

## 2012 Inquiry Conversion E-Survey

### 2012 Online Survey Methodology

15,000 invitations were emailed beginning the week of January 30, 2012. The invitation recipients were a simple random sample of the leads that included email addresses gathered by Currituck Department of Travel & Tourism from October 2010 through October 2011. A total of 356 completed surveys had been received by February 14, 2012.

Of the invitations that were emailed, 2,771 were returned as undeliverable and 201 invitation recipients opted out of the study. This resulted in a net-sent quantity of 12,028.

Therefore, the response rate is 2.96% which is within the acceptable response range for studies using marketing leads as the sample source. Thus, N=356 is the response total in this report unless otherwise noted.

The survey contained thirty-seven (37) 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 included after each response. The survey included an incentive of a drawing for a free weekend visit to be selected from those that responded to the survey.

### 2007 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 & Tourism during a 12-month period. The sample was stratified by the time of year received during the 12-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 the 2007 report.

	<b>2012 E-Survey</b>	<b>2007 Inquiry Mail Survey</b>
<b>Quantity</b>	15,000	3,000
<b>Quantity completed</b>	356	318
<b>Number of questions</b>	37	42

The information source of the survey invitation recipients was tracked and appended to the data. The table below shows the source of 1) all available lead data with valid email addresses, 2) the random sample, 3) the survey respondents and 4) respondents who indicated that they had visited Currituck. This confirms that the data in this report is reliable as there is a good balance between the original database, the sample, the survey respondents and those that actually visited Currituck.

**2012 Inquiry Conversion E-Survey**

Source if Inquiry	Available Data	Random Sample	Survey Respondents	Currituck Visitors
AAA Travel & Savings Expo Wilkes Barre PA	0.30%	0.33%	0.00%	0.00%
AAA World	0.32%	0.29%	0.84%	0.52%
AARP Magazine	5.18%	5.05%	5.34%	<b>5.24%</b>
America's Best Vacations	13.47%	13.43%	2.53%	1.57%
Better Homes & Gardens	0.07%	0.11%	0.00%	0.00%
Bridal Guide	7.20%	6.81%	1.12%	0.52%
Brides	2.03%	2.11%	0.00%	0.00%
Budget Travel	0.37%	0.35%	0.28%	0.52%
Carolina Field Trips Magazine	0.00%	0.01%	0.28%	0.52%
Carolina Heritage	0.01%	0.01%	0.00%	0.00%
Carolina Living	8.25%	8.45%	9.27%	<b>8.90%</b>
Civil War Themes - Civil War Traveler	0.01%	0.01%	0.00%	0.00%
Civil War Traveler	4.44%	4.41%	3.37%	<b>5.24%</b>
Coast Host	1.09%	1.06%	2.80%	2.09%
Coastal Living	0.36%	0.37%	1.40%	2.62%
Compass Marketing	1.11%	1.09%	2.53%	4.19%
Country Living	0.47%	0.48%	1.40%	1.05%
Cultural Traveler	0.01%	0.01%	0.00%	0.00%
Discover America/US Travel Guide	0.01%	0.01%	0.00%	0.00%
Escape to the Southeast	0.03%	0.02%	0.00%	0.00%
Facebook	0.14%	0.13%	0.00%	0.00%
Family & Heritage Travel	0.19%	0.18%	0.28%	0.00%
Golf Magazine	0.02%	0.02%	0.00%	0.00%
Good Housekeeping	2.04%	1.97%	1.40%	1.57%
Google Search	0.76%	0.75%	2.53%	3.66%
Great Vacation Getaways	3.97%	4.11%	5.62%	<b>5.76%</b>
Great Vacations Expo Ohio	4.04%	4.07%	8.15%	<b>8.38%</b>
Gregory Gospel	0.00%	0.01%	0.00%	0.00%
Guest Quest	1.28%	1.37%	0.56%	0.00%
Hampton Roads Bride	0.01%	0.01%	0.00%	0.00%
Ladies Home Journal	0.02%	0.02%	0.00%	0.00%
Martha Stewart Weddings	0.52%	0.51%	0.28%	0.00%
Midwest Vacation Guide	0.01%	0.02%	0.28%	0.00%
My Time Woman's Show	1.06%	1.08%	0.56%	1.05%

## 2012 Inquiry Conversion E-Survey

### Source of Inquiry (Continued)

Source of Inquiry	Available Data	Random Sample	Survey Respondents	Currituck Visitors
Myspace	0.00%	0.00%	0.00%	0.00%
New York Times	0.03%	0.03%	0.00%	0.00%
Newspaper Insert	0.08%	0.10%	0.56%	0.52%
North Carolina Travel Guide/Golf Guide	0.09%	0.07%	0.56%	1.05%
O Magazine	1.40%	1.53%	4.21%	3.14%
Ohio Magazine	0.01%	0.00%	0.00%	0.00%
Other	1.50%	1.65%	6.18%	<b>7.85%</b>
Our State	0.06%	0.06%	0.00%	0.00%
Outer Banks Wedding Expo	0.23%	0.25%	0.28%	0.52%
Outer Banks Wedding Guide	0.24%	0.20%	0.00%	0.00%
Radio	0.01%	0.01%	0.00%	0.00%
Reader's Digest	1.09%	1.18%	2.81%	3.14%
Redbook	15.51%	15.15%	5.06%	2.09%
Southern Living	2.50%	2.53%	2.53%	2.62%
Sunny Day Guide	0.23%	0.29%	0.00%	0.00%
Television	0.26%	0.25%	0.84%	0.52%
The Knot	0.03%	0.03%	0.00%	0.00%
Travel & Leisure	0.02%	0.03%	0.00%	0.00%
Travel Guide to North Carolina	0.08%	0.11%	0.56%	0.00%
Twitter	0.00%	0.00%	0.00%	0.00%
Unknown	0.01%	0.01%	0.00%	0.00%
USA Weekend	0.22%	0.25%	0.56%	0.52%
Virginia Wine Lover Magazine	3.55%	3.54%	8.15%	<b>11.52%</b>
Visited Before	0.00%	0.00%	0.00%	0.00%
VisitNC	2.01%	2.09%	6.74%	<b>5.24%</b>
Vow Bride Wedding Show	0.86%	0.86%	0.56%	1.05%
Washington Post	0.01%	0.01%	0.00%	0.00%
Woman's Day	7.92%	7.78%	3.65%	1.57%
www.coastalguide.com	1.96%	2.07%	5.34%	4.19%
www.outerbanksweddingassoc.org	1.27%	1.23%	0.56%	1.05%
www.visitcurrituck.com	0.03%	0.03%	0.00%	0.00%

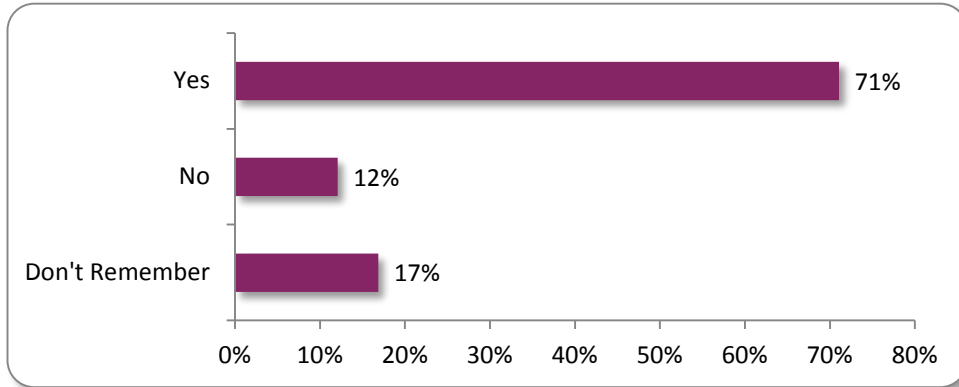
## 2012 Inquiry Conversion E-Survey

Summary of Inquiry Conversion E-Survey Data			
<b>Quantity of interviews:</b>		356	
<b>Visitor point of origin:</b>		Mid-Atlantic: Virginia, Ohio, Pennsylvania, North Carolina, New Jersey, New York	
<b>Demographics:</b>			
Average Age = 53.16 primarily Baby Boomer (57%) and GenX (29%)		Decision Maker Gender: Male = 35% / Female = 65%	
Adults traveling without children = 65% / families = 35%		Travel with Pet: Yes = 18% / No = 82%	
<b>Trip Planning:</b>			
<b>How helpful was info: (1=low / 5=high)</b>		What to see/do = 4.37 / Whether to visit = 4.28 / Selection of lodging = 4.12	
<b>Prior visit:</b>		Yes = 48% / No = 52%	
<b>Travel to Currituck after receiving info:</b>		Yes = 29% / No = 71%	
<b>Average lifetime visits to Currituck:</b>		2.84 (increased from 1.18 in 2007)	
<b>Plan on visiting Currituck in future:</b>		Yes = 91% No = 9%	
<b>Used to plan trip:</b>		CCDTT Visitor Guide = 40%	N.C. Tourism Website = 34%
		N.C. Travel Guide = 27%	Google = 23%
			Currituck Website = 28%
			AAA World = 20%
<b>How far in advance did you plan trip:</b>		12% = 2 weeks / 29% = 2 months / 25% = 5 months / 34% = 6 months	
<b>Major trip purpose:</b>		Business = 1%	Leisure/Vacation = 74%
		Meeting/Conv. = 1%	Visit Family/Friends = 6%
		See Wild Horses = 2%	Birding = 1%
			Pass-through = 5%
			Group Get Together = 4%
			Other = 6%
<b>Visit Behavior &amp; Characteristics:</b>			
<b>Mode of transportation:</b>		94% = automobile only / 4% = fly/drive (Norfolk most prevalent airport)	
<b>First visit or repeat:</b>		3.11% = 1 <sup>st</sup> Trip / 66.89% = Repeat / 19% have visited 5 or more times	
<b>Likes:</b>		Beaches/Scenic Beauty, Peaceful/Relaxing/Quiet, Wild Horses	
<b>Dislikes:</b>		Traffic, Long drive to get there, Cost	
<b>Words about Currituck County:</b>		Rest, Beautiful, Beach, Peaceful, Fun, Family Fun, Friendly people, Wonderful, Sun	
<b>Participating activities:</b>		Dining out = 85%	Shopping = 79%
<b>(Fewer activities than in 2007)</b>		Sleep late / nap = 52%	Beach/Swimming = 77%
		Visit park = 35%	Driving/Sightseeing = 50%
			Historic Sites = 48%
<b>Attractions visited:</b>		Lighthouse = 58%	Look for wild horses = 30%
		OBC for Wildlife = 27%	Visit museum = 29%
			Corolla Village = 42%
			Whalehead Club = 28%
			Heritage Park = 24%
<b>Fish:</b>		Yes = 29%	No = 71%
<b>Water sports:</b>		Yes = 25%	No = 75%
<b>Non-water outdoor recreation:</b>		Yes = 56%	No = 44%
<b>Participate in outdoor recreation :</b>		79.31% = No / 20.69% = Yes: Hiking, walking, tennis, cycling, camping	
<b>Cultural event:</b>		Yes = 11%	No = 89%
<b>Time on mainland:</b>		Drive thru = 37%	Majority/time = 16%
		½ day = 26%	Entire Trip = 17%
<b>Rating: (1 – 5 scale: 1=low / 5=high)</b>		4.40 = excellent	
<b>Rent equipment:</b>		Yes = 17% / No = 83% (Beach chairs, Bicycles, Boogie boards, Kayak, Coolers)	
<b>New Products that appeal to you:</b>		Dining = 78%	Lodging Options = 78%
		Bike Paths = 45%	Shopping = 53%
		Wildlife Tour = 26%	Free Trolley = 38%
			Artisan Co-op = 32%
			Nighttime Entertain. = 22%
			Other = 13%
<b>Lodging preferences:</b>		Rental Homes = 51%	Mid-price Hotels = 48%
		B&B = 29%	Hotels w/Suites = 30%
			Budget Lodging = 28%
			Full Service Resort = 25%
<b>Retail merchandise preferences:</b>		Made in N.C. = 49%	Clothing = 49%
		Collectible = 37%	T-shirts = 48%
			Books/Music = 34%
			Edibles = 33%
<b>Stop at visitor center:</b>		Never = 3%, Rarely = 29%, Fairly often = 44%, Frequently = 24%	
<b>Expenditures:</b>		Total Amount	Daily Amount
<b>Lodging / vacation home rental</b>		\$ 1,216.57	\$ 293.86
<b>Food / meals</b>		\$ 349.64	\$ 84.45
<b>Shopping</b>		\$ 223.09	\$ 53.89
<b>Transportation, fuel, airfare, etc.</b>		\$ 198.48	\$ 47.94
<b>Attractions / amusements</b>		\$ 175.07	\$ 42.28
<b>Equipment rentals</b>		\$ 169.23	\$ 40.88
<b>Average Trip Expense</b>		<b>\$2,332.08</b>	<b>\$ 563.30</b>
<b>Average number of nights = 4.14</b>			100%

**2012 Inquiry Conversion E-Survey**

**1. Do you recall receiving the Currituck-Outer Banks tourism information?**  
*(Choose one answer)*

Received Tourism Information (n=356)



RTM asks this question to confirm that respondents are answering the survey questions based on the information provided by the Currituck County Department of Travel & Tourism. A 71% affirmation (2012 E-Survey), to this question, is very good and indicates that the data is very reliable. There is only a slight variance between the 2012 and 2007 data.

2007 Inquiry Mail Survey	
Yes	68.15%
No	14.65%
Don't Remember	17.20%
No Response =	1.26%
Survey Sample (N) =	318
Question Sample (n) =	314

## 2012 Inquiry Conversion E-Survey

**\*\*NOTE:** 253 respondents answered “yes” to question #1. Thus, N=253 for questions #2 through #4.

2. **How helpful was the information we sent you in making decisions about the following:**

### Information Helpfulness Ratings



**\*\*\* This question was not asked in the 2007 Inquiry Mail Survey**

In analyzing these data, RTM prefers to find ratings over a 4.00 or a good solid, “B” rating. Over the years, RTM has determined that rating over a 4.00 generally indicate a sufficient level of satisfaction. In our experience, “good” ratings typically run from 4.00 to 4.29. Once ratings are over a 4.30, they can be considered excellent. Ratings over a 4.60 are rare and can be considered an “A+.” Similarly, ratings below a 4.00 generally indicate some level of dissatisfaction. While 3.00 is average on this scale, RTM finds that travelers tend to rate their travel experiences on the high side of the scale. Thus, ratings below a 4.00 will indicate some level of dissatisfaction. Further, while ratings below a 4.00 can be considered problematic, ratings below a 3.50 indicate an unacceptable level.

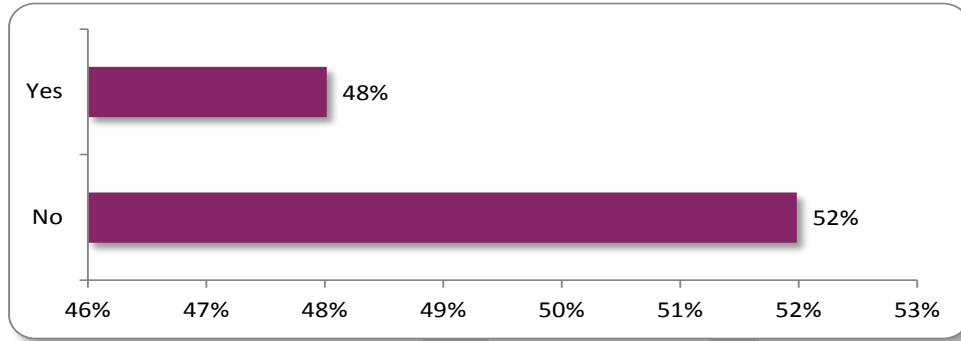
Thus information about “What to see and do” (4.37) rated excellent, “Whether to visit or not” (4.28), and “Selection of lodging” (4.12) rated good.

Respondents rated the helpfulness of the information regarding determining “Length of Stay” (3.76) and “Planning a reunion, family gather or wedding” as fair. This may indicate the need for suggestions for a one-week trip itinerary either in the visitor guide or on the website. It may also indicate the need for information on planning events such as family reunion or wedding.

