



Resident Survey

Outer Banks Long-Range Tourism
Management Plan

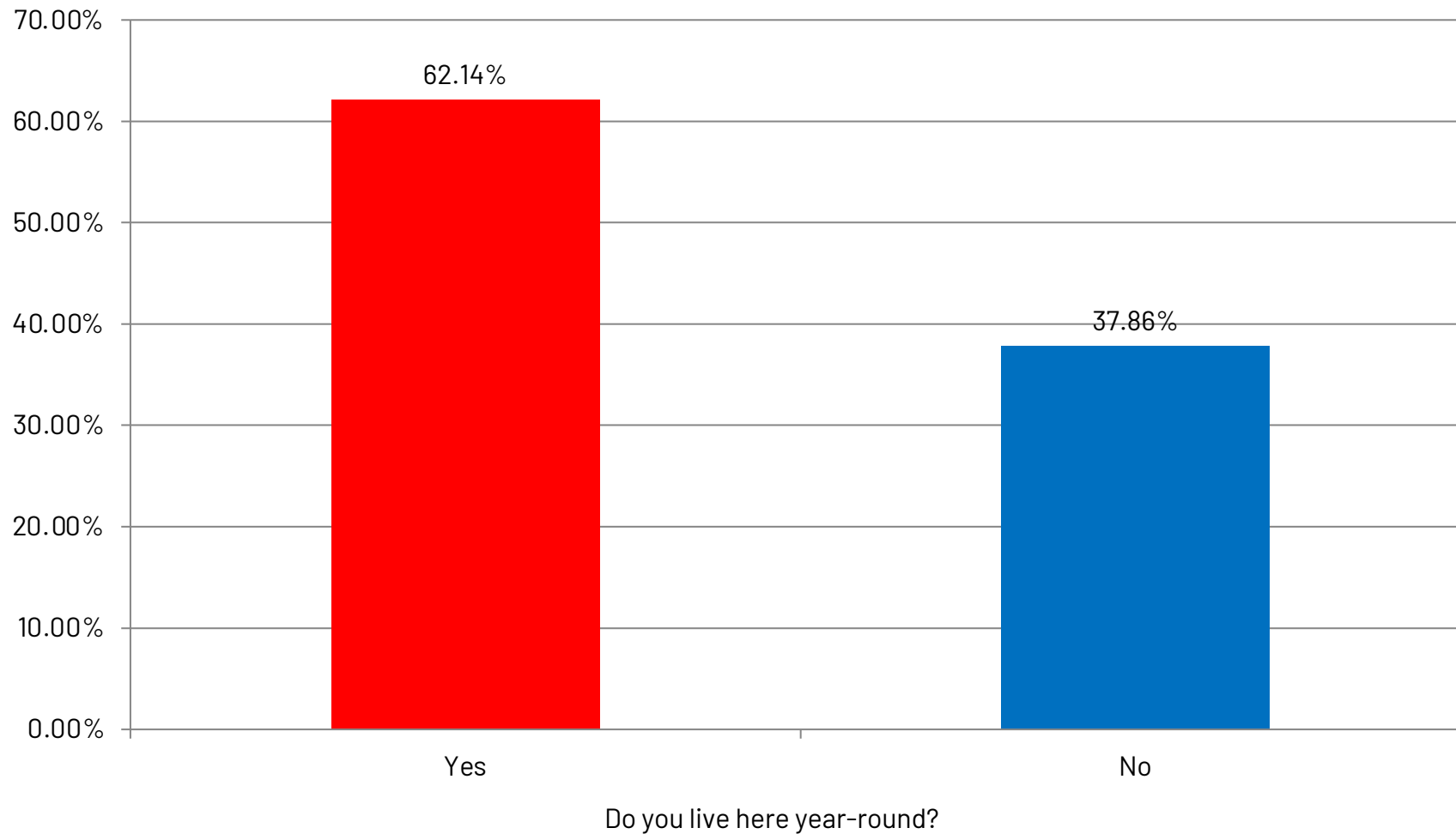
JANUARY 2023

Key Findings

- Beaches were rated as the best experience, followed by outdoor activities, culinary/ dining experiences, and events.
- Respondents were largely unaware of the benefits tourism brings to the community. This is a significant opportunity for the Outer Banks to drive local awareness and interest.
- There is a strong belief among respondents that an increase in tourism will create traffic congestion. They also believe it will help generate revenue for local businesses.

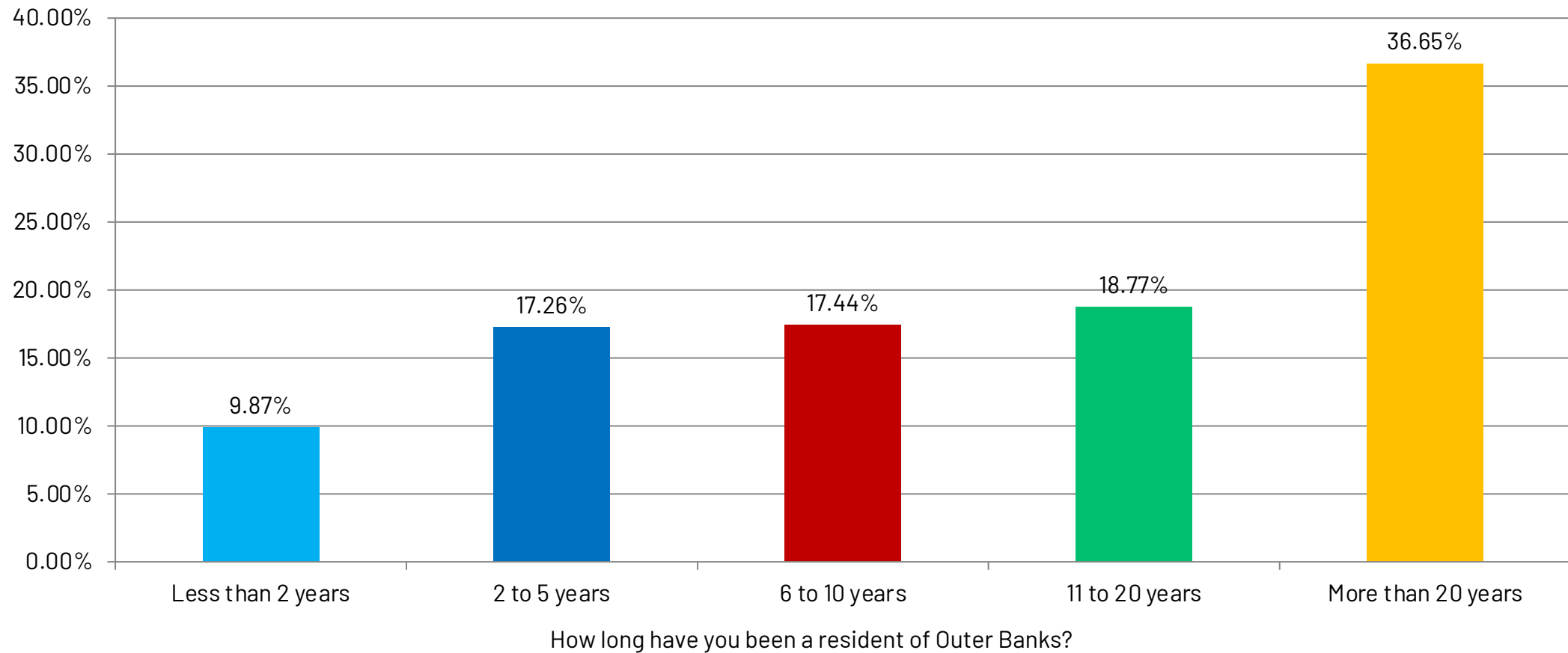
Residency in Outer Banks

Most respondents (62.14%) live year-round in Outer Banks.



