



**Currituck County Department
of Travel and Tourism**

***FY 2025-2026
Strategic Marketing Plan***

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EXECUTIVE SUMMARY

Established in 2005, the Currituck County Department of Travel and Tourism was created to showcase the area's unique charm and wide-ranging attractions to visitors near and far. With a main office at The Northern Outer Banks Welcome Center in Moyock and a second Visitor Center location in Corolla, our team is dedicated to helping travelers explore and enjoy everything The Northern Outer Banks has to offer — from pristine beaches and wild horses to unexpected adventures on the Mainland and peaceful escapes on Knotts Island.

Each year, Currituck County welcomes around 500,000 visitors during the peak 10-week summer season, with growing interest during the spring and fall shoulder seasons. These travelers contribute significantly to the local economy by spending on lodging, dining, activities, and shopping — generating sales tax revenue that directly benefits our residents.

In 2024, we launched a rebranding initiative in partnership with destination branding agency Chandlerthinks after discovering that the "Currituck Outer Banks" name wasn't resonating as powerfully as we'd hoped. Guided by data from surveys, focus groups, and visitor analytics, a new identity emerged: The Northern Outer Banks.

This refreshed brand highlights our distinctive location at the northern tip of the Outer Banks and taps into the powerful recognition of the Outer Banks name. Our new logo celebrates our coastal heritage, natural beauty, and iconic Corolla Wild Horses — with design elements representing both sunrises and sunsets across our surrounding waterways.

This rebranding marks a renewed focus on standing out in the competitive beach destination market — with a clear, compelling identity that reflects the spirit of Currituck County.

As one of the county's leading economic engines, tourism brings major financial benefits to the community. Here's a quick look at how visitor spending supports local jobs, services, and tax relief for Currituck residents:

Currituck County Tourism Economic Impact

Currituck County levies a local occupancy tax on the short-term rental of rooms, lodging or similar accommodations. Occupancy tax revenues are the primary measure of success for Currituck's tourism department and the source for sustainable funding.

Currituck County tourism is strong and continues to grow in record numbers, producing \$580,740,000 million in direct consumer spending in 2024, an increase of 1.2% percent from 2023.

2024 Impact Highlights *(Prepared for Visit NC by Tourism Economics in collaboration with the U.S. Travel Association (building on the historic Travel Economic Impact Model (TEIM)).*

- Travel and tourism businesses directly employ more than 2,507 individuals in Currituck County.
- Total payroll generated by the tourism industry in Currituck County was \$106.8 million.
- State tax revenue generated totaled \$16.2 million through state sales and excise taxes, and taxes on personal and corporate income.
- Approximately \$22.3 million in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.
- As a result of taxes generated by visitor spending in Currituck County in 2024, **each resident of Currituck County pays \$1,200.04 less in local and state taxes and each household unit pays \$3,084 less in local and state taxes.**
- Economic Impact reports from Visit NC are always a year behind. The numbers for 2025 will be available in August of 2026.

RECENT ECONOMIC IMPACT OF CURRITUCK COUNTY SALES TAX COLLECTIONS*

2020 – County sales tax collected = \$17,600,000; Tax Savings per resident = \$1,083.00

2021 – County sales tax collected = \$21,500,000; Tax Savings per resident = \$1,257.58

2022 – County sales tax collected = \$21,400,000; Tax Savings per resident = \$1,208.03

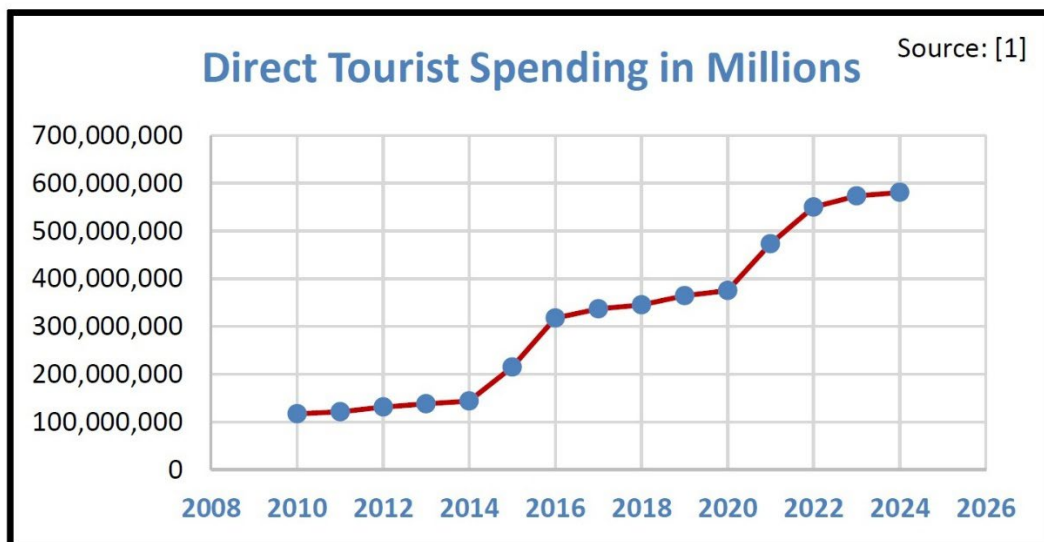
2023 – County sales tax collected = \$21,800,000; Tax Savings per resident = \$1,211.74

2024 – County sales tax collected = \$22,320,000; Tax Savings per resident = \$1,200.04

**Population: 2020 =29,052; 2021=29,653; 2022=31,008; 2023=31,593; 2024=32,278*

Occupancy Tax Collections

Currituck County began collecting occupancy tax on accommodations in 1990. The following is a graph showing how these taxes have increased over the years.



This graph was prepared using information provided by Visit NC and calculated by Tourism Economics in collaboration with the U.S. Travel Association (building on the historic Travel Economic Impact Model (TEIM)). The unexpected growth that you see from 2014 to 2015 is a result of US Travel recalculating and including vacation rentals in 2015. Again, there is unexpected growth from 2015 to 2016. This is the result of the new model used by Tourism Economics and the recalculation of historic data beginning in 2016. And another unexpected growth from 2020-2022.

Our Mission:

The mission of the Currituck County Department of Travel and Tourism is **promotion of the county's beaches and Mainland to attract guests for the purpose of visitation spending.**

ENCOURAGING VISITOR SPENDING:

The collection of local and state sales taxes that are generated by visitor spending – because of the county's promotional efforts – enhances the quality of life for Currituck County residents and encourages tourism-related business growth.

The Travel and Tourism department encourages visitor spending by:

- Providing visitors with information on tourism-related businesses, attractions, activities, events, accommodations, services, and historical sites located in Currituck County through various marketing channels and at our Welcome and Visitor Centers.
- Assisting county tourism-related businesses with advertising, marketing, and promotional support.
- Creating and producing select events to draw visitors to stay in Currituck specifically for those events, as well as drawing day trip visitors from neighboring counties to visit Currituck on those specific event days, thus growing sales tax revenues at local shops and restaurants.
- Administering Event Grant funding to Currituck County businesses and organization to assist in growing events to draw visitors to stay in Currituck to attend these events as well as drawing day trip visitors to attend these events and thus grow sales tax revenues at local shops and restaurants.

