

DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, OCTOBER 15, 2020  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
ONE VISITORS CENTER CIRCLE  
MANTEO, NC 27954

**AGENDA**

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the September 17, 2020 Meeting
- V. Public Comments
- VI. Steering Committee Report
  - 1. Three Year Strategic Goals Discussion
- VII. Budget & Finance Report-Budget & Finance Committee Chair
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
- XI. Board Member Comments
- XII. Set Date, Time, and Place of Next Meeting
- XIII. Adjournment

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, SEPTEMBER 17, 2020  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

**In-Person:** Jeff Pruitt, Vice-Chair; Ervin Bateman, Assistant Treasurer; and Karen Loopman-Davis.

**Via GoToMeeting:** Pat Weston, Treasurer; Webb Fuller, Secretary; Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Leo Holland, Ivy Ingram (9:06), and Jay Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Myra Ladd-Bone, Chair; and Bobby Owens.

**STAFF:**

Lee Nettles, Executive Director (in person)  
Diane Bognich, Director of Administration (GoToMeeting)  
Lorrie Love, Tourism Sales and Events Manager (in person)  
Amy Wood, Clerk to the Board/Administrative Specialist (GoToMeeting)

**OTHERS ATTENDING:**

**Via GoToMeeting:** Dave Hallac, Superintendent, Outer Banks Group, National Park Service; Jennifer Sweigart, Common Good newsletter.

The meeting was called to order at 9:00 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

**APPROVAL OF AGENDA:** Mr. Fuller moved to approve the agenda. Second by Mr. Burdick. There was no discussion and the motion passed unanimously.

**Yes:** Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Jeff Pruitt, and Pat Weston.

**No:** None. The motion passed unanimously (11-0).

**APPROVAL OF MINUTES:** Mr. Holland moved to approve the meeting minutes from August 20, 2020 meeting. Second by Mr. Burdick. There was no discussion and the motion passed unanimously.

**Yes:** Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Jeff Pruitt, and Pat Weston.

**No:** None. The motion passed unanimously (11-0).

**PUBLIC COMMENTS:** Superintendent Hallac reviewed visitations and ongoing projects in the national parks in the Outer Banks Group, including soon to be released Environmental Impact Studies and a redesign of the Oregon Inlet Fishing Center.

**BUDGET AND FINANCE REPORT:** Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 9.25% compared to 2019-2020 actual receipts.

**GRANTS AND LOCAL PUBLIC RELATIONS REPORT:** Ms. Chisolm reviewed the work of the Grants Committee and the recommended award amounts. Mr. Bateman moved to approve the following grant awards:

<u>Organization</u>	<u>Event</u>	<u>Recommended Amount</u>
Beach Food Pantry	Outer Banks Rum Festival	\$10,000.00
Chicamacomico Historical Assoc.	Chicamacomico Easter on Hatteras Island	\$1,000.00
Dare County Arts Council	Outer Banks: Homegrown: Fashion & Music	\$4,500.00
Dare County Restaurant Assoc.	Taste of the Beach	\$20,000.00
Elizabethan Gardens	WinterLights	\$20,000.00
Garage Band Charities	OBX Rod & Custom Festival	\$15,000.00
Hatteras Village Civic Assoc.	Hatteras Village Starry Nights	\$1,000.00
	Hatteras Village Waterfowl Festival	\$7,500.00
NC Coastal Federation	Hatteras Island Oyster Roast	\$3,500.00
Outer Banks Forever	Artist in Community Workshops & Showings	\$1,000.00
Outer Banks Giving Tree	Jingle Jog & Little Elf Fun Run	\$1,000.00 with caveat that the event must be live, not virtual
Outer Banks Seafood Festival	Chowder Banks Fest	\$8,000.00
Outer Banks Sporting Events	Flying Pirate Half Marathon	\$10,000.00 with caveat that the event must be live, not virtual
Town of Nags Head	31 <sup>st</sup> Annual St. Patrick's Day Parade	\$3,000.00
<i>TOTAL</i>		<i>\$105,500.00</i>

Second by Mr. Burdick. There was no further discussion.

**Yes:** Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Jeff Pruitt, and Pat Weston.

**No:** None. The motion passed unanimously (11-0).

Lee Nettles reviewed changes to the Event Grant Guidelines and Contract. The Board discussed these changes, disagreeing with the suggestion that T-shirts would not be reimbursable under the new guidelines. Following discussion, Mr. Burdick moved: that staff and legal counsel work together to clarify language regarding virtual events and that T-shirts be considered a reimbursable item under the grant guidelines. Second by Ms. Weston.

**Yes:** Ervin Bateman, Doug Brindley, Chuck Burdick, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Jeff Pruitt, and Pat Weston.

**No:** Tim Cafferty. The motion passed 10-1.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles updated the Board on:

- Redesigned outerbanks.org was live
- New BOX/OBX commercials running on connected TV
- Publishing a travel insert instead of travel guide in 2021, and update on ad sales
- Internet, Inquiry, and Fulfillment numbers

**OLD BUSINESS:** There was no old business before the Board.

**NEW BUSINESS:** There was no new business before the Board.

**BOARD MEMBER COMMENTS:** Mr. Burdick thanked Lee Nettles and staff for their hard work during COVID-19 recovery. Mr. Pruitt thanked Superintendent Hallac for his interaction with the community. Mr. Cafferty commended Mr. Pruitt on his job running the meeting.

**SET DATE, TIME AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, October 15, 2020 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC (virtual and in-person options available).

The Vice-Chair asked if there was any further business before the Board. Hearing none, the Vice-Chair adjourned the meeting at 10:13 a.m.

**ATTESTED:**

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Secretary, Dare County Tourism Board

**Dare County Tourism Board  
Three-Year Strategic Goals  
Adopted October 2016**

***Updated – April 20, 2017***

**Three-Year Strategic Goals**

1. Through marketing and promotion, provide a year-round connection to the Outer Banks that can't be found elsewhere (next best thing to being there). **Marketing**
2. Increase the number of people taking a desired action (guide request, email sign-up, social media following, click-thru to lodging partner site) as a result of OBVB marketing. **Marketing**
3. Develop consistent and effective communication with travel partners, local and state government and the Dare County public to inform of the value of local tourism and the efforts of the Board/Bureau. **Communication & Interaction**
4. Work with key stakeholder groups for the betterment of Dare County overnight visitation. **Communication & Interaction**
- ~~5. Complete Phase 3 (parking and electrical) development of The Soundside event site.~~
6. Increase the number of events held at The Soundside, with emphasis on less than peak seasons and working to minimize the negative impacts on local businesses. **Events**
- ~~7. Finalize timing/planning for Phase 2 (pavilion).~~
8. Be a leader for responsible growth and support of Dare County events. **Events**
9. Inform actions and spending through targeted research projects. **Marketing & Long-Term**
10. Conduct annual Tourism Summit with local travel partners. **Communication & Interaction**
11. Maintain regular interaction with NPS to build strategic partnership around common goals. **Communication & Interaction**
- ~~12. Develop professional development/educational series for local travel and tourism industry.~~
- ~~13. Develop a hospitality training program, either independently or in conjunction with other organizations.~~
14. Pursue new technology to enhance OBVB efforts and provide a competitive advantage in promoting the destination. **Marketing**
- ~~15. Be a catalyst for fun.~~
- ~~16. Encourage businesses/restaurants to stay open year round.~~

**Dare County Tourism Board  
Three-Year Strategic Goals  
Fall 2020**

**1. Market the destination in effective and innovative ways**

- Continue to connect the visitor to the OBX in ways not easily found elsewhere
- Track progress of the newly relaunched website, [outerbanks.org](http://outerbanks.org)
- Expand geographic and interest-based ad targeting programs
- Expand retargeting and sequential advertising efforts
- Continue booking pace and sentiment tracking research, pushing for real-time data wherever possible
- Evaluate the Travel Insert program as a replacement for the traditional Travel Guide

**2. Enhance communication and interaction with Stakeholder Groups and the Community**

- Continue production and distribution of DCTB meeting recaps
- Consider on-going webcast of DCTB meetings
- Restart stewardship presentations
- Create webinar series for industry partners
- Continue OBX Tourism Summit
- Cultivate key stakeholder relationships, such as, NPS, Chamber and Dare Emer Mgmt

**3. Grow non-peak seasons through event development**

- Monitor impact of recent changes to Event Grant program
- Secure amended Conditional Use Permit from Town of Nags Head for The Soundside combined property
- Build boardwalk along the sound side
- Develop a master plan for The Soundside expanded property and work to complete early phases

**4. Plan for and invest in a long-term tourism vision**

- Continue Tourism Impact Grant (TIG) funding
- Commission study to provide accurate visitor counts
- Create a tourism management and investment plan (including Resident Sentiment study)

**BUDGET & FINANCE PROJECTIONS  
OCCUPANCY & MEALS FY 2020-2021**

FISCAL YEAR		PROJECTED FY 20-21	ACTUAL FY 20-21	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$609,480.00	\$1,031,085.56	\$421,605.56	69.17%
JULY RECEIVED	MEALS	<u>\$240,750.00</u>	<u>\$343,466.82</u>	<u>\$102,716.82</u>	<u>42.67%</u>
		\$850,230.00	\$1,374,552.38	\$524,322.38	61.67%
JULY EARNED	OCCUPANCY	\$768,710.00	\$1,522,968.88	\$754,258.88	98.12%
AUGUST RECEIVED	MEALS	<u>\$329,000.00</u>	<u>\$378,907.71</u>	<u>\$49,907.71</u>	<u>15.17%</u>
		\$1,097,710.00	\$1,901,876.59	\$804,166.59	73.26%
AUGUST EARNED	OCCUPANCY	\$1,100,000.00	\$1,386,698.87	\$286,698.87	26.06%
SEPT RECEIVED	MEALS	<u>\$342,600.00</u>	<u>\$342,807.39</u>	<u>\$207.39</u>	<u>0.06%</u>
		\$1,442,600.00	\$1,729,506.26	\$286,906.26	19.89%
SEPTEMBER EARNED	OCCUPANCY	\$409,385.00	\$0.00	\$0.00	0.00%
OCT RECEIVED	MEALS	<u>\$220,225.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$629,610.00	\$0.00	\$0.00	0.00%
OCTOBER EARNED	OCCUPANCY	\$217,800.00	\$0.00	\$0.00	0.00%
NOV RECEIVED	MEALS	<u>\$180,100.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$397,900.00	\$0.00	\$0.00	0.00%
NOVEMBER EARNED	OCCUPANCY	\$90,900.00	\$0.00	\$0.00	0.00%
DEC RECEIVED	MEALS	<u>\$114,400.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$205,300.00	\$0.00	\$0.00	0.00%
DECEMBER EARNED	OCCUPANCY	\$43,300.00	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$90,800.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$134,100.00	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$69,200.00	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$65,990.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$135,190.00	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$47,800.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$72,455.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$120,255.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$74,690.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$110,235.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$184,925.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$183,450.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$175,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$359,135.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$300,000.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$220,865.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$520,865.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$2,478,190.00	\$3,940,753.31	\$1,462,563.31	59.02%
TO-DATE	MEALS	<u>\$912,350.00</u>	<u>\$1,065,181.92</u>	<u>\$152,831.92</u>	<u>16.75%</u>
		\$3,390,540.00	\$5,005,935.23	\$1,615,395.23	47.64%
TOTAL	OCCUPANCY	\$3,914,715.00			
PROJECTED	MEALS	<u>\$2,163,105.00</u>			
2020-2021		\$6,077,820.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2019-2020		2019	2020		
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$46,833.30	\$64,325.91	\$17,492.61	37.35%
	MEALS	<u>\$92,656.36</u>	<u>\$105,377.51</u>	<u>\$12,721.15</u>	<u>13.73%</u>
		\$139,489.66	\$169,703.42	\$30,213.76	21.66%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$61,766.11	\$82,572.04	\$20,805.93	33.69%
	MEALS	<u>\$76,743.92</u>	<u>\$98,628.09</u>	<u>\$21,884.17</u>	<u>28.52%</u>
		\$138,510.03	\$181,200.13	\$42,690.10	30.82%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$60,761.81	\$68,444.24	\$7,682.43	12.64%
	MEALS	<u>\$80,478.08</u>	<u>\$90,153.63</u>	<u>\$9,675.55</u>	<u>12.02%</u>
		\$141,239.89	\$158,597.87	\$17,357.98	12.29%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$94,423.77	\$30,251.77	(\$64,172.00)	-67.96%
	MEALS	<u>\$135,649.69</u>	<u>\$69,265.66</u>	<u>(\$66,384.03)</u>	<u>-48.94%</u>
		\$230,073.46	\$99,517.43	(\$130,556.03)	-56.75%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$215,483.12	\$12,691.08	(\$202,792.04)	-94.11%
	MEALS	<u>\$199,132.07</u>	<u>\$37,629.09</u>	<u>(\$161,502.98)</u>	<u>-81.10%</u>
		\$414,615.19	\$50,320.17	(\$364,295.02)	-87.86%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$365,789.79	\$280,883.88	(\$84,905.91)	-23.21%
	MEALS	<u>\$278,868.23</u>	<u>\$138,382.35</u>	<u>(\$140,485.88)</u>	<u>-50.38%</u>
		\$644,658.02	\$419,266.23	(\$225,391.79)	-34.96%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,019,991.19	\$1,031,085.56	\$11,094.37	1.09%
	MEALS	<u>\$399,780.43</u>	<u>\$343,466.82</u>	<u>(\$56,313.61)</u>	<u>-14.09%</u>
		\$1,419,771.62	\$1,374,552.38	(\$45,219.24)	-3.18%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$1,106,543.73	\$1,522,968.88	\$416,425.15	37.63%
	MEALS	<u>\$472,600.66</u>	<u>\$378,907.71</u>	<u>(\$93,692.95)</u>	<u>-19.82%</u>
		\$1,579,144.39	\$1,901,876.59	\$322,732.20	20.44%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,386,583.82	\$1,386,698.87	\$115.05	0.01%
	MEALS	<u>\$427,333.95</u>	<u>\$342,807.39</u>	<u>(\$84,526.56)</u>	<u>-19.78%</u>
		\$1,813,917.77	\$1,729,506.26	(\$84,411.51)	-4.65%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$456,102.94	\$0.00	\$0.00	0.00%
	MEALS	<u>\$245,359.41</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$701,462.35	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$225,976.76	\$0.00	\$0.00	0.00%
	MEALS	<u>\$196,138.50</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$422,115.26	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$115,681.16	\$0.00	\$0.00	0.00%
	MEALS	<u>\$122,310.47</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$237,991.63	\$0.00	\$0.00	0.00%
Total To Date	Occupancy	\$4,358,176.64	\$4,479,922.23	\$121,745.59	2.79%
	Meals	<u>\$2,163,243.39</u>	<u>\$1,604,618.25</u>	<u>(\$558,625.14)</u>	<u>-25.82%</u>
		\$6,521,420.03	\$6,084,540.48	(\$436,879.55)	-6.70%
Total for Year	OCCUPANCY	\$5,155,937.50			
	MEALS	<u>\$2,727,051.77</u>			
		\$7,882,989.27			



