

VISIT
ROWAN COUNTY
 NORTH CAROLINA
Be an original.®

DESTINATION
MARKETING REPORT
 NOVEMBER 2023



LODGING MARKET DATA

HOTELS

Occupancy (%)	2022			2023										Year To Date as of 9/30		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	2021	2022	2023
This Year	70.7	71.0	65.9	66.7	69.3	73.0	74.9	68.7	64.6	63.6	64.6	66.6	71.9	68.0	70.9	68.0
Last Year	74.2	72.6	66.1	66.5	71.0	73.5	78.0	71.5	71.8	78.2	67.5	69.6	70.7	53.0	68.0	70.9
Percent Change	-4.6	-2.2	-0.2	0.3	2.5	-0.7	-4.0	-3.9	-10.0	-18.6	-4.3	-4.3	1.6	28.4	4.3	-4.2
ADR	2022			2023										Year To Date		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	2021	2022	2023
This Year	117.17	108.14	101.91	109.26	110.52	108.12	114.53	115.53	106.15	108.11	103.56	110.28	116.51	85.75	106.21	109.68
Last Year	100.52	96.87	94.60	94.97	98.60	100.70	107.34	109.80	107.56	105.31	112.12	114.52	117.17	79.40	85.75	106.21
Percent Change	16.6	11.6	7.7	15.0	12.1	7.4	6.7	5.2	-1.3	2.7	-7.6	-3.7	-0.6	8.0	23.9	3.3
RevPAR	2022			2023										Year To Date		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	2021	2022	2023
This Year	82.89	76.76	67.20	72.90	76.55	78.96	85.77	79.37	68.62	68.78	66.92	73.43	83.72	58.30	75.33	74.54
Last Year	74.56	70.31	62.50	63.14	70.03	74.06	83.76	78.49	77.22	82.31	75.69	79.67	82.89	42.06	58.30	75.33
Percent Change	11.2	9.2	7.5	15.4	9.3	6.6	2.4	1.1	-11.1	-16.4	-11.6	-7.8	1.0	38.6	29.2	-1.0
Revenue	2022			2023										Year To Date		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	2021	2022	2023
This Year	2,037,618	1,826,013	1,652,099	1,792,029	1,699,765	1,940,980	2,040,451	1,951,107	1,632,488	1,690,739	1,644,984	1,746,968	2,058,057	12,621,654	16,308,904	16,138,099
Last Year	1,832,902	1,672,602	1,536,457	1,552,239	1,554,973	1,820,509	1,992,686	1,929,445	1,837,035	2,023,365	1,860,611	1,895,367	2,037,618	8,986,922	12,621,654	16,308,904
Percent Change	11.2	9.2	7.5	15.4	9.3	6.6	2.4	1.1	-11.1	-16.4	-11.6	-7.8	1.0	40.4	29.2	-1.0

AirBnb & VRBO

Occupancy (%)	2022			2023										Year To Date
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	2023
This Year	44.8%	43.5%	33.0%	43.5%	39.1%	54.8%	44.4%	44.2%	60.9%	62.0%	49.8%	42.9%	36.4%	46.4%
ADR	2022			2023										Year To Date
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	2023
This Year	\$252.00	\$237.00	\$266.00	\$260.00	\$232.00	\$203.00	\$139.00	\$169.00	\$197.00	\$293.00	\$211.00	\$143.00	\$138.00	\$193.00
RevPAR	2022			2023										Year To Date
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	2023
This Year	\$113.00	\$103.00	\$88.00	\$113.00	\$91.00	\$113.00	\$58.00	\$74.00	\$120.00	\$182.00	\$105.00	\$61.00	\$50.00	\$92.00

*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 NOVEMBER 30, 2023

AVERAGE OPEN RATE
33.49%

SUBSCRIBERS
4,922

2023 BENCHMARKS: 36% Open Rate / 5,150 Subscribers



DECEMBER IN ROWAN COUNTY

Welcome to a December wonderland in Rowan County, North Carolina, where festive magic and community spirit come together in a variety of events. From enchanting Christmas events to historic celebrations, there are plenty of December happenings to ensure your visit to Rowan County is filled with joy, culture, and the warmth of holiday cheer.

