

**VISIT
ROWAN COUNTY**

NORTH CAROLINA

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**DESTINATION
MARKETING REPORT**

JANUARY 2023



LODGING MARKET DATA

HOTELS

Occupancy (%)	2022												2023	Year To Date as of 12/31			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2020	2021	2022	
This Year	66.5	69.9	73.5	78.0	72.0	71.8	77.6	68.8	69.6	70.7	71.0	65.9	66.7		53.1	68.7	70.5
Last Year	48.4	59.9	68.0	73.2	72.8	77.5	72.7	69.1	71.2	74.2	72.6	66.1	66.5		70.1	53.1	68.7
Percent Change	37.4	16.6	8.1	6.6	-1.1	-73.0	6.8	-0.4	-2.3	-4.6	-2.2	-0.2	0.3		-24.3	29.4	2.6
ADR	2022												2023	Year To Date			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2020	2021	2022	
This Year	95.01	99.29	100.70	107.35	109.38	107.56	103.50	110.97	114.52	117.17	108.14	101.91	109.26		78.56	88.80	106.99
Last Year	74.04	74.87	78.43	82.25	86.44	88.47	91.58	93.33	95.29	100.52	96.87	94.60	94.97		89.75	78.56	88.80
Percent Change	28.3	32.6	28.4	30.5	26.5	21.6	13.0	18.9	20.2	16.6	11.6	7.7	15.0		-12.5	13.0	20.5
RevPAR	2022												2023	Year To Date			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2020	2021	2022	
This Year	63.14	69.39	74.06	83.77	78.78	77.22	80.36	76.34	79.67	82.89	76.76	67.20	72.90		41.71	61.01	75.41
Last Year	35.82	44.87	53.34	60.20	62.95	68.53	66.60	64.47	67.86	74.56	70.31	62.50	63.14		62.92	41.71	61.01
Percent Change	76.3	54.6	38.8	39.2	25.2	12.7	20.7	18.4	17.4	11.2	9.2	7.5	15.4		-33.7	46.3	23.6
Revenue	2022												2023	Year To Date			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2020	2021	2022	
This Year	1,552,238	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		11,953,955	17,659,769	21,825,645
Last Year	880,665	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		16,970,467	11,953,955	17,659,769
Percent Change	76.3	54.6	38.8	39.2	25.2	12.7	20.7	18.4	17.4	11.2	9.2	7.5	15.4		-29.6	47.7	23.6

AirBnb & VRBO

Occupancy (%)	2022												2023	Year To Date
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	2023	
This Year	35.6%	38.8%	37.6%	44.6%	43.5%	54.2%	53.8%	41.2%	42.0%	44.8%	43.5%	33.0%		33.0%
ADR	2022												2023	Year To Date
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	2023	
This Year	\$130.00	\$136.00	\$139.00	\$159.00	\$173.00	\$172.00	\$378.00	\$179.00	\$187.00	\$252.00	\$237.00	\$266.00		\$266.00
RevPAR	2022												2023	Year To Date
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	2023	
This Year	\$46.00	\$53.00	\$52.00	\$71.00	\$76.00	\$93.00	\$203.00	\$74.00	\$79.00	\$113.00	\$103.00	\$88.00		\$88.00
Revenue	2022												2023	Year To Date
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	2023	
This Year	\$118,644	\$132,356	\$150,894	\$197,969	\$166,100	\$256,060	\$575,754	\$221,761	\$235,312	\$308,179	\$293,261	\$252,887		\$252,887.00

*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 JANUARY 31, 2023

AVERAGE OPEN RATE
33.98%

SUBSCRIBERS
4,876



JANUARY IN ROWAN COUNTY

The chilly winter days aren't what they used to be here in Rowan County. From shopping and dining to recreational and live music events, there's always something to experience in Rowan County. If you're not sure where to go, visit our website for more information on what makes Rowan County a great region.



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 JANUARY 31, 2023

PAGEVIEWS
19,598

USERS / NEW USERS
8,737 / 8,462



VISITORS BY LOCATION YTD AS OF JANUARY 31, 2023

STATE:

NC CITIES:

North Carolina
Georgia
Virginia
New York
Florida

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 JANUARY 31, 2023

FACEBOOK

FOLLOWERS 27,252	IMPRESSIONS 152,310	REACH 130,687	ENGAGEMENT 8,691
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TWITTER

FOLLOWERS 2,235	IMPRESSIONS 454	MENTIONS 1
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INSTAGRAM

FOLLOWERS 2,419	IMPRESSIONS 29,712	REACH 16,043	ENGAGEMENT 490
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BLOG POSTS

VEWS 1,683	POSTS 6
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TOTAL DIGITAL IMPACT

YTD 2023

ENGAGEMENT 32,119	REACH 173,341
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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

JANUARY 2023

Videos: 3

Views: 309.1k

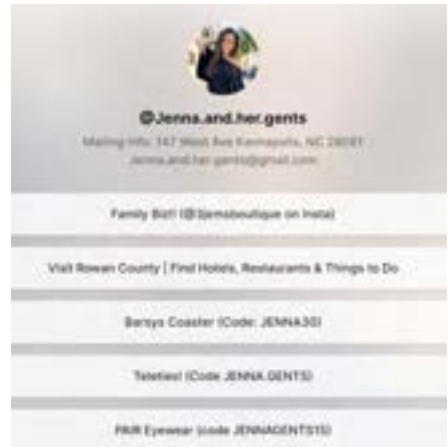
Likes: 28,414

Saves: 170

Comments: 1,347

Locations: La Cava, NC Transportation Museum

Up Next: Wine About Winter & Swanee Theater (Feb)
Cherry Treesort (March)



PAID MARKETING PLACEMENTS

July 2022 - January 2023

MONTH	PLACEMENTS
July	65
August	81
September	87
October	60
November	52
December	52
January	37
Total	434

*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: 55

Bookings over next 90 days: 23



STAY & PLAY OVERNIGHT PACKAGES

Wine About Winter: 9 Packages / 9 Room Nights
 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

Vintage Grove	The Paper Factory
Peach Pepper Jam	Fletcher and Gaines
Willowbrook Grounds	Sweetest Beginnings
West Rowan Home & Garden	Backyard Antiques
Local Focal Marketplace & Antiques	Escape Central

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.

NOVEMBER, DECEMBER, JANUARY (Rolling 90 Days)

USERS - (visitors from 25+ miles away)

Cell Phones

651,125

*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: 59,675

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: 160,489

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

Root Rez Affiliate Program



