

Visitor Activity Report

1,378 Cabins Rented for Friday, January 17th

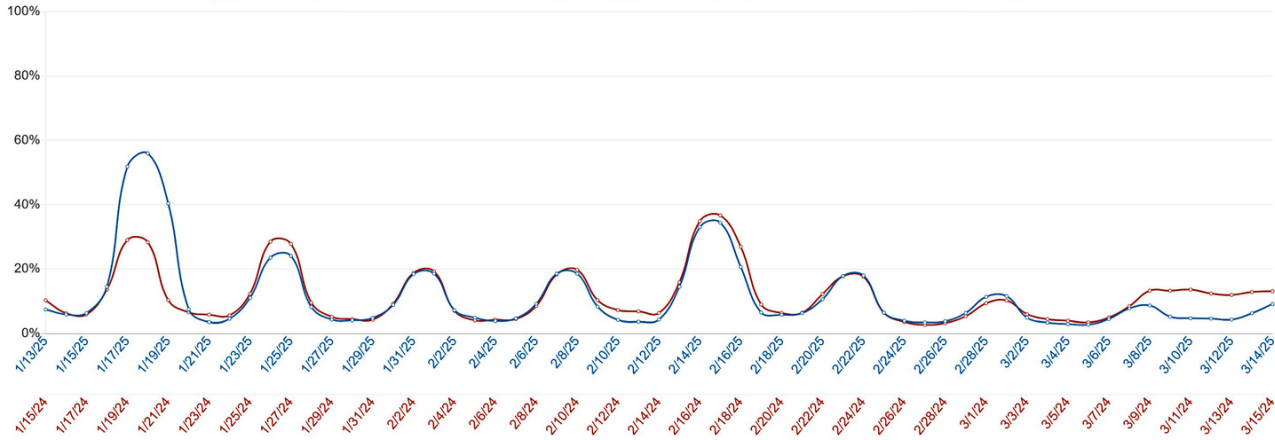
Average Daily Rate \$347

*AirDNA had a May 2024 update which resulted in an overall decrease in booking numbers. They updated their sourcing methodology so the data is better defined. Specifically, reservation model enhancements and improved merge logic.

KEYDATA™

Fannin - GA Adjusted Paid Occupancy %

□ Fannin - GA | (1/13/2025 to 3/14/2025 as of 1/12/2025) | 11.2% □ Fannin - GA (Compared 1/15/2024 to 3/15/2024 as of 1/15/2024) | 11.4%



Remember data is used to show trends

Shut the Front Door!

767 Cabins Rented for January 24th
573 Cabins Rented for January 31st

Who spent the most on rent?

(Not including Georgia and Florida)

1. Tennessee
2. Alabama
3. Louisiana
4. Colorado
5. Texas

Who traveled the furthest?

Snoqualmie, Washington

Source: AirDNA as of 1/13/25 - 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.

Source: Zartico (ZDOS) - Zartico Destination Operating System harnesses and streamlines complex data to provide a full spectrum of data science, benchmarking, and analytical services.

Source: Key Data 1/6/25-1/12/25