

Inquiry Mail Survey

Mail Survey Methodology

3,000 surveys were mailed to a stratified random sample of the total inquiries received by the Currituck County Department of Travel and Tourism (CCDTT) during a twelve-month period. The sample was stratified by the time of year received during the twelve-month period and by the inquiry source. The surveys were mailed the week of July 3, 2007. A total of 318 surveys had been received by September 15, 2007 representing 10.60% which is within the acceptable response minimum of 10% to 15%. Thus, N=318 for the total response in this report unless otherwise noted.

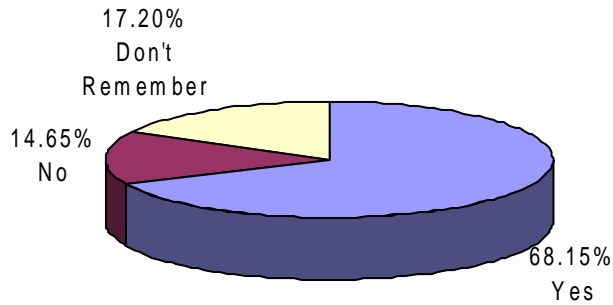
The survey instrument (questionnaire) was printed on a single sheet of 11" x 17" white paper and folded to a four page 8 ½" x 11" letter size format. The survey was mailed in an envelope at first class postage rate and a postage paid return mail addressed envelope was included. The survey included an incentive of a drawing for a free weekend visit to be selected from those that responded to the survey.

The survey contained forty-two (42) questions. Each question is stated in the following pages in numerical sequence and the findings and responses follow each question. Observations and conclusions based on the responses are printed in italics after each response.

Additionally, it should be noted that fifteen (15) intercept interviews were conducted during the month of June 2007. The purpose of these interviews was to delve more deeply into specific issues on tools used for trip planning, visitor behaviors, expenditures and perceptions.

Inquiry Mail Survey

1. Do you recall receiving or seeing any Currituck-Outer Banks tourism information?



Yes	68.15%
No	14.65%
Don't Remember	17.20%
No Response =	1.26%
Survey Sample (N) =	318
Question Sample (n) =	314

RTM asks this question to confirm that respondents are answering the survey questions based on the information packet provided by Currituck Department of Travel & Tourism.

RTM prefers to see the “Yes” response to this question to be at least 60%, so a 68.15% affirmation is good. Thus, the Currituck Department of Travel & Tourism can have confidence that respondents are answering the questions in this report based on remembering that they received the information.

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2. **Did you learn about Currituck-Outer Banks and/or use any of the following information sources? (circle number for all that apply)**

Top responses in bold

Source	%
Internet – North Carolina tourism website	18.79%
Guides – Currituck Outer Banks visitor guide	18.47%
Internet – Currituck Outer Banks tourism website	16.56%
Guides – North Carolina state travel guide	13.69%
Magazines – Coastal Living	12.42%
Newspapers – Travel feature stories	10.83%
Guides – AAA Tour Book	10.83%
Magazines – Southern Living	10.51%
Welcome Centers – North Carolina State Welcome Center (specify)	9.24%
Magazines – Budget Travel	8.60%
Magazines – AAA Home & Away	8.28%
Magazines – Travel & Leisure	7.64%
Newspapers – Newspaper ad or insert (specify)	7.01%
Magazines – Conde Nast Traveler	6.37%
Other (specify)	5.10%
Magazines – AAA World	4.78%
Internet – On-line travel service (Expedia, Orbitz, etc.)	4.78%
Magazines – Country Living	4.46%
Magazines – National Geographic Travel	3.82%
Magazines – Carolina Living	3.18%
Magazines – Modern Bride	3.18%
Magazines – Disney Family Fun	2.55%
Magazines – O Magazine	2.55%
Magazines – Bridal Guide	2.23%
Magazines – Southern Bride	2.23%
Magazines – Destination Weddings & Honeymoons	1.91%
Magazines – Golf Digest	1.91%
Internet – Other web site (specify)	1.91%
Magazines – AAA Journey	1.59%
Guides – Currituck Outer Banks Wedding & Event Planner	1.59%
Magazines – Golf for Women	0.96%
Magazines – Civil War Traveler	0.64%
Magazines – Leisure Family & Heritage	0.64%
Survey Sample (N) =	314

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2. (Continued)

Listed as “newspaper”

- **Washington Post (3)**
- Advertisement
- Boston Globe
- Chicago Sun Times
- Daily News
- Dayton Daily
- News Day
- NY Times
- Sun-Sentinel
- The Tennessean
- Travel Show
- USA Weekend Inserts

Listed as “welcome center location”

- **Border of VA/NC (2)**
- **I-95 Northern (2)**
- 1st one leaving TN into I-40 on NC
- Charlotte I-77
- Don't remember
- Highlands
- I-77 North
- Kill Devil Hills, NC
- Manteo
- Morehead City
- NC/SC Line
- NC/Tennessee Border
- The 1st on I-95 S
- The one up by Mt. Airy

Listed as “other website”

- **Google (3)**
- **Outerbanks.com (2)**
- Away.com

Listed as “other specify”

- **Family/friend (6)**
- City-Data-Site Online
- Direct mail
- Hidden Carolinas Travel Guide
- NY Times Travel Section
- Our State Magazine
- RCI
- Trip Advisor

It is useful to know where potential visitors find out about travel information packets. This information will help with the planning of future marketing strategies.

According to Travel Industry Association of America (TIA) national surveys have identified the following as the most preferred sources of information about travel destinations:

- Recommendations by friends and family
- Newspaper Travel Sections
- Internet
- TV Travel Shows
- Brochures
- Magazines

The most frequently mentioned information source was the North Carolina tourism website at 18.79% for the Currituck County Department of Travel and Tourism study. The second most popular response was for the Currituck Outer Banks visitor guide at 18.47% followed by the Currituck Outer Banks tourism website at 16.56% and the North Carolina state travel guide at 13.69%. The rank order of responses found here match what RTM typically finds for a destination, with the state and local websites as well as the state and local travel guides being most productive. *Southern Living* and *Coastal Living* also typically rate highly as does travel feature stories and *AAA Tour Book*. Overall we see evidence here of an effective overall outreach program that matches best practices of other destinations.

Inquiry Mail Survey

2. (Continued)

A cross tabulation of the survey data produced the conversion rates for the specific advertising placements implemented by the CCDTT. This data shows the percentage of the total inquiries from each advertising source that convert to an actual visit to the region.

Magazines–Civil War Traveler	100.00%
Magazines–Golf for Women	66.67%
Other (specify)	53.33%
Magazines–Leisure Family & Heritage	50.00%
Magazines–Golf Digest	50.00%
Guides–Currituck Outer Banks Visitor Guide	48.21%
Magazines– AAA World	46.67%
Magazines–Southern Bride	42.86%
Internet–Currituck Outer Banks tourism web site	42.31%
Magazines– AAA Journey	40.00%
Magazines–Bridal Guide	40.00%
Magazines–Destination Weddings & Honeymoons	40.00%
Magazines–O Magazine	37.50%
Welcome Centers–North Carolina State Welcome Center (specify)	35.71%
Guides–North Carolina State Travel guide	35.71%
Internet–Other web site (specify)	33.33%
Magazines–Coastal Living	31.58%
Guides–AAA Tour Book	31.25%
Internet–On-line travel service (Expedia, Orbitz, etc.)	30.77%
Magazines–Carolina Living	30.00%
Internet–North Carolina tourism web site	28.81%
Newspapers–Newspaper ad or insert (specify)	28.57%
Magazines–Disney Family Fun	28.57%
Magazines–Country Living	27.27%
Magazines–Southern Living	26.67%
Newspapers–Travel feature stories	25.81%
Magazines–Budget Travel	25.00%
Magazines–Modern Bride	25.00%
Magazines–National Geographic Travel	25.00%
Guides–Currituck Outer Banks Wedding & Event Planner	20.00%
Magazines–Conde Nast Traveler	15.79%
Magazines–Travel & Leisure	13.04%
Magazines–AAA Home & Away	11.54%

3. What do you remember liking or disliking most about the Currituck-Outer Banks information you found?

Top Reported Likes

- Beautiful pictures (26)
- Informative (16)
- Beach/coastal area (14)
- Accommodations/housing/rentals (12)
- Attractions (8)
- Layout/presentation/organization (8)
- All of it/everything (7)
- Activities (5)
- Amount of information available (5)
- Beauty (5)
- Descriptions (5)
- Dining/food/restaurants (5)
- Scenery (5)
- Area (4)
- Clarity/easy to use (3)
- Colorful (3)
- Don't remember (3)
- Historical information (3)
- Interesting (3)
- Inviting (3)
- Love the Outer Banks (3)
- Nature (3)
- Travel distance (3)
- Variety of activities (3)
- Websites (3)
- Wild horses (3)
- Appealing! (2)
- Attractive (2)
- Details (2)
- Maps (2)
- New place to visit (2)
- Nice (2)
- Peacefulness (2)
- Quick response (2)
- Quiet (2)
- Remote (2)
- Shopping/shops (2)
- All size housing for vacation
- All types of information
- Areas of non-development
- Available on internet
- Books
- Clean
- Climate
- Comprehensive
- Difference in the areas
- Dock - Deep Water
- Events listed
- Farmland
- Ferry information for all Outer Banks.
- Great information, generally
- Helpful
- I just haven't had a chance to visit
- I like information on DVDs
- Lifestyle
- Lighthouses
- Local information
- Locations
- Maps with attractions
- National Seashore
- Ocean
- Options available
- Overview of area
- Paint
- Pamphlet
- Phone numbers
- Plenty of brochures
- Points of interest
- Positive information
- Pristine
- Professional
- Quality of the information received
- Relaxing
- Thorough
- Told me what I needed to know
- Total info including ferry
- Useful information
- Visually appealing
- Want seasonal air & H2O temps
- Water activities
- Waterways
- Weddings
- What is available
- Wild horse tours
- Writing

3. (Continued)

Top Reported Dislikes

- **Nothing/none (18)**
- **Distance to travel (4)**
- **Expense (3)**
- **Don't remember (2)**
- **Like to see more on surrounding areas (2)**
- **Not enough accommodations taking pets (2)**
- **Not enough information on restaurants (2)**
- **Small print (2)**
- 4 wheel drive need?
- Campground information needed
- Chancy weather
- Could not find exact locations
- Coupons
- Discount ad did not apply to our travel time
- Inaccurate hotel information
- Include more information on attractions
- Lack of restaurants
- Like to see more on lodging
- Limited information
- Need more details on access to islands - ferry, auto, boats, etc.
- Need more specific info
- Needs more family - specific attractions for young children
- No directions to houses
- No events during whole summer
- No palm trees
- No prices on rentals
- Not enough maps
- Not enough pictures
- Should be organized according to needs, family, couples, etc.
- Summer activities
- Too much geared to summer visitors
- Too much real estate advertising
- Traffic
- Water temperature

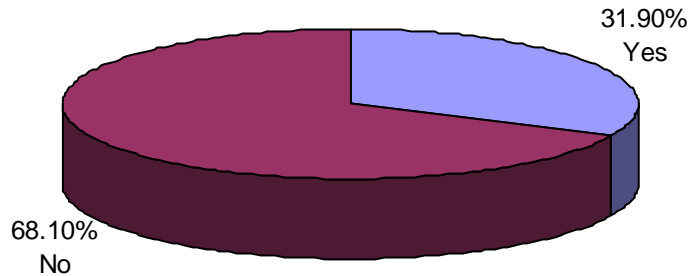
These questions were asked to determine which information is most important to potential visitors and how well the Currituck County Department of Travel & Tourism fulfillment package is meeting these needs.

