



DCS TOURISM TALKS: BALANCING THE IMPACTS OF TOURISM IN OUR COMMUNITY

Dare County Schools
May 4-7, 2026



The Outer Banks[®]
VISITORS BUREAU
outerbanks.org

AGENDA

OBVB: Who We Are + What We Do

Tourism's Impact on Dare County

Tourism for Good

Promoting the Outer Banks

Careers in Travel & Tourism

Input Session



WELCOME TO AMERICA'S PIER

BUILT BY KINNAKEETERS - ESTABLISHED 1963

AVON

PIER

**DARE COUNTY
TOURISM**

THE OUTER BANKS VISITORS BUREAU

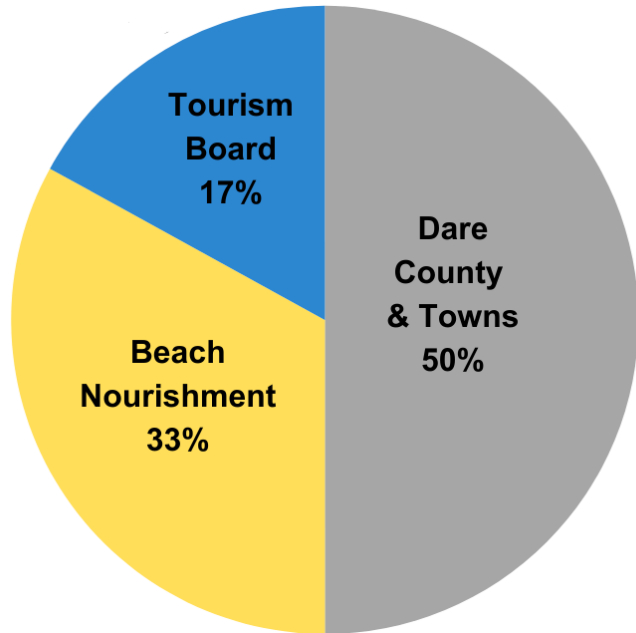
- **OBVB is the official Destination Marketing Organization for Dare County's Outer Banks** as established by NC General Statute
- **Mission:** Promote Dare County's Outer Banks with an emphasis on overnight visitation during less-than-peak months
- **12** full-time staff
- **4** Welcome Centers
- **Dare County Tourism Board** - 13-member governing board with representation from the Towns, County Commissioner, Tourism Industry Sectors, and Public At Large





TOURISM'S ECONOMIC IMPACT

TOURISM'S ECONOMIC IMPACT ON DARE COUNTY



Funding:

6% Occupancy Tax
1% Prepared Meals Tax

\$2.1 Billion

Dare County visitor spending in 2024
- 2nd highest spending level

#4 in North Carolina

1. Mecklenburg 2. Wake 3. Buncombe

45.5% of all Dare County jobs are in the leisure and hospitality sector (12,564)

Accommodations · Arts & Entertainment · Food Service · Recreation · Retail · Transportation

\$3,860 Tax savings per Dare County resident

#1 in North Carolina

Tax Revenue: \$147.11 M [\$68.24M (NC) + \$78.87M (Dare)]

#2 Swain (\$1,638) – Bryson City, Great Smoky Mtns

#3 Currituck (\$1,200)

Sources:

Tourism Economics,
U.S. Travel Association,

Visit North Carolina,

The Outer Banks Visitors Bureau

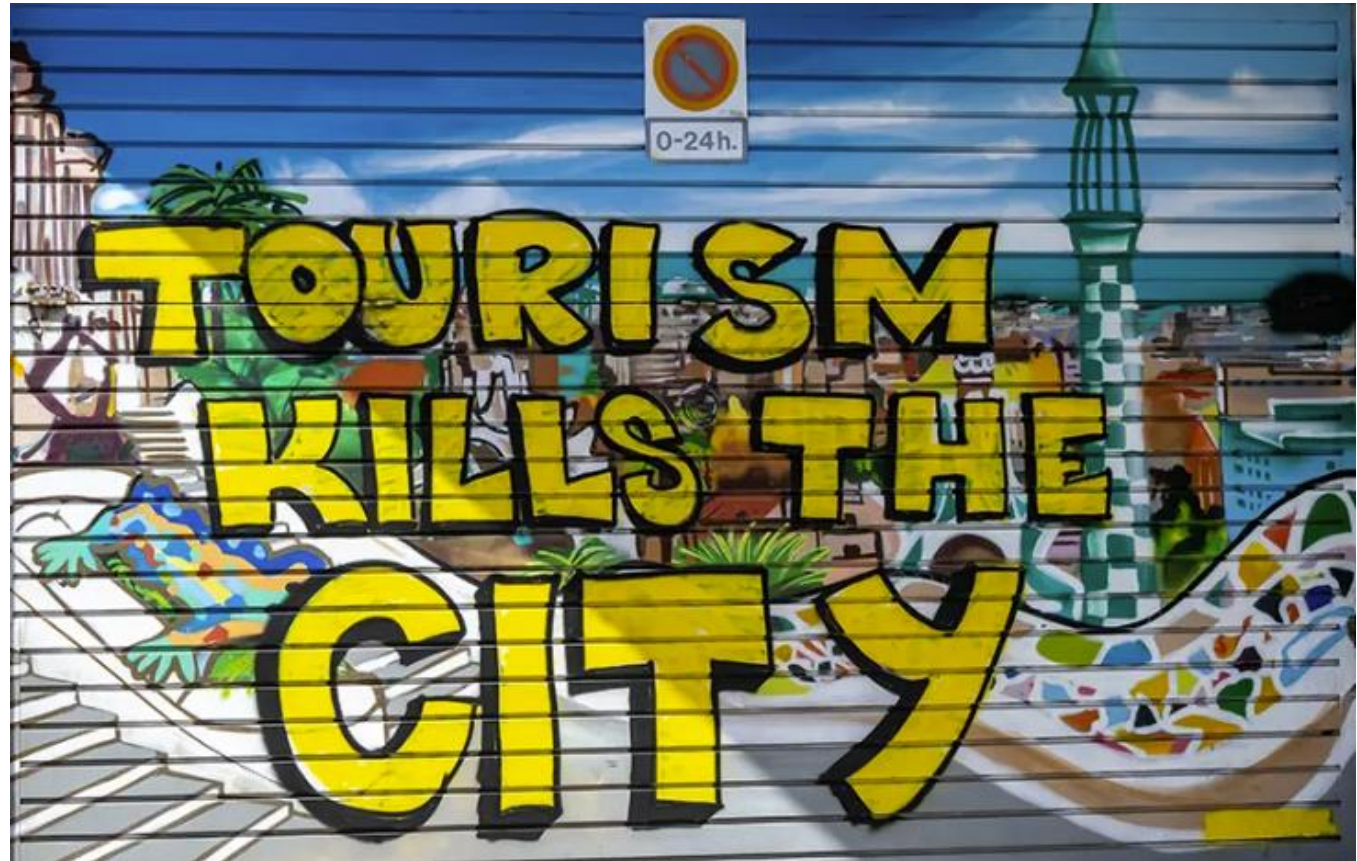
TOURISM FOR GOOD?



