

**VISIT  
ROWAN  
COUNTY**

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NORTH CAROLINA

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*Be an original.®*

**DESTINATION  
MARKETING REPORT**  
JUNE + JULY 2024



# LODGING MARKET DATA

## HOTELS

Occupancy (%)	2023							2024							Year to Date as of 7/31		
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2022	2023	2024
This Year	64.6	63.6	64.6	66.6	71.9	63.7	60.4	54.1	65.7	69.4	73.9	73.8	72.9	69.1	71.6	68.7	68.4
Last Year	71.8	78.2	67.5	69.6	70.7	71.0	65.9	66.6	69.2	71.5	74.9	68.7	64.6	63.6	67.4	71.6	68.7
Percent Change	-10.0	-18.6	-4.3	-4.3	1.6	-10.2	-8.3	-18.8	-5.0	-3.0	-1.3	7.5	12.7	8.6	6.2	-4.1	-0.4
ADR	2023							2024							Year to Date as of 7/31		
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2022	2023	2024
This Year	106.15	108.11	103.56	110.28	116.51	106.51	98.92	98.91	102.03	106.60	114.96	118.13	111.36	112.23	104.19	110.44	109.79
Last Year	107.56	105.31	112.12	114.52	117.17	108.26	102.28	109.33	110.60	110.41	114.54	115.53	106.15	108.11	83.16	104.19	110.44
Percent Change	-1.3	2.7	-7.6	-3.7	-0.6	-1.6	-3.3	-9.5	-7.7	-3.5	0.4	2.2	4.9	3.8	25.3	6.0	-0.6
RevPAR	2023							2024							Year to Date as of 7/31		
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2022	2023	2024
This Year	68.62	68.78	66.92	73.43	83.72	67.88	59.78	53.51	67.06	73.95	84.93	87.24	81.15	77.52	74.62	75.82	75.09
Last Year	77.22	82.31	75.69	79.67	82.89	76.86	67.43	72.84	76.55	78.96	85.77	79.37	68.62	68.78	56.07	74.62	75.82
Percent Change	-11.1	-16.4	-11.6	-7.8	1.0	-11.7	-11.4	-26.5	-12.4	-6.3	-1.0	9.9	18.3	12.7	33.1	1.6	-1.0
Revenue	2023							2024							Year to Date as of 7/31		
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2022	2023	2024
This Year	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	1,817,882	2,020,454	2,144,546	1,930,452	1,905,708	12,545,533	12,746,146	12,623,729
Last Year	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	1,940,974	2,040,451	1,951,107	1,632,488	1,690,739	9,425,588	12,545,533	12,746,146
Percent Change	-11.1	-16.4	-11.6	-7.8	1.0	-11.7	-11.4	-26.5	-12.4	-6.3	-1.0	9.9	18.3	12.7	33.1	1.6	-1.0

## AirBnb & VRBO

Occupancy (%)	2023							2024							Year To Date
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	2024
This Year	44.2%	60.9%	62.0%	49.8%	42.9%	36.4%	31.5%	18.3%	19.3%	31.3%	31.2%	42.4%	48.9%	48.5%	41.7%
ADR	2023							2024							Year To Date
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	2024
This Year	\$169.00	\$197.00	\$293.00	\$211.00	\$143.00	\$138.00	\$144.00	\$120.00	\$125.00	\$133.00	\$133.00	\$134.00	\$133.00	\$139.00	\$126.00
RevPAR	2023							2024							Year To Date
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	2024
This Year	\$74.00	\$120.00	\$182.00	\$105.00	\$61.00	\$50.00	\$51.00	\$22.00	\$24.00	\$41.00	\$42.00	\$57.00	\$65.00	\$67.00	\$52.00
Revenue	2023							2024							Year To Date
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	2024
This Year	\$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	\$207,446.00	\$213,006.00	\$312,035.00	\$362,603.00	\$398,288.00	\$1,938,251.00

\*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 JULY 31, 2024

**AVERAGE OPEN RATE**  
28.49%

**SUBSCRIBERS**  
4,998

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

# 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 JULY 31, 2024

**PAGEVIEWS**  
251,200

**USERS**  
110,798

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

# RIPE ONLINE BOOKING PLATFORM

## YTD AS OF AUGUST 20, 2024

**Reservations:** 257

**Room Nights:** 358

**ADR:** \$147

**Revenue:** \$52,710

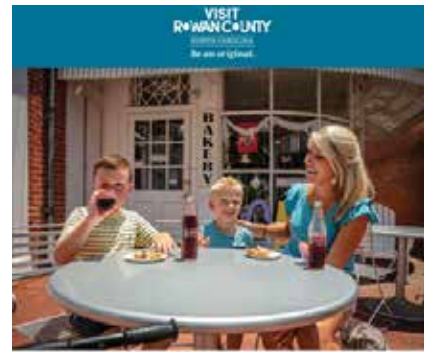
**Package Bookings:** 231

**2024 BENCHMARKS:** 560 Reservations / 695 Nights

**Book Your Stay & Save in Rowan County!**

Check to see if your dates qualify for rewards:

Check-in → Check-out    Guests 1    SEARCH



## AUGUST IN ROWAN COUNTY

August in Rowan County, N.C., is a time of vibrant festivities and community gatherings. From lively outdoor concerts and beer festivals to historic tours and car shows, there's something for everyone to enjoy. Discover the charm and warmth of Rowan County as it comes alive with events that celebrate our rich culture and heritage.

