

Rowan County Tourism Board Report November 2025

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

Hotel Performance Metrics

	September	October	November	YTD as of 11/30
Occupancy (This Year)	73.4%	75.9%	69.6%	70.8%
Occupancy (Last Year)	72.7%	85.0%	70.4%	70.5%
ADR (This Year)	\$118.55	\$127.14	\$120.15	\$114.04
ADR (Last Year)	\$113.06	\$123.35	\$112.88	\$111.87
RevPar (This Year)	\$87.05	\$96.45	\$83.65	\$80.79
RevPar (Last Year)	\$82.21	\$104.82	\$79.50	\$78.87
Revenue (This Year)	\$2,071,038	\$2,371,107	\$1,990,052	\$21,397,351
Revenue (Last Year)	\$1,955,728	\$2,576,823	\$1,891,375	\$20,890,052

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

Digital Marketing Performance

VisitRowanCountyNC.com has shown strong performance in the fourth quarter of 2025 so far:

503,513

Pageviews YTD

Progress toward 2025 benchmark of 532,000

241,989

Users YTD

Progress toward 2025 benchmark of 237,000

The email newsletter continues to perform above industry standards with a 33.73% open rate (benchmark: 31.8%) and 5,453 subscribers (benchmark: 5,280).



DECEMBER IN ROWAN COUNTY

Welcome to December in Rowan County, North Carolina - a season brimming with holiday cheer, community traditions, and festive fun. From magical Christmas celebrations to events steeped in history and charm, this guide will showcase the highlights of the month, ensuring your time in Rowan County is filled with joy, culture, and the true spirit of the holidays.

[READ MORE](#)



EXPERIENCE ORIGINAL

2025 Christmas Activities in Rowan County, N.C.



EXPERIENCE ORIGINAL

Winter Fun on the Farm at Patterson Farm

As the holiday season approaches, Patterson

Social Media & Blog Performance



Social Media Impact YTD

As of November 30, 2025, social media channels have achieved:

- Total Following: 54,798 (benchmark: 47,000)
- Total Engagement: 269,844 (benchmark: 154,000)
- Total Reach: 6,304,267 (benchmark: 5,000,500)

Blog Performance

Blog content has generated:

- Views: 70,599 (benchmark: 60,900)
- Posts: 111 (benchmark: 95)

Focus remains on creating engaging content that showcases Rowan County's attractions and events to drive visitor interest.

Influencer Partnerships

YTD as of November 30, 2025, Rowan County Tourism has collaborated with several influential content creators:

@HOUSEOFHENSEN

(Instagram)

- Videos: 4
- Views: 315,233
- Engagements: 10,658
- Locations: NCTM's Easter Bunny Express, NCTM's Polar Express, NCTM's Day Out with Thomas, Patterson Farm's Fall Fun on the Farm

@JENNA.AND.HER.GENTS

(TikTok & Instagram)

- Videos: 4
- Views: 231,406
- Engagements: 7,513
- Locations: Downtown Salisbury's Wine About Winter, Cheerwine Festival, Pottery 101, NCTM's Polar Express

@KIDSTAKECHARLOTTE

(Instagram)

- Videos: 8
- Views: 222,579
- Engagements: 8,099
- Locations: Piedmont Player's The Little Mermaid Jr., NCTM's Easter Bunny Express, Patterson Farm's Egg-Cellent Adventure, NCTM's Polar Express, Dan Nicholas Park, Patterson Farm's Fall Fun on the Farm, Autumn Jubilee, Celebration of Lights

@FOLLOWOURCOMPASS

(TikTok & Instagram)

- Videos: 1
- Views: 60,769
- Engagements: 4,014
- Locations: Cherry Treesort

@THE_ASHLEY_NEZ

(TikTok & Instagram)

- Videos: 2
- Views: 48,183
- Engagements: 895
- Locations: Cheerwine Festival, Time Warp Trolley Tour

@MAGNOLIAMEGAN

(TikTok & Instagram)

- Videos: 2
- Views: 42,282
- Engagements: 1,742
- Locations: Cheerwine Festival, OctoberTour

@TRIADMOMSONMAIN

(TikTok & Instagram)

- Videos: 1
- Views: 41,007
- Engagements: 566
- Locations: Dan Nicholas Park

Total Influencer Impact YTD:
 961,459 views and 33,487
 engagements
 (2025 benchmarks: 2,500,000
 views / 132,000 engagements)

