176	122,575		11,523,953	17,053,031	11,394,032	18,554,321	0
December	1,465,862	4,304,339	7,063,801	3,945,571		120,970	126,529	217,271	125,826		6,505,201	11,266,628	18,096,294	10,195,045	0
<i>YTD Totals</i>	<i>33,869,031</i>	<i>60,040,890</i>	<i>103,115,405</i>	<i>115,999,194</i>	<i>117,308,199</i>	<i>2,603,870</i>	<i>2,244,079</i>	<i>3,360,671</i>	<i>2,159,963</i>	<i>2,028,347</i>	<i>431,958,470</i>	<i>442,920,795</i>	<i>624,676,485</i>	<i>668,745,157</i>	<i>678,556,929</i>
Total	45,529,420	77,941,438	126,600,209	139,760,159	117,308,199	3,277,165	3,314,894	4,137,515	2,765,729	2,028,347	518,010,116	576,380,674	771,066,418	814,248,027	678,556,929

Month Increase	-40.10%	5.57%	16.96%	-1.74%	25.14%	16.44%	16.32%	-34.16%	-34.50%	27.68%	0.67%	13.27%	-9.88%	3.79%
<i>YTD Increase</i>		71.74%	12.49%	1.13%	11.95%	-13.82%	49.76%	-35.73%	-6.09%	5.24%	2.54%	41.04%	7.05%	1.47%
Total Year Increa		62.43%	10.39%		7.95%	1.15%	24.82%	-33.15%		4.35%	11.27%	33.78%	5.60%	

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

DARE COUNTY GROSS OCCUPANCY BY DISTRICT																		
	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	TOTAL	TOTAL	TOTAL
AVON	5,173,494	16.0%	1,436,510	8.4%	1,478,670	6.5%	2,932,683	6.7%	4,203,140	6.8%	7,858,075	5.7%	12,983,077	6.0%	8,889,986	6.0%	44,955,635	6.6%
BUXTON	382,351	1.2%	282,831	1.7%	434,490	1.9%	1,119,059	2.6%	1,597,647	2.6%	2,656,985	1.9%	4,077,724	1.9%	2,579,943	1.7%	13,131,030	1.9%
COLINGTON	8,009	0.0%	9,524	0.1%	28,233	0.1%	69,123	0.2%	145,585	0.2%	612,570	0.4%	799,749	0.4%	419,657	0.3%	2,092,450	0.3%
FRISCO	929,907	2.9%	217,764	1.3%	341,414	1.5%	1,006,995	2.3%	1,460,567	2.4%	2,798,272	2.0%	4,106,793	1.9%	2,909,960	2.0%	13,771,672	2.0%
HATTERAS	3,347,567	10.4%	651,905	3.8%	582,089	2.5%	1,652,924	3.8%	2,382,339	3.9%	5,162,519	3.8%	8,064,672	3.7%	5,637,062	3.8%	27,481,077	4.0%
KILL DEVIL HILLS	4,299,295	13.3%	3,939,118	23.1%	6,051,503	26.4%	9,980,060	22.8%	12,469,507	20.3%	24,377,722	17.8%	37,009,938	17.2%	25,497,166	17.2%	123,624,309	18.2%
KITTY HAWK	1,626,845	5.0%	1,391,882	8.2%	2,272,132	9.9%	3,595,853	8.2%	4,820,980	7.8%	9,271,719	6.8%	12,941,706	6.0%	8,968,394	6.1%	44,889,511	6.6%
MANTEO-TOWN	305,119	0.9%	224,455	1.3%	451,409	2.0%	810,779	1.9%	1,184,486	1.9%	1,997,966	1.5%	2,550,257	1.2%	1,901,583	1.3%	9,426,054	1.4%
NAGS HEAD	4,545,805	14.1%	3,317,925	19.4%	4,605,851	20.1%	10,361,659	23.6%	15,170,404	24.6%	36,122,124	26.3%	58,737,391	27.3%	40,376,546	27.3%	173,237,705	25.5%
RODANTHE	2,178,032	6.7%	658,001	3.9%	729,391	3.2%	1,400,211	3.2%	2,000,461	3.3%	3,834,553	2.8%	5,969,657	2.8%	4,117,407	2.8%	20,887,713	3.1%
SALVO	3,709,036	11.5%	959,276	5.6%	894,216	3.9%	1,359,524	3.1%	1,822,661	3.0%	3,995,865	2.9%	6,809,401	3.2%	4,621,423	3.1%	24,171,402	3.6%
WAVES	1,758,064	5.4%	533,048	3.1%	452,920	2.0%	697,056	1.6%	978,773	1.6%	2,366,210	1.7%	3,726,425	1.7%	2,631,539	1.8%	13,144,035	1.9%
SOUTHERN SHORES	913,500	2.8%	643,079	3.8%	781,798	3.4%	1,729,657	3.9%	2,904,447	4.7%	8,375,703	6.1%	13,197,692	6.1%	8,776,768	5.9%	37,322,644	5.5%
DUCK	1,859,445	5.8%	1,316,005	7.7%	1,851,500	8.1%	4,652,772	10.6%	7,852,584	12.8%	22,093,582	16.1%	37,147,010	17.2%	25,279,971	17.1%	102,052,869	15.0%
RIM (ROANOKE ISL. MAIN)	1,130,271	3.5%	1,185,590	6.9%	1,433,964	6.3%	1,380,959	3.2%	1,303,912	2.1%	3,717,646	2.7%	4,504,970	2.1%	3,022,444	2.0%	17,679,756	2.6%
OTC UNATTRIBUTED	159,300	0.5%	311,380	1.8%	521,683	2.3%	1,063,464	2.4%	1,247,200	2.0%	2,070,056	1.5%	2,892,211	1.3%	2,423,773	1.6%	10,689,067	1.6%
TOTAL	32,326,040	100.0%	17,078,293	100.0%	22,911,263	100.0%	43,812,778	100.0%	61,544,693	100.0%	137,311,567	100.0%	215,518,673	100.0%	148,053,622	100.0%	678,556,929	100.0%

DARE COUNTY GROSS																		
MEALS BY DISTRICT																		
	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	TOTAL	TOTAL	TOTAL
AVON - 1	302,578	2.0%	308,667	2.5%	646,170	3.4%	1,119,136	3.7%	1,585,264	4.3%	2,747,899	5.1%	3,060,306	4.9%	2,725,389	5.0%	12,495,409	4.4%
BUXTON - 2	251,526	1.7%	295,171	2.4%	596,986	3.1%	1,222,012	4.1%	1,491,607	4.0%	1,925,395	3.6%	2,252,130	3.6%	1,927,015	3.5%	9,961,842	3.5%
COLINGTON - 3	91,233	0.6%	119,864	1.0%	139,703	0.7%	357,136	1.2%	432,016	1.2%	598,056	1.1%	661,272	1.1%	634,338	1.2%	3,033,618	1.1%
FRISCO - 5	158,141	1.1%	113,981	0.9%	182,853	1.0%	361,064	1.2%	445,631	1.2%	625,311	1.2%	762,752	1.2%	672,239	1.2%	3,321,972	1.2%
HATTERAS - 6	45,102	0.3%	8,321	0.1%	147,605	0.8%	500,966	1.7%	844,163	2.3%	1,170,162	2.2%	1,297,428	2.1%	974,990	1.8%	4,988,737	1.8%
KILL DEVIL HILLS - 7	4,613,949	30.7%	3,895,252	31.7%	5,915,420	31.0%	8,480,638	28.4%	9,467,668	25.5%	12,916,559	24.1%	15,616,115	25.0%	12,716,160	23.4%	73,621,761	25.9%
KITTY HAWK - 8	3,106,795	20.7%	2,133,394	17.4%	3,182,879	16.7%	4,404,347	14.7%	4,834,256	13.0%	7,251,684	13.5%	8,117,655	13.0%	6,739,490	12.4%	39,770,500	14.0%
MANTEO-TOWN - 10	1,227,227	8.2%	1,225,049	10.0%	1,410,171	7.4%	1,777,747	5.9%	2,321,519	6.2%	2,712,329	5.1%	2,942,994	4.7%	2,907,579	5.3%	16,524,615	5.8%
RIM (ROANOKE ISL. M	300,970	2.0%	318,812	2.6%	278,398	1.5%	382,175	1.3%	476,118	1.3%	570,993	1.1%	601,112	1.0%	607,064	1.1%	3,535,642	1.2%
NAGS HEAD - 14	3,596,285	24.0%	2,363,177	19.2%	4,154,607	21.8%	6,697,604	22.4%	8,864,888	23.8%	13,239,011	24.7%	15,752,325	25.3%	13,929,106	25.6%	68,597,003	24.2%
RODANTHE - 15	33,616	0.2%	53,818	0.4%	109,071	0.6%	353,086	1.2%	453,938	1.2%	815,115	1.5%	815,868	1.3%	864,807	1.6%	3,499,319	1.2%
SALVO - 18	7,192	0.0%	7,764	0.1%	6,629	0.0%	7,872	0.0%	17,446	0.0%	64,650	0.1%	91,667	0.1%	74,877	0.1%	278,097	0.1%
WAVES - 19	39,376	0.3%	35,396	0.3%	109,778	0.6%	336,430	1.1%	452,346	1.2%	781,166	1.5%	920,671	1.5%	793,570	1.5%	3,468,733	1.2%
SOUTHERN SHORES -	528,882	3.5%	601,594	4.9%	628,376	3.3%	732,524	2.5%	946,148	2.5%	1,380,983	2.6%	1,527,834	2.4%	1,296,155	2.4%	7,642,496	2.7%
DUCK - 21	711,369	4.7%	802,519	6.5%	1,543,575	8.1%	3,149,519	10.5%	4,558,051	12.3%	6,853,845	12.8%	7,951,624	12.7%	7,518,712	13.8%	33,089,214	11.7%
TOTAL	15,014,241	100.0%	12,282,779	100.0%	19,052,221	100.0%	29,882,256	100.0%	37,191,059	100.0%	53,653,158	100.0%	62,371,753	100.0%	54,381,491	100.0%	283,828,958	100.0%

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

DARE COUNTY GROSS OCCUPANCY BY DISTRICT									
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase
	APRIL	APRIL	(Decrease)	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)
HATTERAS ISLAND:									
RODANTHE	1,400,211	1,849,630	-24.30%	2,000,461	2,204,350	-9.25%	3,834,553	4,708,135	-18.55%
WAVES	697,056	1,246,772	-44.09%	978,773	1,202,533	-18.61%	2,366,210	2,440,916	-3.06%
SALVO	1,359,524	1,279,580	6.25%	1,822,661	2,143,474	-14.97%	3,995,865	4,611,709	-13.35%
AVON	2,932,683	3,161,385	-7.23%	4,203,140	4,447,538	-5.50%	7,858,075	8,364,110	-6.05%
BUXTON	1,119,059	1,159,347	-3.48%	1,597,647	1,612,044	-0.89%	2,656,985	2,760,642	-3.75%
FRISCO	1,006,995	1,016,793	-0.96%	1,460,567	1,605,306	-9.02%	2,798,272	2,909,307	-3.82%
HATTERAS	1,652,924	1,625,048	1.72%	2,382,339	2,720,385	-12.43%	5,162,519	5,117,944	0.87%
TOTAL HATTERAS ISLAND	10,168,452	11,338,555	-10.32%	14,445,588	15,935,630	-9.35%	28,672,479	30,912,763	-7.25%
NORTHERN BEACHES:									
DUCK	4,652,772	5,302,625	-12.26%	7,852,584	8,864,426	-11.41%	22,093,582	22,079,751	0.06%
SOUTHERN SHORES	1,729,657	1,618,953	6.84%	2,904,447	3,166,018	-8.26%	8,375,703	8,103,404	3.36%
KITTY HAWK	3,595,853	3,226,455	11.45%	4,820,980	4,864,351	-0.89%	9,271,719	9,108,901	1.79%
COLINGTON	69,123	98,804	-30.04%	145,585	146,390	-0.55%	612,570	472,648	29.60%
KILL DEVIL HILLS	9,980,060	9,600,828	3.95%	12,469,507	13,346,479	-6.57%	24,377,722	24,257,897	0.49%
NAGS HEAD	10,361,659	10,638,831	-2.61%	15,170,404	17,740,091	-14.49%	36,122,124	36,400,003	-0.76%
TOTAL NORTHERN BEACHES	30,389,124	30,486,496	-0.32%	43,363,507	48,127,755	-9.90%	100,853,420	100,422,604	0.43%
ROANOKE ISLAND:									
MANTEO-TOWN	810,779	1,003,774	-19.23%	1,184,486	1,396,188	-15.16%	1,997,966	1,888,258	5.81%
RIM (ROANOKE ISL. MAINLAN	1,380,959	1,419,868	-2.74%	1,303,912	1,387,283	-6.01%	3,717,646	1,968,791	88.83%
TOTAL ROANOKE ISLAND	2,191,738	2,423,642	-9.57%	2,488,398	2,783,471	-10.60%	5,715,612	3,857,049	48.19%
OTC UNATTRIBUTED	1,063,464	970,654	9.56%	1,247,200	1,151,529	8.31%	2,070,056	1,801,287	14.92%
TOTAL	43,812,778	45,219,347	-3.11%	61,544,693	67,998,385	-9.49%	137,311,567	136,993,703	0.23%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT									
	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:									
RODANTHE	5,969,657	6,614,066	-9.74%	4,117,407	5,008,771	-17.80%	20,887,713	24,497,279	-14.73%
WAVES	3,726,425	3,632,602	2.58%	2,631,539	2,765,442	-4.84%	13,144,035	14,553,748	-9.69%
SALVO	6,809,401	7,111,023	-4.24%	4,621,423	4,724,594	-2.18%	24,171,402	25,663,530	-5.81%
AVON	12,983,077	13,359,620	-2.82%	8,889,986	9,341,045	-4.83%	44,955,635	46,012,404	-2.30%
BUXTON	4,077,724	3,713,099	9.82%	2,579,943	2,846,987	-9.38%	13,131,030	13,482,604	-2.61%
FRISCO	4,106,793	4,229,814	-2.91%	2,909,960	3,154,443	-7.75%	13,771,672	14,246,416	-3.33%
HATTERAS	8,064,672	7,551,954	6.79%	5,637,062	5,692,463	-0.97%	27,481,077	26,379,108	4.18%
TOTAL HATTERAS ISLAND	45,737,749	46,212,178	-1.03%	31,387,320	33,533,745	-6.40%	157,542,564	164,835,089	-4.42%
NORTHERN BEACHES:									
DUCK	37,147,010	34,981,063	6.19%	25,279,971	23,684,465	6.74%	102,052,869	100,695,972	1.35%
SOUTHERN SHORES	13,197,692	12,216,325	8.03%	8,776,768	8,545,335	2.71%	37,322,644	36,219,354	3.05%
KITTY HAWK	12,941,706	12,282,838	5.36%	8,968,394	8,945,484	0.26%	44,889,511	43,493,317	3.21%
COLINGTON	799,749	649,152	23.20%	419,657	420,045	-0.09%	2,092,450	1,844,389	13.45%
KILL DEVIL HILLS	37,009,938	34,215,114	8.17%	25,497,166	24,147,484	5.59%	123,624,309	118,213,962	4.58%
NAGS HEAD	58,737,391	55,618,214	5.61%	40,376,546	37,692,505	7.12%	173,237,705	171,624,593	0.94%
TOTAL NORTHERN BEACHES	159,833,486	149,962,706	6.58%	109,318,502	103,435,318	5.69%	483,219,488	472,091,587	2.36%
ROANOKE ISLAND:									
MANTEO-TOWN	2,550,257	3,045,682	-16.27%	1,901,583	1,975,858	-3.76%	9,426,054	10,320,408	-8.67%
RIM (ROANOKE ISL. MAINLAN	4,504,970	2,176,657	106.97%	3,022,444	1,617,067	86.91%	17,679,756	12,261,598	44.19%
TOTAL ROANOKE ISLAND	7,055,227	5,222,339	35.10%	4,924,027	3,592,925	37.05%	27,105,810	22,582,006	20.03%
OTC UNATTRIBUTED	2,892,211	2,397,468	20.64%	2,423,773	2,079,173	16.57%	10,689,067	9,236,475	15.73%
TOTAL	215,518,673	203,794,691	5.75%	148,053,622	142,641,161	3.79%	678,556,929	668,745,157	1.47%

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

DARE COUNTY GROSS MEALS BY DISTRICT									
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase
	APRIL	APRIL	(Decrease)	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)
HATTERAS ISLAND:									
RODANTHE - 15	353,086	311,909	13.20%	453,938	353,872	28.28%	815,115	683,686	19.22%
WAVES - 19	336,430	389,093	-13.53%	452,346	498,424	-9.24%	781,166	768,595	1.64%
SALVO - 18	7,872	0	#DIV/0!	17,446	4,661	274.30%	64,650	42,087	53.61%
AVON - 1	1,119,136	1,336,411	-16.26%	1,585,264	1,694,587	-6.45%	2,747,899	2,176,164	26.27%
BUXTON - 2	1,222,012	1,279,797	-4.52%	1,491,607	1,345,335	10.87%	1,925,395	1,948,239	-1.17%
FRISCO - 5	361,064	321,462	12.32%	445,631	354,163	25.83%	625,311	542,561	15.25%
HATTERAS - 6	500,966	498,806	0.43%	844,163	738,413	14.32%	1,170,162	1,029,202	13.70%
TOTAL HATTERAS ISLAND	3,900,566	4,137,478	-5.73%	5,290,395	4,989,455	6.03%	8,129,698	7,190,534	13.06%
NORTHERN BEACHES:									
DUCK - 21	3,149,519	3,163,511	-0.44%	4,558,051	4,068,136	12.04%	6,853,845	6,460,495	6.09%
SOUTHERN SHORES - 20	732,524	983,730	-25.54%	946,148	910,119	3.96%	1,380,983	1,495,960	-7.69%
KITTY HAWK - 8	4,404,347	4,611,608	-4.49%	4,834,256	5,266,860	-8.21%	7,251,684	6,629,904	9.38%
COLINGTON - 3	357,136	339,901	5.07%	432,016	391,728	10.28%	598,056	508,832	17.54%
KILL DEVIL HILLS - 7	8,480,638	7,452,341	13.80%	9,467,668	9,159,974	3.36%	12,916,559	12,036,148	7.31%
NAGS HEAD - 14	6,697,604	7,007,034	-4.42%	8,864,888	8,673,834	2.20%	13,239,011	11,702,938	13.13%
TOTAL NORTHERN BEACHES	23,821,768	23,558,125	1.12%	29,103,027	28,470,651	2.22%	42,240,138	38,834,277	8.77%
ROANOKE ISLAND:									
MANTEO-TOWN - 10	1,777,747	1,667,699	6.60%	2,321,519	1,837,199	26.36%	2,712,329	2,599,416	4.34%
MANTEO-OUTSIDE - 11	382,175	399,013	-4.22%	476,118	468,821	1.56%	570,993	564,127	1.22%
TOTAL ROANOKE ISLAND	2,159,922	2,066,712	4.51%	2,797,637	2,306,020	21.32%	3,283,322	3,163,543	3.79%
TOTAL	29,882,256	29,762,315	0.40%	37,191,059	35,766,126	3.98%	53,653,158	49,188,354	9.08%

