

Visitor Activity Report

How did January 2026 look?

Available Listings: 2,933 up 2.6 % from January 2025

Booked Listings: 2,837 up 4.5% from January 2025

Revenue: 9M up 0.2% from January 2025

Average Daily Rate: \$326 up 5.2% from January 2025

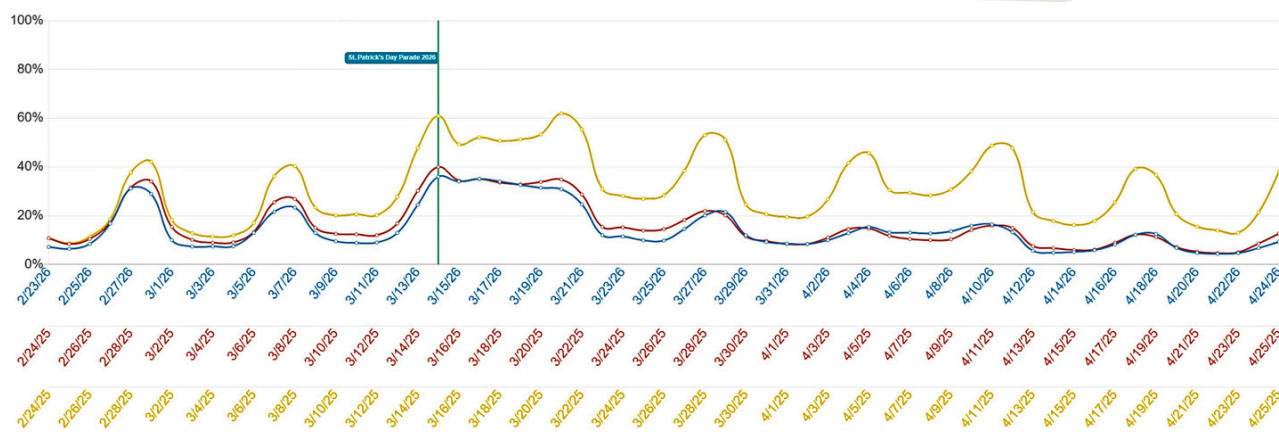
Source: AirDNA

KEYDATA™

60-day forward-looking paid occupancy 2025 vs 2026

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

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



Looking Ahead

**1,069 Cabins Rented for February 27th
vs 945 Cabins rented for 2/28/25**

920 Cabins Rented for March 6th

924 Cabins Rented for March 13th

1,179 Cabins Rented for 3/14 (St. Patty's Parade and FL Sping Break)

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

January 2026

297.1K Visitors from outside Fannin County

Top Destinations to Visit Fannin County

Atlanta

Chattanooga

Tampa/St. Pete/Sarasota

Orlando/Daytona Beach

Miami/Ft. Lauderdale

Source: Placer.ai

Source: AirDNA as of 2/23/26 - 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.