

Rowan County Tourism Board Report

June & July 2025

This report provides a comprehensive overview of Rowan County's tourism performance metrics, partnerships, and upcoming initiatives as of July 2025.



JULY IN ROWAN COUNTY

There's no better time to explore Rowan County than July - one of the most exciting months on our calendar! Whether you're searching for Fourth of July fireworks, lively festivals, or unique family-friendly adventures, Rowan County is bursting with summer traditions and original experiences. From small-town celebrations to hands-on farm fun, this is your chance to dive into what makes our county shine. Come for the big events, and stay to uncover the local charm and hidden gems that make Rowan County unforgettable.

[READ MORE](#)



EXPERIENCE ORIGINAL

4th of July in Rowan County



EXPERIENCE ORIGINAL

Guide: China Grove's Farmers Day Festival

Digital Marketing Performance

Our website VisitRowanCountyNC.com has shown strong performance in the second quarter of 2025 so far:

251,947

Pageviews

Progress toward 2025 benchmark of 532,000

116,940

Users

Progress toward 2025 benchmark of 237,000

Our email newsletter continues to perform above industry standards with a 34.05% open rate (benchmark: 31.8%) and 5,236 subscribers (benchmark: 5,280).



AUGUST IN ROWAN COUNTY

August in Rowan County, N.C., is bursting with exciting ways to celebrate the end of summer. From family fun on the farm and vibrant outdoor concerts to classic car shows, hot air balloon glows, and craft beer festivals, this month is packed with can't-miss experiences across the county. Whether you're soaking in the sights at the N.C. Transportation Museum or paddling out to a concert on the water, Rowan County is waiting for you to make original memories with us this August.

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EXPERIENCE ORIGINAL

Woodleaf Tomato Festival 2025



EXPERIENCE ORIGINAL

Rowan County Farmers Markets

Social Media & Blog Performance



Social Media Impact YTD

As of July 31, 2025, our social media channels have achieved:

- Total Following: 48,032 (benchmark: 47,000)
- Total Engagement: 96,707 (benchmark: 154,000)

Kannapolis Cannon Baller Ticket Giveaway: In 2025, the giveaway saw strong social engagement driven by a major rebound on Facebook (reactions up 108%, comments up 65%) and continued Instagram growth, while X experienced a decline from its 2024 peak.

Blog Performance

Our blog content has generated:

- Views: 42,593 (benchmark: 60,900)
- Posts: 76 (benchmark: 95)

We continue to focus on creating engaging content that showcases Rowan County's attractions and events to drive visitor interest.

Influencer Partnerships

YTD as of July 31, 2025, we've collaborated with several influential content creators:

@JENNA.AND.HER.GENTS

(TikTok & Instagram)

- Videos: 3
- Views: 190,665
- Engagements: 6,650
- Locations: Downtown Salisbury's Wine About Winter, Cheerwine Festival, Pottery 101

@KIDSTAKECHARLOTTE

(Instagram)

- Videos: 5
- Views: 86,756
- Engagements: 5,183
- Locations: Piedmont Player's The Little Mermaid Jr., NCTM's Easter Bunny Express, Patterson Farm's Egg-Cellent Adventure, NCTM's Polar Express, Dan Nicholas Park

@HOUSEOFHENSEN

(Instagram)

- Videos: 2
- Views: 66,705
- Engagements: 3,563
- Locations: NCTM's Easter Bunny Express, NCTM's Polar Express

@FOLLOWOURCOMPASS

(TikTok & Instagram)

- Videos: 1
- Views: 53,090
- Engagements: 3,485
- Locations: Cherry Treesort

@TRIADMOMSONMAIN

(TikTok & Instagram)

- Videos: 1
- Views: 40,281
- Engagements: 563
- Locations: Dan Nicholas Park

@MAGNOLIAMEGAN

(Instagram)

- Videos: 1
- Views: 21,284
- Engagements: 559
- Locations: Cheerwine Festival

@THE_ASHLEY_NEZ

(TikTok & Instagram)

- Videos: 1
- Views: 10,201
- Engagements: 520
- Locations: Cheerwine Festival

Total Influencer Impact YTD:
468,982 views and 20,523
engagements

(2025 benchmarks: 2,500,000
views / 132,000 engagements)

MediaOne Partnership

Our July partnership with MediaOne has driven significant digital marketing results, showing strong performance across various channels in July.

