

**VISIT  
ROWAN  
COUNTY**

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NORTH CAROLINA

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*Be an original.®*

**DESTINATION  
MARKETING REPORT**

APRIL 2024



# LODGING MARKET DATA

## HOTELS

Occupancy (%)	2024												Year to Date as of 3/31			
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2022	2023	2024
This Year	74.9	68.7	64.6	63.6	64.6	66.6	71.9	63.7	60.4	54.1	65.7	69.4	73.9	68.1	67.9	63.0
Last Year	78.0	71.5	71.8	78.2	67.5	69.6	70.7	71.0	65.9	66.6	69.2	71.5	74.9	53.9	68.1	69.6
Percent Change	-4.0	-3.9	-10.0	-18.6	-4.3	-4.3	1.6	-10.2	-8.3	-18.8	-5.0	-3.0	-1.3	26.4	-0.3	-9.6

ADR	2024												Year to Date as of 3/31			
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2022	2023	2024
This Year	114.53	115.53	106.15	108.11	103.56	110.28	116.51	106.51	98.92	98.91	102.03	106.60	114.96	97.10	109.94	102.86
Last Year	107.34	109.80	107.56	105.31	112.12	114.52	117.17	108.26	102.28	109.33	110.60	110.41	114.54	74.48	97.10	109.29
Percent Change	6.7	5.2	-1.3	2.7	-7.6	-3.7	-0.6	-1.6	-3.3	-9.5	-7.7	-3.5	0.4	30.4	13.2	-5.9

RevPAR	2024												Year to Date as of 3/31			
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2022	2023	2024
This Year	85.77	79.37	68.62	68.78	66.92	73.43	83.72	67.88	59.78	53.51	67.06	73.95	84.93	66.11	74.60	64.76
Last Year	83.76	78.49	77.22	82.31	75.69	79.67	82.89	76.86	67.43	72.84	76.55	78.96	85.77	40.12	66.11	76.10
Percent Change	2.4	1.1	-11.1	-16.4	-11.6	-7.8	1.0	-11.7	-11.4	-26.5	-12.4	-6.3	-1.0	64.8	12.9	-14.9

Revenue	2024												Year to Date as of 3/31			
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2022	2023	2024
This Year	2,040,451	1,951,107	1,632,488	1,690,739	1,644,984	1,746,968	2,058,057	1,614,867	1,469,452	1,315,461	1,488,906	1,817,882	2,020,454	3,092,941	3,490,385	4,622,252
Last Year	1,992,686	1,929,445	1,837,035	2,023,365	1,860,611	1,895,367	2,037,618	1,828,569	1,657,677	1,790,619	1,699,767	1,940,974	2,040,451	1,876,986	3,092,941	5,431,362
Percent Change	2.4	1.1	-11.1	-16.4	-11.6	-7.8	1.0	-11.7	-11.4	-26.5	-12.4	-6.3	-1.0	64.8	12.9	-14.9

## AirBnb & VRBO

Occupancy (%)	2024												Year To Date	
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2024
This Year	54.8%	44.4%	44.2%	60.9%	62.0%	49.8%	42.9%	36.4%	31.5%	18.3%	19.3%	31.3%	31.2%	25.4%

ADR	2024												Year To Date	
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2024
This Year	\$203.00	\$139.00	\$169.00	\$197.00	\$293.00	\$211.00	\$143.00	\$138.00	\$144.00	\$120.00	\$125.00	\$133.00	\$133.00	\$129.00

RevPAR	2024												Year To Date	
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2024
This Year	\$113.00	\$58.00	\$74.00	\$120.00	\$182.00	\$105.00	\$61.00	\$50.00	\$51.00	\$22.00	\$24.00	\$41.00	\$42.00	\$33.00

Revenue	2024												Year To Date	
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2024
This Year	\$174,863.00	\$184,323.00	\$221,240.00	\$291,346.00	\$222,741.00	\$219,287.00	\$243,403.00	\$228,085.00	\$199,008.00	\$107,545.00	\$111,474.00	\$207,446.00	\$213,006.00	\$644,929.00

\*Information from Key Data - this information is not as up to date as Smith Travel, but it provides a sound look at the market.



## EMAIL NEWSLETTER

The strategy for Rowan County Tourism’s email newsletter is to provide direct access to more information about upcoming activities and things to do in Rowan County. The email newsletter provides direct links to calendar listings and blog posts with more information about packages, things to do, places to see and activities to join in Rowan County.

### YTD AS OF APRIL 30, 2024

**AVERAGE OPEN RATE**  
33.86%

**SUBSCRIBERS**  
4,969

**2024 BENCHMARKS:** 36% Open Rate / 5,150 Subscribers



#### MAY IN ROWAN COUNTY

Welcome to our monthly guide to exploring Rowan County! As May unfolds, our charming corner of North Carolina comes alive with a plethora of events and activities to delight visitors of all ages. From Cheerwine Festival to picking your own strawberries and more, there's no shortage of reasons to make Rowan County your destination this month. Join us as we navigate through the exciting lineup of events, highlighting the best experiences that await you in our vibrant community.

