

From: [Mansfield, Carol A.](mailto:Mansfield.Carol.A)
To: Sandra_Hamilton@nps.gov; [Mike Murray@nps.gov](mailto:Mike_Murray@nps.gov)
Cc: [Doug Wetmore@nps.gov](mailto:Doug_Wetmore@nps.gov); lfox@louisberger.com; [Loomis, Ross](mailto:Loomis_Ross); [Mansfield, Carol A.](mailto:Mansfield.Carol.A)
Subject: RE: Fw: Dare occupancy receipts
Date: 09/17/2010 01:38 PM

Hi all,
I think this is the same data that Mike passes on to us each month -- the gross occupancy summary. Is that right? If so, we didn't use this data in the DEIS because we were told that the county changed (changes?) what items are taxed, so the increase might just be because they are taxing more items (inflation is an issue too, but not this year). There is also a comment in the article that the data don't necessarily mean more visitors, since it could reflect rate increases.

For the FEIS, we included a graph that shows the percent of dare county receipts generated by the Hatteras villages. If the beach closures disproportionately hurt the Hatteras villages, then we could see the percent of total revenue generated by the Hatteras villages drop in 2008. Looking over time, that has not been the case. We can update that figure with the latest numbers.

I did notice this paragraph in the article: Even Hatteras Island, which has dealt with beach closures under a consent decree to protect nesting shorebirds, saw a big jump this July to \$27.8 million from \$23.4 million last July. That was an increase of 18.5 percent, which was even more than the northern beaches, which saw a 15 percent increase.

Thanks,
Carol

Carol Mansfield, Ph.D. | Senior Economist | RTI International
Social and Statistical Sciences Division | Hobbs Building, 3040 Cornwallis Road | Durham, NC 27709
P 919-541-8053 | F 919-541-6683 | carolm@rti.org

-----Original Message-----

From: Sandra_Hamilton@nps.gov [mailto:Sandra_Hamilton@nps.gov]
Sent: Friday, September 17, 2010 3:24 PM
To: Mike_Murray@nps.gov; Mansfield, Carol A.
Cc: Doug_Wetmore@nps.gov; lfox@louisberger.com
Subject: Re: Fw: Dare occupancy receipts

Seems like it would be informative.

CAROL: do you think we should include this in our FEIS?

Sandy Hamilton
Environmental Protection Specialist
National Park Service - Environmental Quality Division
Academy Place
P.O. Box 25287
Denver CO 80225
PH: (303) 969-2068
FAX: (303) 987-6782

Mike
Murray/CAHA/NPS
09/17/2010 11:30 AM
Sandra Hamilton/DENVER/NPS@NPS
lfox@louisberger.com, Doug Wetmore/DENVER/NPS@NPS
Subject
Re: Fw: Dare occupancy receipts
(Document link: Sandra Hamilton)

Would that be a good item to include in the socioeconomic analysis section (similar to how we include park visitation)?

Mike Murray
Superintendent
Cape Hatteras NS/ Wright Brothers NMem/ Ft. Raleigh NHS
(w) 252-473-2111, ext. 148
(c) 252-216-5520
fax 252-473-2595

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Sandra
Hamilton/DENVER/NPS
PS
Mike Murray/CAHA/NPS@NPS, To

0028434

09/17/2010 01:13 PM lfox@louisberger.com cc
Subject
Fw: Dare occupancy receipts

Sandy Hamilton
Environmental Protection Specialist
National Park Service - Environmental Quality Division
Academy Place
P.O. Box 25287
Denver CO 80225
PH: (303) 969-2068
FAX: (303) 987-6782
----- Forwarded by Sandra Hamilton/DENVER/NPS on 09/17/2010 11:13 AM -----

Doug
Wetmore/DENVER/NP
S To
09/17/2010 11:11 AM Sandra Hamilton/DENVER/NPS@NPS,
carolm@rti.org cc
Subject
Dare occupancy receipts

<http://outerbanksvoice.com/2010/09/16/occupancy-dollars-hit-an-all-time-high/>

"A tight economy apparently hasn't discouraged people from vacationing on the Outer Banks. Vacation rental receipts hit an all-time high in Dare County during July, and August is likely to show similar results when the numbers come in later this month. The Dare County Visitor's Bureau reported that rentals of cottages, hotel rooms, bed-and-breakfast accommodations and camping sites brought in \$101,783,465, a 16 percent jump over last July."

Doug Wetmore
Environmental Protection Specialist
National Park Service - Environmental Quality Division
P.O. Box 25287
Denver, CO 80225-0287
Office: (303) 987-6955
Cell: (303) 968-5214



Dare occupancy receipts reach an all-time high

[Rob Morris](#) | September 16, 2010



A tight economy apparently hasn't discouraged people from vacationing on the Outer Banks.

Vacation rental receipts hit an all-time high in Dare County during July, and August is likely to show similar results when the numbers come in later this month.

The Dare County Visitor's Bureau reported that rentals of cottages, hotel rooms, bed-and-breakfast accommodations and camping sites brought in \$101,783,465, a 16 percent jump over last July.

Year-to-date, occupancy receipts are up 8.42 percent over last year, said Lee Nettles, managing director of the bureau.

Nettles attributed the increase partially to pent-up demand after a long stretch of discouraging economic news.

"A lot of destinations had a good July and August, I think," he said.

The previous best July was in 2007, when occupancy receipts stood at a little over \$97 million. The dollar amounts do not take into account changes in rental rates from year to year. So they are not necessarily a comparative measure of the number of people vacationing in Dare County from one year to the next.

Records were not immediately available for the years before 2001, but Nettles said it was a safe assumption that none of them approached this July's total. July is historically the highest month of the year for occupancy receipts.

Even Hatteras Island, which has dealt with beach closures under a consent decree to protect nesting shorebirds, saw a big jump this July to \$27.8 million from \$23.4 million last July. That was an increase of 18.5 percent, which was even more than the northern beaches, which saw a 15 percent increase.

Rental companies reported earlier this summer that the first three weeks of August, the final stretch before many school systems resume classes, were fully booked.

"We'll see if the numbers bear it out," Nettles said. "At any rate, it's encouraging."

After a period of flat spending, people appear to be dining out more, too, or at least they are spending more

on meals. In July, they spend \$35.2 million compared to \$32.6 million in July 2009, which was an increase of 7.98 percent.

Overall, the Outer Banks has fared reasonably well during the protracted recession, experiencing a decline in gross occupancy receipts only in 2009, when they dipped 6 percent to \$343.6 million from the year before. It was the only year in a decade to show a decline.

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Posted in [Tourism](#)

Tags: [Dare County](#), [OBX news](#), [Outer Banks news](#), [Tourism](#)



See what people are saying:

- Loui says:

Super !

on September 17, 2010 @ [3:21 am](#)

- Roger says:

Wait, I thought Bob O. said no one would come because of the horrid situation in South Nags Head.

on September 17, 2010 @ [6:13 am](#)

- ekim says:

If dare co made all this money then QUIT RAISING MY TAXES !!! give us a TAX CUT!!!!

on September 17, 2010 @ [7:47 am](#)

- Joe says:

“Nettles attributed the increase partially to pent-up demand after a long stretch of discouraging economic news.”

Maybe the situation in the Gulf of Mexico had a little something to do with the increase in visitors????

on September 17, 2010 @ [9:46 am](#)

- G says:

Yet, I keep reading about how locals are hurting economically. Why this disconnect?