



Monthly Summary Report

June 2025

Executive Summary

June 2025



Month
June 2025

Highlights

U.S. hotel performance has slowed, with June RevPAR (\$111) down 1.2% YOY, and demand declining 0.8%. Overseas arrivals to the U.S. were also down 3.4% YOY. While some markets saw growth YTD (Argentina +23%, Italy +9%, Taiwan +8%), other markets remain down (South Korea -11%, Germany -9%, France -8%).

Employment in the U.S. remains stable, with each month of 2025 so far adding over 100,000 jobs. The June unemployment rate held steady at 4.1%. Core inflation dropped to 2.9% in May, though it's expected to rise to around 3.4% this year due to tariff pressures.



Hotel Demand
85.6K
-0.8% YOY

Source: STR



Hotel ADR
\$100.84
-2.6% YOY

Source: STR



ATL Checkpoint Volume
2.7M
-1.0% YOY

Source: TSA



Social Media Audience
48.1K
+6.4% YOY

Source: Sprout Social



Facebook Audience
31.7K
+3.0% YOY

Source: Meta



Website Sessions
32.3K
-4.6% YOY

Source: Google Analytics



Overnight Trip Share
75%

Source: Azira



L&H Jobs
15.5K
+0.6% YOY

Source: Bureau of Labor Statistics

Lodging Summary

Muscogee County, GA | June 2025 and Calendar Year-to-Date Performance



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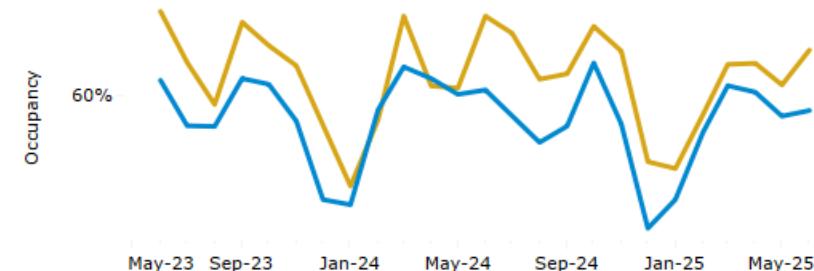
Aggregate Lodging Performance

Sources: STR & AirDNA

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jun 2025	58.9%	\$110.34	\$64.95	166.1K	97.8K	\$10.8M
YOY % Change	-4.6% YOY	+1.3% YOY	-3.4% YOY	+5.7% YOY	+0.7% YOY	+2.0% YOY
Year-to-Date	56.8%	\$107.31	\$60.90	997.2K	565.9K	\$60.7M
YTD YOY % Change	-3.3% YOY	+2.8% YOY	-0.5% YOY	+7.6% YOY	+4.1% YOY	+7.0% YOY

Occupancy by Month

Hotels Short Term Vacation Rentals



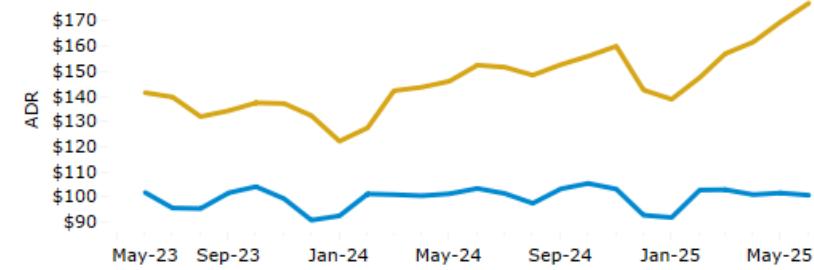
Hotel Performance

Source: STR

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jun 2025	57.9%	\$100.84	\$58.44	147.7K	85.6K	\$8.6M
YOY % Change	-4.6% YOY	-2.6% YOY	-7.1% YOY	+4.0% YOY	-0.8% YOY	-3.3% YOY
Year-to-Date	56.3%	\$100.52	\$56.56	891.5K	501.6K	\$50.4M
YTD YOY % Change	-3.6% YOY	+0.1% YOY	-3.5% YOY	+6.1% YOY	+2.3% YOY	+2.4% YOY

ADR by Month

Hotels Short Term Vacation Rentals



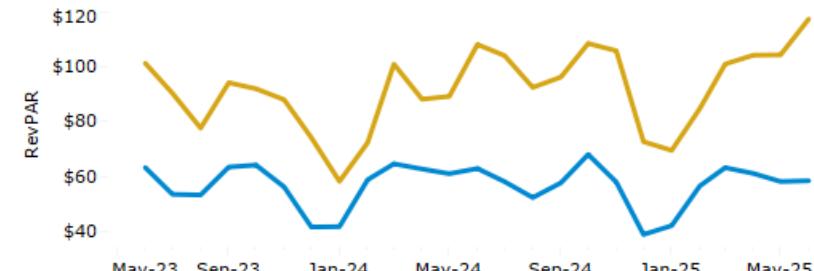
Short Term Vacation Rental Performance

Source: AirDNA (All Properties)

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jun 2025	66.2%	\$177.08	\$117.28	18.4K	12.2K	\$2.2M
YOY % Change	-6.5% YOY	+16.1% YOY	+8.5% YOY	+20.8% YOY	+12.9% YOY	+31.1% YOY
Year-to-Date	60.9%	\$160.28	\$97.59	105.6K	64.3K	\$10.3M
YTD YOY % Change	-1.3% YOY	+13.8% YOY	+12.3% YOY	+22.1% YOY	+20.5% YOY	+37.1% YOY

RevPAR by Month

Hotels Short Term Vacation Rentals

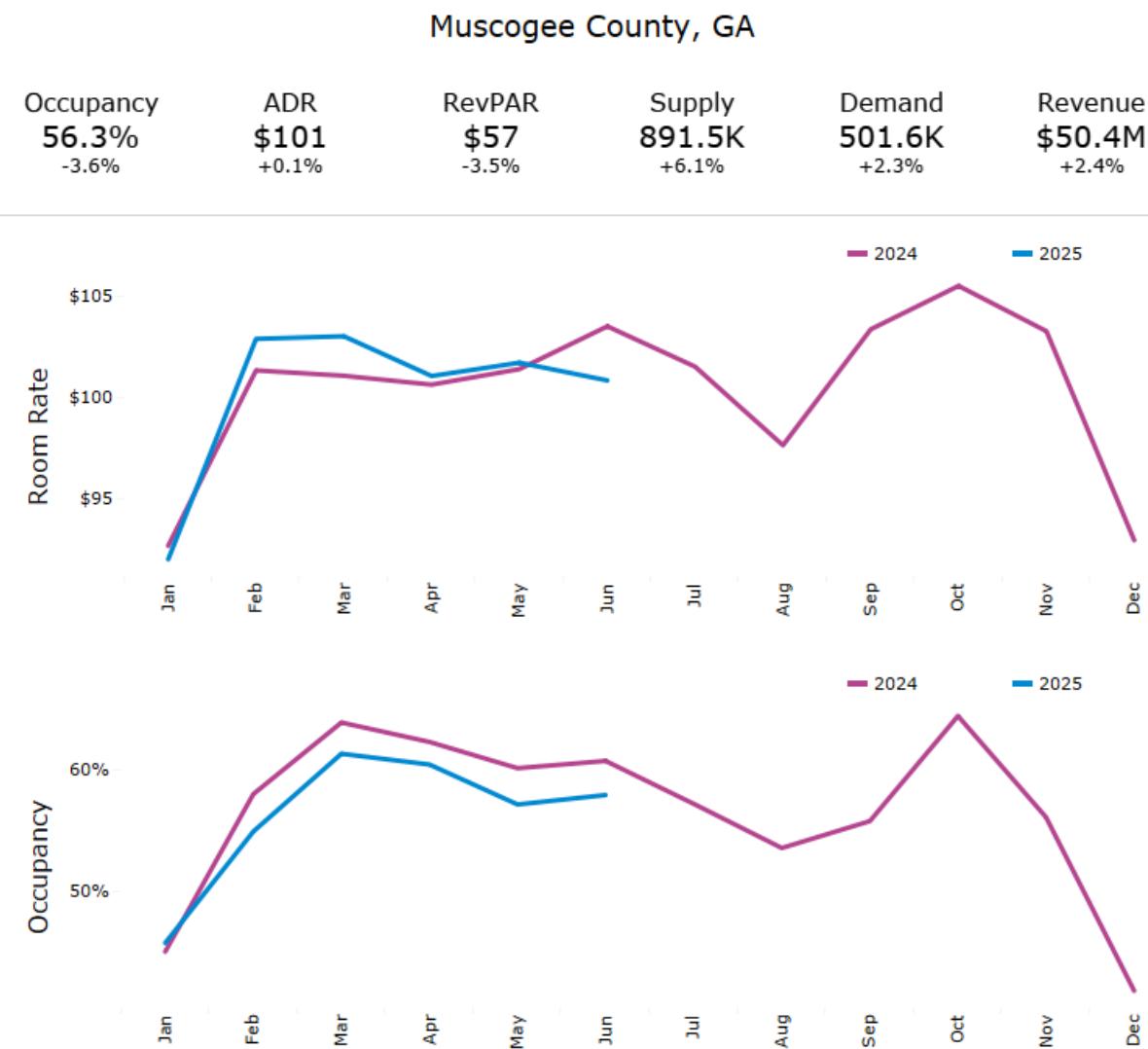




Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Apr	Muscogee County, GA	60.5%	\$101	+0.4%	\$61	-2.6%
	Russell County, AL	53.4%	\$103	-1.1%	\$55	+7.7%
May	Muscogee County, GA	57.2%	\$102	+0.3%	\$58	-4.7%
	Russell County, AL	48.9%	\$100	-7.8%	\$49	+3.1%
Jun	Muscogee County, GA	57.9%	\$101	-2.6%	\$58	-7.1%
	Russell County, AL	48.1%	\$96	-11.5%	\$46	-4.4%