READ MORE



HOLIDAY FAMILY FUN IN ROWAN COUNTY

The holiday season is upon us, and what better way to celebrate than by indulging yourself in the festive charm of Rowan County? From light



2023 HOLIDAY PARADES & TREE LIGHTING CEREMONIES

In our enchanting part of North

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 NOVEMBER 30, 2023

PAGEVIEWS
478,455

USERS
213,560

2023 BENCHMARKS: 375,000 Pageviews / 170,000 Users



RIPE ONLINE BOOKING PLATFORM

YTD AS OF NOVEMBER 30, 2023

Reservations: 487
Room Nights: 608
ADR: \$136
Revenue: \$82,620
Package Bookings: 92%

2023 BENCHMARKS: 450 Reservations / 600 Nights

Book Your Overnight Stay & Save!

Your stay may qualify for free event tickets, VISA gift cards or other special offers!

Check-in — Check-out

Guests 1

SEARCH

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 NOVEMBER 30, 2023

FACEBOOK

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
29,079	1,807,616	1,566,632	80,328

TWITTER

FOLLOWERS	IMPRESSIONS	MENTIONS
2,256	41,265	13

INSTAGRAM

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
3,921	354,150	157,923	6,611

TIKTOK

FOLLOWERS	LIKES
626	397

TOTAL SOCIAL MEDIA IMPACT YTD

TOTAL FOLLOWING 35,882	TOTAL ENGAGEMENT 87,349
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2023 BENCHMARKS: 35,000 Followers / 110,000 Engagements
*excluding Tiktok

BLOG POSTS

IEWS	POSTS
34,619	71

2023 BENCHMARKS: 25,000 Views / 65 Posts



2023 Holiday Parades & Tree Lighting Ceremonies in Rowan County
Oct 23, 2023
In our enchanting part of North Carolina, Rowan County is where the holiday season comes alive with...
[Read More >](#)

INFLUENCER PARTNERSHIPS

YTD AS OF NOVEMBER 30, 2023

@JENNA.AND.HER.GENTS
TIKTOK / INSTAGRAM

Videos: 22 / 20

Views: 2,654,900 / 571,058

Likes: 251,618 / 20,638

Saves: 1,465

Comments: 3,313 / 222

Locations: La Cava, NCTM (2), Wine About Winter, Swanee Theater, Cherry Treesort, Jiggy with the Piggy, Cannonballers Game, Cheerwine Festival, Patterson Farm, Historic Gold Hill, Village Park Splash Pad, Village Park Movie in the Park, Morgan Ridge Vineyards, Slot Car Track, Dan Nicholas Park, Rowan County Fair, Day Out with Thomas, Maze of Terror, Polar Express, Local Shopping

@MagnoliaMegan
TIKTOK / INSTAGRAM

Videos: 2 / 2

Views: 334.9k / 378,485

Engagements: 49,884 / 25,063

Location: Tiger World & OctoberTour

@JensenSavannah
TIKTOK/INSTAGRAM

Videos: 1 / 1

Views: 41,453

Engagement: 416

Location: Bell Tower Brew Fest

@HouseofHensen
INSTAGRAM

Videos: 5

Views: 482,900

Engagements: 31,468

Location: Day Out with Thomas, Polar Express, Dan Nicholas Park, Patterson Farm, Winterland Express & Festival of Lights



@charlottemama
INSTAGRAM

Videos: 2

Views: 31,174

Engagements: 1,651

Location: NCTM - Easter Bunny Express, Patterson Farm

@GROWINGWITHKELSEY / @PERFECTLYKELSEY
TIKTOK / INSTAGRAM

Videos: 1 / 1

Views: 227.9k / 86.7k

Engagements: 27,466 / 4,790

Location: Cherry Treesort



YTD TOTAL INFLUENCER IMPACT

IEWS
4,809,470

ENGAGEMENTS
417,994

2023 BENCHMARKS: 4,000,000 Views / 350,000 Engagements

TOTAL DIGITAL IMPACT

YTD 2023

ENGAGEMENT
1,020,065

REACH
7,093,286

2023 BENCHMARKS: 700,500 Engagements / 6,000.000 Reach

*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), influencer engagements & blog views.

*Total Reach includes email subscribers, pageviews, Facebook reach, Twitter Impressions, 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.