Total Website Traffic in July

25%

YoY Growth

Increase in total website traffic compared to last year, demonstrating strong upward momentum.

5K

Extra Sessions

Additional sessions recorded on the website, contributing to overall engagement.

6K

M1 Attributed

Tracked sessions directly generated by MediaOne's digital tactics, highlighting their impact.

This overall growth was significantly boosted by the 6,000 tracked sessions directly attributed to MediaOne's strategic digital campaigns.

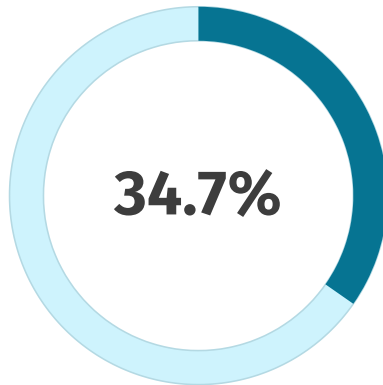
Promotional Landing Page Reach

Both dedicated promotional landing pages demonstrated effective reach and conversion activity throughout July:

- "Day Out with Thomas" Package Page earned over 100 click-throughs to our partner lodging options
- "Summer Fun" Package Page earned 11 tracked Booking Searches through our booking widget
- Paid Search Tactic Impressions: 5,801
- Facebook/Instagram Tactic Impressions: 146,920
- Native Prospecting Tactic Impressions: 383,522

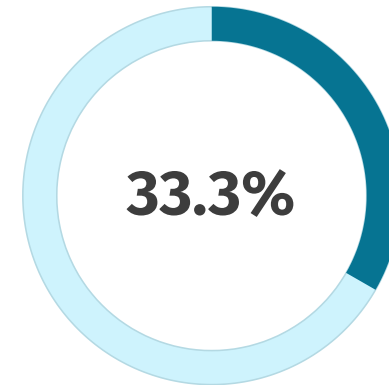
MediaOne Partnership Continued: Facebook and Instagram Performance

Meta platforms (Facebook and Instagram) have emerged as the top-performing tactic since launch, consistently delivering a healthy mix of traffic volume and hard conversions.



Meta Conversion Rate

Outperforming even Organic Search, indicating highly effective targeting and ad creative.



Organic Search CR

While strong, Meta's immediate success suggests a compelling opportunity for increased investment.

Given this immediate success, we have decided to take MediaOne's recommendation of reallocating more budget from our Native spend to further amplify the Meta tactic's reach and impact.

Paid Search Traffic Volume

Paid Search has consistently delivered high-quality traffic since its launch, and we continue to build volume. Our August optimization plans include:

- Allocating dedicated budgets toward our "Day Out with Thomas" and "Summer Fun" landing pages for targeted promotion.
- Shifting our geographical audience for the Summer Fun package campaign to target areas that have not yet returned to school.

Total Digital Impact



413,553

Total Engagement

Current engagement across all digital platforms

2025 Benchmark: 915,000 annual engagement target



YTD as of July 31, 2025, our total digital engagement across all platforms stands at 413,553, working toward our 2025 benchmark of 915,000 engagements. This metric encompasses website interactions, social media engagement, email newsletter activity, and influencer campaign performance.

Partnerships & Community Engagement

Historic Salisbury Trolley

- 2025 YTD Bookings: 126
- Bookings over next 90 days: 53
- 2025 YTD Revenue: \$43,021
- 2025 Benchmarks: 150 bookings



Partner Engagement YTD: 13 Site/Event Visits (benchmark: 24), 31 Partner Relationship Visits (benchmark: 65), and 11 PR Engagements (benchmark: 30).