THREE GUIDING MISSION GOALS:

The Currituck County Department of Travel and Tourism has identified three goals to guide its strategic marketing plan to fit its mission:

- **Be the voice of Currituck County tourism**
- **Grow overnight lodging and tourism revenue**
- **Advance the Currituck County tourism experience beyond the beach**

Our Vision:

The vision of Currituck County Department of Travel and Tourism is to **encourage and inspire visitation to our beaches and Mainland for the pursuit of adventure, the love of history, the warmth of Southern hospitality and the making of family traditions.**

DEPARTMENT OVERVIEW

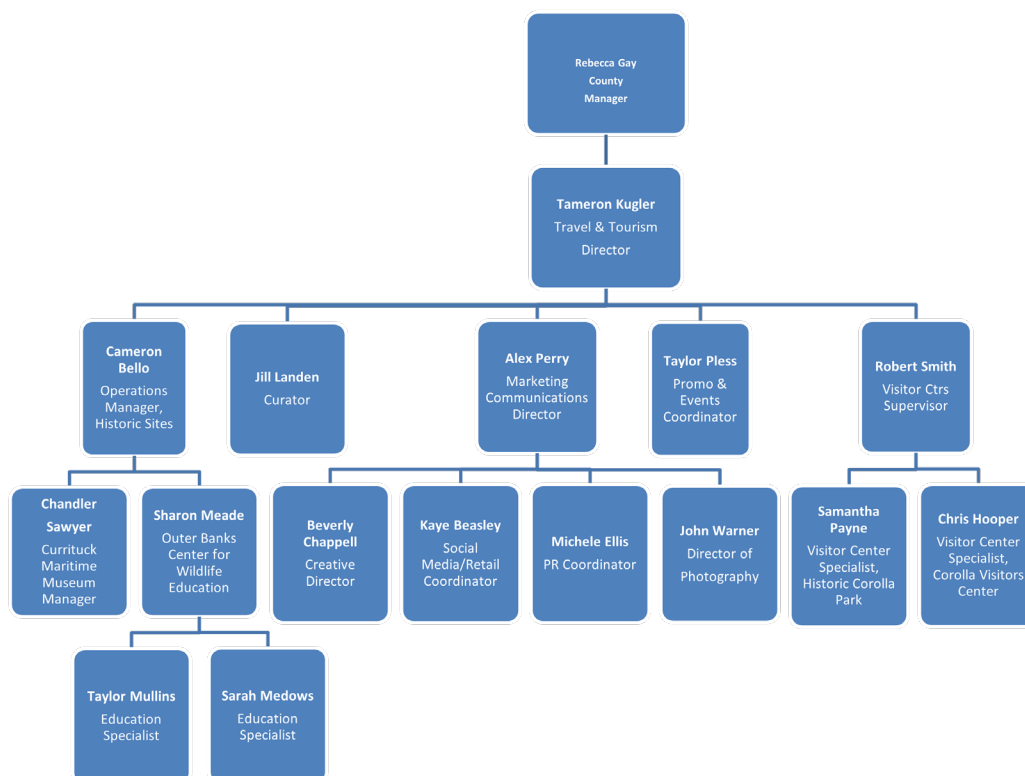
The North Carolina General Assembly has set rules into place that allow NC counties to collect an Occupancy Tax to fund their tourism marketing efforts. This can be up to a 6% tax added to rental accommodations that include hotel rooms and vacation rental homes. The occupancy tax rate currently collected by Currituck County is 6%, and the Currituck County Department of Travel and Tourism is funded entirely by one-third of the yearly occupancy tax collections by the county. These funds are used for the operations of the department and for the promotion of Currituck County to encourage visitation. The remaining two-thirds of the tax is used to fund tourism-related activities and is administered by the Tourism Development Authority.

TRAVEL AND TOURISM TEAM

The Currituck County Department of Travel and Tourism is currently comprised of 16 full-time employees and several temporary, part-time employees whose number varies seasonally.

Full-time employees, positions and staffing structure:

(as of 9/16/2025):



The Travel and Tourism Director reports to the County Manager who, in turn, reports to the Board of Commissioners, which also functions as the Tourism Development Authority (TDA). Each member of the TDA appoints an individual in the tourism industry to sit on the Tourism Advisory Board (TAB) and

serve in an advisory capacity to the department. The County Manager, the Tourism Director, and a member of the TDA serve in an ex officio capacity.

DEPARTMENTAL TEAMS & SITE OPERATIONS

Within the department, two teams have been created for communications and planning purposes and to ensure cohesive operations. These two teams meet twice monthly and report to the Director during the bi-monthly full staff meetings. These teams are:

Guest Services	Marketing & Communications
• Robert Smith – Lead Visitor Centers Supervisor • Chris Hooper - Visitor Center Specialist, Corolla Visitors Center • Samantha Payne - Visitor Center Specialist, Historic Corolla Park	• Alex Perry – Lead Marketing & Communications Director • Kaye Beasley – Sales & Marketing Associate • Beverly Chappell - Creative Director • Michele Ellis - Public Relations Coordinator • John Warner – Director of Photography

DEPARTMENTAL SITE OPERATIONS

In addition to promotional activity, the Currituck County Department of Travel and Tourism is responsible for the operation, staffing and marketing of the following four cultural tourism sites:

- Whalehead in Historic Corolla Park
- Outer Banks Center for Wildlife Education
- Currituck Maritime Museum
- Historic Jarvisburg Colored School

The Currituck County Department of Travel and Tourism also assists in various marketing and promotion efforts for the Currituck County Rural Center (CCRC), the tournament fields at Currituck Community Park and the Currituck County Regional Airport. These venues are woven into the marketing plan for the department. The Currituck Bulls & BBQ event is specifically staged at the CCRC annually, with the goal of drawing attention to this incredible multi-use equestrian park and the many amenities it provides, as well as to promote Mainland Currituck tourism.

Understanding our Visitors

2021 VISITOR STUDY

In March 2021, a visitor study was conducted by [ChandlerThinks](#), with the main goal of understanding first-time visitors to the Currituck Outer Banks. With the global pandemic having a dramatic effect on leisure travel behaviors in 2020 and 2021, The Northern Outer Banks saw unprecedented demand and bookings due to the remote appeal of our destination. We learned that a lot of these leisure travelers who chose to visit Corolla during this time were first-time visitors to the area. This study was also used in the rebranding project. Below are some key takeaways and findings from this study.

METHODOLOGY

The quantitative survey consisted of approximated 15 questions targeted to individuals who have inquired about The Northern Outer Banks in the past 24 months. The survey was designed to understand travel intent and planning. An email was sent to over 39,000 inquiry records. Approximately 13,500 travelers opened the email and a total of 511 completed the survey equating to a 4% participation rate. The 511 completes provides a margin of error of +/- 4.42% at the 95% confidence level. The surveys were completed from March 26, 2021 through April 8, 2021.

KEY INSIGHTS

#1 - Corolla meets and exceeds expectations of first-time visitors

Corolla is highly rated and first-time visitors are very satisfied with their experience. Corolla **met and exceeded the expectations** of first-time visitors (4.47 on a 5-point scale), and they are **extremely likely to recommend Corolla to a friend or colleague** (4.70 on a 5-point scale). Being satisfied and having a great experience often translates into future visitation. Ninety-four percent (94%) of first-time visitors plan to return to Corolla for a vacation in the future and sixty-five percent (65%) plan to make it an annual vacation. First-time visitors plan to return during the “travel season” between May and September.

#2 – Visitors plan travel to Corolla in advance

Over one-half (57%) of the first-time visitors plan their travel at least six months in advance and twenty-nine percent (29%) three to five months in advance.

#3 – Corolla is a family drive destination

The Corolla travel party composition is primarily families (75%) and travel with six or more people (43%).

OVERALL DATA RESULTS

- Corolla is a place where visitors are likely to make a repeat visit. Twenty-eight percent (28%) of the respondents have visited the area 20 or more times.
- Visitors are highly likely to recommend Corolla as a vacation destination to a friend or colleague (4.76 on a scale of 5).
- Corolla makes an impact on visitors with ninety seven percent (97%) planning to visit the area in the future.
- Eight in ten visitors plan to make Corolla an annual vacation destination.