The same items are often listed as likes and dislikes. Every respondent has a different level of expectation and therefore the same map can be satisfactory to one person and inadequate to others.

The primary likes in information about Currituck-Outer Banks region included the photography and visual aspects of the material, and the amount of information provided as well as the layout and organization.

The dislikes primarily include the desire for more detailed information and more information on the surrounding areas. RTM often finds these responses to include requests for better maps and more extensive information.

4. Did you ever travel to or through Currituck-Outer Banks before you received the information?



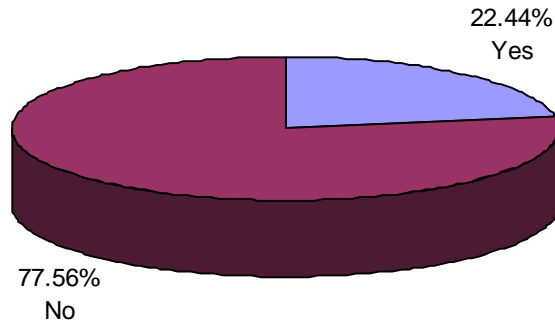
Yes	31.90%
No	68.10%
No Response =	1.87%
Survey Sample (N) =	214
Question Sample (n) =	210

This question was asked to determine if potential visitors made a trip to the Currituck-Outer Banks region prior to requesting information. More than two-thirds (66.10%) of the respondents indicated that they had not traveled to or through Currituck before receiving the information. This in conjunction with photography and visual appeal (question 3) indicates that the marketing program is appealing to a good percentage of potential first time visitors.

This is a good representation of the effectiveness of the CCDTT materials. They continuously recruit first time visitors, which is very important to Currituck County. In the lodging report section of this document we learn from local rental agencies that approximately half of their customers repeat, meaning that half of their business must come from first-time visitors each year. RTM confirmed in intercept interviews that basically the CCDTT is driving primarily first-time visitors, who are then likely to make repeat visit plans directly with rental agencies rather than repeating contact to the CCDTT. So, the CCDTT must continually drive first-time visitors to the area. The response in question 4 proves they are.

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5. Did you travel to Currituck-Outer Banks after you received the information?



Yes	22.44%
No	77.56%
No Response =	4.21%
Survey Sample (N) =	214
Question Sample (n) =	205

A cross tabulation of the survey data produced the conversion rates for respondents that had and had not visited the Currituck-Outer Banks region after receiving the information packet from Currituck Department of Travel & Tourism.

The percentage who did visit Currituck following inquiry (22.44%) is lower here than RTM typically finds. Generally we tend to find a conversion rate more around the 40% level for a beach destination. However, as one will find later in this report (question 5.a.) approximately 20% of respondents reported “Did not travel yet”. Further, in response to question 8, their trip planning cycle tends to be over a year in advance. Therefore, RTM feels that the conversion statistic here needs to be balanced with this longer-than-one-year time frame, and had we surveyed a database of two years, we would likely have found the conversion ratio to be more in the typical range.

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5.a. If you did NOT visit Currituck-Outer Banks, which destination did you choose?

- Did not travel/None yet (46)
- Future visit planned (6)
- Avon (4)
- Emerald Isle, NC (3)
- Hawaii (3)
- Myrtle Beach, SC (3)
- Orlando, FL (3)
- Wilmington, NC (3)
- Corolla, NC (2)
- Hilton Head, SC (2)
- Kill Devil Hills (2)
- Kitty Hawk (2)
- Nags Head (2)
- Ocean City, MD (2)
- Tennessee (2)
- Virginia Beach (2)
- Williamsburg, VA (2)
- Adirondacks, NY
- Alabama
- Alaska
- All areas
- Asheville, NC
- Atlantic Beach
- California
- Callaway Gardens, GA
- Charcove
- Charleston, SC
- Charlotte, NC
- Colington Island
- Core Banks
- Destin
- Disney to play golf.
- Duck
- Eureka Springs, AR
- Florida
- Galveston, TX.
- Garden City, SC
- Gatlinburg, TN
- Jamestown, VA
- Maine
- Mexico
- Missouri
- Morehead City
- Mountains
- New Jersey
- New York State
- Nothing on East Coast
- Ocean Isle Beach, NC
- Ocracoke
- Panama City, FL
- Philadelphia, PA
- Rehoboth Beach, DE
- San Antonio, TX
- Sioux Marie, MF
- Southern Pines, NC
- Southwest
- Washington DC
- We relocated from Wisconsin to Carolina Beach
- Wisconsin
- Wrightsville Beach, NC
- Yorktown

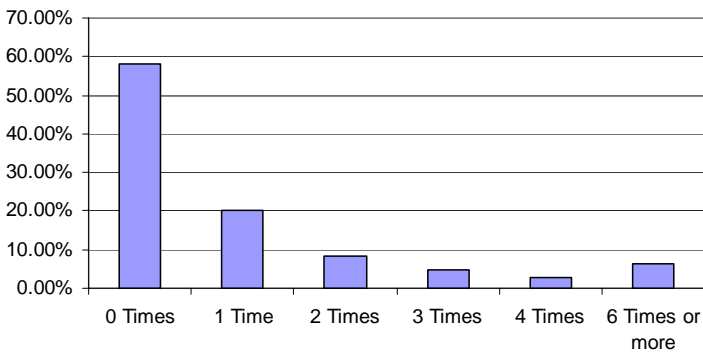
This data shows the percentage of respondents that chose to visit Currituck-Outer Banks after receiving the requested information.

	Conversion Rate
Previous visitors to Currituck Outer Banks, NC	43.75%
New visitors to Currituck Outer Banks, NC	12.86%

The expected conversion rate for previous visitors that received the CCDTT informational materials can be predicted to be at the 44% level which is good. Here one wants to find a conversion rate high enough to indicate that those who have already visited are finding good reasons for a return visit. The expected conversion rate for new visitors that received the CCDTT informational materials can be predicted to be at the 13% level. RTM prefers to see 66% as the target percentage of conversion for repeat visitors and approximately 33% as the conversion percentage for first time visitors. Again, however, these responses would likely be higher if a two-year database was surveyed rather than a one-year as the majority of respondents reported their trip was planned in longer than a one-year period.

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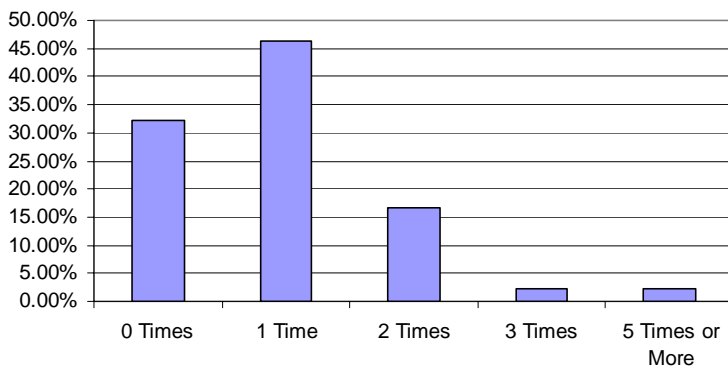
6. *How many times have you visited Currituck-Outer Banks during your life?*



0 Times	58.25%
1 Time	20.10%
2 Times	8.25%
3 Times	4.64%
4 Times	2.58%
6 Times or more	6.19%
Average number of times =	1.18
No Response =	38.99%
Survey Sample (N) =	318
Question Sample (n) =	194

The most frequent response was one trip, with an average of 1.18 trips over a lifetime. The answers tended to be either once, twice, or over six times. Overall, this matches what we might find in other beach destinations and reveals that the Currituck-Outer Banks area is likely to be a repeat destination for most travelers.

6.a. *How many times have you visited Currituck-Outer Banks in the past 2 years?*



0 Times	32.14%
1 Time	46.43%
2 Times	16.67%
3 Times	2.38%
5 Times or More	2.38%
Average number of times =	1.00
No response =	4.55%
Survey Sample (N) =	88
Question Sample (n) =	84

This question was asked as a qualifying question to sort the respondents into those who had visited in the last two years and those that had not. Those who made a trip to Currituck-Outer Banks in the last two years continued with more detailed questions about their trip; those who had not visited in the last two years answered general demographic questions only.

7. Please tell us what other destinations you have chosen for vacations/getaways in the past two years:

- Florida (19)
- Las Vegas, NV (16)
- Myrtle Beach, SC (16)
- Hilton Head, SC (12)
- Hawaii (11)
- Orlando, FL (10)
- Atlantic City, NJ (7)
- Carribbean (7)
- Charleston, SC (6)
- Gatlinburg, TN. (6)
- Asheville, NC (5)
- Branson, MO (5)
- Cape Cod, MA (5)
- Carribbean Cruise (5)
- Europe (5)
- Italy (5)
- Ocean City, MD (5)
- Oregon (5)
- Bahamas (4)
- Biloxi, MS. (4)
- Jersey Shore, NJ (4)
- Key West, FL (4)
- Nags Head, NC (4)
- New Hampshire (4)
- New York, NY (4)
- St. Louis, MO (4)
- Williamsburg, VA (4)
- Wilmington, NC (4)
- Wisconsin (4)
- Alaska (3)
- Aruba (3)
- Boone, NC (3)
- Boston, MA (3)
- California (3)
- Colorado (3)
- Disney World, FL (3)
- Illinois (3)
- Niagara Falls (3)
- Pigeon Forge, TN (3)
- Portland, OR (3)
- San Antonio, TX. (3)
- San Francisco (3)
- Savannah, GA (3)
- Seattle, WA (3)
- Texas (3)
- Utah (3)
- Virginia Beach (3)
- Albuquerque, NM (2)
- Arizona (2)
- Atlantic Beach, NC (2)
- Beaufort, NC (2)
- Biltmore, NC (2)
- Canada (2)
- Cancun (2)
- Chattanooga, TN (2)
- Cherokee, NC (2)
- Chicago, IL (2)
- Cruise (2)
- Daytona Beach, FL (2)
- Duck, NC (2)
- England (2)
- Germany (2)
- Grand Canyon (2)
- Hatteras (2)
- Kauai Hawaii (2)
- Key Largo, FL (2)
- Kiawah Island, SC (2)
- Kill Devil Hills (2)
- London England (2)
- Maine (2)
- Mexico (2)
- Morehead City, NC (2)
- Nevada (2)
- New Mexico (2)
- New Orleans, LA (2)
- New York (2)
- None (2)
- Philadelphia, PA (2)
- Phoenix, AZ (2)
- Raleigh, NC (2)
- Smokey Mountains (2)
- South America (2)
- Southport, NC (2)
- St. Augustine, FL (2)
- Toronto, Ontario, Canada (2)
- Washington, DC (2)
- Yellowstone (2)
- Adirondack Mts.
- Africa Safari
- Ahseville, NC
- Aiken, SC
- Alabama
- Alaska Cruise
- Alexandria, VA
- Alton, VA
- Amsterdam
- Arkansas
- Atlanta
- Aurora, IL.
- Austin, TX
- Australia
- Avon
- Bahamas cruise
- Banner Elk, NC
- Barbados
- Belize
- Bend, OR
- Berkshire, MA
- Botswana
- Brussels
- Bristol City, NC
- Budapest
- Buena Vista, CO
- Cape Ann
- Cape Lookout Seashore, NC
- Carolina Beach, NC
- Caspe, WY
- Charlotte, NC
- Chincoteague, VA
- Clearwater, FL
- Cleveland, OH
- Columbia, SC
- Columbus, OH
- Coosbay, OR
- Cozumel cruise
- Cypress FL
- Deerfield, MA
- Delaware Valley, PA
- Des Moines, IA
- Destin, FL
- Dillard, GA
- Dominican Republic
- Door County - Wisc.
- Dutch
- Emerald Isles, NC
- Erie, PA
- Flagler Bead, FL
- Flathead Lake, MN.
- Florida Keys
- France
- Frisco, NC
- Ft. Lauderdale
- Gulfport, MS
- Hawaiian Cruise
- Hollywood
- Hot Springs, AR
- Houston TX
- Hudson River
- Huntington Beach, CA
- Hutchinson Island, FL
- Israel
- Jacksboro, TN
- Jackson Hole, Wyoming
- Jamaica
- Jekyll Island, GA
- Kansas City, MO
- Kenya, Africa
- Kinston, NC
- Knob Creek, KY
- Knotts Berry Farm, CA
- Knoxville, TN
- Lake George, NY
- Lake Norman, NC
- Long Beach, CA
- Los Angeles
- Louisville, KY