Calendar Year-to-Date Performance



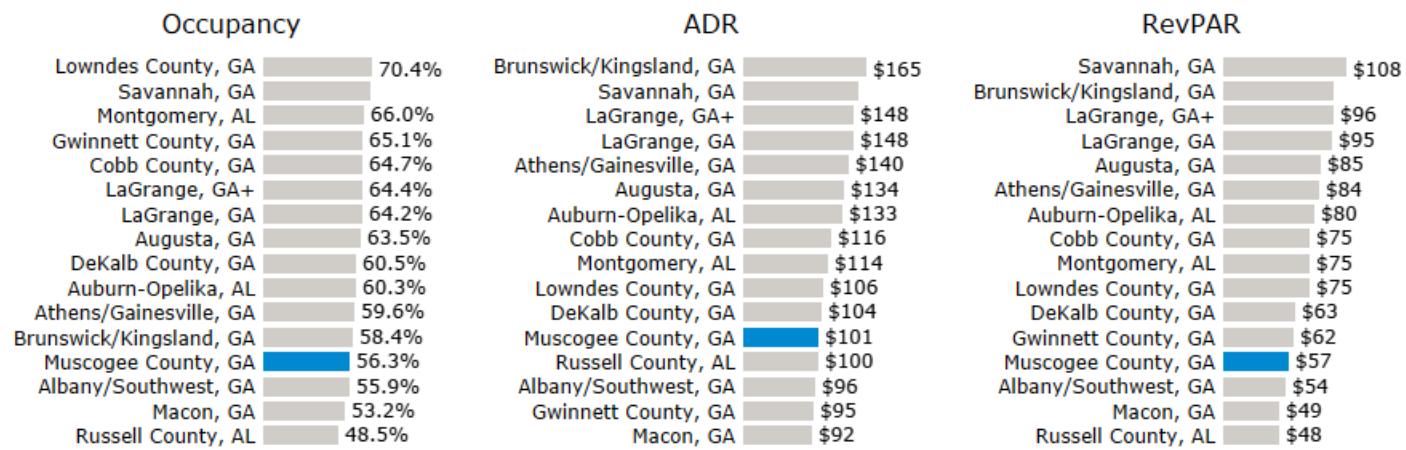


Monthly Performance by Market

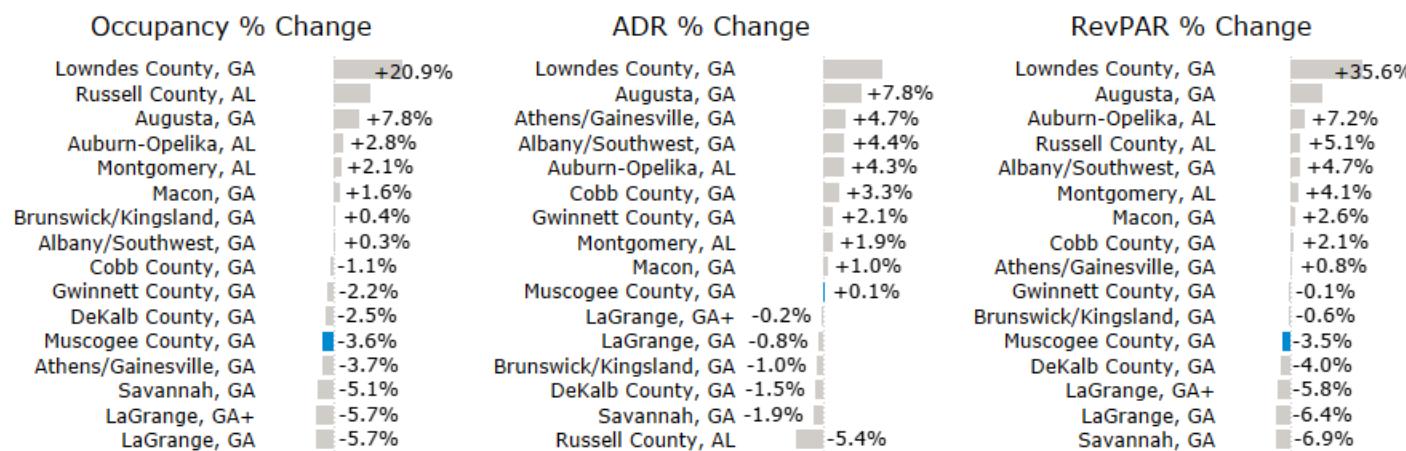
	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Apr	Muscogee County, GA	60.5%	-3.0%	\$101	+0.4%	\$61	-2.6%
	Albany/Southwest, GA	59.0%	+3.4%	\$98	+5.3%	\$58	+8.9%
	Athens/Gainesville, GA	63.0%	-2.2%	\$138	+4.3%	\$87	+2.0%
	Auburn-Opelika, AL	64.7%	+2.4%	\$137	+5.6%	\$88	+8.2%
	Augusta, GA	68.2%	+1.7%	\$258	+8.9%	\$176	+10.8%
	Brunswick/Kingsland, ..	64.7%	+5.6%	\$178	+2.4%	\$115	+8.1%
	Cobb County, GA	64.0%	-2.6%	\$113	-3.2%	\$72	-5.7%
	DeKalb County, GA	62.1%	-3.7%	\$103	-2.8%	\$64	-6.4%
	Gwinnett County, GA	66.7%	-2.9%	\$98	+4.0%	\$66	+1.1%
	LaGrange, GA	67.8%	-0.9%	\$155	+4.2%	\$105	+3.2%
	LaGrange, GA+	67.8%	-0.9%	\$155	+4.2%	\$105	+3.2%
	Lowndes County, GA	68.8%	+18.8%	\$107	+12.8%	\$73	+34.1%
	Macon, GA	55.0%	+1.5%	\$96	+1.0%	\$53	+2.6%
	Montgomery, AL	68.1%	+0.1%	\$116	+1.6%	\$79	+1.7%
	Russell County, AL	53.4%	+8.9%	\$103	-1.1%	\$55	+7.7%
	Savannah, GA	75.9%	-4.6%	\$168	-1.2%	\$128	-5.7%
	Muscogee County, GA	57.2%	-5.0%	\$102	+0.3%	\$58	-4.7%
	Albany/Southwest, GA	55.2%	-1.8%	\$99	+3.8%	\$55	+1.9%
May	Athens/Gainesville, GA	60.9%	-4.0%	\$156	+7.3%	\$95	+3.0%
	Auburn-Opelika, AL	61.0%	+0.2%	\$153	+3.9%	\$94	+4.1%
	Augusta, GA	60.1%	+2.8%	\$99	+5.5%	\$59	+8.5%
	Brunswick/Kingsland, ..	58.8%	-0.6%	\$178	-1.2%	\$105	-1.7%
	Cobb County, GA	65.8%	-1.1%	\$123	+6.6%	\$81	+5.4%
	DeKalb County, GA	60.8%	-2.5%	\$102	-2.4%	\$62	-4.9%
	Gwinnett County, GA	66.4%	-4.7%	\$96	+1.2%	\$64	-3.5%
	LaGrange, GA	60.9%	-10.9%	\$134	-0.9%	\$82	-11.7%
	LaGrange, GA+	60.9%	-10.9%	\$134	-0.9%	\$82	-11.7%
	Lowndes County, GA	69.3%	+18.4%	\$105	+8.7%	\$73	+28.8%
	Macon, GA	51.1%	+1.6%	\$92	+1.6%	\$47	+3.2%
	Montgomery, AL	65.9%	+0.4%	\$113	+1.1%	\$75	+1.5%
	Russell County, AL	48.9%	+11.9%	\$100	-7.8%	\$49	+3.1%
	Savannah, GA	70.5%	-4.9%	\$155	-2.3%	\$109	-7.1%
	Muscogee County, GA	57.9%	-4.6%	\$101	-2.6%	\$58	-7.1%
	Albany/Southwest, GA	54.3%	-4.3%	\$95	+3.7%	\$52	-0.8%
Jun	Athens/Gainesville, GA	60.8%	-4.2%	\$139	+5.4%	\$84	+1.0%
	Auburn-Opelika, AL	65.9%	+2.0%	\$128	+2.8%	\$85	+4.9%
	Augusta, GA	59.9%	+0.5%	\$97	+2.5%	\$58	+3.0%
	Brunswick/Kingsland, ..	60.5%	+0.0%	\$182	+1.1%	\$110	+1.0%
	Cobb County, GA	69.4%	-2.7%	\$134	+4.3%	\$93	+1.5%
	DeKalb County, GA	61.6%	-3.3%	\$103	-3.4%	\$63	-6.6%
	Gwinnett County, GA	66.8%	-4.0%	\$97	+0.5%	\$65	-3.5%
	LaGrange, GA	69.5%	-7.3%	\$156	+1.9%	\$108	-5.5%
	LaGrange, GA+	69.5%	-7.3%	\$156	+1.9%	\$108	-5.5%
	Lowndes County, GA	69.9%	+18.4%	\$106	+9.6%	\$74	+29.8%
	Macon, GA	53.5%	-4.7%	\$92	+0.0%	\$49	-4.7%
	Montgomery, AL	67.8%	+2.2%	\$117	+4.3%	\$79	+6.6%
	Russell County, AL	48.1%	+8.0%	\$96	-11.5%	\$46	-4.4%
	Savannah, GA	70.6%	-4.6%	\$147	-6.1%	\$104	-10.4%

