

OUTER BANKS VISITORS BUREAU

NC TOWERS

August 8, 2024

AGENDA

Dare County Tourism

Long Range Tourism Management Plan

The OBX Promise



DARE COUNTY TOURISM



THE OUTER BANKS VISITORS BUREAU

- Official Destination Marketing Organization for Dare County's OBX
- 13-member governing board; 6 Towns, County Commissioners, Tourism Sectors, Public At Large
- Mission is to promote Dare County's Outer Banks with an emphasis on overnight visitation during less-than-peak months



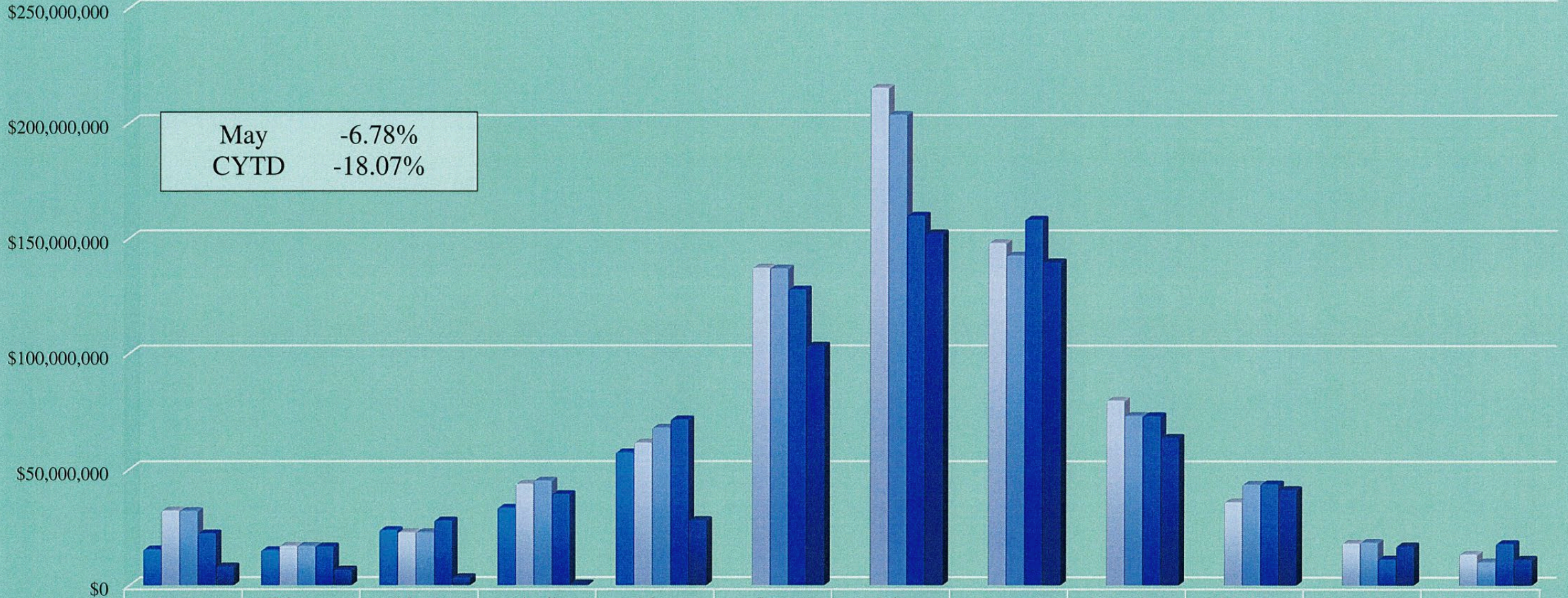
TOURISM IS ECONOMIC DEVELOPMENT

Tourism Expenditures	\$1.97B
State Rank	4
Tourism Jobs	12,030
State Taxes Generated	\$66M
Local Taxes Generated	\$74M
Tax Relief Per County Resident	\$3,697 (Currituck \$1,208)



