

HALIFAX COUNTY TOURISM DEVELOPMENT AUTHORITY ANNUAL REPORT

2024-2025



HALIFAX COUNTY Tourism Development Authority

MISSION STATEMENT

To promote the growth of tourism in Halifax County

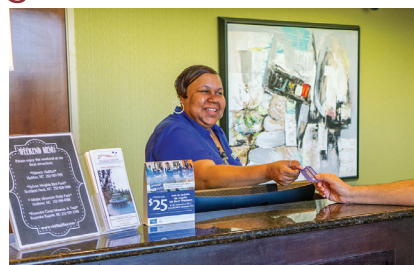
Every single day, we are working to:



Drive visitation to
Halifax County



Tell the stories of
Halifax County



Improve Customer Service in
Halifax County

HCCVB BOARD MEMBERS

The Halifax County Convention & Visitors Bureau (HCCVB) is guided by the strong leadership of its Board of Directors, appointed by the Halifax County Commissioners. Their vision and oversight ensure that every initiative undertaken is strategic, impactful, and aligned with the long-term growth of Halifax County.

Our efforts are funded entirely by visitors through a 5% room tax on overnight stays. No local tax dollars are used to support HCCVB operations. Additionally, the City of Roanoke Rapids levies a 1% occupancy tax, dedicated exclusively to marketing and tourism development. These resources are managed by the Halifax County Tourism Development Authority (HCTDA), established in 1987 with a consistent commitment to accountability and transparency.

Tourism continues to be a driving force in Halifax County. Visitor spending supports small businesses, generates jobs, and fosters commercial development that benefits residents throughout the region. In 2024 the Bureau advanced this momentum through innovative marketing campaigns, expanded destination

YVONNE THOMPSON Chairperson



visibility, and strengthened community partnerships.

Looking ahead, the Halifax County CVB is honored to play a central role in commemorating America's 250th anniversary in 2026. This milestone provides an opportunity not only to highlight our nation's story but also to position Halifax County as a leading destination for heritage tourism.

With the continued leadership of the HCCVB Board and the dedication of our team, Halifax County is well-positioned to achieve even greater success in the years ahead

Board of Directors

We thank our board for their support.

Yvonne Thompson, Chairperson
Tony Brown, Vice Chairman
Brent Lubbock, Secretary
Sandra Bryant, Treasurer
Mike Davis
Raquel P. Harvey

Jessica Hedgepeth
Larry Perkins
Shawn Taylor
Cathy Scott, Ex-Officio
Beth Burchell, Ex-Officio
Mary Duncan, Ex-Officio

MESSAGE FROM THE CEO

LORI R. MEDLIN, CDME
President/CEO



Dear Stakeholders, Partners, and Friends,

Each year brings new opportunities to reimagine how Halifax County can grow as a destination, and 2024 was no exception. What sets this year apart is not only the results we achieved but the foundation we laid for the future.

Visitors once again showed their enthusiasm for Halifax County. Short-term rentals grew **12.21%**, and we welcomed **\$131.77** million in visitor spending. These dollars circulate far beyond our tourism industry—they sustain small businesses, generate local pride, and support more than **2,000 jobs** across our county.

But numbers tell only part of the story. We:

- **Deepened collaboration with our tourism partners**, ensuring a stronger and more united industry voice.
- Began crafting content for the **2026 America's Birthday Celebration**, preparing Halifax County to take its rightful place on the national stage.
- Navigated hotel market changes: the **Quality Inn closure** temporarily lowered available rooms, but it cleared the way for a brand-new **Home2 Suites**. At the same time, development progressed on a **new Fairfield by Marriott**, underscoring investor confidence in our market.

Tourism is about energy, momentum, and vision. Halifax County has them all. Together, we are transforming our story from one of rich heritage into one of continued innovation and growth.