Calendar Year-to-Date Performance

Performance by Market



% Change vs. Previous Year



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Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
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Apr

Columbus	64.4%	+5.1%	\$162	+12.5%	\$104	+18.2%
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May

Columbus	61.4%	+0.7%	\$170	+16.1%	\$104	+16.9%
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Jun

Columbus	66.2%	-6.5%	\$177	+16.1%	\$117	+8.5%
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Calendar Year-to-Date Performance

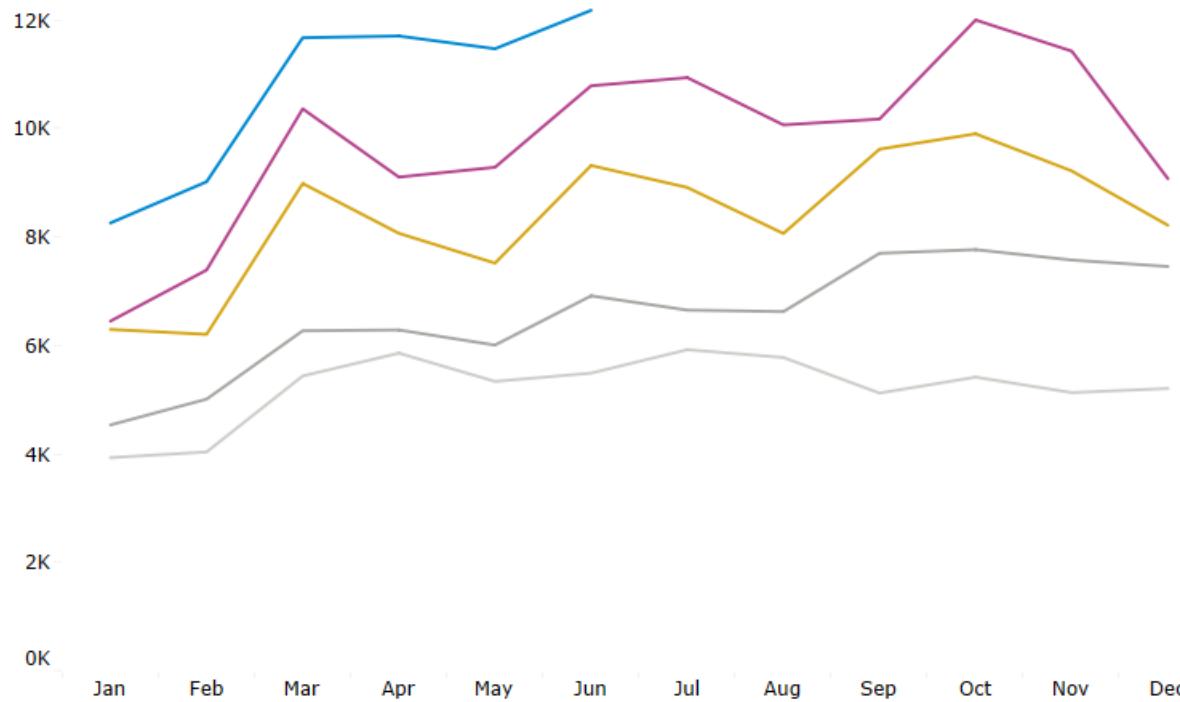
Columbus
All Properties

Occupancy 60.9% -1.3%	ADR \$160 +13.8%	RevPAR \$98 +12.3%	Supply 105.6K +22.1%	Demand 64.3K +20.5%	Revenue \$10.3M +37.1%
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Short Term Rental Demand by Month

Last Five Calendar Years

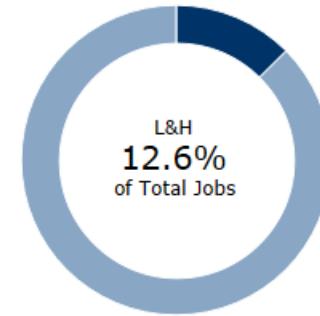
2021 2022 2023 2024 2025





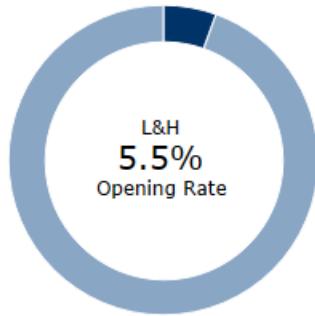
Total Leisure & Hospitality Jobs

L&H Jobs
as of June 2025
15.5K
+0.6% YOY | +0.6% vs. 2019



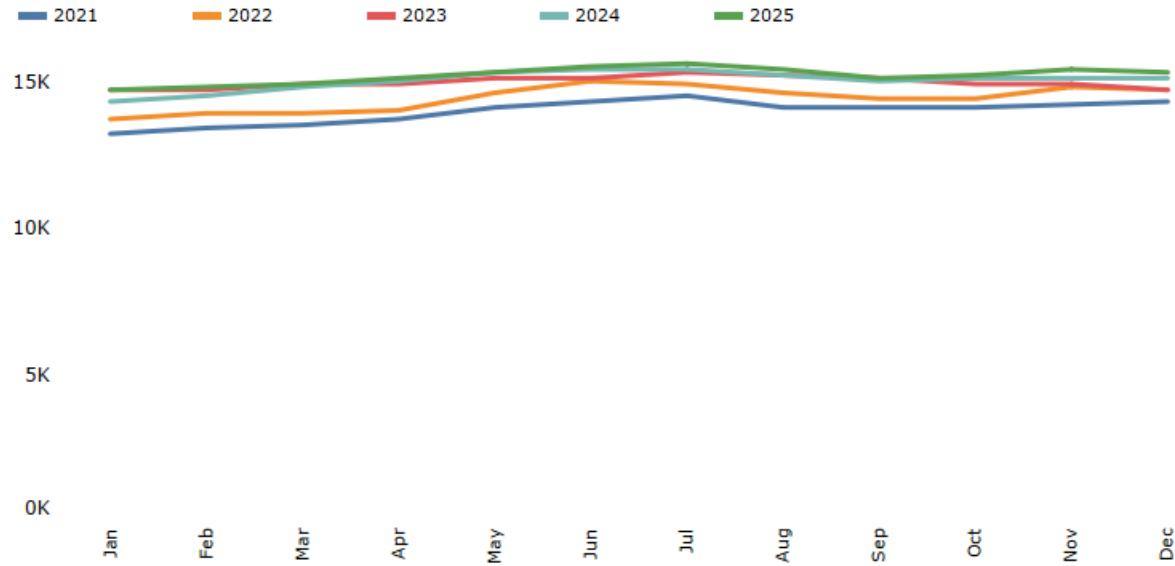
Leisure & Hospitality Job Openings

L&H Job Openings
as of June 2025
903
+14.7% YOY | +17.9% vs. 2019



Employment Recovery

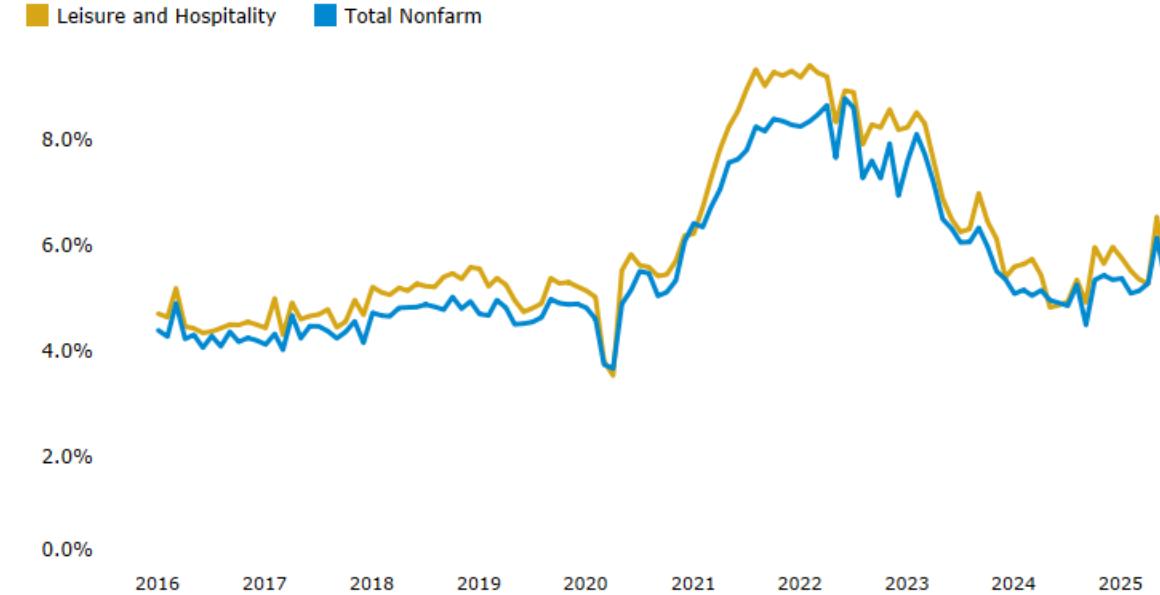
Leisure & Hospitality Jobs (Thousands)