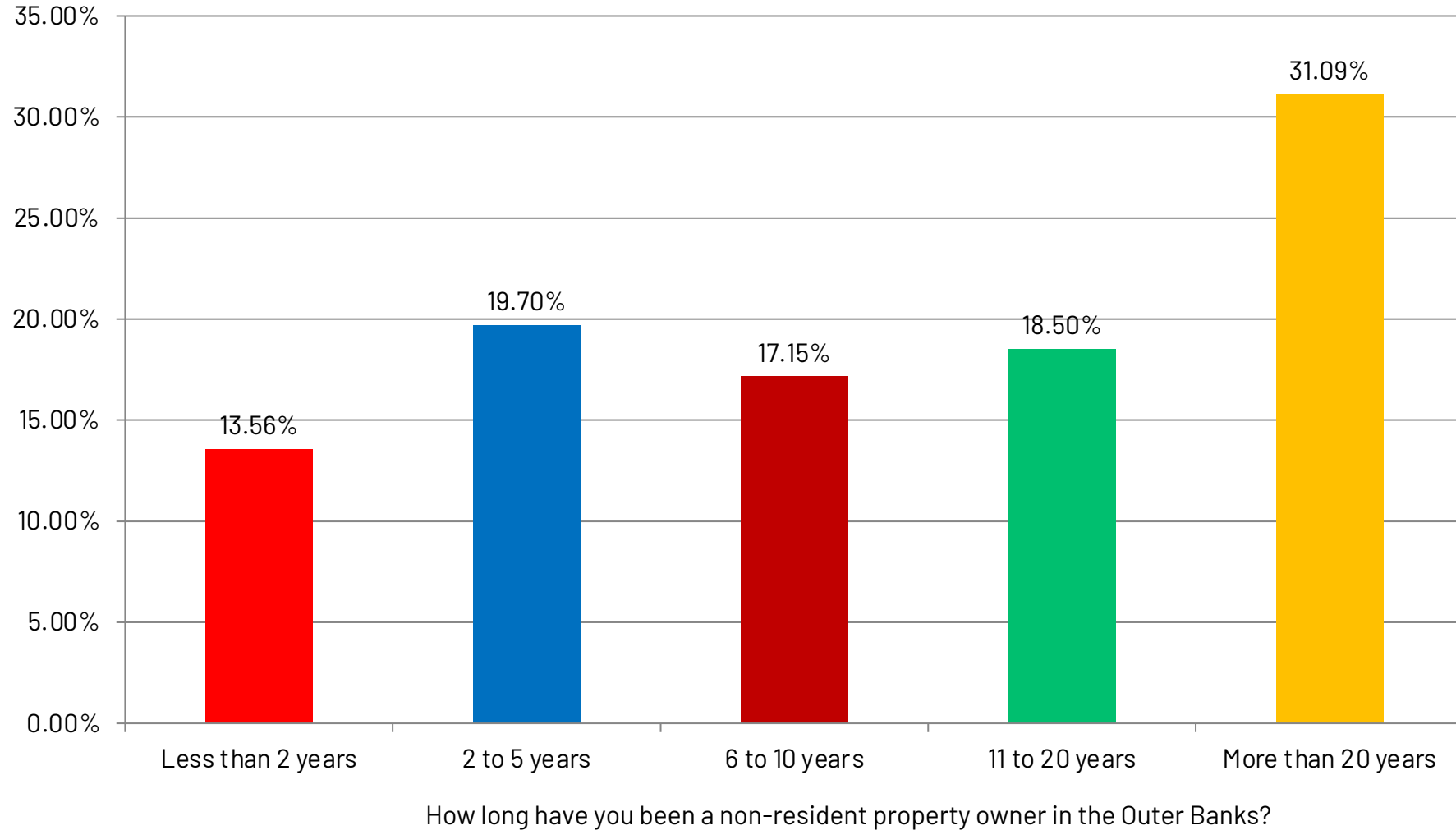
Residency in Outer Banks

Majority of the respondents are long-term residents (36.65), who are living in Outer Banks for more than 20 years.



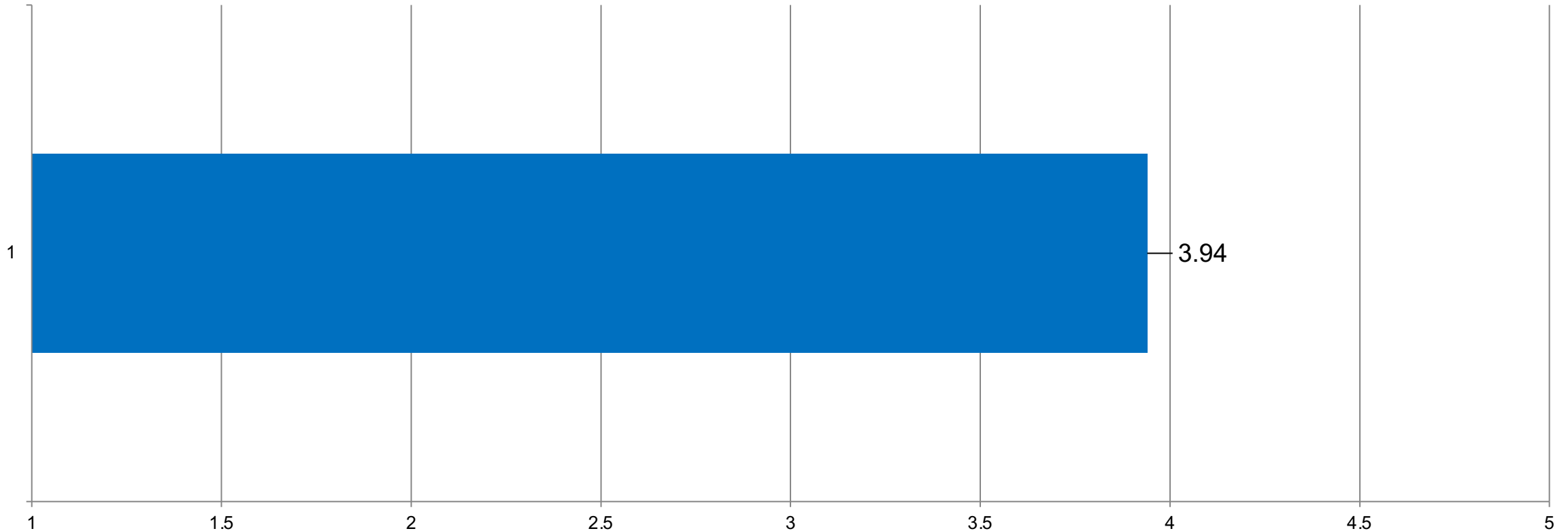
Residency in Outer Banks

Majority of the respondents have been a non-resident property owner (31.09%) for more than 20 years.



Residency in Outer Banks

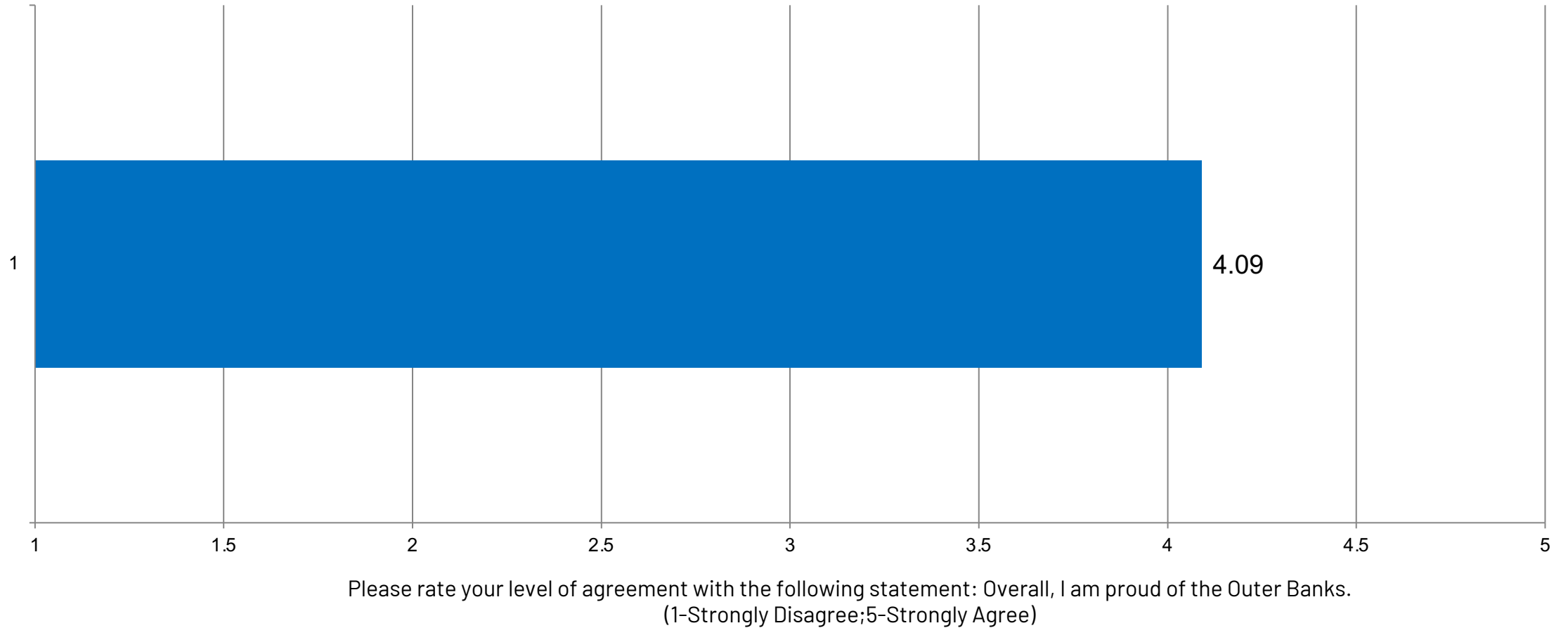
The respondents agree that they are pleased with Outer Banks as a place to live.



