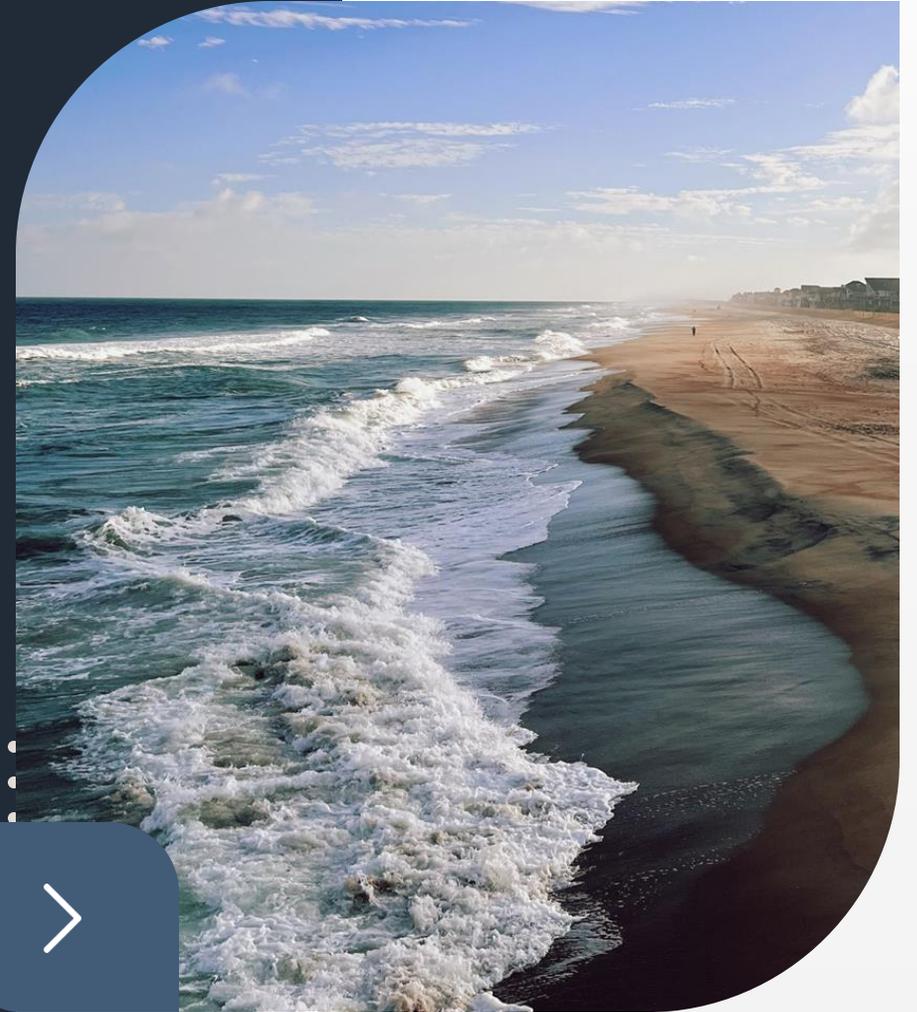




The Outer Banks[®]
OF NORTH CAROLINA

The Outer Banks Tourism Summit

2024





Agenda

- Strategy Review
 - Objectives & Tactics
 - Pillars
- 2024 Content Review
 - Content Pillars Coming to Life
 - Executing the 2024 Strategy
 - Events
- Local Content Shoots
 - Swiftcurrent
 - On-Site Captures
- Mini Travel Guides
 - 2024 Success
 - Upcoming Guide Plan
- Next Steps
 - In the Queue
 - Moving Forward

Recap of 2023-2024 Performance



6.4MM Impressions

3% increase over FY22/23

14MM Engagements

189% increase over FY22/23

319K Social Referrals

56% increase over FY22/23

29.7K Conversions

79% increase over FY22/23



Social Objectives, Strategist & Tactics



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

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

Explore
the OBX

How do you get involved at the OBX?

