

VISIT
ROWAN COUNTY
 NORTH CAROLINA
Be an original.®

DESTINATION
MARKETING REPORT
 DECEMBER 2023



LODGING MARKET DATA

HOTELS

Occupancy (%)	2023												Year To Date as of 11/30		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2021	2022	2023
This Year	66.7	69.3	73.0	74.9	68.7	64.6	63.6	64.6	66.6	71.9	63.7	60.4	68.9	70.9	67.9
Last Year	66.5	71.0	73.5	78.0	71.5	71.8	78.2	67.5	69.6	70.7	71.0	65.9	53.6	68.9	70.9
Percent Change	0.3	2.5	-0.7	-4.0	-3.9	-10.0	-18.6	-4.3	-4.3	1.6	-10.2	-8.3	28.6	2.8	-4.2
ADR	2023												Year To Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2021	2022	2023
This Year	109.26	110.52	108.12	114.53	115.53	106.15	108.11	103.56	110.28	116.51	106.51	98.92	88.29	107.42	110.10
Last Year	94.97	98.60	100.70	107.34	109.80	107.56	105.31	112.12	114.52	117.17	108.26	102.28	79.00	88.29	107.42
Percent Change	15.0	12.1	7.4	6.7	5.2	-1.3	2.7	-7.6	-3.7	-0.6	-1.6	-3.3	11.8	21.3	2.5
RevPAR	2023												Year To Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2021	2022	2023
This Year	72.90	76.55	78.96	85.77	79.37	68.62	68.78	66.92	73.43	83.72	67.88	59.78	60.87	76.17	74.78
Last Year	63.14	70.03	74.06	83.76	78.49	77.22	82.31	75.69	79.67	82.89	76.86	67.43	42.35	60.87	76.17
Percent Change	15.4	9.3	6.6	2.4	1.1	-11.1	-16.4	-11.6	-7.8	1.0	-11.7	-11.4	43.4	25.1	-1.8
Revenue	2023												Year To Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2021	2022	2023
This Year	1,792,029	1,699,765	1,940,980	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	16,123,313	20,173,547	19,805,543
Last Year	1,552,239	1,554,973	1,820,509	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	11,097,978	16,123,313	20,173,547
Percent Change	15.4	9.3	6.6	2.4	1.1	-11.1	-16.4	-11.6	-7.8	1.0	-11.7	-11.4	45.3	25.1	-1.8

AirBnb & VRBO

Occupancy (%)	2022	2023												Year To Date
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2023
This Year	43.5%	33.0%	43.5%	39.1%	54.8%	44.4%	44.2%	60.9%	62.0%	49.8%	42.9%	36.4%	31.5%	35.3%
ADR	2022	2023												Year To Date
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2023
This Year	\$237.00	\$266.00	\$260.00	\$232.00	\$203.00	\$139.00	\$169.00	\$197.00	\$293.00	\$211.00	\$143.00	\$138.00	\$144.00	\$146.00
RevPAR	2022	2023												Year To Date
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2023
This Year	\$103.00	\$88.00	\$113.00	\$91.00	\$113.00	\$58.00	\$74.00	\$120.00	\$182.00	\$105.00	\$61.00	\$50.00	\$51.00	\$45.00

*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 DECEMBER 31, 2023

AVERAGE OPEN RATE
33.84%

SUBSCRIBERS
4,923

2023 BENCHMARKS: 36% Open Rate / 5,150 Subscribers
Benchmarks fell short by 2.16% for open rate and 4.41% for subscribers.

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 DECEMBER 31, 2023

PAGEVIEWS
522,275

USERS
235,683

2023 BENCHMARKS: 375,000 Pageviews / 170,000 Users
Benchmarks exceeded by 39.27% for pageviews and 38.64% for users.

RIPE ONLINE BOOKING PLATFORM

YTD AS OF DECEMBER 31, 2023

Reservations: 507

Room Nights: 632

ADR: \$135

Revenue: \$85,487

Package Bookings: 91.7%

2023 BENCHMARKS: 450 Reservations / 600 Nights

Benchmarks exceeded by 12.67% for reservations and 5.55% for room nights.



JANUARY IN ROWAN COUNTY

As the chill of winter settles in, there's no better way to beat the cold than by immersing yourself in events and activities that Rowan County has to offer this January. From weekly local events to art events, our region of North Carolina is a haven for those seeking a unique blend of entertainment and relaxation. Join us as we explore the exciting lineup of events that make Rowan County a must-visit destination this winter.

