

**VISIT
ROWAN
COUNTY**

NORTH CAROLINA

Be an original.®

**DESTINATION
MARKETING REPORT**
FEBRUARY 2024



LODGING MARKET DATA

HOTELS

Occupancy (%)	2024												Year to Date			
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	2022	2023	2024
This Year	69.3	73.0	74.9	68.7	64.6	63.6	64.6	66.6	71.9	63.7	60.4	54.1	65.7	68.1	67.9	59.6
Last Year	71.0	73.5	78.0	71.5	71.8	78.2	67.5	69.6	70.7	71.0	65.9	66.6	69.2	53.9	68.1	67.9
Percent Change	2.5	-0.7	-4.0	-3.9	-10.0	-18.6	-4.3	-4.3	1.6	-10.2	-8.3	-18.8	-5.0	26.4	-0.3	-12.1
ADR	2024												Year to Date			
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	2022	2023	2024
This Year	110.52	108.12	114.53	115.53	106.15	108.11	103.56	110.28	116.51	106.51	98.92	98.91	102.03	97.10	109.94	100.54
Last Year	98.60	100.70	107.34	109.80	107.56	105.31	112.12	114.52	117.17	108.26	102.28	109.33	110.60	74.48	97.10	109.94
Percent Change	12.1	7.4	6.7	5.2	-1.3	2.7	-7.6	-3.7	-0.6	-1.6	-3.3	-9.5	-7.7	30.4	13.2	-8.5
RevPAR	2024												Year to Date			
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	2022	2023	2024
This Year	76.55	78.96	85.77	79.37	68.62	68.78	66.92	73.43	83.72	67.88	59.78	53.51	67.06	66.11	74.60	59.94
Last Year	70.03	74.06	83.76	78.49	77.22	82.31	75.69	79.67	82.89	76.86	67.43	72.84	76.55	40.12	66.11	74.60
Percent Change	9.3	6.6	2.4	1.1	-11.1	-16.4	-11.6	-7.8	1.0	-11.7	-11.4	-26.5	-12.4	64.8	12.9	-19.7
Revenue	2024												Year to Date			
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	2022	2023	2024
This Year	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	1,315,461	1,488,906	3,092,941	3,490,385	2,804,367
Last Year	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	1,790,619	1,699,767	1,876,986	3,092,941	3,490,385
Percent Change	9.3	6.6	2.4	1.1	-11.1	-16.4	-11.6	-7.8	1.0	-11.7	-11.4	-26.5	-12.4	64.8	12.9	-19.7

AirBnb & VRBO

Occupancy (%)	2024												Year To Date		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	2024	2024
This Year	43.5%	39.1%	54.8%	44.4%	44.2%	60.9%	62.0%	49.8%	42.9%	36.4%	31.5%	18.3%	19.3%	18.3%	19.8%
ADR	2024												Year To Date		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	2024	2024
This Year	\$260.00	\$232.00	\$203.00	\$139.00	\$169.00	\$197.00	\$293.00	\$211.00	\$143.00	\$138.00	\$144.00	\$120.00	\$125.00	\$120.00	\$123.00
RevPAR	2024												Year To Date		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	2024	2024
This Year	\$113.00	\$91.00	\$113.00	\$58.00	\$74.00	\$120.00	\$182.00	\$105.00	\$61.00	\$50.00	\$51.00	\$22.00	\$24.00	\$22.00	\$24.00
Revenue	2024												Year To Date		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	2024	2024
This Year	\$95,123.00	\$119,039.00	\$174,863.00	\$184,323.00	\$221,240.00	\$291,346.00	\$222,741.00	\$219,287.00	\$243,403.00	\$226,085.00	\$199,008.00	\$107,545.00	\$111,474.00	\$107,545.00	\$253,013.00

*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 29, 2024

AVERAGE OPEN RATE
35%

SUBSCRIBERS
4,921

2024 BENCHMARKS: 36% Open Rate / 5,150 Subscribers



MARCH IN ROWAN COUNTY

March is an exciting time to explore Rowan County, North Carolina, as it comes alive with a myriad of captivating events for visitors and locals alike. From transportation events to downtown fun, there's something for everyone to enjoy in our charming southern destination during the month of March.

[READ MORE](#)



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 29, 2024

PAGEVIEWS
49,325

USERS
21,307

2024 BENCHMARKS: 640,000 Pageviews / 250,000 Users



Rowan County, NC

BE AN OUTSIDER

Experience what Rowan County has to offer with unique experiences and scenic views. Just a short drive from downtown, you'll find a charming southern destination with a rich history and a vibrant community.



RIPE ONLINE BOOKING PLATFORM

YTD AS OF MARCH 20, 2024

Reservations: 29

Room Nights: 39

ADR: \$120

Revenue: \$4,660

Package Bookings: 69%

2024 BENCHMARKS: 560 Reservations / 695 Nights

Book your stay from 1/1 – 3/31 for automatic entry to win a \$1,000 VISA gift card!



