



Dare County Tourism Board Meeting

Thursday, November 20, 2025

9:00 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, NOVEMBER 20, 2025
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Meeting Minutes from October 16, 2025
- V. Public Comments
- VI. Fiscal Year 2024-2025 Audit Presentation-Reid Parker, Carr, Riggs, and Ingram P.L.L.C
- VII. Steering Committee Report
 - 1. Tourism Impact Grant Award Recommendations
 - 2. Soundside Event Site Landscaping Contract Recommendation
- VIII. Budget & Finance Report
 - 1. Monthly Report
 - 2. Recommendation of purchase amount for portion of Nags Head ownership in Soundside Event Site
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

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

ATTENDING: Dennis Robinson, Chairman; David Hines, Vice Chair; Tod Clissold, Treasurer; Tonia Cohen, Secretary; Brenda Chasen, Tess Judge, Wally Overman, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: John Head, Assistant Treasurer; Mark Ballog, Mark Baticic, Terry Gray, and Richard Hess.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist (Virtual)
Lorrie Love, Tourism Sales and Events Manager
Austin Horner, Tourism Services Coordinator
Aaron Tuell, Public Relations Manager
Anna Leigh Chapman, Public Relations Assistant

OTHERS ATTENDING: Margaret Boshek, Moffatt & Nichol; Andy Garmin, Nags Head Town Manager.

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

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

APPROVAL OF MINUTES:

- Ms. Chasen moved to approve the meeting minutes from September 18, 2025 meeting. Second by Mr. Overman. There was no discussion. The motion passed unanimously (8-0).
- Mr. Hines moved to approve the meeting minutes from August 28, 2025 meeting. Second by Ms. Chasen. There was no discussion. The motion passed unanimously (8-0).

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

Lee Nettles introduced Anna Leigh Chapman, Public Relations Assistant, and Austin Horner, Tourism Services Coordinator.

LIVING SHORELINE PRESENTATION: Margaret Boshek updated the Board on past meetings with stakeholders, preliminary plans for the living shoreline, type and size of the materials recommended, and potential future maintenance costs. The Board discussed prevailing winds and how that would impact vegetation, potential grant awards for maintaining the shoreline (Margaret Boshek noted there weren't grants for maintenance but potentially for repairs post storm, landscaping RFP and if the RFPs came in under budget using the remaining funds for maintenance. Mr. Hines asked why the project was being done. Lee Nettles responded that erosion at the shoreline was the driving factor.

The Board discussed the current and future [potential] rate of erosion at the site, if the materials could be modified in case of sea level rise [it can be] but the current plan is based on a 50 year estimate for sea level rise.

Following discussion, Mr. Overman moved to proceed with the living shoreline project engineering and permitting as presented, with the easement process needing future approval, and with the understanding that no funds are required until completed. Second by Mr. Siers. There was no further discussion. The motion passed unanimously (8-0).

CHAIRMAN'S REMARKS: The Chair spoke about the ongoing issues with the Buxton beach erosion and Highway 12 issues and the impacts on tourism. Ms. Judge noted that DOT and State Officials have toured the area.

BUDGET AND FINANCE REPORT: Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2025-2026 were up 1.05 % compared to 2024-2025.

Diane Bognich reviewed the first budget amendment for Fiscal Year 2025-2026. The amendment adjusts for two new employees and sets up a Capital Projects Fund [for the boardwalk]. The General Fund amendment shows an increase to full time salaries for two new employee (one part time position was eliminated) and other payroll expenses. Revenue is from the fund balance over the required 60%.

Ms. Judge moved to approve Fiscal Year 2025-2026 Budget Amendment #1. Second by Ms. Chasen. There was no discussion. The motion passed unanimously (8-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Blue Room marketing dashboard and visitation at area attractions
- Finalizing the website updates and beginning of revamp of the consumer emails

Jeff Schwartzenberg reviewed:

- 3rd Annual Nonprofit Knowledge Series
- 'Promise for the Park' beach clean-up in October
- Inaugural Outer Banks Volunteer Week
- Volunteer Outer Banks Online Portal launch in November 2025

Lorrie Love reported on:

- The 11th Annual Tourism Summit, November 6 in Hatteras Village
- Soundside Event Calendar for the fall

Aaron Tuell reported on:

- Hampton Roads Show appearances
- Filming second round of voluntourism videos
- Recent media coverage
- GoPro content capture was rescheduled to May 2026

Ms. Judge left the meeting at 9:53 a.m.

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

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

BOARD MEMBER COMMENTS:

- Mr. Clissold noted that early voting was open
- Ms. Chasen announced that the Duck Jazz Fest was cancelled due to weather
- Mr. Siers gave a reminder that the Seafood Festival was on Saturday October 18th and that traffic around the event site would be heavy
- Ms. Cohen welcomed the fall visitors

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for November 20, 2025 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 10:20 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

Organization	Project	Project Amount	Requested Amount	Recommended Amount	Organization to match:
Avon Property Owners Association	Boardwalk Replacement Project	\$74,000.00	\$55,500.00	\$27,750.00	at least 25%
	Replacement of three public access boardwalks on Dolphin Lane, Due East Road and Dune Way.				
Community Care Clinic of Dare Co	Dare Dental Clinic Expansion	\$292,854.00	\$125,000.00	\$100,000.00	at least 25%
	Expand the care clinic to add a fourth treatment room to the dental clinic as well as establishing a mental health counseling room through the remodel.				
Dare County	Harriot Street Pathway Project	\$250,000.00	\$125,000.00	\$125,000.00	at least 25%
	Construct a .35 mile pathway along Harriot Street from US 64/264 to Groundhog Lane connecting the school, neighborhoods, businesses to the Roanoke Island Multi-Use Trail.				
Kill Devil Hills (Town of)	First Street Sidewalk Project	\$417,739.20	\$208,739.20	\$208,739.20	at least 50%
	Construct a sidewalk along West First Street from Canal Drive to US 158 at the crosswalk and along East First Street from US 158 to the beach access.				
Kitty Hawk (Town of)	Kitty Hawk US Lifesaving Station Memorial	\$49,434.00	\$49,434.00	\$49,434.00	not required
	Construct a memorial to recognize the heritage and history of the US Lifesaving Service, Weather Service, and Army Signal Corps at the Bath House in Kitty Hawk near Black Pelican Restaurant				
Nags Head (Town of)	Multi-Use Path on US 158 from Carolista Drive to Soundside	\$1,500,000.00	\$750,000.00	\$750,000.00	at least 50%
	Construct a multi-use path along US 158 between Carolista Drive and W Soundside Ride adjacent to Jockey's Ridge State Park. The path is approximately 4490 linear feet				
Nags Head (Town of)	East Admiral Street Sidewalk	\$50,000.00	\$50,000.00	\$50,000.00	not required
	Construct approximately 550 linear feet of sidewalk along Admiral Street extending the sidewalk in front of the Shoppes at 10.5 shopping complex to the Admiral Street Beach access.				
Nags Head (Town of)	East Grouse Street Sidewalk	\$72,500.00	\$54,375.00	\$54,375.00	at least 25%
	Construct a sidewalk on the north side of Grouse Street from US158 to NC 12 and relocate the crosswalk at VA Dare Trail to align with the new sidewalk.				

Organization	Project	Project Amount	Requested Amount	Recommended Amount	Organization to match:
North Carolina Aquarium on RI	James Melvin Paintings Protective Cabinetry Construct custom cabinetry to protect, light and preserve the Richard Etheridge Collection of paintings by James Melvin that inform the aquarium visitors of the Pea Island lifesavers	\$74,682.81	\$60,000.00	\$30,000.00	at least 25%
Outer Banks Conservationists	Improve Hwy 64 Crosswalk at Island Farm Improve the existing crosswalk with lights and signage to facilitate Island Farm visitors crossing Highway 64 between the parking lot and historical sites on the east and west sides of the road.	\$10,930.00	\$10,930.00	\$10,930.00	not required
Outer Banks Forever	Restoration of Bodie Island Double Keepers' Quarters Restore the Bodie Island Double Keepers' Quarters from the fire damage that occurred. Restoration would reopen the visitors center to allow indoor interaction with the NPS staff and exhibits.	\$338,216.00	\$150,000.00	\$150,000.00	at least 50%
Southern Shores (Town of)	NC 12 Multi-Use Path Replace the multi-use path from Hillcrest Drive to the northern Town line with concrete to enhance pedestrian safety.	\$453,863.48	\$233,839.86	\$233,839.86	at least 50%

Total Amount in TIG (Short Term Unappropriated) \$ 2,117,191.00

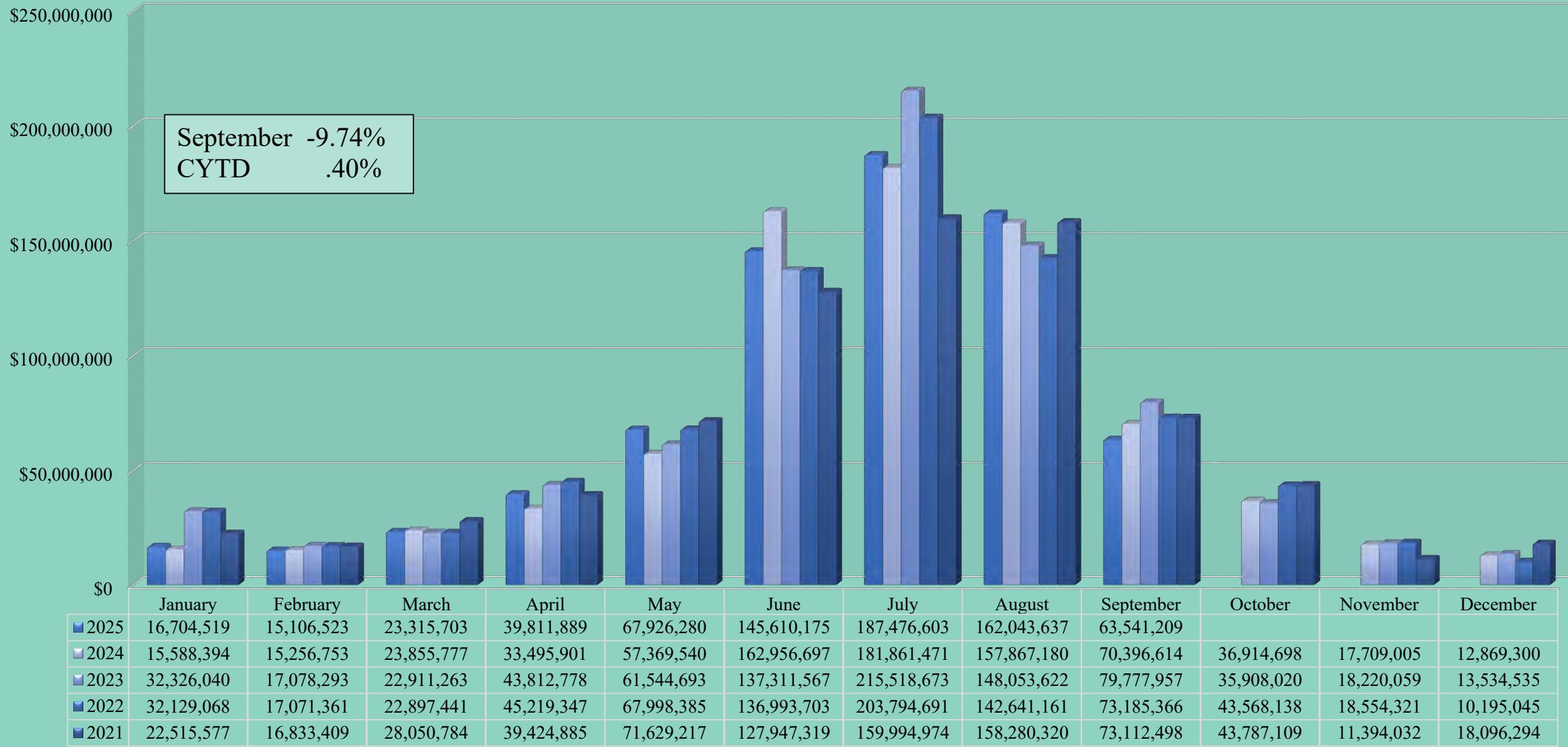
Total Recommended Amount \$1,790,068.06

Difference \$327,122.94

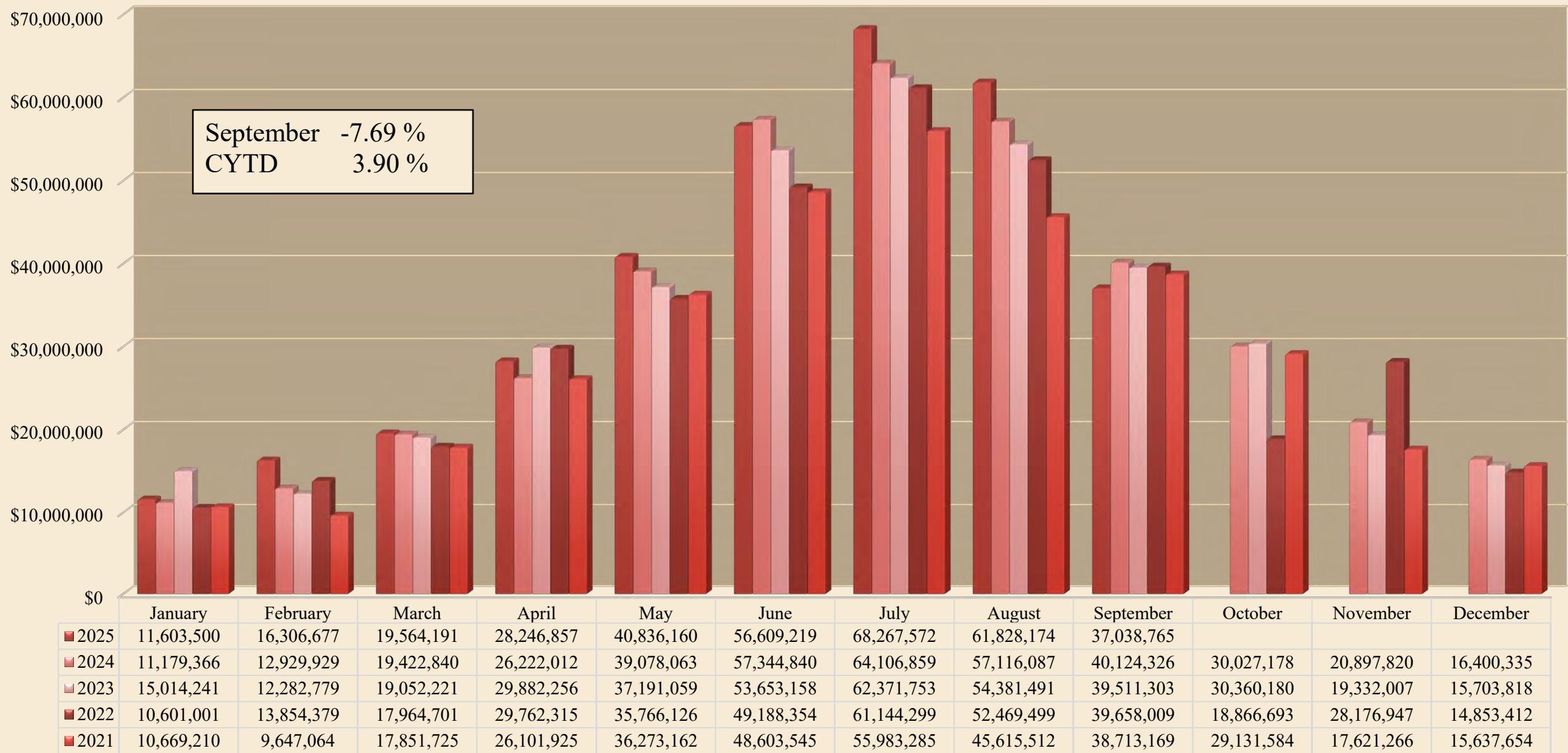
At their November 11, 2025 meeting, the Steering Committee recommended Caribbean Landscaping for a one year minimum contract.

Company	License Information Provided?	References	Proposed Rate	Additional Work Hourly Rate	Term	Proposed Scope of Work	Rate Notes	Additional Notes	Yearly Breakdown
Sterling Services	Not provided	See portfolio on website - http://www.sterlingservicesbox.com/	\$70/acre per visit	\$275 per hour	Not specified	Weekly maintenance (trimming, edging, and weekly mowings during the growing season) for all 16 acres is approximately \$58,240. Bi-annual mulching, replacement of plants, and inspections charged at additional hourly rate.			
Caribbean Landscaping	NC Pesticide License #062-40112; NC Landscaping Contractor License #CL1735 & 3605; NC Irrigation Contractor License # C-927 & 1398; NC Plumbing License #L.17814	(1) Greg Sherman - The Villas on Roanoke Sound Community; (2) Bryan Smith - Villages of Ocean Hill; (3) Hennie Pepler - Sea Dunes, Nantucket Condos, Sea Pines on Scarborough, Beacon Villas; (4) Will Sawyer - Historic Corolla Park and Whalehead Club; (5) Marty - Ocean Sands	\$134,400 annual	Landscape Labor - \$50 per hour; Irrigation Labor- \$75 per hour; Tractor Labor - \$90 per hour; Mulch - \$85 per yard; Dump Tip Fee - \$200 per load	1 year, automatic renewal with annual 2% increase or ECI (whichever is greater)	Mowing is weekly from May to September, Biweekly from April to October, As needed from November to March. Mowing schedule includes mowing, trimming, edging, air sweep, flower beds, and debris pickup. Quarterly trimming and pruning - heavy winter/early spring cleanup on or before February 15, light trimming of seasonal growth on or before June 1 and on or before August 1, and Fall trimming of growth and leaf cleanup on or before December 15. 7 to 8 turf fertilization and weed control with spot treatments for summertime weeds. Spring mulch and planting on or before May 15 and Fall mulch and planting on or before October 15 (or upon request). Winterize and open irrigation system with monthly checks.	Offered 2 payment schedules: either \$11,200 monthly or \$7,900 monthly with \$20,000 due after Spring Mulch and Plantings and \$19,600 due after Fall Mulch and Plantings.		Year #1: \$134,400 Year#2: 137,088 Year #3: \$139,830 Year#4: \$142,626 Year #5: \$145,478
Albemarle	GROUND PESTICIDE APPLICATOR LICENSE#: 026-27846 NC CORPORATE IRRIGATION CONTRACTOR LICENSE #: C-936 NCLC LICENSE #: 3643 Licensed ISA Arborist #: SO-10968A	(1) Beach Realty & Construction: Landscape Maintenance, Turf Management and Irrigation Services; (2) Blair Meads, Reliant Construction: Landscape Maintenance and Landscape Design; (3) Dare County Parks & Rec: Turf Management	\$154,800 annual	\$200 per hour	5 years with 3% increase per year	Mowing: *Weekly Mowing, Weed Eating, Edging & Blowing during the growing season (April - October) --- approximately 31 services *Monthly Mowing, Weed Eating, Edging & Blowing during the "off season" (November - March) --- approximately 5 services Non-Selective Herbicide: *Monthly Weed Control in all mulch beds and rock areas (January - December) --- 12 services *Monthly Weed Control in the parking lots and sidewalk areas (January - December) --- 12 services Turf Management: *8 Step Program (2 Pre-Emerge, 3 Herbicide and 3 Fertilizer) Applications --- 8 weather dependent services typically applied as follows... January/February - Herbicide January/February - Pre Emerge April/May - Fertilizer May/June - Herbicide June/July - Fertilizer July/August - Herbicide August/September - Fertilizer September/October - Pre Emerge Irrigation: *Monthly Irrigation Check Ups (January - December) --- 12 services Clean Ups: *Spring Clean Up (March) --- 1 service *Fall Clean Up (October) -- 1 service *Monthly Mulch and Shrub Maintenance (January, February, April - September and November, December) --- 10 services Next Day check-ins after events --- number of services, to be determined			Year #1: \$154,800 Year #2 : \$159,444 Year #3: \$164,227 Year #4: \$169,154 Year #5: \$174,228
GroundsPros	North Carolina Landscape Contractor License: #1000 Irrigation Contractor License: #C-002 Plumbing License (for irrigation backflow and well systems): #L-32653 Pesticide Applicator License: #02659	(1) Hilton Garden Inn, Kitty Hawk; (2) Southern Bank, Kill Devil Hills, Kitty Hawk, and Elizabeth City; (3) Four Seasons in Duck, Duck; (4) Wee Winks Shopping Center, Duck	\$147,057.37 annual	General Labor (cleanup, debris removal) – per man hour - \$105/hr.; Irrigation Technician – 2-man crew - \$175/hr.; Senior Irrigation Technician - \$175/hr.; Emergency Storm Response (normal hours) – per man hour - \$105/hr.; Emergency Storm Response (after-hours) – per man hour - \$145/hr.	5 years with 2.5% increase in year 2 and 4, no increase in year 3 and 5	Weekly - Routine Grounds Maintenance Mowing, Edging, Cleanup; Quarterly - Irrigation Checks; Bi-annual - Plant Replacement, Mulching; Annual - Irrigation Spring Startup/Winterization; Fertilization Program (6-7 Applications); As needed - Post-Storm & Event Inspections (not included - \$105 per hour per person)	Rates include labor, tools, and transportation within Dare County. Materials or equipment rentals will be billed separately with prior approval.	Offering to upgrade the existing irrigation system (estimated value - \$70,000 to \$85,000) at no cost to the DCTB with a 5 year contract	Year #1: 147,057, Year #2: \$150,733, Year #3: \$150,733 Year #4: \$154,501 Year #5: \$154,501

Occupancy Collections



Meals Collections



BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2024-2025

FISCAL YEAR	PROJECTED		ACTUAL		+/- \$	+/- %
	FY 25-26	FY 25-26	FY 25-26	FY 25-26		
<u>JUNE EARNED</u> OCCUPANCY	\$1,226,635.00	\$1,450,607.44	\$223,972.44	18.26%		
<u>JULY RECEIVED</u> MEALS	<u>\$466,295.00</u>	<u>\$551,414.92</u>	<u>\$85,119.92</u>	<u>18.25%</u>		
	\$1,692,930.00	\$2,002,022.36	\$309,092.36	18.26%		
<u>JULY EARNED</u> OCCUPANCY	\$1,625,035.00	\$1,866,611.91	\$241,576.91	14.87%		
<u>AUGUST RECEIVED</u> MEALS	<u>\$501,445.00</u>	<u>\$684,936.42</u>	<u>\$183,491.42</u>	<u>36.59%</u>		
	\$2,126,480.00	\$2,551,548.33	\$425,068.33	19.99%		
<u>AUGUST EARNED</u> OCCUPANCY	\$1,442,235.00	\$1,614,448.01	\$172,213.01	11.94%		
<u>SEPT RECEIVED</u> MEALS	<u>\$463,690.00</u>	<u>\$568,885.93</u>	<u>\$105,195.93</u>	<u>22.69%</u>		
	\$1,905,925.00	\$2,183,333.94	\$277,408.94	14.56%		
<u>SEPTEMBER EARNED</u> OCCUPANCY	\$602,005.00	\$631,576.47	\$29,571.47	4.91%		
<u>OCT RECEIVED</u> MEALS	<u>\$316,665.00</u>	<u>\$361,071.37</u>	<u>\$44,406.37</u>	<u>14.02%</u>		
	\$918,670.00	\$992,647.84	\$73,977.84	8.05%		
<u>OCTOBER EARNED</u> OCCUPANCY	\$280,275.00	\$0.00	\$0.00	0.00%		
<u>NOV RECEIVED</u> MEALS	<u>\$227,335.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>		
	\$507,610.00	\$0.00	\$0.00	0.00%		
<u>NOVEMBER EARNED</u> OCCUPANCY	\$130,870.00	\$0.00	\$0.00	0.00%		
<u>DEC RECEIVED</u> MEALS	<u>\$144,405.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>		
	\$275,275.00	\$0.00	\$0.00	0.00%		
<u>DECEMBER EARNED</u> OCCUPANCY	\$87,520.00	\$0.00	\$0.00	0.00%		
<u>JAN RECEIVED</u> MEALS	<u>\$124,910.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>		
	\$212,430.00	\$0.00	\$0.00	0.00%		
<u>JANUARY EARNED</u> OCCUPANCY	\$163,825.00	\$0.00	\$0.00	0.00%		
<u>FEB RECEIVED</u> MEALS	<u>\$93,120.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>		
	\$256,945.00	\$0.00	\$0.00	0.00%		
<u>FEBRUARY EARNED</u> OCCUPANCY	\$137,840.00	\$0.00	\$0.00	0.00%		
<u>MARCH RECEIVED</u> MEALS	<u>\$104,350.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>		
	\$242,190.00	\$0.00	\$0.00	0.00%		
<u>MARCH EARNED</u> OCCUPANCY	\$168,990.00	\$0.00	\$0.00	0.00%		
<u>APRIL RECEIVED</u> MEALS	<u>\$155,745.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>		
	\$324,735.00	\$0.00	\$0.00	0.00%		
<u>APRIL EARNED</u> OCCUPANCY	\$325,815.00	\$0.00	\$0.00	0.00%		
<u>MAY RECEIVED</u> MEALS	<u>\$224,735.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>		
	\$550,550.00	\$0.00	\$0.00	0.00%		
<u>MAY EARNED</u> OCCUPANCY	\$409,000.00	\$0.00	\$0.00	0.00%		
<u>JUNE RECEIVED</u> MEALS	<u>\$275,815.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>		
	\$684,815.00	\$0.00	\$0.00	0.00%		
TOTALS	OCCUPANCY	\$4,895,910.00	\$5,563,243.83	\$667,333.83	13.63%	
TO-DATE	MEALS	<u>\$1,748,095.00</u>	<u>\$2,166,308.64</u>	<u>\$418,213.64</u>	<u>23.92%</u>	
		\$6,644,005.00	\$7,729,552.47	\$1,085,547.47	16.34%	
TOTAL	OCCUPANCY	\$6,600,045.00				
PROJECTED	MEALS	<u>\$3,098,510.00</u>				
2025-2026		\$9,698,555.00				

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/-	\$	+/- %
<u>2024-2025</u>		2024	2025			
<i>DECEMBER EARNED</i>						
<u>JAN RECEIVED</u>	OCCUPANCY	\$135,855.24	\$126,884.25	(\$8,970.99)	-6.60%	
	MEALS	<u>\$144,573.68</u>	<u>\$154,314.62</u>	<u>\$9,740.94</u>	<u>6.74%</u>	
		\$280,428.92	\$281,198.87	\$769.95	0.27%	
<i>JANUARY EARNED</i>						
<u>FEB RECEIVED</u>	OCCUPANCY	\$155,450.13	\$164,923.75	\$9,473.62	6.09%	
	MEALS	<u>\$101,950.46</u>	<u>\$106,310.86</u>	<u>\$4,360.40</u>	<u>4.28%</u>	
		\$257,400.59	\$271,234.61	\$13,834.02	5.37%	
<i>FEBRUARY EARNED</i>						
<u>MARCH RECEIVED</u>	OCCUPANCY	\$151,260.50	\$150,015.31	(\$1,245.19)	-0.82%	
	MEALS	<u>\$128,875.91</u>	<u>\$161,621.93</u>	<u>\$32,746.02</u>	<u>25.41%</u>	
		\$280,136.41	\$311,637.24	\$31,500.83	11.24%	
<i>MARCH EARNED</i>						
<u>APRIL RECEIVED</u>	OCCUPANCY	\$238,725.04	\$232,103.47	(\$6,621.57)	-2.77%	
	MEALS	<u>\$198,494.48</u>	<u>\$191,555.30</u>	<u>(\$6,939.18)</u>	<u>-3.50%</u>	
		\$437,219.52	\$423,658.77	(\$13,560.75)	-3.10%	
<i>APRIL EARNED</i>						
<u>MAY RECEIVED</u>	OCCUPANCY	\$331,069.81	\$394,366.90	\$63,297.09	19.12%	
	MEALS	<u>\$258,330.28</u>	<u>\$282,450.37</u>	<u>\$24,120.09</u>	<u>9.34%</u>	
		\$589,400.09	\$676,817.27	\$87,417.18	14.83%	
<i>MAY EARNED</i>						
<u>JUNE RECEIVED</u>	OCCUPANCY	\$562,874.34	\$673,127.37	\$110,253.03	19.59%	
	MEALS	<u>\$372,451.95</u>	<u>\$407,160.95</u>	<u>\$34,709.00</u>	<u>9.32%</u>	
		\$935,326.29	\$1,080,288.32	\$144,962.03	15.50%	
<i>JUNE EARNED</i>						
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,633,431.36	\$1,450,607.44	(\$182,823.92)	-11.19%	
	MEALS	<u>\$557,765.57</u>	<u>\$551,414.92</u>	<u>(\$6,350.65)</u>	<u>-1.14%</u>	
		\$2,191,196.93	\$2,002,022.36	(\$189,174.57)	-8.63%	
<i>JULY EARNED</i>						
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$1,813,246.38	\$1,866,611.91	\$53,365.53	2.94%	
	MEALS	<u>\$634,476.85</u>	<u>\$684,936.42</u>	<u>\$50,459.57</u>	<u>7.95%</u>	
		\$2,447,723.23	\$2,551,548.33	\$103,825.10	4.24%	
<i>AUGUST EARNED</i>						
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,474,621.15	\$1,614,448.01	\$139,826.86	9.48%	
	MEALS	<u>\$553,576.05</u>	<u>\$568,885.93</u>	<u>\$15,309.88</u>	<u>2.77%</u>	
		\$2,028,197.20	\$2,183,333.94	\$155,136.74	7.65%	
<i>SEPTEMBER EARNED</i>						
<u>OCT RECEIVED</u>	OCCUPANCY	\$799,304.15	\$631,576.47	(\$167,727.68)	-20.98%	
	MEALS	<u>\$388,697.83</u>	<u>\$361,071.37</u>	<u>(\$27,626.46)</u>	<u>-7.11%</u>	
		\$1,188,001.98	\$992,647.84	(\$195,354.14)	-16.44%	
<i>OCTOBER EARNED</i>						
<u>NOV RECEIVED</u>	OCCUPANCY	\$362,802.33	\$0.00	\$0.00	0.00%	
	MEALS	<u>\$283,327.98</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>	
		\$646,130.31	\$0.00	\$0.00	0.00%	
<i>NOVEMBER EARNED</i>						
<u>DEC RECEIVED</u>	OCCUPANCY	\$174,684.35	\$0.00	\$0.00	0.00%	
	MEALS	<u>\$190,430.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>	
		\$365,114.83	\$0.00	\$0.00	0.00%	
Total To Date	Occupancy	\$7,295,838.10	\$7,304,664.88	\$8,826.78	0.12%	
	Meals	<u>\$3,339,193.06</u>	<u>\$3,469,722.67</u>	<u>\$130,529.61</u>	<u>3.91%</u>	
		\$10,635,031.16	\$10,774,387.55	\$139,356.39	1.31%	
Total for Year	OCCUPANCY	\$7,833,324.78				
	MEALS	<u>\$3,812,951.52</u>				
		\$11,646,276.30				

