



Dare County Tourism Board Meeting

January 21, 2021
9:00 a.m.

2021 Dare County Tourism Board Proposed Slate of Candidates

Chair

Jeff Pruitt

Vice Chair

Tim Cafferty

Treasurer

Ervin Bateman

Asst. Treasurer

Monica Thibodeau

Secretary

Webb Fuller

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, JANUARY 21, 2021
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 2021 Dare County Tourism Board Steering Committee
- V. Approval of Agenda
- VI. Approval of Minutes from the December 17, 2020 Meeting
- VII. Public Comments
- VIII. Budget & Finance Report
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set:
 - 1. Meeting Schedule for 2021
 - 2. Date, Time, and Place of Next Meeting.
- XIV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, DECEMBER 17, 2020
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Myra Ladd-Bone, Chair; Ervin Bateman, Assistant Treasurer; Leo Holland, and Bobby Owens

Via GoToMeeting: Jeff Pruitt, Vice-Chair; Pat Weston, Treasurer; Webb Fuller, Secretary; Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Ivy Ingram (arrived at 9:20 a.m.), Karen Loopman-Davis and Jay Wheless, Legal Counsel.

STAFF:

Lee Nettles, Executive Director (in person)
Diane Bognich, Director of Administration (GoToMeeting)
Amy Wood, Clerk to the Board/Administrative Specialist (GoToMeeting)
Lorrie Love, Tourism Sales and Events Manager (in person)
Aaron Tuell, Public Relations Manager (in person)

OTHERS ATTENDING:

Via GoToMeeting: Jonathan Dail, Johnson, Mizelle, Straub & Murphy, LLP.

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

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Second by Mr. Bateman. There was no discussion.

Yes: Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Myra Ladd-Bone, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Pat Weston.

No: None. The motion passed unanimously (12-0).

APPROVAL OF MINUTES: Mr. Burdick moved to approve the meeting minutes from November 19, 2020 meeting. Second by Mr. Holland. There was no discussion.

Yes: Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Myra Ladd-Bone, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Pat Weston.

No: None. The motion passed unanimously (12-0).

PUBLIC COMMENTS: Lee Nettles shared the below updates from Dave Hallac, National Park Service, Outer Banks Group Superintendent:

- In November, Cape Hatteras, Fort Raleigh, and Wright Brothers continued their streaks of strong visitation. It was the 2nd-busiest November ever at Cape Hatteras, coming in second to November 1991. Strongest November in 10 years at both Fort Raleigh and Wright Brothers.
- Cape Hatteras held a virtual-only event to celebrate the 150th anniversary of the Cape Hatteras Lighthouse. Many thanks to Dare County's CurrentTV, Outer Banks Forever, and the Outer Banks Lighthouse Society. The online celebration video featuring Superintendent Hallac, Chairman Woodard, and many others, is available to watch on the Seashore's Facebook page.
- Wright Brothers is hosting the 117th anniversary of the first flight celebration event this morning. The virtual-only event is being shown on the Memorial's Facebook in partnership with First Flight Society, Outer Banks Forever, and Dayton Aviation Heritage National Historical Park.

There were no further public comments made.

FISCAL YEAR 2019-2020 AUDIT PRESENTATION: Jonathan Dail reviewed the audit for Fiscal Year 2019-2020 [audit on file at the Outer Banks Visitors Bureau Administrative Offices]. The audit has been accepted by the Local Government Commission.

Mr. Holland moved to receive the audit. Ms. Weston seconded. There was no discussion.

Yes: Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Myra Ladd-Bone, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Pat Weston.

No: None. The motion passed unanimously (12-0)

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 11.13% compared to 2019-2020 actual receipts.

Diane Bognich reviewed the Fiscal Year 2020-2021 Budget Amendment. The amendment adds additional funds to the budget from the additional income received in the first quarter of Fiscal Year 2020-2021. The amendment increases occupancy revenues by \$750,000 and includes increases in the event grant, research, payroll and other operating expense line items. The payroll increases include a COLA that is retroactive from July 1, 2020.

Following the review, Ms. Weston moved to approve the Fiscal Year 2020-2021 Budget Amendment. Second by Mr. Burdick. There was no discussion.

Yes: Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Myra Ladd-Bone, Karen Loopman-Davis, Ivy Ingram, Bobby Owens, Jeff Pruitt, and Pat Weston.

No: None. The motion passed unanimously (13-0)

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Recognized outgoing Board members
- Reviewed Inquiry, Internet, and Visitation numbers
- Reported on efforts by Group Sales and Public Relations.

OLD BUSINESS: Mr. Owens asked how the ropes course factored into future plans for the event site. Lee Nettles noted that there was a long-term lease with the ropes course and that the ad hoc Soundside Committee would be meeting in 2021 to continue discussions on the event site; and updated the Board on the Boardwalk RFQ process.

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

BOARD MEMBER COMMENTS: Outgoing Board members thanked the Board and staff for their service.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, January 21, 2021 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC (virtual and in-person options available).

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:03 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2020-2021**

| FISCAL YEAR | | PROJECTED FY 20-21 | ACTUAL FY 20-21 | +/- \$ | +/- % |
|------------------|-----------|-----------------------|-----------------------|---------------------|---------------|
| JUNE EARNED | OCCUPANCY | \$909,480.00 | \$1,031,085.56 | \$121,605.56 | 13.37% |
| JULY RECEIVED | MEALS | <u>\$240,750.00</u> | <u>\$343,466.82</u> | <u>\$102,716.82</u> | <u>42.67%</u> |
| | | \$1,150,230.00 | \$1,374,552.38 | \$224,322.38 | 19.50% |
| | | | | | |
| JULY EARNED | OCCUPANCY | \$1,168,710.00 | \$1,522,968.88 | \$354,258.88 | 30.31% |
| AUGUST RECEIVED | MEALS | <u>\$329,000.00</u> | <u>\$378,907.71</u> | <u>\$49,907.71</u> | <u>15.17%</u> |
| | | \$1,497,710.00 | \$1,901,876.59 | \$404,166.59 | 26.99% |
| | | | | | |
| AUGUST EARNED | OCCUPANCY | \$1,150,000.00 | \$1,386,698.87 | \$236,698.87 | 20.58% |
| SEPT RECEIVED | MEALS | <u>\$342,600.00</u> | <u>\$342,807.39</u> | <u>\$207.39</u> | <u>0.06%</u> |
| | | \$1,492,600.00 | \$1,729,506.26 | \$236,906.26 | 15.87% |
| | | | | | |
| SEPTEMBER EARNED | OCCUPANCY | \$409,385.00 | \$646,711.02 | \$237,326.02 | 57.97% |
| OCT RECEIVED | MEALS | <u>\$220,225.00</u> | <u>\$312,640.42</u> | <u>\$92,415.42</u> | <u>41.96%</u> |
| | | \$629,610.00 | \$959,351.44 | \$329,741.44 | 52.37% |
| | | | | | |
| OCTOBER EARNED | OCCUPANCY | \$217,800.00 | \$411,520.36 | \$193,720.36 | 88.94% |
| NOV RECEIVED | MEALS | <u>\$180,100.00</u> | <u>\$220,333.19</u> | <u>\$40,233.19</u> | <u>22.34%</u> |
| | | \$397,900.00 | \$631,853.55 | \$233,953.55 | 58.80% |
| | | | | | |
| NOVEMBER EARNED | OCCUPANCY | \$90,900.00 | \$149,613.81 | \$58,713.81 | 64.59% |
| DEC RECEIVED | MEALS | <u>\$114,400.00</u> | <u>\$133,492.34</u> | <u>\$19,092.34</u> | <u>16.69%</u> |
| | | \$205,300.00 | \$283,106.15 | \$77,806.15 | 37.90% |
| | | | | | |
| DECEMBER EARNED | OCCUPANCY | \$43,300.00 | \$0.00 | \$0.00 | 0.00% |
| JAN RECEIVED | MEALS | <u>\$90,800.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$134,100.00 | \$0.00 | \$0.00 | 0.00% |
| | | | | | |
| JANUARY EARNED | OCCUPANCY | \$69,200.00 | \$0.00 | \$0.00 | 0.00% |
| FEB RECEIVED | MEALS | <u>\$65,990.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$135,190.00 | \$0.00 | \$0.00 | 0.00% |
| | | | | | |
| FEBRUARY EARNED | OCCUPANCY | \$47,800.00 | \$0.00 | \$0.00 | 0.00% |
| MARCH RECEIVED | MEALS | <u>\$72,455.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$120,255.00 | \$0.00 | \$0.00 | 0.00% |
| | | | | | |
| MARCH EARNED | OCCUPANCY | \$74,690.00 | \$0.00 | \$0.00 | 0.00% |
| APRIL RECEIVED | MEALS | <u>\$110,235.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$184,925.00 | \$0.00 | \$0.00 | 0.00% |
| | | | | | |
| APRIL EARNED | OCCUPANCY | \$183,450.00 | \$0.00 | \$0.00 | 0.00% |
| MAY RECEIVED | MEALS | <u>\$175,685.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$359,135.00 | \$0.00 | \$0.00 | 0.00% |
| | | | | | |
| MAY EARNED | OCCUPANCY | \$300,000.00 | \$0.00 | \$0.00 | 0.00% |
| JUNE RECEIVED | MEALS | <u>\$220,865.00</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$520,865.00 | \$0.00 | \$0.00 | 0.00% |
| | | | | | |
| TOTALS | OCCUPANCY | \$3,946,275.00 | \$5,148,598.50 | \$1,202,323.50 | 30.47% |
| TO-DATE | MEALS | <u>\$1,427,075.00</u> | <u>\$1,731,647.87</u> | <u>\$304,572.87</u> | <u>21.34%</u> |
| | | \$5,373,350.00 | \$6,880,246.37 | \$1,506,896.37 | 28.04% |
| | | | | | |
| TOTAL | OCCUPANCY | \$4,664,715.00 | | | |
| PROJECTED | MEALS | <u>\$2,163,105.00</u> | | | |
| 2020-2021 | | \$6,827,820.00 | | | |

| CALENDAR YEAR RECEIPTS | | ACTUAL | ACTUAL | +/- \$ | +/- % |
|-------------------------|-----------|-----------------------|-----------------------|-----------------------|----------------|
| 2019-2020 | | 2019 | 2020 | | |
| <i>DECEMBER EARNED</i> | | | | | |
| <u>JAN RECEIVED</u> | OCCUPANCY | \$46,833.30 | \$64,325.91 | \$17,492.61 | 37.35% |
| | MEALS | <u>\$92,656.36</u> | <u>\$105,377.51</u> | <u>\$12,721.15</u> | <u>13.73%</u> |
| | | \$139,489.66 | \$169,703.42 | \$30,213.76 | 21.66% |
| <i>JANUARY EARNED</i> | | | | | |
| <u>FEB RECEIVED</u> | OCCUPANCY | \$61,766.11 | \$82,572.04 | \$20,805.93 | 33.69% |
| | MEALS | <u>\$76,743.92</u> | <u>\$98,628.09</u> | <u>\$21,884.17</u> | <u>28.52%</u> |
| | | \$138,510.03 | \$181,200.13 | \$42,690.10 | 30.82% |
| <i>FEBRUARY EARNED</i> | | | | | |
| <u>MARCH RECEIVED</u> | OCCUPANCY | \$60,761.81 | \$68,444.24 | \$7,682.43 | 12.64% |
| | MEALS | <u>\$80,478.08</u> | <u>\$90,153.63</u> | <u>\$9,675.55</u> | <u>12.02%</u> |
| | | \$141,239.89 | \$158,597.87 | \$17,357.98 | 12.29% |
| <i>MARCH EARNED</i> | | | | | |
| <u>APRIL RECEIVED</u> | OCCUPANCY | \$94,423.77 | \$30,251.77 | (\$64,172.00) | -67.96% |
| | MEALS | <u>\$135,649.69</u> | <u>\$69,265.66</u> | <u>(\$66,384.03)</u> | <u>-48.94%</u> |
| | | \$230,073.46 | \$99,517.43 | (\$130,556.03) | -56.75% |
| <i>APRIL EARNED</i> | | | | | |
| <u>MAY RECEIVED</u> | OCCUPANCY | \$215,483.12 | \$12,691.08 | (\$202,792.04) | -94.11% |
| | MEALS | <u>\$199,132.07</u> | <u>\$37,629.09</u> | <u>(\$161,502.98)</u> | <u>-81.10%</u> |
| | | \$414,615.19 | \$50,320.17 | (\$364,295.02) | -87.86% |
| <i>MAY EARNED</i> | | | | | |
| <u>JUNE RECEIVED</u> | OCCUPANCY | \$365,789.79 | \$280,883.88 | (\$84,905.91) | -23.21% |
| | MEALS | <u>\$278,868.23</u> | <u>\$138,382.35</u> | <u>(\$140,485.88)</u> | <u>-50.38%</u> |
| | | \$644,658.02 | \$419,266.23 | (\$225,391.79) | -34.96% |
| <i>JUNE EARNED</i> | | | | | |
| <u>JULY RECEIVED</u> | OCCUPANCY | \$1,019,991.19 | \$1,031,085.56 | \$11,094.37 | 1.09% |
| | MEALS | <u>\$399,780.43</u> | <u>\$343,466.82</u> | <u>(\$56,313.61)</u> | <u>-14.09%</u> |
| | | \$1,419,771.62 | \$1,374,552.38 | (\$45,219.24) | -3.18% |
| <i>JULY EARNED</i> | | | | | |
| <u>AUGUST RECEIVED</u> | OCCUPANCY | \$1,106,543.73 | \$1,522,968.88 | \$416,425.15 | 37.63% |
| | MEALS | <u>\$472,600.66</u> | <u>\$378,907.71</u> | <u>(\$93,692.95)</u> | <u>-19.82%</u> |
| | | \$1,579,144.39 | \$1,901,876.59 | \$322,732.20 | 20.44% |
| <i>AUGUST EARNED</i> | | | | | |
| <u>SEPT RECEIVED</u> | OCCUPANCY | \$1,386,583.82 | \$1,386,698.87 | \$115.05 | 0.01% |
| | MEALS | <u>\$427,333.95</u> | <u>\$342,807.39</u> | <u>(\$84,526.56)</u> | <u>-19.78%</u> |
| | | \$1,813,917.77 | \$1,729,506.26 | (\$84,411.51) | -4.65% |
| <i>SEPTEMBER EARNED</i> | | | | | |
| <u>OCT RECEIVED</u> | OCCUPANCY | \$456,102.94 | \$646,711.02 | \$190,608.08 | 41.79% |
| | MEALS | <u>\$245,359.41</u> | <u>\$312,640.42</u> | <u>\$67,281.01</u> | <u>27.42%</u> |
| | | \$701,462.35 | \$959,351.44 | \$257,889.09 | 36.76% |
| <i>OCTOBER EARNED</i> | | | | | |
| <u>NOV RECEIVED</u> | OCCUPANCY | \$225,976.76 | \$411,520.36 | \$185,543.60 | 82.11% |
| | MEALS | <u>\$196,138.50</u> | <u>\$220,333.19</u> | <u>\$24,194.69</u> | <u>12.34%</u> |
| | | \$422,115.26 | \$631,853.55 | \$209,738.29 | 49.69% |
| <i>NOVEMBER EARNED</i> | | | | | |
| <u>DEC RECEIVED</u> | OCCUPANCY | \$115,681.16 | \$149,613.81 | \$33,932.65 | 29.33% |
| | MEALS | <u>\$122,310.47</u> | <u>\$133,492.34</u> | <u>\$11,181.87</u> | <u>9.14%</u> |
| | | \$237,991.63 | \$283,106.15 | \$45,114.52 | 18.96% |
| <i>TOTAL TO DATE</i> | | | | | |
| Total To Date | Occupancy | \$5,155,937.50 | \$5,687,767.42 | \$531,829.92 | 10.31% |
| | Meals | <u>\$2,727,051.77</u> | <u>\$2,271,084.20</u> | <u>(\$455,967.57)</u> | <u>-16.72%</u> |
| | | \$7,882,989.27 | \$7,958,851.62 | \$75,862.35 | 0.96% |
| <i>TOTAL FOR YEAR</i> | | | | | |
| Total for Year | OCCUPANCY | \$5,155,937.50 | | | |
| | MEALS | <u>\$2,727,051.77</u> | | | |
| | | \$7,882,989.27 | | | |

OCCUPANCY & MEALS FY 2020-2021

ACTUAL RECEIPTS

| FISCAL YEAR RECEIPTS | | ACTUAL FY 19-20 | ACTUAL FY 20-21 | +/- \$ | +/- % |
|------------------------------|-----------|-----------------------|-----------------------|-----------------------|----------------|
| JUNE EARNED | OCCUPANCY | \$1,019,991.19 | \$1,031,085.56 | \$11,094.37 | 1.09% |
| JULY RECEIVED | MEALS | <u>\$399,780.43</u> | <u>\$343,466.82</u> | <u>(\$56,313.61)</u> | <u>-14.09%</u> |
| | | \$1,419,771.62 | \$1,374,552.38 | (\$45,219.24) | -3.18% |
| JULY EARNED | OCCUPANCY | \$1,106,543.73 | \$1,522,968.88 | \$416,425.15 | 37.63% |
| AUGUST RECEIVED | MEALS | <u>\$472,600.66</u> | <u>\$378,907.71</u> | <u>(\$93,692.95)</u> | <u>-19.82%</u> |
| | | \$1,579,144.39 | \$1,901,876.59 | \$322,732.20 | 20.44% |
| AUGUST EARNED | OCCUPANCY | \$1,386,583.82 | \$1,386,698.87 | \$115.05 | 0.01% |
| SEPT RECEIVED | MEALS | <u>\$427,333.95</u> | <u>\$342,807.39</u> | <u>(\$84,526.56)</u> | <u>-19.78%</u> |
| | | \$1,813,917.77 | \$1,729,506.26 | (\$84,411.51) | -4.65% |
| SEPTEMBER EARNED | OCCUPANCY | \$456,102.94 | \$646,711.02 | \$190,608.08 | 41.79% |
| OCT RECEIVED | MEALS | <u>\$245,359.41</u> | <u>\$312,640.42</u> | <u>\$67,281.01</u> | <u>27.42%</u> |
| | | \$701,462.35 | \$959,351.44 | \$257,889.09 | 36.76% |
| OCTOBER EARNED | OCCUPANCY | \$225,976.76 | \$411,520.36 | \$185,543.60 | 82.11% |
| NOV RECEIVED | MEALS | <u>\$196,138.50</u> | <u>\$220,333.19</u> | <u>\$24,194.69</u> | <u>12.34%</u> |
| | | \$422,115.26 | \$631,853.55 | \$209,738.29 | 49.69% |
| NOVEMBER EARNED | OCCUPANCY | \$115,681.16 | \$149,613.81 | \$33,932.65 | 29.33% |
| DEC RECEIVED | MEALS | <u>\$122,310.47</u> | <u>\$133,492.34</u> | <u>\$11,181.87</u> | <u>9.14%</u> |
| | | \$237,991.63 | \$283,106.15 | \$45,114.52 | 18.96% |
| DECEMBER EARNED | OCCUPANCY | \$64,325.91 | \$0.00 | \$0.00 | 0.00% |
| JAN RECEIVED | MEALS | <u>\$105,377.51</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$169,703.42 | \$0.00 | \$0.00 | 0.00% |
| JANUARY EARNED | OCCUPANCY | \$82,572.04 | \$0.00 | \$0.00 | 0.00% |
| FEB RECEIVED | MEALS | <u>\$98,628.09</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$181,200.13 | \$0.00 | \$0.00 | 0.00% |
| FEBRUARY EARNED | OCCUPANCY | \$68,444.24 | \$0.00 | \$0.00 | 0.00% |
| MARCH RECEIVED | MEALS | <u>\$90,153.63</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$158,597.87 | \$0.00 | \$0.00 | 0.00% |
| MARCH EARNED | OCCUPANCY | \$30,251.77 | \$0.00 | \$0.00 | 0.00% |
| APRIL RECEIVED | MEALS | <u>\$69,265.66</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$99,517.43 | \$0.00 | \$0.00 | 0.00% |
| APRIL EARNED | OCCUPANCY | \$12,691.08 | \$0.00 | \$0.00 | 0.00% |
| MAY RECEIVED | MEALS | <u>\$37,629.09</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$50,320.17 | \$0.00 | \$0.00 | 0.00% |
| MAY EARNED | OCCUPANCY | \$280,883.88 | \$0.00 | \$0.00 | 0.00% |
| JUNE RECEIVED | MEALS | <u>\$138,382.35</u> | <u>\$0.00</u> | <u>\$0.00</u> | <u>0.00%</u> |
| | | \$419,266.23 | \$0.00 | \$0.00 | 0.00% |
| TOTAL TO DATE | OCCUPANCY | \$4,310,879.60 | \$5,148,598.50 | \$837,718.90 | 19.43% |
| | MEALS | <u>\$1,863,523.42</u> | <u>\$1,731,647.87</u> | <u>(\$131,875.55)</u> | <u>-7.08%</u> |
| | | \$6,174,403.02 | \$6,880,246.37 | \$705,843.35 | 11.43% |
| TOTAL ACTUAL 2019-2020 | OCCUPANCY | \$4,850,048.52 | | | |
| | MEALS | <u>\$2,402,959.75</u> | | | |
| | | \$7,253,008.27 | | | |

Dare County Gross Collections on Retail Sales

| | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | Variance 2020-2019 | Percent Change |
|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------------------|---------------------------|
| January | 3,809,146 | 3,518,081 | 3,585,781 | 3,246,772 | 2,766,539 | 2,606,285 | 291,065 | 8.27% |
| February | 3,323,370 | 3,026,989 | 2,738,341 | 2,728,504 | 2,289,103 | 2,128,970 | 296,381 | 9.79% |
| March | 3,077,829 | 2,831,112 | 2,829,152 | 2,812,630 | 2,280,537 | 2,019,168 | 246,717 | 8.71% |
| April | 3,465,302 | 4,266,897 | 3,948,431 | 3,729,748 | 3,547,074 | 3,007,272 | -801,595 | -18.79% |
| May | 2,728,392 | 5,501,100 | 4,861,088 | 5,084,042 | 4,011,689 | 3,930,062 | -2,772,708 | -50.40% |
| June | 5,686,714 | 7,096,777 | 6,558,353 | 6,355,380 | 5,676,881 | 5,553,791 | -1,410,063 | -19.87% |
| July | 12,370,251 | 11,321,288 | 10,815,908 | 10,038,975 | 9,085,195 | 9,066,601 | 1,048,963 | 9.27% |
| August | 13,794,215 | 13,178,541 | 12,870,106 | 12,961,419 | 12,153,647 | 10,985,313 | 615,674 | 4.67% |
| September | 12,478,041 | 11,799,596 | 10,996,721 | 10,694,311 | 10,634,932 | 10,595,224 | 678,445 | 5.75% |
| October | 9,103,596 | 6,834,818 | 6,542,087 | 7,181,012 | 6,631,836 | 6,261,920 | 2,268,778 | 33.19% |
| November | | 5,191,614 | 4,932,146 | 4,698,891 | 4,294,600 | 3,902,927 | | 0.00% |
| December | | 3,874,539 | 3,719,123 | 3,759,730 | 3,904,190 | 2,995,244 | | 0.00% |
| YTD | 69,836,856 | 69,375,199 | 65,745,968 | 64,832,793 | 59,077,433 | 56,154,606 | 461,657 | 0.67% |
| TOTAL | 69,836,856 | 78,441,352 | 74,397,237 | 73,291,414 | 67,276,223 | 63,052,777 | | |
| YTD % Change | 0.67% | 5.52% | 1.41% | 9.74% | 5.20% | 18.10% | | |
| Total % Change | 0.67% | 5.44% | 1.51% | 8.94% | 6.70% | 5.09% | | |

| | | | | | | | | | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Outer Banks Visitors Bureau Gross Occupancy Summary 2007-2020 | | | | | | | | | | | | | | |
| | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 |
| January | 8,223,680 | 6,272,045 | 7,115,084 | 7,131,148 | 6,278,051 | 5,968,549 | 4,638,247 | 5,037,412 | 4,289,234 | 4,628,765 | 4,494,306 | 4,171,787 | 3,571,786 | 3,283,749 |
| February | 6,788,236 | 6,004,609 | 5,205,555 | 4,938,755 | 3,599,607 | 3,283,399 | 2,946,032 | 2,968,109 | 3,213,823 | 2,878,117 | 2,386,002 | 2,231,381 | 2,642,080 | 2,581,654 |
| March | 3,538,436 | 9,370,541 | 9,356,430 | 7,159,836 | 7,924,692 | 5,399,408 | 5,159,003 | 6,338,567 | 5,450,681 | 4,090,156 | 3,572,289 | 3,815,488 | 5,502,196 | 4,202,539 |
| April | 715,316 | 22,183,138 | 18,054,916 | 19,822,692 | 13,435,059 | 12,880,393 | 13,868,051 | 10,858,691 | 13,793,507 | 12,489,121 | 10,593,724 | 11,079,765 | 8,899,988 | 11,315,913 |
| May | 28,192,673 | 36,428,842 | 32,964,383 | 32,005,253 | 29,786,428 | 29,618,042 | 27,441,496 | 23,051,832 | 23,748,969 | 23,011,015 | 20,819,112 | 21,820,610 | 20,903,445 | 19,663,470 |
| June | 103,467,906 | 102,003,266 | 94,643,779 | 79,240,527 | 74,166,862 | 78,981,510 | 77,865,332 | 74,033,596 | 70,913,978 | 60,241,630 | 59,386,630 | 56,771,695 | 65,529,705 | 61,057,567 |
| July | 152,256,684 | 110,890,945 | 134,391,620 | 140,228,393 | 130,768,381 | 110,515,903 | 108,283,329 | 110,660,664 | 111,091,066 | 110,207,729 | 101,783,465 | 87,373,542 | 92,310,020 | 97,575,888 |
| August | 139,737,864 | 138,805,084 | 108,717,337 | 102,930,101 | 107,787,704 | 114,304,339 | 107,054,063 | 99,755,506 | 87,953,893 | 90,043,386 | 93,084,681 | 96,469,017 | 95,817,540 | 84,228,391 |
| September | 63,775,711 | 45,403,850 | 48,791,548 | 48,338,071 | 45,666,221 | 44,596,605 | 39,762,332 | 37,881,607 | 39,568,193 | 36,023,228 | 34,282,276 | 34,425,803 | 30,653,566 | 30,770,807 |
| October | 41,364,509 | 22,618,642 | 22,503,851 | 21,974,957 | 20,839,990 | 19,011,742 | 17,273,123 | 15,573,451 | 16,062,554 | 16,934,908 | 17,000,119 | 15,129,892 | 13,961,791 | 15,001,325 |
| November | 17,053,031 | 11,523,953 | 9,965,662 | 10,734,352 | 9,132,785 | 7,573,884 | 6,873,710 | 6,118,063 | 6,038,976 | 6,795,253 | 7,062,045 | 6,708,504 | 6,392,023 | 6,852,685 |
| December | | 6,505,201 | 4,706,348 | 4,815,968 | 3,624,331 | 3,498,490 | 3,058,680 | 4,446,831 | 3,057,722 | 2,946,610 | 2,381,348 | 3,653,289 | 3,710,254 | 3,429,743 |
| YTD Total | 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 | 354,464,649 | 339,997,484 | 346,184,140 | 336,533,988 |
| Total | 565,114,046 | 518,010,116 | 496,416,513 | 479,320,053 | 453,010,111 | 435,632,264 | 414,223,398 | 396,724,329 | 385,182,596 | 370,289,918 | 356,845,997 | 343,650,773 | 349,894,394 | 339,963,731 |
| YTD % Change | 10.48% | 4.03% | 3.63% | 5.59% | 3.99% | 5.10% | 4.81% | 2.66% | 4.02% | 3.63% | 4.26% | -1.79% | 2.87% | 9.54% |
| Total % Change | 10.48% | 4.35% | 3.57% | 5.81% | 3.99% | 5.17% | 4.41% | 3.00% | 4.02% | 3.77% | 3.84% | -1.78% | 2.92% | 9.61% |
| Month Increase/Decrease/Increase(Decrease)/Qtr | 47.98% | 15.64% | -7.16% | 17.54% | 20.58% | 10.19% | 12.35% | 1.31% | -11.13% | -3.78% | 5.27% | 4.95% | -6.72% | 5.19% |
| Qtr 1 (Dec-Feb) | 26.70% | -0.90% | 9.19% | 17.33% | 8.66% | 2.32% | 8.75% | 5.87% | 5.68% | -6.13% | 4.15% | 4.87% | 9.77% | 32.74% |
| Qtr 2 (Mar-May) | -52.27% | 12.60% | 2.35% | 15.33% | 6.78% | 3.08% | 15.45% | -6.38% | 8.60% | 13.16% | -4.71% | 3.99% | 0.35% | 12.13% |
| Qtr 3 (June-Aug) | 12.44% | 4.13% | 4.76% | 3.09% | 2.94% | 3.61% | 3.08% | 5.37% | 3.63% | 2.45% | 5.67% | -5.14% | 4.45% | 8.82% |
| Qtr 4 (Sept-Nov) | 53.61% | -2.11% | 0.26% | 7.15% | 6.26% | 11.38% | 7.28% | -3.40% | 3.21% | 2.41% | 3.70% | 10.31% | -3.07% | 8.46% |
| Note: For January 2007, there were a couple of filings for past months totaling about \$80000 in gross rents. Adjusted gross occupancy would be 3,203,749, an increase of 34.33% | | | | | | | | | | | | | | |
| Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020 | | | | | | | | | | | | | | |
| For August 2009, Labor Day was 9/7; it was 9/1 in 2008 | | | | | | | | | | | | | | |
| For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48% | | | | | | | | | | | | | | |
| For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020 | | | | | | | | | | | | | | |
| Hurricane Earl struck on Labor Day weekend in September 2010 | | | | | | | | | | | | | | |
| Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11 | | | | | | | | | | | | | | |
| For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August | | | | | | | | | | | | | | |
| For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019 | | | | | | | | | | | | | | |
| Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20 | | | | | | | | | | | | | | |
| Hurricane Arthur struck on July 4, 2014. | | | | | | | | | | | | | | |
| For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000. | | | | | | | | | | | | | | |
| Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend. | | | | | | | | | | | | | | |
| Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017 | | | | | | | | | | | | | | |
| Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017 | | | | | | | | | | | | | | |
| Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred. | | | | | | | | | | | | | | |
| For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund. | | | | | | | | | | | | | | |
| For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000 | | | | | | | | | | | | | | |
| For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10% | | | | | | | | | | | | | | |
| Hurricane Dorian mandatory evacuations September 3-September 12, 2019. | | | | | | | | | | | | | | |
| Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020 | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Outer Banks Visitors Bureau | | | | | | | | | | | | | | |
| Gross Meals Summary | | | | | | | | | | | | | | |
| 2007-2020 | | | | | | | | | | | | | | |
| | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 |
| January | 9,567,693 | 9,232,116 | 6,630,060 | 6,907,169 | 6,951,100 | 7,366,165 | 6,423,044 | 5,737,827 | 5,908,401 | 5,149,079 | 4,946,077 | 5,553,193 | 5,315,203 | 5,652,092 |
| February | 9,280,396 | 7,938,346 | 8,081,163 | 8,107,544 | 7,190,738 | 6,442,985 | 6,280,032 | 5,873,076 | 6,001,197 | 5,600,305 | 5,306,714 | 5,878,828 | 5,901,277 | 5,864,520 |
| March | 7,466,202 | 13,993,067 | 12,472,869 | 12,750,137 | 12,593,172 | 10,133,762 | 9,481,493 | 10,153,689 | 9,324,697 | 8,342,477 | 7,944,634 | 7,371,099 | 9,906,602 | 8,368,675 |
| April | 3,749,728 | 20,152,467 | 17,693,017 | 19,029,550 | 15,347,188 | 15,145,381 | 14,781,867 | 13,161,426 | 15,272,146 | 13,937,220 | 12,643,388 | 12,570,914 | 10,696,837 | 13,018,031 |
| May | 14,079,809 | 27,895,551 | 25,305,198 | 24,480,322 | 22,700,007 | 23,106,126 | 22,196,739 | 20,503,341 | 20,033,102 | 17,884,885 | 17,420,030 | 17,237,550 | 17,902,993 | 17,030,910 |
| June | 35,377,612 | 39,212,117 | 37,728,467 | 36,369,937 | 33,185,424 | 33,214,790 | 31,198,217 | 30,968,797 | 30,676,562 | 28,170,717 | 25,929,735 | 25,850,095 | 26,110,903 | 26,398,208 |
| July | 37,531,226 | 47,545,995 | 44,840,505 | 43,176,322 | 42,856,387 | 41,248,363 | 38,508,812 | 37,227,457 | 36,914,627 | 36,454,367 | 35,295,259 | 32,687,202 | 33,163,197 | 32,620,688 |
| August | 34,686,508 | 44,023,260 | 39,760,919 | 37,942,828 | 39,204,887 | 38,491,312 | 38,663,206 | 36,725,099 | 33,521,889 | 27,024,599 | 31,515,361 | 31,285,408 | 32,095,228 | 31,213,494 |
| September | 31,758,793 | 24,552,170 | 24,228,769 | 27,122,726 | 26,673,486 | 26,274,599 | 23,584,456 | 23,168,505 | 22,057,864 | 19,239,630 | 18,678,839 | 19,444,780 | 17,335,174 | 19,572,423 |
| October | 22,495,453 | 19,796,005 | 18,452,784 | 19,261,951 | 15,237,438 | 16,212,875 | 16,047,497 | 14,278,541 | 13,282,164 | 13,084,800 | 13,295,890 | 12,630,255 | 12,192,193 | 12,942,026 |
| November | 16,322,421 | 12,708,341 | 12,448,598 | 11,764,460 | 11,846,267 | 10,809,353 | 9,863,383 | 9,161,206 | 8,637,935 | 8,587,922 | 8,822,724 | 8,298,475 | 8,044,142 | 9,001,275 |
| December | | 10,994,527 | 9,670,246 | 10,184,239 | 9,049,333 | 8,333,905 | 7,902,396 | 6,839,007 | 7,025,072 | 7,391,106 | 5,983,306 | 6,123,554 | 6,457,727 | 7,449,495 |
| YTD Total | 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 | 181,798,651 | 178,807,799 | 178,663,749 | 181,682,342 |
| Total | 222,315,841 | 278,043,962 | 257,312,595 | 257,097,185 | 242,835,427 | 236,779,616 | 224,931,142 | 213,797,971 | 208,655,656 | 190,867,107 | 187,781,957 | 184,931,353 | 185,121,476 | 189,131,837 |
| YTD % Change | -16.75% | 7.84% | 0.30% | 5.61% | 2.34% | 5.26% | 4.87% | 2.64% | 9.89% | 0.92% | 1.67% | 0.08% | -1.66% | 4.99% |
| Total % Change | -16.75% | 8.06% | 0.08% | 5.87% | 2.56% | 5.27% | 5.21% | 2.46% | 9.32% | 1.64% | 1.54% | -0.10% | -2.12% | 4.70% |
| Month Increase/(Decrease) Increase(Decrease)/Qtr | 28.44% | 2.09% | 5.82% | -0.69% | 9.59% | 9.59% | 7.66% | 6.06% | 0.58% | -2.66% | 6.32% | 3.16% | -10.63% | 11.48% |
| Qtr 1 (Dec-Feb) | 11.18% | 7.81% | 3.46% | 7.07% | 3.52% | 11.10% | 4.86% | -3.44% | 15.35% | 2.18% | -8.46% | -4.16% | -2.39% | 0.76% |
| Qtr 2 (Mar-May) | -59.23% | 11.84% | -1.40% | 11.10% | 4.66% | 4.14% | 6.03% | -1.82% | 11.12% | 5.67% | 2.23% | -3.45% | 0.23% | 2.44% |
| Qtr 3 (June-Aug) | -17.73% | 6.91% | 4.12% | 1.95% | 2.03% | 4.23% | 3.29% | 3.77% | 10.33% | -1.18% | 3.25% | -1.69% | 1.26% | 5.69% |
| Qtr 4 (Sept-Nov) | 23.70% | 3.49% | -5.19% | 8.17% | 0.86% | 7.68% | 6.19% | 5.98% | 7.49% | 0.28% | 1.05% | 7.46% | -9.50% | 8.40% |
| Note: For February 2006, \$496,634 was reported in gross receipts, but was not paid. If gross receipts corrected, 2006 would be \$5,507,753, a 6% increase | | | | | | | | | | | | | | |
| For December 2006, \$470,400 was reported in gross receipts, but was not paid. If gross receipts corrected, 2006 would be \$7,135,251, a 4% increase | | | | | | | | | | | | | | |
| For January 2009, about \$150,000 was reported from prior months, this is still an increase of \$87,990 or 1.66% | | | | | | | | | | | | | | |
| Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020 | | | | | | | | | | | | | | |
| For August 2009, Labor Day was 9/7; it was 9/1 in 2008 | | | | | | | | | | | | | | |
| 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. | | | | | | | | | | | | | | |

Outer Banks Visitors Bureau
Gross Occupancy by Class 2016-2020

| | 2016 | 2017 | 2018 | 2019 | 2020 | 2016 | 2017 | 2018 | 2019 | 2020 | 2016 | 2017 | 2018 | 2019 | 2020 |
|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|------------------|------------------|------------------|------------------|------------------|
| | 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 | 25,804 | 21,243 | 9,991 | 21,848 | 18,954 | 34,898 | 50,462 | 56,934 | 149,040 | 101,762 | 68,241 | 39,261 | 77,827 | 57,144 | 60,734 |
| February | 36,064 | 52,546 | 36,814 | 143,923 | 27,050 | 39,974 | 64,152 | 69,405 | 79,720 | 89,994 | 71,212 | 134,203 | 97,209 | 54,050 | 55,880 |
| March | 79,865 | 76,403 | 65,753 | 85,386 | 29,171 | 208,302 | 123,529 | 186,658 | 249,522 | 63,921 | 166,270 | 149,882 | 184,588 | 160,084 | 65,539 |
| April | 156,538 | 127,482 | 140,738 | 877,315 | 9,994 | 254,169 | 580,729 | 450,715 | 587,966 | 1,930 | 308,672 | 366,481 | 321,223 | 365,960 | 48,233 |
| May | 274,409 | 249,701 | 329,396 | 309,416 | 91,397 | 665,277 | 745,164 | 864,675 | 990,995 | 1,130,609 | 552,057 | 639,286 | 607,239 | 600,680 | 254,673 |
| June | 379,391 | 265,719 | 263,476 | 417,010 | 351,108 | 1,229,304 | 1,431,385 | 1,666,397 | 1,830,953 | 2,412,414 | 1,046,720 | 989,369 | 1,196,072 | 1,288,613 | 795,837 |
| July | 749,249 | 321,538 | 401,465 | 300,025 | 363,847 | 1,816,435 | 1,336,272 | 1,613,934 | 1,966,882 | 2,685,694 | 1,647,615 | 1,435,632 | 1,542,434 | 1,563,325 | 1,043,368 |
| August | 382,004 | 230,703 | 295,816 | 369,371 | 373,764 | 1,157,766 | 890,569 | 1,232,064 | 1,510,242 | 1,588,143 | 1,314,037 | 1,415,838 | 1,296,981 | 872,728 | 902,896 |
| September | 224,305 | 188,428 | 125,217 | 254,760 | 278,989 | 603,072 | 503,200 | 803,646 | 427,073 | 1,348,600 | 630,648 | 656,337 | 557,989 | 437,579 | 551,614 |
| October | 136,646 | 86,645 | 160,079 | 149,153 | 155,303 | 164,375 | 413,901 | 349,366 | 406,219 | 922,352 | 372,984 | 421,919 | 439,412 | 308,779 | 493,509 |
| November | 72,340 | 81,256 | 77,097 | 74,856 | 65,719 | 107,575 | 121,397 | 118,727 | 126,014 | 355,225 | 231,209 | 205,025 | 201,959 | 143,147 | 63,227 |
| December | 37,430 | 61,634 | 18,684 | 82,449 | | 30,970 | 48,795 | 32,024 | 59,397 | | 102,282 | 110,884 | 91,303 | 55,559 | |
| | | | | | | | | | | | | | | | |
| <i>YTD Totals</i> | <i>2,516,615</i> | <i>1,701,664</i> | <i>1,905,842</i> | <i>3,003,063</i> | <i>1,765,296</i> | <i>6,281,147</i> | <i>6,260,760</i> | <i>7,412,521</i> | <i>8,324,626</i> | <i>10,700,644</i> | <i>6,409,665</i> | <i>6,453,233</i> | <i>6,522,933</i> | <i>5,852,089</i> | <i>4,335,510</i> |
| Total | 2,554,045 | 1,763,298 | 1,924,526 | 3,085,512 | 1,765,296 | 6,312,117 | 6,309,555 | 7,444,545 | 8,384,023 | 10,700,644 | 6,511,947 | 6,564,117 | 6,614,236 | 5,907,648 | 4,335,510 |

| | | | | | | | | | | | | | | | |
|---------------------|---------------|----------------|---------------|---------------|----------------|--------------|---------------|---------------|---------------|---------------|--------------|--------------|--------------|----------------|----------------|
| Month Increase | 6.41% | 12.33% | -5.12% | -2.91% | -12.21% | 46.45% | 12.85% | -2.20% | 6.14% | 181.89% | 40.60% | -11.32% | -1.50% | -29.12% | -55.83% |
| <i>YTD Increase</i> | 16.24% | -32.38% | 12.00% | 57.57% | -41.22% | 9.54% | -0.32% | 18.40% | 12.30% | 28.54% | 6.67% | 0.68% | 1.08% | -10.28% | -25.92% |
| Total Year Increa | 16.54% | -30.96% | 9.14% | 60.33% | | 9.49% | -0.04% | 17.99% | 12.62% | | 6.81% | 0.80% | 0.76% | -10.68% | |

Outer Banks Visitors Bureau
Gross Occupancy by Class 2016-2020

| | 2016 | 2017 | 2018 | 2019 | 2020 | 2018 | 2019 | 2020 | 2016 | 2017 | 2018 | 2019 | 2020 | 2019 | 2020 |
|-------------------|------------|------------|------------|------------|------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|
| | Motel/ | Motel/ | Motel/ | Motel/ | Motel/ | Online Trave | Online Trave | Online Trave | Property | Property | Property | Property | Property | Other | Other |
| | Hotel | Hotel | Hotel | Hotel | Hotel | OTC * | OTC * | OTC * | Management | Management | Management | Management | Management | Rental | Rental |
| | | | | | | | | | Agencies | Agencies | Agencies | Agencies | Agencies | Properties** | Properties** |
| January | 1,237,556 | 1,231,693 | 1,257,924 | 1,301,265 | 1,437,035 | 12,750 | 19,038 | 18,951 | 4,901,521 | 5,742,596 | 5,632,280 | 4,641,865 | 6,501,671 | | 4,048,599 |
| February | 1,322,085 | 1,562,373 | 1,581,432 | 1,331,764 | 1,533,776 | 21,179 | 21,882 | 25,687 | 2,113,601 | 3,025,121 | 3,299,316 | 4,283,950 | 4,958,235 | | 3,640,228 |
| March | 3,048,117 | 2,625,980 | 3,034,735 | 2,618,614 | 1,246,258 | 46,450 | 48,950 | 24,532 | 4,309,813 | 4,006,629 | 5,645,680 | 6,065,892 | 2,033,390 | | 392,302 |
| April | 4,545,245 | 5,755,388 | 4,790,774 | 5,082,911 | 272,368 | 94,478 | 129,659 | 6,532 | 8,083,104 | 12,673,454 | 12,073,020 | 14,912,027 | .382,791 | | 54,406 |
| May | 6,995,624 | 7,781,122 | 7,657,044 | 8,296,802 | 3,148,199 | 223,246 | 148,954 | 188,734 | 21,184,107 | 22,356,377 | 23,236,092 | 25,901,180 | 23,445,254 | | 7,959,755 |
| June | 10,724,168 | 11,713,936 | 11,720,032 | 11,050,965 | 11,291,492 | 373,865 | 220,076 | 689,124 | 60,621,694 | 64,523,921 | 79,376,489 | 86,974,007 | 88,087,699 | | 15,349,447 |
| July | 14,702,019 | 15,241,700 | 13,517,098 | 13,333,255 | 16,489,187 | 488,402 | 280,756 | 291,105 | 111,492,605 | 121,406,705 | 116,827,701 | 93,189,170 | 131,031,173 | 9,774,831 | 14,163,157 |
| August | 12,963,240 | 11,871,548 | 12,441,921 | 14,094,249 | 13,307,261 | 422,935 | 266,881 | 244,691 | 91,755,613 | 88,138,009 | 93,023,812 | 121,424,486 | 122,944,015 | 24,094,200 | 14,432,996 |
| September | 8,044,658 | 6,960,599 | 5,190,429 | 6,280,715 | 9,374,533 | 127,801 | 128,596 | 495,636 | 35,992,377 | 39,786,449 | 41,912,607 | 37,793,636 | 51,755,580 | 5,444,607 | 7,502,538 |
| October | 4,123,137 | 5,255,695 | 4,729,167 | 5,163,907 | 6,047,939 | 94,511 | 76,787 | 91,603 | 15,940,123 | 15,566,863 | 16,607,911 | 16,375,128 | 33,435,472 | 3,090,168 | 5,199,066 |
| November | 2,491,471 | 2,754,045 | 2,101,808 | 1,972,903 | 1,882,898 | 35,749 | 31,815 | 7,333 | 6,134,126 | 7,540,897 | 7,319,364 | 9,080,251 | 14,518,005 | 1,659,752 | 894,605 |
| December | 1,215,099 | 1,228,853 | 1,255,150 | 1,413,200 | | 27,148 | 22,812 | | 2,185,437 | 3,104,990 | 3,165,578 | 4,773,626 | | 1,465,862 | |
| | | | | | | | | | | | | | | | |
| YTD Totals | 70,197,320 | 72,754,079 | 68,022,364 | 70,527,350 | 66,030,946 | 1,941,366 | 1,373,394 | 2,083,928 | 362,528,684 | 384,767,021 | 404,954,272 | 420,641,592 | 479,093,285 | 44,063,558 | 73,637,099 |
| Total | 71,412,419 | 73,982,932 | 69,277,514 | 71,940,550 | 66,030,946 | 1,968,514 | 1,396,206 | 2,083,928 | 364,714,121 | 387,872,011 | 408,119,850 | 425,415,218 | 479,093,285 | 45,529,420 | 73,637,099 |
| Month Increase | 23.85% | 10.54% | -23.68% | -6.13% | -4.56% | | -11.00% | -76.95% | 17.16% | 22.93% | -2.94% | 24.06% | 59.89% | | -46.10% |
| YTD Increase | 5.50% | 3.64% | -6.50% | 3.68% | -6.38% | | -29.26% | 51.74% | 3.31% | 6.13% | 5.25% | 3.87% | 13.90% | | |
| Total Year Increa | 5.35% | 3.60% | -6.36% | 3.84% | | | -29.07% | | 3.31% | 6.35% | 5.22% | 4.24% | | | |

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

Outer Banks Visitors Bureau
Gross Occupancy by Class 2016-2020

| | 2016 | 2017 | 2018 | 2019 | 2020 | 2016 | 2017 | 2018 | 2019 | 2020 |
|-------------------|------------------|------------------|------------------|------------------|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | Tmshr | Tmshr | Tmshr | Tmshr | Tmshr | Total | Total | Total | Total | Total |
| January | 10,031 | 45,893 | 80,128 | 100,883 | 103,524 | 6,278,051 | 7,131,148 | 7,115,084 | 6,272,045 | 8,223,680 |
| February | 16,671 | 100,360 | 121,379 | 111,202 | 123,301 | 3,599,607 | 4,938,755 | 5,205,555 | 6,004,609 | 6,788,236 |
| March | 112,325 | 177,413 | 239,016 | 191,043 | 100,157 | 7,924,692 | 7,159,836 | 9,356,430 | 9,370,541 | 3,538,436 |
| April | 87,331 | 319,158 | 278,446 | 356,959 | 0 | 13,435,059 | 19,822,692 | 18,054,916 | 22,183,138 | 715,316 |
| May | 114,954 | 233,603 | 269,937 | 329,769 | 122,541 | 29,786,428 | 32,005,253 | 32,964,383 | 36,428,842 | 28,192,673 |
| June | 165,585 | 316,197 | 421,313 | 441,718 | 529,356 | 74,166,862 | 79,240,527 | 94,643,779 | 102,003,266 | 103,467,906 |
| July | 360,458 | 486,546 | 488,988 | 538,288 | 643,415 | 130,768,381 | 140,228,393 | 134,391,620 | 110,890,945 | 152,256,684 |
| August | 215,044 | 383,434 | 426,743 | 534,008 | 621,785 | 107,787,704 | 102,930,101 | 108,717,337 | 138,805,084 | 139,737,864 |
| September | 171,161 | 243,058 | 201,660 | 210,087 | 466,395 | 45,666,221 | 48,338,071 | 48,791,548 | 45,403,850 | 63,775,711 |
| October | 102,725 | 229,934 | 217,916 | 215,456 | 309,934 | 20,839,990 | 21,974,957 | 22,503,851 | 22,618,642 | 41,364,509 |
| November | 96,064 | 31,732 | 146,707 | 126,782 | 167,957 | 9,132,785 | 10,734,352 | 9,965,662 | 11,523,953 | 17,053,031 |
| December | 53,113 | 260,812 | 143,609 | 120,970 | | 3,624,331 | 4,815,968 | 4,706,348 | 6,505,201 | 0 |
| <i>YTD Totals</i> | <i>1,452,349</i> | <i>2,567,328</i> | <i>2,892,233</i> | <i>3,156,195</i> | <i>3,188,365</i> | <i>449,385,780</i> | <i>474,504,085</i> | <i>491,710,165</i> | <i>511,504,915</i> | <i>565,114,046</i> |
| Total | 1,505,462 | 2,828,140 | 3,035,842 | 3,277,165 | 3,188,365 | 453,010,111 | 479,320,053 | 496,416,513 | 518,010,116 | 565,114,046 |

| | | | | | | | | | | |
|--------------------------|---------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| Month Increase | 365.18% | -66.97% | 362.33% | -13.58% | 32.48% | 20.58% | 17.54% | -7.16% | 15.64% | 47.98% |
| <i>YTD Increase</i> | 89.96% | 76.77% | 12.66% | 9.13% | 1.02% | 3.99% | 5.59% | 3.63% | 4.03% | 10.48% |
| Total Year Increa | 94.62% | 87.86% | 7.34% | 7.95% | | 3.99% | 5.81% | 3.57% | 4.35% | |

