

**Currituck County Department
of Travel and Tourism**

***FY 2021-2022
Strategy & Marketing Plan***

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EXECUTIVE SUMMARY

The Currituck County Department of Travel and Tourism was established in 2005 by Currituck County to promote the county's diverse assets to prospective visitors to our area. The main office of the department is located at the Currituck Welcome Center in Moyock, NC with an additional Visitor Center located in Corolla, NC. Tourists, experiencing the beauty of the Currituck Outer Banks and Mainland, spend money on lodging, entertainment, food and other goods and services, which generates economic relief to County residents in the form of sales tax collected. An estimated 500,000 tourists visit Currituck County during the 10-week peak summer travel season each year (in addition to our strong and growing off-season visitation rates during spring and fall months). Below is a snapshot of the local economic impact of tourism in Currituck County, resulting in significant tax relief for every resident.

Currituck County Tourism Economic Impact

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

Currituck County tourism is strong and continues to grow in record numbers, producing over \$375 million in direct consumer spending in 2020, an increase of 2.9 percent from 2019.

2020 Impact Highlights (*Prepared for Visit NC by Tourism Economics in collaboration with the U.S. Travel Association in September 2021*)

- Travel and tourism directly employs more than 2,247 individuals in Currituck County.
- Total payroll generated by the tourism industry in Currituck County was \$88.5 million.
- State tax revenue generated totaled \$12.7 million through state sales and excise taxes, and taxes on personal and corporate income.
- Approximately \$17.6 million in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.
- As a result of taxes generated by visitor spending in Currituck County in 2020, **each resident* of Currituck County pays \$1,083 less in local and state taxes** (compared to a \$946 savings in 2019) and **each household unit** pays \$2,697 less in local and state taxes.**

RECENT ECONOMIC IMPACT OF CURRITUCK COUNTY SALES TAX COLLECTIONS

2018 – County sales tax collected = \$13,970,000; Tax Savings per resident = \$903.47

2019 – County sales tax collected = \$14,340,000; Tax Savings per resident = \$946.35

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

* 2019: population estimated at 27,763

** 2019: household units estimated at 10,522 (2.49 individuals per household)

Our Mission:

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

Our Vision:

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

ENCOURAGING VISITOR SPENDING:

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

The Travel and Tourism department encourages visitor spending by:

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

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

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

DEPARTMENT OVERVIEW

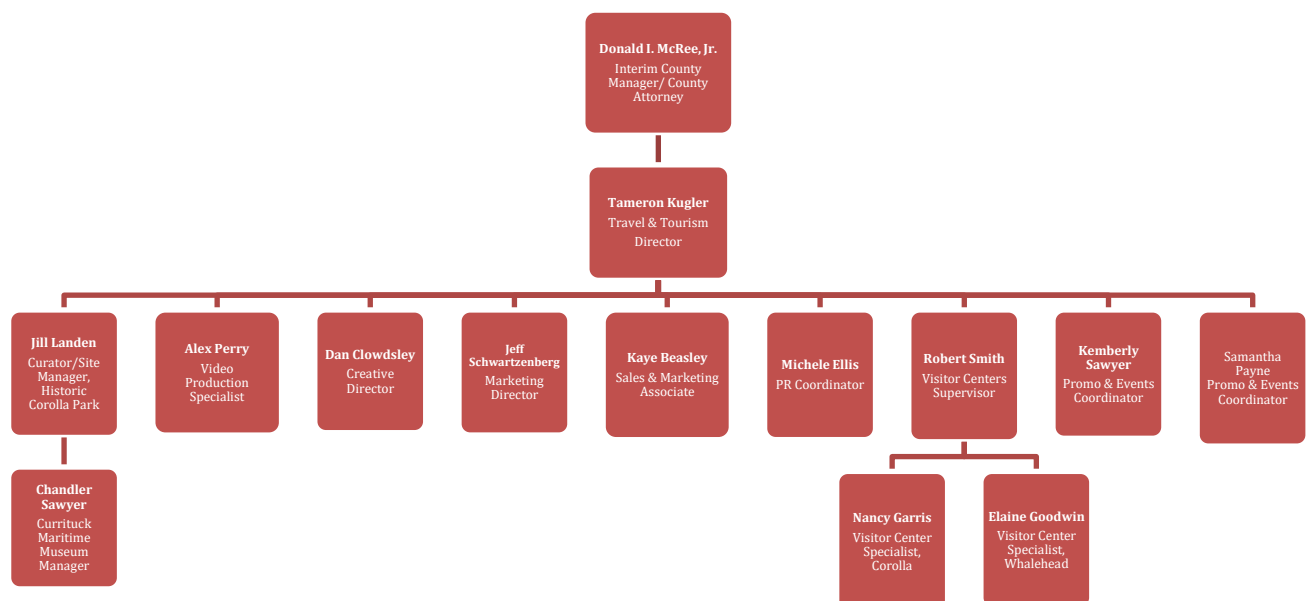
The North Carolina General Assembly has set rules into place that allow NC counties to collect an Occupancy Tax to fund their tourism marketing efforts. This can be up to a 6% tax added to rental accommodations that include hotel rooms and vacation rental homes. The occupancy tax rate currently collected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

TRAVEL AND TOURISM TEAM

The Currituck County Department of Travel and Tourism is comprised of 13 full-time employees and several temporary, part-time employees whose number varies seasonally.