OCCUPANCY & MEALS FY 2024-2025

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL		+/- \$	+/- %
		FY 24-25	FY 25-26		
JUNE EARNED	OCCUPANCY	\$1,633,431.36	\$1,450,607.44	(\$182,823.92)	-11.19%
JULY RECEIVED	MEALS	\$557,765.57	\$551,414.92	(\$6,350.65)	-1.14%
		\$2,191,196.93	\$2,002,022.36	(\$189,174.57)	-8.63%
JULY EARNED	OCCUPANCY	\$1,813,246.38	\$1,866,611.91	\$53,365.53	2.94%
AUGUST RECEIVED	MEALS	\$634,476.85	\$684,936.42	\$50,459.57	7.95%
		\$2,447,723.23	\$2,551,548.33	\$103,825.10	4.24%
AUGUST EARNED	OCCUPANCY	\$1,474,621.15	\$1,614,448.01	\$139,826.86	9.48%
SEPT RECEIVED	MEALS	\$553,576.05	\$568,885.93	\$15,309.88	2.77%
		\$2,028,197.20	\$2,183,333.94	\$155,136.74	7.65%
SEPTEMBER EARNED	OCCUPANCY	\$799,304.15	\$631,576.47	(\$167,727.68)	-20.98%
OCT RECEIVED	MEALS	\$388,697.83	\$361,071.37	(\$27,626.46)	-7.11%
		\$1,188,001.98	\$992,647.84	(\$195,354.14)	-16.44%
OCTOBER EARNED	OCCUPANCY	\$362,802.33	\$0.00	\$0.00	0.00%
NOV RECEIVED	MEALS	\$283,327.98	\$0.00	\$0.00	0.00%
		\$646,130.31	\$0.00	\$0.00	0.00%
NOVEMBER EARNED	OCCUPANCY	\$174,684.35	\$0.00	\$0.00	0.00%
DEC RECEIVED	MEALS	\$190,430.48	\$0.00	\$0.00	0.00%
		\$365,114.83	\$0.00	\$0.00	0.00%
DECEMBER EARNED	OCCUPANCY	\$126,884.25	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	\$154,314.62	\$0.00	\$0.00	0.00%
		\$281,198.87	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$164,923.75	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	\$106,310.86	\$0.00	\$0.00	0.00%
		\$271,234.61	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$150,015.31	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	\$161,621.93	\$0.00	\$0.00	0.00%
		\$311,637.24	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$232,103.47	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	\$191,555.30	\$0.00	\$0.00	0.00%
		\$423,658.77	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$394,366.90	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	\$282,450.37	\$0.00	\$0.00	0.00%
		\$676,817.27	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$673,127.37	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	\$407,160.95	\$0.00	\$0.00	0.00%
		\$1,080,288.32	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$5,720,603.04	\$5,563,243.83	(\$157,359.21)	-2.75%
	MEALS	\$2,134,516.30	\$2,166,308.64	\$31,792.34	1.49%
		\$7,855,119.34	\$7,729,552.47	(\$125,566.87)	-1.60%
TOTAL	OCCUPANCY	\$7,999,510.77			
ACTUAL	MEALS	\$3,911,688.79			
2024-2025		\$11,911,199.56			

Dare County Gross Collections on Retail Sales

	2025	2024	2023	2022	2021	2020	2019	Variance 2025-2024	Percent Change
January	5,799,343	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	425,996	7.93%
February	4,761,493	5,519,719	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	-758,226	-13.74%
March	4,435,585	4,732,495	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	-296,910	-6.27%
April	6,604,107	6,491,694	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	112,413	1.73%
May	8,212,996	7,599,155	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	613,841	8.08%
June	10,324,021	9,914,654	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	409,367	4.13%
July	16,760,325	16,863,177	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288	-102,852	-0.61%
August	18,233,983	18,026,141	19,353,849	17,642,098	16,810,430	13,794,215	13,178,541	207,842	1.15%
September		15,730,067	15,385,152	15,470,465	14,558,020	12,478,041	11,799,596		
October		10,447,815	11,213,371	10,371,192	10,366,595	9,103,596	6,834,818		
November		7,638,058	7,800,451	7,843,407	7,717,041	6,925,862	5,191,614		
December		5,690,111	6,078,081	6,006,535	5,741,952	5,029,105	3,874,539		
YTD	75,131,853	74,520,382	76,162,202	73,747,303	69,099,004	48,255,219	50,740,785	611,471	0.82%
TOTAL	75,131,853	114,026,433	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	0.82%	-2.16%	3.27%	6.73%	43.19%	-4.90%	5.26%		
Total % Change	0.82%	-2.24%	2.82%	5.54%	31.41%	4.27%	5.44%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2012-2025														
	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
January	16,704,519	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234
February	15,106,523	15,256,753	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823
March	23,315,703	23,855,777	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681
April	39,811,889	33,495,901	43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507
May	67,926,280	57,369,540	61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969
June	145,610,175	162,956,697	137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978
July	187,476,603	181,861,471	215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066
August	162,043,637	157,867,180	148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893
September	63,541,209	70,396,614	79,777,957	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193
October		36,914,698	35,908,020	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554
November		17,709,005	18,220,059	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976
December		12,869,300	13,534,535	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722
YTD Total	721,536,538	718,648,327	758,334,886	741,930,523	697,788,983	506,696,506	477,362,320	459,240,652	441,794,776	419,413,005	405,548,148	387,017,885	370,585,984	360,023,344
Total	721,536,538	786,141,330	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596
YTD % Change	0.40%	-5.23%	2.21%	6.33%	37.71%	6.15%	3.95%	3.95%	5.34%	3.42%	4.79%	4.43%	2.93%	4.78%
Total % Change	0.40%	-4.83%	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%
Month Increase/Decrease	-9.74%	-11.76%	9.01%	0.10%	14.64%	40.46%	-6.94%	0.94%	5.85%	2.40%	12.16%	4.96%	-4.26%	9.84%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	0.68%	-25.54%	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%
Qtr 2 (Mar-May)	14.24%	-10.56%	-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%
Qtr 3 (June-Aug)	-1.50%	0.36%	3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%
Qtr 4 (Sept-Nov)	-9.74%	-6.64%	-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023, 2025														
For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024, 2025 and 4 weekends in July 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023.														
For June 2007, 2012, 2013, 2018, 2019, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KII is closed for a week, Hwy 12 on Hatteras reopens December 2012														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Isalnd. Adjusted December would be an increase of 8%														
Hurricane Erin mandatory evacuation for Hatteras Island August 19-25, 2025.														

Outer Banks Visitors Bureau Gross Meals Summary 2012-2025														
	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
January	11,603,500	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401
February	16,306,677	12,929,929	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197
March	19,564,191	19,422,840	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697
April	28,246,857	26,222,012	29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146
May	40,836,160	39,078,063	37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102
June	56,609,219	57,344,840	53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562
July	68,267,572	64,106,859	62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627
August	61,828,174	57,116,087	54,381,491	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889
September	37,038,765	40,124,326	39,511,303	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864
October		30,027,178	30,360,180	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164
November		20,897,820	19,332,007	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935
December		16,400,335	15,703,818	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072
YTD Total	340,301,115	327,524,322	323,340,261	310,408,683	289,458,597	183,497,967	234,545,089	216,740,967	215,886,535	206,702,389	201,423,483	191,117,866	183,519,217	179,710,485
Total	340,301,115	394,849,655	388,736,266	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656
YTD % Change	3.90%	1.29%	4.17%	7.24%	57.74%	-21.76%	8.21%	0.40%	4.44%	2.62%	5.39%	4.14%	2.12%	11.07%
Total % Change	3.90%	1.57%	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%
Month Increase/(Decrease)	-7.69%	1.55%	-0.37%	2.44%	21.90%	29.35%	1.33%	-10.67%	1.68%	1.52%	11.41%	1.80%	5.04%	14.65%
Increase/(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	11.30%	-5.55%	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%
Qtr 2 (Mar-May)	4.63%	-1.63%	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%
Qtr 3 (June-Aug)	4.56%	4.79%	4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%
Qtr 4 (Sept-Nov)	-7.69%	2.07%	2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023, 2025														
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.														
For February 2025, approximately \$4,300,000 was reported for years 2024-2021, primarily in KDH, but about \$400,000 is from Duck and Nags Head each.														
For August 2025, approximately \$4,370,000 was reported for years 2023-2024 in Manteo. Adjusting for this makes August 2025 flat to August 2024.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2021-2025

	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-									
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	69,721	33,385	85,050	10,819	15,970	197,792	177,093	15,667	6,337	8,958	73,666	65,334	51,898	49,099	30,440
February	54,287	88,113	68,535	227,405	27,896	183,108	180,687	21,786	19,282	15,757	87,169	71,244	54,275	51,908	28,248
March	136,583	-6,494	122,945	65,282	104,135	692,174	414,682	159,347	135,076	166,614	206,483	136,291	117,052	143,712	115,952
April	259,204	260,362	186,041	55,545	163,901	1,235,799	1,294,819	454,658	296,019	356,216	404,682	326,574	298,479	279,005	292,901
May	282,278	285,411	262,423	160,661	136,494	1,918,384	1,046,309	571,317	587,641	659,836	565,909	530,590	410,132	532,707	558,835
June	570,964	330,644	353,506	326,158	366,804	2,845,176	1,770,185	1,305,653	1,018,049	940,440	919,645	833,391	705,955	1,003,815	988,286
July	446,262	595,516	427,557	325,951	306,173	3,088,190	1,860,733	1,284,313	974,783	1,005,985	1,058,556	1,166,419	936,181	1,035,089	947,717
August	532,087	383,480	306,695	215,521	207,441	2,216,628	1,415,619	813,582	756,020	678,523	902,324	778,232	691,547	878,291	1,076,140
September	401,958	240,314	188,170	141,952	100,985	1,567,213	888,980	551,520	387,637	385,917	608,182	610,925	552,665	569,120	446,843
October	165,873	237,302	115,799	105,808		1,030,829	438,511	368,819	341,105		491,572	357,764	356,835	394,962	
November	125,498	77,421	36,929	175,772		365,096	176,484	148,581	122,665		145,754	79,095	142,803	161,350	
December	136,248	28,424	43,635	19,425		178,506	-5,128	37,898	38,230		90,408	187,222	68,890	89,811	
<i>YTD Totals</i>	<i>2,753,344</i>	<i>2,210,731</i>	<i>2,000,922</i>	<i>1,529,294</i>	<i>1,429,799</i>	<i>13,944,464</i>	<i>9,049,107</i>	<i>5,177,843</i>	<i>4,180,844</i>	<i>4,218,246</i>	<i>4,826,616</i>	<i>4,519,000</i>	<i>3,818,184</i>	<i>4,542,746</i>	<i>4,485,362</i>
Total	3,180,963	2,553,878	2,197,285	1,830,299	1,429,799	15,518,895	9,658,974	5,733,141	4,682,844	4,218,246	5,554,350	5,143,081	4,386,712	5,188,869	4,485,362
Month Increase	44.08%	-40.21%	-21.70%	-24.56%	-28.86%	16.21%	-43.28%	-37.96%	-29.71%	-0.44%	10.25%	0.45%	-9.54%	2.98%	-21.49%
<i>YTD Increase</i>	<i>78.29%</i>	<i>-19.71%</i>	<i>-9.49%</i>	<i>-23.57%</i>	-6.51%	<i>47.98%</i>	<i>-35.11%</i>	<i>-42.78%</i>	<i>-19.26%</i>	0.89%	<i>27.73%</i>	<i>-6.37%</i>	<i>-15.51%</i>	<i>18.98%</i>	-1.26%
Total Year Increase	69.92%	-19.71%	-13.96%	-16.70%		43.03%	-37.76%	-40.64%	-18.32%		22.08%	-7.40%	-14.71%	18.29%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2021-2025

	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Travel	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management
January	1,748,076	1,643,048	1,933,579	1,786,856	1,553,861	80,549	149,571	159,300	175,273	172,366	20,308,517	30,139,025	30,132,778	13,694,264	15,013,283
February	1,728,750	2,126,093	2,107,700	2,053,498	1,662,483	121,593	228,025	311,380	263,344	195,853	14,641,992	14,518,460	14,706,513	12,810,769	13,292,540
March	3,909,056	3,943,594	4,072,116	3,786,471	3,572,007	456,135	458,768	521,683	552,764	468,496	22,818,135	18,269,896	18,236,039	19,526,776	19,237,216
April	7,371,174	8,104,880	8,083,416	6,144,929	6,715,530	690,426	970,654	1,063,464	768,762	991,981	29,766,955	35,002,625	34,488,045	26,505,952	32,065,519
May	11,955,124	10,324,362	10,518,694	10,856,653	9,920,950	1,201,894	1,151,529	1,247,200	1,370,448	1,408,566	56,477,960	55,576,157	49,509,116	45,021,825	56,351,492
June	17,405,621	16,192,842	16,054,375	16,657,173	14,631,660	1,781,971	1,801,287	2,070,056	2,317,315	2,302,209	105,559,551	117,473,065	118,553,305	143,504,873	128,213,107
July	22,217,201	20,666,774	21,259,405	19,613,048	16,860,893	2,244,007	2,397,468	2,892,211	2,786,075	3,058,913	132,554,585	178,978,115	191,239,034	159,461,002	167,853,779
August	18,448,886	16,657,613	16,564,558	15,531,262	15,399,929	2,161,167	2,079,173	2,423,773	2,309,637	2,745,138	135,457,160	122,930,026	129,365,315	140,143,571	144,204,919
September	11,630,739	11,442,403	11,573,148	9,698,706	8,601,712	1,369,614	1,254,083	1,422,871	1,168,599	1,168,737	58,512,166	59,777,401	66,745,205	59,326,136	53,746,807
October	7,830,739	7,109,786	7,072,350	6,723,465		794,126	637,398	737,809	760,668		34,110,939	35,292,753	27,840,006	29,135,862	
November	2,106,980	3,118,187	2,970,668	3,216,590		8,921	301,371	336,909	356,440		8,640,528	14,980,559	14,816,354	13,895,505	
December	3,253,943	1,900,473	2,050,618	1,817,251		515,173	234,745	316,867	256,241		14,219,918	7,958,228	11,239,061	10,790,116	
<i>YTD Totals</i>	96,414,627	91,101,609	92,166,991	86,128,596	78,919,025	10,107,356	10,490,558	12,111,938	11,712,217	12,512,259	576,097,021	632,664,770	652,975,350	619,995,168	629,978,662
Total	109,606,289	103,230,055	104,260,627	97,885,902	78,919,025	11,425,576	11,664,072	13,503,523	13,085,566	12,512,259	633,068,406	690,896,310	706,870,771	673,816,651	629,978,662
Month Increase	24.07%	-1.62%	1.14%	-16.20%	-11.31%	176.33%	-8.44%	13.46%	-17.87%	0.01%	13.05%	2.16%	11.66%	-11.12%	-9.40%
<i>YTD Increase</i>	65.95%	-5.51%	1.17%	-6.55%	-8.37%	409.19%	3.79%	15.46%	-3.30%	6.83%	33.62%	9.82%	3.21%	-5.05%	1.61%
Total Year Increase	61.51%	-5.82%	1.00%	-6.11%		435.21%	2.09%	15.77%	-3.10%		29.75%	9.13%	2.31%	-4.68%	

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

Outer Banks Visitors Bureau
Gross Occupancy by Class 2021-2025

	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
	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	7,565,248	10,640,444	10,970,042	10,903,039	12,620,563	117,805	71,183	107,068	41,019	82,007	22,515,577	32,129,068	32,326,040	15,588,394	16,704,519
February	8,831,162	9,964,265	9,901,463	11,277,328	11,566,055	138,103	86,764	119,484	93,891	79,599	16,833,409	17,071,361	17,078,293	15,256,753	15,106,523
March	14,285,652	11,694,833	11,682,633	12,948,689	14,934,113	288,353	139,472	203,764	198,460	119,779	28,050,784	22,897,441	22,911,263	23,855,777	23,315,703
April	11,899,053	11,767,660	12,328,326	12,894,732	14,964,964	387,071	230,087	302,139	214,451	217,822	39,424,885	45,219,347	43,812,778	33,495,901	39,811,889
May	11,894,484	12,431,457	12,627,627	14,583,119	17,892,737	429,562	235,556	273,011	210,053	298,673	71,629,217	67,998,385	61,544,693	57,369,540	67,926,280
June	15,036,636	18,707,648	18,477,129	22,241,837	23,617,435	646,362	393,576	338,773	446,629	469,878	127,947,319	136,993,703	137,311,567	162,956,697	145,610,175
July	18,366,907	22,972,242	23,810,322	22,754,381	24,609,036	630,180	527,134	372,183	451,598	502,056	159,994,974	203,794,691	215,518,673	181,861,471	187,476,603
August	15,236,263	17,820,645	17,510,657	19,451,549	19,549,812	723,235	476,191	311,925	342,515	476,685	158,280,320	142,641,161	148,053,622	157,867,180	162,043,637
September	9,479,100	9,589,739	9,771,123	9,129,130	9,255,453	392,240	225,343	167,249	273,063	258,945	73,112,498	73,185,366	79,777,957	70,396,614	63,541,209
October	6,243,795	5,954,385	5,629,110	6,096,788		157,157	132,022	154,211	213,496		43,787,109	43,568,138	35,908,020	36,914,698	0
November	698,108	4,271,270	4,234,311	4,701,162		10,176	122,575	104,724	137,123		11,394,032	18,554,321	18,220,059	17,709,005	0
December	7,063,801	3,945,571	4,807,160	5,507,905		217,271	125,826	94,433	114,467		18,096,294	10,195,045	13,534,535	12,869,300	0
<i>YTD Totals</i>	<i>112,594,505</i>	<i>125,588,933</i>	<i>127,079,322</i>	<i>136,183,804</i>	<i>149,010,168</i>	<i>3,752,911</i>	<i>2,385,306</i>	<i>2,195,596</i>	<i>2,271,679</i>	<i>2,505,444</i>	<i>697,788,983</i>	<i>741,930,523</i>	<i>758,334,886</i>	<i>718,648,327</i>	<i>721,536,538</i>
Total	126,600,209	139,760,159	141,749,903	152,489,659	149,010,168	4,137,515	2,765,729	2,548,964	2,736,765	2,505,444	771,066,418	814,248,027	825,997,500	786,141,330	721,536,538
Month Increase	26.35%	1.17%	1.89%	-6.57%	1.38%	-15.90%	-42.55%	-25.78%	63.27%	-5.17%	14.64%	0.10%	9.01%	-11.76%	-9.74%
<i>YTD Increase</i>	<i>66.70%</i>	<i>11.54%</i>	<i>1.19%</i>	<i>7.16%</i>	<i>9.42%</i>	<i>38.46%</i>	<i>-36.44%</i>	<i>-7.95%</i>	<i>3.47%</i>	<i>10.29%</i>	<i>37.71%</i>	<i>6.33%</i>	<i>2.21%</i>	<i>-5.23%</i>	<i>0.40%</i>
Total Year Increase	62.43%	10.39%	1.42%	7.58%		24.82%	-33.15%	-7.84%	7.37%		33.78%	5.60%	1.44%	-4.83%	

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

DARE COUNTY GROSS OCCUPANCY BY DISTRICT														
	2025	% OF	2025	% OF	2025	% OF								
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL
AVON	468,623	2.8%	354,945	2.3%	736,818	3.2%	1,874,393	4.7%	3,666,828	5.4%	7,921,486	5.4%	10,424,244	5.6%
BUXTON	167,545	1.0%	197,736	1.3%	421,322	1.8%	960,627	2.4%	1,597,340	2.4%	3,099,418	2.1%	3,496,010	1.9%
COLINGTON	7,043	0.0%	6,500	0.0%	22,902	0.1%	53,526	0.1%	144,051	0.2%	443,011	0.3%	465,359	0.2%
FRISCO	188,822	1.1%	146,012	1.0%	434,325	1.9%	885,171	2.2%	1,706,099	2.5%	3,225,870	2.2%	3,368,266	1.8%
HATTERAS	289,477	1.7%	216,580	1.4%	376,079	1.6%	1,117,346	2.8%	2,726,378	4.0%	5,765,188	4.0%	6,559,724	3.5%
KILL DEVIL HILLS	4,287,184	25.7%	4,194,573	27.8%	6,623,730	28.4%	10,257,649	25.8%	15,091,892	22.2%	27,111,111	18.6%	33,249,018	17.7%
KITTY HAWK	1,784,054	10.7%	1,772,695	11.7%	2,589,708	11.1%	3,724,374	9.4%	5,496,916	8.1%	9,987,094	6.9%	12,095,063	6.5%
MANTEO-TOWN	388,834	2.3%	368,023	2.4%	572,397	2.5%	826,260	2.1%	1,431,809	2.1%	2,126,999	1.5%	2,292,630	1.2%
NAGS HEAD	4,245,201	25.4%	3,643,885	24.1%	5,304,906	22.8%	9,481,722	23.8%	16,629,641	24.5%	38,239,372	26.3%	51,828,447	27.6%
RODANTHE	697,511	4.2%	546,021	3.6%	740,319	3.2%	1,294,321	3.3%	2,089,022	3.1%	4,182,405	2.9%	5,460,087	2.9%
SALVO	284,708	1.7%	180,180	1.2%	272,888	1.2%	898,594	2.3%	1,738,555	2.6%	4,476,523	3.1%	6,173,044	3.3%
WAVES	214,763	1.3%	155,732	1.0%	167,633	0.7%	430,710	1.1%	1,095,230	1.6%	2,358,896	1.6%	3,092,165	1.6%
SOUTHERN SHORES	933,386	5.6%	732,479	4.8%	1,041,751	4.5%	1,498,303	3.8%	3,091,939	4.6%	9,022,833	6.2%	11,611,189	6.2%
DUCK	1,687,839	10.1%	1,336,237	8.8%	2,226,448	9.5%	4,321,909	10.9%	8,398,282	12.4%	23,804,300	16.3%	32,852,408	17.5%
RIM (ROANOKE ISL. MAIN)	887,163	5.3%	1,059,072	7.0%	1,315,981	5.6%	1,195,003	3.0%	1,613,732	2.4%	1,543,460	1.1%	1,450,036	0.8%
OTC UNATTRIBUTED	172,366	1.0%	195,853	1.3%	468,496	2.0%	991,981	2.5%	1,408,566	2.1%	2,302,209	1.6%	3,058,913	1.6%
TOTAL	16,704,519	100.0%	15,106,523	100.0%	23,315,703	100.0%	39,811,889	100.0%	67,926,280	100.0%	145,610,175	100.0%	187,476,603	100.0%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT		2025 AUGUST	% OF TOTAL	2025 SEPT	% OF TOTAL	2025 TOTAL	% OF TOTAL
AVON	9,641,122	5.9%	3,885,540	6.1%	38,973,999	5.4%	
BUXTON	2,724,659	1.7%	1,080,567	1.7%	13,745,224	1.9%	
COLINGTON	404,296	0.2%	123,977	0.2%	1,670,665	0.2%	
FRISCO	3,171,856	2.0%	1,493,275	2.4%	14,619,696	2.0%	
HATTERAS	6,204,179	3.8%	2,848,664	4.5%	26,103,615	3.6%	
KILL DEVIL HILLS	27,856,274	17.2%	11,831,084	18.6%	140,502,515	19.5%	
KITTY HAWK	10,021,774	6.2%	4,506,951	7.1%	51,978,629	7.2%	
MANTEO-TOWN	2,011,401	1.2%	882,339	1.4%	10,900,692	1.5%	
NAGS HEAD	45,252,400	27.9%	17,642,172	27.8%	192,267,746	26.6%	
RODANTHE	4,562,903	2.8%	2,008,630	3.2%	21,581,219	3.0%	
SALVO	5,281,320	3.3%	1,948,483	3.1%	21,254,295	2.9%	
WAVES	2,925,189	1.8%	996,067	1.6%	11,436,385	1.6%	
SOUTHERN SHORES	9,681,831	6.0%	3,244,583	5.1%	40,858,294	5.7%	
DUCK	28,818,322	17.8%	9,408,783	14.8%	112,854,528	15.6%	
RIM (ROANOKE ISL. MAIN)	740,973	0.5%	471,357	0.7%	10,276,777	1.4%	
OTC UNATTRIBUTED	2,745,138	1.7%	1,168,737	1.8%	12,512,259	1.7%	
TOTAL	162,043,637	100.0%	63,541,209	100.0%	721,536,538	100.0%	

DARE COUNTY GROSS														
MEALS BY DISTRICT														
	2025	% OF												
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL
AVON - 1	203,609	1.8%	195,161	1.2%	476,344	2.4%	918,137	3.3%	1,428,748	3.5%	2,244,025	4.0%	3,562,078	5.2%
BUXTON - 2	268,494	2.3%	311,375	1.9%	496,451	2.5%	1,102,219	3.9%	1,451,514	3.6%	2,767,671	4.9%	2,440,016	3.6%
COLINGTON - 3	57,341	0.5%	89,163	0.5%	127,900	0.7%	271,115	1.0%	500,413	1.2%	938,579	1.7%	777,296	1.1%
FRISCO - 5	145,960	1.3%	133,294	0.8%	232,689	1.2%	381,156	1.3%	457,130	1.1%	651,298	1.2%	788,351	1.2%
HATTERAS - 6	34,533	0.3%	88,020	0.5%	374,111	1.9%	431,342	1.5%	952,353	2.3%	1,440,621	2.5%	1,629,388	2.4%
KILL DEVIL HILLS - 7	3,911,804	33.7%	7,618,646	46.7%	6,661,630	34.1%	8,370,115	29.6%	10,545,938	25.8%	14,016,716	24.8%	17,138,961	25.1%
KITTY HAWK - 8	1,921,092	16.6%	1,962,226	12.0%	2,698,748	13.8%	3,600,043	12.7%	5,532,135	13.5%	6,959,090	12.3%	8,985,662	13.2%
MANTEO-TOWN - 10	1,091,498	9.4%	1,130,896	6.9%	1,501,602	7.7%	1,817,381	6.4%	2,159,252	5.3%	2,668,250	4.7%	3,301,321	4.8%
RIM (ROANOKE ISL. M	302,737	2.6%	289,432	1.8%	365,927	1.9%	454,222	1.6%	577,691	1.4%	665,709	1.2%	676,413	1.0%
NAGS HEAD - 14	2,548,768	22.0%	2,849,864	17.5%	4,010,589	20.5%	6,623,180	23.4%	9,844,671	24.1%	13,476,966	23.8%	16,477,586	24.1%
RODANTHE - 15	25,784	0.2%	48,570	0.3%	103,735	0.5%	289,185	1.0%	450,246	1.1%	784,392	1.4%	843,595	1.2%
SALVO - 18	0	0.0%	0	0.0%	31,142	0.2%	82	0.0%	25,701	0.1%	93,138	0.2%	109,448	0.2%
WAVES - 19	35,947	0.3%	33,323	0.2%	118,501	0.6%	321,882	1.1%	499,147	1.2%	611,935	1.1%	878,732	1.3%
SOUTHERN SHORES -	495,324	4.3%	488,934	3.0%	809,992	4.1%	845,579	3.0%	1,500,734	3.7%	2,050,349	3.6%	1,950,308	2.9%
DUCK - 21	560,609	4.8%	1,067,773	6.5%	1,554,830	7.9%	2,821,219	10.0%	4,910,487	12.0%	7,240,480	12.8%	8,708,417	12.8%
TOTAL	11,603,500	100.0%	16,306,677	100.0%	19,564,191	100.0%	28,246,857	100.0%	40,836,160	100.0%	56,609,219	100.0%	68,267,572	100.0%

