

# The Outer Banks®

OF NORTH CAROLINA  
outerbanks.org

A Travel Industry Publication From The Outer Banks Visitors Bureau

Fall 2011

## Visitors Bureau Taking Action For Tourism Recovery

The Outer Banks Visitors Bureau is active on several fronts today, with the ultimate goal of having a strong visitation next year. From the days leading up to Irene's landfall, through the event and continuing now, the Bureau has developed response plans and strategies to meet the recovery challenges.

Bureau efforts have been both visible to the community, and sometimes less obvious. From helping coordinate the highly applauded referral program for vacation rental companies, which kept many displaced vacationers on the OBX when parts of Hatteras Island were inaccessible, to staff reporting to work the next day after Irene to field countless phone calls from travelers and the media. For weeks, our website was adapted to feature Emergency Management bulletins for consumers, and our social media efforts helped filter fact from fiction as events unfolded.

Today, there's a lot going on. Many groups, large and small, are working with the same goal of helping return those residents and communities most affected by Irene back to normal. The Bureau wants to share some of what it's doing to assist in the recovery now, and hopefully affect next year's travel season.

Public Relations Director Aaron Tuell, in coordination with Managing Director Lee Nettles, have been working very hard to shop media editorial opportunities and

*Tourism Recovery* continues on Page 4

*This full-size ad (at right) ran in the Virginian-Pilot and Richmond Times-Dispatch in the days following Hurricane Irene, along with a version adapted for the Outer Banks Visitors Bureau homepage, thanking the friends, family and fans of the OBX for their heartfelt wishes and patience during our recovery as part of a multi-faceted public relations response.*

To everyone who has the  
Outer Banks in their thoughts and  
prayers following Hurricane Irene,  
we'd just like to say



Under calmer skies, your friends in the OBX are going about the hard work of getting things back to normal. We're happy to report that the Northern Beaches – Duck, Southern Shores, Kitty Hawk, Kill Devil Hills and Nags Head – along with Roanoke Island and Manteo re-opened to visitors earlier this week.

While most of the Outer Banks has re-opened, the road to Hatteras Island is going to take longer to repair. Everybody is fine, and many of the businesses are ready to go. There's just no way to get to them right now.

We're all working together, though, which is one of the great things about the OBX. The rental home companies on Hatteras Island are partnering with those in the Northern Beaches to ensure that Hatteras guests can still find lodging in the Outer Banks. Likewise, the hotels, motels, cottages, B&Bs and campgrounds of the Northern Beaches and Roanoke Island are here for you.

If you love the OBX, we hope you'll come see us soon and tell us in person. Thanks again for all the well wishes!

The Outer Banks®  
OF NORTH CAROLINA

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## MISSION STATEMENT

The mission of the Dare County Tourism Board, doing business as The Outer Banks Visitors Bureau, is to market Dare County's Outer Banks as a premier travel destination. Emphasis is placed on growing visitation to the area during less-than-peak times, September through May, while sustaining our tourism-related economic base during peak visitation months. The Tourism Board's focus is driven by balancing the necessity of tourism revenue with preservation and protection of our natural, cultural and historic resources.

The Outer Banks Visitors Bureau is the lead marketing and promotional agency for the destination and is funded by 1% of the occupancy tax and 1% of the prepared meals tax collected in Dare County.

## 2011 DARE COUNTY TOURISM BOARD

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## OUTER BANKS VISITORS BUREAU STAFF

Lee Nettles, Managing Director

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Aaron Tuell, Director of Public Relations

Amy Wood, Executive Assistant

Lorrie Love, Tourism Sales Director

Cheryl Hannant, Management Resources

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Robyn Gard, Visitor Services Supervisor

Allison Wyant, Web Master

Matt Dubec, Web Master

Curt DeYoung, Facilities Manager

Dana Grimstead, Events/Marketing Assistant

The Business of Tourism is published by the Outer Banks Visitors Bureau, written and edited by Aaron Tuell. We welcome information pertaining to Dare County's tourism industry. Please send news or changes of address to:

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## Message From The Chairman



*Sterling Webster, Chairman  
Dare County Tourism Board*

The recent Autumn breezes and bright sunshine typical this time of year have been quite welcomed, as we transition into one of the really special times of year on the OBX.