Full-time employees, positions and staffing structure:

(as of 7/1/2021):



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

DEPARTMENTAL TEAMS & SITE OPERATIONS

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

Marketing & Communications

- **Jeff Schwartzberg - Marketing Director and Lead**
- Kaye Beasley – Sales & Marketing Associate
- Dan Cloudsley - Creative Director
- Michele Ellis - Public Relations Coordinator
- Alex Perry – Video Production Specialist

Guest Services

- **Robert Smith - Visitor Centers Supervisor and Lead**
- Nancy Garris - Visitor Center Specialist
- Elaine Goodwin - Visitor Center Specialist
- Jill Landen - Site Manager & Curator
- Samantha Payne – Promotions & Events Coordinator
- Chandler Sawyer - Currituck Maritime Museum Supervisor
- Kemberly Sawyer - Promotions & Events Coordinator

DEPARTMENTAL SITE OPERATIONS

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

- Historic Corolla Park
- Whalehead in Historic Corolla Park
- Currituck Maritime Museum
- Historic Jarvisburg Colored School

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

Understanding our Visitors

2021 VISITOR STUDY

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

METHODOLOGY

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

KEY INSIGHTS

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

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

#2 – Visitors plan travel to Corolla in advance

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

#3 – Corolla is a family drive destination

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

OVERALL DATA RESULTS

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

FIRST-TIME VISITOR DATA RESULTS

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

2018 VISITOR STUDY RESULTS

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

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

Understanding our Visitors (*cont.*)

CONSUMER SEGMENTATION FINDINGS – based on 2018 research conducted by ChandlerThinks

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

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

Top Tapestry Segments and Findings

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

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

Other Tapestry Findings

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

2020-21 Visitor Bookings – Geographic Data

July 1, 2020 - June 30, 2021

Source: KeyData

Listed in order based on Total Bookings Revenue

Top 20 Visitor States	Top 20 Visitor Cities/Regions
Virginia	Alexandria, VA
Pennsylvania	Arlington, VA
Maryland	Pittsburgh, PA
Ohio	Washington, DC
New Jersey	Ashburn, VA
North Carolina	Rockville, MD
New York	Richmond, VA
West Virginia	Springfield, VA
Connecticut	Fairfax, VA
Massachusetts	Central VA
Delaware	Vienna, VA
District of Columbia	Midlothian, VA
Colorado	Fredericksburg, VA
Florida	Virginia Beach, VA
Kentucky	Leesburg, VA
Illinois	New York, NY
Indiana	Baltimore, MD
Michigan	Charlottesville, VA
South Carolina	Falls Church, VA
Tennessee	Raleigh, NC

AVERAGE BOOKING WINDOW COMPARISON

Source: KeyData

2021 – 164 days

2020 – 110 days

2019 – 144 days

2020-21 Website Traffic – Geographic Data

July 1, 2020 - June 30, 2021

Source: Google Analytics

Listed in order based on Unique Users

Top 20 Website Visitor States	Top 20 Website Visitor Cities/Regions
North Carolina	New York, NY
Virginia	Washington, DC
New York	Virginia Beach, VA
Pennsylvania	Charlotte, NC
Ohio	Philadelphia, PA
New Jersey	Raleigh, NC
Maryland	Corolla, NC
District of Columbia	Raleigh, NC
Tennessee	Roanoke, VA
Georgia	Columbus, OH
Florida	Atlanta, GA
Connecticut	Kill Devil Hills, NC
South Carolina	Baltimore, MD
Michigan	Charlottesville, VA
Massachusetts	Chesapeake, VA
Illinois	Nashville, TN
West Virginia	Pittsburgh, PA
Texas	Norfolk, VA
Delaware	Cincinnati, OH
Indiana	Cleveland, OH

