

VISIT
ROWAN COUNTY
NORTH CAROLINA
Be an original.®

DESTINATION
MARKETING REPORT
MARCH 2023



LODGING MARKET DATA

HOTELS

Occupancy (%)	2022												2023			Year To Date		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2021	2022	2023	
This Year	69.9	73.5	78.0	72.0	71.8	77.6	68.8	69.6	70.7	71.0	65.9	66.7	69.3	73.0	58.7	70.0	69.6	
Last Year	59.9	68.0	73.2	72.8	77.5	72.7	69.1	71.2	74.2	72.6	66.1	66.5	71.0	73.5	57.5	58.7	70.0	
Percent Change	16.6	8.1	6.6	-1.1	-73.0	6.8	-0.4	-2.3	-4.6	-2.2	-0.2	0.3	2.5	-0.7	2.1	19.1	-0.5	
ADR	2022												2023			Year To Date		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2020	2021	2022	
This Year	99.29	100.70	107.35	109.38	107.56	103.50	110.97	114.52	117.17	108.14	101.91	109.26	110.52	108.12	76.06	98.40	109.29	
Last Year	74.87	78.43	82.25	86.44	88.47	91.58	93.33	95.29	100.52	96.87	94.60	94.97	98.60	100.70	85.60	76.06	98.40	
Percent Change	32.6	28.4	30.5	26.5	21.6	13.0	18.9	20.2	16.6	11.6	7.7	15.0	12.1	7.4	-11.2	29.4	11.1	
RevPAR	2022												2023			Year To Date		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2020	2021	2022	
This Year	69.39	74.06	83.77	78.78	77.22	80.36	76.34	79.67	82.89	76.76	67.20	72.90	76.55	78.96	44.67	68.84	76.10	
Last Year	44.87	53.34	60.20	62.95	68.53	66.60	64.47	67.86	74.56	70.31	62.50	63.14	70.03	74.06	49.23	44.67	68.84	
Percent Change	54.6	38.8	39.2	25.2	12.7	20.7	18.4	17.4	11.2	9.2	7.5	15.4	9.3	6.6	-9.3	54.1	10.5	
Revenue	2022												2023			Year To Date		
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2020	2021	2022	
This Year	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	1,699,765	1,940,980	3,188,167	4,913,450	5,431,366	
Last Year	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	1,554,973	1,820,509	3,513,289	3,188,167	4,913,450	
Percent Change	54.6	38.8	39.2	25.2	12.7	20.7	18.4	17.4	11.2	9.2	7.5	15.4	9.3	6.6	-9.3	54.1	10.5	

AirBnb & VRBO

Occupancy (%)	2022										2023			Year To Date	
	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	2023	2023	
This Year	37.6%	44.6%	43.5%	54.2%	53.8%	41.2%	42.0%	44.8%	43.5%	33.0%	43.5%	39.1%		38.9%	
ADR	2022										2023			Year To Date	
	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	2023	2023	
This Year	\$139.00	\$159.00	\$173.00	\$172.00	\$378.00	\$179.00	\$187.00	\$252.00	\$237.00	\$266.00	\$260.00	\$232.00		\$261.00	
RevPAR	2022										2023			Year To Date	
	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	2023	2023	
This Year	\$52.00	\$71.00	\$76.00	\$93.00	\$203.00	\$74.00	\$79.00	\$113.00	\$103.00	\$88.00	\$113.00	\$91.00		\$102.00	
Revenue	2022										2023			Year To Date	
	Mar	Apr	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	2023	2023	
This Year	\$150,894	\$197,969	\$166,100	\$256,060	\$575,754	\$221,761	\$235,312	\$308,179	\$293,261	\$252,887	\$222,911	\$228,498		\$682,737.00	

*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 MARCH 31, 2023

AVERAGE OPEN RATE
33.85%

SUBSCRIBERS
4,916



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 MARCH 31, 2023

PAGEVIEWS
57,314

USERS / NEW USERS
27,649 / 26,678



VISITORS BY LOCATION YTD AS OF MARCH 31, 2023

STATE:

North Carolina
Georgia
Virginia
Florida
New York

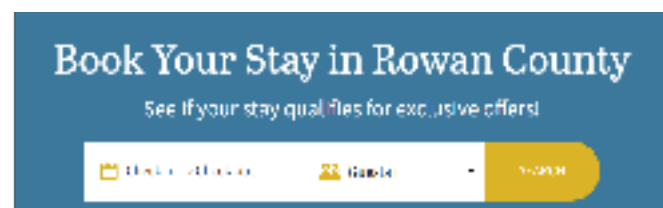
NC CITIES:

Salisbury
Charlotte
Raleigh
Kannapolis
Concord



ROOT REZ ONLINE BOOKING PLATFORM YTD

Reservations: 16
Room Nights: 20
ADR: \$181
Revenue: \$3,600
Package Bookings: 87.5%



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 MARCH 31, 2023

FACEBOOK

FOLLOWERS 27,511	IMPRESSIONS 417,053	REACH 359,759	ENGAGEMENT 20,259
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TWITTER

FOLLOWERS 2,240	IMPRESSIONS 7,782	MENTIONS 1
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INSTAGRAM

FOLLOWERS 2,713	IMPRESSIONS 81,804	REACH 38,935	ENGAGEMENT 1,347
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TIKTOK

FOLLOWERS 426	LIKES 178
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BLOG POSTS

VIEWS 3,891	POSTS 21
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INFLUENCER PARTNERSHIPS

@JENNA.AND.HER.GENTS YTD AS OF MARCH 31, 2023

TIKTOK / INSTAGRAM

Videos: 8 / 2

Views: 1,569,400 / 54,900

Likes: 150,661 / 2,684

Saves: 789

Comments: 2,297 / 24

Locations: La Cava, NCTM, Wine About Winter, Swanee Theater, Cherry Treesort

Up Next: Tractors & Trains (April), Cannon Ballers (April), Patterson Farm (May), Jiggy with the Piggy (May)

@GROWINGWITHKELSEY / @PERFECTLYKELSEY MARCH 2023

TIKTOK / INSTAGRAM

Videos: 1 / 1

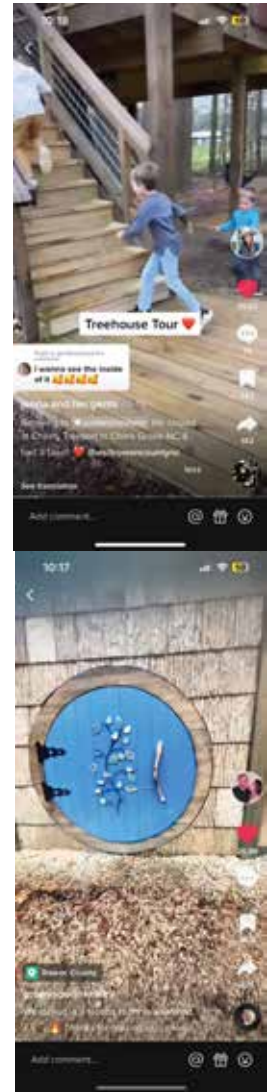
Views: 227.9k / 86.7k

Likes: 26.8k / 4,772

Saves: 468

Comments: 198 / 18

Location: Cherry Treesort



TOTAL DIGITAL IMPACT

YTD 2023

ENGAGEMENT
264,652

REACH
2,411,497

*Total Engagement includes email opens, pageviews, Facebook engagement, Twitter mentions, Instagram engagement, TikTok likes, TikTok 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.

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.

JANUARY, FEBRUARY, MARCH (Rolling 90 Days)

USERS - (visitors from 25+ miles away)

Cell Phones

647,005

*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: 47,399

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: 145,804

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

PAID MARKETING PLACEMENTS

July 2022 - March 2023

MONTH	PLACEMENTS
July	65
August	81
September	87
October	60
November	52
December	52
January	37
February	34
March	33
Total	501

*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.

HISTORIC SALISBURY TROLLEY

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

2023 YTD BOOKINGS: 90

Bookings over next 90 days: 12



STAY & PLAY OVERNIGHT PACKAGES

Day Out with Thomas: 13 Packages / 18 Room Nights

Polar Express: Returns in June



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 Tournament	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
July 2023	Southeastern Little League Tournament	Lodging	TBD	TBD	TBD
September 7-10, 2023	Smokeout	Lodging	TBD	TBD	TBD

TOURISM SUPPORT

July 2022 - March 2023

EVENT MONTH	GROUP NAME	SUPPORT TYPE	CVB INVESTMENT	ROOM NIGHTS	EVENT-VISITOR REALTED ECONOMIC IMPACT (YTD)
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
April	Earth Day Jam	Lodging	TBD	TBD	TBD
May	Cheerwine Festival	Lodging, Hospitality	TBD	TBD	TBD
July	Dragon Boat	Lodging	TBD	TBD	TBD
September 14-16	Bike Walk NC Annual Summit	TBD	TBD	TBD	TBD
Total			\$56,919	786	\$7,234,274

WHAT'S AHEAD

Cannon Ballers Season
 2nd Annual Hospitality Night
 Strawberry Season
 Spring Marketing Campaign

