



Dare County Tourism Board Meeting

Thursday, February 15, 2024

9:00 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, FEBRUARY 15, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the January 18, 2024 Meeting
- V. Public Comments
- VI. Chair/Steering Committee Report
 1. Tourism Impact Grant Extension Request-Town of Nags Head
 2. Modified Restricted Fund Guidelines
 - a. Tourism Impact Grant
 - b. Long Term Restricted Fund Grant
 3. Letter of Support for the readoption of Area of Environmental Concern Status for Jockey's Ridge State Park
- VII. Budget & Finance Report
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
- XI. Board Member Comments
- XII. Set Date, Time, and Place of Next Meeting
- XIII. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, JANUARY 18, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

Mark Ballog, Mark Batenic, Tod Clissold, Tonia Cohen, Terry Gray, John Head, Richard Hess, David Hines, Tess Judge, Dennis Robinson, Monica Thibodeau, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Wally Overman and Mike Siers.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Lorrie Love, Tourism Sales and Events Manager

OTHERS ATTENDING: None.

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

The Clerk swore in the following Dare County Tourism Board Appointees:

Mark Ballog, Outer Banks Restaurant Association
Mark Batenic, Town of Southern Shores
Terry Gray, Town of Kill Devil Hills
John Head, Outer Banks Association of REALTORS®
David Hines, Town of Kitty Hawk
Tess Judge, Member at Large

ELECTION OF OFFICERS: Jay Wheless, Legal Counsel, presented the Nominating Committee's recommendation for Chair, Monica Thibodeau. Legal Counsel called for nominations from the floor. Hearing none, Mr. Batenic moved to elect Monica Thibodeau as Chairman. Second by Mr. Hess. The motion passed unanimously (11-0).

Legal Counsel then turned the meeting over to the Chair.

The Chair presented the Nominating Committee's recommendation for Vice Chair, David Hines and called for nominations from the floor. Hearing none, the Chair closed nominations and called for the vote. The motion passed unanimously (11-0).

The Chair presented the Nominating Committee's recommendation for Treasurer, Tod Clissold and called for nominations from the floor. Hearing none, the Chair closed nominations and called for the vote. The motion passed unanimously (11-0).

ELECTION OF OFFICERS (continued):

The Chair presented the Nominating Committee's recommendation for Assistant Treasurer, Dennis Robinson and called for nominations from the floor. Hearing none, the Chair closed nominations and called for the vote. The motion passed unanimously (11-0).

The Chair presented the Nominating Committee's recommendation for Secretary, Tonia Cohen and called for nominations from the floor. Hearing none, the Chair closed nominations and called for the vote. The motion passed unanimously (11-0).

APPROVAL OF AGENDA: Mr. Hess moved to approve the agenda. Second by Mr. Gray. There was no discussion. The motion passed unanimously (11-0).

APPROVAL OF MINUTES: Mr. Batenic moved to approve the meeting minutes from December 14, 2023 meeting. Second by Mr. Hess. There was no discussion. The motion passed unanimously (11-0).

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

BUDGET AND FINANCE REPORT: Diane Bognich reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 were up 2.31 % compared to 2022-2023 actual receipts. Diane Bognich noted that the Adventure Park chose to renew their lease for five years.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Gave a remembrance for Bobby Owens
- Noted the fire training burn at the former Pamlico Jacks, and clean up post burn
- Temporary use of South Beach Grill parking area by the Town of Nags Head public works
- Marketing dashboard and visitation statistics. Lee Nettles also noted the beginning stages of a website audit and usability study.
- VisitNC Travel and Tourism Conference in March, in Greenville, NC.

On behalf of Jeff Schwartzberg, Lee Nettles noted the upcoming Long Range Tourism Management Plan Special Committee meeting on February 7, 2024 [rescheduled from January 10, 2024 due to weather], and the ongoing work with the non-profits.

Lorrie Love reviewed previous and upcoming group tradeshow. She also noted that OBXmas and the 12 Bars of Christmas were successful, and that the 2nd Annual Softshell Week would be May 13-18, 2024.

On behalf of Aaron Tuell, Lorrie Love noted an upcoming appearance on WAVY-TV 10 Morning Show in Hampton Roads, Virginia.

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

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

BOARD MEMBER COMMENTS: The Chair and other Board members gave tributes to Bobby Owens. Board members introduced themselves and spoke on what is happening within their towns and organizations. Mark Ballog reviewed the 2023 12 Bars of Christmas and plans for the 2024 event.

SET DATE, TIME, AND PLACE OF NEXT MEETING:

- The Board set their meeting schedule for the third Thursday of each month at 9 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC
- The next meeting is scheduled for Thursday, February 15, 2024 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 10:34 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

Draft

Benjamin Cahoon
Mayor

Michael Siers
Mayor Pro Tem

Andy Garman
Town Manager



Town of Nags Head

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www.nagsheadnc.gov

Kevin Brinkley
Commissioner

Bob Sanders
Commissioner

Megan Lambert
Commissioner

December 11, 2023

Outer Banks Visitors Bureau

Dear Diane,

This letter is to formally request a grant extension for Contract #RFTIG2223-09, Town of Nags Head Whalebone Park Restroom. The grant expires June 30, 2024. A grant extension of one year through June 30, 2025, is requested. Although it has been difficult to obtain assistance with design in order to construct a restroom within budget, Town staff has begun to collaborate on the proper execution of construction and design. The timing of this project is also important in order to create the least amount of disruption to park usage, especially during peak season. More time is requested to create a restroom our community will get the most use out of.

The Town is appreciative of the grant award of \$112,000 towards this project to provide this important amenity that is a priority for our community. Please contact me with further questions or any other information I can provide. The Town of Nags Head would like to thank the Visitors Bureau for its partnership in building a restroom for Whalebone Park, and for your consideration of extending these grant funds to June 30, 2025.

Best Regards,

A handwritten signature in black ink, appearing to read "Amy Miller".

Amy Miller

Deputy Town Manager/Finance Officer

At their February 6, 2024 meeting, the Steering Committee recommended approval of an extension to June 30, 2025.

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
TOURISM IMPACT GRANT
RULES & QUALIFICATIONS**

Created 6/21/2019
Modified 10/21/2021
Modified 2/15/2024

Program Intent

Dare County Tourism Board's Tourism Impact Grant (TIG) program was established to financially assist Dare County Governmental Units and other Non-profit Organizations with programs or services needed due to the impact of tourism on the County.

The Dare County Tourism Board (hereinafter "Tourism Board" or "Board") makes funding for TIG grants available by an annual appropriation as approved by the Board from short-term unappropriated funds. Short-term funds accrue from 30% of the ¼ of the 1% occupancy tax and 1% prepared meal tax revenues generated annually in the Special Revenue Fund.

Qualified applicants must submit an application containing an outline of the project, the impact of the project on tourism, a statement of need, a copy of the most recent balance sheet, and a budget overview of the entire project's funding and expenditures; which shall include other grants or secured funding services.

Applicant Assumes This Risk

Should local, state or federal laws prohibit the Dare County Tourism Board's performance, disband the Dare County Tourism Board or repeal the Board's enabling legislation, then the Dare County Tourism Board shall have no obligation to fulfill the terms and obligations of this agreement, including, but not limited to funding and reimbursement of applicant's expenditures. If the Dare County Tourism Board's authority hereunder is limited or terminated, then this Agreement shall be void as of the effective date of said ordinance, law or regulation and the Dare County Tourism Board shall be forgiven all performance obligations that are its responsibility under this agreement that is or are made contrary to law. All applicants must agree to this tremendous limitation to the Dare County Tourism Board's performance obligations, assume the risks associated therewith, including the risk that the Applicant may not be reimbursed for expenditures under this program.

Grant Criteria

- A. Applicants shall be Dare County Local Governments or a non-profit entity with its principal place of business in Dare County and having its non-profit status conferred in writing under Section 501 of the U.S. Internal Revenue Code.
- B. Project must be located in Dare County

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
TOURISM IMPACT GRANT
RULES & QUALIFICATIONS**

- C. Match required for the Tourism Impact Grant shall be based on the amount awarded, as follows:

AWARDED AMOUNT	REQUIRED MATCH AMOUNT
Below \$50,000	No match required
\$50,000 - \$125,000	At least 25% match required from applicant
Over \$125,000	At least 50% match required from applicant

- D. Tourism Impact Grant Projects must be completed by the end of one full fiscal year from the date of the award. **Extensions must be made in writing and delivered to the grant administrator no later than June 1st.** Project extensions must be approved in writing by the Board or staff if the Board has granted that authority to the staff.
- E. The Tourism Board will monitor the progress of each project. Should a project not materialize, or should it progress at a rate which would limit its viability (in the sole discretion of the Board), then the Board shall terminate or withdraw the award and grant itself, and the funds will be unencumbered and revert to the Tourism Impact Grant fund for future projects.
- F. Matching funds and expenditures must be related to the project covered by this application and not incurred prior to the date of grant submission.
- G. Grants will be paid as a reimbursement once the project is complete and all paid receipts (for both grant and match) presented as described under the terms of the Contract Agreement.
- ~~H.~~ ~~Expenditures shall not be used for operations~~ ~~operational expenses~~ ~~customarily funded by Governmental or nonprofit entities, including but not limited to repairs and maintenance.~~
- H. **The following items are ineligible:** The purchase of interests in real property, preliminary architectural, engineering, surveying and other forms of professional services, in-kind services (ex. Administrative salaries of public employees), any local, state or federal tax, administrative and/or **operational expenses customarily funded by Governmental or nonprofit entities, including but not limited to: salaries, creation or redesign of websites, brochures, and/or other promotional materials, supplies, ongoing repairs, maintenance and/or replacement of items previously funded with a Tourism Board grant.**

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
TOURISM IMPACT GRANT
RULES & QUALIFICATIONS**

- I. Real property developed or improved under this grant program must be lien and encumbrance free (except as to liens and/or encumbrances that are specifically approved by the Tourism Board in writing). Applicant may be required to provide the Tourism Board with a written “opinion on title” by a North Carolina licensed attorney. The scope and form of the opinion will be determined by the Tourism Board on a case-by-case basis.
- J. Personal property purchased and/or real property improvements funded through this grant assistance shall be retained for use of the public and the applicant agrees to return the amount of the grant to the Tourism Board should the personal or real property be converted to some other use. The Board, in its sole discretion, may require certain restrictions or easements be recorded in the public registry to evidence this requirement and obligation of the applicant or property owner.
- K. Grants cannot be transferred or assigned to a third party, unless approved by the Dare County Tourism Board in writing.
- L. Requirement for reimbursement for approved project must have the following:
 1. Approvals from all organizations directly or indirectly involved in proposed project must agree with all terms and conditions outlined. Burden of compliance rests with the applying organization.
 2. Appropriate sign recognition of contribution made by the Dare County Tourism Board. To include Board logo and “Project Funded In Part By The Dare County Tourism Board” or other similar language approved by the Grant Administrator.
 3. If not a physical capital project, appropriate recognition of contribution made by the Dare County Tourism Board, including logo, must be in press releases and all associated publicity materials.
 4. Approved signage or other appropriate recognition must be maintained permanently.
 5. Copies of all invoices and payments related to the project.

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
TOURISM IMPACT GRANT
RULES & QUALIFICATIONS**

- M. Applicant may only apply for one TIG grant per project, per Fiscal Year.
- N. Funding of phase projects does not obligate the Dare County Tourism Board to funding of any future phases of the same project.
- O. **Approved organization must come to the Outer Banks Visitors Bureau to meet with the Grant Administrator prior to submitting an application.** The purpose of this process is to jointly review the application and answer any questions the applicant may have.
- P. Applications may be requested at any time; however, complete applications must be submitted between **September 1 and September 30**. Applications may be submitted by U.S. Postal Service. **Applications may be submitted digitally or in person.** Hand-delivery of applications will be accepted during this period, Monday through Friday 9:00 AM – 4:30 PM (excluding any holiday). ~~A receipt must be signed by a Bureau employee and the delivery person as evidence of delivery within the allotted application period. One original and 15 copies clipped together (NOT STAPLED)~~ **One single-sided, unstapled copy of the application and any collateral material is required. If supporting materials are larger than 11x17, please submit one application and 15 copies of the large supporting material.**
- Q. Applications will be reviewed by the Grant Administrator as they are received. The applicant will be notified ~~within seven days of receiving~~ **if the application if it appears not to meet the requirements of the grant.** The applicant will have a chance to modify, adjust and correct the application before it is submitted to the Steering Committee, **but assumes the responsibility of responding in time for the Steering Committee to consider the application.** The Grant Administrator and the Executive Director, or his/her designee will be available to assist the applicants.
- R. All proposals that meet mechanical guidelines will be forwarded to the Steering Committee for consideration. The Steering Committee will make its recommendations to the full Board of Directors at a regularly scheduled Board meeting. Recommended Tourism Impact Grant projects will then be forwarded to the Dare County Board of Commissioners for consensus.
- S. Applying organization will be notified within seven days following presentation to the Dare County Board of Commissioners as to acceptance or rejection of Tourism Impact Grant awards.
- T. **Board or Staff may modify the above terms and conditions at any time, subject to Board approval.**

**DARE COUNTY TOURISM BOARD
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TOURISM IMPACT GRANT
RULES & QUALIFICATIONS**

I have read and reviewed the documents and understand that our organization bears the responsibility to understand and comply with all terms and conditions. This application vests applicant with no rights or expectations of approval and certainly not receipt of funds.

Name and title of person making application: _____

Name of Local Government or Non-Profit: _____

Signature

Date

draft

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
LONG-TERM UNAPPROPRIATED FUNDS
RULES & APPLICATION**

Created February 18, 2021
Modified 10/21/2021
Modified 8/16/22
Modified 2/15/24

Program Intent

Dare County Tourism Board's Long-term Unappropriated fund was established to financially assist Dare County Governmental Units and Non-profit Organizations with programs or services needed due to the impact of tourism on the County.

The Dare County Tourism Board (hereinafter "Tourism Board" or "Board") finances the Long-term Unappropriated fund by an annual appropriation as approved by the Board from long-term appropriations up to a maximum of \$500,000. The annual appropriation comes from 70% of the ¼ of the 1% occupancy tax and 1% prepared meal tax revenues generated annually in the Special Revenue Fund.

Applicant Assumes This Risk

Should local, state, or federal laws prohibit the Dare County Tourism Board's performance, disband the Dare County Tourism Board, or repeal the Board's enabling legislation, then the Dare County Tourism Board shall have no obligation to fulfill the terms and obligations of this agreement, including, but not limited to funding and reimbursement of applicant's expenditures. If the Dare County Tourism Board's authority hereunder is limited or terminated, then this Agreement shall be void as of the effective date of said ordinance, law or regulation and the Dare County Tourism Board shall be forgiven all performance obligations that are its responsibility under this agreement that is or are made contrary to law. All applicants must agree to this tremendous limitation to the Dare County Tourism Board's performance obligations, assume the risks associated therewith, including the risk that the Applicant may not be reimbursed for expenditures under this program.

Grant Criteria

- A. Applicants shall be a Dare County Local Government or a non-profit entity with its principal place of business in Dare County and having its non-profit status conferred in writing under Section 501 of the U.S. Internal Revenue Code.
- B. Projects must be located in Dare County.
- C. Grants will be paid as a reimbursement only after the project is complete and all paid receipts (for both grant and match) presented as described under the terms of the Contract Agreement. **Extensions must be made in writing and delivered to the grant administrator no later than June 1st. Project extensions must be approved by the Board or staff if the Board has granted that authority to the staff.**

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
LONG-TERM UNAPPROPRIATED FUNDS
RULES & APPLICATION**

- D. **Grant applications must be directed toward unplanned, extraordinary, non-recurring, and urgently needed projects. Price increases on contracts will not be considered as a reason for application.** The Tourism Board has sole discretion to decide whether the applicant could have or should have planned for the expense.
- E. Grant cannot be transferred or assigned to a third party, unless approved by the Tourism Board in writing.
- F. **The following items are ineligible:** The purchase of interests in real property, escalation in pricing (materials and/or other items in contracts), preliminary architectural, engineering, surveying and other forms of professional services, in-kind services (for example, administrative salaries of public employees), any local, state or federal tax, administrative **and/or operational** expenses **customarily funded by Governmental or nonprofit entities, including but not limited to: salaries, creation or redesign of websites, brochures and other promotional materials, supplies** routine repairs, maintenance **and/or replacement of items previously funded with a Tourism Board grant.**
- G. Personal property purchased and/or real property improvements funded through this grant assistance shall be retained for use of the public and the applicant agrees to return the amount of the grant to the Tourism Board should the personal or real property or facility be converted to some other use than that represented in the grant application. Real property developed or improved under this grant program must be lien and encumbrance free (except as specifically approved in writing by the Tourism Board). The Board, in its sole discretion, may require an attorney's opinion on title, restrictions, covenants and/or easements be recorded in the public registry to evidence the Board's requirements and conditions.
- H. Applicant may only apply for one project from the Unappropriated Long-term fund within a three-year period, unless an earlier request is deemed appropriate by the grant administrator.
- I. **Approved organization must come to the Outer Banks Visitors Bureau to meet with the Grant Administrator prior to submitting an application.** The purpose of this process is to jointly review the application and answer any questions the applicant may have.
- J. Applications will be reviewed by the Grant Administrator as they are received. The applicant will be notified ~~within seven days of receiving~~ **if** the application ~~if it does~~ **appears** not to meet the requirements of the grant. The applicant will have a chance to modify, adjust and correct the application before it is submitted to the Steering Committee, **but assumes the responsibility of responding in time for the Steering Committee to consider the application.** The Grant Administrator and the Executive Director, or his/her designee will be available to assist the applicants.

**DARE COUNTY TOURISM BOARD
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RULES & APPLICATION**

- K. All proposals that meet mechanical guidelines will be forwarded to the Steering Committee for consideration. The Steering Committee will make its recommendations to the full Board of Directors at a regularly scheduled Board meeting. Recommended projects will then be forwarded to the Dare County Board of Commissioners for consensus.
- L. Applying organization will be notified within seven days following presentation to the Dare County Board of Commissioners as to acceptance or rejection of Long-term Unappropriated awards.
- M. Requirement for reimbursement for approved project must have the following:
1. Approvals from all organizations directly or indirectly involved in the proposed project must agree with all terms and conditions outlined. Burden of compliance rests with the applying organization.
 2. Appropriate sign recognition of contribution made by the Dare County Tourism Board. To include Board logo and “Project Funded In Part By The Dare County Tourism Board” or other similar language approved by the Grant Administrator.
 3. If not a physical capital project, appropriate recognition of contribution made by the Dare County Tourism Board, including logo, must be in press releases and all associated publicity materials.
 4. Approved signage or other appropriate recognition must be maintained permanently.
 5. Copies of all invoices and payments related to the project.
- N. Board or Staff may modify the above terms and conditions at any time, **subject to Board approval.**

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
LONG-TERM UNAPPROPRIATED FUNDS
RULES & APPLICATION**

Name of Applying Organization: _____

Address: _____

Contact Person: _____

Phone: _____ Email: _____

Project Name: _____

Project Description: _____

Amount Requested: _____

Amount Applicant is contributing: _____

What other funding sources does the applicant have for completing the project? This should include a detailed description of how the project will proceed if the grant is not fully funded:

Describe how this is a program or service due to the impact of tourism?

**DARE COUNTY TOURISM BOARD
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LONG-TERM UNAPPROPRIATED FUNDS
RULES & APPLICATION**

Describe how this is an urgent project that is extraordinary and non-recurring:

Describe your Organization's capital project/improvement plan:

Why can this project not be funded under the Tourism Impact Grant?

Attach a copy of your IRS nonprofit letter, if applicable, and a balance sheet.

I have read and reviewed the above rules and understand that our organization bears the responsibility to understand and comply with all terms and conditions of these rules, special conditions imposed by the Dare County Tourism Board and any contracts issued as a result of funding for the project. This application vests applicant with no rights or expectations of approval and certainly not receipt of funds.

Name of person making application: _____

Title: _____

Signature

Date



OUTER BANKS VISITORS BUREAU
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Coastal Resources Commission

February 15, 2024

Dear Commissioners:

The Dare County Tourism Board, on behalf of the Friends of Jockey's Ridge, strongly supports the readoption of Area of Environmental Concern (AEC) status for Jockey's Ridge State Park. The recent decision by the Rules Review Commission to potentially remove this crucial designation poses a significant threat to the environmental integrity and long-term well-being of this unique coastal geologic formation.

Jockey's Ridge holds immense ecological, scientific, and cultural significance, making it a vital treasure that requires thoughtful preservation measures. The AEC designation, as outlined in 15A NCAC 07H .0507, acknowledges Jockey's Ridge as a unique coastal geologic formation and places it under environmental protection, emphasizing the importance of preventing uncontrolled or incompatible development that could jeopardize its irreplaceable features.

The benefits and protections offered by the AEC designation are indispensable for the preservation of Jockey's Ridge. One such advantage is the regulation that ensures sand migrating off the state property is replenished on the dune, maintaining its volume and preventing relocation or commercial sale. Furthermore, the AEC designation not only safeguards the park from undesirable development but also brings national attention, as evidenced by its listing on the National Park Service website.

During the recent public meeting held by the Coastal Resources Commission, Nags Head Mayor Ben Cahoon highlighted the urgency of the situation. An AEC requires a closer examination of proposed activities and intervention, providing time to consider the consequences of actions that could impact this environmental treasure. The national recognition garnered through the AEC designation further enhances the visibility of Jockey's Ridge, attracting over a half million visitors each year from across the country.

We understand the complexities surrounding the Rules Review Commission's actions and the challenges posed by changes in legislative law. However, we firmly believe that the reinstatement of the AEC status is crucial for the continued protection of Jockey's Ridge. It is our collective responsibility to preserve this natural landmark for future generations and ensure that it remains accessible for scientific, educational, and recreational purposes.