DARE COUNTY GROSS MEALS BY DISTRICT									
	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:									
RODANTHE - 15	815,868	803,923	1.49%	864,807	687,692	25.75%	3,499,319	2,991,335	16.98%
WAVES - 19	920,671	957,970	-3.89%	793,570	780,294	1.70%	3,468,733	3,611,441	-3.95%
SALVO - 18	91,667	52,598	74.28%	74,877	43,456	72.31%	278,097	149,827	85.61%
AVON - 1	3,060,306	3,595,809	-14.89%	2,725,389	2,615,805	4.19%	12,495,409	12,638,542	-1.13%
BUXTON - 2	2,252,130	2,071,871	8.70%	1,927,015	1,866,389	3.25%	9,961,842	9,486,399	5.01%
FRISCO - 5	762,752	615,790	23.87%	672,239	501,759	33.98%	3,321,972	2,599,906	27.77%
HATTERAS - 6	1,297,428	1,235,164	5.04%	974,990	1,258,616	-22.53%	4,988,737	5,030,207	-0.82%
TOTAL HATTERAS ISLAND	9,200,822	9,333,125	-1.42%	8,032,887	7,754,011	3.60%	38,014,109	36,507,657	4.13%
NORTHERN BEACHES:									
DUCK - 21	7,951,624	7,455,079	6.66%	7,518,712	6,366,446	18.10%	33,089,214	30,317,045	9.14%
SOUTHERN SHORES - 20	1,527,834	1,605,353	-4.83%	1,296,155	1,512,789	-14.32%	7,642,496	8,192,147	-6.71%
KITTY HAWK - 8	8,117,655	8,194,772	-0.94%	6,739,490	7,267,571	-7.27%	39,770,500	39,330,882	1.12%
COLINGTON - 3	661,272	625,248	5.76%	634,338	569,783	11.33%	3,033,618	2,760,587	9.89%
KILL DEVIL HILLS - 7	15,616,115	15,664,042	-0.31%	12,716,160	12,857,954	-1.10%	73,621,761	71,227,900	3.36%
NAGS HEAD - 14	15,752,325	15,068,215	4.54%	13,929,106	13,119,647	6.17%	68,597,003	63,959,324	7.25%
TOTAL NORTHERN BEACHES	49,626,825	48,612,709	2.09%	42,833,961	41,694,190	2.73%	225,754,592	215,787,885	4.62%
ROANOKE ISLAND:									
MANTEO-TOWN - 10	2,942,994	2,666,007	10.39%	2,907,579	2,432,329	19.54%	16,524,615	15,113,039	9.34%
MANTEO-OUTSIDE - 11	601,112	532,458	12.89%	607,064	588,969	3.07%	3,535,642	3,342,093	5.79%
TOTAL ROANOKE ISLAND	3,544,106	3,198,465	10.81%	3,514,643	3,021,298	16.33%	20,060,257	18,455,132	8.70%
TOTAL	62,371,753	61,144,299	2.01%	54,381,491	52,469,499	3.64%	283,828,958	270,750,674	4.83%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
 General Fund - YTD thru 9/30/23

	Jul - Sep 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	3,743,100.31	4,655,607.00	-912,506.69	80.4%
3040 · Meals Tax - 75%	1,238,425.32	2,043,352.00	-804,926.68	60.6%
3050 · Website Advertising	35,347.90	125,000.00	-89,652.10	28.3%
3210 · Interest Income	107,198.92	191,050.00	-83,851.08	56.1%
3220 · Other	235.00	1,000.00	-765.00	23.5%
Total Income	5,124,307.45	7,016,009.00	-1,891,701.55	73.0%
Gross Profit	5,124,307.45	7,016,009.00	-1,891,701.55	73.0%
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	49.11	7,000.00	-6,950.89	0.7%
5003 · Directors & Officers Insurance	2,985.00	2,985.00	0.00	100.0%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	221,927.33	942,000.00	-720,072.67	23.6%
5020 · Salaries (Part Time) Promotion	24,456.19	129,500.00	-105,043.81	18.9%
5025 · Salaries (Part Time) Welcome AB	24,002.80	112,855.00	-88,852.20	21.3%
5026 · Salaries (Part Time) Welcome RI	39,005.70	170,785.00	-131,779.30	22.8%
5030 · Payroll Taxes	23,457.59	111,280.00	-87,822.41	21.1%
5040 · Employee Insurance	55,155.99	165,950.00	-110,794.01	33.2%
5050 · Retirement	31,382.78	128,680.00	-97,297.22	24.4%
5055 · 401(k) Match	1,869.66	9,420.00	-7,550.34	19.8%
5060 · Workmens Compensation	2,306.97	2,160.00	146.97	106.8%
5080 · Employee Relations	35.00	3,195.00	-3,160.00	1.1%
5090 · Training	3,330.85	16,340.00	-13,009.15	20.4%
5110 · Contracted Service	7,751.00	29,085.00	-21,334.00	26.6%
5140 · Audit	0.00	10,875.00	-10,875.00	0.0%
5170 · Other Professional Services	3,756.21	7,300.00	-3,543.79	51.5%
5180 · Legal	2,000.00	20,500.00	-18,500.00	9.8%
5185 · Research	100,325.00	267,500.00	-167,175.00	37.5%
5190 · Administrative Advertising	2,100.20	1,500.00	600.20	140.0%
5500 · Advertising-Printed	429,720.39	1,454,760.00	-1,025,039.61	29.5%
5502 · Advertising - Production Fee	601.29	170,000.00	-169,398.71	0.4%
5510 · Advertising - Event Dev & Mktg	1,300.00	73,100.00	-71,800.00	1.8%
5515 · Advertising - Online	756,823.59	2,616,390.00	-1,859,566.41	28.9%
5525 · Community Relations	4,457.50	30,000.00	-25,542.50	14.9%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	2,771.66	19,000.00	-16,228.34	14.6%
5580 · Promotional Aids	800.63	9,000.00	-8,199.37	8.9%
6100 · Familiarization Tours	15,481.49	110,000.00	-94,518.51	14.1%
6101 · Group sales	8,900.00	17,750.00	-8,850.00	50.1%
6130 · Uniforms	0.00	2,200.00	-2,200.00	0.0%
6150 · Event Grant	52,349.64	818,250.00	-765,900.36	6.4%
6160 · Long Range Tourism Plan	0.00	350,000.00	-350,000.00	0.0%
6170 · Tourism Summit	0.00	25,000.00	-25,000.00	0.0%
6200 · Postage and Delivery	5,074.13	200,200.00	-195,125.87	2.5%
6300 · Travel	7,124.07	60,640.00	-53,515.93	11.7%
6305 · Vehicle Maintenance	68.65	3,500.00	-3,431.35	2.0%
6320 · Registrations	5,189.00	52,475.00	-47,286.00	9.9%
6340 · Travel Show Exhibit	0.00	4,000.00	-4,000.00	0.0%
6420 · Dues and Subscriptions	39,929.38	57,675.00	-17,745.62	69.2%
6440 · Insurance	36,602.39	37,575.00	-972.61	97.4%
6460 · Telephone	8,794.36	38,955.00	-30,160.64	22.6%
6500 · Equipment	3,087.41	85,300.00	-82,212.59	3.6%
6510 · Expendable Equipment	0.00	2,550.00	-2,550.00	0.0%
6530 · Technical Support	693.34	9,000.00	-8,306.66	7.7%
6580 · Utilities	3,797.21	18,360.00	-14,562.79	20.7%
6600 · Cleaning/maintenance supplies	242.28	2,600.00	-2,357.72	9.3%
6610 · Building Maintenance	2,989.24	30,905.00	-27,915.76	9.7%
6620 · Equipment Service Contracts	320.40	3,100.00	-2,779.60	10.3%
6640 · Equipment Rent	6,862.70	33,840.00	-26,977.30	20.3%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	1,837.05	23,025.00	-21,187.95	8.0%
6800 · Bank Service Charges	327.31	1,920.00	-1,592.69	17.0%
6810 · Web Site/Internet	7,028.09	52,000.00	-44,971.91	13.5%
Total Expense	1,953,345.58	8,577,630.00	-6,624,284.42	22.8%
Net Ordinary Income	3,170,961.87	-1,561,621.00	4,732,582.87	-203.1%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 9/30/23

	Jul - Sep 23	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	21,000.00	35,000.00	-14,000.00	60.0%
Total 9920 · Transfer from Travel Guide Fund	21,000.00	35,000.00	-14,000.00	60.0%
9990 · Unappropriated Fund Balance	0.00	1,925,166.00	-1,925,166.00	0.0%
Total Other Income	21,000.00	1,960,166.00	-1,939,166.00	1.1%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	110,000.00	-110,000.00	0.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	0.00	112,000.00	-112,000.00	0.0%
9950 · Transfer to Event Site Fund	265.85	286,545.00	-286,279.15	0.1%
Total Other Expense	265.85	398,545.00	-398,279.15	0.1%
Net Other Income	20,734.15	1,561,621.00	-1,540,886.85	1.3%
Net Income	3,191,696.02	0.00	3,191,696.02	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 9/30/23

	Jul - Sep 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	38.38	50.00	-11.62	76.8%
Total Income	38.38	50.00	-11.62	76.8%
Gross Profit	38.38	50.00	-11.62	76.8%
Net Ordinary Income	38.38	50.00	-11.62	76.8%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	21,000.00	35,000.00	-14,000.00	60.0%
Total 9920 · Transfer from Travel Guide Fund	21,000.00	35,000.00	-14,000.00	60.0%
Total Other Income	21,000.00	35,000.00	-14,000.00	60.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	110,000.00	-110,000.00	0.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	0.00	112,000.00	-112,000.00	0.0%
Total Other Expense	0.00	112,000.00	-112,000.00	0.0%
Net Other Income	21,000.00	-77,000.00	98,000.00	-27.3%
Net Income	21,038.38	-76,950.00	97,988.38	-27.3%

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

	Jul - Sep 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,247,700.11	1,551,869.00	-304,168.89	80.4%
3040 · Meals Tax	412,808.43	681,118.00	-268,309.57	60.6%
3210 · Interest	112,202.94	125,000.00	-12,797.06	89.8%
Total Income	1,772,711.48	2,357,987.00	-585,275.52	75.2%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	79,081.96	442,795.00	-363,713.04	17.9%
4525 · Event Site	0.00	6,915,218.00	-6,915,218.00	0.0%
4585 · Unappropriated Long-Term	0.00	750,560.00	-750,560.00	0.0%
Total 4000 · Long - Term Projects	79,081.96	8,108,573.00	-8,029,491.04	1.0%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	38,760.00	38,760.00	0.00	100.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4667 · TIG-Dare Co.-Frisco/Buxton Path	0.00	200,000.00	-200,000.00	0.0%
4668 · TIG-Duck-Ocean Crest Improve	0.00	78,000.00	-78,000.00	0.0%
4669 · TIG-KDH-Wright Bros Sidewalk	0.00	177,000.00	-177,000.00	0.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	0.00	34,595.00	-34,595.00	0.0%
4672 · TIG-OB Forever-Lighthouse Path	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path E Hwy 12	0.00	150,000.00	-150,000.00	0.0%
4674 · TIG-SSCA-Accessible Access 96A	25,000.00	25,000.00	0.00	100.0%
4999 · Unappropriated Funds	0.00	1,374,054.00	-1,374,054.00	0.0%
5140 · Audit	0.00	3,625.00	-3,625.00	0.0%
5160 · Fireworks	25,950.00	110,000.00	-84,050.00	23.6%
5170 · Traffic Control - Hwy 12 & 158	1,500.00	24,530.00	-23,030.00	6.1%
Total 4100 · Short-Term Projects	91,210.00	2,984,870.00	-2,893,660.00	3.1%
Total Expense	170,291.96	11,093,443.00	-10,923,151.04	1.5%
Net Ordinary Income	1,602,419.52	-8,735,456.00	10,337,875.52	-18.3%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	8,735,456.00	-8,735,456.00	0.0%
Total Other Income	0.00	8,735,456.00	-8,735,456.00	0.0%
Net Other Income	0.00	8,735,456.00	-8,735,456.00	0.0%
Net Income	1,602,419.52	0.00	1,602,419.52	100.0%

Outer Banks Visitors Bureau
 Restricted Fund Summary
 2022-2023

	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Estimated Balance FY23-24
Short-term Projects									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Manteo - Town Common Phase II	150,000	(150,000)			0	0			0
TIG - KDH - Meekins Field	200,000	(200,000)			0	0			0
TIG - NH - Skate Park	30,000			(30,000)	0				0
TIG - Chicamacomico - 1911 Cookhouse	38,760				38,760		(38,760)		0
TIG - Town of NH - Epstein Street Beach Access	250,000				250,000				250,000
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500				127,500				127,500
TIG - OB Forever - Aviation Trail Through Time	21,250			(21,250)	0				0
TIG - Dare County - Frisco Buxton Pathway		200,000			200,000				200,000
TIG - Duck - Ocean Crest Improvements		78,000			78,000				78,000
TIG - KDH - Wright Brothers Sidewalk		177,000			177,000				177,000
TIG - NH - Whalebone Park Restrooms		112,000			112,000				112,000
TIG - OB Forever - Weather Bureau Signal		34,595			34,595				34,595
TIG - OB Forever - Cape Hatteras Lighthouse Pathway		132,000			132,000				132,000
TIG - SS - Walking Path E. Highway 12		150,000			150,000				150,000
TIG - SS Civic Assoc - Accessible Access 96A		25,000			25,000		(25,000)		0
Fireworks	76,581		(55,000)	55,000	76,581		(25,950)	55,000	105,631
Audit	0		(3,435)	3,625	190		0	3,625	3,815
Highway 158/Highway 12 Intersection	12,240		(5,660)		6,580		(1,500)	20,000	25,080
Unappropriated Funds	566,511	1,084,940		(915,970)	735,481	1,127,754		(78,625)	1,784,610
TOTAL SHORT TERM COMMITMENTS	1,620,648	1,643,535	(64,095)	(908,595)	2,291,493	1,127,754	(91,210)	0	3,328,037
Long Term Projects									
Multi-Use Center (100%)	3,708,303	1,945,922	(23,138)		5,631,087	1,363,091	0		6,994,176
Infrastructure (capped)	455,045		(12,250)		442,795		(79,082)		363,713
L-T Unappropriated Funds	450,560	100,000	0		550,560	200,000	0		750,560
TOTAL LONG TERM COMMITMENTS UNPAID	4,613,908	2,045,922	(35,388)	0	6,624,442	1,563,091	(79,082)	0	8,108,451
Total	6,234,557	3,689,457	(99,483)	(908,595)	8,915,935	2,690,845	(170,292)	0	11,436,487
Cash on Hand 8/31/23								Checking Savings	31,154
Total Cash on Hand									10,559,531
									10,590,684
25% of Occupancy & Meals Income per Budget									
October									204,889
November									118,465
December									61,910
January									47,173
February									90,849
March									56,643
April									65,323
May									121,415
June									151,468
									918,133
Unappropriated Balances									72,330
Transfer from General Fund									
30% Short-term						2,578,641	*		
Amount over budget to short-term						669,896			
Short-term Interest						345,655			
						112,203			
						1,127,754			
70% Long-term								1,563,091	
Long-term Interest								0	
								1,563,091	*

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

22

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

	Jul - Sep 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	200.00	2,000.00	-1,800.00	10.0%
3200 · Site Rental Income - Other	7,750.00	20,900.00	-13,150.00	37.1%
Total 3200 · Site Rental Income	7,950.00	22,900.00	-14,950.00	34.7%
3210 · Interest Income	448.21	500.00	-51.79	89.6%
3250 · Lease Income	14,907.00	49,155.00	-34,248.00	30.3%
9999 · Unappropriated Funds	0.00	45,810.00	-45,810.00	0.0%
Total Income	23,305.21	118,365.00	-95,059.79	19.7%
Expense				
5160 · Event Development & Marketing	17,544.18	50,000.00	-32,455.82	35.1%
5170 · Other Professional Services	0.00	55,000.00	-55,000.00	0.0%
6440 · Insurance	11,515.00	11,515.00	0.00	100.0%
6580 · Utilities	6,326.02	47,580.00	-41,253.98	13.3%
6610 · Repairs & Maintenance	49,810.09	220,745.00	-170,934.91	22.6%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
Total Expense	85,195.29	405,110.00	-319,914.71	21.0%
Net Ordinary Income	-61,890.08	-286,745.00	224,854.92	21.6%
Other Income/Expense				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	286,545.00	-286,545.00	0.0%
Total Other Income	0.00	286,745.00	-286,745.00	0.0%
Net Other Income	0.00	286,745.00	-286,745.00	0.0%
Net Income	-61,890.08	0.00	-61,890.08	100.0%

DARE COUNTY TOURISM BOARD

31-Aug-23

<u>TYPE OF ACCOUNT</u> <u>BANK</u>	<u>CHECKING</u> <u>SOUTHERN</u>	<u>NC CAPITAL</u> <u>MGMT TRUST</u>	<u>M MARKET</u> <u>PNC</u>	<u>M MARKET</u> <u>SOUTHERN</u>	<u>M MARKET</u> <u>FIRST NATIONAL</u>	<u>CD'S</u> <u>SOUTHERN</u>	<u>CD'S</u> <u>FIRST BANK</u>	<u>CD's</u> <u>TOWNE BANK</u>	<u>CD's</u> <u>FIRST NATIONAL</u>	<u>TOTAL</u>
GENERAL FUND	37,348	7,522,010	755,366	1,053,771	2,519,122	0	1,009,678	2,770,168	2,000,000	17,667,462
RESTRICTED FUND	31,154	7,019,870			1,262,072	250,000	1,000,000	1,027,589	0	10,590,684
TRAVEL GUIDE	61,650									61,650
MERCHANDISE SALES	165,464									165,464
EVENT SITE FUND	462,366									462,366
TOTAL	757,981	14,541,879	755,366	1,053,771	3,781,194	250,000	2,009,678	3,797,757	2,000,000	28,947,626
TOTAL % EACH BANK	7.12%	50.24%	2.61%		19.97%		6.94%	13.12%		100.00%
INTEREST RATES	0.40%	4.98%	1.01%	3.15%	2.43%	0.25%	3.95% & 4.5%	3.15, 3.9%, 4.95%	4.04% & 4.07	
TOTAL CHECKING & CD'S	28,947,626									
60% ALLOWED IN ANY BANK	17,368,575									
25% ALLOWED IN ANY ONE INV	7,236,906									
60% General Fund Reserved Balance is \$4,975,341.										
100% Restricted Fund Balance Restricted by House Bill 225										\$10,590,684

Marketing Dashboard

thru SEPTEMBER 2023

	<u>FY 23/24</u>	<u>FY 22/23</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	8,294	9,920	-1,626	-16%
Completed Video Views	15,611,844	12,938,828	2,673,016	21%
Website Sessions	1,295,381	268,704	1,026,677	382%
Online Communities				
Email Subscribers			0	#DIV/0!
Facebook	718,000	716,241	1,759	0%
X (Twitter)	41,200	42,397	-1,197	-3%
Instagram	130,738	128,608	2,130	2%
Pinterest	23,500	23,100	400	2%
TikTok	<u>91,000</u>	<u>3,163</u>	<u>87,837</u>	<u>2777%</u>
Online Communities Subtotal	1,004,438	910,346	90,929	10%

Google Analytics 4 (GA4) began July 2023



OBVB Marketing Dashboard - Prepared by Hoffman York

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

The following sections are included:

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

September 2023 highlights:

- **Paid Media:** The FY23-24 Continuity and Fall paid media campaigns continued to deliver through September. Streaming TV and High Impact from the Fall campaign came to a close in September, while Native via Teads and Google will remain live through October.
 - Combined Fall and Continuity paid media efforts delivered 11MM impressions and 4MM video views throughout the month; both video views and clicks were up compared to September while impressions were down 56% YoY as a result of a different Fall paid media flight in FY22-23 and the Matador custom content campaign ran in September 2022.
- **Website:** Total September website sessions were up 13% YoY including a 4% increase in organic sessions and 66% increase in key website KPIs YoY.
- **Email:** 138K total emails were sent between the consumer marketing contact list and various workflow audiences with an overall 20% open rate, and 16% CTR (opens).
 - The first season-specific foodie and fishing emails went out in September and both saw above-average open rates and CTR (opens).
- **Zartico:** Compared to September 1 - 27, 2022, tracked visitor spend is up 21%, cardholder count is up 7% and spend per cardholder is up 13%.
- **KeyData:** Compared to September 2022, total nightly revenue was up 6% and total nights available was up 3%, however, paid occupancy was down 12%.
- **Visa Credit Card spend** through August 2023, total spend trends are relatively flat YOY through the first two months of FY23-24.