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- Maryland
- Massachusetts
- Maui
- Memphis, TN
- Merty Beach, NC
- Miami
- Michigan UP
- Midwest
- Minnesota
- Mooresville, NC
- Mountains
- Mt Rushmore
- Murrells Inlet, SC
- Naples
- Nashville, TN
- NC Beaches
- NCL Cruise/New York to Florida
- New Bern, NC
- New England
- New Smyrna Beach, FL
- New Zealand
- Nicaragua
- North Carolina
- Nova Scotia
- Oak Island, NC
- Ocean Isle, NC
- Old Saybrook CT
- Oriental, NC
- Ottertail Lake, MT.
- Palm Springs, FL
- Panama Canal
- Panama City Beach, FL
- Paris Tour
- Pasadena, CA
- Pennsylvania
- Pensacola Beach, FL
- Peru
- Pierce City, MO
- Pine Knoll Shores
- Pittsburgh, PA
- Pocanos
- Potter County, PA
- Prague
- Puerto Vallarta
- Reno, NV
- Russia
- San Diego, CA
- Sandbridge Beach, VA
- Savanac Lake, NY
- SC Beaches
- Schroon Lake, NY
- Sedona, AZ
- Seven Springs, PA
- Spain
- Spartanburg, SC
- Springfield, MS
- St. Martain
- St. Petersburg, FL
- St. Thomas
- Stone Mtn., NC
- Stuart FL
- Sun River, OR
- Sunset Beach, NC
- Tampa, FL
- Taos, NM
- Tortola, BVI
- Transatlantic Cruise
- Tucson, AZ
- Tunica, MS
- Turkey
- Union Pier, MI
- Vacation rental - Currituck Club
- Vancouver
- Vermont
- Victoria
- Virginia
- Visiting Relatives
- Warrens, WI
- West Virginia
- Winston Salem, NC
- Yorktown, VA
- Yosemite

****Note: For questions 7-27 the survey sample (N) is 83. This includes 58 respondents who indicated that they had visited Currituck-Outer Banks in the past 2 years and 25 respondents who did not answer Q6a, but completed questions 7-27.**

Here, one clearly sees that Currituck County is not in competition with the other Outer Banks destinations, but rather a wide variety of other destinations. This very clearly indicates to RTM that the Currituck County Department of Travel and Tourism would be well served to market cooperatively in conjunction with the other Outer Banks areas. Combined marketing power would likely create better results for all. It literally becomes a “grow the pie, not the slice” scenario.

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8. How far in advance did you plan your last trip to the Currituck-Outer Banks area?

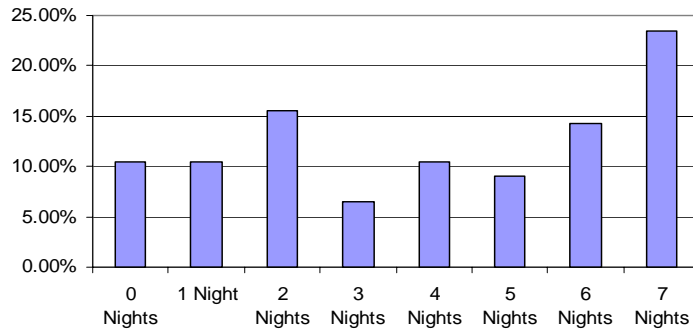
1 week before travel	8.97%
2 weeks before travel	6.41%
1 month before travel	12.82%
2 months before travel	11.54%
3 months before travel	11.54%
4-6 months before travel	6.41%
6-12 months before travel	3.85%
More than 12 months before travel	38.46%
No Response =	6.02%
Survey Sample (N) =	83
Question Sample (n) =	78

This data is somewhat surprising and indicates that Currituck County has three distinct customer markets. One segment (28.2%) plans their trips within one month or less. The largest segment (38.46%) plans their trip more than one-year before travel. Additionally, over half (51.28%) of total respondents plan their trip in three months or less. Thus, the CCDTT needs to plan its communications program to include messages to the following:

- Those planning to visit within one month
- Those planning to visit within three months
- Those planning trips over 12 months in advance

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**9. How many nights did you spend in Currituck- Outer Banks, NC?
(number of nights)**



	Mail Inquiry Survey
0 Nights	10.39%
1 Night	10.39%
2 Nights	15.58%
3 Nights	6.49%
4 Nights	10.39%
5 Nights	9.09%
6 Nights	14.29%
7 Nights	23.38%
Average number of nights =	3.97
No Response =	7.23%
Survey Sample (N) =	83
Question Sample (n) =	77

The average length of time visitors stay in an area is a useful piece of information when planning marketing strategies. The significant majority of responses are six to seven nights.

This is good information for the CCDTT and guides them in knowing they need to provide information on activities and amenities for this length of time.

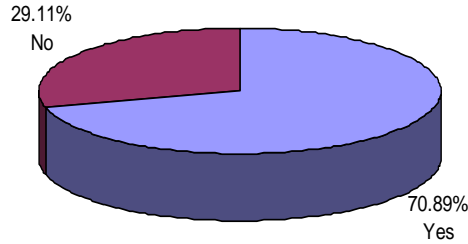
The following chart is a comparison of the duration of trips by Americans in the year 2000 and the findings from the Currituck County research:

<u>Trip Durations</u>	<u>% of Domestic U.S. Person Trips in 2000*</u>	<u>Currituck Outer Banks Mail Survey Findings</u>
No nights	17%	10.39%
1-2 nights	38%	25.97%
3-6 nights	31%	40.26%
7 nights or more	14%	23.38%

*Source: Travel Industry Association of America (TIA)

Inquiry Mail Survey

10. Did your last trip include a Friday and/or Saturday night stay?



Yes	70.89%
No	29.11%
No Response =	4.82%
Survey Sample (N) =	83
Question Sample (n) =	79

More than two-thirds (70.89%) of the respondents reported that they did spend a Friday or Saturday night in Currituck-Outer Banks during their last visit while less than one-third (29.11%) reported that they did not spend a Friday or Saturday night.

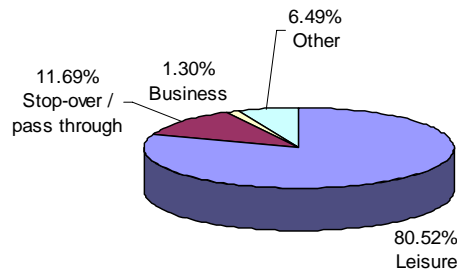
A cross tabulation of the survey data from Questions 10 and 11 produced the trip type taken by visitors to Currituck-Outer Banks.

Day Trip	5.56%
Weekend Getaway (1-3 nights)	15.28%
Weekday Getaway (1-3 nights)	18.06%
Vacation (4+ nights)	61.11%

These responses match what RTM would expect to find for a beach destination with primarily housing rentals for its lodging inventory. The most typical answer is 4+ nights, which matches the rental product.

Inquiry Mail Survey

11. How would you categorize your last trip to Currituck-Outer Banks?



Leisure	80.52%
Stop-over/pass through as part of longer trip to (final destination)	11.69%
Other (specify)	6.49%
Business	1.30%
No Response =	7.23%
Survey Sample (N) =	83
Question Sample (n) =	77

Listed as “final destination” of longer trip:

- 2nd vacation
- Augusta
- Charleston, SC
- Chincoteague, VA
- New York

Listed as Other:

- Family visit
- Mid-week get away.
- Repair & maintenance on cottage
- Tour with car club

The vast majority (80.52%) of respondents categorized their last trip to Currituck as a leisure trip. Slightly less than twelve percent (11.69%) of respondents reported their last trip as a stop-over/ pass through part of a longer trip, while less than seven percent (6.49%) categorized their as “other”. Less than two percent (1.30%) reported being in Currituck for business.

Inquiry Mail Survey

12. What was the main purpose of your last visit to Currituck-Outer Banks, NC? (circle one)

The TOP response is in bold

	Mail Inquiry Survey
Vacation/getaway	68.54%
Other (specify)	8.99%
Visit friends/relatives	7.87%
Pass thru on longer trip	5.62%
Reunion	2.25%
Fishing	2.25%
Attend an event/festival	2.25%
Business	1.12%
Birding/wildlife viewing	1.12%
Meeting/conference	0.00%
Golf	0.00%
Camping	0.00%
Shopping	0.00%
Wedding/honeymoon	0.00%
Beach sports	0.00%

Listed as “Other specify”

- Family get together (7)
- Lighthouse (3)
- Family Reunion
- Graduation from college
- Maintenance on cottage
- Planning longer vacations
- Shelling
- Tall Ships

The primary purpose of a trip is often a key around which promotional messages can be developed. Here we see that vacation/getaway is the primary trip purpose for those inquiring to the CCDTT. All of the top responses related to leisure.

Inquiry Mail Survey

**13. What type of lodging did you use most during your last visit?
(circle one)**

	Mail Inquiry Survey
Rental house/condo	34.62%
Hotel	25.64%
Motel/lodge	21.79%
Friends/family house	6.41%
Other (specify)	6.41%
Campground/campsite	3.85%
Bed & breakfast/inn	1.28%
Boat/yacht	0.00%
No Response =	6.02%
Survey Sample (N) =	83
Question Sample (n) =	78

Other:

- House
- I prefer bed & breakfast
- RCI
- Time share

Awareness of the types of lodging used by visitors will help the CCDTT track and document the impact of its marketing efforts for its lodging constituents. As seen in the lodging report (section 6), rental houses/condos comprise 93% of the total lodging inventory in Currituck County.

Lodging Property Type	Total Lodging Properties	Units	% of Lodging Inventory (units)
Rental Units	20	3,070	93.8%
Hotel/Motel	6	194	5.9%
Bed and Breakfast Inns	2	8	.24%

In this study, the largest percentage of respondents: mail respondents (34.62%) reported they stayed in a rental house/condo followed by hotel (25.64%), motel/lodge (21.79%), family/friends (6.41%), other (6.41%), campground/campsite (3.85%) and bed and breakfast inns (1.28%).