Paid Marketing Placements

YTD as of July 31, 2025:

January	25
February	29
March	31
April	38
May	42
June	40
July	41
Total	246

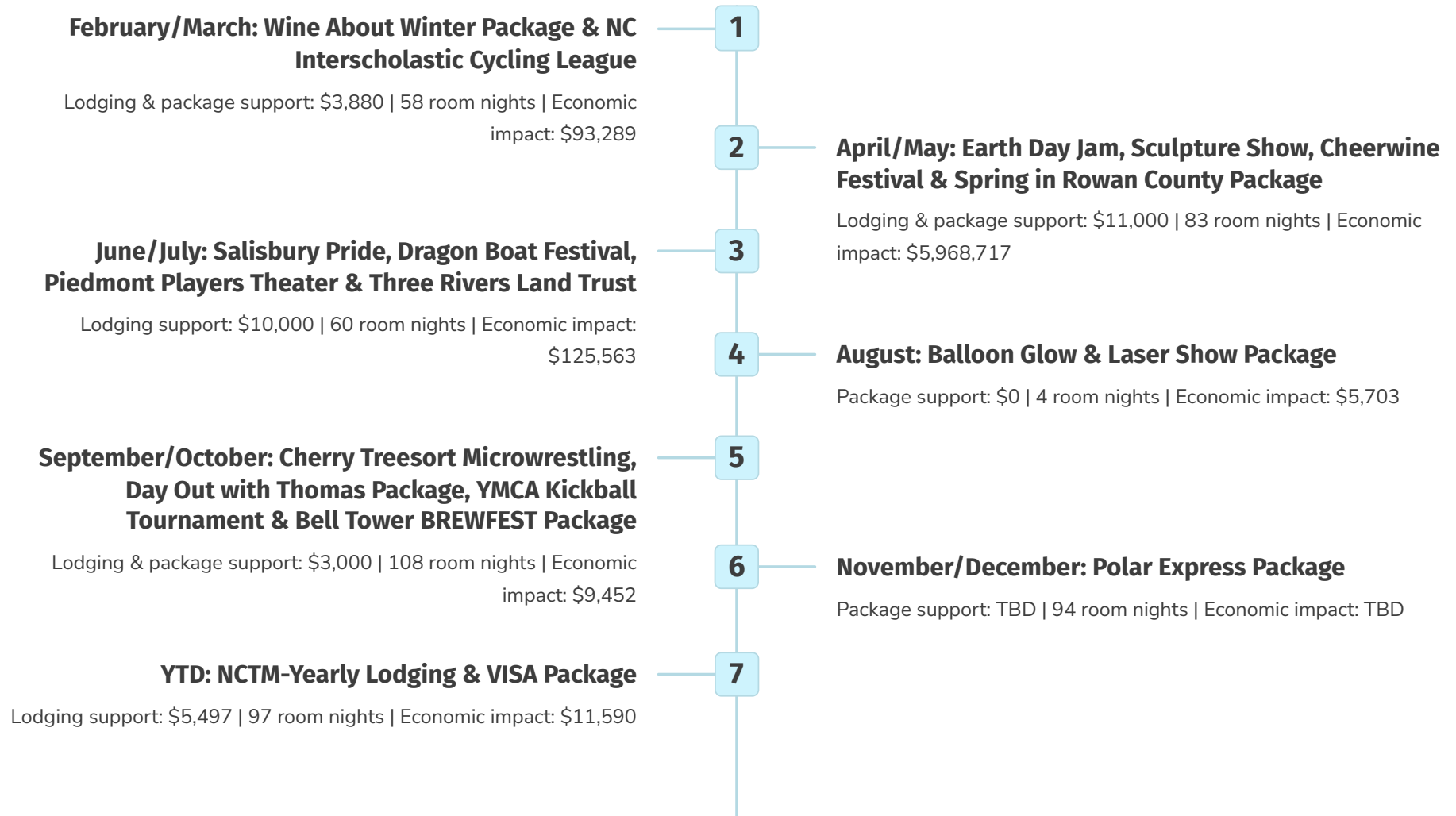
2025 Benchmarks: 550 placements

Hotel Performance Metrics

	May	June	July	YTD as of 7/31
Occupancy (This Year)	73.2%	70.7%	71.1%	69.6%
Occupancy (Last Year)	73.9%	72.9%	69.1%	68.8%
ADR (This Year)	\$119.34	\$108.65	\$109.24	\$110.97
ADR (Last Year)	\$118.12	\$111.36	\$112.23	\$109.79
RevPar (This Year)	\$87.38	\$76.81	\$77.67	\$77.21
RevPar (Last Year)	\$87.25	\$81.15	\$77.52	\$75.09
Revenue (This Year)	\$2,148,083	\$1,827,335	\$1,909,362	\$12,980,726
Revenue (Last Year)	\$2,144,547	\$1,930,452	\$1,905,708	\$12,623,729

Hotel performance metrics show positive year-over-year growth in occupancy, ADR, RevPar, and overall revenue.

