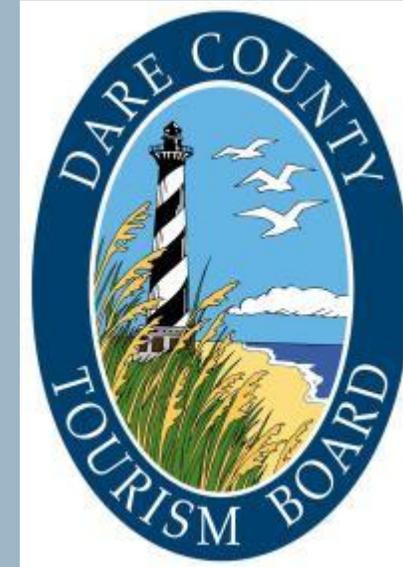




OUTER BANKS LONG-RANGE TOURISM MANAGEMENT PLAN (LRTMP)

2025 YEAR-IN-REVIEW



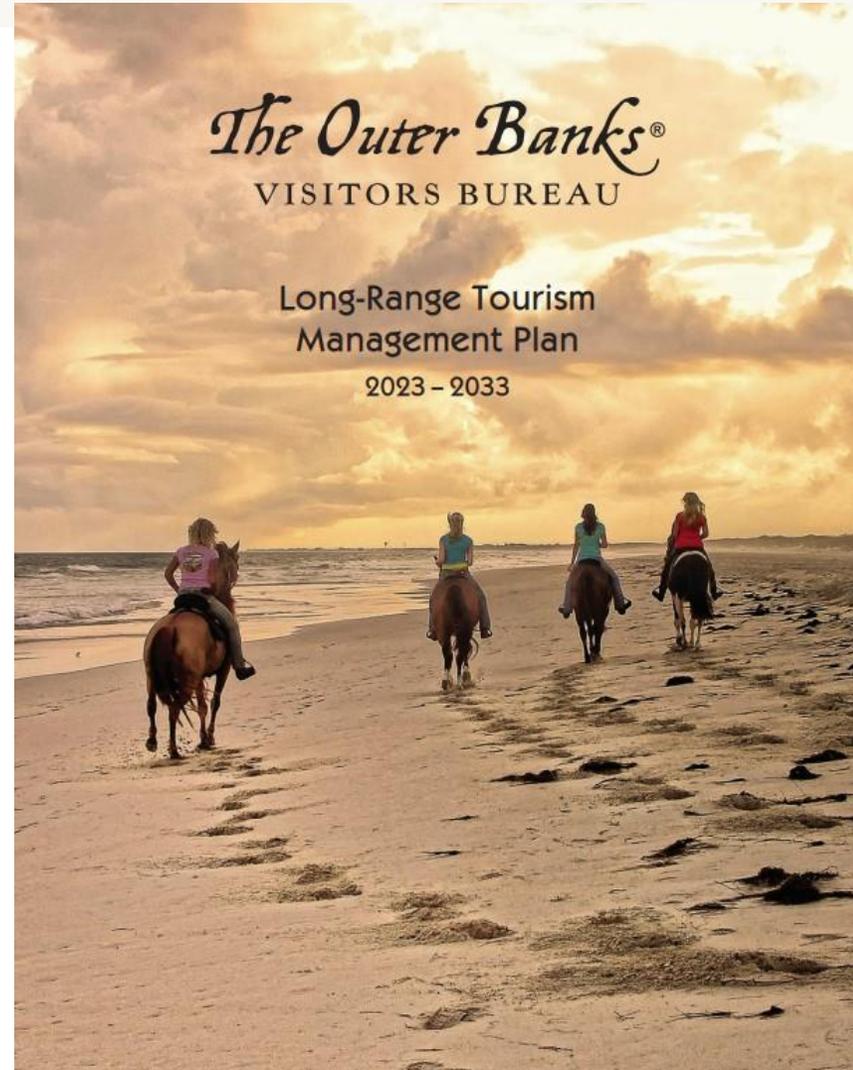
The Outer Banks®

VISITORS BUREAU

outerbanks.org

OUTER BANKS LRTMP STRATEGIC GOALS

- 1. Strengthen Resident and Visitor Engagement**
- 2. Adopt an Integrated Approach to Improving Environmental Stewardship**
- 3. Support Community Infrastructure Development that Benefits Residents and Visitors**
- 4. Collaborate to Advocate for an Increase in Residential Housing Diversity**



LRTMP – OBVB IMPLEMENTATION ROLES

LEADER:

Take the lead as the organization to advance initiatives.

