

**VISIT**  
**ROWAN COUNTY**  
NORTH CAROLINA  
*Be an original.®*

**DESTINATION**  
**MARKETING REPORT**  
AUGUST 2023



# LODGING MARKET DATA

## HOTELS

Occupancy (%)	2022						2023						Year To Date				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2021	2022	2023
This Year	77.6	68.8	69.6	70.7	71.0	65.9	66.7	69.3	73.0	74.9	68.7	64.6	63.6	64.6	67.6	71.1	68.1
Last Year	72.7	69.1	71.2	74.2	72.6	66.1	66.5	71.0	73.5	78.0	71.5	71.8	78.2	67.5	51.9	67.6	71.1
Percent Change	6.8	-0.4	-2.3	-4.6	-2.2	-0.2	0.3	2.5	-0.7	-4.0	-3.9	-10.0	-18.6	-4.3	30.2	5.1	-4.2
ADR	2022						2023						Year To Date				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2021	2022	2023
This Year	103.50	110.97	114.52	117.17	108.14	101.91	109.26	110.52	108.12	114.53	115.53	106.15	108.11	103.56	84.49	105.15	109.61
Last Year	91.58	93.33	95.29	100.52	96.87	94.60	94.97	98.60	100.70	107.34	109.80	107.56	105.31	112.12	79.51	84.49	105.15
Percent Change	13.0	18.9	20.2	16.6	11.6	7.7	15.0	12.1	7.4	6.7	5.2	-1.3	2.7	-7.6	6.3	24.5	4.2
RevPAR	2022						2023						Year To Date				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2021	2022	2023
This Year	80.36	76.34	79.67	82.89	76.76	67.20	72.90	76.55	78.96	85.77	79.37	68.62	68.78	66.92	57.14	74.76	74.68
Last Year	66.60	64.47	67.86	74.56	70.31	62.50	63.14	70.03	74.06	83.76	78.49	77.22	82.31	75.69	41.30	57.14	74.76
Percent Change	20.7	18.4	17.4	11.2	9.2	7.5	15.4	9.3	6.6	2.4	1.1	-11.1	-16.4	-11.6	38.4	30.8	-0.1
Revenue	2022						2023						Year To Date				
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2021	2022	2023
This Year	1,975,425	1,876,742	1,895,367	2,037,618	1,826,013	1,652,099	1,792,029	1,699,765	1,940,980	2,040,451	1,951,107	1,632,488	1,690,739	1,644,984	11,010,518	14,406,144	14,391,131
Last Year	1,637,219	1,584,933	1,614,291	1,832,902	1,672,602	1,536,457	1,552,239	1,554,973	1,820,509	1,992,686	1,929,445	1,837,035	2,023,365	1,860,611	7,841,920	11,010,518	14,406,144
Percent Change	20.7	18.4	17.4	11.2	9.2	7.5	15.4	9.3	6.6	2.4	1.1	-11.1	-16.4	-11.6	40.4	30.8	-0.1

## AirBnb & VRBO

Occupancy (%)	2022					2023					Year To Date			
	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2023
This Year	53.8%	41.2%	42.0%	44.8%	43.5%	33.0%	43.5%	39.1%	54.8%	44.4%	44.2%	60.9%	62.0%	52.4%
ADR	2022					2023					Year To Date			
	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2023
This Year	\$378.00	\$179.00	\$187.00	\$252.00	\$237.00	\$266.00	\$260.00	\$232.00	\$203.00	\$139.00	\$169.00	\$197.00	\$293.00	\$229.00
RevPAR	2022					2023					Year To Date			
	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	2023
This Year	\$203.00	\$74.00	\$79.00	\$113.00	\$103.00	\$88.00	\$113.00	\$91.00	\$113.00	\$58.00	\$74.00	\$120.00	\$182.00	\$120.00

\*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 AUGUST 31, 2023

**AVERAGE OPEN RATE**  
35.72%

**SUBSCRIBERS**  
4,930

**2023 BENCHMARKS:** 36% Open Rate / 5,150 Subscribers



### SEPTEMBER IN ROWAN COUNTY

September in Rowan County promises an array of experiences that will delight both locals and visitors alike. Join us as we embark on a journey through this captivating month, discovering an incredible variety of events that make Rowan County a must-visit destination for seekers of end of summer excitement and autumnal enchantment. Come check it all out when you [book an overnight stay](#) in Rowan County!

[READ MORE](#)



EXPERIENCE ORIGINAL  
**GUIDE: TIGER  
WORLD**



EXPERIENCE ORIGINAL  
**FALL FOLIAGE IN  
ROWAN COUNTY**

## 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 AUGUST 31, 2023

**PAGEVIEWS**  
281,602

**USERS / NEW USERS**  
143,401 / 139,107

**2023 BENCHMARKS:** 375,000 Pageviews / 170,000 Users



## RIPE ONLINE BOOKING PLATFORM

### YTD AS OF AUGUST 31, 2023

**Reservations:** 333

**Room Nights:** 424

**ADR:** \$141

**Revenue:** \$59,631

**Package Bookings:** 93.7%

**2023 BENCHMARKS:** 450 Reservations / 600 Nights

**Book Your Overnight Stay & Save!**

Your stay may qualify for free event tickets, VISA gift cards or other special offers!