FIRST-TIME VISITOR DATA RESULTS

- Over one half (58%) of the first-time visitors had considered vacationing in Corolla in the past, signifying a rather strong brand awareness factor of the destination.
- First-time visitors are extremely pleased that Corolla lived up to their expectations, with the destination receiving a 4.47 rating on a scale of 5.
- Because Corolla lived up to first-time visitor expectations, they are likely to recommend to friends and colleagues, yielding a 4.70 rating on a scale of 5.
- Over ninety percent (94%) of first-time visitors are planning to return to Corolla for a future vacation.
- Approximately two-thirds (65%) of first-time visitors plan to make Corolla an annual event.
- The top five markets for first-time visitors (per the survey) were from: Pennsylvania, North Carolina, Virginia, Ohio, and New York.

2018 VISITOR STUDY RESULTS

A visitor profile study was also conducted in 2018 by [ChandlerThinks](#), in which approximately 9,000 email addresses from the Currituck County Department of Travel and Tourism inquiry database were strategically geocoded for deeper insight. Findings included:

- Guests plan their trip in advance; thirty-two percent (32%) plan 6-12 months in advance and nine percent (9%) plan more than 12 months in advance.
- Average guest per person spending is \$463.07
- Average party size is 7.11 guests
- Nights per visit: Eighty-eight percent (88%) of guests stay five or more nights during their visit.
- Average group size is 4.9 people and is comprised of multi-generational families and multi-families. Approximately thirty-three (33%) traveled with children of different age groups.
- Visitors spend most of their budget on lodging and only about ten percent (10%) of their budget on entertainment, shopping, or dining.
- Home rentals dominate lodging type (over 70%).
- The Northern Outer Banks is a strong repeat visitor destination (82%). Twenty percent (20%) have visited 20+ times; More than sixty percent (60%) have visited 5+ times.

Understanding our Visitors (*cont.*)

CONSUMER SEGMENTATION FINDINGS – *based on 2018 research conducted by ChandlerThinks*

Most Currituck County visitor inquiries fall within five LifeMode groups and account for almost three-fourths (74%) of all Currituck County visitor inquiry households. These include:

- Cozy Country Living (rural empty nesters) – 20.7%
- GenXurban (older GenXers with fewer kids) – 17.2%
- Rustic Outposts (older families) – 15.2%
- Affluent Estates (wealthy married couples) – 11.2%
- Family Landscapes (young families) – 9.9%

Top Tapestry Segments and Findings

People interested in visiting Currituck County are most likely to be:

- Primarily white
- In their mid-40s
- Married and own their homes
- Enjoy country lifestyles
- College educated
- Have children, but some are also empty nesters
- Outdoor lovers
- DIYers
- Avid gardeners
- Cost-conscious
- Use technology as a tool, not a trend, and hence many are not up to date with the latest technology

Other Tapestry Findings

- They are more likely to be interested in supporting the arts and NPR.
- They prefer domestic brand vehicles, such as Buick, Jeep, Dodge, Chrysler, and Chevrolet.
- American Express is their credit card of choice.
- They own items such as hot tubs, fireplaces, separate freezers, washers and dryers, indoor and outdoor grills, and many additional household items.
- They are more likely to shop at Piggly Wiggly, IGA and Save-A-Lot grocery stores.
- When it comes to their home, garden and lawn, they seem to show a DIY attitude.
- They are more likely to listen to news radio and satellite radio (SiriusXM).
- They are pet lovers and own multiple dogs and cats.
- They regularly go to fine dining restaurants, but they are also more likely than average to eat at Hardee's or Captain D's.
- They are almost twice as likely as the average American to shop at Tractor Supply Company and 48% more likely to shop at Nordstrom.
- They travel frequently – both domestically and internationally, and not just for business.
- They spend \$3,000 or more on their vacations

2024-2025 Visitor Bookings – Geographic Data

July 1, 2024 - June 30, 2025

Source: KeyData

Listed in order based on Total Bookings Revenue

Top 20 Visitor States	Top 20 Visitor Cities/Regions
Virginia	Pittsburgh, PA
Pennsylvania	Midlothian, VA
Maryland	Alexandria, VA
Ohio	Arlington, VA
New Jersey	Fairfax, VA
New York	Henrico, VA
North Carolina	Ashburn, VA
West Virginia	Chesapeake, VA
Massachusetts	Richmond, VA
Connecticut	Virginia Beach, VA
Florida	Washington, D.C.
Delaware	Fredericksburg, VA
South Carolina	Williamsburg, VA
Illinois	Raleigh, NC
District of Columbia	Charlottesville, VA
Indiana	West Chester, PA
Kentucky	Glenn Allen, VA
Michigan	Herndon, VA
Texas	Vienna, VA
Tennessee	Mechanicsville, VA

AVERAGE BOOKING WINDOW COMPARISON

Source: KeyData

2025 – 155 days

2024 – 163 days

2023 – 177 days

2022 – 169 days

2021 – 164 days

2020 – 110 days

2019 – 144 days

2024-2025 Website Traffic – Geographic Data

July 1, 2024 - June 30, 2025

Source: Google Analytics

Listed in order based on Unique Users

Top 20 Website Visitor States	Top 20 Website Visitor Cities/Regions
Virginia	New York, NY
North Carolina	Ashburn, VA
Pennsylvania	Virginia Beach, VA
New York	Philadelphia, PA
Ohio	Charlotte, NC
Maryland	Raleigh, NC
Florida	Atlanta, GA
New Jersey	Baltimore, MD
Georgia	Roanoke, VA
Michigan	Washington, DC
Texas	Columbus, OH
South Carolina	Pittsburgh, PA
California	Boston, MA
Massachusetts	Chesapeake, VA
Tennessee	Chicago, IL
Indiana	Corolla, NC
Colorado	Coffeyville, KS
District of Columbia	Cleveland, OH
Illinois	Norfolk, VA
Kentucky	Cincinnati, OH

AGE COMPARISON

55-64	5.06%
65+	4.67%
45-54	3.82%
35-44	3.62%
25-34	2.29%
18-24	.84%
Unknown	80.9%*

