



**Currituck County  
Department of Travel & Tourism**

**MONTHLY REPORT  
July 2010**



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## Monthly Report Summary for July 2010

### Currituck Outer Banks Visitor's Center

July	2010	2009
Telephone	284	281
Walk-In	7,727	6,526

### Moyock Welcome Center

July	2010	2009
Telephone	99	137
Walk-In	10,677	9,261

### Website Statistics

July	2010	2009	Percentage change
Overall Hits	3,574,197	652,593	448%
Overall Page Views	203,280	66,488	206%

### Gas Price Statistics

July	2010	2009
Gas Average	\$2.73	\$2.63

### Collected Tax

May	2010	2009
Sales Tax	506,329	506,587
Occupancy Tax	508,339	146,504

### Brochure Distribution

July	2010	2009
Vistor Guide	43,353	9,106
Wedding Guide	2,640	2,267
Shopping and Dining Guide	7,508	2,202
Outer Banks Newspaper	1,357	1,469
<b>Total Guides</b>	<b>54,858</b>	<b>15,044</b>

## Top 20 States and 5 Countries Requesting Information

	July	June	May	April	March	February	January	December	November	October	September	August	July	Total
<b>Visitor Information Requested by State</b>	<b>12,487</b>	<b>10,662</b>	<b>15,083</b>	<b>21,193</b>	<b>14,611</b>	<b>9,355</b>	<b>7,275</b>	<b>10,419</b>	<b>9,280</b>	<b>13,661</b>	<b>12,224</b>	<b>6,980</b>	<b>7,723</b>	<b>149,640</b>
North Carolina	2,389	1,965	2,311	3,168	2,460	2,562	1,853	1,541	1,767	2,152	2,630	2,076	2,135	29,009
New York	1,066	800	1,424	1,222	988	475	345	1,506	1,083	866	801	473	351	11,400
Pennsylvania	967	798	1,519	1,438	1,090	487	434	1,313	921	1,157	733	424	480	11,761
Ohio	807	504	1,066	1,346	798	432	279	510	490	646	482	224	279	7,863
Florida	750	623	641	1,289	732	467	420	746	568	1,037	1,124	376	391	9,164
Virginia	683	365	828	768	758	786	261	403	440	556	549	366	541	7,304
Texas	508	469	415	1,077	514	238	250	240	266	575	450	198	257	5,457
Maryland	459	236	608	485	344	157	162	259	316	475	303	178	231	4,213
New Jersey	398	538	932	875	509	246	186	731	513	605	403	264	245	6,445
California	366	321	370	524	442	245	291	184	200	415	341	155	223	4,077
Georgia	358	294	297	737	373	230	308	333	299	482	480	209	189	4,589
Illinois	324	325	434	867	490	230	203	143	203	422	339	149	169	4,298
Tennessee	275	274	241	508	312	192	146	102	131	318	235	121	222	3,077
South Carolina	274	208	420	593	415	192	175	135	182	271	354	176	166	3,561
Massachusetts	249	164	239	381	242	150	99	391	97	292	211	220	99	2,834
Michigan	220	230	317	538	486	254	188	153	138	300	301	111	180	3,416
Indiana	178	209	270	619	390	183	141	230	118	247	232	89	131	3,037
Missouri	171	184	230	494	276	133	115	127	175	207	153	70	77	2,412
Alabama	155	180	136	645	182	134	66	67	91	196	164	84	127	2,227
Wisconsin	147	177	217	414	270	115	106	58	62	166	200	67	65	2,064
<b>Visitor Information Requested By Country</b>	<b>12,612</b>	<b>10,729</b>	<b>15,131</b>	<b>21,275</b>	<b>14,679</b>	<b>9,498</b>	<b>7,436</b>	<b>10,534</b>	<b>9,433</b>	<b>13,733</b>	<b>12,275</b>	<b>7,028</b>	<b>7,827</b>	<b>152,185</b>
United States	12,487	10,662	15,083	21,193	14,611	9,355	7,275	10,419	9,280	13,661	12,224	6,980	7,723	150,953
Canada	112	54	34	53	31	86	146	99	149	57	35	35	53	944
United Kingdom	2	1	2	6	4	6	2	3		3	5	5	18	57
Brazil	2	1	2									1	1	7
Russia	2	1	1	4	16	23		2					1	50
Pakistan	2	1												3

