



Tourism Summit
November 6, 2025
Hatteras Marlin Club
Hatteras Village, NC

Presented by The Outer Banks Visitors Bureau

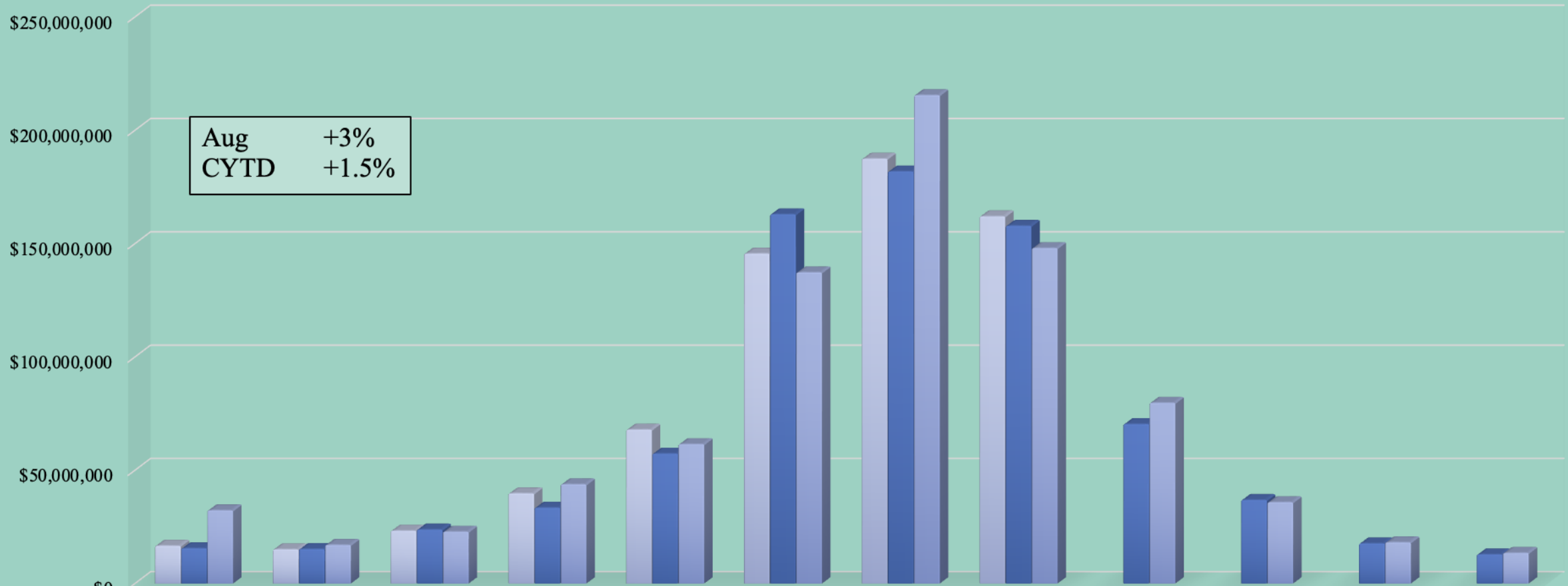
Stories, Stewardship, and Strategy



Dare County Tourism

- \$2.1 billion in direct tourism spending (-2%)
- Ranked #4 among NC" 100 counties
- 12,260 travel and tourism related jobs (roughly 45%)
- \$147 million in State and local tax revenue generated
- A tax offset \$3,860 per Dare resident

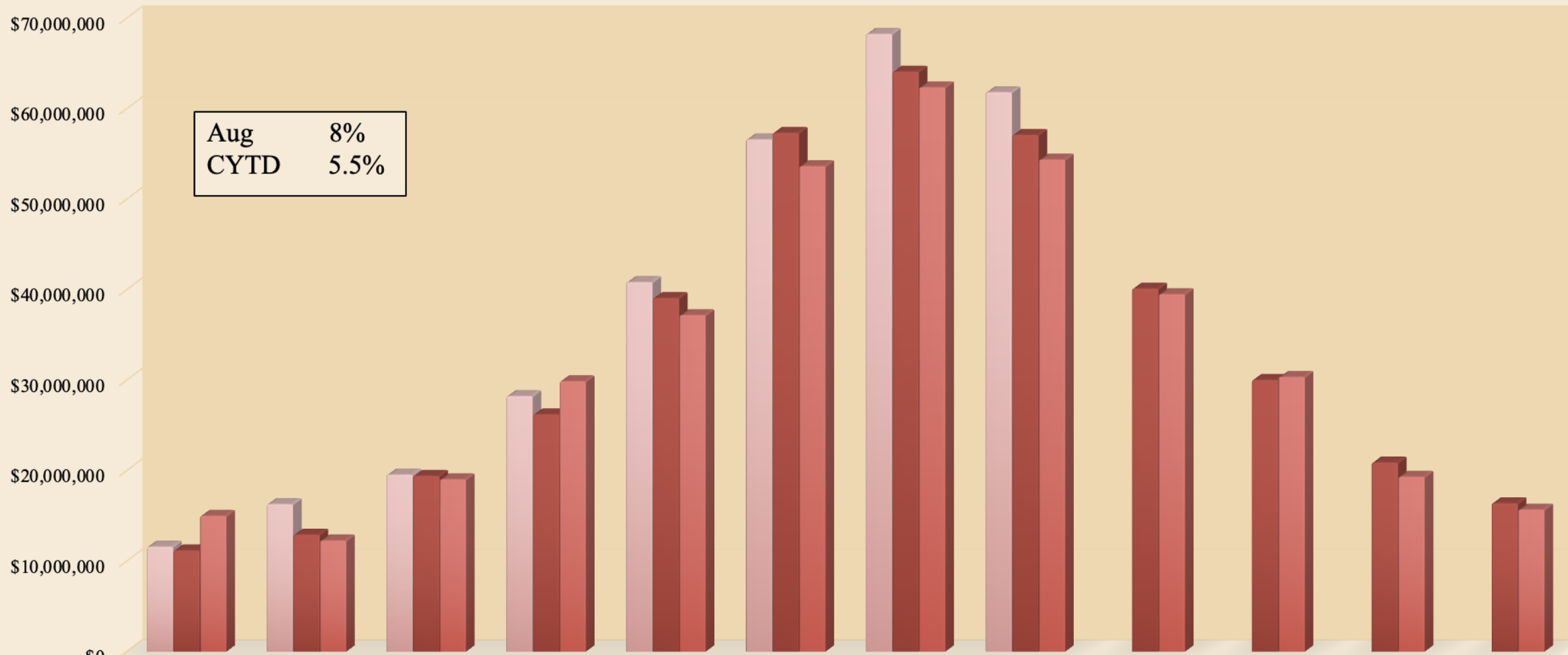
Occupancy Collections



Aug +3%
CYTD +1.5%

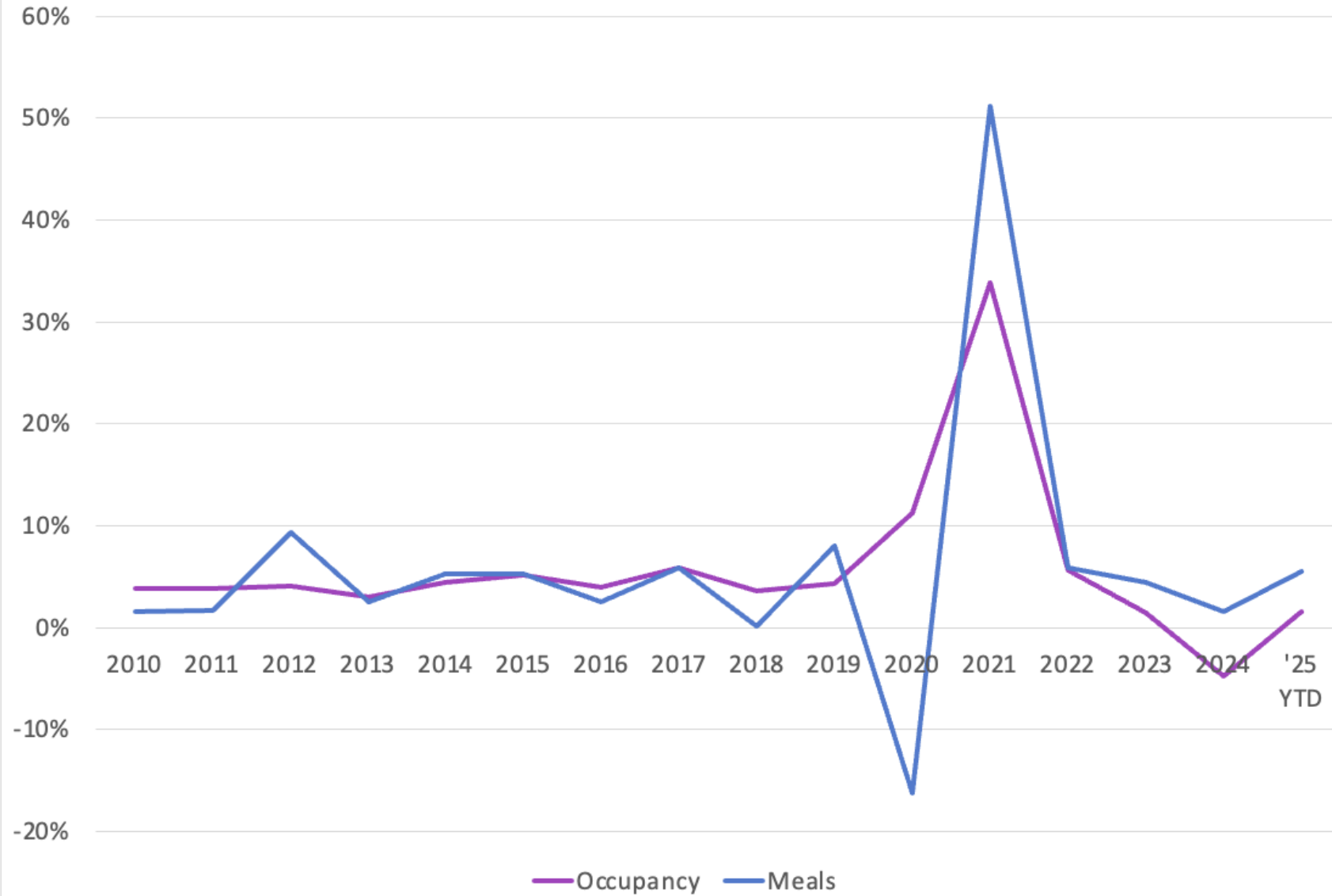
	January	February	March	April	May	June	July	August	September	October	November	December
2025	16,704,519	15,106,523	23,315,703	39,811,889	67,926,280	145,610,175	187,476,603	162,043,637				
2024	15,588,394	15,256,753	23,855,777	33,495,901	57,369,540	162,956,697	181,861,471	157,867,180	70,396,614	36,914,698	17,709,005	12,869,300
2023	32,326,040	17,078,293	22,911,263	43,812,778	61,544,693	137,311,567	215,518,673	148,053,622	79,777,957	35,908,020	18,220,059	13,534,535

Meals Collections

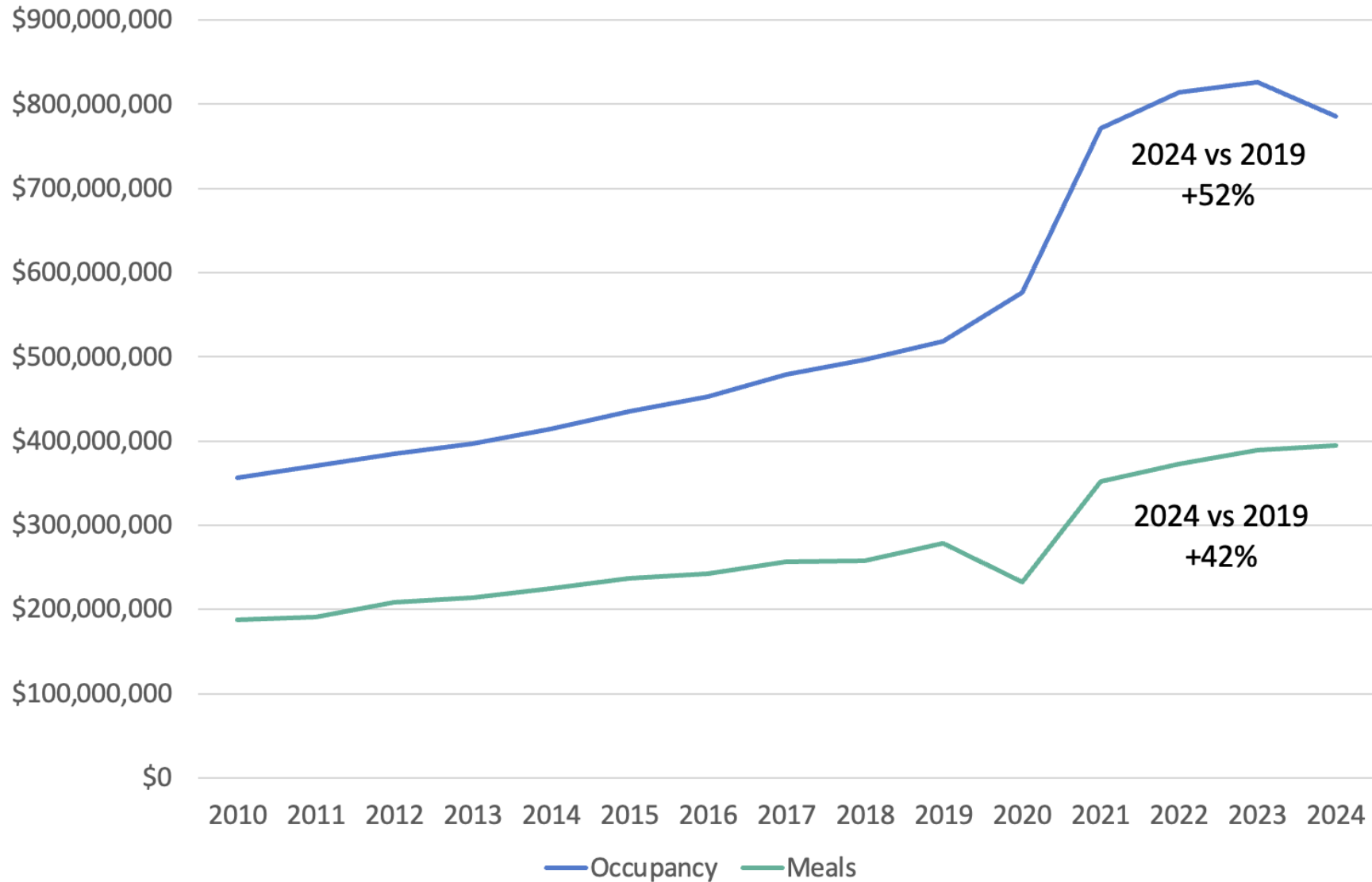


	January	February	March	April	May	June	July	August	September	October	November	December
2025	11,603,500	16,306,677	19,564,191	28,246,857	40,836,160	56,609,219	68,267,572	61,828,174				
2024	11,179,366	12,929,929	19,422,840	26,222,012	39,078,063	57,344,840	64,106,859	57,116,087	40,124,326	30,027,178	20,897,820	16,400,335
2023	15,014,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491	39,511,303	30,360,180	19,332,007	15,703,818

YOY % Change



Dare County Collections Data



Marketing Objectives

1. Support year-round tourism economy
2. Cultivate conscientious visitation and destination stewardship
3. Utilize tourism to build a stronger community

Marketing Overview

- Infrastructure
- Outer Edge Season 1
- Public Relations
- Outer Edge Season 2 Premier
- Outer Edge Season 2 and Beyond



- Hoping to launch in Dec
- Added Community section
- Continue with Ripe booking and MindTrip AI
- Talk to Andy w DTN!

WELCOME TO

THE OUTER BANKS

The Outer Banks of North Carolina offers a welcome relief from crowded cities and overrun vacation spots. In fact, you won't find any cities on the Outer Banks, just 100+ miles of wide-open shoreline.