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

Top Performing Content



The Outer Banks
OF NORTH CAROLINA

Celebrate the OBX



Visit The Outer Banks
September 12 · US

Did you know that Jockey's Ridge has a secret sandcastle hidden beneath its shifting sands? It's part of a mini-golf course that sat atop the dunes in the 1970s and made occasional appearances over the years. This summer, the entire castle is visible! Just don't forget the Leave No Trace principles when you visit!



OUTERBANKS.ORG
Jockey's Ridge Castle
Shifting sands reveal all!

You and 15K others · 564 comments · 980 shares

Steward the OBX



Explore the OBX



Content Pillars Coming to Life



The OBX Promise

To support the OBX Promise initiative, we are highlighting the seven promises of the initiative to protect the Outer Banks. We use this content to shed light on the platform and encourage followers to take the pledge themselves by driving them to the OBX Promise landing page.



Visit The Outer Banks
September 9 · 🌐

Here on the OBX, we want to look out for one another, be aware and prepared for any situation, and work together to protect this place we love. Follow the link below and let us know what kind of promise you decide to make!

👤 @biancawhitlow @leslie0702 @megan.dimartino

OUTERBANKS.ORG
What's Your OBX Promise?
Make a promise below. [Learn more](#)

👍❤️ You and 334 others 24 comments 8 shares

UGC Round Ups

According to Everyone Social, 92% of consumers turn to people they know for referrals above any other source. To capitalize on this opportunity for engagement and create more trust among followers, we are creating one (1) UGC round up per quarter to showcase followers' best photos on the OBX.



Content Pillars Coming to Life



- We post one Instagram Story at the beginning of each month that showcases all the fun events happening on the OBX and driving traffic to the Events Webpage.
- We also proactively promote larger events happening throughout the year and are continuing to expand our content library to help with these promotions.
- After events, if we feel the content will resonate with followers, we post engaging recaps that showcase the excitement and entertainment of the occasions.



Content Pillars Coming to Life



Swiftcurrent

Video production company who works with local photographers and videographers to create on-location content. They create Reels based on our needs for the calendar.



On-Site Captures

We spent a few days on the OBX capturing images and footage of the OBX to optimize our content and create fun & engaging concepts.