## Department Publications Distributed by Mail Visitors' Requests

### Individual Guides Requested

	July	June	May	April	March	February	January	December	November	October	September	August	July	Total
<b>Visitor Guide</b>	<b>10,264</b>	<b>8,559</b>	<b>13,064</b>	<b>18,891</b>	<b>12,158</b>	<b>5,718</b>	<b>4,968</b>	<b>8,457</b>	<b>7,140</b>	<b>11,373</b>	<b>9,524</b>	<b>4,507</b>	<b>5,589</b>	<b>120,212</b>
<b>Wedding Guide</b>	<b>2,378</b>	<b>2,207</b>	<b>2,111</b>	<b>2,386</b>	<b>2,576</b>	<b>3,822</b>	<b>2,527</b>	<b>2,097</b>	<b>2,327</b>	<b>2,391</b>	<b>2,781</b>	<b>2,548</b>	<b>2,171</b>	<b>32,322</b>
<b>Shopping and Dining Guide</b>	<b>199</b>	<b>244</b>	<b>287</b>	<b>351</b>	<b>309</b>	<b>261</b>	<b>14</b>	<b>133</b>	<b>103</b>	<b>136</b>	<b>133</b>	<b>172</b>	<b>188</b>	<b>2,530</b>
<b>Total</b>	<b>12,841</b>	<b>11,010</b>	<b>15,462</b>	<b>21,628</b>	<b>15,043</b>	<b>9,801</b>	<b>7,509</b>	<b>10,687</b>	<b>9,570</b>	<b>13,900</b>	<b>12,438</b>	<b>7,227</b>	<b>7,948</b>	<b>142,223</b>
<b>Wedding &amp; Visitor Guides</b>	<b>37</b>	<b>40</b>	<b>45</b>	<b>40</b>	<b>55</b>	<b>40</b>	<b>1</b>	<b>27</b>	<b>35</b>	<b>27</b>	<b>29</b>	<b>31</b>	<b>47</b>	<b>454</b>

<b>Shopping and Dining &amp; Visitor Guide</b>	<b>194</b>	<b>235</b>	<b>277</b>	<b>315</b>	<b>304</b>	<b>261</b>	<b>4</b>	<b>130</b>	<b>102</b>	<b>133</b>	<b>132</b>	<b>166</b>	<b>187</b>	<b>2,440</b>
<b>Visitor Guide Last Year</b>	<b>5,589</b>	<b>5,650</b>	<b>9,981</b>	<b>8,294</b>	<b>8,866</b>	<b>4,729</b>	<b>4,760</b>	<b>2,077</b>	<b>3,372</b>	<b>9,138</b>	<b>9,551</b>	<b>4,410</b>	<b>4,573</b>	<b>80,990</b>

**Source Of Requested Guides From Printed Materials**

	July	June	May	April	March	February	January	December	November	October	September	August	July	Total
2010 Spring/Summer Travel Guide				867										867
AARP		17	135	721	1,800			20	297	1,320	3,143			7,453
America's Best Vacations	73		2,655				180	1,229	1,801	2				5,940
Bridal Guide	461	433	416	456	621	683	604	276	243	446	373	533	334	5,879
Budget Travel			30	158			1	10	16	173	304	4	4	700
Carolina Living	330	330	324	392	637	340	381	278	138	360	273	324	411	4,518
Civil War Traveler	299	313	165	238	236	197	222	101	120	191	230	169	1,769	4,250
Coastal Living	1	2	1	14	25	80	9	5	13	54	168		9	381
Compass Marketing	895	1,400	1,577			80	41							3,993
Country Living	5	10	10	12	11	101	6	6	11	7	7	22	9	217
Destination Weddings & Honeymoons	7	7	5	44	14	2		6	12	5				102
Escape to the Southeast				863			188		293			24		1,368
Family & Heritage Travel	365	682	1,407	539							64	134	311	3,502
Family Travel Insert		542	712	1,962	1,756	161	4	1	69	38	21	144	725	6,135
Good Housekeeping	138	1,047	71	510	1,831	713								4,310
Great Vacation Getaways		366	1,160	611						1,069	168		182	3,556
Martha Stewart Weddings	2	4	23	5	5	9	29	24	17	46	39	60	107	370
Midwest Vacation Guide	114	106	372	1,076							17	32	56	1,773
Modern Bride						33	91	158	175					457
NC Travel Guide		1			411									412
New York Times Magazine	23	381	183											587
O Magazine	1,809	827	843	1,514	302	813	926	2,233	2,006	3,101	1,995	1,326		17,695
Outer Banks Visitor Guide	56	90												146
Outer Banks Wedding Guide		62	43	77	58	45	73	66						424
Parade						128	1,238	214	252	1,197				3,029
Reader's Digest	115	165	717	861	1,312	579	49	75	150	860	130	62	79	5,154
Redbook								2,629	475	8				3,112
Southeast Tourism Society	824	834	935	4,248		384	759	1,102	762	1,468				11,316
Southern Living	703	95	95	375	953	114	146	49	171	243	906	827	715	5,392
The Knot	1,776	1,651	1,558	1,784	1,805	2,591	1,709	1,523	1,672	1,714	1,693	1,866	1,657	22,999
USA Weekend	6	268	134	148	218			3	2	30	446			1,255
Weddings Magazine									84	122	617	16	104	943
Woman's Day	837	222	549	2,500	816	1,019	91	99	217	495	665	26	47	7,583
	8,839	9,855	14,120	19,975	12,811	8,072	6,747	10,107	8,996	12,949	11,283	5,545	6,519	135,818