Source: Bureau of Labor Statistics

Job Opening Rate

Share of total available jobs that are not filled



Source: Tourism Economics

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Airport TSA Checkpoint Volume & Visitor Origins

ATL - Hartsfield - Jackson Atlanta International



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Monthly TSA Checkpoint Volume

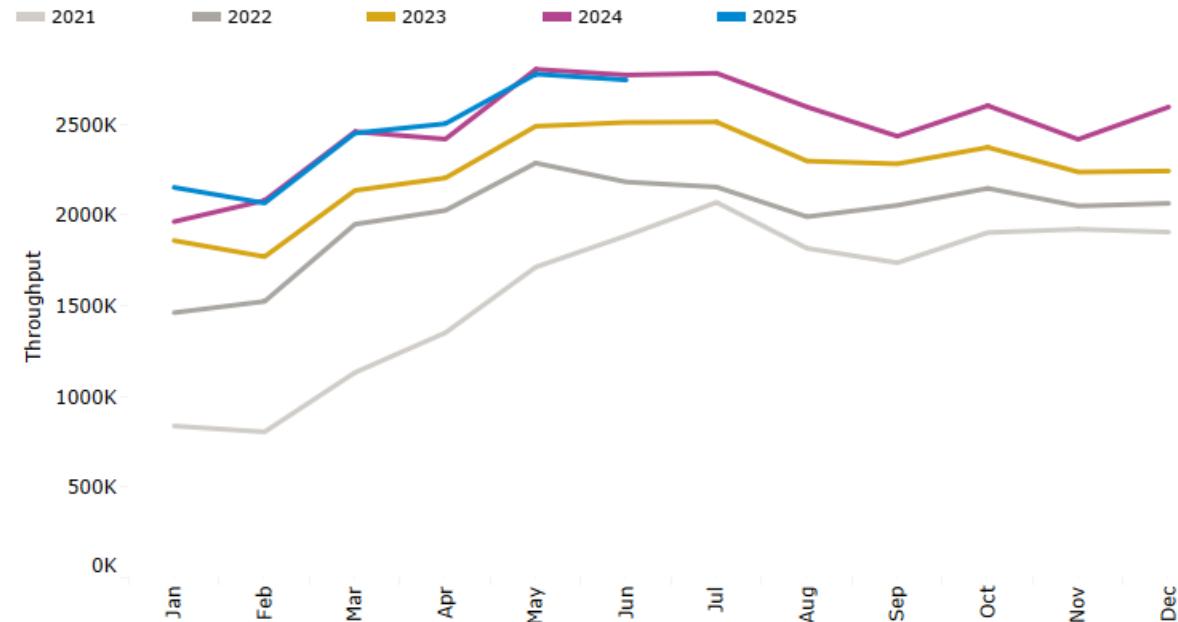
June 2025 Volume

2.7M

-1.0% YOY

TSA Checkpoint Volume by Month

Last Five Calendar Years



Source: Transportation Security Administration

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Jan - Jun 2025 Volume

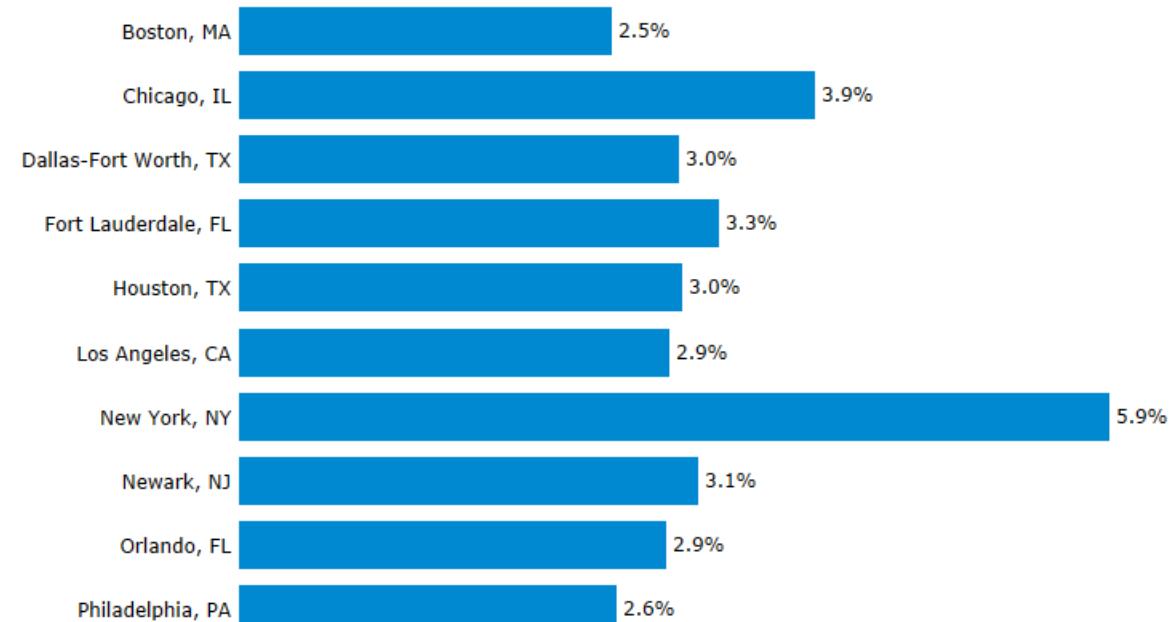
14.7M

+1.4% YOY

Source: Transportation Security Administration

Top Origin Markets - Air

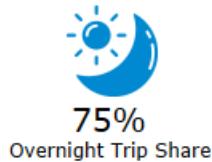
Jan - Jun 2025 Visitor Arrivals



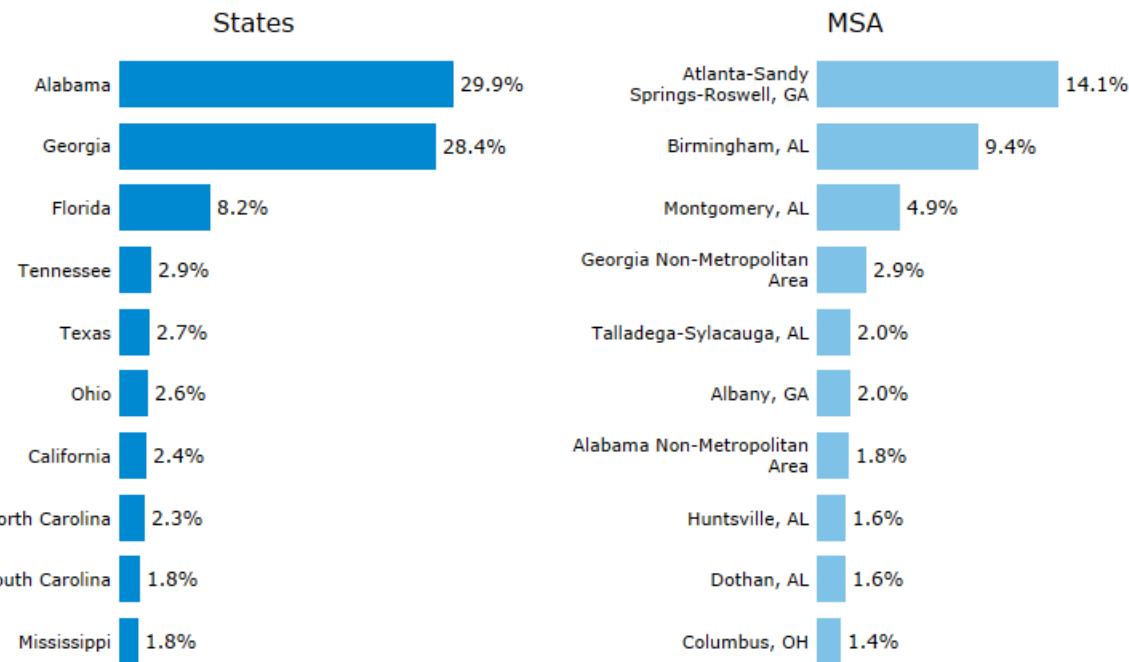
Source: OAG