The business climate during spring and summer was gratifying and helped us close out a solid 2010 / 2011 fiscal year. With the preponderance of our business revenue coming in the summer season we had a strong base for our 2011/2012 budget year as well.

Then along came Irene. She slapped us around hard and a bit differently from our normal off shore storms. Being just west of us and moving south to north she took all the water in the sounds north, then as she passed, she threw it back at us... flooding the sound side throughout the county in a way we have not seen before. Each community got hurt, and Hatteras Island continues to get back on its feet in many places, having only recently opened to normal traffic.

There will have to be special marketing considerations to overcome the publicity from the storm. The Bureau is doing its homework to determine just the right approach to diminish Irene's impact on future business. We must do what we can to help the guest overcome the memory of their lost or disrupted vacation this year, and re-embrace the many who were able to have satisfying vacations in spite of the storm and post-Irene recovery.

One of the ways we hope to do that is through our new Visitors Bureau website. The all-new Outerbanks.org is set to go live in the next few weeks. With our partners at MMG Worldwide, we started from scratch to build an all new website with increased functionality and ease for our visitors and local tourism partners. It's the first complete re-design since we started Outerbanks.org over twelve years ago, and will have new tracking and analytics for us to use in learning as much as we can about our visitors interests and opinions regarding the Outer Banks.

The new site was created with the intent of getting out in front of potential visitors even more effectively, and all OBVB staff and travel partners in the community to avail themselves and hopefully influence vacation decisions of potential guests through our links and listings out to area businesses, restaurants and historic/cultural attractions.

Of course, I'd like everyone to join in and welcome the newest Visitors Bureau marketing staff member, Dana Grimstead. She is adapting well to the team, and engaging her role as the new Events and Marketing Assistant with enthusiasm as she is beginning to meet folks in the community.

-Sterling Webster

# Letter From The Managing Director

Dear Travel Partners,

I am constantly amazed by the resiliency of the Outer Banks. How these barrier islands move and change under harsh conditions, and then come back for another day with the most beautiful skies, seas and scenery imaginable.

This resiliency is also found in our tourism economy. Despite a continued national economic downturn, volatile gas prices, a depressed (and depressing) housing market... and of course Irene...Outer Banks tourism continues to grow. We are the fourth largest NC county in terms of tourism-related expenditures with over \$834 million in 2010. People questioning the validity of reconnecting Hatteras Island must be reminded that the Island's villages represent roughly ¼ of our tourism economy.

Just as with the natural setting, our promotion of the destination must move and change as challenges and opportunities arise. Visitors Bureau staff was heavily involved in working with travel partners and event developers to relocate visitors during the time in which they were unable to reach Hatteras Island. Rather than lose these visitors and events altogether, we were able to keep many on the Outer Banks by working together.

To ensure Hatteras Island's tourism recovery, we are using images specific to the Island in existing ad campaigns and on the cover of the 2012 Travel Guide – reinforcing the positive reasons why people have chosen Hatteras (and the Outer Banks) for years. We have also integrated Hatteras offers within new marketing programs on television and in our on-going public relations efforts. Additionally, the Visitors Bureau is developing a recommendation to significantly increase promotion during the upcoming year.

Meanwhile, we continue planning and promoting OBXmas Weekends. This new holiday push is intended to bring visitors to the area during the Thanksgiving – Christmas season by highlighting activities and events throughout the Outer Banks, from Hatteras Village in the south to Duck in the North and Roanoke Island in the west! By pulling existing holiday events together into one place and encouraging new holiday events to be

created, our hope is that OBXmas Weekends and the companion website [OBXmasWeekends.com](http://OBXmasWeekends.com) will also give locals plenty of chances to come together and enjoy the season.



Lee Nettles, Managing Director  
Outer Banks Visitors Bureau

The true resiliency of this area comes from its people. As Dare County Commissioner Chairman Warren Judge said shortly after the storm, "We are one community." Your Visitors Bureau is committed to making sure that tourism prospers throughout the whole of the Outer Banks. I welcome your thoughts, suggestions and involvement.

