

Rowan County Tourism Board Report

May 2025

This report provides a comprehensive overview of Rowan County's tourism performance metrics, partnerships, and upcoming initiatives as of May 2025.

Digital Marketing Performance

Our website VisitRowanCountyNC.com has shown strong performance in the second quarter of 2025 so far:

160,032

Pageviews

Progress toward 2025 benchmark of 532,000


74,541

Users

Progress toward 2025 benchmark of 237,000

Our email newsletter continues to perform above industry standards with a 34.02% open rate (benchmark: 31.8%) and 5,190 subscribers (benchmark: 5,280).


VISIT
ROWAN COUNTY
NORTH CAROLINA
Be an original.



JUNE IN ROWAN COUNTY


Summer is officially kicking off in Rowan County, and June is packed with events that promise fun, flavor, and unforgettable memories. Whether you're craving live music performances, looking to cheer on the home team, or hoping to cool off with a movie matinee, June is a great time to join us for some family-friendly and original fun. Our community shines bright in the summer—and this June, Rowan County invites you to experience our unique blend of hometown charm and exciting adventures.

READ MORE



EXPERIENCE ORIGINAL

Father's Day Gift & Attraction Guide



EXPERIENCE ORIGINAL

Juneteenth in Rowan County, N.C.

Social Media & Blog Performance

Social Media Impact YTD

As of May 31, 2025, our social media channels have achieved:

- Total Following: 47,191 (benchmark: 47,000)
- Total Engagement: 69,961 (benchmark: 154,000)

Blog Performance

Our blog content has generated:

- Views: 27,257 (benchmark: 60,900)
- Posts: 53 (benchmark: 95)



We continue to focus on creating engaging content that showcases Rowan County's attractions and events to drive visitor interest.

Influencer Partnerships

YTD as of May 31, 2025, we've collaborated with several influential content creators:

@JENNA.AND.HER.GENTS

- Videos: 2
- Views: 100,876
- Engagements: 2,154
- Locations: Downtown Salisbury's Wine About Winter, Cheerwine Festival

@HOUSEOFHENSEN

- Videos: 2
- Views: 61,549
- Engagements: 3,482
- Locations: NCTM's Easter Bunny Express, NCTM's Polar Express

@KIDSTAKECHARLOTTE

- Videos: 4
- Views: 46,356
- Engagements: 2,250
- Locations: Piedmont Player's The Little Mermaid Jr., NCTM's Easter Bunny Express, Patterson Farm's Egg-Cellent Adventure, NCTM's Polar Express

@MAGNOLIAMEGAN

- Videos: 1
- Views: 19,992
- Engagements: 523
- Locations: Cheerwine Festival

@THE_ASHLEY_NEZ

- Videos: 1
- Views: 9,231
- Engagements: 493
- Locations: Cheerwine Festival

@TRIADMOMSONMAIN

- Videos: 1
- Views: 8,812
- Engagements: 313
- Locations: Dan Nicholas Park

Total Influencer Impact YTD: 246,816 views and 9,215 engagements (2025 benchmarks: 2,500,000 views / 132,000 engagements)

Total Digital Impact



240,974

Total Engagement

Current engagement across all
digital platforms

2025 Benchmark: 915,000 annual
engagement target



YTD as of May 31, 2025, our total digital engagement across all platforms stands at 240,974, working toward our 2025 benchmark of 915,000 engagements. This metric encompasses website interactions, social media engagement, email newsletter activity, and influencer campaign performance.

Partnerships & Community Engagement

Historic Salisbury Trolley

- 2025 YTD Bookings: 120
- Bookings over next 90 days: 8
- 2025 YTD Revenue: \$29,913
- 2025 Benchmarks: 200 bookings



Paid Marketing Placements

YTD as of May 31, 2025:

January	25
February	29
March	31
April	38
May	42
Total	165

2025 Benchmarks: 550 placements

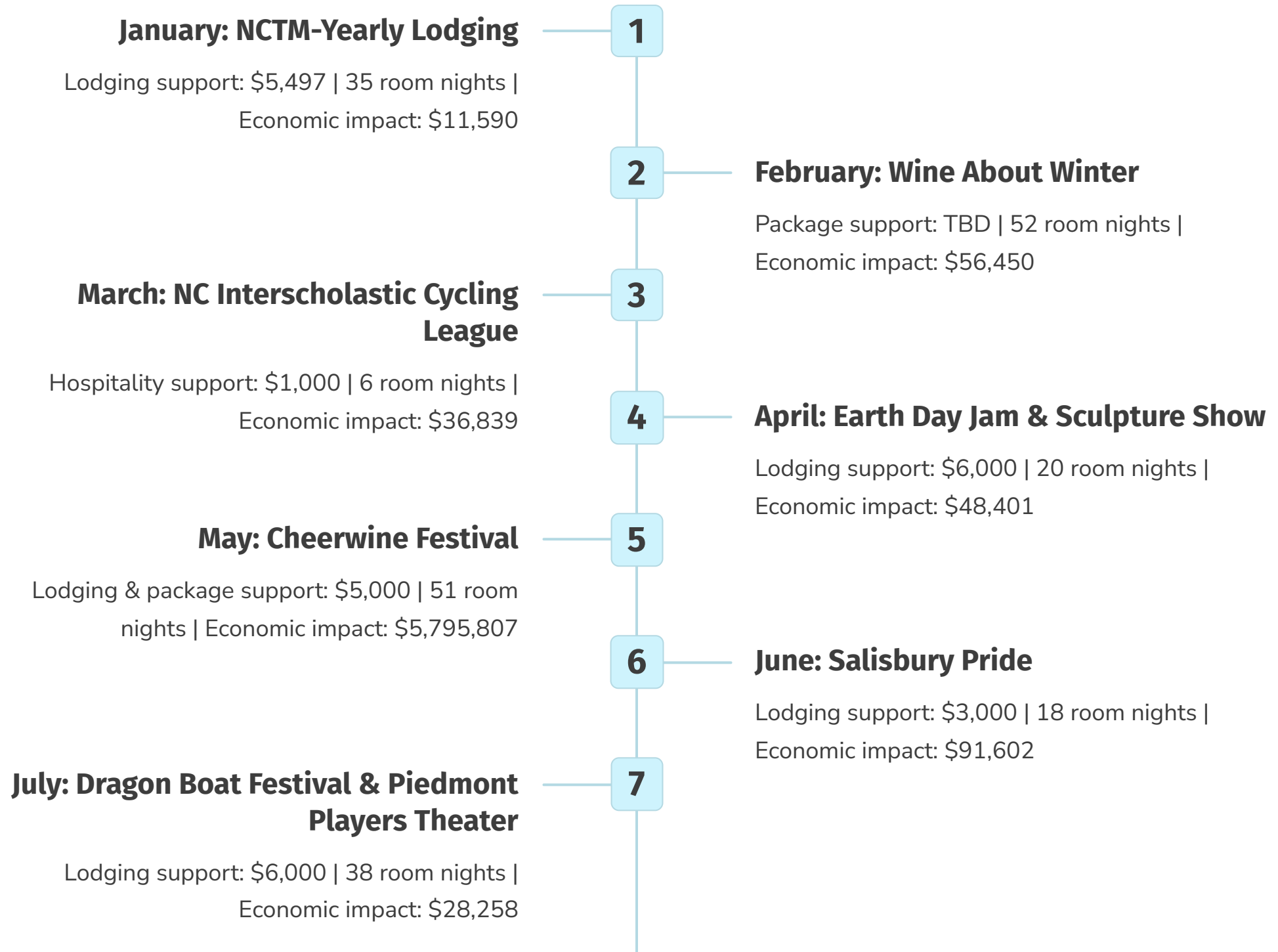
Partner Engagement YTD: 10 Site/Event Visits (benchmark: 24), 17 Partner Relationship Visits (benchmark: 65), and 9 PR Engagements (benchmark: 30).

