

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

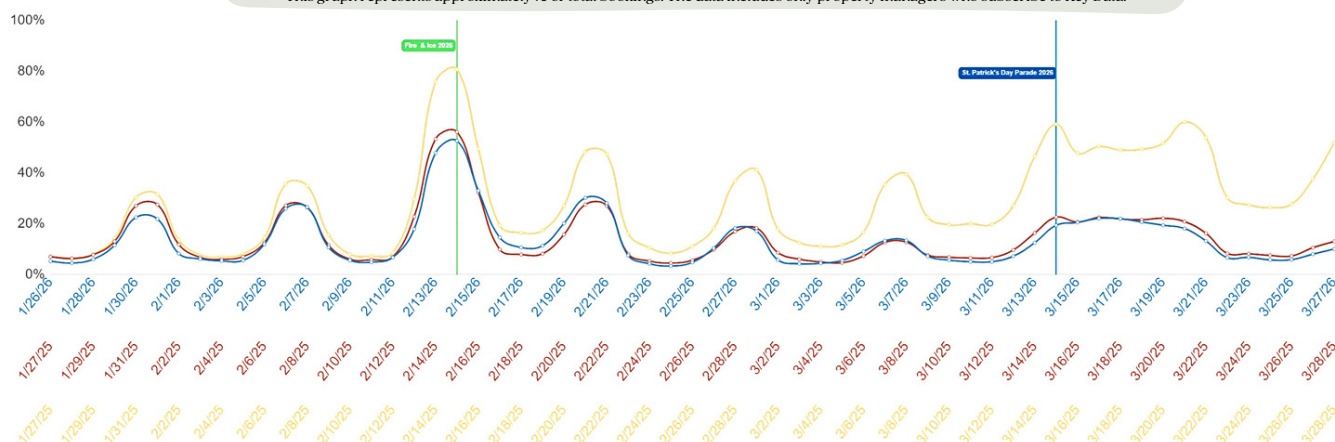
Source: AirDNA

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

930 Cabins Rented for January 30th
vs 862 Cabins rented for 1/31/25

883 Cabins Rented for February 6th

1,410 Cabins Rented for February 13th

1,552 Cabins Rented for 2/14 (Fire & Ice/Valentine's Day)

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

January 2026 Vacation ENewsletter

- 39.8% Open Rate
- 2,884 Total Clicks
- 2,064 Event Clicks
- 235 Lodging Page Clicks
- 532 Clicks for Cozy Cabins, Cool Prices Blog
- 163 Clicks for Top Things to do in the Winter (video)

HOT STATS, CLICK HERE!

Source: Contant Contact

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