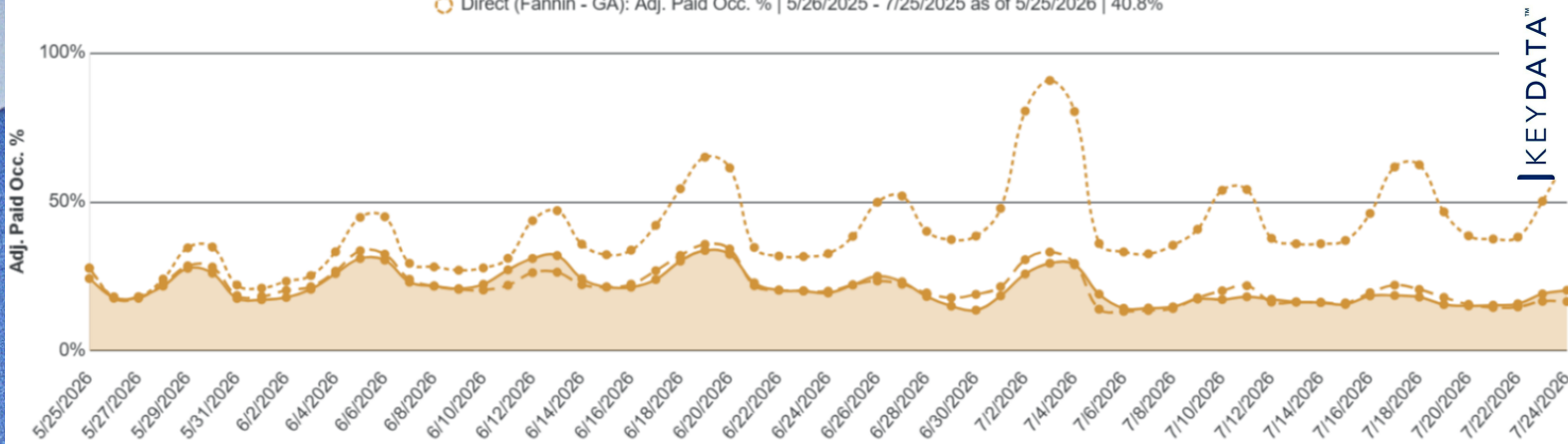


VISITOR ACTIVITY REPORT

LOOKING AHEAD

● Direct (Fannin - GA): Adj. Paid Occ. % | 5/25/2026 - 7/24/2026 as of 5/25/2026 | 21.3% ○ Direct (Fannin - GA): Adj. Paid Occ. % | 5/26/2025 - 7/25/2025 as of 5/25/2025 | 21.8%
○ Direct (Fannin - GA): Adj. Paid Occ. % | 5/26/2025 - 7/25/2025 as of 5/25/2026 | 40.8%



APRIL

Nightly Rates
Comparison over the Years

Year	ADR	Average Year to Date
2026	\$296	\$310
2025	\$290	\$301
2024	\$293	\$293
2023	\$268	\$273
2022	\$290	\$302
2021	\$288	\$281

AIRDNA

APRIL

Adjusted Revenue
Per Available Room

\$63 ↑ 6% \$59
primary compare

Average Daily Rate

\$232 ↑ 2% \$227
primary compare

Average Total
Stay Value

↑ 3%

KEYDATA™

Remember this data is only used to show trends

Source: AirDNA 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.