Dashboard data last updated on **10/11/23**

Data was reviewed and validated through **09/30/23** (Zartico - 9/27/23, KeyData as of 10/10/23, Visa - 8/31/23)

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

Section I: Fiscal 2023-2024 Overview

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

Paid Media Campaigns (HY Managed)

FYT: Paid Impressions

34,445,227

-12.4% (-4,893,278)

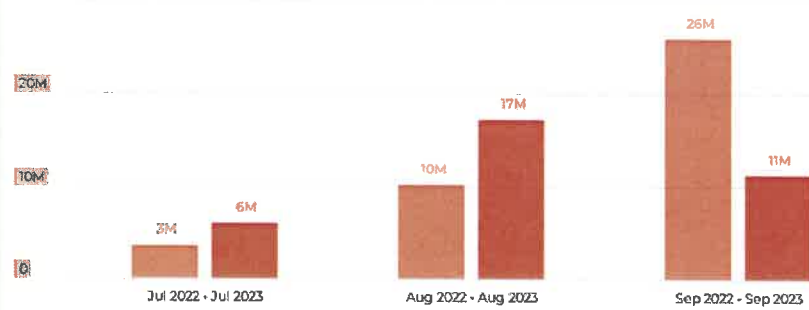
FYT: Paid Video Views

15,611,844

+484.05% (12,938,828)

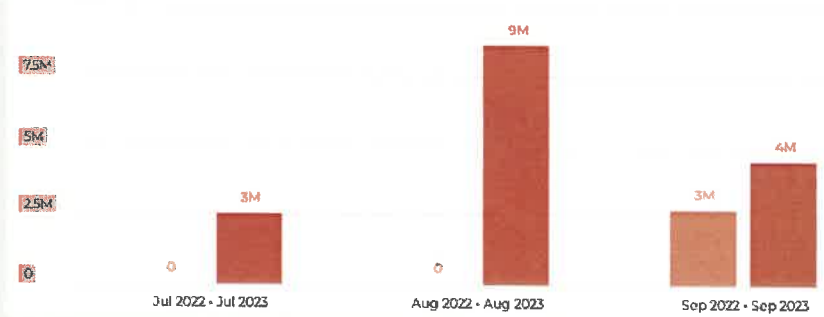
Monthly Paid Impressions v. Previous Year

Impressions



Monthly Paid Video Views v. Previous Year

Video Views



Email Marketing

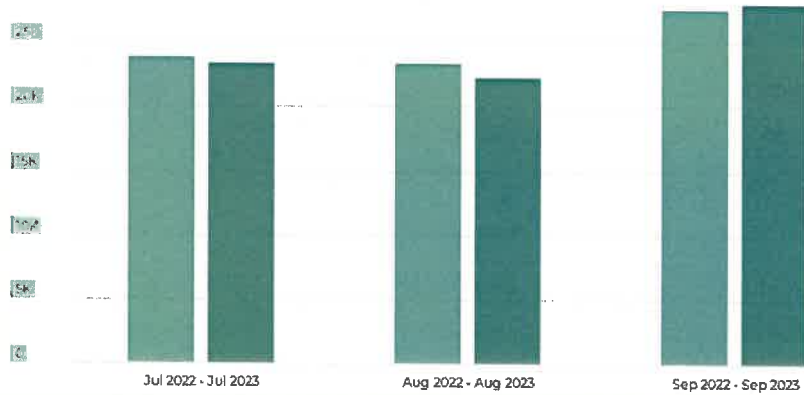
FYT: Email Opens

73,644

▼ -1.5% (-1,118)

Monthly Email Opens v. Previous Year

Email Opens



Outerbanks.org

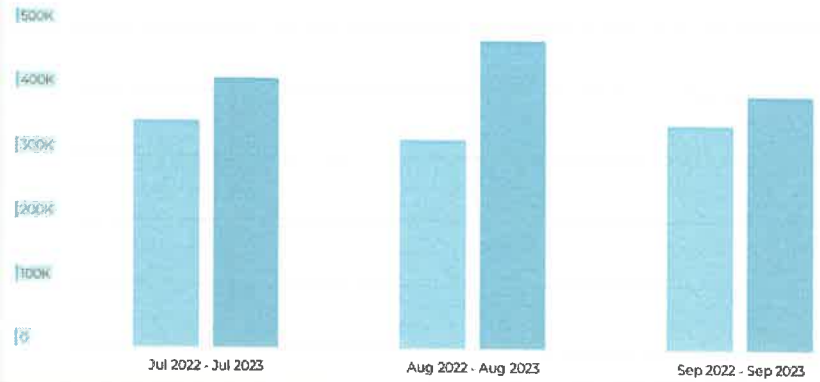
FYT: Website Sessions

1,295,381

▲ 26.2% (268,704)

Monthly Website Sessions v. Previous Year

Sessions



Tracked Credit Card Spend

FYT: Tracked Spend (Zartico)

\$18,203,354

+ 23.5%

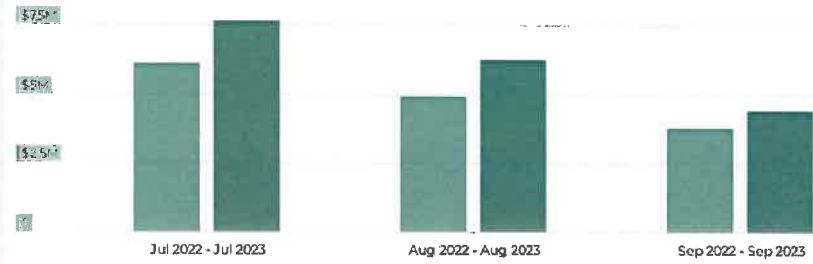
FYT: Tracked Spend (Visa)

\$148,029,545

- 0.5%

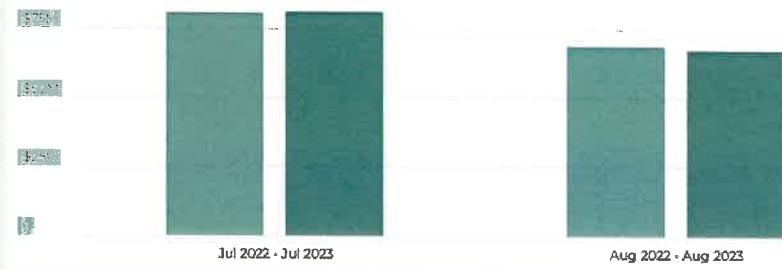
Tracked Spend v. Previous Year (Zartico)

Tracked Spend



Tracked Spend v. Previous Year (Visa)

Tracked Spend



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

KeyData Rental Data

FYT: Total Revenue (Nightly)

\$227,976,809

-12.3%

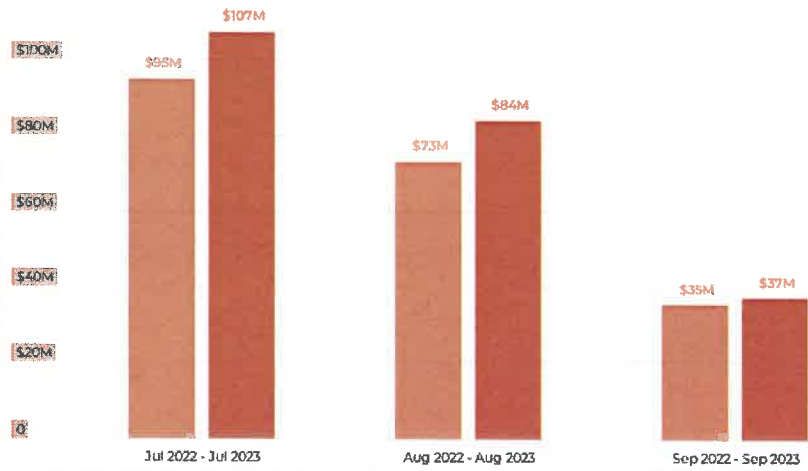
FYT: Adj. Paid Occ. %

86.2 %

-6.65%

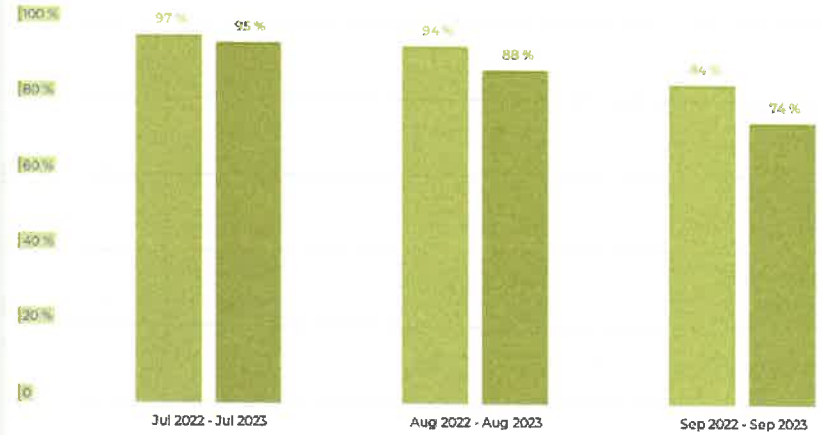
Monthly Revenue (Total) v. Previous Year

Total Revenue (Nightly)



Monthly Adj. Paid Occ. % v. Previous Year

Adj. Paid Occupancy %



Section II: Website

Reviews key KPIs/events tracked and website content viewed.

Outerbanks.org Page Views

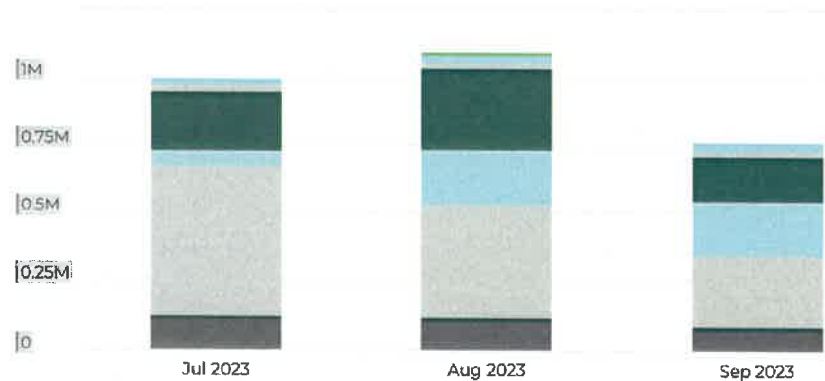
FYT: Page Views - All Pages

2,840,373
+ 9.3% (241,127)

Monthly Page Views by Medium

Page Views

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



*Filtered to Mediums with over 25 occurrences in any month

Outerbanks.org KPIs (Events)

FYT: Key Website KPIs

875,935
+ 76.2% (378,901)

Monthly Key Website KPIs by Event

Event Label	Jul 2023	Aug 2023	Sep 2023	Total
	# Total Events ↓	# Total Events ↓	# Total Events ↓	# Total Events ↓
external_link	106,536	87,466	55,929	249,931
partner_referral	99,416	78,888	47,746	226,050
listing_details_rea...	96,551	78,959	59,578	235,088
blog_section_rea...	48,148	35,387	30,077	113,612
travel_guide_req...	9,677	9,596	6,983	26,256
vimeo_video	3,395	6,815	4,737	14,947
file_download	2,043	1,668	1,231	4,942
view_search_resu...	1,516	1,148	718	3,382
enews_sign_up	597	615	515	1,727
eguide_view_20...	--	391	273	664

1 - 10 of 10 items

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

6

Section III: Feeder Market Trends

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

All Data Sources: Domestic Geographic Trends

Revenue, Organic Search Traffic, and Tracked Spend by Month

State	Jul 2023				Aug 2023				Sep 2023			
	# Total Reve...	# Organic S...	# Tracked S...	# Tracked S...	# Total Reve...	# Organic S...	# Tracked S...	# Tracked S...	# Total Reve...	# Organic S...	# Tracked S...	# Tracked S...
Virginia	\$39,576,488	45,692	\$4,076,664...	\$28,430,980...	\$23,478,259	32,777	\$3,017,423.00	\$21,840,438....	\$12,857,265	25,750	\$2,198,822.00	--
Pennsylvania	\$25,562,762	14,945	\$960,882.00	\$8,764,795.85	\$18,063,538	12,826	\$998,368.00	\$8,066,160.98	\$8,343,926	10,447	\$697,422.00	--
Maryland	\$16,674,525	9,307	\$283,811.00	\$7,388,967.46	\$13,115,832	7,050	\$318,932.00	\$7,557,853.62	\$4,182,762	4,842	\$154,405.00	--
North Caro...	\$10,279,680	37,333	\$764,940.00	\$13,265,836....	\$4,845,689	28,376	\$554,947.00	\$9,758,352.25	\$3,553,567	23,737	\$459,599.00	--
Ohio	\$8,405,608	13,006	\$107,147.00	\$2,816,505.66	\$2,686,956	9,557	\$68,515.00	\$1,347,358.44	\$2,271,177	7,121	\$62,783.00	--
New Jersey	\$5,894,462	4,586	\$156,132.00	\$2,415,405.32	\$7,175,572	4,193	\$176,102.00	\$4,084,526....	\$2,058,335	2,095	\$72,416.00	--
New York	\$5,619,039	15,864	\$160,548.00	\$2,501,146.26	\$7,111,922	14,555	\$249,255.00	\$3,736,891.53	\$2,069,756	8,956	\$70,687.00	--
West Virgin...	\$3,663,141	4,185	\$394,391.00	\$1,535,001.70	\$1,312,770	3,136	\$235,159.00	\$877,264.35	\$1,141,742	2,130	\$208,397.00	--
Connecticut	\$1,667,673	2,744	\$49,921.00	\$791,424.80	\$1,493,023	2,164	\$58,354.00	\$961,038.63	\$295,010	1,222	\$26,805.00	--
Florida	\$1,554,027	12,173	\$50,565.00	\$1,465,259.19	\$710,562	8,908	\$66,171.00	\$915,303.11	\$251,798	6,554	\$61,162.00	--
Massachus...	\$1,326,163	4,639	\$47,890.00	\$729,508.00	\$1,346,162	3,393	\$46,092.00	\$862,971.06	\$181,267	2,285	\$18,456.00	--
Delaware	\$1,199,027	1,135	\$7,921.00	\$746,743.81	\$1,054,922	924	\$19,572.00	\$845,461.57	\$533,223	732	\$10,073.00	--
South Caro...	\$1,183,020	5,789	\$55,431.00	\$995,272.35	\$570,854	4,332	\$39,850.00	\$612,624.74	\$336,591	3,264	\$25,408.00	--
Illinois	\$1,125,820	4,358	\$30,248.00	\$588,858.23	\$307,215	3,465	\$24,400.00	\$361,012.43	\$144,948	2,419	\$12,844.00	--
Colorado	\$1,038,648	1,682	\$26,107.00	\$543,301.95	\$487,278	1,159	\$17,612.00	\$318,336.71	\$209,371	944	\$13,794.00	--
Indiana	\$834,457	7,843	\$25,141.00	\$497,519.78	\$95,867	5,764	\$14,277.00	\$168,936.39	\$188,525	3,769	\$30,022.00	--
Michigan	\$832,929	9,900	\$11,344.00	\$700,547.33	\$578,248	7,130	\$8,858.00	\$540,623.03	\$206,405	4,828	\$6,092.00	--
Kentucky	\$825,448	4,550	\$62,361.00	\$485,000.60	\$217,640	3,276	\$34,672.00	\$207,071.85	\$199,634	2,510	\$29,248.00	--
Georgia	\$791,147	19,887	\$28,941.00	\$679,594.07	\$141,152	14,362	\$15,097.00	\$293,034.16	\$147,756	10,089	\$17,874.00	--
California	\$632,877	3,515	\$27,528.00	\$660,739.49	\$210,034	2,864	\$24,682.00	\$462,540.58	\$120,313	2,072	\$25,153.00	--
District of ...	\$620,982	2,495	\$7,083.00	\$436,653.93	\$610,081	2,028	\$14,813.00	\$564,728.60	\$160,289	1,246	\$6,270.00	--
Tennessee	\$605,260	4,817	\$62,112.00	\$707,230.81	\$93,149	3,830	\$42,480.00	\$346,523.76	\$234,063	2,876	\$45,194.00	--
Texas	\$527,897	4,638	\$38,140.00	\$652,542.38	\$296,045	3,505	\$15,122.00	\$371,036.35	\$133,359	2,962	\$20,442.00	--
Total	\$133,335,894	258,011	\$7,626,583...	\$80,769,66...	\$87,602,329	196,603	\$6,210,344...	\$67,259,882...	\$40,574,311	145,053	\$4,366,421...	--

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

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KeyData Revenue

FYT: Top 50 Cities

City	State	# Total Revenue ↓
--	Virginia	\$4,744,948
Pittsburgh	Pennsylvania	\$3,302,978
Alexandria	Virginia	\$2,442,313
Midlothian	Virginia	\$2,188,083
Fredericksburg	Virginia	\$2,140,422
Virginia Beach	Virginia	\$2,057,938
Chesapeake	Virginia	\$1,911,094
Mechanicsville	Virginia	\$1,838,730
Arlington	Virginia	\$1,696,244
Williamsburg	Virginia	\$1,616,118
Charlottesville	Virginia	\$1,544,854
Glen Allen	Virginia	\$1,530,231
Fairfax	Virginia	\$1,519,852
Richmond	Virginia	\$1,464,434
Raleigh	North Carolina	\$1,424,498
Washington	District of Columbia	\$1,391,352
Ashburn	Virginia	\$1,303,834
Vienna	Virginia	\$1,299,838
Baltimore	Maryland	\$1,182,750
Rockville	Maryland	\$1,167,318
Frederick	Maryland	\$1,161,376
Springfield	Virginia	\$1,109,205
Manassas	Virginia	\$1,105,123
Leesburg	Virginia	\$1,046,371
--	Pennsylvania	\$1,021,518
Charlotte	North Carolina	\$1,001,820
Philadelphia	Pennsylvania	\$948,620
Total		\$64,129,030

1 - 50 of 50 items



Outerbanks.org Organic Search Visits

FYT: Top 50 Cities

City	State	# Visits ↓
Ashburn	Virginia	28,381
Atlanta	Georgia	21,671
New York	New York	17,122
--	Virginia	12,861
Roanoke	Virginia	11,808
Virginia Beach	Virginia	10,884
Kill Devil Hills	North Carolina	9,614
--	North Carolina	9,370
Baltimore	Maryland	8,736
Raleigh	North Carolina	8,361
Charlotte	North Carolina	6,866
Philadelphia	Pennsylvania	6,505
Chicago	Illinois	6,318
--	Florida	6,042
--	Pennsylvania	5,794
Washington	District of Columbia	5,769
Boston	Massachusetts	4,276
Corolla	North Carolina	3,433
Nags Head	North Carolina	3,128
--	New Jersey	2,944
Dallas	Texas	2,797
--	New York	2,721
Reston	Virginia	2,552
--	Georgia	2,379
--	Ohio	2,217
Pittsburgh	Pennsylvania	2,109
Columbus	Ohio	2,036
Total		239,102

1 - 50 of 50 items



Zartico Tracked Spend

FYT: States

State	# Tracked Spend ↓
Virginia	\$9,292,909
Pennsylvania	\$2,656,472
North Carolina	\$1,779,486
West Virginia	\$837,947
Maryland	\$757,148
New York	\$480,490
New Jersey	\$404,650
Ohio	\$238,445
Florida	\$177,698
Tennessee	\$149,786
Connecticut	\$135,080
Kentucky	\$126,281
South Carolina	\$120,689
Massachusetts	\$112,438
California	\$77,363
Texas	\$73,704
Indiana	\$69,440
Illinois	\$67,492
Wisconsin	\$67,190
Georgia	\$61,912
Colorado	\$57,513
Delaware	\$47,566
Minnesota	\$44,386
Vermont	\$31,227
District of Columbia	\$28,166
New Hampshire	\$26,981
Michigan	\$26,294
Total	\$18,202,107

