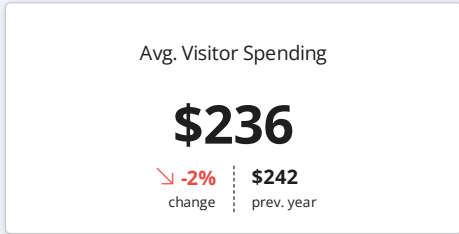
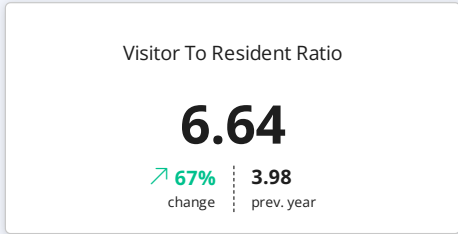


### Director's Brief Summary

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.

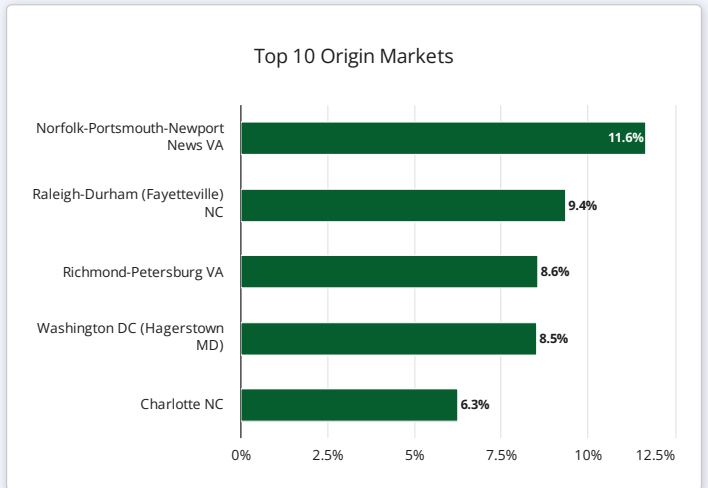
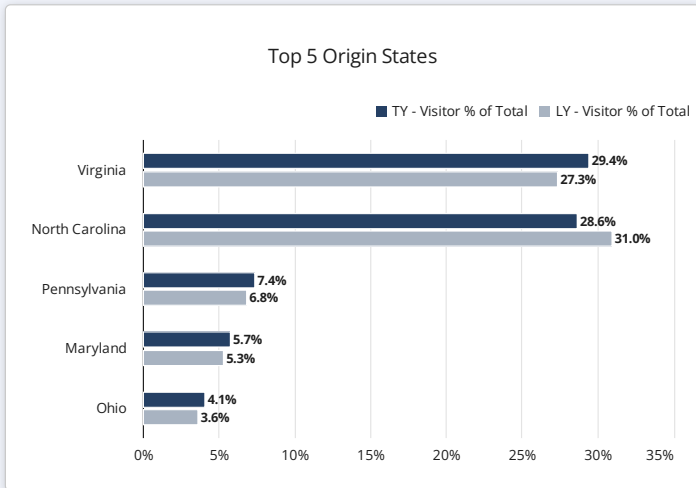
### Outer Banks Performance Summary

