

**VISIT
ROWAN
COUNTY**

NORTH CAROLINA

Be an original.®

**DESTINATION
MARKETING REPORT**
SEPTEMBER 2024



LODGING MARKET DATA

HOTELS

Occupancy (%)	2023				2024				Year to Date as of 9/30							
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	2022	2023	2024
This Year	66.6	71.6	63.7	60.4	54.1	65.7	69.3	73.9	73.8	72.9	69.1	68.4	72.7	70.9	68.0	68.9
Last Year	69.6	70.7	70.9	66.0	66.6	69.2	73.0	74.9	68.7	64.6	63.6	64.6	66.6	68.0	70.9	68.0
Percent Change	-4.3	1.2	-10.1	-8.5	-18.8	-5.0	-5.1	-1.3	7.5	12.7	8.6	5.9	9.2	4.3	-4.2	1.3

ADR	2023				2024				Year to Date as of 9/30							
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	2022	2023	2024
This Year	110.29	116.69	106.49	99.37	98.91	102.03	106.66	114.99	118.13	111.36	112.25	109.59	113.06	106.21	109.68	110.15
Last Year	114.98	117.23	108.35	101.93	109.33	110.60	108.12	114.56	115.53	106.15	108.13	103.58	110.29	85.75	106.21	109.68
Percent Change	-4.1	-0.5	-1.7	-2.5	-9.5	-7.7	-1.4	0.4	2.2	4.9	3.8	5.8	2.5	23.9	3.3	0.4

RevPAR	2023				2024				Year to Date as of 9/30							
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	2022	2023	2024
This Year	73.43	83.51	67.87	60.01	53.51	67.06	73.95	84.94	87.24	81.15	77.52	74.95	82.21	75.33	74.54	75.66
Last Year	79.98	82.89	76.80	67.25	72.84	76.55	78.96	85.77	79.37	68.62	68.78	66.92	73.43	58.30	75.33	74.54
Percent Change	-8.2	0.7	-11.6	-10.8	-26.5	-12.4	-6.3	-1.0	9.9	18.3	12.7	12.0	11.9	29.2	-1.0	1.8

Revenue	2023				2024				Year to Date as of 9/30							
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	2022	2023	2024
This Year	1,746,968	2,052,824	1,614,620	1,475,316	1,315,461	1,486,906	1,817,885	2,020,778	2,144,546	1,930,452	1,905,702	1,842,396	1,955,728	16,308,904	16,138,098	16,421,853
Last Year	1,902,760	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	1,746,968	12,621,654	16,308,904	16,138,098
Percent Change	-8.2	0.7	-11.6	-10.8	-26.5	-12.4	-6.3	-1.0	9.9	18.3	12.7	12.0	11.9	29.2	-1.0	1.8

AirBnb & VRBO

Occupancy (%)	2023				2024				Year To Date					
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	2024
This Year	49.8%	42.9%	36.4%	31.5%	16.3%	19.3%	31.3%	31.2%	42.4%	49.3%	49.5%	42.3%	43.5%	42.1%

ADR	2023				2024				Year To Date					
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	2024
This Year	\$211.00	\$143.00	\$138.00	\$144.00	\$120.00	\$125.00	\$133.00	\$133.00	\$134.00	\$133.00	\$139.00	\$136.00	\$129.00	\$127.00

RevPAR	2023				2024				Year To Date					
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	2024
This Year	\$105.00	\$61.00	\$50.00	\$51.00	\$22.00	\$24.00	\$41.00	\$42.00	\$57.00	\$85.00	\$67.00	\$57.00	\$56.00	\$54.00

Revenue	2023				2024				Year To Date					
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept	2024
This Year	\$219,287.00	\$243,403.00	\$228,085.00	\$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	\$2,708,955.00