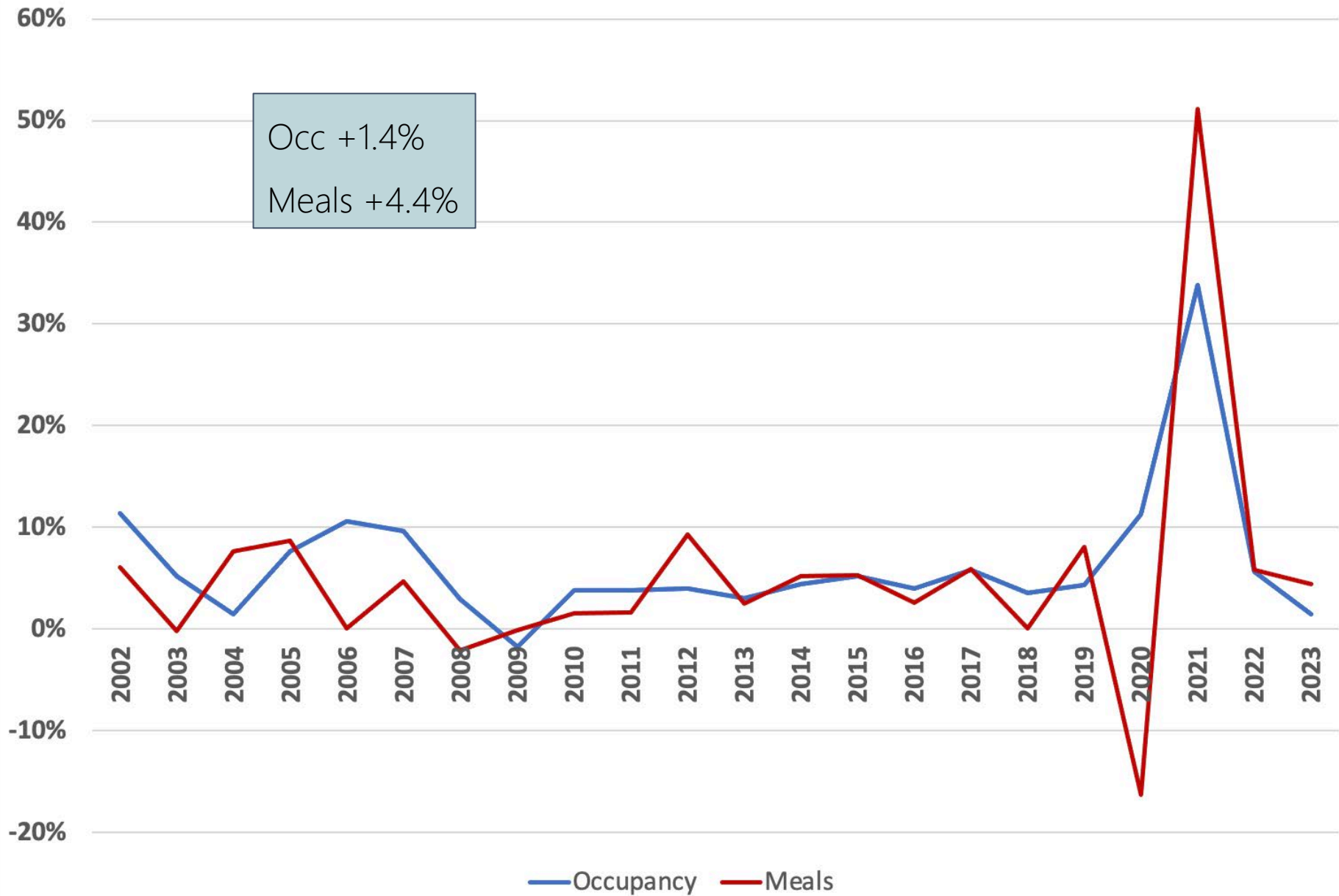
Source: Prepared for Visit North Carolina by Tourism Economics, 2023

Occupancy Collections



	January	February	March	April	May	June	July	August	September	October	November	December
■ 2024	15,588,394	15,256,753	23,855,777	33,495,901	57,369,540							
■ 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
■ 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

YOY % Change



TOURISM FOR GOOD?



