



Dare County Tourism Board Meeting

September 21, 2023

9:00 a.m.

**Keller Meeting Room-Duck Town Hall
1200 Duck Road
Duck, NC 27949**

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, SEPTEMBER 21, 2023
9:00 A.M.
KELLER MEETING ROOM-DUCK TOWN HALL
1200 DUCK ROAD
DUCK, NC 27949

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the August 17, 2023 Meeting
- V. Public Comments
- VI. Chairman's Report
- VII. Budget & Finance Report
 1. Monthly Reports
- VIII. Grants Committee Report
 1. Event Grant Recommendations
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, AUGUST 17, 2023
9:00 A.M.
JOCKEY'S RIDGE STATE PARK VISITORS CENTER
300 W. CAROLISTA DRIVE
NAGS HEAD, NC 27959**

ATTENDING:

Tim Cafferty, Chairman; Monica Thibodeau, Vice Chair; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; David Hines, Secretary; Mark Ballog, Tod Clissold, Tonia Cohen, Richard Hess, Leo Holland, Dennis Robinson, and Mike Siers, and Jay Wheless.

EXCUSED ABSENCE: Gray Berryman.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Aaron Tuell, Public Relations Manager
Jeff Schwartzberg, Community Engagement Manager

OTHERS ATTENDING: Joy Greenwood, Superintendent, Jockey's Ridge State Park; Luke Halton, 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. Superintendent Greenwood welcomed the Board.

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Second by Mr. Siers. There was no discussion. The motion passed unanimously (12-0).

APPROVAL OF MINUTES: Ms. Thibodeau moved to approve the meeting minutes from June 15, 2023 meeting. Second by Mr. Hess. There was no discussion. The motion passed unanimously (12-0).

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

CHAIRMAN'S REPORT: The Chairman introduced the recently hired Community Engagement Manager Jeff Schwartzberg.

The Board reviewed the extension request from Chicamacomico Historical Association. Following discussion, Mr. Robinson moved to approve an extension to September 30, 2023 for Chicamacomico Historical Association. Second by Mr. Siers. There was no discussion. The motion passed unanimously (12-0).

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 are up 1.58% compared to 2022-2023 actual receipts. The Board discussed how pricing increases were impacting the monthly receipts.

LONG RANGE TOURISM MANAGEMENT PLAN DISCUSSION: Lee Nettles reviewed the draft operating procedures and application for the Long Range Tourism Management Plan Task Force. During discussion, Jay Wheless offered his legal opinion on the procedures and changes that need to be made. The Board reached consensus to have staff continue working with Legal Counsel on the application and to continue moving forward with the taskforce.

Ms. Ingram noted the upcoming State of the Child conference and suggested the CEM attend or that it was a part of the task force.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Updated the Board on the remodel of the marketing department
- Noted plans to attend the upcoming ESTO conference, along with Aaron Tuell
- Meeting with Property Managers to discuss marketing plans
- Additional marketing efforts and localized TV spots to help firm up the last part of summer
- Reviewed the marketing dashboard, noting new metrics within the dashboard. Mr. Hess asked if there was a platform to share the spending data with the industry partners. Lee Nettles noted that he would look into a way to share that data without violating the terms of the contract. (without giving away proprietary information).

Lee Nettles reported on continuing work with Dare County Schools on the “Careers Beyond the Counter” program and upcoming events at the Soundside Event Site.

Aaron Tuell reviewed recent press coverage, familiarization tours, and upcoming press trips.

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

NEW BUSINESS: The Board reviewed and discussed the letter of support for the SAND (on file) for the US Department of Transportation 2023 PROTECT Grant. Mr. Bateman moved to recommend approval of the support letter to the full Board. Second by Mr. Hines. There was no discussion. The motion passed unanimously (12-0).

BOARD MEMBER COMMENTS: Mr. Holland noted that Southern Shores would hold a public hearing on expanding the sidewalks within the town and that traffic seems to have settled down. Ms. Ingram noted the grand opening of the splash pad at Meekins Field. Ms. Thibodeau noted the upcoming Duck Jazz Festival. Mr. Hess noted the upcoming Seafood Festival. Mr. Robinson noted the weather tower dedication and upcoming Day at the Docks. Ms. Cohen noted that most J-1 workers were beginning to leave. Mr. Ballog noted the same, as well college students, so places were starting to be short staffed.

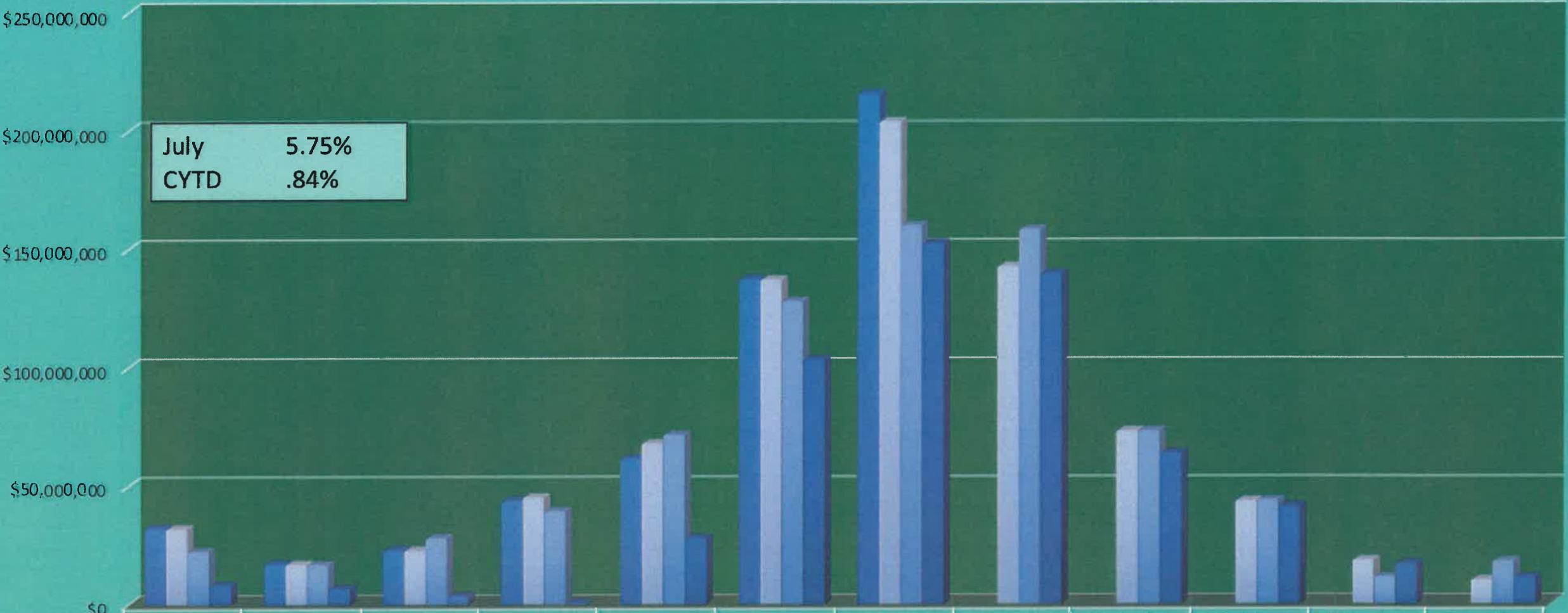
SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, September 21, 2023 at 9:00 a.m. with the location to be announced.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:22 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

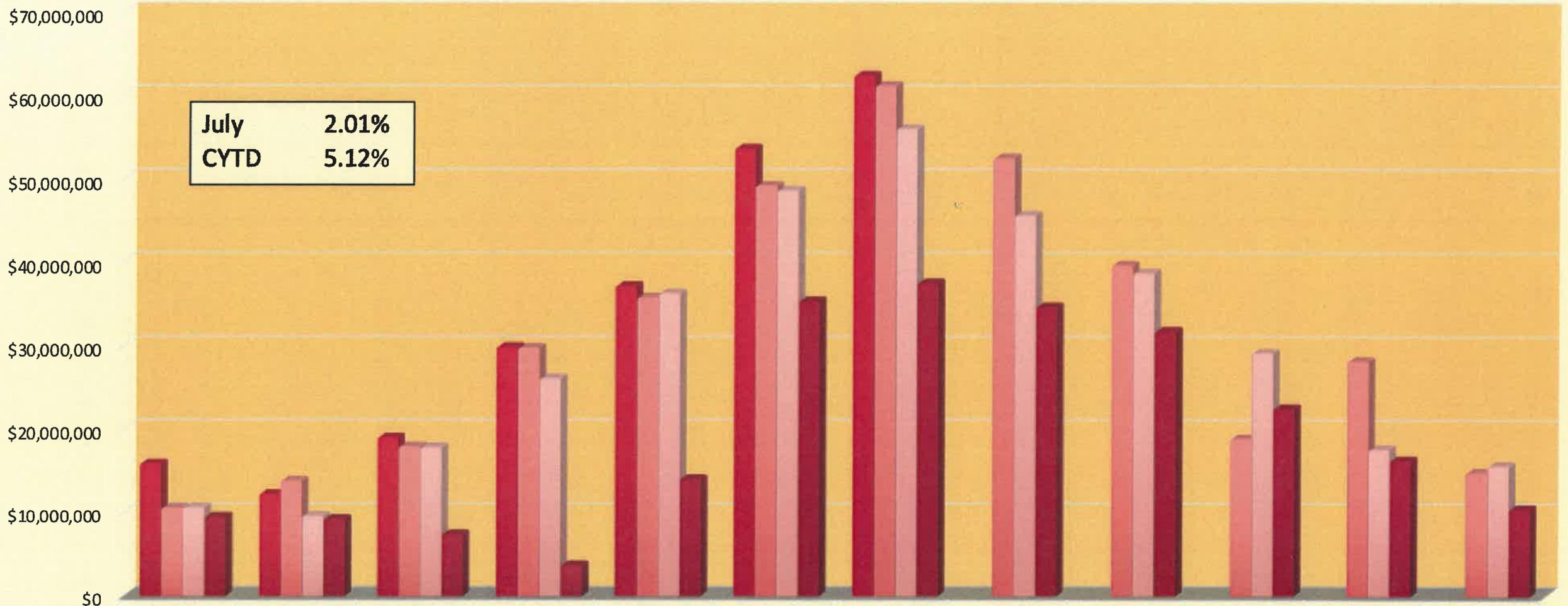
Occupancy Collections



July 5.75%
CYTD .84%

	January	February	March	April	May	June	July	August	September	October	November	December
2023	32,326,040	17,078,293	22,911,263	43,812,778	61,544,693	137,311,567	215,518,673					
2022	32,129,068	17,071,361	22,897,441	45,219,347	67,998,385	136,993,703	203,794,691	142,641,161	73,185,366	43,568,138	18,554,321	10,195,045
2021	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,319	159,994,974	158,280,320	73,112,498	43,787,109	11,394,032	18,096,294
2020	8,223,680	6,788,236	3,538,436	715,316	28,192,673	103,467,906	152,256,684	139,737,864	63,775,711	41,364,509	17,053,031	11,266,628

Meals Collections



July	2.01%
CYTD	5.12%

	January	February	March	April	May	June	July	August	September	October	November	December
2023	15,914,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753					
2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654
2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2023-2024**

FISCAL YEAR		PROJECTED FY 23-24	ACTUAL FY 23-24	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$1,134,925.00	\$1,367,017.91	\$232,092.91	20.45%
<u>JULY RECEIVED</u>	MEALS	<u>\$372,125.00</u>	<u>\$514,981.30</u>	<u>\$142,856.30</u>	<u>38.39%</u>
		\$1,507,050.00	\$1,881,999.21	\$374,949.21	24.88%
<i>JULY EARNED</i>	OCCUPANCY	\$1,528,655.00	\$2,165,402.07	\$636,747.07	41.65%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$431,030.00</u>	<u>\$604,977.26</u>	<u>\$173,947.26</u>	<u>40.36%</u>
		\$1,959,685.00	\$2,770,379.33	\$810,694.33	41.37%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,383,710.00	\$0.00	\$0.00	0.00%
<u>SEPT RECEIVED</u>	MEALS	<u>\$408,970.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,792,680.00	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$542,895.00	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$276,660.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$819,555.00	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$261,640.00	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	MEALS	<u>\$212,220.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$473,860.00	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$112,835.00	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	<u>\$134,805.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$247,640.00	\$0.00	\$0.00	0.00%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$81,700.00	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$106,990.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$188,690.00	\$0.00	\$0.00	0.00%
<i>JANUARY EARNED</i>	OCCUPANCY	\$272,985.00	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$90,410.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$363,395.00	\$0.00	\$0.00	0.00%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$133,825.00	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$92,745.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$226,570.00	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$136,055.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$261,290.00	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$275,870.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$209,790.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,660.00	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$353,200.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$252,670.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$605,870.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$2,663,580.00	\$3,532,419.98	\$868,839.98	32.62%
TO-DATE	MEALS	<u>\$803,155.00</u>	<u>\$1,119,958.56</u>	<u>\$316,803.56</u>	<u>39.44%</u>
		\$3,466,735.00	\$4,652,378.54	\$1,185,643.54	34.20%
TOTAL	OCCUPANCY	\$6,207,475.00			
PROJECTED	MEALS	<u>\$2,724,470.00</u>			
2023-2024		\$8,931,945.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2022-2023		2022	2023		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
	MEALS	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$320,768.60	\$322,624.32	\$1,855.72	0.58%
	MEALS	<u>\$93,580.41</u>	<u>\$124,423.37</u>	<u>\$30,842.96</u>	<u>32.96%</u>
		\$414,349.01	\$447,047.69	\$32,698.68	7.89%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$170,200.72	\$170,000.09	(\$200.63)	-0.12%
	MEALS	<u>\$131,328.38</u>	<u>\$116,207.73</u>	<u>(\$15,120.65)</u>	<u>-11.51%</u>
		\$301,529.10	\$286,207.82	(\$15,321.28)	-5.08%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$229,960.99	\$228,526.82	(\$1,434.17)	-0.62%
	MEALS	<u>\$176,838.05</u>	<u>\$179,535.02</u>	<u>\$2,696.97</u>	<u>1.53%</u>
		\$406,799.04	\$408,061.84	\$1,262.80	0.31%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$451,019.43	\$436,134.79	(\$14,884.64)	-3.30%
	MEALS	<u>\$284,410.03</u>	<u>\$284,934.66</u>	<u>\$524.63</u>	<u>0.18%</u>
		\$735,429.46	\$721,069.45	(\$14,360.01)	-1.95%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$679,226.62	\$612,281.25	(\$66,945.37)	-9.86%
	MEALS	<u>\$344,507.94</u>	<u>\$359,175.60</u>	<u>\$14,667.66</u>	<u>4.26%</u>
		\$1,023,734.56	\$971,456.85	(\$52,277.71)	-5.11%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,366,625.62	\$1,367,017.91	\$392.29	0.03%
	MEALS	<u>\$486,160.01</u>	<u>\$514,981.30</u>	<u>\$28,821.29</u>	<u>5.93%</u>
		\$1,852,785.63	\$1,881,999.21	\$29,213.58	1.58%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$2,025,876.87	\$2,165,402.07	\$139,525.20	6.89%
	MEALS	<u>\$597,289.43</u>	<u>\$604,977.26</u>	<u>\$7,687.83</u>	<u>1.29%</u>
		\$2,623,166.30	\$2,770,379.33	\$147,213.03	5.61%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,434,166.40	\$0.00	\$0.00	0.00%
	MEALS	<u>\$496,883.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,931,049.78	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$725,052.86	\$0.00	\$0.00	0.00%
	MEALS	<u>\$398,737.51</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,123,790.37	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$433,387.04	\$0.00	\$0.00	0.00%
	MEALS	<u>\$162,642.84</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$596,029.88	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$185,251.27	\$0.00	\$0.00	0.00%
	MEALS	<u>\$300,138.52</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,389.79	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
Total To Date	OCCUPANCY	\$5,435,345.33	\$5,403,085.34	(\$32,259.99)	-0.59%
	Meals	<u>\$2,286,672.18</u>	<u>\$2,327,449.93</u>	<u>\$40,777.75</u>	<u>1.78%</u>
		\$7,722,017.51	\$7,730,535.27	\$8,517.76	0.11%
<i>Total for Year</i>					
	OCCUPANCY	\$8,213,202.90			
	MEALS	<u>\$3,645,074.43</u>			
		\$11,858,277.33			

OCCUPANCY & MEALS FY 2023-2024

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
		FY 22-23	FY 23-24		
<i>JUNE EARNED</i>	OCCUPANCY	\$1,366,625.62	\$1,367,017.91	\$392.29	0.03%
<u>JULY RECEIVED</u>	MEALS	<u>\$486,160.01</u>	<u>\$514,981.30</u>	<u>\$28,821.29</u>	<u>5.93%</u>
		\$1,852,785.63	\$1,881,999.21	\$29,213.58	1.58%
<i>JULY EARNED</i>	OCCUPANCY	\$2,025,876.87	\$2,165,402.07	\$139,525.20	6.89%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$597,289.43</u>	<u>\$604,977.26</u>	<u>\$7,687.83</u>	<u>1.29%</u>
		\$2,623,166.30	\$2,770,379.33	\$147,213.03	5.61%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,434,166.40	\$0.00	\$0.00	0.00%
<u>SEPT RECEIVED</u>	MEALS	<u>\$496,883.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,931,049.78	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$725,052.86	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$398,737.51</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,123,790.37	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$433,387.04	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	MEALS	<u>\$162,642.84</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$596,029.88	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$185,251.27	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	<u>\$300,138.52</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,389.79	\$0.00	\$0.00	0.00%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$101,098.09	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$143,214.99</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$244,313.08	\$0.00	\$0.00	0.00%
<i>JANUARY EARNED</i>	OCCUPANCY	\$322,624.32	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$124,423.37</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$447,047.69	\$0.00	\$0.00	0.00%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$170,000.09	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$116,207.73</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$286,207.82	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$228,526.82	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$179,535.02</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$408,061.84	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$436,134.79	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$284,934.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$721,069.45	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$612,281.25	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$359,175.60</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$971,456.85	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$3,392,502.49	\$3,532,419.98	\$139,917.49	4.12%
	MEALS	<u>\$1,083,449.44</u>	<u>\$1,119,958.56</u>	<u>\$36,509.12</u>	<u>3.37%</u>
		\$4,475,951.93	\$4,652,378.54	\$176,426.61	3.94%
TOTAL ACTUAL 2022-2023	OCCUPANCY	\$8,041,025.42			
	MEALS	<u>\$3,649,343.06</u>			
		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2023	2022	2021	2020	2019	2018	Variance 2023-2022	Percent Change
January	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	139,035	2.59%
February	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	632,090	12.42%
March	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152	120,397	2.55%
April	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431	238,334	3.73%
May	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088	-869,859	-9.60%
June	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	6,558,353	23,873	0.24%
July	0	15,463,045	14,146,535	12,370,251	11,321,288	10,815,908		
August	0	17,642,098	16,810,430	13,794,215	13,178,541	12,870,106		
September	0	15,470,465	14,558,020	12,478,041	11,799,596	10,996,721		
October	0	10,371,192	10,366,595	9,103,596	6,834,818	6,542,087		
November	0	7,843,407	7,717,041	6,925,862	5,191,614	4,932,146		
December	0	6,006,535	5,741,952	5,029,105	3,874,539	3,719,123		
YTD	<i>40,926,030</i>	<i>40,642,160</i>	<i>38,142,039</i>	<i>22,090,753</i>	<i>26,240,956</i>	<i>24,521,146</i>	<i>283,870</i>	<i>0.70%</i>
TOTAL	40,926,030	113,438,902	107,482,612	81,791,823	78,441,352	74,397,237		
YTD % Change	0.70%	6.55%	72.66%	-15.82%	7.01%	39.31%		
Total % Change	0.70%	5.54%	31.41%	4.27%	5.44%	1.51%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306
February	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002
March	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289
April	43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724
May	61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112
June	137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630
July	215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465
August		142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681
September		73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276
October		43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119
November		18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045
December		10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348
YTD Total	530,503,307	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
Total	530,503,307	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997
YTD % Change	0.84%	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%
Total % Change	0.84%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%
Month Increase/Decrease/Increase(Decrease)/Qtr	5.75%	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%
Qtr 1 (Dec-Feb)	-11.44%	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%
Qtr 2 (Mar-May)	-5.76%	-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%
Qtr 3 (June-Aug)	3.53%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%
Qtr 4 (Sept-Nov)		5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%
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, 2023														
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														
2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077
February	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714
March	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634
April	29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388
May	37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030
June	53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735
July	62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259
August		52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361
September		39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839
October		18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890
November		28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724
December		14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306
YTD Total	229,447,467	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
Total	229,447,467	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957
YTD % Change	5.12%	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%
Total % Change	5.12%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%
Month Increase/(Decrease)	2.01%	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%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	5.13%	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%
Qtr 2 (Mar-May)	3.15%	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%
Qtr 3 (June-Aug)	5.16%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%
Qtr 4 (Sept-Nov)		1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%
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														
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														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-									
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	21,848	18,954	69,721	33,385	85,050	149,040	101,762	197,792	177,093	15,667	57,144	60,734	73,666	65,334	51,898
February	143,923	27,050	54,287	88,113	68,535	79,720	89,994	183,108	180,687	21,786	54,050	55,880	87,169	71,244	54,275
March	85,386	29,171	136,583	-6,494	122,945	249,522	63,921	692,174	414,682	159,347	160,084	65,539	206,483	136,291	117,052
April	877,315	9,994	259,204	260,362	186,041	587,966	1,930	1,235,799	1,294,819	454,658	365,960	48,233	404,682	326,574	298,479
May	309,416	91,397	282,278	285,411	262,423	990,995	1,130,609	1,918,384	1,046,309	571,317	600,680	254,673	565,909	530,590	410,132
June	417,010	351,108	570,964	330,644	353,506	1,830,953	2,412,414	2,845,176	1,770,185	1,305,653	1,288,613	795,837	919,645	833,391	705,955
July	300,025	363,847	446,262	595,516	427,557	1,966,882	2,685,694	3,088,190	1,860,733	1,284,313	1,563,325	1,043,368	1,058,556	1,166,419	936,181
August	369,371	373,764	532,087	383,480		1,510,242	1,588,143	2,216,628	1,415,619		872,728	902,896	902,324	778,232	
September	254,760	278,989	401,958	240,314		427,073	1,348,600	1,567,213	888,980		437,579	551,614	608,182	610,925	
October	149,153	155,303	165,873	237,302		406,219	922,352	1,030,829	438,511		308,779	493,509	491,572	357,764	
November	74,856	65,719	125,498	77,421		126,014	355,225	365,096	176,484		143,147	63,227	145,754	79,095	
December	82,449	106,697	136,248	28,424		59,397	149,223	178,506	-5,128		55,559	214,261	90,408	187,222	
<i>YTD Totals</i>	<i>2,154,923</i>	<i>891,521</i>	<i>1,819,299</i>	<i>1,586,937</i>	<i>1,506,057</i>	<i>5,855,078</i>	<i>6,486,324</i>	<i>10,160,623</i>	<i>6,744,508</i>	<i>3,812,741</i>	<i>4,089,856</i>	<i>2,324,264</i>	<i>3,316,110</i>	<i>3,129,843</i>	<i>2,573,972</i>
Total	3,085,512	1,871,993	3,180,963	2,553,878	1,506,057	8,384,023	10,849,867	15,518,895	9,658,974	3,812,741	5,907,648	4,549,771	5,554,350	5,143,081	2,573,972
Month Increase	-25.27%	21.27%	22.65%	33.45%	-28.20%	21.87%	36.55%	14.99%	-39.75%	-30.98%	1.35%	-33.26%	1.46%	10.19%	-19.74%
<i>YTD Increase</i>	72.72%	-58.63%	104.07%	-12.77%	-5.10%	19.28%	10.78%	56.65%	-33.62%	-43.47%	1.57%	-43.17%	42.67%	-5.62%	-17.76%
Total Year Increa	60.33%	-39.33%	69.92%	-19.71%		12.62%	29.41%	43.03%	-37.76%		-10.68%	-22.99%	22.08%	-7.40%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Online Travel OTC *	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies				
January	1,301,265	1,437,035	1,748,076	1,643,048	1,933,579	19,038	18,951	80,549	149,571	159,300	4,641,865	6,501,671	20,308,517	30,139,025	30,132,778
February	1,331,764	1,533,776	1,728,750	2,126,093	2,107,700	21,882	25,687	121,593	228,025	311,380	4,283,950	4,958,235	14,641,992	14,518,460	14,706,513
March	2,618,614	1,246,258	3,909,056	3,943,594	4,072,116	48,950	24,532	456,135	458,768	521,683	6,065,892	2,033,390	22,818,135	18,269,896	18,236,039
April	5,082,911	272,368	7,371,174	8,104,880	8,083,416	129,659	6,532	690,426	970,654	1,063,464	14,912,027	382,791	29,766,955	35,002,625	34,488,045
May	8,296,802	3,148,199	11,955,124	10,324,362	10,518,694	148,954	188,734	1,201,894	1,151,529	1,247,200	25,901,180	23,445,254	56,477,960	55,576,157	49,509,116
June	11,050,965	11,291,492	17,405,621	16,192,842	16,054,375	220,076	689,124	1,781,971	1,801,287	2,070,056	86,974,007	88,087,699	105,559,551	117,473,065	118,553,305
July	13,333,255	16,489,187	22,217,201	20,666,774	21,259,405	280,756	291,105	2,244,007	2,397,468	2,892,211	93,189,170	131,031,173	132,554,585	178,978,115	191,239,034
August	14,094,249	13,307,261	18,448,886	16,657,613		266,881	244,691	2,161,167	2,079,173		121,424,486	122,944,015	135,457,160	122,930,026	
September	6,280,715	9,374,533	11,630,739	11,442,403		128,596	495,636	1,369,614	1,254,083		37,793,636	51,755,580	58,512,166	59,777,401	
October	5,163,907	6,047,939	7,830,739	7,109,786		76,787	91,603	794,126	637,398		16,375,128	33,435,472	34,110,939	35,292,753	
November	1,972,903	1,882,898	2,106,980	3,118,187		31,815	7,333	8,921	301,371		9,080,251	14,518,005	8,640,528	14,980,559	
December	1,413,200	1,833,474	3,253,943	1,900,473		22,812	50,865	515,173	234,745		4,773,626	8,836,444	14,219,918	7,958,228	
<i>YTD Totals</i>	<i>43,015,576</i>	<i>35,418,315</i>	<i>66,335,002</i>	<i>63,001,593</i>	<i>64,029,285</i>	<i>869,315</i>	<i>1,244,665</i>	<i>6,576,575</i>	<i>7,157,302</i>	<i>8,265,294</i>	<i>235,968,091</i>	<i>256,440,213</i>	<i>382,127,695</i>	<i>449,957,343</i>	<i>456,864,830</i>
Total	71,940,550	67,864,420	109,606,289	103,230,055	64,029,285	1,396,206	2,134,793	11,425,576	11,664,072	8,265,294	425,415,218	487,929,729	633,068,406	690,896,310	456,864,830

