

# Rowan County Tourism Board Report

## August 2025

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

# Hotel Performance Metrics

|                       | June        | July        | August      | YTD as of 7/31 |
|-----------------------|-------------|-------------|-------------|----------------|
| Occupancy (This Year) | 70.7%       | 71.1%       | 73.1%       | 69.6%          |
| Occupancy (Last Year) | 72.9%       | 69.1%       | 68.4%       | 68.8%          |
| ADR (This Year)       | \$108.65    | \$109.24    | \$110.33    | \$110.97       |
| ADR (Last Year)       | \$111.36    | \$112.23    | \$109.59    | \$109.79       |
| RevPar (This Year)    | \$76.81     | \$77.67     | \$80.63     | \$77.21        |
| RevPar (Last Year)    | \$81.15     | \$77.52     | \$74.95     | \$75.09        |
| Revenue (This Year)   | \$1,827,335 | \$1,909,362 | \$1,982,074 | \$12,980,726   |
| Revenue (Last Year)   | \$1,930,452 | \$1,905,708 | \$1,842,398 | \$12,623,729   |

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

# Digital Marketing Performance

VisitRowanCountyNC.com has shown strong performance in the third quarter of 2025 so far:

## 306,966

Pageviews

Progress toward 2025 benchmark of 532,000

## 141,895

Users

Progress toward 2025 benchmark of 237,000

The email newsletter continues to perform above industry standards with a 34.32% open rate (benchmark: 31.8%) and 5,363 subscribers (benchmark: 5,280).



## SEPTEMBER IN ROWAN COUNTY

September in Rowan County, N.C., is filled with can't-miss celebrations that bring our communities to life. From fields of golden sunflowers at Patterson Farm to roaring engines at the SmokeOut Rally, family traditions at the Rowan County Fair, and cultural festivals like GermanFest and the Festival de Independencia Latinoamericana, the month offers something new every weekend. Whether you're drawn to live music, unique auto shows, farm-fresh markets, or heritage events, Rowan County is the perfect place to soak up the last days of summer and welcome the start of fall.

[READ MORE](#)



EXPERIENCE ORIGINAL

**Kick off Your Fall with Day Out with Thomas**



EXPERIENCE ORIGINAL

**Patterson Farm's Sunflower Season: Fun on the Farm**

# Social Media & Blog Performance



## Social Media Impact YTD

As of August 31, 2025, social media channels have achieved:

- Total Following: 48,954 (benchmark: 47,000)
- Total Engagement: 115,038 (benchmark: 154,000)

**Kannapolis Cannon Baller Labor Day Weekend Ticket Giveaway:** 294 engagements & 9,038 views across all platforms; 12 Tickets Awarded to 2 Winners

## Blog Performance

Blog content has generated:

- Views: 47,476 (benchmark: 60,900)
- Posts: 84 (benchmark: 95)

Focus remains on creating engaging content that showcases Rowan County's attractions and events to drive visitor interest.

# Influencer Partnerships

YTD as of August 31, 2025, Rowan County Tourism has collaborated with several influential content creators:

## @JENNA.AND.HER.GENTS

(TikTok & Instagram)

- Videos: 3
- Views: 197,209
- Engagements: 6,898
- Locations: Downtown Salisbury's Wine About Winter, Cheerwine Festival, Pottery 101

## @KIDSTAKECHARLOTTE

(Instagram)

- Videos: 5
- Views: 87,861
- Engagements: 5,203
- Locations: Piedmont Player's The Little Mermaid Jr., NCTM's Easter Bunny Express, Patterson Farm's Egg-Cellent Adventure, NCTM's Polar Express, Dan Nicholas Park

## @HOUSEOFHENSEN

(Instagram)

- Videos: 3
- Views: 84,855
- Engagements: 4,593
- Locations: NCTM's Easter Bunny Express, NCTM's Polar Express, NCTM's Day Out with Thomas

## @FOLLOWOURCOMPASS

(TikTok & Instagram)

- Videos: 1
- Views: 57,503
- Engagements: 3,888
- Locations: Cherry Treesort

## @TRIADMOMSONMAIN

(TikTok & Instagram)

- Videos: 1
- Views: 40,747
- Engagements: 566
- Locations: Dan Nicholas Park

## @MAGNOLIAMEGAN

(Instagram)

- Videos: 1
- Views: 21,417
- Engagements: 562
- Locations: Cheerwine Festival

## @THE\_ASHLEY\_NEZ

(TikTok & Instagram)