AGE COMPARISON

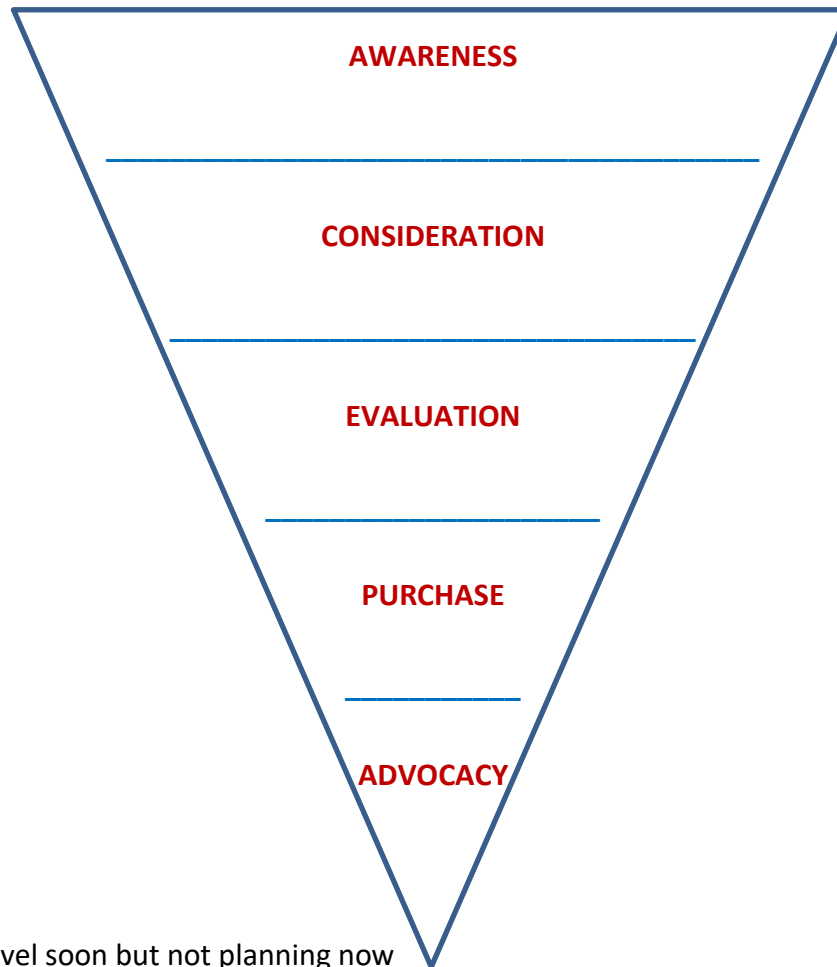
55-64	23.71%
45-54	20.53%
65+	16.81%
35-44	16.42%
25-34	15.77%
18-24	6.76%

GENDER COMPARISON

Female	60.5%
Male	39.5%

Source: Google Analytics

PHASES OF TRAVEL PLANNING & STRATEGIC MARKETING TACTICS



AWARENESS: Travel soon but not planning now

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

CONSIDERATION: Multiple destinations being seriously considered

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

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

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

PURCHASE: Final decision has been made

Marketing & Communications Tactics – Email

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

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

MARKETING & ADVERTISING

OUT-OF-MARKET PROMOTION – FY 2020-21 RECAP:

With the global pandemic dramatically affecting traveler sentiment and behavior in 2020, the primary goal with our FY 2020-21 marketing efforts was to position Corolla, NC and the greater Currituck Outer Banks as the premier drive-to destination that provides prospective leisure travelers and families with an opportunity to hit the road ... and “find themselves (literally and figuratively) here.” In Corolla, we are extremely fortunate to offer visitors a remote coastal environment that is abundantly rich in open space, private vacation rental homes and outdoor activities. If executed well, this strategic marketing approach would turn the prevailing apprehensive travel sentiment brought about by Covid-19 and into a robust level of visitation season, highlighted by an increase in occupancy tax revenues through bookings in our vacation rental homes and hotels. An additional measure of success is the growth of our website traffic and level of engagement, with *VisitCurrituck.com* serving as the hub of our marketing efforts and one of the most evaluated key performance indicators with any of our campaigns.

Already experiencing unprecedented visitor demand when the bridges to the Outer Banks reopened in May 2020, our marketing efforts were designed to leverage the apprehensive travel sentiment by positioning our brand as a simple, practical, and attractive option given potential visitors’ travel-related concerns. Our out-of-market campaign purposefully featured compelling imagery, consistent branding elements, creative headlines, inviting body copy, unified calls to action, and inspirational landing page content that highlighted our destination’s drivability, remote beaches, spacious accommodations and wide-open spaces, mirroring travelers’ desire for safety and simplicity.

Another critical piece of the strategic execution of our marketing plan included shifting a majority of our budget funds away from supporting an already strong 2020 fall (shoulder) season to help bolster our late 2020/early 2021 marketing campaign designed to promote travel to Corolla and the Currituck Outer Banks in 2021. With that modification, we were positioned very well budgetarily to significantly enhance our campaign impressions and exposure at the most critical time of a prospective traveler’s dreaming, planning, and booking cycle.

As we navigated the ever-changing dynamics of the pandemic, we were thrilled to round out the 2020-21 fiscal year (July 1, 2020 through June 30, 2021) with a record-setting year for visitation in Corolla and the Currituck Outer Banks, yielding a lofty increase in collected occupancy taxes. Currituck County occupancy taxes collected in FY 2020-21 amounted to \$16,652,679, a staggering 35.07 percent – or \$4,323,946 – increase from 2019-20 revenues (\$12,328,733). Occupancy taxes in 2018-19 totaled \$12,433,277, while 2017-18 occupancy tax revenues came in at \$12,011,602.

In addition to this dramatic occupancy tax revenue growth, we also saw a significant increase in user engagement on our website, the hub of our marketing activity. During FY 2020-21, user sessions on the website increased by 18.03 percent vs. FY 2019-20 and pageviews jumped by 14.10 percent over the same time. When comparing those numbers to a more “normal” year such as FY 2018-19, the increases were even more significant. User sessions were up 44.04 percent and pageviews saw a 37.75 percent bump. In addition, we saw a dramatic increase in visitor guide requests in 2020-21 (a 70.44 percent increase vs. 2018-19) and a sharp decrease in website bounce rates (17.41 percent) on our key campaign landing pages.

