

Visitor Activity Report

How did our Website Perform from January-September 2025?

1.5 Million Sessions

1.1 Million Views

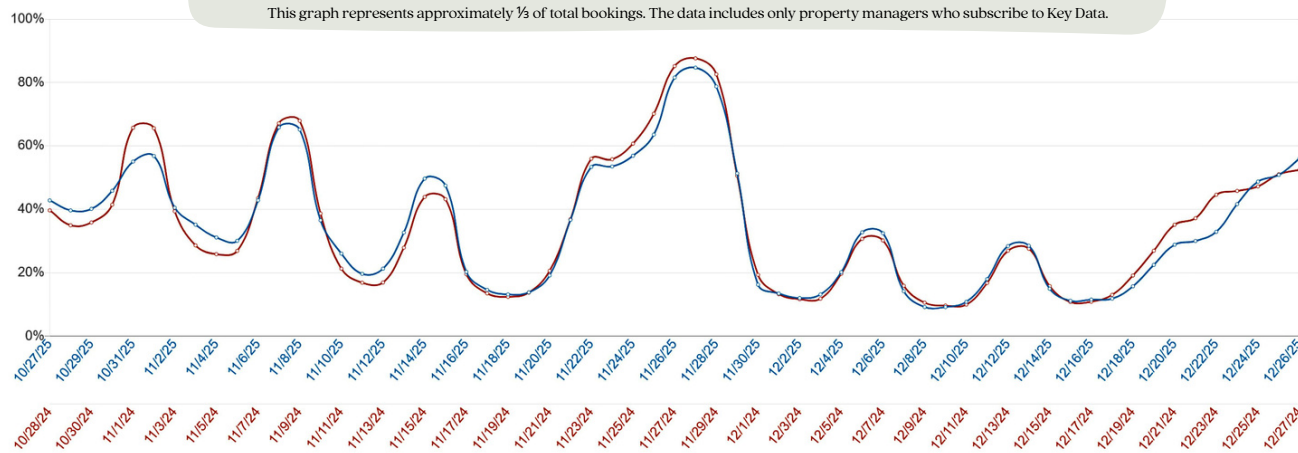
428,485 Partner Referrals with 93,514 Users

Source: Google Analytics

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

1,563 Cabins Rented for October 31st
vs 1,669 Cabins rented for 11/1/24

1,800 Cabins Rented for November 7th
1,324 Cabins Rented for November 14th

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

October 2025 Vacation ENewsletter

- Sent to 116k emails
- 35% open rate
- 2,923 event clicks
 - 1,168 Parade of Homes clicks
 - 724 Bigfoot Boggie 5k clicks
- Top 12 Scenic Drives 836 clicks

HOT STATS, CLICK HERE!

Source: AirDNA as of 10/27/25 - 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.