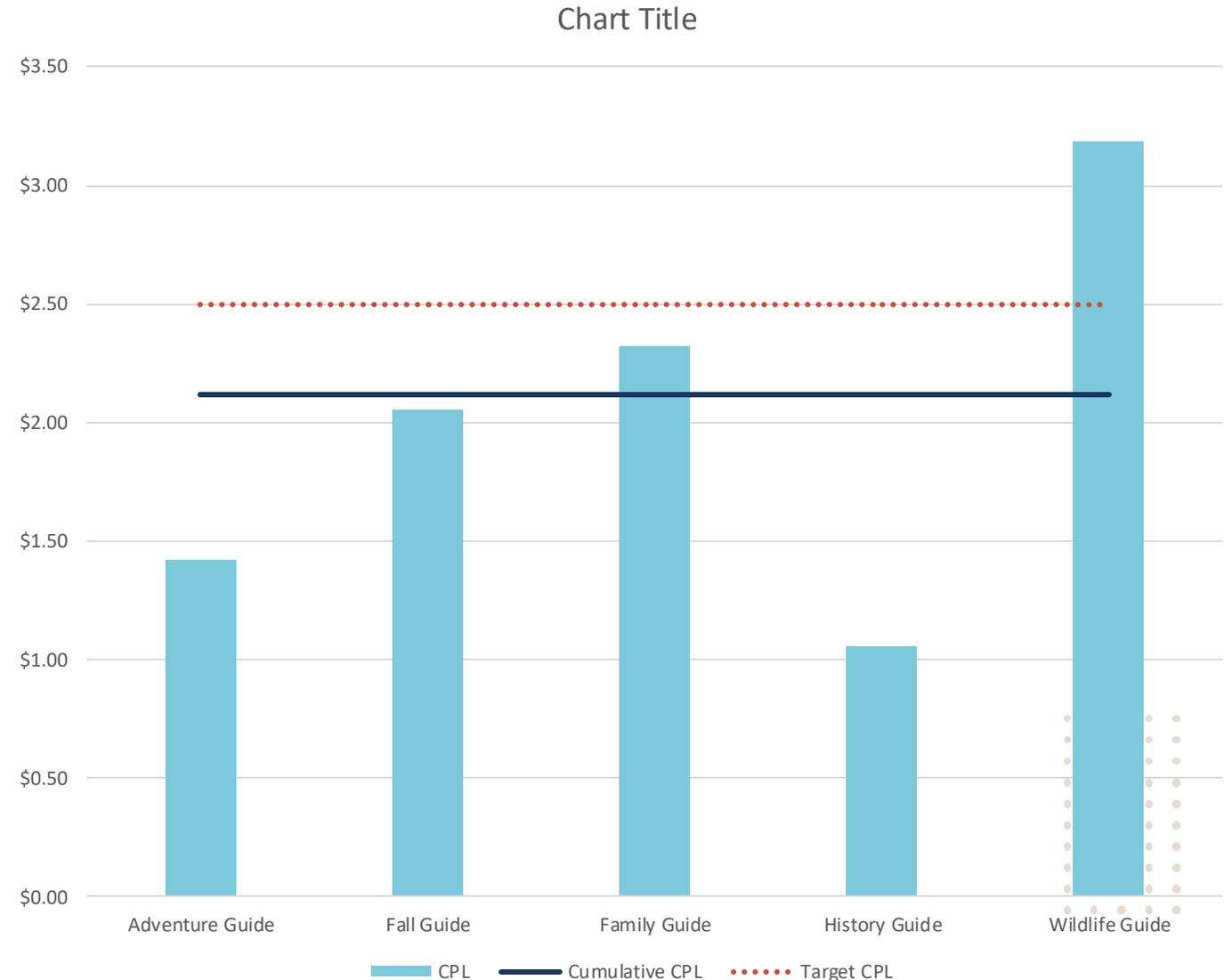


Mini Guides Overview



Highlights

- This fiscal year, mini guide campaigns generated over 9.4K first-party leads across 5 interest groups.
- Cumulatively, the campaigns performed at a \$2.12 cost-per-lead; more efficient than the target \$2.50 CPL.
- The History Guide was the top performer at a CPL of just over \$1. The second-most efficient guide was the Adventure Guide.
- The fall season guide, family guide, and wildlife guides all performed at costs above \$2.



Continuing to Build Mini Guides



- History & Hidden Gems Guides were chosen based on fan feedback
- Guides will continue to run through June 2025.
- Will continue to repurpose highest-performing guides based on seasonality and relevancy.

for the Outdoor Aficionado

KAYAKING & CANOEING

There's just as much sand, 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 kayakers, boat, & canoes on both sides of these barrier islands.

BIKING & HIKING

Appropriate for any level rider, the OBX hosts bridges, wide-fat 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 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.

Responses

bitchybev8052

Places to camp
In a tent

Reply >

stevekinnett

My professional-grade photos 😊

Reply >

washskilz

Off season attractions. Spring break is different than normal season

Reply >

bye_isaac

Secret surf spots 🏄

Reply >

josh.w.davis

The sound

Reply >

josh.w.davis

History of the airport

Reply >

josh.w.davis

Forgotten landmarks

Reply >

charlenemfleming

The Lost Colony

Reply >



Continuing to Build Mini Guides



THE HISTORY OF *The Wright Brothers*



WHERE IT ALL BEGAN

Wind, sand, and a dream of flight brought Wilbur and Orville Wright to Kitty Hawk, North Carolina where, after four years of scientific experimentation, they achieved the first successful airplane flights on December 17, 1903. With courage and perseverance, these self-taught engineers relied on teamwork and application of the scientific process. What they achieved changed our world forever.

WRIGHT BROTHERS NATIONAL MEMORIAL

Visit the nation's commemorative to the Wright brothers' world-changing flight. Located on top of the historic Kill Devil Hill, the Wright Brothers National Memorial is a place of national significance. Don't miss the newly-renovated visitor center, built in 1960, to receive information about the park and learn about the Wright brothers' story.