1 - 50 of 50 items



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

Section IV: HY Managed Media

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

All Paid Media Campaigns

Monthly Impressions by Campaign

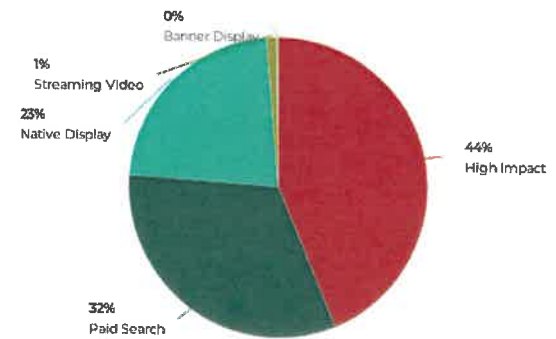
Impressions

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



FYT: Total Clicks by Media Type

Clicks



Native Continuity: Blog/Niche Support

FYT: Niche/Blog Promotion Performance by Creative

Creative	Target Audience	# Impressions	# Clicks	CTR ↓
Plan a Visit (August)	Site Retargeting	45,635	323	0.71%
Travel Offer (August)	Site Retargeting	28,962	194	0.67%
Book Stay (August)	Site Retargeting	58,465	385	0.66%
Trip Packages (August)	Site Retargeting	74,612	483	0.65%
Top 10 Activities (July)	Site Retargeting	39,548	200	0.51%
Events (July)	Site Retargeting	67,828	322	0.47%
Birding (September)	Travel + Niche Interests	77,319	348	0.45%
Total		2,076,392	7,712	0.37%

1 - 21 of 21 items

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Search Engine Marketing

FYT: Performance by Campaign and Search Engine

Campaign	Bing				Google				Total			
	# Impressio... ↓	# Clicks	# CTR	# CPC	# Impressio... ↓	# Clicks	# CTR	# CPC	# Impressio... ↓	# Clicks	# CTR	# CPC
Lodging (L...	1,324,795	63,394	4.79%	\$0.39	282,599	39,245	13.89%	\$0.69	1,607,394	102,639	6.39%	\$0.50
Travel (Loc...	1,296,135	51,896	4.00%	\$0.28	234,719	51,335	21.87%	\$0.40	1,530,854	103,231	6.74%	\$0.34
Branded	843,217	30,643	3.63%	\$0.24	162,821	23,570	14.48%	\$0.41	1,006,038	54,213	5.39%	\$0.31
Niche	271,793	7,624	2.81%	\$0.30	93,625	11,895	12.70%	\$0.58	365,418	19,519	5.34%	\$0.47
Total	3,735,940	153,557	4.11%	\$0.32	773,764	126,045	16.29%	\$0.51	4,509,704	279,602	6.20%	\$0.40

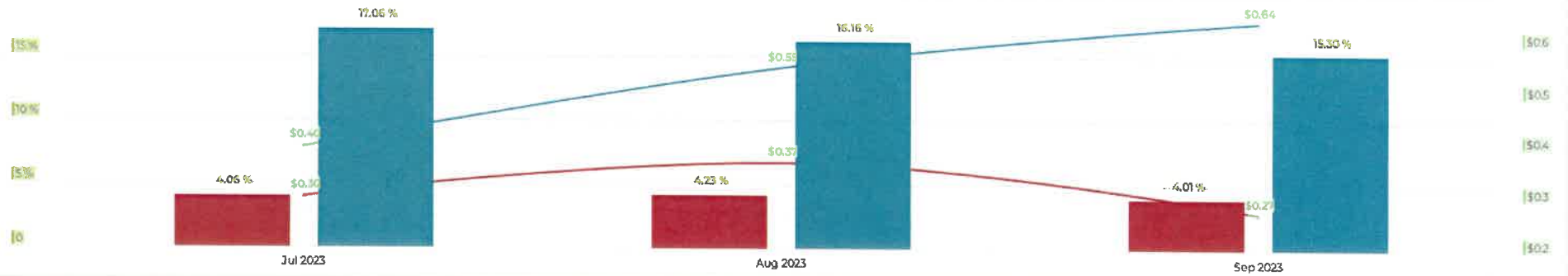
1 - 4 of 4 items

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Monthly Click Performance by Search Engine

CTR CPC

● Bing ● Google



Email Marketing

FYT: Email Sends

373,867

-37.9% (-227,705)

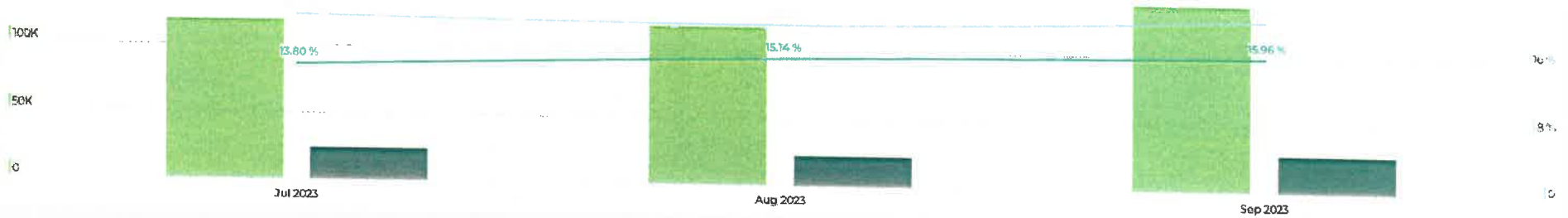
FYT: Email Clicks

11,066

-13.1% (-1,668)

FYT: Email Performance Trends

Sends Total Opens Open Rate CTR (Opens)



Performance by Email Message - Month Of

Message Send Name	# Sends ↓	# Opens	Open Rate	# Clicks	# CTR (Opens)
September 2023 OBX Email	108,394	21,180	19.54 %	2,824	13.33 %
September 2023 OBX Foodie Email	17,941	3,722	20.75 %	725	19.48 %
September 2023 OBX Fishing Email	7,850	1,709	21.77 %	309	18.08 %
Welcome Email Workflow	2,131	894	41.95 %	392	43.85 %
Foodie Workflow 3.0	412	113	27.43 %	48	42.48 %
Art, History and Culture Workflow 3.0	391	115	29.41 %	49	42.61 %
Birding Workflow	301	86	28.57 %	36	41.86 %
Family Workflow 3.0	290	71	24.48 %	36	50.70 %
Fishing Workflow 3.0	182	51	28.02 %	23	45.10 %
Surfing Workflow	163	35	21.47 %	12	34.29 %
Active Vacationer Workflow 3.0	156	39	25.00 %	11	28.21 %
Camping/RV Workflow 3.0	114	25	21.93 %	10	40.00 %
Total	138,325	28,040	20.27 %	4,475	15.96 %

1 - 12 of 12 items

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Executive Summary

Drive Awareness KPI: Impressions					Drive Intent KPI: Website Sessions Referred by Social Sources				Engage KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, Link Clicks, Media Clicks				Convert KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-Ups						
Performance As Of:	Sep 2023	Sep 2022	Base Goal	Stretch Goal	Performance As Of:	Sep 2023	Sep 2022	Base Goal	Stretch Goal	Performance As Of:	Sep 2023	Sep 2022	Base Goal	Stretch Goal	Performance As Of:	Sep 2023	Sep 2022	Base Goal	Stretch Goal
Current Month	6,521,931	3,512,573	5,194,182	6,348,444	Current Month	32,601	7,997	25,294	30,915	Current Month	2,424,810	432,563	479,385	585,915	Current Month	2,188	1,871	1,252	2,295
Cumulative Fiscal	12,594,757	7,525,089	11,594,818	14,171,444	Cumulative Fiscal	70,470	29,757	48,616	59,419	Cumulative Fiscal	3,120,495	1,059,214	921,623	1,126,429	Cumulative Fiscal	4,674	5,005	2,304	4,225
Cumulative % To Target		167%	109%	89%	Cumulative % To Target		237%	145%	119%	Cumulative % To Target		295%	339%	277%	Cumulative % To Target		92%	201%	109%

Key Messaging:

- Release of Behemoth the sea turtle.
- National Park accessibility.
- Fall Mini-Guide.

Performance Overview:

- All KPIs exceeded monthly stretch projections and are currently trending above YTD fiscal goals.
- The Behemoth release was, by far, one of the most-engaging posts published across the OBX social channels. On TikTok, the video was organically viewed over 800K times.

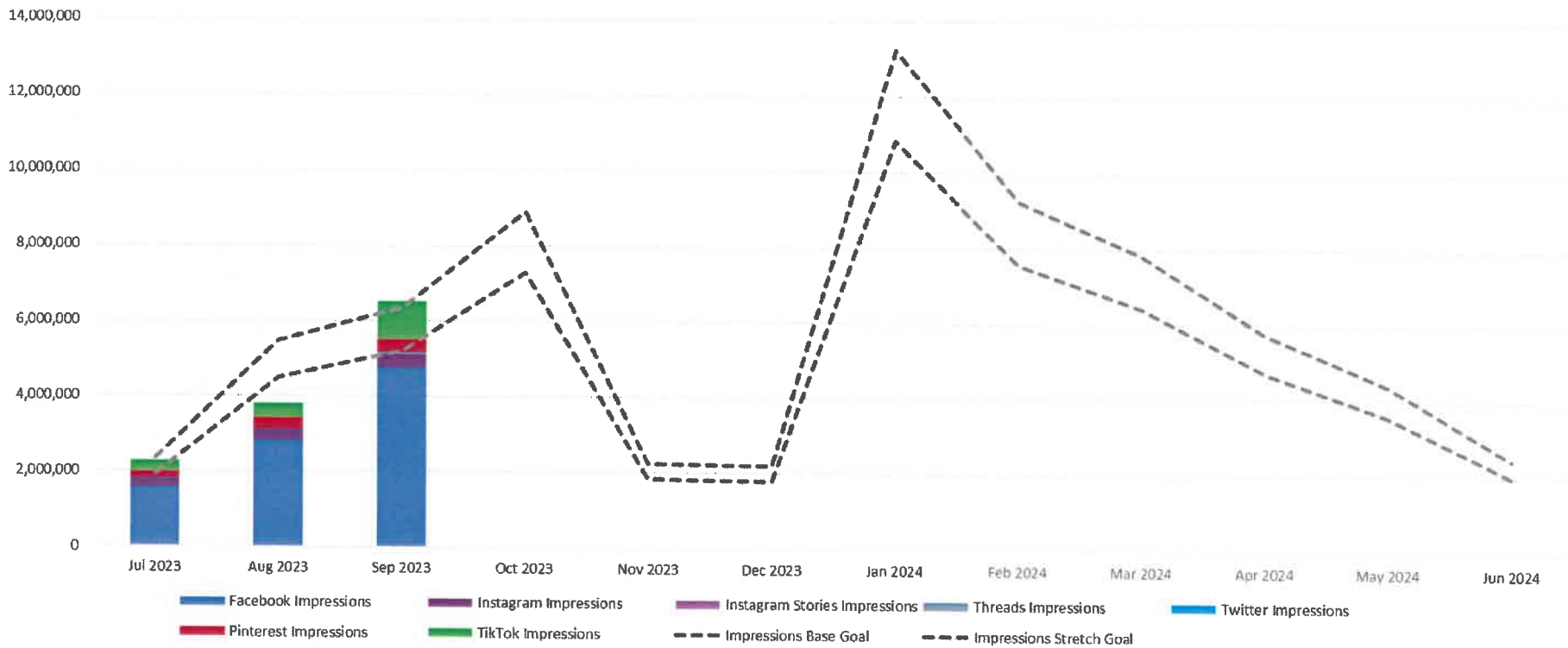
Next Steps & Recommendations:

- Based on the success of the Island Farm post, continue to develop content around the location and identify other opportunities to spotlight lesser-known attractions.
- In the interest of highlighting accessibility and based on the success of previous webcam posts, incorporate content focused on the virtual Hatteras tour to spotlight the experience.



Connect M-o-M

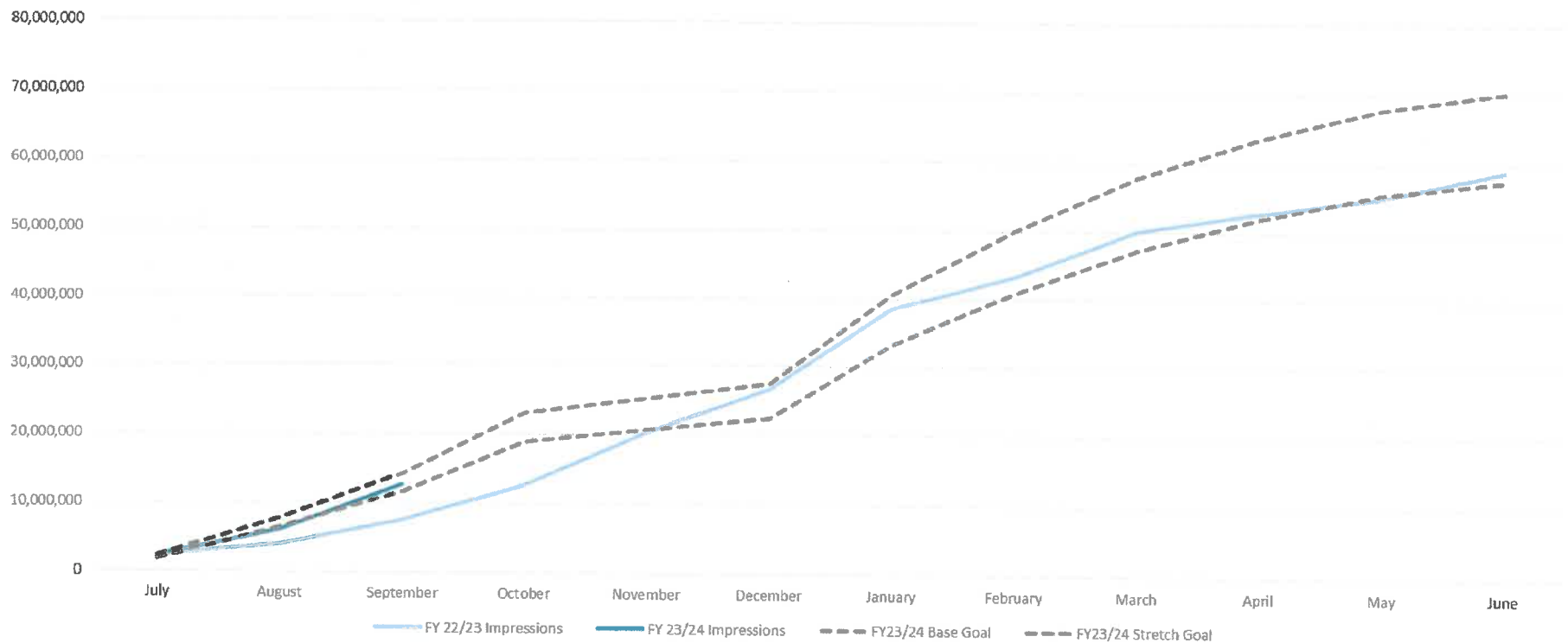
Impressions By Channel vs. Trend To Goal





Connect [Cumulative Performance]

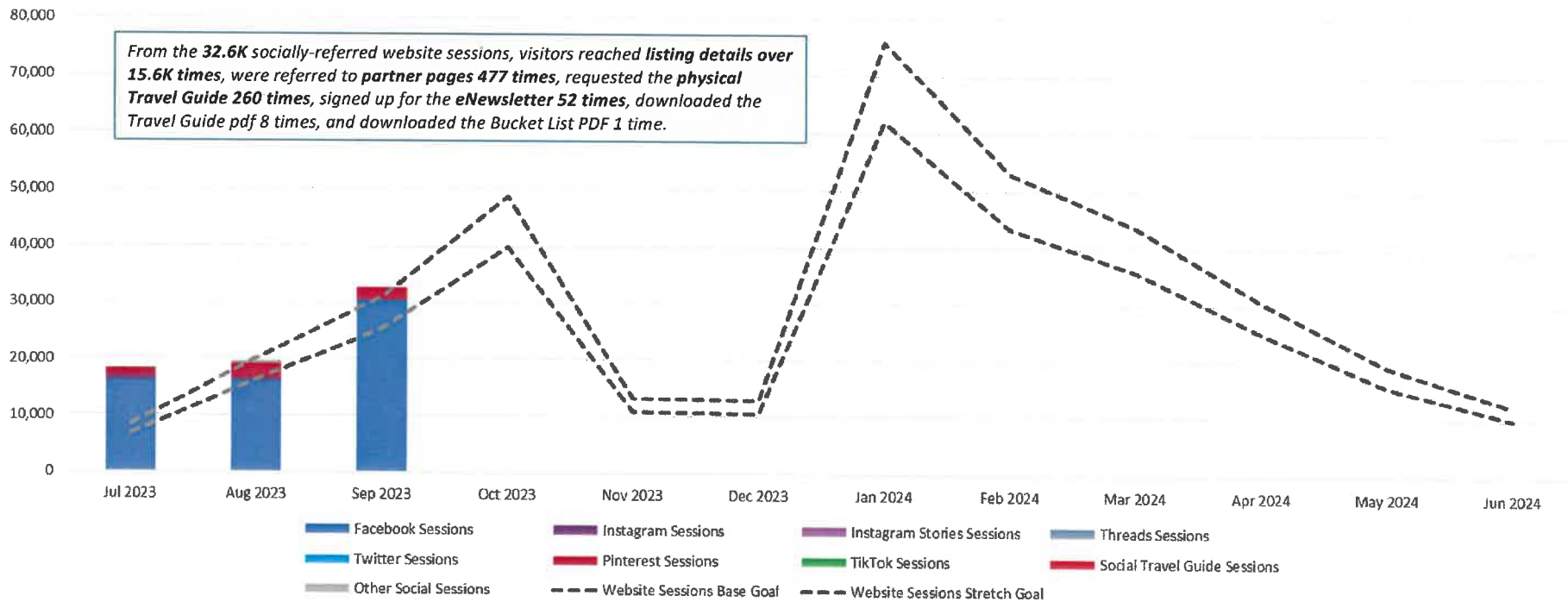
Cumulative Impressions Performance To Goal





Drive Intent

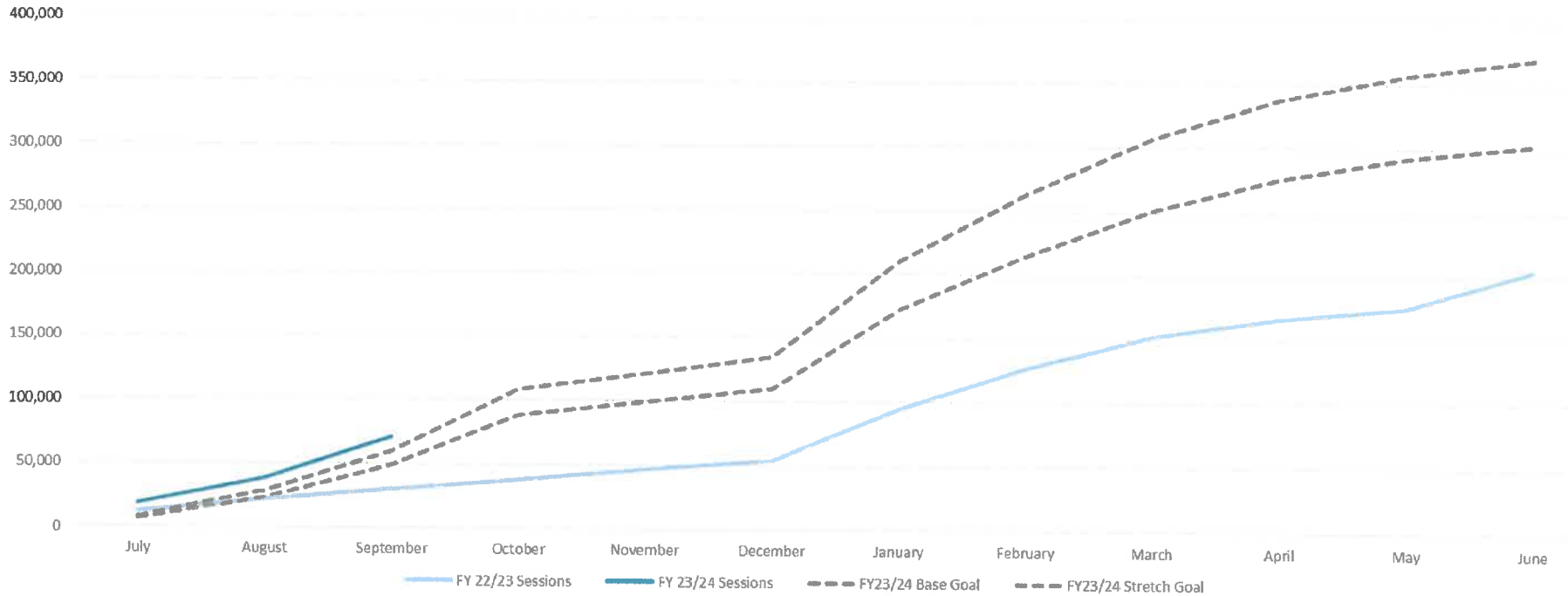
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

