

Visitor Activity Report

How did December 2025 look?

Available Listings: 2,997 up 2.0 % from December 2024

Booked Listings: 2,900 up 2.4% from December 2024

Revenue: 16M up 5.1% from December 2024

Average Daily Rate: \$353 up 3.9% from December 2024

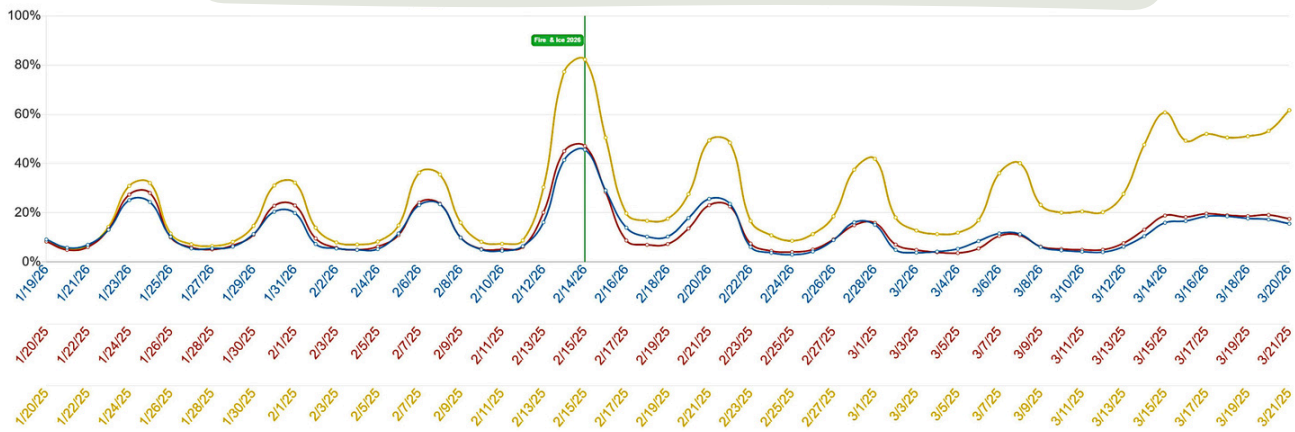
Source: AirDNA

KEYDATA™

60-day forward-looking paid occupancy 2025 vs 2026

Pacing for 2026 (Blue), Pacing for 2025 (Red), Actual bookings for 2025 (Yellow)

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



Looking Ahead

**913 Cabins Rented for January 23rd
vs 942 Cabins rented for 1/24/25**

**793 Cabins Rented for January 30th
759 Cabins Rented for February 6th**

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

Top Origin Markets based on Number of Visits to Fannin County in December

Atlanta
Tampa/St. Pete/Sarasota
Orlando/Daytona
Miami/Ft. Lauderdale
Jacksonville
West Palm Beach/Ft. Pierce
Birmingham
Fort Myers/Naples
Macon
Tallahassee

Source: Placer.ai

Source: AirDNA as of 1/19/26 - 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.