



Rowan County Tourism: March 2026 Month in Review

As the first signs of spring emerged, March marked a season of momentum and connection for Rowan County Tourism. We focused on building meaningful partnerships and laying the groundwork for signature experiences, while elevating how we share our story with both visitors and tourism partners. Through fresh storytelling initiatives and expanded outreach, we strengthened engagement and positioned Rowan County for a vibrant spring travel season while being cognizant of the current changing travel climate and increase of travel costs.

March: Month at a Glance

Strategic Focus Areas

- Capital Projects Advancement
- Partnership & Relationship Development
- Industry Engagement and Leadership
- Seasonal Content & Experiences
- Tourism Investment & Support

Key Accomplishments

What We Built: RailWalk development nearing completion, Annual Hospitality Night, new tourism partner communication outlet, additional outdoor trails on our tour app

What We Told: March events & events in the arts, St. Patrick's Day experiences, Easter experiences, & shopping local to fill Easter baskets, 2026 festivals & events, restaurant week, America 250, Spring at Patterson Farm, Cheerwine Festival, Kannapolis Cannon Ballers Giveaway, Happy Roots' Earth Day Jam 2026, engagement and wedding features, road trips from Charlotte, and Day Out with Thomas.

Who/What We Engaged: Tourism partners and municipalities, Visit NC, Kannapolis Cannon Ballers, RailWalk Celebration collaborators, prospective influencer partners, Crafty Buffalo Kitchen + Taphouse, Patterson Farm, and Webb Road Flea Market, package guests, future travelers

Hotel & Lodging Data

	January	February	March	YTD as of 2/28
Occupancy (This Year)	60.4%	66.9%	72.2%	63.5
Occupancy (Last Year)	56.7%	64.1%	76.4%	60.2
ADR (This Year)	\$110.04	\$110.15	\$110.67	\$110.26
ADR (Last Year)	\$107.59	\$106.18	\$111.06	\$104.75
RevPar (This Year)	\$66.63	\$73.61	\$80.22	\$69.94
RevPar (Last Year)	\$59.36	\$68.95	\$84.80	\$63.91
Revenue (This Year)	\$1,637,953	\$1,634,461	\$1,971,950	\$3,272,412
Revenue (Last Year)	\$1,459,208	\$1,531,060	\$2,084,658	\$2,990,269

Tourism Capital Projects: Building Our Future

Strategic infrastructure investments are shaping the experiences, stories, and sense of place that visitors remember and share. These projects strengthen Rowan County's brand identity while supporting local pride, and long-term economic vitality by creating spaces that connect residents and visitors to our culture, history, and natural assets.

01

RailWalk & Farmer's Market

Status: Complete.

03

Website Redesign

Status: Under Construction.

02

Wayfinding Signage

Status: Nearly Complete.

04

Parks & Recreation

Status: Planning Phase.

Telling Our Story: March Campaign Momentum

March content focused heavily on spring tourism, seasonal experiences, and early festival promotion across Rowan County, with a mix of outdoor activities, holiday-driven content, and long-lead planning for peak spring and summer visitation.

Seasonal Storytelling

March content focused on spring tourism and seasonal experiences, including St. Patrick's Day celebrations, Easter events, and early spring agritourism. Key highlights included Shamrock 'n' Roll Festival, Lazy 5 Ranch's Easter Eggstravaganza, Easter Bunny Express, Patterson Farm tulips and spring activities, and broader spring blooms and outdoor recreation. Lifestyle content also featured engagement shoot locations, summer weddings, road trips from Charlotte, and family attractions like Day Out with Thomas.

Partnerships, Events, Festivals & Promotion

Tourism Support applications were approved granting lodging support to : Three Rivers Land Trust, Earth Day Jam and the 2026 Sculpture Show

Content highlighted 2026 festival promotion and signature events, including Cheerwine Festival, America 250, Restaurant Week, Cannon Ballers giveaways, and Earth Day Jam. Partner highlights included Crafty Buffalo Kitchen + Taphouse, Patterson Farm, and Webb Road Flea Market. Influencer collaborations continued to support expanded reach and engagement.

Digital Influencers

Advanced planning and strategy for the relaunch of the influencer program, with focus on authentic, family-friendly storytelling and expanded regional reach. Future partners were secure with @kidstakecharlotte to a new seasonal experience at Patterson Farms, Baby Days. Groundwork was also laid and additional influencers were identified and secured for upcoming events, including: MagnoliaMegan and TheAshleyNez



Digital Storytelling

March's digital strategy focused on seasonal travel inspiration and experience-based storytelling driving overnight stays, blending high-intent SEO content with lifestyle-driven planning for spring and early summer visitation. Content targeted both weekend travelers and advance planners, emphasizing outdoor experiences, festivals, and family-friendly seasonal activities.

March Content Focus:

- Spring events, festivals & St. Patrick's Day celebrations
- Easter experiences & family-friendly attractions
- Agritourism & spring farm experiences
- 2026 festivals & signature event promotion (Cheerwine, America 250, etc.)
- Spring blooms, road trips & Charlotte getaway inspiration
- Weddings, engagement shoots & seasonal photo locations
- Local dining, Restaurant Week & partner highlights
- Stay & Play packages & trip planning content

Numbers at a Glance

Social Media

2,515,047

Total Reach

Year-to-date

60,687

Total Social Following

Year-to-date

84,211

Total Engagement

Year-to-date

Stay & Play Packages

Packages

56

Room Nights

90

Website Analytics

103,509

Website Pageviews

54,658

Website Active Users





Group Travel & Community Engagement

Strong community partnerships and engagement with visiting groups are essential to creating a welcoming, cohesive destination experience. In March, strategic outreach to new and existing partners supported tourism growth and enhanced visitor services.



Group Travel

- NCTIA
- Discussions and planning underway for 2027 Coon Hunters event
- Pitched a new group with Milbridge Speedway
- Three Rivers LandTrust - August 2026



Community Engagement

- Kannapolis Cannon Ballers- Prepping for new Where's Boomer videos & Tourism & Hospitality Night on Thursday, May 7.
- RailWalk dedication celebration, Thursday, April 23
- Partner News videos
- Tourism Support Applications
- America 250 Sponsorships
- Rowan Communities: Annual event sponsorships

Looking Forward: News in Tourism

**VISIT
ROWAN COUNTY**

NORTH CAROLINA

Be an original.®

Rowan County farmers markets: OPEN

Koco Java opens 2nd location

Patterson Farms: Caldwell Road closure

Kannapolis Cannon Ballers season opens

New Sarum's 10th AnniBEERsary

F&M Bank Trolley System



Rentals

2026 YTD: 59

2026 Revenue: \$12,781

Upcoming Rentals: Weddings, Arts in the Park

Expanding Our Story: Looking Ahead to April

As we move into April and spring, the story of tourism in Rowan County will continue to evolve with a strong watch and focus on the current travel changing climate and increasing travel expenses. Capital projects, partnerships and content will guide our efforts. Economic impacts of Spring and Summer travel

What We are Building

RailWalk Development & Celebration

Wayfinding Development

Partner Update Videos

Dan Nicholas partnership

Website Redesign

America 250

App Tours, Trails & Experiences

What We are Telling

April & Spring Storytelling

Seasonal Events & Experiences

Stay & Play Packages

Adapting to Current Travel Trends

Partner Update Videos

Kannapolis Cannon Ballers Videos

Interest-based Travel Guides

Who/What We are Engaging

Partner Relations

Partner Content Spotlights

Kannapolis Cannon Ballers: Hospitality
Appreciation Night

Group Business

Southern Living

Winston Salem Journal