



Dare County Tourism Board Meeting

January 16, 2025

9 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, JANUARY 16, 2025
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Swearing in of New Directors
- IV. Election of Officers
 - 1. Slate of Candidates for the 2025 Dare County Tourism Board Steering Committee
- V. Approval of Agenda
- VI. Approval of Minutes from the December 19, 2024 Meeting
- VII. Public Comments
- VIII. Fiscal Year 2023-2024 Audit Presentation-Jonathan Dail, Johnson, Mizelle, Straub & Consolvo, LLP
- IX. Budget & Finance Report
- X. Outer Banks Visitors Bureau Updates
- XI. Old Business
- XII. New Business
- XIII. Board Member Comments
- XIV. Set:
 - 1. Meeting Schedule for 2025
 - 2. Date, Time, and Place of Next Meeting
- XV. Adjournment

2025 Dare County Tourism Board Proposed Slate of Candidates

Chair	Dennis Robinson
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Vice Chair	David Hines
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Treasurer	Tod Clissold
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Asst. Treasurer	John Head
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Secretary	Tonia Cohen
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**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, DECEMBER 19, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Monica Thibodeau, Chair; David Hines, Vice Chair; Dennis Robinson, Assistant Treasurer; Tonia Cohen, Secretary; Mark Ballog, Mark Batenic, Terry Gray, John Head, Richard Hess, Tess Judge, Wally Overman, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Tod Clissold; Treasurer; and Mike Siers.

STAFF:

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

OTHERS ATTENDING: None.

The meeting was called to order at 9:04 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

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

APPROVAL OF MINUTES: Mr. Robinson moved to approve the meeting minutes from November 21, 2024 meeting. Second by Mr. Gray. There was no discussion. The motion passed unanimously (11-0).

PUBLIC COMMENTS: There were no comments made, nor written comments received.

CHAIR'S REMARKS: The Chair reflected on the progress the Board was making on many fronts and encouraged them to keep the momentum in the coming years. Lee Nettles thanked the Chair for her years of service on the Board.

BUDGET AND FINANCE REPORT: Mr. Robinson reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were up .60% compared to 2023-2024.

OUTER BANKS VISITORS BUREAU UPDATES:

Lee Nettles:

- Congratulated Tess Judge on the Order of the Long Leaf Pine Award
- Introduced Stephanie Hall, who shared a preview of the long form video series, "The Outer Edge." She also shared the local premier dates.
- Marketing dashboard and visitation

Jeff Schwartzberg noted:

- The next Long Range Tourism Management Plan Special Committee meeting will be January 8, 2025.
- Work with the schools to host a student Tourism Summit in 2025
- Won the NC Travel Industry Association Gold Award for the Outer Banks Promise

Lorrie Love noted recent travel marketplaces and events at the Soundside Event site.

Aaron Tuell noted that the Outer Banks received the 'Best Beach 2023 & 2024' from the Richmond Times Dispatch.

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

NEW BUSINESS: Lee Nettles reviewed recent legislation (NCGS §143-805) mandating a pornography policy, noting that there was already language in the personnel policy and staff expanded on that policy to satisfy the legislative requirements as follows:

Pursuant to NCGS §143-805, no employees or appointed members shall view pornography on any computer network or device owned, leased, maintained, or otherwise controlled by the Bureau, whether on a Bureau owned and maintained device, or a privately owned or controlled device while using the Bureau's network for internet access.

Each year, and not later than August 1, the Bureau shall report the information required in NCGS §143-805 to the State Chief Information Officer.

Any employee or appointed member who violates any provision of this provision of this policy shall be subject to disciplinary action under the Bureau's personnel policy. Any appointed member who violates the provision of this policy shall be subject to removal by the Tourism Board.

Following review, Mr. Hines moved to accept the revised policy. Second by Mr. Gray. There was no discussion. The motion passed unanimously (11-0).

BOARD MEMBER COMMENTS: Ms. Judge noted a tree lighting at the Cancer Center in Nags Head. Mr. Ballog noted \$30,000 had been raised for charity through the sale of the 12 Bars of Christmas passports.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, January 16, 2025, at 9:00 a.m. at the Curtis H. Creech Boardroom, Outer Banks Visitors Bureau Administrative Offices, One Visitors Center Circle, Manteo, NC.

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

ATTESTED:

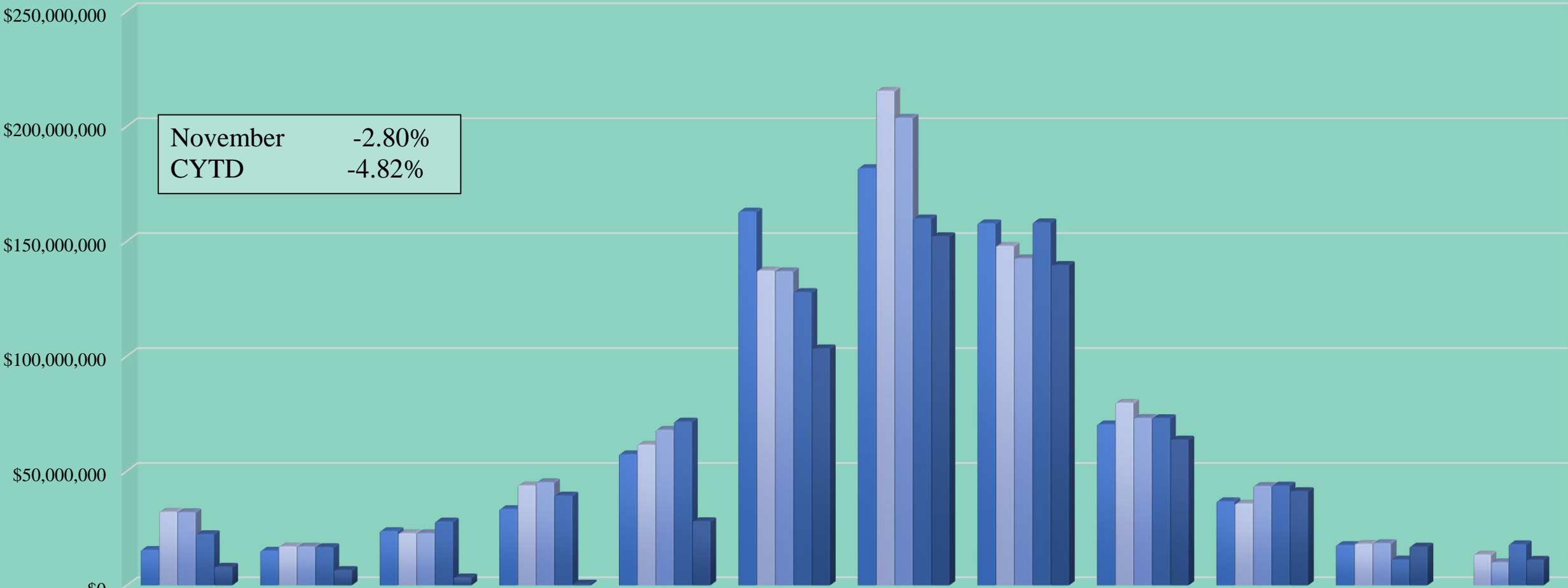
Clerk, Dare County Tourism Board

Meals Collections

November 8.10%
CYTD 1.45%

	January	February	March	April	May	June	July	August	September	October	November	December
2024	11,179,366	12,929,929	19,422,840	26,222,012	39,078,063	57,344,840	64,106,859	57,116,087	40,124,326	30,027,178	20,897,820	
2023	15,014,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491	39,511,303	30,360,180	19,332,007	15,703,818
2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654
2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542

Occupancy Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2024	15,588,394	15,256,753	23,855,777	33,495,901	57,369,540	162,956,697	181,861,471	157,867,180	70,396,614	36,914,698	17,709,005	
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

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2024-2025**

FISCAL YEAR		PROJECTED FY 24-25	ACTUAL FY 24-25	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,210,325.00	\$1,633,431.36	\$423,106.36	34.96%
JULY RECEIVED	MEALS	<u>\$443,005.00</u>	<u>\$557,765.57</u>	<u>\$114,760.57</u>	<u>25.91%</u>
		\$1,653,330.00	\$2,191,196.93	\$537,866.93	32.53%
JULY EARNED	OCCUPANCY	\$1,650,520.00	\$1,813,246.38	\$162,726.38	9.86%
AUGUST RECEIVED	MEALS	<u>\$472,275.00</u>	<u>\$634,476.85</u>	<u>\$162,201.85</u>	<u>34.34%</u>
		\$2,122,795.00	\$2,447,723.23	\$324,928.23	15.31%
AUGUST EARNED	OCCUPANCY	\$1,439,060.00	\$1,474,621.15	\$35,561.15	2.47%
SEPT RECEIVED	MEALS	<u>\$445,330.00</u>	<u>\$553,576.05</u>	<u>\$108,246.05</u>	<u>24.31%</u>
		\$1,884,390.00	\$2,028,197.20	\$143,807.20	7.63%
SEPTEMBER EARNED	OCCUPANCY	\$579,615.00	\$799,304.15	\$219,689.15	37.90%
OCT RECEIVED	MEALS	<u>\$297,730.00</u>	<u>\$388,697.83</u>	<u>\$90,967.83</u>	<u>30.55%</u>
		\$877,345.00	\$1,188,001.98	\$310,656.98	35.41%
OCTOBER EARNED	OCCUPANCY	\$272,110.00	\$362,802.33	\$90,692.33	33.33%
NOV RECEIVED	MEALS	<u>\$220,715.00</u>	<u>\$283,327.98</u>	<u>\$62,612.98</u>	<u>28.37%</u>
		\$492,825.00	\$646,130.31	\$153,305.31	31.11%
NOVEMBER EARNED	OCCUPANCY	\$117,350.00	\$174,684.35	\$57,334.35	48.86%
DEC RECEIVED	MEALS	<u>\$140,200.00</u>	<u>\$190,430.48</u>	<u>\$50,230.48</u>	<u>35.83%</u>
		\$257,550.00	\$365,114.83	\$107,564.83	41.76%
DECEMBER EARNED	OCCUPANCY	\$84,970.00	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$121,270.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$206,240.00	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$163,905.00	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$90,410.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$254,315.00	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$133,825.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$96,455.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$230,280.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$141,500.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$266,735.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$296,910.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$218,185.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$515,095.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$387,380.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$267,780.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$655,160.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$5,268,980.00	\$6,258,089.72	\$989,109.72	18.77%
TO-DATE	MEALS	<u>\$2,019,255.00</u>	<u>\$2,608,274.76</u>	<u>\$589,019.76</u>	<u>29.17%</u>
		\$7,288,235.00	\$8,866,364.48	\$1,578,129.48	21.65%
TOTAL	OCCUPANCY	\$6,461,205.00			
PROJECTED	MEALS	<u>\$2,954,855.00</u>			
2024-2025		\$9,416,060.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2023-2024		2023	2024		
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
	MEALS	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$322,624.32	\$155,450.13	(\$167,174.19)	-51.82%
	MEALS	<u>\$124,423.37</u>	<u>\$101,950.46</u>	<u>(\$22,472.91)</u>	<u>-18.06%</u>
		\$447,047.69	\$257,400.59	(\$189,647.10)	-42.42%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$170,000.09	\$151,260.50	(\$18,739.59)	-11.02%
	MEALS	<u>\$116,207.73</u>	<u>\$128,875.91</u>	<u>\$12,668.18</u>	<u>10.90%</u>
		\$286,207.82	\$280,136.41	(\$6,071.41)	-2.12%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$228,526.82	\$238,725.04	\$10,198.22	4.46%
	MEALS	<u>\$179,535.02</u>	<u>\$198,494.48</u>	<u>\$18,959.46</u>	<u>10.56%</u>
		\$408,061.84	\$437,219.52	\$29,157.68	7.15%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$436,134.79	\$331,069.81	(\$105,064.98)	-24.09%
	MEALS	<u>\$284,934.66</u>	<u>\$258,330.28</u>	<u>(\$26,604.38)</u>	<u>-9.34%</u>
		\$721,069.45	\$589,400.09	(\$131,669.36)	-18.26%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$612,281.25	\$562,874.34	(\$49,406.91)	-8.07%
	MEALS	<u>\$359,175.60</u>	<u>\$372,451.95</u>	<u>\$13,276.35</u>	<u>3.70%</u>
		\$971,456.85	\$935,326.29	(\$36,130.56)	-3.72%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,458,380.44	\$1,474,621.15	\$16,240.71	1.11%
	MEALS	<u>\$531,275.19</u>	<u>\$553,576.05</u>	<u>\$22,300.86</u>	<u>4.20%</u>
		\$1,989,655.63	\$2,028,197.20	\$38,541.57	1.94%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$799,595.38	\$799,304.15	(\$291.23)	-0.04%
	MEALS	<u>\$386,499.75</u>	<u>\$388,697.83</u>	<u>\$2,198.08</u>	<u>0.57%</u>
		\$1,186,095.13	\$1,188,001.98	\$1,906.85	0.16%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$348,085.75	\$362,802.33	\$14,716.58	4.23%
	MEALS	<u>\$273,920.83</u>	<u>\$283,327.98</u>	<u>\$9,407.15</u>	<u>3.43%</u>
		\$622,006.58	\$646,130.31	\$24,123.73	3.88%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$182,561.98	\$174,684.35	(\$7,877.63)	-4.32%
	MEALS	<u>\$178,483.22</u>	<u>\$190,430.48</u>	<u>\$11,947.26</u>	<u>6.69%</u>
		\$361,045.20	\$365,114.83	\$4,069.63	1.13%
Total To Date					
	Occupancy	\$8,009,146.91	\$7,833,324.78	(\$175,822.13)	-2.20%
	Meals	<u>\$3,519,145.70</u>	<u>\$3,812,951.52</u>	<u>\$293,805.82</u>	<u>8.35%</u>
		\$11,528,292.61	\$11,646,276.30	\$117,983.69	1.02%
Total for Year					
	OCCUPANCY	\$8,191,708.89			
	MEALS	<u>\$3,697,628.92</u>			
		\$11,889,337.81			

OCCUPANCY & MEALS FY 2024-2025

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 23-24	ACTUAL FY 24-25	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
<u>JULY RECEIVED</u>	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
<u>JULY EARNED</u>	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,458,380.44	\$1,474,621.15	\$16,240.71	1.11%
<u>SEPT RECEIVED</u>	MEALS	<u>\$531,275.19</u>	<u>\$553,576.05</u>	<u>\$22,300.86</u>	<u>4.20%</u>
		\$1,989,655.63	\$2,028,197.20	\$38,541.57	1.94%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$799,595.38	\$799,304.15	(\$291.23)	-0.04%
<u>OCT RECEIVED</u>	MEALS	<u>\$386,499.75</u>	<u>\$388,697.83</u>	<u>\$2,198.08</u>	<u>0.57%</u>
		\$1,186,095.13	\$1,188,001.98	\$1,906.85	0.16%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$348,085.75	\$362,802.33	\$14,716.58	4.23%
<u>NOV RECEIVED</u>	MEALS	<u>\$273,920.83</u>	<u>\$283,327.98</u>	<u>\$9,407.15</u>	<u>3.43%</u>
		\$622,006.58	\$646,130.31	\$24,123.73	3.88%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$182,561.98	\$174,684.35	(\$7,877.63)	-4.32%
<u>DEC RECEIVED</u>	MEALS	<u>\$178,483.22</u>	<u>\$190,430.48</u>	<u>\$11,947.26</u>	<u>6.69%</u>
		\$361,045.20	\$365,114.83	\$4,069.63	1.13%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$135,855.24	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$144,573.68</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,428.92	\$0.00	\$0.00	0.00%
<u>JANUARY EARNED</u>	OCCUPANCY	\$155,450.13	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$101,950.46</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$257,400.59	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$151,260.50	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$128,875.91</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,136.41	\$0.00	\$0.00	0.00%
<u>MARCH EARNED</u>	OCCUPANCY	\$238,725.04	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$198,494.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$437,219.52	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$6,321,043.53	\$6,258,089.72	(\$62,953.81)	-1.00%
	MEALS	<u>\$2,490,137.55</u>	<u>\$2,608,274.76</u>	<u>\$118,137.21</u>	<u>4.74%</u>
		\$8,811,181.08	\$8,866,364.48	\$55,183.40	0.63%
TOTAL	OCCUPANCY	\$8,041,025.42			
ACTUAL	MEALS	<u>\$3,649,343.06</u>			
2023-2024		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2024	2023	2022	2021	2020	2019	Variance 2024-2023	Percent Change
January	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	-125,142	-2.28%
February	5,519,719	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	-200,913	-3.51%
March	4,732,495	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	-107,707	-2.23%
April	6,491,694	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	-140,129	-2.11%
May	7,599,155	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	-588,604	-7.19%
June	9,914,654	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	-132,471	-1.32%
July	16,863,177	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288	980,854	6.18%
August	18,026,141	19,353,849	17,642,098	16,810,430	13,794,215	13,178,541	-1,327,708	-6.86%
September	15,730,067	15,385,152	15,470,465	14,558,020	12,478,041	11,799,596	344,915	2.24%
October	10,447,815	11,213,371	10,371,192	10,366,595	9,103,596	6,834,818	-765,556	-6.83%
November		7,800,451	7,843,407	7,717,041	6,925,862	5,191,614		0.00%
December		6,078,081	6,006,535	5,741,952	5,029,105	3,874,539		0.00%
YTD	100,698,264	102,760,725	99,588,960	94,023,619	69,836,856	69,375,199	-2,062,461	-2.01%
TOTAL	100,698,264	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	-2.01%	3.18%	5.92%	34.63%	0.67%	5.52%		
Total % Change	-2.01%	2.82%	5.54%	31.41%	4.27%	5.44%		

Outer Banks Visitors Bureau														
Gross Occupancy Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765
February	15,256,753	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117
March	23,855,777	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156
April	33,495,901	43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121
May	57,369,540	61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015
June	162,956,697	137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630
July	181,861,471	215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729
August	157,867,180	148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386
September	70,396,614	79,777,957	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228
October	36,914,698	35,908,020	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908
November	17,709,005	18,220,059	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253
December		13,534,535	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610
YTD Total	773,272,030	812,462,965	804,052,982	752,970,124	565,114,046	511,504,915	491,710,165	474,504,085	449,385,780	432,133,774	411,164,718	392,277,498	382,124,874	367,343,308
Total	773,272,030	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918
YTD % Change	-4.82%	1.05%	6.78%	33.24%	10.48%	4.03%	3.63%	5.59%	3.99%	5.10%	4.81%	2.66%	4.02%	3.63%
Total % Change	-2.64%	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%
Month Increase/Decrease	-2.80%	-1.80%	62.84%	-33.18%	47.98%	15.64%	-7.16%	17.54%	20.58%	10.19%	12.35%	1.31%	-11.13%	-3.78%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	-25.54%	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%
Qtr 2 (Mar-May)	-10.56%	-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%
Qtr 3 (June-Aug)	0.36%	3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%
Qtr 4 (Sept-Nov)	-6.64%	-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2024														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018, 2019, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079
February	12,929,929	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305
March	19,422,840	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477
April	26,222,012	29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220
May	39,078,063	37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885
June	57,344,840	53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717
July	64,106,859	62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367
August	57,116,087	54,381,491	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599
September	40,124,326	39,511,303	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630
October	30,027,178	30,360,180	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800
November	20,897,820	19,332,007	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922
December		15,703,818	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106
YTD Total	378,449,320	373,032,448	357,452,323	336,211,447	222,315,841	267,049,435	247,642,349	246,912,946	233,786,094	228,445,711	217,028,746	206,958,964	201,630,584	183,476,001
Total	378,449,320	388,736,266	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107
YTD % Change	1.45%	4.36%	6.32%	51.23%	-16.75%	7.84%	0.30%	5.61%	2.34%	5.26%	4.87%	2.64%	9.89%	0.92%
Total % Change	7.00%	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%
Month Increase/(Decrease)	8.10%	-31.39%	59.90%	7.96%	28.44%	2.09%	5.82%	-0.69%	9.59%	9.59%	7.66%	6.06%	0.58%	-2.66%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	-5.55%	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%
Qtr 2 (Mar-May)	-1.63%	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%
Qtr 3 (June-Aug)	4.79%	4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%
Qtr 4 (Sept-Nov)	2.07%	2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	18,954	69,721	33,385	85,050	10,819	101,762	197,792	177,093	15,667	6,337	60,734	73,666	65,334	51,898	49,099
February	27,050	54,287	88,113	68,535	227,405	89,994	183,108	180,687	21,786	19,282	55,880	87,169	71,244	54,275	51,908
March	29,171	136,583	-6,494	122,945	65,282	63,921	692,174	414,682	159,347	135,076	65,539	206,483	136,291	117,052	143,712
April	9,994	259,204	260,362	186,041	55,545	1,930	1,235,799	1,294,819	454,658	296,019	48,233	404,682	326,574	298,479	279,005
May	91,397	282,278	285,411	262,423	160,661	1,130,609	1,918,384	1,046,309	571,317	587,641	254,673	565,909	530,590	410,132	532,707
June	351,108	570,964	330,644	353,506	326,158	2,412,414	2,845,176	1,770,185	1,305,653	1,018,049	795,837	919,645	833,391	705,955	1,003,815
July	363,847	446,262	595,516	427,557	325,951	2,685,694	3,088,190	1,860,733	1,284,313	974,783	1,043,368	1,058,556	1,166,419	936,181	1,035,089
August	373,764	532,087	383,480	306,695	215,521	1,588,143	2,216,628	1,415,619	813,582	756,020	902,896	902,324	778,232	691,547	878,291
September	278,989	401,958	240,314	188,170	141,952	1,348,600	1,567,213	888,980	551,520	387,637	551,614	608,182	610,925	552,665	569,120
October	155,303	165,873	237,302	115,799	105,808	922,352	1,030,829	438,511	368,819	341,105	493,509	491,572	357,764	356,835	394,962
November	65,719	125,498	77,421	36,929	175,772	355,225	365,096	176,484	148,581	122,665	63,227	145,754	79,095	142,803	161,350
December	106,697	136,248	28,424	43,635		149,223	178,506	-5,128	37,898		214,261	90,408	187,222	68,890	
YTD Totals	1,765,296	3,044,715	2,525,454	2,153,650	1,810,874	10,700,644	15,340,389	9,664,102	5,695,243	4,644,614	4,335,510	5,463,942	4,955,859	4,317,822	5,099,058
Total	1,871,993	3,180,963	2,553,878	2,197,285	1,810,874	10,849,867	15,518,895	9,658,974	5,733,141	4,644,614	4,549,771	5,554,350	5,143,081	4,386,712	5,099,058

Month Increase	-12.21%	90.96%	-38.31%	-52.30%	375.97%	181.89%	2.78%	-51.66%	-15.81%	-17.44%	-55.83%	130.52%	-45.73%	80.55%	12.99%
YTD Increase	-41.22%	72.48%	-17.05%	-14.72%	-15.92%	28.54%	43.36%	-37.00%	-41.07%	-18.45%	-25.92%	26.03%	-9.30%	-12.87%	18.09%
Total Year Increa	-39.33%	69.92%	-19.71%	-13.96%		29.41%	43.03%	-37.76%	-40.64%		-22.99%	22.08%	-7.40%	-14.71%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Trave	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management
											Agencies	Agencies	Agencies	Agencies	Agencies
January	1,437,035	1,748,076	1,643,048	1,933,579	1,786,856	18,951	80,549	149,571	159,300	175,273	6,501,671	20,308,517	30,139,025	30,132,778	13,694,264
February	1,533,776	1,728,750	2,126,093	2,107,700	2,053,498	25,687	121,593	228,025	311,380	263,344	4,958,235	14,641,992	14,518,460	14,706,513	12,810,769
March	1,246,258	3,909,056	3,943,594	4,072,116	3,786,471	24,532	456,135	458,768	521,683	552,764	2,033,390	22,818,135	18,269,896	18,236,039	19,526,776
April	272,368	7,371,174	8,104,880	8,083,416	6,144,929	6,532	690,426	970,654	1,063,464	768,762	382,791	29,766,955	35,002,625	34,488,045	26,505,952
May	3,148,199	11,955,124	10,324,362	10,518,694	10,856,653	188,734	1,201,894	1,151,529	1,247,200	1,370,448	23,445,254	56,477,960	55,576,157	49,509,116	45,021,825
June	11,291,492	17,405,621	16,192,842	16,054,375	16,657,173	689,124	1,781,971	1,801,287	2,070,056	2,317,315	88,087,699	105,559,551	117,473,065	118,553,305	143,504,873
July	16,489,187	22,217,201	20,666,774	21,259,405	19,613,048	291,105	2,244,007	2,397,468	2,892,211	2,786,075	131,031,173	132,554,585	178,978,115	191,239,034	159,461,002
August	13,307,261	18,448,886	16,657,613	16,564,558	15,531,262	244,691	2,161,167	2,079,173	2,423,773	2,309,637	122,944,015	135,457,160	122,930,026	129,365,315	140,143,571
September	9,374,533	11,630,739	11,442,403	11,573,148	9,698,706	495,636	1,369,614	1,254,083	1,422,871	1,168,599	51,755,580	58,512,166	59,777,401	66,745,205	59,326,136
October	6,047,939	7,830,739	7,109,786	7,072,350	6,723,465	91,603	794,126	637,398	737,809	760,668	33,435,472	34,110,939	35,292,753	27,840,006	29,135,862
November	1,882,898	2,106,980	3,118,187	2,970,668	3,216,590	7,333	8,921	301,371	336,909	356,440	14,518,005	8,640,528	14,980,559	14,816,354	13,895,505
December	1,833,474	3,253,943	1,900,473	2,050,618		50,865	515,173	234,745	316,867		8,836,444	14,219,918	7,958,228	11,239,061	
YTD Totals	66,030,946	106,352,346	101,329,582	102,210,009	96,068,651	2,083,928	10,910,403	11,429,327	13,186,656	12,829,325	479,093,285	618,848,488	682,938,082	695,631,710	663,026,535
Total	67,864,420	109,606,289	103,230,055	104,260,627	96,068,651	2,134,793	11,425,576	11,664,072	13,503,523	12,829,325	487,929,729	633,068,406	690,896,310	706,870,771	663,026,535

Month Increase	-4.56%	11.90%	47.99%	-4.73%	8.28%	-76.95%	21.66%	3278.22%	11.79%	5.80%	59.89%	-40.48%	73.38%	-1.10%	-6.22%
YTD Increase	-6.38%	61.06%	-4.72%	0.87%	-6.01%	51.74%	423.55%	4.76%	15.38%	-2.71%	13.90%	29.17%	10.36%	1.86%	-4.69%
Total Year Increa	-5.67%	61.51%	-5.82%	1.00%		52.90%	435.21%	2.09%	15.77%		14.69%	29.75%	9.13%	2.31%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January	4,048,599	7,565,248	10,640,444	10,970,042	10,903,039	103,524	117,805	71,183	107,068	41,019	8,223,680	22,515,577	32,129,068	32,326,040	15,588,394
February	3,640,228	8,831,162	9,964,265	9,901,463	11,277,328	123,301	138,103	86,764	119,484	93,891	6,788,236	16,833,409	17,071,361	17,078,293	15,256,753
March	392,302	14,285,652	11,694,833	11,682,633	12,948,689	100,157	288,353	139,472	203,764	198,460	3,538,436	28,050,784	22,897,441	22,911,263	23,855,777
April	54,406	11,899,053	11,767,660	12,328,326	12,894,732	0	387,071	230,087	302,139	214,451	715,316	39,424,885	45,219,347	43,812,778	33,495,901
May	7,959,755	11,894,484	12,431,457	12,627,627	14,583,119	122,541	429,562	235,556	273,011	210,053	28,192,673	71,629,217	67,998,385	61,544,693	57,369,540
June	15,349,447	15,036,636	18,707,648	18,477,129	22,241,837	529,356	646,362	393,576	338,773	446,629	103,467,906	127,947,319	136,993,703	137,311,567	162,956,697
July	14,163,157	18,366,907	22,972,242	23,810,322	22,754,381	643,415	630,180	527,134	372,183	451,598	152,256,684	159,994,974	203,794,691	215,518,673	181,861,471
August	14,432,996	15,236,263	17,820,645	17,510,657	19,451,549	621,785	723,235	476,191	311,925	342,515	139,737,864	158,280,320	142,641,161	148,053,622	157,867,180
September	7,502,538	9,479,100	9,589,739	9,771,123	9,129,130	466,395	392,240	225,343	167,249	273,063	63,775,711	73,112,498	73,185,366	79,777,957	70,396,614
October	5,199,066	6,243,795	5,954,385	5,629,110	6,096,788	309,934	157,157	132,022	154,211	213,496	41,364,509	43,787,109	43,568,138	35,908,020	36,914,698
November	894,605	698,108	4,271,270	4,234,311	4,701,162	167,957	10,176	122,575	104,724	137,123	17,053,031	11,394,032	18,554,321	18,220,059	17,709,005
December	4,304,339	7,063,801	3,945,571	4,807,160		126,529	217,271	125,826	94,433		11,266,628	18,096,294	10,195,045	13,534,535	0
YTD Totals	73,637,099	119,536,408	135,814,588	136,942,743	146,981,754	3,188,365	3,920,244	2,639,903	2,454,531	2,622,298	565,114,046	752,970,124	804,052,982	812,462,965	773,272,030
Total	77,941,438	126,600,209	139,760,159	141,749,903	146,981,754	3,314,894	4,137,515	2,765,729	2,548,964	2,622,298	576,380,674	771,066,418	814,248,027	825,997,500	773,272,030
Month Increase	-46.10%	-21.96%	511.84%	-0.87%	11.03%	32.48%	-93.94%	1104.55%	-14.56%	30.94%	47.98%	-33.18%	62.84%	-1.80%	-2.80%
YTD Increase		62.33%	13.62%	0.83%	7.33%	1.02%	22.95%	-32.66%	-7.02%	6.83%	10.48%	33.24%	6.78%	1.05%	-4.82%
Total Year Increa		62.43%	10.39%	1.42%		1.15%	24.82%	-33.15%	-7.84%		11.27%	33.78%	5.60%	1.44%	

