

\$ Tourism - It makes Dollars and Sense ¢

Why is tourism important to Currituck County residents and property owners?

In 2007, **visitors to Currituck spent over \$ 120 million***, making tourism the county's most important industry. Without tourism, citizens and taxpayers would not be able to benefit from the sixth lowest tax rate in North Carolina and many of the quality community services and facilities we enjoy.

Because Currituck County is a popular vacation destination, thousands of people come here each year. Businesses, residents, property owners and many local non-profit organizations **benefit from the money spent** by these out-of-town guests.

The money used to promote tourism and support visitor services comes from occupancy tax, a

lodging tax paid by guests who stay overnight in our hotels, motels, vacation rental homes, lodges, campgrounds, and bed and breakfasts. By state law, occupancy tax can only be used for tourism projects and services; however, **when visitors shop and pay sales taxes, those funds can be used for county projects** such as building schools and operating local government.

In 2008, nearly \$9 million in occupancy tax was collected from vacationers staying in Currituck County. Just under \$7.9 million was collected in local sales tax in 2008.

Considering the large amount of money vacationers spend each year in Currituck County, tourism is vital to our economy.

**2007 figures are the latest available from the NC Department of Commerce.*

HOW TOURISM BENEFITS CURRITUCK

Tourists Spend Money While On Vacation



Accommodations



Recreation



Shopping



Gas



Dining

This Spending Creates Jobs in the County



Construction Industry



Technology & Web Services



Business Professionals



Cleaning Services



Food Service Providers



Marketing Professionals

If You Enjoy Low Taxes, Thank a Visitor

Oftentimes as residents we get annoyed at the increased traffic during the summer, perhaps wishing that we didn't live in a coastal community that brings thousands of visitors here each year.

What we all need to remember is that those vacationers – and the money they spend when they're here – are the reason our taxes are low and we have high-quality services. Please, take the time to thank our visitors for choosing to vacation in Currituck!

What **can** be funded with occupancy tax?

- Advertising and marketing to promote tourism
- Some Law Enforcement and Emergency Medical Services that are needed to support tourism
- County parks
- Beach nourishment
- Welcome/visitor centers
- Business Travel
- Other tourism-related services

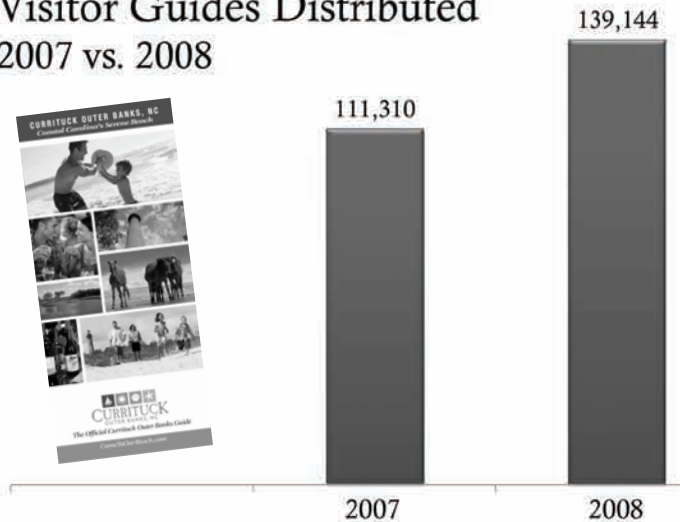
What **cannot** be funded with occupancy tax?

- School construction
- General operation of local government
- Any project or program that does not service or improve tourism/business travel
- Water systems

Marketing & Advertising Campaigns Attract New Visitors

Printed brochures, guides and maps produced by the Currituck County Department of Travel & Tourism encourage visitors to enjoy all that Currituck has to offer. From the beaches, to the mainland, to Knotts Island, these materials – along with a tourism website – highlight what makes our area unique and the perfect place to enjoy a family vacation. Attractions, activities and businesses promoted by the Tourism Department include accommodations, restaurants, shops, farm markets, vineyards, marinas, golf courses, and all other tourism-related industries.

Visitor Guides Distributed 2007 vs. 2008



A recent survey of visitors to Currituck County asked a basic question: *Why did you choose Currituck as a place to vacation?* Most said that Currituck is different from other east coast destinations. It's a quiet, family-oriented place where you can relax on clean beaches, see wild horses, climb a lighthouse, and experience history, nature and southern hospitality.



The Currituck Outer Banks: Getting National Attention

In a recent interview with USA Today, NFL star Tiki Barber revealed that his favorite vacation spot is the beaches of Currituck County. Barber noted that he especially enjoys relaxing with his family and seeing the wild mustangs.

Corolla was the location for the taping of two episodes of The Learning Channel's popular television show *Jon & Kate Plus Eight*. The episodes highlighted the family's vacation to the Currituck Outer Banks.

Readers of Southern Living magazine recently ranked the shoreline of the Outer Banks as one of the best 10 beaches in the south.



