

Visitor Activity Report

How did June 2025 look?

Available Listings: 2,951 up 4.5 % from June 2024

Booked Listings: 2,807 up 5.1% from June 2024

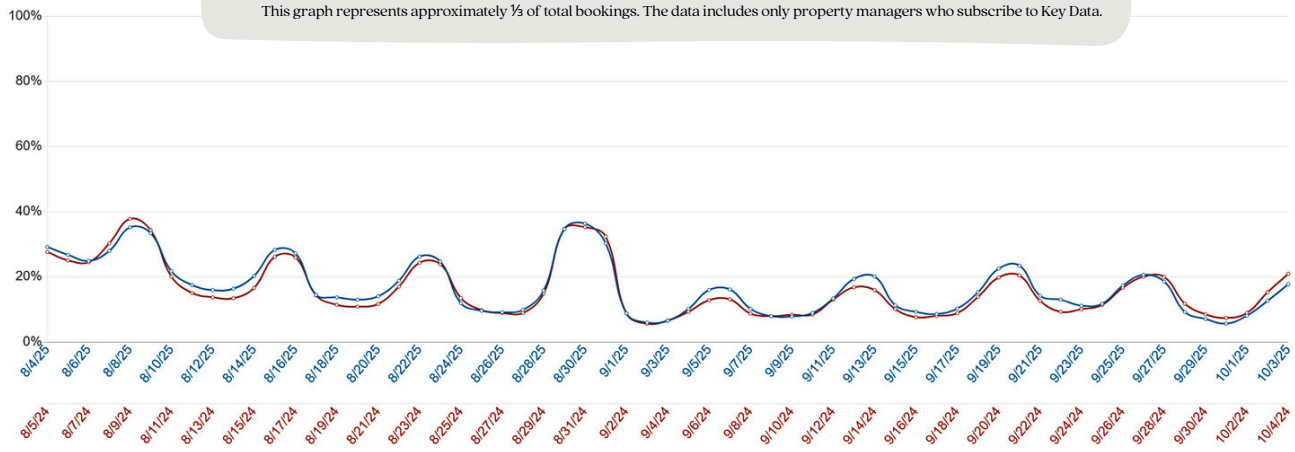
Average Daily Rate: \$344 up 4.1% from June 2024

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

**1,108 Cabins Rented for August 8th
vs 935 Cabins Rented 8/9/24**

**891 Cabins Rented for August 15th
739 Cabins Rented for August 22nd**

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

How much did visitors contribute to our economy in June 2025?

- 70% of Restaurant Spend came from Visitors.
- 74% of Retail Spend came from Visitors.
- 53.6% were Day Visitors, up 17% from June 2024.
- Out of State Visitors up 7%, In State Visitors down 10% from June 2025.

Source: Zartico

Source: AirDNA as of 8/4/25 - 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.