## OCCUPANCY &amp; MEALS FY 2020-2021

## ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 19-20	ACTUAL FY 20-21	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$1,019,991.19	\$1,031,085.56	\$11,094.37	1.09%
<u>JULY RECEIVED</u>	MEALS	<u>\$399,780.43</u>	<u>\$343,466.82</u>	<u>(\$56,313.61)</u>	<u>-14.09%</u>
		\$1,419,771.62	\$1,374,552.38	(\$45,219.24)	-3.18%
<i>JULY EARNED</i>	OCCUPANCY	\$1,106,543.73	\$1,522,968.88	\$416,425.15	37.63%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$472,600.66</u>	<u>\$378,907.71</u>	<u>(\$93,692.95)</u>	<u>-19.82%</u>
		\$1,579,144.39	\$1,901,876.59	\$322,732.20	20.44%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,386,583.82	\$1,386,698.87	\$115.05	0.01%
<u>SEPT RECEIVED</u>	MEALS	<u>\$427,333.95</u>	<u>\$342,807.39</u>	<u>(\$84,526.56)</u>	<u>-19.78%</u>
		\$1,813,917.77	\$1,729,506.26	(\$84,411.51)	-4.65%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$456,102.94	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$245,359.41</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$701,462.35	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$225,976.76	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	MEALS	<u>\$196,138.50</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$422,115.26	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$115,681.16	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	<u>\$122,310.47</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$237,991.63	\$0.00	\$0.00	0.00%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$64,325.91	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$105,377.51</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$169,703.42	\$0.00	\$0.00	0.00%
<i>JANUARY EARNED</i>	OCCUPANCY	\$82,572.04	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$98,628.09</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$181,200.13	\$0.00	\$0.00	0.00%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$68,444.24	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$90,153.63</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$158,597.87	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$30,251.77	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$69,265.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$99,517.43	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$12,691.08	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$37,629.09</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$50,320.17	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$280,883.88	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$138,382.35</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$419,266.23	\$0.00	\$0.00	0.00%
<b>TOTAL TO DATE</b>	OCCUPANCY	\$3,513,118.74	\$3,940,753.31	\$427,634.57	12.17%
	MEALS	<u>\$1,299,715.04</u>	<u>\$1,065,181.92</u>	<u>(\$234,533.12)</u>	<u>-18.04%</u>
		\$4,812,833.78	\$5,005,935.23	\$193,101.45	4.01%
<b>TOTAL</b>	OCCUPANCY	\$4,850,048.52			
<b>ACTUAL</b>	MEALS	<u>\$2,402,959.75</u>			
<b>2019-2020</b>		\$7,253,008.27			

# **Dare County Gross Collections on Retail Sales**

	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>Variance 2020-2019</b>	<b>Percent Change</b>
<b>January</b>	3,809,146	3,518,081	3,585,781	3,246,772	2,766,539	2,606,285	291,065	8.27%
<b>February</b>	3,323,370	3,026,989	2,738,341	2,728,504	2,289,103	2,128,970	296,381	9.79%
<b>March</b>	3,077,829	2,831,112	2,829,152	2,812,630	2,280,537	2,019,168	246,717	8.71%
<b>April</b>	3,465,302	4,266,897	3,948,431	3,729,748	3,547,074	3,007,272	-801,595	-18.79%
<b>May</b>	2,728,392	5,501,100	4,861,088	5,084,042	4,011,689	3,930,062	-2,772,708	-50.40%
<b>June</b>	5,686,714	7,096,777	6,558,353	6,355,380	5,676,881	5,553,791	-1,410,063	-19.87%
<b>July</b>	12,370,251	11,321,288	10,815,908	10,038,975	9,085,195	9,066,601	1,048,963	9.27%
<b>August</b>		13,178,541	12,870,106	12,961,419	12,153,647	10,985,313		0.00%
<b>September</b>		11,799,596	10,996,721	10,694,311	10,634,932	10,595,224		0.00%
<b>October</b>		6,834,818	6,542,087	7,181,012	6,631,836	6,261,920		0.00%
<b>November</b>		5,191,614	4,932,146	4,698,891	4,294,600	3,902,927		0.00%
<b>December</b>		3,874,539	3,719,123	3,759,730	3,904,190	2,995,244		0.00%
<b>YTD</b>	34,461,004	37,562,244	35,337,054	33,996,051	29,657,018	28,312,149	-3,101,240	-8.26%
<b>TOTAL</b>	34,461,004	78,441,352	74,397,237	73,291,414	67,276,223	63,052,777		
<b>YTD % Change</b>	-8.26%	6.30%	3.94%	14.63%	4.75%	4.97%		
<b>Total % Change</b>	-8.26%	5.44%	1.51%	8.94%	6.70%	5.09%		

Outer Banks Visitors Bureau														
Gross Occupancy Summary														
2007-2020														
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
January	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306	4,171,787	3,571,786	3,283,749
February	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002	2,231,381	2,642,080	2,581,654
March	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289	3,815,488	5,502,196	4,202,539
April	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724	11,079,765	8,899,988	11,315,913
May	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112	21,820,610	20,903,445	19,663,470
June	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630	56,771,695	65,529,705	61,057,567
July	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465	87,373,542	92,310,020	97,575,888
August	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681	96,469,017	95,817,540	84,228,391
September		45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276	34,425,803	30,653,566	30,770,807
October		22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119	15,129,892	13,961,791	15,001,325
November		11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045	6,708,504	6,392,023	6,852,685
December		6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348	3,653,289	3,710,254	3,429,743
YTD Total	442,920,795	431,958,470	410,449,104	393,456,705	373,746,784	360,951,543	347,255,553	332,704,377	320,455,151	307,589,919	296,120,209	283,733,285	295,176,760	283,909,170
Total	442,920,795	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997	343,650,773	349,894,394	339,963,731
YTD % Change	2.54%	5.24%	4.32%	5.27%	3.54%	3.94%	4.37%	3.82%	4.16%	3.87%	4.37%	-3.88%	3.97%	9.74%
Total % Change	2.54%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%	2.92%	9.61%
Month Increase/Decrease	0.67%	27.68%	5.62%	-4.51%	-5.70%	6.77%	7.32%	13.42%	-2.32%	-3.27%	-3.51%	0.68%	13.76%	8.94%
Qtr 1 (Dec-Feb)	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%	4.87%	9.77%	32.74%
Qtr 2 (Mar-May)	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%	0.35%	12.13%
Qtr 3 (June-Aug)	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%	-5.14%	4.45%	8.82%
Qtr 4 (Sept-Nov)		-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%	-3.07%	8.46%
Note: For January 2007, there were a couple of filings for past months totaling about \$80000 in gross rents. Adjusted gross occupancy would be 3,203,749, an increase of 34.33%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2007-2020														
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
January	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077	5,553,193	5,315,203	5,652,092
February	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714	5,878,828	5,901,277	5,864,520
March	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634	7,371,099	9,906,602	8,368,675
April	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388	12,570,914	10,696,837	13,018,031
May	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030	17,237,550	17,902,993	17,030,910
June	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735	25,850,095	26,110,903	26,398,208
July	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259	32,687,202	33,163,197	32,620,688
August	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361	31,285,408	32,095,228	31,213,494
September		24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839	19,444,780	17,335,174	19,572,423
October		19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890	12,630,255	12,192,193	12,942,026
November		12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724	8,298,475	8,044,142	9,001,275
December		10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306	6,123,554	6,457,727	7,449,495
YTD Total	151,739,174	209,992,919	192,512,198	188,763,809	180,028,903	175,148,884	167,533,410	160,350,712	157,652,621	142,563,649	141,001,198	138,434,289	141,092,240	140,166,618
Total	151,739,174	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957	184,931,353	185,121,476	189,131,837
YTD % Change	-27.74%	9.08%	1.99%	4.85%	2.79%	4.55%	4.48%	1.71%	10.58%	1.11%	1.85%	-1.88%	0.66%	4.02%
Total % Change	-27.74%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%	-2.12%	4.70%
Month Increase/(Decrease)	-21.21%	10.72%	4.79%	-3.22%	1.85%	-0.44%	5.28%	9.56%	24.04%	-14.25%	0.74%	-2.52%	2.82%	6.79%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%	-4.16%	-2.39%	0.76%
Qtr 2 (Mar-May)	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%	-3.45%	0.23%	2.44%
Qtr 3 (June-Aug)	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%	-1.69%	1.26%	5.69%
Qtr 4 (Sept-Nov)		3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%	-9.50%	8.40%
Note: For February 2006, \$496,634 was reported in gross receipts, but was not paid. If gross receipts corrected, 2006 would be \$5,507,753, a 6% increase														
For December 2006, \$470,400 was reported in gross receipts, but was not paid. If gross receipts corrected, 2006 would be \$7,135,251, a 4% increase														
For January 2009, about \$150,000 was reported from prior months, this is still an increase of \$87,990 or 1.66%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	25,804	21,243	9,991	21,848	18,954	34,898	50,462	56,934	149,040	101,762	68,241	39,261	77,827	57,144	60,734
February	36,064	52,546	36,814	143,923	27,050	39,974	64,152	69,405	79,720	89,994	71,212	134,203	97,209	54,050	55,880
March	79,865	76,403	65,753	85,386	29,171	208,302	123,529	186,658	249,522	63,921	166,270	149,882	184,588	160,084	65,539
April	156,538	127,482	140,738	877,315	9,994	254,169	580,729	450,715	587,966	1,930	308,672	366,481	321,223	365,960	48,233
May	274,409	249,701	329,396	309,416	91,397	665,277	745,164	864,675	990,995	1,130,609	552,057	639,286	607,239	600,680	254,673
June	379,391	265,719	263,476	417,010	351,108	1,229,304	1,431,385	1,666,397	1,830,953	2,412,414	1,046,720	989,369	1,196,072	1,288,613	795,837
July	749,249	321,538	401,465	300,025	363,847	1,816,435	1,336,272	1,613,934	1,966,882	2,685,694	1,647,615	1,435,632	1,542,434	1,563,325	1,043,368
August	382,004	230,703	295,816	369,371	373,764	1,157,766	890,569	1,232,064	1,510,242	1,588,143	1,314,037	1,415,838	1,296,981	872,728	902,896
September	224,305	188,428	125,217	254,760		603,072	503,200	803,646	427,073		630,648	656,337	557,989	437,579	
October	136,646	86,645	160,079	149,153		164,375	413,901	349,366	406,219		372,984	421,919	439,412	308,779	
November	72,340	81,256	77,097	74,856		107,575	121,397	118,727	126,014		231,209	205,025	201,959	143,147	
December	37,430	61,634	18,684	82,449		30,970	48,795	32,024	59,397		102,282	110,884	91,303	55,559	
<i>YTD Totals</i>	<i>2,083,324</i>	<i>1,345,335</i>	<i>1,543,449</i>	<i>2,524,294</i>	<i>1,265,285</i>	<i>5,406,125</i>	<i>5,222,262</i>	<i>6,140,782</i>	<i>7,365,320</i>	<i>8,074,467</i>	<i>5,174,824</i>	<i>5,169,952</i>	<i>5,323,573</i>	<i>4,962,584</i>	<i>3,227,160</i>
<b>Total</b>	<b>2,554,045</b>	<b>1,763,298</b>	<b>1,924,526</b>	<b>3,085,512</b>	<b>1,265,285</b>	<b>6,312,117</b>	<b>6,309,555</b>	<b>7,444,545</b>	<b>8,384,023</b>	<b>8,074,467</b>	<b>6,511,947</b>	<b>6,564,117</b>	<b>6,614,236</b>	<b>5,907,648</b>	<b>3,227,160</b>

Month Increase	-1.38%	-39.61%	28.22%	24.87%	1.19%	14.57%	-23.08%	38.35%	22.58%	5.16%	1.18%	7.75%	-8.39%	-32.71%	3.46%
<i>YTD Increase</i>	<b>21.15%</b>	<b>-35.42%</b>	<b>14.73%</b>	<b>63.55%</b>	<b>-49.88%</b>	<b>11.55%</b>	<b>-3.40%</b>	<b>17.59%</b>	<b>19.94%</b>	<b>9.63%</b>	<b>7.20%</b>	<b>-0.09%</b>	<b>2.97%</b>	<b>-6.78%</b>	<b>-34.97%</b>
<b>Total Year Increa</b>	<b>16.54%</b>	<b>-30.96%</b>	<b>9.14%</b>	<b>60.33%</b>		<b>9.49%</b>	<b>-0.04%</b>	<b>17.99%</b>	<b>12.62%</b>		<b>6.81%</b>	<b>0.80%</b>	<b>0.76%</b>	<b>-10.68%</b>	

Outer Banks Visitors Bureau  
 Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2018	2019	2020	2016	2017	2018	2019	2020	2019	2020
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Trave	Online Trave	Online Trave	Property	Property	Property	Property	Property	Other	Other
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management	Rental	Rental
									Agencies	Agencies	Agencies	Agencies	Agencies	Properties**	Properties**
January	1,237,556	1,231,693	1,257,924	1,301,265	1,437,035	12,750	19,038	18,951	4,901,521	5,742,596	5,632,280	4,641,865	6,501,671		4,048,599
February	1,322,085	1,562,373	1,581,432	1,331,764	1,533,776	21,179	21,882	25,687	2,113,601	3,025,121	3,299,316	4,283,950	4,958,235		3,640,228
March	3,048,117	2,625,980	3,034,735	2,618,614	1,246,258	46,450	48,950	24,532	4,309,813	4,006,629	5,645,680	6,065,892	2,033,390		392,302
April	4,545,245	5,755,388	4,790,774	5,082,911	272,368	94,478	129,659	6,532	8,083,104	12,673,454	12,073,020	14,912,027	382,791		54,406
May	6,995,624	7,781,122	7,657,044	8,296,802	3,148,199	223,246	148,954	188,734	21,184,107	22,356,377	23,236,092	25,901,180	23,445,254		7,959,755
June	10,724,168	11,713,936	11,720,032	11,050,965	11,291,492	373,865	220,076	689,124	60,621,694	64,523,921	79,376,489	86,974,007	88,087,699		15,349,447
July	14,702,019	15,241,700	13,517,098	13,333,255	16,489,187	488,402	280,756	291,105	111,492,605	121,406,705	116,827,701	93,189,170	131,031,173	9,774,831	14,163,157
August	12,963,240	11,871,548	12,441,921	14,094,249	13,307,261	422,935	266,881	244,691	91,755,613	88,138,009	93,023,812	121,424,486	122,944,015	24,094,200	14,432,996
September	8,044,658	6,960,599	5,190,429	6,280,715		127,801	128,596		35,992,377	39,786,449	41,912,607	37,793,636		5,444,607	
October	4,123,137	5,255,695	4,729,167	5,163,907		94,511	76,787		15,940,123	15,566,863	16,607,911	16,375,128		3,090,168	
November	2,491,471	2,754,045	2,101,808	1,972,903		35,749	31,815		6,134,126	7,540,897	7,319,364	9,080,251		1,659,752	
December	1,215,099	1,228,853	1,255,150	1,413,200		27,148	22,812		2,185,437	3,104,990	3,165,578	4,773,626		1,465,862	
<i>YTD Totals</i>	<i>55,538,054</i>	<i>57,783,740</i>	<i>56,000,960</i>	<i>57,109,825</i>	<i>48,725,576</i>	<i>1,683,305</i>	<i>1,136,196</i>	<i>1,489,356</i>	<i>304,462,058</i>	<i>321,872,812</i>	<i>339,114,390</i>	<i>357,392,577</i>	<i>379,384,228</i>	<i>33,869,031</i>	<i>60,040,890</i>
Total	71,412,419	73,982,932	69,277,514	71,940,550	48,725,576	1,968,514	1,396,206	1,489,356	364,714,121	387,872,011	408,119,850	425,415,218	379,384,228	45,529,420	60,040,890

