

VISIT
ROWAN COUNTY
NORTH CAROLINA
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DESTINATION
MARKETING REPORT
FEBRUARY 2023



LODGING MARKET DATA

HOTELS

Occupancy (%)	2022												2023		Year To Date as of 1/31		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2021	2022	2023	
This Year	69.9	73.5	78.0	72.0	71.8	77.6	68.8	69.6	70.7	71.0	65.9	66.7	69.3	48.4	66.5	66.6	
Last Year	59.9	68.0	73.2	72.8	77.5	72.7	69.1	71.2	74.2	72.6	66.1	66.5	71.0	58.6	48.4	66.5	
Percent Change	16.6	8.1	6.6	-1.1	-73.0	6.8	-0.4	-2.3	-4.6	-2.2	-0.2	0.3	2.5	-17.5	37.4	0.3	
ADR	2022												2023		Year To Date		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2020	2021	2022	
This Year	99.29	100.70	107.35	109.38	107.56	103.50	110.97	114.52	117.17	108.14	101.91	109.26	110.52	74.04	95.01	109.33	
Last Year	74.87	78.43	82.25	86.44	88.47	91.58	93.33	95.29	100.52	96.87	94.60	94.97	98.60	85.15	74.04	95.01	
Percent Change	32.6	28.4	30.5	26.5	21.6	13.0	18.9	20.2	16.6	11.6	7.7	15.0	12.1	-13.0	28.3	15.1	
RevPAR	2022												2023		Year To Date		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2020	2021	2022	
This Year	69.39	74.06	83.77	78.78	77.22	80.36	76.34	79.67	82.89	76.76	67.20	72.90	76.55	40.50	63.33	76.23	
Last Year	44.87	53.34	60.20	62.95	68.53	66.60	64.47	67.86	74.56	70.31	62.50	63.14	70.03	62.61	40.50	63.33	
Percent Change	54.6	38.8	39.2	25.2	12.7	20.7	18.4	17.4	11.2	9.2	7.5	15.4	9.3	-35.3	56.4	20.4	
Revenue	2022												2023		Year To Date		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2020	2021	2022	
This Year	1,540,704	1,820,509	1,992,878	1,936,771	1,837,034	1,975,425	1,876,742	1,895,367	2,037,618	1,826,013	1,652,099	1,792,029	1,699,765	880,665	1,552,238	1,790,619	
Last Year	996,321	1,311,181	1,432,071	1,547,407	1,630,436	1,637,219	1,584,933	1,614,291	1,832,902	1,672,602	1,536,457	1,552,239	1,554,973	1,226,891	880,665	1,552,238	
Percent Change	54.6	38.8	39.2	25.2	12.7	20.7	18.4	17.4	11.2	9.2	7.5	15.4	9.3	-28.2	76.3	15.4	

AirBnb & VRBO

Occupancy (%)	2022											2023		Year To Date
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	2023	
This Year	38.8%	37.6%	44.6%	43.5%	54.2%	53.8%	41.2%	42.0%	44.8%	43.5%	33.0%	43.5%	38.1%	
ADR	2022											2023		Year To Date
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	2023	
This Year	\$136.00	\$139.00	\$159.00	\$173.00	\$172.00	\$378.00	\$179.00	\$187.00	\$252.00	\$237.00	\$266.00	\$260.00	\$282.00	
RevPAR	2022											2023		Year To Date
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	2023	
This Year	\$53.00	\$52.00	\$71.00	\$76.00	\$93.00	\$203.00	\$74.00	\$79.00	\$113.00	\$103.00	\$88.00	\$113.00	\$107.00	
Revenue	2022											2023		Year To Date
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	2023	
This Year	\$132,356	\$150,894	\$197,969	\$166,100	\$256,060	\$575,754	\$221,761	\$235,312	\$308,179	\$293,261	\$252,887	\$222,911	\$449,904.00	

*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 FEBRUARY 28, 2023

AVERAGE OPEN RATE
34.11%

SUBSCRIBERS
4,930



WINE ABOUT WINTER

There's still time to join in the fun this Friday in Courthouse Salisbury. The 10th annual Wine About Winter will take place February 3 through 5 throughout downtown in our bars, restaurants, specialty shops and boutiques. Learn more and buy tickets online.