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

DARE COUNTY GROSS														
OCCUPANCY BY DISTRICT														
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL
AVON	625,203	4.0%	424,551	2.8%	866,199	3.6%	1,787,717	5.3%	3,154,324	5.5%	9,848,495	6.0%	10,676,247	5.9%
BUXTON	155,201	1.0%	204,981	1.3%	481,827	2.0%	792,306	2.4%	1,440,845	2.5%	3,143,892	1.9%	3,470,937	1.9%
COLINGTON	27,314	0.2%	10,488	0.1%	29,870	0.1%	42,984	0.1%	119,817	0.2%	461,508	0.3%	504,346	0.3%
FRISCO	127,568	0.8%	115,835	0.8%	277,056	1.2%	722,397	2.2%	1,324,351	2.3%	3,495,906	2.1%	3,689,915	2.0%
HATTERAS	190,645	1.2%	219,953	1.4%	427,926	1.8%	1,082,612	3.2%	2,177,421	3.8%	6,370,344	3.9%	6,776,201	3.7%
KILL DEVIL HILLS	4,120,872	26.4%	4,185,786	27.4%	6,048,428	25.4%	8,676,544	25.9%	13,419,764	23.4%	29,515,991	18.1%	32,473,986	17.9%
KITTY HAWK	1,559,852	10.0%	1,623,727	10.6%	2,600,393	10.9%	2,834,051	8.5%	4,598,742	8.0%	10,710,260	6.6%	11,442,657	6.3%
MANTEO-TOWN	285,739	1.8%	543,102	3.6%	513,059	2.2%	708,252	2.1%	940,369	1.6%	1,993,363	1.2%	2,477,533	1.4%
NAGS HEAD	4,165,184	26.7%	3,746,974	24.6%	5,805,991	24.3%	7,882,797	23.5%	13,888,487	24.2%	43,095,222	26.4%	49,963,178	27.5%
RODANTHE	425,595	2.7%	441,288	2.9%	597,879	2.5%	1,048,566	3.1%	1,671,946	2.9%	4,911,069	3.0%	5,237,232	2.9%
SALVO	226,199	1.5%	180,158	1.2%	367,083	1.5%	693,169	2.1%	1,383,798	2.4%	5,479,663	3.4%	5,958,348	3.3%
WAVES	120,379	0.8%	180,621	1.2%	239,206	1.0%	488,648	1.5%	706,733	1.2%	2,996,167	1.8%	3,326,920	1.8%
SOUTHERN SHORES	840,739	5.4%	717,292	4.7%	1,100,121	4.6%	1,086,297	3.2%	2,724,217	4.7%	10,179,646	6.2%	11,092,487	6.1%
DUCK	1,632,266	10.5%	1,421,388	9.3%	2,704,153	11.3%	3,766,066	11.2%	7,059,910	12.3%	26,970,691	16.6%	30,803,924	16.9%
RIM (ROANOKE ISL. MAINI	910,365	5.8%	977,265	6.4%	1,243,822	5.2%	1,114,733	3.3%	1,388,368	2.4%	1,467,165	0.9%	1,181,485	0.6%
OTC UNATTRIBUTED	175,273	1.1%	263,344	1.7%	552,764	2.3%	768,762	2.3%	1,370,448	2.4%	2,317,315	1.4%	2,786,075	1.5%
TOTAL	15,588,394	100.0%	15,256,753	100.0%	23,855,777	100.0%	33,495,901	100.0%	57,369,540	100.0%	162,956,697	100.0%	181,861,471	100.0%

DARE COUNTY GROSS										
OCCUPANCY BY DISTRICT										
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	TOTAL	TOTAL
AVON	10,254,226	6.5%	4,336,107	6.2%	5,457,256	14.8%	1,439,426	8.1%	48,869,751	6.3%
BUXTON	2,875,454	1.8%	1,626,184	2.3%	1,172,560	3.2%	585,279	3.3%	15,949,466	2.1%
COLINGTON	443,320	0.3%	146,725	0.2%	71,129	0.2%	39,439	0.2%	1,896,940	0.2%
FRISCO	3,256,516	2.1%	1,700,129	2.4%	944,862	2.6%	438,353	2.5%	16,092,888	2.1%
HATTERAS	6,283,852	4.0%	3,036,058	4.3%	1,213,488	3.3%	732,426	4.1%	28,510,926	3.7%
KILL DEVIL HILLS	26,827,202	17.0%	12,748,838	18.1%	6,841,245	18.5%	3,527,729	19.9%	148,386,385	19.2%
KITTY HAWK	9,536,602	6.0%	4,605,267	6.5%	2,603,227	7.1%	1,442,799	8.1%	53,557,577	6.9%
MANTEO-TOWN	1,864,631	1.2%	985,582	1.4%	830,783	2.3%	593,176	3.3%	11,735,589	1.5%
NAGS HEAD	43,249,479	27.4%	19,093,270	27.1%	8,607,097	23.3%	4,119,874	23.3%	203,617,553	26.3%
RODANTHE	4,700,371	3.0%	2,068,304	2.9%	843,417	2.3%	814,523	4.6%	22,760,190	2.9%
SALVO	5,533,168	3.5%	2,150,422	3.1%	543,745	1.5%	447,669	2.5%	22,963,422	3.0%
WAVES	3,113,576	2.0%	1,199,348	1.7%	376,749	1.0%	229,003	1.3%	12,977,350	1.7%
SOUTHERN SHORES	9,467,660	6.0%	3,885,547	5.5%	999,986	2.7%	683,216	3.9%	42,777,208	5.5%
DUCK	27,233,466	17.3%	11,149,542	15.8%	5,216,910	14.1%	1,995,128	11.3%	119,953,444	15.5%
RIM (ROANOKE ISL. MAINI	918,020	0.6%	496,692	0.7%	431,576	1.2%	264,525	1.5%	10,394,016	1.3%
OTC UNATTRIBUTED	2,309,637	1.5%	1,168,599	1.7%	760,668	2.1%	356,440	2.0%	12,829,325	1.7%
TOTAL	157,867,180	100.0%	70,396,614	100.0%	36,914,698	100.0%	17,709,005	100.0%	773,272,030	100.0%

DARE COUNTY GROSS														
MEALS BY DISTRICT														
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL
AVON - 1	240,018	2.1%	237,540	1.8%	458,389	2.4%	764,154	2.9%	2,077,622	5.3%	2,337,510	4.1%	2,990,492	4.7%
BUXTON - 2	219,407	2.0%	239,743	1.9%	693,233	3.6%	1,064,459	4.1%	1,466,741	3.8%	1,916,959	3.3%	2,124,475	3.3%
COLINGTON - 3	74,603	0.7%	176,001	1.4%	154,804	0.8%	302,922	1.2%	450,840	1.2%	545,411	1.0%	643,007	1.0%
FRISCO - 5	154,070	1.4%	125,147	1.0%	215,225	1.1%	293,688	1.1%	479,424	1.2%	674,349	1.2%	743,620	1.2%
HATTERAS - 6	32,102	0.3%	72,846	0.6%	222,938	1.1%	534,983	2.0%	899,956	2.3%	1,410,665	2.5%	1,284,599	2.0%
KILL DEVIL HILLS - 7	3,708,673	33.2%	4,214,253	32.6%	6,779,828	34.9%	7,806,322	29.8%	9,887,198	25.3%	15,295,240	26.7%	16,248,546	25.3%
KITTY HAWK - 8	2,136,451	19.1%	2,188,744	16.9%	2,616,082	13.5%	4,038,113	15.4%	5,189,285	13.3%	7,219,077	12.6%	8,649,791	13.5%
MANTEO-TOWN - 10	1,097,187	9.8%	1,124,672	8.7%	1,295,396	6.7%	1,733,963	6.6%	2,106,414	5.4%	2,662,984	4.6%	2,889,087	4.5%
RIM (ROANOKE ISL. M	322,598	2.9%	302,377	2.3%	355,324	1.8%	412,320	1.6%	525,032	1.3%	608,574	1.1%	674,200	1.1%
NAGS HEAD - 14	2,187,827	19.6%	2,847,377	22.0%	3,898,906	20.1%	5,677,705	21.7%	9,867,741	25.3%	13,338,254	23.3%	15,948,884	24.9%
RODANTHE - 15	28,734	0.3%	12,139	0.1%	227,835	1.2%	209,574	0.8%	460,399	1.2%	785,885	1.4%	903,981	1.4%
SALVO - 18	4,469	0.0%	2,436	0.0%	7,337	0.0%	4,150	0.0%	8,749	0.0%	54,246	0.1%	139,253	0.2%
WAVES - 19	38,688	0.3%	39,180	0.3%	126,051	0.6%	265,210	1.0%	458,572	1.2%	809,916	1.4%	1,029,916	1.6%
SOUTHERN SHORES -	446,156	4.0%	496,778	3.8%	677,177	3.5%	661,787	2.5%	1,038,285	2.7%	2,783,435	4.9%	1,445,866	2.3%
DUCK - 21	488,383	4.4%	850,696	6.6%	1,694,315	8.7%	2,452,662	9.4%	4,161,805	10.6%	6,902,335	12.0%	8,391,142	13.1%
TOTAL	11,179,366	100.0%	12,929,929	100.0%	19,422,840	100.0%	26,222,012	100.0%	39,078,063	100.0%	57,344,840	100.0%	64,106,859	100.0%

DARE COUNTY GROSS										
MEALS BY DISTRICT										
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	TOTAL	TOTAL
AVON - 1	2,378,146	4.2%	1,535,132	3.8%	1,100,820	3.7%	449,620	2.2%	14,569,443	3.8%
BUXTON - 2	2,076,126	3.6%	1,457,506	3.6%	1,236,327	4.1%	797,172	3.8%	13,292,148	3.5%
COLINGTON - 3	613,018	1.1%	454,861	1.1%	323,221	1.1%	189,582	0.9%	3,928,270	1.0%
FRISCO - 5	598,224	1.0%	462,413	1.2%	365,889	1.2%	232,661	1.1%	4,344,710	1.1%
HATTERAS - 6	1,327,273	2.3%	1,253,540	3.1%	662,623	2.2%	250,983	1.2%	7,952,508	2.1%
KILL DEVIL HILLS - 7	14,716,161	25.8%	10,873,530	27.1%	8,341,261	27.8%	6,084,258	29.1%	103,955,270	27.5%
KITTY HAWK - 8	7,624,387	13.3%	5,132,417	12.8%	3,938,100	13.1%	3,126,898	15.0%	51,859,345	13.7%
MANTEO-TOWN - 10	3,205,044	5.6%	1,962,154	4.9%	1,709,617	5.7%	1,428,540	6.8%	21,215,058	5.6%
RIM (ROANOKE ISL. M	577,230	1.0%	492,967	1.2%	514,380	1.7%	368,862	1.8%	5,153,864	1.4%
NAGS HEAD - 14	13,674,906	23.9%	9,703,052	24.2%	6,968,988	23.2%	5,307,903	25.4%	89,421,543	23.6%
RODANTHE - 15	741,926	1.3%	435,532	1.1%	259,442	0.9%	104,093	0.5%	4,169,540	1.1%
SALVO - 18	47,947	0.1%	8,757	0.0%	2,646	0.0%	266	0.0%	280,256	0.1%
WAVES - 19	780,833	1.4%	453,365	1.1%	294,523	1.0%	118,323	0.6%	4,414,577	1.2%
SOUTHERN SHORES -	1,283,394	2.2%	1,115,123	2.8%	794,102	2.6%	642,525	3.1%	11,384,628	3.0%
DUCK - 21	7,471,472	13.1%	4,783,977	11.9%	3,515,239	11.7%	1,796,134	8.6%	42,508,160	11.2%
TOTAL	57,116,087	100.0%	40,124,326	100.0%	30,027,178	100.0%	20,897,820	100.0%	378,449,320	100.0%

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

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE	1,671,946	2,000,461	-16.42%	4,911,069	3,834,553	28.07%	5,237,232	5,969,657	-12.27%	4,700,371	4,117,407	14.16%
WAVES	706,733	978,773	-27.79%	2,996,167	2,366,210	26.62%	3,326,920	3,726,425	-10.72%	3,113,576	2,631,539	18.32%
SALVO	1,383,798	1,822,661	-24.08%	5,479,663	3,995,865	37.13%	5,958,348	6,809,401	-12.50%	5,533,168	4,621,423	19.73%
AVON	3,154,324	4,203,140	-24.95%	9,848,495	7,858,075	25.33%	10,676,247	12,983,077	-17.77%	10,254,226	8,889,986	15.35%
BUXTON	1,440,845	1,597,647	-9.81%	3,143,892	2,656,985	18.33%	3,470,937	4,077,724	-14.88%	2,875,454	2,579,943	11.45%
FRISCO	1,324,351	1,460,567	-9.33%	3,495,906	2,798,272	24.93%	3,689,915	4,106,793	-10.15%	3,256,516	2,909,960	11.91%
HATTERAS	2,177,421	2,382,339	-8.60%	6,370,344	5,162,519	23.40%	6,776,201	8,064,672	-15.98%	6,283,852	5,637,062	11.47%
TOTAL HATTERAS ISLAND	11,859,418	14,445,588	-17.90%	36,245,536	28,672,479	26.41%	39,135,800	45,737,749	-14.43%	36,017,163	31,387,320	14.75%
NORTHERN BEACHES:												
DUCK	7,059,910	7,852,584	-10.09%	26,970,691	22,093,582	22.07%	30,803,924	37,147,010	-17.08%	27,233,466	25,279,971	7.73%
SOUTHERN SHORES	2,724,217	2,904,447	-6.21%	10,179,646	8,375,703	21.54%	11,092,487	13,197,692	-15.95%	9,467,660	8,776,768	7.87%
KITTY HAWK	4,598,742	4,820,980	-4.61%	10,710,260	9,271,719	15.52%	11,442,657	12,941,706	-11.58%	9,536,602	8,968,394	6.34%
COLINGTON	119,817	145,585	-17.70%	461,508	612,570	-24.66%	504,346	799,749	-36.94%	443,320	419,657	5.64%
KILL DEVIL HILLS	13,419,764	12,469,507	7.62%	29,515,991	24,377,722	21.08%	32,473,986	37,009,938	-12.26%	26,827,202	25,497,166	5.22%
NAGS HEAD	13,888,487	15,170,404	-8.45%	43,095,222	36,122,124	19.30%	49,963,178	58,737,391	-14.94%	43,249,479	40,376,546	7.12%
TOTAL NORTHERN BEACHES	41,810,937	43,363,507	-3.58%	120,933,318	100,853,420	19.91%	136,280,578	159,833,486	-14.74%	116,757,729	109,318,502	6.81%
ROANOKE ISLAND:												
MANTEO-TOWN	940,369	1,184,486	-20.61%	1,993,363	1,997,966	-0.23%	2,477,533	2,550,257	-2.85%	1,864,631	1,901,583	-1.94%
RIM (ROANOKE ISL. MAINLAND)	1,388,368	1,303,912	6.48%	1,467,165	3,717,646	-60.54%	1,181,485	4,504,970	-73.77%	918,020	3,022,444	-69.63%
TOTAL ROANOKE ISLAND	2,328,737	2,488,398	-6.42%	3,460,528	5,715,612	-39.45%	3,659,018	7,055,227	-48.14%	2,782,651	4,924,027	-43.49%
OTC UNATTRIBUTED	1,370,448	1,247,200	9.88%	2,317,315	2,070,056	11.94%	2,786,075	2,892,211	-3.67%	2,309,637	2,423,773	-4.71%
TOTAL	57,369,540	61,544,693	-6.78%	162,956,697	137,311,567	18.68%	181,861,471	215,518,673	-15.62%	157,867,180	148,053,622	6.63%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	2,068,304	2,647,737	-21.88%	843,417	979,546	-13.90%	814,523	477,131	70.71%	22,760,190	24,992,127	-8.93%
WAVES	1,199,348	1,430,899	-16.18%	376,749	529,626	-28.87%	229,003	196,851	16.33%	12,977,350	15,301,411	-15.19%
SALVO	2,150,422	2,671,427	-19.50%	543,745	883,064	-38.43%	447,669	436,285	2.61%	22,963,422	28,162,178	-18.46%
AVON	4,336,107	5,509,529	-21.30%	5,457,256	2,498,450	118.43%	1,439,426	1,650,820	-12.81%	48,869,751	54,614,434	-10.52%
BUXTON	1,626,184	1,981,038	-17.91%	1,172,560	1,087,957	7.78%	585,279	627,873	-6.78%	15,949,466	16,827,898	-5.22%
FRISCO	1,700,129	1,919,306	-11.42%	944,862	775,523	21.84%	438,353	535,946	-18.21%	16,092,888	17,002,447	-5.35%
HATTERAS	3,036,058	3,559,037	-14.69%	1,213,488	1,070,558	13.35%	732,426	688,227	6.42%	28,510,926	32,798,899	-13.07%
TOTAL HATTERAS ISLAND	16,116,552	19,718,973	-18.27%	10,552,077	7,824,724	34.86%	4,686,679	4,613,133	1.59%	168,123,993	189,699,394	-11.37%
NORTHERN BEACHES:												
DUCK	11,149,542	11,975,084	-6.89%	5,216,910	4,747,088	9.90%	1,995,128	2,174,395	-8.24%	119,953,444	120,949,436	-0.82%
SOUTHERN SHORES	3,885,547	4,007,161	-3.03%	999,986	1,352,743	-26.08%	683,216	762,329	-10.38%	42,777,208	43,444,877	-1.54%
KITTY HAWK	4,605,267	4,887,742	-5.78%	2,603,227	2,479,816	4.98%	1,442,799	1,361,905	5.94%	53,557,577	53,618,974	-0.11%
COLINGTON	146,725	163,524	-10.27%	71,129	63,146	12.64%	39,439	25,951	51.97%	1,896,940	2,345,071	-19.11%
KILL DEVIL HILLS	12,748,838	14,084,197	-9.48%	6,841,245	7,352,689	-6.96%	3,527,729	3,690,573	-4.41%	148,386,385	148,751,768	-0.25%
NAGS HEAD	19,093,270	21,705,939	-12.04%	8,607,097	9,937,584	-13.39%	4,119,874	4,606,593	-10.57%	203,617,553	209,487,821	-2.80%
TOTAL NORTHERN BEACHES	51,629,189	56,823,647	-9.14%	24,339,594	25,933,066	-6.14%	11,808,185	12,621,746	-6.45%	570,189,107	578,597,947	-1.45%
ROANOKE ISLAND:												
MANTEO-TOWN	985,582	977,386	0.84%	830,783	825,934	0.59%	593,176	273,309	117.03%	11,735,589	11,502,683	2.02%
RIM (ROANOKE ISL. MAINLAND)	496,692	835,080	-40.52%	431,576	586,487	-26.41%	264,525	374,962	-29.45%	10,394,016	19,476,285	-46.63%
TOTAL ROANOKE ISLAND	1,482,274	1,812,466	-18.22%	1,262,359	1,412,421	-10.62%	857,701	648,271	32.31%	22,129,605	30,978,968	-28.57%
OTC UNATTRIBUTED	1,168,599	1,422,871	-17.87%	760,668	737,809	3.10%	356,440	336,909	5.80%	12,829,325	13,186,656	-2.71%
TOTAL	70,396,614	79,777,957	-11.76%	36,914,698	35,908,020	2.80%	17,709,005	18,220,059	-2.80%	773,272,030	812,462,965	-4.82%

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

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	460,399	453,938	1.42%	785,885	815,115	-3.59%	903,981	815,868	10.80%	741,926	864,807	-14.21%
WAVES - 19	458,572	452,346	1.38%	809,916	781,166	3.68%	1,029,916	920,671	11.87%	780,833	793,570	-1.61%
SALVO - 18	8,749	17,446	-49.85%	54,246	64,650	-16.09%	139,253	91,667	51.91%	47,947	74,877	-35.97%
AVON - 1	2,077,622	1,585,264	31.06%	2,337,510	2,747,899	-14.93%	2,990,492	3,060,306	-2.28%	2,378,146	2,725,389	-12.74%
BUXTON - 2	1,466,741	1,491,607	-1.67%	1,916,959	1,925,395	-0.44%	2,124,475	2,252,130	-5.67%	2,076,126	1,927,015	7.74%
FRISCO - 5	479,424	445,631	7.58%	674,349	625,311	7.84%	743,620	762,752	-2.51%	598,224	672,239	-11.01%
HATTERAS - 6	899,956	844,163	6.61%	1,410,665	1,170,162	20.55%	1,284,599	1,297,428	-0.99%	1,327,273	974,990	36.13%
TOTAL HATTERAS ISLAND	5,851,463	5,290,395	10.61%	7,989,530	8,129,698	-1.72%	9,216,336	9,200,822	0.17%	7,950,475	8,032,887	-1.03%
NORTHERN BEACHES:												
DUCK - 21	4,161,805	4,558,051	-8.69%	6,902,335	6,853,845	0.71%	8,391,142	7,951,624	5.53%	7,471,472	7,518,712	-0.63%
SOUTHERN SHORES - 20	1,038,285	946,148	9.74%	2,783,435	1,380,983	101.55%	1,445,866	1,527,834	-5.36%	1,283,394	1,296,155	-0.98%
KITTY HAWK - 8	5,189,285	4,834,256	7.34%	7,219,077	7,251,684	-0.45%	8,649,791	8,117,655	6.56%	7,624,387	6,739,490	13.13%
COLINGTON - 3	450,840	432,016	4.36%	545,411	598,056	-8.80%	643,007	661,272	-2.76%	613,018	634,338	-3.36%
KILL DEVIL HILLS - 7	9,887,198	9,467,668	4.43%	15,295,240	12,916,559	18.42%	16,248,546	15,616,115	4.05%	14,716,161	12,716,160	15.73%
NAGS HEAD - 14	9,867,741	8,864,888	11.31%	13,338,254	13,239,011	0.75%	15,948,884	15,752,325	1.25%	13,674,906	13,929,106	-1.82%
TOTAL NORTHERN BEACHES	30,595,154	29,103,027	5.13%	46,083,752	42,240,138	9.10%	51,327,236	49,626,825	3.43%	45,383,338	42,833,961	5.95%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	2,106,414	2,321,519	-9.27%	2,662,984	2,712,329	-1.82%	2,889,087	2,942,994	-1.83%	3,205,044	2,907,579	10.23%
MANTEO-OUTSIDE - 11	525,032	476,118	10.27%	608,574	570,993	6.58%	674,200	601,112	12.16%	577,230	607,064	-4.91%
TOTAL ROANOKE ISLAND	2,631,446	2,797,637	-5.94%	3,271,558	3,283,322	-0.36%	3,563,287	3,544,106	0.54%	3,782,274	3,514,643	7.61%
TOTAL	39,078,063	37,191,059	5.07%	57,344,840	53,653,158	6.88%	64,106,859	62,371,753	2.78%	57,116,087	54,381,491	5.03%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	435,532	562,921	-22.63%	259,442	236,964	9.49%	104,093	111,595	-6.72%	4,169,540	4,410,799	-5.47%
WAVES - 19	453,365	470,716	-3.69%	294,523	227,126	29.67%	118,323	102,276	15.69%	4,414,577	4,268,851	3.41%
SALVO - 18	8,757	12,592	-30.46%	2,646	6,653	-60.23%	266	5,633	-95.28%	280,256	302,975	-7.50%
AVON - 1	1,535,132	1,540,634	-0.36%	1,100,820	1,357,893	-18.93%	449,620	507,451	-11.40%	14,569,443	15,901,387	-8.38%
BUXTON - 2	1,457,506	1,480,494	-1.55%	1,236,327	1,269,022	-2.58%	797,172	609,412	30.81%	13,292,148	13,320,770	-0.21%
FRISCO - 5	462,413	429,917	7.56%	365,889	398,609	-8.21%	232,661	227,021	2.48%	4,344,710	4,377,519	-0.75%
HATTERAS - 6	1,253,540	637,456	96.65%	662,623	482,906	37.22%	250,983	620,107	-59.53%	7,952,508	6,729,206	18.18%
TOTAL HATTERAS ISLAND	5,606,245	5,134,730	9.18%	3,922,270	3,979,173	-1.43%	1,953,118	2,183,495	-10.55%	49,023,182	49,311,507	-0.58%
NORTHERN BEACHES:												
DUCK - 21	4,783,977	5,211,320	-8.20%	3,515,239	2,918,411	20.45%	1,796,134	2,015,914	-10.90%	42,508,160	43,234,859	-1.68%
SOUTHERN SHORES - 20	1,115,123	952,916	17.02%	794,102	753,060	5.45%	642,525	527,647	21.77%	11,384,628	9,876,119	15.27%
KITTY HAWK - 8	5,132,417	5,203,669	-1.37%	3,938,100	3,969,897	-0.80%	3,126,898	2,795,419	11.86%	51,859,345	51,739,485	0.23%
COLINGTON - 3	454,861	520,424	-12.60%	323,221	314,059	2.92%	189,582	209,345	-9.44%	3,928,270	4,077,446	-3.66%
KILL DEVIL HILLS - 7	10,873,530	10,131,599	7.32%	8,341,261	8,721,508	-4.36%	6,084,258	5,558,854	9.45%	103,955,270	98,033,722	6.04%
NAGS HEAD - 14	9,703,052	9,763,894	-0.62%	6,968,988	6,653,690	4.74%	5,307,903	4,402,655	20.56%	89,421,543	89,417,242	0.00%
TOTAL NORTHERN BEACHES	32,062,960	31,783,822	0.88%	23,880,911	23,330,625	2.36%	17,147,300	15,509,834	10.56%	303,057,216	296,378,873	2.25%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	1,962,154	2,107,448	-6.89%	1,709,617	2,586,486	-33.90%	1,428,540	1,252,775	14.03%	21,215,058	22,471,324	-5.59%
MANTEO-OUTSIDE - 11	492,967	485,303	1.58%	514,380	463,896	10.88%	368,862	385,903	-4.42%	5,153,864	4,870,744	5.81%
TOTAL ROANOKE ISLAND	2,455,121	2,592,751	-5.31%	2,223,997	3,050,382	-27.09%	1,797,402	1,638,678	9.69%	26,368,922	27,342,068	-3.56%
TOTAL	40,124,326	39,511,303	1.55%	30,027,178	30,360,180	-1.10%	20,897,820	19,332,007	8.10%	378,449,320	373,032,448	1.45%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 12/31/24

	Jul - Dec 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,693,567.29	4,845,904.00	-152,336.71	96.9%
3040 · Meals Tax - 75%	1,956,206.08	2,216,141.00	-259,934.92	88.3%
3050 · Website Advertising	80,591.10	125,000.00	-44,408.90	64.5%
3210 · Interest Income	325,418.63	360,050.00	-34,631.37	90.4%
3220 · Other	250.00	1,000.00	-750.00	25.0%
Total Income	7,056,033.10	7,548,095.00	-492,061.90	93.5%
Gross Profit	7,056,033.10	7,548,095.00	-492,061.90	93.5%
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	793.70	7,000.00	-6,206.30	11.3%
5003 · Directors & Officers Insurance	2,628.67	3,125.00	-496.33	84.1%
5004 · Miscellaneous Items	104.88	1,000.00	-895.12	10.5%
5010 · Salaries (Full Time) Promotion	545,368.82	1,085,900.00	-540,531.18	50.2%
5020 · Salaries (Part Time) Promotion	51,275.71	134,650.00	-83,374.29	38.1%
5025 · Salaries (Part Time) Welcome AB	51,289.50	119,100.00	-67,810.50	43.1%
5026 · Salaries (Part Time) Welcome RI	82,625.84	180,045.00	-97,419.16	45.9%
5030 · Payroll Taxes	54,789.90	124,070.00	-69,280.10	44.2%
5040 · Employee Insurance	102,190.75	179,900.00	-77,709.25	56.8%
5050 · Retirement	77,061.83	159,910.00	-82,848.17	48.2%
5055 · 401(k) Match	4,372.10	10,860.00	-6,487.90	40.3%
5060 · Workmens Compensation	2,082.44	2,385.00	-302.56	87.3%
5080 · Employee Relations	46.68	3,540.00	-3,493.32	1.3%
5090 · Training	1,076.37	13,340.00	-12,263.63	8.1%
5110 · Contracted Service	14,332.00	29,085.00	-14,753.00	49.3%
5140 · Audit	0.00	13,650.00	-13,650.00	0.0%
5170 · Other Professional Services	2,600.00	10,800.00	-8,200.00	24.1%
5180 · Legal	16,401.72	38,500.00	-22,098.28	42.6%
5185 · Research	164,385.00	188,500.00	-24,115.00	87.2%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	467,906.00	1,629,065.00	-1,161,159.00	28.7%
5502 · Advertising - Production Fee	257,212.16	190,000.00	67,212.16	135.4%
5510 · Advertising - Event Dev & Mktg	4,025.00	73,100.00	-69,075.00	5.5%
5515 · Advertising - Online	1,394,722.08	2,766,820.00	-1,372,097.92	50.4%
5525 · Community Relations	5,040.00	30,000.00	-24,960.00	16.8%
5530 · Legal Notices	80.00	1,500.00	-1,420.00	5.3%
5560 · Brochures/Production & Printing	12,661.65	21,650.00	-8,988.35	58.5%
5580 · Promotional Aids	4,305.92	8,500.00	-4,194.08	50.7%
6100 · Familiarization Tours	30,881.44	110,000.00	-79,118.56	28.1%
6101 · Group sales	17,049.24	30,000.00	-12,950.76	56.8%
6130 · Uniforms	0.00	3,420.00	-3,420.00	0.0%
6150 · Event Grant	233,764.38	832,000.00	-598,235.62	28.1%
6160 · Long Range Tourism Plan	26,409.52	275,000.00	-248,590.48	9.6%
6170 · Tourism Summit	15,016.24	27,500.00	-12,483.76	54.6%
6200 · Postage and Delivery	25,185.92	200,200.00	-175,014.08	12.6%
6300 · Travel	12,306.58	60,675.00	-48,368.42	20.3%
6305 · Vehicle Maintenance	1,248.91	3,000.00	-1,751.09	41.6%
6320 · Registrations	26,709.00	40,000.00	-13,291.00	66.8%
6340 · Travel Show Exhibit	-335.53	5,000.00	-5,335.53	-6.7%
6420 · Dues and Subscriptions	46,343.96	69,850.00	-23,506.04	66.3%
6440 · Insurance	29,109.00	40,510.00	-11,401.00	71.9%
6460 · Telephone	16,630.51	37,825.00	-21,194.49	44.0%
6500 · Equipment	14,480.17	31,200.00	-16,719.83	46.4%
6510 · Expendable Equipment	0.00	3,275.00	-3,275.00	0.0%
6530 · Technical Support	1,281.00	5,600.00	-4,319.00	22.9%
6580 · Utilities	6,231.16	18,360.00	-12,128.84	33.9%
6600 · Cleaning/maintenance supplies	5.91	2,600.00	-2,594.09	0.2%
6610 · Building Maintenance	21,663.64	37,000.00	-15,336.36	58.6%
6620 · Equipment Service Contracts	439.65	3,100.00	-2,660.35	14.2%
6640 · Equipment Rent	7,599.59	33,840.00	-26,240.41	22.5%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	6,142.68	23,025.00	-16,882.32	26.7%
6800 · Bank Service Charges	845.22	3,240.00	-2,394.78	26.1%
6810 · Web Site/Internet	19,814.72	52,000.00	-32,185.28	38.1%
Total Expense	3,886,751.63	8,998,865.00	-5,112,113.37	43.2%
Net Ordinary Income	3,169,281.47	-1,450,770.00	4,620,051.47	-218.5%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 12/31/24

	<u>Jul - Dec 24</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	49,500.00	39,000.00	10,500.00	126.9%
Total 9920 · Transfer from Travel Guide Fund	49,500.00	39,000.00	10,500.00	126.9%
9990 · Unappropriated Fund Balance	0.00	1,812,315.00	-1,812,315.00	0.0%
Total Other Income	49,500.00	1,851,315.00	-1,801,815.00	2.7%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	55,632.04	110,000.00	-54,367.96	50.6%
62001 · Freight	3,592.80	5,000.00	-1,407.20	71.9%
Total 9925 · Transfer to Travel Guide	59,224.84	115,000.00	-55,775.16	51.5%
9950 · Transfer to Event Site Fund	1,927.37	285,545.00	-283,617.63	0.7%
Total Other Expense	61,152.21	400,545.00	-339,392.79	15.3%
Net Other Income	-11,652.21	1,450,770.00	-1,462,422.21	-0.8%
Net Income	3,157,629.26	0.00	3,157,629.26	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 12/31/24

