



**Currituck County
Department of Travel & Tourism**

**MONTHLY REPORT
January 2011**



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Monthly Report Summary for January 2011

Currituck Outer Banks Visitor's Center

January	2011	2010
Telephone	closed	closed
Walk-In	closed	closed

Moyock Welcome Center

January	2011	2010
Telephone	110	95
Walk-In	514	721

Website Statistics

January	2011	2010	Percentage change
Overall Hits	1,114,155	1,490,164	-25%
Overall Page Views	98,104	94,735	4%

Gas Price Statistics

January	2011	2010
Gas Average	\$3.09	\$2.71

Collected Tax

December	2011	2010
Sales Tax	321,680	338,933
Occupancy Tax	109,809	106,407

Brochure Distribution

January	2011	2010
Vistor Guide	5,495	6,928
Wedding Guide	1,052	2,763
Shopping and Dining Guide	607	232
Outer Banks Newspaper	70	141
Total Guides	7,224	10,064

Top 20 States and 5 Countries Requesting Information

	January	December	November	October	September	August	July	June	May	April	March	February	January	Total
Visitor Information Requested by State	4,737	6,440	11,917	14,532	10,869	8,755	12,487	10,662	15,083	21,193	14,611	9,355	7,275	147,660
North Carolina	384	1,569	1,883	1,962	586	883	2,389	1,965	2,311	3,168	2,460	2,562	1,853	23,975
Pennsylvania	383	321	1,113	1,567	743	815	967	798	1,519	1,438	1,090	487	434	11,675
Virginia	343	300	616	826	898	567	683	365	828	768	758	786	261	7,999
New York	295	325	1,126	1,521	826	922	1,066	800	1,424	1,222	988	475	345	11,335
Florida	271	387	837	740	738	788	750	623	641	1,289	732	467	420	8,683
Texas	251	243	373	423	532	239	508	469	415	1,077	514	238	250	5,532
Illinois	227	253	372	366	401	189	324	325	434	867	490	230	203	4,681
New Jersey	198	168	478	689	483	370	398	538	932	875	509	246	186	6,070
Ohio	196	324	649	804	484	670	807	504	1,066	1,346	798	432	279	8,359
Michigan	175	170	197	312	352	149	220	230	317	538	486	254	188	3,588
Georgia	172	176	246	347	309	308	358	294	297	737	373	230	308	4,155
California	162	153	333	404	425	195	366	321	370	524	442	245	291	4,231
Maryland	130	143	400	437	271	389	459	236	608	485	344	157	162	4,221
Indiana	128	168	182	257	262	136	178	209	270	619	390	183	141	3,123
Tennessee	123	84	168	304	289	124	275	274	241	508	312	192	146	3,040
Wisconsin	107	64	114	177	241	91	147	177	217	414	270	115	106	2,240
Connecticut	97	66	203	358	194	105	139	174	352	320	201	111	89	2,409
Missouri	87	138	218	225	194	110	171	184	230	494	276	133	115	2,575
Massachusetts	86	76	397	334	219	196	249	164	239	381	242	150	99	2,832
Minnesota	78	57	77	121	154	54	80	119	124	191	186	105	81	1,427
Visitor Information Requested By Country	4,800	6,502	12,107	14,579	10,897	8,816	12,612	10,729	15,131	21,275	14,679	9,498	7,436	149,126
United States	4,737	6,440	11,917	14,532	10,869	8,755	12,487	10,662	15,083	21,193	14,611	9,355	7,275	147,916
Canada	41	56	186	38	23	49	112	54	34	53	31	86	146	909
Puerto Rico	6		2	4	7	6	4	11	9	12	11			72
Australia	3					1		2	4	3	2		2	17
Lithuania	2		2					1		1	3	2		11
United Kingdom	2		1	2	2	4	2	1	2	6	4	6	2	34

Department Publications Distributed by Mail Visitors' Requests

Individual Guides Requested

	January	December	November	October	September	August	July	June	May	April	March	February	January	Total
Visitor Guide	3,945	4,082	9,584	12,203	10,604	8,222	10,264	8,559	13,064	18,891	12,158	5,718	4,968	122,262
Wedding Guide	754	2,251	2,494	2,373	92	624	2,378	2,207	2,111	2,386	2,576	3,822	2,527	26,595
Shopping and Dining Guide	163	87	9	104	280	161	199	244	287	351	309	261	14	2,469
Total	4,862	6,420	12,087	14,680	10,976	9,007	12,841	11,010	15,462	21,628	15,043	9,801	7,509	140,044
Wedding & Visitor Guides	17	25	13	18	58	28	37	40	45	40	55	40	1	417
Shopping and Dining & Visitor Guide	163	86	9	103	278	160	194	235	277	315	304	261	4	2,389
Visitor Guide Last Year	6,928	8,457	7,140	11,373	9,524	4,507	5,589	5,650	9,981	8,294	8,866	4,729	4,760	95,798

