



# Monthly Summary Report

## August 2025

Month  
August 2025

## Highlights

Demand for Muscogee County hotels was +4% YOY more than last year. With slightly less rooms to fill at -0.1% YOY, occupancy gained +4.1% YOY to 55.8%. Short term rental demand increased 31% YOY but +31.2% YOY was added to supply causing a -0.2% YOY drop in occupancy to 57.3%.

ADR for hotels was -1.6% YOY lower than last year at \$96 but was offset by the increase in demand generating a +2.3% YOY increase in revenue to \$8.2M for the month. In contrast, short term rental ADR was +17.3% YOY higher at \$192 and combined with the increase in demand resulted in 53.7% YOY more revenue at \$1.9M.

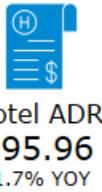
Marketing metrics did well in August illustrated by 11.8% YOY more website sessions at 35.4K, a +7.6% YOY increase in the social media audience at 49K, and a 1% YOY gain in the Facebook audience at 29.9K.

US hotel performance continued to soften in August, as occupancy declined 1.3% YOY driven by a 0.9% increase in supply. ADR remained level as RevPAR declined 1.0% YOY. The market remains split as luxury hotels saw a 4.0% YOY increase in demand, while remaining property classes experienced low to no growth nationally.

The U.S. economy added 22,000 jobs in August, bringing the three-month average to 29,000, while unemployment rose to 4.3% as gains in the health care sector were offset by losses in federal government and energy sectors. U.S. 12-month inflation increased to 2.9% in August.



Source: STR



Source: STR



Source: TSA



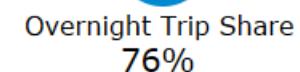
Source: Sprout Social



Source: Meta



Source: Google Analytics



Source: Azira



Source: Bureau of Labor Statistics

# Lodging Summary

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



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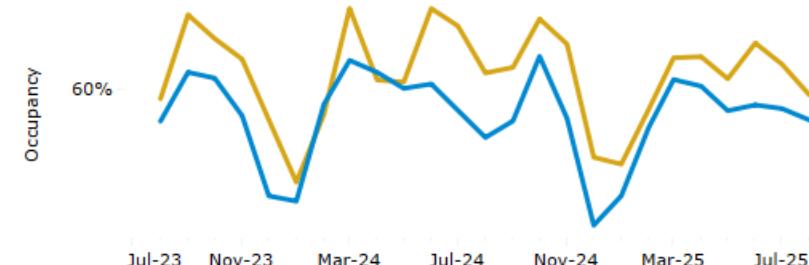
## Aggregate Lodging Performance

Sources: STR & AirDNA

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Aug 2025	<b>56.3%</b>	<b>\$105.02</b>	<b>\$59.14</b>	<b>172.6K</b>	<b>97.2K</b>	<b>\$10.2M</b>
YOY % Change	+3.5% YOY	+1.8% YOY	+5.3% YOY	+2.2% YOY	+5.7% YOY	+7.6% YOY
Year-to-Date	<b>56.9%</b>	<b>\$107.27</b>	<b>\$61.01</b>	<b>1.3M</b>	<b>763.3K</b>	<b>\$81.9M</b>
YTD YOY % Change	-2.0% YOY	+2.5% YOY	+0.5% YOY	+6.3% YOY	+4.2% YOY	+6.8% YOY

