

Visitor Activity Report

How did August 2025 look?

Available Listings: 3,016 up 3.9 % from August 2024

Booked Listings: 2,845 up 4.9% from August 2024

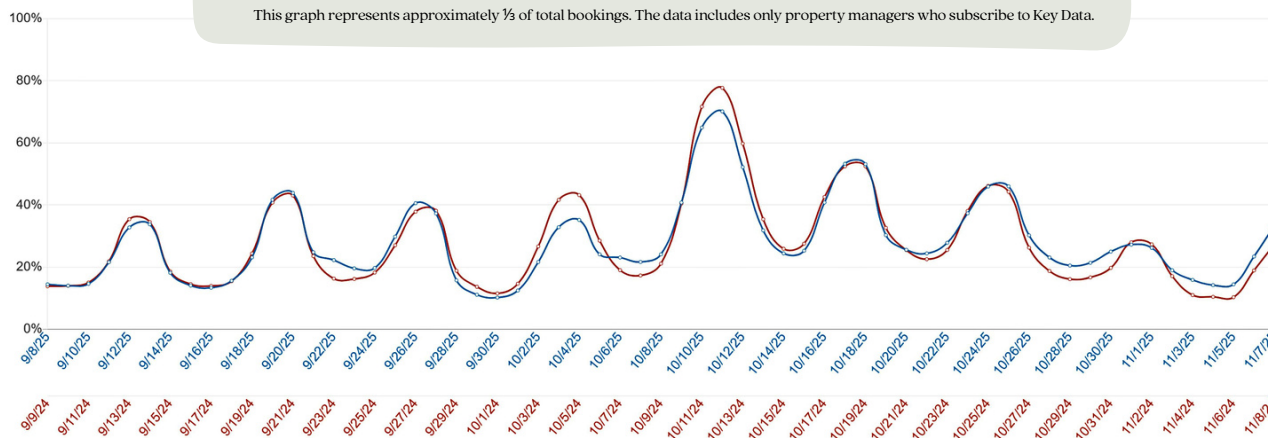
Average Daily Rate: \$333 up 4.4% from August 2024

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

**1,130 Cabins Rented for September 12th
vs 1,002 Cabins rented for 9/13/24**

1,249 Cabins Rented for September 19th

1,150 Cabins Rented for September 26th

Remember data is used to show trends

Source: AirDNA

Source: AirDNA as of 9/8/25 - 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.

Shut the Front Door!

August 2025 Vacation

ENewsletter

- Our ENewsletter was sent to 117,390 emails.
 - 41,968 people opened our ENewsletter
 - 2,797 clicks on our links and blogs
 - Events had 2,673 views/clicks
 - 3 Day Itinerary 736 views/clicks
 - Blues & BBQ 817 views/clicks
 - Fall Foliage Train Rides 889 views/clicks

HOT STATS, CLICK HERE!

Source: Constant Contact