| | | | | | | | | | | | | | | |
|---|-----------|--------|-----------|--------|-----------|--------|---------|--------|------------|--------|-------------|--------|-------------|--------|
| DARE COUNTY GROSS | | | | | | | | | | | | | | |
| OCCUPANCY BY DISTRICT | | | | | | | | | | | | | | |
| | 2020 | % OF | 2020 | % OF | 2020 | % OF | 2020 | % OF | 2020 | % OF | 2020 | % OF | 2020 | % OF |
| | JANUARY | TOTAL | FEBRUARY | TOTAL | MARCH | TOTAL | APRIL | TOTAL | MAY | TOTAL | JUNE | TOTAL | JULY | TOTAL |
| AVON | 434,039 | 5.3% | 380,590 | 5.6% | 138,732 | 3.9% | 30,048 | 4.2% | 2,066,612 | 7.3% | 6,283,223 | 6.1% | 11,853,109 | 7.8% |
| BUXTON | 153,215 | 1.9% | 162,973 | 2.4% | 145,613 | 4.1% | 63,878 | 8.9% | 847,665 | 3.0% | 2,319,946 | 2.2% | 3,396,670 | 2.2% |
| COLINGTON | 3,274 | 0.0% | 6,168 | 0.1% | 10,810 | 0.3% | 0 | 0.0% | 24,407 | 0.1% | 216,365 | 0.2% | 364,283 | 0.2% |
| FRISCO | 102,027 | 1.2% | 89,747 | 1.3% | 47,494 | 1.3% | 9,747 | 1.4% | 754,299 | 2.7% | 2,146,129 | 2.1% | 3,153,413 | 2.1% |
| HATTERAS | 239,225 | 2.9% | 149,163 | 2.2% | 107,696 | 3.0% | 23,329 | 3.3% | 1,067,301 | 3.8% | 3,605,207 | 3.5% | 6,465,000 | 4.2% |
| KILL DEVIL HILLS | 2,055,516 | 25.0% | 1,877,121 | 27.7% | 918,296 | 26.0% | 201,342 | 28.1% | 5,429,553 | 19.3% | 18,187,203 | 17.6% | 23,860,833 | 15.7% |
| KITTY HAWK | 746,475 | 9.1% | 801,188 | 11.8% | 414,239 | 11.7% | 38,020 | 5.3% | 2,084,664 | 7.4% | 6,651,519 | 6.4% | 8,342,133 | 5.5% |
| MANTEO-TOWN | 170,435 | 2.1% | 143,543 | 2.1% | 68,224 | 1.9% | 46,483 | 6.5% | 504,989 | 1.8% | 1,467,488 | 1.4% | 1,603,378 | 1.1% |
| NAGS HEAD | 2,239,211 | 27.2% | 1,513,288 | 22.3% | 844,330 | 23.9% | 164,145 | 22.9% | 7,038,514 | 25.0% | 28,605,413 | 27.6% | 38,857,728 | 25.5% |
| RODANTHE | 138,440 | 1.7% | 165,461 | 2.4% | 124,809 | 3.5% | 7,267 | 1.0% | 994,456 | 3.5% | 3,113,249 | 3.0% | 6,961,433 | 4.6% |
| SALVO | 166,784 | 2.0% | 151,036 | 2.2% | 52,537 | 1.5% | 8,579 | 1.2% | 588,373 | 2.1% | 1,986,086 | 1.9% | 7,793,423 | 5.1% |
| WAVES | 173,850 | 2.1% | 138,772 | 2.0% | 64,020 | 1.8% | 5,772 | 0.8% | 875,701 | 3.1% | 2,374,280 | 2.3% | 5,101,837 | 3.4% |
| SOUTHERN SHORES | 431,854 | 5.3% | 327,899 | 4.8% | 69,681 | 2.0% | 9,167 | 1.3% | 1,350,564 | 4.8% | 6,673,186 | 6.4% | 8,222,034 | 5.4% |
| DUCK | 973,632 | 11.8% | 621,871 | 9.2% | 453,220 | 12.8% | 93,678 | 13.1% | 3,716,546 | 13.2% | 18,177,434 | 17.6% | 25,056,315 | 16.5% |
| RIM (ROANOKE ISL. MAINI | 178,581 | 2.2% | 235,653 | 3.5% | 55,283 | 1.6% | 8,348 | 1.2% | 663,286 | 2.4% | 986,934 | 1.0% | 973,034 | 0.6% |
| OTC UNATTRIBUTED* | 17,122 | 0.2% | 23,763 | 0.4% | 23,452 | 0.7% | 5,513 | 0.8% | 185,743 | 0.7% | 674,244 | 0.7% | 252,061 | 0.2% |
| TOTAL | 8,223,680 | 100.0% | 6,788,236 | 100.1% | 3,538,436 | 100.0% | 715,316 | 100.0% | 28,192,673 | 100.0% | 103,467,906 | 100.0% | 152,256,684 | 100.0% |
| * Part of OTC transactions are reported by district. | | | | | | | | | | | | | | |
| The amounts are included in the districts of KDH, KH, NH. The remaining is reported under OTC | | | | | | | | | | | | | | |

| | | | | | | | | | | |
|----------------------------------|-------------|--------|------------|--------|------------|--------|------------|--------|-------------|--------|
| DARE COUNTY GROSS | | | | | | | | | | |
| OCCUPANCY BY DISTRICT | | | | | | | | | | |
| | 2020 | % OF | 2020 | % OF | 2020 | % OF | 2020 | % OF | 2020 | % OF |
| | AUGUST | TOTAL | SEPT | TOTAL | OCT | TOTAL | NOV | TOTAL | TOTAL | TOTAL |
| AVON | 9,512,081 | 6.8% | 4,187,773 | 6.6% | 3,228,635 | 7.8% | 1,597,806 | 9.4% | 39,712,648 | 7.0% |
| BUXTON | 2,661,554 | 1.9% | 1,554,576 | 2.4% | 1,193,252 | 2.9% | 543,408 | 3.2% | 13,042,750 | 2.3% |
| COLINGTON | 312,553 | 0.2% | 164,549 | 0.3% | 93,930 | 0.2% | 64,459 | 0.4% | 1,260,798 | 0.2% |
| FRISCO | 2,760,749 | 2.0% | 1,344,992 | 2.1% | 829,031 | 2.0% | 643,922 | 3.8% | 11,881,550 | 2.1% |
| HATTERAS | 5,553,616 | 4.0% | 2,321,754 | 3.6% | 1,344,448 | 3.3% | 1,235,837 | 7.2% | 22,112,576 | 3.9% |
| KILL DEVIL HILLS | 22,495,828 | 16.1% | 11,710,936 | 18.4% | 7,592,435 | 18.4% | 2,381,941 | 14.0% | 96,711,004 | 17.1% |
| KITTY HAWK | 7,691,727 | 5.5% | 4,325,618 | 6.8% | 2,911,834 | 7.0% | 1,211,189 | 7.1% | 35,218,606 | 6.2% |
| MANTEO-TOWN | 1,641,666 | 1.2% | 843,370 | 1.3% | 603,414 | 1.5% | 237,847 | 1.4% | 7,330,837 | 1.3% |
| NAGS HEAD | 38,682,106 | 27.7% | 17,178,559 | 26.9% | 11,451,011 | 27.7% | 4,265,582 | 25.0% | 150,839,887 | 26.7% |
| RODANTHE | 5,425,650 | 3.9% | 2,365,098 | 3.7% | 1,541,990 | 3.7% | 961,131 | 5.6% | 21,798,984 | 3.9% |
| SALVO | 5,524,202 | 4.0% | 2,074,571 | 3.3% | 1,512,395 | 3.7% | 628,126 | 3.7% | 20,486,112 | 3.6% |
| WAVES | 3,537,511 | 2.5% | 1,722,784 | 2.7% | 1,223,669 | 3.0% | 439,615 | 2.6% | 15,657,811 | 2.8% |
| SOUTHERN SHORES | 7,916,829 | 5.7% | 3,219,094 | 5.0% | 1,629,063 | 3.9% | 626,105 | 3.7% | 30,475,476 | 5.4% |
| DUCK | 24,833,969 | 17.8% | 9,836,814 | 15.4% | 5,792,939 | 14.0% | 2,139,172 | 12.5% | 91,695,590 | 16.2% |
| RIM (ROANOKE ISL. MAIN) | 967,930 | 0.7% | 453,768 | 0.7% | 337,970 | 0.8% | 76,891 | 0.5% | 4,937,678 | 0.9% |
| OTC UNATTRIBUTED* | 219,893 | 0.2% | 471,455 | 0.7% | 78,493 | 0.2% | 0 | 0.0% | 1,951,739 | 0.3% |
| TOTAL | 139,737,864 | 100.0% | 63,775,711 | 100.0% | 41,364,509 | 100.0% | 17,053,031 | 100.0% | 565,114,046 | 100.0% |
| * Part of OTC transactions are i | | | | | | | | | | |
| The amounts are included in tl | | | | | | | | | | |

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|----------------------|-----------|--------|-----------|--------|-----------|--------|-----------|--------|------------|--------|------------|--------|------------|--------|
| DARE COUNTY GROSS | | | | | | | | | | | | | | |
| MEALS BY DISTRICT | | | | | | | | | | | | | | |
| | 2020 | % OF | 2020 | % OF | 2020 | % OF | 2020 | % OF | 2020 | % OF | 2020 | % OF | 2020 | % OF |
| | JANUARY | TOTAL | FEBRUARY | TOTAL | MARCH | TOTAL | APRIL | TOTAL | MAY | TOTAL | JUNE | TOTAL | JULY | TOTAL |
| AVON - 1 | 270,637 | 2.8% | 277,555 | 3.0% | 220,022 | 2.9% | 110,415 | 2.9% | 706,126 | 5.0% | 1,903,871 | 5.4% | 1,921,229 | 5.1% |
| BUXTON - 2 | 158,548 | 1.7% | 131,822 | 1.4% | 184,755 | 2.5% | 100,175 | 2.7% | 431,796 | 3.1% | 1,314,854 | 3.7% | 1,309,809 | 3.5% |
| COLINGTON - 3 | 61,040 | 0.6% | 111,816 | 1.2% | 57,273 | 0.8% | 51,470 | 1.4% | 110,255 | 0.8% | 323,053 | 0.9% | 283,287 | 0.8% |
| FRISCO - 5 | 149,794 | 1.6% | 92,226 | 1.0% | 9,415 | 0.1% | 88,905 | 2.4% | 147,558 | 1.0% | 264,210 | 0.7% | 323,934 | 0.9% |
| HATTERAS - 6 | 20,554 | 0.2% | 39,069 | 0.4% | 44,105 | 0.6% | 6,891 | 0.2% | 224,957 | 1.6% | 828,595 | 2.3% | 811,540 | 2.2% |
| KILL DEVIL HILLS - 7 | 3,030,736 | 31.7% | 3,173,984 | 34.2% | 2,362,500 | 31.6% | 1,093,292 | 29.2% | 3,552,444 | 25.2% | 9,022,628 | 25.5% | 9,288,088 | 24.7% |
| KITTY HAWK - 8 | 1,799,644 | 18.8% | 1,604,718 | 17.3% | 1,125,357 | 15.1% | 737,774 | 19.7% | 2,032,942 | 14.4% | 4,467,270 | 12.6% | 4,831,902 | 12.9% |
| MANTEO-TOWN - 10 | 955,731 | 10.0% | 779,047 | 8.4% | 691,359 | 9.3% | 332,005 | 8.9% | 1,213,967 | 8.6% | 1,839,180 | 5.2% | 2,075,092 | 5.5% |
| RIM (ROANOKE ISL. M | 219,443 | 2.3% | 165,193 | 1.8% | 188,491 | 2.5% | 134,607 | 3.6% | 267,796 | 1.9% | 349,795 | 1.0% | 368,803 | 1.0% |
| NAGS HEAD - 14 | 1,823,494 | 19.1% | 1,892,513 | 20.4% | 1,649,672 | 22.1% | 846,543 | 22.6% | 3,059,988 | 21.7% | 8,517,851 | 24.1% | 10,169,265 | 27.1% |
| RODANTHE - 15 | 23,211 | 0.2% | 17,721 | 0.2% | 29,023 | 0.4% | 17,392 | 0.5% | 179,186 | 1.3% | 457,470 | 1.3% | 438,997 | 1.2% |
| SALVO - 18 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 5,010 | 0.0% | 40,793 | 0.1% | 53,343 | 0.1% |
| WAVES - 19 | 21,957 | 0.2% | 25,502 | 0.3% | 68,108 | 0.9% | 21,006 | 0.6% | 219,190 | 1.6% | 677,632 | 1.9% | 494,010 | 1.3% |
| SOUTHERN SHORES - | 522,960 | 5.5% | 367,120 | 4.0% | 384,555 | 5.2% | 129,975 | 3.5% | 431,285 | 3.1% | 1,144,690 | 3.2% | 1,041,675 | 2.8% |
| DUCK - 21 | 509,944 | 5.3% | 602,110 | 6.5% | 451,567 | 6.0% | 79,278 | 2.1% | 1,497,309 | 10.6% | 4,225,720 | 11.9% | 4,120,252 | 11.0% |
| TOTAL | 9,567,693 | 100.0% | 9,280,396 | 100.0% | 7,466,202 | 100.0% | 3,749,728 | 100.0% | 14,079,809 | 100.0% | 35,377,612 | 100.0% | 37,531,226 | 100.0% |

| | | | | | | | | | | |
|-------------------------------------|------------|--------|------------|--------|------------|--------|------------|--------|-------------|--------|
| DARE COUNTY GROSS MEALS BY DISTRICT | | | | | | | | | | |
| | 2020 | % OF | 2020 | % OF | 2020 | % OF | 2020 | % OF | 2020 | % OF |
| | AUGUST | TOTAL | SEPT | TOTAL | OCT | TOTAL | NOV | TOTAL | TOTAL | TOTAL |
| AVON - 1 | 1,761,166 | 5.1% | 1,518,979 | 4.8% | 1,247,180 | 5.5% | 612,060 | 3.7% | 10,549,240 | 4.7% |
| BUXTON - 2 | 1,161,413 | 3.3% | 1,214,757 | 3.8% | 880,283 | 3.9% | 652,850 | 4.0% | 7,541,062 | 3.4% |
| COLINGTON - 3 | 517,144 | 1.5% | 412,250 | 1.3% | 284,883 | 1.3% | 148,684 | 0.9% | 2,361,155 | 1.1% |
| FRISCO - 5 | 277,784 | 0.8% | 372,434 | 1.2% | 242,860 | 1.1% | 111,887 | 0.7% | 2,081,007 | 0.9% |
| HATTERAS - 6 | 622,896 | 1.8% | 486,242 | 1.5% | 522,346 | 2.3% | 189,028 | 1.2% | 3,796,223 | 1.7% |
| KILL DEVIL HILLS - 7 | 8,527,837 | 24.6% | 8,215,660 | 25.9% | 5,906,105 | 26.3% | 4,095,110 | 25.1% | 58,268,384 | 26.2% |
| KITTY HAWK - 8 | 4,447,622 | 12.8% | 3,841,807 | 12.1% | 3,220,658 | 14.3% | 1,945,351 | 11.9% | 30,055,045 | 13.5% |
| MANTEO-TOWN - 10 | 1,653,471 | 4.8% | 1,922,273 | 6.1% | 1,448,238 | 6.4% | 1,324,065 | 8.1% | 14,234,428 | 6.4% |
| RIM (ROANOKE ISL. M | 464,906 | 1.3% | 383,281 | 1.2% | 335,349 | 1.5% | 331,684 | 2.0% | 3,209,348 | 1.4% |
| NAGS HEAD - 14 | 8,890,686 | 25.6% | 7,725,607 | 24.3% | 5,493,533 | 24.4% | 3,320,679 | 20.3% | 53,389,831 | 24.0% |
| RODANTHE - 15 | 415,794 | 1.2% | 336,254 | 1.1% | 219,079 | 1.0% | 124,377 | 0.8% | 2,258,504 | 1.0% |
| SALVO - 18 | 30,041 | 0.1% | 17,478 | 0.1% | 1,269 | 0.0% | 298 | 0.0% | 148,232 | 0.1% |
| WAVES - 19 | 299,026 | 0.9% | 358,109 | 1.1% | 140,080 | 0.6% | 1,141,221 | 7.0% | 3,465,841 | 1.6% |
| SOUTHERN SHORES - | 997,366 | 2.9% | 1,135,759 | 3.6% | 472,139 | 2.1% | 728,463 | 4.5% | 7,355,987 | 3.3% |
| DUCK - 21 | 4,619,356 | 13.3% | 3,817,903 | 12.0% | 2,081,451 | 9.3% | 1,596,664 | 9.8% | 23,601,554 | 10.6% |
| TOTAL | 34,686,508 | 100.0% | 31,758,793 | 100.0% | 22,495,453 | 100.0% | 16,322,421 | 100.0% | 222,315,841 | 100.0% |

| | | | | | | | | | | | | | | | |
|---|------------------|------------------|---------------|------------------|------------------|----------------|------------------|------------------|----------------|----------------|-------------------|----------------|-------------------|-------------------|----------------|
| DARE COUNTY GROSS | | | | | | | | | | | | | | | |
| OCCUPANCY BY DISTRICT | | | | | | | | | | | | | | | |
| | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase |
| | JANUARY | JANUARY | (Decrease) | FEBRUARY | FEBRUARY | (Decrease) | MARCH | MARCH | (Decrease) | APRIL | APRIL | (Decrease) | MAY | MAY | (Decrease) |
| | | | | | | | | | | | | | | | |
| HATTERAS ISLAND: | | | | | | | | | | | | | | | |
| RODANTHE | 138,440 | 155,233 | -10.82% | 165,461 | 178,321 | -7.21% | 124,809 | 235,134 | -46.92% | 7,267 | 816,711 | -99.11% | 994,456 | 1,415,555 | -29.75% |
| WAVES | 173,850 | 214,579 | -18.98% | 138,772 | 194,030 | -28.48% | 64,020 | 218,326 | -70.68% | 5,772 | 669,600 | -99.14% | 875,701 | 1,162,476 | -24.67% |
| SALVO | 166,784 | 103,194 | 61.62% | 151,036 | 190,333 | -20.65% | 52,537 | 151,805 | -65.39% | 8,579 | 624,521 | -98.63% | 588,373 | 1,186,880 | -50.43% |
| AVON | 434,039 | 412,817 | 5.14% | 380,590 | 542,733 | -29.88% | 138,732 | 614,483 | -77.42% | 30,048 | 1,921,566 | -98.44% | 2,066,612 | 2,959,234 | -30.16% |
| BUXTON | 153,215 | 109,939 | 39.36% | 162,973 | 164,879 | -1.16% | 145,613 | 345,191 | -57.82% | 63,878 | 813,784 | -92.15% | 847,665 | 1,256,530 | -32.54% |
| FRISCO | 102,027 | 76,242 | 33.82% | 89,747 | 109,527 | -18.06% | 47,494 | 206,052 | -76.95% | 9,747 | 531,280 | -98.17% | 754,299 | 935,392 | -19.36% |
| HATTERAS | 239,225 | 195,167 | 22.57% | 149,163 | 225,587 | -33.88% | 107,696 | 272,582 | -60.49% | 23,329 | 864,032 | -97.30% | 1,067,301 | 1,659,500 | -35.69% |
| TOTAL HATTERAS ISLAND | 1,407,580 | 1,267,171 | 11.08% | 1,237,742 | 1,605,410 | -22.90% | 680,901 | 2,043,573 | -66.68% | 148,620 | 6,241,494 | -97.62% | 7,194,407 | 10,575,567 | -31.97% |
| | | | | | | | | | | | | | | | |
| NORTHERN BEACHES: | | | | | | | | | | | | | | | |
| DUCK | 973,632 | 585,568 | 66.27% | 621,871 | 419,880 | 48.11% | 453,220 | 777,209 | -41.69% | 93,678 | 2,127,813 | -95.60% | 3,716,546 | 4,718,029 | -21.23% |
| SOUTHERN SHORES | 431,854 | 346,044 | 24.80% | 327,899 | 231,269 | 41.78% | 69,681 | 335,007 | -79.20% | 9,167 | 540,818 | -98.30% | 1,350,564 | 1,068,020 | 26.45% |
| KITTY HAWK | 746,475 | 646,687 | 15.43% | 801,188 | 695,819 | 15.14% | 414,239 | 1,145,909 | -63.85% | 38,020 | 1,874,991 | -97.97% | 2,084,664 | 2,768,360 | -24.70% |
| COLINGTON | 3,274 | 6,172 | -46.95% | 6,168 | 5,149 | 19.79% | 10,810 | 12,563 | -13.95% | 0 | 20,313 | -100.00% | 24,407 | 52,228 | -53.27% |
| KILL DEVIL HILLS | 2,055,516 | 1,719,691 | 19.53% | 1,877,121 | 1,468,481 | 27.83% | 918,296 | 2,370,776 | -61.27% | 201,342 | 4,919,938 | -95.91% | 5,429,553 | 7,408,563 | -26.71% |
| NAGS HEAD | 2,239,211 | 1,463,725 | 52.98% | 1,513,288 | 1,206,348 | 25.44% | 844,330 | 2,213,962 | -61.86% | 164,145 | 5,044,713 | -96.75% | 7,038,514 | 8,653,751 | -18.67% |
| TOTAL NORTHERN BEACHES | 6,449,962 | 4,767,887 | 35.28% | 5,147,535 | 4,026,946 | 27.83% | 2,710,576 | 6,855,426 | -60.46% | 506,352 | 14,528,586 | -96.51% | 19,644,248 | 24,668,951 | -20.37% |
| | | | | | | | | | | | | | | | |
| ROANOKE ISLAND: | | | | | | | | | | | | | | | |
| MANTEO-TOWN | 170,435 | 113,227 | 50.53% | 143,543 | 242,653 | -40.84% | 68,224 | 238,085 | -71.34% | 46,483 | 1,121,840 | -95.86% | 504,989 | 781,975 | -35.42% |
| RIM (ROANOKE ISL. MAINLAN | 178,581 | 107,493 | 66.13% | 235,653 | 109,892 | 114.44% | 55,283 | 194,420 | -71.57% | 8,348 | 211,242 | -96.05% | 663,286 | 271,697 | 144.13% |
| TOTAL ROANOKE ISLAND | 349,016 | 220,720 | 58.13% | 379,196 | 352,545 | 7.56% | 123,507 | 432,505 | -71.44% | 54,831 | 1,333,082 | -95.89% | 1,168,275 | 1,053,672 | 10.88% |
| | | | | | | | | | | | | | | | |
| OTC UNATTRIBUTED | 17,122 | 16,267 | 5.26% | 23,763 | 19,708 | 20.58% | 23,452 | 39,037 | -39.92% | 5,513 | 79,976 | -93.11% | 185,743 | 130,652 | 42.17% |
| *Part of OTC transactions are reported by district. The amounts are included in KDH, KH, NH. The remaining is reported under OTC. | | | | | | | | | | | | | | | |
| TOTAL | 8,223,680 | 6,272,045 | 31.12% | 6,788,236 | 6,004,609 | 13.05% | 3,538,436 | 9,370,541 | -62.24% | 715,316 | 22,183,138 | -96.78% | 28,192,673 | 36,428,842 | -22.61% |

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|--|-------------|-------------|------------|-------------|-------------|------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|
| DARE COUNTY GROSS | | | | | | | | | | | | | | | |
| OCCUPANCY BY DISTRICT | | | | | | | | | | | | | | | |
| | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase |
| | JUNE | JUNE | (Decrease) | JULY | JULY | (Decrease) | AUGUST | AUGUST | (Decrease) | SEPT | SEPT | (Decrease) | OCT | OCT | (Decrease) |
| | | | | | | | | | | | | | | | |
| HATTERAS ISLAND: | | | | | | | | | | | | | | | |
| RODANTHE | 3,113,249 | 4,182,047 | -25.56% | 6,961,433 | 3,639,299 | 91.28% | 5,425,650 | 6,123,824 | -11.40% | 2,365,098 | 1,704,087 | 38.79% | 1,541,990 | 636,360 | 142.31% |
| WAVES | 2,374,280 | 3,131,596 | -24.18% | 5,101,837 | 2,473,064 | 106.30% | 3,537,511 | 4,346,677 | -18.62% | 1,722,784 | 1,075,798 | 60.14% | 1,223,669 | 412,822 | 196.42% |
| SALVO | 1,986,086 | 4,166,076 | -52.33% | 7,793,423 | 2,374,016 | 228.28% | 5,524,202 | 7,260,344 | -23.91% | 2,074,571 | 1,561,130 | 32.89% | 1,512,395 | 308,164 | 390.78% |
| AVON | 6,283,223 | 8,339,116 | -24.65% | 11,853,109 | 7,089,968 | 67.18% | 9,512,081 | 10,788,881 | -11.83% | 4,187,773 | 2,947,918 | 42.06% | 3,228,635 | 1,619,779 | 99.33% |
| BUXTON | 2,319,946 | 2,278,864 | 1.80% | 3,396,670 | 2,393,779 | 41.90% | 2,661,554 | 2,562,303 | 3.87% | 1,554,576 | 1,100,754 | 41.23% | 1,193,252 | 837,371 | 42.50% |
| FRISCO | 2,146,129 | 2,188,753 | -1.95% | 3,153,413 | 2,350,832 | 34.14% | 2,760,749 | 2,808,411 | -1.70% | 1,344,992 | 889,774 | 51.16% | 829,031 | 637,841 | 29.97% |
| HATTERAS | 3,605,207 | 4,114,280 | -12.37% | 6,465,000 | 4,267,435 | 51.50% | 5,553,616 | 5,733,491 | -3.14% | 2,321,754 | 2,018,294 | 15.04% | 1,344,448 | 948,567 | 41.73% |
| TOTAL HATTERAS ISLAND | 21,828,120 | 28,400,732 | -23.14% | 44,724,885 | 24,588,393 | 81.89% | 34,975,363 | 39,623,931 | -11.73% | 15,571,548 | 11,297,755 | 37.83% | 10,873,420 | 5,400,904 | 101.33% |
| | | | | | | | | | | | | | | | |
| NORTHERN BEACHES: | | | | | | | | | | | | | | | |
| DUCK | 18,177,434 | 18,163,589 | 0.08% | 25,056,315 | 20,666,081 | 21.24% | 24,833,969 | 23,271,322 | 6.71% | 9,836,814 | 7,511,150 | 30.96% | 5,792,939 | 2,787,905 | 107.79% |
| SOUTHERN SHORES | 6,673,186 | 6,287,807 | 6.13% | 8,222,034 | 7,042,991 | 16.74% | 7,916,829 | 6,852,073 | 15.54% | 3,219,094 | 2,317,187 | 38.92% | 1,629,063 | 823,082 | 97.92% |
| KITTY HAWK | 6,651,519 | 5,634,710 | 18.05% | 8,342,133 | 7,242,797 | 15.18% | 7,691,727 | 7,612,137 | 1.05% | 4,325,618 | 2,769,990 | 56.16% | 2,911,834 | 1,714,157 | 69.87% |
| COLINGTON | 216,365 | 182,414 | 18.61% | 364,283 | 271,926 | 33.96% | 312,553 | 225,336 | 38.71% | 164,549 | 79,259 | 107.61% | 93,930 | 39,715 | 136.51% |
| KILL DEVIL HILLS | 18,187,203 | 16,067,016 | 13.20% | 23,860,833 | 19,150,891 | 24.59% | 22,495,828 | 21,089,248 | 6.67% | 11,710,936 | 7,877,265 | 48.67% | 7,592,435 | 4,621,983 | 64.27% |
| NAGS HEAD | 28,605,413 | 25,570,224 | 11.87% | 38,857,728 | 30,483,739 | 27.47% | 38,682,106 | 38,243,992 | 1.15% | 17,178,559 | 12,868,201 | 33.50% | 11,451,011 | 6,685,574 | 71.28% |
| TOTAL NORTHERN BEACHES | 78,511,120 | 71,905,760 | 9.19% | 104,703,326 | 84,858,425 | 23.39% | 101,933,012 | 97,294,108 | 4.77% | 46,435,570 | 33,423,052 | 38.93% | 29,471,212 | 16,672,416 | 76.77% |
| | | | | | | | | | | | | | | | |
| ROANOKE ISLAND: | | | | | | | | | | | | | | | |
| MANTEO-TOWN | 1,467,488 | 1,208,859 | 21.39% | 1,603,378 | 1,182,324 | 35.61% | 1,641,666 | 1,287,494 | 27.51% | 843,370 | 511,375 | 64.92% | 603,414 | 415,127 | 45.36% |
| RIM (ROANOKE ISL. MAINLAND) | 986,934 | 295,713 | 233.75% | 973,034 | 25,459 | 3721.96% | 967,930 | 372,374 | 159.93% | 453,768 | 66,828 | 579.01% | 337,970 | 64,969 | 420.20% |
| TOTAL ROANOKE ISLAND | 2,454,422 | 1,504,572 | 63.13% | 2,576,412 | 1,207,783 | 113.32% | 2,609,596 | 1,659,868 | 57.22% | 1,297,138 | 578,203 | 124.34% | 941,384 | 480,096 | 96.08% |
| | | | | | | | | | | | | | | | |
| OTC UNATTRIBUTED | 674,244 | 192,202 | 250.80% | 252,061 | 236,344 | 6.65% | 219,893 | 227,177 | -3.21% | 471,455 | 104,840 | 349.69% | 78,493 | 65,226 | 20.34% |
| *Part of OTC transactions are reported | | | | | | | | | | | | | | | |
| TOTAL | 103,467,906 | 102,003,266 | 1.44% | 152,256,684 | 110,890,945 | 37.30% | 139,737,864 | 138,805,084 | 0.67% | 63,775,711 | 45,403,850 | 40.46% | 41,364,509 | 22,618,642 | 82.88% |

