

2015-2016 Annual Report

**Tourists spent
\$89.72 million
in Halifax County in 2015**

Meet the Halifax County Convention & Visitors Bureau Team

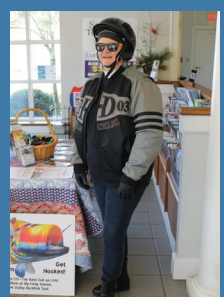
which generated \$5.57 million in state taxes and \$2.17 million in local taxes.



Lori Medlin, CDME recently completed her Certified Destination Management Executive certification and is nationally recognized as a leader in the Travel and Tourism industry. She has served the HCCVB for over 20 years and has grown the organization into one of the strongest in the state. Under her vision and leadership, the HCCVB is making a positive economic impact for the citizens of Halifax County.



Susan Wilhelm joined the CVB team in November 2003. Susan has over 20 years of experience in administrative work and she is our behind the scenes go to person. She maintains financial and official records of the CVB, prepares accounts payables and receivables, maintains personnel records, is our proofreader "guru" and much, much more.



Ginny Lewis just celebrated her 2nd anniversary working for the Bureau full time, after working part time for four years. Ginny is our Information Specialist, in this position she meets and greets our visitors, sharing our local attraction and area information. Ginny handles our calendar of events for both VisitNC.com and VisitHalifax.com and our weekly outreach to our hotels and attractions.



Rich Lithgow has been speaking to the machines for the CVB since 2014. He brings decades of experience in technology, graphic design & troubleshooting skills to help the team bring ideas to life.

Halifax County's tourism industry achieved record economic impact in 2015 with direct visitor spending in our county reaching \$89.72 million! Spending by travelers directly and indirectly supported over 1,000 jobs and generated more than \$7.74 million in state and local tax revenues. This increase in overall spending represents 2.3% growth. 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 2015-2016, our collections grew by 6.99%. Lodging revenues reached a record high of \$16,961,608.

For more details on the Halifax County Convention & Visitors Bureau's accomplishments and our detailed Program of Work, visit www.visithalifax.com. The Halifax County Convention & Visitors Bureau remains committed to its collaboration with our partners' continued growth and success as a preferred travel destination and positive economic force for our community.

Visitor Spending Saves Halifax County Tax Payers Money

no. 2015 Visitor Spending

HALIFAX COUNTY
CONVENTION AND VISITORS BUREAU

PAY TO THE ORDER OF Halifax County Resident \$ 147.55

One Hundred Forty Seven & 55/100 DOLLARS

SIGNED Visitors to Halifax County

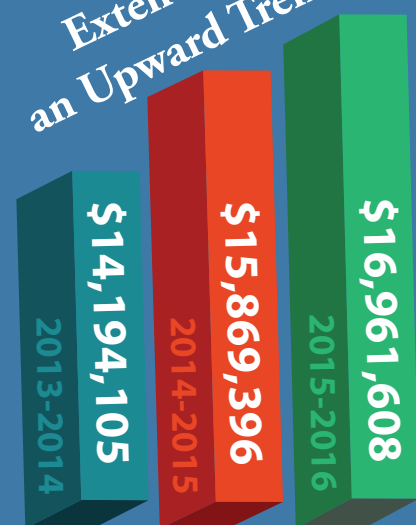
\$7.74 million in state and local taxes generated by visitors saves residents \$147.55 in taxes.

Occupancy Tax Collections Increased

6.99%

from 2014-2015 to 2015-2016

Extending
an Upward Trend



LODGING REVENUE

Thank You to our Board of Directors

Percilla West, Chairperson

Kathy White, Vice Chairperson

Yvonne Thompson, Treasurer

Jay Carlisle

Mary Duncan, Ex-Officio

Tina Gregory, Secretary

Shawn Gravelle

Cathy Scott, Ex-Officio

Frank Avent

Will Mahone

Arthur Whitehead, Ex-Officio

Sandra Bryant

2015-2016 Highlights



VisitHalifax.com reached record levels for traffic and engagement in 2015-2016. Visitor sessions were up by **19.90%**. Page views by users were up **22.58%** and the average length of time a visitor stayed on our site was up **19.77%**.

