

Ocracoke Tourism Marketing Research

Office of Planning & Economic Development

County of Hyde

February 2, 2015



Findings – Sales & Use Tax collected countywide

Hyde County Sales & Use Tax					
	2010	2011	2012	2013	2014
January	\$43,170.81	\$56,806.82	\$56,017.99	\$69,274.84	\$71,486.44
February	\$56,193.76	\$59,976.72	\$64,360.25	\$51,287.68	\$64,778.48
March	\$66,879.14	\$55,669.01	\$64,729.49	\$74,130.59	\$54,418.86
April	\$63,218.71	\$55,707.09	\$77,224.74	\$79,944.76	\$74,713.06
May	\$93,840.94	\$116,198.71	\$96,861.60	\$88,311.43	\$89,189.22
June	\$108,100.80	\$116,944.55	\$126,935.35	\$119,640.99	\$129,895.93
July	\$142,502.39	\$163,383.40	\$176,004.29	\$140,582.70	\$174,773.19
August	\$179,404.86	\$186,361.81	\$181,566.35	\$201,218.65	\$179,278.63
September	\$134,183.61	\$125,191.48	\$151,961.12	\$163,871.03	\$174,510.40
October	\$113,645.19	\$94,759.65	\$122,876.36	\$124,974.41	\$125,744.15
November	\$114,507.21	\$95,467.11	\$178,766.59	\$102,668.89	\$107,894.97
December	\$41,483.11	\$75,455.92	\$67,756.63	\$78,858.52	\$79,873.51
TOTALS	\$1,157,130.53	\$1,201,922.27	\$1,365,060.76	\$1,294,764.49	\$1,326,556.84

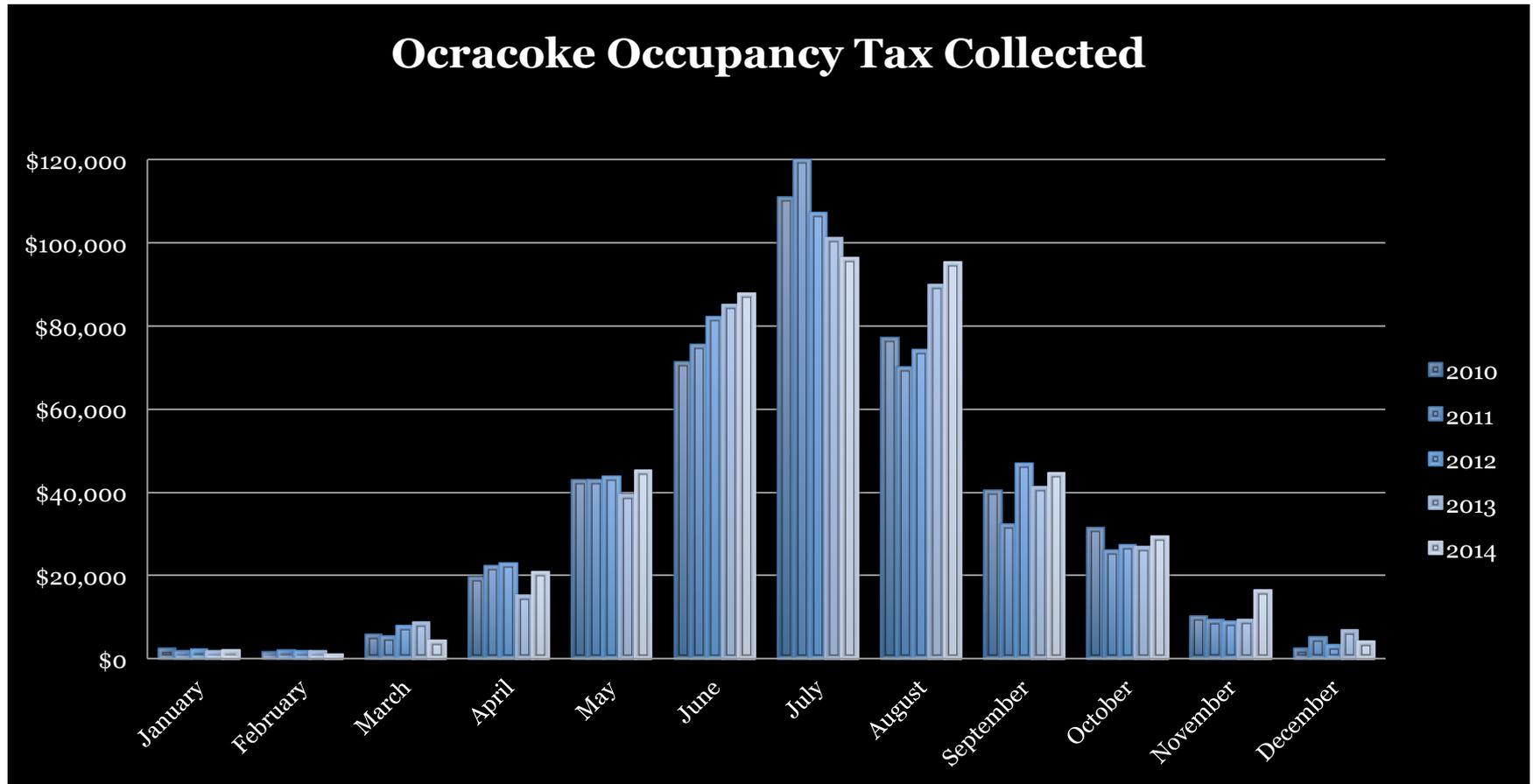
Data source: NC Dept. of Revenue, Sales & Use Tax, Total Allocations Before Adjustment