DARE COUNTY GROSS MEALS BY DISTRICT						
	2025 AUGUST	% OF TOTAL	2025 SEPT	% OF TOTAL	2025 TOTAL	% OF TOTAL
AVON - 1	2,189,370	3.5%	1,406,667	3.8%	12,624,139	3.7%
BUXTON - 2	1,692,212	2.7%	1,315,428	3.6%	11,845,380	3.5%
COLINGTON - 3	670,772	1.1%	428,598	1.2%	3,861,177	1.1%
FRISCO - 5	571,102	0.9%	172,708	0.5%	3,533,688	1.0%
HATTERAS - 6	981,669	1.6%	947,628	2.6%	6,879,665	2.0%
KILL DEVIL HILLS - 7	14,570,416	23.6%	9,870,273	26.6%	92,704,499	27.2%
KITTY HAWK - 8	7,960,238	12.9%	4,850,297	13.1%	44,469,531	13.1%
MANTEO-TOWN - 10	7,327,892	11.9%	1,977,490	5.3%	22,975,582	6.8%
RIM (ROANOKE ISL. M	667,363	1.1%	505,060	1.4%	4,504,554	1.3%
NAGS HEAD - 14	13,560,324	21.9%	8,728,665	23.6%	78,120,613	23.0%
RODANTHE - 15	718,817	1.2%	386,513	1.0%	3,650,837	1.1%
SALVO - 18	41,935	0.1%	9,239	0.0%	310,685	0.1%
WAVES - 19	642,517	1.0%	452,466	1.2%	3,594,450	1.1%
SOUTHERN SHORES -	1,807,986	2.9%	1,086,750	2.9%	11,035,956	3.2%
DUCK - 21	8,425,561	13.6%	4,900,983	13.2%	40,190,359	11.8%
TOTAL	61,828,174	100.0%	37,038,765	100.0%	340,301,115	100.0%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT																	
	2025	2024	% Increase	2025	2024	% Increase	2025	2024	% Increase	2025	2024	% Increase	2025	2024	% Increase	2025	2024
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	MAY	MAY	(Decrease)	JUNE	JUNE
HATTERAS ISLAND:																	
RODANTHE	697,511	425,595	63.89%	546,021	441,288	23.73%	740,319	597,879	23.82%	1,294,321	1,048,566	23.44%	2,089,022	1,671,946	24.95%	4,182,405	4,911,069
WAVES	214,763	120,379	78.41%	155,732	180,621	-13.78%	167,633	239,206	-29.92%	430,710	488,648	-11.86%	1,095,230	706,733	54.97%	2,358,896	2,996,167
SALVO	284,708	226,199	25.87%	180,180	180,158	0.01%	272,888	367,083	-25.66%	898,594	693,169	29.64%	1,738,555	1,383,798	25.64%	4,476,523	5,479,663
AVON	468,623	625,203	-25.04%	354,945	424,551	-16.40%	736,818	866,199	-14.94%	1,874,393	1,787,717	4.85%	3,666,828	3,154,324	16.25%	7,921,486	9,848,495
BUXTON	167,545	155,201	7.95%	197,736	204,981	-3.53%	421,322	481,827	-12.56%	960,627	792,306	21.24%	1,597,340	1,440,845	10.86%	3,099,418	3,143,892
FRISCO	188,822	127,568	48.02%	146,012	115,835	26.05%	434,325	277,056	56.76%	885,171	722,397	22.53%	1,706,099	1,324,351	28.83%	3,225,870	3,495,906
HATTERAS	289,477	190,645	51.84%	216,580	219,953	-1.53%	376,079	427,926	-12.12%	1,117,346	1,082,612	3.21%	2,726,378	2,177,421	25.21%	5,765,188	6,370,344
TOTAL HATTERAS ISLAND	2,311,449	1,870,790	23.55%	1,797,206	1,767,387	1.69%	3,149,384	3,257,176	-3.31%	7,461,162	6,615,415	12.78%	14,619,452	11,859,418	23.27%	31,029,786	36,245,536
NORTHERN BEACHES:																	
DUCK	1,687,839	1,632,266	3.40%	1,336,237	1,421,388	-5.99%	2,226,448	2,704,153	-17.67%	4,321,909	3,766,066	14.76%	8,398,282	7,059,910	18.96%	23,804,300	26,970,691
SOUTHERN SHORES	933,386	840,739	11.02%	732,479	717,292	2.12%	1,041,751	1,100,121	-5.31%	1,498,303	1,086,297	37.93%	3,091,939	2,724,217	13.50%	9,022,833	10,179,646
KITTY HAWK	1,784,054	1,559,852	14.37%	1,772,695	1,623,727	9.17%	2,589,708	2,600,393	-0.41%	3,724,374	2,834,051	31.42%	5,496,916	4,598,742	19.53%	9,987,094	10,710,260
COLINGTON	7,043	27,314	-74.21%	6,500	10,488	-38.02%	22,902	29,870	-23.33%	53,526	42,984	24.53%	144,051	119,817	20.23%	443,011	461,508
KILL DEVIL HILLS	4,287,184	4,120,872	4.04%	4,194,573	4,185,786	0.21%	6,623,730	6,048,428	9.51%	10,257,649	8,676,544	18.22%	15,091,892	13,419,764	12.46%	27,111,111	29,515,991
NAGS HEAD	4,245,201	4,165,184	1.92%	3,643,885	3,746,974	-2.75%	5,304,906	5,805,991	-8.63%	9,481,722	7,882,797	20.28%	16,629,641	13,888,487	19.74%	38,239,372	43,095,222
TOTAL NORTHERN BEACHES	12,944,707	12,346,227	4.85%	11,686,369	11,705,655	-0.16%	17,809,445	18,288,956	-2.62%	29,337,483	24,288,739	20.79%	48,852,721	41,810,937	16.84%	108,607,721	120,933,318
ROANOKE ISLAND:																	
MANTEO-TOWN	388,834	285,739	36.08%	368,023	543,102	-32.24%	572,397	513,059	11.57%	826,260	708,252	16.66%	1,431,809	940,369	52.26%	2,126,999	1,993,363
RIM (ROANOKE ISL. MAINLAN	887,163	910,365	-2.55%	1,059,072	977,265	8.37%	1,315,981	1,243,822	5.80%	1,195,003	1,114,733	7.20%	1,613,732	1,388,368	16.23%	1,543,460	1,467,165
TOTAL ROANOKE ISLAND	1,275,997	1,196,104	6.68%	1,427,095	1,520,367	-6.13%	1,888,378	1,756,881	7.48%	2,021,263	1,822,985	10.88%	3,045,541	2,328,737	30.78%	3,670,459	3,460,528
OTC UNATTRIBUTED	172,366	175,273	-1.66%	195,853	263,344	-25.63%	468,496	552,764	-15.24%	991,981	768,762	29.04%	1,408,566	1,370,448	2.78%	2,302,209	2,317,315
TOTAL	16,704,519	15,588,394	7.16%	15,106,523	15,256,753	-0.98%	23,315,703	23,855,777	-2.26%	39,811,889	33,495,901	18.86%	67,926,280	57,369,540	18.40%	145,610,175	162,956,697

DARE COUNTY GROSS OCCUPANCY BY DISTRICT													
	% Increase (Decrease)	2025 JULY	2024 JULY	% Increase (Decrease)	2025 AUGUST	2024 AUGUST	% Increase (Decrease)	2025 SEPT	2024 SEPT	% Increase (Decrease)	YTD 2025 TOTAL	YTD 2024 TOTAL	% Increase (Decrease)
HATTERAS ISLAND:													
RODANTHE	-14.84%	5,460,087	5,237,232	4.26%	4,562,903	4,700,371	-2.92%	2,008,630	2,068,304	-2.89%	21,581,219	21,102,250	2.27%
WAVES	-21.27%	3,092,165	3,326,920	-7.06%	2,925,189	3,113,576	-6.05%	996,067	1,199,348	-16.95%	11,436,385	12,371,598	-7.56%
SALVO	-18.31%	6,173,044	5,958,348	3.60%	5,281,320	5,533,168	-4.55%	1,948,483	2,150,422	-9.39%	21,254,295	21,972,008	-3.27%
AVON	-19.57%	10,424,244	10,676,247	-2.36%	9,641,122	10,254,226	-5.98%	3,885,540	4,336,107	-10.39%	38,973,999	41,973,069	-7.15%
BUXTON	-1.41%	3,496,010	3,470,937	0.72%	2,724,659	2,875,454	-5.24%	1,080,567	1,626,184	-33.55%	13,745,224	14,191,627	-3.15%
FRISCO	-7.72%	3,368,266	3,689,915	-8.72%	3,171,856	3,256,516	-2.60%	1,493,275	1,700,129	-12.17%	14,619,696	14,709,673	-0.61%
HATTERAS	-9.50%	6,559,724	6,776,201	-3.19%	6,204,179	6,283,852	-1.27%	2,848,664	3,036,058	-6.17%	26,103,615	26,565,012	-1.74%
TOTAL HATTERAS ISLAND	-14.39%	38,573,540	39,135,800	-1.44%	34,511,228	36,017,163	-4.18%	14,261,226	16,116,552	-11.51%	147,714,433	152,885,237	-3.38%
NORTHERN BEACHES:													
DUCK	-11.74%	32,852,408	30,803,924	6.65%	28,818,322	27,233,466	5.82%	9,408,783	11,149,542	-15.61%	112,854,528	112,741,406	0.10%
SOUTHERN SHORES	-11.36%	11,611,189	11,092,487	4.68%	9,681,831	9,467,660	2.26%	3,244,583	3,885,547	-16.50%	40,858,294	41,094,006	-0.57%
KITTY HAWK	-6.75%	12,095,063	11,442,657	5.70%	10,021,774	9,536,602	5.09%	4,506,951	4,605,267	-2.13%	51,978,629	49,511,551	4.98%
COLINGTON	-4.01%	465,359	504,346	-7.73%	404,296	443,320	-8.80%	123,977	146,725	-15.50%	1,670,665	1,786,372	-6.48%
KILL DEVIL HILLS	-8.15%	33,249,018	32,473,986	2.39%	27,856,274	26,827,202	3.84%	11,831,084	12,748,838	-7.20%	140,502,515	138,017,411	1.80%
NAGS HEAD	-11.27%	51,828,447	49,963,178	3.73%	45,252,400	43,249,479	4.63%	17,642,172	19,093,270	-7.60%	192,267,746	190,890,582	0.72%
TOTAL NORTHERN BEACHES	-10.19%	142,101,484	136,280,578	4.27%	122,034,897	116,757,729	4.52%	46,757,550	51,629,189	-9.44%	540,132,377	534,041,328	1.14%
ROANOKE ISLAND:													
MANTEO-TOWN	6.70%	2,292,630	2,477,533	-7.46%	2,011,401	1,864,631	7.87%	882,339	985,582	-10.48%	10,900,692	10,311,630	5.71%
RIM (ROANOKE ISL. MAINLAN	5.20%	1,450,036	1,181,485	22.73%	740,973	918,020	-19.29%	471,357	496,692	-5.10%	10,276,777	9,697,915	5.97%
TOTAL ROANOKE ISLAND	6.07%	3,742,666	3,659,018	2.29%	2,752,374	2,782,651	-1.09%	1,353,696	1,482,274	-8.67%	21,177,469	20,009,545	5.84%
OTC UNATTRIBUTED	-0.65%	3,058,913	2,786,075	9.79%	2,745,138	2,309,637	18.86%	1,168,737	1,168,599	0.01%	12,512,259	11,712,217	6.83%
TOTAL	-10.64%	187,476,603	181,861,471	3.09%	162,043,637	157,867,180	2.65%	63,541,209	70,396,614	-9.74%	721,536,538	718,648,327	0.40%

DARE COUNTY GROSS MEALS BY DISTRICT																	
	2025	2024	% Increase	2025	2024	% Increase	2025	2024	% Increase	2025	2024	% Increase	2025	2024	% Increase	2025	2024
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	MAY	MAY	(Decrease)	JUNE	JUNE
HATTERAS ISLAND:																	
RODANTHE - 15	25,784	28,734	-10.27%	48,570	12,139	300.12%	103,735	227,835	-54.47%	289,185	209,574	37.99%	450,246	460,399	-2.21%	784,392	785,885
WAVES - 19	35,947	38,688	-7.08%	33,323	39,180	-14.95%	118,501	126,051	-5.99%	321,882	265,210	21.37%	499,147	458,572	8.85%	611,935	809,916
SALVO - 18	0	4,469	-100.00%	0	2,436	-100.00%	31,142	7,337	324.45%	82	4,150	-98.02%	25,701	8,749	193.76%	93,138	54,246
AVON - 1	203,609	240,018	-15.17%	195,161	237,540	-17.84%	476,344	458,389	3.92%	918,137	764,154	20.15%	1,428,748	2,077,622	-31.23%	2,244,025	2,337,510
BUXTON - 2	268,494	219,407	22.37%	311,375	239,743	29.88%	496,451	693,233	-28.39%	1,102,219	1,064,459	3.55%	1,451,514	1,466,741	-1.04%	2,767,671	1,916,959
FRISCO - 5	145,960	154,070	-5.26%	133,294	125,147	6.51%	232,689	215,225	8.11%	381,156	293,688	29.78%	457,130	479,424	-4.65%	651,298	674,349
HATTERAS - 6	34,533	32,102	7.57%	88,020	72,846	20.83%	374,111	222,938	67.81%	431,342	534,983	-19.37%	952,353	899,956	5.82%	1,440,621	1,410,665
TOTAL HATTERAS ISLAND	714,327	717,488	-0.44%	809,743	729,031	11.07%	1,832,973	1,951,008	-6.05%	3,444,003	3,136,218	9.81%	5,264,839	5,851,463	-10.03%	8,593,080	7,989,530
NORTHERN BEACHES:																	
DUCK - 21	560,609	488,383	14.79%	1,067,773	850,696	25.52%	1,554,830	1,694,315	-8.23%	2,821,219	2,452,662	15.03%	4,910,487	4,161,805	17.99%	7,240,480	6,902,335
SOUTHERN SHORES - 20	495,324	446,156	11.02%	488,934	496,778	-1.58%	809,992	677,177	19.61%	845,579	661,787	27.77%	1,500,734	1,038,285	44.54%	2,050,349	2,783,435
KITTY HAWK - 8	1,921,092	2,136,451	-10.08%	1,962,226	2,188,744	-10.35%	2,698,748	2,616,082	3.16%	3,600,043	4,038,113	-10.85%	5,532,135	5,189,285	6.61%	6,959,090	7,219,077
COLINGTON - 3	57,341	74,603	-23.14%	89,163	176,001	-49.34%	127,900	154,804	-17.38%	271,115	302,922	-10.50%	500,413	450,840	11.00%	938,579	545,411
KILL DEVIL HILLS - 7	3,911,804	3,708,673	5.48%	7,618,646	4,214,253	80.78%	6,661,630	6,779,828	-1.74%	8,370,115	7,806,322	7.22%	10,545,938	9,887,198	6.66%	14,016,716	15,295,240
NAGS HEAD - 14	2,548,768	2,187,827	16.50%	2,849,864	2,847,377	0.09%	4,010,589	3,898,906	2.86%	6,623,180	5,677,705	16.65%	9,844,671	9,867,741	-0.23%	13,476,966	13,338,254
TOTAL NORTHERN BEACHES	9,494,938	9,042,093	5.01%	14,076,606	10,773,849	30.66%	15,863,689	15,821,112	0.27%	22,531,251	20,939,511	7.60%	32,834,378	30,595,154	7.32%	44,682,180	46,083,752
ROANOKE ISLAND:																	
MANTEO-TOWN - 10	1,091,498	1,097,187	-0.52%	1,130,896	1,124,672	0.55%	1,501,602	1,295,396	15.92%	1,817,381	1,733,963	4.81%	2,159,252	2,106,414	2.51%	2,668,250	2,662,984
MANTEO-OUTSIDE - 11	302,737	322,598	-6.16%	289,432	302,377	-4.28%	365,927	355,324	2.98%	454,222	412,320	10.16%	577,691	525,032	10.03%	665,709	608,574
TOTAL ROANOKE ISLAND	1,394,235	1,419,785	-1.80%	1,420,328	1,427,049	-0.47%	1,867,529	1,650,720	13.13%	2,271,603	2,146,283	5.84%	2,736,943	2,631,446	4.01%	3,333,959	3,271,558
TOTAL	11,603,500	11,179,366	3.79%	16,306,677	12,929,929	26.12%	19,564,191	19,422,840	0.73%	28,246,857	26,222,012	7.72%	40,836,160	39,078,063	4.50%	56,609,219	57,344,840

DARE COUNTY GROSS MEALS BY DISTRICT													
	% Increase (Decrease)	2025 JULY	2024 JULY	% Increase (Decrease)	2025 AUGUST	2024 AUGUST	% Increase (Decrease)	2025 SEPT	2024 SEPT	% Increase (Decrease)	YTD 2025 TOTAL	YTD 2024 TOTAL	% Increase (Decrease)
HATTERAS ISLAND:													
RODANTHE - 15	-0.19%	843,595	903,981	-6.68%	718,817	741,926	-3.11%	386,513	435,532	-11.25%	3,650,837	3,806,005	-4.08%
WAVES - 19	-24.44%	878,732	1,029,916	-14.68%	642,517	780,833	-17.71%	452,466	453,365	-0.20%	3,594,450	4,001,731	-10.18%
SALVO - 18	71.70%	109,448	139,253	-21.40%	41,935	47,947	-12.54%	9,239	8,757	5.50%	310,685	277,344	12.02%
AVON - 1	-4.00%	3,562,078	2,990,492	19.11%	2,189,370	2,378,146	-7.94%	1,406,667	1,535,132	-8.37%	12,624,139	13,019,003	-3.03%
BUXTON - 2	44.38%	2,440,016	2,124,475	14.85%	1,692,212	2,076,126	-18.49%	1,315,428	1,457,506	-9.75%	11,845,380	11,258,649	5.21%
FRISCO - 5	-3.42%	788,351	743,620	6.02%	571,102	598,224	-4.53%	172,708	462,413	-62.65%	3,533,688	3,746,160	-5.67%
HATTERAS - 6	2.12%	1,629,388	1,284,599	26.84%	981,669	1,327,273	-26.04%	947,628	1,253,540	-24.40%	6,879,665	7,038,902	-2.26%
TOTAL HATTERAS ISLAND	7.55%	10,251,608	9,216,336	11.23%	6,837,622	7,950,475	-14.00%	4,690,649	5,606,245	-16.33%	42,438,844	43,147,794	-1.64%
NORTHERN BEACHES:													
DUCK - 21	4.90%	8,708,417	8,391,142	3.78%	8,425,561	7,471,472	12.77%	4,900,983	4,783,977	2.45%	40,190,359	37,196,787	8.05%
SOUTHERN SHORES - 20	-26.34%	1,950,308	1,445,866	34.89%	1,807,986	1,283,394	40.88%	1,086,750	1,115,123	-2.54%	11,035,956	9,948,001	10.94%
KITTY HAWK - 8	-3.60%	8,985,662	8,649,791	3.88%	7,960,238	7,624,387	4.40%	4,850,297	5,132,417	-5.50%	44,469,531	44,794,347	-0.73%
COLINGTON - 3	72.09%	777,296	643,007	20.88%	670,772	613,018	9.42%	428,598	454,861	-5.77%	3,861,177	3,415,467	13.05%
KILL DEVIL HILLS - 7	-8.36%	17,138,961	16,248,546	5.48%	14,570,416	14,716,161	-0.99%	9,870,273	10,873,530	-9.23%	92,704,499	89,529,751	3.55%
NAGS HEAD - 14	1.04%	16,477,586	15,948,884	3.31%	13,560,324	13,674,906	-0.84%	8,728,665	9,703,052	-10.04%	78,120,613	77,144,652	1.27%
TOTAL NORTHERN BEACHES	-3.04%	54,038,230	51,327,236	5.28%	46,995,297	45,383,338	3.55%	29,865,566	32,062,960	-6.85%	270,382,135	262,029,005	3.19%
ROANOKE ISLAND:													
MANTEO-TOWN - 10	0.20%	3,301,321	2,889,087	14.27%	7,327,892	3,205,044	128.64%	1,977,490	1,962,154	0.78%	22,975,582	18,076,901	27.10%
MANTEO-OUTSIDE - 11	9.39%	676,413	674,200	0.33%	667,363	577,230	15.61%	505,060	492,967	2.45%	4,504,554	4,270,622	5.48%
TOTAL ROANOKE ISLAND	1.91%	3,977,734	3,563,287	11.63%	7,995,255	3,782,274	111.39%	2,482,550	2,455,121	1.12%	27,480,136	22,347,523	22.97%
TOTAL	-1.28%	68,267,572	64,106,859	6.49%	61,828,174	57,116,087	8.25%	37,038,765	40,124,326	-7.69%	340,301,115	327,524,322	3.90%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 10/31/25

	Jul - Oct 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,172,432.87	4,961,284.00	-788,851.13	84.1%
3040 · Meals Tax - 75%	1,624,731.49	2,312,632.00	-687,900.51	70.3%
3050 · Website Advertising	53,864.80	125,000.00	-71,135.20	43.1%
3210 · Interest Income	200,054.69	360,050.00	-159,995.31	55.6%
3220 · Other	315.00	1,000.00	-685.00	31.5%
Total Income	6,051,398.85	7,759,966.00	-1,708,567.15	78.0%
Gross Profit	6,051,398.85	7,759,966.00	-1,708,567.15	78.0%
Expense				
5000 · Director Compensation	5,700.00	17,100.00	-11,400.00	33.3%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	930.30	7,000.00	-6,069.70	13.3%
5003 · Directors & Officers Insurance	3,339.93	3,350.00	-10.07	99.7%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	396,038.25	1,230,405.00	-834,366.75	32.2%
5020 · Salaries (Part Time) Promotion	27,937.86	85,830.00	-57,892.14	32.6%
5025 · Salaries (Part Time) Welcome AB	35,896.74	119,775.00	-83,878.26	30.0%
5026 · Salaries (Part Time) Welcome RI	60,577.77	184,500.00	-123,922.23	32.8%
5030 · Payroll Taxes	39,696.63	133,335.00	-93,638.37	29.8%
5040 · Employee Insurance	50,783.08	170,790.00	-120,006.92	29.7%
5050 · Retirement	58,718.28	188,490.00	-129,771.72	31.2%
5055 · 401(k) Match	3,274.80	12,305.00	-9,030.20	26.6%
5060 · Workmens Compensation	2,386.38	2,530.00	-143.62	94.3%
5080 · Employee Relations	618.64	3,590.00	-2,971.36	17.2%
5090 · Training	1,673.83	13,340.00	-11,666.17	12.5%
5110 · Contracted Service	10,921.00	30,525.00	-19,604.00	35.8%
5140 · Audit	6,725.00	15,000.00	-8,275.00	44.8%
5170 · Other Professional Services	475.00	10,800.00	-10,325.00	4.4%
5180 · Legal	3,460.00	20,500.00	-17,040.00	16.9%
5185 · Research	91,500.00	188,500.00	-97,000.00	48.5%
5190 · Administrative Advertising	90.00	1,500.00	-1,410.00	6.0%
5500 · Advertising-Printed	402,794.03	1,627,910.00	-1,225,115.97	24.7%
5502 · Advertising - Production Fee	170,194.93	260,000.00	-89,805.07	65.5%
5510 · Advertising - Event Dev & Mktg	8,725.00	73,100.00	-64,375.00	11.9%
5515 · Advertising - Online	1,311,237.30	3,224,790.00	-1,913,552.70	40.7%
5525 · Community Relations	3,645.00	30,000.00	-26,355.00	12.2%
5530 · Legal Notices	225.00	1,500.00	-1,275.00	15.0%
5560 · Brochures/Production & Printing	6,506.15	21,650.00	-15,143.85	30.1%
5580 · Promotional Aids	433.78	9,500.00	-9,066.22	4.6%
6100 · Familiarization Tours	17,500.00	110,000.00	-92,500.00	15.9%
6101 · Group sales	6,000.00	30,000.00	-24,000.00	20.0%
6130 · Uniforms	0.00	3,600.00	-3,600.00	0.0%
6150 · Event Grant	58,500.00	759,700.00	-701,200.00	7.7%
6160 · Long Range Tourism Plan	20,363.74	275,000.00	-254,636.26	7.4%
6170 · Tourism Summit	24,892.23	27,000.00	-2,107.77	92.2%
6200 · Postage and Delivery	37,622.80	200,200.00	-162,577.20	18.8%
6300 · Travel	14,890.96	61,370.00	-46,479.04	24.3%
6305 · Vehicle Maintenance	175.26	3,000.00	-2,824.74	5.8%
6320 · Registrations	8,414.00	45,000.00	-36,586.00	18.7%
6340 · Travel Show Exhibit	0.00	5,000.00	-5,000.00	0.0%
6420 · Dues and Subscriptions	20,181.69	75,440.00	-55,258.31	26.8%
6440 · Insurance	36,984.63	37,390.00	-405.37	98.9%
6460 · Telephone	14,656.80	37,740.00	-23,083.20	38.8%
6500 · Equipment	2,280.08	27,700.00	-25,419.92	8.2%
6510 · Expendable Equipment	0.00	3,275.00	-3,275.00	0.0%
6530 · Technical Support	1,720.10	7,000.00	-5,279.90	24.6%
6580 · Utilities	4,241.89	18,360.00	-14,118.11	23.1%
6600 · Cleaning/maintenance supplies	0.00	2,450.00	-2,450.00	0.0%
6610 · Building Maintenance	3,814.80	30,000.00	-26,185.20	12.7%
6620 · Equipment Service Contracts	1,024.80	3,100.00	-2,075.20	33.1%
6640 · Equipment Rent	13,034.12	29,520.00	-16,485.88	44.2%
6660 · Equipment Repairs	120.00	5,050.00	-4,930.00	2.4%
6700 · Office Supplies	4,471.34	23,275.00	-18,803.66	19.2%
6800 · Bank Service Charges	882.40	3,060.00	-2,177.60	28.8%
6810 · Web Site/Internet	20,993.99	65,000.00	-44,006.01	32.3%
Total Expense	3,017,270.31	9,577,845.00	-6,560,574.69	31.5%
Net Ordinary Income	3,034,128.54	-1,817,879.00	4,852,007.54	-166.9%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 10/31/25

	Jul - Oct 25	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	47,150.00	41,000.00	6,150.00	115.0%
Total 9920 · Transfer from Travel Guide Fund	47,150.00	41,000.00	6,150.00	115.0%
9990 · Unappropriated Fund Balance	0.00	2,173,234.00	-2,173,234.00	0.0%
Total Other Income	47,150.00	2,214,234.00	-2,167,084.00	2.1%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	110,000.00	-110,000.00	0.0%
62001 · Freight	0.00	5,000.00	-5,000.00	0.0%
Total 9925 · Transfer to Travel Guide	0.00	115,000.00	-115,000.00	0.0%
9950 · Transfer to Event Site Fund	0.00	281,355.00	-281,355.00	0.0%
Total Other Expense	0.00	396,355.00	-396,355.00	0.0%
Net Other Income	47,150.00	1,817,879.00	-1,770,729.00	2.6%
Net Income	3,081,278.54	0.00	3,081,278.54	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 10/31/25

	Jul - Oct 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	49.50	50.00	-0.50	99.0%
Total Income	49.50	50.00	-0.50	99.0%
Gross Profit	49.50	50.00	-0.50	99.0%
Net Ordinary Income	49.50	50.00	-0.50	99.0%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	47,150.00	41,000.00	6,150.00	115.0%
Total 9920 · Transfer from Travel Guide Fund	47,150.00	41,000.00	6,150.00	115.0%
Total Other Income	47,150.00	41,000.00	6,150.00	115.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	110,000.00	-110,000.00	0.0%
62001 · Freight	0.00	5,000.00	-5,000.00	0.0%
Total 9925 · Transfer to Travel Guide	0.00	115,000.00	-115,000.00	0.0%
Total Other Expense	0.00	115,000.00	-115,000.00	0.0%
Net Other Income	47,150.00	-74,000.00	121,150.00	-63.7%
Net Income	47,199.50	-73,950.00	121,149.50	-63.8%

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

	Jul - Oct 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,390,810.96	1,653,761.00	-262,950.04	84.1%
3040 · Meals Tax	541,577.15	770,878.00	-229,300.85	70.3%
3210 · Interest	264,431.19	150,000.00	114,431.19	176.3%
Total Income	2,196,819.30	2,574,639.00	-377,819.70	85.3%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	500,000.00	-500,000.00	0.0%
4525 · Event Site	2,886,140.00	9,367,778.00	-6,481,638.00	30.8%
4585 · Unappropriated Long-Term	0.00	625,560.00	-625,560.00	0.0%
Total 4000 · Long - Term Projects	2,886,140.00	10,493,338.00	-7,607,198.00	27.5%
4100 · Short-Term Projects				
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4673 · TIG-SS-Walking Path Hwy 12	0.00	91,534.00	-91,534.00	0.0%
4675 · TIG-Chicamacomico-1874 Station	0.00	125,000.00	-125,000.00	0.0%
4677 · TIG-Elizabethan Gardens-Pathway	0.00	50,000.00	-50,000.00	0.0%
4679 · TIG-KH-Hwy 158 Multi-Use Path	0.00	400,000.00	-400,000.00	0.0%
4685 · TIG-OBCF-Community Terrace	0.00	85,000.00	-85,000.00	0.0%
4686 · TIG-OB Forever-Restrooms Lighth	0.00	125,000.00	-125,000.00	0.0%
4688 · TIG-Surf Ped-Everyone's Playgro	0.00	282,963.00	-282,963.00	0.0%
4689 · TIG-APOA -Boardwalk Replacement	54,000.00	54,000.00	0.00	100.0%
4690 · TIG-DCAC-50 Years Art Panels	0.00	4,000.00	-4,000.00	0.0%
4691 · TIG-Friends of JR-10Point Trail	0.00	50,000.00	-50,000.00	0.0%
4692 · TIG-KDH-Martin&Swan Sidewalk	0.00	240,000.00	-240,000.00	0.0%
4693 · TIG-KH-Message Board	22,896.04	27,490.00	-4,593.96	83.3%
4695 · TIG-Manteo-Cartwright Park	0.00	250,000.00	-250,000.00	0.0%
4696 · TIG-NH-Baymeadow Sidewalk	0.00	53,137.00	-53,137.00	0.0%
4697 · TIG-NH-Living Shoreline	0.00	100,000.00	-100,000.00	0.0%
4698 · TIG-NH-Windjammer Sidewalk	0.00	124,087.00	-124,087.00	0.0%
4999 · Unappropriated Funds	0.00	2,332,616.00	-2,332,616.00	0.0%
5140 · Audit	4,025.00	5,000.00	-975.00	80.5%
5160 · Fireworks	27,400.00	121,775.00	-94,375.00	22.5%
5170 · Traffic Control - Hwy 12 & 158	11,816.96	22,030.00	-10,213.04	53.6%
Total 4100 · Short-Term Projects	120,138.00	4,655,632.00	-4,535,494.00	2.6%
Total Expense	3,006,278.00	15,148,970.00	-12,142,692.00	19.8%
Net Ordinary Income				
	-809,458.70	-12,574,331.00	11,764,872.30	6.4%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	12,574,331.00	-12,574,331.00	0.0%
Total Other Income	0.00	12,574,331.00	-12,574,331.00	0.0%
Net Other Income				
	0.00	12,574,331.00	-12,574,331.00	0.0%
Net Income		0.00	-809,458.70	100.0%

Outer Banks Visitors Bureau

Restricted Fund Summary

2024-2025

Short-term Projects	Balance	Allocation	Allocation	Allocation	Balance	Allocation	Allocation	Allocation	Estimated
	7/1/2024	2024-2025	Paid	Transferred	7/1/2025	2025-2026	Paid	Transferred	Balance FY25/26
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806		(147,806)		0				0
TIG - OB Forever - Whalebone Park Restrooms	112,000				112,000				112,000
TIG - OB Forever - Cape Hatteras Lighthouse Path	132,000		(132,000)		0				0
TIG - Chicamacomico - 1874 Life-Saving Station	115,000		(115,000)		0				0
TIG - Duck - Performance Space Improvements	13,549		(13,549)		0				0
TIG - Elizabethan Garden - Pathway to Discover	50,000		(50,000)		0				0
TIG - KH - Hwy 158 Multi-Use Path	400,000				400,000				400,000
TIG - NH - E. Epstein Sidewalk	49,500		(49,500)		0				0
TIG - NH - Governor Street Beach Access	60,477		(60,477)		0				0
TIG - NH - W. Seachase Drive Access	45,150		(45,150)		0				0
TIG - NEST - Signs	2,750			(2,750)	0				0
TIG - NC Aquarium - Oyster Exhibits	121,845		(121,845)		0				0
TIG - OB Community Foundation - Community Ter	85,000				85,000				85,000
TIG - OB Forever - Restrooms at Lighthouse Beach	125,000				125,000				125,000
TIG - RIFP - Concrete Loading Dock	75,000		(75,000)		0				0
TIG - SS - Walking Path W. Highway 12	118,855		(118,855)		0				0
TIG - Surf Ped Found - Everyone's Playground	282,963				282,963				282,963
TIG - APOA - Antillas & Gull Cry Boardwalks		54,000			54,000		(54,000)		0
TIG - DCAC - 50 Years Art Panels		4,000			4,000				4,000
TIG - Friends of Jockey's Ridge - 10 Point Trail		50,000			50,000				50,000
TIG - KDH - West Martin & Swan St Sidewalks		240,000			240,000				240,000
TIG - KH - Message Boards		27,490			27,490		(22,896)	-4594	0
TIG - KH - Beach Road Crosswalk Lighting		40,000	(38,040)	-1960	0			0	0
TIG - Manteo - Cartwright Park		250,000			250,000				250,000
TIG - NH - W. Baymeadow Dr Sidewalk		53,137			53,137				53,137
TIG - NH - Living Shoreline		100,000			100,000				100,000
TIG - NH - W. Windjammer Sidewalk		124,087			124,087				124,087
TIG - SS - NC 12 Multi-Use Path 5th Ave-Hillcrest		91,534			91,534				91,534
TIG - Chicamacomico - 1874 Station, Phase II		125,000			125,000				125,000
Fireworks	60,025		(60,025)	61,775	61,775		(27,400)	60,000	94,375
Audi	0		(3,625)	4,550	925		(4,025)	4,550	1,450
Highway 158/Highway 12 Intersection	22,030			0	22,030		(11,817)	0	10,213
Unappropriated Funds	1,092,855	1,777,792		(1,223,613)	1,647,034	1,263,209		(59,956)	2,850,287
TOTAL SHORT TERM COMMITMENTS	3,111,804	2,937,040	(1,033,622)	(1,159,248)	3,855,974	1,263,209	(120,138)	0	4,999,046
Long Term Projects									
Multi-Use Center (100%)	7,006,205	1,447,811	(602,716)		7,851,300	1,516,478	(2,886,140)		6,481,637
Infrastructure (capped)	319,231	100,000	0		419,231	80,769	0		500,000
L-T Unappropriated Funds	500,560	100,000	(75,000)		525,560	100,000	0		625,560
TOTAL LONG TERM COMMITMENTS UNPAID	7,825,996	1,647,811	(677,716)	0	8,796,091	1,697,247	(2,886,140)	0	7,607,197
Total	10,937,800	4,584,851	(1,711,338)	(1,159,248)	12,652,065	2,960,457	(3,006,278)	0	12,606,243
Cash on Hand 10/31/25							#		
Total Cash on Hand							Checking	560,461	
							Savings	11,354,549	
								11,915,009	
25% of Occupancy & Meals Income per Budget									
November								126,903	
December								68,819	
January								53,108	
February								64,236	
March								60,546	
April								81,184	
May								137,638	
June								171,204	
								763,640	
Unappropriated Balances								72,407	
Transfer from General Fund								2,696,028	*
30% Short-term								727,392	
Amount over budget to short-term								271,387	
Short-term Interest								264,431	
								1,263,209	
70% Long-term								1,697,247	
Long-term Interest								0	
								1,697,247	*

