

**VISIT**  
**ROWAN COUNTY**  
 NORTH CAROLINA  
*Be an original.®*

**DESTINATION**  
**MARKETING REPORT**  
 SEPTEMBER 2023



# LODGING MARKET DATA

## HOTELS

Occupancy (%)	2022					2023									Year To Date as of 8/31		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	2021	2022	2023
This Year	68.8	69.6	70.7	71.0	65.9	66.7	69.3	73.0	74.9	68.7	64.6	63.6	64.6	66.6	67.6	71.1	68.1
Last Year	69.1	71.2	74.2	72.6	66.1	66.5	71.0	73.5	78.0	71.5	71.8	78.2	67.5	69.6	51.9	67.6	71.1
Percent Change	-0.4	-2.3	-4.6	-2.2	-0.2	0.3	2.5	-0.7	-4.0	-3.9	-10.0	-18.6	-4.3	-4.3	30.2	5.1	-4.2
ADR	2022					2023									Year To Date		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	2021	2022	2023
This Year	110.97	114.52	117.17	108.14	101.91	109.26	110.52	108.12	114.53	115.53	106.15	108.11	103.56	110.28	84.49	105.15	109.61
Last Year	93.33	95.29	100.52	96.87	94.60	94.97	98.60	100.70	107.34	109.80	107.56	105.31	112.12	114.52	79.51	84.49	105.15
Percent Change	18.9	20.2	16.6	11.6	7.7	15.0	12.1	7.4	6.7	5.2	-1.3	2.7	-7.6	-3.7	6.3	24.5	4.2
RevPAR	2022					2023									Year To Date		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	2021	2022	2023
This Year	76.34	79.67	82.89	76.76	67.20	72.90	76.55	78.96	85.77	79.37	68.62	68.78	66.92	73.43	57.14	74.76	74.68
Last Year	64.47	67.86	74.56	70.31	62.50	63.14	70.03	74.06	83.76	78.49	77.22	82.31	75.69	79.67	41.30	57.14	74.76
Percent Change	18.4	17.4	11.2	9.2	7.5	15.4	9.3	6.6	2.4	1.1	-11.1	-16.4	-11.6	-7.8	38.4	30.8	-0.1
Revenue	2022					2023									Year To Date		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	2021	2022	2023
This Year	1,876,742	1,895,367	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	11,010,518	14,406,144	14,391,131
Last Year	1,584,933	1,614,291	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	7,841,920	11,010,518	14,406,144
Percent Change	18.4	17.4	11.2	9.2	7.5	15.4	9.3	6.6	2.4	1.1	-11.1	-16.4	-11.6	-7.8	40.4	30.8	-0.1

## AirBnb & VRBO

Occupancy (%)	2022			2023									Year To Date
	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	2023
This Year	42.0%	44.8%	43.5%	33.0%	43.5%	39.1%	54.8%	44.4%	44.2%	60.9%	62.0%	49.8%	50.2%
ADR	2022			2023									Year To Date
	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	2023
This Year	\$187.00	\$252.00	\$237.00	\$266.00	\$260.00	\$232.00	\$203.00	\$139.00	\$169.00	\$197.00	\$293.00	\$211.00	\$205.00
RevPAR	2022			2023									Year To Date
	Sept	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	2023
This Year	\$79.00	\$113.00	\$103.00	\$88.00	\$113.00	\$91.00	\$113.00	\$58.00	\$74.00	\$120.00	\$182.00	\$105.00	\$103.00

\*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 SEPTEMBER 30, 2023

**AVERAGE OPEN RATE**  
31.88%

**SUBSCRIBERS**  
4,922

**2023 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 SEPTEMBER 30, 2023

**PAGEVIEWS**  
381,947

**USERS**  
168,653

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

## RIPE ONLINE BOOKING PLATFORM

### YTD AS OF SEPTEMBER 30, 2023

**Reservations:** 403

**Room Nights:** 505

**ADR:** \$139

**Revenue:** \$70,280

**Package Bookings:** 94.3%

**2023 BENCHMARKS:** 450 Reservations / 600 Nights

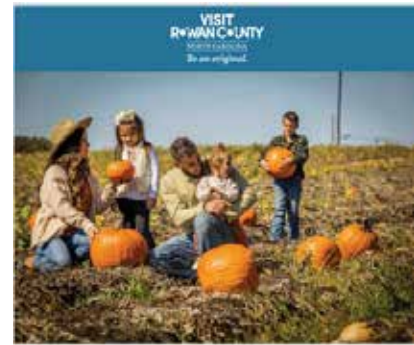
**Book Your Overnight Stay & Save!**

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

Check-in — Check-out

Guests 1

SEARCH



#### OCTOBER IN ROWAN COUNTY

October in Rowan County, North Carolina is a magical time as the landscape begins to transform and the air becomes a little more crisp. During this time of year, our charming corner of the Tar Heel State comes alive with a plethora of exciting events and activities that are sure to enchant visitors of all ages. Join us in Rowan County this October for a memorable and picturesque fall experience.