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



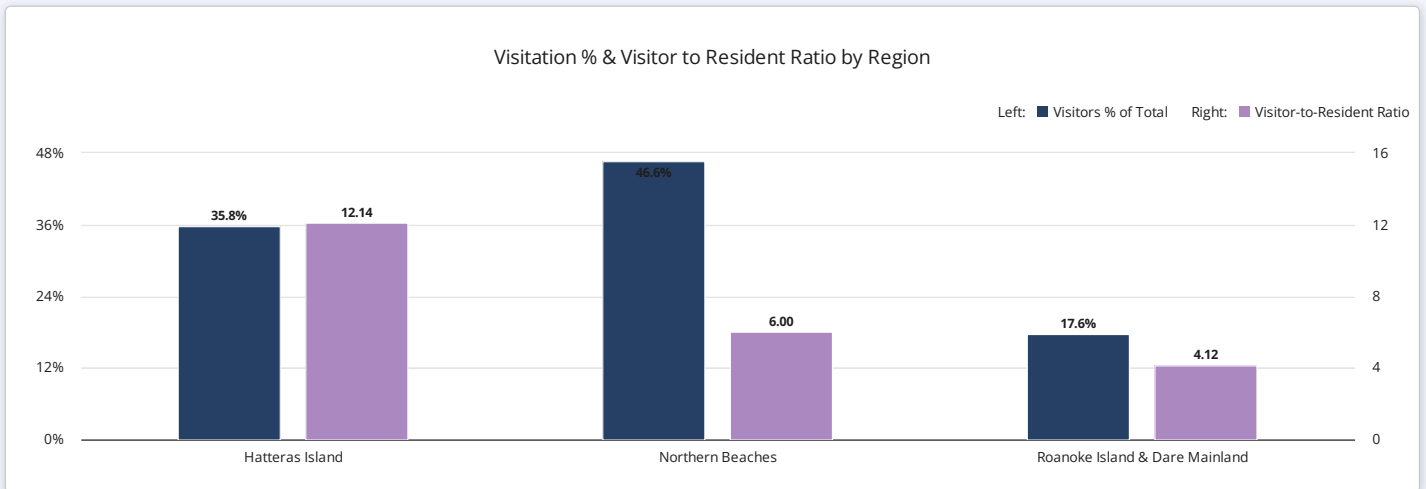
### Who is visiting Outer Banks?

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.

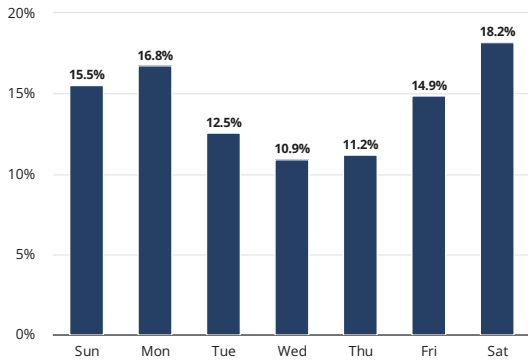


### Where are visitors going within Outer Banks?

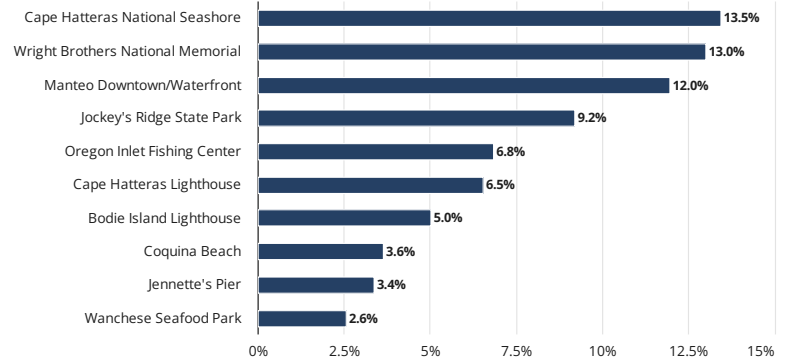
Source: Zartico Geolocation Data. Note that the %'s will add up to more than 100%, since many visitors will be observed in more than one region. Visitor-to-Resident Ratio is used as a measure of understanding the "stress" a visitor economy is placing on the resident quality of life.



