

**VISIT  
ROWAN  
COUNTY**

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NORTH CAROLINA

---

*Be an original.®*

**DESTINATION  
MARKETING REPORT**  
OCTOBER 2024



# LODGING MARKET DATA

## HOTELS

Occupancy (%)	2023										2024					Year to Date as of 10/31		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	2022	2023	2024		
This Year	71.6	63.7	60.4	54.1	65.7	69.3	73.9	73.8	72.9	69.1	68.4	72.7	65.0	70.9	68.3	70.5		
Last Year	70.7	70.9	66.0	66.6	69.2	73.0	74.9	68.7	64.6	63.6	64.6	66.6	71.6	68.6	70.9	68.3		
Percent Change	1.2	-10.1	-8.5	-18.8	-5.0	-5.1	-1.3	7.5	12.7	8.6	5.9	9.2	18.7	3.3	-3.6	3.2		

ADR	2023										2024					Year to Date as of 10/31		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	2022	2023	2024		
This Year	116.69	106.49	99.37	98.91	102.03	106.66	114.99	118.13	111.36	112.25	109.59	113.06	123.35	107.33	110.43	111.77		
Last Year	117.23	108.35	101.93	109.33	110.60	108.12	114.56	115.53	106.15	108.13	103.50	110.29	116.69	87.38	107.33	110.43		
Percent Change	-0.5	-1.7	-2.5	-9.5	-7.7	-1.4	0.4	2.2	4.9	3.8	5.8	2.5	5.7	22.8	2.9	1.2		

RevPAR	2023										2024					Year to Date as of 10/31		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	2022	2023	2024		
This Year	83.51	67.87	60.01	53.51	67.06	73.95	84.94	87.24	81.15	77.52	74.95	82.21	104.82	76.10	75.46	78.81		
Last Year	82.89	76.80	67.25	72.84	76.55	78.96	85.77	79.37	68.62	68.78	66.92	73.43	83.51	59.96	76.10	75.46		
Percent Change	0.7	-11.6	-10.8	-26.5	-12.4	-6.3	-1.0	9.9	18.3	12.7	12.0	11.9	25.5	26.9	-0.8	4.4		

Revenue	2023										2024					Year to Date as of 10/31		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	2022	2023	2024		
This Year	2,052,824	1,614,620	1,475,316	1,315,461	1,488,906	1,817,885	2,020,778	2,144,546	1,930,452	1,905,702	1,842,396	1,955,728	2,576,823	1,834,652	18,190,922	18,998,676		
Last Year	2,037,618	1,827,025	1,653,147	1,790,619	1,699,767	1,940,976	2,040,447	1,951,107	1,632,488	1,690,742	1,644,984	1,748,968	2,052,824	14,454,556	18,346,522	18,190,922		
Percent Change	0.7	-11.6	-10.8	-26.5	-12.4	-6.3	-1.0	9.9	18.3	12.7	12.0	11.9	25.5	26.9	-0.8	4.4		

## AirBnb & VRBO

Occupancy (%)	2023										2024					Year To Date
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	Oct	2024		
This Year	42.9%	36.4%	31.5%	18.3%	19.3%	31.3%	31.2%	42.4%	48.9%	48.5%	42.3%	43.5%	44.7%	38.2%		

ADR	2023										2024					Year To Date
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	Oct	2024		
This Year	\$143.00	\$138.00	\$144.00	\$120.00	\$125.00	\$133.00	\$133.00	\$134.00	\$133.00	\$139.00	\$136.00	\$129.00	\$136.00	\$130.00		

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

Revenue	2023										2024					Year To Date
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	Oct	2024		
This Year	\$243,403.00	\$226,085.00	\$199,008.00	\$107,545.00	\$111,474.00	\$207,446.00	\$213,006.00	\$312,035.00	\$362,803.00	\$398,288.00	\$347,326.00	\$327,463.00	\$370,401.00	\$2,827,309.00		