**2012 Inquiry Conversion E-Survey**

**3. Did you ever travel to or through the Currituck-Outer Banks area prior to requesting information?**

Prior Visits (n=252)



This question was asked to determine if potential visitors made a trip to Currituck County prior to requesting information. Almost half (52%) stated they had not traveled to or through Currituck County before receiving the information. This indicates that the majority of fulfillment materials are reaching those who have not previously visited Currituck-Outer Banks. This is what we would hope to see. By contrast, if the materials are reaching too high a percentage of people who have already visited Currituck, then it could be concluded that the marketing effort was not reaching enough potential new visitors.

Forty-eight percent indicated they had traveled to or through Currituck before receiving the information. This indicates that those who have visited Currituck County previously are interested in returning. That can be construed as good news. It indicates that CCDTT continues to build a relationship with previous visitors.

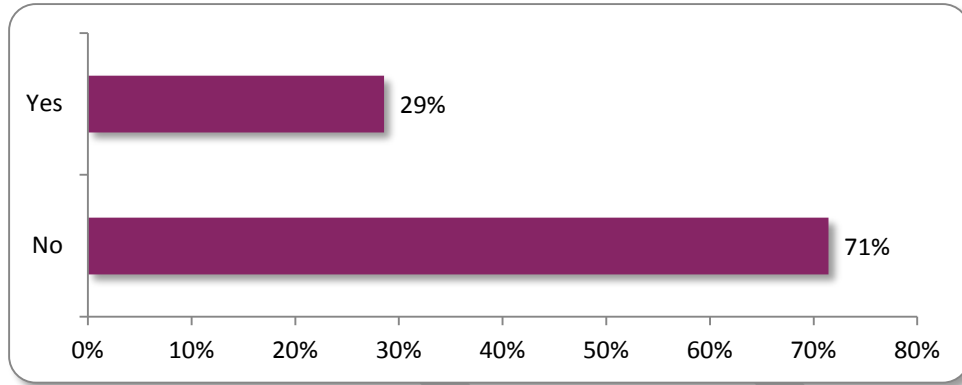
A comparison to the 2012 and 2007 data shows that an increasing number of 2012 respondents are return visitors. This is reflected in the fact that the “yes” response for those who had traveled to the region prior to requesting the information increased from the 2007 Inquiry Mail Study.

<b>2007 Inquiry Mail Survey</b>	
Yes	31.90%
<b>No</b>	<b>68.10%</b>
No Response =	1.87%
Survey Sample (N) =	214
Question Sample (n) =	210

**2012 Inquiry Conversion E-Survey**

**4. Did you travel to or through the Currituck-Outer Banks area after you received the information?**

Subsequent Visits (n=252)



Twenty-nine percent of respondents indicated that they traveled to or through the Currituck County area after receiving the information. The conversion ratio needs more attention to convert those potentials into actuals.

While this number is good, RTM would prefer to see a number above 33%. This would demonstrate that CCDTT is excelling in converting these inquiries to actual visitors.

It should be noted that the percentage of conversion has improved over 2007 as seen in the chart below. Improving from 22.44% conversion to 29% conversion is significant and indicates that the CCDTT is increasing its effectiveness.

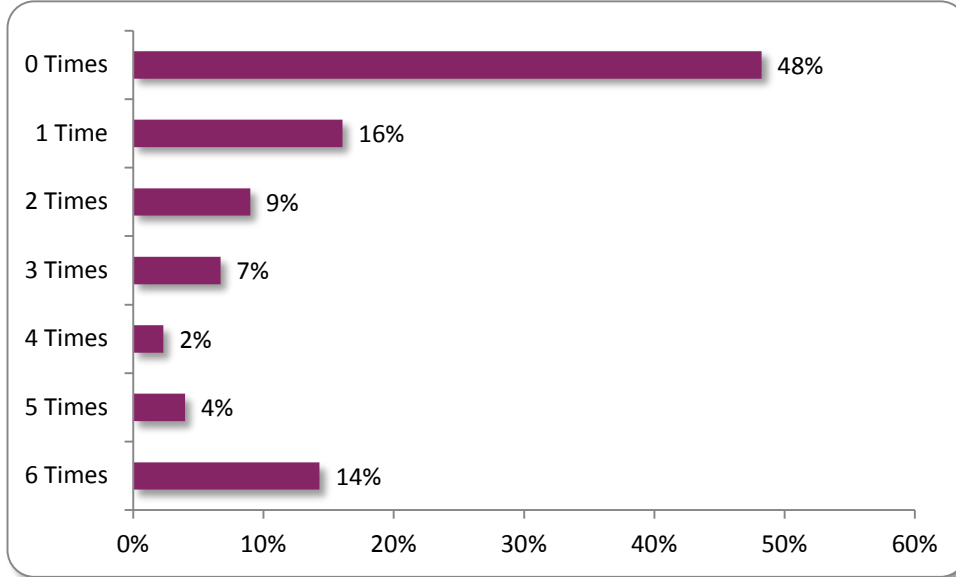
<b>2007 Inquiry Mail Survey</b>	
Yes	22.44%
<b>No</b>	<b>77.56%</b>
No Response =	4.21%
Survey Sample (N) =	214
Question Sample (n) =	205



**2012 Inquiry Conversion E-Survey**

**5. How many times have you visited the Currituck-Outer Banks in your life?**

Number of Visits to Currituck-Outer Banks (n=342)



**2012 Average Number of Visits = 2.84**

Respondents that indicated they had visited the Currituck County area reported having visited an average of 2.84 (2012 E-Survey) times in their lifetime, while in the 2007 Inquiry Mail Study 1.18 was the average number reported.

A healthy 20% mentioned they had been to Currituck County four or more times in their lifetime. In 2007, the percentage of those visiting four-plus times was 8.77. To show such growth from 2007 to 2012 in repeat visitation again demonstrates substantially improved marketing effectiveness. It also indicates the likelihood of an improved product. We congratulate Currituck County for this significant advancement in a relatively short amount of time!

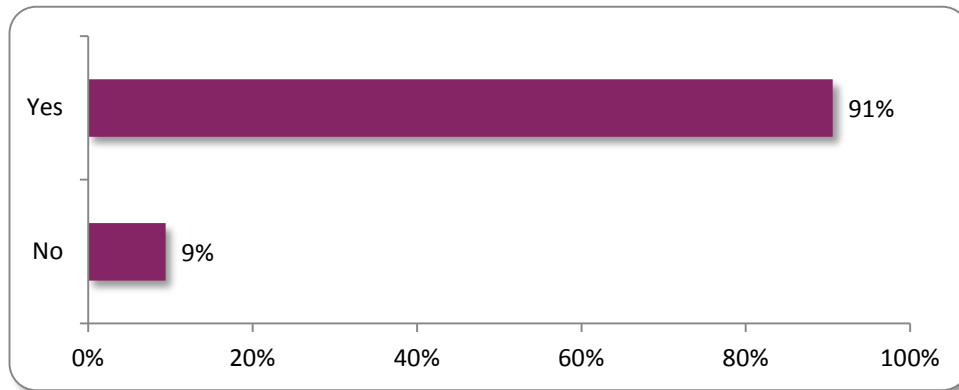
<b>2007 Inquiry Mail Survey</b>	
<b>0 Times</b>	<b>58.25%</b>
1 Time	20.10%
2 Times	8.25%
3 Times	4.64%
4 Times	2.58%
6 Times or more	6.19%
<b>Average number of times =</b>	<b>1.18</b>
No Response =	38.99%
Survey Sample (N) =	318
Question Sample (n) =	194

**2012 Inquiry Conversion E-Survey**

**\*NOTE:** Q5a was only asked if the respondent indicated “None” for Q5. Thus N=165 for this question.

**5a. If you have not visited the Currituck-Outer Banks area, do you plan to do so in the future?**

Future Visits to Currituck-Outer Banks (n=159)



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

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

RTM typically finds that excellence is defined as having a conversion ratio of 66% for previous visitors and approximately 33% for first time visitors.

2012 E - Survey Visitor Status	Conversion Rate
<u>Previous visitors</u> to Currituck	39.67%
<u>New visitors</u> to Currituck	17.69%

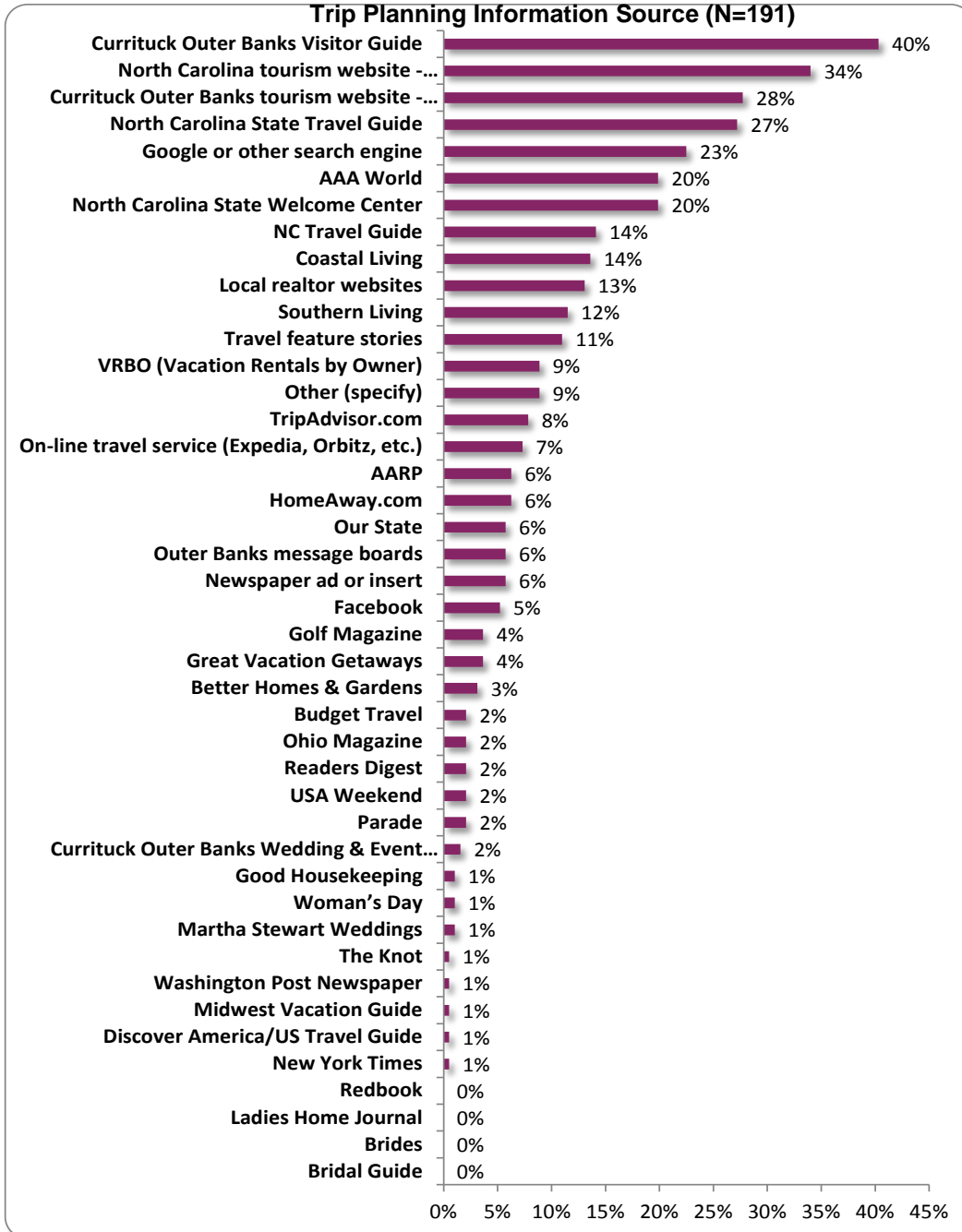
2007 Inquiry Mail Survey	Conversion Rate
<u>Previous visitors</u> to Currituck-Outer Banks, NC	43.75%
<u>New visitors</u> to Currituck-Outer Banks, NC	12.86%

Based upon the numbers and discussion above, CCDTT has made good progress in increasing its conversion of first time visitors. However, the data shows a decrease in conversion of repeat visitors. Perhaps the answer lies in the response to Question 5a that shows that 91% of those who have not yet visited intend to do so in the future.

## 2012 Inquiry Conversion E-Survey

### 6. Please indicate if you used any of the following in planning your trip to the Currituck-Outer Banks area. (Choose all that apply)

**\*\*NOTE: Only respondents who DID NOT answer "None" to Q5 were directed to complete questions #6 - #25. N=191 for these questions.**



This data indicates nearly ideal effectiveness of the CCDTT marketing program. This is exactly the rank order of information sources RTM identifies as indicating an excellent marketing program.

## 2012 Inquiry Conversion E-Survey

### 6. (Continued)

#### **Listed as Newspaper ad or insert:**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Don't remember (2)</li> <li>• Richmond Times Dispatch (2)</li> <li>• Bergen Record</li> <li>• Charlotte, NC Observer</li> <li>• Flyers we had picked up in stores on previous trip</li> </ul> | <ul style="list-style-type: none"> <li>• News and Observer Raleigh, NC</li> <li>• Pilot</li> <li>• Rock, SC Herald</li> <li>• Shreveport Times</li> <li>• Washington Post</li> </ul> |
|--|--|

#### **Listed as North Carolina State Welcome Center location:**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Don't remember (10)</li> <li>• I-77 (2)</li> <li>• I-95 South at the VA border (2)</li> <li>• NC / VA State line (2)</li> <li>• Aycock Brown on Roanoke</li> <li>• Charlotte</li> <li>• Hwy 73/74 Just past Asheboro NC</li> <li>• I-77 first one across state line</li> <li>• I-95</li> <li>• I-95 South</li> <li>• Mount Airy</li> <li>• Ocracoke and others</li> </ul> | <ul style="list-style-type: none"> <li>• On the mainland before the bridge / Barrier Island center - I think</li> <li>• Outer Banks visitors center</li> <li>• Right before crossing the bridge to Outer Banks area</li> <li>• Route 158</li> <li>• Tennessee / NC state line</li> <li>• The first one on the right coming in to the Outer Banks - sits up on hill</li> <li>• US Route 17</li> <li>• Virginia border</li> <li>• Winston-Salem area</li> </ul> |
|--|---|

#### **Listed as Google or other search engine:**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Google (26)</li> <li>• Don't remember (4)</li> <li>• AOL</li> <li>• Ask</li> <li>• Currituck hotels</li> </ul> | <ul style="list-style-type: none"> <li>• Expedia</li> <li>• Outerbanks.org</li> <li>• Trip advisor</li> <li>• Yahoo</li> </ul> |
|---|--|

#### **Listed as "Other: specify:**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Family (2)</li> <li>• Friends (2)</li> <li>• Always visited Salvo</li> <li>• centennialofflight.gov</li> <li>• e-bay</li> <li>• Golf links</li> <li>• Home away from home</li> <li>• Just drove the coast line</li> </ul> | <ul style="list-style-type: none"> <li>• Lived in Beaufort, NC</li> <li>• None</li> <li>• outerbanks.org</li> <li>• Real Estate Rental Companies</li> <li>• twiddy.com</li> <li>• Windsurfing publications</li> <li>• Word of mouth</li> </ul> |
|--|--|

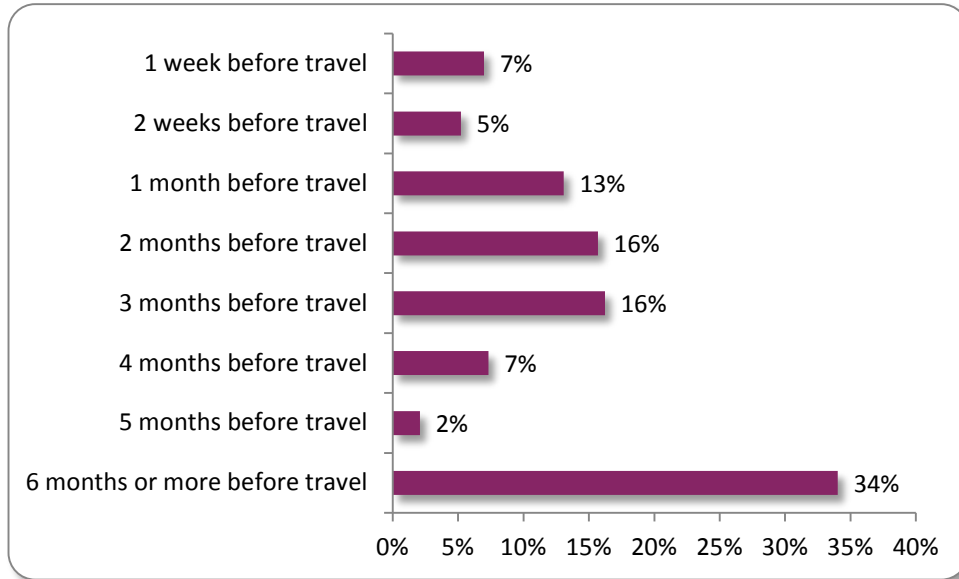
In this 2012 study, the Currituck-Outer Banks visitor's guide was the most frequently mentioned information source (40%), followed by the North Carolina state tourism website (34%), CCDTT website (28%), the North Carolina state travel guide (27%) and Google or other search engines (23%).

