

Visitor Activity Report

How did August 2025 look?

Available Listings: 3,016 up 3.9 % from August 2024

Booked Listings: 2,845 up 4.9% from August 2024

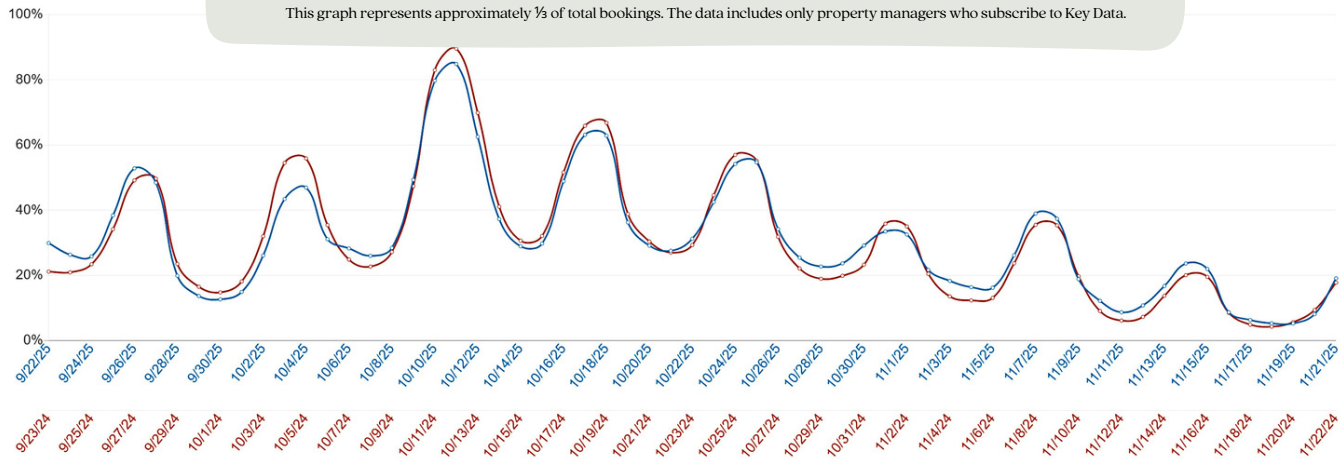
Average Daily Rate: \$333 up 4.4% from August 2024

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

**1,480 Cabins Rented for September 26th
vs 1,310 Cabins rented for 9/27/24**

**1,409 Cabins Rented for October 3rd
2,290 Cabins Rented for October 11th**

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

Who spent the most on rent?

(Not including Georgia and Florida)

1. Tennessee
2. Alabama
3. South Carolina
4. Texas
5. North Carolina

Visitors came from 24 states!

Source: AirDNA as of 9/22/25 - 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: Key Data 9/1/25-9/14/25