Findings – Ocracoke occupancy tax

Total Ocracoke Occupancy Tax Collected					
	2010	2011	2012	2013	2014
January	\$2,327.01	\$1,678.30	\$1,952.36	\$1,617.17	\$1,861.02
February	\$1,415.92	\$1,827.79	\$1,712.43	\$1,592.78	\$1,017.79
March	\$5,685.59	\$5,317.02	\$7,738.77	\$8,605.48	\$4,295.17
April	\$19,549.21	\$22,114.77	\$22,804.03	\$14,892.28	\$20,856.63
May	\$42,810.73	\$42,896.56	\$43,780.50	\$39,265.75	\$45,103.26
June	\$71,262.06	\$75,417.30	\$82,052.75	\$84,829.24	\$87,680.90
July	\$110,835.76	\$119,889.62	\$107,129.14	\$101,166.84	\$96,218.32
August	\$77,004.00	\$70,021.38	\$74,087.41	\$89,740.04	\$95,106.39
September	\$40,309.75	\$32,054.37	\$46,893.80	\$41,141.75	\$44,482.56
October	\$31,435.91	\$25,968.97	\$27,221.20	\$26,768.03	\$29,410.53
November	\$10,090.66	\$9,038.99	\$8,739.05	\$9,368.20	\$16,315.12
December	\$ 2,451.95	\$4,968.15	\$3,138.59	\$6,670.04	\$4,032.79
TOTALS	\$415,178.55	\$411,193.22	\$427,250.03	\$425,657.60	\$446,380.48

*90% managed by Ocracoke OT Board, 10% to County Finance Dept. for administrative fees