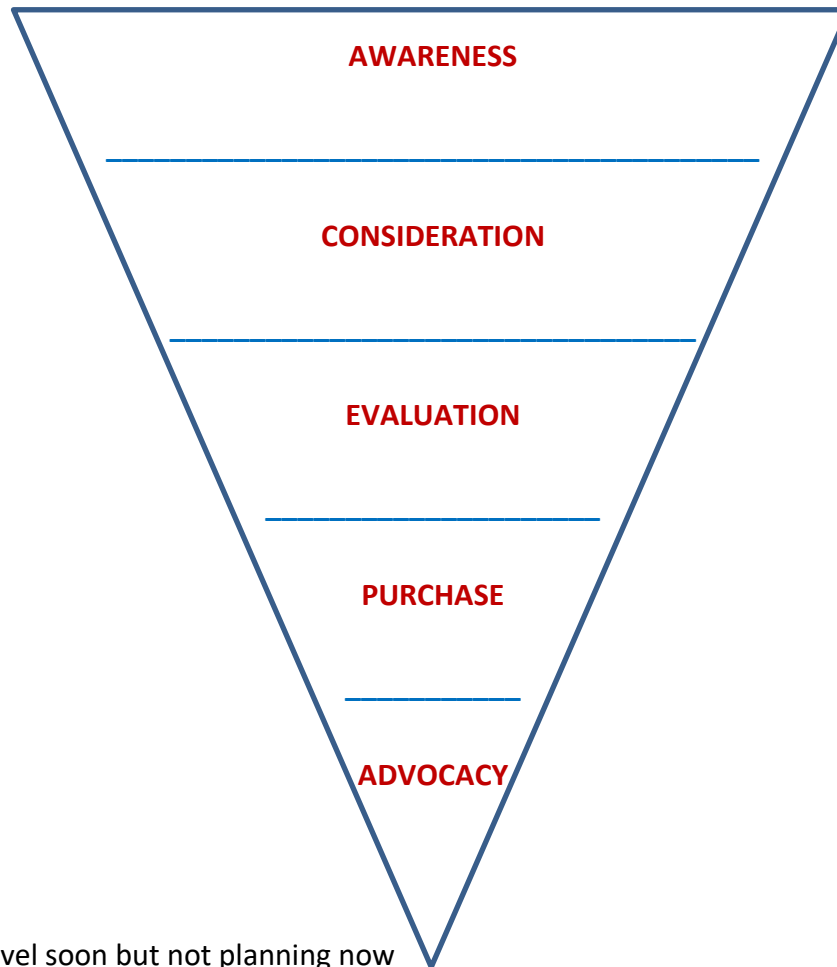
GENDER COMPARISON

Female	70.5%
Male	29.5%

Source: Google Analytics

*Privacy: Age and Gender Protected

PHASES OF TRAVEL PLANNING & STRATEGIC MARKETING TACTICS



AWARENESS: Travel soon but not planning now

Marketing & Communications Tactics – TV, Radio, Print, Outdoor, Digital: programmatic display, streaming audio, social media, sponsored content, Streaming (Roku + Amazon Fire), Public Relations, Owned Media (Docuseries and Podcast)

CONSIDERATION: Multiple destinations being seriously considered

Marketing & Communications Tactics – Keyword-based targeting, content-based native and display advertising, paid search (PPC), video (pre-roll + YouTube)

EVALUATION: Narrowed down 2-3 destinations; now researching lodging, activities, restaurants, etc.

Marketing & Communications Tactics – Retargeting (keyword + display + native), social, video (pre-roll + YouTube)

PURCHASE: Final decision has been made

Marketing & Communications Tactics – Email

ADVOCACY: Word-of-mouth, email, social posting that the destination was awesome (or not)!

Marketing & Communications Tactics – Email and social media; encourage destination advocates to “spread the word!”

MARKETING & ADVERTISING

MARKET PROMOTION – FY 2024-2025 RECAP:

We had the great privilege of announcing our new Northern Outer Banks brand in 2024-2025 with the delivery of new brand assets including a new logo and new brand guidelines that we continue to improve and update as we move ahead. We were able to update our new advertising campaigns to match the new brand look and use of its assets just in time for the Spring/Summer campaign that was introduced in November of 2024.

With the introduction of a new brand, we also needed to develop our new website within a 6-month window from January through June 2025, and we were able to make the announcement and rollout the new website in July 2025. This development process consumed a large portion of our efforts with the short window of development.

We also worked with MediaOne on our first brand partnership with BruMate Tumblers and Coolers. Through this partnership and vacation giveaway we were able to create brand awareness up and down the east coast with our partnership in Wholefood stores and social media partner posts. Through this campaign we were able to deliver over 5MM Impressions, 127,000 website clicks, over 30,000 total sweepstake entries, and 6000 newsletter opt-ins generated through the giveaway and partnership.

2024-2025 Feeder Market Campaign Numbers

In 2024 we started off with our campaigns focusing on conversions but after the rebrand we started to shift advertising to an awareness campaign to get more impressions on our new brand. The lions share of our campaign consisted of paid social media, display ads, Connect TV and OTT Steaming, cable tv, and radio ads

The 2024 Fall/Holiday campaign ran from August 15 – November 15 and reported 27.9MM total ad impressions, 219,380 clicks to our website with 4,617 total conversions. The 2024-2025 Spring/Summer campaign ran from November 16 – July 31 (Including our overlap period with Search). This campaign delivered 77.8 MM Impressions and 534,077 clicks to the Northern Outer Banks website. We were able to convert 12,529 guests directly through this campaign.

Website Traffic – Key Performance Indicators – 2024-2025					
Total Users	Views	Engaged Sessions	Engagement Rate	Conversions	Conversion Rate
796,000 (+8.9%)	1,843,903(+24.9%)	568,055 (+101k)	55% (+ 7.84%)	61,624 (- 34.2%)	3.34% (- 47%)

2025-2026 Marketing Goals and Objectives

We had a new website launch on June 28, 2025, with an announcement made through press releases after July 1, 2025. The new website, NorthernOuterBanks.com, introduces our new brand design, new photography and video assets, a custom map detailing our three different regions of our destination, an owned media section to promote new docuseries and podcasts, our VisitWidget app planning tool integration, and updated business search listings with integration of our new CRM (Granicus).

The new CRM allows businesses to update their own business listings through the CRM Partner Portal, where businesses can update their business category, photos, copy, and business details like address, email, website and phone number.

New for the 2025-2026 fiscal year we will also develop a website survey for guests to help with planning. It will provide itineraries based on the survey answers provided. We will also be integrating a “favorites button” that will allow the guest to pick their favorite businesses and add it to their favorites section, which they will be able to share with friends and family. They will also be able to print out their favorites as an itinerary tool.

We have started an owned media program (video and audio content) including a new docuseries. This year’s docuseries will include the Corolla Wild Horses (launched in July 2025), Beach Driving, and Northern Outer Banks History. We have also started The Northern OBX Podcast Show which is a biweekly episode series that will focus on stories, history, nature, and life in The Northern Outer Banks. From wild horses and watermen to decoy carvers, storytellers, and small-town legends, this is a podcast about the people and places that give the Northern Outer Banks its soul. We have already launched the first episode – History with Barbara Snowden.

With both the docuseries and podcast series we will promote this content organically on social media as well as through paid channels. The owned media will be an awareness tool for our destination as well as a website traffic generator.

We will continue with the new brand campaign established, “Where in the OBX... Only in the Northern Outer Banks,” for our seasonal feeder market campaigns for Fall, Holiday, and Spring/Summer in 2025-2026. This campaign highlights our new name and calls attention to what we have to offer that is “only” in our destination. We will continue to target our top 7 states which account for over 70% of the bookings in our destination.

Below please find the advertising schedule and if already available, reporting on each of our campaigns for 2025-2026. The campaign goals for this year are mainly to drive awareness about our new brand and drive traffic to our new website. We will continue to take an awareness campaign approach for our digital ads this year, especially with a new website. It is typical for a new website to see a 40% decrease in organic traffic after it is launched. We will use paid brand awareness to try and increase the amount of website traffic for 2025-2026.

For our in-market (local) campaigns we will continue to drive visitors “north” to the Northern Outer Banks from surrounding destinations and those located directly in our market. We will promote our events, wild horses, historic attractions, beaches, shopping, dining, nature trails, eating and drinking, activities, and accommodations.