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June 2025 Domestic Visits

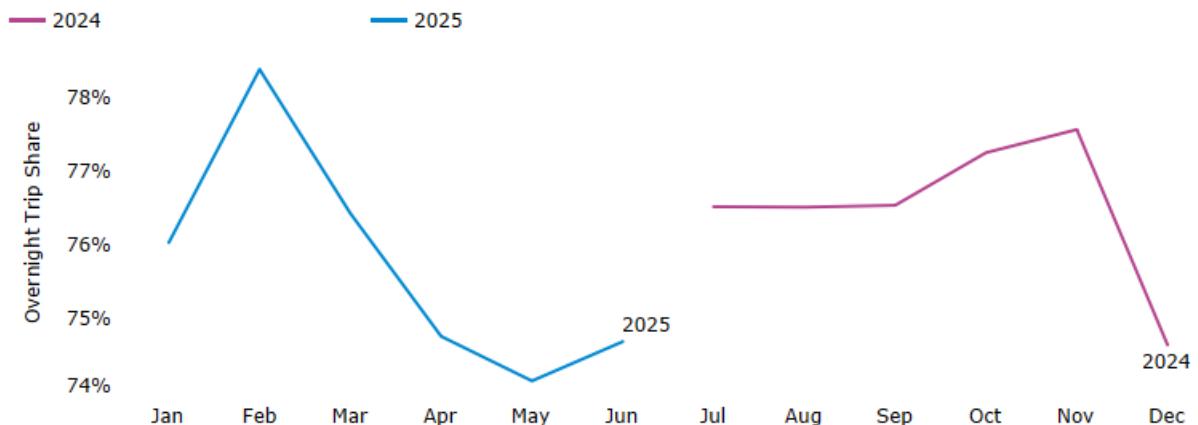


Top Origin Markets

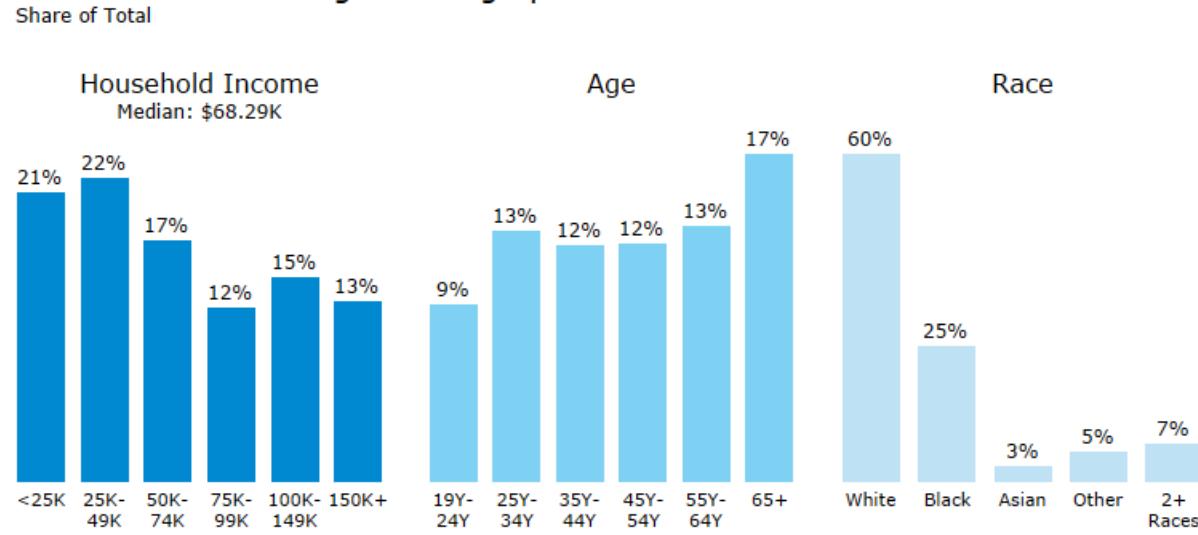


Domestic Visitor Trends & Characteristics

Overnight Trip Share by Month

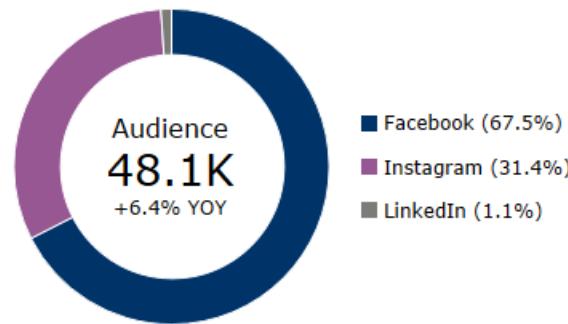


June 2025 Visitor Origin Demographics

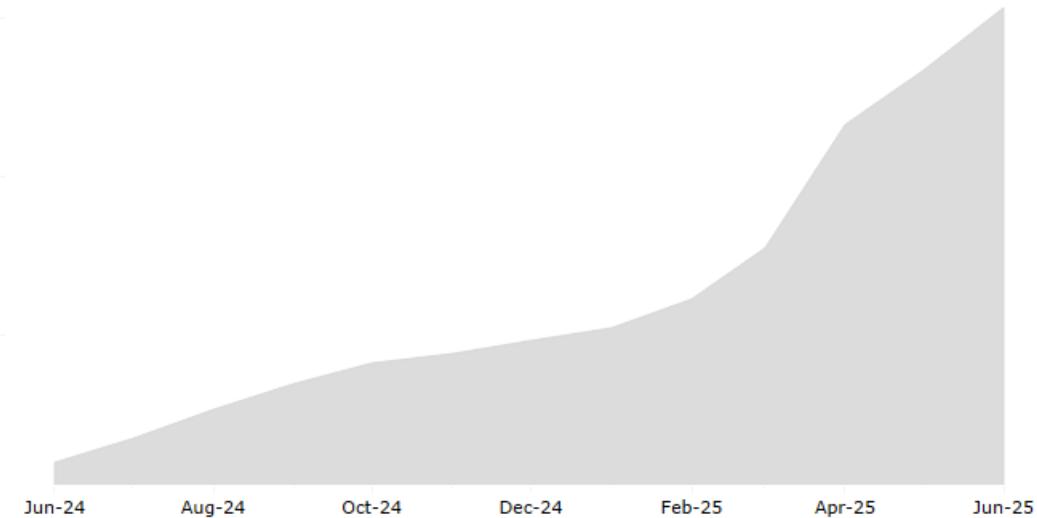




Audience Overview



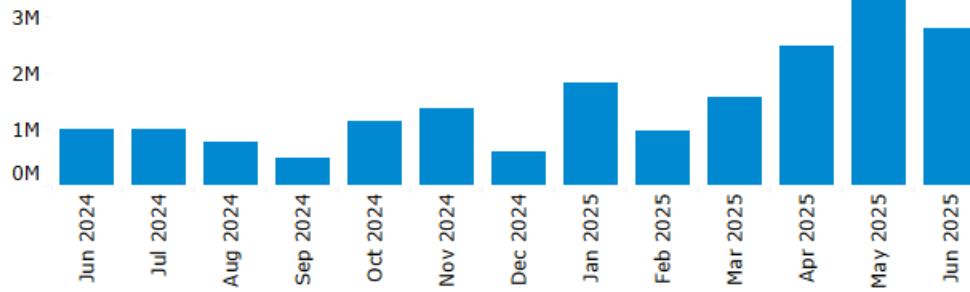
Audience by Month



Engagements & Impressions

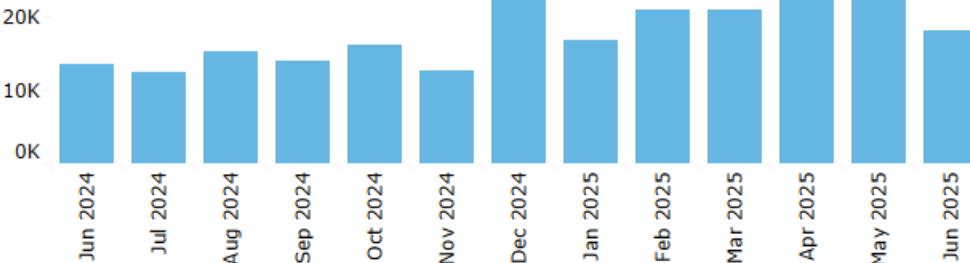
Impressions

June 2025
2.8M
+179.6% YOY



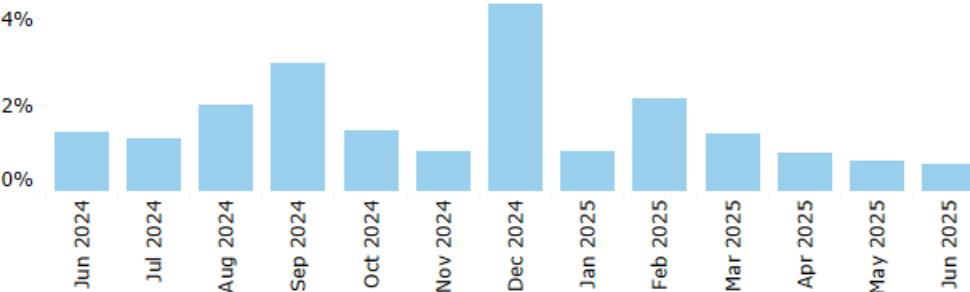
Engagements

June 2025
18.0K
+32.9% YOY



Engagement Rate

June 2025
0.6%
-0.7% pt YOY



Website Performance Summary

June 2025 | Properties: All



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Users
27.8K
-1.6% YOY



Sessions
32.3K
-4.6% YOY



Engaged Sessions
16.1K
-8.6% YOY



Engagement Rate
49.9%
