



# Dare County Tourism Board Meeting

Thursday, September 15, 2022  
9:00 a.m.

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

DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, SEPTEMBER 15, 2022  
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 August 18, 2022 Meeting
- V. Public Comments
- VI. Occupancy & Meals Tax Information-Becky Huff, Dare County Tax Office
- VII. Chairman's Report
- VIII. Budget & Finance Report
- IX. Grants & Local Public Relations Report
  - 1. Event Grant Award Recommendations
- X. Outer Banks Visitors Bureau Updates
- XI. Old Business
- XII. New Business
  - 1. Resolution 2022-4
- XIII. Board Member Comments
- XIV. Set Date, Time, and Place of Next Meeting
- XV. Adjournment

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, AUGUST 18, 2022**

**9:00 A.M.**

**OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

**In-Person:** Tim Cafferty, Chair; Monica Thibodeau, Vice Chair; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; Jamie Chisholm, Secretary; Mark Ballog, Gray Berryman, Bambos Charalambous, David Hines, Leo Holland, Bobby Owens, Dennis Robinson, Mike Siers, and Jay Wheless, Legal Counsel.

**STAFF (in person):**

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

**OTHERS ATTENDING:**

George Berry, Southern Shores Resident; Philip Ruckle, *The Coastland Times*; Dave Hallac, Superintendent, and Robin Snyder, Deputy Superintendent, National Park Service, Outer Banks Group; Luke Halton, The OBX Way.

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. Holland moved to approve the agenda. Second by Mr. Charalambous. There was no discussion. The motion passed unanimously (13-0).

**APPROVAL OF MINUTES:** Ms. Thibodeau moved to approve the meeting minutes from June 30, 2022 meeting. Second by Ms. Chisholm. There was no discussion. The motion passed unanimously (13-0).

**PUBLIC COMMENTS:** George Berry stated he liked the “open air event site” but suggested the Board “think big” and consider building a convention center in Kitty Hawk, at the Aycock Brown Welcome Center and nearby medical facility site.

Superintendent Hallac reviewed ongoing and new projects in the parks, and introduced the new Deputy Superintendent, Robin Snyder.

**STEERING/CHAIR’S REPORT:** The Chair and Lee Nettles reviewed the amended Long Term Unappropriated Fund Grant Guidelines. Ms. Ingram moved to accept the amended guidelines. Second by Mr. Charalambous. There was no discussion. The motion passed unanimously (13-0).

Legal Counsel reviewed how the end of the North Carolina State of Emergency for COVID-19 would impact virtual meetings. While the statute is clear that elected boards would no longer be allowed to meet remotely, there was not a clear answer for appointed boards. He referred to the Board’s bylaws and recommended that the Board meet in person for the foreseeable future. There were no comments or objections from the Board.

The Chair noted:

- a letter from the Town of Southern Shores expressing appreciation for the Board joining the amicus brief, and that the Board's share of the cost is \$2,136.10
- NC Department of Commerce released the county-by-county economic impact figures. Dare County held its spot at number 4.
- an inquiry from the Town of Nags Head regarding possible grants for lifeguarding services in the off season. Steering Committee discussed the inquiry and felt there was not a grant this fit into, and the Steering Committee asked staff to inform the Town of Nags Head that Town occupancy collections to offset additional services had grown substantially over the last few years.

Ms. Thibodeau moved to enter closed session pursuant to NCGS 143-318.11 (a) (3) to consult with an attorney employed or retained by the public body to preserve the attorney-client privilege between the attorney and the public body, which privilege is hereby acknowledged.

The Board entered closed session at 9:27 a.m.

The meeting resumed open session at 9:40 a.m. There was no action taken to report.

**BUDGET AND FINANCE REPORT:** Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 5.19% compared to 2021-2022 actual receipts.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles reviewed:

- County by county economic impact numbers and noted that 12, 295 people in Dare County were employed in a travel and tourism business.
- Two new television ads for connected TV
- Long Term Tourism Management Planning is starting, and the first portion is a survey to community leaders. A resident survey will go out soon.
- Marketing dashboard and visitation figures

Lorrie Love noted:

- the upcoming tourism summit on November 3, 2022
- the 2023 Travel Guide production is underway. Staff is looking to add additional pages to the guide this year as demand for ad space in the guide is high.
- The North Carolina Restaurant and Lodging Association meeting on September 6, 2022
- Upcoming events at the Soundside Event Site
- Aaron Tuell on a media mission in Toronto, Canada

**OLD BUSINESS:** Lee Nettles:

- updated the Board on the grant to install electric chargers at the Sarah Owens Welcome Center. The Bureau was not able to put them at the Welcome Center since it does not own the land, so staff looked at the event site. In further investigation, there was still considerable expense to install, even with the grant, and the chargers were slow chargers. Staff will not pursue the grant and will investigate other options to have high speed chargers installed.
- Noted that per the Board's direction, staff has a contract for a pay scale study. He reviewed the process, noting that updating the personnel policy manual is included in the cost, even though it is not listed in the proposal; and that the process could not start until January. He recommended signing the contract to lock the company in.

Mr. Bateman moved to approve the contract. Second by Mr. Holland. During discussion, Lee Nettles asked that the Executive Director be considered part of the study this time. There was no further discussion. Ms. Thibodeau asked about timing to implement the results. Diane Bognich noted that the changes could be incorporated into the proposed fiscal year budget or amend the current fiscal year budget. There was no further discussion. The motion passed unanimously (13-0).



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

**BOARD MEMBER COMMENTS:**

- Mr. Hines noted the Town of Kitty Hawk was doing its due diligence regarding purchasing the former medical facility site.
- Mr. Ballog noted restaurants were still very busy and short staffed. He asked if there had ever been a discussion of running a ferry between the Soundside Event Site and the Town of Manteo. Other Board members noted the sound was too shallow to do that.
- Ms. Thibodeau noted that the Town of Duck was still busy
- Ms. Chisholm noted beach nourishment was looking good
- Mr. Berryman noted that the National Flood Insurance was moving away from flood zone maps and grandfathering, and owners were seeing massive increases in their insurance. He asked if anyone heard from owners about this, please share with the Outer Banks Association of Realtors and called attention to the need to consider how traffic will impact the county in the future. He also noted the Chairman's podcast, Sarah & T.
- Mr. Holland noted the Town of Southern Shores lowered the speed limit on the portion of Highway 12 that runs through Southern Shores.
- Mr. Owens noted that the Town of Manteo was busy and had leased six trams to help move people around the Town.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for 9:00 a.m. on Thursday, September 15, 2022. The meeting will be held in Buxton, North Carolina, with the location to be announced.

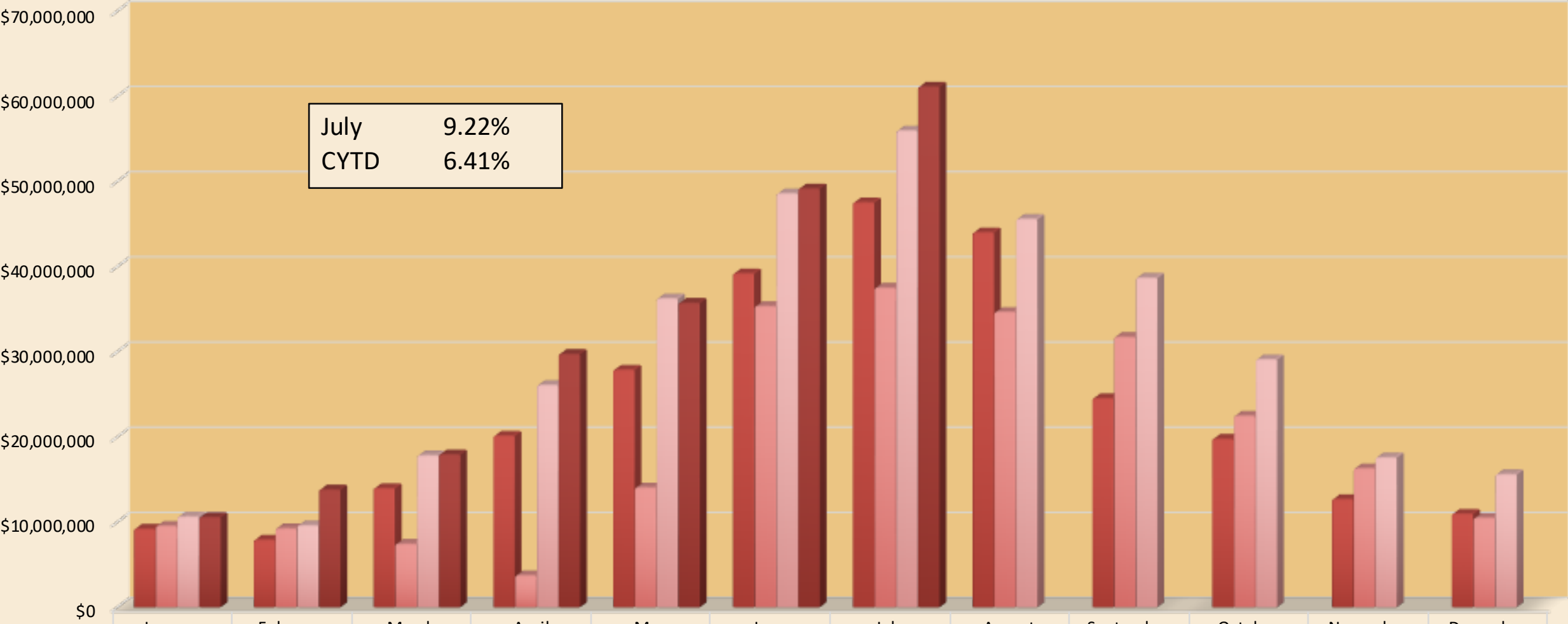
The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:23 a.m.

**ATTESTED:**

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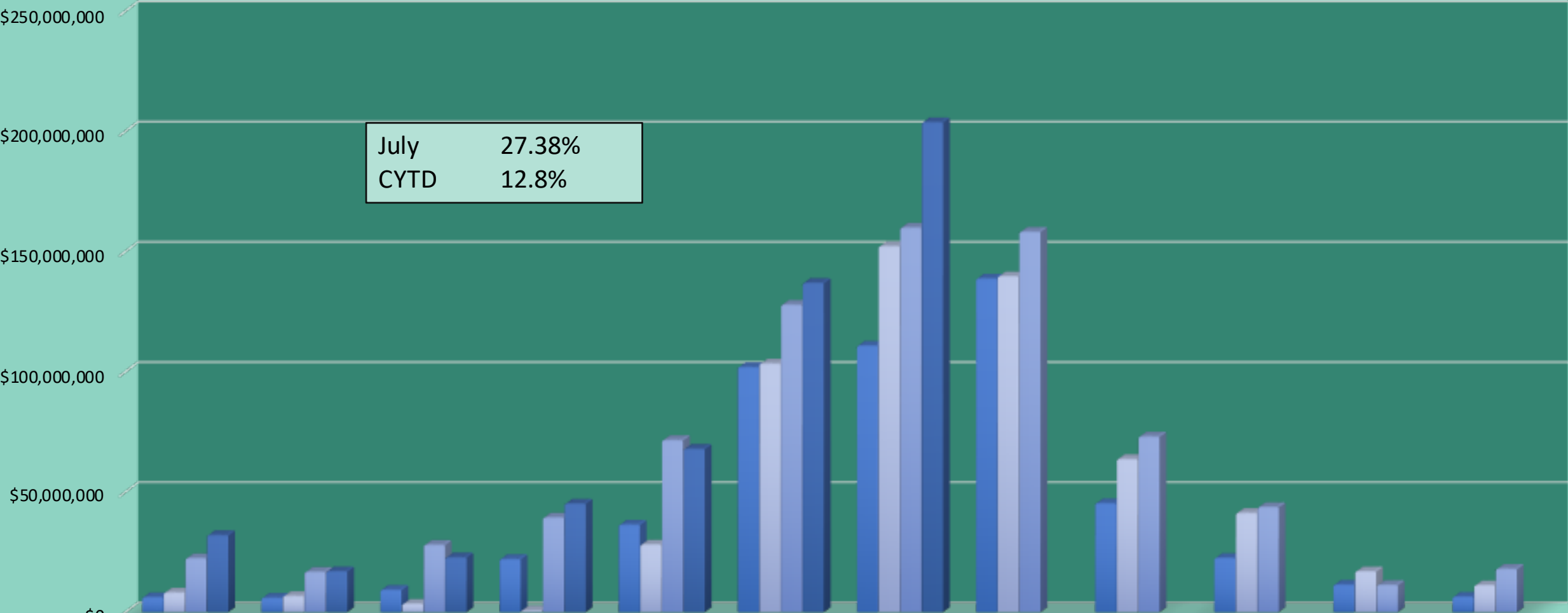
Clerk, Dare County Tourism Board

Meals Collections



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

Occupancy Collections



July 27.38%  
CYTD 12.8%

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

**BUDGET & FINANCE PROJECTIONS  
OCCUPANCY & MEALS FY 2022-2023**

FISCAL YEAR		PROJECTED FY 22-23	ACTUAL FY 22-23	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,031,750.00	\$1,366,625.62	\$334,875.62	32.46%
JULY RECEIVED	MEALS	<u>\$338,295.00</u>	<u>\$486,160.01</u>	<u>\$147,865.01</u>	<u>43.71%</u>
		\$1,370,045.00	\$1,852,785.63	\$482,740.63	35.24%
JULY EARNED	OCCUPANCY	\$1,330,745.00	\$2,025,876.87	\$695,131.87	52.24%
AUGUST RECEIVED	MEALS	<u>\$391,845.00</u>	<u>\$597,289.43</u>	<u>\$205,444.43</u>	<u>52.43%</u>
		\$1,722,590.00	\$2,623,166.30	\$900,576.30	52.28%
AUGUST EARNED	OCCUPANCY	\$1,257,920.00	\$0.00	\$0.00	0.00%
SEPT RECEIVED	MEALS	<u>\$371,790.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,629,710.00	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED	OCCUPANCY	\$493,540.00	\$0.00	\$0.00	0.00%
OCT RECEIVED	MEALS	<u>\$251,510.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$745,050.00	\$0.00	\$0.00	0.00%
OCTOBER EARNED	OCCUPANCY	\$233,310.00	\$0.00	\$0.00	0.00%
NOV RECEIVED	MEALS	<u>\$192,925.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$426,235.00	\$0.00	\$0.00	0.00%
NOVEMBER EARNED	OCCUPANCY	\$102,575.00	\$0.00	\$0.00	0.00%
DEC RECEIVED	MEALS	<u>\$122,550.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$225,125.00	\$0.00	\$0.00	0.00%
DECEMBER EARNED	OCCUPANCY	\$65,545.00	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$97,265.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$162,810.00	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$85,170.00	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$82,190.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$167,360.00	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$61,895.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$84,315.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$146,210.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$93,850.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$123,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$217,535.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$250,790.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$190,715.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$441,505.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$312,000.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$229,700.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$541,700.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$2,362,495.00	\$3,392,502.49	\$1,030,007.49	43.60%
TO-DATE	MEALS	<u>\$730,140.00</u>	<u>\$1,083,449.44</u>	<u>\$353,309.44</u>	<u>48.39%</u>
		\$3,092,635.00	\$4,475,951.93	\$1,383,316.93	44.73%
TOTAL	OCCUPANCY	\$5,319,090.00			
PROJECTED	MEALS	<u>\$2,476,785.00</u>			
2022-2023		\$7,795,875.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
<u>2020-2021</u>		2021	2022		
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$99,622.05	\$191,666.48	\$92,044.43	92.39%
	MEALS	<u>\$129,244.28</u>	<u>\$172,557.93</u>	<u>\$43,313.65</u>	<u>33.51%</u>
		\$228,866.33	\$364,224.41	\$135,358.08	59.14%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$221,256.93	\$320,768.60	\$99,511.67	44.98%
	MEALS	<u>\$96,377.22</u>	<u>\$93,580.41</u>	<u>(\$2,796.81)</u>	<u>-2.90%</u>
		\$317,634.15	\$414,349.01	\$96,714.86	30.45%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$167,212.81	\$170,200.72	\$2,987.91	1.79%
	MEALS	<u>\$92,066.71</u>	<u>\$131,328.38</u>	<u>\$39,261.67</u>	<u>42.64%</u>
		\$259,279.52	\$301,529.10	\$42,249.58	16.29%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$277,701.44	\$229,960.99	(\$47,740.45)	-17.19%
	MEALS	<u>\$179,713.69</u>	<u>\$176,838.05</u>	<u>(\$2,875.64)</u>	<u>-1.60%</u>
		\$457,415.13	\$406,799.04	(\$50,616.09)	-11.07%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$395,352.18	\$451,019.43	\$55,667.25	14.08%
	MEALS	<u>\$259,174.72</u>	<u>\$284,410.03</u>	<u>\$25,235.31</u>	<u>9.74%</u>
		\$654,526.90	\$735,429.46	\$80,902.56	12.36%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$709,401.52	\$679,226.62	(\$30,174.90)	-4.25%
	MEALS	<u>\$359,081.49</u>	<u>\$344,507.94</u>	<u>(\$14,573.55)</u>	<u>-4.06%</u>
		\$1,068,483.01	\$1,023,734.56	(\$44,748.45)	-4.19%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,276,821.42	\$1,366,625.62	\$89,804.20	7.03%
	MEALS	<u>\$484,564.78</u>	<u>\$486,160.01</u>	<u>\$1,595.23</u>	<u>0.33%</u>
		\$1,761,386.20	\$1,852,785.63	\$91,399.43	5.19%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$1,592,749.50	\$2,025,876.87	\$433,127.37	27.19%
	MEALS	<u>\$556,560.43</u>	<u>\$597,289.43</u>	<u>\$40,729.00</u>	<u>7.32%</u>
		\$2,149,309.93	\$2,623,166.30	\$473,856.37	22.05%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,592,951.57	\$0.00	\$0.00	0.00%
	MEALS	<u>\$455,773.11</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,048,724.68	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$717,839.65	\$0.00	\$0.00	0.00%
	MEALS	<u>\$381,874.96</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,099,714.61	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$437,385.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$283,579.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$720,965.52	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$103,833.12	\$0.00	\$0.00	0.00%
	MEALS	<u>\$144,517.86</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$248,350.98	\$0.00	\$0.00	0.00%
Total To Date					
	Occupancy	\$4,740,117.85	\$5,435,345.33	\$695,227.48	14.67%
	Meals	<u>\$2,156,783.32</u>	<u>\$2,286,672.18</u>	<u>\$129,888.86</u>	<u>6.02%</u>
		\$6,896,901.17	\$7,722,017.51	\$825,116.34	11.96%
Total for Year					
	OCCUPANCY	\$7,592,128.00			
	MEALS	<u>\$3,422,528.96</u>			
		\$11,014,656.96			

