HALIFAX COUNTY TOURISM DEVELOPMENT AUTHORITY
ANNUAL REPORT
2025-2026





HALIFAX COUNTY
CONVENTION AND VISITORS BUREAU

HALIFAX COUNTY
Tourism Development Authority

MISSION STATEMENT

To promote the growth of tourism in Halifax County

Every single day, we are working to:



Drive visitation to Halifax County



Tell the stories of Halifax County



Improve Customer Service in Halifax County

Tourism is more than an industry in Halifax County. It is an investment in our communities, our economy, and our future. As we reflect on the accomplishments of 2025–2026, the Halifax County Tourism Development Authority remains committed to building upon decades of progress while positioning our destination for new opportunities and sustainable growth.

Our responsibility as a Board extends beyond promoting Halifax County as a place to visit. We are entrusted with ensuring that tourism resources are invested strategically, partnerships are strengthened, and initiatives contribute to the long-term economic vitality of our county. Every investment is an opportunity to support local businesses, encourage private development, and enhance the experiences that make Halifax County a distinctive destination.

One of the greatest strengths of our tourism program is its dedicated funding structure. Established in 1987, the Halifax County Tourism Development Authority oversees revenues generated through a 5% occupancy tax paid by overnight visitors, with an additional 1% occupancy tax levied by the City of Roanoke Rapids to support tourism marketing and development. This visitor-funded model allows us to reinvest tourism revenues into attracting new visitors and strengthening our local economy without relying on general local tax revenues.

The continued performance of Halifax County's visitor economy demonstrates the importance of this investment. Despite an increasingly competitive tourism environment, our county continues to maintain a strong regional position, generating economic activity that supports businesses, creates jobs, and contributes valuable tax revenues that benefit our residents.



YVONNE THOMPSON
Chairperson

Equally important is our commitment to the long-term strength of the organization itself. As we look toward the next chapter of tourism leadership, the Board remains focused on maintaining continuity, encouraging innovation, and ensuring that the Halifax County Convention & Visitors Bureau has the vision and resources necessary to meet the evolving needs of our destination.

We recognize that the success of Halifax County tourism is the result of collaboration. We extend our appreciation to the Halifax County Commissioners, our tourism industry partners, local businesses, community leaders, and the dedicated staff of the Convention & Visitors Bureau. Their commitment and shared vision continue to make meaningful progress possible.

Board of Directors

We thank our board for their support.

Yvonne Thompson, Chairperson
Tony Brown, Vice Chairman
Brent Lubbock, Secretary
Mike Davis, Treasurer
Sandra Bryant
Jessica Hedgepeth
Larry Perkins
Kimberly Robinson
Shawn Taylor
Cathy Scott, Ex-Officio
Beth Burchell, Ex-Officio
Sanethia Smith, Ex-Officio

MESSAGE FROM THE CEO



LORI R. MEDLIN, CDME
President/CEO

Dear Stakeholders, Partners, and Friends,

As we reflect on another year of progress, one thing remains clear: tourism remains a vital economic force in Halifax County, creating opportunities, strengthening communities, and positioning our destination for continued growth. Our success is measured not only by the visitors we welcome, but also by the lasting economic benefits tourism brings to Halifax County's people and businesses.

In 2025, visitors spent **$132.83** million in Halifax County, up **0.8%** from the previous year. This growth is particularly meaningful given the challenges experienced across our region. Halifax County ranked fifth in visitor spending among the 17 counties in North Carolina's Northeast Prosperity Zone and was one of only nine counties in the region to experience growth.

The economic impact extends well beyond visitor spending. Tourism directly supported **756 jobs**, generated **$32.04** million in personal income, and contributed **$9.94** million in state and local tax revenue. These revenues help support essential public services while reducing the tax burden on local residents. In fact, visitor spending generated an average tax savings of **$215.38** for every Halifax County resident.

These results reinforce tourism's importance as an economic development strategy. Although Halifax County ranks 54th in population among North Carolina's 100 counties, we rank 46th in visitor spending and 45th in tourism-generated personal income. Our tourism economy continues to outperform our population size, demonstrating the strength of our destination and the value of continued investment in tourism.

Beyond the numbers, this year has been about building on our strengths and preparing for new opportunities. Through strategic marketing, strong industry partnerships, and continued promotion of our historic, cultural, and outdoor experiences, we are expanding Halifax County's visibility and strengthening its appeal to travelers.

Our vision for the future remains focused: to grow visitor spending, support our tourism partners, encourage investment, and ensure that tourism continues to contribute to the economic vitality and quality of life of our communities.