Thus, visitor guides, state and local websites and search engines are clearly the dominant sources of visitor information for visitors. Currituck-Outer Banks is to be applauded for having all of these sources in the top 5 ranking as that indicates a successful marketing program.

**2012 Inquiry Conversion E-Survey**

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

**2012 E-Survey Trip Planning Lead Time (n=191)**



The 2012 E-Survey data indicates three distinct trip planning segments; one segment tends to plan their trip up to one month prior to travel (25%), the largest segment plans their trip six months or more before travel (34%). Additionally, 57% of the total respondents plan their trip in three months or less.

When comparing responses for the 2012 E-Survey respondents to the 2007 Inquiry Mail Survey there is little change in advance trip planning to the Currituck County area.

<b>2007 Inquiry Mail Survey</b>	
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%
<b>More than 12 months before travel</b>	<b>38.46%</b>
No Response =	6.02%
Survey Sample (N) =	83
Question Sample (n) =	78

**2012 Inquiry Conversion E-Survey**

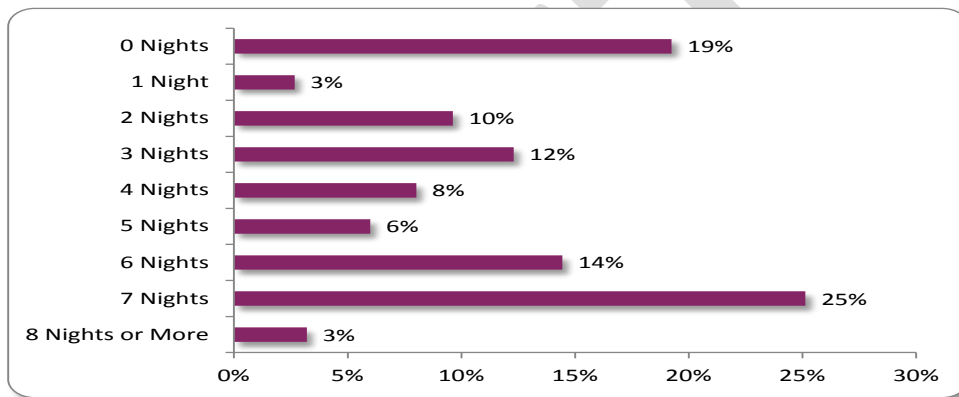
**7. (Continued)**

Beach locales are family-friendly destinations and therefore mothers (who are the usual vacation planners) usually take a little more time to investigate the options.

The national trend, however, is to take less time to plan a trip. Currituck-Outer Banks should recognize this long-term shift and make sure all electronic communication outlets are up-to-date: social media, website and PDFs must all be fresh to give that last-minute traveler all of the necessary tools for a successful visit.

**8. How many nights did you spend in Currituck-Outer Banks, NC on your last trip?**

Number of Nights (n=187)



***E-Survey Average number of nights = 4.14***

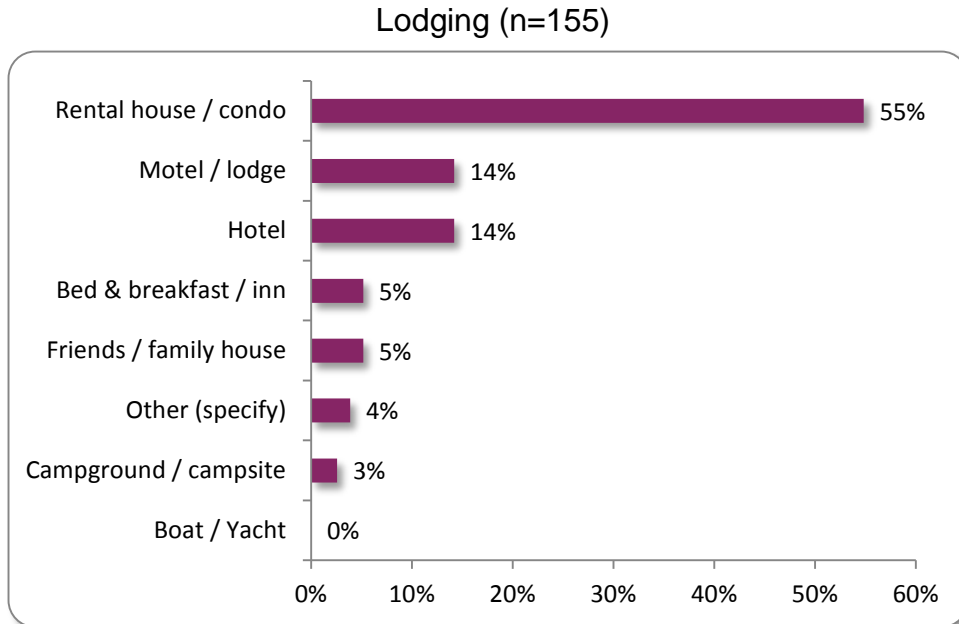
The chart above reflects that for those overnighing the average length of stay is **4.14** nights, with the typical response ranging from three to seven nights.

2007 Inquiry Mail 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%
<b>7 Nights</b>	<b>23.38%</b>
<b>Average number of nights =</b>	<b>3.97</b>
No Response =	7.23%
Survey Sample (N) =	83
Question Sample (n) =	77

Thus we see that the average number of nights spent in Currituck has increased since 2007. The biggest increase appears to be in those staying less than one week. This may be due to the availability of hotel rooms in addition to rentals.

**2012 Inquiry Conversion E-Survey**

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



**Listed as “other”:**

- **Timeshare (5)**
- Have co-ownership

In this study, the largest percentage of respondents reported staying in a rental house/condo (55%) followed by a hotel/ motel/lodge (28%), bed and breakfast Inns (5%), family and friends homes (5%), “other” (4%) and campgrounds (3%).

When comparing 2012 E-Survey to the 2007 Inquiry Mail Survey responses we see an increase in house/ condo rentals and a decline in hotel/motel/ lodge rentals. This begs the question: have the rentals done a better job of promoting themselves?

RTM suspects that the Great Recession (2008 – current) has something to do with these findings. Since 2008, vacationers have been looking for better deals and bargains. Usually condos and house rentals offer better per-night prices than hotels and motels. The weekly rates these rentals offer will be a better value than a hotel/motel’s usual per-night charge. In addition, these rentals offer kitchens or kitchenettes allowing families to save money on eating out/food preparation.

These findings dovetail nicely with Question 8, which shows an increase in the number of tourists staying 7 or more nights in Currituck-Outer Banks from 2007 to 2012. Nice job, Currituck!

**2012 Inquiry Conversion E-Survey**

**9. (Continued)**

<b>2007 Inquiry Mail Survey</b>	
<b>Rental house/condo</b>	<b>34.62%</b>
<b>Hotel</b>	<b>25.64%</b>
<b>Motel/lodge</b>	<b>21.79%</b>
	<b>Combined = 47.73%</b>
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

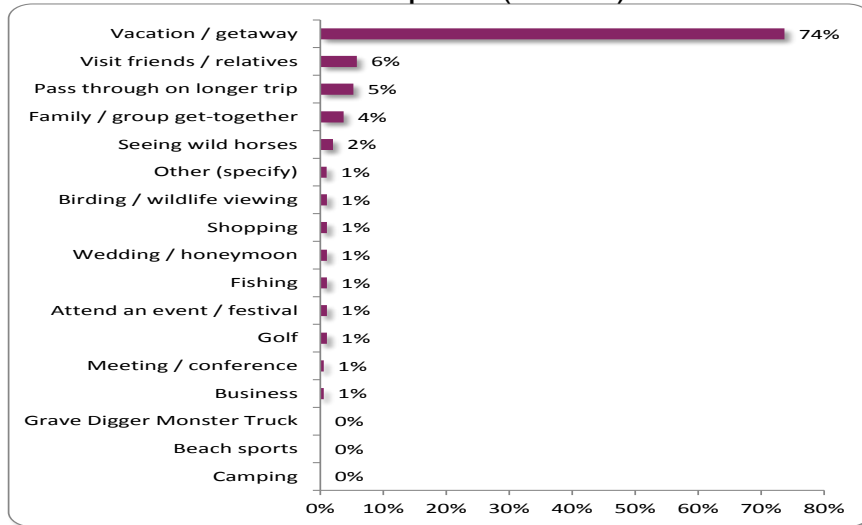
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**2012 Inquiry Conversion E-Survey**

**10. What was the main purpose of your last visit to Currituck-Outer Banks, NC?**

**Main Purpose (n=190)**



**Listed as "other" specify:**

- Dining
- Inner peace
- To see the horses and the lighthouse

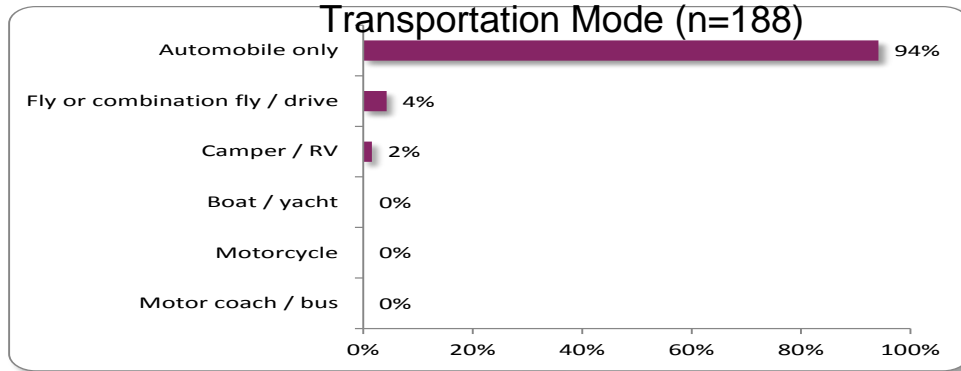
In the chart above we see that vacation /getaway (74%) tends to be the main purpose for visiting Currituck County. This area has increased its share of those saying their purpose in coming to Currituck County was for Vacation/getaway from 68.65 in 2007 to 74% this year.

RTM recommends that the primary marketing efforts continue to focus on vacation travelers to drive traffic. To a lesser extent, possibly showcasing Currituck County as a place to visit/meet friends and family could be highlighted to build overnight visitation.

<b>2007 Inquiry Mail Survey</b>	
<b>Vacation/getaway</b>	<b>68.54%</b>
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%

**2012 Inquiry Conversion E-Survey**

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



**Listed as "what airport"**

- Don't remember (2)
- Norfolk (2)
- Chesapeake, VA
- Greensboro
- Raleigh
- Virginia Beach

**Listed as "which airline"**

- Don't remember (3)
- Delta (2)
- Continental
- Private airlines
- Southwest

**Listed as "other - specify"**

- Ferry
- Train / automobile

The vast majority (94%) of 2012 E-survey visitors to Currituck County used private automobiles as the main mode of transportation. No significant difference is noted when comparing to the 2007 Inquiry Mail Survey responses. Thus the Currituck County region is primarily a drive-in destination.

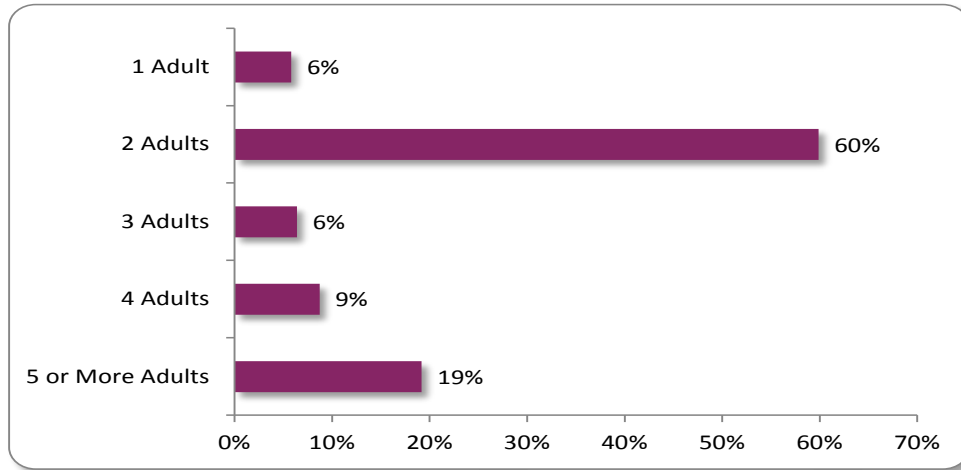
Norfolk International Airport is the closest major airport (82 miles to the north) and Raleigh Durham International Airport is 192 miles to the west. Since Currituck-Outer Banks has no major airport nearby and utilizing Currituck County Regional Airport is expensive, RTM see no reason to spend marketing funds promoting the area with a Fly and Drive package. For the foreseeable future, Currituck-Outer Banks will primarily remain a drive destination.

2007 Inquiry Mail 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

**2012 Inquiry Conversion E-Survey**

**12. Including you, how many people went on the trip?**

**Number of Adults in Travel Party (n=172)**



**2012 E-Survey**

Percentage of visitors traveling with adults only: **65%**

Average Number of Adults: **3.27**

**2007 Inquiry Mail Survey**

Percentage of visitors traveling with adults only: **62.34%**

Average Number of Adults: **3.11**

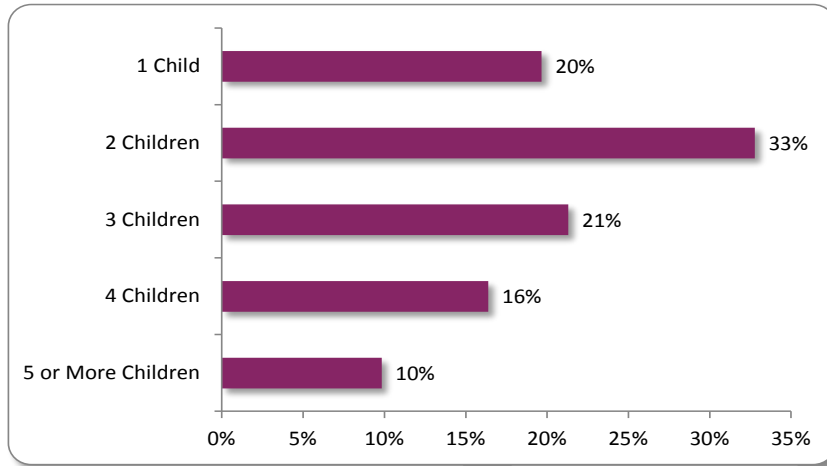
Number of Adults	2007 Inquiry Mail Survey
1	9.21%
<b>2</b>	<b>56.58%</b>
3	7.89%
4	10.53%
5	3.95%
<b>6 or More</b>	<b>11.84%</b>
<b>Average =</b>	<b>3.11</b>
<b>Percentage with adults only</b>	<b>62.34%</b>
No Response =	8.43%
Survey Sample (N) =	83
Question Sample (n) =	76

**Thus, we see very little change in the typical travel party size since 2007.**

**2012 Inquiry Conversion E-Survey**

**12. (Continued)**

**Number of Children in Travel Parties with Children (n=61)**



**2012 E-Survey**

Percentage of visitors traveling with children: **35%**  
 Average number of children for parties with children: **2.75**  
 Average number of children for sample: **0.98**

**2007 Inquiry Mail Survey**

Percentage of visitors traveling with children: **37.66%**  
 Average number of children for parties with children: **2.34**

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

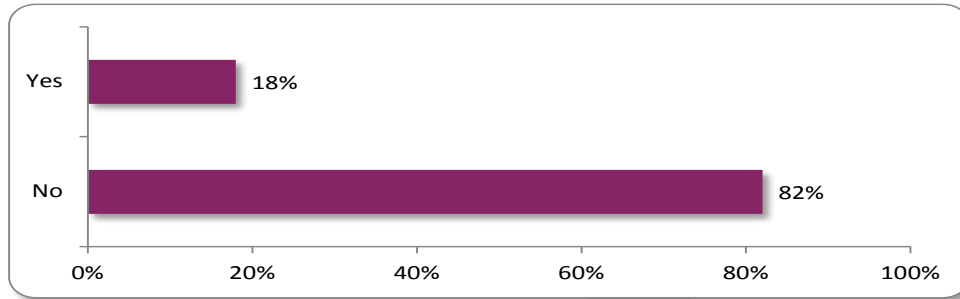
The area continues to be an adult and family-friendly tourist destination. While 65% had only adults in their party, a healthy 35% brought their children along. These numbers have stayed statistically consistent since 2007.