Month Increase	11.32%	-8.42%	4.80%	13.28%	-5.58%		-36.90%	-8.31%	-8.06%	-3.94%	5.54%	30.53%	1.25%		-40.10%
<i>YTD Increase</i>	<b>8.92%</b>	<b>4.04%</b>	<b>-3.09%</b>	<b>1.98%</b>	<b>-14.68%</b>		<b>-32.50%</b>	<b>31.08%</b>	<b>2.19%</b>	<b>5.72%</b>	<b>5.36%</b>	<b>5.39%</b>	<b>6.15%</b>		
<b>Total Year Increa</b>	<b>5.35%</b>	<b>3.60%</b>	<b>-6.36%</b>	<b>3.84%</b>			<b>-29.07%</b>		<b>3.31%</b>	<b>6.35%</b>	<b>5.22%</b>	<b>4.24%</b>			

\* OTC amounts are included in Motel/Hotel for comparative purposes  
 \*\* Other Rental Properties is included in Property Management Agencies for comparative purposes. July 2019, County separated individual owners & STRs from PM Companies

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
January	10,031	45,893	80,128	100,883	103,524	6,278,051	7,131,148	7,115,084	6,272,045	8,223,680
February	16,671	100,360	121,379	111,202	123,301	3,599,607	4,938,755	5,205,555	6,004,609	6,788,236
March	112,325	177,413	239,016	191,043	100,157	7,924,692	7,159,836	9,356,430	9,370,541	3,538,436
April	87,331	319,158	278,446	356,959	0	13,435,059	19,822,692	18,054,916	22,183,138	715,316
May	114,954	233,603	269,937	329,769	122,541	29,786,428	32,005,253	32,964,383	36,428,842	28,192,673
June	165,585	316,197	421,313	441,718	529,356	74,166,862	79,240,527	94,643,779	102,003,266	103,467,906
July	360,458	486,546	488,988	538,288	643,415	130,768,381	140,228,393	134,391,620	110,890,945	152,256,684
August	215,044	383,434	426,743	534,008	621,785	107,787,704	102,930,101	108,717,337	138,805,084	139,737,864
September	171,161	243,058	201,660	210,087		45,666,221	48,338,071	48,791,548	45,403,850	0
October	102,725	229,934	217,916	215,456		20,839,990	21,974,957	22,503,851	22,618,642	0
November	96,064	31,732	146,707	126,782		9,132,785	10,734,352	9,965,662	11,523,953	0
December	53,113	260,812	143,609	120,970		3,624,331	4,815,968	4,706,348	6,505,201	0
<i>YTD Totals</i>	<i>1,082,399</i>	<i>2,062,604</i>	<i>2,325,950</i>	<i>2,603,870</i>	<i>2,244,079</i>	<i>373,746,784</i>	<i>393,456,705</i>	<i>410,449,104</i>	<i>431,958,470</i>	<i>442,920,795</i>
Total	1,505,462	2,828,140	3,035,842	3,277,165	2,244,079	453,010,111	479,320,053	496,416,513	518,010,116	442,920,795

Month Increase	33.40%	78.30%	11.30%	25.14%	16.44%	-5.70%	-4.51%	5.62%	27.68%	0.67%
<i>YTD Increase</i>	<b>71.35%</b>	<b>90.56%</b>	<b>12.77%</b>	<b>11.95%</b>	<b>-13.82%</b>	<b>3.54%</b>	<b>5.27%</b>	<b>4.32%</b>	<b>5.24%</b>	<b>2.54%</b>
<b>Total Year Increa</b>	<b>94.62%</b>	<b>87.86%</b>	<b>7.34%</b>	<b>7.95%</b>		<b>3.99%</b>	<b>5.81%</b>	<b>3.57%</b>	<b>4.35%</b>	

DARE COUNTY GROSS																		
OCCUPANCY BY DISTRICT																		
	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	TOTAL	TOTAL	TOTAL
AVON	434,039	5.3%	380,590	5.6%	138,732	3.9%	30,048	4.2%	2,066,612	7.3%	6,283,223	6.1%	11,853,109	7.8%	9,512,081	6.8%	30,698,434	6.9%
BUXTON	153,215	1.9%	162,973	2.4%	145,613	4.1%	63,878	8.9%	847,665	3.0%	2,319,946	2.2%	3,396,670	2.2%	2,661,554	1.9%	9,751,514	2.2%
COLINGTON	3,274	0.0%	6,168	0.1%	10,810	0.3%	0	0.0%	24,407	0.1%	216,365	0.2%	364,283	0.2%	312,553	0.2%	937,860	0.2%
FRISCO	102,027	1.2%	89,747	1.3%	47,494	1.3%	9,747	1.4%	754,299	2.7%	2,146,129	2.1%	3,153,413	2.1%	2,760,749	2.0%	9,063,605	2.0%
HATTERAS	239,225	2.9%	149,163	2.2%	107,696	3.0%	23,329	3.3%	1,067,301	3.8%	3,605,207	3.5%	6,465,000	4.2%	5,553,616	4.0%	17,210,537	3.9%
KILL DEVIL HILLS	2,055,516	25.0%	1,877,121	27.7%	918,296	26.0%	201,342	28.1%	5,429,553	19.3%	18,187,203	17.6%	23,860,833	15.7%	22,495,828	16.1%	75,025,692	16.9%
KITTY HAWK	746,475	9.1%	801,188	11.8%	414,239	11.7%	38,020	5.3%	2,084,664	7.4%	6,651,519	6.4%	8,342,133	5.5%	7,691,727	5.5%	26,769,965	6.0%
MANTEO-TOWN	170,435	2.1%	143,543	2.1%	68,224	1.9%	46,483	6.5%	504,989	1.8%	1,467,488	1.4%	1,603,378	1.1%	1,641,666	1.2%	5,646,206	1.3%
NAGS HEAD	2,239,211	27.2%	1,513,288	22.3%	844,330	23.9%	164,145	22.9%	7,038,514	25.0%	28,605,413	27.6%	38,857,728	25.5%	38,682,106	27.7%	117,944,735	26.6%
RODANTHE	138,440	1.7%	165,461	2.4%	124,809	3.5%	7,267	1.0%	994,456	3.5%	3,113,249	3.0%	6,961,433	4.6%	5,425,650	3.9%	16,930,765	3.8%
SALVO	166,784	2.0%	151,036	2.2%	52,537	1.5%	8,579	1.2%	588,373	2.1%	1,986,086	1.9%	7,793,423	5.1%	5,524,202	4.0%	16,271,020	3.7%
WAVES	173,850	2.1%	138,772	2.0%	64,020	1.8%	5,772	0.8%	875,701	3.1%	2,374,280	2.3%	5,101,837	3.4%	3,537,511	2.5%	12,271,743	2.8%
SOUTHERN SHORES	431,854	5.3%	327,899	4.8%	69,681	2.0%	9,167	1.3%	1,350,564	4.8%	6,673,186	6.4%	8,222,034	5.4%	7,916,829	5.7%	25,001,214	5.6%
DUCK	973,632	11.8%	621,871	9.2%	453,220	12.8%	93,678	13.1%	3,716,546	13.2%	18,177,434	17.6%	25,056,315	16.5%	24,833,969	17.8%	73,926,665	16.7%
RIM (ROANOKE ISL. MAIN)	178,581	2.2%	235,653	3.5%	55,283	1.6%	8,348	1.2%	663,286	2.4%	986,934	1.0%	973,034	0.6%	967,930	0.7%	4,069,049	0.9%
OTC UNATTRIBUTED*	17,122	0.2%	23,763	0.4%	23,452	0.7%	5,513	0.8%	185,743	0.7%	674,244	0.7%	252,061	0.2%	219,893	0.2%	1,401,791	0.3%
TOTAL	8,223,680	100.0%	6,788,236	100.1%	3,538,436	100.0%	715,316	100.0%	28,192,673	100.0%	103,467,906	100.0%	152,256,684	100.0%	139,737,864	100.0%	442,920,795	100.0%
* Part of OTC transactions are reported by district.																		
The amounts are included in the districts of KDH, KH, NH. The remaining is reported under OTC																		



DARE COUNTY GROSS																		
MEALS BY DISTRICT																		
	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	TOTAL	TOTAL	TOTAL
AVON - 1	270,637	2.8%	277,555	3.0%	220,022	2.9%	110,415	2.9%	706,126	5.0%	1,903,871	5.4%	1,921,229	5.1%	1,761,166	5.1%	7,171,021	4.7%
BUXTON - 2	158,548	1.7%	131,822	1.4%	184,755	2.5%	100,175	2.7%	431,796	3.1%	1,314,854	3.7%	1,309,809	3.5%	1,161,413	3.3%	4,793,172	3.2%
COLINGTON - 3	61,040	0.6%	111,816	1.2%	57,273	0.8%	51,470	1.4%	110,255	0.8%	323,053	0.9%	283,287	0.8%	517,144	1.5%	1,515,338	1.0%
FRISCO - 5	149,794	1.6%	92,226	1.0%	9,415	0.1%	88,905	2.4%	147,558	1.0%	264,210	0.7%	323,934	0.9%	277,784	0.8%	1,353,826	0.9%
HATTERAS - 6	20,554	0.2%	39,069	0.4%	44,105	0.6%	6,891	0.2%	224,957	1.6%	828,595	2.3%	811,540	2.2%	622,896	1.8%	2,598,607	1.7%
KILL DEVIL HILLS - 7	3,030,736	31.7%	3,173,984	34.2%	2,362,500	31.6%	1,093,292	29.2%	3,552,444	25.2%	9,022,628	25.5%	9,288,088	24.7%	8,527,837	24.6%	40,051,509	26.4%
KITTY HAWK - 8	1,799,644	18.8%	1,604,718	17.3%	1,125,357	15.1%	737,774	19.7%	2,032,942	14.4%	4,467,270	12.6%	4,831,902	12.9%	4,447,622	12.8%	21,047,229	13.9%
MANTEO-TOWN - 10	955,731	10.0%	779,047	8.4%	691,359	9.3%	332,005	8.9%	1,213,967	8.6%	1,839,180	5.2%	2,075,092	5.5%	1,653,471	4.8%	9,539,852	6.3%
RIM (ROANOKE ISL. M	219,443	2.3%	165,193	1.8%	188,491	2.5%	134,607	3.6%	267,796	1.9%	349,795	1.0%	368,803	1.0%	464,906	1.3%	2,159,034	1.4%
NAGS HEAD - 14	1,823,494	19.1%	1,892,513	20.4%	1,649,672	22.1%	846,543	22.6%	3,059,988	21.7%	8,517,851	24.1%	10,169,265	27.1%	8,890,686	25.6%	36,850,012	24.3%
RODANTHE - 15	23,211	0.2%	17,721	0.2%	29,023	0.4%	17,392	0.5%	179,186	1.3%	457,470	1.3%	438,997	1.2%	415,794	1.2%	1,578,794	1.0%
SALVO - 18	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5,010	0.0%	40,793	0.1%	53,343	0.1%	30,041	0.1%	129,187	0.1%
WAVES - 19	21,957	0.2%	25,502	0.3%	68,108	0.9%	21,006	0.6%	219,190	1.6%	677,632	1.9%	494,010	1.3%	299,026	0.9%	1,826,431	1.2%
SOUTHERN SHORES -	522,960	5.5%	367,120	4.0%	384,555	5.2%	129,975	3.5%	431,285	3.1%	1,144,690	3.2%	1,041,675	2.8%	997,366	2.9%	5,019,626	3.3%
DUCK - 21	509,944	5.3%	602,110	6.5%	451,567	6.0%	79,278	2.1%	1,497,309	10.6%	4,225,720	11.9%	4,120,252	11.0%	4,619,356	13.3%	16,105,536	10.6%
TOTAL	9,567,693	100.0%	9,280,396	100.0%	7,466,202	100.0%	3,749,728	100.0%	14,079,809	100.0%	35,377,612	100.0%	37,531,226	100.0%	34,686,508	100.0%	151,739,174	100.0%