	<u>Jul - Dec 24</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	39.09	50.00	-10.91	78.2%
Total Income	<u>39.09</u>	<u>50.00</u>	<u>-10.91</u>	<u>78.2%</u>
Gross Profit	<u>39.09</u>	<u>50.00</u>	<u>-10.91</u>	<u>78.2%</u>
Net Ordinary Income	<u>39.09</u>	<u>50.00</u>	<u>-10.91</u>	<u>78.2%</u>
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	49,500.00	39,000.00	10,500.00	126.9%
Total 9920 · Transfer from Travel Guide Fund	<u>49,500.00</u>	<u>39,000.00</u>	<u>10,500.00</u>	<u>126.9%</u>
Total Other Income	<u>49,500.00</u>	<u>39,000.00</u>	<u>10,500.00</u>	<u>126.9%</u>
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	55,632.04	110,000.00	-54,367.96	50.6%
62001 · Freight	3,592.80	5,000.00	-1,407.20	71.9%
Total 9925 · Transfer to Travel Guide	<u>59,224.84</u>	<u>115,000.00</u>	<u>-55,775.16</u>	<u>51.5%</u>
Total Other Expense	<u>59,224.84</u>	<u>115,000.00</u>	<u>-55,775.16</u>	<u>51.5%</u>
Net Other Income	<u>-9,724.84</u>	<u>-76,000.00</u>	<u>66,275.16</u>	<u>12.8%</u>
Net Income	<u><u>-9,685.75</u></u>	<u><u>-75,950.00</u></u>	<u><u>66,264.25</u></u>	<u><u>12.8%</u></u>

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

	Jul - Dec 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,564,522.43	1,615,301.00	-50,778.57	96.9%
3040 · Meals Tax	652,068.68	738,714.00	-86,645.32	88.3%
3210 · Interest	227,936.38	300,000.00	-72,063.62	76.0%
Total Income	2,444,527.49	2,654,015.00	-209,487.51	92.1%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	419,231.00	-419,231.00	0.0%
4525 · Event Site	0.00	8,454,015.00	-8,454,015.00	0.0%
4585 · Unappropriated Long-Term	75,000.00	600,560.00	-525,560.00	12.5%
Total 4000 · Long - Term Projects	75,000.00	9,473,806.00	-9,398,806.00	0.8%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	147,806.00	147,806.00	0.00	100.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	132,000.00	132,000.00	0.00	100.0%
4673 · TIG-SS-Walking Path Hwy 12	0.00	118,855.00	-118,855.00	0.0%
4675 · TIG-Chicamacomico-1874 Station	115,000.00	115,000.00	0.00	100.0%
4676 · TIG-Duck-Performance Space	0.00	13,549.00	-13,549.00	0.0%
4677 · TIG-Elizabethan Gardens-Pathway	0.00	50,000.00	-50,000.00	0.0%
4679 · TIG-KH-Hwy 158 Multi-Use Path	0.00	400,000.00	-400,000.00	0.0%
4680 · TIG-NH-E. Epstein Sidewalk	49,500.00	49,500.00	0.00	100.0%
4681 · TIG-NH-Governor St Access	0.00	60,477.00	-60,477.00	0.0%
4682 · TIG-NH-W Seachase Sidewalk	45,150.00	45,150.00	0.00	100.0%
4683 · TIG-N.E.S.T. - Signs	2,750.00	2,750.00	0.00	100.0%
4684 · TIG-NC Aquarium -Oyster Exhibit	0.00	121,845.00	-121,845.00	0.0%
4685 · TIG-OBCF-Community Terrace	0.00	85,000.00	-85,000.00	0.0%
4686 · TIG-OB Forever-Restrooms Lighth	0.00	125,000.00	-125,000.00	0.0%
4687 · TIG-RIFP - Loading Dock	0.00	75,000.00	-75,000.00	0.0%
4688 · TIG-Surf Ped-Everyone's Playgro	0.00	282,963.00	-282,963.00	0.0%
4999 · Unappropriated Funds	0.00	1,931,762.00	-1,931,762.00	0.0%
5140 · Audit	0.00	4,550.00	-4,550.00	0.0%
5160 · Fireworks	45,150.00	120,025.00	-74,875.00	37.6%
5170 · Traffic Control - Hwy 12 & 158	0.00	22,030.00	-22,030.00	0.0%
Total 4100 · Short-Term Projects	537,356.00	4,015,262.00	-3,477,906.00	13.4%
Total Expense	612,356.00	13,489,068.00	-12,876,712.00	4.5%
Net Ordinary Income	1,832,171.49	-10,835,053.00	12,667,224.49	-16.9%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	10,835,053.00	-10,835,053.00	0.0%
Total Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Income	1,832,171.49	0.00	1,832,171.49	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2024-2025

	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Balance 7/1/2024	Allocation 2024-2025	Allocation Paid	Allocation Transferred	Estimated Balance FY24-25
Short-term Projects									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806		(147,806)		0
TIG - Chicamacomico - 1911 Cookhouse	38,760		(38,760)		0				0
TIG - Town of NH - Epstein Street Beach Access	250,000			(250,000)	0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500		(127,500)		0				0
TIG - Dare County - Frisco Buxton Pathway	200,000			(200,000)	0				0
TIG - Duck - Ocean Crest Improvements	78,000		(78,000)		0				0
TIG - KDH - Wright Brothers Sidewalk	177,000		(177,000)		0				0
TIG - NH - Whalebone Park Restrooms	112,000				112,000				112,000
TIG - OB Forever - Weather Bureau Signal	34,595		(34,595)		0				0
TIG - OB Forever - Cape Hatteras Lighthouse Pat	132,000				132,000	(132,000)			0
TIG - SS - Walking Path E. Highway 12	150,000		(150,000)		0				0
TIG - SS Civic Assoc - Accessible Access 96A	25,000		(25,000)		0				0
TIG - Chicamacomico - 1874 Life-Saving Station		115,000			115,000	(115,000)			0
TIG - Duck - Performance Space Improvements		13,549			13,549				13,549
TIG - Elizabethan Garden - Pathway to Discover		50,000			50,000				50,000
TIG - Frisco Native American - Education Bldg		39,300	(39,300)		0				0
TIG - KH - Hwy 158 Multi-Use Path		400,000			400,000				400,000
TIG - NH - E. Epstein Sidewalk		49,500			49,500	(49,500)			0
TIG - NH - Governor Street Beach Access		60,477			60,477				60,477
TIG - NH - W. Seachase Drive Access		45,150			45,150	(45,150)			0
TIG - NEST - Signs		2,750			2,750	(2,750)			0
TIG - NC Aquarium - Oyster Exhibits		121,845			121,845				121,845
TIG - OB Community Foundation - Community Terrace		85,000			85,000				85,000
TIG - OB Forever - Restrooms at Lighthouse Beach		125,000			125,000				125,000
TIG - RIFP - Concrete Loading Dock		75,000			75,000				75,000
TIG - SS - Walking Path W. Highway 12		118,855			118,855				118,855
TIG - Surf Ped Found - Everyone's Playground		282,963			282,963				282,963
Fireworks	76,581		(55,000)	60,025	81,606	(45,150)	60,000		96,456
Audit	190		(3,625)	3,435	0		4,550		4,550
Highway 158/Highway 12 Intersection	6,580		(4,550)	20,000	22,030		0		22,030
Unappropriated Funds	735,481	1,803,714		(1,467,849)	1,071,346	1,328,674		(64,550)	2,335,469
TOTAL SHORT TERM COMMITMENTS	2,291,493	3,388,103	(983,330)	(1,584,389)	3,111,876	1,328,674	(537,356)	0	3,903,194
Long Term Projects									
Multi-Use Center (100%)	5,631,087	1,384,413	(9,296)		7,006,205	1,447,811	0		8,454,015
Infrastructure (capped)	442,795		(123,564)		319,231	100,000	0		419,231
L-T Unappropriated Funds	550,560	200,000	(250,000)		500,560	100,000	(75,000)		525,560
TOTAL LONG TERM COMMITMENTS UNPAID	6,624,442	1,584,413	(382,860)	0	7,825,996	1,647,811	(75,000)	0	9,398,806
Total	8,915,935	4,972,516	(1,366,190)	(1,584,389)	10,937,872	2,976,485	(612,356)	0	13,302,001
Cash on Hand 12/31/24									
			#				#		
Total Cash on Hand							Checking Savings		50,482
									12,791,893
									12,842,375
25% of Occupancy & Meals Income per Budget									
January									51,561
February									63,579
March									57,570
April									66,684
May									128,774
June									163,790
									531,958
Unappropriated Balances									
									72,332
Transfer from General Fund									
30% Short-term						2,748,549	*		
Amount over budget to short-term						706,205			
Short-term Interest						394,533			
						227,936			
						1,328,674			
70% Long-term							1,647,811		
Long-term Interest							0		
							1,647,811	*	

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

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

	Jul - Dec 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	18,025.00	24,350.00	-6,325.00	74.0%
Total 3200 · Site Rental Income	19,025.00	26,350.00	-7,325.00	72.2%
3210 · Interest Income	821.59	500.00	321.59	164.3%
3250 · Lease Income	26,351.10	52,700.00	-26,348.90	50.0%
9999 · Unappropriated Funds	0.00	30,380.00	-30,380.00	0.0%
Total Income	46,197.69	109,930.00	-63,732.31	42.0%
Expense				
5160 · Event Development & Marketing	3,244.72	50,000.00	-46,755.28	6.5%
5170 · Other Professional Services	17,967.99	55,000.00	-37,032.01	32.7%
6440 · Insurance	9,725.00	9,725.00	0.00	100.0%
6580 · Utilities	8,281.65	40,665.00	-32,383.35	20.4%
6610 · Repairs & Maintenance	101,240.03	220,015.00	-118,774.97	46.0%
6700 · Office Supplies	499.64	270.00	229.64	185.1%
9990 · Unappropriated Other Expenses	6,189.07	20,000.00	-13,810.93	30.9%
Total Expense	147,148.10	395,675.00	-248,526.90	37.2%
Net Ordinary Income	-100,950.41	-285,745.00	184,794.59	35.3%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	0.00	285,545.00	-285,545.00	0.0%
Total Other Income	200.00	285,745.00	-285,545.00	0.1%
Net Other Income	200.00	285,745.00	-285,545.00	0.1%
Net Income	-100,750.41	0.00	-100,750.41	100.0%

DARE COUNTY TOURISM BOARD

31-Dec-24

TYPE OF ACCOUNT <u>BANK</u>	CHECKING <u>SOUTHERN</u>	NC CAPITAL <u>MGMT TRUST</u>	M MARKET <u>PNC</u>	M MARKET <u>SOUTHERN</u>	M MARKET <u>FIRST NATIONAL</u>	CD'S <u>SOUTHERN</u>	CD'S <u>PNC Bank</u>	CD'S <u>FIRST BANK</u>	CD's <u>TOWNE BANK</u>	CD's <u>FIRST NATIONAL</u>	CD'S <u>TRUIST BANK</u>	<u>TOTAL</u>
GENERAL FUND	42,519	7,454,579	867,668	1,068,027	2,911,861	0	1,033,161	1,076,995	1,860,895	3,882,633	0	20,198,338
RESTRICTED FUND	50,482	4,553,026			1,318,597	250,000	0	1,040,808	1,860,889	2,768,572	1,000,000	12,842,375
TRAVEL GUIDE	48,907											48,907
MERCHANDISE SALES	166,181											166,181
EVENT SITE FUND	445,738											445,738
TOTAL	753,827	12,007,605	867,668	1,068,027	4,230,458	250,000	1,033,161	2,117,804	3,721,784	6,651,205	1,000,000	33,701,540
TOTAL % EACH BANK	6.15%	35.63%	5.64%		32.29%			6.28%	11.04%		2.97%	100.00%
INTEREST RATES	2.10%	4.38%	2.65%	2.67%	4.11%	0.00%	4.75%	4.4% & 4.65%	4.92%, 4.65, & 4.12	4.65 & 4.25	3.35%	
TOTAL CHECKING & CD'S	33,701,540											
60% ALLOWED IN ANY BANK	20,220,924											
25% ALLOWED IN ANY ONE INV	8,425,385											
60% General Fund Reserved Balance is \$5,639,646.												
100% Restricted Fund Balance Restricted by House Bill 225			\$12,842,375									

BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2024-2025

FISCAL YEAR		PROJECTED FY 24-25	ACTUAL FY 24-25	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,210,325.00	\$1,633,431.36	\$423,106.36	34.96%
JULY RECEIVED	MEALS	<u>\$443,005.00</u>	<u>\$557,765.57</u>	<u>\$114,760.57</u>	<u>25.91%</u>
		\$1,653,330.00	\$2,191,196.93	\$537,866.93	32.53%
JULY EARNED	OCCUPANCY	\$1,650,520.00	\$1,813,246.38	\$162,726.38	9.86%
AUGUST RECEIVED	MEALS	<u>\$472,275.00</u>	<u>\$634,476.85</u>	<u>\$162,201.85</u>	<u>34.34%</u>
		\$2,122,795.00	\$2,447,723.23	\$324,928.23	15.31%
AUGUST EARNED	OCCUPANCY	\$1,439,060.00	\$1,474,621.15	\$35,561.15	2.47%
SEPT RECEIVED	MEALS	<u>\$445,330.00</u>	<u>\$553,576.05</u>	<u>\$108,246.05</u>	<u>24.31%</u>
		\$1,884,390.00	\$2,028,197.20	\$143,807.20	7.63%
SEPTEMBER EARNED	OCCUPANCY	\$579,615.00	\$799,304.15	\$219,689.15	37.90%
OCT RECEIVED	MEALS	<u>\$297,730.00</u>	<u>\$388,697.83</u>	<u>\$90,967.83</u>	<u>30.55%</u>
		\$877,345.00	\$1,188,001.98	\$310,656.98	35.41%
OCTOBER EARNED	OCCUPANCY	\$272,110.00	\$362,802.33	\$90,692.33	33.33%
NOV RECEIVED	MEALS	<u>\$220,715.00</u>	<u>\$283,327.98</u>	<u>\$62,612.98</u>	<u>28.37%</u>
		\$492,825.00	\$646,130.31	\$153,305.31	31.11%
NOVEMBER EARNED	OCCUPANCY	\$117,350.00	\$174,684.35	\$57,334.35	48.86%
DEC RECEIVED	MEALS	<u>\$140,200.00</u>	<u>\$190,430.48</u>	<u>\$50,230.48</u>	<u>35.83%</u>
		\$257,550.00	\$365,114.83	\$107,564.83	41.76%
DECEMBER EARNED	OCCUPANCY	\$84,970.00	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$121,270.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$206,240.00	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$163,905.00	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$90,410.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$254,315.00	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$133,825.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$96,455.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$230,280.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$141,500.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$266,735.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$296,910.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$218,185.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$515,095.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$387,380.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$267,780.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$655,160.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$5,268,980.00	\$6,258,089.72	\$989,109.72	18.77%
TO-DATE	MEALS	<u>\$2,019,255.00</u>	<u>\$2,608,274.76</u>	<u>\$589,019.76</u>	<u>29.17%</u>
		\$7,288,235.00	\$8,866,364.48	\$1,578,129.48	21.65%
TOTAL	OCCUPANCY	\$6,461,205.00			
PROJECTED	MEALS	<u>\$2,954,855.00</u>			
2024-2025		\$9,416,060.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2023-2024		2023	2024		
<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	\$155,450.13	(\$167,174.19)	-51.82%
	MEALS	<u>\$124,423.37</u>	<u>\$101,950.46</u>	<u>(\$22,472.91)</u>	<u>-18.06%</u>
		\$447,047.69	\$257,400.59	(\$189,647.10)	-42.42%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$170,000.09	\$151,260.50	(\$18,739.59)	-11.02%
	MEALS	<u>\$116,207.73</u>	<u>\$128,875.91</u>	<u>\$12,668.18</u>	<u>10.90%</u>
		\$286,207.82	\$280,136.41	(\$6,071.41)	-2.12%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$228,526.82	\$238,725.04	\$10,198.22	4.46%
	MEALS	<u>\$179,535.02</u>	<u>\$198,494.48</u>	<u>\$18,959.46</u>	<u>10.56%</u>
		\$408,061.84	\$437,219.52	\$29,157.68	7.15%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$436,134.79	\$331,069.81	(\$105,064.98)	-24.09%
	MEALS	<u>\$284,934.66</u>	<u>\$258,330.28</u>	<u>(\$26,604.38)</u>	<u>-9.34%</u>
		\$721,069.45	\$589,400.09	(\$131,669.36)	-18.26%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$612,281.25	\$562,874.34	(\$49,406.91)	-8.07%
	MEALS	<u>\$359,175.60</u>	<u>\$372,451.95</u>	<u>\$13,276.35</u>	<u>3.70%</u>
		\$971,456.85	\$935,326.29	(\$36,130.56)	-3.72%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,458,380.44	\$1,474,621.15	\$16,240.71	1.11%
	MEALS	<u>\$531,275.19</u>	<u>\$553,576.05</u>	<u>\$22,300.86</u>	<u>4.20%</u>
		\$1,989,655.63	\$2,028,197.20	\$38,541.57	1.94%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$799,595.38	\$799,304.15	(\$291.23)	-0.04%
	MEALS	<u>\$386,499.75</u>	<u>\$388,697.83</u>	<u>\$2,198.08</u>	<u>0.57%</u>
		\$1,186,095.13	\$1,188,001.98	\$1,906.85	0.16%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$348,085.75	\$362,802.33	\$14,716.58	4.23%
	MEALS	<u>\$273,920.83</u>	<u>\$283,327.98</u>	<u>\$9,407.15</u>	<u>3.43%</u>
		\$622,006.58	\$646,130.31	\$24,123.73	3.88%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$182,561.98	\$174,684.35	(\$7,877.63)	-4.32%
	MEALS	<u>\$178,483.22</u>	<u>\$190,430.48</u>	<u>\$11,947.26</u>	<u>6.69%</u>
		\$361,045.20	\$365,114.83	\$4,069.63	1.13%
<i>TOTAL TO DATE</i>					
Total To Date	Occupancy	\$8,009,146.91	\$7,833,324.78	(\$175,822.13)	-2.20%
	Meals	<u>\$3,519,145.70</u>	<u>\$3,812,951.52</u>	<u>\$293,805.82</u>	<u>8.35%</u>
		\$11,528,292.61	\$11,646,276.30	\$117,983.69	1.02%
<i>TOTAL FOR YEAR</i>					
Total for Year	OCCUPANCY	\$8,191,708.89			
	MEALS	<u>\$3,697,628.92</u>			
		\$11,889,337.81			

OCCUPANCY & MEALS FY 2024-2025

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 23-24	ACTUAL FY 24-25	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
<u>JULY RECEIVED</u>	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
<u>JULY EARNED</u>	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,458,380.44	\$1,474,621.15	\$16,240.71	1.11%
<u>SEPT RECEIVED</u>	MEALS	<u>\$531,275.19</u>	<u>\$553,576.05</u>	<u>\$22,300.86</u>	<u>4.20%</u>
		\$1,989,655.63	\$2,028,197.20	\$38,541.57	1.94%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$799,595.38	\$799,304.15	(\$291.23)	-0.04%
<u>OCT RECEIVED</u>	MEALS	<u>\$386,499.75</u>	<u>\$388,697.83</u>	<u>\$2,198.08</u>	<u>0.57%</u>
		\$1,186,095.13	\$1,188,001.98	\$1,906.85	0.16%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$348,085.75	\$362,802.33	\$14,716.58	4.23%
<u>NOV RECEIVED</u>	MEALS	<u>\$273,920.83</u>	<u>\$283,327.98</u>	<u>\$9,407.15</u>	<u>3.43%</u>
		\$622,006.58	\$646,130.31	\$24,123.73	3.88%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$182,561.98	\$174,684.35	(\$7,877.63)	-4.32%
<u>DEC RECEIVED</u>	MEALS	<u>\$178,483.22</u>	<u>\$190,430.48</u>	<u>\$11,947.26</u>	<u>6.69%</u>
		\$361,045.20	\$365,114.83	\$4,069.63	1.13%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$135,855.24	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$144,573.68</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,428.92	\$0.00	\$0.00	0.00%
<u>JANUARY EARNED</u>	OCCUPANCY	\$155,450.13	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$101,950.46</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$257,400.59	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$151,260.50	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$128,875.91</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,136.41	\$0.00	\$0.00	0.00%
<u>MARCH EARNED</u>	OCCUPANCY	\$238,725.04	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$198,494.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$437,219.52	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$6,321,043.53	\$6,258,089.72	(\$62,953.81)	-1.00%
	MEALS	<u>\$2,490,137.55</u>	<u>\$2,608,274.76</u>	<u>\$118,137.21</u>	<u>4.74%</u>
		\$8,811,181.08	\$8,866,364.48	\$55,183.40	0.63%
TOTAL	OCCUPANCY	\$8,041,025.42			
ACTUAL	MEALS	<u>\$3,649,343.06</u>			
2023-2024		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2024	2023	2022	2021	2020	2019	Variance 2024-2023	Percent Change
January	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	-125,142	-2.28%
February	5,519,719	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	-200,913	-3.51%
March	4,732,495	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	-107,707	-2.23%
April	6,491,694	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	-140,129	-2.11%
May	7,599,155	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	-588,604	-7.19%
June	9,914,654	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	-132,471	-1.32%
July	16,863,177	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288	980,854	6.18%
August	18,026,141	19,353,849	17,642,098	16,810,430	13,794,215	13,178,541	-1,327,708	-6.86%
September	15,730,067	15,385,152	15,470,465	14,558,020	12,478,041	11,799,596	344,915	2.24%
October	10,447,815	11,213,371	10,371,192	10,366,595	9,103,596	6,834,818	-765,556	-6.83%
November		7,800,451	7,843,407	7,717,041	6,925,862	5,191,614		0.00%
December		6,078,081	6,006,535	5,741,952	5,029,105	3,874,539		0.00%
YTD	100,698,264	102,760,725	99,588,960	94,023,619	69,836,856	69,375,199	-2,062,461	-2.01%
TOTAL	100,698,264	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	-2.01%	3.18%	5.92%	34.63%	0.67%	5.52%		
Total % Change	-2.01%	2.82%	5.54%	31.41%	4.27%	5.44%		

Outer Banks Visitors Bureau														
Gross Occupancy Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765
February	15,256,753	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117
March	23,855,777	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156
April	33,495,901	43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121
May	57,369,540	61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015
June	162,956,697	137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630
July	181,861,471	215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729
August	157,867,180	148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386
September	70,396,614	79,777,957	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228
October	36,914,698	35,908,020	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908
November	17,709,005	18,220,059	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253
December		13,534,535	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610
YTD Total	773,272,030	812,462,965	804,052,982	752,970,124	565,114,046	511,504,915	491,710,165	474,504,085	449,385,780	432,133,774	411,164,718	392,277,498	382,124,874	367,343,308
Total	773,272,030	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918
YTD % Change	-4.82%	1.05%	6.78%	33.24%	10.48%	4.03%	3.63%	5.59%	3.99%	5.10%	4.81%	2.66%	4.02%	3.63%
Total % Change	-2.64%	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%
Month Increase/Decrease	-2.80%	-1.80%	62.84%	-33.18%	47.98%	15.64%	-7.16%	17.54%	20.58%	10.19%	12.35%	1.31%	-11.13%	-3.78%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	-25.54%	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%
Qtr 2 (Mar-May)	-10.56%	-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%
Qtr 3 (June-Aug)	0.36%	3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%
Qtr 4 (Sept-Nov)	-6.64%	-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2024														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018, 2019, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079
February	12,929,929	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305
March	19,422,840	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477
April	26,222,012	29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220
May	39,078,063	37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885
June	57,344,840	53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717
July	64,106,859	62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367
August	57,116,087	54,381,491	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599
September	40,124,326	39,511,303	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630
October	30,027,178	30,360,180	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800
November	20,897,820	19,332,007	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922
December		15,703,818	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106
YTD Total	378,449,320	373,032,448	357,452,323	336,211,447	222,315,841	267,049,435	247,642,349	246,912,946	233,786,094	228,445,711	217,028,746	206,958,964	201,630,584	183,476,001
Total	378,449,320	388,736,266	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107
YTD % Change	1.45%	4.36%	6.32%	51.23%	-16.75%	7.84%	0.30%	5.61%	2.34%	5.26%	4.87%	2.64%	9.89%	0.92%
Total % Change	7.00%	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%
Month Increase/(Decrease)	8.10%	-31.39%	59.90%	7.96%	28.44%	2.09%	5.82%	-0.69%	9.59%	9.59%	7.66%	6.06%	0.58%	-2.66%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	-5.55%	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%
Qtr 2 (Mar-May)	-1.63%	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%
Qtr 3 (June-Aug)	4.79%	4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%
Qtr 4 (Sept-Nov)	2.07%	2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	18,954	69,721	33,385	85,050	10,819	101,762	197,792	177,093	15,667	6,337	60,734	73,666	65,334	51,898	49,099
February	27,050	54,287	88,113	68,535	227,405	89,994	183,108	180,687	21,786	19,282	55,880	87,169	71,244	54,275	51,908
March	29,171	136,583	-6,494	122,945	65,282	63,921	692,174	414,682	159,347	135,076	65,539	206,483	136,291	117,052	143,712
April	9,994	259,204	260,362	186,041	55,545	1,930	1,235,799	1,294,819	454,658	296,019	48,233	404,682	326,574	298,479	279,005
May	91,397	282,278	285,411	262,423	160,661	1,130,609	1,918,384	1,046,309	571,317	587,641	254,673	565,909	530,590	410,132	532,707
June	351,108	570,964	330,644	353,506	326,158	2,412,414	2,845,176	1,770,185	1,305,653	1,018,049	795,837	919,645	833,391	705,955	1,003,815
July	363,847	446,262	595,516	427,557	325,951	2,685,694	3,088,190	1,860,733	1,284,313	974,783	1,043,368	1,058,556	1,166,419	936,181	1,035,089
August	373,764	532,087	383,480	306,695	215,521	1,588,143	2,216,628	1,415,619	813,582	756,020	902,896	902,324	778,232	691,547	878,291
September	278,989	401,958	240,314	188,170	141,952	1,348,600	1,567,213	888,980	551,520	387,637	551,614	608,182	610,925	552,665	569,120
October	155,303	165,873	237,302	115,799	105,808	922,352	1,030,829	438,511	368,819	341,105	493,509	491,572	357,764	356,835	394,962
November	65,719	125,498	77,421	36,929	175,772	355,225	365,096	176,484	148,581	122,665	63,227	145,754	79,095	142,803	161,350
December	106,697	136,248	28,424	43,635		149,223	178,506	-5,128	37,898		214,261	90,408	187,222	68,890	
YTD Totals	1,765,296	3,044,715	2,525,454	2,153,650	1,810,874	10,700,644	15,340,389	9,664,102	5,695,243	4,644,614	4,335,510	5,463,942	4,955,859	4,317,822	5,099,058
Total	1,871,993	3,180,963	2,553,878	2,197,285	1,810,874	10,849,867	15,518,895	9,658,974	5,733,141	4,644,614	4,549,771	5,554,350	5,143,081	4,386,712	5,099,058

Month Increase	-12.21%	90.96%	-38.31%	-52.30%	375.97%	181.89%	2.78%	-51.66%	-15.81%	-17.44%	-55.83%	130.52%	-45.73%	80.55%	12.99%
YTD Increase	-41.22%	72.48%	-17.05%	-14.72%	-15.92%	28.54%	43.36%	-37.00%	-41.07%	-18.45%	-25.92%	26.03%	-9.30%	-12.87%	18.09%
Total Year Increa	-39.33%	69.92%	-19.71%	-13.96%		29.41%	43.03%	-37.76%	-40.64%		-22.99%	22.08%	-7.40%	-14.71%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Trave	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management
											Agencies	Agencies	Agencies	Agencies	Agencies
January	1,437,035	1,748,076	1,643,048	1,933,579	1,786,856	18,951	80,549	149,571	159,300	175,273	6,501,671	20,308,517	30,139,025	30,132,778	13,694,264
February	1,533,776	1,728,750	2,126,093	2,107,700	2,053,498	25,687	121,593	228,025	311,380	263,344	4,958,235	14,641,992	14,518,460	14,706,513	12,810,769
March	1,246,258	3,909,056	3,943,594	4,072,116	3,786,471	24,532	456,135	458,768	521,683	552,764	2,033,390	22,818,135	18,269,896	18,236,039	19,526,776
April	272,368	7,371,174	8,104,880	8,083,416	6,144,929	6,532	690,426	970,654	1,063,464	768,762	382,791	29,766,955	35,002,625	34,488,045	26,505,952
May	3,148,199	11,955,124	10,324,362	10,518,694	10,856,653	188,734	1,201,894	1,151,529	1,247,200	1,370,448	23,445,254	56,477,960	55,576,157	49,509,116	45,021,825
June	11,291,492	17,405,621	16,192,842	16,054,375	16,657,173	689,124	1,781,971	1,801,287	2,070,056	2,317,315	88,087,699	105,559,551	117,473,065	118,553,305	143,504,873
July	16,489,187	22,217,201	20,666,774	21,259,405	19,613,048	291,105	2,244,007	2,397,468	2,892,211	2,786,075	131,031,173	132,554,585	178,978,115	191,239,034	159,461,002
August	13,307,261	18,448,886	16,657,613	16,564,558	15,531,262	244,691	2,161,167	2,079,173	2,423,773	2,309,637	122,944,015	135,457,160	122,930,026	129,365,315	140,143,571
September	9,374,533	11,630,739	11,442,403	11,573,148	9,698,706	495,636	1,369,614	1,254,083	1,422,871	1,168,599	51,755,580	58,512,166	59,777,401	66,745,205	59,326,136
October	6,047,939	7,830,739	7,109,786	7,072,350	6,723,465	91,603	794,126	637,398	737,809	760,668	33,435,472	34,110,939	35,292,753	27,840,006	29,135,862
November	1,882,898	2,106,980	3,118,187	2,970,668	3,216,590	7,333	8,921	301,371	336,909	356,440	14,518,005	8,640,528	14,980,559	14,816,354	13,895,505
December	1,833,474	3,253,943	1,900,473	2,050,618		50,865	515,173	234,745	316,867		8,836,444	14,219,918	7,958,228	11,239,061	
YTD Totals	66,030,946	106,352,346	101,329,582	102,210,009	96,068,651	2,083,928	10,910,403	11,429,327	13,186,656	12,829,325	479,093,285	618,848,488	682,938,082	695,631,710	663,026,535
Total	67,864,420	109,606,289	103,230,055	104,260,627	96,068,651	2,134,793	11,425,576	11,664,072	13,503,523	12,829,325	487,929,729	633,068,406	690,896,310	706,870,771	663,026,535

