

Thank You!

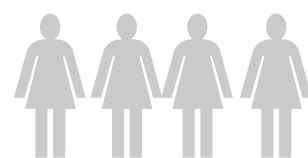
Board Members

Percilla West, Chairperson
Kathy White, Vice-Chairperson
Tina Gregory, Secretary
Yvonne Thompson, Treasurer
Sandra Bryant
Jay Carlisle

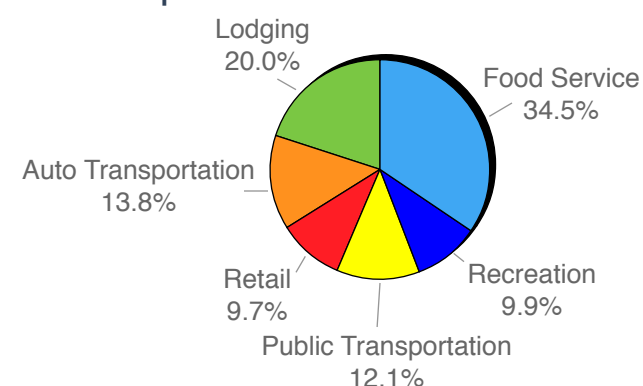
Curtis Wynn
Stacey Senters
Cathy Scott, Ex-Officio
Mary Duncan, Ex-Officio
Arthur Whitehead, Ex-Officio
Jim Trzinski, Ex-Officio

Economic Impact of Tourism in Halifax County in 2016

240,000
overnight visitors in Halifax County



\$91.78 million
spent at local businesses



Tourism in Halifax County generates
7.96 million
in state and local tax revenue

Property tax value of accommodations
\$44,246,900 generating **\$345,125**
in Halifax County property taxes

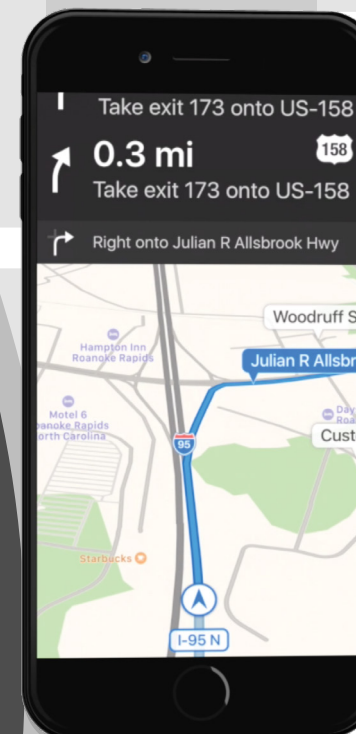
1,958
jobs in accommodation & food services
in Halifax County



Daily Average
121 Visitors
Yearly Count
44,213 Visitors



Visitor Center
Daily Average
80 Visitors
Yearly Count
28,635 Visitors



2016 - 2017 Annual Report

According to VisitNC, Halifax County's tourism industry achieved record economic impact in 2016 with direct visitor spending in our county reaching **\$91.78 million!** This increase in overall spending represents 2.3% growth. Spending by travelers directly and indirectly supported over **1,000 jobs** and generated more than **\$7.96 million** in state and local tax revenues. Our partnerships with attractions, lodging and dining properties remain key to the success of the tourism industry in Halifax County.

Occupancy tax collections are an important indicator of success in our industry. In **2016**, our collections grew by **4.52%**. Lodging revenues reached a record high of **\$17,330,900.00**.

Tourism employs
over 1,000 in Halifax County.
Employment **↑ 1.7%**

State Tax Generated
by Visitors
\$5.73 million

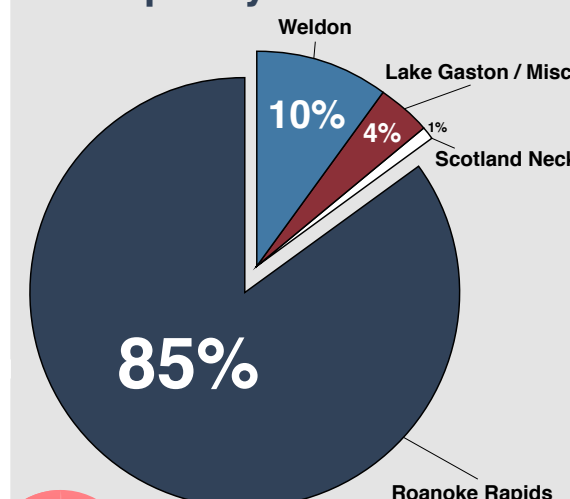
Local Tax Generated
by Visitors
\$2.23 million

Occupancy Tax
Collections



4.52%

Occupancy Tax 2016-2017



Property tax value of accommodations
\$44,246,900
generating **\$345,125** in
Halifax County property taxes



Visitor spending saved each
household in Halifax County **\$152.84**



Staff

Lori R Medlin, CDME ♦ *President/CEO*
Susan Wilhelm ♦ *Executive Assistant*
Rich Lithgow ♦ *Director of Technology*