DARE COUNTY GROSS															
OCCUPANCY BY DISTRICT															
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	MAY	MAY	(Decrease)
<b>HATTERAS ISLAND:</b>															
RODANTHE	138,440	155,233	-10.82%	165,461	178,321	-7.21%	124,809	235,134	-46.92%	7,267	816,711	-99.11%	994,456	1,415,555	-29.75%
WAVES	173,850	214,579	-18.98%	138,772	194,030	-28.48%	64,020	218,326	-70.68%	5,772	669,600	-99.14%	875,701	1,162,476	-24.67%
SALVO	166,784	103,194	61.62%	151,036	190,333	-20.65%	52,537	151,805	-65.39%	8,579	624,521	-98.63%	588,373	1,186,880	-50.43%
AVON	434,039	412,817	5.14%	380,590	542,733	-29.88%	138,732	614,483	-77.42%	30,048	1,921,566	-98.44%	2,066,612	2,959,234	-30.16%
BUXTON	153,215	109,939	39.36%	162,973	164,879	-1.16%	145,613	345,191	-57.82%	63,878	813,784	-92.15%	847,665	1,256,530	-32.54%
FRISCO	102,027	76,242	33.82%	89,747	109,527	-18.06%	47,494	206,052	-76.95%	9,747	531,280	-98.17%	754,299	935,392	-19.36%
HATTERAS	239,225	195,167	22.57%	149,163	225,587	-33.88%	107,696	272,582	-60.49%	23,329	864,032	-97.30%	1,067,301	1,659,500	-35.69%
<b>TOTAL HATTERAS ISLAND</b>	1,407,580	1,267,171	11.08%	1,237,742	1,605,410	-22.90%	680,901	2,043,573	-66.68%	148,620	6,241,494	-97.62%	7,194,407	10,575,567	-31.97%
<b>NORTHERN BEACHES:</b>															
DUCK	973,632	585,568	66.27%	621,871	419,880	48.11%	453,220	777,209	-41.69%	93,678	2,127,813	-95.60%	3,716,546	4,718,029	-21.23%
SOUTHERN SHORES	431,854	346,044	24.80%	327,899	231,269	41.78%	69,681	335,007	-79.20%	9,167	540,818	-98.30%	1,350,564	1,068,020	26.45%
KITTY HAWK	746,475	646,687	15.43%	801,188	695,819	15.14%	414,239	1,145,909	-63.85%	38,020	1,874,991	-97.97%	2,084,664	2,768,360	-24.70%
COLINGTON	3,274	6,172	-46.95%	6,168	5,149	19.79%	10,810	12,563	-13.95%	0	20,313	-100.00%	24,407	52,228	-53.27%
KILL DEVIL HILLS	2,055,516	1,719,691	19.53%	1,877,121	1,468,481	27.83%	918,296	2,370,776	-61.27%	201,342	4,919,938	-95.91%	5,429,553	7,408,563	-26.71%
NAGS HEAD	2,239,211	1,463,725	52.98%	1,513,288	1,206,348	25.44%	844,330	2,213,962	-61.86%	164,145	5,044,713	-96.75%	7,038,514	8,653,751	-18.67%
<b>TOTAL NORTHERN BEACHES</b>	6,449,962	4,767,887	35.28%	5,147,535	4,026,946	27.83%	2,710,576	6,855,426	-60.46%	506,352	14,528,586	-96.51%	19,644,248	24,668,951	-20.37%
<b>ROANOKE ISLAND:</b>															
MANTEO-TOWN	170,435	113,227	50.53%	143,543	242,653	-40.84%	68,224	238,085	-71.34%	46,483	1,121,840	-95.86%	504,989	781,975	-35.42%
RIM (ROANOKE ISL. MAINLAN	178,581	107,493	66.13%	235,653	109,892	114.44%	55,283	194,420	-71.57%	8,348	211,242	-96.05%	663,286	271,697	144.13%
<b>TOTAL ROANOKE ISLAND</b>	349,016	220,720	58.13%	379,196	352,545	7.56%	123,507	432,505	-71.44%	54,831	1,333,082	-95.89%	1,168,275	1,053,672	10.88%
<b>OTC UNATTRIBUTED</b>	17,122	16,267	5.26%	23,763	19,708	20.58%	23,452	39,037	-39.92%	5,513	79,976	-93.11%	185,743	130,652	42.17%
*Part of OTC transactions are reported by district. The amounts are included in KDH, KH, NH. The remaining is reported under OTC.															
<b>TOTAL</b>	8,223,680	6,272,045	31.12%	6,788,236	6,004,609	13.05%	3,538,436	9,370,541	-62.24%	715,316	22,183,138	-96.78%	28,192,673	36,428,842	-22.61%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	YTD 2020	YTD 2019	% Increase
	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE	3,113,249	4,182,047	-25.56%	6,961,433	3,639,299	91.28%	5,425,650	6,123,824	-11.40%	16,930,765	16,746,124	1.10%
WAVES	2,374,280	3,131,596	-24.18%	5,101,837	2,473,064	106.30%	3,537,511	4,346,677	-18.62%	12,271,743	12,410,348	-1.12%
SALVO	1,986,086	4,166,076	-52.33%	7,793,423	2,374,016	228.28%	5,524,202	7,260,344	-23.91%	16,271,020	16,057,169	1.33%
AVON	6,283,223	8,339,116	-24.65%	11,853,109	7,089,968	67.18%	9,512,081	10,788,881	-11.83%	30,698,434	32,668,798	-6.03%
BUXTON	2,319,946	2,278,864	1.80%	3,396,670	2,393,779	41.90%	2,661,554	2,562,303	3.87%	9,751,514	9,925,269	-1.75%
FRISCO	2,146,129	2,188,753	-1.95%	3,153,413	2,350,832	34.14%	2,760,749	2,808,411	-1.70%	9,063,605	9,206,489	-1.55%
HATTERAS	3,605,207	4,114,280	-12.37%	6,465,000	4,267,435	51.50%	5,553,616	5,733,491	-3.14%	17,210,537	17,332,074	-0.70%
<b>TOTAL HATTERAS ISLAND</b>	21,828,120	28,400,732	-23.14%	44,724,885	24,588,393	81.89%	34,975,363	39,623,931	-11.73%	112,197,618	114,346,271	-1.88%
<b>NORTHERN BEACHES:</b>												
DUCK	18,177,434	18,163,589	0.08%	25,056,315	20,666,081	21.24%	24,833,969	23,271,322	6.71%	73,926,665	70,729,491	4.52%
SOUTHERN SHORES	6,673,186	6,287,807	6.13%	8,222,034	7,042,991	16.74%	7,916,829	6,852,073	15.54%	25,001,214	22,704,029	10.12%
KITTY HAWK	6,651,519	5,634,710	18.05%	8,342,133	7,242,797	15.18%	7,691,727	7,612,137	1.05%	26,769,965	27,621,410	-3.08%
COLINGTON	216,365	182,414	18.61%	364,283	271,926	33.96%	312,553	225,336	38.71%	937,860	776,101	20.84%
KILL DEVIL HILLS	18,187,203	16,067,016	13.20%	23,860,833	19,150,891	24.59%	22,495,828	21,089,248	6.67%	75,025,692	74,194,604	1.12%
NAGS HEAD	28,605,413	25,570,224	11.87%	38,857,728	30,483,739	27.47%	38,682,106	38,243,992	1.15%	117,944,735	112,880,454	4.49%
<b>TOTAL NORTHERN BEACHES</b>	78,511,120	71,905,760	9.19%	104,703,326	84,858,425	23.39%	101,933,012	97,294,108	4.77%	319,606,131	308,906,089	3.46%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN	1,467,488	1,208,859	21.39%	1,603,378	1,182,324	35.61%	1,641,666	1,287,494	27.51%	5,646,206	6,176,457	-8.59%
RIM (ROANOKE ISL. MAINLAND)	986,934	295,713	233.75%	973,034	25,459	3721.96%	967,930	372,374	159.93%	4,069,049	1,588,290	156.19%
<b>TOTAL ROANOKE ISLAND</b>	2,454,422	1,504,572	63.13%	2,576,412	1,207,783	113.32%	2,609,596	1,659,868	57.22%	9,715,255	7,764,747	25.12%
<b>OTC UNATTRIBUTED</b>	674,244	192,202	250.80%	252,061	236,344	6.65%	219,893	227,177	-3.21%	1,401,791	941,363	48.91%
*Part of OTC transactions are reported												
<b>TOTAL</b>	103,467,906	102,003,266	1.44%	152,256,684	110,890,945	37.30%	139,737,864	138,805,084	0.67%	442,920,795	431,958,470	2.54%

DARE COUNTY GROSS															
MEALS BY DISTRICT															
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	MAY	MAY	(Decrease)
<b>HATTERAS ISLAND:</b>															
RODANTHE - 15	23,211	15,265	52.05%	17,721	16,337	8.47%	29,023	31,347	-7.41%	17,392	188,191	-90.76%	179,186	396,911	-54.85%
WAVES - 19	21,957	17,002	29.14%	25,502	21,195	20.32%	68,108	83,625	-18.56%	21,006	275,896	-92.39%	219,190	445,889	-50.84%
SALVO - 18	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	0	276	-100.00%	5,010	15,531	-67.74%
AVON - 1	270,637	213,771	26.60%	277,555	214,211	29.57%	220,022	382,698	-42.51%	110,415	846,018	-86.95%	706,126	1,217,728	-42.01%
BUXTON - 2	158,548	164,197	-3.44%	131,822	186,036	-29.14%	184,755	342,224	-46.01%	100,175	709,517	-85.88%	431,796	1,032,683	-58.19%
FRISCO - 5	149,794	17,979	733.16%	92,226	19,419	374.93%	9,415	28,980	-67.51%	88,905	50,827	74.92%	147,558	72,634	103.15%
HATTERAS - 6	20,554	10,871	89.07%	39,069	48,544	-19.52%	44,105	131,962	-66.58%	6,891	418,663	-98.35%	224,957	754,968	-70.20%
<b>TOTAL HATTERAS ISLAND</b>	<b>644,701</b>	<b>439,085</b>	<b>46.83%</b>	<b>583,895</b>	<b>505,742</b>	<b>15.45%</b>	<b>555,428</b>	<b>1,000,836</b>	<b>-44.50%</b>	<b>344,784</b>	<b>2,489,388</b>	<b>-86.15%</b>	<b>1,913,823</b>	<b>3,936,344</b>	<b>-51.38%</b>
<b>NORTHERN BEACHES:</b>															
DUCK - 21	509,944	442,133	15.34%	602,110	410,245	46.77%	451,567	841,090	-46.31%	79,278	1,762,874	-95.50%	1,497,309	3,288,737	-54.47%
SOUTHERN SHORES - 20	522,960	1,507,308	-65.31%	367,120	468,909	-21.71%	384,555	551,241	-30.24%	129,975	653,624	-80.11%	431,285	969,277	-55.50%
KITTY HAWK - 8	1,799,644	1,472,747	22.20%	1,604,718	1,552,993	3.33%	1,125,357	2,258,057	-50.16%	737,774	3,241,423	-77.24%	2,032,942	3,850,942	-47.21%
COLINGTON - 3	61,040	64,345	-5.14%	111,816	82,095	36.20%	57,273	111,758	-48.75%	51,470	206,497	-75.07%	110,255	306,637	-64.04%
KILL DEVIL HILLS - 7	3,030,736	2,588,635	17.08%	3,173,984	2,326,259	36.44%	2,362,500	4,816,907	-50.95%	1,093,292	5,333,306	-79.50%	3,552,444	6,594,904	-46.13%
NAGS HEAD - 14	1,823,494	1,687,822	8.04%	1,892,513	1,674,843	13.00%	1,649,672	3,109,265	-46.94%	846,543	4,888,589	-82.68%	3,059,988	6,912,721	-55.73%
<b>TOTAL NORTHERN BEACHES</b>	<b>7,747,818</b>	<b>7,762,990</b>	<b>-0.20%</b>	<b>7,752,261</b>	<b>6,515,344</b>	<b>18.98%</b>	<b>6,030,924</b>	<b>11,688,318</b>	<b>-48.40%</b>	<b>2,938,332</b>	<b>16,086,313</b>	<b>-81.73%</b>	<b>10,684,223</b>	<b>21,923,218</b>	<b>-51.27%</b>
<b>ROANOKE ISLAND:</b>															
MANTEO-TOWN - 10	955,731	824,328	15.94%	779,047	735,098	5.98%	691,359	1,020,732	-32.27%	332,005	1,292,941	-74.32%	1,213,967	1,709,452	-28.99%
MANTEO-OUTSIDE - 11	219,443	205,713	6.67%	165,193	182,162	-9.32%	188,491	283,181	-33.44%	134,607	283,825	-52.57%	267,796	326,537	-17.99%
<b>TOTAL ROANOKE ISLAND</b>	<b>1,175,174</b>	<b>1,030,041</b>	<b>14.09%</b>	<b>944,240</b>	<b>917,260</b>	<b>2.94%</b>	<b>879,850</b>	<b>1,303,913</b>	<b>-32.52%</b>	<b>466,612</b>	<b>1,576,766</b>	<b>-70.41%</b>	<b>1,481,763</b>	<b>2,035,989</b>	<b>-27.22%</b>
<b>TOTAL</b>	<b>9,567,693</b>	<b>9,232,116</b>	<b>3.63%</b>	<b>9,280,396</b>	<b>7,938,346</b>	<b>16.91%</b>	<b>7,466,202</b>	<b>13,993,067</b>	<b>-46.64%</b>	<b>3,749,728</b>	<b>20,152,467</b>	<b>-81.39%</b>	<b>14,079,809</b>	<b>27,895,551</b>	<b>-49.53%</b>

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	YTD 2020	YTD 2019	% Increase
	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE - 15	457,470	586,269	-21.97%	438,997	631,965	-30.53%	415,794	556,845	-25.33%	1,578,794	2,423,130	-34.84%
WAVES - 19	677,632	821,923	-17.56%	494,010	904,357	-45.37%	299,026	839,342	-64.37%	1,826,431	3,409,229	-46.43%
SALVO - 18	40,793	41,308	-1.25%	53,343	48,533	9.91%	30,041	38,714	-22.40%	129,187	144,362	-10.51%
AVON - 1	1,903,871	1,986,673	-4.17%	1,921,229	2,147,119	-10.52%	1,761,166	2,356,559	-25.27%	7,171,021	9,364,777	-23.43%
BUXTON - 2	1,314,854	1,437,869	-8.56%	1,309,809	1,550,771	-15.54%	1,161,413	1,193,217	-2.67%	4,793,172	6,616,514	-27.56%
FRISCO - 5	264,210	116,643	126.51%	323,934	153,122	111.55%	277,784	146,168	90.04%	1,353,826	605,772	123.49%
HATTERAS - 6	828,595	1,150,158	-27.96%	811,540	1,169,496	-30.61%	622,896	1,006,885	-38.14%	2,598,607	4,691,547	-44.61%
<b>TOTAL HATTERAS ISLAND</b>	<b>5,487,425</b>	<b>6,140,843</b>	<b>-10.64%</b>	<b>5,352,862</b>	<b>6,605,363</b>	<b>-18.96%</b>	<b>4,568,120</b>	<b>6,137,730</b>	<b>-25.57%</b>	<b>19,451,038</b>	<b>27,255,331</b>	<b>-28.63%</b>
<b>NORTHERN BEACHES:</b>												
DUCK - 21	4,225,720	4,473,774	-5.54%	4,120,252	6,153,707	-33.04%	4,619,356	5,356,760	-13.77%	16,105,536	22,729,320	-29.14%
SOUTHERN SHORES - 20	1,144,690	1,282,906	-10.77%	1,041,675	1,364,222	-23.64%	997,366	1,332,231	-25.14%	5,019,626	8,129,718	-38.26%
KITTY HAWK - 8	4,467,270	5,448,558	-18.01%	4,831,902	6,356,596	-23.99%	4,447,622	5,650,299	-21.29%	21,047,229	29,831,615	-29.45%
COLINGTON - 3	323,053	390,992	-17.38%	283,287	530,362	-46.59%	517,144	457,507	13.04%	1,515,338	2,150,193	-29.53%
KILL DEVIL HILLS - 7	9,022,628	9,137,347	-1.26%	9,288,088	11,547,314	-19.56%	8,527,837	11,460,653	-25.59%	40,051,509	53,805,325	-25.56%
NAGS HEAD - 14	8,517,851	9,773,440	-12.85%	10,169,265	11,844,622	-14.14%	8,890,686	11,006,096	-19.22%	36,850,012	50,897,398	-27.60%
<b>TOTAL NORTHERN BEACHES</b>	<b>27,701,212</b>	<b>30,507,017</b>	<b>-9.20%</b>	<b>29,734,469</b>	<b>37,796,823</b>	<b>-21.33%</b>	<b>28,000,011</b>	<b>35,263,546</b>	<b>-20.60%</b>	<b>120,589,250</b>	<b>167,543,569</b>	<b>-28.03%</b>
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN - 10	1,839,180	2,180,574	-15.66%	2,075,092	2,703,775	-23.25%	1,653,471	2,225,872	-25.72%	9,539,852	12,692,772	-24.84%
MANTEO-OUTSIDE - 11	349,795	383,683	-8.83%	368,803	440,034	-16.19%	464,906	396,112	17.37%	2,159,034	2,501,247	-13.68%
<b>TOTAL ROANOKE ISLAND</b>	<b>2,188,975</b>	<b>2,564,257</b>	<b>-14.64%</b>	<b>2,443,895</b>	<b>3,143,809</b>	<b>-22.26%</b>	<b>2,118,377</b>	<b>2,621,984</b>	<b>-19.21%</b>	<b>11,698,886</b>	<b>15,194,019</b>	<b>-23.00%</b>
<b>TOTAL</b>	<b>35,377,612</b>	<b>39,212,117</b>	<b>-9.78%</b>	<b>37,531,226</b>	<b>47,545,995</b>	<b>-21.06%</b>	<b>34,686,508</b>	<b>44,023,260</b>	<b>-21.21%</b>	<b>151,739,174</b>	<b>209,992,919</b>	<b>-27.74%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 9/30/20