**Source Of Requested Guides From Internet Materials**

	July	June	May	April	March	February	January	December	November	October	September	August	July	Total
www.coastalguide.com	195	279	221	237	213	216	270	81	60	78	107	216	290	2,463
www.coasthost.com			77	88	55	60	33	29	23	53	25	70	96	609
Facebook					712									712
www.outerbanksweddingassoc.org	4	5	5	1	5	4	12	6	3	3	5	12	9	74
www.travelguidesfree.com	45	229	196	342	276	211	276	82	166	335	246	380	266	3,050
VisitCurrituck.com	4		356	426	408	419	309	91	182	251	533	672	397	4,048

248	513	855	1,094	1,669	910	900	289	434	720	916	1,350	1,058	10,708
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**Requested Guides From Other Sources**

	July	June	May	April	March	February	January	December	November	October	September	August	July	Total
Requests by Mail	2	1					1							4
Requests by E-mail	2	7	3	5	2	4	3		2	1		3	8	40
TV Commercial													1	1
Visitor's Center (Telephone)	44	74	155	201	205	120	93	46	22	65	100	132	129	1,386
	48	82	158	206	207	124	97	46	24	66	100	135	138	1,431

**Requested Guides From Trade Shows and Events**

	July	June	May	April	March	February	January	December	November	October	September	August	July	Total
Visitor's Guide				321			1,066			278	8			1,673
Wedding Guide				4		406	231							641
Shopping & Dining Guide							153							153

**Visitor Information Requested, www.VisitCurrituck.com**

	July	June	May	April	March	February	January	December	November	October	September	August	July	Total
AARP	29	24	37	37	49	42	27	8	10	4	20	34	8	329
Better Homes & Gardens	5	4	7	3	4	6	3	2	7	5	34	14	2	96
Bridal Guide	8	8	7	1	1	9	8	1	9	6	9	5	5	77
Budget Travel	2		2	2	3	3		2		3	17	10	3	45
Carolina Field Trip						1	3		1		3	3		11
Carolina Heritage		1												1
Carolina Living			7	10	5	3	1	1	2	2	6	12		49
Civil War Traveler		1							1			1		3
Coastal Living	9	6		4	6	8	15	1	8	13	28	32	6	136
Country Living	1		1	2	8	4		2			5	9		31
Destination Honeymoons & Weddings	2		1	1	3	1	7	1	3	2	1	3	1	24
Facebook, Twitter, Myspace, Blog	12	8	31	39	32	29	8	2	4	8	20	26	14	233
Golf Digest		1											1	2
Golf World					1	1					2	5		9
Good Housekeeping	3		7	9	16	34	6	2	2	1	12	4		93
Google Ads					86			10						96
Google Search	69	69	57	68		75	71							409
Internet Links												106	13	119
Ladies Home Journal		1				2	1	1			7	5		17
Modern Bride					1	1	3	2	1	7	3	6	6	30
National Geographic Traveler		1												1
NC Official State Travel Guide	10	9		12	9	10	17	6	5	13	17	44	15	167
New York Times		1	4	11	3	5	1		1	2		7	1	36
Newspaper	4		4	8	12	10	1		1	3	9	9		61
O Magazine	1	4	3	1	1	2	1	5	3	4	11	25	1	62
Other	119	114	132	148	107	118	100	26	29	21			297	1,211
Outer Banks Wild Magazine	1			1	2	1	1		1	3	6	10		26
Preservation									2		1			3
Radio			2		1	3	1		4	3	3	4		21
Reader's Digest	1	1		4	4	3		2		16	16	10		57
Redbook		1	2	1	2	2					10	4		22

Search Engine								4	45	60	106	162	15	392
Smithsonian			1		2				1	6	5	5		20
Southern Living	5	5	4	9	5	9	8	1	2	12	9	15	5	89
Sunny Day Guide			2	1	4		1							8
Television	6	3	17	21	6	7	1	3	10	20	21	11	1	127
The Knot	2			1	1	1	2		3	4	6	10	1	31
Travel & Leisure		2			2	1	1							6
Travel Guide to North Carolina	7	9	15	15	7	8	5	5						71
USA Travel Guide		2		1	2	3	1							9
USA Weekend			8	7	14					2	6	11		48
Washington Post	2			1	3	6					2	2		16
Web Advertising								2	19	22	113	41		197
Weddings Magazine				1		1								2
Woman's Day		3	4	6	8	8	15	1	2	4	12	12	1	76
www.bloggingthebeach.com									4	2	8	8		22
www.youtube.com									2	3	5	7		17
<b>Total</b>	<b>298</b>	<b>278</b>	<b>354</b>	<b>426</b>	<b>408</b>	<b>419</b>	<b>309</b>	<b>90</b>	<b>182</b>	<b>251</b>	<b>533</b>	<b>672</b>	<b>396</b>	<b>4,616</b>
Contact Us	0	0	0	0	0	0	0	0	8	8	7	12		35
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>12</b>	<b>0</b>	<b>35</b>

### Currituck Visitor Information Distributed (not mailed)

	July	June	May	April	March	February	January	December	November	October	September	August	July	Total
Visitor Guide	33,089	7,433	2,034	20,986	2,339	1,132	894	8,777	1,326	1,664	2,138	5,734	3,517	91,063
Wedding Guide	262	1,151	387	4,418	39	245	5	2,288	46	178	771	69	96	9,955
Shopping and Dining Guide	7,309	2,510	1,645	3,841	437	216	65	4,536	208	718	988	1,919	2,014	26,406
Currituck Outer Banks Newspaper	1,357	1,196	870	409	387	67	141	209	277	561	860	893	1,469	8,696