Month Increase	-4.56%	11.90%	47.99%	-4.73%	8.28%	-76.95%	21.66%	3278.22%	11.79%	5.80%	59.89%	-40.48%	73.38%	-1.10%	-6.22%
YTD Increase	-6.38%	61.06%	-4.72%	0.87%	-6.01%	51.74%	423.55%	4.76%	15.38%	-2.71%	13.90%	29.17%	10.36%	1.86%	-4.69%
Total Year Increa	-5.67%	61.51%	-5.82%	1.00%		52.90%	435.21%	2.09%	15.77%		14.69%	29.75%	9.13%	2.31%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January	4,048,599	7,565,248	10,640,444	10,970,042	10,903,039	103,524	117,805	71,183	107,068	41,019	8,223,680	22,515,577	32,129,068	32,326,040	15,588,394
February	3,640,228	8,831,162	9,964,265	9,901,463	11,277,328	123,301	138,103	86,764	119,484	93,891	6,788,236	16,833,409	17,071,361	17,078,293	15,256,753
March	392,302	14,285,652	11,694,833	11,682,633	12,948,689	100,157	288,353	139,472	203,764	198,460	3,538,436	28,050,784	22,897,441	22,911,263	23,855,777
April	54,406	11,899,053	11,767,660	12,328,326	12,894,732	0	387,071	230,087	302,139	214,451	715,316	39,424,885	45,219,347	43,812,778	33,495,901
May	7,959,755	11,894,484	12,431,457	12,627,627	14,583,119	122,541	429,562	235,556	273,011	210,053	28,192,673	71,629,217	67,998,385	61,544,693	57,369,540
June	15,349,447	15,036,636	18,707,648	18,477,129	22,241,837	529,356	646,362	393,576	338,773	446,629	103,467,906	127,947,319	136,993,703	137,311,567	162,956,697
July	14,163,157	18,366,907	22,972,242	23,810,322	22,754,381	643,415	630,180	527,134	372,183	451,598	152,256,684	159,994,974	203,794,691	215,518,673	181,861,471
August	14,432,996	15,236,263	17,820,645	17,510,657	19,451,549	621,785	723,235	476,191	311,925	342,515	139,737,864	158,280,320	142,641,161	148,053,622	157,867,180
September	7,502,538	9,479,100	9,589,739	9,771,123	9,129,130	466,395	392,240	225,343	167,249	273,063	63,775,711	73,112,498	73,185,366	79,777,957	70,396,614
October	5,199,066	6,243,795	5,954,385	5,629,110	6,096,788	309,934	157,157	132,022	154,211	213,496	41,364,509	43,787,109	43,568,138	35,908,020	36,914,698
November	894,605	698,108	4,271,270	4,234,311	4,701,162	167,957	10,176	122,575	104,724	137,123	17,053,031	11,394,032	18,554,321	18,220,059	17,709,005
December	4,304,339	7,063,801	3,945,571	4,807,160		126,529	217,271	125,826	94,433		11,266,628	18,096,294	10,195,045	13,534,535	0
YTD Totals	73,637,099	119,536,408	135,814,588	136,942,743	146,981,754	3,188,365	3,920,244	2,639,903	2,454,531	2,622,298	565,114,046	752,970,124	804,052,982	812,462,965	773,272,030
Total	77,941,438	126,600,209	139,760,159	141,749,903	146,981,754	3,314,894	4,137,515	2,765,729	2,548,964	2,622,298	576,380,674	771,066,418	814,248,027	825,997,500	773,272,030
Month Increase	-46.10%	-21.96%	511.84%	-0.87%	11.03%	32.48%	-93.94%	1104.55%	-14.56%	30.94%	47.98%	-33.18%	62.84%	-1.80%	-2.80%
YTD Increase		62.33%	13.62%	0.83%	7.33%	1.02%	22.95%	-32.66%	-7.02%	6.83%	10.48%	33.24%	6.78%	1.05%	-4.82%
Total Year Increa		62.43%	10.39%	1.42%		1.15%	24.82%	-33.15%	-7.84%		11.27%	33.78%	5.60%	1.44%	

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

DARE COUNTY GROSS														
OCCUPANCY BY DISTRICT														
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL
AVON	625,203	4.0%	424,551	2.8%	866,199	3.6%	1,787,717	5.3%	3,154,324	5.5%	9,848,495	6.0%	10,676,247	5.9%
BUXTON	155,201	1.0%	204,981	1.3%	481,827	2.0%	792,306	2.4%	1,440,845	2.5%	3,143,892	1.9%	3,470,937	1.9%
COLINGTON	27,314	0.2%	10,488	0.1%	29,870	0.1%	42,984	0.1%	119,817	0.2%	461,508	0.3%	504,346	0.3%
FRISCO	127,568	0.8%	115,835	0.8%	277,056	1.2%	722,397	2.2%	1,324,351	2.3%	3,495,906	2.1%	3,689,915	2.0%
HATTERAS	190,645	1.2%	219,953	1.4%	427,926	1.8%	1,082,612	3.2%	2,177,421	3.8%	6,370,344	3.9%	6,776,201	3.7%
KILL DEVIL HILLS	4,120,872	26.4%	4,185,786	27.4%	6,048,428	25.4%	8,676,544	25.9%	13,419,764	23.4%	29,515,991	18.1%	32,473,986	17.9%
KITTY HAWK	1,559,852	10.0%	1,623,727	10.6%	2,600,393	10.9%	2,834,051	8.5%	4,598,742	8.0%	10,710,260	6.6%	11,442,657	6.3%
MANTEO-TOWN	285,739	1.8%	543,102	3.6%	513,059	2.2%	708,252	2.1%	940,369	1.6%	1,993,363	1.2%	2,477,533	1.4%
NAGS HEAD	4,165,184	26.7%	3,746,974	24.6%	5,805,991	24.3%	7,882,797	23.5%	13,888,487	24.2%	43,095,222	26.4%	49,963,178	27.5%
RODANTHE	425,595	2.7%	441,288	2.9%	597,879	2.5%	1,048,566	3.1%	1,671,946	2.9%	4,911,069	3.0%	5,237,232	2.9%
SALVO	226,199	1.5%	180,158	1.2%	367,083	1.5%	693,169	2.1%	1,383,798	2.4%	5,479,663	3.4%	5,958,348	3.3%
WAVES	120,379	0.8%	180,621	1.2%	239,206	1.0%	488,648	1.5%	706,733	1.2%	2,996,167	1.8%	3,326,920	1.8%
SOUTHERN SHORES	840,739	5.4%	717,292	4.7%	1,100,121	4.6%	1,086,297	3.2%	2,724,217	4.7%	10,179,646	6.2%	11,092,487	6.1%
DUCK	1,632,266	10.5%	1,421,388	9.3%	2,704,153	11.3%	3,766,066	11.2%	7,059,910	12.3%	26,970,691	16.6%	30,803,924	16.9%
RIM (ROANOKE ISL. MAINI	910,365	5.8%	977,265	6.4%	1,243,822	5.2%	1,114,733	3.3%	1,388,368	2.4%	1,467,165	0.9%	1,181,485	0.6%
OTC UNATTRIBUTED	175,273	1.1%	263,344	1.7%	552,764	2.3%	768,762	2.3%	1,370,448	2.4%	2,317,315	1.4%	2,786,075	1.5%
TOTAL	15,588,394	100.0%	15,256,753	100.0%	23,855,777	100.0%	33,495,901	100.0%	57,369,540	100.0%	162,956,697	100.0%	181,861,471	100.0%

DARE COUNTY GROSS										
OCCUPANCY BY DISTRICT										
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	TOTAL	TOTAL
AVON	10,254,226	6.5%	4,336,107	6.2%	5,457,256	14.8%	1,439,426	8.1%	48,869,751	6.3%
BUXTON	2,875,454	1.8%	1,626,184	2.3%	1,172,560	3.2%	585,279	3.3%	15,949,466	2.1%
COLINGTON	443,320	0.3%	146,725	0.2%	71,129	0.2%	39,439	0.2%	1,896,940	0.2%
FRISCO	3,256,516	2.1%	1,700,129	2.4%	944,862	2.6%	438,353	2.5%	16,092,888	2.1%
HATTERAS	6,283,852	4.0%	3,036,058	4.3%	1,213,488	3.3%	732,426	4.1%	28,510,926	3.7%
KILL DEVIL HILLS	26,827,202	17.0%	12,748,838	18.1%	6,841,245	18.5%	3,527,729	19.9%	148,386,385	19.2%
KITTY HAWK	9,536,602	6.0%	4,605,267	6.5%	2,603,227	7.1%	1,442,799	8.1%	53,557,577	6.9%
MANTEO-TOWN	1,864,631	1.2%	985,582	1.4%	830,783	2.3%	593,176	3.3%	11,735,589	1.5%
NAGS HEAD	43,249,479	27.4%	19,093,270	27.1%	8,607,097	23.3%	4,119,874	23.3%	203,617,553	26.3%
RODANTHE	4,700,371	3.0%	2,068,304	2.9%	843,417	2.3%	814,523	4.6%	22,760,190	2.9%
SALVO	5,533,168	3.5%	2,150,422	3.1%	543,745	1.5%	447,669	2.5%	22,963,422	3.0%
WAVES	3,113,576	2.0%	1,199,348	1.7%	376,749	1.0%	229,003	1.3%	12,977,350	1.7%
SOUTHERN SHORES	9,467,660	6.0%	3,885,547	5.5%	999,986	2.7%	683,216	3.9%	42,777,208	5.5%
DUCK	27,233,466	17.3%	11,149,542	15.8%	5,216,910	14.1%	1,995,128	11.3%	119,953,444	15.5%
RIM (ROANOKE ISL. MAINI	918,020	0.6%	496,692	0.7%	431,576	1.2%	264,525	1.5%	10,394,016	1.3%
OTC UNATTRIBUTED	2,309,637	1.5%	1,168,599	1.7%	760,668	2.1%	356,440	2.0%	12,829,325	1.7%
TOTAL	157,867,180	100.0%	70,396,614	100.0%	36,914,698	100.0%	17,709,005	100.0%	773,272,030	100.0%

DARE COUNTY GROSS														
MEALS BY DISTRICT														
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL
AVON - 1	240,018	2.1%	237,540	1.8%	458,389	2.4%	764,154	2.9%	2,077,622	5.3%	2,337,510	4.1%	2,990,492	4.7%
BUXTON - 2	219,407	2.0%	239,743	1.9%	693,233	3.6%	1,064,459	4.1%	1,466,741	3.8%	1,916,959	3.3%	2,124,475	3.3%
COLINGTON - 3	74,603	0.7%	176,001	1.4%	154,804	0.8%	302,922	1.2%	450,840	1.2%	545,411	1.0%	643,007	1.0%
FRISCO - 5	154,070	1.4%	125,147	1.0%	215,225	1.1%	293,688	1.1%	479,424	1.2%	674,349	1.2%	743,620	1.2%
HATTERAS - 6	32,102	0.3%	72,846	0.6%	222,938	1.1%	534,983	2.0%	899,956	2.3%	1,410,665	2.5%	1,284,599	2.0%
KILL DEVIL HILLS - 7	3,708,673	33.2%	4,214,253	32.6%	6,779,828	34.9%	7,806,322	29.8%	9,887,198	25.3%	15,295,240	26.7%	16,248,546	25.3%
KITTY HAWK - 8	2,136,451	19.1%	2,188,744	16.9%	2,616,082	13.5%	4,038,113	15.4%	5,189,285	13.3%	7,219,077	12.6%	8,649,791	13.5%
MANTEO-TOWN - 10	1,097,187	9.8%	1,124,672	8.7%	1,295,396	6.7%	1,733,963	6.6%	2,106,414	5.4%	2,662,984	4.6%	2,889,087	4.5%
RIM (ROANOKE ISL. M	322,598	2.9%	302,377	2.3%	355,324	1.8%	412,320	1.6%	525,032	1.3%	608,574	1.1%	674,200	1.1%
NAGS HEAD - 14	2,187,827	19.6%	2,847,377	22.0%	3,898,906	20.1%	5,677,705	21.7%	9,867,741	25.3%	13,338,254	23.3%	15,948,884	24.9%
RODANTHE - 15	28,734	0.3%	12,139	0.1%	227,835	1.2%	209,574	0.8%	460,399	1.2%	785,885	1.4%	903,981	1.4%
SALVO - 18	4,469	0.0%	2,436	0.0%	7,337	0.0%	4,150	0.0%	8,749	0.0%	54,246	0.1%	139,253	0.2%
WAVES - 19	38,688	0.3%	39,180	0.3%	126,051	0.6%	265,210	1.0%	458,572	1.2%	809,916	1.4%	1,029,916	1.6%
SOUTHERN SHORES -	446,156	4.0%	496,778	3.8%	677,177	3.5%	661,787	2.5%	1,038,285	2.7%	2,783,435	4.9%	1,445,866	2.3%
DUCK - 21	488,383	4.4%	850,696	6.6%	1,694,315	8.7%	2,452,662	9.4%	4,161,805	10.6%	6,902,335	12.0%	8,391,142	13.1%
TOTAL	11,179,366	100.0%	12,929,929	100.0%	19,422,840	100.0%	26,222,012	100.0%	39,078,063	100.0%	57,344,840	100.0%	64,106,859	100.0%

DARE COUNTY GROSS										
MEALS BY DISTRICT										
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	TOTAL	TOTAL
AVON - 1	2,378,146	4.2%	1,535,132	3.8%	1,100,820	3.7%	449,620	2.2%	14,569,443	3.8%
BUXTON - 2	2,076,126	3.6%	1,457,506	3.6%	1,236,327	4.1%	797,172	3.8%	13,292,148	3.5%
COLINGTON - 3	613,018	1.1%	454,861	1.1%	323,221	1.1%	189,582	0.9%	3,928,270	1.0%
FRISCO - 5	598,224	1.0%	462,413	1.2%	365,889	1.2%	232,661	1.1%	4,344,710	1.1%
HATTERAS - 6	1,327,273	2.3%	1,253,540	3.1%	662,623	2.2%	250,983	1.2%	7,952,508	2.1%
KILL DEVIL HILLS - 7	14,716,161	25.8%	10,873,530	27.1%	8,341,261	27.8%	6,084,258	29.1%	103,955,270	27.5%
KITTY HAWK - 8	7,624,387	13.3%	5,132,417	12.8%	3,938,100	13.1%	3,126,898	15.0%	51,859,345	13.7%
MANTEO-TOWN - 10	3,205,044	5.6%	1,962,154	4.9%	1,709,617	5.7%	1,428,540	6.8%	21,215,058	5.6%
RIM (ROANOKE ISL. M	577,230	1.0%	492,967	1.2%	514,380	1.7%	368,862	1.8%	5,153,864	1.4%
NAGS HEAD - 14	13,674,906	23.9%	9,703,052	24.2%	6,968,988	23.2%	5,307,903	25.4%	89,421,543	23.6%
RODANTHE - 15	741,926	1.3%	435,532	1.1%	259,442	0.9%	104,093	0.5%	4,169,540	1.1%
SALVO - 18	47,947	0.1%	8,757	0.0%	2,646	0.0%	266	0.0%	280,256	0.1%
WAVES - 19	780,833	1.4%	453,365	1.1%	294,523	1.0%	118,323	0.6%	4,414,577	1.2%
SOUTHERN SHORES -	1,283,394	2.2%	1,115,123	2.8%	794,102	2.6%	642,525	3.1%	11,384,628	3.0%
DUCK - 21	7,471,472	13.1%	4,783,977	11.9%	3,515,239	11.7%	1,796,134	8.6%	42,508,160	11.2%
TOTAL	57,116,087	100.0%	40,124,326	100.0%	30,027,178	100.0%	20,897,820	100.0%	378,449,320	100.0%

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

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE	1,671,946	2,000,461	-16.42%	4,911,069	3,834,553	28.07%	5,237,232	5,969,657	-12.27%	4,700,371	4,117,407	14.16%
WAVES	706,733	978,773	-27.79%	2,996,167	2,366,210	26.62%	3,326,920	3,726,425	-10.72%	3,113,576	2,631,539	18.32%
SALVO	1,383,798	1,822,661	-24.08%	5,479,663	3,995,865	37.13%	5,958,348	6,809,401	-12.50%	5,533,168	4,621,423	19.73%
AVON	3,154,324	4,203,140	-24.95%	9,848,495	7,858,075	25.33%	10,676,247	12,983,077	-17.77%	10,254,226	8,889,986	15.35%
BUXTON	1,440,845	1,597,647	-9.81%	3,143,892	2,656,985	18.33%	3,470,937	4,077,724	-14.88%	2,875,454	2,579,943	11.45%
FRISCO	1,324,351	1,460,567	-9.33%	3,495,906	2,798,272	24.93%	3,689,915	4,106,793	-10.15%	3,256,516	2,909,960	11.91%
HATTERAS	2,177,421	2,382,339	-8.60%	6,370,344	5,162,519	23.40%	6,776,201	8,064,672	-15.98%	6,283,852	5,637,062	11.47%
TOTAL HATTERAS ISLAND	11,859,418	14,445,588	-17.90%	36,245,536	28,672,479	26.41%	39,135,800	45,737,749	-14.43%	36,017,163	31,387,320	14.75%
NORTHERN BEACHES:												
DUCK	7,059,910	7,852,584	-10.09%	26,970,691	22,093,582	22.07%	30,803,924	37,147,010	-17.08%	27,233,466	25,279,971	7.73%
SOUTHERN SHORES	2,724,217	2,904,447	-6.21%	10,179,646	8,375,703	21.54%	11,092,487	13,197,692	-15.95%	9,467,660	8,776,768	7.87%
KITTY HAWK	4,598,742	4,820,980	-4.61%	10,710,260	9,271,719	15.52%	11,442,657	12,941,706	-11.58%	9,536,602	8,968,394	6.34%
COLINGTON	119,817	145,585	-17.70%	461,508	612,570	-24.66%	504,346	799,749	-36.94%	443,320	419,657	5.64%
KILL DEVIL HILLS	13,419,764	12,469,507	7.62%	29,515,991	24,377,722	21.08%	32,473,986	37,009,938	-12.26%	26,827,202	25,497,166	5.22%
NAGS HEAD	13,888,487	15,170,404	-8.45%	43,095,222	36,122,124	19.30%	49,963,178	58,737,391	-14.94%	43,249,479	40,376,546	7.12%
TOTAL NORTHERN BEACHES	41,810,937	43,363,507	-3.58%	120,933,318	100,853,420	19.91%	136,280,578	159,833,486	-14.74%	116,757,729	109,318,502	6.81%
ROANOKE ISLAND:												
MANTEO-TOWN	940,369	1,184,486	-20.61%	1,993,363	1,997,966	-0.23%	2,477,533	2,550,257	-2.85%	1,864,631	1,901,583	-1.94%
RIM (ROANOKE ISL. MAINLAND)	1,388,368	1,303,912	6.48%	1,467,165	3,717,646	-60.54%	1,181,485	4,504,970	-73.77%	918,020	3,022,444	-69.63%
TOTAL ROANOKE ISLAND	2,328,737	2,488,398	-6.42%	3,460,528	5,715,612	-39.45%	3,659,018	7,055,227	-48.14%	2,782,651	4,924,027	-43.49%
OTC UNATTRIBUTED	1,370,448	1,247,200	9.88%	2,317,315	2,070,056	11.94%	2,786,075	2,892,211	-3.67%	2,309,637	2,423,773	-4.71%
TOTAL	57,369,540	61,544,693	-6.78%	162,956,697	137,311,567	18.68%	181,861,471	215,518,673	-15.62%	157,867,180	148,053,622	6.63%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	2,068,304	2,647,737	-21.88%	843,417	979,546	-13.90%	814,523	477,131	70.71%	22,760,190	24,992,127	-8.93%
WAVES	1,199,348	1,430,899	-16.18%	376,749	529,626	-28.87%	229,003	196,851	16.33%	12,977,350	15,301,411	-15.19%
SALVO	2,150,422	2,671,427	-19.50%	543,745	883,064	-38.43%	447,669	436,285	2.61%	22,963,422	28,162,178	-18.46%
AVON	4,336,107	5,509,529	-21.30%	5,457,256	2,498,450	118.43%	1,439,426	1,650,820	-12.81%	48,869,751	54,614,434	-10.52%
BUXTON	1,626,184	1,981,038	-17.91%	1,172,560	1,087,957	7.78%	585,279	627,873	-6.78%	15,949,466	16,827,898	-5.22%
FRISCO	1,700,129	1,919,306	-11.42%	944,862	775,523	21.84%	438,353	535,946	-18.21%	16,092,888	17,002,447	-5.35%
HATTERAS	3,036,058	3,559,037	-14.69%	1,213,488	1,070,558	13.35%	732,426	688,227	6.42%	28,510,926	32,798,899	-13.07%
TOTAL HATTERAS ISLAND	16,116,552	19,718,973	-18.27%	10,552,077	7,824,724	34.86%	4,686,679	4,613,133	1.59%	168,123,993	189,699,394	-11.37%
NORTHERN BEACHES:												
DUCK	11,149,542	11,975,084	-6.89%	5,216,910	4,747,088	9.90%	1,995,128	2,174,395	-8.24%	119,953,444	120,949,436	-0.82%
SOUTHERN SHORES	3,885,547	4,007,161	-3.03%	999,986	1,352,743	-26.08%	683,216	762,329	-10.38%	42,777,208	43,444,877	-1.54%
KITTY HAWK	4,605,267	4,887,742	-5.78%	2,603,227	2,479,816	4.98%	1,442,799	1,361,905	5.94%	53,557,577	53,618,974	-0.11%
COLINGTON	146,725	163,524	-10.27%	71,129	63,146	12.64%	39,439	25,951	51.97%	1,896,940	2,345,071	-19.11%
KILL DEVIL HILLS	12,748,838	14,084,197	-9.48%	6,841,245	7,352,689	-6.96%	3,527,729	3,690,573	-4.41%	148,386,385	148,751,768	-0.25%
NAGS HEAD	19,093,270	21,705,939	-12.04%	8,607,097	9,937,584	-13.39%	4,119,874	4,606,593	-10.57%	203,617,553	209,487,821	-2.80%
TOTAL NORTHERN BEACHES	51,629,189	56,823,647	-9.14%	24,339,594	25,933,066	-6.14%	11,808,185	12,621,746	-6.45%	570,189,107	578,597,947	-1.45%
ROANOKE ISLAND:												
MANTEO-TOWN	985,582	977,386	0.84%	830,783	825,934	0.59%	593,176	273,309	117.03%	11,735,589	11,502,683	2.02%
RIM (ROANOKE ISL. MAINLAND)	496,692	835,080	-40.52%	431,576	586,487	-26.41%	264,525	374,962	-29.45%	10,394,016	19,476,285	-46.63%
TOTAL ROANOKE ISLAND	1,482,274	1,812,466	-18.22%	1,262,359	1,412,421	-10.62%	857,701	648,271	32.31%	22,129,605	30,978,968	-28.57%
OTC UNATTRIBUTED	1,168,599	1,422,871	-17.87%	760,668	737,809	3.10%	356,440	336,909	5.80%	12,829,325	13,186,656	-2.71%
TOTAL	70,396,614	79,777,957	-11.76%	36,914,698	35,908,020	2.80%	17,709,005	18,220,059	-2.80%	773,272,030	812,462,965	-4.82%

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

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	460,399	453,938	1.42%	785,885	815,115	-3.59%	903,981	815,868	10.80%	741,926	864,807	-14.21%
WAVES - 19	458,572	452,346	1.38%	809,916	781,166	3.68%	1,029,916	920,671	11.87%	780,833	793,570	-1.61%
SALVO - 18	8,749	17,446	-49.85%	54,246	64,650	-16.09%	139,253	91,667	51.91%	47,947	74,877	-35.97%
AVON - 1	2,077,622	1,585,264	31.06%	2,337,510	2,747,899	-14.93%	2,990,492	3,060,306	-2.28%	2,378,146	2,725,389	-12.74%
BUXTON - 2	1,466,741	1,491,607	-1.67%	1,916,959	1,925,395	-0.44%	2,124,475	2,252,130	-5.67%	2,076,126	1,927,015	7.74%
FRISCO - 5	479,424	445,631	7.58%	674,349	625,311	7.84%	743,620	762,752	-2.51%	598,224	672,239	-11.01%
HATTERAS - 6	899,956	844,163	6.61%	1,410,665	1,170,162	20.55%	1,284,599	1,297,428	-0.99%	1,327,273	974,990	36.13%
TOTAL HATTERAS ISLAND	5,851,463	5,290,395	10.61%	7,989,530	8,129,698	-1.72%	9,216,336	9,200,822	0.17%	7,950,475	8,032,887	-1.03%
NORTHERN BEACHES:												
DUCK - 21	4,161,805	4,558,051	-8.69%	6,902,335	6,853,845	0.71%	8,391,142	7,951,624	5.53%	7,471,472	7,518,712	-0.63%
SOUTHERN SHORES - 20	1,038,285	946,148	9.74%	2,783,435	1,380,983	101.55%	1,445,866	1,527,834	-5.36%	1,283,394	1,296,155	-0.98%
KITTY HAWK - 8	5,189,285	4,834,256	7.34%	7,219,077	7,251,684	-0.45%	8,649,791	8,117,655	6.56%	7,624,387	6,739,490	13.13%
COLINGTON - 3	450,840	432,016	4.36%	545,411	598,056	-8.80%	643,007	661,272	-2.76%	613,018	634,338	-3.36%
KILL DEVIL HILLS - 7	9,887,198	9,467,668	4.43%	15,295,240	12,916,559	18.42%	16,248,546	15,616,115	4.05%	14,716,161	12,716,160	15.73%
NAGS HEAD - 14	9,867,741	8,864,888	11.31%	13,338,254	13,239,011	0.75%	15,948,884	15,752,325	1.25%	13,674,906	13,929,106	-1.82%
TOTAL NORTHERN BEACHES	30,595,154	29,103,027	5.13%	46,083,752	42,240,138	9.10%	51,327,236	49,626,825	3.43%	45,383,338	42,833,961	5.95%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	2,106,414	2,321,519	-9.27%	2,662,984	2,712,329	-1.82%	2,889,087	2,942,994	-1.83%	3,205,044	2,907,579	10.23%
MANTEO-OUTSIDE - 11	525,032	476,118	10.27%	608,574	570,993	6.58%	674,200	601,112	12.16%	577,230	607,064	-4.91%
TOTAL ROANOKE ISLAND	2,631,446	2,797,637	-5.94%	3,271,558	3,283,322	-0.36%	3,563,287	3,544,106	0.54%	3,782,274	3,514,643	7.61%
TOTAL	39,078,063	37,191,059	5.07%	57,344,840	53,653,158	6.88%	64,106,859	62,371,753	2.78%	57,116,087	54,381,491	5.03%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	435,532	562,921	-22.63%	259,442	236,964	9.49%	104,093	111,595	-6.72%	4,169,540	4,410,799	-5.47%
WAVES - 19	453,365	470,716	-3.69%	294,523	227,126	29.67%	118,323	102,276	15.69%	4,414,577	4,268,851	3.41%
SALVO - 18	8,757	12,592	-30.46%	2,646	6,653	-60.23%	266	5,633	-95.28%	280,256	302,975	-7.50%
AVON - 1	1,535,132	1,540,634	-0.36%	1,100,820	1,357,893	-18.93%	449,620	507,451	-11.40%	14,569,443	15,901,387	-8.38%
BUXTON - 2	1,457,506	1,480,494	-1.55%	1,236,327	1,269,022	-2.58%	797,172	609,412	30.81%	13,292,148	13,320,770	-0.21%
FRISCO - 5	462,413	429,917	7.56%	365,889	398,609	-8.21%	232,661	227,021	2.48%	4,344,710	4,377,519	-0.75%
HATTERAS - 6	1,253,540	637,456	96.65%	662,623	482,906	37.22%	250,983	620,107	-59.53%	7,952,508	6,729,206	18.18%
TOTAL HATTERAS ISLAND	5,606,245	5,134,730	9.18%	3,922,270	3,979,173	-1.43%	1,953,118	2,183,495	-10.55%	49,023,182	49,311,507	-0.58%
NORTHERN BEACHES:												
DUCK - 21	4,783,977	5,211,320	-8.20%	3,515,239	2,918,411	20.45%	1,796,134	2,015,914	-10.90%	42,508,160	43,234,859	-1.68%
SOUTHERN SHORES - 20	1,115,123	952,916	17.02%	794,102	753,060	5.45%	642,525	527,647	21.77%	11,384,628	9,876,119	15.27%
KITTY HAWK - 8	5,132,417	5,203,669	-1.37%	3,938,100	3,969,897	-0.80%	3,126,898	2,795,419	11.86%	51,859,345	51,739,485	0.23%
COLINGTON - 3	454,861	520,424	-12.60%	323,221	314,059	2.92%	189,582	209,345	-9.44%	3,928,270	4,077,446	-3.66%
KILL DEVIL HILLS - 7	10,873,530	10,131,599	7.32%	8,341,261	8,721,508	-4.36%	6,084,258	5,558,854	9.45%	103,955,270	98,033,722	6.04%
NAGS HEAD - 14	9,703,052	9,763,894	-0.62%	6,968,988	6,653,690	4.74%	5,307,903	4,402,655	20.56%	89,421,543	89,417,242	0.00%
TOTAL NORTHERN BEACHES	32,062,960	31,783,822	0.88%	23,880,911	23,330,625	2.36%	17,147,300	15,509,834	10.56%	303,057,216	296,378,873	2.25%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	1,962,154	2,107,448	-6.89%	1,709,617	2,586,486	-33.90%	1,428,540	1,252,775	14.03%	21,215,058	22,471,324	-5.59%
MANTEO-OUTSIDE - 11	492,967	485,303	1.58%	514,380	463,896	10.88%	368,862	385,903	-4.42%	5,153,864	4,870,744	5.81%
TOTAL ROANOKE ISLAND	2,455,121	2,592,751	-5.31%	2,223,997	3,050,382	-27.09%	1,797,402	1,638,678	9.69%	26,368,922	27,342,068	-3.56%
TOTAL	40,124,326	39,511,303	1.55%	30,027,178	30,360,180	-1.10%	20,897,820	19,332,007	8.10%	378,449,320	373,032,448	1.45%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 12/31/24

	Jul - Dec 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,693,567.29	4,845,904.00	-152,336.71	96.9%
3040 · Meals Tax - 75%	1,956,206.08	2,216,141.00	-259,934.92	88.3%
3050 · Website Advertising	80,591.10	125,000.00	-44,408.90	64.5%
3210 · Interest Income	325,418.63	360,050.00	-34,631.37	90.4%
3220 · Other	250.00	1,000.00	-750.00	25.0%
Total Income	7,056,033.10	7,548,095.00	-492,061.90	93.5%
Gross Profit	7,056,033.10	7,548,095.00	-492,061.90	93.5%
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	793.70	7,000.00	-6,206.30	11.3%
5003 · Directors & Officers Insurance	2,628.67	3,125.00	-496.33	84.1%
5004 · Miscellaneous Items	104.88	1,000.00	-895.12	10.5%
5010 · Salaries (Full Time) Promotion	545,368.82	1,085,900.00	-540,531.18	50.2%
5020 · Salaries (Part Time) Promotion	51,275.71	134,650.00	-83,374.29	38.1%
5025 · Salaries (Part Time) Welcome AB	51,289.50	119,100.00	-67,810.50	43.1%
5026 · Salaries (Part Time) Welcome RI	82,625.84	180,045.00	-97,419.16	45.9%
5030 · Payroll Taxes	54,789.90	124,070.00	-69,280.10	44.2%
5040 · Employee Insurance	102,190.75	179,900.00	-77,709.25	56.8%
5050 · Retirement	77,061.83	159,910.00	-82,848.17	48.2%
5055 · 401(k) Match	4,372.10	10,860.00	-6,487.90	40.3%
5060 · Workmens Compensation	2,082.44	2,385.00	-302.56	87.3%
5080 · Employee Relations	46.68	3,540.00	-3,493.32	1.3%
5090 · Training	1,076.37	13,340.00	-12,263.63	8.1%
5110 · Contracted Service	14,332.00	29,085.00	-14,753.00	49.3%
5140 · Audit	0.00	13,650.00	-13,650.00	0.0%
5170 · Other Professional Services	2,600.00	10,800.00	-8,200.00	24.1%
5180 · Legal	16,401.72	38,500.00	-22,098.28	42.6%
5185 · Research	164,385.00	188,500.00	-24,115.00	87.2%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	467,906.00	1,629,065.00	-1,161,159.00	28.7%
5502 · Advertising - Production Fee	257,212.16	190,000.00	67,212.16	135.4%
5510 · Advertising - Event Dev & Mktg	4,025.00	73,100.00	-69,075.00	5.5%
5515 · Advertising - Online	1,394,722.08	2,766,820.00	-1,372,097.92	50.4%
5525 · Community Relations	5,040.00	30,000.00	-24,960.00	16.8%
5530 · Legal Notices	80.00	1,500.00	-1,420.00	5.3%
5560 · Brochures/Production & Printing	12,661.65	21,650.00	-8,988.35	58.5%
5580 · Promotional Aids	4,305.92	8,500.00	-4,194.08	50.7%
6100 · Familiarization Tours	30,881.44	110,000.00	-79,118.56	28.1%
6101 · Group sales	17,049.24	30,000.00	-12,950.76	56.8%
6130 · Uniforms	0.00	3,420.00	-3,420.00	0.0%
6150 · Event Grant	233,764.38	832,000.00	-598,235.62	28.1%
6160 · Long Range Tourism Plan	26,409.52	275,000.00	-248,590.48	9.6%
6170 · Tourism Summit	15,016.24	27,500.00	-12,483.76	54.6%
6200 · Postage and Delivery	25,185.92	200,200.00	-175,014.08	12.6%
6300 · Travel	12,306.58	60,675.00	-48,368.42	20.3%
6305 · Vehicle Maintenance	1,248.91	3,000.00	-1,751.09	41.6%
6320 · Registrations	26,709.00	40,000.00	-13,291.00	66.8%
6340 · Travel Show Exhibit	-335.53	5,000.00	-5,335.53	-6.7%
6420 · Dues and Subscriptions	46,343.96	69,850.00	-23,506.04	66.3%
6440 · Insurance	29,109.00	40,510.00	-11,401.00	71.9%
6460 · Telephone	16,630.51	37,825.00	-21,194.49	44.0%
6500 · Equipment	14,480.17	31,200.00	-16,719.83	46.4%
6510 · Expendable Equipment	0.00	3,275.00	-3,275.00	0.0%
6530 · Technical Support	1,281.00	5,600.00	-4,319.00	22.9%
6580 · Utilities	6,231.16	18,360.00	-12,128.84	33.9%
6600 · Cleaning/maintenance supplies	5.91	2,600.00	-2,594.09	0.2%
6610 · Building Maintenance	21,663.64	37,000.00	-15,336.36	58.6%
6620 · Equipment Service Contracts	439.65	3,100.00	-2,660.35	14.2%
6640 · Equipment Rent	7,599.59	33,840.00	-26,240.41	22.5%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	6,142.68	23,025.00	-16,882.32	26.7%
6800 · Bank Service Charges	845.22	3,240.00	-2,394.78	26.1%
6810 · Web Site/Internet	19,814.72	52,000.00	-32,185.28	38.1%
Total Expense	3,886,751.63	8,998,865.00	-5,112,113.37	43.2%
Net Ordinary Income	3,169,281.47	-1,450,770.00	4,620,051.47	-218.5%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 12/31/24

