



## Rowan County Tourism: April 2026 Month in Review

April built strong momentum across Rowan County Tourism as spring visitation reached its peak and attention shifted toward early summer travel planning. Our efforts focused on elevating signature events, strengthening destination storytelling, and driving engagement through experience-led content that encouraged both day trips and overnight stays. Through strategic partnerships, influencer collaborations, and targeted campaigns, we continued to expand reach while positioning Rowan County as an accessible, value-driven destination amid a dynamic and cost-conscious travel environment.

# April: Month at a Glance

## Strategic Focus Areas

- Capital Projects Advancement
- Partnership & Relationship Development
- Seasonal Content & Experiences
- Tourism Investment & Support

## Key Accomplishments

**What We Built:** RailWalk development completed, Annual Hospitality Night, summer communications, Southern Living feature, Cherry Treesort new treehouse pitch

**What We Told:** April events & events in the arts, Tractors & Trains, Cannon Ballers Home Games, Earth Day Jam, Cheerwine Festival, Day Out with Thomas, Stay & Play Packages, America 250, New Sarum's AnniBEERsary, farmers markets, Plant Lovers & Book Lovers guides to Rowan County, Dan Nicholas Park, Patterson Farm's Pick-Your-Own Strawberries, Mother's Day, Discover Fun in Kannapolis, wedding trolley rentals, and Food Freaks Hidden Gems.

**Who/What We Engaged:** Kannapolis Cannon Ballers, Dan Nicholas Park, Food Freaks Hidden Gems, Patterson Farms, Southern Living Magazine, Tourism & Hospitality Partners.

# Hotel & Lodging Data

	February	March	April	YTD as of 4/30
Occupancy (This Year)	66.9%	72.2%	73.4%	68.3%
Occupancy (Last Year)	64.1%	76.4%	74.6%	68.0%
ADR (This Year)	\$110.15	\$110.67	\$117.53	\$112.39
ADR (Last Year)	\$106.18	\$111.06	\$113.68	\$109.67
RevPar (This Year)	\$73.61	\$80.22	\$86.54	\$76.75
RevPar (Last Year)	\$68.95	\$84.80	\$84.82	\$74.54
Revenue (This Year)	\$1,634,461	\$1,971,950	\$2,058,793	\$7,303,156
Revenue (Last Year)	\$1,531,060	\$2,084,658	\$2,017,800	\$7,093,503

# Tourism Capital Projects: Building Our Future

Strategic infrastructure investments are shaping the experiences, stories, and sense of place that visitors remember and share. These projects strengthen Rowan County's brand identity while supporting local pride, and long-term economic vitality by creating spaces that connect residents and visitors to our culture, history, and natural assets.

01

## RailWalk & Farmer's Market

Status: Complete. Maintenance Contracts in Place.

03

## Website Redesign

Status: Under Construction.

05

## Replacement Trolley

Status: Planning Phase.