-2.22% pt YOY



Page Views
53.5K
-15.7% YOY



Pages Per Session
1.66 pages
-0.22 pages YOY

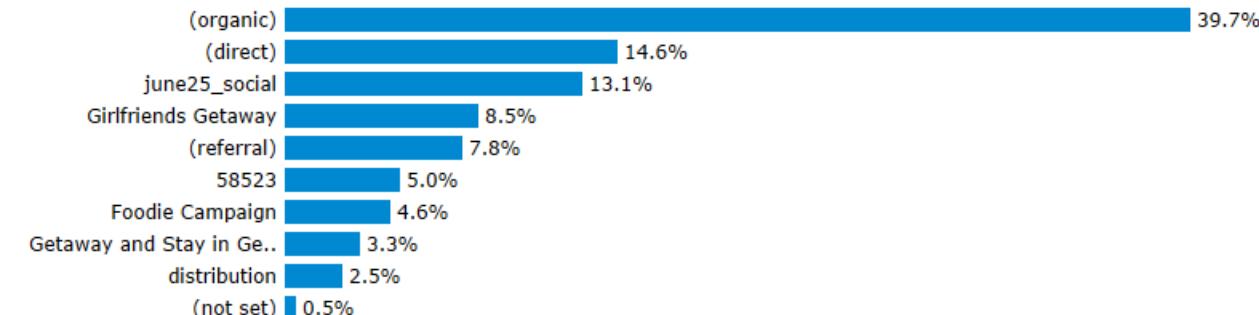


Avg. Session Duration
00:01:50
+0 sec YOY

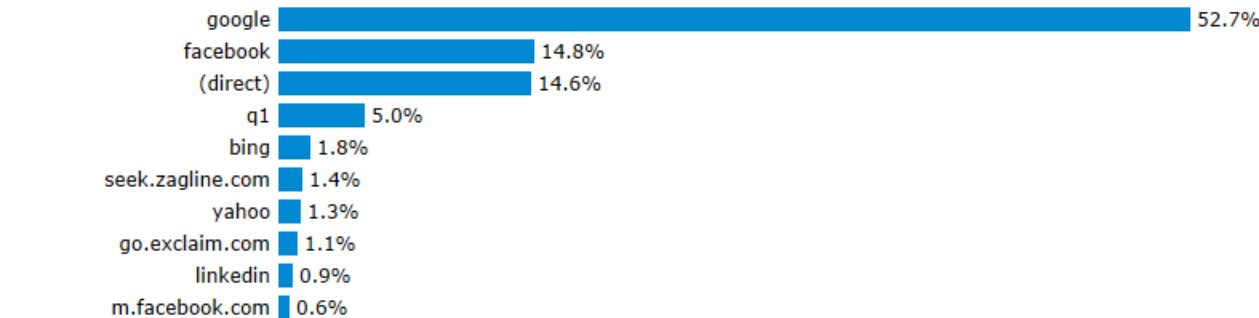


Bounce Rate
50.1%
+2.22% pt YOY

Campaigns

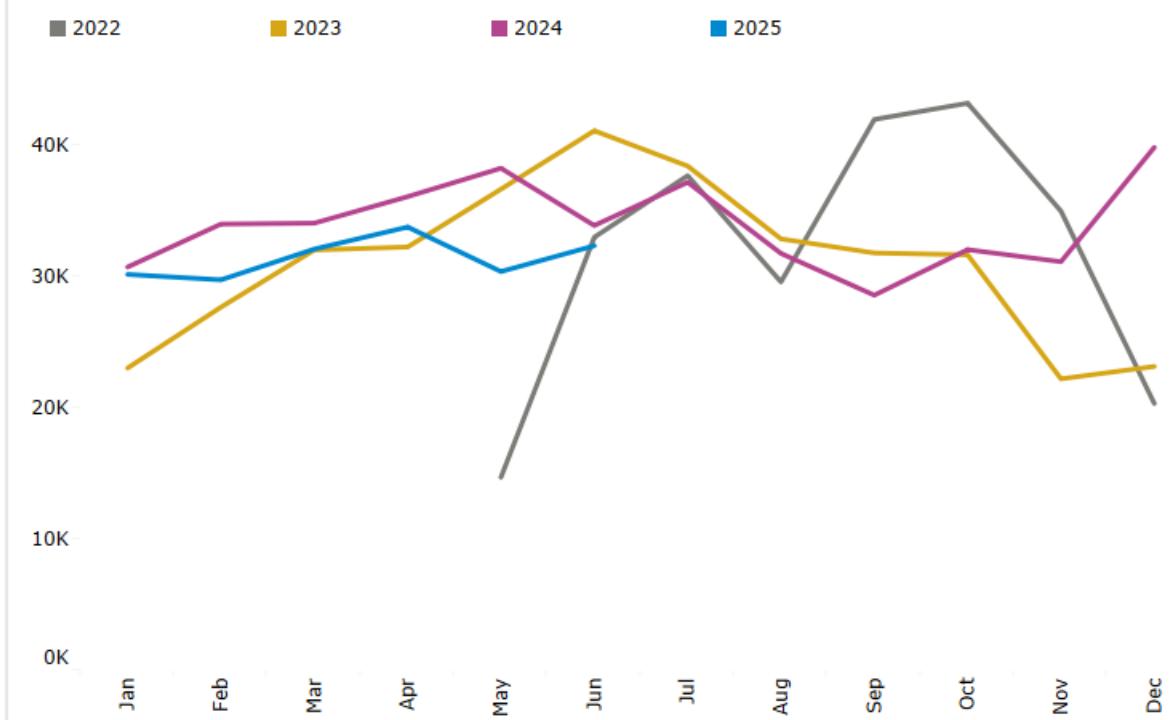


Sources



Sessions Analysis

Monthly Trend



Social Media Performance by Platform

June 2025

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Facebook



Audience
32.4K
+3.1% YOY

Engagement Rate	0.6%
Impressions	2,680,453
Video Views	52,460
Engagements	15,321
Comments	61
Reactions	1,239
Shares	111
Post Link Clicks	10,039
Other Post Clicks	3,871

Instagram



Audience
15.1K
+10.1% YOY

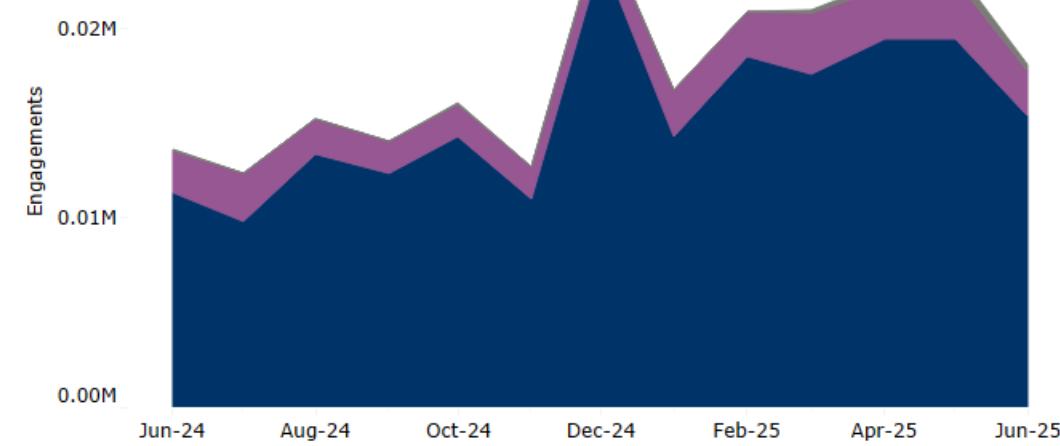
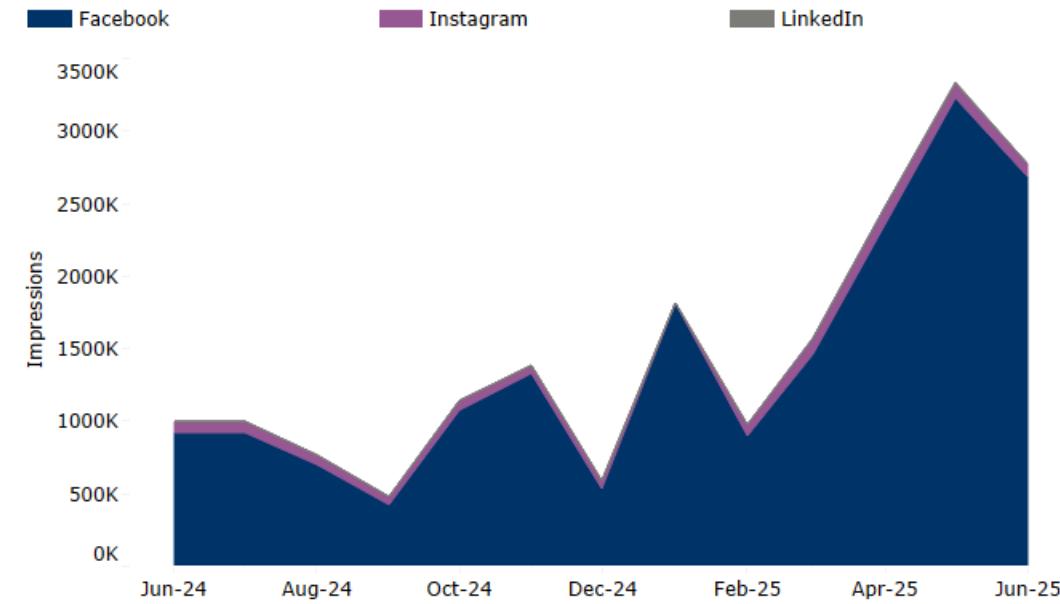
Engagement Rate	2.5%
Impressions	92,579
Video Views	3,438
Engagements	2,352
Comments	109
Reactions	1,960
Saves	
Shares	211