Tourism Support Investments



YTD 2025: 18 Fulfilled Requests / 504 Room Nights (2025 Benchmarks: 25 Fulfilled Requests / 880 Room Nights) | Total investment: \$33,377 | Total economic impact: \$6,214,314

Group Sales Performance

Date	Event Name	Support Type	Investment	Room Nights	Economic Impact
February 27-28, 2025	Rowan Salisbury School System - A Day in a District	Lodging	\$0	10	\$5,000
March 21, 2025	Salisbury Youth Council	Lodging	\$0	42	\$14,504
March 19-22, 2025	Statewide Succession Planning Workshop	Lodging	\$169	1	\$331
June 2025	Preservation North Carolina	Lodging	\$0	30	\$9,900
July 2025	Dragon Boat	Lodging	\$3,000	15	\$18,200
September 2025	The SmokeOut	Lodging	\$20,000	315	\$427,400
October 7-8, 2025	Cycle NC	Administrative	TBD	TBD	TBD
October 8-9, 2025	YMCA Conference	Lodging	\$3,000	150	\$61,800
October 16-17, 2025	Rowan Salisbury School System - A Day in a District	Lodging	\$0	10	TBD
2025	The Next Generation Academy	Lodging	TBD	TBD	TBD
February 2026	Coon Hunters Association	Lodging	\$20,000	TBD	TBD
August 6-7, 2026	Three Rivers Land Trust	Lodging	TBD	TBD	TBD

YTD 2025: 12 Groups / 573 Room Nights (2025 Benchmarks: 13 Groups / 750 Room Nights) | Total investment: \$46,169| Total economic impact: \$537,135

RIPE Online Booking Platform Performance

YTD as of

August 19, 2025

- Reservations: 198
- Room Nights: 260
- ADR: \$159
- Revenue: \$41,447
- Package Bookings: 195

YTD as of

August 19, 2024

- Reservations: 250
- Room Nights: 346
- ADR: \$148
- Revenue: \$51,207
- Package Bookings: 224

2025

Benchmarks

- Reservations: 600
- Room Nights: 785



Stay & Play Packages



Current Package Performance

VISA: 41 Packages / 62 Room Nights

Wine About Winter: 41 Packages / 52 Room Nights

Spring in Rowan County: 7 Packages / 12 Room Nights

Cheerwine Festival: 20 Packages / 29 Room Nights

Summer Fun in Rowan County: 0 Packages / 0 Room Nights

Brew & Choo: 0 Packages / 0 Room Nights

Balloon Glow & Laser Show: 4 Packages / 4 Room Nights

Day Out with Thomas: 55 Packages / 83 Room Nights

Bell Tower BREWFEST: 0 Packages / 0 Room Nights

OctoberTour: 1 Packages / 2 Room Nights

Autumn Adventures in Rowan County: 0 Packages / 0 Room Nights

Polar Express: 75 Packages / 94 Room Nights

Christmas in Rowan County: 5 Packages / 9 Room Nights



Upcoming Packages

\$100 VISA Gift Card Giveaway

2025 YTD: 249 Packages / 347 Room Nights (2025 Benchmarks: 575 packages / 835 room nights)



What's Ahead



Wrapping Up Summer Marketing

We are finalizing our summer marketing campaigns, our Summer Fun in Rowan County Stay & Play Package, and analyzing summer performance data.



Fall Marketing Initiatives & Groups

New marketing strategies are being developed to highlight Rowan County's unique fall attractions & events. We are also actively engaging with various groups scheduled in September and October.



Stay & Play Package Focus

Special attention is being given to promoting the "Day Out with Thomas" and "Polar Express" Stay & Play Packages, leveraging these popular family events for increased overnight stays.