

OUTER BANKS VISITORS BUREAU

OBX TOURISM SUMMIT

November 2, 2023

OBVB UPDATE

The Numbers

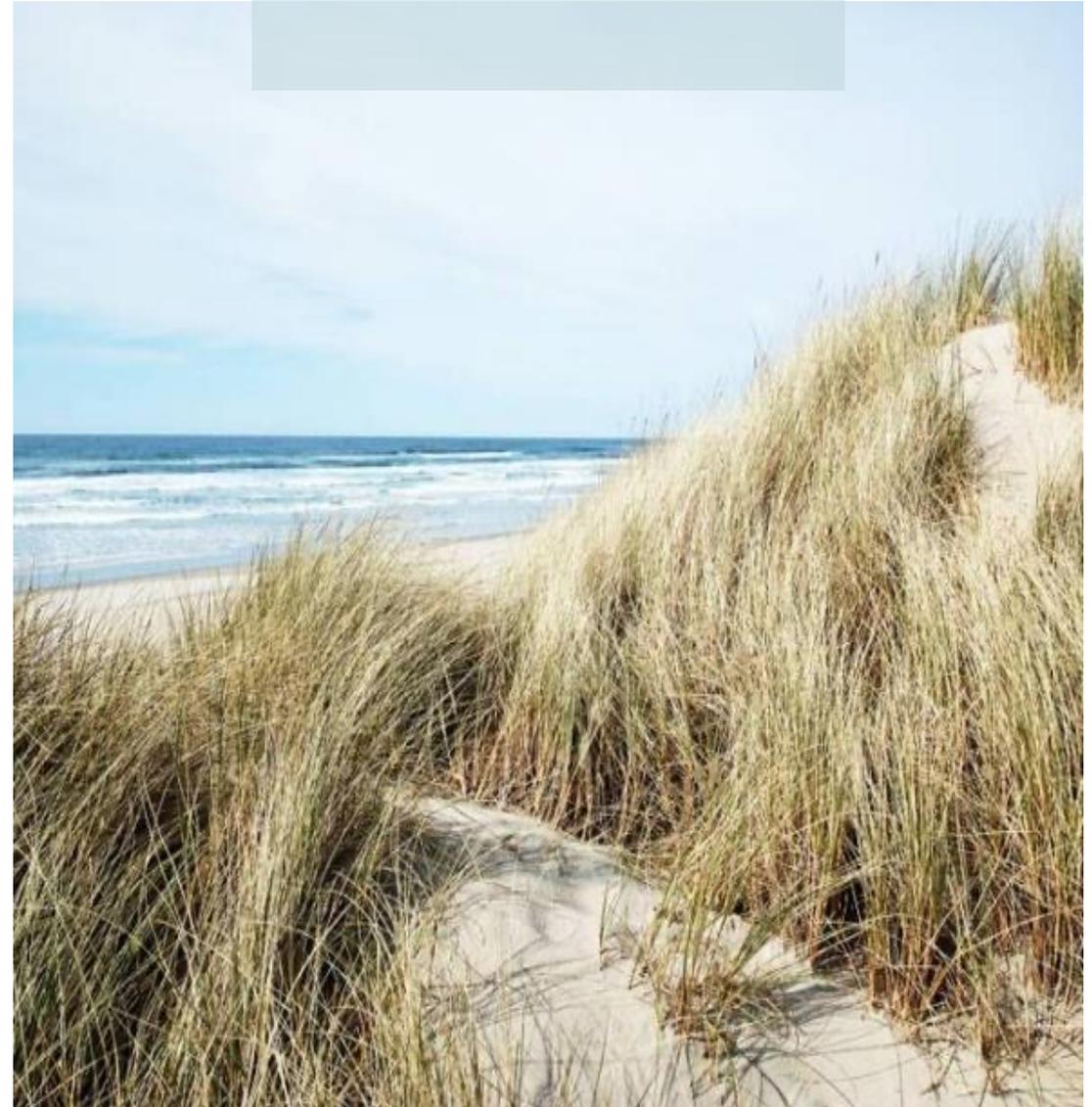
Tourism For Good (Business)

Raw OBX

Media – Hoffman York

Social – Ignite Social Media

Long Range Tourism Management Plan



THE NUMBERS



DARE COUNTY TOURISM SNAPSHOT (2022)

