Randolph County Tourism Development Authority

Annual Report 2025



















Archdale
Asheboro
Franklinville
Liberty
Ramseur
Randleman
Seagrove
Staley
Trinity

Visit the Heart of North Carolina





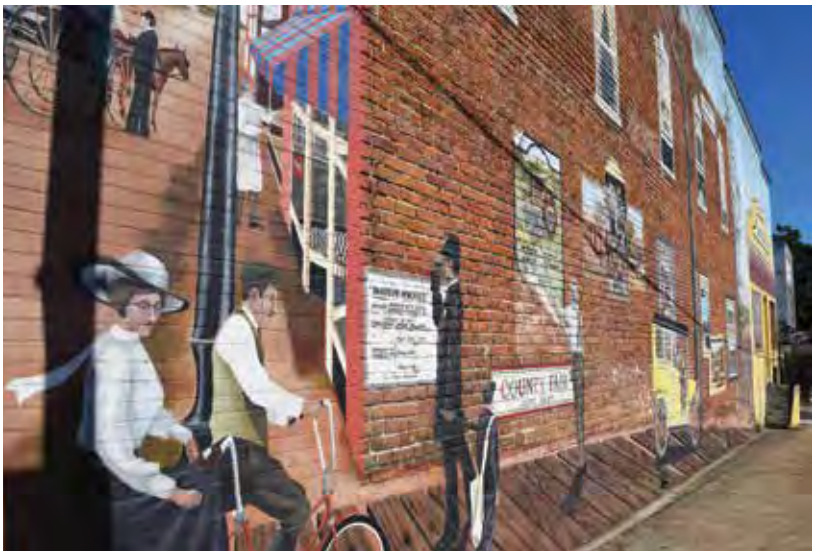
Message from Executive Director - Amber Scarlett

2025 Successes and Outlook

This year's report celebrates our collective commitment to creating exceptional and unforgettable experiences for every visitor to Randolph County, the Heart of North Carolina. Against a backdrop of a record-setting $37.2 billion tourism economy across the state in 2025, our region continues to serve as a vital driver of local economic strength and job creation.

Inside, you'll discover how we've enhanced the visitor journey through expansions at beloved attractions like the North Carolina Zoo, the rich craft heritage of Seagrove, new dining options, improved accessibility, and vibrant family-friendly events. While keeping Randolph County a standout, value-driven destination, our goal remains clear: to ensure every visitor leaves inspired, eager to return, and genuinely connected to our community.

We deeply appreciate our tourism partners and dedicated industry professionals who bring this vision to life every day. Together, we look forward to continuing to innovate, elevate the visitor experience, and share the very best of the Heart of North Carolina with the world.



Overview

The Randolph County Tourism Development Authority (Authority) is a public authority governed by the terms of special legislation granted by the N.C. General Assembly on July 28, 1997 as House Bill 337, An Act to Authorize Randolph County to Levy a Room Occupancy and Tourism Development Tax under the Local Government Budget and Fiscal Control Act. The current tax rate is set at five percent.



Mission

The mission of the Authority is to unify and lead the County in developing the Heart of North Carolina as a family-friendly, affordable, and strategically located destination serving the leisure and business travel, group tour, meeting, and sports and recreational tournament markets.

Vision

With a strong commitment to professional advocacy, we pledge to be a consistent, supportive, and accountable partner in marketing Randolph County as a destination by offering partners and stakeholders and communities enhanced exposure to visitor market opportunities.



Economic Impact Numbers:



- **$92.16 tax relief to each resident of Randolph County as a result of visitor spending**
- **State Tax Revenues: $8.48 million**
- **Local Tax Revenues: $5.10 million**
- **Total payroll generated by tourism industry in Randolph County: $45.21 million**
- **More than 1,167 direct tourism jobs in our county**

Visitor Spending:

Visitors spent $195.19 million in 2025 (a decrease of 2.3% from 2024 | $199.86 million)

(This data is provided by an annual study commissioned by Visit North Carolina, a unit of Economic Development Partnership of North Carolina by Tourism Economics.)

