

Rowan County Tourism Board Report

April 2025

This report provides a comprehensive overview of Rowan County's tourism performance metrics, partnerships, and upcoming initiatives as of April 2025.

Digital Marketing Performance

Our website VisitRowanCountyNC.com has shown strong performance in the first quarter of 2025:

104,075

Pageviews

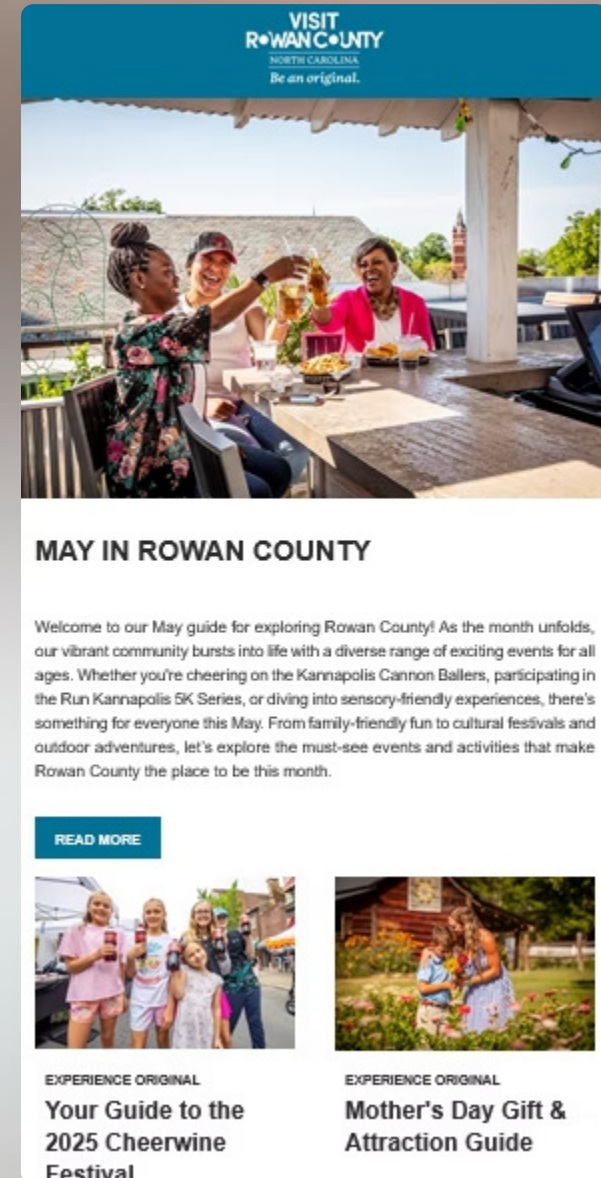
Progress toward 2025 benchmark of 532,000

49,115

Users

Progress toward 2025 benchmark of 237,000

Our email newsletter continues to perform above industry standards with a 34.28% open rate (benchmark: 31.8%) and 5,175 subscribers (benchmark: 5,280).



Social Media & Blog Performance

Social Media Impact YTD

As of April 30, 2025, our social media channels have achieved:

- Total Following: 46,599 (benchmark: 47,000)
- Total Engagement: 56,371 (benchmark: 154,000)

Blog Performance

Our blog content has generated:

- Views: 17,052 (benchmark: 60,900)
- Posts: 43 (benchmark: 95)



We continue to focus on creating engaging content that showcases Rowan County's attractions and events to drive visitor interest.