	Jul - Sep 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax - 75%	2,955,564.98	2,936,036.00	19,528.98	100.7%
3040 · Meals Tax - 75%	798,886.44	1,622,330.00	-823,443.56	49.2%
3050 · Website Advertising	30,989.99	75,000.00	-44,010.01	41.3%
3210 · Interest Income	1,172.78	50,000.00	-48,827.22	2.3%
3220 · Other	155.00	1,000.00	-845.00	15.5%
<b>Total Income</b>	<b>3,786,769.19</b>	<b>4,684,366.00</b>	<b>-897,596.81</b>	<b>80.8%</b>
<b>Gross Profit</b>	<b>3,786,769.19</b>	<b>4,684,366.00</b>	<b>-897,596.81</b>	<b>80.8%</b>
Expense				
5000 · Director Compensation	4,275.00	17,100.00	-12,825.00	25.0%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	88.75	7,000.00	-6,911.25	1.3%
5003 · Directors & Officers Insurance	3,315.00	3,315.00	0.00	100.0%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	199,561.46	695,000.00	-495,438.54	28.7%
5020 · Salaries (Part Time) Promotion	12,956.26	103,000.00	-90,043.74	12.6%
5025 · Salaries (Part Time) Welcome AB	14,036.23	79,500.00	-65,463.77	17.7%
5026 · Salaries (Part Time) Welcome RI	32,128.36	131,525.00	-99,396.64	24.4%
5030 · Payroll Taxes	19,546.17	84,285.00	-64,738.83	23.2%
5040 · Employee Insurance	51,546.08	148,200.00	-96,653.92	34.8%
5050 · Retirement	20,810.59	77,565.00	-56,754.41	26.8%
5055 · 401(k) Match	1,701.89	6,950.00	-5,248.11	24.5%
5060 · Workmens Compensation	2,320.77	2,400.00	-79.23	96.7%
5080 · Employee Relations	232.73	2,805.00	-2,572.27	8.3%
5090 · Training	1,290.00	9,600.00	-8,310.00	13.4%
5110 · Contracted Service	6,573.15	26,050.00	-19,476.85	25.2%
5140 · Audit	0.00	7,875.00	-7,875.00	0.0%
5170 · Other Professional Services	0.00	7,300.00	-7,300.00	0.0%
5180 · Legal	1,500.00	20,500.00	-19,000.00	7.3%
5185 · Research	42,100.00	80,000.00	-37,900.00	52.6%
5190 · Administrative Advertising	2.86	1,000.00	-997.14	0.3%
5500 · Advertising-Printed	153,131.08	1,189,385.00	-1,036,253.92	12.9%
5502 · Advertising - Production Fee	30,000.00	80,000.00	-50,000.00	37.5%
5510 · Advertising - Event Dev & Mktg	2,479.00	73,100.00	-70,621.00	3.4%
5515 · Advertising - Online	473,444.33	2,255,000.00	-1,781,555.67	21.0%
5525 · Community Relations	2,798.20	30,000.00	-27,201.80	9.3%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	0.00	25,000.00	-25,000.00	0.0%
5580 · Promotional Aids	0.00	6,500.00	-6,500.00	0.0%
6100 · Familiarization Tours	21,765.03	90,000.00	-68,234.97	24.2%
6101 · Group sales	0.00	12,000.00	-12,000.00	0.0%
6130 · Uniforms	175.65	920.00	-744.35	19.1%
6150 · Event Grant	41,510.85	396,000.00	-354,489.15	10.5%
6170 · Tourism Summit	450.00	17,500.00	-17,050.00	2.6%
6200 · Postage and Delivery	53,076.64	175,200.00	-122,123.36	30.3%
6300 · Travel	69.60	40,438.00	-40,368.40	0.2%
6305 · Vehicle Maintenance	333.54	3,500.00	-3,166.46	9.5%
6320 · Registrations	-100.00	35,000.00	-35,100.00	-0.3%
6340 · Travel Show Exhibit	0.00	3,500.00	-3,500.00	0.0%
6420 · Dues and Subscriptions	13,307.43	29,270.00	-15,962.57	45.5%
6440 · Insurance	25,684.93	25,685.00	-0.07	100.0%
6460 · Telephone	8,489.20	44,045.00	-35,555.80	19.3%
6500 · Equipment	0.00	23,700.00	-23,700.00	0.0%
6510 · Expendable Equipment	0.00	2,700.00	-2,700.00	0.0%
6530 · Technical Support	338.95	8,500.00	-8,161.05	4.0%
6580 · Utilities	3,551.59	18,360.00	-14,808.41	19.3%
6600 · Cleaning/maintenance supplies	374.23	2,550.00	-2,175.77	14.7%
6610 · Building Maintenance	686.83	30,460.00	-29,773.17	2.3%
6620 · Equipment Service Contracts	296.40	3,500.00	-3,203.60	8.5%
6640 · Equipment Rent	1,144.21	34,000.00	-32,855.79	3.4%
6660 · Equipment Repairs	0.00	3,550.00	-3,550.00	0.0%
6700 · Office Supplies	2,034.24	21,325.00	-19,290.76	9.5%
6810 · Web Site/Internet	6,644.72	36,300.00	-29,655.28	18.3%
<b>Total Expense</b>	<b>1,255,671.95</b>	<b>6,231,458.00</b>	<b>-4,975,786.05</b>	<b>20.2%</b>
<b>Net Ordinary Income</b>	<b>2,531,097.24</b>	<b>-1,547,092.00</b>	<b>4,078,189.24</b>	<b>-163.6%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 9/30/20

	Jul - Sep 20	Budget	\$ Over Budget	% of Budget
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	202.20			
<b>Total 3100 · Sale of Merchandise</b>	202.20			
<b>Total 9910 · Transfer from Merchandise Sales</b>	202.20			
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	10,000.00			
<b>Total 9920 · Transfer from Travel Guide Fund</b>	10,000.00			
9990 · Unappropriated Fund Balance	0.00	1,818,122.00	-1,818,122.00	0.0%
<b>Total Other Income</b>	10,202.20	1,818,122.00	-1,807,919.80	0.6%
<b>Other Expense</b>				
9930 · Transfer to Merchandise				
6710 · Merchandise Purchases	-35.79			
6800 · Credit Card Charges	153.96			
<b>Total 9930 · Transfer to Merchandise</b>	118.17			
9950 · Transfer to Event Site Fund	2,669.00	271,030.00	-268,361.00	1.0%
<b>Total Other Expense</b>	2,787.17	271,030.00	-268,242.83	1.0%
<b>Net Other Income</b>	7,415.03	1,547,092.00	-1,539,676.97	0.5%
<b>Net Income</b>	<b>2,538,512.27</b>	<b>0.00</b>	<b>2,538,512.27</b>	<b>100.0%</b>

**Outer Banks Visitors Bureau Special Revenue Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
 July through September 2020

	Jul - Sep 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax	985,188.33	978,679.00	6,509.33	100.7%
3040 · Meals Tax	266,295.48	540,776.00	-274,480.52	49.2%
3210 · Interest	18,586.89	23,000.00	-4,413.11	80.8%
<b>Total Income</b>	<b>1,270,070.70</b>	<b>1,542,455.00</b>	<b>-272,384.30</b>	<b>82.3%</b>
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	461,170.00	-461,170.00	0.0%
4525 · Event Site	0.00	1,275,718.00	-1,275,718.00	0.0%
4585 · Unappropriated Long-Term	0.00	500,000.00	-500,000.00	0.0%
<b>Total 4000 · Long - Term Projects</b>	<b>0.00</b>	<b>2,236,888.00</b>	<b>-2,236,888.00</b>	<b>0.0%</b>
4100 · Short-Term Projects				
4633 · Dare County-Interpretive Plan	0.00	26,500.00	-26,500.00	0.0%
4637 · Town of NH-W Bypass Path Phase	487,932.00	487,932.00	0.00	100.0%
4646 · Town of KH - KH Park Trail Conn	0.00	47,592.00	-47,592.00	0.0%
4647 · TIG - Chicamacomico Cisterns	0.00	48,000.00	-48,000.00	0.0%
4648 · TIG - DCAC - Courtyard	0.00	90,950.00	-90,950.00	0.0%
4649 · TIG - FNAM - Handicap Access	25,750.00	25,750.00	0.00	100.0%
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4651 · TIG - KDH - Baum Street, Phase2	0.00	55,618.00	-55,618.00	0.0%
4652 · TIG - Manteo - Town Common	0.00	221,885.00	-221,885.00	0.0%
4653 · TIG - SS - S. Dogwood Trail	0.00	260,993.00	-260,993.00	0.0%
4999 · Unappropriated Funds	0.00	622,512.00	-622,512.00	0.0%
5140 · Audit	0.00	2,625.00	-2,625.00	0.0%
5160 · Fireworks	0.00	92,500.00	-92,500.00	0.0%
5170 · Traffic Control - Hwy 12 & 158	0.00	25,000.00	-25,000.00	0.0%
<b>Total 4100 · Short-Term Projects</b>	<b>513,682.00</b>	<b>2,155,663.00</b>	<b>-1,641,981.00</b>	<b>23.8%</b>
<b>Total Expense</b>	<b>513,682.00</b>	<b>4,392,551.00</b>	<b>-3,878,869.00</b>	<b>11.7%</b>
<b>Net Ordinary Income</b>	<b>756,388.70</b>	<b>-2,850,096.00</b>	<b>3,606,484.70</b>	<b>-26.5%</b>
<b>Other Income/Expense</b>				
Other Income				
9930 · Appropriated Fund Balance	0.00	2,850,096.00	-2,850,096.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>2,850,096.00</b>	<b>-2,850,096.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>2,850,096.00</b>	<b>-2,850,096.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>756,388.70</b>	<b>0.00</b>	<b>756,388.70</b>	<b>100.0%</b>



**Outer Banks Visitors Bureau  
Restricted Fund Summary  
2019-2021**

	<b>Balance 7/1/2019</b>	<b>Allocation 2019-2020</b>	<b>Allocation Paid</b>	<b>Allocation Transferred</b>	<b>Balance 7/1/2020</b>	<b>Allocation 2020-2021</b>	<b>Allocation Paid</b>	<b>Allocation Transferred</b>	<b>Estimated Balance FY20-21</b>
<b>Short-term Projects</b>									
OB Scenic Byway - Interpretive Plan	26,500				26,500				26,500
SS Civic Assoc - Sea Oats Park, Phase II	14,178		(13,400)	(778)	0		0	0	0
Town of Duck - Pedestrian Path, Phase II	309,351		(309,351)	0	0		0	0	0
Town of NH - W. Bypass Multi-Use Phase VIII	487,932				487,932		(487,932)		0
Town of Duck - Pedestrian Path, Phase III	307,289		(296,454)	(10,835)	(0)		0	0	(0)
Town of KH - KH Park Trail Connection	47,592				47,592				47,592
TIG - Chicamacomico - Cisterns	0	48,000			48,000				48,000
TIG - Dare Co Arts Council - Courtyard	0	90,950			90,950				90,950
TIG - Frisco Native American - Handicapp Access	0	25,750			25,750		-25750		0
TIG - Town of Duck - Pedestrian Path, Phase IV	0	147,806			147,806				147,806
TIG - Town of KDH - Baum Street, Phase II	0	55,618			55,618				55,618
TIG - Town of Manteo - Manteo Common	0	221,885			221,885				221,885
TIG - Town of SS - S. Dogwood Trail	0	260,993	(260,993)		0		0		0
Fireworks	50,000		(50,000)	55,000	55,000	0	0	37,500	92,500
Audit	0		(2,500)	2,500	0		0	2,625	2,625
Unappropriated Funds	<b>490,060</b>	<b>(255,391)</b>		<b>(45,887)</b>	<b>188,782</b>	<b>595,578</b>		<b>(40,125)</b>	<b>744,235</b>
TOTAL SHORT TERM COMMITMENTS	1,732,901	595,611	(932,698)	0	1,395,815	595,578	(513,682)	0	1,477,711
<b>Long Term Projects</b>									
Multi-Use Center (100%)	2,192,370	1,265,646	(3,194,971)	0	263,044	1,346,313	0	0	1,609,357
Natural Historical Cultural	176,370	0	(30,000)	(146,370)	0	0	0	0	0
Green Space/Open Space (GOSPL)	0	0	0	0	0	0	0	0	0
Infrastructure (capped)	461,170		0	0	461,170		0	0	461,170
L-T Unappropriated Funds	350,000	3,630		146,370	500,000	0		0	500,000
TOTAL LONG TERM COMMITMENTS UNPAID	3,179,910	1,269,276	(3,224,971)	0	1,224,214	1,346,313	0	0	2,570,527
<b>Total</b>	<b>4,912,811</b>	<b>1,864,887</b>	<b>(4,157,669)</b>	<b>0</b>	<b>2,620,029</b>	<b>1,941,891</b>	<b>(513,682)</b>	<b>0</b>	<b>4,048,238</b>
<b>Cash on Hand 9/30/20</b>			<b>#</b>				<b>#</b>		
							Checking	418,947	
<b>Total Cash on Hand</b>							Savings	3,029,801	
								3,448,748	
<b>25% of Occupancy &amp; Meals Income per Budget</b>									
October								157,403	
November								99,475	
December								51,325	
January								33,525	
February								33,798	
March								30,064	
April								46,231	
May								89,784	
June								130,216	
								671,820	
<b>Unappropriated Balances</b>								72,330	
<b>Transfer from General Fund</b>						1,923,304 *			
30% Short-term						576,991			
Short-term Interest						18,587			
						595,578			
70% Long-term							1,346,313		
Long-term Interest							0		
							1,346,313 *		

\*Estimate Based on Actual through September and Budgeted Figures

# Agrees to Financial Statements

**Dare County Tourism Board - Event Site Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
July through September 2020

	Jul - Sep 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3200 · Site Rental Income				
3205 · Reservation fee	0.00	1,200.00	-1,200.00	0.0%
3200 · Site Rental Income - Other	0.00	11,300.00	-11,300.00	0.0%
<b>Total 3200 · Site Rental Income</b>	0.00	12,500.00	-12,500.00	0.0%
3210 · Interest Income	66.53	150.00	-83.47	44.4%
3250 · Lease Income	8,007.00	45,600.00	-37,593.00	17.6%
9999 · Unappropriated Funds	0.00	20,000.00	-20,000.00	0.0%
<b>Total Income</b>	8,073.53	78,250.00	-70,176.47	10.3%
<b>Expense</b>				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	0.00	40,000.00	-40,000.00	0.0%
6440 · Insurance	7,200.00	7,200.00	0.00	100.0%
6580 · Utilities	6,460.06	63,975.00	-57,514.94	10.1%
6610 · Repairs & Maintenance	41,515.45	168,035.00	-126,519.55	24.7%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
<b>Total Expense</b>	55,175.51	349,480.00	-294,304.49	15.8%
<b>Net Ordinary Income</b>	-47,101.98	-271,230.00	224,128.02	17.4%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	271,030.00	-271,030.00	0.0%
<b>Total Other Income</b>	0.00	271,230.00	-271,230.00	0.0%
<b>Net Other Income</b>	0.00	271,230.00	-271,230.00	0.0%
<b>Net Income</b>	-47,101.98	0.00	-47,101.98	100.0%

DARE COUNTY TOURISM BOARD

30-Sep-20

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	CD'S SOUTHERN	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	TOTAL
GENERAL FUND	819,427	4,059,268	556,408	1,004,627	0	1,000,000	1,000,000	1,024,495	9,464,225
RESTRICTED FUND	418,947	1,511,533			250,000	765,169	503,099	0	3,448,748
TRAVEL GUIDE	24,312								24,312
MERCHANDISE SALES	150,621								150,621
EVENT SITE FUND	114,129								114,129
TOTAL	1,527,436	5,570,801	556,408	1,004,627	250,000	1,765,169	1,503,099	1,024,495	13,202,035
TOTAL % EACH BANK	21.07%	42.20%	4.21%			13.37%	11.39%	7.76%	100.00%
INTEREST RATES	0.25%	0.07%	0.05%	0.25%	0%	2% on 2	0.81%	1.5% on 2	
TOTAL CHECKING & CD'S	13,202,035								
60% ALLOWED IN ANY BANK	7,921,221								
25% ALLOWED IN ANY ONE INV	3,300,509								
60% General Fund Reserved Balance is \$4,214,445.									
100% Restricted Fund Balance Restricted by House Bill 225			\$3,448,748						

## Marketing Dashboard

	<u>thru September 2020</u>			
	<u>FY 20/21</u>	<u>FY 19/20</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	9,408	17,666	-8,258	-47%
Completed Video Views	1,298,570	8,082,366	-6,783,796	-84%
Total Visits to Website	1,001,764	729,434	272,330	37%
Online Communities				
Email Subscribers	264,947	211,887	53,060	25%
Facebook	719,180	713,564	5,616	1%
Twitter	41,200	38,007	3,193	8%
Instagram	104,000	80,800	23,200	29%
Pinterest	<u>20,753</u>	<u>20,000</u>	<u>753</u>	<u>4%</u>
Online Communities Subtotal	1,150,080	1,064,258	85,822	8%

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### Devices SEPTEMBER 2020

Mobile	60%
Desktop	35%
Tablet	5%

COVID-19 Entry Restrictions: March 17-May 16, 2020.