## Monthly Statistics From VisitCurrituck.com

	July	June	May	April	March	February	January	December	November	October	September	August	July	Total
<b>Traffic Statistics</b>														
Visits	60,461	68,783	76,304	73,171	49,967	39,110	28,004	22,088	34,973	33,046	42,212	54,590	49,181	631,890
Unique Visitors	34,756	39,226	42,823	40,679	27,065	20,161	13,737	11,174	21,737	19,155	25,465	33,511	15,125	344,614
New Visitors	31,952	36,146	39,163	38,049	25,176	18,658	12,608	9,450	19,764	17,212	23,036	31,548	12,710	315,472
Return Visitors	2,804	3,080	3,660	2,630	1,889	1,503	1,129	1,724	1,973	1,943	2,429	1,963	2,415	29,142
<b>Average Time Spent On Website</b>														
	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	1 minute 16 seconds	1 minute 16 seconds	1 minute 14 seconds	1 minute 12 seconds	1 minute 16 seconds	1 minute 23 seconds	
Overall Hits	3,574,197	4,235,885	4,182,055	4,201,446	3,000,396	1,923,604	1,490,164	707,523	822,256	730,700	936,196	1,261,204	652,593	27,718,219
Overall Page Views	203,280	237,416	235,057	237,268	179,590	122,137	94,735	51,005	57,873	66,203	84,131	99,973	66,488	1,735,156
Bounce Rate	53.19%	50.35%	53.28%	51.62%	47.56%	46.20%	45.26%	50.48%	63.72%	58.71%	58.67%	59.80%	52.63%	53.19%
Number of pages viewed per visit	3.49	3.60	3.35	3.44	3.74	3.90	3.44	3.38	2.10	2.33	2.21	2.31	2.60	3.07
<b>Search Engine Referrals</b>														
Google	23,080	30,716	29,888	25,842	17,976	10,916	7,268	3,595	12,840	10,402	14,697	23,176	8,952	219,348
Compuserve	124	156	221	259	71									831
Yahoo	270	200	288	528	379	361	381	346	684	420	1704	763	611	6,935
AOL NetFind	372	387	503	594	152	110	65	44	196	152	381	242	162	3,360
MSN	20	24	52	118	24	47	56	58	222	91	335	48	159	1,254
Ask Jeeves	75	64	84	68	36	13	8	9	22	48	47	57		531
<b>Top 10 Referring Websites Visits</b>														
www.google.com	14,916	21,678	19,858	18,152	12,786	9,011	5,143	2,547	8,582	7,910	12,080	16,424	8,360	157,447
entered www.visitcurrituck.com	4,192	5,043	5,192	13,426	10,732	8,485	6,953	5,241	6,818	7,730	9,997	9,460	14,791	108,060
googleads.g.doubleclick.net	3,165	4,411	5,230	4,716	3,298	1,239	1,531	581	3,020	1,788	1,587	4,554		35,120
pagead2.googlesyndication.com	3,816	3,613	3,811	2,030	1,294	197	362	138	241	215	247	989		16,953
www.youtube.com	2,111	1,555	1,807	804	450	75	203	87	134	164	206	593		8,189
www.visitnc.com	1,114	1,008	919	915	1,018	775	772	242	201	284	471	695	757	9,171
s.ytimg.com	777	552	658	209	58									2,254
www.google.ca	441	506	571	651	459	343	122	48	463	88	246	404	103	4,445
search.aol.com	283	338	423	456	107	55	37	17	72	96	105	151	121	2,261
www.facebook.com	75	185	769	989	1,003	92	88	51	30	46	65	170	132	3,695
Total Visits	35,829	42,202	53,459	49,569	35,858	23,151	17,877	10,777	24,152	23,107	32,223	39,860	49,181	437,245

### Website Page Hits By Top 10 Countries

United States	3,021,330	3,609,195	3,527,164	3,608,769	2,587,897	1,673,976	1,311,595	607,376	717,824	655,081	850,489	1,135,037	458,700	23,764,433
Unknown	332,196	381,801	382,656	329,216	222,826	145,781	94,496	40,564	47,337	33,107	38,246	53,213	171,408	2,272,847
Canada	179,983	210,154	234,523	212,023	150,142	68,962	58,611	26,847	44,047	22,715	29,420	49,327	10,981	1,297,735
United Kingdom	9,700	11,315	9,766	9,854	9,532	6,697	3,837	1,936	805	1,398	2,036	3,821	2,268	72,965
India	4,948	3,343	3,020	3,985	2,330	1,815	3,348	1,846	412	356	726	1,426	357	27,912
Japan	2,009	1,557	1,472	4,110	2,539	606	518				341	703	169	14,024
China	1,848	1,591	2,142	1,681	2,836	1,819	1,478	2,149	1,869	2,425	2,407	2,379	1,087	25,711
Germany	1,619	1,574	1,496	2,758	2,255	1,269	1,291	1,750	874		2,426	2,141	680	20,133
France	1,409	241	380	329	1,605	978	1,049	2,495	1,094	861	794	820	795	12,850
Netherlands	1,171	1,248	1,568	895	1,797	2,202	2,661	4,895	1,669	5,637	2,005	586	893	27,227
<b>Total</b>	<b>3,569,650</b>	<b>4,232,337</b>	<b>4,182,055</b>	<b>4,201,446</b>	<b>3,000,396</b>	<b>1,923,604</b>	<b>1,490,164</b>	<b>707,523</b>	<b>822,256</b>	<b>730,700</b>	<b>936,196</b>	<b>1,261,204</b>	<b>652,593</b>	<b>27,710,124</b>