	<u>Jul - Dec 24</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	49,500.00	39,000.00	10,500.00	126.9%
Total 9920 · Transfer from Travel Guide Fund	49,500.00	39,000.00	10,500.00	126.9%
9990 · Unappropriated Fund Balance	0.00	1,812,315.00	-1,812,315.00	0.0%
Total Other Income	49,500.00	1,851,315.00	-1,801,815.00	2.7%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	55,632.04	110,000.00	-54,367.96	50.6%
62001 · Freight	3,592.80	5,000.00	-1,407.20	71.9%
Total 9925 · Transfer to Travel Guide	59,224.84	115,000.00	-55,775.16	51.5%
9950 · Transfer to Event Site Fund	1,927.37	285,545.00	-283,617.63	0.7%
Total Other Expense	61,152.21	400,545.00	-339,392.79	15.3%
Net Other Income	-11,652.21	1,450,770.00	-1,462,422.21	-0.8%
Net Income	3,157,629.26	0.00	3,157,629.26	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 12/31/24

	<u>Jul - Dec 24</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	39.09	50.00	-10.91	78.2%
Total Income	<u>39.09</u>	<u>50.00</u>	<u>-10.91</u>	<u>78.2%</u>
Gross Profit	<u>39.09</u>	<u>50.00</u>	<u>-10.91</u>	<u>78.2%</u>
Net Ordinary Income	39.09	50.00	-10.91	78.2%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	49,500.00	39,000.00	10,500.00	126.9%
Total 9920 · Transfer from Travel Guide Fund	<u>49,500.00</u>	<u>39,000.00</u>	<u>10,500.00</u>	<u>126.9%</u>
Total Other Income	49,500.00	39,000.00	10,500.00	126.9%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	55,632.04	110,000.00	-54,367.96	50.6%
62001 · Freight	3,592.80	5,000.00	-1,407.20	71.9%
Total 9925 · Transfer to Travel Guide	<u>59,224.84</u>	<u>115,000.00</u>	<u>-55,775.16</u>	<u>51.5%</u>
Total Other Expense	<u>59,224.84</u>	<u>115,000.00</u>	<u>-55,775.16</u>	<u>51.5%</u>
Net Other Income	<u>-9,724.84</u>	<u>-76,000.00</u>	<u>66,275.16</u>	<u>12.8%</u>
Net Income	<u><u>-9,685.75</u></u>	<u><u>-75,950.00</u></u>	<u><u>66,264.25</u></u>	<u><u>12.8%</u></u>

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

	Jul - Dec 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,564,522.43	1,615,301.00	-50,778.57	96.9%
3040 · Meals Tax	652,068.68	738,714.00	-86,645.32	88.3%
3210 · Interest	227,936.38	300,000.00	-72,063.62	76.0%
Total Income	2,444,527.49	2,654,015.00	-209,487.51	92.1%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	419,231.00	-419,231.00	0.0%
4525 · Event Site	0.00	8,454,015.00	-8,454,015.00	0.0%
4585 · Unappropriated Long-Term	75,000.00	600,560.00	-525,560.00	12.5%
Total 4000 · Long - Term Projects	75,000.00	9,473,806.00	-9,398,806.00	0.8%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	147,806.00	147,806.00	0.00	100.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	132,000.00	132,000.00	0.00	100.0%
4673 · TIG-SS-Walking Path Hwy 12	0.00	118,855.00	-118,855.00	0.0%
4675 · TIG-Chicamacomico-1874 Station	115,000.00	115,000.00	0.00	100.0%
4676 · TIG-Duck-Performance Space	0.00	13,549.00	-13,549.00	0.0%
4677 · TIG-Elizabethan Gardens-Pathway	0.00	50,000.00	-50,000.00	0.0%
4679 · TIG-KH-Hwy 158 Multi-Use Path	0.00	400,000.00	-400,000.00	0.0%
4680 · TIG-NH-E. Epstein Sidewalk	49,500.00	49,500.00	0.00	100.0%
4681 · TIG-NH-Governor St Access	0.00	60,477.00	-60,477.00	0.0%
4682 · TIG-NH-W Seachase Sidewalk	45,150.00	45,150.00	0.00	100.0%
4683 · TIG-N.E.S.T. - Signs	2,750.00	2,750.00	0.00	100.0%
4684 · TIG-NC Aquarium -Oyster Exhibit	0.00	121,845.00	-121,845.00	0.0%
4685 · TIG-OBCF-Community Terrace	0.00	85,000.00	-85,000.00	0.0%
4686 · TIG-OB Forever-Restrooms Lighth	0.00	125,000.00	-125,000.00	0.0%
4687 · TIG-RIFP - Loading Dock	0.00	75,000.00	-75,000.00	0.0%
4688 · TIG-Surf Ped-Everyone's Playgro	0.00	282,963.00	-282,963.00	0.0%
4999 · Unappropriated Funds	0.00	1,931,762.00	-1,931,762.00	0.0%
5140 · Audit	0.00	4,550.00	-4,550.00	0.0%
5160 · Fireworks	45,150.00	120,025.00	-74,875.00	37.6%
5170 · Traffic Control - Hwy 12 & 158	0.00	22,030.00	-22,030.00	0.0%
Total 4100 · Short-Term Projects	537,356.00	4,015,262.00	-3,477,906.00	13.4%
Total Expense	612,356.00	13,489,068.00	-12,876,712.00	4.5%
Net Ordinary Income	1,832,171.49	-10,835,053.00	12,667,224.49	-16.9%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	10,835,053.00	-10,835,053.00	0.0%
Total Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Income	1,832,171.49	0.00	1,832,171.49	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2024-2025

Short-term Projects

	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Balance 7/1/2024	Allocation 2024-2025	Allocation Paid	Allocation Transferred	Estimated Balance FY24-25
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806		(147,806)		0
TIG - Chicamacomico - 1911 Cookhouse	38,760		(38,760)		0				0
TIG - Town of NH - Epstein Street Beach Access	250,000		(250,000)		0				0
TIG - NC Coastal Fed - Jockey's Ridge Shoreline	127,500		(127,500)		0				0
TIG - Dare County - Frisco Buxton Pathway	200,000			(200,000)	0				0
TIG - Duck - Ocean Crest Improvements	78,000		(78,000)		0				0
TIG - KDH - Wright Brothers Sidewalk	177,000		(177,000)		0				0
TIG - NH - Whalebone Park Restrooms	112,000				112,000				112,000
TIG - OB Forever - Weather Bureau Signal	34,595		(34,595)		0				0
TIG - OB Forever - Cape Hatteras Lighthouse Path	132,000				132,000		(132,000)		0
TIG - SS - Walking Path E. Highway 12	150,000		(150,000)		0				0
TIG - SS Civic Assoc - Accessible Access 96A	25,000		(25,000)		0				0
TIG - Chicamacomico - 1874 Life-Saving Station	115,000				115,000		(115,000)		0
TIG - Duck - Performance Space Improvements	13,549				13,549				13,549
TIG - Elizabethan Garden - Pathway to Discover	50,000				50,000				50,000
TIG - Frisco Native American - Education Bldg	39,300		(39,300)		0				0
TIG - KH - Hwy 158 Multi-Use Path	400,000				400,000				400,000
TIG - NH - E. Epstein Sidewalk	49,500				49,500		(49,500)		0
TIG - NH - Governor Street Beach Access	60,477				60,477				60,477
TIG - NH - W. Seachase Drive Access	45,150				45,150		(45,150)		0
TIG - NEST - Signs	2,750				2,750		(2,750)		0
TIG - NC Aquarium - Oyster Exhibits	121,845				121,845				121,845
TIG - OB Community Foundation - Community Terrace	85,000				85,000				85,000
TIG - OB Forever - Restrooms at Lighthouse Beach	125,000				125,000				125,000
TIG - RIFP - Concrete Loading Dock	75,000				75,000				75,000
TIG - SS - Walking Path W. Highway 12	118,855				118,855				118,855
TIG - Surf Ped Found - Everyone's Playground	282,963				282,963				282,963
Fireworks	76,581		(55,000)	60,025	81,606		(45,150)	60,000	96,456
Audit	190		(3,625)	3,435	0			4,550	4,550
Highway 158/Highway 12 Intersection	6,580		(4,550)	20,000	22,030			0	22,030
Unappropriated Funds	735,481	1,803,714		(1,467,849)	1,071,346	1,328,674		(64,550)	2,335,469
TOTAL SHORT TERM COMMITMENTS	2,291,493	3,388,103	(983,330)	(1,584,389)	3,111,876	1,328,674	(537,356)	0	3,903,194

Long Term Projects

Multi-Use Center (100%) Infrastructure (capped)	5,631,087	1,384,413	(9,296)	7,006,205	1,447,811		0		8,454,015
L-T Unappropriated Funds	442,795		(123,564)	319,231	100,000		0		419,231
TOTAL LONG TERM COMMITMENTS UNPAID	550,560	200,000	(250,000)	500,560	100,000		(75,000)		525,560
TOTAL LONG TERM COMMITMENTS	6,624,442	1,584,413	(382,860)	0	7,825,996	1,647,811	(75,000)	0	9,398,806

Total	8,915,935	4,972,516	(1,366,190)	(1,584,389)	10,937,872	2,976,485	(612,356)	0	13,302,001
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Cash on Hand 12/31/24

Total Cash on Hand								Checking Savings	50,482
									12,791,893
									12,842,375

25% of Occupancy & Meals Income per Budget

January	51,561
February	63,579
March	57,570
April	66,684
May	128,774
June	163,780
	531,958
	72,332

Unappropriated Balances

Transfer from General Fund

30% Short-term
Amount over budget to short-term
Short-term Interest

70% Long-term
Long-term Interest

	2,748,549 *
	706,205
	394,533
	227,938
	1,328,674
	1,647,811
	1,647,811 *

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

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

	Jul - Dec 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	18,025.00	24,350.00	-6,325.00	74.0%
Total 3200 · Site Rental Income	19,025.00	26,350.00	-7,325.00	72.2%
3210 · Interest Income	821.59	500.00	321.59	164.3%
3250 · Lease Income	26,351.10	52,700.00	-26,348.90	50.0%
9999 · Unappropriated Funds	0.00	30,380.00	-30,380.00	0.0%
Total Income	46,197.69	109,930.00	-63,732.31	42.0%
Expense				
5160 · Event Development & Marketing	3,244.72	50,000.00	-46,755.28	6.5%
5170 · Other Professional Services	17,967.99	55,000.00	-37,032.01	32.7%
6440 · Insurance	9,725.00	9,725.00	0.00	100.0%
6580 · Utilities	8,281.65	40,665.00	-32,383.35	20.4%
6610 · Repairs & Maintenance	101,240.03	220,015.00	-118,774.97	46.0%
6700 · Office Supplies	499.64	270.00	229.64	185.1%
9990 · Unappropriated Other Expenses	6,189.07	20,000.00	-13,810.93	30.9%
Total Expense	147,148.10	395,675.00	-248,526.90	37.2%
Net Ordinary Income	-100,950.41	-285,745.00	184,794.59	35.3%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	0.00	285,545.00	-285,545.00	0.0%
Total Other Income	200.00	285,745.00	-285,545.00	0.1%
Net Other Income	200.00	285,745.00	-285,545.00	0.1%
Net Income	-100,750.41	0.00	-100,750.41	100.0%

DARE COUNTY TOURISM BOARD

31-Dec-24

TYPE OF ACCOUNT <u>BANK</u>	CHECKING <u>SOUTHERN</u>	NC CAPITAL <u>MGMT TRUST</u>	M MARKET <u>PNC</u>	M MARKET <u>SOUTHERN</u>	M MARKET <u>FIRST NATIONAL</u>	CD'S <u>SOUTHERN</u>	CD'S <u>PNC Bank</u>	CD'S <u>FIRST BANK</u>	CD'S <u>TOWNE BANK</u>	CD'S <u>FIRST NATIONAL</u>	CD'S <u>TRUIST BANK</u>	<u>TOTAL</u>
GENERAL FUND	42,519	7,454,579	867,668	1,068,027	2,911,861	0	1,033,161	1,076,995	1,860,895	3,882,633	0	20,198,338
RESTRICTED FUND	50,482	4,553,026			1,318,597	250,000	0	1,040,808	1,860,889	2,768,572	1,000,000	12,842,375
TRAVEL GUIDE	48,907											48,907
MERCHANDISE SALES	166,181											166,181
EVENT SITE FUND	445,738											445,738
TOTAL	753,827	12,007,605	867,668	1,068,027	4,230,458	250,000	1,033,161	2,117,804	3,721,784	6,651,205	1,000,000	33,701,540
TOTAL % EACH BANK	6.15%	35.63%	5.64%		32.29%			6.28%	11.04%		2.97%	100.00%
INTEREST RATES	2.10%	4.38%	2.65%	2.67%	4.11%	0.00%	4.75%	4.4% & 4.65%	4.92%, 4.65, & 4.12	4.65 & 4.25	3.35%	
TOTAL CHECKING & CD'S	33,701,540											
60% ALLOWED IN ANY BANK	20,220,924											
25% ALLOWED IN ANY ONE INV	8,425,385											
60% General Fund Reserved Balance is \$5,639,646.												
100% Restricted Fund Balance Restricted by House Bill 225			\$12,842,375									

Marketing Dashboard

thru December 2024

	<u>FY 24/25</u>	<u>FY 23/24</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	18,374	14,298	4,076	29%
Completed Video Views	26,321,209	19,128,219	7,192,990	38%
Website Sessions	2,185,908	1,881,384	304,524	16%
Online Communities				
Email Subscribers	90,062	86,843	3,219	4%
Facebook	711,000	717,000	-6,000	-1%
X (Twitter)	40,100	40,971	-871	-2%
Instagram	131,000	130,550	450	0%
Pinterest	23,600	24,000	-400	-2%
TikTok	<u>110,200</u>	<u>92,500</u>	<u>17,700</u>	<u>19%</u>
Online Communities Subtotal	1,105,962	1,091,864	14,098	1%



OBVB Marketing Dashboard - Prepared by Hoffman York

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

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

December 2024 Highlights

- Paid Media: FYTD total impressions were up 25% over FY23-24. Video views were up 38% over FY23-24, driven by increased media activity from the Fall and Spring-Summer campaigns.
 - Continuity:
 - Native Display supported OBXmas, 2025 Travel Guide, Getaway Season, and Ways to Relax. The OBXmas creative achieved the highest CTR at 0.30% and the most efficient CPC at \$1.70. Those in the Travel/Niche audience who clicked the "Ways to Relax" creative spent the most time on the website, an average of 1 minute 7 seconds.
 - The OBXmas Paid Search campaign achieved a \$0.35 CPC, a 10pt improvement over November, and a 25% CTR, a 3pt improvement over November.
 - Hopper makegood campaign is scheduled to launch on 1/1.
 - Spring-Summer: We have officially launched! Streaming TV (Hulu, NBC-Peacock, HYTD-Teads), Streaming Video (YouTube, YouTube Shorts Dec Boosts), and Native Video (HYTD-Teads) all went live week of 12/9. The remaining High Impact, Native Display, Streaming Audio will launch in the new year. Travel Guide promotion emails will be sent throughout Jan/Feb.
- Website: Total website sessions are up 16% FYTD while December YoY are down 14%, due to the earlier launch of traffic-driving High Impact/Native Display tactics in December 2023.
 - The /blog/post/ page saw the largest volume increase over December 2023, with an increase of nearly 9K page views or 58%.
 - Partner Referral events saw a 7% increase, with a majority (45%) coming from Organic Search.
- Email: 93K emails were sent across the consumer marketing contact sublists and various workflow audiences, with an overall 16% open rate, 10% CTR (opens), and 0.33% bounce rate. In November, an additional OBXmas email was sent, which explains the ~ 50% decrease in sends MoM.
 - The December 2024 OBX monthly email "Season's Greetings from the OBX" produced a 16% open rate and 9% CTR (opens). 28% of total clicks were attributed to the "Unwrap the latest travel packages and discounts" clickable button, followed by 16% on the "Where to Stay" clickable photo.
 - The OBX December email was separately sent as a test to the Our State email list, collected from the Fall giveaway. This test produced a 21% open rate and 16% CTR (opens), outperforming the general December email, which could signify active interest from this list. The January email will be sent to the Our State list once more before being incorporated into the overall email list.
 - The Arts, History and Culture Workflow performed the best this month with a 27% open rate and 33% CTR (opens).
- Zartico: Data for November is available for the entirety of the month and showed an 8% increase in tracked spend YoY. December data is available and tracked spend showed a 17% increase YoY! North Carolina shows the largest spend increase of \$6MM or 71%.
- KeyData: A data discrepancy affecting all months and metrics was identified and KeyData has been notified. The data will be updated once it is available and accurate. Commentary and data shown reflect what is available within KeyData and may be updated after the root cause of the discrepancy is identified.
 - Short Term Rentals: December shows a 5% increase in tracked revenue compared to 2023. Looking ahead, January shows a 47% increase in revenue and a 26% increase in Adj. Paid Occupancy over 2024, as of 1/7/25. February is nearly flat in terms of Revenue and Adj. Paid Occupancy, while March shows slight decreases over 2023.
 - The top 3 states (North Carolina, Virginia and Maryland) accounted for 73% of total rent, or 2.9MM. Virginia saw the largest dollar increase over December 2023, about \$706K, up 83% YoY.
 - Hotels: Compared to 2023, Revenue and Adj. Paid Occupancy were down 5% and 3%, respectively. Looking ahead to the next three months, both revenue and Adj. Paid Occupancy show decreases over 2023, as of 1/1/25.
 - Note: 3-mo forward-looking metrics reflect revenue/occupancy pacing as of the date pulled compared to the same day one year prior.
- Visa: Data is available through October 2024. Tracked spend showed a 2% increase over 2023 in October, while FYTD tracked spend shows a 2% decrease when compared to FY23-24.
 - Increased October spend YoY is driven primarily from higher spend at Grocery Stores.

Section I: Fiscal Year 2024-2025 Overview

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

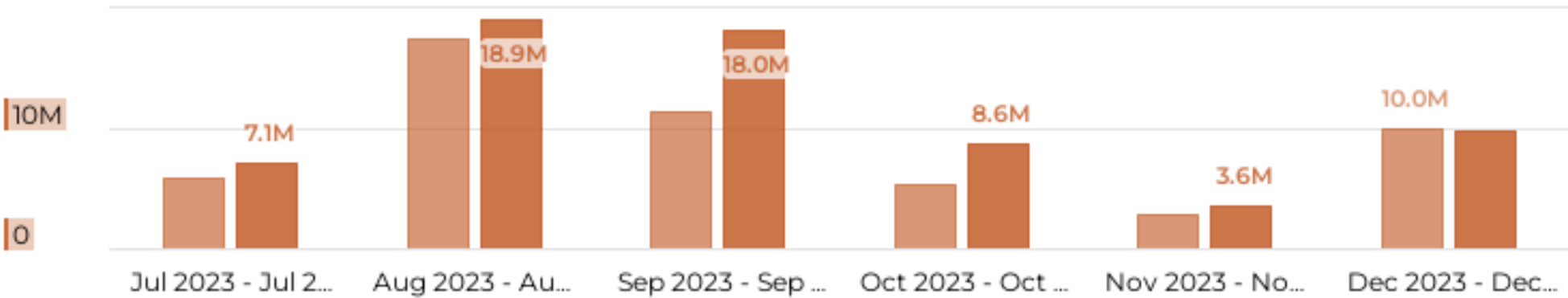
Paid Media Campaigns (HY Managed)

FYTD: Impressions

66,049,292 ▲25%
(Custom Range: 52,649,983)

Monthly Impressions v. Previous Year

Impressions

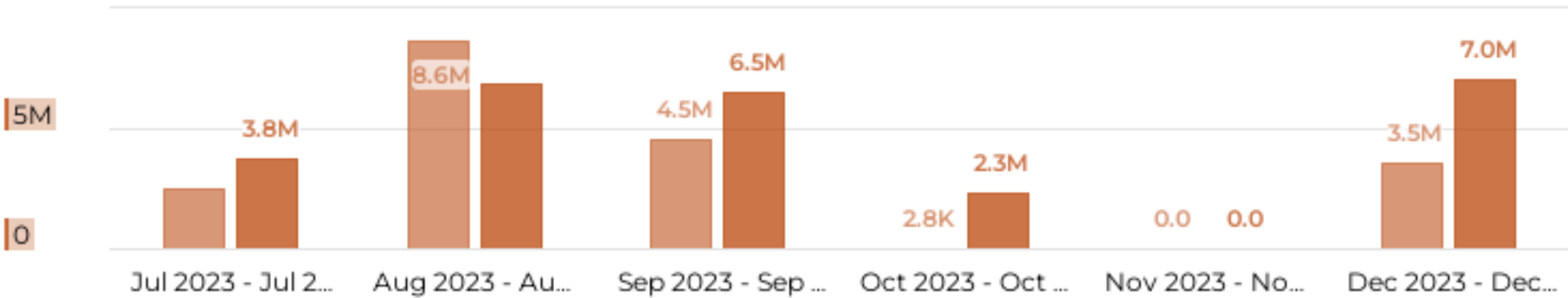


FYTD: Video Views

26,321,209 ▲38%
(Custom Range: 19,128,219)

Monthly Video Views v. Previous Year

Video Views



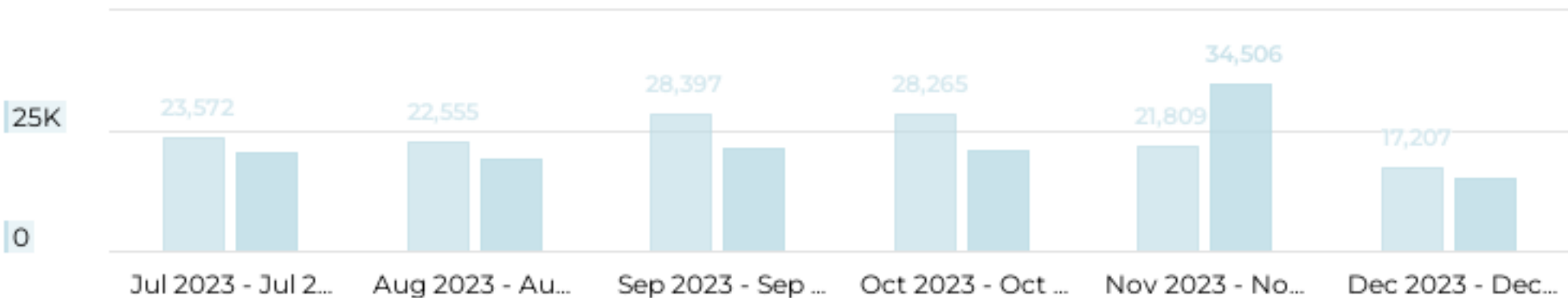
Email Marketing

FYTD: Email Opens

130,696 ▼-8%
(Custom Range: 141,805)

Monthly Email Opens v. Previous Year

Email Opens



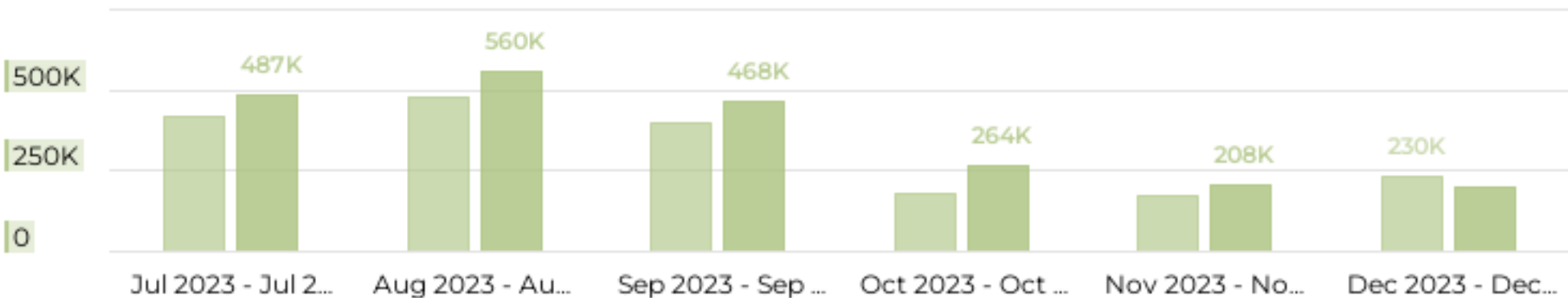
Outerbanks.org

FYTD: Website Sessions

2,185,908 ▲16%
(Custom Range: 1,881,384)

Monthly Website Sessions v. Previous Year

Sessions



Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

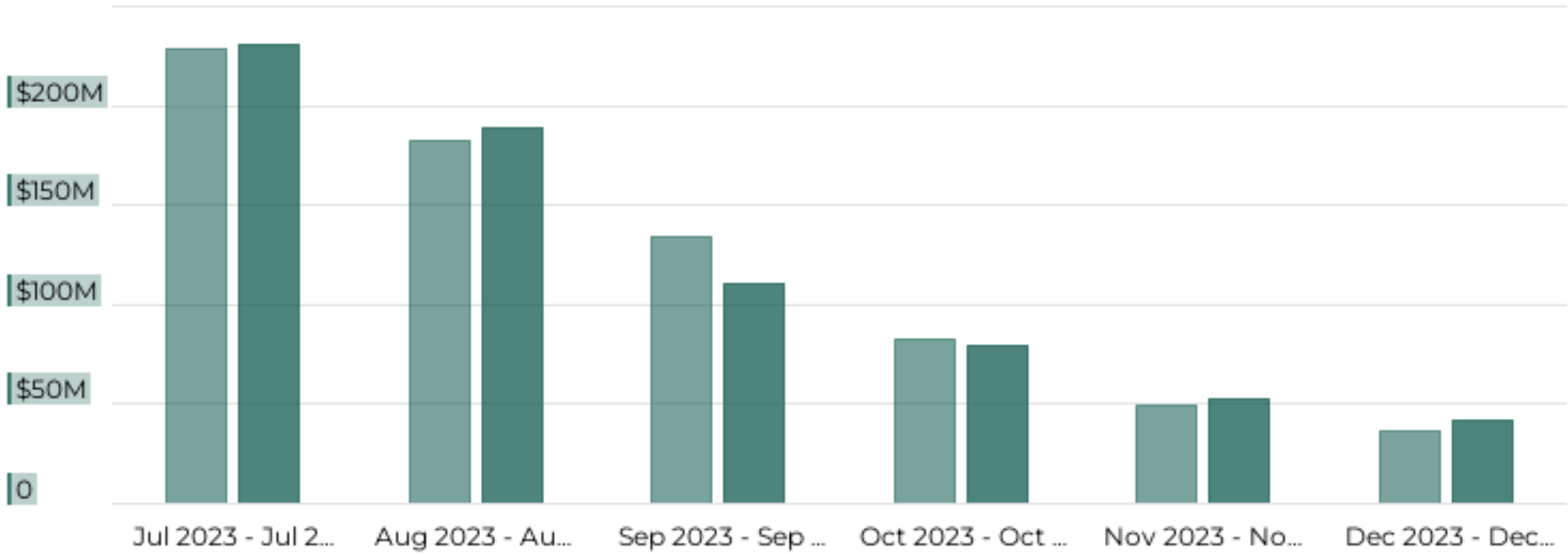
\$703,764,261 -1%
(Custom Range: \$712,630,369)

FYTD: Visa Tracked Spend

\$216,933,922 -2%
(Custom Range: \$221,462,161)

