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**For Immediate Release**

## **Haywood County Tourism Development Authority (NC) Announces New Executive Director**

*Corrina Ruffieux selected to lead the continued growth of the county's tourism sector*

MAGGIE VALLEY, N.C. (January 30, 2023) – Following a national search, the [Haywood County Tourism Development Authority](#) (HCTDA) is pleased to announce Corrina Ruffieux has been hired as the organization's Executive Director. Ruffieux has more than 20 years of hospitality and tourism experience. She has served in destination executive leadership positions for the last 10 years, most recently as the Executive Director of the Elizabeth City-Pasquotank County Tourism Development Authority (doing business as Visit Elizabeth City) in Elizabeth City, N.C. Prior to Visit Elizabeth City, Ruffieux was the director of Visit Williamsburg in Williamsburg, Va. for five years.

In her role as Executive Director and under the direction of the HCTDA board, Ruffieux will lead the professional staff in the development and execution of all tourism-related activities to promote visitation to Haywood County. Ruffieux will be responsible for overseeing HCTDA marketing and sales, administration of grant programs, and operation of the HCTDA visitor center.

“Corrina brings a wealth of experience and expertise as an industry veteran to Haywood County. She has a strong track record of success in Elizabeth City and elsewhere, demonstrating significant leadership in creating new visit experiences that build upon community strengths,” says Chris Corbin, HCTDA board chair and General Manager of the Waynesville Inn & Golf Club. “We are excited to welcome her to the community and for her to direct the growth of the visitor economy here in Haywood County.”

In her role in Elizabeth City, Ruffieux led the development of numerous initiatives that resulted in substantial tourism revenue growth for Elizabeth City, including the creation of the Coast Guard Marathon, a national public relations campaign, and several new visitor experiences. She spearheaded Visit Elizabeth City's accreditation by Destinations International through its rigorous Destination Marketing Accreditation Program, a prestigious distinction that defines quality and performance standards in destination marketing and management.

“I am thrilled to be selected to lead Haywood County’s destination marketing and management, building upon a record of innovation and success that makes HCTDA a leader in North Carolina travel and tourism,” says Ruffieux. “I look forward to working with the HCTDA team, the Board, and the many community stakeholders who make Haywood County so special.”

Ruffieux will succeed Lynn Collins, who is retiring after 14 years of leadership as HCTDA’s Executive Director during an era of unprecedented growth for the county’s tourism sector. Ruffieux begins her new role in Haywood County on April 3, 2023.

#### About Haywood County Tourism Development Authority (HCTDA)

HCTDA is the legislatively mandated entity responsible for collecting occupancy taxes for all paid accommodations in the county and determines the allocation of those dollars to drive overnight visitation. The HCTDA collects a 4% occupancy tax and invests those funds in a variety of tourism marketing efforts. The county has a long tradition of tourism marketing, having been one of the first counties in North Carolina to authorize the creation of a TDA to invest in countywide destination promotion. It has enjoyed a reputation for decades as a mountain retreat set among some of the highest mountain peaks in eastern North America and two national parks. For more information, visit [HaywoodTDA.com](https://www.haywoodtda.com).