Cumulative Website Sessions Referred from Social Channels Performance To Goal

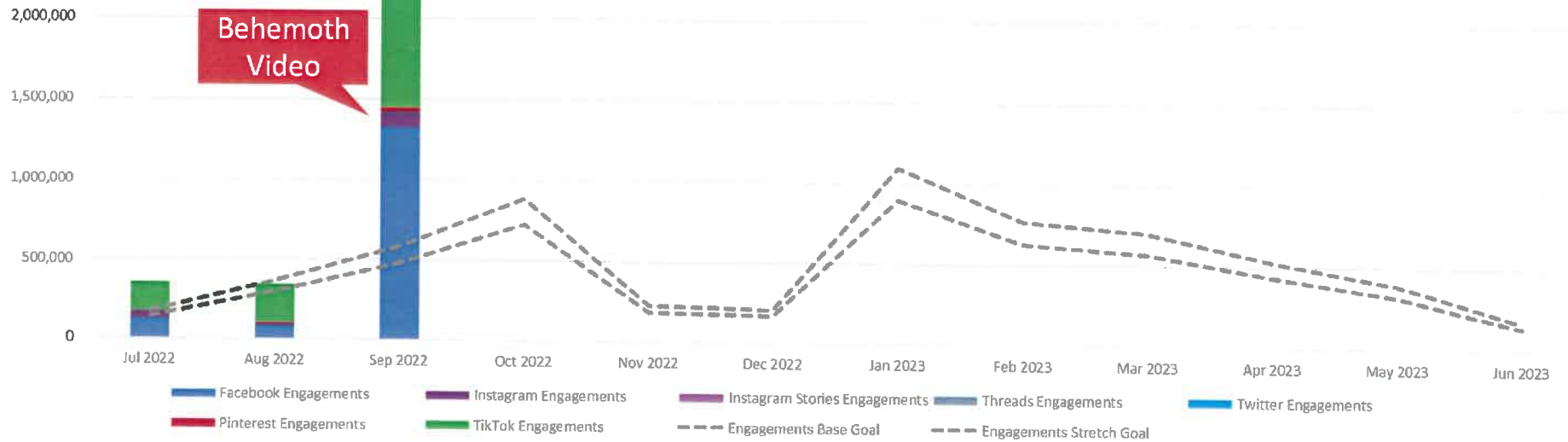


16



500000
 sea turtle release

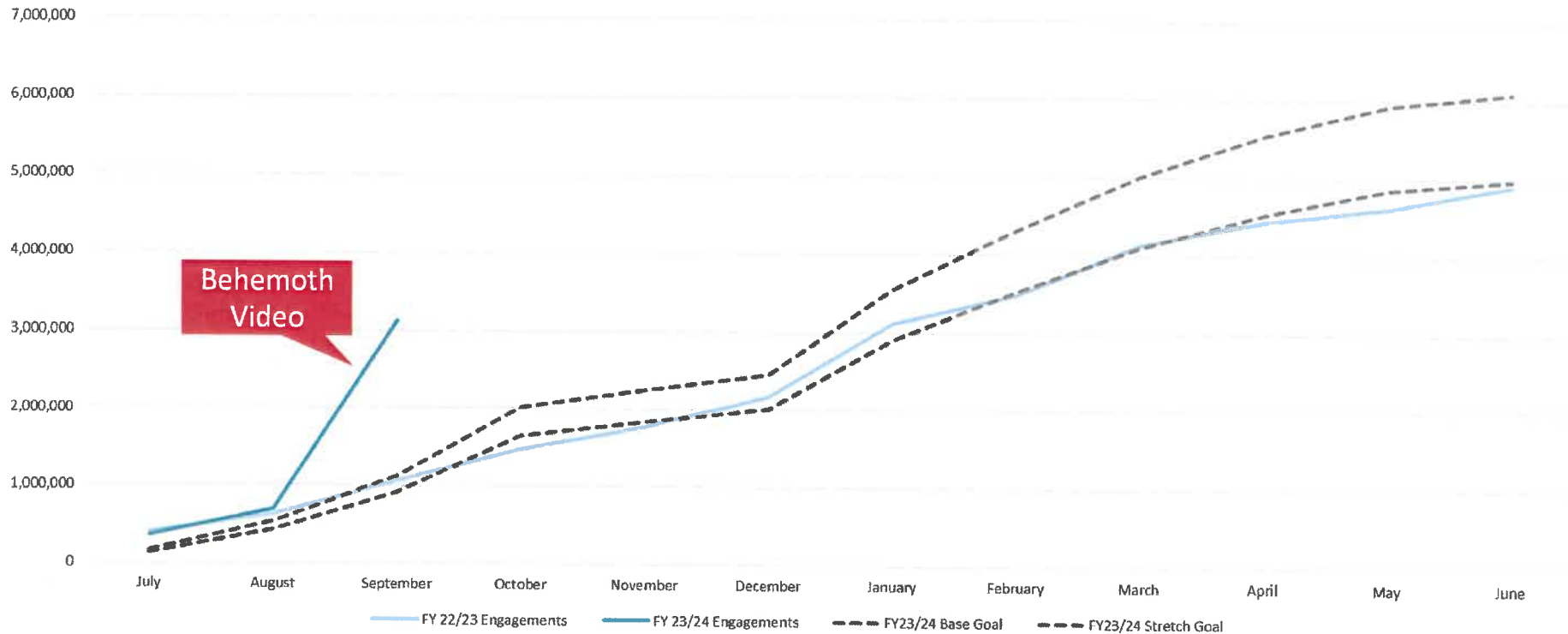
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

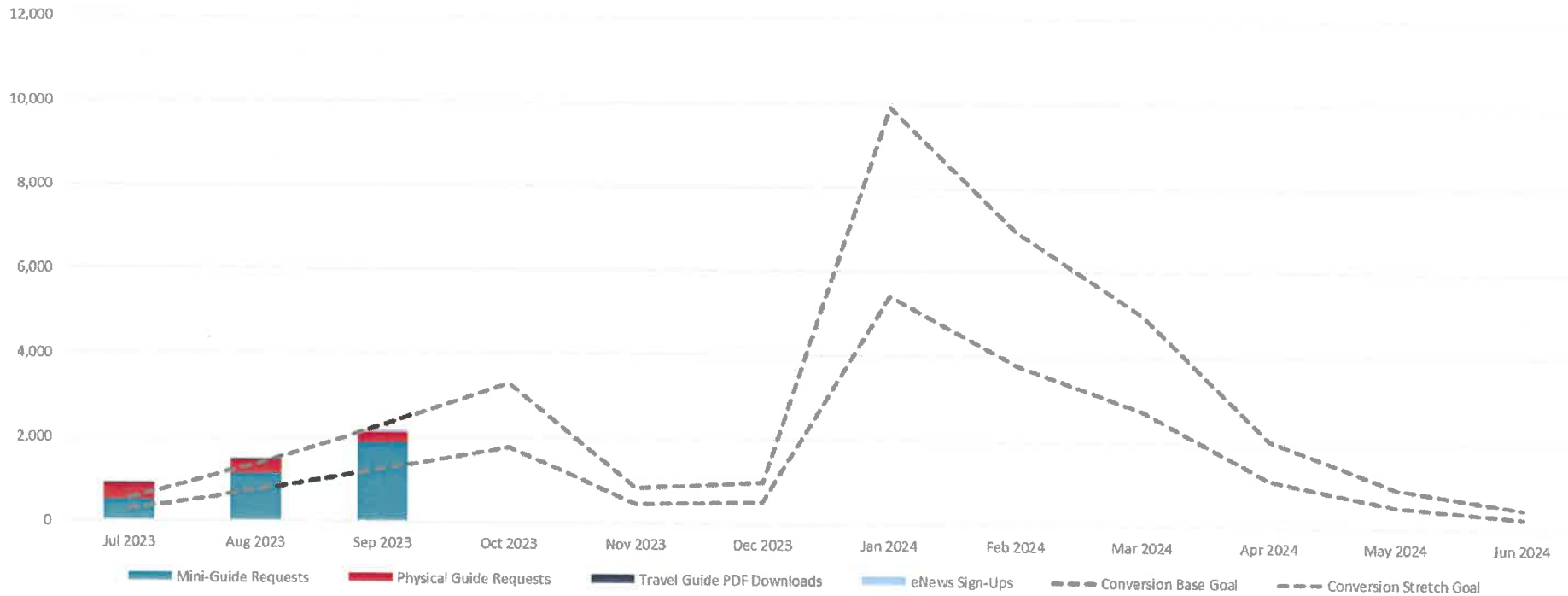
Cumulative Engagements Performance To Goal





Convert

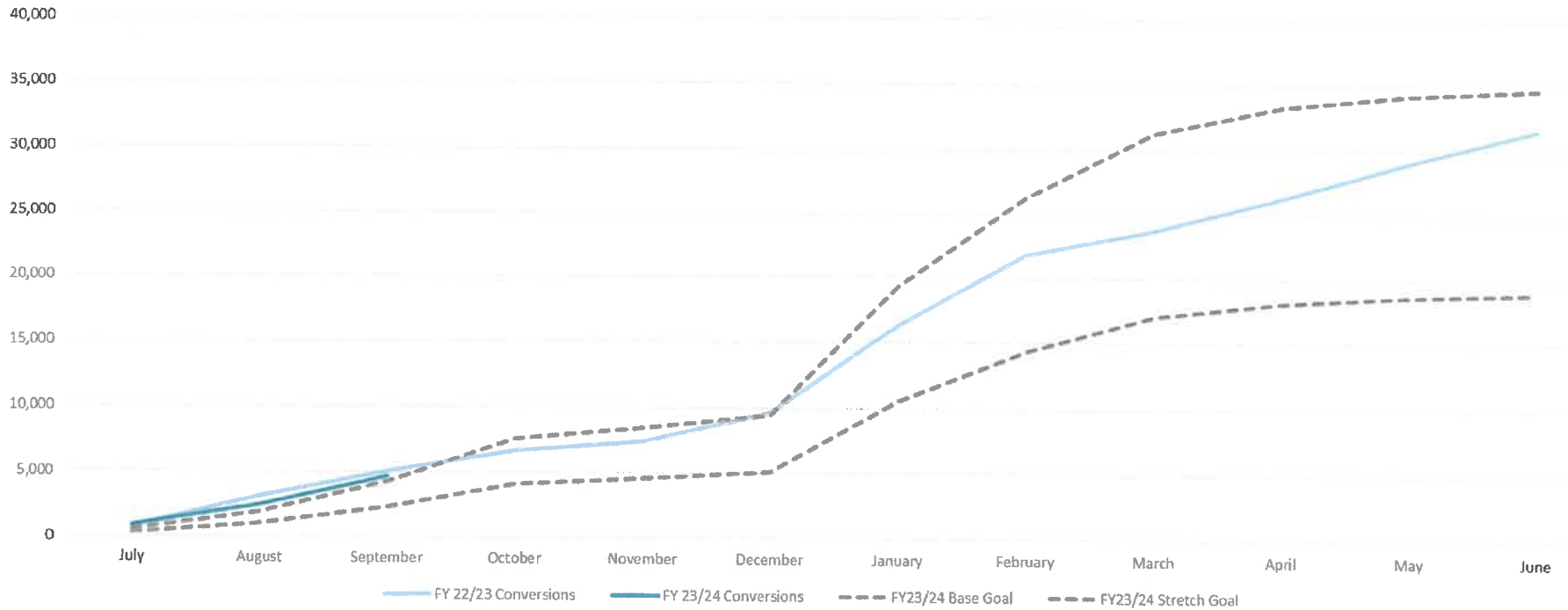
Conversions By Type vs. Trend to Goal





Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal

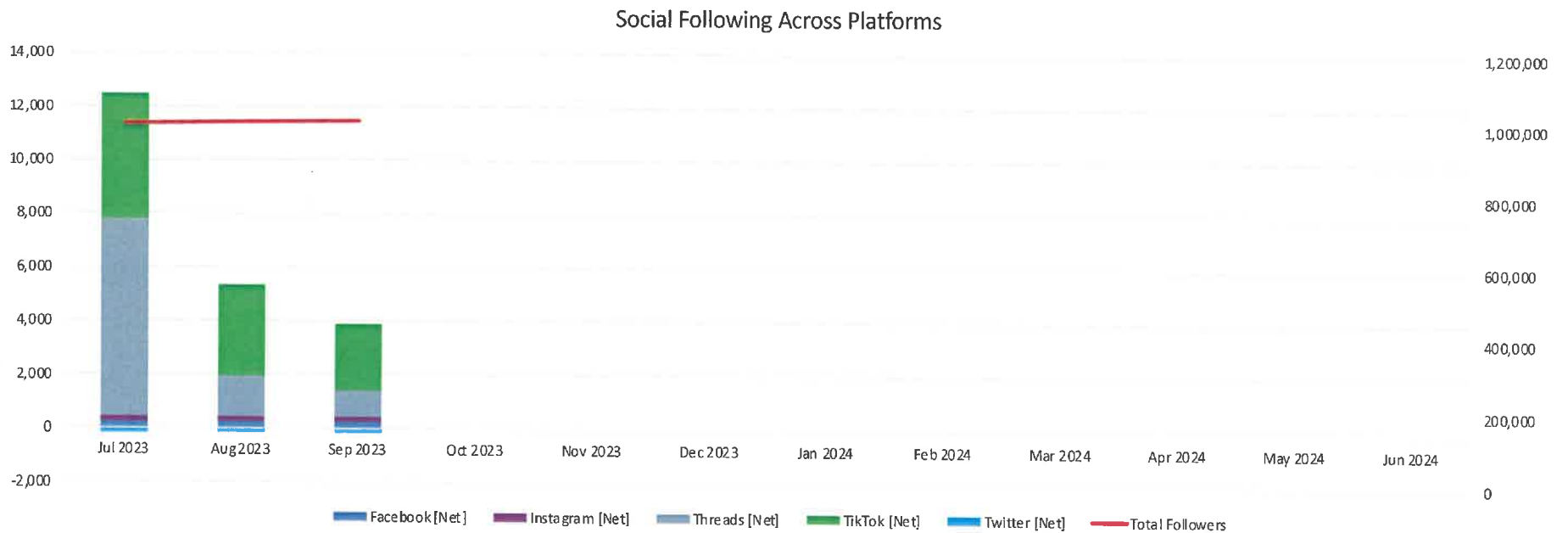




Engage - Community Growth

Highlights:

- Growth remained steady following the initial spike from the Threads launch.



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COMMUNITY ENGAGEMENT REPORT

OCTOBER 19, 2023

Long-Range Tourism Management Plan

Special Committee/Task Force Update:

9/27/23 – Online application went live to fill remaining Task Force spots

9/27/23 – Advisory (online application) distributed to local media and email outreach to database

10/10/23 – Compiled applications for review

103 applications submitted for consideration (as of 10/12/23)

80 – Dare County Residents, 23 – Non-Resident Property Owners

Special Committee/Task Force Next Steps:

- Finalize Task Force members
- Task Force Chair appointment by DCTB Chair
- Announcement of Task Force chair and members (local media, stakeholders, email database)
- Creation of a LRTMP '1-sheeter' infographic w/ overview, goals, strategies, etc.
- Schedule date for first Task Force meeting
- Creation of a Task Force member "orientation" packet to share in advance of first meeting
- Coordinate agenda, content, goals and objectives for initial Task Force meeting
- Explore format of meetings to best educate the group on specific topics/issues, while maximizing productivity and time

Returning Task Force Members:

Mark Ballog (DCTB/OBRA/Lucky 12 Tavern)
Jessica Barnes (OBX Forever)
Karen Brown (Outer Banks Chamber)
Tim Cafferty (DCTB/Outer Banks Blue)
Shannon Castillo (Dare County Schools)
Natalie Cavanaugh (Frisco Rod & Gun)
Reide Corbett (Coastal Studies Institute)
Mary Helen Goodloe-Murphy (The Coastland Times)

Dave Hallac (National Park Service)
Willo Kelly (Outer Banks Association of Realtors)
Bobby Outten (Dare County)
Chris Sawin (Outer Banks Community Foundation)
Ronnie Sloan (Outer Banks Health)
Tim Sweeney (College of the Albemarle)

The Task Force is comprised of a representative of the following groups:

Cultural Attraction
Dare County / Board of Commissioners
Dare County Tourism Board
Dare County Education
Environmental Agency or Group
Hatteras Island Business
Healthcare
Historical Attraction

Infrastructure (Housing/Transportation)
Lodging Business
Municipality
National Park Service
Non-Profit Organization
Outer Banks Chamber of Commerce
Residents (4, including 1 HI and 1 NRPO)
Restaurant Business

Community Engagement & Outreach

Meetings & Events

9/28/23 – Non-Profit Organization Knowledge Series - partner/speaker



Dozens of local non-profit leaders gathered at College of the Albemarle's Dare campus to explore ways to engage new donors and cultivate existing relationships as part of a session led by Jessica Barnes, Director of Outer Banks Forever. Barnes provided attendees with a variety of ideas for donor engagement, many of which could be implemented immediately. The workshop is part of a new **Nonprofit Knowledge Series**, presented in partnership with the Outer Banks Community Foundation, that will include educational and social events.

9/29/23 – Unveiling Ceremony of the Mountains-to-Sea State Trail Eastern Terminus (Jockey's Ridge State Park) - attendee

10/1/23 – The OBX Way Community Paths Trail Event - attendee

10/1/23 – Outer Banks Community Foundation - meeting with Chris Sawin and Nandy Stuart

10/4/23 – Outer Banks Parade of Homes (Outer Banks Home Builders Association) Kickoff Event - partner/attendee

10/12/23 – OBX Green Drinks (environmental sustainability) - attendee

10/12/23 – OBX Non-Profit Community Update eNewsletter to NPO + LRTMP databases

10/12/23 – Amy White (D.C.-based journalist / The Washington Post, National Geographic)

Upcoming LRTMP 'Road Show' Meetings

11/1/23 – First Flight Rotary Club - presenter

11/8/23 – Outer Banks Chamber of Commerce Diplomats - presenter

11/8/23 – Outer Banks Wedding Association - presenter

11/9/23 – OBX Green Drinks (environmental sustainability) - presenter

11/15/23 – Outer Banks Chamber of Commerce Board of Directors - presenter

** Currently working on 'Road Show' presentation and continuing to schedule opportunities to meet with various Outer Banks stakeholders (over 50 community groups, organizations and associations identified) to inform/educate about the LRTMP and discuss partnership/engagement ideas.*

In the Works / On the Horizon

2023 State of Dare County Tourism Report:

- Content creation and design with goal of distributing at OBX Tourism Summit on November 2

2023 OBX Tourism Summit: "Tourism for Good" – November 2, 2023:

8:30am-3:00pm – Tourism Summit at Ramada Plaza Oceanfront

3:00pm – Non-Profit Social at Swells'a Brewing ... *Join us for a social at Swells'a Brewing to learn how businesses and organizations can better align with local Outer Banks non-profits.*

Outer Banks Community Stakeholder Communication Plan:

- Determine frequency, timing, format/platform, database

The Outer Banks[®]

VISITORS BUREAU

Non-Profit Community Updates **October 12, 2023**

The Outer Banks Visitors Bureau is connecting visitors with our local non-profit community. By making visitors more aware of, and connected to, the causes of the Outer Banks, we can encourage thoughtful visitation while also providing non-profit organizations with more resources. We look forward to sharing news and updates related to the initiative and welcome any thoughts you may have about how our community partnerships can continue to grow and flourish.

