



FINDING BALANCE: OUTER BANKS LONG-RANGE TOURISM MANAGEMENT PLAN

August 2024

The Outer Banks[®]

VISITORS BUREAU

outerbanks.org

THE OUTER BANKS VISITORS BUREAU

Official **Destination Marketing Organization (DMO)**
for Dare County's Outer Banks

Dare County Tourism Board (DCTB) – 13 members,
with representation from 6 local municipalities,
Dare County Board of Commissioners, industry
associations (OBAR, OBRA, Hotel/Motel Assoc.),
Outer Banks Chamber of Commerce and 2 At-Large
seats, including Hatteras Island

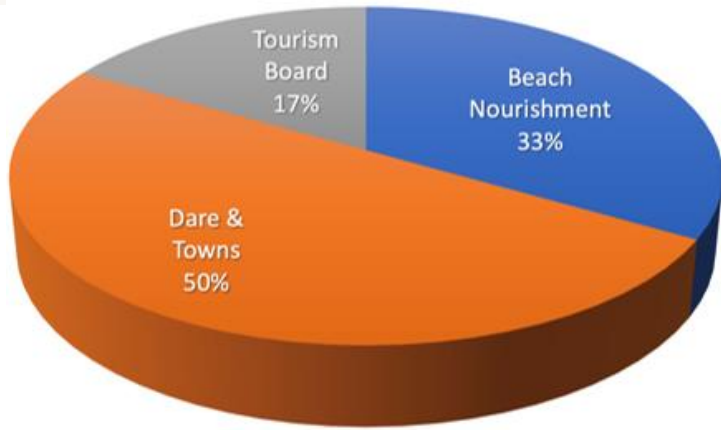
11 full-time staff

4 Welcome Centers: Aycock Brown (Kitty Hawk),
Sarah Owens (Manteo), Whalebone (Nags Head),
U.S. Weather Bureau Station (Hatteras Village)

Mission is to **increase overnight visitation during
less-than-peak months**



TOURISM'S ECONOMIC IMPACT ON DARE COUNTY



The Dare County Tourism Board is funded by a **1% tax on overnight accommodations** and a **1% prepared meals tax**. Of those collections:
75% - general promotion
25% - programs and services needed due to the impact of tourism

\$2.147 Billion

Dare County visitor spending in 2023

- All-time high
- Up 8.8% YOY (\$1.97 Billion in 2022)
- \$1.83 Billion in 2021

#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

\$3,891 Tax savings per Dare County resident

#1 in North Carolina

Tax Revenue: \$148 M [\$70.4M (NC) + \$77.9M (Dare)]

#2 Swain (\$1,665) - Bryson City, Great Smoky Mtns

#3 Currituck (\$1,212)

Sources: Tourism Economics, U.S. Travel Association, Visit NC, The Outer Banks Visitors Bureau

TOURISM'S ECONOMIC IMPACT ON DARE COUNTY: COMMUNITY GRANTS AT WORK

Tourism Impact & Event Grants

**Dare County NPOs +
Government Units**

\$22 Million

in funding to benefit the
local community over the
past 30+ years

700+ grants awarded

150+ grant recipients



MEASURING TOURISM'S SUCCESS: THE NEED TO FIND BALANCE

Traditional Tourism Models:

Success = Jobs, business growth and development



Sustainable (Long-Range) Tourism Model:

Success =

- Preserving the unique history and culture of the OBX
- Sustaining our delicate natural environment
- Ensuring that residents also have a strong quality of life and experience

"Tourism with a Conscience"



