



Dare County Tourism Board Meeting

May 15, 2025 at 9:00 a.m.

9:15 a.m. Public Hearing for proposed
FY 25-26 Budget

Curtis H. Creech Memorial Boardroom
Outer Banks Visitors Bureau Administrative Offices
One Visitors Center Circle, Manteo, NC 27954

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, MAY 15, 2025
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 April 17, 2025 Meeting
- V. Public Comments
- VI. **9:15 A.M.** Public Hearing for Proposed Budget for Fiscal Year 2025-2026
- VII. Chairman's Remarks
- VIII. Budget & Finance Report
 - 1. Monthly Reports
 - 2. Proposed Fiscal Year 2025-2026 Budget
- IX. Outer Banks Visitors Bureau Updates
 - 1. StaySense
 - 2. Marketing Dashboard
 - 3. Staff Reports
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, APRIL 17, 2025
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Dennis Robinson, Chairman; David Hines, Vice Chair; John Head, Assistant Treasurer; Tonia Cohen, Secretary; Mark Ballog, Brenda Chasen, Terry Gray, Richard Hess, and Jay Wheless, Legal Counsel.

And

EXCUSED ABSENCE: Tod Clissold, Treasurer; Mark Batenic, and Tess Judge.

STAFF:

Lee Nettles, Executive Director

Diane Bognich, Director of Administration

Amy Wood, Clerk to the Board/Administrative Specialist

Lorrie Love, Tourism Sales and Events Manager

Jeff Schwartzenberg, Community Engagement Manager

OTHERS ATTENDING: Philip Ruckle, The Coastland Times.

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. Siers moved to approve the agenda. Second by Mr. Gray. There was no discussion. The motion passed unanimously (9-0).

APPROVAL OF MINUTES: Mr. Hess moved to approve the meeting minutes from March 20, 2025 meeting. Second by Ms. Chasen. There was no discussion. The motion passed unanimously (9-0).

PUBLIC COMMENTS: There were no public comments made. No written comments were received.

CHAIRMAN'S REMARKS: The Chair noted the recent Visit NC Tourism Conference and the Bureau and Rental Companies work with StaySense [a booking engine].

BUDGET AND FINANCE REPORT: Mr. Head reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were up 1.05 % compared to 2023-2024.

Staff reviewed the recommendation for an audit firm. Ms. Chasen moved to hire Carr, Riggs & Ingram to perform audit services pursuant to the costs outlined in their proposal. Second by Mr. Siers. There was no discussion. The motion passed unanimously (9-0).

David Hines arrived at 9:12 a.m.

Diane Bognich reviewed the proposed budget for Fiscal Year 2025-2026.

Following the review, Mr. Siers moved to set a public hearing for the proposed fiscal year 2025-2026 budget for Thursday, May 15, 2025 at 9:15 in the Creech Memorial Boardroom, Outer Banks Visitors Bureau

Administrative Office, Manteo. Second by Mr. Hess. There was no discussion and the motion passed unanimously (10-0).

PERSONNEL COMMITTEE: Mr. Siers reviewed the Personnel Committee recommendation to add the Community Engagement Manager and the Owned and Shared Media Manager to the “exempt” employee classification.

Mr. Overman moved to add the Community Engagement Manager and the Owned and Shared Media Manager to the “exempt” employee list. Second by Ms. Chasen. There was no discussion. The motion passed unanimously (10-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles noted:

- Reviewed Visit NC Tourism Conference, particularly the programming about the National economy and travel planning
- Ongoing work with booking engines for both hotel/motel and rental home agencies on outerbanks.org
- Letter of Support for area Federal lands and workers still in draft mode while confirming facts and figures
- Marketing dashboard and visitation

Jeff Schwartzenberg reviewed:

- the April 9, 2025 Long Range Tourism Management Plan Special Committee meeting
- the 3rd Annual Mission Mixer, co-sponsorship of the “The Cigarette Surfboard” documentary premier
- survey work to improve voluntourism opportunities-from how they are promoted to the types of help needed with the non-profits.
- Midgett Realty incorporated the Outer Banks Promise into the staff shirts

Lorrie Love noted:

- the RIPE booking engine was ready to go and visitors were able to book directly with a hotel/motel property
- the Outer Banks National Soft-Shell Week (formerly Soft Shell week) would be May 12-17, 2025, and Lee Nettles played the new jingle for the National Soft-Shell Week. So far, 30 restaurants are participating.
- 11th Annual OBX Tourism Summit November 6, 2025 at the Hatteras Marlin Club

Aaron Tuell reviewed recent articles and public relations work with:

- Conde Nast Traveler
- USA Today
- Travel + Leisure
- U.S. News Travel
- Our State
- Conde Nast Traveler
- Islands
- Group Travel Leader
- Visit NC Media Mission Mixer in Washington DC

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

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

BOARD MEMBER COMMENTS: Ms. Chasen noted the Town of Duck is looking at slightly raising the tax rate, and update on the Herron Property and art projects associated with the Herron Property.

Mr. Head gave kudos to the staff for their preparedness and hard work with meetings outside of the Board meetings.

Mr. Ballog wondered about a “homeowners” week or weekend event(s).

Mr. Siers noted repairs to a pipe that would have a section of 158 closed for up to three weeks and reminded people to use the beach road in that area.

Ms. Cohen noted that the motels/hotels were in the midst of “bus season” with Senior and Student trips.

Mr. Hess noted meeting visitors at the Chowder Cook-off who came specifically for Taste of the Beach, coming back for Soft-Shell week, and were planning a vacation to coincide with the Seafood Festival.

Mr. Gray noted moving and landscaping in Kill Devil Hills and the upcoming bike week and reminded people to be on the lookout for bikes and drive carefully.

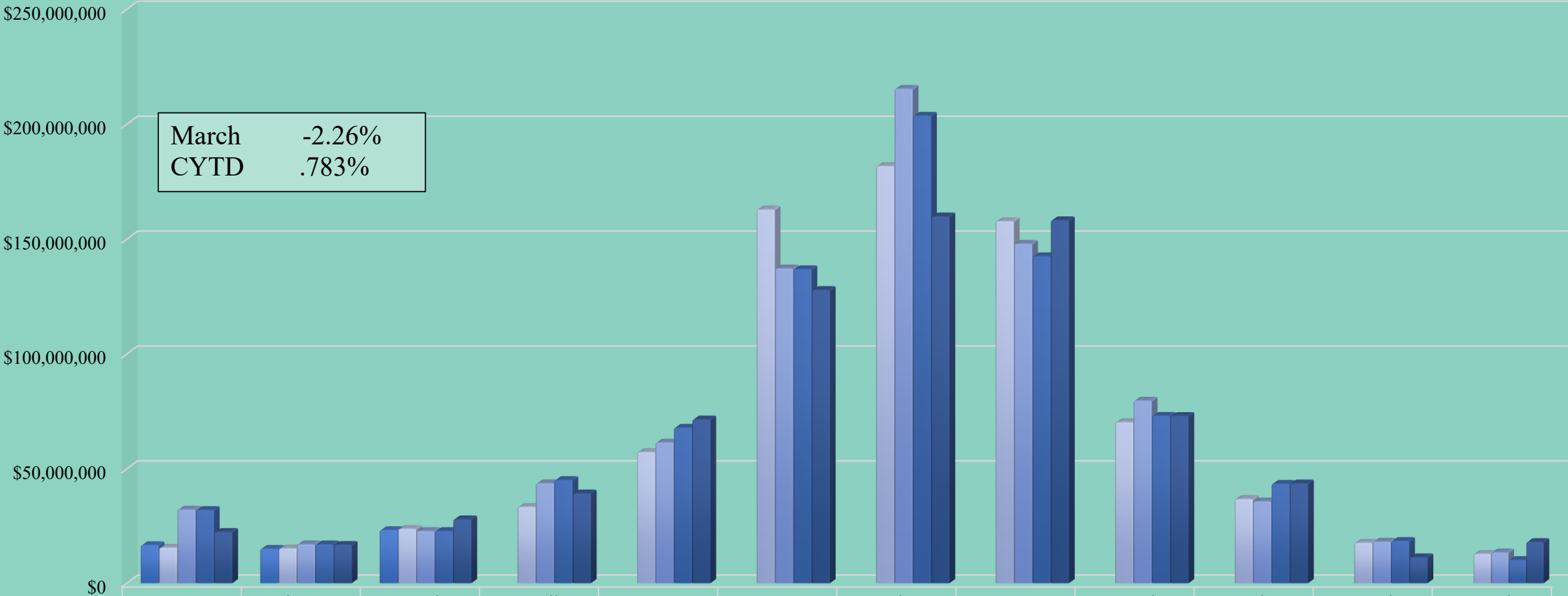
SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, May 15, 2025 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:05 a.m.

ATTESTED:

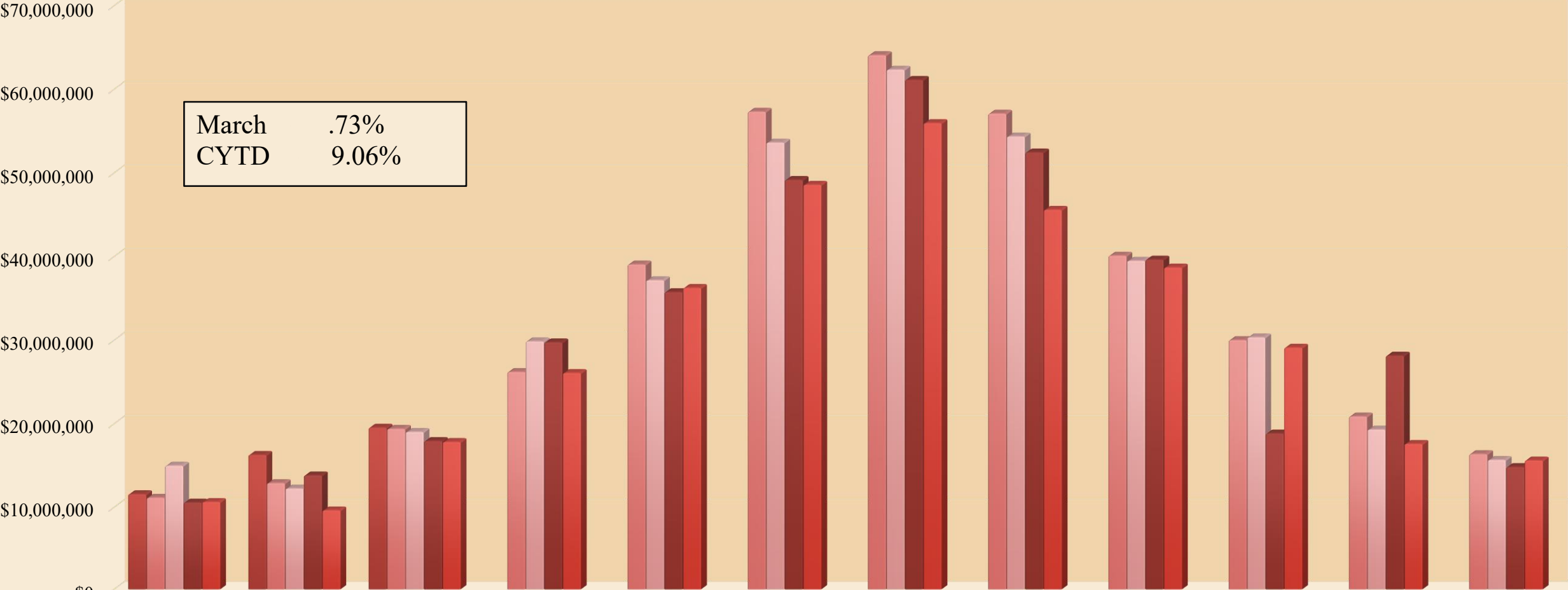
Clerk, Dare County Tourism Board

Occupancy Collections



	January	February	March	April	May	June	July	August	September	October	November	December
■ 2025	16,704,519	15,106,523	23,315,703									
■ 2024	15,588,394	15,256,753	23,855,777	33,495,901	57,369,540	162,956,697	181,861,471	157,867,180	70,396,614	36,914,698	17,709,005	12,869,300
■ 2023	32,326,040	17,078,293	22,911,263	43,812,778	61,544,693	137,311,567	215,518,673	148,053,622	79,777,957	35,908,020	18,220,059	13,534,535
■ 2022	32,129,068	17,071,361	22,897,441	45,219,347	67,998,385	136,993,703	203,794,691	142,641,161	73,185,366	43,568,138	18,554,321	10,195,045
■ 2021	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,319	159,994,974	158,280,320	73,112,498	43,787,109	11,394,032	18,096,294

Meals Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2025	11,603,500	16,306,677	19,564,191									
2024	11,179,366	12,929,929	19,422,840	26,222,012	39,078,063	57,344,840	64,106,859	57,116,087	40,124,326	30,027,178	20,897,820	16,400,335
2023	15,014,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491	39,511,303	30,360,180	19,332,007	15,703,818
2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2024-2025**

FISCAL YEAR		PROJECTED FY 24-25	ACTUAL FY 24-25	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,210,325.00	\$1,633,431.36	\$423,106.36	34.96%
JULY RECEIVED	MEALS	\$443,005.00	\$557,765.57	\$114,760.57	25.91%
		\$1,653,330.00	\$2,191,196.93	\$537,866.93	32.53%
JULY EARNED	OCCUPANCY	\$1,650,520.00	\$1,813,246.38	\$162,726.38	9.86%
AUGUST RECEIVED	MEALS	\$472,275.00	\$634,476.85	\$162,201.85	34.34%
		\$2,122,795.00	\$2,447,723.23	\$324,928.23	15.31%
AUGUST EARNED	OCCUPANCY	\$1,439,060.00	\$1,474,621.15	\$35,561.15	2.47%
SEPT RECEIVED	MEALS	\$445,330.00	\$553,576.05	\$108,246.05	24.31%
		\$1,884,390.00	\$2,028,197.20	\$143,807.20	7.63%
SEPTEMBER EARNED	OCCUPANCY	\$579,615.00	\$799,304.15	\$219,689.15	37.90%
OCT RECEIVED	MEALS	\$297,730.00	\$388,697.83	\$90,967.83	30.55%
		\$877,345.00	\$1,188,001.98	\$310,656.98	35.41%
OCTOBER EARNED	OCCUPANCY	\$272,110.00	\$362,802.33	\$90,692.33	33.33%
NOV RECEIVED	MEALS	\$220,715.00	\$283,327.98	\$62,612.98	28.37%
		\$492,825.00	\$646,130.31	\$153,305.31	31.11%
NOVEMBER EARNED	OCCUPANCY	\$117,350.00	\$174,684.35	\$57,334.35	48.86%
DEC RECEIVED	MEALS	\$140,200.00	\$190,430.48	\$50,230.48	35.83%
		\$257,550.00	\$365,114.83	\$107,564.83	41.76%
DECEMBER EARNED	OCCUPANCY	\$84,970.00	\$126,884.25	\$41,914.25	49.33%
JAN RECEIVED	MEALS	\$121,270.00	\$154,314.62	\$33,044.62	27.25%
		\$206,240.00	\$281,198.87	\$74,958.87	36.35%
JANUARY EARNED	OCCUPANCY	\$163,905.00	\$164,923.75	\$1,018.75	0.62%
FEB RECEIVED	MEALS	\$90,410.00	\$106,310.86	\$15,900.86	17.59%
		\$254,315.00	\$271,234.61	\$16,919.61	6.65%
FEBRUARY EARNED	OCCUPANCY	\$133,825.00	\$150,015.31	\$16,190.31	12.10%
MARCH RECEIVED	MEALS	\$96,455.00	\$161,621.93	\$65,166.93	67.56%
		\$230,280.00	\$311,637.24	\$81,357.24	35.33%
MARCH EARNED	OCCUPANCY	\$125,235.00	\$232,103.47	\$106,868.47	85.33%
APRIL RECEIVED	MEALS	\$141,500.00	\$191,555.30	\$50,055.30	35.37%
		\$266,735.00	\$423,658.77	\$156,923.77	58.83%
APRIL EARNED	OCCUPANCY	\$296,910.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	\$218,185.00	\$0.00	\$0.00	0.00%
		\$515,095.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$387,380.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	\$267,780.00	\$0.00	\$0.00	0.00%
		\$655,160.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$5,776,915.00	\$6,932,016.50	\$1,155,101.50	20.00%
TO-DATE	MEALS	\$2,468,890.00	\$3,222,077.47	\$753,187.47	30.51%
		\$8,245,805.00	\$10,154,093.97	\$1,908,288.97	23.14%
TOTAL	OCCUPANCY	\$6,461,205.00			
PROJECTED	MEALS	\$2,954,855.00			
2024-2025		\$9,416,060.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2024-2025		2024	2025		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$135,855.24	\$126,884.25	(\$8,970.99)	-6.60%
	MEALS	<u>\$144,573.68</u>	<u>\$154,314.62</u>	<u>\$9,740.94</u>	<u>6.74%</u>
		\$280,428.92	\$281,198.87	\$769.95	0.27%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$155,450.13	\$164,923.75	\$9,473.62	6.09%
	MEALS	<u>\$101,950.46</u>	<u>\$106,310.86</u>	<u>\$4,360.40</u>	<u>4.28%</u>
		\$257,400.59	\$271,234.61	\$13,834.02	5.37%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$151,260.50	\$150,015.31	(\$1,245.19)	-0.82%
	MEALS	<u>\$128,875.91</u>	<u>\$161,621.93</u>	<u>\$32,746.02</u>	<u>25.41%</u>
		\$280,136.41	\$311,637.24	\$31,500.83	11.24%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$238,725.04	\$232,103.47	(\$6,621.57)	-2.77%
	MEALS	<u>\$198,494.48</u>	<u>\$191,555.30</u>	<u>(\$6,939.18)</u>	<u>-3.50%</u>
		\$437,219.52	\$423,658.77	(\$13,560.75)	-3.10%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,633,431.36	\$0.00	\$0.00	0.00%
	MEALS	<u>\$557,765.57</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,191,196.93	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$1,813,246.38	\$0.00	\$0.00	0.00%
	MEALS	<u>\$634,476.85</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,447,723.23	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,474,621.15	\$0.00	\$0.00	0.00%
	MEALS	<u>\$553,576.05</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,028,197.20	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$799,304.15	\$0.00	\$0.00	0.00%
	MEALS	<u>\$388,697.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,188,001.98	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$362,802.33	\$0.00	\$0.00	0.00%
	MEALS	<u>\$283,327.98</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$646,130.31	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$174,684.35	\$0.00	\$0.00	0.00%
	MEALS	<u>\$190,430.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$365,114.83	\$0.00	\$0.00	0.00%
<i>TOTAL TO DATE</i>					
Total To Date	Occupancy	\$681,290.91	\$673,926.78	(\$7,364.13)	-1.08%
	Meals	<u>\$573,894.53</u>	<u>\$613,802.71</u>	<u>\$39,908.18</u>	<u>6.95%</u>
		\$1,255,185.44	\$1,287,729.49	\$32,544.05	2.59%
<i>TOTAL FOR YEAR</i>					
Total for Year	OCCUPANCY	\$7,833,324.78			
	MEALS	<u>\$3,812,951.52</u>			
		\$11,646,276.30			

OCCUPANCY & MEALS FY 2024-2025

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 23-24	ACTUAL FY 24-25	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
<u>JULY RECEIVED</u>	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
<u>JULY EARNED</u>	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,458,380.44	\$1,474,621.15	\$16,240.71	1.11%
<u>SEPT RECEIVED</u>	MEALS	<u>\$531,275.19</u>	<u>\$553,576.05</u>	<u>\$22,300.86</u>	<u>4.20%</u>
		\$1,989,655.63	\$2,028,197.20	\$38,541.57	1.94%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$799,595.38	\$799,304.15	(\$291.23)	-0.04%
<u>OCT RECEIVED</u>	MEALS	<u>\$386,499.75</u>	<u>\$388,697.83</u>	<u>\$2,198.08</u>	<u>0.57%</u>
		\$1,186,095.13	\$1,188,001.98	\$1,906.85	0.16%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$348,085.75	\$362,802.33	\$14,716.58	4.23%
<u>NOV RECEIVED</u>	MEALS	<u>\$273,920.83</u>	<u>\$283,327.98</u>	<u>\$9,407.15</u>	<u>3.43%</u>
		\$622,006.58	\$646,130.31	\$24,123.73	3.88%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$182,561.98	\$174,684.35	(\$7,877.63)	-4.32%
<u>DEC RECEIVED</u>	MEALS	<u>\$178,483.22</u>	<u>\$190,430.48</u>	<u>\$11,947.26</u>	<u>6.69%</u>
		\$361,045.20	\$365,114.83	\$4,069.63	1.13%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$135,855.24	\$126,884.25	(\$8,970.99)	-6.60%
<u>JAN RECEIVED</u>	MEALS	<u>\$144,573.68</u>	<u>\$154,314.62</u>	<u>\$9,740.94</u>	<u>6.74%</u>
		\$280,428.92	\$281,198.87	\$769.95	0.27%
<u>JANUARY EARNED</u>	OCCUPANCY	\$155,450.13	\$164,923.75	\$9,473.62	6.09%
<u>FEB RECEIVED</u>	MEALS	<u>\$101,950.46</u>	<u>\$106,310.86</u>	<u>\$4,360.40</u>	<u>4.28%</u>
		\$257,400.59	\$271,234.61	\$13,834.02	5.37%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$151,260.50	\$150,015.31	(\$1,245.19)	-0.82%
<u>MARCH RECEIVED</u>	MEALS	<u>\$128,875.91</u>	<u>\$161,621.93</u>	<u>\$32,746.02</u>	<u>25.41%</u>
		\$280,136.41	\$311,637.24	\$31,500.83	11.24%
<u>MARCH EARNED</u>	OCCUPANCY	\$238,725.04	\$232,103.47	(\$6,621.57)	-2.77%
<u>APRIL RECEIVED</u>	MEALS	<u>\$198,494.48</u>	<u>\$191,555.30</u>	<u>(\$6,939.18)</u>	<u>-3.50%</u>
		\$437,219.52	\$423,658.77	(\$13,560.75)	-3.10%
<u>APRIL EARNED</u>	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
<u>TOTAL TO DATE</u>	OCCUPANCY	\$7,002,334.44	\$6,932,016.50	(\$70,317.94)	-1.00%
	MEALS	<u>\$3,064,032.08</u>	<u>\$3,222,077.47</u>	<u>\$158,045.39</u>	<u>5.16%</u>
		\$10,066,366.52	\$10,154,093.97	\$87,727.45	0.87%
<u>TOTAL ACTUAL</u>	OCCUPANCY	\$8,041,025.42			
<u>2023-2024</u>	MEALS	<u>\$3,649,343.06</u>			
		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2025	2024	2023	2022	2021	2020	2019	Variance 2025-2024	Percent Change
January	5,799,343	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	425,996	7.93%
February	4,761,493	5,519,719	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	-758,226	-13.74%
March		4,732,495	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112		
April		6,491,694	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897		
May		7,599,155	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100		
June		9,914,654	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777		
July		16,863,177	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288		
August		18,026,141	19,353,849	17,642,098	16,810,430	13,794,215	13,178,541		
September		15,730,067	15,385,152	15,470,465	14,558,020	12,478,041	11,799,596		
October		10,447,815	11,213,371	10,371,192	10,366,595	9,103,596	6,834,818		
November		7,638,058	7,800,451	7,843,407	7,717,041	6,925,862	5,191,614		
December		5,690,111	6,078,081	6,006,535	5,741,952	5,029,105	3,874,539		
YTD	10,560,836	10,893,066	11,219,121	10,447,996	9,406,384	7,132,516	6,545,070	-332,230	-3.05%
TOTAL	10,560,836	114,026,433	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	-3.05%	-2.91%	7.38%	11.07%	31.88%	8.98%	3.49%		
Total % Change	-3.05%	-2.24%	2.82%	5.54%	31.41%	4.27%	5.44%		

Outer Banks Visitors Bureau														
Gross Occupancy Summary														
2012-2025														
	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
January	16,704,519	15,588,394	32,326,040	32,129,068	22,515,577	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
February	15,106,523	15,256,753	17,078,293	17,071,361	16,833,409	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
March	23,315,703	23,855,777	22,911,263	22,897,441	28,050,784	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
April		33,495,901	43,812,778	45,219,347	39,424,885	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
May		57,369,540	61,544,693	67,998,385	71,629,217	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
June		162,956,697	137,311,567	136,993,703	127,947,319	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
July		181,861,471	215,518,673	203,794,691	159,994,974	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
August		157,867,180	148,053,622	142,641,161	158,280,320	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
September		70,396,614	79,777,957	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193
October		36,914,698	35,908,020	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554
November		17,709,005	18,220,059	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976
December		12,869,300	13,534,535	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722
YTD Total	55,126,745	54,700,924	72,315,596	72,097,870	67,399,770	18,550,352	21,647,195	21,677,069	19,229,739	17,802,350	14,651,356	12,743,282	14,344,088	12,953,738
Total	55,126,745	786,141,330	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596
YTD % Change	0.78%	-24.36%	0.30%	6.97%	263.33%	-14.31%	-0.14%	12.73%	8.02%	21.51%	14.97%	-11.16%	10.73%	11.70%
Total % Change	0.78%	-4.83%	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%
Month Increase/Decrease	-2.26%	4.12%	0.06%	-18.37%	692.75%	-62.24%	0.15%	30.68%	-9.65%	46.77%	4.66%	-18.61%	16.29%	33.26%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	0.68%	-25.54%	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%
Qtr 2 (Mar-May)	-2.26%	-10.56%	-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%
Qtr 3 (June-Aug)		0.36%	3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%
Qtr 4 (Sept-Nov)		-6.64%	-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008,2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2														
For June 2007, 2012, 2013, 2018, 2019, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
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														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2012-2025														
	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
January	11,603,500	11,179,366	15,014,241	10,601,001	10,669,210	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
February	16,306,677	12,929,929	12,282,779	13,854,379	9,647,064	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
March	19,564,191	19,422,840	19,052,221	17,964,701	17,851,725	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
April		26,222,012	29,882,256	29,762,315	26,101,925	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
May		39,078,063	37,191,059	35,766,126	36,273,162	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
June		57,344,840	53,653,158	49,188,354	48,603,545	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
July		64,106,859	62,371,753	61,144,299	55,983,285	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
August		57,116,087	54,381,491	52,469,499	45,615,512	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
September		40,124,326	39,511,303	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864
October		30,027,178	30,360,180	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164
November		20,897,820	19,332,007	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935
December		16,400,335	15,703,818	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072
YTD Total	47,474,368	43,532,135	46,349,241	42,420,081	38,167,999	26,314,291	31,163,529	27,184,092	27,764,850	26,735,010	23,942,912	22,184,569	21,764,592	21,234,295
Total	47,474,368	394,849,655	388,736,266	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656
YTD % Change	9.06%	-6.08%	9.26%	11.14%	45.05%	-15.56%	14.64%	-2.09%	3.85%	11.66%	7.93%	1.93%	2.50%	11.22%
Total % Change	9.06%	1.57%	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%
Month Increase/(Decrease)	0.73%	1.95%	6.05%	0.63%	139.10%	-46.64%	12.19%	-2.17%	1.25%	24.27%	6.88%	-6.62%	8.89%	11.77%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	11.30%	-5.55%	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%
Qtr 2 (Mar-May)	0.73%	-1.63%	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%
Qtr 3 (June-Aug)		4.79%	4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%
Qtr 4 (Sept-Nov)		2.07%	2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
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														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														
For February 2025, approximately \$4,300,000 was reported for years 2024-2021, primarily in KDH, but about \$400,000 is from Duck and Nags Head each.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2021-2025

	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
	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	69,721	33,385	85,050	10,819	15,970	197,792	177,093	15,667	6,337	8,958	73,666	65,334	51,898	49,099	30,440
February	54,287	88,113	68,535	227,405	27,896	183,108	180,687	21,786	19,282	15,757	87,169	71,244	54,275	51,908	28,248
March	136,583	-6,494	122,945	65,282	104,135	692,174	414,682	159,347	135,076	166,614	206,483	136,291	117,052	143,712	115,952
April	259,204	260,362	186,041	55,545		1,235,799	1,294,819	454,658	296,019		404,682	326,574	298,479	279,005	
May	282,278	285,411	262,423	160,661		1,918,384	1,046,309	571,317	587,641		565,909	530,590	410,132	532,707	
June	570,964	330,644	353,506	326,158		2,845,176	1,770,185	1,305,653	1,018,049		919,645	833,391	705,955	1,003,815	
July	446,262	595,516	427,557	325,951		3,088,190	1,860,733	1,284,313	974,783		1,058,556	1,166,419	936,181	1,035,089	
August	532,087	383,480	306,695	215,521		2,216,628	1,415,619	813,582	756,020		902,324	778,232	691,547	878,291	
September	401,958	240,314	188,170	141,952		1,567,213	888,980	551,520	387,637		608,182	610,925	552,665	569,120	
October	165,873	237,302	115,799	105,808		1,030,829	438,511	368,819	341,105		491,572	357,764	356,835	394,962	
November	125,498	77,421	36,929	175,772		365,096	176,484	148,581	122,665		145,754	79,095	142,803	161,350	
December	136,248	28,424	43,635	19,425		178,506	-5,128	37,898	38,230		90,408	187,222	68,890	89,811	
<i>YTD Totals</i>	<i>260,591</i>	<i>115,004</i>	<i>276,530</i>	<i>303,506</i>	<i>148,001</i>	<i>1,073,074</i>	<i>772,462</i>	<i>196,800</i>	<i>160,695</i>	<i>191,329</i>	<i>367,318</i>	<i>272,869</i>	<i>223,225</i>	<i>244,719</i>	<i>174,640</i>
Total	3,180,963	2,553,878	2,197,285	1,830,299	148,001	15,518,895	9,658,974	5,733,141	4,682,844	191,329	5,554,350	5,143,081	4,386,712	5,188,869	174,640

Month Increase	368.22%	-104.75%	-1993.21%	-46.90%	59.52%	982.86%	-40.09%	-61.57%	-15.23%	23.35%	215.05%	-33.99%	-14.12%	22.78%	-19.32%
<i>YTD Increase</i>	466.45%	-55.87%	140.45%	9.76%	-51.24%	319.70%	-28.01%	-74.52%	-18.35%	19.06%	101.65%	-25.71%	-18.19%	9.63%	-28.64%
Total Year Increa	69.92%	-19.71%	-13.96%	-16.70%		43.03%	-37.76%	-40.64%	-18.32%		22.08%	-7.40%	-14.71%	18.29%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2021-2025

	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Travel	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management
											Agencies	Agencies	Agencies	Agencies	Agencies
January	1,748,076	1,643,048	1,933,579	1,786,856	1,553,861	80,549	149,571	159,300	175,273	172,366	20,308,517	30,139,025	30,132,778	13,694,264	15,013,283
February	1,728,750	2,126,093	2,107,700	2,053,498	1,662,483	121,593	228,025	311,380	263,344	195,853	14,641,992	14,518,460	14,706,513	12,810,769	13,292,540
March	3,909,056	3,943,594	4,072,116	3,786,471	3,572,007	456,135	458,768	521,683	552,764	468,496	22,818,135	18,269,896	18,236,039	19,526,776	19,237,216
April	7,371,174	8,104,880	8,083,416	6,144,929		690,426	970,654	1,063,464	768,762		29,766,955	35,002,625	34,488,045	26,505,952	
May	11,955,124	10,324,362	10,518,694	10,856,653		1,201,894	1,151,529	1,247,200	1,370,448		56,477,960	55,576,157	49,509,116	45,021,825	
June	17,405,621	16,192,842	16,054,375	16,657,173		1,781,971	1,801,287	2,070,056	2,317,315		105,559,551	117,473,065	118,553,305	143,504,873	
July	22,217,201	20,666,774	21,259,405	19,613,048		2,244,007	2,397,468	2,892,211	2,786,075		132,554,585	178,978,115	191,239,034	159,461,002	
August	18,448,886	16,657,613	16,564,558	15,531,262		2,161,167	2,079,173	2,423,773	2,309,637		135,457,160	122,930,026	129,365,315	140,143,571	
September	11,630,739	11,442,403	11,573,148	9,698,706		1,369,614	1,254,083	1,422,871	1,168,599		58,512,166	59,777,401	66,745,205	59,326,136	
October	7,830,739	7,109,786	7,072,350	6,723,465		794,126	637,398	737,809	760,668		34,110,939	35,292,753	27,840,006	29,135,862	
November	2,106,980	3,118,187	2,970,668	3,216,590		8,921	301,371	336,909	356,440		8,640,528	14,980,559	14,816,354	13,895,505	
December	3,253,943	1,900,473	2,050,618	1,817,251		515,173	234,745	316,867	256,241		14,219,918	7,958,228	11,239,061	10,790,116	
YTD Totals	7,385,882	7,712,735	8,113,395	7,626,825	6,788,351	658,277	836,364	992,363	991,381	836,715	57,768,644	62,927,381	63,075,330	46,031,809	47,543,039
Total	109,606,289	103,230,055	104,260,627	97,885,902	6,788,351	11,425,576	11,664,072	13,503,523	13,085,566	836,715	633,068,406	690,896,310	706,870,771	673,816,651	47,543,039