*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, 2024

AVERAGE OPEN RATE
33.66%

SUBSCRIBERS
5,018

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 SEPTEMBER 30, 2024

PAGEVIEWS
349,700

USERS
152,926

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

RIPE ONLINE BOOKING PLATFORM

YTD AS OF OCTOBER 15, 2024

Reservations: 403

Room Nights: 559

ADR: \$147

Revenue: \$82,250

Package Bookings: 366

2024 BENCHMARKS: 560 Reservations / 695 Nights



KICK OFF YOUR FALL WITH DAY OUT WITH THOMAS

DAY OUT WITH THOMAS 2024
SEPTEMBER 27-29 & OCTOBER 4-6

The 2024 Day Out with Thomas event at the N.C. Transportation Museum promises to be an exciting, memorable experience for kids and parents alike. From interactive bubble-themed activities to the iconic train rides, it's a full day of adventure with everyone's favorite blue engine. Whether you're coming for a day or staying the weekend, there's plenty of fun waiting for you and your family in Spencer, NC.

READ MORE



EXPERIENCE ORIGINAL
October in Rowan County



EXPERIENCE ORIGINAL
Your Guide to OctoberTour 2024

Rowan County, NC

BE AN ORIGINAL

Rowan County, North Carolina is the home, where the best you can be found. Just an hour's drive from Charlotte and the mountains and the Blue Ridge State Park. You'll find a great destination that will challenge you and your team, and a healthy destination holiday with exciting events and a working farm and more.



Book Your Stay & Save in Rowan County!

Check to see if your dates qualify for rewards:

Check-in → Check-out 2 Guests \$0 offset

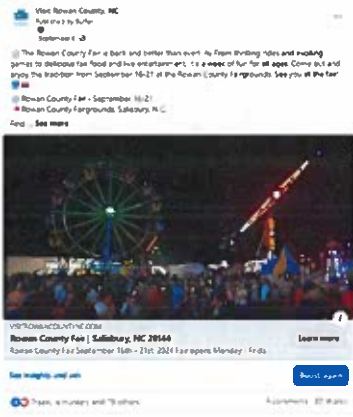
SOCIAL MEDIA

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, 2024

FACEBOOK

FOLLOWERS 32,961	IMPRESSIONS 1,361,718	REACH 1,153,551	ENGAGEMENT 92,121	FOLLOWERS SEPT. 2023 28,781
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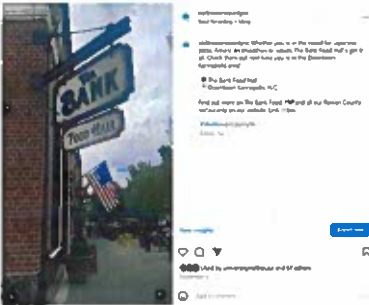


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FOLLOWERS 2,320	VIEWS 16,812	ENGAGEMENT 525	FOLLOWERS SEPT. 2023 2,239
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INSTAGRAM

FOLLOWERS 4,664	IMPRESSIONS 146,310	REACH 71,209	ENGAGEMENT 5,267	FOLLOWERS SEPT. 2023 3,655
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TIKTOK

FOLLOWERS 826	LIKES 1,788	FOLLOWERS SEPT. 2023 593
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TOTAL SOCIAL MEDIA IMPACT YTD

TOTAL FOLLOWING 40,771	TOTAL ENGAGEMENT 99,701
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2024 BENCHMARKS: 38,700 Followers / 110,000 Engagements

BLOG POSTS

VIEWS 36,164	POSTS 72
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Kick off Your Fall with Day Out with Thomas
Sep. 25, 2024
Looking for a family-friendly adventure in North Carolina? The annual Day Out with Thomas event at ...
[Read More >](#)