DECEMBER 17, 1903 SCULPTURE

Step into history by visiting this artistic representation of the moment of first flight. Located on the south side of Kill Devil Hill, this is a please-touch sculpture.



THE MYSTERY OF *The Last Colony*



AMERICA'S OLDEST MYSTERY

In 1587, 117 English men, women and children came ashore on Roanoke Island, the first permanent English settlement. Just three years later in 1590, returned to bring supplies, the deserted with no sign of the 450 years, the mystery of who colonists remains unsolved.

Set on the soundfront of Roanoke campus of Fort Raleigh National Historic Site, the 86-year-old Symphonic Drama 'The Last Colony' is a theatrical production of a new world with newly anti-theatrical direction and lyrical choreography. Witness the production of a new world with newly anti-theatrical direction and lyrical choreography. Witness the production of a new world with newly anti-theatrical direction and lyrical choreography.

Each summer, over 100 designers and volunteer theatre artists create a production of 'The Last Colony' that is over three times larger than the original production in New York. You are invited to witness the production of a new world with newly anti-theatrical direction and lyrical choreography.



ISLAND LORE

The roots of this Outer Banks place name can be either ominous or dubious depending on which history you choose to embrace. Pronounced "body" when rendered properly off the tongue, (but understandably used phonetically by first-time visitors) Bodie Island was once known as Bodie's Island on old maps. Even the architectural keystone of the lighthouse there refers to itself as Bodie's Island Lighthouse in 1871. Popular local lore describes shipwrecks as common as today's car accidents, with human casualties washing ashore at frequent intervals in the days before modern navigation at sea. Other folks claim there was a local landowner whose surname was Body, and it was his island. Not a true island today, it was once separate from the peninsula it now shares with Nags Head and the other northern beach towns. At some point in history, the maps began to reflect the spelling of this place of interest enjoys now, whether by propagation of misspelling or just propaganda. Today you can climb to the top of the lighthouse, located in America's first National Seashore, or tour numerous trails around the grounds.



SHIPWRECKS

The Outer Banks of North Carolina has a reputation of being the Graveyard of the Atlantic, and there are estimates approaching 3,000 shipwrecks along the islands, going back to the first English settlements in America.

The early superhighway of the sea was just off Cape Hatteras, and where you have ships at sea trading and exploring, you have accidents. Night journeys, poor weather, erred navigation and unmapped underwater shoals all contributed to the legacy of the OBX shipwreck history, not to mention war. Today, you can find shipwrecks periodically uncovered on the beach, but for snorkeling and scuba diving, there's no place better on the East Coast. From the 'Triangle Wreck' just off Kill Devil Hills, or the 'Huron' off Hags Head, to the deeper water German U-boat divers, begin planning how deep to go, starting here. Don't miss the newly renovated Graveyard of the Atlantic Museum in Hatteras Village.



A HISTORY LOVER'S PARADISE



In the Queue



Content

Upcoming Content

- **Things We're Thankful For:** highlighting things we're thankful for such as clean beaches, amazing tourists, the best locals, unforgettable sunrises, etc.
- **OBX Promise Part 3:** will showcase the third promise of "Pack it in, pack it out. Leave no trace." through different social formats.
- **Interview with a Beachcomber:** will go beachcombing with a "pro" and learn about her passion – one she shares with many of our followers.

Upcoming Guide Opportunities

- Hidden Gems of the OBX
- Potential: Niche, Seasonal, and Non-Profit Spotlights/Topics
- Repurposed:
 - Adventure
 - History

The Outer Edge

We are currently finalizing a plan to launch and sustain The Outer Edge initiative, creating teaser and highlight content to go live next year. Our focus will be supporting the project through driving traffic to the YouTube playlist and generating impressions.

Local Content Shoots

We are continuing to work with Swiftcurrent to develop an archive of video content for our social media calendar. Reels in the works: *winter bucket list, food pantry opportunity, shelling locations, relevant social trends, events, etc.* Additionally, our team will be on-location to capture content we need to round out the story of sustainable tourism and to feature the OBX in an authentic way.

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!