-Lee Nettles



*The Visitors Bureau designed the OBXmas Weekends logo as it prepared to promote the upcoming Outer Banks holiday season. The Bureau created an ad hoc committee working with the Chamber of Commerce, National Park Service, various local municipalities, lodging providers, retailers, attractions and restaurateurs to bring the promotion to life.*

positioning paid creative advertising to showcase the fact that all our islands are open for business, and to remind past and future travelers of the wonderful assets and exceptional value you can only get from an Outer Banks experience.

One of the ways in which we're sharing that message with the masses is through a heavy load multi-platform marketing campaign in Hampton Roads on WTKR and WGNT, and their sister CBS affiliate in Richmond, Virginia, WTVR. For an eight week TV campaign, we had film crews come to the OBX and get fresh, post-Irene video in HD which we've used in creating new commercials weekly, each with its own theme or selling point about Dare County that sets it apart for travelers as the best vacation alternative for northern Virginia and Hampton Roads. We also had a television campaign on

WRAL this summer and early fall in the Raleigh/Durham market.

The Bureau put together a completely *different* 3 night Fabulous Fall Getaway on Hatteras Island in partnership with the NC Division of Tourism. The prize was described on-air by the talent of the national show "Daytime" which airs after NBC's Today show in 30 million potential households. The Visitors Bureau conceived and is fully sponsoring the prize giveaway, which will be given away by "Daytime" TV for a viewer contest.

We are fortunate to have a lot of press and travel journalists with an interest in the OBX, and many of the articles that our PR department assists with or plants the seed for during the spring and early summer of this year, are seeing publication now and heading into early spring when we will want great editorial

and third-party endorsement. Some of the top travel publications in the world have published articles featuring Hatteras since Hurricane Irene, including Budget Travel and Travel+Leisure, which highlighted the RV and camping side of Cape Hatteras and NC 12 as one of the most "Iconic Drives in America," respectively. The Toronto Sun and Canadian travel website Canoe.ca both published great off-season Outer Banks pieces in November, and we're working with Volkswagen and Southern Living on 2012 pieces. There are many projects in development right now, and we are always looking for and promoting new story ideas to magazines and websites! Share your story ideas with us, and we'll work with you to develop them and maybe get some press. Email Aaron Tuell, PR Director at [tuell@outerbanks.org](mailto:tuell@outerbanks.org)

## OBXmasWeekends.com Targets Holiday Travelers

Another way the Bureau is trying to help tie the community together and speed up recovery in the wake of Irene is developing and heavily promoting our off-season holiday travel.

Summer visitors who are drawn to the natural beauty and vacation value of Dare County's Outer Banks will hopefully discover an added identity for their beloved barrier islands with the help of a new Seasonal travel planner called

OBXmasWeekends.com. It's been thoughtfully designed to help navigate visitors through an exciting time of year, where there's a big event happening every weekend on the OBX from Thanksgiving to New Year's Day.

"The OBX has a very loyal fanbase," explains Lee Nettles, Managing Director of the Outer Banks Visitors Bureau, "and we're here to help show visitors a whole new way to take in the destination during the

fall and winter and enjoy the Holidays on the beach."

Launched just weeks ago, OBXmasWeekends.com is an all-new platform whose main features are a Holiday events calendar which utilizes the functionality of the easy-to-use Google calendar, and a special travel packages section for Seasonal vacationers.

A first-time visitor to the site could click on the Calendar, and see an event entry for the Town of Manteo



# Visitors Bureau Welcomes New Events Employee



*Dana Grimstead, Events/Mktg. Assistant  
Outer Banks Visitors Bureau*

Dana Grimstead joins the Outer Banks Visitors Bureau as the new Events and Marketing Assistant. One of her main goals will be to act as a direct link for local businesses and organizations in the community in the arena of event

development and promotion. She will also support current OBVB sales, PR and marketing staff efforts.

Dana brings a wealth of energy and enthusiasm to this new OBVB position, and her experience in the realm of marketing is immediately apparent.

Dana earned a degree in Business Administration from Appalachian State University. While attending ASU, she interned as the Assistant to Director of Artist Relations for An Appalachian Summer Festival. She has worked in Raleigh as the assistant to the Director of Tourism Marketing with North

Carolina's Division of Tourism, Film and Sports Development, but this Mountaineer is thrilled to be back at the Outer Banks!