## OCCUPANCY &amp; MEALS FY 2022-2023

## ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 21-22	ACTUAL FY 22-23	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,276,821.42	\$1,366,625.62	\$89,804.20	7.03%
JULY RECEIVED	MEALS	<u>\$484,564.78</u>	<u>\$486,160.01</u>	<u>\$1,595.23</u>	<u>0.33%</u>
		\$1,761,386.20	\$1,852,785.63	\$91,399.43	5.19%
JULY EARNED	OCCUPANCY	\$1,592,749.50	\$2,025,876.87	\$433,127.37	27.19%
AUGUST RECEIVED	MEALS	<u>\$556,560.43</u>	<u>\$597,289.43</u>	<u>\$40,729.00</u>	<u>7.32%</u>
		\$2,149,309.93	\$2,623,166.30	\$473,856.37	22.05%
AUGUST EARNED	OCCUPANCY	\$1,592,951.57	\$0.00	\$0.00	0.00%
SEPT RECEIVED	MEALS	<u>\$455,773.11</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,048,724.68	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED	OCCUPANCY	\$717,839.65	\$0.00	\$0.00	0.00%
OCT RECEIVED	MEALS	<u>\$381,874.96</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,099,714.61	\$0.00	\$0.00	0.00%
OCTOBER EARNED	OCCUPANCY	\$437,385.81	\$0.00	\$0.00	0.00%
NOV RECEIVED	MEALS	<u>\$283,579.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$720,965.52	\$0.00	\$0.00	0.00%
NOVEMBER EARNED	OCCUPANCY	\$103,833.12	\$0.00	\$0.00	0.00%
DEC RECEIVED	MEALS	<u>\$144,517.86</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$248,350.98	\$0.00	\$0.00	0.00%
DECEMBER EARNED	OCCUPANCY	\$191,666.48	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$172,557.93</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$364,224.41	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$320,768.60	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$93,580.41</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$414,349.01	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$170,200.72	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$131,328.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$301,529.10	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$229,960.99	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$176,838.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$406,798.99	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$451,019.43	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$284,410.03</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$735,429.46	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$679,226.62	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$344,507.94</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,023,734.56	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$2,869,570.92	\$3,392,502.49	\$522,931.57	18.22%
	MEALS	<u>\$1,041,125.21</u>	<u>\$1,083,449.44</u>	<u>\$42,324.23</u>	<u>4.07%</u>
		\$3,910,696.13	\$4,475,951.93	\$565,255.80	14.45%
TOTAL ACTUAL 2021-2022	OCCUPANCY	\$7,764,423.91			
	MEALS	<u>\$3,510,093.54</u>			
		\$11,274,517.45			

# Dare County Gross Collections on Retail Sales

	2022	2021	2020	2019	2018	2017	Variance 2022-2021	Percent Change
January	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	3,246,772	702,374	15.08%
February	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	2,728,504	339,238	7.14%
March	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152	2,812,630	557,612	13.40%
April	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431	3,729,748	-80,818	-1.25%
May	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088	5,084,042	1,124,044	14.17%
June	10,023,252	10,165,581	5,686,714	7,096,777	6,558,353	6,355,380	-142,329	-1.40%
July		14,146,535	12,370,251	11,321,288	10,815,908	10,038,975	0	0.00%
August		16,810,430	13,794,215	13,178,541	12,870,106	12,961,419	0	0.00%
September		14,558,020	12,478,041	11,799,596	10,996,721	10,694,311	0	0.00%
October		10,366,595	9,103,596	6,834,818	6,542,087	7,181,012	0	0.00%
November		7,717,041	6,925,862	5,191,614	4,932,146	4,698,891	0	0.00%
December		5,741,952	5,029,105	3,874,539	3,719,123	3,759,730	0	0.00%
YTD	40,642,160	38,142,039	22,090,753	26,240,956	24,521,146	23,957,076	2,500,121	6.55%
TOTAL	40,642,160	107,482,612	81,791,823	78,441,352	74,397,237	73,291,414		
YTD % Change	6.55%	72.66%	-15.82%	7.01%	2.35%	120.13%		
Total % Change	6.55%	31.41%	4.27%	5.44%	1.51%	8.94%		

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Outer Banks Visitors Bureau Gross Occupancy Summary 2009-2022														
	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
January	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	4,628,765	4,494,306	4,171,787
February	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	2,878,117	2,386,002	2,231,381
March	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	4,090,156	3,572,289	3,815,488
April	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	12,489,121	10,593,724	11,079,765
May	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	23,011,015	20,819,112	21,820,610
June	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	60,241,630	59,386,630	56,771,695
July	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	110,207,729	101,783,465	87,373,542
August		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	90,043,386	93,084,681	96,469,017
September		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	36,023,228	34,282,276	34,425,803
October		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	16,934,908	17,000,119	15,129,892
November		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	6,795,253	7,062,045	6,708,504
December		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	2,946,610	2,381,348	3,653,289
YTD Total	526,103,996	466,396,165	303,182,931	293,153,386	301,731,767	290,526,604	265,959,080	246,647,204	240,201,490	232,948,871	232,501,258	217,546,533	203,035,528	187,264,268
Total	526,103,996	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	370,289,918	356,845,997	343,650,773
YTD % Change	12.80%	53.83%	3.42%	-2.84%	3.86%	9.24%	7.83%	2.68%	3.11%	0.19%	6.87%	7.15%	8.42%	-6.07%
Total % Change	12.80%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%
Month Increase/Decrease Increase(Decrease)/Qtr	27.38%	5.08%	37.30%	-17.49%	-4.16%	7.23%	18.33%	2.06%	-2.15%	-0.39%	0.80%	8.28%	16.49%	-5.35%
Qtr 1 (Dec-Feb)	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%	4.87%
Qtr 2 (Mar-May)	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%
Qtr 3 (June-Aug)	18.35%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%	-5.14%
Qtr 4 (Sept-Nov)		4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
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														



Outer Banks Visitors Bureau														
Gross Meals Summary														
2009-2022														
	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
January	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	5,149,079	4,946,077	5,553,193
February	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	5,600,305	5,306,714	5,878,828
March	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	8,342,477	7,944,634	7,371,099
April	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	13,937,220	12,643,388	12,570,914
May	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	17,884,885	17,420,030	17,237,550
June	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	28,170,717	25,929,735	25,850,095
July	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	36,454,367	35,295,259	32,687,202
August		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	27,024,599	31,515,361	31,285,408
September		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	19,239,630	18,678,839	19,444,780
October		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	13,084,800	13,295,890	12,630,255
November		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	8,587,922	8,822,724	8,298,475
December		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	7,391,106	5,983,306	6,123,554
YTD Total	218,281,175	205,129,916	117,052,666	165,969,659	152,751,279	150,820,981	140,824,016	136,657,572	128,870,204	123,625,613	124,130,732	115,539,050	109,485,837	107,148,881
Total	218,281,175	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	190,867,107	187,781,957	184,931,353
YTD % Change	6.41%	75.25%	-29.47%	8.65%	1.28%	7.10%	3.05%	6.04%	4.24%	-0.41%	7.44%	5.53%	2.18%	-1.70%
Total % Change	6.41%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%
Month Increase/(Decrease) Increase(Decrease)/Qtr	9.22%	49.16%	-21.06%	6.03%	3.85%	0.75%	3.90%	7.11%	3.44%	0.85%	1.26%	3.28%	7.98%	-1.44%
Qtr 1 (Dec-Feb)	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%	-4.16%
Qtr 2 (Mar-May)	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%	-3.45%
Qtr 3 (June-Aug)	5.49%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%	-1.69%
Qtr 4 (Sept-Nov)		21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%
Note: For January 2009, about \$150,000 was reported from prior months, this is still an increase of \$87,990 or 1.66%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
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														

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2018-2022

	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	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	9,991	21,848	18,954	69,721	33,385	56,934	149,040	101,762	197,792	177,093	77,827	57,144	60,734	73,666	65,334
February	36,814	143,923	27,050	54,287	88,113	69,405	79,720	89,994	183,108	180,687	97,209	54,050	55,880	87,169	71,244
March	65,753	85,386	29,171	136,583	-6,494	186,658	249,522	63,921	692,174	414,682	184,588	160,084	65,539	206,483	136,291
April	140,738	877,315	9,994	259,204	260,362	450,715	587,966	1,930	1,235,799	1,294,819	321,223	365,960	48,233	404,682	326,574
May	329,396	309,416	91,397	282,278	285,411	864,675	990,995	1,130,609	1,918,384	1,046,309	607,239	600,680	254,673	565,909	530,590
June	263,476	417,010	351,108	570,964	330,644	1,666,397	1,830,953	2,412,414	2,845,176	1,770,185	1,196,072	1,288,613	795,837	919,645	833,391
July	401,465	300,025	363,847	446,262	595,516	1,613,934	1,966,882	2,685,694	3,088,190	1,860,733	1,542,434	1,563,325	1,043,368	1,058,556	1,166,419
August	295,816	369,371	373,764	532,087		1,232,064	1,510,242	1,588,143	2,216,628		1,296,981	872,728	902,896	902,324	
September	125,217	254,760	278,989	401,958		803,646	427,073	1,348,600	1,567,213		557,989	437,579	551,614	608,182	
October	160,079	149,153	155,303	165,873		349,366	406,219	922,352	1,030,829		439,412	308,779	493,509	491,572	
November	77,097	74,856	65,719	125,498		118,727	126,014	355,225	365,096		201,959	143,147	63,227	145,754	
December	18,684	82,449	106,697	136,248		32,024	59,397	149,223	178,506		91,303	55,559	214,261	90,408	
YTD Totals	1,247,633	2,154,923	891,521	1,819,299	1,586,937	4,908,718	5,855,078	6,486,324	10,160,623	6,744,508	4,026,592	4,089,856	2,324,264	3,316,110	3,129,843
Total	1,924,526	3,085,512	1,871,993	3,180,963	1,586,937	7,444,545	8,384,023	10,849,867	15,518,895	6,744,508	6,614,236	5,907,648	4,549,771	5,554,350	3,129,843
Month Increase	24.86%	-25.27%	21.27%	22.65%	33.45%	20.78%	21.87%	36.55%	14.99%	-39.75%	7.44%	1.35%	-33.26%	1.46%	10.19%
YTD Increase	11.93%	72.72%	-58.63%	104.07%	-12.77%	13.32%	19.28%	10.78%	56.65%	-33.62%	7.26%	1.57%	-43.17%	42.67%	-5.62%
Total Year Increa	9.14%	60.33%	-39.33%	69.92%		17.99%	12.62%	29.41%	43.03%		0.76%	-10.68%	-22.99%	22.08%	

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2018-2022

	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	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	1,257,924	1,301,265	1,437,035	1,748,076	1,643,048	12,750	19,038	18,951	80,549	149,571	5,632,280	4,641,865	6,501,671	20,308,517	30,139,025
February	1,581,432	1,331,764	1,533,776	1,728,750	2,126,093	21,179	21,882	25,687	121,593	228,025	3,299,316	4,283,950	4,958,235	14,641,992	14,518,460
March	3,034,735	2,618,614	1,246,258	3,909,056	3,943,594	46,450	48,950	24,532	456,135	458,768	5,645,680	6,065,892	2,033,390	22,818,135	18,269,896
April	4,790,774	5,082,911	272,368	7,371,174	8,104,880	94,478	129,659	6,532	690,426	970,654	12,073,020	14,912,027	382,791	29,766,955	35,002,625
May	7,657,044	8,296,802	3,148,199	11,955,124	10,324,362	223,246	148,954	188,734	1,201,894	1,151,529	23,236,092	25,901,180	23,445,254	56,477,960	55,576,157
June	11,720,032	11,050,965	11,291,492	17,405,621	16,192,842	373,865	220,076	689,124	1,781,971	1,801,287	79,376,489	86,974,007	88,087,699	105,559,551	117,473,065
July	13,517,098	13,333,255	16,489,187	22,217,201	20,666,774	488,402	280,756	291,105	2,244,007	2,397,468	116,827,701	93,189,170	131,031,173	132,554,585	178,978,115
August	12,441,921	14,094,249	13,307,261	18,448,886		422,935	266,881	244,691	2,161,167		93,023,812	121,424,486	122,944,015	135,457,160	
September	5,190,429	6,280,715	9,374,533	11,630,739		127,801	128,596	495,636	1,369,614		41,912,607	37,793,636	51,755,580	58,512,166	
October	4,729,167	5,163,907	6,047,939	7,830,739		94,511	76,787	91,603	794,126		16,607,911	16,375,128	33,435,472	34,110,939	
November	2,101,808	1,972,903	1,882,898	2,106,980		35,749	31,815	7,333	8,921		7,319,364	9,080,251	14,518,005	8,640,528	
December	1,255,150	1,413,200	1,833,474	3,253,943		27,148	22,812	50,865	515,173		3,165,578	4,773,626	8,836,444	14,219,918	
YTD Totals	43,559,039	43,015,576	35,418,315	66,335,002	63,001,593	1,260,370	869,315	1,244,665	6,576,575	7,157,302	246,090,578	235,968,091	256,440,213	382,127,695	449,957,343
Total	69,277,514	71,940,550	67,864,420	109,606,289	63,001,593	1,968,514	1,396,206	2,134,793	11,425,576	7,157,302	408,119,850	425,415,218	487,929,729	633,068,406	449,957,343

Month Increase	-11.32%	-1.36%	23.67%	34.74%	-6.98%		-42.52%	3.69%	670.86%	6.84%	-3.77%	-20.23%	40.61%	1.16%	35.02%
YTD Increase	-5.13%	-1.25%	-17.66%	87.29%	-5.03%		-31.03%	43.18%	428.38%	8.83%	5.29%	-4.11%	8.68%	49.01%	17.75%
Total Year Increase	-6.36%	3.84%	-5.67%	61.51%			-29.07%	52.90%	435.21%		5.22%	4.24%	14.69%	29.75%	

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

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2018-2022

	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**										
January		4,048,599	7,565,248	10,640,444	80,128	100,883	103,524	117,805	71,183	7,115,084	6,272,045	8,223,680	22,515,577	32,129,068
February		3,640,228	8,831,162	9,964,265	121,379	111,202	123,301	138,103	86,764	5,205,555	6,004,609	6,788,236	16,833,409	17,071,361
March		392,302	14,285,652	11,694,833	239,016	191,043	100,157	288,353	139,472	9,356,430	9,370,541	3,538,436	28,050,784	22,897,441
April		54,406	11,899,053	11,767,660	278,446	356,959	0	387,071	230,087	18,054,916	22,183,138	715,316	39,424,885	45,219,347
May		7,959,755	11,894,484	12,431,457	269,937	329,769	122,541	429,562	235,556	32,964,383	36,428,842	28,192,673	71,629,217	67,998,385
June		15,349,447	15,036,636	18,707,648	421,313	441,718	529,356	646,362	393,576	94,643,779	102,003,266	103,467,906	127,947,319	136,993,703
July	9,774,831	14,163,157	18,366,907	22,972,242	488,988	538,288	643,415	630,180	527,134	134,391,620	110,890,945	152,256,684	159,994,974	203,794,691
August	24,094,200	14,432,996	15,236,263		426,743	534,008	621,785	723,235		108,717,337	138,805,084	139,737,864	158,280,320	0
September	5,444,607	7,502,538	9,479,100		201,660	210,087	466,395	392,240		48,791,548	45,403,850	63,775,711	73,112,498	0
October	3,090,168	5,199,066	6,243,795		217,916	215,456	309,934	157,157		22,503,851	22,618,642	41,364,509	43,787,109	0
November	1,659,752	894,605	698,108		146,707	126,782	167,957	10,176		9,965,662	11,523,953	17,053,031	11,394,032	0
December	1,465,862	4,304,339	7,063,801		143,609	120,970	126,529	217,271		4,706,348	6,505,201	11,266,628	18,096,294	0
YTD Totals	0	45,607,894	87,879,142	98,178,549	1,899,207	2,069,862	1,622,294	2,637,436	1,683,772	301,731,767	293,153,386	303,182,931	466,396,165	526,103,996
Total	45,529,420	77,941,438	126,600,209	98,178,549	3,035,842	3,277,165	3,314,894	4,137,515	1,683,772	496,416,513	518,010,116	576,380,674	771,066,418	526,103,996
Month Increase		44.89%	29.68%	25.07%	0.50%	10.08%	19.53%	-2.06%	-16.35%	-4.16%	-17.49%	37.30%	5.08%	27.38%
YTD Increase			92.68%	11.72%	13.10%	8.99%	-21.62%	62.57%	-36.16%	3.86%	-2.84%	3.42%	53.83%	12.80%
Total Year Increa		71.19%	62.43%		7.34%	7.95%	1.15%	24.82%		3.57%	4.35%	11.27%	33.78%	