Month Increase	213.66%	0.88%	3.26%	-7.01%	-5.66%	1759.35%	0.58%	13.71%	5.96%	-15.24%	1022.17%	-19.93%	-0.19%	7.08%	-1.48%
YTD Increase	75.14%	4.43%	5.19%	-6.00%	-10.99%	851.68%	27.05%	18.65%	-0.10%	-15.60%	328.13%	8.93%	0.24%	-27.02%	3.28%
Total Year Increa	61.51%	-5.82%	1.00%	-6.11%		435.21%	2.09%	15.77%	-3.10%		29.75%	9.13%	2.31%	-4.68%	

* OTC amounts are included in Motel/Hotel for comparative purposes

Outer Banks Visitors Bureau
Gross Occupancy by Class 2021-2025

	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January	7,565,248	10,640,444	10,970,042	10,903,039	12,620,563	117,805	71,183	107,068	41,019	82,007	22,515,577	32,129,068	32,326,040	15,588,394	16,704,519
February	8,831,162	9,964,265	9,901,463	11,277,328	11,566,055	138,103	86,764	119,484	93,891	79,599	16,833,409	17,071,361	17,078,293	15,256,753	15,106,523
March	14,285,652	11,694,833	11,682,633	12,948,689	14,934,113	288,353	139,472	203,764	198,460	119,779	28,050,784	22,897,441	22,911,263	23,855,777	23,315,703
April	11,899,053	11,767,660	12,328,326	12,894,732		387,071	230,087	302,139	214,451		39,424,885	45,219,347	43,812,778	33,495,901	0
May	11,894,484	12,431,457	12,627,627	14,583,119		429,562	235,556	273,011	210,053		71,629,217	67,998,385	61,544,693	57,369,540	0
June	15,036,636	18,707,648	18,477,129	22,241,837		646,362	393,576	338,773	446,629		127,947,319	136,993,703	137,311,567	162,956,697	0
July	18,366,907	22,972,242	23,810,322	22,754,381		630,180	527,134	372,183	451,598		159,994,974	203,794,691	215,518,673	181,861,471	0
August	15,236,263	17,820,645	17,510,657	19,451,549		723,235	476,191	311,925	342,515		158,280,320	142,641,161	148,053,622	157,867,180	0
September	9,479,100	9,589,739	9,771,123	9,129,130		392,240	225,343	167,249	273,063		73,112,498	73,185,366	79,777,957	70,396,614	0
October	6,243,795	5,954,385	5,629,110	6,096,788		157,157	132,022	154,211	213,496		43,787,109	43,568,138	35,908,020	36,914,698	0
November	698,108	4,271,270	4,234,311	4,701,162		10,176	122,575	104,724	137,123		11,394,032	18,554,321	18,220,059	17,709,005	0
December	7,063,801	3,945,571	4,807,160	5,507,905		217,271	125,826	94,433	114,467		18,096,294	10,195,045	13,534,535	12,869,300	0
YTD Totals	30,682,062	32,299,542	32,554,138	35,129,056	39,120,731	544,261	297,419	430,316	333,370	281,385	67,399,770	72,097,870	72,315,596	54,700,924	55,126,745
Total	126,600,209	139,760,159	141,749,903	152,489,659	39,120,731	4,137,515	2,765,729	2,548,964	2,736,765	281,385	771,066,418	814,248,027	825,997,500	786,141,330	55,126,745

Month Increase	3541.49%	-18.14%	-0.10%	10.84%	15.33%	187.90%	-51.63%	46.10%	-2.60%	-39.65%	692.75%	-18.37%	0.06%	4.12%	-2.26%
YTD Increase	279.68%	5.27%	0.79%	7.91%	11.36%	66.45%	-45.35%	44.68%	-22.53%	-15.59%	263.33%	6.97%	0.30%	-24.36%	0.78%
Total Year Increa	62.43%	10.39%	1.42%	7.58%		24.82%	-33.15%	-7.84%	7.37%		33.78%	5.60%	1.44%	-4.83%	

** Other Rental Properties is included in Property Management Agencies for comparative purposes. July 2019, County separated individual owners & STRs from PM Companies

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2025	2024	% Increase	2025	2024	% Increase	2025	2024	% Increase	YTD 2025	YTD 2024	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	697,511	425,595	63.89%	546,021	441,288	23.73%	740,319	597,879	23.82%	1,983,851	1,464,762	35.44%
WAVES	214,763	120,379	78.41%	155,732	180,621	-13.78%	167,633	239,206	-29.92%	538,128	540,206	-0.38%
SALVO	284,708	226,199	25.87%	180,180	180,158	0.01%	272,888	367,083	-25.66%	737,776	773,440	-4.61%
AVON	468,623	625,203	-25.04%	354,945	424,551	-16.40%	736,818	866,199	-14.94%	1,560,386	1,915,953	-18.56%
BUXTON	167,545	155,201	7.95%	197,736	204,981	-3.53%	421,322	481,827	-12.56%	786,603	842,009	-6.58%
FRISCO	188,822	127,568	48.02%	146,012	115,835	26.05%	434,325	277,056	56.76%	769,159	520,459	47.78%
HATTERAS	289,477	190,645	51.84%	216,580	219,953	-1.53%	376,079	427,926	-12.12%	882,136	838,524	5.20%
TOTAL HATTERAS ISLAND	2,311,449	1,870,790	23.55%	1,797,206	1,767,387	1.69%	3,149,384	3,257,176	-3.31%	7,258,039	6,895,353	5.26%
NORTHERN BEACHES:												
DUCK	1,687,839	1,632,266	3.40%	1,336,237	1,421,388	-5.99%	2,226,448	2,704,153	-17.67%	5,250,524	5,757,807	-8.81%
SOUTHERN SHORES	933,386	840,739	11.02%	732,479	717,292	2.12%	1,041,751	1,100,121	-5.31%	2,707,616	2,658,152	1.86%
KITTY HAWK	1,784,054	1,559,852	14.37%	1,772,695	1,623,727	9.17%	2,589,708	2,600,393	-0.41%	6,146,457	5,783,972	6.27%
COLINGTON	7,043	27,314	-74.21%	6,500	10,488	-38.02%	22,902	29,870	-23.33%	36,445	67,672	-46.14%
KILL DEVIL HILLS	4,287,184	4,120,872	4.04%	4,194,573	4,185,786	0.21%	6,623,730	6,048,428	9.51%	15,105,487	14,355,086	5.23%
NAGS HEAD	4,245,201	4,165,184	1.92%	3,643,885	3,746,974	-2.75%	5,304,906	5,805,991	-8.63%	13,193,992	13,718,149	-3.82%
TOTAL NORTHERN BEACHES	12,944,707	12,346,227	4.85%	11,686,369	11,705,655	-0.16%	17,809,445	18,288,956	-2.62%	42,440,521	42,340,838	0.24%
ROANOKE ISLAND:												
MANTEO-TOWN	388,834	285,739	36.08%	368,023	543,102	-32.24%	572,397	513,059	11.57%	1,329,254	1,341,900	-0.94%
RIM (ROANOKE ISL. MAINLAND)	887,163	910,365	-2.55%	1,059,072	977,265	8.37%	1,315,981	1,243,822	5.80%	3,262,216	3,131,452	4.18%
TOTAL ROANOKE ISLAND	1,275,997	1,196,104	6.68%	1,427,095	1,520,367	-6.13%	1,888,378	1,756,881	7.48%	4,591,470	4,473,352	2.64%
OTC UNATTRIBUTED	172,366	175,273	-1.66%	195,853	263,344	-25.63%	468,496	552,764	-15.24%	836,715	991,381	-15.60%
TOTAL	16,704,519	15,588,394	7.16%	15,106,523	15,256,753	-0.98%	23,315,703	23,855,777	-2.26%	55,126,745	54,700,924	0.78%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2025	2024	% Increase	2025	2024	% Increase	2025	2024	% Increase	YTD 2025	YTD 2024	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	25,784	28,734	-10.27%	48,570	12,139	300.12%	103,735	227,835	-54.47%	178,089	268,708	-33.72%
WAVES - 19	35,947	38,688	-7.08%	33,323	39,180	-14.95%	118,501	126,051	-5.99%	187,771	203,919	-7.92%
SALVO - 18	0	4,469	-100.00%	0	2,436	-100.00%	31,142	7,337	324.45%	31,142	14,242	118.66%
AVON - 1	203,609	240,018	-15.17%	195,161	237,540	-17.84%	476,344	458,389	3.92%	875,114	935,947	-6.50%
BUXTON - 2	268,494	219,407	22.37%	311,375	239,743	29.88%	496,451	693,233	-28.39%	1,076,320	1,152,383	-6.60%
FRISCO - 5	145,960	154,070	-5.26%	133,294	125,147	6.51%	232,689	215,225	8.11%	511,943	494,442	3.54%
HATTERAS - 6	34,533	32,102	7.57%	88,020	72,846	20.83%	374,111	222,938	67.81%	496,664	327,886	51.47%
TOTAL HATTERAS ISLAND	714,327	717,488	-0.44%	809,743	729,031	11.07%	1,832,973	1,951,008	-6.05%	3,357,043	3,397,527	-1.19%
NORTHERN BEACHES:												
DUCK - 21	560,609	488,383	14.79%	1,067,773	850,696	25.52%	1,554,830	1,694,315	-8.23%	3,183,212	3,033,394	4.94%
SOUTHERN SHORES - 20	495,324	446,156	11.02%	488,934	496,778	-1.58%	809,992	677,177	19.61%	1,794,250	1,620,111	10.75%
KITTY HAWK - 8	1,921,092	2,136,451	-10.08%	1,962,226	2,188,744	-10.35%	2,698,748	2,616,082	3.16%	6,582,066	6,941,277	-5.17%
COLINGTON - 3	57,341	74,603	-23.14%	89,163	176,001	-49.34%	127,900	154,804	-17.38%	274,404	405,408	-32.31%
KILL DEVIL HILLS - 7	3,911,804	3,708,673	5.48%	7,618,646	4,214,253	80.78%	6,661,630	6,779,828	-1.74%	18,192,080	14,702,754	23.73%
NAGS HEAD - 14	2,548,768	2,187,827	16.50%	2,849,864	2,847,377	0.09%	4,010,589	3,898,906	2.86%	9,409,221	8,934,110	5.32%
TOTAL NORTHERN BEACHES	9,494,938	9,042,093	5.01%	14,076,606	10,773,849	30.66%	15,863,689	15,821,112	0.27%	39,435,233	35,637,054	10.66%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	1,091,498	1,097,187	-0.52%	1,130,896	1,124,672	0.55%	1,501,602	1,295,396	15.92%	3,723,996	3,517,255	5.88%
MANTEO-OUTSIDE - 11	302,737	322,598	-6.16%	289,432	302,377	-4.28%	365,927	355,324	2.98%	958,096	980,299	-2.26%
TOTAL ROANOKE ISLAND	1,394,235	1,419,785	-1.80%	1,420,328	1,427,049	-0.47%	1,867,529	1,650,720	13.13%	4,682,092	4,497,554	4.10%
TOTAL	11,603,500	11,179,366	3.79%	16,306,677	12,929,929	26.12%	19,564,191	19,422,840	0.73%	47,474,368	43,532,135	9.06%

DARE COUNTY GROSS								
OCCUPANCY BY DISTRICT								
	2025	% OF	2025	% OF	2025	% OF	2025	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	TOTAL	TOTAL
AVON	468,623	2.8%	354,945	2.3%	736,818	3.2%	1,560,386	2.8%
BUXTON	167,545	1.0%	197,736	1.3%	421,322	1.8%	786,603	1.4%
COLINGTON	7,043	0.0%	6,500	0.0%	22,902	0.1%	36,445	0.1%
FRISCO	188,822	1.1%	146,012	1.0%	434,325	1.9%	769,159	1.4%
HATTERAS	289,477	1.7%	216,580	1.4%	376,079	1.6%	882,136	1.6%
KILL DEVIL HILLS	4,287,184	25.7%	4,194,573	27.8%	6,623,730	28.4%	15,105,487	27.4%
KITTY HAWK	1,784,054	10.7%	1,772,695	11.7%	2,589,708	11.1%	6,146,457	11.1%
MANTEO-TOWN	388,834	2.3%	368,023	2.4%	572,397	2.5%	1,329,254	2.4%
NAGS HEAD	4,245,201	25.4%	3,643,885	24.1%	5,304,906	22.8%	13,193,992	23.9%
RODANTHE	697,511	4.2%	546,021	3.6%	740,319	3.2%	1,983,851	3.6%
SALVO	284,708	1.7%	180,180	1.2%	272,888	1.2%	737,776	1.3%
WAVES	214,763	1.3%	155,732	1.0%	167,633	0.7%	538,128	1.0%
SOUTHERN SHORES	933,386	5.6%	732,479	4.8%	1,041,751	4.5%	2,707,616	4.9%
DUCK	1,687,839	10.1%	1,336,237	8.8%	2,226,448	9.5%	5,250,524	9.5%
RIM (ROANOKE ISL. MAIN)	887,163	5.3%	1,059,072	7.0%	1,315,981	5.6%	3,262,216	5.9%
OTC UNATTRIBUTED	172,366	1.0%	195,853	1.3%	468,496	2.0%	836,715	1.5%
TOTAL	16,704,519	100.0%	15,106,523	100.0%	23,315,703	100.0%	55,126,745	100.0%

DARE COUNTY GROSS								
MEALS BY DISTRICT								
	2025	% OF	2025	% OF	2025	% OF	2025	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	TOTAL	TOTAL
AVON - 1	203,609	1.8%	195,161	1.2%	476,344	2.4%	875,114	1.8%
BUXTON - 2	268,494	2.3%	311,375	1.9%	496,451	2.5%	1,076,320	2.3%
COLINGTON - 3	57,341	0.5%	89,163	0.5%	127,900	0.7%	274,404	0.6%
FRISCO - 5	145,960	1.3%	133,294	0.8%	232,689	1.2%	511,943	1.1%
HATTERAS - 6	34,533	0.3%	88,020	0.5%	374,111	1.9%	496,664	1.0%
KILL DEVIL HILLS - 7	3,911,804	33.7%	7,618,646	46.7%	6,661,630	34.1%	18,192,080	38.3%
KITTY HAWK - 8	1,921,092	16.6%	1,962,226	12.0%	2,698,748	13.8%	6,582,066	13.9%
MANTEO-TOWN - 10	1,091,498	9.4%	1,130,896	6.9%	1,501,602	7.7%	3,723,996	7.8%
RIM (ROANOKE ISL. M	302,737	2.6%	289,432	1.8%	365,927	1.9%	958,096	2.0%
NAGS HEAD - 14	2,548,768	22.0%	2,849,864	17.5%	4,010,589	20.5%	9,409,221	19.8%
RODANTHE - 15	25,784	0.2%	48,570	0.3%	103,735	0.5%	178,089	0.4%
SALVO - 18	0	0.0%	0	0.0%	31,142	0.2%	31,142	0.1%
WAVES - 19	35,947	0.3%	33,323	0.2%	118,501	0.6%	187,771	0.4%
SOUTHERN SHORES -	495,324	4.3%	488,934	3.0%	809,992	4.1%	1,794,250	3.8%
DUCK - 21	560,609	4.8%	1,067,773	6.5%	1,554,830	7.9%	3,183,212	6.7%
TOTAL	11,603,500	100.0%	16,306,677	100.0%	19,564,191	100.0%	47,474,368	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 4/30/25

	Jul '24 - Apr 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	5,199,012.37	4,845,904.00	353,108.37	107.3%
3040 · Meals Tax - 75%	2,416,558.13	2,216,141.00	200,417.13	109.0%
3050 · Website Advertising	148,229.80	125,000.00	23,229.80	118.6%
3210 · Interest Income	605,807.63	360,050.00	245,757.63	168.3%
3220 · Other	290.00	1,000.00	-710.00	29.0%
Total Income	8,369,897.93	7,548,095.00	821,802.93	110.9%
Gross Profit	8,369,897.93	7,548,095.00	821,802.93	110.9%
Expense				
5000 · Director Compensation	14,250.00	17,100.00	-2,850.00	83.3%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	3,545.45	7,000.00	-3,454.55	50.6%
5003 · Directors & Officers Insurance	2,628.67	3,125.00	-496.33	84.1%
5004 · Miscellaneous Items	133.82	1,000.00	-866.18	13.4%
5010 · Salaries (Full Time) Promotion	880,582.66	1,085,900.00	-205,317.34	81.1%
5020 · Salaries (Part Time) Promotion	74,635.73	134,650.00	-60,014.27	55.4%
5025 · Salaries (Part Time) Welcome AB	82,742.86	119,100.00	-36,357.14	69.5%
5026 · Salaries (Part Time) Welcome RI	120,026.95	180,045.00	-60,018.05	66.7%
5030 · Payroll Taxes	88,050.22	124,070.00	-36,019.78	71.0%
5040 · Employee Insurance	157,324.75	179,900.00	-22,575.25	87.5%
5050 · Retirement	124,232.38	159,910.00	-35,677.62	77.7%
5055 · 401(k) Match	7,018.72	10,860.00	-3,841.28	64.6%
5060 · Workmens Compensation	2,641.41	2,385.00	256.41	110.8%
5080 · Employee Relations	2,203.34	3,540.00	-1,336.66	62.2%
5090 · Training	1,517.52	13,340.00	-11,822.48	11.4%
5110 · Contracted Service	23,046.00	29,085.00	-6,039.00	79.2%
5140 · Audit	10,875.00	13,650.00	-2,775.00	79.7%
5170 · Other Professional Services	2,600.00	10,800.00	-8,200.00	24.1%
5180 · Legal	26,753.22	38,500.00	-11,746.78	69.5%
5185 · Research	184,955.31	188,500.00	-3,544.69	98.1%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	893,244.37	1,629,065.00	-735,820.63	54.8%
5502 · Advertising - Production Fee	266,741.16	190,000.00	76,741.16	140.4%
5510 · Advertising - Event Dev & Mktg	15,480.00	73,100.00	-57,620.00	21.2%
5515 · Advertising - Online	2,606,682.45	2,766,820.00	-160,137.55	94.2%
5525 · Community Relations	5,040.00	30,000.00	-24,960.00	16.8%
5530 · Legal Notices	310.00	1,500.00	-1,190.00	20.7%
5560 · Brochures/Production & Printing	16,575.82	21,650.00	-5,074.18	76.6%
5580 · Promotional Aids	9,173.69	8,500.00	673.69	107.9%
6100 · Familiarization Tours	51,050.75	110,000.00	-58,949.25	46.4%
6101 · Group sales	24,344.24	30,000.00	-5,655.76	81.1%
6130 · Uniforms	974.18	3,420.00	-2,445.82	28.5%
6150 · Event Grant	386,727.20	861,700.00	-474,972.80	44.9%
6160 · Long Range Tourism Plan	34,938.92	275,000.00	-240,061.08	12.7%
6170 · Tourism Summit	11,490.52	27,500.00	-16,009.48	41.8%
6200 · Postage and Delivery	50,835.08	200,200.00	-149,364.92	25.4%
6300 · Travel	29,743.12	60,675.00	-30,931.88	49.0%
6305 · Vehicle Maintenance	1,484.74	3,000.00	-1,515.26	49.5%
6320 · Registrations	34,976.05	40,000.00	-5,023.95	87.4%
6340 · Travel Show Exhibit	1,036.46	5,000.00	-3,963.54	20.7%
6420 · Dues and Subscriptions	65,676.05	69,850.00	-4,173.95	94.0%
6440 · Insurance	29,109.00	40,510.00	-11,401.00	71.9%
6460 · Telephone	27,746.25	37,825.00	-10,078.75	73.4%
6500 · Equipment	18,102.79	31,200.00	-13,097.21	58.0%
6510 · Expendable Equipment	456.60	3,275.00	-2,818.40	13.9%
6530 · Technical Support	3,097.53	5,600.00	-2,502.47	55.3%
6580 · Utilities	11,969.23	18,360.00	-6,390.77	65.2%
6600 · Cleaning/maintenance supplies	82.85	2,600.00	-2,517.15	3.2%
6610 · Building Maintenance	26,182.60	37,000.00	-10,817.40	70.8%
6620 · Equipment Service Contracts	1,464.45	3,100.00	-1,635.55	47.2%
6640 · Equipment Rent	20,571.41	33,840.00	-13,268.59	60.8%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	11,178.53	23,025.00	-11,846.47	48.5%
6800 · Bank Service Charges	1,410.15	3,240.00	-1,829.85	43.5%
6810 · Web Site/Internet	46,312.03	52,000.00	-5,687.97	89.1%
Total Expense	6,513,972.23	9,028,565.00	-2,514,592.77	72.1%
Net Ordinary Income	1,855,925.70	-1,480,470.00	3,336,395.70	-125.4%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 4/30/25

	Jul '24 - Apr 25	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	57,500.00	39,000.00	18,500.00	147.4%
Total 9920 · Transfer from Travel Guide Fund	57,500.00	39,000.00	18,500.00	147.4%
9990 · Unappropriated Fund Balance	0.00	1,842,015.00	-1,842,015.00	0.0%
Total Other Income	57,500.00	1,881,015.00	-1,823,515.00	3.1%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	55,632.04	110,000.00	-54,367.96	50.6%
62001 · Freight	3,592.80	5,000.00	-1,407.20	71.9%
Total 9925 · Transfer to Travel Guide	59,224.84	115,000.00	-55,775.16	51.5%
9950 · Transfer to Event Site Fund	3,186.10	285,545.00	-282,358.90	1.1%
Total Other Expense	62,410.94	400,545.00	-338,134.06	15.6%
Net Other Income	-4,910.94	1,480,470.00	-1,485,380.94	-0.3%
Net Income	1,851,014.76	0.00	1,851,014.76	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 4/30/25

	<u>Jul '24 - Apr 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	79.91	50.00	29.91	159.8%
Total Income	79.91	50.00	29.91	159.8%
Gross Profit	79.91	50.00	29.91	159.8%
Net Ordinary Income	79.91	50.00	29.91	159.8%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	57,500.00	39,000.00	18,500.00	147.4%
Total 9920 · Transfer from Travel Guide Fund	57,500.00	39,000.00	18,500.00	147.4%
Total Other Income	57,500.00	39,000.00	18,500.00	147.4%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	55,632.04	110,000.00	-54,367.96	50.6%
62001 · Freight	3,592.80	5,000.00	-1,407.20	71.9%
Total 9925 · Transfer to Travel Guide	59,224.84	115,000.00	-55,775.16	51.5%
Total Other Expense	59,224.84	115,000.00	-55,775.16	51.5%
Net Other Income	-1,724.84	-76,000.00	74,275.16	2.3%
Net Income	<u>-1,644.93</u>	<u>-75,950.00</u>	<u>74,305.07</u>	<u>2.2%</u>

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2024 through April 2025

	Jul '24 - Apr 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,733,004.13	1,615,301.00	117,703.13	107.3%
3040 · Meals Tax	805,519.34	738,714.00	66,805.34	109.0%
3210 · Interest	352,719.79	300,000.00	52,719.79	117.6%
Total Income	2,891,243.26	2,654,015.00	237,228.26	108.9%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	419,231.00	-419,231.00	0.0%
4525 · Event Site	602,716.00	8,454,015.00	-7,851,299.00	7.1%
4585 · Unappropriated Long-Term	75,000.00	600,560.00	-525,560.00	12.5%
Total 4000 · Long - Term Projects	677,716.00	9,473,806.00	-8,796,090.00	7.2%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	147,806.00	147,806.00	0.00	100.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	132,000.00	132,000.00	0.00	100.0%
4673 · TIG-SS-Walking Path Hwy 12	118,855.00	210,389.00	-91,534.00	56.5%
4675 · TIG-Chicamacomico-1874 Station	115,000.00	240,000.00	-125,000.00	47.9%
4676 · TIG-Duck-Performance Space	0.00	13,549.00	-13,549.00	0.0%
4677 · TIG-Elizabethan Gardens-Pathway	0.00	50,000.00	-50,000.00	0.0%
4679 · TIG-KH-Hwy 158 Multi-Use Path	0.00	400,000.00	-400,000.00	0.0%
4680 · TIG-NH-E. Epstein Sidewalk	49,500.00	49,500.00	0.00	100.0%
4681 · TIG-NH-Governor St Access	0.00	60,477.00	-60,477.00	0.0%
4682 · TIG-NH-W Seachase Sidewalk	45,150.00	45,150.00	0.00	100.0%
4683 · TIG-N.E.S.T. - Signs	2,750.00	2,750.00	0.00	100.0%
4684 · TIG-NC Aquarium -Oyster Exhibit	121,845.00	121,845.00	0.00	100.0%
4685 · TIG-OBCF-Community Terrace	0.00	85,000.00	-85,000.00	0.0%
4686 · TIG-OB Forever-Restrooms Lighth	0.00	125,000.00	-125,000.00	0.0%
4687 · TIG-RIFP - Loading Dock	75,000.00	75,000.00	0.00	100.0%
4688 · TIG-Surf Ped-Everyone's Playgro	0.00	282,963.00	-282,963.00	0.0%
4689 · TIG-APOA -Boardwalk Replacement	0.00	54,000.00	-54,000.00	0.0%
4690 · TIG-DCAC-50 Years Art Panels	0.00	4,000.00	-4,000.00	0.0%
4691 · TIG-Friends of JR-10Point Trail	0.00	50,000.00	-50,000.00	0.0%
4692 · TIG-KDH-Martin&Swan Sidewalk	0.00	240,000.00	-240,000.00	0.0%
4693 · TIG-KH-Message Board	0.00	27,490.00	-27,490.00	0.0%
4694 · TIG-KH-NC12 Crosswalk Lights	0.00	40,000.00	-40,000.00	0.0%
4695 · TIG-Manteo-Cartwright Park	0.00	250,000.00	-250,000.00	0.0%
4696 · TIG-NH-Baymeadow Sidewalk	0.00	53,137.00	-53,137.00	0.0%
4697 · TIG-NH-Living Shoreline	0.00	100,000.00	-100,000.00	0.0%
4698 · TIG-NH-Windjammer Sidewalk	0.00	124,087.00	-124,087.00	0.0%
4999 · Unappropriated Funds	0.00	770,739.00	-770,739.00	0.0%
5140 · Audit	3,625.00	4,550.00	-925.00	79.7%
5160 · Fireworks	60,025.00	121,800.00	-61,775.00	49.3%
5170 · Traffic Control - Hwy 12 & 158	0.00	22,030.00	-22,030.00	0.0%
Total 4100 · Short-Term Projects	871,556.00	4,015,262.00	-3,143,706.00	21.7%
Total Expense	1,549,272.00	13,489,068.00	-11,939,796.00	11.5%
Net Ordinary Income	1,341,971.26	-10,835,053.00	12,177,024.26	-12.4%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	10,835,053.00	-10,835,053.00	0.0%
Total Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Income	1,341,971.26	0.00	1,341,971.26	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2024-2025

	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Balance 7/1/2024	Allocation 2024-2025	Allocation Paid	Allocation Transferred	Estimated Balance FY24-25
Short-term Projects									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806		(147,806)		0
TIG - Chicamacomico - 1911 Cookhouse	38,760		(38,760)		0				0
TIG - Town of NH - Epstein Street Beach Access	250,000		(250,000)		0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500		(127,500)		0				0
TIG - Dare County - Frisco Buxton Pathway	200,000			(200,000)	0				0
TIG - Duck - Ocean Crest Improvements	78,000		(78,000)		0				0
TIG - KDH - Wright Brothers Sidewalk	177,000		(177,000)		0				0
TIG - NH - Whalebone Park Restrooms	112,000				112,000				112,000
TIG - OB Forever - Weather Bureau Signal	34,595		(34,595)		0				0
TIG - OB Forever - Cape Hatteras Lighthouse Path	132,000				132,000		(132,000)		0
TIG - SS - Walking Path E. Highway 12	150,000		(150,000)		0				0
TIG - SS Civic Assoc - Accessible Access 96A	25,000		(25,000)		0				0
TIG - Chicamacomico - 1874 Life-Saving Station		115,000			115,000		(115,000)		0
TIG - Duck - Performance Space Improvements		13,549			13,549				13,549
TIG - Elizabethan Garden - Pathway to Discover		50,000			50,000				50,000
TIG - Frisco Native American - Education Bldg		39,300	(39,300)		0				0
TIG - KH - Hwy 158 Multi-Use Path		400,000			400,000				400,000
TIG - NH - E. Epstein Sidewalk		49,500			49,500		(49,500)		0
TIG - NH - Governor Street Beach Access		60,477			60,477				60,477
TIG - NH - W. Seachase Drive Access		45,150			45,150		(45,150)		0
TIG - NEST - Signs		2,750			2,750		(2,750)		0
TIG - NC Aquarium - Oyster Exhibits		121,845			121,845		(121,845)		0
TIG - OB Community Foundation - Community Terrace		85,000			85,000				85,000
TIG - OB Forever - Restrooms at Lighthouse Beach		125,000			125,000				125,000
TIG - RIFP - Concrete Loading Dock		75,000			75,000		(75,000)		0
TIG - SS - Walking Path W. Highway 12		118,855			118,855		(118,855)		0
TIG - Surf Ped Found - Everyone's Playground		282,963			282,963				282,963
TIG - APOA - Antillas & Gull Cry Boardwalks						54,000			54,000
TIG - DCAC - 50 Years Art Panels						4,000			4,000
TIG - Friends of Jockey's Ridge - 10 Point Trail						50,000			50,000
TIG - KDH - West Martin & Swan St Sidewalks						240,000			240,000
TIG - KH - Message Boards						27,490			27,490
TIG - KH - Beach Road Crosswalk Lighting						40,000			40,000
TIG - Manteo - Cartwright Park						250,000			250,000
TIG - NH - W. Baymeadow Dr Sidewalk						53,137			53,137
TIG - NH - Living Shoreline						100,000			100,000
TIG - NH - W. Windjammer Sidewalk						124,087			124,087
TIG - SS - NC 12 Multi-Use Path 5th Ave-Hillcrest						91,534			91,534
TIG - Chicamacomico - 1874 Station, Phase II						125,000			125,000
Fireworks	76,581		(55,000)	38,444	60,025		(60,025)	60,000	60,000
Audit	190		(3,825)	3,435	0		(3,625)	4,550	925
Highway 158/Highway 12 Intersection	6,580		(4,550)	20,000	22,030			0	22,030
Unappropriated Funds	735,481	1,803,714		(1,446,340)	1,092,855	1,535,996		(1,223,798)	1,405,053
TOTAL SHORT TERM COMMITMENTS	2,291,493	3,388,103	(983,330)	(1,584,461)	3,111,804	2,695,244	(871,556)	(1,159,248)	3,776,245
Long Term Projects									
Multi-Use Center (100%)	5,631,087	1,384,413	(9,296)		7,006,205	1,447,811	(602,716)		7,851,299
Infrastructure (capped)	442,795		(123,564)		319,231	100,000	0		419,231
L-T Unappropriated Funds	550,560	200,000	(250,000)		500,560	100,000	(75,000)		525,560
TOTAL LONG TERM COMMITMENTS UNPAID	6,624,442	1,584,413	(382,860)	0	7,825,996	1,647,811	(677,716)	0	8,796,090
Total	8,915,935	4,972,516	(1,366,190)	(1,584,461)	10,937,800	4,343,055	(1,549,272)	(1,159,248)	12,572,335
Cash on Hand 4/30/25			#				#		7,982
Total Cash on Hand							Checking Savings		12,344,193 12,352,175
25% of Occupancy & Meals Income per Budget									
April									0
May									128,774
June									163,790
									292,564
Unappropriated Balances									72,404
Transfer from General Fund									
30% Short-term						2,831,087	*		
Amount over budget to short-term						706,205			
Short-term Interest						477,072			
						352,720			
						1,535,996			
70% Long-term							1,647,811		
Long-term Interest							0		
							1,647,811	*	