Born in Portsmouth, Virginia, Dana spent many summers vacationing on the Outer Banks. Even after her family moved to Raleigh, North Carolina the Outer Banks was still their top vacation destination, until her parents ultimately decided to make the OBX their home. Please help us welcome Dana to our community as a new resident. She can be reached at [grimstead@outerbanks.org](mailto:grimstead@outerbanks.org)

## 2011-2012 School Schedules

District	Winter Break 2011/2012	Spring Break 2012
Alexandria, VA	Dec. 23 - Jan. 2	April 2-4
Arlington, VA	Dec. 23 - Jan. 2	April 18-22
Baltimore, MD	Dec. 23 - Jan. 2	April 2-9
Chesapeake, VA	Dec. 22 - Jan. 2	April 9-13
Chevy Chase, MD	Dec. 23 - Jan. 2	April 2-9
Columbus, MD	Dec. 21 - Jan. 3	April 6-13
Durham, NC	Dec. 21 - Jan. 2	April 6-13
Fairfax, VA	Dec. 23 - Jan. 2	April 6-13
Hampton, VA	Dec. 22 - Jan. 2	April 2-9
Newark, NJ	Dec. 26 - Jan. 2	April 2-9
Norfolk, VA	Dec. 22 - Jan. 2	April 9-13
Philadelphia, PA	Dec. 26 - Jan. 2	April 2-9
Pittsburgh, PA	Dec. 23 - Jan. 2	April 2-9
Portsmouth, VA	Dec. 22 - Jan. 2	April 9-13
Raleigh, NC	Dec. 22 - Jan. 2	April 2-6
Richmond, VA	Dec. 19 - Jan. 2	April 9-13
Trenton, NJ	Dec. 23 - Jan. 1	April 6-13
VA Beach, VA	Dec. 23 - Jan. 2	April 9-13
Washington, DC	Dec. 22 - Jan. 2	April 2-9

## Unique eGuide Downloads

Month	11/12	10/11	09/10
July	6,617	9,526	5,758
August	5,151	8,727	4,804
September	2,225	6,023	2,752
October	1,600	2,859	4,069
November		1,792	1,735
December		1,475	3,459
January		4,222	2,149
February		4,312	2,154
March		5,163	3,232
April		4,334	6,536
May		4,983	11,053
June		6,224	11,298
YTD Totals	15,593	27,135	17,383
<b>TOTALS</b>	<b>15,593</b>	<b>59,640</b>	<b>58,999</b>

**outerbanks.org Internet Activity**

<b>outerbanks.org Internet Activity</b>												
<b>Inquiry Fulfillment</b>			<b>Unique Visitors</b>			<b>User Sessions/Visits</b>			<b>Page Views</b>			
<b>MONTH</b>	<b>11/12</b>	<b>10/11</b>	<b>09/10</b>	<b>11/12</b>	<b>10/11</b>	<b>09/10</b>	<b>11/12</b>	<b>10/11</b>	<b>09/10</b>	<b>11/12</b>	<b>10/11</b>	<b>09/10</b>
<b>July</b>	18,794	21,475	26,888	275,413	250,371	251,131	355,681	323,420	322,296	1,748,978	1,465,587	1,507,785
<b>August</b>	15,170	25,382	15,265	270,772	228,534	200,821	361,053	288,677	255,236	1,659,596	1,178,976	1,130,847
<b>September</b>	19,353	25,146	11,666	129,637	152,931	131,530	172,573	191,757	164,317	664,951	727,479	676,922
<b>October</b>	32,820	21,646	19,064	100,058	87,248	100,081	128,230	109,508	120,758	489,522	424,356	422,248
<b>November</b>		13,899	20,056		62,758	77,563		77,153	93,838		289,949	319,436
<b>December</b>		4,998	11,716		51,277	50,542		62,356	62,567		278,242	248,696
<b>January</b>		13,618	15,923		119,169	110,211		151,215	139,568		808,877	647,553
<b>February</b>		20,777	22,546		133,662	106,173		167,300	133,998		887,478	631,616
<b>March</b>		33,360	34,204		170,231	154,161		215,381	196,139		1,150,821	912,906
<b>April</b>		35,355	44,051		165,435	209,037		208,685	255,848		1,072,587	1,047,159
<b>May</b>		37,221	52,536		218,524	245,722		276,280	303,975		1,400,588	1,264,363
<b>June</b>		35,026	32,743		274,430	297,169		351,547	372,696		1,741,284	1,557,089
<b>Year to Date</b>	<i>86,137</i>	<i>93,649</i>	<i>72,883</i>	<i>775,880</i>	<i>719,084</i>	<i>683,563</i>	<i>1,017,537</i>	<i>913,362</i>	<i>862,607</i>	<i>4,563,047</i>	<i>3,796,398</i>	<i>3,737,802</i>
<b>Total</b>	<b>86,137</b>	<b>287,903</b>	<b>306,658</b>	<b>775,880</b>	<b>1,914,570</b>	<b>1,934,141</b>	<b>1,017,537</b>	<b>2,423,279</b>	<b>2,421,236</b>	<b>4,563,047</b>	<b>11,426,224</b>	<b>10,366,620</b>