| | | | | | | |
|--|-------------------|-------------------|-----------------|--------------------|--------------------|---------------|
| DARE COUNTY GROSS | | | | | | |
| OCCUPANCY BY DISTRICT | | | | | | |
| | 2020 | 2019 | % Increase | YTD 2020 | YTD 2019 | % Increase |
| | NOV | NOV | (Decrease) | TOTAL | TOTAL | (Decrease) |
| | | | | | | |
| HATTERAS ISLAND: | | | | | | |
| RODANTHE | 961,131 | 714,068 | 34.60% | 21,798,984 | 19,800,639 | 10.09% |
| WAVES | 439,615 | 360,750 | 21.86% | 15,657,811 | 14,259,718 | 9.80% |
| SALVO | 628,126 | 700,013 | -10.27% | 20,486,112 | 18,626,476 | 9.98% |
| AVON | 1,597,806 | 1,446,805 | 10.44% | 39,712,648 | 38,683,300 | 2.66% |
| BUXTON | 543,408 | 498,341 | 9.04% | 13,042,750 | 12,361,735 | 5.51% |
| FRISCO | 643,922 | 393,092 | 63.81% | 11,881,550 | 11,127,196 | 6.78% |
| HATTERAS | 1,235,837 | 689,164 | 79.32% | 22,112,576 | 20,988,099 | 5.36% |
| TOTAL HATTERAS ISLAND | 6,049,845 | 4,802,233 | 25.98% | 144,692,431 | 135,847,163 | 6.51% |
| | | | | | | |
| NORTHERN BEACHES: | | | | | | |
| DUCK | 2,139,172 | 986,789 | 116.78% | 91,695,590 | 82,015,335 | 11.80% |
| SOUTHERN SHORES | 626,105 | 320,598 | 95.29% | 30,475,476 | 26,164,896 | 16.47% |
| KITTY HAWK | 1,211,189 | 795,366 | 52.28% | 35,218,606 | 32,900,923 | 7.04% |
| COLINGTON | 64,459 | 12,732 | 406.28% | 1,260,798 | 907,807 | 38.88% |
| KILL DEVIL HILLS | 2,381,941 | 1,784,615 | 33.47% | 96,711,004 | 88,478,467 | 9.30% |
| NAGS HEAD | 4,265,582 | 2,512,754 | 69.76% | 150,839,887 | 134,946,983 | 11.78% |
| TOTAL NORTHERN BEACHES | 10,688,448 | 6,412,854 | 66.67% | 406,201,361 | 365,414,411 | 11.16% |
| | | | | | | |
| ROANOKE ISLAND: | | | | | | |
| MANTEO-TOWN | 237,847 | 228,536 | 4.07% | 7,330,837 | 7,331,495 | -0.01% |
| RIM (ROANOKE ISL. MAINLAND) | 76,891 | 52,802 | 45.62% | 4,937,678 | 1,772,889 | 178.51% |
| TOTAL ROANOKE ISLAND | 314,738 | 281,338 | 11.87% | 12,268,515 | 9,104,384 | 34.75% |
| | | | | | | |
| OTC UNATTRIBUTED | 0 | 27,528 | -100.00% | 1,951,739 | 1,138,957 | 71.36% |
| *Part of OTC transactions are reported | | | | | | |
| TOTAL | 17,053,031 | 11,523,953 | 47.98% | 565,114,046 | 511,504,915 | 10.48% |

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|-------------------------------|-----------|-----------|------------|-----------|-----------|------------|-----------|------------|------------|-----------|------------|------------|------------|------------|------------|
| DARE COUNTY GROSS | | | | | | | | | | | | | | | |
| MEALS BY DISTRICT | | | | | | | | | | | | | | | |
| | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase |
| | JANUARY | JANUARY | (Decrease) | FEBRUARY | FEBRUARY | (Decrease) | MARCH | MARCH | (Decrease) | APRIL | APRIL | (Decrease) | MAY | MAY | (Decrease) |
| | | | | | | | | | | | | | | | |
| HATTERAS ISLAND: | | | | | | | | | | | | | | | |
| RODANTHE - 15 | 23,211 | 15,265 | 52.05% | 17,721 | 16,337 | 8.47% | 29,023 | 31,347 | -7.41% | 17,392 | 188,191 | -90.76% | 179,186 | 396,911 | -54.85% |
| WAVES - 19 | 21,957 | 17,002 | 29.14% | 25,502 | 21,195 | 20.32% | 68,108 | 83,625 | -18.56% | 21,006 | 275,896 | -92.39% | 219,190 | 445,889 | -50.84% |
| SALVO - 18 | 0 | 0 | #DIV/0! | 0 | 0 | #DIV/0! | 0 | 0 | #DIV/0! | 0 | 276 | -100.00% | 5,010 | 15,531 | -67.74% |
| AVON - 1 | 270,637 | 213,771 | 26.60% | 277,555 | 214,211 | 29.57% | 220,022 | 382,698 | -42.51% | 110,415 | 846,018 | -86.95% | 706,126 | 1,217,728 | -42.01% |
| BUXTON - 2 | 158,548 | 164,197 | -3.44% | 131,822 | 186,036 | -29.14% | 184,755 | 342,224 | -46.01% | 100,175 | 709,517 | -85.88% | 431,796 | 1,032,683 | -58.19% |
| FRISCO - 5 | 149,794 | 17,979 | 733.16% | 92,226 | 19,419 | 374.93% | 9,415 | 28,980 | -67.51% | 88,905 | 50,827 | 74.92% | 147,558 | 72,634 | 103.15% |
| HATTERAS - 6 | 20,554 | 10,871 | 89.07% | 39,069 | 48,544 | -19.52% | 44,105 | 131,962 | -66.58% | 6,891 | 418,663 | -98.35% | 224,957 | 754,968 | -70.20% |
| TOTAL HATTERAS ISLAND | 644,701 | 439,085 | 46.83% | 583,895 | 505,742 | 15.45% | 555,428 | 1,000,836 | -44.50% | 344,784 | 2,489,388 | -86.15% | 1,913,823 | 3,936,344 | -51.38% |
| | | | | | | | | | | | | | | | |
| NORTHERN BEACHES: | | | | | | | | | | | | | | | |
| DUCK - 21 | 509,944 | 442,133 | 15.34% | 602,110 | 410,245 | 46.77% | 451,567 | 841,090 | -46.31% | 79,278 | 1,762,874 | -95.50% | 1,497,309 | 3,288,737 | -54.47% |
| SOUTHERN SHORES - 20 | 522,960 | 1,507,308 | -65.31% | 367,120 | 468,909 | -21.71% | 384,555 | 551,241 | -30.24% | 129,975 | 653,624 | -80.11% | 431,285 | 969,277 | -55.50% |
| KITTY HAWK - 8 | 1,799,644 | 1,472,747 | 22.20% | 1,604,718 | 1,552,993 | 3.33% | 1,125,357 | 2,258,057 | -50.16% | 737,774 | 3,241,423 | -77.24% | 2,032,942 | 3,850,942 | -47.21% |
| COLINGTON - 3 | 61,040 | 64,345 | -5.14% | 111,816 | 82,095 | 36.20% | 57,273 | 111,758 | -48.75% | 51,470 | 206,497 | -75.07% | 110,255 | 306,637 | -64.04% |
| KILL DEVIL HILLS - 7 | 3,030,736 | 2,588,635 | 17.08% | 3,173,984 | 2,326,259 | 36.44% | 2,362,500 | 4,816,907 | -50.95% | 1,093,292 | 5,333,306 | -79.50% | 3,552,444 | 6,594,904 | -46.13% |
| NAGS HEAD - 14 | 1,823,494 | 1,687,822 | 8.04% | 1,892,513 | 1,674,843 | 13.00% | 1,649,672 | 3,109,265 | -46.94% | 846,543 | 4,888,589 | -82.68% | 3,059,988 | 6,912,721 | -55.73% |
| TOTAL NORTHERN BEACHES | 7,747,818 | 7,762,990 | -0.20% | 7,752,261 | 6,515,344 | 18.98% | 6,030,924 | 11,688,318 | -48.40% | 2,938,332 | 16,086,313 | -81.73% | 10,684,223 | 21,923,218 | -51.27% |
| | | | | | | | | | | | | | | | |
| ROANOKE ISLAND: | | | | | | | | | | | | | | | |
| MANTEO-TOWN - 10 | 955,731 | 824,328 | 15.94% | 779,047 | 735,098 | 5.98% | 691,359 | 1,020,732 | -32.27% | 332,005 | 1,292,941 | -74.32% | 1,213,967 | 1,709,452 | -28.99% |
| MANTEO-OUTSIDE - 11 | 219,443 | 205,713 | 6.67% | 165,193 | 182,162 | -9.32% | 188,491 | 283,181 | -33.44% | 134,607 | 283,825 | -52.57% | 267,796 | 326,537 | -17.99% |
| TOTAL ROANOKE ISLAND | 1,175,174 | 1,030,041 | 14.09% | 944,240 | 917,260 | 2.94% | 879,850 | 1,303,913 | -32.52% | 466,612 | 1,576,766 | -70.41% | 1,481,763 | 2,035,989 | -27.22% |
| | | | | | | | | | | | | | | | |
| TOTAL | 9,567,693 | 9,232,116 | 3.63% | 9,280,396 | 7,938,346 | 16.91% | 7,466,202 | 13,993,067 | -46.64% | 3,749,728 | 20,152,467 | -81.39% | 14,079,809 | 27,895,551 | -49.53% |

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|-------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| DARE COUNTY GROSS | | | | | | | | | | | | | | | |
| MEALS BY DISTRICT | | | | | | | | | | | | | | | |
| | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase | 2020 | 2019 | % Increase |
| | JUNE | JUNE | (Decrease) | JULY | JULY | (Decrease) | AUGUST | AUGUST | (Decrease) | SEPT | SEPT | (Decrease) | OCT | OCT | (Decrease) |
| | | | | | | | | | | | | | | | |
| HATTERAS ISLAND: | | | | | | | | | | | | | | | |
| RODANTHE - 15 | 457,470 | 586,269 | -21.97% | 438,997 | 631,965 | -30.53% | 415,794 | 556,845 | -25.33% | 336,254 | 213,179 | 57.73% | 219,079 | 184,975 | 18.44% |
| WAVES - 19 | 677,632 | 821,923 | -17.56% | 494,010 | 904,357 | -45.37% | 299,026 | 839,342 | -64.37% | 358,109 | 343,101 | 4.37% | 140,080 | 250,343 | -44.04% |
| SALVO - 18 | 40,793 | 41,308 | -1.25% | 53,343 | 48,533 | 9.91% | 30,041 | 38,714 | -22.40% | 17,478 | 7,696 | 127.10% | 1,269 | 2,972 | -57.30% |
| AVON - 1 | 1,903,871 | 1,986,673 | -4.17% | 1,921,229 | 2,147,119 | -10.52% | 1,761,166 | 2,356,559 | -25.27% | 1,518,979 | 916,956 | 65.65% | 1,247,180 | 765,647 | 62.89% |
| BUXTON - 2 | 1,314,854 | 1,437,869 | -8.56% | 1,309,809 | 1,550,771 | -15.54% | 1,161,413 | 1,193,217 | -2.67% | 1,214,757 | 975,006 | 24.59% | 880,283 | 793,398 | 10.95% |
| FRISCO - 5 | 264,210 | 116,643 | 126.51% | 323,934 | 153,122 | 111.55% | 277,784 | 146,168 | 90.04% | 372,434 | 396,561 | -6.08% | 242,860 | 130,777 | 85.71% |
| HATTERAS - 6 | 828,595 | 1,150,158 | -27.96% | 811,540 | 1,169,496 | -30.61% | 622,896 | 1,006,885 | -38.14% | 486,242 | 327,723 | 48.37% | 522,346 | 377,983 | 38.19% |
| TOTAL HATTERAS ISLAND | 5,487,425 | 6,140,843 | -10.64% | 5,352,862 | 6,605,363 | -18.96% | 4,568,120 | 6,137,730 | -25.57% | 4,304,253 | 3,180,222 | 35.34% | 3,253,097 | 2,506,095 | 29.81% |
| | | | | | | | | | | | | | | | |
| NORTHERN BEACHES: | | | | | | | | | | | | | | | |
| DUCK - 21 | 4,225,720 | 4,473,774 | -5.54% | 4,120,252 | 6,153,707 | -33.04% | 4,619,356 | 5,356,760 | -13.77% | 3,817,903 | 2,842,414 | 34.32% | 2,081,451 | 1,932,194 | 7.72% |
| SOUTHERN SHORES - 20 | 1,144,690 | 1,282,906 | -10.77% | 1,041,675 | 1,364,222 | -23.64% | 997,366 | 1,332,231 | -25.14% | 1,135,759 | 912,933 | 24.41% | 472,139 | 676,697 | -30.23% |
| KITTY HAWK - 8 | 4,467,270 | 5,448,558 | -18.01% | 4,831,902 | 6,356,596 | -23.99% | 4,447,622 | 5,650,299 | -21.29% | 3,841,807 | 3,674,686 | 4.55% | 3,220,658 | 2,813,490 | 14.47% |
| COLINGTON - 3 | 323,053 | 390,992 | -17.38% | 283,287 | 530,362 | -46.59% | 517,144 | 457,507 | 13.04% | 412,250 | 287,222 | 43.53% | 284,883 | 230,509 | 23.59% |
| KILL DEVIL HILLS - 7 | 9,022,628 | 9,137,347 | -1.26% | 9,288,088 | 11,547,314 | -19.56% | 8,527,837 | 11,460,653 | -25.59% | 8,215,660 | 5,897,438 | 39.31% | 5,906,105 | 5,172,719 | 14.18% |
| NAGS HEAD - 14 | 8,517,851 | 9,773,440 | -12.85% | 10,169,265 | 11,844,622 | -14.14% | 8,890,686 | 11,006,096 | -19.22% | 7,725,607 | 6,194,790 | 24.71% | 5,493,533 | 4,858,974 | 13.06% |
| TOTAL NORTHERN BEACHES | 27,701,212 | 30,507,017 | -9.20% | 29,734,469 | 37,796,823 | -21.33% | 28,000,011 | 35,263,546 | -20.60% | 25,148,986 | 19,809,483 | 26.95% | 17,458,769 | 15,684,583 | 11.31% |
| | | | | | | | | | | | | | | | |
| ROANOKE ISLAND: | | | | | | | | | | | | | | | |
| MANTEO-TOWN - 10 | 1,839,180 | 2,180,574 | -15.66% | 2,075,092 | 2,703,775 | -23.25% | 1,653,471 | 2,225,872 | -25.72% | 1,922,273 | 1,277,346 | 50.49% | 1,448,238 | 1,301,688 | 11.26% |
| MANTEO-OUTSIDE - 11 | 349,795 | 383,683 | -8.83% | 368,803 | 440,034 | -16.19% | 464,906 | 396,112 | 17.37% | 383,281 | 285,119 | 34.43% | 335,349 | 303,639 | 10.44% |
| TOTAL ROANOKE ISLAND | 2,188,975 | 2,564,257 | -14.64% | 2,443,895 | 3,143,809 | -22.26% | 2,118,377 | 2,621,984 | -19.21% | 2,305,554 | 1,562,465 | 47.56% | 1,783,587 | 1,605,327 | 11.10% |
| | | | | | | | | | | | | | | | |
| TOTAL | 35,377,612 | 39,212,117 | -9.78% | 37,531,226 | 47,545,995 | -21.06% | 34,686,508 | 44,023,260 | -21.21% | 31,758,793 | 24,552,170 | 29.35% | 22,495,453 | 19,796,005 | 13.64% |

| | | | | | | |
|-------------------------------|-------------------|-------------------|----------------|--------------------|--------------------|----------------|
| DARE COUNTY GROSS | | | | | | |
| MEALS BY DISTRICT | | | | | | |
| | 2020 | 2019 | % Increase | YTD 2020 | YTD 2019 | % Increase |
| | NOV | NOV | (Decrease) | TOTAL | TOTAL | (Decrease) |
| | | | | | | |
| HATTERAS ISLAND: | | | | | | |
| RODANTHE - 15 | 124,377 | 78,699 | 58.04% | 2,258,504 | 2,899,983 | -22.12% |
| WAVES - 19 | 1,141,221 | 91,275 | 1150.31% | 3,465,841 | 4,093,948 | -15.34% |
| SALVO - 18 | 298 | 222 | 34.23% | 148,232 | 155,252 | -4.52% |
| AVON - 1 | 612,060 | 405,337 | 51.00% | 10,549,240 | 11,452,717 | -7.89% |
| BUXTON - 2 | 652,850 | 467,515 | 39.64% | 7,541,062 | 8,852,433 | -14.81% |
| FRISCO - 5 | 111,887 | 98,245 | 13.89% | 2,081,007 | 1,231,355 | 69.00% |
| HATTERAS - 6 | 189,028 | 101,383 | 86.45% | 3,796,223 | 5,498,636 | -30.96% |
| TOTAL HATTERAS ISLAND | 2,831,721 | 1,242,676 | 127.87% | 29,840,109 | 34,184,324 | -12.71% |
| | | | | | | |
| NORTHERN BEACHES: | | | | | | |
| DUCK - 21 | 1,596,664 | 1,040,061 | 53.52% | 23,601,554 | 28,543,989 | -17.32% |
| SOUTHERN SHORES - 20 | 728,463 | 633,911 | 14.92% | 7,355,987 | 10,353,259 | -28.95% |
| KITTY HAWK - 8 | 1,945,351 | 2,130,452 | -8.69% | 30,055,045 | 38,450,243 | -21.83% |
| COLINGTON - 3 | 148,684 | 146,536 | 1.47% | 2,361,155 | 2,814,460 | -16.11% |
| KILL DEVIL HILLS - 7 | 4,095,110 | 3,256,166 | 25.76% | 58,268,384 | 68,131,648 | -14.48% |
| NAGS HEAD - 14 | 3,320,679 | 3,067,838 | 8.24% | 53,389,831 | 65,019,000 | -17.89% |
| TOTAL NORTHERN BEACHES | 11,834,951 | 10,274,964 | 15.18% | 175,031,956 | 213,312,599 | -17.95% |
| | | | | | | |
| ROANOKE ISLAND: | | | | | | |
| MANTEO-TOWN - 10 | 1,324,065 | 955,095 | 38.63% | 14,234,428 | 16,226,901 | -12.28% |
| MANTEO-OUTSIDE - 11 | 331,684 | 235,606 | 40.78% | 3,209,348 | 3,325,611 | -3.50% |
| TOTAL ROANOKE ISLAND | 1,655,749 | 1,190,701 | 39.06% | 17,443,776 | 19,552,512 | -10.78% |
| | | | | | | |
| TOTAL | 16,322,421 | 12,708,341 | 28.44% | 222,315,841 | 267,049,435 | -16.75% |

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 12/31/20

| | Jul - Dec 20 | Budget | \$ Over Budget | % of Budget |
|--|---------------------|----------------------|----------------------|----------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 3030 · Occupancy Tax - 75% | 3,861,448.88 | 3,498,536.00 | 362,912.88 | 110.4% |
| 3040 · Meals Tax - 75% | 1,298,735.91 | 1,622,330.00 | -323,594.09 | 80.1% |
| 3050 · Website Advertising | 48,605.19 | 75,000.00 | -26,394.81 | 64.8% |
| 3210 · Interest Income | 2,702.08 | 50,145.00 | -47,442.92 | 5.4% |
| 3220 · Other | 2,655.00 | 1,000.00 | 1,655.00 | 265.5% |
| 3300 · Grant Income | 21,500.00 | 21,500.00 | 0.00 | 100.0% |
| Total Income | 5,235,647.06 | 5,268,511.00 | -32,863.94 | 99.4% |
| Gross Profit | 5,235,647.06 | 5,268,511.00 | -32,863.94 | 99.4% |
| 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 | 568.75 | 7,000.00 | -6,431.25 | 8.1% |
| 5003 · Directors & Officers Insurance | 3,315.00 | 3,315.00 | 0.00 | 100.0% |
| 5004 · Miscellaneous Items | 0.00 | 1,000.00 | -1,000.00 | 0.0% |
| 5010 · Salaries (Full Time) Promotion | 358,186.88 | 719,050.00 | -360,863.12 | 49.8% |
| 5020 · Salaries (Part Time) Promotion | 26,399.28 | 105,100.00 | -78,700.72 | 25.1% |
| 5025 · Salaries (Part Time) Welcome AB | 28,614.68 | 83,350.00 | -54,735.32 | 34.3% |
| 5026 · Salaries (Part Time) Welcome RI | 56,350.20 | 136,175.00 | -79,824.80 | 41.4% |
| 5030 · Payroll Taxes | 35,203.21 | 86,940.00 | -51,736.79 | 40.5% |
| 5040 · Employee Insurance | 87,567.45 | 148,200.00 | -60,632.55 | 59.1% |
| 5050 · Retirement | 37,431.40 | 77,565.00 | -40,133.60 | 48.3% |
| 5055 · 401(k) Match | 3,078.19 | 7,195.00 | -4,116.81 | 42.8% |
| 5060 · Workmens Compensation | 2,075.66 | 2,400.00 | -324.34 | 86.5% |
| 5080 · Employee Relations | 605.91 | 2,805.00 | -2,199.09 | 21.6% |
| 5090 · Training | 1,290.00 | 10,100.00 | -8,810.00 | 12.8% |
| 5110 · Contracted Service | 12,553.05 | 28,350.00 | -15,796.95 | 44.3% |
| 5140 · Audit | 7,875.00 | 7,875.00 | 0.00 | 100.0% |
| 5170 · Other Professional Services | 2,370.00 | 7,300.00 | -4,930.00 | 32.5% |
| 5180 · Legal | 3,475.00 | 20,500.00 | -17,025.00 | 17.0% |
| 5185 · Research | 44,600.00 | 230,000.00 | -185,400.00 | 19.4% |
| 5190 · Administrative Advertising | 489.94 | 1,000.00 | -510.06 | 49.0% |
| 5500 · Advertising-Printed | 181,526.08 | 1,243,285.00 | -1,061,758.92 | 14.6% |
| 5502 · Advertising - Production Fee | 66,913.53 | 130,000.00 | -63,086.47 | 51.5% |
| 5510 · Advertising - Event Dev & Mktg | 2,479.00 | 73,100.00 | -70,621.00 | 3.4% |
| 5515 · Advertising - Online | 697,094.33 | 2,308,915.00 | -1,611,820.67 | 30.2% |
| 5525 · Community Relations | 3,116.92 | 24,500.00 | -21,383.08 | 12.7% |
| 5530 · Legal Notices | 80.00 | 1,500.00 | -1,420.00 | 5.3% |
| 5560 · Brochures/Production & Printing | 0.00 | 50,000.00 | -50,000.00 | 0.0% |
| 5580 · Promotional Aids | 0.00 | 6,500.00 | -6,500.00 | 0.0% |
| 6100 · Familiarization Tours | 30,053.25 | 115,000.00 | -84,946.75 | 26.1% |
| 6101 · Group sales | 0.00 | 12,000.00 | -12,000.00 | 0.0% |
| 6130 · Uniforms | 304.90 | 920.00 | -615.10 | 33.1% |
| 6150 · Event Grant | 58,025.34 | 576,500.00 | -518,474.66 | 10.1% |
| 6170 · Tourism Summit | 1,450.00 | 20,500.00 | -19,050.00 | 7.1% |
| 6200 · Postage and Delivery | 74,188.53 | 195,200.00 | -121,011.47 | 38.0% |
| 6300 · Travel | 809.79 | 40,438.00 | -39,628.21 | 2.0% |
| 6305 · Vehicle Maintenance | 416.14 | 3,500.00 | -3,083.86 | 11.9% |
| 6320 · Registrations | 395.00 | 35,000.00 | -34,605.00 | 1.1% |
| 6340 · Travel Show Exhibit | 0.00 | 3,500.00 | -3,500.00 | 0.0% |
| 6420 · Dues and Subscriptions | 19,833.39 | 47,810.00 | -27,976.61 | 41.5% |
| 6440 · Insurance | 25,684.93 | 25,685.00 | -0.07 | 100.0% |
| 6460 · Telephone | 16,544.81 | 44,045.00 | -27,500.19 | 37.6% |
| 6500 · Equipment | 1,330.97 | 26,700.00 | -25,369.03 | 5.0% |
| 6510 · Expendable Equipment | 117.41 | 2,700.00 | -2,582.59 | 4.3% |
| 6530 · Technical Support | 428.90 | 8,500.00 | -8,071.10 | 5.0% |
| 6580 · Utilities | 4,888.27 | 18,360.00 | -13,471.73 | 26.6% |
| 6600 · Cleaning/maintenance supplies | 374.23 | 3,250.00 | -2,875.77 | 11.5% |
| 6610 · Building Maintenance | 4,271.21 | 30,460.00 | -26,188.79 | 14.0% |
| 6620 · Equipment Service Contracts | 1,257.15 | 3,500.00 | -2,242.85 | 35.9% |
| 6640 · Equipment Rent | 2,816.01 | 34,000.00 | -31,183.99 | 8.3% |
| 6660 · Equipment Repairs | 0.00 | 3,550.00 | -3,550.00 | 0.0% |
| 6700 · Office Supplies | 4,401.47 | 22,865.00 | -18,463.53 | 19.2% |
| 6810 · Web Site/Internet | 12,213.91 | 36,300.00 | -24,086.09 | 33.6% |
| Total Expense | 1,931,615.07 | 6,851,403.00 | -4,919,787.93 | 28.2% |
| Net Ordinary Income | 3,304,031.99 | -1,582,892.00 | 4,886,923.99 | -208.7% |