I am especially grateful to the Halifax County Tourism Development Authority, our dedicated staff, community leaders, and tourism partners for their unwavering commitment to this mission. The progress we celebrate today reflects years of collaboration, thoughtful planning, and a shared belief in Halifax County's potential.

We have built a strong foundation, and the opportunities ahead are greater than ever. With our rich heritage, distinctive attractions, and commitment to working together, I am confident that Halifax County will continue to grow as a destination for generations to come.

Warmly,

Lori R. Medlin,
President &
Halifax County Convention & Visitors Bureau

Check Out Our Visitor Guide



VISITOR IMPACT FOR HALIFAX COUNTY

Calendar Year 2025

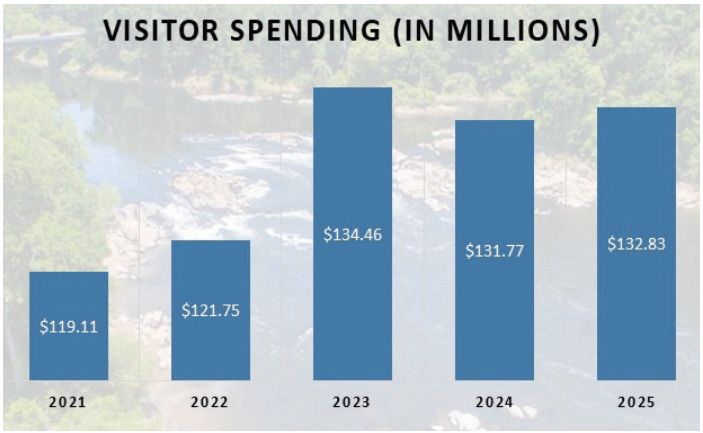
Visitor Spending Increases to 132.83 Million as Halifax County Remains a Leading Tourism Economy in Northeast North Carolina

Domestic and international visitors to and within Halifax County spent $132.83 million in 2025, an increase of 0.8 percent from 2024, according to an annual study commissioned by Visit North Carolina, part of the Economic Development Partnership of North Carolina.

Halifax County's continued growth is particularly significant when viewed within the region. Among the 17 counties that make up North Carolina's Northeast Prosperity Zone, Halifax County ranked fifth in total visitor spending in 2025. Halifax was also one of just nine counties in the region to record an increase in visitor spending, while eight Northeast counties experienced declines.

Tourism Impact Highlights for 2025

- Visitors spent $132.83 million in Halifax County, a 0.8 percent increase over 2024.
- The travel and tourism industry directly supported 756 jobs in Halifax County, ranking the county fifth among the 17 counties in the Northeast Prosperity Zone.
- Tourism generated $32.04 million in personal income in Halifax County, the fourth-highest total in the Northeast Prosperity Zone.
- Visitor activity generated $5.54 million in state tax revenue, ranking Halifax fourth in the Northeast Prosperity Zone, along with $4.40 million in local tax revenue.
- Combined, tourism generated approximately $9.94 million in state and local tax revenue in Halifax County, the fifth-highest total in the Northeast Prosperity Zone.
- Each Halifax County resident saved an average of $215.38 in state and local taxes as a direct result of visitor spending.
- Halifax ranked 35th statewide in tourism-generated tax savings per resident, significantly outperforming its population ranking.
- Visitors spent $45.09 million on food and beverage, $30.42 million on lodging, $29.38 million on transportation, $17.19 million on recreation, and $10.74 million on retail in Halifax County.



A SMART INVESTMENT	3 DECADES OF GROWTH
$78 : $1	**165%+**
Visitor Spending to Tourism Budget	Increase in Visitor Spending
$1.7 Million Tourism Budget $132.83 Million Visitor Spending	1995: $50 Million 2025: $132.83 Million

"These numbers demonstrate the strength and resilience of Halifax County's tourism industry," said Lori Medlin, President/CEO of the Halifax County Convention & Visitors Bureau. "In a year when nearly half of the counties in our Northeast region experienced declines in visitor spending, Halifax County continued to grow. Even more importantly, we rank among the region's leaders in visitor spending, tourism-generated income, employment and tax revenue. Tourism is an important economic engine for Halifax County, supporting our businesses, our communities and the people who live and work here."

2025 VISITOR SPENDING

Where do our visitors spend money in Halifax County?