\*\* 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																
MEALS BY DISTRICT																
	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	TOTAL	TOTAL
AVON - 1	222,024	2.1%	299,299	2.2%	698,443	3.9%	1,336,411	4.5%	1,694,587	4.7%	2,176,164	4.4%	3,595,809	5.9%	10,022,737	4.6%
BUXTON - 2	202,780	1.9%	307,695	2.2%	464,293	2.6%	1,279,797	4.3%	1,345,335	3.8%	1,948,239	4.0%	2,071,871	3.4%	7,620,010	3.5%
COLINGTON - 3	61,922	0.6%	125,502	0.9%	137,671	0.8%	339,901	1.1%	391,728	1.1%	508,832	1.0%	625,248	1.0%	2,190,804	1.0%
FRISCO - 5	78,987	0.7%	116,793	0.8%	68,391	0.4%	321,462	1.1%	354,163	1.0%	542,561	1.1%	615,790	1.0%	2,098,147	1.0%
HATTERAS - 6	14,437	0.1%	88,787	0.6%	166,782	0.9%	498,806	1.7%	738,413	2.1%	1,029,202	2.1%	1,235,164	2.0%	3,771,591	1.7%
KILL DEVIL HILLS - 7	3,346,902	31.6%	5,212,559	37.6%	5,497,980	30.6%	7,452,341	25.0%	9,159,974	25.6%	12,036,148	24.5%	15,664,042	25.6%	58,369,946	26.7%
KITTY HAWK - 8	1,982,093	18.7%	2,341,833	16.9%	3,036,241	16.9%	4,611,608	15.5%	5,266,860	14.7%	6,629,904	13.5%	8,194,772	13.4%	32,063,311	14.7%
MANTEO-TOWN - 10	1,327,073	12.5%	1,249,722	9.0%	1,333,594	7.4%	1,667,699	5.6%	1,837,199	5.1%	2,599,416	5.3%	2,666,007	4.4%	12,680,710	5.8%
RIM (ROANOKE ISL. N	233,461	2.2%	249,069	1.8%	306,175	1.7%	399,013	1.3%	468,821	1.3%	564,127	1.1%	532,458	0.9%	2,753,124	1.3%
NAGS HEAD - 14	2,130,753	20.1%	2,396,822	17.3%	3,860,081	21.5%	7,007,034	23.5%	8,673,834	24.3%	11,702,938	23.8%	15,068,215	24.6%	50,839,677	23.3%
RODANTHE - 15	29,596	0.3%	46,435	0.3%	74,222	0.4%	311,909	1.0%	353,872	1.0%	683,686	1.4%	803,923	1.3%	2,303,643	1.1%
SALVO - 18	0	0.0%	7,025	0.1%	0	0.0%	0	0.0%	4,661	0.0%	42,087	0.1%	52,598	0.1%	106,371	0.0%
WAVES - 19	30,984	0.3%	35,337	0.3%	150,744	0.8%	389,093	1.3%	498,424	1.4%	768,595	1.6%	957,970	1.6%	2,831,147	1.3%
SOUTHERN SHORES -	475,583	4.5%	533,593	3.9%	675,020	3.8%	983,730	3.3%	910,119	2.5%	1,495,960	3.0%	1,605,353	2.6%	6,679,358	3.1%
DUCK - 21	464,406	4.4%	843,908	6.1%	1,495,064	8.3%	3,163,511	10.6%	4,068,136	11.4%	6,460,495	13.1%	7,455,079	12.2%	23,950,599	11.0%
TOTAL	10,601,001	100.0%	13,854,379	100.0%	17,964,701	100.0%	29,762,315	100.0%	35,766,126	100.0%	49,188,354	100.0%	61,144,299	100.0%	218,281,175	100.0%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE	2,584,975	1,591,344	62.44%	771,456	813,406	-5.16%	755,896	980,977	-22.94%	1,849,630	1,180,404	56.69%
WAVES	2,035,943	1,202,878	69.26%	638,923	734,878	-13.06%	590,617	872,163	-32.28%	1,246,772	947,671	31.56%
SALVO	3,905,134	2,344,520	66.56%	1,127,306	1,194,950	-5.66%	760,710	931,211	-18.31%	1,279,580	751,039	70.37%
AVON	4,351,801	2,483,054	75.26%	1,438,633	1,143,301	25.83%	1,548,272	1,523,212	1.65%	3,161,385	1,984,065	59.34%
BUXTON	578,357	544,488	6.22%	301,617	364,946	-17.35%	510,511	683,573	-25.32%	1,159,347	1,148,568	0.94%
FRISCO	872,393	538,245	62.08%	170,480	226,988	-24.89%	287,880	378,573	-23.96%	1,016,793	739,290	37.54%
HATTERAS	2,672,053	1,613,376	65.62%	436,688	430,806	1.37%	562,573	657,802	-14.48%	1,625,048	1,239,768	31.08%
<b>TOTAL HATTERAS ISLAND</b>	17,000,656	10,317,905	64.77%	4,885,103	4,909,275	-0.49%	5,016,459	6,027,511	-16.77%	11,338,555	7,990,805	41.90%
<b>NORTHERN BEACHES:</b>												
DUCK	2,131,526	1,852,901	15.04%	1,485,383	1,640,219	-9.44%	2,166,733	3,033,091	-28.56%	5,302,625	4,818,415	10.05%
SOUTHERN SHORES	1,013,925	909,588	11.47%	785,694	735,996	6.75%	769,700	1,187,933	-35.21%	1,618,953	1,311,207	23.47%
KITTY HAWK	1,409,809	1,306,830	7.88%	1,572,039	1,491,596	5.39%	2,083,440	2,632,886	-20.87%	3,226,455	3,465,663	-6.90%
COLINGTON	10,745	14,774	-27.27%	17,110	20,317	-15.78%	29,495	55,996	-47.33%	98,804	91,214	8.32%
KILL DEVIL HILLS	3,868,596	3,096,270	24.94%	3,417,977	3,313,303	3.16%	5,359,587	6,741,815	-20.50%	9,600,828	9,698,361	-1.01%
NAGS HEAD	5,158,471	3,878,714	32.99%	3,211,258	3,486,075	-7.88%	5,165,220	5,978,557	-13.60%	10,638,831	9,235,248	15.20%
<b>TOTAL NORTHERN BEACHES</b>	13,593,072	11,059,077	22.91%	10,489,461	10,687,506	-1.85%	15,574,175	19,630,278	-20.66%	30,486,496	28,620,108	6.52%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN	311,844	430,440	-27.55%	307,378	236,934	29.73%	391,426	548,533	-28.64%	1,003,774	923,581	8.68%
RIM (ROANOKE ISL. MAINLAND)	1,073,925	627,606	71.11%	1,161,394	878,101	32.26%	1,456,613	1,388,327	4.92%	1,419,868	1,199,965	18.33%
<b>TOTAL ROANOKE ISLAND</b>	1,385,769	1,058,046	30.97%	1,468,772	1,115,035	31.72%	1,848,039	1,936,860	-4.59%	2,423,642	2,123,546	14.13%
<b>OTC UNATTRIBUTED</b>	149,571	80,549	85.69%	228,025	121,593	87.53%	458,768	456,135	0.58%	970,654	690,426	40.59%
<b>TOTAL</b>	32,129,068	22,515,577	42.70%	17,071,361	16,833,409	1.41%	22,897,441	28,050,784	-18.37%	45,219,347	39,424,885	14.70%



DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	YTD 2022	YTD 2021	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE	2,204,350	2,895,708	-23.88%	4,708,135	4,572,381	2.97%	6,614,066	5,451,411	21.33%	19,488,508	17,485,631	11.45%
WAVES	1,202,533	2,289,789	-47.48%	2,440,916	3,503,419	-30.33%	3,632,602	11,844,255	-69.33%	11,788,306	21,395,053	-44.90%
SALVO	2,143,474	2,557,960	-16.20%	4,611,709	3,906,170	18.06%	7,111,023	4,839,814	46.93%	20,938,936	16,525,664	26.71%
AVON	4,447,538	4,824,265	-7.81%	8,364,110	7,623,717	9.71%	13,359,620	6,592,326	102.65%	36,671,359	26,173,940	40.11%
BUXTON	1,612,044	1,877,712	-14.15%	2,760,642	2,850,695	-3.16%	3,713,099	2,951,851	25.79%	10,635,617	10,421,833	2.05%
FRISCO	1,605,306	1,675,224	-4.17%	2,909,307	2,624,849	10.84%	4,229,814	2,624,715	61.15%	11,091,973	8,807,884	25.93%
HATTERAS	2,720,385	2,962,198	-8.16%	5,117,944	4,566,799	12.07%	7,551,954	4,846,728	55.82%	20,686,645	16,317,477	26.78%
<b>TOTAL HATTERAS ISLAND</b>	15,935,630	19,082,856	-16.49%	30,912,763	29,648,030	4.27%	46,212,178	39,151,100	18.04%	131,301,344	117,127,482	12.10%
<b>NORTHERN BEACHES:</b>												
DUCK	8,864,426	9,371,202	-5.41%	22,079,751	20,773,247	6.29%	34,981,063	26,419,287	32.41%	77,011,507	67,908,362	13.41%
SOUTHERN SHORES	3,166,018	3,353,451	-5.59%	8,103,404	7,389,945	9.65%	12,216,325	8,772,016	39.26%	27,674,019	23,660,136	16.96%
KITTY HAWK	4,864,351	4,959,151	-1.91%	9,108,901	8,144,675	11.84%	12,282,838	9,594,242	28.02%	34,547,833	31,595,043	9.35%
COLINGTON	146,390	146,882	-0.33%	472,648	322,491	46.56%	649,152	474,087	36.93%	1,424,344	1,125,761	26.52%
KILL DEVIL HILLS	13,346,479	13,619,166	-2.00%	24,257,897	22,855,095	6.14%	34,215,114	27,712,049	23.47%	94,066,478	87,036,059	8.08%
NAGS HEAD	17,740,091	17,298,910	2.55%	36,400,003	33,579,610	8.40%	55,618,214	41,717,094	33.32%	133,932,088	115,174,208	16.29%
<b>TOTAL NORTHERN BEACHES</b>	48,127,755	48,748,762	-1.27%	100,422,604	93,065,063	7.91%	149,962,706	114,688,775	30.76%	368,656,269	326,499,569	12.91%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN	1,396,188	1,260,269	10.78%	1,888,258	2,098,059	-10.00%	3,045,682	2,299,134	32.47%	8,344,550	7,796,950	7.02%
RIM (ROANOKE ISL. MAINLAN	1,387,283	1,335,436	3.88%	1,968,791	1,482,593	32.79%	2,176,657	1,611,958	35.03%	10,644,531	8,523,986	24.88%
<b>TOTAL ROANOKE ISLAND</b>	2,783,471	2,595,705	7.23%	3,857,049	3,580,652	7.72%	5,222,339	3,911,092	33.53%	18,989,081	16,320,936	16.35%
<b>OTC UNATTRIBUTED</b>	1,151,529	1,201,894	-4.19%	1,801,287	1,653,574	8.93%	2,397,468	2,244,007	6.84%	7,157,302	6,448,178	11.00%
<b>TOTAL</b>	67,998,385	71,629,217	-5.07%	136,993,703	127,947,319	7.07%	203,794,691	159,994,974	27.38%	526,103,996	466,396,165	12.80%



DARE COUNTY GROSS MEALS BY DISTRICT												
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE - 15	29,596	50,251	-41.10%	46,435	33,890	37.02%	74,222	90,340	-17.84%	311,909	285,784	9.14%
WAVES - 19	30,984	35,760	-13.36%	35,337	28,528	23.87%	150,744	168,272	-10.42%	389,093	412,596	-5.70%
SALVO - 18	0	0	#DIV/0!	7,025	0	100.00%	0	0	#DIV/0!	0	229	-100.00%
AVON - 1	222,024	460,563	-51.79%	299,299	273,292	9.52%	698,443	620,382	12.58%	1,336,411	855,797	56.16%
BUXTON - 2	202,780	290,236	-30.13%	307,695	276,338	11.35%	464,293	580,310	-19.99%	1,279,797	1,042,990	22.70%
FRISCO - 5	78,987	63,587	24.22%	116,793	30,632	281.28%	68,391	141,058	-51.52%	321,462	238,549	34.76%
HATTERAS - 6	14,437	11,248	28.35%	88,787	279,511	-68.23%	166,782	301,289	-44.64%	498,806	582,593	-14.38%
<b>TOTAL HATTERAS ISLAND</b>	578,808	911,645	-36.51%	901,371	922,191	-2.26%	1,622,875	1,901,651	-14.66%	4,137,478	3,418,538	21.03%
<b>NORTHERN BEACHES:</b>												
DUCK - 21	464,406	1,225,101	-62.09%	843,908	668,649	26.21%	1,495,064	1,642,094	-8.95%	3,163,511	2,993,755	5.67%
SOUTHERN SHORES - 20	475,583	391,571	21.46%	533,593	534,718	-0.21%	675,020	611,725	10.35%	983,730	775,805	26.80%
KITTY HAWK - 8	1,982,093	1,645,334	20.47%	2,341,833	1,641,876	42.63%	3,036,241	2,727,881	11.30%	4,611,608	3,562,952	29.43%
COLINGTON - 3	61,922	65,096	-4.88%	125,502	86,449	45.17%	137,671	110,296	24.82%	339,901	288,154	17.96%
KILL DEVIL HILLS - 7	3,346,902	2,977,039	12.42%	5,212,559	2,843,490	83.32%	5,497,980	5,234,303	5.04%	7,452,341	7,024,824	6.09%
NAGS HEAD - 14	2,130,753	2,059,419	3.46%	2,396,822	1,877,182	27.68%	3,860,081	3,915,459	-1.41%	7,007,034	5,869,222	19.39%
<b>TOTAL NORTHERN BEACHES</b>	8,461,659	8,363,560	1.17%	11,454,217	7,652,364	49.68%	14,702,057	14,241,758	3.23%	23,558,125	20,514,712	14.84%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN - 10	1,327,073	1,162,274	14.18%	1,249,722	855,301	46.11%	1,333,594	1,429,690	-6.72%	1,667,699	1,801,206	-7.41%
MANTEO-OUTSIDE - 11	233,461	231,731	0.75%	249,069	217,208	14.67%	306,175	278,626	9.89%	399,013	367,469	8.58%
<b>TOTAL ROANOKE ISLAND</b>	1,560,534	1,394,005	11.95%	1,498,791	1,072,509	39.75%	1,639,769	1,708,316	-4.01%	2,066,712	2,168,675	-4.70%
<b>TOTAL</b>	10,601,001	10,669,210	-0.64%	13,854,379	9,647,064	43.61%	17,964,701	17,851,725	0.63%	29,762,315	26,101,925	14.02%

DARE COUNTY GROSS MEALS BY DISTRICT												
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	YTD 2022	YTD 2021	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE - 15	353,872	489,133	-27.65%	683,686	581,896	17.49%	803,923	842,186	-4.54%	2,303,643	2,373,480	-2.94%
WAVES - 19	498,424	646,402	-22.89%	768,595	890,242	-13.66%	957,970	1,034,310	-7.38%	2,831,147	3,216,110	-11.97%
SALVO - 18	4,661	26,126	-82.16%	42,087	49,767	-15.43%	52,598	58,224	-9.66%	106,371	134,346	100.00%
AVON - 1	1,694,587	2,027,700	-16.43%	2,176,164	2,488,769	-12.56%	3,595,809	2,876,930	24.99%	10,022,737	9,603,433	4.37%
BUXTON - 2	1,345,335	1,391,963	-3.35%	1,948,239	1,798,154	8.35%	2,071,871	1,942,324	6.67%	7,620,010	7,322,315	4.07%
FRISCO - 5	354,163	357,830	-1.02%	542,561	462,776	17.24%	615,790	527,971	16.63%	2,098,147	1,822,403	15.13%
HATTERAS - 6	738,413	816,477	-9.56%	1,029,202	1,157,752	-11.10%	1,235,164	1,162,184	6.28%	3,771,591	4,311,054	-12.51%
<b>TOTAL HATTERAS ISLAND</b>	4,989,455	5,755,631	-13.31%	7,190,534	7,429,356	-3.21%	9,333,125	8,444,129	10.53%	28,753,646	28,783,141	-0.10%
<b>NORTHERN BEACHES:</b>												
DUCK - 21	4,068,136	4,385,392	-7.23%	6,460,495	5,932,417	8.90%	7,455,079	6,679,149	11.62%	23,950,599	23,526,557	1.80%
SOUTHERN SHORES - 20	910,119	1,034,603	-12.03%	1,495,960	1,497,738	-0.12%	1,605,353	2,020,772	-20.56%	6,679,358	6,866,932	-2.73%
KITTY HAWK - 8	5,266,860	4,546,756	15.84%	6,629,904	6,066,253	9.29%	8,194,772	7,655,361	7.05%	32,063,311	27,846,413	15.14%
COLINGTON - 3	391,728	395,247	-0.89%	508,832	523,633	-2.83%	625,248	569,541	9.78%	2,190,804	2,038,416	7.48%
KILL DEVIL HILLS - 7	9,159,974	8,913,791	2.76%	12,036,148	11,207,349	7.40%	15,664,042	13,848,756	13.11%	58,369,946	52,049,552	12.14%
NAGS HEAD - 14	8,673,834	8,633,929	0.46%	11,702,938	12,853,590	-8.95%	15,068,215	13,220,573	13.98%	50,839,677	48,429,374	4.98%
<b>TOTAL NORTHERN BEACHES</b>	28,470,651	27,909,718	2.01%	38,834,277	38,080,980	1.98%	48,612,709	43,994,152	10.50%	174,093,695	160,757,244	8.30%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN - 10	1,837,199	2,189,340	-16.08%	2,599,416	2,605,650	-0.24%	2,666,007	2,974,628	-10.38%	12,680,710	13,018,089	-2.59%
MANTEO-OUTSIDE - 11	468,821	418,473	12.03%	564,127	487,559	15.70%	532,458	570,376	-6.65%	2,753,124	2,571,442	7.07%
<b>TOTAL ROANOKE ISLAND</b>	2,306,020	2,607,813	-11.57%	3,163,543	3,093,209	2.27%	3,198,465	3,545,004	-9.78%	15,433,834	15,589,531	-1.00%
<b>TOTAL</b>	35,766,126	36,273,162	-1.40%	49,188,354	48,603,545	1.20%	61,144,299	55,983,285	9.22%	218,281,175	205,129,916	6.41%