In conclusion, we urge the North Carolina Coastal Resources Commission to act swiftly and decisively in support of the readoption of AEC status for Jockey's Ridge State Park. Your commitment to preserving this unique coastal geologic formation is paramount in maintaining the ecological balance and cultural significance that Jockey's Ridge holds for the community and visitors alike.

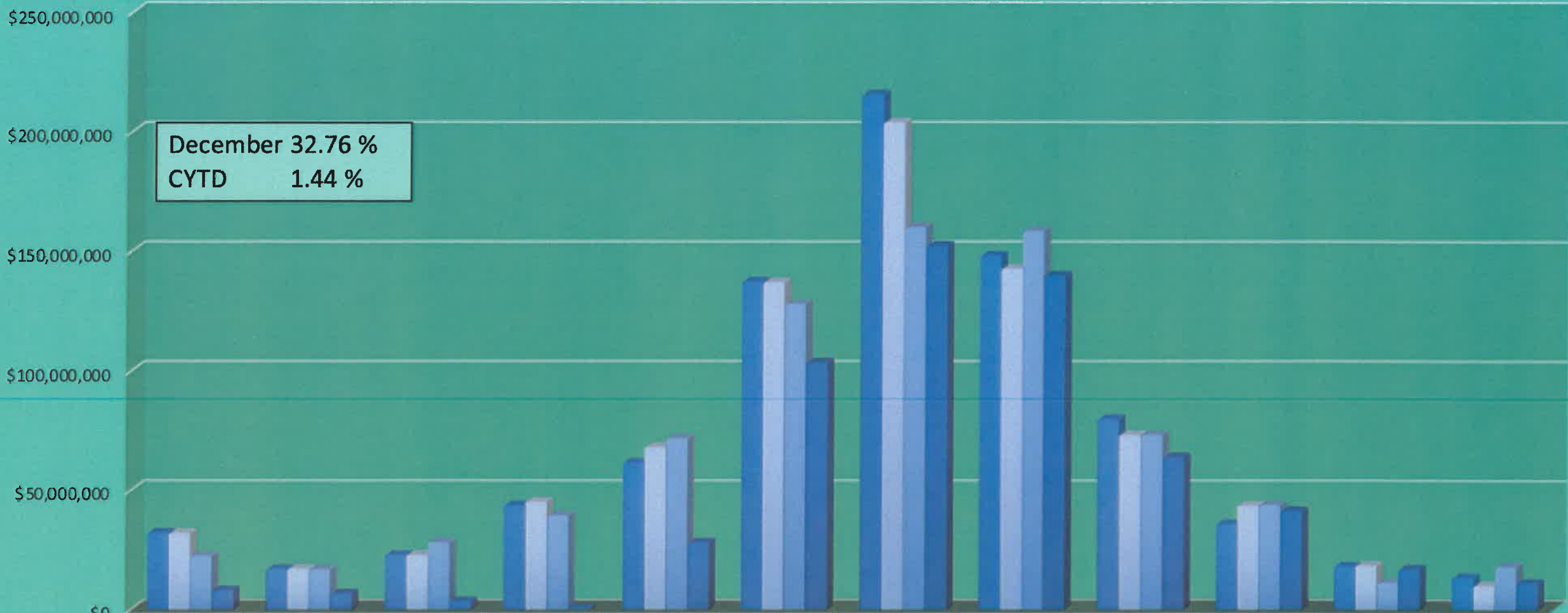
Thank you for your attention to this matter, and we look forward to the continued protection of Jockey's Ridge State Park.

Sincerely,

Monica Thibodeau, Chair
Dare County Tourism Board

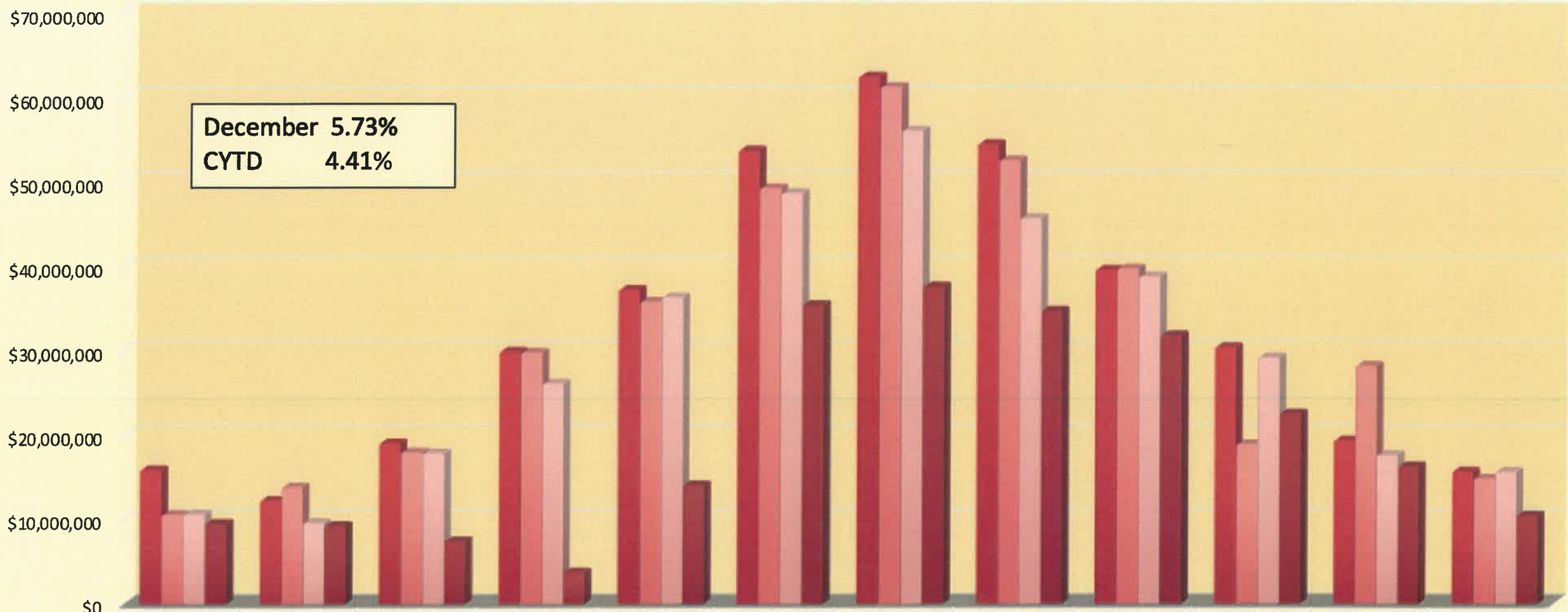
Lee Nettles, Executive Director
Outer Banks Visitors Bureau

Occupancy Collections



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

Meals Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2023	15,914,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491	39,511,303	30,360,180	19,332,007	15,703,818
2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654
2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542

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

FISCAL YEAR		PROJECTED FY 23-24	ACTUAL FY 23-24	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,134,925.00	\$1,367,017.91	\$232,092.91	20.45%
<u>JULY RECEIVED</u>	MEALS	<u>\$425,965.00</u>	<u>\$514,981.30</u>	<u>\$89,016.30</u>	<u>20.90%</u>
		\$1,560,890.00	\$1,881,999.21	\$321,109.21	20.57%
<u>JULY EARNED</u>	OCCUPANCY	\$1,528,655.00	\$2,165,402.07	\$636,747.07	41.65%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$431,030.00</u>	<u>\$604,977.26</u>	<u>\$173,947.26</u>	<u>40.36%</u>
		\$1,959,685.00	\$2,770,379.33	\$810,694.33	41.37%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,383,710.00	\$1,458,380.44	\$74,670.44	5.40%
<u>SEPT RECEIVED</u>	MEALS	<u>\$408,970.00</u>	<u>\$531,275.19</u>	<u>\$122,305.19</u>	<u>29.91%</u>
		\$1,792,680.00	\$1,989,655.63	\$196,975.63	10.99%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$542,895.00	\$799,595.38	\$256,700.38	47.28%
<u>OCT RECEIVED</u>	MEALS	<u>\$276,660.00</u>	<u>\$386,499.75</u>	<u>\$109,839.75</u>	<u>39.70%</u>
		\$819,555.00	\$1,186,095.13	\$366,540.13	44.72%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$261,640.00	\$348,085.75	\$86,445.75	33.04%
<u>NOV RECEIVED</u>	MEALS	<u>\$212,220.00</u>	<u>\$273,920.83</u>	<u>\$61,700.83</u>	<u>29.07%</u>
		\$473,860.00	\$622,006.58	\$148,146.58	31.26%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$112,835.00	\$182,561.98	\$69,726.98	61.80%
<u>DEC RECEIVED</u>	MEALS	<u>\$134,805.00</u>	<u>\$178,483.22</u>	<u>\$43,678.22</u>	<u>32.40%</u>
		\$247,640.00	\$361,045.20	\$113,405.20	45.79%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$81,700.00	\$135,855.24	\$54,155.24	66.29%
<u>JAN RECEIVED</u>	MEALS	<u>\$106,990.00</u>	<u>\$144,573.68</u>	<u>\$37,583.68</u>	<u>35.13%</u>
		\$188,690.00	\$280,428.92	\$91,738.92	48.62%
<u>JANUARY EARNED</u>	OCCUPANCY	\$272,985.00	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$90,410.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$363,395.00	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$133,825.00	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$92,745.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$226,570.00	\$0.00	\$0.00	0.00%
<u>MARCH EARNED</u>	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$136,055.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$261,290.00	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$275,870.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$209,790.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,660.00	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$353,200.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$252,670.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$605,870.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$5,046,360.00	\$6,456,898.77	\$1,410,538.77	27.95%
TO-DATE	MEALS	<u>\$1,996,640.00</u>	<u>\$2,634,711.23</u>	<u>\$638,071.23</u>	<u>31.96%</u>
		\$7,043,000.00	\$9,091,610.00	\$2,048,610.00	29.09%
TOTAL	OCCUPANCY	\$6,207,475.00			
PROJECTED	MEALS	<u>\$2,778,310.00</u>			
2023-2024		\$8,985,785.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2023-2024		2023	2024		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
	MEALS	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$322,624.32	\$0.00	\$0.00	0.00%
	MEALS	<u>\$124,423.37</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$447,047.69	\$0.00	\$0.00	0.00%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$170,000.09	\$0.00	\$0.00	0.00%
	MEALS	<u>\$116,207.73</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$286,207.82	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$228,526.82	\$0.00	\$0.00	0.00%
	MEALS	<u>\$179,535.02</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$408,061.84	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$436,134.79	\$0.00	\$0.00	0.00%
	MEALS	<u>\$284,934.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$721,069.45	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$612,281.25	\$0.00	\$0.00	0.00%
	MEALS	<u>\$359,175.60</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$971,456.85	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,367,017.91	\$0.00	\$0.00	0.00%
	MEALS	<u>\$514,981.30</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,881,999.21	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$2,165,402.07	\$0.00	\$0.00	0.00%
	MEALS	<u>\$604,977.26</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,770,379.33	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,458,380.44	\$0.00	\$0.00	0.00%
	MEALS	<u>\$531,275.19</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,989,655.63	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$799,595.38	\$0.00	\$0.00	0.00%
	MEALS	<u>\$386,499.75</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,186,095.13	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$348,085.75	\$0.00	\$0.00	0.00%
	MEALS	<u>\$273,920.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$622,006.58	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$182,561.98	\$0.00	\$0.00	0.00%
	MEALS	<u>\$178,483.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$361,045.20	\$0.00	\$0.00	0.00%
Total To Date	OCCUPANCY	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
	Meals	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
Total for Year	OCCUPANCY	\$8,191,708.89			
	MEALS	<u>\$3,697,628.92</u>			
		\$11,889,337.81			

OCCUPANCY & MEALS FY 2023-2024

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 22-23	ACTUAL FY 23-24	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,366,625.62	\$1,367,017.91	\$392.29	0.03%
<u>JULY RECEIVED</u>	MEALS	<u>\$486,160.01</u>	<u>\$514,981.30</u>	<u>\$28,821.29</u>	<u>5.93%</u>
		\$1,852,785.63	\$1,881,999.21	\$29,213.58	1.58%
<u>JULY EARNED</u>	OCCUPANCY	\$2,025,876.87	\$2,165,402.07	\$139,525.20	6.89%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$597,289.43</u>	<u>\$604,977.26</u>	<u>\$7,687.83</u>	<u>1.29%</u>
		\$2,623,166.30	\$2,770,379.33	\$147,213.03	5.61%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,434,166.40	\$1,458,380.44	\$24,214.04	1.69%
<u>SEPT RECEIVED</u>	MEALS	<u>\$496,883.38</u>	<u>\$531,275.19</u>	<u>\$34,391.81</u>	<u>6.92%</u>
		\$1,931,049.78	\$1,989,655.63	\$58,605.85	3.03%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$725,052.86	\$799,595.38	\$74,542.52	10.28%
<u>OCT RECEIVED</u>	MEALS	<u>\$398,737.51</u>	<u>\$386,499.75</u>	<u>(\$12,237.76)</u>	<u>-3.07%</u>
		\$1,123,790.37	\$1,186,095.13	\$62,304.76	5.54%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$433,387.04	\$348,085.75	(\$85,301.29)	-19.68%
<u>NOV RECEIVED</u>	MEALS	<u>\$162,642.84</u>	<u>\$273,920.83</u>	<u>\$111,277.99</u>	<u>68.42%</u>
		\$596,029.88	\$622,006.58	\$25,976.70	4.36%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$185,251.27	\$182,561.98	(\$2,689.29)	-1.45%
<u>DEC RECEIVED</u>	MEALS	<u>\$300,138.52</u>	<u>\$178,483.22</u>	<u>(\$121,655.30)</u>	<u>-40.53%</u>
		\$485,389.79	\$361,045.20	(\$124,344.59)	-25.62%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
<u>JAN RECEIVED</u>	MEALS	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
<u>JANUARY EARNED</u>	OCCUPANCY	\$322,624.32	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$124,423.37</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$447,047.69	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$170,000.09	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$116,207.73</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$286,207.82	\$0.00	\$0.00	0.00%
<u>MARCH EARNED</u>	OCCUPANCY	\$228,526.82	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$179,535.02</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$408,061.84	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$436,134.79	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$284,934.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$721,069.45	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$612,281.25	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$359,175.60</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$971,456.85	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$6,271,458.15	\$6,456,898.77	\$185,440.62	2.96%
	MEALS	<u>\$2,585,066.68</u>	<u>\$2,634,711.23</u>	<u>\$49,644.55</u>	<u>1.92%</u>
		\$8,856,524.83	\$9,091,610.00	\$235,085.17	2.65%
TOTAL ACTUAL	OCCUPANCY	\$8,041,025.42			
2022-2023	MEALS	<u>\$3,649,343.06</u>			
		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2023	2022	2021	2020	2019	2018	Variance 2023-2022	Percent Change
January	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	139,035	2.59%
February	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	632,090	12.42%
March	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152	120,397	2.55%
April	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431	238,334	3.73%
May	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088	-869,859	-9.60%
June	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	6,558,353	23,873	0.24%
July	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288	10,815,908	419,278	2.71%
August	19,353,849	17,642,098	16,810,430	13,794,215	13,178,541	12,870,106	1,711,751	9.70%
September	15,385,152	15,470,465	14,558,020	12,478,041	11,799,596	10,996,721	-85,313	-0.55%
October	11,213,371	10,371,192	10,366,595	9,103,596	6,834,818	6,542,087	842,179	8.12%
November	7,800,451	7,843,407	7,717,041	6,925,862	5,191,614	4,932,146	-42,956	-0.55%
December	0	6,006,535	5,741,952	5,029,105	3,874,539	3,719,123		
YTD	110,561,176	107,432,367	94,023,619	69,836,856	69,375,199	65,745,968	3,128,809	2.91%
TOTAL	110,561,176	113,438,902	107,482,612	81,791,823	78,441,352	74,397,237		
YTD % Change	2.91%	14.26%	34.63%	0.67%	5.52%	14.04%		
Total % Change	2.91%	5.54%	31.41%	4.27%	5.44%	1.51%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306
February	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002
March	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289
April	43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724
May	61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112
June	137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630
July	215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465
August	148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681
September	79,777,957	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276
October	35,908,020	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119
November	18,220,059	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045
December	13,534,535	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348
YTD Total	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997
Total	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997
YTD % Change	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%
Total % Change	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%
Month Increase/Decrease(Decrease)/Qtr	32.76%	-43.66%	60.62%	73.19%	38.22%	-2.28%	32.88%	3.60%	14.38%	-31.22%	45.43%	3.77%	23.74%	-34.82%
Qtr 1 (Dec-Feb)	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%
Qtr 2 (Mar-May)	-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%
Qtr 3 (June-Aug)	3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%
Qtr 4 (Sept-Nov)	-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077
February	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714
March	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634
April	29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388
May	37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030
June	53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735
July	62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259
August	54,381,491	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361
September	39,511,303	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839
October	30,360,180	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890
November	19,332,007	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724
December	15,703,818	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306
YTD Total	388,736,266	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957
Total	388,736,266	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957
YTD % Change	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%
Total % Change	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%
Month Increase/(Decrease)	5.73%	-5.02%	48.65%	-4.32%	13.69%	-5.05%	12.54%	8.58%	5.46%	15.55%	-2.65%	-4.95%	23.53%	-2.29%
Increase/(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%
Qtr 2 (Mar-May)	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%
Qtr 3 (June-Aug)	4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%
Qtr 4 (Sept-Nov)	2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	21,848	18,954	69,721	33,385	85,050	149,040	101,762	197,792	177,093	15,667	57,144	60,734	73,666	65,334	51,898
February	143,923	27,050	54,287	88,113	68,535	79,720	89,994	183,108	180,687	21,786	54,050	55,880	87,169	71,244	54,275
March	85,386	29,171	136,583	-6,494	122,945	249,522	63,921	692,174	414,682	159,347	160,084	65,539	206,483	136,291	117,052
April	877,315	9,994	259,204	260,362	186,041	587,966	1,930	1,235,799	1,294,819	454,658	365,960	48,233	404,682	326,574	298,479
May	309,416	91,397	282,278	285,411	262,423	990,995	1,130,609	1,918,384	1,046,309	571,317	600,680	254,673	565,909	530,590	410,132
June	417,010	351,108	570,964	330,644	353,506	1,830,953	2,412,414	2,845,176	1,770,185	1,305,653	1,288,613	795,837	919,645	833,391	705,955
July	300,025	363,847	446,262	595,516	427,557	1,966,882	2,685,694	3,088,190	1,860,733	1,284,313	1,563,325	1,043,368	1,058,556	1,166,419	936,181
August	369,371	373,764	532,087	383,480	306,695	1,510,242	1,588,143	2,216,628	1,415,619	813,582	872,728	902,896	902,324	778,232	691,547
September	254,760	278,989	401,958	240,314	188,170	427,073	1,348,600	1,567,213	888,980	551,520	437,579	551,614	608,182	610,925	552,665
October	149,153	155,303	165,873	237,302	115,799	406,219	922,352	1,030,829	438,511	368,819	308,779	493,509	491,572	357,764	356,835
November	74,856	65,719	125,498	77,421	36,929	126,014	355,225	365,096	176,484	148,581	143,147	63,227	145,754	79,095	142,803
December	82,449	106,697	136,248	28,424	43,635	59,397	149,223	178,506	-5,128	37,898	55,559	214,261	90,408	187,222	68,890
<i>YTD Totals</i>	<i>3,085,512</i>	<i>1,871,993</i>	<i>3,180,963</i>	<i>2,553,878</i>	<i>2,197,285</i>	<i>8,384,023</i>	<i>10,849,867</i>	<i>15,518,895</i>	<i>9,658,974</i>	<i>5,733,141</i>	<i>5,907,648</i>	<i>4,549,771</i>	<i>5,554,350</i>	<i>5,143,081</i>	<i>4,386,712</i>
Total	3,085,512	1,871,993	3,180,963	2,553,878	2,197,285	8,384,023	10,849,867	15,518,895	9,658,974	5,733,141	5,907,648	4,549,771	5,554,350	5,143,081	4,386,712

Month Increase	341.28%	29.41%	27.70%	-79.14%	53.51%	85.48%	151.23%	19.62%	-102.87%	639.04%	-39.15%	285.65%	-57.80%	107.09%	-63.20%
<i>YTD Increase</i>	60.33%	-39.33%	69.92%	-19.71%	-13.96%	12.62%	29.41%	43.03%	-37.76%	-40.64%	-10.68%	-22.99%	22.08%	-7.40%	-14.71%
Total Year Increa	60.33%	-39.33%	69.92%	-19.71%	-13.96%	12.62%	29.41%	43.03%	-37.76%	-40.64%	-10.68%	-22.99%	22.08%	-7.40%	-14.71%