Visitation by Day of the Week



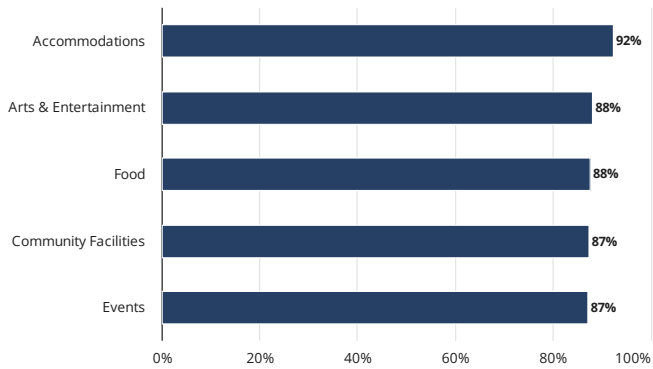
Top 10 Primary Points of Interest



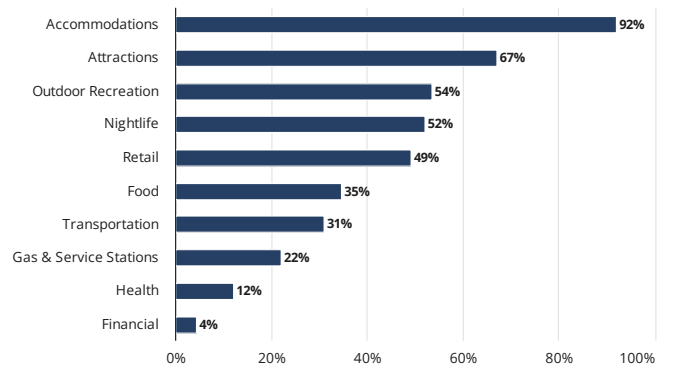
### How are visitors impacting Outer Banks?

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



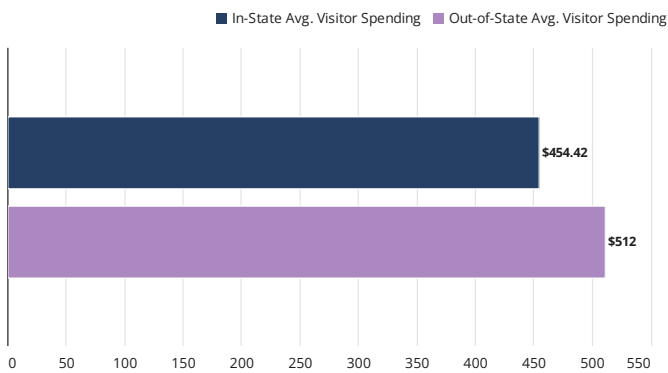
Visitor Spend as Percent of Total Spend



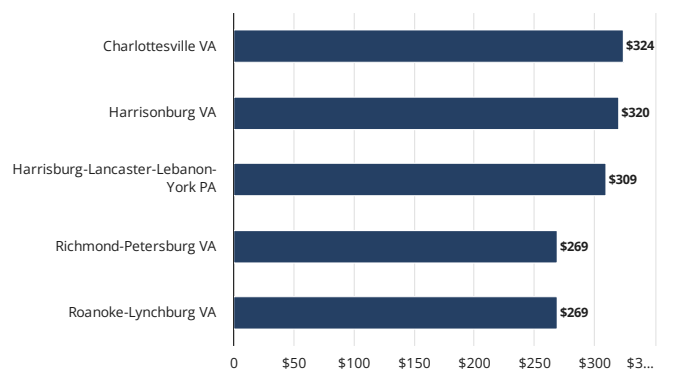
### How are visitors contributing to your destination's economy?

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

**6.64**

2,246%  
Versus

0.28

Benchmark

Avg. Visitor Spend

**\$236**

143%  
Versus

\$97.07

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

**12,389**

Visitor Device Count Sample Size

**16,028**

## Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

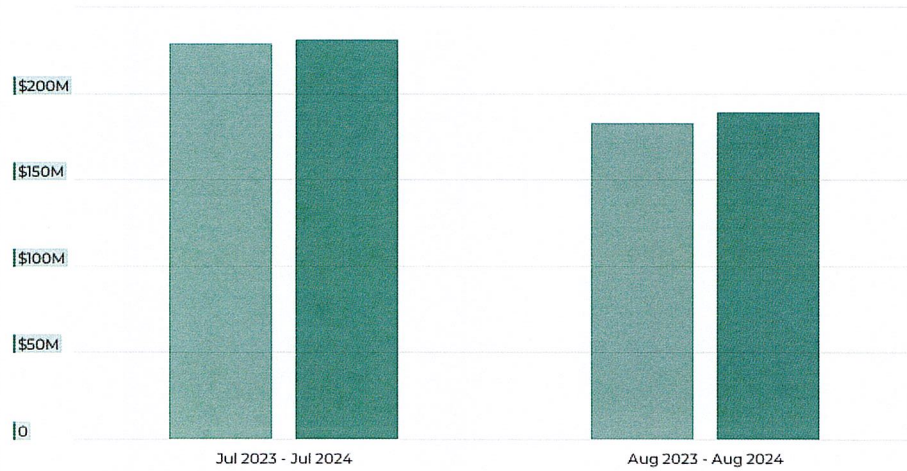
**\$419,495,141** -2%  
(Custom Range: \$411,338,868)