OUTER BANKS LONG-RANGE TOURISM MANAGEMENT PLAN + COMMUNITY ENGAGEMENT UPDATE

OBX TOURISM SUMMIT - NOVEMBER 2025

The Outer Banks®

VISITORS BUREAU

outerbanks.org

OUTER BANKS LONG-RANGE TOURISM MANAGEMENT PLAN + COMMUNITY ENGAGEMENT UPDATE

- **A Look Back - 2025**
- **Volunteer OBX**
- **Looking Ahead - 2026**

A LOOK BACK - 2025

The Outer Banks[®]
VISITORS BUREAU



DCTB SPECIAL COMMITTEE

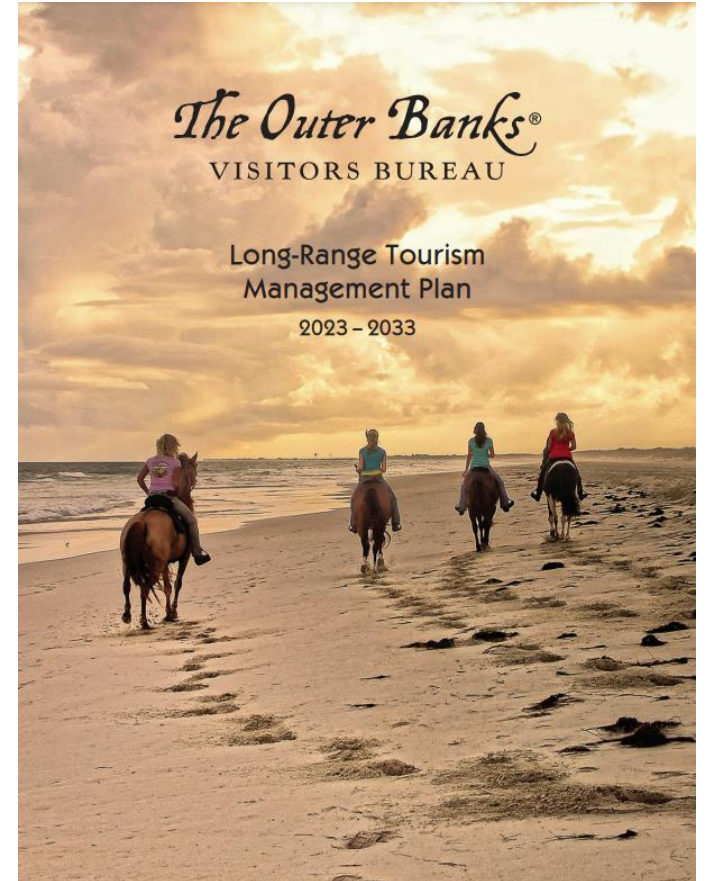
- Evaluate the strategic goals of the plan
- Make recommendations to the DCTB
- Work to further implement the plan

21 Committee Members

6 Meetings in 2025

3 Guest Speakers (*Environment, Recreation, Healthcare*)

- Expanding Outer Banks Promise marketing and engagement
- Continuing to identify partnerships with local/regional organizations whose work overlaps with the LRTMP and invite collaboration and support of those efforts
- Exploring ways to grow our Voluntourism initiative



OuterBanks.org/LRTMP

THE OUTER BANKS PROMISE



2025 ENGAGEMENT

- Black Pelican
- Brindley Beach Vacations & Sales
- Carolina Designs Realty
- Coastal Studies Institute
- Dare County Schools
- Friends of the Mountains-to-Sea Trail
- NC Aquarium on Roanoke Island
- Outer Banks Community Foundation
- Outer Banks Yoga
- Ramada Plaza Oceanfront
- Secotan Alliance
- Town of Kitty Hawk Ocean Rescue
- VisitOBX.com Properties

THE OUTER BANKS PROMISE



THE OUTER BANKS PROMISE



PARTNERSHIPS + COLLABORATION



Coastal Studies Institute
A MULTI-INSTITUTIONAL RESEARCH PARTNERSHIP

The Outer Banks®
VISITORS BUREAU
outerbanks.org

Present

THE CIGARETTE SURFBOARD

an environmental surf documentary

THURSDAY, APRIL 17, 2025

THE PIONEER THEATER
109 BUDLEIGH ST., MANTEO

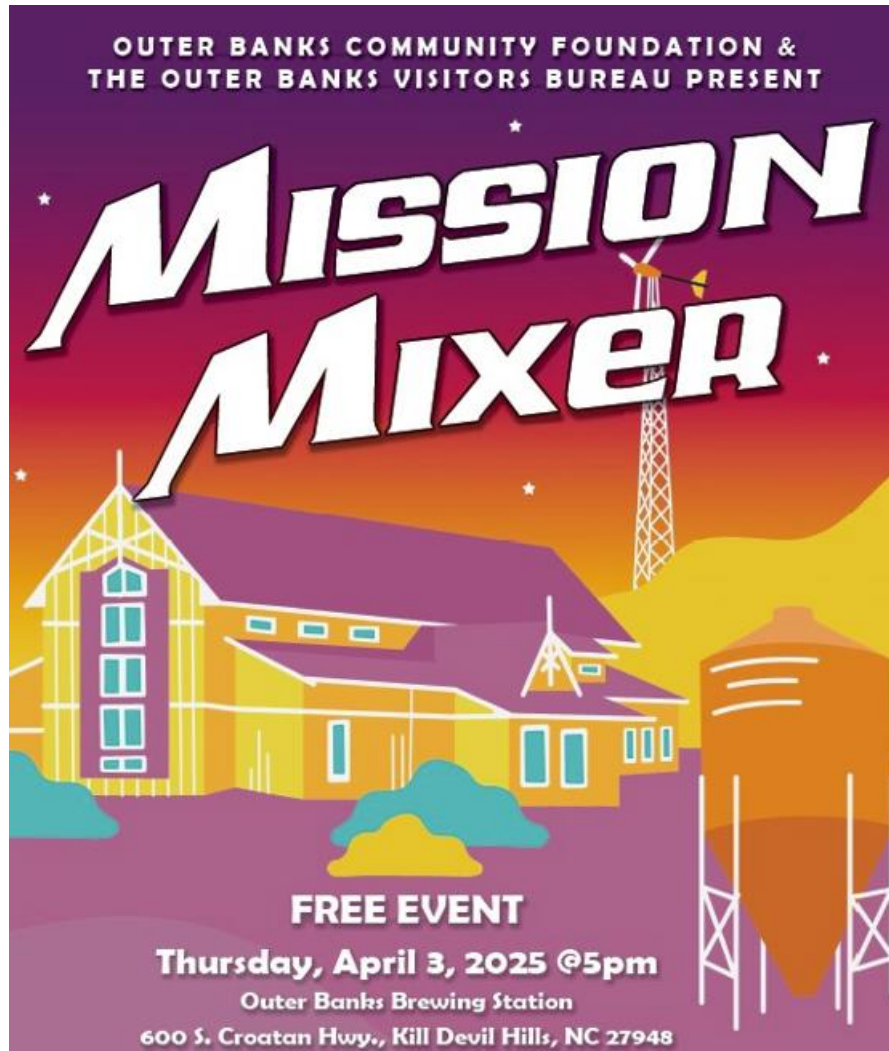


5:00PM-6:00PM | PRE-PARTY IN COURTYARD
- FOOD TRUCK + CASH BAR
- MEET THE FILMMAKER & SHAPER
- CIGARETTE SURFBOARDS ON DISPLAY
6:00PM | WELCOME + FILM SCREENING
7:45PM | Q&A

FREE TO ATTEND | RSVP REQUIRED
SCAN QR CODE FOR TICKETS



PARTNERSHIPS + COLLABORATION



PARTNERSHIPS + COLLABORATION

THE NONPROFIT MESSAGING LAB

Inspire Giving to Strengthen Community Across the Outer Banks

A WORKSHOP FOR ALL OUTER BANKS
NONPROFIT PROFESSIONALS, BOARD
MEMBERS AND FUNDRAISERS

This is a free, all-day
workshop; breakfast and
lunch provided.

College of the Albemarle
205 Highway 64 S.
Manteo, NC 27954



SCAN OR CLICK
TO REGISTER

3RD ANNUAL NONPROFIT KNOWLEDGE SERIES

PRESENTED BY THE
OUTER BANKS COMMUNITY
FOUNDATION AND THE OUTER
BANKS VISITORS BUREAU



PARTNERSHIPS + COLLABORATION



Trail Towns: Manteo, Nags Head, Kill Devil Hills, Duck, Hatteras Village

North Carolina's Outer Banks are steeped in history, untamed beauty and distinctive personality. This 100-mile stretch of remote barrier islands was home to America's first colony, the Wright Brothers' first flight, the first national seashore in the United States and the birthplace of the US Lifesaving Service (forerunner to the US Coast Guard). It is also the site of the tallest brick lighthouse in the country, the nation's longest-running outdoor symphonic drama, three National Park Service sites, the tallest living sand dune on the East Coast and two national wildlife preserves. With so much to explore - from Hatteras Island to Manteo to the northern beach communities of Nags Head, Kill Devils Hills, Kitty Hawk, Southern Shores and Duck - your nearest trail is never far away. Honoring and preserving this amazing natural and cultural wonder is the responsibility of everyone who discovers it - whether it be by land, air or water.

EXPLORE

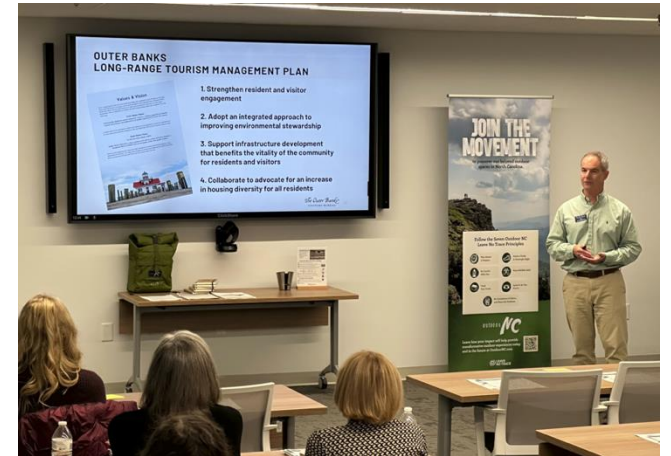
DESTINATION TRIP TIPS

RESPONSIBLE TRAVEL INFO

ACCESSIBLE OUTDOOR ADVENTURES

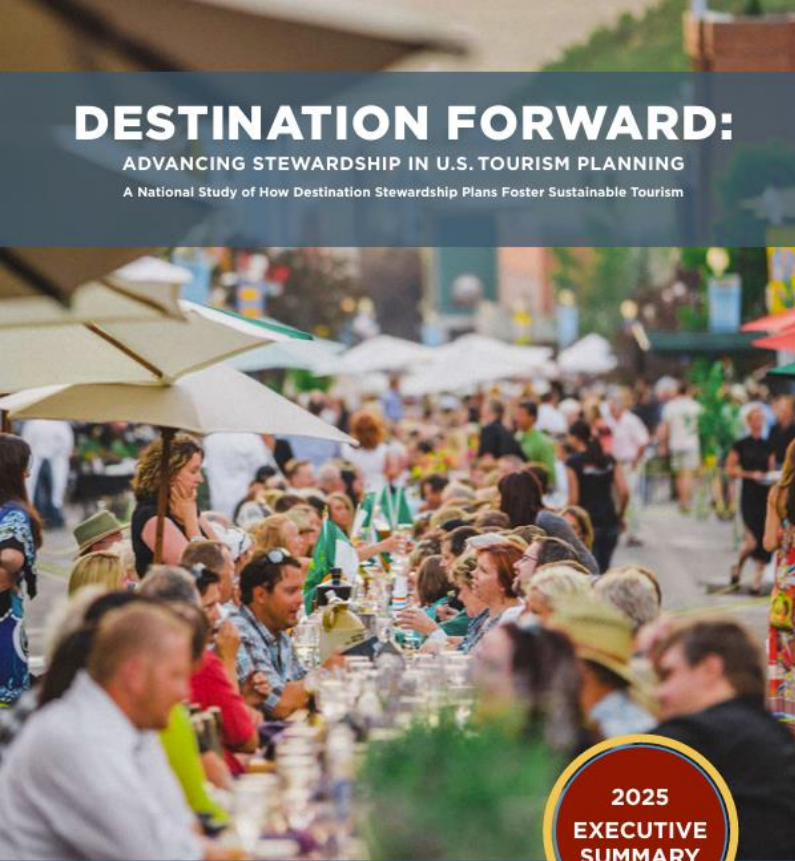
The Outer Banks boasts a variety of trail experiences, catering to any outdoor enthusiast or history and culture seeker. From serene coastal paths to winding woodland trails immersed in maritime forests, the diversity of landscapes is striking. Hikers can explore historic routes like the Freedom Trail at Fort Raleigh National Historic Site or immerse themselves in the wonders of Jockey's Ridge State Park. Birdwatchers can revel in the diverse avian life along the North Pond Trail at Pea Island National Wildlife Refuge, while cyclists can traverse the multi-use paths in several towns offering scenic views of marshes and soundside vistas.

TRAILS Find more trail information here.		
TRAIL NAME	TRAIL TOWN	ACTIVITIES
Buxton Woods Coastal Reserve	Buxton, Frisco	 
Freedom Trail - Fort Raleigh National Historic Site	Manteo	
NC Oyster Trail	Avon, Hatteras, Nags Head	
Mountains-to-Sea Trail (Segment 18)	Hatteras, Nags Head	 
Nags Head Woods Preserve	Kill Devil Hills, Nags Head	  
Town of Duck Boardwalk	Duck	  
Windgrass Circle - Kitty Hawk Bay	Kitty Hawk	



OUTDOOR **NC**

DESTINATION STEWARDSHIP



DESTINATION FORWARD:
ADVANCING STEWARDSHIP IN U.S. TOURISM PLANNING
A National Study of How Destination Stewardship Plans Foster Sustainable Tourism

2025 EXECUTIVE SUMMARY

International Institute of Tourism Studies
THE GEORGE WASHINGTON UNIVERSITY

in collaboration with
Coraggio Group
CoraggioGroup.com/DestinationForward
iits.business.gwu.edu/destination-forward

A Collaborative Model for Plan Implementation | Outer Banks, North Carolina

The Initiative: The Outer Banks Long-Range Tourism Management Plan (LRTMP) acknowledges that the Outer Banks Visitors Bureau does not have direct control over many tourism-related assets. To ensure successful implementation, the plan emphasizes a collaborative, community-driven approach. A key component of this strategy is the formation of a special committee tasked with evaluating the plan's strategic goals, recommending actions to the Dare County Tourism Board, and supporting the implementation of approved initiatives.

Implementation: In 2023, the Dare County Tourism Board created a 22-member LRTMP Special Committee, made up of representatives from local government, nonprofits, education, healthcare, business, and environmental groups. Chaired by a Tourism Board member, the committee meets bi-monthly to assess strategic goals, host expert speakers, and make actionable recommendations. The Outer Banks Visitors Bureau ensures consistent communication with stakeholders through roadshow presentations, email updates, and its community engagement channels.

Accomplishments So Far: In 2024, the Special Committee helped launch The Outer Banks Promise, a visitor pledge campaign promoting responsible tourism, which earned the 2024 NC Travel Industry Association Gold Award for Community Stakeholder Communication. Other achievements include expanded voluntourism efforts and successful collaboration with state and local partners to inform implementation priorities.

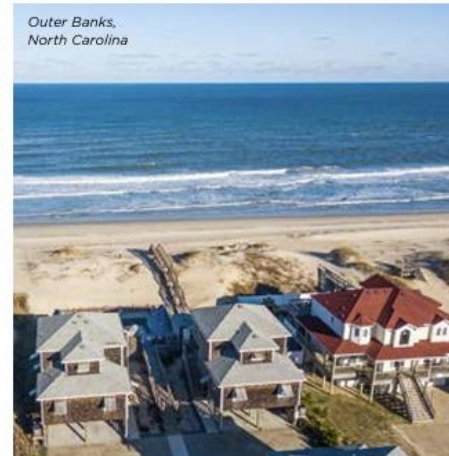


“
We're being included in community conversations that we may not have been included in the past.