Month Increase	-1.36%	23.67%	34.74%	-6.98%	2.87%	-42.52%	3.69%	670.86%	6.84%	20.64%	-20.23%	40.61%	1.16%	35.02%	6.85%
<i>YTD Increase</i>	-1.25%	-17.66%	87.29%	-5.03%	1.63%	-31.03%	43.18%	428.38%	8.83%	15.48%	-4.11%	8.68%	49.01%	17.75%	1.54%
Total Year Increa	3.84%	-5.67%	61.51%	-5.82%		-29.07%	52.90%	435.21%	2.09%		4.24%	14.69%	29.75%	9.13%	

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

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January		4,048,599	7,565,248	10,640,444	10,970,042	100,883	103,524	117,805	71,183	107,068	6,272,045	8,223,680	22,515,577	32,129,068	32,326,040
February		3,640,228	8,831,162	9,964,265	9,901,463	111,202	123,301	138,103	86,764	119,484	6,004,609	6,788,236	16,833,409	17,071,361	17,078,293
March		392,302	14,285,652	11,694,833	11,682,633	191,043	100,157	288,353	139,472	203,764	9,370,541	3,538,436	28,050,784	22,897,441	22,911,263
April		54,406	11,899,053	11,767,660	12,328,326	356,959	0	387,071	230,087	302,139	22,183,138	715,316	39,424,885	45,219,347	43,812,778
May		7,959,755	11,894,484	12,431,457	12,627,627	329,769	122,541	429,562	235,556	273,011	36,428,842	28,192,673	71,629,217	67,998,385	61,544,693
June		15,349,447	15,036,636	18,707,648	18,477,129	441,718	529,356	646,362	393,576	338,773	102,003,266	103,467,906	127,947,319	136,993,703	137,311,567
July	9,774,831	14,163,157	18,366,907	22,972,242	23,810,322	538,288	643,415	630,180	527,134	372,183	110,890,945	152,256,684	159,994,974	203,794,691	215,518,673
August	24,094,200	14,432,996	15,236,263	17,820,645		534,008	621,785	723,235	476,191		138,805,084	139,737,864	158,280,320	142,641,161	0
September	5,444,607	7,502,538	9,479,100	9,589,739		210,087	466,395	392,240	225,343		45,403,850	63,775,711	73,112,498	73,185,366	0
October	3,090,168	5,199,066	6,243,795	5,954,385		215,456	309,934	157,157	132,022		22,618,642	41,364,509	43,787,109	43,568,138	0
November	1,659,752	894,605	698,108	4,271,270		126,782	167,957	10,176	122,575		11,523,953	17,053,031	11,394,032	18,554,321	0
December	1,465,862	4,304,339	7,063,801	3,945,571		120,970	126,529	217,271	125,826		6,505,201	11,266,628	18,096,294	10,195,045	0
<i>YTD Totals</i>	<i>9,774,831</i>	<i>45,607,894</i>	<i>87,879,142</i>	<i>98,178,549</i>	<i>99,797,542</i>	<i>2,069,862</i>	<i>1,622,294</i>	<i>2,637,436</i>	<i>1,683,772</i>	<i>1,716,422</i>	<i>293,153,386</i>	<i>303,182,931</i>	<i>466,396,165</i>	<i>526,103,996</i>	<i>530,503,307</i>
Total	45,529,420	77,941,438	126,600,209	139,760,159	99,797,542	3,277,165	3,314,894	4,137,515	2,765,729	1,716,422	518,010,116	576,380,674	771,066,418	814,248,027	530,503,307

Month Increase		44.89%	29.68%	25.07%	3.65%	10.08%	19.53%	-2.06%	-16.35%	-29.39%	-17.49%	37.30%	5.08%	27.38%	5.75%
<i>YTD Increase</i>			92.68%	11.72%	1.65%	8.99%	-21.62%	62.57%	-36.16%	1.94%	-2.84%	3.42%	53.83%	12.80%	0.84%
Total Year Increa			62.43%	10.39%		7.95%	1.15%	24.82%	-33.15%		4.35%	11.27%	33.78%	5.60%	

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

DARE COUNTY GROSS OCCUPANCY BY DISTRICT																
	2023	% OF	2023	% OF	2023	% OF	2023	% OF								
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	TOTAL	TOTAL
AVON	5,173,494	16.0%	1,436,510	8.4%	1,478,670	6.5%	2,932,683	6.7%	4,203,140	6.8%	7,858,075	5.7%	12,983,077	6.0%	36,065,649	6.8%
BUXTON	382,351	1.2%	282,831	1.7%	434,490	1.9%	1,119,059	2.6%	1,597,647	2.6%	2,656,985	1.9%	4,077,724	1.9%	10,551,087	2.0%
COLINGTON	8,009	0.0%	9,524	0.1%	28,233	0.1%	69,123	0.2%	145,585	0.2%	612,570	0.4%	799,749	0.4%	1,672,793	0.3%
FRISCO	929,907	2.9%	217,764	1.3%	341,414	1.5%	1,006,995	2.3%	1,460,567	2.4%	2,798,272	2.0%	4,106,793	1.9%	10,861,712	2.0%
HATTERAS	3,347,567	10.4%	651,905	3.8%	582,089	2.5%	1,652,924	3.8%	2,382,339	3.9%	5,162,519	3.8%	8,064,672	3.7%	21,844,015	4.1%
KILL DEVIL HILLS	4,299,295	13.3%	3,939,118	23.1%	6,051,503	26.4%	9,980,060	22.8%	12,469,507	20.3%	24,377,722	17.8%	37,009,938	17.2%	98,127,143	18.5%
KITTY HAWK	1,626,845	5.0%	1,391,882	8.2%	2,272,132	9.9%	3,595,853	8.2%	4,820,980	7.8%	9,271,719	6.8%	12,941,706	6.0%	35,921,117	6.8%
MANTEO-TOWN	305,119	0.9%	224,455	1.3%	451,409	2.0%	810,779	1.9%	1,184,486	1.9%	1,997,966	1.5%	2,550,257	1.2%	7,524,471	1.4%
NAGS HEAD	4,545,805	14.1%	3,317,925	19.4%	4,605,851	20.1%	10,361,659	23.6%	15,170,404	24.6%	36,122,124	26.3%	58,737,391	27.3%	132,861,159	25.0%
RODANTHE	2,178,032	6.7%	658,001	3.9%	729,391	3.2%	1,400,211	3.2%	2,000,461	3.3%	3,834,553	2.8%	5,969,657	2.8%	16,770,306	3.2%
SALVO	3,709,036	11.5%	959,276	5.6%	894,216	3.9%	1,359,524	3.1%	1,822,661	3.0%	3,995,865	2.9%	6,809,401	3.2%	19,549,979	3.7%
WAVES	1,758,064	5.4%	533,048	3.1%	452,920	2.0%	697,056	1.6%	978,773	1.6%	2,366,210	1.7%	3,726,425	1.7%	10,512,496	2.0%
SOUTHERN SHORES	913,500	2.8%	643,079	3.8%	781,798	3.4%	1,729,657	3.9%	2,904,447	4.7%	8,375,703	6.1%	13,197,692	6.1%	28,545,876	5.4%
DUCK	1,859,445	5.8%	1,316,005	7.7%	1,851,500	8.1%	4,652,772	10.6%	7,852,584	12.8%	22,093,582	16.1%	37,147,010	17.2%	76,772,898	14.5%
RIM (ROANOKE ISL. MAIN)	1,130,271	3.5%	1,185,590	6.9%	1,433,964	6.3%	1,380,959	3.2%	1,303,912	2.1%	3,717,646	2.7%	4,504,970	2.1%	14,657,312	2.8%
OTC UNATTRIBUTED	159,300	0.5%	311,380	1.8%	521,683	2.3%	1,063,464	2.4%	1,247,200	2.0%	2,070,056	1.5%	2,892,211	1.3%	8,265,294	1.6%
TOTAL	32,326,040	100.0%	17,078,293	100.0%	22,911,263	100.0%	43,812,778	100.0%	61,544,693	100.0%	137,311,567	100.0%	215,518,673	100.0%	530,503,307	100.0%

DARE COUNTY GROSS MEALS BY DISTRICT																
	2023	% OF	2023	% OF												
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	TOTAL	TOTAL
AVON - 1	302,578	2.0%	308,667	2.5%	646,170	3.4%	1,119,136	3.7%	1,585,264	4.3%	2,747,899	5.1%	3,060,306	4.9%	9,770,020	4.3%
BUXTON - 2	251,526	1.7%	295,171	2.4%	596,986	3.1%	1,222,012	4.1%	1,491,607	4.0%	1,925,395	3.6%	2,252,130	3.6%	8,034,827	3.5%
COLINGTON - 3	91,233	0.6%	119,864	1.0%	139,703	0.7%	357,136	1.2%	432,016	1.2%	598,056	1.1%	661,272	1.1%	2,399,280	1.0%
FRISCO - 5	158,141	1.1%	113,981	0.9%	182,853	1.0%	361,064	1.2%	445,631	1.2%	625,311	1.2%	762,752	1.2%	2,649,733	1.2%
HATTERAS - 6	45,102	0.3%	8,321	0.1%	147,605	0.8%	500,966	1.7%	844,163	2.3%	1,170,162	2.2%	1,297,428	2.1%	4,013,747	1.7%
KILL DEVIL HILLS - 7	4,613,949	30.7%	3,895,252	31.7%	5,915,420	31.0%	8,480,638	28.4%	9,467,668	25.5%	12,916,559	24.1%	15,616,115	25.0%	60,905,601	26.5%
KITTY HAWK - 8	3,106,795	20.7%	2,133,394	17.4%	3,182,879	16.7%	4,404,347	14.7%	4,834,256	13.0%	7,251,684	13.5%	8,117,655	13.0%	33,031,010	14.4%
MANTEO-TOWN - 10	1,227,227	8.2%	1,225,049	10.0%	1,410,171	7.4%	1,777,747	5.9%	2,321,519	6.2%	2,712,329	5.1%	2,942,994	4.7%	13,617,036	5.9%
RIM (ROANOKE ISL. M	300,970	2.0%	318,812	2.6%	278,398	1.5%	382,175	1.3%	476,118	1.3%	570,993	1.1%	601,112	1.0%	2,928,578	1.3%
NAGS HEAD - 14	3,596,285	24.0%	2,363,177	19.2%	4,154,607	21.8%	6,697,604	22.4%	8,864,888	23.8%	13,239,011	24.7%	15,752,325	25.3%	54,667,897	23.8%
RODANTHE - 15	33,616	0.2%	53,818	0.4%	109,071	0.6%	353,086	1.2%	453,938	1.2%	815,115	1.5%	815,868	1.3%	2,634,512	1.1%
SALVO - 18	7,192	0.0%	7,764	0.1%	6,629	0.0%	7,872	0.0%	17,446	0.0%	64,650	0.1%	91,667	0.1%	203,220	0.1%
WAVES - 19	39,376	0.3%	35,396	0.3%	109,778	0.6%	336,430	1.1%	452,346	1.2%	781,166	1.5%	920,671	1.5%	2,675,163	1.2%
SOUTHERN SHORES -	528,882	3.5%	601,594	4.9%	628,376	3.3%	732,524	2.5%	946,148	2.5%	1,380,983	2.6%	1,527,834	2.4%	6,346,341	2.8%
DUCK - 21	711,369	4.7%	802,519	6.5%	1,543,575	8.1%	3,149,519	10.5%	4,558,051	12.3%	6,853,845	12.8%	7,951,624	12.7%	25,570,502	11.1%
TOTAL	15,014,241	100.0%	12,282,779	100.0%	19,052,221	100.0%	29,882,256	100.0%	37,191,059	100.0%	53,653,158	100.0%	62,371,753	100.0%	229,447,467	100.0%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT												
	2023	2022	% Increase									
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	2,178,032	2,584,975	-15.74%	658,001	771,456	-14.71%	729,391	755,896	-3.51%	1,400,211	1,849,630	-24.30%
WAVES	1,758,064	2,035,943	-13.65%	533,048	638,923	-16.57%	452,920	590,617	-23.31%	697,056	1,246,772	-44.09%
SALVO	3,709,036	3,905,134	-5.02%	959,276	1,127,306	-14.91%	894,216	760,710	17.55%	1,359,524	1,279,580	6.25%
AVON	5,173,494	4,351,801	18.88%	1,436,510	1,438,633	-0.15%	1,478,670	1,548,272	-4.50%	2,932,683	3,161,385	-7.23%
BUXTON	382,351	578,357	-33.89%	282,831	301,617	-6.23%	434,490	510,511	-14.89%	1,119,059	1,159,347	-3.48%
FRISCO	929,907	872,393	6.59%	217,764	170,480	27.74%	341,414	287,880	18.60%	1,006,995	1,016,793	-0.96%
HATTERAS	3,347,567	2,672,053	25.28%	651,905	436,688	49.28%	582,089	562,573	3.47%	1,652,924	1,625,048	1.72%
TOTAL HATTERAS ISLAND	17,478,451	17,000,656	2.81%	4,739,335	4,885,103	-2.98%	4,913,190	5,016,459	-2.06%	10,168,452	11,338,555	-10.32%
NORTHERN BEACHES:												
DUCK	1,859,445	2,131,526	-12.76%	1,316,005	1,485,383	-11.40%	1,851,500	2,166,733	-14.55%	4,652,772	5,302,625	-12.26%
SOUTHERN SHORES	913,500	1,013,925	-9.90%	643,079	785,694	-18.15%	781,798	769,700	1.57%	1,729,657	1,618,953	6.84%
KITTY HAWK	1,626,845	1,409,809	15.39%	1,391,882	1,572,039	-11.46%	2,272,132	2,083,440	9.06%	3,595,853	3,226,455	11.45%
COLINGTON	8,009	10,745	-25.46%	9,524	17,110	-44.34%	28,233	29,495	-4.28%	69,123	98,804	-30.04%
KILL DEVIL HILLS	4,299,295	3,868,596	11.13%	3,939,118	3,417,977	15.25%	6,051,503	5,359,587	12.91%	9,980,060	9,600,828	3.95%
NAGS HEAD	4,545,805	5,158,471	-11.88%	3,317,925	3,211,258	3.32%	4,605,851	5,165,220	-10.83%	10,361,659	10,638,831	-2.61%
TOTAL NORTHERN BEACHES	13,252,899	13,593,072	-2.50%	10,617,533	10,489,461	1.22%	15,591,017	15,574,175	0.11%	30,389,124	30,486,496	-0.32%
ROANOKE ISLAND:												
MANTEO-TOWN	305,119	311,844	-2.16%	224,455	307,378	-26.98%	451,409	391,426	15.32%	810,779	1,003,774	-19.23%
RIM (ROANOKE ISL. MAINLAN	1,130,271	1,073,925	5.25%	1,185,590	1,161,394	2.08%	1,433,964	1,456,613	-1.55%	1,380,959	1,419,868	-2.74%
TOTAL ROANOKE ISLAND	1,435,390	1,385,769	3.58%	1,410,045	1,468,772	-4.00%	1,885,373	1,848,039	2.02%	2,191,738	2,423,642	-9.57%
OTC UNATTRIBUTED	159,300	149,571	6.50%	311,380	228,025	36.56%	521,683	458,768	13.71%	1,063,464	970,654	9.56%
TOTAL	32,326,040	32,129,068	0.61%	17,078,293	17,071,361	0.04%	22,911,263	22,897,441	0.06%	43,812,778	45,219,347	-3.11%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT												
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	2,000,461	2,204,350	-9.25%	3,834,553	4,708,135	-18.55%	5,969,657	6,614,066	-9.74%	16,770,306	19,488,508	-13.95%
WAVES	978,773	1,202,533	-18.61%	2,366,210	2,440,916	-3.06%	3,726,425	3,632,602	2.58%	10,512,496	11,788,306	-10.82%
SALVO	1,822,661	2,143,474	-14.97%	3,995,865	4,611,709	-13.35%	6,809,401	7,111,023	-4.24%	19,549,979	20,938,936	-6.63%
AVON	4,203,140	4,447,538	-5.50%	7,858,075	8,364,110	-6.05%	12,983,077	13,359,620	-2.82%	36,065,649	36,671,359	-1.65%
BUXTON	1,597,647	1,612,044	-0.89%	2,656,985	2,760,642	-3.75%	4,077,724	3,713,099	9.82%	10,551,087	10,635,617	-0.79%
FRISCO	1,460,567	1,605,306	-9.02%	2,798,272	2,909,307	-3.82%	4,106,793	4,229,814	-2.91%	10,861,712	11,091,973	-2.08%
HATTERAS	2,382,339	2,720,385	-12.43%	5,162,519	5,117,944	0.87%	8,064,672	7,551,954	6.79%	21,844,015	20,686,645	5.59%
TOTAL HATTERAS ISLAND	14,445,588	15,935,630	-9.35%	28,672,479	30,912,763	-7.25%	45,737,749	46,212,178	-1.03%	126,155,244	131,301,344	-3.92%
NORTHERN BEACHES:												
DUCK	7,852,584	8,864,426	-11.41%	22,093,582	22,079,751	0.06%	37,147,010	34,981,063	6.19%	76,772,898	77,011,507	-0.31%
SOUTHERN SHORES	2,904,447	3,166,018	-8.26%	8,375,703	8,103,404	3.36%	13,197,692	12,216,325	8.03%	28,545,876	27,674,019	3.15%
KITTY HAWK	4,820,980	4,864,351	-0.89%	9,271,719	9,108,901	1.79%	12,941,706	12,282,838	5.36%	35,921,117	34,547,833	3.98%
COLINGTON	145,585	146,390	-0.55%	612,570	472,648	29.60%	799,749	649,152	23.20%	1,672,793	1,424,344	17.44%
KILL DEVIL HILLS	12,469,507	13,346,479	-6.57%	24,377,722	24,257,897	0.49%	37,009,938	34,215,114	8.17%	98,127,143	94,066,478	4.32%
NAGS HEAD	15,170,404	17,740,091	-14.49%	36,122,124	36,400,003	-0.76%	58,737,391	55,618,214	5.61%	132,861,159	133,932,088	-0.80%
TOTAL NORTHERN BEACHES	43,363,507	48,127,755	-9.90%	100,853,420	100,422,604	0.43%	159,833,486	149,962,706	6.58%	373,900,986	368,656,269	1.42%
ROANOKE ISLAND:												
MANTEO-TOWN	1,184,486	1,396,188	-15.16%	1,997,966	1,888,258	5.81%	2,550,257	3,045,682	-16.27%	7,524,471	8,344,550	-9.83%
RIM (ROANOKE ISL. MAINLAN	1,303,912	1,387,283	-6.01%	3,717,646	1,968,791	88.83%	4,504,970	2,176,657	106.97%	14,657,312	10,644,531	37.70%
TOTAL ROANOKE ISLAND	2,488,398	2,783,471	-10.60%	5,715,612	3,857,049	48.19%	7,055,227	5,222,339	35.10%	22,181,783	18,989,081	16.81%
OTC UNATTRIBUTED	1,247,200	1,151,529	8.31%	2,070,056	1,801,287	14.92%	2,892,211	2,397,468	20.64%	8,265,294	7,157,302	15.48%
TOTAL	61,544,693	67,998,385	-9.49%	137,311,567	136,993,703	0.23%	215,518,673	203,794,691	5.75%	530,503,307	526,103,996	0.84%