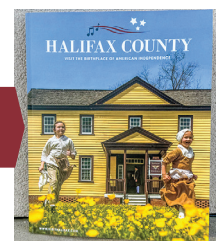
I am profoundly grateful to our team, our partners, and our community for embracing this journey. With your passion and support, Halifax County's future as a premier travel destination has never looked brighter.

Warmly,

A stylized, handwritten signature in black ink that reads "Lori".

CEO of Visit Halifax

Check Out Our Visitor Guide



VISITOR IMPACT FOR HALIFAX COUNTY

Calendar Year 2024

In 2024, visitors to Halifax County contributed an impressive \$361,013.70 in daily spending, fully engaging with the diverse offerings of the county.

Domestic and international visitors to and within Halifax County spent \$131.77 million in 2024. The data comes from an annual study commissioned by Visit NC, part of the Economic Development Partnership of North Carolina.

2024 was a challenging year for travel in the Northeast Region of North Carolina and our direct spending number dipped 2.1% from 2023. We are grateful to the tourism industry in Halifax County for their hard work in holding our impact numbers steady," said Lori Medlin, President & CEO of the Halifax County Convention & Visitors Bureau.

Tourism impact highlights for 2024:

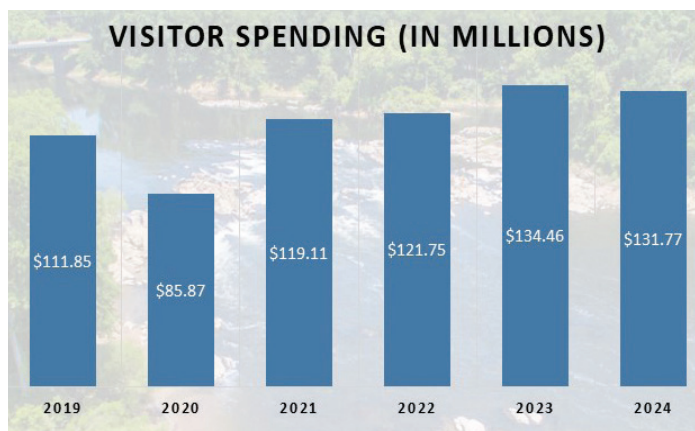
- The travel and tourism industry directly employs more than 753 people and indirectly employs over 2,000 in Halifax County.
- State tax revenue generated in Halifax County totaled \$5.51 million through state sales and excise taxes, as well as taxes on personal and corporate income. About \$4.29 million in local taxes were generated from occupancy, 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 2024." The study was prepared for Visit North Carolina by Tourism Economics.

Statewide, visitor spending in 2024 rose 3.1 percent to reach a record \$36.7 billion. Direct tourism employment increased 1.4 percent to 230,338.

"The study confirms the strength of North Carolina's tourism industry," said Wit Tuttell,

executive director of Visit NC. "The fact of spending growth, even in the headwinds of Hurricane Helene, underscores the industry's vitality and the appeal of our destinations and the authentic cultural, recreational, and culinary



experiences that travelers find rewarding."

Tuttell noted that while the data includes the three months of 2024 that followed the storm, the study's timing, methodology, and purpose are not intended to be an evaluation of storm impact on visitation or spending, but a gauge of the overall health of the visitor economy for 2024.

"It's certainly an indication of where the effects were felt," he said, "but given the complexities of the tourism industry and the timeframe of this research, we need to resist the temptation to view the data as a definitive report of the storm's economic impact. As travelers return, we will celebrate the resiliency behind the mountain recovery efforts that fortify the industry and underscore its value to our workforce, our businesses, and our tax base."

Lori Medlin, President & CEO of Visit Halifax, emphasized the local impact: "Halifax County is experiencing extraordinary momentum. With \$361,013.70 daily visitor spending, new hotel development, and the upcoming 250th celebration of America's independence, we are shaping a future where tourism fuels opportunity, pride, and growth for our entire community."

2024 VISITOR SPENDING

Where do our visitors spend money in Halifax County?