[READ MORE](#)



EXPERIENCE ORIGINAL  
**Woodleaf Tomato Festival 2024**



EXPERIENCE ORIGINAL  
**Day Trips to Rowan County**

**Rowan County, NC**

IS AN IDEAL

Rowan County, NC, is a beautiful destination with a rich history and a vibrant culture. Discover the charm and warmth of Rowan County as it comes alive with events that celebrate our rich culture and heritage.

# 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 JULY 31, 2024

### FACEBOOK

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
32,016	1,121,563	954,143	75,849

### X

FOLLOWERS	VIEWS	ENGAGEMENT
2,301	14,632	417

### INSTAGRAM

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
4,389	113,506	58,087	4,348

### TIKTOK

FOLLOWERS	LIKES
797	76

### TOTAL SOCIAL MEDIA IMPACT YTD

TOTAL FOLLOWING 39,503	TOTAL ENGAGEMENT 80,690
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2024 BENCHMARKS: 38,700 Followers / 110,000 Engagements

### BLOG POSTS

VIEWS	POSTS
29,301	57

2024 BENCHMARKS: 42,000 Views / 80 Posts



# INFLUENCER PARTNERSHIPS

YTD AS OF JULY 31, 2024

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

**Videos:** 7 / 7

**Views:** 434,100 / 310,000

**Likes:** 36,969 / 6,177

**Saves:** 305 / 67

**Comments:** 310 / 66

**Locations:** Grove Cartel Brewing Company, Meadows at the Grove Cartel, Kingpin Bowling, Downtown Kannapolis, Waters Edge, James' Sweet Spot, Decadence Popcorn, Kannapolis Cannon Ballers' Stadium, Cheerwine Festival (2023), Jiggy with the Piggy Festival, Towel City Tavern

**@LITTLEMERD**  
TIKTOK / INSTAGRAM

**Videos:** 2 / 2

**Views:** 26,500 / 13,500

**Engagements:** 1,736 / 281

**Locations:** The Fun Factory, Dan Nicholas Park

**@MAGNOLIAMEGAN**  
INSTAGRAM

**Videos:** 2

**Views:** 81,000

**Engagements:** 1,410

**Locations:** Downtown Salisbury's Wine About Winter, New Sarum's AnniBEERsary

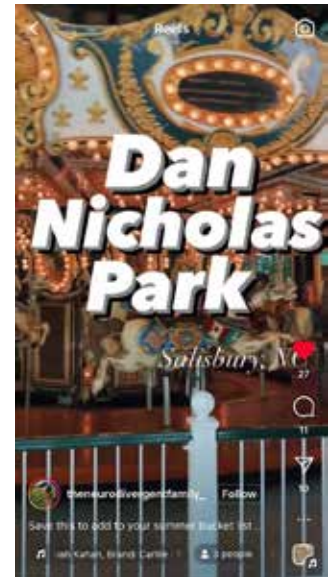
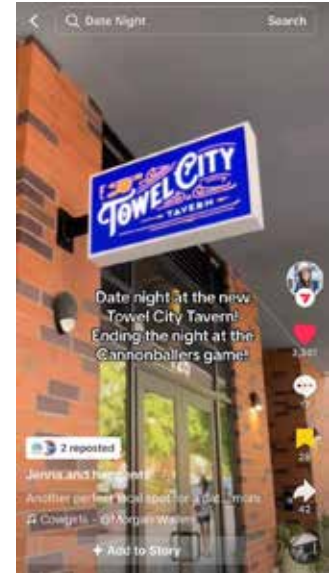
**@JENNA.BLACK.21 / @JENNABLACKREALTOR**  
TIKTOK / INSTAGRAM

**Videos:** 1 / 1

**Views:** 16,000 / 7,480

**Engagements:** 660 / 223

**Locations:** Flynn's Village Grill, Historic Gold Hill



**@HOUSEOFHENSEN  
INSTAGRAM**

**Videos:** 2

**Views:** 42,000

**Engagements:** 1,333

**Locations:** N.C. Transportation Museum, Easter Bunny Express, Cannon Ballers' Ticket Giveaway

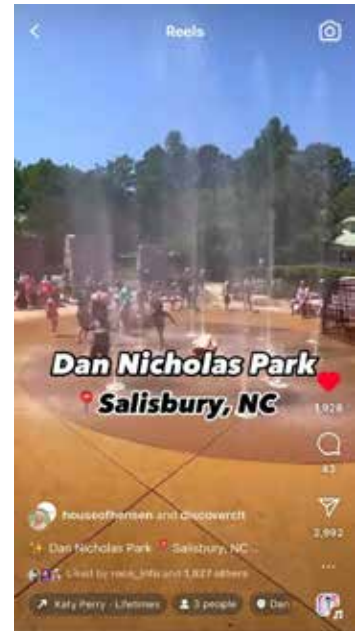
**@HOTMESS.MOMMA.OF.4  
TIKTOK / INSTAGRAM**

**Videos:** 1 / 1

**Views:** 2,828 / 1,403

**Engagements:** 265 / 78

**Locations:** Patterson Farm Spring Fun on the Farm/Pick-Your-Own Strawberries



**YTD TOTAL INFLUENCER IMPACT**



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

**TOTAL DIGITAL IMPACT**

**YTD as of JULY 31, 2024**



\*Total Engagement includes email opens, pageviews, total social media impact engagement, blog views & total influencer impact engagement.

