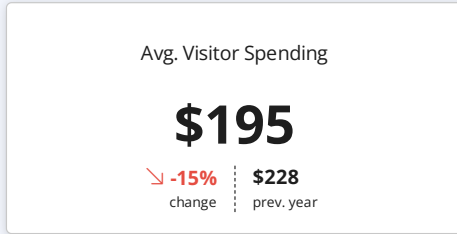
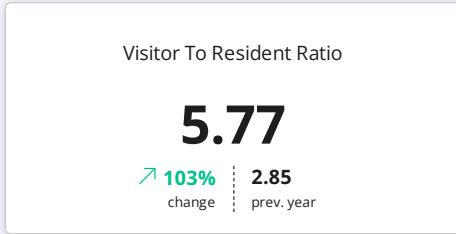


Director's Brief Summary

See a summary of your destination's key metrics, so that you can stay aware of where you are today and where you're heading. This module will give you high-level insights into your top origin markets for visitation and spending, your most visited regions, regions experiencing compression, and hotel performance.

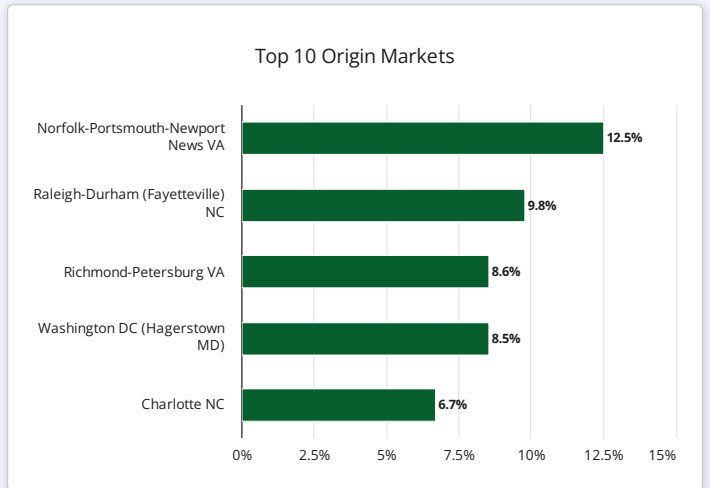
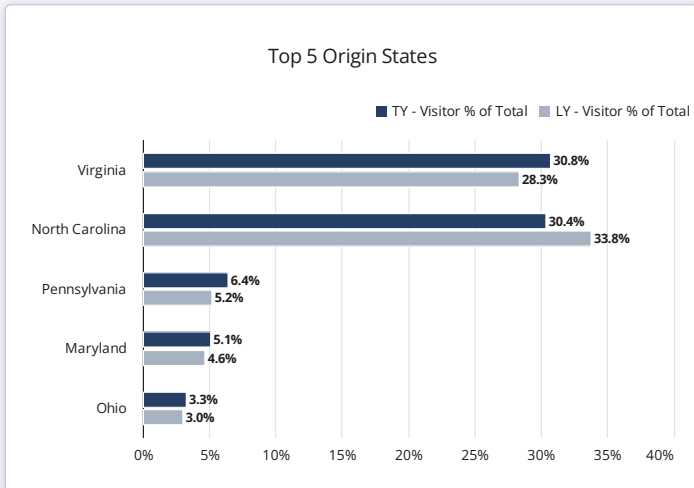
Outer Banks Performance Summary

Source: Zartico Geolocation Data, Zartico Spend Data. Visitors are defined as devices more than 30 miles from their home and work locations.