Advertising Scheduling and Reporting (Does not include Print partners, Billboard and In-Marketing Advertising)

- Horse Docuseries Youtube and Social (META) – July 21 – September 7
- Horse Docuseries Reporting (9/15/2025) – 2.5 MM Impressions, 47,839 Website Clicks and 8,000 + Social Reactions (Mainly Social with a very efficient Cost Per Click/Site Traffic) and 280,884 completed video views on Youtube (High Awareness Performance).
- Podcast Social (META) – September 16, 2025 – June 30, 2026 – Biweekly Post for 9 Months

- Fall/Holiday Campaign - CTV/OTT – August 15 – November 15
- Fall/Holiday Campaign - Search – August 15 – November 15
- Fall/Holiday Campaign – Paid Social (Meta) – August 15 – November 15
- Fall/Holiday Campaign - Display – August 15 – November 15
- Bulls & BBQ Event Campaign – Paid Social (Meta) – September 1 – September 8. Rodeo and People's Choice BBQ Event was Sold Out in 7 days (Tickets were available on September 1). Campaign has been halted.
- Bulls & BBQ Event Campaign – In-Market Campaign on East Carolina Radio Stations, Spectrum Cable TV, and through Organic Social Post. Campaign has been halted.
- Planes and Plows Event Campaign – In-Market Campaign on East Carolina Radio Stations
- Whalehead Centennial Event Campaign – Paid Social (Meta) – September 12 – October 22. We will continue to promote until the event is Sold Out.
- Whalehead Centennial Event Campaign – In-Market Campaign on East Carolina Radio Stations, Spectrum Cable TV, and through Organic Social Post.
- Betsy Dowdy Ride Event – Organic Social Posts – September 10-October 12
- Christmas in Corolla Event Campaign – Paid Social (Meta) – October 15 – November 15. We will continue to promote until the event is Sold Out.
- Christmas in Corolla Event Campaign – In-Market Campaign on East Carolina Radio Stations, Spectrum Cable TV, and through Organic Social Post.
- Spring/Summer Campaign - CTV/OTT – November – April
- Spring/Summer Campaign - Search – November - June
- Spring/Summer Campaign – Paid Social (Meta) – November – April
- Spring/Summer Campaign - Display – November – April
- Spring/Summer Event Campaign (Under The Oaks Festival, Yoga in the Park, Corolla Cork and Craft, Independence Day)- Paid Social (Meta) – May – June
- Spring/Summer Event Campaign (Under The Oaks Festival, Yoga in the Park, Corolla Cork and Craft, Independence Day) – In-Market Campaign on East Carolina Radio Stations, Spectrum Cable TV, and through Organic Social Post.

REACHING OUR TARGET AUDIENCE

DEMOGRAPHICS

Primary: The demographics of the visitors we seek to reach through our promotional efforts include:

- Household Income (HHI) of \$125,000 or higher
- Women between the ages of 35-64, in family groups that want to reconnect with each other, connect with nature and a relaxing environment and intend to travel in the next three to twelve months. These family groups include:
 - Families with school-aged children
 - Empty Nesters
 - Families with non-school aged children
 - Families with home-schooled children
- Targeted niche subcategories within this demographic also include:
 - Nature lovers
 - Adventure seekers
 - Holiday and reunion family groups
 - Golfers
 - Hunters/Sportsmen

Secondary: The demographics of our secondary audiences do not have a target HHI requirement and are generally comprised of a younger audience:

- Engaged couples – those interested in a destination wedding
- Eco-Tourism
- Foodies (including beer, distillery and wine enthusiasts)
- Experiential travelers

CONVERSIONS

Tracking a direct correlation between our marketing efforts and actual rental home bookings has always been a challenge, as we do not serve as the direct booking engine for these transactions. We have, however, refined our marketing funnel over the past few years and tested a variety of different conversion actions throughout our website that showcase value and validate our marketing efforts to a certain degree. These actions are considered integral to the overall sales funnel, and we continue to drive traffic and retarget users to ensure they reach these conversion zones.

Current conversion actions include:

- Visitor Guide requests (mailing)
- Digital Visitor Guide downloads
- Email Signups
- Vacation Rentals Page and general Lodging Page visits and clicks. These pages/actions show a higher level of interest in The Northern Outer Banks and encourage visitors to contact local rental agencies or the visitor centers for more information.
- Traffic to our website from our digital advertising efforts

MARKETING TACTICS FOR 2024-25

MARKETING BUDGET ALLOCATION

The Currituck County Department of Travel and Tourism utilizes several advertising channels to support our promotional strategy. The advertising/promotions budget for FY 2024-25 is \$3 Million and is allocated in the following manner:

Digital/Online	44.1%	Cooperative Golf Marketing	1.9%
Print (Includes Digital)	18.8%	Promotional Products	1.0%
Television	16.9%	Travel Shows	1.0%
Outdoor	7.1%	Video Services	1.0%
Radio	3.6%	Support of Funds	<1.0%
Printed Materials	4.4%	Public Relations	<1.0%

PRINT:

Despite the recent shift of some of our budget dollars away from print and to various digital options, print is still a very important medium for general awareness and strategic visibility. We also partner with these publications through online paid articles, display ads, social ads, and email marketing which all fall into the digital media category. Following are the publications we intend to collaborate with for FY 2025-2026 based on demographic matches to our core target audience:

- **National:** Publications with strategic national reach ... *Garden & Gun, Southern Living, Real Simple, Southern Home, Southern Lady* and *Cottage Journal*.
- **Regional:** Publications that reach some of our largest feeder markets at a great value and are used to saturate those markets, helping to keep consistent messaging in front of readers during peak vacation planning times ... *North Carolina State Travel Guide, Our State, The Local Palate, Pittsburgh Magazine, Philadelphia Magazine, New Jersey Monthly, Baltimore Magazine, Cary Magazine, Main & Broad, Carolina Country, Carolina Traveler, Carolina Heritage Guide, Northern Virginia Magazine, QC Exclusive* and *Virginia Living*.
- **Local:** Local publications target visitors who are already “in-market” during peak and shoulder seasons and are leveraged to promote weekly events (Historic Corolla Park other annual events) and to inspire day trips to Corolla and the Currituck Mainland for attractions, shopping, dining, and exploration purposes ... *Outer Banks Magazine, OuterBanksThisWeek.com, North Beach Sun, Milepost Magazine, and Outer Banks Visitors Guide* (Vistagraphics).
- **Niche:** Publications that focus on specific niche topics such as hunting and weddings are used during those respective seasons to promote our area to those markets ... *American Waterfowler, Wildfowl, NC Hunting and Fishing Guide, Outer Banks Wedding Association Wedding Guide, Outer Banks Wedding Guide, and Birding NC*.

DIGITAL:

Over ninety percent (90%) of travelers will do their research online and eighty-two percent (82%) will end up making their booking online as well.* With the availability of online travel resources at a consumer’s fingertips, we have steadily increased our online marketing efforts over the last several years, with digital becoming the largest segment of our annual advertising budget.

* [Stratos Online Travel Booking Statistics](#) (4/18/21)

Following are our key strategic digital tactics to generate user interest to convert to actual visitors to Currituck:

- **Paid Search:** A large percentage of our advertising dollars goes towards paid search/display on Google and Bing. These are fluid campaigns that change almost daily and are consistently monitored by our lead digital partner, Love Advertising. Campaigns are split-tested and optimized to increase conversions and lower cost-per-click (CPC). Split testing (also referred to as A/B testing or multivariate testing) is a method of conducting controlled, randomized experiments with the goal of improving a website metric, such as clicks, form completions, or purchases. Incoming traffic to the website is distributed between the original (control) and the different variations without any of the visitors knowing that they are part of an experiment. The tester waits for a statistically significant difference in behavior to emerge. The results from each variation are compared to determine which version showed the greatest improvement.
- **Programmatic Display & Retargeting:** These campaigns start with building a pool of users who do not convert from our paid search campaigns. Our ads follow users around the internet for a given amount of time until they decide to click back to our site or convert by viewing/requesting a Visitor Guide. These user groups have already shown interest in our destination and typically convert at a higher rate than those who have never heard of the area.
- **Paid Social Media:** Paid social media ads on Facebook, Instagram and Pinterest allow us to target at a much more detailed level and gain valuable insights on which demographic groups are responding the best to certain types of ads. Social campaigns are also split tested to find the best headlines and images that convert. This is our most effective tool in our paid digital category for reaching visitors.
- **Video Advertising:** We're extremely fortunate to have a talented videographer on staff who is continuously capturing amazing, inspirational, and educational footage for our destination and turning those into marketable assets for us to use. By creating videos for our various digital channels and platforms (website, social media, YouTube and Vimeo, and streaming channel ... as well as television spots) our ability to tell The Northern Outer Banks story has grown immensely. We also work with contractors for promotional content.
- **Native Advertising:** Native advertising is a type of advertising that matches the form and function of the platform upon which it appears. In many cases it functions like an advertorial, and manifests as a video, article or editorial without the occasional obtrusiveness of a stand-alone ad. **For 2025-2026 we will not be investing in Native Advertising but instead focus more on awareness by using Display and Social Advertising**, which are brand specific ads that do look like advertising.
- **Lead Generation:** In a changing digital marketing landscape where user privacy settings are making it more difficult to target potential customers, the importance of having a robust first party database is paramount. We are working with a variety of digital partners to grow our database through lead generation tactics in strategically placed online locations, with a focus on our key feeder markets.
- **Sponsored Content:** Working with several partner publications, our sponsored content offerings have steadily increased over the past several years, allowing for a controlled presence in a strategically placed outlet that matches our core audience extremely well.

