

Visitor Activity Report

How did July 2025 look?

Available Listings: 3,049 up 3.8 % from July 2024

Booked Listings: 2,987 up 3.9% from July 2024

Average Daily Rate: \$347 up 3.8% from July 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

**977 Cabins Rented for August 22nd
vs 813 Cabins Rented 8/23/24**

**1,515 Cabins Rented for August 30th
641 Cabins Rented for September 5th**

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

What did visitors contribute to our economy in July 2025?

- Visitors aged 54-64 spent more than any other age group.
- Visitors from Fort Myers and Naples spent the most when compared to the top markets from July 2024 (Atlanta, Tampa, Orlando, and Jacksonville).
- 50.9% were Day Visitors, up 15% from July 2024.
- 59% were out-of-state Visitors, up 2% from July 2024.

Source: Zartico

Source: AirDNA as of 8/18/25 - 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.