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies
January	1,301,265	1,437,035	1,748,076	1,643,048	1,933,579	19,038	18,951	80,549	149,571	159,300	4,641,865	6,501,671	20,308,517	30,139,025	30,132,778
February	1,331,764	1,533,776	1,728,750	2,126,093	2,107,700	21,882	25,687	121,593	228,025	311,380	4,283,950	4,958,235	14,641,992	14,518,460	14,706,513
March	2,618,614	1,246,258	3,909,056	3,943,594	4,072,116	48,950	24,532	456,135	458,768	521,683	6,065,892	2,033,390	22,818,135	18,269,896	18,236,039
April	5,082,911	272,368	7,371,174	8,104,880	8,083,416	129,659	6,532	690,426	970,654	1,063,464	14,912,027	382,791	29,766,955	35,002,625	34,488,045
May	8,296,802	3,148,199	11,955,124	10,324,362	10,518,694	148,954	188,734	1,201,894	1,151,529	1,247,200	25,901,180	23,445,254	56,477,960	55,576,157	49,509,116
June	11,050,965	11,291,492	17,405,621	16,192,842	16,054,375	220,076	689,124	1,781,971	1,801,287	2,070,056	86,974,007	88,087,699	105,559,551	117,473,065	118,553,305
July	13,333,255	16,489,187	22,217,201	20,666,774	21,259,405	280,756	291,105	2,244,007	2,397,468	2,892,211	93,189,170	131,031,173	132,554,585	178,978,115	191,239,034
August	14,094,249	13,307,261	18,448,886	16,657,613	16,564,558	266,881	244,691	2,161,167	2,079,173	2,423,773	121,424,486	122,944,015	135,457,160	122,930,026	129,365,315
September	6,280,715	9,374,533	11,630,739	11,442,403	11,573,148	128,596	495,636	1,369,614	1,254,083	1,422,871	37,793,636	51,755,580	58,512,166	59,777,401	66,745,205
October	5,163,907	6,047,939	7,830,739	7,109,786	7,072,350	76,787	91,603	794,126	637,398	737,809	16,375,128	33,435,472	34,110,939	35,292,753	27,840,006
November	1,972,903	1,882,898	2,106,980	3,118,187	2,970,668	31,815	7,333	8,921	301,371	336,909	9,080,251	14,518,005	8,640,528	14,980,559	14,816,354
December	1,413,200	1,833,474	3,253,943	1,900,473	2,050,618	22,812	50,865	515,173	234,745	316,867	4,773,626	8,836,444	14,219,918	7,958,228	11,239,061
YTD Totals	71,940,550	67,864,420	109,606,289	103,230,055	104,260,627	1,396,206	2,134,793	11,425,576	11,664,072	13,503,523	425,415,218	487,929,729	633,068,406	690,896,310	706,870,771
Total	71,940,550	67,864,420	109,606,289	103,230,055	104,260,627	1,396,206	2,134,793	11,425,576	11,664,072	13,503,523	425,415,218	487,929,729	633,068,406	690,896,310	706,870,771

Month Increase	12.59%	29.74%	77.47%	-41.59%	7.90%	-15.97%	122.97%	912.82%	-54.43%	34.98%	50.80%	85.11%	60.92%	-44.03%	41.23%
YTD Increase	3.84%	-5.67%	61.51%	-5.82%	1.00%	-29.07%	52.90%	435.21%	2.09%	15.77%	4.24%	14.69%	29.75%	9.13%	2.31%
Total Year Increa	3.84%	-5.67%	61.51%	-5.82%	1.00%	-29.07%	52.90%	435.21%	2.09%	15.77%	4.24%	14.69%	29.75%	9.13%	2.31%

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

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January		4,048,599	7,565,248	10,640,444	10,970,042	100,883	103,524	117,805	71,183	107,068	6,272,045	8,223,680	22,515,577	32,129,068	32,326,040
February		3,640,228	8,831,162	9,964,265	9,901,463	111,202	123,301	138,103	86,764	119,484	6,004,609	6,788,236	16,833,409	17,071,361	17,078,293
March		392,302	14,285,652	11,694,833	11,682,633	191,043	100,157	288,353	139,472	203,764	9,370,541	3,538,436	28,050,784	22,897,441	22,911,263
April		54,406	11,899,053	11,767,660	12,328,326	356,959	0	387,071	230,087	302,139	22,183,138	715,316	39,424,885	45,219,347	43,812,778
May		7,959,755	11,894,484	12,431,457	12,627,627	329,769	122,541	429,562	235,556	273,011	36,428,842	28,192,673	71,629,217	67,998,385	61,544,693
June		15,349,447	15,036,636	18,707,648	18,477,129	441,718	529,356	646,362	393,576	338,773	102,003,266	103,467,906	127,947,319	136,993,703	137,311,567
July	9,774,831	14,163,157	18,366,907	22,972,242	23,810,322	538,288	643,415	630,180	527,134	372,183	110,890,945	152,256,684	159,994,974	203,794,691	215,518,673
August	24,094,200	14,432,996	15,236,263	17,820,645	17,510,657	534,008	621,785	723,235	476,191	311,925	138,805,084	139,737,864	158,280,320	142,641,161	148,053,622
September	5,444,607	7,502,538	9,479,100	9,589,739	9,771,123	210,087	466,395	392,240	225,343	167,249	45,403,850	63,775,711	73,112,498	73,185,366	79,777,957
October	3,090,168	5,199,066	6,243,795	5,954,385	5,629,110	215,456	309,934	157,157	132,022	154,211	22,618,642	41,364,509	43,787,109	43,568,138	35,908,020
November	1,659,752	894,605	698,108	4,271,270	4,234,311	126,782	167,957	10,176	122,575	104,724	11,523,953	17,053,031	11,394,032	18,554,321	18,220,059
December	1,465,862	4,304,339	7,063,801	3,945,571	4,807,160	120,970	126,529	217,271	125,826	94,433	6,505,201	11,266,628	18,096,294	10,195,045	13,534,535
<i>YTD Totals</i>	<i>45,529,420</i>	<i>77,941,438</i>	<i>126,600,209</i>	<i>139,760,159</i>	<i>141,749,903</i>	<i>3,277,165</i>	<i>3,314,894</i>	<i>4,137,515</i>	<i>2,765,729</i>	<i>2,548,964</i>	<i>518,010,116</i>	<i>576,380,674</i>	<i>771,066,418</i>	<i>814,248,027</i>	<i>825,997,500</i>
Total	45,529,420	77,941,438	126,600,209	139,760,159	141,749,903	3,277,165	3,314,894	4,137,515	2,765,729	2,548,964	518,010,116	576,380,674	771,066,418	814,248,027	825,997,500

Month Increase		193.64%	64.11%	-44.14%	21.84%	-15.76%	4.60%	71.72%	-42.09%	-24.95%	38.22%	73.19%	60.62%	-43.66%	32.76%
<i>YTD Increase</i>			62.43%	10.39%	1.42%	7.95%	1.15%	24.82%	-33.15%	-7.84%	4.35%	11.27%	33.78%	5.60%	1.44%
Total Year Increa		71.19%	62.43%	10.39%	1.42%	7.95%	1.15%	24.82%	-33.15%	-7.84%	4.35%	11.27%	33.78%	5.60%	1.44%

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

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

DARE COUNTY GROSS OCCUPANCY BY DISTRICT												
	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	DEC	TOTAL	TOTAL	TOTAL
AVON	8,889,986	6.0%	5,509,529	6.9%	2,498,450	7.0%	1,650,820	9.1%	987,229	7.3%	55,601,663	6.7%
BUXTON	2,579,943	1.7%	1,981,038	2.5%	1,087,957	3.0%	627,873	3.4%	543,781	4.0%	17,371,679	2.1%
COLINGTON	419,657	0.3%	163,524	0.2%	63,146	0.2%	25,951	0.1%	8,316	0.1%	2,353,387	0.3%
FRISCO	2,909,960	2.0%	1,919,306	2.4%	775,523	2.2%	535,946	2.9%	526,648	3.9%	17,529,095	2.1%
HATTERAS	5,637,062	3.8%	3,559,037	4.5%	1,070,558	3.0%	688,227	3.8%	1,044,989	7.7%	33,843,888	4.1%
KILL DEVIL HILLS	25,497,166	17.2%	14,084,197	17.7%	7,352,689	20.5%	3,690,573	20.3%	2,567,476	19.0%	151,319,244	18.3%
KITTY HAWK	8,968,394	6.1%	4,887,742	6.1%	2,479,816	6.9%	1,361,905	7.5%	945,776	7.0%	54,564,750	6.6%
MANTEO-TOWN	1,901,583	1.3%	977,386	1.2%	825,934	2.3%	273,309	1.5%	413,247	3.1%	11,915,930	1.4%
NAGS HEAD	40,376,546	27.3%	21,705,939	27.2%	9,937,584	27.7%	4,606,593	25.3%	2,667,860	19.7%	212,155,681	25.7%
RODANTHE	4,117,407	2.8%	2,647,737	3.3%	979,546	2.7%	477,131	2.6%	643,341	4.8%	25,635,468	3.1%
SALVO	4,621,423	3.1%	2,671,427	3.3%	883,064	2.5%	436,285	2.4%	425,847	3.1%	28,588,025	3.5%
WAVES	2,631,539	1.8%	1,430,899	1.8%	529,626	1.5%	196,851	1.1%	176,200	1.3%	15,477,611	1.9%
SOUTHERN SHORES	8,776,768	5.9%	4,007,161	5.0%	1,352,743	3.8%	762,329	4.2%	563,595	4.2%	44,008,472	5.3%
DUCK	25,279,971	17.1%	11,975,084	15.0%	4,747,088	13.2%	2,174,395	11.9%	1,185,069	8.8%	122,134,505	14.8%
RIM (ROANOKE ISL. MAINI	3,022,444	2.0%	835,080	1.0%	586,487	1.6%	374,962	2.1%	518,294	3.8%	19,994,579	2.4%
OTC UNATTRIBUTED	2,423,773	1.6%	1,422,871	1.8%	737,809	2.1%	336,909	1.8%	316,867	2.3%	13,503,523	1.6%
TOTAL	148,053,622	100.0%	79,777,957	100.0%	35,908,020	100.0%	18,220,059	100.0%	13,534,535	100.0%	825,997,500	100.0%

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

DARE COUNTY GROSS MEALS BY DISTRICT	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	DEC	TOTAL	TOTAL	TOTAL
AVON - 1	2,725,389	5.0%	1,540,634	3.9%	1,357,893	4.5%	507,451	2.6%	312,651	2.0%	16,214,038	4.2%
BUXTON - 2	1,927,015	3.5%	1,480,494	3.7%	1,269,022	4.2%	609,412	3.2%	250,166	1.6%	13,570,936	3.5%
COLINGTON - 3	634,338	1.2%	520,424	1.3%	314,059	1.0%	209,345	1.1%	208,594	1.3%	4,286,040	1.1%
FRISCO - 5	672,239	1.2%	429,917	1.1%	398,609	1.3%	227,021	1.2%	145,871	0.9%	4,523,390	1.2%
HATTERAS - 6	974,990	1.8%	637,456	1.6%	482,906	1.6%	620,107	3.2%	51,234	0.3%	6,780,440	1.7%
KILL DEVIL HILLS - 7	12,716,160	23.4%	10,131,599	25.6%	8,721,508	28.7%	5,558,854	28.8%	5,481,350	34.9%	103,515,072	26.6%
KITTY HAWK - 8	6,739,490	12.4%	5,203,669	13.2%	3,969,897	13.1%	2,795,419	14.5%	2,532,733	16.1%	54,272,218	14.0%
MANTEO-TOWN - 10	2,907,579	5.3%	2,107,448	5.3%	2,586,486	8.5%	1,252,775	6.5%	1,294,719	8.2%	23,766,043	6.1%
RIM (ROANOKE ISL. M	607,064	1.1%	485,303	1.2%	463,896	1.5%	385,903	2.0%	317,549	2.0%	5,188,293	1.3%
NAGS HEAD - 14	13,929,106	25.6%	9,763,894	24.7%	6,653,690	21.9%	4,402,655	22.8%	3,217,645	20.5%	92,634,887	23.8%
RODANTHE - 15	864,807	1.6%	562,921	1.4%	236,964	0.8%	111,595	0.6%	56,248	0.4%	4,467,047	1.1%
SALVO - 18	74,877	0.1%	12,592	0.0%	6,653	0.0%	5,633	0.0%	3,429	0.0%	306,404	0.1%
WAVES - 19	793,570	1.5%	470,716	1.2%	227,126	0.7%	102,276	0.5%	45,170	0.3%	4,314,021	1.1%
SOUTHERN SHORES -	1,296,155	2.4%	952,916	2.4%	753,060	2.5%	527,647	2.7%	719,729	4.6%	10,595,848	2.7%
DUCK - 21	7,518,712	13.8%	5,211,320	13.2%	2,918,411	9.6%	2,015,914	10.4%	1,066,730	6.8%	44,301,589	11.4%
TOTAL	54,381,491	100.0%	39,511,303	100.0%	30,360,180	100.0%	19,332,007	100.0%	15,703,818	100.0%	388,736,266	100.0%

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

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

DARE COUNTY GROSS OCCUPANCY BY DISTRICT															
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	DEC	DEC	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE	2,647,737	2,629,992	0.67%	979,546	1,478,355	-33.74%	477,131	618,867	-22.90%	643,341	200,550	220.79%	25,635,468	29,425,043	-12.88%
WAVES	1,430,899	1,342,792	6.56%	529,626	795,353	-33.41%	196,851	242,107	-18.69%	176,200	104,117	69.23%	15,477,611	17,038,117	-9.16%
SALVO	2,671,427	2,309,123	15.69%	883,064	1,371,001	-35.59%	436,285	479,537	-9.02%	425,847	224,922	89.33%	28,588,025	30,048,113	-4.86%
AVON	5,509,529	4,766,265	15.59%	2,498,450	3,707,899	-32.62%	1,650,820	1,617,201	2.08%	987,229	439,930	124.41%	55,601,663	56,543,699	-1.67%
BUXTON	1,981,038	1,849,301	7.12%	1,087,957	1,339,508	-18.78%	627,873	509,318	23.28%	543,781	422,483	28.71%	17,371,679	17,603,214	-1.32%
FRISCO	1,919,306	1,730,550	10.91%	775,523	1,378,208	-43.73%	535,946	498,662	7.48%	526,648	101,510	418.81%	17,529,095	17,955,346	-2.37%
HATTERAS	3,559,037	2,839,715	25.33%	1,070,558	2,122,765	-49.57%	688,227	838,073	-17.88%	1,044,989	199,981	422.54%	33,843,888	32,379,642	4.52%
TOTAL HATTERAS ISLAND	19,718,973	17,467,738	12.89%	7,824,724	12,193,089	-35.83%	4,613,133	4,803,765	-3.97%	4,348,035	1,693,493	156.75%	194,047,429	200,993,174	-3.46%
NORTHERN BEACHES:															
DUCK	11,975,084	11,214,013	6.79%	4,747,088	5,375,816	-11.70%	2,174,395	2,236,862	-2.79%	1,185,069	994,243	19.19%	122,134,505	120,516,906	1.34%
SOUTHERN SHORES	4,007,161	3,708,658	8.05%	1,352,743	1,674,316	-19.21%	762,329	764,844	-0.33%	563,595	430,336	30.97%	44,008,472	42,797,508	2.83%
KITTY HAWK	4,887,742	4,618,256	5.84%	2,479,816	2,559,566	-3.12%	1,361,905	1,211,314	12.43%	945,776	933,084	1.36%	54,564,750	52,815,537	3.31%
COLINGTON	163,524	208,361	-21.52%	63,146	82,933	-23.86%	25,951	33,807	-23.24%	8,316	22,452	-62.96%	2,353,387	2,191,942	7.37%
KILL DEVIL HILLS	14,084,197	13,066,033	7.79%	7,352,689	7,657,462	-3.98%	3,690,573	3,663,175	0.75%	2,567,476	2,273,190	12.95%	151,319,244	144,873,822	4.45%
NAGS HEAD	21,705,939	19,717,543	10.08%	9,937,584	11,895,493	-16.46%	4,606,593	4,704,310	-2.08%	2,667,860	2,860,723	-6.74%	212,155,681	210,802,662	0.64%
TOTAL NORTHERN BEACHES	56,823,647	52,532,864	8.17%	25,933,066	29,245,586	-11.33%	12,621,746	12,614,312	0.06%	7,938,092	7,514,028	5.64%	586,536,039	573,998,377	2.18%
ROANOKE ISLAND:															
MANTEO-TOWN	977,386	1,089,270	-10.27%	825,934	846,614	-2.44%	273,309	387,348	-29.44%	413,247	235,914	75.17%	11,915,930	12,879,554	-7.48%
RIM (ROANOKE ISL. MAINLAN	835,080	841,411	-0.75%	586,487	645,451	-9.14%	374,962	447,526	-16.21%	518,294	516,865	0.28%	19,994,579	14,712,851	35.90%
TOTAL ROANOKE ISLAND	1,812,466	1,930,681	-6.12%	1,412,421	1,492,065	-5.34%	648,271	834,874	-22.35%	931,541	752,779	23.75%	31,910,509	27,592,405	15.65%
OTC UNATTRIBUTED	1,422,871	1,254,083	13.46%	737,809	637,398	15.75%	336,909	301,370	11.79%	316,867	234,745	34.98%	13,503,523	11,664,071	15.77%
TOTAL	79,777,957	73,185,366	9.01%	35,908,020	43,568,138	-17.58%	18,220,059	18,554,321	-1.80%	13,534,535	10,195,045	32.76%	825,997,500	814,248,027	1.44%

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

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

DARE COUNTY GROSS MEALS BY DISTRICT															
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	DEC	DEC	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE - 15	562,921	434,757	29.48%	236,964	160,625	47.53%	111,595	390,961	-71.46%	56,248	67,451	-16.61%	4,467,047	4,045,129	10.43%
WAVES - 19	470,716	511,695	-8.01%	227,126	260,115	-12.68%	102,276	101,811	0.46%	45,170	42,958	5.15%	4,314,021	4,528,020	-4.73%
SALVO - 18	12,592	799	1475.97%	6,653	603	1003.32%	5,633	5,316	5.96%	3,429	4,811	-28.73%	306,404	161,356	89.89%
AVON - 1	1,540,634	2,017,080	-23.62%	1,357,893	780,055	74.08%	507,451	1,104,812	-54.07%	312,651	503,131	-37.86%	16,214,038	17,043,620	-4.87%
BUXTON - 2	1,480,494	1,488,508	-0.54%	1,269,022	625,062	103.02%	609,412	1,194,331	-48.97%	250,166	308,473	-18.90%	13,570,936	13,102,773	3.57%
FRISCO - 5	429,917	357,592	20.23%	398,609	256,387	55.47%	227,021	243,204	-6.65%	145,871	92,499	57.70%	4,523,390	3,549,588	27.43%
HATTERAS - 6	637,456	751,335	-15.16%	482,906	477,422	1.15%	620,107	228,401	171.50%	51,234	74,492	-31.22%	6,780,440	6,561,857	3.33%
TOTAL HATTERAS ISLAND	5,134,730	5,561,766	-7.68%	3,979,173	2,560,269	55.42%	2,183,495	3,268,836	-33.20%	864,769	1,093,815	-20.94%	50,176,276	48,992,343	2.42%
NORTHERN BEACHES:															
DUCK - 21	5,211,320	4,641,149	12.29%	2,918,411	2,441,074	19.55%	2,015,914	2,657,870	-24.15%	1,066,730	1,096,616	-2.73%	44,301,589	41,153,754	7.65%
SOUTHERN SHORES - 20	952,916	1,092,162	-12.75%	753,060	493,309	52.65%	527,647	987,765	-46.58%	719,729	706,924	1.81%	10,595,848	11,472,307	-7.64%
KITTY HAWK - 8	5,203,669	5,150,431	1.03%	3,969,897	2,073,823	91.43%	2,795,419	3,925,686	-28.79%	2,532,733	2,617,192	-3.23%	54,272,218	53,098,014	2.21%
COLINGTON - 3	520,424	455,686	14.21%	314,059	172,568	81.99%	209,345	387,676	-46.00%	208,594	156,338	33.43%	4,286,040	3,932,855	8.98%
KILL DEVIL HILLS - 7	10,131,599	10,125,583	0.06%	8,721,508	4,905,786	77.78%	5,558,854	7,868,441	-29.35%	5,481,350	4,518,658	21.30%	103,515,072	98,646,368	4.94%
NAGS HEAD - 14	9,763,894	10,137,446	-3.68%	6,653,690	4,862,183	36.85%	4,402,655	4,941,721	-10.91%	3,217,645	2,938,287	9.51%	92,634,887	86,838,961	6.67%
TOTAL NORTHERN BEACHES	31,783,822	31,602,457	0.57%	23,330,625	14,948,743	56.07%	15,509,834	20,769,159	-25.32%	13,226,781	12,034,015	9.91%	309,605,654	295,142,259	4.90%
ROANOKE ISLAND:															
MANTEO-TOWN - 10	2,107,448	2,029,946	3.82%	2,586,486	1,064,089	143.07%	1,252,775	3,637,623	-65.56%	1,294,719	1,428,966	-9.39%	23,766,043	23,273,663	2.12%
MANTEO-OUTSIDE - 11	485,303	463,840	4.63%	463,896	293,592	58.01%	385,903	501,329	-23.02%	317,549	296,616	7.06%	5,188,293	4,897,470	5.94%
TOTAL ROANOKE ISLAND	2,592,751	2,493,786	3.97%	3,050,382	1,357,681	124.68%	1,638,678	4,138,952	-60.41%	1,612,268	1,725,582	-6.57%	28,954,336	28,171,133	2.78%
TOTAL	39,511,303	39,658,009	-0.37%	30,360,180	18,866,693	60.92%	19,332,007	28,176,947	-31.39%	15,703,818	14,853,412	5.73%	388,736,266	372,305,735	4.41%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 1/31/24

