



**Currituck County Department
of Travel and Tourism**

***FY 2026-2027
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 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 island escapes on Kotts Island.

Each year, Currituck 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 1.28% 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 \$16.25 million through state sales and excise taxes, and taxes on personal and corporate income.
- Approximately \$22.32 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

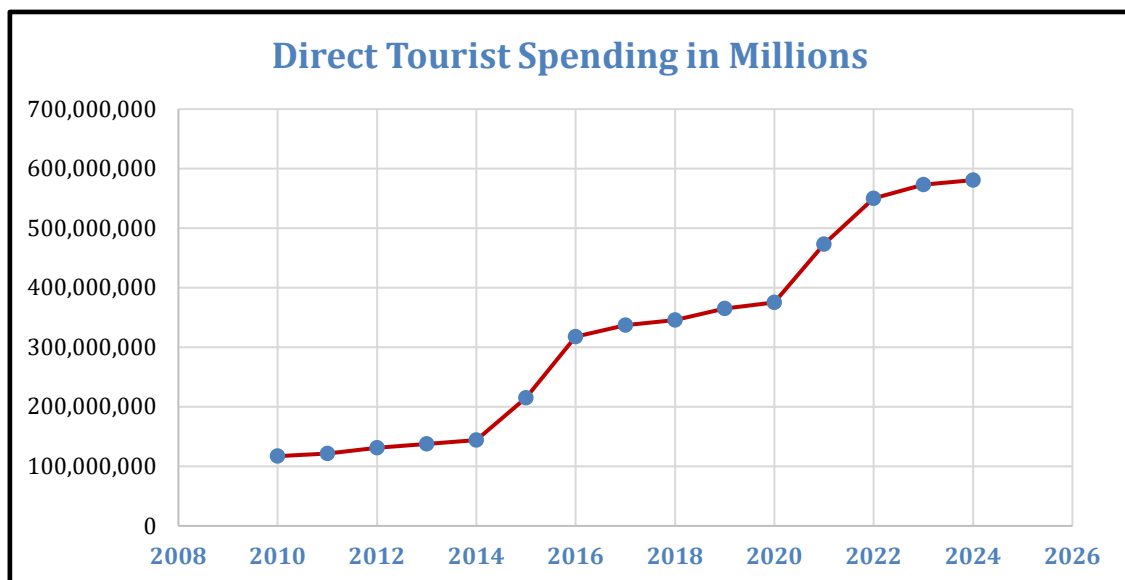
2023 – County sales tax collected = \$21,800,000; Tax Savings per resident = \$1,211.74

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.

MISSION & VISION STATEMENTS

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 organizations 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, Mainland, and Knotts Island 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.

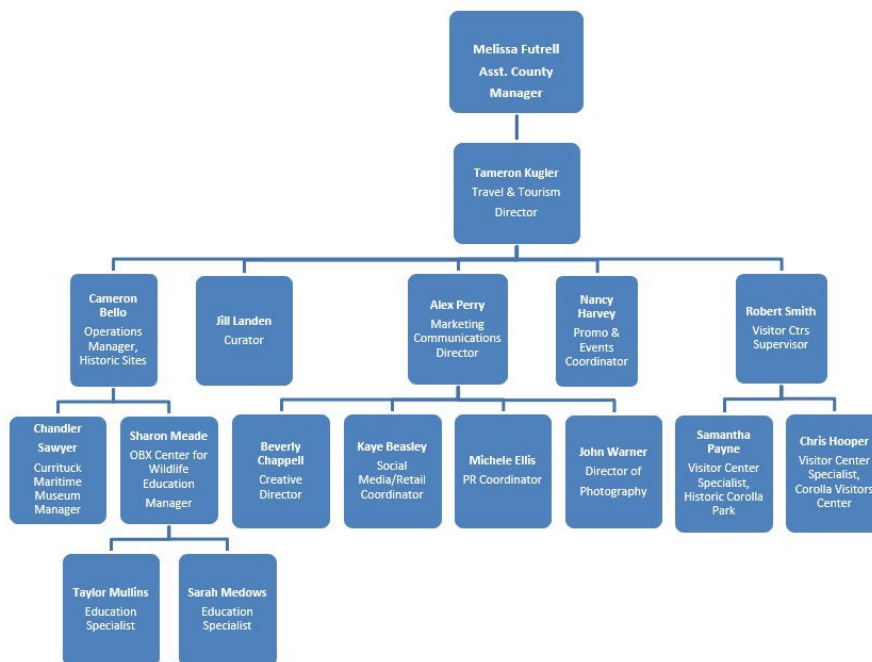
TRAVEL AND TOURISM TEAM

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):

Currituck County Travel & Tourism Department Team Organizational Chart



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 Northern 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