Nationally, the United States Travel Association reports that one in five (22%) trips in the United States include children under the age of 18 so the Currituck numbers are well above national norms, as might be expected given the dominance of large house rentals in the area.

## 2012 Inquiry Conversion E-Survey

12a. If you traveled with pets, please indicate the number and type of pets.

### Traveling with Pets (n=189)



***If yes, specify:***

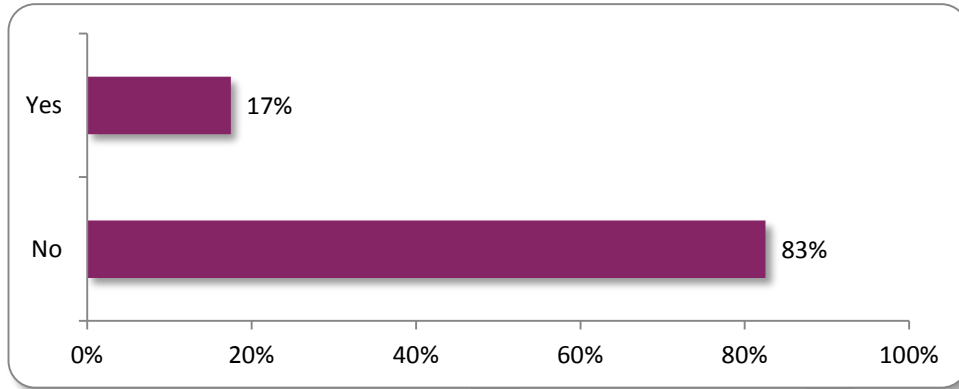
- 1 Dog (13)
- 2 Dogs (10)
- 1 Pet (5)
- 2 Pets (3)
- 3 Dogs
- 3 Pets
- Dogs

82% of Currituck-Outer Banks visitors did not travel with a pet. This number actually matches perfectly with the information reported by rental companies in the Lodging Report in which rental companies reported that the number of rental parties traveling with pets was 20-30%.

**2012 Inquiry Conversion E-Survey**

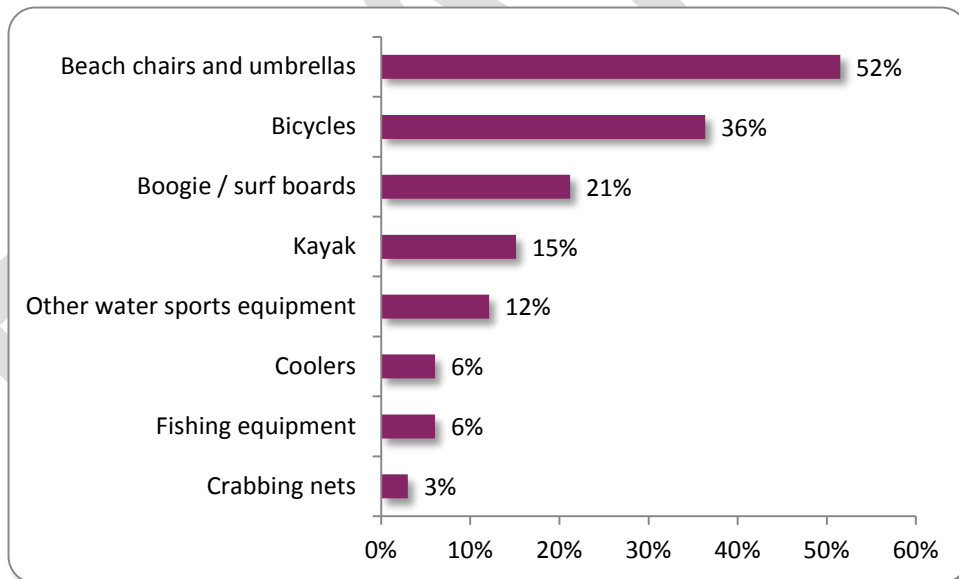
**13. During your last trip to Currituck County, did you or anyone in your party rent any equipment such as umbrellas, beach chairs, bicycles, boogie boards, etc.?**

Equipment Rental (n=189)



**13a. If yes, please select below all you rented:**

Equipment Rental Type (N=33)



Seventeen percent of those staying in Currituck County reported renting equipment during their trip. Of those that did, 52% utilized beach chairs/umbrellas, 36% rented bicycles, and 21% enjoyed a boogie or surf board.

Greater emphasis could be placed on the availability of these items in visitor guides, billboards, signage and marketing materials to boost these numbers.

**2012 Inquiry Conversion E-Survey**

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

<b>2012 E-Survey</b>			
<b>Spending Category</b>	<b>Total Amount</b>	<b>Daily Amount</b>	<b>% of whole</b>
Lodging / vacation home rental	\$ 1,216.57	\$ 293.86	52%
Food / meals	\$ 349.64	\$ 84.45	15%
Shopping	\$ 223.09	\$ 53.89	10%
Transportation, fuel, airfare, etc.	\$ 198.48	\$ 47.94	8%
Attractions / amusements	\$ 175.07	\$ 42.28	8%
Equipment rentals	\$ 169.23	\$ 40.88	7%
<b>Average Trip Expense</b>	<b>\$2,332.08</b>	<b>\$ 563.30</b>	<b>100%</b>
<b>Average number of nights</b>	<b>4.14</b>		
<b>Average Daily Expense</b>	<b>\$563.30</b>		

Respondents were asked to estimate their overall trip expenses by the specific categories listed. The above numbers provide insight into the economic impact each travel party generates in Currituck County.

The rank order of 2012 expenditures for visitors is lodging (52%) followed by food and meals (15%), shopping (10%), transportation (8%), attractions/entertainment (8%) and equipment rental (7%).

Nationally, shopping is usually the second highest expense. However, considering the Currituck-Outer Banks area is a vacation destination where people buy groceries for several days stay, it makes sense that food and meals is the second highest purchase expense by a five percent margin.

The findings here reinforce the importance for CCDTT in promoting shopping to visitors as well as the need to encourage development of more unique shopping opportunities for travelers.

It was noted in Question 13 that only 17% of visitors rented equipment yet this question (#15) shows that a good 7% of weekly spending went towards equipment rental. We would like to see the promotion of the availability of equipment rental as we feel this number could be increased significantly if all visitors knew of its availability.

## 2012 Inquiry Conversion E-Survey

### 14. (Continued)

When comparing 2012 E-Survey responses to 2007 Mail Survey responses we see that spending has definitely increased. When analyzing the expenditures we must remember that an increase in houses/condo rentals was seen in Question 9, equipment rental was not asked in the 2007 study, and the average length of stay in the 2012 E-Survey (4.77 nights) had slightly increased. All these factors drove the expenditures upward. An increase in daily spending from \$361.10 in 2007 to \$563.30 in 2012 is significant and represents well over one-third increase.

<b>2007 Inquiry Mail Survey</b>	
<b>Spending Category</b>	<b>Amount</b>
Lodging	\$162.59
Food/meals	\$63.78
Transportation, fuel, etc.	\$50.53
Shopping	\$46.86
Attractions/amusements	\$37.34
<i>Equipment rentals*</i>	<u>\$0.00</u>
<b>Average Daily Expense</b>	<b>\$361.10</b>
<b>Average number of nights</b>	<b>3.97</b>
<b>Average Trip Expense</b>	<b>\$1,433.56</b>

*\*This category was not listed on the 2007 survey*

### Comparing 2012 to 2007 (Expenditures and Average Length of Stay)

<b>2012 Spending &amp; Average Length of Stay Compared to 2007</b>		
<b>Spending Category</b>	<b>2007 Daily Amount</b>	<b>2012 Daily Amount</b>
Lodging	\$162.59	\$293.86
Food/meals	\$63.78	\$84.45
Transportation, fuel, etc.	\$50.53	\$53.89
Shopping	\$46.86	\$47.94
Attractions/amusements	\$37.34	\$42.28
<i>Equipment rentals*</i>	<u>\$0.00</u>	<u>\$40.88</u>
<b>Average Daily Expense</b>	<b>\$361.10</b>	<b>\$563.30</b>
<b>Average number of nights</b>	<b>3.97</b>	<b>4.14</b>
<b>Average Trip Expense</b>	<b>\$1,433.56</b>	<b>\$2,332.08</b>

This is perhaps the most useful piece of information in this whole study. It clearly demonstrates that Currituck County has increased visitor expenditures as well as the average length of stay. This is excellent.



## 2012 Inquiry Conversion E-Survey

### 15. What do you remember liking or disliking most about your last trip to Currituck-Outer Banks?

#### Top Reported Likes

- Beaches (65)
- Peaceful (17)
- Relaxing (17)
- Scenery / beautiful (15)
- Quiet (13)
- Wild Horses (11)
- Area / nearby towns (10)
- Friendly people (9)
- Lighthouses (8)
- Coastal atmosphere (7)
- Shopping (7)
- Weather (7)
- Natural areas (6)
- Ocean / ocean views (6)
- Clean (5)
- Family oriented (5)
- Location (5)
- Everything (4)
- Lots of things to do for everyone (4)
- Lounging on the beach (4)
- No crowds (4)
- Non-commercial / underdeveloped (4)
- Golf (3)
- Laid back / slow pace (3)
- Restaurants (3)
- Restaurants - Seafood (3)
- Spending time with our family / friends (3)
- Accommodations - rental house right on beach (2)
- Barbeque (2)
- Dunes (2)
- Easy access to beach (2)
- Easy to get around (2)
- Fishing (2)
- Kitty Hawk (2)
- Quaintness (2)
- Shopping - Antiques (2)
- Walking on the beach (2)
- Wright Brothers Museum / Memorial (2)
- 100th Anniversary of Flight Celebration
- 4-wheel at Oregon Inlet
- Accommodations
- Accommodations - Bed and Breakfast Inn
- Accommodations - condo with pool / fireplace / beachfront
- Accommodations - house was beautiful
- Airplane ride - Roanoke Airport
- Ambiance
- Been going for years
- Bike rides
- Birds
- Boat rental
- Currituck Lighthouse
- Driving on the beach
- Dune buggy ride on the beach
- Evening walks on the beach
- Expansive seashore
- Ferry
- Fun
- History
- Homes are beautiful
- Just a regular vacation
- Lots of outdoor activities
- Many things impressed us
- National parks
- Nature Trails
- Not sure - I was a child when I was there
- Ocracoke Village
- Personalized tour by the ranger
- Pet friendly
- Pool
- Sand
- Sand Dunes
- Sun
- The Outer Banks
- The sound
- Wildlife

Interestingly, compared to 2007, “wild horses” has increased substantially. The top “likes” are:

- 1) Beaches/Scenic Beauty
- 2) Peaceful/Relaxing/Quiet
- 3) Wild Horses.

## 2012 Inquiry Conversion E-Survey

### Top Reported Dislikes

- **Nothing (59)**
- **Traffic (39)**
- **Having to leave / going back home (7)**
- **Drive to get there / too far (6)**
- **Expensive / pricey (6)**
- **Crowds (5)**
- **Activities are too few - other than the beach activities (2)**
- **Hurricane damage / roads closed from hurricanes (2)**
- **Remote - too far from other things (2)**
- **Roads (2)**
- **Smoke from the forest fire (2)**
- **Too quiet (2)**
- **Weather (2)**
- **Weather - rain (2)**
- **Wind (2)**
- Accommodations - hotel was run down
- Accommodations - not enough lodging to pick from
- Accommodations - rental house didn't have enough bedrooms
- Accommodations - required to make a 3 day minimum reservation
- Accommodations - waiting for the rental house to be ready
- Airline problems
- Concerned with not having 4 wheel drive - no information at entrance to beach although we saw a number of trucks going on to beach
- Distance between Currituck lighthouse and Nags Head is too far
- Facilities for pets
- Flash flood
- Had some trouble with the air conditioner that took a couple days to get fixed
- I was all by myself
- Litter / trash
- No Amusement park
- No boardwalk
- No golf courses on Ocracoke
- No information on getting to beach area to see horses
- No waves
- Nor'easter
- Not sure - I was a child when I went
- Parking for beach access
- People
- People - loud vacationers
- People - rude visitors
- Restaurants - few opened in off season
- Restaurants - hard to find a good one
- Restaurants - High fat / high sodium foods
- Restaurants - limited fine dining
- Restaurants - not enough
- Restaurants - old restaurant in Nag's Head with the SS United States memorabilia was closed
- Restaurants - person in our party got sick from food
- Restaurants - too busy
- Restaurants - too few on the water
- Sand flees
- Shopping - not enough
- Shopping - stores closed off season
- Staircase to the beach
- Timing the ferry
- Traffic - drivers
- Traffic - tailgating cars
- Weather - cool

Interestingly, compared to 2007, the general rank order of these “dislikes” is approximately the same. Thus the top “dislikes” are:

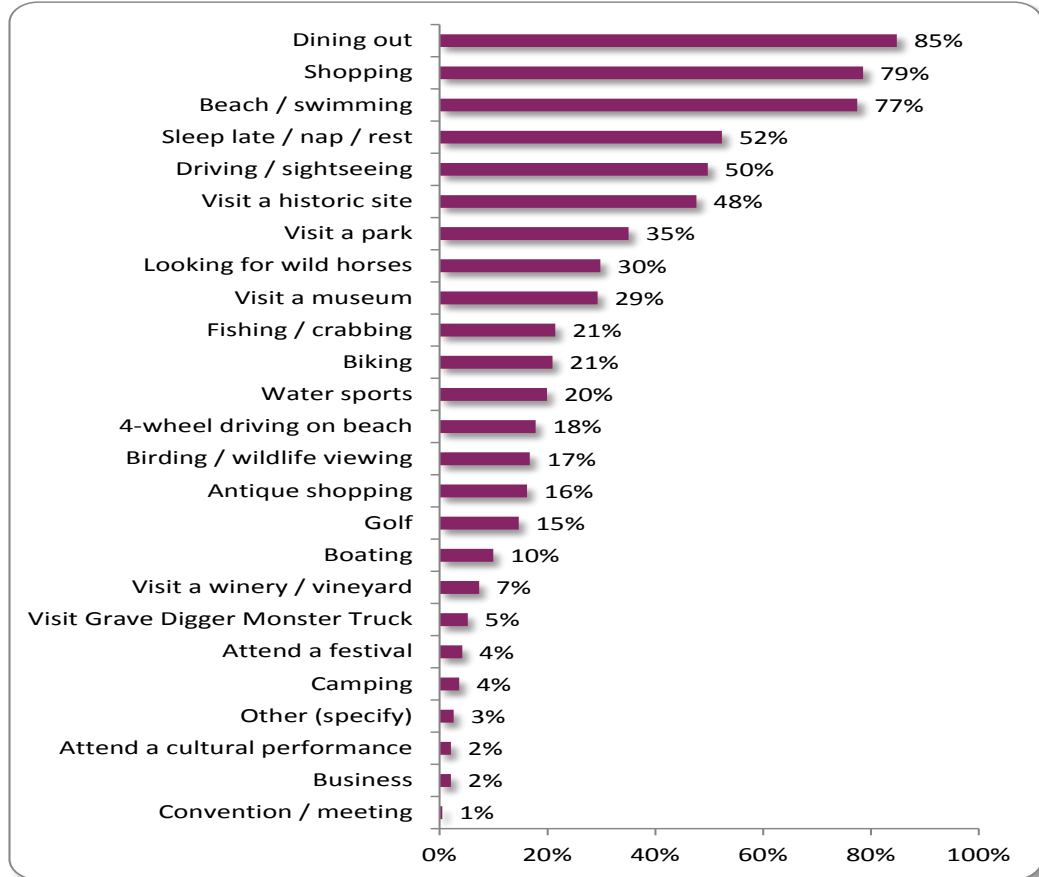
- 1) Traffic
- 2) Long drive to get there
- 3) Cost

It is good for CCDTT to have a clear understanding of the likes and dislikes as it plans its marketing messages.