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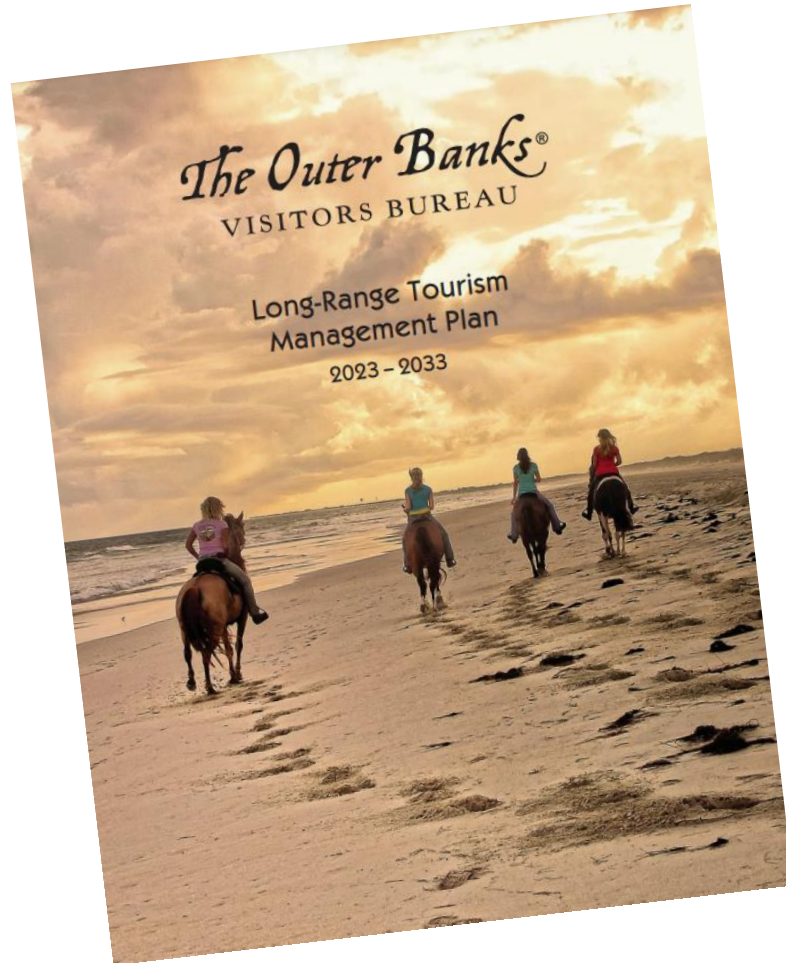


Buxton Woods Trail

3/4 MILE LOOP
SELF-GUIDED

DESTINATION MANAGEMENT

OUTER BANKS LONG-RANGE TOURISM MANAGEMENT PLAN (LRTMP)



10-year roadmap to guide the responsible and sustainable growth of tourism into the future

4 STRATEGIC GOALS

- 1. Strengthen Resident + Visitor Engagement**
- 2. Enhance Environmental Stewardship**
- 3. Support Community Infrastructure**
- 4. Advocate for an Increase in Residential Housing Diversity**