BILLBOARDS, BUSSES, METRORAIL, AIRPORTS:

- 12 static boards are used throughout the Currituck Mainland corridor of U.S.-168 and U.S.-158, along with one static board located on US-64. Our US-168 and US-158 boards that are facing southbound traffic are typically used to promote things to do in Corolla (or on the road to Corolla) ... i.e., wild horse tours, Whalehead, Currituck Maritime Museum, and Historic Jarvisburg Colored School. Boards that are facing northbound traffic are generally used to promote things on the Mainland or activities that visitors can do on future visits ... i.e. weddings, Knotts Island, and hunting).
- We do have 1 Digital Billboard (November 17 – December 14) in Pittsburgh, PA within the driving area of a community with a High Household Income of \$125,000+

Airport Advertising

- Starting in 2024 and now going into our 2025-2026 fiscal year we will continue to run Airport Advertising in a few of our main feeder markets. We will run this campaign during a high travel season (November 23 – January 4) in the following airports – Philadelphia International, John Glenn Columbus Ohio, LaGuardia Airport New York City, Washington Dulles International Airport
- We also get placement in the Norfolk, VA airport to include video and visitor guide placement.

Bus Route

- We run promotional content on the side of 25 buses (November 17 – December 14) in Northern Virginia and Washington DC. This is one of our main feeder markets.

MetroRails

Poster placement is in the metrorail stations in the Northern Virginia and Washington DC market (November 17 – December 14) – 5 Locations

- Dupont (DC) 678,819 Circulation Per 4-Weeks
- Pentagon City (VA) 511,480 Circulation Per 4-Weeks
- Farragut West (DC) 579,896 Circulation Per 4-Weeks
- Ballston (VA) 363,568 Circulation Per 4-Weeks
- Crystal City (VA) 331,960 Circulation Per 4-Weeks

TELEVISION:

We strategically place a combination of network, cable, and Over-the-Top (OTT)/Connected TV (CTV) buys across several of our key drive-time feeder markets. As we comprehensively do with all our media planning, we strategically align our television buys with the platforms, outlets and networks that will allow us to gain maximum exposure to our key audiences. Our reliance on CTV has grown in recent years, with many U.S. consumers “cutting the cord” from the traditional broadcast/cable television platform. Due to this demand for streaming, we will predominately place advertising for 2025-2026 on streaming platforms instead of broadcast/cable platforms.

According to eMarketer’s [InsideIntelligence.com](https://www.insideintelligence.com), CTV investments in the United States grew by 40.6% year over year in 2020, to more than \$9 billion. Growth will continue to accelerate in 2021 as spending reaches \$13.41 billion—a figure that will likely more than double by the end of our forecast period in 2025.

ROKU/AMAZON FIRE STREAMING CHANNELS:

In September 2021, the Currituck County Department of Travel and Tourism, in partnership with The Vacation Channel, launched the Simply Corolla streaming channel with a Roku and Amazon Fire

connected device. This year, we are updating our channel to introduce the new Northern Outer Banks brand. Streaming users can access the channel and enjoy exclusive and inspiring content that showcases local businesses, attractions and more, with the goal of encouraging additional research and eventual booking in our destination.

The launch of this streaming channel was accompanied by a strategic marketing and communications plan to grow awareness and increase channel download conversions. This effort will continue throughout the course of the year and will include paid Roku advertisements to raise our visibility and ranking within the “Travel” category within the Roku streaming service.

MOBILE APP

In May 2021, the Currituck County Department of Travel and Tourism introduced our new Corolla OBX app, available for download via the [App Store](#) and on [Google Play](#). We have updated the App as of June 2024 to now use the VisitWidget platform. It too has also been updated with the Northern Outer Banks brand and also integrates our new CRM to included the business listings that are updated through the business intranet portal.

The app is your official source to discover activities, attractions, dining, shopping, events, specials and more during your visit to North Carolina’s Northern Outer Banks. App content highlights include:

- Local shopping, things to do, dining, accommodations, and attractions listings
- Event Details, Beach Access Locations, Deals... and much more!

RADIO:

- **In-Market** – Local radio is purchased largely through key partnerships with East Carolina Radio. These produced commercials, as well as live promotional reads and in-studio mentions, mostly focus on generating awareness and interest in seasonal events, as well as local attractions on The Northern Outer Banks (i.e. – Whalehead and the Currituck Maritime Museum). The goal of local radio is to inform our visitors in Currituck County, as well as those staying in Dare County, of the many reasons to visit Corolla and the Currituck Mainland for visitation spending purposes. We also utilize live remote broadcasts at our events to help spread the word even further and to drive traffic, in real-time, to the event.
- **Out-of-Market** –Through Northern Outer Banks destination research conducted in 2018, it was discovered that the public radio format matches extremely well with the demographics of our core visitors. Out-of-market regions for these campaigns mirror those of our television advertising. In 2024-2025 we started working with NPR Music stations specifically rather than news specific stations because research from the Nielsen Report shows that Outer Banks visitors have a higher rating for these music stations over the traditional NPR news stations. We also wanted to start pursuing a younger demographic. These stations include **WXPN (Philadelphia)**, **WTMD (Baltimore and Northern Virginia)**, **WNRN (Richmond, Hampton Roads and Northern Virginia)**, and **WYEP (Pittsburgh)**. We will continue these partnerships in 2025-2026. We also are working with Curtis Media Group, to provide streaming and podcast ads to listeners in some of our top feeder markets. The streaming ads will run from September – December, and February – March. Ads run based on behavioral and demographic targeting. Demographics line up with all the channels and the content that our visitors relate to.