INTO THE WOODS JR.



SERENADE PIANOS

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 FEBRUARY 28, 2023

PAGEVIEWS
33,659

USERS / NEW USERS
15,791 / 15,215



VISITORS BY LOCATION YTD AS OF FEBRUARY 28, 2023

STATE:

North Carolina
Georgia
Virginia
Florida
New York

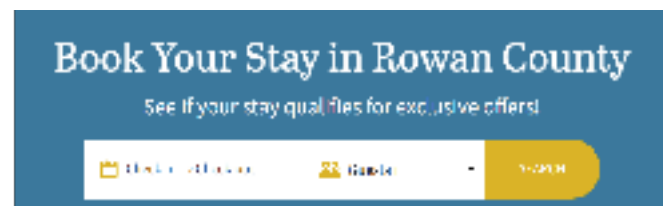
NC CITIES:

Salisbury
Charlotte
Raleigh
Kannapolis
Concord



ROOT REZ ONLINE BOOKING PLATFORM YTD

Reservations: 7
Room Nights: 7
ADR: \$146
Revenue: \$1,020
Package Bookings: 100%



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 FEBRUARY 28, 2023

FACEBOOK

FOLLOWERS 27,361	IMPRESSIONS 233,161	REACH 199,945	ENGAGEMENT 12,915
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TWITTER

FOLLOWERS 2,236	IMPRESSIONS 5,126	MENTIONS 1
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INSTAGRAM

FOLLOWERS 2,457	IMPRESSIONS 51,822	REACH 25,233	ENGAGEMENT 953
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BLOG POSTS

VIEWS 2,415	POSTS 13
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11 Historic Experiences in Rowan County
Feb. 17, 2023
Rowan County is an area of destination for historic experiences. With a place where heritage and...

TOTAL DIGITAL IMPACT

YTD 2023

ENGAGEMENT 51,625	REACH 271,308
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*Total Engagement includes email opens, pageviews, Facebook engagement, Twitter mentions, Instagram engagement & blog views.

*Total Reach includes email subscribers, pageviews, Facebook reach, Twitter Impressions, Instagram reach, blog views.

INFLUENCER PARTNERSHIP

TIKTOK

FEBRUARY 2023

Videos: 3

Views: 718.4k

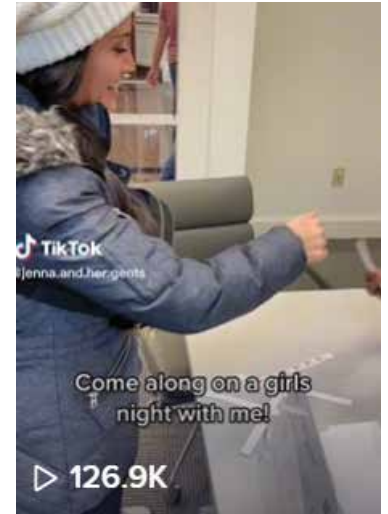
Likes: 60,005

Saves: 316

Comments: 629

Locations: Wine About Winter & Swanee Theater

Up Next: Cherry Treesort (March), Cannon Ballers (April), Patterson Farm (April), Jiggy with the Piggy (May)



PAID MARKETING PLACEMENTS

July 2022 - February 2023

MONTH	PLACEMENTS
July	65
August	81
September	87
October	60
November	52
December	52
January	37
February	34
Total	468

*Paid placements include, but is not limited to: social media, Google Pay Per Click Ads, outdoor billboards, XM radio, Our State placements, Cannon Ballers partnership.