Occupancy Tax Revenues:

- **Occupancy collections decreased 10.5% compared to 2024**
- **ADR (average daily rate) increased 0.1% from 2024**
- **RevPAR (revenue per available room) decreased 10.7% from 2024**
- **Demand for hotel rooms decreased 9.2% when compared to 2024**
- **Revenues increased 9.5% when compared to 2024 as a whole**

*(*This report analyzes a variety of tourism indicators and comparisons to previous years where applicable. While virtually every chain in the United States provides Smith Travel Research (STR) with data on almost all properties, there are still some hotels that do not submit data. However, every year STR examines listings and directories for information on hotels that do not participate. STR calls each hotel in the database every year to obtain "published" rates for multiple categories. Based on this information all hotels are grouped – those that report data and those that do not – into groupings based off price level and geographic proximity. They then estimate the non-respondents based on nearby hotels with similar price levels.)*

Historical Growth in Revenues:

Overall tax revenue distributions to the Authority for calendar year 2025 were:
$1,392,988 compared to 2024 revenues of $1,523,584; this was a 8.57% decrease in revenues from 2024

*(*Occupancy tax revenue reports are provided by Randolph County Finance Office)*





Art in the Heart – Visual Arts

"Visual art is the expression of an individual's thoughts, feelings or message but when viewed by others it can become so much more. Art can evoke an emotion, spark a memory, bring one to tears or simply put a smile on someone's face."
- Rose Longuillo, Randolph Arts Guild

Destination Data –

32 attractions surveyed:

- 2025 Attendance #'s – **1,644,740** *(3.5% decrease from 2024)*

Domestic Top States:

- **North Carolina**
- **Ohio**
- **Florida**
- **Pennsylvania**
- **South Carolina**
- **Illinois**
- **Virginia**
- **Michigan**
- **Georgia**
- **New York**

Domestic NC Metro:

- **Raleigh/Durham/Chapel Hill/Cary**
- **Greensboro/Winston-Salem/High Point/Burlington**
- **Charlotte/Gastonia/Concord/Kannapolis**
- **Greenville/New Bern/Jacksonville**
- **Wilmington/Southport**
- **Hickory/Statesville/Salisbury**
- **Fayetteville/Lumberton/Laurinburg**
- **Rocky Mount/Wilson/Roanoke Rapids**
- **Pinehurst/Southern Pines**
- **Asheville/Brevard**

Requests from International Countries:

- **Canada**
- **Brazil**
- **Australia**
- **Germany**



Top Visitor Requests:

- **Heart of NC Travel Guide**
- **Seagrove Pottery**
- **North Carolina Zoo**
- **Deep River State Trail**
- **NC Aviation Museum**
- **Downtown Asheboro**
- **Linbrook Heritage Estate**
- **Petty Family Attractions**
- **Victory Junction**
- **Millstone Creek Orchards & Cider House**

I-73/74 Visitor Centers Statistics:

- **Greeted: 129,088** for a 3.5% decrease from 2024's 133,827 visitors greeted
- **Distribution of Heart of NC Travel Guides: 41,200** - compared to 40,000 in 2024
- **Distribution of NCDOT Road Maps: 26,250** - compared to 30,000 in 2024
- **Distribution of NC Travel Guides: 21,000** - compared to 28,850 in 2024
- **Domestic Guest Registries: 3,319** - compared to 2,933 in 2024
- **International Guest Registries: 78** compared to 23 in 2024
- **Events:**
  - **National Popcorn Day**
  - **Serving with Heart in the Heart of North Carolina**
  - **National Pie Day**
  - **National Walking Day**
  - **National Travel and Tourism Week**
  - **National Doughnut Day**
  - **National Freeze Pop Day**
  - **Senior Citizens Day**
  - **National Coffee Day**
  - **Operation Thank You**





Art in the Heart–Sculpture Arts

"Filled with handmade clay models that display the artist's creative touch to the final product of bronze sculpture where the craftsmanship and attention to detail will last for centuries, Carolina Bronze makes permanent snapshots of points in time."
- Ed & Melissa Walker, Carolina Bronze Sculpture Foundry

Social Media Review & Website –

@HNCVB @TheHeartofNC

Facebook – Heart of NC:

- **Total followers – 10,900; NEW followers: 1,500** (an increase of 10% from 2024)
- **Page visits – 17,500** (a decrease of 54% from 2024)
- **Page reach – 877,105** (a increase of 74% from 2024)

Instagram – Heart of NC:

- **Total followers – 5,150; NEW followers: 1,100** (an increase of 24.76% from 2024)
- **Profile visits – 2,900** (a decrease of 12% from 2024)
- **Profile reach – 126,676** (an increase of 57.23% from 2024)

Facebook – Seagrove, Pottery Capital of the US:

- **Total followers – 5,550; NEW followers: 1,500** (an increase of 24.5% from 2024)
- **Page visits – 17,800** (an increase of 52.49% from 2024)
- **Page reach – 671,713** (an increase of 285.02% from 2024)



Facebook – I-73/74 Visitor Centers:

- **Total followers – 1,944; NEW followers: 13** (an increase of .67% from 2024)
- **Page visits – 662** (a decrease of 21.66% from 2024)
- **Page reach – 10,664** (an decrease of 1.14% from 2024)



Website Stats:

- **Number of Visits in 2025 – 175,048**
- **Page Views in 2025 – 312,338**

Top 10 URLS & Pages:

- **50 Fabulous Finds in the Heart of NC**
- **Events**
- **Heart of North Carolina**
- **Things To Do**
- **Things To Do - Seagrove Pottery**
- **Things To Do - Outdoor Fun**
- **Things To Do - Attractions and Museums**
- **Food & Drink - Local Dining**
- **Guest Registry Form**
- **Food & Drink**

Links from External Pages:

- **(not set)**
- **Google.com**
- **LibertyAntiquesFestival.com**
- **Chstoday**
- **Bing.com**
- **Facebook.com**
- **M.Facebook.com**
- **VisitNC.com**
- **AsheboroNC.gov**
- **EastAds.simpli.fi**



Top Key Phrases:

- **Things To Do**
- **Things To Do - Seagrove Potters**
- **Cities & Towns - Asheboro**
- **Home**
- **Food & Drink Local Dining**
- **Places to Stay - Hotels**
- **Cities and Towns - Liberty**
- **Events**
- **Cities and Towns - Randleman**
- **Cities and Towns - Archdale**

Art in the Heart – Music Arts

"The Liberty Showcase is blessed to be a cornerstone of community pride of the town of Liberty. Who would think you could see your favorite artist in such an intimate environment, in a small town . . . we are so thankful to continue cultivating those experiences" ***- Leslie Brown, Liberty Showcase Theater***

Public Relations –

Our Media Coverage in 2025:

- **227 Total placements across social media posts by media/influencers/content creators, broadcast, YouTube, email blasts**
- **4.5M Total estimated views across all platforms except print**
- **2.6M Print Circulation**
- **7.1 million estimated media impressions -** the equivalent of 63% of North Carolina residents
- **54 Online editorial placements with estimated views of 3.8M**
- **6 Print placements with print circulation of 2.63M**
- **60 Average Domain Authority**
- **7 TV and radio segments**
- **8 Media Email Blast inclusions**
- **10 Links back to HeartofNorthCarolina.com in online media**
- **68 Partners/small businesses featured**
- **6 Municipalities featured with holiday events**
- **12 Events across Randolph County**
- **21 Media hosted at events, media tours, and experiences this year**

Social Media Generated by Media:

- **698K - Social media post views in 2025**
- **158 - Social posts from media**
- **15.4K - Social shares of media stories**
- **540K - Instagram reel reach**



The Wandering Foxes visiting the Postcard Cabins in Asheboro

Media Highlights | Big Wins!

- Top media editorial scores included TWO **SouthernLiving.com** articles: one on **Asheboro** and one on **Seagrove.**
- We had first-time coverage with **WXII** and National Public Radio affiliate **WFDD** in Winston-Salem.
- We also had first-time content creator experiences with **@WilmingtonMom** in Wilmington, NC; **@WanderingFoxes** out of Charleston; **@Crocodile Cam's** unique reptile-centric social media following allowed us to introduce a brand-new audience to the **North Carolina Zoo** with 23 social media posts.
- Statewide media outlets **Cardinal & Pine, Carolina Country,** and **Our State** continued to be important pitch targets that also delivered.
- **Fodors Travel** was landed through our partnership and team hosting with VisitNC; **Seagrove** received national visibility as one of America's most colorful small towns.
- Artsy Small Town Media Tour in April 2025 with four key media contacts. We also hosted a shorter, focused media tour this fall with four media guests at the **Seagrove Pottery Event Weekend** and **Millstone Creek Orchards.**
- We leaned into daytrip or short, overnight hosting for events such **RhinoLeap Production's "Sense and Sensibility," the RhinoLeap Summer Concert Series at Holly Ridge Golf Links, Kersey Valley Spookywoods and Kersey Valley Christmas events.**
- Most frequently featured destinations in both social media, print, online and eblasts were **Seagrove** (48 media mentions; an additional 28 businesses mentioned by name); **North Carolina Zoo** (57 mentions); and **Downtown Asheboro** (19 mentions).