FINDING BALANCE

How can we leverage the power of tourism to do more good in and for our Outer Banks community?





LONG-RANGE TOURISM MANAGEMENT PLAN (LRTMP)

LRTMP ... WHAT + WHY?

Long-Range Tourism Management Plan (LRTMP) 2023-2033

- A plan that will allow tourism to grow **responsibly** and **sustainably** over time.
- Goal = ensure that tourism **preserves** and even **benefits** the **environment**, **history**, **culture**, **quality of life** for our residents and **quality of place** for our visitors.
- **Why?** A growing need for destinations to **find balance** between traditional models of measuring tourism success and a sustainable long-range model to protect the future.



HOW WE GOT HERE ... COMMUNITY ENGAGEMENT

18 Month Process

4,538 Resident + NRPO survey responses

179 Stakeholder surveys

19 Task Force members

15 In-depth 1-on-1 interviews with community leaders

7 Focus groups

2 Resident town halls – Buxton + KDH



The Outer Banks[®]
VISITORS BUREAU

MM
GY NextFactor

 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

FINAL PLAN – MAY 2023



OuterBanks.org/LRTMP

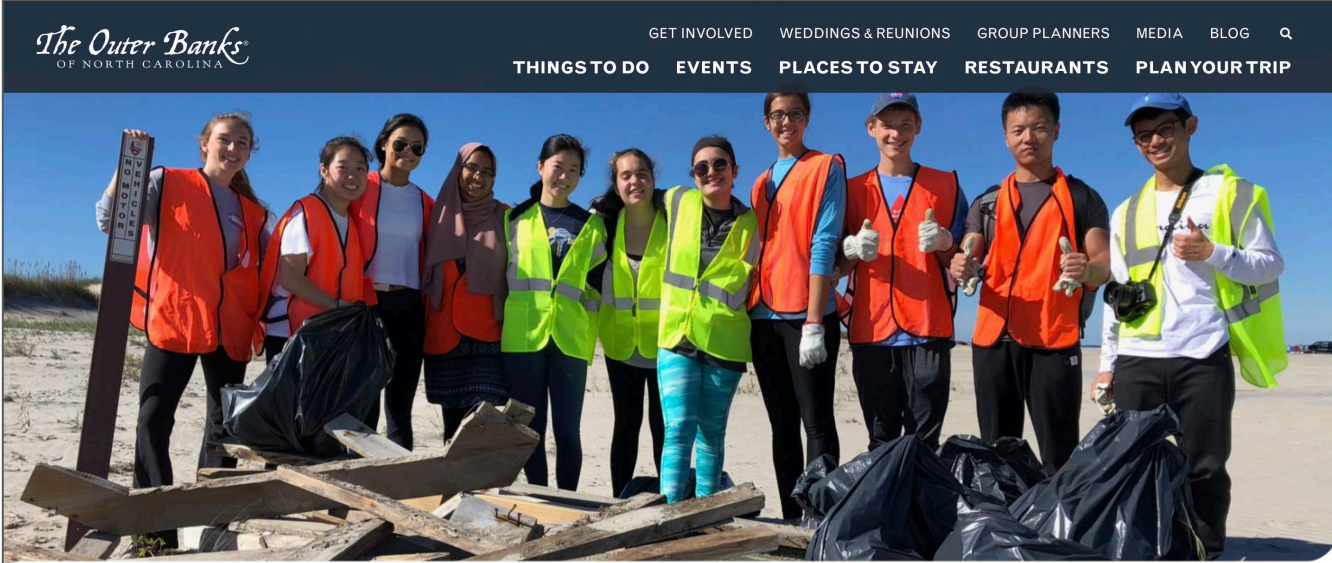


LRTMP STRATEGIC GOALS

1. Strengthen resident and visitor engagement
2. Adopt an integrated approach to improving environmental stewardship
3. Support infrastructure development that benefits the vitality of the community for residents and visitors
4. Collaborate to advocate for an increase in housing diversity for all residents

