

# HALIFAX COUNTY TOURISM DEVELOPMENT AUTHORITY ANNUAL REPORT

2022-2023



HALIFAX COUNTY  
CONVENTION AND VISITORS BUREAU



Cover Photo: Ed Fitts Amphitheater



# HALIFAX COUNTY Tourism Development Authority

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## 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



Grow the economy of  
Halifax County

## HCCVB BOARD MEMBERS

At the Halifax County Convention & Visitors Bureau (HCCVB), we are driven by a passionate team of Board Members appointed by the Halifax County Commissioners. Their leadership and expertise form the bedrock of our operations, ensuring that our efforts are effective and far-reaching.

It is important to note that our funding primarily comes from a 5% room tax paid by visitors who choose to stay overnight in our accommodations. We take great pride in the fact that no local tax dollars are utilized in our endeavors. In addition to the county-wide 5% occupancy tax, the City of Roanoke Rapids has adopted a 1% tax exclusively dedicated to marketing and tourism development within the city. The Halifax County Tourism Development Authority (HCTDA), established in 1987 through enabling legislation, oversees the administration of these funds.

We firmly believe in the potential of the

### YVONNE THOMPSON Chairperson



tourism industry to drive economic growth and prosperity for Halifax County. Visitor dollars are a testament to our county's appeal and a catalyst for job creation, commercial development, and an enhanced quality of life for our residents.

We invite you to engage with the dedicated HCCVB team. Together, we can harness the power of tourism to create a thriving and vibrant future for Halifax County.

## Board of Directors

We thank our board for their support.

Yvonne Thompson, Chairperson  
Jay Carlisle, Vice Chairman  
Brent Lubbock, Secretary  
Sandra Bryant, Treasurer  
Tony Brown  
Mike Davis

Brian Harris  
Raquel P. Harvey  
Jessica Hedgepeth  
Cathy Scott, Ex-Officio  
Beth Burchell, Ex-Officio  
Mary Duncan, Ex-Officio

# MESSAGE FROM THE CEO

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LORI R. MEDLIN, CDME  
President/CEO



Dear Stakeholders, Partners, and Supporters,

It is with great pleasure and gratitude that I present our annual report for 2022. This report is not just a collection of facts and figures; it reflects the dedication, innovation, and resilience that define our organization.

In a year filled with challenges and opportunities, we stood strong and committed to our mission of promoting Halifax County, North Carolina, as a premier destination for travelers and a vibrant community for its residents. Together, we achieved remarkable milestones and made a lasting impact. Occupancy Tax funds left in our community by our visitors rose 7.4 %, and short-term rentals experienced a remarkable surge of over 15.73%.

These funds enable us to reinvest in our community's growth and development. They also allowed us to reach an audience of over 341,645,555 in paid and earned media.

2022 was a year of transformation for Visit Halifax. We adapted to changing circumstances and embraced new strategies to engage with travelers. Our team's unwavering spirit and creativity allowed us to overcome obstacles and reach new heights.

The highlight of 2022 was undoubtedly the record-breaking visitor spending in Halifax County, totaling an impressive \$121.75 million. This surge in spending not only supports our local businesses but also contributes to the economic vitality of our community. Tourism isn't just about visitors; it's about our community. We are proud to have directly and indirectly employed over 1,000 individuals, providing job opportunities and stability.

Looking ahead, we are excited about the endless possibilities that lie before us. We remain steadfast in our mission to showcase Halifax County's history, culture, natural beauty, and warm hospitality.

I extend my heartfelt thanks to our dedicated team, our invaluable partners, and our supportive community. It is your unwavering commitment that has made these achievements possible.

Thank you for being a part of this incredible journey. Together, we will shape the future of tourism in Halifax County.

Sincerely,

A handwritten signature in black ink that reads "Lori". The signature is fluid and cursive, with a large loop for the letter 'i'.

CEO of Visit Halifax



"You hear about southern hospitality...  
Now we have seen it!"

**Visitor at the Halifax County Visitor Center**

# VISITOR IMPACT FOR HALIFAX COUNTY

Calendar Year 2022

Visitors to Halifax County spent \$333,561.64 dollars a day while enjoying all that Halifax County has to offer in 2022

Domestic and international visitors to and within Halifax County spent a record-breaking \$121.75 Million in 2022, an increase of 2.2% from 2021. The data comes from an annual study commissioned by Visit North Carolina, a unit of the Economic Development Partnership of North Carolina. Accommodation revenue grew by over 7.6% county-wide and over 15.73% in the short-term rental market.

