

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

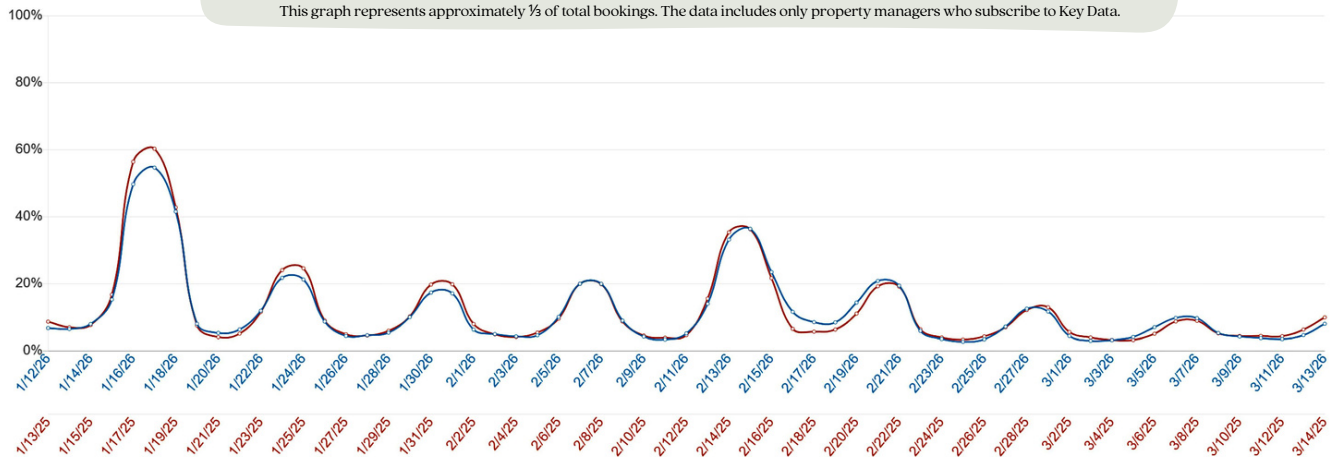
Average Daily Rate: \$354 up 2.5% from November 2024

Source: AirDNA

KEYDATA™

60 day forward looking paid occupancy 2025 vs 2026

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



Looking Ahead

**1,411 Cabins Rented for January 16th
vs 1,378 Cabins rented for 1/17/25**

**779 Cabins Rented for January 23rd
687 Cabins Rented for January 30th**

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

Top Origin Markets based on Number of Visits to Fannin County in December

Atlanta
Tampa/St. Pete/Sarasota
Orlando/Daytona
Miami/Ft. Lauderdale
Jacksonville
West Palm Beach/Ft. Pierce
Birmingham
Fort Myers/Naples
Macon
Tallahassee

Source: Placer.ai

Source: AirDNA as of 1/12/26 - 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.