Total Digital Impact

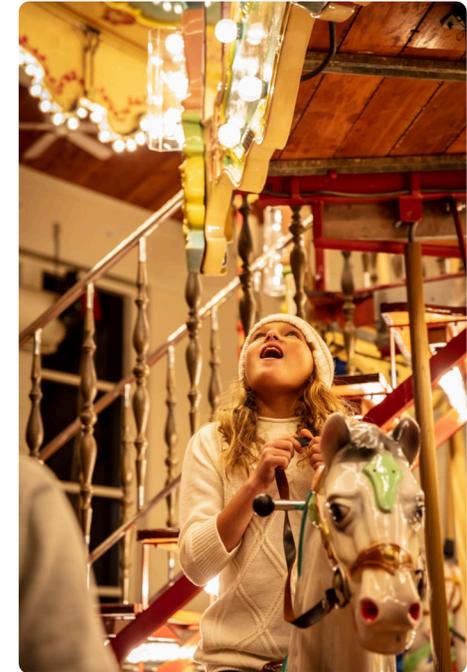


879,282

Total Engagement

Current engagement across all digital platforms

2025 Benchmark: 915,000 annual engagement target



YTD as of November 30, 2025, the total digital engagement across all platforms stands at 879,282, working towards the 2025 benchmark of 915,000 engagements. This metric encompasses email newsletter activity, website pageviews, blog views, social media engagement, MediaOne ad engagement and influencer campaign performance.

Partnerships & Community Engagement

Historic Salisbury Trolley

- 2025 YTD Bookings: 87
- Remaining 2025 Bookings: 19
- 2025 YTD Revenue: \$72,286
- 2025 Benchmarks: 150 bookings



Paid Marketing Placements

YTD as of November 30, 2025:

January	25
February	31
March	33
April	41
May	44
June	43
July	42
August	34
September	24
October	29
November	51
Total	397

