

Visitor Activity Report

How did October 2025 look?

Available Listings: 2,957 up 2.3 % from October 2024

Booked Listings: 2,928 up 2.6% from October 2024

Revenue: 18M up 9.9% from October 2024

Average Daily Rate: \$355 up 4.8% from October 2024

Source: AirDNA

KEYDATA™

60 day forward looking paid occupancy 2024 vs 2025

This graph represents approximately 1/3 of total bookings. The data includes only property managers who subscribe to Key Data.



Looking Ahead

1,380 Cabins Rented for December 5th
vs 1,340 Cabins rented for 12/6/24

1,264 Cabins Rented for December 12th

1,324 Cabins Rented for December 19th

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

Where were visitors from in November?

- Atlanta 26.1%
- Tampa-St. Pete 12.5%
- Orlando 7.6%
- Jacksonville 4.2%
- Miami-Ft. Lauderdale 3.7%
- Birmingham 3.5%
- West Palm Beach 3.4%
- Macon 2.7%
- Fort Myers-Naples 2.6%
- Mobile-Pensacola 2.5%

Source: Placer.ai

Source: AirDNA as of 12/1/25 - NOTE: This does not include hotels. It includes individual hosts, property management systems data, and scraped data from Airbnb and Vrbo. Active rental is a listing with at least one available or reserved day in the previous month. The average daily rate (ADR) includes cleaning fees.