## Dashboard Overview

### Overview

September was the launch month of the FY20-21 Fall season campaign for paid media - included the launch of programmatic display and native, CTV and video. New BOX-OBX creative produced by Boone Oakley was rotated in for video and display assets. Primary landing page for first touch assets is [outerbanks.org](http://outerbanks.org). Initial launch of Fall paid assets has delivered some strong metrics from OTA partners (TripAdvisor, Expedia) as well as the programmatic display and native efforts (HYTD, Sojern). Optimizations will continue throughout the campaign that is scheduled to conclude in October.

Overall, the [outerbanks.org](http://outerbanks.org) site continues to outperform previous year benchmarks. Total site sessions, engaged sessions, Listings and eNewsletter conversions were up YOY in the month of September. Increases in these metrics are largely attributed to expanded organic search results and paid search metrics.

#### Highlights for September:

- Recorded over 236K site sessions - increased YOY traffic by 18% in September - total fiscal year traffic is up 34% YOY.
- Achieved over 31K total conversions - increased YOY conversions by 26% in September - total fiscal year conversions are up 18% YOY - Listings conversions account for nearly 90% of all September conversions.
- Delivered over 226K emails to promote fall travel - maintained a consistent open rate and CTR month over month - "Offers and Packages" was the #1 clicked link within the email contents.
- SEM drove over 38K sessions in September and was a top conversion driver for paid advertising - Bing achieved slightly stronger performance than Google in September.
- Programmatic native showed a strong CTR of 0.18%, exceeding some historical campaign benchmarks from FY19-20.
- OTA partners remain a strong driver in finding converting audiences - initial conversion rate aligned with historical benchmarks.
- Connected TV had a 99% completion rate in the month of September, exceeding previous campaign benchmarks.

### Completed Optimizations

Launched the FY20-21 Fall Campaign - rotated new BO creative within video and display placements.  
Bid optimizations made to programmatic video placements to improve initial completion rates.  
Expanded conversion actions measured in HYTD to improve overall performance and look-a-like modeling.

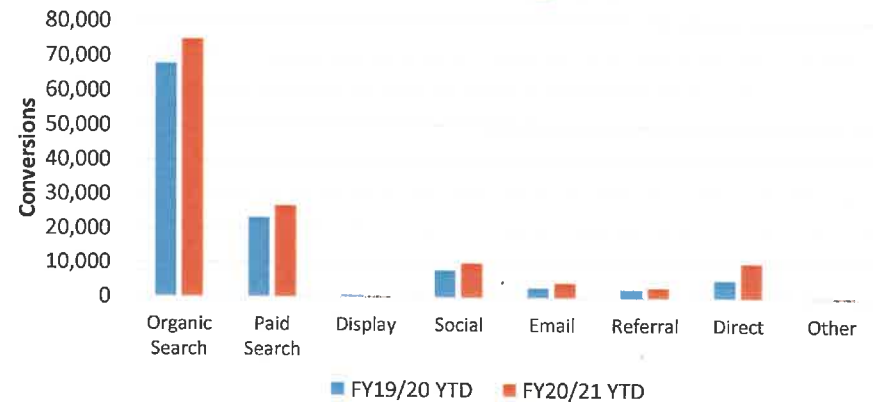
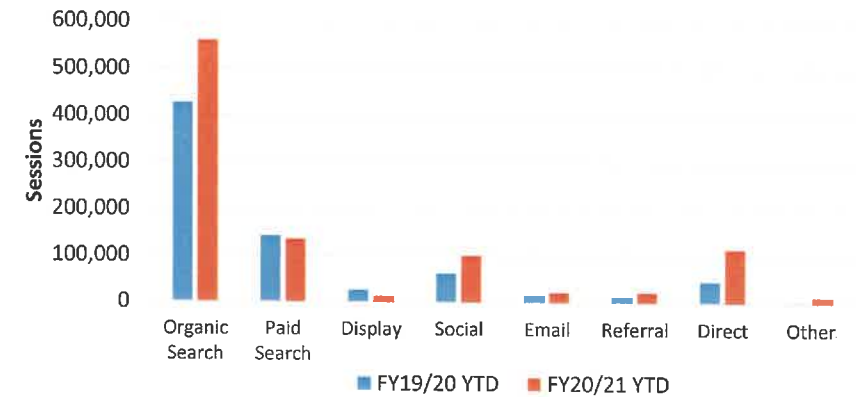
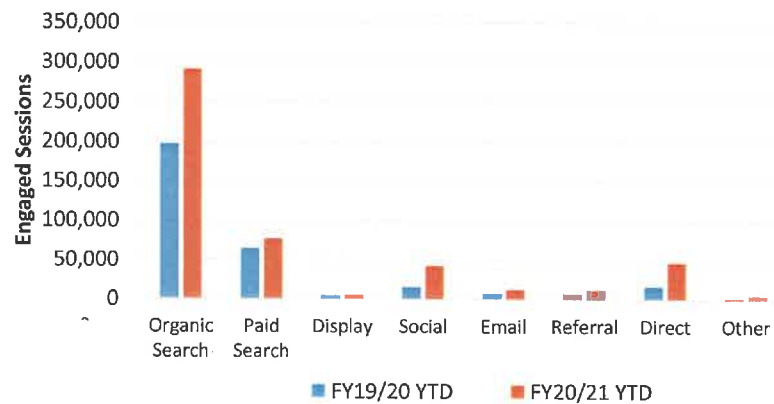
### Action Steps

Topic	Commentary
Spring/Summer Campaign	Provide a recap deck for FY19/20 Spring/Summer Campaign.
Fall Campaign	Launch remarketing banner assets upon approval.
Fall Campaign	Continue bid optimizations across video, native and display to improve campaign performance.
SEM	Optimize campaign to improve click and conversion rates.

## Website Overview

	Sep-20	YOY	FYTD	YOY
Sessions	236,660	18%	974,764	34%
Engaged Sessions	111,325	51%	481,176	54%
Any Conversion*	31,894	26%	130,039	18%
eNews Sign Up Conversion	1,959	40%	8,436	93%
Travel Guide Conversions	2,056	-26%	8,887	-20%
Listing Referral Conversions	28,473	32%	115,591	20%

\*All conversions are "1-per-session."

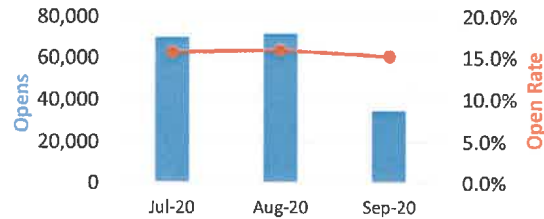


Client: Outer Banks Visitors Bureau  
Report Time Period: September 2020

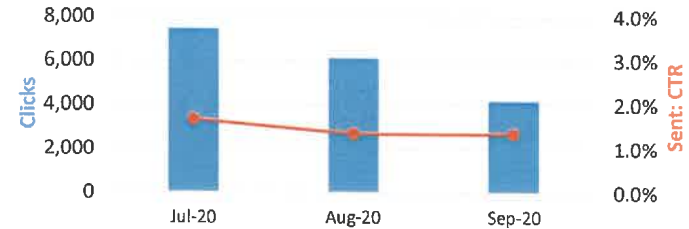


## Email Marketing Campaign Overview

Opens and Open Rate by Month



Clicks and Click Rate by Month



Total Campaign Performance by Month

Month	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Jul-20	447,579	446,494	69,855	15.6%	7,437	1.7%	10.6%	545	982	49
Aug-20	461,870	451,484	71,737	15.9%	6,073	1.3%	8.5%	402	1,052	41
Sep-20	226,445	226,151	34,378	15.2%	4,149	1.3%	8.5%	294	510	16
<b>GRAND TOTAL</b>	<b>3,690,175</b>	<b>3,669,857</b>	<b>545,902</b>	<b>14.8%</b>	<b>50,512</b>	<b>1.4%</b>	<b>9.3%</b>	<b>9,794</b>	<b>8,817</b>	<b>880</b>

Top 10 Links Clicked - Current Month\*

Link	Clicks*	Open: CTR
/plan-your-trip/offers-and-packages	1,656	2.3%
/places-to-stay	740	1.0%
/things-to-do	560	0.8%
/restaurants	435	0.6%
/event/obx-rod-and-custom-festival	307	0.4%
/firedupforfall	304	0.4%
/plan-your-trip/getting here and around	236	0.3%
outerbanks.org	214	0.3%
/event/esa-easterns-surfing-competition	149	0.2%
/plan-your-trip/travel-guide	147	0.2%
<b>GRAND TOTAL</b>	<b>4,748</b>	<b>1.2%</b>

\* Link clicks include forwarded email clicks

Email Performance - Current Month

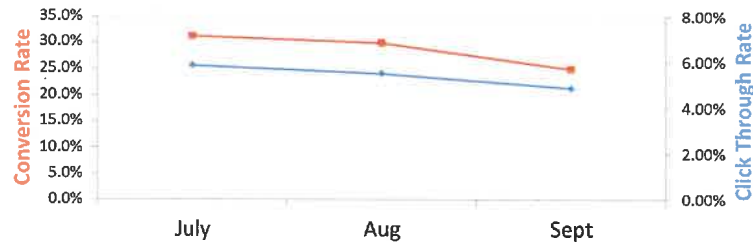
Subject Line	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Have you planned your fall getaway yet?	226,445	226,151	34,378	15.2%	4,149	1.8%	12.1%	294	510	16
<b>GRAND TOTAL</b>	<b>226,445</b>	<b>226,151</b>	<b>34,378</b>	<b>15.2%</b>	<b>4,149</b>	<b>1.8%</b>	<b>12.1%</b>	<b>294</b>	<b>510</b>	<b>16</b>

Client: Outer Banks Visitors Bureau  
Report Time Period: September 2020

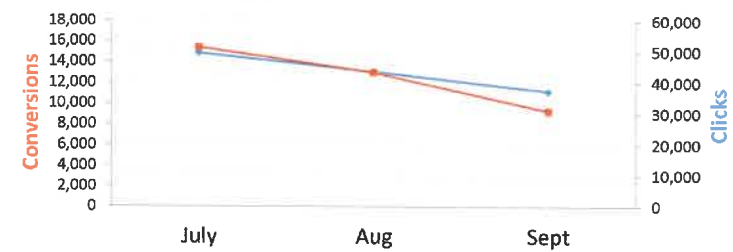


## SEM Campaign Overview

Conversion and Click Through Rates by Month



Conversion and Click Volume by Month



Total Campaign Performance by Month

Month	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
July	\$34,937	49,457	845,880	5.8%	\$0.71	15,443	\$2.26	31.2%
Aug	\$34,912	43,662	795,175	5.5%	\$0.80	13,052	\$2.67	29.9%
Sept	\$36,692	37,310	766,530	4.9%	\$0.98	9,307	\$3.94	24.9%
<b>GRAND TOTAL</b>	<b>\$160,424</b>	<b>210,995</b>	<b>3,767,566</b>	<b>5.6%</b>	<b>\$0.76</b>	<b>61,140</b>	<b>\$2.62</b>	<b>29.0%</b>

Total Campaign Performance by Platform

Platform	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
Google	\$20,188	22,530	305,412	7.4%	\$0.90	5,034	\$4.01	22.3%
Bing	\$16,504	14,780	461,118	3.2%	\$1.12	4,273	\$3.86	28.9%
<b>GRAND TOTAL</b>	<b>\$36,692</b>	<b>37,310</b>	<b>766,530</b>	<b>4.9%</b>	<b>\$0.98</b>	<b>9,307</b>	<b>\$3.94</b>	<b>24.9%</b>



Client: Outer Banks Visitors Bureau  
Report Time Period: September 2020

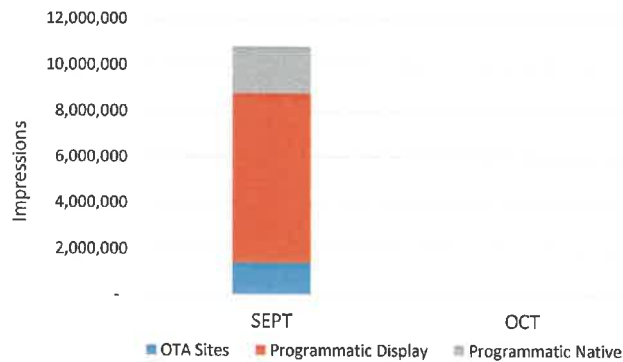


## Display Overview

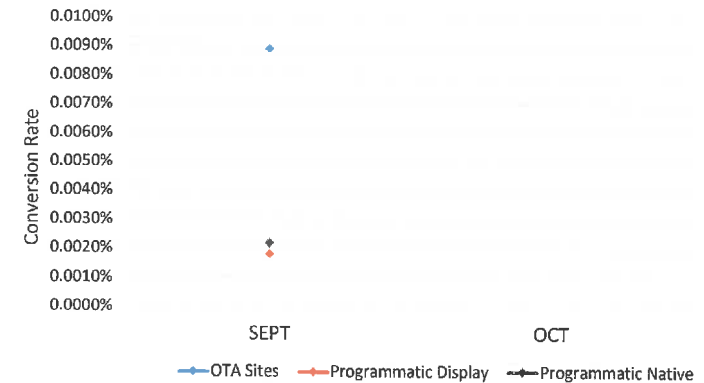
### Campaign Overview: FY20-21 Fall Display Details by Tactic

Platform	Authorized Budget	Spend To Date	Impressions	Clicks	CTR	Avg. CPC	Conv.	Cost / Conv.	Conv. Rate	Bounce Rate	Pages/ Session	Avg. Session Duration
OTA Sites	\$55,000	\$27,074	1,390,970	1,464	0.11%	\$18.49	124	\$218	0.009%	74%	1.84	1:41
Programmatic Banners	\$185,000	\$44,185	7,406,743	4,964	0.07%	\$8.90	136	\$325	0.002%	56%	2.07	0:16
Programmatic Native		\$11,920	2,023,409	3,618	0.18%	\$3.29	44	\$271	0.002%	87%	1.30	0:32
<b>FY20.21 Fall Total YTD</b>	<b>\$240,000</b>	<b>\$83,179</b>	<b>10,821,122</b>	<b>10,046</b>	<b>0.09%</b>	<b>\$8.28</b>	<b>304</b>	<b>\$274</b>	<b>0.003%</b>	<b>53%</b>	<b>2.22</b>	<b>2:12</b>