Inquiry Mail Survey

14. What mode of transportation did you use to visit Currituck-Outer Banks, NC? (circle one)

The TOP responses are in bold

	Mail Inquiry Survey
Automobile only	89.74%
Fly or combination fly/drive	5.13%
Camper/RV	2.56%
Motorcycle	1.28%
Other (specify)	1.28%
Motor coach/bus	0.00%
Boat/yacht	0.00%
No Response =	6.02%
Survey Sample (N) =	83
Question Sample (n) =	78

Listed for “What airport did you fly into”

- **Norfolk (2)**
- Raleigh

Listed as “Which airline”

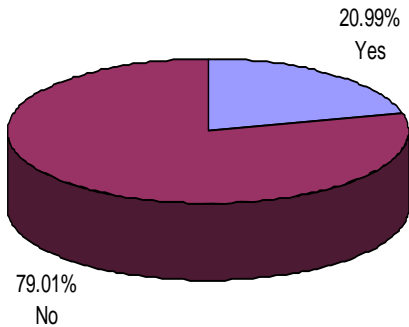
- Southwest
- United

RTM typically finds an average of approximately 5-15% fly/drive and 85-90% drive responses to this question, although the fly/drive percentage will be lower when a major airport is not centrally located in the region. Thus, the responses here match our findings in research conducted in other similar markets and indicate to us that the Currituck County region is primarily a drive-in destination, and has potential to build its fly-in customer base.

Therefore, CCDTT can use this information to help guide its advertising and promotional placements. Those markets that are within a comfortable driving distance from Currituck County are to be targeted most aggressively. Once the CCDTT program has thoroughly saturated the drive market, then and only then should the CCDTT expand into broader national and international markets with advertising. Public relations (press stories) and co-op marketing with the regional Outer Banks groups and the state will deliver sufficient cost-effective coverage in the broader markets in the coming years.

Inquiry Mail Survey

15. Did you ride the Knott's Island Ferry during your visit to Currituck-Outer Banks?



Yes	20.99%
No	79.01%
No response =	2.41%
Survey Sample (N) =	83
Question Sample (n) =	81

Approximately one in five visitor parties take advantage of the Knott's Island Ferry during their trip to Currituck County. As seen in question number 19 (following), this almost exactly matches the percentage of visitors who engage in driving/sightseeing in Currituck County. Further, during the reconnaissance portion of this study we learned that at least one winery attraction in Knotts Ferry reported that approximately 30% of their total customers are overnighiting in the Outer Banks.

Inquiry Mail Survey

16. Including you, how many people were in your travel party to Currituck-Outer Banks?

Number of Adults	Mail Inquiry Survey
1	9.21%
2	56.58%
3	7.89%
4	10.53%
5	3.95%
6 or More	11.84%
Average =	3.11
Percentage with adults only	62.34%
No Response =	8.43%
Survey Sample (N) =	83
Question Sample (n) =	76

Number of Children	Mail Inquiry Survey
Percentage of parties that contained children	37.66%
1	37.93%
2	31.03%
3	10.34%
4	6.90%
5 or More	13.79%
Average children for parties with children =	2.34
No Response =	65.06%
Survey Sample (N) =	83
Question Sample (n) =	29

An important part of a visitor profile is the size of the group visiting an attraction or a destination.

Approximately two-thirds of all inquiry mail survey respondents represented a travel party size of 2 adults (62.34%). For the one-third that contained children, two was the typical number of kids reported.

However it should also be noted that Currituck is unique in that it hosts a hefty percentage of large travel parties, ranging up to 15-20 people. This may indicate a need to include promotions for group discounts for parties of eight or more.

Inquiry Mail Survey

17. Please estimate how much you spent in Currituck-Outer Banks during your trip to the area:

Knowledge of the spending habits of those who travel to Currituck-Outer Banks as a result of the CCDTT marketing program will benefit the CCDTT in projecting realistic revenue growth in the future. The above figures, when combined with the average length of stay information (question 9), provide insight into the economic impact that each travel party generates in a community.

As found in question 9, the average length of stay driven by the Currituck County Department of Travel and Tourism marketing program for mail inquiry respondents is **3.97** nights.

Average Daily Spending By Type of Visitor Party

	Rental Visitors	Hotel/Motel/ Other Visitors	Overall
<u>Spending Category</u>			
Lodging	\$210.45	\$121.21	\$162.59
Food/meals	\$67.00	\$62.81	\$63.78
Transportation, fuel, etc.	\$43.26	\$47.82	\$50.53
Shopping	\$33.10	\$63.85	\$46.86
Attractions/amusements	\$29.48	\$41.87	\$37.34
Average Daily Expense	\$383.29	\$337.56	\$361.10

Rental Only

Daily Spending Per Travel Party (Including Tax Calculations)

<u>Spending Category</u>	<u>Amount</u>	6% Occ. Tax	4.25% NC Tax	2.5% County Tax
Lodging	\$210.45	\$12.62	\$8.94	\$5.27
Food/meals	\$67.00		\$2.85	\$1.67
Transportation, fuel, etc.	\$43.26		\$1.84	\$1.08
Shopping	\$33.10		\$1.41	\$.83
Attractions/amusements	\$29.48		\$1.25	\$.74
Average Daily Expense	\$383.29	\$12.62	\$16.29	\$9.59

Inquiry Mail Survey

Rental Only
Total Trip Spending (Daily Expenditures x 3.97 nights)

<u>Spending Category</u>	<u>Total</u>	<u>6% Occ. Tax</u>	<u>4.25% NC Tax</u>	<u>2.5% County Tax</u>
Lodging	\$835.49	\$50.13	\$35.51	\$20.89
Food/meals	\$265.99		\$11.30	\$6.65
Transportation, fuel, etc.	\$171.74		\$7.30	\$4.29
Shopping	\$131.07		\$5.57	\$3.28
Attractions/amusements	<u>\$117.04</u>		<u>\$4.97</u>	<u>\$2.93</u>
Average Trip Total	\$1,521.33	\$50.13	\$64.65	\$38.04

Another way to look at this is to extrapolate total trip expenses based on relative lodging occupancy:

- 3,200 Approximate number of total lodging units in Currituck County
- X 365 Available lodging unit nights per year =
- 1,168,000 Total sold unit nights - divided by 38% avg. annual occupancy =
- 443,840 sold units - divided by 3.97 nights
- 111,798 Total trips
- X \$1,521.33 Total trip expense =
- \$170,081,651 Total visitor revenues generated in Currituck County

- \$835.49 total lodging per trip x 111,798 sold trips = \$93,406,111.02 x .06% occupancy tax = \$5,604,366

It is sometimes surprising for community leaders to realize that there is such a huge amount of daily spending from visitors. Especially when one computes dining, shopping and transportation expenses, it is easier to see the bigger picture of economic impact that is generated by travel and tourism.

Shopping is identified nationally as the number one tourist activity. One will also in question 19 (following) that shopping is the most popular tourist activity after dining. The finding here indicates the overall spending in the Currituck-Outer Banks region is very good and can be improved with more aggressive promotion of shopping and dining. This provides clear evidence for both the leaders of Currituck County and the CCDTT that it must monitor and measure the TOTAL expenditures of each travel party rather than just lodging. Tax relief is too critically important to not track diligently.

Inquiry Mail Survey

18. What do you remember liking or disliking most about your last trip to Currituck-Outer Banks? (write in your answers)

Top Reported Likes

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • Beaches (23) • Lighthouse (8) • Relaxing/peaceful (8) • Scenery (8) • Shopping (8) • Weather (8) • Everything (6) • Friendly people (6) • Restaurants/food (6) • Beautiful/beauty (5) • Ocean (4) • Atmosphere/casual/laid back (3) • Attractions (3) • Seafood (3) • Birding (2) | <ul style="list-style-type: none"> • Clean (2) • Family/friends (2) • Fishing (2) • History (2) • Natural area/nature (2) • Quiet (2) • Activities • Boating • Change of pace • Cotton Gin • Currituck sports store • Don't remember • Fun • Geography • Golf • Hiking | <ul style="list-style-type: none"> • Jockeys Ridge • Kitty Hawk • Location • Lodging • Lost Colony • Neat • Privacy • Rental house • Small village atmosphere • Staying @ ocean/bay • Water temp just right. • Wild horse Sanctuary • Wright Brothers |
|---|--|--|

Top Reported Dislikes

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> • None (6) • Cost (5) • Crowds (5) • Traffic (5) • Limited dining/restaurants (4) • It was too short (3) • Distance (2) • Hot (2) • Restaurants (2) • Beaches • Buffet at Western Sizzler • Cheesy motels | <ul style="list-style-type: none"> • Couldn't find any sound beaches to use • Distance between towns • Dogs on beach • Few major stores • Floods on last 2 days • Getting onto the main road • Hard to find place to stay • High gas prices • Jelly fish on beach • Need more campgrounds • No Carter outlet | <ul style="list-style-type: none"> • No dance clubs • No dog friendly hotels • Not enough coupons • Ocean current strong • People • Rainy • Seafood shacks • Seemed desolate • Waiting for services • Water on roads after rain • Wind |
|--|---|---|

Knowledge of the characteristics or attributes which visitors liked and disliked about their visit is useful information in assessing product quality, to provide to local tourism entities for corrective measures and for developing new promotional messages.

Clearly the beaches, scenery and relaxing atmosphere, lighthouses, shopping, and weather offer appeal to visitors to the Currituck-Outer Banks region. The dislikes primarily included costs, crowds, and traffic/driving frustrations.

Inquiry Mail Survey

19. Please circle all activities that at least one member of your travel party did while visiting Currituck-Outer Banks:

The TOP activities are in bold

	Mail Inquiry Survey
Dining out	86.75%
Shopping	81.93%
Driving/sightseeing	72.29%
Beach swimming	71.08%
Visit a historic site	53.01%
Sleep late/nap/rest	50.60%
Visit a park	39.76%
Looking for wild horses	37.35%
Birding/wildlife viewing	28.92%
Visit a museum	27.71%
Fishing/crabbing	25.30%
Biking	22.89%
Antique shopping	21.69%
Boating	16.87%
Water sports	16.87%
4-wheel driving on beach	15.66%
Golf	14.46%
Attend a cultural performance	13.25%
Other (specify)	9.64%
Attend a festival	8.43%
Camping	7.23%
Business	6.02%
Visit a winery/vineyard	6.02%
Convention/meeting	2.41%
Survey Sample (N) =	83

Mail Survey activities listed as “other” include:

- Amusement rides
- Aquarium
- Checking on housing
- Dolphin cruise
- Kayaking
- Strawberry picking
- Went to a night club to see live music

Visitor Intercept Survey activities listed as “other” include:

- Go-carts
- Golf
- Jet ski
- Lighthouse
- Mini-golf

Inquiry Mail Survey

19. (Continued)

In assessing the overall perceptions of product value, it is important to note the activities in which visitors participate. This also provides clues as to which marketing messages might be most successful. In other research studies conducted by RTM around the country we find similar responses to the data presented here. Frequently mentioned activities in other similar studies include shopping, sightseeing and spending time in a downtown or center city area.