Please rate your level of agreement with the following statement: Overall, I am pleased with the Outer Banks as a place to live.
(1-Strongly Disagree;5-Strongly Agree)

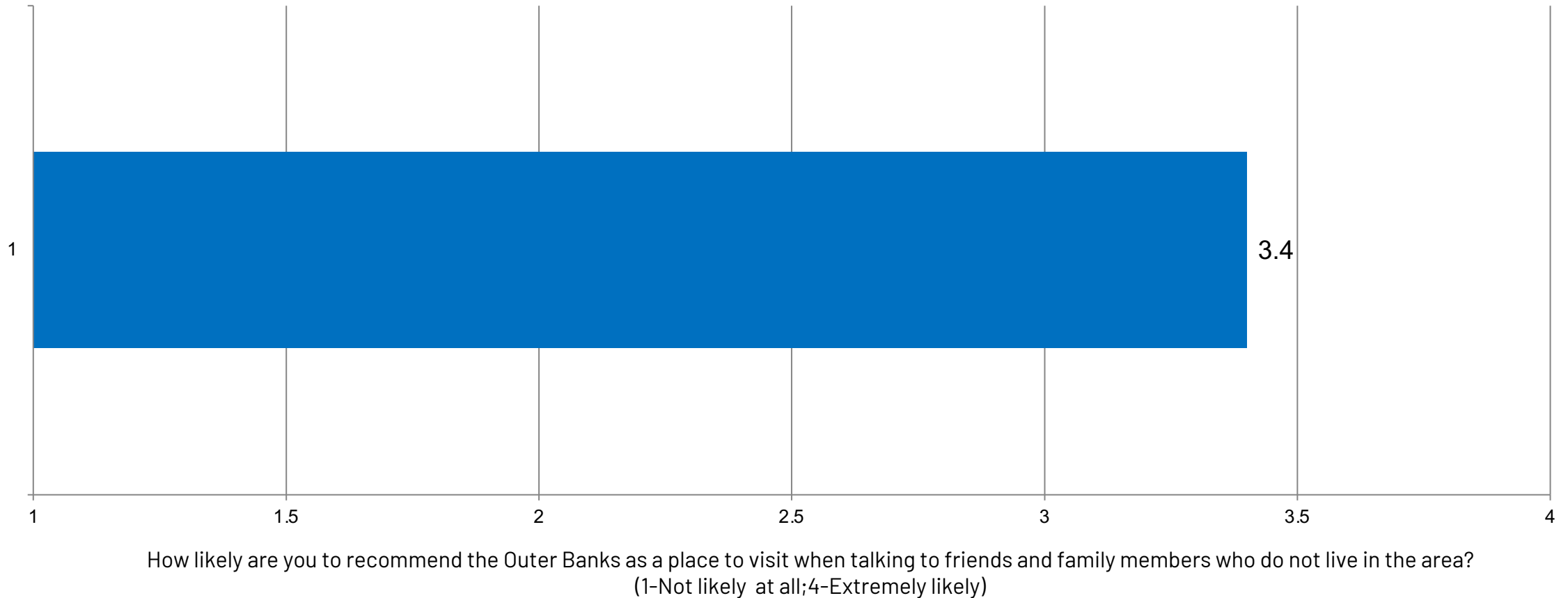
Residency in Outer Banks

The respondents were mostly proud of Outer Banks.



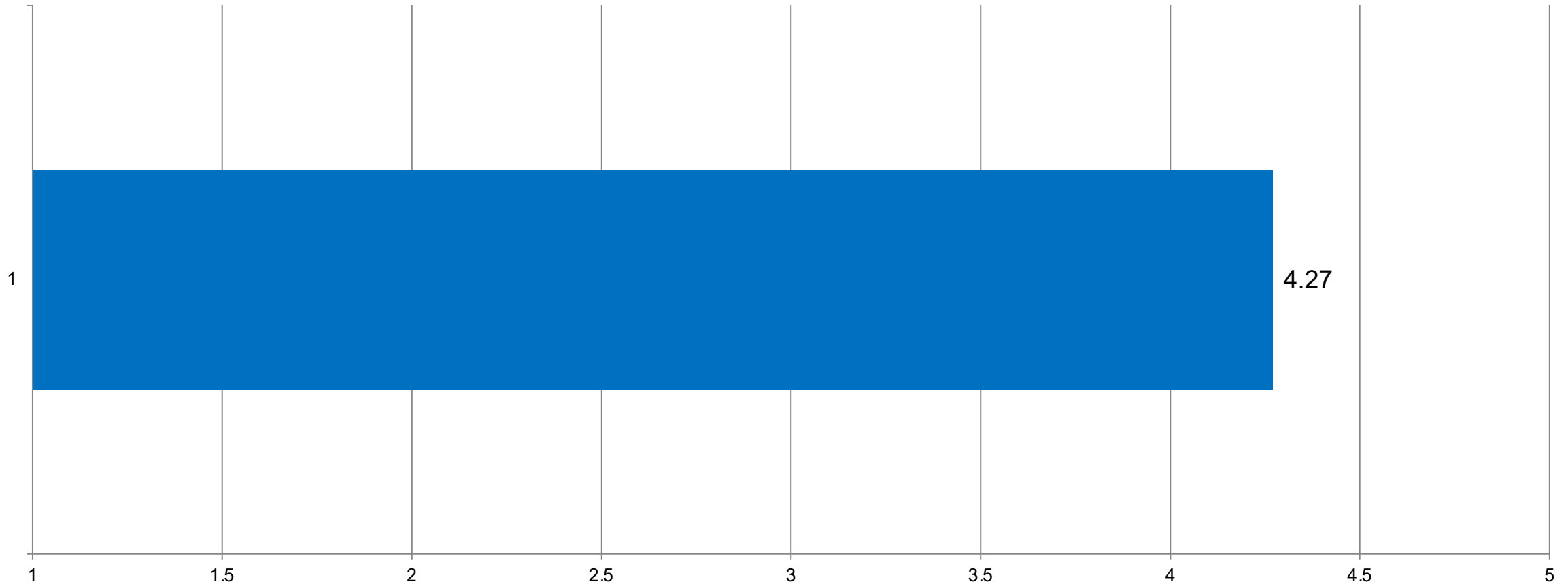
Recommending Outer Banks

Respondents are likely to recommend Outer Banks as a place to visit when talking to friends and family members.



Importance of Tourism

Tourism is an important component of the Outer Banks economy, according to most respondents.



How would you rate the importance of tourism to the Outer Banks economy?
(1-Not important at all;5-Extremely important)

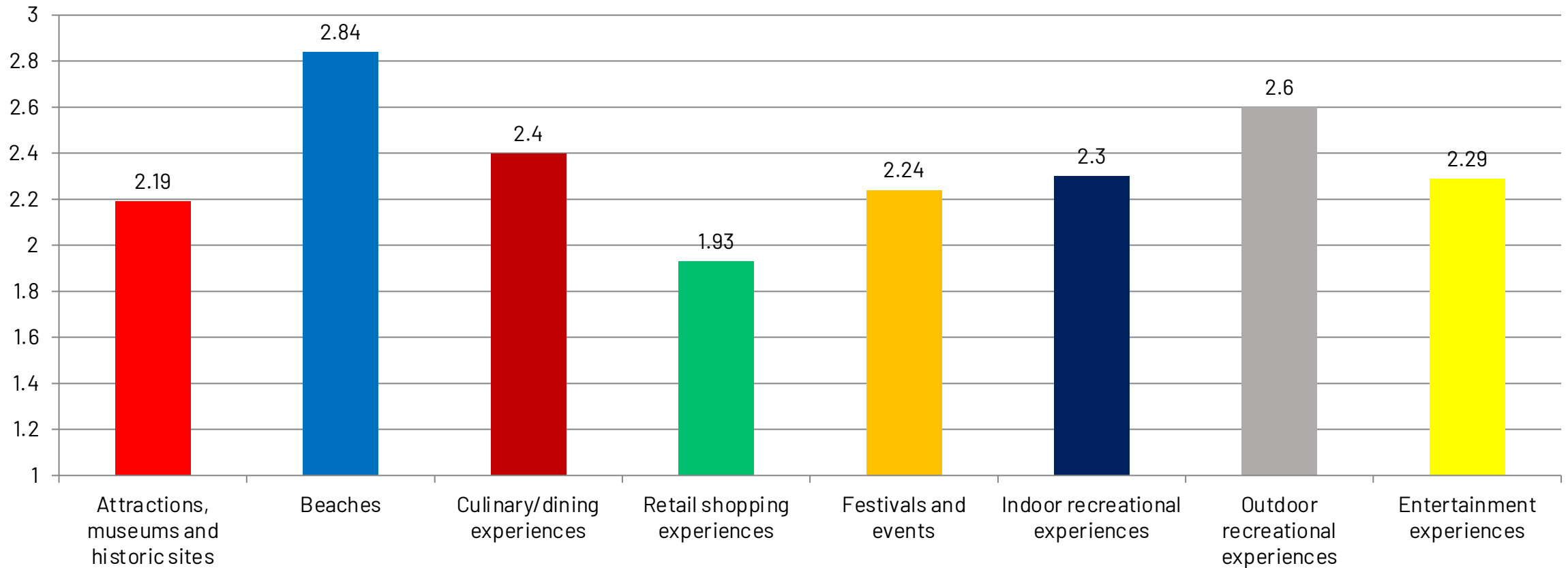
Perception of Outer Banks

The first three words or phrases that come to the respondent's mind when they think of Outer Banks.