2025-2026 Visitor Bookings – Geographic Data

July 1, 2025 - June 30, 2026

Source: KeyData

Listed in order based on Total Bookings Revenue

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

AVERAGE BOOKING WINDOW COMPARISON

Source: KeyData

2025 – 143 days

2024 – 163 days

2023 – 177 days

2022 – 169 days

2021 – 164 days

2020 – 110 days

2019 – 144 days

2025-2026 Website Traffic – Geographic Data

July 1, 2025 - June 30, 2026

Source: Google Analytics

Listed in order based on Unique Users

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

*AGE COMPARISON

55-64	2.74%
45-54	2.24%
65+	2.33%
35-44	2.13%
25-34	1.39%
18-24	0.35%
Unknown	90%

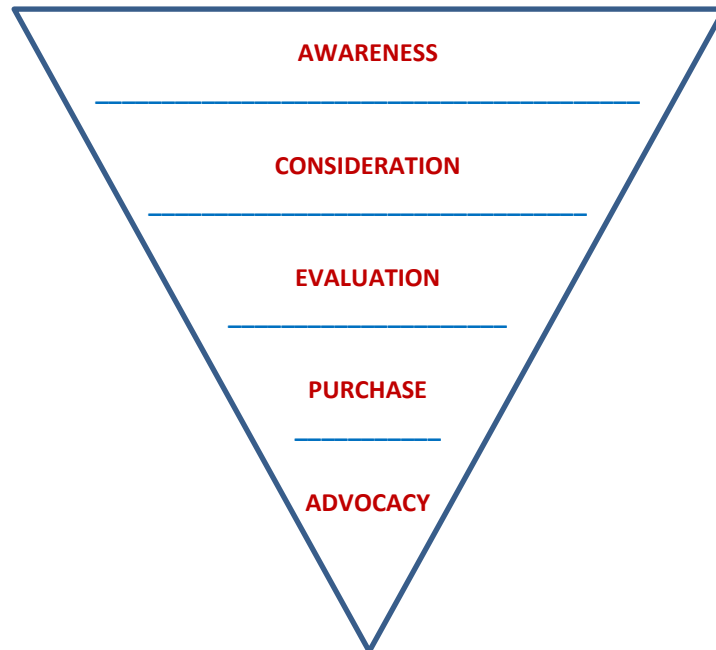
*Age is no longer tracked in GA4.

GENDER COMPARISON

Female	67.5%
Male	32.5%

Source: Google Analytics

PHASES OF TRAVEL PLANNING & STRATEGIC MARKETING TACTICS



AWARENESS: Dreaming about a future vacation but not actively planning yet.

Marketing & Communications Tactics – Connected TV (CTV) and streaming video, broadcast television, radio, print, outdoor, programmatic display, streaming audio, paid social media, sponsored content, public relations, influencer partnerships, and owned media (website, blogs, video series, podcasts, and email).

CONSIDERATION: Actively researching and comparing multiple destinations.

Marketing & Communications Tactics – Paid search (PPC), search engine optimization (SEO), keyword and audience targeting, programmatic display, sponsored content, destination website content, short-form video, YouTube, and paid social campaigns.

EVALUATION: Narrowed choices and researching lodging, attractions, dining, events, and itineraries.

Marketing & Communications Tactics – Privacy-first retargeting, first-party audience marketing, paid search, paid social, video advertising, destination website content, email nurturing, visitor guides, and trip-planning resources.

BOOKING: Final travel decisions are being made and reservations are completed.

Marketing & Communications Tactics – Email marketing, first-party CRM campaigns, website optimization, and conversion-focused landing pages.

ADVOCACY: Sharing vacation experiences and inspiring future travelers.

Marketing & Communications Tactics – Email engagement, social media, user-generated content, online reviews, influencer amplification, and encouraging visitors to share stories, photos, and recommendations with friends and family.

MARKETING & ADVERTISING

MARKET PROMOTION – FY 2025-2026 RECAP:

The 2025–2026 fiscal year marked a transformational period for the Northern Outer Banks' marketing and advertising efforts, defined by the launch of a new digital ecosystem, a major expansion of owned media storytelling, and continued refinement of integrated paid media campaigns. Across all channels, the organization advanced its goal of strengthening destination awareness, increasing qualified visitation, and improving the effectiveness of its digital conversion funnel while modernizing how the destination tells its story across platforms.

A central milestone of the year was the launch of the new NorthernOuterBanks.com website on June 28, 2025, which represented the first full fiscal year of operation under the new brand architecture. The redesigned platform introduced a more immersive storytelling structure, including a dedicated owned media section for podcasts and docuseries, a local spotlight blog series designed to improve SEO performance and AI-driven search visibility, and a custom interactive map highlighting the destination's three distinct regions. The website also integrated VisitWidget trip-planning tools and a Granicus-powered CRM system that enabled businesses to directly manage and update their listings through a partner portal, improving data accuracy and operational efficiency across the destination's digital ecosystem.

From a performance standpoint, the new website demonstrated strong gains in reach and engagement. Website sessions increased from 1,024,392 to 1,507,320, representing a 47 percent increase, while new users grew from 785,682 to 1,247,002, a 59 percent increase. These gains reflect a significant expansion in audience reach and indicate that the destination is successfully attracting more prospective travelers than in the prior year. In addition to traffic growth, total conversions also increased from 61,812 to 84,245, a 36 percent increase, demonstrating that the website is generating substantially more meaningful visitor actions such as guide requests, email sign-ups, business listing website clicks, and engagement with key planning content.

