

Visitor Activity Report

How did July 2025 look?

Available Listings: 3,049 up 3.8 % from July 2024

Booked Listings: 2,987 up 3.9% from July 2024

Average Daily Rate: \$347 up 3.8% from July 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

**849 Cabins Rented for September 5th
vs 697 Cabins rented for 9/6/24**

**963 Cabins Rented for September 12th
1,093 Cabins Rented for September 19th**

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

August 2025 Vacation

ENewsletter

- Our ENewsletter was sent to 117,390 emails.
 - 41,968 people opened our ENewsletter
 - 2,797 clicks on our links and blogs
 - Events had 2,673 views/clicks
 - 3 Day Itinerary 736 views/clicks
 - Blues & BBQ 817 views/clicks
 - Fall Foliage Train Rides 889 views/clicks

HOT STATS, CLICK HERE!

Source: Constant Contact

Source: AirDNA as of 9/2/25 - 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.