

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

1,412 Cabins Rented for December 12th
vs 1,280 Cabins rented for 12/13/24

1,443 Cabins Rented for December 19th

2,152 Cabins Rented for December 26th

December 23rd-January 2nd is Busy!

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

November Stats for Visitors more than 50 Miles Away

- Visitors in Fannin County - 250.8K
- Visitors in Downtown Blue Ridge - 236.7K
- Visitors in McCaysville - 66.5K
- Visitor Origin based on Number of Visits
 - Atlanta
 - Tampa-St. Pete (Sarasota)
 - Orlando-Daytona Beach
 - Jacksonville
 - Miami-Ft. Lauderdale

Source: AirDNA as of 12/8/25 - 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: Placer.ai