### Total Impression Volume by Month by Tactic



### Conversion Rate by Month by Tactic

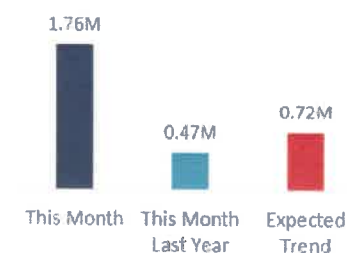
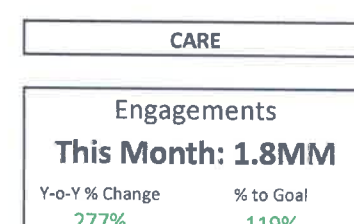
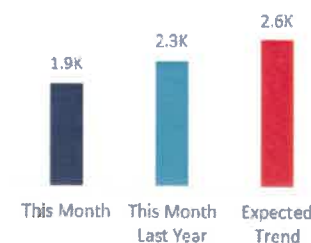
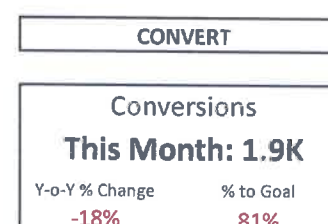
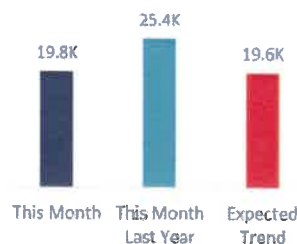
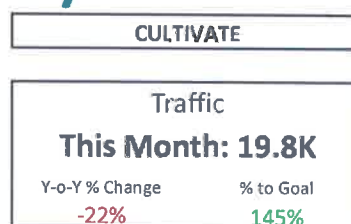
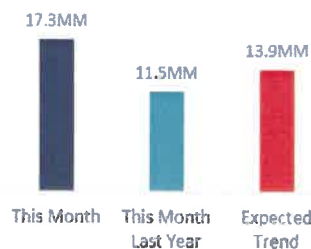
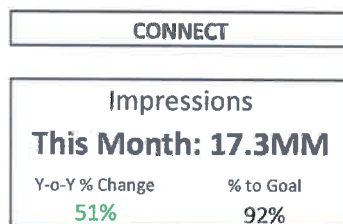


## Past Campaign Benchmarks

### Campaign Overview: Past Campaign Benchmarks

Campaign/Metric	CTV/OTT	Programmatic Video	Programmatic Audio	Native	Native Retargeting	Programmatic Banners - Multi-Unit	Programmatic Banners - Retargeting	OTA	SEM
Click Through Rate									
FY19-20 Fall	-	-	-	-	0.25%	0.09%	0.14%	0.10%	4.70%
FY19-20 Fall (Hurricane Dorian Recovery)	-	-	-	0.20%	-	-	-	-	-
FY19-20 Spring-Summer	-	-	-	0.11%	0.18%	0.07%	0.08%	0.17%	5.73%
Conversion Rate									
FY19-20 Fall	-	-	-	-	0.0047%	0.0009%	0.0036%	0.0115%	1.1433%
FY19-20 Fall (Hurricane Dorian Recovery)	-	-	-	0.0013%	-	-	-	-	-
FY19-20 Spring-Summer	-	-	-	0.0071%	0.0739%	0.0082%	0.0410%	0.0478%	1.8402%
Video/Audio Completion Rate									
FY19-20 Fall	92%	76%	-	-	-	-	-	-	-
FY19-20 Spring-Summer	98%	78%	96%	-	-	-	-	-	-
Cost Per Completed View									
FY19-20 Fall	\$0.03	\$0.01	-	-	-	-	-	-	-
FY19-20 Spring-Summer	\$0.03	\$0.04	\$0.02	-	-	-	-	-	-

# Executive Summary



## Monthly Highlights:

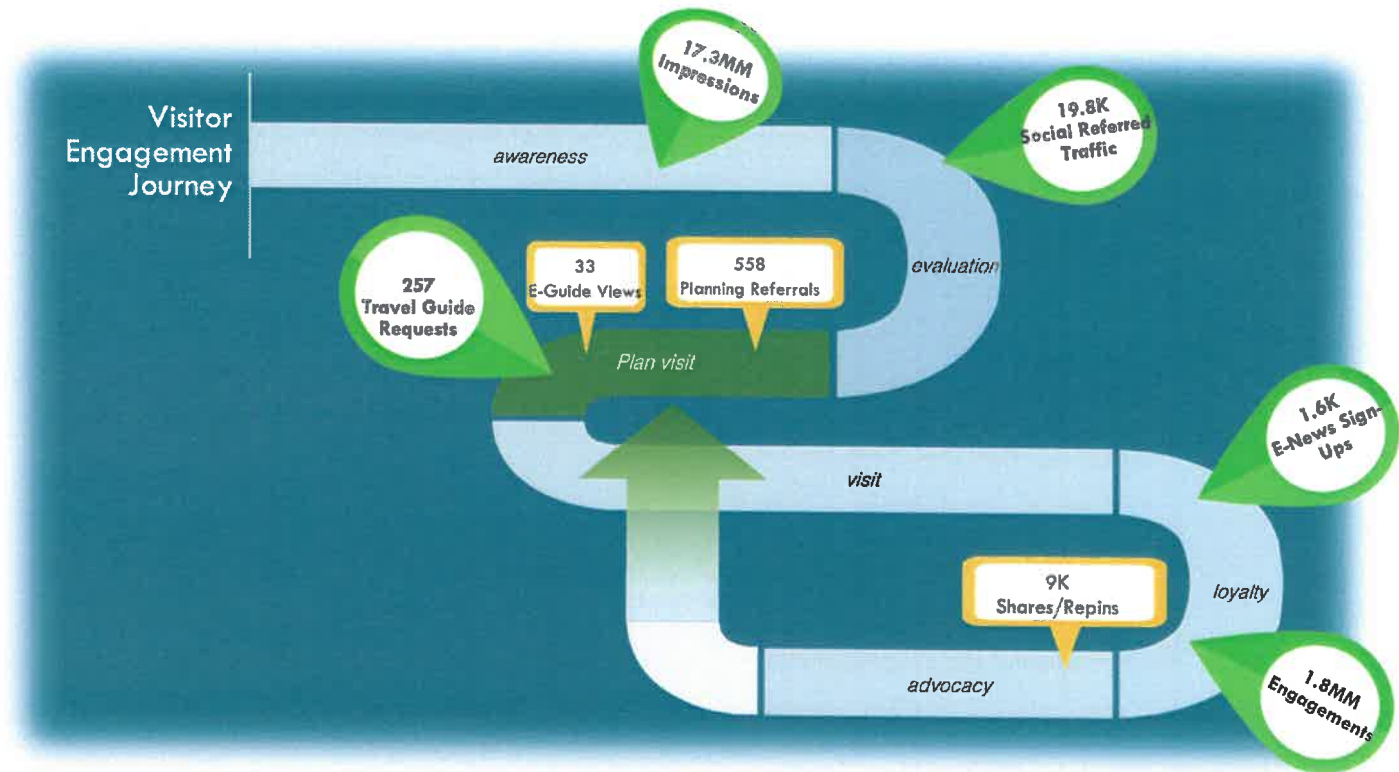
- Traffic and engagements are trending cumulatively above goal by 45% and 19%, respectively.
- Cumulatively, all KPIs are trending ahead of 2019.

## Recommendations/Next Steps:

- Pause spending on Travel Guide ads until the 2021 guide is released and reallocate towards eNews.
- Continue to find, incorporate, and prioritize video in our content mix; turning eye-catching wide-angle photos into video where it makes sense.
- Continue to push work from anywhere messaging, leveraging upcoming influencer content.

# Visitor Journey

The Outer Banks  
OF NORTH CAROLINA



Visitation Figures at Key Sites

2016-2020

<b>Aquarium</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	1,286	7,701	6,211	5,449	6,630
February	24	5,726	5,503	6,341	7,174
March	34	14,187	16,156	14,677	closed
April	0	29,604	27,082	30,661	closed / C19
May	311	31,766	30,798	28,105	closed / C19
June	25,856	49,553	51,932	47,393	closed / C19
July	49,454	53,524	64,701	54,351	closed / C19
August	50,082	49,581	50,009	52,192	closed / C19
September	30,015	29,501	19,469	19,788	14,619
October	12,630	16,456	15,057	16,088	
November	9,401	10,286	9,824	9,110	
December	7,785	8,491	6,612	6,708	
<i>YTD</i>	<i>157,062</i>	<i>271,143</i>	<i>271,861</i>	<i>258,957</i>	<i>28,423</i>
<b>TOTAL</b>	186,878	306,376	303,354	290,863	28,423

<b>Bodie Island Lighthouse Climbers</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	closed	closed	closed	closed	closed
April	1,638	1,133	1,617	2,035	closed / C19
May	3,555	4,570	2,959	5,009	closed / C19
June	3,579	5,287	5,006	5,355	closed / C19
July	2,540	5,009	5,428	4,458	closed / C19
August	2,910	5,025	5,390	5,201	closed / C19
September	4,719	4,454	3,464	3,644	closed / C19
October	930	1,326	1,251	2,264	closed / C19
November	closed	closed	closed	closed	closed
December	closed	closed	closed	closed	closed
<i>YTD</i>	<i>8,772</i>	<i>10,990</i>	<i>9,582</i>	<i>12,399</i>	<i>0</i>
<b>TOTAL</b>	19,871	26,804	25,115	27,966	0

<b>Cape Hatteras N.S.</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	56,772	60,060	60,934	72,767	81,816
February	65,176	56,203	76,818	72,796	76,105
March	127,642	121,172	179,199	135,597	109,749
April	143,142	196,460	175,377	205,590	66,422
May	230,909	218,542	248,423	263,356	208,837
June	350,934	359,142	389,722	384,260	399,364
July	424,234	390,609	405,038	438,846	451,849
August	373,493	335,902	387,698	398,662	387,379
September	295,304	277,372	250,105	243,139	345,249
October	153,221	199,300	201,269	188,710	
November	130,408	140,625	135,634	122,516	
December	60,386	78,316	80,171	81,393	
<i>YTD</i>	<i>2,067,606</i>	<i>2,015,462</i>	<i>2,173,314</i>	<i>2,215,013</i>	<i>2,126,770</i>
<b>TOTAL</b>	2,411,621	2,433,703	2,590,388	2,607,632	2,126,770

Visitation Figures at Key Sites

2016-2020

<b>Cape Hatteras Lighthouse Climbers</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	closed	closed	closed	closed	closed
April	4,764	4,416	5,249	7,052	closed / C19
May	14,140	13,896	13,233	14,215	closed / C19
June	21,454	22,064	22,133	21,203	closed / C19
July	24,645	22,858	21,294	24,552	closed / C19
August	23,188	16,903	22,901	20,615	closed / C19
September	13,086	10,194	8,435	7,218	closed / C19
October	1,754	3,740	2,887	3,838	closed / C19
November	closed	closed	closed	closed	closed
December	closed	closed	closed	133	closed
<i>YTD</i>	<i>40,358</i>	<i>40,376</i>	<i>40,615</i>	<i>42,470</i>	<i>0</i>
<b>TOTAL</b>	103,031	94,071	96,132	98,826	0

<b>Cape Hatteras VC</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	6,896	8,254	6,977	8,529	8,402
February	2,660	10,395	9,563	7,995	9,509
March	27,675	17,137	16,975	18,233	9,325
April	33,399	42,954	36,966	42,730	closed / C19
May	49,988	50,134	48,438	49,270	closed / C20
June	60,658	64,638	61,704	60,647	48,033
July	73,680	76,737	59,481	68,815	3,183
August	69,212	58,015	55,458	57,358	57,358
September	54,497	48,727	32,289	33,507	2,727
October	29,052	38,578	35,359	39,936	
November	21,805	21,090	17,890	16,802	
December	10,505	10,155	6,612	7,427	
<i>YTD</i>	<i>378,665</i>	<i>376,991</i>	<i>327,851</i>	<i>347,084</i>	<i>138,537</i>
<b>TOTAL</b>	440,027	446,814	387,712	411,249	138,537

<b>Fort Raleigh</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	5,921	5,891	3,743	5,230	5,565
February	5,211	4,428	5,972	5,324	5,948
March	14,458	7,517	11,579	9,369	6,550
April	17,182	14,336	15,943	17,688	5,933
May	34,771	35,539	37,807	31,409	6,544
June	63,592	52,355	49,057	48,014	17,432
July	55,298	55,858	48,039	43,000	24,681
August	43,306	41,092	42,799	37,729	20,427
September	21,074	23,778	14,071	18,817	19,826
October	17,562	17,949	18,260	15,208	
November	8,902	9,950	9,044	9,860	
December	5,090	6,288	4,685	6,491	
<i>YTD</i>	<i>260,813</i>	<i>240,794</i>	<i>229,010</i>	<i>216,580</i>	<i>112,906</i>
<b>TOTAL</b>	292,367	274,981	260,999	248,139	112,906

Visitation Figures at Key Sites

2016-2020

<b>Hatteras Ferry-Vec.</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	6,394	5,955	4,127	6,080	7,223
February	5,293	6,594	6,260	5,873	6,643
March	14,152	10,239	8,989	9,895	6,844
April	16,996	22,138	19,012	20,157	3,107
May	27,491	29,308	28,631	29,121	10,954
June	33,845	28,582	34,490	32,773	26,046
July	41,130	36,312	36,433	37,277	31,315
August	38,276	28,810	35,337	33,009	25,138
September	29,018	23,214	12,471	normal	23,255
October	11,835	23,210	20,723	operations	
November	11,532	12,565	10,445	suspended	
December	6,377	7,175	7,523	6,377	
<i>YTD</i>	<i>212,595</i>	<i>191,152</i>	<i>185,750</i>	<i>174,185</i>	<i>140,525</i>
<b>TOTAL</b>	242,339	234,102	224,441	180,562	140,525

<b>Hatteras Ferry-Passn.</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	11,837	10,750	7,179	10,908	12,123
February	9,156	11,728	10,838	9,864	10,862
March	31,116	20,658	18,149	19,534	11,238
April	41,300	55,059	42,282	46,601	3,901
May	66,457	69,727	67,773	69,880	22,164
June	95,601	77,462	91,798	89,989	64,847
July	116,941	105,323	84,989	102,724	78,949
August	108,077	78,272	65,045	89,544	62,060
September	73,262	57,271	29,756	normal	54,567
October	24,781	50,449	46,085	operations	
November	23,765	26,228	20,695	suspended	
December	10,972	13,748	12,173	10,972	
<i>YTD</i>	<i>553,747</i>	<i>486,250</i>	<i>417,809</i>	<i>439,044</i>	<i>320,711</i>
<b>TOTAL</b>	613,265	576,675	496,762	450,016	320,711

<b>PASSENGER FERRY</b>				<u>2019</u>	<u>2020</u>
May				2,487	closed / C19
June	Passenger Ferry Service			8,474	closed / C19
July	began May 20, 2019			10,023	3,865
August				6,738	2,517
September				377	977
<i>YTD</i>				28,099	7,359
<b>TOTAL</b>				28,099	7,359



Visitation Figures at Key Sites

2016-2020

<b>Jennette's Pier</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	2,598	1,967	1,580	2,841	2,347
February	2,035	3,414	3,013	2,034	2,665
March	9,614	5,157	6,922	6,836	2,057
April	12,366	17,963	13,995	18,388	closed / C19
May	18,747	18,822	18,836	21,904	closed / C19
June	29,919	28,433	29,537	28,646	17,971
July	35,348	31,450	31,231	30,264	24,395
August	32,330	28,395	28,879	27,835	20,186
September	20,376	20,620	16,193	17,084	19,481
October	13,058	14,583	13,490	13,924	
November	6,564	6,203	5,311	6,107	
December	2,788	2,322	3,036	3,049	
<i>YTD</i>	<i>163,333</i>	<i>156,221</i>	<i>150,186</i>	<i>155,832</i>	<i>89,102</i>
<b>TOTAL</b>	185,743	179,329	172,023	178,912	89,102