MARKETING OBJECTIVES

1. Support year-round tourism economy
2. Cultivate conscientious visitation and destination stewardship



The screenshot shows the top portion of the website for 'The Outer Banks OF NORTH CAROLINA'. The navigation bar includes links for 'GET INVOLVED', 'WEDDINGS & REUNIONS', 'GROUP PLANNERS', 'MEDIA', 'BLOG', and a search icon. Below this, a secondary menu lists 'THINGS TO DO', 'EVENTS', 'PLACES TO STAY', 'RESTAURANTS', and 'PLAN YOUR TRIP'. The main image depicts a diverse group of about ten people wearing orange and yellow safety vests, standing on a beach next to a wooden structure and several black trash bags, suggesting a community cleanup event.

Love It Like A Local!

Part of what makes the Outer Banks special is the large number of non-profits and the fine work these organizations do to protect and preserve the area. Did you know that the Outer Banks has 100+ non-profit organizations serving our community of just 37,000 year-round residents? It's a testament to the generosity of the locals and an expression of how much we all care for this special place. If you love the OBX too, love it like a local and get involved with an Outer Banks

ENTHUSIAST AUDIENCES



- They are passionate about their hobbies and will advocate and work to preserve the OBX
- They help tell the story and feeling of the OBX
- They travel year-round



RESPONSIBLE TRAVEL



7 Leave No Trace Principles of the Outer Banks

By [Stephanie Hall](#) on Mar. 15, 2022

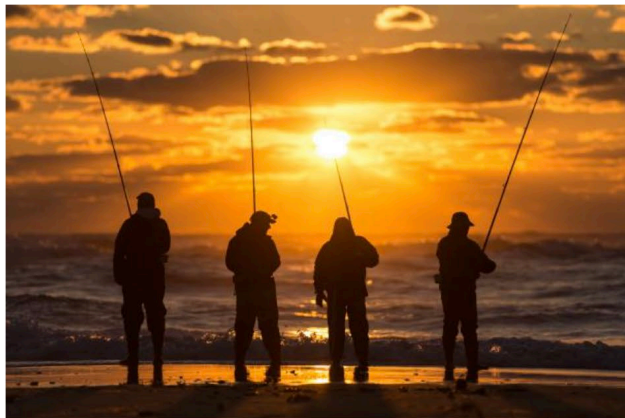
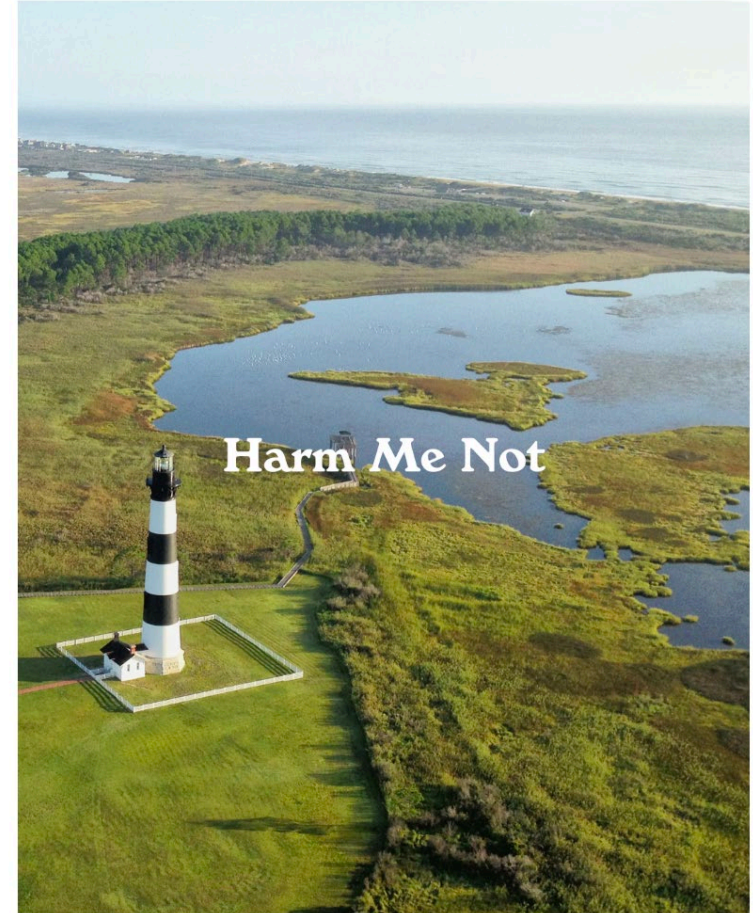
As visitation increases, so does the impact of foot, boat, and vehicle traffic on the OBX. Our coast's public lands are a great resource for hiking, wildlife viewing, fishing, relaxing and so much...