ADVOCATE:

Advocate for the advancement of strategic initiatives that will advance the area for the benefit of visitors and residents.

What role should the OBVB take for each strategic goal and action recommendation as outlined in the LRTMP?

SUPPORTER:

Support or partner with other leading organizations on advancing important initiatives outside their mission and scope of work.

CONVENER:

Conveners of groups and those in positions to advance initiatives.

DCTB SPECIAL COMMITTEE

Representation from:

- Attraction
- Dare County Government
- Dare County Tourism Board/OBVB
- Education
- Environmental Agency/Group
- Hatteras Island Business
- Healthcare
- Infrastructure
- Lodging Business
- Municipality
- National Park Service
- Nonprofit Organization
- Outer Banks Chamber of Commerce
- Residents (4)
- Restaurant Business



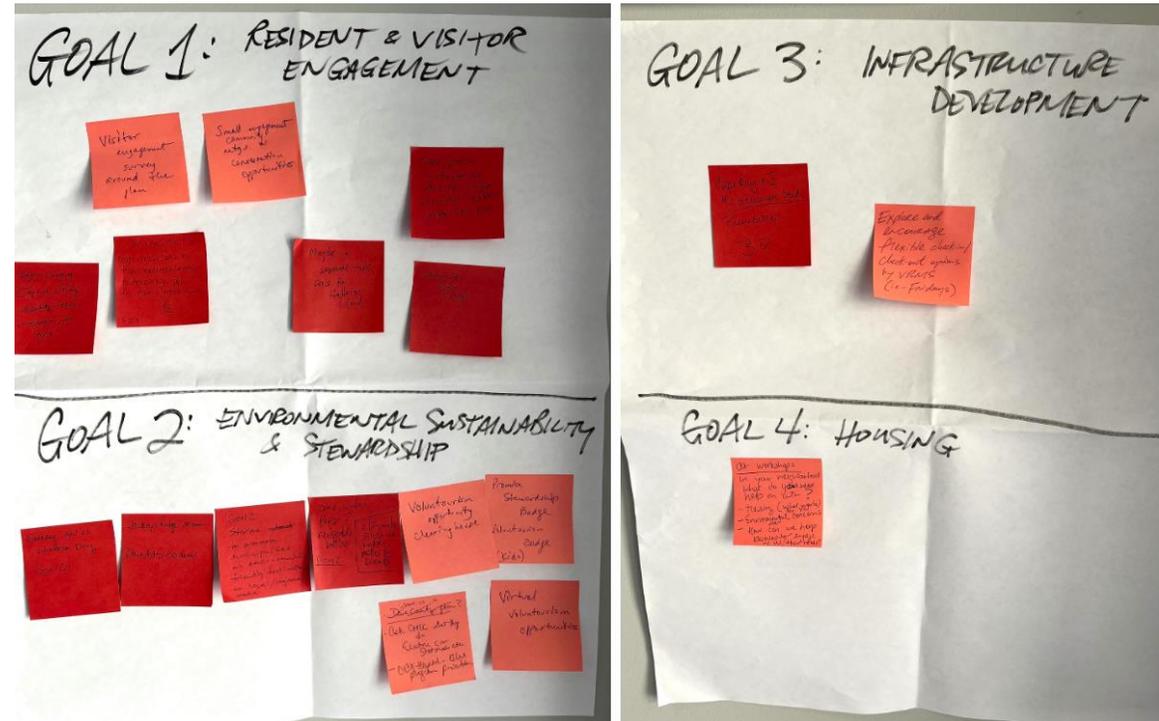
Role of the Special Committee:

- Evaluate the strategic goals of the plan
- Make recommendations to the DCTB
- Work to further implement the plan

2025 COMMITTEE GOAL SETTING

At the January 2025 Committee meeting, the following items were identified as areas of opportunity and focus for 2025:

- Expanding Outer Banks Promise marketing, communications and engagement
- Increasing community outreach and engagement efforts, especially on HI
- Growing our Voluntourism initiative
- Supporting/promoting existing local environmental stewardship efforts
- Identifying subject-matter experts related to the LRTMP to educate the committee on some of the key issues and opportunities outlined in the plan



- Gaining a better understanding of accessibility efforts and related inventory in Dare County
- Inviting collaboration with local councils, commissions and organizations whose work overlaps with the LRTMP

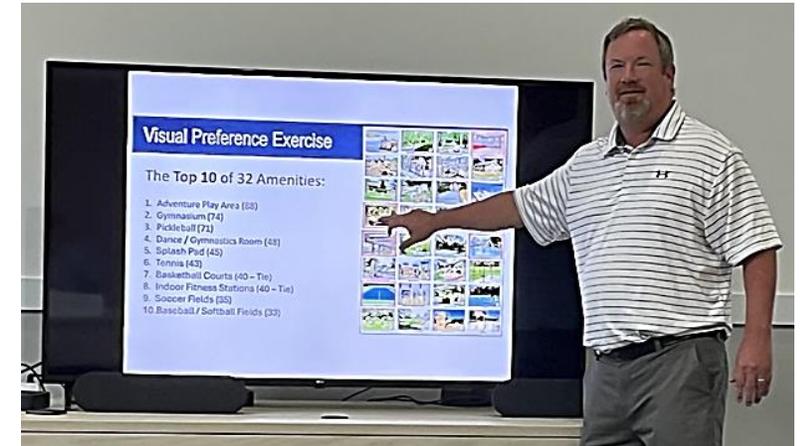
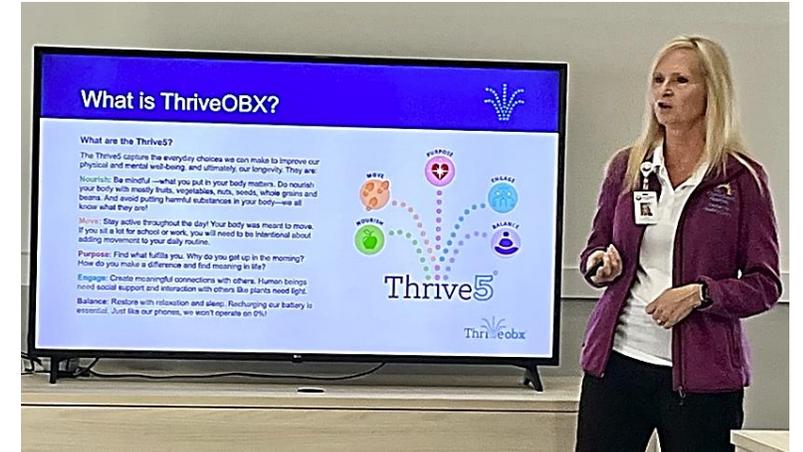
2025 LRTMP YEAR-IN-REVIEW

6 LRTMP Committee Meetings

- Jan, Feb, Apr, June, Sept, Nov

3 Committee Presentations

- NC's Changing Coast (Apr 2025)
- Dare County Parks & Recreation Plan (Sept 2025)
- ThriveOBX (Nov 2025)



2025 LRTMP YEAR-IN-REVIEW

GOAL 1 – Strengthen Resident & Visitor Engagement

Enhance nonprofit support and collaboration

- **Outer Banks Community Foundation partnership**
 - 3rd Annual NPO Mission Mixer (Apr)
 - 3rd Annual NPO Knowledge Series (Sept)
- **Coastal Studies Institute partnership**
 - ECU Purple and Gold Bus Tour (Mar)
 - The Cigarette Surfboard Screening (Apr)
 - Community Open House (May)
 - Science on the Sound Lecture Series (Jun)
- **Outer Banks Community Services Collaborative**
 - Attended quarterly NPO meetings



2025 LRTMP YEAR-IN-REVIEW

GOAL 1 – Strengthen Resident & Visitor Engagement

Lead a Community Engagement program, prioritizing transparent communication to community stakeholders