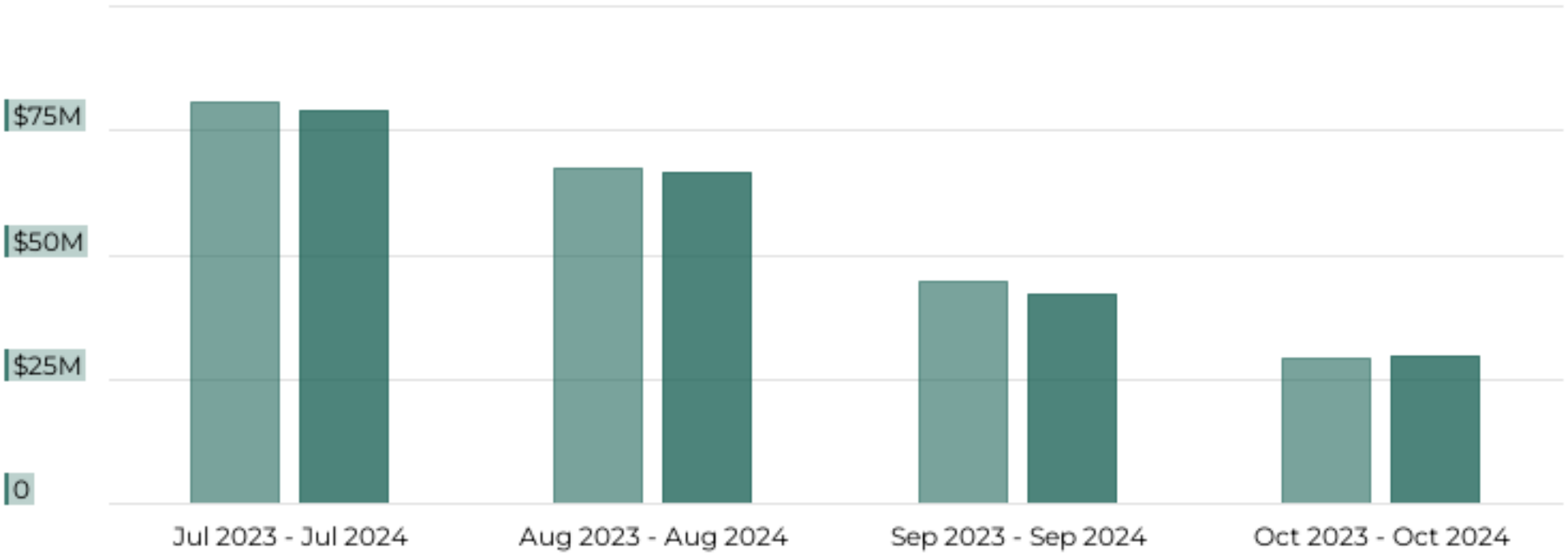
Zartico Monthly Spend v. Previous Year

Tracked Spend



Visa Monthly Tracked Spend v. Previous Year

Tracked Spend



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

KeyData Rental Data

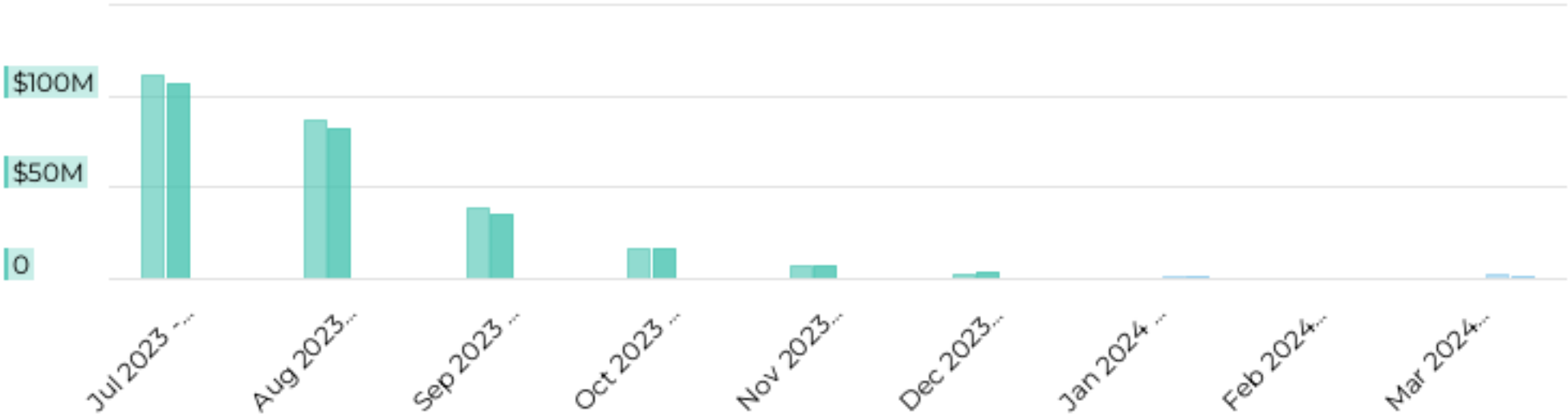
Short Term Rentals

FYTD: Total Revenue (Nightly)

\$249,426,914 -5%
(Custom Range: \$263,065,981)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 1/7/25 vs. 1/9/24

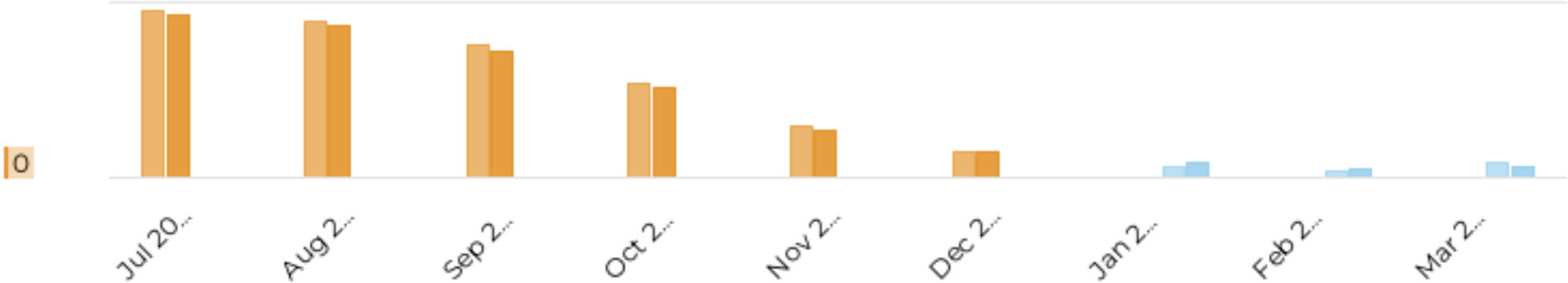


FYTD: Adj. Paid Occupancy %

64 % -4%
(Custom Range: 67 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 12/10/24 vs. 12/12/23



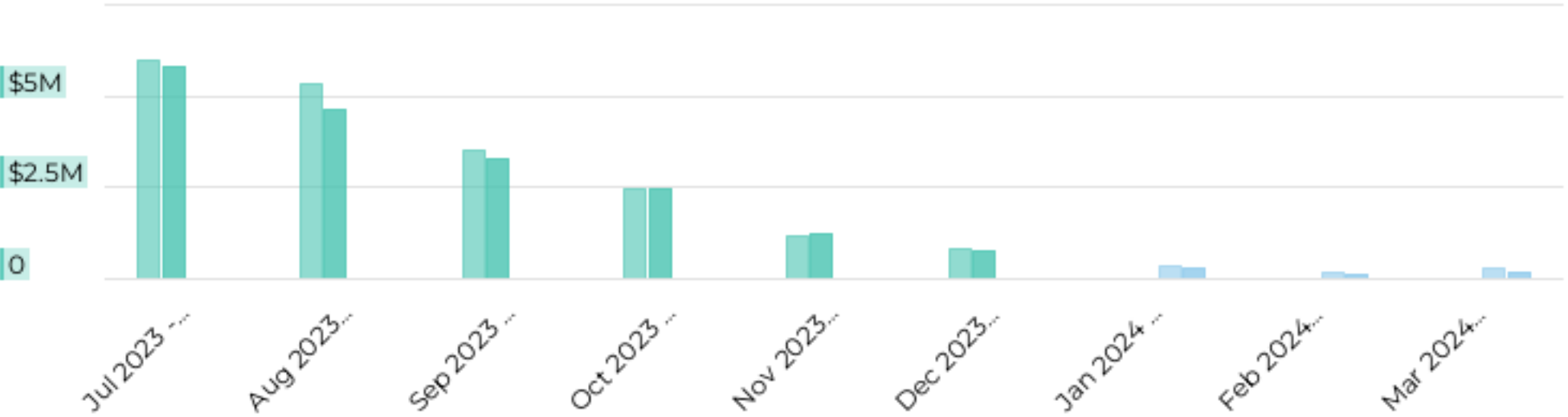
Hotels

FYTD: Total Revenue

\$18,210,420 -5%
(Custom Range: \$19,265,841)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 1/1/25 vs. 1/2/24

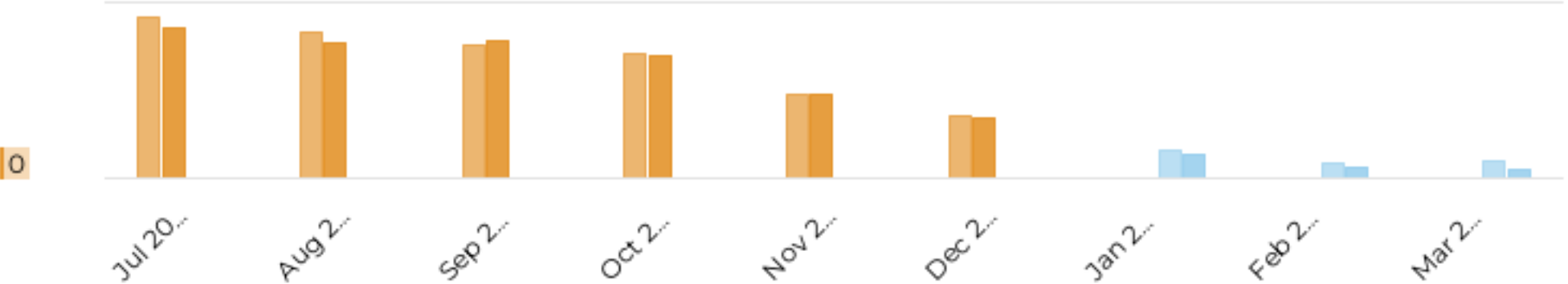


FYTD: Paid Occupancy %

65 % -2%
(Custom Range: 67 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 12/4/24 vs. 12/6/23



Section II: Website

Reviews key KPIs/events tracked and website content viewed.

Outerbanks.org Page Views

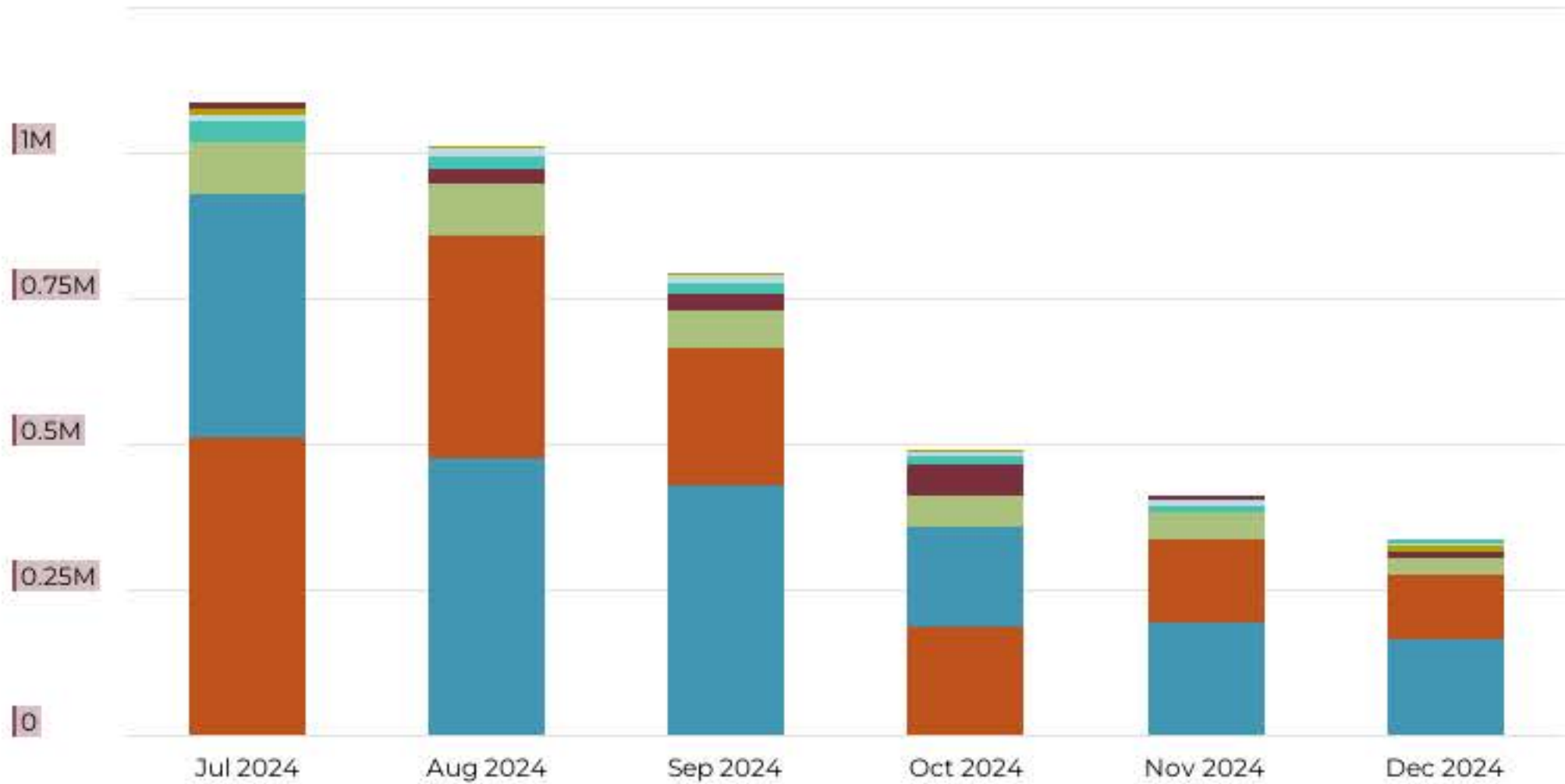
FYTD: Total Page Views

4,125,959 ▲ 3%
(4,014,312)

Monthly Page Views by Traffic Source

Page Views

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



Monthly Top 20 Page Paths Visited v. Previous Year

Web Analytics Page Path	# Page Views ↓	▲ Diff
/places-to-stay/vacation-rentals/	33,956	▼ -58% (-46,492)
/	30,158	▲ 34% (7,616)
/blog/post/	24,559	▲ 58% (8,980)
/plan-your-trip/towns-and-villages/	13,092	▼ -17% (-2,715)
/things-to-do/	7,524	▲ 60% (2,822)
/plan-your-trip/getting-here-and-ar...	6,201	▼ -3% (-217)
/plan-your-trip/webcams/	5,930	▼ -29% (-2,454)
/plan-your-trip/travel-guide/	5,878	▼ -72% (-15,437)
/things-to-do/attractions/	5,552	▼ -57% (-7,367)
/plan-your-trip/	5,367	▼ -15% (-917)
/places-to-stay/	5,351	▲ 0% (11)
/events/	5,165	▲ 51% (1,755)
/things-to-do/water-activities/	4,956	▼ -56% (-6,383)
/places-to-stay/campgrounds-and-...	4,844	▼ -34% (-2,509)
/places-to-stay/oceanfront/	4,808	▼ -25% (-1,615)
/plan-your-trip/beaches/	4,805	▲ 10% (418)
/plan-your-trip/trip-ideas/	4,689	▼ -45% (-3,803)
/plan-your-trip/weather-and-seaso...	4,508	▲ 98% (2,227)
/places-to-stay/hotels-and-motels/	3,908	▼ -17% (-816)
/plan-your-trip/offers-and-packages/	3,555	▼ -38% (-2,181)

1 - 20 of 20 items



Section III: Feeder Market Trends

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

Domestic Geographic Data

Total Rent (KeyData), Organic Search Traffic (GA4) & Tracked Spend (Zartico) Month Of v. Previous Year

State	# KeyData STR	▲ Diff	# Organic Sessions	▲ Diff	# Tracked Spend (Zartico) ↓	▲ Diff
Virginia	\$1,557,470	▲ 83%	11,755	▲ 14%	\$15,561,834	▲ 0%
North Carolina	\$1,135,571	▲ 12%	9,654	▼ -11%	\$14,450,482	▲ 71%
Maryland	\$241,175	▲ 67%	1,592	▼ -14%	\$2,313,833	▲ 38%
Pennsylvania	\$241,615	▲ 61%	3,453	▼ -18%	\$1,806,211	▼ -4%
Florida	\$31,425	▼ -9%	2,499	▼ -14%	\$1,094,199	▼ -6%
New York	\$139,945	▼ -21%	4,970	▲ 3%	\$1,060,531	▲ 64%
New Jersey	\$73,851	▲ 50%	686	▼ -25%	\$803,187	▼ -42%
South Carolina	\$95,802	▼ -56%	704	▼ -46%	\$622,539	▲ 23%
District of Columbia	\$29,854	▲ 34%	425	▼ -20%	\$430,896	▼ -35%
Ohio	\$63,899	▲ 12%	2,360	▼ -48%	\$385,974	▲ 14%
Georgia	\$62,834	▲ 182%	3,778	▼ -21%	\$335,202	▲ 64%
California	\$7,509	▼ -23%	1,302	▲ 2%	\$306,003	▼ -2%
Kentucky	\$17,417	▲ 132%	430	▼ -59%	\$272,813	▲ 38%
Tennessee	\$34,930	▼ -24%	693	▼ -42%	\$250,103	▲ 26%
Delaware	\$23,078	▼ -5%	147	▼ -38%	\$211,861	▲ 119%
West Virginia	\$36,252	▲ 93%	358	▼ -59%	\$205,982	▲ 21%
Connecticut	\$7,795	▼ -29%	346	▼ -32%	\$178,355	▲ 62%
Washington	\$7,155	▲ 227%	472	▲ 12%	\$177,596	▲ 89%
Texas	\$34,970	▲ 46%	1,585	▼ -5%	\$174,086	▼ -84%
Vermont	\$1,370	▼ -79%	94	▼ -59%	\$136,092	▲ 833%
Oregon	--	--	116	▼ -31%	\$125,280	▲ 228%
Massachusetts	\$10,224	▲ 325%	1,493	▲ 11%	\$124,934	▲ 22%
Indiana	\$2,345	▲ 135%	786	▼ -56%	\$112,261	▼ -26%
Alabama	\$7,456	▲ 311%	210	▼ -35%	\$79,923	▲ 28%
New Hampshire	\$10,052	▲ 202%	216	▼ -55%	\$75,088	▲ 110%
Arizona	\$2,883	▲ 2%	332	▼ -5%	\$61,503	▲ 31%
Illinois	\$13,448	▲ 99%	1,842	▲ 2%	\$61,478	▼ -1%
Total	\$4,006,924	▲ 36%	57,699	▼ -17%	\$41,902,201	▲ 17%

KeyData Short Term Rental Total Rent

FYTD: Top 50 Cities		
 City	 State	# Total Rent ↓
--	Virginia	\$2,632,340
Richmond	Virginia	\$2,383,338
Pittsburgh	Pennsylvania	\$2,345,875
Alexandria	Virginia	\$1,955,146
Mechanicsville	Virginia	\$1,852,454
Midlothian	Virginia	\$1,799,073
Chesapeake	Virginia	\$1,602,416
Fredericksburg	Virginia	\$1,586,162
Virginia Beach	Virginia	\$1,531,668
Charlottesville	Virginia	\$1,469,326
Williamsburg	Virginia	\$1,461,409
Raleigh	North Carolina	\$1,408,206
Fairfax	Virginia	\$1,408,110
Arlington	Virginia	\$1,361,662
Glen Allen	Virginia	\$1,194,084
Ashburn	Virginia	\$1,161,475
Washington	District of Columbia	\$1,129,188
Kill Devil Hills	North Carolina	\$1,121,460
Leesburg	Virginia	\$1,088,893
Manassas	Virginia	\$1,013,277
Vienna	Virginia	\$934,081
Kitty Hawk	North Carolina	\$925,684
Frederick	Maryland	\$883,268
Herndon	Virginia	\$874,937
Springfield	Virginia	\$823,880
Silver Spring	Maryland	\$805,836
Roanoke	Virginia	\$802,192
Chesterfield	Virginia	\$784,594
Philadelphia	Pennsylvania	\$771,011
Winchester	Virginia	\$767,510
Cary	North Carolina	\$764,033
Yorktown	Virginia	\$757,278

1 - 50 of 50 items

Outerbanks.org Organic Search Visits

FYTD: Top 50 Cities		
 City	 State	# Visits ↓
Ashburn	Virginia	49,327
New York	New York	45,226
Atlanta	Georgia	36,873
--	Florida	33,479
Chicago	Illinois	12,978
Virginia Beach	Virginia	12,367
Philadelphia	Pennsylvania	12,257
Roanoke	Virginia	11,501
--	North Carolina	10,874
Raleigh	North Carolina	10,837
Boston	Massachusetts	9,986
--	Virginia	9,880
Charlotte	North Carolina	9,800
Kill Devil Hills	North Carolina	9,721
Baltimore	Maryland	9,556
Washington	District of Columbia	7,401
Nags Head	North Carolina	6,454
--	Pennsylvania	6,125
Dallas	Texas	5,754
Miami	Florida	5,053
Kitty Hawk	North Carolina	4,469
Orlando	Florida	4,176
Reston	Virginia	3,944
Los Angeles	California	3,724
Manteo	North Carolina	3,565
Corolla	North Carolina	3,529
Jet	Oklahoma	3,291
Richmond	Virginia	3,036
--	Ohio	2,966
Norfolk	Virginia	2,908
Pittsburgh	Pennsylvania	2,854
--	Georgia	2,822

1 - 50 of 50 items

Zartico Normalized Visitor Spend

FYTD: States	
 State	# Visitor Spend ↓
Virginia	\$259,803,531
North Carolina	\$132,359,194
Pennsylvania	\$73,194,930
Maryland	\$56,940,068
New York	\$26,176,629
New Jersey	\$21,326,164
Florida	\$18,314,577
Ohio	\$16,598,879
West Virginia	\$14,564,541
South Carolina	\$6,793,068
Indiana	\$5,655,995
Connecticut	\$5,337,278
Tennessee	\$5,314,334
Delaware	\$4,999,692
Massachusetts	\$4,471,434
California	\$3,931,160
Texas	\$3,423,421
Georgia	\$3,331,447
Michigan	\$3,192,647
District of Columbia	\$3,067,688
Kentucky	\$2,937,307
Illinois	\$2,518,970
Colorado	\$2,063,694
Alabama	\$1,775,607
New Hampshire	\$1,590,774
Washington	\$1,580,318
Vermont	\$1,525,256
Wisconsin	\$1,473,497
Oregon	\$1,369,019
Minnesota	\$1,237,172
Missouri	\$1,188,571
Arizona	\$1,148,845

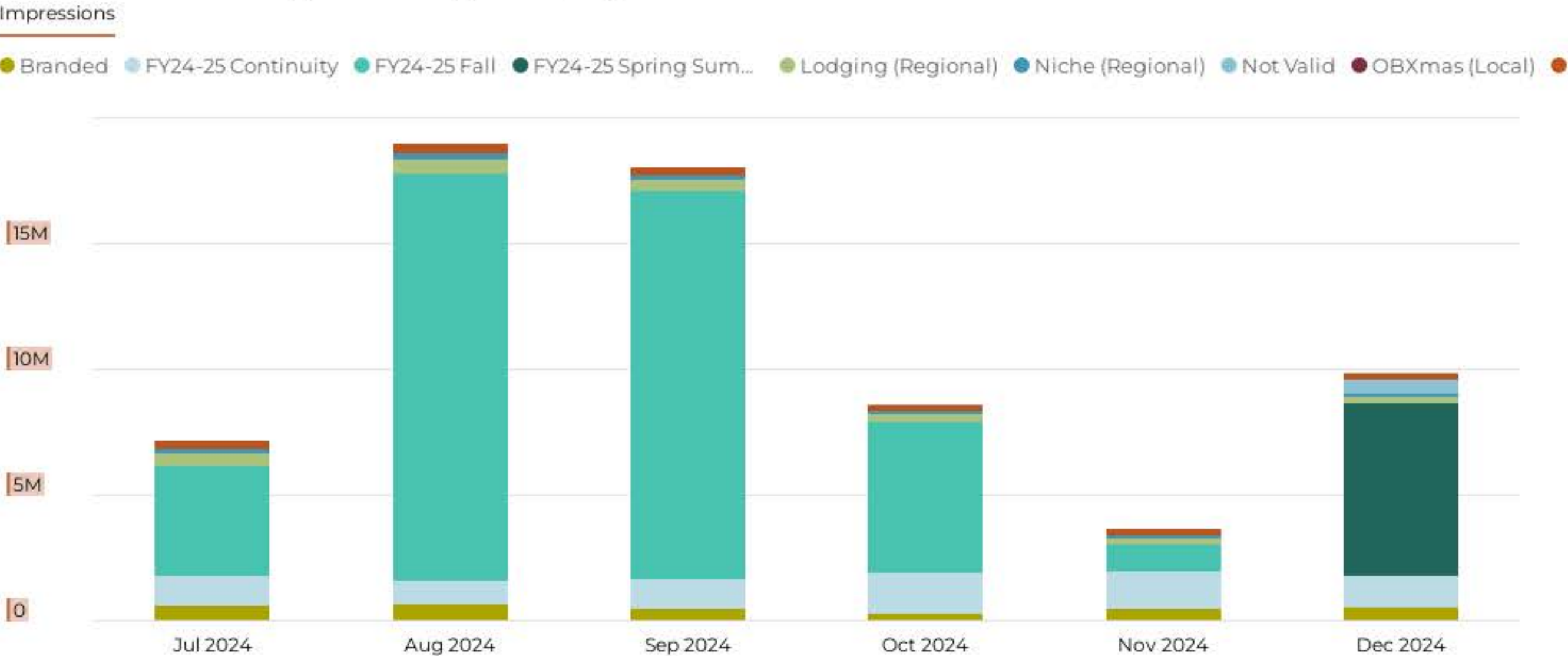
1 - 50 of 50 items

Section IV: HY Managed Media

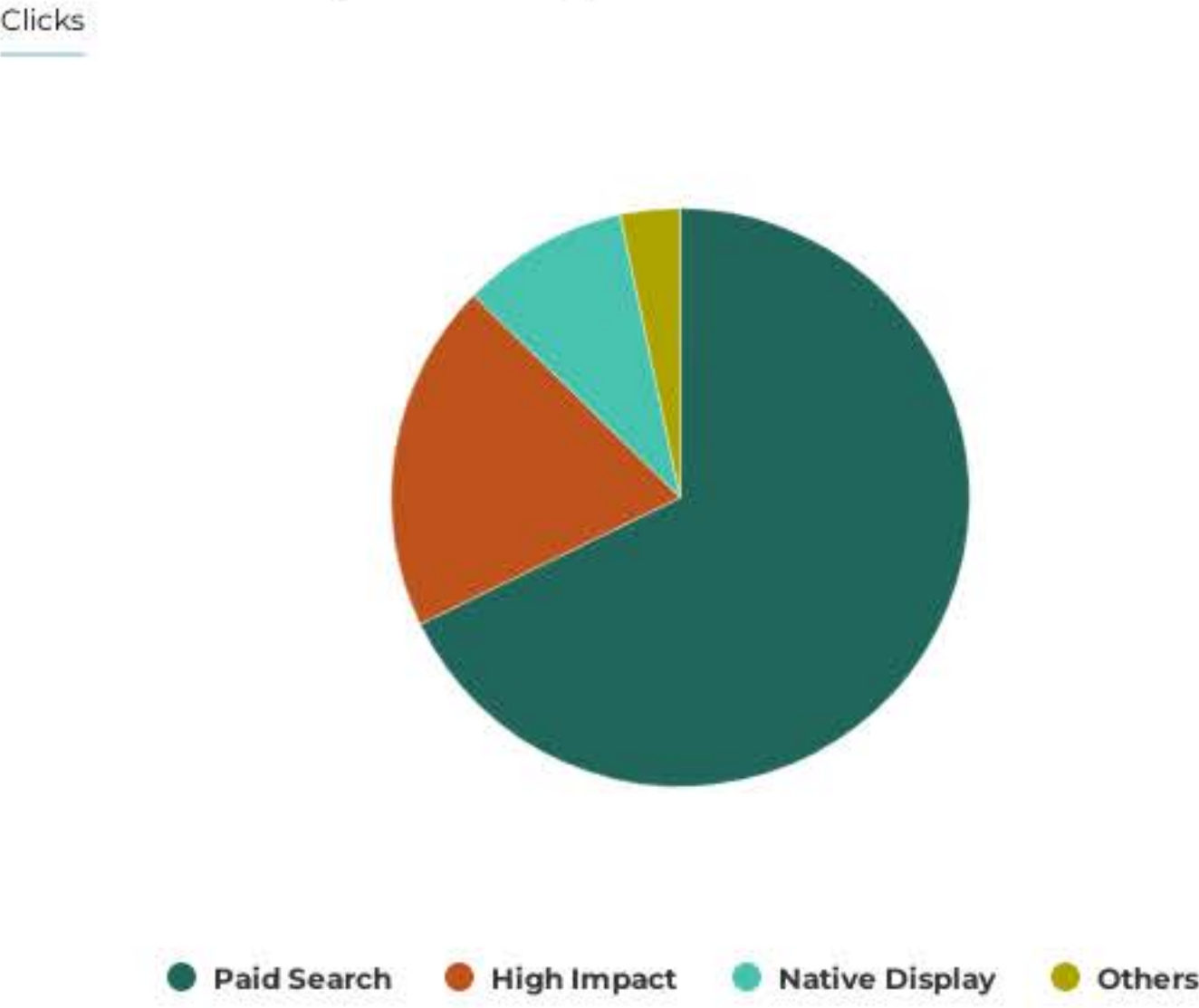
Reviews topline delivery metrics for HY managed paid media campaigns and OBVB's email marketing efforts.

Paid Media Campaigns (HY Managed)

Impression Delivery Trends by Campaign



FYTD: Clicks by Media Type



Native Continuity: Blog/Niche Support

Delivery and Performance by Creative - Month Of

Creative	# Impressions ↓	# CTR	# CPC
OBXmas (December)	264,625	0.30 %	\$1.70
2025 Travel Guide (Decem...	206,469	0.28 %	\$1.82
Getaway Season (Decem...	194,495	0.29 %	\$1.74
Ways to Relax (December)	161,150	0.29 %	\$1.89
Total	826,739	0.29 %	\$1.77

1 - 4 of 4 items

Performance Trends



FYTD: Sends

871,453

(Custom Range: 718,107)

▲21%

FYTD: Open Rate

15.05 %

(Custom Range: 20.25 %)

▼-26%

FYTD: Clicks

17,816

(Custom Range: 20,486)

▼-13%

FYTD: CTR (Opens)

13.63 %

(Custom Range: 14.45 %)

▼-6%

New Subscribers - Month Of

2,012

(Custom Range: 4,920)

▼-59.11% (-2,908)

FYTD: Email Performance Trends

Sends Opens Open Rate CTR (Opens) Bounce Rate



Delivery and Performance by Email Message - Month Of

Message Send Name	# Sends ↓	# Opens	# Clicks	# Open Rate	# CTR (Opens)	# Bounce Rate
December 2024 OBX Email	87,612	13,928	1,247	15.95 %	8.95 %	0.31 %
December 2024 OBX Our Sta...	2,773	573	94	20.67 %	16.40 %	0.04 %
Welcome Email Workflow	1,730	420	105	24.78 %	25.00 %	2.02 %
Art, History and Culture Wor...	269	72	24	26.77 %	33.33 %	0.00 %
Family Workflow 3.0	206	54	14	26.21 %	25.93 %	0.00 %
Foodie Workflow 3.0	194	55	19	28.50 %	34.55 %	0.52 %
Fishing Workflow 3.0	118	31	9	26.50 %	29.03 %	0.85 %
Birding Workflow	118	27	6	22.88 %	22.22 %	0.00 %
Active Vacationer Workflow 3...	83	19	5	22.89 %	26.32 %	0.00 %
Surfing Workflow	81	17	4	20.99 %	23.53 %	0.00 %
Camping/RV Workflow 3.0	75	24	9	32.00 %	37.50 %	0.00 %
Total	93,259	15,220	1,536	16.37 %	10.09 %	0.33 %

Executive Summary

Drive Awareness

KPI: Impressions

Performance As Of:	Dec 2024	Dec 2023	Base Goal	Stretch Goal
Current Month	1,352,617	1,308,611	1,330,386	1,995,578
Cumulative Fiscal	17,503,661	21,250,217	18,738,359	28,107,538
Cumulative % To Target		82%	93%	62%

Drive Intent

KPI: Website Sessions Referred by Social Sources

Performance As Of:	Dec 2024	Dec 2023	Base Goal	Stretch Goal
Current Month	10,403	11,976	11,219	16,829
Cumulative Fiscal	116,486	108,487	119,777	179,665
Cumulative % To Target		107%	97%	65%

Engage

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

Performance As Of:	Dec 2024	Dec 2023	Base Goal	Stretch Goal
Current Month	342,729	550,074	362,249	543,373
Cumulative Fiscal	3,990,202	5,458,032	4,664,332	6,996,499
Cumulative % To Target		73%	86%	57%

Convert

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

Performance As Of:	Dec 2024	Dec 2023	Base Goal	Stretch Goal
Current Month	311	1,527	629	1,007
Cumulative Fiscal	6,221	7,323	5,970	9,552
Cumulative % To Target		85%	104%	65%

Key Messaging:

- Reflecting on 2024
- OBX Promise
- Shipwreck

Performance Overview:

- Performance volume remained low in December in correlation with a planned decrease in budget allocation during the holiday season.
- Though trending below the cumulative goal, impressions exceeded base goal projections and December 2023 performance.
- Traffic and engagements performed just shy of monthly goal. Traffic performance improved over November as ad performance started to normalize after the holiday season. Engagement performance is expected to increase with the upcoming promotion of the Outer Edge video series.
- Organic visibility increased in December over the fiscal average with increases in impressions generated by organic posts on Instagram and TikTok.
- The timely shipwreck post proved to be one of the most effective pieces of organic content published in the last year. The post was heavily shared and saved, generating over 55K organic impressions.

