



**VISIT
ROWAN
COUNTY**

NORTH CAROLINA

Be an original.®

**DESTINATION
MARKETING REPORT
NOVEMBER + DECEMBER 2024**



LODGING MARKET DATA

HOTELS

Occupancy (%)	2023						2024						Year to Date as of 11/30				
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2022	2023	2024
This Year	63.7	60.4	54.1	65.7	69.3	73.9	73.8	72.9	69.1	68.4	72.7	85.0	70.4	57.2	70.9	67.9	70.5
Last Year	70.9	66.0	66.6	69.2	73.0	74.9	68.7	64.6	63.8	64.6	66.6	71.6	63.7	60.4	68.9	70.9	67.9
Percent Change	-10.1	-8.5	-18.8	-5.0	-5.1	-1.3	7.5	12.7	8.6	5.9	9.2	18.7	10.5	-5.3	2.8	-4.2	3.8

ADR	2023						2024						Year to Date as of 11/30				
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2022	2023	2024
This Year	106.49	99.37	98.91	102.03	106.66	114.99	118.13	111.36	112.25	109.59	113.06	123.35	112.88	105.64	107.42	110.10	111.87
Last Year	108.35	101.93	109.33	110.60	108.12	114.56	115.53	106.15	108.13	103.58	110.29	116.69	106.49	98.92	88.29	107.42	110.10
Percent Change	-1.7	-2.5	-9.5	-7.7	-1.4	0.4	2.2	4.9	3.8	5.8	2.5	5.7	6.0	6.8	21.7	2.5	1.6

RevPAR	2023						2024						Year to Date as of 11/30				
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2022	2023	2024
This Year	67.87	60.01	53.51	67.06	73.95	84.94	87.24	81.15	77.52	74.95	82.21	104.82	79.50	60.42	76.17	74.78	78.87
Last Year	76.80	67.25	72.84	76.55	78.96	85.77	79.37	68.62	68.78	66.92	73.43	83.51	67.87	59.78	60.87	76.17	74.78
Percent Change	-11.6	-10.8	-26.5	-12.4	-6.3	-1.0	9.9	18.3	12.7	12.0	11.9	25.5	17.1	1.1	25.1	-1.8	5.5

Revenue	2023						2024						Year to Date as of 11/30				
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	2022	2023	2024
This Year	1,614,620	1,475,316	1,315,481	1,488,906	1,817,885	2,020,778	2,144,546	1,930,452	1,905,702	1,842,398	1,955,728	2,576,823	1,891,375	1,465,351	20,173,547	18,190,922	18,998,676
Last Year	1,827,025	1,653,147	1,790,619	1,899,767	1,940,976	2,040,447	1,951,107	1,832,488	1,690,742	1,644,984	1,746,968	2,052,824	1,814,620	1,469,452	16,123,313	18,346,522	18,190,922
Percent Change	-11.6	-10.8	-26.5	-12.4	-6.3	-1.0	9.9	18.3	12.7	12.0	11.9	25.5	17.1	1.1	25.1	-0.8	4.4

AirBnb & VRBO

Occupancy (%)	2023						2024						Year To Date			
	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	Oct	Nov	Dec	2023	2024
This Year	36.4%	31.5%	18.3%	19.3%	31.3%	31.2%	42.4%	48.9%	48.5%	42.3%	43.5%	44.7%	37.1%	32.0%		37.3%

ADR	2023						2024						Year To Date			
	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	Oct	Nov	Dec	2023	2024
This Year	\$138.00	\$144.00	\$120.00	\$125.00	\$133.00	\$133.00	\$134.00	\$133.00	\$139.00	\$136.00	\$129.00	\$136.00	\$139.00	\$131.00		\$131.00

RevPAR	2023						2024						Year To Date			
	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	Oct	Nov	Dec	2023	2024
This Year	\$50.00	\$51.00	\$22.00	\$24.00	\$41.00	\$42.00	\$57.00	\$65.00	\$67.00	\$57.00	\$56.00	\$61.00	\$51.00	\$42.00		\$49.00

Revenue	2023						2024						Year To Date			
	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	Oct	Nov	Dec	2023	2024
This Year	\$226,085.00	\$199,008.00	\$107,545.00	\$111,474.00	\$207,446.00	\$213,006.00	\$312,035.00	\$362,603.00	\$398,288.00	\$347,326.00	\$327,463.00	\$370,401.00	\$304,507.00	\$259,356.00		\$3,259,410.00

*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 DECEMBER 31, 2024

AVERAGE OPEN RATE
31.71%

SUBSCRIBERS
5,069

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

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 DECEMBER 31, 2024

PAGEVIEWS
514,586

USERS
225,018

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

RIPE ONLINE BOOKING PLATFORM

YTD AS OF DECEMBER 31, 2024

Reservations: 542
Room Nights: 718
ADR: \$144
Revenue: \$103,541
Package Bookings: 494