Influencer Partnerships

YTD as of April 30, 2025, we've collaborated with several influential content creators:

@JENNA.AND.HER.GENTS

- Videos: 2
- Views: 75,757
- Engagements: 1,841
- Locations: Downtown Salisbury's Wine About Winter, Cheerwine Festival

@KIDSTAKECHARLOTTE

- Videos: 2
- Views: 30,750
- Engagements: 1,585
- Locations: Piedmont Player's The Little Mermaid Jr., Patterson Farm's Egg-Cellent Adventure

@HOUSEOFHENSEN

- Videos: 1
- Views: 36,363
- Engagements: 2,278
- Locations: NCTM's Easter Bunny Express

Total Influencer Impact YTD: 142,870 views and 5,704 engagements (2025 benchmarks: 2,500,000 views / 132,000 engagements)

Total Digital Impact

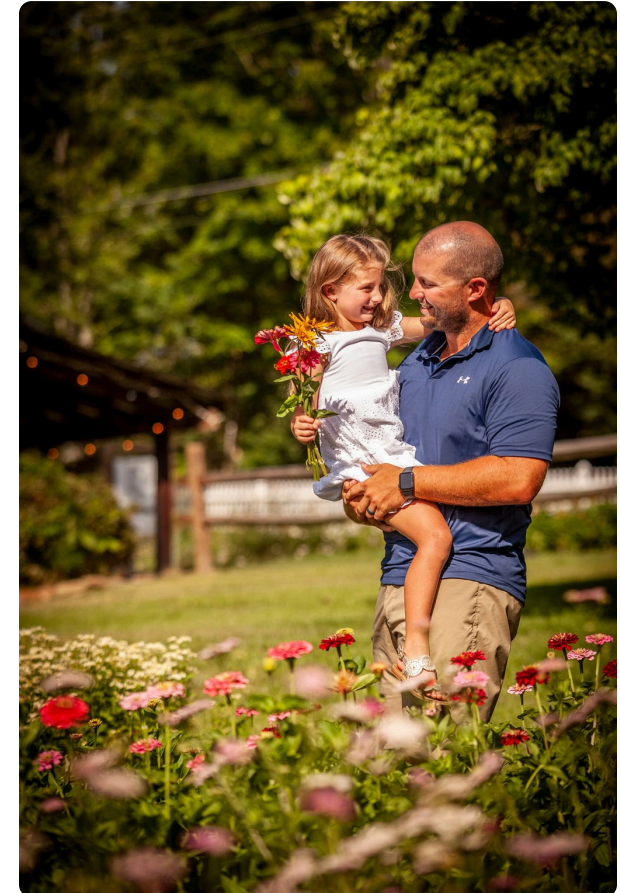


184,975

Total Engagement

Current engagement across all
digital platforms

2025 Benchmark: 915,000 annual
engagement target



YTD as of April 30, 2025, our total digital engagement across all platforms stands at 184,975, working toward our 2025 benchmark of 915,000 engagements. This metric encompasses website interactions, social media engagement, email newsletter activity, and influencer campaign performance.

Partnerships & Community Engagement

Historic Salisbury Trolley

- 2025 YTD Bookings: 117
- Bookings over next 90 days: 13
- 2025 YTD Revenue: \$24,674.10
- 2025 Benchmarks: 200 bookings



Paid Marketing Placements

YTD as of April 30, 2025:

January	25
February	29
March	31
April	38
Total	123

2025 Benchmarks: 550 placements

Partner Engagement YTD: 8 Site/Event Visits (benchmark: 24), 15 Partner Relationship Visits (benchmark: 65), and 7 PR Engagements (benchmark: 30).

Tourism Support Investments

January: NCTM-Yearly Lodging

Lodging support: \$5,497 | 35 room nights |
Economic impact: \$11,590

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February: Wine About Winter

Package support: TBD | 52 room nights |
Economic impact: \$56,450

March: NC Interscholastic Cycling League

Hospitality support: \$1,000 | 6 room nights |
Economic impact: \$36,839

3

4

April: Earth Day Jam & Sculpture Show

Lodging support: \$6,000 | 20 room nights |
Economic impact: \$2,181 (Sculpture Show)

May: Cheerwine Festival

Lodging & package support: \$5,000 | 51 room
nights | Economic impact: \$5,711,731

5

6

July: Dragon Boat Festival & Piedmont Players Theater

Lodging support: \$6,000 | 38 room nights |
Economic impact: \$28,258

YTD 2025: 8 Fulfilled Requests / 202 Room Nights (2025 Benchmarks: 25 Fulfilled Requests / 880 Room Nights) | Total investment: \$23,497 | Total economic impact: \$5,847,049