Source Of Requested Guides From Printed Materials

	January	December	November	October	September	August	July	June	May	April	March	February	January	Total
2010 Spring/Summer Travel Guide										867				867
AARP		33	208	601	3,005			17	135	721	1,800			6,520
AAA World	245													245
America's Best Vacations			1,679	1,353			73		2,655				180	5,940
Bridal Guide	305	262	294	546	508	673	461	433	416	456	621	683	604	6,262
Brides	373	180	59											612
Budget Travel	7	34	33	186	172				30	158			1	621
Carolina Living	569	256	241	416	329	483	330	330	324	392	637	340	381	5,028
Civil War Traveler	537					218	299	313	165	238	236	197	222	2,425
Coastal Living		10	31	63	276	2	1	2	1	14	25	80	9	514
Compass Marketing	43	122	497	1,800	728	520	895	1,400	1,577			80	41	7,703
Country Living	72	19	7	5	37	74	5	10	10	12	11	101	6	369
Destination Weddings & Honeymoons						1	7	7	5	44	14	2		80
Escape to the Southeast		11		21		609				863			188	1,692
Family & Heritage Travel			199	1,609	1,442	172	365	682	1,407	539				6,415
Family Travel Insert								542	712	1,962	1,756	161	4	5,137
Good Housekeeping	74	157	281	864	1,210	827	138	1,047	71	510	1,831	713		7,723
Great Vacation Getaways								366	1,160	611				2,137
Martha Stewart Weddings	50	58	76	58	14	4	2	4	23	5	5	9	29	337
Midwest Vacation Guide						42	114	106	372	1,076				1,710
Modern Bride												33	91	124
NC Travel Guide								1			411			412
New York Times Magazine			2	52			23	381	183					641
O Magazine	340	1,086	1,744	1,183	1,233	1,782	1,809	827	843	1,514	302	813	926	14,402
Outer Banks Visitor Guide						27	56	90						173
Outer Banks Wedding Guide								62	43	77	58	45	73	358
Parade	736	201	970	694								128	1,238	3,967
Reader's Digest	36	51	128	663	35	103	115	165	717	861	1,312	579	49	4,814
Redbook			709	1,291										2,000
Southeast Tourism Society	678	1,386	1,305	195		149	824	834	935	4,248		384	759	11,697
Southern Living	63	48	93	200	898	272	703	95	95	375	953	114	146	4,055
The Knot		1,640	1,889	1,681	1,820		1,776	1,651	1,558	1,784	1,805	2,591	1,709	19,904
USA Weekend	10	15	110	7	20	15	6	268	134	148	218			951
Virginia Travel Guide					281									281
Virginia Wine Lover Magazine	86	164	104	230	281									865
Woman's Day	55	109	314	501	60	17	837	222	549	2,500	816	1,019	91	7,090
	4,279	5,842	10,973	14,219	12,349	5,990	8,839	9,855	14,120	19,975	12,811	8,072	6,747	134,071

Source Of Requested Guides From Internet Materials

	January	December	November	October	September	August	July	June	May	April	March	February	January	Total
www.coastalguide.com	152	54	42	78	11	99	195	279	221	237	213	216	270	2067
www.coasthost.com					17				77	88	55	60	33	330
Facebook				4							712			716
Knot			4											4
www.outerbanksweddingassoc.org		3	3	9	4	3	4	5	5	1	5	4	12	58
www.travelguidesfree.com							45	229	196	342	276	211	276	1575
Outer Banks Wedding Guide	6		75											81

VisitNC.com	82	828												910
VisitCurrituck.com	1	1	1		2	2	4		356	426	408	419	309	1929
	159	140	953	91	34	104	248	513	855	1,094	1,669	910	900	7670

Requested Guides From Other Sources

	January	December	November	October	September	August	July	June	May	April	March	February	January	Total
Requests by Mail							2	1					1	4
Requests by E-mail	1	1	2	2	4	1	2	7	3	5	2	4	3	37
TV Commercial														0
Visitor's Center (Telephone)	23	26	48	66	76		44	74	155	201	205	120	93	1,131
	24	27	50	68	80	1	48	82	158	206	207	124	97	1,148

Requested Guides From Trade Shows and Events

	January	December	November	October	September	August	July	June	May	April	March	February	January	Total
Visitor's Guide	1,425			816						321			1,066	3,628
Wedding Guide	296			6						4		406	231	943
Shopping & Dining Guide	357			29									153	539