**2012 Inquiry Conversion E- Survey**

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

Activities (N=191)



**Listed as other – specify:**

- Attend a wedding
- Ferries
- Ghost crabbing (catch & release)
- Miniature golf
- Segways

Examining the 2012 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
- Beach/swimming
- Sleep late/nap/rest
- Driving/sightseeing
- Visit a historical site
- Visit a park
- Looking for wild horses

## 2012 Inquiry Conversion E-Survey

### 16. (Continued)

<b>Comparing 2012 to 2007 Data</b>		
<b>Activity</b>	<b>2007</b>	<b>2012</b>
<b>Dining out</b>	<b>86.75%</b>	<b>85.00%</b>
<b>Shopping</b>	<b>81.93%</b>	<b>79.00%</b>
<b>Driving/sightseeing</b>	<b>72.29%</b>	<b>50.00%</b>
<b>Beach swimming</b>	<b>71.08%</b>	<b>77.00%</b>
<b>Visit a historic site</b>	<b>53.01%</b>	<b>48.00%</b>
<b>Sleep late/nap/rest</b>	<b>50.60%</b>	<b>52.00%</b>
<b>Visit a park</b>	<b>39.76%</b>	<b>35.00%</b>
<b>Looking for wild horses</b>	<b>37.35%</b>	<b>30.00%</b>
Birding/wildlife viewing	28.92%	17.00%
Visit a museum	27.71%	29.00%
Fishing/crabbing	25.30%	21.00%
Biking	22.89%	21.00%
Antique shopping	21.69%	16.00%
Boating	16.87%	10.00%
Water sports	16.87%	20.00%
4-wheel driving on beach	15.66%	18.00%
Golf	14.46%	15.00%
Attend a cultural performance	13.25%	2.00%
Other (specify)	9.64%	3.00%
Attend a festival	8.43%	4.00%
Camping	7.23%	4.00%
Business	6.02%	2.00%
Visit a winery/vineyard	6.02%	7.00%
Convention/meeting	2.41%	1.00%
Survey Sample (N) =	83	191

Dining out and shopping are historically the most popular discretionary activities whilst on vacation. This also gives Currituck County a clear indication of the economic impact generated by visitors.

It is interesting to note both the similarities and the variances in activities from 2007 to 2012. Interestingly, rental companies reported to RTM that rental parties have increased the amount of time they stay at the rental, which in this case is reflected in a decrease in driving/sightseeing, visiting historic sites, antique shopping, boating, attending cultural performances, etc. Apparently, spending time with their family at the rental house and beach is increasing. Perhaps this indicates that a message about relaxing and spending quality time with family/friends is what a trip to Currituck County is all about.

RTM also finds it very interesting that while “wild horses” showed up highly in “likes” for 2012 compared to 2007, the time spent looking for wild horses went *down*. Again, this seems to reflect a travel party that is more content to stay at the rental and less interested in external activities.

## 2012 Inquiry Conversion E-Survey

### 17. Considering your last visit, please rate each of the following amenities:

#### Amenity Rating



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 finds that visitors typically 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 problematic or less than average. Ratings below a 3.50 are considered unacceptable. Ratings from 4.00 to 4.30 are considered a “B” grade. The “A+” grade is determined to be at or above the 4.50 mark.

#### Comparing 2012 Ratings to 2007

Amenity	2007 Inquiry Mail Survey Average	2012 Inquiry E-Survey Average
Quality of beaches	4.36	4.39
Quality of the lodging	4.00	4.11
<b>Overall appeal of the attractions</b>	<b>4.00</b>	<b>4.04</b>
Ease of finding visitor information	3.93	4.12
Lodging value received for the price paid	3.82	3.97
Level of service/employee training	3.89	3.90
Signage and wayfinding	3.82	3.96
Variety of shopping & merchandise	3.69	3.82
Range of choices for dining	3.71	3.81

In comparison to the 2007 Inquiry Mail Survey virtually all amenities rated somewhat higher. The largest increase was for “ease of finding visitor information” which rated 3.93 in 2007 to 4.12 in 2012. Again, that indicates a successful marketing program by the CCDTT.

**2012 Inquiry Conversion E-Survey**

**18. Following is a list of attractions in the Currituck-Outer Banks area. If you visited the attraction in the past three years, rate it on a 5-point scale, where 5=excellent, 3=average, and 1=poor.**

Attractions	Visited (N=191)	Rating
<b>Currituck Beach Lighthouse</b>	<b>58%</b>	<b>4.50</b>
Whalehead Club	28%	4.07
Outer Banks Center for Wildlife Education	27%	4.31
Currituck Heritage Park	24%	4.31
National Estuarian Reserve	18%	4.12
<b>Historic Corolla Village (historic sites, shops &amp; restaurants)</b>	<b>42%</b>	<b>4.28</b>
4-wheel drive beaches	27%	4.29
Charles Kuralt Trail (NC Route 615) walking trail	14%	4.04
Audubon Sanctuary	16%	4.23
Wild horse tour (specify)	18%	4.40
Winery / vineyard (specify)	14%	3.69
Golf course (specify)	14%	4.00
Mackay Island National Wildlife Refuge	17%	4.09
Civil War Trails	17%	4.21

**Listed as Wild horse tours:**

- Don't remember (2)
- Bob's - I think
- Corolla
- The one in a shopping center

**Listed as Wineries / Vineyards:**

- The ladies did the wine not sure
- Whalehead Club had wine tasting event

**Listed as Golf courses:**

- Carolina Club (5)
- Currituck
- Currituck links?
- One over the bridge
- Seascape Golf
- Several
- The Pointe

**Top Response for 2007**

2007 Inquiry Mail Survey Attractions (n=78)	Never Heard of	Visited	Rating
<b>Currituck Beach Lighthouse</b>	9.64%	<b>67.47%</b>	<b>4.27</b>
<b>Historic Corolla Village (historic sites, shops &amp; restaurants)</b>	13.25%	<b>60.24%</b>	<b>4.16</b>

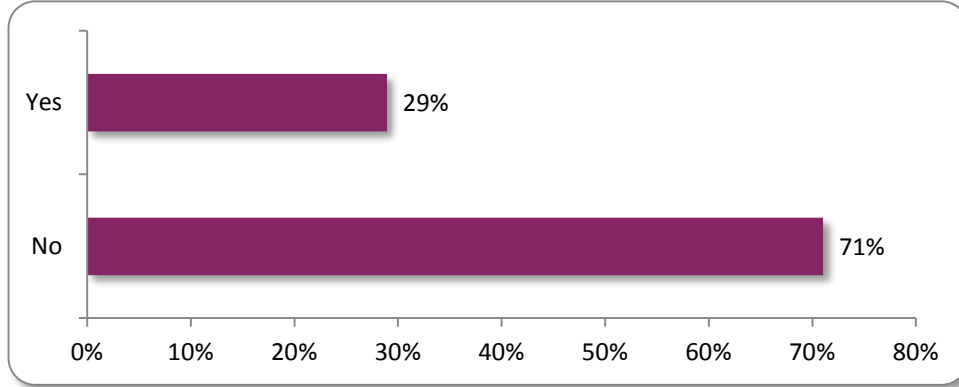
Thus, we see that there has been little change in the rank order of most frequently visited attractions in Currituck County. This hold true for the entire list tested in 2007.

The most noted increase was for visits to a winery/vineyard (4.82% in 2007 increased to 14% for 2012). There was also some increase for interest in “wild horses” as wild horse tours increased from 14.46% in 2007 to 18% in 2012.

**2012 Inquiry Conversion E-Survey**

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

Fishing (n=152)



**19a. If yes, specify:**

- Beach fishing (12)
- Deep sea (5)
- Off the pier (5)
- Good
- Private boat
- Rented boat

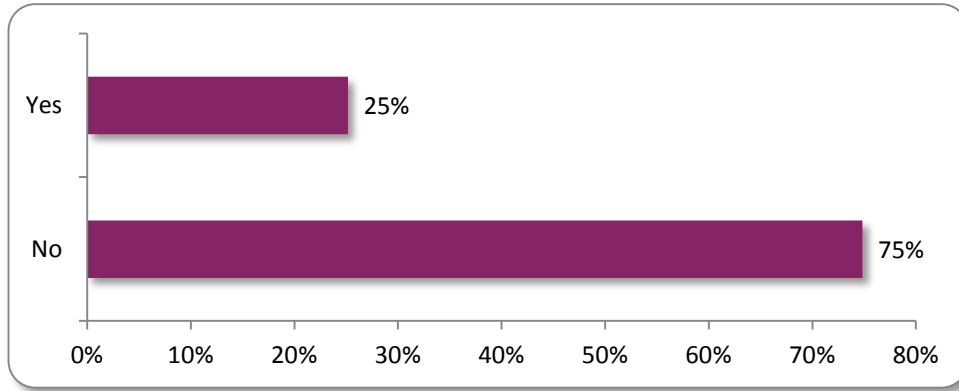
Fishing appeals to 29% of visitors to Currituck-Outer Banks. Overall, fishing and crabbing was ranked in the top ten activities (Q16) visitors participated in while visiting Currituck-Outer Banks.

2007 Inquiry Mail Survey	
Yes	32.05%
<b>No</b>	<b>67.95%</b>
No Response =	6.02%
Survey Sample (N) =	83
Question Sample (n) =	78

**2012 Inquiry Conversion E-Survey**

**20. 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.?**

Water Sports (n=155)



**20a. If yes, specify:**

- Jet skiing (7)
- Kayaking (5)
- Surfing (4)
- Parasailing (3)
- Biking
- Bird watching
- Boating
- Boogie boards
- Fishing boat
- Sailing
- Scuba diving
- Snorkeling
- Windsurfing

One-fourth of visitors to Currituck-Outer Banks participate in some type of water activity such as jet skiing, kayaking, surfing or parasailing. This data correlates with the 2007 data.

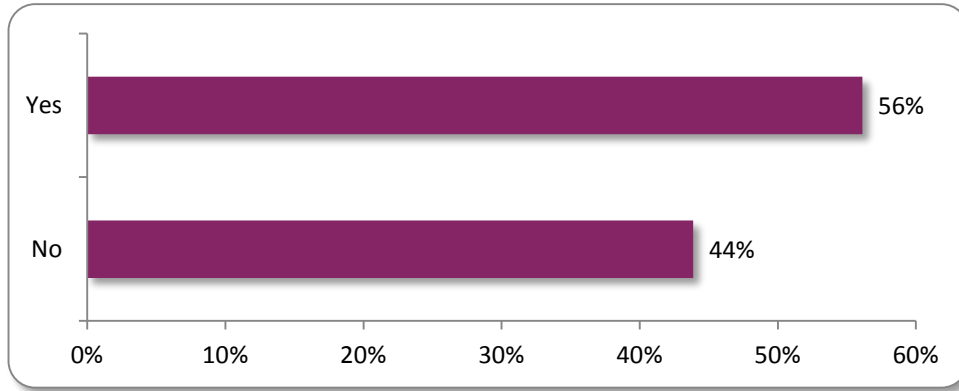
2007 Inquiry Mail Survey	
Yes	23.08%
<b>No</b>	<b>76.92%</b>
No Response =	6.02%
Survey Sample (N) =	83
Question Sample (n) =	78



**2012 Inquiry Conversion E-Survey**

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

Non-Water Outdoor Recreation (n=155)



**21a. If yes, specify:**

- **Bicycling (14)**
- **Park (11)**
- **Golf (7)**
- **Mini-golf (5)**
- **Hatteras Lighthouse (3)**
- **Hiking (3)**
- **Walking (3)**
- **Corolla Historic Park (2)**
- 100th anniversary flight area
- Heritage Park
- Hunted with my dad
- Looked at the birds around the water
- Manteo - southside downtown
- National Seashore
- Plane tour
- Point GC
- Roanoke
- Running
- Sand dunes in Kitty Hawk
- Segways
- Several
- We utilized the ones above
- Whalehead Club

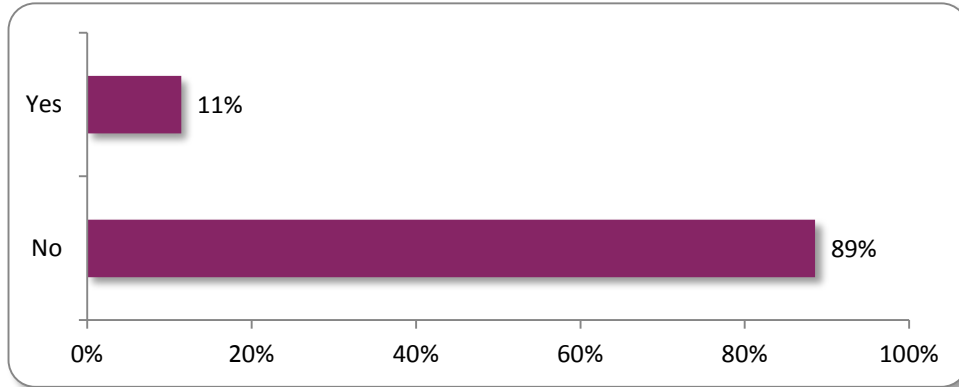
General outdoor activities are important to visitors and 56% of respondents indicated they participated in some type of outdoor related activity. Outdoor activity is somewhat less than reported in the 2007 study in which 61% of respondents reported participating in outdoor activities.

2007 Inquiry Mail Survey	
Yes	61.33%
No	38.67%
No Response =	9.64%
Survey Sample (N) =	83
Question Sample (n) =	75

**2012 Inquiry Conversion E-Survey**

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

Cultural Event Attendance (n=140)



**22a. If yes, specify:**

- **Lost Colony (4)**
- **Wine tasting/ Whalehead (2)**
- Outdoor festivals and plays
- The gardens in Manteo

Approximately 11% of those visiting Currituck-Outer Banks attended a cultural event, concert or performance compared to 18% in the 2007 study.

<b>2007 Inquiry Mail Survey</b>	
Yes	18.18%
<b>No</b>	<b>81.82%</b>
No Response =	7.23%
Survey Sample (N) =	83
Question Sample (n) =	77

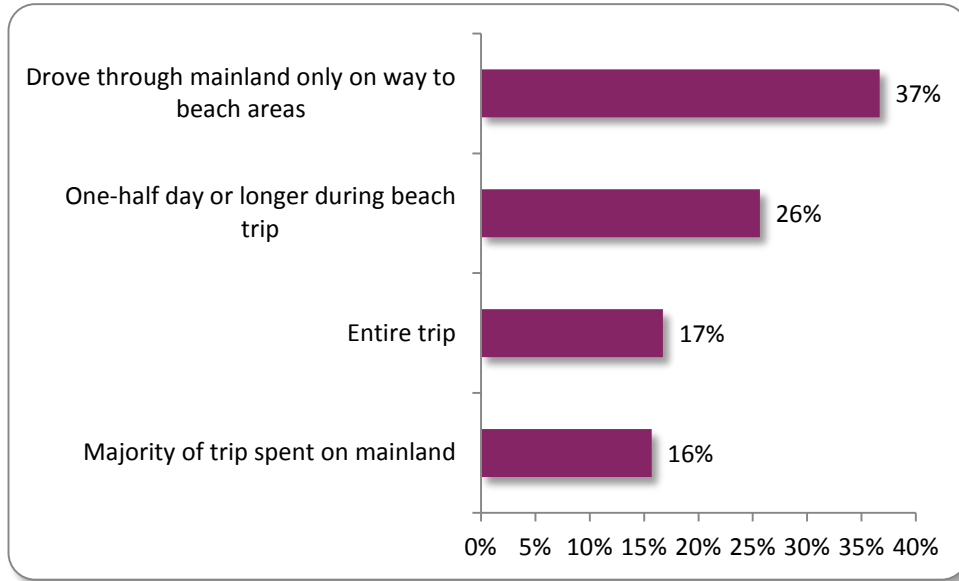
Question 22 (cultural event) and Question 21 (outdoor activity) saw their numbers decrease compared to 2007. This may be due to the “time crunch” and stress levels we’ve seen rise in the last decade. Tourists may just want to relax and do nothing once they arrive at a destination and not care to partake in something they may have to exert effort towards (i.e. hiking) or dress up (going to a concert).

RTM recommends monitoring this number over the next few years to see if the number of visitors not partaking in activities continues to rise.