Experiences in Outer Banks

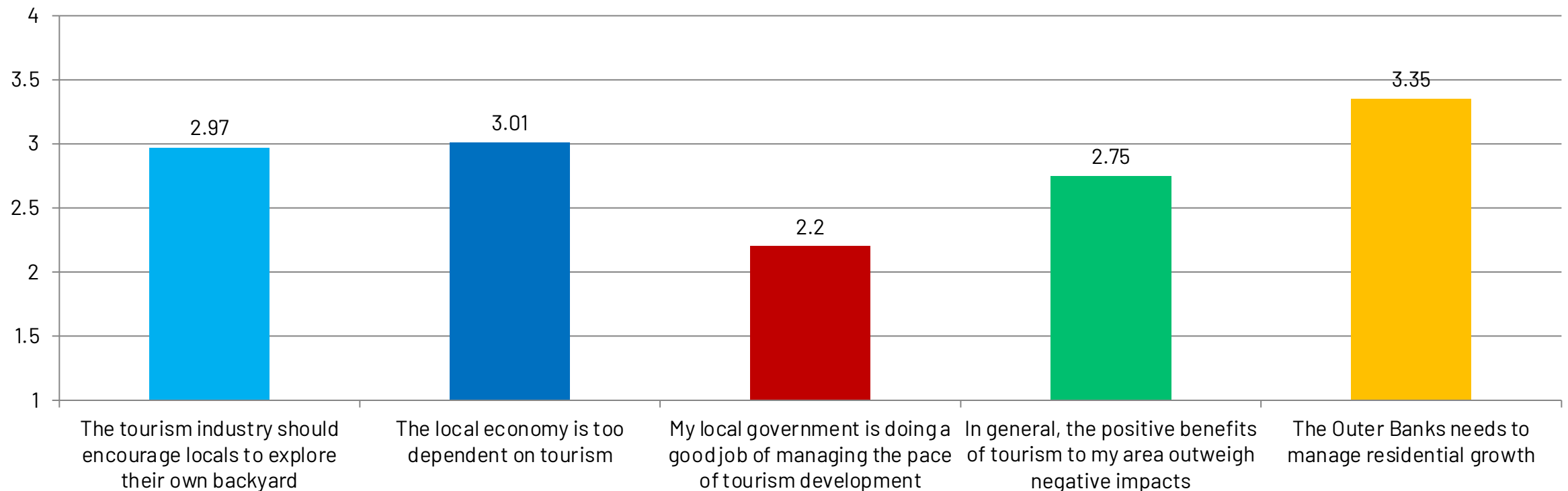
Beaches were rated as the best experience in Outer Banks, followed by outdoor activities, culinary/dining experiences, and events.



Please indicate your perception of the following experiences in the Outer Banks.
(1-Low Quality;3-High Quality)

Opinions of the Tourism Industry

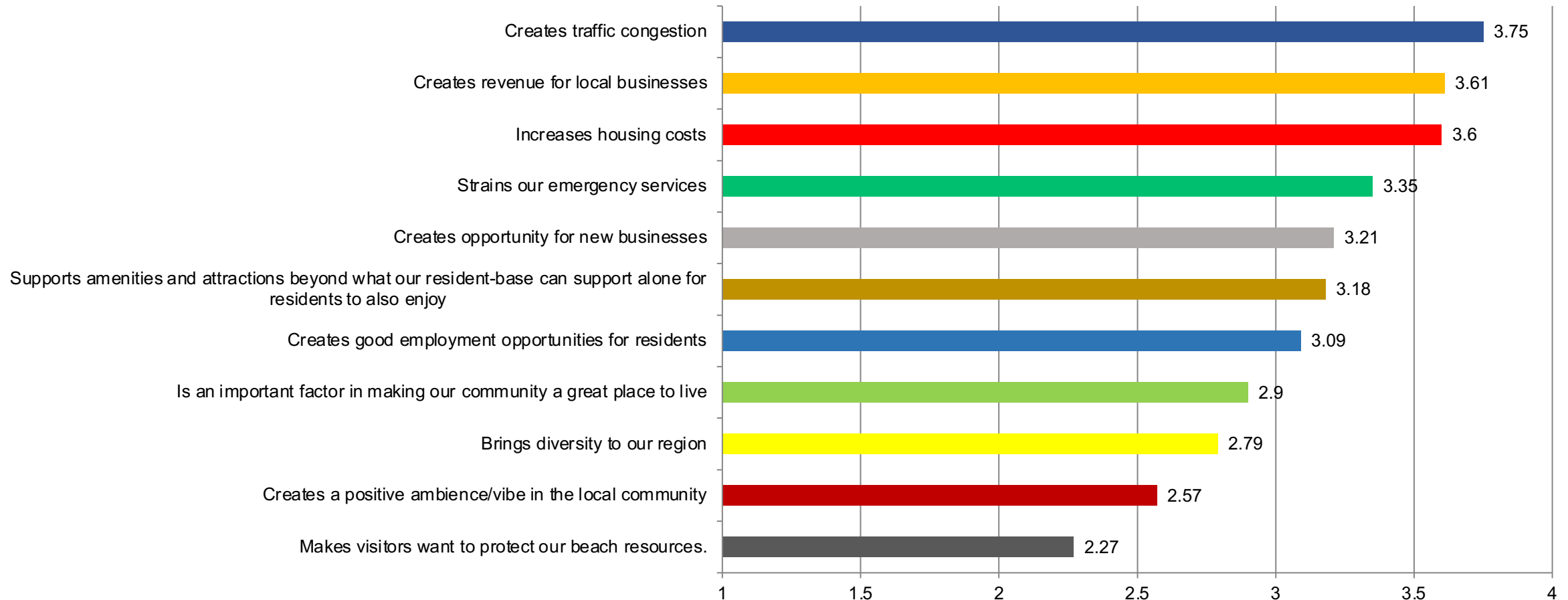
Residential growth in Outer Banks needs to be managed, according to residents. In general, respondents believed that the tourism industry should encourage locals to explore their locality more and that tourism is too heavily dependent on the local economy.



indicate your level of agreement with the following statements regarding tourism industry
(1-Strongly Disagree;4-Strongly Agree)