Lodging $30.42M



Tax Savings per Resident $215.38



Food & Beverage $45.09M



Recreation $17.19M



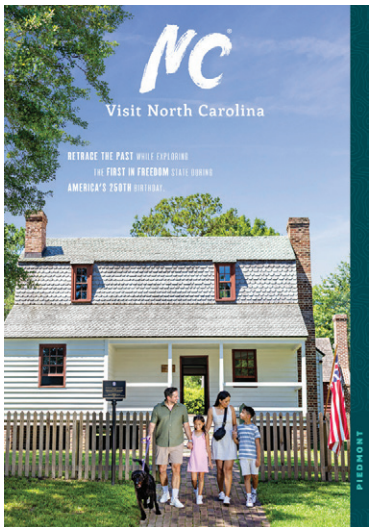
Retail $10.74M



Transportation $29.38M

MARKETING & PR

In 2025, Visit Halifax focused on elevating Halifax County's visibility through strategic marketing, public relations, and the power of earned media. With America's 250th anniversary approaching, we seized the opportunity to share Halifax County's extraordinary place in American history and position our destination on a statewide and national stage. Through compelling storytelling, media relationships, and targeted outreach, we generated valuable publicity that extended our reach far beyond traditional advertising. Among our most significant achievements were securing the April cover of Our State magazine and the cover of the North Carolina Travel Guide for the entire year—two extraordinary opportunities to showcase Halifax County to audiences across North Carolina and beyond. These high-profile placements, combined with extensive earned media coverage, helped put Halifax County on the map as a must-visit destination for history, heritage, and authentic experiences. Our goal was more than promoting an anniversary; it was leveraging a once-in-a-generation opportunity to build lasting awareness of Halifax County and inspire visitation for years to come.













"We really needed that! Perfect halfway stop between Rochester, NY, and Saint Augustine, FL. My pup and I thank you."

Carol Sax

AS SEEN IN Our State CELEBRATING NORTH CAROLINA

SOCIAL MEDIA



DESTINATION **MARKETING** ORGANIZATION

Our social channels are a core driver of destination awareness for Halifax County. Across Facebook, Instagram, and X, we engage a community of **32,616** followers with daily storytelling—photos, videos, event highlights, and local features. This program delivered **8,188,304** impressions and **171,856** engagements, demonstrating the impact of consistent, high-quality content. These efforts broaden Halifax County's visibility, deepen affinity for our attractions, and strengthen the path from inspiration to visit.

The Hang Out in Halifax County campaign encouraged travelers to see Halifax County as more than a place to pass through. With bold colors, playful headlines and a mix of billboards, digital ads and video, the campaign showed off everything from outdoor adventures and wildlife to local restaurants and cultural attractions. A creative dog park pen pal activation added another unexpected way to connect with travelers.

Social Overall Impressions Increased 79.7%
Facebook Followers Increased 23.2%
Instagram Followers Increased 31.5%

The results showed that people took notice. Website traffic increased **38%** to **221,369** sessions, and engaged sessions grew **64%**. The campaign video earned more than **304,000** YouTube views, and foot traffic data identified **17,847** ad-exposed visitors to Halifax County. Those visitors were also **18%** more likely to spend money on food and drinks. Direct website traffic increased **166%**, suggesting more people were seeking out Halifax County on their own.



Top Engagement Posts







Hang Out in Halifax County Campaign







Our State.com Sponsored Content







Our State Magazine Series

Billboards speak to our largest audience, Interstate-95. The HCCVB's permanent and temporarily placed billboards reached over **274 million** impressions last fiscal year.

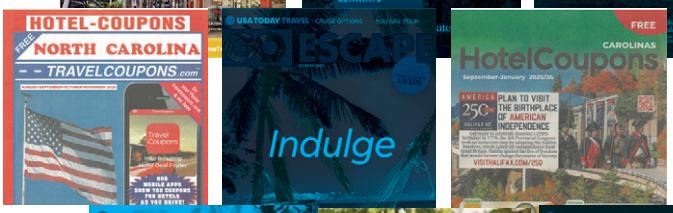






Co-op partnerships with VisitNC, like *Southern Living* and *Carolina Country*, continue to offer a productive way to reach new visitors. Additionally, ads in *Our State Magazine, USA Today Travel Guide & Go Escape, Hunt & Fish, Hotel Coupon books* and *Travel Taste & Tour* help us reach a broader audience. Our full-page ad in the *North Carolina Travel Guide* added 550,000 readers year-round to our reach.

