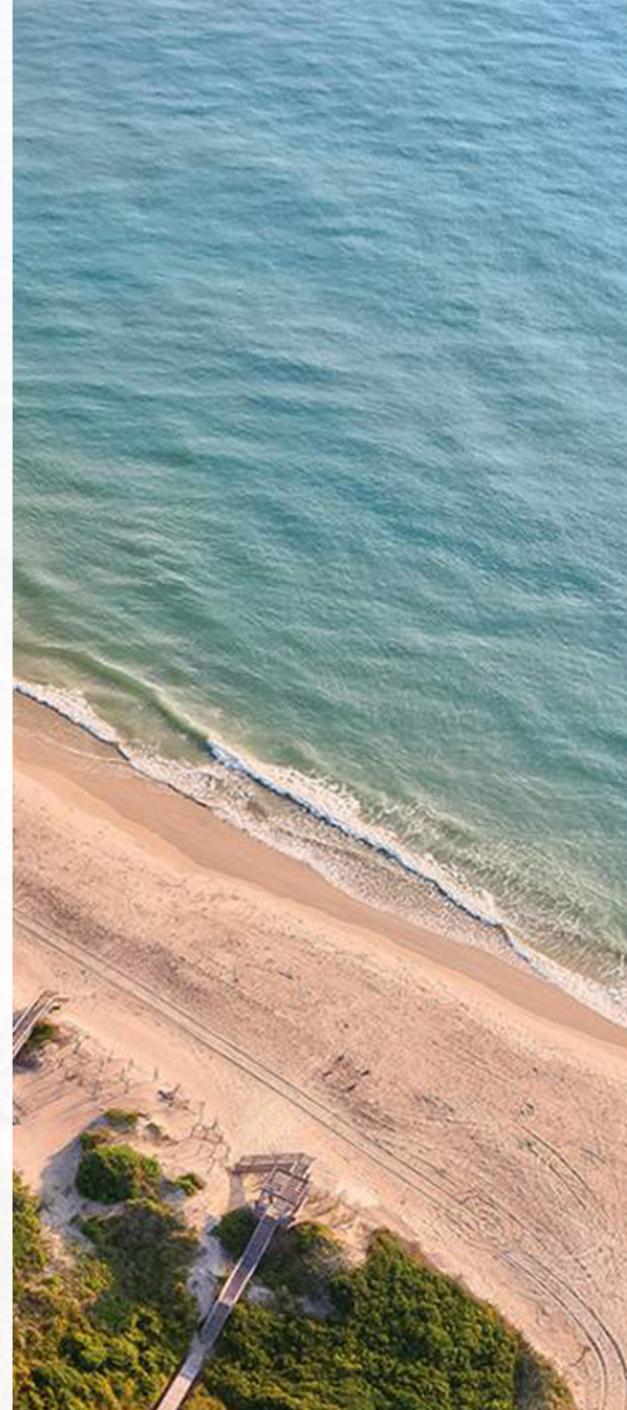




# OBX Tourism Summit 2023





# Agenda

## 1) Strategy

- Social Objectives, Strategies, & Tactics
- Content Pillars
- Content Pillars in Action
- Tourism for Good - Stewardship