Tourism in Outer Banks

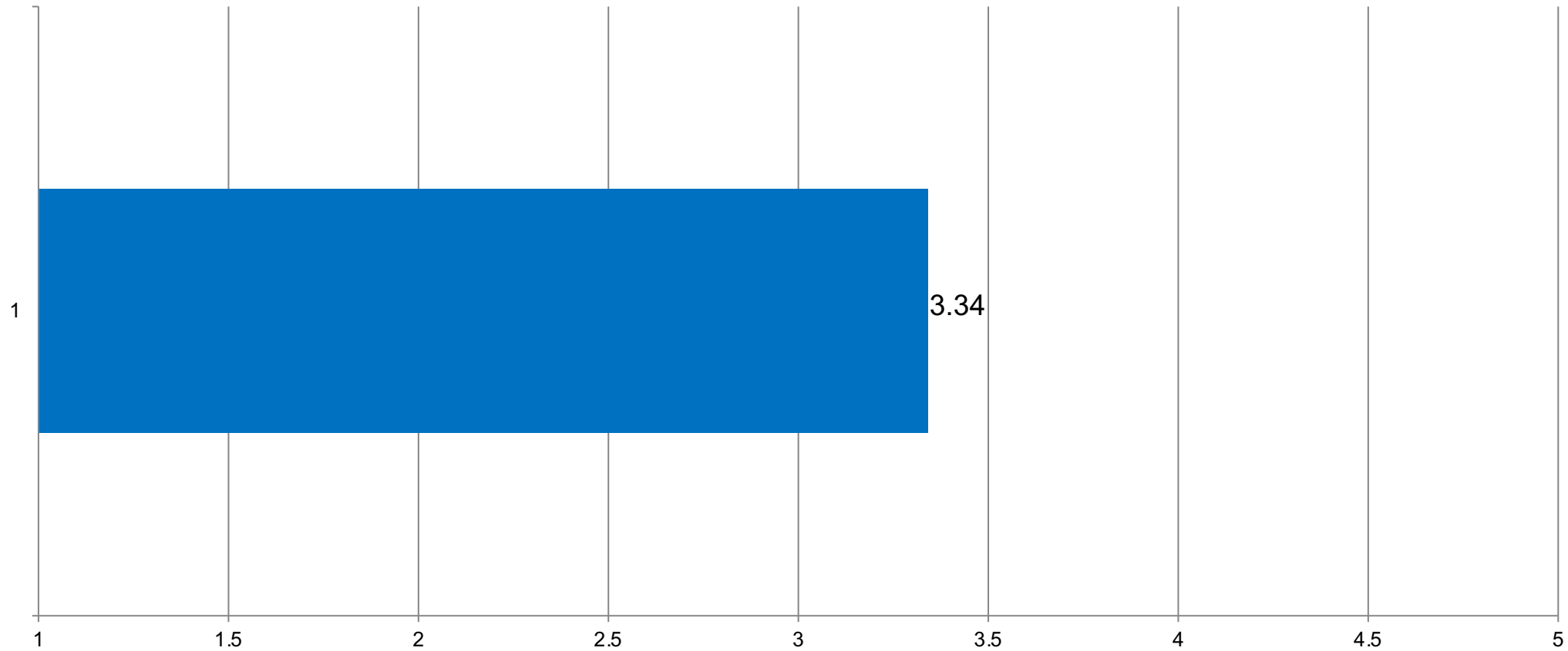
There is a strong belief among respondents that an increase in tourism will create traffic congestion, and it might lead to higher housing prices. However, they believe tourism will help generate revenue for local businesses.



From your perspective, to what extent do you agree or disagree with each of these statements? Tourism in the Outer Banks ...
(1-Strongly Disagree;4-Strongly Agree)

Impact of Tourism

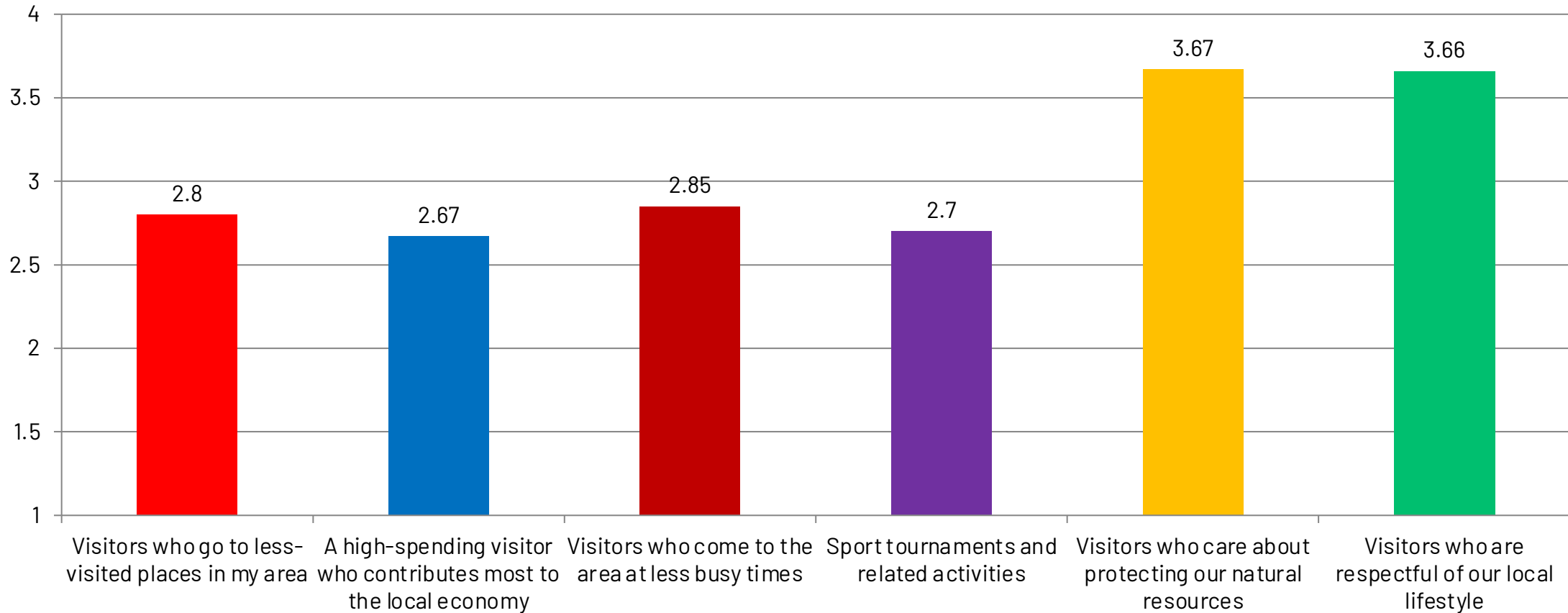
Respondents believe tourism has a moderately positive impact to their families.



How would you rate the overall impact of local tourism on you and your family?
(1-Extremely Negative; 5-Extremely Positive)

Attracting Visitors to Outer Banks

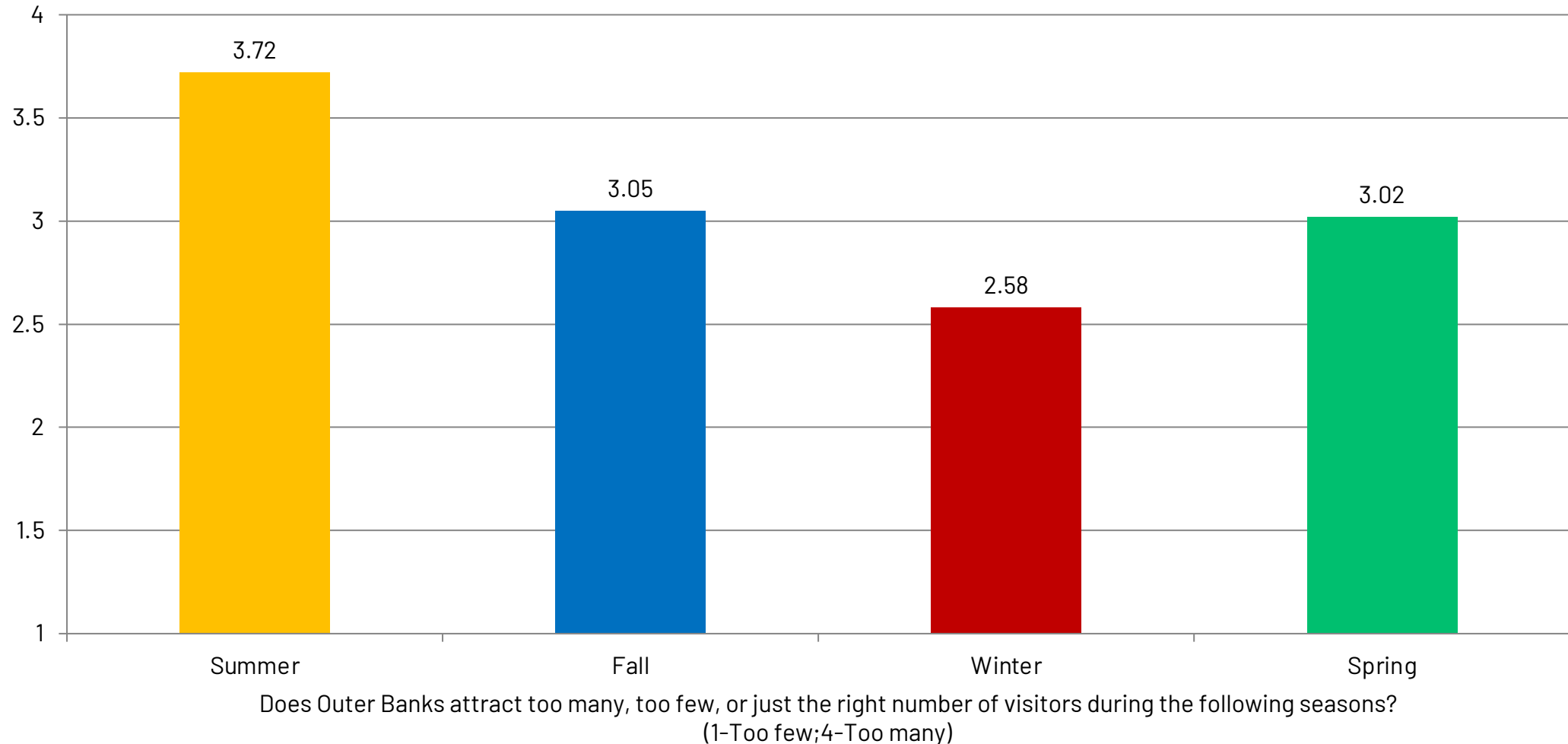
Visitors who are respectful of the residents and who care about protecting the natural resources of Outer Banks should be the primary target market, according to the survey.