While overall performance improved in terms of both reach and total conversions, the conversion rate declined from 7.87 percent to 6.76 percent. This shift reflects the fact that website traffic expanded at a faster rate than conversions, a common trend during periods of rapid audience growth and platform transition. As the website reaches a broader top-of-funnel audience, the proportion of users completing conversion actions naturally moderates even as total conversions rise. Similarly, bounce rate increased from 44.4 percent to 70.83 percent, which should be interpreted within the context of both the new website design and Google Analytics 4 engagement methodology. GA4 measures engagement differently than previous analytics platforms, and changes in event tracking, page structure, and user navigation behavior following the redesign can significantly impact reported bounce rates. In many cases, visitors may now be finding the information they need more efficiently within a single session, which can register as a bounce even when the visit is successful from a user perspective.

Alongside website development, the organization significantly expanded its owned media strategy through the introduction of The Northern OBX Podcast and multiple docuseries campaigns. The podcast, launched as a biweekly series, delivered 13+ episodes in its first year and achieved 6,566 downloads, establishing a new long-form storytelling channel focused on the people, history, nature, and culture of the Northern Outer Banks. Topics ranged from Corolla Wild Horses and watermen traditions to historic preservation and local storytelling. The docuseries initiative similarly expanded the destination's visual storytelling capabilities, beginning with content focused on the Corolla Wild

Horses, 4x4 beach driving experiences, and historic sites such as the Currituck Maritime Museum, Whalehead, and the Historic Jarvisburg Colored School. Collectively, the docuseries campaigns generated more than 3 million impressions and over 89,000 website clicks, demonstrating strong audience engagement and high-efficiency traffic generation. The history-focused segment alone delivered 686,000 impressions and 26,755 clicks at an exceptionally efficient \$0.22 cost per click, marking it as one of the most effective content-driven campaigns of the year.

Paid media performance also delivered strong results across both awareness and conversion-focused campaigns. The Spring and Summer campaign served as the primary growth driver, generating more than 57 million impressions and over 1,117,847 clicks to the website. This campaign also delivered 45,816 total conversions and achieved a blended cost per click of \$0.44, representing a 52 percent improvement compared to the prior year and a 72 percent improvement compared to 2024.

Channel-level performance showed consistent strength, with search contributing 9,707 conversions, display generating 1,193 conversions, social media driving 573 conversions, and CTV/OTT delivering 420,060 impressions and 85 conversions. The Fall and Holiday campaign similarly contributed to awareness and engagement, generating 12.8 million impressions and more than 160,000 website clicks across search, social, display, and video channels. Search led conversion efficiency with 3,740 conversions at a \$4.85 cost per acquisition, while display and social contributed additional conversion volume and strong reach across target audiences.

Beyond digital campaigns, the year also included a range of strategic initiatives designed to enhance brand consistency and visitor engagement across physical and experiential touchpoints. The Welcome Center was fully updated with refreshed branding, including new signage, directional systems, branded banners, and updated color applications aligned with the new brand standards. Print and digital advertising creative was also refreshed with updated photography, and revised messaging, ensuring consistency across all media channels. The destination also redesigned its biweekly newsletter program to align with the updated brand identity and strengthen ongoing audience engagement.

In parallel, the organization continued to expand its in-market and out-of-market media strategy across television, radio, streaming platforms, and outdoor advertising. A continued shift toward Connected TV and streaming platforms reflected broader consumer trends away from traditional broadcast television, while radio partnerships in key feeder markets such as Philadelphia, Baltimore, Richmond, and Pittsburgh helped reinforce awareness among high-propensity travel audiences. Outdoor advertising, including highway billboards, metro placements, airport activations, and regional transit campaigns, continued to provide high-visibility reinforcement in key drive markets. The fiscal year also included strong event-driven marketing support across major destination experiences, including Bulls & BBQ, Christmas in Corolla, the Betsy Dowdy Ride, and seasonal festivals such as Under the Oaks and Corolla Cork & Craft. These campaigns were supported through a combination of paid social, radio, television, and organic promotion, with several events achieving rapid sell-outs, including Bulls & BBQ, which sold out within seven days of ticket launch.

Finally, the year included significant recognition and achievement, most notably a Silver Telly Award for *Simply The Northern Outer Banks*, a long-form television production featured on the Roku and Amazon Fire streaming platforms. This recognition underscores the organization's continued investment in high-quality storytelling and destination branding through video content. Overall, the 2025–2026 fiscal year reflects a period of major transformation and expansion for the Northern Outer Banks marketing program. The organization successfully launched a new digital

foundation, significantly expanded its audience reach, increased total conversions, and established a robust owned media ecosystem that strengthens long-term storytelling and SEO performance. While conversion rate and bounce rate trends reflect the natural recalibration of a newly launched digital platform operating at expanded scale, the overall results demonstrate strong growth in awareness, engagement, and visitor action volume. The destination is now positioned with a more modern, integrated, and scalable marketing infrastructure that will support continued optimization and growth in the years ahead.