**2012 Inquiry Conversion E-Survey**

**23. Approximately how much time did you spend on the Currituck mainland (Hwy. 168/158) during your last trip to Currituck-Outer Banks? (Select all that apply)**

Time Spent on Mainland (N=191)



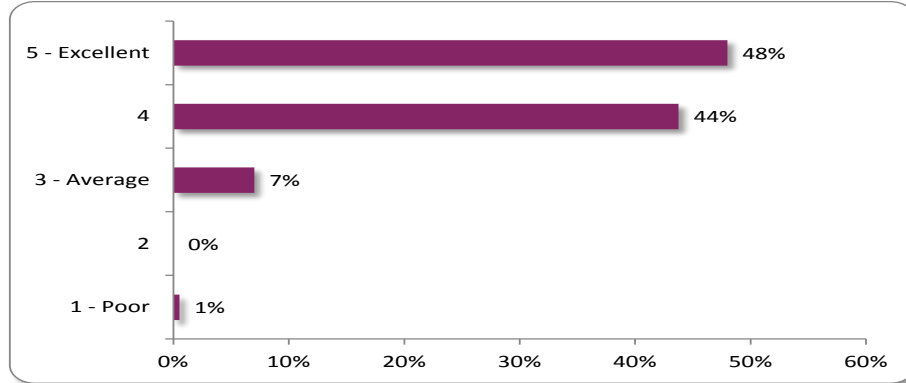
2007 Inquiry Mail Survey	
Drove thru mainland only on way to beach areas	33.73%
One-half day or longer during beach trip	24.10%
Majority of trip spent on mainland	16.87%
Entire trip	15.66%
Survey Sample (N) =	83

As seen in the 2012 study slightly more than one-third (37%) of visitors to Currituck County drive through the mainland only on their way to the beach areas. An additional one-fourth (26%) 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%) or their entire trip (17%) on the mainland. This clearly matches the reported data in the 2007 Inquiry Mail Study. This underscores the impact of travel and tourism for **all** of Currituck County.

## 2012 Inquiry Conversion E-Survey

**24. 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?**

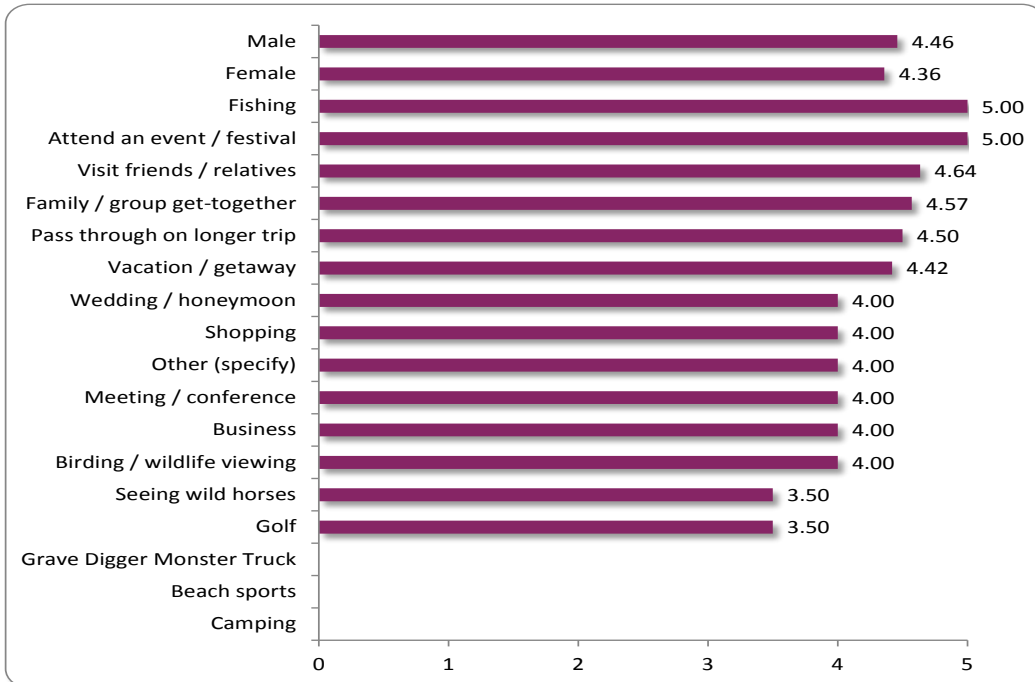
Overall Rating (n=185)



**Average Rating = 4.40**

4.40 can be considered an excellent overall score. A cross tabulation of the data produced the following table that shows the visitor rating for the total visit experience to Currituck County by the type of trip taken, the gender of the respondent and by the major purpose for the visit to the area.

Average Rating by Gender & Trip Purpose



The 2012 Currituck-Outer Banks region's average rating of 4.40 is excellent and is a slight increase from the 4.34 rating given in the 2007 Inquiry Mail Study.

## 2012 Inquiry Conversion E-Survey

### 24. (Continued)

<b>2007 Inquiry Mail Survey</b>	
<b>5 (Excellent)</b>	<b>44.59%</b>
<b>4</b>	<b>44.59%</b>
3 (Average)	10.81%
2	0.00%
1 (Poor)	0.00%
No Response	10.84%
Survey Sample (N) =	83
Question Sample (n) =	74
<b>Average Rating</b>	<b>4.34</b>

<b>Category</b>	<b>2007 Inquiry Mail Average Rating</b>
<b><u>Type of Trip</u></b>	
<b>Business</b>	<b>5.00</b>
Leisure	4.43
Other (specify)	4.25
Stop-over/pass through as part of longer trip to (final destination)	3.75
<b><u>Gender</u></b>	
<b>Women</b>	4.39
Men	4.30
<b><u>Major Purpose for Visit</u></b>	
<b>Business</b>	<b>5.00</b>
<b>Reunion</b>	<b>4.50</b>
<b>Fishing</b>	<b>4.50</b>
<b>Vacation/getaway</b>	<b>4.41</b>
<b>Pass thru on longer trip</b>	<b>4.25</b>
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

## 2012 Inquiry Conversion E-Survey

### 25. What words come to mind when you think about Currituck-Outer Banks?

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• Rest / relaxation / relaxing (30)</li> <li>• Beautiful (19)</li> <li>• Beach (17)</li> <li>• Peaceful / peace (13)</li> <li>• Fun (11)</li> <li>• Family fun (9)</li> <li>• Beach beautiful (8)</li> <li>• Friendly people (6)</li> <li>• Quiet (6)</li> <li>• Wonderful (6)</li> <li>• Sun (5)</li> <li>• Want to go back (5)</li> <li>• Wild horses (5)</li> </ul>  | <ul style="list-style-type: none"> <li>• Calm (4)</li> <li>• Natural beauty (4)</li> <li>• Ocean (4)</li> <li>• Clean (3)</li> <li>• Enjoyable (3)</li> <li>• Nice area to vacation (3)</li> <li>• Shopping (3)</li> <li>• Vacation (3)</li> <li>• Antiques (2)</li> <li>• Beautiful sunrises and sunsets (2)</li> <li>• Best (2)</li> <li>• Breathtaking (2)</li> <li>• Congested / crowded (2)</li> </ul>   | <ul style="list-style-type: none"> <li>• Gorgeous (2)</li> <li>• Great value (2)</li> <li>• Laid back (2)</li> <li>• Nature (2)</li> <li>• Pricey (2)</li> <li>• Sand (2)</li> <li>• Scenic Beauty (2)</li> <li>• Surf (2)</li> <li>• Water (2)</li> <li>• Wild (2)</li> <li>• Windy weather (2)</li> </ul>   |
| <ul style="list-style-type: none"> <li>• A real chance to kick back</li> <li>• Always visited with family</li> <li>• Enjoyed being there</li> <li>• Ambiance</li> <li>• Awesome</li> <li>• Barbecue</li> <li>• Beaches clean</li> <li>• Beaches empty</li> <li>• Beaches expansive</li> <li>• Beautiful location</li> <li>• Big houses</li> <li>• Civil war</li> <li>• Close to home</li> <li>• Coastal living</li> <li>• Comfortable</li> <li>• Driving on the beach</li> <li>• EngagementFamily home</li> <li>• Favorite vacation spot</li> <li>• Feels like coming home</li> <li>• Food</li> <li>• Golf</li> <li>• Good times</li> <li>• Great place to live</li> <li>• Great trip</li> <li>• Happy</li> <li>• Heaven</li> <li>• Home</li> <li>• Hot</li> <li>• Humid</li> <li>• I want to go back to see the horses on my 4 wheel drive Jeep</li> <li>• Idyllic Naturally Beautiful</li> <li>• Inspiring</li> <li>• Interesting</li> <li>• Lighthouse</li> </ul> | <ul style="list-style-type: none"> <li>• Loved our visit. It was a family vacation to celebrate the 100th anniversary of flight. Loved being there and would love to come back to the Outer Banks in the very near future!</li> <li>• Lovely beach but too commercial</li> <li>• Low stress</li> <li>• Meditation</li> <li>• Nice place to get away and learn a little history too</li> <li>• Nice waves</li> <li>• Not enough activity</li> <li>• Now this is a place I could learn to love.</li> <li>• One of the top family vacations on the East coast</li> <li>• Paradise</li> <li>• Poor directions. Lack of information. We stayed in other parts of the Outer Banks and drove to the area to see the horses. We were disappointed we couldn't see more signage telling us where and how</li> <li>• Pristine area</li> <li>• Pristine beaches</li> <li>• Rare</li> <li>• Refreshing</li> <li>• Restaurants</li> <li>• Romantic</li> <li>• Seashore vistas</li> <li>• Serene</li> </ul> | <ul style="list-style-type: none"> <li>• Slow pace</li> <li>• Soothing</li> <li>• Spiritual</li> <li>• Still quaint, but it needs less cars and congestion in the peak times</li> <li>• The entire week was spent going from tip to tip of the outer banks and it was an excellent experience</li> <li>• The wide selection of things to do in an easily accessible mileage range, without hassle</li> <li>• Too much development. I have been coming 20+ years off and on and it's now too developed.</li> <li>• Tourist trap</li> <li>• Tranquil</li> <li>• Unique area with maritime history</li> <li>• Warm</li> <li>• Weather nice</li> <li>• Wildlife</li> <li>• Wish I could have spent more time. I jokingly say "I want to live there when I grow up." I am 64 years old, I don't think that will happen, but I do plan to visit again</li> <li>• Worth repeating</li> <li>• Worth the drive</li> <li>• Worthwhile vacation</li> </ul> |

### 2007 Inquiry Mail Survey Top Responses

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Beautiful/Beauty (33)</li> <li>• Relaxing/relaxation (27)</li> </ul> | <ul style="list-style-type: none"> <li>• Beaches (26)</li> <li>• Peaceful/peace (25)</li> </ul> |
|---|---|

Note that “rest/relaxation” rated highest in 2012 compared to “Beautiful/Beauty” from 2007.

**25. (Continued)**

Clearly in both studies the beautiful, relaxing and peaceful nature of Currituck County and its beaches is what make this area unique to visitors. However, RTM does it find it interesting that this rank order confirms the less interest in activities and more interest in just resting and relaxing. This is clearly a trend throughout this study.

Looking over the words that describe the area, there were very few negative words: "hot," humid," "pricey" and "too much development". Only one person pointed out a lack of direction and information. This confirms the overall satisfaction rating of a high 4.40.

## 2012 Inquiry Conversion E-Survey

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**26. Please tell us what other destinations you have chosen for vacations / getaways in the past two years: (Locations with 5 or more responses are shown.)**

- Myrtle Beach, SC (49)
- Florida (45)
- Charleston, SC (27)
- Las Vegas, NV (22)
- Orlando, Florida (22)
- Savannah, GA (18)
- Hilton Head, SC (17)
- Washington, DC (14)
- Hawaii (13)
- New York City (13)
- Virginia Beach, VA (13)
- California (10)
- Chicago, IL (10)
- Key West, FL (10)
- New York (10)
- Bahamas (9)
- Disney World, Florida (9)
- Maine (9)
- Williamsburg, VA (9)
- Asheville, NC (8)
- Canada (8)
- Destin, FL (8)
- Gatlinburg, TN (8)
- Miami, FL (8)
- Michigan (8)
- Outer Banks (8)
- Virginia (8)
- Boston, MA (7)
- Cape Cod, MA (7)
- Colorado (7)
- Gettysburg, PA (7)
- Italy (7)
- Ocean City, MD (7)
- South Carolina (7)
- Tennessee (7)
- Wilmington, NC (7)
- Georgia (6)
- Jamaica (6)
- New Hampshire (6)
- Phoenix, AZ (6)
- Pigeon Forge, TN (6)
- Sanibel Island, FL (6)
- Alaska (5)
- Caribbean (5)
- Cruise (5)
- Duck NC (5)
- Fort Lauderdale, FL (5)
- Fort Myers, FL (5)
- Ireland (5)
- Jacksonville, FL (5)
- Lancaster, PA (5)
- Louisiana (5)
- Niagara Falls (5)
- Ocean Isle Beach, NC (5)
- Pennsylvania (5)
- Puerto Rico (5)
- San Diego, CA (5)
- Seattle, WA (5)
- Texas (5)

Myrtle Beach, Florida, Charleston, Las Vegas and Orlando were all cities mentioned as other vacation stops for these 2012 E-Survey recipients. It is interesting to note that three (3) of the top 5 destinations are beach venues.

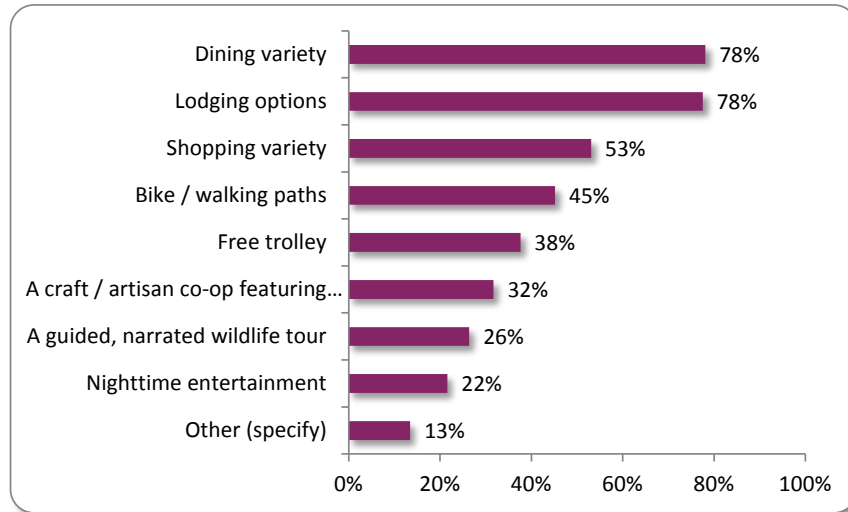
It is also interesting to note the number of foreign/international destinations referenced. Clearly, the competition is not just other beaches in the southeast U.S.



**2012 Inquiry Conversion E-Survey**

**27. Which of the following appeals to you? (Select all that interest you)**

**Activities, Facilities or Experiences (N=356)**



**Activities, facilities, or experiences listed as “Other” include:**

- **Golfing (8)**
- **Beach (7)**
- **Antiques (4)**
- **Nature (4)**
- **History (3)**
- **Camping (2)**
- **Fishing (2)**
- **Museums (2)**
- **Wineries (2)**
- Architecture
- Casinos
- Civil War sites
- Dog friendly areas
- Doll collecting hunts
- Festivals
- Good beach
- Grandchildren activities
- Horseback Riding
- Kids & Family activities
- Moving to the area information
- Ocean ambiance
- Peace & quiet
- Pets allowed lodging
- Quiet beach
- RV Parks
- Scuba diving
- Seclusion
- Snorkeling
- State Parks
- Water

Comparing 2012 to 2007 Data	2007	2012
Free trolley from Corolla to Manteo	29.87%	38.00%
More dining variety	26.73%	<b>78.00%</b>
A guided, narrated wildlife tour	20.13%	26.00%
More lodging options	18.55%	<b>78.00%</b>
A craft/artisan co-op featuring hand-made items	16.98%	32.00%
Night-time entertainment	17.61%	22.00%
Bike/walking paths in Corolla	16.67%	<b>45.00%</b>
More shopping variety	14.78%	<b>53.00%</b>
An interpretive showcase for the NC coast/Outer Banks region	10.69%	N/A
Other (specify)	3.46%	13.00%
Survey Sample (N) =	318	356

**NOTE: Items rated over 40.00% indicated in bold.**

**2012 Inquiry Conversion E-Survey**

**27. (Continued)**

In analyzing this data, RTM looks to find items that rate near or over the 40.00% mark. The higher the rating over the 40.00% mark, the more interested visitors are in seeing those products added.