## Occupancy by Month

Hotels Short Term Vacation Rentals



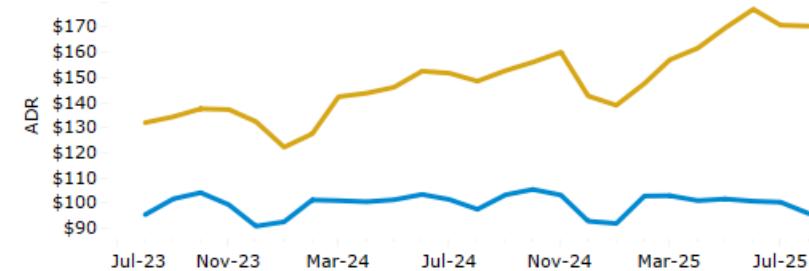
## Hotel Performance

Source: STR

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Aug 2025	<b>55.9%</b>	<b>\$95.96</b>	<b>\$53.67</b>	<b>152.6K</b>	<b>85.4K</b>	<b>\$8.2M</b>
YOY % Change	+4.4% YOY	-1.7% YOY	+2.6% YOY	-0.1% YOY	+4.3% YOY	+2.5% YOY
Year-to-Date	<b>56.4%</b>	<b>\$99.94</b>	<b>\$56.34</b>	<b>1.2M</b>	<b>674.6K</b>	<b>\$67.4M</b>
YTD YOY % Change	-2.1% YOY	-0.3% YOY	-2.3% YOY	+4.6% YOY	+2.5% YOY	+2.2% YOY

## ADR by Month

Hotels Short Term Vacation Rentals



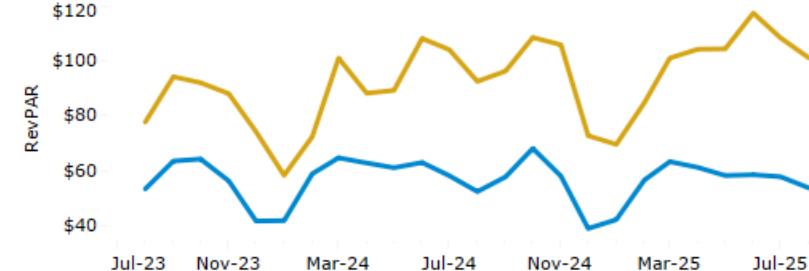
## Short Term Vacation Rental Performance

Source: AirDNA (All Properties)

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Aug 2025	<b>59.3%</b>	<b>\$170.41</b>	<b>\$101.01</b>	<b>20.0K</b>	<b>11.8K</b>	<b>\$2.0M</b>
YOY % Change	-4.7% YOY	+14.7% YOY	+9.3% YOY	+23.3% YOY	+17.5% YOY	+34.8% YOY
Year-to-Date	<b>61.0%</b>	<b>\$163.11</b>	<b>\$99.50</b>	<b>145.3K</b>	<b>88.6K</b>	<b>\$14.5M</b>
YTD YOY % Change	-2.7% YOY	+13.7% YOY	+10.6% YOY	+22.4% YOY	+19.1% YOY	+35.4% YOY