Group Sales Performance

Date	Event Name	Support Type	Investment	Room Nights	Economic Impact
February 27-28, 2025	Rowan Salisbury School System- A Day in a District	Lodging	\$0	10	\$5,000
March 21, 2025	Salisbury Youth Council	Lodging	\$0	42	\$14,504
March 19-22, 2025	Statewide Succession Planning Workshop	Lodging	\$169	1	\$331
June 2025	Preservation North Carolina	Lodging	\$0	30	\$9,900
July 2025	Dragon Boat	Lodging	\$3,000	15	\$18,200
September 2025	The SmokeOut	Lodging	\$20,000	315	\$427,400
October 7-8, 2025	Cycle NC	Administrative	TBD	TBD	TBD
October 8-9, 2025	YMCA Conference	Lodging	\$3,000	150	\$61,800
2025	The Next Generation Academy	Lodging	TBD	TBD	TBD

YTD 2025: 9 Groups / 563 Room Nights (2025 Benchmarks: 13 Groups / 750 Room Nights) | Total investment: \$26,169 | Total economic impact: \$532,135

RIPE Online Booking Platform Performance

YTD as of May 20, 2025

- Reservations: 86
- Room Nights: 118
- ADR: \$166
- Revenue: \$19,609
- Package Bookings: 84

YTD as of May 20, 2024

- Reservations: 77
- Room Nights: 109
- ADR: \$150
- Revenue: \$16,000
- Package Bookings: 61

2025 Benchmarks

- Reservations: 600
- Room Nights: 785

YTD as of May 20, 2025 data for Reservations, Room Nights, ADR, Revenue, and Package Bookings is pending.

Stay & Play Packages



Current Package Performance

Wine About Winter: 41 Packages / 52 Room Nights

VISA: 21 Packages / 34 Room Nights

Spring in Rowan County: 7 Packages / 12 Room Nights

Cheerwine Festival: 20 Packages / 29 Room Nights

Day Out with Thomas: 22 Packages / 32 Room Nights

Brew & Choo: 0 Packages / 0 Room Nights



Upcoming Packages

Summer Fun in Rowan County

Bell Tower BREWFEST

Autumn Adventures in Rowan County

OctoberTour

Balloon Glow & Laser Show

Christmas in Rowan County

Polar Express

\$100 VISA Gift Card Giveaway

2025 YTD: 111 Packages / 159 Room Nights (2025 Benchmarks: 575 packages / 835 room nights)



What's Ahead



Seasonal Attractions

Strawberry season at Patterson Farm is now underway, offering visitors a chance to enjoy fresh local produce and family-friendly activities. Local farmers markets are also opening throughout the county, providing access to fresh, locally-grown products.



Sports & Events

The Cannon Ballers baseball season is in full swing, offering exciting family entertainment. Various spring events are scheduled throughout the county, providing diverse activities for visitors and locals alike.



Marketing Initiatives

We're actively promoting our Summer Stay & Play package to attract visitors during this beautiful season. Our team is also looking ahead to fall events and packages, developing compelling offerings to drive tourism during the peak travel season.

Hotel Performance Metrics

	February	March	April	YTD as of 4/30
Occupancy (This Year)	64.1%	76.4%	74.6%	68.0%
Occupancy (Last Year)	65.7%	69.4%	73.9%	65.7%
ADR (This Year)	\$107.99	\$111.06	\$114.99	\$109.67
ADR (Last Year)	\$106.60	\$114.98	\$100	\$102.86
RevPar (This Year)	\$69.21	\$84.80	\$84.82	\$74.54
RevPar (Last Year)	\$67.11	\$73.95	\$84.94	\$69.81
Revenue (This Year)	\$1,536,641	\$2,084,658	\$2,017,800	\$7,093,503
Revenue (Last Year)	\$1,490,102	\$1,817,882	\$2,020,778	\$7,093,503

Hotel performance metrics show positive year-over-year growth in occupancy, ADR, RevPar, and overall revenue.