Visitor Information Requested, www.VisitCurrituck.com

	January	December	November	October	September	August	July	June	May	April	March	February	January	Total
AARP	18	15	12	20	15	44	29	24	37	37	49	42	27	369
Better Homes & Gardens	2	3	4	2	8	5	5	4	7	3	4	6	3	56
Bridal Guide	7	2	6	1		7	8	8	7	1	1	9	8	65
Budget Travel	1		1	1	8		2		2	2	3	3		23
Carolina Field Trip					1							1	3	5
Carolina Heritage								1						1
Carolina Living	1	2	2	3	1	1			7	10	5	3	1	36
Civil War Traveler						1		1						2
Coastal Living	5	2	1	2	2	4	9	6		4	6	8	15	64
Country Living	2	3		1		1	1		1	2	8	4		23
Cultural Traveler	2													2
Destination Honeymoons & Weddings							2		1	1	3	1	7	15
Discover America/US Travel Guide		2												2
Facebook, Twitter, Myspace, Blog	8		5	4	5	7	12	8	31	39	32	29	8	188
Golf Digest	1		1	2		5		1						10
Golf World											1	1		2
Good Housekeeping	3	1	1	1	2	2	3		7	9	16	34	6	85
Google Ads											86			86
Google Search	43	26	25	18	37	33	69	69	57	68		75	71	591
Gregory Gospel					1									1
Ladies Home Journal	1			1	2			1				2	1	8
Martha Stewart Weddings	1													1
Midwest Vacation Guide					1	2								3
Modern Bride											1	1	3	5
National Geographic Traveler								1						1
NC Official State Travel Guide	6	4	4	1	7	9	10	9		12	9	10	17	98
New York Times						2		1	4	11	3	5	1	27
Newspaper			2	1	2	2	4		4	8	12	10	1	46
O Magazine	2	2	1	2		3	1	4	3	1	1	2	1	23
Other	75	48	55	47	53	71	119	114	132	148	107	118	100	1,187
Our State	1	4	4	3	8	6								26

Monthly Statistics From VisitCurrituck.com

	January	December	November	October	September	August	July	June	May	April	March	February	January	Total
Traffic Statistics														
Visits	40,796	55,788	53,385	69,213	46,995	47,709	60,461	68,783	76,304	73,171	49,967	39,110	28,004	709,686
Unique Visitors	14,101	29,732	26,452	44,153	25,389	24,807	34,756	39,226	42,823	40,679	27,065	20,161	13,737	383,081
New Visitors	12,462	27,725	24,037	41,344	22,549	22,571	31,952	36,146	39,163	38,049	25,176	18,658	12,608	352,440
Return Visitors	1,639	2,007	2,415	2,809	2,840	2,236	2,804	3,080	3,660	2,630	1,889	1,503	1,129	30,641
Average Time Spent On Website														
	2 minutes 26 seconds	1 minute 23 seconds	2 minutes 46 seconds	1 minute 11 seconds	1 minute 23 seconds	1 minute 25 seconds	1 minute 36 seconds	1 minute 37 seconds	1 minute 33 seconds	1 minute 46 seconds	1 minute 46 seconds	1 minute 39 seconds	1 minute 54 seconds	
Overall Hits	1,114,155	1,885,436	1,542,600	2,133,755	2,273,050	2,163,002	3,574,197	4,235,885	4,182,055	4,201,446	3,000,396	1,923,604	1,490,164	33,719,745
Overall Page Views	98,104	122,357	127,399	172,615	119,717	128,362	203,280	237,416	235,057	237,268	179,590	122,137	94,735	2,078,037
Bounce Rate	59.57%	67.04%	59.75%	43.71%	56.55%	52.69%	53.19%	50.35%	53.28%	51.62%	47.56%	46.20%	45.26%	7
Number of pages viewed per visit	2.93	2.22	2.66	3.35	2.96	3.43	3.49	3.60	3.35	3.44	3.74	3.90	3.44	43
Search Engine Referrals														
Google	2,902	10,118	9,444	10,367	12,257	10,993	23,080	30,716	29,888	25,842	17,976	10,916	7,268	201,767
AOL NetFind	50	170	102	220	337	273	372	387	503	594	152	110	65	3,335
Yahoo	324	167	202	294	621	321	270	200	288	528	379	361	381	4,336
Compuserve	10	67	35	66	52	83	124	156	221	259	71			1,144
Ask Jeeves	23	47	31	45	62	55	75	64	84	68	36	13	8	611
MSN	6	6	11	51	128	31	20	24	52	118	24	47	56	574
Top 10 Referring Websites Visits														
entered www.visitcurrituck.com	1,810	1,745	1,633	2,035	1,796	2,677	4,192	5,043	5,192	13,426	10,732	8,485	6,953	65,719
www.google.com	1,466	7,078	6,144	7,196	8,797	6,771	14,916	21,678	19,858	18,152	12,786	9,011	5,143	138,996
googleads.g.doubleclick.net	1,331	1,155	949	1,786	1,658	1,311	3,165	4,411	5,230	4,716	3,298	1,239	1,531	31,780
ad.reachjunction.com	644													644
ad.e-viral.com	562													562
www.wunderground.com	545	489	408	420	382	432	458							3,134
ad.yieldmanager.com	545		797	2,163	37				164					3,706
www.youtube.com	533	3,159	2,355	1,598	509	1,275	2,111	1,555	1,807	804	450	75	203	16,434
ad.yieldads.com	383													383
adserving.cpxinteractive.com	373													373
Total Visits	12,297	18,664	17,817	21,478	18,858	19,907	35,829	42,202	53,459	49,569	35,858	23,151	17,877	354,669

