

# Rowan County Tourism Board Report

## October 2025

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

# Hotel Performance Metrics

	August	September	October	YTD as of 10/31
Occupancy (This Year)	73.1%	73.4%	75.9%	71.0%
Occupancy (Last Year)	68.4%	72.7%	85.0%	70.5%
ADR (This Year)	\$110.46	\$118.55	\$127.14	\$113.45
ADR (Last Year)	\$109.59	\$113.06	\$123.35	\$111.77
RevPar (This Year)	\$80.72	\$87.05	\$96.45	\$80.50
RevPar (Last Year)	\$74.95	\$82.21	\$104.82	\$78.81
Revenue (This Year)	\$1,984,428	\$2,071,038	\$2,371,107	\$19,407,299
Revenue (Last Year)	\$1,842,396	\$1,955,728	\$2,576,823	\$18,998,676

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:

## 423,030

Pageviews YTD

Progress toward 2025 benchmark of 532,000

## 198,141

Users YTD

Progress toward 2025 benchmark of 237,000

The email newsletter continues to perform above industry standards with a 34.08% open rate (benchmark: 31.8%) and 5,377 subscribers (benchmark: 5,280).



## NOVEMBER IN ROWAN COUNTY

Autumn in Rowan County is calling! As the leaves turn brilliant shades of red, gold, and orange, the county comes alive with fall festivals, family-friendly fun, holiday festivities, and seasonal experiences that make November unforgettable. From pumpkin patches and corn mazes to rodeos, shopping events, and sparkling holiday lights, visitors can enjoy a variety of seasonal experiences while soaking in the crisp, colorful beauty of the season.

[READ MORE](#)



EXPERIENCE ORIGINAL

**2025 Rowan County  
Holiday Parades &  
Tree Lighting  
Ceremonies**

The holiday season in Rowan



EXPERIENCE ORIGINAL

**How to Prepare for  
your Polar Express  
Train Ride at the N.C.  
Transportation  
Museum**

# Social Media & Blog Performance



## Social Media Impact YTD

As of October 31, 2025, social media channels have achieved:

- Total Following: 53,198 (benchmark: 47,000)
- Total Engagement: 203,756 (benchmark: 154,000)
- Total Reach: 5,107,639 (benchmark: 5,000,500)

## Blog Performance

Blog content has generated:

- Views: 65,142 (benchmark: 60,900)
- Posts: 104 (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 October 31, 2025, Rowan County Tourism has collaborated with several influential content creators:

## @HOUSEOFHENSEN

(Instagram)

- Videos: 4
- Views: 300,894
- Engagements: 10,450
- Locations: NCTM's Easter Bunny Express, NCTM's Polar Express, NCTM's Day Out with Thomas, Patterson Farm's Fall Fun on the Farm

## @KIDSTAKECHARLOTTE

(Instagram)

- Videos: 8
- Views: 212,523
- 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

## @JENNA.AND.HER.GENTS

(TikTok & Instagram)

- Videos: 3
- Views: 200,236
- Engagements: 6,983
- Locations: Downtown Salisbury's Wine About Winter, Cheerwine Festival, Pottery 101

## @FOLLOWOURCOMPASS

(TikTok & Instagram)

- Videos: 1
- Views: 60,014
- Engagements: 3,985
- Locations: Cherry Treesort

## @THE\_ASHLEY\_NEZ

(TikTok & Instagram)

- Videos: 2
- Views: 45,809
- Engagements: 864
- Locations: Cheerwine Festival, Time Warp Trolley Tour

## @MAGNOLIAMEGAN

(TikTok & Instagram)

- Videos: 2
- Views: 41,731
- Engagements: 1,735
- Locations: Cheerwine Festival, OctoberTour

## @TRIADMOMSONMAIN

(TikTok & Instagram)

- Videos: 1
- Views: 40,884
- Engagements: 565
- Locations: Dan Nicholas Park

Total Influencer Impact YTD:  
902,091 views and 32,681  
engagements  
(2025 benchmarks: 2,500,000  
views / 132,000 engagements)

# Total Digital Impact



## 726,442

### Total Engagement

Current engagement across all digital platforms

2025 Benchmark: 915,000 annual engagement target



YTD as of October 31, 2025, the total digital engagement across all platforms stands at 726,442, 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: 104
- Remaining 2025 Bookings: 22
- 2025 YTD Revenue: \$71,386
- 2025 Benchmarks: 150 bookings



## Paid Marketing Placements

YTD as of October 31, 2025:

January	25
February	31
March	33
April	41
May	44
June	43
July	42
August	34
September	24
October	29
<b>Total</b>	<b>346</b>