Lodging \$29.79M



Tax Savings per Resident \$212.32



Food & Beverage \$44.11M



Recreation \$17.53M



Retail \$10.78M



Transportation \$29.56M

MARKETING & PR

In 2024, Visit Halifax advanced a targeted marketing strategy to strengthen Halifax County's position as a premier travel destination. Our efforts emphasized not only attracting visitors but also encouraging longer stays and deeper engagement with the county's diverse experiences.

Our strategy included highlighting our prime location, signature attractions, digital

storytelling, and pet-friendly partnerships.

These initiatives have amplified Halifax County's visibility, broadened our audience, and reinforced our reputation for authentic hospitality. Each campaign strengthens our long-term vision: to position Halifax County as a destination where travelers not only stop, but stay, explore, and return.



SOCIAL MEDIA

Visit Halifax
February 17

Lafayette is coming to town—twice in Halifax County!

Halifax - Feb 27th: Celebrate General Lafayette's arrival in the birthplace of independence! Watch his grand entrance at 5pm by horse-drawn carriage, enjoy a reception at Eagle Tavern, and an exclusive dinner at The Hen & The Hog. Limited to 100 guests—email jefg2787@gmail.com for ticket!

Enfield - Feb 28th: History comes alive at 11 am as the Marquis de Lafayette (portrayed by Dr. Samuel Powell) arrives at The Celler during his Farewell Tour reenactment! This FREE event features tours, music, refreshments, historical displays, and a chance to meet Lafayette himself. Don't miss these unforgettable celebrations of our Revolutionary past! More info: <https://lafayette200.org/>

#henandthoghog #DiscoverHalifaxNC #VisitNC #VisitHalifaxNC

Visit Halifax
April 21

Something exciting is coming to Fairwood Lanes in Roanoke Rapids on May 4th, 1-7pm — It's a FREE Mini ComicCon!

Get ready for:

- Cosplay Contest
- Multiple Vendors
- Entertainment & Activities
- Bowling & Arcade Fun
- Food, Full Bar & More!

Whether you're a superfan or just looking for a fun day out, this is the place to be. Don't miss it! <https://bit.ly/3YEG4IE>

#DiscoverHalifaxNC #VisitNC #VisitHalifaxNC #MiniComicCon

VisitHalifax.COM
Upcoming Events | VisitHalifax.com

Search our list of happenings to plan your stay around a signature event or festival, or browse things to do in Roanoke Rapids and Halifax County this weekend.

Visit Halifax
May 10

Inspiration from River Falls Park in Weldon. Share your scenic Halifax County scenes by using #VisitHalifaxNC

@officialkierab #DiscoverHalifaxNC #VisitNC #VisitHalifaxNC

Halifax County
in 10 seconds

Visit Halifax • Following

Here's a taste of what's waiting for you when you #VisitHalifaxNC

Visit Halifax
April 8

Working on a "revolutionary" surprise for Halifax. Come check it out - Friday, April 11 at noon- at the Historic Courthouse.

Visit Halifax
May 5

Make plans to join us at the Halifax County Visitor Center for Tourism Day. Learn about what's in your on back yard!! Free \$ too

over
4 Million
impressions

Amphitheater!
It kicks off on June 12th with The Chairmen Of The Board. Gates open at 5 p.m. and the music starts at 6:30 p.m. Don't miss out on an evening of great tunes and good vibes! More info: <https://bit.ly/43z7no>

The Chairmen Of The Board/FB #DiscoverHalifaxNC #VisitNC #VisitHalifaxNC #SummerConcertSeries #FreeConcert

Visit Halifax
June 21

Weldon, NC offers self-guided walking tours that are designed with memorable vacay selfie moments in mind. <https://bit.ly/39PS4a4>

#DiscoverHalifaxNC #VisitNC #ExploreWeldonNC #RockfishCapital

Visit Halifax
April 11

So proud to dedicate this lasting tribute to those brave souls that stepped out for America in 1776 with the signing of the Halifax Resolves!! Thank you Halifax County NC, Halifax County Arts Council America 250 NC & America 250 Halifax County, NC for your support!!