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 29, 2024

FACEBOOK

FOLLOWERS 29,428	IMPRESSIONS 336,417	REACH 292,792	ENGAGEMENT 18,144
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FOLLOWERS 2,281	VEWS 3,258	ENGAGEMENT 114
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INSTAGRAM

FOLLOWERS 4,071	IMPRESSIONS 40,772	REACH 21,328	ENGAGEMENT 1,042
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TIKTOK

FOLLOWERS 693	LIKES 17
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TOTAL SOCIAL MEDIA IMPACT YTD

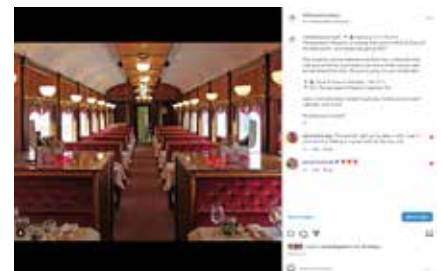
TOTAL FOLLOWING 36,573	TOTAL ENGAGEMENT 19,317
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2024 BENCHMARKS: 38,700 Followers / 110,000 Engagements

BLOG POSTS

VEWS 4,240	POSTS 16
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2024 BENCHMARKS: 42,000 Views / 80 Posts



INFLUENCER PARTNERSHIPS

YTD AS OF FEBRUARY 29, 2024

@JENNA.AND.HER.GENTS
TIKTOK / INSTAGRAM

Videos: 3 / 2

Views: 257,500 / 122,195

Likes: 22,682 / 3,295

Saves: 117 / 35

Comments: 195 / 42

Locations: Grove Cartel Brewing Company, Meadows at the Grove Cartel, Kingpin Bowling, Downtown Kannapolis, Waters Edge

@LITTLEMERD
TIKTOK / INSTAGRAM

Videos: 1 / 1

Views: 11,500 / 5,556

Engagements: 746 / 152

Locations: The Fun Factory

@MAGNOLIAMEGAN
INSTAGRAM

Videos: 1

Views: 49,230

Engagements: 1,014

Locations: Downtown Salisbury's Wine About Winter

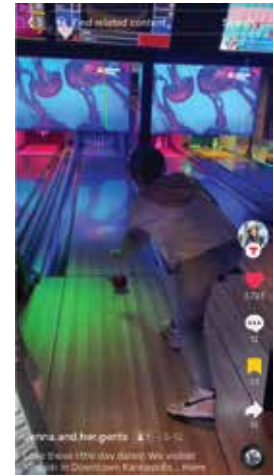
@JENNA.BLACK.21 / @JENNABLACKREALTOR
TIKTOK / INSTAGRAM

Videos: 1 / 1

Views: 8,846 / 6,461

Engagements: 544 / 207

Locations: Flynn's Village Grill, Historic Gold Hill



YTD TOTAL INFLUENCER IMPACT

VIEWS
461,288

ENGAGEMENTS
29,029

2024 BENCHMARKS: 5,000,000 Views / 430,000 Engagements

TOTAL DIGITAL IMPACT

YTD 2024

ENGAGEMENT
103,519

REACH
835,177

2024 BENCHMARKS: 1,400,000 Engagement / 8,000,000 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.

2024 YTD BOOKINGS: 113

Bookings over next 90 days: 36

2024 YTD Revenue: \$13,937.69

2024 BENCHMARKS: 140 Bookings



PAID MARKETING PLACEMENTS

YTD as of FEBRUARY 29, 2024

MONTH	PLACEMENTS
January	28
February	26
Total	54

2024 BENCHMARKS: 550 Placements

*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.

STAY & PLAY OVERNIGHT PACKAGES

2024 PACKAGES

Wine About Winter: 18 Packages / 19 Room Nights

VISA: 5 Packages / 8 Room Nights

St. Patrick's Day Train: 1 Package / 1 Room Night

2024 YTD: 24 Packages / 28 Room Nights

2024 BENCHMARKS: 580 Packages / 775 Room Nights



PARTNER ENGAGEMENT

YTD Site/Event Visits: 2
 2024 BENCHMARKS: 24

YTD Partner Relationship Visits: 5
 2024 BENCHMARKS: 24

PR ENGAGEMENTS: 3
 2024 BENCHMARKS: 18

GROUP SALES

EVENT DATE	GROUP NAME	SUPPORT TYPE	CVB INVESTMENT	ROOM NIGHTS	EVENT-VISITOR REALTED ECONOMIC IMPACT (YTD)
April 27, 2024	The Great Steak Cookoff	Lodging	TBD	TBD	TBD
July 2024	Dragon Boat	Lodging	3,000	17	TBD
July 2024	Southeastern Little League Tournament	Lodging	TBD	TBD	TBD
September 5-8, 2024	Smokeout	Lodging	TBD	TBD	TBD
November 1-2, 2024	Balloon Glow & Laser Show	Lodging	\$3,000	TBD	TBD
Total			6,000	17	TBD

YTD 2024: 5 Groups / 17 Room Nights
 2024 BENCHMARKS: 7 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	\$1,260	23	\$136,954
April	Earth Day Jam	Lodging, Package	TBD	15	TBD
May	Kannapolis- Jiggy with the Piggy	Hospitality-Title Sponsor	\$5,000	TBD	TBD
May	Salisbury Sculpture Show	Lodging	TBD	TBD	TBD
May	Cheerwine Festival	Lodging, Hospitality, Package	TBD	TBD	TBD
July	Dragon Boat Festival	Lodging, Hospitality	\$3,000	17	TBD
November	Balloon Glow & Laser Show	Lodging, Package	\$3,000	TBD	TBD
Total			\$12,260	55	\$136,954

YTD 2024: 4 Fulfilled Requests / 55 Room Nights
 2024 BENCHMARKS: 16 Fulfilled Requests / 850 Room Nights

WHAT'S AHEAD

- Continuing “Book Your Overnight Stay” messaging
- Promotion of upcoming Spring and Easter events
- Spring Influencers
- Cannon Ballers 2024 season partnership
- 3rd Annual Hospitality Night Partner Invitation
- Upcoming Stay & Play Packages: Day Out with Thomas, Earth Day Jam, Spring Fun on the Farm, Jiggy with the Piggy, Hippie Fest, Cheerwine Festival
- Staff attending the Farmers Breakfast and EDC Annual Meeting



