

**VISIT  
ROWAN  
COUNTY**

---

NORTH CAROLINA

---

*Be an original.®*

**DESTINATION  
MARKETING REPORT**

MAY 2024

# LODGING MARKET DATA

## HOTELS

Occupancy (%)	2024												Year to Date as of 5/31			
	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2022	2023	2024
This Year	68.7	64.6	63.6	64.6	66.6	71.9	63.7	60.4	54.1	65.7	69.4	73.9	73.8	71.8	70.5	67.4
Last Year	71.5	71.8	78.2	67.5	69.6	70.7	71.0	65.9	66.6	69.2	71.5	74.9	68.7	64.3	71.8	70.5
Percent Change	-3.9	-10.0	-18.6	-4.3	-4.3	1.6	-10.2	-8.3	-18.8	-5.0	-3.0	-1.3	7.5	11.6	-1.9	-4.4
ADR	2024												Year to Date as of 5/31			
	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2022	2023	2024
This Year	115.53	106.15	108.11	103.56	110.28	116.51	106.51	98.92	98.91	102.03	106.60	114.96	118.13	102.70	111.65	108.94
Last Year	109.80	107.56	105.31	112.12	114.52	117.17	108.26	102.28	109.33	110.60	110.41	114.54	115.53	79.94	102.70	111.65
Percent Change	5.2	-1.3	2.7	-7.6	-3.7	-0.6	-1.6	-3.3	-9.5	-7.7	-3.5	0.4	2.2	28.5	8.7	-2.4
RevPAR	2024												Year to Date as of 5/31			
	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2022	2023	2024
This Year	79.37	68.62	68.78	66.92	73.43	83.72	67.88	59.78	53.51	67.06	73.95	84.93	87.24	73.75	78.69	73.39
Last Year	78.49	77.22	82.31	75.69	79.67	82.89	76.86	67.43	72.84	76.55	78.96	85.77	79.37	51.43	73.75	78.69
Percent Change	1.1	-11.1	-16.4	-11.6	-7.8	1.0	-11.7	-11.4	-26.5	-12.4	-6.3	-1.0	9.9	43.4	6.7	-6.7
Revenue	2024												Year to Date as of 5/31			
	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2022	2023	2024
This Year	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	2,020,454	2,144,546	8,831,182	9,422,915	8,787,575
Last Year	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	2,040,451	1,951,107	6,157,938	8,831,182	9,422,915
Percent Change	1.1	-11.1	-16.4	-11.6	-7.8	1.0	-11.7	-11.4	-26.5	-12.4	-6.3	-1.0	9.9	43.4	6.7	-6.7

## AirBnb & VRBO

Occupancy (%)	2024												Year To Date	
	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2024
This Year	44.4%	44.2%	60.9%	62.0%	49.8%	42.9%	36.4%	31.5%	18.3%	19.3%	31.3%	31.2%	42.4%	34.8%
ADR	2024												Year To Date	
	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2024
This Year	\$139.00	\$169.00	\$197.00	\$293.00	\$211.00	\$143.00	\$138.00	\$144.00	\$120.00	\$125.00	\$133.00	\$133.00	\$134.00	\$123.00
RevPAR	2024												Year To Date	
	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2024
This Year	\$58.00	\$74.00	\$120.00	\$182.00	\$105.00	\$61.00	\$50.00	\$51.00	\$22.00	\$24.00	\$41.00	\$42.00	\$57.00	\$43.00
Revenue	2024												Year To Date	
	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2024
This Year	\$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	\$213,006.00	\$312,035.00	\$1,182,558.00

\*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, 2024

**AVERAGE OPEN RATE**  
33.17%

**SUBSCRIBERS**  
4,986

2024 BENCHMARKS: 36% Open Rate / 5,150 Subscribers



## JUNE IN ROWAN COUNTY

June is a vibrant month in Rowan County, North Carolina, brimming with a variety of events that capture the spirit and charm of our dynamic community. Whether you're a local resident or a visitor, Rowan County offers a perfect blend of activities to make your summer days memorable. Join us as we explore the exciting happenings that make June an extraordinary time to be in Rowan County.