IN-MARKET PROMOTION – FY 2020-21 RECAP:

While a majority of our marketing budget is directed at inspiring prospective travelers in out-of-market areas to visit Corolla, NC, a small portion of our annual funding is allocated to reaching visitors who have already arrived on the Outer Banks for their vacation (“in-market”).

With over 100 miles of spectacular North Carolina coastline, we’re realistically aware that not all visitors to the Outer Banks area stay in Corolla and Currituck County. Thus, one of our annual marketing goals is to connect with that population of tourists and share the allure of taking a day trip to Corolla – inviting them to explore what makes our coastal town such a special place; our windswept remote beaches, legendary wild horses, iconic historical sites (Currituck Beach Lighthouse, Whalehead, Currituck Maritime Museum, Outer Banks Center for Wildlife Education), and the charm of a more unspoiled beach experience.

In addition to the benefits of increasing sales tax dollars from day trip money spent in retail shops and restaurants, the hope is that some visitors will also consider staying in Corolla on their next trip to the Outer Banks, elevating our occupancy tax base as well.

We also focus a portion of our messaging on promoting our signature events in Historic Corolla Park (Under the Oaks Arts Festival, Independence Day Celebration, Corolla Cork & Craft, Yoga in the Park, Currituck Bulls & BBQ, Whalehead Candlelight Christmas), in hopes that those festivities will give visitors yet another reason to drive to Corolla or the Currituck mainland during their vacation stay in a neighboring county.

Our strategic marketing and communications approach to reaching this “in-market” audience is quite simple – to diversify our mediums, amplify the impression levels as the crowds grow throughout the summer, and carry a consistent, branded message throughout the campaign. For this outreach, we focus on local print, radio, and online partners, as well as local cable television and outdoor media partnerships to inspire visitors to drive north to Corolla for the day.

We also leveraged technology more than ever before, including several geotargeted social media campaigns, and specific spots airing on Connected Television (CTV) locally. During this time, we proudly unveiled our new [Corolla OBX mobile app](#), providing visitors with a comprehensive digital tool to assist with deciding “where to go and what to do” while they’re here on the Currituck Outer Banks.

The result of these focused efforts was a cohesive campaign message that inspired record levels of Outer Banks visitors to take a drive north and enjoy everything that Corolla has to offer for the day. In FY 2020-21, Corolla-based retail businesses and restaurants experienced record sales growth, providing quite a boost to Currituck County tax revenues. Compared to FY 2019-20, recorded sales tax collections between July 1 and June 30 increased by 33 percent over the previous year.

Over this time, visitation to our cultural attractions and attendance at our signature events in Historic Corolla Park continued to increase steadily, even with Covid-19 safety measures in place. Paid visits to the Whalehead museum increased 5.17 percent between February 2021 and June 2021 (the museum was closed for several months prior to that due to the pandemic), compared to the same time in 2019.

We also hope that by exposing non-Corolla visitors to our beaches and historical/recreational sites for a day trip, the special beauty that exists in this northernmost Outer Banks town is illuminated,

and will hopefully impact future vacation plans. Demand for vacation rental homes and hotel room reached an all-time high in 2021, with many of those guests being first-time visitors to Corolla. Looking forward, pre-bookings for 2022 look extremely positive as well.

FY 2021-22 LOOK AHEAD:

As we explore existing and new ways to inspire repeat and first-time visitation to Currituck County, we will continue to do so strategically, with our mission and vision at the forefront of our efforts.

Marketing team goals and objectives for 2021-22 fiscal year include:

- Growing Occupancy Tax and Sales Tax revenues through tourism promotional efforts to attract visitation
- Continuing to position Currituck County as a remote, upscale, family-friendly destination that is abundantly rich in open space, private vacation rental homes and outdoor activities
- Substantially and strategically growing our first party opt-in email database
- Continuing to enhance local business partner and travel industry partner communication
- Leveraging our Outdoor NC Trailblazer partnership and incorporating it into our overall marketing efforts
- Executing a thorough content review of the website and continuing to optimize our key landing pages by incorporating updated copy, links, hi-resolution images, and video assets
- Revamping and consolidating our Visitor Guide
- Reshaping our Press/Media section of the VisitCurrituck.com website
- Continuing to grow our social media reach and engagement levels with existing and new fans

OUT-OF-MARKET ADVERTISING STRATEGY & MESSAGING:

Over the past year, we have spearheaded a strategic shift in the timing of our out-of-market media campaigns. Previously, our media spending trends were consistent throughout the course of the year, with a slight bump in the key winter/spring months. Knowing that most leisure travel dreaming, planning, and booking takes shape early in the calendar year (January through mid-April), we have since adjusted the weight of our paid marketing plan to be less concentrated in the summer months (when visitors are here already) and much more robust in the late fall/winter/early spring months. Hence, we have reallocated some of our annual out-of-market media funds from Q3 and Q4 to Q1 efforts where we know they have a much stronger chance of paying off and yielding a promising return (in the form of bookings). We have had very insightful conversations with some of our key vacation rental management partners over the past year, and they tend to follow similar timing with their paid efforts as well for that same reason.