**Gross Occupancy by Class 2011-2009**

<b>Gross Occupancy by Class 2011-2009</b>									
<b>Vacation Rental Homes</b>				<b>Hotel/Motel</b>			<b>Cottage Courts</b>		
<b>MONTH</b>	<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>2011</b>	<b>2010</b>	<b>2009</b>
<b>January</b>	3,474,206	3,477,044	3,182,360	1,006,701	884,850	881,761	68,657	65,355	52,470
<b>February</b>	1,588,185	1,413,961	1,105,658	1,130,152	866,825	1,018,705	63,916	40,287	40,669
<b>March</b>	1,968,641	1,426,746	1,897,129	1,703,998	1,881,160	1,545,523	122,208	84,824	188,303
<b>April</b>	7,683,428	6,008,385	6,282,570	3,989,460	3,929,006	4,171,765	293,817	243,332	246,195
<b>May</b>	15,533,680	13,944,097	15,580,456	6,182,404	5,517,006	5,088,044	485,843	535,806	449,842
<b>June</b>	49,741,594	49,291,715	47,011,518	8,293,465	8,078,814	7,647,681	932,815	837,422	847,154
<b>July</b>	94,563,458	86,537,110	73,641,866	11,967,859	11,816,598	10,705,704	1,580,909	1,384,122	1,183,940
<b>August</b>	78,909,645	80,413,679	84,400,761	8,944,456	10,096,402	9,573,255	1,107,528	1,220,880	1,209,221
<b>September</b>	29,888,400	27,814,950	27,452,324	5,483,326	5,483,536	5,864,206	438,948	466,718	455,155
<b>October</b>		12,245,549	10,599,205		3,901,887	3,707,061		338,795	367,512
<b>November</b>		4,913,329	4,748,810		1,732,780	1,651,516		179,993	175,044
<b>December</b>		1,388,324	2,842,749		730,071	707,215		165,914	62,017
<b>Year to Date</b>	<i>283,351,237</i>	<i>270,377,687</i>	<i>260,554,642</i>	<i>48,701,821</i>	<i>48,554,197</i>	<i>48,554,197</i>	<i>5,094,641</i>	<i>4,878,746</i>	<i>4,672,949</i>
<b>Totals</b>	<b>283,351,237</b>	<b>288,919,887</b>	<b>278,745,406</b>	<b>48,701,821</b>	<b>54,918,935</b>	<b>52,562,436</b>	<b>5,094,641</b>	<b>5,563,448</b>	<b>5,277,522</b>



This is a screenshot from one of a series of commercials that have been running in the Hampton Roads market on WTKR and WGNT, and their Richmond, VA affiliate WTVR. The commercials were filmed in HD and co-produced by the Outer Banks Visitors Bureau staff. Each week, we ran a series of different length commercials focusing on a new topic for that week, for eight weeks total. Those topics and filming locations/scenes included ORV driving and fishing, retail shopping, open spaces and natural beauty, and the Holidays to name a few.