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 AUGUST 31, 2023

### FACEBOOK

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
28,498	1,282,273	1,107,271	59,245

### TWITTER

FOLLOWERS	IMPRESSIONS	MENTIONS
2,239	29,702	9

### INSTAGRAM

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
3,524	276,989	108,497	4,992

### TIKTOK

FOLLOWERS	LIKES
587	315



### TOTAL SOCIAL MEDIA IMPACT YTD

TOTAL FOLLOWING
34,848

TOTAL ENGAGEMENT
64,561

2023 BENCHMARKS: 35,000 Followers / 110,000 Engagements  
\*excluding Tiktok

### BLOG POSTS

VEWS	POSTS
25,587	55



**Woodleaf Tomato Festival 2023**  
Jul. 26, 2023  
The small town of Woodleaf, N.C. may not seem like much, but one thing is for sure - they love...  
[Read More](#)

2023 BENCHMARKS: 25,000 Views / 65 Posts

# INFLUENCER PARTNERSHIPS

YTD AS OF AUGUST 31, 2023

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

Videos: 16 / 14

Views: 2,380,500 / 427,000

Likes: 223,972 / 16,068

Saves: 1,202

Comments: 2,968 / 152

Locations: La Cava, NCTM (2), Wine About Winter, Swanee Theater, Cherry Treesort, Jiggy with the Piggy, Cannonballers Game, Cheerwine Festival, Patterson Farm, Historic Gold Hill, Village Park Splash Pad, Village Park Movie in the Park, Morgan Ridge Vineyards, Slot Car Track, Dan Nicholas Park



**@MagnoliaMegan**  
TIKTOK / INSTAGRAM

Videos: 1 / 1

Views: 323.9k / 231k

Engagements: 49,146 / 16,251

Location: Tiger World



**@HouseofHensen**  
INSTAGRAM

Videos: 3

Views: 355k

Engagements: 20,782

Location: Day Out with Thomas, Polar Express & Dan Nicholas Park



**@charlottemama**  
INSTAGRAM

Videos: 1

Views: 7,974

Engagements: 196

Location: NCTM - Easter Bunny Express

**@GROWINGWITHKELSEY / @PERFECTLYKELSEY**  
**TIKTOK / INSTAGRAM**

**Videos:** 1 / 1

**Views:** 227.9k / 86.7k

**Engagements:** 27,466 / 4,790

**Location:** Cherry Treesort



**UPCOMING PARTNERSHIPS:**

Charlotte Mama: Fall Fun on the Farm at Patterson Farm

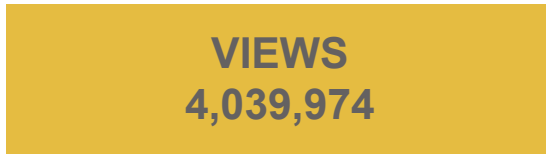
House of Hensen: Fall Fun on the Farm

Magnolia Megan: October Tour

Jensen Savannah: Bell Tower BrewFest

Jenna & Her Gents: DOWT & Polar Express

**YTD TOTAL INFLUENCER IMPACT**



**2023 BENCHMARKS:** 4,000,000 Views / 350,000 Engagements

**TOTAL DIGITAL IMPACT**

**YTD 2023**



**2023 BENCHMARKS:** 700,500 Engagements / 6,000.000 Reach

\*Total Engagement includes email opens, pageviews, Facebook engagement, Twitter mentions, Instagram engagement, TikTok likes, TikTok likes (influencer), Instagram likes (influencer), TikTok Comments (influencer), instagram comments (influencer), influencer engagements & blog views.

\*Total Reach includes email subscribers, pageviews, Facebook reach, Twitter Impressions, Instagram reach, TikTok views (influencer), Instagram views (influencer) & blog views.

## HISTORIC SALISBURY TROLLEY

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

**2023 YTD BOOKINGS:** 120 (134 including 2024 bookings)

**Bookings over next 90 days:** 45

**2023 YTD Revenue:** \$35,082.50

**2023 BENCHMARKS:** 104 Bookings



## PAID MARKETING PLACEMENTS

YTD as of August 31, 2023

MONTH	PLACEMENTS
January	37
February	34
March	33
April	44
May	52
June	58
July	57
August	53
<b>Total</b>	<b>368</b>

\*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.