## RevPAR by Month

Hotels Short Term Vacation Rentals

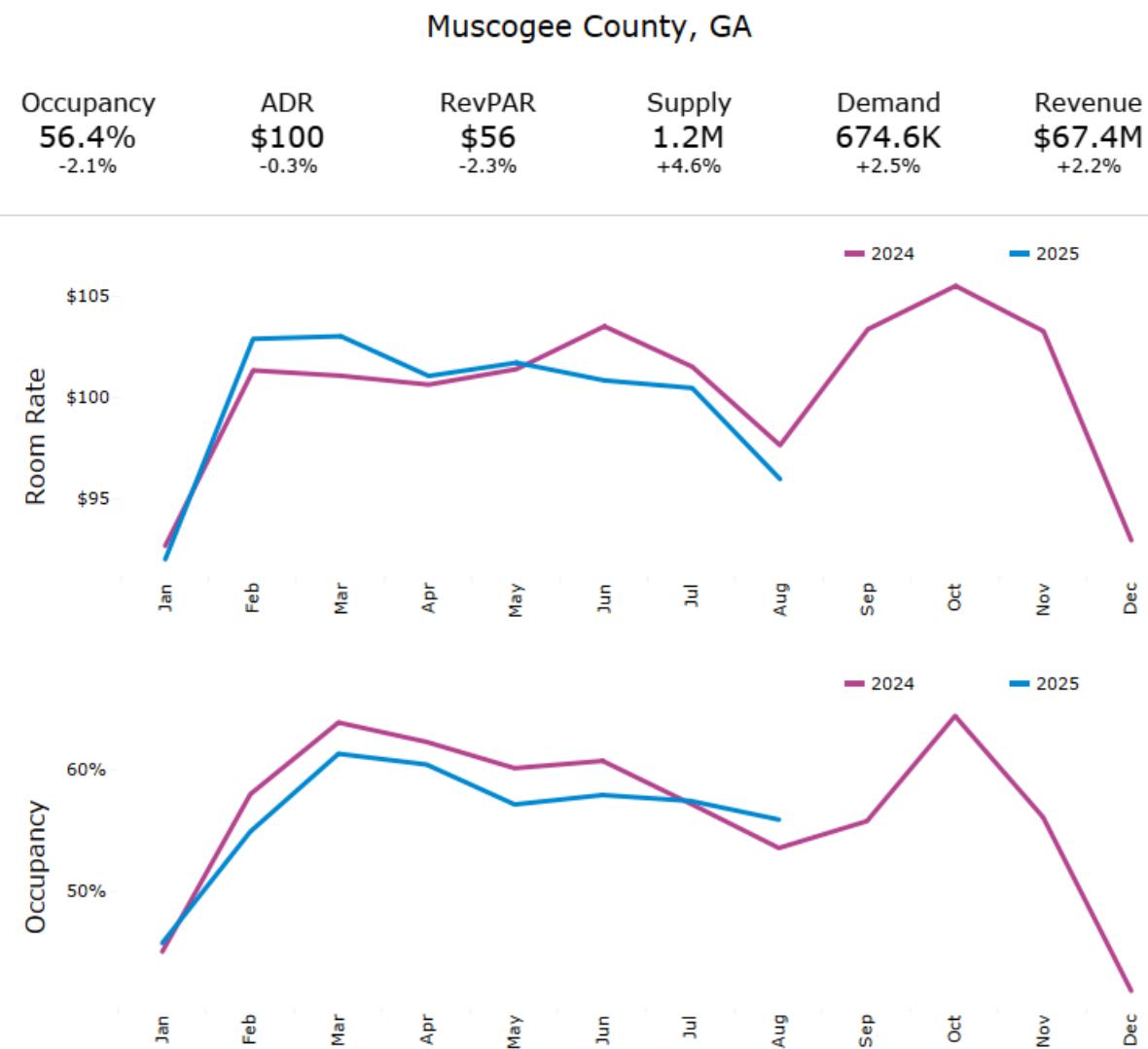


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## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jun	Muscogee County, GA	57.9%	\$101	-2.6%	\$58	-7.1%
	Russell County, AL	48.1%	\$96	-11.5%	\$46	-4.4%
Jul	Muscogee County, GA	57.5%	\$100	-1.0%	\$58	-0.6%
	Russell County, AL	48.5%	\$100	-5.8%	\$49	+4.1%
Aug	Muscogee County, GA	55.9%	\$96	-1.7%	\$54	+2.6%
	Russell County, AL	46.2%	\$99	-5.7%	\$46	+2.0%