LinkedIn



Audience
511

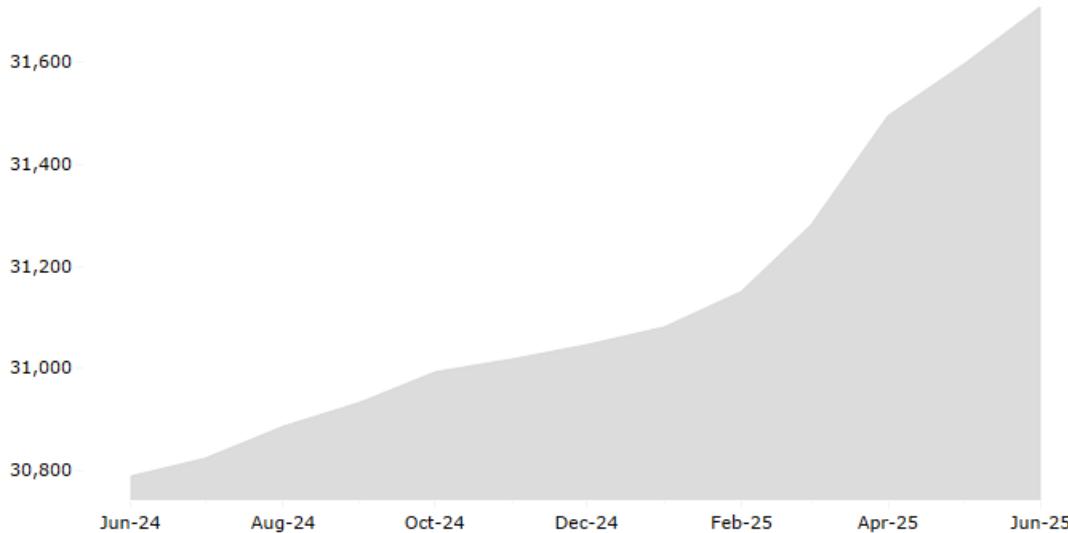
Engagement Rate	9.9%
Impressions	3,608
Video Views	
Engagements	357
Comments	9
Reactions	183
Shares	5
Post Link Clicks	



Audience Overview

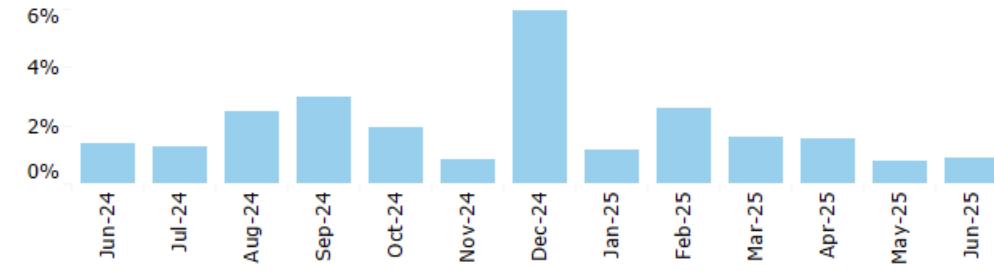
Audience
June 2025
31.7K
+3.0% YOY

Audience by Month



Engagements & Impressions

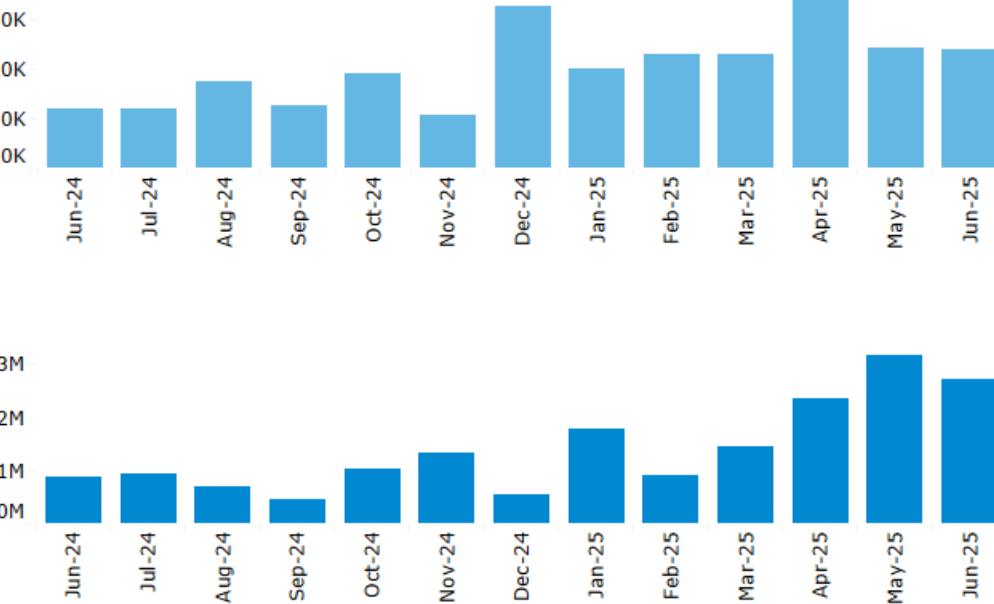
Engagement Rate
June 2025
0.9%
-0.5% pt YOY



Engagements

June 2025
23.8K
+102.1% YOY

Total Impressions
June 2025
2.7M
+212.8% YOY

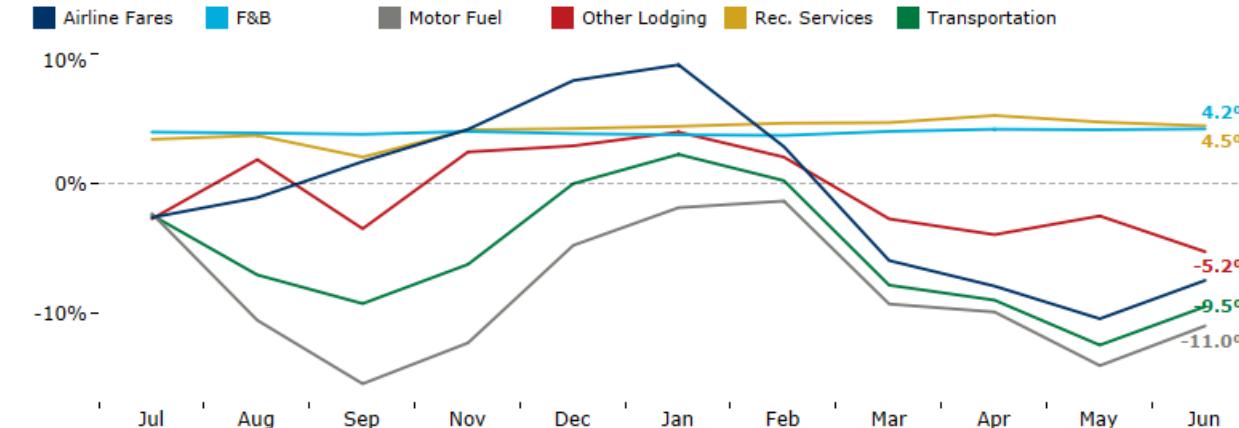


National Travel Trends

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Travel Price Index

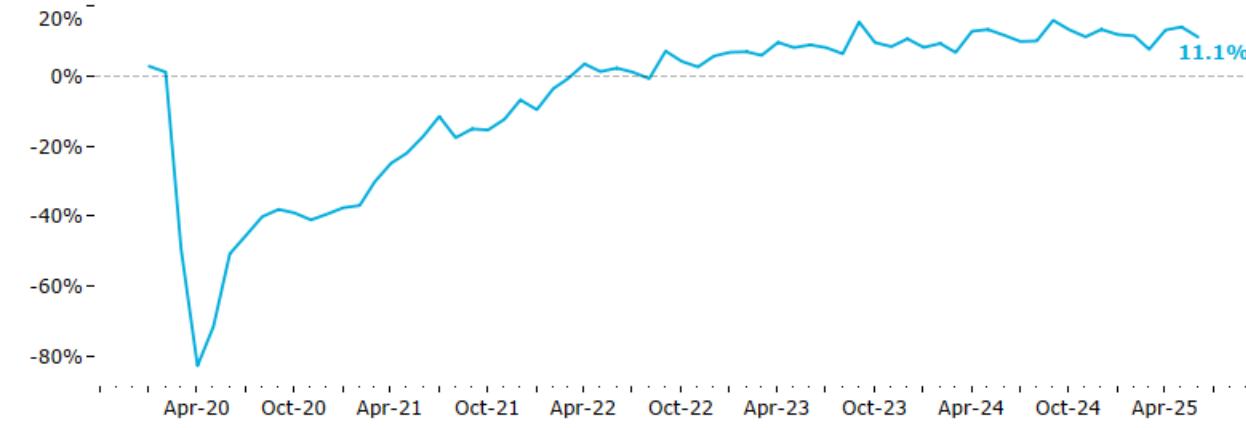
% Change Relative to Same Month in Previous Year | Last 12 Months



Source: U.S. Travel Association via U.S. Travel Recovery Tracker

Travel Spending (% change vs 2019)