NPO Knowledge Series Session Explores Donor Engagement

On September 28, dozens of local non-profit leaders gathered at College of the Albemarle's Dare campus to explore ways to engage new donors and cultivate existing relationships as part of a session led by Jessica Barnes, Director of Outer Banks Forever. Barnes provided attendees with a variety of ideas for donor engagement, many of which could be implemented immediately. The workshop is part of a new Non-Profit Knowledge Series, presented in partnership with the Outer Banks Community Foundation, that will include educational and social events. Stay tuned for updates on future sessions.



\$127,000 in Event Grants Awarded to Non-Profits and Municipalities



The Dare County Tourism Board recently awarded \$127,000 in event grant support to 15 local entities, including Dare Arts, Elizabethan Gardens, First Flight Society, Hatteras Village Civic Association, NC Coastal Federation, Outer Banks Sporting Events, Roanoke Island Historical Association and Town of Nags Head. These grants are designed to support events organized by non-profits or governmental units that drive overnight visitation to Dare County during less-than-peak months (September 7 to June 15). The application windows to submit an event grant application is February 1-15 and August 1-15.

Grant Supports Creation of Handicap-Accessible Beach Ramp

A new handicap-accessible beach ramp at the Ocean Boulevard access in Southern Shores was made possible through the Dare County Tourism Board's Tourism Impact Grant (TIG) to Southern Shores Civic Association. TIGs are designed to help governmental units and non-profit organizations located in Dare County with programs or services needed due to the impact of tourism. This accessible ramp enhances inclusivity and enjoyment of the shore and accommodates individuals with mobility challenges, fostering a more equitable beach experience.



WOBX Launches "Builders and Shapers" Series



Earlier this year, WOBX, in conjunction with the Outer Banks Community Foundation and the Outer Banks Visitors Bureau, launched a weekly series that features local non-profits who are "building and shaping a greater Outer Banks." Each Wednesday, these stories highlight a non-profit that is serving our area and explores the people and organizations who are working to make northeastern North Carolina and the Outer Banks a better place to live, work and play.

Social Impact: Network For Endangered Sea Turtles (N.E.S.T.)

In an effort to spotlight local non-profits via our social channels, the Outer Banks Visitors Bureau will continue to highlight some of the fine work these groups do to protect and preserve our area. In our latest "Social Impact" segment, hear from Network For Endangered Sea Turtles (N.E.S.T.) volunteer Billy about the organization's impact on protecting sea turtles on the OBX. N.E.S.T. is an all-volunteer organization dedicated to sea turtle species conservation and preservation.



TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – OCTOBER 2023

Recent Trade Show Report:

S.P.O.R.T.S., the Relationship Conference, South Bend, IN September 11 - 14, 2023: This smaller sports planner show is great for developing your one-on-one relationship with sporting event organizers. This show gives you a little more time to speak with event rights holders and really get to know what their needs are for a destination. Staff had several good appointments and are currently working on the follow up from this show.

In addition, staff attended the North Carolina Sports Association's Board Meeting and General Membership meeting October 12 -13 in Greenville, NC. Staff serves on the NCSA Executive Board as Vice Chairman and represents eastern North Carolina. One major topic of discussion is working with our lobbyist on the details to funding an Amateur Sports Tourism Grant using monies from the sports betting bill.

Future Trade Show Dates and Locations:

- November 12 – 15, 2023: National Tour Association, TREX 23, Shreveport, LA
- December 14-15, 2023: AENC Marketplace, Raleigh, NC
- January 13-16, 2024: American Bus Association Annual Marketplace, Nashville, TN
- March 17-19, 2024: Visit NC 365, Greenville, NC
- March 20 – 24, 2024: STS Domestic Showcase, Little Rock, AR
- May 3-7, 2024: US Travel's IPW, Los Angeles, CA

Industry Relations | OBX Tourism Summit | Thurs, Nov 2nd | Ramada Plaza | 8:30am -3:00pm:

This year, we're incorporating the theme "Tourism for Good," setting the stage for an intuitive and dynamic event. We've introduced our roster of speakers and are finalizing the program details. They'll discuss a range of topics from tourism economics and long term strategic planning to leveraging artificial intelligence, voluntourism, updates from OBVB, and a special gathering with our non-profits at Swells'a Brewing. Check the attached for the complete OBX Tourism Summit Agenda.



Presented by The Outer Banks Visitors Bureau

Please note we are starting earlier this year, breakfast starts at 7:45am and the Program begins at 8:30am. If you would like to the Tourism Summit, just let us know we'll get you registered. Registration is filling up fast. The following DCTB Members have been registered: Tim Cafferty, Gary Berryman, Dennis Robinson, Monica Thibideau, Leo Holland.

Industry Relations | Careers Beyond the Counter | Internship Update:

The following industry partners received interns as part of our Careers Beyond the Counter initiative with the Dare County High Schools: the Community Care Clinic, the OBX Way, Atlantic Realty and the Outer Banks Visitors Bureau. We are working with the CTE Counselors to start setting up the speaker's bureau for the classrooms. In addition, we are hosting a 5th grade Career Truck Day with DCS at the Soundside Event Site on November 9th from 9:00am – 12:0pm.

**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*

2024 Outer Banks Official Travel Guide | Ad Sales | SOLD OUT!

The 2024 Outer Banks Official Travel Guide ad sales are officially sold out. Staff is working on updating the business listing and new design for the 2024 Guide. New guides are scheduled to be here the week before Thanksgiving.

The Soundside Event Site:

Attached is the current 2023 Events Calendar for the Soundside Event Site for your review.

Request for Proposals:

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

- **UDSA | Farm Services Annual Conference**, 1st 2 weeks in October 2024; Federal Government, 100-150 rooms; meeting space and meals, 175-200 people.
- **Imperial Travel**, any 2-3 days between August 18 – 24, 2024; Group Tour, 30 rooms; meals, attractions, retail, 40-50 people.
- **Hursey Montessori School**, May 6 - 10, 2024 or May 27 - 31, 2024, School Group, 15-17 quad rooms, meals, attractions, 50 students, plus chaperones.

**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*

Ramada Plaza | Kill Devil Hills, NC
Tourism For Good
Tentative Agenda

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

(Please note that our program will be starting earlier this year)

8:30am Welcome to the Annual OBX Tourism Summit

8:45am-9:30am The Future Shape of Travel | Erik Evjen of Tourism Economics

Both leisure and business travel have rebounded with impressive strength over the past two years. However, recession tremors and persistent inflation loom large and threaten the continued recovery of travel. Erik Evjen will share Tourism Economics' latest views on the economy, the mindset of travelers, and expectations for the evolution of travel.

9:30am - 10:30am Credit Card Spend and Geolocation Data: What Does it Mean and How to Use It. | Adam Zappia of Zartico

Learn more a strategic planning solution that offers unprecedented visibility into the movement of people and economic opportunities. It converts raw data into action-ready insights, empowering destinations to make informed decisions.

10:30am Break

10:45am – 12:00pm Outer Banks Visitors Bureau Updates

Review current market trends and OBVB marketing strategies moving forward. Social Media, Creative and Marketing Agencies representatives on hand to discuss our path to achieve these goals.

12:00pm – 1:00pm Lunch | Networking Opportunities with Attendees

1:00pm – 2:00pm Things You Must Do & How AI Can Help | Brian Matson of Two Six Digital

Join us for an engaging and interactive session where we delve into the exciting possibilities of applying AI and machine learning to elevate your daily marketing endeavors. Discover the advantages of integrating AI tools into your research, content creation, and other aspects of your marketing strategy, leveraging some of the most cutting-edge marketing tools at your disposal.

2:00pm - 3:00pm Collective Impact: Best Practices for Destination Stakeholder Collaboration | Sara Meaney of Coraggio Group

Destination leaders nationwide are leveraging the Collective Impact framework as an effective approach to tackling tough tourism-related issues such as those tied to housing, workforce, transportation, infrastructure, and crime & safety—all of which are essential for a successful tourism program but typically fall outside the direct control of the destination organization itself. This collaboration-driven approach establishes community ownership of strategic initiatives and clearly defines roles, accountability, and expectations for plan

management across organizations. With this knowledge, destination leaders can strengthen their organization's ability to collaborate effectively and productively with key community stakeholders and sustain long-term impact of transformational destination management efforts.

3:00pm Social with our Non-Profits at Swells'a; across the street from the Ramada Plaza.

Join us for a social with several of our non-profits to learn how you can get an edge by aligning with local non-profits.

2023 Soundside Event Site Schedule

Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Attendees Expected	Site Reserved	Event Contact
Outer Banks Seafood Festival	Saturday, October 21, 2023	10:30am - 6:00pm	8,000-10,000 (not all at one time, flow)	Wednesday, October 18-Wednesday, October 25, 2023	Karen Brown: 252.564.2852; Richard Hess: 252.256.2112
OBX Brewtag	Saturday, October 28, 2023	11:00am - 6:00pm	4000-5000	Wednesday, October 25-Tuesday, October 31, 2023	Sara Miller: 252.305.5561; Ben Saltzman:252.305.0006
Dare County Schools - Truck Career Day	Tuesday, November 7, 2023 (rain date: Thursday, November 9)	9:00am - 11:00am	500 5th graders, teachers, chaparones	Tuesday, November 7, 2023 (rain date: Thursday, November 9)	Suzanne Jennette: 252-473-0557
The Wall That Heals	Wednesday, November 15-Sunday, November 19, 2023	24 hours	7,000-11,000 (not all at one time, est 3000 peak attendance per day)	Tuesday, November 14-Sunday, November 19, 2023	Patricia O'Sullivan: 252.473.7748; Rick Probst: 502.592.7659
Soundside Holiday Market	Sunday, December 3, 2023	12:00pm - 4:00pm	500 (not all at one time)	Sunday, December 3, 2023	Alex Brewer: 252.564.5251
Soundside Holiday Market	Sunday, December 10, 2023	12:00pm - 4:00pm	500 (not all at one time)	Sunday, December 10, 2023	Alex Brewer: 252.564.5252
Soundside Holiday Market	Sunday, December 17, 2023	12:00pm - 4:00pm	500 (not all at one time)	Sunday, December 17, 2023	Alex Brewer: 252.564.5253

Outer Banks Visitors Bureau

PUBLIC RELATIONS REPORT: October 2023

PRESS RELEASE

Dare County Tourism Board Seeking Applications For Special Committee – Residents, Non-Resident Property Owners Encouraged To Apply | Sep 27, 2023 -Aaron sent out a local media release. CE Manager Jeff Schwartzenberg reports high interest among the public at large. More than 64 applicants.

CAREERS BEYOND THE COUNTER

Marketing Intern The Outer Banks Visitors Bureau has a new marketing intern who has started this fall and will be with us through January 2024. Aaron is the supervisor for a Manteo High School student who also attends College of the Albemarle as part of her curriculum. She'll get an inside look at tourism marketing and the different verticals like public relations, finance, advertising, events and more.

EVENT SPONSORSHIP

Down the Road Surf and Art Festival -Aaron is working with the event planners on a social media content roll out of surfing lifestyle vertical videos to promote the destination in the offseason leading up to next year's event featuring local creators.

CONTENT SPONSORSHIP

RV There Yet? | Oct 2023 -*UPDATE* RV enthusiasts Kevin and his wife Patrice were able to accomplish most everything laid out in the production schedule but may return for a little bit more filming since Ophelia forced them to leave. Everything prior to that was amazing they report. We are getting photo assets for our use as well. The following are details about the show's distribution:

- This episode will air in our Season 3 of RV There Yet? TV, beginning on Discovery Channel (88 million households) in April 2024.
- We do not have a firm air date of the OBX episode just yet, but our season runs Saturday mornings at 8:30 a.m. As soon as we know the specific date of the OBX episode we will let you know.
- We will also be sharing video teasers, blogs, and social media posts leading up to the air date of the episode.
- After our 13-week season on Discovery Channel, the Season then airs on MotorTrend TV (76 million households) for 13 weeks. MotorTrend episodes air starting in July 2024 on Saturday mornings at 7 a.m.
- RV There Yet? TV episodes also stream on Discovery+, MotorTrend+, DiscoveryGO, Amazon, ROKU, SlingTV, PlutoTV, and YouTube.

@NCEatAndPlay | Q3 2023 -*UPDATE* Megan Nichols has begun to share sponsored blog posts on our website based upon her visit in Q2. Staff is working with her team to share Outer Banks experiences and tips we asked her to deep dive on for social media and blog posts. So far, we have hosted her content on outdoor dining and the oyster trail and are currently working on volunteerism opportunities for visitors. As part of our sponsorship, we have received some great owned photography assets for our use:

outerbanks.org/blog "A Look Into The Outer Banks Oyster Trail" *As lifelong North Carolina residents, we enjoy seafood and take pride in our state's quality selection. We were excited to learn more about the efforts along our coast to participate in the ethical, sustainable farming of oysters.* <https://bit.ly/3RN2SBP>

outerbanks.org/blog “Outdoor Dining On The OBX | Patio And Water Views” *The Outer Banks of North Carolina is home to countless outstanding restaurants, many of which excel in both food and outdoor atmosphere. These eateries have created a patio experience that the whole family can enjoy and range from waterfront seating to on-site playgrounds.* <https://bit.ly/3Fbzf5R>

EARNED MEDIA

Dive Magazine | Summer 2023 “Who Hangs Out At The Sand Bar?” The OBVB PR team hosted writer Tim Dersch back in the Spring 2023. The piece was published online and in print (see included .pdf) with a reference to North Carolina on the cover. The online reach is 163,700. <https://bit.ly/460Uq6p>

Cavallo | Oct 2023 We’d like to share early results from the April 2023 German media fam in which we partnered with Visit NC. Cavallo Magazine is an equestrian magazine. This beautiful package by Carsten Heinke includes a full rundown of places to stay, eat and explore as well as logistical tips and weblinks. Circulation is 25,000. See included .pdf

PRESS TRIPS

Planetware.com | Sep 23-30, 2023 The OBVB PR team is anticipating an online article by late November 2023. We assisted Michael Law during his discovery of the OBX in September. He is working on his story to cover the Outer Banks kiteboarding scene for Planetware.com, monthly visitors 3.5 million. In addition to this article, he'll be writing an additional 1st person piece on camping in the Outer Banks. All pieces will be supported by original photography.

Garden & Gun, etc. | Oct 12+13, 2023 The OBVB PR team met DC-based freelance writer Amy White during the VisitNC DC Media Mission in August 2023. Amy freelances for Garden & Gun, National Geographic, Arlington Magazine, etc. Aaron collaborated with Currituck Outer Banks and Ocracoke Tourism to bring her the OBX this October 12-14. She is interested the OBVB sustainability and community stewardship initiatives, birdwatching and the and the oyster trail along with the Chicamacomico 150th Anniversary.

CONFERENCES

NCTIA Tourism Leadership | Nov 15-16, 2023 Aaron will attend the NC Travel Industry Association annual networking conference that includes political updates on the issues being discussed in Raleigh among lawmakers that can affect the the tourism industry. We are also working on awards submissions for some of our body of work in the past year.

SHARE:

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VISITORS BUREAU
outerbanks.org

Dare County Tourism Board Seeking Applications For Special Committee. Residents, Non-Resident Property Owners Encouraged To Apply
Group To Focus On Long-Range Tourism Management Plan Implementation

Manteo, NC (September 27, 2023) – Dare County residents and non-resident property owners are invited to apply for consideration to serve on a Special Committee of the Dare County Tourism Board, to help with the implementation of the Outer Banks **Long-Range Tourism Management Plan** (LRTMP). The intent of this committee will be to evaluate the strategic goals in the LRTMP, make recommendations to the Dare County Tourism Board for action and further implement adopted recommendations through the work of the Community



Engagement Manager. The Special Committee or task force was originally formed to facilitate the process of the LRTMP and includes local tourism economy representation in historic attractions, environmental expertise, housing and infrastructure, parks and preservation, lodging and municipal government to name a few. The Dare County Tourism Board is adding seats on the Special Committee for Dare County residents and non-resident property owner representation to which interested individuals can review the full plan and find a link to apply online at outerbanks.org/LRTMP

About the Long Range Tourism Management Plan

The LRTMP was published in May 2023, following an 18-month process begun by the Dare County Tourism Board and executed by the staff of the Outer Banks Visitors Bureau and partners at MMGY NextFactor and Tourism Economics. The comprehensive plan, which included creating a special task force and curating the input of hundreds of tourism community stakeholders and thousands of Dare County residents, provides a roadmap for the future to ensure that tourism preserves – and even benefits – the environment, culture and quality of life for residents while enhancing visitor experience. If you have any questions regarding the LRTMP or the Special Committee application, please contact Jeff Schwartzberg at schwartzberg@outerbanks.org.

About The Outer Banks

The Outer Banks Visitors Bureau is a public authority and the lead marketing and promotional agency for Dare County's Outer Banks, a 100 mile stretch of barrier islands off the North Carolina coast.
outerbanks.org

Media Contact:

Aaron Tuell, Public Relations Manager
Outer Banks Visitors Bureau
252.305.2137 mobile
tuell@outerbanks.org

Outer Banks Visitors Bureau | www.outerbanks.org



TRAVEL

Coast with the most

You can kick back
– or take flight –
in North Carolina's Outer Banks

LAURA SHANTORA NELLES

Away from the bustle of other beachy destinations, Outer Banks, N.C., boasts a whole lot of charm and natural splendour.

It's a place where all your coastal dreams are sure to come true.

If your dream job is "beach" and sun, salt and sand are your jam, you don't have to look far to find a spot to stretch out on. Communities lining the barrier islands are home to plentiful sandy paradises, perfect for everything from lounging to surfing.

If the beach isn't the only thing on your bucket list, there are lots of other things to do that don't require a towel.

You can drive or fly to reach the Outer Banks (referred to locally as OBX). The advantage to driving is it makes it a lot easier to get around the various communities.

My rental got plenty of miles on it as I traversed the main artery, NC 12. My first stop was in Duck, where I took in my inaugural taste of salty sea air — and fresh fish tacos, the fish of the day was tuna — while sitting outside facing the ocean at NC Coast Grill & Bar.