*Estimate Based on Actual through May and Budgeted Figures

Agrees to Financial Statements

2:02 PM

11/13/25

Cash Basis

Dare County Tourism Board
Profit & Loss Budget vs. Actual
July through October 2025

	Jul - Oct 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Expense				
4525 · CIP - Construction Mngt	0.00	19,225.00	-19,225.00	0.0%
4526 · CIP - Construction	1,009,268.78	2,903,685.00	-1,894,416.22	34.8%
4527 · CIP - Contingency	0.00	435,550.00	-435,550.00	0.0%
Total Expense	1,009,268.78	3,358,460.00	-2,349,191.22	30.1%
Net Ordinary Income	-1,009,268.78	-3,358,460.00	2,349,191.22	30.1%
Other Income/Expense				
Other Income				
3210 · Interest Income	80.01	25.00	55.01	320.0%
9950 · Transfer from Special Revenue	2,870,780.50	3,358,435.00	-487,654.50	85.5%
Total Other Income	2,870,860.51	3,358,460.00	-487,599.49	85.5%
Net Other Income	2,870,860.51	3,358,460.00	-487,599.49	85.5%
Net Income	<u>1,861,591.73</u>	<u>0.00</u>	<u>1,861,591.73</u>	<u>100.0%</u>

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

	Jul - Oct 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	600.00	1,000.00	-400.00	60.0%
3200 · Site Rental Income - Other	14,730.00	25,350.00	-10,620.00	58.1%
Total 3200 · Site Rental Income	15,330.00	26,350.00	-11,020.00	58.2%
3210 · Interest Income	417.65	500.00	-82.35	83.5%
3250 · Lease Income	23,281.75	52,700.00	-29,418.25	44.2%
9999 · Unappropriated Funds	0.00	45,380.00	-45,380.00	0.0%
Total Income	39,029.40	124,930.00	-85,900.60	31.2%
Expense				
5160 · Event Development & Marketing	3,362.67	50,000.00	-46,637.33	6.7%
5170 · Other Professional Services	3,625.00	55,000.00	-51,375.00	6.6%
6440 · Insurance	8,950.00	8,950.00	0.00	100.0%
6580 · Utilities	5,673.99	35,455.00	-29,781.01	16.0%
6610 · Repairs & Maintenance	79,023.52	235,015.00	-155,991.48	33.6%
6700 · Office Supplies	0.00	400.00	-400.00	0.0%
9990 · Unappropriated Other Expenses	0.00	21,665.00	-21,665.00	0.0%
Total Expense	100,635.18	406,485.00	-305,849.82	24.8%
Net Ordinary Income	-61,605.78	-281,555.00	219,949.22	21.9%
Other Income/Expense				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	281,355.00	-281,355.00	0.0%
Total Other Income	0.00	281,555.00	-281,555.00	0.0%
Net Other Income	0.00	281,555.00	-281,555.00	0.0%
Net Income	-61,605.78	0.00	-61,605.78	100.0%

DARE COUNTY TOURISM BOARD

31-Oct-25

TYPE OF ACCOUNT <u>BANK</u>	CHECKING <u>SOUTHERN</u>	NC CAPITAL <u>MGMT TRUST</u>	M MARKET <u>PNC</u>	M MARKET <u>SOUTHERN</u>	M MARKET <u>FIRST NATIONAL</u>	CD'S <u>SOUTHERN</u>	CD'S <u>FIRST BANK</u>	CD's <u>TOWNE BANK</u>	CD's <u>FIRST NATIONAL</u>	<u>TOTAL</u>
GENERAL FUND	29,772	10,215,768	1,086,698	968,556	3,003,303	0	1,870,074	1,919,738	3,267,661	22,361,568
RESTRICTED FUND	560,461	5,751,352			2,056,841	250,000	0	1,136,312	2,056,841	11,811,807
TRAVEL GUIDE	104,169									104,169
MERCHANDISE SALES	166,487									166,487
EVENT SITE FUND	547,190									547,190
CAPITAL PROJECT FUND	1,861,592									1,861,592
TOTAL	3,269,670	15,967,120	1,086,698	968,556	5,060,144	250,000	1,870,074	3,056,051	5,324,502	36,852,813
TOTAL % EACH BANK	12.18%	43.33%	2.95%		28.18%		5.07%	8.29%		100.00%
INTEREST RATES	0.25%	3.90%	2.12%	0.70%	3.52%	0.00%	3.75%	3.6% & 3.47%	4.1%, 3.9%, 3.7%	
TOTAL CHECKING & CD'S	36,852,813									
60% ALLOWED IN ANY BANK	22,111,688									
25% ALLOWED IN ANY ONE INV	9,213,203									

60% General Fund Reserved Balance is \$5,639,646.

100% Restricted Fund Balance Restricted by House Bill 225 \$11,811,807



MONTHLY RESEARCH UPDATE

October 2025 Review

 (877) 629-4386

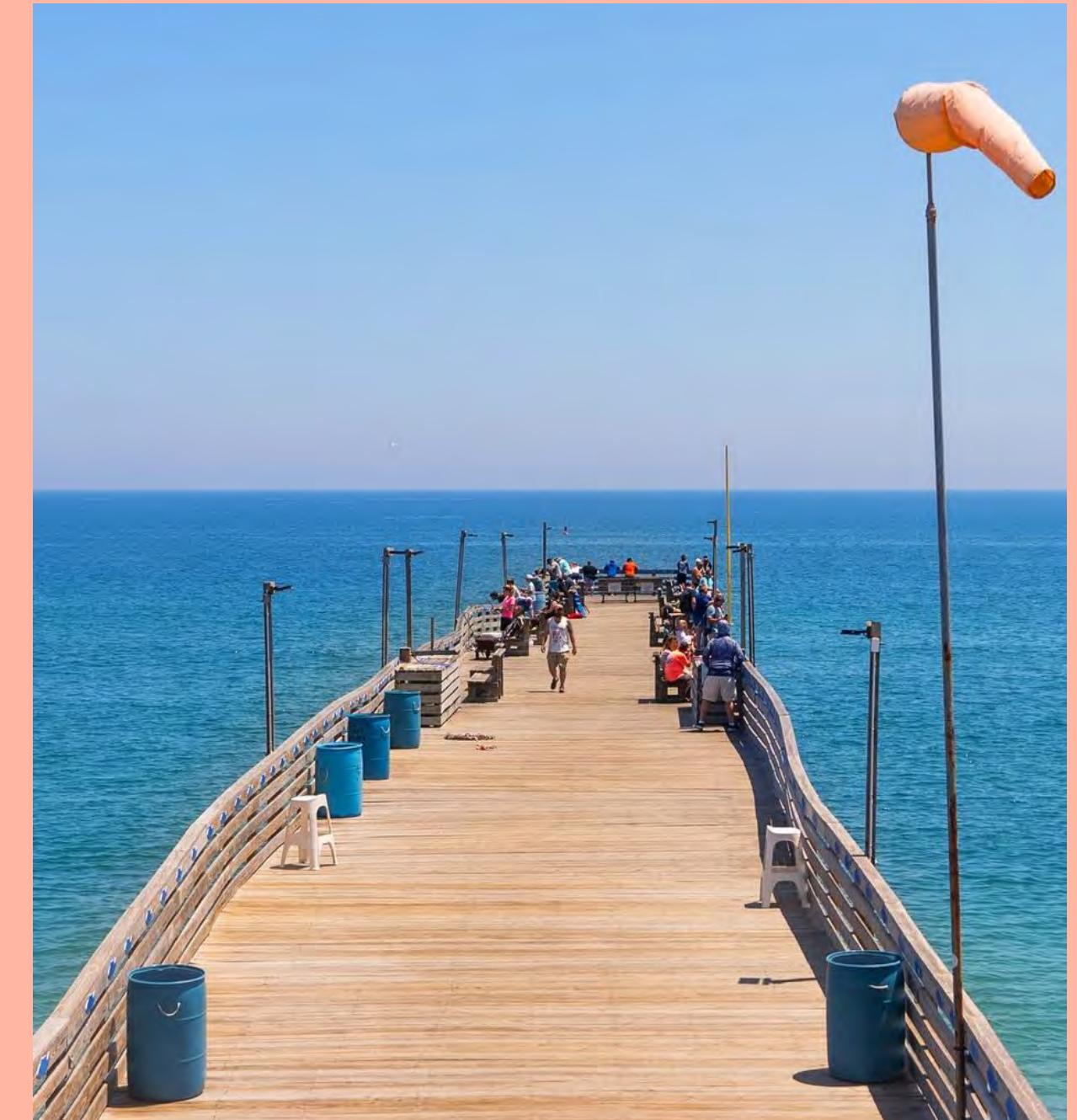
 One Visitors Center Circle, Manteo, NC 27954

 www.outerbanks.org

EXECUTIVE SUMMARY

- In October, guest Demand among Dare County's short-term lodging properties continued to trend below last year's volume, falling by 7.1% Year-over-Year (YoY). The number of nights available was relatively flat compared to last year (+0.5%), netting a 7.2% YoY decrease in Occupancy for the month. The adjusted Occupancy came to 52.4% throughout the county in October.
 - Roanoke Island was the only region to see Occupancy increase in October compared to last year. Rentals on Hatteras Island saw the highest average Occupancy at 67.7%, followed by Roanoke Island at 53.5%, and Northern Beaches at 45.5%.
 - Throughout Dare County, Average Daily Rate (ADR) increased slightly, rising by 2.0% YoY to \$222. The Northern Beaches remain the regional leader with an ADR of \$260, followed distantly by Hatteras Island at \$176, and Roanoke Island at \$151.
- Guest Demand among Dare County's hotels also decreased compared to last year in October, falling by 5.9% YoY, pulling Occupancy down by the same rate. Hotels averaged 65.7% Occupancy for the month.
 - ADR increased slightly, however, rising by 1.6% YoY to average \$155 for the month. The slight uptick in rate was not enough to overcome the decline in Demand, however, which resulted in hotel Revenue decreasing by 4.4% YoY to \$2.33 million in October.
- In-market visitor spending on Visa cards totaled \$41.1 million in September 2025, a 2.8% decrease from the same month last year. Calendar Year-To-Date (YTD), visitor spending totals \$371.6 million, up 3.2% YoY.
 - September was a down month for most major domestic markets. Residents from the Virginia Beach region spent 3.1% less, Washington D.C. residents spent 8.9% less, and Richmond residents spent 0.9% less than one year prior. Overall, domestic visitor spending was 2.7% lower in September compared to last year.

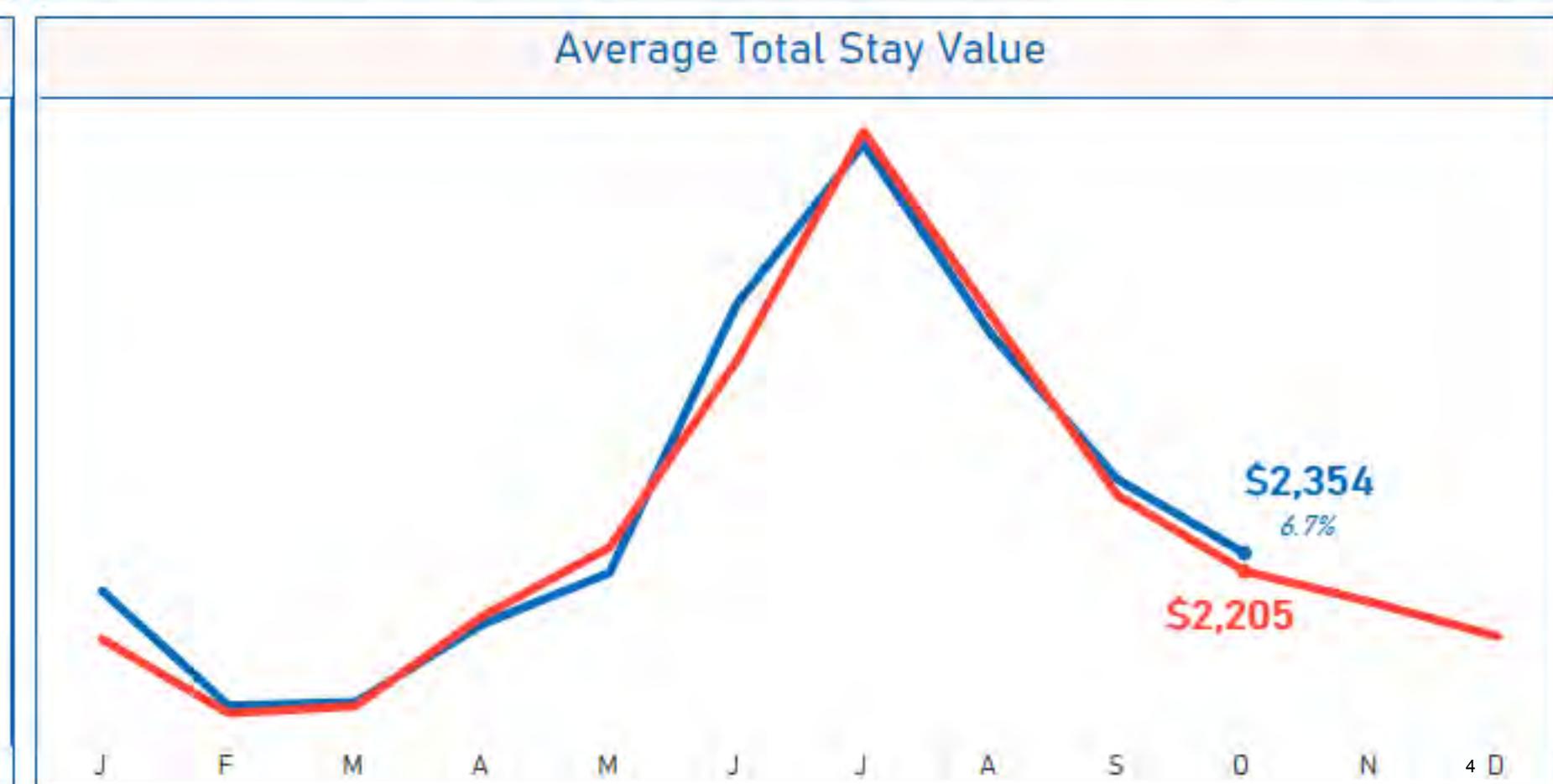
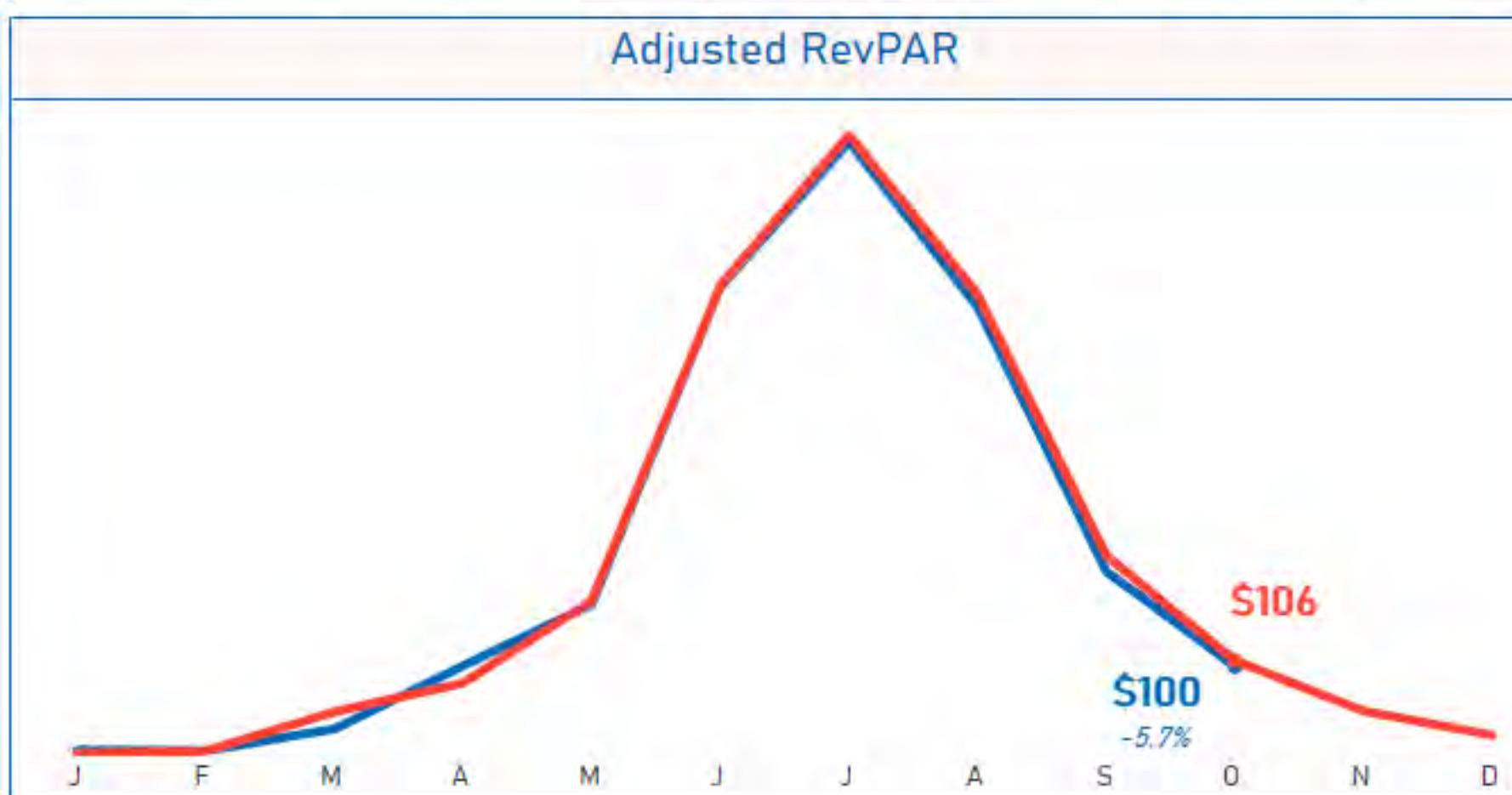
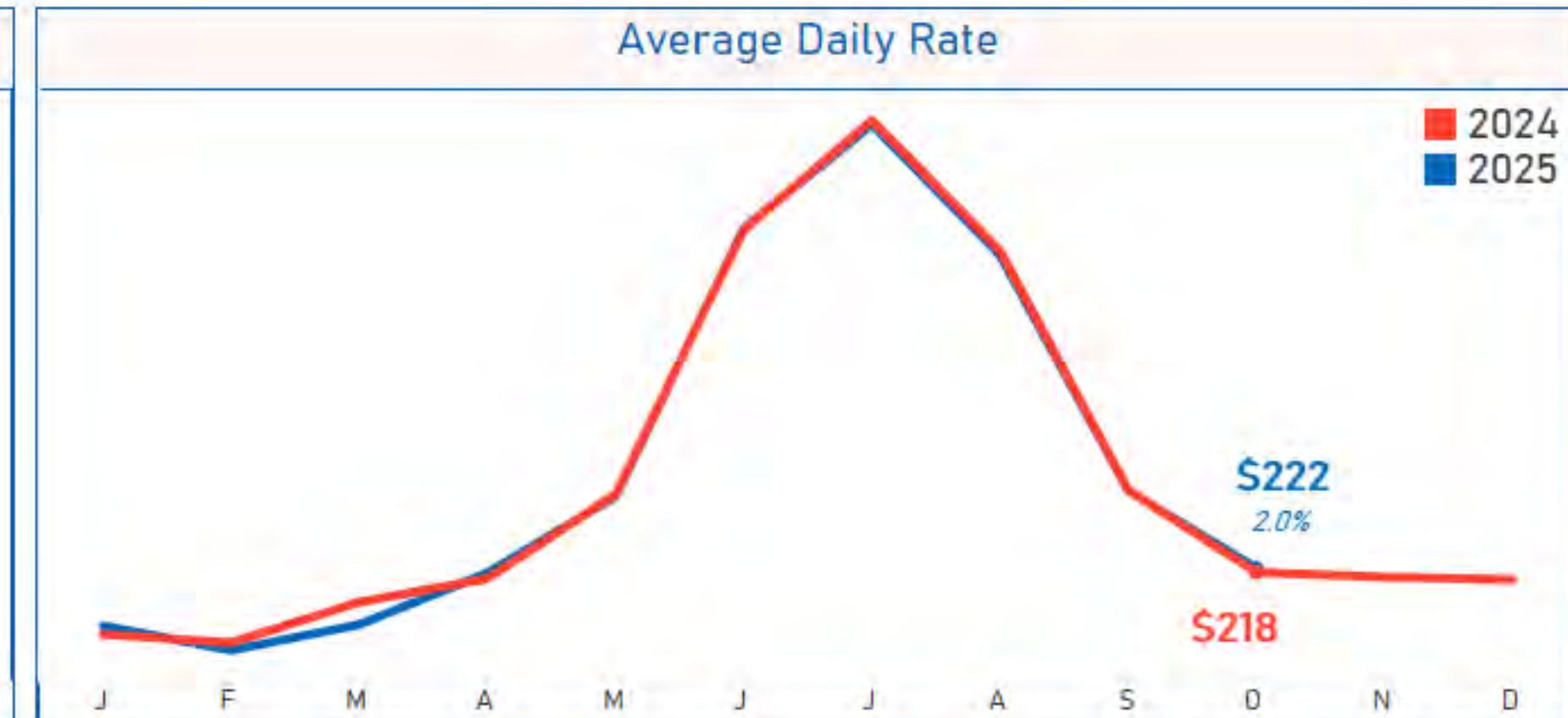
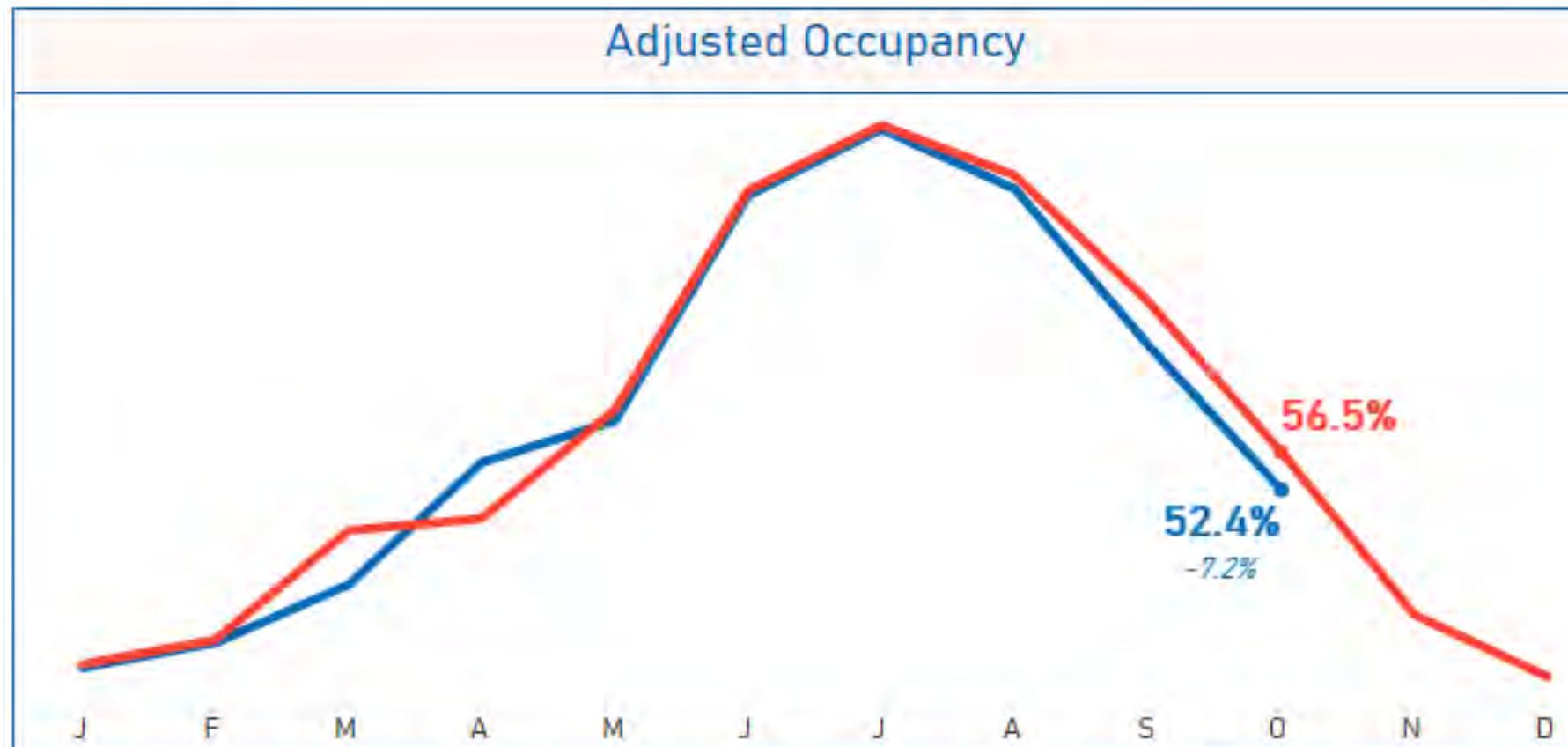
HISTORICAL SHORT-TERM RENTAL DATA