[READ MORE](#)



EXPERIENCE ORIGINAL

**Father's Day Gift & Attraction Guide**

Father's Day is a special time to



EXPERIENCE ORIGINAL

**Juneteenth Celebration in Downtown Salisbury**

# VISITROWANCOUNTYNC.COM

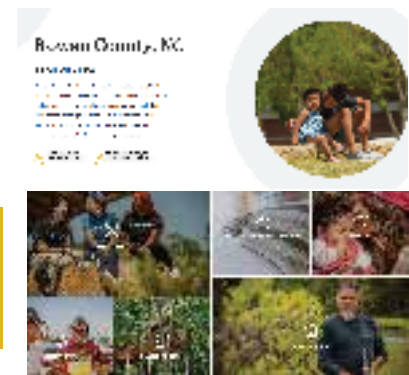
The strategy for Rowan County Tourism’s website is to create a user friendly experience for locals and visitors as they explore and learn more about Rowan County as a destination.

YTD AS OF MAY 31, 2024

**PAGEVIEWS**  
160,094

**USERS**  
72,408

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



# RIPE ONLINE BOOKING PLATFORM

YTD AS OF JUNE 18, 2024

**Reservations:** 131

**Room Nights:** 175

**ADR:** \$148

**Revenue:** \$25,898

**Package Bookings:** 113

2024 BENCHMARKS: 560 Reservations / 695 Nights

**Book Your Stay & Save in Rowan County!**

Check to see if your dates qualify for rewards:



# 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, 2024

### FACEBOOK

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
30,174	775,468	663,208	44,137

### X

FOLLOWERS	VIEWS	ENGAGEMENT
2,290	9,191	285

### INSTAGRAM

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
4,272	80,408	39,981	3,196

### TIKTOK

FOLLOWERS	LIKES
758	47

## TOTAL SOCIAL MEDIA IMPACT YTD

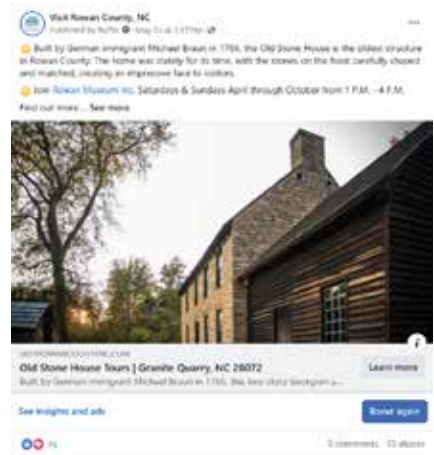
TOTAL FOLLOWING 37,494	TOTAL ENGAGEMENT 47,665
---------------------------	----------------------------

2024 BENCHMARKS: 38,700 Followers / 110,000 Engagements

### BLOG POSTS

VIEWS	POSTS
18,722	41

2024 BENCHMARKS: 42,000 Views / 80 Posts



# INFLUENCER PARTNERSHIPS

YTD AS OF MAY 31, 2024

**@JENNA.AND.HER.GENTS**  
TIKTOK / INSTAGRAM

**Videos:** 6 / 6

**Views:** 394,500 / 277,900

**Likes:** 33,600 / 5,754

**Saves:** 276 / 58

**Comments:** 297 / 62

**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, Cheerwine Festival (2023), Jiggy with the Piggy Festival

**@LITTLEMERD**  
TIKTOK / INSTAGRAM

**Videos:** 2 / 2

**Views:** 24,600 / 13,099

**Engagements:** 1,721 / 281

**Locations:** The Fun Factory, Dan Nicholas Park

**@MAGNOLIAMEGAN**  
INSTAGRAM

**Videos:** 2

**Views:** 76,600

**Engagements:** 1,367

**Locations:** Downtown Salisbury's Wine About Winter, New Sarum's AnniBEERsary

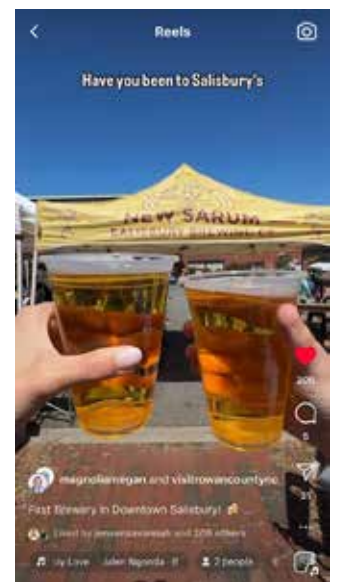
**@JENNA.BLACK.21 / @JENNABLACKREALTOR**  
TIKTOK / INSTAGRAM

