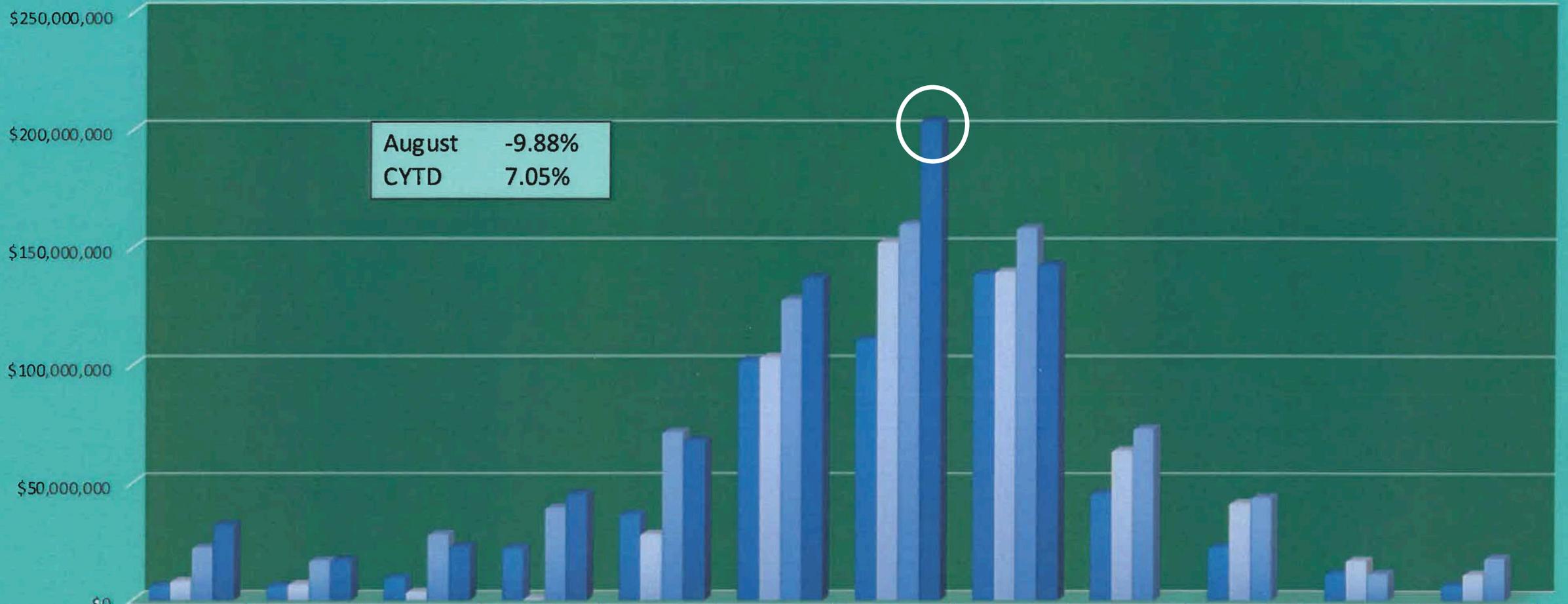




OBVB Updates

2022 OBX Tourism Summit

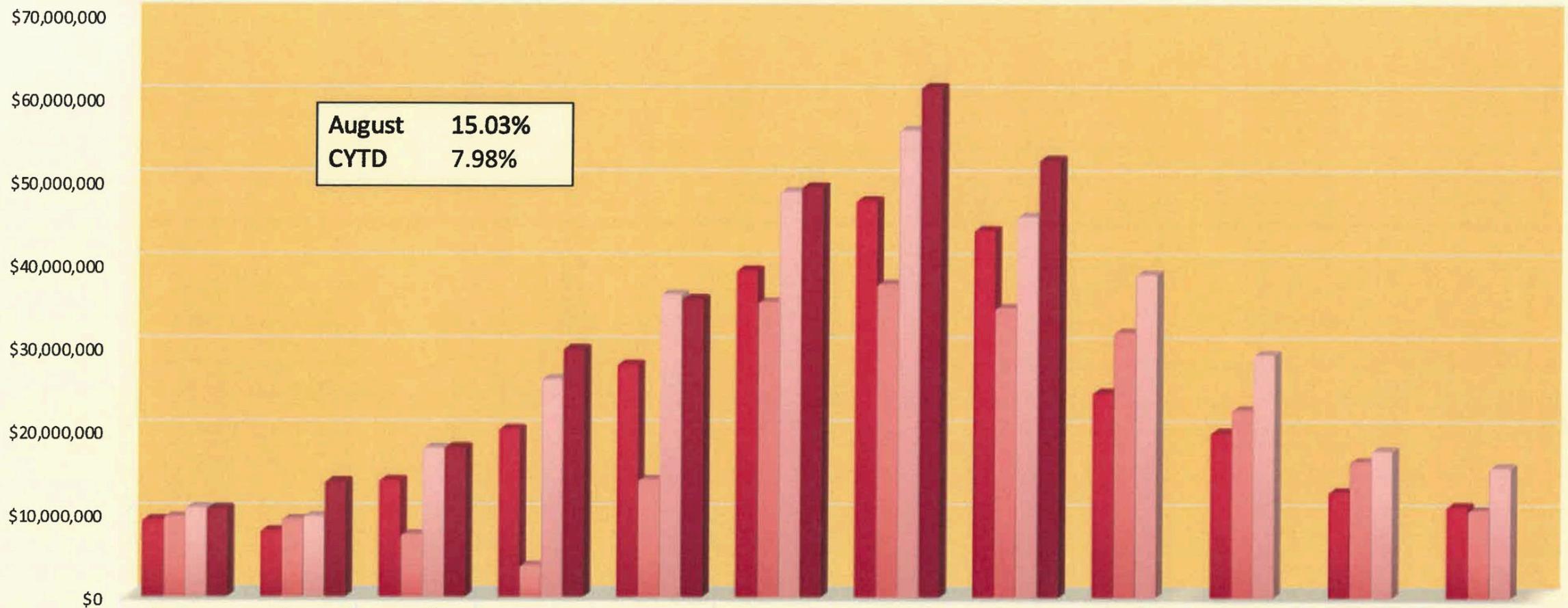
Occupancy Collections



August -9.88%
CYTD 7.05%

	January	February	March	April	May	June	July	August	September	October	November	December
2019	6,272,045	6,004,609	9,370,541	22,183,138	36,428,842	102,003,266	110,890,945	138,805,084	45,403,850	22,618,642	11,523,953	6,505,201
2020	8,223,680	6,788,236	3,538,436	715,316	28,192,673	103,467,906	152,256,684	139,737,864	63,775,711	41,364,509	17,053,031	11,266,628
2021	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,319	159,994,974	158,280,320	73,112,498	43,787,109	11,394,032	18,096,294
2022	32,129,068	17,071,361	22,897,441	45,219,347	67,998,385	136,993,703	203,794,691	142,641,161				

Meals Collections



August 2022 is **15.03%** higher than **August 2021**
CYTD is **7.98%** higher than **August 2021**

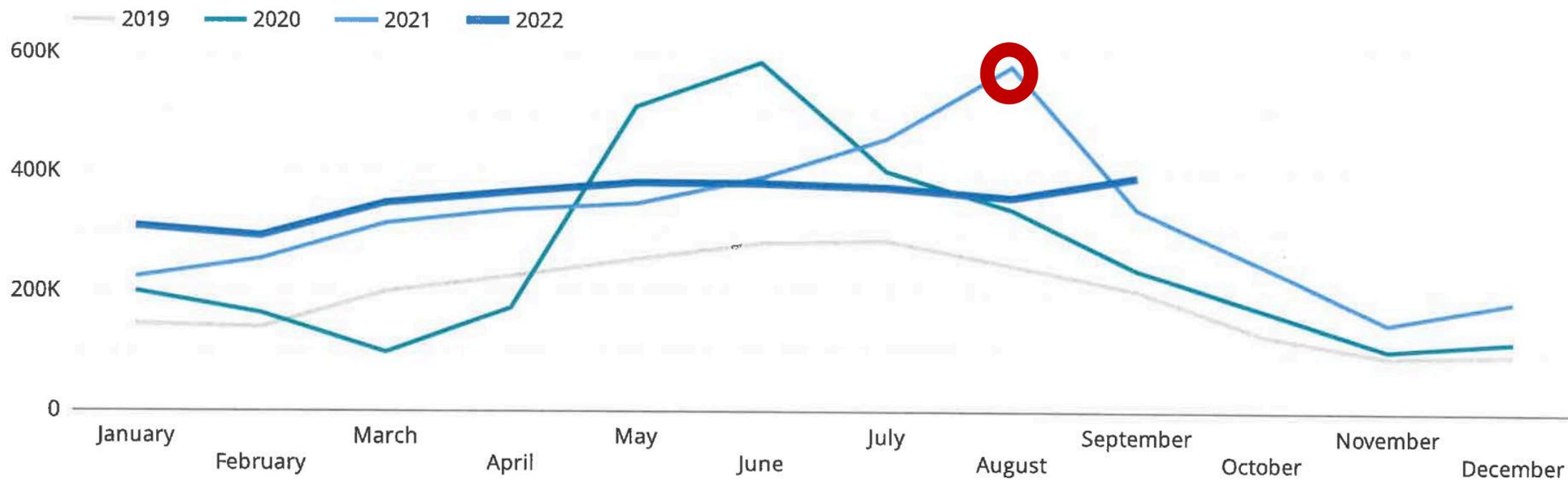
	January	February	March	April	May	June	July	August	September	October	November	December
2019	9,232,116	7,938,346	13,993,067	20,152,467	27,895,551	39,212,117	47,545,995	44,023,260	24,552,170	19,796,005	12,708,341	10,994,527
2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654
2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499				

2021-2022 Highlights

- Visitation calms some (thank goodness), but remains strong
- Lower occupancy, higher rates = occupancy collection increases
- 2023 Outer Banks Travel Guide increases circulation, partners w Outside, ad sales sell-out
- Marketing results normalize following Covid and Netflix
Outer Banks bumps

How are users from all sources trending over time?

by Sessions Year over Year



Analysis:

The site received 390,917 sessions last month, which was an increase of 15% compared to last year.

Moving Forward

Covid and limited workforce confirmed that more is not the answer

- Long-Range Tourism Management Plan
- "Better" visitors... more conscientious
 - Enthusiasts: More apt to travel non-peak, mindful of how special the OBX is

LRTMP



Enthusiasts

Event Center



Tourism for Good

Non-Profits &
“Voluntourism”

“Careers Beyond
the Counter”