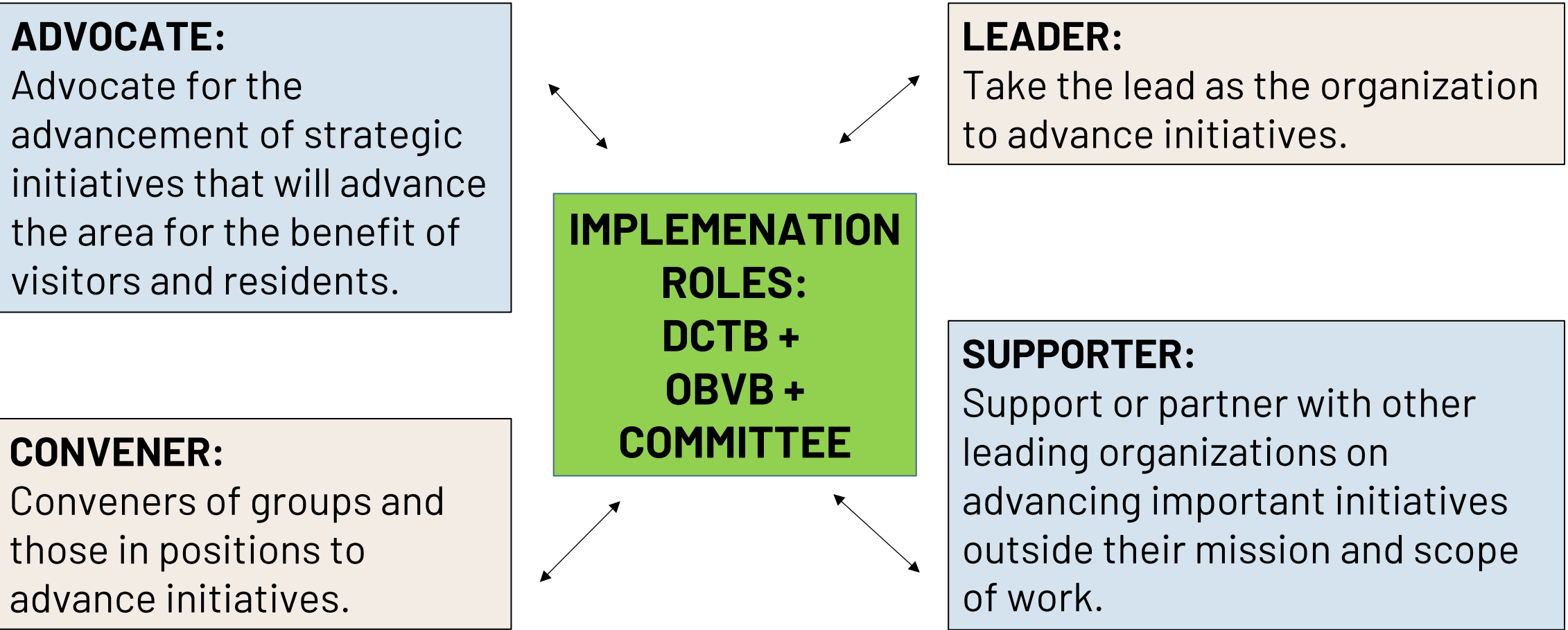
How do take steps to **responsibly** grow and manage tourism over time?

OUTER BANKS LONG-RANGE TOURISM MANAGEMENT PLAN MAY 2023



- 1. Strengthen resident and visitor engagement**
- 2. Adopt an integrated approach to improving environmental stewardship**
- 3. Support infrastructure development that benefits the vitality of the community for residents and visitors**
- 4. Collaborate to advocate for an increase in housing diversity for all residents**

COMMUNITY COLLABORATION & COMMUNICATION



GETTING STARTED - LRTMP

Hired Community Engagement Manager (Aug 2023)

Created DCTB Special Committee – Nov 2023

- 5 Meetings (Feb, Mar, Apr, Mar, Aug 2024)

Continued collaboration local Non-Profit organizations

- 95 listings in NPO Directory
- NPO Mission Mixer (Apr 2023 + 2024)
- Hosted OBX Community Services Collaborative mtg (Mar 2024)
- OBX Tourism Summit - 'Tourism for Good' theme (Nov 2023)
- NPO Knowledge Series (Sept 2023 + Sept 2024)
- Monthly NPO/Community eNewsletter communication

Strengthening Voluntourism Strategy -

OuterBanks.org/Voluntourism

- 42 NPOs have volunteer opportunities listed on profile
- *Our State* Voluntourism event at EG (May 18, 2024)
- *Upcoming ...* NPO engagement + Community Project



Interfaith Community Outreach

📍 P.O. Box 1663

[Volunteer >](#)

[Visit Website >](#)

[👁 Quickview](#)



Kitty Hawk Rotary

📍 50 S. Dogwood Tr

[Visit Website >](#)

[👁 Quickview](#)


GETTING STARTED - LRTMP

Prioritized transparent LRTMP communication to community stakeholders

- Monthly email updates to LRTMP lists, including meeting recaps
- Increased outreach to local media to share updates
- Continued LRTMP 'Road Show' presentations + discussions within the community - 15+ to date
- Revamped LRTMP website - OuterBanks.org/LRTMP (Mar 2024)

