

Visitor Activity Report

How did November 2025 look?

Available Listings: 3,071 up 2.5 % from November 2024

Booked Listings: 3,024 up 3.3% from November 2024

Revenue: 17M up 4.4% from November 2024

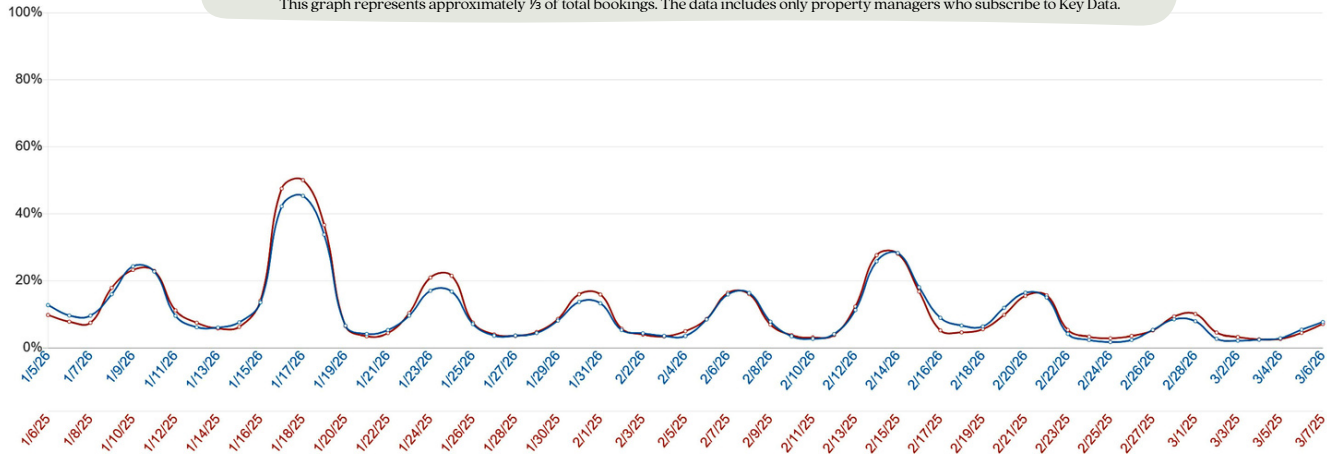
Average Daily Rate: \$354 up 2.5% from November 2024

Source: AirDNA

KEYDATA™

60 day forward looking paid occupancy 2025 vs 2026

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



Looking Ahead

**875 Cabins Rented for January 9th
vs 767 Cabins rented for 1/10/25**

**1,327 Cabins Rented for January 16th
637 Cabins Rented for January 23rd**

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

December Stats for Visitors more than 50 Miles Away

Fannin County
241.2K

Downtown Blue Ridge
125.5K

Downtown McCaysville
30K

Source: Placer.ai

Source: AirDNA as of 1/5/26 - 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.