In the comparative chart above RTM has noted those items that tested over the 40.00% mark in 2012. It is also interesting to note that *none* of those items tested over the 40.00% mark in 2007. It is also interesting to note the significant increase in level of interest. Specifically this includes the following:

<b>New Product</b>	<b>2007</b>	<b>2012</b>
More dining variety	26.73%	78.00%
More lodging options	18.55%	78.00%
More shopping variety	14.78%	53.00%
Bike/walking paths in Corolla	16.67%	45.00%

Further, one should note the satisfaction rating with those same product categories (as seen in Question 17):

<b>Amenity</b>	<b>2007 Inquiry Mail Survey Average</b>	<b>2012 Inquiry E-Survey Average</b>
<b>Quality of beaches</b>	<b>4.36</b>	<b>4.39</b>
<b>Quality of the lodging</b>	<b>4.00</b>	<b>4.11</b>
<b>Overall appeal of the attractions</b>	<b>4.00</b>	<b>4.04</b>
Ease of finding visitor information	3.93	<b>4.12</b>
Lodging value received for the price paid	3.82	3.97
Level of service/employee training	3.89	3.90
Signage and wayfinding	3.82	3.96
Variety of shopping & merchandise	3.69	3.82
Range of choices for dining	3.71	3.81

RTM translates this to mean:

- Dining and shopping are the most frequent activities
- Dining and shopping have the lowest rated satisfaction levels of any categories

The customer is sending a message. They love the area, but they want more dining and shopping variety.

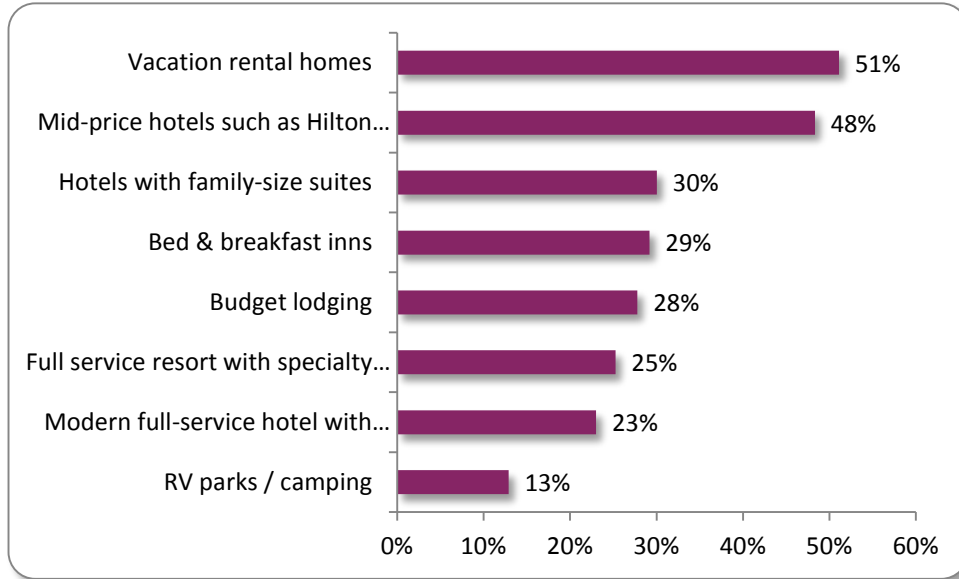
Another way to look at this data is to realize that 78% want more lodging options. When asked to specify the kind of lodging they want (see Question 28 following) 78% reported “hotels”.

The “free trolley” issue seems to be on vacationers mind, even more so in 2012. Perhaps this is something the county can look into.

**2012 Inquiry Conversion E-Survey**

**28. Which type(s) of lodging most appeals to you? (Select all that interest you)**

Lodging Preferences (N=356)



51% of respondents indicate that the most appealing lodging option is vacation rental homes followed by mid-price hotels (48%).

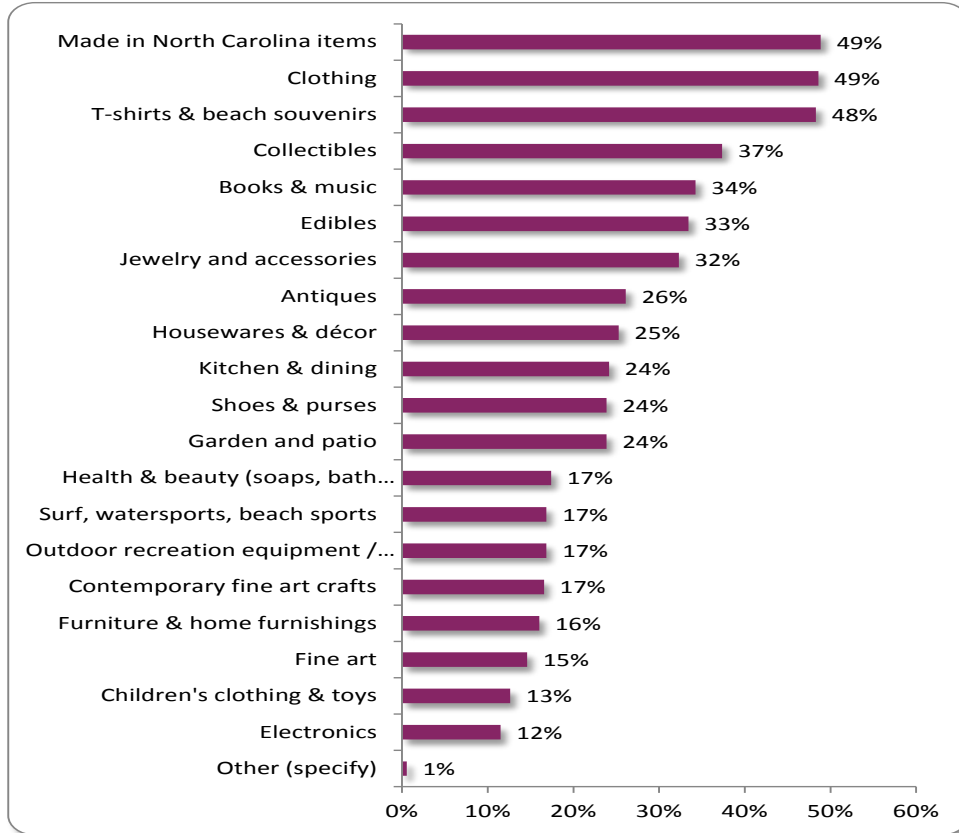
Vacationers clearly desire a variety of lodging options as we see in the diversity of responses in 2012. Currently, Currituck-Outer Banks gives them that, although the vast majority of lodging is vacation rentals. RTM believes it is important to continue offering an assortment in the future.

2007 Inquiry Mail Survey	
<b><i>What kind of lodging would you most like to see added in Currituck- Outer Banks? (circle all that interest you)</i></b>	
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

**2012 Inquiry Conversion E-Survey**

**29. What kind(s) of retail shop merchandise appeals to you most?**  
*(Select all that interest you)*

**Retail Merchandise Preferences (N=356)**



**Listed as other – specify:**

- Fishing tackle
- Golf

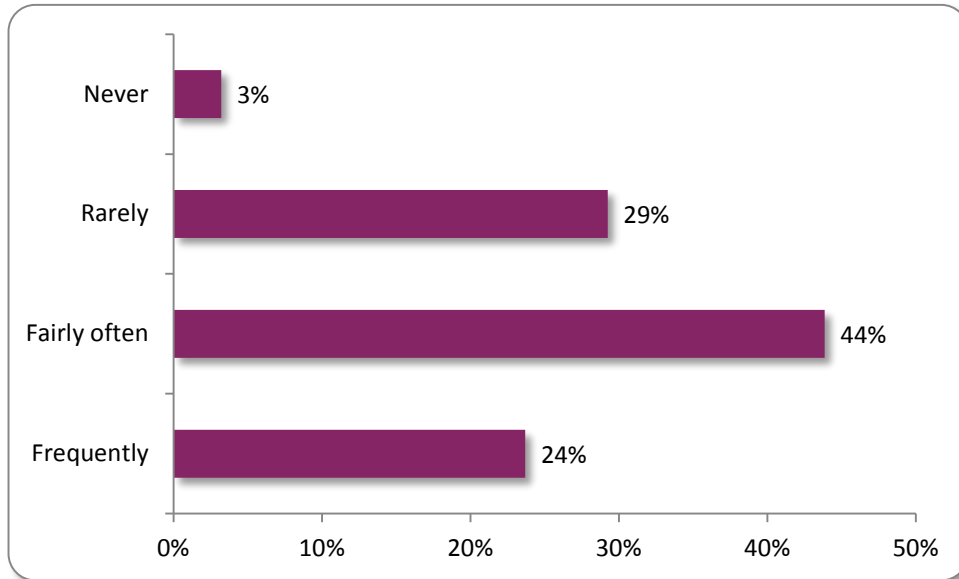
The preferred retail shop merchandise is “Made in North Carolina items”. Locally made items are always appealing, regardless of the type of destination. Clothing and T-shirts & beach souvenirs round out the top three preferred merchandise. These ranking closely matches the 2007 responses, and thus confirms the reliability of this data.

<b>2007 Inquiry Mail Survey Top Responses</b>	
Made in North Carolina items	39.94%
T-shirts & beach souvenirs	31.13%
Collectibles	29.25%

**2012 Inquiry Conversion E-Survey**

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

Visitor Center Stops (n=342)



National data indicates that visitor spending will increase for approximately one-third to half of those who stop and get information at a local visitor center.

Almost two-thirds (68%) of the 2012 respondents report they stop at a visitor center either fairly often or frequently when visiting a destination. This continues to confirm the need for the two visitor information centers supported by Currituck County. Clearly, they are driving economic impact.

The national average of those who utilize a visitor's Center is 22%, so Currituck visitors supersede that number by a wide margin.

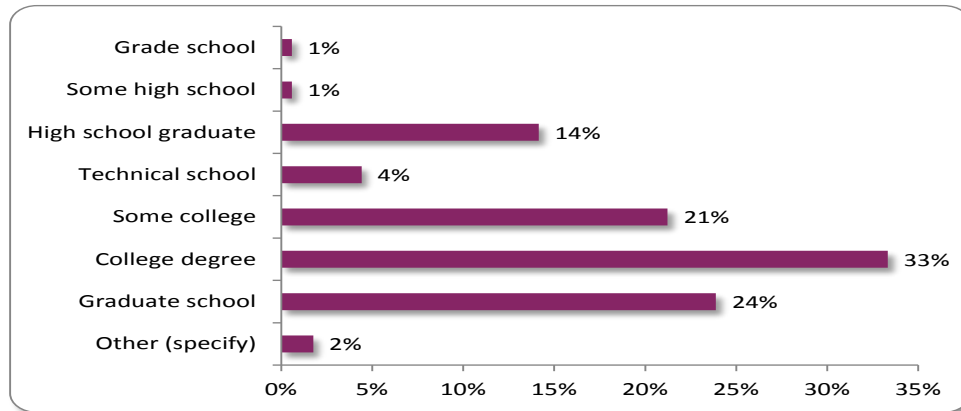
## 2012 Inquiry Conversion E-Survey

### 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-Outer Banks Tourism are described in the following information.

### 31. Education?

Educational Level (n=339)



#### Listed as “other”:

- PhD (2)
- Associate Degree
- Dual bachelor degrees in psychology and nursing
- Masters
- Post Graduate

This data reveals that the education level of the respondents is virtually the same as in 2007. The vast majority of respondents in both surveys had attained some level of college education or higher.

2007 Inquiry Mail Survey	
Grade school	0.65%
Some High School	0.98%
High School Graduate	9.77%
Technical School	4.23%
<b>Some College</b>	<b>26.38%</b>
<b>College Degree</b>	<b>35.83%</b>
<b>Graduate School</b>	<b>19.87%</b>
Other (specify)	2.28%
No Response =	3.46%
Survey Sample (N) =	318
Question Sample =	307

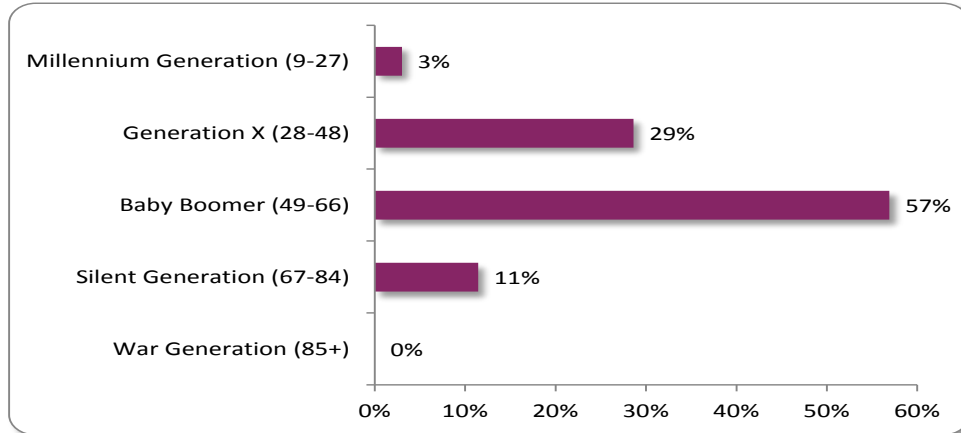
**2012 Inquiry Conversion E-Survey**

**32. What is your age?**

Ages range from 24 to 82. **Average = 53.16.**

The average age of respondents is **53.16** years. Tabulating the survey response data by generational group produces the following table:

**Generational Groups (n=332)**



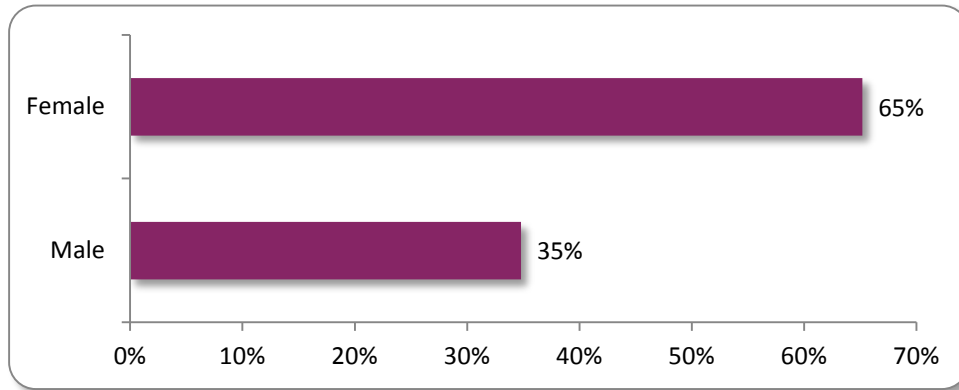
<b>2007 Inquiry Mail Survey Average = 50.06</b>		
<b>Generational Group</b>	<b>Mail Inquiry Age Range</b>	<b>%</b>
Generation Y	4-22	1.00%
Generation X	23-43	31.23%
<b>Baby Boomer</b>	<b>44-61</b>	<b>45.85%</b>
Silent Generation	62-79	18.60%
War Generation	80+	3.32%

Looking at the average age of the 2007 visitor versus the 2012 visitor, there is little cause for concern. The average age of visitors increased from 50 to 53 years. In deeper analysis, there appears to be an increase in the Baby Boomer age visitor group compared to the Silent Generation. This could reflect the “aging out” of the Silent Generation. Note there is approximately the same total number of Generation X and Millennial Generation as in 2007. This also reflects a trend RTM has noted since the Great Recession, that being the increase in multi-generational travel parties with the Baby Boomers typically paying most of the cost.

**2012 Inquiry Conversion E-Survey**

**33. Are you?**

Gender (n=339)



Nearly two-thirds (65%) of respondents were female as was the data in 2007 (66.78%). Typically RTM finds more female trip planning decision-makers than male.