Visitor Information Centers Attract Thousands

Staff at the new Currituck County Welcome Center greeted more than 35,000 people since the facility in Moyock opened its doors in May 2008. Over 30,000 vacationers stopped by the Visitor's Center in Corolla during the past year. Calls to the centers for information on attractions, accommodations and directions more than doubled comparing 2007 to 2008. Funding to purchase and operate both centers is paid with occupancy tax collections.

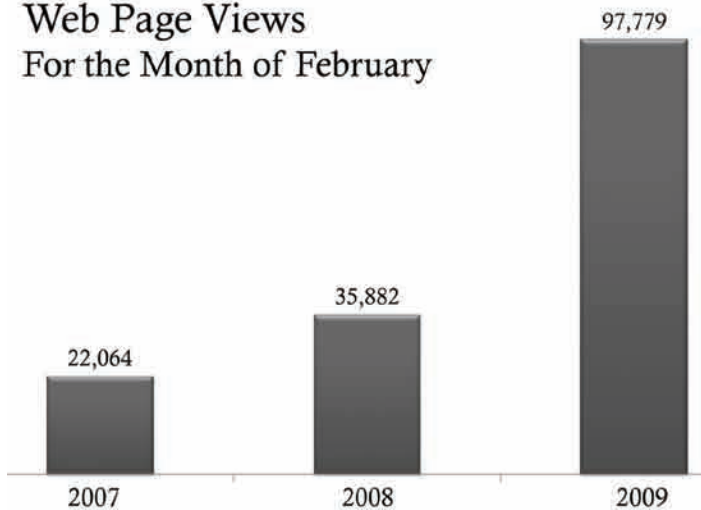
VisitCurrituck.com – Traffic is Booming

Internet travel planning is becoming the norm, and VisitCurrituck.com keeps getting better.

As a vacation planning resource, the county's tourism website links potential visitors to sites for vacation rental homes, inns, hotels and motels, attractions, restaurants, shops, and more.

Web Page Views

For the Month of February



Learn more about Currituck County at VisitCurrituck.com.

Join us as we Celebrate National Travel and Tourism Week

Communities across America will hold celebrations on May 9-17, 2009 in recognition of National Travel and Tourism Week. In Currituck, citizens and visitors are invited to a week of festivities at the Welcome Center in Moyock (106 Caratoke Hwy.) and the Visitor's Center in Corolla (500 Hunt Club Drive). There will be interactive displays and refreshments. And the first 100 guests to stop at each center will receive a prize!

Did You Know?

Currituck County ranked 27th in travel impact among North Carolina's 100 Counties.

We Want To Hear From You

Call the Tourism Department with your comments or suggestions: 252-435-2938

Diane Nordstrom, *Director*
dnordstrom@visitcurrituck.com

Veronica Brown, *Marketing*
vbrown@visitcurrituck.com

Irina Coccetti, *Public Relations*
icoccetti@visitcurrituck.com



Tourism Supports Community Events

Local events that bring visitors to our area can receive financial support through the Support of Funds Program. This program has assisted several non-profit organizations and other groups with advertising and promoting events and festivals. These have included:

- Currituck Wildlife Festival
- Currituck County Arts Council's Annual Art Extravaganza
- Knotts Island Peach & Wildlife Festival
- Carolina Oktoberfest

More information on the Support of Funds Program is available on the county's tourism website, VisitCurrituck.com, or by calling the Tourism Department at 435-2938. Events that receive funding must draw visitors and tourists from outside Currituck County.



Currituck County Tourism Boards

TOURISM DEVELOPMENT AUTHORITY

J. Owen Etheridge, *Chairman*
Vance Aydlett
Barry Nelms
Janet Taylor

Paul O'Neal, *Vice-Chairman*
Gene Gregory
John Rorer

TOURISM ADVISORY BOARD

John Wright, *Chairman*
Don Cheek
Petrina Ramey
Vivian Simpson

Krista Boughey, *Vice-Chairman*
Janice Farr
Cindy Seymour

Currituck County Tourism... A Bright Future is Ahead

The Tourism Department – together with the Tourism Development Authority and Tourism Advisory Board – is continually working to strengthen and grow Currituck County's tourism industry. By supporting our local tourism-related businesses and encouraging visitors to patronize them, we can increase revenues while preserving and protecting the county's historic, natural and cultural resources.

Investment in Tourism Yields Healthy Returns for Currituck County

Benefits of Tourism to Currituck County...

- **Tax Savings:** State and local tax revenues from tourism in 2007 totaled \$11 million, a **\$459 tax saving** to each county resident.
- **Jobs:** More than **1,500 jobs in Currituck** are directly linked to tourism.
- **Payroll:** Travel to Currituck generated a **\$23.50 million payroll** in 2007.

Source: 2007 North Carolina County-by-County Tourism Economic Impact Study; these are the latest statistics available.

County of Currituck
PO Box 39
Currituck, NC 27929

STANDARD
US Postage Paid
Presorted
Permit #1
Maple, NC

Postal Patron



This publication was printed on recycled paper; it was produced and mailed using occupancy tax funds.