02

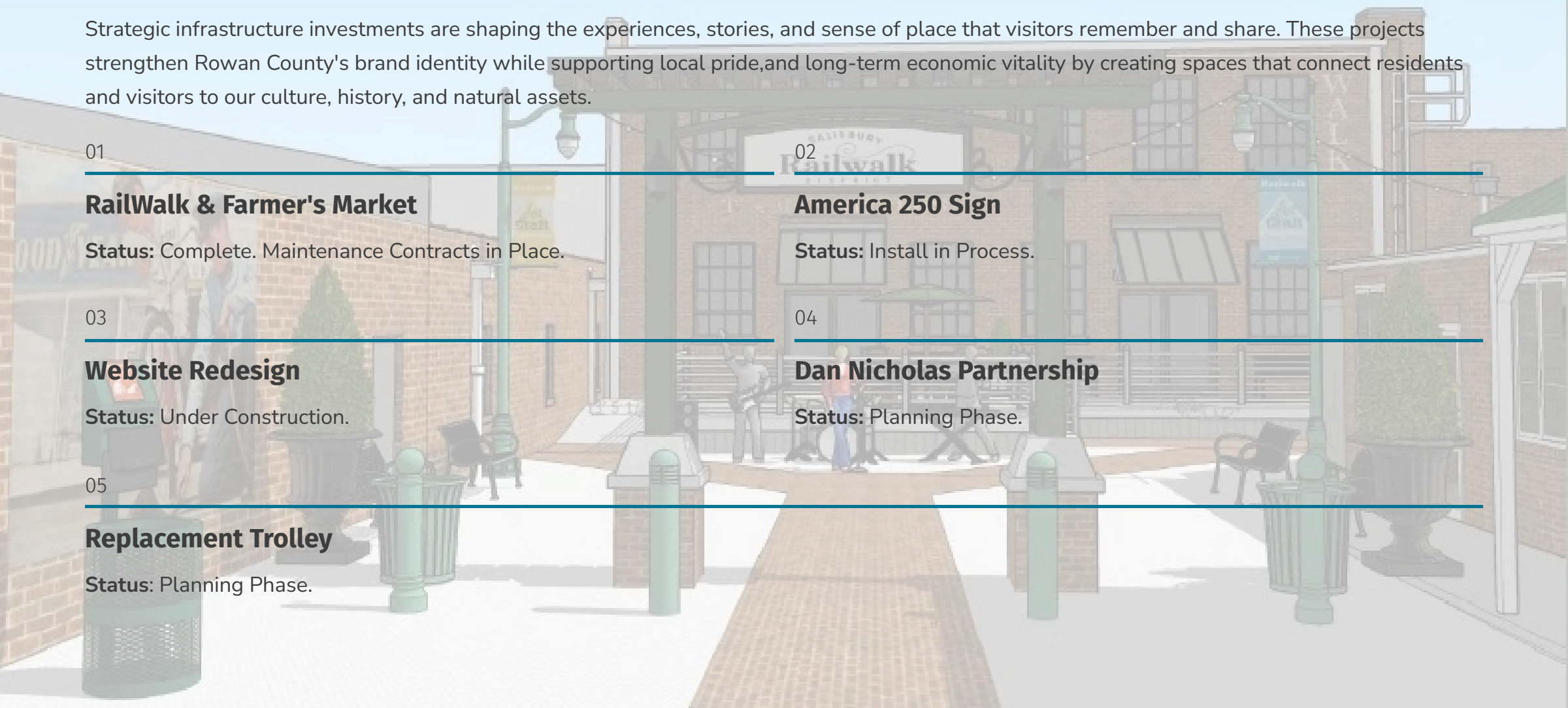
## America 250 Sign

Status: Install in Process.

04

## Dan Nicholas Partnership

Status: Planning Phase.



# Telling Our Story: April Campaign Momentum

April content focused on peak spring visitation, signature event promotion, seasonal travel inspiration, and early summer trip planning across Rowan County. Marketing efforts highlighted festivals, family-friendly attractions, agritourism experiences, outdoor recreation, and local business spotlights while continuing to build momentum for major May events and overnight visitation.

## Seasonal Storytelling

Content highlighted April events and April in the Arts programming, Tractors & Trains at the N.C. Transportation Museum, Patterson Farm's Pick-Your-Own Strawberries and Barnyard Baby Days, farmers markets, plant-themed & book-themed experiences, and spring recreation. Additional lifestyle content featured Mother's Day ideas, Discover Kannapolis, wedding trolley rentals, and a spotlight on Food Freaks Hidden Gems. Cheerwine feature in Southern Living.

## Partnerships, Events, Festivals & Promotion

Promotion focused heavily on Cheerwine Festival, Day Out With Thomas, Earth Day Jam, America 250 initiatives, and New Sarum Brewing Company's 10th AnniBEERsary. Campaigns also supported VISA & Spring Stay & Play Packages and continued promotion of the Kannapolis Cannon Ballers through guides and giveaways.