## Tourism impact highlights for 2022

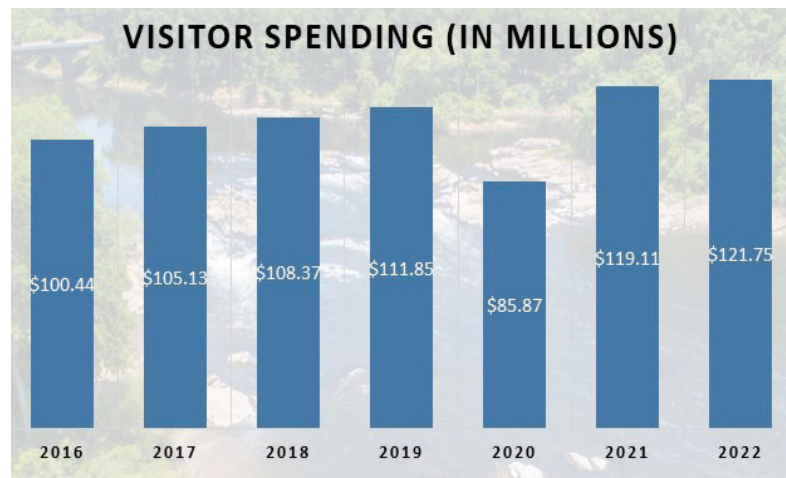
- The travel and tourism industry directly and indirectly employs more than 1,000 people.
- State tax revenue generated in Halifax County totaled \$5.2 million through state sales and excise taxes and taxes on personal and corporate income. About \$3.8 million in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.

These statistics come from the "Economic Impact of Travel on North Carolina Counties 2022," which can be accessed at [partners.visitnc.com/economic-impact-studies](https://partners.visitnc.com/economic-impact-studies). The study was prepared for Visit North Carolina by Tourism Economics in collaboration with the U.S. Travel Association.

Statewide, visitor spending in 2022 rose 15.2

percent to reach a record \$33.3 billion. Direct tourism employment increased 9.8 percent to 216,900.

"North Carolina's tourism industry draws its success from the authentic culture and



experiences that flourish across a spectrum of settings," said Wit Tuttell, Visit NC's executive director. "The new report from Tourism Economics shows growth beyond our celebrated mountains and beaches to our urban centers and surrounding suburban and rural counties. Tourism's strength across the state underscores the industry's role as an anchor of economic development. The money visitors spend benefits everyone by sustaining jobs and reducing the tax burden for every resident."

*"The numbers are impressive and indicate how hard our industry is working while still not fully staffed. Visitors to Halifax County spent \$333,561.64 per day while enjoying all that Halifax County has to offer," said Lori Medlin, President & CEO of Visit Halifax.*



# 2022 VISITOR SPENDING

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Where do our visitors spend money in Halifax County?



Lodging \$27.75M



Tax Savings per Resident \$188.24



Food & Beverage \$39.22M



Recreation \$15.61M



Retail \$10.44M



Transportation \$28.73M



# MARKETING & PR

In the 2022 annual report, we proudly highlight Visit Halifax's comprehensive marketing strategy is meticulously crafted to showcase the diverse and captivating offerings of Halifax County. Our primary objective is to ignite the desire to explore and experience the county's treasures, encouraging visitors to extend their stay and immerse themselves in our welcoming accommodations.

Amid the challenges posed by the global pandemic and the subsequent efforts to revitalize our industry, our focus has been on promoting safe and enriching outdoor

adventures. Halifax County's unique position as the inaugural major exit into North Carolina, our esteemed award-winning distillery, and the charm of our distinctive hometowns took center stage in our marketing endeavors.

Building upon our reputation as a pet-friendly destination, we further amplified this message by spotlighting our pet-friendly partners. This concerted effort ensures that visitors, including those with beloved pets, have an unforgettable and inclusive experience when they choose Halifax County as their destination."