- Annual State of Dare County Tourism Report (creation and distribution)
- Monthly email updates to LRTMP and NPO lists
- Monthly LRTMP meeting recap videos
- Local podcast appearances (OBAR, Town of Duck, Seaside Vacations)
- Outer Banks Chamber of Commerce Economic Summit sponsorship
- The Outer Edge video series – local premieres (KDH, Manteo, Buxton)
- Increased local press release frequency/distribution and media outreach
- Leveraged local media placements to support key initiatives such as The Outer Banks Promise, The Outer Edge, OBX Volunteer Week
- Revamped OuterBanks.org website, now featuring a 'Community' section
- Continued representation at various stakeholder group meetings and community events



2025 LRTMP YEAR-IN-REVIEW

2025 Community Outreach + Engagement with Local Stakeholders

- Outer Banks Restaurant Association
- Coastal Environmental Educators Network
- Friends of the Mountains-to-Sea Trail
- Secotan Alliance - 'In the Spirit of Wingina'
- CSI 'Science on the Sound' Lecture Series
- 'Love the Beach, Respect the Ocean' Meeting
- CYP 16th Annual KidsFest
- OBX Workforce Network
- Island Farm
- Outer Banks Forever
- Barrier Island Station
- Dare Arts
- Town of Nags Head
- The Sanderling Resort
- College of the Albemarle
- Manteo Main Street Advisory Board
- Outer Banks Woman's Club
- Outer Banks Health
- Outer Banks Owners Alliance



2025 LRTMP YEAR-IN-REVIEW

GOAL 1 – Strengthen Resident & Visitor Engagement

Lead investment in the development of a Voluntourism strategy

- Introduced 'The Voluntourism Experience' Video Series (May 2025)
- Launched the inaugural Outer Banks Volunteer Week (October 2025)
- Partnered to create the *Volunteer OBX* online portal (November 2025)



**PROTECTING
WHAT WE LOVE,
TOGETHER.**

The Outer Banks
VISITORS BUREAU

2025 LRTMP YEAR-IN-REVIEW

GOAL 1 – Strengthen Resident & Visitor Engagement

Develop a destination pledge to communicate the important values of responsible behavior and stewardship (The Outer Banks Promise)

- Continued engagement and awareness activations to educate and inform the community
- Collaboration with Dare County Library to share Promise information as part of the ‘Library of Little Things’ program
- Continued paid and earned media activations, as well as partner communications



2025 LRTMP YEAR-IN-REVIEW

THANK YOU to the following business + organizations who made The Outer Banks Promise in 2025!

- **Black Pelican**
- **Brindley Beach**
- **Carolina Designs Realty**
- **Coastal Studies Institute**
- **Dare County Schools (Administration)**
- **Duck Surf Rescue**
- **First Flight Rentals**
- **Friends of the Mountains-to-Sea Trail**
- **Kees Vacations**
- **KDH Ocean Rescue**
- **Kitty Hawk Ocean Rescue**
- **NC Aquarium on Roanoke Island**
- **Outer Banks Community Foundation**
- **Outer Banks Yoga**
- **Ramada Plaza Oceanfront**
- **Secotan Alliance**
- **Town of Manteo Community Cleanup**
- **University of Vermont Alternative Spring Break**
- **VisitOBX.com Properties**
 - Blue Heron Motel
 - Colonial Inn
 - Hatteras Island Inn
 - Heart of Manteo Motor Lodge
 - Mariner Inn & Suites
 - Outer Banks Motor Lodge
 - Scarborough Inn
 - Seahorse Inn and Cottages



2025 LRTMP YEAR-IN-REVIEW

GOAL 2 – Enhance Environmental Stewardship

Further the Outer Banks as a recognized leader in outdoor recreation and stewardship; Collaborate with environmentally-conscious partners on tourism strategies that minimize environmental impacts.

- **Sponsored Friends of the Mountains-to-Sea Trail Annual Gathering** (Mar 2025)
- **Partnered with CSI to host *The Cigarette Surfboard* environmental film screening in Manteo** (Apr 2025)
- **Adopted Cape Hatteras National Seashore Ramp 1 (National Park Service Adopt-a-Beach program) and hosted 2 beach cleanups** (June 2025, November 2025)

