

Rowan County Tourism Board Report

September 2025

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

Hotel Performance Metrics

	July	August	September	YTD as of 9/30
Occupancy (This Year)	71.1%	73.1%	73.4%	70.4%
Occupancy (Last Year)	69.1%	68.4%	72.7%	68.9%
ADR (This Year)	\$109.35	\$110.46	\$118.55	\$111.78
ADR (Last Year)	\$112.25	\$109.59	\$113.06	\$110.15
RevPar (This Year)	\$77.75	\$80.72	\$87.05	\$78.69
RevPar (Last Year)	\$77.52	\$74.95	\$82.21	\$75.86
Revenue (This Year)	\$1,911,288	\$1,984,428	\$2,071,038	\$17,036,192
Revenue (Last Year)	\$1,905,702	\$1,842,396	\$1,955,728	\$16,421,853

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 third quarter of 2025:

348,208

Pageviews YTD

Progress toward 2025 benchmark of 532,000

160,925

Users YTD

Progress toward 2025 benchmark of 237,000

The email newsletter continues to perform above industry standards with a 34.17% open rate (benchmark: 31.8%) and 5,377 subscribers (benchmark: 5,280).



OCTOBER IN ROWAN COUNTY

October in Rowan County, North Carolina, ushers in the magic of autumn as vibrant foliage paints the landscape and the cooler air invites us to embrace the season. Our nook of the state truly comes alive during this time, offering a variety of exciting activities that capture the heart of fall. Whether you're a local or a visitor, this is the perfect time to explore the charm and beauty of Rowan County. Click the link below where we highlight the must-attend October events that promise a memorable and scenic autumn experience.

READ MORE



EXPERIENCE ORIGINAL

Halloween Family Fun in Rowan County

Halloween is creeping up fast, and if you're searching for the ideal



EXPERIENCE ORIGINAL

Bell Tower BREWFEST 2025 Guide and Stay & Play Package

Social Media & Blog Performance



Social Media Impact YTD

As of September 30, 2025, social media channels have achieved:

- Total Following: 51,654 (benchmark: 47,000)
- Total Engagement: 156,758 (benchmark: 154,000)

Blog Performance

Blog content has generated:

- Views: 53,742 (benchmark: 60,900)
- Posts: 97 (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 September 30, 2025, Rowan County Tourism has collaborated with several influential content creators:

@JENNA.AND.HER.GENTS

(TikTok & Instagram)

- Videos: 3
- Views: 199,223
- Engagements: 6,970
- Locations: Downtown Salisbury's Wine About Winter, Cheerwine Festival, Pottery 101

@KIDSTAKECHARLOTTE

(Instagram)

- Videos: 7
- Views: 129,478
- 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

@HOUSEOFHENSEN

(Instagram)

- Videos: 4
- Views: 121,842
- Engagements: 6,786
- Locations: NCTM's Easter Bunny Express, NCTM's Polar Express, NCTM's Day Out with Thomas, Patterson Farm's Fall Fun on the Farm

@FOLLOWOURCOMPASS

(TikTok & Instagram)

- Videos: 1
- Views: 58,924
- Engagements: 3,955
- Locations: Cherry Treesort

@TRIADMOMSONMAIN

(TikTok & Instagram)

- Videos: 1
- Views: 40,878
- Engagements: 567
- Locations: Dan Nicholas Park

@MAGNOLIAMEGAN

(TikTok & Instagram)

- Videos: 2
- Views: 35,821
- Engagements: 1,548
- Locations: Cheerwine Festival, OctoberTour

@THE_ASHLEY_NEZ

(TikTok & Instagram)

- Videos: 1
- Views: 10,546
- Engagements: 530
- Locations: Cheerwine Festival

Total Influencer Impact YTD:
 596,712 views and 28,455
 engagements
 (2025 benchmarks: 2,500,000
 views / 132,000 engagements)

Total Digital Impact



589,000

Total Engagement

Current engagement across all digital platforms

2025 Benchmark: 915,000 annual engagement target



YTD as of September 30, 2025, the total digital engagement across all platforms stands at 589,000, working towards the 2025 benchmark of 915,000 engagements. This metric encompasses email newsletter activity, website pageviews, blog views, social media engagement, and influencer campaign performance.

Visit Rowan County, NC App



Rowan County, North Carolina is the kinda' country, kinda' cool you've been craving. Just an hour's drive from the Charlotte, Greensboro and Winston-Salem areas, you'll find both a quiet countryside filled with wineries and pick-your-own farms, and a bustling downtown Salisbury with a brewery, historic trolleys, a thriving arts scene and more.

Visit Rowan County, N.C. Website

Subscribe to Our eNewsletter

Download the Rowan County Visitors Guide

Visit Rowan County, N.C. LinkTree



Download the Visit Rowan County, NC App:



Salisbury Heritage Walking Tour

2m 2h 143 Stops Walking

Walking through historic Salisbury is one of the best ways to experience the community as it was during its colorful past. This tour will take you through two of the city's ten historic districts. The tour begins and ends at the Rowan County Visitors Center, covers 27 blocks (approximately two miles) and takes about two hours at a leisurely pace to complete.

With this app as your guide, you can view many sites that hold historical and architectural significance making Salisbury an original historical destination. The sites described in this tour are only a sampling of the many interesting historic homes and buildings in Rowan County.