	Jul '23 - Jan 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,842,674.08	4,655,607.00	187,067.08	104.0%
3040 · Meals Tax - 75%	1,976,033.43	2,083,732.00	-107,698.57	94.8%
3050 · Website Advertising	82,338.40	125,000.00	-42,661.60	65.9%
3210 · Interest Income	317,330.36	191,050.00	126,280.36	166.1%
3220 · Other	155.00	1,000.00	-845.00	15.5%
Total Income	<u>7,218,531.27</u>	<u>7,056,389.00</u>	<u>162,142.27</u>	<u>102.3%</u>
Gross Profit	7,218,531.27	7,056,389.00	162,142.27	102.3%
Expense				
5000 · Director Compensation	8,550.00	17,100.00	-8,550.00	50.0%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	2,798.63	7,000.00	-4,201.37	40.0%
5003 · Directors & Officers Insurance	2,985.00	2,985.00	0.00	100.0%
5004 · Miscellaneous Items	332.43	1,000.00	-667.57	33.2%
5010 · Salaries (Full Time) Promotion	576,811.41	1,019,500.00	-442,688.59	56.6%
5020 · Salaries (Part Time) Promotion	54,481.85	129,500.00	-75,018.15	42.1%
5025 · Salaries (Part Time) Welcome AB	57,697.27	112,855.00	-55,157.73	51.1%
5026 · Salaries (Part Time) Welcome RI	86,222.90	170,785.00	-84,562.10	50.5%
5030 · Payroll Taxes	59,115.94	117,210.00	-58,094.06	50.4%
5040 · Employee Insurance	111,062.13	179,200.00	-68,137.87	62.0%
5050 · Retirement	78,351.77	138,665.00	-60,313.23	56.5%
5055 · 401(k) Match	4,674.15	10,195.00	-5,520.85	45.8%
5060 · Workmens Compensation	2,376.90	2,360.00	16.90	100.7%
5080 · Employee Relations	1,213.96	3,195.00	-1,981.04	38.0%
5090 · Training	4,279.46	16,340.00	-12,060.54	26.2%
5110 · Contracted Service	16,345.00	29,085.00	-12,740.00	56.2%
5140 · Audit	10,945.00	10,875.00	70.00	100.6%
5170 · Other Professional Services	19,080.55	14,300.00	4,780.55	133.4%
5180 · Legal	4,000.00	20,500.00	-16,500.00	19.5%
5185 · Research	100,325.00	267,500.00	-167,175.00	37.5%
5190 · Administrative Advertising	1,883.00	2,500.00	-617.00	75.3%
5500 · Advertising-Printed	759,684.59	1,454,760.00	-695,075.41	52.2%
5502 · Advertising - Production Fee	138,153.27	170,000.00	-31,846.73	81.3%
5510 · Advertising - Event Dev & Mktg	9,688.57	73,100.00	-63,411.43	13.3%
5515 · Advertising - Online	1,965,581.14	2,616,390.00	-650,808.86	75.1%
5525 · Community Relations	7,957.50	30,000.00	-22,042.50	26.5%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	2,771.66	19,000.00	-16,228.34	14.6%
5580 · Promotional Aids	3,013.88	9,000.00	-5,986.12	33.5%
6100 · Familiarization Tours	25,898.78	110,000.00	-84,101.22	23.5%
6101 · Group sales	9,400.00	17,750.00	-8,350.00	53.0%
6130 · Uniforms	0.00	2,200.00	-2,200.00	0.0%
6150 · Event Grant	192,849.64	710,810.00	-517,960.36	27.1%
6160 · Long Range Tourism Plan	175.71	350,000.00	-349,824.29	0.1%
6170 · Tourism Summit	21,371.63	25,000.00	-3,628.37	85.5%
6200 · Postage and Delivery	25,633.95	200,200.00	-174,566.05	12.8%
6300 · Travel	14,989.99	60,640.00	-45,650.01	24.7%
6305 · Vehicle Maintenance	453.88	3,500.00	-3,046.12	13.0%
6320 · Registrations	16,587.38	52,475.00	-35,887.62	31.6%
6340 · Travel Show Exhibit	3,850.15	4,000.00	-149.85	96.3%
6420 · Dues and Subscriptions	58,206.39	57,855.00	351.39	100.6%
6440 · Insurance	36,602.39	37,575.00	-972.61	97.4%
6460 · Telephone	19,045.93	38,955.00	-19,909.07	48.9%
6500 · Equipment	55,948.21	85,300.00	-29,351.79	65.6%
6510 · Expendable Equipment	0.00	14,550.00	-14,550.00	0.0%
6530 · Technical Support	693.34	9,000.00	-8,306.66	7.7%
6580 · Utilities	7,356.44	18,360.00	-11,003.56	40.1%
6600 · Cleaning/maintenance supplies	242.28	2,600.00	-2,357.72	9.3%
6610 · Building Maintenance	7,684.11	50,905.00	-43,220.89	15.1%
6620 · Equipment Service Contracts	1,345.20	3,100.00	-1,754.80	43.4%
6640 · Equipment Rent	15,230.82	33,840.00	-18,609.18	45.0%
6660 · Equipment Repairs	1,061.39	5,050.00	-3,988.61	21.0%
6700 · Office Supplies	7,364.21	23,025.00	-15,660.79	32.0%
6800 · Bank Service Charges	1,022.30	1,920.00	-897.70	53.2%
6810 · Web Site/Internet	17,496.08	52,000.00	-34,503.92	33.6%
Total Expense	<u>4,630,893.16</u>	<u>8,618,010.00</u>	<u>-3,987,116.84</u>	<u>53.7%</u>
Net Ordinary Income	2,587,638.11	-1,561,621.00	4,149,259.11	-165.7%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 1/31/24

	Jul '23 - Jan 24	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	49,000.00	35,000.00	14,000.00	140.0%
Total 9920 · Transfer from Travel Guide Fund	49,000.00	35,000.00	14,000.00	140.0%
9990 · Unappropriated Fund Balance	0.00	1,925,166.00	-1,925,166.00	0.0%
Total Other Income	49,000.00	1,960,166.00	-1,911,166.00	2.5%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	81,956.84	110,000.00	-28,043.16	74.5%
62001 · Freight	4,839.31	2,000.00	2,839.31	242.0%
Total 9925 · Transfer to Travel Guide	86,796.15	112,000.00	-25,203.85	77.5%
9950 · Transfer to Event Site Fund	1,544.58	286,545.00	-285,000.42	0.5%
Total Other Expense	88,340.73	398,545.00	-310,204.27	22.2%
Net Other Income	-39,340.73	1,561,621.00	-1,600,961.73	-2.5%
Net Income	2,548,297.38	0.00	2,548,297.38	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 1/31/24

	<u>Jul '23 - Jan 24</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	120.72	50.00	70.72	241.4%
Total Income	120.72	50.00	70.72	241.4%
Gross Profit	120.72	50.00	70.72	241.4%
Net Ordinary Income	120.72	50.00	70.72	241.4%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	49,000.00	35,000.00	14,000.00	140.0%
Total 9920 · Transfer from Travel Guide Fund	49,000.00	35,000.00	14,000.00	140.0%
Total Other Income	49,000.00	35,000.00	14,000.00	140.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	81,956.84	110,000.00	-28,043.16	74.5%
62001 · Freight	4,839.31	2,000.00	2,839.31	242.0%
Total 9925 · Transfer to Travel Guide	86,796.15	112,000.00	-25,203.85	77.5%
Total Other Expense	86,796.15	112,000.00	-25,203.85	77.5%
Net Other Income	-37,796.15	-77,000.00	39,203.85	49.1%
Net Income	-37,675.43	-76,950.00	39,274.57	49.0%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2023 through January 2024

	Jul '23 - Jan 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,614,224.69	1,551,869.00	62,355.69	104.0%
3040 · Meals Tax	658,677.80	694,578.00	-35,900.20	94.8%
3210 · Interest	238,464.39	125,000.00	113,464.39	190.8%
Total Income	2,511,366.88	2,371,447.00	139,919.88	105.9%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	123,563.96	442,795.00	-319,231.04	27.9%
4525 · Event Site	9,295.80	6,924,640.00	-6,915,344.20	0.1%
4585 · Unappropriated Long-Term	0.00	750,560.00	-750,560.00	0.0%
Total 4000 · Long - Term Projects	132,859.76	8,117,995.00	-7,985,135.24	1.6%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	38,760.00	38,760.00	0.00	100.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	127,500.00	127,500.00	0.00	100.0%
4667 · TIG-Dare Co.-Frisco/Buxton Path	0.00	200,000.00	-200,000.00	0.0%
4668 · TIG-Duck-Ocean Crest Improve	0.00	78,000.00	-78,000.00	0.0%
4669 · TIG-KDH-Wright Bros Sidewalk	0.00	177,000.00	-177,000.00	0.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	34,595.00	34,595.00	0.00	100.0%
4672 · TIG-OB Forever-Lighthouse Path	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path E Hwy 12	0.00	150,000.00	-150,000.00	0.0%
4674 · TIG-SSCA-Accessible Access 96A	25,000.00	25,000.00	0.00	100.0%
4999 · Unappropriated Funds	0.00	1,378,092.00	-1,378,092.00	0.0%
5140 · Audit	3,625.00	3,625.00	0.00	100.0%
5160 · Fireworks	55,000.00	110,000.00	-55,000.00	50.0%
5170 · Traffic Control - Hwy 12 & 158	4,550.00	24,530.00	-19,980.00	18.5%
Total 4100 · Short-Term Projects	289,030.00	2,988,908.00	-2,699,878.00	9.7%
Total Expense	421,889.76	11,106,903.00	-10,685,013.24	3.8%
Net Ordinary Income	2,089,477.12	-8,735,456.00	10,824,933.12	-23.9%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	8,735,456.00	-8,735,456.00	0.0%
Total Other Income	0.00	8,735,456.00	-8,735,456.00	0.0%
Net Other Income	0.00	8,735,456.00	-8,735,456.00	0.0%
Net Income	2,089,477.12	0.00	2,089,477.12	100.0%

Outer Banks Visitors Bureau
 Restricted Fund Summary
 2022-2023

	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Estimated Balance FY23-24
Short-term Projects									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Manteo - Town Common Phase II	150,000	(150,000)			0	0			0
TIG - KDH - Meekins Field	200,000	(200,000)			0	0			0
TIG - NH - Skate Park	30,000			(30,000)	0				0
TIG - Chicamacomico - 1911 Cookhouse	38,760				38,760	(38,760)			0
TIG - Town of NH - Epstein Street Beach Access	250,000				250,000				250,000
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500				127,500	(127,500)			0
TIG - OB Forever - Aviation Trail Through Time	21,250			(21,250)	0				0
TIG - Dare County - Frisco Buxton Pathway		200,000			200,000		(200,000)		0
TIG - Duck - Ocean Crest Improvements		78,000			78,000				78,000
TIG - KDH - Wright Brothers Sidewalk		177,000			177,000				177,000
TIG - NH - Whalebone Park Restrooms		112,000			112,000				112,000
TIG - OB Forever - Weather Bureau Signal		34,595			34,595	(34,595)			0
TIG - OB Forever - Cape Hatteras Lighthouse Pathway		132,000			132,000				132,000
TIG - SS - Walking Path E. Highway 12		150,000			150,000				150,000
TIG - SS Civic Assoc - Accessible Access 96A		25,000			25,000	(25,000)			0
TIG - Chicamacomico - 1874 Life-Saving Station						115,000			115,000
TIG - Duck - Performance Space Improvements						13,549			13,549
TIG - Elizabethan Garden - Pathway to Discover						50,000			50,000
TIG - Frisco Native American - Education Bldg						39,300			39,300
TIG - KH - Hwy 158 Multi-Use Path						400,000			400,000
TIG - NH - E. Epstein Sidewalk						49,500			49,500
TIG - NH - Governor Street Beach Access						60,477			60,477
TIG - NH - W. Seachase Drive Access						45,150			45,150
TIG - NEST - Signs						2,750			2,750
TIG - NC Aquarium - Oyster Exhibits						121,845			121,845
TIG - OB Community Foundation - Community Terrace						85,000			85,000
TIG - OB Forever - Restrooms at Lighthouse Beach						125,000			125,000
TIG - RIFP - Concrete Loading Dock						75,000			75,000
TIG - SS - Walking Path W. Highway 12						118,855			118,855
TIG - Surf Ped Found - Everyone's Playground						282,963			282,963
Fireworks	76,581		(55,000)	55,000	76,581		(55,000)	55,000	76,581
Audit	0		(3,435)	3,625	190		(3,625)	3,435	0
Highway 158/Highway 12 Intersection	12,240		(5,660)		6,580		(4,550)	20,000	22,030
Unappropriated Funds	566,511	1,084,940		(915,970)	735,481	1,424,550		(1,462,824)	697,207
TOTAL SHORT TERM COMMITMENTS	1,620,648	1,643,535	(64,095)	(908,595)	2,291,493	3,008,939	(289,030)	(1,584,389)	3,427,013
Long Term Projects									
Multi-Use Center (100%)	3,708,303	1,945,922	(23,138)		5,631,087	1,372,513	(9,296)		6,994,304
Infrastructure (capped)	455,045		(12,250)		442,795		(123,584)		319,231
L-T Unappropriated Funds	450,560	100,000	0		550,560	200,000	0		750,560
TOTAL LONG TERM COMMITMENTS UNPAID	4,613,908	2,045,922	(35,388)	0	6,624,442	1,572,513	(132,880)	0	8,064,095
Total	6,234,557	3,689,457	(99,483)	(908,595)	8,915,935	4,581,452	(421,890)	(1,584,389)	11,491,108
Cash on Hand 1/31/24			#				#		
							Checking	34,712	
Total Cash on Hand							Savings	11,043,029	
								11,077,742	
25% of Occupancy & Meals Income per Budget									
								February	90,849
								March	56,643
								April	65,323
								May	121,415
								June	151,468
									485,697
Unappropriated Balances									72,330
Transfer from General Fund									
30% Short-term						2,758,599	*		
Amount over budget to short-term						673,934			
Short-term Interest						512,152			
						238,464			
						1,424,550			
70% Long-term								1,572,513	
Long-term Interest								0	
								1,572,513	*

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

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Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2023 through January 2024

	Jul '23 - Jan 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,000.00	2,000.00	-1,000.00	50.0%
3200 · Site Rental Income - Other	15,260.00	20,900.00	-5,640.00	73.0%
Total 3200 · Site Rental Income	16,260.00	22,900.00	-6,640.00	71.0%
3210 · Interest Income	962.42	500.00	462.42	192.5%
3250 · Lease Income	25,583.00	49,155.00	-23,572.00	52.0%
9999 · Unappropriated Funds	0.00	45,810.00	-45,810.00	0.0%
Total Income	42,805.42	118,365.00	-75,559.58	36.2%
Expense				
5160 · Event Development & Marketing	31,504.41	50,000.00	-18,495.59	63.0%
5170 · Other Professional Services	17,690.00	55,000.00	-37,310.00	32.2%
6440 · Insurance	11,515.00	11,515.00	0.00	100.0%
6580 · Utilities	15,512.09	47,580.00	-32,067.91	32.6%
6610 · Repairs & Maintenance	111,079.72	220,745.00	-109,665.28	50.3%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	3,038.92	20,000.00	-16,961.08	15.2%
Total Expense	190,340.14	405,110.00	-214,769.86	47.0%
Net Ordinary Income	-147,534.72	-286,745.00	139,210.28	51.5%
Other Income/Expense				
Other income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	286,545.00	-286,545.00	0.0%
Total Other Income	0.00	286,745.00	-286,745.00	0.0%
Net Other Income	0.00	286,745.00	-286,745.00	0.0%
Net Income	-147,534.72	0.00	-147,534.72	100.0%

DARE COUNTY TOURISM BOARD

31-Jan-24

TYPE OF ACCOUNT BANK	CHECKING	NC CAPITAL	M MARKET	M MARKET	M MARKET	CD'S	CD'S	CD'S	CD'S	CD'S	TOTAL
	SOUTHERN	MGMT TRUST	PNC	SOUTHERN	FIRST NATIONAL	SOUTHERN	PNC Bank	FIRST BANK	TOWNE BANK	FIRST NATIONAL	
GENERAL FUND	181,470	4,716,059	760,188	1,065,008	2,539,724	0	1,000,000	1,009,678	1,810,064	4,000,000	17,082,192
RESTRICTED FUND	34,712	6,743,047			1,272,394	1,000,000	0	1,000,000	1,027,589	0	11,077,742
TRAVEL GUIDE	2,957										2,957
MERCHANDISE SALES	165,664										165,664
EVENT SITE FUND	374,721										374,721
TOTAL	759,525	11,459,106	760,188	1,065,008	3,812,118	1,000,000	1,000,000	2,009,678	2,837,653	4,000,000	28,703,276
TOTAL % EACH BANK	9.84%	39.92%	6.13%		27.22%			7.00%	9.89%		100.00%
INTEREST RATES	0.40%	5.27%	3.50%	3.15%	2.43%	4.50%	4.90%	4.0% & 4.5%	5.18, 5.09, 4.86%	5.1% & 4.07	
TOTAL CHECKING & CD'S	28,703,276										
60% ALLOWED IN ANY BANK	17,221,965										
25% ALLOWED IN ANY ONE INV	7,175,819										
60% General Fund Reserved Balance is \$5,385,705.											
100% Restricted Fund Balance Restricted by House Bill 225											\$11,077,742

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Marketing Dashboard

thru JANUARY 2024

	<u>FY 23/24</u>	<u>FY 22/23</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	29,737	23,590	6,147	26%
Completed Video Views	25,362,597	10,550,384	14,812,213	140%
Website Sessions	2,410,656	1,949,179	461,477	24%
Online Communities				
Email Subscribers	100,959	135,027	-34,068	-25%
Facebook	718,000	715,241	2,759	0%
X (Twitter)	40,900	41,766	-866	-2%
Instagram	130,582	128,745	1,837	1%
Pinterest	23,500	23,400	100	0%
TikTok	<u>94,500</u>	<u>27,800</u>	<u>66,700</u>	<u>240%</u>
Online Communities Subtotal	1,108,441	1,071,979	36,462	3%

Google Analytics 4 (GA4) began July 2023



OBVB Marketing Dashboard - Prepared by Hoffman York

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

The following sections are included:

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

January 2024 highlights:

- Paid Media: Continuity and Spring-Summer campaigns were live throughout the month in addition to dedicated efforts with premium partners supporting the new Travel Guide.
 - Spring-Summer launches:
 - High Impact
 - Peacock - Pause Ad - 1/1
 - Jun Group - 1/2
 - Streaming Video - Youtube
 - 4x New Swiftcurrent Shorts - 1/1
 - 2024 Travel Guide Email Promotions:
 - Outside Online - 1/9
 - Smithsonian - 1/9
 - Backpacker - 1/12
- Compared to December, total impressions were up 120% and total video views were up 50% as the Spring Summer campaign gained momentum with all efforts live. Both metrics also saw significant growth YoY from the earlier campaign launch.
 - Native continuity had its best performing month so far this FY. Content supported included offers and packages, kite surfing, spas and wellness, and the new travel guide.
 - In total, 271K travel guide promotions were sent from Outside Online, Backpacker and the Smithsonian. Performance exceeded benchmarks with an overall open rate of 38% and CTR (opens) of 1.44%.
 - Of the 6MM video views, 85% were Raw OBX with a 98% video completion rate.
- Website: Total sessions were up 130% MoM; all sources contributed to the growth including organic search, social, referral, paid media and paid search.
 - The top 20 Page Paths all saw page view increases MoM; /plan-your-trip/ had the largest volume (+1.8K%) and growth (+116K) of the top 20.
 - Key Website KPIs saw a 154% increase MoM with all events seeing volume increases. Travel_guide_request grew 380% MoM, the largest % growth, while vimeo_video accounted 25% of total events for the second consecutive month.
 - Note: HY looked into what sources were causing the spikes in video and travel guide requests which led to further questioning on how the events were set up in GA4. HY is working with Steph / Simpleview to clarify how each event is counted and potential solutions for alleviating multiple counts against a single user.
- Email: 114K total emails were sent between the consumer marketing contact list and various workflow audiences with an overall 20% open rate, and 33% CTR (opens), which provided a significant increase MoM (172%).
 - The January 2023 OBX email, "New Year, New Guide to the OBX" produced a 30% CTR (opens), which is the highest FY-to date. The "Get the New Travel Guide" CTA button produced 60% of total clicks.
 - Amongst all niche workflows, the Foodie email provided the highest open rate (26%) and drove the highest CTR (40%).
 - Note: The volume of successful email deliveries was still down from November due to "soft bounces." After further investigation with Hubspot, this is coming from a server timeout when connecting with Gmail. The issue is said to be temporary and will be monitored closely going forward.
- Zartico: January's (1-25) top visitor origin markets based on total tracked spend were Washington DC (13%), Richmond-Petersburg VA (13%), Harrisburg-Lancaster-Lebanon-York PA (12%) and Norfolk-Portsmouth-Newport News (12%).
- KeyData: Compared to January 2023, total guest nights available were up 18% and the average total stay value was up 43%, however, cancelled nights were up 10% and total nightly revenue was down 15%.
- VisaVue: Credit Card spending trends through December 2023 are relatively flat YOY - 2% decrease overall for FYTD.