[Read More →](#)



[Visit The Outer Banks \[Instagram \]](#)

12:00 pm - Monday, March 13 EDT



Mindful Travel | Ways to Connect with the People and Culture of the Outer Banks

By [June Russell-Chamberlin](#) on Jan. 18, 2023

Retired chief of police Francis D'Ambra has his own theory about the fate of the Lost Colony that vanished on Roanoke Island 400 years ago, but he's coy about revealing it. He's given the cold case...

[Read More →](#)



VOLUNTOURISM

Volunteer + Tourism = Voluntourism

WHAT: Volunteer opportunities with local non-profits that are visitor facing.

WHY: It feels good to donate time or lend a hand. Visitors can take ownership of the OBX and have a more fulfilling vacation.

HOW: Visitors donate their time at NPO events, attractions, or projects like beach cleanups.



NON-PROFIT DIRECTORY

Categories

- Education (18)
- Health and Wellness (17)
- History and Culture (17)
- Environment (15)
- Charity Groups (10)

Show 12 more ▾

Regions

- Manteo (33)
- Kill Devil Hills (32)
- Nags Head (25)
- Kitty Hawk (24)
- Frisco (22)

Show 12 more ▾

Reset ↻



Autism Society of North Carolina

📍 109 Veterans Drive

[Visit Website >](#) [Quickview](#)



Beach Food Pantry

📍 4007 N Croatan Hwy

[Volunteer >](#)

[Visit Website >](#) [Quickview](#)



Better Beaches OBX

📍 150 Tall Cliff Court

[Visit Website >](#) [Quickview](#)



Blue Star Mothers of America

📍 P.O. Box 1550

[Quickview](#)



Cape Hatteras United Methodist Men

📍 P.O. Box 1591

[Visit Website >](#) [Quickview](#)



Charitocracy

📍 PO Box 7241

[Visit Website >](#) [Quickview](#)



Chicamacomico Historical Association

📍 P.O. Box 5

[Volunteer >](#)

[Visit Website >](#) [Quickview](#)



Chicamacomico Lifesaving Station Historic Site

📍 23645 N.C. Hwy 12

Yelp Rating: 6 stars 11 reviews

[Volunteer >](#)

[Visit Website >](#) [Quickview](#)



Children & Youth Partnership for Dare County

📍 534 Ananias Dare Street

[Volunteer >](#)

[Visit Website >](#) [Quickview](#)