DARE COUNTY GROSS MEALS BY DISTRICT												
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	33,616	29,596	13.58%	53,818	46,435	15.90%	109,071	74,222	46.95%	353,086	311,909	13.20%
WAVES - 19	39,376	30,984	27.08%	35,396	35,337	0.17%	109,778	150,744	-27.18%	336,430	389,093	-13.53%
SALVO - 18	7,192	0	#DIV/0!	7,764	7,025	10.52%	6,629	0	#DIV/0!	7,872	0	#DIV/0!
AVON - 1	302,578	222,024	36.28%	308,667	299,299	3.13%	646,170	698,443	-7.48%	1,119,136	1,336,411	-16.26%
BUXTON - 2	251,526	202,780	24.04%	295,171	307,695	-4.07%	596,986	464,293	28.58%	1,222,012	1,279,797	-4.52%
FRISCO - 5	158,141	78,987	100.21%	113,981	116,793	-2.41%	182,853	68,391	167.36%	361,064	321,462	12.32%
HATTERAS - 6	45,102	14,437	212.41%	8,321	88,787	-90.63%	147,605	166,782	-11.50%	500,966	498,806	0.43%
TOTAL HATTERAS ISLAND	837,531	578,808	44.70%	823,118	901,371	-8.68%	1,799,092	1,622,875	10.86%	3,900,566	4,137,478	-5.73%
NORTHERN BEACHES:												
DUCK - 21	711,369	464,406	53.18%	802,519	843,908	-4.90%	1,543,575	1,495,064	3.24%	3,149,519	3,163,511	-0.44%
SOUTHERN SHORES - 20	528,882	475,583	11.21%	601,594	533,593	12.74%	628,376	675,020	-6.91%	732,524	983,730	-25.54%
KITTY HAWK - 8	3,106,795	1,982,093	56.74%	2,133,394	2,341,833	-8.90%	3,182,879	3,036,241	4.83%	4,404,347	4,611,608	-4.49%
COLINGTON - 3	91,233	61,922	47.34%	119,864	125,502	-4.49%	139,703	137,671	1.48%	357,136	339,901	5.07%
KILL DEVIL HILLS - 7	4,613,949	3,346,902	37.86%	3,895,252	5,212,559	-25.27%	5,915,420	5,497,980	7.59%	8,480,638	7,452,341	13.80%
NAGS HEAD - 14	3,596,285	2,130,753	68.78%	2,363,177	2,396,822	-1.40%	4,154,607	3,860,081	7.63%	6,697,604	7,007,034	-4.42%
TOTAL NORTHERN BEACHES	12,648,513	8,461,659	49.48%	9,915,800	11,454,217	-13.43%	15,564,560	14,702,057	5.87%	23,821,768	23,558,125	1.12%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	1,227,227	1,327,073	-7.52%	1,225,049	1,249,722	-1.97%	1,410,171	1,333,594	5.74%	1,777,747	1,667,699	6.60%
MANTEO-OUTSIDE - 11	300,970	233,461	28.92%	318,812	249,069	28.00%	278,398	306,175	-9.07%	382,175	399,013	-4.22%
TOTAL ROANOKE ISLAND	1,528,197	1,560,534	-2.07%	1,543,861	1,498,791	3.01%	1,688,569	1,639,769	2.98%	2,159,922	2,066,712	4.51%
TOTAL	15,014,241	10,601,001	41.63%	12,282,779	13,854,379	-11.34%	19,052,221	17,964,701	6.05%	29,882,256	29,762,315	0.40%

DARE COUNTY GROSS MEALS BY DISTRICT												
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	453,938	353,872	28.28%	815,115	683,686	19.22%	815,868	803,923	1.49%	2,634,512	2,303,643	14.36%
WAVES - 19	452,346	498,424	-9.24%	781,166	768,595	1.64%	920,671	957,970	-3.89%	2,675,163	2,831,147	-5.51%
SALVO - 18	17,446	4,661	274.30%	64,650	42,087	53.61%	91,667	52,598	74.28%	203,220	106,371	91.05%
AVON - 1	1,585,264	1,694,587	-6.45%	2,747,899	2,176,164	26.27%	3,060,306	3,595,809	-14.89%	9,770,020	10,022,737	-2.52%
BUXTON - 2	1,491,607	1,345,335	10.87%	1,925,395	1,948,239	-1.17%	2,252,130	2,071,871	8.70%	8,034,827	7,620,010	5.44%
FRISCO - 5	445,631	354,163	25.83%	625,311	542,561	15.25%	762,752	615,790	23.87%	2,649,733	2,098,147	26.29%
HATTERAS - 6	844,163	738,413	14.32%	1,170,162	1,029,202	13.70%	1,297,428	1,235,164	5.04%	4,013,747	3,771,591	6.42%
TOTAL HATTERAS ISLAND	5,290,395	4,989,455	6.03%	8,129,698	7,190,534	13.06%	9,200,822	9,333,125	-1.42%	29,981,222	28,753,646	4.27%
NORTHERN BEACHES:												
DUCK - 21	4,558,051	4,068,136	12.04%	6,853,845	6,460,495	6.09%	7,951,624	7,455,079	6.66%	25,570,502	23,950,599	6.76%
SOUTHERN SHORES - 20	946,148	910,119	3.96%	1,380,983	1,495,960	-7.69%	1,527,834	1,605,353	-4.83%	6,346,341	6,679,358	-4.99%
KITTY HAWK - 8	4,834,256	5,266,860	-8.21%	7,251,684	6,629,904	9.38%	8,117,655	8,194,772	-0.94%	33,031,010	32,063,311	3.02%
COLINGTON - 3	432,016	391,728	10.28%	598,056	508,832	17.54%	661,272	625,248	5.76%	2,399,280	2,190,804	9.52%
KILL DEVIL HILLS - 7	9,467,668	9,159,974	3.36%	12,916,559	12,036,148	7.31%	15,616,115	15,664,042	-0.31%	60,905,601	58,369,946	4.34%
NAGS HEAD - 14	8,864,888	8,673,834	2.20%	13,239,011	11,702,938	13.13%	15,752,325	15,068,215	4.54%	54,667,897	50,839,677	7.53%
TOTAL NORTHERN BEACHES	29,103,027	28,470,651	2.22%	42,240,138	38,834,277	8.77%	49,626,825	48,612,709	2.09%	182,920,631	174,093,695	5.07%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	2,321,519	1,837,199	26.36%	2,712,329	2,599,416	4.34%	2,942,994	2,666,007	10.39%	13,617,036	12,680,710	7.38%
MANTEO-OUTSIDE - 11	476,118	468,821	1.56%	570,993	564,127	1.22%	601,112	532,458	12.89%	2,928,578	2,753,124	6.37%
TOTAL ROANOKE ISLAND	2,797,637	2,306,020	21.32%	3,283,322	3,163,543	3.79%	3,544,106	3,198,465	10.81%	16,545,614	15,433,834	7.20%
TOTAL	37,191,059	35,766,126	3.98%	53,653,158	49,188,354	9.08%	62,371,753	61,144,299	2.01%	229,447,467	218,281,175	5.12%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 8/31/23

	Jul - Aug 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	2,649,314.98	4,655,607.00	-2,006,292.02	56.9%
3040 · Meals Tax - 75%	839,968.93	2,043,352.00	-1,203,383.07	41.1%
3050 · Website Advertising	23,562.90	125,000.00	-101,437.10	18.9%
3210 · Interest Income	72,389.85	191,050.00	-118,660.15	37.9%
3220 · Other	35.00	1,000.00	-965.00	3.5%
Total Income	3,585,271.66	7,016,009.00	-3,430,737.34	51.1%
Gross Profit	3,585,271.66	7,016,009.00	-3,430,737.34	51.1%
Expense				
5000 · Director Compensation	2,850.00	17,100.00	-14,250.00	16.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	0.00	7,000.00	-7,000.00	0.0%
5003 · Directors & Officers Insurance	2,985.00	2,985.00	0.00	100.0%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	144,655.40	942,000.00	-797,344.60	15.4%
5020 · Salaries (Part Time) Promotion	16,315.55	129,500.00	-113,184.45	12.6%
5025 · Salaries (Part Time) Welcome AB	16,402.80	112,855.00	-96,452.20	14.5%
5026 · Salaries (Part Time) Welcome RI	26,165.22	170,785.00	-144,619.78	15.3%
5030 · Payroll Taxes	15,430.71	111,280.00	-95,849.29	13.9%
5040 · Employee Insurance	41,546.89	165,950.00	-124,403.11	25.0%
5050 · Retirement	20,736.69	128,680.00	-107,943.31	16.1%
5055 · 401(k) Match	1,246.44	9,420.00	-8,173.56	13.2%
5060 · Workmens Compensation	2,306.97	2,160.00	146.97	106.8%
5080 · Employee Relations	0.00	3,195.00	-3,195.00	0.0%
5090 · Training	1,568.19	16,340.00	-14,771.81	9.6%
5110 · Contracted Service	4,687.00	29,085.00	-24,398.00	16.1%
5140 · Audit	0.00	10,875.00	-10,875.00	0.0%
5170 · Other Professional Services	0.00	7,300.00	-7,300.00	0.0%
5180 · Legal	1,000.00	20,500.00	-19,500.00	4.9%
5185 · Research	43,825.00	267,500.00	-223,675.00	16.4%
5190 · Administrative Advertising	2,100.20	1,500.00	600.20	140.0%
5500 · Advertising-Printed	414,979.18	1,454,760.00	-1,039,780.82	28.5%
5502 · Advertising - Production Fee	601.29	170,000.00	-169,398.71	0.4%
5510 · Advertising - Event Dev & Mktg	1,300.00	73,100.00	-71,800.00	1.8%
5515 · Advertising - Online	563,339.77	2,616,390.00	-2,053,050.23	21.5%
5525 · Community Relations	3,895.00	30,000.00	-26,105.00	13.0%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	2,053.88	19,000.00	-16,946.12	10.8%
5580 · Promotional Aids	800.63	9,000.00	-8,199.37	8.9%
6100 · Familiarization Tours	7,000.00	110,000.00	-103,000.00	6.4%
6101 · Group sales	8,900.00	17,750.00	-8,850.00	50.1%
6130 · Uniforms	0.00	2,200.00	-2,200.00	0.0%
6150 · Event Grant	32,349.64	818,250.00	-785,900.36	4.0%
6160 · Long Range Tourism Plan	0.00	350,000.00	-350,000.00	0.0%
6170 · Tourism Summit	0.00	25,000.00	-25,000.00	0.0%
6200 · Postage and Delivery	3,134.01	200,200.00	-197,065.99	1.6%
6300 · Travel	1,675.27	60,640.00	-58,964.73	2.8%
6305 · Vehicle Maintenance	0.00	3,500.00	-3,500.00	0.0%
6320 · Registrations	5,189.00	52,475.00	-47,286.00	9.9%
6340 · Travel Show Exhibit	0.00	4,000.00	-4,000.00	0.0%
6420 · Dues and Subscriptions	38,460.55	57,675.00	-19,214.45	66.7%
6440 · Insurance	36,055.12	37,575.00	-1,519.88	96.0%
6460 · Telephone	5,105.26	38,955.00	-33,849.74	13.1%
6500 · Equipment	0.00	85,300.00	-85,300.00	0.0%
6510 · Expendable Equipment	0.00	2,550.00	-2,550.00	0.0%
6530 · Technical Support	120.09	9,000.00	-8,879.91	1.3%
6580 · Utilities	2,283.45	18,360.00	-16,076.55	12.4%
6600 · Cleaning/maintenance supplies	242.28	2,600.00	-2,357.72	9.3%
6610 · Building Maintenance	2,797.70	30,905.00	-28,107.30	9.1%
6620 · Equipment Service Contracts	320.40	3,100.00	-2,779.60	10.3%
6640 · Equipment Rent	495.59	33,840.00	-33,344.41	1.5%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	965.14	23,025.00	-22,059.86	4.2%
6800 · Bank Service Charges	264.31	1,920.00	-1,655.69	13.8%
6810 · Web Site/Internet	3,967.31	52,000.00	-48,032.69	7.6%
Total Expense	1,480,116.93	8,577,630.00	-7,097,513.07	17.3%
Net Ordinary Income	2,105,154.73	-1,561,621.00	3,666,775.73	-134.8%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 8/31/23

	Jul - Aug 23	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	0.00	35,000.00	-35,000.00	0.0%
Total 9920 · Transfer from Travel Guide Fund	0.00	35,000.00	-35,000.00	0.0%
9990 · Unappropriated Fund Balance	0.00	1,925,166.00	-1,925,166.00	0.0%
Total Other Income	0.00	1,960,166.00	-1,960,166.00	0.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	110,000.00	-110,000.00	0.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	0.00	112,000.00	-112,000.00	0.0%
9950 · Transfer to Event Site Fund	-3,614.15	286,545.00	-290,159.15	-1.3%
Total Other Expense	-3,614.15	398,545.00	-402,159.15	-0.9%
Net Other Income	3,614.15	1,561,621.00	-1,558,006.85	0.2%
Net Income	2,108,768.88	0.00	2,108,768.88	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 8/31/23

	Jul - Aug 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	24.84	50.00	-25.16	49.7%
Total Income	24.84	50.00	-25.16	49.7%
Gross Profit	24.84	50.00	-25.16	49.7%
Net Ordinary Income	24.84	50.00	-25.16	49.7%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	0.00	35,000.00	-35,000.00	0.0%
Total 9920 · Transfer from Travel Guide Fund	0.00	35,000.00	-35,000.00	0.0%
Total Other Income	0.00	35,000.00	-35,000.00	0.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	110,000.00	-110,000.00	0.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	0.00	112,000.00	-112,000.00	0.0%
Total Other Expense	0.00	112,000.00	-112,000.00	0.0%
Net Other Income	0.00	-77,000.00	77,000.00	0.0%
Net Income	24.84	-76,950.00	76,974.84	-0.0%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
July through August 2023

	Jul - Aug 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	883,105.00	1,551,869.00	-668,764.00	56.9%
3040 · Meals Tax	279,989.63	681,118.00	-401,128.37	41.1%
3210 · Interest	82,192.22	125,000.00	-42,807.78	65.8%
Total Income	1,245,286.85	2,357,987.00	-1,112,700.15	52.8%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	34,200.00	442,795.00	-408,595.00	7.7%
4525 · Event Site	0.00	6,915,218.00	-6,915,218.00	0.0%
4585 · Unappropriated Long-Term	0.00	750,560.00	-750,560.00	0.0%
Total 4000 · Long - Term Projects	34,200.00	8,108,573.00	-8,074,373.00	0.4%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	38,760.00	38,760.00	0.00	100.0%
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%
4667 · TIG-Dare Co.-Frisco/Buxton Path	0.00	200,000.00	-200,000.00	0.0%
4668 · TIG-Duck-Ocean Crest Improve	0.00	78,000.00	-78,000.00	0.0%
4669 · TIG-KDH-Wright Bros Sidewalk	0.00	177,000.00	-177,000.00	0.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	0.00	34,595.00	-34,595.00	0.0%
4672 · TIG-OB Forever-Lighthouse Path	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path E Hwy 12	0.00	150,000.00	-150,000.00	0.0%
4674 · TIG-SSCA-Accessible Access 96A	0.00	25,000.00	-25,000.00	0.0%
4999 · Unappropriated Funds	0.00	1,374,054.00	-1,374,054.00	0.0%
5140 · Audit	0.00	3,625.00	-3,625.00	0.0%
5160 · Fireworks	25,950.00	110,000.00	-84,050.00	23.6%
5170 · Traffic Control - Hwy 12 & 158	1,500.00	24,530.00	-23,030.00	6.1%
Total 4100 · Short-Term Projects	66,210.00	2,984,870.00	-2,918,660.00	2.2%
Total Expense	100,410.00	11,093,443.00	-10,993,033.00	0.9%
Net Ordinary Income	1,144,876.85	-8,735,456.00	9,880,332.85	-13.1%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	8,735,456.00	-8,735,456.00	0.0%
Total Other Income	0.00	8,735,456.00	-8,735,456.00	0.0%
Net Other Income	0.00	8,735,456.00	-8,735,456.00	0.0%
Net Income	1,144,876.85	0.00	1,144,876.85	100.0%

Outer Banks Visitors Bureau
 Restricted Fund Summary
 2022-2023

	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Estimated Balance FY23-24
Short-term Projects									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Manteo - Town Common Phase II	150,000	(150,000)			0	0			0
TIG - KDH - Meekins Field	200,000	(200,000)			0	0			0
TIG - NH - Skate Park	30,000			(30,000)	0				0
TIG - Chicamacomico - 1911 Cookhouse	38,760				38,760		(38,760)		0
TIG - Town of NH - Epstein Street Beach Access	250,000				250,000				250,000
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500				127,500				127,500
TIG - OB Forever - Aviation Trail Through Time	21,250			(21,250)	0				0
TIG - Dare County - Frisco Buxton Pathway		200,000			200,000				200,000
TIG - Duck - Ocean Crest Improvements		78,000			78,000				78,000
TIG - KDH - Wright Brothers Sidewalk		177,000			177,000				177,000
TIG - NH - Whalebone Park Restrooms		112,000			112,000				112,000
TIG - OB Forever - Weather Bureau Signal		34,595			34,595				34,595
TIG - OB Forever - Cape Hatteras Lighthouse Pathway		132,000			132,000				132,000
TIG - SS - Walking Path E. Highway 12		150,000			150,000				150,000
TIG - SS Civic Assoc - Accessible Access 96A		25,000			25,000				25,000
Fireworks	76,581		(55,000)	55,000	76,581		(25,950)	55,000	105,631
Audit	0		(3,435)	3,625	190		0	3,625	3,815
Highway 158/Highway 12 Intersection	12,240		(5,660)		6,580		(1,500)	20,000	25,080
Unappropriated Funds	566,511	1,084,940		(915,970)	735,481	1,048,500		(78,625)	1,705,355
TOTAL SHORT TERM COMMITMENTS	1,620,648	1,643,535	(64,095)	(908,595)	2,291,493	1,048,500	(66,210)	0	3,273,782
Long Term Projects									
Multi-Use Center (100%)	3,708,303	1,945,922	(23,138)		5,631,087	1,363,091	0		6,994,178
Infrastructure (capped)	455,045		(12,250)		442,795		(34,200)		408,595
L-T Unappropriated Funds	450,560	100,000	0		550,560	200,000	0		750,560
TOTAL LONG TERM COMMITMENTS UNPAID	4,613,908	2,045,922	(35,388)	0	6,624,442	1,563,091	(34,200)	0	8,153,333
Total	6,234,557	3,689,457	(99,483)	(908,595)	8,915,935	2,611,590	(100,410)	0	11,427,115
Cash on Hand 8/31/23			#	#				Checking	1,024
								Savings	10,132,118
Total Cash on Hand									10,133,142
25% of Occupancy & Meals Income per Budget									
September									448,170
October									204,889
November									118,465
December									61,910
January									47,173
February									90,849
March									56,643
April									65,323
May									121,415
June									151,468
									<u>1,366,303</u>
Unappropriated Balances									72,329
Transfer from General Fund						2,529,397	*		
30% Short-term						669,896			
Amount over budget to short-term						296,411			
Short-term Interest						82,192			
						<u>1,048,500</u>			
70% Long-term								1,563,091	
Long-term Interest								0	
								<u>1,563,091</u>	*

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

20

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
July through August 2023

	Jul - Aug 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	0.00	2,000.00	-2,000.00	0.0%
3200 · Site Rental Income - Other	1,460.00	20,900.00	-19,440.00	7.0%
Total 3200 · Site Rental Income	1,460.00	22,900.00	-21,440.00	6.4%
3210 · Interest Income	307.35	500.00	-192.65	61.5%
3250 · Lease Income	5,338.00	49,155.00	-43,817.00	10.9%
9999 · Unappropriated Funds	0.00	45,810.00	-45,810.00	0.0%
Total Income	7,105.35	118,365.00	-111,259.65	6.0%
Expense				
5160 · Event Development & Marketing	4,868.12	50,000.00	-45,131.88	9.7%
5170 · Other Professional Services	0.00	55,000.00	-55,000.00	0.0%
6440 · Insurance	11,515.00	11,515.00	0.00	100.0%
6580 · Utilities	3,810.66	47,580.00	-43,769.34	8.0%
6610 · Repairs & Maintenance	40,276.95	220,745.00	-180,468.05	18.2%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
Total Expense	60,470.73	405,110.00	-344,639.27	14.9%
Net Ordinary Income	-53,365.38	-286,745.00	233,379.62	18.6%
Other Income/Expense				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	286,545.00	-286,545.00	0.0%
Total Other Income	0.00	286,745.00	-286,745.00	0.0%
Net Other Income	0.00	286,745.00	-286,745.00	0.0%
Net Income	-53,365.38	0.00	-53,365.38	100.0%

DARE COUNTY TOURISM BOARD

1-Jul-23

TYPE OF ACCOUNT BANK	CHECKING	NC CAPITAL	M MARKET	M MARKET	M MARKET	CD'S	CD'S	CD'S	CD'S	TOTAL
	SOUTHERN	MGMT TRUST	PNC	SOUTHERN	FIRST NATIONAL	SOUTHERN	FIRST BANK	TOWNE BANK	FIRST NATIONAL	
GENERAL FUND	27,160	6,479,728	753,236	1,051,047	2,514,328	0	1,009,678	2,770,168	2,000,000	16,605,343
RESTRICTED FUND	1,024	6,594,859			1,259,670	250,000	1,000,000	1,027,589	0	10,133,142
TRAVEL GUIDE	40,637									40,637
MERCHANDISE SALES	165,415									165,415
EVENT SITE FUND	468,890									468,890
TOTAL	703,125	13,074,587	753,236	1,051,047	3,773,997	250,000	2,009,678	3,797,757	2,000,000	27,413,427
TOTAL % EACH BANK	7.31%	47.69%	2.75%		21.06%		7.33%	13.85%		100.00%
INTEREST RATES	0.40%	4.98%	1.01%	3.15%	2.43%	0.25%	3.95% & 4.5%	3.15, 3.9%, 4.95%	4.04% & 4.07	
TOTAL CHECKING & CD'S	27,413,427									
60% ALLOWED IN ANY BANK	16,448,056									
25% ALLOWED IN ANY ONE INV	6,853,357									

60% General Fund Reserved Balance is \$4,975,341.