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 12/31/20

| | Jul - Dec 20 | Budget | \$ Over Budget | % of Budget |
|---|---------------------|--------------|---------------------|---------------|
| Other Income/Expense | | | | |
| Other Income | | | | |
| 9910 · Transfer from Merchandise Sales | | | | |
| 3100 · Sale of Merchandise | | | | |
| 3110 · Sales - Roanoke Island | 700.45 | 5,000.00 | -4,299.55 | 14.0% |
| Total 3100 · Sale of Merchandise | 700.45 | 5,000.00 | -4,299.55 | 14.0% |
| Total 9910 · Transfer from Merchandise Sales | 700.45 | 5,000.00 | -4,299.55 | 14.0% |
| 9920 · Transfer from Travel Guide Fund | | | | |
| 3209 · Sale of Advertising | 30,000.00 | 35,000.00 | -5,000.00 | 85.7% |
| Total 9920 · Transfer from Travel Guide Fund | 30,000.00 | 35,000.00 | -5,000.00 | 85.7% |
| 9990 · Unappropriated Fund Balance | 0.00 | 1,818,122.00 | -1,818,122.00 | 0.0% |
| Total Other Income | 30,700.45 | 1,858,122.00 | -1,827,421.55 | 1.7% |
| Other Expense | | | | |
| 9930 · Transfer to Merchandise | | | | |
| 6710 · Merchandise Purchases | 734.41 | 3,000.00 | -2,265.59 | 24.5% |
| 6800 · Credit Card Charges | 306.26 | 1,200.00 | -893.74 | 25.5% |
| Total 9930 · Transfer to Merchandise | 1,040.67 | 4,200.00 | -3,159.33 | 24.8% |
| 9950 · Transfer to Event Site Fund | 273,699.00 | 271,030.00 | 2,669.00 | 101.0% |
| Total Other Expense | 274,739.67 | 275,230.00 | -490.33 | 99.8% |
| Net Other Income | -244,039.22 | 1,582,892.00 | -1,826,931.22 | -15.4% |
| Net Income | 3,059,992.77 | 0.00 | 3,059,992.77 | 100.0% |

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
 July through December 2020

| | Jul - Dec 20 | Budget | \$ Over Budget | % of Budget |
|--|---------------------|----------------------|----------------------|---------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 3030 · Occupancy Tax | 1,287,149.62 | 1,166,179.00 | 120,970.62 | 110.4% |
| 3040 · Meals Tax | 432,911.96 | 540,776.00 | -107,864.04 | 80.1% |
| 3210 · Interest | 19,006.56 | 23,000.00 | -3,993.44 | 82.6% |
| Total Income | 1,739,068.14 | 1,729,955.00 | 9,113.14 | 100.5% |
| Expense | | | | |
| 4000 · Long - Term Projects | | | | |
| 4503 · Capital Improvement | 0.00 | 461,170.00 | -461,170.00 | 0.0% |
| 4525 · Event Site | 0.00 | 1,306,968.00 | -1,306,968.00 | 0.0% |
| 4585 · Unappropriated Long-Term | 0.00 | 400,000.00 | -400,000.00 | 0.0% |
| Total 4000 · Long - Term Projects | 0.00 | 2,168,138.00 | -2,168,138.00 | 0.0% |
| 4100 · Short-Term Projects | | | | |
| 4633 · Dare County-Interpretive Plan | 0.00 | 26,500.00 | -26,500.00 | 0.0% |
| 4637 · Town of NH-W Bypass Path Phase | 487,932.00 | 487,932.00 | 0.00 | 100.0% |
| 4646 · Town of KH - KH Park Trail Conn | 0.00 | 47,592.00 | -47,592.00 | 0.0% |
| 4647 · TIG - Chicamacomico Cisterns | 0.00 | 48,000.00 | -48,000.00 | 0.0% |
| 4648 · TIG - DCAC - Courtyard | 0.00 | 90,950.00 | -90,950.00 | 0.0% |
| 4649 · TIG - FNAM - Handicap Access | 25,750.00 | 25,750.00 | 0.00 | 100.0% |
| 4650 · TIG - Duck - Pedestrian Path | 0.00 | 147,806.00 | -147,806.00 | 0.0% |
| 4651 · TIG - KDH - Baum Street, Phase2 | 0.00 | 55,618.00 | -55,618.00 | 0.0% |
| 4652 · TIG - Manteo - Town Common | 0.00 | 371,885.00 | -371,885.00 | 0.0% |
| 4653 · TIG - SS - S. Dogwood Trail | 0.00 | 260,993.00 | -260,993.00 | 0.0% |
| 4654 · TIG -Hatteras District-Pathways | 0.00 | 342,640.00 | -342,640.00 | 0.0% |
| 4655 · TIG - KDH - Meekins Field | 0.00 | 200,000.00 | -200,000.00 | 0.0% |
| 4656 · TIG - NH - Admiral Street | 0.00 | 40,000.00 | -40,000.00 | 0.0% |
| 4657 · TIG - NH - Skate Park | 0.00 | 30,000.00 | -30,000.00 | 0.0% |
| 4658 · TIG - NC Coast Fed - Baum Boat | 0.00 | 40,000.00 | -40,000.00 | 0.0% |
| 4659 · TIG - OB Gun Club-Improve Range | 0.00 | 12,000.00 | -12,000.00 | 0.0% |
| 4999 · Unappropriated Funds | 0.00 | 64,122.00 | -64,122.00 | 0.0% |
| 5140 · Audit | 2,625.00 | 2,625.00 | 0.00 | 100.0% |
| 5160 · Fireworks | 0.00 | 92,500.00 | -92,500.00 | 0.0% |
| 5170 · Traffic Control - Hwy 12 & 158 | 5,040.00 | 25,000.00 | -19,960.00 | 20.2% |
| Total 4100 · Short-Term Projects | 521,347.00 | 2,411,913.00 | -1,890,566.00 | 21.6% |
| Total Expense | 521,347.00 | 4,580,051.00 | -4,058,704.00 | 11.4% |
| Net Ordinary Income | 1,217,721.14 | -2,850,096.00 | 4,067,817.14 | -42.7% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 9930 · Appropriated Fund Balance | 0.00 | 2,850,096.00 | -2,850,096.00 | 0.0% |
| Total Other Income | 0.00 | 2,850,096.00 | -2,850,096.00 | 0.0% |
| Net Other Income | 0.00 | 2,850,096.00 | -2,850,096.00 | 0.0% |
| Net Income | 1,217,721.14 | 0.00 | 1,217,721.14 | 100.0% |

Outer Banks Visitors Bureau
Restricted Fund Summary
2019-2021

| | Balance 7/1/2019 | Allocation 2019-2020 | Allocation Paid | Allocation Transferred | Balance 7/1/2020 | Allocation 2020-2021 | Allocation Paid | Allocation Transferred | Estimated Balance FY20-21 |
|---|---------------------|-------------------------|--------------------|---------------------------|---------------------|-------------------------|--------------------|---------------------------|---------------------------------|
| Short-term Projects | | | | | | | | | |
| OB Scenic Byway - Interpretive Plan | 26,500 | | | | 26,500 | | | | 26,500 |
| SS Civic Assoc - Sea Oats Park, Phase II | 14,178 | | (13,400) | (778) | 0 | | 0 | 0 | 0 |
| Town of Duck - Pedestrian Path, Phase II | 309,351 | | (309,351) | 0 | 0 | | 0 | 0 | 0 |
| Town of NH - W. Bypass Multi-Use Phase VIII | 487,932 | | | | 487,932 | | (487,932) | | 0 |
| Town of Duck - Pedestrian Path, Phase III | 307,289 | | (296,454) | (10,835) | (0) | | 0 | 0 | (0) |
| Town of KH - KH Park Trail Connection | 47,592 | | | | 47,592 | | | | 47,592 |
| TIG - Chicamacomico - Cisterns | 0 | 48,000 | | | 48,000 | | | | 48,000 |
| TIG - Dare Co Arts Council - Courtyard | 0 | 90,950 | | | 90,950 | | | | 90,950 |
| TIG - Frisco Native American - Handicapp Access | 0 | 25,750 | | | 25,750 | | (25,750) | | 0 |
| TIG - Town of Duck - Pedestrian Path, Phase IV | 0 | 147,806 | | | 147,806 | | | | 147,806 |
| TIG - Town of KDH - Baum Street, Phase II | 0 | 55,618 | | | 55,618 | | | | 55,618 |
| TIG - Town of Manteo - Manteo Common | 0 | 221,885 | | | 221,885 | | | | 221,885 |
| TIG - Town of SS - S. Dogwood Trail | 0 | 260,993 | (260,993) | | 0 | | 0 | | 0 |
| Fireworks | 50,000 | | (50,000) | 55,000 | 55,000 | 0 | 0 | 37,500 | 92,500 |
| Audit | 0 | | (2,500) | 2,500 | 0 | | (2,625) | 2,625 | 0 |
| Highway 158/Highway 12 Intersection | | | | | | 25,000 | (5,040) | | 19,960 |
| Unappropriated Funds | 490,060 | (255,391) | | (45,887) | 188,782 | 619,110 | | 159,875 | 967,767 |
| TOTAL SHORT TERM COMMITMENTS | 1,732,901 | 595,611 | (932,698) | 0 | 1,395,815 | 644,110 | (521,347) | 200,000 | 1,718,578 |
| Long Term Projects | | | | | | | | | |
| Multi-Use Center (100%) | 2,192,370 | 1,265,646 | (3,194,971) | 0 | 263,044 | 1,458,575 | 0 | 0 | 1,721,620 |
| Natural Historical Cultural | 176,370 | 0 | (30,000) | (146,370) | 0 | 0 | 0 | 0 | 0 |
| Green Space/Open Space (GOSPL) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Infrastructure (capped) | 461,170 | | 0 | 0 | 461,170 | | 0 | 0 | 461,170 |
| L-T Unappropriated Funds | 350,000 | 3,630 | | 146,370 | 500,000 | 0 | | (200,000) | 300,000 |
| TOTAL LONG TERM COMMITMENTS UNPAID | 3,179,910 | 1,269,276 | (3,224,971) | 0 | 1,224,214 | 1,458,575 | 0 | (200,000) | 2,482,790 |
| Total | 4,912,811 | 1,864,887 | (4,157,669) | 0 | 2,620,029 | 2,102,686 | (521,347) | 0 | 4,201,368 |
| Cash on Hand 12/31/20 | | | # | | | | | Checking Savings | 1,411,672 |
| Total Cash on Hand | | | | | | | | | 2,498,408 |
| | | | | | | | | | 3,910,080 |
| 25% of Occupancy & Meals Income per Budget | | | | | | | | | |
| January | | | | | | | | | 33,525 |
| February | | | | | | | | | 33,798 |
| March | | | | | | | | | 30,064 |
| April | | | | | | | | | 46,231 |
| May | | | | | | | | | 89,784 |
| June | | | | | | | | | 130,216 |
| | | | | | | | | | <u>363,618</u> |
| Unappropriated Balances | | | | | | | | | 72,330 |
| Transfer from General Fund | | | | | | 2,083,679 | * | | |
| 30% Short-term | | | | | | 625,104 | | | |
| Short-term Interest | | | | | | 19,007 | | | |
| | | | | | | <u>644,110</u> | | | |
| 70% Long-term | | | | | | | | 1,458,575 | |
| Long-term Interest | | | | | | | | 0 | |
| | | | | | | | | <u>1,458,575</u> | * |

*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 2020

| | Jul - Dec 20 | Budget | \$ Over Budget | % of Budget |
|--|-------------------|--------------------|--------------------|---------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 3200 · Site Rental Income | | | | |
| 3205 · Reservation fee | 1,000.00 | 1,200.00 | -200.00 | 83.3% |
| 3200 · Site Rental Income - Other | 0.00 | 11,300.00 | -11,300.00 | 0.0% |
| Total 3200 · Site Rental Income | 1,000.00 | 12,500.00 | -11,500.00 | 8.0% |
| 3210 · Interest Income | 150.46 | 150.00 | 0.46 | 100.3% |
| 3250 · Lease Income | 22,914.00 | 45,600.00 | -22,686.00 | 50.3% |
| 9999 · Unappropriated Funds | 0.00 | 20,000.00 | -20,000.00 | 0.0% |
| Total Income | 24,064.46 | 78,250.00 | -54,185.54 | 30.8% |
| Expense | | | | |
| 5160 · Event Development & Marketing | 0.00 | 50,000.00 | -50,000.00 | 0.0% |
| 5170 · Other Professional Services | 0.00 | 40,000.00 | -40,000.00 | 0.0% |
| 6440 · Insurance | 7,200.00 | 7,200.00 | 0.00 | 100.0% |
| 6580 · Utilities | 11,699.92 | 63,975.00 | -52,275.08 | 18.3% |
| 6610 · Repairs & Maintenance | 90,806.56 | 168,035.00 | -77,228.44 | 54.0% |
| 6700 · Office Supplies | 0.00 | 270.00 | -270.00 | 0.0% |
| 9990 · Unappropriated Other Expenses | 0.00 | 20,000.00 | -20,000.00 | 0.0% |
| Total Expense | 109,706.48 | 349,480.00 | -239,773.52 | 31.4% |
| Net Ordinary Income | -85,642.02 | -271,230.00 | 185,587.98 | 31.6% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 3220 · Other Income | 0.00 | 200.00 | -200.00 | 0.0% |
| 9910 · Transfer from General Fund | 271,030.00 | 271,030.00 | 0.00 | 100.0% |
| Total Other Income | 271,030.00 | 271,230.00 | -200.00 | 99.9% |
| Net Other Income | 271,030.00 | 271,230.00 | -200.00 | 99.9% |
| Net Income | 185,387.98 | 0.00 | 185,387.98 | 100.0% |

DARE COUNTY TOURISM BOARD

31-Dec-20

| TYPE OF ACCOUNT BANK | CHECKING SOUTHERN | NC CAPITAL MGMT TRUST | M MARKET PNC | M MARKET SOUTHERN | M MARKET FIRST NATIONAL | CD'S SOUTHERN | CD'S FIRST BANK | CD's TOWNE BANK | CD's FIRST NATIONAL | TOTAL | |
|----------------------------|----------------------|--------------------------|-----------------|----------------------|----------------------------|------------------|--------------------|--------------------|------------------------|-----------|------------|
| GENERAL FUND | 915,489 | 2,465,083 | 555,888 | 1,505,146 | 1,500,345 | 0 | 1,000,000 | 1,000,000 | 1,024,495 | 9,966,446 | |
| RESTRICTED FUND | 1,411,672 | 980,141 | | | | 0 | 250,000 | 765,169 | 503,099 | 0 | 3,910,080 |
| TRAVEL GUIDE | 44,327 | | | | | | | | | | 44,327 |
| MERCHANDISE SALES | 151,276 | | | | | | | | | | 151,276 |
| EVENT SITE FUND | 346,219 | | | | | | | | | | 346,219 |
| TOTAL | 2,868,984 | 3,445,224 | 555,888 | 1,505,146 | 1,500,345 | 250,000 | 1,765,169 | 1,503,099 | 1,024,495 | | 14,418,350 |
| TOTAL % EACH BANK | 32.07% | 23.89% | 3.86% | | | | 22.65% | 10.42% | 17.51% | | 110.41% |
| INTEREST RATES | 0.25% | 0.07% | 0.05% | 0.25% | | 0% | 2% on 2 | 0.81% | 1.5% on 2 | | |
| TOTAL CHECKING & CD'S | 14,418,350 | | | | | | | | | | |
| 60% ALLOWED IN ANY BANK | 8,651,010 | | | | | | | | | | |
| 25% ALLOWED IN ANY ONE INV | 3,604,587 | | | | | | | | | | |

60% General Fund Reserved Balance is \$4,351,493.

100% Restricted Fund Balance Restricted by House Bill 225 \$3,910,080

Marketing Dashboard

thru December 2020

| | <u>FY 20/21</u> | <u>FY 19/20</u> | <u>Diff</u> | <u>% Change</u> |
|-----------------------------------|-----------------|-----------------|-------------|-----------------|
| Trackable Guide (Print - Virtual) | 16,191 | 25,811 | -9,620 | -37% |
| Completed Video Views | 6,633,132 | 9,819,052 | -3,185,920 | -32% |
| Total Visits to Website | 1,394,449 | 949,065 | 445,384 | 47% |
| | | | | |
| Online Communities | | | | |
| Email Subscribers | 271,161 | 219,687 | 51,474 | 23% |
| Facebook | 750,580 | 711,959 | 38,621 | 5% |
| Twitter | 41,100 | 38,000 | 3,100 | 8% |
| Instagram | 107,000 | 85,100 | 21,900 | 26% |
| Pinterest | <u>20,824</u> | <u>20,100</u> | <u>724</u> | <u>4%</u> |
| Online Communities Subtotal | 1,190,665 | 1,074,846 | 115,819 | 11% |

Devices December 2020

| | |
|---------|-----|
| Mobile | 58% |
| Desktop | 37% |
| Tablet | 5% |

Completed video views total includes 2,926,480 as part of a COVID-19 credit program with VisitNC

COVID-19 Entry Restrictions: March 17-May 16, 2020.

Dashboard Overview

Overview

December was a significant month for OBVB with many key media efforts launching and concluding:

FY20-21 Spring-Summer: Local market TV and the many components of the digital plan for Spring-Summer launched, including key OTA placements, and programmatic display and native efforts. Local TV is airing from 12/21 - 1/17 in the following markets: Richmond-Petersburg, Norfolk-Portsmouth-Newport NWS, Roanoke-Lynchburg, Raleigh-Durham (Fayetteville), Pittsburgh, Charlotte and Cleveland.

Visit NC Credit Program: OBVB participated in the Visit NC credit program from the CARES Act and delivered \$100K of media value across CTV/OTT channels with COX - Delivered 2.9MM impressions and a 98% Video Completion Rate throughout the campaign.

FY20-21 Fall: Placements with VRBO were extended into December based on the success from earlier in the year, and this placement was completed in December as well.

Annual Email Program: Audience driven emails targeting users planning a trip or ready to book a trip continued in December, focusing on vacation rental bookings.

Overall, outerbanks.org continues to show positive growth from direct sources, paid media and organic search. Outerbanks.org sessions increased in tandem with the launch of the FY20-21 Spring-Summer campaign, and organic search continues to drive a large amount of site visits for FY20-21 YTD.

Highlights for December:

- Recorded more than 118K site sessions - December sessions increased 24% YOY (compared to Dec 2019).
- Engaged sessions for the FY20-21 fiscal YTD increased 49% YOY (compared to FY19-20 Jul - Dec) - All sources have delivered YOY improvement.
- Delivered 228K emails to promote vacation rental bookings for 2021 - Open rate increased 30% MOM. Recipient activity shows users may be in preparation mode for their next OBX getaway, as the top links were related to places to stay, travel guide and restaurants.
- SEM drove nearly 22K site sessions in December - Similar to previous months, Google drove above average CTR performance this month.
- Initial FY20-21 Spring-Summer OTA, Programmatic and Native Display click and conversion performance is similar to campaign benchmarks - Anticipate improved performance throughout the campaign.
- December UberMedia data became available in January - Dare County tracked nearly 3K visits from In-State Overnights and nearly 6K visits from Out of State Overnights in December. For Jan - Dec 2020, Dare County tracked 44.7K visits from In-State Overnights and over 176K visits from Out of State Overnights.

Completed Optimizations

Concluded remaining FY20-21 Fall campaign efforts with all paid media placements delivering in full.

Launched FY20-21 Spring-Summer campaign with HYTD and third party partners.

Adjusted SEM geotargeting in key campaigns to mimic paid display, video and native efforts.

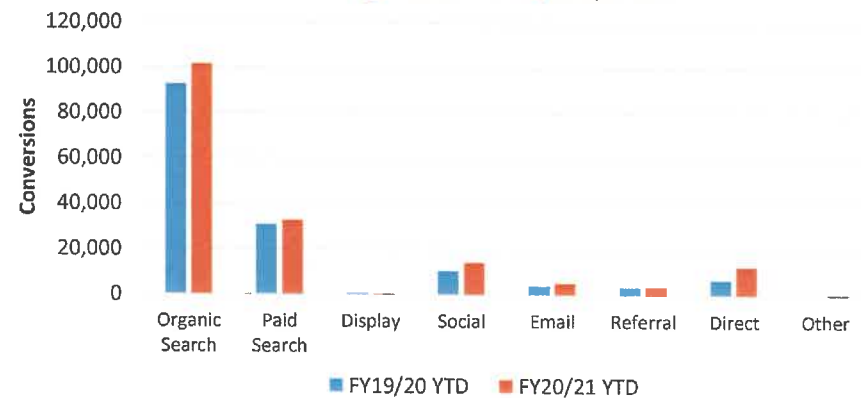
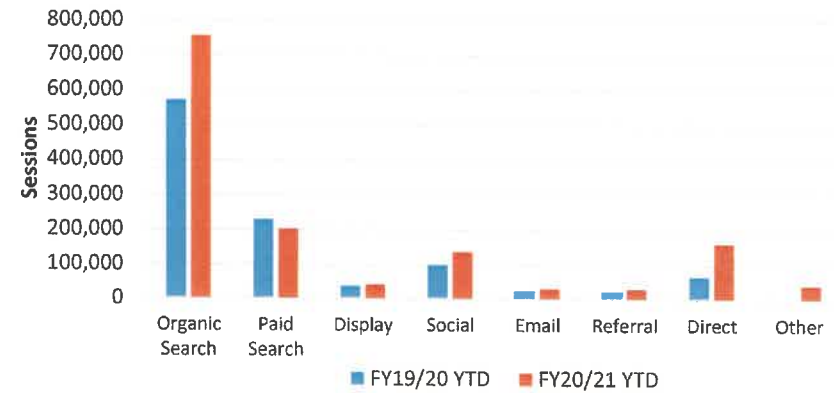
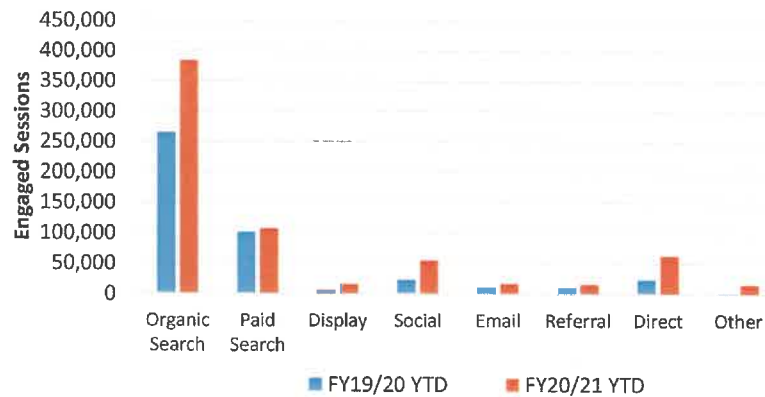
Action Steps

| Topic | Commentary |
|------------------------|--|
| Spring-Summer Campaign | Continue to track Spring-Summer campaign performance and optimize where necessary. |
| SEM | Continue to monitor click and conversion performance into the Spring-Summer season and optimize as necessary. |
| Email | Continue to send audience-specific content for increased engagement, beginning in 2021 with our "Workflows" emails. |

Website Overview

| | Dec-20 | YOY | FYTD | YOY |
|------------------------------|---------|------|-----------|------|
| Sessions | 118,395 | 24% | 1,367,449 | 31% |
| Engaged Sessions | 52,994 | 30% | 654,135 | 49% |
| Any Conversion* | 14,140 | -8% | 164,546 | 17% |
| eNews Sign Up Conversions | 418 | 17% | 11,236 | 102% |
| Travel Guide Conversions | 2,892 | 38% | 15,378 | -8% |
| Listing Referral Conversions | 11,221 | -16% | 155,976 | 14% |

*All conversions are "1-per-session."