- Videos: 1
- Views: 10,403
- Engagements: 525
- Locations: Cheerwine Festival

Total Influencer Impact YTD:  
 499,995 views and 22,235  
 engagements  
 (2025 benchmarks: 2,500,000  
 views / 132,000 engagements)

# Total Digital Impact



# 493,556

## Total Engagement

Current engagement across all digital platforms

**2025 Benchmark:** 915,000 annual engagement target



YTD as of August 31, 2025, the total digital engagement across all platforms stands at 493,556, working towards the 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: 126
- Bookings over next 90 days: 77
- 2025 YTD Revenue: \$43,717
- 2025 Benchmarks: 150 bookings



## Paid Marketing Placements

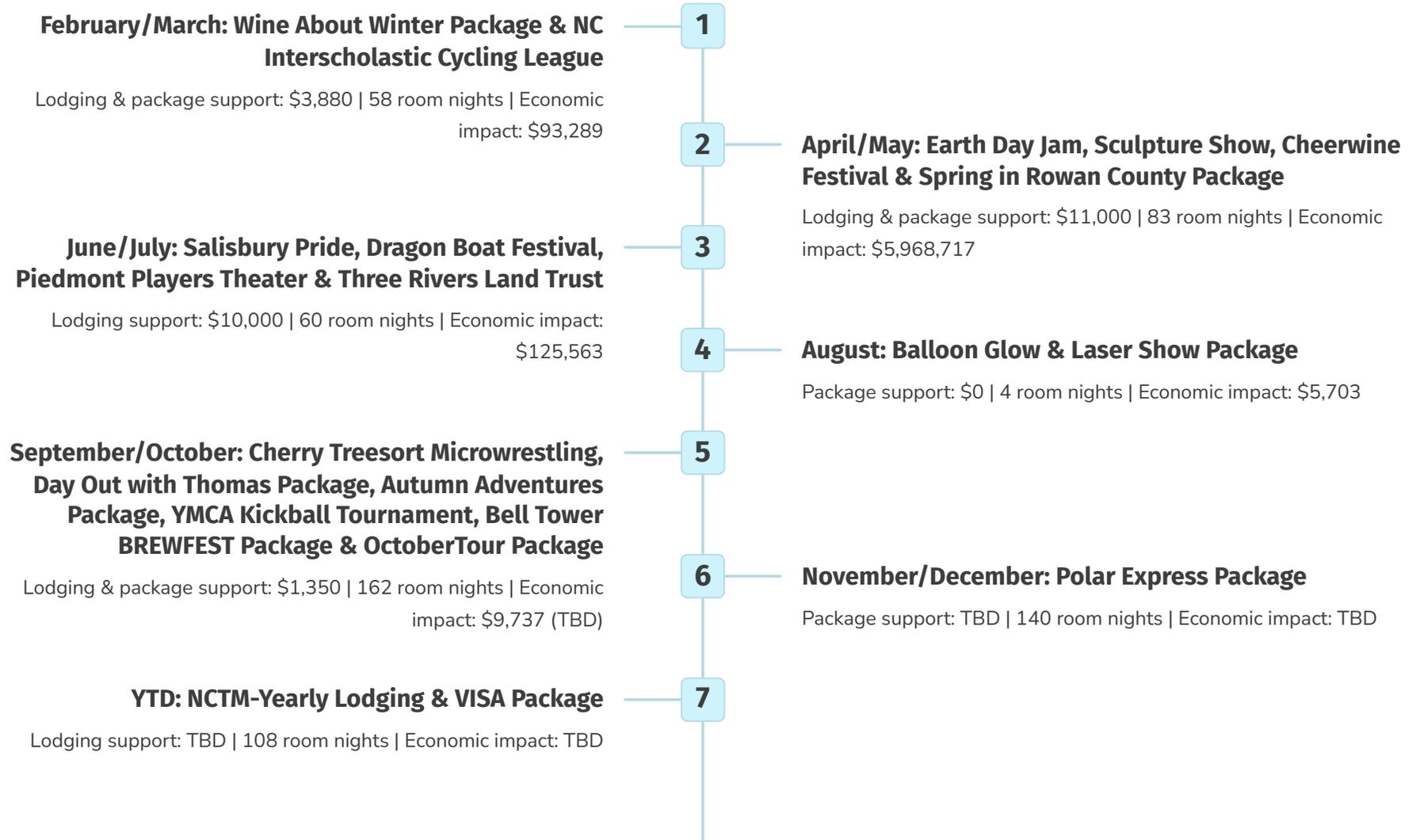
YTD as of August 31, 2025:

|              |            |
|--------------|------------|
| January      | 25         |
| February     | 31         |
| March        | 33         |
| April        | 41         |
| May          | 44         |
| June         | 43         |
| July         | 42         |
| August       | 34         |
| <b>Total</b> | <b>293</b> |