— Jeff Schwartzberg, Community Engagement Manager at Outer Banks Visitors Bureau



Scan the QR Code to Learn More



The most comprehensive industry report on the future of destination stewardship in the U.S.



International Institute of Tourism Studies
School of Business

DESTINATION STEWARDSHIP



COMMUNITY ENGAGEMENT + OUTREACH + ADVOCACY



STORIES, STEWARDSHIP & STRATEGY

At the Outer Banks Visitors Bureau, our strategic vision is guided by a simple but powerful idea: tourism should strengthen the place it touches. We're shaping the future of travel in Dare County through a commitment to responsible growth, community stewardship and a deep awareness of tourism's impact — both its benefits and its challenges. In recent years, this commitment has inspired a series of initiatives that reach beyond tourism's traditional borders. These projects invite community stakeholders to share in something bigger — an authentic, lasting investment in the culture, character, and care of the Outer Banks.

-Lee Nettles, Executive Director, Outer Banks Visitors Bureau

TOURISM SNAPSHOT

Visitor Spending
\$2.1 Billion

State Rank
#1
1. Mecklenburg, 2. Wake, 3. Buncombe

Tourism-Related Jobs
12,260
45.5% of Dare County Jobs

State Tax Revenue from Tourism
\$68.2 Million

Local Tax Revenue from Tourism
\$78.9 Million

Tax Savings per Resident
\$3,860
Highest savings of any NC county

* Sources: Tourism Economics, U.S. Travel Association, Visit North Carolina



THE OUTER BANKS VISITORS BUREAU

IN THE COMMUNITY GRANTS AT WORK

The Dare County Tourism Board sponsors several grant opportunities each year to help fund and support various Outer Banks projects and events organized by non-profits and government entities. Event Grants are designed to support events that drive overnight visitation to Dare County during less-than-peak months (September 7 to June 15). In addition, the Board offers other funding opportunities through its Restricted Fund Grants, including Tourism Impact Grants and Long-Term Unappropriated Grants, supporting programs or services needed due to the impact of tourism. For guidelines, applications and a list of past grant awards, please visit outerbanks.org/grants.



A Commitment to Accessibility, Inclusion and Enrichment

"The Sensory Garden was created to spark curiosity and awaken the senses. This garden would not be possible without the unwavering support of our partners and we are deeply grateful to the Dare County Tourism Board for their Tourism Impact Grant. The thoughtfully designed space was created to engage

visitors through touch, sound, sight, taste and fragrance. Features like the wheelchair assessable raised garden beds, highlight the Gardens' ongoing commitment to accessibility, inclusion and the enrichment of all who visit."

-Brendan Medlin, Executive Director, The Elizabethan Gardens

Fostering Community Pride and Goodwill

"The Outer Banks Visitors Bureau has played an essential and transformative role in the continued development and success of the Good Guys vs. Cancer Showcase. What began as a meaningful community event has evolved into one of the most prestigious and well-respected basketball showcases on the East Coast. Through the strategic partnership and support of the Visitors Bureau, we have been able to elevate our marketing and promotional efforts, contribute substantially to Dare County's hospitality and service industries and create a meaningful opportunity for our residents to connect with visiting athletes, families and fans from across the country, fostering a shared sense of purpose in supporting an event that truly benefits the Outer Banks."

-Chad Williams, Founder/Director, Good Guys vs. Cancer Showcase



SUPPORTING NPOS & GOVERNMENT ENTITIES SINCE 1991

\$26M
in grant funding

925+
grants awarded

160+
grant recipients



Strengthening Infrastructure for the Future

"Our oceanfront boardwalks in Avon were originally installed back in the 1980s and over the years it has come to the point where they need to be replaced. The Tourism Impact Grant we received from the Outer Banks Visitors Bureau has been a huge help in this process. It's a big project, but this work will make Avon a better place for residents, homeowners and our visitors." **-George Hockenbury, Director, Avon Property Owners Association**



THE OUTER BANKS VISITORS BUREAU

Official Destination Marketing Organization (DMO) for Dare County's Outer Banks

Dare County Tourism Board (DCTB) - 13 members. with representation from 6 local municipalities, Dare County Board of Commissioners, industry associations (OBAR, OBRA, Hotel/Hotel Assoc.), Outer Banks Chamber of Commerce and 2 At-Large seats, including Hatteras Island

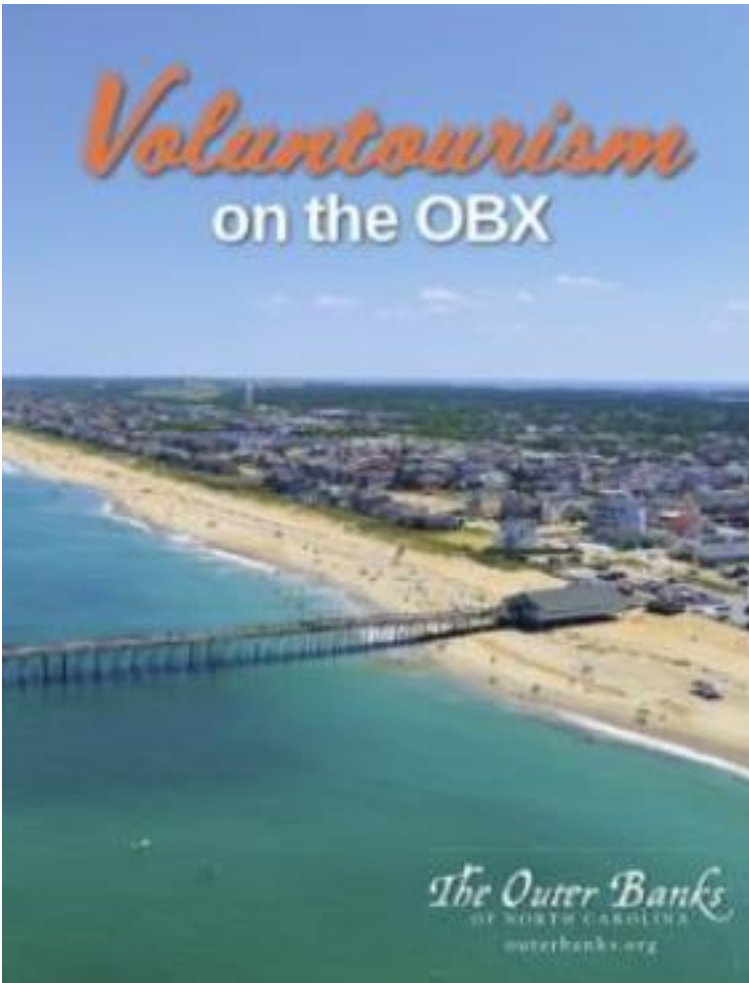
11 full-time staff

4 Welcome Centers: Aycock Brown (Kitty Hawk), Sarah Owens (Manteo), Whalebone (Nags Head), U.S. Weather Bureau Station (Hatteras Village)

Mission is to increase overnight visitation during less-than-peak months

The Outer Banks VISITORS BUREAU

SUPPORTING NONPROFITS - VOLUNTOURISM



SUPPORTING NONPROFITS – OBX VOLUNTEER WEEK




- Support local nonprofit partners
- Promote off-season visitation to Dare County
- Highlight the ongoing work that goes into caring for and sustaining the Outer Banks

VOLUNTEER OBX

The Outer Banks[®]
VISITORS BUREAU



VOLUNTEER OBX PORTAL - VOLUNTEEROBX.COM




**PROTECTING
WHAT WE LOVE,
TOGETHER.**


The Outer Banks
VISITORS BUREAU


Get Involved, Make a Difference.

VOLUNTEER NOW

[Click here to register your organization.](#)

 Volunteering on the Outer Banks [GET INVOLVED](#)

 Volunteer Guide for Groups [GROUP VOLUNTEER OPPORTUNITIES](#)


 The Outer Banks Promise [MAKE YOUR PROMISE](#)


by Galaxy Digital





VOLUNTEER OBX PORTAL – VOLUNTEEROBX.COM

FOR VOLUNTEERS: Makes it easy to quickly search, find and sign up for volunteer opportunities that match your interests and schedule.



North Carolina Coastal Federation

BECOME A FAN  




Outer Banks Community Foundation

BECOME A FAN  





Outer Banks Relief Foundation




BECOME A FAN  





THE OBX WAY

BECOME A FAN  

Outer Banks Relief Foundation

 Basic Needs  Community  Crisis

BECOME A FAN 








Who We Are

The Outer Banks Relief Foundation eases financial burdens when tragedy strikes. The Outer Banks Relief Foundation was born when a group of Outer Banks residents raised funds for leukemia research in honor of a local child fighting the disease. As that child's family struggled not only with illness but also mounting financial hardship—ultimately losing their home—the community recognized a greater need. The Outer Banks Relief Foundation was created in 2005 to ensure that no local family would have to face both a devastating diagnosis and financial ruin. Today, the Outer Banks Relief Foundation helps about 150 households each year, easing the burden of everyday bills during times of serious illness or personal tragedy. We make direct payments—ranging from \$1,000 to \$5,000—to mortgage companies, landlords, utility providers, and auto lenders, helping ensure our neighbors' basic needs are covered while they focus on healing and recovery. Our beneficiaries face a wide range of challenges, from cancer and spinal injuries to organ transplants and house fires. We work hand in hand with local nonprofits, churches, and national organizations to maximize impact and ensure that families in crisis receive the care and resources they need.

What We Do

The Outer Banks Relief Foundation covers the cost of household bills like rent, mortgage, utilities, and transportation expenses for local families experiencing tragedies like cancer diagnosis, car accidents, house fires, injuries, and illnesses.

Details

 (252) 261-2004
 patty@obrf.org
 Melissa Cox
 Managing Director
 <http://www.obrf.org>

VOLUNTEER OBX PORTAL – VOLUNTEEROBX.COM

Opportunities

SEARCH BY



SORT BY -- SELECT SORTING --

FILTER BY -- SELECT A FILTER --

-- SELECT A FILTER --

Age

Organization

Available Slots

County

Date

Distance

Family Friendly

Impact Area

Initiative

Interest

Outdoors




Qualification

Teams

Virtual Opportunity

Wheelchair Accessible

1 2 3 > Last

OPPORTUNITY/ORGANIZATION	DATE/TIME	ACTIONS
 ABCCM Crisis Ministry (Downtown Asheville) Pantry ABCCM Crisis Ministry	Flexible	VIEW DETAILS
 Free Community Market Second Shift: Opportunities available December 2025 Montmorenci United Methodist Church	Multiple Shifts Available	VIEW DETAILS
 Provide & Serve Meals - ABCCM Transformation Village ABCCM Transformation Village	Flexible	VIEW DETAILS

VOLUNTEER OBX PORTAL – VOLUNTEEROBX.COM

FOR ORGANIZATIONS:

Provides local Dare County nonprofits and governmental entities with **FREE** tools to recruit, engage, retain and manage volunteers – helping connect willing hands with the projects that need them most.



Hours Tracking

Accurately track volunteer hours with automated tools and pre-built reports.



Volunteer Check-In

Make checking-in a snap with a volunteer check-in kiosk, a mobile app, and automated reminders.



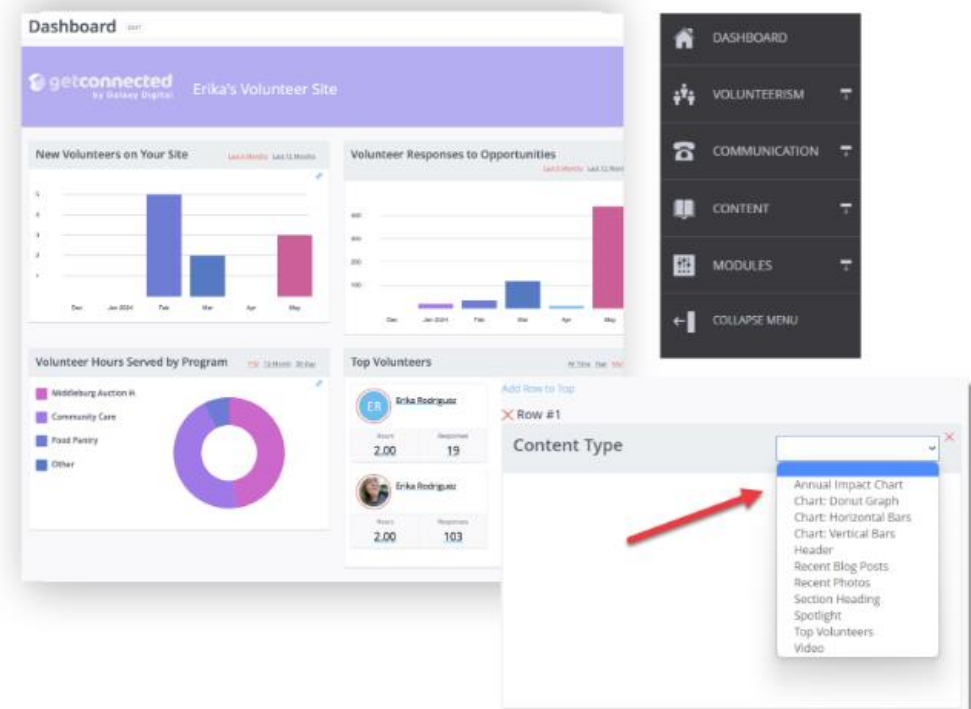
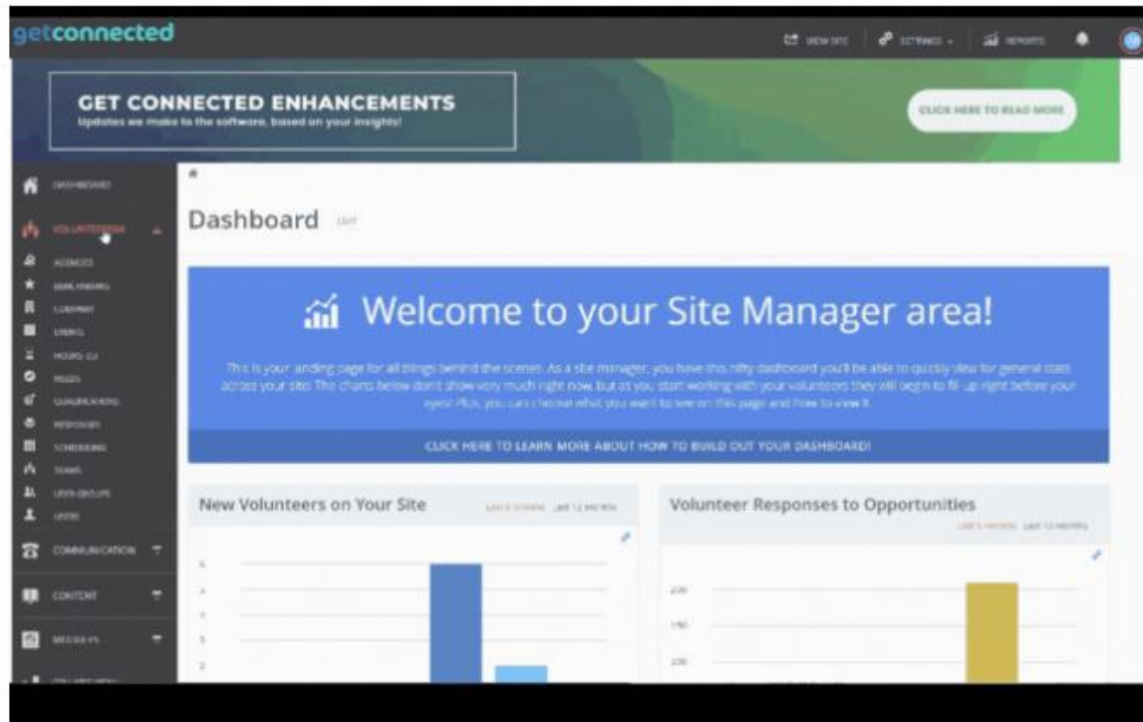
Scheduling

Fill every shift with tools that manage one time events, ongoing opportunities, and recurring shifts.