PUBLIC RELATIONS:

Our public relations efforts incorporate several key aspects of our marketing efforts, including:

- Media relations (proactive outreach and reactive collaboration)
- Hosting travel writers and digital influencers in Currituck County

PR Coordination and Writer Visits:

John Steinbreder (Global Golf Post) – 1/23/2025 – Happy to report that this feature on the Outer Banks won Top Travel Feature at the 31st Annual International Network Golf (ING) Media Awards program at the PGA Show in Orlando yesterday. – [February 28, 2024](#)

Tara McCoy (Southern Living) – Visit August 21-28, 2024 for Spring 2025 Issue. We were later told by Tara that the Outer Banks (Currituck and Dare) was named the 2025 Vacation of the Year in the annual South's Best Poll. – [April 2025 Issue](#) - [Winners](#)

SHRPA Influencer Visits:

- NCGirlTravels – Knotts Island Visit – June 1-3, 2025
- Lindsay – Mainland Visit – June 2-4, 2025
- ThreeLittleBurdes – Corolla Visit – June 9-12, 2025

Jacqui Agate (Wanderlust Magazine) Article Title "South by Locals" (Has not been posted or shared with us yet) – July 21, 2025

Candyce Stapen & Family – Greatfamilyvacations.com – August 18, 2025 – Her visit included Dare County locations as well. (No post yet on website)

Dominique Parrish (Brand Revolt) – Influencer @welltraveledchild – Visit Scheduled for September 20-22, 2025

Northern Outer Banks and Hobie Collaboration – October 8-12, 2025 – Influencers Billy & Sierra and Content Creator Devon Fox Sponsored by Hobie coming to promote destination via their social outlets
VisitNC/Luquire – Paid Content Shoot – August 25-27, 2025

QC Exclusive Media – Paid content visit for the QC Exclusive Magazine in Charlotte, NC – Scheduled for September 15-17, 2025

TV Appearances in 2024-2025 (None scheduled at this time for 2025-2026):

Hampton Roads Show - April 16, 2024 - Michele & Jill Landon focus Historic Corolla Park & Booking Early/Accommodations

Good Morning Washington – April 30, 2024 – Michele & Samantha Payne focus events in Historic Corolla Park & Booking early/Accommodations

Good Morning Virginia – May 15, 2024 – Sharon Meade & Samantha Payne focus events in Historic Corolla Park & events and classes held at OBCWE

Pittsburgh Today – May 17, 2024 – Michele focus events in Historic Corolla Park and what Corolla has to offer guests - we filmed live in Historic Corolla Park

- Regular distribution of press releases (Currituck Bulls & BBQ, Betsy Dowdy Ride, Whalehead Centennial Events, Corolla Cork and Craft, Independence Day, Under the Oaks Arts Festival, Christmas in Corolla)
- Attending media missions in cooperation with travel partners (Visit NC)
- Overseeing the fulfillment of requests for guides
- Travel shows and Media Missions to promote our beaches and Mainland. For 2025-26, the following shows have been identified to showcase our area:

Washington, DC – Jan. 17-18, 2026
Raleigh, NC – Oct. 6-8, 2025

New York, NY – Jan. 24-25, 2026

Travel & Adventure show is rotating Atlanta, GA to every other year

SOCIAL MEDIA:

Social media is integral to the success of our marketing strategy, supporting our three pillars, along with several other important desired goals and outcomes:

- Being the voice of The Northern Outer Banks
- Growing overnight lodging and tourism revenues to The Northern Outer Banks
- Advancing the Northern Outer Banks tourism experience beyond the beach
- Sparking inspiration with visitors by posting beautiful imagery and links to captivating stories
- Boosting engagement and fostering relationships with current and prospective visitors by responding to comments, questions, and concerns in a timely manner

FY 2025-26 Social Media Objectives, Goals, and Metrics

Business objective	Social Media Goal	Metric(s)
Grow the brand	Awareness <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	Engagement <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive website traffic	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, Visitor Guide requests
Improve customer retention	Consumer <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, etc.

FACEBOOK

What it's best for: inspiration, visitor engagement, encouraging return visits

Target audience: potential, first-time and returning visitors

Types of content we share: photos, videos, event information, links to stories

Key performance indicators (KPIs): engagement (likes, shares, comments, reach)

Comments: informational and inspiring, answering questions about the area

Misc.: 369K followers and 331K+ likes (and growing), we know our audience (loyal and engaging)

Desired Posting Frequency:

[@TheNorthernOBX](#): 3-5x/week

[@HistoricWhalehead](#): 2-4x/week

[@CurrituckMaritime](#): 1-3x/week

[@NorthernOBX Events](#): Driven by annual schedule and need to promote upcoming events

[@HistoricJarvisburgColoredSchool](#): 1-3x/week

INSTAGRAM

What it's best for: inspiration, visitor engagement, encouraging return visits

Target audience: potential, first-time and returning visitors

Types of content we will share: inspirational photos and videos (visual medium)

Key performance indicators (KPIs): followers, likes and shares

Misc.: continuing to grow (17K+ followers), amazing visual opportunities to share

Desired Posting Frequency:

[@TheNorthernOBX](#): 3-5x/week

TWITTER

What it's best for: information and updates

Target audience: potential, first-time and returning visitors

Types of content we will share: photos and news links/updates

Key performance indicators (KPIs): followers, likes and retweets

Misc.: continuing to grow (6,953 followers)

Desired Posting Frequency:

[@thenorthernobx](#): 2-3x/week

2025-26 Key Social Posting Goals/Targets:

The Northern Outer Banks will continue to utilize social media platforms to inspire current and prospective visitors (by using compelling imagery and videography), but also inform this audience of the many great things that are happening here. Ways to grow our engagement and education are:

- Continue to include a link back to TheNorthernOuterBanks.com, when possible, to assist with growing our organic social referral traffic
- Continue to share The Northern Outer Banks blog post (1-2x/mo.)
- Continue to share media mentions (articles and video clips) where we're mentioned/spotlighted
- Continue sharing our growing collection of videos
- Continue to incorporate non-business mainland images into the mix on a regular basis
- Leverage the strength of our Facebook audience to cross-promote our other digital assets (other FB pages, Instagram, Twitter, YouTube, Roku, mobile app, eNewsletter) to help grow those audiences
- Continue to co-host and share NorthernOBX Events (FB event listings) to enhance awareness of and potential attendance to these events
- Continue to share other Northern Outer Banks Facebook pages for increased engagement and awareness (Currituck Maritime Museum, Whalehead, etc.)

Social Media Competitive Set (*Facebook Insights – July 2025 Sample*):

Page	Page likes	↓	Page likes...	↑↓	Published content
 Visit The Outer Banks The Official Fan Page of the Outer Banks of North Carolina.	735.1K		↑ 40		5
 The Northern Outer Banks Discover a land of wild wonder!https://northernouterbanks.com/ Wat...	331.5K		↑ 331.4K		22
 Visit Virginia Beach - Official #tourism organization for #VirginiaBeach - Get featured 🍌 ...	268.4K		↑ 141		10
 Visit North Carolina Whether you're planning a day trip, weekend retreat or weeklong vaca...	229.6K		↑ 167		13

VIDEOGRAPHY:

In FY 2025-26, we will continue to capture footage that focuses on the beauty and uniqueness of our destination, as well as the interests of our visitors. Our videos will continue to promote The Northern Outer Banks brand by visually telling the unique stories that bring visitors back year after year and to inspire those, who have yet to come, to book their vacations. We will produce more and more owned media that can live on our website, social media, youtube, and Roku. This includes adding a Podcast show, and more docuseries. We will continue to produce promotional content for each advertising season.

