

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

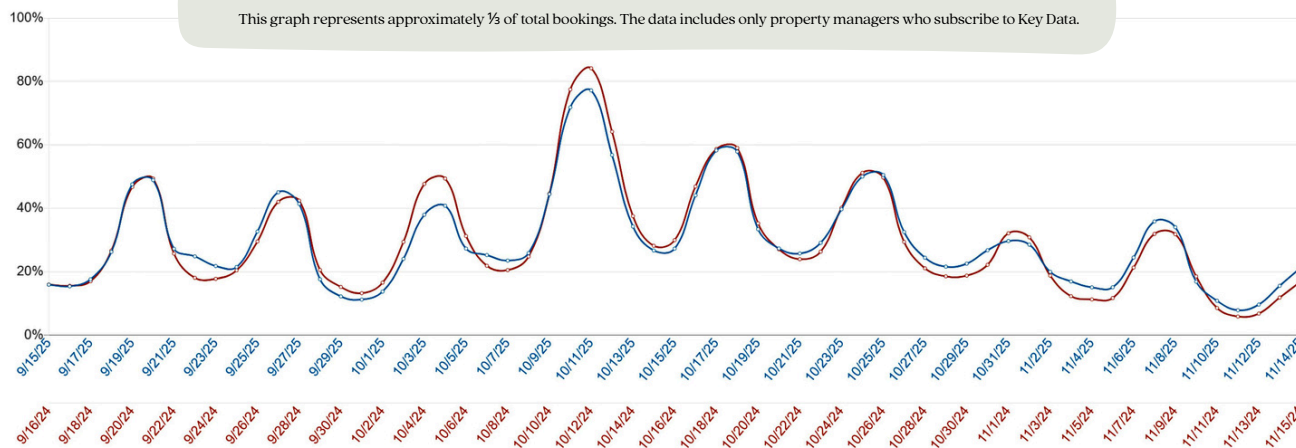
Average Daily Rate: \$333 up 4.4% from August 2024

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

**1,459 Cabins Rented for September 20th
vs 1,263 Cabins rented for 9/21/24**

**1,295 Cabins Rented for September 26th
1,329 Cabins Rented for October 3rd**

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

Who spent the most on rent?

(Not including Georgia and Florida)

1. Tennessee
2. Alabama
3. Louisiana
4. North Carolina
5. South Carolina

Who traveled the furthest?

Bavaria, Germany

Source: AirDNA as of 9/15/25 - 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.

Source: Key Data 8/1/25-8/31/25