

Visitor Activity Report

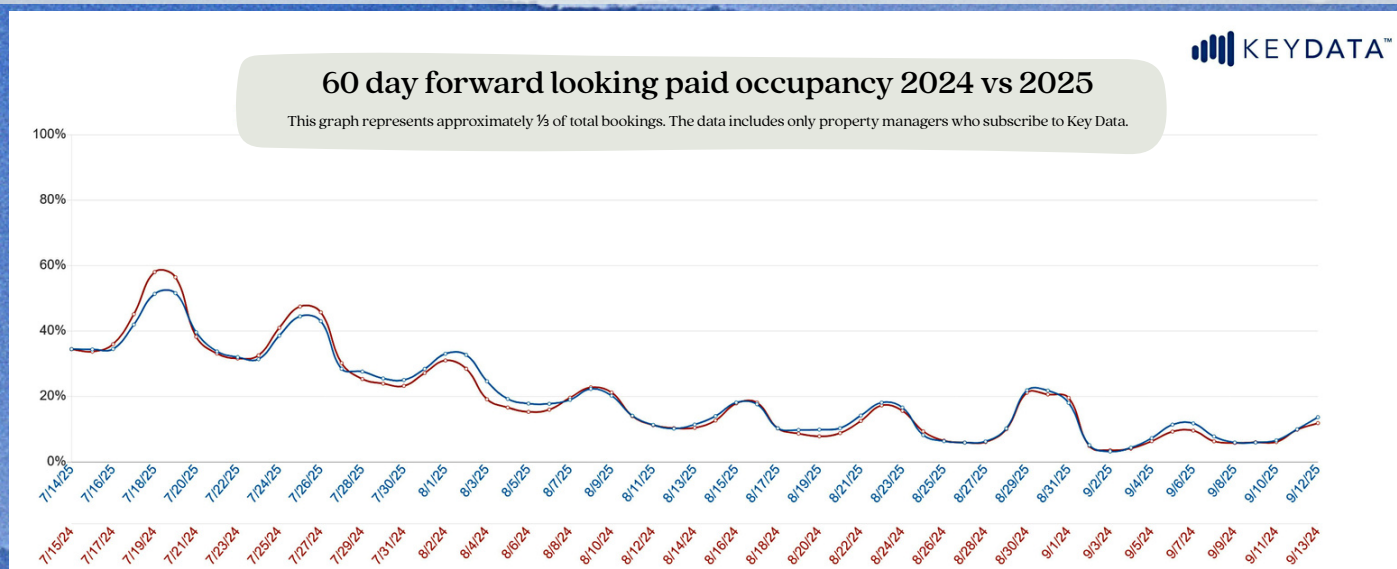
How did June 2025 look?

Available Listings: 2,951 up 4.5 % from June 2024

Booked Listings: 2,807 up 5.1% from June 2024

Average Daily Rate: \$344 up 4.1% from June 2024

Source: AirDNA



Looking Ahead

**1,526 Cabins Rented for July 18th
vs 1,367 Cabins Rented 7/19/24**

**1,343 Cabins Rented for July 25th
963 Cabins Rented for August 1st**

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

How much did visitors contribute to our economy in June 2025?

- 70% of Restaurant Spend came from Visitors.
- 74% of Retail Spend came from Visitors.
- 53.6% were Day Visitors, up 17% from June 2024.
- Out of State Visitors up 7%, In State Visitors down 10% from June 2025.

Source: Zartico

Source: AirDNA as of 7/14/25 - 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.