Dare County Monthly Short-Term Rental Performance

October 2025

Source: KeyData



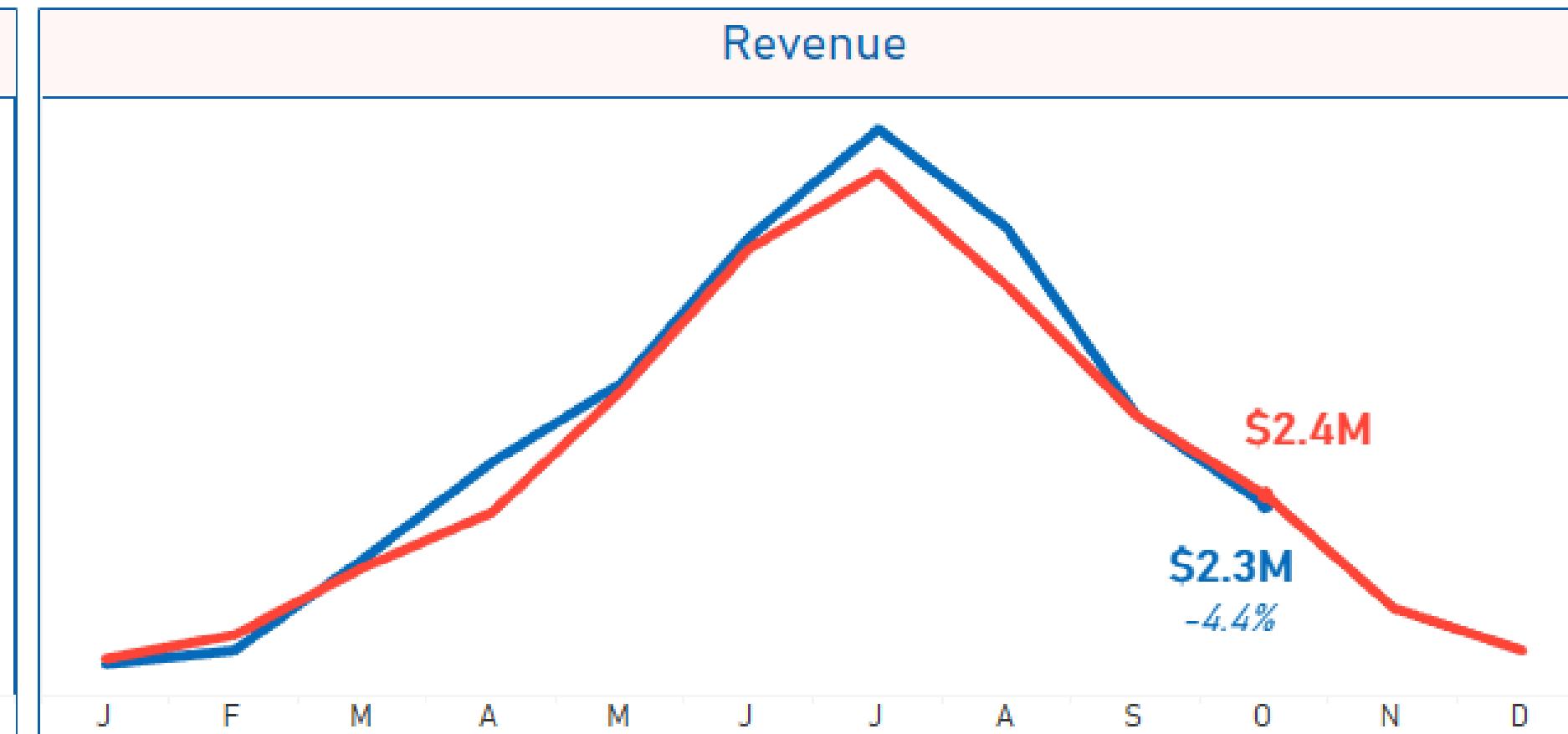
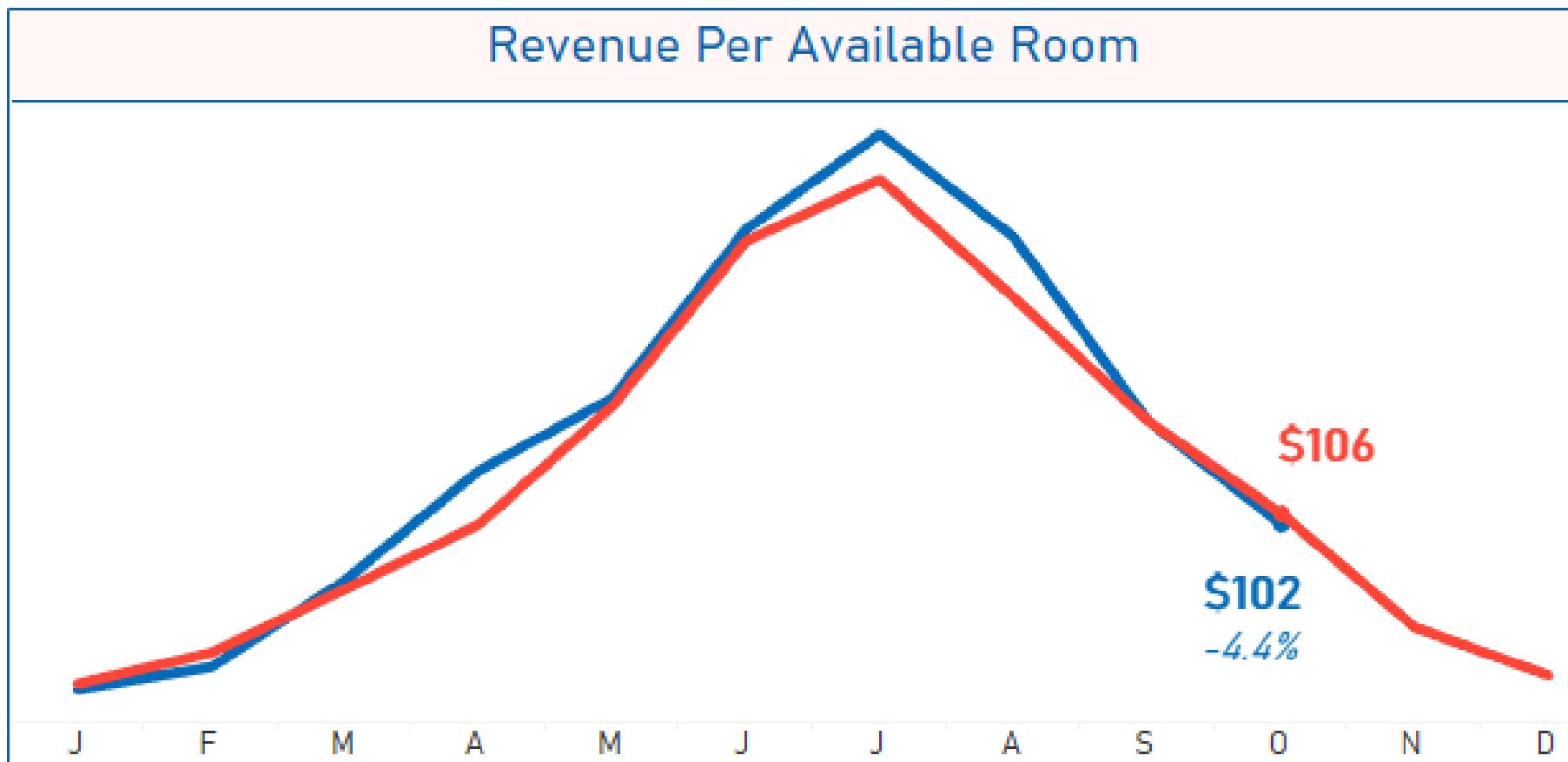
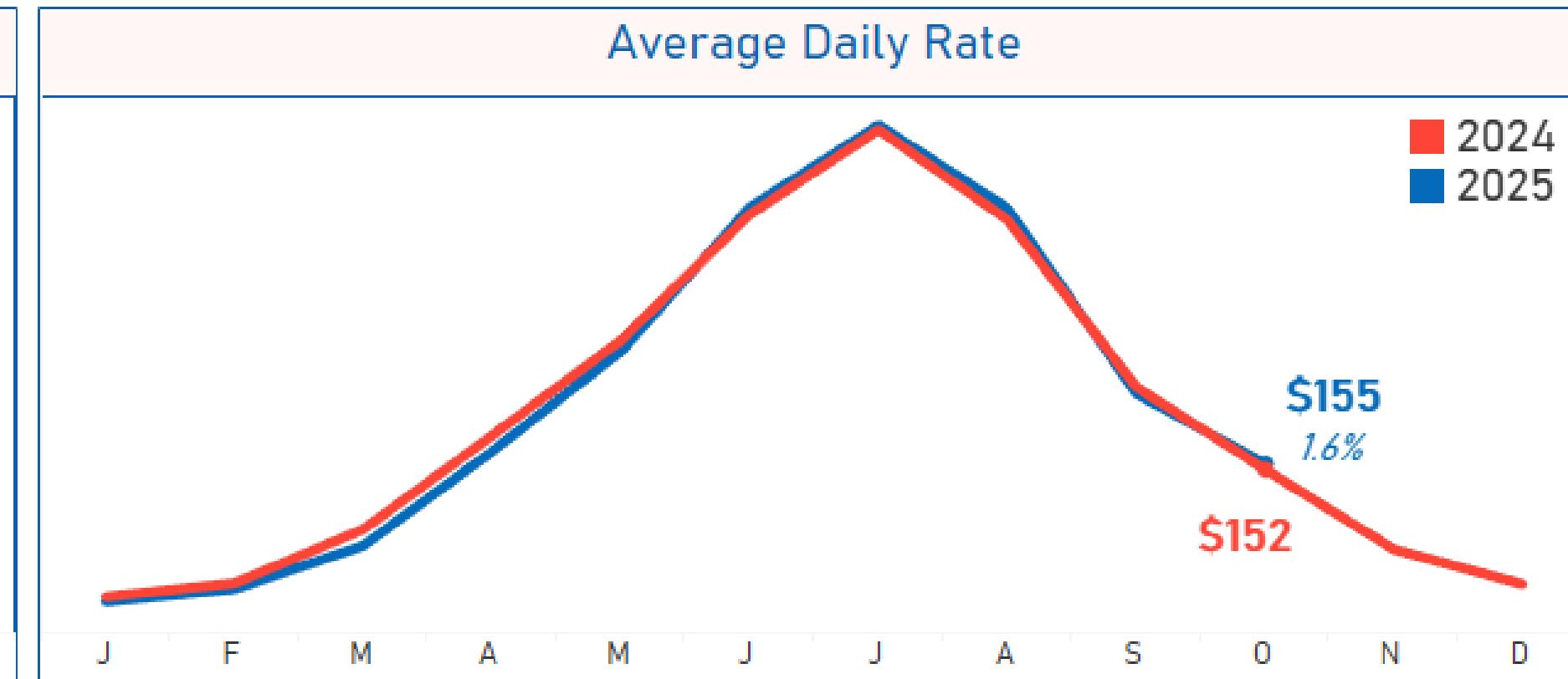
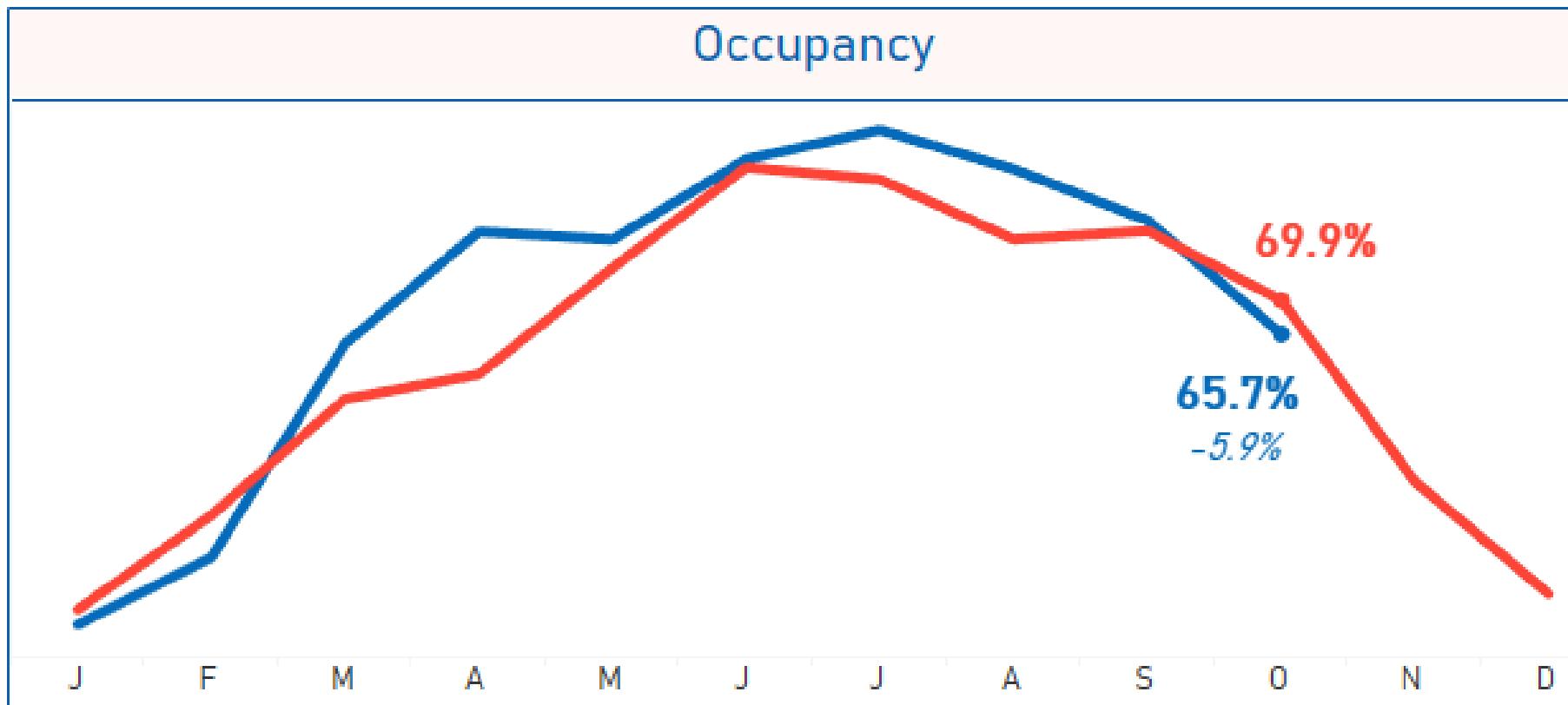
HISTORICAL HOTEL DATA



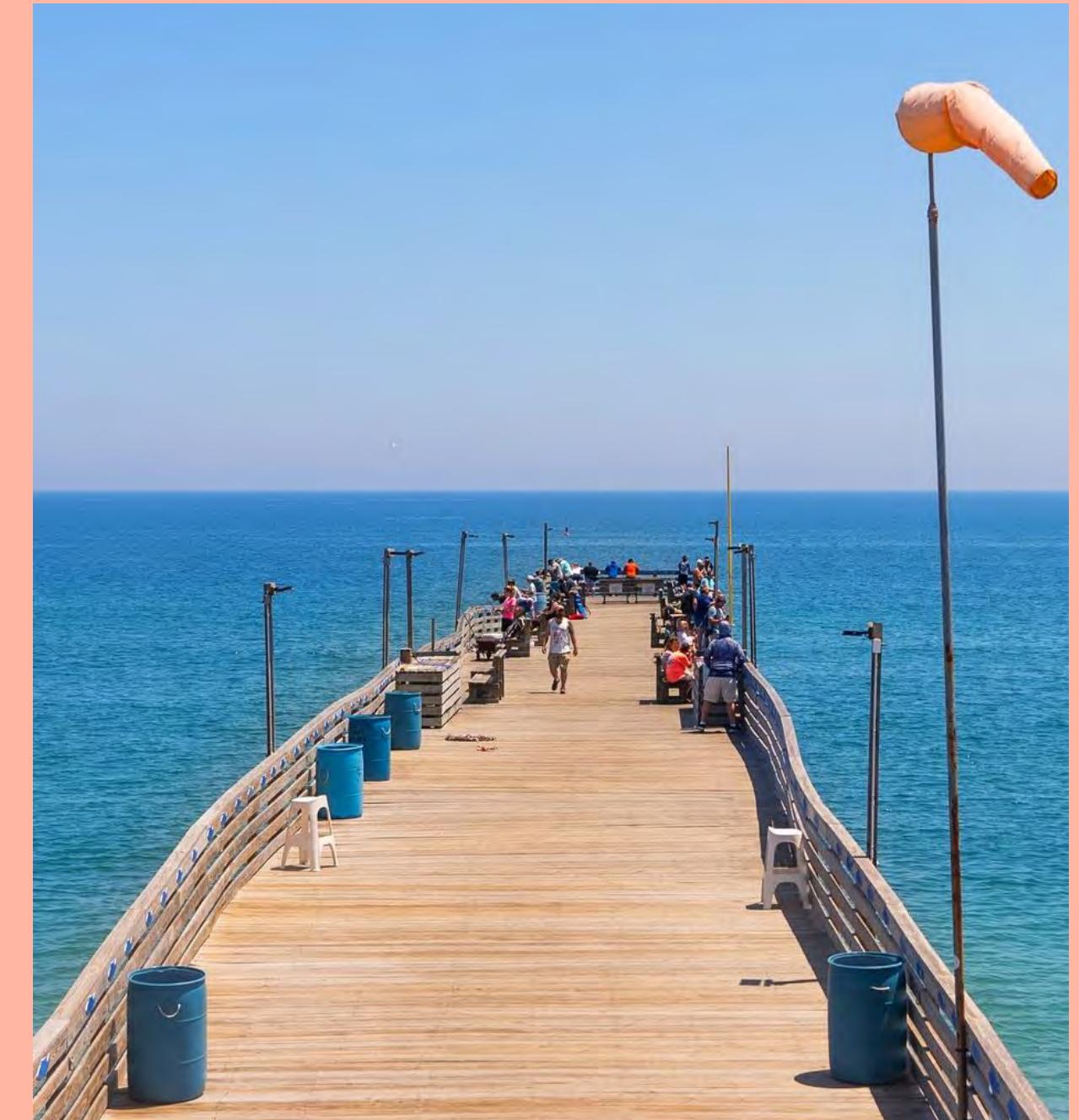
Dare County Monthly Hotel Performance

October 2025

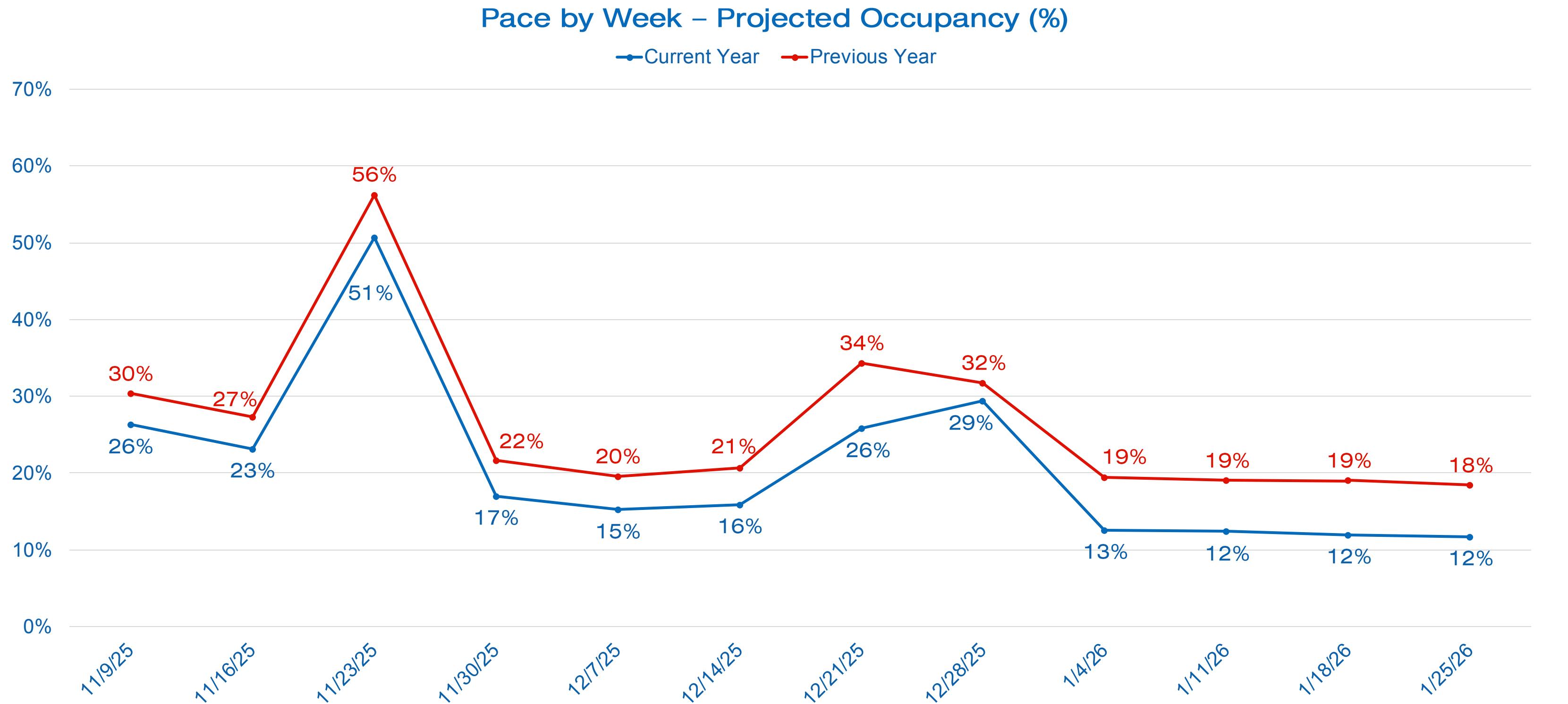
Source: KeyData (sample: 12 hotels; 1,496 rooms)



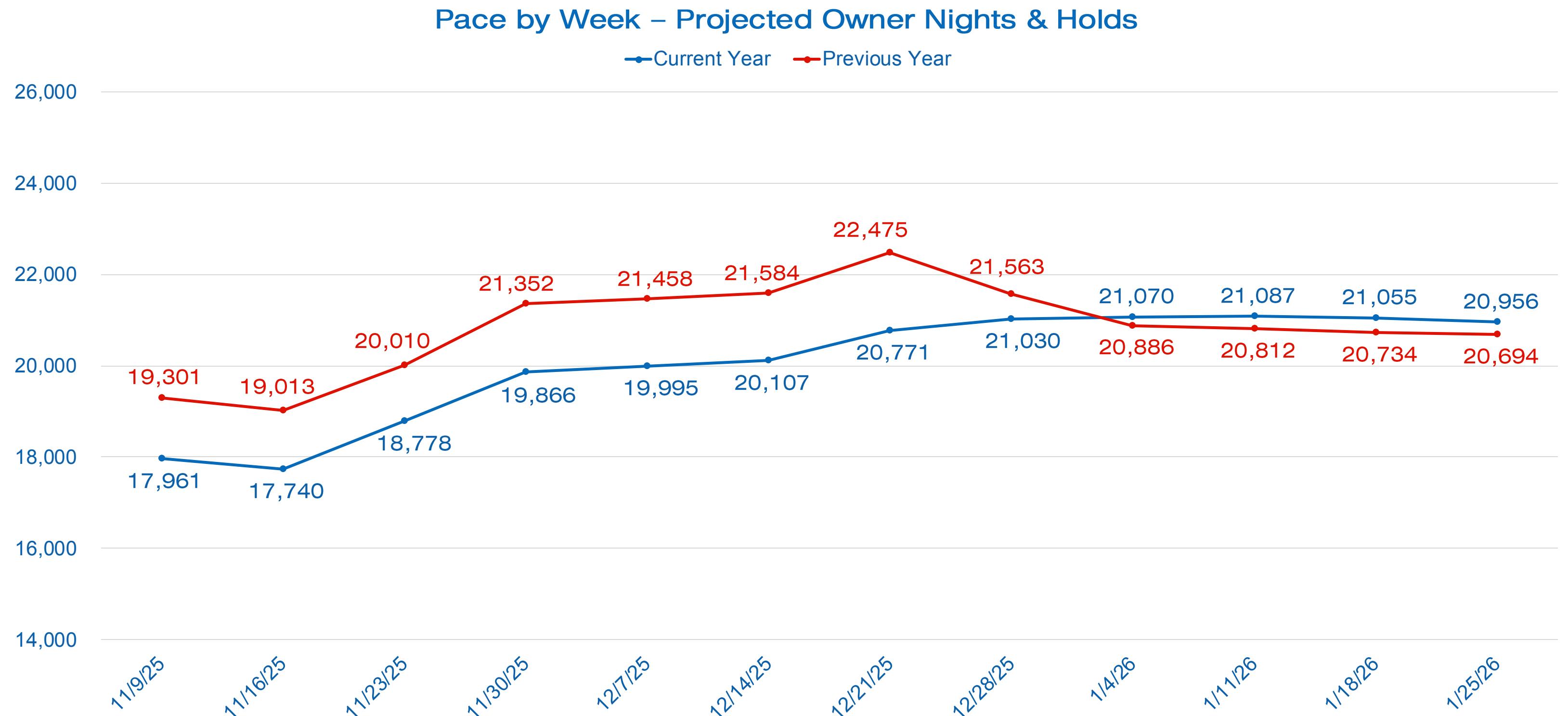
SHORT-TERM RENTAL PACING DATA



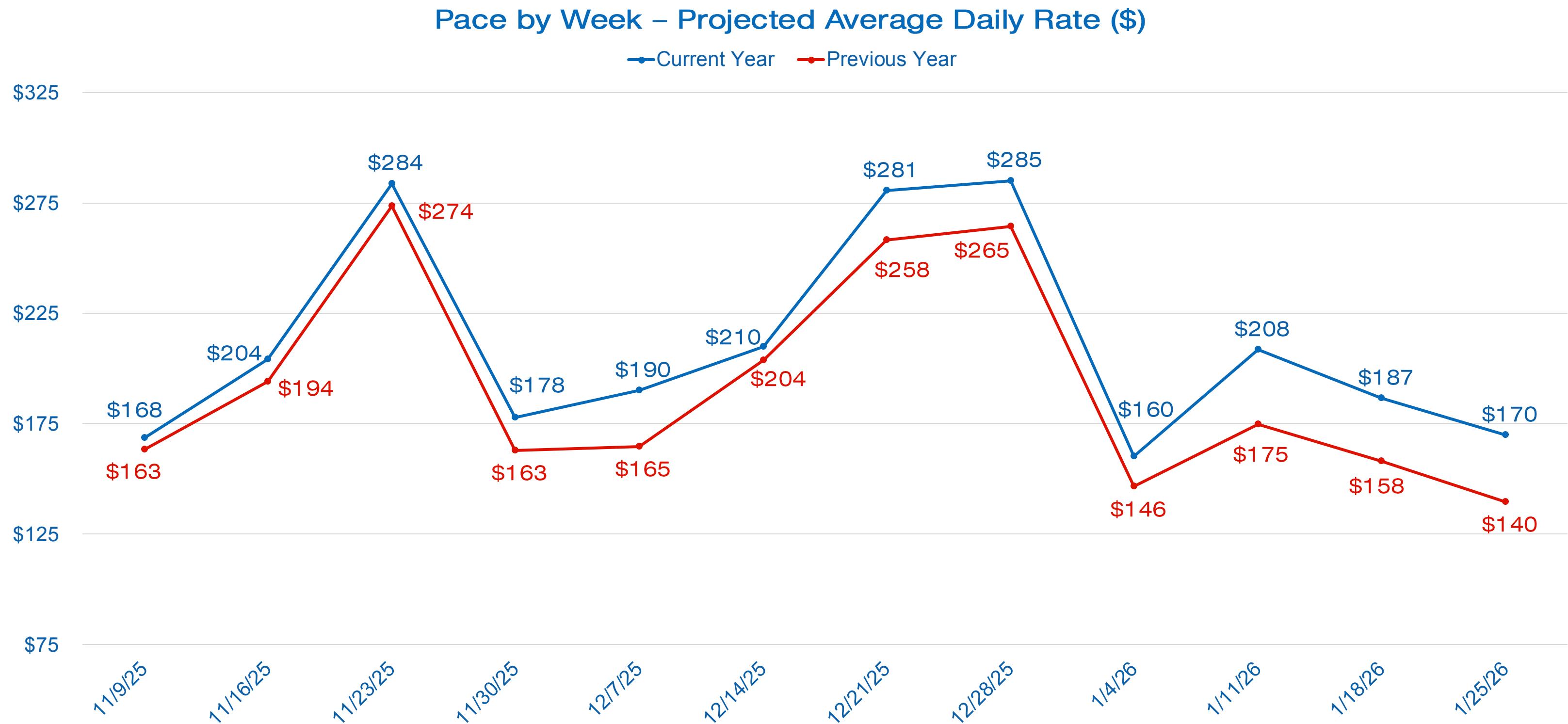
DARE COUNTY – PROJECTED OCCUPANCY BY WEEK



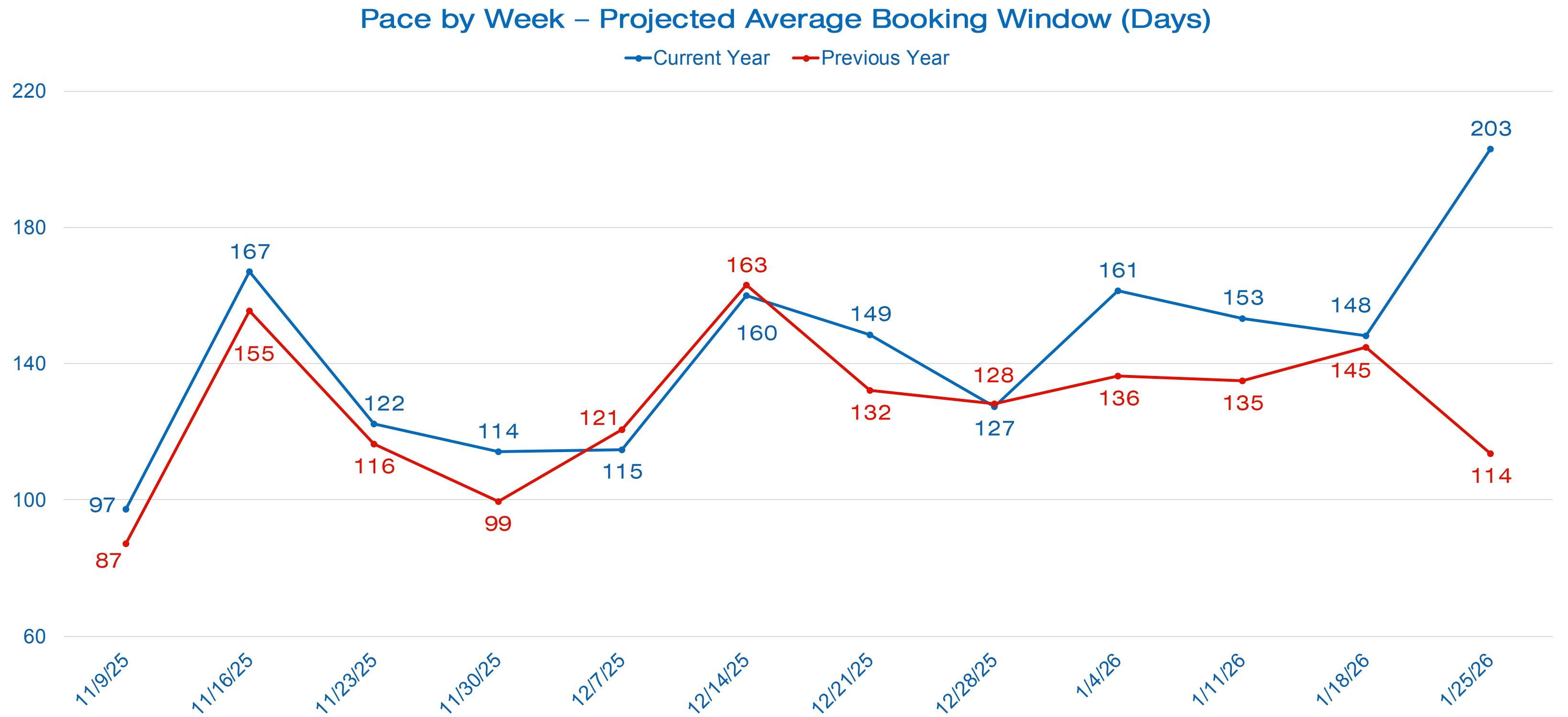
DARE COUNTY – PROJECTED OWNER NIGHTS & HOLDS