### Website Page Hits By Top 20 States

Virginia	398,781	459,966	409,937	399,429	266,152	193,962	138,889	64,593	62,478	84,337	106,097	167,817	67,398	2,819,836
North Carolina	408,819	456,032	496,641	463,666	356,679	233,102	196,270	116,292	180,747	113,287	146,034	154,862	26,913	3,349,344
Unknown	263,838	298,478	297,676	310,592	221,692	148,537	96,325	46,980	48,746	49,265	60,595	81,014	101,649	2,025,387
Pennsylvania	236,167	291,687	254,147	262,635	231,796	150,886	145,649	42,516	48,601	50,425	67,649	102,298	20,880	1,905,336
Ohio	145,923	223,476	185,992	197,183	160,259	118,852	78,870	27,143	28,236	27,574	33,115	46,579	10,416	1,283,618
New York	187,256	202,219	209,997	303,338	193,053	110,022	83,150	33,084	46,566	36,120	50,051	84,977	29,257	1,569,090
New Jersey	129,255	161,263	157,945	156,776	116,223	79,629	74,783	34,481	34,979	26,932	37,226	62,836	16,157	1,088,485
Florida	140,087	158,133	161,577	160,114	106,592	70,278	58,949	59,311	31,574	38,939	49,558	61,951	41,727	1,138,790
Maryland	143,599	154,125	167,790	163,793	104,066	69,045	59,952	20,778	31,997	26,846	32,198	52,653	12,169	1,039,011
Georgia	92,444	132,903	130,991	123,769	82,853	52,888	30,723	12,769	18,460	16,642	24,083	26,643	28,730	773,898
Texas	82,175	105,135	94,251	98,856	56,777	22,617	25,248	11,770	16,069	21,768	20,765	35,649	4,072	595,152
Massachusetts	83,029	100,229	98,660	118,521	71,462	41,044	28,903	11,044	11,727	9,216	15,533	23,209	5,122	617,699
Illinois	77,659	96,499	97,945	92,762	71,110	36,930	25,769	11,309	15,142	10,543	14,610	22,952	4,983	578,213
Tennessee	57,099	90,288	81,658	68,320	41,787	29,415	23,949	6,011	8,649	10,517	12,638	14,794	4,886	450,011
West Virginia	55,922	77,013	70,159	70,265	48,769	21,648	20,026	18,297	22,241	27,657	28,193	30,477	18,050	508,717
Kentucky	36,884	63,644	55,636	61,755	35,876	32,969	13,161	6,352	7,052	6,632	8,471	9,852	3,174	341,458
South Carolina	53,670	62,374	67,534	62,320	45,870	24,460	19,731	9,182	26,692	12,183	14,038	15,921	2,836	416,811
Connecticut	36,217	61,405	47,592	68,193	47,815	21,965	20,446	6,861	8,214	6,162	8,707	15,757	2,637	351,971
California	81,065	59,688	61,875	49,286	34,392	23,851	23,912	9,195	9,785	11,094	20,757	15,053	13,863	413,816
Indiana	47,588	56,879	55,090	53,128	43,524	29,539	24,358	8,599	9,201	8,256	11,537	14,081	1,517	363,297
<b>Total</b>	<b>3,025,556</b>	<b>3,604,599</b>	<b>3,527,164</b>	<b>3,608,769</b>	<b>2,587,897</b>	<b>1,673,976</b>	<b>1,311,595</b>	<b>607,376</b>	<b>717,824</b>	<b>655,081</b>	<b>850,489</b>	<b>1,135,037</b>	<b>458,700</b>	<b>23,764,063</b>

# E-Marketing

## VisitNC.com Banner Ads

	December		November		October		September		August		July		June	
	Number of Views	Clicked To Our Site	Number of Views	Clicked To Our Site	Number of Views	Clicked To Our Site	Number of Views	Clicked To Our Site	Number of Views	Clicked To Our Site	Number of Views	Clicked To Our Site	Number of Views	Clicked To Our Site
Currituck JOC	16,715	53	23,837	68	33,774	76	43,623	108	30,433	167	24,747	134	29,646	174
History & Heritage	4,217	15	4,884	19			6,768	34	9,248	52	9,973	78	9,709	61
Family Fun	5,063	130	4,240	94	6,879	149	10,391	239	12,430	402	14,320	262	14,254	252
Kayak Outdoors														
Beach	2,685	12	3,116	14			7,349	29	6,226	40	10,463	79	10,009	84
Shopping														
<b>Total</b>	<b>28,680</b>	<b>210</b>	<b>36,077</b>	<b>195</b>	<b>40,653</b>	<b>225</b>	<b>68,131</b>	<b>410</b>	<b>58,337</b>	<b>661</b>	<b>59,503</b>	<b>553</b>	<b>63,618</b>	<b>571</b>