Start tour



Partnerships & Community Engagement

Historic Salisbury Trolley

- 2025 YTD Bookings: 105
- Bookings over next 90 days: 51
- 2025 YTD Revenue: \$52,625.05
- 2025 Benchmarks: 150 bookings



Paid Marketing Placements

YTD as of September 30, 2025:

January	25
February	31
March	33
April	41
May	44
June	43
July	42
August	34
September	24
Total	317

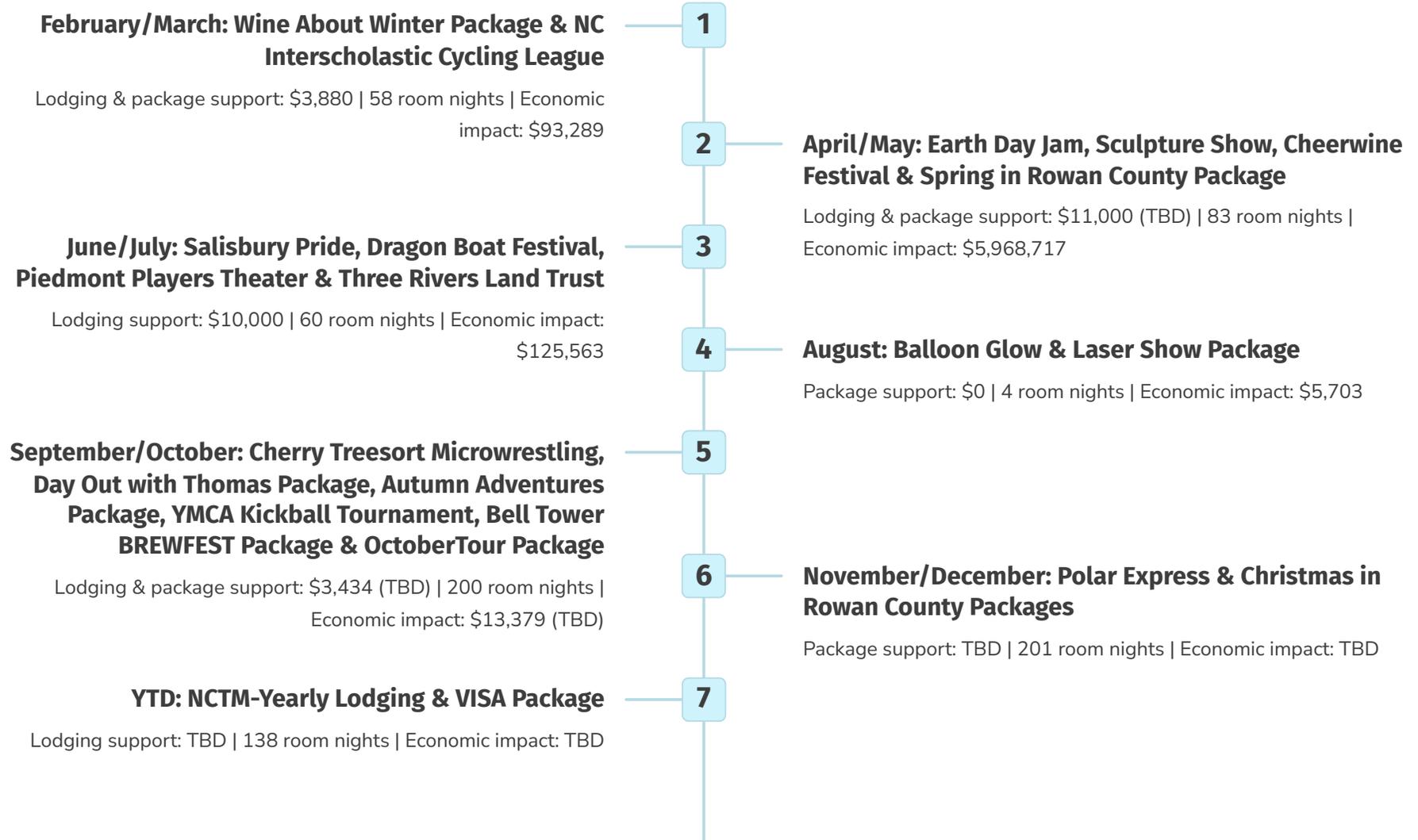
2025 Benchmarks: 550 placements

Partner Engagement YTD

- **24** Site/Event Visits (benchmark: 24)
- **36** Partner Relationship Visits (benchmark: 65)
- **13** PR Engagements (benchmark: 30)



Tourism Support Investments



YTD 2025: 21 Fulfilled Requests / 744 Room Nights (2025 Benchmarks: 25 Fulfilled Requests / 880 Room Nights) | Total investment: \$28,314 | Total economic impact: \$6,206,651.

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	TBD
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: \$672,056.

RIPE Online Booking Platform Performance

YTD as of October 14, 2025

- Reservations: 340
- Room Nights: 450
- ADR: \$160
- Revenue: \$72,125
- Package Bookings: 333

YTD as of October 14, 2024

- Reservations: 398
- Room Nights: 552
- ADR: \$148
- Revenue: \$81,687
- Package Bookings: 362

2025 Benchmarks

- Reservations: 600
- Room Nights: 785



Stay & Play Packages



Current Package Performance

VISA: 64 Packages / 96 Room Nights

Wine About Winter: 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: 2 Package / 4 Room Nights

Polar Express: 142 Packages / 192 Room Nights

Christmas in Rowan County: 5 Packages / 9 Room Nights



Upcoming Packages

\$100 VISA Gift Card Giveaway

2025 YTD: 408 Packages / 571 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

- Autumn Adventures
- Polar Express
- VISA



Fall/Halloween Marketing & Events & Agritourism

Marketing initiatives focusing on Rowan County's vibrant fall season and upcoming Halloween events. Agritourism experiences at Patterson Farm, promoting original fall activities to attract visitors seeking authentic rural charm.



Holiday Marketing & Groups

Planning and execution of comprehensive marketing campaigns to promote Rowan County as a premier destination for holiday celebrations and winter activities.

Groups:

- RSSS-A Day in the District
- Trapp Hill Coon Hunters