100% Restricted Fund Balance Restricted by House Bill 225 \$10,133,142

Event Grant Requests

Fiscal Year 2023/2024

<i>Organization & Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Dare County Arts Council</i>	\$ 7,500.00	\$ 5,000.00	Entertainment, Marketing	FY22/23:\$4500
<i>Artrageous Kids Art Festival 2024</i>				FY21/22:\$7500
<i>May 11, 2024</i>				FY19/20:\$1500
<i>Dare County Arts Council</i>	\$ 7,500.00	\$ 6,000.00	Entertainment, Marketing	FY22/23:\$6000
<i>2024 Rock the Cape</i>				FY21/22:\$7500
<i>June 6-7, 2024</i>				FY19/20:\$7000
<i>Dare County Restaurant Association</i>	\$ 30,000.00	\$ 20,000.00	Marketing, Rentals of Infrastructure	FY22/23:\$20000
<i>OBX Taste of the Beach 2024</i>				FY21/22:\$25000
<i>Late March/Early April</i>				FY20/21:\$20000
<i>Eastern Surfing Association OBNC District</i>	\$ 20,000.00	\$ 12,500.00	Infrastructure, T-Shirts, Marketing	FY22/23:\$12500
<i>ESA 2024 Mid-Atlantic Regional Surfing Championship</i>	Max eligible			FY21/22:\$12500
<i>April 26-28, 2024</i>	(\$27,000 req)			FY19/20:\$10000
<i>Elizabethan Gardens</i>	\$ 30,000.00	\$ 22,000.00	Marketing, Infrastructure: Lighting/Sound System	FY22/23:\$20000
<i>2023 WinterLights</i>				FY21/22:\$25000
<i>December 1-30, 2023</i>				FY20/21:\$20000
<i>First Flight Society, Inc.</i>	\$ 5,000.00	\$ 3,000.00	Marketing, Entertainment, Rentals	FY19/20:\$1000
<i>120th anniversary of Wright Bros First Flight</i>	Max eligible			FY16/17:\$5000
<i>December 16-17, 2023</i>	(\$10,000 req)			FY13/14:\$5750
<i>Garage Band Charities</i>	\$ 20,000.00	\$ 15,000.00	Entertainment, Marketing, T-Shirts, Infrastructure	FY22/23:\$10000
<i>2024 OBX Rod & Custom Festival</i>				FY21/22:\$15000
<i>May 2-4, 2024</i>				FY20/21:\$15000
<i>Hatteras Village Civic Association</i>	\$ 10,000.00	\$ 7,500.00	Marketing, T-Shirts, Entertainment	FY21/22:\$5000
<i>Hatteras Village Offshore Open 2024</i>	Max eligible			FY19/20:\$32000
<i>May 14-18, 2024</i>	(\$22,330 req)			FY18/19:\$15000
<i>Manteo Preservation Trust</i>	\$ 5,000.00	\$ 4,000.00	Marketing	FY22/23: \$2500
<i>2023 Holiday Tour of Homes</i>	Max eligible			FY18/19: \$5820
<i>Nov 30-Dec 2, 2023</i>	(\$8,440 req)			FY17/18: \$3500
<i>NC Coastal Federation</i>	\$ 4,400.00	\$ 4,000.00	Entertainment, Marketing, Rentals	FY20/21: \$3500
<i>2024 Hatteras Island Oyster Roast</i>				FY19/20: \$6000
<i>February 3, 2024</i>				FY18/19: \$6000
<i>Outer Banks Conservationists</i>	\$ 5,000.00	\$ 2,500.00	Marketing, T-Shirts, Entertainment	New Event
<i>Christmas on the North End</i>	Max eligible			
<i>December 1-2, 2023</i>	(\$5,032 req)			

Event Grant Requests

Fiscal Year 2023/2024

<i>Organization & Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Outer Banks Relief Foundation</i>	\$ 1,000.00	\$ 1,000.00	Marketing	FY19/20:\$1000
<i>2024 Couture by the Shore</i>				FY16/17:\$2000
<i>May 11, 2024</i>				FY15/16:\$1000
<i>Outer Banks Sailing Association</i>	\$ 4,145.00	\$ 2,000.00	Marketing, Infrastructure, T-Shirts	New Event
<i>OBX Multihull Sailfest</i>				
<i>September 6-7, 2024</i>				
<i>Outer Banks Sporting Events</i>	\$ 20,000.00	\$ 12,500.00	Rentals, Entertainment, T-Shirts, Marketing	FY22/23:\$12500
<i>Flying Pirate Half Marathon</i>	Max eligible			FY20/21:\$10000
<i>April 19-21, 2024</i>	(\$30,000 req)			FY19/20:\$20000
<i>Outer Banks Sporting Events</i>	\$ 5,000.00	\$ 2,000.00	Rentals, T-Shirts, Entertainment, Marketing	FY19/20:\$2000
<i>Running of the Leprechaun</i>				
<i>March 16, 2024</i>				
<i>Roanoke Island Historical Association</i>	\$ 5,000.00	\$ 4,000.00	Marketing, Rentals, Entertainment	FY22/23:\$3250
<i>Lost Colony Wine, Beer & Culinary Festival</i>				FY19/20:\$8000
<i>April 12-13, 2024</i>				FY18/19:\$17000
<i>Town of Nags Head</i>	\$ 7,000.00	\$ 4,000.00	Entertainment, Marketing, Infrastructure	FY22/23:\$3500
<i>Kelly's St. Patrick's Day Parade</i>				FY20/21:\$3000
<i>March 17, 2024</i>				EED: \$5000
Total Amount Requested	\$ 186,545.00	\$ 127,000.00		

PENDING BOARD APPROVAL

Beginning Balance	\$ 400,000.00
Amount Recommended	\$ 127,000.00
<i>Remaining Funds</i>	<u>\$ 273,000.00</u>

Marketing Dashboard

thru AUGUST 2023

	<u>FY 23/24</u>	<u>FY 22/23</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	6,023	7,156	-1,133	-16%
Completed Video Views	7,860,382	0	7,860,382	#DIV/0!
Website Sessions	899,614	731,053	168,561	23%
Online Communities				
Email Subscribers	112,662	155,365	-42,703	-27%
Facebook	718,000	716,241	1,759	0%
X (Twitter)	40,942	42,400	-1,458	-3%
Instagram	130,567	128,501	2,066	2%
Pinterest	23,500	23,500	0	0%
TikTok	<u>87,800</u>	<u>3,021</u>	<u>84,779</u>	<u>2806%</u>
Online Communities Subtotal	1,113,471	1,066,007	44,443	4%

Google Analytics 4 (GA4) began July 2023



OBVB Marketing Dashboard - Prepared by Hoffman York

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

The following sections are included:

- **Section I: Fiscal Year 2023-2024 Overview:** Reviews FY23-24 year-to-date (YTD) versus prior year-to-date totals.
- **Section II: Website:** Reviews key KPIs/events tracked and website content viewed.
- **Section III: Feeder Market Trends:** Includes data sets from KeyData, Zartico, Visa and Google Analytics that highlights market interest at a state and city level.
- **Section IV: HY Managed Media:** Reviews topline delivery metrics for paid media campaigns, SEM and OBVB's email marketing efforts.

August 2023 highlights:

- The FY23-24 Continuity and Fall paid media campaigns continued to deliver through August. Additional support for August bookings was live via creative and/or budget shifts on WUNC-NPR Radio, Paid Search – Lodging, and Teads – Native Display. Incremental budget supported two-week Local TV buys in Richmond, Raleigh and Norfolk.
 - Combined Fall and Continuity efforts delivered 14MM Impressions in August 2023, up 36% YoY as a result of additional support.
- August website visits were up 15% over July and FYT website sessions are up 33% YoY.
 - Monthly page views coming from Paid Media increased 270% since July, while page views from Paid Search increased 36%.
- A combined FY total of 236K emails were sent to the consumer marketing contact list and various workflow audiences with an overall 19% open rate.
 - Email sends and open rates are nearly flat MoM.
- FYT and August tracked spend metrics via Zartico are both up 25% YoY.
 - Visa Credit Card spend through July 2023 has been added and data will be updated monthly.
- KeyData: Compared to August 2022, total nightly revenue is up 7% despite occupancy being down 7%.

Dashboard data last updated on **09/13/23**

Data was reviewed and validated through **08/31/23**.

FYT = Fiscal Year Total (includes all data from July 2023 through the listed 'reviewed and validated date').

Section I: Fiscal 2023-2024 Overview

Reviews FY23-24 year-to-date (YTD) versus prior year-to-date totals.

Paid Media Campaigns (HY Managed)

FYT: Paid Impressions

20,417,729

+ 51.4% (6,935,006)

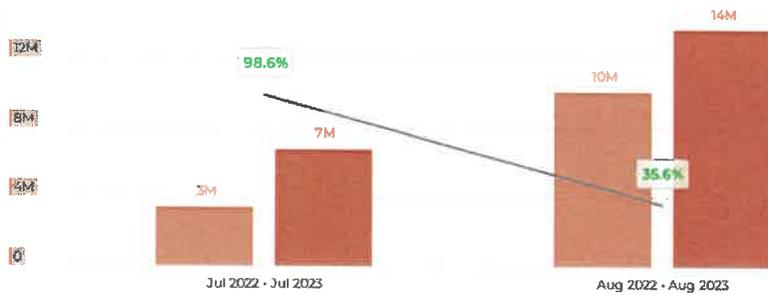
FYT: Paid Video Views

7,860,382

+ 354,290.5% (7,858,164)

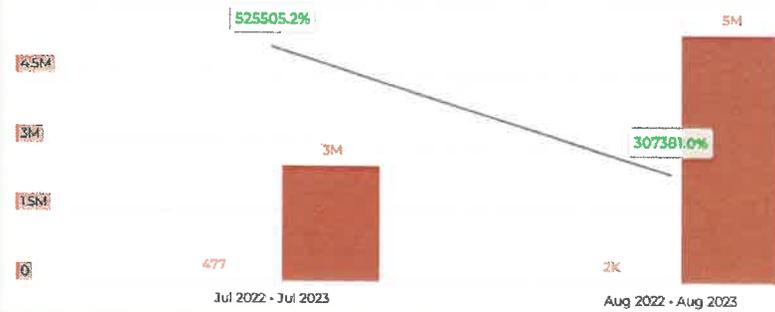
Monthly Paid Impressions v. Previous Year

Impressions



Monthly Paid Video Views v. Previous Year

Impressions



Email

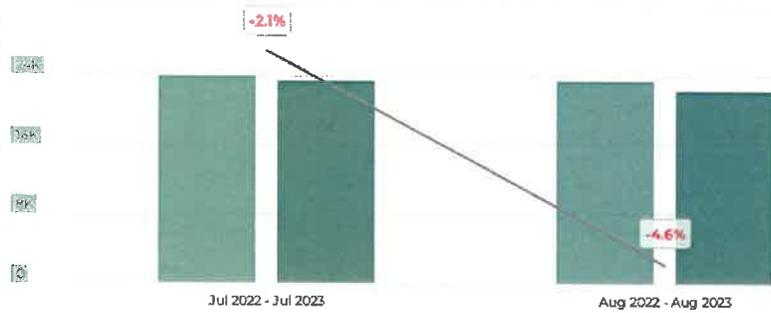
FYT: Email Opens

45,604

-3.3% (-1,579)

Monthly Email Opens v. Previous Year

Email Opens



Website Visits

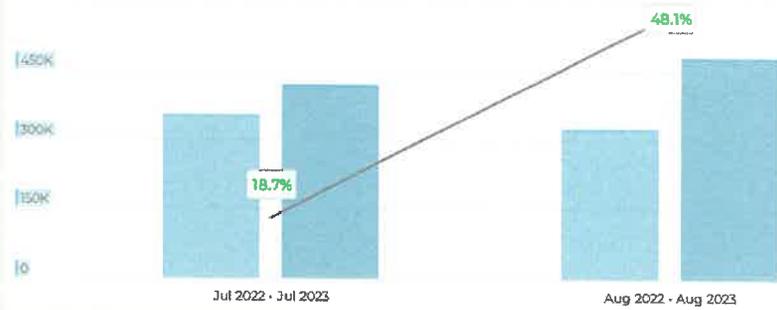
FYT: Website Sessions

899,614

+32.8% (222,074)

Monthly Website Sessions v. Previous Year

Sessions



Tracked Credit Card Spend

FYT: Tracked Spend (Zartico)

\$13,814,662

+24.9%

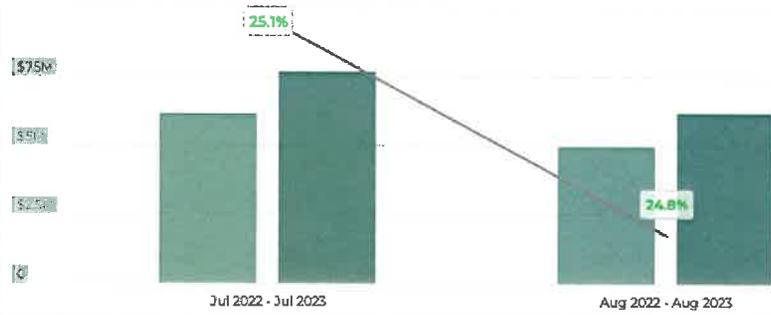
FYT: Tracked Spend (Visa)

\$80,769,663

+0.6%

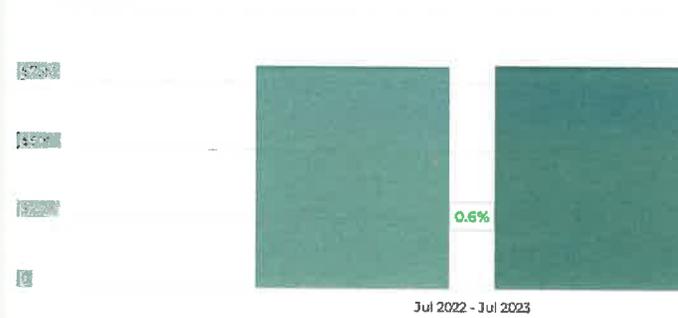
Tracked Spend v. Previous Year (Zartico)

Tracked Spend



Tracked Spend v. Previous Year (Visa)

Tracked Spend



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

KeyData Rental Data

FYT: Total Revenue (Nightly)

\$191,000,996

+10.6%

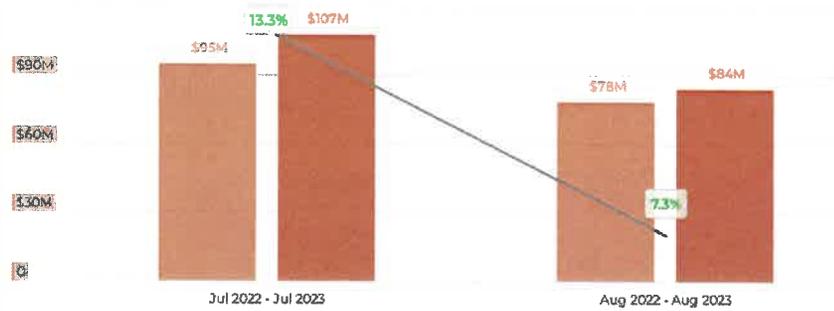
FYT: Adj. Paid Occ. %

91.5 %

-4.57%

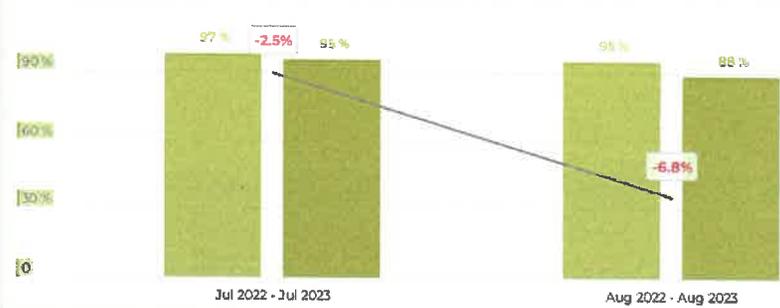
Monthly Revenue (Total) v. Previous Year

Total Revenue (Nightly)



Monthly Adj. Paid Occ. % v. Previous Year

Adj. Paid Occupancy %



Section II: Website

Reviews key KPIs, events tracked and website content viewed

Outerbanks.org Page Views

FYT: Page Views - All Pages

2,076,516
+ 14.8% (267,484)

Monthly Page Views by Medium

Page Views

● Direct ● Email ● Organic Search ● Other ● Paid Media ● Paid Search ● Referral Websites ● Sc



*Filtered to Mediums with over 25 occurrences in any month

Outerbanks.org KPIs (Events)

FYT: Key Website KPIs

668,421
- 79.5% (296,054)

Monthly Key Website KPIs by Medium

Web Analytics Event L...	Jul 2023	Aug 2023	Total
	# Total Events ↓	# Total Events ↓	# Total Events ↓
external_link	106,536	87,466	194,002
partner_referral	99,416	78,888	178,304
listing_details_reached	96,551	78,959	175,510
blog_section_reached	48,148	35,367	83,535
travel_guide_request	9,677	9,596	19,273
vimeo_video	3,395	6,815	10,210
file_download	2,043	1,668	3,711
view_search_results	1,516	1,148	2,664
enews_sign_up	597	615	1,212
eguide_vlew_2023_	--	391	391

1 - 10 of 10 items

↔ →

*Filtered to external link clicks, partner referral clicks, listings details reached, blog section reached, travel guide requests, vimeo video views (RawOBX), file downloads, search results viewed, e-newsletter sign-ups.

Outerbanks.org Page View Trends

Top 20 Page Paths Visited (Current Month) v. Previous Month

Web Analytics Page Path	# Page Views: Previous Month	# Page Views ↓	Δ Diff
/plan-your-trip/	28,774	184,674	▲ 542% (155,900)
/places-to-stay/vacation-rentals/	52,921	100,593	▲ 90% (47,672)
/	66,644	64,129	▼ -4% (-2,515)
/plan-your-trip/towns-and-villages/	61,443	48,844	▼ -21% (-12,599)
/plan-your-trip/travel-guide/	22,580	37,414	▲ 66% (14,834)
/blog/post/	47,185	34,401	▼ -27% (-12,784)
/plan-your-trip/webcams/	20,182	33,295	▲ 65% (13,113)
/things-to-do/attractions/	41,085	30,865	▼ -25% (-10,220)
/plan-your-trip/offers-and-packages/	10,543	29,947	▲ 184% (19,404)
/things-to-do/water-activities/	31,944	27,557	▼ -14% (-4,387)
/things-to-do/?view=list&sort=qualityscore/	35,859	26,459	▼ -26% (-9,400)
/things-to-do/	26,479	21,135	▼ -20% (-5,344)
/plan-your-trip/getting-here-and-around/	26,804	21,020	▼ -22% (-5,784)
/plan-your-trip/beaches/	35,442	19,987	▼ -44% (-15,455)
/places-to-stay/campgrounds-and-rv-parks/	23,053	19,941	▼ -13% (-3,112)
/places-to-stay/hotels-and-motels/	19,487	14,700	▼ -25% (-4,787)
/things-to-do/land-activities/	17,740	14,361	▼ -19% (-3,379)
/places-to-stay/	15,328	13,359	▼ -13% (-1,969)
/places-to-stay/?view=list&sort=qualityscore/	15,763	12,639	▼ -20% (-3,124)
/plan-your-trip/trip-ideas/	12,909	11,814	▼ -8% (-1,095)
Total	612,165	767,134	▲ 25% (154,969)

1 - 20 of 20 items



1

Section III: Feeder Market Trends

Highlights data sets from KeyData, Zartico, Visa and Google Analytics that highlights market interest at a state and city level.