[READ MORE](#)



EXPERIENCE ORIGINAL  
**Guide: Jiggy with the Piggy 2024**



EXPERIENCE ORIGINAL  
**Your Guide to the 2024 Cheerwine**

## VISITROWANCOUNTYNC.COM

The strategy for Rowan County Tourism’s website is to create a user friendly experience for locals and visitors as they explore and learn more about Rowan County as a destination.

### YTD AS OF APRIL 30, 2024

**PAGEVIEWS**  
115,481

**USERS**  
51,226

**2024 BENCHMARKS:** 640,000 Pageviews / 250,000 Users



## RIPE ONLINE BOOKING PLATFORM

### YTD AS OF MAY 14, 2024

**Reservations:** 74

**Room Nights:** 106

**ADR:** \$145

**Revenue:** \$15,354

**Package Bookings:** 57

**2024 BENCHMARKS:** 560 Reservations / 695 Nights

**Book Your Stay & Save in Rowan County!**

Check to see if your dates qualify for rewards:

Check-in - Check-out    Guests 1    SEARCH

# SOCIAL MEDIA

The strategy for Rowan County Tourism's social media platforms is to engage with locals and visitors by sharing upcoming activities, and encouraging short drive and regional visits to Rowan County. A consistent and strategic posting schedule is used across Facebook, Instagram, Twitter and our blog.

YTD AS OF APRIL 30, 2024

## FACEBOOK

<b>FOLLOWERS</b> 30,569	<b>IMPRESSIONS</b> 564,230	<b>REACH</b> 486,891	<b>ENGAGEMENT</b> 31,510
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## X

<b>FOLLOWERS</b> 2,289	<b>VIEWS</b> 7,451	<b>ENGAGEMENT</b> 206
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## INSTAGRAM

<b>FOLLOWERS</b> 4,224	<b>IMPRESSIONS</b> 76,390	<b>REACH</b> 30,925	<b>ENGAGEMENT</b> 2,434
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## TIKTOK

<b>FOLLOWERS</b> 732	<b>LIKES</b> 40
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## TOTAL SOCIAL MEDIA IMPACT YTD

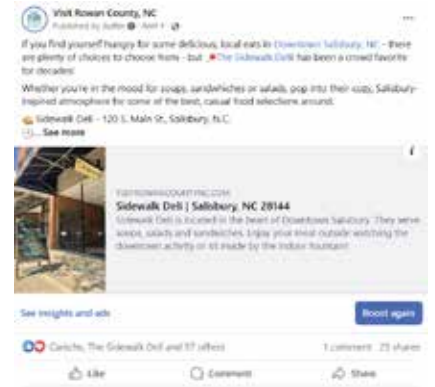
<b>TOTAL FOLLOWING</b> 37,814	<b>TOTAL ENGAGEMENT</b> 34,190
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2024 BENCHMARKS: 38,700 Followers / 110,000 Engagements

## BLOG POSTS

<b>VIEWS</b> 10,680	<b>POSTS</b> 32
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2024 BENCHMARKS: 42,000 Views / 80 Posts



# INFLUENCER PARTNERSHIPS

YTD AS OF APRIL 30, 2024

**@JENNA.AND.HER.GENTS**  
TIKTOK / INSTAGRAM

Videos: 5 / 5

Views: 365,700 / 253,500

Likes: 31,255 / 5,223

Saves: 265 / 56

Comments: 272 / 59

Locations: Grove Cartel Brewing Company, Meadows at the Grove Cartel, Kingpin Bowling, Downtown Kannapolis, Waters Edge, James' Sweet Spot, Decadence Popcorn, Kannapolis Cannon Ballers' Stadium, Cheerwine Festival (2023),



**@LITTLEMERD**  
TIKTOK / INSTAGRAM

Videos: 2 / 2

Views: 23,700 / 12,534

Engagements: 1,701 / 276

Locations: The Fun Factory, Dan Nicholas Park



**@MAGNOLIAMEGAN**  
INSTAGRAM

Videos: 1

Views: 53,700

Engagements: 1,091

Locations: Downtown Salisbury's Wine About Winter

**@JENNA.BLACK.21 / @JENNABLACKREALTOR**  
TIKTOK / INSTAGRAM

Videos: 1 / 1

Views: 15,300 / 7,356

Engagements: 654 / 222

Locations: Flynn's Village Grill, Historic Gold Hill



**@HOUSEOFHENSEN**  
INSTAGRAM

Videos: 1

Views: 31,200

Engagements: 1,100

Locations: N.C. Transportation Museum

## YTD TOTAL INFLUENCER IMPACT

**VIEWS**  
762,990

**ENGAGEMENTS**  
42,174

**2024 BENCHMARKS:** 5,000,000 Views / 430,000 Engagements

## TOTAL DIGITAL IMPACT

YTD as of APRIL 30, 2024

**ENGAGEMENT**  
204,206

**REACH**  
1,419,387

\*Total Engagement includes email opens, pageviews, total social media impact engagement, blog views & total influencer impact engagement.