*Estimate Based on Actual through April and Budgeted Figures
Agrees to Financial Statements

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2024 through April 2025

	Jul '24 - Apr 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,200.00	2,000.00	-800.00	60.0%
3200 · Site Rental Income - Other	28,940.00	24,350.00	4,590.00	118.9%
Total 3200 · Site Rental Income	30,140.00	26,350.00	3,790.00	114.4%
3210 · Interest Income	1,148.63	500.00	648.63	229.7%
3250 · Lease Income	41,697.85	52,700.00	-11,002.15	79.1%
9999 · Unappropriated Funds	0.00	30,380.00	-30,380.00	0.0%
Total Income	72,986.48	109,930.00	-36,943.52	66.4%
Expense				
5160 · Event Development & Marketing	4,258.35	50,000.00	-45,741.65	8.5%
5170 · Other Professional Services	18,067.99	55,000.00	-36,932.01	32.9%
6440 · Insurance	9,725.00	9,725.00	0.00	100.0%
6580 · Utilities	8,980.00	40,665.00	-31,685.00	22.1%
6610 · Repairs & Maintenance	137,088.32	220,015.00	-82,926.68	62.3%
6700 · Office Supplies	499.64	270.00	229.64	185.1%
9990 · Unappropriated Other Expenses	8,509.07	20,000.00	-11,490.93	42.5%
Total Expense	187,128.37	395,675.00	-208,546.63	47.3%
Net Ordinary Income	-114,141.89	-285,745.00	171,603.11	39.9%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	0.00	285,545.00	-285,545.00	0.0%
Total Other Income	200.00	285,745.00	-285,545.00	0.1%
Net Other Income	200.00	285,745.00	-285,545.00	0.1%
Net Income	-113,941.89	0.00	-113,941.89	100.0%

DARE COUNTY TOURISM BOARD

30-Apr-25

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	M MARKET FIRST NATIONAL	CD'S SOUTHERN	CD'S PNC Bank	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	CD'S TRUIST BANK	TOTAL
GENERAL FUND	105,969	6,651,165	874,730	1,077,018	2,948,546	0	1,033,161	1,076,995	1,870,961	3,245,477	0	18,884,021
RESTRICTED FUND	7,982	4,129,522			1,335,210	250,000	0	0	1,860,889	3,768,572	1,000,000	12,352,175
TRAVEL GUIDE	56,948											56,948
MERCHANDISE SALES	166,304											166,304
EVENT SITE FUND	433,547											433,547
TOTAL	770,750	10,780,687	874,730	1,077,018	4,283,756	250,000	1,033,161	1,076,995	3,731,850	7,014,050	1,000,000	31,892,995
TOTAL % EACH BANK	6.58%	33.80%	5.98%		35.42%			3.38%	11.70%		3.14%	100.00%
INTEREST RATES	0.25%	4.23%	2.50%	2.55%	2.77%	0.00%	4.75%	4.00%	4.0% & 4.65%	4.65, 4.5, 4.25 & 4.1	3.35%	
TOTAL CHECKING & CD'S	31,892,995											
60% ALLOWED IN ANY BANK	19,135,797											
25% ALLOWED IN ANY ONE INV	7,973,249											
60% General Fund Reserved Balance is \$5,639,646.												
100% Restricted Fund Balance Restricted by House Bill 225												
												\$12,352,175



Dare County Tourism Board
(dba Outer Banks Visitors Bureau)

Proposed Budget for Fiscal Year 2025-2026

Public Hearing for the Proposed FY 25-26
Budget will be

Thursday, May 15, 2025 at 9:15 a.m.

in the Creech Memorial Boardroom, Outer
Banks Visitors Bureau Administrative Office,
1 Visitors Center Circle, Manteo, NC 27954

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

Page 1

Dare County Tourism Board Budget 2025-2026						
Total Revenues - Governmental Funds (General Fund and Special Revenue)						
		Budget FY 2024-2025	Amended Budget FY 2024-2025	Projected FY 2024-2025	Proposed Budget FY 2025-2026	% Change to FY 24-25 Budget
Occupancy		\$ 6,461,205	\$ 6,461,205	\$ 7,616,306	\$ 6,615,045	2.38%
Meals		\$ 2,954,855	\$ 2,954,855	\$ 3,708,042	\$ 3,083,510	4.35%
		\$ 9,416,060	\$ 9,416,060	\$ 11,324,348	\$ 9,698,555	3.00% *
Interest - GF		\$ 360,000	\$ 360,000	\$ 748,111	\$ 360,000	0.00%
Interest - Travel Guide		\$ 50	\$ 50	\$ 90	\$ 50	0.00%
Interest - Restricted		\$ 300,000	\$ 300,000	\$ 428,309	\$ 150,000	-50.00%
Website Advertising		\$ 125,000	\$ 125,000	\$ 168,230	\$ 125,000	0.00%
Travel Guide Income		\$ 39,000	\$ 39,000	\$ 57,500	\$ 41,000	5.13%
Other - General		\$ 1,000	\$ 1,000	\$ 300	\$ 1,000	0.00%
		\$ 825,050	\$ 825,050	\$ 1,402,539	\$ 677,050	-17.94%
Amounts Rolled Over from PY		\$ 3,069,064	\$ 3,069,064	\$ 3,069,064	\$ 2,614,887	-14.80%
Appropriated Fund Balance		\$ 11,120,598	\$ 11,150,298	\$ 7,035,341	\$ 12,874,842	15.47%
		\$ 14,189,662	\$ 14,219,362	\$ 10,104,405	\$ 15,489,729	8.93%
Total Revenues		\$ 24,430,772	\$ 24,460,472	\$ 22,831,292	\$ 25,865,334	5.74%
* This is a 3% increase over 24-25 budget figures. The percent change from projected actual 2024-2025 figures is a decrease of (14%).						

Draft #2
as of 5/8/2025

**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2025-2026 Summary									
	<u>Budget 2024-2025</u>	<u>Amended Budget 2024-2025</u>	<u>Projected 2024-2025</u>	<u>Proposed Budget 2025-2026</u>	<u>Percent Change</u>	<u>Estimate FY26-27</u>	<u>Estimate FY27-28</u>	<u>Estimate FY28-29</u>	
GENERAL FUND									
REVENUES									
Occupancy/Meals Tax (75%)	7,062,045	7,062,045	8,493,261	7,273,916	3.0%	7,492,134	7,866,740	8,181,410	
Revenues - Website Advertising	125,000	125,000	168,230	125,000	0.0%	127,500	132,600	137,904	
Revenues - Interest and Other	361,050	361,050	748,501	361,050	0.0%	364,714	375,655	394,438	
Appropriated from Fund Balance	285,545	315,245	315,245	280,465	-11.0%	1,777,051	1,762,367	1,788,663	
Transfer from Travel Guide/Travel Guide Income	39,000	39,000	57,500	41,000	5.1%	42,230	43,497	44,802	
Total Revenues	7,872,640	7,902,340	9,782,736	8,081,431	2.3%	9,803,628	10,180,859	10,547,217	
Projected Over Budget By			1,880,396						
EXPENDITURES:									
Governing									
Promotion	30,705	30,705	27,660	30,420	-0.9%	30,662	30,722	30,932	
Aycock Brown Welcome Center	8,564,340	8,594,040	7,933,372	9,070,310 *	5.5%	8,787,905	9,119,001	9,470,820	
Outer Banks Welcome Center RI, Whalebone & Hatteras	176,315	176,315	167,803	181,400	2.9%	178,124	188,579	188,188	
Travel Guide Expenses	227,505	227,505	221,016	235,525	3.5%	237,602	249,224	251,695	
Unappropriated Fund Balance	115,000	115,000	59,225	115,000	0.0%	118,450	122,004	125,664	
Transfer to Event Site Fund	1,542,294	1,542,294	1,542,294	783,198	-49.2%	116,344	72,054	65,576	
	285,545	285,545	285,545	280,465	-1.8%	334,541	399,276	414,342	
Total Expenditures	10,941,704	10,971,404	10,236,915	10,696,318	-2.5%	9,803,629	10,180,859	10,547,216	
Projected Under Budget By			734,489						
Revenue vs Expenses	-3,069,064	-3,069,064		-2,614,887		0	0	0	
Revenue Income over Budget	2,136,679	2,136,679		1,880,396					
Unspent Funds/Encumbrances	932,384	932,384		734,489 *					
* Includes estimated encumbrances of \$353,000									
Unappropriated Surplus	0	0	0	0					
Net Revenue vs Expenses	0	0	0	0					

**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2025-2026 Summary									
	Budget 2024-2025	Amended Budget 2024-2025	Projected 2024-2025	Proposed Budget 2025-2026	Percent Change	Estimate FY26-27	Estimate FY27-28	Estimate FY28-29	
RESTRICTED FUND									
Interest	300,000	300,000	428,309	150,000	-50.0%	110,000	85,000	85,000	
Designated From Fund Balance	10,835,053	10,835,053	9,334,981	12,594,377	16.2%	9,594,377	9,882,208	10,277,497	
Occupancy/Meals Tax (25%)	2,354,015	2,354,015	2,831,087	2,424,639	3.0%	2,497,378	2,622,247	2,727,137	
Total Revenues	13,489,068	13,489,068	12,594,377	15,169,016	12.5%	12,201,755	12,589,455	13,089,633	
Total Expenditures and Commitments	13,489,068	13,489,068	12,594,377	15,169,016	12.5%	12,205,902	12,593,727	13,094,076	
EVENT SITE FUND									
Event Rental Income	26,350	26,350	31,520	26,350	0.0%	28,350	29,450	31,250	
Lease Income	52,700	52,700	52,702	52,700	0.0%	52,700	52,700	52,700	
Other Income	200	200	200	200	0.0%	200	200	200	
Interest	500	500	1,179	500	0.0%	150	100	100	
Transfer to Event Site	285,545	285,545	285,545	280,465	-1.8%	334,541	399,276	414,342	
Unappropriated Funds	30,380	30,380	0	30,380	0.0%	30,000	31,500	33,075	
	395,675	395,675	371,146	390,595	-1.3%	445,941	513,226	531,667	
Expenditures	395,675	395,675	331,239	390,595	-1.3%	445,941	513,226	531,667	

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

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BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2025-2026

FISCAL YEAR		ACTUAL 2020-2021	ACTUAL 2021-2022	ACTUAL 2022-2023	ACTUAL 2023-2024	ACTUAL 2024-2025
JULY RECEIPTS						
	OCCUPANCY	\$1,031,086	\$1,276,821	\$1,366,626	\$1,367,018	\$1,633,431
	MEALS	\$343,467	\$484,565	\$486,160	\$514,981	\$557,766
		\$1,374,552	\$1,761,386	\$1,852,786	\$1,881,999	\$2,191,197
AUGUST RECEIPTS						
	OCCUPANCY	\$1,522,969	\$1,592,750	\$2,025,877	\$2,165,402	\$1,813,246
	MEALS	\$378,908	\$556,560	\$597,289	\$604,977	\$634,477
		\$1,901,877	\$2,149,310	\$2,623,166	\$2,770,379	\$2,447,723
SEPTEMBER RECEIPTS						
	OCCUPANCY	\$1,386,699	\$1,592,952	\$1,434,166	\$1,458,380	\$1,474,621
	MEALS	\$342,807	\$455,773	\$496,883	\$531,275	\$553,576
		\$1,729,506	\$2,048,725	\$1,931,050	\$1,989,655	\$2,028,197
OCTOBER RECEIPTS						
	OCCUPANCY	\$646,711	\$717,840	\$725,053	\$799,595	\$799,304
	MEALS	\$312,640	\$381,875	\$398,738	\$386,500	\$388,698
		\$959,351	\$1,099,715	\$1,123,790	\$1,186,095	\$1,188,002
NOVEMBER RECEIPTS						
	OCCUPANCY	\$411,520	\$437,386	\$433,387	\$348,086	\$362,802
	MEALS	\$220,333	\$283,580	\$162,643	\$273,921	\$283,328
		\$631,854	\$720,966	\$596,030	\$622,007	\$646,130
DECEMBER RECEIPTS						
	OCCUPANCY	\$149,614	\$103,833	\$185,251	\$182,562	\$174,684
	MEALS	\$133,492	\$144,518	\$300,139	\$178,483	\$190,430
		\$283,106	\$248,351	\$485,390	\$361,045	\$365,115
JANUARY RECEIPTS						
	OCCUPANCY	\$99,622	\$191,666	\$101,098	\$135,855	\$126,884
	MEALS	\$129,244	\$172,558	\$143,215	\$144,574	\$154,315
		\$228,866	\$364,224	\$244,313	\$280,429	\$281,199
FEBRUARY RECEIPTS						
	OCCUPANCY	\$221,257	\$320,769	\$322,624	\$155,450	\$164,924
	MEALS	\$96,377	\$93,580	\$124,423	\$101,950	\$106,311
		\$317,634	\$414,349	\$447,048	\$257,400	\$271,235
MARCH RECEIPTS						
	OCCUPANCY	\$167,213	\$170,201	\$170,000	\$151,260	\$150,015
	MEALS	\$92,067	\$131,328	\$116,208	\$128,876	\$161,622
		\$259,280	\$301,529	\$286,208	\$280,136	\$311,637
APRIL RECEIPTS						
	OCCUPANCY	\$277,701	\$229,961	\$228,527	\$238,725	\$232,103
	MEALS	\$179,714	\$176,838	\$179,535	\$198,494	\$191,555
		\$457,415	\$406,799	\$408,062	\$437,219	\$423,658
MAY RECEIPTS						
	OCCUPANCY	\$395,352	\$451,019	\$436,135	\$331,070	\$296,910 *
	MEALS	\$259,175	\$284,410	\$284,935	\$258,330	\$218,185 *
		\$654,527	\$735,429	\$721,069	\$589,400	\$515,095
JUNE RECEIPTS						
	OCCUPANCY	\$709,402	\$679,227	\$612,281	\$562,874	\$387,380 *
	MEALS	\$359,081	\$344,508	\$359,175	\$372,452	\$267,780 *
		\$1,068,483	\$1,023,735	\$971,456	\$935,326	\$655,160
TOTALS						
	OCCUPANCY	\$7,019,145	\$7,764,423	\$8,041,025	\$7,896,277	\$7,616,306
	MEALS	\$2,847,306	\$3,510,093	\$3,649,343	\$3,694,814	\$3,708,042
		\$9,866,451	\$11,274,517	\$11,690,368	\$11,591,092	\$11,324,348

*estimated from budget

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

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BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2025-2026

FISCAL YEAR		5 YEAR AVERAGE FY 2021-2025	BUDGET FY 2024-2025	PROPOSED FY 2025-2026	% Increase/ Decrease from Actual	\$ Increase/ Decrease from Actual	% Increase/ Decrease from 24-25 Budget	\$ Increase / Decrease from 24-25 Budget
JULY RECEIPTS								
	OCCUPANCY	\$1,334,996	\$1,210,325	\$1,226,635	-29.76%	-\$406,796	1.35%	\$16,311
	MEALS	\$477,388	\$443,005	\$466,295	-17.76%	-\$91,471	5.26%	\$23,290
		\$1,812,384	\$1,653,330	\$1,692,930	-26.48%	-\$498,267	2.40%	\$39,601
AUGUST RECEIPTS								
	OCCUPANCY	\$1,824,049	\$1,650,520	\$1,655,035	-7.31%	-\$158,211	0.27%	\$4,516
	MEALS	\$554,442	\$472,275	\$501,445	-21.99%	-\$133,032	6.18%	\$29,169
		\$2,378,491	\$2,122,795	\$2,156,480	-10.51%	-\$291,243	1.59%	\$33,685
SEPTEMBER RECEIPTS								
	OCCUPANCY	\$1,469,364	\$1,439,060	\$1,442,235	-2.22%	-\$32,366	0.22%	\$3,175
	MEALS	\$476,063	\$445,330	\$463,690	-16.92%	-\$89,886	4.12%	\$18,360
		\$1,945,427	\$1,884,390	\$1,905,925	-6.15%	-\$122,272	1.14%	\$21,535
OCTOBER RECEIPTS								
	OCCUPANCY	\$737,701	\$579,615	\$602,005	-24.67%	-\$197,299	3.86%	\$22,390
	MEALS	\$373,690	\$297,730	\$316,665	-18.64%	-\$72,033	6.36%	\$18,935
		\$1,111,391	\$877,344	\$918,670	-22.71%	-\$269,332	4.71%	\$41,325
NOVEMBER RECEIPTS								
	OCCUPANCY	\$398,636	\$272,110	\$280,275	-23.71%	-\$82,527	3.00%	\$8,165
	MEALS	\$244,761	\$220,715	\$227,335	-20.44%	-\$55,993	3.00%	\$6,620
		\$643,397	\$492,825	\$507,610	-22.27%	-\$138,520	3.00%	\$14,786
DECEMBER RECEIPTS								
	OCCUPANCY	\$159,189	\$117,350	\$130,870	-24.00%	-\$43,815	11.52%	\$13,520
	MEALS	\$189,412	\$140,200	\$144,405	-25.79%	-\$46,026	3.00%	\$4,205
		\$348,601	\$257,550	\$275,275	-24.88%	-\$89,841	6.88%	\$17,724
JANUARY RECEIPTS								
	OCCUPANCY	\$131,025	\$84,970	\$87,520	-28.98%	-\$39,365	3.00%	\$2,549
	MEALS	\$148,781	\$121,270	\$124,910	-20.34%	-\$29,404	3.00%	\$3,640
		\$279,806	\$206,242	\$212,430	-24.52%	-\$68,769	3.00%	\$6,189
FEBRUARY RECEIPTS								
	OCCUPANCY	\$237,005	\$163,905	\$163,825	-0.71%	-\$1,099	-0.05%	-\$81
	MEALS	\$104,528	\$90,410	\$93,120	-12.94%	-\$13,191	3.00%	\$2,710
		\$341,533	\$254,315	\$256,945	-5.55%	-\$14,290	1.03%	\$2,629
MARCH RECEIPTS								
	OCCUPANCY	\$161,738	\$133,825	\$137,840	-8.05%	-\$12,175	3.00%	\$4,015
	MEALS	\$126,020	\$96,455	\$104,350	-44.44%	-\$57,272	8.19%	\$7,896
		\$287,758	\$230,281	\$242,190	-24.79%	-\$69,447	5.17%	\$11,910
APRIL RECEIPTS								
	OCCUPANCY	\$241,403	\$125,235	\$168,990	-26.44%	-\$63,113	34.94%	\$43,755
	MEALS	\$185,227	\$141,500	\$155,745	-18.04%	-\$35,810	10.07%	\$14,245
		\$426,631	\$266,735	\$324,735	-22.63%	-\$98,922	21.74%	\$58,000
MAY RECEIPTS								
	OCCUPANCY	\$382,097	\$296,910	\$305,815	2.69%	\$8,905	3.00%	\$8,905
	MEALS	\$261,007	\$218,185	\$224,735	2.54%	\$6,550	3.00%	\$6,550
		\$643,104	\$515,095	\$530,550	2.62%	\$15,455	3.00%	\$15,455
JUNE RECEIPTS								
	OCCUPANCY	\$590,233	\$387,380	\$399,000	2.06%	\$11,620	3.00%	\$11,620
	MEALS	\$340,599	\$267,780	\$275,815	2.16%	\$8,035	3.00%	\$8,035
		\$930,832	\$655,159	\$674,815	2.10%	\$19,655	3.00%	\$19,655
TOTALS								
	OCCUPANCY	\$7,667,435	\$6,461,206	\$6,600,045	-12.87%	-\$1,016,260	2.15%	\$138,840
	MEALS	\$3,481,920	\$2,954,854	\$3,098,510	-16.50%	-\$609,533	4.86%	\$143,656
		\$11,149,355	\$9,416,060	\$9,698,555	-14.03%	-\$1,625,793	3.00%	\$282,496
			FY23/24 Budget 25/26 vs 23/24	\$9,053,785.00 7.12%				

**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2025-2026 Governing									
Account Number	Title	Budget 2024-2025	Amended Budget 2024-2025	Projected 2024-2025	Proposed Budget 2025-2026	Percent Change	Estimate FY26-27	Estimate FY27-28	Estimate FY28-29
5000	Director Compensation	17,100	17,100	17,100	17,100	0.0%	17,100	17,100	17,100
5030	Payroll Taxes	1,480	1,480	1,247	1,480	0.0%	1,480	1,480	1,480
5001	Professional Services	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5002	Dir. Travel/Mtg./Meals	7,000	7,000	6,405	7,000	0.0%	7,100	7,100	7,150
5003	Directors & Officers Ins.	3,125	3,125	2,629	2,840	-9.1%	2,982	3,042	3,102
5004	Miscellaneous Items	1,000	1,000	279	1,000	0.0%	1,000	1,000	1,100
	Total - Governing	30,705	30,705	27,660	30,420	-0.9%	30,662	30,722	30,932
Projected under budget by				3,045					

**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2025-2026 Promotion										
Account Number	Title	Budget 2024-2025	Amended Budget 2024-2025	Projected 2024-2025	Proposed Budget 2025-2026	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28	
Personnel										
5010	Salaries (full)	1,085,900	1,085,900	1,090,094	1,168,000	7.6%	1,203,040	1,263,192	1,301,088	
5020	Salaries (part)	134,650	134,650	121,873	115,000	-14.6%	118,450	124,373	128,104	
5025	Overtime Pay	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000	
5030	Payroll Taxes	96,805	96,805	95,974	102,960	6.4%	105,198	110,312	113,534	
5040	Employee Insurance	175,700	175,700	171,143	219,600	25.0%	241,560	260,885	281,756	
5050	Retirement	156,430	156,430	152,620	178,875	14.3%	176,826	198,479	190,552	
5055	401(k) Match	10,860	10,860	8,504	11,680	7.6%	12,030	12,632	13,011	
5060	Worker's Comp	1,935	1,935	2,191	2,275	17.6%	2,343	2,414	2,486	
5080	Employee Relations	2,340	2,340	2,359	2,390	2.1%	2,340	2,340	2,340	
5090	Training	11,900	11,900	7,233	11,900	0.0%	10,000	10,500	11,025	
		1,677,520	1,677,520	1,651,991	1,813,680	8.1%	1,872,788	1,986,126	2,044,895	
Marketing/Advertising										
5500	Other Advertising	1,629,065	1,629,065	1,629,065	1,647,910	1.2%	1,697,347	1,748,268	1,800,716	
5502	Production Advertising	190,000	190,000	257,212	240,000	26.3%	180,000	190,000	200,000	
5510	Events-Development & Prom	73,100	73,100	35,415	73,100	0.0%	75,293	77,552	79,878	
5515	Advertising - Online	2,766,820	2,766,820	2,766,820	3,149,790	13.8%	3,244,284	3,341,612	3,441,861	
5525	Community Relations	30,000	30,000	20,040	30,000	0.0%	30,000	30,000	30,000	
5560	Brochures/Production/Print	21,650	21,650	20,788	20,650	-4.6%	20,000	20,000	20,000	
5580	Promotional Aids	8,500	8,500	7,422	9,000	5.9%	8,500	8,500	8,500	
6100	Press/Travel Writer Tours	110,000	110,000	101,794	110,000	0.0%	110,000	113,300	116,699	
6101	Group Sales	30,000	30,000	28,363	30,000	0.0%	18,000	21,600	22,248	
		4,859,135	4,859,135	4,866,919	5,310,450	9.3%	5,383,424	5,550,832	5,719,902	

**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2025-2026 Promotion		Budget 2024-2025	Amended Budget 2024-2025	Projected 2024-2025	Proposed Budget 2025-2026	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28
Account Number	Title								
Special Projects									
6150	Event Grant	832,000	861,700	497,475	778,700 *	-9.6%	425,000	450,000	475,000
6160	Long Range Tourism Plan	275,000	275,000	134,486	275,000	0.0%	315,000	330,750	347,288
6170	Tourism Summit	27,500	27,500	17,491	27,000	-1.8%	18,000	18,000	18,000
		1,134,500	1,164,200	649,452	1,080,700	-7.2%	758,000	798,750	840,288
Operations									
5110	Contracted Services	16,030	16,030	15,994	16,030	0.0%	16,030	16,030	16,832
5140	Audit	13,650	13,650	10,875	15,000	9.9%	18,750	20,625	22,688
5170	Other Professional Service	10,800	10,800	5,200	10,800	0.0%	10,000	15,000	15,000
5180	Legal	38,500	38,500	28,728	20,500	-46.8%	20,500	20,500	20,500
5185	Research	188,500	188,500	183,150	188,500	0.0%	75,000	50,000	100,000
5190	Administrative Advertising	1,500	1,500	550	1,500	0.0%	1,500	1,500	1,500
5530	Legal Notices	1,500	1,500	580	1,500	0.0%	1,500	1,500	1,500
6200	Postage/Fulfillment	200,000	200,000	155,164	200,000	0.0%	204,000	208,080	212,242
6300	Travel	59,000	59,000	43,212	60,000	1.7%	62,400	64,896	67,492
6305	Vehicle Maintenance	3,000	3,000	2,953	3,000	0.0%	3,000	3,000	3,000
6320	Registrations	40,000	40,000	39,184	45,000	12.5%	45,450	45,905	46,364
6340	Travel Show Exhibit	5,000	5,000	2,526	5,000	0.0%	6,500	7,500	7,500
6420	Dues & Subscriptions	69,400	69,400	60,125	75,000	8.1%	78,750	78,750	78,750
6440	Insurance	28,350	28,350	16,949	23,735	-16.3%	24,922	26,168	27,476
6460	Telephone	26,100	26,100	24,562	25,860	-0.9%	25,860	26,636	26,636
6500	Equipment	26,700	26,700	21,670	20,000 *	-25.1%	25,000	25,750	26,523
6510	Expendable Equipment	3,275	3,275	967	3,275	0.0%	3,275	3,275	3,275
6530	Tech. Support/Software	5,600	5,600	5,257	7,000	25.0%	7,000	7,000	7,000
6580	Utilities	10,800	10,800	9,560	10,800	0.0%	11,124	11,235	11,348
6600	Cleaning/maint. Supplies	1,500	1,500	1,126	1,500	0.0%	1,500	1,500	1,500
6610	Building Maintenance	31,000	31,000	30,747	20,000	-35.5%	20,000	35,000	55,000
6620	Equip. Service Contracts	3,100	3,100	2,684	3,100	0.0%	3,100	3,100	3,100

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**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2025-2026 Aycock Brown Welcome Center Kitty Hawk									
Account Number	Title	Budget 2024-2025	Amended Budget 2024-2025	Projected 2024-2025	Proposed Budget 2025-2026	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28
5025	Salaries (part)	118,100	118,100	115,593	118,775	0.6%	122,338	126,008	129,789
5030	Payroll Taxes	10,215	10,215	9,999	10,275	0.6%	10,582	10,900	11,227
5040	Employee Insurance	4,200	4,200	4,176	4,845	15.4%	5,087	5,240	5,397
5050	Retirement	3,480	3,480	3,026	3,735	7.3%	3,922	4,039	4,161
5060	Worker's Comp	180	180	180	200	11.1%	206	212	219
5080	Employee Relations	455	455	297	455	0.0%	450	450	450
5090	Training	600	600	600	600	0.0%	600	600	600
5110	Contracted Services	9,960	9,960	10,050	11,400	14.5%	9,960	9,960	9,960
6130	Uniforms	1,080	1,080	1,056	1,260	16.7%	800	800	800
6200	Postage	200	200	152	200	0.0%	200	210	221
6300	Travel	645	645	268	340	-47.3%	560	560	570
6420	Dues & Subscriptions	270	270	103	270	0.0%	270	270	270
6440	Insurance	3,890	3,890	3,890	3,225	-17.1%	3,386	3,556	3,733
6460	Telephone	5,940	5,940	5,299	5,520	-7.1%	5,630	5,743	5,858
6500	Equipment	1,500	1,500	1,000	4,700	213.3%	1,500	2,000	2,000
6580	Utilities	6,600	6,600	5,931	6,600	0.0%	6,732	6,867	7,004
6600	Cleaning/maint. Supplies	600	600	388	600	0.0%	600	600	600
6610	Building Maintenance	3,500	3,500	2,616	3,500	0.0%	2000	7250	2000
6660	Equipment Repairs	1,800	1,800	800	1,800	0.0%	300	315	330
6700	Office Supplies	3,100	3,100	2,379	3,100	0.0%	3,000	3000	3,000
	Total - ABWC	176,315	176,315	167,803	181,400	2.9%	178,124	188,579	188,188
	Projected under budget by			8,512					

**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2025-2026									
Outer Banks Welcome Center Roanoke Island									
Account Number	Title	Budget 2024-2025	Amended Budget 2024-2025	Projected 2024-2025	Proposed Budget 2025-2026	Percent Change	Estimate FY26-27	Estimate FY27-28	Estimate FY28-29
5026	Salaries (part) - RI	88,320	88,320	87,261	89,650	1.51%	92,340	95,110	97,963
5030	Payroll Taxes	7,640	7,640	7,548	7,755	1.51%	7,987	8,227	8,474
5060	Worker's Comp	130	130	130	140	7.69%	144	149	153
5080	Employee Relations	350	350	349	350	0.00%	350	350	350
5090	Training	600	600	550	600	0.00%	600	600	600
6130	Uniforms	1,080	1,080	972	1,080	0.00%	800	800	800
6420	Dues & Subscriptions	180	180	162	170	-5.56%	179	187	197
6440	Insurance	6,320	6,320	6,320	5,240	-17.09%	5,502	5,777	6,066
6460	Telephone	1,345	1,345	1,296	1,320	-1.86%	1,346	1,373	1,401
6500	Equipment	1,000	1,000	1,001	1,000	0.00%	1,000	1,000	1,000
6580	Utilities	960	960	851	960	0.00%	979	999	1,019
6600	Cleaning/Maint. Supplies	200	200	190	200	0.00%	200	200	200
6610	Building Maintenance	2,000	2,000	1,525	6,000	200.00%	3,100	7,960	3,500
6660	Equipment Repairs	250	250	120	250	0.00%	250	250	250
6700	Office Supplies	700	700	505	700	0.00%	600	600	600
Total - Welcome Ctr. R.I.		111,075	111,075	108,780	115,415	3.91%	115,377	123,582	122,572
Projected under budget by				2,295					

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**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2025-2026									
Outer Banks Welcome Center - Hatteras Information Center									
Account Number	Title	Budget 2024-2025	Amended Budget 2024-2025	Projected 2024-2025	Proposed Budget 2025-2026	Percent Change	Estimate FY26-27	Estimate FY27-28	Estimate FY28-29
5026	Salaries (part) - HI	39,275	39,275	38,487	40,650	3.50%	41,870	43,126	44,419
5030	Payroll Taxes	3,395	3,395	3,333	3,515	3.53%	3,622	3,730	3,842
5060	Worker's Comp	55	55	55	65	18.18%	67	69	71
5080	Employee Relations	215	215	192	215	0.00%	200	200	200
5090	Training	140	140	125	140	0.00%	100	100	100
5110	Contracted Services	2,300	2,300	2,200	2,300	0.00%	2,300	2,300	2,300
6130	Uniforms	720	720	652	720	0.00%	300	300	300
6300	Travel	1,030	1,030	782	1,030	0.00%	903	918	895
6440	Insurance	975	975	975	805	-17.44%	845	888	932
6460	Telephone	2,700	2,700	2,561	3,300	22.22%	3,366	3,433	3,502
6500	Equipment	1,000	1,000	974	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	250	250	192	100	-60.00%	200	200	200
6610	Building Maintenance	500	500	75	500	0.00%	500	500	500
6700	Office Supplies	825	825	1,110	975	18.18%	700	725	750
Total - Welcome Ctr. - Hatteras		53,380	53,380	51,713	55,315	3.62%	55,972	57,489	59,012
Projected under budget by				1,667					

