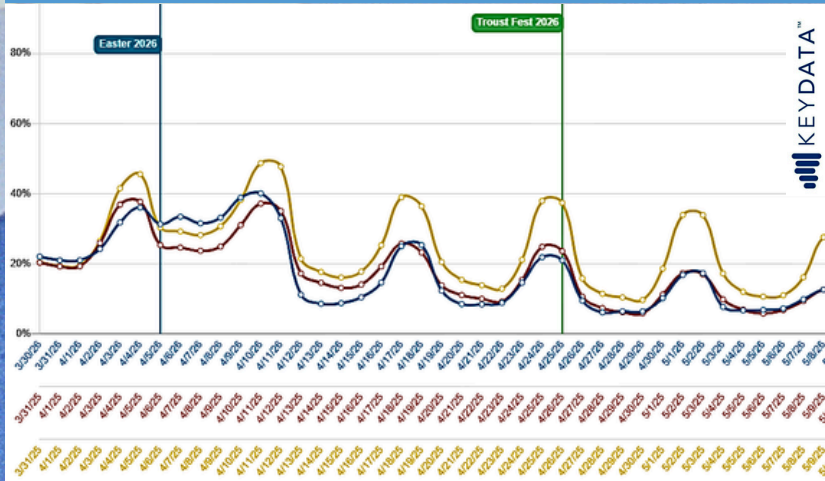


Visitor Activity Report

30-day forward-looking paid occupancy 2026 vs 2025

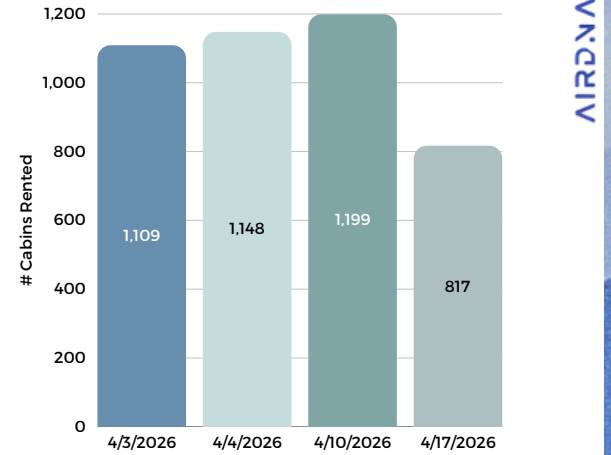
Pacing for 2026 (Blue), Pacing for 2025 (Red), Actual Bookings for 2025 (Yellow)

This graph represents approximately 1/3 of total bookings. The data includes only property managers who subscribe to Key Data.



Looking Ahead

Reminder - Florida & Georgia Spring Break in March!



February 2026 Market Comparison

Market	Listing Nights	Booked Nights	Revenue	ADR	RevPAR	Av Listings	OccRate
Gatlinburg, TN	111,714	42,061	\$13,196,204	\$314	\$118	4,584	38%
Pigeon Forge, TN	67,288	24,418	\$6,438,616	\$264	\$96	2,830	36%
Fannin County	66,807	25,213	\$7,991,292	\$317	\$120	2,709	38%
Gilmer County, GA	36,927	14,039	\$3,883,163	\$277	\$105	1,495	38%
White County, GA	24,926	8,554	\$2,062,453	\$241	\$83	1,010	34%
Macon County (Highlands), NC	17,566	6,371	\$1,483,967	\$233	\$84	815	36%
Union County, GA	11,116	4,186	\$814,441	\$195	\$73	490	38%

Market	2026	2025	
Gatlinburg, TN	\$13,196,204	\$13,180,046	0.10%
Fannin County	\$7,991,292	\$7,678,679	4.5%
Pigeon Forge, TN	\$6,438,616	\$6,588,048	-2%
Gilmer County, GA	\$3,883,163	\$3,942,561	-1%
White County, GA	\$2,062,453	\$2,114,562	2.5%
Macon County (Highlands), NC	\$1,483,967	\$1,823,312	22%
Union County, GA	\$814,441	\$716,031	14%

Remember this data is only used to show trends

Source: AirDNA as of 3/30/26 - 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.