\*Total Reach includes email subscribers, pageviews, Facebook reach, Twitter views, Instagram reach, Influencer Impact Views & blog views.

**2024 BENCHMARKS:** 1,400,000 Engagement / 8,000,000 Reach

## HISTORIC SALISBURY TROLLEY

The F&M Bank Trolley System is running for private events and weddings.

**2024 YTD BOOKINGS:** 115

**Bookings over next 90 days:** 22

**2024 YTD Revenue:** \$22,456.57

**2024 BENCHMARKS:** 140 Bookings



## PAID MARKETING PLACEMENTS

YTD as of APRIL 30, 2024

MONTH	PLACEMENTS
January	28
February	26
March	28
April	37
<b>Total</b>	<b>119</b>

**2024 BENCHMARKS:** 550 Placements

\*Paid placements include, but is not limited to: social media, Google Pay Per Click Ads, outdoor billboards, XM radio, Our State placements, Influencer placements, Cannon Ballers partnership.

# STAY & PLAY OVERNIGHT PACKAGES

## 2024 PACKAGES

**Wine About Winter:** 18 Packages / 19 Room Nights

**VISA:** 16 Packages / 26 Room Nights

**St. Patrick's Day Train:** 1 Package / 1 Room Night

**DOWT:** 15 Packages / 26 Room Nights

**Cheerwine Festival:** 14 Packages / 20 Room Nights

**Jiggy with the Piggy:** 2 Packages / 5 Room Nights

**Spring Patterson:** 1 Package / 1 Room Night



**2024 YTD:** 67 Packages / 98 Room Nights

**2024 BENCHMARKS:** 580 Packages / 775 Room Nights

## PARTNER ENGAGEMENT

**YTD Site/Event Visits:** 6

**2024 BENCHMARKS:** 24

**YTD Partner Relationship Visits:** 17

**2024 BENCHMARKS:** 24

**PR ENGAGEMENTS:** 8

**2024 BENCHMARKS:** 18



# GROUP SALES

EVENT DATE	GROUP NAME	SUPPORT TYPE	CVB INVESTMENT	ROOM NIGHTS	EVENT-VISITOR REALTED ECONOMIC IMPACT (YTD)
April 27, 2024	The Great Steak Cookoff	Administrative/Lodging	0	22	TBD
July 2024	Dragon Boat	Lodging	3,000	17	TBD
July 2024	Southeastern Little League Tournament	Lodging	\$15,000	TBD	TBD
July 2024	Rowan Salisbury School System-Local Seminar	Lodging	TBD	20	TBD
September 5-8, 2024	Smokeout	Lodging	\$22,500	TBD	TBD
November 1-2, 2024	Balloon Glow & Laser Show	Lodging	\$3,000	TBD	TBD
November 13, 2024	NC Main Street & State Historic Preservation	Lodging	TBD	40	TBD
<b>Total</b>			<b>43,500</b>	<b>99</b>	<b>TBD</b>

YTD 2024: 7 Groups / 99 Room Nights

2024 BENCHMARKS: 7 Groups / 850 Room Nights

# TOURISM SUPPORT

EVENT MONTH	GROUP NAME	SUPPORT TYPE	CVB INVESTMENT	ROOM NIGHTS	EVENT-VISITOR REALTED ECONOMIC IMPACT (YTD)
January	NCTM	Lodging	TBD	10	TBD
February	Wine About Winter	Package	\$1,260	23	\$136,954
April	Earth Day Jam	Lodging, Package	\$3,000	18	TBD
May	Piedmont Players Theatre	Lodging	\$292	2	\$4,886
May	Three Rivers Land Trust	Lodging	TBD	2	TBD
May	Kannapolis- Jiggy with the Piggy	Hospitality-Title Sponsor	\$5,000	5	TBD
May	Salisbury Sculpture Show	Lodging	TBD	7	TBD
May	Cheerwine Festival	Lodging, Hospitality, Package	\$7,500	38	TBD
July	Dragon Boat Festival	Lodging, Hospitality	\$3,000	17	TBD
November	Balloon Glow & Laser Show	Lodging, Package	\$3,000	TBD	TBD
<b>Total</b>			<b>\$23,052</b>	<b>122</b>	<b>\$141,840</b>

YTD 2024: 10 Fulfilled Requests / 122 Room Nights

2024 BENCHMARKS: 16 Fulfilled Requests / 850 Room Nights

# WHAT'S AHEAD

- Strawberries at Patterson Farm
- Farmers markets
- Cannon Ballers
- Cheerwine Festival
- Gold Hill's 200th Anniversary Celebration
- Pops at the Post
- Juneteenth
- Promotion of overnight stay packages
- Summer marketing