AS SEEN IN  
**Our State**  
CELEBRATING NORTH CAROLINA

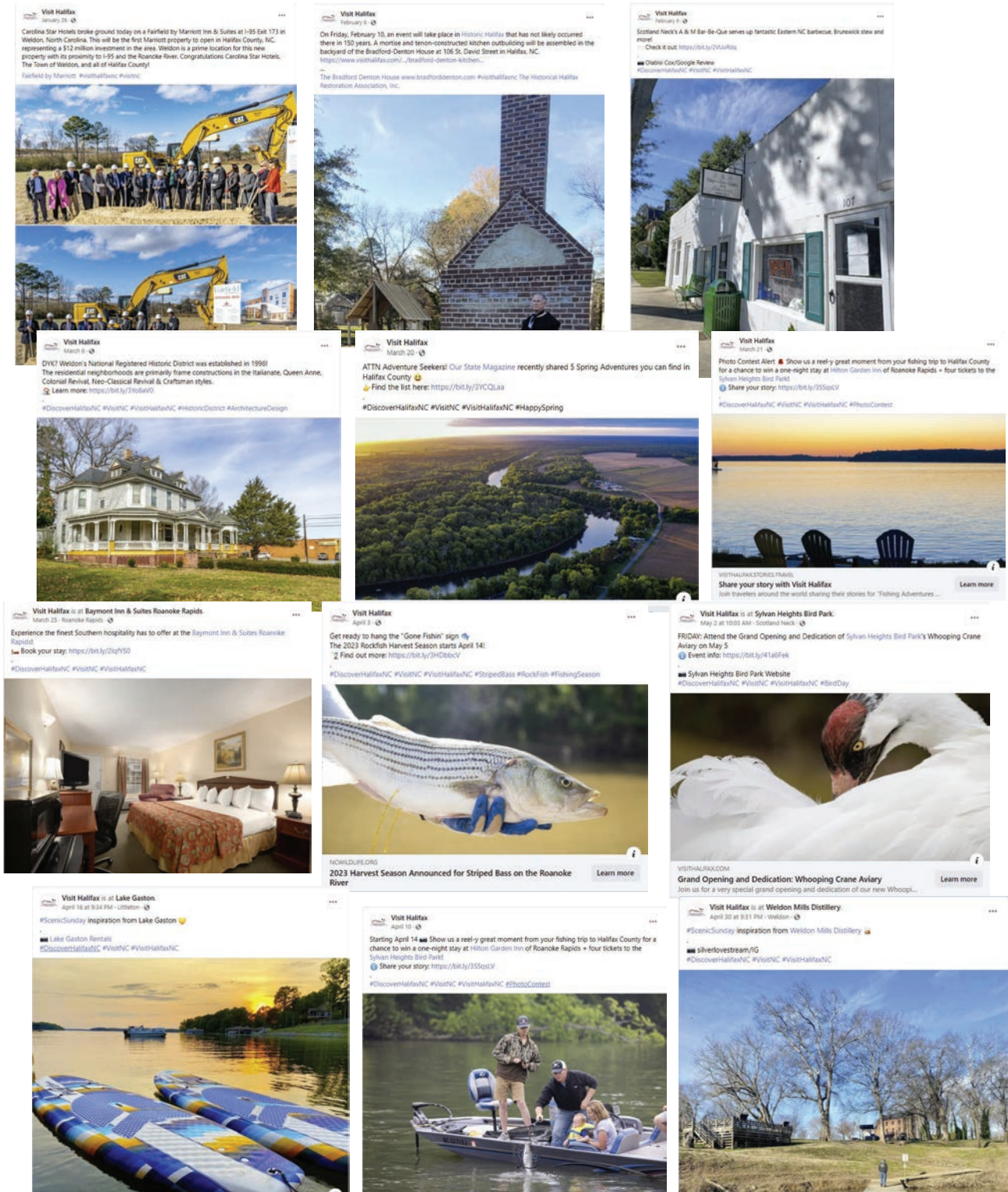


Visit Halifax, where every adventure is an invitation to discover, connect, and create lasting memories.

“I love your dog park. Whoever thought of this is a genius! We have already spent \$40 in the area today. Thank you for having this!”  
**Visitor at the Halifax County Visitor Center**



# SOCIAL MEDIA





# DESTINATION **MARKETING** ORGANIZATION

Social media continues to be a priority in marketing our destination. Being able to share engaging Halifax County experiences with our **14,661** followers daily provides an exponential value. We answer the question, "What's happening in Halifax County?" by sharing user-generated and in-house photos, videos, events, links, and more.

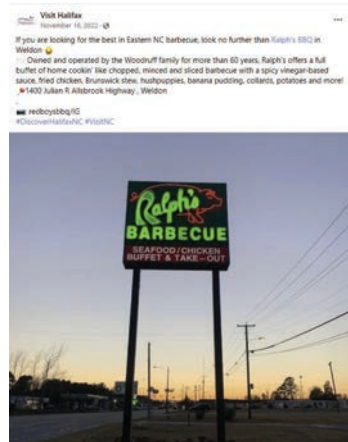
Our top platforms are Facebook, Instagram, and Twitter with **1,727,891** impressions and **92,651** engagements.