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 8/31/22

	Jul - Aug 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax - 75%	2,544,376.87	3,989,317.00	-1,444,940.13	63.8%
3040 · Meals Tax - 75%	812,587.08	1,857,589.00	-1,045,001.92	43.7%
3050 · Website Advertising	25,891.20	100,000.00	-74,108.80	25.9%
3210 · Interest Income	18,411.45	50,040.00	-31,628.55	36.8%
3220 · Other	458.50	1,000.00	-541.50	45.9%
<b>Total Income</b>	<b>3,401,725.10</b>	<b>5,997,946.00</b>	<b>-2,596,220.90</b>	<b>56.7%</b>
<b>Gross Profit</b>	<b>3,401,725.10</b>	<b>5,997,946.00</b>	<b>-2,596,220.90</b>	<b>56.7%</b>
Expense				
5000 · Director Compensation	2,850.00	17,100.00	-14,250.00	16.7%
5001 · Professional Services	1,000.00	1,000.00	0.00	100.0%
5002 · Director Travel/Meeting/Meals	48.05	7,000.00	-6,951.95	0.7%
5003 · Directors & Officers Insurance	2,805.00	2,805.00	0.00	100.0%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	148,728.90	778,030.00	-629,301.10	19.1%
5020 · Salaries (Part Time) Promotion	25,730.40	148,350.00	-122,619.60	17.3%
5025 · Salaries (Part Time) Welcome AB	18,434.54	100,950.00	-82,515.46	18.3%
5026 · Salaries (Part Time) Welcome RI	29,900.98	151,390.00	-121,489.02	19.8%
5030 · Payroll Taxes	16,872.86	97,665.00	-80,792.14	17.3%
5040 · Employee Insurance	38,117.08	154,200.00	-116,082.92	24.7%
5050 · Retirement	19,769.76	108,410.00	-88,640.24	18.2%
5055 · 401(k) Match	1,364.90	7,780.00	-6,415.10	17.5%
5060 · Workmens Compensation	2,079.10	2,080.00	-0.90	100.0%
5080 · Employee Relations	88.60	3,195.00	-3,106.40	2.8%
5090 · Training	3,687.41	12,400.00	-8,712.59	29.7%
5110 · Contracted Service	4,447.00	28,500.00	-24,053.00	15.6%
5140 · Audit	0.00	10,875.00	-10,875.00	0.0%
5170 · Other Professional Services	2,365.00	7,300.00	-4,935.00	32.4%
5180 · Legal	1,000.00	20,500.00	-19,500.00	4.9%
5185 · Research	127,672.72	237,700.00	-110,027.28	53.7%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	166,906.40	1,404,760.00	-1,237,853.60	11.9%
5502 · Advertising - Production Fee	5,000.00	170,000.00	-165,000.00	2.9%
5510 · Advertising - Event Dev & Mktg	550.00	73,100.00	-72,550.00	0.8%
5515 · Advertising - Online	490,489.60	2,616,390.00	-2,125,900.40	18.7%
5525 · Community Relations	10,223.60	30,000.00	-19,776.40	34.1%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	1,703.20	22,500.00	-20,796.80	7.6%
5580 · Promotional Aids	0.00	9,000.00	-9,000.00	0.0%
6100 · Familiarization Tours	7,360.13	110,000.00	-102,639.87	6.7%
6101 · Group sales	8,000.00	15,000.00	-7,000.00	53.3%
6130 · Uniforms	-32.22	2,200.00	-2,232.22	-1.5%
6150 · Event Grant	69,883.72	763,200.00	-693,316.28	9.2%
6170 · Tourism Summit	2,350.00	22,500.00	-20,150.00	10.4%
6200 · Postage and Delivery	18,167.19	200,200.00	-182,032.81	9.1%
6300 · Travel	2,910.19	48,460.00	-45,549.81	6.0%
6305 · Vehicle Maintenance	84.70	3,500.00	-3,415.30	2.4%
6320 · Registrations	11,025.00	52,475.00	-41,450.00	21.0%
6340 · Travel Show Exhibit	0.00	4,000.00	-4,000.00	0.0%
6420 · Dues and Subscriptions	20,038.41	45,060.00	-25,021.59	44.5%
6440 · Insurance	31,296.57	31,580.00	-283.43	99.1%
6460 · Telephone	5,915.65	39,915.00	-33,999.35	14.8%
6500 · Equipment	0.00	101,030.00	-101,030.00	0.0%
6510 · Expendable Equipment	0.00	2,045.00	-2,045.00	0.0%
6530 · Technical Support	0.00	13,050.00	-13,050.00	0.0%
6580 · Utilities	2,237.08	18,360.00	-16,122.92	12.2%
6600 · Cleaning/maintenance supplies	89.23	2,600.00	-2,510.77	3.4%
6610 · Building Maintenance	15,917.75	51,460.00	-35,542.25	30.9%
6620 · Equipment Service Contracts	296.40	3,100.00	-2,803.60	9.6%
6640 · Equipment Rent	1,248.23	33,840.00	-32,591.77	3.7%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	2,279.61	23,025.00	-20,745.39	9.9%
6800 · Bank Service Charges	288.33	1,920.00	-1,631.67	15.0%
6810 · Web Site/Internet	3,781.54	41,500.00	-37,718.46	9.1%
<b>Total Expense</b>	<b>1,324,972.61</b>	<b>7,862,050.00</b>	<b>-6,537,077.39</b>	<b>16.9%</b>
<b>Net Ordinary Income</b>	<b>2,076,752.49</b>	<b>-1,864,104.00</b>	<b>3,940,856.49</b>	<b>-111.4%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 8/31/22

	Jul - Aug 22	Budget	\$ Over Budget	% of Budget
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	6,500.00	30,000.00	-23,500.00	21.7%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	6,500.00	30,000.00	-23,500.00	21.7%
9990 · Unappropriated Fund Balance	0.00	2,204,084.00	-2,204,084.00	0.0%
<b>Total Other Income</b>	6,500.00	2,234,084.00	-2,227,584.00	0.3%
<b>Other Expense</b>				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	100,000.00	82,500.00	17,500.00	121.2%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
<b>Total 9925 · Transfer to Travel Guide</b>	100,000.00	84,500.00	15,500.00	118.3%
9950 · Transfer to Event Site Fund	0.00	285,480.00	-285,480.00	0.0%
<b>Total Other Expense</b>	100,000.00	369,980.00	-269,980.00	27.0%
<b>Net Other Income</b>	-93,500.00	1,864,104.00	-1,957,604.00	-5.0%
<b>Net Income</b>	<b>1,983,252.49</b>	<b>0.00</b>	<b>1,983,252.49</b>	<b>100.0%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**Travel Guide - YTD thru 8/31/22**

	Jul - Aug 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3210 · Interest Income	1.94	40.00	-38.06	4.9%
<b>Total Income</b>	1.94	40.00	-38.06	4.9%
<b>Gross Profit</b>	1.94	40.00	-38.06	4.9%
<b>Net Ordinary Income</b>	1.94	40.00	-38.06	4.9%
<b>Other Income/Expense</b>				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	6,500.00	30,000.00	-23,500.00	21.7%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	6,500.00	30,000.00	-23,500.00	21.7%
<b>Total Other Income</b>	6,500.00	30,000.00	-23,500.00	21.7%
<b>Other Expense</b>				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	100,000.00	82,500.00	17,500.00	121.2%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
<b>Total 9925 · Transfer to Travel Guide</b>	100,000.00	84,500.00	15,500.00	118.3%
<b>Total Other Expense</b>	100,000.00	84,500.00	15,500.00	118.3%
<b>Net Other Income</b>	-93,500.00	-54,500.00	-39,000.00	171.6%
<b>Net Income</b>	<b>-93,498.06</b>	<b>-54,460.00</b>	<b>-39,038.06</b>	<b>171.7%</b>

**Outer Banks Visitors Bureau Special Revenue Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
**July through August 2022**

	<u>Jul - Aug 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax	848,125.62	1,329,773.00	-481,647.38	63.8%
3040 · Meals Tax	270,862.36	619,196.00	-348,333.64	43.7%
3210 · Interest	15,250.25	23,000.00	-7,749.75	66.3%
<b>Total Income</b>	<b>1,134,238.23</b>	<b>1,971,969.00</b>	<b>-837,730.77</b>	<b>57.5%</b>
<b>Expense</b>				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	442,895.00	-442,895.00	0.0%
4525 · Event Site	0.00	4,851,964.00	-4,851,964.00	0.0%
4585 · Unappropriated Long-Term	0.00	550,560.00	-550,560.00	0.0%
<b>Total 4000 · Long - Term Projects</b>	<b>0.00</b>	<b>5,845,419.00</b>	<b>-5,845,419.00</b>	<b>0.0%</b>
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4652 · TIG - Manteo - Town Common	0.00	150,000.00	-150,000.00	0.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	0.00	38,760.00	-38,760.00	0.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4665 · TIG-OB Forever-Aviation Trail	0.00	21,250.00	-21,250.00	0.0%
4999 · Unappropriated Funds	0.00	1,067,531.00	-1,067,531.00	0.0%
5140 · Audit	0.00	3,625.00	-3,625.00	0.0%
5160 · Fireworks	12,500.00	131,581.00	-119,081.00	9.5%
5170 · Traffic Control - Hwy 12 & 158	2,880.00	12,240.00	-9,360.00	23.5%
<b>Total 4100 · Short-Term Projects</b>	<b>15,380.00</b>	<b>2,180,293.00</b>	<b>-2,164,913.00</b>	<b>0.7%</b>
<b>Total Expense</b>	<b>15,380.00</b>	<b>8,025,712.00</b>	<b>-8,010,332.00</b>	<b>0.2%</b>
<b>Net Ordinary Income</b>	<b>1,118,858.23</b>	<b>-6,053,743.00</b>	<b>7,172,601.23</b>	<b>-18.5%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9930 · Appropriated Fund Balance	0.00	6,053,743.00	-6,053,743.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>6,053,743.00</b>	<b>-6,053,743.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>6,053,743.00</b>	<b>-6,053,743.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>1,118,858.23</b>	<b>0.00</b>	<b>1,118,858.23</b>	<b>100.0%</b>

Outer Banks Visitors Bureau  
Restricted Fund Summary  
2022-2023

	Balance 7/1/2021	Allocation 2021-2022	Allocation Paid	Allocation Transferred	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Estimated Balance FY22-23
<b>Short-term Projects</b>									
Town of KH - KH Park Trail Connection	47,592		(47,592)		0				0
TIG - Dare Co Arts Council - Courtyard	90,950		(90,950)		0				0
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Town of Manteo - Manteo Common	221,885		(221,885)		0				0
TIG - Manteo - Town Common Phase II	150,000				150,000				150,000
TIG - Hatteras Tax District - Pathway	342,640		(342,640)		0				0
TIG - KDH - Meekins Field	200,000				200,000				200,000
TIG - NH - Skate Park	30,000				30,000				30,000
TIG - NC Coastal Fed - Baum Bridge	40,000		(36,615)	(3,385)	(0)				(0)
TIG - Chicamacomico - 1911 Cookhouse		38,760			38,760				38,760
TIG - Friends of Jockey's Ridge - UTV		20,280	(20,280)		0				0
TIG - Town of NH - Epstein Street Beach Access		250,000			250,000				250,000
TIG - Town of NH - Bonnett & Barnes Sidewalks		37,898	(37,898)		0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline		127,500			127,500				127,500
TIG - OB Forever - Aviation Trail Through Time		21,250			21,250				21,250
TIG - Town of SS - Transportation Data Software		30,260	(30,260)		0				0
Fireworks	79,669		(58,088)	55,000	76,581		(12,500)	55,000	119,081
Audit	0		(3,250)	3,250	0			3,625	3,625
Highway 158/Highway 12 Intersection	19,960		(7,720)		12,240		(2,880)		9,360
Unappropriated Funds	287,498	859,826		(580,813)	566,511	703,690		(58,625)	1,211,575
<b>TOTAL SHORT TERM COMMITMENTS</b>	<b>1,658,000</b>	<b>1,385,774</b>	<b>(897,178)</b>	<b>(525,948)</b>	<b>1,620,847</b>	<b>703,690</b>	<b>(15,380)</b>	<b>0</b>	<b>2,308,957</b>
<b>Long Term Projects</b>									
Multi-Use Center (100%)	1,889,673	1,880,655	(22,025)	(40,000)	3,708,303	1,506,359	0		5,214,662
Natural Historical Cultural	0				0				0
Green Space/Open Space (GOSPL)	0				0				0
Infrastructure (capped)	461,170		(6,125)		455,045		0		455,045
L-T Unappropriated Funds	330,000	100,000	(19,440)	40,000	450,560	100,000	0		550,560
<b>TOTAL LONG TERM COMMITMENTS UNPAID</b>	<b>2,680,843</b>	<b>1,980,655</b>	<b>(47,590)</b>	<b>0</b>	<b>4,613,908</b>	<b>1,606,359</b>	<b>0</b>	<b>0</b>	<b>6,220,267</b>
<b>Total</b>	<b>4,338,843</b>	<b>3,366,429</b>	<b>(944,768)</b>	<b>(525,948)</b>	<b>6,234,556</b>	<b>2,310,049</b>	<b>(15,380)</b>	<b>0</b>	<b>8,529,225</b>
			#				#		
<b>Cash on Hand 8/31/22</b>								Checking Savings	80,368 7,345,376
<b>Total Cash on Hand</b>									<u>7,425,744</u>
<b>25% of Occupancy &amp; Meals Income per Budget</b>									
September									407,428
October									186,263
November									106,559
December									56,282
January									40,703
February									41,840
March									36,553
April									54,384
May									110,377
June									135,425
									<u>1,175,811</u>
<b>Unappropriated Balances</b>									72,330
<b>Transfer from General Fund</b>						2,294,799 *			
30% Short-term						688,440			
Short-term Interest						<u>15,250</u>			
						703,690			
70% Long-term								1,606,359	
Long-term Interest								<u>0</u>	
								1,606,359 *	

\*Estimate Based on Actual through August and Budgeted Figures

# Agrees to Financial Statements

**Dare County Tourism Board - Event Site Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
**July through August 2022**

	Jul - Aug 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3200 · Site Rental Income				
3205 · Reservation fee	200.00	1,400.00	-1,200.00	14.3%
3200 · Site Rental Income - Other	2,060.00	15,700.00	-13,640.00	13.1%
<b>Total 3200 · Site Rental Income</b>	<b>2,260.00</b>	<b>17,100.00</b>	<b>-14,840.00</b>	<b>13.2%</b>
3210 · Interest Income	87.23	300.00	-212.77	29.1%
3250 · Lease Income	5,338.00	45,600.00	-40,262.00	11.7%
9999 · Unappropriated Funds	0.00	52,055.00	-52,055.00	0.0%
<b>Total Income</b>	<b>7,685.23</b>	<b>115,055.00</b>	<b>-107,369.77</b>	<b>6.7%</b>
<b>Expense</b>				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	505.00	55,000.00	-54,495.00	0.9%
6440 · Insurance	9,950.00	9,950.00	0.00	100.0%
6460 · Telephone	0.00	0.00	0.00	0.0%
6580 · Utilities	5,998.78	46,645.00	-40,646.22	12.9%
6610 · Repairs & Maintenance	28,893.33	218,870.00	-189,976.67	13.2%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	3,700.00	20,000.00	-16,300.00	18.5%
<b>Total Expense</b>	<b>49,047.11</b>	<b>400,735.00</b>	<b>-351,687.89</b>	<b>12.2%</b>
<b>Net Ordinary Income</b>	<b>-41,361.88</b>	<b>-285,680.00</b>	<b>244,318.12</b>	<b>14.5%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	285,480.00	-285,480.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>285,680.00</b>	<b>-285,680.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>285,680.00</b>	<b>-285,680.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>-41,361.88</b>	<b>0.00</b>	<b>-41,361.88</b>	<b>100.0%</b>



DARE COUNTY TOURISM BOARD

31-Aug-22

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 TOWNE BANK	CD's FIRST NATIONAL	TOTAL
GENERAL FUND	638,568	5,611,155	751,931	359,295	2,856,814	0	0	1,000,000	3,000,000	14,217,764
RESTRICTED FUND	80,368	4,588,753			1,506,623	250,000	1,000,000	0	0	7,425,744
TRAVEL GUIDE	7,020									7,020
MERCHANDISE SALES	164,936									164,936
EVENT SITE FUND	413,789									413,789
TOTAL	1,304,681	10,199,908	751,931	359,295	4,363,437	250,000	1,000,000	1,000,000	3,000,000	22,229,253
TOTAL % EACH BANK	8.61%	45.89%	7.88%		33.12%			4.50%		100.00%
INTEREST RATES	0.21%	2.21%	0.10%	0.21%	1.74%	0.21%	1.00%	.17% on 2	0.53%, .88% & 1.97%	
TOTAL CHECKING & CD'S	22,229,253									
60% ALLOWED IN ANY BANK	13,337,552									
25% ALLOWED IN ANY ONE INV	5,557,313									
60% General Fund Reserved Balance is \$4,351,493.										
100% Restricted Fund Balance Restricted by House Bill 225										\$7,425,744

Event Grant Requests

Fiscal Year 2022/2023

Organization & Project	Requested Amount	Recommended Amount	Description	Previously Awarded
Beach Food Pantry	\$ 5,000.00	\$ 5,000.00	Entertainment, Marketing, Infrastructure Rentals	FY20/21:\$10000
2023 Outer Banks Run Festival	Max eligible			
May/June 2023	(\$25,000 req)			
Dare County Arts Council	\$ 7,500.00	\$ 4,500.00	Entertainment, Marketing	FY21/22:\$7500
Artrageous Kids Art Festival 2023				FY19/20:\$7000
May 13, 2023				FY18/19:\$5000
Dare County Arts Council	\$ 7,500.00	\$ 6,000.00	Entertainment, Marketing	FY21/22:\$7500
Rock the Cape 2023				FY19/20:\$1500
May 31-June 2, 2023				FY17/18:\$8500
Dare County Motorsports Charity Group	\$ 20,000.00	\$ 11,500.00	Entertainment, Marketing, T-Shirts, Infrastructure Rentals	New Event
Spring OB Bike Week South	Max eligible			
April 20-22, 2023	(\$35,000 req)			
Dare County Restaurant Association	\$ 30,000.00	\$ 20,000.00	Marketing, Rentals of Infrastructure	FY21/22:\$25000
OBX Taste of the Beach 2023				FY20/21:\$20000
Late March/Early April				FY19/20:\$30000
Eastern Surfing Association OBNC District	\$ 20,000.00	\$ 12,500.00	Entertainment, Infrastructure, T-Shirts, Marketing	FY21/22:\$12500
ESA 2023 Mid-Atlantic Regional Surfing Championship	Max eligible			FY19/20:\$10000
May 5-7, 2023	(\$25,000 req)			FY18/19:\$19000
Elizabethan Gardens	\$ 50,000.00	\$ 20,000.00	Marketing, Infrastructure: Lighting/Trackless Train	FY21/22:\$25000
2022 WinterLights				FY20/21:\$20000
December 1-30, 2022				FY18/19:\$25000
First Flight Foundation	\$ 30,000.00	\$ 15,000.00	Marketing, Infrastructure, T-Shirts, Entertainment	New Event
Future of Electric Flight EXPO	Max eligible			
May 26, 2023	(\$35,000 req)			
Garage Band Charities	\$ 10,000.00	\$ 10,000.00	Marketing, Infrastructure, Entertainment, T-Shirts	FY20/21:\$15000
2023 OBX Rod & Custom Festival	Max eligible			FY19/20:\$15000
May 5-6, 2023	(\$15,000 req)			FY20/21:\$15000
Hatteras Island Youth Education Fund	\$ 5,000.00	\$ 5,000.00	T-Shirts, Marketing	FY19/20: \$6500
Shore Break 5K & Tide Pool Fun Run	Max eligible			FY18/19: \$7000
May 29, 2023	(\$10,000 req)			FY17/18: \$6500
Manteo Preservation Trust	\$ 5,000.00	\$ 2,500.00	Marketing	FY18/19: \$5820
2022 Holiday Tour of Homes	Max eligible			FY17/18: \$3500
Dec 1-3, 2022	(\$8,729 req)			FY16/17: \$3000