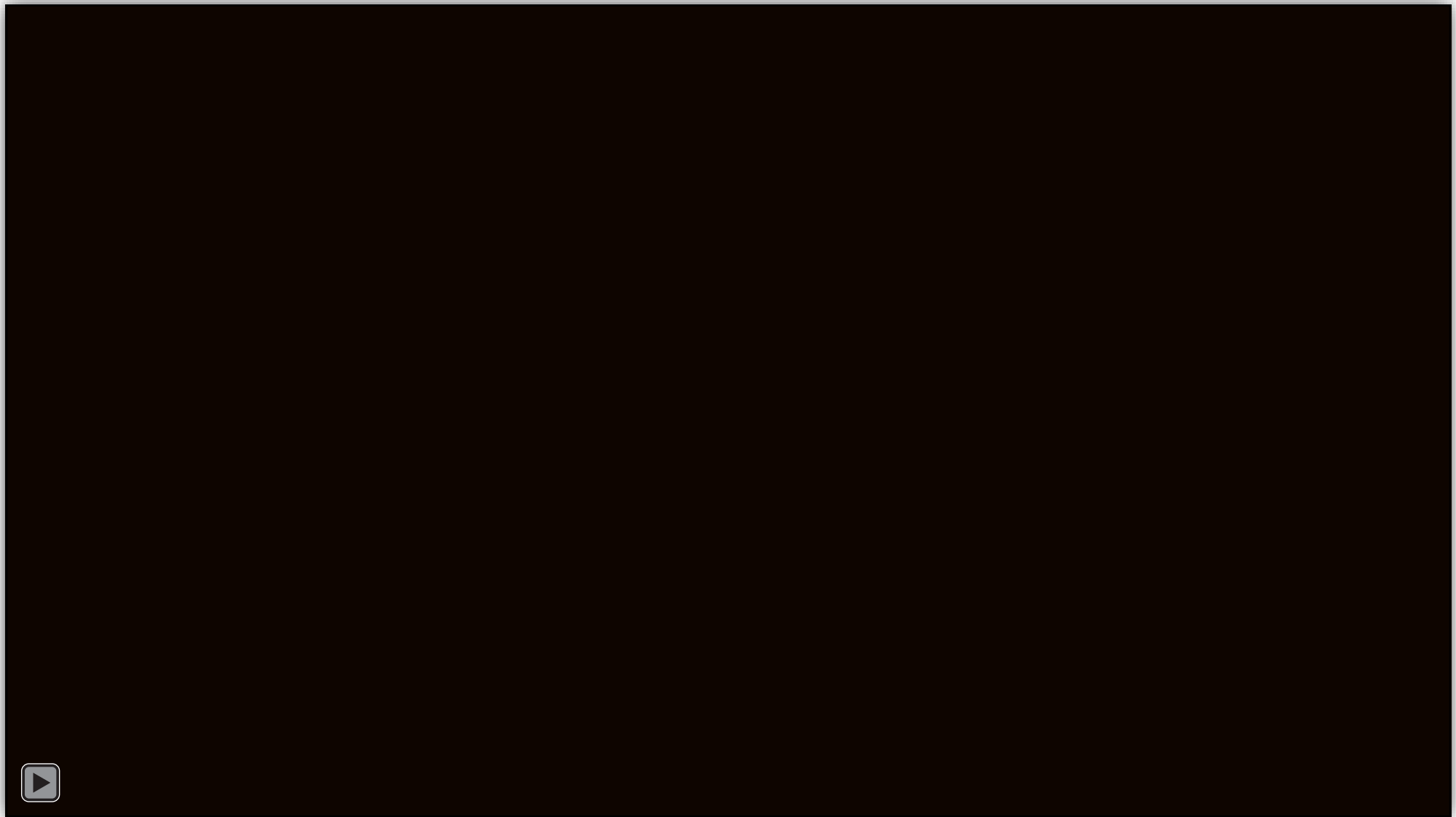
Coastal Carolina Purple Martin Society

📍 P.O. Box 339

[Visit Website >](#) [Quickview](#)



THE OUTER BANKS PROMISE



Opportunities





THANK YOU!

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