**80,267 total engagement**



**11,823 total engagement**



Top Engagement Posts



Our State Magazine Series



Our State Magazine 2-Page Spread



Our State Magazine Sponsored Content



Billboards speak to our largest audience, Interstate-95. The HCCVB's permanent and temporary placed billboards reached over **162 million** impressions last fiscal year.



In addition to digital co-op partnerships with VisitNC like *Southern Living*, *Our State Magazine*, *USA Today Travel Guide & Go Escape*, *Reunions Magazine*, *NC Inland Fishing, Hunting & Trapping Guide*, and *Travel Taste & Tour* continue to offer a productive way to reach new visitors. Our new ad in the North Carolina Travel Guide added 550,000 readers year-round to our reach.



The HCCVB Print Promotions  
reached over  
**66,578,863**  
Combined Readers



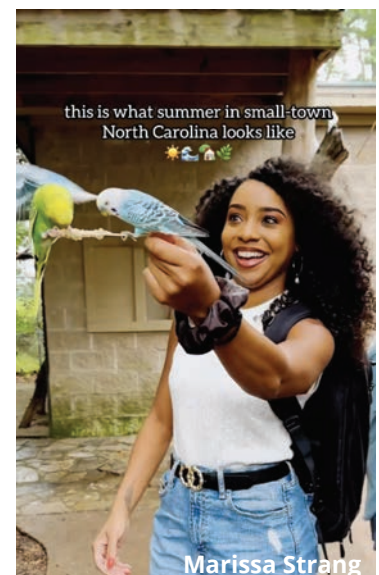
# DREAM BIG IN SMALL TOWN NC



At a **Satellite Media Tour** hosted by the HCCVB at Weldon Mills Distillery, Wit Tuttell, executive director of Visit NC, and Bruce Tyler, co-founder of Weldon Mills Distillery, spoke with stations across the country to discuss the hidden gems and local hotspots that make North Carolina so special. The media tour has reached more than **75.9 million** people with **1,125 airings** of the content.



Partnering with Airbnb, VisitNC also had three social influencers visit the lakes & rivers region including many places in Halifax County. These places included Sylvan Heights Bird Park, Weldon Mills Distillery, Blue Jay Bistro, Medoc Mountain State Park, The Roanoke Canal Trail, The Hen & The Hog, Lake Gaston, Once Upon a County Line, and Daphne's Coffee Shop. The social campaign reached an audience of over **1.7 million**.





# 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  
 Historic Halifax Road to Yorktown  
 Fourth of July Fireworks Celebrations  
 Twilight Festival Roanoke Rapids  
 Haliwa-Saponi Powwow  
 Fairfield Marriott Groundbreaking  
 Historic Halifax Yuletide by Lantern Light  
 Enfield Historic Homes Tour  
 Christmas on the Avenue  
 Roanoke Canal Half Marathon & 5k  
 301 Endless Yard Sale  
 Halifax County Horse Council Shows  
 Tourism Day Celebration



These dollars also support projects...  
 Weldon Riverfront Enhancement  
 Weldon & Halifax Canoe Outtakes  
 Striped Bass Restoration Project  
 Roanoke Canal Museum Operations  
 Roanoke Canal Trail Maintenance  
 Civil War Trails Markers  
 Roanoke Valley Veterans Museum  
 Car Charging Stations  
 Underground Railroad Trail  
 Friends Groups FOHH/HHRA/RCM  
 The Spirit of Hospitality Award  
 The Roanoke Valley Rocks  
 Bradford-Denton House Signage  
 Youth Sports Tournaments  
 Sports Facility Enhancements  
 Interstate Exit Lighting



"Now I love North Carolina,  
 they have a dog park!"

Visitor at the Halifax County Visitor Center

## Attraction Visitation

Medoc Mountain State Park 126,326
Sylvan Heights Bird Park 58,000
Roanoke Canal Museum & Trail 39,773
Historic Halifax 28,491
Weldon Mills Distillery 46,000



Dog Run: 48,822 - 134 daily average

# CONTACT

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## Visitors Bureau Staff



Lori Medlin, President/CEO



Susan Wilhelm, Manager of Administration



Donna Bolio, Visitor Center Coordinator



Rich Lithgow, Director of Technology



Behind the scenes as PBSNC films NC  
Weekend at Historic Halifax

“Thank you, Lori. For always being such a great partner. We know that whenever we need to do something, you will respond and get it done. And not just done, but you will get it done right with style and enthusiasm.”

**Wit Tuttell ~ Executive Director, Visit NC**

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