Website Page Hits By Top 10 Countries

United States	908,661	1,478,007	1,260,863	1,786,202	1,911,763	1,835,863	3,021,330	3,609,195	3,527,164	3,608,769	2,587,897	1,673,976	1,311,595	28,521,285
Unknown	134,549	270,708	181,743	242,267	216,483	199,517	332,196	381,801	382,656	329,216	222,826	145,781	94,496	3,134,239
Canada	50,103	104,385	65,206	69,675	93,223	88,821	179,983	210,154	234,523	212,023	150,142	68,962	58,611	1,585,811
United Kingdom	2,513	9,210	5,928	9,812	15,515	11,471	9,700	11,315	9,766	9,854	9,532	6,697	3,837	115,150
Japan	1,939	3,459	1,845	1,585	1,485	1,220	2,009	1,557	1,472	4,110	2,539	606	518	24,344
Ukraine	1,117	2,151	827	1,063	863	215		428		410	405	781	390	8,650
China	2,202	2,050	2,013	2,458	3,424	1,640	1,848	1,591	2,142	1,681	2,836	1,819	1,478	27,182
India	1,294	1,890	2,369	2,300	4,100	3,955	4,948	3,343	3,020	3,985	2,330	1,815	3,348	38,697
Israel	145	1,037	99	178		756	550	229	150	454			244	3,842
Australia	421	954	448	1,046	774	1,368	804	689	722	241	1,210	1,013	318	10,008
Total	1,113,831	1,884,132	1,540,519	2,132,486	2,270,380	2,160,500	3,569,650	4,232,337	4,182,055	4,201,446	3,000,396	1,923,604	1,490,164	33,701,500

Website Page Hits By Top 20 States

Unknown	85,793	168,153	114,668	239,765	149,321	157,201	263,838	298,478	297,676	310,592	221,692	148,537	96,325	2,552,039
North Carolina	104,936	151,831	143,157	227,574	282,060	320,975	408,819	456,032	496,641	463,666	356,679	233,102	196,270	3,841,742
New York	90,416	129,499	101,143	140,039	104,213	121,738	187,256	202,219	209,997	303,338	193,053	110,022	83,150	1,976,083
Virginia	96,831	111,253	107,319	189,467	209,572	247,488	398,781	459,966	409,937	399,429	266,152	193,962	138,889	3,229,046
Pennsylvania	77,457	99,694	83,833	106,662	119,812	164,198	236,167	291,687	254,147	262,635	231,796	150,886	145,649	2,224,623
Florida	42,765	89,888	73,310	81,403	89,163	90,602	140,087	158,133	161,577	160,114	106,592	70,278	58,949	1,322,861
Ohio	68,128	70,426	61,530	61,706	62,063	64,814	145,923	223,476	185,992	197,183	160,259	118,852	78,870	1,499,222
California	32,859	64,703	62,449	57,244	35,005	40,359	81,065	59,688	61,875	49,286	34,392	23,851	23,912	626,688
New Jersey	51,893	63,985	61,732	87,938	70,810	100,115	129,255	161,263	157,945	156,776	116,223	79,629	74,783	1,312,347
Georgia	15,847	47,318	38,223	57,349	56,278	40,166	92,444	132,903	130,991	123,769	82,853	52,888	30,723	901,752
Illinois	18,284	45,439	42,009	35,540	36,645	32,647	77,659	96,499	97,945	92,762	71,110	36,930	25,769	709,238
Massachusetts	17,695	44,301	34,805	38,968	32,688	42,482	83,029	100,229	98,660	118,521	71,462	41,044	28,903	752,787
Maryland	32,284	41,195	41,513	57,360	66,811	67,083	143,599	154,125	167,790	163,793	104,066	69,045	59,952	1,168,616
Indiana	11,452	30,810	24,538	27,974	24,518	18,445	47,588	56,879	55,090	53,128	43,524	29,539	24,358	447,843
Texas	26,131	30,390	24,070	53,981	41,685	37,210	82,175	105,135	94,251	98,856	56,777	22,617	25,248	698,526
Tennessee	8,890	29,889	19,916	32,908	36,466	28,294	57,099	90,288	81,658	68,320	41,787	29,415	23,949	548,879
West Virginia	8,621	28,803	30,770	41,968	46,056	42,139	55,922	77,013	70,159	70,265	48,769	21,648	20,026	562,159
Washington	21,104	26,868	24,277	15,277	9,437	9,356	23,126	9,938	13,768	11,727	7,165	5,405	5,701	183,149
South Carolina	10,791	25,878	23,231	33,456	26,281	24,839	53,670	62,374	67,534	62,320	45,870	24,460	19,731	480,435
Kentucky	10,125	22,302	16,909	21,429	17,950	16,198	36,884	63,644	55,636	61,755	35,876	32,969	13,161	404,838
Total	908,278	1,477,440	1,260,501	1,785,752	1,910,834	1,835,483	3,025,556	3,604,599	3,527,164	3,608,769	2,587,897	1,673,976	1,311,595	28,517,844