Findings – Ocracoke occupancy tax



Intent

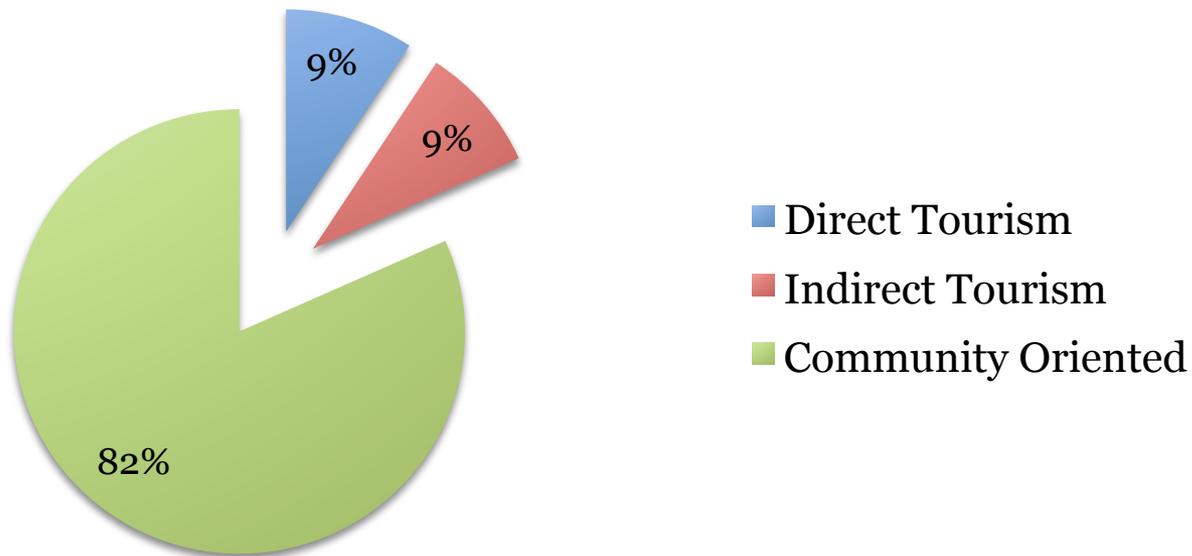
Research

Analysis

Case Studies

Findings – Current tourism marketing

FY 14-15 Ocracoke Occupancy Tax Appropriations



SWOT analysis

- **Strengths:**
 - Good location, unique attractions
 - Dedicated, repeat customer base
 - Pro-active businesses owners, managers
 - Ocracoke walking map
 - Events & festivals throughout the year
- **Weaknesses:**
 - Lack of cohesion, unified information, inefficient use of funds
 - Little accountability & follow up
 - Relatively weak web presence
 - Missing out on regional & statewide networks of tourism promotion
- **Opportunities:**
 - Increase tourism in Spring & Fall
 - Collaboration on island & with existing regional/state networks
 - Tap into adjacent markets
 - New & improved web presence
 - Generate revenue specifically for tourism
- **Threats:**
 - Turnover in OCBA, OT Board & Chamber
 - Competition for limited funding via OT Board & general fund
 - Tension between Ocracoke & mainland
 - ORV pass, Hwy 12, Ferry route

Other approaches to tourism

- Occupancy rate comparison
 - Majority of NC coastal towns & counties have 5-6% occupancy tax rate
 - Carteret & Dare Counties = 5%
 - Majority of counties that border coastal counties are also 5-6%
 - Authorization by NC General Assembly required to raise rate
- Hyde is 1 of 2 counties to use occupancy tax for any lawful purpose
 - Typically use of revenue is restricted to:
 - Tourism promotion
 - Beach nourishment
 - Convention centers, performing arts centers
- Administered by tourism development authority (TDA), visitors bureau, or local government

Other approaches to tourism

- State networks
 - Visit NC
 - Promotion & technical assistance to communities
 - Official NC travel guide, welcome centers
 - Tourism Resource Assistance Center
- Regional networks
 - Northeast Tourism group (NET)
 - Liaison to state tourism agencies
 - Collaborative marketing
 - Regional trail & group tour development
 - Coast Host
- Chambers of Commerce
 - Promote tourism as a way to support businesses development





Thank you

Please see Appendix for further details

Findings – Current tourism marketing

FY14-15 Ocracoke OT Appropriations	
Direct Tourism	\$55,250.00
Indirect Tourism	\$54,550.00
Community Oriented	\$489,682.00

Direct	Amount	Line Item	Community	Amount	Line Item
	\$30,000	Lewis Advertising		\$46,250	Community Center
	\$10,000	OCBA Travel/Tourism Director		\$14,497	Community Center Repairs
	\$12,750	OCBA Tourism promotion		\$5,000	Boy Scouts
	\$2,500	Hyde Chamber		\$48,000	Ocracoke Commnity Park
TOTAL	\$55,250			\$10,000	OPS
				\$80,000	OVFD
Indirect	Amount	Line Item		\$1,590	Frieds of the Library
	\$10,000	Lifeguards		\$180,000	Hyde EMS
	\$26,000	Pirate Jamboree		\$35,000	Ocracoke Child Care
	\$2,000	British Cemetery Ceremony		\$21,345	Ocracoke Child Care
	\$12,050	Fourth of July		\$7,500	McClees Consulting
	\$4,500	Ocrafolk Festival		\$40,500	WOVV
TOTAL	\$54,550		TOTAL	\$489,682	