% Change vs. 2019 | U.S. total

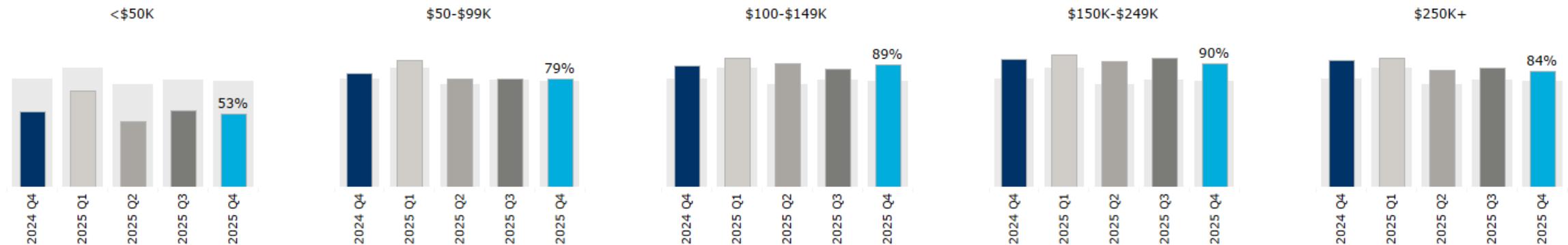


Source: Tourism Economics via U.S. Travel Recovery Tracker

Planning Leisure Travel Within the Next 12 Months

% of American Consumers Planning Travel by Household Income (Calendar Year)

2024 Q4 2025 Q1 2025 Q2 2025 Q3 2025 Q4



Note: Light gray bars represent the average for all survey respondents

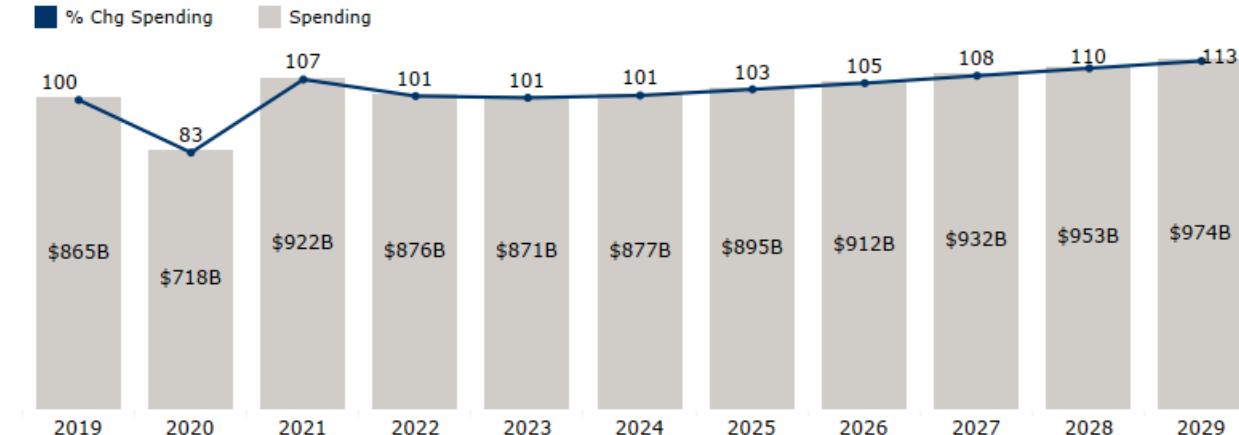
Source: MMGY Global's Portait of American Traveler

Domestic Travel Forecast

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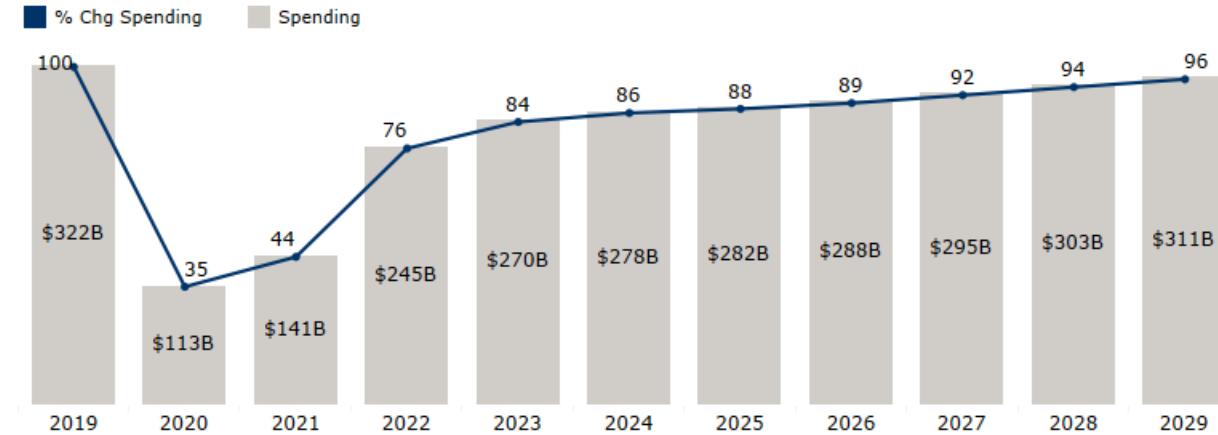
Real Domestic Leisure Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



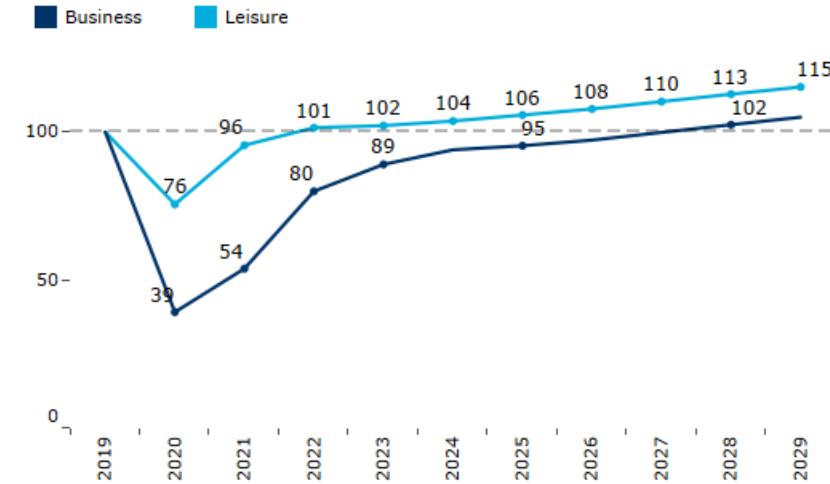
Real Domestic Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



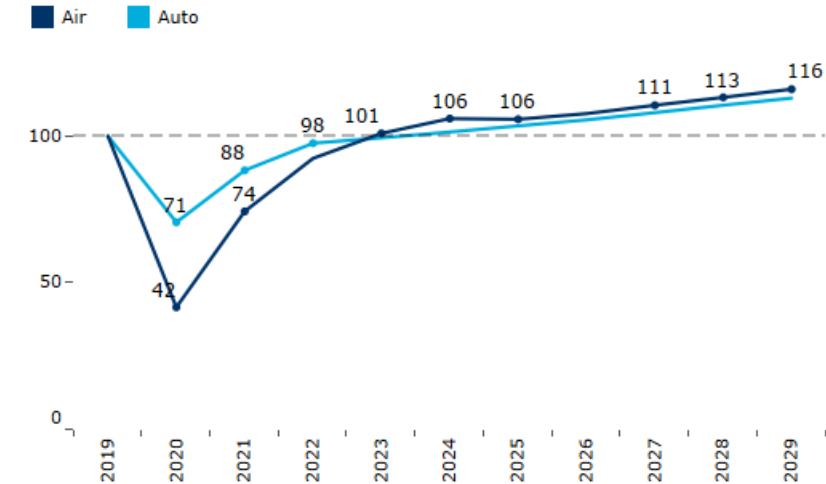
Leisure vs. Business Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



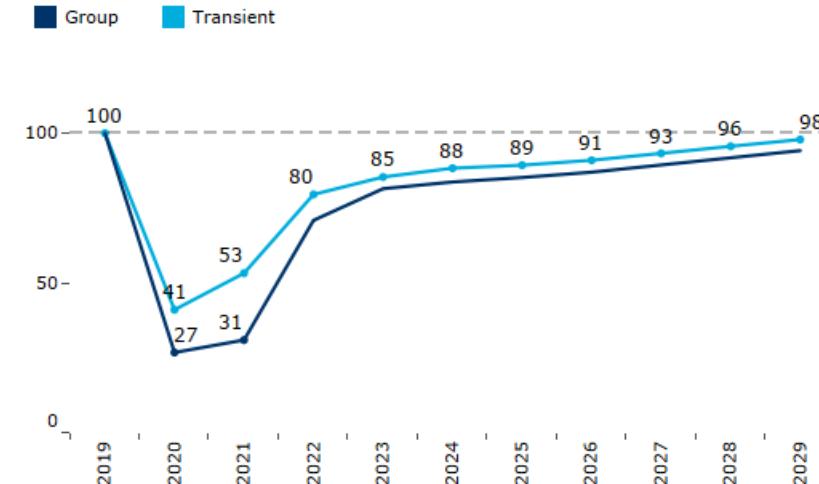
Auto vs. Air Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



Group vs. Transient Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



Forecast as of October 2025

Source: Tourism Economics via U.S. Travel Recovery Tracker

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