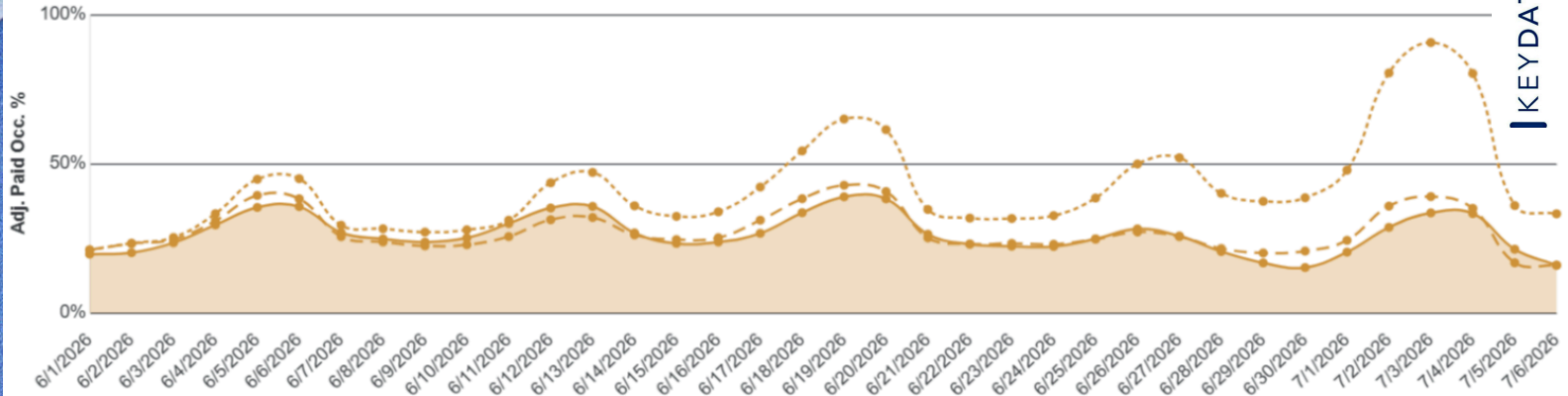


VISITOR ACTIVITY REPORT

LOOKING AHEAD THROUGH JULY 4TH WEEKEND

● Direct (Fannin - GA): Adj. Paid Occ. % | 6/1/2026 - 7/6/2026 as of 6/1/2026 | 26.5% ○ Direct (Fannin - GA): Adj. Paid Occ. % | 6/2/2025 - 7/7/2025 as of 6/1/2025 | 27.5%
○ Direct (Fannin - GA): Adj. Paid Occ. % | 6/2/2025 - 7/7/2025 as of 6/1/2026 | 41.7%



Avg. Booking Wind

88

2026

75

2025

Direct

16.7 % ↗

ADR ▼

\$353

2026

\$333

2025

Direct

6.0 % ↗

Avg. Length of Stay

4.6

2026

4.4

2025

Direct

5.1 % ↗

● Direct (Fannin - GA): Guest Nights | 6/1/2026 - 7/6/2026 as of 6/1/2026 | 8,233 ○ Direct (Fannin - GA): Guest Nights | 6/2/2025 - 7/7/2025 as of 6/1/2025 | 8,843
○ Direct (Fannin - GA): Guest Nights | 6/2/2025 - 7/7/2025 as of 6/1/2026 | 13,067

