

# Visitor Activity Report

How did May 2025 look?

Available Listings: 2,867 up 3.7% from May 2024

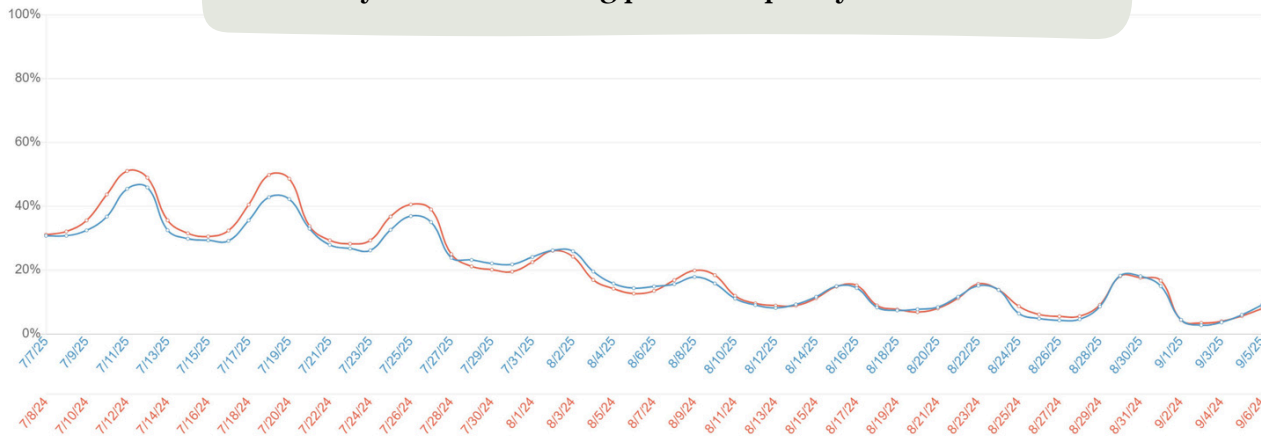
Booked Listings: 2,705 up 3.8% from May 2024

Average Daily Rate: \$327 up 7.6% from May 2024

Source: AirDNA

KEYDATA™

60 day forward looking paid occupancy 2024 vs 2025



## Looking Ahead

1,379 Cabins Rented for July 11th  
vs 1,225 Cabins Rented 7/12/24

1,349 Cabins Rented for July 18th  
1,207 Cabins Rented for July 25th

\*Remember data is used to show trends\*

Source: AirDNA

**Shut the Front Door!**

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

- 77% of Restaurant Spend came from Visitors.
- 74% of Retail Spend came from Visitors.
- 47.4% are Day Visitors, up 13% from May 2024.
- Atlanta Visitors make up the largest % of spending, but Visitors from Savannah spend double the amount.

Source: Zartico

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