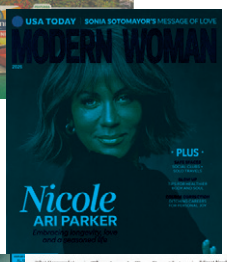






























The HCCVB Print Promotions reached over

57,946,484

Combined Readers

BIRTHPLACE OF INDEPENDENCE









Through the America 250 Halifax initiative and the Halifax Resolves Celebration, Halifax County received extraordinary regional, statewide, and national media exposure that significantly expanded awareness of our destination and our role in America's story.

Using conservative earned media valuation methods and comparable advertising placement values, we estimate that coverage generated through television, print, digital publications, destination guides, and editorial features delivered approximately **$420,441 in earned media value**.

This estimate reflects what it may have cost to purchase comparable visibility through traditional advertising channels. Importantly, earned media often carries even greater influence because it comes through independent editorial coverage rather than paid promotion.

Coverage included regional and statewide television stations, national digital news outlets, destination publications, and premier travel features—including cover placements that introduced Halifax County to audiences we could not have reached through our regular marketing budget alone.

While no valuation can fully capture the long-term impact of increased awareness, visitation consideration, and community pride, this estimate demonstrates the significant return generated through strategic storytelling, partnerships, and the national interest surrounding America 250 in Halifax County.

AMERICA 250 1776
HALIFAX · NC

SPONSORSHIPS

Sponsorship dollars help make events and projects happen in our county. That is good for visitors and good for our local economies and non-profits!





Halifax County Harvest Days
Enfield's Fishing Creek Paddle
Fourth of July Fireworks Celebrations
NC Bourbon & Spirits Festival
Haliwa-Saponi Powwow
Halifax County Arts Council
The Acorn Summer Concert Series
Freedom Fest at The Acorn Center
Sylvan Heights Bird Park Events
Roanoke Canal 5k
301 Endless Yard Sale
Tourism Day Celebration

These dollars also support projects...
America 250 Halifax NC
Striped Bass Restoration Project
Roanoke Canal Museum Operations
Civil War Trails Markers
Roanoke River Restoration Project
Halifax County Underground Railroad Trail
Friends Groups FOHH/HHRA/RCM/HCAC
The Spirit of Hospitality Award
Bradford-Denton House
Weldon Mills Theatre
Youth Sports Tournaments
Sports Facility Enhancements
Interstate Exit Lighting







"This dog park was great! It was clean, offered water, dog treats and a ball to keep! The bathrooms for humans were very clean and the staff very friendly. Worth the stop!"
Elizabeth Timperio

Attraction Visitation

Medoc Mountain State Park 148,468
Sylvan Heights Bird Park 59,465
Weldon Mills Distillery 50,000
Roanoke Canal Museum & Trail 33,570
Historic Halifax 33,700



Dog Run: 30,647 - 84 daily average

CONTACT

Visitors Bureau Staff



Lori Medlin
President/CEO



Percilla West
Office Manager



Emily Nicholson
Events Coordinator

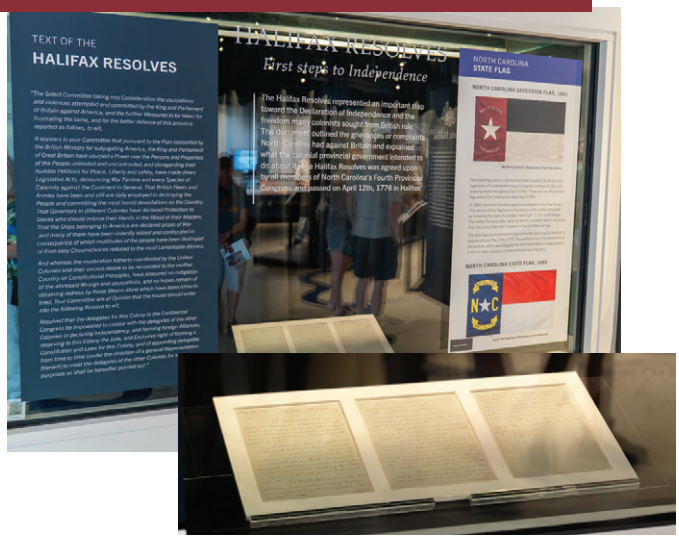


Rich Lithgow
Director of Technology



Weldon Mills Resort & Wonder Water Park

The originial Halifax Resolves at the newly renovated Historic Halifax Visitor Center



"What an incredible pit stop for a doggy!! Not only is there a fenced in outdoor space separated for big dogs and little dogs, but there's also a wonderful visitors center with very clean people potties! There were many pamphlets and suggestions on what to do in the area, as well as several pet supplies for your pup! I left with a much needed new travel water bowl. I definitely recommend the stop!!"

Taylor Bange

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