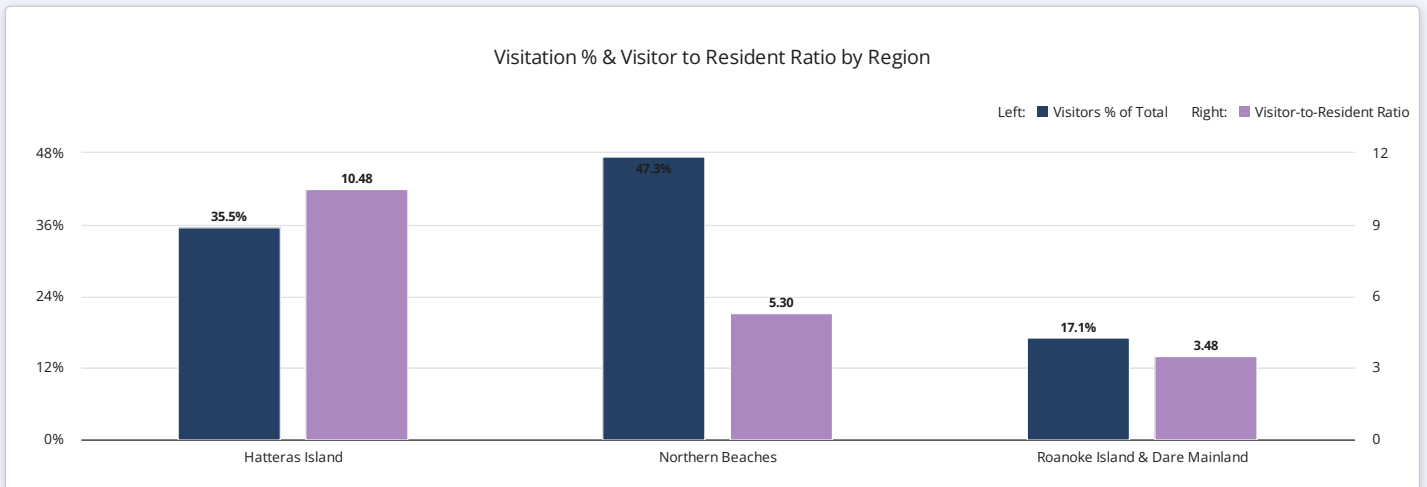
Who is visiting Outer Banks?

Source: Zartico Geolocation Data. Note: This insight shows which origin markets that generate the greatest volume of visitors, which helps you understand your visitation patterns to inform your marketing and promotional efforts. Visitors are defined as devices more than 30 miles from their home and work locations. LY = Last Year, TY = This Year.

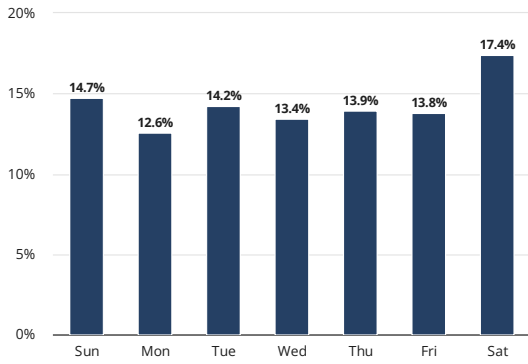


Where are visitors going within Outer Banks?

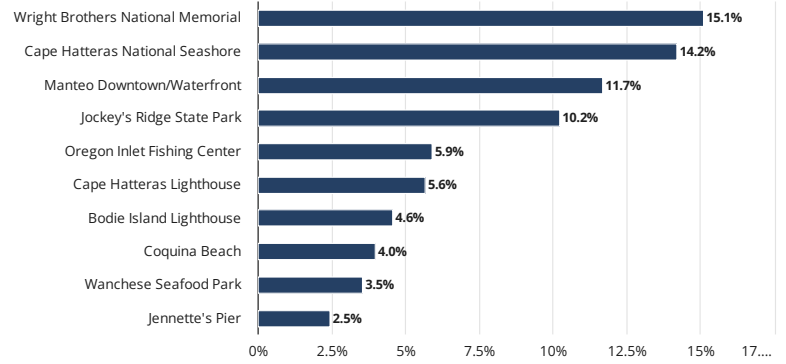
Source: Zartico Geolocation Data. Note that the %'s will add up to more than 100%, since many visitors will be observed in more than one region. Visitor-to-Resident Ratio is used as a measure of understanding the "stress" a visitor economy is placing on the resident quality of life.



