

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

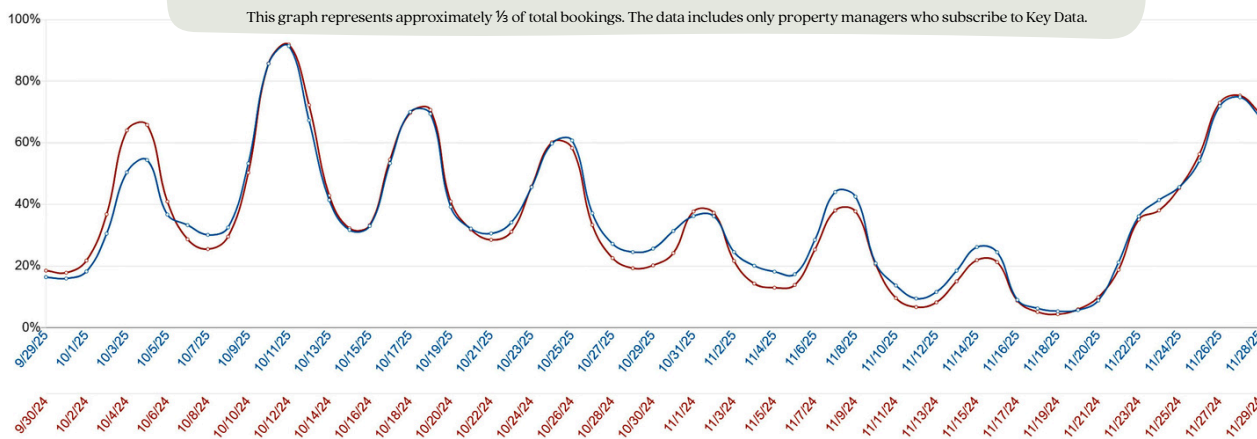
Average Daily Rate: \$333 up 4.4% from August 2024

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

**1,659 Cabins Rented for October 3rd
vs 1,591 Cabins rented for 10/4/24**

2,440 Cabins Rented for October 11th

1,955 Cabins Rented for October 17th

Remember data is used to show trends

Source: AirDNA

Shut the Front Door!

August 2025 Vacation ENewsletter

- 3,005 Event Clicks
- 982 Blues & BBQ Clicks
- 670 Parade of Homes Clicks
- 2,820 Blogs and other Link Clicks
- 944 Downtown Blue Ridge Restaurants Blogs Clicks

HOT STATS, CLICK HERE!

Source: Constant Contact

Source: AirDNA as of 9/29/25 - 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.