VOLUNTEER OBX PORTAL – VOLUNTEEROBX.COM

FOR ORGANIZATIONS:

Provides local Dare County nonprofits and governmental entities with FREE tools to recruit, engage, retain and manage volunteers – helping connect willing hands with the projects that need them most.



VOLUNTEER OBX PORTAL - VOLUNTEEROBX.COM



LOOKING AHEAD

The Outer Banks[®]
VISITORS BUREAU

I PROMISE TO

Leave
no trace

THE OUTER BANKS  PROMISE
obxpromise.com | #obxpromise

I PROMISE TO

Keep our
beaches clean

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I PROMISE TO

Respect
wildlife

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Jeff Schwartzberg
Community Engagement Manager
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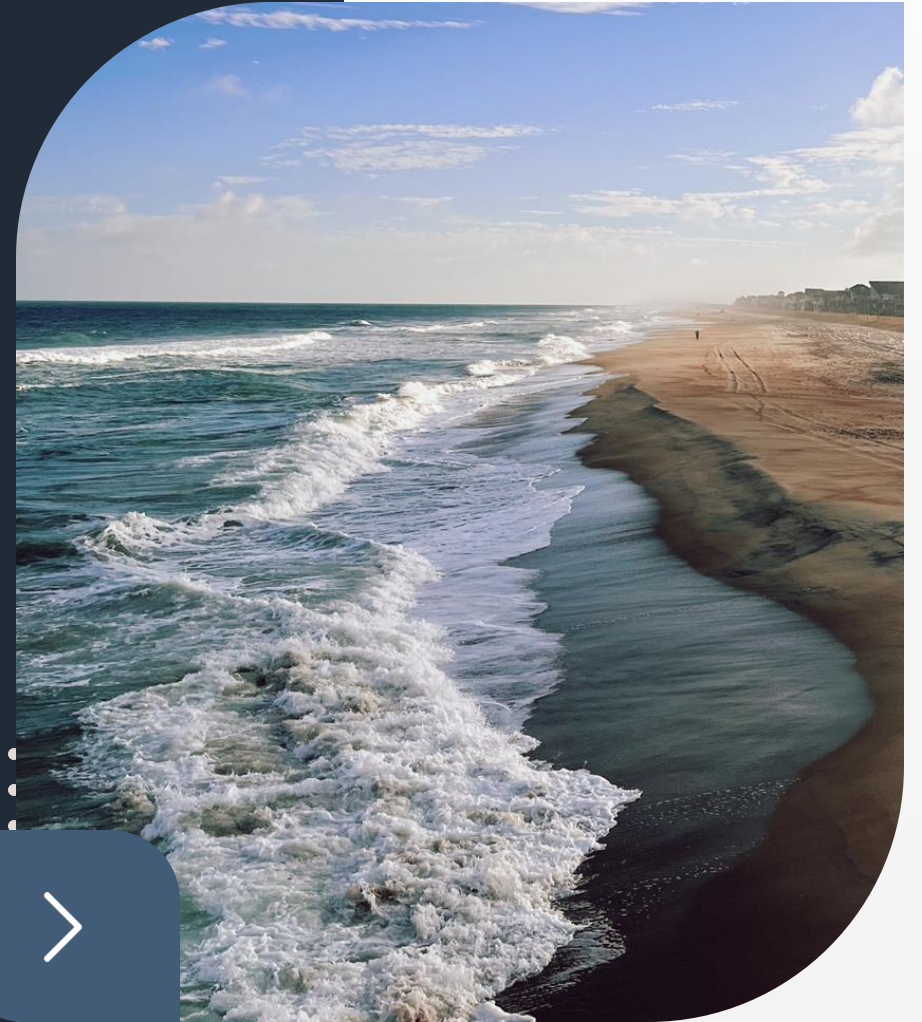




The Outer Banks[®]
OF NORTH CAROLINA

The Outer Banks Tourism Summit

2025

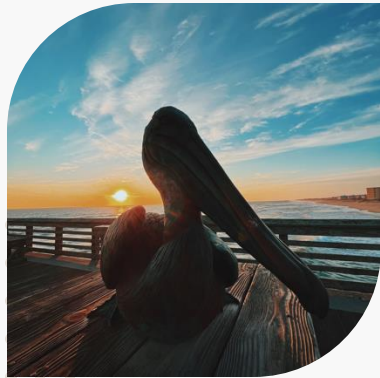
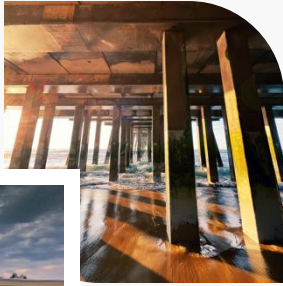




The Outer Banks
OF NORTH CAROLINA

Season One Recap

The Outer Edge

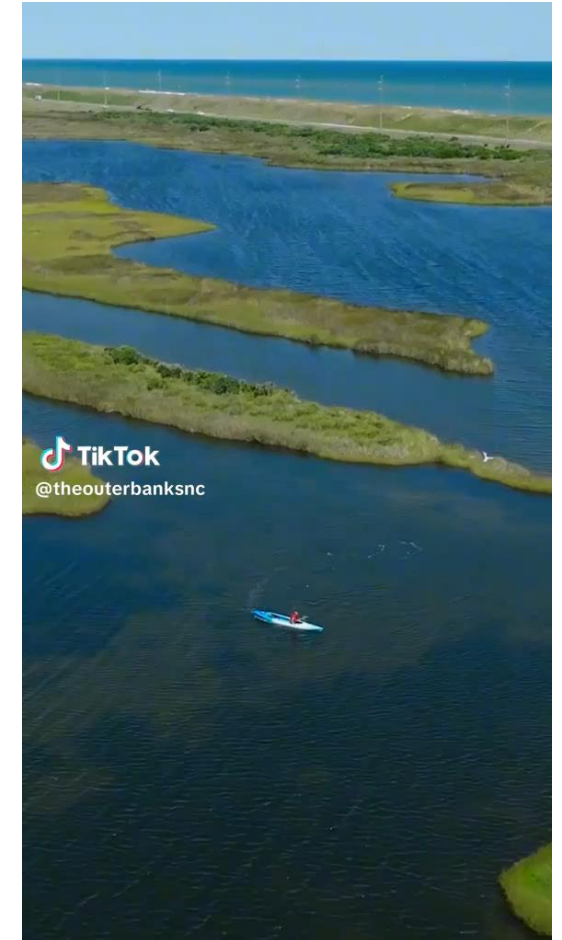


The Outer Edge



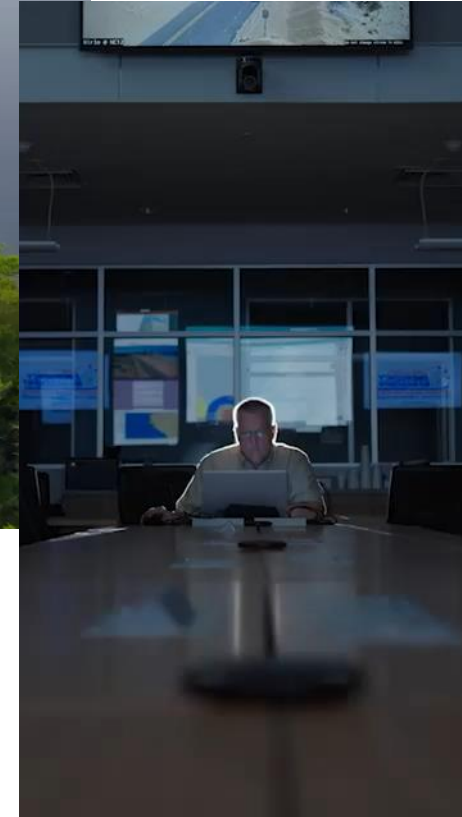
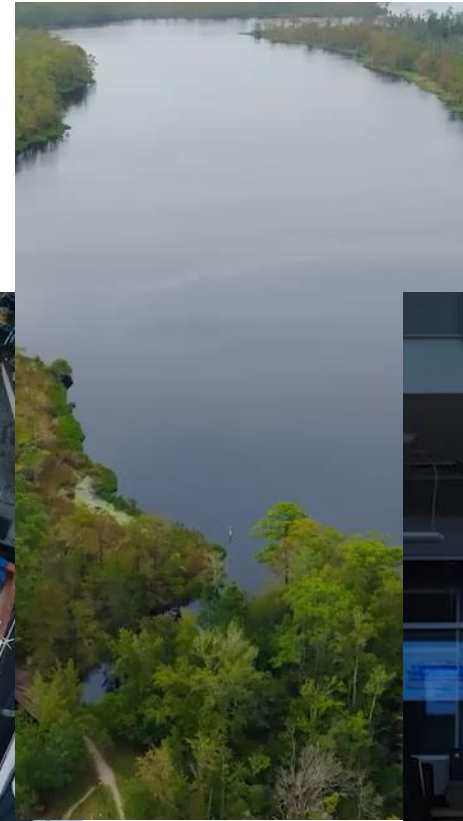
Season One Success

- From all marketing and promotional efforts during The Outer Edge, the YouTube channel saw 143% growth in subscribers.
- Social support referred 11K sessions to the Outer Edge landing page (25% of all referred traffic).
- Meta: 2.5MM Impressions, 42.5K Link Clicks, 800 Post Shares, 445 Post Saves, and 209 Comments
- YouTube: 590K Impressions
- TikTok: 184K Impressions, 1.9K Link Clicks
- Promotional social efforts were extremely successful at driving excitement within the OBX local and visitor community.



*Note: Data is from the initial launch period of January-March 2025.

The Outer Edge Creative



The Outer Edge

Season One Success



Jeannette Peters Rovder
That was an amazing series! I would love to be friends with the female photographer. I love the way she sees the beauty in the world. ❤️

31w Like Reply

Iris Ledbetter
I'm loving these stories! Learning lots about my favorite place on earth. 12 weeks until Ocracoke Island!

35w Like Reply

Tashia Barrios
I definitely need to watch this! We moved to the Hampton roads area in VA about a year and a half ago and visited OBX for the first time a year ago. We INSTANTLY fell in love with everything revolving around the outer banks and we've been there about 6 times in the last year for 3-4 day trips ❤️ The sunrises, the sunsets, the scenery, the beach, the food, the people, etc and we can't wait to be back there in 2 weeks 💙

34w Like Reply

Leslie Nechie YaYa Watts
You should keep this up! If I'm correct, I think the last episode will come out this week. There are so many more stories to tell! Hmmmmm maybe I need to move there so I can help! Great job to everyone who worked on these videos. I'm sure the editing process was a job, but the segments turned out great.

34w Like Reply

Eleanor Smith Cox
Excellent glimpses into OBX traditions!

36w Like Reply

angelkhouryauthor Love love love this 🍷

41w 1 like Reply

View replies (1)

hcavepics Wow! Thank you for capturing and sharing these stories. Love it. Really well done!!

40w 1 like Reply

View replies (1)

1packmule Just watched it, and I can't wait for the next one. This gives me ideas of places to visit on my next trip, and helps me until I can make it my forever home.

40w 2 likes Reply



kaseypowellphoto Very cool!

35w 1 like Reply

danielpullen

35w 1 like Reply

keesvacations We've been loving this series 🍷🍷 incredible work!

35w 1 like Reply

View replies (1)

outerbanksblue 🍷🍷 awesome video!

35w 2 likes Reply

Mike Fisher
just watched episode 5 one problem... they aren't long enough 😊

35w Like Reply



Steve Bridges
This is a fantastic video series. Please keep going!

34w Like Reply



Pam Goff
Episode 7? Or 8,9,10! Please and thank you!! 🍷

32w Like Reply



angelitakarmalita I love this place and the people who live and work here and call it home. The kindest, hardest working people.. God bless the watermen/women ❤️

41w 4 likes Reply

Butch Friday
Love the videos, keep them coming.

Jennifer Lee-Baron
SO well done!!

Like Reply



Rob Maseth
Building in Grandy to retire to this amazing place. These are Some great videos. We have been coming since '91

33w Like Reply Edited





HOFFMAN YORK

2025 Marketing Summit

Outer Banks Visitors Bureau | November 2025

meet the Hoffman York team!



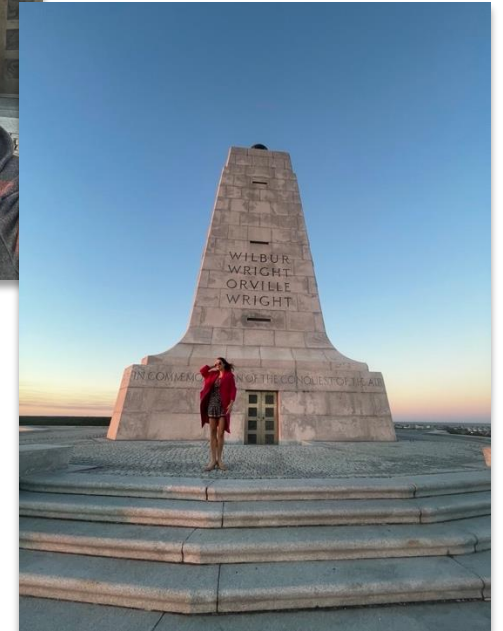
Angie Buchanan
Director of Client Services



Sarah Walsh
Media Planner



Meghan Heredia
Assistant Account Executive



Outer Edge

season 1 promotion.



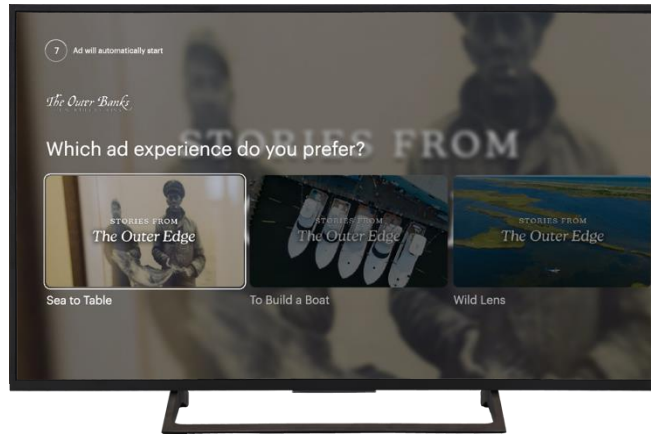
overview.

- HY seasonal campaigns have supported Outer Edge Season 1 from Feb 2025-present
- Outer Edge evolved into the primary brand creative across video, high-impact, and native placements
- Messaging focused on showcasing Outer Banks culture and local experiences through the lens of the series
- Media placements drove strong awareness, positioning Outer Edge as a central storytelling vehicle for OBVB

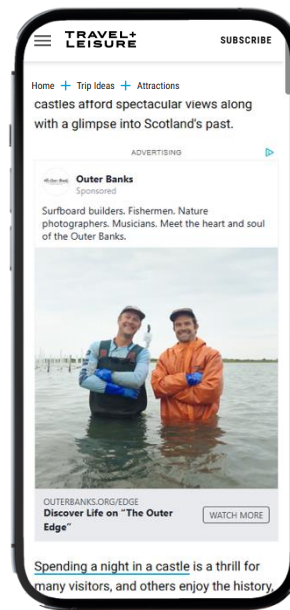
Outer Edge season 1 promotion.