\$1.97 Billion

Visitor Spending

#4 State Rank

1. Mecklenberg, 2. Wake, 3. Buncombe

12,030

Tourism-Related Jobs (45.5% of Dare County Jobs)

\$66 Million

State Tax Revenue from Tourism

\$74.2 Million

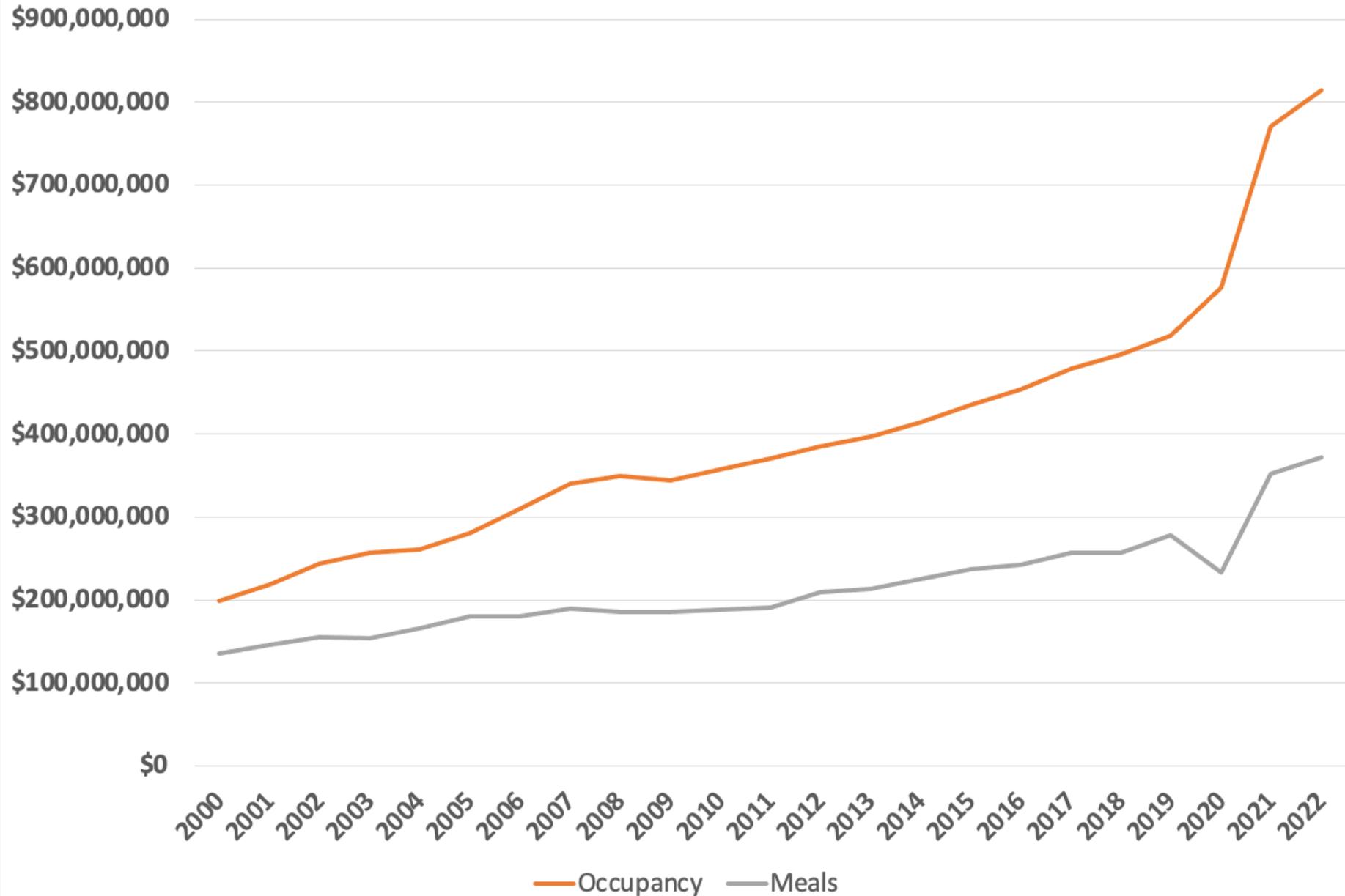
Local Tax Revenue from Tourism

\$3,696

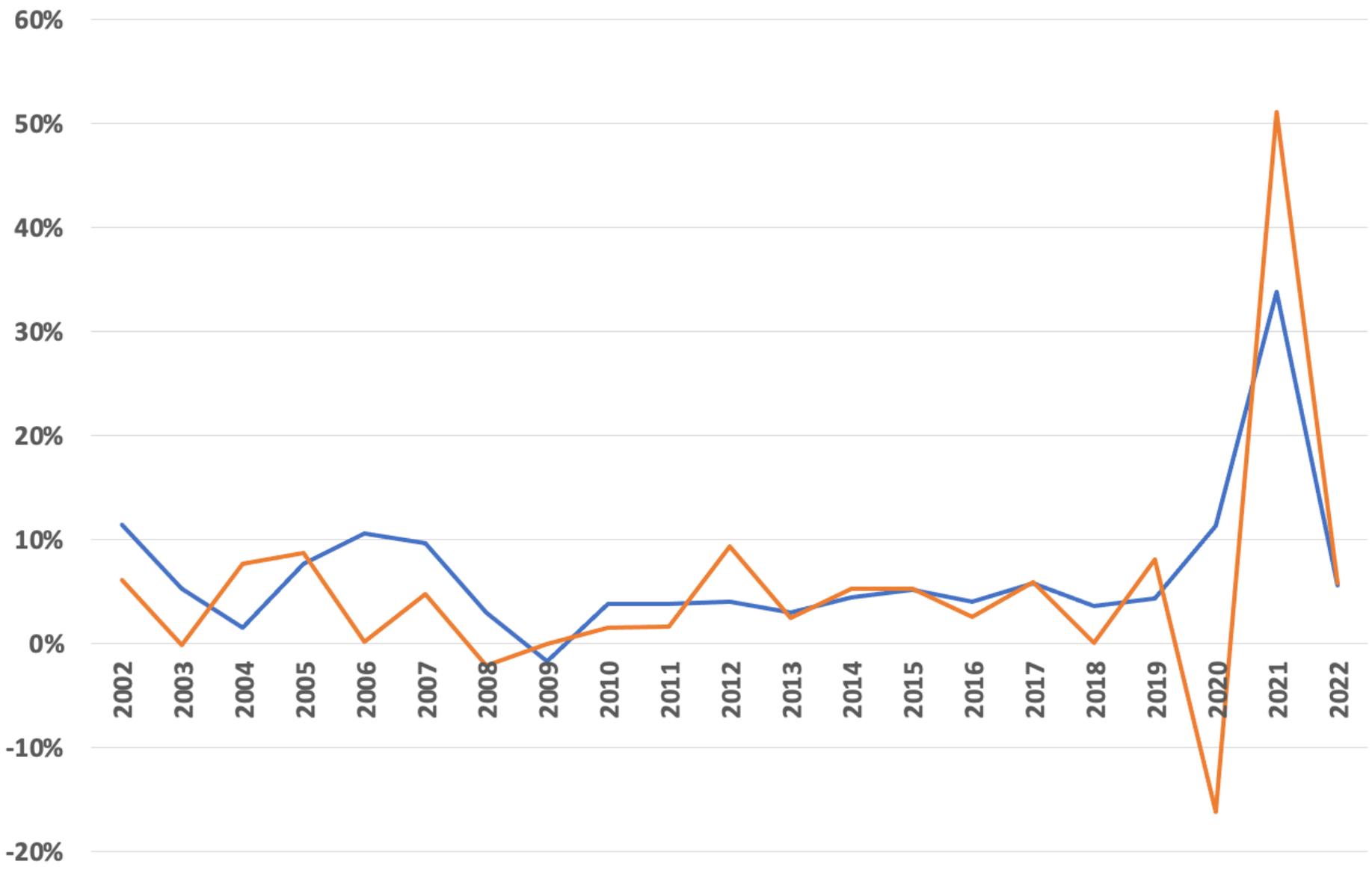
Tax Savings/County Resident (Highest of any NC county)