Client: Outer Banks Visitors Bureau
Report Time Period: December 2020

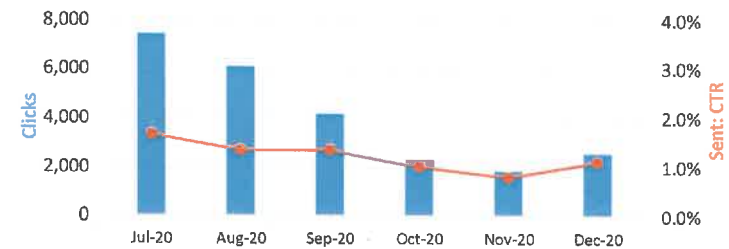


Email Marketing Campaign Overview

Opens and Open Rate by Month



Clicks and Click Rate by Month



Total Campaign Performance by Month

| Month | Sent | Deliveries | Opens | Open Rate | Clicks | Sent: CTR | Open: CTR | Bounces | Unsubscribes | Spam |
|--------------------|------------------|------------------|----------------|--------------|---------------|-------------|-------------|--------------|--------------|------------|
| Jul-20 | 447,579 | 446,494 | 69,855 | 15.6% | 7,437 | 1.7% | 10.6% | 545 | 982 | 49 |
| Aug-20 | 461,870 | 451,484 | 71,737 | 15.9% | 6,073 | 1.3% | 8.5% | 402 | 1,052 | 41 |
| Sep-20 | 226,445 | 226,151 | 34,378 | 15.2% | 4,149 | 1.3% | 8.5% | 294 | 510 | 16 |
| Oct-20 | 227,105 | 226,806 | 23,919 | 10.5% | 2,296 | 1.0% | 9.6% | 299 | 405 | 21 |
| Nov-20 | 228,538 | 228,209 | 22,929 | 10.0% | 1,819 | 0.8% | 7.9% | 329 | 363 | 94 |
| Dec-20 | 228,941 | 228,663 | 32,931 | 14.4% | 2,551 | 1.1% | 7.7% | 308 | 564 | 5 |
| GRAND TOTAL | 1,820,478 | 1,807,807 | 255,749 | 14.0% | 24,325 | 1.3% | 9.5% | 2,177 | 3,876 | 226 |

Top Links Clicked - Current Month*

| Link | Clicks* | Open: CTR |
|---|--------------|-------------|
| /places-to-stay | 883 | 2.6% |
| /post/how-to-rent-a-vacation-home-on-the-obx/ | 568 | 1.7% |
| /travel-guide | 340 | 1.0% |
| /restaurants | 219 | 0.6% |
| /plan-your-trip | 197 | 0.6% |
| /outerbanks.org | 192 | 0.6% |
| /things-to-do | 185 | 0.5% |
| /post/4-big-little-facts-about-the-outer-banks/ | 116 | 0.3% |
| //plan-your-trip/getting-here-and-around/ | 109 | 0.3% |
| GRAND TOTAL | 2,809 | 1.5% |

* link clicks include forwarded email clicks

Email Performance - Current Month

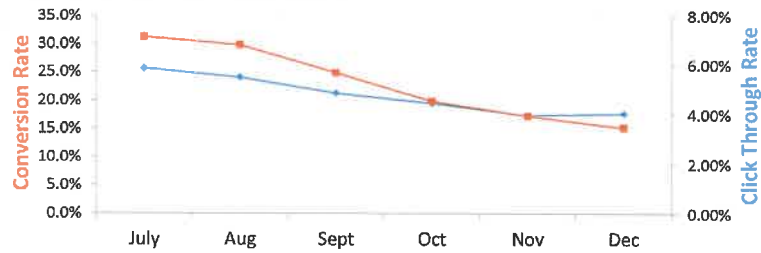
| Subject Line | Sent | Deliveries | Opens | Open Rate | Clicks | Sent: CTR | Open: CTR | Bounces | Unsubscribes | Spam |
|--|----------------|----------------|---------------|--------------|--------------|-------------|-------------|------------|--------------|----------|
| Have you booked your OBX vacation rental for 2021? | 228,941 | 228,663 | 32,931 | 14.4% | 2,551 | 1.1% | 7.7% | 308 | 564 | 5 |
| GRAND TOTAL | 228,941 | 228,663 | 32,931 | 14.4% | 2,551 | 1.1% | 7.7% | 308 | 564 | 5 |

Client: Outer Banks Visitors Bureau
Report Time Period: December 2020

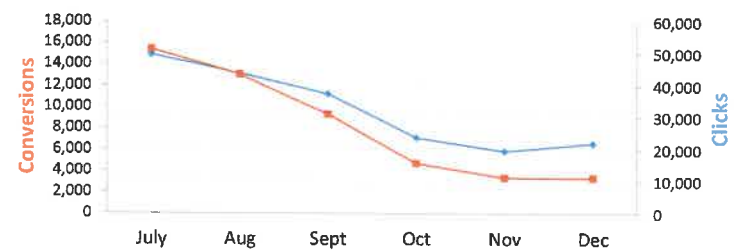


SEM Campaign Overview

Conversion and Click Through Rates by Month



Conversion and Click Volume by Month



Total Campaign Performance by Month

| Month | Spend | Clicks | Impressions | CTR | Avg. CPC | Conv. | Cost Per Conv. | Conv. Rate |
|--------------------|------------------|----------------|------------------|-------------|---------------|---------------|----------------|--------------|
| July | \$34,937 | 49,457 | 845,880 | 5.8% | \$0.71 | 15,443 | \$2.26 | 31.2% |
| Aug | \$34,912 | 43,662 | 795,175 | 5.5% | \$0.80 | 13,052 | \$2.67 | 29.9% |
| Sept | \$36,692 | 37,310 | 766,530 | 4.9% | \$0.98 | 9,307 | \$3.94 | 24.9% |
| Oct | \$24,455 | 23,698 | 531,772 | 4.5% | \$1.03 | 4,732 | \$5.17 | 20.0% |
| Nov | \$24,726 | 19,481 | 492,661 | 4.0% | \$1.27 | 3,372 | \$7.33 | 17.3% |
| Dec | \$34,597 | 21,954 | 543,804 | 4.0% | \$1.58 | 3,345 | \$10.34 | 15.2% |
| GRAND TOTAL | \$190,319 | 195,562 | 3,975,822 | 4.9% | \$0.97 | 49,251 | \$3.86 | 25.2% |

Total Campaign Performance by Platform

| Platform | Spend | Clicks | Impressions | CTR | Avg. CPC | Conv. | Cost Per Conv. | Conv. Rate |
|--------------------|-----------------|---------------|----------------|-------------|---------------|--------------|----------------|--------------|
| Google | \$20,927 | 14,649 | 190,446 | 7.7% | \$1.43 | 2,260 | \$9.26 | 15.4% |
| Bing | \$13,670 | 7,305 | 353,358 | 2.1% | \$1.87 | 1,085 | \$12.60 | 14.9% |
| GRAND TOTAL | \$34,597 | 21,954 | 543,804 | 4.0% | \$1.58 | 3,345 | \$10.34 | 15.2% |

Display Overview

Campaign Overview: FY20-21 Spring-Summer Display Details by Tactic

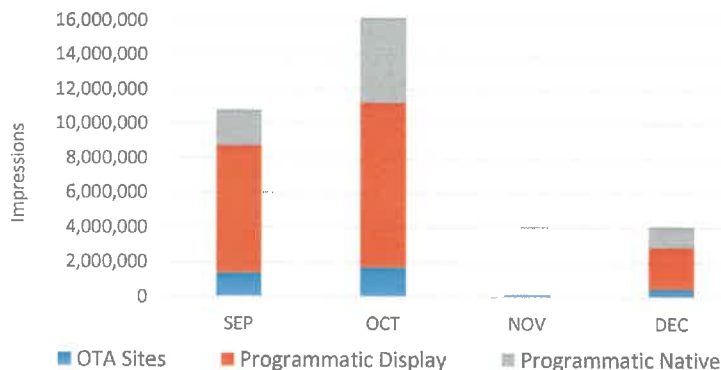
| Platform | Authorized Budget | Spend To Date | Impressions | Clicks | CTR | Avg. CPC | Conv. | Cost / Conv. | Conv. Rate | Bounce Rate | Pages/ Session | Avg. Session Duration |
|--|-------------------|-----------------|------------------|--------------|--------------|---------------|--------------|--------------|---------------|-------------|----------------|-----------------------|
| OTA Sites | \$80,000 | \$7,300 | 371,670 | 632 | 0.17% | \$11.55 | 102 | \$72 | 0.027% | 86% | 1.25 | 0:26 |
| Programmatic Banners | \$576,556 | \$18,461 | 2,393,792 | 6,179 | 0.26% | \$2.99 | 735 | \$25 | 0.031% | 31% | 2.75 | 0:17 |
| Programmatic Native | | \$6,541 | 1,183,482 | 2,331 | 0.20% | \$2.81 | 415 | \$16 | 0.035% | 74% | 1.50 | 1:08 |
| FY20-21 Spring-Summer Total YTD | \$656,556 | \$32,302 | 3,948,944 | 9,142 | 0.23% | \$3.53 | 1,252 | \$26 | 0.032% | 55% | 1.95 | 1:51 |

Campaign Overview: FY20-21 Fall Display Details by Tactic

| Platform | Authorized Budget | Spend To Date | Impressions | Clicks | CTR | Avg. CPC | Conv. | Cost / Conv. | Conv. Rate | Bounce Rate | Pages/ Session | Avg. Session Duration |
|-------------------------------|-------------------|------------------|-------------------|---------------|--------------|---------------|--------------|--------------|---------------|-------------|----------------|-----------------------|
| OTA Sites | \$64,000 | \$64,000 | 3,376,236 | 4,222 | 0.13% | \$15.16 | 337 | \$190 | 0.010% | 82% | 1.28 | 0:49 |
| Programmatic Banners | \$170,000 | \$127,378 | 16,971,388 | 13,251 | 0.08% | \$9.61 | 738 | \$173 | 0.004% | 47% | 2.09 | 0:50 |
| Programmatic Native | | \$42,622 | 6,991,646 | 13,460 | 0.19% | \$3.17 | 312 | \$137 | 0.004% | 69% | 1.67 | 3:36 |
| FY20-21 Fall Total YTD | \$234,000 | \$234,000 | 27,339,270 | 30,933 | 0.11% | \$7.56 | 1,387 | \$169 | 0.005% | 57% | 1.92 | 1:55 |

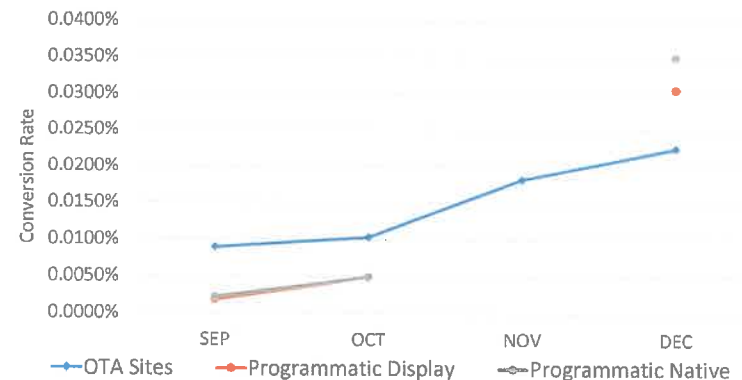
Total Impression Volume by Month by Tactic

Notes: 4MM impressions delivered in December across FY20-21 Spring-Summer and remaining FY20-21 Fall campaign efforts.



Conversion Rate by Month by Tactic

Notes: OTA conversion rate increased in December in tandem with the FY20-21 Spring-Summer launch.



Note: OTA line reflects both the remaining FY20-21 Fall VRBO placement and FY20-21 Spring-Summer placements.

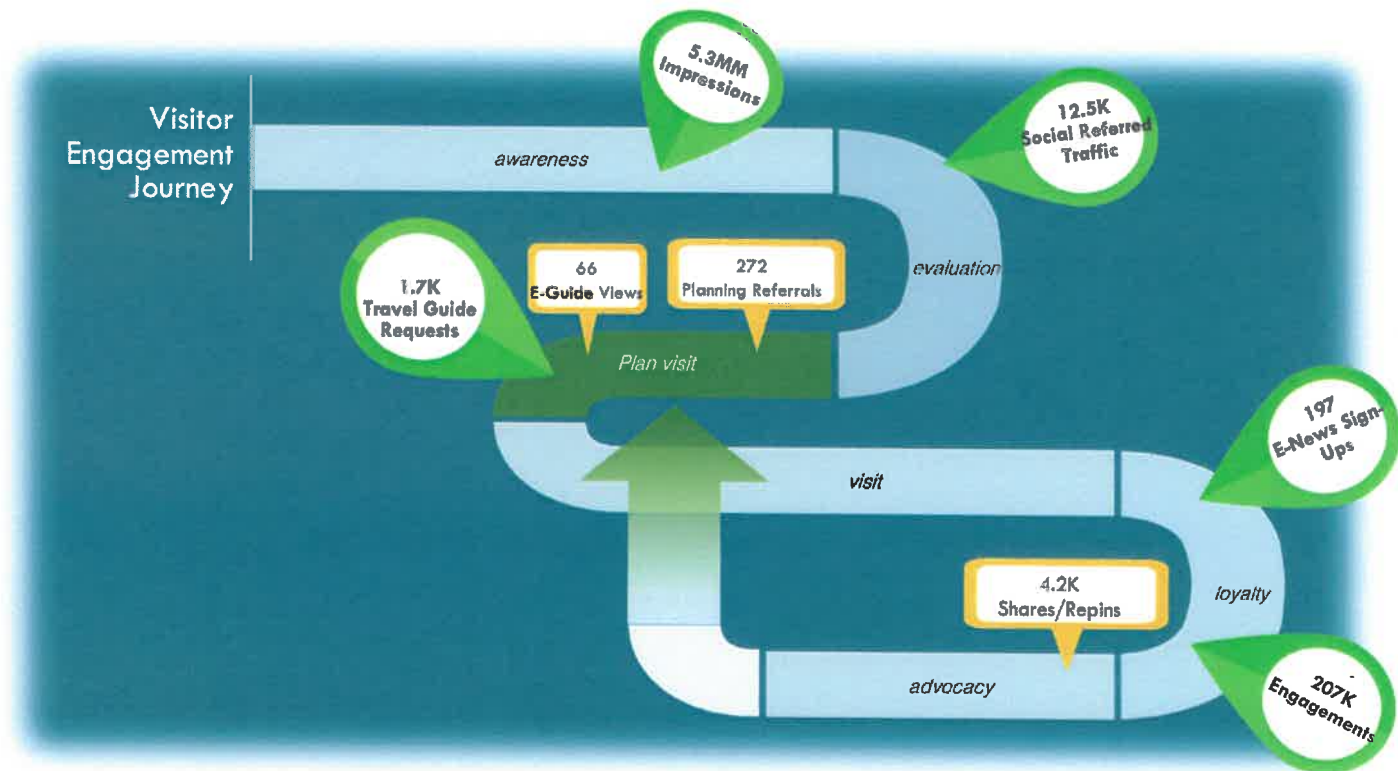
Note: FY20-21 Spring-Summer conversions include the Places To Stay Page View conversion.

Past Campaign Benchmarks

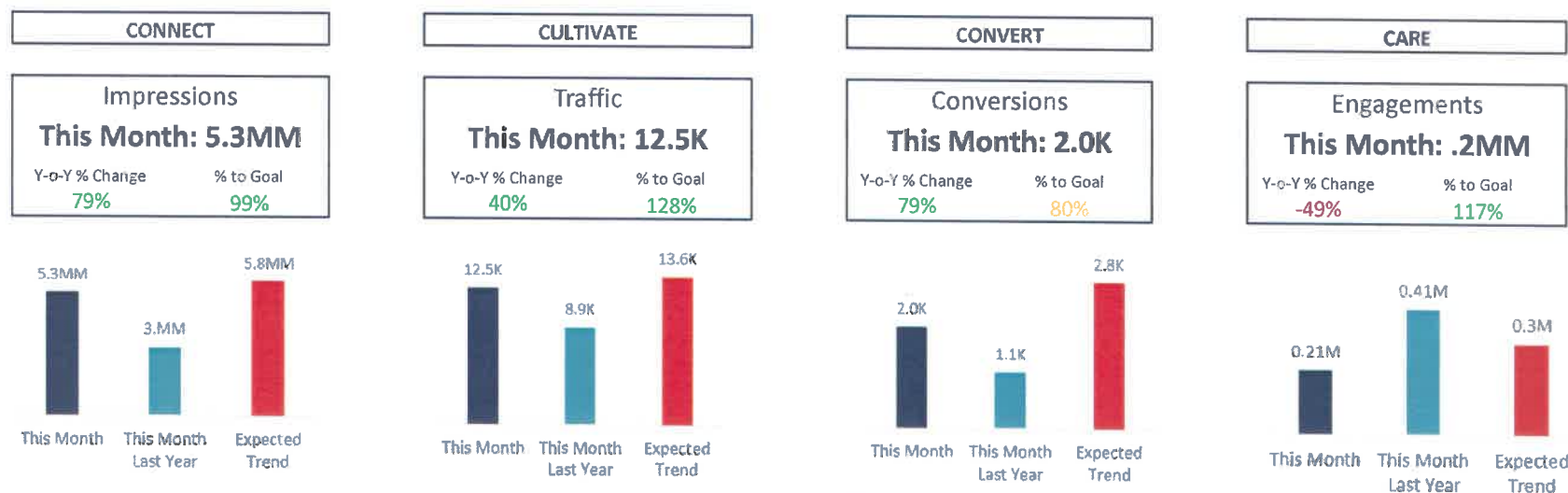
Campaign Overview: Past Campaign Benchmarks

| Campaign/Metric | CTV/OTT | Programmatic Video | Programmatic Audio | Native | Native Retargeting | Programmatic Banners - Multi-Unit | Programmatic Banners - Retargeting | OTA | SEM |
|--|---------|--------------------|--------------------|---------|--------------------|-----------------------------------|------------------------------------|---------|---------|
| Click Through Rate | | | | | | | | | |
| FY19-20 Fall | - | - | - | - | 0.25% | 0.09% | 0.14% | 0.10% | 4.70% |
| FY19-20 Fall (Hurricane Dorian Recovery) | - | - | - | 0.20% | - | - | - | - | - |
| FY19-20 Spring-Summer | - | - | - | 0.11% | 0.18% | 0.07% | 0.08% | 0.17% | 5.73% |
| FY20-21 Fall | - | - | - | 0.19% | 0.42% | 0.08% | 0.12% | 0.13% | 4.39% |
| Conversion Rate | | | | | | | | | |
| FY19-20 Fall | - | - | - | - | 0.0047% | 0.0009% | 0.0036% | 0.0115% | 1.1433% |
| FY19-20 Fall (Hurricane Dorian Recovery) | - | - | - | 0.0013% | - | - | - | - | - |
| FY19-20 Spring-Summer | - | - | - | 0.0071% | 0.0739% | 0.0082% | 0.0410% | 0.0478% | 1.8402% |
| FY20-21 Fall | - | - | - | 0.0038% | 0.0183% | 0.0032% | 0.0154% | 0.0100% | 0.8890% |
| Video/Audio Completion Rate | | | | | | | | | |
| FY19-20 Fall | 92% | 76% | - | - | - | - | - | - | - |
| FY19-20 Spring-Summer | 98% | 78% | 96% | - | - | - | - | - | - |
| FY20-21 Fall | 98% | 62% | - | - | - | - | - | - | - |
| Cost Per Completed View | | | | | | | | | |
| FY19-20 Fall | \$0.03 | \$0.01 | - | - | - | - | - | - | - |
| FY19-20 Spring-Summer | \$0.03 | \$0.04 | \$0.02 | - | - | - | - | - | - |
| FY20-21 Fall | \$0.05 | \$0.05 | - | - | - | - | - | - | - |

Visitor Journey



Executive Summary



Monthly Highlights:

- Excluding conversions, all KPIs are trending at or above goal.
- Conversions this month increased 79% over December 2019 and are expected to increase in January & February with increased spend allocation leading up to the spring & summer vacation season.

Recommendations/Next Steps:

- Expanding on the birdwatching post this month, test carousel posts with broader interest imagery.

Dashboard Overview

Overview

December was a significant month for OBVB with many key media efforts launching and concluding:

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Overall, outerbanks.org continues to show positive growth from direct sources, paid media and organic search. Outerbanks.org sessions increased in tandem with the launch of the FY20-21 Spring-Summer campaign, and organic search continues to drive a large amount of site visits for FY20-21 YTD.

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- December UberMedia data became available in January - Dare County tracked nearly 3K visits from In-State Overnights and nearly 6K visits from Out of State Overnights in December. For Jan - Dec 2020, Dare County tracked 44.7K visits from In-State Overnights and over 176K visits from Out of State Overnights.

Completed Optimizations

Concluded remaining FY20-21 Fall campaign efforts with all paid media placements delivering in full.

Launched FY20-21 Spring-Summer campaign with HYTD and third party partners.

Adjusted SEM geotargeting in key campaigns to mimic paid display, video and native efforts.

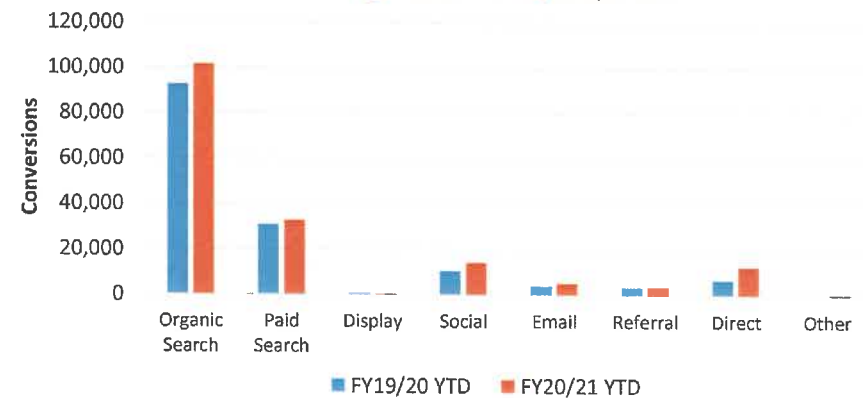
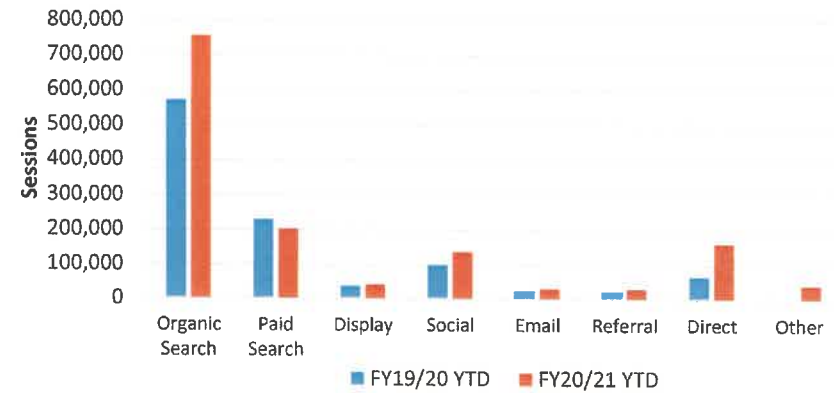
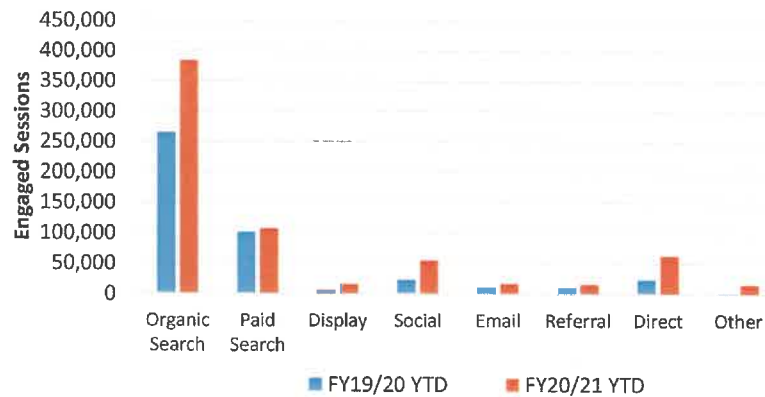
Action Steps

| Topic | Commentary |
|------------------------|--|
| Spring-Summer Campaign | Continue to track Spring-Summer campaign performance and optimize where necessary. |
| SEM | Continue to monitor click and conversion performance into the Spring-Summer season and optimize as necessary. |
| Email | Continue to send audience-specific content for increased engagement, beginning in 2021 with our "Workflows" emails. |

Website Overview

| | Dec-20 | YOY | FYTD | YOY |
|------------------------------|---------|------|-----------|------|
| Sessions | 118,395 | 24% | 1,367,449 | 31% |
| Engaged Sessions | 52,994 | 30% | 654,135 | 49% |
| Any Conversion* | 14,140 | -8% | 164,546 | 17% |
| eNews Sign Up Conversions | 418 | 17% | 11,236 | 102% |
| Travel Guide Conversions | 2,892 | 38% | 15,378 | -8% |
| Listing Referral Conversions | 11,221 | -16% | 155,976 | 14% |

*All conversions are "1-per-session."



Client: Outer Banks Visitors Bureau
Report Time Period: December 2020

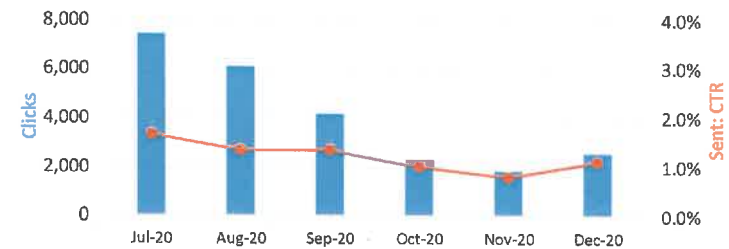


Email Marketing Campaign Overview

Opens and Open Rate by Month



Clicks and Click Rate by Month



Total Campaign Performance by Month

| Month | Sent | Deliveries | Opens | Open Rate | Clicks | Sent: CTR | Open: CTR | Bounces | Unsubscribes | Spam |
|--------------------|------------------|------------------|----------------|--------------|---------------|-------------|-------------|--------------|--------------|------------|
| Jul-20 | 447,579 | 446,494 | 69,855 | 15.6% | 7,437 | 1.7% | 10.6% | 545 | 982 | 49 |
| Aug-20 | 461,870 | 451,484 | 71,737 | 15.9% | 6,073 | 1.3% | 8.5% | 402 | 1,052 | 41 |
| Sep-20 | 226,445 | 226,151 | 34,378 | 15.2% | 4,149 | 1.3% | 8.5% | 294 | 510 | 16 |
| Oct-20 | 227,105 | 226,806 | 23,919 | 10.5% | 2,296 | 1.0% | 9.6% | 299 | 405 | 21 |
| Nov-20 | 228,538 | 228,209 | 22,929 | 10.0% | 1,819 | 0.8% | 7.9% | 329 | 363 | 94 |
| Dec-20 | 228,941 | 228,663 | 32,931 | 14.4% | 2,551 | 1.1% | 7.7% | 308 | 564 | 5 |
| GRAND TOTAL | 1,820,478 | 1,807,807 | 255,749 | 14.0% | 24,325 | 1.3% | 9.5% | 2,177 | 3,876 | 226 |

Top Links Clicked - Current Month*

| Link | Clicks* | Open: CTR |
|---|--------------|-------------|
| /places-to-stay | 883 | 2.6% |
| /post/how-to-rent-a-vacation-home-on-the-obx/ | 568 | 1.7% |
| /travel-guide | 340 | 1.0% |
| /restaurants | 219 | 0.6% |
| /plan-your-trip | 197 | 0.6% |
| /outerbanks.org | 192 | 0.6% |
| /things-to-do | 185 | 0.5% |
| /post/4-big-little-facts-about-the-outer-banks/ | 116 | 0.3% |
| //plan-your-trip/getting-here-and-around/ | 109 | 0.3% |
| GRAND TOTAL | 2,809 | 1.5% |

* link clicks include forwarded email clicks

Email Performance - Current Month

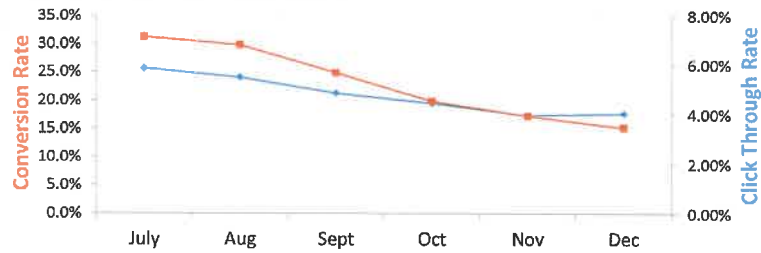
| Subject Line | Sent | Deliveries | Opens | Open Rate | Clicks | Sent: CTR | Open: CTR | Bounces | Unsubscribes | Spam |
|--|----------------|----------------|---------------|--------------|--------------|-------------|-------------|------------|--------------|----------|
| Have you booked your OBX vacation rental for 2021? | 228,941 | 228,663 | 32,931 | 14.4% | 2,551 | 1.1% | 7.7% | 308 | 564 | 5 |
| GRAND TOTAL | 228,941 | 228,663 | 32,931 | 14.4% | 2,551 | 1.1% | 7.7% | 308 | 564 | 5 |