<b>Jockey's Ridge</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	31,917	26,570	25,715	43,643	46,599
February	26,555	41,357	45,675	41,002	41,353
March	112,436	65,276	97,124	91,709	77,429
April	107,877	150,576	160,319	185,915	36,610
May	132,708	131,816	173,037	207,310	14,208
June	200,791	207,263	237,981	278,919	310,144
July	211,200	294,779	259,985	301,325	370,796
August	211,538	251,802	199,731	261,821	286,440
September	123,630	170,669	116,082	116,675	246,985
October	59,072	105,023	85,864	106,212	
November	58,643	77,242	52,261	64,446	
December	37,146	37,881	37,334	51,261	
<i>YTD</i>	<i>1,158,652</i>	<i>1,340,108</i>	<i>1,315,649</i>	<i>1,528,319</i>	<i>1,430,564</i>
<b>TOTAL</b>	1,313,513	1,560,254	1,491,108	1,750,238	1,430,564

<b>R.I. Festival Park</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	291	1751
March	7,076	5,840	7,259	5,613	n/a
April	9,627	10,389	11,169	11,462	closed / C19
May	10,829	10,051	10,878	12,575	closed / C19
June	14,742	13,497	14,906	11,385	4,141
July	14,770	12,957	13,808	15,399	6,256
August	11,225	11,028	10,594	9,217	4,753
September	16,211	6,793	4,382	4,728	5,067
October	4,339	14,668	11,752	6,910	
November	3,103	3,152	2,539	3,642	
December	4,791	3,749	2,182	2,056	
<i>YTD</i>	<i>84,480</i>	<i>70,555</i>	<i>72,996</i>	<i>70,670</i>	<i>21,968</i>
<b>TOTAL</b>	96,713	92,124	89,469	83,278	21,968



<b>Wright Bros. N.M.</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	8,479	8,440	4,123	1,277	8,213
February	7,366	10,246	8,100	7,318	9,054
March	31,778	19,586	21,600	22,091	9,953
April	37,614	44,419	35,919	44,568	1,183
May	50,689	45,991	43,123	48,488	12,909
June	63,387	56,891	53,965	57,921	34,545
July	77,123	69,566	62,346	68,666	44,768
August	75,725	64,161	57,973	63,836	42,229
September	44,319	34,135	24,829	27,828	42,019
October	31,283	31,855	27,771	30,051	
November	18,943	17,585	16,587	16,697	
December	10,924	10,512	3,797	11,394	
<i>YTD</i>	<i>396,480</i>	<i>353,435</i>	<i>311,978</i>	<i>341,993</i>	<i>204,873</i>
<b>TOTAL</b>	457,630	413,387	360,133	400,135	204,873

**Motorcoach Figures**

<b>Wright Bros. N.M.</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	4	0	1	0	1
February	7	0	1	4	1
March	43	21	39	37	6
April	94	64	66	107	closed / C19
May	114	74	74	96	0
June	16	19	10	18	0
July	10	6	10	6	0
August	20	7	7	15	2
September	32	15	8	13	0
October	26	15	8	26	
November	4	6	5	4	
December	11	2	0	0	
<i>YTD</i>	<i>340</i>	<i>206</i>	<i>216</i>	<i>296</i>	<i>10</i>
<b>TOTAL</b>	381	229	229	326	10

Visitation Figures at Key Sites

2016-2020

<b>Aycock Brown</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	979	821	531	693	834
February	1,006	1,318	998	825	851
March	3,324	1,994	2,167	1,785	n/a
April	3,925	4,923	3,489	3,447	closed / C19
May	5,527	4,992	4,276	4,532	537
June	7,358	6,153	6,567	6,049	4,127
July	8,971	7,137	6,857	6,051	3,604
August	7,628	5,915	6,156	6,161	4,357
September	6,040	4,597	3,002	3,479	4,824
October	3,149	3,933	2,946	3,015	
November	1,909	1,822	1,211	1,506	
December	1,001	707	748	824	
<i>YTD</i>	<i>44,758</i>	<i>37,850</i>	<i>34,043</i>	<i>33,022</i>	<i>19,134</i>
<b>TOTAL</b>	<b>50,817</b>	<b>44,312</b>	<b>38,948</b>	<b>38,367</b>	<b>19,134</b>

<b>Sarah Owens</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	745	569	330	607	592
February	706	831	697	696	698
March	2,198	1,483	1,431	1,661	581
April	2,469	2,965	2,289	2,737	closed / C19
May	3,276	3,121	2,911	3,260	507
June	4,225	3,866	3,673	3,919	1,562
July	4,810	4,398	3,903	3,749	1,554
August	3,411	2,900	2,493	2,942	1,051
September	2,978	2,610	2,066	1,794	1,657
October	1,688	2,126	1,711	2,123	
November	1,162	982	958	1,072	
December	779	669	650	504	
<i>YTD</i>	<i>24,818</i>	<i>22,743</i>	<i>19,793</i>	<i>21,365</i>	<i>8,202</i>
<b>TOTAL</b>	<b>28,447</b>	<b>26,520</b>	<b>23,112</b>	<b>25,064</b>	<b>8,202</b>

<b>Hatteras Island</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	242	188	209	207	82
April	331	406	382	411	closed / C19
May	515	563	520	596	16
June	510	605	579	504	88
July	560	528	593	548	139
August	508	405	553	632	73
September	464	389	267	261	113
October	241	434	350	346	
November	172	160	149	130	
December	105	closed	closed	closed	closed
<i>YTD</i>	<i>3,130</i>	<i>3,084</i>	<i>3,103</i>	<i>3,159</i>	<i>511</i>
<b>TOTAL</b>	<b>3,648</b>	<b>3,678</b>	<b>3,602</b>	<b>3,635</b>	<b>511</b>

<b>Whalebone W.C.</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	788	594	649	656	251

# Visitation Figures at Key Sites

2016-2020

April	1,114	1,341	1,019	1,058	closed / C19
May	1,397	1,119	1,176	1,095	189
June	1,524	1,382	1,368	1,264	629
July	1,579	1,387	1,315	1,635	710
August	1,415	1,296	1,284	1,293	676
September	1,352	1,033	721	749	1,025
October	821	1,240	894	937	
November	692	715	561	329	
December	439	411	0	390	
<i>YTD</i>	<i>9,169</i>	<i>8,152</i>	<i>7,532</i>	<i>7,750</i>	<i>3,480</i>
<b>TOTAL</b>	<b>11,121</b>	<b>10,518</b>	<b>8,987</b>	<b>9,406</b>	<b>3,480</b>

Cape Hatteras Lighthouse Visitor Center has limited occupancy and no lighthouse climbs.

ORV and fishing permits are now handled online and else where, further reducing the count.

C19=COVID 19

Hatteras Island & Whalebone Welcome Centers closed Aug 2-4, 2020 for Hurricane Isaias

Roanoke Island Festival Park opened outdoor exhibits only June 2, 2020.

Jennette's Pier re-opened June 8, 2020

The Visitor Center at Cape Hatteras Lighthouse opened June 12 & at Bodie Island June 25

As of June, Visitors Centers at Fort Raleigh and Wright Brothers National Memorial remain closed

Aycock Brown Welcome Center closed March 17th and re-opened May 30, 2020

Hatteras Welcome Center closed March 15th and re-opened May 23, 2020

Sarah Owens Welcome Center closed March 17th and re-opened May 16th

Whalebone Welcome Center closed March 17th and re-opened May 23, 2020

2020 Season of The Lost Colony cancelled

Visitor access to Dare County prohibited March 17 -May 16, 2020

Cape Hatteras Lighthouse hosts a December climb.

Whalebone Junction WC closed for 4 days in Oct and 10 in Nov while road was resurfaced.

Hatteras-Ocracoke Ferry normal operations suspended September 5-December 2, 2019

Hurricane Dorian, 2019 September 3 (evacuations) to 12 (all areas open)

Government Shutdown 12/22/17-18

Hurricane Florence/Evacuation, September 11-16, 2018

Jennette's Pier closed for a week in January 2018 due to weather

Virginia Dare Bridge repair work in Oct/Nov 17

Bluegrass Festival held in Oct 17 at RIFP

Tropical Storm Maria, September 2017

Hatteras Island Power Outage July 27-August 4

Renovations at WBNM began in Fall 2016.

Relay for Life and Beach Music Festival at RIFP May 2016.

Fort Raleigh Traffic Counter Malfunction in Nov 16.

Hurricane Matthew hit NC October 8/9, 2016

Hurricane Hermine, September 2016.

In 2016, Bodie Island Lighthouse limited the number of climbers.

Hatteras-Ocracoke Ferry using longer ferry route.

NPS stats show recreational visits instead of total visits.

NC Aquarium on Roanoke Island closed January 4, 2016-mid-May. for renovations. Counting visits to STAR Center.

Welcome Center counts reflects number of people who were inside center.

Jockey's Ridge State Park uses a car counter at park and pedestrian counter on US 158.

n/a not available

## TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITIES – OCTOBER 2020

### 2021 Outer Banks Tourism Summit | Thursday, May 6, 2021:

The in-person OBX Tourism Summit is now scheduled for Thursday, May 6, 2021; 8:00am – 3:00pm at the Sanderling Resort's Event House in Duck. Staff is currently working on a Business Bootcamp webinar series that we will offer this fall and winter. Stay tuned for dates and topics.

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### Outerbanks.org Partner Sponsored Articles | Co-Opportunities Available:

Visitors Bureau staff along with Hoffman York will be writing articles with the goal of featuring multiple partners in the article under a common theme. Topics will be inspirational, and themes are to be determined at a later date, pending partner participation.

Each article is **guaranteed to receive a minimum of 500 article views** on the Outer Banks website, but articles will also remain online, drawing views and supporting SEO value for your company. The benefit of this opportunity is that the article doesn't feel like an ad but is authentic content. To ensure guaranteed viewership, the **Outer Banks will purchase digital ads to drive traffic to the articles**. The articles will be written and developed this Fall, and will go live in the Winter 2020, in preparation for the Spring and Summer of 2021 booking cycles. Deadline for sign up is October 23, 2020.

Industry Partners have started signing on to participate.

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### Soundside Event Site:

Attached is the updated 2021 schedule for your review.

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### Outerbanks.org Is Trending! People Are Looking For You

The Bureau launched a brand-new look and feel to outerbanks.org last month and staff has been encouraging our industry partners to review and refresh their current free website listing with updated copy and photos. Our current 2020 Fall marketing campaign is urging visitors to check out our destination and partner information via outerbanks.org, especially the BOX→OBX TV campaign.

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### Future Trade Show Dates and Locations:

Staff is currently scheduled for the following trade shows:

#### *Virtual Trade Shows:*

- November 16-18, 2020: National Tour Association Annual Travel Exchange
- November or December 2020: Visit NC Meeting Marketplace, SMERF market

#### *In-Person Trade Show:*

- June 18 - 22, 2021: American Bus Association Annual Marketplace, Baltimore, MD

## 2021 Soundside Event Site Schedule

Name of Event	Date of Event	Site Reserved
OBX Rod & Custom Festival	Friday, April 30 - Saturday, May 1, 2021	Thursday, April 29 - Sunday, May 2, 2021
OBSF's Chowder Banks Fest	Saturday, April 24, 2021	Thursday, April 22 – Sunday, April 25, 2021
Dare2Care OBX Shred Fest	Saturday, May 15, 2021	Thursday, May 13 - Sunday, May 16, 2021
Outer Banks Food Truck Showdown	Sunday, June 6, 2021	Thursday, June 3- Monday, June 7, 2021
Soundside FunFair	Thursday, June 10 - Sunday, June 13, 2021	Tuesday, June 8 - Monday, June 14, 2021
Outer Banks Food Truck Showdown	Sunday, September 12, 2021	Thursday, September 9 - Tuesday, September 14, 2021
Sumospeed Beach Bash	Saturday, September 18, 2021	Saturday, September 18, 2021
OBX Jeep Jam	Friday, September 24 - Saturday, September 25, 2021	Friday, September 24 - Saturday, September 25, 2021
Outer Banks Seafood Festival	Saturday, October 16, 2021	Tuesday, October 12 - Tuesday, October 19, 2021
OBX Brewtag	Saturday, October 23, 2021	Wednesday, October 20 - Monday, October 25, 2021

updated: October 2020

## PUBLIC RELATIONS REPORT: Oct 2020

### EARNED MEDIA – FULFILLMENT

**Lonely Planet | Oct 2020** “Why Remote Work Vacations Are The Biggest Travel Trend” Public Relations Manager Aaron Tuell and the PR team worked with Atlanta, GA based national travel expert Dayvee Sutton as she did several live television reports and worked on travel articles during an extended stay on Hatteras Island this fall. <https://bit.ly/2GHM5Oi>

**Simply Buckhead | Oct 2020** “Outer Limits: Getting To This Far Eastern Destination Is Half The Fun” Great photo credit callout in this Atlanta area print publication for the Outer Banks Visitors Bureau. <https://bit.ly/35M2s6E>

**National Trust | Oct 2020** “14 Must See Lighthouses Around The U.S.” The OBVB has worked with author Lynn Seldon many times. This is one of his more recent articles. Visitors to Bodie Island Light Station in Nags Head, North Carolina, can now climb all 214 spiraling steps to the top of the 156-foot-tall lighthouse. Don’t miss the original lightkeeper’s home, which is now a ranger station and visitor center. <https://bit.ly/3ccyb27>

### INFLUENCER CONTENT – FULFILLMENT

**Luggage And Lipstick | Oct 2020** “What Is The Best Beach In The Outer Banks?” This is the third story this year authored by blogger Patti Morrow based on her 2018 trip to Dare County. She has written five in all since then. She writes about travel for a Boomer audience. <https://bit.ly/2RDmLLA>

**365 Atlanta Traveler | Sep 2020** The Outer Banks Visitors Bureau PR team worked with travel expert Lesli Peterson as she discovered the OBX as a beach destination for her readership in the Atlanta, GA area and beyond:

- 33 Things To Do In The Outer Banks <https://bit.ly/2Eyr1ZO>
- 49 Charming AirBnB Outer Banks Rentals For Every Budget <https://bit.ly/2FVR6CI>

### INFLUENCER CONTENT – IN DEVELOPMENT

**1Fish2Fish | Fall 2020** Kristi and Jeff Anderson are two well-known fishing influencers who are creating introductory content and newcomer tips for angling the Outer Banks, from the piers, beaches and by boat. This Tidewater, VA couple come down regularly to work the water. They have 53K subscribers on YouTube and their videos garner tens of thousands of views each. [https://www.youtube.com/channel/UCY0Yr1\\_k-pgrHv8M1NHZVMA](https://www.youtube.com/channel/UCY0Yr1_k-pgrHv8M1NHZVMA)

**McCool Travel | Fall 2020** Washington, DC based Charles McCool has written high level adventure content in partnership with the Outer Banks Visitors Bureau and will be working on some blog content for us this fall.

## THE OUTER BANKS PROJECT

### NEW BLOG POSTS

The latest topical stories for Outer Banks visitors and potential customers written by guest authors and Outer Banks Visitors Bureau staff.

**outerbanks.org** | Best Place To Eat Outside With A View

<https://www.outerbanks.org/blog/post/best-place-to-eat-outside-with-a-view/>

**outerbanks.org** | A Guide To Remote Working In The Outer Banks

<https://www.outerbanks.org/blog/post/a-guide-to-remote-working-in-the-outer-banks/>

**outerbanks.org** | OBX – The Perfect Place For Online School And Offline Play

<https://www.outerbanks.org/blog/post/obx-the-perfect-place-for-online-school-and-offline-play/>

**outerbanks.org** | Tips For Bird Watching On The Outer Banks

<https://www.outerbanks.org/blog/post/bird-watching-tips-on-the-outer-banks-of-north-carolina/>

**outerbanks.org** | Historic Spots Along The Outer Banks You May Not Know About

<https://www.outerbanks.org/blog/post/historical-spots-along-the-obx-you-may-not-know-about/>