Please indicate your level of agreement with the following statements. The Outer Banks should focus on attracting ...
(1-Strongly Disagree; 4-Strongly Agree)

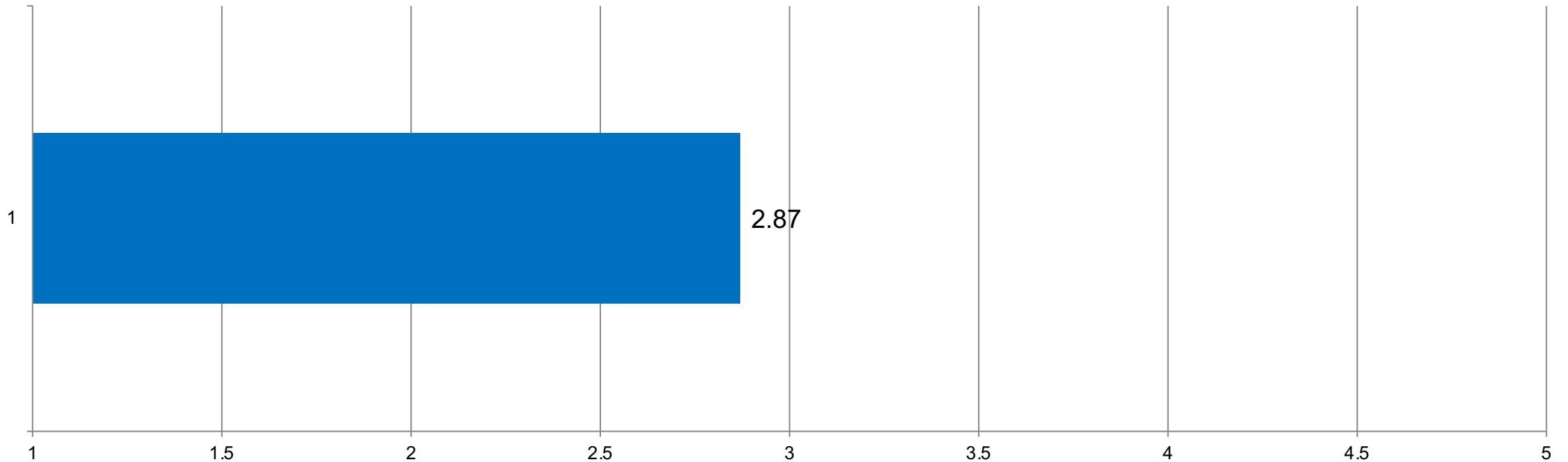
Attracting Visitors to Outer Banks

Summer has the most tourists, and residents agree that there is room to grow tourism in the winter season.



The Outer Banks Visitors Bureau

Most respondents were only somewhat familiar with Outer Banks Visitor Bureau.



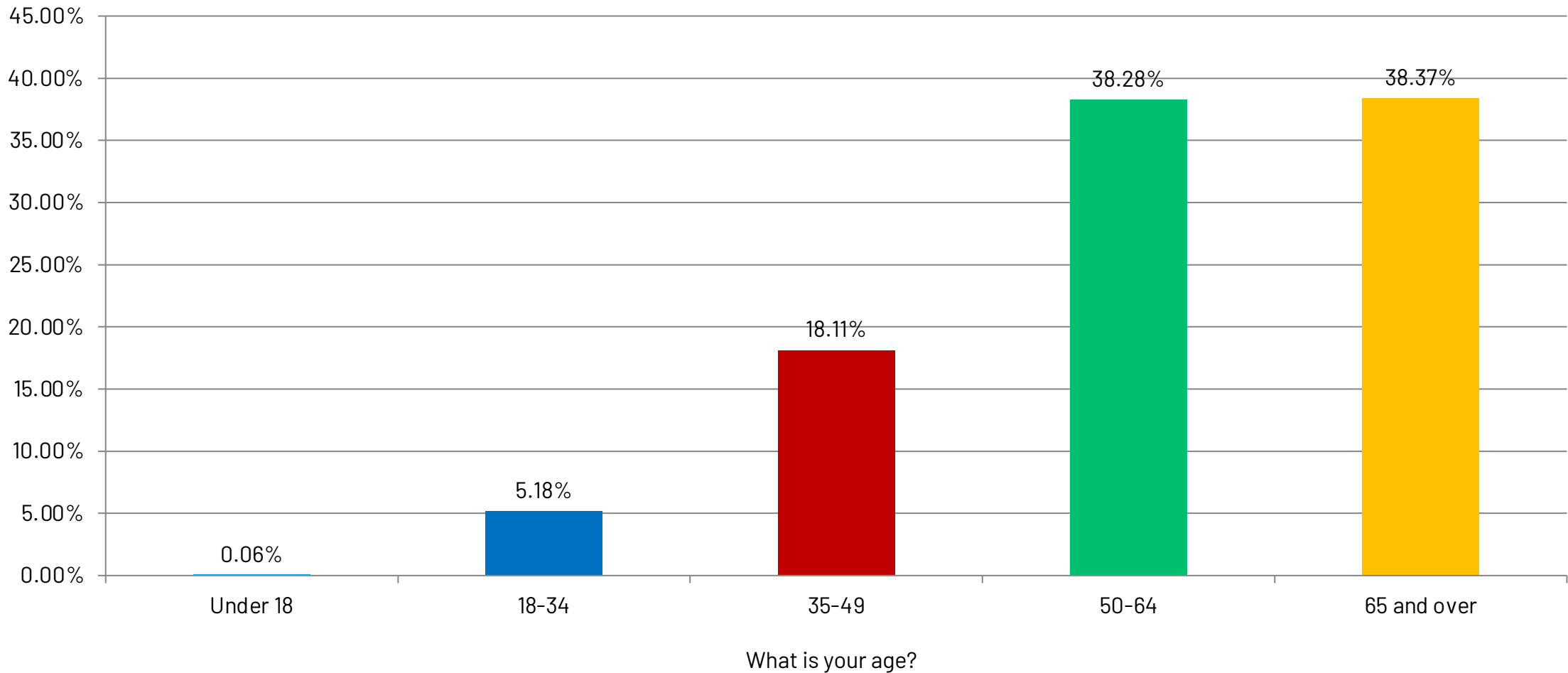
To what extent are you familiar with the Outer Banks Visitors Bureau, the organization responsible for promoting and managing the Outer Banks as a destination for visitors?

(1-Not familiar at all;5-Extremely familiar)