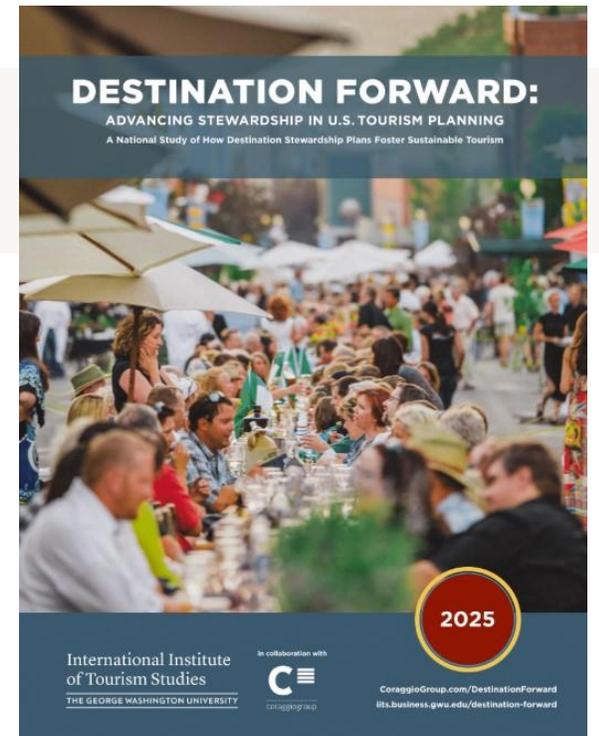


2025 LRTMP YEAR-IN-REVIEW

GOAL 2 – Enhance Environmental Stewardship

Further the Outer Banks as a recognized leader in outdoor recreation and stewardship; Collaborate with environmentally-conscious partners on tourism strategies that minimize environmental impacts.

- Participated in the ‘Destination Forward’ study (GWU), focused on destination stewardship (May 2025)
- Renewed Outdoor NC Guardian-level sponsorship
- Participated in the 2nd Annual NC Trail Town Guide and Stewardship Program (Outdoor NC)
- Attended the Outdoor Economy Conference (Sept 2025)
- Participated in the NC Northeast Regional Trail Organization workshop (Oct 2025)



Trail Towns: Manteo, Nags Head, Kill Devil Hills, Duck, Hatteras Village

North Carolina's Outer Banks are steeped in history, untamed beauty and distinctive personality. This 100-mile stretch of remote barrier islands was home to America's first colony, the Wright Brothers' first flight, the first national seashore in the United States and the birthplace of the US Lifesaving Service (forerunner to the US Coast Guard). It is also the site of the tallest brick lighthouse in the country, the nation's longest-running outdoor symphonic drama, three National Park Service sites, the tallest living sand dune on the East Coast and two national wildlife preserves. With so much to explore - from Hatteras Island to Manteo to the northern beach communities of Nags Head, Kill Devil Hills, Kitty Hawk, Southern Shores and Duck - your nearest trail is never far away. Honoring and preserving this amazing natural and cultural wonder is the responsibility of everyone who discovers it - whether it be by land, air or water.



The Outer Banks boasts a variety of trail experiences, catering to any outdoor enthusiast or history and culture seeker. From serene coastal paths to winding woodland trails immersed in maritime forests, the diversity of landscapes is striking. Hikers can explore historic routes like the Freedom Trail at Fort Raleigh National Historic Site or immerse themselves in the wonders of Jockey's Ridge State Park. Birdwatchers can revel in the diverse avian life along the North Pond Trail at Pea Island National Wildlife Refuge, while cyclists can traverse the multi-use paths in several towns offering scenic views of marshes and soundside vistas.

TRAILS Find more trail information here.

TRAIL NAME	TRAIL TOWN	ACTIVITIES
Buxton Woods Coastal Reserve	Buxton, Frisco	
Freedom Trail - Fort Raleigh National Historic Site	Manteo	
NC Oyster Trail	Avon, Hatteras, Nags Head	
Mountains-to-Sea Trail (Segment 48)	Hatteras, Nags Head	
Nags Head Woods Preserve	Kill Devil Hills, Nags Head	
Town of Duck Boardwalk	Duck	
Windgrass Circle - Kitty Hawk Bay	Kitty Hawk	

