

**VISIT
ROWAN COUNTY**
 NORTH CAROLINA
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**DESTINATION
MARKETING REPORT**
 JUNE + JULY 2023



LODGING MARKET DATA

HOTELS

Occupancy (%)	2022							2023							Year To Date as of 6/30		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2021	2022	2023
This Year	71.8	77.6	68.8	69.6	70.7	71.0	65.9	66.7	69.3	73.0	74.9	68.7	64.6	63.6	66.5	71.8	69.5
Last Year	77.5	72.7	69.1	71.2	74.2	72.6	66.1	66.5	71.0	73.5	78.0	71.5	71.8	78.2	50.8	66.5	71.8
Percent Change	-73.0	6.8	-0.4	-2.3	-4.6	-2.2	-0.2	0.3	2.5	-0.7	-4.0	-3.9	-10.0	-18.6	31.0	8.0	-3.2
ADR	2022							2023							Year To Date		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2021	2022	2023
This Year	107.56	103.50	110.97	114.52	117.17	108.14	101.91	109.26	110.52	108.12	114.53	115.53	106.15	108.11	81.58	103.51	110.80
Last Year	88.47	91.58	93.33	95.29	100.52	96.87	94.60	94.97	98.60	100.70	107.34	109.80	107.56	105.31	80.66	81.58	103.51
Percent Change	21.6	13.0	18.9	20.2	16.6	11.6	7.7	15.0	12.1	7.4	6.7	5.2	-1.3	2.7	1.1	26.9	7.0
RevPAR	2022							2023							Year To Date		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2021	2022	2023
This Year	77.22	80.36	76.34	79.67	82.89	76.76	67.20	72.90	76.55	78.96	85.77	79.37	68.62	68.78	54.26	74.33	77.02
Last Year	68.53	66.60	64.47	67.86	74.56	70.31	62.50	63.14	70.03	74.06	83.76	78.49	77.22	82.31	40.95	54.26	74.33
Percent Change	12.7	20.7	18.4	17.4	11.2	9.2	7.5	15.4	9.3	6.6	2.4	1.1	-11.1	-16.4	32.5	37.0	3.6
Revenue	2022							2023							Year To Date		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2021	2022	2023
This Year	1,837,034	1,975,425	1,876,742	1,895,367	2,037,618	1,826,013	1,652,099	1,792,029	1,699,765	1,940,980	2,040,451	1,951,107	1,632,488	1,690,739	7,788,374	10,668,216	11,055,405
Last Year	1,630,436	1,637,219	1,584,933	1,614,291	1,832,902	1,672,602	1,536,457	1,552,239	1,554,973	1,820,509	1,992,686	1,929,445	1,837,035	2,023,365	5,762,310	7,788,374	10,668,216
Percent Change	12.7	20.7	18.4	17.4	11.2	9.2	7.5	15.4	9.3	6.6	2.4	1.1	-11.1	-16.4	35.2	37.0	3.6

AirBnb & VRBO

Occupancy (%)	2022						2023							Year To Date
	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	
This Year	54.2%	53.8%	41.2%	42.0%	44.8%	43.5%	33.0%	43.5%	39.1%	54.8%	44.4%	44.2%	60.9%	48.2%
ADR	2022						2023							Year To Date
	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	
This Year	\$172.00	\$378.00	\$179.00	\$187.00	\$252.00	\$237.00	\$266.00	\$260.00	\$232.00	\$203.00	\$139.00	\$169.00	\$197.00	\$194.00
RevPAR	2022						2023							Year To Date
	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	
This Year	\$93.00	\$203.00	\$74.00	\$79.00	\$113.00	\$103.00	\$88.00	\$113.00	\$91.00	\$113.00	\$58.00	\$74.00	\$120.00	\$93.00
Revenue	2022						2023							Year To Date
	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	
This Year	\$256,060	\$575,754	\$221,761	\$235,312	\$308,179	\$293,261	\$252,887	\$222,911	\$228,498	\$310,543	\$171,228	\$303,934	\$506,949	\$2,223,691.00

*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

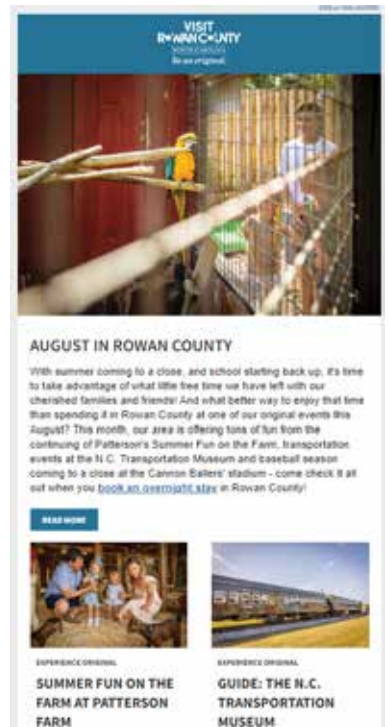
The strategy for Rowan County Tourism's email newsletter is to provide direct access to more information about upcoming activities and things to do in Rowan County. The email newsletter provides direct links to calendar listings and blog posts with more information about packages, things to do, places to see and activities to join in Rowan County.