## Currituck Outer Banks Online Visitor Guide Downloads from Nxtbook Media

	July	June	May	April	March	February	January	December	November	October	September	August	July	June
Page Views	121	1,311	3,243	3,761	1,595	3,682	1,537	1,721	3,347	4,953	3,107	5,520	7,883	12,642
Visits	37	138	234	265	98	256	96	126	258	345	227	378	441	841
Unique Visitors	37	134	207	245	87	232	77	108	247	323	220	335	415	758

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

	July	June	May	April	March	February	January	December	November	October	September	August	July	June
Page Views	780	428	1,455	1,333	180	1,084	308	487	689	1,157	1,137	2,256	2,906	3,270
Visits	54	38	76	81	21	82	19	47	47	56	61	118	141	173
Unique Visitors	52	38	70	69	20	75	17	35	45	53	56	105	129	163

## Currituck Outer Banks Online Wedding Guide Downloads from Nxtbook Media

	July	June	May	April	March	February	January	December	Total
Page Views	377	252	384	537	319	669	380	741	3,659
Visits	29	24	25	44	26	56	26	56	286
Unique Visitors	25	22	25	39	24	46	22	36	239

## Currituck Outer Banks Brochure Downloads from www.visitnc.com

	July	June	May	April	March	February	January	December	November	October	September	August	July	June
Downloads	278	288	190	183	179	119	156	56	58	53	95	137	100	122

**Online Ad Placement**

**July 2010**

Ad location	Details	Distribution
Wavy.com	Banner Ad Placement	7/1/2010-10/31/2010
VisitNC.com	On-Line Package	7/1/2010-7/1/2011
WeatherUnderground.com	Banner Ad Placement	7/1/2010-7/1/2011
NYTimes.com	Banner Ad Placement	7/1/2010-9/30/2010
SouthernLiving.com	Banner Ad Placement	7/1/2010-7/1/2011



**June 2010**

Ad location	Details	Distribution
MyFoxDC.com	Sponsor of the Beach Zone section of the site	7/1/2009-7/1/2010
www.bridalguide.com	Banner Ad Placement	7/1/2009-7/1/2010
www.theknot.com	Online Listing	7/1/2009-7/1/2010
www.tripinfo.com	Banner Ad Placement	7/1/2009-7/1/2010
www.travelguidesfree.com	Banner Ad and Lead Generation	7/1/2009-7/1/2010
www.vacationfun.com	Interactive Brochure with Currituck Listing	7/1/2009-7/1/2010



**May 2010**

Ad location	Details	Distribution
MyFoxDC.com	Sponsor of the Beach Zone section of the site	7/1/2009-7/1/2010
www.bridalguide.com	Banner Ad Placement	7/1/2009-7/1/2010
www.theknot.com	Online Listing	7/1/2009-7/1/2010
www.tripinfo.com	Banner Ad Placement	7/1/2009-7/1/2010
www.travelguidesfree.com	Banner Ad and Lead Generation	7/1/2009-7/1/2010
www.vacationfun.com	Interactive Brochure with Currituck Listing	7/1/2009-7/1/2010