\*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 OCTOBER 31, 2024

**AVERAGE OPEN RATE**  
**33.81%**

**SUBSCRIBERS**  
**5,033**

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 OCTOBER 31, 2024

**PAGEVIEWS**  
**412,544**

**USERS**  
**180,591**

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

# RIPE ONLINE BOOKING PLATFORM

YTD AS OF NOVEMBER 19, 2024

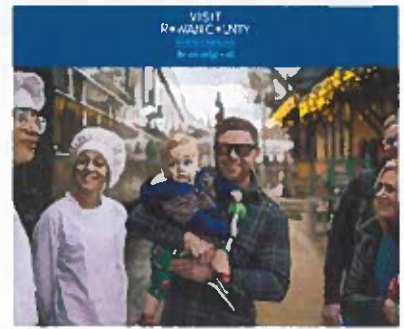
**Reservations: 514**  
**Room Nights: 690**  
**ADR: \$145**  
**Revenue: \$99,793**  
**Package Bookings: 473**

YTD AS OF NOVEMBER 19, 2023

**Reservations: 458**  
**Room Nights: 573**  
**ADR: \$137**  
**Revenue: \$78,530**  
**Package Bookings: 428**

2024 BENCHMARKS: 560 Reservations / 695 Nights

DESTINATION MARKETING REPORT | OCTOBER 2024



## NOVEMBER IN ROWAN COUNTY!

November in Rowan County is a season that beckons both locals and visitors to immerse themselves in the beauty and charm of our region. With the brilliant hues of fall foliage and a lineup of exciting events warming us up for the holidays, it is the perfect time for families to connect and explore together. Whether you're seeking tradition or something new, Rowan County offers a blend of both, making it a must-visit destination this November. Join us as we take you on a journey through the month's events, where the warmth of community meets the vibrancy of fall to create unforgettable autumn experiences.

READ MORE



EXPERIENCE ORIGINAL  
**Honoring Our Veterans in Rowan County**



EXPERIENCE ORIGINAL  
**Fall Fun on the Farm at Patterson Farm**  
Patterson Farm's Fall Fun on the

## Rowan County, NC

BE AN ORIGINAL

Travel Guide, North Carolina's most beautiful state, and one of the most scenic, and in fact, most beautiful states in the South. It's a state of scenic beauty, rich history, and a healthy, vibrant economy, and it's a state that's always ready to welcome you home.



# 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 OCTOBER 31, 2024

### FACEBOOK

<b>FOLLOWERS</b> 34,307	<b>IMPRESSIONS</b> 1,720,150	<b>REACH</b> 1,505,713	<b>ENGAGEMENT</b> 112,142	<b>FOLLOWERS</b> OCT. 2023 28,824
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### X

<b>FOLLOWERS</b> 2,313	<b>VEWS</b> 17,952	<b>ENGAGEMENT</b> 591	<b>FOLLOWERS</b> OCT. 2023 2,251
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### INSTAGRAM

<b>FOLLOWERS</b> 4,962	<b>IMPRESSIONS</b> 175,429	<b>REACH</b> 71,209	<b>ENGAGEMENT</b> 5,895	<b>FOLLOWERS</b> OCT. 2023 3,731
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### TIKTOK

<b>FOLLOWERS</b> 854	<b>LIKES</b> 1,880	<b>FOLLOWERS</b> OCT. 2023 596
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### TOTAL SOCIAL MEDIA IMPACT YTD

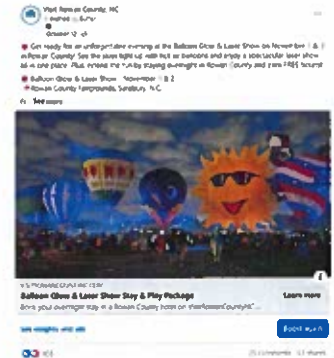
<b>TOTAL FOLLOWING</b> 42,436	<b>TOTAL ENGAGEMENT</b> 120,508
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2024 BENCHMARKS: 38,700 Followers / 110,000 Engagements

### BLOG POSTS

<b>VEWS</b> 42,270	<b>POSTS</b> 79
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2024 BENCHMARKS: 42,000 Views / 80 Posts



**Halloween Family Fun in Rowan County**  
 Oct. 27, 2024  
 Halloween is creeping up fast, and if you're searching for the ideal spot to embrace the spooky...  
[Read More >](#)