## Calendar Year-to-Date Performance



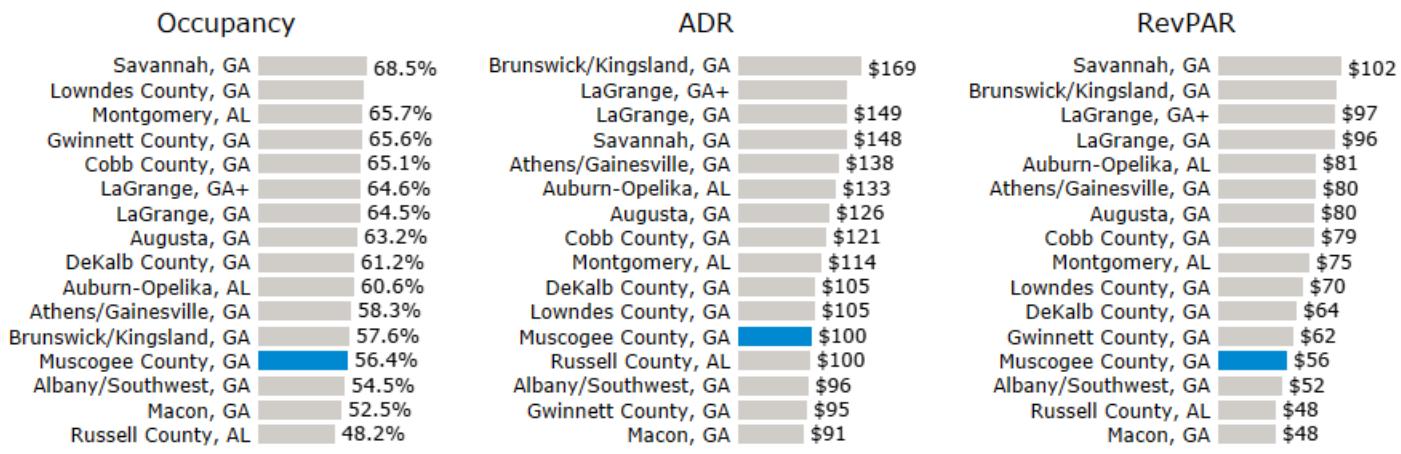


## Monthly Performance by Market

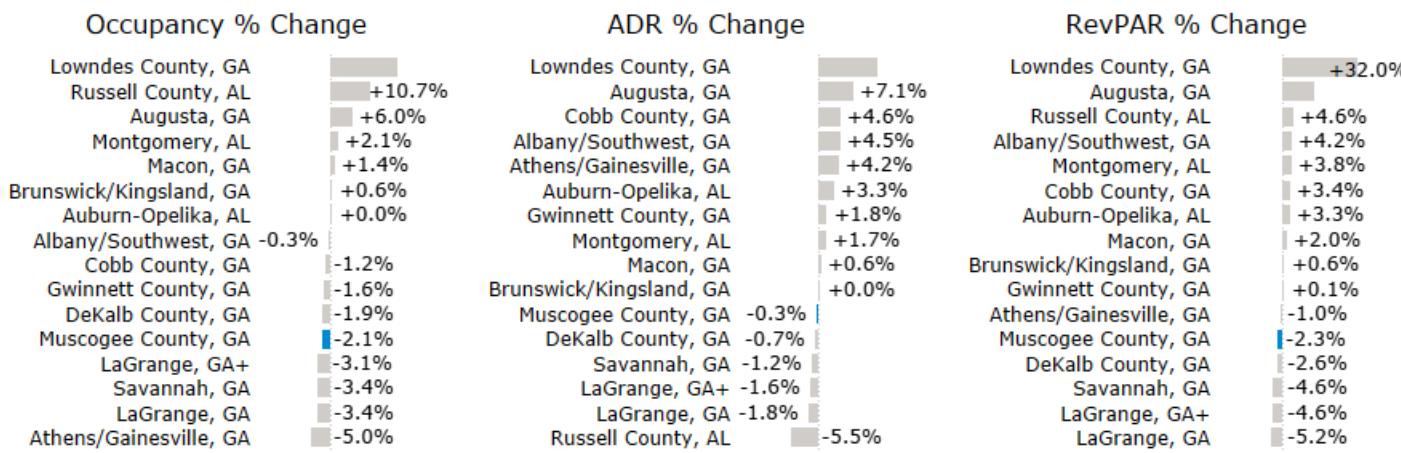
	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Jun	Muscogee County, GA	57.9%	-4.6%	\$101	<span style="color: red;">-2.6%</span>	\$58	<span style="color: red;">-7.1%</span>
	Albany/Southwest, GA	54.3%	-4.3%	\$95	<span style="color: green;">+3.7%</span>	\$52	<span style="color: red;">-0.8%</span>
	Athens/Gainesville, GA	60.8%	-4.2%	\$139	<span style="color: green;">+5.4%</span>	\$84	<span style="color: green;">+1.0%</span>
	Auburn-Opelika, AL	65.9%	+2.0%	\$128	<span style="color: green;">+2.8%</span>	\$85	<span style="color: green;">+4.9%</span>
	Augusta, GA	59.9%	+0.5%	\$97	<span style="color: green;">+2.5%</span>	\$58	<span style="color: green;">+3.0%</span>
	Brunswick/Kingsland, ..	60.5%	+0.0%	\$182	<span style="color: green;">+1.1%</span>	\$110	<span style="color: green;">+1.0%</span>
	Cobb County, GA	69.4%	<span style="color: red;">-2.7%</span>	\$134	<span style="color: green;">+4.3%</span>	\$93	<span style="color: green;">+1.5%</span>
	DeKalb County, GA	61.6%	<span style="color: red;">-3.3%</span>	\$103	<span style="color: red;">-3.4%</span>	\$63	<span style="color: red;">-6.6%</span>
	Gwinnett County, GA	66.8%	<span style="color: red;">-4.0%</span>	\$97	<span style="color: green;">+0.5%</span>	\$65	<span style="color: red;">-3.5%</span>
	LaGrange, GA	69.5%	<span style="color: red;">-7.3%</span>	\$156	<span style="color: green;">+1.9%</span>	\$108	<span style="color: red;">-5.5%</span>
	LaGrange, GA+	69.5%	<span style="color: red;">-7.3%</span>	\$156	<span style="color: green;">+1.9%</span>	\$108	<span style="color: red;">-5.5%</span>
	Lowndes County, GA	69.9%	<span style="color: green;">+18.4%</span>	\$106	<span style="color: green;">+9.6%</span>	\$74	<span style="color: green;">+29.8%</span>
	Macon, GA	53.5%	<span style="color: red;">-4.7%</span>	\$92	<span style="color: green;">+0.0%</span>	\$49	<span style="color: red;">-4.7%</span>
	Montgomery, AL	67.8%	<span style="color: green;">+2.2%</span>	\$117	<span style="color: green;">+4.3%</span>	\$79	<span style="color: green;">+6.6%</span>
	Russell County, AL	48.1%	<span style="color: green;">+8.0%</span>	\$96	<span style="color: red;">-11.5%</span>	\$46	<span style="color: red;">-4.4%</span>
	Savannah, GA	70.6%	<span style="color: red;">-4.6%</span>	\$147	<span style="color: red;">-6.1%</span>	\$104	<span style="color: red;">-10.4%</span>
Jul	Muscogee County, GA	57.5%	<span style="color: green;">+0.4%</span>	\$100	<span style="color: red;">-1.0%</span>	\$58	<span style="color: red;">-0.6%</span>