Halifax County Convention & Visitors Bureau
www.visithalifax.com ♦ 800-522-4282
260 Premier Blvd. ♦ Roanoke Rapids, NC



* The 2016 economic impact of travel on North Carolina counties by the U.S. Travel Association

The New VisitHalifax.com

A destination website is the front door of the destination facing prospective visitors. The Halifax County CVB was ready to change our front door and we were ready to reach prospective visitors in a new way. In 2016, Visit North Carolina offered a new website co-op to partners for website creation. We were excited about integration opportunities with VisitNC.com and the website analytics they offered. We were the first CVB in the state to take advantage of this opportunity. We worked with VisitNC's developers and designers at Outpost Design to create the new www.visithalifax.com and the results have been amazing!

New I-95 Section

now the 7th most viewed page on the new site

Responsive Design

across all desktop and mobile devices

New Site Organization

determined by Google analytics, raising the most sought after content to the surface to better serve travelers as well as locals

Integration with VisitNC

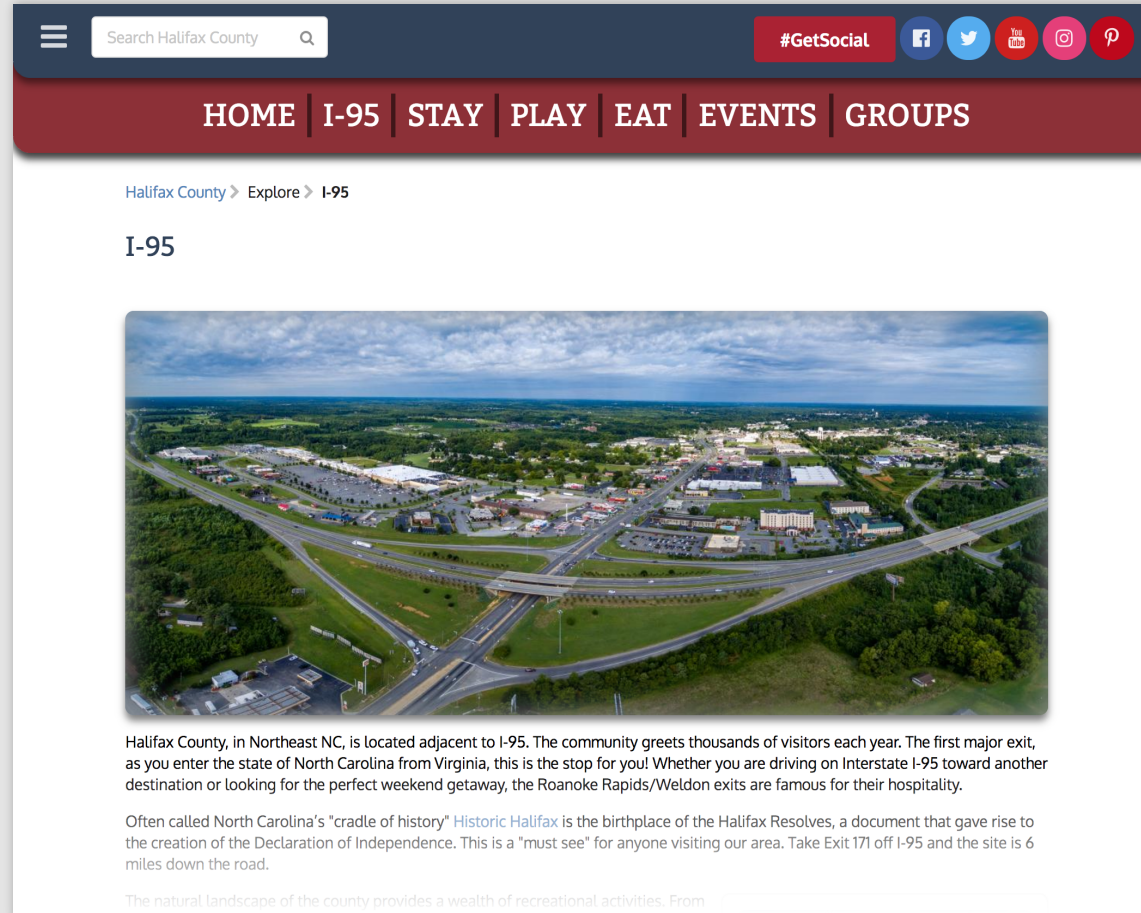
More data and timely updates have created additional exposure and expanded the audience.

Key Word Search

added to the site to improve navigation.