FYTD: Visa Tracked Spend

**\$145,140,590** -2%  
(Custom Range: \$148,029,545)

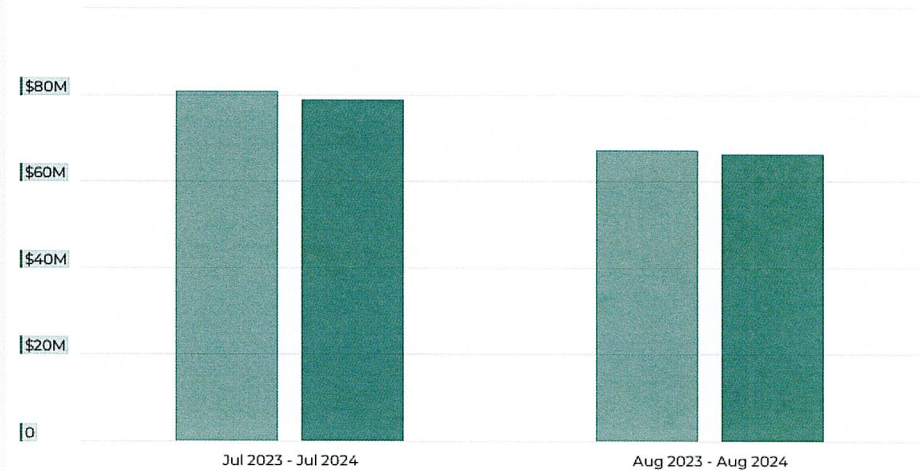
### Zartico Monthly Spend v. Previous Year

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

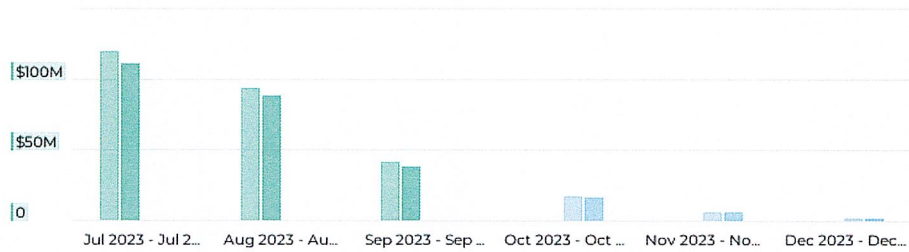
FYTD: Total Revenue (Nightly)

**\$237,325,043** ▾

(\$255,561,261)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 10/7/24 vs. 10/9/23