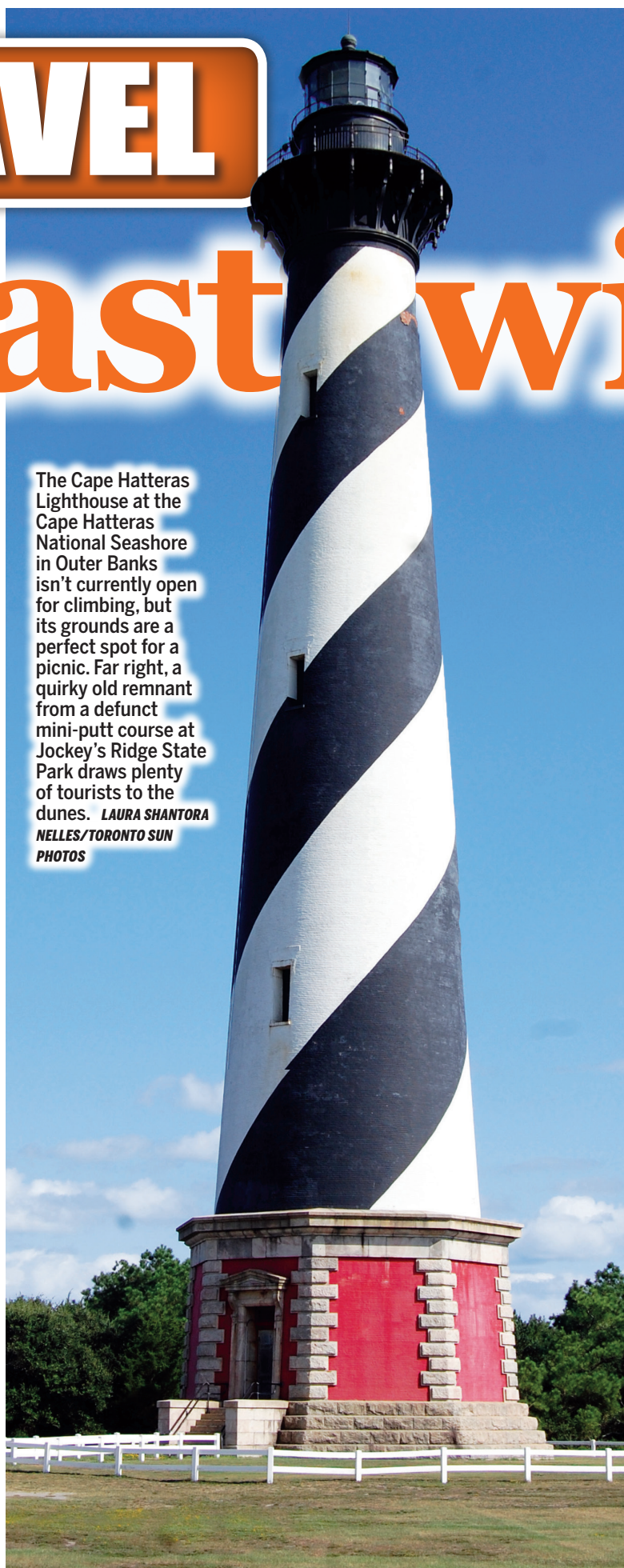
GO WILD

Much of Outer Banks is undeveloped and unspoiled, thanks to federal and state protected lands. My first evening, I hopped aboard the Magic Bus (a souped-up school bus with rustic charm) for a tour of protected wildlife area Alligator River.

Driver Angel and guide Peggy (who actually lives on the Alligator River Wildlife Preserve) took us around the refuge where we were treated to sights of alligators, blue herons, a turtle, and seven black bears. While we didn't end up seeing any, we also watched for Barred owls and the elusive and endangered red wolves, reintroduced to the area after nearly becoming extinct.

We also toured a locale that was once a logging community, and later a moonshine mecca, known as Buf-

The Cape Hatteras Lighthouse at the Cape Hatteras National Seashore in Outer Banks isn't currently open for climbing, but its grounds are a perfect spot for a picnic. Far right, a quirky old remnant from a defunct mini-putt course at Jockey's Ridge State Park draws plenty of tourists to the dunes. **LAURA SHANTORA NELLES/TORONTO SUN PHOTOS**



falo City, where we learned the history of local bootlegging operations.

That evening, I discovered OBX has a quiet nightlife.

Many places close after dinner, so my hunt for a late meal took me to a spot called Goombays. There I dug into a hearty bowl of Cajun crab soup and fish and chips — not the beer-battered slab of haddock or halibut you might be used to, these were small pieces of light, flaky fish, battered in a crispy coating.

ROAD TRIP

On Thursday, I left my hotel, Shutters on the Banks, in Kill Devil Hills, and headed for the Cape Hatteras National Seashore.

In the neighbouring town of Nags Head was my first stop, Bodie Island Lighthouse. This black-and-white-striped lighthouse is open for climbing. Nearby is sandy Coquina Beach, a great place to stretch out.

My next visit was Pea Island. The

drive along the highway is lush with vegetation and greenery as Pea Island is a wildlife refuge. I popped in at the visitor's centre to buy a hat, as I had forgotten mine, and found Peggy from the Magic Bus working inside. She directed me to one of my favourite places I visited on the trip — a little pond full of freshwater turtles! As a self-proclaimed Turtle Nerd(1e), I was delighted to see an abundance of turtles, swimming, sunning and popping their little faces out of the water.

Chicamacomico Life-Saving Station Historic Site was my next destination. The Life-Saving stations predate the modern-day Coast Guard, and once dotted the Outer Banks at every seven miles. Each Thursday in summer, Chicamacomico hosts a historical reenactment demonstrating a 19th-century rescue operation. Our host, retired Coast Guard captain Carl, gave the finer points on boating (first rule: keep the water

outside the boat!) and some history of the Coast Guard, followed by the reenactment, which involves a lot of digging, ropes and even a tiny cannon. One lucky kid from the crowd gets “rescued” by the team. This is the only place in the U.S. that puts on these demos.

At the southern end of Hatteras Island, I visited the Cape Hatteras Lighthouse. Also black and white, the stripes are swirled.

The lighthouse is not presently open to climb, but there is a museum on the grounds.

As I drove through Hatteras enjoying the sights of the village, I noticed the atmosphere was different from the northern areas of Outer Banks.

Quirky little shops, like one called Pirate Stuff, and small restaurants are the norm here. As the young people say, it’s a whole vibe.

I popped into a bookshop where a shelf was dedicated to local authors and stories set in OBX. Another shelf housed “beach reads.”

I finally stopped for a bite at the delicious Diamond Shoals Restaurant in Buxton. Being my first time in the South, I sampled hush puppies (tasty!) and chowder to start. Crab cakes, my main, were absolutely perfect, light, fluffy and fresh.

CURTAIN CALL

That evening, I headed into the town of Manteo (pronounce Manteo like a Toronto person: “Man-e-o”) where I was swept back to 1587 in a theatrical rendition of local legend *The Lost Colony*. The play, which is performed outdoors, features an ensemble of college students decked out in Elizabethan finery. It tells the story of the English who sailed to North America and set up a colony on what is now Roanoke Island.

After befriending local Native American Manteo, the group forms a colony named Virginia, after Elizabeth I, England’s “virgin queen.”

For various reasons, the site of the village is later abandoned, and when a ship returns to Virginia from England three years later, everyone has disappeared.

The play theorizes what may have happened to the townsfolk.

The production is excellent — lighting, sound, music and choreography are all top-notch. The show has been running since 1937 and executive director Chuck Still explained how the performance was recently reimagined to include Native American actors, stunning animal costumes, and new ways of engaging modern audiences.

TAKE FLIGHT

Friday morning, I checked out of Shutters and headed across the street to the Wright Brothers

National Memorial. North Carolina is home to the “first flight” in history, thanks to the ever-blowing winds on OBX. A monument sits atop the hill, which is open for entry.

My guide, Jessica, from local non-profit Outer Banks Forever, pointed out markers in the grass where each of the first four flights landed.

We entered the museum and took in the life-size recreation of the Wright Brothers’ original glider.

HOME SWEET HOME

Many visitors to OBX travel with a group, so rental homes are the norm, as they’re often more eco-

nomical. Some even offer services like grocery delivery. I visited the newly opened 36-bedroom Kill Devil Hills Resort.

Property owner Chris, who used to live in Toronto, explained the space as a destination wedding locale, or venue for corporate retreats. Every room has its own TV, there are multiple kitchens and lounge areas, a movie theatre, pool and an elevator for accessibility.

One of the property managers, Carl, recommended I check out a fascinating find on his front lawn in Manteo, the “mother vine” — North America’s oldest grape vine.



Beachside homes on Hatteras Island in the Outer Banks. Many homes in the area are large enough to accommodate groups and families. Above, volunteers perform a reenactment of a rescue at the Chicamacomico Lifesaving Station in Rodanthe. Top inset, sharks swim in their habitat at the North Carolina Aquarium. Middle, an injured sea turtle is cared for in a tank at the STAR Center. Left, seashells dot the sand at Coquina Beach in Nags Head. LAURA SHANTORA NELLES/TORONTO SUN PHOTOS

Kids can learn more about treating sick or injured turtles through a charming interactive exhibit where a toy turtle can be examined, treated and re-released.

After a quick stop in my room at the newly renovated Hotel Manteo, I headed downtown for dinner.

The fish taco salad at Ortega’s was outrageously good (fish of the day was mahi) and the margarita was one of the best I’ve had.

That evening, I took a walking tour of Manteo hosted by the town’s former top cop, Francis D’Ambra, who has an encyclopedic knowledge of local history and plenty of interesting tales from his time on the job.

His account of accompanying Richard Gere and Diane Lane during the filming of *Nights in Rodanthe* elicited plenty of chuckles.

Following the tour, I popped in at NouVines wine bar, which features an excellent wine list, live music, and a fascinating story behind its rustic wooden bar that was once on Al Capone’s boat. (I recommend doing the Alligator River wildlife tour first, then come here, and it’ll all come together.)

In downtown Manteo on Saturday morning, I visited some shops where I met one of the three town cats, Lulu, and meandered over to the Farmers Market. I spotted Chief D’Ambra and his granddaughter selling grape preserves, made from none other than the Mother Vine.

Back in Nags Head, I toured the dunes at Jockey’s Ridge State Park with my guide, Ranger Justin, and Craig from Friends of Jockey’s Ridge.

We visited the Maritime forest, a quiet sound-front beach, and a quirky local attraction, an old ‘sand castle’ from a now-defunct miniputt. As the sands are always shifting in the ever-present winds, the castle is sometimes buried.

Hang gliding is available on-site where you can take to the windy skies. One very unique hang-gliding experience on offer is a replica of the Wright Brothers glider, crafted by the same recreationist who made the one at the memorial. Craig later showed me a beach just across Hwy. 12 from Jockey’s Ridge where there is plenty of free parking. Many surfers were out catching a wave.

Dinner that evening was also in Nags Head, at the Sugar Creek Soundfront Restaurant, a popular eatery overlooking the Roanoke Sound, which Aaron Tuell from the Outer Banks Visitors Bureau says is a hot spot for catching the sunset, perfect for wrapping up a week at the beach.

IF YOU GO

Get more information at outerbanks.org.

TURTLE-Y AWESOME

That afternoon I visited the NC Aquarium on Roanoke Island.

The facility is home to the STAR Center, which rehabilitates and re-releases injured sea turtles.

Only three turtles were in care when I arrived, but the facility and its many volunteers from Network for Endangered Sea Turtles (NEST) have extra pools and containers at the ready for larger numbers.

Nearly all sea turtle species are endangered and they take a very long time to reach maturity, so it is critical to aid turtles who are injured or have suffered cold stunning.

DIVE

TO THE LIMITS

OUT OF THIS WORLD

Michal Štros discovers some remarkable effects with modified vintage lenses

WRECKS & RAGGIES

North Carolina's wreck havens for sharks

BULLSEYE

An Indonesian liveaboard that gets the top score

BIG SHOT WINNERS

Marine megafauna superstars

WHO HANGS OUT AT THE SAND BAR?

The treacherous coast of North Carolina is littered with wrecks. **Timo Dersch** checks out some of the most impressive and meets the regulars who often gather in large gangs

While sand tiger sharks (*Carcharias taurus*), also known as gray nurse sharks and spotted ragged-tooth sharks (raggies for short), can be seen in large numbers around and inside the wrecks on North Carolina, globally they are critically endangered



The harbour at Morehead City with Olympus Dive Center in the foreground

TIMO DERSCH

The notorious British pirate Edward Teach, better known as Blackbeard, died on Ocracoke Island, the hideout from where he terrorised the rich colonial trade along the coast of what is now North Carolina. In the early 18th century, ships laden with goods from the Caribbean and the American colonies had to sail through the treacherous shoals and shifting sandbanks of the area – easy pickings for a pirate who knew the waters well.

The Diamond Shoals remain a difficult stretch of water to navigate. ‘There are two major currents meeting here at Cape Hatteras – the Gulf Stream and the Labrador Current’, author and shipwreck expert, ‘Keeper’ James Charlet explains. ‘Their meeting can be described more as an explosion, moving a great deal of undersea sandbars in unpredictable ways.’

Thousands of vessels have fallen foul of the erratic seas in which charts are out of date before they are printed. Even today, ships get stuck and sink into the sands.

This is not only a gift for ruthless pirates, but has created a staggering number of wrecks for divers to explore. There are more than 5,000 known wrecks in the area – historic sailing ships from the 17th and 18th centuries, warships and submarines from the First and Second World Wars and modern-day merchant vessels.

‘German submarines would sneak up and sink as much as they could’, said Marc Corbett, ship historian and boat assistant aboard the Lion’s Paw charter dive boat, which explores the diving grounds around Hatteras Island. ‘But



LOGAN GOURLAY

since the subs were not invulnerable themselves, four German submarines can be found, two of them have become highlights of underwater exploration.’

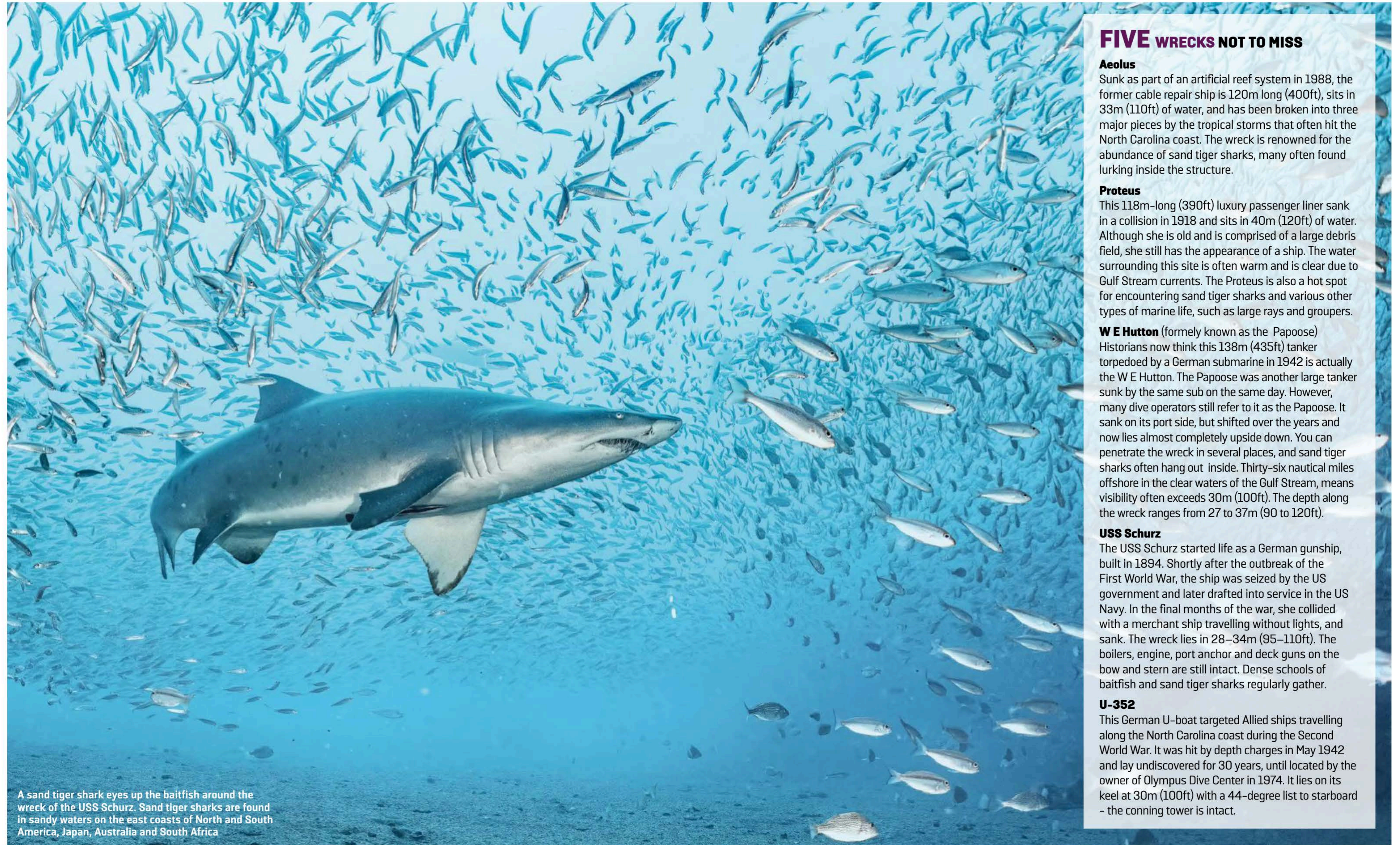
And there is much more to discover in the sand graves. Marc is looking towards the horizon while navigating the boat through the difficult inlet passage. ‘We have been looking for some of the ships for years. We know they should be there, but the harsh weather conditions out here limit us so much in our search.’

The weather plays a vital role in diving in the area. If the conditions are right, you can head out into open ocean more than 20 nautical miles offshore, where the bigger wrecks lie. We headed out on such a trip with Olympus Diving, based in Morehead City, to check out the Aeolus – a former cable-repair and cargo transport ship which sank



TIMO DERSCH

A diver explores the wreck of the Aeolus



A sand tiger shark eyes up the baitfish around the wreck of the USS Schurz. Sand tiger sharks are found in sandy waters on the east coasts of North and South America, Japan, Australia and South Africa

FIVE WRECKS NOT TO MISS

Aeolus

Sunk as part of an artificial reef system in 1988, the former cable repair ship is 120m long (400ft), sits in 33m (110ft) of water, and has been broken into three major pieces by the tropical storms that often hit the North Carolina coast. The wreck is renowned for the abundance of sand tiger sharks, many often found lurking inside the structure.

Proteus

This 118m-long (390ft) luxury passenger liner sank in a collision in 1918 and sits in 40m (120ft) of water. Although she is old and is comprised of a large debris field, she still has the appearance of a ship. The water surrounding this site is often warm and is clear due to Gulf Stream currents. The Proteus is also a hot spot for encountering sand tiger sharks and various other types of marine life, such as large rays and groupers.

W E Hutton (formerly known as the Papoose)

Historians now think this 138m (435ft) tanker torpedoed by a German submarine in 1942 is actually the W E Hutton. The Papoose was another large tanker sunk by the same sub on the same day. However, many dive operators still refer to it as the Papoose. It sank on its port side, but shifted over the years and now lies almost completely upside down. You can penetrate the wreck in several places, and sand tiger sharks often hang out inside. Thirty-six nautical miles offshore in the clear waters of the Gulf Stream, means visibility often exceeds 30m (100ft). The depth along the wreck ranges from 27 to 37m (90 to 120ft).

USS Schurz

The USS Schurz started life as a German gunship, built in 1894. Shortly after the outbreak of the First World War, the ship was seized by the US government and later drafted into service in the US Navy. In the final months of the war, she collided with a merchant ship travelling without lights, and sank. The wreck lies in 28–34m (95–110ft). The boilers, engine, port anchor and deck guns on the bow and stern are still intact. Dense schools of baitfish and sand tiger sharks regularly gather.

U-352

This German U-boat targeted Allied ships travelling along the North Carolina coast during the Second World War. It was hit by depth charges in May 1942 and lay undiscovered for 30 years, until located by the owner of Olympus Dive Center in 1974. It lies on its keel at 30m (100ft) with a 44-degree list to starboard - the conning tower is intact.



Atlantic spadefish, endemic to the Western Atlantic, on the Aeolus

STUART VERNON

STUART VERNON



A loggerhead turtle near the Aeolus

in 1988. It's a long journey but the dive boat was big – more like a liveaboard, with plenty of room to relax.