Tax Collections

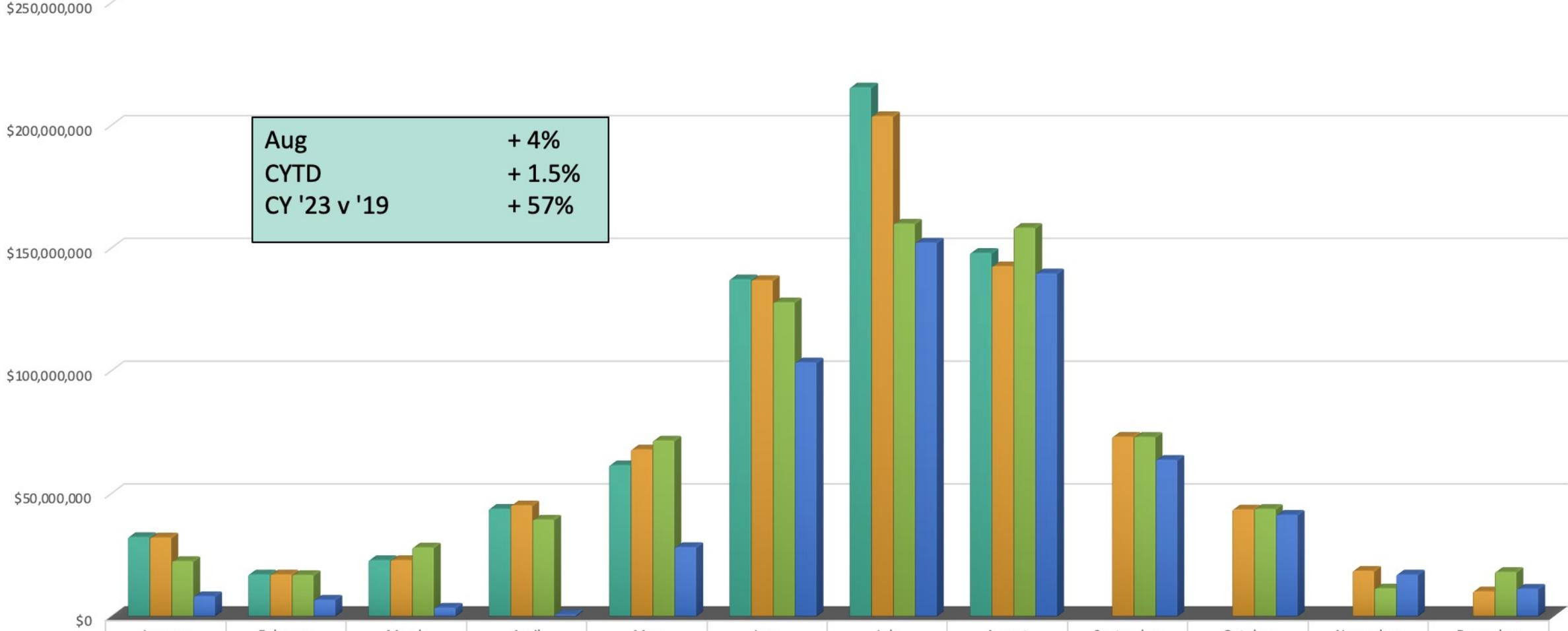


YOY % Change



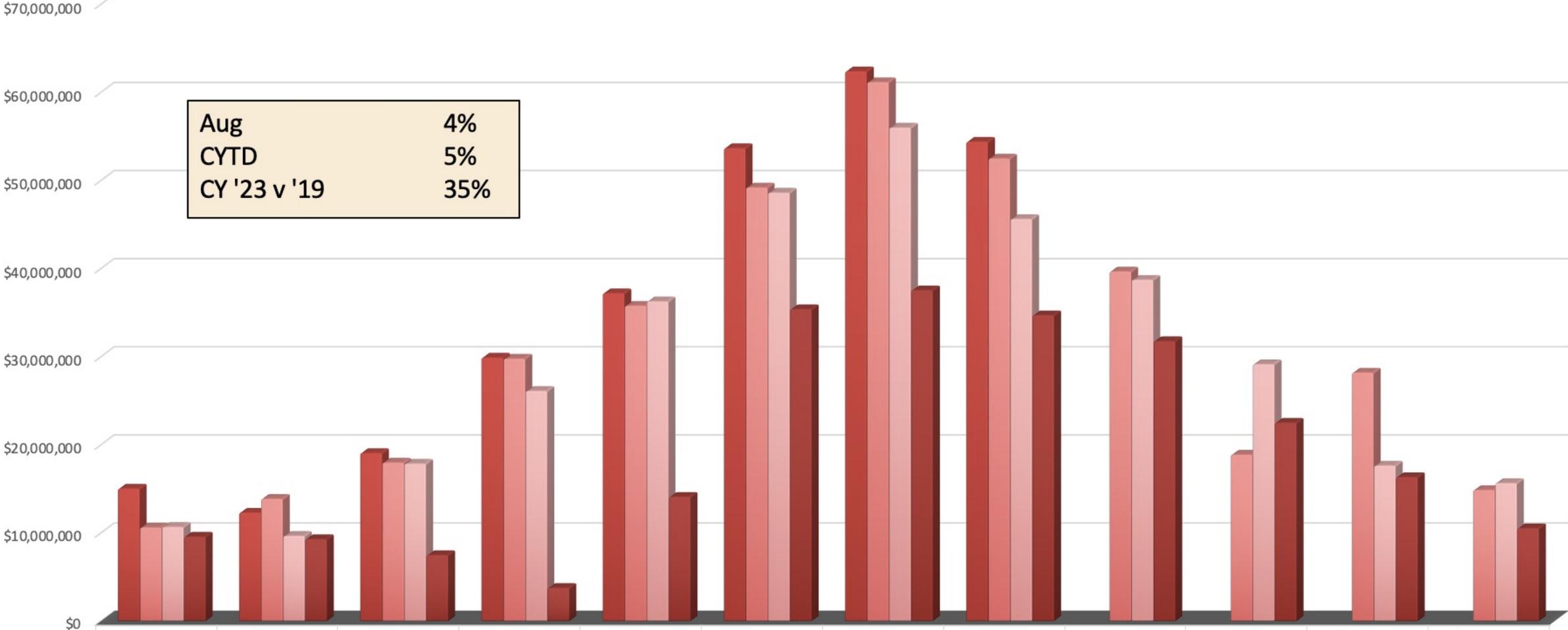
— Occupancy — Meals

Occupancy Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2023	32,326,040	17,078,293	22,911,263	43,812,778	61,544,693	137,311,567	215,518,673	148,053,622				
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	73,185,366	43,568,138	18,554,321	10,195,045
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
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

Meals Collections



Aug **4%**
CYTD **5%**
CY '23 v '19 **35%**

	January	February	March	April	May	June	July	August	September	October	November	December
■ 2023	15,014,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491				
■ 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	39,658,009	18,866,693	28,176,947	14,853,412
■ 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
■ 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

SUSTAINABLE LONG-TERM TOURISM GROWTH



Manage the impacts of tourism to do more good within the community.

SUSTAINABLE LONG-TERM TOURISM GROWTH





RAW OBX

ENTHUSIAST AUDIENCES

- They are passionate about their hobbies
- They help to share the story of how special this place is
- They will advocate and work to preserve the OBX
- They travel year-round