Dashboard data last updated on 2/6/24

Data was reviewed and validated through 1/31/24 (Zartico - 1/25/24, KeyData as of 2/5/24, Visa - 12/31/23)

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

Section I: Fiscal 2023-2024 Overview

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

Paid Media Campaigns (HY Managed)

FYT: Paid Impressions

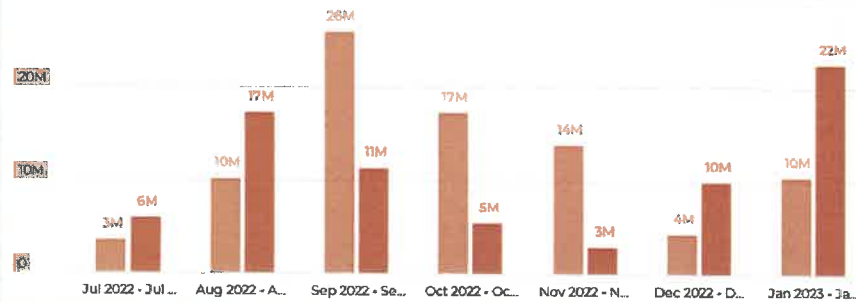
74,913,081 -11.8%
(84,928,274)

FYT: Paid Video Views

25,362,597 +140.40%
(10,550,384)

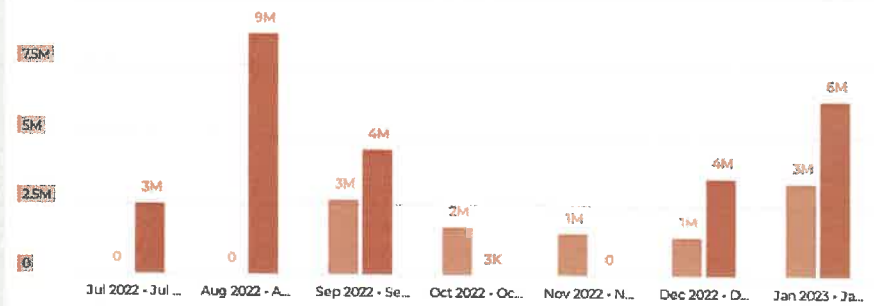
Monthly Paid Impressions v. Previous Year

Impressions



Monthly Paid Video Views v. Previous Year

Video Views



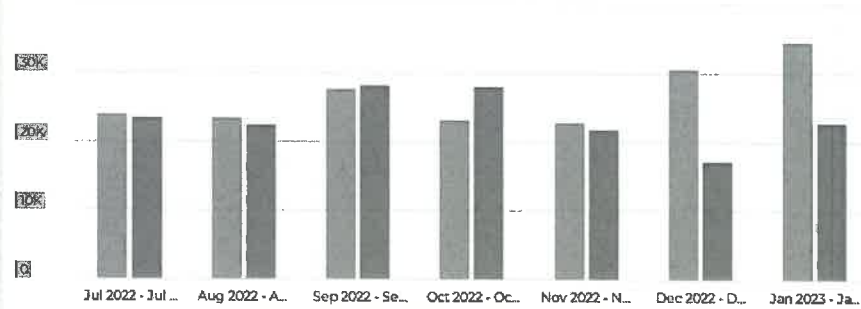
Email Marketing

FYT: Email Opens

162,908
(185,235) -12.1%

Monthly Email Opens v. Previous Year

Email Opens



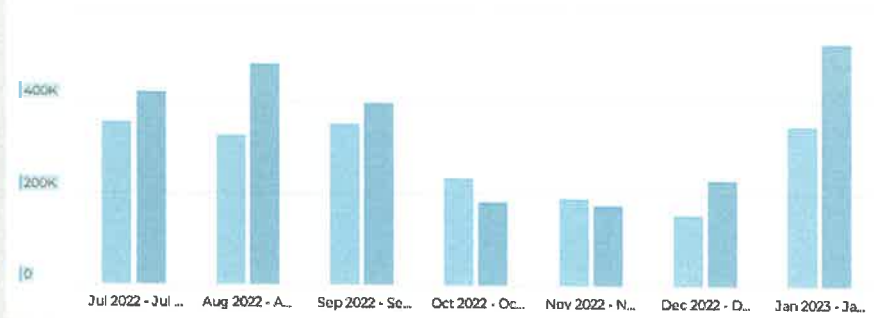
Outerbanks.org

FYT: Website Sessions

2,410,656
(1,949,179) +23.7%

Monthly Website Sessions v. Previous Year

Sessions



Tracked Credit Card Spend

FYT: Tracked Spend (Zartico)

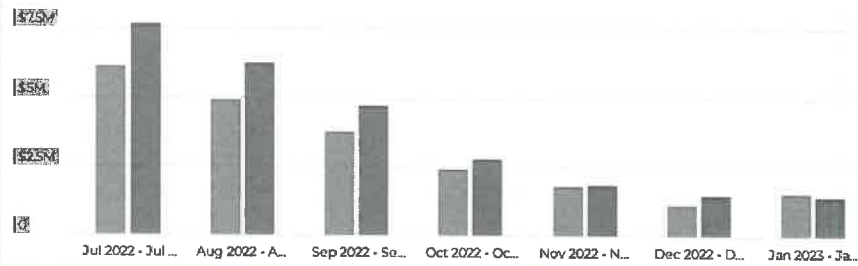
\$25,937,173 -20.2%
(\$21,575,704)

FYT: Tracked Spend (Visa)

\$252,301,074 -2.3%
(\$258,360,251)

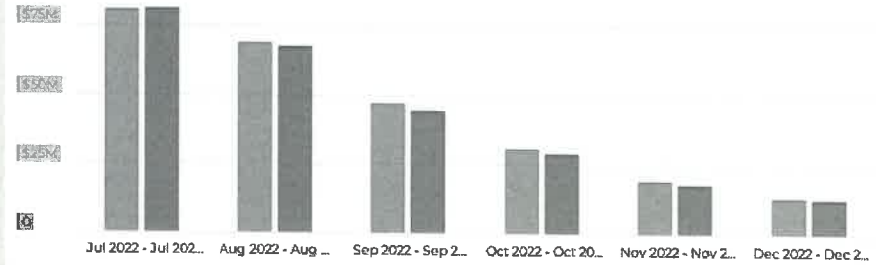
Tracked Spend v. Previous Year (Zartico)

Tracked Spend



Tracked Spend v. Previous Year (Visa)

Tracked Spend



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

KeyData Rental Data

FYT: Total Revenue (Nightly)

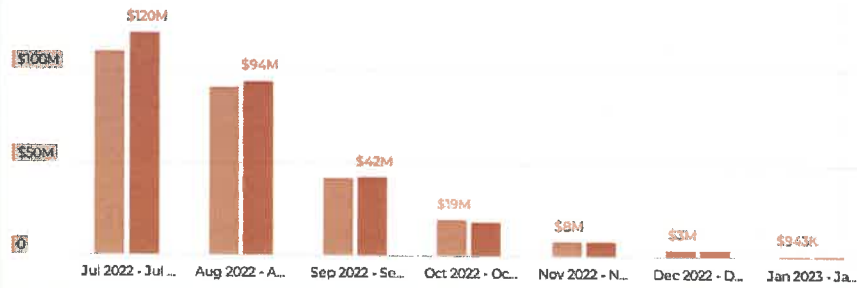
\$285,033,520 ▲ 4.3%
 (\$273,203,050)

FYT: Adj. Paid Occ. %

61.4 % ▼ -9.40%
 (67.8 %)

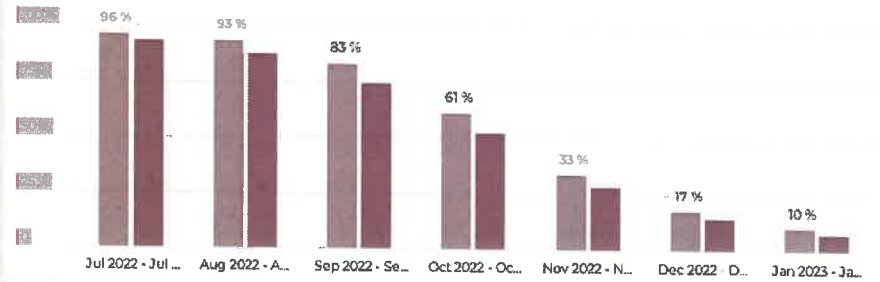
Monthly Revenue (Total) v. Previous Year

Total Revenue (Nightly)



Monthly Adj. Paid Occ. % v. Previous Year

Adj. Paid Occupancy %



Section II: Website

Reviews key KPIs/events tracked and website content viewed

Outerbanks.org Page Views

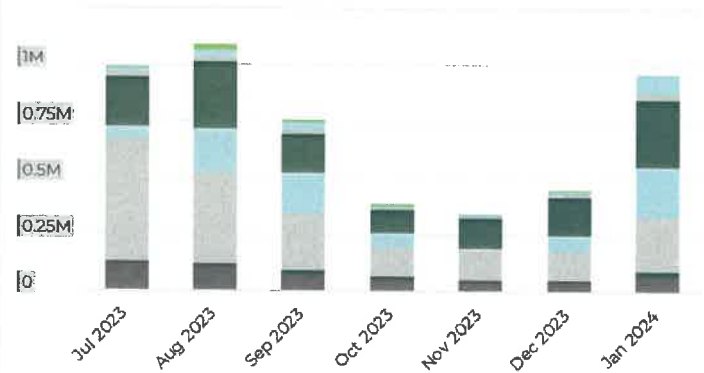
FYT: Page Views - All Pages

5,031,337 ▲ 5.3%
(4,776,940)

Monthly Page Views by Medium

Page Views

● Direct ● Email ● Organic Search ● Other ● Paid Media ● Paid Search ● Referrals



*Filtered to Mediums with over 25 occurrences in any month

Outerbanks.org KPIs (Events)

FYT: Key Website KPIs

1,674,100 ▲ 76.8%
(946,754)

Monthly Key Website KPIs by Event

Event	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024
	# Total ↓	# Total ↓	# Total ↓	# Total ↓	# Total ↓	# Total ↓	# Total ↓
vimeo_video	3,395	6,815	4,737	461	418	40,267	108,549
external_link	106,536	87,466	55,929	37,623	31,031	32,844	68,677
partner_referral	99,416	78,888	47,746	31,457	25,590	28,197	59,597
listing_details_reac...	96,551	78,959	59,578	35,447	31,489	26,630	47,263
travel_guide_request	9,677	9,596	6,983	5,813	2,948	11,733	56,376
blog_section_reach...	48,148	35,387	30,077	18,940	15,416	16,077	56,098
file_download	2,043	1,668	1,231	1,102	790	751	1,932
view_search_results	1,516	1,148	718	628	529	514	753
enews_sign_up	597	615	515	288	269	409	1,259

1 - 9 of 9 items

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

Section III: Feeder Market Trends

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

All Data Sources: Domestic Geographic Trends

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

State	Jan 2024				Dec 2023				Nov 2023				#
	# KeyData	# Website ...	# Zartico ↓	# Visa	# KeyData	# Website ...	# Zartico	# Visa	# KeyData	# Website ...	# Zartico	# Visa	
Virginia	\$465,316	14,093	\$524,984.85	--	\$852,970	10,309	\$660,770.10	\$4,579,408...	\$1,798,095	10,384	\$883,166.73	\$6,479,914.24	\$
Pennsylva...	\$73,000	7,269	\$327,197.08	--	\$150,482	4,210	\$204,122.84	\$457,271.59	\$525,389	3,623	\$217,594.52	\$862,389.67	\$
North Caro...	\$656,231	13,052	\$169,297.08	--	\$1,012,761	10,804	\$215,812.03	\$4,811,043.56	\$1,639,620	11,483	\$297,628.30	\$5,717,895.16	\$
South Caro...	\$108,389	2,273	\$86,510.72	--	\$218,639	1,315	\$13,384.97	\$163,627.21	\$202,092	1,319	\$16,861.88	\$262,322.39	
Maryland	\$44,004	2,880	\$59,062.29	--	\$144,563	1,841	\$40,443.02	\$636,297.45	\$432,547	1,755	\$77,294.21	\$1,017,447.45	
West Virgin...	\$17,779	1,489	\$56,943.85	--	\$18,752	880	\$49,203.19	\$84,286.29	\$100,105	774	\$37,169.64	\$161,687.39	
New York	\$86,174	8,442	\$29,866.78	--	\$176,569	4,813	\$13,552.82	\$198,989.83	\$146,461	4,636	\$56,293.32	\$269,182.40	
Wisconsin	--	1,289	\$14,223.10	--	\$10,189	696	\$10,777.10	\$17,786.29	\$12,844	447	\$7,682.47	\$35,038.83	
Missouri	--	1,075	\$13,322.55	--	\$1,494	570	\$8,262.79	\$23,392.88	\$3,774	459	\$1,018.36	\$26,906.61	
Ohio	\$36,926	6,047	\$12,551.84	--	\$57,044	4,571	\$31,084.26	\$148,478.72	\$159,629	2,772	\$13,181.18	\$221,211.42	
Georgia	\$17,736	6,496	\$11,944.64	--	\$22,302	4,811	\$4,375.74	\$103,539.16	\$50,326	4,633	\$9,335.85	\$155,637.94	
Florida	\$16,971	5,579	\$11,292.68	--	\$34,573	2,906	\$23,892.26	\$325,317.35	\$72,950	3,129	\$25,322.86	\$427,678.11	
New Jersey	\$24,773	1,805	\$10,364.53	--	\$49,102	917	\$29,759.89	\$189,050.48	\$109,682	822	\$26,438.06	\$403,548.20	
Kentucky	--	1,803	\$9,132.15	--	\$7,521	1,049	\$7,586.38	\$37,159.47	\$19,677	922	\$5,708.89	\$46,042.75	
Tennessee	\$41,813	2,047	\$6,325.44	--	\$45,979	1,185	\$14,806.16	\$93,940.08	\$95,366	1,087	\$7,591.77	\$135,836.00	
Minnesota	--	1,036	\$5,935.68	--	--	587	\$8,531.70	\$21,376.88	\$9,700	481	\$8,980.43	\$31,823.75	
Connecticut	--	1,009	\$4,472.00	--	\$10,980	511	\$30,587.65	\$50,252.77	\$17,332	499	\$16,409.10	\$81,048.17	
California	\$5,271	1,984	\$4,115.80	--	\$9,801	1,282	\$8,764.28	\$129,335.79	\$32,948	1,261	\$11,418.26	\$148,218.41	
Texas	\$17,839	3,062	\$4,108.10	--	\$23,960	1,671	\$11,176.07	\$79,920.66	\$50,372	1,408	\$12,129.06	\$121,592.99	
Illinois	\$2,431	3,406	\$3,982.11	--	\$6,744	1,803	\$853.76	\$45,738.99	\$29,432	1,454	\$3,152.97	\$85,024.39	
Massachus...	\$2,405	2,726	\$3,878.05	--	\$2,405	1,349	\$4,960.86	\$51,780.09	\$28,420	1,269	\$22,736.30	\$88,404.10	
Colorado	--	1,019	\$3,683.82	--	--	585	\$1,205.20	\$68,413.70	\$31,642	475	\$5,919.52	\$104,365.94	
District of ...	\$12,737	716	\$2,337.55	--	\$22,343	528	\$5,795.11	\$72,155.34	\$11,524	514	\$3,798.52	\$89,705.96	
Alaska	\$1,900	56	\$2,217.12	--	\$1,900	34	\$4,560.14	\$13,517.54	--	40	\$3,297.00	\$32,358.89	
New Hamp...	\$1,320	800	\$2,160.50	--	\$3,331	484	\$865.17	\$16,632.62	\$11,538	415	\$2,813.83	\$39,811.35	
Total	\$1,678,148	107,623	\$1,394,480...	--	\$2,954,501	69,131	\$1,438,845...	\$12,930,677...	\$5,794,119	64,493	\$1,810,550.71	\$17,908,235...	\$1

KeyData Revenue

FYT: Top 50 Cities

City	State	# Total Revenue ↓
--	Virginia	\$5,173,974
Pittsburgh	Pennsylvania	\$3,488,724
Alexandria	Virginia	\$2,649,039
Midlothian	Virginia	\$2,428,500
Virginia Beach	Virginia	\$2,320,993
Fredericksburg	Virginia	\$2,305,412
Chesapeake	Virginia	\$2,130,774
Mechanicsville	Virginia	\$2,006,246
Arlington	Virginia	\$1,817,439
Williamsburg	Virginia	\$1,774,510
Raleigh	North Carolina	\$1,710,526
Charlottesville	Virginia	\$1,687,508
Glen Allen	Virginia	\$1,673,468
Richmond	Virginia	\$1,669,201
Fairfax	Virginia	\$1,634,367
Kill Devil Hills	North Carolina	\$1,492,220
Washington	District of Columbia	\$1,469,625
Vienna	Virginia	\$1,356,524
Ashburn	Virginia	\$1,337,315
Baltimore	Maryland	\$1,221,428
Frederick	Maryland	\$1,217,813
Rockville	Maryland	\$1,188,841
Springfield	Virginia	\$1,188,385
Manassas	Virginia	\$1,166,461
Charlotte	North Carolina	\$1,140,452
Leesburg	Virginia	\$1,106,827
Newport News	Virginia	\$1,056,384
--	Pennsylvania	\$1,041,440
Philadelphia	Pennsylvania	\$993,274
Total		\$70,181,992

1 - 50 of 50 items



Outerbanks.org Organic Search Visits

FYT: Top 50 Cities

City	State	# Visits ↓
Ashburn	Virginia	42,427
Atlanta	Georgia	32,831
New York	New York	28,432
--	Virginia	17,238
Roanoke	Virginia	16,363
Virginia Beach	Virginia	15,537
Kill Devil Hills	North Carolina	15,291
--	North Carolina	13,681
Raleigh	North Carolina	13,436
Chicago	Illinois	11,584
Baltimore	Maryland	11,223
Charlotte	North Carolina	10,910
--	Florida	10,346
Philadelphia	Pennsylvania	10,136
--	Pennsylvania	9,265
Washington	District of Columbia	8,267
Boston	Massachusetts	7,114
Dallas	Texas	5,040
--	Ohio	5,024
Manteo	North Carolina	4,446
--	New York	4,091
Nags Head	North Carolina	4,066
Corolla	North Carolina	4,036
Reston	Virginia	3,774
--	New Jersey	3,757
--	Georgia	3,318
Pittsburgh	Pennsylvania	3,218
Richmond	Virginia	3,183
Columbus	Ohio	3,158
Total		368,300

1 - 50 of 50 items



Zartico Tracked Spend

FYT: States

State	# Tracked Spend ↓
Virginia	\$12,888,263
Pennsylvania	\$3,765,930
North Carolina	\$2,877,569
West Virginia	\$1,101,527
Maryland	\$1,050,846
New York	\$628,329
New Jersey	\$514,830
Ohio	\$331,915
Florida	\$281,869
South Carolina	\$280,505
Tennessee	\$232,116
Connecticut	\$197,988
Kentucky	\$178,890
Massachusetts	\$154,838
Texas	\$114,555
Wisconsin	\$112,210
California	\$110,552
Georgia	\$103,678
Indiana	\$86,191
Illinois	\$85,078
Minnesota	\$80,538
Colorado	\$80,300
Delaware	\$71,180
District of Columbia	\$52,812
Missouri	\$47,055
New Hampshire	\$46,908
Michigan	\$43,911
Vermont	\$40,769
Iowa	\$40,393
Total	\$25,934,232

1 - 50 of 50 items



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

Section IV: HY Managed Media

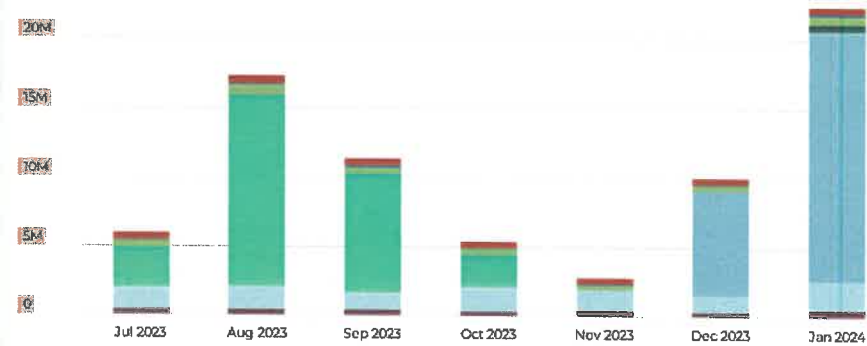
Reviews topline delivery metrics for paid media campaigns, SEM and OBVB's email marketing efforts.

All Paid Media Campaigns

Monthly Impressions by Campaign

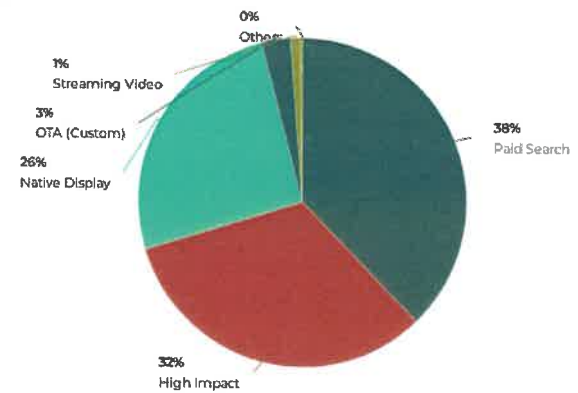
Impressions

● Branded ● FY22-23 OMCA ● FY23-24 Continuity ● FY23-24 Fall ● FY23-24 Spring Sum... ● FY23-24 Visit NC ● Lod;



FYT: Total Clicks by Media Type

Clicks



Native Continuity: Blog/Niche Support

Performance by Creative - Month Of

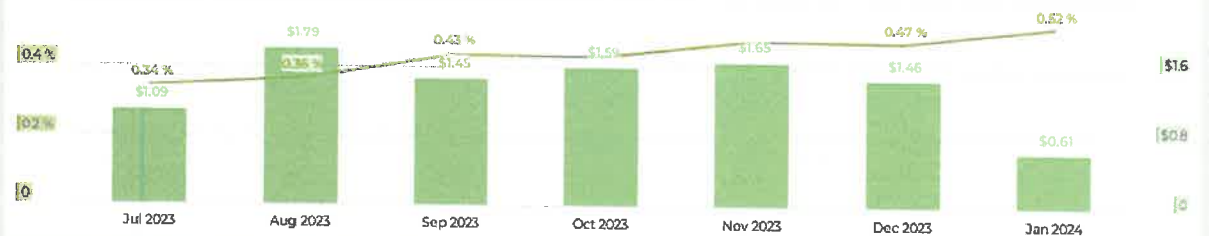
Creative ↑	# Impressions	# CTR	# CPC
Offers and Packages (J...	249,089	0.50 %	\$0.66
Raw OBX - Kitesurf (Ja...	145,821	0.48 %	\$0.64
Spas and Wellness (Jan...	173,983	0.50 %	\$0.62
Travel Guide (January)	381,059	0.55 %	\$0.57
Total	949,952	0.52 %	\$0.61

1 - 4 of 4 items

↔ → ←

Monthly Performance

CTR CPC



Search Engine Marketing

FYT: Performance by Campaign and Search Engine

Campaign	Bing				Google				Total			
	# Impressions ↓	# Clicks	# CTR	# CPC	# Impressions ↓	# Clicks	# CTR	# CPC	# Impressions ↓	# Clicks	# CTR	# CPC
Travel (Regi...	2,839,220	159,205	5.61%	\$0.23	479,045	93,786	19.58%	\$0.60	3,318,265	252,991	7.62%	\$0.36
Lodging (R...	2,731,894	160,212	5.86%	\$0.29	598,662	83,371	13.93%	\$0.85	3,330,556	243,583	7.31%	\$0.48
Branded	1,966,462	93,827	4.77%	\$0.19	283,170	41,583	14.68%	\$0.63	2,249,632	135,410	6.02%	\$0.33
Niche (Regi...	711,004	24,460	3.44%	\$0.28	238,484	25,822	10.83%	\$0.88	949,488	50,282	5.30%	\$0.59
OBXmas (L...	--	--	--	--	2,865	450	15.71%	\$1.13	2,865	450	15.71%	\$1.13
Total	8,248,580	437,704	5.31%	\$0.25	1,602,226	245,012	15.29%	\$0.72	9,850,806	682,716	6.93%	\$0.42