Print



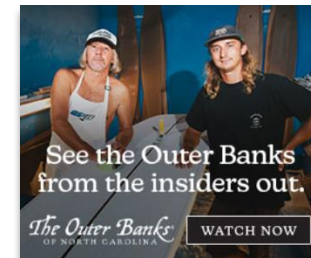
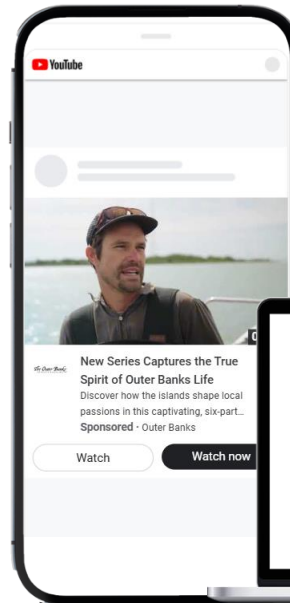
Streaming TV



Native Display



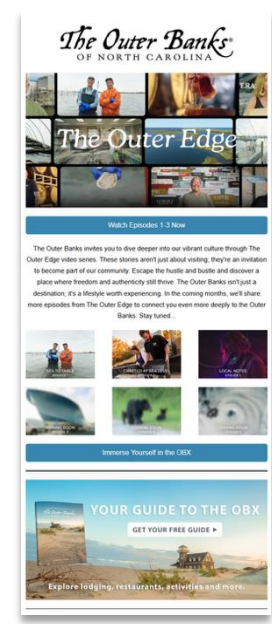
High Impact



Banner Display



Native Video



OBVB Email

Outer Edge season 1 promotion.



Full Series Sizzle
Reel



Sea to Table
Episode Teaser



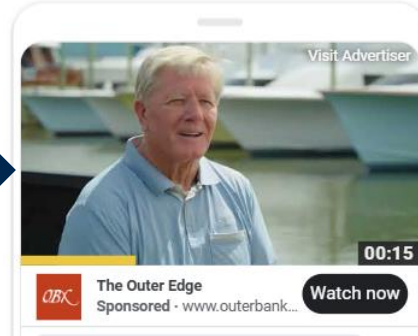
Crafted at Sea
Episode Teaser



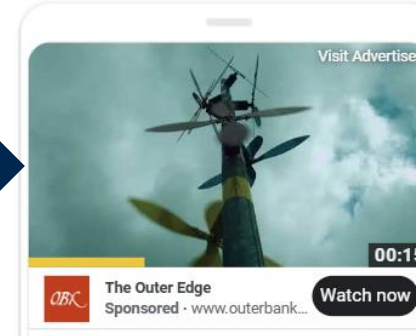
Local Notes
Episode Teaser



Full Series Sizzle
Reel



To Build a Boat
Episode Teaser

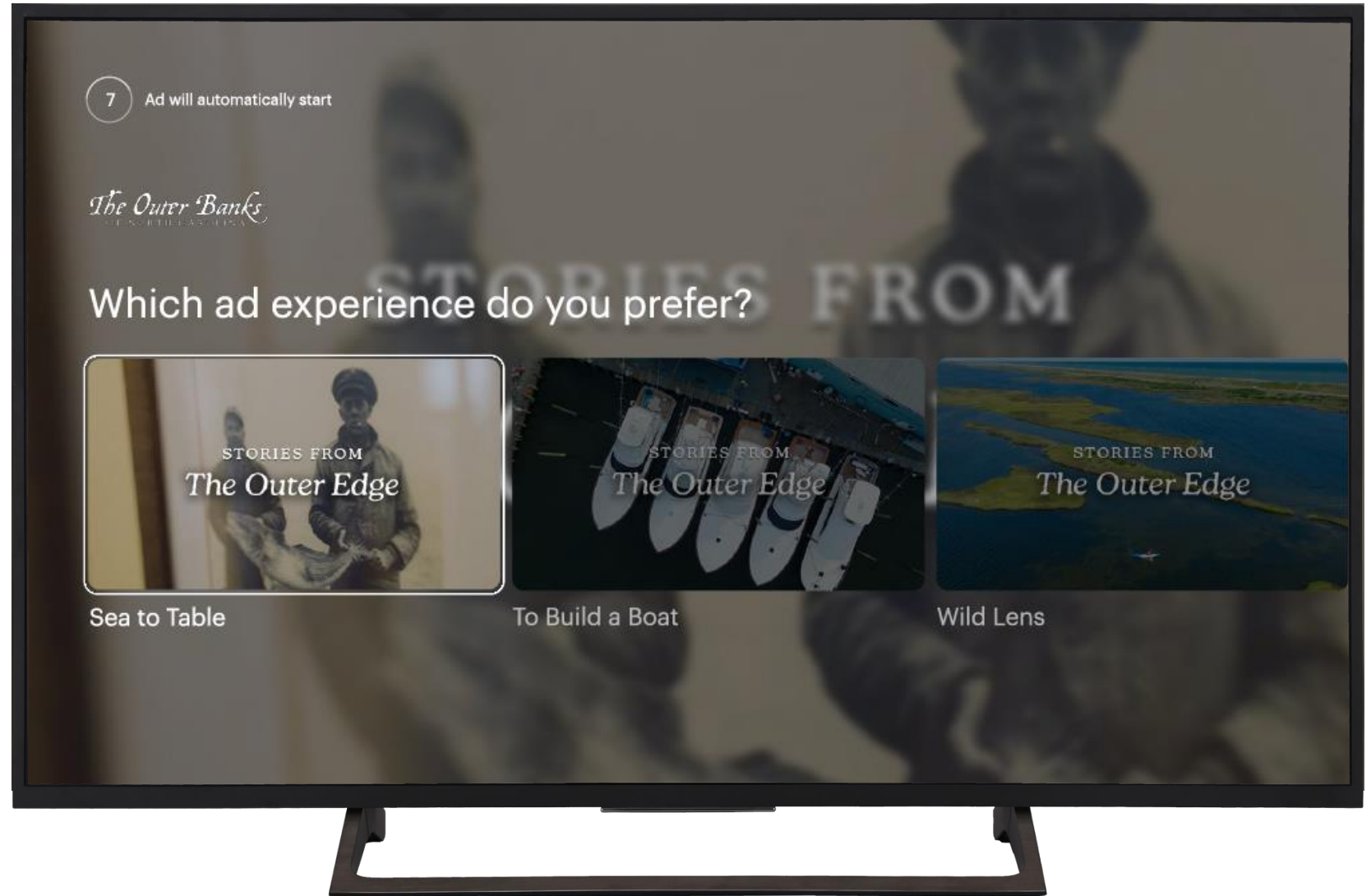


Mother Nature
Episode Teaser



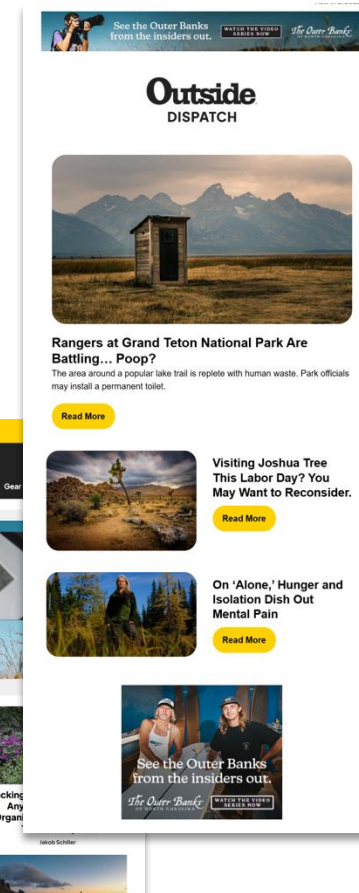
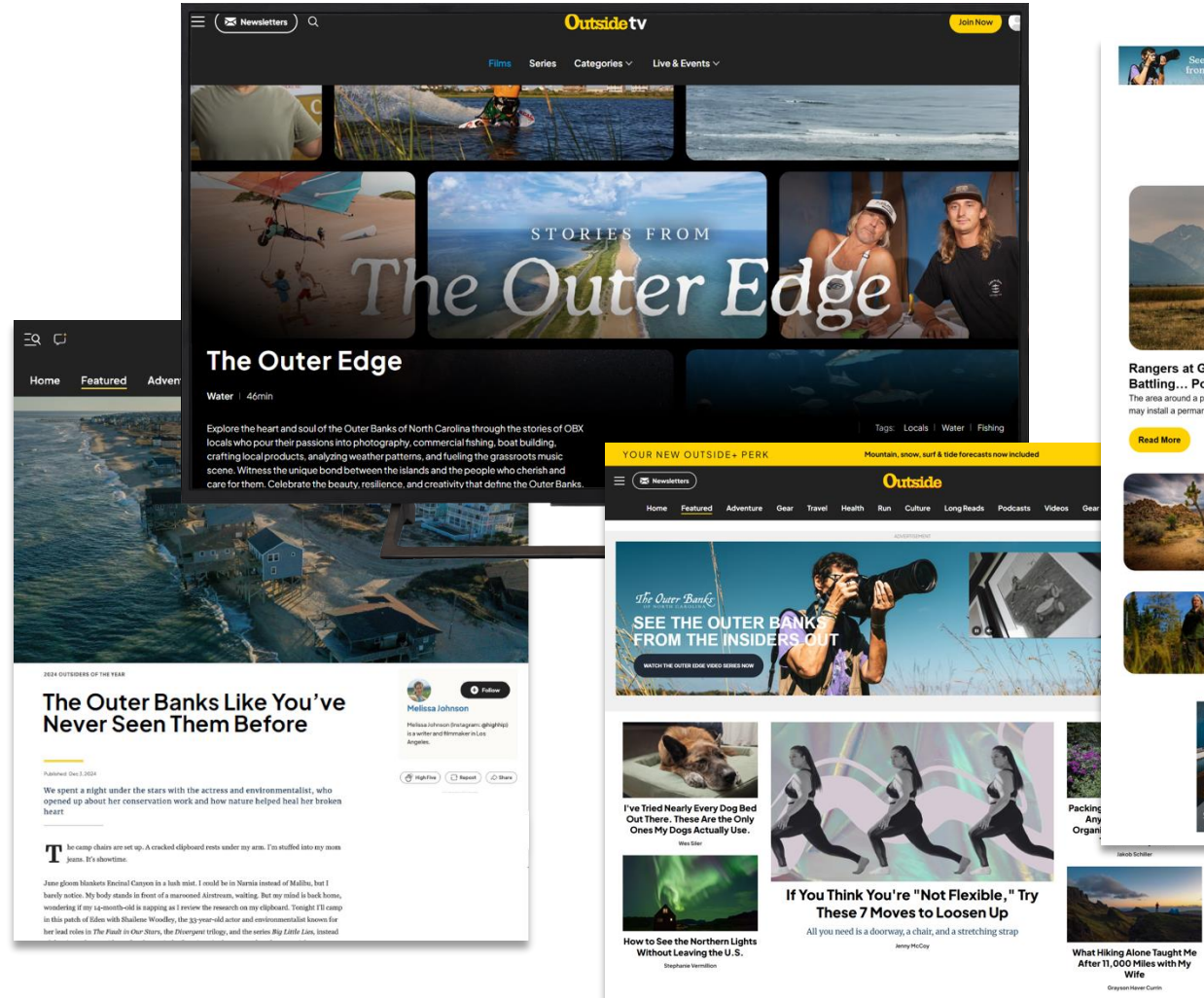
Wild Lens
Episode Teaser

Outer Edge
season 1
promotion.



Outer Edge season 1 promotion.

Outside

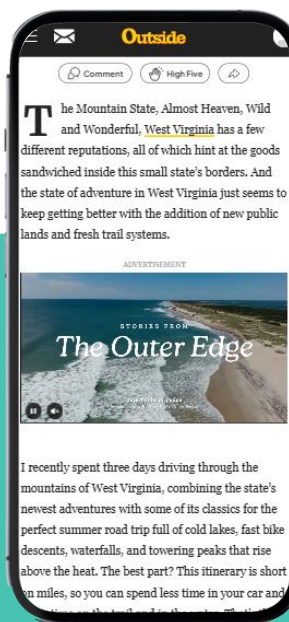
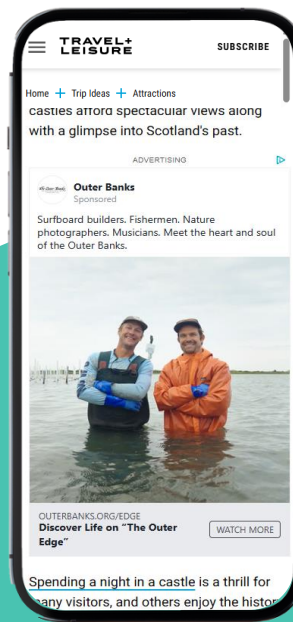


Users spent an average 11% more time watching the Outer Edge videos on Outside than YouTube!



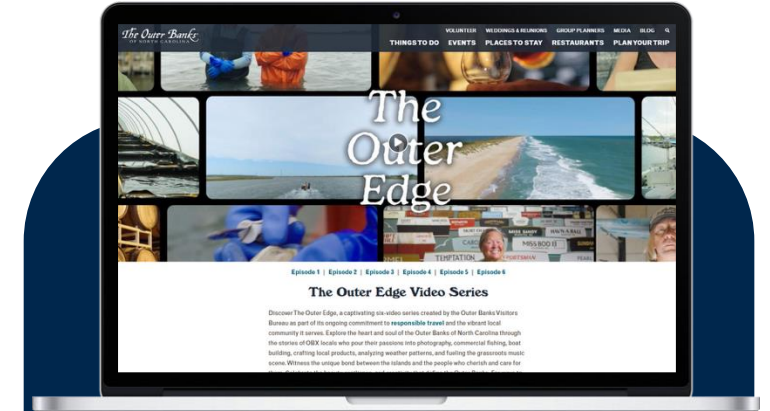
175K+
HOURS

spent viewing Outer Edge digital
ads across
:15 & :30 lengths



39MM
IMPRESSIONS

served Outer Edge creative through
the seasonal and continuity
campaigns



137K+
SESSIONS

driven to the Outer Edge
landing page

2025 YEAR IN REVIEW

PUBLIC RELATIONS

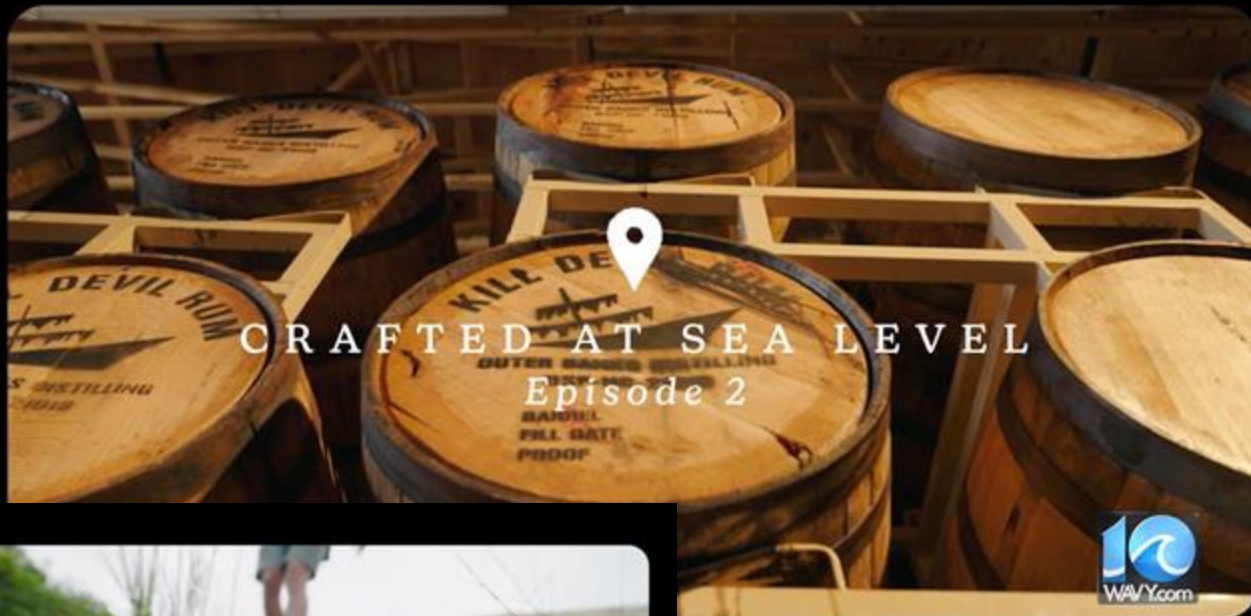
OUTER BANKS VISITORS BUREAU



KEY ACHIEVEMENT:

- EXPANDED OUTER EDGE REACH BEYOND YOUTUBE.
- SECURED FIRST-EVER WEEKLONG TV FEATURE WITH WAVY 10.
- STRENGTHENED RELATIONSHIP WITH KEY DRIVE-MARKET MEDIA.