Event Grant Requests

Fiscal Year 2022/2023

Organization & Project	Requested Amount	Recommended Amount	Description	Previously Awarded
Outer Banks Conservationists	\$ 5,000.00	\$ 1,000.00	Marketing, T-Shirts, Entertainment	New Event
<i>Sheep Shearing Day &amp; Spring Festival</i>	Max eligible			
<i>April 15, 2023</i>	(\$5,900 req)			
Outer Banks SPCA	\$ 3,500.00	\$ 1,000.00	Marketing, T-Shirts, Entertainment	New Event
<i>Bark in the Park</i>				
<i>April 23, 2023</i>				
Outer Banks Sporting Events	\$ 30,000.00	\$ 12,500.00	Rentals, Entertainment, T-Shirts, Marketing	FY20/21:\$10000
<i>Flying Pirate Half Marathon</i>				FY19/20:\$20000
<i>April 21-23, 2023</i>				FY18/19:\$21000
Outer Banks Sporting Events	\$ 15,000.00	\$ 12,500.00	Rentals, T-Shirts, Entertainment, Marketing	FY20/21: \$ 9000
<i>2023 Outer Banks Triathlon</i>				FY19/20: \$ 7000
<i>June 2-3, 2023</i>				FY18/19: \$ 7500
Roanoke Island Historical Association	\$ 5,000.00	\$ 3,250.00	Marketing, Rentals, Entertainment	FY19/20:\$ 8000
<i>Lost Colony Wine, Beer &amp; Culinary Festival</i>	Max eligible			FY18/19:\$15000
<i>April 14-15, 2023</i>	(\$10,000 req)			FY17/18:\$20000
Town of Manteo	\$ 30,000.00	\$ 20,000.00	Marketing, Infrastructure: Fireworks	FY21/22:\$25000
<i>2022 Midnight Magic in Manteo - NYE</i>	Max eligible			FY19/20:\$20000
<i>December 31, 2022</i>	(\$50,500 req)			FY17/18:\$17500
Town of Nags Head	\$ 5,000.00	\$ 3,500.00	Entertainment	FY20/21: \$ 3000
<i>Kelly's St. Patrick's Day Parade</i>				EED: \$5000
<i>March 19, 2023</i>				

Total Amount Requested	\$ 283,500.00	\$ 165,750.00
------------------------	---------------	---------------

**PENDING BOARD APPROVAL**

Beginning Balance		\$ 350,000.00
Amount Recommended		\$ 165,750.00
<i>Remaining Funds</i>		\$ 184,250.00

## Marketing Dashboard

thru AUGUST 2022

	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	7,156	8,787	-1,631	-19%
Completed Video Views	0	0	0	0%
Total Visits to Website	731,053	1,030,421	-299,368	-29%
Online Communities				
Email Subscribers	155,365	246,037	-90,672	-37%
Facebook	716,241	717,159	-918	0%
Twitter	42,400	41,300	1,100	3%
Instagram	128,501	121,000	7,501	6%
Pinterest	<u>23,000</u>	<u>21,800</u>	<u>1,200</u>	<u>6%</u>
Online Communities Subtotal	1,065,507	1,147,296	-81,789	-7%

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### Devices AUGUST 2022

Mobile	70%
Desktop	27%
Tablet	3%



HOFFMAN YORK

## CAMPAIGN SUMMARY

*The Outer Banks®*  
VISITORS BUREAU

## CONSIDERATIONS

- FY22-23 continued in August with the launch of the Fall campaign efforts - paid impressions increased from the previous month and YOY as FY22-21 Fall didn't launch until September 2021. Website traffic and conversions were not as high compared to the previous year.
- Top Things to do with Kids, Event, Plan Your Trip, Places to Stay and Vacation Rental landing pages and the homepage had an increase in traffic from the previous month.
- VA, NY, NC, PA, GA, OH, MD, NJ, FL and MA were the top 10 states for sessions in August.
  - NY (-50%) drove the second highest number of sessions this month but had a large decrease in sessions from the previous month, while OH (+52%) and FL (+125%) had significant increases MOM.
- Active media for this month includes: OTA continuity efforts, native article promotions and remarketing, Fall native and banner display across various partners, search efforts across Google and Bing, email marketing, Google Discovery (lead generation) and social media (managed by Ignite Social).

Overview of below sections:

## AUGUST 2022 OVERVIEW

- FY22-23 continuity efforts continued and Fall native and display efforts launched this month across the HY Trade Desk, Jun Group, Pandora, Teads and Sojern.
- Website sessions and conversions did not outperform August 2021 - organic and direct sources delivered the largest decrease in the volume of sessions YOY.
  - 2021 sessions were influenced by the late July launch of Outer Banks season 2 of Netflix.
- Email sends decreased YOY, largely due to unengaged contacts receiving the consumer marketing email last year, while being removed from the August 2022 email.
  - Another contributing factor was that the Foodle workflow was refreshed in August 2021 and sent to the full contact list.

Note: All comparisons shown are to August 2021.

Paid Impressions

8,563,991

(Custom Range: 777,542)  
▲ 1,001.42% (7,786,449)

Website Sessions

355,874

(Custom Range: 575,774)  
▼ -38.19% (-219,900)

Email Sends

158,811

(Custom Range: 296,864)  
▼ -46.50% (-138,053)

Website Conversions (All)

23,406

(Custom Range: 62,825)  
▼ -62.74% (-39,419)

Lodging & Restaurant Listings Conversions

15,010

(Custom Range: 36,928)  
▼ -59.35% (-21,918)

2

## FISCAL YEAR OVERVIEW

Note: All comparisons shown are to the previous fiscal year (July - August 2021).

Paid Impressions

10,177,377

(Custom Range: 1,447,954)  
▲ 602.88% (8,729,423)

Website Sessions

729,781

(Custom Range: 1,030,421)  
▼ -29.18% (-300,640)

Email Sends

320,184

(Custom Range: 593,633)  
▼ -46.06% (-273,449)

Website Conversions (All)

52,357

(Custom Range: 131,305)  
▼ -60.13% (-78,948)

Lodging & Restaurant Listings Conversions

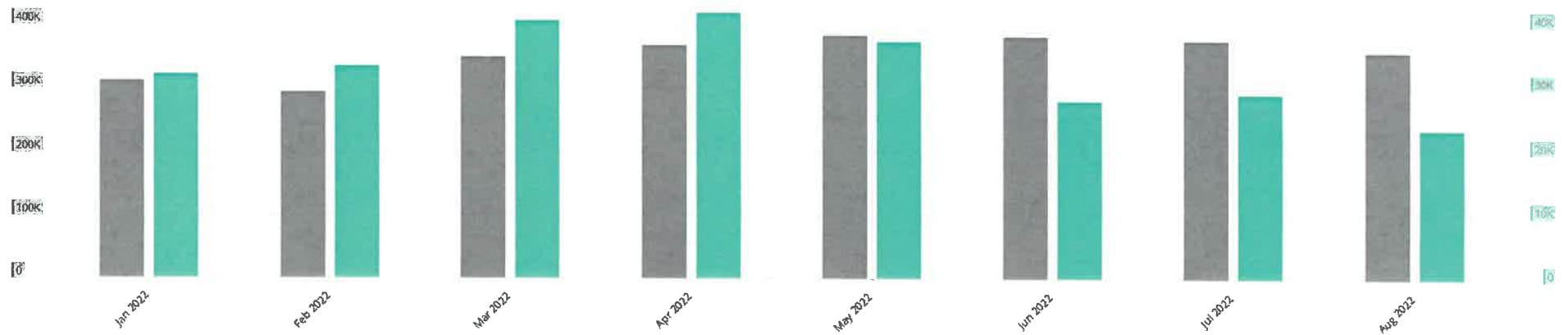
33,102

(Custom Range: 76,066)  
▼ -56.48% (-42,964)

## OUTERBANKS.ORG OVERVIEW

Site Sessions by Channel - Trending

Sessions Goal Completions



## Total Sessions - Month Of

355,874

(Previous Month: 373,907)  
▼ -4.82% (-18,033)

## New Visits - Month Of

239,019

(Previous Month: 260,297)  
▼ -8.17% (-21,278)

## Bounce Rate

59 %

(Previous Month: 55 %)  
▲ 7% (4 %)

## Organic Search Sessions

171,887

(Previous Month: 213,878)  
▼ -19.63% (-41,991)

## Paid Media Sessions

121,350

(Previous Month: 84,845)  
▲ 43.03% (36,505)

## Time on Site (Seconds)

110

(Previous Month: 123)  
▼ -10.97% (-14)

## Lodging Partner Referral Conversions

12,772

(Previous Month: 15,435)  
▼ -17.25% (-2,663)

## eNews Sign Up Conversions

561

(Previous Month: 710)  
▼ -20.99% (-149)

## Travel Guide Conversions

2,993

(Previous Month: 3,455)  
▼ -13.37% (-462)

## Top Pages Visited - Month Of

Web Analytics Page Path	Page Views: Previous Month	Page Views ↓	Diff	Visitor Bounce Rate
/	89,982	113,240	▲ 26% (23,258)	60.51 %
/plan-your-trip/towns-and-villages/	57,681	48,756	▼ -15% (-8,925)	55.11 %
/things-to-do/	52,421	43,970	▼ -16% (-8,451)	54.77 %
/blog/post/	41,029	33,350	▼ -19% (-7,679)	57.31 %
/places-to-stay/vacation-rentals/	28,809	32,190	▲ 12% (3,381)	61.52 %
/places-to-stay/	20,862	24,069	▲ 15% (3,207)	54.03 %
/plan-your-trip/getting-here-and-around/	24,460	19,971	▼ -18% (-4,489)	58.42 %
/plan-your-trip/beaches/	21,556	15,750	▼ -27% (-5,806)	48.66 %
Total	598,685	556,065	▼ -7% (-42,620)	58.38 %

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## EMAIL MARKETING INSIGHTS

- 158K emails were sent this month to the consumer marketing contact list, Tortiyahs contact list, Google Discovery leads and workflow audiences.
- The email sent to the Google Discovery leads delivered very strong performance with a 50% open rate and a 20% open CTR.
- Overall, strong open rates continued this month at nearly 15%.
- Workflow emails continue to drive a high amount of recipients to the website with the Foodle, Camping/RV, Family and Active Vacationer workflows delivering strong open CTR this month.

### Email Messages Sent - Performance by Message - Month Of

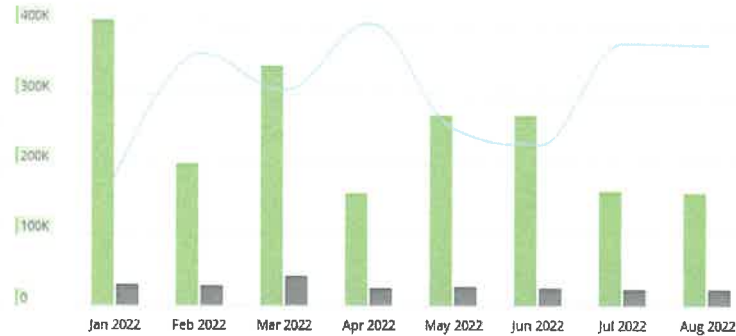
Message Send Name	# Sends	# Opens ↓	# Open Rate	# Clicks	# CTR (Opens)
august 2022 ebx email	151,365	21,979	14.52 %	2,615	11.90 %
august 2022 tortiyahs email	5,349	608	11.37 %	70	11.51 %
august 2022 discovery leads email	500	253	50.60 %	51	20.16 %
foodle workflow 3.0	410	141	34.39 %	90	63.83 %
art, history and culture workflow 3.0	365	100	27.40 %	43	43.00 %
family workflow 3.0	299	92	30.77 %	47	51.09 %
fishing workflow 3.0	234	73	31.20 %	33	45.21 %
active vacationer workflow 3.0	175	58	33.14 %	29	50.00 %
<b>Total</b>	<b>158,811</b>	<b>23,335</b>	<b>14.69 %</b>	<b>2,996</b>	<b>12.84 %</b>

1 - 9 of 9 items



### Email Sends v. Opens - Trending

Message Sends Message Total Opens Message Open Rate



### Top Pages Visited - Month Of

Web Analytics Page Path	Page Views	# Visits ↓	# Visitor Bounce Rate
/blog/post/	1,683	1,102	40.38 %
/plan-your-trip/travel-guide/	888	404	34.65 %
/plan-your-trip/beaches/	555	369	42.55 %
/things-to-do/	570	345	45.22 %
/plan-your-trip/	515	321	23.36 %
/	446	320	51.56 %
/event/obx-rod-and-custom-fall...	336	268	49.63 %
/bucketlist/	462	253	56.13 %
/event/esa-easterns-surfing-ch...	211	168	55.36 %
/event/outer-banks-triathlon/	133	104	50.96 %
/plan-your-trip/webcams/	122	78	55.13 %
<b>Total</b>	<b>7,527</b>	<b>4,070</b>	<b>43.61 %</b>

1 - 25 of 25 items





## LEAD GENERATION INSIGHTS

- FY22-23 Lead Generation efforts continued in August and delivered 121K impressions, 33.4K clicks and 582 direct leads during the first month.
- The Keyword ad group delivered a particularly strong performance this month with a strong CTR and CPC.
- HY implemented Google's lead form extension for this effort, which allows users to enter their information and join OBVB's email list directly in the ad, instead of having to click through to the Outerbanks.org eNews Sign Up page.
  - These leads are filtered into their own HubSpot contact list and HY will evaluate its performance against the general consumer marketing list.

### Month Of

Campaign Name	# Impressions	Clicks	CTR ↓	CPC	# Media Spend
Discovery Leads	121,606	33,470	27.52 %	\$0.07	\$2,191
<b>Total</b>	<b>121,606</b>	<b>33,470</b>	<b>27.52 %</b>	<b>\$0.07</b>	<b>\$2,191</b>

1 - 1 of 1 items

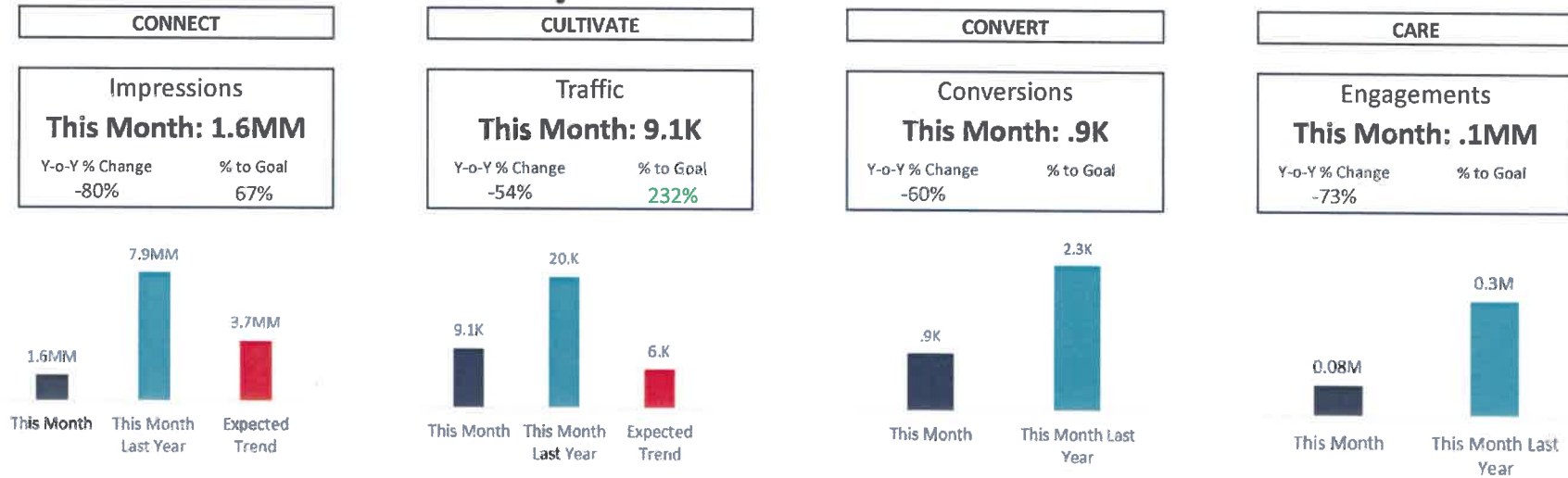
### Top 25 Ad Groups (Spend) - Month Of

Placement Name	# Impressions	Clicks	CTR	CPC	# Media Spend ↓
Keywords	97,098	28,492	29.34 %	\$0.06	\$1,685
Site Remarketing	23,230	4,829	20.79 %	\$0.10	\$482
SEM Clickers	1,278	149	11.66 %	\$0.16	\$23
<b>Total</b>	<b>121,606</b>	<b>33,470</b>	<b>27.52 %</b>	<b>\$0.07</b>	<b>\$2,191</b>