Accomplishments to Date (FY 2024-25):

- Roku
 - We have updated our branding on Roku Channel to now be named “The Northern Outer Banks.” Our streaming channel continues to be in the top 10% of the travel genre, peaking at #5 out of 220 channels in April of 2025, primarily due to our streaming ad campaigns. Cumulative installs for just 2024-2025 was 49,145.
- YouTube
 - 192,614 Impressions (July 2024 – June 2025)
 - 131,665 Views (July 2024 – June 2025)
- Vimeo
 - Over 4.39 Million Impressions (July 2024 – June 2025)
 - Over 138,000 Views (July 2024 – June 2025)
- Videos Produced to Date
 - 2024 Fall and Holiday Campaign
 - 2025 Summer Commercial Campaign
 - 2024 Christmas in Corolla Series of Commercials
 - New Branding Videos
 - New Website Video
 - Owned Media Video Project – Horses and Letters Home
 - 2025 In-Market Summer Commercials
 - 2024 In-Market Fall/Winter Commercials
 - Event Commercials for 2024-2025
 - 2024 Currituck Bulls & BBQ
 - 2024 Christmas in Corolla Series of Commercials
 - 2025 Under the Oaks Arts Festival
 - 2025 Independence Day Celebration
 - 2025 Corolla Cork and Craft
 - 2025 Cornhole Tournament
 - 2025 Yoga in the Park

Projects for 2025-26 to support our website, TV commercials, and various video and social media platforms include:

- 2025 Fall and Holiday Campaign
- 2026 Summer Commercial Campaign
- 2025 Christmas in Corolla Series of Commercials
- New Website Videos
- Owned Media Video Projects – 4X4 Docuseries, History of The Northern OBX, Hidden Gems

- Podcast Series – Biweekly Starting in September 2025
- 2026 In-Market Summer Commercials
- 2025 In-Market Fall/Winter Commercials
- Event Commercials for 2025-2026
 - 2025 Currituck Bulls & BBQ
 - 2025 Betsy Dowdy Ride
 - 2025 Whalehead Centennial Anniversary Event
 - 2025 Christmas in Corolla Series of Commercials
 - 2026 Under the Oaks Arts Festival
 - 2026 Independence Day Celebration
 - 2026 Corolla Cork and Craft
 - 2026 Yoga in the Park
 - Event Recaps for Social and future promotion

EVENTS

The Currituck County Department of Travel and Tourism produces and staffs several events during the year, designed to enhance visitation to the area, as well as provide a value-added experience for our existing guests.

Annual events that are free to attend include:

- Under the Oaks Arts Festival (June)
- Independence Day Celebration (July)
- Yoga in the Park (Thursdays – June through early September)
- Corolla Cork & Craft (August)
- Betsy Dowdy Ride (2025 Only)
- Christmas In Corolla – Craft Village (November/December)

Events with an admission fee, and/or generating funds to help support Historic Corolla Park and Whalehead include:

- Joan's Way Tours (Thursdays – June through mid-August)
- Currituck Bulls & BBQ (November)
- Whalehead Candlelight Christmas Tours (Fridays/Saturdays – late November through mid-December)
- Whalehead Centennial Event (October 2025 Only)

ADDITIONAL REPORTING

VISITATION TO OUR VISITOR CENTERS:

One of our key reports is visitation to our visitor centers. The following is a comparative year-over-year report on the Currituck Welcome Center in Moyock and the Corolla Visitor Center.

	July 1, 2021 to June 30, 2022	July 1, 2022 to June 30, 2023	July 1, 2023 to June 30, 2024	July 1, 2024 to June 30, 2025
Currituck Welcome Center - Moyock	**53,025	**56,801	63,275	58,327
Corolla Visitor Center	66,376	47,719	40,856	32,678

*Covid Pandemic ** Data Missing for 1-2 months

Our visitor centers are extremely important to the department as they provide an opportunity to educate visitors on the attractions, assets, businesses, and amenities of our destination. They also provide an opportunity to educate our guests and make a lasting impression with them while they're here, whether they're staying in Currituck County or a neighboring county such as Dare. Those visitors staying in other counties can still have a positive impact on our tourism economy by spending money in Currituck County at restaurant and retail businesses (equating to property tax relief to county residents). Our Visitor Services team consistently provide our guests with exceptional service and are, in many instances, the first impression our visitors have of Currituck County.

WEBSITE TRAFFIC – TheNorthernOuterBanks.COM:

Other vital statistics for the Currituck County Department of Travel and Tourism to closely monitor are website analytics. Below is a comparison of the last five fiscal years (July 1 to June 30):

	Fiscal Year 2019-2020	Fiscal Year 2020-2021	Fiscal Year 2021-2022	Fiscal Year 2022-2023	Fiscal Year 2023-2024
Sessions	931,361	1,099,267	838,985	978,708	914,745
New Users	877,905	1,031,825	778,869	777,331	730,579
Bounce Rate	36.77%	39.20%	33.91%	41.07%	49.05%
Conversions*	127,088 (14.47%)	181,262 (17.57%)	123,324 (15.83%)	99,320 (12.77%)	93,788 (12.82%)

* The percentage point beside the conversion figure is the percentage of visitors to the website that completed a conversion action. The tourism industry conversion percentage is 3.5%, so efforts by the Currituck County Department of Travel and Tourism are paying off, enticing our web visitors to complete a conversion action.

These and other reports, along with the yearly Strategic and Marketing Plan, will be available in the Business Resources section of [NorthernOuterBanks.com](https://www.northernouterbanks.com)

ORGANIZATION AFFILIATIONS

The Currituck Department of Travel & Tourism belongs to several organizations to promote its assets, to have access to vital industry information, and to create alliances and partnerships throughout the state of North Carolina and regionally. These organizations include:

- [African American Experience of Northeast North Carolina](#)
- [Civil War Trails](#)
- [Historic Albemarle Tour](#)
- [National Trust for Historic Preservation](#)
- [NC Association of Festivals & Events](#)
- [NC Coast Host](#)
- [North Carolina Travel Industry Association \(NCTIA\)](#) / [Destination Marketing Association of NC \(DMANC\)](#)
- [Southeast Tourism Society \(STS\)](#)
- [Visit North Carolina](#)

The Tourism Director also has a seat on the following boards:

- NCTIA Governor's Council Board & Vice President
- NC Coast Host Board – Vice President
- Historic Jarvisburg Colored School Board – ex officio

CURRITUCK COUNTY BUSINESS RESOURCES

Tourism-related businesses in Currituck that have a brick-and-mortar shop or an established home business enjoy a myriad of opportunities to promote their business (free of charge) with the Currituck County Department of Travel and Tourism. These opportunities include:

- Website listings on [NorthernOuterBanks.com](#)
- Listing on VisitWidget App
- Business rack cards or brochures in the Welcome Center and Corolla Visitor Center
- Inclusion in Visitor Guide listings and other publications
- Listing on the North Carolina tourism website (VisitNC.com)
- Cooperative advertising opportunities with our media partners
- Lead sharing
- Display case promotion at the Welcome Center in Moyock
- Event assistance program which provides advertising dollars and marketing strategy assistance to non-profit and for-profit groups to boost their events.
- Event grant program which provides up to \$20,000 for events being held in the County. This is a competitive process as no more than \$100,000 will be awarded each year (applications due April 15)

TOURISM DEVELOPMENT AUTHORITY & TOURISM ADVISORY BOARDS

CURRITUCK COUNTY BOARD OF COMMISSIONERS

Paul O’Neal, Chair, At-Large

Selina S. Jarvis, Vice Chairman, District 2

Tony Angell, District 1

Mike H. Payment, District 3

Janet Rose, District 4

J. Owen Etheridge, District 5

Kevin E. McCord, At-large

CURRITUCK COUNTY TOURISM ADVISORY BOARD

The Tourism Advisory Board, comprised of seven tourism industry professionals who serve for two-year terms, meets five times per fiscal year and plays an integral part in the marketing strategy by reviewing and making suggestions utilizing their unique insights. This board also brings real-time, current issues to the table that allow the Tourism Director and Marketing Director to shift strategy and dollars to address a constantly changing tourism landscape.

TBA - Vacant (Appointed by At-Large seat)

TBA - Vacant (appointed by District 4)

TBA - Vacant (appointed by At-Large seat)

TBA - Vacant (appointed by District 1 seat)

TBA - Vacant (appointed by District 3 seat)

Damian Dondero (appointed by District 2 seat)

H2OBX

Janice Farr (appointed by District 5 seat)

Sun Realty

Tourism Development Authority Appointee:

Tony Angell, Commissioner

Ex-officio Staff Members:

Rebecca Gay, County Manager

Tameron Kugler, Director, Department of Travel & Tourism