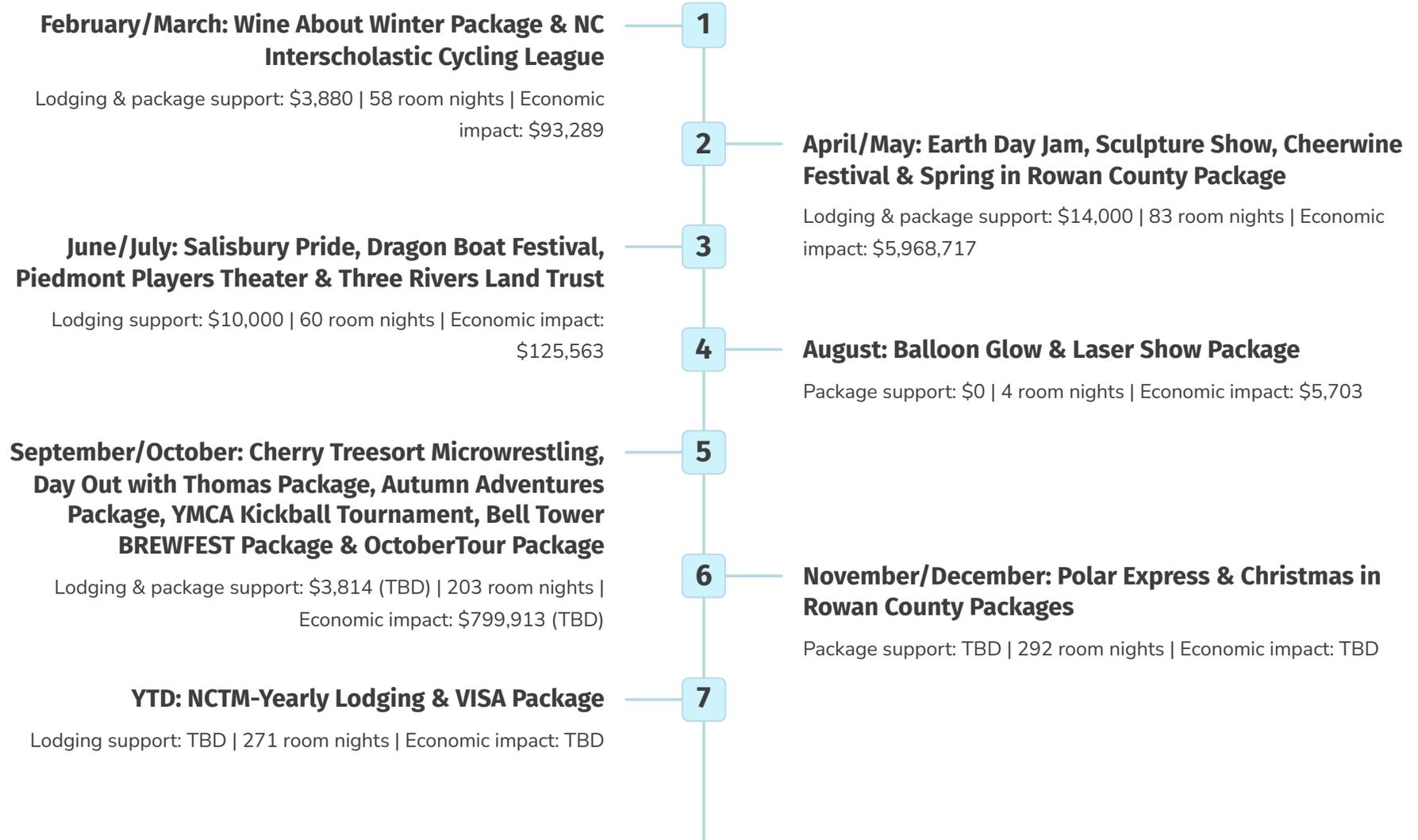
2025 Benchmarks: 550 placements

## Partner Engagement YTD

- 28 Site/Event Visits (benchmark: 24)
- 38 Partner Relationship Visits (benchmark: 65)
- 14 PR Engagements (benchmark: 30)



# Tourism Support Investments



YTD 2025: 21 Fulfilled Requests / 971 Room Nights (2025 Benchmarks: 25 Fulfilled Requests / 880 Room Nights) | Total investment: \$31,694 | Total economic impact: \$6,993,185.

# 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 November 18, 2025

- Reservations: 416
- Room Nights: 543
- ADR: \$155
- Revenue: \$84,200
- Package Bookings: 408

## YTD as of November 18, 2024

- Reservations: 510
- Room Nights: 684
- ADR: \$145
- Revenue: \$99,077
- Package Bookings: 470

## 2025 Benchmarks

- Reservations: 600
- Room Nights: 785



# Stay & Play Packages



## Current Package Performance

VISA: 75 Packages / 107 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 Package / 4 Room Nights

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

Polar Express: 208 Packages / 279 Room Nights

Christmas in Rowan County: 9 Packages / 13 Room Nights

Wine About Winter '26: 6 Packages / 6 Room Nights



## Upcoming Packages

\$100 VISA Gift Card Giveaway

2025 YTD: 497 Packages / 681 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

- Polar Express
- Christmas in Rowan County
- Wine About Winter
- VISA



## Holiday Events & Marketing

Marketing initiatives focusing on Rowan County's original holiday season and upcoming holiday events.



## Groups

- Trapp Hill Coon Hunters
- Preservation NC