2025 Benchmarks: 550 placements

Partner Engagement YTD: 15 Site/Event Visits (benchmark: 24), 35 Partner Relationship Visits (benchmark: 65), and 13 PR Engagements (benchmark: 30).

# Tourism Support Investments



YTD 2025: 20 Fulfilled Requests / 615 Room Nights (2025 Benchmarks: 25 Fulfilled Requests / 880 Room Nights) | Total investment: \$26,230 | Total economic impact: \$6,203,009.

# 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       | Cherry Treesort - Micro Wrestling                   | Lodging        | \$1,350    | 12          | \$9,737         |
| September 2025       | The SmokeOut  | Lodging        | \$22,262   | 564         | \$487,644       |
| October 7-8, 2025    | Cycle NC  | Administrative | TBD        | TBD         | TBD             |
| October 8-9, 2025    | YMCA Conference                                     | Lodging        | \$3,000    | 150         | \$61,800        |
| October 2025         | YMCA - Kickball Tournament                          | Lodging        | TBD        | 11          | TBD             |
| October 16-17, 2025  | Rowan Salisbury School System - A Day in a District | Lodging        | \$0        | 10          | TBD             |
| 2025                 | The Next Generation Academy                         | Lodging        | \$0        | TBD         | TBD             |
| February 2026        | Coon Hunters Association                            | Lodging        | \$20,000   | TBD         | TBD             |
| August 6-7, 2026     | Three Rivers Land Trust                             | Lodging        | TBD        | TBD         | TBD             |

YTD 2025: 14 Groups / 845 Room Nights (2025 Benchmarks: 13 Groups / 750 Room Nights) | Total investment: \$49,781 | Total economic impact: \$607,116

# RIPE Online Booking Platform Performance

## YTD as of

**September 16,  
2025**

- Reservations: 260
- Room Nights: 342
- ADR: \$161
- Revenue: \$54,915
- Package Bookings: 256

## YTD as of

**September 16,  
2024**

- Reservations: 335
- Room Nights: 465
- ADR: \$148
- Revenue: \$68,869
- Package Bookings: 304

## 2025

### Benchmarks

- Reservations: 600
- Room Nights: 785



# Stay & Play Packages



## Current Package Performance

VISA: 45 Packages / 66 Room Nights

Wine About Winter: 41 Packages / 52 Room Nights

Spring in Rowan County: 7 Packages / 12 Room Nights

Cheerwine Festival: 20 Packages / 29 Room Nights

Summer Fun in Rowan County: 0 Packages / 0 Room Nights

Brew & Choo: 0 Packages / 0 Room Nights

Balloon Glow & Laser Show: 4 Packages / 4 Room Nights

Day Out with Thomas: 90 Packages / 131 Room Nights

Bell Tower BREWFEST: 2 Packages / 3 Room Nights

OctoberTour: 1 Package / 2 Room Nights

SouthernScape Music Festival: 0 Packages / 0 Room Nights

Autumn Adventures in Rowan County: 1 Package / 3 Room Nights

Polar Express: 108 Packages / 140 Room Nights

Christmas in Rowan County: 5 Packages / 9 Room Nights



## Upcoming Packages

\$100 VISA Gift Card Giveaway

2025 YTD: 324 Packages / 451 Room Nights (2025 Benchmarks: 575 packages / 835 room nights)

*\*YTD Package data includes both Ripe and short-term rental packages.*



# What's Ahead



## Overnight Stay Packages

- Day Out with Thomas
- Autumn Adventures
- OctoberTour
- SouthernScape Music Festival
- Polar Express
- Fall Fun on the Farm
- Bell Tower Brewfest
- VISA



## Fall Marketing, Events & Agritourism

New marketing initiatives focusing on Rowan County's vibrant fall season and upcoming events, highlighting agricultural experiences to attract visitors and continued enhancement of MediaOne partnership.



## Groups

- Cycle NC
- YMCA
- RSSS-A Day in the District