

DISCOVER HALIFAX COUNTY

SOUTHERN VIRGINIA



Discover Speed

Rev your engines in Virginia's racing region. HalifaxVA is home to two tracks. The NASCAR-sanctioned South Boston Speedway has been the proving ground for some of the sport's greatest drivers. Virginia International Raceway (VIR) was named *Car & Driver Magazine's* 6th-best course in the U.S. See for yourself why this road course is unparalleled excellence.

Discover Water & Land

Looking for outdoor experiences unlike any other? HalifaxVA is home to The Southern Virginia Wild Blueway consisting of three rivers and two lakes, combining for more than 100 miles of navigable water. Whether you're looking for walking, hiking, biking, or equestrian trails, HalifaxVA has you covered. The 3.9-mile long Tobacco Heritage Trail is in the heart of South Boston. The Shangrila Guest Ranch is an international destination for casual to serious equestrian enthusiasts.

Discover Dark Skies

HalifaxVA is home to Staunton River State Park, a certified International Dark Sky. With little to no light pollution the park boasts unobstructed views of the night sky and its celestial objects.

Discover Craft Spirits

HalifaxVA has a rich agricultural history, and with two vineyards, a brewery, and a distillery, ag meets tourism for a thriving agritourism experience.

Discover Culinary Delights

Foodies from around the region visit HalifaxVA for its award-winning restaurant Molasses Grill. High-end restaurants at Virginia International Raceway and Berry Hill Resort add to the dynamic culinary scene. Add cafes and specialty eateries, and HalifaxVA gets more delicious.

DISCOVER Halifax VA

LOCAL IMPACT

\$49.7 Million

Direct Visitor Spend
in 2021

594

Tourism Jobs
Created

\$2.1 Million

Local Tax Revenue

FACTORY STREET BREWING COMPANY



Virginia International Raceway
Alton, VA

ANNUAL EVENTS

February

Crossing of the Dan Commemoration

March

Star Party

May

Heritage & Antique Machinery Festival
Strawberry Festival
Virginia SummerFest

June

Blueberry Festival

July

4th of July Parades & Fireworks
Virginia Cantaloupe Festival

September

Harvest Festival

October

County Fair
Star Party

November

Holiday Living Show

December

Christmas Parades & Tree Lightings

VISITOR OUTREACH FY 23



625,362 Reach
3,500 Followers | 325 Posts



900 Followers



54,000 Website Users



5,000+ Visits to
the Visitor Center

EXPERIENCE SOUTHERN VIRGINIA