E-Marketing

Currituck Outer Banks Online Visitor Guide Downloads from Nxtbook Media

	January	December	November	October	September	August	July	June	May	April	March	February	January	December	November	October
Page Views	40	2	0	337	256	529	121	1,311	3,243	3,761	1,595	3,682	1,537	1,721	3,347	4,953
Visits	5	2	0	44	31	56	37	138	234	265	98	256	96	126	258	345
Unique Visitors	4	2	0	43	31	56	37	134	207	245	87	232	77	108	247	323

Currituck Outer Banks Online Shopping and Dining Guide Downloads from Nxtbook Media

	January	December	November	October	September	August	July	June	May	April	March	February	January	December	November	October
Page Views	160	106	177	254	640	969	780	428	1,455	1,333	180	1,084	308	487	689	1,157
Visits	10	5	11	19	77	96	54	38	76	81	21	82	19	47	47	56
Unique Visitors	10	5	10	19	77	93	52	38	70	69	20	75	17	35	45	53

Currituck Outer Banks Online Wedding Guide Downloads from Nxtbook Media

	January	December	November	October	September	August	July	June	May	April	March	February	January	December	Total
Page Views	232	76	150	500	434	536	377	252	384	537	319	669	380	741	5,587
Visits	20	8	10	28	32	37	29	24	25	44	26	56	26	56	421
Unique Visitors	18	6	10	25	31	34	25	22	25	39	24	46	22	36	363

Currituck Outer Banks Brochure Downloads from www.visitnc.com

	January	December	November	October	September	August	July	June	May	April	March	February	January	December	November	October
Downloads	31	66	96	129	192	229	278	288	190	183	179	119	156	56	58	53

Online Ad Placement

January 2011

Ad location	Details	Distribution
OBX.com	Feature Listing	11/01/2010-6/30/2011
VisitNC.com	Video's & Banner Ad Placement	11/01/2010-06/30/2011
WeatherUnderground.com	Banner Ad Placement	11/01/2010-6/30/2011
CarolinaLiving.com	Banner Ad Placement	11/01/2010-06/30/2011
Tripinfo.com	Map & Banner Ad Placement	11/01/2011-6/30/2011
SouthernLiving.com	Banner Ad Placement	11/01/2010-6/30/2011
Visitsouth.com	Banner Ad Placement	11/01/2010-6/30/2011
Madden Media	Interactive online Brochure	11/01/2010-6/30/2011



December 2010

Ad location	Details	Distribution
OBX.com	Feature Listing	11/01/2010-6/30/2011
VisitNC.com	Video's & Banner Ad Placement	11/01/2010-06/30/2011
WeatherUnderground.com	Banner Ad Placement	11/01/2010-6/30/2011
CarolinaLiving.com	Banner Ad Placement	11/01/2010-06/30/2011
Tripinfo.com	Map & Banner Ad Placement	11/01/2011-6/30/2011
SouthernLiving.com	Banner Ad Placement	11/01/2010-6/30/2011
Visitsouth.com	Banner Ad Placement	11/01/2010-6/30/2011
Madden Media	Interactive online Brochure	11/01/2010-6/30/2011