1 - 5 of 5 items

↔ →

Monthly Click Performance by Search Engine

CTR CPC

● Bing ● Google



Top 20 Ad Groups (Spend) - Month Of

Ad Group	Campaign	# Impressions	# Clicks ↓	# CTR	# CPC
Outer Banks Vacation Rentals	Lodging (Regional)	343,587	30,552	8.89%	\$0.19
1 Vacation (Broad)	Travel (Regional)	296,053	27,871	9.41%	\$0.15
1 Trip	Branded	276,213	20,541	7.44%	\$0.13
North Carolina Vacation Rentals	Lodging (Regional)	97,666	8,898	9.11%	\$0.20
North Carolina Places To Visit	Travel (Regional)	71,345	7,853	11.01%	\$0.15
North Carolina Attractions	Travel (Regional)	31,390	3,106	9.89%	\$0.18
1 Attractions	Travel (Regional)	13,428	3,031	22.57%	\$0.74

1 - 20 of 20 items

↔ →

Email Marketing

FYT: Email Sends

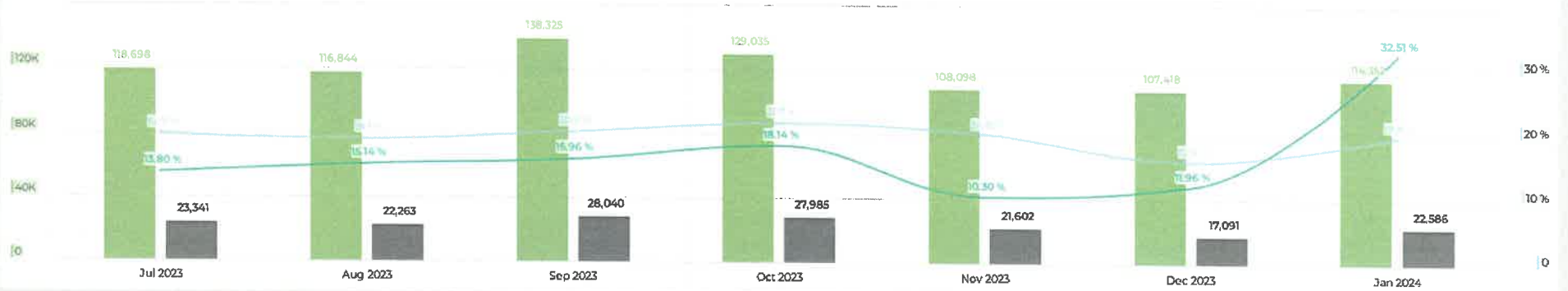
832,770 -43.2%
(1,465,338)

FYT: Email Clicks

27,755 +1.9%
(27,239)

FYT: Email Performance Trends

Sends Total Opens Open Rate CTR (Opens)



Performance by Email Message - Month Of

Message Send Name	# Sends ↓	# Opens	Open Rate	# Clicks	CTR (Opens)
January 2024 OBX Email	100,948	18,797	18.62 %	5,598	29.78 %
Welcome Email Workflow	9,244	2,886	31.22 %	1,407	48.75 %
Foodie Workflow 3.0	780	206	26.41 %	83	40.29 %
Art, History and Culture Workflow 3.0	720	165	22.92 %	64	38.79 %
Family Workflow 3.0	661	150	22.69 %	64	42.67 %
Birding Workflow	523	93	17.78 %	29	31.18 %
Fishing Workflow 3.0	457	90	19.69 %	32	35.56 %
Active Vacationer Workflow 3.0	375	75	20.00 %	25	33.33 %
Surfing Workflow	345	49	14.20 %	14	28.57 %
Camping/RV Workflow 3.0	299	75	25.08 %	27	36.00 %
Total	114,352	22,586	19.75 %	7,343	32.51 %

1 - 10 of 10 items





Executive Summary

Drive Awareness KPI: Impressions				
Performance As Of:	Jan 2024	Jan 2023	Base Goal	Stretch Goal
Current Month	11,105,974	11,755,791	10,810,397	13,212,707
Cumulative Fiscal	32,356,191	38,418,780	33,330,772	40,737,610
Cumulative % To Target		84%	97%	73%

Drive Intent KPI: Website Sessions Referred by Social Sources				
Performance As Of:	Jan 2024	Jan 2023	Base Goal	Stretch Goal
Current Month	69,345	40,926	62,029	75,813
Cumulative Fiscal	177,832	94,503	172,005	210,229
Cumulative % To Target		188%	103%	85%

Engage KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, Link Clicks, Media Clicks				
Performance As Of:	Jan 2024	Jan 2023	Base Goal	Stretch Goal
Current Month	2,267,894	939,434	896,181	1,095,333
Cumulative Fiscal	7,725,926	3,097,935	2,900,907	3,545,552
Cumulative % To Target		249%	266%	218%

Convert KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-Ups				
Performance As Of:	Jan 2024	Jan 2023	Base Goal	Stretch Goal
Current Month	8,547	2,753	5,409	9,917
Cumulative Fiscal	15,870	8,249	10,531	19,307
Cumulative % To Target		192%	151%	82%

Key Messaging:

- OBX Webcam
- Message in a Bottle
- NEST
- A Day in Buxton

Performance Overview:

- Driven by efficient promotion of the new 2024 Travel Guide, social media efforts generated over 8.5K conversions. Cumulative conversion performance this fiscal is just shy (<700) of surpassing the total count of conversions generated in the previous fiscal.
- Impressions performance to goal trend improved from 94% in December to 97% in January.
- This fiscal year, social media marketing efforts have generated over 7.7MM engagements, performing well above the stretch goal projection of 6MM.

Next Steps & Recommendations:

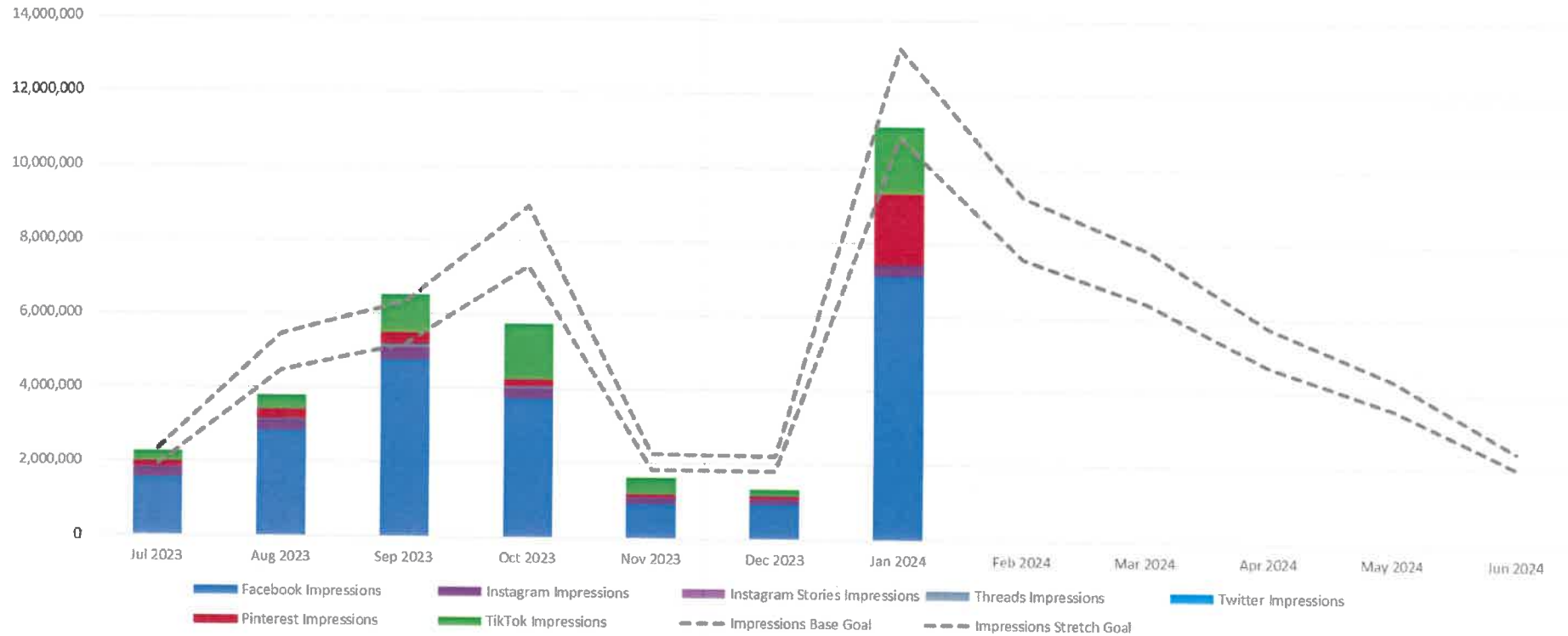
- A portion of ad spend for the engagement campaign will be reallocated to the awareness campaign to increase impressions volume and catch up to projections.
- Due to the negative response to the promoted ORV post, the upcoming fire permit post will only be published to Facebook organically.

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



Connect M-o-M

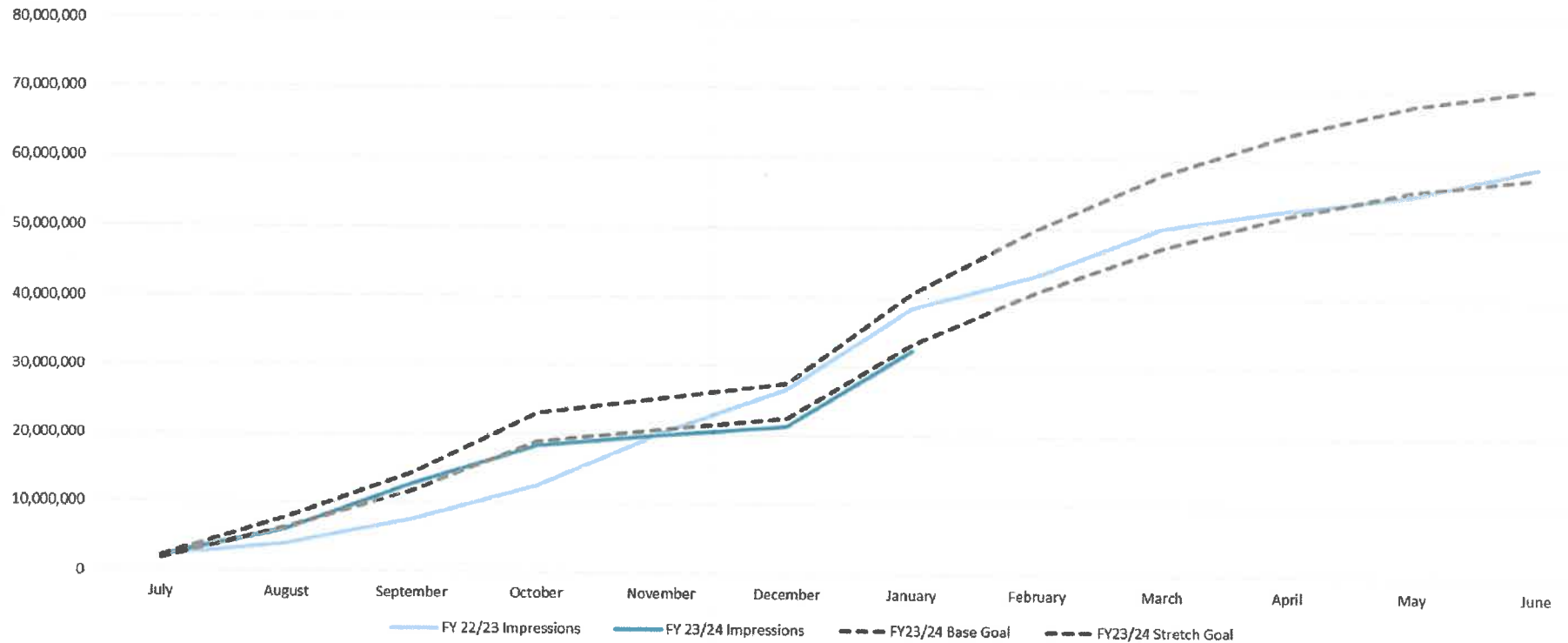
Impressions By Channel vs. Trend To Goal





Connect [Cumulative Performance]

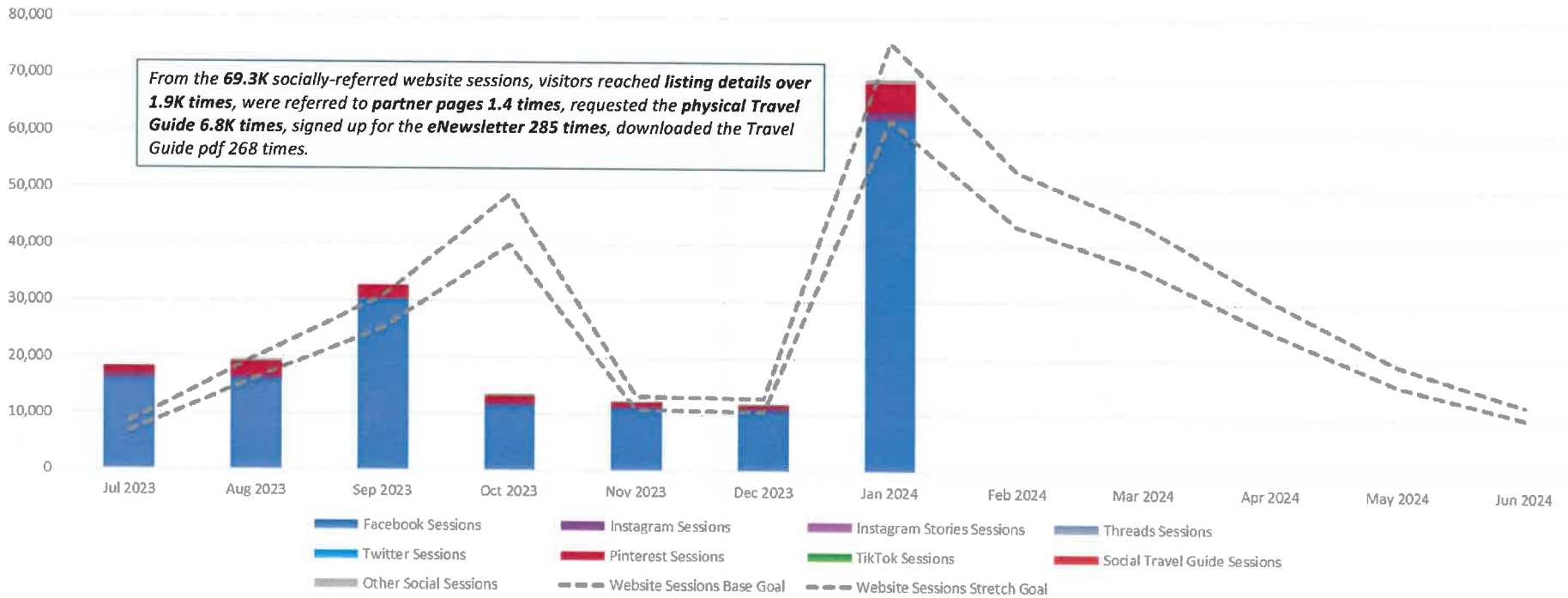
Cumulative Impressions Performance To Goal





Drive Intent

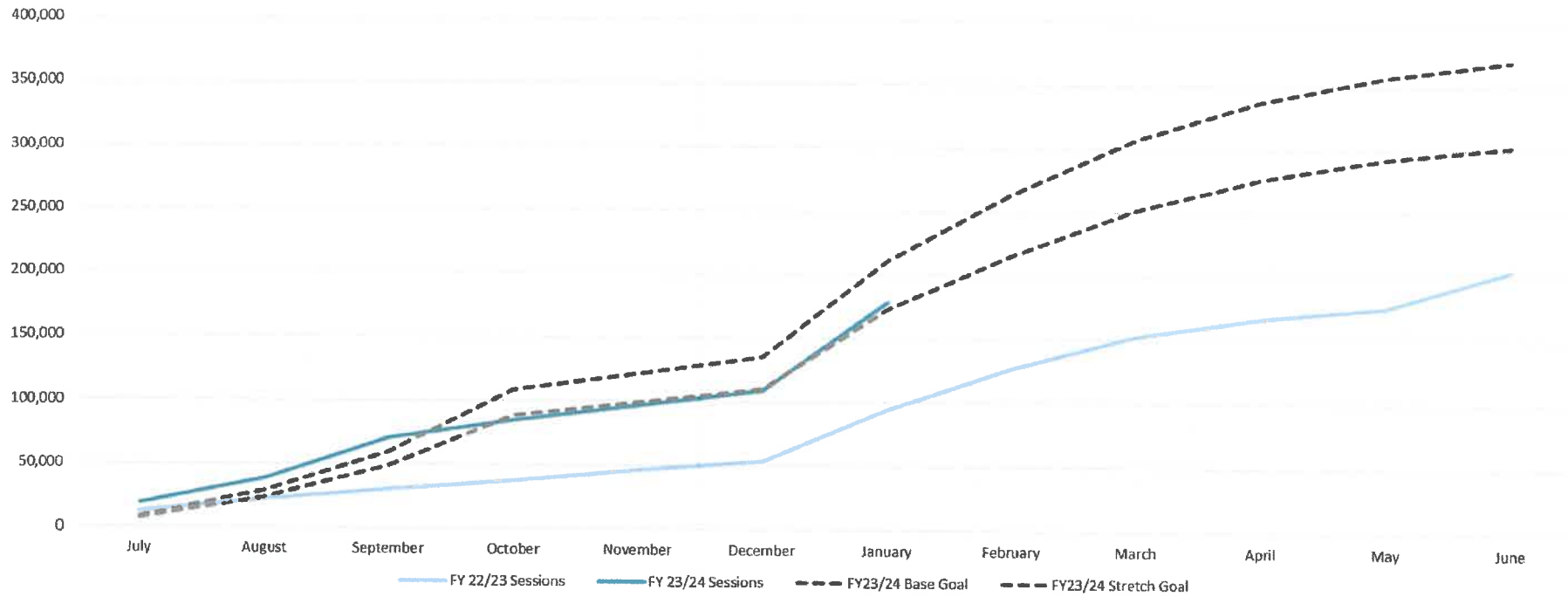
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

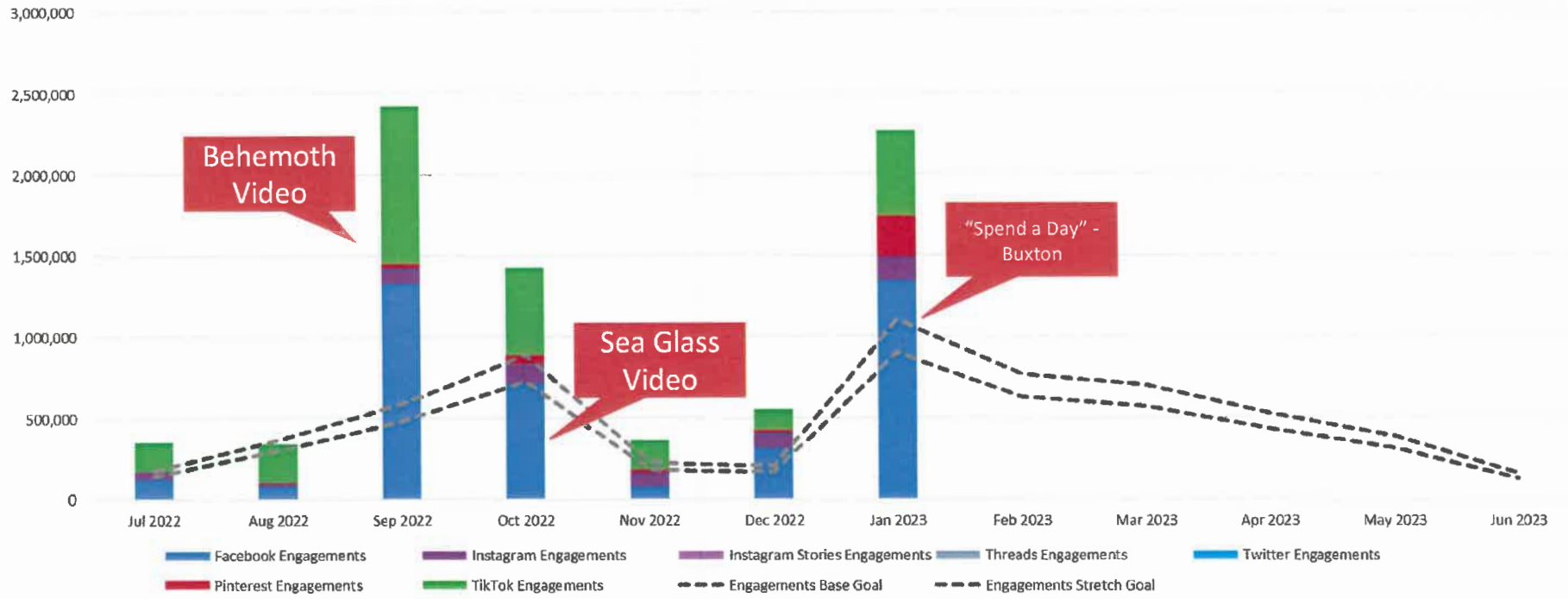
Cumulative Website Sessions Referred from Social Channels Performance To Goal