Collaborating to advocate for an increase in housing diversity for all residents

- Of the 26 members of the Dare County Housing Task Force, 8 have a direct connection to the LRTMP
 - 3 DCTB - 4 Committee - 1 OBVB Staff



Outer Banks LRTMP Update - March 2024

Thank you for your interest in staying connected to our work on the [Outer Banks Long-Range Tourism Management Plan](#) (LRTMP). This plan was created with extensive feedback from throughout the community and your involvement with its implementation will be just as critical. We look forward to sharing these updates on a regular basis and welcome any thoughts you have about these efforts.

Dare County Tourism Board Special Committee Meeting Recap - March 13, 2024

[Agenda](#) | [Recap Video](#) | [Community Engagement Report](#)

The Dare County Tourism Board Special Committee held its [second meeting](#) on March 13. Much of the meeting discussion focused on the structure of the committee and its role in implementing the [Long-Range Tourism Management Plan](#) (LRTMP). This is an ambitious 10-year roadmap and while the Tourism Board, Outer Banks Visitors Bureau and Special Committee can take a lead role in several aspects of the plan, there are items that require significant community collaboration and support. Understanding these roles will play an important part in achieving results. A few key action items emerged from the meeting.



OBX

Long Range Tourism Management Plan
Special Committee Meeting Update
February 7, 2024

GETTING STARTED – THE OUTER BANKS PROMISE



Develop a Destination Pledge

Launched **The Outer Banks Promise** on June 26, 2024

The Outer Banks Promise is a destination pledge designed to inspire more responsible behavior and a greater respect for our natural environment, history and culture.

How can we take small actions that will have big impacts as we look to protect this place for future generations?



GETTING STARTED – THE OUTER BANKS PROMISE

Marketing + PR + Outreach

- Welcome Centers
- Community Events
- DCBoC Mtg (July 2024)
- Town Council/Commissioner Mtg (Aug-Sept-Oct 2024)
- Community + Civic Mtgs
- Paid Media
- Press Releases



PARTNER TOOLKIT

The Outer Banks Promise is a destination pledge designed to inspire responsible behavior and a greater respect for our local culture and natural environment. By highlighting what makes the Outer Banks special and unique, we hope that people will develop a greater understanding of the small (but mighty) steps we can all take to help protect this place for generations to come. As we continue to share this pledge within our community of Dare County residents, visitors and prospective visitors, we would greatly appreciate your help in amplifying this message via your communication channels.

HOW YOU CAN HELP:

- Visit [OBXpromise.com](https://obxpromise.com) and make your promise
- Share with your employees
- Include a link on your website
- Craft a blog or social media post
- Share the video and/or embed it on an appropriate web page
- Include content in an upcoming newsletter, confirmation email or pre-arrival email



Industry/Community Partner Toolkit

- Access to press release, suggested copy, logo, links, images, etc.

- Thanks to: Outer Banks Forever, Dare County, Town of Duck, Town of Southern Shores, Outer Banks Community Fndtn, East Carolina Media, Silicon Travel, Radio Hatteras



GETTING STARTED – THE OUTER BANKS PROMISE

How Can You Support + Get Involved?

- Make the Promise at OBXpromise.com
- Share the Promise with your staff and encourage them to do the same
- Include a link to the Promise page (OBXpromise.com) and the video on your website
- Craft a blog or social media post
- Share the Promise video on your site or social sites
- Make the Promise as a company, group or organization



