

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

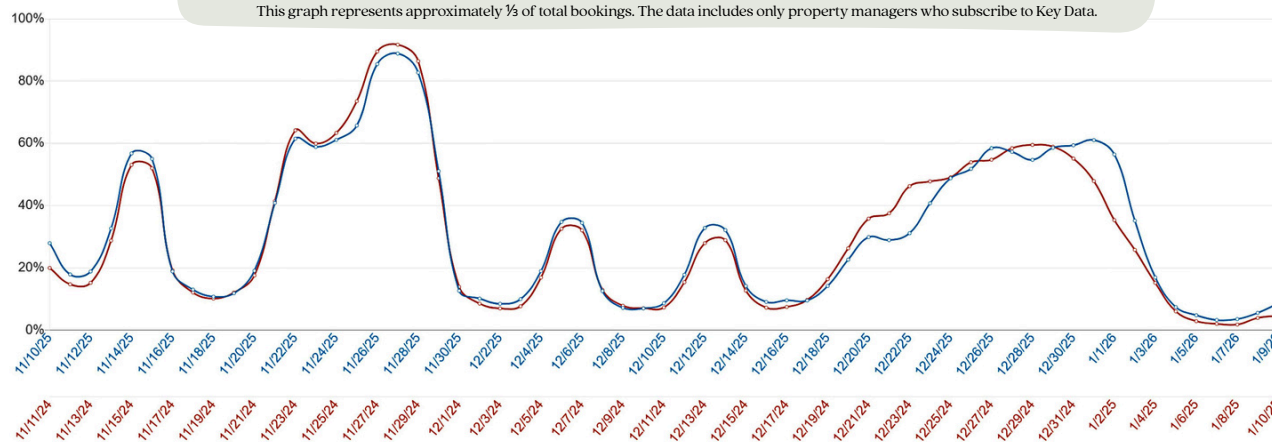
Average Daily Rate: \$355 up 4.8% from October 2024

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

**1,694 Cabins Rented for November 14th
vs 1,443 Cabins rented for 11/15/24**

**1,862 Cabins Rented for November 22nd
2,518 Cabins Rented for November 27th**

November 22nd-28th is Busy!

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

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

Source: AirDNA as of 11/10/25 - 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.