All Data Sources: Domestic Geographic Trends

Revenue, Organic Search Traffic, and Tracked Spend by Month

State	Jul 2023				Aug 2023			
	# Total Revenue (Key...)	# Organic Search Vis...	# Tracked Spend (Za...)	# Tracked Spend (Vis...)	# Total Revenue (Key...)	# Organic Search Vis...	# Tracked Spend (Za...)	# Tracked Spend (Vis...)
Virginia	\$39,576,488	45,692	\$4,078,352.64	\$28,430,980.57	\$23,478,259	32,777	\$2,995,732.70	--
Pennsylvania	\$25,562,762	14,945	\$960,888.42	\$8,764,795.85	\$18,063,538	12,826	\$997,002.47	--
Maryland	\$16,674,525	9,307	\$283,811.41	\$7,388,967.46	\$13,115,832	7,050	\$311,041.74	--
North Carolina	\$10,279,680	37,333	\$766,192.90	\$13,265,836.44	\$4,845,689	28,376	\$550,602.57	--
Ohio	\$8,405,608	13,006	\$107,147.69	\$2,816,505.66	\$2,686,956	9,557	\$64,426.96	--
New Jersey	\$5,894,462	4,586	\$156,130.94	\$2,415,405.32	\$7,175,572	4,193	\$174,043.15	--
New York	\$5,619,039	15,864	\$160,548.17	\$2,501,146.26	\$7,111,922	14,555	\$247,667.48	--
West Virginia	\$3,663,141	4,185	\$394,955.88	\$1,535,001.70	\$1,312,770	3,136	\$235,328.81	--
Connecticut	\$1,667,673	2,744	\$49,921.11	\$791,424.50	\$1,493,023	2,164	\$58,134.27	--
Florida	\$1,554,027	12,173	\$50,564.03	\$1,465,259.19	\$710,562	8,908	\$65,280.47	--
Massachusetts	\$1,326,163	4,639	\$47,890.31	\$729,508.00	\$1,346,162	3,393	\$45,350.98	--
Delaware	\$1,199,027	1,135	\$18,289.66	\$746,743.81	\$1,054,922	924	\$19,527.06	--
South Carolina	\$1,183,020	5,789	\$55,898.28	\$995,272.35	\$570,854	4,332	\$39,510.76	--
Illinois	\$1,125,820	4,358	\$30,248.69	\$588,858.23	\$307,215	3,465	\$24,266.92	--
Colorado	\$1,038,648	1,682	\$26,106.40	\$543,301.95	\$487,278	1,159	\$17,570.41	--
Indiana	\$834,457	7,843	\$25,140.29	\$497,519.78	\$95,867	5,764	\$14,128.55	--
Michigan	\$832,929	9,900	\$11,344.53	\$700,547.33	\$578,248	7,130	\$8,807.03	--
Kentucky	\$825,448	4,550	\$62,360.74	\$485,000.60	\$217,640	3,276	\$34,457.94	--
Georgia	\$791,147	19,887	\$29,291.70	\$679,594.07	\$141,152	14,362	\$14,976.65	--
California	\$632,877	3,515	\$27,527.96	\$660,739.49	\$210,034	2,864	\$24,878.66	--
District of Columbia	\$620,982	2,495	\$7,083.15	\$436,653.93	\$610,081	2,028	\$14,715.18	--
Tennessee	\$605,260	4,817	\$62,207.33	\$707,230.81	\$93,149	3,830	\$41,898.55	--
Texas	\$527,897	4,638	\$38,161.96	\$652,542.38	\$296,045	3,505	\$15,034.10	--
Total	\$133,335,894	258,011	\$7,631,576.55	\$80,769,663.11	\$87,602,329	196,603	\$6,160,918.44	--

<< < 1 2 > >> 1 - 50 of 53 items

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KeyData Revenue (Total)

FYT: Top 50 Cities

City	State	# Total Revenue ↓
--	Virginia	\$3,996,424
Pittsburgh	Pennsylvania	\$2,833,566
Alexandria	Virginia	\$2,088,355
Midlothian	Virginia	\$1,852,627
Virginia Beach	Virginia	\$1,826,284
Fredericksburg	Virginia	\$1,733,176
Chesapeake	Virginia	\$1,603,790
Mechanicsville	Virginia	\$1,544,388
Arlington	Virginia	\$1,456,588
Williamsburg	Virginia	\$1,372,495
Fairfax	Virginia	\$1,363,057
Charlottesville	Virginia	\$1,338,052
Glen Allen	Virginia	\$1,287,093
Washington	District of Columbia	\$1,231,063
Vienna	Virginia	\$1,201,241
Raleigh	North Carolina	\$1,192,007
Ashburn	Virginia	\$1,173,427
Richmond	Virginia	\$1,107,993
Rockville	Maryland	\$1,066,416
Total		\$54,909,464

1 - 50 of 50 items

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Outerbanks.org Organic Search Visits

FYT: Top 50 Cities

City	State	# Visits ↓
Ashburn	Virginia	22,191
Atlanta	Georgia	16,977
New York	New York	13,284
--	Virginia	9,620
Roanoke	Virginia	8,799
Virginia Beach	Virginia	8,365
Baltimore	Maryland	7,189
Kill Devil Hills	North Carolina	7,075
--	North Carolina	6,927
Raleigh	North Carolina	6,092
Charlotte	North Carolina	4,968
Chicago	Illinois	4,774
--	Florida	4,725
Washington	District of Columbia	4,523
Philadelphia	Pennsylvania	4,489
--	Pennsylvania	4,106
Boston	Massachusetts	3,333
Corolla	North Carolina	2,695
Nags Head	North Carolina	2,465
Total		181,993

1 - 50 of 50 items

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Zartico Tracked Spend

FYT: States

State	# Tracked Spend ↓
Virginia	\$7,074,085
Pennsylvania	\$1,957,891
North Carolina	\$1,316,795
West Virginia	\$630,285
Maryland	\$594,853
New York	\$408,216
New Jersey	\$330,174
Ohio	\$171,575
Florida	\$115,845
Connecticut	\$108,055
Tennessee	\$104,106
Kentucky	\$96,819
South Carolina	\$95,409
Massachusetts	\$93,241
Illinois	\$54,516
Texas	\$53,176
Wisconsin	\$52,727
California	\$52,207
Georgia	\$44,268
Total	\$13,791,654

1 - 50 of 50 items

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

Section IV: HY Managed Media

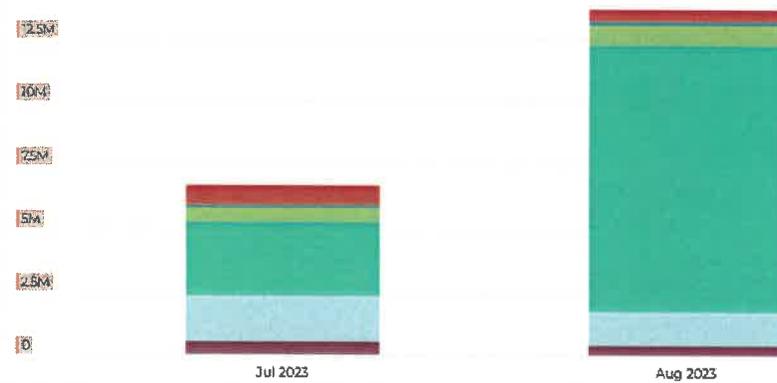
Reviews topline delivery metrics for paid media campaigns, SEM and OBVB's small marketing efforts.

All Paid Media Campaigns

Monthly Impressions by Campaign

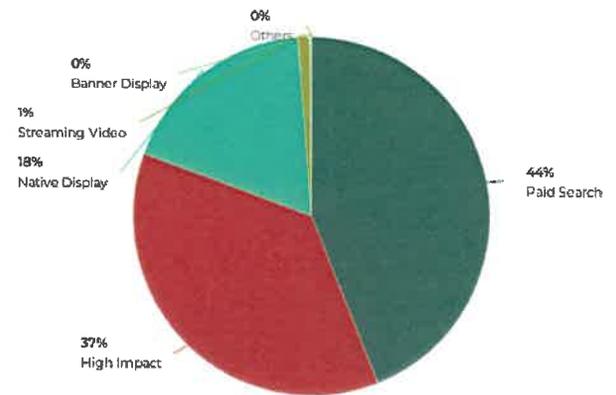
Impressions

● Branded ● FY22-23 Continuity ● FY23-24 Continuity ● FY23-24 Fall ● Lodging (Local) ● Niche ● Travel (Local)



FYT: Total Clicks by Media Type

Clicks



Continuity: Blog/Niche Support

FYT: Niche/Blog Promotion Performance (Native)

Creative	Target Audience	# Impressions	# Clicks	# CTR ↓
Plan a Visit (August)	Site Retargeting	45,133	321	0.71 %
Travel Offer (August)	Site Retargeting	28,734	191	0.66 %
Book Stay (August)	Site Retargeting	58,247	385	0.66 %
Trip Packages (August)	Site Retargeting	73,929	478	0.65 %
Total	Site Retargeting	206,563	7,230	0.35 %

1 - 17 of 17 items



Search Engine Marketing

FYT: Performance by Campaign and Search Engine

Campaign	Bing			Google			Total		
	# Impressions ↓	# Clicks	# CTR	# Impressions ↓	# Clicks	# CTR	# Impressions ↓	# Clicks	# CTR
Lodging (Local)	957,330	47,028	4.91 %	219,772	30,547	13.90 %	1,177,102	77,575	6.59 %
Travel (Local)	883,073	34,621	3.92 %	175,328	39,831	22.72 %	1,058,401	74,452	7.03 %
Branded	569,978	20,785	3.65 %	128,272	18,688	14.57 %	698,250	39,473	5.65 %
Niche	155,991	4,274	2.74 %	65,835	8,747	13.29 %	221,826	13,021	5.87 %
Total	2,566,372	106,708	4.16 %	589,207	97,813	16.60 %	3,155,579	204,521	6.48 %

1 - 4 of 4 items



Email Marketing

FYT: Email Sends

235,542

-26.4% (-84,642)

FYT: Email Clicks

6,591

-10.1% (-739)

Performance by Email Message - Month Of

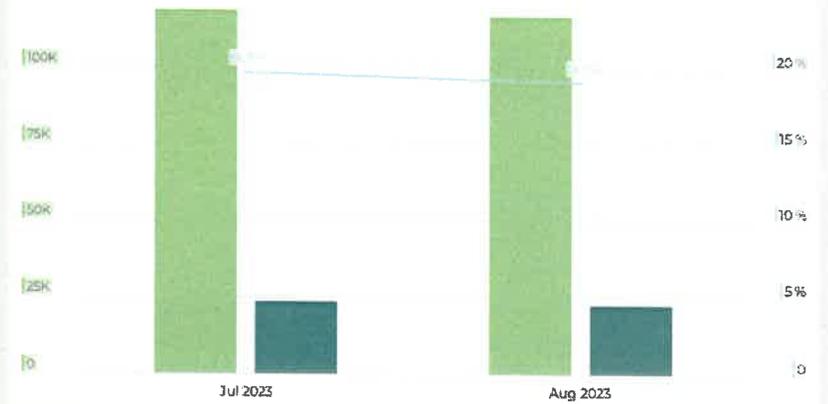
Message Sen...	# Sends ↓	# Opens	# Open Rate	# Clicks	# CTR (Opens)
August 2023 OB...	112,662	20,926	18.57 %	2,657	12.70 %
Welcome Email ...	1,850	716	38.70 %	444	62.01 %
Art, History and ...	453	113	24.94 %	46	40.71 %
Foodie Workflo...	410	136	33.17 %	66	48.53 %
Active Vacation...	328	94	28.66 %	40	42.55 %
Family Workflo...	318	89	27.99 %	44	49.44 %
Birding Workflow	265	66	24.91 %	17	25.76 %
Surfing Workflow	247	51	20.65 %	21	41.18 %
Fishing Workflo...	212	49	23.11 %	24	48.98 %
Camping/RV W...	99	23	23.23 %	11	47.83 %
Total	116,844	22,263	19.05 %	3,370	15.14 %

1 - 10 of 10 items

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FYT: Email Performance Trends

Message Sends Message Total Opens Message Open Rate





Executive Summary

Drive Awareness KPI: Impressions					Drive Intent KPI: Website Sessions Referred by Social Sources					Engage KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, Link Clicks, Media Clicks					Convert KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-Ups				
Performance As Of:	Aug 2023	Aug 2022	Base Goal	Stretch Goal	Performance As Of:	Aug 2023	Aug 2022	Base Goal	Stretch Goal	Performance As Of:	Aug 2023	Aug 2022	Base Goal	Stretch Goal	Performance As Of:	Aug 2023	Aug 2022	Base Goal	Stretch Goal
Current Month	3,799,600	1,660,083	4,479,613	5,475,083	Current Month	19,572	9,072	16,393	20,035	Current Month	342,762	227,866	301,664	368,700	Current Month	1,506	2,338	746	1,369
Cumulative Fiscal	6,072,826	4,012,516	6,400,636	7,823,000	Cumulative Fiscal	37,869	21,760	23,322	28,504	Cumulative Fiscal	695,685	626,651	442,238	540,514	Cumulative Fiscal	2,436	3,134	1,052	1,930
Cumulative % To Target		151%	95%	78%	Cumulative % To Target		174%	162%	133%	Cumulative % To Target		111%	157%	129%	Cumulative % To Target		78%	231%	126%

Key Messaging:

- Stewardship through beach safety and volunteering opportunities.
- Unique perspectives via the Roanoke Aquarium, the OBX ferries, Jockey's Ridge, and the lighthouses.
- Taking advantage of summer season activities before the season changes (fishing with a park rangers, the Lost Colony play, and the Soundside Market).

Performance Overview:

- With the exception of Impressions, all KPIs are currently trending above both base and stretch goals.
- Though cumulatively trending above last year, impressions were lower this month due to increased CPM costs on ads where impressions were not the primary objective. This suggests that the non-awareness ads were more efficient at delivering results, requiring fewer impressions served in order to achieve the primary campaign objective.
- In addition to continued efficiency from the Mini Adventure Guide lead generation ad (over 1.1K leads), traffic referred to the OBX website reached listing details 3.8K times, partner referrals 1.2K times, requested the physical Travel Guide 334, downloaded the Travel Guide pdf 20 times, and signed up for the eNewsletter 32 times. All of these on-site actions were completed in addition to primary content objectives of awareness, traffic, and engagement.
- Providing unique creative perspectives beyond the frequent top-performing sunset and lighthouse imagery continues to offer opportunities for deeper engagement with the OBX audience.

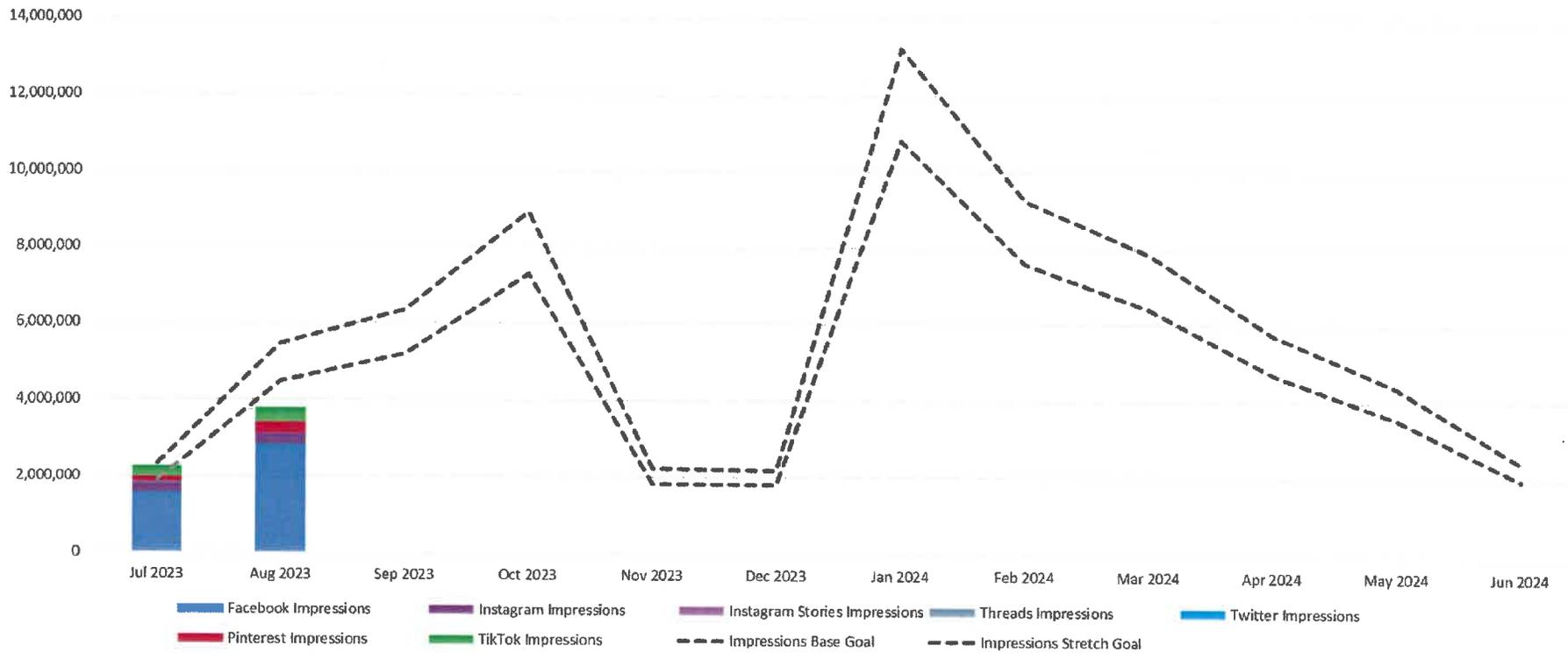
Next Steps & Recommendations:

- New Mini Travel Guide is being developed for launch in September and will run through November.
- Switch TikTok awareness objective from follower growth to impressions.
- Swift Current content is set to be integrated in September.
- Continue to include a content focus on on volunteer opportunities and stewardship of the OBX.
- Ignite Social Media is currently working with Hoffman York and Hubspot to improve efficiency of passing leads between agencies.



