

**VISIT
ROWAN
COUNTY**

NORTH CAROLINA

Be an original.®

**DESTINATION
MARKETING REPORT**
MARCH 2024



LODGING MARKET DATA

HOTELS

Occupancy (%)	2024												Year to Date as of 2/29			
	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	2022	2023	2024
This Year	73.0	74.9	68.7	64.6	63.6	64.6	66.6	71.9	63.7	60.4	54.1	65.7	69.4	68.1	67.9	59.6
Last Year	73.5	78.0	71.5	71.8	78.2	67.5	69.6	70.7	71.0	65.9	66.6	69.2	71.5	53.9	68.1	67.9
Percent Change	-0.7	-4.0	-3.9	-10.0	-18.6	-4.3	-4.3	1.6	-10.2	-8.3	-18.8	-5.0	-3.0	26.4	-0.3	-12.1

ADR	2024												Year to Date as of 2/29			
	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	2022	2023	2024
This Year	108.12	114.53	115.53	106.15	108.11	103.56	110.28	116.51	106.51	98.92	98.91	102.03	106.60	97.10	109.94	100.54
Last Year	100.70	107.34	109.80	107.56	105.31	112.12	114.52	117.17	108.26	102.28	109.33	110.60	110.41	74.48	97.10	109.94
Percent Change	7.4	6.7	5.2	-1.3	2.7	-7.6	-3.7	-0.6	-1.6	-3.3	-9.5	-7.7	-3.5	30.4	13.2	-8.5

RevPAR	2024												Year to Date as of 2/29			
	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	2022	2023	2024
This Year	78.96	85.77	79.37	68.62	68.78	66.92	73.43	83.72	67.88	59.78	53.51	67.06	73.95	66.11	74.60	59.94
Last Year	74.06	83.76	78.49	77.22	82.31	75.69	79.67	82.89	76.86	67.43	72.84	76.55	78.96	40.12	66.11	74.60
Percent Change	6.6	2.4	1.1	-11.1	-16.4	-11.6	-7.8	1.0	-11.7	-11.4	-26.5	-12.4	-6.3	64.8	12.9	-19.7

Revenue	2024												Year to Date as of 2/29			
	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	2022	2023	2024
This Year	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	1,488,906	1,817,882	3,092,941	3,490,385	2,804,367
Last Year	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	1,699,767	1,940,974	1,876,986	3,092,941	3,490,385
Percent Change	6.6	2.4	1.1	-11.1	-16.4	-11.6	-7.8	1.0	-11.7	-11.4	-26.5	-12.4	-6.3	64.8	12.9	-19.7

AirBnb & VRBO

Occupancy (%)	2024												Year To Date	
	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	2024
This Year	39.1%	54.8%	44.4%	44.2%	60.9%	62.0%	49.8%	42.9%	36.4%	31.5%	18.3%	19.3%	31.3%	24.2%

ADR	2024												Year To Date	
	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	2024
This Year	\$232.00	\$203.00	\$139.00	\$169.00	\$197.00	\$293.00	\$211.00	\$143.00	\$138.00	\$144.00	\$120.00	\$125.00	\$133.00	\$128.00

RevPAR	2024												Year To Date	
	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	2024
This Year	\$91.00	\$113.00	\$58.00	\$74.00	\$120.00	\$182.00	\$105.00	\$61.00	\$50.00	\$51.00	\$22.00	\$24.00	\$41.00	\$31.00

Revenue	2024												Year To Date	
	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	2024
This Year	\$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	\$111,474.00	\$207,446.00	\$490,423.00

*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, 2024

AVERAGE OPEN RATE
35.07%

SUBSCRIBERS
4,960

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 MARCH 31, 2024

PAGEVIEWS
81,524

USERS
35,578

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

RIPE ONLINE BOOKING PLATFORM

YTD AS OF APRIL 15, 2024

Reservations: 41

Room Nights: 55

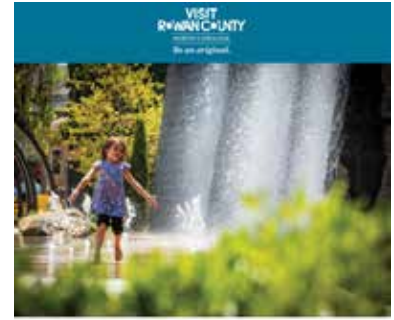
ADR: \$132

Revenue: \$7,249

Package Bookings: 27

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!



APRIL IN ROWAN COUNTY

Springtime in Rowan County, North Carolina, offers a plethora of family-friendly events that promise fun and excitement for all ages. From farm fun to outdoor concerts and farmers' markets brimming with fresh produce, April beckons families to explore the beauty of our region. Whether it's admiring blooming flowers or embarking on outdoor adventures, Rowan County welcomes families to create lasting, springtime memories.