Client: Outer Banks Visitors Bureau
Report Time Period: December 2020

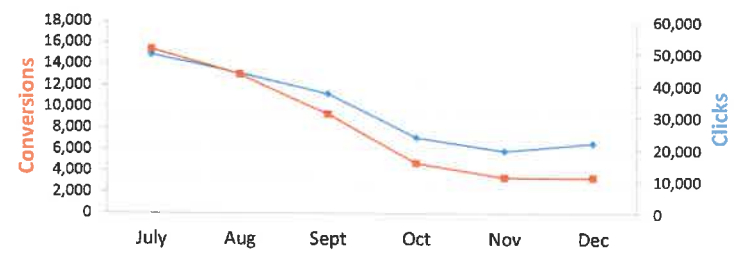


SEM Campaign Overview

Conversion and Click Through Rates by Month



Conversion and Click Volume by Month



Total Campaign Performance by Month

| Month | Spend | Clicks | Impressions | CTR | Avg. CPC | Conv. | Cost Per Conv. | Conv. Rate |
|--------------------|------------------|----------------|------------------|-------------|---------------|---------------|----------------|--------------|
| July | \$34,937 | 49,457 | 845,880 | 5.8% | \$0.71 | 15,443 | \$2.26 | 31.2% |
| Aug | \$34,912 | 43,662 | 795,175 | 5.5% | \$0.80 | 13,052 | \$2.67 | 29.9% |
| Sept | \$36,692 | 37,310 | 766,530 | 4.9% | \$0.98 | 9,307 | \$3.94 | 24.9% |
| Oct | \$24,455 | 23,698 | 531,772 | 4.5% | \$1.03 | 4,732 | \$5.17 | 20.0% |
| Nov | \$24,726 | 19,481 | 492,661 | 4.0% | \$1.27 | 3,372 | \$7.33 | 17.3% |
| Dec | \$34,597 | 21,954 | 543,804 | 4.0% | \$1.58 | 3,345 | \$10.34 | 15.2% |
| GRAND TOTAL | \$190,319 | 195,562 | 3,975,822 | 4.9% | \$0.97 | 49,251 | \$3.86 | 25.2% |

Total Campaign Performance by Platform

| Platform | Spend | Clicks | Impressions | CTR | Avg. CPC | Conv. | Cost Per Conv. | Conv. Rate |
|--------------------|-----------------|---------------|----------------|-------------|---------------|--------------|----------------|--------------|
| Google | \$20,927 | 14,649 | 190,446 | 7.7% | \$1.43 | 2,260 | \$9.26 | 15.4% |
| Bing | \$13,670 | 7,305 | 353,358 | 2.1% | \$1.87 | 1,085 | \$12.60 | 14.9% |
| GRAND TOTAL | \$34,597 | 21,954 | 543,804 | 4.0% | \$1.58 | 3,345 | \$10.34 | 15.2% |

Display Overview

Campaign Overview: FY20-21 Spring-Summer Display Details by Tactic

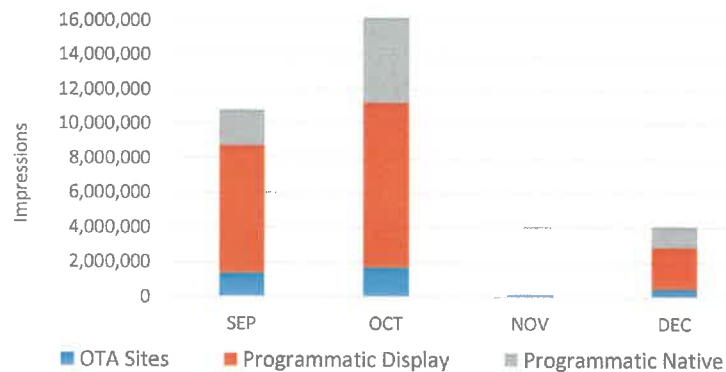
| Platform | Authorized Budget | Spend To Date | Impressions | Clicks | CTR | Avg. CPC | Conv. | Cost / Conv. | Conv. Rate | Bounce Rate | Pages/ Session | Avg. Session Duration |
|--|-------------------|-----------------|------------------|--------------|--------------|---------------|--------------|--------------|---------------|-------------|----------------|-----------------------|
| OTA Sites | \$80,000 | \$7,300 | 371,670 | 632 | 0.17% | \$11.55 | 102 | \$72 | 0.027% | 86% | 1.25 | 0:26 |
| Programmatic Banners | \$576,556 | \$18,461 | 2,393,792 | 6,179 | 0.26% | \$2.99 | 735 | \$25 | 0.031% | 31% | 2.75 | 0:17 |
| Programmatic Native | | \$6,541 | 1,183,482 | 2,331 | 0.20% | \$2.81 | 415 | \$16 | 0.035% | 74% | 1.50 | 1:08 |
| FY20-21 Spring-Summer Total YTD | \$656,556 | \$32,302 | 3,948,944 | 9,142 | 0.23% | \$3.53 | 1,252 | \$26 | 0.032% | 55% | 1.95 | 1:51 |

Campaign Overview: FY20-21 Fall Display Details by Tactic

| Platform | Authorized Budget | Spend To Date | Impressions | Clicks | CTR | Avg. CPC | Conv. | Cost / Conv. | Conv. Rate | Bounce Rate | Pages/ Session | Avg. Session Duration |
|-------------------------------|-------------------|------------------|-------------------|---------------|--------------|---------------|--------------|--------------|---------------|-------------|----------------|-----------------------|
| OTA Sites | \$64,000 | \$64,000 | 3,376,236 | 4,222 | 0.13% | \$15.16 | 337 | \$190 | 0.010% | 82% | 1.28 | 0:49 |
| Programmatic Banners | \$170,000 | \$127,378 | 16,971,388 | 13,251 | 0.08% | \$9.61 | 738 | \$173 | 0.004% | 47% | 2.09 | 0:50 |
| Programmatic Native | | \$42,622 | 6,991,646 | 13,460 | 0.19% | \$3.17 | 312 | \$137 | 0.004% | 69% | 1.67 | 3:36 |
| FY20-21 Fall Total YTD | \$234,000 | \$234,000 | 27,339,270 | 30,933 | 0.11% | \$7.56 | 1,387 | \$169 | 0.005% | 57% | 1.92 | 1:55 |

Total Impression Volume by Month by Tactic

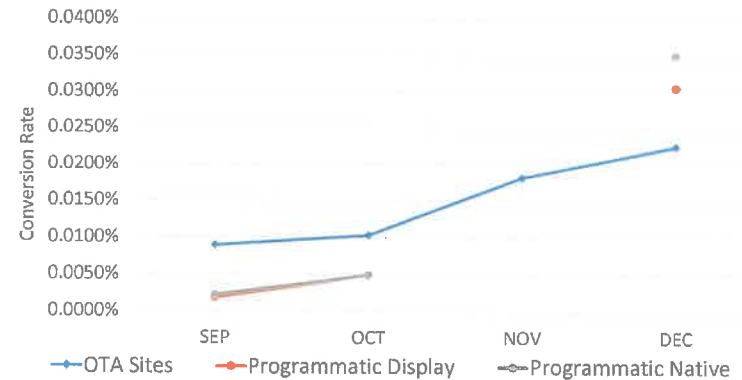
Notes: 4MM impressions delivered in December across FY20-21 Spring-Summer and remaining FY20-21 Fall campaign efforts.



Note: OTA line reflects both the remaining FY20-21 Fall VRBO placement and FY20-21 Spring-Summer placements.
Note: FY20-21 Spring-Summer conversions include the Places To Stay Page View conversion.

Conversion Rate by Month by Tactic

Notes: OTA conversion rate increased in December in tandem with the FY20-21 Spring-Summer launch.

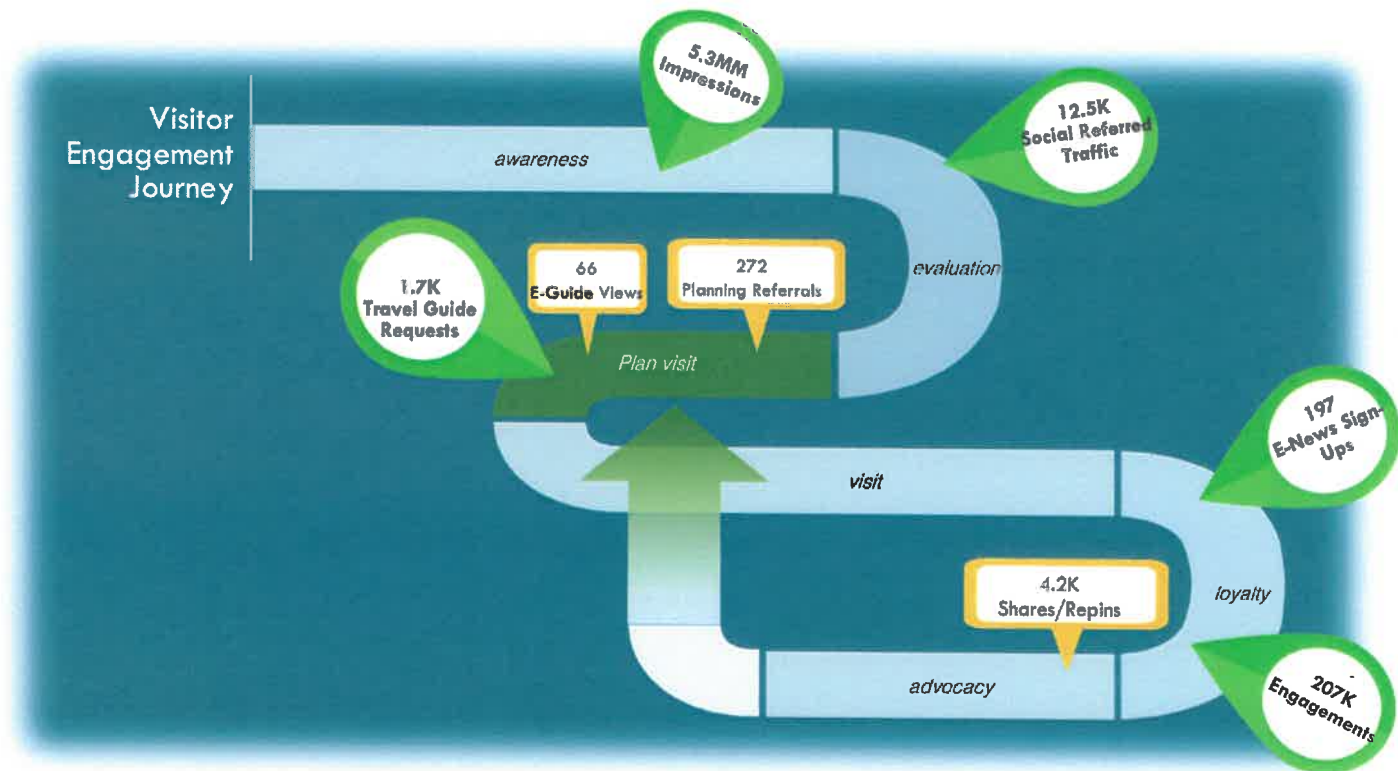


Past Campaign Benchmarks

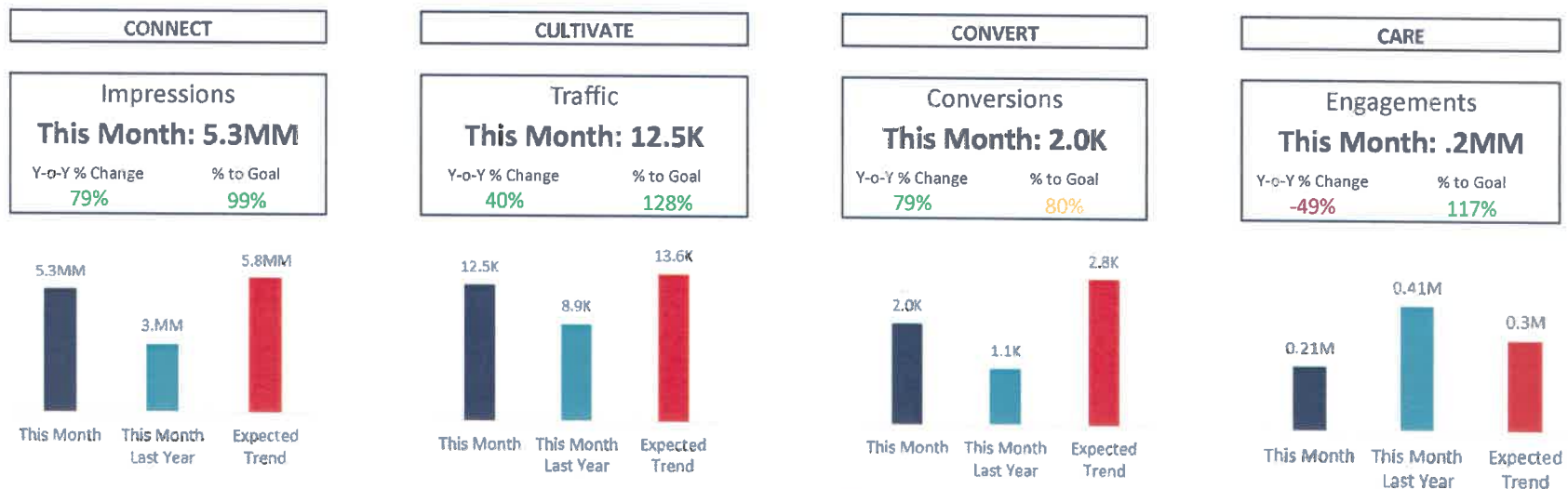
Campaign Overview: Past Campaign Benchmarks

| Campaign/Metric | CTV/OTT | Programmatic Video | Programmatic Audio | Native | Native Retargeting | Programmatic Banners - Multi-Unit | Programmatic Banners - Retargeting | OTA | SEM |
|--|---------|--------------------|--------------------|---------|--------------------|-----------------------------------|------------------------------------|---------|---------|
| Click Through Rate | | | | | | | | | |
| FY19-20 Fall | - | - | - | - | 0.25% | 0.09% | 0.14% | 0.10% | 4.70% |
| FY19-20 Fall (Hurricane Dorian Recovery) | - | - | - | 0.20% | - | - | - | - | - |
| FY19-20 Spring-Summer | - | - | - | 0.11% | 0.18% | 0.07% | 0.08% | 0.17% | 5.73% |
| FY20-21 Fall | - | - | - | 0.19% | 0.42% | 0.08% | 0.12% | 0.13% | 4.39% |
| Conversion Rate | | | | | | | | | |
| FY19-20 Fall | - | - | - | - | 0.0047% | 0.0009% | 0.0036% | 0.0115% | 1.1433% |
| FY19-20 Fall (Hurricane Dorian Recovery) | - | - | - | 0.0013% | - | - | - | - | - |
| FY19-20 Spring-Summer | - | - | - | 0.0071% | 0.0739% | 0.0082% | 0.0410% | 0.0478% | 1.8402% |
| FY20-21 Fall | - | - | - | 0.0038% | 0.0183% | 0.0032% | 0.0154% | 0.0100% | 0.8890% |
| Video/Audio Completion Rate | | | | | | | | | |
| FY19-20 Fall | 92% | 76% | - | - | - | - | - | - | - |
| FY19-20 Spring-Summer | 98% | 78% | 96% | - | - | - | - | - | - |
| FY20-21 Fall | 98% | 62% | - | - | - | - | - | - | - |
| Cost Per Completed View | | | | | | | | | |
| FY19-20 Fall | \$0.03 | \$0.01 | - | - | - | - | - | - | - |
| FY19-20 Spring-Summer | \$0.03 | \$0.04 | \$0.02 | - | - | - | - | - | - |
| FY20-21 Fall | \$0.05 | \$0.05 | - | - | - | - | - | - | - |

Visitor Journey



Executive Summary



Monthly Highlights:

- Excluding conversions, all KPIs are trending at or above goal.
- Conversions this month increased 79% over December 2019 and are expected to increase in January & February with increased spend allocation leading up to the spring & summer vacation season.

Recommendations/Next Steps:

- Expanding on the birdwatching post this month, test carousel posts with broader interest imagery.

Visitation Figures at Key Sites

2016-2020

| Aquarium | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|-----------------|----------------|----------------|----------------|----------------|---------------|
| January | 1,286 | 7,701 | 6,211 | 5,449 | 6,630 |
| February | 24 | 5,726 | 5,503 | 6,341 | 7,174 |
| March | 34 | 14,187 | 16,156 | 14,677 | closed |
| April | 0 | 29,604 | 27,082 | 30,661 | closed / C19 |
| May | 311 | 31,766 | 30,798 | 28,105 | closed / C19 |
| June | 25,856 | 49,553 | 51,932 | 47,393 | closed / C19 |
| July | 49,454 | 53,524 | 64,701 | 54,351 | closed / C19 |
| August | 50,082 | 49,581 | 50,009 | 52,192 | closed / C19 |
| September | 30,015 | 29,501 | 19,469 | 19,788 | 14,619 |
| October | 12,630 | 16,456 | 15,057 | 16,088 | 15,465 |
| November | 9,401 | 10,286 | 9,824 | 9,110 | 7,586 |
| December | 7,785 | 8,491 | 6,612 | 6,708 | 6,358 |
| <i>YTD</i> | <i>186,878</i> | <i>306,376</i> | <i>303,354</i> | <i>290,863</i> | <i>57,832</i> |
| TOTAL | 186,878 | 306,376 | 303,354 | 290,863 | 57,832 |

| Bodie Island Lighthouse Climbers | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|---|--------------|---------------|--------------|---------------|--------------|
| January | closed | closed | closed | closed | closed |
| February | closed | closed | closed | closed | closed |
| March | closed | closed | closed | closed | closed |
| April | 1,638 | 1,133 | 1,617 | 2,035 | closed / C19 |
| May | 3,555 | 4,570 | 2,959 | 5,009 | closed / C19 |
| June | 3,579 | 5,287 | 5,006 | 5,355 | closed / C19 |
| July | 2,540 | 5,009 | 5,428 | 4,458 | closed / C19 |
| August | 2,910 | 5,025 | 5,390 | 5,201 | closed / C19 |
| September | 4,719 | 4,454 | 3,464 | 3,644 | closed / C19 |
| October | 930 | 1,326 | 1,251 | 2,264 | closed / C19 |
| November | closed | closed | closed | closed | closed |
| December | closed | closed | closed | closed | closed |
| <i>YTD</i> | <i>8,772</i> | <i>10,990</i> | <i>9,582</i> | <i>12,399</i> | <i>0</i> |
| TOTAL | 19,871 | 26,804 | 25,115 | 27,966 | 0 |

| Cape Hatteras N.S. | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|---------------------------|------------------|------------------|------------------|------------------|------------------|
| January | 56,772 | 60,060 | 60,934 | 72,767 | 81,816 |
| February | 65,176 | 56,203 | 76,818 | 72,796 | 76,105 |
| March | 127,642 | 121,172 | 179,199 | 135,597 | 109,749 |
| April | 143,142 | 196,460 | 175,377 | 205,590 | 66,422 |
| May | 230,909 | 218,542 | 248,423 | 263,356 | 208,837 |
| June | 350,934 | 359,142 | 389,722 | 384,260 | 399,364 |
| July | 424,234 | 390,609 | 405,038 | 438,846 | 451,849 |
| August | 373,493 | 335,902 | 387,698 | 398,662 | 387,379 |
| September | 295,304 | 277,372 | 250,105 | 243,139 | 345,249 |
| October | 153,221 | 199,300 | 201,269 | 188,710 | 259,618 |
| November | 130,408 | 140,625 | 135,634 | 122,516 | 167,925 |
| December | 60,386 | 78,316 | 80,171 | 81,393 | 91,064 |
| <i>YTD</i> | <i>2,411,621</i> | <i>2,433,703</i> | <i>2,590,388</i> | <i>2,607,632</i> | <i>2,645,377</i> |
| TOTAL | 2,411,621 | 2,433,703 | 2,590,388 | 2,607,632 | 2,645,377 |

| Cape Hatteras Lighthouse Climbers | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|--|---------------|---------------|---------------|---------------|--------------|
| January | closed | closed | closed | closed | closed |
| February | closed | closed | closed | closed | closed |
| March | closed | closed | closed | closed | closed |
| April | 4,764 | 4,416 | 5,249 | 7,052 | closed / C19 |
| May | 14,140 | 13,896 | 13,233 | 14,215 | closed / C19 |
| June | 21,454 | 22,064 | 22,133 | 21,203 | closed / C19 |
| July | 24,645 | 22,858 | 21,294 | 24,552 | closed / C19 |
| August | 23,188 | 16,903 | 22,901 | 20,615 | closed / C19 |
| September | 13,086 | 10,194 | 8,435 | 7,218 | closed / C19 |
| October | 1,754 | 3,740 | 2,887 | 3,838 | closed / C19 |
| November | closed | closed | closed | closed | closed |
| December | closed | closed | closed | 133 | closed |
| <i>YTD</i> | <i>40,358</i> | <i>40,376</i> | <i>40,615</i> | <i>42,470</i> | <i>0</i> |
| TOTAL | 103,031 | 94,071 | 96,132 | 98,826 | 0 |

| Cape Hatteras VC | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|-------------------------|----------------|----------------|----------------|----------------|----------------|
| January | 6,896 | 8,254 | 6,977 | 8,529 | 8,402 |
| February | 2,660 | 10,395 | 9,563 | 7,995 | 9,509 |
| March | 27,675 | 17,137 | 16,975 | 18,233 | 9,325 |
| April | 33,399 | 42,954 | 36,966 | 42,730 | closed / C19 |
| May | 49,988 | 50,134 | 48,438 | 49,270 | closed / C20 |
| June | 60,658 | 64,638 | 61,704 | 60,647 | 48,033 |
| July | 73,680 | 76,737 | 59,481 | 68,815 | 3,183 |
| August | 69,212 | 58,015 | 55,458 | 57,358 | 57,358 |
| September | 54,497 | 48,727 | 32,289 | 33,507 | 2,727 |
| October | 29,052 | 38,578 | 35,359 | 39,936 | 2,179 |
| November | 21,805 | 21,090 | 17,890 | 16,802 | 1,130 |
| December | 10,505 | 10,155 | 6,612 | 7,427 | 656 |
| <i>YTD</i> | <i>440,027</i> | <i>446,814</i> | <i>387,712</i> | <i>411,249</i> | <i>142,502</i> |
| TOTAL | 440,027 | 446,814 | 387,712 | 411,249 | 142,502 |

| Fort Raleigh | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|---------------------|----------------|----------------|----------------|----------------|----------------|
| January | 5,921 | 5,891 | 3,743 | 5,230 | 5,565 |
| February | 5,211 | 4,428 | 5,972 | 5,324 | 5,948 |
| March | 14,458 | 7,517 | 11,579 | 9,369 | 6,550 |
| April | 17,182 | 14,336 | 15,943 | 17,688 | 5,933 |
| May | 34,771 | 35,539 | 37,807 | 31,409 | 6,544 |
| June | 63,592 | 52,355 | 49,057 | 48,014 | 17,432 |
| July | 55,298 | 55,858 | 48,039 | 43,000 | 24,681 |
| August | 43,306 | 41,092 | 42,799 | 37,729 | 20,427 |
| September | 21,074 | 23,778 | 14,071 | 18,817 | 19,826 |
| October | 17,562 | 17,949 | 18,260 | 15,208 | 19,779 |
| November | 8,902 | 9,950 | 9,044 | 9,860 | 11,524 |
| December | 5,090 | 6,288 | 4,685 | 6,491 | 9,310 |
| <i>YTD</i> | <i>292,367</i> | <i>274,981</i> | <i>260,999</i> | <i>248,139</i> | <i>153,519</i> |
| TOTAL | 292,367 | 274,981 | 260,999 | 248,139 | 153,519 |

Visitation Figures at Key Sites

2016-2020

| Hatteras Ferry-Vec. | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|----------------------------|----------------|----------------|----------------|----------------|----------------|
| January | 6,394 | 5,955 | 4,127 | 6,080 | 7,223 |
| February | 5,293 | 6,594 | 6,260 | 5,873 | 6,643 |
| March | 14,152 | 10,239 | 8,989 | 9,895 | 6,844 |
| April | 16,996 | 22,138 | 19,012 | 20,157 | 3,107 |
| May | 27,491 | 29,308 | 28,631 | 29,121 | 10,954 |
| June | 33,845 | 28,582 | 34,490 | 32,773 | 26,046 |
| July | 41,130 | 36,312 | 36,433 | 37,277 | 31,315 |
| August | 38,276 | 28,810 | 35,337 | 33,009 | 25,138 |
| September | 29,018 | 23,214 | 12,471 | normal | 23,255 |
| October | 11,835 | 23,210 | 20,723 | operations | 24,150 |
| November | 11,532 | 12,565 | 10,445 | suspended | 12,687 |
| December | 6,377 | 7,175 | 7,523 | 6,377 | 8,072 |
| <i>YTD</i> | <i>242,339</i> | <i>234,102</i> | <i>224,441</i> | <i>180,562</i> | <i>185,434</i> |
| TOTAL | 242,339 | 234,102 | 224,441 | 180,562 | 185,434 |

| Hatteras Ferry-Passn. | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|------------------------------|----------------|----------------|----------------|----------------|----------------|
| January | 11,837 | 10,750 | 7,179 | 10,908 | 12,123 |
| February | 9,156 | 11,728 | 10,838 | 9,864 | 10,862 |
| March | 31,116 | 20,658 | 18,149 | 19,534 | 11,238 |
| April | 41,300 | 55,059 | 42,282 | 46,601 | 3,901 |
| May | 66,457 | 69,727 | 67,773 | 69,880 | 22,164 |
| June | 95,601 | 77,462 | 91,798 | 89,989 | 64,847 |
| July | 116,941 | 105,323 | 84,989 | 102,724 | 78,949 |
| August | 108,077 | 78,272 | 65,045 | 89,544 | 62,060 |
| September | 73,262 | 57,271 | 29,756 | normal | 54,567 |
| October | 24,781 | 50,449 | 46,085 | operations | 53,815 |
| November | 23,765 | 26,228 | 20,695 | suspended | 26,716 |
| December | 10,972 | 13,748 | 12,173 | 10,972 | 15,465 |
| <i>YTD</i> | <i>613,265</i> | <i>576,675</i> | <i>496,762</i> | <i>450,016</i> | <i>416,707</i> |
| TOTAL | 613,265 | 576,675 | 496,762 | 450,016 | 416,707 |

| PASSENGER FERRY | | | | <u>2019</u> | <u>2020</u> |
|------------------------|-------------------------|--|--|-------------|--------------|
| May | | | | 2,487 | closed / C19 |
| June | Passenger Ferry Service | | | 8,474 | closed / C19 |
| July | began May 20, 2019 | | | 10,023 | 3,865 |
| August | | | | 6,738 | 2,517 |
| September | | | | 377 | 977 |
| <i>YTD</i> | | | | 28,099 | 7,359 |
| TOTAL | | | | 28,099 | 7,359 |