DARE COUNTY – PROJECTED AVERAGE DAILY RATE



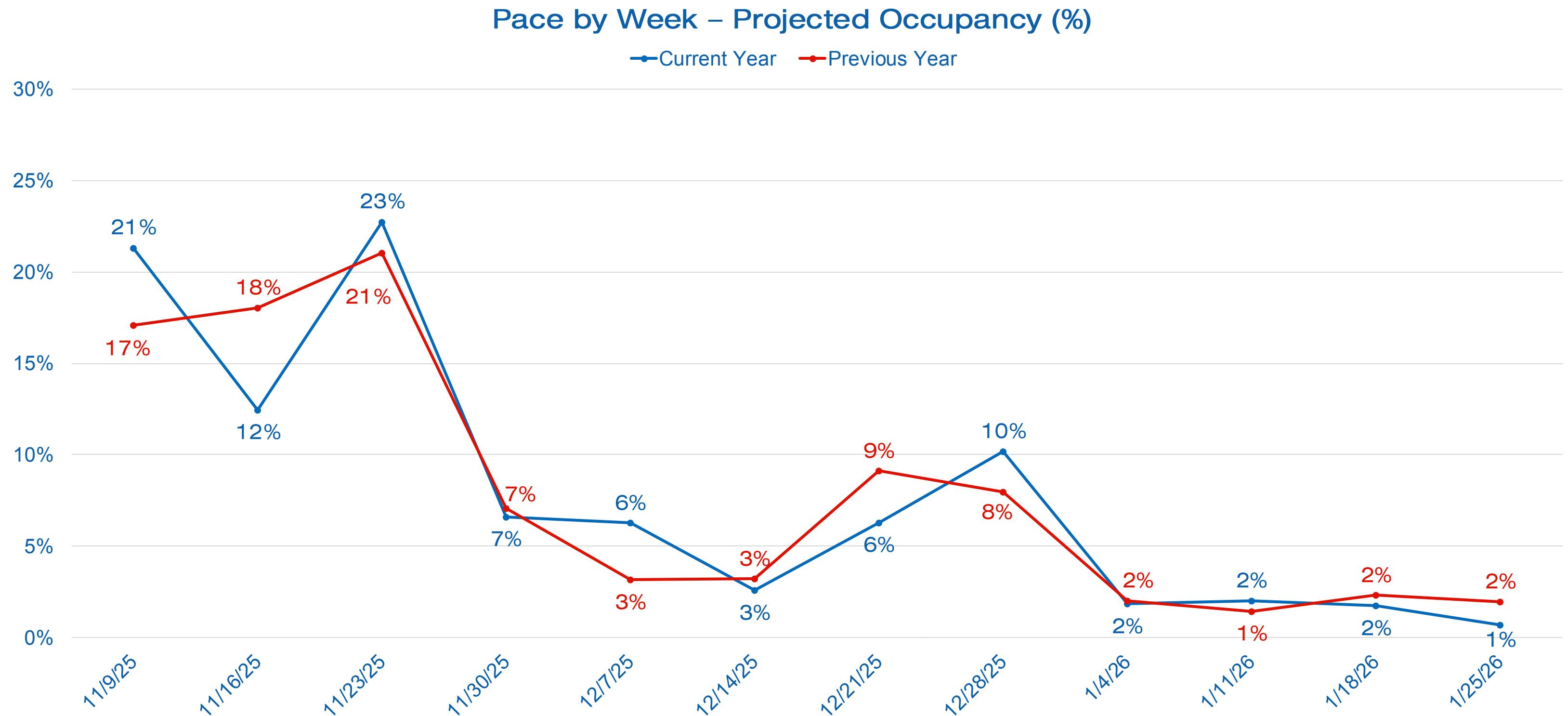
DARE COUNTY – PROJECTED AVERAGE BOOKING WINDOW (DAYS)



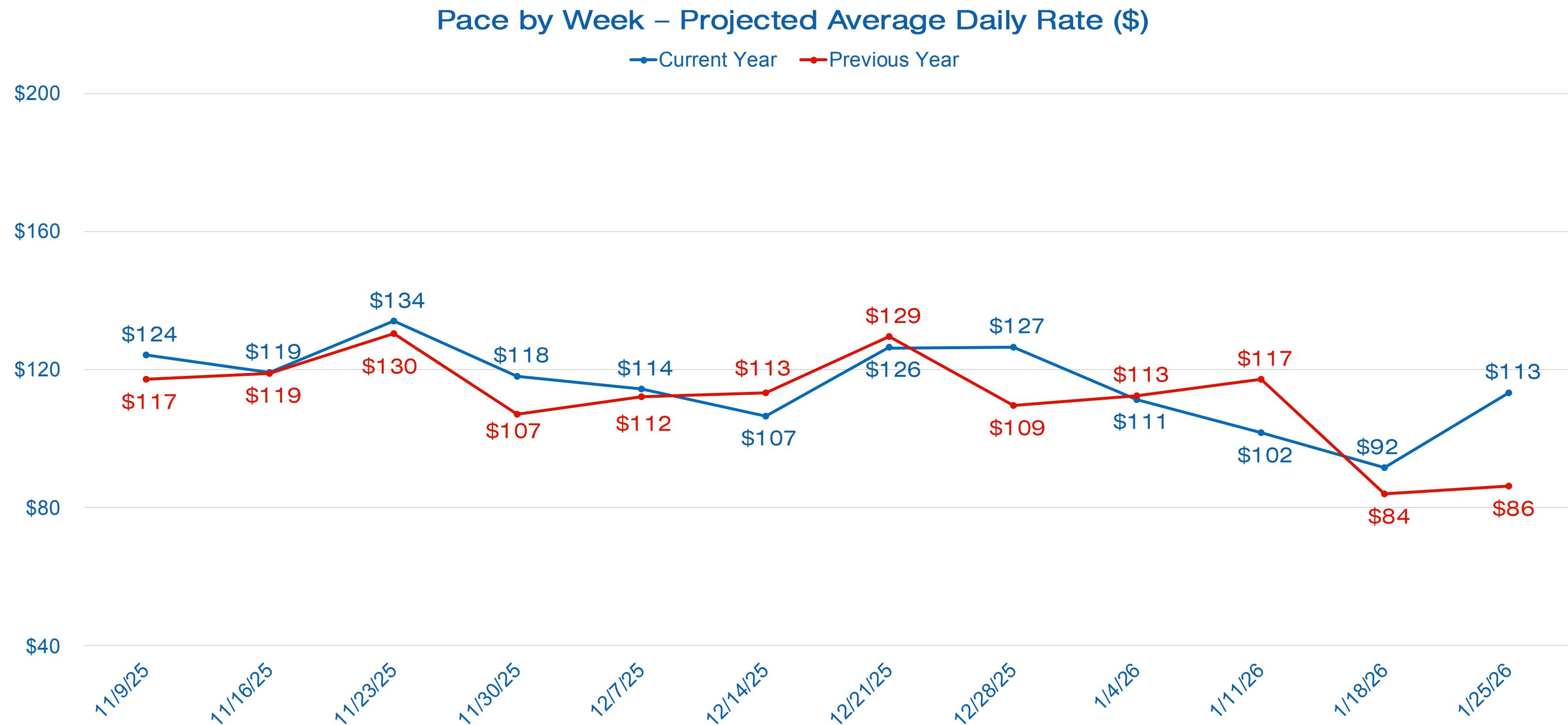
HOTEL PACING DATA



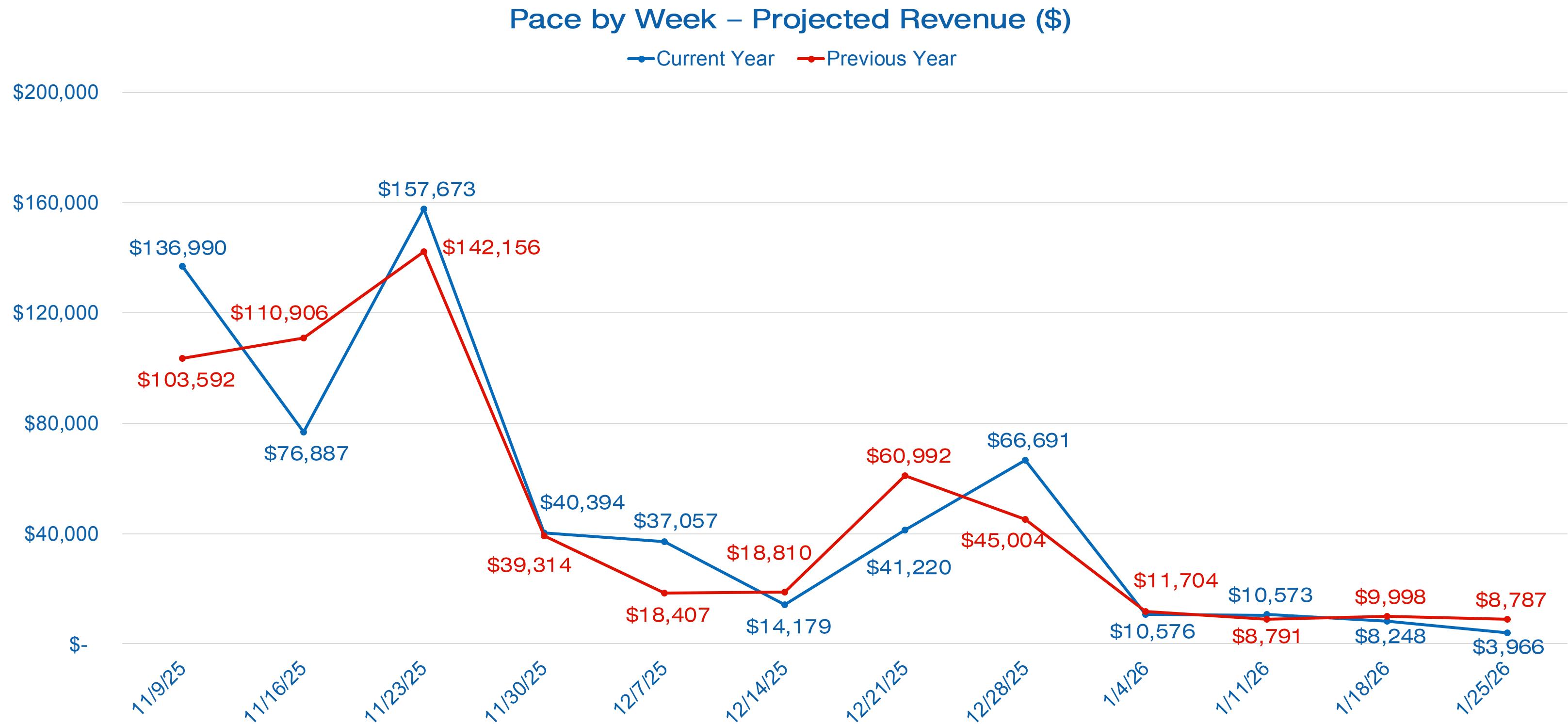
DARE COUNTY HOTELS – PROJECTED OCCUPANCY



DARE COUNTY HOTELS – AVERAGE DAILY RATE



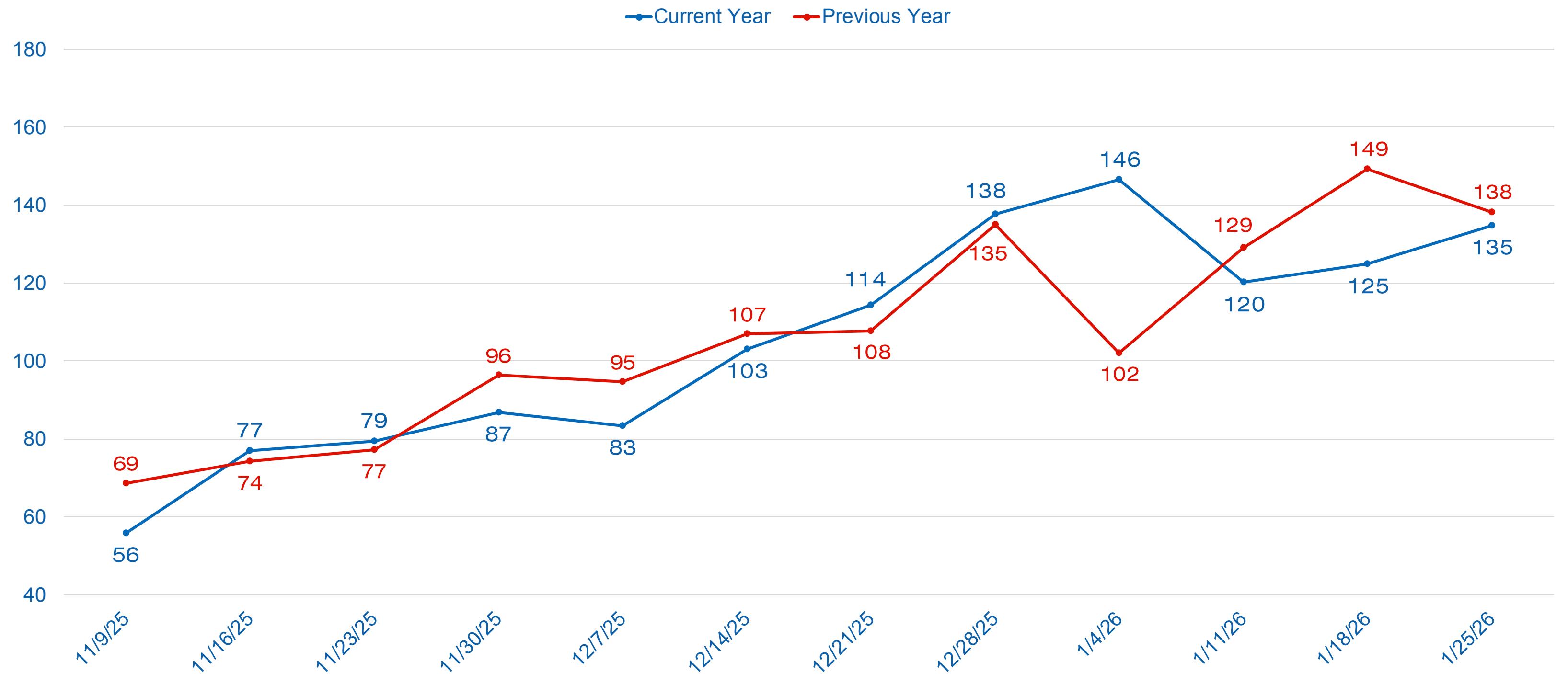
DARE COUNTY HOTELS - REVENUE



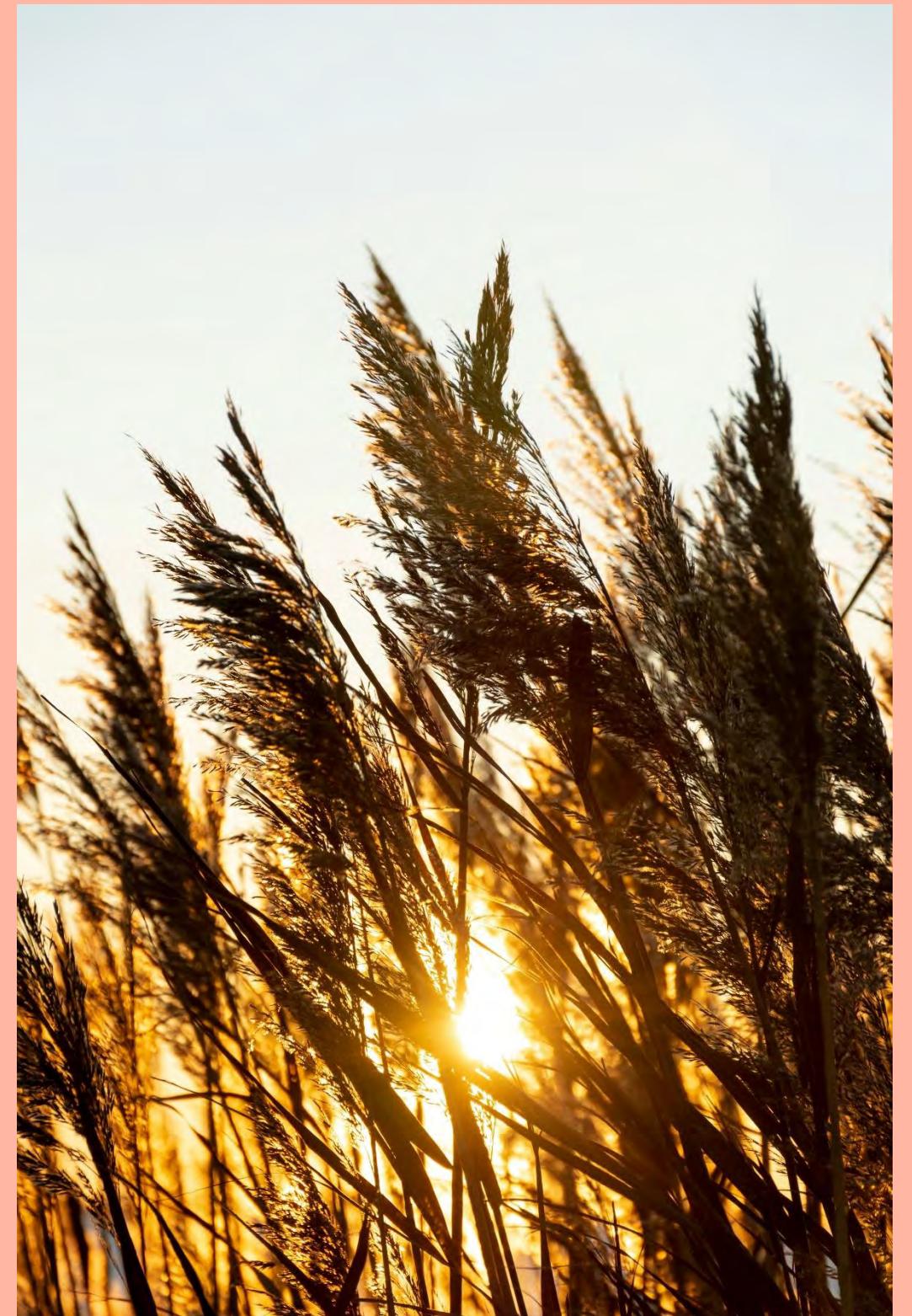
Source: Key Data (as of 11/11/2025, Sample = 12 hotels, 1,496 rooms)

DARE COUNTY HOTELS – AVERAGE BOOKING WINDOW (DAYS)

Pace by Week – Projected Average Booking Window (Days)



VISA DESTINATION INSIGHTS



Outer Banks Monthly Visitor Spending

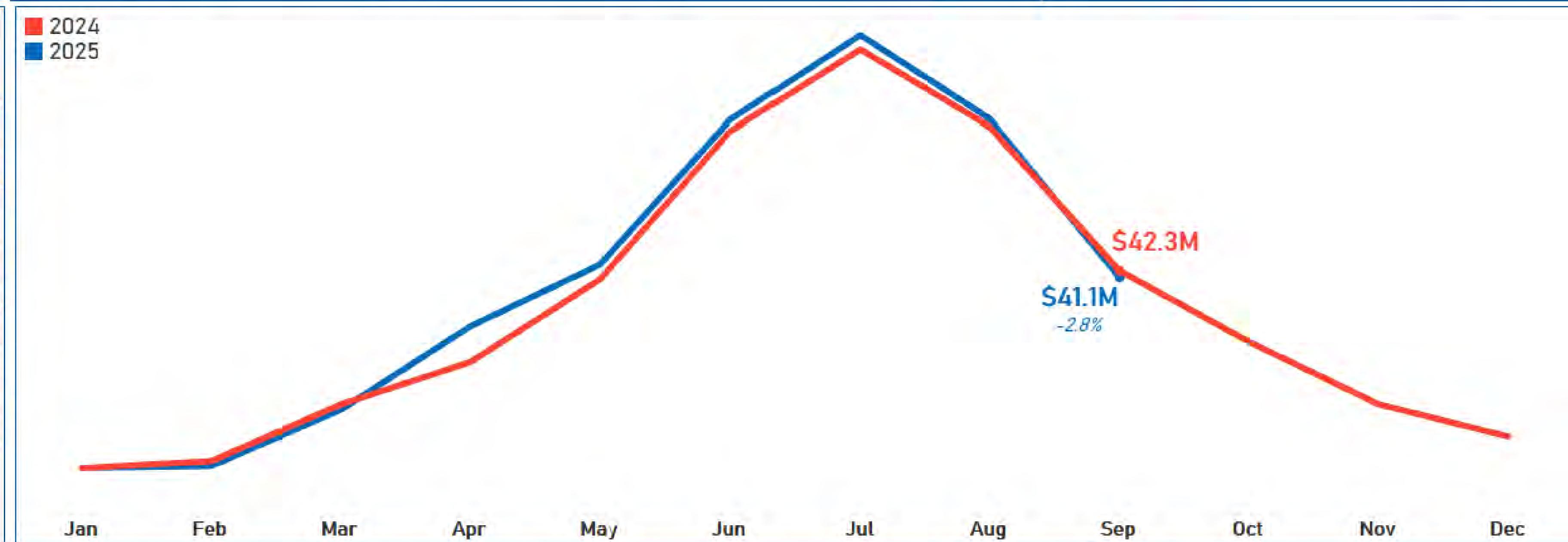
September 2025

Source: Visa - please note these values only reflect in-market spending and does **not** include any online purchases or prepaid spending.

Sep '25
YoY

Domestic Visitor		International Visitor		Visitor Grand Total	
Spend Amount	Card Count	Spend Amount	Card Count	Spend Amount	Card Count
\$40,872,070	211,030	\$232,582	1,032	\$41,104,652	212,062
-2.7%	-3.4%	-24.2%	-33.5%	-2.8%	-3.6%

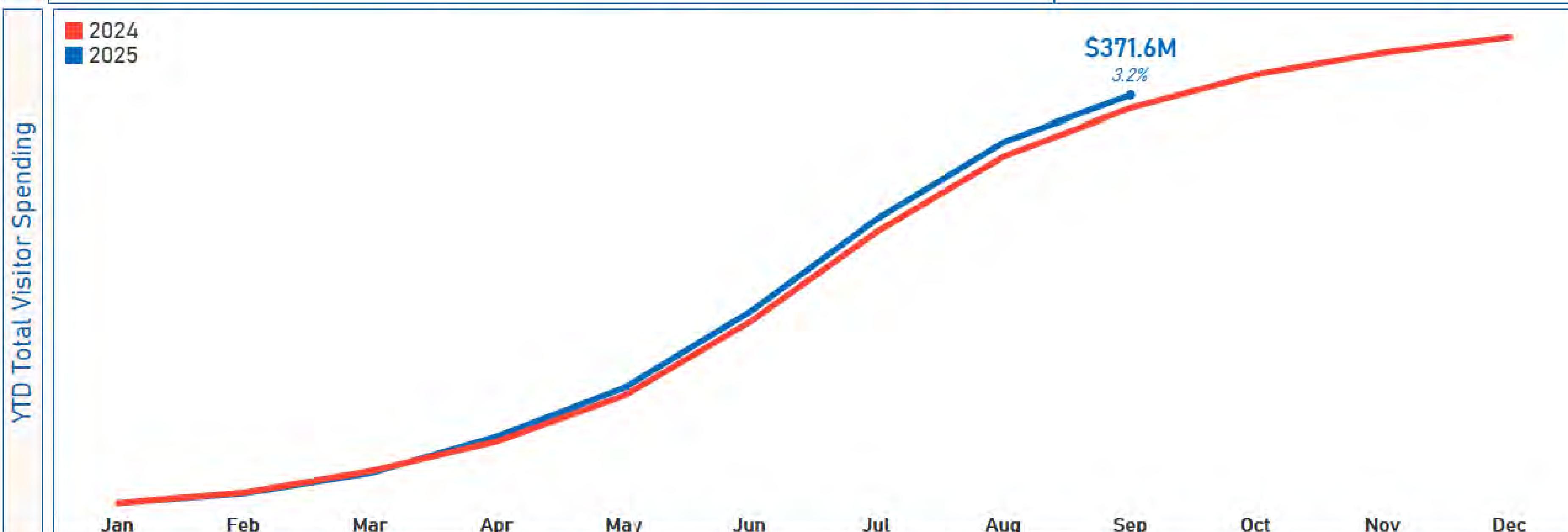
Total Monthly Visitor Spending



Outer Banks Monthly Visitor Spending Calendar YTD Through September 2025

Source: Visa - please note these values only reflect in-market spending and does **not** include any online purchases or prepaid spending.

YTD '25	Domestic Visitor		International Visitor		Visitor Grand Total	
	Spend Amount	Card Count	Spend Amount	Card Count	Spend Amount	Card Count
	\$368,828,921	1,819,666	\$2,761,059	11,599	\$371,589,981	1,831,265
YoY	3.6%	1.9%	-31.8%	-24.4%	3.2%	1.6%



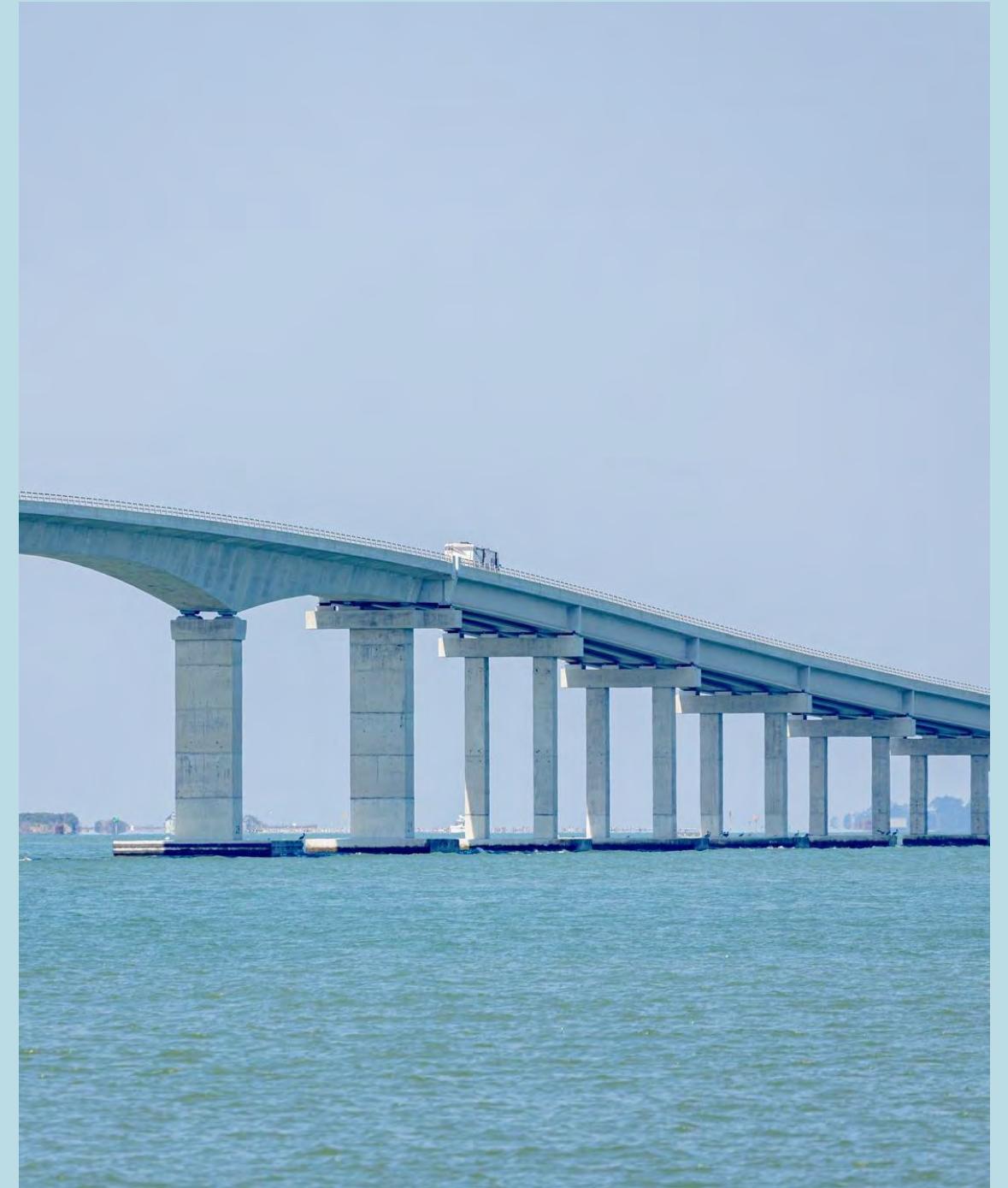
Outer Banks Monthly Visitor Spending

Top Domestic Origin Markets - September 2025

Source: Visa - please note these values only reflect in-market spending and does **not** include any online purchases or prepaid spending.

	Spend Amount	=	YOY % Change	Card Count	YOY % Change
Virginia Beach-Norfolk-Newport News, VA-NC	\$5,200,799	=	-3.1%	32,908	-7.2%
Washington-Arlington-Alexandria, DC-VA-MD-WV	\$5,058,948	=	-8.9%	22,879	-9.7%
Richmond, VA	\$3,463,276	=	-0.9%	17,366	-4.6%
Baltimore-Columbia-Towson, MD	\$1,342,808	=	-6.5%	6,221	-7.5%
Raleigh-Cary, NC	\$1,275,200	=	-1.9%	7,648	-7.1%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	\$1,235,379	=	-3.6%	5,761	-5.3%
Pittsburgh, PA	\$946,431	=	-6.4%	4,106	-6.0%
New York-Newark-Jersey City, NY-NJ-PA	\$747,660	=	-6.1%	3,655	-14.0%
Elizabeth City, NC	\$707,475	=	6.0%	5,974	2.0%
Charlotte-Concord-Gastonia, NC-SC	\$615,765	=	-4.3%	3,873	11.0%
Charlottesville, VA	\$605,905	=	0.9%	2,723	-5.3%
Harrisburg-Carlisle, PA	\$421,641	=	-2.2%	1,821	-3.4%
Winchester, VA-WV	\$392,758	=	-3.4%	1,565	-6.8%
Roanoke, VA	\$390,864	=	22.3%	1,561	5.6%
Lynchburg, VA	\$383,663	=	-13.1%	1,862	-12.0%

DIGITAL MARKETING METRICS



Outer Banks Visitors Bureau

FY25-26 Paid Media

October 2025 Dashboard



campaign insights

This dashboard highlights Outer Banks Visitors Bureau's analytics, managed and audited by Hoffman York. It includes delivery highlights for paid media campaigns and outerbanks.org website activity.

- **Delivery trends:** Reviews FY25-26 year-to-date (FYTD) versus prior fiscal year-to-date totals.
- **Website analytics overview:** Reviews key KPIs/events tracked and website content viewed.
- **Campaign summary, search overview & email marketing performance overview:** Reviews topline delivery metrics for paid media campaigns and email marketing.

October 2025 Highlights

- **Paid Media:** Impressions were up 37% YoY, primarily driven by the Outside custom partnership. Both impressions and video views are up significantly compared to the same time frame last fiscal year.
 - Note: October Linear TV metrics for Outside, including video views, are not yet available. Once received, they will be added into deliveries.
 - Continuity
 - Native Display creative on Teads supported Volunteer Week, Cozy Inns, Haunted Spots, Halloween Fun, and the Seafood Festival. The Seafood festival creative generated the best CTR at 0.52%. Users in the Email Retargeting audience who clicked the Haunted Spots creative spent the most time on the website, at 1 minute 50 seconds.
 - Fall: Remaining Fall media ended by 10/31, including the Outside Custom Partnership, Native Display (Teads & Google + Guidebook), and YouTube (Streaming Video + Monthly Boosts).
- **Website:** Total monthly sessions were flat YoY, with Organic Search (32%) and Paid Search (28%) driving the majority of site sessions.
 - The /plan-your-trip/ page saw the largest growth (Oct 2025 vs. Oct 2024) at +16K page views or 10%. Traffic to the beach webcams page made up a majority of traffic to /plan-your-trip/ pages (69%).
- **Email:** 101K emails were sent across consumer marketing contact sublists and various workflows, achieving an overall 19% open rate, 8% CTR (opens), and a 0.64% bounce rate. Total opens for the month were up 6% YoY.
 - The October 2025 OBX email "Spooky or Secret? Get Both on the OBX" earned an 18% open rate and 7% CTR (opens), with most clicks going toward the OBX Seafood Festival event module (19%), followed by the CTA button Check out seasonal travel specials (18%).
 - A seasonal Active Vacationer email titled "Calling Adventurous Spirits to the OBX" was also sent out to the members of the active vacationer workflow. This earned a 23% open rate and 12% CTR (opens), with most clicks going to the Halloween events module (27%).
 - Among workflows, the Art, History & Culture workflow performed the best, achieving a 30% open rate and 42% CTR (opens).