**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau									
Budget 2025-2026									
Outer Banks Welcome Center - Whalebone Junction									
Account Number	Title	Budget 2024-2025	Amended Budget 2024-2025	Projected 2024-2025	Proposed Budget 2025-2026	Percent Change	Estimate FY26-27	Estimate FY27-28	Estimate FY28-29
5026	Salaries (part)	52,450	52,450	51,149	54,200	3.34%	55,826	57,501	59,226
5030	Payroll Taxes	4,535	4,535	4,424	4,690	3.42%	4,829	4,974	5,123
5060	Worker's Comp	85	85	85	95	11.76%	98	101	104
5080	Employee Relations	180	180	171	180	0.00%	180	180	180
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	795	795	640	795	0.00%	750	750	750
6130	Uniforms	540	540	528	540	0.00%	300	300	300
6440	Insurance	975	975	975	805	-17.44%	845	888	932
6460	Telephone	1,740	1,740	712	1,740	0.00%	1,775	1,810	1,847
6500	Equipment	1,000	1,000	1,000	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	50	50	49	50	0.00%	50	50	50
6700	Office Supplies	600	600	690	600	0.00%	500	500	500
Total - Welcome Ctr. Whalebone		63,050	63,050	60,523	64,795	2.77%	66,253	68,153	70,111
Projected under budget by				2,527					

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

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Outer Banks Visitors Bureau						
Budget 2025-2026						
Restricted						
Account Number	Title	Budget 2024-2025	Amended Budget 2024-2025	Projected 2024-2025	Proposed Budget 2025-2026	Percent Change
	Occupancy/Meals Tax 25%	2,354,015	2,354,015	2,831,087	2,424,639	3.0%
	Interest	300,000	300,000	428,309	150,000	-50.0%
	Appropriated Fund Balance	10,835,053	10,835,053	9,334,981	12,594,377	16.2%
	Total - Non Departmental	13,489,068	13,489,068	12,594,377	15,169,016	12.5%

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Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

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Outer Banks Visitors Bureau Budget 2025-2026 Restricted Fund					
Account Number	Title	Projected Amount Allocated thru 4/30/25	Recommended FY 25-26 Projects	Proposed FY 25-26 Allocation	Percent Change
Revenues					
3210	Interest	428,309	0	150,000	-65.0%
9930	Appropriation from Fund Balance	9,334,981	0	12,594,377	34.9%
9940	Occupancy/Meals Tax 25%	2,831,087	0	2,424,639	-14.4%
	Total Revenues	12,594,377	0	15,169,016	20.4%
Expenditures					
Long Term Projects: 70% = \$1,697,247					
4503	Infrastructure NOTE #1	419,231	80,769	500,000	19.3%
4525	Event Site NOTE #2	7,851,300	1,516,478	9,367,778	19.3%
4585	Long-term Unappropriated NOTE #3	525,560	100,000	625,560	19.0%
	Total Long Term Projects	8,796,091	1,697,247	10,493,338	19.3%
Short Term Projects: 30% = \$727,392, plus interest					
FY2023					
4670	TIG - NH - Whalebone Restrooms	112,000		112,000	0.0%
		112,000		112,000	
FY2024					
4676	TIG - Duck - Performance Space Improvements	0		0	#DIV/0!
4677	TIG - Elizabethan Garden - Pathway to Discovery	50,000		50,000	0.0%
4679	TIG - KH - Hwy 158 Multi-Use Path	400,000		400,000	0.0%
4681	TIG - NH - Governor St Beach Access	60,477		60,477	0.0%
4685	TIG - OB Community Found - Community Terrace	85,000		85,000	0.0%
4686	TIG - OB Forever - Restrooms at Lighthouse Beach	125,000		125,000	0.0%
4689	TIG - Surf Ped Foundation - Everyone's Playground	282,963		282,963	0.0%
		1,003,440		1,003,440	
FY2025					
4675	TIG - Chicamacomico - 1874 Lifesaving Station, Phase	125,000		125,000	0.0%
4689	TIG - APOA - Boardwalk Replacements	54,000		54,000	0.0%
4690	TIC - DCAC - 50 Years Art Panels	4,000		4,000	0.0%
4691	TIG - Friends of Jockey's Ridge - 10 Point Trail	50,000		50,000	0.0%
4692	TIG - KDH - Martin & Swan Sidewalks	240,000		240,000	0.0%
4693	TIG - KH - Message Board	27,490		27,490	0.0%
4694	TIG - KH - Crosswalk Lighting on NC12	0		0	#DIV/0!
4695	TIG - Manteo - Cartwright Park	250,000		250,000	0.0%
4696	TIG - NH - Baymeadow Sidewalk	53,137		53,137	0.0%
4697	TIG - NH - Living Shoreline	100,000		100,000	0.0%
4698	TIG - NH - Windjammer Sidewalk	124,087		124,087	0.0%
4673	TIG - SS - NC 12 Multi-Use Path 5th Ave-Hillcrest	91,534		91,534	0.0%
5170	Traffic Control Hwy 158 & Hwy 12	22,030	0	22,030	0.0%
5160	Fireworks	61,775	60,000	121,775	97.1%
5140	25 % of audit	925	4,075	5,000	440.5%
4999	FY2023 S-T Unappropriated NOTE #4	1,478,868	813,317	2,292,185	55.0%
		2,682,846	877,392	3,560,238	32.7%
	Total Short Term Projects	3,798,286	877,392	4,675,678	23.1%
	Total Expenditures	12,594,377	2,574,639	15,169,016	20.4%
Reconciliation Back to 4/30/25 Cash Balance					
Funds in the Banks @ 4/30/25				\$12,352,175	
Estimated Revenues -May-June 2025				368,153	
Budgeted FY 25-26 Revenue				2,574,639	
Total Proposed Expenditures				\$15,294,967	
Less Amounts to be Paid Out in 24-25				(125,951)	
Total Proposed Expenditures				\$15,169,016	

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**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau												
Budget 2025-2026												
Travel Guide												
Account Number		Original Budget 2024-2025	Amended Budget 2024-2025	Projected 2024-2025	Proposed Budget 2025-2026	Percent Change	Estimate FY26-27	Estimate FY27-28	Estimate FY28-29			
Title												
Revenues												
3209 Advertising		39,000	39,000	57,500	41,000	5.1%	42,230	43,497	44,802			
3210 Interest		50	50	90	50	0.0%	53	55	58			
Total Revenues		39,050	39,050	57,590	41,050	5.1%	42,283	43,552	44,860			
Expenditures												
5560 Production/Printing/Distribution		110,000	110,000	55,632	110,000	0.0%	113,300	116,699	120,200			
6200 Freight		5,000	5,000	3,593	5,000	100.0%	5,150	5,305	5,464			
Total Expenditures		115,000	115,000	59,225	115,000	0.0%	118,450	122,004	125,664			
Revenues Over (Under) Expenditures		-75,950	-75,950	-1,635	-73,950		-76,168	-78,451	-80,804			

**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2025-2026 Event Site Fund		Original Budget 2024-2025	Amended Budget 2024-2025	Projected 2024-2025	Proposed Budget 2025-2026	Percent Change	Estimate FY26-27	Estimate FY27-28	Estimate FY28-29
Account Number	Title								
Revenues:									
3200	Event Rental Income	26,350	26,350	31,520	26,350	0.00%	28,350	29,450	31,250
3250	Lease Income	52,700	52,700	52,702	52,700	0.00%	52,700	52,700	52,700
3220	Other Income	200	200	200	200	0.00%	200	200	200
3210	Interest Income	500	500	1,179	500	0.00%	150	100	100
9910	Transfer from General Fund	285,545	285,545	285,545	280,465	-1.78%	334,541	399,276	414,342
9999	Unappropriated Funds	30,380	30,380	0	30,380	0.00%	30,000	31,500	33,075
	Total Revenues	395,675	395,675	371,146	390,595	-1.28%	445,941	513,226	531,667
Projected under budget by									
Expenditures:									
5160	Event Development & Marketing	50,000	50,000	17,858	50,000	0.00%	50,000	50,000	24,000
5190	Other Professional Services	55,000	55,000	39,068	55,000	0.00%	55,000	92,700	104,751
6440	Insurance	9,725	9,725	9,725	8,060	-17.12%	8,463	8,886	9,330
6580	Utilities	40,665	40,665	28,614	35,455	-12.81%	36,519	37,614	38,743
6610	Repairs & Maintenance	220,015	220,015	216,163	220,015	0.00%	271,462	298,608	328,469
6700	Office Supplies	270	270	500	400	48.15%	300	300	300
9990	Other Expenses	20,000	20,000	19,311	21,665	8.33%	24,199	25,118	26,074
	Total Expenditures	395,675	395,675	331,239	390,595	-1.28%	445,942	513,226	531,667
	Revenues Over (Under) Expenditures	0	0	39,907	0	0	0	0	0

Online Booking Engine for outerbanks.org (StaySense | Amplify) Vote

<i>Question:</i>	<i>Vote Responses:</i>	<i># of Homes Represented in Dare County:</i>
Yes, our company is interested in participating in the online booking engine on outerbanks.org.	8	2090
We support this initiative but have technological issues that need to be addressed.	2	572
No, our company does not support the online booking initiative on outerbanks.org.	10	2844
Our company will not be participating; however, we have no objections to other companies choosing to take part.	0	
Number of Companies that did not submit a vote.	11	1881

Email 1 – In Favor of StaySense Integration on Outerbanks.org

Thank you for sharing the details of this initiative and for taking the lead on something so important to the future of our market. Having been in this industry for quite a while, I've heard many property managers express concern about OTAs and their growing presence. But I'll be honest—I've never quite shared that viewpoint.

Historically, our industry—especially on the Outer Banks—has been slow to embrace broader distribution, and many only came around once it became clear that ignoring those channels meant losing homeowners. We've seen a major shift in ownership recently, with younger, investment-minded buyers entering the market who expect modern, diversified marketing strategies. While distribution may have taken a back seat during the post-COVID booking boom, it's still a critical piece when demand softens, and that's not going away.

In my opinion, the Visitors Bureau is the ideal lead for something like this—an impartial organization that isn't aiming to profit from bookings directly. From what I understand, that's still the case. Guest fees through StaySense are standard, and I think most of us recognize that model.

What's most important, though, is the big-picture impact. This marketplace could serve as a powerful benefit for OBAR members, OBVB sponsors or Professional Managers—however you choose to structure it. Partnering with a tech-forward, fast-growing company like StaySense is a smart and strategic move. If we want to curb the control that Airbnb and VRBO have over our area, even in the slightest amount, we need to offer a compelling alternative—and this is exactly that.

Thanks again for spearheading this and including myself in this conversation from its infancy. It's the kind of initiative that strengthens the Outer Banks vacation rental market as a whole and I'm fully in support.

Email 2 – Against StaySense Integration on Outerbanks.org

Thanks Lee. I appreciate that you handled this with a vote. I hope you will share the results with all participants.

If you are interested, the logic behind my nay vote is based on two factors.

First and most importantly, the strongest asset a business has is its brand. It takes time, investment and creativity to establish, grow and maintain a brand. You know this because you and your team do an excellent job of branding The Outer Banks. My opinion is that when you try to blend brands, you dilute and devalue them. There is an argument that by aggregating a mix of brands that the increase in exposure will create volume which could benefit all of the brands as a whole but I would argue that this is only true IF all of the brands were completely equal before the combination. All of the Outer Banks rental companies are not equal.

Smaller and newer brands stand to benefit from the project you are proposing while larger and more mature brands stand to lose clout.

Second, whether it is the intent or not of the OBVB to beat the companies in search results, you often do when searching key vacation rental related queries. It's always been a bit tough to swallow considering that our businesses bear a large expense to support the OBVB through occupancy taxes AND that you are in direct competition with us. I'm paying for my competition essentially... IF you go through with the Stay Sense model, you will improve your ranking in vacation rental related searches. Activity, content etc. will help you. My participation on your website stands to hurt my own website... It just feels counter intuitive.

Best of luck. If you end up pushing forward, I'll be interested in seeing the data.

OUTER BANKS VISITORS BUREAU



STAYSENSE

Updated May 1, 2025

WHAT

- The Outer Banks Visitors Bureau (OBVB) is considering adding the Amplify vacation rental booking engine (the Product) -- owned by the company, StaySense -- to its site, outerbanks.org. The Product can display the county's individual rental listings side-by-side with a filtering system to consider things, such as, dates, party size, location, view, price, and popular amenities like pet-friendly and pool. More filtering items will be included beyond this list.

WHY

- The OBVB wants to convert some of its 6 million+ annual web sessions into bookings for our Dare County professional Property Management Companies (PMCs). Right now, outerbanks.org provides free listings for each of your businesses, but no direct way to convert web visitors into actual visitors. The initiative also recognizes that non-local OTAs such as VRBO are gaining booking share in Dare County.

WHERE WE ARE RIGHT NOW

- OBVB has had several meetings with the StaySense rep, including ones with a smaller working group of local PMCs and a broader meeting in April with several local PMCs. Questions and concerns were voiced, as was support for the initiative. The Product is a relatively new offering for Destination Marketing Organizations like OBVB. Some areas are still in development and may change moving forward. **We have not signed a contract and will not do so unless the initiative receives near-universal support from the PMCs and is supported by the Dare County Tourism Board.**

FAQS

- ***Will the Product be limited to only Dare County professional PMCs?***

Our intent is to only display Dare County listings distributed through a Property Management Software system (PMS) and represented by a licensed NC REALTOR. The Amplify system has multiple controls over what inventory is displayed.

- ***Can you provide examples of the Product in action elsewhere?***

Yes. GulfShores.com offers a good example of the functionality, although our implementation may vary somewhat. Additional examples include GoBreck.com, PigeonForge.com, VisitMesa.com, and Amelialsland.com

- ***What would the cost be to the PMC?***

This would be a free service provided by OBVB. Unlike some OTAs, the OBVB will not charge the PMC a commission on bookings. Individually PMS' may charge a transaction fee as per the PMC's contract with their PMS company.

- ***What is the Product cost to the Visitors Bureau?***

StaySense will not charge the OBVB anything for use of the Product.

- ***How does StaySense make money?***

StaySense charges a non-refundable Service Fee **to the guest** that is clearly indicated prior to the booking transaction. The Service Fee is based on a sliding scale percentage of the Host Fee.

- ***How does the Product work?***

The Product works by connecting directly with a wide variety of PMS systems, such as, Streamline, TRACK, Escapia, and Guesty. Where direct integrations are not available/present, Amplify connects with 2 3rd party channel managers, Rentals United and BookingPal. Examples of PMSs that require connectivity via a channel manager include Barefoot, ResNexus, RNS, RMS, and VRM, WebRezPro, Lodgify and ThinkReservations all require the use of Rentals Untied or BookingPal. An updated connectivity list linked [here](#).

- ***Who is the Merchant of Record?***

The PMC is the Merchant of Record. When the customer books the property, the Product performs 2 transactions. 1) A non-refundable Service Fee, which is received directly by StaySense. 2) The actual booking, including rent, Host Fees, taxes and other ancillary charges the PMC may impose. The PMC's portion of the transaction happens directly via its own PMS. As such, the PMC is the Merchant of Record and enjoys direct communication with the guest following the transaction and maintains data and communication related to the transaction for later marketing.

- ***Will the PMC be identified with each home listing?***

Yes, we recognize that NC Real Estate law requires this.

- ***What if the customer sees the listing on [outerbanks.org](https://www.outerbanks.org), but then books directly with the PMC...will StaySense charge the PMC a Service Fee?***

No. The Service Fee is applicable on bookings via the Amplify tool only.

- ***What about trip insurance?***

StaySense expects to have a trip Insurance offering later in 2025. Even when this is available, though, the PMC will have the opportunity to opt-out and offer its own trip insurance product instead. In that scenario, the PMC's trip insurance product will be offered after the booking is made and Stay Sense will not be involved in that part of the transaction.

- ***What's the deal with reviews?***

Currently, the Product receives a "review score value" in the API payload from some PMS partners – not all PMS send this information. If your PMS does not send this value, no star value will be attached to your listings. It is an aggregate score at the PMC level, NOT the individual listing level. So, when star ratings are shown in search results, all listings from the same company will show the same rating. StaySense chose to keep the star ratings in place because it adds to the overall validity and trust of the tool itself, however, OBVB will have the option of deactivating reviews for all.

- ***How is the displayed order of listings determined?***

For default search rankings (unsorted), the primary three scoring factors are (1) listing click through rate, (2) view to quote rate, and (3) quote to booking rate -- essentially, the listings that get clicked the most, how much of the listing and its photos are viewed once accessed, and then finally, which listings book the best. Anytime someone filters/sorts by amenity, number of bedrooms/bathrooms etc., the overarching listing ranking algorithm remains in place. The only scenario where it's overridden is when someone sorts by price.

- ***How will questions and complaints be handled?***

As stated, the PMC owns the booking and all guest communications after the booking is made. StaySense has trained personnel to answer questions leading up to the booking and systems in place to work with the PMC to address remaining questions. OBVB will also be trained to direct customers to an appropriate contact if no answer is readily available.

- ***What about Stay Rules - aka Minimum Stay, Turn-Day, Length Of Stay Pricing aka Flex Stay?***

The expectation is that these rules will all be available in time for *next* booking season. StaySense will be updating this functionality incrementally throughout each quarter and throughout the rest of this year. StaySense recognizes this is a key priority, though. Their team feels confident it will take about 1 quarter for the bulk of enhancements to roll out, with fixes and fine-tuning taking place over the following 2 quarters. (Q2-Q4 '25).

- ***I've heard StaySense is owned by Guesty...we use a different Property Management Software (PMS), should I be concerned?***

StaySense is part of the Rentals United business unit within Guesty, which operates unilaterally with its own C-Suite and Senior Leadership team. All systems are maintained separately, including customer database, traveler PII, and partner contracts (PMS contracts). There are not typically any concerns around this, but if it turns out that concerns do exist, the company is prepared and willing to address/resolve those either contractually or via further discussion.

- ***Will this hurt my company's SEO ranking?***

OBVB will not receive commissions on bookings and is not motivated -- financially or otherwise -- to pursue booking-specific paid search terms. We are satisfied simply being able to convert web visitors into visitors utilizing the more general, top-of-funnel terms currently being purchased. Otherwise, organic placement is determined by the algorithms of the respective search engines.

WHAT'S NEXT

- A poll will be shared with PMCs to gauge interest. IF the overwhelming majority are in favor of pursuing it, the OBVB Executive Director will bring the recommendation forward to the Tourism Board for its consideration and vote. This assumes positive responses from the Board attorney and continued progress with StaySense to address outstanding issues. OBVB anticipates the earliest possible launch date to be fall, 2025.

PEER CONTACTS:

Gulf Shores Contacts:

- Hunter Harrelson, BeachBall Properties - hunter@beachballproperties.com
- Connor Hall, Liquid Life - connor@liquidlife.com
- Bryant Loy, Brett Robinson Vacation Rentals - bryantl@brettrobinson.com

Marketing Dashboard

thru April 2025

	<u>FY 24/25</u>	<u>FY 23/24</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	49,455	51,516	-2,061	-4%
Completed Video Views	46,660,801	31,350,449	15,310,352	49%
Website Sessions	3,873,003	3,772,016	100,987	3%
Online Communities				
Email Subscribers	90,433	107,383	-16,950	-16%
Facebook	711,000	717,000	-6,000	-1%
X (Twitter)	39,813	40,800	-987	-2%
Instagram	133,000	131,000	2,000	2%
Pinterest	23,600	23,500	100	0%
TikTok	115,700	96,800	18,900	20%
YouTube	<u>4,960</u>	<u>0</u>	<u>4,960</u>	<u>#DIV/0!</u>
Online Communities Subtotal	1,118,506	1,116,483	-2,937	0%



OBVB Marketing Dashboard - Prepared by Hoffman York

This dashboard highlights Outer Banks Visitors Bureau's analytics managed and audited by Hoffman York. It includes delivery highlights for paid media campaigns, outerbanks.org website activity, and leading tourism research partners secured by OBVB (i.e., Zartico, Visa, KeyData).

- **Section I: Fiscal Year 2024-2025 Overview:** Reviews FY24-25 year-to-date (FYTD) versus prior fiscal year-to-date totals.
- **Section II: Website:** Reviews key KPIs/events tracked and website content viewed.
- **Section III: Feeder Market Trends:** Highlights market visitation and interest on state and city levels from research partners and organic website visits.
- **Section IV: HY Managed Media:** Reviews topline delivery metrics for paid media campaigns and email marketing.
- **Section V: Month of Data:** Compares monthly delivery of top-level metrics to the same month in the previous year.

April 2025 Highlights

- Paid Media: FYTD total impressions are up 35% YoY and total video views are up 49%, driven by media cost efficiencies in the Fall and Spring-Summer campaigns.
 - Continuity:
 - Incremental media with Group Travel Leader included a custom eblast, enewsletter leaderboard, and website homepage leaderboard delivering 8K impressions with an overall 4% CTR.
 - Native Display creative supported The Outer Edge, 10 Adventures, Wildlife Guide, and OBX by Trail. The Wildlife Guide creative achieved the highest CTR at 0.48%, followed by 10 Adventures and Outer Edge at 0.47%. Wildlife Guide also achieved the most efficient CPM at \$1.19. Those in the Email Retargeting audience spent the most time on the site at 1 minute and 34 seconds, among the top 10 creatives this FY.
 - Google Paid Search saw its most efficient CPC of this FY at \$0.41 along with one of the top CTRs at 15.75%.
 - Spring-Summer: All buys are complete with the final The Outer Edge Streaming TV concluding on 4/20.
- Website: MoM website sessions were down 39% due to Spring-Summer traffic drivers ending in March. The majority of website sessions came from Organic Search on Google (38%). Total website sessions are up 3% FYTD, driven by paid media campaign traffic.
 - The /blog/post/ page saw the largest MoM increase at +21% or +11K page views. The most viewed blog post was the Ideal Family Beach Vacation Destination post, for the third month in a row, with 32K page views.
 - The listing details event saw the largest MoM increase at +12K or +19%.
- Email: 95K emails were sent across the consumer marketing contact sublists and various workflow audiences, with an overall 18% open rate and 16% CTR (opens), and 0.39% bounce rate.
 - The April 2025 OBX Email "Time for a Reset on the OBX" achieved a 17.5% open rate and a 14% CTR (opens). The majority of clicks went to the CTA button titled "Plan your trip with these discounts" at 23%, followed by the Where to Stay clickable photo at 22%.
 - The Foodie Workflow performed the best of the workflow emails with a 31% open rate and 44% CTR (open).
- Zartico: Data is available through 4/30. April spend is up 56% MoM and down about 8% YoY. FTYD Tracked Spend shows a decrease of 13%.
- KeyData:
 - Short Term Rentals: April shows a 17% increase in Adj. Paid Occupancy and a 25% increase in revenue YoY! Looking ahead, May and June show flat revenue despite slight decreases in Adj. Paid Occupancy.
 - The top 3 states (Virginia, North Carolina, and New York) accounted for 61% of total rent revenue, or \$6MM. New York showed the largest increase in revenue MoM with more than \$1.1MM in additional rent!
 - Hotels: April revenue shows a 20% increase in Paid Occupancy and a 25% increase in revenue YoY, driven by Washington DC (+\$91K) and Norfolk (+\$67K) markets. Looking ahead, May revenue and Paid Occupancy are flat, while June shows increases in both areas.
 - Note: 2-mo forward-looking metrics reflect revenue/occupancy pacing as of the date pulled compared to the same day one year prior.
- Visa: Data is available through March. FYTD tracked spend is nearly flat YoY, while March spend was down 5% YoY.

Dashboard was updated on 5/7/25. Data is reviewed and validated through - Media, Email, and Website: 4/30/25; Zartico: 4/30/25, Visa: 3/31/25, KeyData Short Term Rentals: as of 5/5/25 (FY24-25) vs 5/6/24 (FY23-24), KeyData Hotel: as of 4/27/25 (FY24-25) vs. 4/28/24 (FY23-24).

FYTD = Fiscal Year Total To-Date (includes all data from July 2024 through the listed 'reviewed and validated date').

Section I: Fiscal Year 2024-2025 Overview

Reviews FY24-25 year-to-date (FYTD) versus prior fiscal year-to-date totals

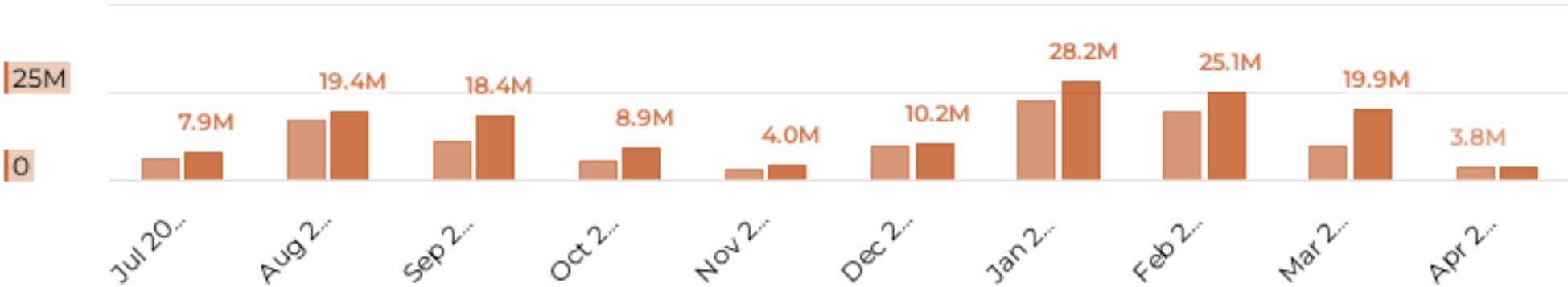
Paid Media Campaigns (HY Managed)

FYTD: Impressions

145,958,218 ▲35%
(Custom Range: 108,116,467)

Monthly Impressions v. Previous Year

Impressions

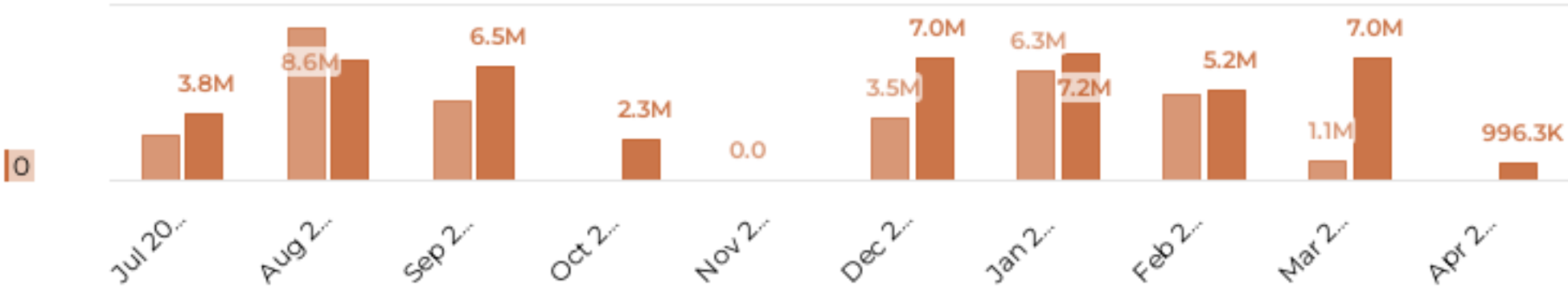


FYTD: Video Views

46,660,801 ▲49%
(Custom Range: 31,350,449)

Monthly Video Views v. Previous Year

Video Views



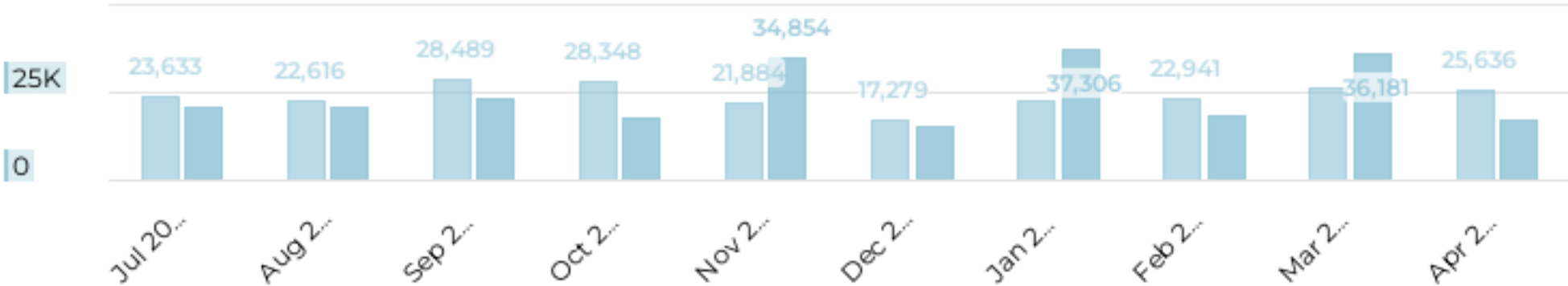
Email Marketing

FYTD: Email Opens

241,359 ▲1%
(Custom Range: 239,747)

Monthly Email Opens v. Previous Year

Email Opens



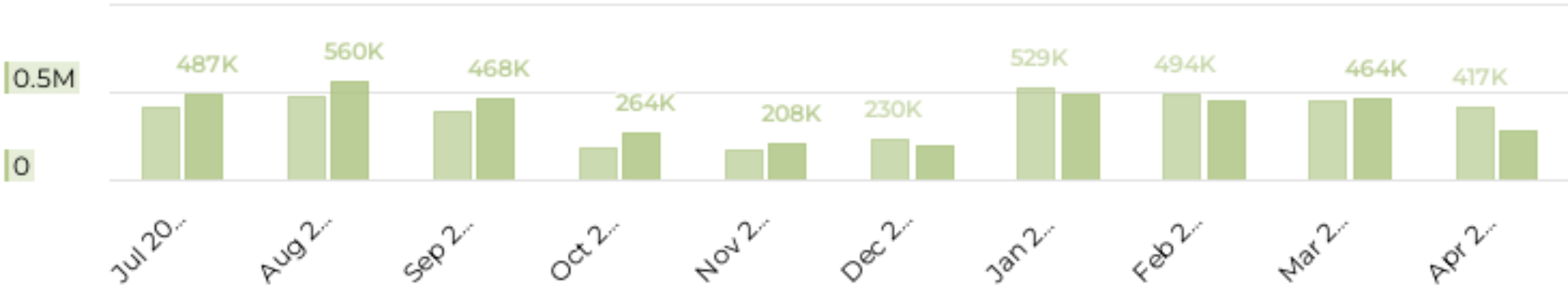
Outerbanks.org

FYTD: Website Sessions

3,873,003 ▲3%
(Custom Range: 3,772,016)