OuterBanks.org/LRTMP

LRTMP INITIATIVES



TOURISM'S ECONOMIC IMPACT ON DARE COUNTY

Grants Program

Events + Tourism Impact

Eligible: Nonprofits + Government Units

\$26+ Million awarded since 1991

925+ grants awarded

160+ grant recipients



SUSTAINABLE LONG-TERM TOURISM GROWTH

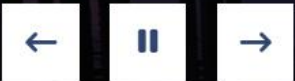


PROMOTING THE OUTER BANKS

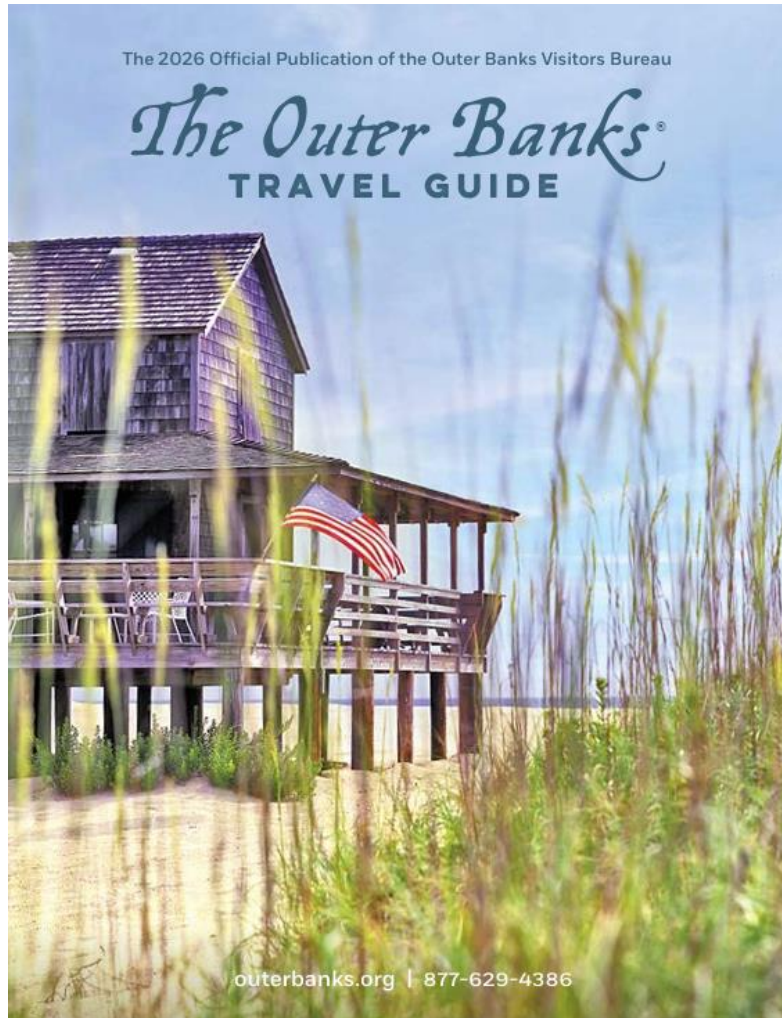
Offers & Packages

Check out these specials and local discounts

[READ MORE](#)



PROMOTING THE OUTER BANKS - MARKETING



UPCOMING OBX EVENTS

MAY 08

KIDS FEST

at Roanoke Island Festival Park in Manteo
Friday, May 8th
9:30am-12:30pm
Free Event

Join us for exciting hands-on crafts & activities for young children including:

- Bubble Play
- Stomp Rockets

←

MAY 09

ARTRAGEOUS KIDS ART FESTIVAL

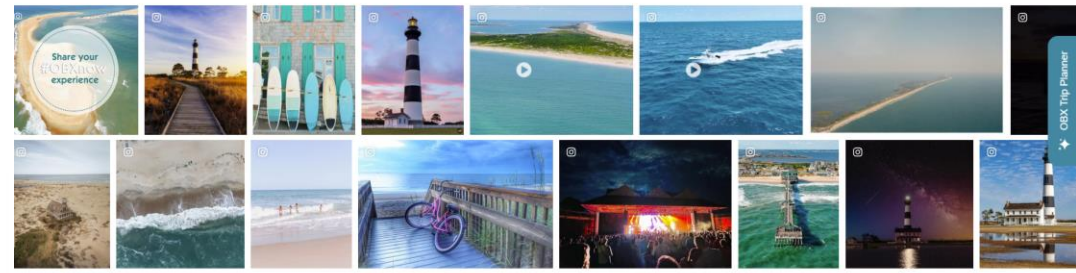
📍 Dare Arts

MAY 09

COUTURE BY THE SHORE

→

PROMOTING THE OUTER BANKS - MARKETING + PR



THE OUTER EDGE VIDEO SERIES





CAREERS IN TRAVEL + TOURISM

CAREERS IN TRAVEL + TOURISM - OBVB

Marketing + Advertising

Finance

Public Relations

Graphic Designer

Community Engagement

Social Media

Group Sales + Events

Visitor Services

Executive Director

Website Manager

FINDING BALANCE

How can we leverage the power of tourism to do more good *in* and *for* the Outer Banks community?





QUESTIONS?

QUESTION #1

What are some of the positive impacts that tourism has on our community?

QUESTION #2

What are some of the challenges that our community faces because of tourism?

QUESTION #3

What advice would you share to help people take care of the Outer Banks?

QUESTION #4

What tourism-related issues do YOU care most about? What is YOUR Outer Banks Promise?

QUESTION #5

What can the OBVB do to involve you and other students in our community?



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