Demographics

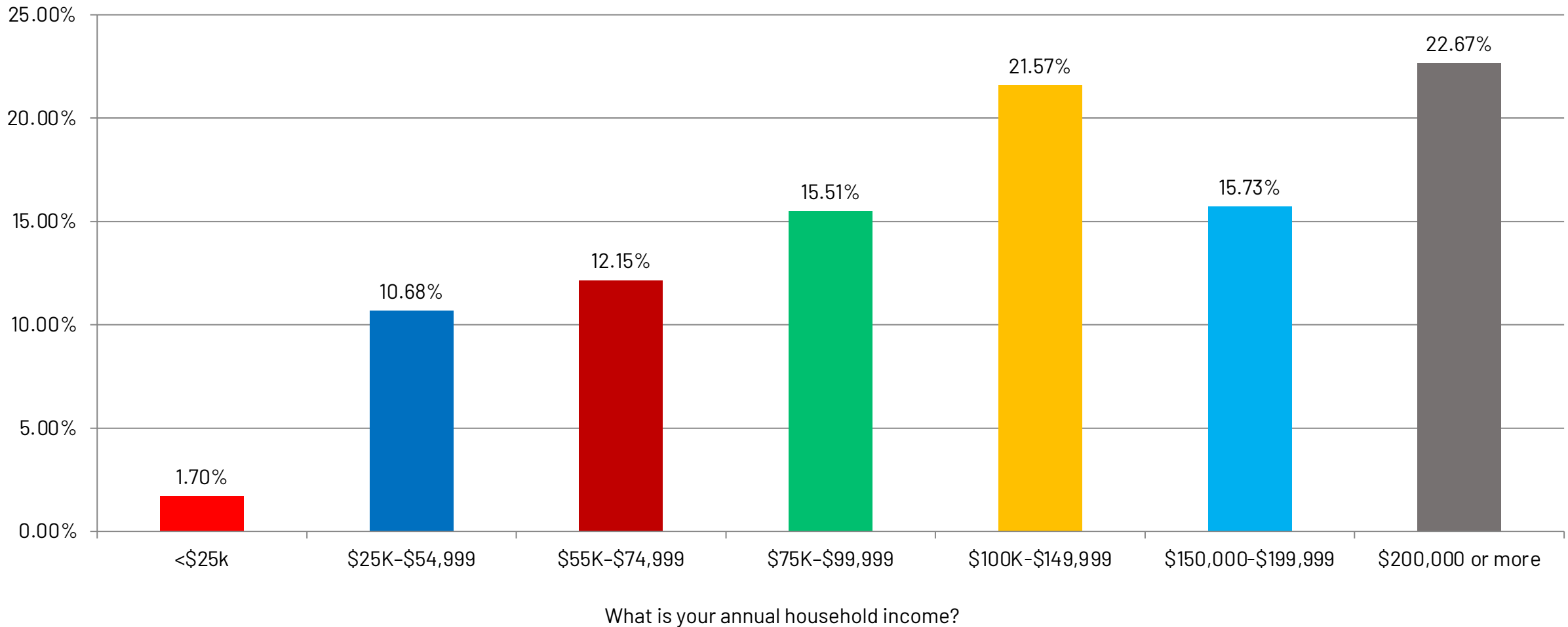
Respondent Age

76.65% of the respondents were over the age of 50, with 38.37% being senior citizens over the age of 65.

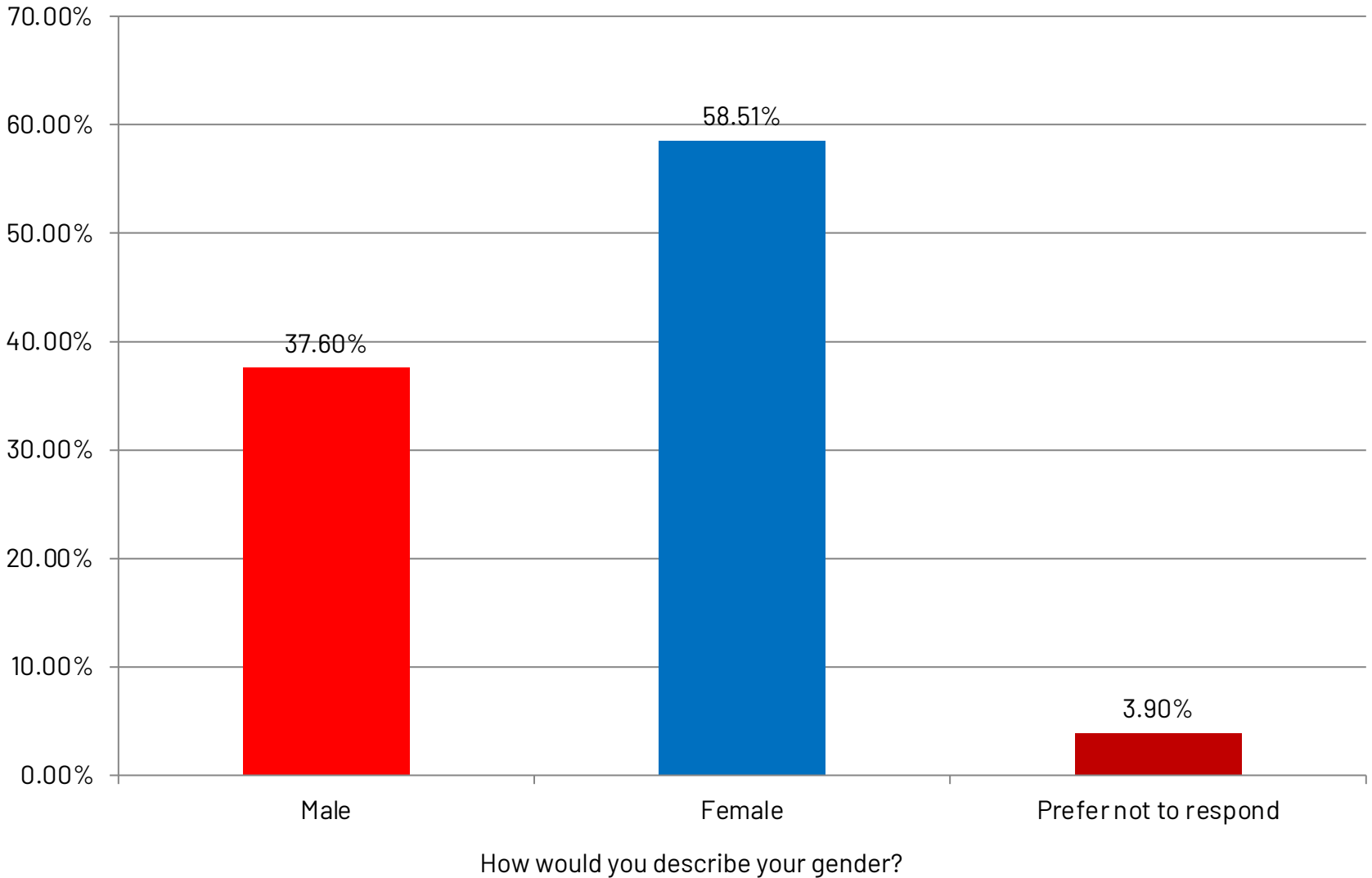


Annual Household Income

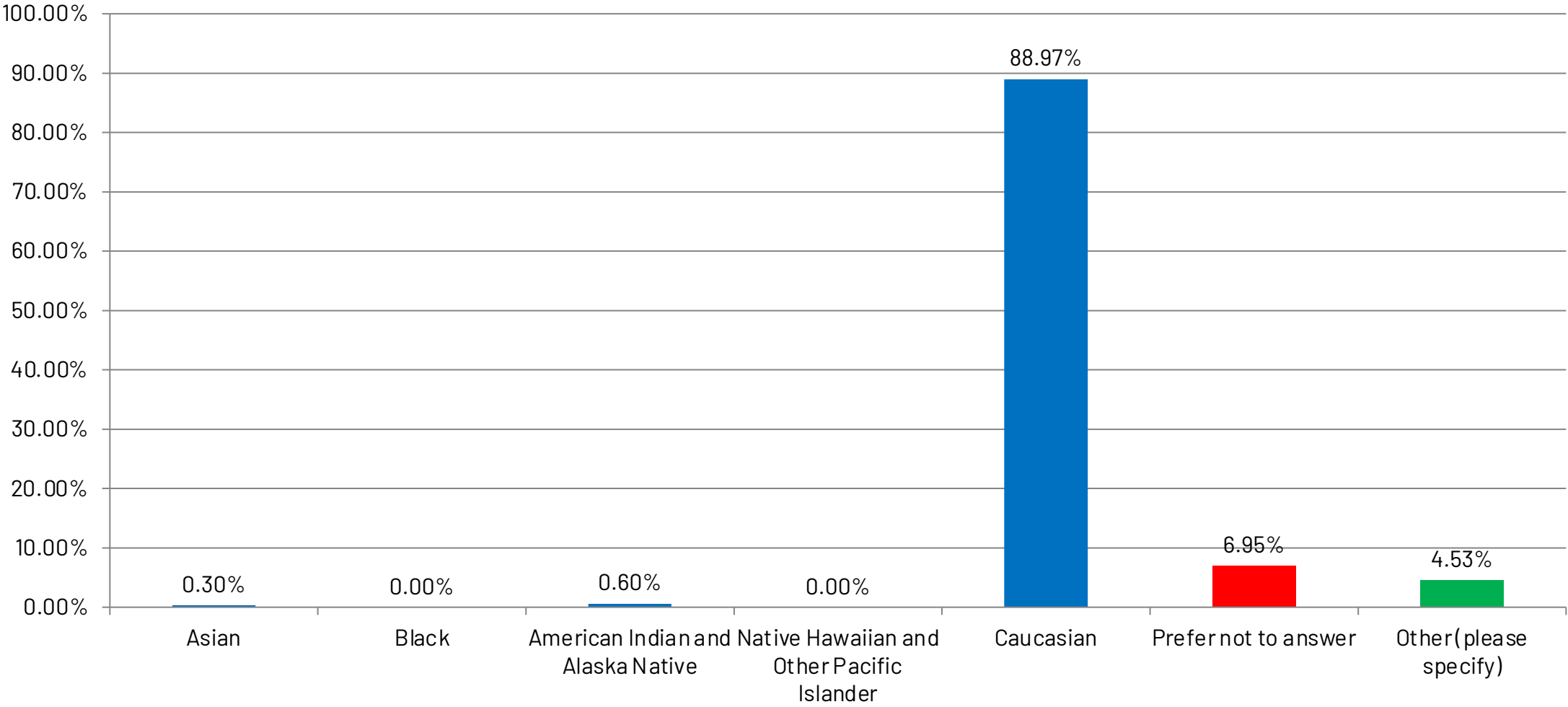
Approximately 1 in 5 respondents (21.59%) had household incomes between \$100k and \$150k.