Visit Halifax
May 9

May 23: Greater Littleton Development Partnership, Inc kicks off summer in Littleton with a Friday night Memorial Day weekend concert by The Feature Attraction Band: <https://bit.ly/4p8BJ5>

The Feature Attraction Band/FB #DiscoverHalifaxNC #VisitNC #VisitHalifaxNC #MemorialDayWeekend

Visit Halifax
June 12

June 14-15 Hit the road for the ultimate treasure hunt at the 301 Endless Yard Sale! From deals to antiques, collectibles, and more, communities along US 301 are coming together to offer a 100-mile stretch of highway filled with hidden gems waiting to be discovered. <https://bit.ly/3wldt5t>

#DiscoverHalifaxNC #VisitNC #VisitHalifaxNC #301EndlessYardSale #TreasureHunt

Visit Halifax
June 21

The Littleton, NC FREE Summer Concert Series continues on June 26 with The Tams. Gates will open at 5 p.m. with music starting at 6:30 p.m. Concert Series info: <https://bit.ly/4dppAGG>

The Tams/FB #DiscoverHalifaxNC #VisitNC #VisitHalifaxNC #SummerConcertSeries #FreeConcert

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 **26,122** followers with daily storytelling—photos, videos, event highlights, and local features. This program delivered **4,354,439** impressions and **133,833** 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.



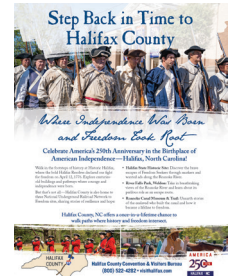
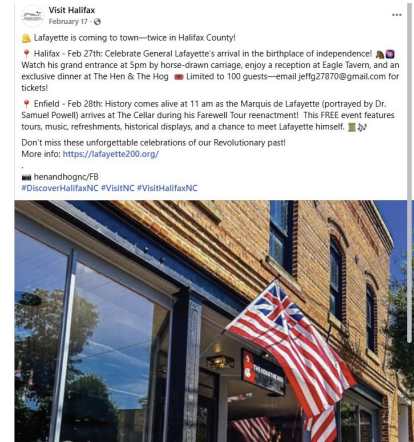
Overall Impressions Increased 109.6%

Facebook Followers Increased 29.35%

Instagram Followers Increased 50.99%



Top Engagement Posts



Our State Magazine Series



In Scotland Neck, you can visit the world's largest collection of rare and endangered waterfowl at Sylvan Heights Bird Park. PHOTOGRAPH BY VISIT HALIFAX

TAR HEEL TOWNS

Your Guide to Halifax County

Whether your final destination or a stop along the way, these six towns hold adventure for history buffs, outdoor enthusiasts, and those looking to unwind and play in a small-town setting.

Our State.com Sponsored Content

FOOD TRAVEL LIVING IN NC VIDEOS NEWSLETTERS STORE **SUBSCRIBE** OurState

Sponsored

Out & About in Halifax County

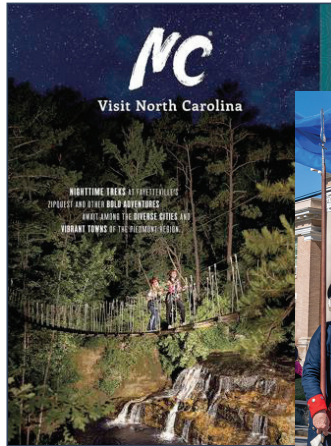
On a trip to Halifax and Weldon in northeastern North Carolina, discover Revolutionary War history, splash and play in the Roanoke River, sip local spirits, and more.

by Our State Staff



Our State.com Sponsored Content

Billboards speak to our largest audience, Interstate-95. The HCCVB's permanent and temporarily placed billboards reached over **253 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*, *Destination Reunions Magazine*, *Hotel Coupon* books and *Travel Taste & Tour* help us reach a broader audience. Our new ad in the *North Carolina Travel Guide* added 550,000 readers year-round to our reach.