Connect M-o-M

Impressions By Channel vs. Trend To Goal

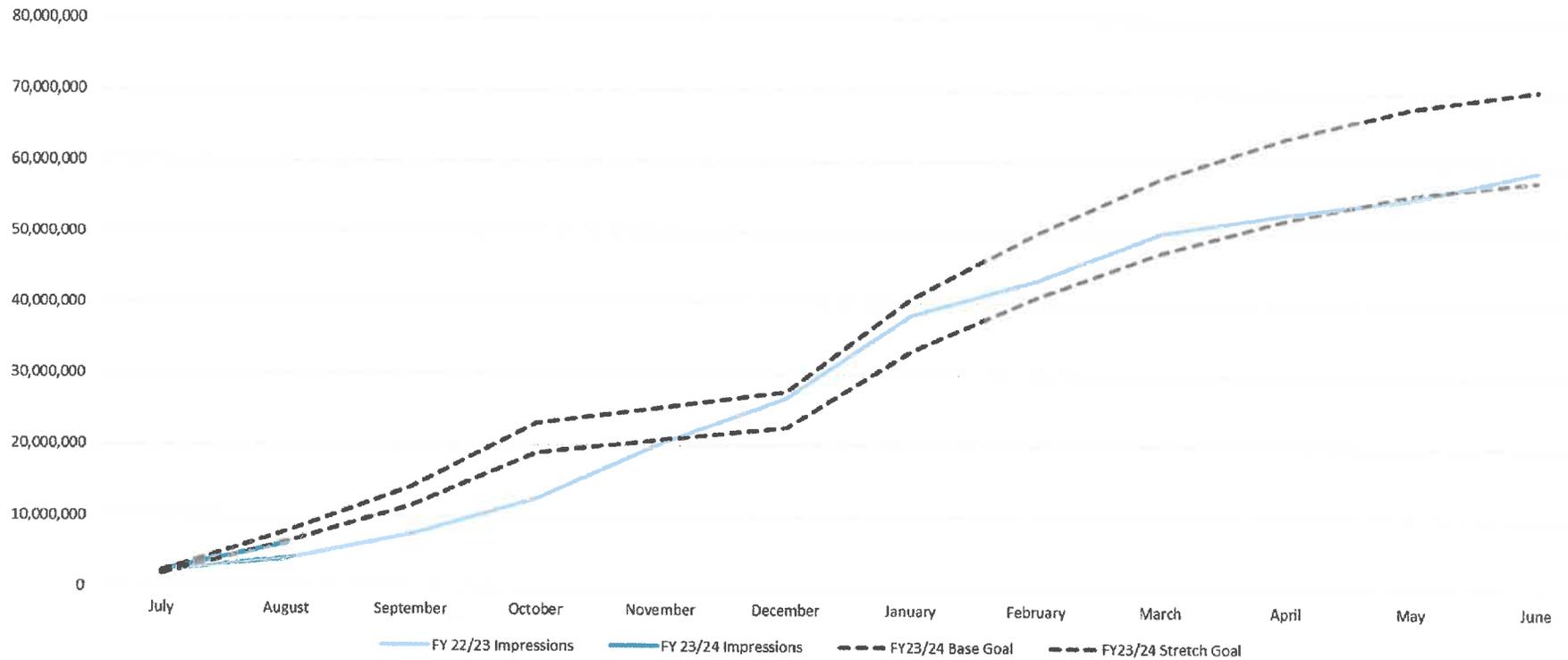


F



Connect [Cumulative Performance]

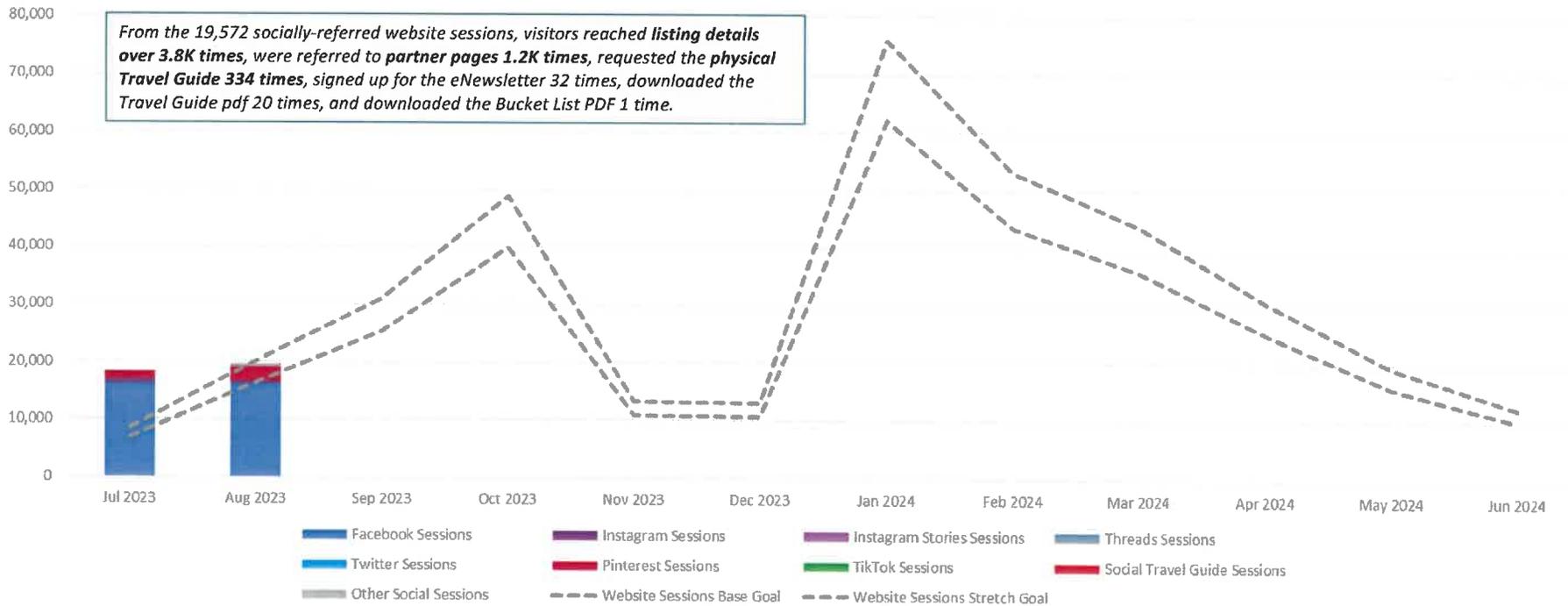
Cumulative Impressions Performance To Goal





Drive Intent

Website Sessions Referred from Social Channels vs. Trend to Goal

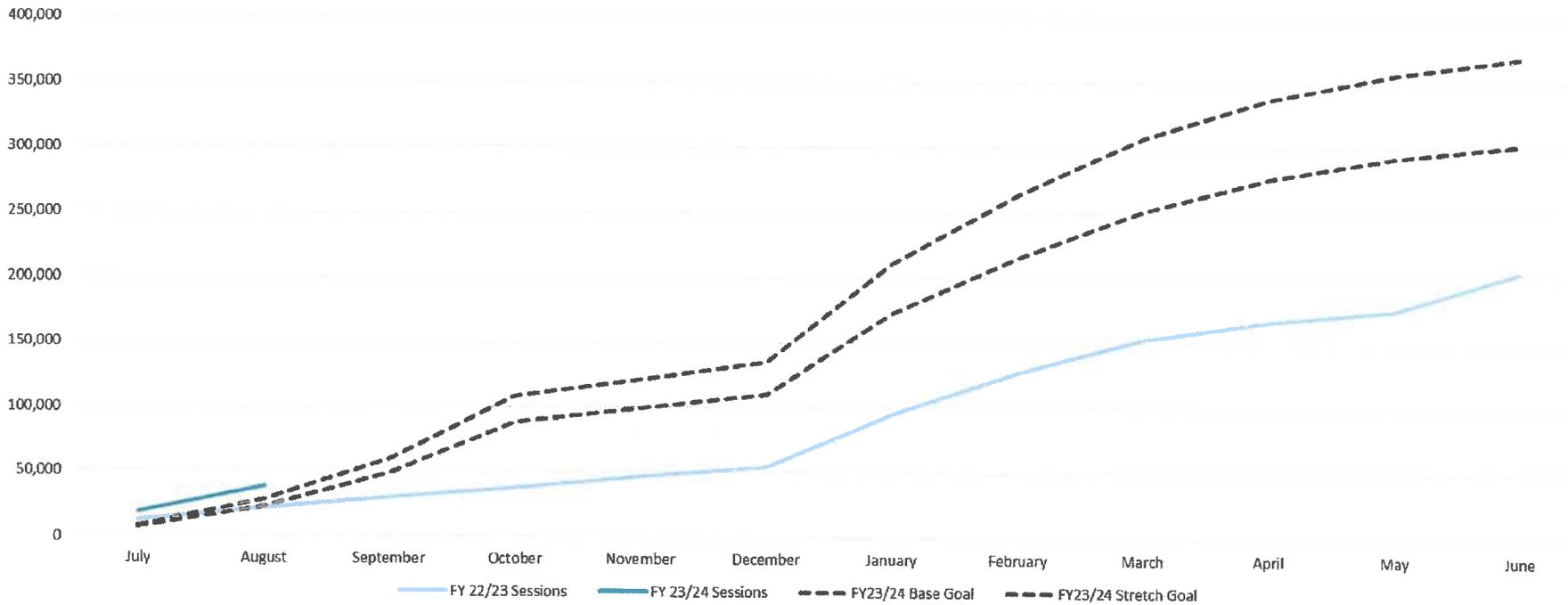


W



Drive Intent [Cumulative Performance]

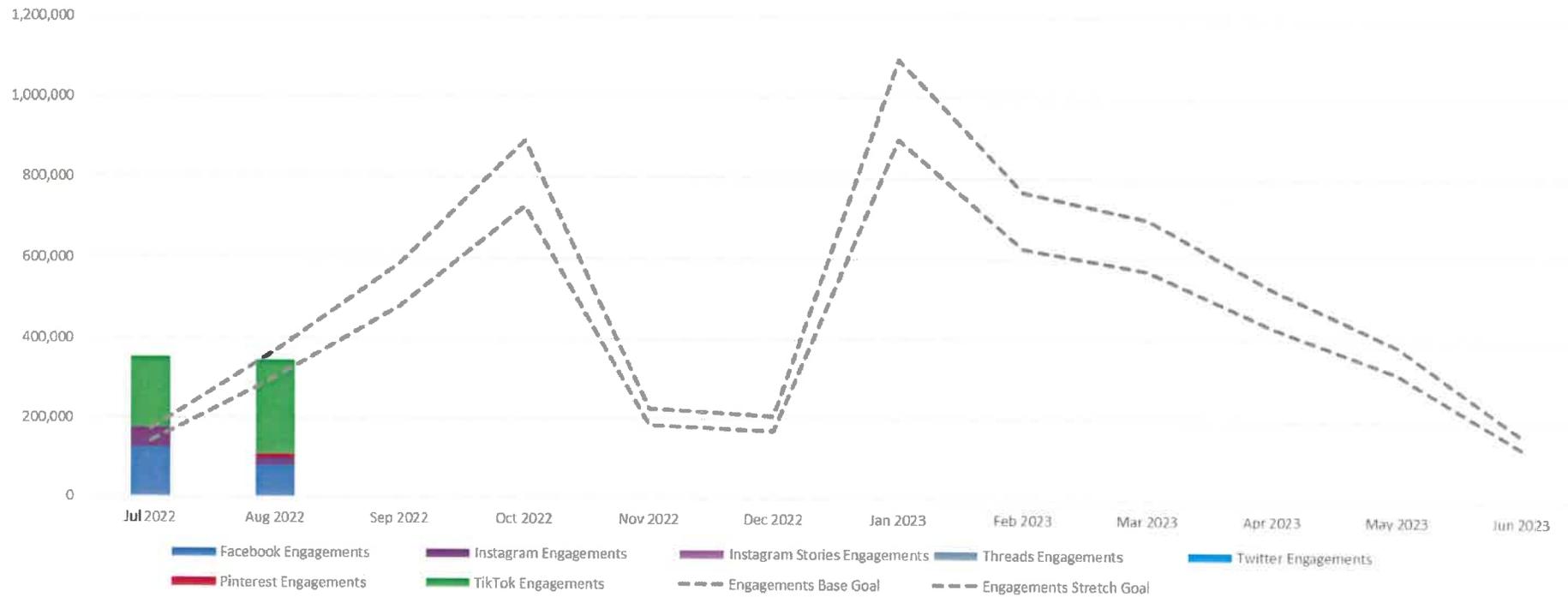
Cumulative Website Sessions Referred from Social Channels Performance To Goal





Engage

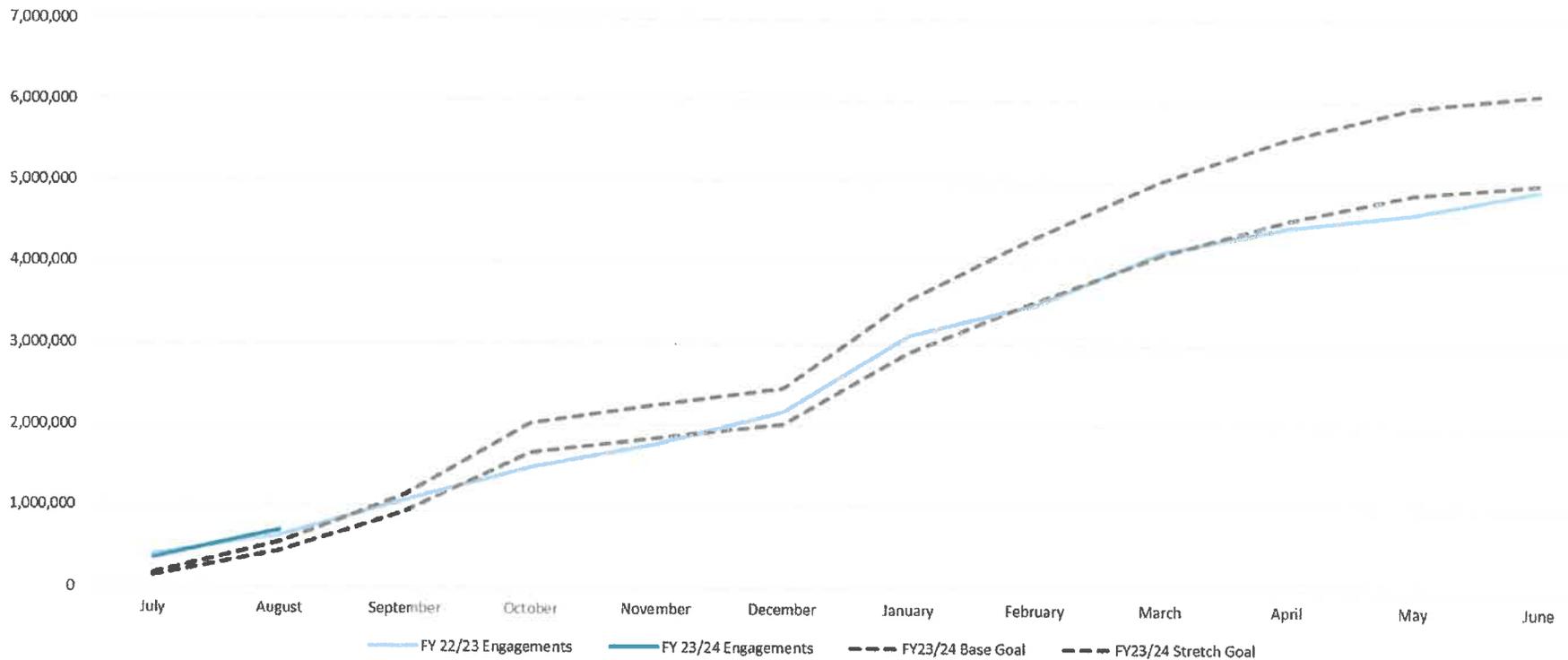
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

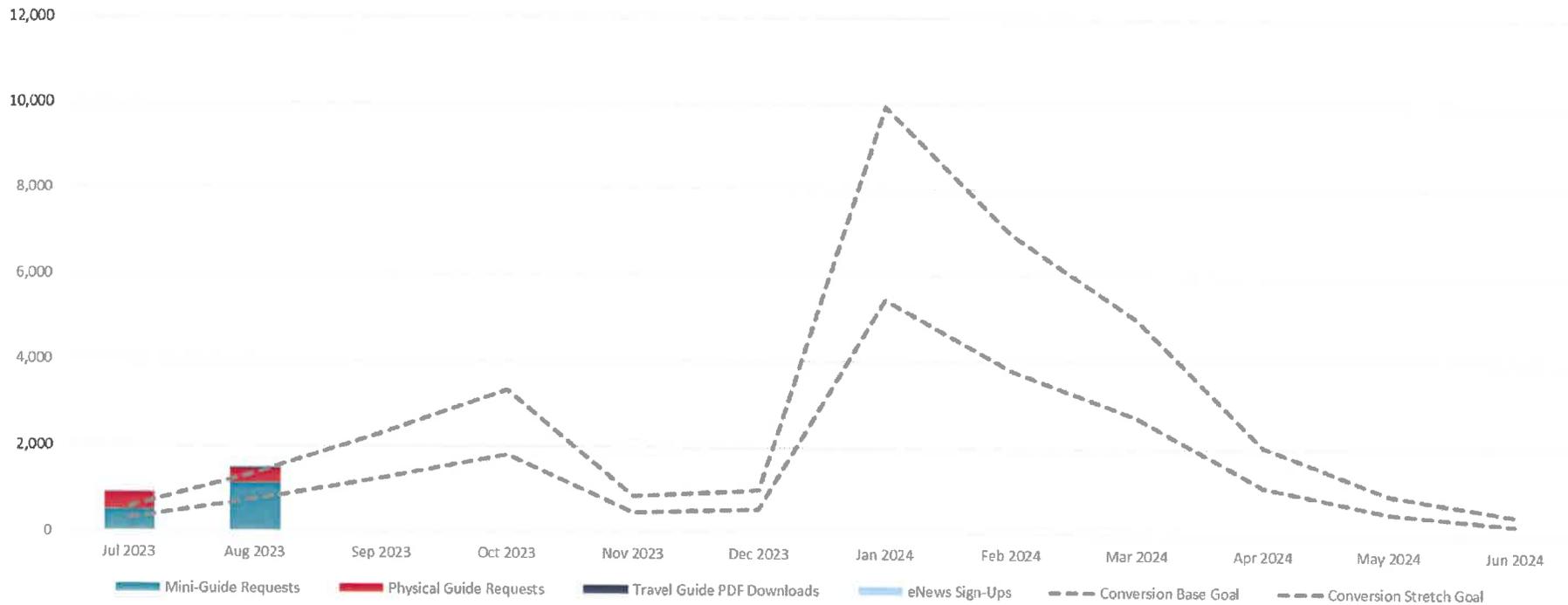
Cumulative Engagements Performance To Goal





Convert

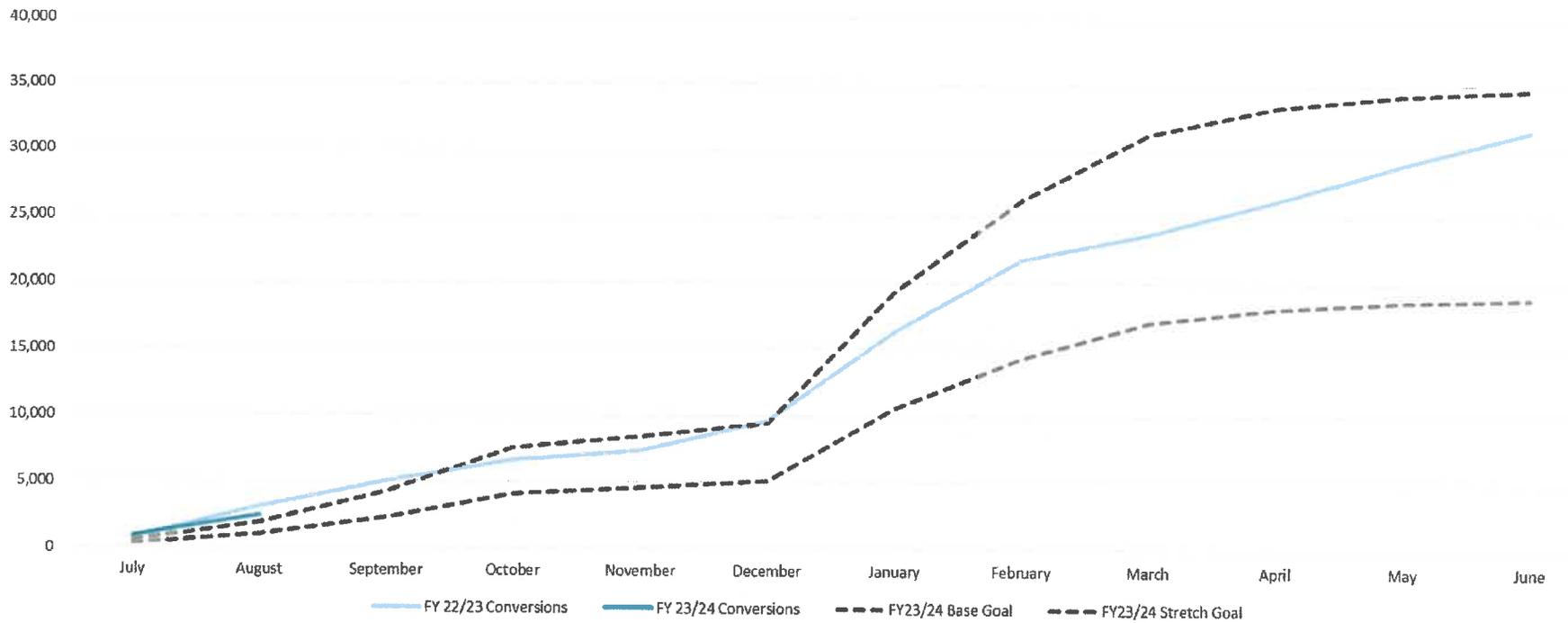
Conversions By Type vs. Trend to Goal





Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal



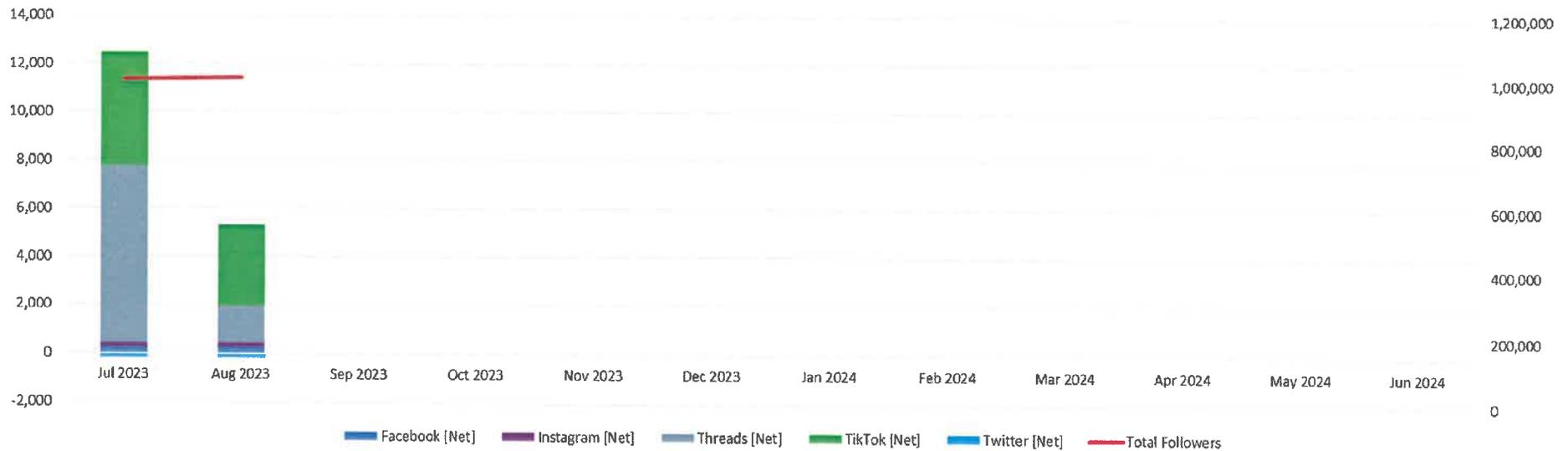


Engage - Community Growth

Highlights:

- Threads growth slowed as overall activity on the platform slowed and no additional posts were published in August. A Threads test is currently in development to gauge engagement performance and monitor platform growth.