Website Traffic – Key Performance Indicators – 2025-2026					
Total Users	Views	Engaged Sessions	Engagement Rate	Conversions	Conversion Rate
1,200,000 (+33.67%)	1,507,320 (+ 31.96%)	441,420 (- 29.61%)	29.29% (-47.5%)	84,245 (+ 36%)	6.76% (- 15.1%)

Overall 2026-2027 Marketing and Promotional Goals:

- Out-of-market advertising opportunities are funded with occupancy tax as a method to attract visitors who are planning trips and evaluating different destinations. Various forms of advertising media are focused on bringing in new visitors to our destination as well as encouraging repeat visits from previous guests with the goal of turning potential into actual visitation. Marketing sources include digital marketing, TV, radio, print, social media, streaming audio, email, billboards, and more. The largest marketing dollar spend is in digital advertising such as display ads on the web, social media and connected TV (such as Roku, Amazon Fire, etc.) to serve our ads to specific and defined cohorts.

Why is digital marketing so important?

- 51% of consumers prefer to use mobile devices to book travel.
 - 61% of U.S. travelers use smartphones to book and pay for trips.
 - 80% of travelers use mobile apps during the trip research phase.
 - Social Media Impact: Nearly two-thirds (62%-64%) of travelers who use social media for trip planning make decisions based on that content.
 - On-Trip Decision Making: 64% of travelers use their smartphones for travel-related activities while on the go.
- In-market advertising targets visitors who have already arrived in The Northern Outer Banks for their vacations and showcases attractions, shopping, dining and outdoor adventure opportunities in Corolla, the Mainland and Kotts Island. This also includes targeting visitors in other Outer Banks locations to entice them to visit the county on a day trip or plan to visit us on a future vacation. These out-of-the-county day trips result in increased sales tax collections and provide an opportunity to convince these visitors to stay in The Northern Outer Banks on their next trip. The department also has a dedicated app, The Northern Outer Banks, available on IOS and Google Play that provides tailored, customizable itineraries and assists in finding local events, dining, and attractions in the region while in our destination.
- The tourism department takes great pride in our visitor centers – the Moyock Welcome Center and the Corolla Visitor Center. Our friendly and knowledgeable team members are often the first “face” that a visitor encounters and visitors often remark on the beauty and cleanliness of our center and the friendliness of our team. They also distribute information on

our businesses as well as our local attractions, and many visitors going to Dare are converted to take a day trip to our destination during their stay while in our centers.

Goals

Continue in efforts to grow occupancy tax and sales tax revenues through promotional efforts that continue to position the county as a remote, upscale, family friendly destination.

- Explore new constantly changing and evolving advertising media to specifically target potential visitors. AI has been a game changer on search platforms such as Google, and the department is working on adapting its marketing tactics to make better use of AI's algorithms.
- Continue to improve the email database, social media reach, website content, video assets, and other promotional materials in the fast-paced technological universe of the tourism industry. The Northern Outer Banks competes globally for tourism dollars, not just the Atlantic seaboard.
- Explore new ways to communicate with local business and travel industry partners and to provide continued added value to these partners through our visitor centers, printed materials, and website and other platforms.
- Sustainability of our environment and our workforce is a very important aspect of Currituck's tourism industry. After the unprecedented visitation of the COVID era, it was easy to see the impacts to our environment and the struggle of our businesses to sustain a wonderful visitor experience. We continue to promote our *Make It Your Nature* program, rolled out in Spring 2024, that emphasizes good environmental practices for our visitors. We will continue to work on and improve this program while improving on our education materials on safety and best practices with our Corolla Wild Horses.

2026–2027 Strategic Goals (Website, Owned Media, Digital & TV Paid Media)

- **Increase qualified website engagement and improve conversion performance.**
Continue optimizing the NorthernOuterBanks.com user experience by increasing qualified website traffic, improving visitor engagement, and raising website conversion rates through enhanced content, stronger calls-to-action, improved trip-planning tools, and ongoing website optimization.
KPI: Increase website sessions by **10–15%**, improve website conversion rate to **7.25%+**, and increase total website conversions to **90,000+**.
- **Expand owned media as a primary destination awareness strategy.**
Continue growing the Northern OBX Podcast, Docuseries, blog content, and other owned media channels to strengthen destination storytelling, improve search engine and AI visibility, increase website traffic, and build long-term audience engagement.
KPI: Increase owned media engagement (podcast downloads, video views, and blog engagement) by **25%**.
- **Maximize the effectiveness of paid media investments.**
Focus digital, television, and streaming media investments on the highest-performing channels and audiences while improving campaign efficiency through ongoing optimization, audience targeting, retargeting, and performance measurement.
KPI: Maintain or improve cost efficiency while increasing paid media conversions to **90,000+ annually**.
- **Leverage visitor intelligence to guide marketing decisions.**
Utilize website analytics, CRM reporting, and Placer.ai visitor intelligence to better understand visitor behavior, measure marketing effectiveness, identify emerging

opportunities, and optimize future advertising investments.