Monthly Website Sessions v. Previous Year

Sessions



Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

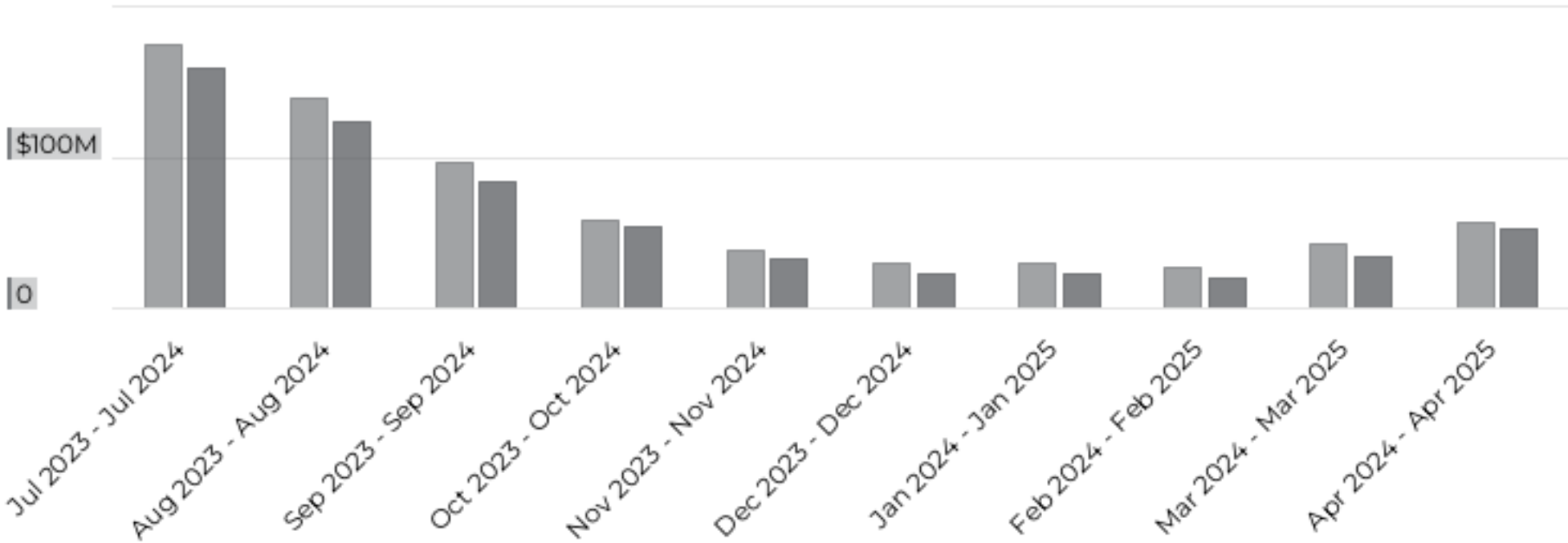
\$604,444,490 ▼ -13%
(Custom Range: \$695,042,633)

FYTD: Visa Tracked Spend

\$284,645,046 ▼ -1%
(Custom Range: \$288,933,463)

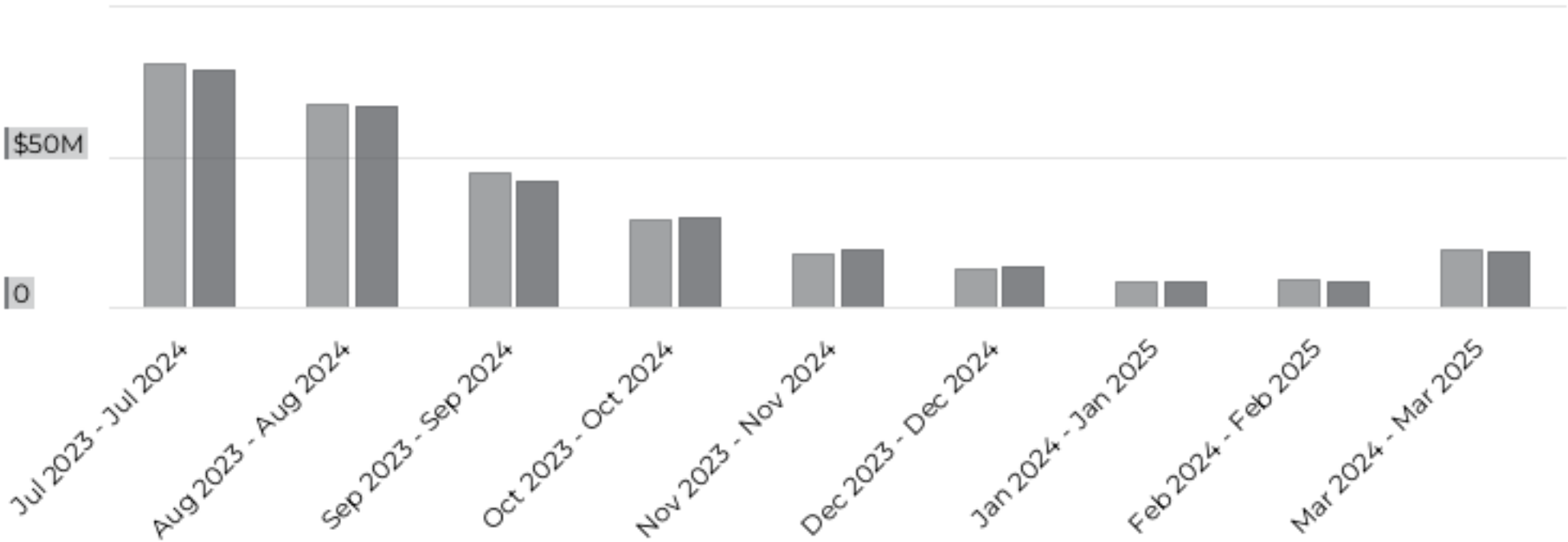
Zartico Monthly Spend v. Previous Year

Tracked Spend



Visa Monthly Tracked Spend v. Previous Year

Tracked Spend



Tracked spend data has a 14-30 day lag in reporting, data will be continuously updated for past months as new data processes - see notes above for reporting dates included in each report.

KeyData Rental Data

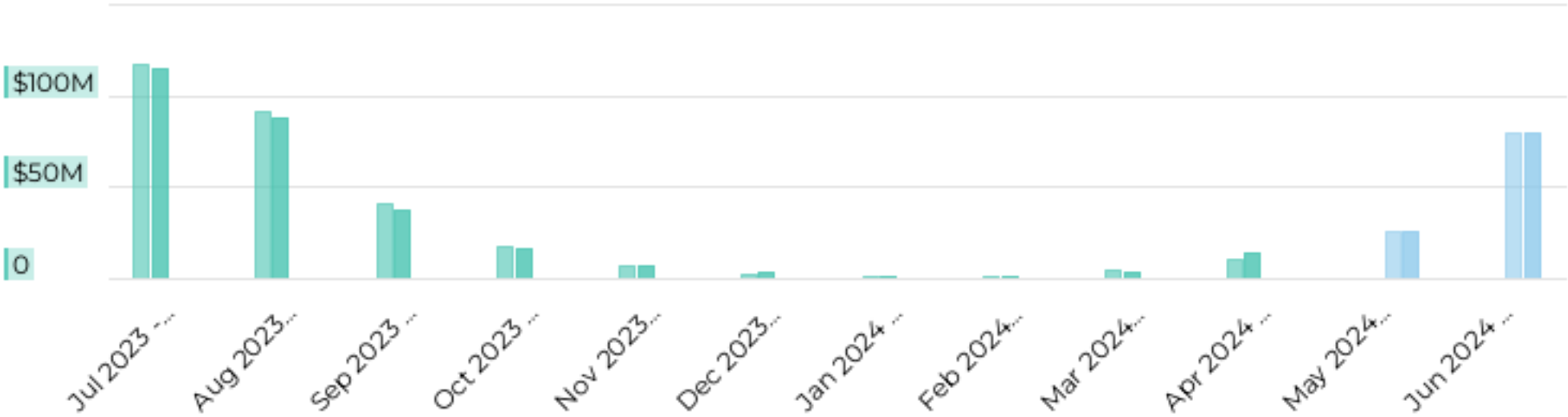
Short Term Rentals

FYTD: Total Revenue (Nightly)

\$286,976,682 -3%
(Custom Range: \$294,428,658)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 2-mo. Forecast as of 5/5/25 vs. 5/6/24



FYTD: Adj. Paid Occupancy %

54 % -7%
(Custom Range: 58 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 2-mo. Forecast as of 5/5/25 vs. 5/6/24



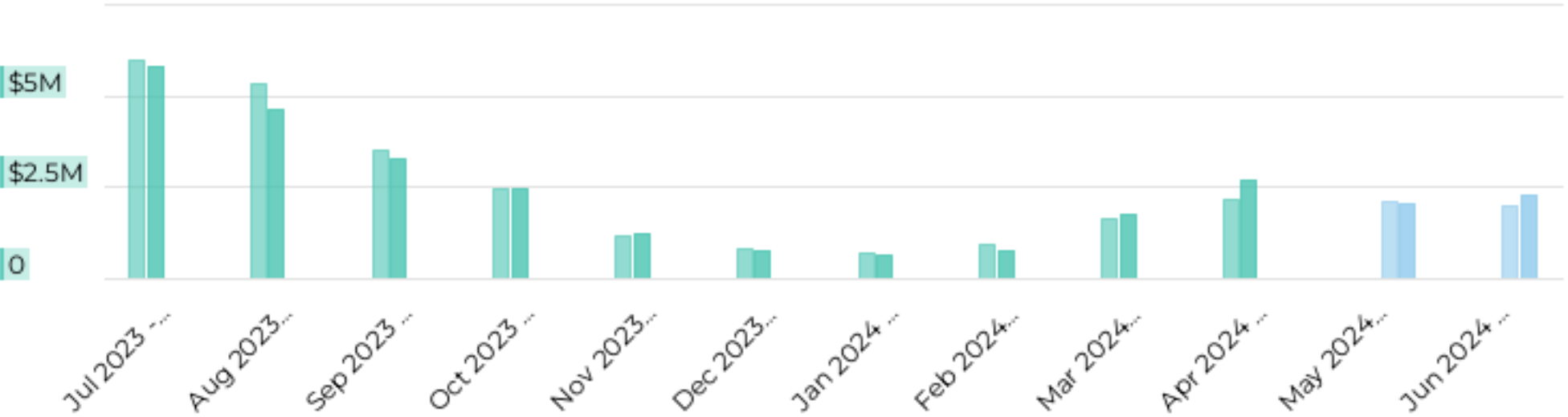
Hotels

FYTD: Total Revenue

\$24,130,359 -3%
(Custom Range: \$24,752,106)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 2-mo Forecast as of 4/27/25 vs. 4/28/24

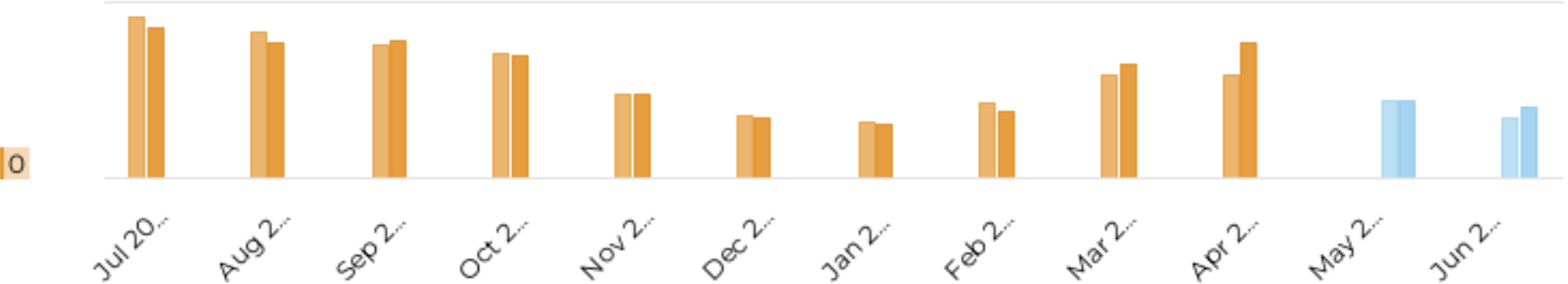


FYTD: Paid Occupancy %

60 % +2%
(Custom Range: 59 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 2-mo Forecast as of 4/27/25 vs. 4/28/24



Section II: Website

Reviews key KPIs/events tracked and website content viewed.

Outerbanks.org Page Views

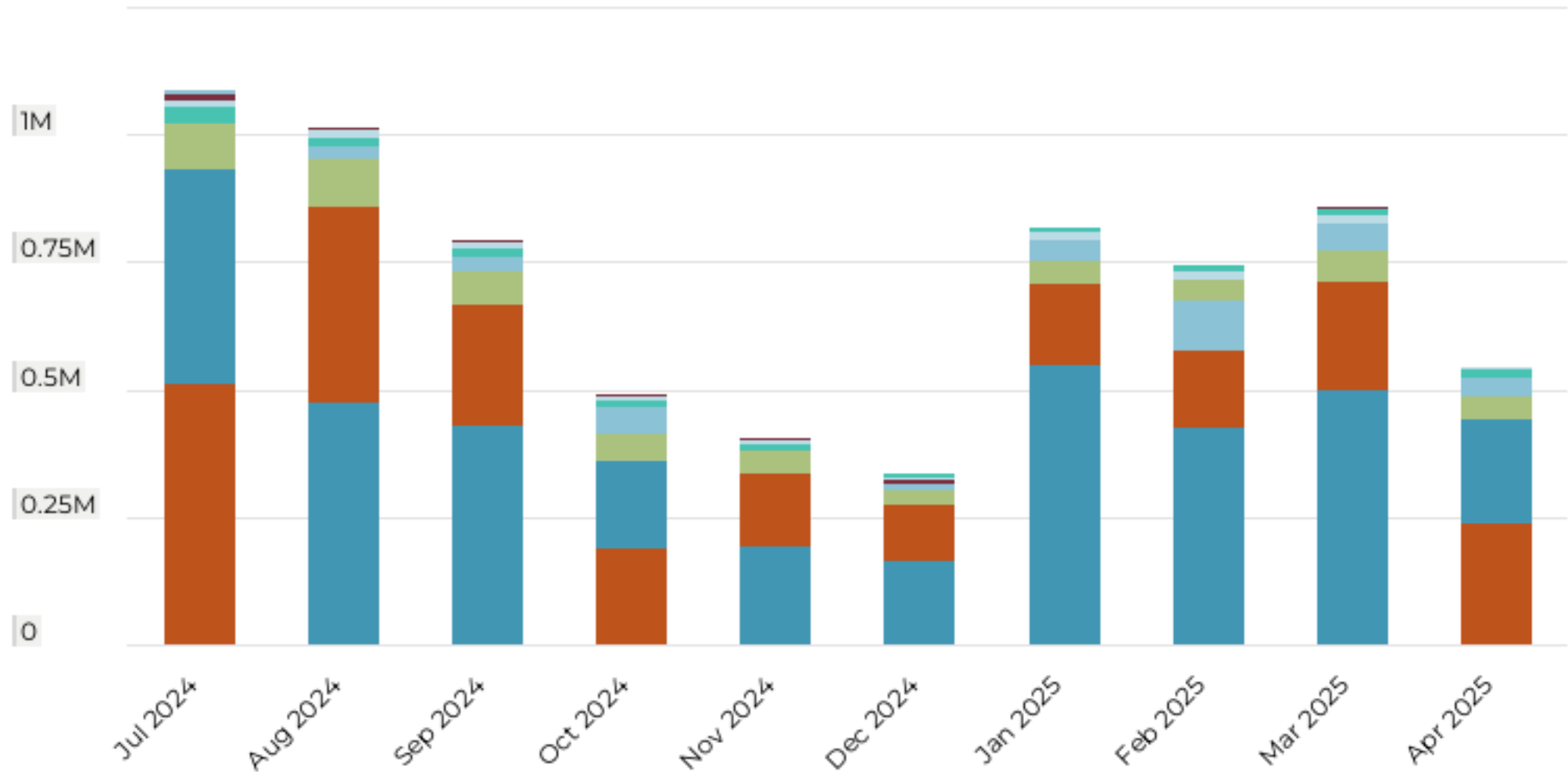
FYTD: Total Page Views

7,087,754 -9%
(7,807,895)

Monthly Page Views by Traffic Source

Page Views

Social Media Other Email Referral Direct Paid Media Organic Search



Monthly Top 20 Page Paths Visited v. Previous Year

Web Analytics Page Path	# Page Views ↓	Δ Diff
/blog/post/	62,155	▲ 21% (10,755)
/plan-your-trip/towns-and-villages/	39,370	▼ -5% (-2,241)
/	34,805	▼ -34% (-17,976)
/things-to-do/	21,215	▼ -3% (-727)
/places-to-stay/vacation-rentals/	16,862	▼ -82% (-75,102)
/places-to-stay/campgrounds-and-...	16,810	▼ -13% (-2,455)
/plan-your-trip/travel-guide/	15,979	▼ -34% (-8,100)
/plan-your-trip/beaches/	12,871	▲ 6% (711)
/things-to-do/attractions/	12,677	▼ -54% (-14,671)
/things-to-do/water-activities/	12,136	▼ -36% (-6,871)
/plan-your-trip/getting-here-and-ar...	11,482	▼ -27% (-4,220)
/places-to-stay/	10,905	▼ -15% (-1,928)
/listing/island-farm/	10,631	▲ 2,437% (10,212)
/plan-your-trip/webcams/	10,350	▼ -11% (-1,215)
/places-to-stay/hotels-and-motels/	9,302	▼ -22% (-2,581)
/events/	8,432	▲ 33% (2,093)
/plan-your-trip/trip-ideas/	7,911	▼ -69% (-17,986)
/things-to-do/land-activities/	7,292	▼ -39% (-4,612)
/things-to-do/top-10-things-to-do/	6,835	▼ -26% (-2,455)
/plan-your-trip/offers-and-packages/	6,754	▼ -60% (-9,931)

1 - 20 of 20 items



FYTD: Key Events

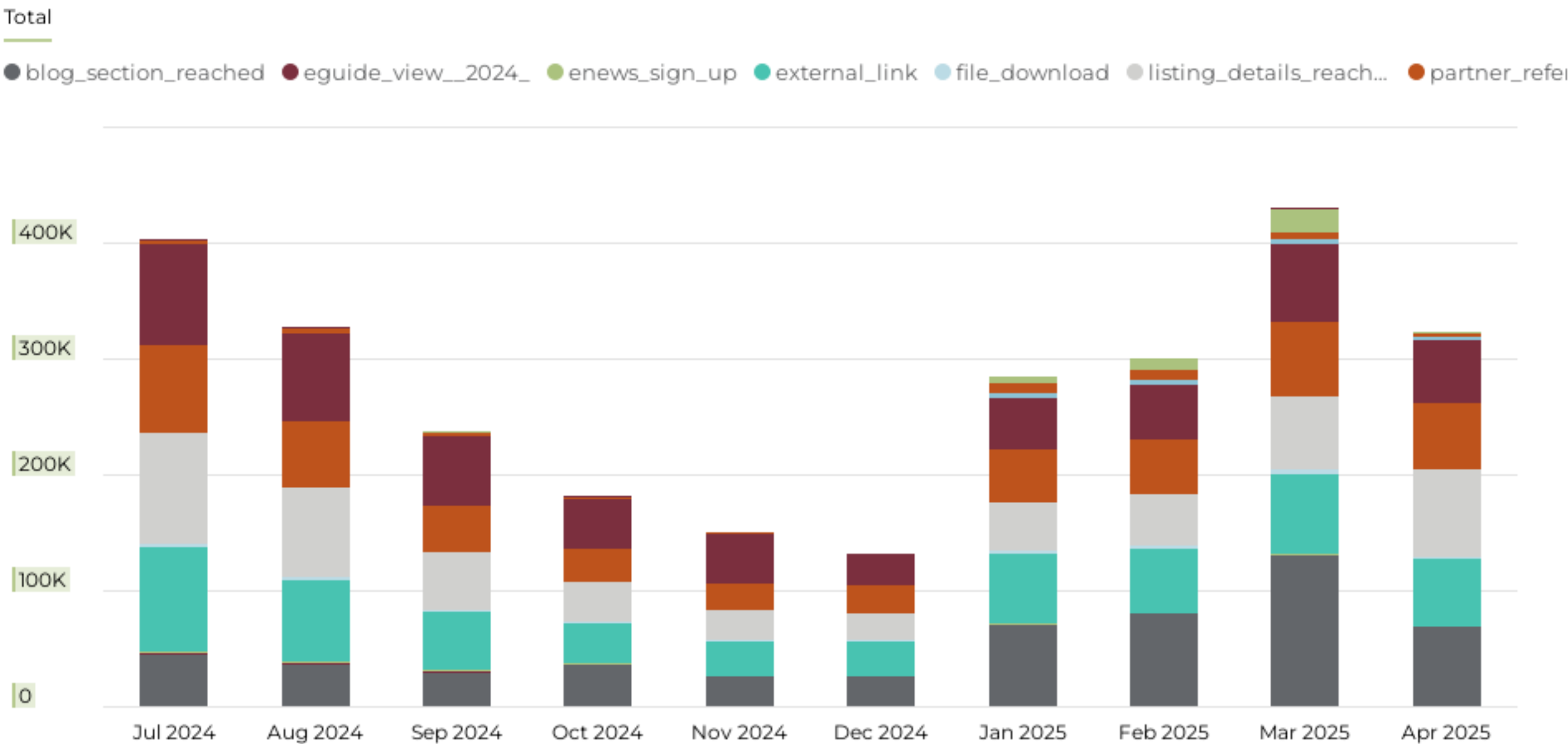
2,772,324

Monthly Key Events v. Previous Month

Event	# Total ↓	Δ Diff
listing_details_reached	74,671	▲ 19% (11,959)
blog_section_reached	68,497	▼ -48% (-62,428)
external_link	57,973	▼ -17% (-11,874)
partner_referral	57,920	▼ -9% (-5,902)
temporary_goal__visit_t...	53,949	▼ -20% (-13,329)
travel_guide_request	2,759	▼ -57% (-3,593)
file_download	2,640	▼ -29% (-1,063)
travel_guide_pdf_2025	2,248	▼ -43% (-1,679)
video_progress	1,208	▼ -91% (-12,746)
Total	323,607	▼ -25% (-107,440)

1 - 14 of 14 items

Total Key Events by Month



*Filtered to external link clicks, partner referral clicks, listings details reached, blog section reached, travel guide requests (event count inaccurate until mid-Feb 2024), vimeo-video (loads, plays, completes for Raw OBX), file downloads, search results viewed, e-newsletter sign-ups, video-start/progress/complete (for Outer Edge), travel guide pdf views (eguide_view_2023 or 2024, and travel_guide_pdf_2025).

Section III: Feeder Market Trends

Highlights market visitation and interest on state and city levels from research partners and organic website visits.

Domestic Geographic Data

Total Rent (KeyData), Organic Search Traffic (GA4) & Tracked Spend (Zartico) Month Of v. Previous Year

🏠 State	# KeyData STR ↓	▲ Diff	# Organic Sessions	▲ Diff	# Normalized Spend (Zartico)	▲ Diff
Virginia	\$2,703,516	▲ 41%	18,605	▼ -14%	\$19,054,073	▼ -16%
North Carolina	\$2,024,852	▲ 47%	21,782	▲ 9%	\$11,097,798	▼ -5%
New York	\$1,235,352	▲ 18%	8,005	▼ -29%	\$2,982,234	▲ 4%
Maryland	\$664,686	▲ 140%	3,712	▲ 6%	\$2,333,078	▼ -3%
Pennsylvania	\$532,101	▲ 65%	6,948	▼ -8%	\$4,808,873	▲ 49%
New Jersey	\$333,225	▲ 4%	2,074	▲ 1%	\$1,153,840	▲ 7%
Massachusetts	\$276,942	▲ 0%	2,932	▼ -27%	\$719,127	▼ -26%
Ohio	\$232,829	▲ 3%	6,078	▲ 9%	\$1,536,190	▲ 77%
Delaware	\$203,522	▲ 46%	660	▲ 35%	\$358,027	▼ -1%
Michigan	\$146,462	▲ 65%	4,443	▲ 29%	\$993,079	▲ 32%
Connecticut	\$138,625	▲ 48%	1,230	▲ 4%	\$241,905	▼ -62%
Maine	\$138,443	▲ 10%	1,253	▲ 46%	\$444,783	▲ 0%
New Hampshire	\$120,727	▲ 60%	1,017	▲ 13%	\$567,120	▼ -28%
South Carolina	\$108,528	▼ -3%	3,097	▲ 32%	\$798,314	▼ -18%
Vermont	\$100,708	▼ 0%	542	▲ 41%	\$119,464	▼ -52%
West Virginia	\$99,705	▲ 8%	1,723	▲ 21%	\$1,255,863	▼ -5%
Georgia	\$96,424	▲ 54%	6,570	▼ -37%	\$377,040	▲ 1%
Kentucky	\$81,794	▲ 93%	2,274	▲ 29%	\$399,268	▲ 61%
Tennessee	\$57,585	▼ -35%	2,502	▲ 3%	\$400,155	▲ 28%
Indiana	\$46,359	▲ 50%	3,631	▲ 41%	\$205,659	▼ -49%
Colorado	\$46,115	▲ 3%	812	▼ -25%	\$100,205	▼ -59%
Florida	\$45,211	▼ -8%	5,199	▼ -37%	\$698,206	▼ -58%
Wisconsin	\$36,463	▲ 41%	845	▼ -10%	\$149,960	▼ -15%
District of Columbia	\$34,133	▲ 29%	1,173	▲ 3%	\$92,564	▼ -37%
California	\$31,077	▲ 83%	2,059	▼ -14%	\$181,793	▼ -54%
Washington	\$30,648	▲ 23%	617	▼ -18%	\$44,859	▼ -12%
Texas	\$29,840	▲ 83%	2,495	▼ -23%	\$182,189	▼ -55%
Total	\$9,772,094	▲ 36%	122,751	▼ -9%	\$52,201,966	▼ -9%

KeyData Short Term Rental Total Rent

FYTD: Top 50 Cities

City	State	# Total Rent ↓	# % Share o...
--	Virginia	\$2,828,239	4.77 %
Richmond	Virginia	\$2,569,189	4.33 %
Pittsburgh	Pennsylvania	\$2,416,897	4.07 %
Alexandria	Virginia	\$2,067,066	3.49 %
Midlothian	Virginia	\$2,021,278	3.41 %
Mechanicsvil...	Virginia	\$1,995,345	3.36 %
Kill Devil Hills	North Caroli...	\$1,833,450	3.09 %
Chesapeake	Virginia	\$1,709,855	2.88 %
Virginia Bea...	Virginia	\$1,709,090	2.88 %
Fredericksb...	Virginia	\$1,667,174	2.81 %
Raleigh	North Caroli...	\$1,640,382	2.77 %
Charlottesvil...	Virginia	\$1,626,242	2.74 %
Williamsburg	Virginia	\$1,560,318	2.63 %
Kitty Hawk	North Caroli...	\$1,516,223	2.56 %
Arlington	Virginia	\$1,500,548	2.53 %
Fairfax	Virginia	\$1,480,873	2.50 %
Glen Allen	Virginia	\$1,275,724	2.15 %
Carrollton	Virginia	\$1,250,237	2.11 %
Ashburn	Virginia	\$1,224,996	2.07 %
Washington	District of C...	\$1,217,524	2.05 %
Leesburg	Virginia	\$1,132,771	1.91 %
Manassas	Virginia	\$1,058,793	1.79 %
Vienna	Virginia	\$991,998	1.67 %
Corolla	North Caroli...	\$936,166	1.58 %
Frederick	Maryland	\$919,722	1.55 %
Herndon	Virginia	\$913,045	1.54 %
Springfield	Virginia	\$883,483	1.49 %
Charlotte	North Caroli...	\$872,309	1.47 %
Durham	North Caroli...	\$867,729	1.46 %
Cary	North Caroli...	\$858,552	1.45 %
Yorktown	Virginia	\$855,886	1.44 %
Silver Spring	Maryland	\$845,241	1.43 %

1 - 50 of 50 items

Outerbanks.org Organic Search Visits

FYTD: Top 50 Cities

City	State	# Visits ↓	# % Share o...
Ashburn	Virginia	69,084	12.80 %
New York	New York	57,081	10.58 %
Atlanta	Georgia	45,267	8.39 %
--	Florida	35,186	6.52 %
Chicago	Illinois	19,748	3.66 %
Virginia Bea...	Virginia	17,801	3.30 %
Raleigh	North Caroli...	16,242	3.01 %
Boston	Massachuse...	16,237	3.01 %
Philadelphia	Pennsylvania	16,137	2.99 %
Charlotte	North Caroli...	15,765	2.92 %
Roanoke	Virginia	15,605	2.89 %
--	North Caroli...	15,152	2.81 %
--	Virginia	15,039	2.79 %
Kill Devil Hills	North Caroli...	13,831	2.56 %
Baltimore	Maryland	13,067	2.42 %
Washington	District of C...	10,265	1.90 %
--	Pennsylvania	9,212	1.71 %
Nags Head	North Caroli...	8,494	1.57 %
Dallas	Texas	8,202	1.52 %
Miami	Florida	7,784	1.44 %
Kitty Hawk	North Caroli...	6,681	1.24 %
Reston	Virginia	6,136	1.14 %
Manteo	North Caroli...	5,508	1.02 %
Richmond	Virginia	5,231	0.97 %
Los Angeles	California	5,222	0.97 %
Orlando	Florida	4,891	0.91 %
--	Ohio	4,661	0.86 %
Norfolk	Virginia	4,574	0.85 %
Pittsburgh	Pennsylvania	4,367	0.81 %
Durham	North Caroli...	4,291	0.80 %
--	New York	4,116	0.76 %
Jet	Oklahoma	4,009	0.74 %

1 - 50 of 50 items

Zartico Normalized Visitor Spend

FYTD: States

State	# Visitor Spend ↓	# % Share of Total ...
Virginia	\$246,207,248	40.74 %
North Carolina	\$106,681,179	17.65 %
Pennsylvania	\$66,160,552	10.95 %
Maryland	\$41,220,647	6.82 %
New York	\$20,388,725	3.37 %
West Virginia	\$16,517,185	2.73 %
New Jersey	\$14,364,777	2.38 %
Ohio	\$13,803,088	2.28 %
Florida	\$9,750,197	1.61 %
Indiana	\$5,931,027	0.98 %
South Carolina	\$5,770,331	0.95 %
Massachusetts	\$4,961,133	0.82 %
Tennessee	\$4,557,862	0.75 %
Connecticut	\$4,097,874	0.68 %
Michigan	\$3,792,569	0.63 %
Kentucky	\$3,762,737	0.62 %
Illinois	\$3,682,413	0.61 %
Delaware	\$3,045,845	0.50 %
California	\$2,560,400	0.42 %
Georgia	\$2,536,631	0.42 %
Texas	\$2,281,109	0.38 %
New Hampshire	\$2,217,968	0.37 %
District of Columbia	\$2,055,949	0.34 %
Colorado	\$1,701,753	0.28 %
Wisconsin	\$1,541,627	0.26 %
Alabama	\$1,297,525	0.21 %
Vermont	\$1,131,734	0.19 %
Iowa	\$1,105,819	0.18 %
Washington	\$1,078,855	0.18 %
Arizona	\$974,277	0.16 %
Rhode Island	\$936,444	0.15 %
Maine	\$934,021	0.15 %