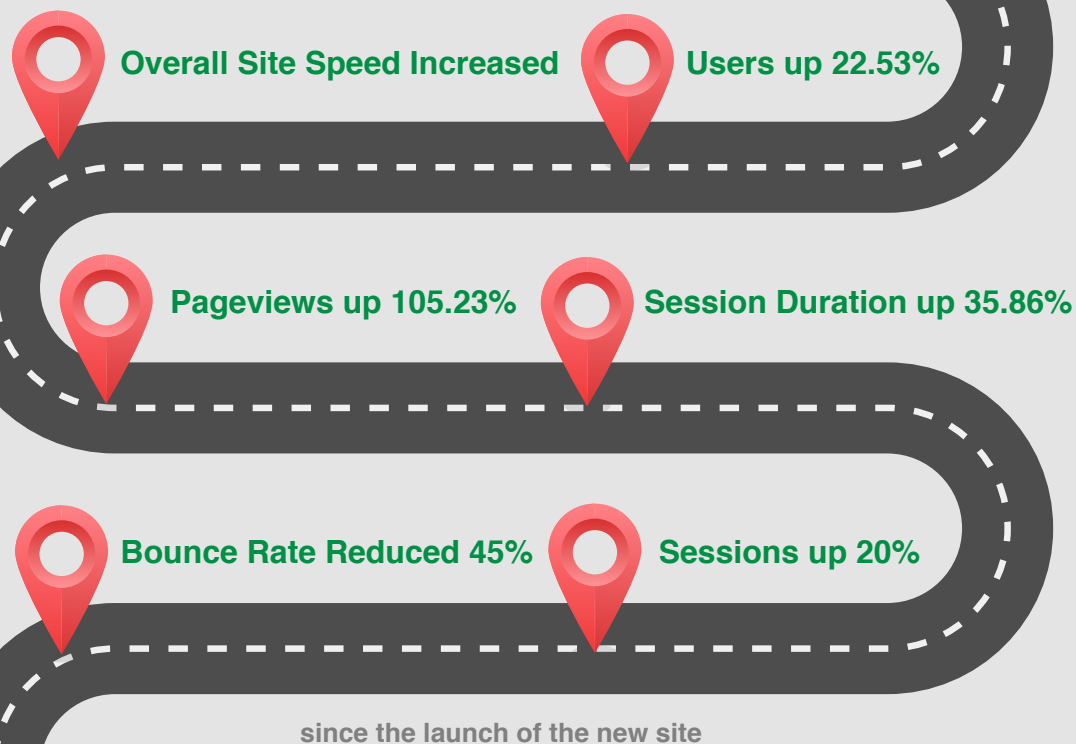
Capturing Referrals

downstream to partners' sites, a value VisitHalifax can provide to its partners.



VisitHalifax.com wins Destination Marketing Association of NC gold award for online communications!

NCTIA
National Convention & Travel Industry Association



Development Highlights



- Living History Historic Halifax
 - └ Purchased period clothing for docents
 - └ Assisted in funding forge at Historic Halifax
- UGoTour - Hear the Story
- Achieved Certified Retirement Community Roanoke Rapids
- Maintain Chargepoint stations
- Produced Highway 301 Endless Yard Sale
- Amtrak Station Development
- Ledgerwood Field Enhancement Project
- Town of Halifax Development Plan - Canoe Outtake - Site Plan

Community Events Support

- 301 Endless Yard Sale
- Enfield Peanut Festival
- HCAC Canvas Halifax
- Harvest Days
- Town of Halifax Fireworks
- Haliwa Saponi Pow Wow
- Hobgood Independence Day Celebration
- Hobgood Cotton Festival
- The Crossing Lake Gaston
- Roanoke Canal Museum & Trail Half Marathon & 8k
- Roanoke Rapids Southeast Baseball Tournament
- Fridays in the Park
- Roanoke River Ramble
- Roanoke Valley Rocks
- Weldon Fireworks
- Weldon's 6th Annual Fishing Tournament
- Medoc Mountain Centennial Event
- Sylvan Heights Pig in the Park BBQ Cook-Off
- Lake Gaston 2016 Big Air Fair

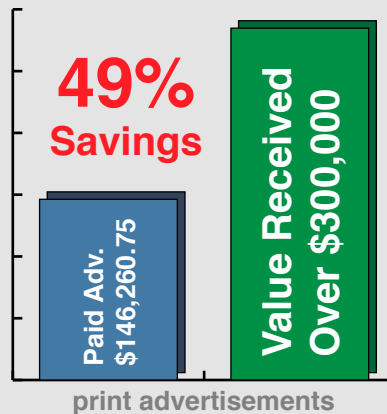
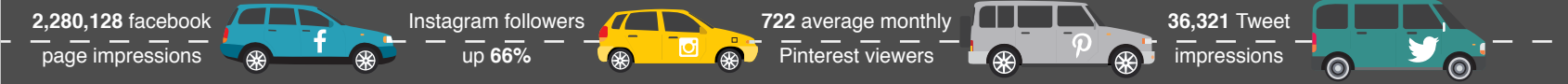
Marketing & Public Relations Highlights

Building Brand Awareness & Growing Visitation

- VisitNC Social Media Spotlight
- Our State Magazine - Full Page Run
- Carolina Field Trips Magazine
- USA Today
- Billboards
- Carolina Playbook



Extended Social Media Reach



By the Numbers

Generated over 63,916,858 billboard impressions