Gender

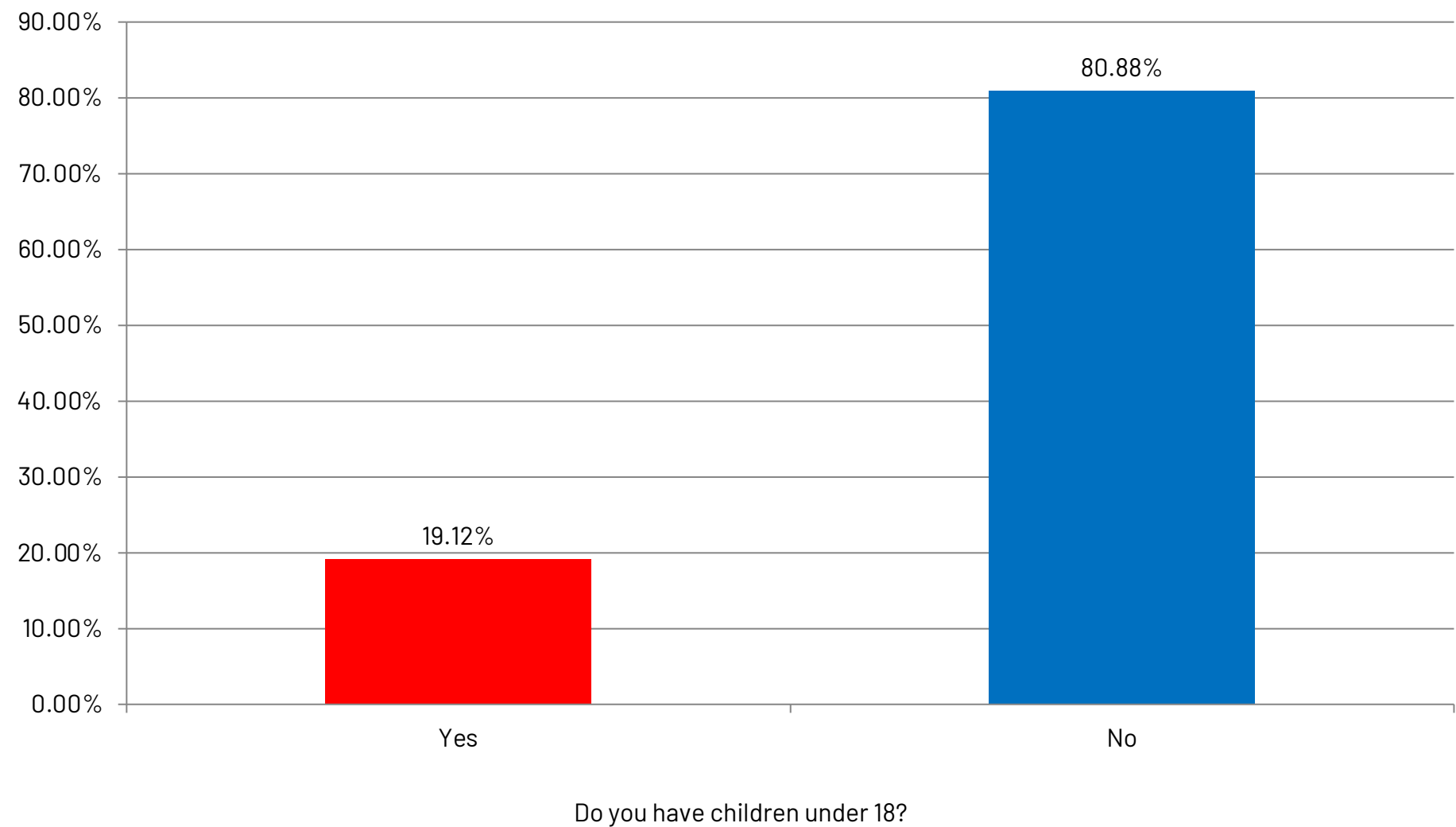


Ethnicity

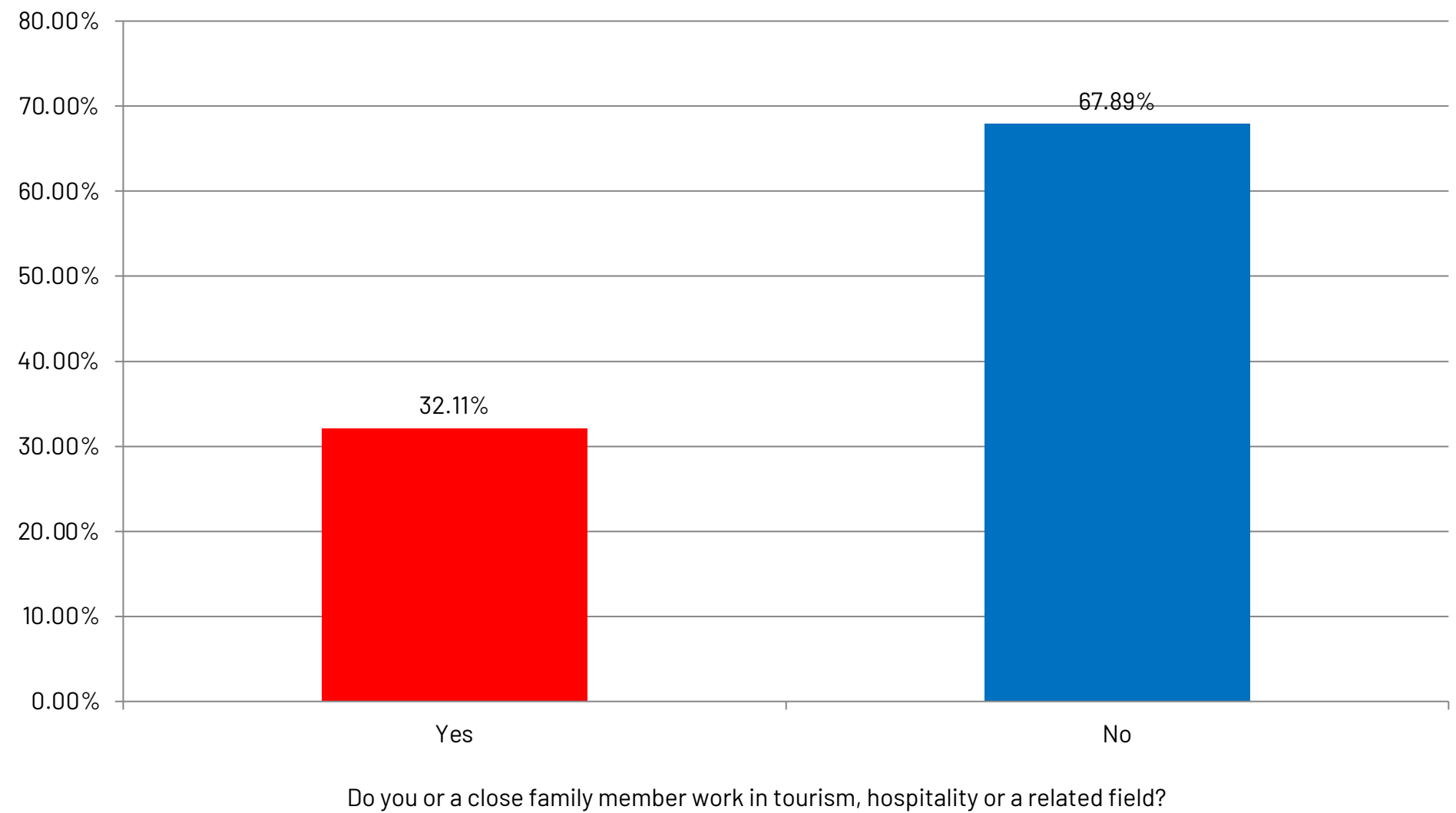


To make sure we are representing the views of a broad mix of people, please indicate the ethnic group to which you belong.

Children under 18 at home



Employment Status



Employment Status