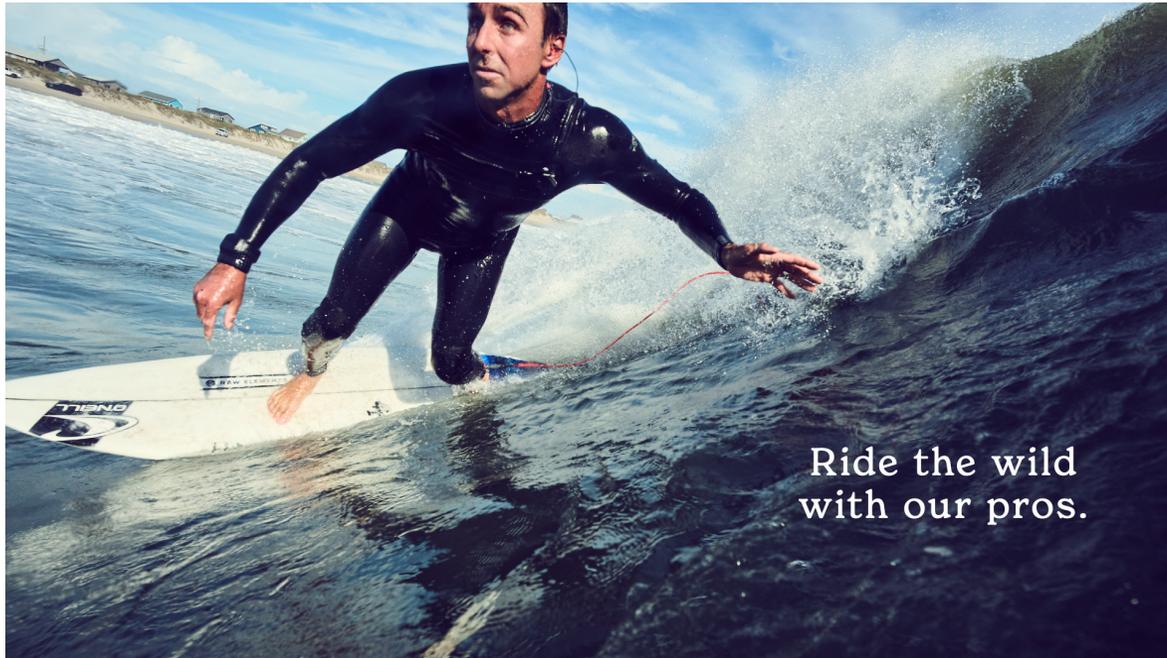






RAW OBY

RAW OBX - ADS



 **Visit The Outer Banks** 
Published by Ericka Riker  · January 6 · 

A vast ocean of good times awaits at the Outer Banks - we can't wait for you to cast your line. 



OUTERBANKS.ORG
Raw OBX [Learn more](#)
Fishing in the Outer Banks

218,115 People reached **46,299** Engagements [Boost post](#)

  810 61  102 

 Like  Comment  Share 

STEWARDSHIP



Visit The Outer Banks [Instagram]

12:00 pm - Monday, March 13 EDT



Harm Me Not



7 Leave No Trace Principles of the Outer Banks

By [Stephanie Hall](#) on Mar. 15, 2022

As visitation increases, so does the impact of foot, boat, and vehicle traffic on the OBX. Our coast's public lands are a great resource for hiking, wildlife viewing, fishing, relaxing and so much...

[Read More →](#)



Mindful Travel | Ways to Connect with the People and Culture of the Outer Banks

By [June Russell-Chamberlin](#) on Jan. 18, 2023

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[Read More →](#)



STEWARDSHIP

Website

Is the OBX accessible? 

How to travel with dogs 

How to off-road responsibly 

How to visit our parks and refuges 

What to do if you find a baby sea turtle on the beach? 

Travel Guide



Social Media



PRESS

outside the boat!) and some history of the Coast Guard, followed by the reenactment, which involves a lot of digging, ropes and even a tiny cannon. One lucky kid from the crowd gets “rescued” by the team. This is the only place in the U.S. that puts on these demos.

At the southern end of Hatteras Island, I visited the Cape Hatteras Lighthouse. Also black and white, the stripes are swirled.

The lighthouse is not presently open to climb, but there is a museum on the grounds.

As I drove through Hatteras enjoying the sights of the village, I noticed the atmosphere was different from the northern areas of Outer Banks.

Quirky little shops, like one called Pirate Stuff, and small restaurants are the norm here. As the young people say, it’s a whole vibe.

I popped into a bookshop where a shelf was dedicated to local authors and stories set in OBX. Another shelf housed “beach reads.”

I finally stopped for a bite at the delicious Diamond Shoals Restaurant in Buxton. Being my first time in the South, I sampled hush puppies (tasty!) and chowder to start. Crab cakes, my main, were absolutely perfect, light, fluffy and fresh.

CURTAIN CALL

That evening, I headed into the town of Manteo (pronounce Manteo like a Toronto person: “Man-e-o”) where I was swept back to 1587 in a theatrical rendition of local legend *The Lost Colony*. The play, which is performed outdoors, features an ensemble of college students decked out in Elizabethan finery. It tells the story of the English who sailed to North America and set up a colony on what is now Roanoke Island.

After befriending local Native American Manteo, the group forms a colony named Virginia, after Elizabeth I, England’s “virgin queen.”

For various reasons, the site of the village is later abandoned, and when a ship returns to Virginia from England three years later, everyone has disappeared.

The play theorizes what may have happened to the townsfolk.

The production is excellent — lighting, sound, music and choreog-



Beachside homes on Hatteras Island in the Outer Banks. Many homes in the area are large enough to accommodate groups and families. Above, volunteers perform a reenactment of a rescue at the Chicamacomico Lifesaving Station in Rodanthe. Top inset, sharks swim in their habitat at the North Carolina Aquarium. Middle, an injured sea turtle is cared for in a tank at the STAR Center. Left, seashells dot the sand at Coquina Beach in Nags Head. LAURA SHANTORA NELLES/TORONTO SUN PHOTOS

National Memorial. North Carolina is home to the “first flight” in history, thanks to the ever-blowing winds on OBX. A monument sits

nomical. Some even offer services like grocery delivery. I visited the newly opened 36-bedroom Kill Devil Hills Resort.