YTD AS OF DECEMBER 31, 2023

Reservations: 507
Room Nights: 632
ADR: \$135
Revenue: \$85,487
Package Bookings: 465

2024 BENCHMARKS: 560 Reservations / 695 Nights



HOLIDAY FAMILY FUN IN ROWAN COUNTY

The holiday season is here, and Rowan County, North Carolina, is ready to welcome you with open arms and festive cheer. From glittering light displays to unique holiday experiences, our county offers the perfect backdrop for creating magical memories with family and friends. This year, immerse yourself in the warmth of our community and explore all the joy that the holidays bring.

[READ MORE](#)



EXPERIENCE ORIGINAL December in Rowan County

December in Rowan County, North Carolina is a season brimming with



EXPERIENCE ORIGINAL 2024 Holiday Parades & Tree Lighting Ceremonies in Rowan County

Rowan County, NC

It is original.
Experience the beauty of the state capital from the heart of the South. Rowan County, NC is a destination that offers a unique blend of history, culture, and scenic views. From the historic downtown to the beautiful countryside, there is something for everyone in Rowan County, NC.



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 DECEMBER 31, 2024

FACEBOOK

FOLLOWERS 35,813	IMPRESSIONS 2,142,699	REACH 1,930,766	ENGAGEMENT 136,337	FOLLOWERS DEC. 2023 29,130
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FOLLOWERS 2,293	VEWS 20,097	ENGAGEMENT 722	FOLLOWERS DEC. 2023 2,266
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INSTAGRAM

FOLLOWERS 5,498	IMPRESSIONS 203,082	REACH 95,115	ENGAGEMENT 6,461	FOLLOWERS DEC. 2023 3,981
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TIKTOK

FOLLOWERS 884	LIKES 3,723	FOLLOWERS DEC. 2023 648
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TOTAL SOCIAL MEDIA IMPACT YTD

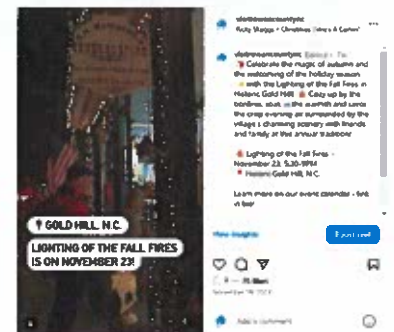
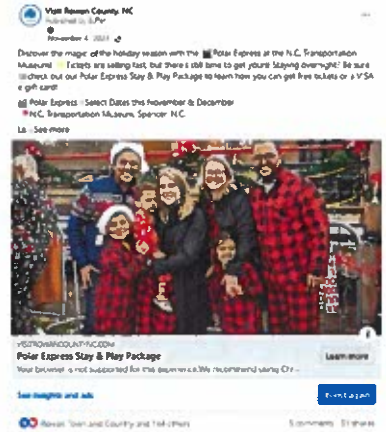
TOTAL FOLLOWING 44,488	TOTAL ENGAGEMENT 147,283
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2024 BENCHMARKS: 38,700 Followers / 110,000 Engagements

BLOG POSTS

VEWS 51,871	POSTS 90
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2024 BENCHMARKS: 42,000 Views / 80 Posts



Holiday Family Fun in Rowan County

Nov 19, 2024
The holiday season is here, and Rowan County, North Carolina, is ready to welcome you with open arms.

[Read More](#)

