



**VISIT  
ROWAN  
COUNTY**

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NORTH CAROLINA

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*Be an original.®*

**DESTINATION  
MARKETING REPORT**  
JANUARY 2024



# LODGING MARKET DATA

## HOTELS

Occupancy (%)	2023												2024	Year to Date as of 1/31		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	2022	2023	2024
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	54.1	70.9	67.9	54.1
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	66.6	68.9	70.9	66.6
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	-18.8	2.8	-4.2	-18.8
ADR	2023												2024	Year to Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	2022	2023	2024
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	98.91	107.42	110.10	98.91
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	109.33	88.29	107.42	109.33
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	-9.5	21.3	2.5	-9.5
RevPAR	2023												2024	Year to Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	2022	2023	2024
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	53.51	76.17	74.78	53.51
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	72.84	60.87	76.17	72.84
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	-26.5	25.1	-1.8	-26.5
Revenue	2023												2024	Year to Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	2022	2023	2024
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	1,315,461	20,173,547	19,805,543	1,315,461
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	1,790,619	16,123,313	20,173,547	1,790,619
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	-26.5	25.1	-1.8	-26.5

## AirBnb & VRBO

Occupancy (%)	2023												2024	Year To Date	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	2024	2024
This Year	33.0%	43.5%	39.1%	54.8%	44.4%	44.2%	60.9%	62.0%	49.8%	42.9%	36.4%	31.5%	18.3%	18.3%	
ADR	2023												2024	Year To Date	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	2024	2024
This Year	\$266.00	\$260.00	\$232.00	\$203.00	\$139.00	\$169.00	\$197.00	\$293.00	\$211.00	\$143.00	\$138.00	\$144.00	\$120.00	\$120.00	\$120.00
RevPAR	2023												2024	Year To Date	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	2024	2024
This Year	\$88.00	\$113.00	\$91.00	\$113.00	\$58.00	\$74.00	\$120.00	\$182.00	\$105.00	\$61.00	\$50.00	\$51.00	\$22.00	\$22.00	\$22.00
Revenue	2023												2024	Year To Date	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	2024	2024
This Year	\$74,056.00	\$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	\$107,545.00	\$107,545.00

\*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, 2024

**AVERAGE OPEN RATE**  
35.11%

**SUBSCRIBERS**  
4,919

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



### FEBRUARY IN ROWAN COUNTY

February in Rowan County is brimming with exciting events that cater to a variety of interests that both you and your family and friends can enjoy. From highly anticipated annual events to Valentine's and art events, this month offers a diverse range of activities that are sure to captivate locals and visitors alike.

[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 JANUARY 31, 2024

**PAGEVIEWS**  
24,632

**USERS**  
10,325

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



## RIPE ONLINE BOOKING PLATFORM

YTD AS OF JANUARY 31, 2024

**Reservations:** 22

**Room Nights:** 29

**ADR:** \$117

**Revenue:** \$3,390

**Package Bookings:** 72.7%

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 JANUARY 31, 2024

### FACEBOOK

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
29,461	136,343	116,295	5,448



### X (TWITTER)

FOLLOWERS	VIEWS	ENGAGEMENT
2,279	1,975	71



### INSTAGRAM

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
4,010	19,282	10,980	480



### TIKTOK

FOLLOWERS	LIKES
673	10



### TOTAL SOCIAL MEDIA IMPACT YTD

<b>TOTAL FOLLOWING</b> 36,423	<b>TOTAL ENGAGEMENT</b> 6,009
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**2024 BENCHMARKS:** 38,700 Followers / 110,000 Engagements

### BLOG POSTS

VIEWS	POSTS
1,969	6



**Downtown Salisbury's 2024 Wine About Winter**  
Jan. 24, 2024  
Experience one of the most anticipated events of the season at the 118th annual Wine About Winter...  
[Read More >](#)

**2024 BENCHMARKS:** 42,000 Views / 80 Posts

# INFLUENCER PARTNERSHIPS

YTD AS OF JANUARY 31, 2024

**@JENNA.AND.HER.GENTS**  
TIKTOK / INSTAGRAM

Videos: 1 / 1

Views: 117,700 / 42,516

Likes: 12,700 / 1,360

Saves: 49/5

Comments: 150 / 20

Locations: Grove Cartel Brewing Company, Meadows at the Grove Cartel



**@LITTLEMERD**  
TIKTOK/INSTAGRAM

Videos: 1 / 1

Views: 9,919 / 5,111

Engagements: 687 / 148

Location: The Fun Factory



## YTD TOTAL INFLUENCER IMPACT

**VIEWS**  
175,246

**ENGAGEMENTS**  
15,119

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

## TOTAL DIGITAL IMPACT

YTD 2024

**ENGAGEMENT**  
49,594

**REACH**  
334,822

\*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.

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

## HISTORIC SALISBURY TROLLEY

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

**2024 YTD BOOKINGS:** 69

**Bookings over next 90 days:** 27

**2024 YTD Revenue:** \$9,340.04

**2024 BENCHMARKS:** 140 Bookings



## PAID MARKETING PLACEMENTS

YTD as of JANUARY 31, 2024

MONTH	PLACEMENTS
January	28
<b>Total</b>	<b>28</b>

**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:** 14 Packages / 15 Room Nights

**VISA:** 2 Packages / 3 Room Nights

**2024 YTD:** 16 Packages / 18 Room Nights

**2024 BENCHMARKS:** 580 Packages / 775 Room Nights



# PARTNER ENGAGEMENT

YTD Site/Event Visits: 2  
 2024 BENCHMARKS: 24

YTD Partner Relationship Visits: 3  
 2024 BENCHMARKS: 24

PR ENGAGEMENTS: 1  
 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	TBD	TBD	TBD
July 2024	Southeastern Little League Tournament	Lodging	TBD	TBD	TBD
September 5-8, 2024	Smokeout	Lodging	TBD	TBD	TBD

YTD 2024: 0 Groups / 0 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	TBD	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
<b>Total</b>			<b>\$6,260</b>	<b>23</b>	<b>\$136,954</b>

YTD 2024: 1 Fulfilled Requests / 23 Room Nights  
 2024 BENCHMARKS: 16 Fulfilled Requests / 850 Room Nights

# WHAT'S AHEAD

- Winter VISA Giveaway
- Continuing “Book Your Overnight Stay” messaging
- Promotion of upcoming Spring events
- Cannon Ballers 2024 season partnership
- Preparation for Spring Stay & Play Packages: St. Patrick’s Day Train, Earth Day Jam, Day Out with Thomas, Spring Fun on the Farm, Jiggy with the Piggy, Hippie Fest, Cheerwine Festival
- Preparation for Spring Influencers
- Visit NC Conference