Art in the Heart – Theater Arts

"RhinoLeap does theater to remind us that we are not alone. In an age when most of our communication happens in front of a screen, this gathering is vital . . . to watch a RhinoLeap play unfold right in front of them for the very first time . . . it's immediate, objective, and powerful." ***- Jeremy Skidmore, RhinoLeap Productions***

Visual Advertising – Advertising Partners + Print & Digital:

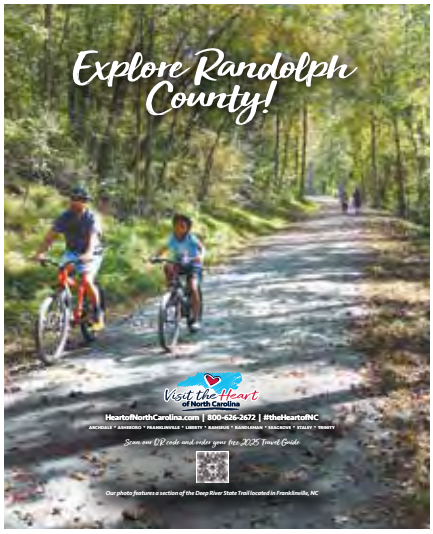
(Over 175 advertisements, both print & digital, designed and placed with a variety of advertisers for 2025 in addition to other print materials, photography, & signage)

- American Legion Tournament Program
- Carolina Traveler
- Chapel Hill Magazine
- Chatham Magazine
- Compass Media / Fall Getaways
- Courier-Tribune
- DPAC & Tanger Playbill
- Durham Magazine
- Family Travel Magazine
- Military Families Magazine & Digitals
- NC Field & Family Magazine
- NC Travel Guide
- O'Henry Magazine
- Our State Magazine
- QC Exclusive
- Raleigh Magazine & Digitals
- SAPA Pottery Programs & Potters Conference
- SportsEvents Magazine
- The Heritage Guide
- The Local Palate
- The Randolph Hub
- Triangle Weekender
- Triangle Digital Partners
- Visit NC / Outside Magazine



2025 Travel Guide Cover





Full Page Ads - ***Chapel Hill, Chatham, Durham, O'Henry, & Our State Magazines***



1/4 Page Ad - ***NC Travel Guide Ad***



Double-Page Spread Ad - ***Chapel Hill Magazine***



Double-Page Spread Ad - ***Chatham Magazine***

Photography



Visitor Center Signage



New Visitor Guide & Seagrove Pottery Photography

Award Winners for 2025:



Hospitality Hero Award
- Addie Corder -
Downtown Asheboro, Inc. Executive Director



Mary Joan Pugh Excellence in Hospitality Award
- Randolph County Administration -

TDA Board of Directors:

- **David Caughron,** Chairman
- **Rebecca Petty Moffitt,** Vice Chair
- **Leslie Brown**
- **Barbara Gallimore**
- **Luke Hollingsworth**
- **Ross Holt**
- **Shawn Patel**
- **Amy Struble**
- **Diane Villa**

Meet Our Team:

- **Amber Scarlett,** Executive Director
- **Brooke Thomas,** Director of Office Administration/Clerk to the Board
- **Melody Varner,** Tourism Marketing Coordinator
- **Wes Alexander,** Digital Content Coordinator
- **Doyle Craven,** Tourism Services Coordinator
- **Annette Cagle,** Director of Visitor Services & Information
- **Matthew Jarrett,** Tourism Information Coordinator
- **Christy Kiser,** Tourism Information Coordinator
- Part-Time Travel Information Counselors:
  Mark Burks, Sherry Burks, Donovan Davis, JoAnne Higgins, Benita McNeill, Rea Richardson, Alisa Routh, & Carole Thorsen

Collaboration Team:

- **Kenny Kidd,** Liaison to the Board of County Commissioners
- **Michael McKenzie,** Ex-Officio Finance Officer
- **Heather Dorsett,** Dorsett Consulting, LLC
- **Susan Dosier,** DK Communications Group
- **Richard Schoenberger,** Manor House Creative
- **Mike Southard,** Triad Hosting, Inc.













TDA and Visitor Center Staff in action - 2025

Visit the Heart of North Carolina

Heart of North Carolina Visitors Bureau
500 Albemarle Rd, Asheboro, NC 27203
800-626-2672
HeartofNorthCarolina.com