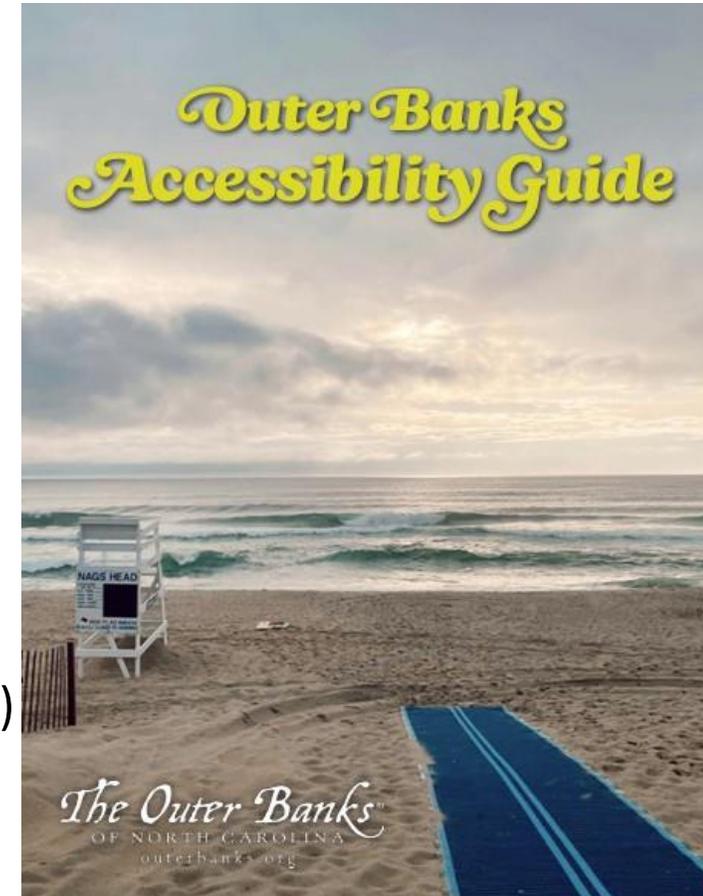


2025 LRTMP YEAR-IN-REVIEW

GOAL 3 – Support Community Infrastructure Development that Benefits Residents and Visitors

Collaborate with local/regional municipalities and stakeholders to ensure community infrastructure and development initiatives consider sustainability, resident and visitor needs; Improve accessibility for people of all age groups and abilities; Advocate for initiatives that will help maintain and preserve our shorelines

- Welcomed Dr. Reide Corbett (CSI) and Superintendent Dave Hallac (National Park Service) to inform the Committee on our changing coastline, the impacts of sea level rise and coastal erosion (Apr 2025)
- Created the Outer Banks Accessibility Guide
- Welcomed Outer Banks Health and Dare County Health and Human Services to inform the Committee on the ThriveOBX initiative that focused on community wellness and longevity (Nov 2025)
- Supported efforts of the OBX Workforce Development Network



2025 LRTMP YEAR-IN-REVIEW

GOAL 4 – Collaborate to Advocate for an Increase in Residential Housing Diversity

Advocate for an increase in home ownership options for a broader base of residents; Support an awareness and advocacy strategy to educate the community about needs for more housing diversity.

- Participated in Dare Community Housing Task Force meetings
- Supported an East Carolina University-led study on housing perceptions in Dare County



OPEN HOUSE

Let's Talk About **Housing in Dare Community**

This event is not a formal public meeting. You may join at anytime during a session, engage with posters and interventions on your own, and leave the meeting at any time. Everyone is welcome!

FEB 27
Thurs

Morning session: **11 AM - 1 PM**
Kitty Hawk Town Hall
(101 Veterans Memorial Dr, Kitty Hawk)

Afternoon session: **4 PM - 6 PM**
Nags Head Town Hall
(5401 S Croatan Hwy, Nags Head)

MAR 06
Thurs

Morning session: **11 AM - 1 PM**
Afternoon session: **4 PM - 6 PM**
Coastal Studies Institute, ECU
(850 NC-345, Wanchese, NC 27981)

MAR 27
Thurs

Morning session: **11 AM - 1 PM**
Rodanthe Community Center
(23646 North Carolina Hwy 12, Rodanthe, NC)

Afternoon session: **4 PM - 6 PM**
Fessenden Center Annex
(47017 Buxton Back Rd, Buxton, NC)



Research Study Conducted by East Carolina University (UMCIRB 24-001574).
Questions to Dr. Misun Hur at 252-328-1270 or hurmi@ecu.edu