

Visitor Activity Report

How did January 2026 look?

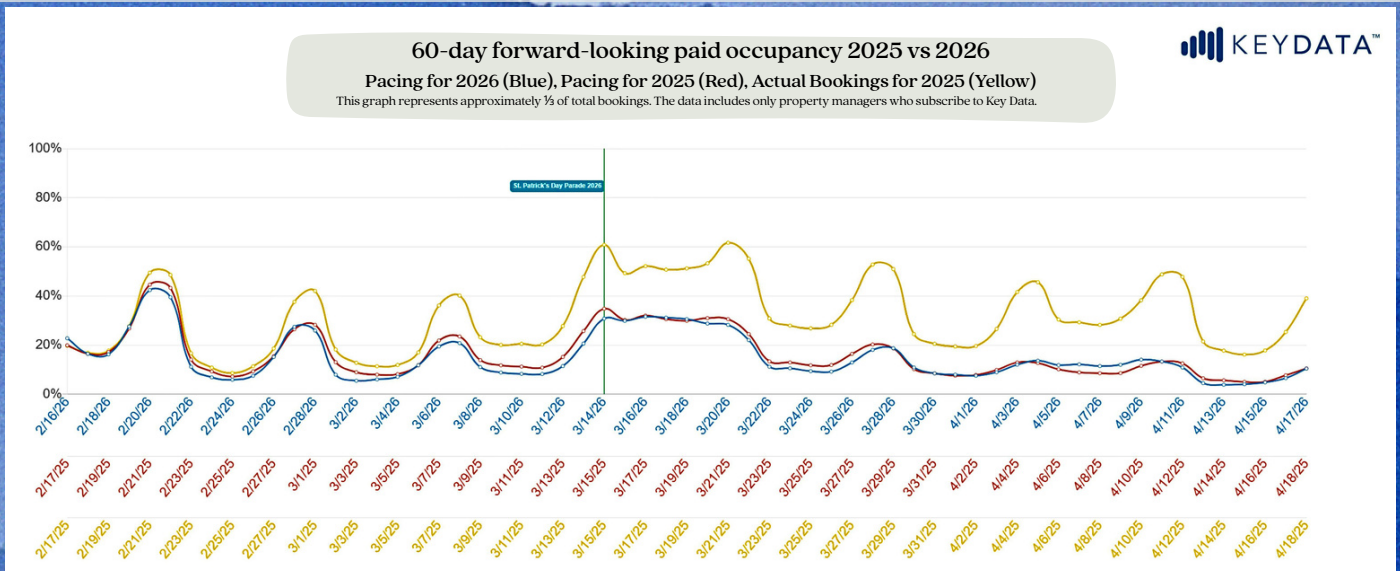
Available Listings: 2,933 up 2.6 % from January 2025

Booked Listings: 2,837 up 4.5% from January 2025

Revenue: 9M up 0.2% from January 2025

Average Daily Rate: \$326 up 5.2% from January 2025

Source: AirDNA



Looking Ahead

**1,301 Cabins Rented for February 20th
vs 1,154 Cabins rented for 2/21/25**

**934 Cabins Rented for February 27th
778 Cabins Rented for March 6th**

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

January 2026

297.1K Visitors from outside Fannin County

Top Destinations to Visit Fannin County

Atlanta

Chattanooga

Tampa/St. Pete/Sarasota

Orlando/Daytona Beach

Miami/Ft. Lauderdale

Source: Placer.ai

Source: AirDNA as of 2/16/26 - 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.