KPI: Integrate Placer.ai reporting into quarterly performance reviews and use visitor data to guide future media planning.

- **Continue building long-term brand awareness in key feeder markets.**

Maintain a consistent presence across print, digital, television, streaming, radio, and out-of-home advertising while reinforcing the Northern Outer Banks brand through authentic storytelling and seasonal campaigns.

KPI: Maintain year-over-year growth in brand reach, website traffic, and qualified visitor engagement across targeted feeder markets.

REACHING OUR TARGET AUDIENCE

DEMOGRAPHICS – This is based on historical data. We will also utilize new Placer.ai tools to reconsider the demographic information starting in this fiscal year (2026-2027).

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 Currituck Outer Banks and encourage visitors to contact local rental agencies or the visitor centers for more information.

MARKETING TACTICS FOR 2026-27

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	41%	Other Includes:
Print (Includes Digital)	17%	Cooperative Golf Marketing
Television	17%	Printed Materials and Promotion Products
Outdoor	7%	Travel Shows and Public Relations
Radio	4%	Support of Funds
Other	14%	Video/Photography Services

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 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 2026-2027 based on demographic matches to our core target audience:

- **National:** Publications with strategic national reach ... *Travel & Leisure, 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, Richmond Magazine* 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 ... *OuterBanksThisWeek.com, North Beach Sun, Milepost Magazine*, and *Outer Banks Visitors Guide* (VistaMedia).
- **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 ... *Wildfowl Magazine*,

NC Hunting and Fishing Guide, Outer Banks Wedding Association Wedding Guide, Outer Banks Wedding Guide, and Birding NC.

DIGITAL:

Today's travelers are overwhelmingly digital-first, relying on destination websites, search engines, social media, online reviews, and video content to research and plan their vacations before booking. As online travel planning and booking continue to grow, we have steadily expanded our digital marketing efforts over the past several years. Today, digital advertising represents the largest segment of our annual marketing investment, allowing us to reach travelers throughout every stage of their travel planning journey.

* [Stratos Online Travel Booking Statistics](#) (2024 Data)

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

- **Paid Search:** Paid search remains one of our most effective performance marketing channels, with the majority of our search investment focused on Google and Microsoft Advertising. Campaigns are continuously optimized using AI-powered bidding strategies, audience signals, keyword intent, and creative testing to maximize qualified website traffic while improving conversion rates and return on ad spend. Landing pages, ad copy, and creative assets are routinely tested and refined to improve visitor engagement and lower acquisition costs.
- **Programmatic Display & Retargeting:** Programmatic advertising continues to expand our reach by delivering highly targeted messaging across premium websites, streaming platforms, and mobile devices. While traditional retargeting has evolved due to consumer privacy protections, we now utilize privacy-first audience strategies, first-party data, contextual targeting, and interest-based audience modeling to reconnect with travelers who have expressed interest in the Northern Outer Banks and introduce our destination to new qualified audiences.
- **Paid Social Media:** Paid social advertising across Meta platforms (Facebook and Instagram), Pinterest, and other emerging platforms allows us to reach highly targeted audiences throughout every stage of the travel planning journey. Campaigns leverage audience segmentation, short-form video, seasonal creative, and continuous A/B testing to maximize engagement, website traffic, and conversions.
- **Video Advertising:** High-quality video storytelling continues to be one of our most powerful marketing assets. Original content produced by our in-house team is utilized across our website, social media, YouTube, connected television (CTV), streaming platforms, digital advertising, and broadcast television to inspire travel, showcase authentic experiences, and strengthen destination awareness.
- **Native Advertising:** For 2026–2027, we will prioritize high-impact display advertising over native advertising to increase destination awareness and reach prospective travelers throughout the digital planning journey. Display advertising provides greater flexibility, stronger visual branding, and expanded audience reach across premium digital publishers..
- **Lead Generation:** As consumer privacy regulations continue to evolve, building and maintaining a strong first-party audience has become increasingly important. Through strategic lead generation campaigns, visitor guide requests, email subscriptions, contests, and digital partnerships, we continue to grow our owned audience and strengthen our ability to communicate directly with prospective visitors throughout the travel planning cycle.

- **Sponsored Content:** Strategic partnerships with trusted travel publishers, influencers, and media outlets allow us to tell authentic destination stories within environments that align with our target audiences. Sponsored articles, digital features, video integrations, and editorial collaborations provide credible third-party exposure while extending the reach of our destination messaging.

BILLBOARDS:

- 13 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, Historic Jarvisburg Colored School, Historic Corolla Park. 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).

TELEVISION:

We strategically place a combination of broadcast 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.

According to eMarketer’s [InsideIntelligence.com](https://www.insideintelligence.com), (formerly Insider Intelligence), Connected TV (CTV) advertising has evolved into one of the fastest-growing segments of the digital advertising ecosystem. U.S. CTV ad spending surpassed **\$33 billion in 2025** and is projected to continue growing through 2026 as advertisers shift budgets from traditional linear television to streaming platforms. What was once an emerging channel has become a core component of modern media strategies.