Visitation by Day of the Week



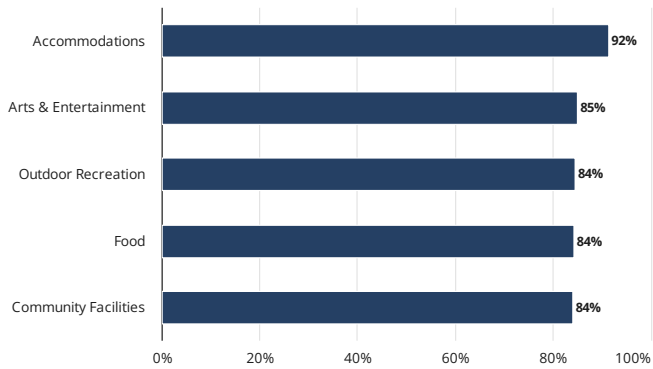
Top 10 Primary Points of Interest



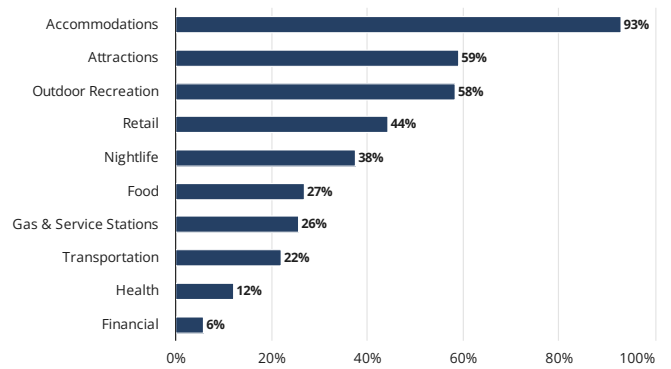
How are visitors impacting Outer Banks?

Source: Zartico Geolocation Data, Zartico Spend Data. These charts show the share of visitors/visitor spend that make up your main categories of businesses to show the impact of visitors on your local economy.

Visitors as Percent Of Total Patrons



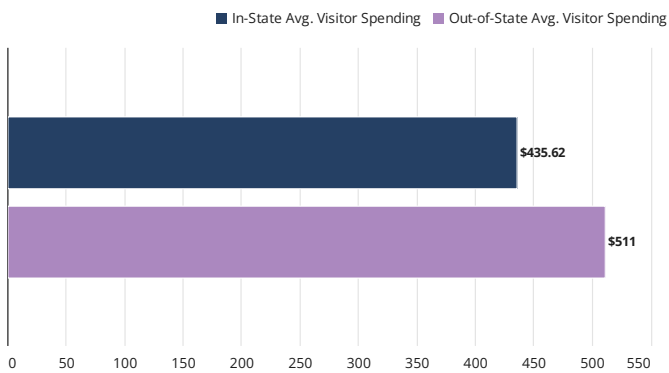
Visitor Spend as Percent of Total Spend



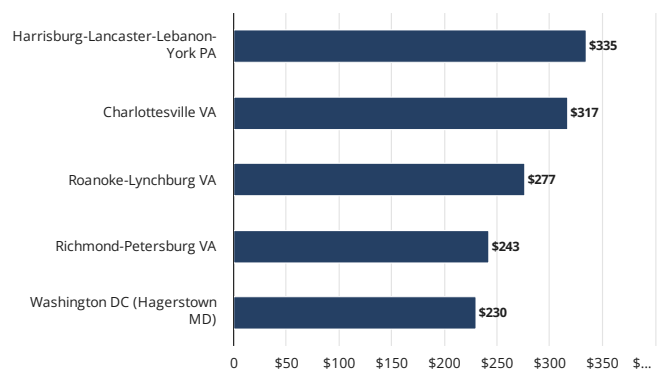
How are visitors contributing to your destination's economy?

Source: Zartico Spend Data. Note: Average Visitor Spending is calculated as total visitor spending divided by visitor cardholder count.

Avg Visitor Spending - In-State vs OOS



Top Markets Ranked By Avg Visitor Spend



How does Outer Banks compare to Zartico benchmark averages?

Source: Zartico Geolocation Data, Zartico Spend Data. Note: Visitor-to-Resident Ratio is used as a measure of understanding the "stress" a visitor economy is placing on the resident quality of life. Average Visitor Spending is calculated as total visitor spending divided by visitor cardholder count.

Visitor to Resident Ratio

5.77

2,000% **0.28**
Versus Benchmark

Avg. Visitor Spend

\$195

96% **\$99.28**
Versus Benchmark

Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directionally, but less precise owing to a smaller sample size.