\*Total Reach includes email subscribers, pageviews, Facebook reach, Twitter views, Instagram reach, Influencer Impact Views & 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:** 134

**Bookings over next 90 days:** 30

**2024 YTD Revenue:** \$42,525.57

**2023-24 FY Revenue:** \$82,798

**2024 BENCHMARKS:** 140 Bookings



## PAID MARKETING PLACEMENTS

YTD as of JULY 31, 2024

MONTH	PLACEMENTS
January	28
February	26
March	28
April	37
May	43
June	39
July	32
<b>Total</b>	<b>233</b>

\*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.

2024 BENCHMARKS: 550 Placements

## STAY & PLAY OVERNIGHT PACKAGES

### 2024 PACKAGES

**Wine About Winter:** 18 Packages / 19 Room Nights

**VISA:** 43 Packages / 69 Room Nights

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

**DOWT:** 60 Packages / 93 Room Nights

**Cheerwine Festival:** 17 Packages / 24 Room Nights

**Jiggy with the Piggy:** 2 Packages / 5 Room Nights

**Spring Patterson:** 1 Package / 1 Room Night

**The Polar Express:** 117 Packages / 157 Room Nights

**Brew & Choo:** 5 Packages / 5 Room Nights

2024 YTD: 264 Packages / 374 Room Nights

2024 BENCHMARKS: 580 Packages / 775 Room Nights



## PARTNER ENGAGEMENT

YTD Site/Event Visits: 13

2024 BENCHMARKS: 24

YTD Partner Relationship Visits: 26

2024 BENCHMARKS: 24

PR ENGAGEMENTS: 15

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	\$0	22	\$5,324
July 2024	Dragon Boat	Lodging	3,000	16	\$17,733
July 2024	Southeastern Little League Tournament	Lodging	\$15,000	538	\$192,337
July 2024	Rowan Salisbury School System-Local Seminar	Lodging	\$0	25	\$8,278
September 5-8, 2024	Smokeout	Lodging	\$22,500	95	TBD
November 1-2, 2024	Balloon Glow & Laser Show	Lodging	\$3,000	TBD	TBD
November 3, 2024	Micro Wrestling	Lodging	TBD	TBD	TBD
November 13, 2024	NC Main Street & State Historic Preservation	Lodging	\$0	40	TBD
February 21- 23, 2024	Salisbury Youth Council	Lodging	\$0	75	TBD
<b>Total</b>			<b>43,500</b>	<b>811</b>	<b>\$223,672</b>

YTD 2024: 9 Groups / 811 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)
January	NCTM-Yearly Lodging	Lodging	\$1,800	17	\$5,629
February	Wine About Winter	Package	\$1,260	23	\$136,954
April	Earth Day Jam	Lodging, Package	\$3,000	18	\$49,744
May	Piedmont Players Theatre	Lodging	\$292	2	\$4,886
May	Three Rivers Land Trust	Lodging	\$292	2	\$496
May	Kannapolis- Jiggy with the Piggy	Hospitality-Title Sponsor	\$5,000	5	\$89,224
May	Salisbury Sculpture Show	Lodging	\$1,416	7	\$2,181
May	Cheerwine Festival	Lodging, Hospitality, Package	\$7,500	51	\$5,711,731
June	Pride	Lodging	\$3,000	22	\$50,193
July	Dragon Boat Festival	Lodging, Hospitality	\$3,000	16	\$17,733
July/October	Piedmont Players Theatre	Lodging	\$3,000	22	\$10,525
September/October	NCTM-Day Out with Thomas	Lodging	TBD	93	TBD
October	Bell Tower BrewFest	Lodging	TBD	5	TBD
October	Autumn Jubilee	Lodging	TBD	TBD	TBD
November	Balloon Glow & Laser Show	Lodging, Package	\$3,000	TBD	TBD
November	Micro Wrestling	Lodging	TBD	TBD	TBD
December	NCTM-Polar Express	Package	TBD	157	TBD
<b>Total</b>			<b>\$32,560</b>	<b>440</b>	<b>\$6,079,296</b>

YTD 2024: 17 Fulfilled Requests / 440 Room Nights

2024 BENCHMARKS: 16 Fulfilled Requests / 850 Room Nights

# WHAT'S AHEAD

Rounding up summer marketing  
 Looking ahead to fall marketing  
 Agritourism, Fall Fun & Events  
 Overnight Stay Packages: DOWT, Polar Express,  
 Bell Tower BrewFest, October Tour, Autumn Jubilee,  
 Balloon Glow & Laser Show