KEY ACHIEVEMENT:

- AIRED EACH OUTER EDGE EPISODE ON THE HAMPTON ROADS SHOW.
- FEATURED OBVB TEAM AND LOCAL VOICES ON LIVE TV ALL WEEK, 22 ORGANIZATIONS IN TOTAL.
- SHOWCASED 10 ADDITIONAL OUTER BANKS LOCATIONS.
- COMBINED AUDIENCE OF MORE THAN A MILLION PEOPLE.





The Outer Banks Is The Vacation Of The Year 2025

There's nowhere on earth quite like the Outer Banks, a string of wild but well-loved barrier islands off the coast of North Carolina.

KEY ACHIEVEMENT:

- SOUTHERN LIVING NAMES OUTER BANKS **2025 VACATION OF THE YEAR** FOLLOWING HOSTING OF EDITOR TARA MCCAY FOR A PRESS VISIT IN 2024.
- MULTIPLE ARTICLES FEATURING GUIDES TO OUTER BANKS TOWNS AND VILLAGES ENSUE.
- NUMEROUS BUSINESSES FEATURED.



If you click on links we provide, we may receive compensation.

Experience Slow Seaside Life In This Charming Outer Banks Town

Duck is a charming waterfront village that will make you feel right at home.



NORTH CAROLINA

The 8 Most Beautiful Places On The North Carolina Coast

By Tara Massouleh McCay



NORTH CAROLINA

The Quiet Outer Banks Island You Need To Stop Overlooking

By Tara Massouleh McCay

The 10 Most Beautiful Places In The Outer Banks

By [Tara Massouleh McCay](#) | Published on June 1, 2025

The 18 Best Things To Do In Nags Head, North Carolina

Start planning your trip to th

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

By [Tara Massouleh McCay](#) | Published on June 14, 2025

For Stargazing And Northern Lights Viewing, These Trips Are Tops

When and where can you find the most epic stargazing and unparalleled views of the aurora borealis? These destinations offer some of the best looks at the jewels of the night sky.

Rebecca Deurlein Contributor

Rebecca Deurlein is an award-winning travel writer.

Follow

- SUSTAINABILITY LENS WITH BRANDING OBX AS EPIC SCENIC HAVEN IN LESS-THAN-PEAK SEASON
- DESKTOP UVM 16 MILLION
- MOBILE UVM 51 MILLION

Winter In The Outer Banks Draws The Eyes To The Skies For Incredible Stargazing



The Cape Hatteras Lighthouse in the Outer Banks of North Carolina is the perfect place to stargaze. OUTER BANKS VISITORS BUREAU



Subscribe to Smithsonian magazine and get a FREE tote.

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

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

Amy Brecount White - Freelance writer

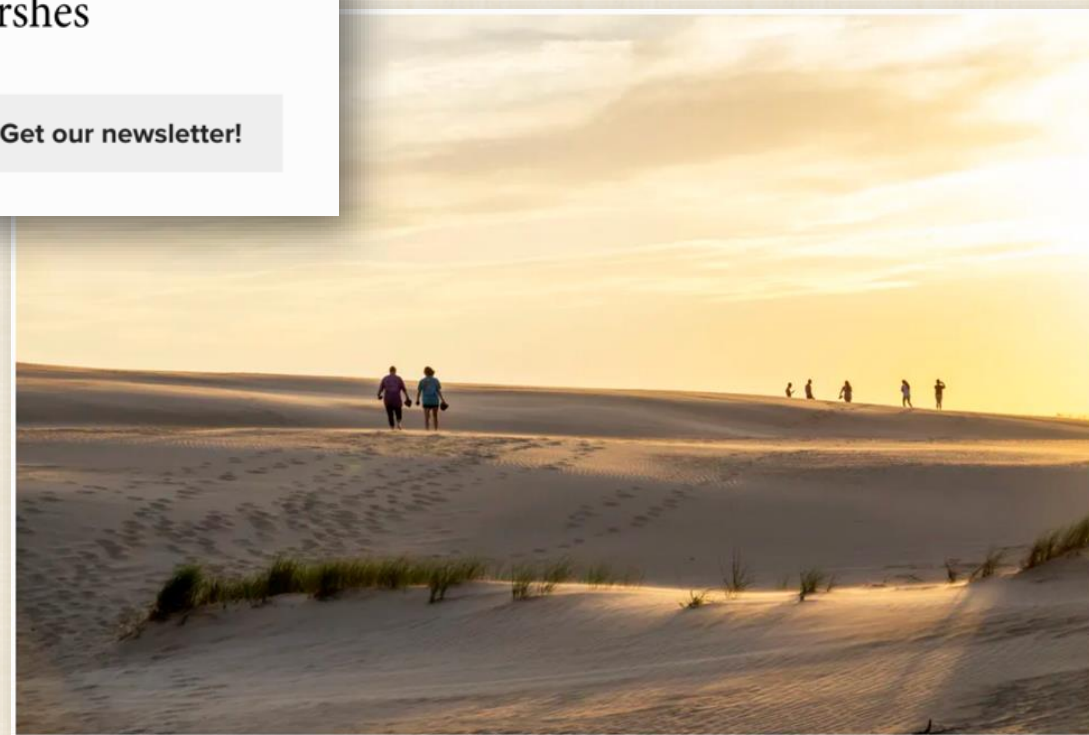
May 6, 2025



 Get our newsletter!

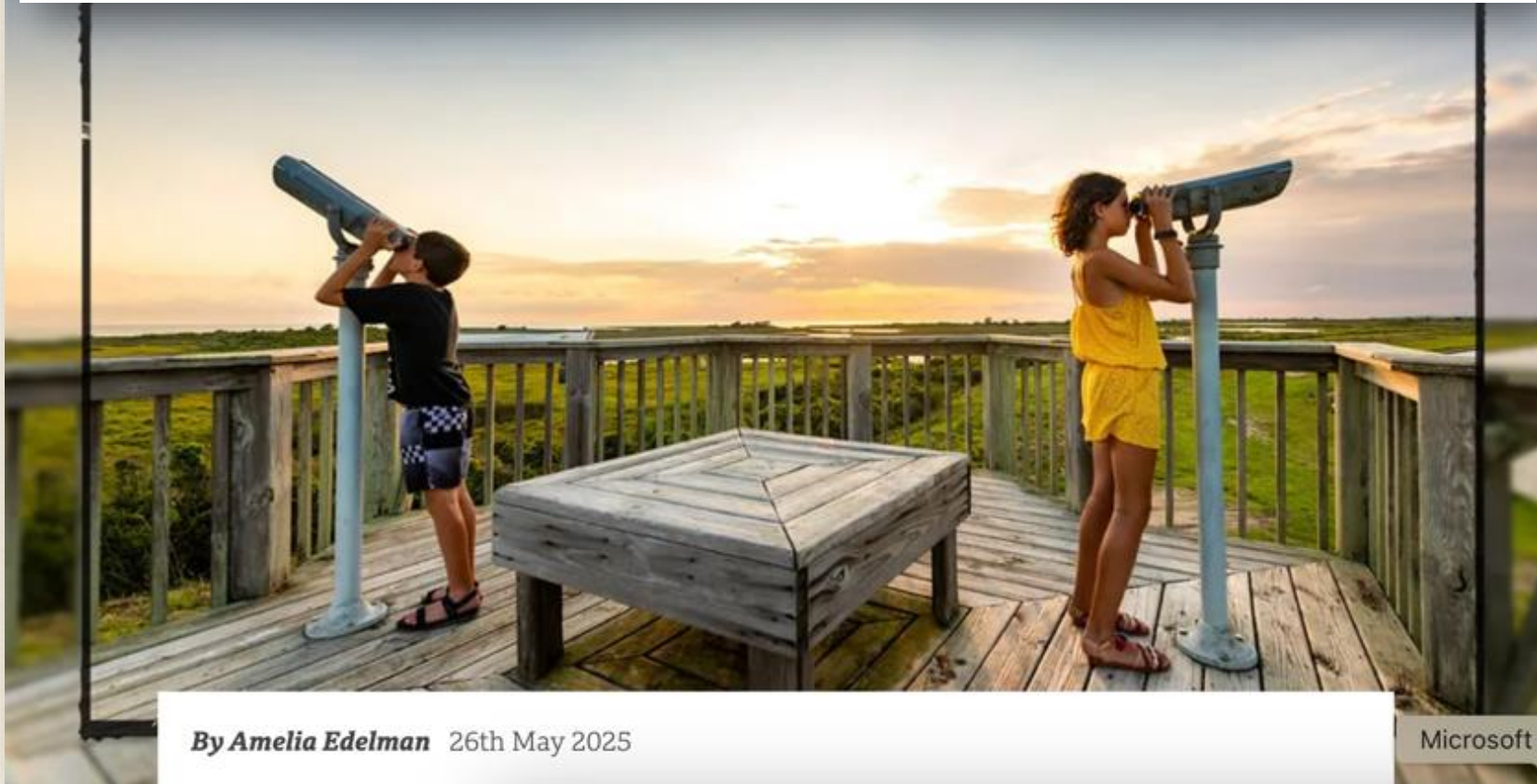
KEY ACHIEVEMENT:

- SUSTAINABILITY STORY FROM DC WRITER
- 50TH ANNIVERSARY
- 7 MILLION UVM



B B C

Best places to travel in 2025: Where to go in the US for an enriching family trip



By *Amelia Edelman* 26th May 2025

Microsoft F

KEY ACHIEVEMENT:

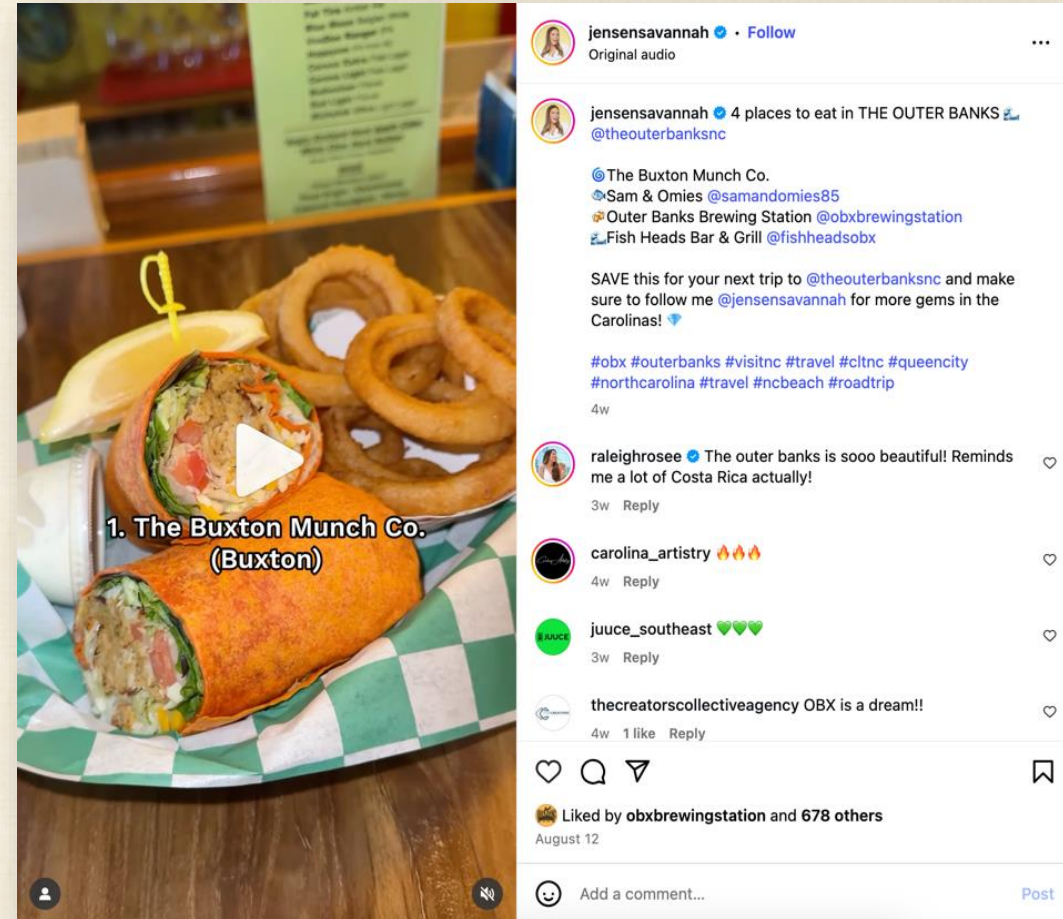
- SUSTAINABILITY STORY
- VOLUNTEERISM LINK
- OUTER BANKS PROMISE
- .5 BILLION UVM



DRIVE MARKETS

- @JENSENSAVANNAH (CHARLOTTE) 338K FOLLOWERS
- @RALEIGH_ON_A_BUDGET (RALEIGH) 77K FOLLOWERS

80K
IMPRESSIONS





The Outer Banks: A Fantastic RV Destination

By [Josephine Matyas](#) on Oct. 06, 2025

Mountains or beach? That's the age-old travel question. If push comes to shove, it would be close, but I'd have to give mountains the edge.



Planning Your LGBTQ+ Wedding on the Outer Banks

By [Lindsay Cale of EveryQueer](#) on Jun. 26, 2025

And the love of your life that reflects every part of you is so special. Planning a wedding is a but...

OBX Trip Planner



Where To Watch Live Music On the Outer Banks

By [Hayley Hutson](#) on Sep. 11, 2025

When the sun sets on the Outer Banks, the day is done... right? Wrong. If you love live music as much as I do, then you know it only switches gears. From cozy acoustic sets to lively backyard bars and...