Hotel Performance Metrics

	March	April	May	YTD as of 5/31
Occupancy (This Year)	76.4%	74.6%	73.2%	69.0%
Occupancy (Last Year)	69.4%	73.9%	73.9%	67.4%
ADR (This Year)	\$111.06	\$113.68	\$119.34	\$111.78
ADR (Last Year)	\$106.60	\$114.99	\$118.12	\$108.94
RevPar (This Year)	\$84.80	\$84.82	\$87.38	\$77.18
RevPar (Last Year)	\$73.95	\$84.94	\$87.25	\$73.39
Revenue (This Year)	\$2,084,658	\$2,017,800	\$2,148,083	\$9,242,103
Revenue (Last Year)	\$1,817,882	\$2,020,778	\$2,144,547	\$8,787,575

Hotel performance metrics show positive year-over-year growth in occupancy, ADR, RevPar, and overall revenue.

Tourism Support Investments



YTD 2025: 9 Fulfilled Requests / 220 Room Nights (2025 Benchmarks: 25 Fulfilled Requests / 880 Room Nights) | Total investment: \$26,497 | Total economic impact: \$6,068,947

Group Sales Performance

Date	Event Name	Support Type	Investment	Room Nights	Economic Impact
February 27-28, 2025	Rowan Salisbury School System- A Day in a District	Lodging	\$0	10	\$5,000
March 21, 2025	Salisbury Youth Council	Lodging	\$0	42	\$14,504
March 19-22, 2025	Statewide Succession Planning Workshop	Lodging	\$169	1	\$331
June 2025	Preservation North Carolina	Lodging	\$0	30	\$9,900
July 2025	Dragon Boat	Lodging	\$3,000	15	\$18,200
September 2025	The SmokeOut	Lodging	\$20,000	315	\$427,400
October 7-8, 2025	Cycle NC	Administrative	TBD	TBD	TBD
October 8-9, 2025	YMCA Conference	Lodging	\$3,000	150	\$61,800
2025	The Next Generation Academy	Lodging	TBD	TBD	TBD

YTD 2025: 9 Groups / 563 Room Nights (2025 Benchmarks: 13 Groups / 750 Room Nights) | Total investment: \$26,169 | Total economic impact: \$532,135

RIPE Online Booking Platform Performance

YTD as of June 17, 2025

- Reservations: 118
- Room Nights: 160
- ADR: \$165
- Revenue: \$26,371
- Package Bookings: 116

YTD as of June 17, 2024

- Reservations: 128
- Room Nights: 171
- ADR: \$148
- Revenue: \$25,325
- Package Bookings: 110

2025 Benchmarks

- Reservations: 600
- Room Nights: 785

Stay & Play Packages



Current Package Performance

Wine About Winter: 41 Packages / 52 Room Nights

VISA: 30 Packages / 48 Room Nights

Spring in Rowan County: 7 Packages / 12 Room Nights

Cheerwine Festival: 20 Packages / 29 Room Nights

Day Out with Thomas: 27 Packages / 41 Room Nights

Brew & Choo: 0 Packages / 0 Room Nights

Summer Fun in Rowan County: 0 Packages / 0 Room Nights

Polar Express: 25 Packages / 32 Room Nights



Upcoming Packages

Bell Tower BREWFEST

Autumn Adventures in Rowan County

OctoberTour

Balloon Glow & Laser Show

Christmas in Rowan County

\$100 VISA Gift Card Giveaway

2025 YTD: 150 Packages / 214 Room Nights (2025 Benchmarks: 575 packages / 835 room nights)



What's Ahead



NCTM Overnight Packages

Day Out with Thomas event continues to draw families to the NC Transportation Museum. We've also launched The Polar Express Stay & Play Package, giving visitors a chance to plan ahead for this popular holiday attraction while securing accommodations.



Summer Activities

Our Summer Fun marketing campaign is in full swing, highlighting Rowan County parks and water attractions. Visitors can enjoy High Rock Lake, splash pads, and public swimming pools during the hot summer months, with special promotions for extended stays.



Holiday Celebrations

4th of July event promotions are underway across Rowan County. We're working to promote various celebrations including the Fireworks Over Historic Spencer Shops, Faith 4th of July Celebration, and other family-friendly activities throughout the county.