According to RTM research and as documented by Travel Industry Association of America (TIA), activities participated in by U.S. resident travelers for 2000 included:

- Shopping (33%)
- Outdoor (camping, hiking, biking, etc.) (17%)
- Historical Sites/Museums (14%)
- Beaches (10%)
- Cultural Events/Festivals (10%)
- National/State Parks (10%)
- Theme/Amusement Parks (9%)
- Gambling (8%)
- Nightlife/Dancing (7%)
- Sports Event (6%)
- Golf/Tennis/Skiing (4%)

Additionally, TIA reports that visitors planned the following activities after arriving at their destination:

- Restaurant (48%)
- Shopping Area (45%)
- Museum or Exhibit (26%)
- Sightseeing Tour (24%)
- Movie (16%)
- Theme Park (15%)
- Religious Service (14%)
- Live Theatre or Other Performance (14%)
- Festival or Parade (13%)
- Other Activities/Attractions (24%)

Dining out and shopping are the most popular activities in the Currituck-Outer Banks region. This is a clear indicator that economic impact from travel and tourism should include shopping and dining as well as lodging figures.

Examining this rank order we see Currituck County Department of Travel & Tourism can have confidence that promotion of the following activities will most favorably drive visitation:

- Dining
- Shopping
- Driving/sightseeing
- Beach/swimming
- Visit a historical site
- Sleep late/nap/rest
- Visit a park
- Looking for wild horses

Inquiry Mail Survey

20. Considering your last visit, please rate each of the following categories of amenities:

Amenity	Mail Inquiry Survey Average
Quality of beaches	4.36
Quality of the lodging	4.00
Overall appeal of the attractions in the area	4.00
Ease of finding visitor information	3.93
Lodging value you received for the price paid	3.82
Level of service/employee training	3.89
Signage and wayfinding	3.82
Variety of shopping & merchandise	3.69
Range of choices for dining	3.71

The rating by visitors of an area's amenities is useful in understanding if visitor expectations are being met by actual experiences. Typically RTM will find that a visitor will rate their overall experience fairly highly but when we break down the specific attributes, as shown in this question, the ratings become more specific and can assist a destination in determining its weak points.

In evaluating these ratings, RTM looks to find ratings above the 4.00 mark. While it is a 5.00 scale, where one equals poor and five equals excellent, RTM typically finds that visitors rate their travel experiences highly. Therefore, 3.00 is not really the mid-point. The adjusted mid-point is 4.00. Ratings that fall below the 4.00 mark are considered unacceptable or less than average. The "A" grade is determined to be at or above the 4.50 mark.

Thus, we can deduce that the Currituck-Outer Banks region amenities and attributes earn fairly good ratings from its visitors. Ease of finding visitor information, lodging value received for the price paid, front line service, signage and wayfinding, variety of shipping and choices for dining are all at or below the critical 4.00 mark.

RTM was somewhat disturbed to find that the ease of finding visitor information rates at 4.00 overall. This is not considered acceptable for a beach destination. As RTM as mentioned elsewhere in this report, this could also be caused by visitors not being able to find sufficient visitor information until they have already arrived in the Corolla area rather than when they first arrive in Currituck County. This indicates a need for further investigation.

Inquiry Mail Survey

21. Following is a list of attractions and events offered in the Currituck-Outer Banks area.

First, for each attraction or event, circle (1) if you never heard of it and (2) if you visited it during your last trip to the Currituck-Outer Banks area.

Second, if you visited the attraction or event, rate it on a 5-point scale, where 5 is Excellent, 3 is Average, and 1 is Poor.

<u>Attractions</u>	<u>Never Heard of</u>	<u>Visited</u>	<u>Rating</u>
Currituck Beach Lighthouse	9.64%	67.47%	4.27
Historic Corolla Village (historic sites, shops & restaurants)	13.25%	60.24%	4.16
Outer Banks Center for Wildlife Education	38.55%	25.30%	4.43
4-wheel drive beaches	30.12%	24.10%	4.29
Whalehead Club	37.35%	22.89%	4.37
Mackay Island National Wildlife Refuge	40.96%	19.28%	4.81
Audubon Sanctuary	38.55%	19.28%	4.44
Golf course (specify)	42.17%	16.87%	4.36
Civil War Trails	42.17%	15.66%	4.38
Wild horse tour (specify)	31.33%	14.46%	4.46
Currituck Heritage Park	40.96%	14.46%	4.27
Currituck Outer Banks Historic Jail & Courthouse	51.81%	9.64%	4.56
National Estuarian Reserve	46.99%	9.64%	4.44
Charles Kuralt Trail (NC Route 615) walking trail	51.81%	7.23%	4.88
Winery/vineyard (specify)	57.83%	4.82%	4.80

Listed as other “winery/vineyard”:

- None Listed

Listed as “golf course”:

- Currituck Club (2)
- Don't remember
- Nags Head Links

Listed as “wild horse tour”:

- Forget which one
- On our own/asked driver

In analyzing this data one wants to see a relatively high awareness level (above 40%). Visitation percentages tell us how much appeal the attraction currently enjoys among visitors. Here we want to see a percentage in high proportion to the awareness level. Otherwise one might conclude that although the visitor is aware of the product, they are not compelled to visit or perhaps the attraction/event is not available when they visit. Finally, one wants to note the rating of the attraction/event. This provides clues as to the perceived quality of the experience and whether an individual attraction/event may or may not be of critical importance for the majority of visitors. RTM looks for an overall rating of over 4.5 or “A” grade in determining high product quality.

Inquiry Mail Survey

21. (Continued)

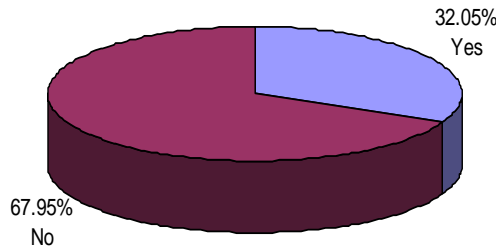
RTM has noted in bold the attractions that, in our analysis, have the most compelling appeal for visitors. We come to this conclusion by identifying a good percentage of awareness (approximately 40% or higher), a healthy percentage of actual visitation and a high rating of quality of experience.

Please note that we do not typically rate annual events as offering top appeal because they offer only a limited time economic impact. For instance Augusta, Georgia may be well known for the Masters golf event, but it can not be counted upon for overall year round economic impact.

Thus, in analysis the following attractions offer the primary appeal for a visit to Currituck/Outer Banks:

- **Currituck Beach Lighthouse**
- **Historic Corolla Village**

22. During your last trip to Currituck-Outer Banks, did any member of your party participate in fishing?

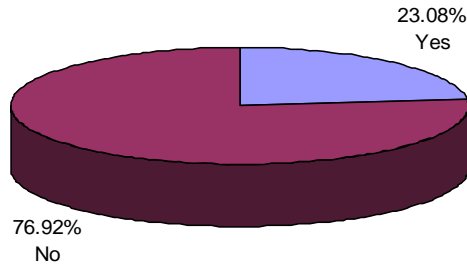


Yes	32.05%
No	67.95%
No Response =	6.02%
Survey Sample (N) =	83
Question Sample (n) =	78

Fishing appeals to approximately one-third of visitors to Currituck County. It is not as predominant an activity as dining, shopping, driving/sightseeing, beach/swimming, visiting a historic site, sleep late/nap/rest, or looking for wild horses.

Inquiry Mail Survey

23. During your last trip to Currituck-Outer Banks, did any member of your party participate in water sports such as surfing, kayaking, parasailing, jet skiing, boating, etc?



Yes	23.08%
No	76.92%
No Response =	6.02%
Survey Sample (N) =	83
Question Sample (n) =	78

23.a. If yes, specify:

- Boating (5)
- Kayaking (3)
- Parasailing (3)
- Jet Ski/Wave Runners (2)
- Sailing (2)
- 4 Wheeling
- Water Ski

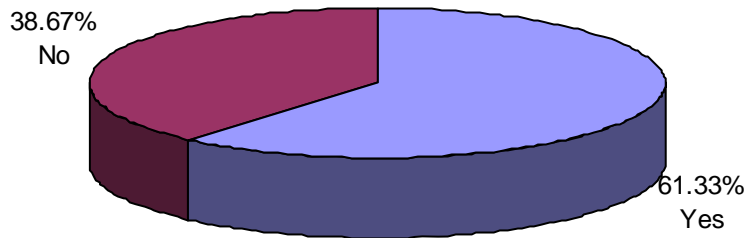
23.b. If you rented any sports equipment, please specify:

- Kayak (2)
- Boat
- Jet Ski

General water sports appeal to about one-quarter of visitors to Currituck County, and is not as predominant an activity as dining, shopping, driving/sightseeing, beach/swimming, visiting a historic site, sleep late/nap/rest, or looking for wild horses.

Inquiry Mail Survey

24. During your last trip to Currituck-Outer Banks, did any member of your party participate in non-water outdoor recreation, such as golf, hiking, cycling, hunting, visit a park, etc?



Yes	61.33%
No	38.67%
No Response =	9.64%
Survey Sample (N) =	83
Question Sample (n) =	75

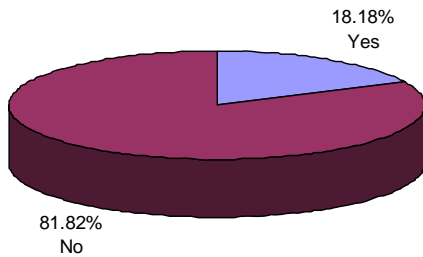
24.a. If yes, specify.

- Cycling (14)
- Visit a park (14)
- Golf (10)
- Hiking (9)
- Aquarium (2)
- Beaches
- Currituck Heritage Park
- Fort at end
- Lighthouses
- Mackay Island
- Swimming
- Visit Historic Site
- Wild Horse Sanctuary
- Wright Brothers

General outdoor activities are important to visitors and appeals to slightly less than two-thirds (61.33%) of visitors to Currituck County. The most prominent outdoor activities are cycling, visiting parks and sites, golf, and walking.

Inquiry Mail Survey

25. During your last trip to Currituck-Outer Banks, did any member of your party attend a cultural event such as a concert, or performance?



Yes	18.18%
No	81.82%
No Response =	7.23%
Survey Sample (N) =	83
Question Sample (n) =	77

25.a. If yes, specify.

- **Lost Colony Drama (5)**
- Don't remember name
- Re-enactment play
- Some night life, band very good.

Approximately one in five visitor parties attended a cultural performance or play during their trip to Currituck County. Those that did primarily attended the Lost Colony Outdoor Drama. For most visitors, cultural pursuits are not a priority activity.

26. Approximately how much time did you spend on the Currituck mainland during your last trip to Currituck-Outer Banks?

Drove thru mainland only on way to beach areas	33.73%
One-half day or longer during beach trip	24.10%
Majority of trip spent on mainland	16.87%
Entire trip	15.66%
Survey Sample (N) =	83

Approximately one-third of visitors to Currituck County drive through the mainland only on their way to the beach areas. An additional one-fourth spend one-half day or longer during their beach trip on the mainland. Approximately one-third spend either the majority of their time on the mainland (16.87%) or their entire trip (15.66%) on the mainland. This clearly indicates to RTM the need for more visitor information sources on the mainland of Currituck County.

Inquiry Mail Survey

27. Overall, on a 5-point scale, where 5 is Excellent, 3 is Average, and 1 is Poor, how would you rate your last visit to Currituck-Outer Banks, NC? (circle one)

	Mail Inquiry Survey
5 (Excellent)	44.59%
4	44.59%
3 (Average)	10.81%
2	0.00%
1 (Poor)	0.00%
No Response	10.84%
Survey Sample (N) =	83
Question Sample (n) =	74
Average Rating	4.34

A cross tabulation of the data produced the following table that shows the visitor rating for the total visit experience to the Currituck-Outer Banks region by the type of trip taken, the gender of the respondent and by the major purpose for the visit to the area.