TURTLE-Y AWESOME

That afternoon I visited the NC Aquarium on Roanoke Island. The facility is home to the STAR

Kids can learn more about treating sick or injured turtles through a charming interactive exhibit where a toy turtle can be examined, treated and re-released.

After a quick stop in my room at the newly renovated Hotel Manteo, I headed downtown for dinner.

The fish taco salad at Ortega’s was outrageously good (fish of the day was mahi) and the margarita was one of the best I’ve had.

That evening, I took a walking tour of Manteo hosted by the town’s former top cop, Francis D’Ambra, who has an encyclopedic knowledge of local history and plenty of interesting tales from his time on the job.

His account of accompanying Richard Gere and Diane Lane during the filming of *Nights in Rodanthe* elicited plenty of chuckles.

Following the tour, I popped in at NouVines wine bar, which features an excellent wine list, live music, and a fascinating story behind its rustic wooden bar that was once on Al Capone’s boat. (I recommend doing the Alligator River wildlife tour first, then come here, and it’ll all come together.)

In downtown Manteo on Saturday morning, I visited some shops where I met one of the three town cats, Lulu, and meandered over to the Farmers Market. I spotted Chief D’Ambra and his granddaughter selling grape preserves, made from none other than the Mother Vine.

Back in Nags Head, I toured the dunes at Jockey’s Ridge State Park with my guide, Ranger Justin, and Craig from Friends of Jockey’s Ridge.

We visited the Maritime forest, a quiet sound-front beach, and a quirky local attraction, an old ‘sand castle’ from a now-defunct mini-putt. As the sands are always shifting in the ever-present winds, the castle is sometimes buried.

Hang gliding is available on-site where you can take to the windy skies. One very unique hang-gliding experience on offer is a replica of the Wright Brothers glider, crafted by the same recreationist who made the one at the memorial. Craig later showed me a beach just across Hwy. 12 from Jockey’s Ridge where there is plenty of free parking. Many surfers were out catching a wave.

DARE COUNTY NON-PROFITS

Directory

Blogs

Events

Voluntourism

Non-Profit Partners

View: [Grid](#) [List](#) Sort: [Recommended](#)



Kitty Hawk Rotary

50 S. Dogwood Tr

[Visit Website >](#)

[Quickview](#)



Your Guide to Recreating Responsibly in Outer Banks National Parks

By [Outer Banks Forever](#) on [May 19, 2022](#)



Chicamacomico Lifesaving Station Historic Site

23645 N.C. Hwy 12

[Volunteer >](#)

[Visit Website >](#) [Quickview](#)

SUSTAINABLE LONG-TERM TOURISM GROWTH





FINDING BALANCE: OUTER BANKS LONG-RANGE TOURISM MANAGEMENT PLAN

OBX Tourism Summit
November 2, 2023

The Outer Banks[®]

VISITORS BUREAU

outerbanks.org

LRTMP: ASPIRATIONS & THE WHY



“When residents benefit from a strong visitor economy, they become empowered to build stronger, more sustainable communities.

Tourism creates a bond of identity, pride, promise and purpose between people of a destination.”

- MMGY NextFactor

LRTMP: CREATING THE PLAN

Strategic steps were taken to **identify key opportunities and challenges for the Outer Banks as a destination for visitors ... and a quality of place for residents to live, work and play**. Following an extensive 18-month **engagement with community stakeholders**, the framework of the LRTMP was created.

4,538 Resident survey responses

179 DestinationNEXT stakeholder surveys

19 Task Force members who met for 4 working sessions

15 In-depth 1-on-1 interviews with community leaders

7 Focus groups

2 Resident town halls (Buxton and Kill Devil Hills)



LRTMP: VALUES & VISION

Through the work of the Task Force, the core values and key differentiators of the Outer Banks were examined, while a shared vision provided an **inspirational** and **aspirational** look ahead.

VALUES:

A **historically significant coastal community** rooted in **tradition**, shaped by its **dynamic natural environment** and celebrated for its quality experiences for locals and visitors.