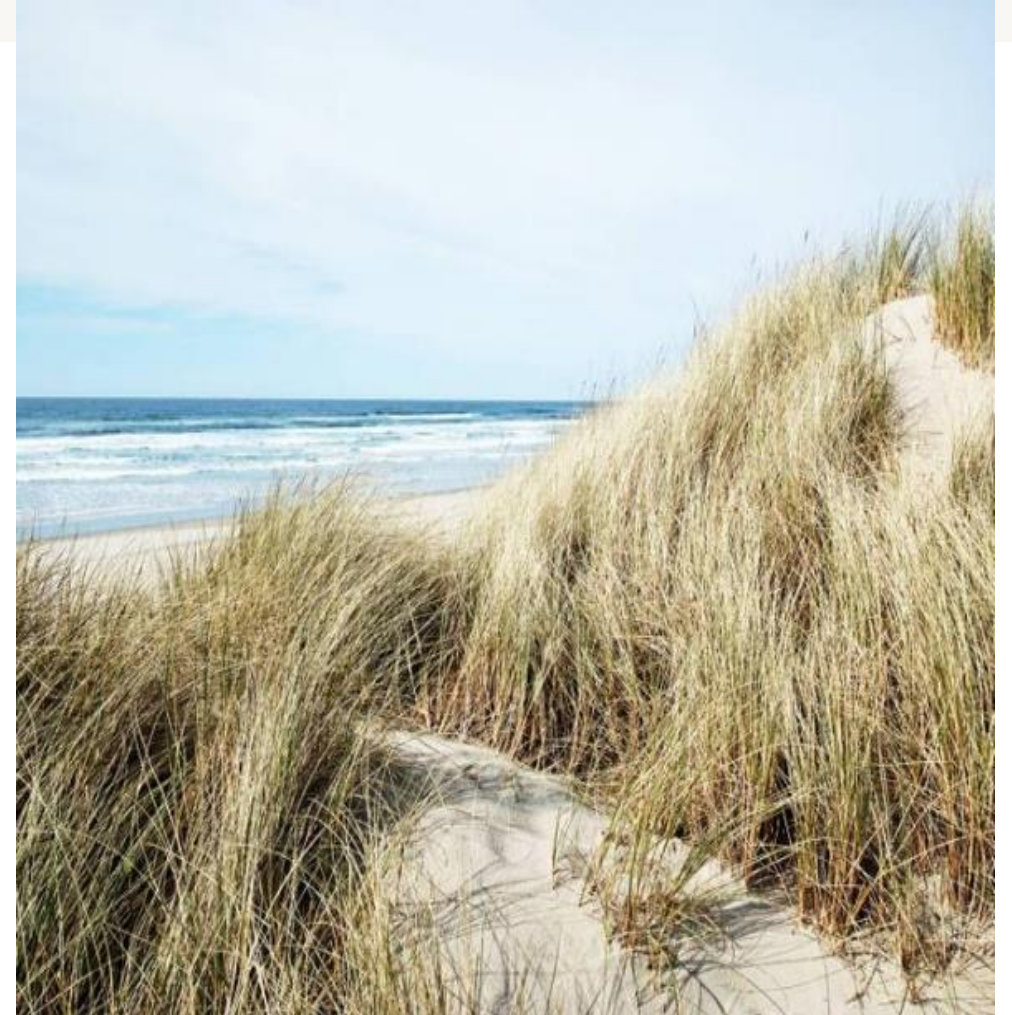
TAKING THE NEXT STEP – LRTMP OPPORTUNITIES

GOAL 1: Resident and Visitor Engagement

- Establish a resident engagement program
- Launch resident sentiment survey

GOAL 2: Environmental Stewardship

- Collect LRTMP survey info and sustainability plans from local municipalities, agencies and non-profit organizations to identify and prioritize the environmental challenges we are trying to address and help solve
- Help to establish and promote environmental stewardship communications to residents and visitors based on the priority issues that are identified



TAKING THE NEXT STEP – LRTMP OPPORTUNITIES

GOAL 3: Infrastructure Development

- **Clearly define "infrastructure" in the Plan – roads and sidewalks + high-speed internet, schools, transportation, emergency services, beach nourishment, childcare, etc.**
- **Engage with local/regional infrastructure partners and collaborate with these groups on the areas that overlap with LRTMP**
- **Collaborate with local stakeholders to gain a better understanding of accessibility efforts and related inventory in Dare County and enhance the awareness and communication of that access**

GOAL 4: Housing

- **Continue to communicate and collaborate with the Dare Community Housing Task Force**



SAVE THE DATE – FRIDAY, SEPTEMBER 27

2nd Annual Non-Profit Mission Mixer

NPO professionals + board members

Friday, September 27
at College of the Albemarle

Topics:

- Strategic planning
- Defining an organization's mission, vision and values
- Tips on how to make a powerful, clear appeal message



SAVE THE DATE - THURSDAY, NOVEMBER 7



Tourism Summit
November 7, 2024
Pioneer Theatre
Manteo, NC

Presented by The Outer Banks Visitors Bureau



TOURISM FOR GOOD

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





THANK YOU!

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