HISTORIC SALISBURY TROLLEY

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

2023 YTD BOOKINGS: 73

Bookings over next 90 days: 8



STAY & PLAY OVERNIGHT PACKAGES

Day Out with Thomas: returns March 31

GROUP SALES

EVENT DATE	GROUP NAME	SUPPORT TYPE	CVB INVESTMENT	ROOM NIGHTS	EVENT-VISITOR REALTED ECONOMIC IMPACT (YTD)
July 21-24, 2022	Southeastern Little League Tournamen	Lodging	\$20,000	605	\$240,265.00
September 9-10, 2022	Smokeout	Lodging	\$33,317	156	\$279,383.00
January 11-15, 2023	RPCA	Lodging	\$9,700	615	335,084
May 11-14, 2023	Inspire National Dance Competition	Lodging	\$3,228	TBD-Est. 900	TBD

TOURISM SUPPORT

January 2022 - January 2023

EVENT MONTH	GROUP NAME	SUPPORT TYPE	CVB INVESTMENT	ROOM NIGHTS	EVENT-VISITOR REALTED ECONOMIC IMPACT (YTD)
January - July	North Carolina Transportation Museum	Lodging	TBD	49	TBD
May	Earth Day Jam	Lodging	\$1,830	12	\$46,707
May	Cheerwine Festival	Lodging	\$3,204	17	\$2,631,181
May	Salisbury Sculpture Show	Lodging	\$1,530	10	\$3,311
June	Wine About Winter	Package	\$288	6	\$14,597
June	Salisbury Pride	Lodging	\$3,000	31	\$182,687
July	Dragon Boat	Lodging	\$4,394	21	\$23,942
July	Salisbury Parks & Rec: Summer Concert Series	Lodging	\$1,078	6	\$13,320
September - October	Day Out with Thomas	Package	\$13,750	232	\$1,003,293
September	Chamber of Commerce - Disney Institute	Hospitality	\$1,000	12	\$2,923
October	DSI: Bell Tower Brew Fest	Lodging, Package	\$3,000	11	\$33,065
December	The Polar Express	Package	\$33,697	495	\$6,039,654
February	Wine About Winter	Package	\$441	9	\$118,077
Total			\$66,771	911	\$10,112,757

UPCOMING TOURISM STAFF VISITS

N.C. Transportation Museum
 Morgan Ridge Railwalk
 Cauble Creek Vineyards
 Piedmont Players Theatre
 Hive

Tiger World
 New Sarum Brewing Company
 Lee St. Theatre
 Historic Salisbury Foundation
 Jasmine's Creole Kitchen

VISITOR INFORMATION: CELL PHONE DATA

Cell Phone Data: includes data from Datafy from cell phones of out of town visitors (25+ miles) with location services enabled. It does not represent all visitors.

DECEMBER, JANUARY, FEBRUARY (Rolling 90 Days)

USERS - (visitors from 25+ miles away)

Cell Phones

586,617

*unique and active devices with location services enabled

Top States:

North Carolina

South Carolina

Virginia

Georgia

Florida

Top In State Cities:

Charlotte

Winston Salem

Albemarle

Greensboro

Top Out of State Cities:

Fort Mill, SC

ATTRACTIONS

Total Trips: 54,564

Top Points of Interest:

Lazy 5 Ranch

Village at Gold Hill

Patterson Farm

NC Transportation Museum

Rowan County Fairgrounds

Millbridge Speedway

Cannon Ballers

Tiger World

DINING

Total Trips: 134,539

Top Local:

Blue Bay Seafood

Hendrix BBQ Spencer

China Grove Family

Casa Grande Mexican

DJ's

Gary's BBQ

Top Chain:

Chick-fil-a

Cracker Barrel

Olive Garden

Starbucks

Longhorn

Dunkin Donuts

WHAT'S AHEAD

Spring Campaign

Cannon Ballers Season

Spring Events

Trolley Programming