2024 BENCHMARKS: 42,000 Views / 80 Posts

INFLUENCER PARTNERSHIPS

YTD AS OF SEPTEMBER 30, 2024

@JENNA.AND.HER.GENTS
TIKTOK / INSTAGRAM

Videos: 8 / 8

Views: 455,300 / 327,600

Likes: 38,703 / 6,622

Saves: 365 / 73

Comments: 336 / 67

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: 29,050 / 17,500

Engagements: 1,853 / 412

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

@MAGNOLIAMEGAN
INSTAGRAM

Videos: 2

Views: 84,400

Engagements: 1,434

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

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

Videos: 1 / 1

Views: 16,200 / 7,554

Engagements: 659 / 224

Locations: Flynn's Village Grill, Historic Gold Hill



TOTAL DIGITAL IMPACT

YTD as of SEPTEMBER 30, 2024

ENGAGEMENT
545,843

REACH
2,746,900

*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: 128

Bookings over next 90 days: 55

2024 YTD Revenue: \$47,249.07

2023-24 FY Revenue: \$82,798

2024 BENCHMARKS: 140 Bookings



PAID MARKETING PLACEMENTS

YTD as of SEPTEMBER 30, 2024

MONTH	PLACEMENTS
January	28
February	26
March	28
April	37
May	43
June	39
July	32
August	62
September	59
Total	354

*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: 74 Packages / 117 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: 188 Packages / 257 Room Nights
Brew & Choo: 5 Packages / 5 Room Nights
Bell Tower BrewFest: 3 Packages / 4 Room Nights
OctoberTour: 5 Packages / 7 Room Nights



2024 YTD: 436 Packages / 621 Room Nights
2024 BENCHMARKS: 580 Packages / 775 Room Nights

PARTNER ENGAGEMENT

YTD Site/Event Visits: 19
2024 BENCHMARKS: 24

YTD Partner Relationship Visits: 31
2024 BENCHMARKS: 24

PR ENGAGEMENTS: 17
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	TBD	TBD
November 3, 2024	Micro Wrestling	Lodging	TBD	5	TBD
November 13, 2024	NC Main Street & State Historic Preservation	Lodging	\$0	40	TBD
February 21- 23, 2025	Salisbury Youth Council	Lodging	\$0	75	TBD
Total			43,712	1038	\$223,672

YTD 2024: 9 Groups / 1038 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	\$3,298	21	\$6,954
February	Wine About Winter	Package	\$1,260	23	\$136,954
April	Earth Day Jam	Lodging, Package	\$3,000	18	\$49,744
May	Piedmont Players Theatre	Lodging	\$292	2	\$4,886
May	Three Rivers Land Trust	Lodging	\$292	2	\$496
May	Kannapolis- Jiggy with the Piggy	Hospitality-Title Sponsor	\$5,000	5	\$89,224
May	Salisbury Sculpture Show	Lodging	\$1,416	7	\$2,181
May	Cheerwine Festival	Lodging, Hospitality, Package	\$7,500	51	\$5,711,731
June	Pride Festival	Lodging	\$3,000	22	\$50,193
July	Dragon Boat Festival	Lodging, Hospitality	\$3,000	16	\$17,733
July/October	Piedmont Players Theatre	Lodging	\$3,000	22	\$10,525
September	Three Rivers Land Trust	Lodging	\$315	2	\$662
September	Pride	Lodging	\$606	3	\$993
September/October	NCTM-Day Out with Thomas	Package	TBD	181	\$898,361
October	Bell Tower BrewFest	Lodging	\$607	7	\$10,462
October	October Tour	Package	TBD	7	TBD
October	Autumn Jubilee	Lodging	\$2,000	11	\$878,797
November	Balloon Glow & Laser Show	Lodging, Package	\$3,000	TBD	TBD
November	Micro Wrestling	Lodging	TBD	5	TBD
November	NC Craft Brewers Guild	Lodging	TBD	4	TBD
December	NCTM-Polar Express	Package	TBD	257	TBD
Total			\$37,586	666	\$7,869,896

YTD 2024: 21 Fulfilled Requests / 666 Room Nights

2024 BENCHMARKS: 16 Fulfilled Requests / 850 Room Nights

WHAT'S AHEAD

Stay & Play Packages: Polar Express, Patterson Farm, Balloon Glow & Laser Show, VISA Agritourism, Fall fun and events
 Halloween content
 Looking ahead to holiday marketing