INFLUENCER PARTNERSHIPS

NOVEMBER + DECEMBER INFLUENCERS

@JENNA.AND.HER.GENTS TIKTOK/INSTAGRAM

Location/Event: Patterson Farm's Holly Jolly Farm Days

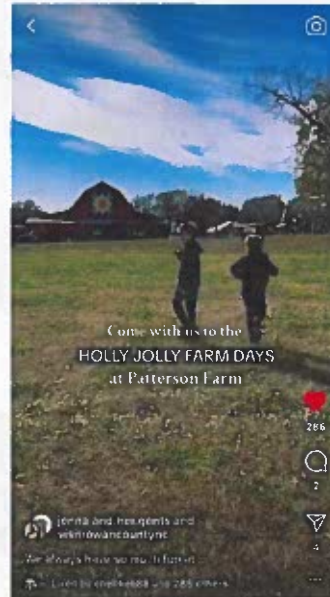
Views: 93K / 11.1K

Likes: 1,788 / 286

Comments: 34 / 2

Saves: 26 / 4

Shares: 18 / 4



@HOUSEOFHENSEN TIKTOK/INSTAGRAM

Location/Event: Celebration of Lights & Winterland Express

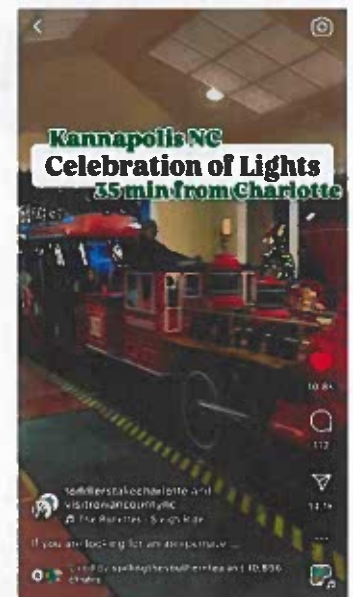
Views: 3,367 / 86.7K

Likes: 96 / 1,903

Comments: 1 / 40

Saves: 37 / 1.4K

Shares: 85 / 2.8K



@TODDLERSTAKECHARLOTTE INSTAGRAM

Location/Event: Patterson Farm's Holly Jolly Farm Days

Views: 8,018

Likes: 158

Comments: 7

Saves: 63

Shares: 110

Location/Event: Celebration of Lights & Winterland Express

Views: 367K

Likes: 10.8K

Comments: 112

Saves: 4.4K

Shares: 14K

INFLUENCER PARTNERSHIPS (CONT.)

YTD TOTAL INFLUENCER IMPACT

VIEWS
2,025,476

ENGAGEMENTS
113,589

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

TOTAL DIGITAL IMPACT

YTD as of DECEMBER 31, 2024

ENGAGEMENT
828,936

REACH
4,642,980

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

*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.

HISTORIC SALISBURY TROLLEY

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

2024 YTD BOOKINGS: 184

Bookings over next 90 days: 11

2024 YTD Revenue: \$64,184.07

2023-24 FY Revenue: \$82,798

2024 BENCHMARKS: 140 Bookings



PAID MARKETING PLACEMENTS

YTD as of DECEMBER 31, 2024

MONTH	PLACEMENTS
January	28
February	26
March	28
April	37
May	43
June	39
July	32
August	62
September	59
October	32
November	44
December	51
Total	481

*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.

2024 BENCHMARKS: 550 Placements

STAY & PLAY OVERNIGHT PACKAGES

2024 PACKAGES

Wine About Winter: 18 Packages / 19 Room Nights
VISA: 103 Packages / 146 Room Nights
St. Patrick's Day Train: 1 Package / 1 Room Night
DOWT: 122 Packages / 181 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: 270 Packages / 369 Room Nights
Brew & Choo: 5 Packages / 5 Room Nights
Bell Tower BrewFest: 3 Packages / 4 Room Nights
OctoberTour: 5 Packages / 7 Room Nights
Balloon Glow & Laser Show: 5 Packages / 6 Room Nights
\$100 VISA Gift Card: 12 Packages / 13 Room Nights



STAY & PLAY OVERNIGHT PACKAGES (CONT.)

VISA Gift Card Promotion

- Book an overnight stay at a Rowan County hotel on our booking widget & receive 50% of your stay back in VISA e-Gift Card Rewards
- Eligible for stays year-round

\$100 VISA Gift Card Promotion

- Book an overnight stay at a Rowan County hotel on our booking widget & receive a \$100 VISA e-Gift Card
- Eligible for stays November 28 - December 31, 2024

2024 YTD: 564 Packages / 781 Room Nights

2024 BENCHMARKS: 580 Packages / 775 Room Nights

PARTNER ENGAGEMENT

YTD Site/Event Visits: 24
2024 BENCHMARKS: 24

YTD Partner Relationship Visits: 58
2024 BENCHMARKS: 24

PR ENGAGEMENTS: 24
2024 BENCHMARKS: 18

GROUP SALES

EVENT DATE	GROUP NAME	SUPPORT TYPE	TOURISM INVESTMENT	ROOM NIGHTS	EVENT-VISITOR REALTED ECONOMIC IMPACT (YTD)
April 27, 2024	The Great Steak Cookoff	Lodging	\$0	22	\$5,324.00
July 2024	Dragon Boat	Lodging	\$3,000.00	16	\$17,733.00
July 2024	Southeastern Little League Tournament	Lodging	\$15,000	538	\$192,337.00
July 2024	Rowan Salisbury School System-Local Seminar	Lodging	\$0	25	\$8,278.00
September 5-8, 2024	Smokeout	Lodging	\$22,712	317	\$427,483.00
November 1-2, 2024	Balloon Glow & Laser Show	Lodging	\$3,000	45	\$317,449.00
November 3, 2024	Micro Wrestling	Lodging	\$786	14	\$9,452.00
November 13, 2024	NC Main Street & State Historic Preservation	Lodging	\$0	40	\$11,494.00
February 20-21, 2025	Preservation North Carolina	Lodging	\$0	30	TBD
February 21- 23, 2025	Salisbury Youth Council	Lodging	\$0	75	TBD
February 27-28 2025	Rowan Salisbury School System- A Day in a District	Lodging	TBD	60	TBD
March 19-22, 2025	Statewide Succession Planning Workshop	Lodging	TBD	30	TBD
2025	The Next Generation Academy	Lodging	TBD	TBD	TBD
Total			44,498	1122	\$989,550