1 - 3 of 3 items



# Executive Summary



## Monthly Highlights:

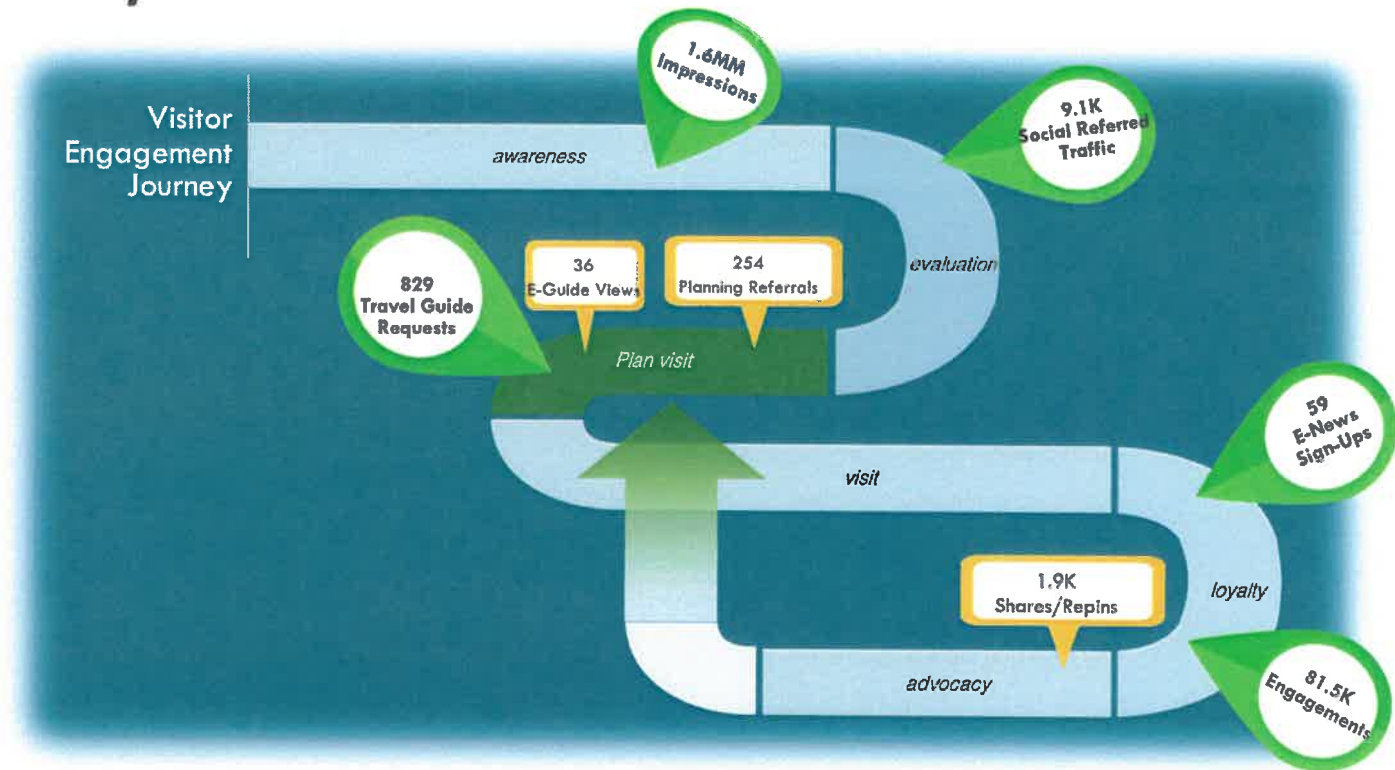
- Refreshed dynamic Travel Guide creative continued to perform efficiently (below \$2 cost-per-conversion), **outperforming August 2021's \$3 cost-per-conversion**. YoY volume decrease can be attributed to fewer dollars allocated to conversion in August of this month vs. August 2021.
- The newly implemented strategy designed to reach a "better visitor" has resulted in fewer impressions generated compared to last year; however, performance this month was under trend. Targeting will be assessed going forward to widen reach further without sacrificing quality of visitors reached.
- Traffic continues to exceed projections; **driving 132% more website visits** than projected this month.

## Next Steps & Recommendations:

- Further refine targeting to decrease CPM while not sacrificing quality of user reached.
- "Connect" ads are set to launch in October with impressions and reach focusing on off-season benefit messaging.
- Additionally, dynamic Travel Guide ad creative will be refreshed in October with the start of Q2.



# Visitor Journey



## TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – SEPTEMBER 2022

### Industry Relations | OBX Tourism Summit | The Future of Tourism

Thursday, November 3<sup>rd</sup>, 8:30am -3:00pm, Haven on the Banks, Nags Head, NC

We are excited to announce our first guest speaker, Cree Lawson from [Arrivalist](#). Cree is a new media pioneer with a focus on early-stage vertical media companies and evolving digital advertising technologies. He is best known for starting Travel Ad Network (TAN)--one of the leading Vertical Ad Networks. Along the way, Travel Ad Network launched the first display ads on Tripadvisor.com and LonelyPlanet.com. In 2009, TAN Made INC Magazine's List of 500 Fastest Growing Companies in America" before raising \$34 million in venture capital and being sold to a publicly traded advertising technology company. Prior to founding Travel Ad Network, Lawson served in a variety of Management, Sales, Business Development and Marketing roles at Random House, the Associated Press, Gannett, Time Warner Trade Publisher and two Internet start-ups. He is also a nationally recognized investigative reporter and an academic All-American athlete. His publishing career began in 1994 when, as editor of the college newspaper, he made the Belmont Vision one of the first 5 college papers published online. Lawson left day to day management of Travel Ad Network in March 2009 to invest in acquire travel websites and invest in ad technology. He formed Arrivalist in 2012—one of the first companies to measure offline response to online advertising.



*Here's a quick schedule of events for planning purposes:*

Thurs, Nov 3: 8:00am – 8:45am OBX Tourism Summit Registration | Haven on the Banks | Nags Head

Thurs, Nov 3: 9:00am – 3:00pm OBX Tourism Summit (Speakers, Lunch) | Haven on the Banks | NH

If any Board Member would like to attend, please sign up with Amy, the Tourism Board Clerk.

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### Industry Relations | Career Beyond the Counter - Pathways to Tourism:

Bureau Staff, the Career Technical and Education Director and Career Technical Counselors for Dare County Schools recently completed the final revisions for the Career Beyond the Counter - Pathways to Tourism partner sign-up sheet. We are planning a soft launch to those partners who signed up for the program in mid-June 2022, by Wednesday, September 14<sup>th</sup>. We will do a full promotion of the program to all partners the week of September 19<sup>th</sup>. Attached is the letter and sign-up sheet. If you are interested in participating, please us know. CBC contact: Lorrie Love, [love@outerbanks.org](mailto:love@outerbanks.org).

*\*A fully loaded motorcoach (35 passengers on average) on a charter or tour making an overnight stay contributes an average of \$9,000 to \$11,000 (USD) per day to the local economy in expenditures including meals, lodging, shopping, admission fees, souvenirs, and local taxes. – American Bus Association*

## Industry Relations | Art of Mass Gatherings | FREE Symposium:

*Tuesday, September 20<sup>th</sup>, 10:00 am - 4:00 pm, Jennette's Pier*

The Art of Mass Gatherings is an experiential learning & networking symposium for arts, culture, event and emergency professionals. The seminar will utilize the infrastructure and grounds of the Surfalorus Film Festival and ESA Eastern Surfing Championship at Jennette's Pier as a hands-on classroom focused on the practical skills for enhancing the safety, safety, accessibility, sustainability, and community responsiveness of large events, as well as building resilience in our communities.

This event is part of a touring national program, free to attend thanks to the support of the NC Department of Natural and Cultural Resources. Lunch is provided. Event registration can be found here:

<https://events.humanitix.com/the-art-of-mass-gatherings-at-surfalorus>

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### The Soundside Event Site:

Staff has had several meetings this month with the Town of Nags Head events committee and event planners using the Soundside Event Site this Fall. These meetings help upcoming event planners, public safety and town departments discuss and review their draft permit applications, site layout, address any additional logistics (if needed), final fees and insurance certificates due.

Attached is the current 2022 Events Calendar for the Soundside Event Site for your review.

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### Request for Proposals:

*The Bureau sent out the following request for proposal recently to our industry partners:*

- **Ashe County Middle School, April 18-21 or April 25-28, 2023:** Student Group, 40-50 rooms; mainly quad occupancy, meeting space and meals. 150-175 people.

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### Future Trade Show Dates and Locations:

*Staff is currently scheduled for the following trade shows:*

- **September 19-22, 2022:** SPORTS Relationship Conference, Savannah, GA
- **November 13-16, 2022:** National Tour Association Travel Exchange, Reno, NV
- **December 7-8, 2022:** Association Executives of North Carolina, Raleigh, NC
- **February 4-7, 2023:** American Bus Association's Marketplace, Detroit, MI
- **April 17-20, 2023:** Southeast Tourism Society's Domestic Showcase, Huntsville, AL

*\*A fully loaded motorcoach (35 passengers on average) on a charter or tour making an overnight stay contributes an average of \$9,000 to \$11,000 (USD) per day to the local economy in expenditures including meals, lodging, shopping, admission fees, souvenirs, and local taxes. – American Bus Association*

2022 Soundside Event Site Schedule			
Name of Event	Date of Event	Site Reserved	Crowd Size
Sumospeed Beach Bash	Saturday, September 17, 2022	Saturday, September 17, 2022	900 (flow)
OBX Fall Bike Fest	Thursday, September 22 - Saturday, September 24, 2022	Tuesday, September 20 - Monday, September 26, 2022	1000 (flow)
OBX Rod and Custom Fall Festival	Friday, September 30 - Saturday, October 1, 2022	Thursday, September 29 - Sunday, October 2, 2022	700
OBX Jeep Invasion	Friday, October 7 - Sunday, October 9, 2022	Thursday, October 6 - Monday, October 10, 2022	1000 (flow)
Outer Banks Seafood Festival	Saturday, October 15, 2022	Tuesday, October 11 - Tuesday, October 18, 2022	8000 (flow)
Outer Banks Brewtag	Saturday, October 22, 2022	Wednesday, October 19 - Tuesday, October 25, 2022	3000 (flow)
OBX World Music Fest, Halloween Edition	Saturday, October 29, 2022	Thursday, October 27 - Monday, October 31, 2022	2000

## Strengthen Your Workforce While Strengthening Our Community!

Sound good? Join the Visitors Bureau's "Careers Beyond the Counter" (CBC) tourism program and connect local high school students with the Dare County tourism industry.

Please let us know if your business is interested in offering **Internships**, or if your business can provide managerial-level speakers for the **Speaker's Bureau**.

You'll be helping Dare County high school students gain a firsthand understanding of the different career paths found within our \$1.8 billion local tourism industry.

Nothing beats hands on experience when it comes to helping our youth decide what they want to do or how best to direct their future studies. Our local industry can be the launch pad, but also provide a world of professional opportunities right here at home.

### Internships

Don't have a program set-up? No problem. Here are some things to think about when creating an intern position that's manageable for the business and meaningful for the student.

1. Who in your company will coordinate the student's efforts and be the main point of contact?
2. What schedule works best for both parties? Tip: Regular hours/days can make it easier to plan the intern's activities.
3. Is the internship paid? Will transportation to and from work be compensated? (Don't have to be but doesn't hurt either! Just be clear upfront.)
4. Students are coming from the high school's Career & Technical Education (CTE) program. ***Internships, therefore, should provide experiences consistent with the career path being studied.*** For example, **Business Administration** students might have interest in fields like marketing, advertising, finance, public relations, social media and entrepreneurship, to mention a few.

Other CTE pathways with strong connections to the tourism industry include **Arts, A/V & Communications** (graphic design, web design, video production) and **Hospitality & Tourism, Culinary** (lodging, restaurants, retail and service providers).

Some positions, like front desk at hotels, or hostess, cashier, greeter and customer service jobs are the backbone of our hospitality businesses and frontline in nature; however, **Careers Beyond the Counter is intended to broaden the student's perspective beyond the types of jobs they may have held already during summer employment.**

Wherever possible, please develop internships with this in mind and **help the student understand how frontline or counter positions connect with other careers within your business.**

5. Is there a particular project that the student can “own” over the length of their internship? These types of projects can be helpful to the student as they summarize activities for class credit reports at the end of the term.
6. Have questions or need help? Contact the Visitors Bureau and we’ll put you in touch with the Dare County School’s Intern Coordinator or a Career Development Counselor (each high school has one). They are a fantastic resource and super easy to work with.

### **Speaker’s Bureau**

The Speaker’s Bureau gives presenters the unique opportunity to connect with students in the classroom. **These types of speaking engagements have led to companies recruiting student workers.**

The security of the classroom environment encourages youth to ask questions that they might not at a job fair. The speaker is also able to personalize their own career path and make it real for students (while highlighting the range of job types within tourism industry).

**Company speakers should be relevant to the CTE career paths being offered by the high school.** For instance, a Food & Beverage Manager would be appropriate for the Hospitality & Tourism, Culinary CTE class, while a Marketing Manager might speak to a Business Administration CTE class. The CTE paths, and examples of professions within the tourism industry, are provided within the chart on the following page.

You can participate in the Speaker’s Bureau program a couple of ways: 1. Provide speaker contact info for each CTE pathway, or 2. Provide the contact information for the person within your company who will be coordinating speakers and let us know which CTE paths your speakers can cover.

If you have any questions, give the Visitors Bureau a call! Or you can email questions to Lorrie Love, [love@outerbanks.org](mailto:love@outerbanks.org). Thanks for participating in this important program.



**Careers Beyond the Counter \* Pathways to Tourism \* Internships Speakers Bureau**

CTE Pathway	High School Courses	Aligned Industry Credentials	Content/Experience in Courses	College Majors	Local Tourism Careers	Place Check Beside CTE	
						Internship?	Speaker's Bureau?
Architecture & Construction	Construction Core, Carpentry I, Carpentry II*, Carpentry III* (*Honors Level, Weighted Credit)	OSHA 10-Hour Construction Industry Certification, NC NCCER Construction Core, NCCER Carpentry I, NCCER Carpentry II, NCCER Carpentry III	Safety, introduction to power & hand tools, creating/interpreting blueprints & construction drawings, carpentry skills practiced in live projects (picnic tables, sheds, flooring systems, etc.)	Carpentry, Construction, Construction Management, Sustainable Building Science, Architectural, Civil, Construction, Electrical, Industrial, Mechanical, Nuclear, Systems Engineering	Maintenance Engineer, Maintenance Manager		
Arts, AV Technology & Communications	Adobe Visual Design I, Adobe Visual Design II*, Adobe Video, <b>Apparel &amp; Textile Production, Fashion Merchandising</b> (*Honors Level, Weighted Credit)	Adobe Certified Professional Photoshop, Adobe Certified Professional Illustrator, <b>Adobe Certified Professional InDesign</b> , Adobe Certified Professional Premiere Pro	Designing digital graphics/creative web art to use in producing marketing materials & webpages (designing magazine covers, video projects, elements of design, etc.), <b>Copywriting, clothing production, business of fashion</b>	Graphic Design, Game Design, Digital Animation, Computer Graphics, Marketing, Visual Communications, Design and Applied Arts, Theater Arts, Fine and Studio Arts, Journalism, Publishing	Graphic Design, Photographer, Videographer, Web Design, Public Relations, Content Creation, Social Media		
Business Management & Administration; Marketing	Marketing, Entrepreneurship I	Venture Entrepreneurial Expedition	Use knowledge about target markets & demographics to drive promotion of a self-made product through advertising channels; create a business plan & build product portfolios through project-based activities	Accounting, Business Administration, Management and Operations, Economics, Entrepreneurial and Small Business Operations, Financial Management, Sales and Merchandising, Human Resources Management, International Business, Marketing, Hospitality Administration/Management, Public Administration	Administrative Support, Marketing Coordinators and Managers, Public Relations, Group Sales, Sales Mgr/Associates, Food & Bev Sales, Property Mgmt, Event Manager/Developer, Meeting Planners, Finance & Accounting, Social Media Manager, Small Business Owners (retail, restaurant, lodging, suppliers and outfitters), Inventory Mgmt, Operations Mgmt, Human Resource Mgmt, Real Estate Sales		
Hospitality & Tourism	<b>Marketing, Hospitality &amp; Tourism, Sport &amp; Event Marketing I</b> , Culinary Arts & Hospitality I, Culinary Arts & Hospitality II, Food & Nutrition I, Food & Nutrition II	<b>Certified Guest Service Professional</b> , ServSafe Food Handler, ServSafe Food Protection Manager	<b>Introduction to the industry of travel, tourism, and recreational marketing; customer relations, economics, hospitality &amp; tourism, travel destinations, tourism promotion; introduction to industry of sports, entertainment, &amp; event marketing;</b> understand healthy eating, nutrition, and catering services; students make side dishes, entrees, desserts, breads & soups from around the world in cooking labs	Business Administration, Management and Operations, Culinary Arts, Hospitality Administration/ Management	Chef, Line Cook, Sous Chef, Restaurant Mgr, Hostess, Dishwasher, Wait Staff, Housekeeping Mgr/Asst, Housekeeping Inspector, , Overnight Houseperson, Front Desk Mgr/Asst/Supr/Guest Services, General Manager, Laundry Attendent, Linen Mgr, Night Auditor, Reservations Mgr/Asst, Welcome Center Mgr/Supr/Associate, <b>Event Manager/Developer, Lodging Manager, Travel &amp; Tourism Manager</b>		
Info Technology	Python Programming I*, Python Programming II*, Introduction to Computer Science, AP Computer Science* (*Honors Level, Weighted Credit)	PCAP Python Certified Associate	Design, write, debug, and run programs encoded in Python language; understand programming and coding language, website creation, app development, computer systems design, and software testing	Web Designer or Webmaster, Information Technology, Computer Science, Computer Networking, Network Administration, Computer Engineering, Software Engineering, Computer or Game Programming, Data Communications Analyst	Database Mgr, IT Mgr, Website and Software Development, Website Mgr, Data Analytics		

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Name of Speaker(s): \_\_\_\_\_