Corresponding with our print, radio and digital components to our annual advertising and promotional plan, we focus most of our marketing budget on reaching consumers who may be planning their family’s upcoming leisure getaway and time that at the peak dreaming, planning, and booking months of November - April.

Markets considering coverage within our television campaign include (Top 7 States):

- | | |
|---------------------|--------------------------------|
| - Northern Virginia | - Pittsburgh, PA |
| - Baltimore, MD | - Philadelphia, PA/Southern NJ |
| - Washington, DC | - SE Virginia (Hampton Roads) |
| - Raleigh, NC | |

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 (now Northern Outer Banks) streaming channel with a Roku and Amazon Fire connected device. This year-long project provides a tremendous opportunity to showcase all the incredible video assets that the Northern Outer Banks has created within the department, in a well-organized way. 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 an 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 the Northern Outer Banks app, available for download via the **App Store** and on **Google Play**.

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, dining, accommodations, and attractions listings
- Deals and Specials
- Event Listings
- Beach Access Locations
- Beach Driving Information
- Beach Safety Tips
- ... 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 Corolla, as well as those staying in Dare County, of the many reasons to visit our Beaches, Mainland and Kottts Island 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. The only difference in 2026-2027 is that we will work 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. These stations include **WXPN (Philadelphia), WTMD (Baltimore and Norther Virginia), WNRN (Richmond, Hampton Roads and Northern Virginia), and WYEP (Pittsburgh)**. We also are working with Audacy, one of the largest providers on terrestrial and digital streaming radio, to provide us commercial airtime on their top stations in several of our key feeder markets with content focused on family and the holiday season in Q4. We are also working with Curtis Media Group to provide digital streaming radio in the form of radio and podcast based on our demographic information provided.

PUBLIC RELATIONS:

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

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

PR Coordination and Writer Visits:

Martin Armes Northern Outer Banks and Hobie collaboration – visit happened Oct. 8-12th, 2025 – influencers Billy & Sierra Sponsored by Hobie coming to promote destination via their social outlets

Final report for campaign January 2, 2026 (see below)

43,663 total entries

11,315 unique entries (without duplicates)

5,496 NOBX new emails for database (see your excel tab file)

5,115 Hobie new emails for database

Christine Hildebrand – March 26th, 2026 - Request for images for the Currituck Maritime Museum for an article in The Magazine Antiques

Martin Armes – April 2026 - Golf Issue of Business North Carolina Magazine will highlighted our golf course rankings

Top 100 Courses in NC (all courses – public and private)

62 Currituck Club (up from 63 last year)

82 Kilmarlic (82 last year)

Top 60 Courses You Can Play in NC (public access)

19 Currituck Club

26 Kilmarlic

47 Nags Head

52 The Carolina Club

TV Appearances:

Coast Live- February 24th, 2026 - Dorothy Johnson & Leon Saunders Jr. promoted Historic Jarvisburg Colored School

Good Morning Virginia – March 4th, 2026 – Michele & Meghan Agresto promoted the Currituck beach Lighthouse as well as Historic Corolla Park and its attractions.

Pittsburgh Today – March 12th, 2026 – Michele & Wendy Murray highlighted H2OBX as well as all the mainland has to offer our guests.

Good Morning Washington – March 19th, 2026 – Michele & Nancy Harvey focused on the events in Historic Corolla Park, the additional park attractions and booking your vacation now.

- Regular distribution of press releases (Currituck Bulls & BBQ, Betsy Dowdy Ride, 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 2026-27, the following shows have been identified to showcase our area:

Washington, DC – Jan. 17-18, 2027

New York, NY – Jan. 23-24, 2027

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 2026-27 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 first time visitors and return visits

Target audience: potential, first-time and returning visitors

Types of content we share: photos, videos, event information, links to stories, owned content (podcasts, docuseries), important County Emergency information that involves visitors

Key performance indicators (KPIs): engagement (views, 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

[@OBXCWE](#): 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, reels, owned content (podcasts, docuseries), videos (visual medium)

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

Misc.: continuing to grow (18K+ 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 (6,976 followers)

Desired Posting Frequency:

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

2026-27 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
- 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.)

Page	Facebook followers ↓	Follows ↑	Published content ↑
 Visit Myrtle Beach, South Carolina Official Visit Myrtle Beach page - your go-to destination for sun, f...	1.8M	↑ 1.6K	20
 VISIT FLORIDA Official guide to the Sunshine State 🌞 Live more Floridays 📌 Hide...	1M	↑ 25	19
 Ocean City, MD - Tourism The official page of Ocean City, Maryland. With everything from sunb...	1M	↑ 10	28
 Visit The Outer Banks The Official Fan Page of the Outer Banks of North Carolina.	711.2K	↑ 643	10
 The Northern Outer Banks Discover a land of wild wonder!https://northernouterbanks.com/ Wa...	373.9K	↑ 741	22
 Visit Virginia Beach Official #tourism organization for #VirginiaBeach	270.3K	↑ 224	9
 Visit North Carolina Whether you're planning a day trip, weekend retreat or weeklong vac...	241K	↑ 71	11
 The Crystal Coast Official Facebook Page of The Crystal Coast - North Carolina's Gem ...	193.7K	↑ 694	14

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.