November 2010

Ad location	Details	Distribution
ReadersDigest.com	Banner Ad Placement	10/1/2010-11/30/2010
OBX.com	Feature Listing	11/01/2010-6/30/2011
VisitNC.com	Video's & Banner Ad Placement	11/01/2010-06/30/2011
WeatherUnderground.com	Banner Ad Placement	11/01/2010-6/30/2011
CarolinaLiving.com	Banner Ad Placement	11/01/2010-06/30/2011
Tripinfo.com	Map & Banner Ad Placement	11/01/2011-6/30/2011
SouthernLiving.com	Banner Ad Placement	11/01/2010-6/30/2011
Visitsouth.com	Banner Ad Placement	11/01/2010-6/30/2011
Madden Media	Interactive online Brochure	11/01/2010-6/30/2011

Currituck Tourism Press Coverage

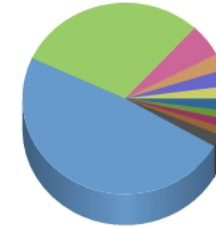
Top reporting outlets by editorial value combined

	January	December	November	October	September	August	July	May	April	March	February	January	Total
Total Ad Value	\$ 103,038.13	\$ 43,370.82	\$ 27,147.15	\$ 5,130.98	\$ 242,510.00	\$ 160,155.94	\$ 120,485.60	\$ 55,362.24	\$ 21,366.00	\$ 22,775.03	\$ -	\$ -	\$ 801,341.89
Yahoo!News	\$ 64,988.52	\$ 28,281.15						\$ 1,043.49		\$ 1,043.49			\$ 95,356.65
Bridal Guide	\$ 21,502.80												\$ 21,502.80
Virginian Pilot	\$ 6,450.00	\$ 13,760.00	\$ 26,164.00	\$ 2,110.00	\$ 38,318.00	\$ 13,280.00	\$ 78,228.00	\$ 14,019.00	\$ 7,422.70	\$ 16,749.51	\$ 1,476.00	\$ 17,712.00	\$ 235,689.21
San Francisco Chronicle-Online	\$ 3,104.67				\$ 3,073.00								\$ 6,177.67
News and Observer	\$ 1,821.20			\$ 475.89		\$ 475.89	\$ 1,427.67	\$ 4,553.40	\$ 953.51	\$ 101.72		\$ 1,821.20	\$ 11,630.48
NewsOK.com(Oklahoman)	\$ 1,604.20												\$ 1,604.20
UPI.com	\$ 864.62	\$ 388.47											\$ 1,253.09
News & Observer- Online	\$ 776.14												\$ 776.14
Active Rain.com	\$ 630.64												\$ 630.64
Virginian Pilot Online	\$ 505.45	\$ 551.34	\$ 551.34	\$ 183.78	\$ 1,470.00	\$ 735.12	\$ 1,929.69						\$ 5,926.72