Engage

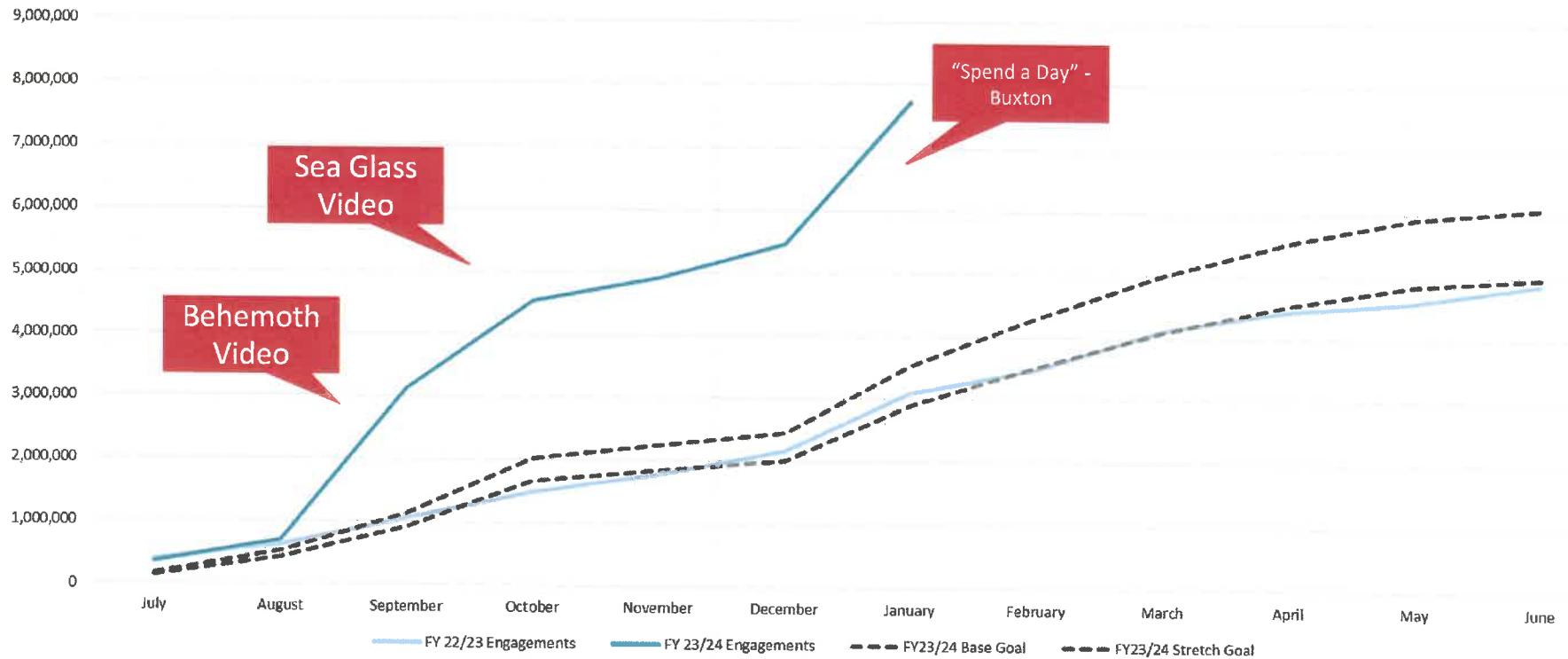
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

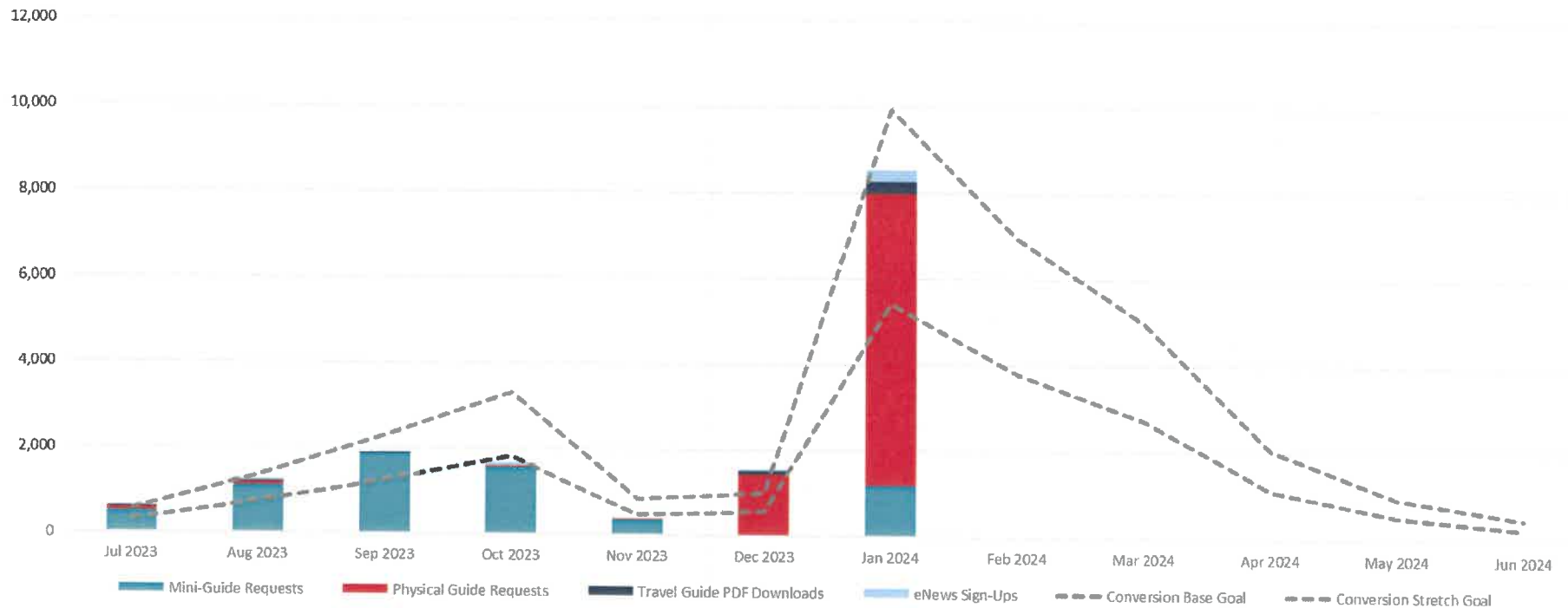
Cumulative Engagements Performance To Goal





Convert

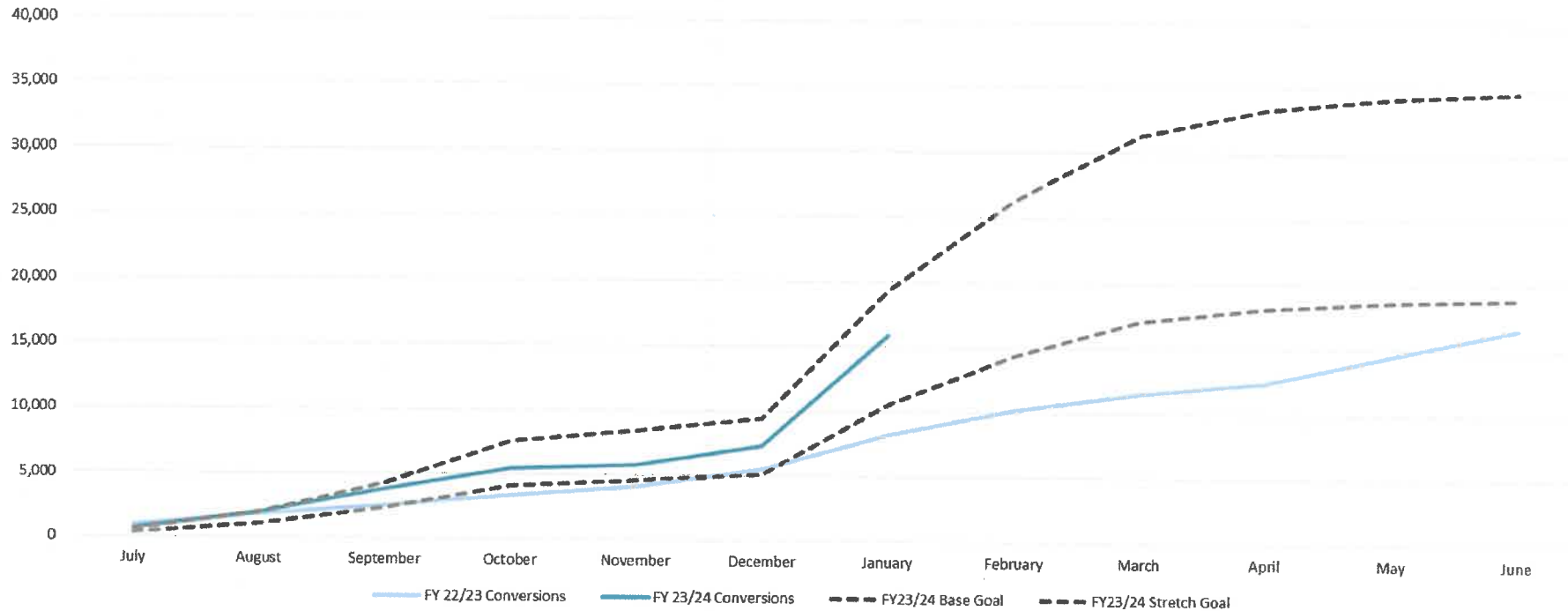
Conversions By Type vs. Trend to Goal





Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal



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

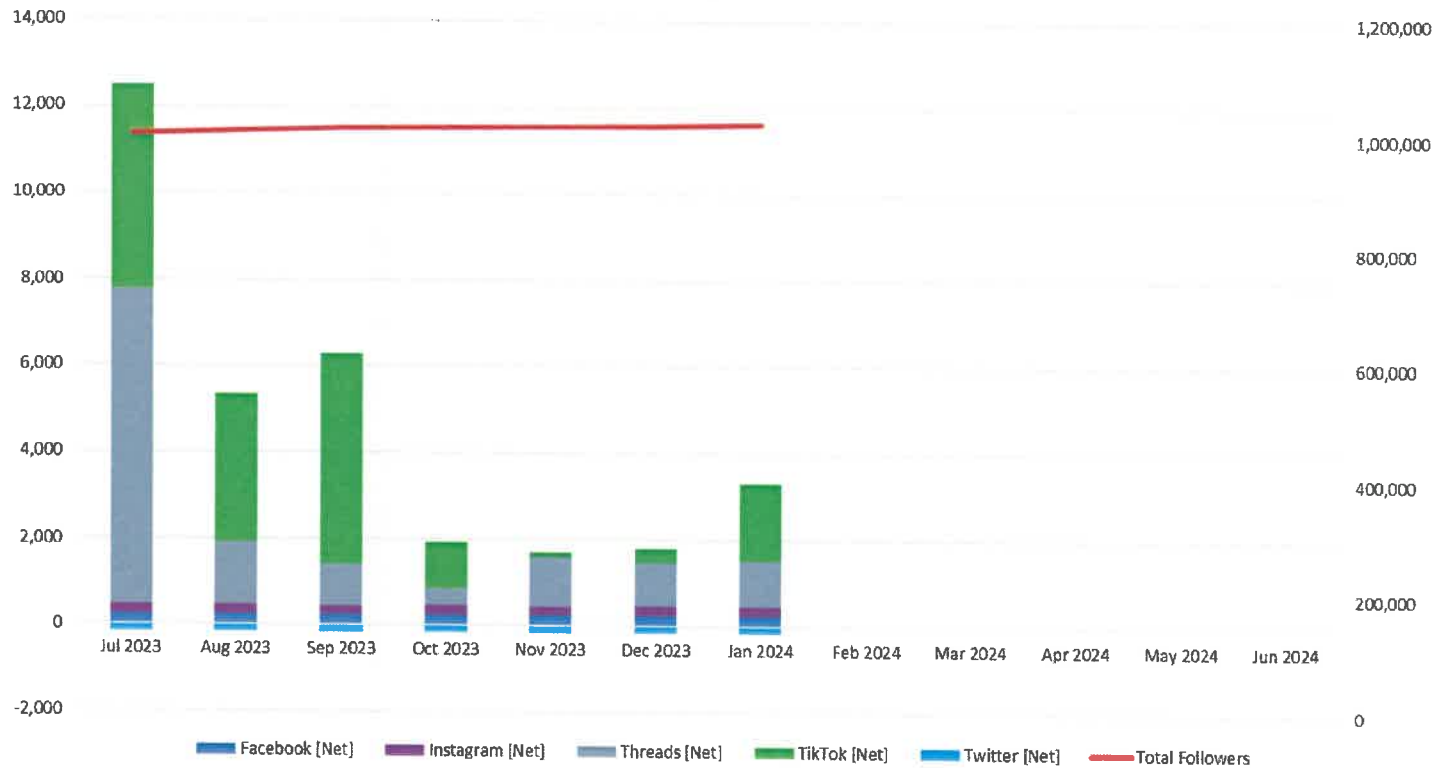


Engage - Community Growth

Social Following Across Platforms

Highlights:

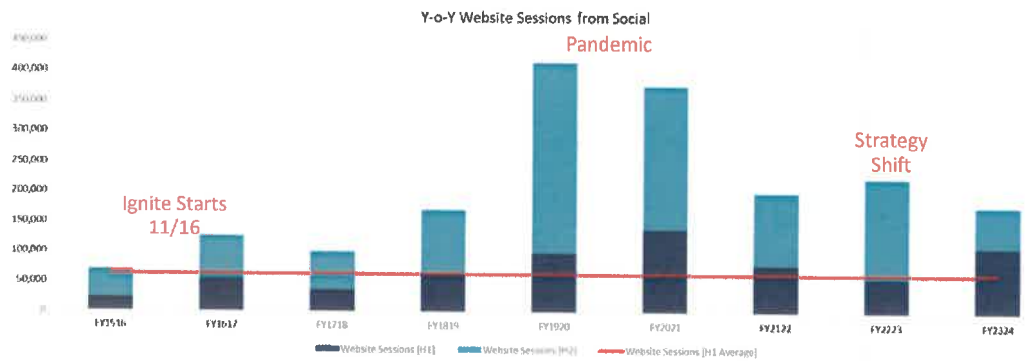
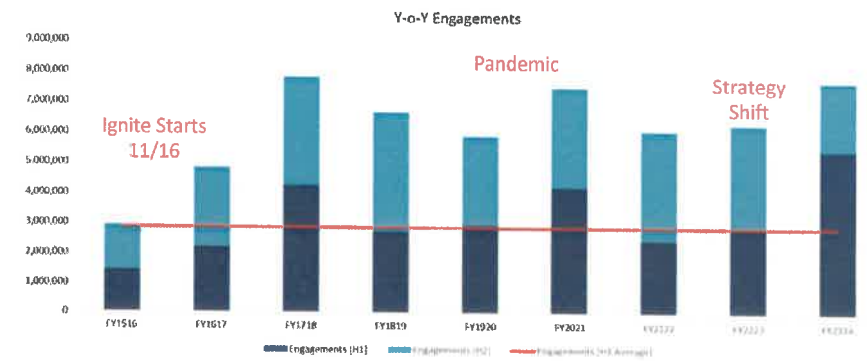
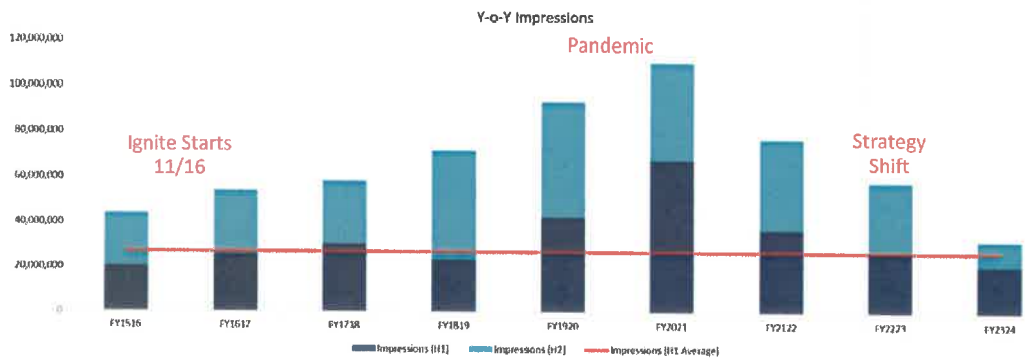
- Spend allocation towards TikTok ads was increased in January, resulting in an increase in overall follower growth.





OBX Social Performance FY15/16 – FY23/24

H1: July – December
H2: January – July



FY23/24 performance is only represented by July 2023 – January 2024 performance.

COMMUNITY ENGAGEMENT REPORT

FEBRUARY 15, 2024

Long-Range Tourism Management Plan

Special Committee Meeting Update:

Our first committee meeting was held on February 7, 2024 from 9:00am-11:00am in the Curtis H. Creech, Jr. Memorial Boardroom at the Outer Banks Visitors Bureau Administrative offices. Following Committee Chairman Dennis Robinson's welcome, committee member introductions, the roles of the committee and a review of the LRTMP planning process/values/vision, the focus shifted to reviewing and discussing Strategic Goal #1 (Strengthening Resident and Visitor Engagement). A few highlights from the meeting include:

- **Non-Profit Organization partnerships** – Discussion topics included non-profit directory on OBVB website, OBVB monthly NPO/Community eNewsletter communication, 2nd Annual NPO Mission Mixer (April 2024), NPO Knowledge Series workshop (Sept. 2024), proactive NPO marketing and PR efforts and voluntourism efforts and opportunities.
- **Resident engagement program** – Discussion topics included examples of how we engaged with the community to create the plan, the impact of transparent two-way communication with residents, the importance of communicating tourism's value to residents (how tourism contributes to resident well-being and quality of life), a review of existing/upcoming resident communications tactics, the creation of a more robust LRTMP website presence and exploring engagement ideas such as the creation of an Ambassador program.
- **Outer Banks Pledge** – The committee discussed the purpose behind creating a tourism pledge, explored other destinations who have crafted similar pledges and reviewed a preliminary draft of an Outer Banks Pledge. With feedback received from several committee members, a revised Pledge will be drafted for the committee to review.
- **Next Meeting** – Our next meeting is scheduled for Wednesday, March 13, 2024 at 9:00am.

Community Engagement & Outreach

Community Meetings & Events

2/9/24 – Outer Banks Hotline/Dare County Sheriff's Office Event (Human Trafficking) – attendee

2/13/24 – Outer Banks Community Foundation Ribbon Cutting – attendee

2/20/24 – Dare County Housing Task Force Meeting – attendee

2/22/24 – Coastal Environmental Educators Network (CEEN) Meeting – presenter

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

3/14/24 – Dare County State of the Child Conference – attendee

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

3/19/24 – Dare County Housing Task Force Meeting – attendee

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

3/20/24 – Dare County Housing Task Force Meeting – attendee

3/27/24 – Jockey's Ridge State Park Community Room Ribbon Cutting – attendee

* Awaiting confirmation on several Q1 2024 'Road Show' dates

Communications

LRTMP post-Committee Meeting recap and update

2/13/24 – eNewsletter: Non-Profit Community Update

In the Works / On the Horizon

- Continued outreach and connection with other Community Engagement and Destination Plan Managers in other tourism-driven destinations to share ideas and best practices
- Revamped LRTMP section on OuterBanks.org (implementation in progress)
- Update NPO/Voluntourism pages on website (ongoing)
- Continue to schedule LRTMP “Road Show” dates (ongoing)

Outer Banks Non-Profit Community Updates

January 2024 eNewsletter



Tourism Board Event Grant Applications to be Accepted February 1-15

The Dare County Tourism Board sponsors several [grant opportunities](#) each year to help fund and support various Outer Banks projects and events organized by non-profits and government entities. Event Grants are designed to support events that drive overnight visitation to Dare County during less-than-peak months (Sept. 7 to June 15). The upcoming round of Event Grant [applications](#) will be accepted **February 1 through February 15**. Applications must be received no less than four (4) months before the start of the project. If you have grant questions or need [additional information](#), contact: Diane Bognich, Director of Administration, Outer Banks Visitors Bureau bognich@outerbanks.org | 252-473-2138

Business and Employer Feedback Needed on Topic of Child Care

Children & Youth Partnership is in need of [feedback from local businesses and employers](#) regarding the topic of child care and youth services that are positively and/or negatively impacting your business. Completing the survey should take less than five minutes. The information that is submitted will be shared at the [2024 State of the Child Conference for Dare County](#), to be held on March 14, 2024. The goal of the conference is to bring greater awareness about issues related to Dare County's youth including child care, early learning, mental health and recreation and to guide future planning for local children and youth.



Diversity, Equity and Inclusion Explored in Outer Banks NPO Workshop

Victor Jones, a Licensed Clinical Social Worker and Senior Trainer for Resources for Resilience recently led a workshop for Outer Banks non-profit professionals on the topic of Diversity, Equity and Inclusion. The session, which took place at College of the Albemarle's Dare Campus in Manteo, was delivered through the viewpoint of the nervous system. Topics such as resiliency, overcoming adversity, connecting with others and creating healthier relationships were explored. The workshop, presented by Children & Youth Partnership for Dare County and Be Resilient OBX, was made possible through

a grant provided by NC Healthy and Resilient Communities, with support from Outer Banks Community Foundation and the Outer Banks Visitors Bureau.

Social Impact Spotlight: Beach Food Pantry

A recent video post on the Outer Banks Visitors Bureau [Facebook page](#) spotlights how residents and visitors can support our great local non-profit organizations like the Beach Food Pantry.



TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – FEBRUARY 2024

Recent Trade Show Report:

Tourism Sales participated in the American Bus Association (ABA) Marketplace held in Nashville, TN, from January 12 to 16, 2025. The event drew 2,700 delegates, including 300 tour operators. Our Bureau Staff secured a total of 52 pre-arranged, quality appointments, each lasting approximately 7 minutes—akin to speed dating for our destination. These appointments covered a spectrum from fostering new business prospects to aiding tour planners in coordinating programs slated for our region this year. Notably, we have 9 senior group tours slated for Spring and Fall 2024 in our area that can be traced back to ABA. Staff is currently working on the sales leads from this marketplace and will distribute them to our industry partners over the next few weeks.