	Albany/Southwest, GA	52.9%	<span style="color: green;">+0.5%</span>	\$95	<span style="color: green;">+5.3%</span>	\$50	<span style="color: green;">+5.8%</span>
	Athens/Gainesville, GA	55.7%	<span style="color: red;">-7.2%</span>	\$125	<span style="color: green;">+1.0%</span>	\$70	<span style="color: red;">-6.3%</span>
	Auburn-Opelika, AL	59.0%	<span style="color: red;">-2.7%</span>	\$119	<span style="color: green;">+0.8%</span>	\$70	<span style="color: red;">-1.9%</span>
	Augusta, GA	64.9%	<span style="color: green;">+3.3%</span>	\$110	<span style="color: green;">+4.1%</span>	\$71	<span style="color: green;">+7.5%</span>
	Brunswick/Kingsland, ..	60.2%	<span style="color: green;">+2.2%</span>	\$193	<span style="color: green;">+0.5%</span>	\$116	<span style="color: green;">+2.7%</span>
	Cobb County, GA	69.2%	<span style="color: red;">-0.7%</span>	\$143	<span style="color: green;">+10.9%</span>	\$99	<span style="color: green;">+10.1%</span>
	DeKalb County, GA	65.5%	<span style="color: green;">+1.9%</span>	\$109	<span style="color: green;">+2.0%</span>	\$71	<span style="color: green;">+3.9%</span>
	Gwinnett County, GA	67.8%	<span style="color: red;">-1.0%</span>	\$95	<span style="color: red;">-0.4%</span>	\$64	<span style="color: red;">-1.4%</span>
	LaGrange, GA	70.2%	<span style="color: green;">+3.4%</span>	\$172	<span style="color: red;">-6.8%</span>	\$120	<span style="color: red;">-3.6%</span>
	LaGrange, GA+	70.2%	<span style="color: green;">+3.4%</span>	\$172	<span style="color: red;">-6.8%</span>	\$120	<span style="color: red;">-3.6%</span>
	Lowndes County, GA	62.6%	<span style="color: green;">+14.3%</span>	\$103	<span style="color: green;">+12.3%</span>	\$64	<span style="color: green;">+28.4%</span>
	Macon, GA	53.2%	<span style="color: green;">+3.8%</span>	\$89	<span style="color: red;">-0.5%</span>	\$47	<span style="color: green;">+3.3%</span>
	Montgomery, AL	65.3%	<span style="color: green;">+2.6%</span>	\$111	<span style="color: green;">+2.0%</span>	\$72	<span style="color: green;">+4.7%</span>
	Russell County, AL	48.5%	<span style="color: green;">+10.4%</span>	\$100	<span style="color: red;">-5.8%</span>	\$49	<span style="color: green;">+4.1%</span>
	Savannah, GA	70.7%	<span style="color: green;">+4.3%</span>	\$142	<span style="color: green;">+1.6%</span>	\$100	<span style="color: green;">+5.9%</span>
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	Albany/Southwest, GA	49.2%	<span style="color: red;">-4.4%</span>	\$94	<span style="color: green;">+4.6%</span>	\$46	<span style="color: green;">+0.0%</span>