CTE Pathway/Speaker Topic: \_\_\_\_\_

## Outer Banks Visitors Bureau

### PUBLIC RELATIONS REPORT: September 2022

#### LEE NETTLES INTERVIEWED - TOURISM INDUSTRY NEWS

**Coastland Times** | Aug-22 "Dare Tourism Board updates grant guidelines, approves pay study, hears from NPS"  
<https://bit.ly/3ATV7B7>

**Spectrum News** | Aug-22 "N.C. beaches had a strong tourism season despite staff shortages, gas prices"  
<https://bit.ly/3KxiovZ>

**WOBX** | Aug-22 "Visitor spending increases in all 100 counties in 2021; Dare fourth highest total in N.C."  
<https://bit.ly/3woWqFO>

**WOBX** | Aug-22 "Online survey launched to evaluate overall health of the Outer Banks' visitor economy"  
<https://bit.ly/3CqxXF2>

#### EARNED MEDIA

**The Expedition** | Jun-22 "10 Best U.S. Islands for a Family Vacation" Aaron worked with author Cheryl Rodewig to support Roanoke Island editorially as one of the best of the best. <https://bit.ly/3Rje6vn>

**News & Observer** | Jun-22 "A Guide to NC's Beaches and Coastal Getaways: Outer Banks..." Nice referral link to OuterBanks.org and quotes of Outer Banks Visitors Bureau community descriptions" <https://bit.ly/3y2P8HE>

**Lonely Planet** | Jun-22 "The Best National Parks in North Carolina ..." Aaron has met with Caroline Eubanks at several media networking events recently to pitch ideas. She's also a fellow SATW member. <https://bit.ly/3yVGs7v>

**Forbes** | Jul-22 "5 Stunning Ecotourism Focused Hotels..." The OBVB PR Team helped writer Jared Ranahan navigate the islands and find the editorial content needed for his article during in-market visit. <https://bit.ly/3zeT9KZ>

**Travel + Leisure** | Jul-22 "15 Best Islands in the Continental U.S." Readers Poll <https://bit.ly/3zeT9KZ>

**WRAL** | Jul-22 "Former post office a distinct Outer Banks landmark" Aaron met with Scott Mason, the Tar Heel Traveler at a spring media networking event and have shared ideas for new OBX focus <https://bit.ly/3ORDS7r>

**Our State** | Jul-22 "5 Spots for Magical Milkshakes" OuterBanks.org credited photo. Aaron is always pitching great ideas to the Editor in Chief and supporting the magazine coverage wherever possible. <https://bit.ly/3uDsYeh>

**Condé Nast Traveler** | Jul-22 "The Water Lover's Ultimate Summer Escape Guide" This piece is actually native advertisement for Costa sunglasses but I thought it presented well <https://bit.ly/3zfw6zE>

**Raleigh Magazine** | Jul-22 "Summer Travel: 101 Road Trips The popular drive market magazine did a nice callout of the Outer Banks coast in their summer destination series. <https://bit.ly/3nLDrR3>

**Real Simple** | Jul-22 "Bucket List Beaches" Hatteras Island is featured as one of the country's nine Bucket List Beaches. Our partners at VisitNC helped carry the water for us in getting some play for the Outer Banks and a few homegrown Hatteras Island businesses. see .pdf included

**AARP** | Jul-22 "8 Great Beach Vacations" Aaron assisted the author Jen Murphy in finding the right mix of Outer Banks experiences to fulfill her summer travel roundup, with north to south OBX coverage. <https://bit.ly/3ohokVS>

**Good Housekeeping** | Jul-22 “The 30 Most Magical Island Getaways in the United States” Aaron hosted writer Jill Gleeson for an in-market visit in 2018 and she has written several big articles since. <https://bit.ly/3aOdAVQ>

**Creators Syndicate** | Jul-22 “Take an Adventure Vacation in the Outer Banks, North Carolina” The OBVB PR Team assisted in connecting the author with editorial interests during an inbound visit to Duck. <https://bit.ly/3zn8Ezi>

**Southern Living** | Jul-22 “Duck Is the Tiny Outer Banks Town You Have to Visit Now” Aaron met one of the magazine’s contributing writers at recent media networking event. Outer Banks Visitors Bureau photo cred plus lots of great local business links. <https://bit.ly/3zk7yEB>

**Carolina Traveler** | Jul-22 “Relive the Golden Age of Aviation in a Biplane” The OBVB PR Team worked with the editors to support their biplane bucketlist travel story <https://bit.ly/3bpuquk>

**Recreation News** | Aug-22 “History Comes to Life on Roanoke Island” We’ve worked with writer Carol Timblin on many occasions of writing articles for the federal government direct mail magazine. She and content collaborator Nancy Hamilton visited OBX specifically to see The Lost Colony outdoor drama for the first time. <https://bit.ly/3JtbnB>

**Leisure Group Travel** | Aug-22 “Put these itinerary options on your North Carolina radar” Aaron met with editor Dave Bodle at a Southeast Tourism Society event and has followed up to get coverage for our tourism sales group-friendly attractions and the growing African American Experience cultural sites. OuterBanks.org credit <https://bit.ly/3vOanww>

**MSN.com** | Aug-22 “Cute Southern Beach Towns to Add to Your Vacation Bucket List” Another article by the aforementioned Jill Gleeson this summer, this one featuring Nags Head <https://bit.ly/3vVEVMY>

**Travel + Leisure** | Aug-22 “12 Best Places to Travel in October” OuterBanks.org referral link in the story featuring the OBX plus some partner business links. <https://bit.ly/3pWWkRZ>

#### OBVB BLOG POSTS

##### GUEST AUTHORED - CONTENT PARTNERSHIPS

- 7 Ways to be a Good Steward of the Environment | June 28, 2022 <https://bit.ly/3J1X0yt>
- Things To Do for Veterans & Active Duty Military on the Outer Banks | July 1, 2022 <https://bit.ly/3RDlp01>
- Disability Access on the Outer Banks | July 8, 2022 <https://bit.ly/3IKni8d>
- Teach Your Kids How to Fish on the Outer Banks | July 8, 2022 <https://bit.ly/3od0wwk>
- Maritime History on the Outer Banks | July 14, 2022 <https://bit.ly/3OgPr7X>
- Generation X Travel on the Outer Banks | July 14, 2022 <https://bit.ly/3AZDP69>
- Don't Let Weather Ruin Your OBX Trip | July 21, 2022 <https://bit.ly/3OCGKoq>
- A City Dweller's First Time Bird Watching on the Outer Banks | August 1, 2022 <https://bit.ly/3QfiURa>

##### STAFF WRITTEN

- After Summer Fun | Visit the OBX this Fall | July 8, 2022 <https://bit.ly/3OIHrCy>
- Family's First Charter Fishing Trip On the Outer Banks | July 21, 2022 <https://bit.ly/3zB4ZPW>
- Your Guide to An Outer Banks Wedding | August 4, 2022 <https://bit.ly/3Q4GkYE>

#### CONTENT PARTNERSHIPS & COLLABORATIONS

**International Food and Wine Travel Writers Association, FAM** | May 2022 - Robin O'Neal Smith, Gail Clifford, Teresa Otto and Heather Raulerson are four travel writers the Outer Banks Visitors Bureau PR team worked with in-market for a content creation partnership to write blog stories for OuterBanks.org and other outlets:

- **Raulerson Girls Travel** “My Very First Sailing Adventure with Sail Outer Banks” <https://bit.ly/3xtNPS1>

- **Travel Awaits** "8 Amazing Things To Do In Gorgeous Kitty Hawk, North Carolina" <https://bit.ly/3xgitSF>
- **Travel Awaits** "13 Beautiful Beaches In The U.S. Our Readers Love" <https://bit.ly/3Agkv4c>
- **Travel Awaits** "17 Fabulous Experiences In Beautiful Outer Banks, North Carolina" <https://bit.ly/3u1zLxR>
- **Wander with Wonder** "Discovering North Carolina's Roanoke Island" <https://bit.ly/3RGdWyi>
- **Weekend Notes** "Hang Gliding Lessons with Kitty Hawk Kites" <https://bit.ly/3HI9EYn>
- **Weekend Notes** "Elizabethan Gardens - The Outer Banks" <https://bit.ly/3NMnncn>
- **Weekend Notes** "Graveyard of the Atlantic Museum" <https://bit.ly/3bLtjVz>
- **Weekend Notes** "Chicamacomico Life-Saving Station Historic Site" <https://bit.ly/3bSHHeQ>
- **Weekend Notes** "Bodie Island Lighthouse" <https://bit.ly/3yLufm5>
- **Weekend Notes** "Fort Raleigh National Historic Site" <https://bit.ly/3nG5h11>
- **Weekend Notes** "Wright Brothers National Memorial" <https://bit.ly/3NJvVAO>
- **Weekend Notes** "Cape Hatteras Lighthouse" <https://bit.ly/3yJ9yHh>
- **Weekend Notes** "Roanoke Island Marshes Lighthouse" <https://bit.ly/3bUMCMo>
- **Weekend Notes** "Fulgurite: Lightning's Gift" <https://bit.ly/3yJytus>
- **Weekend Notes** "First Light of Freedom Monument, Fort Raleigh National Historic Site" <https://bit.ly/3yJptu3>
- **Weekend Notes** "Battle of Roanoke Island Centennial Marker, Battle of Roanoke Island, Fort Raleigh National Historic Site" <https://bit.ly/3ypC53s>
- **Weekend Notes** "U.S. Weather Bureau Station Hatteras Welcome Center" <https://bit.ly/3R5nhPM>
- **A Touch of Luxury Travel** "Things To Do In The Outer Banks" <https://bit.ly/3df6KJw>

#### Michiele Perry

- **BlackSouthernBelle.com** "Holiday Heritage Travel: Outer Banks NC" <https://bit.ly/31Izu87>

#### Leslie Peterson

- **MSN.com** "33 THINGS TO DO IN OUTER BANKS BY TOWN (+ an itinerary)" <https://bit.ly/3NRkHKC>
- **MSN.com** "KITTY HAWK HANG GLIDING: WHAT TO EXPECT WHEN YOU'RE FLYING SOLO" <https://bit.ly/3P9LMtm>
- **MSN.com** | Jun-22 "18 Amazing Romantic Getaways in NC Couples Love" <https://bit.ly/3I1ayti>

#### Jen on a Jet Plane

- "S'mores & More: A Review of the Sanderling Resort in the Outer Banks, North Carolina" <https://bit.ly/3cmMYvQ>
- "Unusual Things to do in the Outer Banks, North Carolina" <https://bit.ly/3AP2QAM>

#### Matador – "10 Ways to Fall in Love with the Outer Banks"

- **Facebook** <https://bit.ly/3wFiAne>
- **YouTube** <https://bit.ly/3KDeh1l>
- **MatadorNetwork.com** <https://bit.ly/3KxaAKS>

#### MARKETPLACES

**ESTO** | Grand Rapids, Michigan Aug-22 (Educational Seminar for Tourism Professionals) Aaron and Amy Wood attended tourism marketing and leadership sessions centering on the latest trends and best practices in social media and online digital presence. Both took a TikTok master class for travel brands workshop and have come back with fresh industry learnings from CVB case studies and TikTok corporate.

**Canada** PR + Sales Mission| Aug-22 Aaron attended a three-day media and trade networking event in Toronto along with VisitNC's PR + Sales team and 21 other Southern states visiting with 37 trade/airline representatives and 60 journalists as part Travel South's USA-Canadian mission. Other NC partners attending Explore Brevard and Greater Raleigh CVB. Aaron's working with our OBVB team to pull together a Canadian focused fall opp for partners.





# Hatteras Island

Time stands still on the southern tip of North Carolina's barrier islands.



## SEA ISLAND

Settle in on this otherworldly south Georgia island.

Part of the Golden Isles of coastal Georgia, Sea Island is a privately owned resort and residential community. Request a room in the Garden Wing at the Cloister at Sea Island (from \$899 a night). Pricey? You bet. But a visit to this mystical barrier island is worth saving up for. Spend your days exploring the low country on horseback, kayaking the salt marshes, or sailing the open ocean. Book a golf lesson and you may bump into PGA players Matt Kuchar and Zach Johnson, said to frequent area courses. Save an evening to take in the sunset—complete with bagpiper—at the Lodge, followed by filet mignon at Colt & Alison. Or stay at the nearby Inn at Sea Island (from \$166 a night) and explore more than 20 miles of paved biking trails.



The perfect beach day could very well be spent on Cape Hatteras National Seashore: Imagine your beach chair sunk deep in the sand, beers still chilled in the cooler. That's summer on the 70-mile protected coast of North Carolina's Outer Banks. Near its secluded southern tip lies Hatteras Island, about 3½ miles at its widest point, where dune-speckled beaches are uncrowded and life is less hurried than it is "up north."

The vacation-house rental market is your best bet. Homes with plenty of bedrooms and bathrooms are delightfully common, so go splitsies with your favorite extended-family members. Stroll down Avon Pier to spot fishers surf casting for bluefish and mackerel. Head to Bros Sandwich Shack for Broast Beef sandwiches (sliced steak topped with Swiss cheese, lettuce, tomato, onion, and homemade pickles) before unloading the car at Old Lighthouse Beach. Spend the afternoon catching swells (Endless Summer Surf OBX has lessons for novices and experts alike), strolling the windswept shore, and indulging in a seafood boil (seasoned shrimp, sausage, potatoes, corn, and onions), delivered directly to the beach by Outer Banks Boil Company.

OPPOSITE PAGE: GETTY IMAGES; COURTESY OF FOUR SEASONS. THIS PAGE, CLOCKWISE FROM TOP: GETTY IMAGES; COURTESY OF OUTER BANKS BOIL COMPANY; COURTESY OF SEA ISLAND



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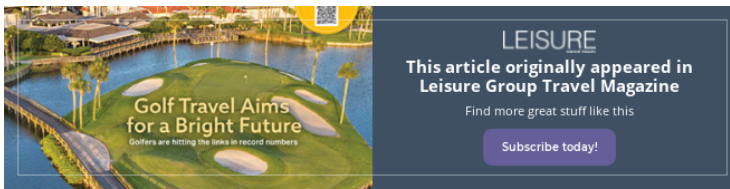
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## FROM CHARLOTTE TO THE OUTER BANKS, NORTH CAROLINA IS A STATE FILLED WITH GREAT EXPERIENCES

Any operator running, or considering tours to North Carolina, knows the Old North State is filled with major attractions, [incredible scenery](#), culinary delights, rich history, and a very hospitable tourism community. Here are just a few great stops.

### CHARLOTTE

Charlotte as a tour and travel destination has so much to offer, it's nothing short of amazing. Cultural cravings can be experienced with P.N.C. Broadway Lights at the Blumenthal Arts Center, see Picasso's talent at Levine Center for the Arts, or celebrate at the Juneteenth Festival of the Carolinas. Couple the latter with a Charlotte Black History Tour. Are you a lover of NASCAR? No problem, you'll be covered at the NASCAR Hall of Fame. Spend the day with C-Charlotte Tours learning about Billy Graham and his hometown, culminating with the Billy Graham Library. There are holiday celebrations at the Charlotte Christmas Village, Speedway Christmas at Charlotte Motor Speedway, and Holidays at Daniel Stowe Botanical Gardens.

It might be an understatement to say Charlotte has great food. One spot that needs to be on your radar is the Optimist Hall, originally home to Charlotte's largest textile mill. Twenty food and beverage stalls are a perfect option for lunch on your own.

[Charlottetraveltrade.com](http://Charlottetraveltrade.com)

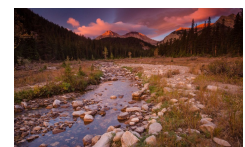
### WINSTON-SALEM

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### RECENT POSTS



Exploring  
Central Montana  
After Visiting  
Glacier National  
Park



building in North Carolina, the Historic Jackson County Courthouse. Make time for the Blue Ridge Parkway and its fantastic photo ops. Experience the rich Native American history of the Cherokee Nation at numerous attractions. Find authentic Appalachian artwork from more than 100 local artisans at Dogwood Crafters and Front Street shops in Dillsboro. In each of these mountain towns, you'll be amazed at the culinary delights prepared and presented by outstanding local chefs.

Caleb Sullivan with the Jackson County TDA needs to be on your radar. You may have met Caleb at a trade show, or spoken with him on the phone. When he says, "I am ready to help with your tour," he's serious. Nobody knows Jackson County like Caleb. Born in Cherokee, his family moved to Sylva when he was young. He graduated high school in Sylva and earned a college degree at Western North Carolina University in Sylva. He's been with the Jackson County TDA ever since. Put some extra sizzle in your Jackson County tour. Put Caleb on the bus. [Discoverjacksonnc.com](http://Discoverjacksonnc.com)



Island Farm is a living history site interpreting daily life on Roanoke Island in the mid-1800s.

## OUTER BANKS

As impressive as the natural setting of North Carolina's barrier island is, visitors can enjoy three National Park Service sites, all in close proximity. Wright Brothers National Memorial, Cape Hatteras National Seashore



both are designated “first” while the Cape Hatteras Lighthouse is the “tallest” of the brick lighthouses. Fort Raleigh National Historic Site was home to the first English born child Virginia Dare. Elizabethan Gardens and dozens more historic sites including the Lost Colony outdoor drama and Roanoke Island Festival Park and you'll easily fill an itinerary. If your culinary tendencies lean towards seafood, just about all seafood restaurants buy fresh catch right from the docks. Fresh seafood prepared in family owned and operated small to large restaurants with dinner itself becomes an award-winning attraction for your group.

You can build a nice itinerary around what you know about the Outer Banks, but put this on your radar. There's a new and growing African-American Experience of Northeast North Carolina (AAENENC) program. The Outer Banks Visitors Bureau (Dare county) teamed with Camden, Chowan, Currituck, Pasquotank, and Perquimans Counties Tourism Development Offices. Gates, Martin, and Washington counties will soon be joining the AAENENC. Their mission is to promote individual heritage sites on one website ([ncblackheritagetour.com](http://ncblackheritagetour.com)) celebrating the contributions of African Americans and encourage a deeper understanding of the region's rich cultural heritage. Dare County has in place a full day itinerary “Outer Banks: First in Freedom Itinerary.” [Outerbanks.org](http://Outerbanks.org)

By Dave Bodle



SHARE:



SOUTHERN LIVING ● TRAVEL ● NORTH CAROLINA

## Duck Is the Tiny Outer Banks Town You Have to Visit Now

The charming waterfront village will make you feel right at home.



