

**Dare County Tourism Board
Three-Year Strategic Goals
October 2016**

Vision Statement

A premier travel destination and year-round tourism economy that enhances quality of life for visitors and residents while celebrating and sustaining the Outer Banks' vibrant natural, historic and cultural offerings.

Mission Statement

The Board shall endeavor to enhance the visitor experience and increase overnight visitation of leisure, business and other group travelers to Dare County's Outer Banks with particular attention given to less than peak months. This mission will be pursued by developing annual advertising and promotional programs to attract visitors; by fulfilling visitor inquiries for information; by providing services for leisure, meeting and group travelers during their stays; by stimulating local event development through consultation, promotional support and financial assistance; by strengthening our local tourism industry with programs to educate, inform and cooperatively market Dare County's Outer Banks; by informing local citizens as to the value and importance of tourism; and by reinvesting in the community with projects and services needed due to the impact of tourism.

Economic development and improved quality of life through the promotion of travel and tourism

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Board & Research Driven Strategy

The Outer Banks Visitors Bureau met in retreat on Thursday, April 21, 2016 and developed the following core strategies based on on-going research, visitation patterns, seasonality and desired growth of the travel industry within Dare County.

1. Increase shoulder and off-season visitation & overnight occupancy while maintaining peak season visitation
2. Enhance the visitor experience and quality of life for residents
3. Increase local awareness of visitors positive impact on Dare County
4. Research drives marketing strategy to deliver the highest return-on-investment of lodging tax dollars



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1. Through marketing and promotion, provide a year-round connection to the Outer Banks that can't be found elsewhere (next best thing to being there).
2. Increase the number of people taking a desired action (guide request, email sign-up, social media following, click-thru to lodging partner site) as a result of OBVB marketing.
3. Develop consistent and effective communication with travel partners, local and state government and the Dare County public to inform of the value of local tourism and the efforts of the Board/Bureau.
4. Work with key stakeholder groups for the betterment of Dare County overnight visitation.
5. Complete Phase 3 (parking and electrical) development of The Soundside event site.
6. Increase the number of events held at The Soundside, with emphasis on less than peak seasons and working to minimize the negative impacts on local businesses.
7. Finalize timing/planning for Phase 2 (pavilion).
8. Be a leader for responsible growth and support of Dare County events (substantial event every month).
9. Inform actions and spending through targeted research projects.
10. Conduct annual Tourism Summit with local travel partners.
11. Maintain regular interaction with NPS to build strategic partnership around common goals.
12. Develop professional development/educational series for local travel and tourism industry.
13. Develop a hospitality-training program, either independently or in conjunction with other organizations.
14. Pursue new technology to enhance OBVB efforts and provide a competitive advantage in promoting the destination.
15. Be a catalyst for fun.
16. Encourage businesses/restaurants to stay open year-round.