[READ MORE](#)



EXPERIENCE ORIGINAL
**Spring Fun on the
Farm at Patterson
Farm**



EXPERIENCE ORIGINAL
**Happy Roots' Earth
Day Jam 2024**
Are you ready to groove to some



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, 2024

FACEBOOK

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
29,735	431,645	375,015	23,025

X

FOLLOWERS	VIEWS	ENGAGEMENT
2,288*	4,874	154

INSTAGRAM

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
4,134	60,725	28,295	1,836

TIKTOK

FOLLOWERS	LIKES
712	30

TOTAL SOCIAL MEDIA IMPACT YTD

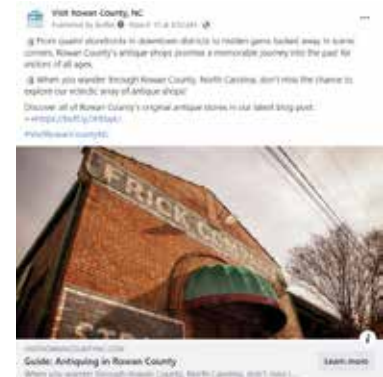
TOTAL FOLLOWING 36,869	TOTAL ENGAGEMENT 25,045
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2024 BENCHMARKS: 38,700 Followers / 110,000 Engagements

BLOG POSTS

VIEWS	POSTS
7,686	24

2024 BENCHMARKS: 42,000 Views / 80 Posts



INFLUENCER PARTNERSHIPS

YTD AS OF MARCH 31, 2024

@JENNA.AND.HER.GENTS
TIKTOK / INSTAGRAM

Videos: 4 / 3

Views: 304,400 / 145,402

Likes: 27,129 / 3,818

Saves: 120 / 37

Comments: 218 / 48

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



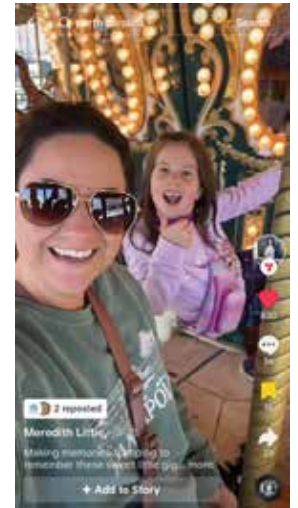
@LITTLEMERD
TIKTOK / INSTAGRAM

Videos: 2 / 2

Views: 20,441 / 9,487

Engagements: 1,650 / 248

Locations: The Fun Factory, Dan Nicholas Park



@MAGNOLIAMEGAN
INSTAGRAM

Videos: 1

Views: 49,230

Engagements: 1,014

Locations: Downtown Salisbury's Wine About Winter

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

Videos: 1 / 1

Views: 8,846 / 6,461

Engagements: 544 / 207

Locations: Flynn's Village Grill, Historic Gold Hill



@HOUSEOFHENSEN
INSTAGRAM

Videos: 1

Views: 30,443

Engagements: 1,089

Locations: N.C. Transportation Museum

YTD TOTAL INFLUENCER IMPACT

VIEWS
574,710

ENGAGEMENTS
36,122

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

TOTAL DIGITAL IMPACT

YTD 2024

ENGAGEMENT
152,117

REACH
1,077,064

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

*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, TikTok views (influencer), Instagram views (influencer) & blog views.

HISTORIC SALISBURY TROLLEY

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

2024 YTD BOOKINGS: 113

Bookings over next 90 days: 29

2024 YTD Revenue: \$15,648.69

2024 BENCHMARKS: 140 Bookings



PAID MARKETING PLACEMENTS

YTD as of MARCH 31, 2024

MONTH	PLACEMENTS
January	28
February	26
March	28
Total	82

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: 18 Packages / 19 Room Nights

VISA: 10 Packages / 13 Room Nights

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

DOWT: 6 Packages / 13 Room Nights

2024 YTD: 35 Packages / 46 Room Nights



2024 BENCHMARKS: 580 Packages / 775 Room Nights

PARTNER ENGAGEMENT

YTD Site/Event Visits: 4

2024 BENCHMARKS: 24

YTD Partner Relationship Visits: 14

2024 BENCHMARKS: 24

PR ENGAGEMENTS: 6

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	3,000	17	TBD
July 2024	Southeastern Little League Tournament	Lodging	\$15,000	TBD	TBD
July 2024	Rowan Salisbury School System-Local Seminar	Lodging	TBD	20	TBD
September 5-8, 2024	Smokeout	Lodging	\$22,500	TBD	TBD
November 1-2, 2024	Balloon Glow & Laser Show	Lodging	\$3,000	TBD	TBD
November 13, 2024	NC Main Street & State Historic Preservation	Lodging	TBD	40	TBD
Total			43,500	77	TBD

YTD 2024: 7 Groups / 77 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	\$3,000	18	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	\$4,855	TBD	TBD
July	Dragon Boat Festival	Lodging, Hospitality	\$3,000	17	TBD
November	Balloon Glow & Laser Show	Lodging, Package	\$3,000	TBD	TBD
Total			\$20,115	58	\$136,954

YTD 2024: 6 Fulfilled Requests / 58 Room Nights

2024 BENCHMARKS: 16 Fulfilled Requests / 850 Room Nights

WHAT'S AHEAD

Strawberries at Patterson Farms

Hospitality and Tourism Celebration Night at the Kannapolis

Cannon Ballers

Jiggy with the Piggy

Cheerwine Festival

Promotion of overnight stay packages

Spring marketing