Social Following Across Platforms



12

OUTER BANKS VISITORS BUREAU – COMMUNITY ENGAGEMENT REPORT

SEPTEMBER 21, 2023

Task Force Update

9/5/23 – Email to existing Task Force members // Thank You and invite to remain on Task Force
9/11/23 and 9/14/23 – Follow up outreach
9/15/23 – Deadline for existing Task Force members to commit
9/18/23 – Open application window to fill remaining Task Force spots
10/19/23 – Present Task Force members to Tourism Board for review/approval

Returning Task Force Members (as of September 13, 2023):

Jessica Barnes (OBX Forever)	Mary Helen Goodloe-Murphy (Island Free Press)
Karen Brown (Outer Banks Chamber)	Dave Hallac (National Park Service)
Tim Cafferty (DCTB / Outer Banks Blue)	Willo Kelly (Outer Banks Assoc. of Realtors)
Shannon Castillo (Dare County Schools)	Ronnie Sloan (Outer Banks Health)
Reide Corbett (Coastal Studies Institute)	Tim Sweeney (College of the Albemarle)

The Task Force is comprised of a representative of the following groups:

Cultural Attraction
Dare County Board of Commissioners
Dare County Tourism Board
Dare County Education
Environmental Agency or Group
Hatteras Island Business
Healthcare
Historical Attraction
Infrastructure (Housing/Transportation)
Lodging Business
Municipality
National Park Service
Non-Profit Organization
Outer Banks Chamber of Commerce
Residents (4, including 1 Hatteras and 1 non-resident property owner)
Restaurant Business

Task Force - Next Steps:

- Finalize Task Force members
- Task Force Chair appointment by DCTB Chair
- Call for first Task Force meeting
- Task Force member “orientation” packet ... create and share in advance of first meeting
- Action items from Implementation Plan to discuss at first meeting

Community / Stakeholder Meetings

- 9/1/23 – Karen Brown (Outer Banks Chamber) - Task Force
- 9/5/23 – Ronnie Sloan (Outer Banks Health) - Task Force
- 9/7/23 – Luke Baer (Kitty Hawk Kites) - Task Force
- 9/8/23 – Outer Banks Community Services Collaborative (Non-Profit) Quarterly Meeting
- 9/13/23 – Jessica Barnes (Outer Banks Forever) - Task Force
- 9/13/23 – NCDOT: North Carolina Locally Coordinated Plan (Accessibility)
- 9/28/23 – Non-Profit Organization Knowledge Series

Ongoing:

- Introductory meetings with Task Force members to discuss their experiences and keep them updated on next steps/timing.
- “Road Show” – lining up opportunities to get in front of various Outer Banks stakeholders – community groups, organizations, associations, and stakeholders – to introduce them to the LRTMP
- * Please let Jeff know if you have any thoughts/ideas for potential “Road Show” audiences*

In the Works / On the Horizon

LRTMP Awareness & Communication

- Community Engagement Manager Press Release (9/5/23)
- “Road Show” content/presentation
- Announcement of LRTMP Task Force chair and members (local media, stakeholders, LRTMP email list)
- Creation of a ‘1-sheeter’ infographic w/ LRTMP overview, goals, strategies, contact, etc.
- Explore creation of short video to introduce and provide overview for LRTMP
- Content creation for 2023 State of Dare County Tourism collateral piece
- Preparation for 2023 OBX Tourism Summit: Tourism for Good (11/2/23)

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – SEPTEMBER 2023

Recent Trade Show Report:

Tourism Sales had the pleasure of participating in the VMA-NCMA-MCASC Annual Meeting and Marketplace, which took place from August 22nd to 25th in Cherokee, North Carolina. During the event, staff had productive meetings with 12 out of the 14 tour operators who had scheduled appointments. It's worth noting that this trade show serves as a significant source of our student group bookings for the upcoming Spring season, and we are thrilled to see a resurgence in student group interest. Notably, Young Transportation and Christian Tours (combined) have already reported a total of 28 student groups scheduled to visit between March 2024 and May 2024.

What is NCMA | VMA | MASC? The North Carolina Motorcoach Association, the Virginia Motorcoach Association and the Motorcoach Association of South Carolina are trade organizations that represent approximately 185 motorcoach and tour companies collectively in the states of North Carolina, Virginia and South Carolina. Its members operate charter, group tour, airport express, special operations, and contract services (commuter, school, transit). These 3 state associations combined their annual meetings and trade shows into one larger conference. While this is one of the smaller motorcoach marketplaces we attend it's a valuable show to network with our in state tour operators and group leaders as well as our neighboring states.

Tourism sales is working on the sales leads to the industry partners and the follow-up to these tour operators with their requests.

Future Trade Show Dates and Locations:

- November 12 – 15, 2023: National Tour Association, TREX 23, Shreveport, LA
- December 4-7, 2023: Travel South International Show, Memphis, TN
- December 14-15, 2023: AENC Marketplace, Raleigh, NC
- January 13-16, 2024: American Bus Association Annual Marketplace, Nashville, TN
- March 17-19, 2024: Visit NC 365, Greenville, NC
- March 20 – 24, 2024: STS Domestic Showcase, Little Rock, AR
- May 3-7, 2024: US Travel's IPW, Los Angeles, CA

Industry Relations | OBX Tourism Summit | Thurs, November 2nd | 8:30am -3:00pm:



Presented by The Outer Banks Visitors Bureau

The Bureau staff is thrilled to announce that registration is now open for our annual OBX Tourism Summit, which will be held at the Ramada Plaza in Kill Devil Hills, North Carolina, on Thursday, November 2nd, running from 8:30 am to 3:00 pm. This year's theme, "Tourism for Good," promises an exciting and insightful event. Currently, we are working on assembling an impressive lineup of speakers who will delve

into various topics, including tourism economics, long-term tourism planning, harnessing the power of artificial intelligence to your advantage, voluntourism, updates from OBVB and a social with our non-profits at Swells'a Brewing. Please let us know if you would like to attend the Tourism Summit and we'll get you registered.

**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*

2024 Outer Banks Official Travel Guide | On Sale Now:

The 2024 Outer Banks Official Travel Guide is now available for purchase! We are excited to announce our continued partnership with Outside Magazine, which will enable us to promote the 2024 Outer Banks Official Travel Guide to a wide audience, including Outside's extensive email subscriber base and their highly engaged "National Parks Trips" select list. Additionally, we will be targeting history enthusiasts through Smithsonian Magazine's email subscribers. When users click on these advertisements, they will be directed to the [Outer Banks Travel Guide online request form](#). Please note that only those who purchase a full-page ad will be "Featured Sponsors" on the form. These sponsor links will remain active on the webpage for an entire year.

For comprehensive details on our Travel Guide's distribution, exclusive opportunities, added value opportunity, rates, and contract terms, see attached for our 2024 advertising kit.

The Soundside Event Site:

Attached is the current 2023 Events Calendar for the Soundside Event Site for your review.

Industry Partner Meetings:

The Bureau's staff recently convened with the Property Manager Committee from OBAR to explore potential opportunities for collaboration and partnership in our marketing initiatives. The discussion predominantly revolved around the nature of our incoming guests, strategies to attract desirable guests, highlighting our family-friendly offerings, and emphasizing experience-driven opportunities. In an effort to stay informed about emerging trends, the Bureau also requested the committee to share insights, such as the observed decrease in last-minute bookings and slower early bookings. We are committed to maintaining an ongoing and transparent dialogue with the property managers to foster a productive partnership.

**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*

The Outer Banks Travel Guide

The 2024 Official Publication of the Outer Banks Visitor Bureau
Exclusive Advertising Opportunity

Program Overview:

We are excited to open ad sales for the Visitors Bureau's 2024 Official Outer Banks Travel Guide, offering you a distribution that can't be matched by any other guide. The Bureau's Guide has a printed circulation of 200,000 copies, distribution in-market and out-of-market. Plus, you get the Bureau's multi-million dollar marketing campaigns driving traffic to the Guide and your business.

Special Opportunity for Full-Page Advertisers:

This year, the Visitors Bureau will promote Travel Guide requests with a campaign to Outside Magazine email subscribers and to their targeted National Parks Trips list. We've also added a special email to Smithsonian history enthusiasts. People that click on those ads will be directed to the Outer Banks Travel Guide online request form. The request form will include call-outs for "Featured Sponsors." To be listed as a Featured Sponsor, you must purchase a full-page ad within the 2024 Travel Guide. The links will remain live on the webpage for a year.

Distribution:

The Visitors Bureau guide is distributed throughout the local area but is also mailed to top feeder markets like DC, MD, NJ, NY, NC, OH, PA, VA, WV, and Canada. It's also available throughout the year at state welcome centers, regional visitor centers, AAA offices, travel agencies, and other tourism authorities in the US and Canada. Only the Visitors Bureau's Guide can get you that kind of coverage!

Added Value for All Advertisers:

The value of your ad placement goes far beyond the printed Guide. We also direct potential travelers to the virtual version of the Guide where viewers can see and click on your online advertisement (directing to your site) throughout the year.

Ad Spaces Have Sold Out the Last Two Years, Don't Miss Out!

Don't miss this golden opportunity to let the Outer Banks Visitors Bureau's advertising and social media campaigns generate highly qualified traffic for you winter, spring, summer and fall.

Place your business information directly into the hands of individuals actively preparing for their Outer Banks adventure!

The Outer Banks[®]
VISITORS BUREAU
outerbanks.org

2024 TRAVEL GUIDE CONTRACT & ARTWORK AGREEMENT

Email or Fax completed form to:

Outer Banks Visitors Bureau
ATTN: Lorrie Love
Email: love@outerbanks.org
252-473-2138 (p) 252-473-5777 (fax)

Business Name: _____

Contact Person: _____

Billing Address: _____ City/State/Zip _____

Phone/Fax: _____ Email: _____

Size of Ad Space Requested: (**Commitment Deadline: Friday, September 29, 2023**
Creative Deadline: Tuesday, October 10, 2023)

- | | |
|---|---|
| <input type="checkbox"/> Back Cover \$7,000 (advertiser supplied ad) | <input type="checkbox"/> Full Page \$5,000 (advertiser supplied ad) |
| <input type="checkbox"/> Inside Front Cover \$6,000 (advertiser supplied ad) | <input type="checkbox"/> Half Page \$2,500 (formatted ad) |
| <input type="checkbox"/> Inside Back Cover \$6,000 (advertiser supplied ad) | <input type="checkbox"/> Quarter Page \$1,500 (formatted ad) |

AD SPACES ARE LIMITED. ONCE SOLD OUT, NO ADDITIONAL ADS WILL BE ACCEPTED!

Total Contract Amount: \$ _____

Make check payable to the Outer Banks Visitors Bureau

- Travel Guide Size: 10.5" x 7.875"
- 44 pages; 200,000 copies distributed

*It is the advertiser's responsibility to ensure that they or the designated ad agency provide the Outer Banks Visitors Bureau the advertising artwork that meet the specifications no later than **October 10, 2023**. The production schedule for the insert requires that this deadline be met. If artwork is not received by this deadline, your ad may not be included in the guide. All ads must be accompanied by a color proof. Please send your completed artwork to Lorrie Love, love@outerbanks.org.*

Agency or Company producing your Ad: _____

Contact Person or Ad Agency: _____

Phone: _____ Email: _____

SIGNATURE OF OWNER, MANAGER, OR AUTHORIZED PERSON

2023 Soundside Event Site Schedule

Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Attendees Expected	Site Reserved
Sumospeed Beach Bash	Saturday, September 16, 2023	11:00am - 6:00pm	1000 (not all on site at one time)	Friday, September 15-Saturday, September 16, 2023
OBX Corvette Festival (Garage Band Charities)	Friday, October 6-Saturday, October 7, 2023	10:00am - 6:00pm	750-1000 (not all at one time)	Friday, October 6-Saturday, October 7, 2023
Outer Banks Seafood Festival	Saturday, October 21, 2023	10:30am - 6:00pm	8,000-10,000 (not all at one time, flow)	Wednesday, October 18-Wednesday, October 25, 2023
OBX Brewtag	Saturday, October 28, 2023	11:00am - 6:00pm	4000-5000	Wednesday, October 25-Tuesday, October 31, 2023
Dare County Schools - Truck Career Day	Tuesday, November 7, 2023 (rain date: Thursday, November 9)	9:00am - 11:00am	400 5th graders	Tuesday, November 7, 2023 (rain date: Thursday, November 9)
The Wall That Heals	Wednesday, November 15-Sunday, November 19, 2023	24 hours	7,000-11,000 (not all at one time, est 3000 peak attendance per day)	Tuesday, November 14-Sunday, November 19, 2023
Soundside Holiday Market	Sunday, December 3, 2023	10:00am-2:00pm	500-750 (not all at one time)	Sunday, December 3, 2023
Soundside Holiday Market	Sunday, December 10, 2023	10:00am-2:00pm	500-750 (not all at one time)	Sunday, December 10, 2023
Soundside Holiday Market	Sunday, December 17, 2023	10:00am-2:00pm	500-750 (not all at one time)	Sunday, December 17, 2023

Outer Banks Visitors Bureau

PUBLIC RELATIONS REPORT: September 2023

PRESS RELEASE

Outer Banks Visitors Bureau Welcomes Jeff Schwartzberg As Community Engagement Manager | Sep 5, 2023 -Aaron sent out a local media release

EVENT SPONSORSHIP

Outer Banks WRV Pro -Aaron worked with staff to put together sponsorship messages and Raw OBX videos for competition on-air hosts to read live and refer to for establishing shots. According to the event, the first day viewership online was 32.6k live views and 45k+ views on Instagram video.

EARNED MEDIA

Fodor's Travel | Sep 13, 2023 -Aaron worked with the editorial team at Fodor's, including a writer who visited the Outer Banks on a past FAM with the Midwest Travel Writers Association. Amy Eckert submitted the Outer Banks for inclusion in the Fodor's article about the world's most scenic ocean drives. <https://bit.ly/3re8Fpg>

QC Exclusive – Charlotte, NC | Q1-Q3 -Aaron helped identify and opportunity to share the Outer Banks with the growing greater Charlotte metro area and beyond through a content partnership with the QC Exclusive magazine and the statewide Discover the Carolinas online media.

180k magazines printed/distributed a year
57k social media followers @qcexclusive
150k page views/month on qcexclusive.com
10k+ newsletter subscribers
Discover The Carolinas
87.4k on TikTok and 38.8k on Instagram
8,213k+ newsletter subscribers

Tiktok, IG Reels, IG Posts, IG Stories for @discoverthecarolinas and @qcexclusive

Views/Accounts Reached=203,829

Shares=1000

Likes=6510

Comments=213

TikTok

<https://www.tiktok.com/t/ZT8LorKEx/>

<https://www.tiktok.com/@discoverthecarolinas/video/7197814251409689902>

<https://www.tiktok.com/t/ZT8LoH9SB/>

<https://www.tiktok.com/t/ZT8Lo5tt3/>

<https://www.tiktok.com/t/ZT8Lo95mc/>

IG Reels: @discoverthecarolinas

<https://www.instagram.com/reel/CtalacVpjyz/?igshid=MzRIODBiNWFIZA==>

<https://www.instagram.com/reel/CtXvvTxpOzR/?igshid=MzRIODBiNWFIZA==>

<https://www.instagram.com/reel/CtQAKNkJVj3/?igshid=MzRIODBiNWFIZA==>

<https://www.instagram.com/reel/CtNMHx6pUUX/?igshid=MzRIODBiNWFIZA==>

https://www.instagram.com/reel/CsW7_EfJU-P/?igshid=MzRIODBiNWFIZA==

IG Posts: @discoverthecarolinas

<https://www.instagram.com/p/CsE7GGTMJIF/?igshid=MzRIODBiNWFIZA==>

<https://www.instagram.com/p/CtxEfZosLOB/?igshid=MzRIODBiNWFIZA==>

IG Reels @qcexclusive

https://www.instagram.com/reel/CtPs0Q0AcF_/?igshid=MzRIODBiNWFIZA==

IG Stories: @discoverthecarolinas

June 14: 4 slides

June 12: 4 slides

June 11: 9 slides

June 10: 9 slides

June 9: 11 slides

June 23: 1 slide

QC Exclusive Magazine | Summer Issue We took a deeper dive into the sustainability and stewardship stories of our parks, community and local non-profits.

Issue 5 2023 Cover

Editorial pages 90-95

Other mentions in Issue 5: pg. 101, 104, 105, 107, 108

Full page ads in travel section Issues 5 + 6

Online Articles That Have Already Run

QC Exclusive - Secret Beaches of the Carolinas You've Never Heard Of: <https://bit.ly/45QRMA7>

QC Exclusive - Top things for couples to do in OBX: <https://bit.ly/3RkMBnF>

Discover the Carolinas - White Doe Inn: <https://bit.ly/467so8Q>

Discover the Carolinas - Top 20 Things To Do In OBX with Kids: <https://bit.ly/3EzCh3w>

Discover the Carolinas - Top Things To Do In OBX When It Rains: <https://bit.ly/3EWESEZ>

PRESS TRIPS

Toronto Sun | Aug 2023 -Aaron worked with the editorial team at Toronto Sun for an in-market visit in late August by Laura Nelles, the week of August 23-26. Toronto Sun is a Post Media newspaper with potential syndicated reach of 12+Million across Canada. Laura checked out the new Hotel Manteo, the Bear Bus and Manteo Historic Walking Tour to name a few, as well as toured a new vacation rental home during her research.

Planetware.com | Sep 23-30, 2023 Michael Law has an assignment to cover the Outer Banks for Planetware.com, monthly visitors 3.5 million. The article is to cover the the kiteboarding scene in a 1st person format. In addition to this article, he'll be writing an additional 1st person piece on camping in the Outer Banks. All pieces will be supported by original photography. The article is anticipated in early 2024.

Garden & Gun, etc. | Oct 12, 2023 Aaron met with DC-based freelance contributor Amy White during the VisitNC DC Media Mission. Amy freelances for Garden & Gun, National Geographic, Arlington Magazine, etc. Aaron is working to bring Amy to the Outer Banks in October.

MEDIA MISSIONS

Washington, DC | Aug 14-16, 2023 Aaron joined the VisitNC PR team on a series of deskside visits and appointments with premium media outlet staff in one of our most important drive markets to pitch story ideas about the Outer Banks. We've had some early interest in exploring the Outer Banks by some of those media.

The Quintessential Charlotte Luxury Magazine

QC
EXCLUSIVE

THE SUMMER ISSUE

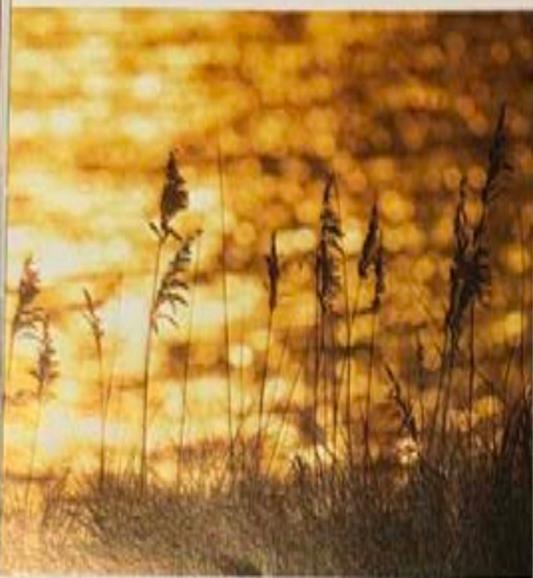
Enjoy a season of travel with an unforgettable trip to the Outer Banks,
plus 25 truly unique activities and 20 secret beaches in Carolina.

NO. 95 | JULY/AUGUST 2023

*Bodie Island
Lighthouse,
Outer Banks,
by Justin Potter*

TOP 50 CAROLINA DESTINATIONS

Experience all our region has to offer from the best beach and mountain towns to
iconic landmarks, cascading waterfalls, expansive overlooks, luxury resorts, and more.



WORTH PROTECTING

Voluntourism and the preservation of a valuable coastline: The Outer Banks.

words and photos JP GRICE

AS ONE OF OUR MOST BELOVED VACATION DESTINATIONS, THE Outer Banks is a near perfect coastline. It has rolling sand dunes, diverse wildlife, a rich history, uncrowded beaches, and abundant activities. But with all that beauty and soul comes a lot of responsibility.

A TRIP TO THE BEAUTIFUL, SPECIAL & WILD

As we crossed the bridge over the Alligator River, we were immediately reminded how beautiful, special, and wild the Outer Banks are. We saw gorgeous views of expansive lapping water, bald cypress trees, and seagulls coasting on currents of warm air. Then, only a couple miles down the road — on the last bit of Carolina mainland just east of Roanoke Island — we had a rare encounter. A massive black bear snacking on berries welcomed us to the barrier islands.

The next day, we spent sunset just south of Oregon Inlet at the historic Life Saving Station. This building is nestled at the base of towering dunes on Pea Island, a delicate and constantly changing piece of land at the mercy of the encroaching ocean.

At Bodie Island, we saw my favorite lighthouse. It's been there since the 19th century. You get multiple vantage points with its neighboring boardwalk, and it has a double keeper's quarters, which is really unique.

To our surprise, not only did we get to see the iconic landmark, but we also found one of my favorite endangered species: the Timber Rattler. A sighting like this is something to celebrate. They're pretty rare to see, but serve as a reminder that you're in a special place deep in the national seashore where wildlife thrives at the edge of the lighthouse clearing. These animals are

simply looking to either bathe in the sun or relax in the shade. Let them alone and they'll keep to themselves. There's also a wonderful variety of birds to see and the common sightings of white tail deer.

On our third day we went aquarium hopping. We visited both Jennette's Pier and the NC Aquarium on Roanoke Island, where I literally spent an hour in a trance watching the jellyfish swim. The education kids and adults receive here is extremely valuable in further protecting both the ocean and the wildlife that live in it. After all, awareness and connection are so important in spreading the gospel of conservation.

And then, on our last day we made it to the southernmost tip of Hatteras, where you can experience a stunning landscape sans the crowds. This place is the end of the world here in the Old North State, and because of strengthening storms and exposure, the shoreline is dynamic and in constant flux. But it is simply the best — raw yet peaceful, with the bluest water — and truly pristine.

