

VISIT
ROWAN COUNTY
NORTH CAROLINA
Be an original.®

DESTINATION
MARKETING REPORT
MAY 2023



LODGING MARKET DATA

HOTELS

Occupancy (%)	2022								2023					Year To Date		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2021	2022	2023
This Year	72.0	71.8	77.6	68.8	69.6	70.7	71.0	65.9	66.7	69.3	73.0	74.9	68.7	64.3	71.8	70.5
Last Year	72.8	77.5	72.7	69.1	71.2	74.2	72.6	66.1	66.5	71.0	73.5	78.0	71.5	51.2	64.3	71.8
Percent Change	-1.1	-73.0	6.8	-0.4	-2.3	-4.6	-2.2	-0.2	0.3	2.5	-0.7	-4.0	-3.9	25.6	11.6	-1.9
ADR	2022								2023					Year To Date		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2020	2021	2022
This Year	109.38	107.56	103.50	110.97	114.52	117.17	108.14	101.91	109.26	110.52	108.12	114.53	115.53	79.94	102.70	111.65
Last Year	86.44	88.47	91.58	93.33	95.29	100.52	96.87	94.60	94.97	98.60	100.70	107.34	109.80	81.41	79.94	102.70
Percent Change	26.5	21.6	13.0	18.9	20.2	16.6	11.6	7.7	15.0	12.1	7.4	6.7	5.2	-1.8	28.5	8.7
RevPAR	2022								2023					Year To Date		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2020	2021	2022
This Year	78.78	77.22	80.36	76.34	79.67	82.89	76.76	67.20	72.90	76.55	78.96	85.77	79.37	51.43	73.75	78.69
Last Year	62.95	68.53	66.60	64.47	67.86	74.56	70.31	62.50	63.14	70.03	74.06	83.76	78.49	41.72	51.43	73.75
Percent Change	25.2	12.7	20.7	18.4	17.4	11.2	9.2	7.5	15.4	9.3	6.6	2.4	1.1	23.3	43.4	6.7
Revenue	2022								2023					Year To Date		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2020	2021	2022
This Year	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	2,040,451	1,951,107	6,157,938	8,831,182	9,422,916
Last Year	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	1,992,686	1,929,445	4,877,632	6,157,938	8,831,182
Percent Change	25.2	12.7	20.7	18.4	17.4	11.2	9.2	7.5	15.4	9.3	6.6	2.4	1.1	26.2	43.4	6.7

AirBnb & VRBO

Occupancy (%)	2022							2023					Year To Date
	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	2023
This Year	43.5%	54.2%	53.8%	41.2%	42.0%	44.8%	43.5%	33.0%	43.5%	39.1%	54.8%	44.4%	47.8%
ADR	2022							2023					Year To Date
	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	2023
This Year	\$173.00	\$172.00	\$378.00	\$179.00	\$187.00	\$252.00	\$237.00	\$266.00	\$260.00	\$232.00	\$203.00	\$139.00	\$201.00
RevPAR	2022							2023					Year To Date
	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	2023
This Year	\$76.00	\$93.00	\$203.00	\$74.00	\$79.00	\$113.00	\$103.00	\$88.00	\$113.00	\$91.00	\$113.00	\$58.00	\$99.00
Revenue	2022							2023					Year To Date
	May	Jun	Jul	Aug	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	2023
This Year	\$166,100	\$256,060	\$575,754	\$221,761	\$235,312	\$308,179	\$293,261	\$252,887	\$222,911	\$228,498	\$310,543	\$171,228	\$1,220,202.00

*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 MAY 31, 2023

AVERAGE OPEN RATE
34.59%

SUBSCRIBERS
4,936



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 MAY 31, 2023

PAGEVIEWS
138,167

USERS / NEW USERS
71,238 / 69,121



VISITORS BY LOCATION YTD AS OF MAY 31, 2023

STATE:

- North Carolina
- Georgia
- Virginia
- Florida
- New York

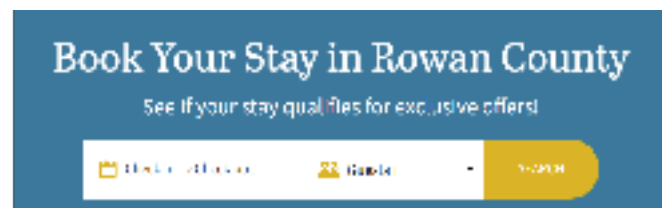
NC CITIES:

- Salisbury
- Charlotte
- Raleigh
- Kannapolis
- Concord



ROOT REZ ONLINE BOOKING PLATFORM YTD

- Reservations: 107
- Room Nights: 128
- ADR: \$150
- Revenue: \$19,230
- Package Bookings: 87.9%



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 MAY 31, 2023

FACEBOOK

FOLLOWERS 28,103	IMPRESSIONS 728,323	REACH 632,274	ENGAGEMENT 32,280
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TWITTER

FOLLOWERS 2,231	IMPRESSIONS 16,203	MENTIONS 5
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INSTAGRAM

FOLLOWERS 2,860	IMPRESSIONS 84,403	REACH 40,776	ENGAGEMENT 3,198
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TIKTOK

FOLLOWERS 461	LIKES 229
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BLOG POSTS

VEWS 15,899	POSTS 35
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Your Guide to the 2023 Cheerwine Festival
Mar 16, 2023
One of the most highly anticipated days in all of Rowan County is the day we all come together in...
[Read More >](#)

INFLUENCER PARTNERSHIPS

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

TIKTOK / INSTAGRAM

Videos: 10 / 8

Views: 1,833,500 / 269,100

Likes: 174,417 / 9,314

Saves: 877

Comments: 2,581 / 90

Locations: La Cava, NCTM (2), Wine About Winter, Swanee Theater, Cherry Treesort, Jiggy with the Piggy, Cannonballers Game, Cheerwine Festival, Patterson Farm

Up Next: Historic Gold Hill, Village Park Splash 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



TOTAL DIGITAL IMPACT

YTD 2023

ENGAGEMENT
410,339

REACH
3,273,429

*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.

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.

MARCH, APRIL, MAY (Rolling 90 Days)

USERS - (visitors from 25+ miles away)

Cell Phones

728,912

*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: 83,645

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: 121,283

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 - May 2023

MONTH	PLACEMENTS
July	65
August	81
September	87
October	60
November	52
December	52
January	37
February	34
March	33
April	44
May	52
Total	597

*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: 117
Bookings over next 90 days: 14
2023 YTD Revenue: \$19,009.50



STAY & PLAY OVERNIGHT PACKAGES

Day Out with Thomas: 29 Packages / 40 Room Nights
Polar Express: 70 Packages / 91 Room Nights



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
September 14-16	Bike Walk NC Annual Summit	Lodging	TBD	TBD	TBD

TOURISM SUPPORT

July 2022 - May 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	\$1,337	7	\$2,143
May	Salisbury Sculpture Show	Lodging	\$1,709	9	\$2,542
May	Cheerwine Festival	Lodging, Hospitality	TBD	TBD	TBD
July	Dragon Boat	Lodging	\$4,000	20	TBD
Total			\$56,919	786	\$7,238,959

WHAT'S AHEAD

- Rowan County Parks & Water Attractions Content
- Cannon Ballers Ticket Giveaway
- Polar Express Packages
- Day Out with Thomas Packages
- Little League World Series
- Fourth of July Promotions