[READ MORE](#)



EXPERIENCE ORIGINAL

JANUARY IN THE ARTS

Discover the vibrant arts scene in Rowan County this January, where



EXPERIENCE ORIGINAL

GUIDE: TIGER WORLD

Who knew an opportunity for wildlife adventure would be right



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 DECEMBER 31, 2023

FACEBOOK

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
29,130	2,208,929	1,912,010	98,107



TWITTER

FOLLOWERS	IMPRESSIONS	MENTIONS
2,266	43,292	13



INSTAGRAM

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
3,981	339,620	169,538	5,987



TIKTOK

FOLLOWERS	LIKES
648	425

TOTAL SOCIAL MEDIA IMPACT YTD

TOTAL FOLLOWING 36,025	TOTAL ENGAGEMENT 104,519
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2023 BENCHMARKS: 35,000 Followers / 110,000 Engagements
 Benchmark exceeded by 2.92% for followers, and fell short by 4.98% for engagements.

BLOG POSTS

VIEWS	POSTS
39,366	74



2023 BENCHMARKS: 25,000 Views / 65 Posts
 Benchmarks exceeded by 57.46% for views and 13.85% for posts.

INFLUENCER PARTNERSHIPS

YTD AS OF DECEMBER 31, 2023

@JENNA.AND.HER.GENTS
TIKTOK / INSTAGRAM

Videos: 24 / 22

Views: 2,755,600 / 635,772

Likes: 260,620 / 22,130

Saves: 1,570

Comments: 3,386 / 237

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, Rowan County Fair, Day Out with Thomas, Maze of Terror, Polar Express, Local Shopping, Kannapolis Christmas Parade, Christmas in Historic Gold Hill

@MagnoliaMegan
TIKTOK / INSTAGRAM

Videos: 2 / 2

Views: 334.9k / 378,485

Engagements: 49,884 / 25,063

Location: Tiger World & OctoberTour

@JensenSavannah
TIKTOK/INSTAGRAM

Videos: 1 / 1

Views: 41,453

Engagement: 416

Location: Bell Tower Brew Fest

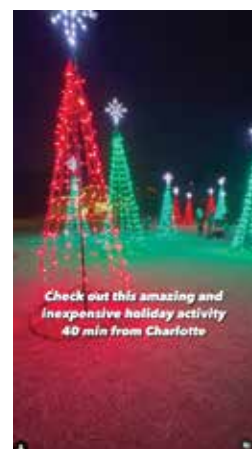
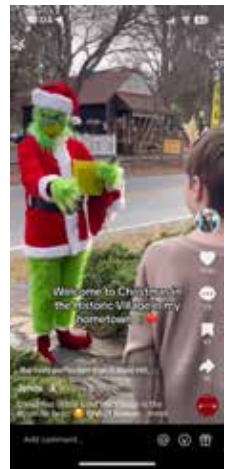
@HouseofHensen
INSTAGRAM

Videos: 5

Views: 482,900

Engagements: 31,468

Location: Day Out with Thomas, Polar Express, Dan Nicholas Park, Patterson Farm, Winterland Express & Festival of Lights



@charlottemama
INSTAGRAM

Videos: 2

Views: 31,174

Engagements: 1,651

Location: NCTM - Easter Bunny Express, Patterson Farm

@GROWINGWITHKELSEY / @PERFECTLYKELSEY
TIKTOK / INSTAGRAM

Videos: 1 / 1

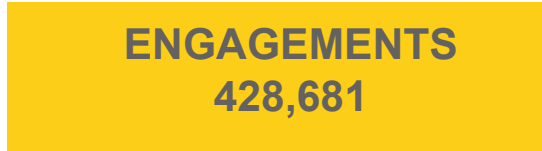
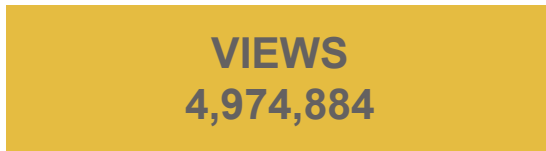
Views: 227.9k / 86.7k

Engagements: 27,466 / 4,790

Location: Cherry Treesort



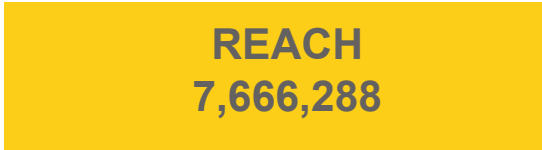
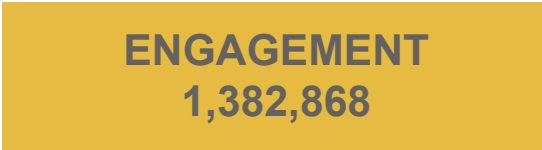
YTD TOTAL INFLUENCER IMPACT



2023 BENCHMARKS: 4,000,000 Views / 350,000 Engagements
Benchmarks exceeded by 24.37% for views and 22.48% for engagements.