This trip reminded us that the Outer Banks are nothing less than a blessing to all who visit. The area is an amalgamation of wind-swept beaches, historic landmarks, wild creatures (land and sea), even pirate lore...not to mention the sunsets are mind boggling. But it's also fragile, deserves respect, and needs constant work to maintain. Luckily, there are so many people, organizations, and initiatives that share in the mission of protecting this wonderful place. So, if you are planning a trip like ours to the Outer Banks, along with seeing all the sights and enjoying warm days on the sand, we also hope and encourage you to love it like a local. Here's some of the ways you can help and do just that!



JOIN OUTER BANKS SUSTAINABILITY INITIATIVES & PLAY YOUR PART

If you're one of those visitors that wants to give back and ponders how they can lend a hand in the Outer Banks, these are several options that have a very positive impact.

KEEPING THE BEACHES CLEAN

On Cape Hatteras National Seashore, miles of golden sand meet sapphire waters. These beaches create endless opportunities for a wide array of activities. As the first public land designated as a national seashore, the beaches of Cape Hatteras are celebrated as some of the most pristine and natural in the country. Even as such, they are no more immune than anywhere else from the traces people leave behind, with the usual kinds of trash.

Our primary goal when we travel is to leave it better than we found it. That means not only should you take your trash with you, but, if you happen to come across any other trash, try to grab it and dispose in appropriate locations as well.

The OBX 5 Minute Beach Cleanup and the Surfrider Foundation through their Adopt-A-Beach program are two of the most

prominent organizations making efforts for group beach cleanups and inviting volunteers from far and near to join.

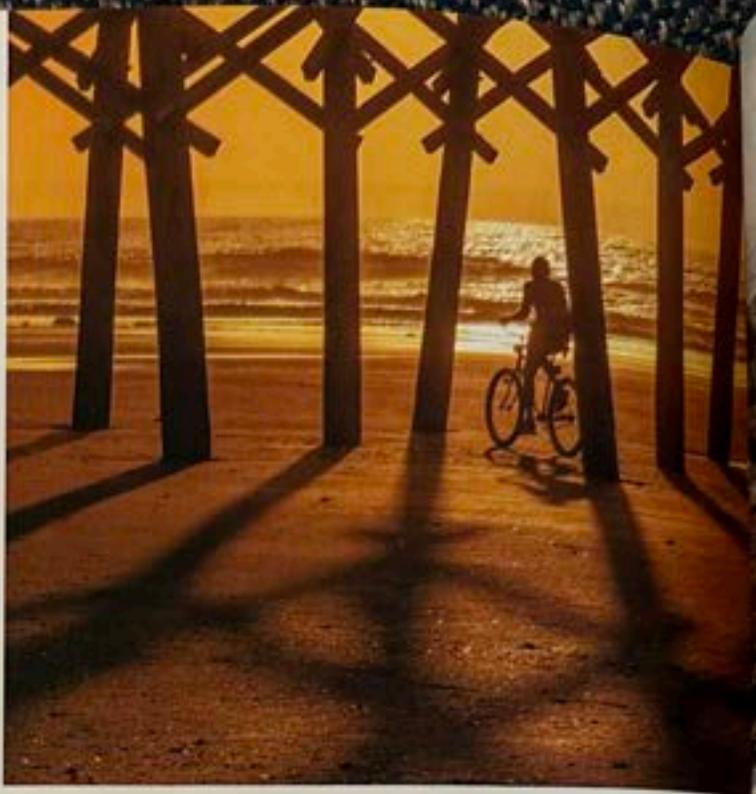
PROTECTING THE SEA TURTLES

The Leatherback Turtle, Green Turtle, and Hawksbill Turtle are all critically endangered species that make the Outer Banks their home. These sea turtles are especially susceptible to the negative effects of plastic and debris left on the beach. Most consider them food and swallow them, leading to intestinal blockage and death. Similarly, discarded fishing lines can become a life-threatening trap for sea turtles. Supporting or volunteering with the Network for Endangered Sea Turtles (N.E.S.T.) is one great way to help.

PRESERVATION AT THE PIER

Preservation efforts aren't simply being made on the beaches of the OBX but also in its fishing and beachfront activities. Jennette's Pier is probably the most fitting facility to look up to, known for its world-class fishing and youth adventure camps. The Pier has made significant progress to become environmentally friendly by adopting wind-powered turbines and passive solar systems.

FROM LEFT TO RIGHT:
Hunting Island Beach,
Kure Beach, Folly
Beach, Live Oaks on
Edisto Island.



THE BEST BEACHES YOU HAVEN'T HEARD OF

Bucketlist beaches and Carolina coastlines to explore this summer.

words ELEANOR MERRELL / photos JAMEY PRICE or JP GRICE

NORTH AND SOUTH CAROLINA ARE HOME TO NATIONALLY-celebrated and internationally-visited beaches like Hilton Head, Myrtle Beach, Kiawah, and Nags Head. These beaches are certainly worth a visit; they're famous for a reason, after all. But so too are the Carolinas' hidden gems — beaches that fly under the radar despite a bustling social scene or that maintain their low profile by being challenging to access (but well worth the effort). Harness the invigorating power of exploring somewhere new by visiting one of these hidden Carolina coastal gems.

OCRACOKE'S LIFEGUARD BEACH

Ocracoke is for the beach-goer who's not afraid of a little originality and defiance in their destination. Unapologetically challenging to access, this North Carolina destination is for the traveler who's prepared for things to be a little rough around the edges. You won't find world-class golf courses (or any golf courses, for that matter) or ferris wheels or anything remotely flashy. This laidback area keeps things casual to better the spotlight on its pristine, undeveloped shorelines.

PEA ISLAND

This destination south of Oregon Inlet is one of our favorite places to watch the sunset! Here you can find beautiful views

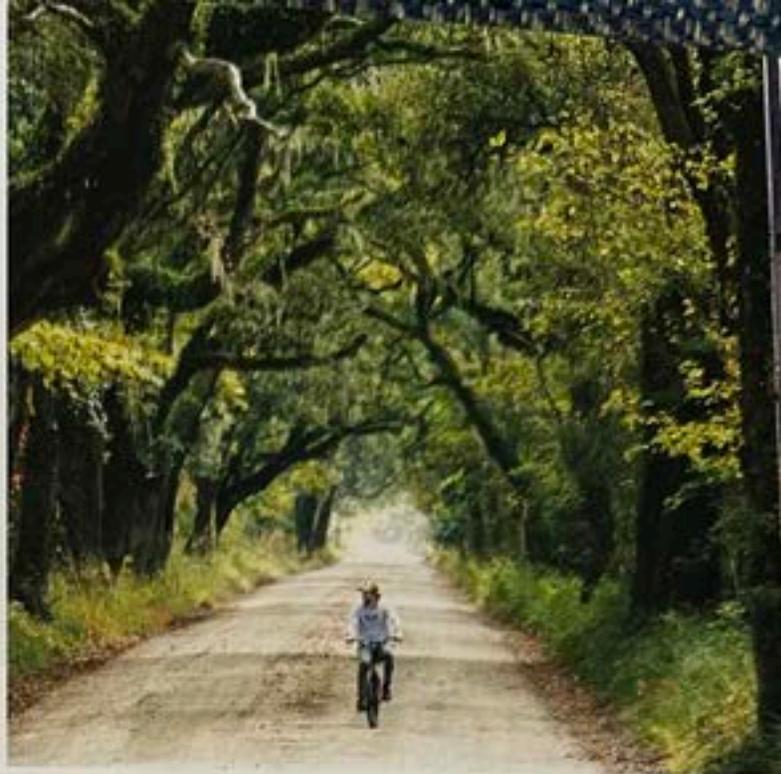
of the sound, dunes, the Oregon Inlet Life Saving Station, and very secluded and beautiful beaches! We highly recommend a visit to this quiet and picturesque OBX island for not only the beach but also views of the iconic life saving station.

HUNTING ISLAND BEACH

Although Hunting Island might be South Carolina's most popular state park, it's still something of an afterthought when it comes to planning a beach vacation. Located just east of Beaufort, sandwiched between Harbor Island and Fripp Island, the 5,000 acres that comprise Hunting Island includes five miles of beach, lush marshes, and a maritime forest. Visitors can also explore a saltwater lagoon, historic lighthouse, nature center, and fishing pier before retiring to a rustic cabin or campsite.

CASWELL BEACH

Halfway between Wilmington and Myrtle Beach, joining Bald Head as part of North Carolina's Brunswick Islands, Caswell Beach is perched at the eastern edge of Oak Island at the mouth of the Cape Fear River. With an 18-hole championship golf course, an operational lighthouse, easy access to the charming town of Southport, and some of the least crowded shores along the Brunswick Islands, Caswell Beach can easily become the kind of destination that visitors return to year after year.



WAITES ISLAND

If you have never heard of Waites Island, you're not alone. Given its attention-grabbing neighbors (Myrtle Beach and Cherry Grove), this beach easily flies under the radar like a teenager sheltering in the shadow of their older, rowdier siblings. This gentle island is the northernmost of South Carolina's barrier islands, and, although it is close enough to shore to be accessed by kayak or paddleboard, Waites remains a serene wildlife habitat. In fact, Coastal Carolina University maintains a small research facility on its shores.

FRIPP ISLAND BEACH

Fripp Island is a teeny speck of land, a crumb cast off from South Carolina's coastal edge. Less than a mile wide and only a few miles long, the island is home to quiet beaches and ample wildlife. Almost 200 bird species inhabit or migrate through the island, as well as alligators, raccoons, and dolphins. Even more spectacularly, the island is a nesting site for loggerhead turtles. Although the island is only 25 minutes from Beaufort, it's private, meaning that only those with reservations or property on Fripp can avail themselves of this island's ample natural and manmade amenities.

FOLLY FIELD BEACH

While Coligny Beach might be the most popular beach on Hilton Head, Folly Field Beach is a lesser known alternative where Hilton Head locals tend to play. Here, a wooded boardwalk opens on a wide stretch of sand, where tides create tiny pools perfect for young beachgoers. Because Folly Field Beach is located in a mostly residential area, it's a good idea to pack your own refreshments and hunker down for a day of sunny relaxation and salty fun.

MORRIS ISLAND

To access the sandbar near Morris Island, visitors will need to

charter a boat or be prepared to paddle a few miles (Folly Beach is probably the best launch point for paddlers). Although a bit more challenging to access than some of its more popular Charleston area neighbors, this beach affords the intrepid traveler shores lined with intriguing shells and other ocean artifacts, stunning views of the Charleston Harbor, close proximity to the Morris Island Lighthouse, and dolphin sightings.

EDISTO BEACH

At the southern tip of Edisto Island, which is located about halfway between Beaufort and Charleston, a corner of land juts into the Atlantic like a rogue tooth. Known as Edisto Beach, this area offers just over four miles of sandy shores. On the northern half of the beach, rowdier waters beckon to beachgoers in search of a spicier swim, while calmer waters can be found along the southern half of the beach. A stone's throw from Edisto Beach State Park and the A.C.E. River Basin, Edisto Beach offers easy access to some of the Lowcountry's most fascinating natural habitats.

CAPERS ISLAND

Capers Island is a stunning barrier island near Charleston, South Carolina that attracts nature lovers and adventure seekers alike. The island is only accessible by boat, offering an off-the-grid experience that uncovers a treasure trove of natural wonders. Capers Island boasts untouched beaches, vast salt marshes, and dense maritime forests that create an otherworldly landscape.

One of the island's most standout features is its bountiful wildlife, making it a birdwatcher's paradise with an array of bird species including herons, egrets, and wood storks. Visitors can also enjoy playful dolphin sightings or encounter sea turtles nesting along the sandy shores. There's alligators too on the inside of the island so be aware. The island's pristine beaches beg for leisurely strolls and sunbathing, while the marshes



provide the chance for peaceful kayaking or paddleboarding surrounded by coastal beauty.

POLE ROAD

Pole Road is a road of sand at the bottom tip of the Cape Hatteras National Seashore. This road runs along the coast and is used by off-road vehicles (ORVs) to access some remote beaches. The name comes from the tall wooden poles that line the way and guide drivers on the beach.

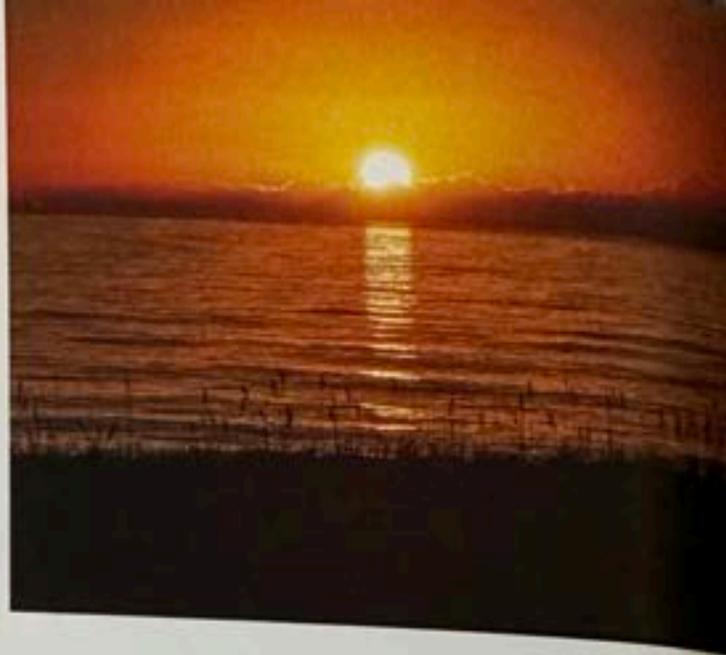
Fishing enthusiasts and beachgoers with ORV permits frequent Pole Road for its access to various beach areas and fishing spots, as well as stunning views of the Cape Hatteras coastline. To ensure up-to-date information on access, permits, and any restrictions or closures, it's essential to contact the National Park Service or Cape Hatteras National Seashore. Keep in mind that ORV permits and regulations are in place and should be followed at all times.

PORTSMOUTH ISLAND

Explore the history and natural beauty of Portsmouth Island, a historic and uninhabited barrier island off the coast of North Carolina's Outer Banks. This well-preserved ghost town, accessible only by boat, ferry, or private vessel, offers visitors a unique opportunity to step back in time and imagine life as it was for its former inhabitants. Discover Portsmouth Island's historic buildings, including the Portsmouth Life-Saving Station, schoolhouse, church, and homes. Swim, beachcomb, birdwatch, fish, and camp on its picturesque beaches and natural landscapes. Just be sure to come prepared with supplies since facilities and amenities are limited on this remote island.

CAPE ISLAND BEACH

Cape Romain National Wildlife Refuge is a large expanse of barrier islands, salt marshes, and forests, famous for its varied ecosystems and rich wildlife, such as birds, sea turtles, and rare plants. The lighthouse here is situated on a remote island only reachable by boat, and the sandy beaches on Cape Romain



and Cape Island are secluded and unspoiled, offering you a rare opportunity to have them all to yourself.

HAMMOCKS BEACH STATE PARK

Discover the breathtaking Hammocks Beach State Park, a stunning coastal paradise nestled in North Carolina, just a stone's throw away from Swansboro. Spanning a unique barrier island called Bear Island, this park boasts a serene and picturesque environment that combines marshes, estuaries, and unspoiled beaches.

CAROVA BEACH

Carova Beach, part of North Carolina's northern Outer Banks, offers a one-of-a-kind beach experience in its remote and pristine location. There are no man-made conveniences or crowded areas, providing a peaceful getaway and connection with nature. Visitors can drive on the sandy terrain using four-wheel-drive vehicles and enjoy the endless stretches of unspoiled shoreline, rolling sand dunes, and the soothing sound of the waves. The wild horses that roam freely along the beach and dunes add an element of magic to the enchanting landscape. Carova Beach promises a serene and adventurous atmosphere for those seeking a beach escape. Observing the wild horses from a safe distance is a must, respecting their natural habitat and ensuring their preservation for future generations.

HUNTINGTON BEACH STATE PARK

Huntington Beach State Park is a coastal treasure in Murrells Inlet, South Carolina. With over 2,500 acres of land to explore, visitors can bask in the natural beauty and recreational opportunities offered by the park. The sandy beach stretches for miles, ideal for sunbathers, swimmers, and beachcombers alike. Meanwhile, nature enthusiasts will appreciate the diverse wildlife thriving in the park's salt marshes, freshwater lagoons, and maritime forests. Trails provide a glimpse of the birds, reptiles, and plants which call the park home.



Architecture enthusiasts can marvel at Atalaya, a historic castle-like structure offering a glimpse into the region's past. Beyond sightseeing, fishing, crabbing, and boating activities are available in the lagoons and marshes. Kayaking and paddleboarding provide an opportunity to be at one with the coastal ecosystem. Educational programs and guided tours are available for those seeking an immersive cultural history experience. Huntington Beach State Park truly grants a well-rounded escape into South Carolina's coastal delights.

SHACKLEFORD BANKS

Shackleford Banks, a beautiful island located off the coast of North Carolina's Crystal Coast in the Outer Banks region, offers visitors a unique and unspoiled natural environment to explore. One of its most famous features is its population of wild horses, known as the Shackleford Banks wild horses or Banker horses, believed to be descendants of Spanish mustangs. The horses roam freely on the island, creating a captivating sight for visitors.

The island also boasts stunning sandy beaches that stretch for miles, where visitors can relax, swim, and enjoy the coastal beauty. Lush marshes and pristine sand dunes are also part of the island's natural scenery, offering opportunities for birdwatching, nature photography, and peaceful walks. Shackleford Banks is a must-visit destination for anyone in search of a scenic and serene natural getaway.

BULLS ISLAND

Bulls Island, located within the Cape Romain National Wildlife Refuge in South Carolina, is a secluded and pristine barrier island that offers an unparalleled natural experience. Accessible only by boat, this remote island is a haven for outdoor enthusiasts and nature lovers. As you step ashore, you'll be greeted by unspoiled beaches, maritime forests, and vast salt marshes, all teeming with diverse wildlife. Bulls Island is particularly renowned for its birdwatching opportunities, with over 300 species of birds that call the

island home or use it as a stopover during migration. Visitors can embark on guided tours or explore the island's trails on their own, immersing themselves in the serenity of nature and capturing breathtaking views of the coastline and marshlands.

OTTER ISLAND

Otter Island is a stunning barrier island situated just three miles southwest of Edisto Island, in the ACE Basin National Wildlife Refuge. It's under the protection of the South Carolina Department of Natural Resources, and is home to an array of wildlife, including otters, shorebirds, and sea turtles. Due to its protected status, access to Otter Island is currently quite restricted. You'll have to obtain a permit from SCDNR to visit the island, and overnight camping and fires are prohibited. However, visitors are welcome to engage in day-use activities such as hiking, beachcombing, and birdwatching.

To learn more about getting a permit and any relevant restrictions, visit the website of the South Carolina Department of Natural Resources for more information.

KURE BEACH

If you have visited Wilmington, then you are probably familiar with Carolina Beach, with its classic beach boardwalk and ample entertainment opportunities. However, you might not have heard of Kure Beach. Just 15 miles from downtown, this beach offers a quieter retreat characterized by sandy shores bordered by a charming small town. Stop by to cast a line off the oldest pier on the Atlantic, observe critters at the Fort Fisher Aquarium, or shower off the sunscreen and dance the night away at one of the free concerts in the Boogie in the Park series.

With over 6,000 miles of combined coastline, the Carolinas are home to a vast quantity of beaches. From bustling boardwalks, to intriguing nature preserves, to tranquil small towns, the coast of the Carolinas has something for everyone, spread across a seemingly endless array of hidden beach gems awaiting exploration.



Outer Banks Visitors Bureau Welcomes Jeff Schwartzberg as Community Engagement Manager

Long-Range Tourism Management Plan Central To New Staff Position

Manteo, NC (September 5, 2023) – The Outer Banks Visitors Bureau is pleased to announce Jeff Schwartzberg has joined the organization in the newly created Community Engagement Manager role. With more than two decades of marketing, communications and strategic partnership experience, Schwartzberg has been charged with helping put the strategies of the Long-Range Tourism Management Plan (LRTMP) into practice within the Outer Banks community. “This is an exciting journey that we are embarking on with residents and visitors,” says Lee Nettles, Executive Director. “The Outer Banks Visitors Bureau has taken the next big step with the creation of this new staff position. It’s a big job and we think Jeff has the perfect spirit and experience to make things happen.”



The Dare County Tourism Board spearheaded the 18-month LRTMP process, creating a special task force and curating the input of hundreds of tourism community stakeholders and thousands of residents. The plan serves as a roadmap for responsible and sustainable tourism on the Outer Banks. Schwartzberg will be responsible for developing and coordinating partner engagement programs, collaborating with local non-profit organizations, enhancing partnerships within the community and implementing the initiatives of the LRTMP with a focus on strengthening relations between visitors, the tourism industry and residents.

“I am excited and extremely grateful to be joining the Outer Banks Visitors Bureau team in this new role,” says Schwartzberg. “As a past visitor, previous local business owner, and resident for the past nine years, my diverse perspective helps me to understand the dynamic opportunities and unique challenges facing the Outer Banks tourism landscape. I look forward to engaging with our community stakeholders as we seek to balance quality of life with quality of place and experiences.”

Schwartzberg previously served as Marketing Director for Currituck County Department of Travel and Tourism, led marketing and communications efforts for Kitty Hawk Kites and owned and operated OBX Frozen Yogurt for five years. Prior to his relocation to Kitty Hawk in 2014, he served in senior marketing capacities for the Country Music Hall of Fame and Museum, Nashville Predators Hockey Club (NHL), Vanderbilt University, and Travelocity, after beginning his career with the New York Rangers Hockey Club (NHL).

Schwartzberg has a bachelor’s degree in management, with a concentration in marketing, from Binghamton University in New York. He has served on several local nonprofit boards, including the Outer Banks Chamber of Commerce, Outer Banks Relief Foundation and Outer Banks Sporting Events.

About The Outer Banks

The Outer Banks Visitors Bureau is a public authority and the lead marketing and promotional agency for Dare County's Outer Banks, a 100 mile stretch of barrier islands off the North Carolina coast.
outerbanks.org

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Outer Banks Visitors Bureau | www.outerbanks.org



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