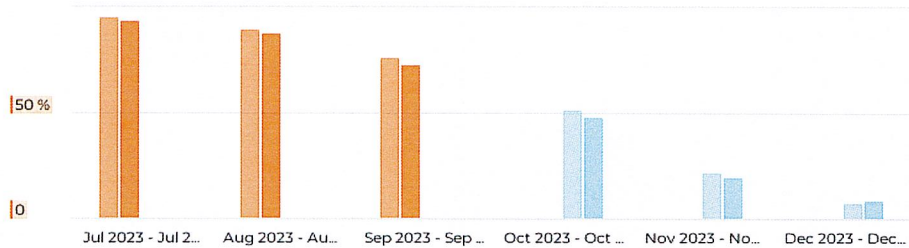
FYTD: Adj. Paid Occupancy %

**84 %** ▾

(87 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 10/7/24 vs. 10/9/23



### Hotels

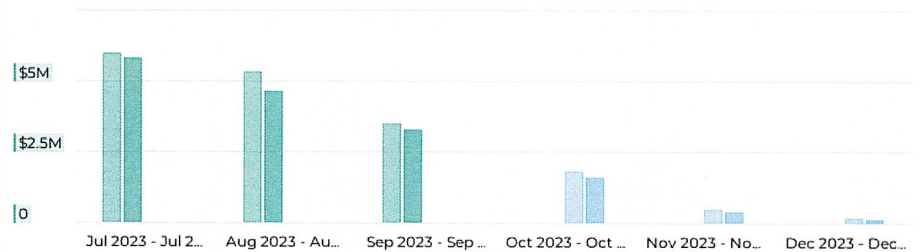
FYTD: Total Revenue

**\$13,754,323** ▾

(\$14,786,047)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 10/2/24 vs. 10/4/23



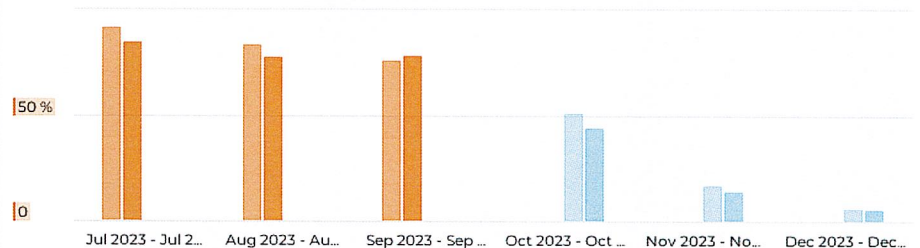
FYTD: Paid Occupancy %

**80 %** ▾

(83 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 10/2/24 vs. 10/4/23



## 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	Δ Diff	# Organic Sessions	Δ Diff
Virginia	\$11,323,385	▼ -48%	22,005	▼ -37%
Pennsylvania	\$8,686,778	▼ -45%	6,797	▼ -40%
North Carolina	\$4,298,733	▼ -6%	18,872	▼ -26%
New York	\$3,843,660	▼ -34%	8,784	▼ -47%
Maryland	\$3,727,200	▼ -67%	3,579	▼ -45%
Ohio	\$3,275,179	▲ 23%	3,878	▼ -33%
West Virginia	\$2,158,666	▲ 26%	1,049	▼ -35%
New Jersey	\$2,055,429	▼ -64%	1,714	▼ -54%
Massachusetts	\$986,786	▼ -2%	1,865	▼ -57%
Illinois	\$816,961	▲ 153%	2,714	▼ -34%
Michigan	\$792,842	▲ 77%	2,106	▼ -40%
Indiana	\$725,570	▲ 324%	1,697	▼ -37%
Florida	\$701,013	▼ -8%	9,115	▼ -38%
Connecticut	\$698,695	▼ -46%	775	▼ -50%
Georgia	\$666,537	▲ 475%	7,766	▼ -39%
Tennessee	\$665,683	▲ 235%	2,525	▲ 0%
South Carolina	\$611,619	▲ 48%	1,735	▼ -33%
Kentucky	\$600,565	▲ 307%	1,208	▼ -33%
California	\$502,175	▲ 134%	2,307	▼ -41%
Texas	\$488,569	▲ 90%	2,356	▼ -29%
Delaware	\$469,695	▼ -60%	455	▼ -39%
New Hampshire	\$442,642	▲ 174%	500	▼ -40%
Wisconsin	\$384,622	▲ 69%	603	▼ -32%
Vermont	\$327,681	▲ 356%	243	▼ -31%
Colorado	\$308,333	▲ 39%	972	▼ -21%
Maine	\$306,793	▲ 667%	509	▼ -37%
Missouri	\$288,501	▲ 257%	634	▼ -32%
<b>Total</b>	<b>\$52,326,105</b>	<b>▼ -33%</b>	<b>113,875</b>	<b>▼ -37%</b>

