

Visitor Activity Report

How did November 2025 look?

Available Listings: 3,071 up 2.5 % from November 2024

Booked Listings: 3,024 up 3.3% from November 2024

Revenue: 17M up 4.4% from November 2024

Average Daily Rate: \$354 up 2.5% from November 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

**2,322 Cabins Rented for December 26th
vs 2,338 Cabins rented for 12/27/24**

2,305 Cabins Rented for January 1st

697 Cabins Rented for January 9th

December 23rd-January 2nd is Busy!

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

November Facebook Stats

**477K Views from Reels
17.5K Content Interactions**

Top Cities Viewing Posts

**Atlanta
Blue Ridge
Jacksonville
Cumming
Woodstock**

Source: AirDNA as of 12/22/25 - 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.

Source: Facebook/Meta