Dashboard was updated on 11/12/25. Data is reviewed and validated through - Media, Email, and Website: 10/31/25.

FYTD = Fiscal Year Total To-Date (includes all data from July 2025 through the listed 'reviewed and validated date').

Monthly Delivered v. Previous Year = Month Of v. Same Month Previous Year (i.e. July 2025 vs. July 2024)

delivery trends

FYTD: Impressions

67,923,489
+ 24.49% (13,363,133)

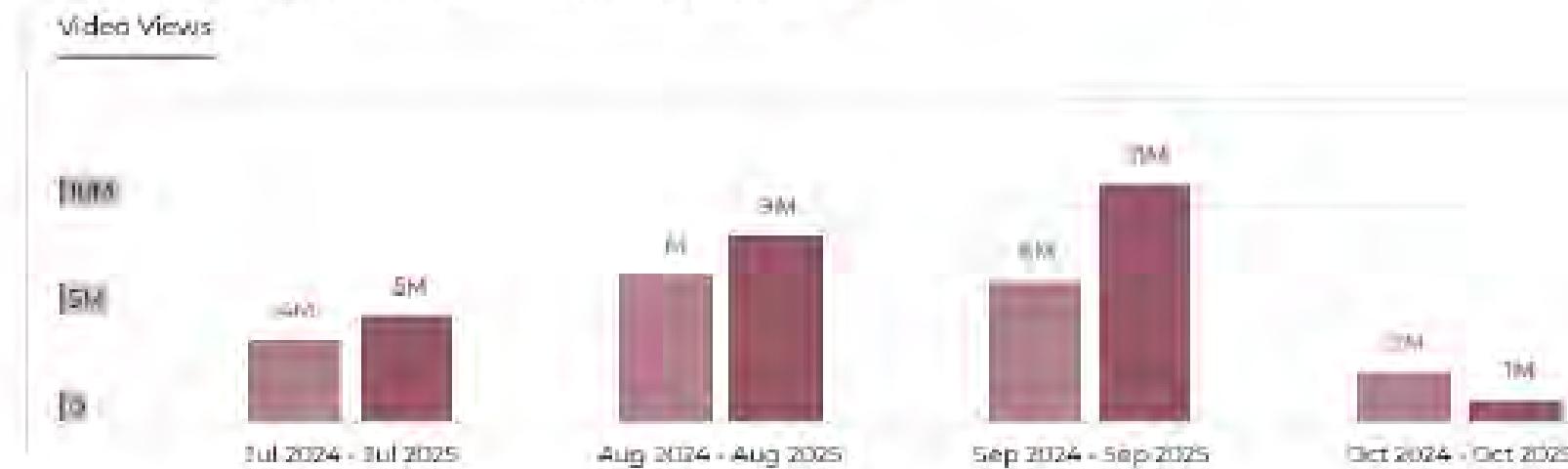
Monthly Impressions Delivered vs. Previous Year



FYTD: Video Views

25,582,413
+ 32.31% (6,247,936)

Monthly Video Views Delivered vs. Previous Year



Monthly Email Opens v. Previous Year



Monthly Website Sessions v. Previous Year



Executive Summary

Drive Awareness					Drive Intent				
KPI: Impressions					KPI: Website Sessions Referred by Social Sources				
Performance As Of:	Oct 2025	Oct 2024	Base Goal	Stretch Goal	Performance As Of:	Oct 2025	Oct 2024	Base Goal	Stretch Goal
Current Month	4,903,045	4,572,942	4,783,263	6,471,474	Current Month	64,476	49,562	31,748	38,621
Cumulative Fiscal	16,148,467	14,373,680	16,583,900	22,437,041	Cumulative Fiscal	131,082	100,447	105,944	128,880
Cumulative % To Target		112%	97%	72%	Cumulative % To Target		130%	124%	102%

Engage					Convert				
KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, Link Clicks, Media Clicks					KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-Ups				
Performance As Of:	Oct 2025	Oct 2024	Base Goal	Stretch Goal	Performance As Of:	Oct 2025	Oct 2024	Base Goal	Stretch Goal
Current Month	266,109	294,043	256,615	313,641	Current Month	1,795	1,065	1,502	1,755
Cumulative Fiscal	996,915	547,026	820,278	1,002,562	Cumulative Fiscal	8,030	5,336	5,170	6,039
Cumulative % To Target		182%	122%	99%	Cumulative % To Target		150%	155%	133%

Key Messaging:

- Autumn tranquility on the OBX
- Spooky spots on the OBX
- OBX Webcams

Performance Overview:

- Ads were paused in October in sensitivity with over-wash and house collapses. Pause did not appear to have an impact on results as all KPIs exceeded monthly goal projections.
- Traffic, engagement, and conversion performance YTD is trending above projected goal with traffic and conversions currently trending above stretch goal. While impressions are trending slightly below goal (97% to goal), October performance exceeded projections for the month.

Next Steps & Recommendations:

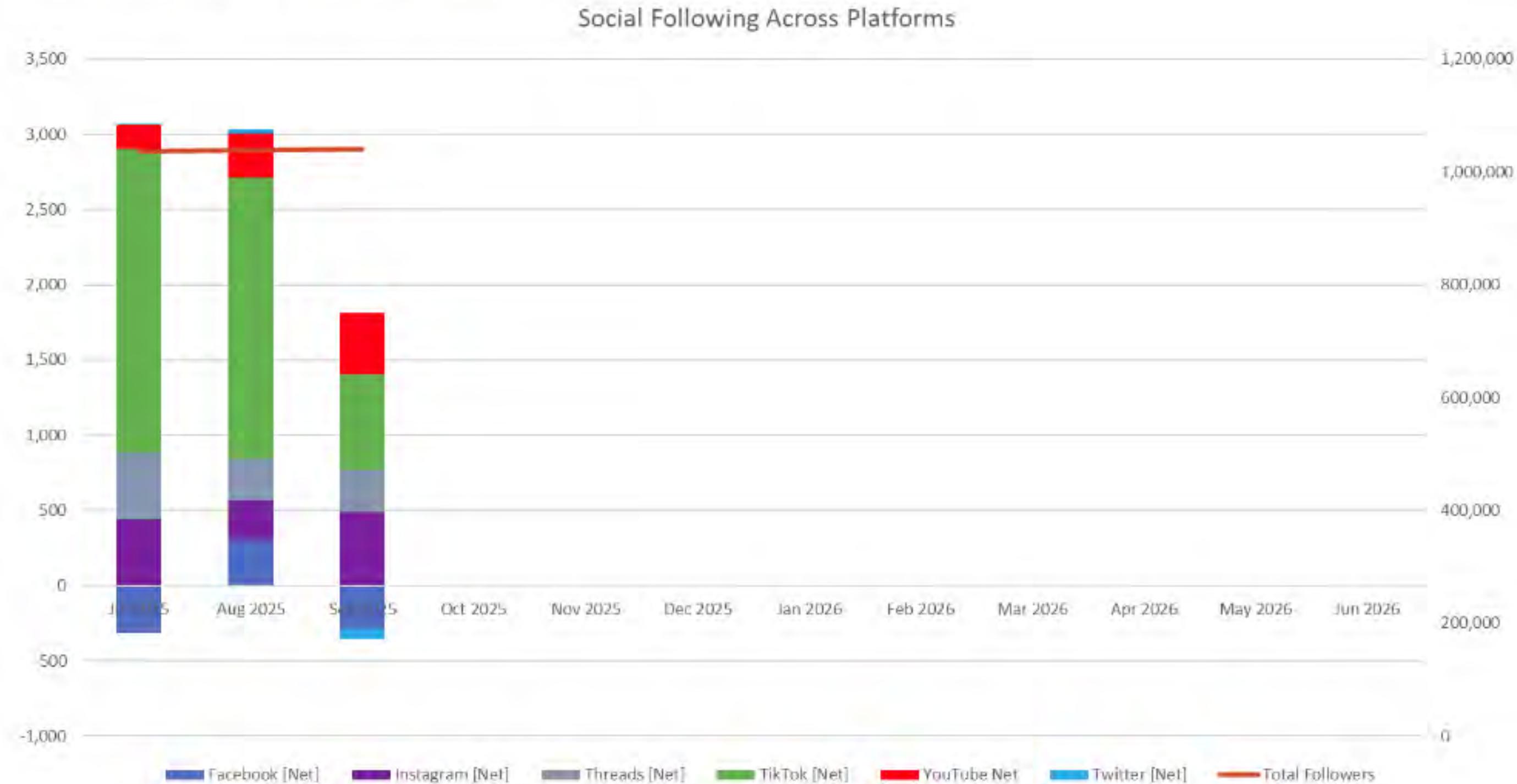
- Ignite will be supporting Hoffman York by reincorporating ads directing users to the eNews sign-up page to encourage more direct subscribers. Ignite will monitor cost/conversion and fold into future conversion campaigns if efficient.
- Continue to incorporate a "trendy style" content approach with TikTok videos.
- Remaining funds for Reddit test will be used to drive Travel Guide requests in January when the new guide is available and media costs are likely to be lower.



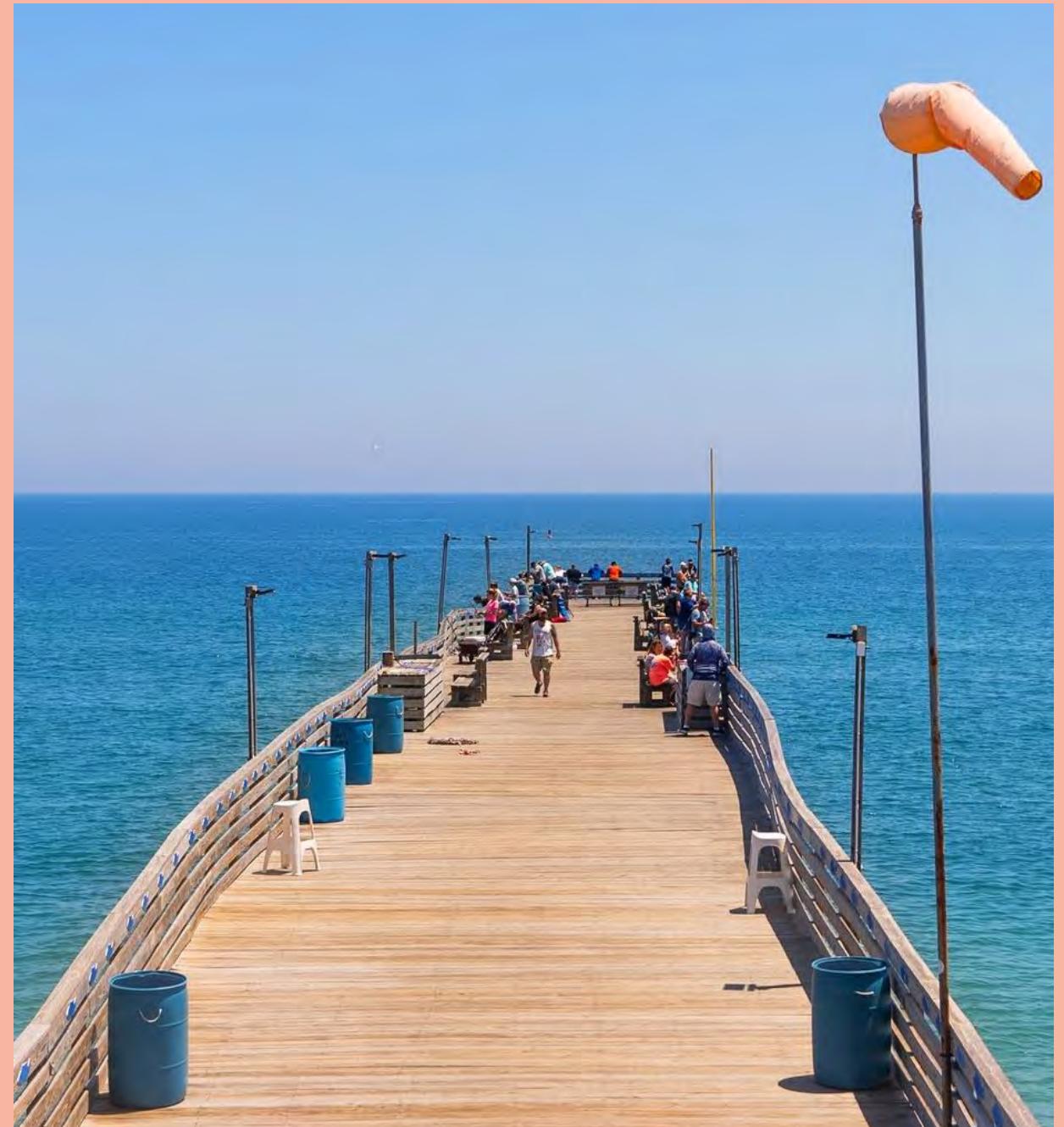
Engage - Community Growth

Highlights:

- Growth on TikTok slowed but YouTube growth remained elevated as the promoted campaign encouraging subscriptions continued into September. Over 240 new subscriptions were attributed to the campaign at a cost/subscriber of \$0.97.

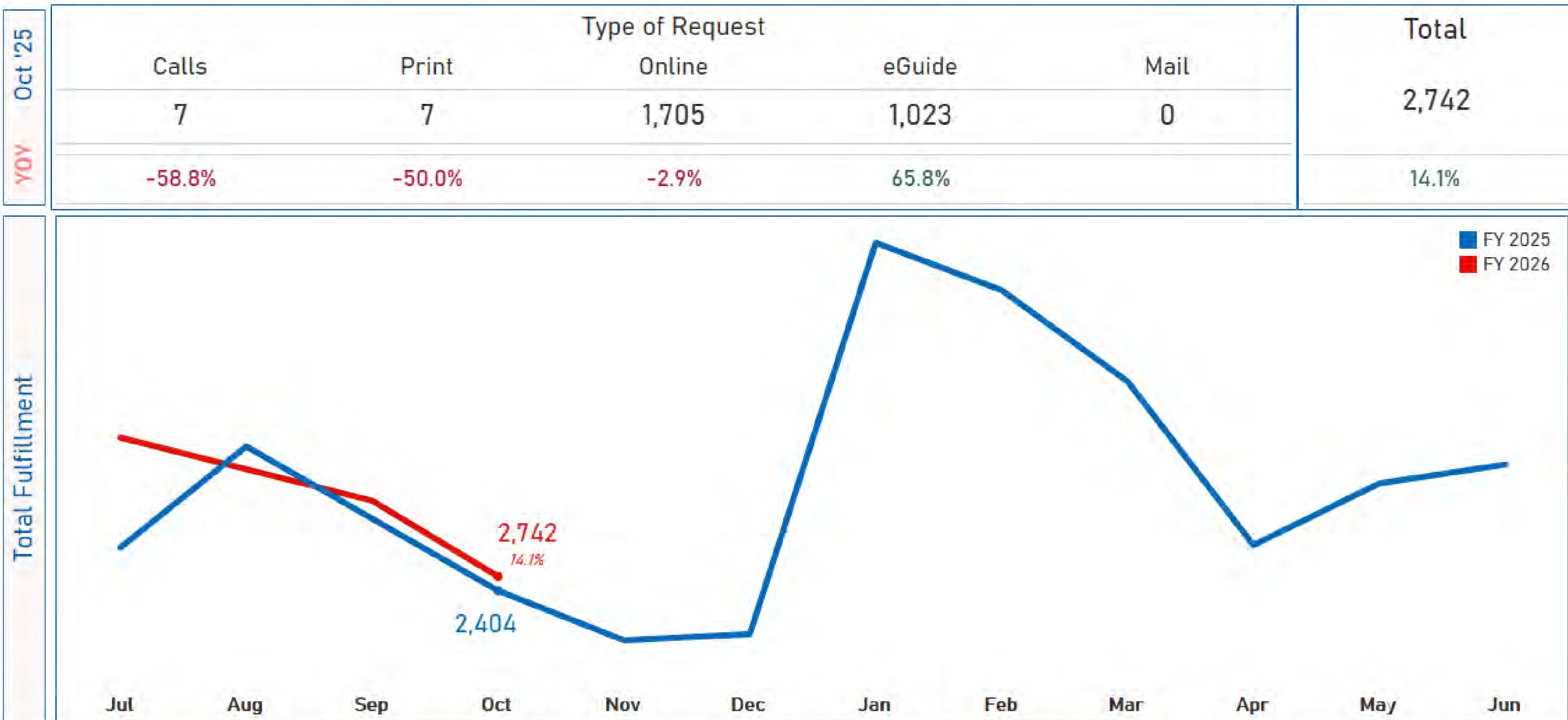


BUREAU FULFILLMENT



Outer Banks Visitors Bureau Monthly Fulfillment

FY 2026, October



TRAVELER SENTIMENT



AMERICAN TRAVEL SENTIMENT STUDY (WAVE 101)

*Survey fielded October 7, 2025; US National Sample of 1,000 adults 18+

American Travel Sentiment Wave 101 Highlights

Key Findings:

- 1. A Look at Travel and Spending Habits this Holiday Season**
41% of travelers plan to alter their frequency of travel this holiday season compared to last year. 23% plan to travel less this holiday season compared to last year, up 6-points from October 2024, while 18% plan to travel more this holiday season. 59% of travelers, however, plan to travel about the same amount this holiday season, indicating a strong holiday travel season this year. An equal number of travelers plan to spend more (24%) and spend less (24%) this holiday season, while 52% plan to spend about the same this holiday season compared to last year.
- 2. Travel by Car for the Holiday Season Popular Among Travelers**
A majority of travelers (55%) plan to travel by car this holiday season, which is in line with 2024 holiday travel. 38% say they are using a car to travel for Thanksgiving, which is followed by car travel for Christmas/Hanukkah/Kwanzaa (29%). 30% of travelers say they plan to travel by plane, with 15% traveling by plane for Christmas/Hanukkah/Kwanzaa.
- 3. A Focus on Family this Holiday Season**
This holiday season travelers have a focus on family. Half of travelers (50%) plan to travel with their spouse/significant other this year followed by 35% saying they plan to travel with their child(ren). The top activity travelers are participating in this holiday season is visiting friends/family, up highlighting the value of family and connection this holiday season.

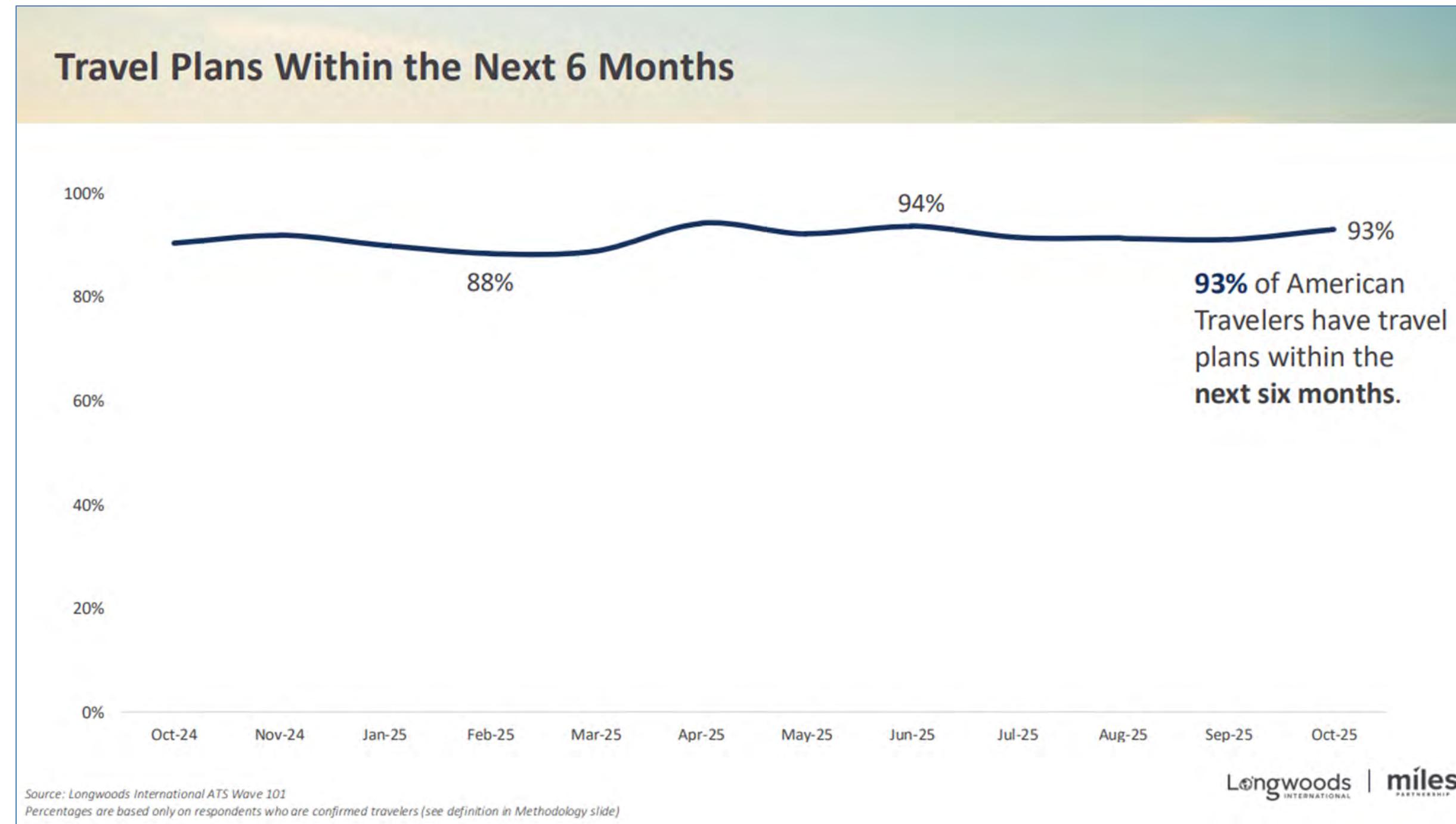
Source: Longwoods International ATS Wave 101



Longwoods | miles
INTERNATIONAL PARTNERSHIP

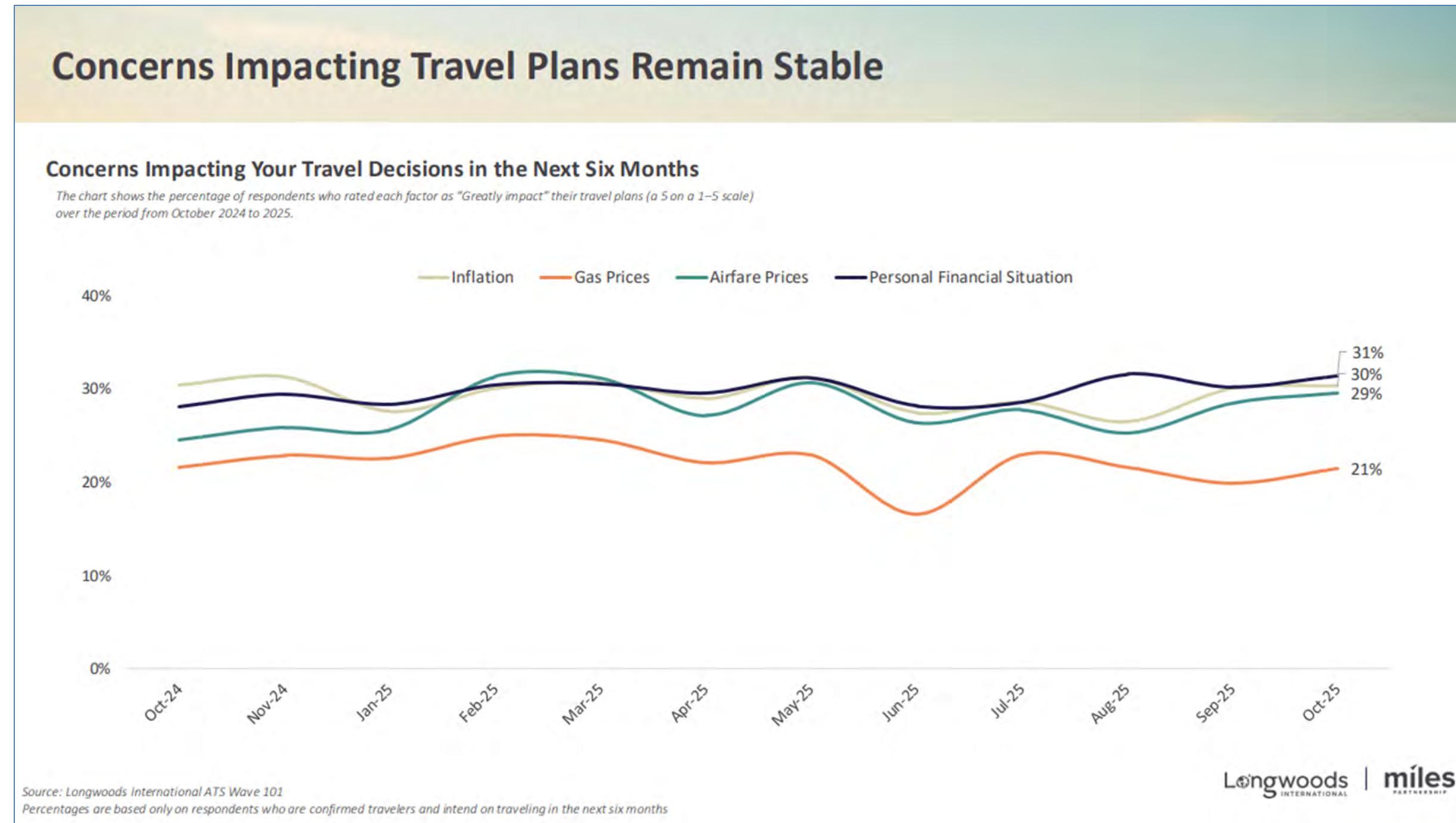
AMERICAN TRAVEL SENTIMENT STUDY (WAVE 101)

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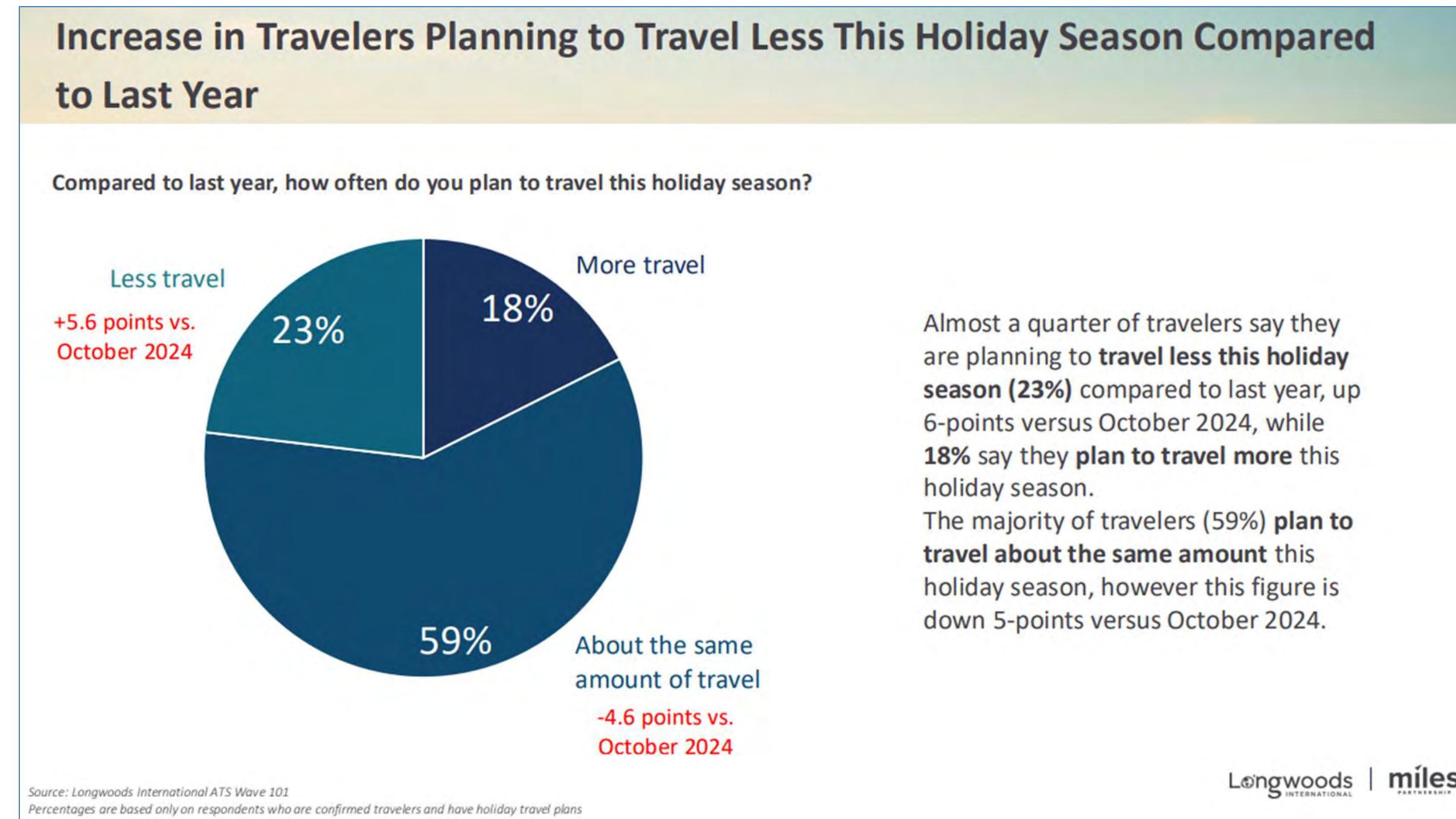
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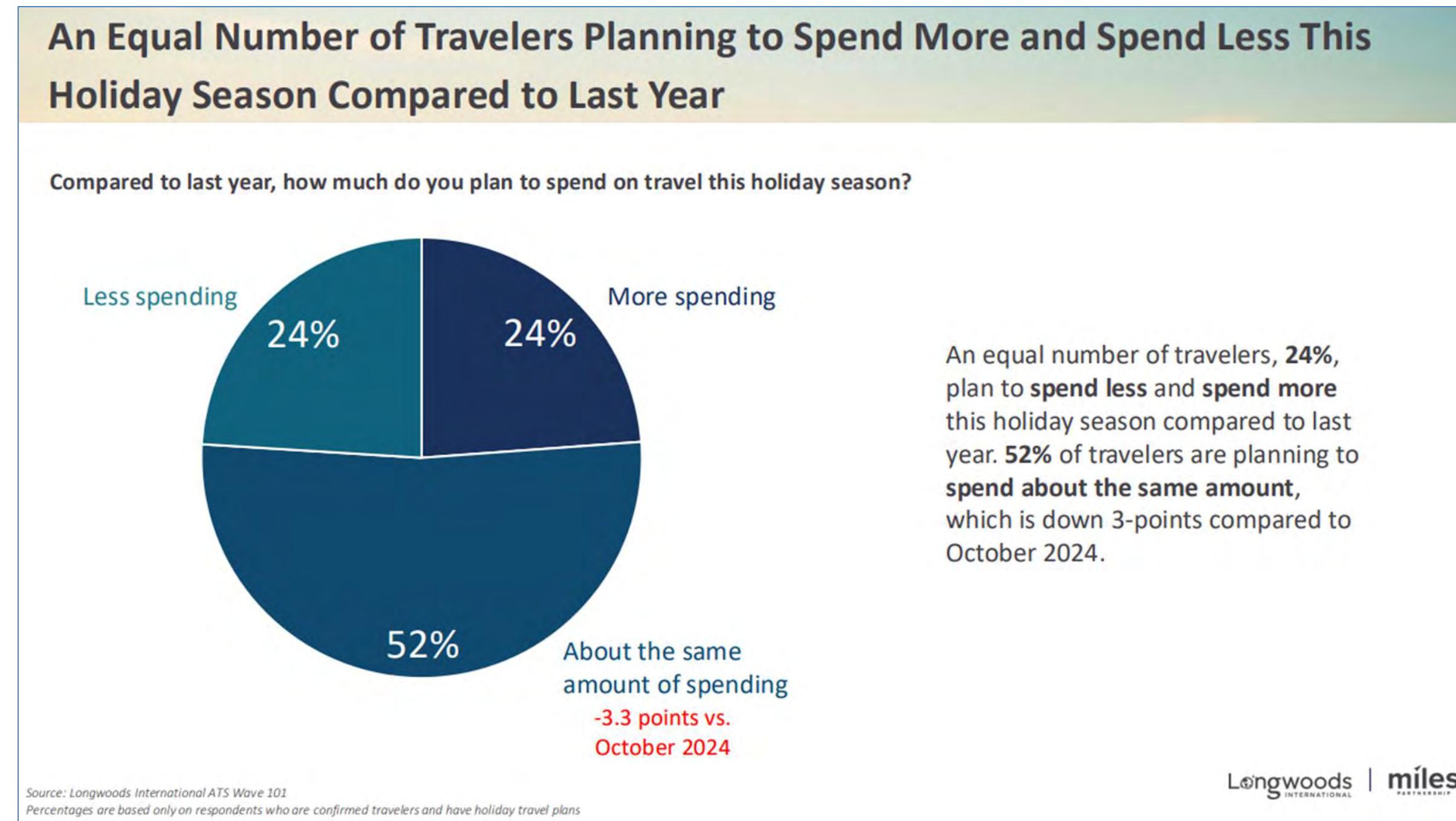
AMERICAN TRAVEL SENTIMENT STUDY (WAVE 101)

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AMERICAN TRAVEL SENTIMENT STUDY (WAVE 101)

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AMERICAN TRAVEL SENTIMENT STUDY (WAVE 101)

*Survey fielded October 7, 2025; US National Sample of 1,000 adults 18+

American Travel Sentiment Methodology

The American Travel Sentiment Study is the most comprehensive and longest-running survey of its kind, offering valuable insights into the factors influencing American travel behaviors.