By Tara Massouleh McCay

July 30, 2022



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CREDIT: OUTER BANKS VISITORS BUREAU

If it looks like a duck, swims like a duck, and quacks like a duck, then it's probably a duck. At least that's what the leaders of the Outer Banks's northernmost community must have been thinking when deciding on a name for their newly incorporated town in 2002. At the time, duck hunting was big time in the bordering Currituck and Albemarle Sounds. The abundance of waterfowl in the area gave inspiration for the town's unusual name, and Duck has stuck ever since.

Fewer than 1,000 people call Duck home year-round, but tourism numbers can multiply the population by 20 once summer hits. Even so, the barrier island is dedicated to maintaining its small-town charm and tight-knit community feel. Because it's surrounded by water on both sides—the Atlantic Ocean on the east and the Currituck Sound on the west—you get the all the serenity of being tucked away on a secluded island. You also get gorgeous views of the water no matter which way you turn.

If you want to know what it's like to boast an OBX zip code, Duck is the place to do it. Time isn't of the essence in Duck, and that's its allure. Savor a slow morning, go for a sunrise walk on the beach, or spend an hour watching the birds fly over the marsh. When you're ready to explore, start at the Duck Boardwalk.

The one-mile boardwalk runs alongside the Currituck Sound and is a great place to meet locals and get a feel for town. The wooden walkway is often speckled with joggers and kayakers on their way to drop in at one of many convenient launches along the path. Wildlife enthusiasts will love strolling the boardwalk to see all kinds of land and sea critters, from sea turtles to osprey.

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## Where to Shop in Duck

Locally owned shops, boutiques, galleries, and restaurants are situated all along the boardwalk. The Waterfront Shops, as they're known, offer something for everyone. At [Ducks' Cottage](#) [Downtown Books](#), pair a hot drink (like the house favorite Coconut Crunch Coffee) and flaky pastry with a newly purchased beach read. The store offers a small but mighty collection of books. Once you've made your decisions, enjoy them both on the cozy front porch.

Chic but comfortable coastal attire can be found at locally owned shops like [Amity Boutique](#), [Barr-EE Station](#), [Gray's Outer Banks Lifestyle Clothing](#), and [Islands](#), as well as at outposts of national retailers like Untucked and Lilly Pulitzer. Kids will love picking a treat or two from [Candy & Corks](#), while parents will appreciate the store's selection of wines, including many fermented locally. Art enthusiasts can head to [SeaDragon Gallery](#), where you'll find everything from artisan jewelry and nautical-themed prints to locally made fiber and wood bird carvings. Pass through SeaDragon's custom-built archway into sister store Yellowhouse Gallery, another purveyor of fine American craft, art, and photography.



# What to Do in Duck

While you're in the area, explore more of Duck's sound side at [Duck Town Park](#), an 11-acre park with an open greenspace and several miles of walking trails running through maritime forest and willow swamp. Other amenities include picnic pavilions, a playground, dedicated fishing and crabbing areas, kayak launches, boat slips, and an amphitheater that hosts regular live music and performances.

The sound's warm, shallow waters make it an appealing place for families to hang out. Protection from rough ocean waves also makes the sound ideal for a number of water activities like standup paddle boarding, kayaking, and canoeing. Rent equipment for any of the three—plus bikes, beach equipment, and even golf carts—at [Duck Village Outfitters](#). The Currituck Sound is also a hotspot for crabbing. You can catch giant blue crab right off the dock with nothing but a little fishing cord, tasty bait, and a net. Find everything you need for a successful crabbing session at [Bob's Bait & Tackle](#).

Sunsets are truly spectacular over the sound. For a one-of-a-kind experience, make reservations for the Sanctuary Vineyard Voyages. The excursion begins at the Duck boardwalk where guests catch a boat ride across the sound to [Sanctuary Vineyards](#) in nearby Jarvisburg. Once on land, they'll climb onto a 4x4 safari truck for an adventurous ride across the marsh and agriculture fields of Sanctuary Vineyards. The family-owned businesses's farmland dates to the 1800s. The cherry on top of an incredible experience is an in-depth tour of the winery followed by a private wine tasting.

When you've had your fill of the sound, switch gears and head east to the sea. With seven miles of pristine sandy shores, a perfect beach day is an easy ask. After a long day reading, relaxing, or otherwise bumming around in the sun, you'll have your pick of restaurants to refuel for your next adventure. If you've had a successful day of fishing, grilling your own fresh catch is a worthy pursuit. Once night falls, grab a flashlight and follow the sound of the waves back to the beach for a different type of crabbing. This time, you'll need quick hands and a keen eye to spot and snag ghost crabs as they scurry across the white sand.





CREDIT: OUTER BANKS VISITORS BUREAU

## Where to Eat in Duck

There's no denying Duck is a small town, but when it comes to dining, it certainly doesn't feel that way. With more than 40 restaurants, bars, and cafes scattered along the island, you'll have more than your fair share of options to choose from—even if you decide to eat breakfast, lunch, and dinner out on each day of your stay. For a fully loaded biscuit sandwich, [Treehouse Coffee Company](#) is your spot. The Chicken Apple & Brie Biscuit is a year-round favorite. [Outer Bean Café](#) is also a great spot for toasts, bagels, acai bowls, and smoothies. At [Coastal Cravings](#), you can grab a great meal any time of day from a full-service restaurant located in a converted Burger King. At dinner, start your meal with the famous Duck Wontons, served with creole lobster sauce and North Carolina smoked sausage. From there you can't go wrong with a fresh seafood platter, especially when you're that close to the water. For an upscale dinner featuring the best of Coastal Carolina's bounty with gorgeous views of the water, look no further than [The Blue Point](#). Their BackBar overlooking the sound is a popular spot for cocktails and live music. At local favorite [Red Sky Cafe](#), try the pan-seared scallops with Parmesan risotto. For a casual lunch, check out Duck Duck Burgers, [Cookshack Fried Chicken](#), or Coastal

Cravings' sister restaurant Coastal Cantina. And of course, you can't leave Duck without a sampling of the legendary one-bite, hot cake donuts at Duck Donuts. The tiny treats come with a variety of special flavors and toppings like the fan-favorite Bacon in the Sun, dressed with maple icing, chopped bacon, and salted caramel drizzle, and the Peanut Butter Paradise with peanut butter icing and chocolate drizzle.



CREDIT: SANDERLING RESORT

## Where to Stay in Duck

One of Duck's best qualities is an uncanny ability to make its visitors feel right at home. A lot of that has to do with the huge variety of vacation rental homes in the area. From well-equipped waterfront homes large enough for multiple families or multigenerational groups, to smaller cottages tucked into Duck's friendly residential streets, there's something for everyone. Check rental sites like Twiddy & Company and Southern Shores Realty to browse your options. The crown jewel of accommodations in Duck is Sanderling Resort, a AAA Four Diamond seaside retreat known for its classic Outer Banks architecture, excellent restaurants, and world-class amenities. The main resort features 120 rooms, each with their own private decks. There are

also five vacation rental homes on property. Even those who don't choose to stay at Sanderling can't resist coming by for a treatment at the spa, meal at Kimball's Kitchen, or surf lesson at the resort's private beach.



[TRAVEL \(/TRAVEL/\)](#) / [VACATION IDEAS \(/TRAVEL/VACATION-IDEAS/\)](#)

## Beaches



## 8 Great Beach Vacations

Slather on the sunscreen — these coastal destinations offer a perfect blend of sun, sand and surf

by Jen Murphy, **AARP** (<http://www.aarp.org>), July 15, 2022



MALTE MUELLER/GETTY IMAGES

**Insider Tip:** Chris and Tracy Vlaun, the husband-and-wife duo behind V Art of Wellness, offer the perfect yin-and-yang workout-yoga sessions on the sand (group and private) in Miami.



PHOTO BY: EPICUREAN/GETTY IMAGES

## The Outer Banks, North Carolina

Home to one of the largest swaths of undeveloped beaches on the East Coast, this chain of barrier islands attracts adventurous souls who want to do more than just lounge. Lovingly known as OBX, the region is made up of four islands, six towns and 12 seaside villages. Shallow water and consistent wind make spots like Manteo and Jockey's Ridge State Park kite-flying and windsurfing meccas. The waves in Nags Head and Rodanthe are magnets for surfers. And thousands of shipwrecks lure divers to the coast. Some of the best beach camping can be found within Cape Hatteras National Seashore. When it comes to childhood summertime nostalgia, you can't beat the town of Duck, where families still go crabbing straight off the docks.

**Stay:** Sanderling Resort is a staple summer oasis set on 13-acres that front the Atlantic and Currituck Sound near the town of Duck. Private beach access means guests are always steps from the sand, though the world-class spa may have you wishing for a cloudy day. Rates start at \$255.

**Insider Tip:** Aviation fans can fly a reproduction of the Wright Brothers' ([/travel/vacation-ideas/history-culture/info-2022/wright-brothers-national-memorial.html](https://www.aarp.org/travel/vacation-ideas/beaches/info-2022/summer-getaways.html?intcmp=AE-HP-TTN-R7-POS4-REALPOSS-TODAY)). 1902 glider above the dunes of Jockey's Ridge State Park at Kitty Hawk Kites.

# The best national parks in North Carolina span mountains, beaches and battlegrounds



Caroline Eubanks

Jun 29, 2022 • 5 min read



National parks in North Carolina range from the Great Smoky Mountains to the windswept beaches of the Outer Banks © Jacob Kupferman / Getty Images

The best national parks in North Carolina span mountains, beaches and battlegrounds



[North Carolina](#) is blessed with National Park Service lands in nearly every corner of the state. Each park focuses on a different aspect of state history, and almost all offer the chance to get outdoors into nature.

Some are ideal for a day trip, while others warrant multiple days of exploration. Best of all, the vast majority of the state's national parks and seashores are free to visit.

Here's our guide to the best national parks in North Carolina from the Great Smoky Mountains to the Outer Banks.





The Bodie Island Lighthouse is an atmospheric stop along the Cape Hatteras shoreline © MarkVanDykePhotography / Shutterstock

## Cape Hatteras National Seashore

### Best park for beaches and treasure hunting

[Cape Hatteras](#) is one of two stretches of protected coastline in the [Outer Banks](#), the sandy barrier islands that flank the North Carolina coast. This 70-mile stretch of seashore runs from Whalebone to Ocracoke Island, including several sections connected by ferry.

Along the way, visitors can drop in on such historic landmarks as [the site of Blackbeard's final battle](#) and the [Bodie Island](#) and [Ocracoke](#) lighthouses. Ocracoke is the oldest operating lighthouse in North Carolina and the second-oldest in the country.

Cape Hatteras' four beaches – Coquina, Ocracoke, Friso and Old Lighthouse – provide ample space for walks, kite flying or building sand castles. Lifeguards are on hand during the summer, but be mindful of rip currents. Fishing is possible with a permit. You can also spot wildlife, including turtles, piping plovers and seals.

There's no fee to enter the national seashore, but activities such as lighthouse visits, campground reservations and marina access require admission fees. You can also get a permit to drive off-road vehicles on the beach. Cape Hatteras has four campgrounds, two of which are seasonal, and all can accommodate tents and RVs.



# 10 Best U.S. Islands for a Family Vacation

Cheryl Rodewig

June 16, 2022

Maybe you're dreaming of an island getaway—the serenity, the privacy, the lapping water. Turns out, you may not need to book a flight. The U.S. has a number of island getaways, reachable by hopping a ferry or driving across a bridge.

A lot more than beach awaits you on the other side. On these amazing islands, families can enjoy historic landmarks, stunning nature and kid-friendly entertainment—along with that priceless feeling of getting away from it all.





*Courtesy of OuterBanks.org*

While most of the Outer Banks front the Atlantic Ocean, **Roanoke Island** is different, slivered between two sounds, green rather than beachy, with acres of woodlands. This is the place for time travel. Visit the 1580s at the Fort Raleigh National Historic Site and the 25-acre **Roanoke Island Festival Park**, complete with a Native American town, adventure museum and a crew of 16th-century sailors aboard the Elizabeth II. Fast-forward to the 19<sup>th</sup> century and pretend to be a farmer at the interactive Island Farm. Discover the area's seafaring past at both the lighthouse and maritime museum. See how sharks, eels and more turn a shipwreck into habitat in the "Graveyard of the Atlantic," a 285,000-gallon exhibit at the North Carolina Aquarium on Roanoke Island. But whatever you do, don't miss "The Lost Colony of Roanoke," an outdoor summer musical going strong for 85 years. [outerbanks.org](http://outerbanks.org)

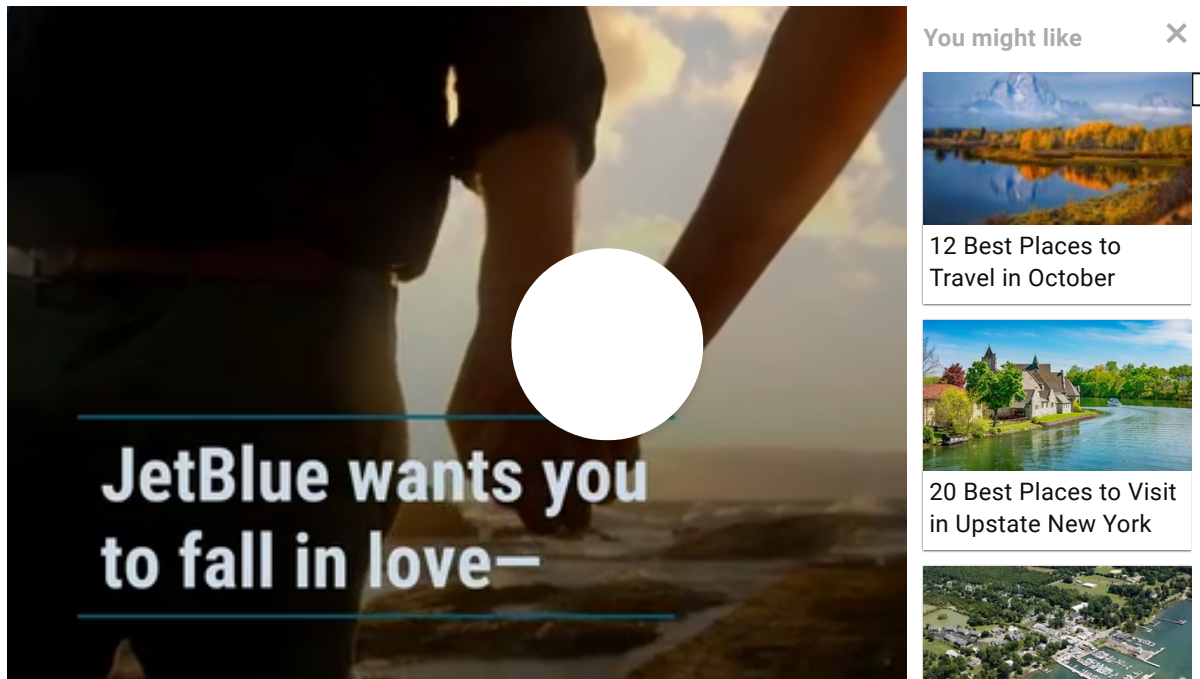
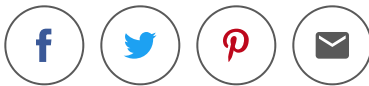


TRIP IDEAS &gt; FALL VACATIONS

# 12 Best Places to Travel in October

These are the best places to travel in October in the United States and around the world.

By **Patricia Doherty** | Updated on August 26, 2022



If you missed your summer vacation and still have travel on your mind, you're in luck. In places like Hawaii, North Carolina, and Europe, the tourist count is dropping and so are prices. Temperatures might be a bit lower too, but you can still find beaches and ideal weather for being outdoors. Does October mean leaf peeping, Halloween, or Oktoberfest for you? We have places to enjoy those annual events.

**SUBSCRIBE**

PHOTO: JOE SOHM/VISIONS OF AMERICA/GETTY IMAGES

Summer beach crowds are gone, prices are lower, and the weather is still beautiful in the Outer Banks towns of North Carolina. It's prime time for fishing and feasting on fresh seafood. Visit for Oyster Week October 10-16, the Outer Banks Seafood Festival on October 15, the Duck Jazz Festival, or one of the many other autumn events. Stay in town at the beachfront Sanderling Resort or on the Cape Hatteras National Seashore at the Inn on Pamlico Sound. In the same area, Ocracoke Harbour Inn features views of Silver Lake.

## Outer Banks, North Carolina



**DARE COUNTY TOURISM BOARD RESOLUTION REGARDING OCCUPANCY TAXES  
OVERPAID FROM DARE COUNTY CAMPGROUNDS**

**WHEREAS,** Dare County has received overpayments of occupancy taxes and the North Carolina General Statutes do not provide a process for those who have overpaid to file for a refund; and

**WHEREAS,** Dare County disbursed to the Dare County Tourism Board a portion of the overpaid occupancy taxes, pursuant to 1991 House Bill 225; and

**WHEREAS,** Dare County and the Dare County Tourism Board desire to refund any overpayments for the period within the applicable statute of limitations; and

**WHEREAS,** the Dare County Manager is, upon verification of any sums overpaid, authorized to refund the County's share of overpaid occupancy taxes for the period within the applicable statute of limitations and to enter any budget amendments as are necessary to accomplish such refund; and

**WHEREAS,** the Dare County Tourism Board, will reimburse to the County the overpaid sums collected by the Dare County Tourism Board and, in turn, Dare County will oversee the refunds of overpaid occupancy taxes; and

**WHEREAS,** the Dare County Tourism Board's Chair, Executive Director and Finance Officer are authorized to take such actions as are necessary to fulfill the intent and purpose of this resolution.

**NOW, THEREFORE, BE IT RESOLVED,** The Dare County Tourism Board adopts this Resolution to acknowledge it shall reimburse Dare County the overpaid occupancy taxes when claimants and claim amounts are made known and verified.

ADOPTED THIS X DAY OF MONTH 2022 by support of the Dare County Tourism Board.

DARE COUNTY TOURISM BOARD

\_\_\_\_\_  
Chair

ATTEST:

\_\_\_\_\_  
Secretary