## 2) Mini Travel Guides

- Adventure Guide
- Fall Guide

## 3) 2023 Tests

- Threads
- YouTube Shorts

## 4) Next Steps

- In the Queue
- Moving Forward



# Social Objectives, Strategies, & Tactics

	DRIVE AWARENESS	DRIVE INTENT	ENGAGE	CONVERT
<b>Directional Focus</b>	~15%	~30%	~30%	~25%
<b>Strategy</b>	Drive awareness of what makes the OBX a <b>unique and celebrated experience</b> by both locals and visitors.	Increase <b>planning + intent actions</b> from conscientious audiences that indicate <b>potential visitation, interest, and care</b> for the OBX.	<b>Deepen emotional connections</b> while building <b>conscientious visitors</b> who are protective and proud of the OBX.	Grow <b>first-party data collection</b> of niche and conscientious target audiences.
<b>Tactics</b>	<ul style="list-style-type: none"> <li>Produce content that highlights the environment, culture, and community of the OBX</li> <li>Emphasize the visual distinctness of the OBX through striking imagery</li> <li>Format content to drive awareness and discovery (Videos, Image Posts, SEO-formatted Pins, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Use conversion-focused paid objectives &amp; content formats to encourage lower-funnel activity and intent actions</li> <li>Elevate the work of non-profits and partners to connect visitors with the area</li> </ul>	<ul style="list-style-type: none"> <li>Showcase highly-engaging content around niche interests and differentiators of the OBX</li> <li>Develop series that promote stewardship, sustainability, and values of responsible behavior</li> <li>Provide clear calls to action that encourage more meaningful conversations with followers</li> </ul>	<ul style="list-style-type: none"> <li>Create content that promotes Travel Guide &amp; E-News downloads</li> <li>Develop Mini-Travel Guides dedicated to niche interest groups</li> <li>Craft unique and relevant social promotions that resonate with OBX followers</li> </ul>



# Content Pillars

*How do you protect the OBX?*

- Environmental Stewardship
- Responsible Travel
- Non-Profits
- Voluntourism
- Infrastructure Improvements
- Accessibility
- Conservation & Preservation

Celebrate  
the OBX

*What makes you proud of the OBX?*

- Uniqueness and Beauty of the Area
- Differentiators of the OBX
- History
- Landmarks
- #OBXpert Series
- Ecosystem Diversity
- UGC Story Series

Steward  
the OBX

*How do you get involved at the OBX?*

- Niche Interests
- Events, Festivals, & Activities
- Vitality of the Community
- Insider Tips
- Hidden Gems
- Lifestyle

Explore  
the OBX



# Content Pillars Coming to Life

Click to play videos.

Celebrate the OBX

Steward the OBX

Explore the OBX



Visit The Outer Banks  
October 10 at 9:35 AM · 🌐

Did you know Nags Head Woods Preserve has an ADA-specific trail? It features a swamp forest, a freshwater pond, a butterfly garden, and a scenic overlook. The path is concrete, making it fully accessible for those with disabilities.

Be sure to visit and explore soon.



OUTERBANKS.ORG  
Explore Nags Head Preserve

Visit The Outer Banks  
September 12 · 🌐

The North Carolina Beach Buggy Association (NCBBA) is planning a beach cleanup soon! Meet them at the Cape Hatteras National Seashore in select locations from 7:30-11:30 a.m. Saturday, September 16th. Visit the link to sign up and do your part to keep our beaches clean.

👤 : @kittyhawkkites



OUTERBANKS.ORG  
NCBBA Beach Cleanup  
Keep our beaches clean. [Learn more](#)



@shiva\_patha



NC Aquarium on Roanoke Island





# A Focus on Stewardship

Over the course of 2023, we featured content surrounding mindful travel, stewardship of the Outer Banks, non-profit partnerships, and volunteer opportunities for locals and visitors.

To promote Surfing for Autism while highlighting a business doing good, we featured Surfin' Spoon and their efforts to raise money for the event. We made the post more social friendly by highlighting the unique way they fundraise.



theouterbanksnc Ever seen the ceiling at Surfin' Spoon and asked yourself, "What's up with all that money stuck in the cracks up there?" Since 2012, the money that falls from the roof in winter (yes, literally, the heater expands the wood) has been donated to Surfing For Autism. As of January 2023, almost \$70,000 has been raised. (📍: Whitney H.)



We used a mix of our own captured content and content from the NC Aquarium to run a series on the protection of sea turtles. We featured the STAR Center, beach patrol volunteers, and the release of Behemoth who was part of our first video.



# Driving First-Party Data

As a result of the increase in costs for the Travel Guide, we tested a new “mini” guide. Based on the performance of the initial guide, we plan to implement quarterly guides that can continue to drive first-party data collection and a deeper dive into the area.