In addition, with the pandemic surge in vacation rental home demand for leisure travel, compounded by a decrease in overall inventory due to record home sales in recent years, we are seeing an extremely competitive rental market. To communicate this sense of urgency to prospective travelers, we have begun to weave some “sense of urgency” verbiage into some of our out-of-market advertising efforts.



REACHING OUR TARGET AUDIENCE

DEMOGRAPHICS

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

- Household Income (HHI) of \$120,000 or higher
- Women between the ages of 35-64, in family groups that want to reconnect with each other, connect with nature and a relaxing environment and intend to travel in the next three to twelve months. These family groups include:
 - Families with school-aged children
 - Empty Nesters
 - Families with non-school aged children
 - Families with home-schooled children
- Targeted niche subcategories within this demographic also include:
 - Nature lovers
 - Adventure seekers
 - Holiday and reunion family groups
 - Golfers
 - Hunters/Sportsmen

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

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

CONVERSIONS

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

Current conversion actions include:

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

MARKETING TACTICS FOR 2021-22

MARKETING BUDGET ALLOCATION

The Currituck County Department of Travel and Tourism utilizes several advertising channels to support our promotional strategy. The advertising/promotions budget for FY 2021-22 is \$3,353,000.00 and is allocated in the following manner:

Digital/Online	41.5%	Cooperative Golf Marketing	1.8%
Television	17.0%	Promotional Products	1.1%
Print	16.2%	Travel Shows	1.0%
Radio	6.3%	Support of Funds	<1.0%
Outdoor	5.6%	Video Services	<1.0%
Events	5.0%	Public Relations	<1.0%
Printed Materials	3.5%		

PRINT:

Despite the recent shift of some of our budget dollars away from print and to various digital options, print is still a very important medium for general awareness and strategic visibility. Following are the publications we intend to collaborate with for FY 2021-2022 based on demographic matches to our core target audience:

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

DIGITAL:

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

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

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

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

BILLBOARDS:

- 13 static boards are used throughout the Currituck Mainland corridor of U.S.-168 and U.S.-158, along with one static board located on US-64. Our US-168 and US-158 boards that are facing southbound traffic are typically used to promote things to do in Corolla (or on the road to Corolla) ... i.e., wild horse tours, Whalehead, Currituck Maritime Museum, Historic Jarvisburg Colored School, Historic Corolla Park. Boards that are facing northbound traffic are generally used to promote things on the Mainland or activities that visitors can do on future visits ... i.e., CCRC, weddings, Knotts Island, and hunting).

TELEVISION:

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

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

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

Markets covered within our television campaign include:

- | | |
|---|--------------------------------------|
| - SE VA (Norfolk, Virginia Beach, Chesapeake) | - Pittsburgh, PA |
| - Richmond, VA | - NYC metropolitan area (NY, NJ, CT) |
| - Washington, DC/Northern VA | - Columbus, OH |
| - Baltimore, MD | - Raleigh, NC |
| - Philadelphia, PA/Southern NJ | - Charlotte, NC |

ROKU/AMAZON FIRE STREAMING CHANNELS:

In September 2021, the Currituck County Department of Travel and Tourism, in partnership with The Vacation Channel, launched the [Simply Corolla](#) streaming channel with a Roku and Amazon Fire connected device. This year-long project provides a tremendous opportunity to showcase all the incredible video assets that Currituck has created within the department, in a well-organized way. Streaming users can access the channel and enjoy exclusive and inspiring content that showcases local businesses, attractions and more, with the goal of encouraging additional research and an eventual booking in our destination.

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

MOBILE APP

In May 2021, the Currituck County Department of Travel and Tourism introduced our new [Corolla OBX app](#), available for download via the [App Store](#) and on [Google Play](#).

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

- Local shopping, dining, accommodations, and attractions listings
- Currituck MORE Card specials
- Historic Corolla Park event details
- Corolla Beach access points
- Beach safety tips
- Beach driving and parking permit details
- Currituck County alerts
- ... and much more!



RADIO:

- **In-Market** – Local radio is purchased largely through key partnerships with East Carolina Radio and JAM Media Solutions. These produced commercials, as well as live promotional reads and in-studio mentions, mostly focus on generating awareness and interest in seasonal events, as well as local attractions on the Currituck Outer Banks (i.e. – Whalehead and the Currituck Maritime Museum). The goal of local radio is to inform our visitors in Corolla, as well as those staying in Dare County, of the many reasons to visit Corolla and the Currituck Mainland for visitation spending purposes. We also utilize live remote broadcasts at our events to help spread the word even further and to drive traffic, in real-time, to the event.
- **Out-of-Market** – From January through March, we collaborate with several National Public Radio (NPR) member stations to complement our inspirational campaign messaging that they're also likely seeing in the form of television, print and online advertising at that same time. Through Currituck Outer Banks destination research conducted in 2018, it was discovered that the public radio format matches extremely well with the demographics of our core visitors. Out-of-market regions for these campaigns mirror those of our television advertising.