Key Details:

- Survey Date: October 7, 2025
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error: $\pm 3\%$
- Representative of U.S. population demographics (age, gender, region)

Travelers are only respondents that have taken a trip in the last 3 years and intend to take a trip in the next 2 years.

Conducted with support from Miles Partnership, this study remains a vital tool for understanding the dynamic landscape of American travel.



Longwoods | miles
INTERNATIONAL | PARTNERSHIP

Volunteer OBX Portal to Assist with Recruiting, Engaging and Retaining Volunteers



The Outer Banks Visitors Bureau is excited to announce a partnership with Asheville, NC-based Galaxy Digital to create the [Volunteer OBX](#) portal, an online hub that will help Dare County nonprofit organizations and government entities recruit, engage and retain volunteers. As a key new component of the Bureau's [Voluntourism](#) initiative, this portal has the potential to serve as a centralized community resource, providing participating organizations with free tools to better schedule, manage and communicate with volunteers. Functionality includes:

- Volunteer sign-ups and scheduling
- Hours tracking and other reporting features
- Volunteer check-in, email and text capabilities to enhance communication with volunteers

The portal will also make it simpler for residents, visitors and second homeowners to quickly search, find and select the opportunities that fit their schedule and that they're passionate about.

Nonprofit organizations and government entities who are interested in creating a profile and listing volunteer opportunities can learn how to get involved at <https://conta.cc/42Sn8XF>.

OBVB Hosts Second 'Promise for the Park' Beach Cleanup on October 23



The Visitors Bureau hosted its second 'Promise for the Park' Beach Cleanup on October 23 as part of its participation in the [National Park Service 'Adopt-a-Beach' volunteer program](#).

Earlier this year, OBVB adopted Cape Hatteras National Seashore Beach Access Ramp 1, covering the one-mile stretch immediately south of the homes in South Nags Head to Ramp 2 at Coquina Beach. 2026 cleanup dates will be announced soon.

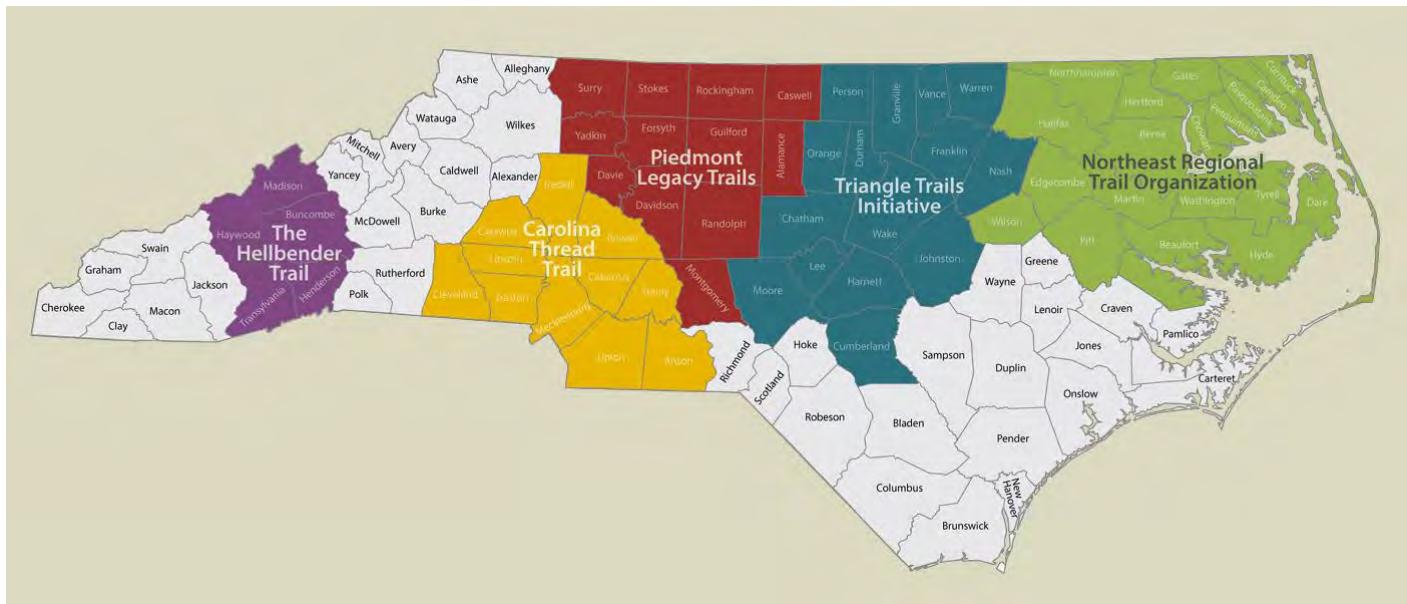
Outer Banks Promise Partner Spotlight: Brindley Beach Vacations & Sales



On October 25, the team at **Brindley Beach Vacations & Sales** learned more about the Outer Banks Long-Range Tourism Management Plan and collectively made [The Outer Banks Promise](#). We encourage other area businesses, groups and associations to share their commitment to enhancing stewardship in our community. To learn more, contact Jeff Schwartzenberg at community@outerbanks.org.

OBVB Participates in NC Northeast Regional Trail Organization Workshop

On October 22, close to 100 representatives from 19 counties in northeast North Carolina gathered at Morotoc Park in Williamston, NC to begin steps to form a **Northeast Regional Trail Organization**. There are four other regional trail organizations across the state, including the [Hellbender Trail](#), the [Carolina Thread Trail](#), [Piedmont Legacy Trails](#) and the [Triangle Trails Initiative](#). Each of these organizations promotes regional trail development, maintenance, stewardship and the value of getting outside and experiencing the beauty of North Carolina. Dare County stakeholders represented at the meeting included OBVB, Jockey's Ridge State Park, The Nature Conservancy, Dare County Parks and Recreation and THE OBX WAY.



Q4 2025 Community, Stakeholder, Partner / Outreach & Engagement

October 22 – Northeast North Carolina Regional Trail Organization Planning Workshop (Attendee)
October 23 – Dare County A250 Marketing & Outreach Subcommittee Meeting (Attendee)
October 27 – Partnership and Community Engagement (PACE) Planning Committee Meeting (Attendee)
October 30 – Coastal Environmental Educators Network (CEEN) Meeting (Attendee)
October 30 – Outer Banks Health Harvest for Health Event (Exhibitor)

November 6 – 11th Annual OBX Tourism Summit (Host)
November 12 – Dare County Tourism Board Special Committee Meeting – LRTMP (Host)
November 12 – Outer Banks Workforce Development Summit (Attendee)
November 13 – Manteo Main Street Advisory Board (Presenter)
November 14 – Dare County A250 Committee Meeting (Attendee)

December 3 – Coastal Environmental Educators Network (CEEN) Meeting (Attendee)
December 12 – Dare County A250 Steering Committee Meeting (Attendee)
December 5 – Outer Banks Collaborative Services Meeting (Attendee)
December 16 – Dare Community Housing Task Force Meeting (Attendee)
December 16 – Destination Management Peer Group Virtual Meeting (Attendee)

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – NOVEMBER 2025

TOURISM SALES | Promoting the Outer Banks at AENC:

Tourism Sales has invited our industry partners to join us at the Association Executives of North Carolina (AENC) Annual Trade Show on **Wednesday, December 10** in Raleigh. Hilton Garden Inn, Ramada Plaza, and Sanderling Resort will be participating with us this year in our booths. For \$375 per partner, the fee helps offsets the booth rental, activities, and decorations (travel, hotel, and meals are not included). Our shared focus will be promoting the Outer Banks as a destination, not individual properties, to more than 200 pre-qualified meeting planners. We're finalizing our booth concept now, and plan to feature a locally inspired giveaway, holiday pecans from Outer Banks Distillery. A few partner spots remain; please contact Lorrie Love at love@outerbanks.org if you'd like to participate.



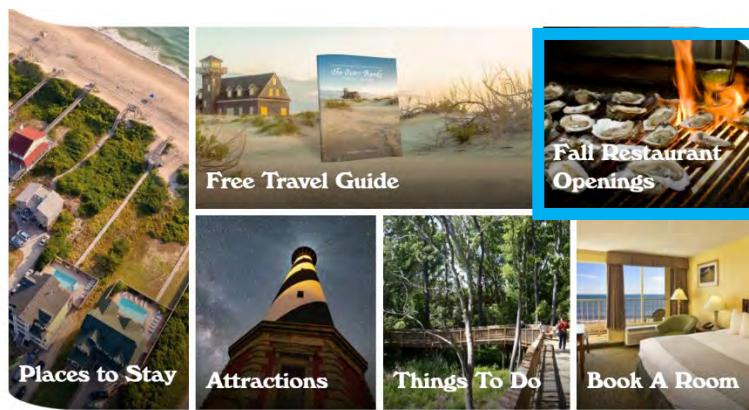
AENC Annual Trade Show
Connecting People ~ Growing Business
Wednesday, December 10, 2025
Raleigh Convention Center

TOURISM SALES | Future Trade Show Dates and Locations:

- December 9-10, 2025: AENC Annual Trade Show, Raleigh, NC
- January 10 - 13, 2026: American Bus Association Annual Marketplace, Reno, NV
- February 23 – 25, 2025: Heritage Clubs Intl (Bank Club Travel), Virginia Beach, VA
- March 16 – 18, 2026: Visit NC 365, Asheville, NC

INDUSTRY RELATIONS | Restaurant Fall & Winter Hours:

The Bureau has begun collecting updated Fall and shoulder-season operating hours from our local restaurant partners. You can find whose open on the homepage of outerbanks.org under ["Fall Restaurant Openings."](#) This resource is especially helpful for industry partners assisting shoulder-season guests. If your restaurant is missing or requires an update, please let us know. We also encourage you to share this tool with your front-line staff for visitor inquiries.



INDUSTRY RELATIONS | 11th Annual OBX Tourism Summit Wrap Up:

The 11th Annual OBX Tourism Summit was our largest and most successful Summit to date, drawing a record 126 attendees and selling out prior to the event. More than 40 participants also joined the Summit Social the evening before. Survey feedback shows positive ratings, with 95% of survey respondents rating the Summit “Excellent” or “Above Average” and most all attendees saying the event length was “just about right.”

Many participants shared that they appreciated the opportunity to gather in Hatteras Village, noting the venue’s scenic location and welcoming atmosphere. While a few mentioned that space felt tight due to the record turnout, overall comments reflected strong satisfaction with the location, programming, and organization.

Save the date for the 12th Annual OBX Tourism Summit, scheduled for Thursday, November 5, 2026. The location and venue will be announced early next year.



THE SOUNDSIDE EVENT SITE | 2026 Calendar:

The last events for 2025 at the Event Site will be the Soundside Holiday Markets held on November 23, November 30 and December 14 from Noon to 4:00pm.



2026 Soundside Event Site Schedule					
Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Attendees	Event Planner	Site Reserved
OBX Bronco Beach Bash	April 10 - 12, 2026	9:00am - 6:00pm	900	Brad Hoffman - 443-366-5944	April 10 - 12, 2026
OBX Rod & Custom Festival	April 30 - May 2, 2026	10:00am - 6:00pm	1200	Michael Tillett - 252-305-5789	April 27 - May 4, 2026
Soundside Fun Fair	June 4 - 7, 2026	5:00pm - 11:00pm	4000 (Not all at one time)	Jody Cadwell - 757-620-8204	June 2 - 8, 2026
Sumospeed Beach Bash	June 13, 2026	1:00pm - 5:00pm	900	Nick Gressley - 757-681-2563	June 13, 2026
OBX Jeep Invasion	September 18 - 19, 2026	9:00am - 5:00pm	1000	Steve House - 252-305-9258	September 17 - 20, 2026
OBX Rod & Custom Toy Festival	October 3, 2026	11:00am - 4:00pm	250	Sara Hole - 252-423-0845	October 2 - 4, 2026
OBX Seafood Festival	October 17, 2026	10:00am - 6:00pm	8000 (Not all at one time)	TBD	October 13 - 19, 2026
OBX Brewtag	October 24, 2026	11:00am - 6:00pm	5000 (Not all at one time)	Caitlin Skapars - 252-305-5561	October 22 - 26, 2026
OBX Truck Fest	November 6 - 7, 2026	9:00am - 4:30pm	1000	Eric Czap - 9103985011	November 5 - 8, 2026

Outer Banks Visitors Bureau

PUBLIC RELATIONS REPORT: November 2025

TELEVISION

The Hampton Roads Show | Oct 22, 2025 "Aaron appeared with Brendan Medlin, Executive Director of Elizabethan Gardens and Justin O'Sullivan, Chairman of the Veterans Advisory Council to discuss upcoming events, including Veterans Week, Night of 1587 Pumpkins, OBX Brewtag, and Hatteras' recognition of being the one of the Most Affordable Shoulder Season Destinations in America according to HomeToGo.com <https://bit.ly/3XhClsp>



PROJECTS

Coastal Living | TBD 2026 Aaron and the team are assisting the editorial department of Coastal Living to flush out a special feature in an upcoming 2026 issue. Ssshhh!

Our State | TBD 2026 Aaron and the team hosted new staff editor Tess Allen on a discovery visit to the Outer Banks in October. They are interested in developing a CTE story in Dare County Schools for an upcoming issue in 2026.

EARNED MEDIA

Travel + Leisure | Nov 2025 "I'm a Food Writer and I spent 3 Weeks Exploring the Best Places to Eat in North and South Carolina – Here Are My Favorite Spots" Aaron has worked with Jenn Rice prior and assisted her with a travel itinerary. Lots of great business mentions. 11 MM uvm online. <https://bit.ly/483mWre>

Town & Country | Oct 2025 "A Snob's Guide to North Carolina" A nice coastal dance between places to stay, play and eat on the Outer Banks. Print circulation 438K. Online 3.3MM uvm.

Forbes | Oct 2025 "These US Haunted Trails, Tours and Passports Are Frightfully Fun" Michele Herrmann calls out The Black Pelican restaurant and Pioneer Theater as a nod to Visit North Carolina's "First in Fright" podcast series. 67 MM uvm online <https://bit.ly/4hzNrbd>



AAA | Nov 2025 “A Snowbird Drive South for the Winter” Aaron and the team worked with Stacey Zable to visit the Outer Banks for this AAA story earlier this summer. <https://bit.ly/4p0vR2i>

Business North Carolina | Sep 2025 “NC Trend: Kiteboard-loving ex-hedge fund manager invests in Hatteras Island hospitality” Aaron and the team hosted travel writer Vanessa Infanzon in early 2025 and she has written stories for Business NC following her visit. 35K uvm <https://bit.ly/47Tt9ox>

BLOG COLLABORATIONS

Michael Law | Nov 2025 “Your Ultimate Guide to Planning A 20 Person Kiteboarding Trip” We worked with Michael in the past for kiteboarding related content. He approached us with the idea of how to plan a big reunion style trip with tips on what to do and what to avoid.

<https://bit.ly/4oueo2x>



MEDIA AND INFLUENCER TRIPS - UPCOMING

Southpark | Dec 2025 Aaron is working with writer Andrea Cooper following a Visit North Carolina organized In-State Media Mission to Raleigh. She is on assignment to produce an article for late spring about general travel to the Outer Banks. Southpark is circulated to upscale residential neighborhoods of Charlotte, NC.

OBX TOURISM SUMMIT

OBX Tourism Summit | Nov 6, 2025 Aaron gave a 15-minute presentation on the 2025 Year in Review for editorial media coverage as part of the programming involving Outer Banks Visitors Bureau updates. The public may see some of the best accolades of the past two years in our press room at outerbanks.org/media under **Travel Stories**

TOWN & COUNTRY

A Snob's Guide to North Carolina

From Andy Roddick-approved tennis pursuits to Michelin-worthy meals, coastal charms to mountain luxury, the state has it all. Here's how to plan the perfect fall trip.



The Tar Heel State has a slice of it all: beaches, barrier islands, mountains, and some of the most delicious and discerning food cities, all within driving distance of a few hours. Plus, there is North Carolina's sophistication, from its Research Triangle intellectualism to Outer Banks exclusivity, all wrapped in a genteel Southern sensibility that's never too showy. This is where F. Scott Fitzgerald retreated, where the Vanderbilts built their most ambitious estate, and where today's well-informed gather in converted tobacco warehouses to debate molecular gastronomy.

With Michelin set to release its first North Carolina guide this fall, the state's metropolitan corridor from Raleigh to Charlotte represents the epicenter of the culinary revolution. Here, James Beard winners and rising stars have created a dining scene that rivals any major city—all while maintaining that distinctly North Carolina vibe. And then of course there is the gorgeous scenery, from the untouched Atlantic wilds of the barrier islands, to the Blue Ridge Mountain-framed vistas of the High Country. In other words, there is something for everyone. Below, our comprehensive guide to the best of the state.



BAXTER MILLER

In town, book a reservation far in advance for chef Dean Neff's **Seabird** and experience a showstopping seafood tower brimming with local sea snacks and provisions—and wash it down with a Sea Martini made with olive oil-washed gin and peppered phytoplankton brine. At **RX Chicken & Oysters**, owners Sarah and James Doss dive and spearfish for their catch while farming wildly popular Lucy Bea oysters (now trending at Charleston hotspots like Obstinate Daughter

and the Darling). Go to **Bespoke** for the negronis with vintage amaros; **Shepard Barbecue** (self-explanatory); **KIPOS** for a step into Greece; **Olivero** for bucatini with NC crab and savory beignets filled with mortadella, Fontina fondua, and Calabrian hot honey; and **Catch** for whatever chef Keith Rhodes is serving up at the moment.

At Wrightsville Beach, locals hit **Sundays Cafe** atop **South End Surf Shop** for coffee and acai bowls with the surfer crowd, then **South Beach Grill** for peel-and-eat shrimp and wine after sun-soaked days. There's also the sparkly new **Commodore Club**, a waterfront members-only social club, and **La Duna Paradiso**, where dinners end with limoncello service.

Outer Banks



EDGECAMP

Pamlico Station by Edgecamp.

The truly discerning escape to North Carolina's 200-mile stretch of barrier islands, where wild horses roam free and pristine beaches remain blissfully untouched by resort development. This is America's last frontier for true coastal seclusion, which you'll understand once you cross the bridges and all you can see are endless sand dunes.

On Hatteras Island, check into [**Edgecamp Pamlico Station**](#), which, thanks to Jonathan Adler's whimsical touch, feels more like a private coastal residence of a very design-savvy friend. The fully equipped kitchens are a nice touch—true snobs have local chefs pre-stock fridges with lobster mac and cheese and delicious crab before arrival, then retreat to wellness suites with direct deck access featuring cold plunges, saunas, and hot tubs.

In Duck, [**the Sanderling Resort**](#) is the Outer Banks' only full-service luxury property, with a spa, beach bar, and two restaurants, and is basking in a recent renovation that has updated the '80s-era landmark with fresh paint and amenities.

On the culinary front, [**Theodosia**](#) showcases Vivian Howard's James Beard Award-winning technique with its signature tomato pie, a standout fish toast that everyone's raving about, and elevated cocktails with [**Outer Banks Distilling**](#) booze. There's also [**Trio**](#) in Kitty Hawk for shrimp and grits and their standout wine and cheese section; [**Orange Blossom Bakery**](#) in Buxton for their signature apple ugly fritters; and [**O'Neal's Sea Harvest**](#) in Wanchese for soft shell crab sandwiches.

For the ultimate in exclusivity, Ocracoke demands commitment as it's accessible only by ferry or private plane; this 16-mile spit maintains such cultural isolation that locals still speak in Elizabethan dialect. It's got a fascinating history, too: this was one of Blackbeard's preferred HQs, and it's where the infamous pirate fought (and lost) his final battle. You might also consider the trek over for the island's food scene: restaurants here have to get creative with the constraints of ferry-delivered provisions.

NC TREND SEPTEMBER 2025



NC Trend: Kiteboard-loving ex-hedge fund manager invests in Hatteras Island hospitality.



By Vanessa Infanzon 08/31/2025

After Richard Fertig's 23-year marriage ended in 2016, the hedge fund manager needed a change of scenery from New York City. He'd heard about kiteboarding in North Carolina's Outer Banks and visited Hatteras Island in Dare County. In 2018, he enrolled in REAL Watersports Zero to Hero Kite Camp, a three-day immersion experience, to learn kiteboarding.

"I had no intentions other than to learn how to kite, [but] fell in love with the area and saw massive opportunities," Fertig says. He then owned a few short-term rental properties in other states and decided to expand in North Carolina.

Instead of buying houses, Fertig purchased 50 acres of Hatteras waterfront property and began building three single-family homes. Several miles away, he converted a former retail location into a lodge that *Conde Nast Traveler* magazine called one of the most exciting U.S. hotel openings of 2024.

The flagship home under Fertig's Edgecamp brand boasts 14 bedrooms and 12,000 square feet. The property is zoned for another 45 homes, but Fertig is hesitant, even though he has permits ready for several other lots.

"We're a little bit on hold primarily because interest rates are so high, construction costs are high and real estate values have flattened or started to decrease a little bit," he says. "We're going to be more conservative than aggressive. We view this as a very long-term opportunity. The only thing that I think could derail us is being a little too aggressive at the wrong time."

In 2021, Fertig launched Stomp Capital, a private equity real estate fund that has invested more than \$20 million. He's the largest investor, along with some limited partners.



Fertig manages five other real estate projects with his second wife, Erika Bossi, from their homes in Jackson Hole, Wyoming, and Sag Harbor, New York. The couple spent summers from 2018 to 2022 in Dare County, but moved once they could hand the project off to staff.

"This is not a reflection on our love of Hatteras Island or Dare County," he says. "We can't reside at any one of our properties because we're a growing private equity firm, and we want to have half a dozen or a dozen locations. We visit them all, but we can't live at each of them."

Fertig had an unusual youth, with his family living three months of the year in New York City, then nine months in Costa Rica. His father had a successful mail-order catalogue business, but "prioritized quality of life over income," Fertig wrote in a 2017 *Forbes* magazine story.

He majored in psychology and economics at Cornell University, then earned an MBA in finance from The Wharton School at the University of Pennsylvania. In 1998, he joined giant money manager Blackstone, where he focused on "absolute return" investing strategies.

"Back then, we said we wanted equity-like returns with bond-like volatility and never lose money," Fertig says. "Those three principles have guided my investments for decades."

In 2001 he moved to Ramius, helping founder Peter Cohen grow the business into one of the largest U.S. hedge funds. At its merger with Cowen Group in 2009, Ramius managed \$7.7 billion, the *New York Times* reported. Amid the financial crisis that crippled many banks and investment firms, Fertig was let go, prompting him to start his own business.

GO BIG OR GO HOME

Edgecamp is about three and a half miles south of Rodanthe in Dare County, which has roughly 20,000 short-term rentals, mostly individually owned, and 57 hotels and motels. The county attracts 3.5 million annual visitors, with the three summer months accounting for about 65% of lodging revenue.

"When we looked at the 3,000 single-family homes for rent on Hatteras Island, the vast majority are four to seven bedrooms," Fertig explains. He had a vision for something different.

"We recognized there are a lot of larger families, extended families, corporate off-sites and small weddings, and people were renting multiple homes in order to accommodate their groups. We thought we could build one larger home and do all that. It's been wildly successful."

Edgecamp properties generally sell out during peak season, with the homes renting from \$1,000 to \$3,000 per night. Most guests come from the Carolinas, Atlanta, Philadelphia, Washington D.C. while some fly from California, Florida and New York.

While at the Outer Banks, Fertig often passed by a two-story retail shopping center for sale in Rodanthe. The price caught Fertig's attention when the price was marked down to less than both the assessed land value and the replacement cost.

"We said, 'Gee, everyone is looking at this as a retail center, that's not the best use of this location,'" Fertig says. "What this island really needs is a hotel."

Fertig converted the building into Edgecamp Pamlico Station, a two-story hotel. The 14 luxury suites highlight the style of New York designer Jonathan Adler. Rooms range from \$250 to \$600 a night.



"It's a fundamental shift in how we view risk and return," Fertig says. "We like to do things that we believe are needed and are missing, and no other entrepreneur has had the idea, the vision or the wherewithal to actually do it."

During due diligence, Fertig found a Dare County law calling for 24/7 staffing at hotels but permitting guests to check themselves in at single-family homes. This posed a problem because Pamlico Station's business model included self-check-in. Fertig was successful in lobbying Dare County to update the law to include hotels and motels.

"We changed the zoning," he says. "We changed the law and then we gut- renovated the entire thing. We took it down to the studs and the pilings so there was nothing else. We built, from scratch, a boutique hotel."

As Fertig continues to build the Edgecamp brand, the properties will offer a sense of place with a focus on unique architecture and design.

"We believe that travel and immersive experiences are the future of travel and so we don't have to be right for everybody," he says. "We are really niching down to who our target audience is. They tend to be affluent, love the outdoors and want to feel connected to the location."

Some of them may even learn kiteboarding. ■



Vanessa Infanzon

+ posts

ROAD TRIP

[< Back to Table of Contents](#)

Couple enjoying a Florida beach
VIRGINIA TOURISM

A Snowbird Drive South *for the Winter*

Stopping along the way as you escape the cold months ahead.

By Stacey Zable

Just like birds that fly south for the winter, you may choose to leave your northern home and spend November through April in the warm Florida sunshine. The drive below takes you from Chicago to Jacksonville, Florida, but you can start anywhere along the route and continue past Jacksonville to whatever Florida town you prefer for your winter escape.

perfect vehicle. Whether you need a monthly rental or a one-way option, a Hertz rental can be a great option. It allows you to avoid putting miles on your own vehicle and choose a ride that fits your needs—whether it's a fuel-efficient compact car or a mid-size SUV for extra luggage. AAA Members can reserve their Hertz vehicle through AAA and save up to 20% off base rates, get free additional drivers and other stackable savings. Learn more at AAA.com/CarRental.



Wright Brothers National Memorial in Kill Devil Hills, N.C.

ISTOCK

North Carolina

Go Wild in OBX

It is about 300 miles from Massanutten to the Outer Banks, North Carolina. A must for any trip here—besides relaxing on its magnificent 100-plus miles of wide sandy shoreline—is a wild horse tour with Corolla Outback Adventures. You'll traverse the beach on a 12-passenger, open-air vehicle where you'll see wild Colonial Spanish Mustangs and other wildlife. Visit the Wright Brothers National Memorial in Kill Devil Hills to learn about the first flight. The



100-acre Lookout Ridge State Park in Negro Head

~~4-20-mile journey 5 ridge State Park in Mydays Head~~

has the tallest living sand dune system on the



Atlantic coast. Stroll the picturesque coastal town of Manteo, followed by lunch at the Lost Colony

Tavern. Downtown Duck has shops and a raised boardwalk along the water. Dine at The Village Table and Tavern for seafood or steak.

Wild Colonial Spanish Mustang, Outer Banks, N.C.

ADOBESTOCK



Aerial view of Wilmington, N.C.'s historic district along the Cape Fear river

ADOBESTOCK

Beach and History Combine

Continue south about 250 miles to Wilmington, North Carolina, a beach community with a 230-block National Register Historic District. Take a self-guided or horse-drawn tour to see gems like the Bellamy Mansion and Latimer House.



Aerial view of The Sanderling
SANDERLING RESORT

[The Sanderling, Duck, North Carolina \(Outer Banks\)](#)

This beachfront resort has 123 guest rooms and suites, plus six vacation homes. You won't want to spend much time inside with the Outer Banks' beach in your backyard. [The Sanderling](#) went through a redesign for its recent 40th anniversary, but you won't want to spend much time inside with the legendary Outer Banks' beach right in your backyard. The property offers year-round activities such as floral arranging workshops, cocktail classes, book clubs, stargazing and art exhibitions. Its spa features ocean-inspired treatments plus a fitness center. Two outdoor pools—including one adults-only—and two hot tubs are open year-round though the pools are not heated. Fire pits are also available year-round.