The HCCVB Print Promotions reached over **68,839,726** Combined Readers

BIRTHPLACE OF INDEPENDENCE



Visit Halifax focused on laying the foundation for America's 250th Anniversary in 2026, when Halifax County will play a central role in the celebration of our nation's independence.

This work represents a strategic investment in visibility, positioning Halifax as a place of national significance during this historic milestone.

Highlights of our efforts include:

- Our State Magazine - Secured the April 2026 cover, ensuring Halifax County is featured in one of North Carolina's most celebrated publications.
- Visit NC Travel Guide - Worked to secure Halifax County on the cover of the 2026 edition, reaching millions of potential visitors.
- UNC-TV Coverage - Partnered to deliver statewide television features showcasing Halifax's historic contributions and current visitor attractions.
- Expanded Media Outreach - Proactively pitched Halifax County's story to a wide range of media outlets to secure coverage leading up to 2026.

These initiatives are vital steps toward making 2026 a banner year for Halifax County, generating unprecedented exposure and reinforcing our reputation as a destination where history and hospitality meet.



Visit NC Photo Shoot
Cover - NC Visitor Guide

Our State Magazine
April 2026 Cover Shoot



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
Sylvan Heights Bird Park Events
Roanoke Canal 5k
301 Endless Yard Sale
Tourism Day Celebration



These dollars also support projects...

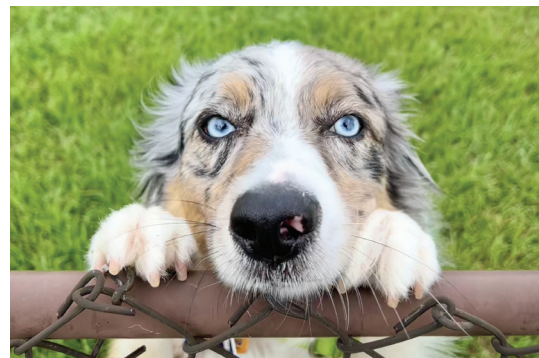
America 250 Halifax NC
Weldon Riverfront Enhancement
Weldon Canoe/Kayak Outtake
Tusca Landing Outtake
Striped Bass Restoration Project
Roanoke Canal Museum Operations
Roanoke Canal Trail Maintenance
Civil War Trails Markers
Roanoke Valley Veterans Museum
Roanoke River Restoration Project
Halifax County Underground Railroad Trail
Friends Groups FOHH/HHRA/RCM/HCAC
The Spirit of Hospitality Award
The Roanoke Valley Rocks
Bradford-Denton House
Weldon Mills Theatre
Youth Sports Tournaments
Sports Facility Enhancements
Interstate Exit Lighting
Town of Scotland Neck Banners



“Such a wonderful spot! Thanks, Halifax County! My dog and I really needed this on our road trip.”
Kari Lawson

Attraction Visitation

Medoc Mountain State Park	85,224
Sylvan Heights Bird Park	58,190
Weldon Mills Distillery	46,200
Roanoke Canal Museum & Trail	31,010
Historic Halifax	31,703



Dog Run: 35,297 - 97 daily average

CONTACT

Visitors Bureau Staff



Lori Medlin
President/CEO



Percilla West
Office Manager



Emily Nicholson
Information Specialist



Rich Lithgow
Director of Technology

HCCVB Spirit of Hospitality Award



Visit North Carolina presented its Esse Quam Videri Award to Glenn Patterson Wilson



NCTIA Attraction of the Year
Sylvan Heights Bird Park



Behind the scenes as the PBS film crew captures North Carolina Weekend



"Great visitor center, friendly staff, great information, clean bathrooms and dog friendly! They have a dog park for small and big dogs, water and even a cute station with free cookies and other goodies for the furry friends. This is probably the best visitor center in USA!"

Unleashing Pawsabilities

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