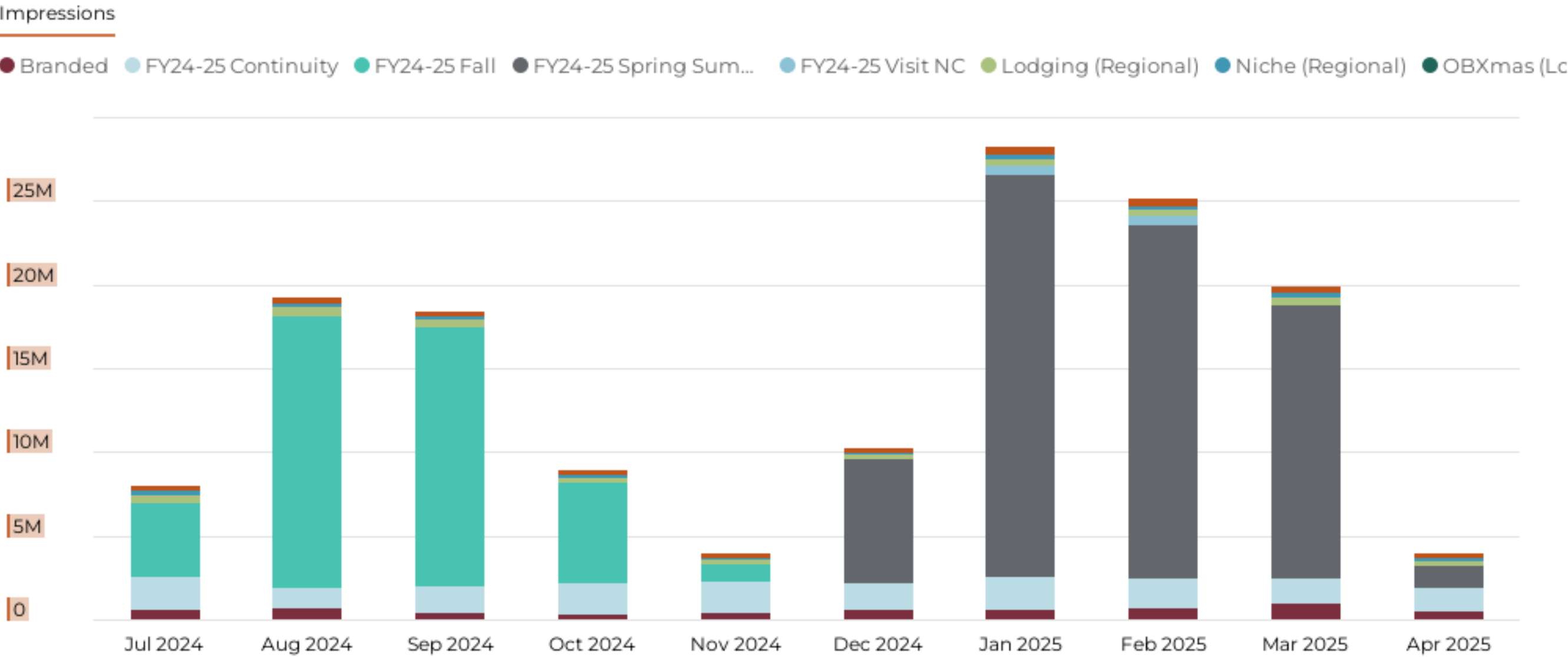
1 - 50 of 50 items

Section IV: HY Managed Media

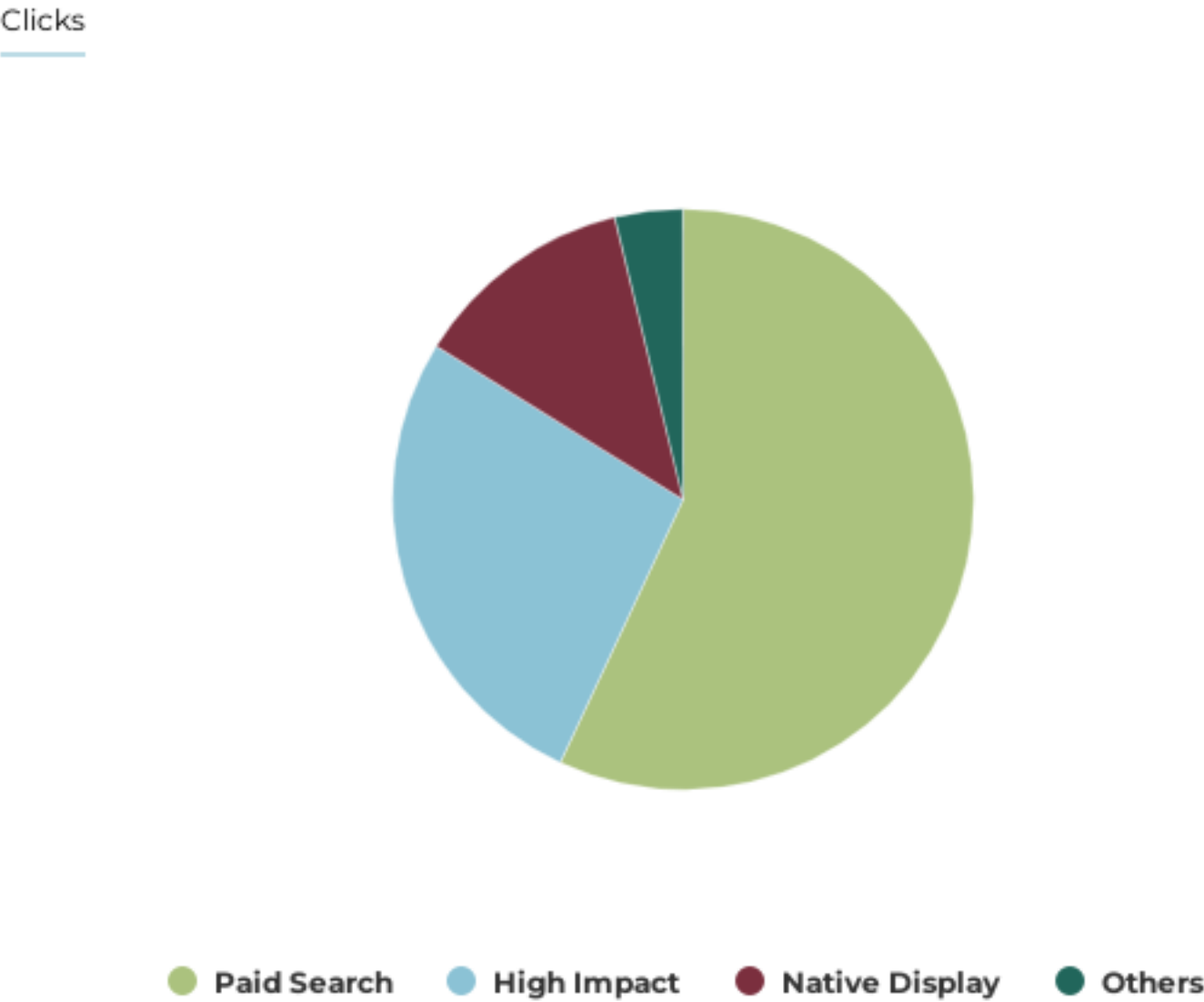
Reviews topline delivery metrics for HY managed paid media campaigns and ORVR's email marketing efforts.

Paid Media Campaigns (HY Managed)

Impression Delivery Trends by Campaign



FYTD: Clicks by Media Type



Native Continuity: Blog/Niche Support

Delivery and Performance by Creative - Month Of

Creative	# Impressions ↓	# CTR	# CPC
10 Adventures (April)	281,252	0.47 %	\$1.26
Wildlife Guide (April)	201,504	0.48 %	\$1.19
Outer Edge (April)	153,016	0.47 %	\$1.29
OBX by Trail (April)	90,613	0.44 %	\$1.48
Total	726,385	0.47 %	\$1.27

1 - 4 of 4 items

Performance Trends



FYTD: Sends

1,694,504

(Custom Range: 1,211,856)

▲ 40%

FYTD: Open Rate

14.30 %

(Custom Range: 20.51 %)

▼ -30%

FYTD: Clicks

32,394

(Custom Range: 40,218)

▼ -19%

FYTD: CTR (Opens)

13.42 %

(Custom Range: 16.78 %)

▼ -20%

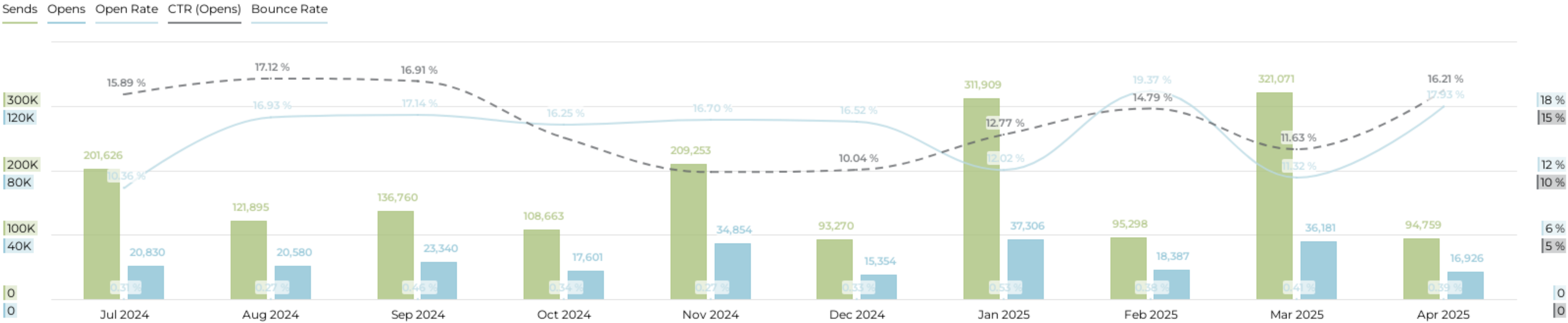
New Subscribers - Month Of

3,899

(Custom Range: 6,075)

▼ -35.82% (-2,176)

FYTD: Email Performance Trends



Delivery and Performance by Email Message - Month Of

Message Send Type	Message Send Name	# Sends ↓	# Opens	# Clicks	# Open Rate	# CTR (Opens)	# Bounce Rate
▼ Monthly	All	90,727	15,795	2,280	17.47 %	14.43 %	0.32 %
	April 2025 OBX Email	90,727	15,795	2,280	17.47 %	14.43 %	0.32 %
▼ Workflow - Welcome	All	2,691	759	325	29.02 %	42.82 %	2.82 %
	Welcome Email Workflow	2,691	759	325	29.02 %	42.82 %	2.82 %
▼ Workflow - Niche	All	1,341	372	139	27.76 %	37.37 %	0.07 %
	Art, History and Culture ...	321	82	28	25.55 %	34.15 %	0.00 %
	Foodie Workflow 3.0	235	75	33	31.91 %	44.00 %	0.00 %
	Active Vacationer Workfl...	177	51	20	28.98 %	39.22 %	0.56 %
	Birding Workflow	177	49	13	27.68 %	26.53 %	0.00 %
	Family Workflow 3.0	159	45	21	28.30 %	46.67 %	0.00 %
	Fishing Workflow 3.0	123	31	12	25.20 %	38.71 %	0.00 %
	Surfing Workflow	87	22	7	25.29 %	31.82 %	0.00 %
Total		94,759	16,926	2,744	17.93 %	16.21 %	0.39 %



Executive Summary

Drive Awareness

KPI: Impressions

Performance As Of:	Apr 2025	Apr 2024	Base Goal	Stretch Goal
Current Month	5,015,714	5,357,396	3,848,042	5,772,062
Cumulative Fiscal	51,235,053	53,414,316	42,367,977	63,551,965
Cumulative % To Target		96%	121%	81%

Drive Intent

KPI: Website Sessions Referred by Social Sources

Performance As Of:	Apr 2025	Apr 2024	Base Goal	Stretch Goal
Current Month	31,429	20,456	28,064	42,096
Cumulative Fiscal	316,974	265,769	308,064	462,096
Cumulative % To Target		119%	103%	69%

Engage

KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, Link Clicks, Media Clicks

Performance As Of:	Apr 2025	Apr 2024	Base Goal	Stretch Goal
Current Month	1,673,272	1,093,047	978,137	1,467,205
Cumulative Fiscal	12,492,766	12,409,363	10,520,081	15,780,122
Cumulative % To Target		101%	119%	79%

Convert

KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-Ups

Performance As Of:	Apr 2025	Apr 2024	Base Goal	Stretch Goal
Current Month	2,188	1,656	1,298	2,077
Cumulative Fiscal	21,834	26,298	20,884	33,415
Cumulative % To Target		83%	105%	65%

Key Messaging:

- OBX Promise
- Taste of the Beach
- NEST

Performance Overview:

- All KPIs exceeded the April projected base goal with Engagements exceeding the monthly stretch goal. Additionally, cumulative fiscal performance for all KPIs is trending above projections.
- Pinterest continues to prove highly efficient at driving traffic to the website, favoring list-based content. Meta is traditionally the most-efficient performing platform when driving traffic; however, the April Pinterest traffic campaign outperformed the Meta traffic campaign by a CPC difference of \$0.02.

Next Steps & Recommendations:

- With the success of the Taste of the Beach promotion, continue to produce similar behind the scenes styled content for future events.
- If the opportunity presents itself, consider testing live Instagram Stories for a big event this summer.
- Continue developing Pinterest content based on the list-style creative that continues to perform well on the platform.
- Based on the continued success of NEST content, continue to identify opportunities to highlight the work non-profits do that tap into follower interests.

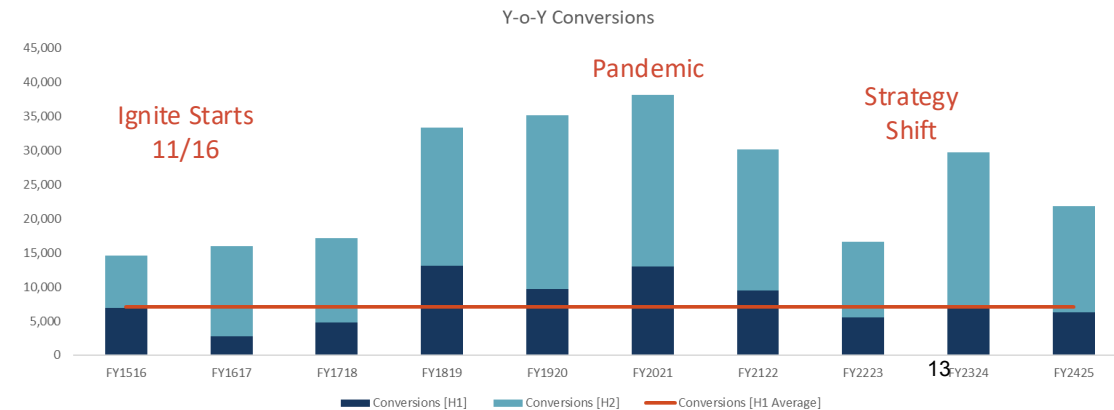
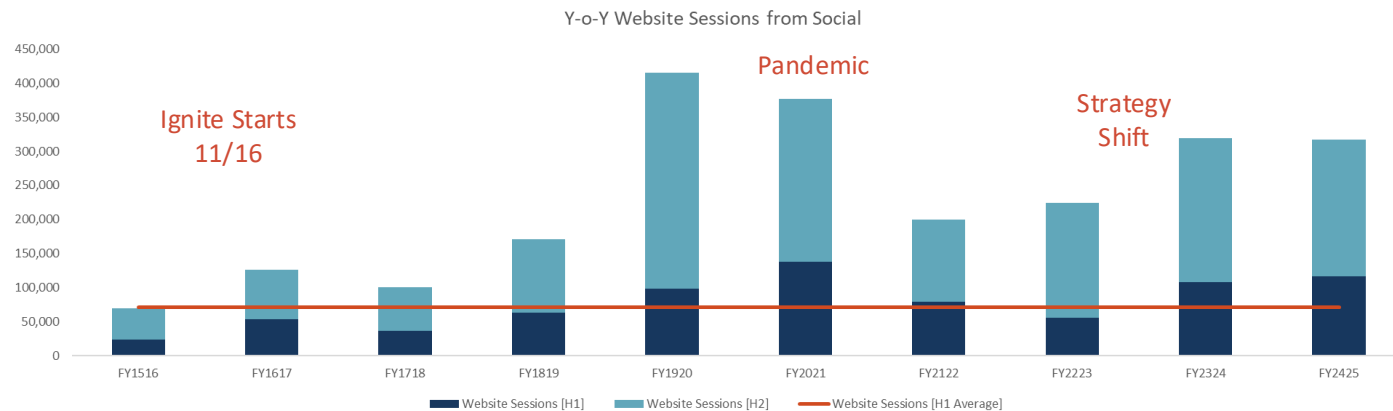
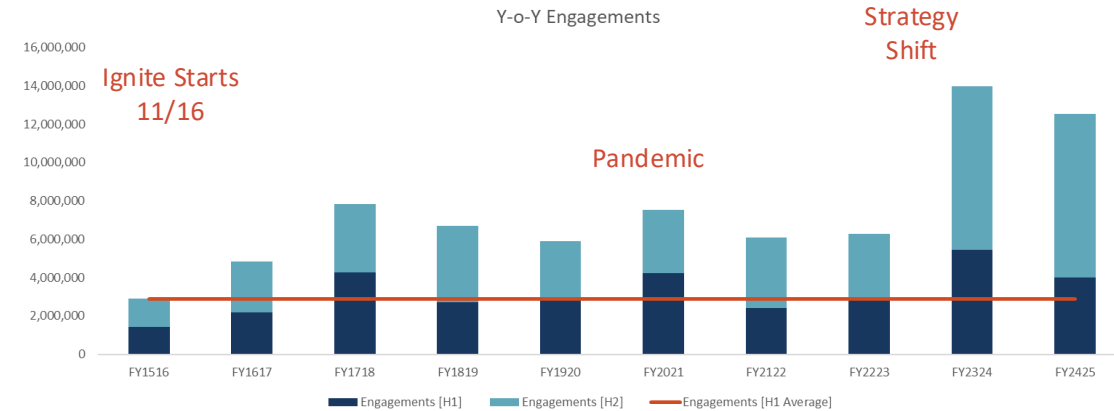
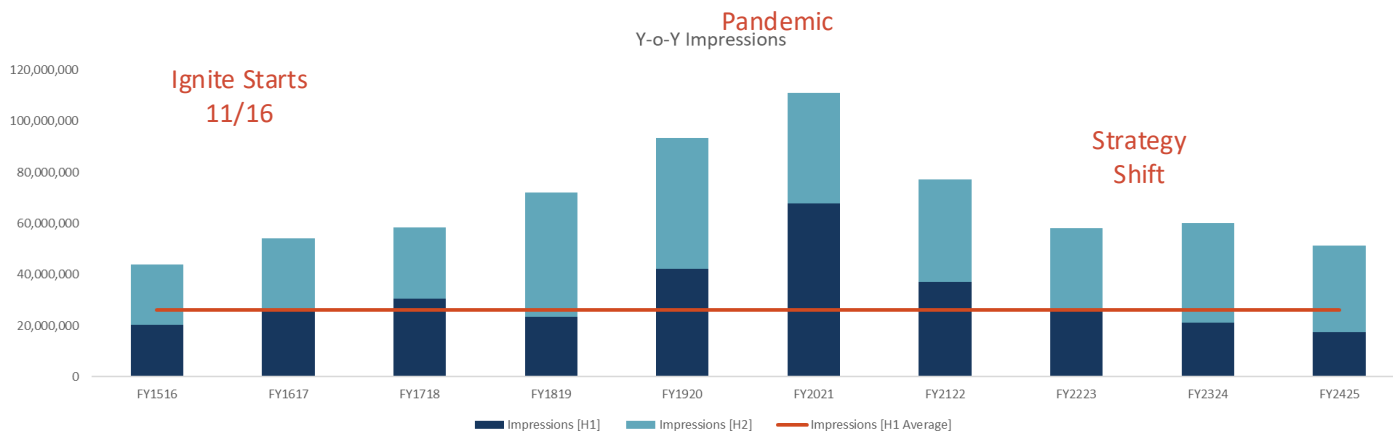


OBX Social Performance FY15/16 – FY24/25

H1: July – December

H2: January - July

FY2425 data pictured below represents July 2024 – April 2025



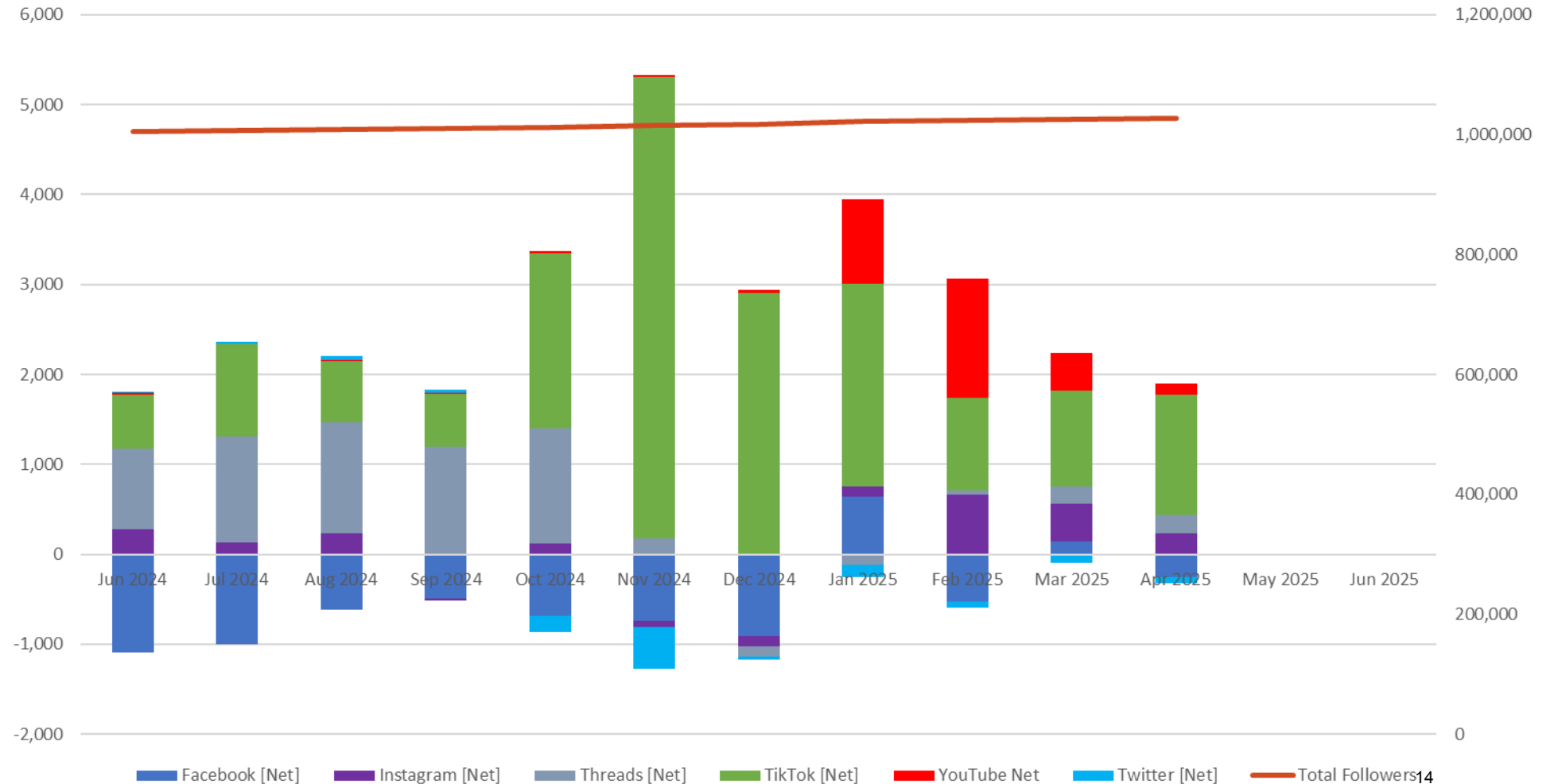


Engage - Community Growth

Highlights:

- Though minimal compared to months when The Outer Edge videos were first published, subscriber growth remains strong compared to months before the series aired.

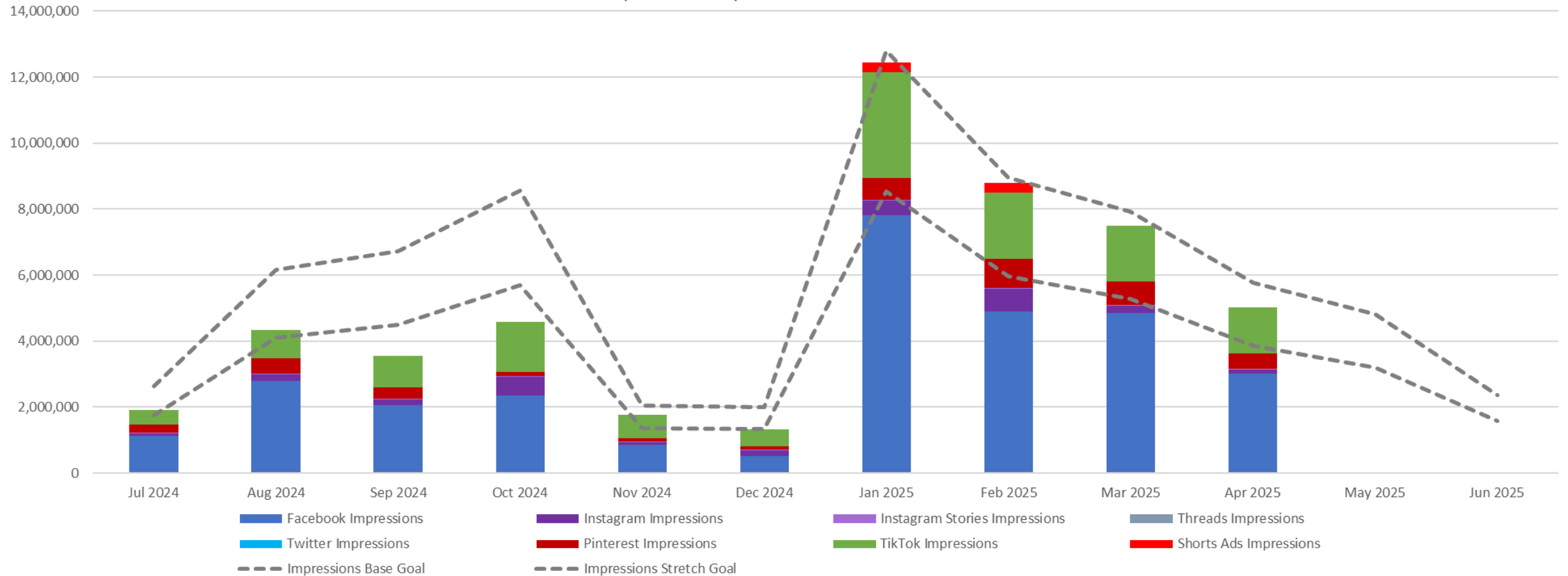
Social Following Across Platforms





Connect M-o-M

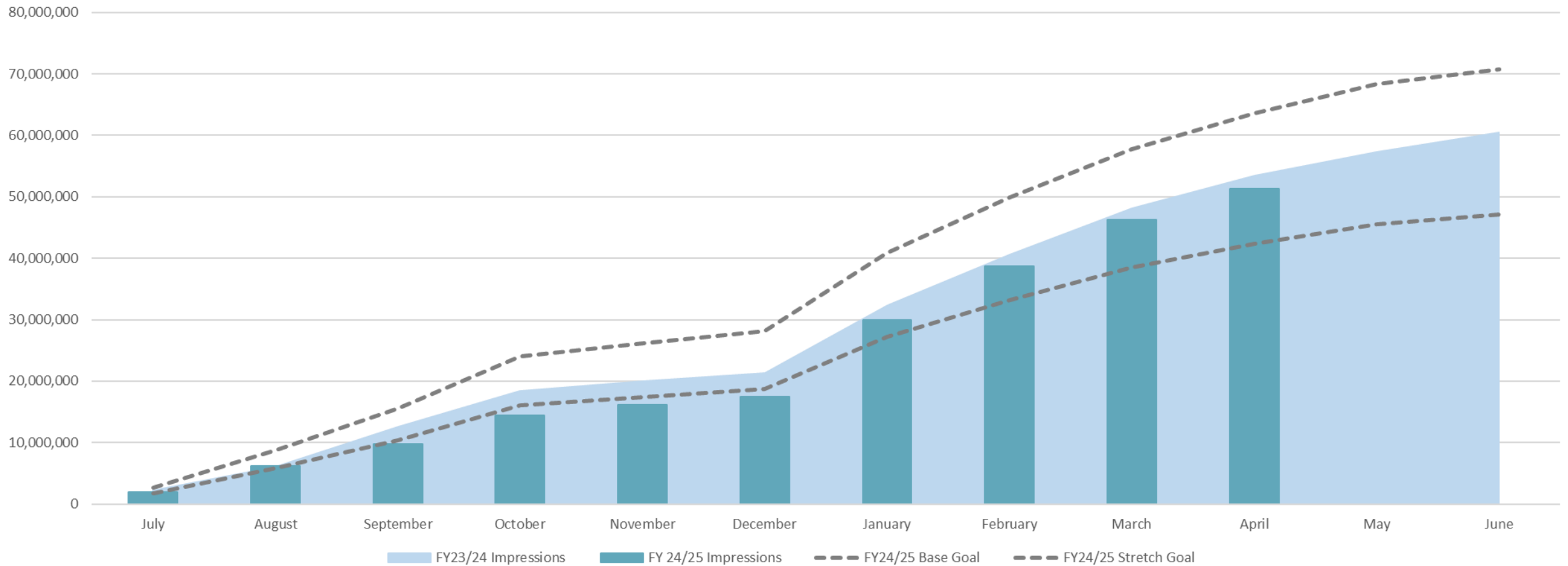
Impressions By Channel vs. Trend To Goal





Connect [Cumulative Performance]

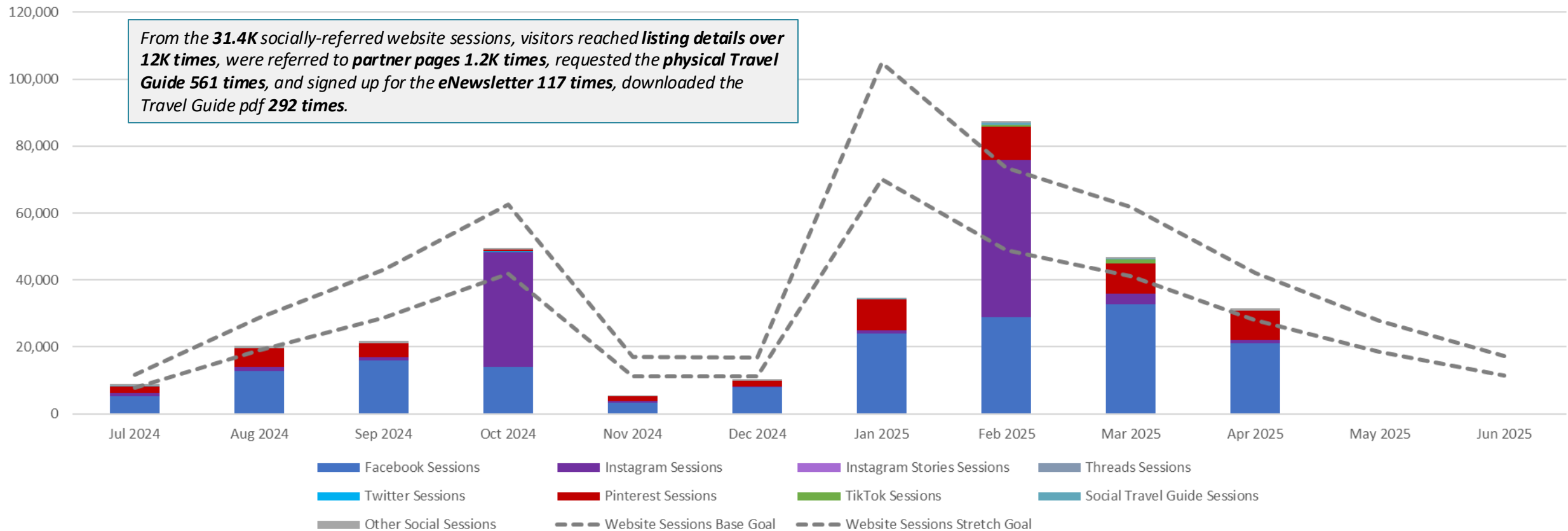
Cumulative Impressions Performance To Goal