January's Top-Rated Story Outlet Ad Value

"Enjoy the Off Season of the Outer Banks"
Yahoo! News
\$32,494

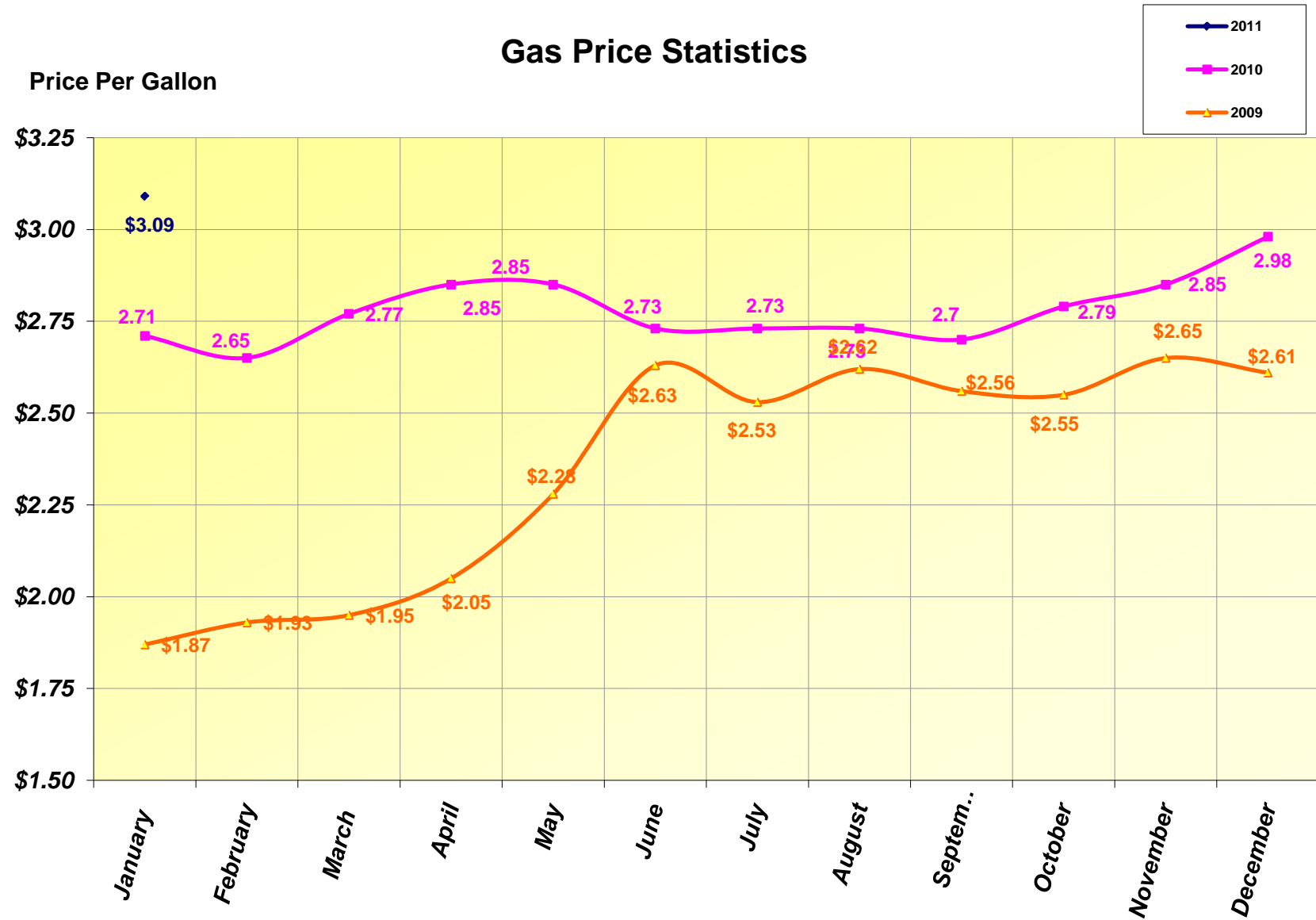
News by Category Chart



Color Name	Value	Pct.	Color Name	Value	Pct.
Vacation Rentals	70	48.61 %	(Other)	3	2.08 %
Spotlight-Local Business	43	29.86 %			
Trade Show	8	5.56 %			
Navy Airfield	4	2.78 %			
Toll Hike	4	2.78 %			
History	3	2.08 %			
Shipwreck	3	2.08 %			
Corolla Vacation	2	1.39 %			
Research-Season Outlook	2	1.39 %			
Wild Horses	2	1.39 %			