10 YR. VISION:

In 2033, the Outer Banks will be idyllic island communities where **residents and visitors coexist and thrive** thanks to **thoughtful efforts to balance and sustain quality of life with quality of place.**



LRTMP: KEY STRATEGIC GOALS



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

OUTERBANKS.ORG/LRTMP

LRTMP: ROLES & RESPONSIBILITIES

As the Outer Banks Visitors Bureau doesn't own many of the assets and experiences related to the visitor economy, **we cannot single-handedly move the LRTMP forward without a lot of community collaboration, communication and support.**

ADVOCATE:

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

LEADER:

Take the lead as the organization to advance initiatives.

CONVENER:

Conveners of groups and those in positions to advance initiatives.

SUPPORTER:

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

TAKING THE NEXT STEP: LRTMP TASK FORCE

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



Community Groups Represented:

Attraction · Dare County/Board of Commissioners · DCTB · Education · Environmental Agency or Group · Hatteras Island Business · Healthcare · Infrastructure (Transportation & Housing) · Lodging Business · Municipality · National Park Service · Non-Profit Organization · Outer Banks Chamber of Commerce · Residents (4, including 1 HI and 1 NRPO) · Restaurant Business

104 Applications for open Task Force seats!

75% residents, 25% NRPO

LRTMP IN ACTION: VOLUNTOURISM

Non-profit section/directory created on **OuterBanks.org** in collaboration with Outer Banks Community Foundation

- Raises visitor awareness for our local non-profit groups
- Shines a light on the important work they are doing within our community
- Strengthens engagement with visitors and connects them with ways to get involved (volunteer opportunities, etc.)

The visitor comes away with a **deeper appreciation for this community and greater sense of responsibility, while benefitting our local initiatives and efforts**



Chicamacomico Lifesaving Station Historic Site

📍 23645 N.C. Hwy 12

[Volunteer >](#)

[Visit Website >](#)

[👁 Quickview](#)



OuterBanks.org/Voluntourism

LRTMP IN ACTION: STRATEGIC PARTNERSHIPS



In September 2023, the inaugural **Non-Profit Knowledge Series workshop** at College of the Albemarle took place, bringing together local non-profit leaders to explore ways to engage new donors and cultivate existing relationships

Collaboration between the Outer Banks Community Foundation and Outer Banks Visitors Bureau

Future events will include educational and social events

LRTMP IN ACTION: RESPONSIBLE TRAVEL

In an effort to promote a **Responsible Travel** mindset with our visitors, the Visitors Bureau will continue to strategically infuse this way of thinking into various marketing and media outlets (travel guide, blog, social, email newsletters, public relations), encouraging **thoughtful visitation**.



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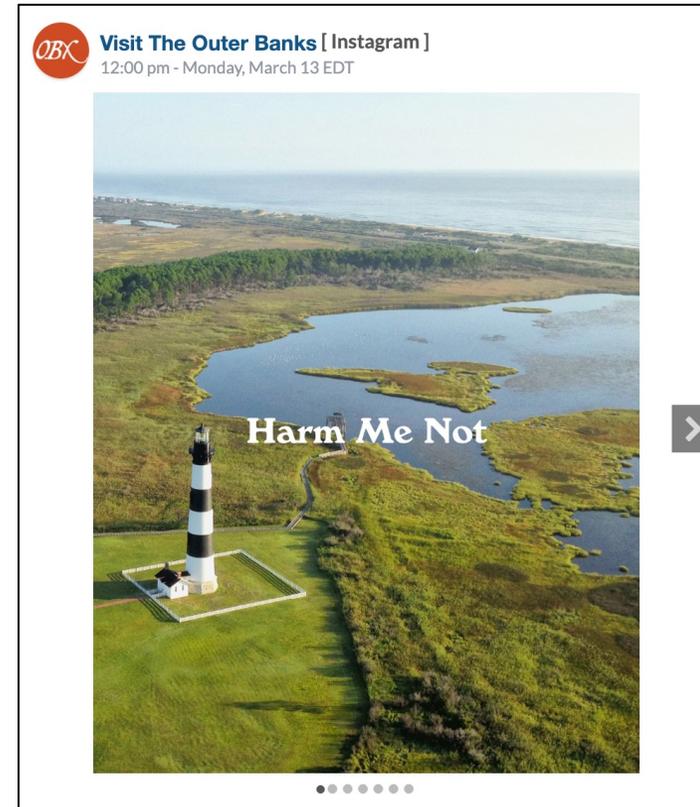


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THANK YOU!

Jeff Schwartzberg

Community Engagement Manager

Outer Banks Visitors Bureau

schwartzberg@outerbanks.org

252.473.7155