Visitor Cardholder Count Sample Size

12,818

Visitor Device Count Sample Size

14,322

Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

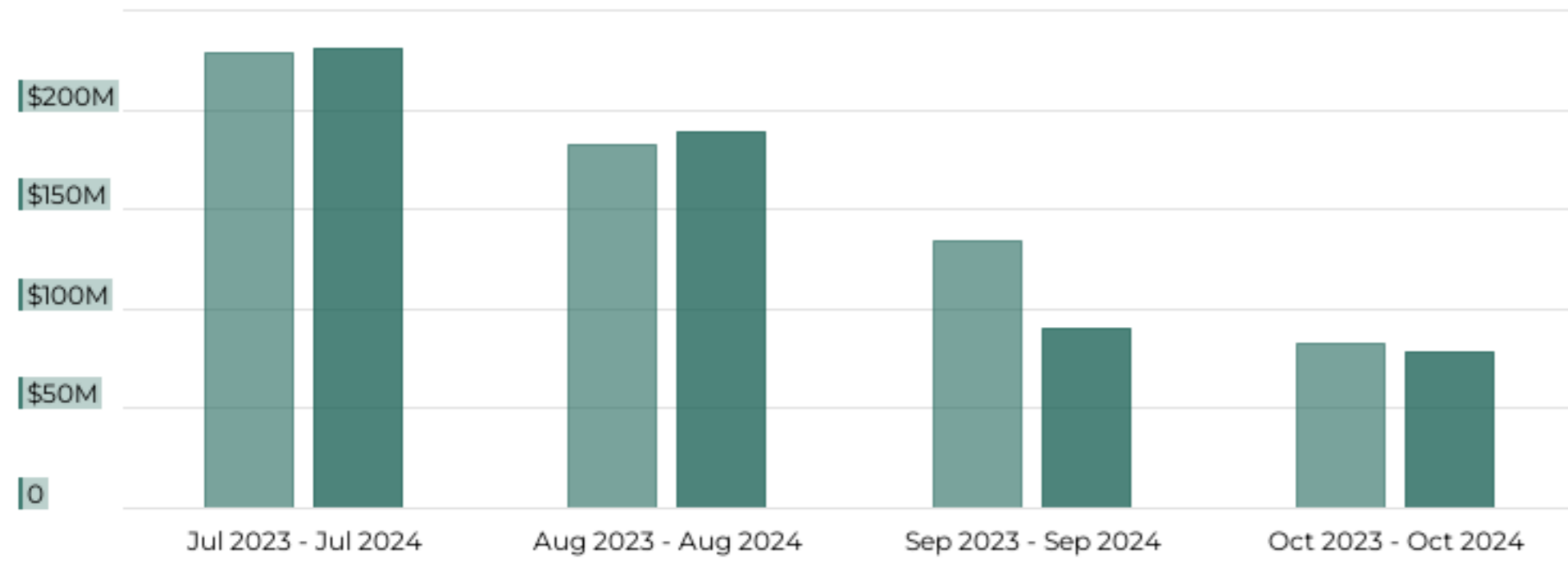
\$587,963,360 ▼ -6%
(Custom Range: \$627,756,142)

FYTD: Visa Tracked Spend

\$187,295,491 ▼ -15%
(Custom Range: \$221,462,161)