KeyData Short Term Rental Total Rent

FYTD: Top 50 Cities

City	State	# Total Rent ↓
--	Virginia	\$2,351,743
Pittsburgh	Pennsylvania	\$2,213,851
Richmond	Virginia	\$2,160,605
Alexandria	Virginia	\$1,787,708
Mechanicsville	Virginia	\$1,661,927
Midlothian	Virginia	\$1,604,512
Fredericksburg	Virginia	\$1,387,585
Chesapeake	Virginia	\$1,372,436
Virginia Beach	Virginia	\$1,357,636
Williamsburg	Virginia	\$1,318,619
Fairfax	Virginia	\$1,314,277
Charlottesville	Virginia	\$1,301,905
Arlington	Virginia	\$1,257,212
Raleigh	North Carolina	\$1,133,947
Ashburn	Virginia	\$1,087,908
Glen Allen	Virginia	\$1,056,502
Washington	District of Columbia	\$1,046,826
Leesburg	Virginia	\$1,024,681
Manassas	Virginia	\$953,535
Vienna	Virginia	\$904,291
Frederick	Maryland	\$850,688
Herndon	Virginia	\$813,315
Silver Spring	Maryland	\$764,887
Springfield	Virginia	\$739,405
Winchester	Virginia	\$733,788
Philadelphia	Pennsylvania	\$728,995
York	Pennsylvania	\$710,427
Annapolis	Maryland	\$704,809
Chesterfield	Virginia	\$692,218
Yorktown	Virginia	\$681,578
Roanoke	Virginia	\$666,161
Centreville	Virginia	\$663,948

1 - 50 of 50 items

↔ →←

Outerbanks.org Organic Search Visits

FYTD: Top 50 Cities

City	State	# Visits ↓
Ashburn	Virginia	37,534
New York	New York	32,797
Atlanta	Georgia	26,571
--	Florida	25,265
Chicago	Illinois	8,538
Roanoke	Virginia	8,460
--	North Carolina	8,226
Virginia Beach	Virginia	8,097
Philadelphia	Pennsylvania	7,309
Baltimore	Maryland	7,198
Raleigh	North Carolina	7,163
Charlotte	North Carolina	6,917
--	Virginia	6,885
Kill Devil Hills	North Carolina	6,560
Boston	Massachusetts	6,206
Washington	District of Columbia	5,883
--	Pennsylvania	4,722
Nags Head	North Carolina	4,702
Orlando	Florida	3,842
Dallas	Texas	3,546
Miami	Florida	3,383
Reston	Virginia	2,983
Kitty Hawk	North Carolina	2,820
Jet	Oklahoma	2,804
Corolla	North Carolina	2,705
Pittsburgh	Pennsylvania	2,156
Richmond	Virginia	2,107
Los Angeles	California	2,055
Manteo	North Carolina	1,968
--	New Jersey	1,946
Norfolk	Virginia	1,754
--	Georgia	1,751

1 - 50 of 50 items

↔ →←

Zartico Normalized Visitor Spend

FYTD: States

State	# Visitor Spend ↓
Virginia	\$237,857,446
Pennsylvania	\$82,727,329
North Carolina	\$58,147,272
Maryland	\$38,299,547
New York	\$18,003,280
New Jersey	\$15,721,771
West Virginia	\$13,786,594
Ohio	\$11,634,370
Florida	\$9,045,494
South Carolina	\$4,803,239
Tennessee	\$4,468,160
Indiana	\$4,101,956
Connecticut	\$3,589,731
Massachusetts	\$3,466,123
Delaware	\$2,710,155
Texas	\$2,668,097
California	\$2,535,593
Michigan	\$2,233,780
Georgia	\$1,873,936
Illinois	\$1,758,724
Wisconsin	\$1,667,720
District of Columbia	\$1,645,420
Washington	\$1,586,064
Vermont	\$1,523,295
Kentucky	\$1,497,836
Oregon	\$1,174,276
Colorado	\$1,173,583
Rhode Island	\$1,106,242
New Hampshire	\$1,040,631
Minnesota	\$893,409
Missouri	\$845,856
Iowa	\$837,612

1 - 50 of 50 items

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