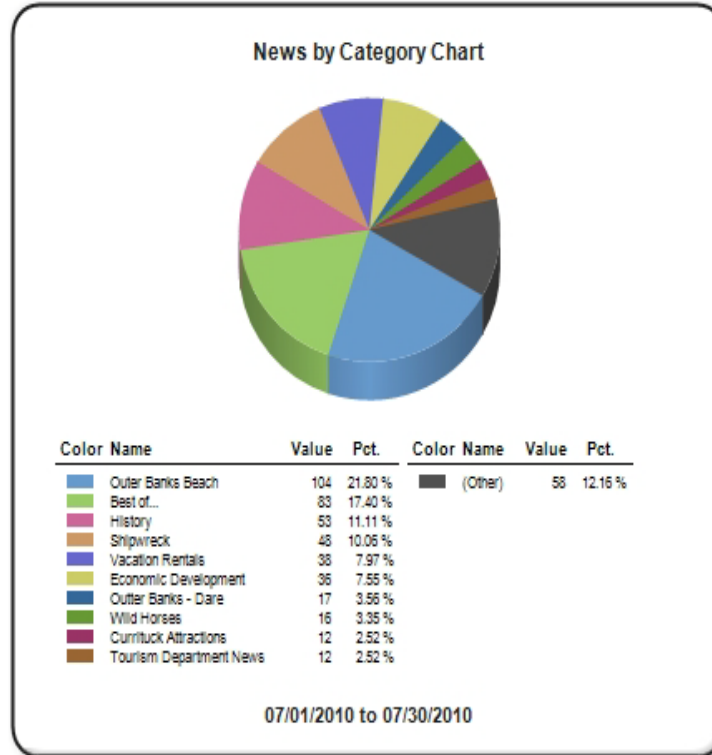
## Currituck Tourism Press Coverage

### Top reporting outlets by editorial value combined

	July	May	April	March	February	January	December	November	Total
Virginian Pilot	\$ 78,228.00	\$ 14,019.00	\$ 7,422.70	\$ 16,749.51	\$ 1,476.00	\$ 17,712.00	\$ 3,367.33	\$ 23,124.00	\$ 162,098.54
Associated Content	\$ 6,556.14	\$ 2,185.38	\$ 73.83	\$ 442.98	\$ 73.83				\$ 9,332.16
Baltimore Sun	\$ 5,262.40	\$ 1,315.60							\$ 6,578.00
News Channel 3	\$ 4,999.00	\$ 220.00				\$ 220.00			\$ 5,439.00
Examiner.com	\$ 4,666.18								\$ 4,666.18
Grand Rapids Press	\$ 4,442.40								\$ 4,442.40
MSNBC.com	\$ 3,293.89								\$ 3,293.89
Virginian Pilot Online	\$ 1,929.69								\$ 1,929.69
WAVY TV	\$ 1,775.00			\$ 13.77		\$ 650.00			\$ 2,438.77
News and Observer	\$ 1,427.67	\$ 4,553.40	\$ 953.51	\$ 101.72		\$ 1,821.20	\$ 455.30		\$ 9,312.80
Sun Sentinel-online	\$ 985.42								\$ 985.42
<b>Total Ad Value</b>	<b>\$ 120,485.60</b>	<b>\$ 55,362.24</b>	<b>\$ 21,366.00</b>	<b>\$ 22,775.03</b>	<b>\$ 14,349.55</b>	<b>\$ 40,437.93</b>	<b>\$ 12,104.53</b>	<b>\$ 31,869.54</b>	<b>\$ 318,750.42</b>

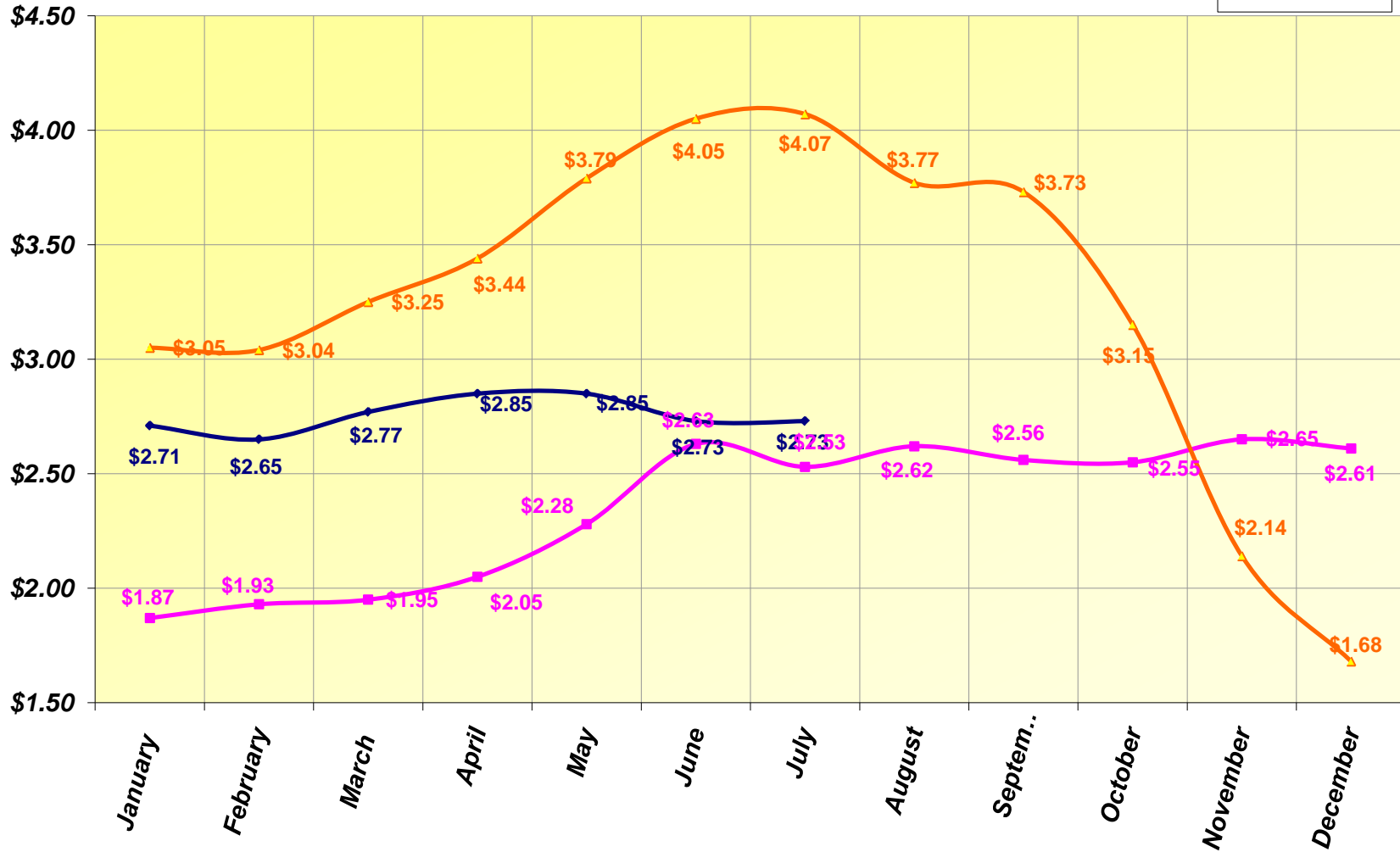
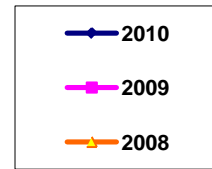
**July's Top-Rated Story  
Outlet  
Ad Value**