Next Steps & Recommendations:

- Outer Edge content will begin to launch in January.
- Increased budget and promotion of the 2025 Travel Guide will kick in next month as well.
- Due to high performance, the shipwreck post will be boosted in January and another post in February will feature the shipwreck.
- New OBX Promise content tactic will be implemented in January.

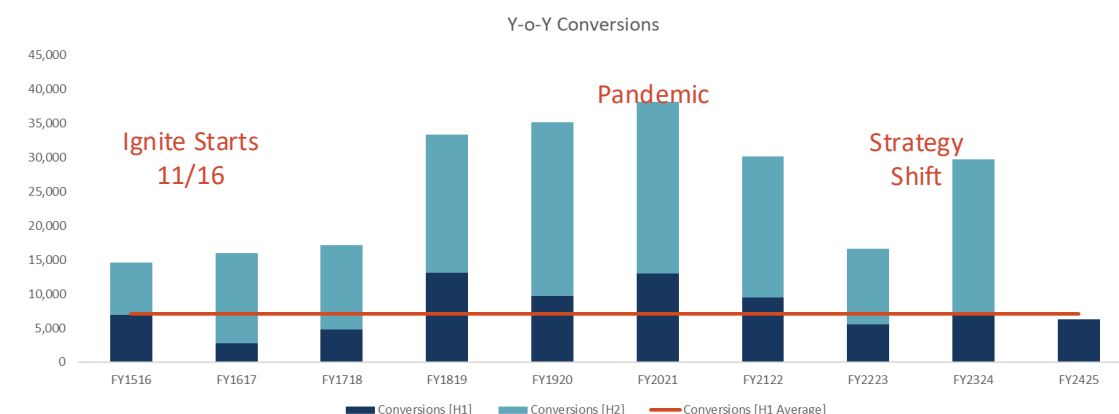
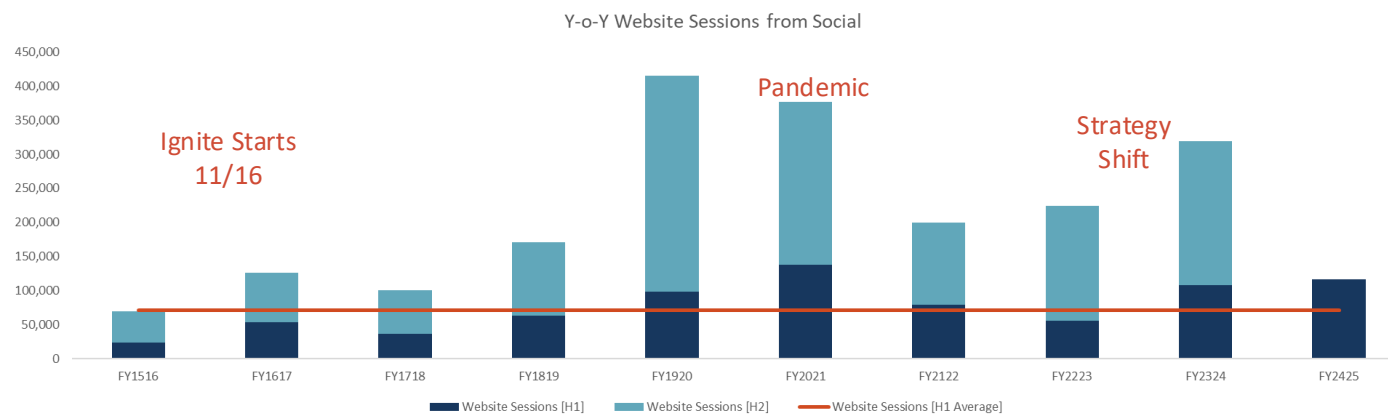
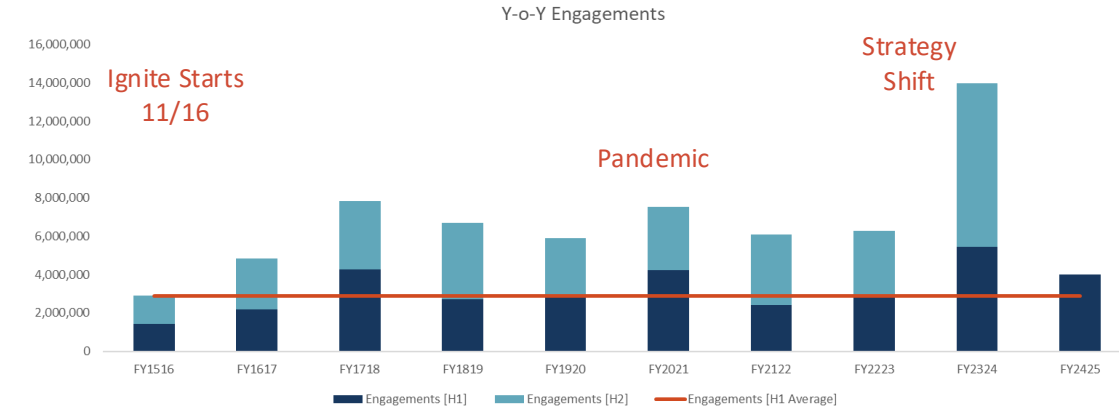
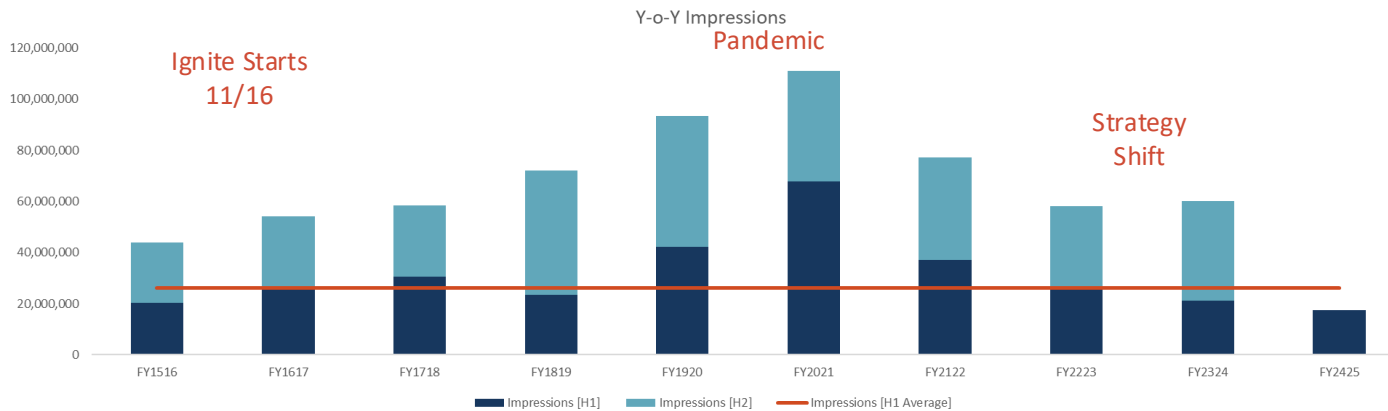


OBX Social Performance FY15/16 – FY23/24

H1: July – December

H2: January - July

FY2425 data pictured below represents July 2024 – December 2024

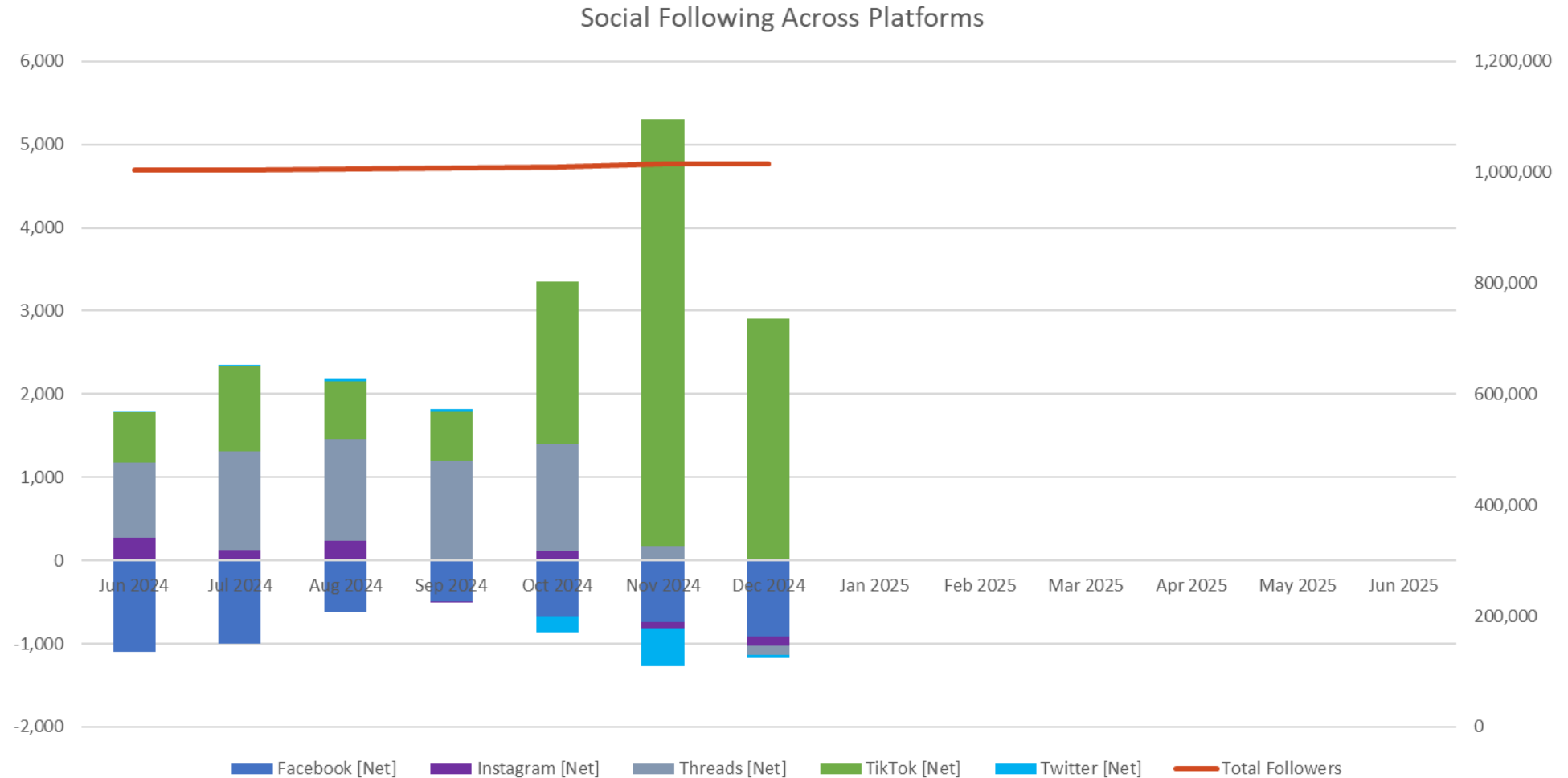




Engage - Community Growth

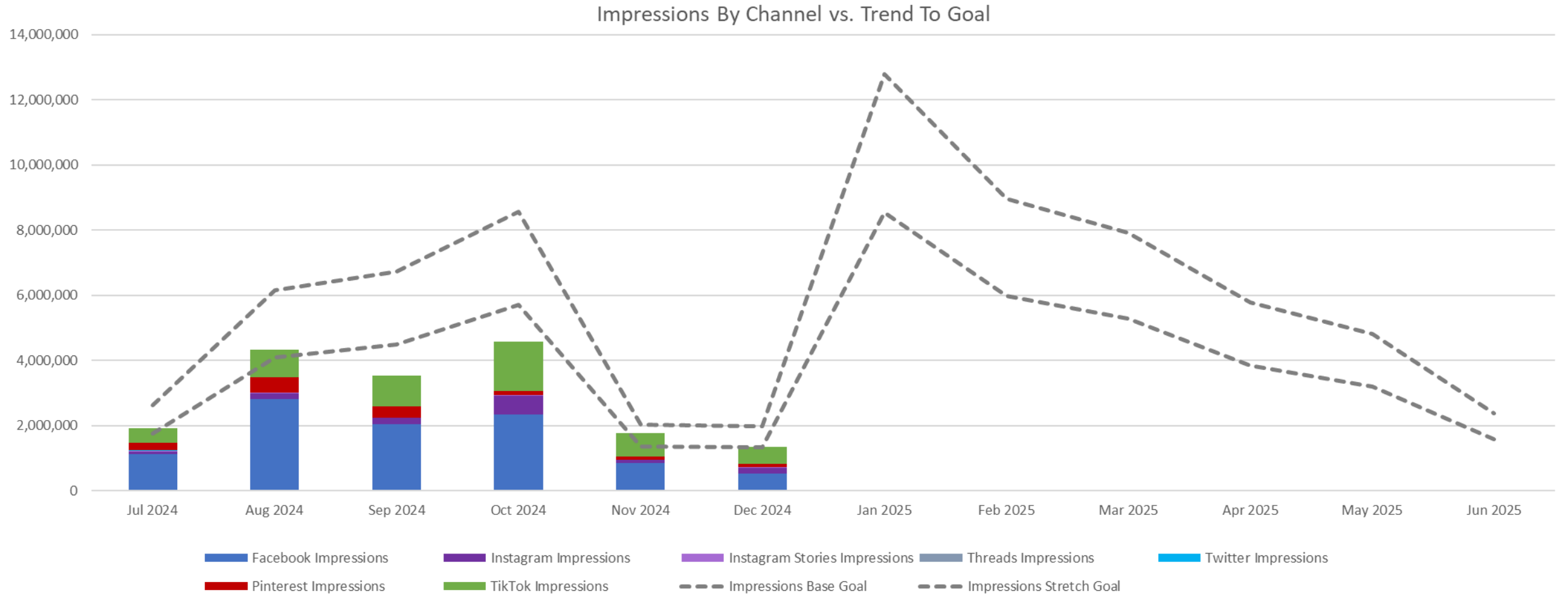
Highlights:

- TikTok continued to show the strongest growth while other platforms experienced attrition, as is currently common across other pages and industries.





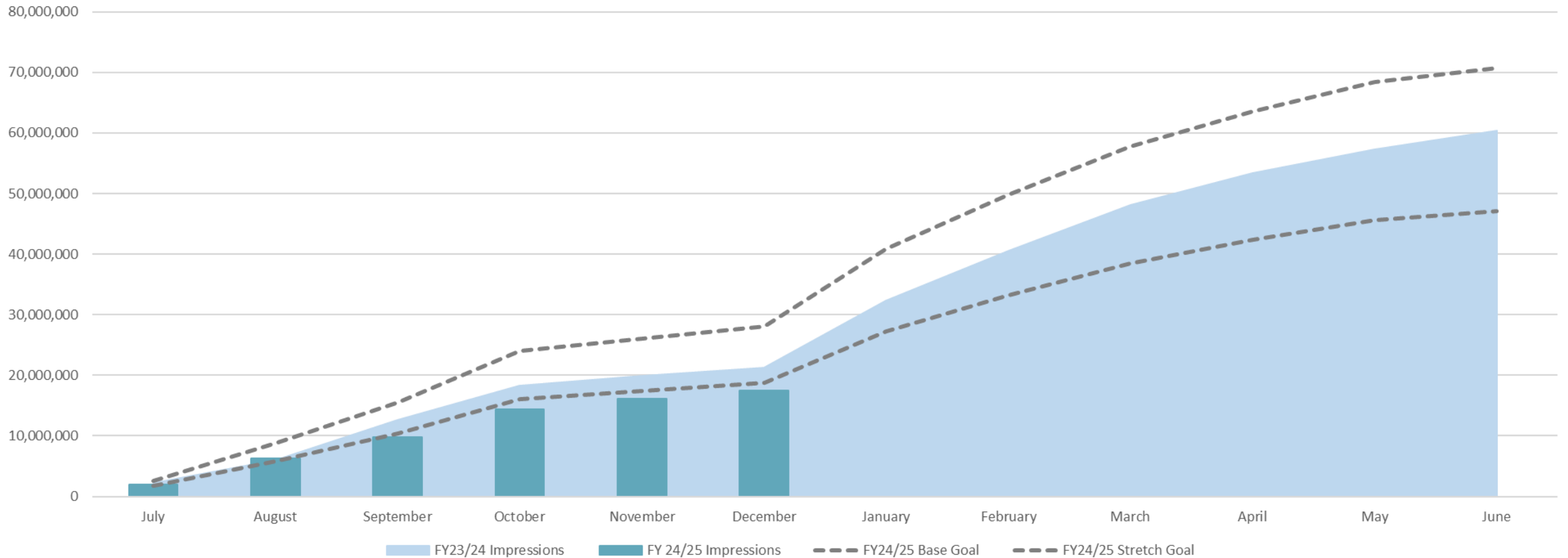
Connect M-o-M





Connect [Cumulative Performance]

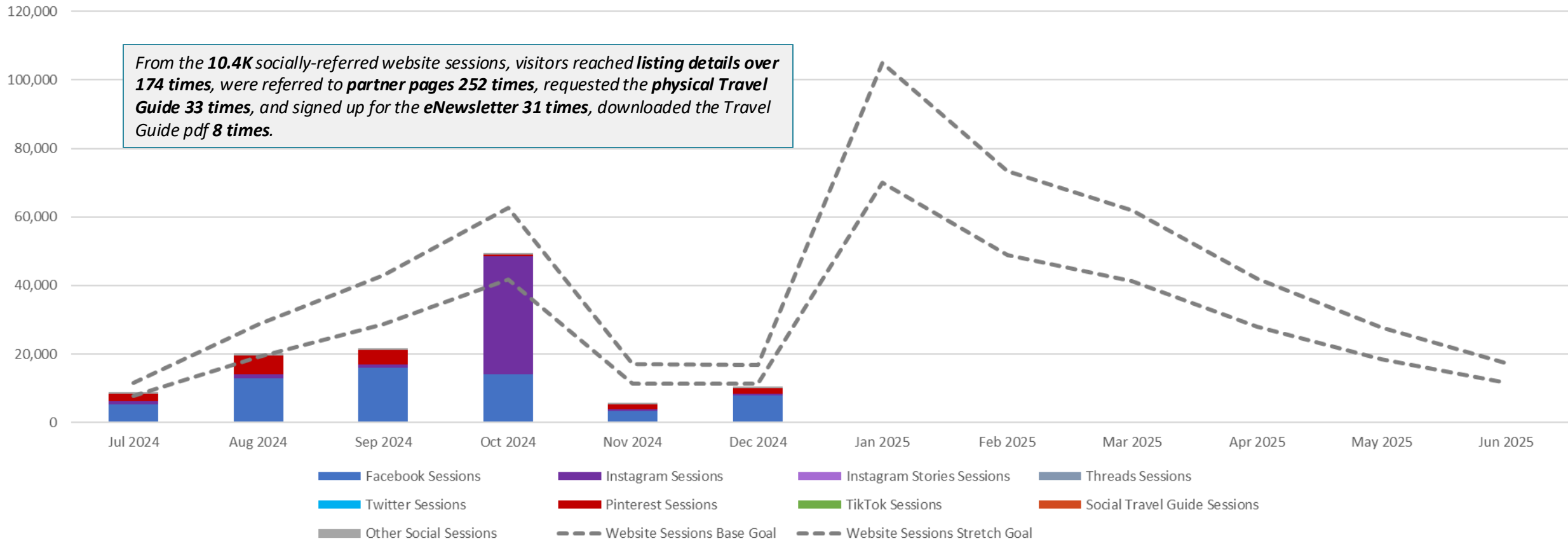
Cumulative Impressions Performance To Goal





Drive Intent

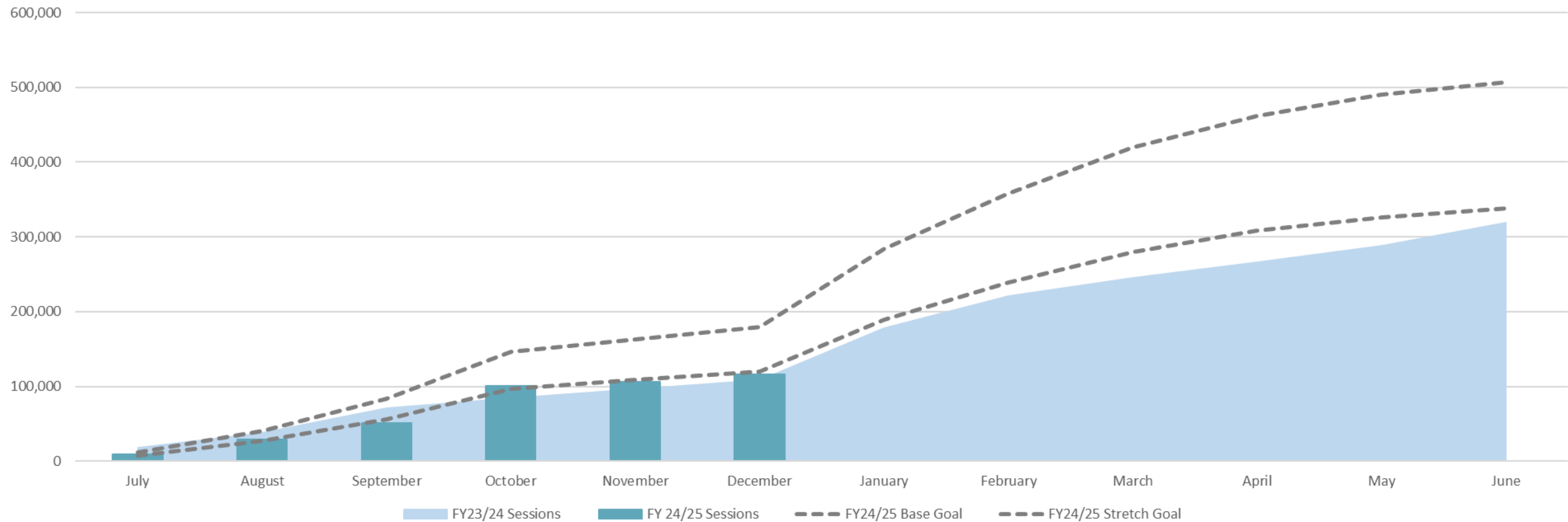
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

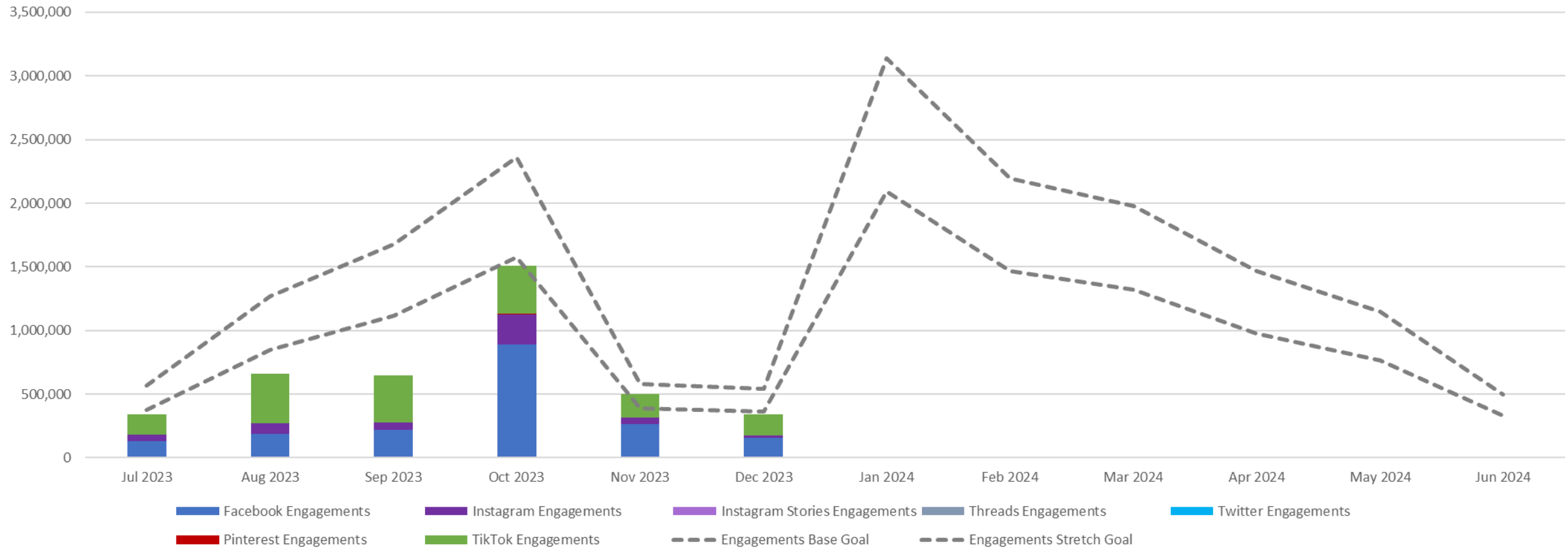
Cumulative Website Sessions Referred from Social Channels Performance To Goal





Engage

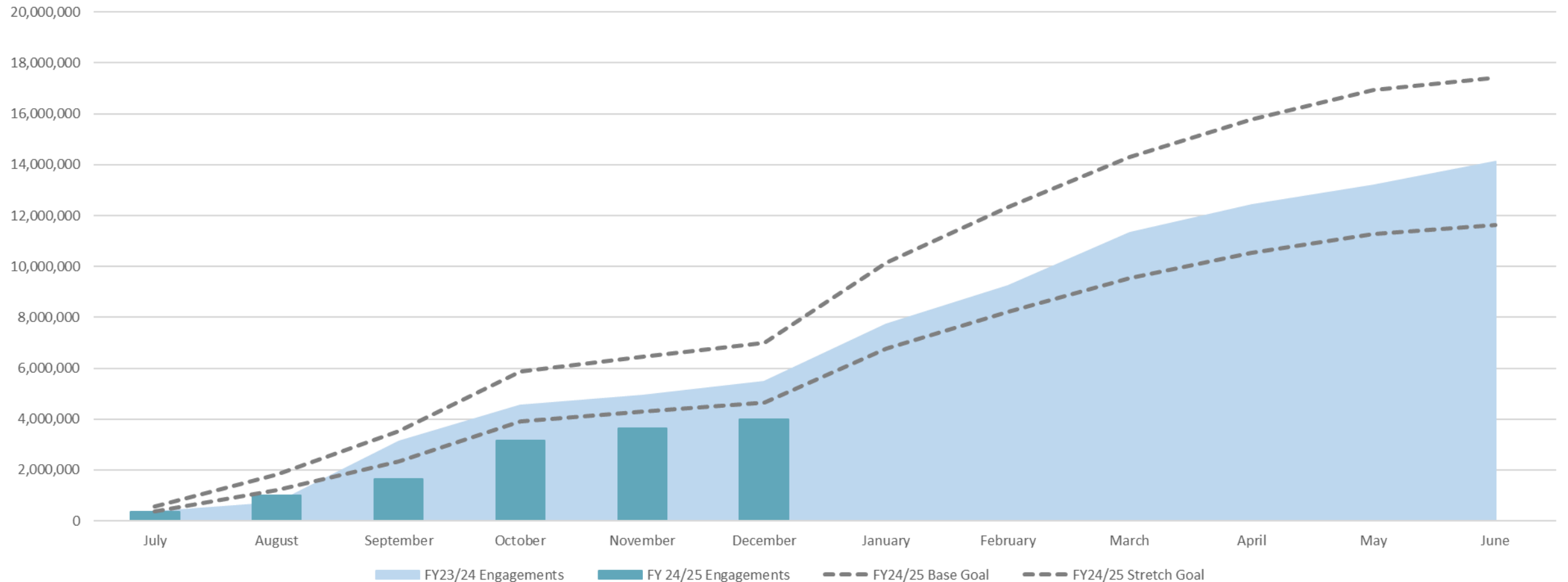
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

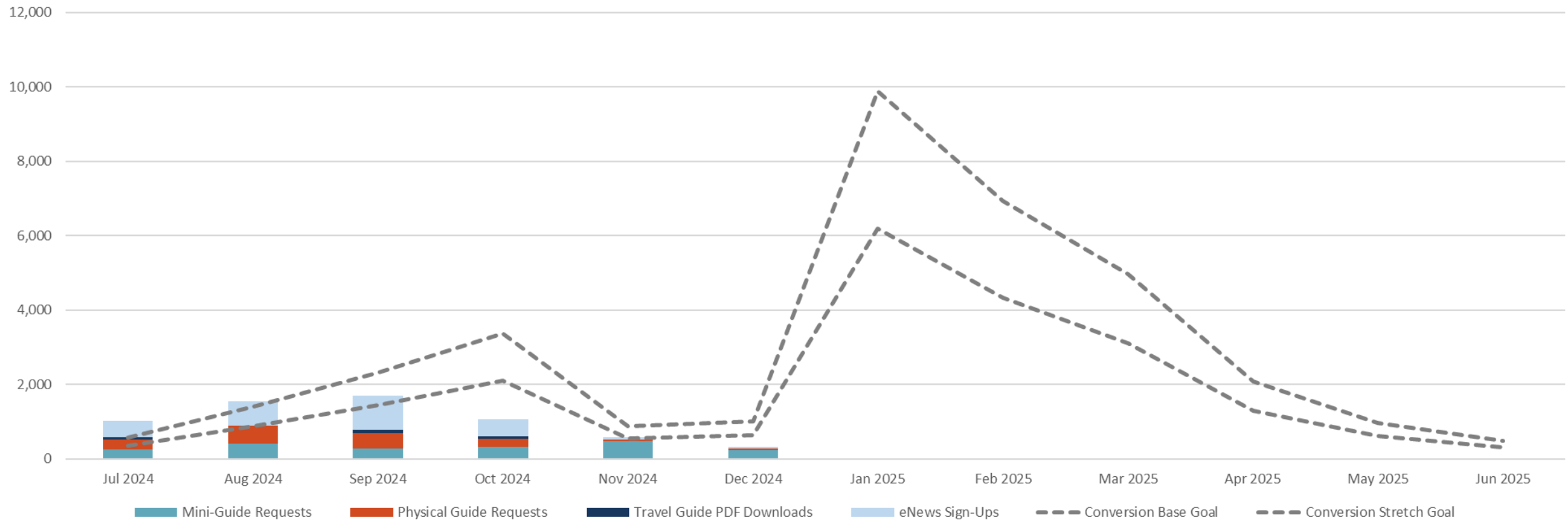
Cumulative Engagements Performance To Goal





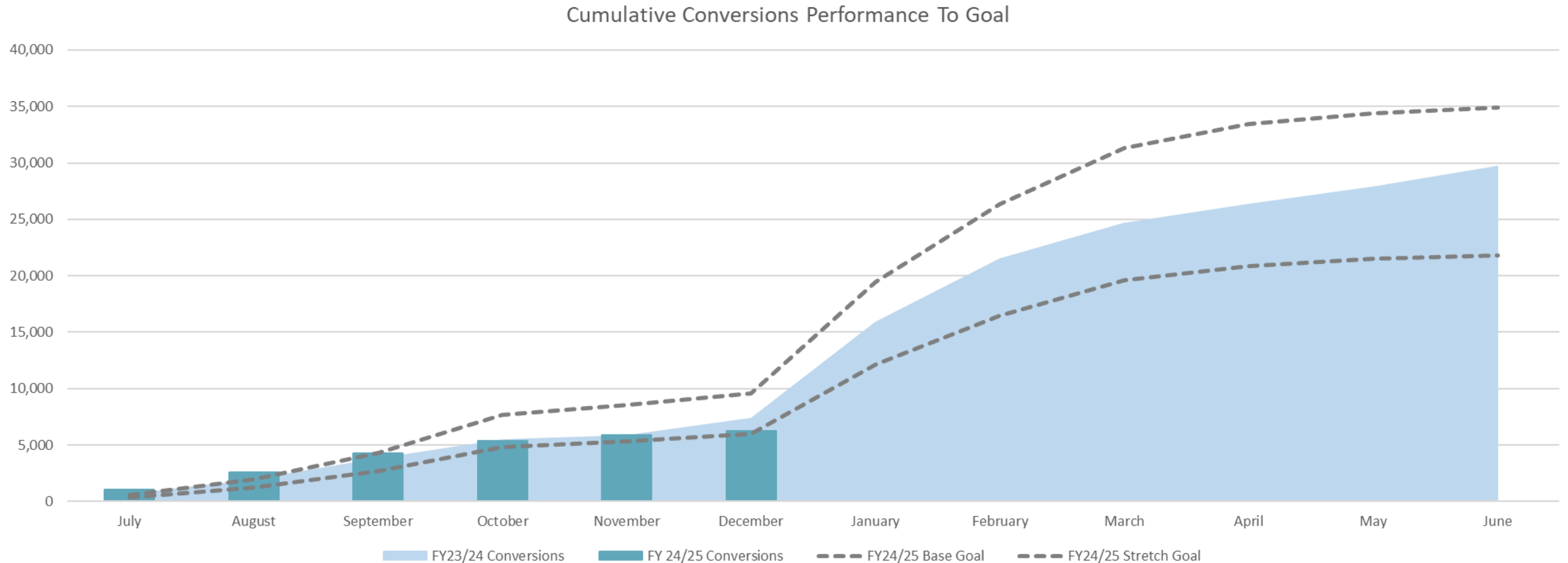
Convert

Conversions By Type vs. Trend to Goal





Convert [Cumulative Performance]



Outer Banks Long-Range Tourism Management Plan (LRTMP)

The Dare County Tourism Board Special Committee met on Wednesday, January 8, 2025. As the first meeting of the new year, the committee reflected on 2024 accomplishments before spending a majority of its time focused on establishing priorities and goals for the upcoming year.