<b>2007 Inquiry Mail Survey</b>	
Male	33.22%
<b>Female</b>	<b>66.78%</b>
No Response =	3.46%
Survey Sample (N) =	318
Question Sample (n) =	307



## 2012 Inquiry Conversion E-Survey

### 34. *What is your occupation?*

- Retired (78)
- Educator / Teacher / Professor (19)
- Sales (13)
- Administrative (12)
- Nurse (12)
- Homemaker (11)
- Business Owner (8)
- Management (7)
- Cashier / Clerk (6)
- Office Manager (6)
- Unemployed (6)
- Program Coordinator (5)
- Real Estate Agent (5)
- Contractor (4)
- Accountant (3)
- Clerical (3)
- Customer Service (3)
- Government Employee (3)
- Healthcare provider (3)
- Human Resources (3)
- Marketing (3)
- Physician Assistant (3)
- Production (3)
- Psychologist (3)
- Retail (3)
- USPS (3)
- Artist (2)
- Banking (2)
- Business Analyst (2)
- Communications (2)
- Dental Assistant (2)
- Engineer (2)
- Executive assistant (2)
- Information Technology specialist (2)
- Lawyer (2)
- Mental Health Therapist (2)
- Social Worker (2)
- Student (2)
- Writer (2)
- 911 Dispatcher/EMT
- Activity Professional
- Actuary
- Analyst
- Assistant Group Supervisor/Elementary
- Baker
- Bartender
- Benefits Specialist
- Social Services
- Bus Driver
- Call center supervisor
- Computer analysis
- Construction Inspection
- Data Analyst
- Day Care Provider
- Dept. of Defense Civilian
- Disabled
- Director @ Publishing Co
- Doll artist and conservator
- Drafter/manager
- Executive SVP
- Facilities Director
- Factory worker
- Financial services
- Hospital gift shop assistant
- Investments
- Journalist
- Lab technician
- Laborer
- Loan Processor
- Machinist
- Marine Biologist
- Mechanical Engineer
- Medical Billing
- Medical lab tech
- Medical Receptionist
- Medical Technologist
- Moving Consultant
- Painter/maintenance
- Pastor
- Professional
- Property Management
- Public Safety
- QA Manager
- Quality Control Inspector
- Radiology tech
- Real Estate Developer
- Replenishment Specialist
- Research Assistant III
- Researcher
- Safety Rep
- School bus driver
- Secretary
- Speech Language Pathologist
- Statistician
- Supervisor
- Systems Analyst
- Technologist
- Trade Show Coordinator
- Trainer
- Travel agent
- Travel journalist
- Veterinary technician
- Vineyard owner
- Voice/Data Specialist
- VP of operations
- Web designer
- WWTP Operator

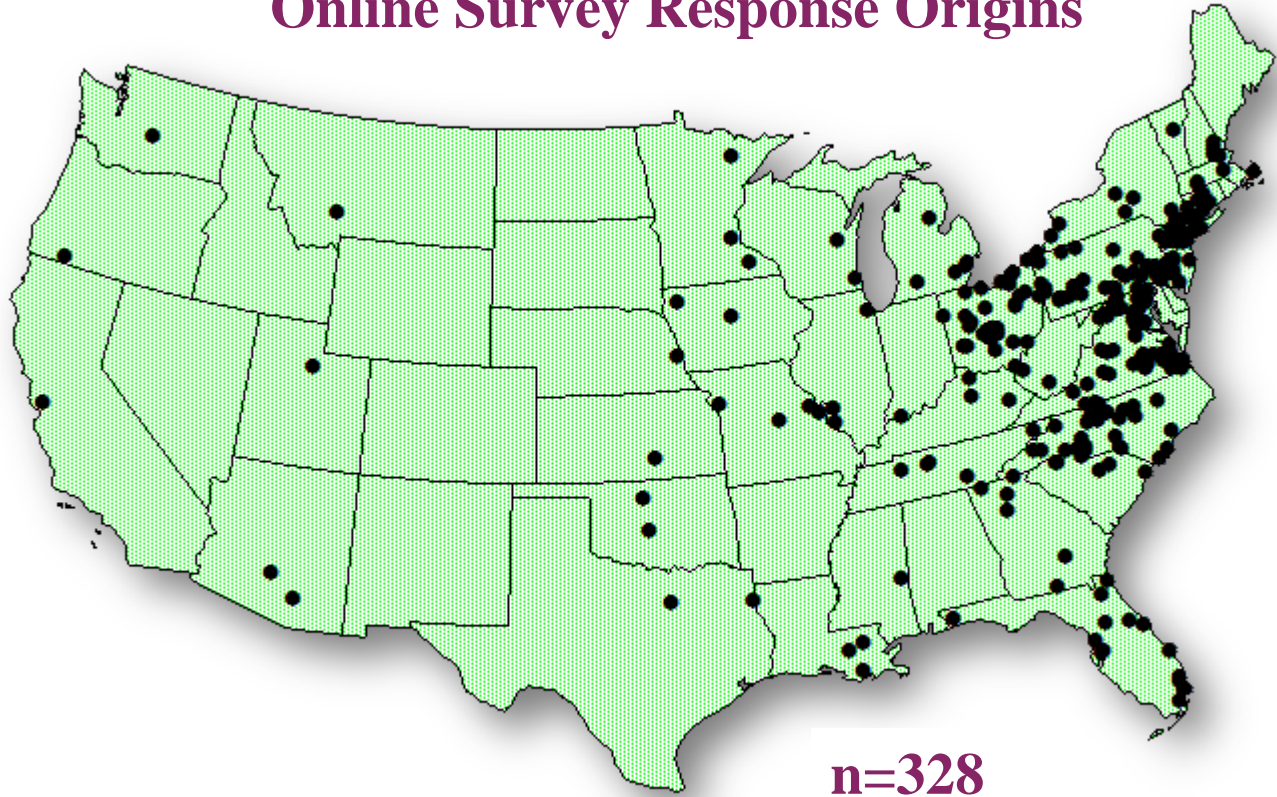
Professional occupations and retired are the most numerous responses. The data reported here tends to match what we find for other similar areas and corresponds with the relatively high education level as seen in question 31.

### **2007 Top responses**

- Retired (69)
- Homemaker/housewife (24)
- Education/Teacher/Professor (18)

35. What is your home zip code?

## Currituck-Outer Banks, NC Online Survey Response Origins



Plainly the mid-Atlantic I-95 corridor is the dominant visitor point of origin. The most notable states that visit Currituck are Virginia, Pennsylvania, New York, New Jersey, Florida, Maryland and North Carolina: all with large sections of I-95 running through them. There were also sizeable contingents from Ohio and West Virginia.

Almost two percent of visitors came from foreign locales, mainly Canada.

2007 respondents came from nearly identical region including North Carolina and the Mid-Atlantic states of Virginia, Pennsylvania, New York and Ohio.

**2012 Inquiry Conversion E-Survey**

**35. (Continued)**

**Virginia - 57 (16.57%)**

Amelia  
 Arlington (2)  
 Burke (2)  
 Charlottesville (3)  
 Chesapeake (2)  
 Chester  
 Chesterfield  
 Colonial Heights  
 Concord  
 Crozet (2)  
 Deltaville  
 Dinwiddie  
 Fairlawn  
 Fort Defiance  
 Fredericksburg (2)  
 Gainesville  
 Herndon  
 Leesburg  
 Lynchburg  
 Manassas  
 Mechanicsville  
 Newport News  
 Nokesville  
 Norfolk  
 Paeonian Springs  
 Petersburg  
 Providence Forge  
 Richmond (4)  
 Ridgeway  
 Roanoke  
 Seaford  
 Stevensburg  
 Stuart  
 Suffolk  
 Surry  
 Vienna  
 Virginia Beach (7)  
 Williamsburg (2)  
 Winchester  
 Woodbridge

**Ohio - 46 (13.37%)**

Ada  
 Alliance  
 Bay Village  
 Bellefontaine  
 Blacklick  
 Bucyrus  
 Canal Winchester  
 Chillicothe  
 Cleveland  
 Columbus  
 Columbus (4)  
 Conneaut  
 Convoy  
 Dayton (2)

Dublin  
 Dundee  
 Grove City (3)  
 Hilliard (3)  
 Independence  
 Little Hocking  
 London  
 Mentor  
 Nelsonville  
 North Canton  
 Orient  
 Pataskala  
 Perrysburg  
 Pickerington (2)  
 Port Clinton  
 Rushsylvania  
 Walnut Creek  
 West Jefferson  
 Westerville (3)  
 Willowick  
 Willowood

**Pennsylvania - 40 (11.63%)**

Beaver  
 Berwyn  
 Bushkill  
 Downingtown  
 Ellwood City  
 Ellwood City  
 Enola  
 Erie (2)  
 Hastings  
 Indiana  
 Kenhorst  
 Kennett Square  
 Lancaster  
 Latrobe  
 Levittown  
 Mckeesport  
 New Castle  
 New Freedom  
 Newport  
 North Huntingdon  
 Orrstown  
 Palmyra  
 Phila  
 Philadelphia  
 Phoenixville  
 Port Carbon  
 Pottstown  
 Saegertown  
 Shade Gap  
 Shippensburg  
 Smethport  
 Tire Hill,  
 Warminster  
 Warren

Waynesboro  
 West Mifflin  
 West Reading  
 Williamsport  
 Yardley  
**North Carolina - 36 (10.47%)**

Boone (2)  
 Charlotte (4)  
 Clemmons  
 Durham  
 Eden  
 Fairview  
 Garner  
 Gibsonville (2)  
 Greensboro (2)  
 High Point  
 Jacksonville  
 Kernersville  
 Laurel Hill  
 Laurinburg  
 Leicester  
 Mcadenville  
 Mooresville  
 Pittsboro  
 Raleigh (2)  
 Raleigh  
 Shawboro  
 Shelby  
 Supply  
 Tarboro  
 Wake Forest  
 Waynesville  
 West End  
 Wilmington  
 Winston Salem

**New Jersey - 20 (5.81%)**

Barrington  
 Berkeley Heights (2)  
 Blairstown  
 Bogota  
 Clifton  
 Denville  
 Egg Harbor Twp  
 Glassboro  
 Hackettstown  
 Hewitt  
 Midland Park  
 Millville  
 Newark  
 North Haledon  
 Randolph  
 Succasunna  
 Toms River  
 West Orange  
 Wharton

**Inquiry Conversion E-Survey**

**35. (Continued)**

**New York - 16 (4.65%)**

Brentwood  
 Brooklyn  
 Fayetteville  
 Fredonia  
 Glen Head  
 New Berlin  
 New Paltz  
 New Windsor  
 New York (2)  
 Northport  
 Orchard Park  
 Somers  
 Staten Island  
 Staten Island  
 Whitney Point

**Florida - 16 (4.65%)**

Bellevue  
 Boca Raton  
 Brooksville  
 Deltona  
 Fort Pierce  
 Homestead  
 Jacksonville  
 Margate  
 Miami  
 Middleburg  
 Pace  
 Palm Coast  
 Surfside  
 Tampa (2)  
 Titusville

**Maryland - 13 (3.78%)**

Baltimore (2)  
 Bel Air  
 Brunswick  
 Burtonsville  
 Frederick  
 Hagerstown (2)  
 Reisterstown  
 Silver Spring  
 Stoney Beach  
 Waldorf (2)

**West Virginia - 9 (2.62%)**

Augusta (2)  
 Bloomery  
 Inwood  
 Lester  
 Milton  
 Morgantown  
 Newell

**South Carolina - 8 (2.33%)**

Boiling Springs  
 Camden  
 Fort Mill  
 Hartsville  
 Inman

Murrells Inlet  
 Myrtle Beach  
 Rock Hill

**Georgia - 8 (2.33%)**

Chamblee  
 Dacula  
 Dawsonville  
 Denton  
 Hiawassee  
 Snellville  
 Tunnel Hill  
 Valdosta

**Foreign - 7 (2.03%)**

Calgary, AB  
 Cavan, Ontario  
 Guelph, Ontario  
 Mount Forest, Ontario  
 Ottawa, Ontario  
 Riverview, NB  
 Sackville, Nova Scotia

**Massachusetts - 6 (1.74%)**

Chicopee  
 Dennis  
 Dover  
 Granby  
 Methuen  
 Uxbridge

**Tennessee - 6 (1.74%)**

Crossville  
 Dunlap  
 Jonesborough  
 Nashville (2)  
 Waverly

**Connecticut - 6 (1.74%)**

Bridgeport  
 Bristol  
 East Haven  
 Haddam  
 Manchester  
 New Milford

**Michigan - 5 (1.45%)**

Ann Arbor  
 Galesburg  
 Redford  
 Royal Oak  
 West Branch

**Missouri - 5 (1.45%)**

Ballwin  
 Jefferson City  
 Moscow Mills  
 Smithville  
 St. Louis

**Arizona - 3 (0.87%)**

Apache Junction  
 Oro Valley  
 Sun Lakes

**Texas - 3 (0.87%)**

Arlington

Corsicana  
 Waskom

**Kentucky - 3 (0.87%)**

Falmouth  
 Lakeside Park  
 Lexington

**Minnesota - 3 (0.87%)**

Britt  
 Rochester  
 Saint Paul

**Louisiana - 3 (0.87%)**

Chauvin  
 Geismar  
 Ponchatoula

**Illinois - 3 (0.87%)**

Collinsville  
 Justice  
 Red Bud

**New Hampshire - 3 (0.87%)**

Candia  
 Londonderry  
 Strafford

**Oklahoma - 2 (0.58%)**

Enid  
 Tuttle

**California - 2 (0.58%)**

Irvine  
 San Jose

**Wisconsin - 2 (0.58%)**

Appleton  
 Franklin

**Iowa - 2 (0.58%)**

Granville  
 Jewell

**Vermont - 1 (0.29%)**

Barre

**Kansas - 1 (0.29%)**

Wichita

**Mississippi - 1 (0.29%)**

Bailey

**Indiana - 1 (0.29%)**

Newburgh

**Oregon - 1 (0.29%)**

Talent

**Washington - 1 (0.29%)**

Ellensburg

**Delaware - 1 (0.29%)**

Wilmington

**Utah - 1 (0.29%)**

Heber City

**New Mexico - 1 (0.29%)**

Rio Rancho

**Montana - 1 (0.29%)**

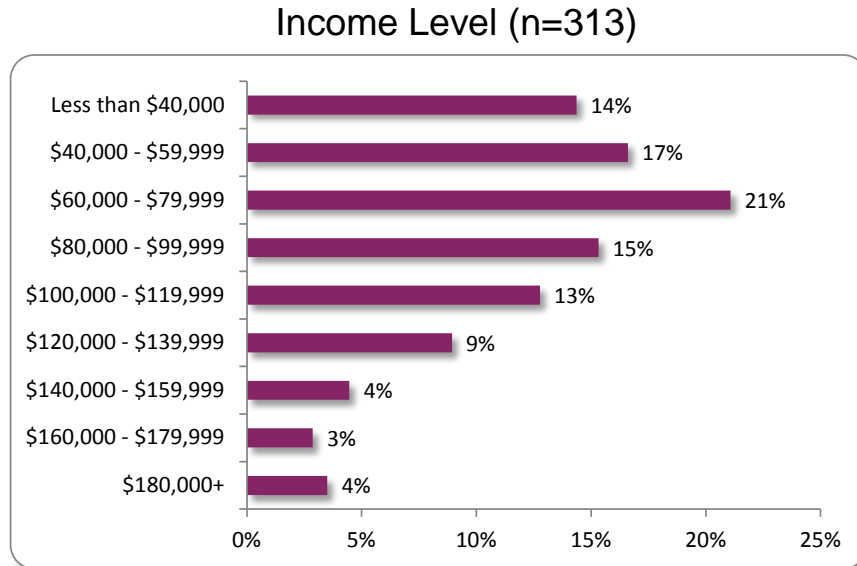
Manhattan

**Nebraska - 1 (0.29%)**

Omaha

**Inquiry Conversion E-Survey**

**36. Which category is closest to your total family income?**



The income reported by the 2012 respondents to the survey reflects their education level and age. This data reveals that the income level of the respondents is virtually the same as in 2007.

<b>2007 Inquiry Mail Survey</b>	
Less than \$20,000	4.93%
\$20,000 - \$39,999	13.03%
<b>\$40,000 - \$59,999</b>	<b>19.72%</b>
<b>\$60,000 - \$79,999</b>	<b>20.42%</b>
<b>\$80,000 - \$99,999</b>	<b>15.14%</b>
\$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

Approximately a quarter (23%) of Currituck-Outer Banks visitors earn well over \$100,000. CCDTT should continue to target their marketing to those middle to upper middle-class families that earn between \$40,000 and \$120,000.

**37. If you would like to receive coupons, travel offers, and information about visiting Currituck-Outer Banks, NC, please provide your email address.**

\*\*Email addresses provided in Excel file. 208 email addresses submitted.