Category	Mail Inquiry Average Rating
<u>Type of Trip</u>	
Business	5.00
Leisure	4.43
Other (specify)	4.25
Stop-over/pass through as part of longer trip to (final destination)	3.75
<u>Gender</u>	
Women	4.39
Men	4.30
<u>Major Purpose for Visit</u>	
Business	5.00
Reunion	4.50
Fishing	4.50
Vacation/getaway	4.41
Pass thru on longer trip	4.25
Visit friends/relatives	4.00
Birding/wildlife viewing	4.00
Other (specify)	3.83
Attend an event/festival	3.50
Meeting/conference	N/A
Golf	N/A
Camping	N/A
Shopping	N/A
Wedding/honeymoon	N/A
Beach sports	N/A

Inquiry Mail Survey

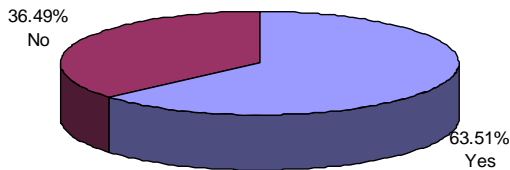
27. (Continued)

The rating of a visit to an attraction or a destination by visitors is useful in understanding if visitor expectations are being met by actual experiences. Further, it provides a clue to likelihood of return/repeat visits in the future. It is also a good measure of how well visitors will speak of the Currituck-Outer Banks region to their friends and relatives.

It is important for Currituck Department of Travel & Tourism to realize that typically a visitor rates their vacation experiences highly. Vacations, perhaps even in foul weather or less-than-desirable conditions are still appreciated by visitors compared to their normal hectic lives. The worst day of one’s vacation is for many still better than his/her best day at work. RTM typically sees average ratings in the range of 4.2 to 4.4 and has only rarely seen an average rating below a 4.0. Therefore, one must look very critically at the ratings provided here.

RTM prefers to see a solid “A” (or upwards of a 4.5) rating for destinations. Ratings over this mark confirm for us that the destination or attraction is providing excellent value and is well positioned with expectations matching actual experiences. As in the previous question, when we find ratings below the “A” or 4.29 mark, we see this as an indication that the value of the destination/attraction needs to be examined. The Currituck-Outer Banks region’s average rating of 4.34 is very good.

28. Are you planning to visit Currituck-Outer Banks, NC in the next year?



Yes	63.51%
No	36.49%
No Response =	33.65%
Survey Sample (N) =	318
Question Sample (n) =	211

Typically RTM finds a favorable response to this question, and a positive response of 63.51% indicates solid overall satisfaction with the destination more than a reliable indicator of return trips. This is a good response when compared to other destinations and indicates that visitors to Currituck County will favorably consider return trips and will speak well of the area to others.

Inquiry Mail Survey

29. What words come to mind when you think about Currituck-Outer Banks, NC?

- **Beautiful/Beauty (33)**
- **Relaxing/relaxation (27)**
- **Beaches (26)**
- **Peaceful/peace (25)**
- **Natural/nature (13)**
- **Fun (9)**
- **Ocean (9)**
- **Serene/tranquil (9)**
- **Quiet (7)**
- **Family oriented (6)**
- **Lighthouse (5)**
- **Scenery/scenic (5)**
- **Getaway (4)**
- **I want to visit! (3)**
- **Water (3)**
- **Educational (2)**
- **Expensive (2)**
- **Friendly (2)**
- **Great vacation spot (2)**
- **Have not decided yet (2)**
- **Historic (2)**
- **Laid back (2)**
- **New environment (2)**
- **Seafood (2)**
- **Sun (2)**
- **Variety (2)**
- **Want to return (2)**
- **Whispering winds/breezes (2)**
- **Wildlife (2)**
- 4 wheel drive
- A free weekend
- Active
- Awesome
- Beautiful sunrises
- Breathtaking
- Brochure
- Carolinas
- Charles Kuralt
- Clean
- Clean air
- Cool
- Delightful
- Excellent
- Exploring
- Few people
- Fishing
- Flowers
- Freedom
- Fresh
- Golf
- Great
- Great time
- Healthful
- Humidity
- Interesting
- Knotts Island
- Lonely
- Mountains
- Mustangs!
- Nice
- No dance clubs
- Old world
- One of our favorite trips.
- Placid off season
- Private
- Regrouping
- Releasing
- Remote
- Retirement
- Roman
- Sand
- Secluded beaches
- Sightseeing
- Spectacular
- Stressful
- Swimming
- The O'Neils
- Trails
- Unspoiled
- Vacation
- Warm
- Wild
- Wild beaches
- Wild horses
- Wonderful
- Wright Brothers

The beautiful, relaxing and peaceful nature of Currituck County and its beaches, along with the lighthouses and wild horses is what makes this area unique to visitors.

Inquiry Mail Survey

30. Which of the following would you like to see added in Currituck-Outer Banks, NC? (circle all that interest you)

The TOP responses are in bold

	Mail Inquiry Survey
Free trolley from Corolla to Manteo	29.87%
More dining variety	26.73%
A guided, narrated wildlife tour	20.13%
More lodging options	18.55%
A craft/artisan co-op featuring hand-made items	16.98%
Night-time entertainment	17.61%
Bike/walking paths in Corolla	16.67%
More shopping variety	14.78%
An interpretive showcase for the NC coast/Outer Banks region	10.69%
Other (specify)	3.46%
Survey Sample (N) =	318

Listed as “other” mail survey:

- Dog beach!
- Ice cream shops
- More camp grounds
- More outdoor activities
- New bridge
- Stop developing
- Unknown have never been there
- WWE

Listed as “other” visitor intercept survey

- **Bridge from Corolla to Virginia (2)**

In analyzing this data, RTM looks to find items that rate near or over the 40.00% mark. Those are considered highly significant. Clearly, this data indicates that people are very interested in having a free trolley from Corolla to Manteo. There is also significant interest in a craft/artisan co-op featuring handmade items. No other item rated highly enough to warrant further investigation. It is interesting to note the continued references to both increasing bridge access to Virginia as well as accommodations and amenities for those traveling with their pets.

31. What kind of lodging would you most like to see added in Currituck-Outer Banks? (circle all that interest you)

More budget lodging	25.16%
Mid-price hotels such as Hilton Garden Inn, Holiday Inn Express, etc.	24.84%
Full service resort with specialty pools, kid programs, adult-only activities, etc.	19.50%
Hotels with family-size suites	15.72%
More bed & breakfast inns	15.09%
Modern full-service hotel with restaurant	11.01%
RV parks/camping	9.43%
Survey Sample (N) =	318

RTM would have predicted that a desire for more budget and mid-price lodging would test favorably. However, the percentage here indicates that most visitors are satisfied with the current lodging offering and are not necessarily seeking other options. Over three-quarters like what is there and are not especially interested in other options.

Inquiry Mail Survey

**32. What kind of retail shop merchandise appeals to you most?
(circle the number of all that interest you)**

The top responses are in bold

	Mail Inquiry Survey
Made in North Carolina items	39.94%
T-shirts & beach souvenirs	31.13%
Collectibles	29.25%
Clothing	26.73%
Edibles	27.67%
Jewelry and accessories	26.42%
Books & music	25.79%
Antiques	25.16%
Garden and patio	16.67%
Fine art	15.41%
Contemporary fine art crafts	15.41%
Health & beauty (soaps, bath products, etc.)	15.41%
Housewares & décor	15.09%
Surf, watersports, beach sports	14.47%
Shoes & purses	14.15%
Kitchen & dining	14.47%
Outdoor recreation equipment/outfitter	11.95%
Children's clothing & toys	10.06%
Furniture & home furnishings	9.75%
Electronics	5.66%
Other (specify)	3.46%
Survey Sample (N) =	318

Listed as "other":

- Coffee shop (2)
- Fishing
- Vintage
- Basic souvenirs
- Large retailers - Wal-Mart, Target, etc.
- Nautical
- Pier fishing
- Used book store
- Wines

The responses here match what RTM typically finds in similar beach type destinations. Locally made items are always appealing, regardless of the type of destination. Here, this is followed by beach souvenirs, collectibles, clothing, edibles, jewelry and accessories, and books and music. Thus, this provides excellent data for CCDTT to provide to its shopping constituents and reinforces the appeal of shopping to visitors to Currituck County.

Inquiry Mail Survey

33. What are the primary activities you engage in when visiting a place like Currituck-Outer Banks?

- Beach activities (82)
- Dining (76)
- Shopping (74)
- Sightseeing (58)
- Swimming (56)
- Relaxing (47)
- Fishing (40)
- Beach combing/walking (28)
- Walking (27)
- Hiking (26)
- Historic sites/history (26)
- Golfing (17)
- Beach lounging (14)
- Animals/wildlife (13)
- Biking (12)
- Boating (12)
- Touring/tours (12)
- Water activities. (11)
- Dining at local restaurants not chains (10)
- Horseback riding (9)
- Lighthouses (9)
- Museums (9)
- Nightlife (9)
- Bird watching (8)
- Camping (8)
- Dining seafood (8)
- Nature Exploration (7)
- Attractions (6)
- Outdoor activities (6)
- Shell collecting (6)
- Miniature golf (5)
- Reading (5)
- Scenery (5)
- Family entertainment (4)
- Kayaking (4)
- Photography (4)
- Pool (4)
- Surfing (4)
- Winery (4)
- Antiquing (3)
- Entertainment (3)
- Exploring (3)
- Kite flying (3)
- Music (3)
- Sailing (3)
- Spa (3)
- Sun (3)
- Wild horses (3)
- Aquariums (2)
- Arts (2)
- BBQ/Cooking out (2)
- Canoe (2)
- Clubs/bars (2)
- Crafts(2)
- Dog activities (2)
- Drinking (2)
- Friends (2)
- Homes (2)
- Local parks (2)
- Locals (2)
- Nature tours (2)
- Picnics (2)
- Scenic/nature photography (2)
- Shopping @ local owned shops for unique items (2)
- Shows (2)
- Sports (2)
- Walking the town (2)
- Window shopping (2)
- Archaeology
- Avoiding tourists
- Billiards
- Boat tours
- Casinos
- Cemeteries
- Chill out
- Crabbing
- Cruises
- Cultural events
- Dancing
- Dolphin watching
- Festivals
- Find local, unique things to see/do
- Finding a waterside beach
- Fine dining
- Fitness centers
- Fun
- Genealogical research
- Ghost tours
- Go carts
- Grandsons basketball
- Have not traveled
- Historic churches
- Historical Interpretation
- Historical museums
- Hunting
- I try to not be very active
- Information gathering
- Jogging
- Loafing
- Local items
- Lost Colony Drama
- Moderate prices
- Motorcycle
- Movies/date things
- No schedule
- Nude beaches
- Ocasroke Island & Ferry
- Ocean view
- Oceanside Dining
- Off the beaten path places
- Old towns
- Outlet Malls
- Palm trees
- Parasailing
- Parks
- People watching
- Plantations
- Playing games
- Recreation
- Relocation options
- Resort activities
- Runners
- Sleep or late naps
- Snorkeling
- Son in law golf
- Souvenirs
- Tourist stuff
- Valuable things
- Watching sunset/sunrise
- Water color painting
- Water polo
- Waterfront properties
- We haven't but we would like to
- Wright Brothers Memorial

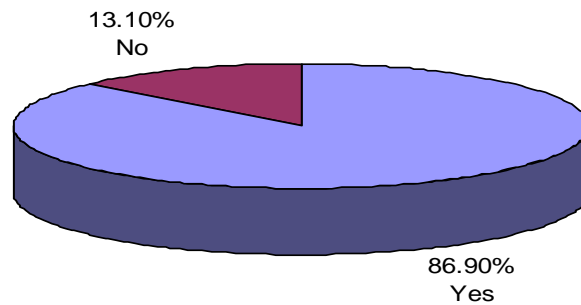
Visitors to Currituck County have sent very clear messages as to their preferred activities. Those are general beach activities, dining, shopping, sightseeing, and relaxing. RTM finds it interesting to note that shopping and dining are the two most prevalent activities consistently throughout this report. Shopping and dining are activities that should be tracked and measured by CCDTT.