Descending along the anchor line, we could feel we were out in the open ocean. There was a fair amount of current, nothing too crazy, but enough to make sure you never forgot that the ocean is in charge. Great barracudas were standing in the current next to the line. Schools of jacks were dancing around a little closer to the upper side of the wreck. The ship is broken into several pieces. Due to its massive size, we focused on the bow section. Schools of tomtate grunts gathered around the giant ship. Descending deeper, we found beautiful pink gorgonian fans, attached to the metal structure. But one thing was missing – perhaps the star attraction and why so many divers are happy to spend hours on dive boats to explore these wrecks. None of the sand tiger sharks that are known to gather around these wrecks in – at times – surprising numbers were present.

One of the other divers started spearing the invasive lionfish which now plague the Caribbean and American coastline. Slowly and graciously, a sand tiger glided from the twilight over the grey sand towards the boat to see if there might be an easy meal involved for him, too. It was the only shark we saw that day, but on other days it can be drastically different. 'Sand tigers may congregate on the wreck sites in extremely large numbers during the summer season,' a skipper on another trip told us. 'You may not see any at a wreck site, then you may find hundreds of them there the next time you dive the same site. They are often more plentiful at the deeper wreck sites, but may be in

Hiding in a pipe on the USS Schurz



STUART VERNON

TIMO DERSCH

A great barracuda on the wreck of the James J Francesconi tug



A sand tiger shark emerges from a cloud of baitfish on the Aeolus



STUART VERNON

STUART VERNON



A toilet inside the wreck of the Aeolus

large numbers on an inshore shallow site as well.' There is one particular site, he said, where the sand tigers gather in profusion. 'At the Proteus wreck, I have experienced dives when I could see at least a hundred of these sharks in any direction.' He continued: 'On several occasions at the end of the dive, I have pulled the anchor and drifted underwater with the current for over a quarter of a mile and found there were just as many sharks away from the wreck as were seen at the wreck site.'

Not only sand tiger sharks can be found here. Great whites, makos, tiger sharks and hammerheads have all been known to rock up. The wrecks are also home to an abundant variety of marine life. Rays the size of small cars, loggerhead sea turtles nestled into a quiet corner of a wreck, octopus, moray eels and millions of small schooling fish. The keen-eyed can also spot numerous small treasures hiding in the cracks and holes. Macro life is plentiful, including seaweed blennies, sea spiders, nudibranchs and plenty of frogfish. The wrecks of North Carolina have something for everyone! ■

NEED TO KNOW

Getting there: By international or domestic flight to Raleigh/Durham airport. From there, take a rental car to Morehead City or Hatteras Island.

Dive operators: Olympus Dive Center, Morehead City olympusdiving.com & Dive Hatteras, Hatteras Island divehatteras.com

Further information: visitnc.com, crystalcoastnc.org and outerbanks.org

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CEDAR ISLAND

SHACKLEFORD
BANKS

Die Ponys der Piraten

Über knapp 300 Kilometer erstrecken sich die Outer Banks vor der Ostküste der USA. Einst gehörten die schmalen Halbinseln und Inseln indigenen Völkern. Im 16. Jahrhundert kamen europäische Eroberer, Siedler, Seeräuber – und Pferde. Die verwilderten Nachfahren der spanisch-stämmigen Tiere leben bis heute dort.

TEXT UND FOTOS: CARSTEN HEINKE

Träumerei: Ein wild lebender Hengst am Strand von Corolla. Oben die Karte der Outer Banks mit den Halbinseln.

Als uns der Highway auf den Alligator River führt, kleben meine Augen auf dem Wasser. Aus dem Autofenster kann ich kein Reptil erspähen. „Glaub mir, es gibt jede Menge“, versichert Margo Metzger, meine Tourgefährtin. „Und ringsum auch Schwarzbären und Rotwölfe“, fügt sie hinzu und lenkt den Wagen weiter Richtung Osten. Breit wie ein See und genauso still zeigt sich der Fluss, bevor er ein Stück weiter nördlich in die Meerenge Albemarle Sound mündet.

Bald sind wir am Ozean. Nur noch ein paar Meilen, eine Insel und zwei Brücken. Ein letzter Blick aufs Grün des Flusswalds und der Weißzypressensümpfe. Dann übernimmt der Sand die Bildregie. Nach insgesamt drei kurzweiligen Autostunden von North Carolinas Hauptstadt Raleigh kommen wir in Nags Head an. Mit einem Pferdekopf auf einem Welcome-Schild begrüßt das

hübsche Städtchen mit dem uncharmanten Namen (nag bedeutet Gaul) seine Gäste. Das Tier im Wappen trägt eine Laterne um den Hals. „Schwer vorstellbar“, meint Margo mit dem Hinweis auf das Feuer darin. Doch die Legende stamme aus der Zeit, als hier Piraten lebten. Die abgeschiedene und für die Seefahrt sehr riskante Lage dieses Ortes verhalf ihnen zu leichter Beute.

Piraten lockten mit Pferden Schiffe ins seichte Wasser

Mit einem üblen Trick lockten sie ankommende Schiffe ins Verderben. „Sie hängten einem Pferd eine Lampe um und führten es vor seichtem Wasser durch die Dünen. Wer das bewegte Licht bei Dunkelheit und Sturm vom Meer aus sah, dachte, es sei nur ein Boot, fuhr in dessen Richtung und damit auf die nächste Sandbank“, erzählt meine Begleiterin.

„Wenn das Schiff nicht von allein zerbarst und seine Ladung von den Wellen an den Strand gespült wurde, war die Plünderung ein Kinderspiel. Die geraubte Fracht schleppten dann die Pferde nach Hause. Nicht wenige Seeräuber kamen so zu Reichtum, kauften sich Land und wurden brave Bürger“, so Margo.

Ähnliche Geschichten hört man an vielen Orten auf den Outer Banks. Früher menschenleer, waren sie für Freibeuter ein Paradies. Die rund 300 Kilometer lange Kette schmaler Halbinseln und Inseln im Atlantik schmiegt sich wie ein Schutzwall an die Festlandküste. Selbst aber war und ist der dünne Streifen Sandland nicht vor dem Ozean geschützt. Heimtückische Strömungen und Untiefen machen die Gewässer hier gefährlich. Unzählige Schiffe sanken. Darunter auch das eine oder andere mit Pferden an Bord. Sollten sich die Tiere wirklich selbst an Land gerettet haben?

Viele halten das für unwahrscheinlich. Denn: Seit dem Mittelalter war es üblich, Pferde bei Seetransporten in Leinentüchern oder Matten aufzuhängen (ihre Hufe berührten dabei nur leicht den strohbedeckten Boden), um Verletzungen zu vermeiden. Bei einem Schiffsbruch hätten sich die Tiere zuerst aus ihren Aufhängungen befreien müssen. Fakt ist: Bis heute sind freilebende Ponys auf den Outer Banks zu Hause. Unumstritten ist auch ihre Herkunft. Gentests zeigen, dass ihre Urahnen aus überisch-nordafrikanischen Züchtungen

stammen. Vermutlich wurden sie von ersten „Entdeckungsreisenden“ aus Spanien auf die Barriereinseln gebracht und zurückgelassen, als jene nach ihren Erkundungsritten wieder nach Europa segelten.

Die robusten Tiere passten sich der kargen, rauen Landschaft ihrer neuen Heimat an und entwickelten sich über Generationen zu einer Rasse, die landläufig als Banker Pony oder Corolla Horse bekannt ist. Die zunächst britischstämmigen Einwohner, die 1584 auf der Insel Roanoke die erste englische Siedlung

Nordamerikas gründeten, nutzten die Pferde nach Bedarf. „Wer eins brauchte, nahm sich eins“, erzählt mir Margo. Später ließ man sie auch rennen. Der Legende nach waren die Abhänge der hohen Dünen, die die Zuschauer nutzten, und der Strand bei Nags Head ein beliebter Platz dafür. Bis heute nennt man dieses Stück der Halbinsel „Jockey's Ridge“.

Unter dem Rassenamen „Colonial Spanish Mustang“ wurden die Outer-Banks-Pferde 2010 von der Regierung North Carolinas unter Schutz gestellt. Noch zu Beginn des 20. Jahrhunderts zählte >>

Drei Stuten dösen am Strand von Corolla. Nähern darf man sich ihnen nur auf 15 Meter.

Rasse-Steckbrief

HERKUNFT: North Carolina, USA. Die als Banker (auch Corolla oder Shackelford) Horse bekannte Rasse wurde 2010 unter dem Namen „Colonial Spanish Mustang“ von der Regierung North Carolinas unter Schutz gestellt. Die Bezeichnung Colonial Spanish Horse (Spanisches Kolonialpferd) bezieht auch wildlebende Pferde mit gleicher Herkunft aus sechs anderen Regionen der Vereinigten Staaten mit ein. **AUSSEHEN:** Mit einem durchschnittlichen Stockmaß von 132 bis 140 (einige bis 150) Zentimeter eigentlich Ponys, zeigen die robusten Inselbewohner ansonsten die Merkmale ihrer spanisch-nordafrikanischen Vorfahren. Typisch sind kurzer Rücken und kräftige Kruppe, verhältnismäßig große Hufe, eine breite Stirn sowie das lange, seidige Haar von Schwanz und Mähne. Bis auf Schimmel treten alle Fellfarben auf. Am häufigsten sind Braune (bay), Flicke (chestnut), Rappen (black) und Falben (dun) zu sehen.



Mit Hilfe von offenen Geländefahrzeugen kommen Touristen den wilden Pferden so nah wie möglich (A). Der gemeinnützige Verein „Corolla Wild Horse Fund“ kümmert sich um den Schutz und Erhalt der Herde (B). Schilder interessieren die Pferde nicht. Sie bewegen sich völlig frei (C).



Pferde auf und an den Outer Banks

COROLLA UND GRANDY: Wildpferd-Safaris in das „484“-Schutzgebiet nördlich von Corolla veranstaltet Wild Horse Adventure Tours in Corolla (wildhorsetour.com). Zentrum und Museum des Corolla Wild Horse Fund befinden sich im historischen Distrikt der Gemeinde. Besuchern offen steht auch das 2014 eröffnete Betsy Dowdy Equine Center, die 31 Hektar große Pflegefarm für die Corolla-Pferde in Grandy, 62 km weiter. corollawildhorses.com

SHACKLEFORD BANKS UND RACHEL CARSON RESERVE: Die beiden von Menschen unbewohnten Inseln im Südwesten der Outer Banks (crystalcoastnc.org, dca.nc.gov) liefern gute Beispiele für artgerechten Naturschutz von rund 120 Wildpferden. Beste Beobachtungsmöglichkeiten bietet eine zweistündige Bootstour, zum Beispiel mit Kapitänin Z und Kapitän Monty von Beaufort aus. seavisions.net

CEDAR ISLAND: Die kleine Wildpferdeherde, die hier auf Privatgelände lebte, hat schwere Schicksalsschläge überstanden. 1996 wurden 13 der damals 15 Tiere eingeschläfert, weil sie an infektiöse Pferdeanämie (Sumpffieber) litten. Nachdem man die Herde mit Mustangs von den Shackleford Islands wiederaufgebaut hatte, ereilte sie 2019 die nächste Katastro-

phie: Die Sturmflut eines Hurrikans riss 28 von 49 Pferden in den Tod. Zu den Überlebenden zählten drei, die durch den Sund auf eine Nachbarinsel geschwemmt worden waren. Beobachten kann man die wilden Pferde bei einer Reittour, buchbar auf der Cedar Island Ranch. roadville.com/cedar-island

HATTERAS ISLAND: Auf dieser Insel leben kolnen wilden Ponys. Ihre schöne Landschaft lässt sich prima auf dem Rücken zahlreicher Pferde erkunden (A). Equine Adventures bietet Reittouren mit Pferden diverser Rassen (Quarter Horse, Percheron, Appaloosa, Paint) durch den Wald und am Strand. equineadventures.com

OCRAKOE ISLAND: Hier sieht man Banker Horses im Pony Pen, einem 76 Hektar großen Gehege, das 1958 zum Schutz der Pferde eingerichtet wurde (visittocracoke.com). Der Nationalpark-Service betreut sie. Im Naturschutzgebiet Springer's Point Nature Preserve befindet sich das ungewöhnliche Doppelgrab von Samuel G. Jones und seinem Lieblingspferd Ikey D (B). coastallandtrust.org

RALEIGH: Viel Wissenswertes über die einheimischen Pferde erfährt man in North Carolinas Hauptstadt u.a. im North Carolina Museum of Natural Sciences naturalsciences.org

man bis zu 6 000 von ihnen. Heute sind es rund 300. Sie leben an vier Standorten der Inselketten (siehe Infokasten links). Der wohl bekannteste mit etwa 100 Pferden befindet sich unweit von Nags Head und ist unser nächstes Ziel: Corolla.

„Körraala“, berichtigt mich Tom Baker, der den Slang der Insulaner spricht, „der Name dieses Ortes ist Körraala.“ Corolla sei ein Auto. „Man schreibt es nur genauso“, belehrt er uns, als wir auf sein Safari-Fahrzeug klettern. „Als ich ein Kind war, lebten wir vom Fischfang und der Jagd“, erzählt der Guide und lässt den Motor seines Hummers brummen. „Die Pferde streifen damals noch durchs Dorf.“

Es sei normal gewesen, dass sie auf dem Golfplatz grasten und im Parkteich badeten. „Eins spazierte einmal beim Gemüsehändler durch die Ladentür“, erinnert sich der Einheimische. Das war alles vor dem Highway NC12. Nach dessen Fertigstellung Mitte der Achtziger sei die Entwicklung explodiert. „Rasant wuchs das bebaut Land, hauptsächlich durch Ferienhäuser. Die erste asphaltierte Straße zwischen Duck und Corolla war für die Leute hier ein Segen – für die Mustangs nicht. 20 von ihnen starben hier allein zwischen 1985 und 1997 durch Verkehrsunfälle“, so Tom Baker.

Beendet wurde die Tragödie auf Drängen eines Bürgervereins. Nach jahrelangem Kampf erwirkte der Corolla Wild Horse Fund, dass nördlich der Stadt ein

Reservat geschaffen wurde und sorgte dafür, dass 1997 die letzten 20 Mustangs von Corolla dorthin umgesiedelt wurden. Wie viele Tiere damals dort schon lebten, weiß man nicht. Teil ihres Lebensraums war dieses Areal von Anbeginn. Schlicht „484“ nennen es die Einheimischen – genauso wie die Allradfahrzeuge (die offiziell „ORV“ – Off Road Vehicle – heißen), die man braucht, es zu befahren. Denn seine Straßen sind reiner Sand.

Streng verboten: Berühren und Füttern der Pferde

Tom bringt uns in diese Zone zwischen dem Atlantik und einer seichten, abgetrennten Bucht, dem Currituck Sound. Im Osten wie im Westen begrenzt sie Wasser. Im Norden (Staatsgrenze zu Virginia) und Süden sind es Züme. 30 Quadratkilometer stehen den wilden Pferden damit zur Verfügung – theoretisch. Denn machen, was sie wollen, können sie hier nicht. Über zwei Drittel der „484“-Fläche entfallen auf Privatgrundstücke der insgesamt drei stetig wachsenden Gemeinden. Die größte davon, Carova, hat 50 Einwohner und 750 Ferienhäuser. Mehr und mehr davon schießen wie Pilze aus dem Sand. Tom zeigt nach vorne, bremst und bleibt in Schrittgeschwindigkeit. Auf einer Wiese zwischen Baustelle und Haus steht ein dunkelbrauner

Mustang. Der jugendliche Hengst, an den Motorenlärm gewöhnt, lässt sich beim Gräserzupfen überhaupt nicht stören. Langsam tuckern wir an ihm vorbei, denn Anhalten ist ebenso verboten wie Berühren oder Füttern. Schon der Verstoß gegen den Mindestabstand von 50 Fuß (15 Meter) wird bestraft. „Das gilt immer und für jeden“, mahnt unser Guide. „Stehen Pferde vor der Tür, muss selbst der Hausbesitzer warten, bis sie von allein gegangen sind. Kommt eins zu euch, habt ihr zu geben.“

Vorerst fahren wir und treffen mehr Mustangs im Dorf. Dann geht es via Sandberg auf den breiten Strand – wie die drei Orte Teil des Schutzgebietes. Idyllisch breitet er sich vor uns zwischen Ozean und Dünen aus. Dennoch ist er eine öffentliche Straße – mit vielen oft zu schnellen Fahrzeugen. „Offiziell gilt Tempolimit 40 (km/h) beziehungsweise 24, wenn Menschen oder Tiere auf der Fahrbahn sind. Leider halten sich nicht alle daran“, bedauert Tom. Die Sonne scheint, der Fahrtwind kühlt. Schwere SUVs und Pickups sausen uns entgegen, überholen beidseitig. Der Sand ist voller Reifenspuren. Nur ganz am Rand verwischt sie der Atlantik. Ein LKW fährt einen Bogen. Denn dort, direkt am Wasser, stehen drei Stuten. Ihr braunes Fell glänzt in der Sonne. Ihr Langhaar – blond, rot und brünett – weht sach im Wind. Während wir gemächlich an ihnen

vorüberrollen, schauen die Pferdedamen auf das Meer. Dann trotten sie in aller Seelenruhe weiter, „über die Fahrbahn“ Richtung Inselinnen.

Die Liebe zu den Pferden auf den Outer Banks ist groß

Den autofreien Augenblick nutzt noch jemand – und zwar zu einem kurzen Workout. Die schwarze Silhouette vor uns ist ein junger Hengst. Mit den Hufen in der Brandung, den Kopf mit seiner langen Mähne suchend nach vorn gebeugt, schüttelt er sich plötzlich, springt und galoppiert davon. In dem Moment von Schönheit, Kraft und Lebensfreude ist er einfach nur ein wildes, freies Pferd an einem kilometerlangen Strand – Instande, seine Grenzen selber zu bestimmen.

Mit diesem wunderbaren Bild im Kopf reisen wir weiter auf den Outer Banks, treffen noch viele „Ponys der Piraten“, hören Legenden und Geschichten über sie. Einen Herzensort für Pferdefreunde finde ich auf Ocracoke in einem Wald am Strand. Von einem Lattezaun umgeben, stehen dort ein Grabstein und eine Ponyfigur aus Stein. Es ist die letzte Ruhestätte von Samuel G. Jones und seinem Lieblingspferd Ikey D. Der exzentrische Unternehmer hatte es so sehr geliebt, dass er das treue Tier zu Lebzeiten in den Saloon mitnahm und sich später neben ihm bestatten ließ. ■



Die Pferde der Shackleford Banks lassen sich am besten vom Boot aus beobachten.



REISE-TIPPS

ANREISE:

Eine prima Flugverbindung von München oder Berlin nach Raleigh-Durham, North Carolina, über Reykjavik hat Icelandair (icelandair.com). Per Mietwagen bis Nags Head auf den Outer Banks braucht man etwa drei Stunden. Zwischen den größeren Inseln wie Hatteras und Ocracoke sowie den inneren Banks (z. B. Beaufort) verkehren Autofähren (ncdot.gov).

ÜBERNACHTEN & ESSEN:

Raleigh: Günstig in Flughafennähe gelegen für die erste oder letzte Nacht der Reise ist das Raleigh Marriott Crabtree Valley (marriott.com). Nags Head: Surf Side Hotel (surfsideobx.com). Blue Moon Beach Grill & Raw Bar (bluemoonbeachgrill.com). Basnight's Lone Cedar Cafe (lonecedarcafe.com). Sam & Omie's Restaurant (samandomies.net). Hatteras: The Inn on Pamlico Sound mit Restaurant Café Pamlico (innonpamlicosound.com). Ocracoke: Pony Island Inn (ponyislandinn.com). Beaufort: Bank Hotel (bankhotel.com). Black Sheep (blacksheepbeaufort.com).

WEITERE INFORMATIONEN:

Wer mehr über die Outer Banks erfahren möchte, kann sich auf der Website von North Carolina umschauen: www.visitnc.com



Die „Ponys der Piraten“ sind auf den Outer Banks überall zu finden.