PUBLIC RELATIONS:

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

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

Planned 2021 media coordination included:

May/June 2021 - Blogger Allena Hurwitz, @toddlinaroundtidewater (H2OBX, Weeping Radish, Grave Digger) and will continue to visit and highlight our area for Family Travel, sharing her blogs with us on a regular basis

June 2021 - Dave Wolding - *Carolina Traveler/Day Trips Magazine*

July 2021 - Amy Lenard- *Buick's B Magazine*

July 2021 - Josephine Devambez- French TV

July 2021 - Dave Parker- "On the Road" 106.1 Country (hosted show from our Welcome Center in Moyock)

July 2021 - Jared Ranahan- *Forbes Magazine* article

August 2021 - Rob Holliday- PBS North Carolina / North Carolina Weekend

August 2021 - Michiel Perry - Blacksouthernbelle.com

- Regular distribution of press releases (Currituck Maritime Museum, Currituck Bulls & BBQ, Tourism Economic Impact)
- Attending media missions in cooperation with travel partners (Visit NC)
- Overseeing the fulfillment of requests for guides
- Travel shows participation to promote our beaches and Mainland. In 2020, all travel shows were cancelled due to the Covid-19 pandemic. For 2021-22, the following shows have been identified to continue our presence in our top feeder markets and to showcase our area to emerging markets:

Atlanta, GA – October 16-17, 2021

Chicago, IL – Feb 5-6, 2022

Washington, DC – Feb 26-27, 2022

Boston, MA – March 5-6, 2022

Nashville, TN – April 7-10, 2022

Atlanta, GA – April 23-24, 2022



SOCIAL MEDIA:

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

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

FY 2021-22 Social Media Objectives, Goals, and Metrics

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

FACEBOOK

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

Target audience: potential, first-time and returning visitors

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

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

Comments: informational and inspiring, answering questions about the area

Misc.: 324K+ likes (and growing), we know our audience (loyal and engaging)

Desired Posting Frequency:

[@CurrituckOBX](#): 1x/day

[@HistoricWhalehead](#): 3-4x/week

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

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

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

INSTAGRAM

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

Target audience: potential, first-time and returning visitors

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

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

Misc.: continuing to grow (15,300+ followers), amazing visual opportunities to share

Desired Posting Frequency:

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

TWITTER

What it's best for: information and updates

Target audience: potential, first-time and returning visitors

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

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

Misc.: continuing to grow (6,500+ followers)

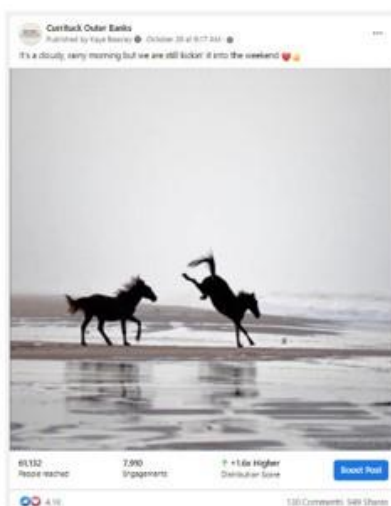
Desired Posting Frequency:

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































2021-22 Key Social Posting Goals/Targets:


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


- Continue to include a link back to VisitCurrituck.com, when possible, to assist with growing our organic social referral traffic
- Continue to share each Currituck Travel and Tourism blog post (2x/mo.)
- Continue to share media mentions (articles and video clips) where we're mentioned/spotlighted
- Continue sharing our growing collection of videos
- Continue to incorporate non-business mainland images into the mix on a regular basis
- Share from or post about Currituck County tourism-related businesses, while continuing to tag partner businesses and media outlets whenever we post
- Leverage the strength of our Facebook audience to cross-promote our other digital assets (other FB pages, Instagram, Twitter, YouTube, Roku, mobile app, eNewsletter) to help grow those audiences
- Continue to co-host and share CurrituckOBX Events (FB event listings) to enhance awareness of and potential attendance to these events
- Continue to share other Currituck Travel and Tourism Facebook pages for increased engagement and awareness (Currituck Maritime Museum, Whalehead, etc.)



Social Media Competitive Set (Facebook Insights – 10/29/2021 Sample):

Page	Total Page Lik	From Last We	Posts This We	Engagement This
1  Visit Myrtle Beach, Sout...	1.8m 	100%	10	136.3K 
2  Ocean City, MD - Tourism	1m 	100%	9	13.7K 
3  VISIT FLORIDA	942.5K 	100%	8	61.6K 
4  Visit The Outer Banks	742.2K 	100%	2	15.9K 
YOU 5  Currituck Outer Banks	324.2K 	100%	9	30.9K 
Keep up with the Pages you watch. Get More Likes				
6  Visit Virginia Beach	261.6K 	100%	6	9.1K 
7  Visit North Carolina	215K 	100%	3	78K 
8  The Crystal Coast	184.1K 	100%	3	8.3K 
9  Visit Wilmington, NC an...	117K 	100%	5	6.6K 
10  North Carolina's Bruns...	50.5K 	100%	5	3.7K 