YTD 2024: 13 Groups / 1122 Room Nights

2024 BENCHMARKS: 7 Groups / 850 Room Nights

TOURISM SUPPORT

EVENT MONTH	GROUP NAME	SUPPORT TYPE	TOURISM INVESTMENT	ROOM NIGHTS	EVENT-VISITOR RELATED ECONOMIC IMPACT (YTD)
January	NCTM-Yearly Lodging	Lodging	\$4,870	36	\$11,395
February	Wine About Winter	Package	\$1,260	23	\$136,954.00
April	Earth Day Jam	Lodging, Package	\$3,000	18	\$49,744.00
May	Piedmont Players Theatre	Lodging	\$292	2	\$4,886.00
May	Three Rivers Land Trust	Lodging	\$292	2	\$496.00
May	Kannapolis- Jiggy with the Piggy	Hospitality-Title Sponsor	\$5,000	5	\$89,224.00
May	Salisbury Sculpture Show	Lodging	\$1,416	7	\$2,181.00
May	Cheerwine Festival	Lodging, Hospitality, Package	\$7,500	51	\$5,711,731.00
June	Pride Festival	Lodging	\$3,000	22	\$50,193.00
July	Dragon Boat Festival	Lodging, Hospitality	\$3,000	16	\$17,733.00
July/October	Piedmont Players Theatre	Lodging	\$3,000	22	\$10,525.00
September	Three Rivers Land Trust	Lodging	\$315	2	\$662.00
September	Pride	Lodging	\$606	3	\$993.00
September/October	NCTM-Day Out with Thomas	Package	\$9,433	181	\$898,361.00
October	Bell Tower BrewFest	Lodging	\$607	7	\$10,462.00
October	October Tour	Package	\$350	7	\$11,688.00
October	Autumn Jubilee	Lodging	\$2,000	11	\$878,797.00
November	Balloon Glow & Laser Show	Lodging, Package	\$3,000	51	\$319,348.00
November	Micro Wrestling	Lodging	\$785	14	\$9,452.00
November	NC Craft Brewers Guild	Lodging	TBD	4	TBD
December	NCTM-Polar Express	Package	TBD	369	TBD
Total			\$49,726	853	\$8,214,825.00

YTD 2024: 21 Fulfilled Requests / 853 Room Nights

2024 BENCHMARKS: 16 Fulfilled Requests / 850 Room Nights

HOLIDAY MARKETING RECAP

Packages

Stay & Play Package: Polar Express

Event Date: November 8 - December 23

Incentives: 1 Adult & 1 Child Ticket or a \$50 VISA e-Gift Card, 2 Adult & 2 Child Tickets or a \$125 VISA e-Gift Card



Stay & Play Package: Christmas in Kannapolis

Event Date: December 8 and December 21

Incentives: 2 Tickets to Chapel Hart or The Embers at the Swanee Theatre, 4 Winterland Express Tickets & 4 Carousel Tickets at the Celebration of Lights



Stay & Play Package: VISA Holiday Getaway

Dates: November 28 - December 31

Incentive: \$100 VISA e-Gift Card

HOLIDAY MARKETING RECAP (CONT.)

Google PPC

- Polar Express
- Rowan County Christmas - November 29 through December 25

Social Media - Paid Marketing

- Polar Express
- Christmas in Kannapolis Overnight Stay Package
- Each social media post was boosted to increase reach and traffic for the event/partner organization

Influencers

- Jenna & Her Gents - Polar Express
- House of Hensen - Polar Express
- House of Hensen - Christmas in Kannapolis
- Toddlers Take Charlotte - Christmas in Kannapolis
- Jenna & Her Gents - Patterson Farm's Holly Jolly Days
- Toddlers Take Charlotte - Patterson Farm's Holly Jolly Days



Website

- Shifted to holiday photos - November 29 through December 26

Tourism Partner Appreciation: 25 partner organizations were visited to express our gratitude for their hard work, dedication, and excellent customer service they provide to visitors.

Scrooge: Scrooge's Christmas Trolley Tour- 24 shows; all sold out

WHAT'S AHEAD

Wine About Winter

Current Packages: Wine About Winter, General VISA Package

February Groups

2025 Stay & Play Packages

Spring Marketing