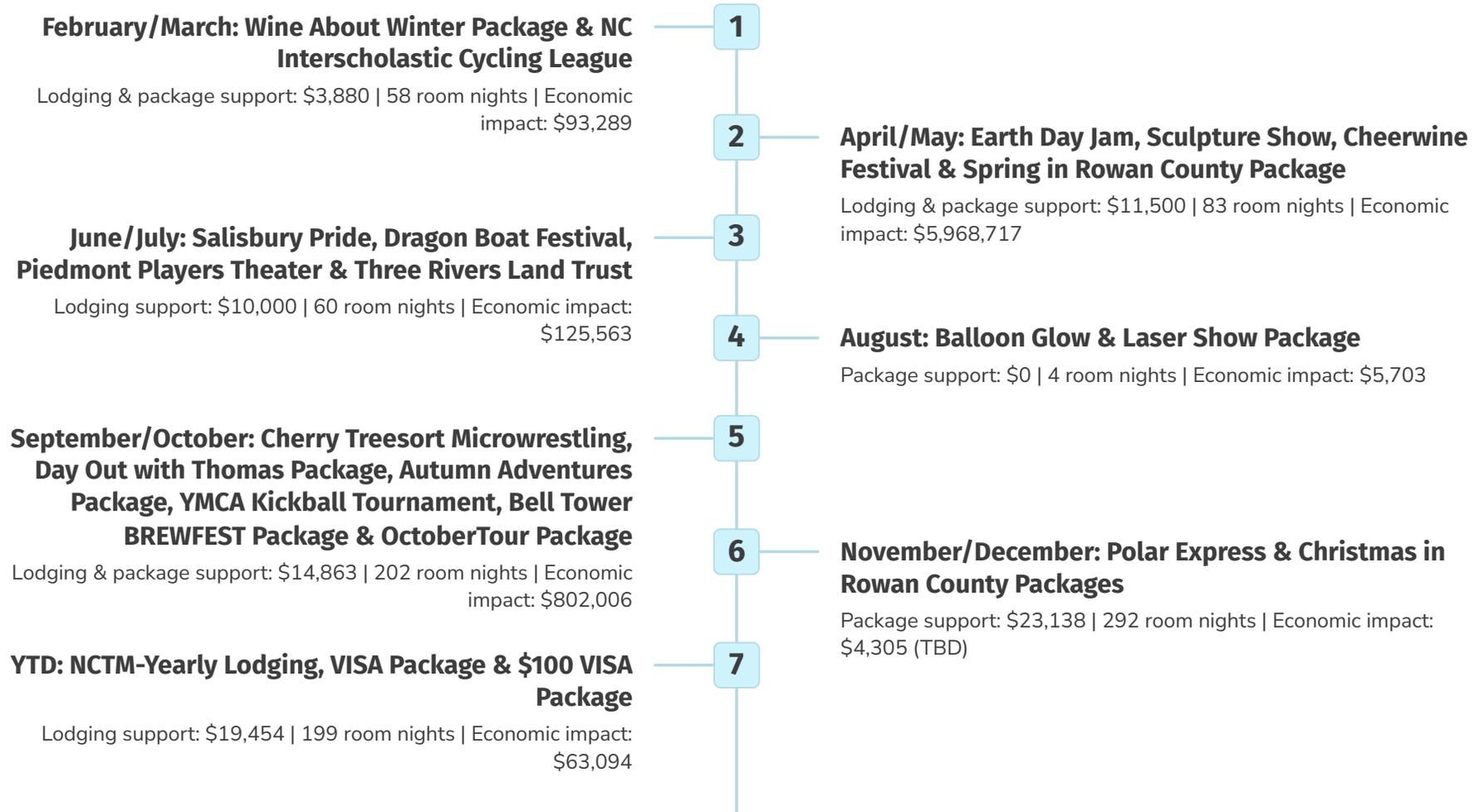
2025 Benchmarks: 550 placements

Partner Engagement YTD

- **29** Site/Event Visits (benchmark: 24)
- **42** Partner Relationship Visits (benchmark: 65)
- **15** PR Engagements (benchmark: 30)



Tourism Support Investments



YTD 2025: 22 Fulfilled Requests / 898 Room Nights (2025 Benchmarks: 25 Fulfilled Requests / 880 Room Nights) | Total investment: \$82,835 | Total economic impact: \$7,062,677.

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	\$22,262	564	\$487,644
September 2025	Cherry Treesort - Micro Wrestling	Lodging	\$1,350	12	\$9,737
October 7-8, 2025	Cycle NC	Administrative	\$0	0	\$61,298
October 8-9, 2025	YMCA Conference	Lodging	\$3,000	100	\$61,800
October 2025	YMCA - Kickball Tournament	Lodging	\$2,084	11	\$3,642
October 16-17, 2025	Rowan Salisbury School System - A Day in a District	Lodging	\$0	10	\$3,311
January 2026	Coon Hunters Association	Lodging	\$20,000	TBD	TBD
August 6-7, 2026	Three Rivers Land Trust	Lodging	TBD	TBD	TBD

YTD 2025: 13 Groups / 795 Room Nights (2025 Benchmarks: 13 Groups / 750 Room Nights) | Total investment: \$51,865 | Total economic impact: \$675,367.

RIPE Online Booking Platform Performance

YTD as of December 16, 2025

- Reservations: 440
- Room Nights: 575
- ADR: \$153
- Revenue: \$88,080
- Package Bookings: 429

YTD as of December 16, 2024

- Reservations: 537
- Room Nights: 713
- ADR: \$144
- Revenue: \$102,827
- Package Bookings: 491

2025 Benchmarks

- Reservations: 600
- Room Nights: 785



Stay & Play Packages



Current Package Performance

VISA: 81 Packages / 114 Room Nights

Wine About Winter '25: 41 Packages / 52 Room Nights

Spring in Rowan County: 7 Packages / 12 Room Nights

Cheerwine Festival: 20 Packages / 29 Room Nights

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

Brew & Choo: 0 Packages / 0 Room Nights

Balloon Glow & Laser Show: 4 Packages / 4 Room Nights

Day Out with Thomas: 117 Packages / 164 Room Nights

Bell Tower BREWFEST: 4 Packages / 5 Room Nights

OctoberTour: 2 Packages / 4 Room Nights

Autumn Adventures in Rowan County: 4 Packages / 6 Room Nights

Polar Express: 219 Packages / 297 Room Nights

Christmas in Rowan County: 10 Packages / 15 Room Nights

Wine About Winter '26: 8 Packages / 8 Room Nights

\$100 VISA Holiday Package: 5 Packages / 5 Room Nights

2025 YTD: 552 Packages / 715 Room Nights (2025 Benchmarks: 575 packages / 835 room nights)

**YTD Package data includes both Ripe and short-term rental packages.*



What's Ahead



Overnight Stay & Play Packages

- Wine About Winter
- VISA



Groups

- Trapp Hill Coon Hunters
- Rowan Salisbury School System
- Other future group planning



Planning Ahead for 2026

- 2026 Packages
- Marketing
- Brand Planning
- Spring Marketing