## Digital Influencers

Influencer partnerships continued to expand regional reach through family-focused storytelling and event promotion. @KidsTakeCharlotte featured Patterson Farm's Barnyard Baby Days, while @TheAshleyNez and @MagnoliaMegan were secured for an upcoming Cheerwine Festival promotion in May.



# Digital Storytelling

April's digital strategy focused on peak spring visitation and early summer trip planning through seasonal storytelling, signature event promotion, and experience-driven content designed to encourage overnight stays. Content balanced high-intent travel planning with lifestyle inspiration, highlighting family attractions, festivals, agritourism, outdoor recreation, and regional getaway ideas.

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## April Content Focus:

- Spring events, festivals & April in the Arts programming
- Cheerwine Festival, Day Out With Thomas & Earth Day Jam promotion
- Agritourism: farmers markets & Patterson Farm strawberry season
- Tractors & Trains at the N.C. Transportation Museum and New Sarum Brewing Company's AnniBEERsary
- Plant-themed, outdoor & family-friendly spring experiences
- Mother's Day, wedding & lifestyle-focused inspiration content
- Kannapolis getaway guides & Kannapolis Cannon Ballers promotion
- America 250 initiatives & local partner spotlights
- VISA & Spring Stay & Play Packages and trip-planning content

# Numbers at a Glance

## Social Media

**3,398,492**

Total Reach  
Year-to-date

**62,105**

Total Social Following  
Year-to-date

**107,861**

Total Engagement  
Year-to-date

## Stay & Play Packages

Packages  
**93**

Room Nights  
**146**

## Website Analytics

**150,639**

Website Pageviews

**79,149**

Website Active Users





## Group Travel & Community Engagement

Strong community partnerships and engagement with visiting groups are essential to creating a welcoming, cohesive destination experience. In April, strategic outreach to new and existing partners supported tourism growth and enhanced visitor services.



### Group Travel

- Three Rivers Land Trust: Habitat Summit- August 2026
- SmokeOut- September 10-13, 2026
- Coon Hunters: January 21-23, 2026
- TNC Arts Council board meeting- Spring 2027



### Community Engagement

- Kannapolis Cannon Ballers- Tourism & Hospitality Night on Thursday, May 7.
- RailWalk dedication celebration, Thursday, April 23
- Partner News videos
- Sculpture Show, Earth Day Jam & Cheerwine
- America 250 Sponsorships
- Rowan Communities: Annual event sponsorships

# Looking Forward: News in Tourism

**VISIT  
ROWAN COUNTY**

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NORTH CAROLINA

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*Be an original.®*

Installation of 2026 Sculpture Show

New Downtown Salisbury Business: The Bake Shop at Chicory

Pops at the Post June 6th

AmeriFest 250 June 13th

# F&M Bank Trolley System



## Rentals

**2026 YTD: 64**

**2026 Revenue: \$15,531**

**Upcoming Rentals: Weddings, Community Events**

# Expanding Our Story: Looking Ahead to May

As we enter May and the start of the summer travel season, tourism efforts will focus heavily on signature event activation, overnight visitation, and regional destination awareness. Major initiatives surrounding Cheerwine Festival, Spring and Summer Stay & Play Packages, influencer partnerships, and seasonal content campaigns will continue driving engagement and visitor interest. Ongoing collaboration, strategic storytelling, and a continued awareness of evolving travel behaviors and rising travel costs will guide efforts to maximize the economic impact of spring and summer tourism across Rowan County.

## What We are Building

- Tourism & Hospitality Night
- Summer Communications
- Dan Nicholas partnership
- Website Redesign
- America 250

## What We are Telling

- May & Summer Storytelling
- Seasonal Events & Experiences
- Stay & Play Packages
- Adapting to Current Travel Trends
- Partner Update Videos
- Interest-based Travel Guides

## Who/What We are Engaging

- Partner Relations
- Partner Content Spotlights
- Kannapolis Cannon Ballers: Hospitality Appreciation Night
- Group Business