[READ MORE](#)



EXPERIENCE ORIGINAL

**YOUR GUIDE TO OCTOBERTOUR 2023**

The annual OctoberTour celebrates



EXPERIENCE ORIGINAL

**HALLOWEEN FAMILY FUN IN ROWAN COUNTY**





# 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 SEPTEMBER 30, 2023

### FACEBOOK

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
28,781	1,462,358	1,262,620	67,112

### TWITTER

FOLLOWERS	IMPRESSIONS	MENTIONS
2,239	36,034	9

### INSTAGRAM

FOLLOWERS	IMPRESSIONS	REACH	ENGAGEMENT
3,655	312,713	127,775	5,513

### TIKTOK

FOLLOWERS	LIKES
593	365

### TOTAL SOCIAL MEDIA IMPACT YTD

<b>TOTAL FOLLOWING</b> 35,268	<b>TOTAL ENGAGEMENT</b> 72,999
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**2023 BENCHMARKS:** 35,000 Followers / 110,000 Engagements  
\*excluding Tiktok

### BLOG POSTS

IEWS	POSTS
26,059	61

**2023 BENCHMARKS:** 25,000 Views / 65 Posts



**September in Rowan County**  
Aug. 17, 2023  
September in Rowan County promises an array of experiences that will delight both locals and...  
[Read More >](#)

# INFLUENCER PARTNERSHIPS

YTD AS OF SEPTEMBER 30, 2023

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

**Videos:** 18 / 16

**Views:** 2,408,500 / 442,900

**Likes:** 226,606 / 16,675

**Saves:** 1,218

**Comments:** 3,006 / 159

**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



**@MagnoliaMegan**  
TIKTOK / INSTAGRAM

**Videos:** 1 / 1

**Views:** 323.9k / 231k

**Engagements:** 49,146 / 16,251

**Location:** Tiger World



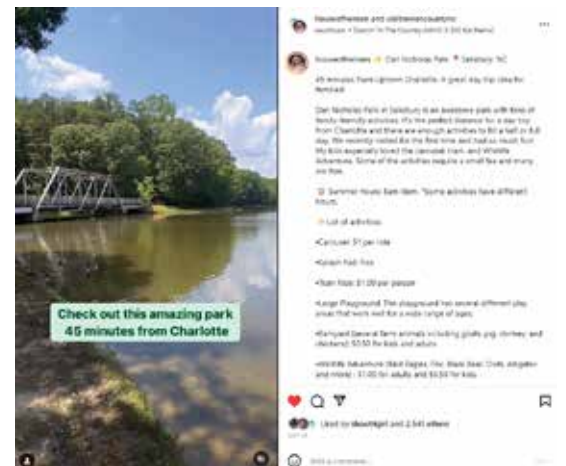
**@HouseofHensen**  
INSTAGRAM

**Videos:** 4

**Views:** 373,900

**Engagements:** 21,955

**Location:** Day Out with Thomas, Polar Express, Dan Nicholas Park, Patterson Farm



**@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

**UPCOMING PARTNERSHIPS:**

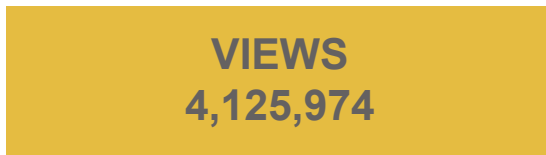
House of Hensen: Winterland Express

Jenna & Her Gents: Polar Express

House of Hensen: Easter Bunny Express



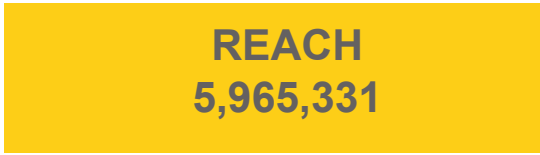
**YTD TOTAL INFLUENCER IMPACT**



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

**TOTAL DIGITAL IMPACT**

**YTD 2023**



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

\*Total Engagement includes email opens, pageviews, Facebook engagement, Twitter mentions, Instagram engagement, TikTok likes, Tik Tok likes (influencer), Instagram likes (influencer), Tik Tok Comments (influencer), instagram comments (influencer), influencer engagements & blog views.

\*Total Reach includes email subscribers, pageviews, Facebook reach, Twitter Impressions, Instagram reach, Tik Tok 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 (139 including 2024 bookings)

**Bookings over next 90 days:** 30

**2023 YTD Revenue:** \$42,485.50

**2023 BENCHMARKS:** 104 Bookings



## PAID MARKETING PLACEMENTS

YTD as of September 30, 2023

MONTH	PLACEMENTS
January	37
February	34
March	33
April	44
May	52
June	58
July	57
August	53
September	44
<b>Total</b>	<b>412</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.

**2023 BENCHMARKS:** 500 Placements

## STAY & PLAY OVERNIGHT PACKAGES

**Day Out with Thomas:** 132 Packages / 179 Room Nights

**Polar Express:** 317 Packages / 415 Room Nights

**Brew & Choo:** 5 Packages / 6 Room Nights

**Bell Tower BrewFest:** 7 Packages / 8 Room Nights

**Wine About Winter:** 9 Packages / 9 Room Nights

**October Tour:** 2 Packages / 5 Room Night

**VISA:** 3 Packages / 3 Room Nights

**Patterson Farm:** 1 Package / 1 Room Night



**2023 YTD:** 476 Packages / 626 Room Nights

**2023 BENCHMARKS:** 525 Packages / 775 Room Nights

## PARTNER ENGAGEMENT

**YTD Site/Event Visits:** 35

**2023 BENCHMARKS:** 50

**YTD Partner Relationship Visits:** 9

**2023 BENCHMARKS:** 12

**PR ENGAGEMENTS:** 6

\*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
<b>Total</b>			<b>\$53,428</b>	<b>1,434</b>	<b>\$1,011,172</b>

**YTD 2023:** 5 Groups / 1,434 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	24	\$7,947
September - October	Day Out with Thomas	Package	TBD	179	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	415	TBD
<b>Total</b>			<b>\$20,206</b>	<b>716</b>	<b>\$6,755,647</b>

**YTD 2023:** 13 Fulfilled Requests / 716 Room Nights

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

# WHAT'S AHEAD

Stay & Play Packages: Polar Express, Patterson Farm & VISA  
 Book your overnight stay messaging  
 Agritourism, Fall Fun & Events  
 Halloween & Trails Content  
 Spring Wedding Trolley Promotions