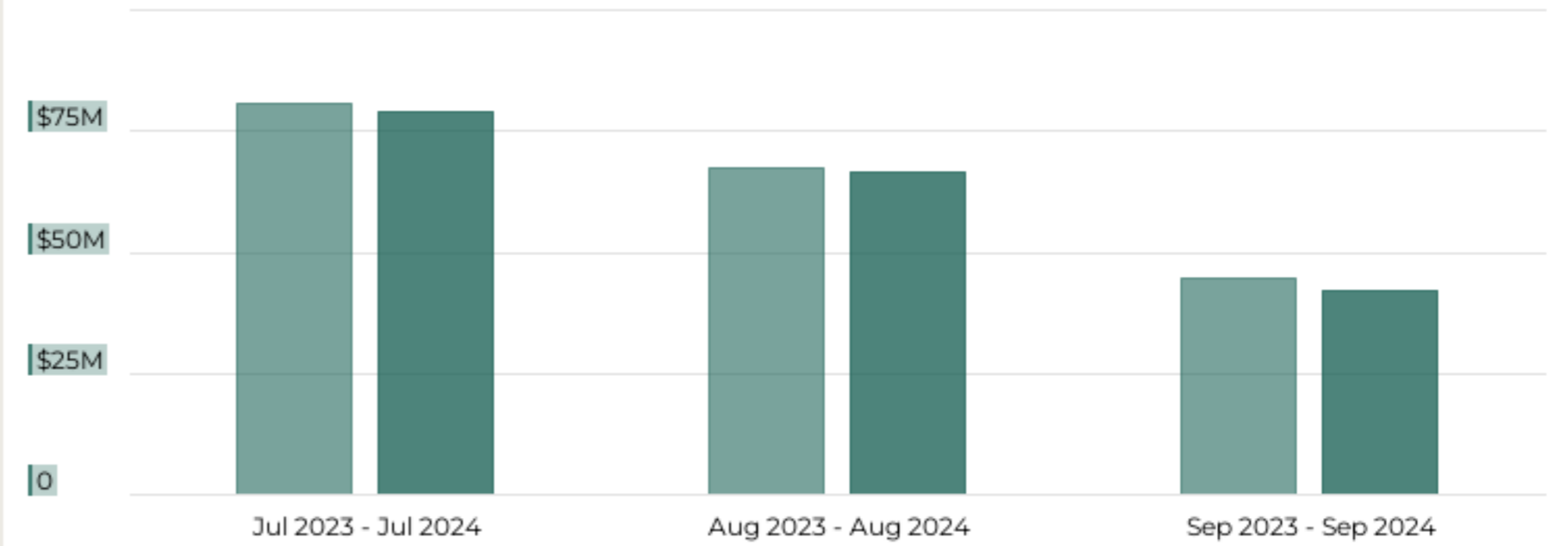
Zartico Monthly Spend v. Previous Year

Tracked Spend



Visa Monthly Tracked Spend v. Previous Year

Tracked Spend



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

KeyData Rental Data

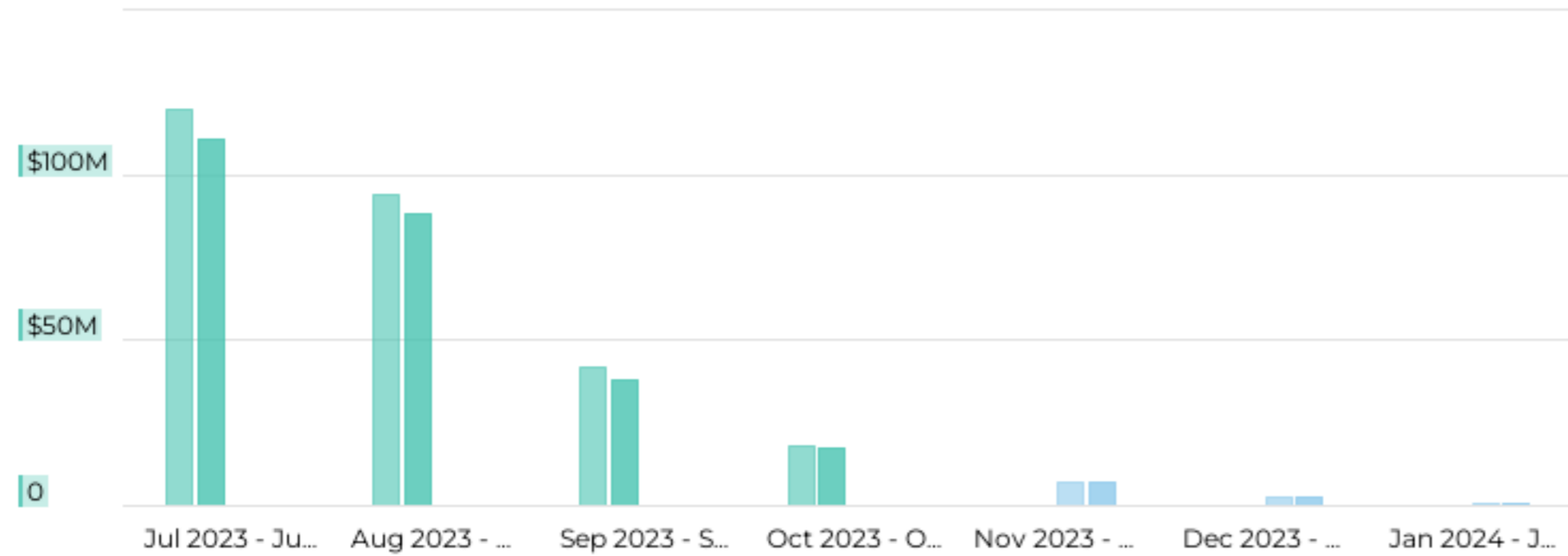
Short Term Rentals

FYTD: Total Revenue (Nightly)

\$254,380,805 ▼ -7%
(Custom Range: \$273,331,194)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 11/11/24 vs. 11/13/23