Visit The Outer Banks  
Sponsored · 1/18

Wondering what to do on your next OBX vacation? We've got you covered! From adrenaline-fueled surfing and paddle boarding to connecting with nature and enjoying family-friendly activities, the Outer Banks are a dynamic environment full of endless fun you won't find anywhere else. Come and explore with us!

FORM ON FACEBOOK  
FREE OBX Adventure Guide  
Adventure awaits

Download

## The Ultimate Adventure Guide

The Outer Banks  
OF NORTH CAROLINA  
outerbanks.org

Cover photo by @annalibere

### for the Outdoor Aficionado

#### KAYAKING & CANOEING

There's just as much sound, bay and estuary water as there is ocean beach on the OBX, making for a maze of salt marsh and open shallows that beckon paddlers. Hop on a guided tour, peruse specialty shops and outfitters, and pick the perfect launch site at public water accesses for kayaks, boat, & canoes on both sides of these barrier islands.

#### BIKING & HIKING

Appropriate for any level rider, the OBX hosts bridges, wide flat shoulders, and rolling paved paths. Most of the tracks are level, making an ideal leisure stroll for families or long stretches for serious cyclists trying to test their bike's speed. Take the avenue less traveled and explore beaches and maritime forests on foot also. Did you know we have three Coastal Maritime forests in Kitty Hawk, Nags Head, and Buxton? Put on some hiking shoes and check them out!

#### CAMPING

Sleeping under the stars has never been better. Dare County has three NPS campgrounds and handfuls of private choices too. OBX is a compelling destination for camping families looking for a cost-effective experience in a vibrant and family-friendly atmosphere. Reconnect with you and yours near the calm waters of the sound or underneath blankets of live oak trees. Many of our sites are only a few sandy steps away from the ocean, nestled near rolling dunes.

- The on-platform lead generation ad generated new leads for the email list and delivered the Mini Adventure Guide to over 2,000 users at a cost/conversion of \$1.54 (much lower than the target cost of \$2-2.50)
- Guides will continue to run in Jan '24, Mar '24, and June '24
- Potential Subjects: Foodie, Winter at the OBX, etc.



# Driving First-Party Data

Fall in the OBX Guide

Visit The Outer Banks  
Sponsored ·

Looking for that perfect late-season vacation? Fall is the perfect time to visit the Outer Banks. Whether you're an adrenaline junkie ...See more

FORM ON FACEBOOK  
Visit The Outer Banks  
Fall fun for everyone.

Download

Visit The Outer Banks

**FREE OBX Fall Guide**

Enter your email to receive a free 2023  
OBX Fall Guide.

Next →

**Fall Guide**  
to the OBX

The Outer Banks  
OF NORTH CAROLINA  
outerbanks.org

**A GUIDE TO Stargazing**

**BEST TIME FOR GAZING**  
There is no transformation more beautiful than the colors of the Outer Banks in the fall and winter months. While the reds and yellows remain during sunrises and sunsets, blues and whites blanket the night sky. Unrefined, intensely clear nights create a pristine environment for stargazing. Because fall and winter are colder months, the air has lower humidity and therefore less moisture and haze to block the beautiful night sky.

**WHERE TO GO**  
When stargazing, places with little to no light pollution are best. Avon, South Nags Head, Salvo, Waves, Frisco, Hatteras, Buxton, Rodanthe, and Duck are great spots to start.

**CAMPING UNDER THE STARS**  
Sleeping under the stars has never been better. Dare County has three NPS campgrounds and hundreds of private choices too. OBX is a compelling destination for camping families looking for a cost-effective experience in a vibrant and family-friendly atmosphere. Reconnect with you and yours near the calm waters of the sound or underneath blankets of live oak trees. Many of our sites are only a few sandy steps away from the ocean, nestled near rolling dunes.

- The on-platform lead generation ad generated new leads for the email list and delivered the Mini Fall Guide to over 3.3K users at a cost/conversion of \$1.95, well below the \$2.50 target and 2x more-efficient than last year's \$4 Travel Guide cost/conversion.