What Is a Marketplace? A commercial trade show that allows you to sell your destination to potential tour operators/companies in seven minutes. Please note that staff is currently selling for the Fall 2024 and 2025 seasons.

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

Welcoming Back Student Groups | Snapshot of Upcoming Activity

Two major motorcoach companies specializing in student group travel have announced a bustling Spring season on the horizon. Young Transportation is scheduled to transport 12 schools or student groups to our area, utilizing 25 buses and generating 886 room nights. Similarly, Christian Tours will bring 8 schools or student groups, employing 18 buses and yielding 783 room nights. These figures represent only a fraction of the upcoming tours to the Outer Banks, signaling a promising resurgence in the student travel market for our area.

Tourism Sales: Future Trade Show Dates and Locations:

Bureau Staff is currently scheduled for the following industry shows:

- March 17-19, 2024: Visit NC 365, Greenville, NC
- March 20 – 24, 2024: STS Domestic Showcase, Little Rock, AR

The Soundside Event Site | Calendar Attached:

Staff continues to work with event planners for events at the Soundside Event Site. Please find attached the 2024 Events Calendar for your review.

SAVE THE DATE: OBX Soft-Shell Week | May 13 – 18, 2024:

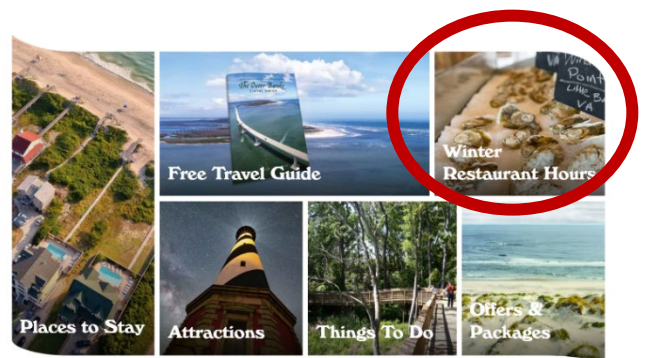
Bureau staff, along with Board Member Mark Ballog and several restaurateurs, have once again initiated efforts to highlight one of the Outer Banks' most beloved delicacies: softshell crabs. With many restaurants featuring their own rendition of a softshell crab dish during this period, we're proud to declare it as a weeklong event! We're currently in the process of enlisting restaurants to participate in our crab crawl interactive map. An immersive crab-tasting tapas crawl/tour with OBX Transportainment. Additionally, we're exploring opportunities for a meet-and-greet with local Sheddors and a few cooking demonstrations. Patrons will still get to vote for their favorite OBX Softshell dish from participating establishments. Participation is free of charge. If you're interested in joining us, please don't hesitate to reach out. See attached flyer for more information.



"The Fun Starts When the Shell Comes Off"

Industry Relations: Restaurant Winter Hours

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



2024 Soundside Event Site Schedule

Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Atteedees	Site Reserved
Soundside Market	Saturday, March 31, 2024 (rain date: Saturday, April 6)	9:00am-1:00pm	500-750 (Not all at one time)	Wednesday, June 19, 2024
OBX Rod and Custom Festival	Friday, May 2- Saturday, May 4, 2024	10:00am - 6:00pm	750-1000	Tuesday, April 30 – Monday, May 6, 2024
Holy Ghost Fire Revival	Friday, May 17-Sunday, May 18, 2024	7:00pm-11:00pm	250-500	Friday, May 17-Sunday, May 19, 2024
Soundside Fun Fair	Thursday, June 6-Sunday, June 9, 2024	5:00pm - 10:00pm	4000 - over all the event day; about 800 per night	Tuesday, June 4 – Monday, June 10, 2024
Soundside Market	Wednesday, June 19, 2024 (rain date: Friday, June 21)	9:00am-1:00pm	500-750 (Not all at one time)	Wednesday, June 19, 2024
Soundside Market	Wednesday, June 26, 2024 (rain date: Friday, June 28)	9:00am-1:00pm	500-750 (Not all at one time)	Wednesday, June 26, 2024
Last Friday Celebration	Friday, June 28, 2024	4:00pm - 8:00pm	500-750 (Not all at one time)	Friday, June 28, 2024
Soundside Market	Wednesday, July 3, 2024 (rain date: Friday, July 5)	9:00am-1:00pm	500-750 (Not all at one time)	Wednesday, July 3, 2024
Soundside Market	Wednesday, July 10, 2024 (rain date: Friday, July 12)	9:00am-1:00pm	500-750 (Not all at one time)	Wednesday, July 10, 2024
Soundside Market	Wednesday, July 17, 2024 (rain date: Friday, July 19)	9:00am-1:00pm	500-750 (Not all at one time)	Wednesday, July 17, 2024
Soundside Market	Wednesday, July 24, 2024 (rain date: Friday, July 26)	9:00am-1:00pm	500-750 (Not all at one time)	Wednesday, July 24, 2024
Last Friday Celebration	Friday, July 26, 2024	4:00pm - 8:00pm	500-750 (Not all at one time)	Friday, July 26, 2024
Soundside Market	Wednesday, July 31, 2024 (rain date: Friday, August 2)	9:00am-1:00pm	500-750 (Not all at one time)	Wednesday, July 31, 2024
Soundside Market	Wednesday, August 7, 2024 (rain date: Friday, August 9)	9:00am-1:00pm	500-750 (Not all at one time)	Wednesday, August 7, 2024
Soundside Market	Wednesday, August 14, 2024 (rain date: Friday, August 16)	9:00am-1:00pm	500-750 (Not all at one time)	Wednesday, August 14, 2024
Soundside Market	Sunday, September 1, 2024	9:00am-1:00pm	500-750 (Not all at one time)	Sunday, September 1, 2024

2024 Soundside Event Site Schedule

Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Atteedees	Site Reserved
Outer Banks Sailing Association	Friday, September 6 - Sunday, September 8, 2024	9:00am - 5:00pm	200	Friday, September 6 - Sunday, September 8, 2024
Sumospeed Beach Bash	Saturday, September 14, 2024	11:00am - 6:00pm	1000- (Not all at one time)	Saturday, September 14, 2024
OBX Jeep Invasion	Friday, September 20 - Saturday, September 21, 2024	9:00am - 5:00pm	1000	Thursday, September 19 - Sunday, September 22, 2024
Garage Band Charities Cruise	Saturday, October 5, 2024	10:00am - 5:00pm	750-1000	Friday, October 4 - Saturday, Octobe 5, 2024
Down the Road Surf & Art Festival (tentative)	Sunday, October 13, 2024	TBD	TBD	TBD
Outer Banks Seafood Festival	Saturday, October 19, 2024	10:30am - 6:00pm	8000-10000 (Not all at one time)	Wednesday, October 16-Wednesday, October 23, 2024
OBX Brewtag	Saturday, October 28, 2024	11:00am - 6:00pm	4000-5000	Wednesday, October 23-Tuesday, October 29, 2024



OUTER BANKS SOFT-SHELL WEEK | MAY 13 – 18, 2024

The Outer Banks Visitors Bureau is thrilled to announce the return of the second annual Outer Banks Soft-Shell Week, taking place from May 13 to 18, 2024! This week-long restaurant crawl (pun intended) will spotlight your finest soft-shell tapas dishes, allowing patrons to leisurely savor them throughout the week at their own pace. We are also working on a few different ways to showcase these molting crustaceans setting up a meet and greet with local Crabbers to learn more about the history and the process for creating this delectable dish, possible cooking demos and an afternoon tapas crawl aboard the OBX Party Bus.

With the support of the Visitors Bureau's robust marketing efforts, we will spread the word and promote participating restaurants far and wide.

Here's how the Bureau plans to promote:

- A website page for the event with a list of participating restaurants and information about what soft shells are, the shedding process, a list of where visitors can buy them locally and a tutorial on how to clean and cook.
- A QR code with an interactive map of participating restaurants, their dishes, plus an option to vote for the best of Soft-Shell Week.
- Poster Distribution ahead of time to promote locally.
- Promotion of Soft-Shell Week locally and regionally through a mix of media, social, email and website.
- Best Soft-Shell Dish Trophy to the Restaurant with the most votes.
- Promote on the Hampton Roads TV morning show in February, March and April

OUR ASK: We would like participating restaurants to send us a description and picture (if possible) of the soft-shell appetizer/tapas size or entrée you'd like to highlight. Feature a soft-shell item that's usually on your menu at that time of year, or feel free to design a dish just for this.

HAVE QUESTIONS? READY TO SIGN-UP? [Click here to sign up via our google form](#) or feel free to contact Lorrie Love (love@outerbanks.org) or Mark Ballog (markballog@aol.com).

“The Fun Starts When the Shell Comes Off”

Outer Banks Visitors Bureau

PUBLIC RELATIONS REPORT: February 2024

TELEVISION APPEARANCES

Hampton Roads Show | Jan 2024 The Outer Banks Visitors Bureau sponsored an appearance by Public Relations Manager Aaron Tuell and Dare County Tourism Board member Dennis Robinson on the Hampton Roads Show to encourage the coastal Virginia viewers to book their OBX reservations now for 2024, winter, spring and summer. Tuell also suggested that viewers might engage in volunteering with a local non-profit in Dare County as part of a bigger Outer Banks vacation. The OBVB is sponsoring at least one episode a month for the remainder of the year and will feature Tuell and other guests to talk topical about upcoming events and vacation tips to inspire the best Outer Banks experience. The next appearance is scheduled for February 22.

<https://www.wavy.com/hr-show/visit-the-outer-banks/>

CONTENT SPONSORSHIP

Cate's Compass | April 3-6, 2024 The Outer Banks Visitors Bureau is working on an opportunity to collaborate with Cate Schweitzer who curates an online influencer brand at @CatesCompass.

RV There Yet? | April 10-13, 2024 RV enthusiasts Patrice and her husband Kevin McCabe are returning to the Outer Banks to complete filming for the episode which will air in Season 3 of the show on Discovery beginning in April to a potential audience of 88 million. Once the 13-week run of Season 3 is done on Discovery, then it moves to MotorTrend with 76 million viewers plus a host of popular streaming channels.

Non-Profit Volunteer Video Series | June 1-8, 2024 The Outer Banks Visitors Bureau has hired producer and on-screen host Caleb Owolabi to create a series of eight videos showcasing him experiencing the OBX through the lens of non-profit volunteering for a visitor and locals facing audience, foremost with a few general travel pieces complementing the set.

PRESS TRIPS

Our State | Feb 20, 2024 Chloe Klingstedt is an assistant editor at Our State magazine. We are assisting her with travel itinerary development as she begins coverage of the Outer Banks for the June issue.

Good Grit | May 13-17, 2024 The OBVB PR team is developing the itinerary for Good Grit magazine contributors Rebecca Deurlein and Nicole Letts to coincide with Soft-Shell Crab Week and other experiences to parlay into their annual fall Harvest Issue for. Letts also is working on a vacation rentals story for another premium lifestyle magazine.

Nicole Letts is a freelance journalist with a focus on the modern Southern experience which includes penning stories about food, travel, lifestyle, and interiors. Her work has been published by some of the country's top magazines and digital publications including BBC Travel, Fodor's Travel, Good Grit, Southern Living, and many more.

Rebecca Deurlein is a Freelance writer whose work is featured in Travel & Leisure, Better Homes & Gardens, Atlas Obscura, Fodor's, The Huffington Post, Good Grit and many more.

EARNED MEDIA

Stacker.com | Jan 2024 The Outer Banks was included in a roundup of “8 of the best US destinations for a multigenerational vacation.” The reach is 366,077 UVM. The news gets better with additional pickup by the Miami Herald, Chicago Tribune and WFMZ-TV in the Lehigh Valley and others. Stacker is a free digital newswire that is accessible for media publishers to pull down stories by freelance journalists.

<https://bit.ly/3UqQPLY>

Select Traveler | Spring 2024 Writer Cynthia Barnes interviewed Public Relations Manager Aaron Tuell for the group trade publication focused on banker travel and bank travel clubs. The story will be a roundup of destinations which have notable historic events.

MEDIA MARKETPLACES

International Media Marketplace (IMM) North America | Jan 23-26, 2023 Aaron joined other North Carolina destination publicists for the first major marketplace of the year connecting public relations professionals with traditional journalists and social media influencers to begin the process of planning press trips and finding trends to explore. Aaron is currently following up with his full day of appointments.



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TRAVEL

8 of the best US destinations for a multigenerational vacation

BY SHEEKA SANAHORI *STACKER*
UPDATED JANUARY 17, 2024 1:32 PM



More families are using their vacation time to make memories with extended family. Marketing and tech firm PMG called multigenerational travel—trips with three or more generations of a family—an emerging trend.

Grandparents are often the ones initiating these trips. According to the Family Travel Association's 2023 study, bonding with family and [spending time with grandchildren](#) are the biggest motivators for more than 3 in 5 grandparents to take a multigenerational trip.

Planning a family vacation for three or more generations often requires extra logistical consideration. Families with young children may need lodging with cribs or dark, secluded rooms for naps, while older family members may need accessible entrances and bathrooms. Since each traveler will likely want to spend time doing different activities, the family planner's challenge is to find a destination that gives plenty of opportunities for families to do a wide variety of activities separately and together.

With so many needs to consider, some look to all-inclusive options, such as resorts or cruises. Others prioritize booking rental homes or cabins, so family members can stay together while maintaining some privacy. State and national parks are another popular choice since cabins and campsites are often available to reserve next to popular wilderness sites. But those aren't the only options for multigenerational travelers.

[Stacker](#) sourced data on regions with ample lodging options and cross-referenced that information with details on the area's accessibility and available activities using

a variety of sources. Here are eight options to start the search and inspire trips for years to come.



Canva Canva

PALM SPRINGS, CALIFORNIA

Palm Springs in Southern California is a popular desert oasis for families, including those traveling with several generations. The area has outdoor activities for everyone, from kid-friendly hikes to hot springs and golf courses for older age groups. Generations of all ages may enjoy the Palm Springs Aerial Tramway, which takes riders 2.5 miles over the Chino Canyon. Families can visit the Palm Springs Art Museum for free on Thursdays from 5 to 8 p.m., then check out VillageFest, a weekly street fair on Thursday nights.

The Palm Springs metropolitan area is a certified autism center, which means several restaurants and other businesses in the area make accommodations for people with autism.



Jeffrey Greenberg/Universal Images Group // Getty Images Jeffrey Greenberg/Universal Images Group // Getty Images

OUTER BANKS, NORTH CAROLINA

Beach vacations are a favorite among multigenerational travelers. The East Coast's barrier islands deliver much of what the entire family is after. The Outer Banks, off the coast of North Carolina, are especially popular for families who want a remote beach getaway. There are many different lodging options, including bed and breakfasts, campgrounds, vacation homes, and cottage courts, which share a common courtyard.

Family members have a diverse set of land and water activities to choose from. Some highlights include birdwatching—Outer Banks is one of the best birding locations on the East Coast, viewing lighthouses, and visiting the area where the Wright Brothers took their first flight.



Travelling Jack // Shutterstock *Travelling Jack // Shutterstock*

DURANGO, COLORADO

This small town in southwest Colorado is all about hot springs and railroads. For hot springs, families stay at the Durango Hot Springs Resort, with 19 family-friendly and 10 accessible soaking pools compliant with guidelines set by the Americans with Disabilities Act.

Visitors from around the world come to Colorado to ride the Durango and Silverton Narrow Gauge Railroad, a National Historic Landmark that takes passengers through the San Juan Mountains. For cultural and historical activities, families visit the ancestral homes of the Pueblo at Mesa Verde National Park. Families who visit during ski season can take advantage of the snow at Purgatory Resort, where kids 12 years old and under ski for free.



ADVTP // Shutterstock ADVTP // Shutterstock

ORLANDO, FLORIDA

Disney World is just one of Orlando's many theme parks, a huge draw for family travelers. People may not know Orlando is an emerging city for dining, one of the top priorities for travelers and foodies of all ages. Four Orlando area restaurants have earned a Michelin star, and 11 more are labeled Bib Gourmand, the guide's label for quality food at more affordable prices.

Orlando also has more short-term rental inventory than any other U.S. city, according to AirDNA, which tracks data on short-term rentals. Orlando and its local theme parks also have initiatives in place to make them accessible to people with cognitive and mobile disabilities. For example, Walt Disney World offers Disability Access Services for people who cannot endure long waits inside the theme park due to a disability. Some Orlando restaurants also have private dining rooms for families looking for a sensory-friendly experience.



Christine Dannhausen-Brun // Shutterstock *Christine Dannhausen-Brun // Shutterstock*

DOOR COUNTY, WISCONSIN

Door County, Wisconsin, was named one of the top 20 [locations for a multigenerational trip](#) in a study published by Gogo Charters using TripAdvisor and AreaVibes data, and it's easy to see why. Lake Michigan surrounds the peninsula and offers ADA-accessible playgrounds, and hikes and beaches that accommodate wheelchairs.

Families can take trolley tours to see the area's lighthouses, spring blossoms, or outdoor scenery. There are also plenty of water activities on Lake Michigan, including fishing, sailing, and scuba diving. Lucky families may even spot the northern lights on nights with a clear sky.



Miro Vrlik Photography // Shutterstock Miro Vrlik Photography // Shutterstock

GATLINBURG, TENNESSEE

A family vacation in the Appalachian Mountains is popular among multigenerational vacationers. Members of the family have lots of choices of activities, such as spending the day in the downtown Gatlinburg shopping district or hiking the Great Smoky Mountains National Park.

The area also has small theme parks, such as Rowdy Bear Mountain and the Soaky Mountain Waterpark. The whole family can come together in the evenings around a cabin fireplace to enjoy the views of the sun setting over the Smoky Mountains.

Many cabins in the area offer multiple bedrooms. Some, like those offered by the Cabins of the Smoky Mountains, offer five or more bedrooms, additional beds, and entertainment and game room options, perfect for big family gatherings and reunions.

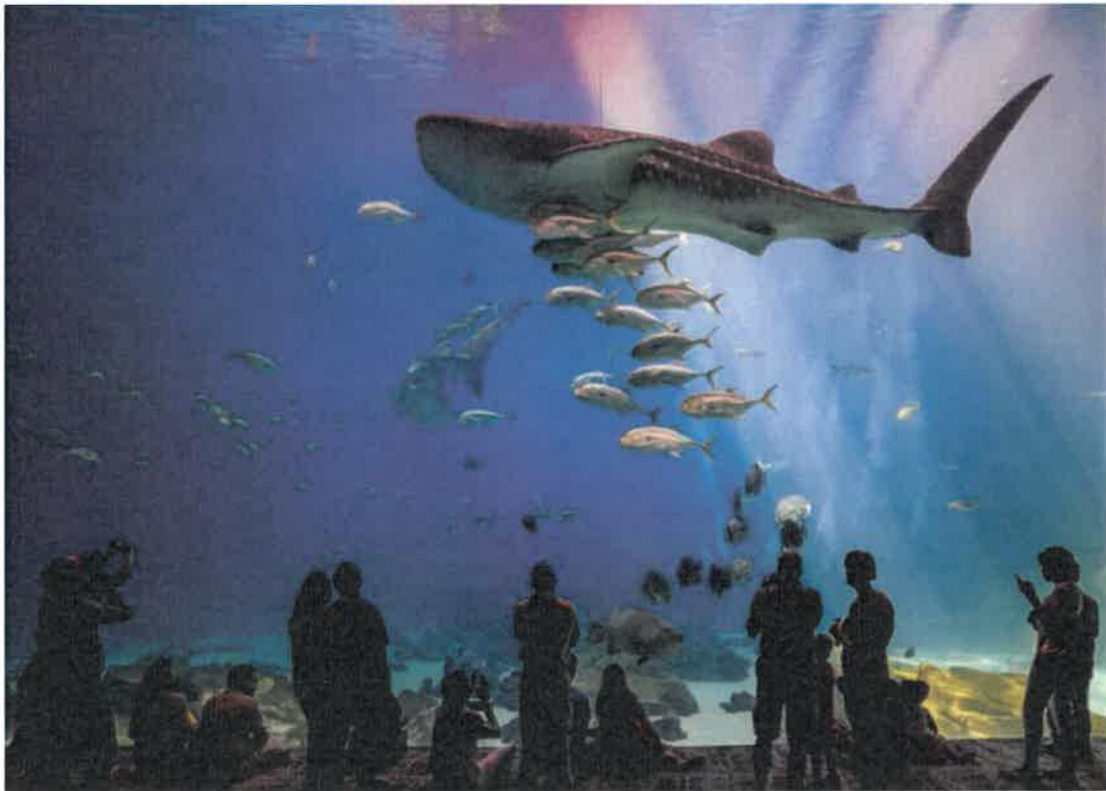


Good Focused // Shutterstock *Good Focused // Shutterstock*

PHOENIX, ARIZONA

Phoenix over-delivers on options for dining with kids. Check out The Teapot, a coffee shop with a complimentary playhouse and rock climbing wall for kids in its backyard, or Rustler's Rooste, a steakhouse with an indoor slide. Hikes are plentiful in the Phoenix area, and some are barrier-free, meaning they're wide enough for wheelchair users to navigate.

There are also plenty of vacation homes and lodging options to choose from. Some resorts also offer water parks like those in the Hyatt Gainey Ranch or the Westin Kierland. The Phoenix and Scottsdale area ranks 10th worldwide for the number of short-term rentals based on AirDNA data.



f11photo // Shutterstock f11photo // Shutterstock

ATLANTA, GEORGIA

Atlanta has many accommodation options for multigenerational travelers. AirDNA ranks Atlanta 11th in the world (behind Phoenix/Scottsdale) for the number of short-term rentals available. The BeltLine trail loops around the city and is a mostly ADA-accessible way to get to know the city, with stops at local restaurants and shops along the way.

The Georgia Aquarium and the World of Coca-Cola are two adjacent downtown stops for families. The King Center on Auburn Avenue is a short drive away. Foodies will enjoy the city's newly created Michelin guide, including five restaurants that earned a Michelin star and 10 that landed the Bib Gourmand in 2023. Or head to Buford Highway for international fare at every price point.

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