Drive Intent

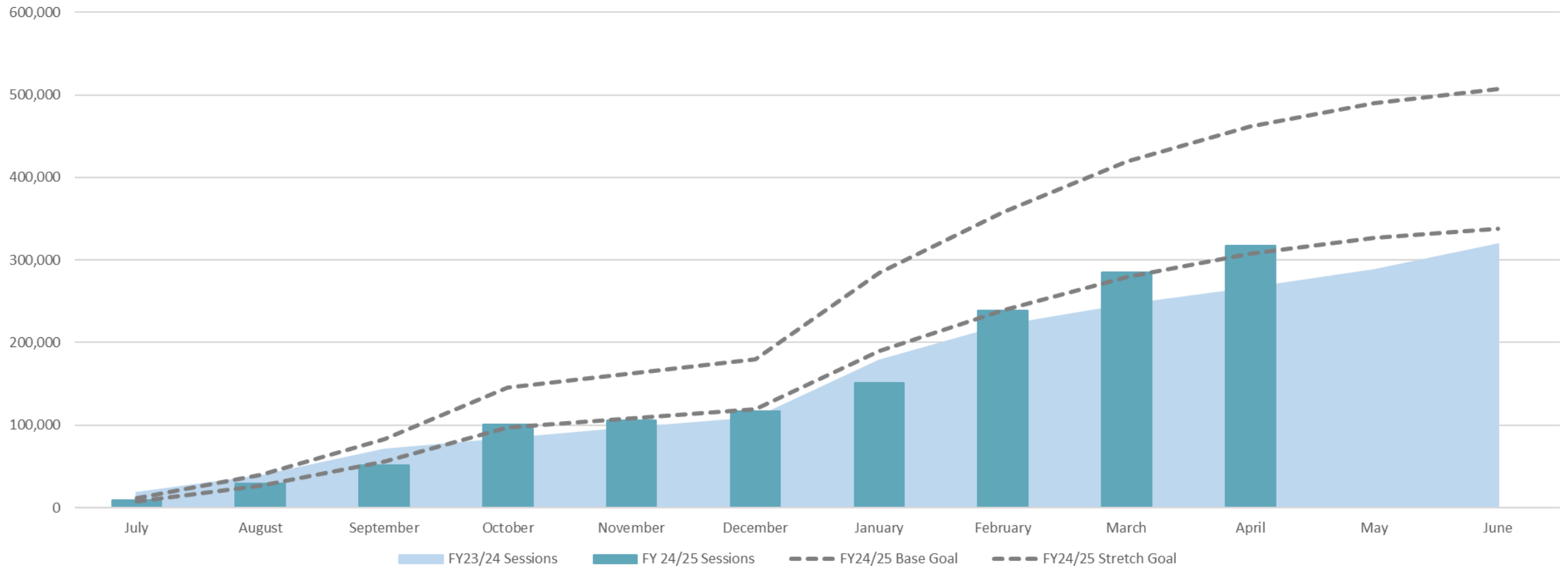
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

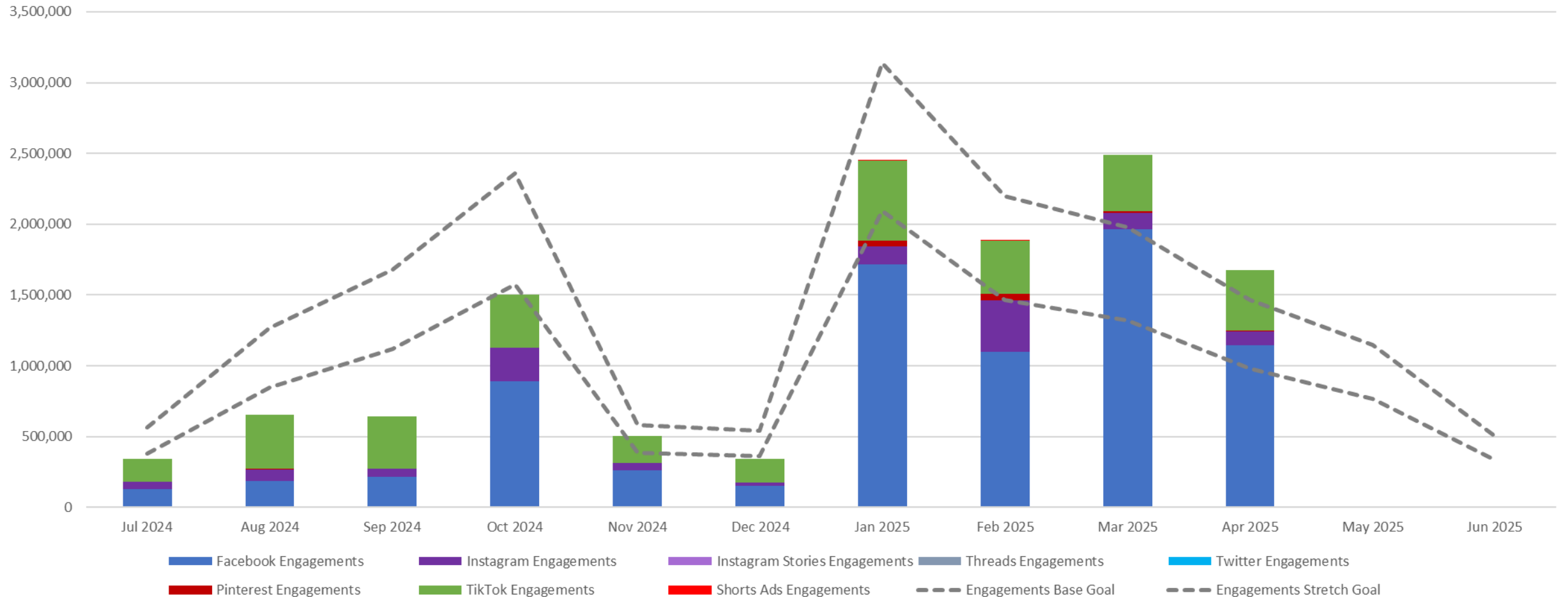
Cumulative Website Sessions Referred from Social Channels Performance To Goal





Engage

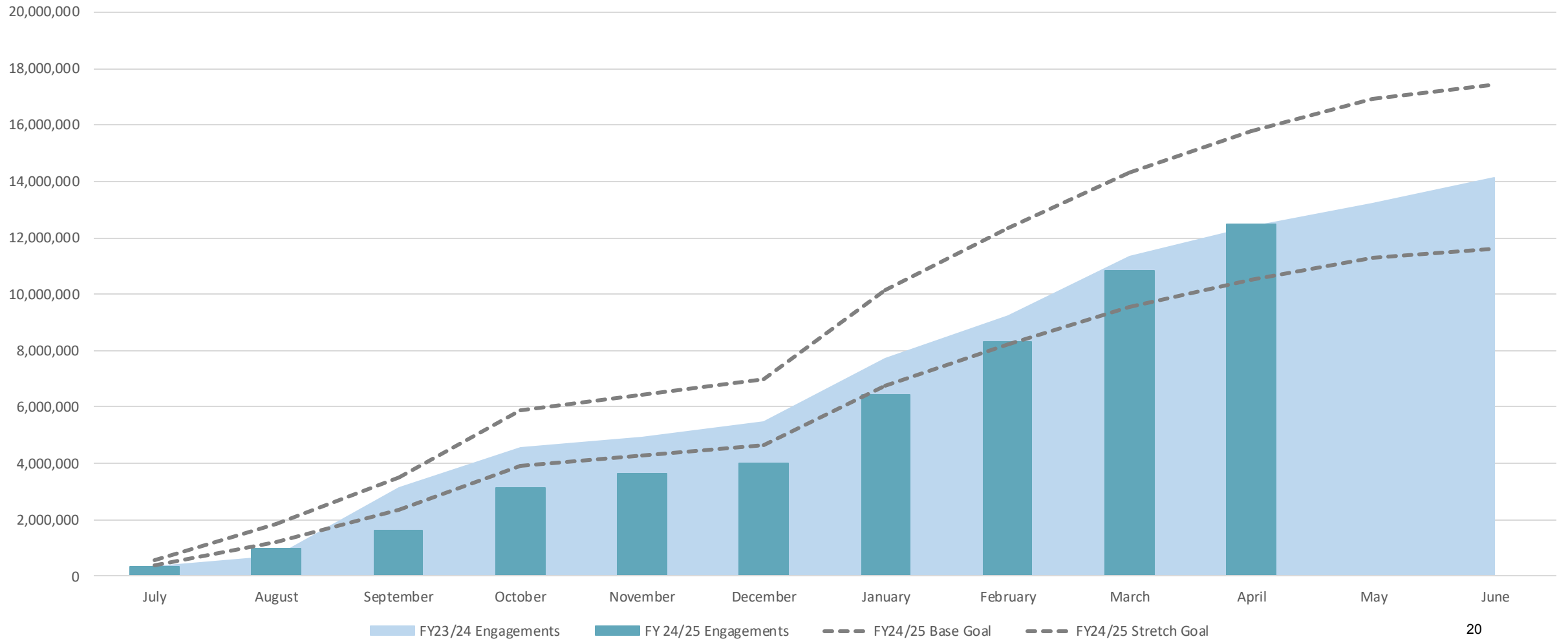
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

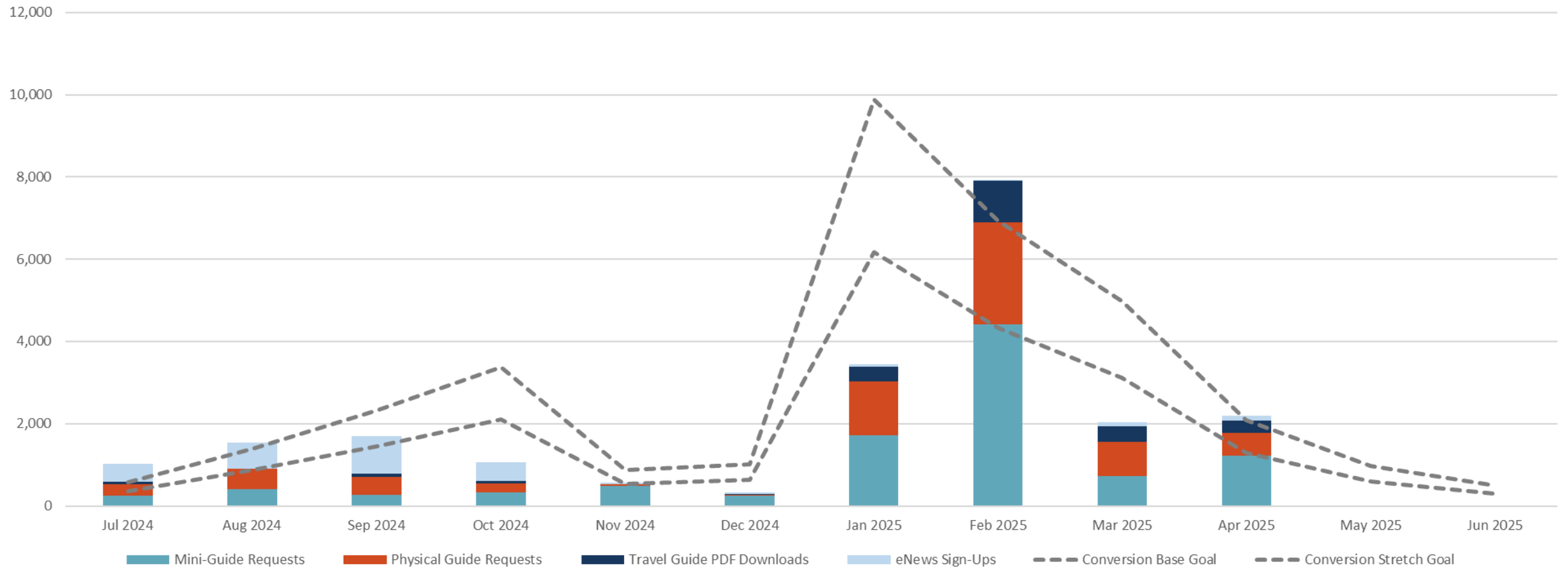
Cumulative Engagements Performance To Goal





Convert

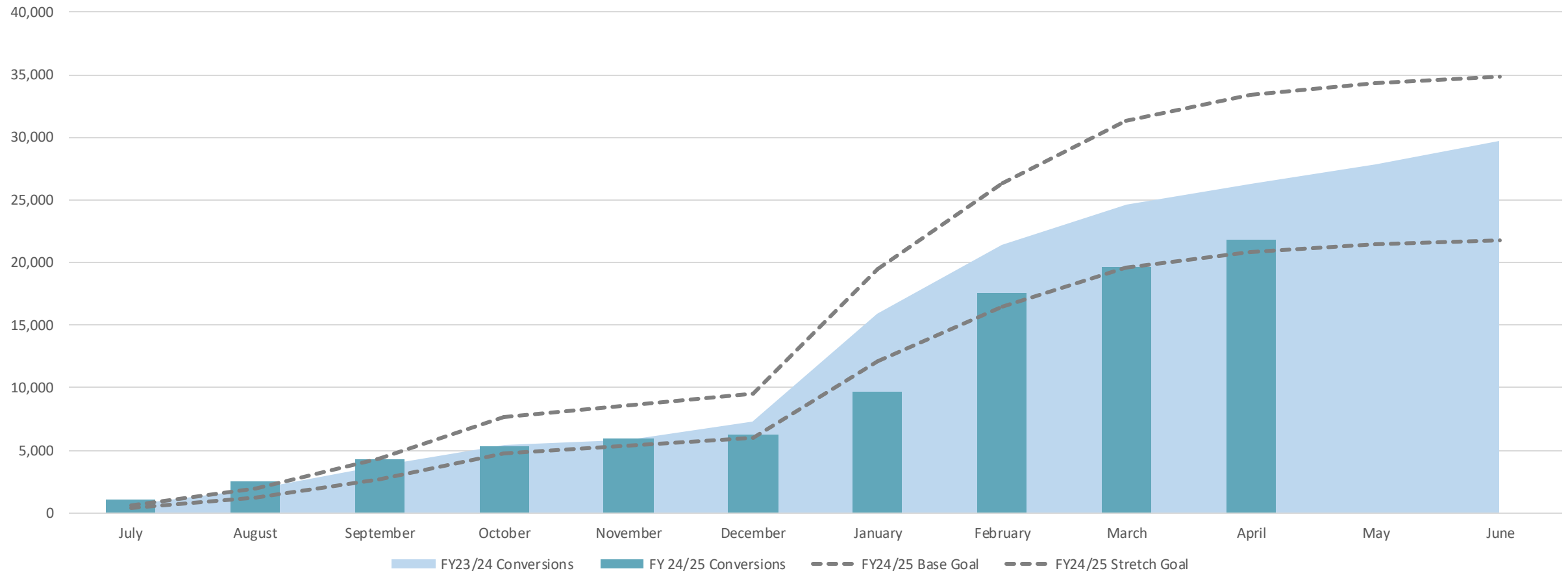
Conversions By Type vs. Trend to Goal





Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal





OBVB and Coastal Studies Institute Collaborate to Bring Award-Winning Environmental Surf Film to Manteo

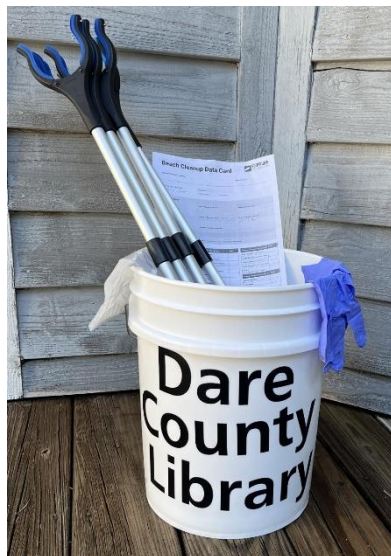
On April 17, the Visitors Bureau and Coastal Studies Institute collaborated to host a film screening of "[The Cigarette Surfboard](#)" at The Pioneer Theater in Manteo. Over 200 community members attended the event, which also included the opportunity to meet filmmaker Ben Judkins and shaper Taylor Lane, and the chance to check out two of the surfboards. The award-winning environmental documentary explores the creation of functional surfboards made from thousands of cigarette butts collected from beaches and becomes a platform for communities to learn about enhancing stewardship and protecting the ocean and our beaches, all key components of the [Outer Banks Long-Range Tourism Management Plan](#) (LRTMP).

OBVB to 'Adopt-a-Beach' Through National Park Service Volunteer Program

The Visitors Bureau is pleased to announce its participation in the [National Park Service 'Adopt-a-Beach' volunteer program](#). The Bureau will be responsible for helping to keep the 1/2 mile stretch of beach from Ramp 1 (near the tip of South Nags Head) south to Ramp 2 at Coquina Beach litter-free. The program launched in 2024 to allow interested groups, individuals, organizations and businesses to make a meaningful impact on the health of the beaches at



Cape Hatteras National Seashore. Groups must commit to one year of beach cleanups and a minimum of four cleanup events per year, with two taking place between November and April. Upcoming beach cleanup dates will be announced soon. We'd love for you to join us!



OBVB to Share The Outer Banks Promise Through Dare County Library Program

The Visitors Bureau will soon be collaborating with the Dare County Library to share [The Outer Banks Promise](#) with residents and visitors who volunteer to check out one of their [Litter Clean-Up Kits](#) through its 'Library of Things' program. These kits are available for checkout at the Hatteras Library, Kill Devil Hills Library and Manteo Library and contain a 5-gallon bucket, four litter grabbers, two trash bags, two pairs of disposable gloves and a Surfrider beach cleanup data card.

The Outer Banks Promise – Partner Spotlight: NC Aquarium on Roanoke Island

On May 1, the staff at the [NC Aquarium on Roanoke Island](#) made The Outer Banks Promise at their monthly staff meeting. “The Outer Banks of North Carolina is a land of incredible historic achievements and breathtaking natural wonders that we share with amazing creatures. We pledge responsible behavior and a deep respect for our community and natural environment by taking small but impactful steps to protect the Outer Banks for future generations.”



Q2 2025 Community, Stakeholder, Partner – Outreach & Engagement

April 11 – Love the Beach, Respect the Ocean Meeting (Attendee)
April 11 – Dare County America 250 Committee Meeting (Attendee)
April 17 – Science on the Sound – The Cigarette Surfboard Film Screening (Co-Host)
April 24 – Destination Stewardship Bi-Monthly Meeting (Attendee)
April 29 – OBX Workforce Network Meeting (Attendee)

May 1 – Community Care Clinic 20th Anniversary Open House (Attendee)
May 2 – Outdoor NC – Trail Town Stewardship Program Focus Group (Participating Partner)
May 2 – The Sitting Duck (Town of Duck) Podcast (Participant)
May 9 – Children & Youth Partnership 16th Annual KidsFest (Participating Partner)
May 13 – Outer Banks Chamber of Commerce Vibe @5 Mixer (Attendee)
May 17 – Coastal Studies Institute Open House (Participating Partner)
May 19 – Dare Community Housing Task Force Strategy Meeting (Participant)
May 28 – Coastal Environmental Educators Network (CEEN) Meeting (Participant)
May 30 – Secotan Alliance – In the Spirit of Wingina 2 Event (Attendee)

June 11 – DCTB Special Committee (LRTMP) Meeting
June 17 – Dare Community Housing Task Force Meeting (Attendee)
June 19 – CSI Science on the Sound Lecture Series: Outer Banks LRTMP (Presenter)
June 20 – Destination Stewardship Bi-Monthly Meeting (Attendee)

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – MAY 2025

TOURISM SALES | Spring Motorcoach Updates:

Spring has brought a noticeable uptick in motorcoach arrivals to the Outer Banks, with both senior and student groups visiting the area. The Bureau tracks senior tours by providing welcome bags, which help us monitor their arrivals and room night contributions. From March through May, senior tours have generated 862 room nights, while student tours have accounted for an additional 1,447 room nights in Dare County. These figures reflect only the groups

that have notified us of their visit—actual totals are likely higher. It's also worth noting that the Wright Brothers National Memorial is no longer providing us with a monthly motorcoach count at this time, which may further limit the full picture of group visitation. Although overall numbers are slightly down this year, the decline can be attributed in part to fewer school trips from the western part of the state and some early cancellations from Canadian groups. This market segment remains an important contributor during our shoulder seasons.



INDUSTRY RELATIONS | StaySense – Amplfy Booking Engine

Bureau staff collaborated closely on this initiative, which is included in the Executive Director's update.

INDUSTRY RELATIONS | OBX Tourism Summit | Thursday, November 6, 2025:



Presented by The Outer Banks Visitors Bureau

Mark your calendars for the **11th Annual OBX Tourism Summit** on Thursday, November 6th, from 8:30 a.m. to 3:00 p.m. **at the Hatteras Marlin Club in Hatteras Village.** We're busy planning a great event with a new theme and exciting speakers. Topics will include how to use AI in everyday work, a local economic update, stewardship updates **and the latest marketing plans from the Visitors**

Bureau. It's a great chance for Dare County tourism professionals to connect and get ready for the year ahead. More details coming soon!

TOURISM SALES | Future Trade Show Dates and Locations:

Bureau Staff is currently scheduled for the following industry shows:

- June 14-18, 2025: US Travel's IPW, Chicago, IL

The Soundside Event Site | 2025 Events Calendar:

Attached is our calendar for the Soundside Event Site 2025 season. Please feel free to let us know if you have any questions.

2025 Soundside Event Site Schedule					
Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Attendees	Event Planner	Site Reserved
OBX Rod and Custom Festival	Friday, May 2- Saturday, May 3, 2025	10:00am - 6:00pm	750-1000	Michael Tillett - 252-305-5789	Monday, April 28 – Monday, May 5, 2025
Sumospeed Beach Bash	Saturday, May 31, 2025	11:00am - 6:00pm	1000- (Not all at one time)	Nick Gressley - 757-681-2563	Saturday, May 31, 2025
Soundside Fun Fair	Thursday, June 5-Sunday, June 8, 2025	5:00pm - 10:00pm	4000 - over all the event day; about 800 per night	Jody Caldwell - 757-620-8204; Sara Sampson-252.441.0614 x2	Tuesday, June 3 – Monday, June 9, 2025
Soundside Market	Wednesday, June 18, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 18, 2025
Soundside Market	Wednesday, June 25, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 25, 2025
Soundside Market	Wednesday, July 2, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 2, 2025
Soundside Market	Wednesday, July 9, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 9, 2025
Soundside Market	Wednesday, July 16, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 16, 2025
Soundside Market	Wednesday, July 23, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 23, 2025
Soundside Market	Wednesday, July 30, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 30, 2025
Soundside Market	Wednesday, August 6, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 6, 2025
Soundside Market	Wednesday, August 13, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 13, 2025
Soundside Market	Wednesday, August 20, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 20, 2025
OBX Multi-Hull Sailfest (canceled)	Friday: September 5 – Sunday: September 7, 2025	9:00am – 5:00pm	200	Hardy Peters - 252-489-3491	Thursday: September 4 – Sunday: September 7, 2025
OBX Jeep Invasion	Friday, September 19 - Saturday, September 20, 2025	9:00am - 5:00pm	1000 (not all at one time)	Steve House - 252-305-9258	Thursday, September 18 - Sunday, September 21, 2025
Garage Band Charities Cruise	Saturday, October 4, 2025	10:00am - 5:00pm	250-500	Michael Tillett - 252-305-5789	Friday, October 3 - Sunday October 5, 2025
Outer Banks Seafood Festival	Saturday, October 18, 2025	10:30am - 6:00pm	8000-10000 (Not all at one time)	Karen Brown - 252-564-2852	Tuesday, October 14-Wednesday, October 22, 2025
OBX Brewtag	Saturday, October 25, 2025	11:00am - 6:00pm	2000-3000	James Kahle - 252.305.0005	Thursday, October 23-Monday, October 27, 2025
OBX Show Fest	Friday, November 8 - Saturday, November 9, 2025	9:00am - 5:00pm	1000	Eric Czap - 910.398.5011	Friday, November 8 - Sunday, November 10, 2025
Soundside Holiday Market	Sunday, November 23, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 23, 2025
Soundside Holiday Market	Sunday, November 30, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 30, 2025
Soundside Holiday Market	Sunday, December 14, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, December 14, 2025

PUBLIC RELATIONS REPORT: May 2025

BEST LISTS

Newsweek | 2025 “10 Best Aquariums by Readers’ Choice.” These 10 aquariums were selected by our featured panelists and contributors and voted on by readers as the best of the best. *Known for its stellar sea turtle rehab center, the North Carolina Aquarium on Roanoke Island has something for everyone...* <https://bit.ly/4cDDcA3>

Southern Living | May 2025 “15 Best Things to Do in Manteo, North Carolina” Aaron hosted editor Tara Massouleh McCay in 2024 and this is one more story in her series following that visit, where SL...*named the Outer Banks* [2025 Vacation of the Year](#). *While there are gorgeous waterfront views and small-town charm all along this stretch of coast,...you’ll find a very special place called Roanoke Island.* <https://bit.ly/4jYC9NA>



southernliving.com/manteo-nc-11715260

This Town In The Outer Banks Is So Pretty It Almost Doesn't Seem Real

With its scenic harbors, quaint residential streets, and picturesque boardwalks, Manteo is often referred to as the pr...

TELEVISION

Hampton Roads Show | Apr 28, 2025 Aaron opened the April 28 episode from Duck, NC inviting our main drive market to visit the Outer Banks any time of year.

Hampton Roads Show | May 21, 2025 Aaron will be appearing in-studio with a representative from the Dare Arts Council and Jockey’s Ridge to share the double 50th Anniversary.



Hampton Roads Show | Jun 9-13, 2025 Outer Banks Takeover Week! OBVB is working on a sponsorship for the week beginning June 9 to feature The Outer Edge videos, local business and non-profit partners and cooking segments to inspire the audience to visit with a deeper sense of appreciation and stewardship.

EARNED MEDIA

Smithsonian | May 2025 Aaron pitched freelance writer Amy Brecount White during the 2023 Washington DC Media Mission. We hosted her visit following the mission and she wrote a story about the fight to save Jockey’s Ridge State Park just in time for the 50th Anniversary. This is an online story. <https://bit.ly/3Z5ueWA>

New York Times | TBD The PR team assisted in connecting the dots for a writer working with Visit NC following the Washington DC Media Mission that Aaron attended in April 2025. The story idea came from conversations around that event. Details to come.

Travel + Leisure | TBD The PR team assisted in fulfilling a media request working in partnership with Visit NC. Details to come.

Washingtonian | Jun 2025 Aaron and the team shared some photography around some of our new hotels and activities between Manteo and Hatteras at the magazine's request.

PureWow | May 2025 "10 Best North Carolina Beach Towns to Visit Now (Whether Traveling Solo or with The Fam)" Visit NC's Wit Tuttell was quoted as saying *Between the ocean's winds and waves and the tranquil waters of the sounds, there's opportunity for everything from surfing and parasailing and stand-up paddleboarding.*" PureWow has 10.6 MM monthly visitors.
<https://bit.ly/4iLTJDs>

Group Travel Leader | Apr 2025 "Shore Things: Waterfronts Are Wonderful in the Carolinas" The groups publication is focusing on waterfront destinations in the Carolinas in their April issue. We contributed to the article. <https://bit.ly/4jLn8iA>

Lake Norman Currents Magazine | May 2025 Aaron and the team hosted writer Vanessa Infanzon for three Charlotte DMA publications. This is the first of those to be published with a lens to general vacation travel if you're coming from the Lake Norman greater area.
<https://bit.ly/4m6afkw>

MEDIA AND INFLUENCER TRIPS - UPCOMING

AAA | May 18-21, 2025 Stacy Zable is on assignment for an article on snowbird travel and we're helping her plan a visit this month.

Tarheel Traveler | May 2025 WRAL TV's Scott Mason, aka The Tarheel Traveler is coming to the Outer Banks the week of Mother's Day to film story ideas. Aaron met with Scott during the NC Tourism Conference in Hickory last month. On topic are boat builders, restaurants, artists and Jockey's Ridge State Park for the 50th Anniversary.

Visit NC Press Trip | May 8-9, 2025 Aaron and the team are hosting a press visit with journalists selected by the state's PR team. We're calling it the Coastal Contrasts FAM tour which includes writers we have worked with before, so we're anticipating great results.

Travel + Leisure | May 25-28 Aaron and the team are assisting contributor Amelia Edelman for an Outer Banks discovery. Amelia creates content for Travel + Leisure's social media channels, writes roundup style guides for BBC Travel and essays for Lonely Planet and US News Travel. We're looking forward to helping her explore the Outer Banks.

UPCOMING MEDIA MISSIONS + MARKETPLACES

Washington DC Media Mission | Apr 16-19 Aaron is one of ten destination PR officials invited by Visit North Carolina to do a media marketplace with Capitol based journalists as part of a drive market strategy.

IPW Chicago | Jun 15-18 Aaron is partnering with Visit NC in the media marketplace where he'll have appointments with both national and international media, and have the opportunity to assist Lorrie Love in the sales part of the trade show.

Subscribe to Smithsonian magazine and get a FREE tote.



How an Indomitable Environmental Activist Saved the Outer Banks From Impending Development

Fifty years ago, Carolista Baum passionately fought to create Jockey's Ridge State Park, an unusually biodiverse ecosystem of dunes, thickets and marshes

Amy Brecount White - Freelance writer

May 6, 2025

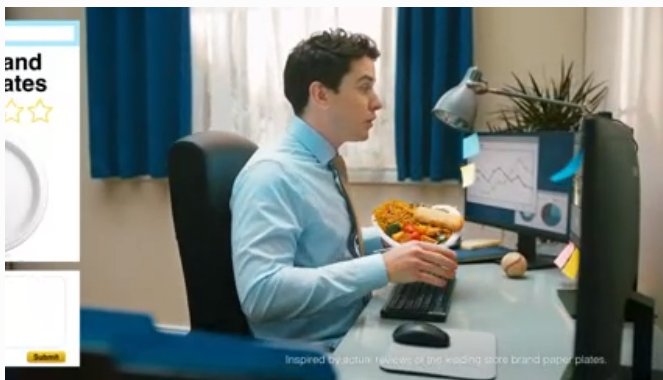


Get our newsletter!



This June, North Carolina's Jockey's Ridge is celebrating 50 years as a state park. Jeffrey Greenberg/Universal Images Group via Getty Images

In August 1973, three children who regularly played atop the East Coast's tallest active sand dune system spied a bulldozer that hadn't been there before. The children ran to tell their babysitter, who took them to the family's nearby store in Nags Head, North Carolina, where their mother, Carolista Baum, made and sold jewelry. Condominiums had been constructed near where the bulldozer was working, and Baum knew more development would irreparably harm these beloved dunes known as Jockey's Ridge, an Outer Banks fixture for 3,000 to 4,000 years. Immediately, Baum closed shop and rushed to confront the driver. Developers had already flattened most of the dunes north to the Virginia border.



"I'm not moving," Baum said, positioning herself in front of the bulldozer's blade. Locals had long been talking about preserving this rare and scenic ecosystem. Now, Baum knew it was time for action. The driver soon left his post, but she didn't take any chances: She removed the bulldozer's distributor cap, effectively disabling it.

Well connected in the local community, Baum passionately took up the mission to preserve the dunes. Her vision was to transform parcels of privately owned dune property into a state park. She placed a "Jockey's Ridge Headquarters" sign outside her store, and her petition "to preserve this natural wonder" managed to gather 25,000 signatures in seven days. As president of the People to Preserve Jockey's Ridge committee, Baum educated locals and vacationers with calls, flyers, newspaper articles and emphatic bumper stickers. "SOS"—for "Save Our

Sand Dunes”—became a rallying cry for children to donate nickels and dimes, while others were encouraged to become “an honorary owner of a square foot of Jockey’s Ridge” for \$5. The committee arranged for two local musicians to write songs that amplified their conservationist message and created a documentary, *Jockey’s Ridge: Of Time and Eternity*, which screened statewide. The group even hired a plane to fly over a football game between Duke University and the University of North Carolina, trailing a banner that read: “Save Jockey’s Ridge.”



Well connected in the local community, Carolista Fletcher Baum passionately took up the mission to preserve the dunes. North Carolina Department of Natural and Cultural Resources

Baum traveled regularly to Raleigh to lobby members of the state’s General Assembly. Every day for more than a week, she drove the three-plus hours from Nags Head to request a meeting with the governor. James Hunt Jr., then lieutenant governor, later described her, affectionately, as “hounding” him, too. She collected and shared scientific studies whose findings underlined the rarity of these ecosystems and their wildlife value. The area is indeed rare: With its dune system, maritime forests and thickets and brackish marsh habitat where it

abuts Roanoke Sound, Jockey's Ridge boasts an unusual variety of vital ecosystems across its 426 acres.