**Outer Banks Visitors Bureau Gross Meals Summary 2011-2006**

	2011	2010	2009	2008	2007	2006
January	5,149,079	4,946,077	5,553,193	5,315,203	5,652,092	5,858,880
February	5,600,305	5,306,714	5,878,828	5,901,277	5,864,520	6,004,387
March	8,342,477	7,944,634	7,371,099	9,906,602	8,368,675	8,211,991
April	13,937,220	12,643,388	12,570,914	10,696,837	13,018,031	12,354,501
May	17,884,885	17,420,030	17,237,550	17,902,993	17,030,910	16,936,284
June	28,170,717	25,929,735	25,850,095	26,110,903	26,398,208	24,523,773
July	36,454,367	35,295,259	32,687,202	33,163,197	32,620,688	31,626,454
August	27,024,599	31,515,361	31,285,408	32,095,228	31,213,494	29,227,824
September	19,239,630	18,678,839	19,444,780	17,335,174	19,572,423	18,282,789
October		13,295,890	12,630,255	12,192,193	12,942,026	11,940,442
November		8,822,724	8,298,475	8,044,142	9,001,275	8,074,157
December		5,983,306	6,123,554	6,457,727	7,449,495	7,605,651
Year to Date	161,803,279	159,680,037	157,879,069	158,427,414	159,739,041	153,026,883
<b>Total</b>	<b>161,803,279</b>	<b>187,781,957</b>	<b>184,931,353</b>	<b>185,121,476</b>	<b>189,131,837</b>	<b>180,647,133</b>