YTD AS OF JULY 31, 2023

AVERAGE OPEN RATE
35.39%

SUBSCRIBERS
4,948

2023 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, 2023

PAGEVIEWS
233,661

USERS / NEW USERS
120,179 / 116,583

2023 BENCHMARKS: 375,000 Pageviews / 170,000 Users



RIPE ONLINE BOOKING PLATFORM

YTD AS OF JULY 31, 2023

Reservations: 196

Room Nights: 245

ADR: \$146

Revenue: \$35,690

Package Bookings: 90.3%

2023 BENCHMARKS: 450 Reservations / 600 Nights

Book Your Stay in Rowan County

See if your stay qualifies for exclusive offers!



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, 2023

FACEBOOK

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
28,244	1,113,628	965,943	52,810

TWITTER

FOLLOWERS	IMPRESSIONS	MENTIONS
2,234	23,370	9

INSTAGRAM

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
3,344	119,051	61,676	3,814

TIKTOK

FOLLOWERS	LIKES
557	290

TOTAL SOCIAL MEDIA IMPACT YTD

TOTAL FOLLOWING 33,822	TOTAL ENGAGEMENT 56,633
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2023 BENCHMARKS: 35,000 Followers / 110,000 Engagements
*excluding Tiktok

BLOG POSTS

VIEWS	POSTS
23,121	47

2023 BENCHMARKS: 25,000 Views / 65 Posts



Calling all Fire Truck enthusiasts! 🚒 Fire Truck Festival is BACK at @visitncm on June 24!

🚒 Join them for a day full of firefighters, firefighting equipment and the most fire trucks you will ever see in one place!

Learn more:
>> buff.ly/42F10Xs

#VisitRowanCountyNC
pic.twitter.com/XvRltH8pWZ



4th of July in Rowan County

Jun 11, 2023

From the snuff of hot dogs, to the pops of fireworks - there's no experience quite like Independence...

[Read More >](#)

INFLUENCER PARTNERSHIPS

YTD AS OF JULY 31, 2023

@JENNA.AND.HER.GENTS
TIKTOK / INSTAGRAM

Videos: 14 / 12

Views: 2,229,200 / 381,500

Likes: 210,072 / 14,309

Saves: 1,077

Comments: 2,824 / 134

Locations: La Cava, NCTM (2), Wine About Winter, Swanee Theater, Cherry Treesort, Jiggy with the Piggy, Cannonballers Game, Cheerwine Festival, Patterson Farm, Historic Gold Hill, Village Park Splash Pad, Village Park Movie in the Park, Morgan Ridge Vineyards



@MagnoliaMegan
TIKTOK / INSTAGRAM

Videos: 1 / 1

Views: 323.9k / 231k

Engagements: 49,146 / 16,251

Location: Tiger World



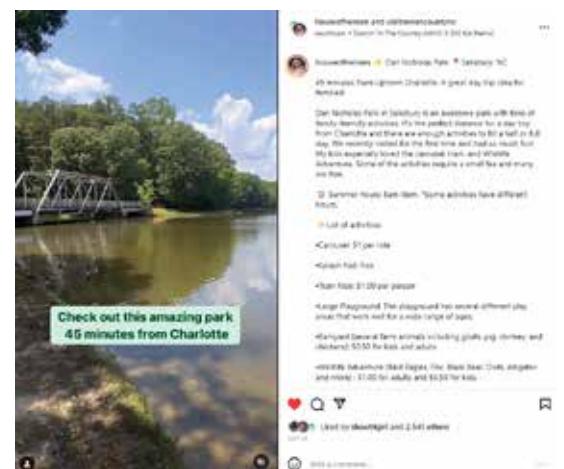
@HouseofHensen
INSTAGRAM

Videos: 2

Views: 245k

Engagements: 15,102

Location: NCTM & Dan Nicholas Park



@charlottemama
INSTAGRAM

Videos: 1

Views: 7,974

Engagements: 196

Location: NCTM - Easter Bunny Express

@GROWINGWITHKELSEY / @PERFECTLYKELSEY
TIKTOK / INSTAGRAM

Videos: 1 / 1

Views: 227.9k / 86.7k

Engagements: 27,466 / 4,790

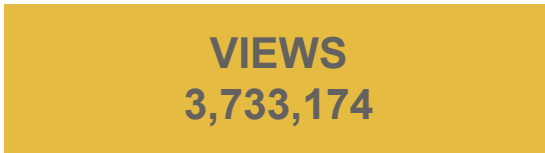
Location: Cherry Treesort



UPCOMING PARTNERSHIPS:

- Jenna & Her Gents: Summer Riffs Concert
- House of Hensen: DOWT Package Promotion
- Charlotte Mama: Fall Fun on the Farm at Patterson Farm
- Magnolia Megan: October Tour
- Jensen Savannah: Bell Tower BrewFest
- Jenna & Her Gents: DOWT & Polar Express

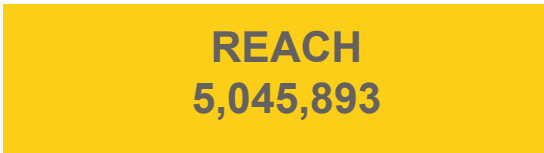
TOTAL INFLUENCER IMPACT YTD



2023 BENCHMARKS: 4,000,000 Views / 350,000 Engagements

TOTAL DIGITAL IMPACT

YTD 2023



2023 BENCHMARKS: 700,500 Engagements / 6,000.000 Reach

*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) & blog views.

*Total Reach includes email subscribers, pageviews, Facebook reach, Twitter Impressions, Instagram reach, TikTok views (influencer), Instagram views (influencer) & blog views.

HISTORIC SALISBURY TROLLEY

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

2023 YTD BOOKINGS: 122 (136 including 2024 bookings)

Bookings over next 90 days: 36

2023 YTD Revenue: \$30,067

2023 BENCHMARKS: 104 Bookings



PAID MARKETING PLACEMENTS

YTD as of July 31, 2023

MONTH	PLACEMENTS
January	37
February	34
March	33
April	44
May	52
June	58
July	56
Total	314

*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.

2023 BENCHMARKS: 500 Placements

STAY & PLAY OVERNIGHT PACKAGES

Day Out with Thomas: 70 Packages / 99 Room Nights

Polar Express: 131 Packages / 225 Room Nights

Brew & Choo: 5 Packages / 6 Room Nights

Bell Tower BrewFest: 0 Packages / 0 Room Nights

2023 BENCHMARKS: 525 Packages / 775 Room Nights



GROUP SALES

EVENT DATE	GROUP NAME	SUPPORT TYPE	CVB INVESTMENT	ROOM NIGHTS	EVENT-VISITOR REALTED ECONOMIC IMPACT (YTD)
January 11-15, 2023	RPCA	Lodging	\$9,700	615	335,084
May 11-14, 2023	Inspire National Dance Competition	Lodging	\$3,228	66	\$161,674
July 2023	Southeastern Little League Tournament	Lodging	\$15,000	342	\$147,663
September 7-10, 2023	Smokeout	Lodging	\$22,500	156	TBD
September 14-16	Bike Walk NC Annual Summit	Lodging	TBD	TBD	TBD

2023 BENCHMARKS: 6 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	\$441	9	\$118,077
April	Earth Day Jam	Lodging	\$1,337	7	\$2,143
May	Salisbury Sculpture Show	Lodging	\$1,709	9	\$2,542
May	Cheerwine Festival	Lodging, Hospitality	\$1,797	10	\$5,210,000
June	Pride Festival	Lodging	\$3,000	24	TBD
July	Dragon Boat	Lodging	\$4,000	20	TBD
July	Salisbury Parks & Rec: Summer Concert Series	Lodging	\$1,312	8	TBD
September	Rowan Chamber: Military Attraction	Lodging	\$3,000	TBD	TBD
September - October	Day Out with Thomas	Package	TBD	99	TBD
October	DSI: Bell Tower Brew Fest	Lodging, Package	\$3,000	8	TBD
November - December	Polar Express	Package	TBD	225	TBD
Total			\$19,596	419	\$5,332,762

2023 BENCHMARKS: 14 Fulfilled Requests / 1,000 Room Nights

PARTNER ENGAGEMENT

YTD Site/Event Visits: 30

2023 BENCHMARKS: 50

Partner Relationship Visits: 2

2023 BENCHMARKS: 12

*Proactive efforts are being made to communicate with partners about upcoming promotions through traditional and digital marketing being done on their behalf.

WHAT'S AHEAD

Stay & Play Packages: Polar Express, Day Out with Thomas, Bell Tower BrewFest, Patterson Farm

Book your overnight stay messaging

Agritourism, Fall Fun & Events

Spring Wedding Trolley Promotions

North Carolina In-State Media Mission