# Test #1: Threads

We conducted a Threads test as the platform allows us the potential to drive community and 1:1 engagements and to best inform how to integrate Threads in the future for our content strategy. We tested new formats (gif, text only, video, etc.) for their effectiveness over a period of 4 weeks and 10 Threads.

**theouterbanksnc** Our idea of a daily commute. (@4runner\_4life)



1 reply · 76 likes

**theouterbanksnc** Why is Avon Pier crooked? Wrong answers only. (@nestedphotography)



4w

8 replies · 16 likes

**theouterbanksnc** When you're at work, but this is all you can think about...



5w

**theouterbanksnc** With so many things to do, what's your go-to activity on the Outer Banks?

1 reply · 102 likes

5 replies · 5 likes

Total Engagements: 475

Avg. Engagement Rate: 0.5%

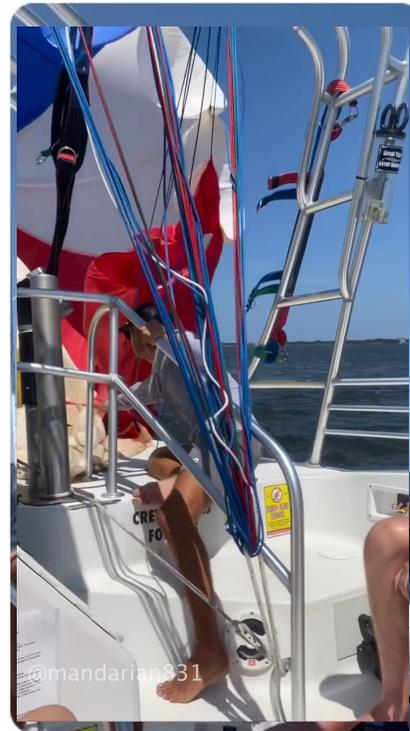


# Test #2: YouTube Shorts

We also conducted a test of YouTube Shorts to weigh its value against other organic channels and see if there was a bigger opportunity on the platform. The test included 3 unique videos under an overarching concept theme.

## Keys to the Test:

- Utilized curated content from OBX locals to appeal to the adventure/water sports theme.
- Titles leveraged relevant keywords and hashtags native to the platform to drive visibility and consistency (such as #OBX and #Shorts).
- YouTube content is more evergreen in nature allowing the content to live on and acquire views.



Parasailing at the Outer Banks - Amazing Views from...  
93 views



Epic Paramotor Adventure Over the Outer Banks #OBX...  
543 views



Awesome Kiteboarding Tricks on the OBX 🌈🏄...  
360 views



# In the Queue...

## Content

### Upcoming Content

- **Food Pantry Spotlight** – promote how tourism and doing good in the community can be woven together. Will share with followers drop off locations for pantry items.
- **Holiday Happenings** – Nov/Dec will feature multiple content pieces surrounding holidays at the OBX and all it has to offer (Christmas at Island Farm, Hatteras Parade, Elizabethan Gardens, etc.)

### Upcoming Guide Opportunities

- Winter in the OBX
- A Foodie's Guide to the OBX
- Family Fun in the OBX

### UGC Curation

We will continue to feature appropriate UGC from our followers to best show the authentic OBX experience and feature content from locals.

### Local Content Shoots

We're briefing a partner who has a network of local content creators to develop an archive of video content for our social media calendar. They create Reels based on our needs, shooting on location. Reels in the works: *stargazing, Surfriider Cleanup, local events like OBX Wind, and mindful travel. Additionally, our team will be on-location to capture content we need to round out the story of sustainable tourism and to feature local.*



# Moving Forward

**We want to hear from you!**

**Use the following hashtags in your content to be a part of the conversation on social media!**

**#obx #outerbanks #manteo  
#darecounty #southernshores  
#kittyhawk #hatterasisland  
#killdevilhills #nagshead**

**Tag us in your content for an opportunity for us to share your content on our channels!**

**Facebook: @TheOuterBanks  
Instagram: @TheOuterBanksNC  
X/Twitter: @TheOuterBanks  
TikTok: @TheOuterBanksNC**



Thank You!