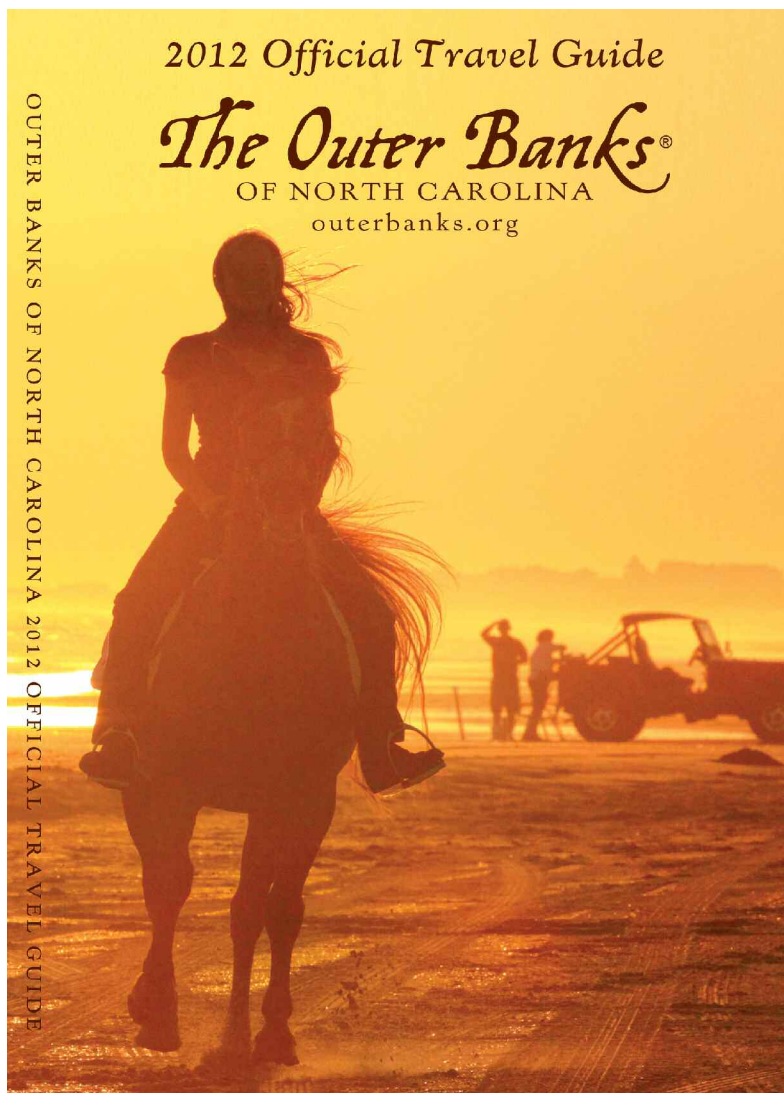
**Gross Occupancy by Class 2011-2009**

	Bed and Breakfasts			Campgrounds			Time Shares			Totals		
	2011	2010	2009	2011	2010	2009	2011	2010	2009	2011	2010	2009
Jan	21,014	42,657	33,707	55,780	20,954	17,192	2,407	3,446	4,297	4,628,765	4,494,306	4,171,787
Feb	30,638	38,729	36,645	60,029	23,072	25,892	5,197	3,128	3,812	2,878,117	2,386,002	2,231,381
Mar	156,535	88,309	106,095	125,528	89,272	75,380	13,246	1,978	3,058	4,090,156	3,572,289	3,815,488
Apr	209,481	161,884	136,127	282,296	229,152	226,970	30,639	21,965	16,138	12,489,121	10,593,724	11,079,765
May	286,926	262,983	225,322	486,979	479,237	452,327	35,183	29,983	24,619	23,011,015	20,819,112	21,820,610
June	320,837	231,505	294,384	871,358	867,967	903,251	81,561	79,207	67,707	60,241,630	59,386,630	56,771,695
July	413,944	399,950	385,367	1,493,221	1,500,079	1,321,050	188,338	145,606	135,615	110,207,729	101,783,465	87,373,542
Aug	244,708	330,402	326,664	693,221	879,107	814,613	143,828	144,211	144,503	90,043,386	93,084,681	96,469,017
Sept	174,824	161,958	201,987	<13,383>	321,440	418,991	51,113	33,674	33,140	36,023,228	34,282,276	34,425,803
Oct		219,863	170,597		261,792	271,509		32,233	14,008		17,000,119	15,129,892
Nov		87,059	75,744		136,529	48,284		12,355	9,106		7,062,045	6,708,504
Dec		53,707	25,796		41,169	13,924		7,163	1,588		2,381,348	3,653,289
<b>YTD</b>	<b>1,858,907</b>	<b>1,718,377</b>	<b>1,746,298</b>	<b>4,055,029</b>	<b>4,410,280</b>	<b>4,255,666</b>	<b>551,512</b>	<b>463,198</b>	<b>432,889</b>	<b>343,613,147</b>	<b>330,402,485</b>	<b>318,159,088</b>
<b>Totals</b>	<b>1,858,907</b>	<b>2,079,006</b>	<b>2,018,435</b>	<b>4,055,029</b>	<b>4,849,770</b>	<b>4,589,383</b>	<b>551,512</b>	<b>514,949</b>	<b>457,591</b>	<b>343,613,147</b>	<b>356,845,997</b>	<b>343,650,773</b>



## 2012 Official Guide Now Available!

[OBXmasWeekends.com](http://OBXmasWeekends.com) continued from Page 4



*A lot of thought went into selection of just the right photo to illustrate the cover of the 2012 Outer Banks Official Travel Guide, and this image best represented the emotions with which Outer Banks Visitors Bureau staff wanted readers to connect. Showcasing the recreational diversity of the Cape Hatteras National Seashore, off-road vehicular uses, romanticism and wide-open spaces, this image-evoking snapshot captures the spirit of Hatteras Island and what sets the Outer Banks apart from other vacation destinations. To have a case mailed for your local OBX business, contact Curt DeYoung 252-473-2138 or email [deyoung@outerbanks.org](mailto:deyoung@outerbanks.org)*

Tree Lighting on Friday, December 2, 2011 for example, and the listing would open and expand on all the details and include direct links to more information. On the Packages and Specials tab, browsers can see easy to read discount offers for visitors with codes to use when booking for savings.

Some of the key events include standing traditions such as the Manteo Christmas Parade and Hatteras Village Christmas Parade in December, and new experiences such as the Elizabethan Gardens WinterLights and the 19th century living history celebrations at Roanoke Island's Island Farm. There's even a special Holiday climb of the Cape Hatteras Lighthouse on Saturday, December 10th.

The Outer Banks Visitors Bureau is encouraging Dare County businesses to tap into their creative side and decorate for the Holidays or come up with themed events that would encourage people to travel to the OBX for overnight stays this time of year, whether it's a great value package or family activity. Together, we can brand the area as a fabulous Holiday destination. For more, email [webmaster@outerbanks.org](mailto:webmaster@outerbanks.org)



*OBXmas Weekends events such as Kites with Lights and WinterLights not only enhance the Holiday experience of Dare County residents, but also give the Outer Banks Visitors Bureau content to promote and build our off-season branding. A great weekend event may help give some potential travelers sitting at home the added incentive to make plans for an overnight, long weekend, full week or longer stay in the off-season.*

