

Visitor Activity Report

How did October 2025 look?

Available Listings: 2,957 up 2.3 % from October 2024

Booked Listings: 2,928 up 2.6% from October 2024

Revenue: 18M up 9.9% from October 2024

Average Daily Rate: \$355 up 4.8% from October 2024

Source: AirDNA

KEYDATA™

60 day forward looking paid occupancy 2024 vs 2025

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



Looking Ahead

2,599 Cabins Rented for Thanksgiving
vs 2,646 Cabins rented for 11/28/24

1,252 Cabins Rented for December 5th

1,157 Cabins Rented for December 12th

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

November 2025 Vacation ENewsletter

- 35% open rate
- 2,275 total clicks
- 2,743 event clicks
- 169 clicks to our lodging page
- 122 clicks to our antique blog
- 164 clicks on the brewery video

HOT STATS, CLICK HERE!

Source: AirDNA as of 11/24/25 - 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.

Source: Constant Contact