Inquiry Mail Survey

34. When visiting an area, how often do you stop at the visitor center to get information on things to see and do?

	Mail Inquiry Survey
Never	2.29%
Rarely	18.63%
Fairly often	43.46%
Frequently	35.62%
No Response =	3.77%
Survey Sample (N) =	318
Question Sample (n) =	306

34.a. Would it be beneficial to have a visitor center at or near the state line of North Carolina and Virginia?



	Mail Inquiry Survey
Yes	89.26%
No	10.74%
No Response =	6.29%
Survey Sample (N) =	318
Question Sample (n) =	298

Over 76.32% of visitors to Currituck County stop at a visitor center either frequently or fairly often when visiting a destination. Further, a substantial 86.90% indicated that having a visitor center at or near the state line of North Carolina and Virginia would be beneficial. This reflects a clear and present need for additional visitor information for those entering Currituck County. When combined with the response to question 26 earlier in this report, one understands that many of these visitors either don't visit the beach areas and therefore can find no visitor information or they spend enough time on the mainland to desire visitor information *prior* to arrival at the beach areas.

Inquiry Mail Survey

Demographics

Demographics are the descriptive statistics dealing with a specific population of people. The demographics of visitors are excellent descriptions of the target markets that are visiting an attraction or destination. The demographics of the sample of respondents who requested information about Currituck Department of Travel & Tourism are described in the following information.

35. Education? (circle one)

	Mail Inquiry Survey
Grade school	0.65%
Some High School	0.98%
High School Graduate	9.77%
Technical School	4.23%
Some College	26.38%
College Degree	35.83%
Graduate School	19.87%
Other (specify)	2.28%
No Response =	3.46%
Survey Sample (N) =	318
Question Sample =	307

Listed as “other”:

- Business College
- Current student
- Doctorate
- Law School
- Medical/Tech
- Trade School
- Undergraduate

The vast majority of respondents in both surveys had attained some level of college education or higher.

Inquiry Mail Survey

36. *What is your age?*

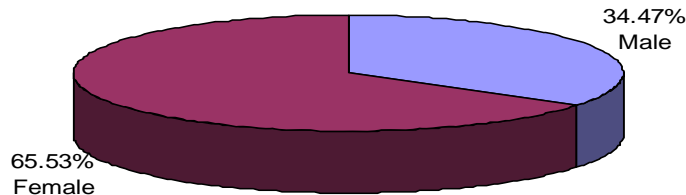
Mail Inquiry respondents ages range from 13 to 85 **Average = 50.06**

The overall average age of respondents is 50.06 years. This also matches data for other similar areas. Tabulating the survey response data by generational group produces the following table:

Generational Group	Mail Inquiry Age Range	%
Generation Y	4-22	1.00%
Generation X	23-43	31.23%
Baby Boomer	44-61	45.85%
Silent Generation	62-79	18.60%
War Generation	80+	3.32%

RTM is pleased to see that the majority of those visiting Currituck County fall into the more profitable Baby Boomer category. This is good news. Further, RTM is encouraged to find that the next largest category of visitors is the GenX market. This indicates a growing younger audience for future years.

37. *Are you?*



	Mail Inquiry Survey
Male	33.22%
Female	66.78%
No Response =	3.46%
Survey Sample (N) =	318
Question Sample (n) =	307

Overall two-thirds (65.53%) of respondents were female. Typically RTM finds more female trip planning decision-makers than male.

Inquiry Mail Survey

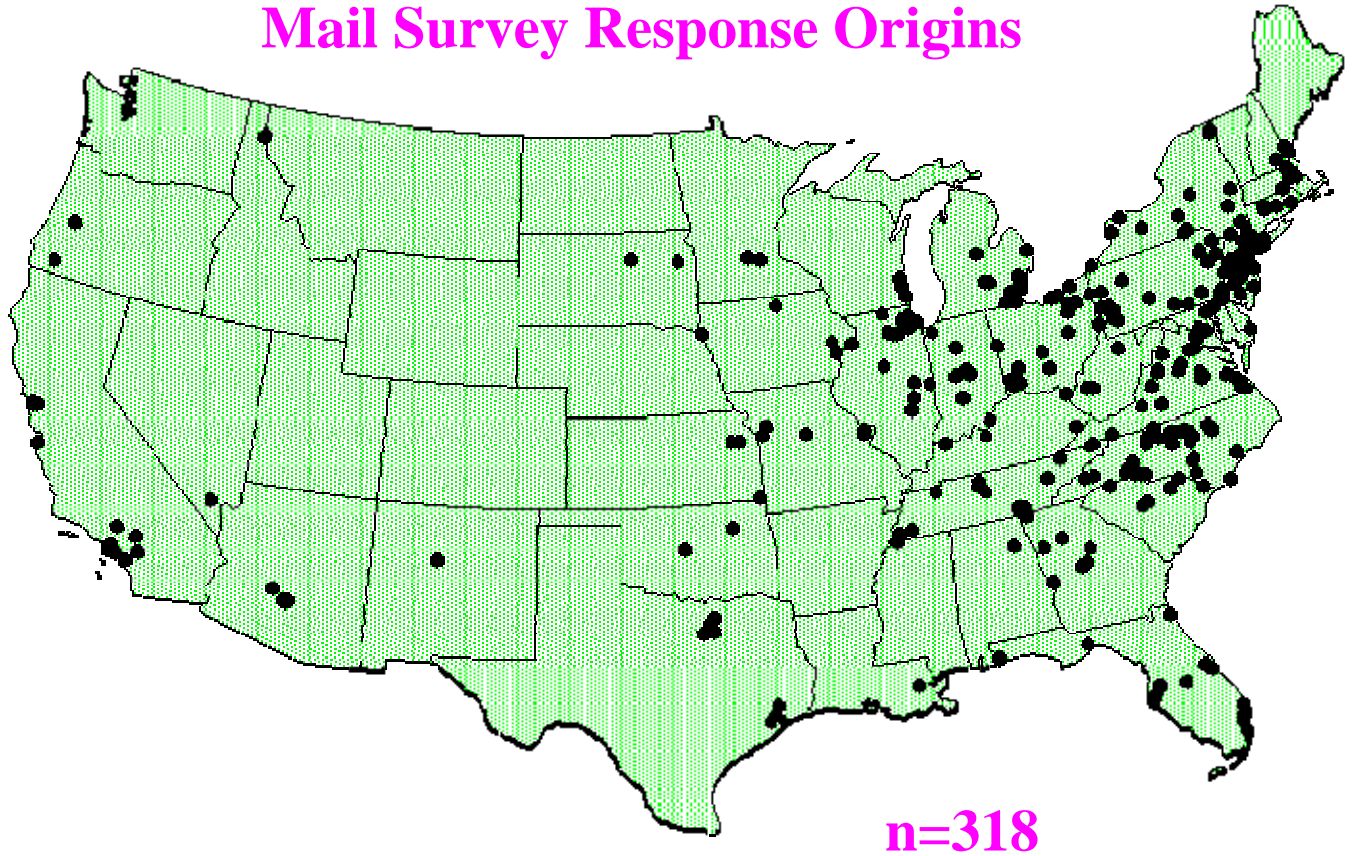
38. What is your occupation?

- **Retired (69)**
- **Homemaker/housewife (24)**
- **Education/Teacher/Professor (18)**
- **Business Owner (11)**
- **Accountant (10)**
- **Receptionist/Secretary (9)**
- **Nurse (8)**
- **Sales (7)**
- **Management (6)**
- **Office Manager (5)**
- **Librarian (4)**
- **Physician (4)**
- **Retail Manager (4)**
- **Student (4)**
- **Wait staff (4)**
- **Bartender (3)**
- **Clerk (3)**
- **Engineer (3)**
- **Marketing (3)**
- **Military (3)**
- **Photographer (3)**
- **Retailer (3)**
- **USPS (3)**
- **Art Dealer (2)**
- **Attorney (2)**
- **Banking (2)**
- **Customer Service (2)**
- **Finance (2)**
- **Human Resources (2)**
- **Loan Officer (2)**
- **Paralegal (2)**
- **Pharmacist (2)**
- **Respiratory Therapist (2)**
- **Restaurant Manager (2)**
- **Unemployed (2)**
- Accounts Payable Supervisor
- Analyst
- Arbitrator, Mediator
- Asset Protection Management
- Assistant
- Assistant Cook in Nursing Home
- Billing Manager - Medical
- Bus Driver
- Business Planning Consultant
- Cab Driver 30 yrs. NY City
- Call Center at a Credit Union
- Caseworker
- Catering Business
- CEO
- CFO
- Civil Engineer
- Closer - Title Company
- Collections Specialist
- Corporate Communications
- Dental Hygienist
- Dietician
- Dry Cleaning
- Economic Development
- Editor
- Electrical Contractor
- Environmental Scientist
- Examiner
- Executive Director
- Fleet Service
- Flight attendant
- Florist
- Food Director
- Government - Federal, Buyer
- Graphic Design
- Gym Director
- Hairdresser
- Hardware Store Manager
- Healthcare Administration
- Housing Specialist
- Insurance Analyst
- Investment Advisor
- International Auditor
- Judge
- Lead Benefit Administrator
- Lead person
- Legal Secretary
- Logistics Analyst
- Medic
- Medical Biller
- Nanny
- Nuclear Engineer
- Office
- Operations Manager
- PC Home Aide
- Personnel Assistant
- Physical Therapist
- Proctor & Gamble
- Program Coordinator
- Program Integrator for Military Programs
- Property Manager
- Psychiatrist
- Psychologist
- Public Health Advisor
- QC Tech
- Radiation Therapy
- Railroad
- Research Coordinator
- Restaurant worker
- Scheduler at local hospital
- Security
- Senior Center Director
- Shipping/Receiving
- Social Worker
- State of Michigan
- Store Detective
- Therapist
- Title clerk
- Transcriptionist
- Travel
- Zoning Administration

Professional occupations and retired are the most numerous responses. The data reported here tends to match what we find for other similar areas and corresponds with the relatively high education level as seen in question 35.