**2023 BENCHMARKS:** 500 Placements

## STAY & PLAY OVERNIGHT PACKAGES

**Day Out with Thomas:** 118 Packages / 165 Room Nights

**Polar Express:** 271 Packages / 363 Room Nights

**Brew & Choo:** 5 Packages / 6 Room Nights

**Bell Tower BrewFest:** 2 Packages / 3 Room Nights

**Wine About Winter:** 9 Packages / 9 Room Nights

**October Tour:** 1 Packages / 1 Room Night

**2023 YTD:** 406 Packages / 547 Room Nights

**2023 BENCHMARKS:** 525 Packages / 775 Room Nights





# GROUP SALES

EVENT DATE	GROUP NAME	SUPPORT TYPE	CVB INVESTMENT	ROOM NIGHTS	EVENT-VISITOR REALTED ECONOMIC IMPACT (YTD)
January 11-15, 2023	RPCA	Lodging	\$9,700	615	335,084
May 11-14, 2023	Inspire National Dance Competition	Lodging	\$3,228	66	\$161,674
July 2023	Southeastern Little League Tournament	Lodging	\$15,000	342	\$147,663
September 7-10, 2023	Smokeout	Lodging	\$22,500	348	\$335,732
September 14-16	Bike Walk NC Annual Summit	Lodging	TBD	40*	TBD
<b>Total</b>			<b>\$50,428</b>	<b>1,371</b>	<b>\$980,153</b>

\*pending final numbers

**YTD 2023: 5 Groups / 1,371 Room Nights**

**2023 BENCHMARKS: 6 Groups / 850 Room Nights**

# TOURISM SUPPORT

EVENT MONTH	GROUP NAME	SUPPORT TYPE	CVB INVESTMENT	ROOM NIGHTS	EVENT-VISITOR REALTED ECONOMIC IMPACT (YTD)
February	Wine About Winter	Package	\$441	9	\$118,077
April	Earth Day Jam	Lodging	\$1,337	7	\$2,143
May	Salisbury Sculpture Show	Lodging	\$1,709	9	\$2,542
May	Cheerwine Festival	Lodging, Hospitality	\$1,797	10	\$5,200,000
June	Pride Festival	Lodging	\$3,000	24	\$49,706
July	Dragon Boat	Lodging	\$4,000	20	\$18,620
July	Salisbury Parks & Rec: Summer Concert Series	Lodging	\$1,312	8	TBD
September	Rowan Chamber: Military Attraction	Lodging	\$3,000	TBD	TBD
September	Day Out with Thomas	Package	TBD	165	TBD
September	DSI: Business Development	Lodging	\$182	1	TBD
October	DSI: Bell Tower Brew Fest	Lodging, Package	\$3,000	8	TBD
October	Rowan County Parks & Rec: Autumn Jubilee	Lodging	TBD	1	TBD
November - December	The Polar Express	Package	TBD	363	TBD
<b>Total</b>			<b>\$19,778</b>	<b>625</b>	<b>\$5,391,088</b>

**YTD 2023: 13 Fulfilled Requests / 625 Room Nights**

**2023 BENCHMARKS: 14 Fulfilled Requests / 1,000 Room Nights**

# PARTNER ENGAGEMENT

**YTD Site/Event Visits: 32**

**2023 BENCHMARKS: 50**

**YTD Partner Relationship Visits: 5**

**2023 BENCHMARKS: 12**

\*Proactive efforts are being made to communicate with partners about upcoming promotions through traditional and digital marketing being done on their behalf.



## CANNON BALLERS PARTNERSHIP

**“Racing Around Rowan County”**- During each home game there is a 90-second in-game, on-field activity that incorporates fans competing in a variety of races while showcasing different Rowan County destinations. The winner received a gift card to a Rowan County destination.

**“Where’s Boomer in Rowan County”**- Pre-recorded “Where’s Boomer” videos from 2021 and 2022 at various Rowan County destination played during the first hour after the gates open for each home game.

**Cannon Ballers Social Media Spotlight**- A build off the “Where’s Boomer in Rowan County” and where the Cannon Ballers promoted on their social media

**Cannon Ballers Batter Sponsorship**- Static video graphic that rotates during home games on the right-centerfield ribbon board.

**Visit Rowan County Game Concourse Signage**- The Visit Rowan County logo (approximately 2.5 feet high by four feet long) is featured on fixed signage on the 1st base side of home plate on the concourse brick wall.

**Upper Club Season Tickets**-6 tickets in the upper club seats with access to the Kinetic Club and club buffet for each home game.

**Home Plate Premium Season Tickets**- 4 premium seats located directly behind home plate with access to the Kinetic Club for each home game.

**Visit Rowan County Outing and Fireworks:** Visit Rowan County hosted a celebration for tourism and hospitality staff and their families. Included 4 tickets, access to buffet, drink tickets, souvenir baseball, and fireworks.

### SOCIAL MEDIA CAMPAIGN / TICKET GIVEAWAY

**Total Reach:** 18,916

**Total Engagement:** 3,278

**Tickets Given Away:** 268



## WHAT'S AHEAD

Stay & Play Packages: Polar Express, Day Out with Thomas, Bell Tower BrewFest, Patterson Farm, VISA, October Tour  
Book your overnight stay messaging  
Agritourism, Fall Fun & Events  
Halloween & Trails Content  
Spring Wedding Trolley Promotions