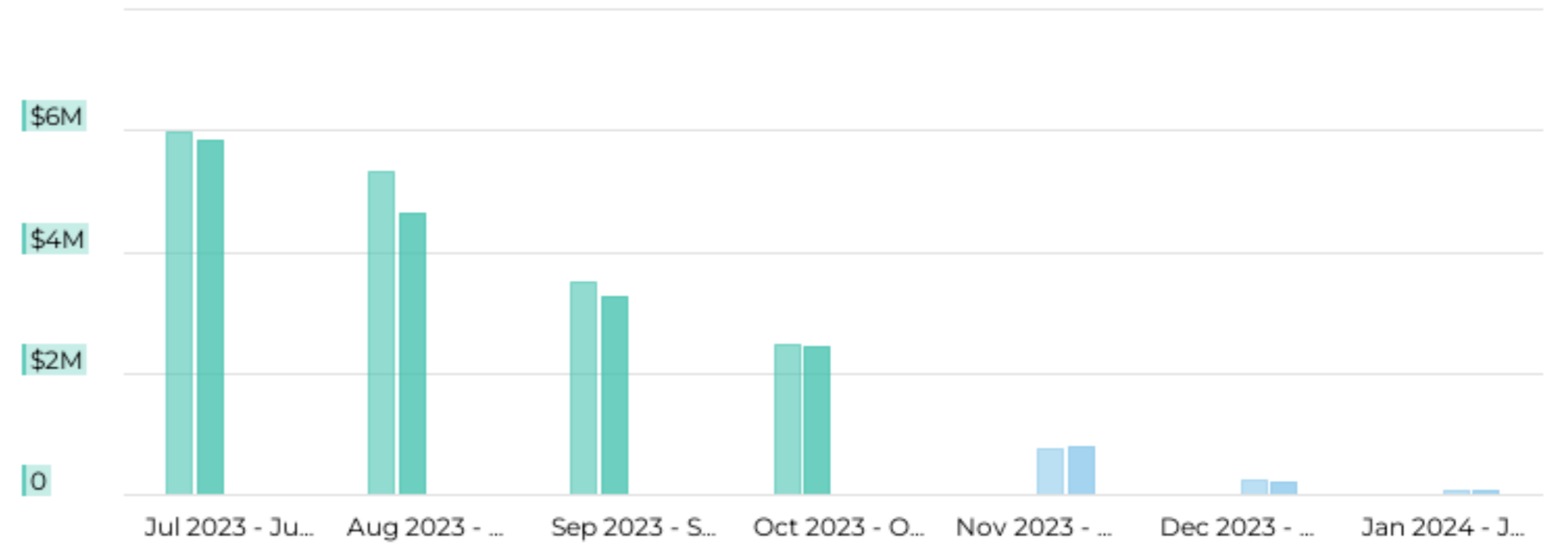
Hotels

FYTD: Total Revenue

\$16,190,173 ▼ -6%
(Custom Range: \$17,241,591)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 11/3/24 vs. 11/5/23



