



## **Rowan County Tourism: February 2026 Month in Review**

As we moved further into the new year, February continued to build on the strong and intentional start to 2026. Through strategic capital projects, compelling seasonal storytelling, and meaningful partnerships, we maintained visitor engagement during a traditionally slower travel period while positioning Rowan County for spring travel and continued growth.

# February: Month at a Glance

## Strategic Focus Areas

- Capital Projects Advancement
- Statewide Tourism Advocacy & Promotion
- Seasonal Content & Experiences
- Group Travel Development

## Key Accomplishments

**What We Built:** RailWalk development nearing completion, creating a signature destination experience.

**What We Told:** Destination positioning, Wine About Winter, February events, African American Heritage experiences, historic experiences, wine experiences, last-minute Valentine's Day activities, brunch spots, day trip itineraries, St. Patrick's Day events, and wedding venues.

**Who/What We Engaged:** Visit NC, Kannapolis Cannon Ballers, Rowan-Salisbury School System conference, Wine About Winter, package guests, future travelers

# Building Momentum: Hotel & Lodging Impact

	December	January	February	YTD as of 2/28
Occupancy (This Year)	56.5%	60.4%	66.9%	63.5
Occupancy (Last Year)	57.2%	56.7%	64.1%	60.2
ADR (This Year)	\$109.01	\$110.04	\$110.15	\$110.26
ADR (Last Year)	\$105.64	\$107.59	\$106.18	\$104.75
RevPar (This Year)	\$61.62	\$66.63	\$73.61	\$69.94
RevPar (Last Year)	\$60.42	\$59.36	\$68.95	\$63.91
Revenue (This Year)	\$1,514,739	\$1,637,953	\$1,634,461	\$3,272,412
Revenue (Last Year)	\$1,485,351	\$1,459,208	\$1,531,060	\$2,990,269

# Tourism Capital Projects: Building Our Future

Strategic infrastructure investments are shaping the experiences, stories, and sense of place that visitors remember and share. These projects strengthen Rowan County's brand identity while supporting local pride, workforce development, and long-term economic vitality by creating spaces that connect residents and visitors to our culture, history, and natural assets.

01

## RailWalk & Farmer's Market

Status: Near Completion.

03

## Website Redesign

Status: Under Construction.

02

## Wayfinding Signage

Status: Railwalk Directional Signs in Process.

04

## F&M Bank Trolley System

Status: Planning Phase.

# Telling Our Story: February Campaign Momentum

February's communications strategy continued to build on winter visitation while broadening our storytelling to highlight Rowan County's diverse experiences and seasonal transitions into early spring travel planning.

## Seasonal Storytelling

Storytelling elevated Rowan County's broader destination narrative, highlighting history experiences, hidden gems, local stewards, and trail connections—to reinforce a sense of place and deeper visitor connection beyond seasonal moments.

Digital content centered around *Wine About Winter*, Valentine's Day, and curated February experiences, blending romantic getaways with group-friendly outings. Messaging highlighted everything from cozy wine experiences and brunch spots to last-minute Valentine's plans and scenic day trips, appealing to both planners and spontaneous travelers.

## Expanded Experience Promotion

Key experiences were leveraged while showcasing Rowan County's unique assets to statewide tourism leaders and strengthening our positioning within the North Carolina tourism landscape.

Storytelling elevated visitor interests including African American Heritage experiences, historic attractions, and local wineries. We also began seeding interest in upcoming travel moments through St. Patrick's Day events and wedding venue inspiration.

## Digital Influencers

Influencer partnerships remained paused in February, allowing us to continue stewarding budget resources while strategically preparing for higher-impact collaborations during peak travel seasons.



# Digital Storytelling

February's digital strategy continued to leverage SEO-driven, high-intent content while expanding into experience-based and itinerary-focused storytelling. Content captured short trips, day trips, and both planners and last-minute visitors, with a seasonal emphasis on Wine About Winter, Valentine's Day, and early spring travel inspiration.

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## February Content Focus:

- Wine About Winter & wine experiences
- February events & St. Patrick's Day previews
- African American Heritage & historic experiences
- Brunch spots & local dining features
- Day trip itineraries & weekend inspiration
- Wedding venues & future travel planning
- Stay & Play Packages

# Numbers at a Glance

## Social Media

**1,631,091**

Total Reach

Year-to-date

**59,241**

Total Social Following

Year-to-date

**51,628**

Total Engagement

Year-to-date

## Stay & Play Packages

Packages

**40**

Room Nights

**60**

## Website Analytics

**62,614**

Website Pageviews

**33,180**

Website Active Users





# Group Travel & Community Engagement

Strong community partnerships and engagement with visiting groups are essential to creating a welcoming, cohesive destination experience. In February, strategic outreach to new and existing partners supported tourism growth and enhanced visitor services.



## Group Travel

- Rowan-Salisbury School System- "A Day in the District"



## Community Engagement

- Kannapolis Cannon Ballers- 2025 season in review, prep for 2026 season & Hospitality Night Celebration
- RailWalk dedication celebration planning
- YMCA
- Visit NC Road Show Pitch
- Development of Partner News videos
- 250 Sponsorships
- Municipality event sponsorships

# Looking Forward: Be an Original Turns 10

**VISIT  
ROWAN COUNTY**

**NORTH CAROLINA**

*Be an original.®*

## **Branding Development:**

Planning underway for a 10th anniversary

Partnership with New Sarum Brewing Company

Partner Monthly Update Videos

# F&M Bank Trolley System

## Rentals

**2026 YTD: 49**

**2026 Revenue: \$5,307**

**Upcoming Rentals: Weddings, Arts in the Park**



# Expanding Our Story: Looking Ahead to March

As we move into March and early spring, the story of tourism in Rowan County will continue to evolve. Capital projects, partnerships and content will guide our efforts.

## What We are Building

RailWalk Development & Celebration

Wayfinding Development

Partner Update Videos

Website Redesign

App Outdoor Trails

F&M Bank Trolley System

America 250

## What We are Telling

March & Early Spring Storytelling

Seasonal Events & Experiences

Stay & Play Packages

Adapting to Current Travel Trends

Partner Update Videos

Kannapolis Cannon Ballers Videos

## Who/What We are Engaging

Partner Relations

Partner Content Spotlights

Kannapolis Cannon Ballers: Hospitality  
Appreciation Night

Group Business