# INFLUENCER PARTNERSHIPS

YTD AS OF OCTOBER 31, 2024

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

Videos: 8 / 8

Views: 459,100 / 329,000

Likes: 38,791 / 6,628

Saves: 377 / 73

Comments: 340 / 68

**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, Towel City Tavern, N.C. Transportation Museum, Polar Express

**@LITTLEMERD**  
TIKTOK / INSTAGRAM

Videos: 3 / 3

Views: 31,401 / 19,274

Engagements: 1,904 / 416

**Locations:** The Fun Factory, Dan Nicholas Park, Luxe Socials Co., Gold Hill Mines Historic Park

**@MAGNOLIAMEGAN**  
INSTAGRAM

Videos: 2

Views: 84,800

Engagements: 1,438

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

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

Videos: 1 / 1

Views: 16,400 / 7,597

Engagements: 661 / 224

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





**@HOUSEOFHENSEN**  
**TIKTOK / INSTAGRAM**

**Videos:** 3 / 5

**Views:** 87,451 / 337,300

**Engagements:** 3,628 / 17,990

**Locations:** N.C. Transportation Museum, Easter Bunny Express, Cannon Ballers' Ticket Giveaway, Day Out with Thomas, Polar Express, Patterson Farm

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

**Videos:** 2 / 2

**Views:** 4,709 / 3,352

**Engagements:** 429 / 142

**Locations:** Patterson Farm Spring Fun on the Farm/Pick-Your-Own Strawberries, Patterson Farm Fall Fun on the Farm/Mega Drop

**@JENSENSAVANNAH**  
**TIKTOK / INSTAGRAM**

**Videos:** 1 / 1

**Views:** 4,276 / 25,100

**Engagements:** 89 / 181

**Locations:** Downtown Salisbury, Bell Tower BREWFEST, Bell Tower Green

**YTD TOTAL INFLUENCER IMPACT**

**VIEWS**  
**1,409,760**

**ENGAGEMENTS**  
**73,379**

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



## TOTAL DIGITAL IMPACT

YTD as of OCTOBER 31, 2024

**ENGAGEMENT**  
**650,403**

**REACH**  
**3,464,481**

\*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: 134

Bookings over next 90 days: 31

2024 YTD Revenue: \$61,884.07

2023-24 FY Revenue: \$82,798

2024 BENCHMARKS: 140 Bookings



## PAID MARKETING PLACEMENTS

YTD as of OCTOBER 31, 2024

MONTH	PLACEMENTS
January	28
February	26
March	28
April	37
May	43
June	39
July	32
August	62
September	59
October	32
<b>Total</b>	<b>386</b>

\*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:** 102 Packages / 145 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:** 268 Packages / 364 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



**2024 YTD:** 549 Packages / 762 Room Nights

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

## PARTNER ENGAGEMENT

**YTD Site/Event Visits:** 20

**2024 BENCHMARKS:** 24

**YTD Partner Relationship Visits:** 33

**2024 BENCHMARKS:** 24

**PR ENGAGEMENTS:** 21

**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 21- 23, 2025	Salisbury Youth Council	Lodging	\$0	75	TBD
<b>Total</b>			<b>44,498</b>	<b>1092</b>	<b>\$989,550</b>

**YTD 2024:** 9 Groups / 1092 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	TBD	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	364	TBD
<b>Total</b>			<b>\$49,376</b>	<b>848</b>	<b>\$8,214,825.00</b>

YTD 2024: 21 Fulfilled Requests / 848 Room Nights

2024 BENCHMARKS: 16 Fulfilled Requests / 850 Room Nights

## HOLIDAY MARKETING

### Packages

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

### Google PPC

- Polar Express
- Generic Christmas - Starting on November 29

### Social Media - Extra Paid Marketing

- Polar Express
- Christmas in Kannapolis Overnight Stay Package - November 5

## HOLIDAY MARKETING (CONT.)

### 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

Shift to holiday photos - November 29

## WHAT'S AHEAD

Holiday events

Holiday marketing

Holiday overnight stay packages: Christmas in Kannapolis and Holiday Getaway-VISA e-gift card