Section III: Feeder Market Trends

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

Domestic Geographic Data

Total Rent (KeyData) & Organic Search Traffic (GA4) Month Of v. Previous Month

State	# KeyData	▲ Diff	# Organic Sessions	▲ Diff	# Tracked Spend (Zartico) ↓	▲ Diff
Virginia	\$3,746,776	▼ -67%	14,162	▼ -36%	\$27,486,359	▼ -26%
North Carolina	\$2,344,015	▼ -45%	14,644	▼ -22%	\$21,323,140	▲ 20%
Pennsylvania	\$1,792,498	▼ -79%	3,874	▼ -43%	\$4,990,047	▼ -55%
Maryland	\$936,939	▼ -75%	2,352	▼ -34%	\$4,584,102	▼ -27%
Florida	\$129,344	▼ -82%	6,625	▼ -27%	\$3,417,511	▲ 58%
New York	\$421,537	▼ -89%	6,566	▼ -25%	\$2,100,078	▲ 36%
Ohio	\$588,133	▼ -82%	2,509	▼ -35%	\$1,890,225	▲ 6%
New Jersey	\$262,276	▼ -87%	1,085	▼ -37%	\$1,363,247	▲ 16%
West Virginia	\$309,413	▼ -86%	572	▼ -45%	\$1,335,435	▼ -57%
Tennessee	\$196,153	▼ -71%	1,301	▼ -48%	\$978,526	▲ 154%
South Carolina	\$135,386	▼ -78%	1,318	▼ -24%	\$952,711	▼ -1%
Indiana	\$118,008	▼ -84%	1,290	▼ -24%	\$868,453	▲ 112%
Delaware	\$219,149	▼ -53%	282	▼ -38%	\$867,338	▲ 4%
Michigan	\$94,868	▼ -88%	1,610	▼ -24%	\$506,362	▲ 78%
Kentucky	\$121,351	▼ -80%	824	▼ -32%	\$491,725	▲ 39%
Georgia	\$78,322	▼ -88%	6,817	▼ -12%	\$447,584	▲ 74%
Connecticut	\$65,862	▼ -91%	518	▼ -33%	\$426,124	▼ -2%
California	\$29,916	▼ -94%	2,674	▲ 16%	\$399,690	▲ 52%
Colorado	\$68,150	▼ -78%	635	▼ -35%	\$331,891	▲ 13%
New Hampshire	\$30,710	▼ -93%	384	▼ -23%	\$324,738	▲ 466%
Texas	\$57,354	▼ -88%	2,470	▲ 5%	\$323,345	▲ 81%
Illinois	\$61,756	▼ -92%	2,315	▼ -15%	\$264,345	▼ -42%
Massachusetts	\$39,455	▼ -96%	2,638	▲ 41%	\$246,374	▼ -34%
District of Columbia	\$32,190	▼ -72%	642	▼ -32%	\$245,025	▼ -30%
Total	\$12,153,964	▼ -77%	85,301	▼ -25%	\$78,105,627	▼ -13%

KeyData Short Term Rental Total Rent

FYTD: Top 50 Cities

City	State	#	Total Rent ↓
--	Virginia		\$2,479,829
Pittsburgh	Pennsylvania		\$2,317,388
Richmond	Virginia		\$2,264,860
Alexandria	Virginia		\$1,872,203
Mechanicsville	Virginia		\$1,763,677
Midlothian	Virginia		\$1,689,746
Fredericksburg	Virginia		\$1,469,245
Chesapeake	Virginia		\$1,437,392
Virginia Beach	Virginia		\$1,416,912
Fairfax	Virginia		\$1,381,810
Williamsburg	Virginia		\$1,376,140
Charlottesville	Virginia		\$1,366,906
Arlington	Virginia		\$1,303,405
Raleigh	North Carolina		\$1,259,571
Ashburn	Virginia		\$1,123,662
Glen Allen	Virginia		\$1,119,674
Washington	District of Columbia		\$1,079,016
Leesburg	Virginia		\$1,066,640
Manassas	Virginia		\$993,833
Vienna	Virginia		\$921,778

1 - 50 of 50 items



Outerbanks.org Organic Search Visits

FYTD: Top 50 Cities

City	State	#	Visits ↓
Ashburn	Virginia		41,680
New York	New York		37,285
Atlanta	Georgia		31,629
--	Florida		29,231
Chicago	Illinois		10,236
Virginia Beach	Virginia		9,863
Roanoke	Virginia		9,642
--	North Carolina		9,361
Raleigh	North Carolina		8,852
Philadelphia	Pennsylvania		8,318
Baltimore	Maryland		8,214
Boston	Massachusetts		8,119
Charlotte	North Carolina		8,118
--	Virginia		7,936
Kill Devil Hills	North Carolina		7,756
Washington	District of Columbia		6,525
Nags Head	North Carolina		5,488
--	Pennsylvania		5,273
Dallas	Texas		4,422
Miami	Florida		4,107

1 - 50 of 50 items



Zartico Normalized Visitor Spend

FYTD: States

State	#	Visitor Spend ↓
Virginia		\$219,211,486
North Carolina		\$97,324,634
Pennsylvania		\$67,372,235
Maryland		\$49,294,776
New York		\$21,653,492
New Jersey		\$18,287,845
Florida		\$14,631,667
Ohio		\$14,424,035
West Virginia		\$13,831,816
Indiana		\$5,380,443
South Carolina		\$5,099,503
Tennessee		\$4,459,585
Connecticut		\$4,449,126
Delaware		\$4,410,288
Massachusetts		\$4,087,704
California		\$3,199,102
Michigan		\$3,032,810
Georgia		\$2,579,251
Texas		\$2,494,517
Illinois		\$2,477,899

1 - 50 of 50 items