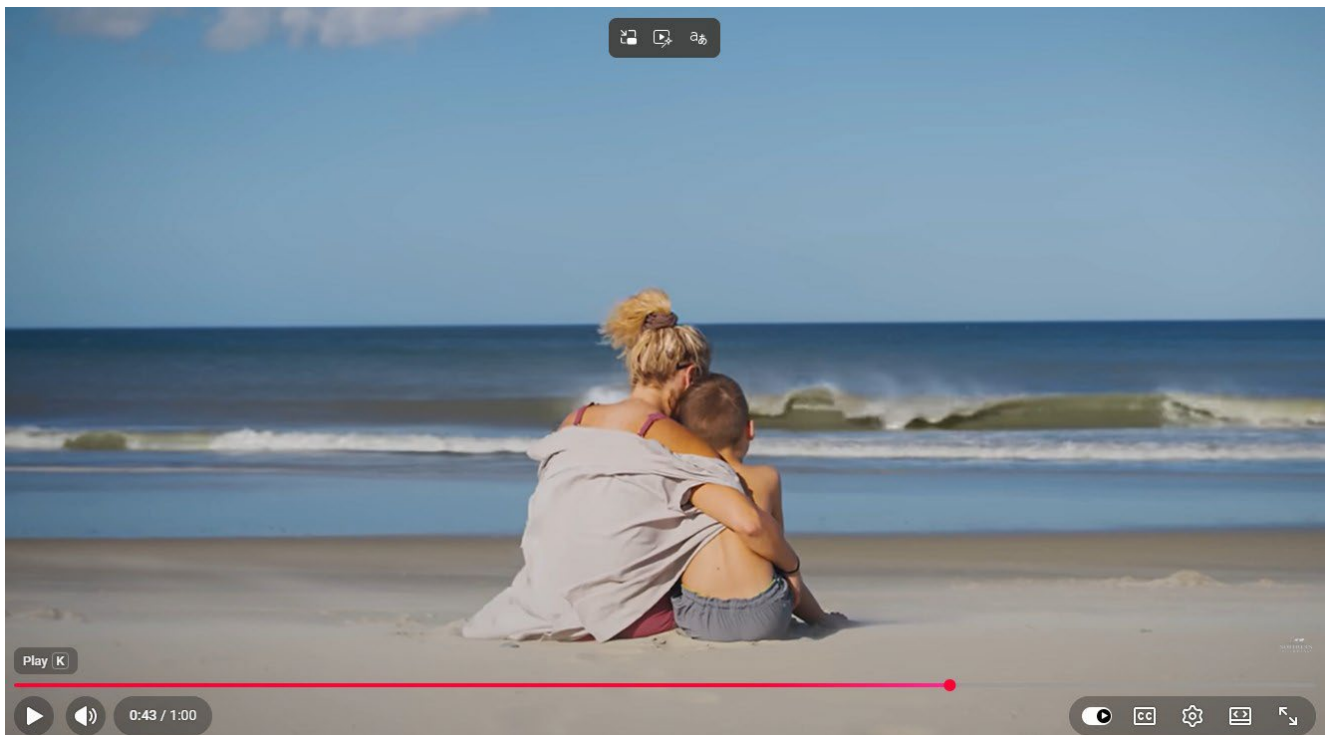
Accomplishments to Date (FY 2025-26):

- Roku
 - Our Northern Outer Banks streaming channel continues to be in the top 10% of the travel genre, primarily due to our streaming ad campaigns.
- YouTube
 - 8,950,859 Views (July 2025 – June 2026)
- Vimeo
 - 3,994,822 Impressions (July 2025 – June 2026)
 - 679,229 Views (July 2025 – June 2026)
- Videos Produced to Date
 - In-Market Summer Commercials
 - Owned Media Video Projects – 4X4 Docuseries, Historic Origins Series, Corolla Wild Horse Series
 - Podcast Series – Biweekly Starting in September 2025 (13 Episodes in 2025-26)
 - Event Commercials for 2025-2026
 - 2026 Under the Oaks Arts Festival
 - 2026 Yoga in the Park
 - 2026 Independence Day Celebration
 - 2026 Corolla Cork and Craft
 - 2025 Currituck Bulls & BBQ
 - 2025 Christmas in Corolla
 - 2025 Fall Campaign Holiday Commercials
 - 2025 Spring/Summer Commercial Campaign



Projects for 2026-27 to support our website, TV commercials, and various video and social media platforms include:

- 2026 Fall and Holiday Campaign
- 2027 Spring/Summer Commercial Campaign
- Owned Media Video Projects
 - Docuseries – Historic Origin Series and Hidden Gems Series
 - Podcast (Video and Audio) – Biweekly Northern OBX Podcast
- 2026-27 In-Market Spring/Summer Commercials
- 2026 In-Market Fall/Winter Commercials
- Event Commercials for 2026-2027
 - 2026 Currituck Bulls & BBQ
 - 2026 Christmas in Corolla Series of Commercials
 - 2027 Under the Oaks Arts Festival
 - 2027 Independence Day Celebration
 - 2027 Corolla Cork and Craft
 - 2027 Yoga in the Park



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)

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

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

A promotional banner for the Corolla Cork & Craft event. The background features a scenic view of a historic building in Corolla, North Carolina, with a lighthouse visible in the distance. In the foreground, a hand holds a wine glass filled with white wine, which reflects the building and lighthouse. A central white sign with a black border contains the text: "Join Us at Whalehead for COROLLA CORK & CRAFT Wine, Beer, Cocktails & Crafts". To the right of the sign is a black button with the text "PLAN NOW" and the Whalehead logo, which consists of a large white "W" above the words "WHALEHEAD IN HISTORIC COROLLA". Below the main image, a black bar contains the text "IN HISTORIC COROLLA PARK" in white. Below this bar, another black bar contains the text "Wednesday, August 5th, 12:00 - 7:00 pm" and "Free Admission • CorollaEvents.com" in white. At the bottom, a final black bar contains the text "LOCAL WINE, BEER, COCKTAILS & CRAFTS, FOOD TRUCK & LIVE MUSIC" in white.

Join Us at Whalehead for

COROLLA CORK & CRAFT

Wine, Beer, Cocktails & Crafts

PLAN NOW

W
WHALEHEAD
IN HISTORIC COROLLA

IN HISTORIC COROLLA PARK

Wednesday, August 5th, 12:00 - 7:00 pm
Free Admission • CorollaEvents.com

LOCAL WINE, BEER, COCKTAILS & CRAFTS, FOOD TRUCK & LIVE MUSIC

Visitation: Welcome & Visitor Center and Website Traffic

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

	July 1, 2022 to June 30, 2023	July 1, 2023 to June 30, 2024	July 1, 2024 to June 30, 2025	July 1, 2025 to June 30, 2026
Currituck Welcome Center - Moyock	**56,801	63,275	58,327	58,846
Corolla Visitor Center	47,719	40,856	32,678	32,077

** 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 restaurants 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 2021-2022	Fiscal Year 2022-2023	Fiscal Year 2023-2024	Fiscal Year 2024-2025	Fiscal Year 2025-2026
Sessions	838,985	978,708	914,745	1,024,392	1,506,954
New Users	778,869	777,331	730,579	785,682	1,247,002
Bounce Rate	33.91%	41.07%	49.05%	44.4%	70.83%
Conversions*	123,324 (15.83%)	99,320 (12.78%)	93,788 (12.84%)	61,812 (7.87%)	84,245 (6.67%)

* 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.

The launch of the new Northern Outer Banks website in June 2025 significantly expanded the destination's digital presence and successfully attracted a larger audience of prospective visitors. Website sessions increased by nearly **47%**, rising from **1,024,392 to 1,506,954**, while new users grew

*by almost **59%**, from **785,682 to 1,247,002**. Total website conversions also increased substantially, climbing from **61,812 to 84,245**, a gain of more than **36%**. While the conversion rate declined from **7.87% to 6.76%**, the increase in total conversions demonstrates that the website generated more meaningful visitor actions despite reaching a much broader audience. The higher bounce rate is likely influenced by the June 2025 website redesign and changes in Google Analytics 4 engagement measurement. Overall, the website is successfully expanding its reach, attracting new audiences, and driving increased visitor engagement while providing opportunities to further improve conversion efficiency.*

These and other reports, along with the yearly Strategic and Marketing Plan, will be available in the Business Resources section of NorthernOuterBanks.com.

Organization Affiliation

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

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 Northern Outer Banks Welcome Center and Northern Outer Banks - Corolla Visitor Center
- Inclusion in Visitor Guide listings and other publications
- Listing on the North Carolina tourism website (VisitNC.com)
- Lead Sharing
- Display case promotion at the Northern Outer Banks 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 \$150,000 will be awarded each year (applications due April 15)

CURRITUCK COUNTY BOARD OF COMMISSIONERS

Tony Angell, District 1

Selina S. Jarvis, District 2, Vice-Chair

Mike H. Payment, District 3

Janet Rose, District 4

Troy Breathwaite, District 5

Paul O’Neal, At-Large, Chair

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.

Michael Martine (Chair)

Eye Candy Digital Video

Damian Dondero (Vice-Chair)

H2OBX Waterpark

Shaun Belangia (Board Member)

The Migrating Duck (Private Chef)

Buddy Byrum (Board Member)

Buffalo City Distillery

Janice Farr (Board Member)

Sun Realty

William Knoch (Board Member)

Corolla Carts LLC

Brooke Mayo (Board Member)

Brooke Mayo Photography Inc.

Tourism Development Authority Appointee:

Tony Angell, Commissioner

Ex-officio Staff Members:

Rebecca Gay, County Manager

Tameron Kugler, Director, Department of Travel & Tourism