Visitation Figures at Key Sites

2016-2020

| Jennette's Pier | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|------------------------|----------------|----------------|----------------|----------------|----------------|
| January | 2,598 | 1,967 | 1,580 | 2,841 | 2,347 |
| February | 2,035 | 3,414 | 3,013 | 2,034 | 2,665 |
| March | 9,614 | 5,157 | 6,922 | 6,836 | 2,057 |
| April | 12,366 | 17,963 | 13,995 | 18,388 | closed / C19 |
| May | 18,747 | 18,822 | 18,836 | 21,904 | closed / C19 |
| June | 29,919 | 28,433 | 29,537 | 28,646 | 17,971 |
| July | 35,348 | 31,450 | 31,231 | 30,264 | 24,395 |
| August | 32,330 | 28,395 | 28,879 | 27,835 | 20,186 |
| September | 20,376 | 20,620 | 16,193 | 17,084 | 19,481 |
| October | 13,058 | 14,583 | 13,490 | 13,924 | 14,695 |
| November | 6,564 | 6,203 | 5,311 | 6,107 | 6,044 |
| December | 2,788 | 2,322 | 3,036 | 3,049 | 2,841 |
| <i>YTD</i> | <i>185,743</i> | <i>179,329</i> | <i>172,023</i> | <i>178,912</i> | <i>112,682</i> |
| TOTAL | 185,743 | 179,329 | 172,023 | 178,912 | 112,682 |

| Jockey's Ridge | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|-----------------------|------------------|------------------|------------------|------------------|------------------|
| January | 31,917 | 26,570 | 25,715 | 43,643 | 46,599 |
| February | 26,555 | 41,357 | 45,675 | 41,002 | 41,353 |
| March | 112,436 | 65,276 | 97,124 | 91,709 | 77,429 |
| April | 107,877 | 150,576 | 160,319 | 185,915 | 36,610 |
| May | 132,708 | 131,816 | 173,037 | 207,310 | 142,408 |
| June | 200,791 | 207,263 | 237,981 | 278,919 | 310,144 |
| July | 211,200 | 294,779 | 259,985 | 301,325 | 370,796 |
| August | 211,538 | 251,802 | 199,731 | 261,821 | 286,440 |
| September | 123,630 | 170,669 | 116,082 | 116,675 | 246,985 |
| October | 59,072 | 105,023 | 85,864 | 106,212 | 181,676 |
| November | 58,643 | 77,242 | 52,261 | 64,446 | 114,783 |
| December | 37,146 | 37,881 | 37,334 | 51,261 | 78,753 |
| <i>YTD</i> | <i>1,313,513</i> | <i>1,560,254</i> | <i>1,491,108</i> | <i>1,750,238</i> | <i>1,933,976</i> |
| TOTAL | 1,313,513 | 1,560,254 | 1,491,108 | 1,750,238 | 1,933,976 |

| R.I. Festival Park | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|---------------------------|---------------|---------------|---------------|---------------|---------------|
| January | closed | closed | closed | closed | closed |
| February | closed | closed | closed | 291 | 1751 |
| March | 7,076 | 5,840 | 7,259 | 5,613 | n/a |
| April | 9,627 | 10,389 | 11,169 | 11,462 | closed / C19 |
| May | 10,829 | 10,051 | 10,878 | 12,575 | closed / C19 |
| June | 14,742 | 13,497 | 14,906 | 11,385 | 4,141 |
| July | 14,770 | 12,957 | 13,808 | 15,399 | 6,256 |
| August | 11,225 | 11,028 | 10,594 | 9,217 | 4,753 |
| September | 16,211 | 6,793 | 4,382 | 4,728 | 5,067 |
| October | 4,339 | 14,668 | 11,752 | 6,910 | 5,431 |
| November | 3,103 | 3,152 | 2,539 | 3,642 | 2,946 |
| December | 4,791 | 3,749 | 2,182 | 2,056 | 1,802 |
| <i>YTD</i> | <i>96,713</i> | <i>92,124</i> | <i>89,469</i> | <i>83,278</i> | <i>32,147</i> |
| TOTAL | 96,713 | 92,124 | 89,469 | 83,278 | 32,147 |

| Wright Bros. N.M. | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|--------------------------|----------------|----------------|----------------|----------------|----------------|
| January | 8,479 | 8,440 | 4,123 | 1,277 | 8,213 |
| February | 7,366 | 10,246 | 8,100 | 7,318 | 9,054 |
| March | 31,778 | 19,586 | 21,600 | 22,091 | 9,953 |
| April | 37,614 | 44,419 | 35,919 | 44,568 | 1,183 |
| May | 50,689 | 45,991 | 43,123 | 48,488 | 12,909 |
| June | 63,387 | 56,891 | 53,965 | 57,921 | 34,545 |
| July | 77,123 | 69,566 | 62,346 | 68,666 | 44,768 |
| August | 75,725 | 64,161 | 57,973 | 63,836 | 42,229 |
| September | 44,319 | 34,135 | 24,829 | 27,828 | 42,019 |
| October | 31,283 | 31,855 | 27,771 | 30,051 | 38,649 |
| November | 18,943 | 17,585 | 16,587 | 16,697 | 20,608 |
| December | 10,924 | 10,512 | 3,797 | 11,394 | 13,833 |
| <i>YTD</i> | <i>457,630</i> | <i>413,387</i> | <i>360,133</i> | <i>400,135</i> | <i>277,963</i> |
| TOTAL | 457,630 | 413,387 | 360,133 | 400,135 | 277,963 |

Motorcoach Figures

| Wright Bros. N.M. | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|--------------------------|-------------|-------------|-------------|-------------|--------------|
| January | 4 | 0 | 1 | 0 | 1 |
| February | 7 | 0 | 1 | 4 | 1 |
| March | 43 | 21 | 39 | 37 | 6 |
| April | 94 | 64 | 66 | 107 | closed / C19 |
| May | 114 | 74 | 74 | 96 | 0 |
| June | 16 | 19 | 10 | 18 | 0 |
| July | 10 | 6 | 10 | 6 | 0 |
| August | 20 | 7 | 7 | 15 | 2 |
| September | 32 | 15 | 8 | 13 | 0 |
| October | 26 | 15 | 8 | 26 | 2 |
| November | 4 | 6 | 5 | 4 | 0 |
| December | 11 | 2 | 0 | 0 | 0 |
| <i>YTD</i> | <i>381</i> | <i>229</i> | <i>229</i> | <i>326</i> | <i>12</i> |
| TOTAL | 381 | 229 | 229 | 326 | 12 |

Visitation Figures at Key Sites

2016-2020

| Aycock Brown | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|---------------------|---------------|---------------|---------------|---------------|---------------|
| January | 979 | 821 | 531 | 693 | 834 |
| February | 1,006 | 1,318 | 998 | 825 | 851 |
| March | 3,324 | 1,994 | 2,167 | 1,785 | n/a |
| April | 3,925 | 4,923 | 3,489 | 3,447 | closed / C19 |
| May | 5,527 | 4,992 | 4,276 | 4,532 | 537 |
| June | 7,358 | 6,153 | 6,567 | 6,049 | 4,127 |
| July | 8,971 | 7,137 | 6,857 | 6,051 | 3,604 |
| August | 7,628 | 5,915 | 6,156 | 6,161 | 4,357 |
| September | 6,040 | 4,597 | 3,002 | 3,479 | 4,824 |
| October | 3,149 | 3,933 | 2,946 | 3,015 | 4,023 |
| November | 1,909 | 1,822 | 1,211 | 1,506 | 2,207 |
| December | 1,001 | 707 | 748 | 824 | 1,580 |
| <i>YTD</i> | <i>50,817</i> | <i>44,312</i> | <i>38,948</i> | <i>38,367</i> | <i>26,944</i> |
| TOTAL | 50,817 | 44,312 | 38,948 | 38,367 | 26,944 |

| Sarah Owens | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|--------------------|---------------|---------------|---------------|---------------|---------------|
| January | 745 | 569 | 330 | 607 | 592 |
| February | 706 | 831 | 697 | 696 | 698 |
| March | 2,198 | 1,483 | 1,431 | 1,661 | 581 |
| April | 2,469 | 2,965 | 2,289 | 2,737 | closed / C19 |
| May | 3,276 | 3,121 | 2,911 | 3,260 | 507 |
| June | 4,225 | 3,866 | 3,673 | 3,919 | 1,562 |
| July | 4,810 | 4,398 | 3,903 | 3,749 | 1,554 |
| August | 3,411 | 2,900 | 2,493 | 2,942 | 1,051 |
| September | 2,978 | 2,610 | 2,066 | 1,794 | 1,657 |
| October | 1,688 | 2,126 | 1,711 | 2,123 | 1,909 |
| November | 1,162 | 982 | 958 | 1,072 | 712 |
| December | 779 | 669 | 650 | 504 | 342 |
| <i>YTD</i> | <i>28,447</i> | <i>26,520</i> | <i>23,112</i> | <i>25,064</i> | <i>11,165</i> |
| TOTAL | 28,447 | 26,520 | 23,112 | 25,064 | 11,165 |

| Hatteras Island | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|------------------------|--------------|--------------|--------------|--------------|--------------|
| January | closed | closed | closed | closed | closed |
| February | closed | closed | closed | closed | closed |
| March | 242 | 188 | 209 | 207 | 82 |
| April | 331 | 406 | 382 | 411 | closed / C19 |
| May | 515 | 563 | 520 | 596 | 16 |
| June | 510 | 605 | 579 | 504 | 88 |
| July | 560 | 528 | 593 | 548 | 139 |
| August | 508 | 405 | 553 | 632 | 73 |
| September | 464 | 389 | 267 | 261 | 113 |
| October | 241 | 434 | 350 | 346 | 180 |
| November | 172 | 160 | 149 | 130 | 102 |
| December | 105 | closed | closed | closed | closed |
| <i>YTD</i> | <i>3,543</i> | <i>3,678</i> | <i>3,602</i> | <i>3,635</i> | <i>793</i> |
| TOTAL | 3,648 | 3,678 | 3,602 | 3,635 | 793 |

| Whalebone W.C. | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> | <u>2020</u> |
|-----------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| January | closed | closed | closed | closed | closed |
| February | closed | closed | closed | closed | closed |
| March | 788 | 594 | 649 | 656 | 251 |
| April | 1,114 | 1,341 | 1,019 | 1,058 | closed / C19 |
| May | 1,397 | 1,119 | 1,176 | 1,095 | 189 |
| June | 1,524 | 1,382 | 1,368 | 1,264 | 629 |
| July | 1,579 | 1,387 | 1,315 | 1,635 | 710 |
| August | 1,415 | 1,296 | 1,284 | 1,293 | 676 |
| September | 1,352 | 1,033 | 721 | 749 | 1,025 |
| October | 821 | 1,240 | 894 | 937 | 983 |
| November | 692 | 715 | 561 | 329 | 519 |
| December | 439 | 411 | 0 | 390 | 354 |
| <i>YTD</i> | <i>11,121</i> | <i>10,518</i> | <i>8,987</i> | <i>9,406</i> | <i>5,336</i> |
| TOTAL | 11,121 | 10,518 | 8,987 | 9,406 | 5,336 |

Cape Hatteras Lighthouse Visitor Center has limited occupancy and no lighthouse climbs.

ORV and fishing permits are now handled online and else where, further reducing the count.

C19=COVID 19

Hatteras Island & Whalebone Welcome Centers closed Aug 2-4, 2020 for Hurricane Isaias

Roanoke Island Festival Park opened outdoor exhibits only June 2, 2020.

Jennette's Pier re-opened June 8, 2020

The Visitor Center at Cape Hatteras Lighthouse opened June 12 & at Bodie Island June 25

As of June, Visitors Centers at Fort Raleigh and Wright Brothers National Memorial remain closed

Aycock Brown Welcome Center closed March 17th and re-opened May 30, 2020

Hatteras Welcome Center closed March 15th and re-opened May 23, 2020

Sarah Owens Welcome Center closed March 17th and re-opened May 16th

Whalebone Welcome Center closed March 17th and re-opened May 23, 2020

2020 Season of The Lost Colony cancelled

Visitor access to Dare County prohibited March 17 -May 16, 2020

Cape Hatteras Lighthouse hosts a December climb.

Whalebone Junction WC closed for 4 days in Oct and 10 in Nov while road was resurfaced.

Hatteras-Ocracoke Ferry normal operations suspended September 5-December 2, 2019

Hurricane Dorian, 2019 September 3 (evacuations) to 12 (all areas open)

Government Shutdown 12/22/17-18

Hurricane Florence/Evacuation, September 11-16, 2018

Jennette's Pier closed for a week in January 2018 due to weather

Virginia Dare Bridge repair work in Oct/Nov 17

Bluegrass Festival held in Oct 17 at RIFP

Tropical Storm Maria, September 2017

Hatteras Island Power Outage July 27-August 4

Renovations at WBNM began in Fall 2016.

Relay for Life and Beach Music Festival at RIFP May 2016.

Fort Raleigh Traffic Counter Malfunction in Nov 16.

Hurricane Matthew hit NC October 8/9, 2016

Hurricane Hermine, September 2016.

In 2016, Bodie Island Lighthouse limited the number of climbers.

Hatteras-Ocracoke Ferry using longer ferry route.

NPS stats show recreational visits instead of total visits.

NC Aquarium on Roanoke Island closed January 4, 2016-mid-May. for renovations. Counting visits to STAR Center.

1/14/21
Welcome Center counts reflects number of people who were inside center.

Jockey's Ridge State Park uses a car counter at park and pedestrian counter on US 158.

n/a not available

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITIES – JANUARY 2021

Virtual Trade Show Activity:

Visit NC Meeting Marketplace, SMERF market | December 14, 2020: Tourism Sales virtually attended NC Tourism's SMERF trade show event. The virtual event was held to assist the meetings & conventions industry in North Carolina. The meeting planners were pre-qualified and represented the SMERFs (social, military, education, religious, fraternal groups) market with a regional focus. Several of the meeting planners are planning for 2022 at this time and all feel like their meetings/conventions will be smaller than those held in 2019. There were a lot of questions about our vacation event homes on how it works, capacity, catering options, etc. Staff is currently working on follow up from this event and will distribute these sales leads to our partners soon.

NTA vTrex Update: See attached for the NTA vTrex sales leads that were distributed recently to our industry partners.

Future Trade Show Dates and Locations:

Staff is currently scheduled for the following trade shows:

Virtual Trade Shows:

- January 11 – 14, 2021: Sports NC Sales Mission, Part 2
- February 23 – 24, 2021: SouthEast Tourism Society Domestic Recovery Program

In-Person Trade Show:

- June 18 - 22, 2021: American Bus Association Annual Marketplace, Baltimore, MD
-

The Soundside Event Site:

We've started to receive inquiries from Spring events wanting to possibly move their events to the Fall season, however, no one has moved or canceled at this time.

Attached is an updated 2021 schedule for your review.

Request for Proposals:

Bureau sales staff sent out the following request for proposal recently to our industry partners.

North Carolina Internal Affairs Investigators Association, August 8 - 14, 2021, 50-75 rooms per night, plus meeting space each day.

2021 Soundside Event Site Schedule

| Name of Event | Date of Event | Site Reserved |
|---|---|---|
| OBX Rod & Custom Festival | Friday, April 30 - Saturday, May 1, 2021 | Thursday, April 29 - Sunday, May 2, 2021 |
| OBSF's Chowder Banks Fest | Saturday, April 24, 2021 | Thursday, April 22 – Sunday, April 25, 2021 |
| Dare2Care OBX Shred Fest | Saturday, May 15, 2021 | Thursday, May 13 - Sunday, May 16, 2021 |
| Outer Banks Jeep Jam | Friday, May 21 - Saturday, May 22, 2021 | Wednesday, May 19 - Sunday, May 23, 2021 |
| Outer Banks Food Truck Showdown | Sunday, June 6, 2021 | Thursday, June 3- Monday, June 7, 2021 |
| Soundside FunFair | Thursday, June 10 - Sunday, June 13, 2021 | Tuesday, June 8 - Monday, June 14, 2021 |
| Outer Banks Food Truck Showdown | Sunday, September 12, 2021 | Thursday, September 9 - Tuesday, September 14, 2021 |
| Sumospeed Beach Bash | Saturday, September 18, 2021 | Saturday, September 18, 2021 |
| Outer Banks Jeep Jam/Butts on the Beach | Friday, September 24 - Sunday, September 26, 2021 | Saturday, September 25, 2021 |
| OBX Rod & Custom Festival | Friday, October 1 - Saturday, October 2, 2021 | holding date as a placeholder for possible Spring postponement; reservation deposit received. |
| Outer Banks Seafood Festival | Saturday, October 16, 2021 | Tuesday, October 12 - Tuesday, October 19, 2021 |
| OBX Brewtag | Saturday, October 23, 2021 | Wednesday, October 20 - Monday, October 25, 2021 |

updated: January 2021

National Tour Association vTrex | November 17-19, 2020
Outer Banks Visitors Bureau | Sales Leads

| Tour Operator | Representative | Email Address | Phone Number | Website | Notes |
|--------------------------|-------------------|--|----------------------|--|---|
| Sports Leisure Vacations | Clayton Whitehead | clayton.whitehead@sportsleisure.com | 916.361.2051 x113 | www.sportsleisure.com | Has Colorful Carolina Coast tour scheduled for March 24-25 2021 in our area - capping at 25-30 ppl; stays on Hatteras Island; their 2020 tour was postponed due Covid; interested in JR Dune Tour and Milky Way night sky program |
| Making Memories Tours | Mandy Hamblett | mandy@makingmemoriestours.com | 888-845-9582 x105 | www.makingmemoriestours.com | Currently has several 2021 tours scheduled; came in 2019 on their Islanding Hopping the Outer Banks tour; wants to resurrect that tour in 2022. Currently has a DC tour in late April that will visit VAB/Norfolk for the Tattoo Festival. Sending day trip itinerary to our area. |
| Rybicki Tours | Laura DeChelbor | tours@rybickitours.com | 248.735.0558 | www.rybickitours.com | Still working on 2021 overnight tours; has several day trips in the Michigan/Ohio area planned. Sending sample itineraries. |
| All American Tours | David Burns | info@allamericantours.us | 573.663.3100 | www.allamericantours.us | Receptive Tour Operator; currently has an itinerary for VAB & OBX. Stays at the HI in Corolla when in the area. TAP partner. |
| Main Street Tours | Laurie Lincoln | laurie@mainstreetexperiences.com | 310.212.0791 | www.mainstreetexperiences.com | All tours for January/February 2021 has been postponed. March begins day trips with an overnight trip in the CA area at this time. Our area would be a fly/drive tour. Requesting regional itineraries - ORF-OBX-MYR; possibly 2022 for our area. |
| TRIPOTOUR, LLC | Mete Gurel | mete@tripotour.com | 202.643.7080 | www.tripotour.com | Receptive Domestic FIT tour operator; does both individual and group planning. Requesting upscale properties/B&B's; currently has a Historic Triangle Tour (DC/Williamsburg/Jamestown) and wants to add an OBX option to their offerings in 2022; not much offered in the SE currently. |
| Southwest Tours | Connie VanderPoel | connie@swtourandtravel.com | 507.532.5675 | www.swtourandtravel.com | All tours for January/February 2021 has been postponed. Overnight tours begin in late March 2021. Requesting itinerary ideas for 2022. This would be a fly/drive into ORF and then down the Carolina Coast. |

National Tour Association vTrex | November 17-19, 2020
Outer Banks Visitors Bureau | Sales Leads

| Tour Operator | Representative | Email Address | Phone Number | Website | Notes |
|-----------------------------|-----------------------|--|--------------|--|--|
| Twin Travel Concepts | Tammy Czarny | tammy@twintravelconcepts.com nick@twintravelconcepts.com | | www.twintravelconcepts.com | Mainly does seniors tours; requesting sample itineraries from our area. Currently has tour scheduled for the Norfolk Tattoo this April. Email Tammy or Nick with any updates, sending OBX itineraries. Currently has no tours planning to the southern states. |
| Hospitality Tours | Ted Nelson | ted@hospitality-tours.com | 774.237.7363 | www.hospitality-tours.com | Currently has day trip planned during the Norfolk Intl Tattoo for April 15-18 with Heritage Club Intl; 2 buses. Needs to know what attractions and restaurants are open to accommodate them in April. |
| OExplora | Shannon Fissel | shannonf@oexplora.com | 717.993.8022 | www.oexplora.com | Specialize in specific interest type-niche groups such as architecture, craft breweries, civil war, americana music. Interested in the lighthouses, NPS sites and birding options for our area. Sending |
| Brilliant Edventures | Elaine or Tim Moulder | tim.moulder@outlook.com ; elaine@brillantedventures.com ; tish@brillantedventures.com | 877.430.8906 | www.brillantedventures.com | Receptive Tour Operator; I spoke with Tim during this appointment; had tour booked at the end of March 2020 but had to cancel; Tish works their West Coast tours; part of the TAP network. |
| Ellison Travel & Tours Ltd. | Joy Tugwell | joyt@ellisontravel.com | | www.ellisontravel.com | Company is from Ontario, currently offering Canadian tours only until the border is opened for travel. Interested in sample itineraries from our area; sell to a variety of group segments from students to seniors. Likes the 3 NPS sites aspect of our area. |
| Friendship Tours | Brett Isaacson | brett@friendshiptours.net | 860.243.1630 | www.friendshiptours.net | Does both the senior and student markets; looking for new tours to offer in 2022. They like to hub and spoke from one area, interest are outdoor experiences, history and culinary. Sending sample itineraries. |
| Destinations Unlimited | Julie Kozikowski | julie@megahits.com | 860.283.0397 | www.destunl.com | Specialize in student educational tours; sending our STEM programs. |
| Custom Holidays | Christina Werner | christina@customholidaysonline.com | 313.388.0448 | www.customholidaysonline.com | Senior clientele; had to cancel all of their overnight trips in 2020; have a few scheduled for Spring 2021 but more than likely will move those to the Summer/Fall 2021. Looking for new destinations especially in the south for 2022. |

National Tour Association vTrex | November 17-19, 2020
Outer Banks Visitors Bureau | Sales Leads

| Tour Operator | Representative | Email Address | Phone Number | Website | Notes |
|---------------------------------------|----------------|--|--------------|--|--|
| Sun Tours, Ltd. | Franklin Fine | ffine@suntoursus.com | 505.889.8888 | www.suntoursus.com | All tours & cruises are cancelled through Jan 2021. All summer/fall 2021 tours are set; looking for new ideas in 2022. Likes the idea of a lighthouse tour. |
| Mayflower Tours | Julie Longo | julie@mayflowercruisesandtours.com | | www.mayflowercruisesandtours.com | 2021 and Spring 2022 are already set and planned. They used to come to our area but haven't been in a long time. Does MYR and CHS, nothing in NC or VA near the coast. Sending sample regional itineraries. |
| SignaTours Ltd | Karolyn Hall | karolyn@travelsigna.com | 804.379.6400 | www.travelsigna.com | Comes to the OBX about every other year for either a day trip or just 1 night. They feel like their clients can just drive down themselves. Interested in Fall 2021 trips, sending OB Seafood Festival itinerary; WinterLights info; the catch it, clean it, cook it class; asked out the Outer Banks Netflix show :-) |
| Wells Gray Tours, Ltd | Fraser Neave | fraser@wellsgraytours.com | 250.374.0831 | www.wellsgraytours.com | Canadian Tour Operator from British Columbia; big kiter.. More interested in the kiting spots and our area for a private vacation. Sent him info on a few local kiting companies. |
| Women Travelling Together | Beth Straub | beth@womentraveling.com | 443.458.5634 | www.womentraveling.com | Providing high quality tours to small groups of women only. Their groups of 12-15 come to the area often, currently has a sold out tour for May 2021. Use passenger vans to get around. Beth also vacations here. Interested in JR Dune tour and a night skies program. |
| Star Destinations | Pam Corderman | pam@stardestinations.com | 712.792.9793 | www.stardestinations.com | Staff has put together an itinerary to sell to their Bank Travel Groups. No tours for 2020, but Summer-Fall 2021 is looking |
| Great Day Tours & Charter Bus Service | A.J. Kinney | ajk@greatdaytours.com | 440.526.5350 | www.greatdaytours.com | AJ's Dad came on our last FAM tour. Has retail tour planned for April 2021 for the VA Tattoo, did not include us on their itinerary. Sending sample itineraries. |

PUBLIC RELATIONS REPORT: January 2021

VIRTUAL MEDIA MARKETPLACE

International Media Marketplace NYC | January 27-29, 2021 – Aaron will attend a series of virtual media networking appointments to share news and pitch ideas to prominent media and social influencers for the calendar year 2021.

EARNED MEDIA – IN DEVELOPMENT

SportsEvents Magazine | Feb 2021 – We're working for inclusion in a roundup of destination facilities.

Rachel Ray Magazine | 2021 – We're being featured in a roundup of beach destinations with compelling backstories.

Meetings Today | 2021 – We're being featured in the Carolina's section as destination with great group-friendly restaurant options for planners.

Cuisine Noir Magazine | 2021 – The Outer Banks is being featured in a digital and lifestyle publication that caters to African-Americans.

INFLUENCER PARTNERSHIPS

Surf Fishing Beautiful Beach

Jeff and Kristi Anderson with @1Fish2Fish take us light tackle fishing at the beach and inlet, sponsored by the Outer Banks Visitors Bureau. We caught some nice speckled trout on the beaches of the Outer Banks and also we fished in the Inlet. Everything was wade fishing and our target species were anything from redfish, speckled trout, and we were even going to get some sand fleas for pompano but we did so well on the jigs we just stuck with that. <https://youtu.be/C4bodShzzHU>

Fishing with Friends (Inshore Boating at Oregon Inlet)

The Outer Banks Visitors Bureau teamed up with our friends at @1Fish2Fish to bring you ultimate insider tips. This time, Kristi and Jeff headed down to Oregon Inlet to do some inshore fishing and we got some flounder, redfish, and speckled trout. Fishing in the Outer Banks is literally like opening a box of chocolates.. you never know what you're gonna get!
<https://youtu.be/45No9-858yU>

NEW Blog Posts – OuterBanks.org

“Vacation Houses for Small Groups” by Charles McCool in partnership with the Outer Banks Visitors Bureau. Charles recounts his lifelong experience on the OBX upon relocating to northern Virginia, and describes the values you can find year round with a vacation rental home experience. <http://bit.ly/39nBR09>

Our team has been publishing guides that are relevant to today's travel customers, focusing on experiences and topics that families, couples and friends are looking for this season. Please enjoy and share the ones you like best, and let us know if you have an idea for what to publish next.
outerbanks.org/blog