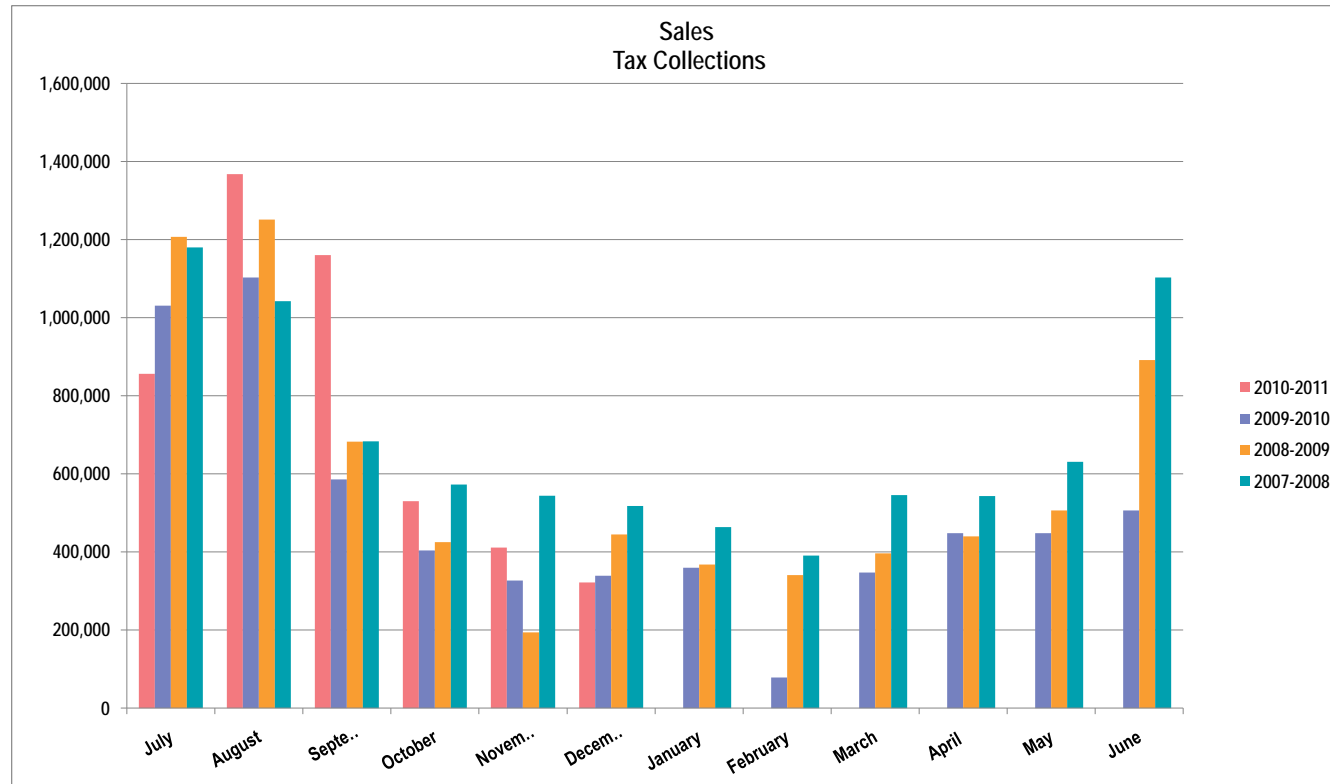
01/01/2011 to 01/31/2011

Gas Price Statistics



Currituck County Sale & Use Distributable Tax

	2010-2011	2009-2010	2008-2009	2007-2008	Difference Of 2009-2010 & 2010-2011	Percentage Changed 2009-2010 & 2010-2011
July	856,459	1,030,798	1,207,096	1,180,384	-174,339	-16.91%
August	1,368,251	1,102,946	1,251,417	1,042,121	265,305	24.05%
September	1,160,446	585,502	682,831	683,086	574,944	98.20%
October	530,046	404,220	425,437	572,976	125,826	31.13%
November	411,220	326,875	193,956	544,115	84,345	25.80%
December	321,680	338,933	445,159	518,185	-17,253	-5.09%
January		359,309	368,072	463,939	-359,309	-100.00%
February		78,785	341,013	391,065	-78,785	-100.00%
March		347,434	396,278	545,407	-347,434	-100.00%
April		447,875	439,958	543,368	-447,875	-100.00%
May		447,875	506,587	630,593	-447,875	-100.00%
June		506,329	891,530	1,103,482	-506,329	-100.00%
	4,648,101.98	5,976,881.05	7,149,334	8,218,722		



Currituck County Occupancy Tax

	2010-2011	Difference Of 2010-2011 & 2009-2010	Percentage Changed 2010-2011 & 2009-2010	2009-2010
January				
Cottages	31,130	198	0.64%	30,933
Campgrounds	16	-71	-81.59%	87
Hotels	3,253	-2,287	-41.28%	5,539
	34,399	-2,160	-6%	36,559
December				
Cottages	99,887	-216	-0.22%	100,102
Campgrounds	249	94	60.63%	155
Hotels	9,673	3,524	57.30%	6,150
	109,809	3,402	3%	106,407
November				
Cottages	258,372	34,228	15.27%	224,144
Campgrounds	215	-34	-13.50%	249
Hotels	19,134	-494	-2.52%	19,628
	277,722	33,700	14%	244,022
October				
Cottages	745,343	23,369	3.24%	721,974
Campgrounds	404	-166	-29.15%	571
Hotels	28,565	-2,473	-7.97%	31,038
	774,313	20,729	3%	753,583
September				
Cottages	2,650,886	-124,054	-4.47%	2,774,939
Campgrounds	468	16	3.47%	453
Hotels	59,161	-5,046	-7.86%	64,207
	2,710,515	-129,084	-5%	2,839,599
August				
Cottages	3,028,745	689,208	29.46%	2,339,536
Campgrounds	960	61	6.76%	899
Hotels	58,451	732	1.27%	57,719
	3,088,155	690,001	29%	2,398,154
July				
Cottages	1,596,358	42,873	2.76%	1,553,485
Campgrounds	600	81	15.58%	519
Hotels	45,880	-697	-1.50%	46,577
	1,642,838	42,257	3%	1,600,581
June				
Cottages	419,727	-15,583	-3.58%	435,310
Campgrounds	723	17	2.35%	707
Hotels	31,832	729	2.34%	31,103
	452,283	-14,837	-3%	467,120
May				
Cottages	112,324	-18,912	-14.41%	131,236
Campgrounds	461	202	77.99%	259
Hotels	20,311	5,302	35.33%	15,009
	133,096	-13,408	-9%	146,504