TOTAL DIGITAL IMPACT

YTD 2023



2023 BENCHMARKS: 700,500 Engagements / 6,000,000 Reach
Benchmarks exceeded by 97.41% for engagement and 27.78% for reach.

HISTORIC SALISBURY TROLLEY

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

2023 YTD BOOKINGS: 124 (155 including 2024 bookings)

Bookings over next 90 days: 7

2023 YTD Revenue: \$54,427.20

2023 Benchmarks: 104 Bookings

Benchmark exceeded by 19.23%.



*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.

PAID MARKETING PLACEMENTS

YTD as of DECEMBER 31, 2023

MONTH	PLACEMENTS
January	37
February	34
March	33
April	44
May	52
June	58
July	57
August	53
September	44
October	43
November	38
December	40
Total	533

*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
Benchmark exceeded by 6.6%.

STAY & PLAY OVERNIGHT PACKAGES

2023 PACKAGES

Day Out with Thomas: 132 Packages / 179 Room Nights

Polar Express: 388 Packages / 506 Room Nights

Brew & Choo: 5 Packages / 6 Room Nights

Bell Tower BrewFest: 7 Packages / 8 Room Nights

Wine About Winter: 14 Packages / 16 Room Nights

October Tour: 3 Packages / 7 Room Night

VISA: 15 Packages / 16 Room Nights

Patterson Farm: 1 Package / 1 Room Night



SPECIAL OFFERS
THE POLAR EXPRESS
TELL ME MORE

2023 YTD: 565 Packages / 739 Room Nights

2023 BENCHMARKS: 525 Packages / 775 Room Nights

Benchmarks exceeded by 7.62% for packages, and fell short by 4.65% for room nights.

CURRENT PACKAGES

VISA: 2 Packages / 3 Room Nights

Wine About Winter: 11 Packages / 14 Room Nights

PARTNER ENGAGEMENT

YTD Site/Event Visits: 43

2023 BENCHMARKS: 50

PR ENGAGEMENTS: 13

Benchmark exceeded by 41.67% for Partner Relationship Visits, and fell short by 14% for Site/Event Visits due to a change in approach mid year.

YTD Partner Relationship Visits: 17

2023 BENCHMARKS: 12

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, 2023	Bike Walk NC Annual Summit	Lodging	\$3,000	63	\$31,019
January 11-12, 2024	Hendersonville Retreat	Lodging	\$0	17	TBD
Total			\$53,428	1,451	\$1,011,172

YTD 2023: 6 Groups / 1,451 Room Nights

2023 BENCHMARKS: 6 Groups / 850 Room Nights

Benchmark for groups was met, and benchmark exceeded for room nights by 70.71%.

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	\$5,210,000
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	\$17,757
September	Rowan Chamber: Military Attraction	Lodging	\$3,000	10	\$2,874
September - October	Day Out with Thomas	Package	\$10,813	183	TBD
September	DSI: Business Development	Lodging	\$182	1	\$331
October	DSI: Bell Tower Brew Fest	Lodging, Package	\$3,000	8	\$14,517
October	Rowan County Parks & Rec: Autumn Jubilee	Lodging	\$428	2	\$1,314,007
October	OctoberTour	Package	\$240	7	\$29,814
November - December	Polar Express	Package	TBD	506	\$4,049,882
December	Winterfest - Spencer	Hospitality	\$1,000	0	TBD
December	VISA Giftcard Package	Package	\$1,133	16	TBD
Total			\$33,392	820	\$10,830,270

YTD 2023: 16 Fulfilled Requests / 820 Room Nights

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

Benchmark exceeded by 14.29% for fulfilled requests, fell short by 18% for room nights.

WHAT'S AHEAD

- Stay & Play Packages: Wine About Winter & VISA Winter VISA Giveaway
- Book your overnight stay messaging
- Spring Booking Trolley Promotions
- Winter Event Promotions