"Lights! camera! counties taking action to promote "  
Virginian Pilot  
\$33,456



## Gas Price Statistics

Price Per Gallon



## Currituck County Sale & Use Distributable Tax

	2009-2010	2008-2009	2007-2008	Difference Of 2008-2009 & 2009-2010	Percentage Changed 2008-2009 & 2009-2010
<b>July</b>	1,030,798	1,207,096	1,180,384	-176,298	-14.61%
<b>August</b>	1,102,946	1,251,417	1,042,121	-148,471	-11.86%
<b>September</b>	585,502	682,831	683,086	-97,329	-14.25%
<b>October</b>	404,220	425,437	572,976	-21,217	-4.99%
<b>November</b>	326,875	193,956	544,115	132,919	68.53%
<b>December</b>	338,933	445,159	518,185	-106,226	-23.86%
<b>January</b>	359,309	368,072	463,939	-8,763	-2.38%
<b>February</b>	78,785	341,013	391,065	-262,228	-76.90%
<b>March</b>	347,434	396,278	545,407	-48,844	-12.33%
<b>April</b>	447,875	439,958	543,368	7,917	1.80%
<b>May</b>	506,329	506,587	630,593	-258	-0.05%
<b>June</b>		891,530	1,103,482		
	5,529,006.47	7,149,334	8,218,722		

## Currituck County Occupancy Tax

	2009-2010	Difference Of 2008-2009 & 2007-2008	Percentage Changed 2008-2009 & 2007-2008	2008-2009
<b>June</b>				
Cottages	419,727	15,583	3.58%	435,310
Campgrounds	723	16	2.26%	707
Hotels	31,832	729	2.34%	31,103
	<b>452,283</b>	<b>16,328</b>	<b>3%</b>	<b>467,120</b>
<b>May</b>				
Cottages	112,324	18,912	14.41%	131,236
Campgrounds	461	202	77.99%	259
Hotels	20,311	5,302	35.33%	15,009
	<b>133,096</b>	<b>24,416</b>	<b>17%</b>	<b>146,504</b>
<b>April</b>				
Cottages	33,243	2,767	9.08%	30,477
Campgrounds	59	-23	-28.37%	82
Hotels	9,436	3,183	50.92%	6,252
	<b>42,738</b>	<b>5,927</b>	<b>16%</b>	<b>36,811</b>
<b>March</b>				
Cottages	15,244	1,791	13.32%	13,453
Campgrounds	47	3	8.04%	43
Hotels	5,149	421	8.91%	4,728
	<b>20,440</b>	<b>2,216</b>	<b>12%</b>	<b>18,224</b>
<b>February</b>				
Cottages	33,102	-3,379	-9.26%	36,481
Campgrounds	56	-77	-57.66%	133
Hotels	4,945	433	9.59%	4,512
	<b>38,103</b>	<b>-3,023</b>	<b>-7%</b>	<b>41,126</b>
<b>January</b>				
Cottages	30,915	-7,168	-18.82%	38,083
Campgrounds	87	-23	-21.15%	110
Hotels	5,539	1,081	24.24%	4,459
	<b>36,541</b>	<b>-6,110</b>	<b>-14%</b>	<b>42,651</b>
<b>December</b>				
Cottages	100,102	-3,642	-3.51%	103,744
Campgrounds	155	-30	-16.31%	185
Hotels	6,150	-1,367	-18.19%	7,517
	<b>106,407</b>	<b>-5,039</b>	<b>-5%</b>	<b>111,447</b>
<b>November</b>				
Cottages	224,144	7,972	3.69%	216,172
Campgrounds	249	5	2.05%	244
Hotels	19,628	-1,977	-9.15%	21,605
	<b>244,021</b>	<b>6,000</b>	<b>3%</b>	<b>238,021</b>
<b>October</b>				
Cottages	721,974	74,710	11.54%	647,264
Campgrounds	571	362	173.21%	209
Hotels	31,038	11,160	56.14%	19,878
	<b>753,583</b>	<b>86,232</b>	<b>12.92%</b>	<b>667,351</b>