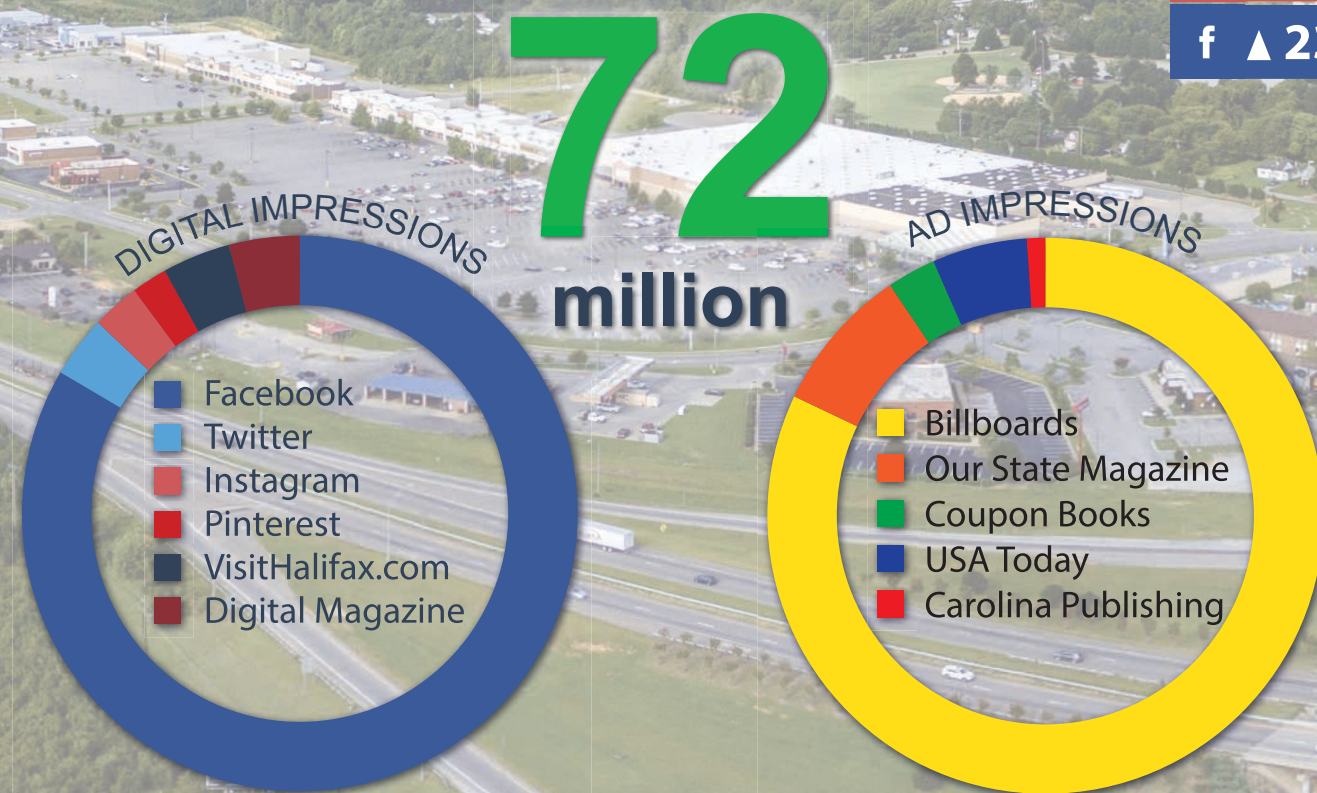
Social media continued its growth in 2015-2016, with total impressions across platforms increasing. Higher impressions on **Facebook** (up 233 percent) and **Twitter** (up 134 percent) and a follower increase of 321 percent on **Instagram** led to increased social promotion of Halifax County.

 **▲ 192%**

 **▲ 134%**

 **▲ 321%**

 **▲ 233%**



While continuing to showcase our county's historic, scenic and active attractions, we were able to make connections with visitors and potential visitors in a very personal way through our digital platforms.

Tourism development outreach in small communities was strengthened through several initiatives, including ongoing partnerships with the NC Department of Transportation and NC Department of Cultural Resources, NC State Parks, Kate B. Reynolds and NC Wildlife Resources.

The **301 Endless Yard Sale** was created to grow visibility and stimulate the economies of communities along Highway 301 in North Carolina. We have expanded the 301 Endless Yard Sale to Cumberland and Robeson Counties. The event, held each June, now runs from state line to state line.

Launched the **Wedding Planners Portal** on www.VisitHalifax.com marketing Halifax County as the perfect spot for a country wedding destination.

Launched the Underground Railroad **Walking in the Footsteps of Freedom Tour**, dedicating three locations on this tour in Halifax County. The Halifax County CVB spearheaded this effort in partnership with the National Park Service.

The **Discover Halifax County Blog** highlights the people, places and businesses that make Halifax County unique. Updated with new stories quarterly, this blog helps get the word out about all that Halifax County has to offer.

Installed and are marketing three new **Electric Car Charging Stations** in Halifax County. These ChargePoint stations put Halifax County on the map for drivers interested in renewable energy.

Managed the **Canal Trail Enhancement Project** and the **Bike Lending Program** in partnership with Healthy Places NC and many others. This improved the Roanoke Canal Trail which now offers a free bike lending program to visitors and residents alike.

Sponsored the recent acquisition of **Historic Halifax period clothing** that now allows Historic Halifax to come to life for visitors.

Completed the **Ledgerwood Field Enhancement Project**. Partnered with the City of Roanoke Rapids to construct a new concession/restroom facility at the field. The goal is to attract more tournament play to our community. We successfully hosted the U-9 Babe Ruth Southeast Regional Baseball Tournament this summer.



FY 2015-2016 Visitors Enjoyed Halifax County Attractions



The Halifax County Convention & Visitors Bureau's partnership with Roanoke Rapids Park & Recreation continued to pay dividends with our success in attracting sporting events to our area.