**Videos:** 1 / 1

**Views:** 15,600 / 7,433

**Engagements:** 658 / 223

**Locations:** Flynn's Village Grill, Historic Gold Hill



**@HOUSEOFHENSEN**  
**INSTAGRAM**

**Videos:** 2

**Views:** 41,258

**Engagements:** 1,310

**Locations:** N.C. Transportation Museum, Easter Bunny Express, Cannon Ballers' Ticket Giveaway

**@HOTMESS.MOMMA.OF.4**  
**TIKTOK / INSTAGRAM**

**Videos:** 1 / 1

**Views:** 2,220 / 1,313

**Engagements:** 255 / 67

**Locations:** Patterson Farm Spring Fun on the Farm/Pick-Your-Own Strawberries



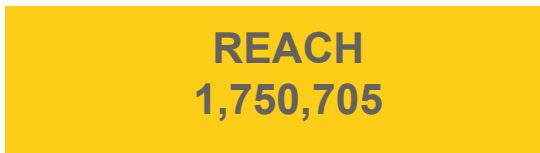
**YTD TOTAL INFLUENCER IMPACT**



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

**TOTAL DIGITAL IMPACT**

**YTD as of MAY 31, 2024**



\*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, Influencer Impact Views & blog views.

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



# HISTORIC SALISBURY TROLLEY

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

**2024 YTD BOOKINGS:** 123

**Bookings over next 90 days:** 26

**2024 YTD Revenue:** \$27,666

**2023-24 FY Revenue:** \$82,798

**2024 BENCHMARKS:** 140 Bookings



# PAID MARKETING PLACEMENTS

YTD as of MAY 31, 2024

MONTH	PLACEMENTS
January	28
February	26
March	28
April	37
May	43
<b>Total</b>	<b>162</b>

**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:** 22 Packages / 33 Room Nights

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

**DOWT:** 26 Packages / 42 Room Nights

**Cheerwine Festival:** 17 Packages / 24 Room Nights

**Jiggy with the Piggy:** 2 Packages / 5 Room Nights

**Spring Patterson:** 1 Package / 1 Room Night

**The Polar Express:** 47 Packages / 60 Room Nights



**2024 YTD:** 134 Packages / 185 Room Nights

**2024 BENCHMARKS:** 580 Packages / 775 Room Nights

# PARTNER ENGAGEMENT

YTD Site/Event Visits: 10  
2024 BENCHMARKS: 24

YTD Partner Relationship Visits: 21  
2024 BENCHMARKS: 24

PR ENGAGEMENTS: 10  
2024 BENCHMARKS: 18

## HOSPITALITY NIGHT 2024

Rowan County Tourism marked its 3rd Annual Tourism & Hospitality Celebration Night at the Kannapolis Cannon Ballers on May 9th. 600 people attended and celebrated the tourism and hospitality sector of Rowan County with baseball, food, drinks, good times, and giveaways. Trent Cherry, from Cherry Treesort, threw out the first pitch and attendees took part in on-field games in between innings with Boomer. Plans for the 2025 event are already in the works.



# 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	\$0	22	\$5,324
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	\$0	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	\$0	40	TBD
February 21- 23, 2024	Salisbury Youth Council	Lodging	\$0	75	TBD
<b>Total</b>			<b>43,500</b>	<b>152</b>	<b>TBD</b>

YTD 2024: 8 Groups / 152 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)
January	NCTM	Lodging	\$1,800	12	\$2,616
February	Wine About Winter	Package	\$1,260	23	\$136,954
April	Earth Day Jam	Lodging, Package	\$3,000	18	\$49,744
May	Piedmont Players Theatre	Lodging	\$292	2	\$4,886
May	Three Rivers Land Trust	Lodging	\$292	2	\$496
May	Kannapolis- Jiggy with the Piggy	Hospitality-Title Sponsor	\$5,000	5	\$89,224
May	Salisbury Sculpture Show	Lodging	\$1,416	7	\$2,181
May	Cheerwine Festival	Lodging, Hospitality, Package	\$7,500	38	\$5,711,731
June	Pride	Lodging	\$3,000	22	TBD
July	Dragon Boat Festival	Lodging, Hospitality	\$3,000	17	TBD
July/October	Piedmont Players Theatre	Lodging	\$3,200	22	TBD
November	Balloon Glow & Laser Show	Lodging, Package	\$3,000	TBD	TBD
<b>Total</b>			<b>\$32,760</b>	<b>168</b>	<b>\$5,997,832</b>

YTD 2024: 12 Fulfilled Requests / 168 Room Nights  
**2024 BENCHMARKS:** 16 Fulfilled Requests / 850 Room Nights

# WHAT'S AHEAD

- Day Out with Thomas & The Polar Express packages
- Summer Fun marketing
- Rowan County parks & water attractions
- 4th of July promotions
- Southeastern Little League Tournament
- Smokeout Rally