Areas of focus and discussion included:

- Expanding Outer Banks Promise marketing, communications and engagement
- Growing community engagement tactics with the goal of sharing updates and receiving feedback from residents and property owners, including our younger population of students and workers
- Exploring ways to grow our Voluntourism initiative
- Revisiting resident and visitor engagement sentiment surveys
- Increasing community engagement activity on Hatteras Island
- Supporting and promoting existing local environmental stewardship efforts
- Collaborating with local stakeholders to gain a better understanding of accessibility efforts and related inventory in Dare County and enhancing the awareness and communication of that access
- Identifying subject matter experts related to the four primary goals of the LRTMP to educate the committee, industry partners and the community on these issues and opportunities.
- Continuing to identify local councils, commissions and organizations whose work overlaps with the LRTMP and invite collaboration and support of those efforts.
- Exploring ways to better measure the committee's progress with the LRTMP so that it can be shared with community stakeholders.

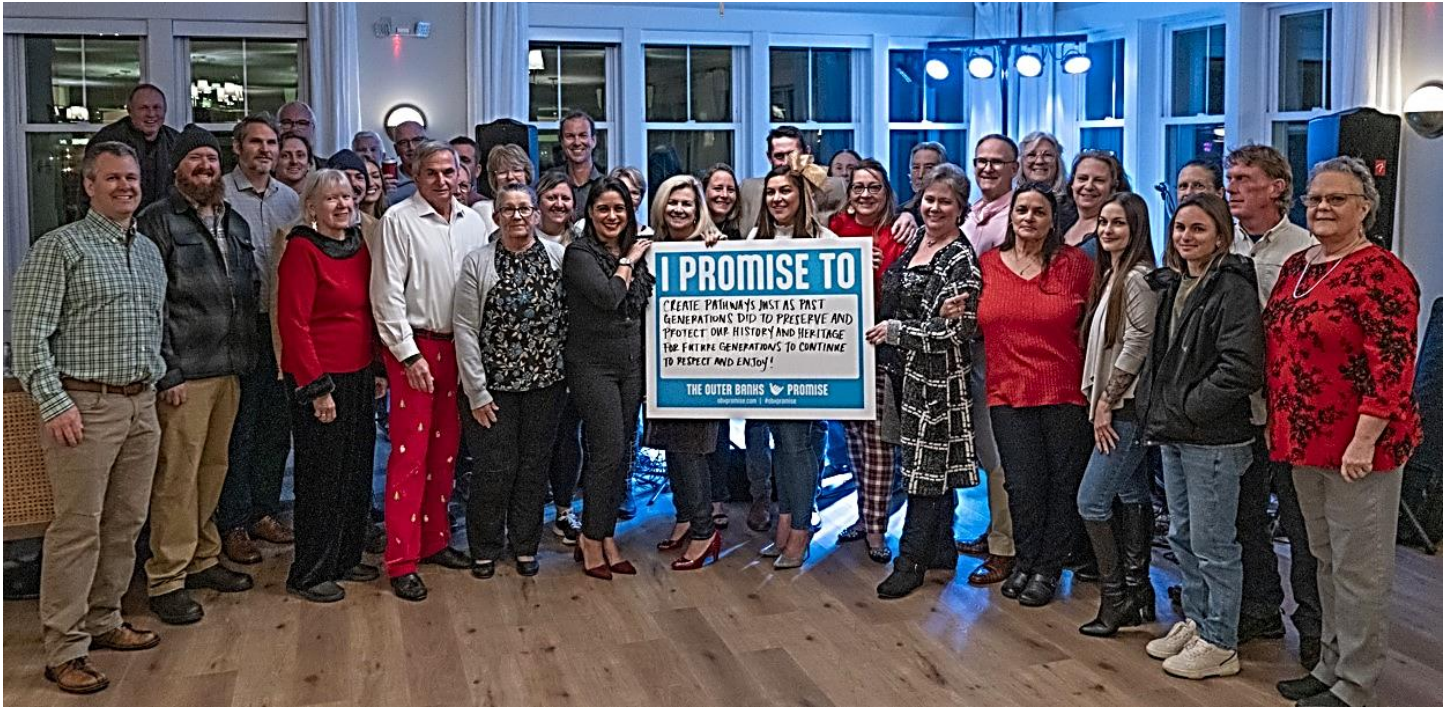
SAVE THE DATE: TourismNext: OBX Student Summit *(in collaboration with Dare County Schools)*

Wednesday, March 5, 2025 at Jennette's Pier, Nags Head (9:00am-2:00pm)

The next LRTMP Special Committee meeting will be held on **Wednesday, February 12, 2025** at 9:00 am at the Outer Banks Visitors Bureau administrative offices in Manteo.

The Outer Banks Promise Partner Spotlight: Midgett Realty

At its annual meeting in December, [Midgett Realty](#) collectively made [The Outer Banks Promise](#). A pillar of Hatteras Island hospitality for over 60 years, the company's Promise reflects on its past to preserve the future. **"Our Outer Banks Promise is to create pathways – just as past generations did – to preserve and protect our history and heritage for future generations to continue to respect and enjoy."** We encourage other area businesses, groups and associations to share their commitment to enhancing stewardship in our community. To learn more, contact Jeff Schwartzenberg, Community Engagement Manager, at community@outerbanks.org.



A Look Ahead: Q1 2025 Community Engagement and Stakeholder Outreach

January 8-10 – 'The Outer Edge' Premieres (Kill Devil Hills, Manteo, Buxton)

January 10 – Outer Banks Association of Realtors Podcast (The Outer Banks Promise)

January 13 – Outer Banks Restaurant Association Meeting (LRTMP/The Outer Banks Promise)

February 8 – LRTMP Special Committee Meeting (9:00am, OBVB Administrative offices)

February 18-20 – Partnership and Community Engagement Forum – Cincinnati, OH

March 5 – TourismNext: OBX Student Summit (in collaboration with Dare County Schools)

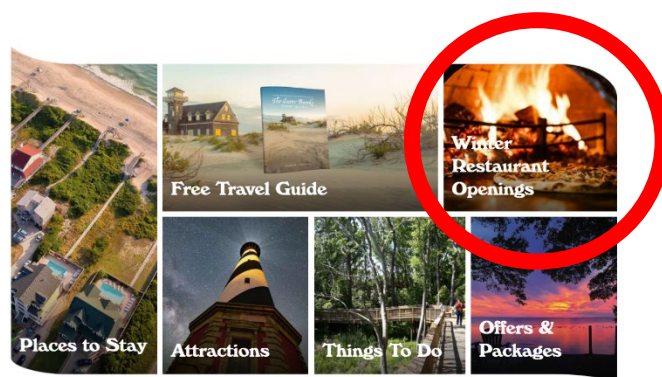
TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – JANUARY 2025

TOURISM SALES | Future Trade Show Dates and Locations:

- February 1-4, 2025: American Bus Association Annual Marketplace, Philadelphia, PA
 - April 6-8, 2025: Visit NC 365, Hickory, NC
 - June 14-18, 2025: US Travel's IPW, Chicago, IL
-

Industry Relations: Restaurant Fall | Winter Hours:

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



SAVE THE DATE: OBX Soft-Shell Week | May 12 – 17, 2025:

The Bureau staff is once again shining a spotlight on one of the Outer Banks' most cherished delicacies: softshell crabs. During this weeklong event, many restaurants will showcase their unique takes on softshell crab dishes. Patrons are invited to savor the flavors and vote for their favorite OBX Softshell dish from participating establishments. Last year the event saw 30 participating restaurants spanning from Duck, NC down to Cape Hatteras and Roanoke Island, with a total of 838 votes cast. Our goal this year is to get at least 35-40 participating restaurants to include a few on Hatteras Island.



“The Fun Starts When the Shell Comes Off”

The Soundside Event Site | 2025 Calendar Attached:

We've added two new car/truck shows for 2025. Please let us know if you should have any questions.

2025 Soundside Event Site Schedule					
Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Attendees	Event Planner	Site Reserved
Soundside Winter Market	Saturday, March 22, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Saturday, March 22, 2025
Outer Banks Bronco Beach Bash	Saturday April 12 - Sunday, April 13, 2025	10:00am - 5:00pm	550 participants	Brad Hoffman - 443-366-5944	Friday, April 11 - Sunday, April 13, 2025
Soundside Market	Saturday, April 19, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Saturday, April 19, 2025
OBX Rod and Custom Festival	Friday, May 2- Saturday, May 3, 2025	10:00am - 6:00pm	750-1000	Michael Tillett -252-305-5789	Monday, April 28 – Monday, May 5, 2025
Sumospeed Beach Bash	Saturday, May 31, 2025	11:00am - 6:00pm	1000- (Not all at one time)	Nick Gressley - 757-681-2563	Saturday, May 31, 2025
Soundside Fun Fair	Thursday, June 5-Sunday, June 8, 2025	5:00pm - 10:00pm	4000 - over all the event day; about 800 per night	Jody Caldwell - 757-620-8204; Sara Sampson-252.441.0614 x2	Tuesday, June 3 – Monday, June 9, 2025
Soundside Market	Wednesday, June 18, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 18, 2025
Soundside Market	Wednesday, June 25, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 25, 2025
Soundside Market	Wednesday, July 2, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 2, 2025
Soundside Market	Wednesday, July 9, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 9, 2025
Soundside Market	Wednesday, July 16, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 16, 2025
Soundside Market	Wednesday, July 23, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 23, 2025
Soundside Market	Wednesday, July 30, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 30, 2025
Soundside Market	Wednesday, August 6, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 6, 2025
Soundside Market	Wednesday, August 13, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 13, 2025
Soundside Market	Wednesday, August 20, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 20, 2025
OBX Multi-Hull Sailfest (tentative)	Friday, September 5 - Sunday, September 7, 2025	9:00am - 5:00pm	200	Hardy Peters - 252-489-3491	Thursday, September 4 - Sunday, September 7, 2025
OBX Jeep Invasion	Friday, September 19 - Saturday, September 20, 2025	9:00am - 5:00pm	1000 (not all at one time)	Steve House - 252-305-9258	Thursday, September 18 - Sunday, September 21, 2025
Garage Band Charities Cruise	Saturday, October 4, 2025	10:00am - 5:00pm	250-500	Michael Tillett -252-305-5789	Friday, October 3 - Sunday October 5, 2025
Outer Banks Seafood Festival	Saturday, October 18, 2025	10:30am - 6:00pm	8000-10000 (Not all at one time)	Karen Brown - 252-564-2852	Tuesday, October 14-Wednesday, October 22, 2025
OBX Brewtag	Saturday, October 25, 2025	11:00am - 6:00pm	2000-3000	James Kahle - 252.305.0005	Thursday, October 23-Monday, October 27, 2025
OBX Show Fest	Friday, November 8 - Satuday, November 9, 2025	9:00am - 5:00pm	1000	Eric Czap - 910.398.5011	Friday, November 8 - Sunday, November 10, 2025
Soundside Holiday Market	Sunday, November 23, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 23, 2025
Soundside Holiday Market	Sunday, November 30, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 30, 2025
Soundside Holiday Market	Sunday, December 14, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, December 14, 2025

PUBLIC RELATIONS REPORT: January 2025

BEST LISTS

US News | 2025 Rankings

Best Family Beach Vacations in the USA: #2 Outer Banks

Best Family Summer Vacations (Globally): #3 Outer Banks

Best Family Vacations in the USA: #14 Outer Banks

Best US Beaches: #9 Outer Banks

Best Summer Vacations in the USA: #9 Outer Banks

PRESS RELEASES

***The Outer Edge* Tribute to the Outer Banks People and Place Premieres Jan 8-10, 2025 (Dec 16, 2024)** Outer Banks Visitors Bureau Shares Special Preview Screenings with Local Audiences

Outer Banks Non-Profits and Towns Receive \$1.16 Million in Tourism Impact Grant Awards (Jan 3, 2025) Dare County Tourism Board Funding to Enhance Safety, Mobility, Sustainability and Preservation in Dare County

EARNED MEDIA

Forbes | Jan 2025 “For Stargazing and Northern Lights Viewing, these Trips Are Tops Aaron worked with writer Rebecca Deurlein, hosting a press visit to the Outer Banks in June 2024. Rebecca has written a few articles before and since her visit. “Winter in the Outer Banks draws the eyes to the skies for incredible stargazing.”

Triple Pundit | Dec 2025 “Slowly but Surely, the Outer Banks is Changing the Way It Looks at Tourism” Aaron helped arrange an interview with Executive Director Lee Nettles for this story that shares the new direction that the sustainable marketing and management of the destination is being led in part by the Outer Banks Visitors Bureau.

MEDIA EVENTS

International Media Marketplace (IMM) North America | Jan 21-24, 2025 Hosted by TravMedia, IMM is the first major marketplace of the year connecting public relations professionals with traditional journalists and social media influencers for an exchange of what's new in our destinations with what trends the media is looking for to share with their audiences.

Destinations International | Feb 3-7, 2025 Aaron is attending a PR and Communications track as part of a global marketing conference to discuss best practices and new trends in outreach to the media and public.

FOR IMMEDIATE RELEASE
Contact: Aaron Tuell
Public Relations Manager
Email: tuell@outerbanks.org
Phone: 252.305.2137

***The Outer Edge* Tribute To The Outer Banks People And Place Premieres January 8-10, 2025**

Outer Banks Visitors Bureau Shares Special Preview Screenings With Local Audiences
Across Three Islands.

MANTEO, N.C. (December 16, 2024) — The Outer Banks Visitors Bureau announces the public unveiling of *The Outer Edge* video series celebrating the people and nature that make the Outer Banks community and culture so special. A year in the making, the Outer Banks Visitors Bureau is holding three local premieres beginning on January 8 at the [R/C Kill Devil Hills Movie 10](#), followed by a January 9 showing at [The Pioneer Theater](#) in Manteo, then on January 10 at [Cape Hatteras Secondary School](#) in Buxton. Doors open at 6 p.m. all three nights with a showtime of 6:30 p.m. and a run time of approximately one hour. Please follow the corresponding links to reserve your free ticket(s) as seating is limited. "We're really proud of this project as part of a greater commitment to change the way in which we promote the Outer Banks, celebrating and working with the local community," explains Lee Nettles, Executive Director. "This series feels more like a set of short films in the way they have been produced, with local residents as the stars."

The *Outer Edge* is a collection of six videos calling attention to elements of living on and loving the Outer Banks, showcasing what the people do to care for the islands and conversely, what the islands do for those who emotionally invest in them. Patrons to the premieres will see locals who live their passions through photography, commercial fishing, boat building, locally created products, parsing the weather and spreading the grassroots music scene. "We invite everyone who loves the Outer Banks to come out to this first look screening, from those who were featured in the project themselves to the folks who want to get to know the Outer Banks Visitors Bureau better," says Nettles. "We also used local videographer and photographer production talent in the telling of our community story. It's our hope that we can all take a little pride in what they have to say and what the series collectively shows the world about where we live." [Watch the trailer here.](#)

About the Outer Banks Visitors Bureau

The Outer Banks Visitors Bureau is the official tourism authority for Dare County, North Carolina, encompassing the towns of Duck, Southern Shores, Kitty Hawk, Kill Devil Hills, Nags Head, Manteo and the islands of Roanoke and Hatteras. The bureau promotes sustainable tourism while preserving the natural beauty and cultural heritage of North Carolina's barrier islands. outerbanks.org

###

FOR IMMEDIATE RELEASE
Contact: Aaron Tuell
Public Relations Manager
Email: tuell@outerbanks.org
Phone: 252.305.2137

Outer Banks Non-Profits and Towns Receive \$1.16 Million in Tourism Impact Grant Awards

*Dare County Tourism Board Funding to Enhance Safety, Mobility,
Sustainability and Preservation in Dare County*

Manteo, NC (January 3, 2025) – On December 2, the Dare County Tourism Board finalized awards of \$1.16 million for twelve local non-profit organizations and governmental entities. The [Tourism Impact Grants](#) are for programs and services needed due to the impact of tourism. The expenditures received the unanimous consent of the Dare County Commissioners at its December meeting.

Sponsored annually by the Dare County Tourism Board, these grants may include, but are not limited to, multi-use paths, beach accesses, environmental sustainability initiatives and capital projects at cultural and historical attractions.

“Our Tourism Impact Grants are an example of how we can leverage the power of tourism to enhance the quality of life for our residents and quality of place for our visitors, helping to protect our natural environment and preserve our rich history and culture,” notes Lee Nettles, Executive Director of the Outer Banks Visitors Bureau. “Since 1993, the Dare County Tourism Board’s restricted fund grants have supported 221 awards to 47 local non-profits and municipalities, resulting in \$19.54 million for programs and services that provide a tangible and sustained benefit for our community.”

The projects that were approved as part of the 2024-25 Tourism Impact Grants funding process include:

- Replacing two public access boardwalks on Antillas Road and Gull Cry in Avon.
- Restoring the western facade of the 1874 Chicamacomico Life-Saving Station.
- Printing panels to interpret various installations to celebrate Dare Arts’ 50th anniversary.
- Constructing 10 trail markers at Jockey’s Ridge State Park to serve as points of interest for guests to learn more about the park as they view different sites.

About Dare County Tourism Board Grants

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 (September 7 to June 15). In addition, the Board offers other funding opportunities through its Restricted Fund Grants, including Tourism Impact Grants and Long-Term Unappropriated Grants, supporting programs or services needed due to the impact of tourism. For guidelines, applications and a list of past grant awards, please visit outerbanks.org/grants.

About the Outer Banks Visitors Bureau

The Outer Banks Visitors Bureau is the official tourism authority for Dare County, North Carolina, encompassing the towns of Duck, Southern Shores, Kitty Hawk, Kill Devil Hills, Nags Head, Manteo and the islands of Roanoke and Hatteras. The Bureau promotes sustainable tourism while preserving the natural beauty and cultural heritage of North Carolina's barrier islands. Learn more at outerbanks.org.

###

RECENT TOURISM IMPACT GRANTS AT WORK:



The Town of Duck received a Tourism Impact Grant in 2021-22 to enhance mobility through the installation of bike lanes and sidewalks as part of a larger Living Shoreline and Coastal Resiliency initiative. The project recently received an award in the Sustainability & Resilience category from the North Carolina Chapter of the American Planning Association.



The Town of Nags Head received a Tourism Impact Grant in 2021-22 to enhance the Epstein Street public beach access. The renovated space, which reopened to the public in May 2024, features modernized restrooms and showers (including improved accessibility features), enhanced changing areas and additional storage space for Nags Head's Ocean Rescue team.

FORBES > LIFESTYLE > TRAVEL

For Stargazing And Northern Lights Viewing, These Trips Are Tops

When and where can you find the most epic stargazing and unparalleled views of the aurora borealis? These destinations offer some of the best looks at the jewels of the night sky.

Rebecca Deurlein Contributor

Rebecca Deurlein is an award-winning travel writer.

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Jan 1, 2025, 07:00am EST



Views of the Northern Lights are nothing less than epic when seen over the Icelandic landscape. PA IMAGES VIA GETTY IMAGES

It's a new year, and winter trips are in full swing, bringing dark, starry nights; crisp air; and the dance of the Northern Lights... if you know where to go. Below are three top-ranked destinations with the best stargazing and aurora borealis viewing around. So escape the city in 2025 and head to these off-the-beaten-path locales where nature puts on a nightly show that will never disappoint.

edible glitter; and a star map with your name and date to take home as a keepsake.

And definitely take advantage of Hotel Ranga's Northern Lights wake-up call. You'll be alerted when the aurora borealis makes an appearance, so you'll never have to miss the magic.

Hotel Ranga is centrally located in the popular South Coast region of Iceland. It's a 5 Star resort serving three meals a day in the onsite restaurant, has one of the largest selections of whiskey at its lobby/restaurant bar, and staff can arrange all your tours with pickup at the hotel.

Montana Brings Big Sky Views, Even At Night



Medicine Rocks State Park in Carter County, Montana, is the perfect location for epic stargazing. AMY JIMMERSON

Montana, with its pure air and open land, offers a variety of dark sky viewing locations, including two International Dark Sky Sanctuaries: Glacier National Park and Medicine Rocks State Park. Lack of light pollution creates crystal clear opportunities to see planetary life you may never have seen before.

Be sure to visit the Montana Learning Center near Helena. The center is home to the largest publicly accessible telescope in the state, giving you unobstructed views of the cosmos. It also hosts camps and classes for both adults and

stargazing world. The Milky Way can be seen without a telescope, with greatest clarity coming in March. With a telescope, you'll be able to see up to seven planets from the Outer Banks.

The Outer Banks are easy to navigate, giving you the freedom to explore night viewing from various islands. You can even apply for an off-road permit that will allow you to drive on certain beaches – the wide open expanse of the beach and the ocean will better your chances of seeing it all.

And bonus, you may even get lucky and catch a rocket launch from nearby Wallops Island Flight Facility in Virginia, something that will truly propel your stargazing experience far into space.

Take advantage of these dark skies, soak in the Northern Lights, study constellations, and make a wish on a falling star. At these locations, you're sure to get the best stargazing experiences and create memories you'll never forget.

MORE FROM FORBES

Discover Sustainable Travel Around The Globe On These Green Getaways

By Rebecca Deurlein



This Winter, Embark On A Small-Ship Cruise In The Mediterranean

By Rebecca Deurlein



FORBES

How To Find Last-Minute Hotel Deals

By Rebecca Deurlein



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Rebecca Deurlein

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Slowly but Surely, the Outer Banks is Changing the Way It Looks at Tourism



For decades, North Carolina's Outer Banks aimed to attract as many tourists as possible to its picturesque shores. As the chain of islands experiences an incredible influx of visitors, and the environmental and social impacts that come with it, locals are looking to a new approach to tourism.

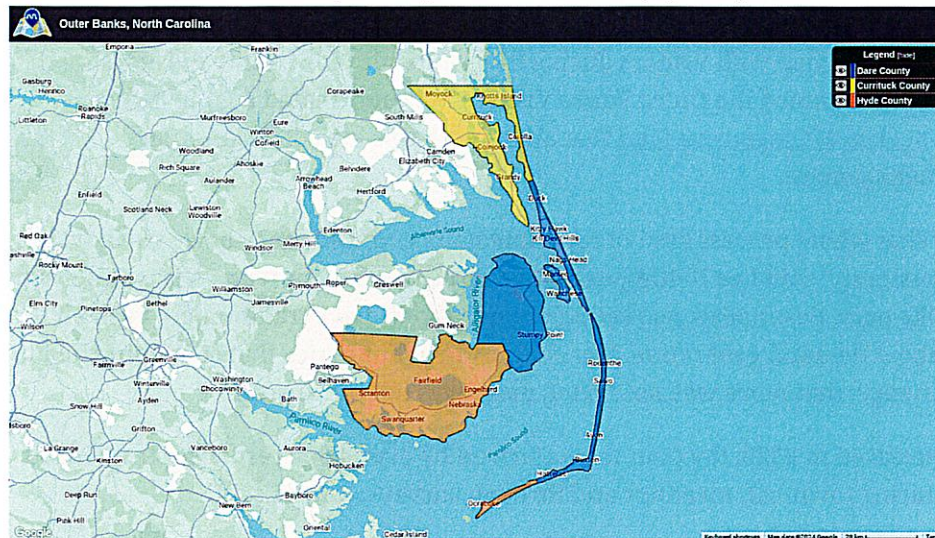
DEC 05, 2024 By Taylor Haelterman



Corolla, a community in the northern Outer Banks, bordered by the Currituck Sound on one side and the Atlantic Ocean on the other. (Image: Taylor Haelterman)

Like most tourism destinations, North Carolina's Outer Banks spent decades trying to attract as many visitors as possible. While more and more people flock to its beautiful beaches, historical sites, and thousands of vacation homes, locals question if the advertising was too successful.

"For years and years and years, the tourism industry as a whole was really, really focused on marketing," said Whitney Knollenberg, associate professor and extension department specialist in tourism at North Carolina State University. "The paradigm that the industry followed was 'heads and beds.'"



The three counties that make up North Carolina's Outer Banks, Currituck, Dare and Hyde, also extend to the mainland. (Click to enlarge)

Visitation has exploded since the COVID-19 pandemic. Dare County alone reported a [40 percent](#) increase in visitor occupancy at the end of the peak tourism season in September 2020 compared to a year earlier and marked another increase of almost 15 percent the following year.

"We are at insane levels of occupancy. I'm talking in 2021, they were at 97, 98 percent occupancy," Knollenberg said. "Which means even if you wanted to come to the Outer Banks, you couldn't because there's no place for you to stay."

Occupancy numbers in Dare County leveled out after that, then decreased by nearly [12 percent](#) this year. But the county is still seeing hundreds of thousands more visitors than in the years before the pandemic. That trend continues across county lines.

"What happens oftentimes is they do a really good job, and they get a lot of people to come, and they get a lot of heads and beds. Now we're starting to see the consequences of that," she said. "We really succeeded in getting people here. Now what do we do?"

One of the recommendations from Knollenberg's research is to move away from the industry norm of destination marketing, replacing it with destination management.

"That is happening in the industry worldwide at this point," Knollenberg said. "We're starting to say, 'Okay, we're no longer destination marketing organizations. We're destination management organizations.' It's not about this paradigm of heads and beds. It's more about: How do we make sure tourism does the most good for our community that we can? And you're starting to see that change."

"It should happen with the community"

island spot [year after year](#), some for generations. Volunteering gives them a more nuanced view of what it takes to preserve the place they love and inspires them to become better stewards. And visitors who roll up their sleeves alongside residents help change the local perception of what a tourist is, making it clear they're working on the same side.

It's a lofty challenge to inform and motivate hundreds of thousands of new guests to be more conscious visitors every week during the summer, but Nettles said he's optimistic about what the community can accomplish when it works together. "I would say, yeah, we're definitely having an impact, and people are feeling that," he said.

"On the one hand, we have millions of visitors, which means you have to plan your municipal government and your systems and all that like a big city. But on the other hand, we're small towns and villages," Nettles said. "We all know each other, and that makes us nimble. We can get together behind a shared vision and, I believe, really accomplish it. It's kind of cool. It's part of what makes this place special."



Year-round homes and vacation rentals line the shores of the Outer Banks. (Image: Taylor Haelterman)

Is destination management working?

The work seems promising so far, but it's too early to know the true impact of destination management in the Outer Banks. Changing the way an entire industry has functioned for decades across 200 miles of different towns and counties is a slow process that takes a lot of energy on top of the day-to-day strain of the tourism sector, Knollenberg said.

"Everyone is exhausted. They've just had a hard three months getting hundreds of thousands of people through their vacations, and they don't want to think about this stuff. They wanna turn their brains off and not worry about it until it's April," she said. "It's going to take time. It's going to be a two steps forward, one step back kind of thing. We should have been doing this a while ago. Let's not go another 30 years Let's start doing this now."



TAYLOR HAELTERMAN

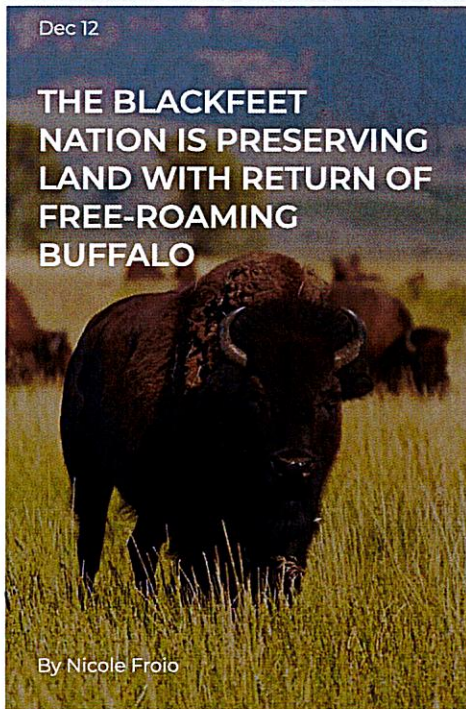
Taylor's work spans print, podcasts, photography and radio. She brings her passion for covering social and environmental issues through the lens of solutions journalism to her work as assistant editor.

[Read more stories](#)
[by Taylor](#)
[Haelterman](#)

Dec 12

THE BLACKFEET NATION IS PRESERVING LAND WITH RETURN OF FREE-ROAMING BUFFALO

By Nicole Froio



Dec 11

PLANTING WITH A PURPOSE: HOW TREE PLANTING PROGRAMS CAN SUPPORT GREEN INFRASTRUCTURE

By Tina Casey

