

Visitor Activity Report

Stats for October of 2025

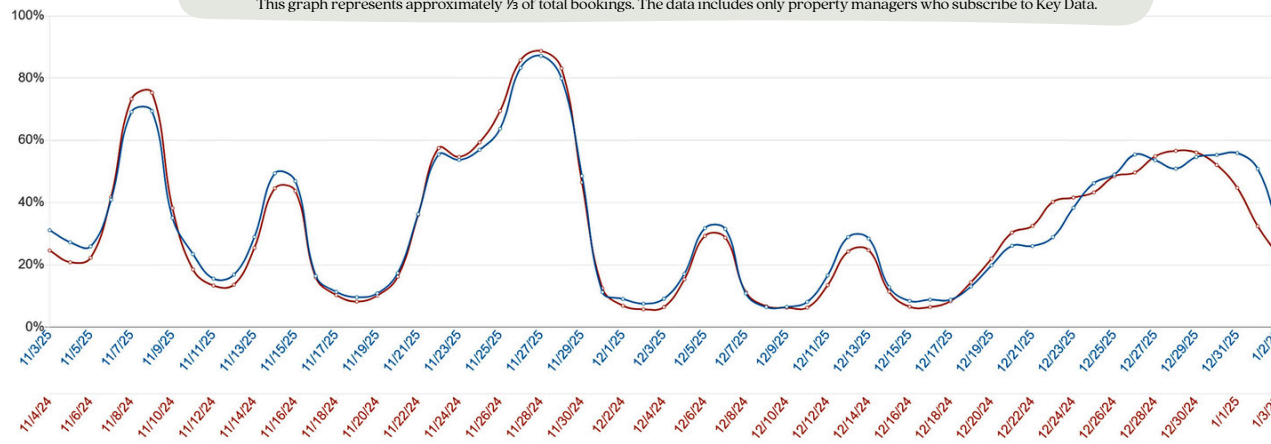
Number of Visitors to Fannin County - 475.8K
 Number of Visitors to Downtown Blue Ridge - 152.7K
 Number of Visitors to Downtown McCaysville - 63.8K
 Number of Train Riders - 10,764+
 Number of Guests served at our Visitor Centers - 3,061

Source: Placer, Blue Ridge Scenic Railway, Information Specialists at our Visitor Centers

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

2,006 Cabins Rented for November 7th
 vs 1,916 Cabins rented for 11/8/24

1,500 Cabins Rented for November 14th
 1,676 Cabins Rented for November 22nd

November 22nd-28th is Busy!

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

October 2025 Vacation ENewsletter

- Sent to 116k emails
- 35% open rate
- 2,923 event clicks
 - 1,168 Parade of Homes clicks
 - 724 Bigfoot Boggie 5k clicks
- Top 12 Scenic Drives 836 clicks

HOT STATS, CLICK HERE!

Source: AirDNA as of 11/3/25 - 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.