 Currituck Outer Banks
1d ·
Happy Wild Horse Wednesday 🐾



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

48,369
People reached

5,112
Engagements

Boost Post

Janet Curtin, Mary Lou Voskuhl and 2.7K others · 39 Comments · 537 Shares

Performance for Your Post

48,369 People Reached

4,435 Reactions, Comments & Shares

2,809 Like	1,997 On Post	812 On Shares
945 Love	731 On Post	214 On Shares
16 Wow	9 On Post	7 On Shares
139 Comments	41 On Post	98 On Shares
537 Shares	537 On Post	0 On Shares

677 Post Clicks

78 Photo Views	0 Link Clicks	599 Other Clicks
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VIDEOGRAPHY:

In FY 2021-22, we will continue to capture footage that focuses on the beauty and uniqueness of our destination, as well as the interests of our visitors. Our videos will continue to promote the Corolla and Currituck brand by visually telling the unique stories that bring visitors back year after year and to inspire those, who have yet to come, to book their vacations.

Accomplishments to Date (FY 2021-22):

- Roku
 - Our 'Simply Corolla' streaming channel has already grown from #224 to #64 (top 15%) in the Roku travel genre (Myrtle Beach is #91, Palm Beach is #77, OBXTV is #62), primarily due to our streaming ad campaign and social/email campaigns
- YouTube
 - 160k Impressions since July 1
 - 19.2k Views since July 1
- Vimeo
 - 52k Views Since July 1
 - Our Fall 2021 video campaign had 36k views via the website
- Videos Produced to Date
 - Tourism department – Community Awareness
 - Safety Beach Videos (8)
 - In-Market Summer Commercials (2)
 - Event Commercials for 2021
 - 2021 Cornhole Tournament
 - 2021 Under The Oaks Arts Festival
 - 2021 Yoga In the Park
 - 2021 Independence Day Celebration
 - 2021 Corolla Cork and Craft
 - 2021 Currituck Bulls & BBQ
 - 'Your OBX Guide' video series (3)
 - Currituck Maritime Museum (41 in-museum and promotional videos)
 - 2021 Fall TV/digital video campaign



Projects for 2021-22 to support our website, TV commercials, and various video and social media platforms include:

- Vlog Style and Website/Roku Stories – ‘Experience’ videos:
 - Most of these videos will be under the category ‘Your OBX Guide’
 - Planning a Trip
 - History of the OBX
 - Activities/Attractions of the OBX
 - Wildlife of the OBX
 - Golf
 - Beaches
 - Places to Stay – Lifestyles of the OBX
 - Shopping on the OBX
 - Artists of the OBX
 - Recipes of the OBX
 - Day Trippin’
- In-Market Summer Commercials (“Drive North” and Mainland campaigns)
- Event Commercials (All tourism events)
- Event Recaps (All tourism events)
- Populate the Currituck Maritime Museum with videos and increase awareness of the facilities
 - 25 videos to go into the museum
 - Promote the facility with regional commercials
- Wedding spots
- Populate CorollaNC.com and VisitCurrituck.com with video content and stories
- Local, regional and national TV promotional spots
 - 2022 out-of-market commercials
- African American Experience of Northeast North Carolina / Historic Jarvisburg Colored School



EVENTS

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

Annual events that are free to attend include:

- Under the Oaks Arts Festival (June)
- Independence Day Celebration (July)
- Yoga in the Park (Thursdays – June through early September)
- Kids Day in the Park // *on hold due to Covid* (late June through mid-August)

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

- Corolla Cornhole Tournaments (Wednesdays – mid June through early September)
- Corolla Cork & Craft (13 dates) – (Wednesdays – mid June through early September)
- Joan's Way Tours // *on hold due to Covid* (Thursdays – June through mid-August)
- Currituck Bulls & BBQ (first Saturday in November)
- Whalehead Candlelight Christmas Tours (Fridays/Saturdays – late November through mid-December)
- Epicurean Evening at Whalehead – limited space tour and hunt club dinner (Spring)



ADDITIONAL REPORTING

VISITATION TO OUR VISITOR CENTERS:

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

**Please note that our visitor centers were closed to the public for close to a year due to the Covid-19 pandemic in 2020 and 2021, which is reflected in these numbers.*

	July 1, 2017 to June 16, 2018	July 1, 2018 to June 16, 2019	July 1, 2019 to June 16, 2020	July 1, 2020 to June 16, 2021
Currituck Welcome Center - Moyock	67,092	76,176	*45,519	*21,912
Corolla Visitor Center	41,975	48,283	*39,964	*20,639

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

WEBSITE TRAFFIC – VISITCURRITUCK.COM:

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

	Fiscal Year 2017-2018	Fiscal Year 2018-2019	Fiscal Year 2019-2020	Fiscal Year 2019-2020	Fiscal Year 2020-2021
Sessions	677,528	727,236	931,361	933,476	1,099,301
New Users	538,283	565,681	761,695	754,268	869,026
Bounce Rate	71.51%	47.91%	36.77%	38.60%	40.06%
Conversions*	73,513 (10.85%)	84,669 (11.64%)	123,324 (13.24%)	123,324 (13.24%)	166,447 (15.14%)