39. What is your home zip code?

**Currituck Outer Banks, NC
Mail Survey Response Origins**



Inquiry Mail Survey

39. (Continued)

North Carolina - 29 (9.24%)

Asheville
 Burlington
 Carolina Beach
 Charlotte
 Cherryville
 Clemmons
 Clyde
 Durham (2)
 Efland
 Elm City
 Fayetteville (2)
 Gastonia
 Greensboro
 Holly Springs
 Jacksonville
 Lincolnton
 Lumberton
 Matthews
 Nashville
 Raleigh (2)
 Rural Hall
 Sherrills Ford
 Siler City
 Stoneville
 Whitsett
 Wilson

New York - 28 (8.92%)

Apalachin
 Bayville
 Bronx
 Buffalo
 Commack
 Conesus
 Deer Park
 Dix Hills
 Endicott
 Huntington
 Jamaica
 Lindenhurst
 Mahopac
 Massapequa

McGraw
 Medina
 Middletown
 Monsey
 N Bellmore
 Nanuet
 New City (2)
 New Hyde Park
 Plattsburgh
 Poughkeepsie
 Round Top
 Waterford
 Whitesboro

Pennsylvania - 26 (8.28%)

Altoona
 Cooksburg
 Duryea
 Erie
 Exeter
 Forty Fort
 Gibsonia
 Grove City
 Jim Thorpe
 Kennett Sq
 Lancaster
 Levittown
 Library
 Monessen
 New Brighton
 New Oxford
 Perkasio
 Philadelphia
 Pittsburgh (3)
 Shippensburg
 Stroudsburg
 Valencia
 West Chester
 White Mills

Virginia - 23 (7.32%)

Altavista
 Arlington
 Burke

Chesapeake (2)
 Daleville
 Glen Allen
 Gordonsville
 Keswick
 Lorton
 New Market
 Newport News
 Norfolk
 Richmond (3)
 Salem
 Stafford
 Staunton
 Sumerduck
 Trout Dale
 Verona
 Williamsburg

Florida - 19 (6.05%)

Atlantic Beach
 Boca Raton
 Cocoa
 Coconut Creek
 Cooper City (2)
 Fort Myers
 Jacksonville
 Lake Wales
 Lake Worth
 Melbourne
 Miami
 Pensacola (2)
 Pinellas Park
 Saint Petersburg
 Temple Terrace
 Viera
 Wakulla Springs

Ohio - 18 (5.73%)

Brookfield
 Centerville
 Chillicothe
 Cincinnati (2)
 Clinton
 Coldwater
 Columbus

Coshocton
 Cuyahoga Falls
 Fairfield (2)
 Lakewood
 Milford
 Painesville
 Ravenna
 Sheffield Lake
 Toledo

Illinois - 17 (5.41%)

Caledonia
 Chicago (2)
 Chrisman
 Effingham
 Eureka
 Mattoon
 Rapids City
 River Forest
 Riverside
 Sandwich
 Shabbona
 Streamwood
 Tolono
 Wheeling
 Woodridge
 Yorkville

New Jersey - 16 (5.10%)

Brick
 Chatham
 Columbus
 Ewing
 Fanwood
 Haddon Heights
 High Bridge
 Little Egg Harbor
 Twp
 Manalapan
 Manville
 Metuchen

Inquiry Mail Survey**39. (Continued)**

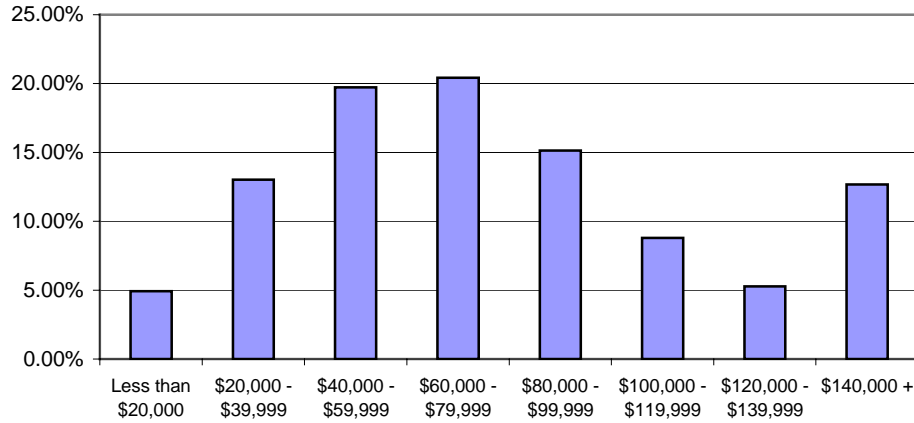
Port Reading	Lizella (2)	Catlettsburg	Faulkton
Rochelle Park	Macon (2)	Henderson	Watertown
South Orange	Villa Rica	Louisville	Rhode Island - 2
Vineland (2)	Texas - 9 (2.87%)	Rineyville	(0.64%)
Tennessee - 12	Dallas	Virgie	Middletown
(3.82%)	Dayton (2)	Missouri - 5	Wyoming
Blountville	Flower Mound	(1.59%)	Oklahoma - 2
Bristol	Fort Worth	Boonville	(0.64%)
Chattanooga	Friendswood	Chesterfield	Oklahoma City
Goodlettsville	La Porte	Excelsior Sping	Tulsa
Knoxville	Lewisville	Independence	Nevada - 2
Memphis	Prosper	Saint Charles	(0.64%)
Nashville	Indiana - 8	Connecticut - 4	Las Vegas (2)
Paris	(2.55%)	(1.27%)	Alabama - 2
Smyrna	Bloomington (2)	Bloomfield	(0.64%)
Somerville	Carmel	Greenwich	Boaz
Tazewell	Fishers	Lebanon	Gadsden
Whitwell	Indianapolis	New Britain	Delaware - 2
California - 11	Lizton	West Virginia - 4	(0.64%)
(3.50%)	Logansport	(1.27%)	Newark (2)
Lancaster	Valparaiso	Bridgeport	Oregon - 2
Los Alamitos	Massachusetts -	Charleston	(0.64%)
Los Angeles	7 (2.23%)	Saint Albans	Cottage Grove
Mission Viejo	Boston	Wellsburg	Grants Pass
Oakland	Braintree	Iowa - 4 (1.27%)	Minnesota - 2
Phelan	Douglas	Mason City	(0.64%)
Riverside	Jamaica Plain	Muscatine	Glencoe
San Francisco (2)	Leominster	Sioux City	Jordan
Seaside	Natick	Tipton	Mississippi - 1
Torrance	Tewksbury	Wisconsin - 3	(0.32%)
Michigan - 11	South Carolina -	(0.96%)	Southaven
(3.50%)	7 (2.23%)	Milwaukee	Washington - 1
Blissfield	Bennettsville	Port Washington	(0.32%)
Dansville	Blythewood	Racine	Seattle
Holt	Columbia	Kansas - 3	Utah - 1 (0.32%)
Huntington	Hartsville	(0.96%)	Logan
Woods (2)	Inman	Baxter Spgs	District of
Lexington	Irmo	Berryton	Columbia - 1
Lincoln Park	Loris	Lawrence	(0.32%)
Milan	Maryland - 6	Arizona - 3	Washington
Portage	(1.91%)	(0.96%)	Louisiana - 1
Shepherd	Aberdeen Proving	Chandler (2)	(0.32%)
Trenton	Ground	Gilbert	Metairie
Georgia - 10	Berlin	New Hampshire	New Mexico - 1
(3.18%)	Nottingham	- 3 (0.96%)	(0.32%)
Atlanta	Silver Spring	Manchester	Farmington
Buford	Takoma Park	Somersworth	Montana - 1
Chickamauga	Upper Marlboro	Stratham	(0.32%)
Columbus	Kentucky - 5	South Dakota - 2	Heron
Eatonton	(1.59%)	(0.64%)	

39. (Continued)

RTM looks at the responses to this question and notes that the greatest percentage of respondents to this survey came from North Carolina and the general Mid-Atlantic region including Virginia, Pennsylvania, New York, Ohio, etc. This is not surprising and one would expect this to be the primary market area, especially considering the high number of those who drove to Currituck County as seen in question 14.

Inquiry Mail Survey

40. Which category is closest to your total family income? (circle one)



Less than \$20,000	4.93%
\$20,000 - \$39,999	13.03%
\$40,000 - \$59,999	19.72%
\$60,000 - \$79,999	20.42%
\$80,000 - \$99,999	15.14%
\$100,000 - \$119,999	8.80%
\$120,000 - \$139,999	5.28%
\$140,000 +	12.68%
No Response	10.69%
Survey sample =	318
Question sample =	284

The income reported by the respondents to the survey reflects their education level and age. The chart above shows that the biggest growth came in those with household incomes in the \$40,000 - \$100,000 range reflecting the appeal of the region to those in the middle income category.

Inquiry Mail Survey

41. What is your favorite magazine?

- Southern Living (22)
- National Geographic (14)
- Coastal Living (12)
- Budget Travel (9)
- People (8)
- Newsweek (7)
- Oprah (7)
- Reader's Digest (6)
- Travel & Leisure (5)
- Travel (5)
- Better Homes and Gardens (4)
- Birds & Blooms (4)
- Conde Nast Traveler (4)
- Cosmopolitan (4)
- Family Circle (4)
- Glamour (4)
- Golf (4)
- Good Housekeeping (4)
- Health (3)
- Money (3)
- Real Simple (3)
- Shape (3)
- Smithsonian (3)
- Sports Illustrated (3)
- Time (3)
- Travelers (3)
- TV Guide (3)
- US Weekly (3)
- Woman's Day (3)
- AAA Travel (2)
- AARP (2)
- Audubon (2)
- Car & Driver (2)
- Cooking (2)
- Country (2)
- Country Living (2)
- Ebony (2)
- Entertainment Weekly (2)
- Esquire (2)
- Food & Wine (2)
- Golf Digest (2)
- Golf for Women (2)
- Home & Garden (2)
- Midwest Living (2)
- More (2)
- Playboy (2)
- Quick & Simple (2)
- Rolling Stone (2)
- Self (2)
- Sporting News (2)
- Texas Monthly (2)
- Vanity Fair (2)
- All You
- Allure
- American Cowboy
- Animal related
- Archeology
- Arizona Highways
- Astronomy
- Atlantic Monthly
- Backyard Living
- BMW News
- Boston
- Brides
- Calif. Morning Journal
- Cape Cod Life
- Caribbean Travel & Life
- Casino Player
- Casual Living
- Christies Great Estates
- Consumers Reports
- Cooking with Paula Deen
- Cottage Living
- Discover
- Dogs for Kids
- Ellery Queen
- Everyday with Rachel Ray
- Figure
- Fitness
- Focus on the Family
- Forbes
- Gourmet
- Grassroots
- Guideposts
- History
- Hobby Farms
- Home & Away
- Hot Bike
- Hot Boat
- Hot Rod
- House Beautiful
- InStyle
- Kiplinger's
- L.L. Bean
- Ladies Home Journal
- Mania
- Mare Claire
- Midwest
- Mother Earth News
- Motor Trend
- Motorsports
- NC Wildlife
- New Yorker
- Our State
- Parenting
- PDN
- Popular Science
- Pure & Simple
- Red Book
- Several Fishing Mags.
- Sherman's Travel
- Sports Weekly
- Sunset
- Tennis Today
- The Week
- Town & Country
- Travel Magazines
- Travel Source
- Unique Homes
- US News & World Report
- Veranda
- Vogue
- Winston Cup Scene
- Woman World
- WWE
- Y'all

Inquiry Mail Survey

42. *Would you like to receive e-mail coupons, travel offers, and information about visiting Currituck-Outer Banks, NC?*

	Mail Inquiry Survey
Yes	61.19%
No	38.81%
No response =	10.06%
Survey Sample (N) =	318
Question Sample (n) =	286

42.a. *If yes, please clearly write in your e-mail address.*

Almost two thirds (59.20%) of respondents provided their e-mail addresses to receive future marketing e-mails. This is remarkable and shows the popularity of e-mail marketing programs.