[Read More](#) →



- VOLUNTOURISM SEASON 2 WITH CALEB OWOLABI
- EXPANDING TELEVISION APPEARANCES INTO NEW DRIVE MARKETS SUCH AS RALEIGH, RICHMOND, WASHINGTON DC

- PARTICIPATE IN INFLUENCER COLLABORATIONS
- TRAVEL MAGAZINE PRESS TRIPS

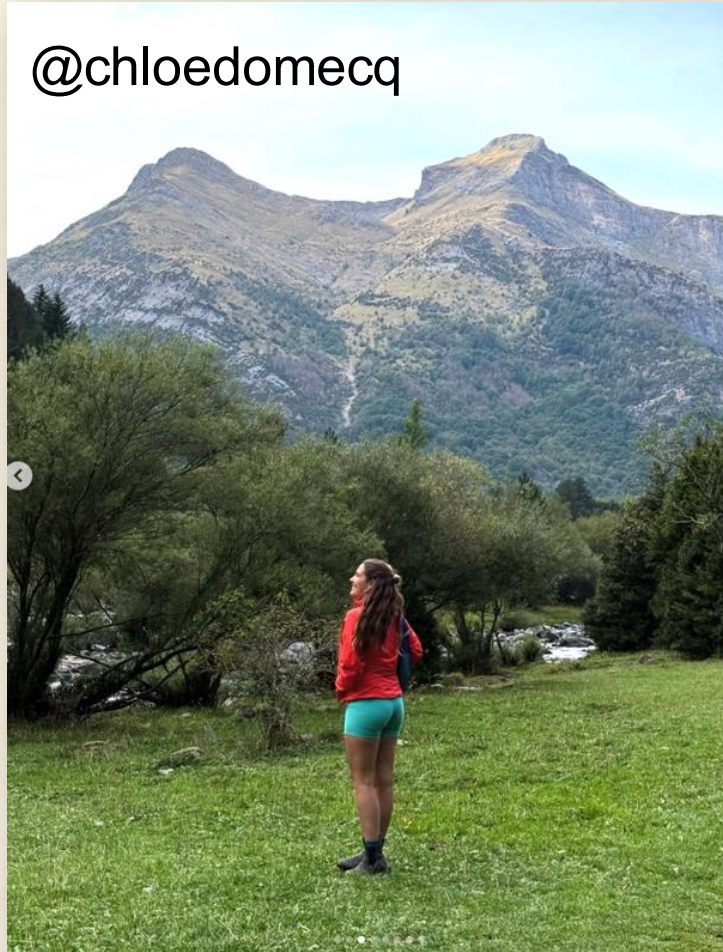
COMING 2026



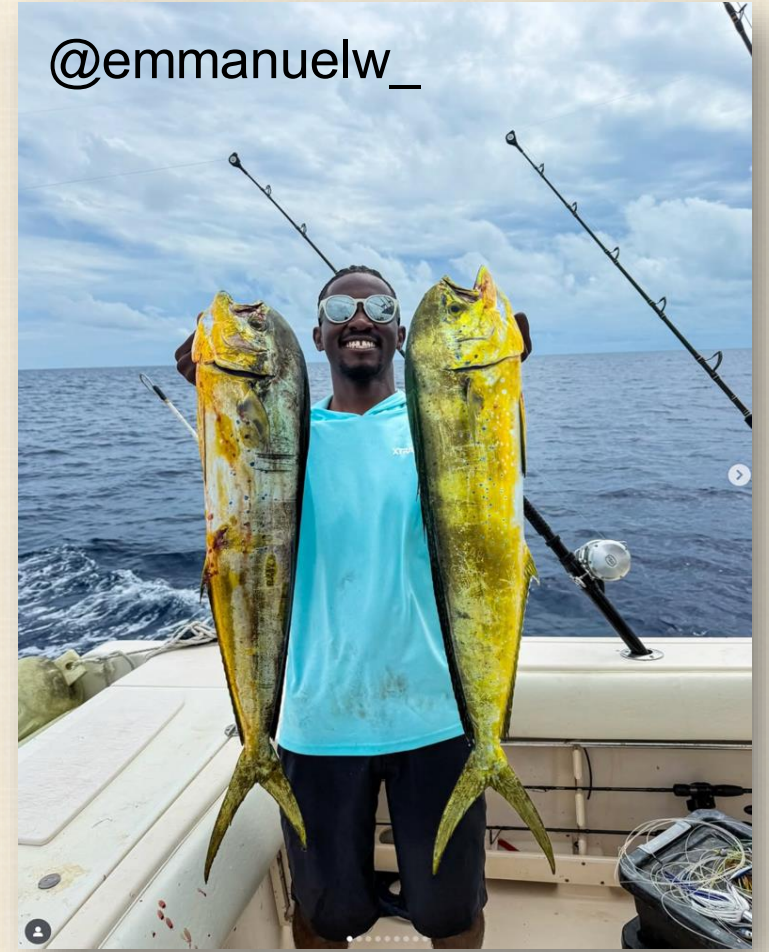
@ellawberry



@chloedomecq



@emmanuelw_



Example Go Pro
Partnership Creators

COMING 2026



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@chapman@outerbanks.org

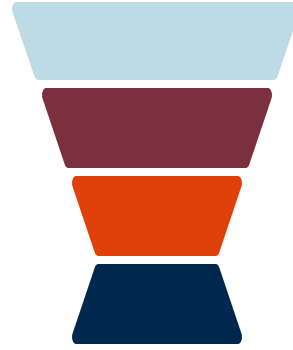


Hoffman York

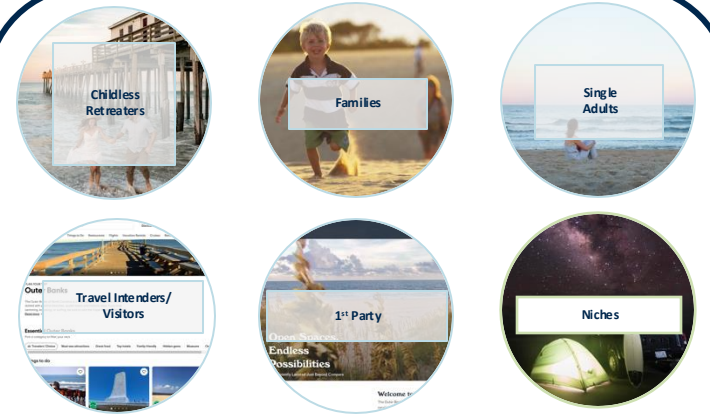
- Foundational Media Strategies
- Spring-Summer Campaign Overview
- Refreshed Email Templates
- Media Trends to Leverage

what's ahead?

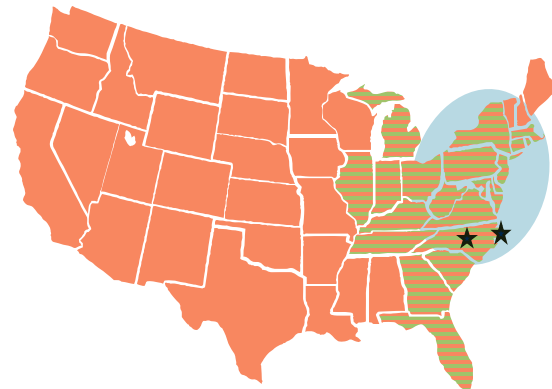
foundational media strategies supporting OBVB's objectives.



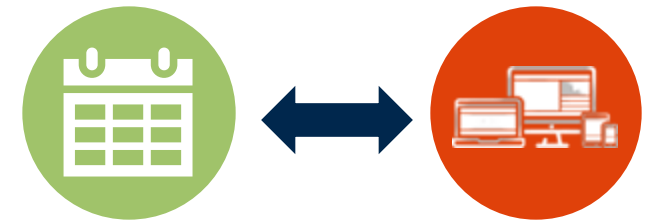
Full Funnel Marketing



Audience Segmentation



Geotargeting Prioritization



Align Timing with Booking Window

spring-summer
campaign launches
mid-December!



Streaming TV + Video



Undertone.
by Perion



Custom Partnership

Outside



High Impact



Undertone.
by Perion



Streaming Audio



Native Display + Video



Email



Paid Search



Outer Edge
continues to be at
the forefront.

→ Utilizing series sizzle reels and supporting content, HY plans to support Outer Edge season 2 across:



Streaming TV & Video



Native Display & Video



High Impact



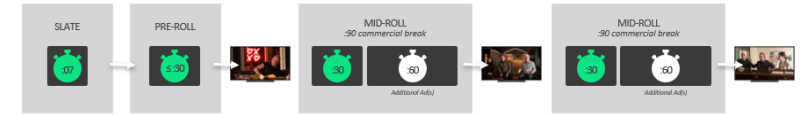
Custom Partnership



Email



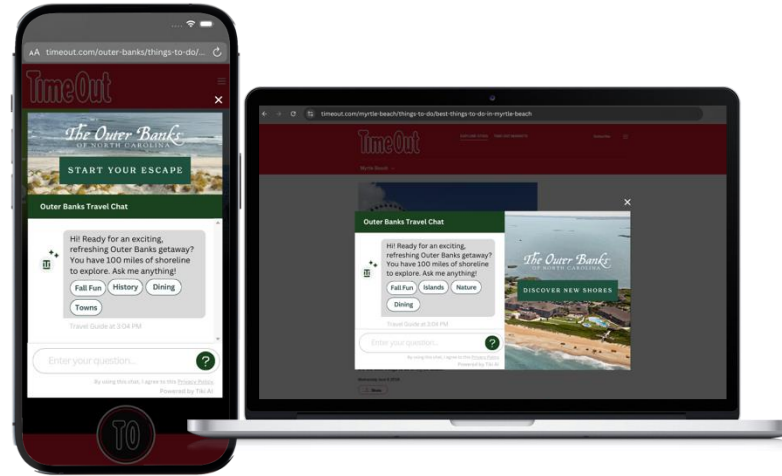
Streaming TV



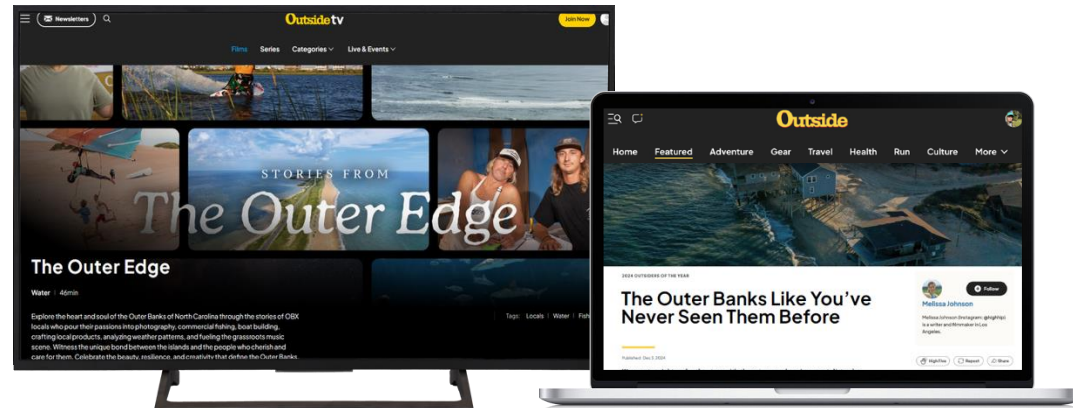
what's new?



High Impact



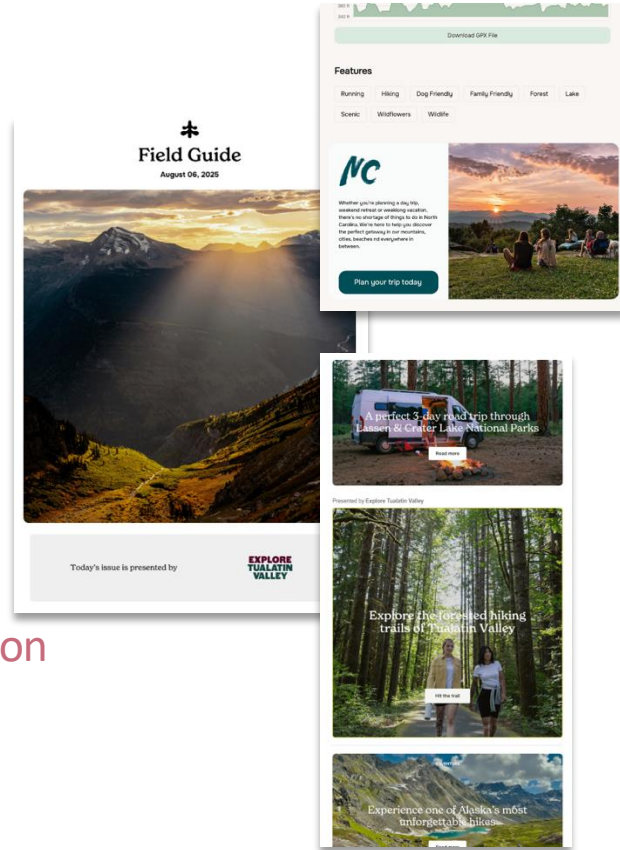
Custom Partnership
Outside



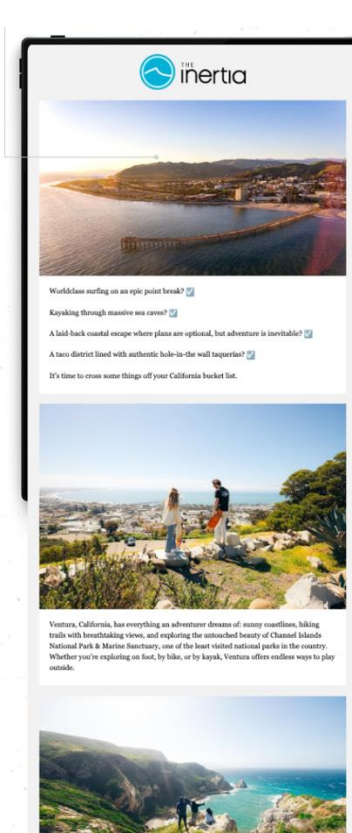
what's new?



Travel Guide Promotion



outbound

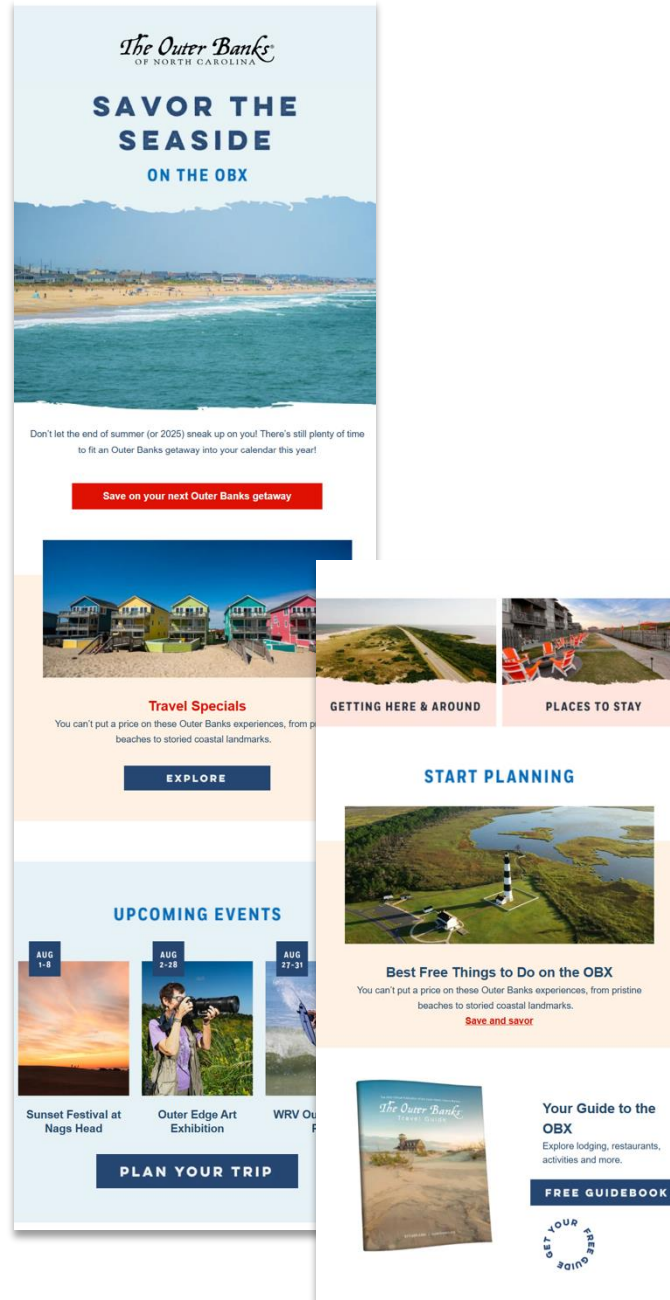


allgeardigital
THE inertia



GARDEN&GUN

refreshed email
template.




- Cohesive experience with new website
- Shortened copy
- More prominent travel specials section
- New treatments to copy/image overlays

niche emails.

→ Audience-focused, quick read emails

→ Highly-relevant and engaging content

→ CTA that connects with niche topic and visitor




The Outer Banks
OF NORTH CAROLINA


TASTE THE RAINBOW IN THE OBX

Headline here about Foodie Culture in the OBX.

Lorem Ipsum



Featured Event Name
Lorem ipsum dolor sit amet, consectetur labore et dolore magna aliqua.
Location: TBD
Lorem Ipsum




The Outer Banks
OF NORTH CAROLINA

EXPLORE LIKE A KID IN THE OBX

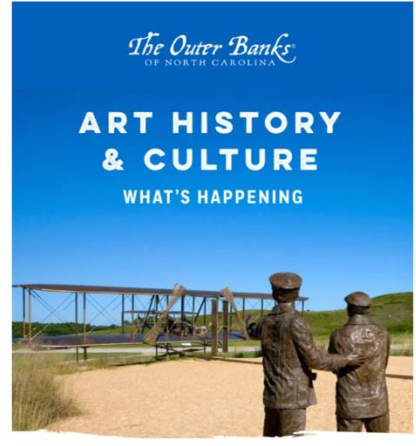
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Lorem Ipsum



Travel Specials
You can't put a price on these Outer Banks experiences, from pristine beaches to storied coastal landmarks.