Baum's widespread advocacy contributed to Jockey's Ridge and the nearby Nags Head Woods being designated as National Natural Landmarks by the U.S. Department of the Interior in 1974. Baum and other activists gradually persuaded owners of the beachside land either to donate property or to sell parcels to People to Preserve Jockey's Ridge or to the state. In 1975, the state appropriated funds and used a federal matching grant, along with donations from the Nature Conservancy, to purchase the land containing the largest dunes—the final move that guaranteed the formation of Jockey's Ridge State Park, one of North Carolina's most visited sites.



Visitors catch the sunset at Jockey's Ridge State Park. Matt McClain/The Washington Post via Getty Images

After two years of nonstop organizing, Baum had triumphed. “The nickels and dimes and square-foot donors and support of thousands of citizens has made the ridge belong to

everyone,” Baum said in a 1975 address delivered on the dunes at the Jockey’s Ridge Jamboree, held to celebrate the formation of the park. (According to local lore, Jockey Ridge’s name hearkens back to a time when some inhabitants would catch and race wild ponies there, while others watched from the natural grandstands provided by the sloping dunes.)

The three main ecosystems are the Roanoke Sound estuary, the dunes themselves and the maritime thicket where a variety of shrubs and trees grow—including bayberries, live oaks and pines—and where wildlife finds refuge. Thanks to Baum’s work, Jockey’s Ridge remains hospitable to more than 160 types of birds, and 38 types of reptiles and amphibians call it home, along with otters, coyotes, foxes, rabbits and even at least one bobcat.

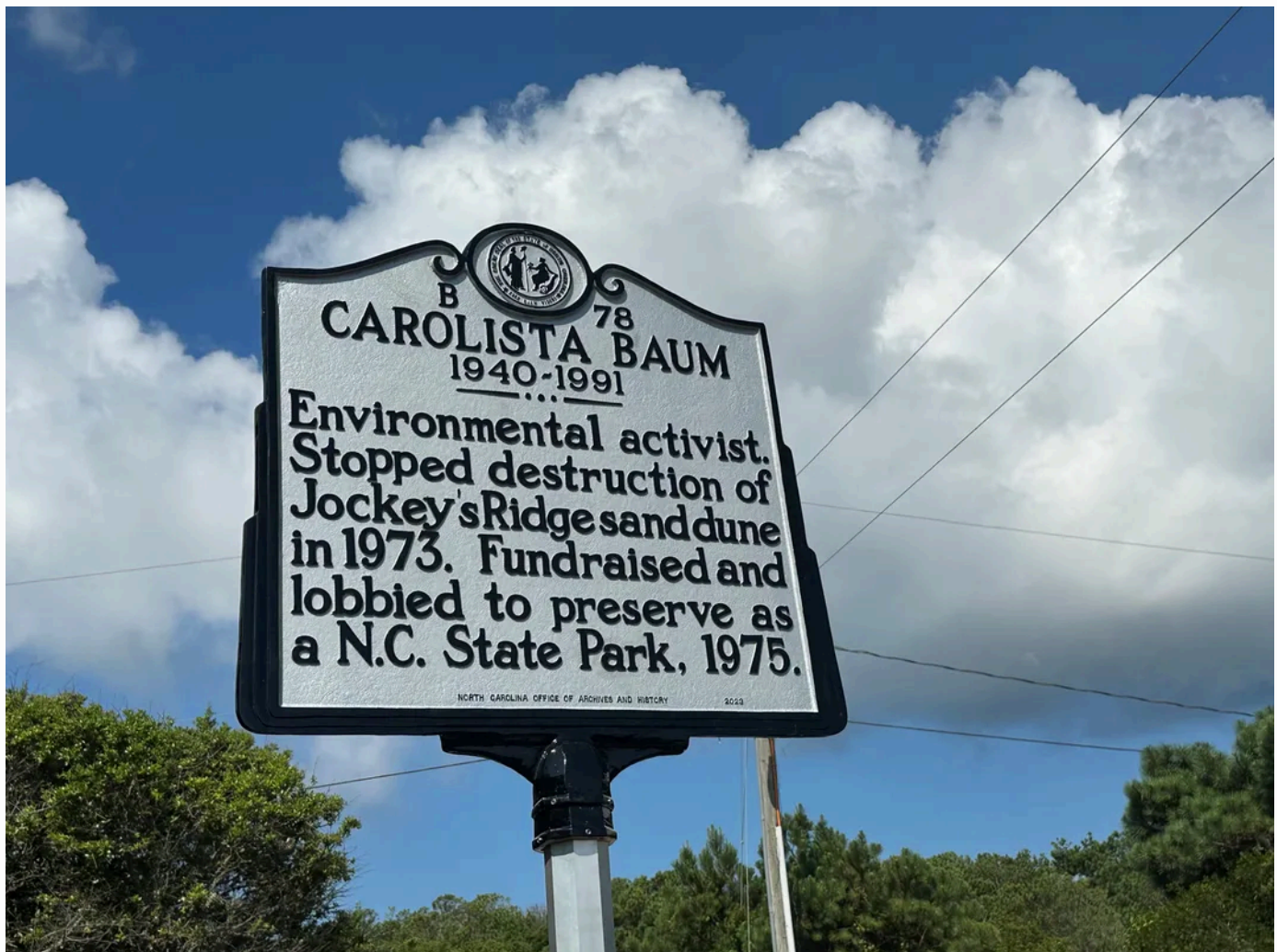


The dunes have long been a beloved spot for kite-flying, while hang-gliders enjoy the lofty launch point, an almost constant wind and a soft, sandy landing. Jeffrey Greenberg/Universal Images Group via Getty Images

The dunes have long been a beloved spot for kite-flying, while hang-gliders enjoy the lofty launch point, an almost constant wind and a soft, sandy landing. This June, the park hosts a four-day 50th anniversary celebration, with a special nod to Baum, who died in 1991 at the age

of 50. Volunteers can help restore the park's living shoreline by planting native grasses. A drone light show will illuminate the nighttime dunes, and visitors can dance on the sand to live music. At sunset on Saturday, June 7, all will toast the park's golden anniversary, made possible by Baum's dedication. Her spirit and courage are "driving factors behind the community that supports Jockey's Ridge," says Colette Walker, executive director of the Friends of Jockey's Ridge, a nonprofit that educates visitors about the panoply of creatures who thrive in these habitats. Channeling Baum's spirit, they recently fought successfully against the construction of a proposed new museum on the dunes and continue to fight against recent statewide attempts to weaken coastal areas' protected environmental status.

"It's a magical place," says Ann-Cabell Baum, Carolista's daughter and one of the three children who spotted that ominous bulldozer back in 1973. "It's almost like you're touching the sand and the ocean. You're touching the sky and the heavens and the clouds. I've never been anywhere else like it on earth."



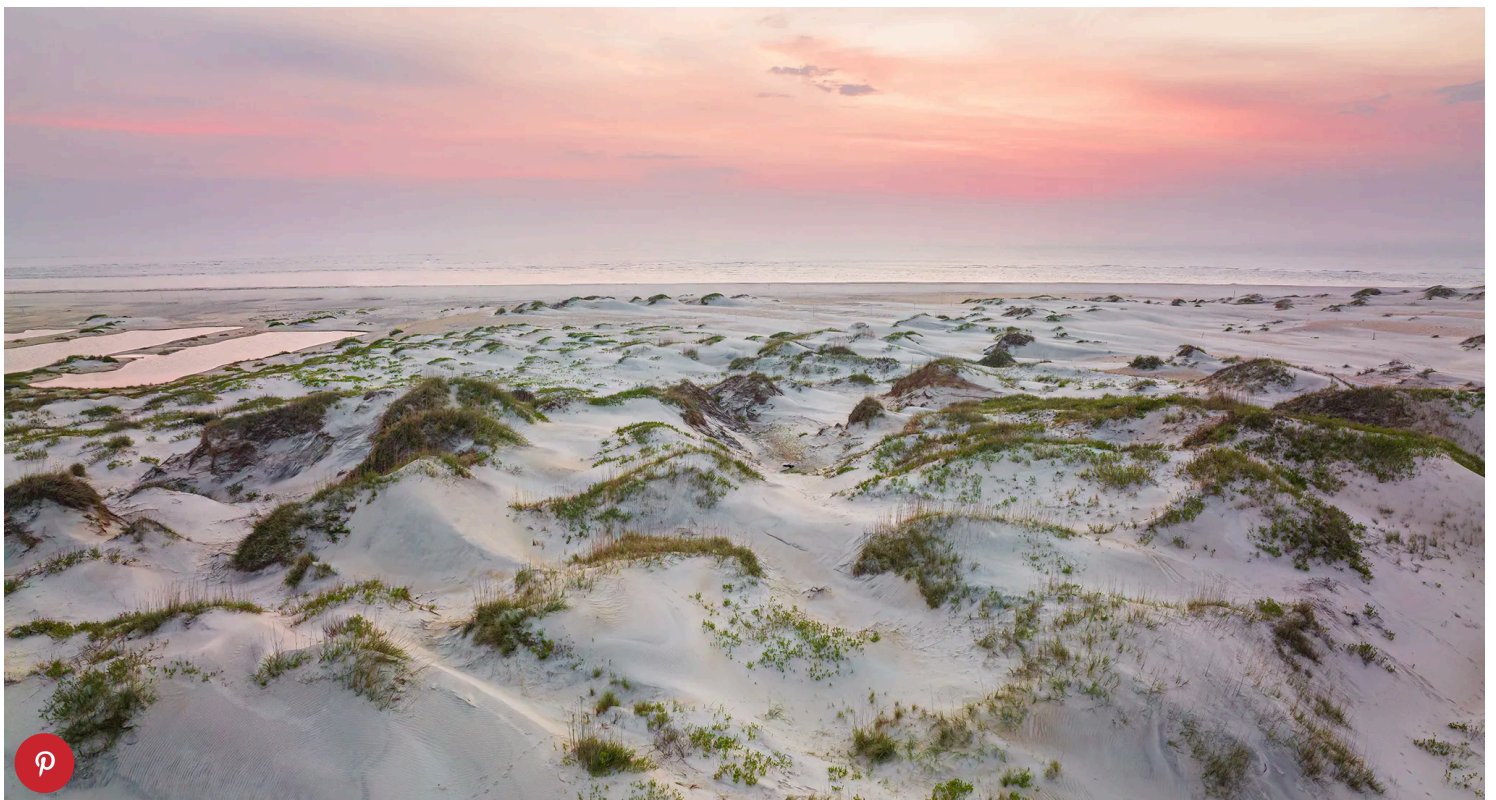
TRAVEL

The 10 Best North Carolina Beach Towns (Whether Traveling Solo or with the Fam)

SECLUDED TO BUSTLING, THERE'S A VACATION TOWN YOU'LL LOVE

BY [DANA DICKEY](#) • PUBLISHED APR 28, 2025

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TROY HARRISON/GETTY IMAGES

You might know North Carolina's coast best for the Outer Banks—the string of barrier islands known for pirate treasure and a [hit Netflix show](#)—but there's so much more to explore beyond the OBX. Think sleepy beach towns where turtle hatching season is the highlight of the year, and lively summer hubs where small communities swell from a few thousand to 50,000 sun-seekers chasing music festivals, seafood feasts, and chilled blush wine.

"Once a year, my family would road trip down there for a week of summer fun," says PureWow executive managing editor [Catrina Yohay](#). "Think of it as your classic American family vacation: beach, sun and zero plans. If you live in the Northeast, the islands that sit just south of Virginia are close enough to make the drive in a day but far enough away to feel like you're *really* going on vacation—especially to a 7-year-old." I spoke to longtime North Carolinians as well as repeat summer



MOELYN PHOTOS/GETTY

1. Duck

- **Why We Recommend It:** charming village, soundside boardwalk, and family-friendly atmosphere.
- **Attractions to Love:** Duck Town Park and Boardwalk, unique local shops, and diverse watersports.
- **Best Beach:** The municipality does not maintain any public beach access, but plenty of convenient, private community access is available for residents, renters and their guests.
- **Where to Stay:** [The Sanderling](#) (from \$298), [Ocean Pines Resort](#) (from \$315), [Home in Kill Devil Hills](#) (sleeps 4, from \$250)

Duck, North Carolina, is a charming beach town with a year-round population of approximately 742 residents, which swells to around 20,000 during the summer months due to its popularity among vacationers. It's the town that PureWow's [Yohay](#) remembers the best from family vacays: "Each town is a little different, but we always stayed in Duck, which had a classic Carolina beach town vibe: locals-only and a little sleepy (though the downtown was surprisingly active). As a kid, my siblings and I would spend all day at the beach and pool while my parents joined in on the fun or supervised from the condo balcony." The town boasts a scenic 0.78-mile [soundside boardwalk](#), maintains the 11-acre Duck Town Park with an amphitheater and hosts the annual Duck Jazz Festival. Visitors love kayaking, paddleboarding, biking along the Duck Trail, shopping at little boutiques and dining at waterfront restaurants.

[FIND OUT MORE](#)

family trip with a toddler. “We loved getting tacos at Shark Bar, heading into downtown Wilmington for an afternoon and staying at the Trailborn Surf & Sound right on the shore,” she says. “For a little extra, they’ll set up and reserve beach chairs just for you every day. It’s worth it.”

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JEFF YOUNT/GETTY

3. Hatteras

- **Why We Recommend It:** Hatteras offers an authentic Outer Banks experience with rich maritime history and unmatched fishing. It's laid-back and deeply rooted in local culture.
- **Attractions to Love:** Explore the Graveyard of the Atlantic Museum and the Cape Hatteras Lighthouse. Water sports like kiteboarding and deep-sea fishing are top draws.
- **Best Beach:** Frisco Beach near the Hatteras Lighthouse is a local favorite with quieter shores and great shelling.
- **Where to Stay:** [Hatteras Island Inn](#) (from \$157), [The Inn on Pamlico Sound](#) (from \$284), [Sea Gull Motel](#) (from \$204), [Edgecamp Pamlico Station in Rodanthe](#) (from \$296)

The Cape Hatteras National Seashore overall drew over 2.8 million visitors in 2023, but in this part, a small town of 4,000, you won't get crushed by the crowds. The town is home to the iconic Cape Hatteras Lighthouse—the tallest brick lighthouse in the U.S.—and the Graveyard of the Atlantic Museum, both highlighting the area's rich maritime history. Visitors can enjoy activities such as

paddling, swimming, fishing, picnicking and birdwatching it up. Don't miss a ranger-guided kayak tour through the marshlands, as well as educational programs like LEAP Week for children. Even off-season, there's a natural orientation to holidays—for instance, the annual Trunk or Treat lets visitors of all ages get in on the fun.

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Frequently Asked Questions

- + What is the overall attraction of beach towns in North Carolina specifically?
- + Is there appeal for multi-generational travel to beach towns in NC?
- + How do beach towns in NC compare to regional and national areas in terms of affordability?

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 - Studied journalism at the University of Florida
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APRIL 2025



Shore Things

WATERFRONTS ARE WONDERFUL IN THE CAROLINAS

BY DIANA BOCCO

There's something captivating about water: the way sunlight dances on its surface, the rhythmic sound of waves lapping against the shore and the calm it brings to even the busiest of minds.

With their many coastal and lakeside landscapes, the Carolinas are a dream for groups seeking that mix of adventure and relaxation.

In addition to over 300 miles of Atlantic coastline, the Carolinas are also dotted with pristine lakes, rivers and estuaries, providing endless opportunities to explore, unwind and take in the region's natural beauty.

North Carolina's Outer Banks alone span more than 100 miles of barrier islands, offering everything from wild horse sightings to the hallowed grounds of the Wright Brothers' first flight. Meanwhile, South Carolina's Lowcountry is home to tidal creeks, marshlands and iconic beaches like Hilton Head, where the Atlantic meets Southern charm. Inland, lakes like Lake Norman and Lake Murray provide quieter, yet equally enchanting, alternatives to the coast.

These are places where groups can connect — not just with each other but also with the natural beauty and rich history that define the Carolinas.

Charleston, South Carolina

Overlooking the Cooper River, Charleston Waterfront Park is a testament to the city's dedication to blending natural beauty with communal spaces. This 12-acre park, with its meticulously landscaped gardens, iconic pineapple fountain and shaded walking paths, offers a tranquil retreat in the heart of one of the South's most historic cities. The park's design reflects Charleston's charm, with sweeping views of the harbor, swaying palmetto trees and benches perfectly positioned for watching sailboats glide by.

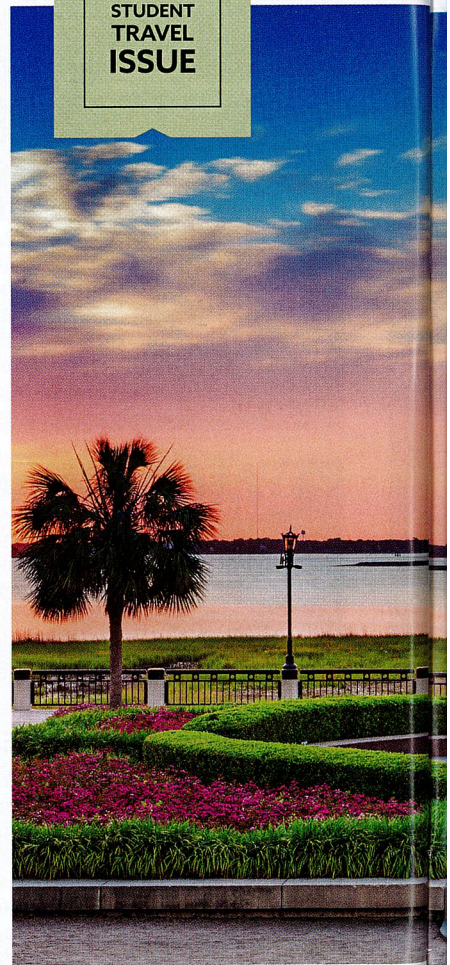
For groups, the park is often a starting point for exploration. Harbor cruises depart from nearby docks, offering panoramic views

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Sunrise over
the beach at
Hilton Head
Island



COURTESY OUTSIDE HILTON HEAD

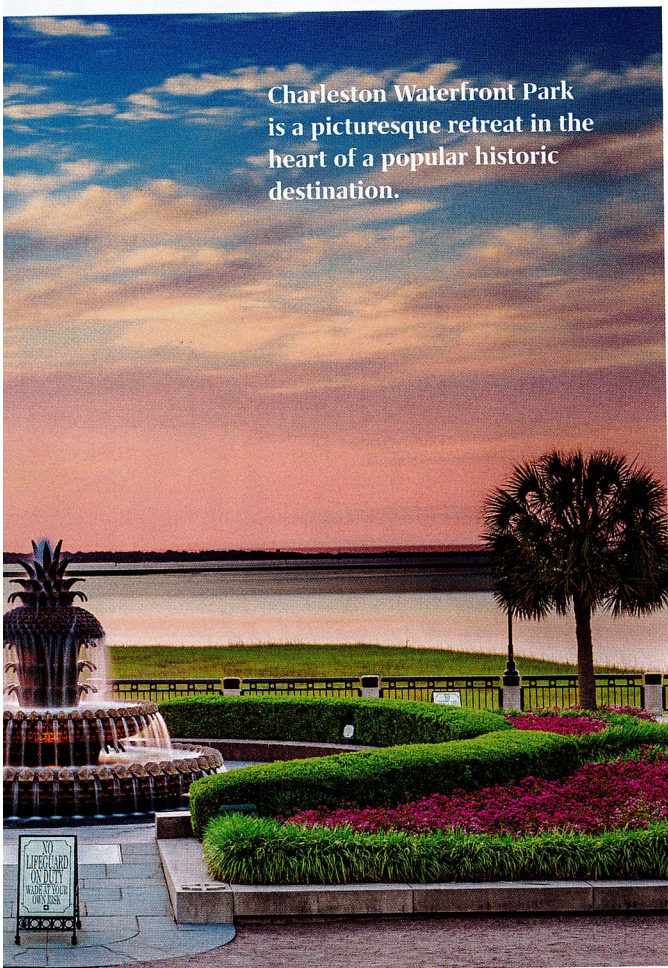


Charleston's historic skyline, Fort Sumter and the Arthur Ravenel Bridge. The park's proximity to downtown means groups can transition from a peaceful stroll to exploring Charleston's historic streets, boutique shops and award-winning restaurants.

CHARLESTONCVB.COM

Hilton Head Island, South Carolina

Spanning a massive 42 square miles, this Lowcountry gem is a great spot for groups seeking both adventure and relaxation. Hilton Head Island is unique — as the first eco-planned destination in the country, it has a very different look and feel than other destinations,” said Charlie Clark, vice president of communications at the Hilton Head Island Visitor and Convention Bureau. The island is very tropical and lush with no building over five stories high,



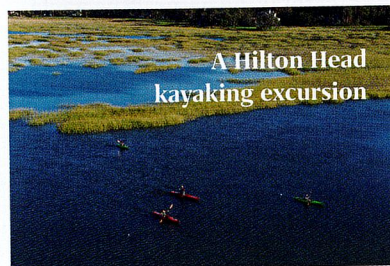
Charleston Waterfront Park is a picturesque retreat in the heart of a popular historic destination.

BY SEAN PAVONE, COURTESY CHARLESTON WATERFRONT PARK



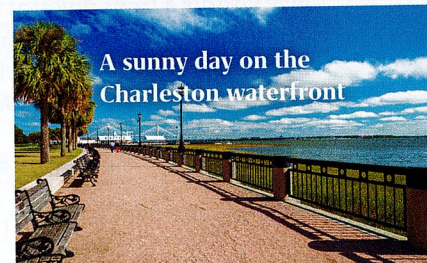
Relaxing waterfront in Hilton Head

COURTESY OUTSIDE HILTON HEAD



A Hilton Head kayaking excursion

COURTESY OUTSIDE HILTON HEAD



A sunny day on the Charleston waterfront

BY RAUL RODRIGUEZ, COURTESY CHARLESTON WATERFRONT PARK

no neon or billboards. Signage must be muted, and you'll notice the color palate of the island blends with nature.” There are also no streetlights on the island, so, as Clark points out, “the stars put on quite a show after dark.”

The island's 12 miles of sandy beaches are perfect for sunbathing, beachcombing or simply soaking in the Atlantic views.

“The first order of business for any group is get out on the water,” Clark said. “Hilton Head Island is a natural dolphin habitat, so we highly recommend groups take advantage of the island's dolphin tours. Boat companies like Outside Hilton Head cater to groups and understand their needs and can cater and do custom trips to the private Page Island for group oyster roasts and other activities.”

Kayaking is also quite popular with groups, and groups might come across rays, herons, dolphins (and even a bald eagle if they're lucky) when out on the water.

Hilton Head Island is also well known as a golf destination.

“We're an island 12 miles long and five miles wide, and in that span are 24 golf courses,” said Clark. “Groups also take advantage of amenities on the island where golf and networking go hand in hand, such as the Top Tracer facility at Palmetto Dunes.”

HILTONHEADISLAND.ORG

Lake Murray, South Carolina

A short drive from Columbia, Lake Murray is more than just a body of water — it's a retreat, a playground, and a gathering place for those who love the outdoors. Spanning 50,000 acres with 650 miles of shoreline, this man-made lake draws boaters, paddlers and nature lovers looking to escape the city noise.

For groups, Lake Murray offers the perfect balance of relaxation and adventure. Pontoon boats glide across the water, stopping at hidden coves where travelers can cool off with a swim or lay out a picnic under the Carolina sun. Kayakers and paddleboarders carve their way through quiet inlets, while thrill-seekers take to the lake for wakeboarding, tubing or jet skiing.

“We're an **island 12 miles long and five miles wide**, and in that span are **24 golf courses**.”

— CHARLIE CLARK

On land, groups can head to Dreher Island State Park to stretch their legs on wooded hiking trails or settle into a shady spot for an afternoon cookout. Birdwatchers can scan the skies for ospreys and bald eagles, while campers wake up to mist rising off the water. For a more relaxed experience, groups can book a sunset cruise to take in the lake's evening glow or gather around a bonfire at one of the park's designated fire pits.

When it's time to take a break from the water, groups can explore Bomb Island, a historic site and a seasonal roosting ground for tens of thousands of purple martins. In the summer, sunset boat tours give visitors a front-row seat to this breathtaking natural spectacle. Those looking for a lively atmosphere can check out Lake Murray's floating summer concerts, where bands perform from a barge while boaters, kayakers and paddleboarders gather around for a one-of-a-kind music experience.

LAKEMURRAYCOUNTRY.COM

Lake Norman, North Carolina

As North Carolina's largest man-made lake, Lake Norman offers a sprawling waterscape perfect for groups looking to unwind, explore or embrace a bit of adventure. Stretching over 32,000 acres with 520 miles of shoreline, the lake's size allows for everything from peaceful retreats to high-energy activities, all within a short drive from Charlotte.

For those drawn to the water, Lake Norman's numerous marinas provide a variety of rental options, including pontoon boats for leisurely cruising, jet skis for thrill-seekers and paddleboards for

Paddleboarding on Lake Norman



COURTESY VISIT LAKE NORMAN

those looking to explore at a slower pace. Groups can drop anchor in a secluded cove for swimming, set up a lakeside picnic, or take a guided boat tour to learn about the area's history and wildlife. Sunset cruises are a popular option, offering a relaxing way to take in the lake's breathtaking evening colors.

Beyond the water, Lake Norman State Park provides a scenic escape with 30 miles of hiking and biking trails winding through hardwood forests and along the shoreline. The Itusi Trail, a favorite among mountain bikers, offers a mix of rolling terrain and lakeside views. Birdwatchers and nature enthusiasts will appreciate the park's diverse wildlife, from great blue herons gliding over the water to deer grazing in the woods.

For groups looking for a hands-on experience, Latta Nature Preserve features interactive programs, horseback riding trails and the Carolina Raptor Center, where visitors can get up close with rescued birds of prey. Jetton Park and Ramsey Creek Park provide additional green spaces with walking paths, picnic areas and even a small sandy beach for those wanting to relax by the water.

Proximity to Charlotte means groups can easily add an urban element to their getaway, whether it's visiting the NASCAR Hall of Fame, catching a show, or exploring the city's food and craft beer scene before returning to the lake's peaceful surroundings.

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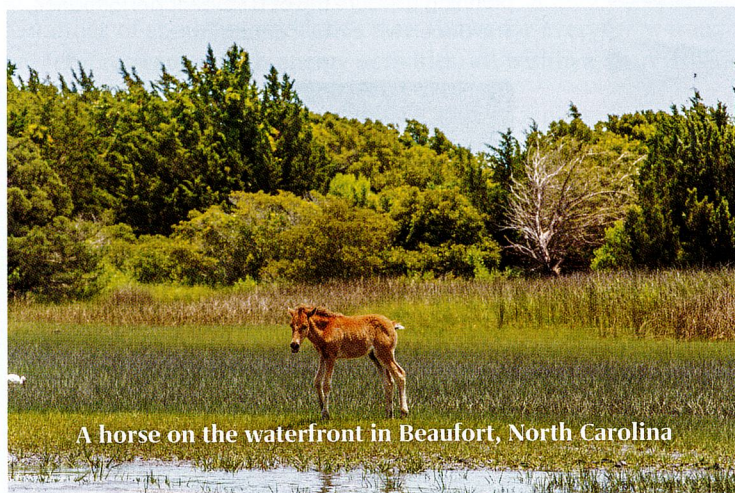
WE LOVE OUR GROUPS

Beaufort, North Carolina

Set against North Carolina's stunning Crystal Coast, Beaufort is a waterfront town where history, nature and small-town charm converge. Founded in 1709, it's North Carolina's third-oldest town, and its past is woven into every cobblestone street, Colonial home and harbor view. From pirate legends to scenic coastal landscapes, Beaufort offers an engaging mix of experiences for groups looking to explore both its past and present.

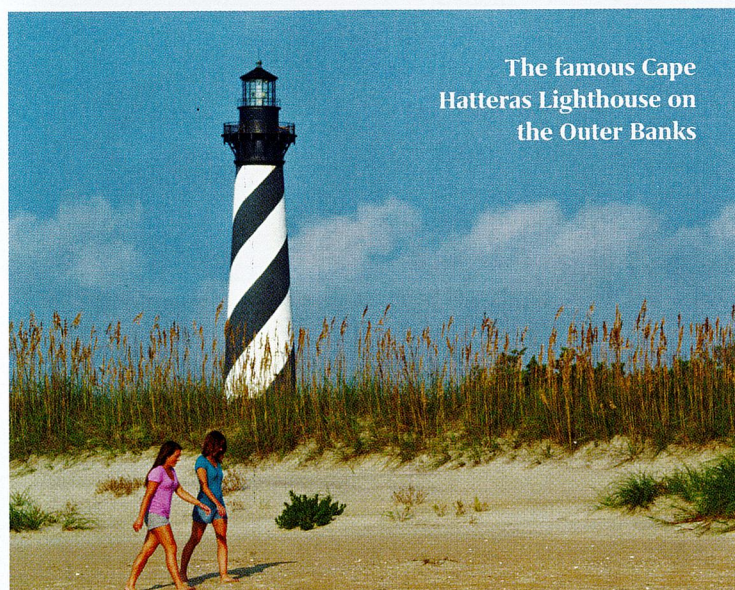
Strolling through Front Street, visitors can soak in views of the harbor, where sailboats bob on the water and fishing vessels return with the day's catch. The Beaufort Historic Site, a collection of beautifully preserved 18th- and 19th-century buildings, brings the town's maritime and Colonial history to life. Costumed guides lead tours through the Old Burying Ground, where weathered tombstones tell tales of sailors, soldiers and even a young girl buried in a rum barrel.

Boat tours to Rachel Carson Reserve, just across the water, provide an up-close look at the wild horses that roam the uninhabited islands. These tours also offer the chance to spot dolphins, herons



A horse on the waterfront in Beaufort, North Carolina

COURTESY VISIT NORTH CAROLINA



The famous Cape Hatteras Lighthouse on the Outer Banks

COURTESY OUTER BANKS VISITORS BUREAU

Groups might also want to stop by **Beaufort's North Carolina Maritime Museum**, which featuring artifacts from Blackbeard's flagship, **Queen Anne's Revenge**.

and other coastal wildlife. For a more immersive experience, groups can kayak through the reserve's marshes and peaceful estuaries.

Groups might also want to stop by Beaufort's North Carolina Maritime Museum, which featuring artifacts from Blackbeard's flagship, Queen Anne's Revenge, which ran aground near the town in 1718. The museum's exhibits bring the region's pirate-filled past to life with real treasures recovered from the shipwreck. At the nearby Watercraft Center, traditional boatbuilding techniques are still practiced today.

Adventurous groups can take a ferry to Cape Lookout National Seashore, where they can climb the iconic black-and-white diamond-patterned lighthouse or comb the beach for seashells and sand dollars.

VISITBEAUFORTNC.COM

Outer Banks, North Carolina

Stretching over 100 miles along North Carolina's coast, the Outer Banks is more than just a beach destination — it's a place where history, nature and adventure come together. This string of barrier islands is known for its unspoiled shores, maritime heritage and distinctive small-town charm, making it an ideal getaway for groups looking to explore, unwind or do a bit of both.

History lovers can visit the Wright Brothers National Memorial in Kill Devil Hills, where Orville and Wilbur Wright achieved their groundbreaking first flight in 1903. Nearby, Roanoke Island offers a glimpse into America's oldest unsolved mystery — the disappearance of the "Lost Colony" in the late 16th century. The island is also home to the Elizabethan Gardens, a beautifully landscaped tribute to the era of Queen Elizabeth I, and the North Carolina Aquarium, where visitors can get up close with marine life native to the region.

Nature enthusiasts won't want to miss a guided tour to see the wild horses of Corolla, believed to be descendants of Spanish mustangs that arrived centuries ago. For a different perspective of the Outer Banks' beauty, groups can climb the Cape Hatteras Lighthouse for open views of the Atlantic and the rolling sand dunes below.

Groups ready for true adventure should try kayaking through Alligator River National Wildlife Refuge for a chance to spot black bears and red wolves. After a day of exploration, groups can relax with a classic coastal meal at one of the area's waterfront restaurants, where fresh seafood and sunset views are always on the menu.

OUTERBANKS.ORG