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

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

ORGANIZATION AFFILIATIONS

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

- [African American Experience of Northeast North Carolina](#)
- [American Alliance of Museums](#)
- [Civil War Trails](#)
- [Currituck Chamber of Commerce](#)
- [Historic Albemarle Tour](#)
- [National Trust for Historic Preservation](#)
- [NC Association of Festivals & Events](#)
- [NC Coast Host](#)
- [NC Horse Council](#)
- [NC Restaurant & Lodging Association](#)
- [NC Sports Association](#)
- [North Carolina Travel Industry Association \(NCTIA\)](#) / [Destination Marketing Association of NC \(DMANC\)](#)
- [Outer Banks Chamber of Commerce](#)
- [Outer Banks Wedding Association](#)
- [Southeastern Museums Conference](#)
- [Southeast Tourism Society \(STS\)](#)
- [Travel & Tourism Research Association](#)
- [Visit North Carolina](#)

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

- NCTIA Governor's Council Board & Vice President
- NC Coast Host Board
- Ex officio member of the Currituck Chamber of Commerce Board
- Historic Jarvisburg Colored School Board
- Currituck YMCA Board
- Historic Maritime Museum Advisory Board

CURRITUCK COUNTY BUSINESS RESOURCES

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

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

Shop & Dine

No vacation is complete without that perfect souvenir. Our welcoming merchants are ready to help you find it. Whether it's local, handcrafted sea glass jewelry or a high-quality Corolla T-shirt, you are bound to have a satisfying shopping experience.

Hungry? Discover our various restaurants that are ready to fulfill your cravings. Whatever dining experience you are looking for we have it all: family-friendly restaurants, relaxing pubs, and elegant waterfront establishments. Your needs and desires are our business owners' priority and they are at your service.



View our shopping and dining guide at www.VisitCurrituck.com

Brewing on the Banks



Corolla's first microbrewery, the Northern Outer Banks Brewing Company, offers tours and outdoor seating where you can kick back and relax with a refreshing, excellently crafted local beer.

Open most days from noon to 6pm, patrons are welcome to bring in food from their cottage or nearby restaurants and enjoy pints or flights of the beers on tap, fill a growler to go or purchase cans.

www.northernobxbrewing.com • 252-207-1890

Recreational Opportunities

H2OBX Waterpark
(On the mainland) Dive into the Outer Banks at H2OBX! Enjoy modern amenities and over 30 rides, slides and attractions.
8526 Caratoke Hwy.
Powells Point, NC 27966
252-491-3000
www.h2obxwaterpark.com

Coastal Explorations
Kayak rentals, kayak tours, kayak fishing, boat tours, fishing and crabbing trips and various classes.
1118 Corolla Village Rd.
Corolla, NC 27927
252-453-9872
www.coastalexplorations.com

Kitty Hawk Kayaks & Surf School
Surf lessons, kayak tours, kayak rentals, surfboard rentals and stand up paddleboards.
790 Sunset Blvd.
Corolla, NC 27927
252-261-0145
www.khkss.com

Currituck Banks National Estuarine Reserve
This unique area is a relatively undisturbed cross-section of a barrier island between the Atlantic and the Currituck Sound.
252-261-8891
www.nccoastalreserve.net

Segway of the Outer Banks
An off-road or historical adventure on a Segway in the Currituck OBX.
107 C Corolla Light
Corolla, NC 27927
252-453-0877
www.outerbankstours.com

Backwater Adventures
(On the mainland) Adventures in bass, fly and other light tackle freshwater fishing.
123 Pinewood Acres Dr.
Powells Point, NC 27966
252-202-3112
www.backwateradventures.com

OBX Bait & Tackle
Corolla's largest and most fully equipped tackle shop, specializing in surf and freshwater fishing.
815 B Ocean Tr.
Corolla, NC 27927
252-453-3339
www.twstackle.com

Corolla Bait & Tackle - OBX Charter Fishing
Charter fishing adventures, offering affordable fishing trips and tackle for all ages.
1070 Ocean Tr. (and)
603 F Currituck Clubhouse Dr.
Corolla, NC 27927
252-453-9500
www.corollabaitandtackle.com

CURRITUCK COUNTY BOARD OF COMMISSIONERS

Bob White, District 1

Selina S. Jarvis, District 2

Mike H. Payment, Chairman, District 3

Paul M. Beaumont, Vice Chairman, District 4

J. Owen Etheridge, District 5

Mary “Kitty” Etheridge, At-Large

Kevin E. McCord, At-large

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

Benjamin Beasley (Appointed by At-Large seat)
BJ’s Carolina Cafe

Keith Dix (appointed by District 4 seat)
Keighlight Productions. Inc.

Daryl Harlow (appointed by At-Large seat)

Matthew Paulson (appointed by District 1 seat)
First Light Breakfast & Burgers

Sharon Price (appointed by District 3 seat)
Always N Bloom

Ed Rudzinski (appointed by District 2 seat)

Janice Farr (appointed by District 5 seat)
Sun Realty

Tourism Development Authority Appointee:

Bob White, Commissioner

Ex-officio Staff Members:

Donald “Ike” McRee, Jr., Interim Currituck County Manager

Tameron Kugler, Director, Department of Travel & Tourism