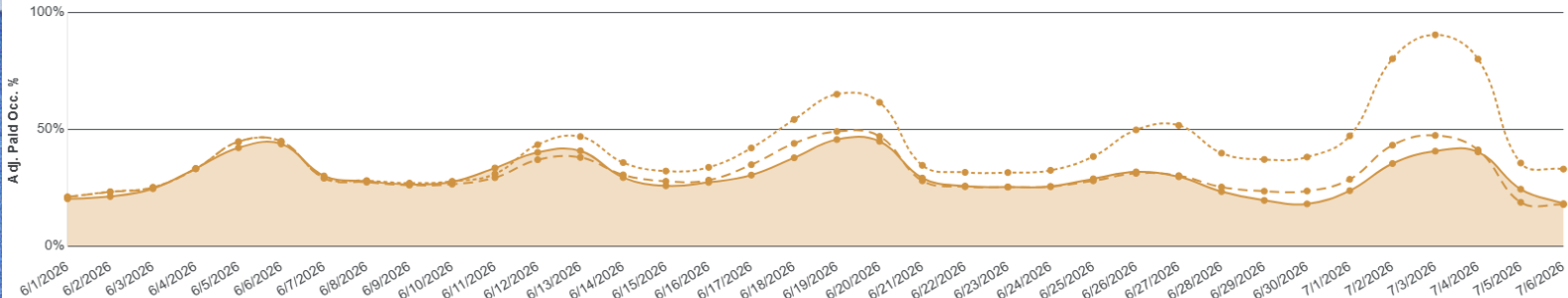


VISITOR ACTIVITY REPORT

LOOKING AHEAD THROUGH JULY 4TH WEEKEND

● Direct (Fannin - GA): Adj. Paid Occ. % | 6/1/2026 - 7/6/2026 as of 6/8/2026 | 30.2% ○ Direct (Fannin - GA): Adj. Paid Occ. % | 6/2/2025 - 7/7/2025 as of 6/8/2025 | 31.2%
○ Direct (Fannin - GA): Adj. Paid Occ. % | 6/2/2025 - 7/7/2025 as of 6/8/2026 | 41.4%



MAY 2026

ADR ⓘ

\$253
primary

▲3%

\$246
compare

Adjusted RevPAR ⓘ

\$65
primary

▲2%

\$63
compare

Avg. Total Stay Value ⓘ

\$1.2K
primary

▲11%

\$1.1K
compare

ADR

5/1/2026 to 5/31/2026 as of 6/8/2026 | \$253 5/1/2025 to 5/31/2025 as of 6/9/2025 | \$246