EXPLORE



The Outer Banks
OF NORTH CAROLINA

ART HISTORY & CULTURE

WHAT'S HAPPENING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem Ipsum

FUN FACTS

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LOREM IPSUM
LOREM IPSUM
LOREM IPSUM

media trends to leverage in 2026 and beyond.

- Multi-Channel Approach
 - Inspiration and discovery happen across multiple channels at once, so it's important to capture interest across different media platforms
- Digital remains king
 - Total time spent per day with all media types is almost 13 hours, with a growing shift from traditional channels to digital each year
 - Among digital media, streaming, social, apps, etc., are capturing more attention with increased time spent on these individual platforms
 - TV (all formats) remains the channel users spend most time with
- Email remains an effective source for marketing
 - 59% of consumers say marketing emails influence their purchase decisions
 - Make sure to regularly clean contact lists to avoid high bounce rates
- Search engine AI overviews may affect paid search click performance
 - “Zero-Click” searches have increased because users find what they need in the AI overview
 - Focus on branded/transactional keywords + compelling ad copy to ensure your ad shows up in results and drives users to your page

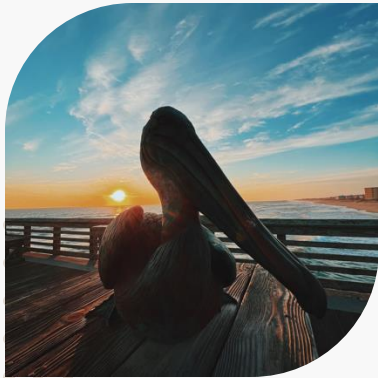
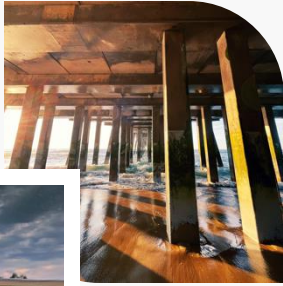
thank you!



The Outer Banks
OF NORTH CAROLINA

Season Two & Looking Ahead

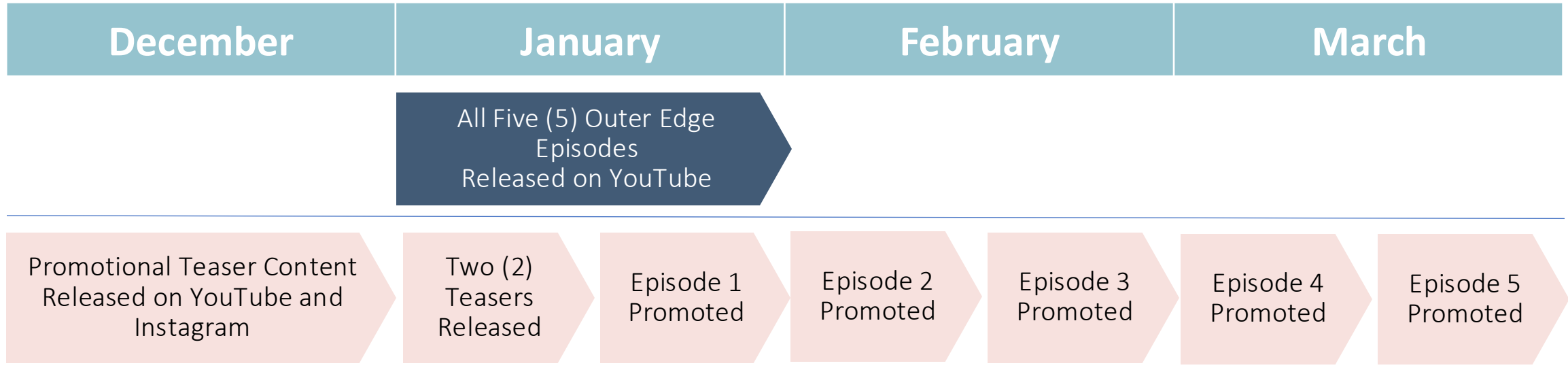
The Outer Edge



The Outer Edge



Season Two Release Plan



- For Season 2, all 5 episodes will be released at one time on YouTube.
- We will promote each individual episode bi-weekly on social media for series longevity. We will also run promotion on Meta from April to June to continue to direct followers to the landing page.
- To drum up subscribership, we are implementing preemptive subscriber campaigns on YouTube and Meta.
- Season 2 YouTube videos and Shorts will run with paid support.

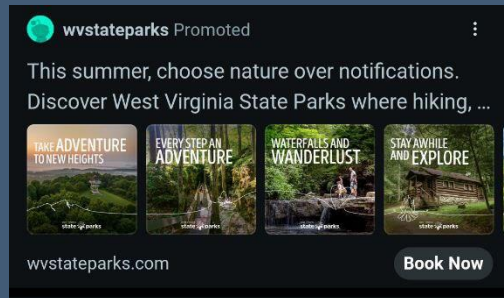


New for 2025-26



Reddit

- **Intent:** Reach the Young Professionals audience on a growing social platform.
- **Flight:** Will drive traffic via three different ads (blog and travel guide pages) while testing different creative formats to reach a more-qualified audience.
- **Primary KPIs:** Cost-Per-Click, Click-Through Rate, Conversion Rate, Effective Cost-Per-Conversion
- **Secondary KPI:** Engaged website visits compared to other referring sources.



LinkedIn

- **Intent:** Reach the Young Professionals audience in an unexpected setting.
- **Flight:** Will advertise travel guide and mini-guide ads while the audience is in a professional development or job-hunting mindset to help the OBX stand out amongst majority of content.
- **Primary KPIs:** Conversions (Conversion Rate, Cost-Per-Conversion)
- **Secondary KPI:** Engaged website visits compared to other referring sources.

LinkedIn members match the ideal traveler profile

Our members aren't just business travelers, they are also more active in leisure travel compared to the US online population.

3.6X
more likely to travel for leisure purposes.

The more the merrier!
They don't travel alone.

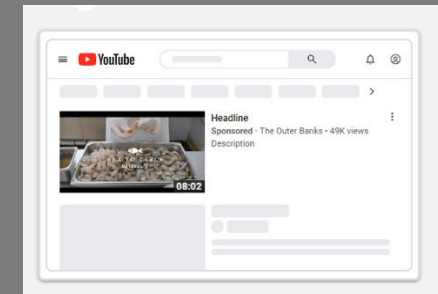
2X
more likely to travel as a family.

They're always ready to hop on the best deals to get away.

2X
more likely to be an airline traveller.

YouTube

- **Intent:** Reach viewers when they are in the mindset to consume long-form video.
- **Flight:** Will create long-form videos for TV & computer-based in-feed placement, so those clicking to watch the video are more likely to be “in the mindset” and consume more of the video.
- **Primary KPIs:** Effective Cost per video completion & completion rate.
- **Secondary KPI:** Subscriber growth.



Moving Forward

We want to hear from you!



The Outer Banks
OF NORTH CAROLINA

Use the following hashtags in your content to be a part of the conversation on social media!

**#obx #outerbanks #manteo
#darecounty #southernshores
#kittyhawk #hatterasisland
#killdevilhills #nagshead**

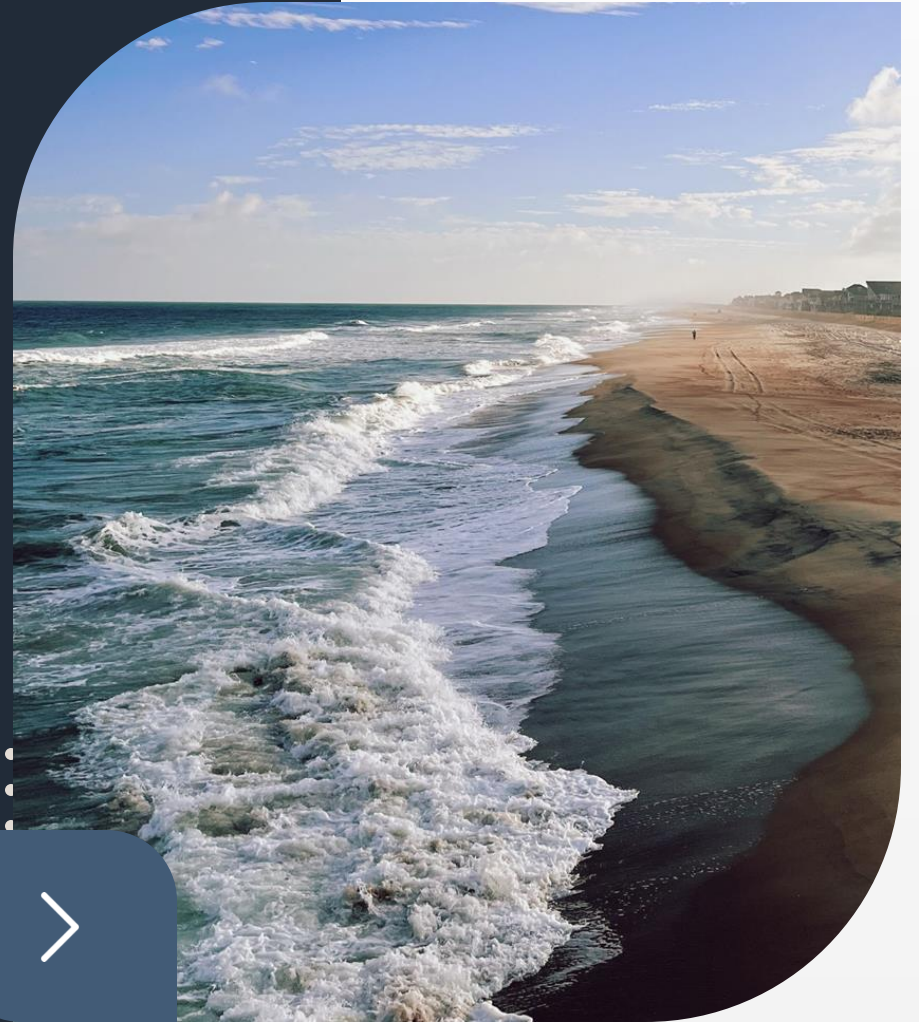
Tag us in your content for an opportunity for us to share your content on our channels!

**Facebook: @TheOuterBanks
Instagram: @TheOuterBanksNC
X/Twitter: @TheOuterBanks
TikTok: @TheOuterBanksNC**



The Outer Banks[®]
OF NORTH CAROLINA

Thank You!



Marketing Strategies

- Develop 2nd season of The Outer Edge (5 episodes)
- Continue development of OBX YouTube audience
- Partner with Outside (linear and CTV, email, social) leveraging brand and audience for special Outer Edge 1hr show; brand lift study as added value
- Partner with GoPro Content creators and influencers, leveraging GoPro's brand and massive social reach
- Prepare Buxton FAQ, highlight volunteer opps

Marketing Strategies

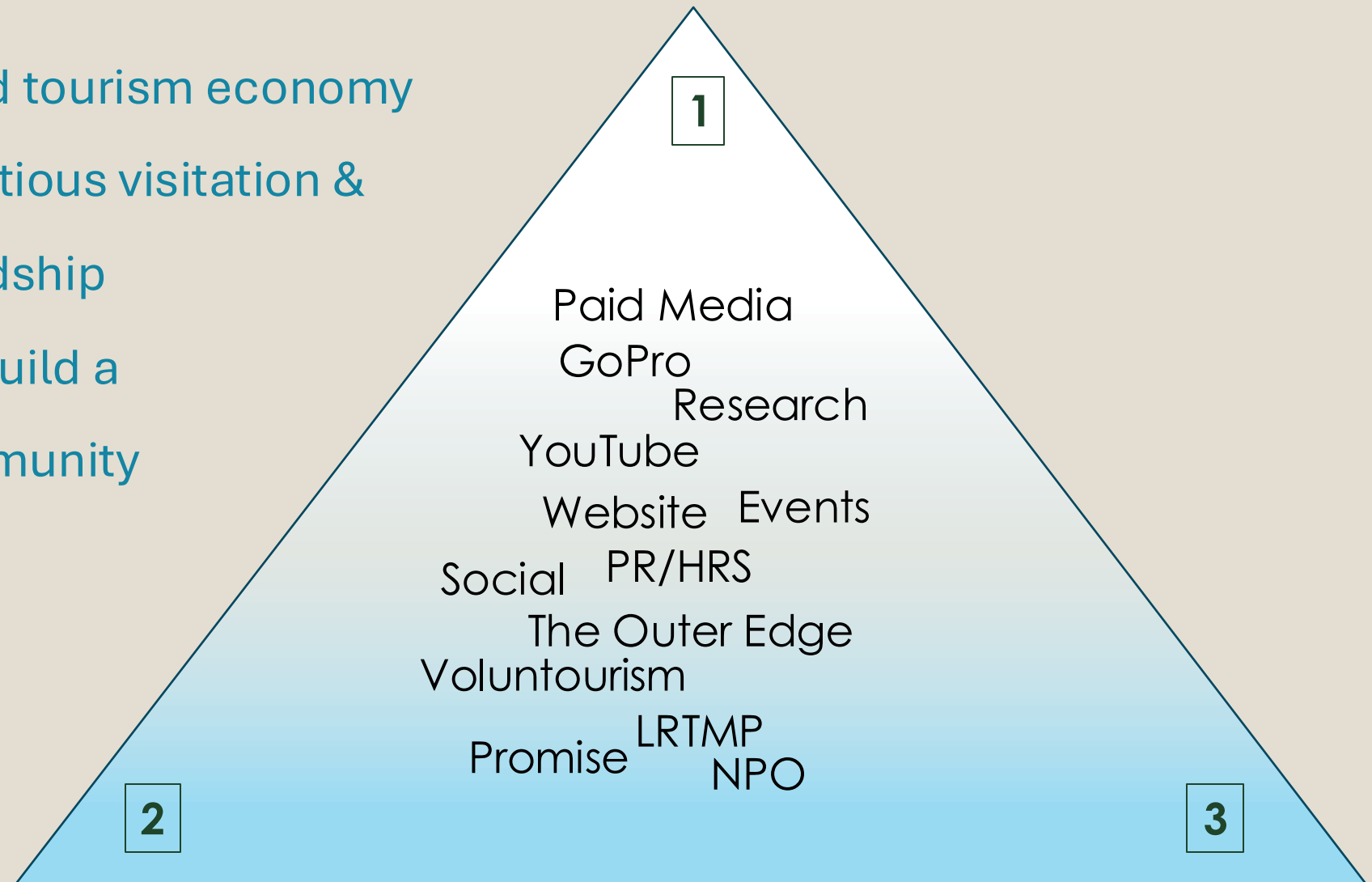
- Complete website redesign
 - Community section w volunteer scheduling hub
 - Look for ways to bring Ripe online booking forward
 - Expand MindTrip integration throughout site (and beyond)
- Enhance alignments between tourism and the community
 - Outer Edge
 - Inspirations from the Outer Edge – Dare Arts
 - Outer Banks Promise
 - NPO videos, promotion and events

Marketing Strategies

- Enhance alignments between tourism and the community (con't)
 - Hampton Roads Show Takeover Pt 2
 - Research enhancements and sharing
 - Welcome center activations
 - Podcast
- Continue marketing cooperative efforts via Visit NC, Play OBX golf and the African American Experience of Northeast NC

Marketing Objectives

1. Support year-round tourism economy
2. Cultivate conscientious visitation & destination stewardship
3. Utilize tourism to build a stronger local community





Tourism Summit
November 6, 2025
Hatteras Marlin Club
Hatteras Village, NC

Presented by The Outer Banks Visitors Bureau

Stories, Stewardship, and Strategy