2023 YTD BOOKINGS: 121 (155 including 2024 bookings)

Bookings over next 90 days: 28

2023 YTD Revenue: \$54,997.20

2023 BENCHMARKS: 104 Bookings



PAID MARKETING PLACEMENTS

YTD as of NOVEMBER 30, 2023

MONTH	PLACEMENTS
January	37
February	34
March	33
April	44
May	52
June	58
July	57
August	53
September	44
October	43
November	38
Total	493

*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.

2023 BENCHMARKS: 500 Placements

STAY & PLAY OVERNIGHT PACKAGES

Day Out with Thomas: 132 Packages / 179 Room Nights

Polar Express: 388 Packages / 506 Room Nights

Brew & Choo: 5 Packages / 6 Room Nights

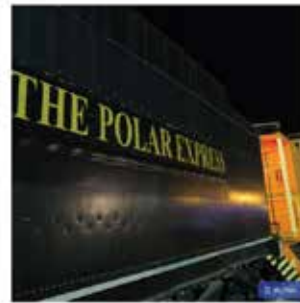
Bell Tower BrewFest: 7 Packages / 8 Room Nights

Wine About Winter: 11 Packages / 11 Room Nights

October Tour: 3 Packages / 7 Room Night

VISA: 11 Packages / 11 Room Nights

Patterson Farm: 1 Package / 1 Room Night



SPECIAL OFFERS
THE POLAR EXPRESS
TELL ME MORE →

2023 YTD: 558 Packages / 729 Room Nights

2023 BENCHMARKS: 525 Packages / 775 Room Nights

PARTNER ENGAGEMENT

YTD Site/Event Visits: 40

2023 BENCHMARKS: 50

YTD Partner Relationship Visits: 11

2023 BENCHMARKS: 12

PR ENGAGEMENTS: 11

*Proactive efforts are being made to communicate with partners about upcoming promotions through traditional and digital marketing being done on their behalf.

GROUP SALES

EVENT DATE	GROUP NAME	SUPPORT TYPE	CVB INVESTMENT	ROOM NIGHTS	EVENT-VISITOR REALTED ECONOMIC IMPACT (YTD)
January 11-15, 2023	RPCA	Lodging	\$9,700	615	\$335,084
May 11-14, 2023	Inspire National Dance Competition	Lodging	\$3,228	66	\$161,674
July 2023	Southeastern Little League Tournament	Lodging	\$15,000	342	\$147,663
September 7-10, 2023	Smokeout	Lodging	\$22,500	348	\$335,732
September 14-16, 2023	Bike Walk NC Annual Summit	Lodging	\$3,000	63	\$31,019
January 11-12, 2024	Hendersonville Retreat	Lodging	\$0	17	TBD
Total			\$53,428	1,451	\$1,011,172

YTD 2023: 6 Groups / 1,451 Room Nights

2023 BENCHMARKS: 6 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	\$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	\$1,797	10	\$5,210,000
June	Pride Festival	Lodging	\$3,000	24	\$49,706
July	Dragon Boat	Lodging	\$4,000	20	\$18,620
July	Salisbury Parks & Rec: Summer Concert Series	Lodging	\$1,312	8	\$17,757
September	Rowan Chamber: Military Attraction	Lodging	\$3,000	10	\$2,874
September - October	Day Out with Thomas	Package	\$10,813	183	TBD
September	DSI: Business Development	Lodging	\$182	1	\$331
October	DSI: Bell Tower Brew Fest	Lodging, Package	\$3,000	8	\$14,517
October	Rowan County Parks & Rec: Autumn Jubilee	Lodging	\$428	2	\$1,314,007
November - December	Polar Express	Package	TBD	506	TBD
December	Winterfest - Spencer	Hospitality	\$1,000	0	TBD
December	VISA Giftcard Package	Package	TBD	11	TBD
Total			\$32,019	808	\$6,750,574

YTD 2023: 13 Fulfilled Requests / 747 Room Nights

2023 BENCHMARKS: 14 Fulfilled Requests / 1,000 Room Nights

WHAT'S AHEAD

- Stay & Play Packages: Wine About Winter & VISA
- Book your overnight stay messaging
- Spring Booking Trolley Promotions
- Winter Event Promotions



