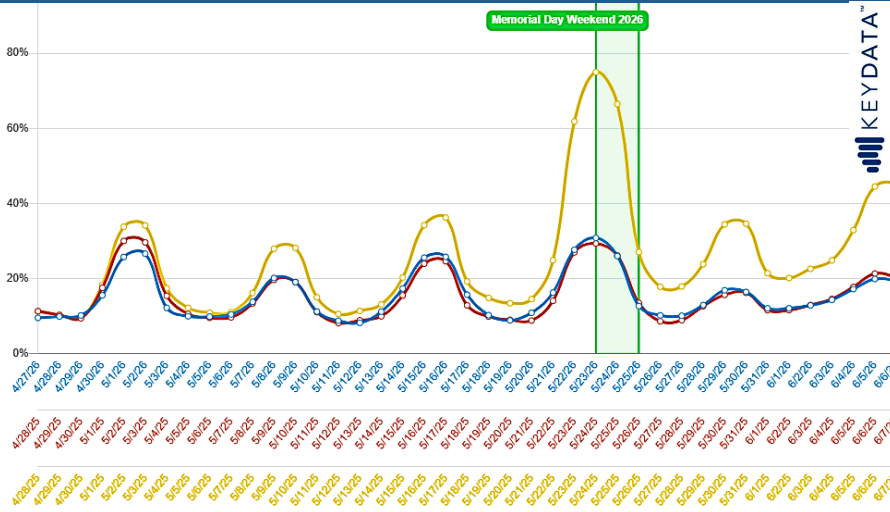


VISITOR ACTIVITY REPORT

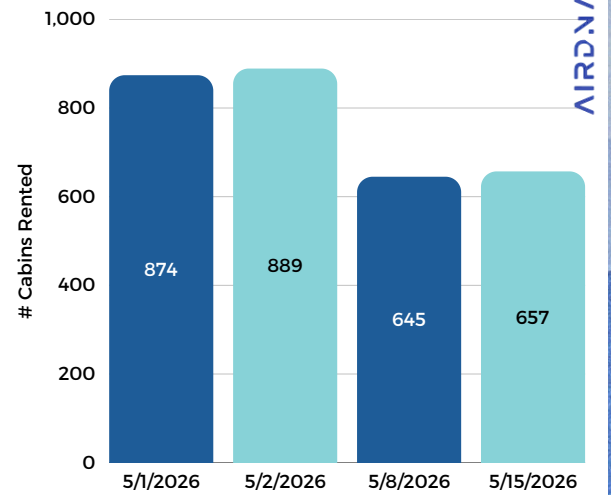
30-day forward-looking paid occupancy 2026 vs 2025

Pacing for 2026 (Blue), Pacing for 2025 (Red), Actual Bookings for 2025 (Yellow)

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



LOOKING AHEAD



MARCH 2026

Average Daily Rate ⓘ

\$350.84

per night

(+1.3% past year)

Luxury ⓘ

\$487.35

per night

(-0.1% past year)

AIRDNA

Day Trips - 16.8%

15.7K Monthly Visitors

Overnight Trips 83.2%

78K Monthly Visitors

Placer.ai

1ST QUARTER 2026

Website Traffic Stats

321,278 Total Users

428,298 Sessions

164,899 Total Partner Referrals

55,527 Calendar Event Views

Top 5 Pages Visited

1. Home Page
2. Where to Stay
3. Things To Do
4. Plan Your Trip
5. Where to Stays/Cabin Rentals

Analytics

Remember this data is only used to show trends

Source: AirDNA as of 4/27/26 - 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.