	Athens/Gainesville, GA	54.7%	<span style="color: red;">-8.9%</span>	\$138	<span style="color: green;">+4.6%</span>	\$75	<span style="color: red;">-4.7%</span>
	Auburn-Opelika, AL	64.0%	<span style="color: red;">-8.9%</span>	\$146	<span style="color: green;">+2.0%</span>	\$94	<span style="color: red;">-7.1%</span>
	Augusta, GA	60.4%	<span style="color: green;">+0.4%</span>	\$100	<span style="color: green;">+3.3%</span>	\$60	<span style="color: green;">+3.7%</span>
	Brunswick/Kingsland, ..	51.0%	<span style="color: red;">-0.5%</span>	\$166	<span style="color: green;">+5.0%</span>	\$85	<span style="color: green;">+4.5%</span>
	Cobb County, GA	62.8%	<span style="color: red;">-2.2%</span>	\$119	<span style="color: green;">+3.6%</span>	\$75	<span style="color: green;">+1.3%</span>
	DeKalb County, GA	60.0%	<span style="color: red;">-2.8%</span>	\$105	<span style="color: green;">+0.4%</span>	\$63	<span style="color: red;">-2.5%</span>
	Gwinnett County, GA	65.6%	<span style="color: green;">+0.5%</span>	\$93	<span style="color: green;">+2.3%</span>	\$61	<span style="color: green;">+2.9%</span>
	LaGrange, GA	60.1%	<span style="color: green;">+3.7%</span>	\$131	<span style="color: red;">-2.1%</span>	\$78	<span style="color: green;">+1.5%</span>
	LaGrange, GA+	60.1%	<span style="color: green;">+3.7%</span>	\$131	<span style="color: red;">-2.1%</span>	\$78	<span style="color: green;">+1.5%</span>
	Lowndes County, GA	53.4%	<span style="color: green;">+4.1%</span>	\$96	<span style="color: green;">+9.3%</span>	\$51	<span style="color: green;">+13.7%</span>
	Macon, GA	48.8%	<span style="color: red;">-1.9%</span>	\$86	<span style="color: red;">-0.3%</span>	\$42	<span style="color: red;">-2.2%</span>
	Montgomery, AL	64.5%	<span style="color: green;">+1.5%</span>	\$115	<span style="color: green;">+0.5%</span>	\$74	<span style="color: green;">+2.0%</span>
	Russell County, AL	46.2%	<span style="color: green;">+8.2%</span>	\$99	<span style="color: red;">-5.7%</span>	\$46	<span style="color: green;">+2.0%</span>
	Savannah, GA	59.4%	<span style="color: red;">-1.7%</span>	\$127	<span style="color: green;">+1.2%</span>	\$75	<span style="color: red;">-0.5%</span>

## Calendar Year-to-Date Performance

### Performance by Market



### % Change vs. Previous Year





## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
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Jun

Columbus	66.2%	-6.5%	\$177	+16.1%	\$117	+8.5%
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Jul

Columbus	63.4%	-7.5%	\$171	+12.6%	\$108	+4.1%
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Aug

Columbus	59.3%	-4.7%	\$170	+14.7%	\$101	+9.3%
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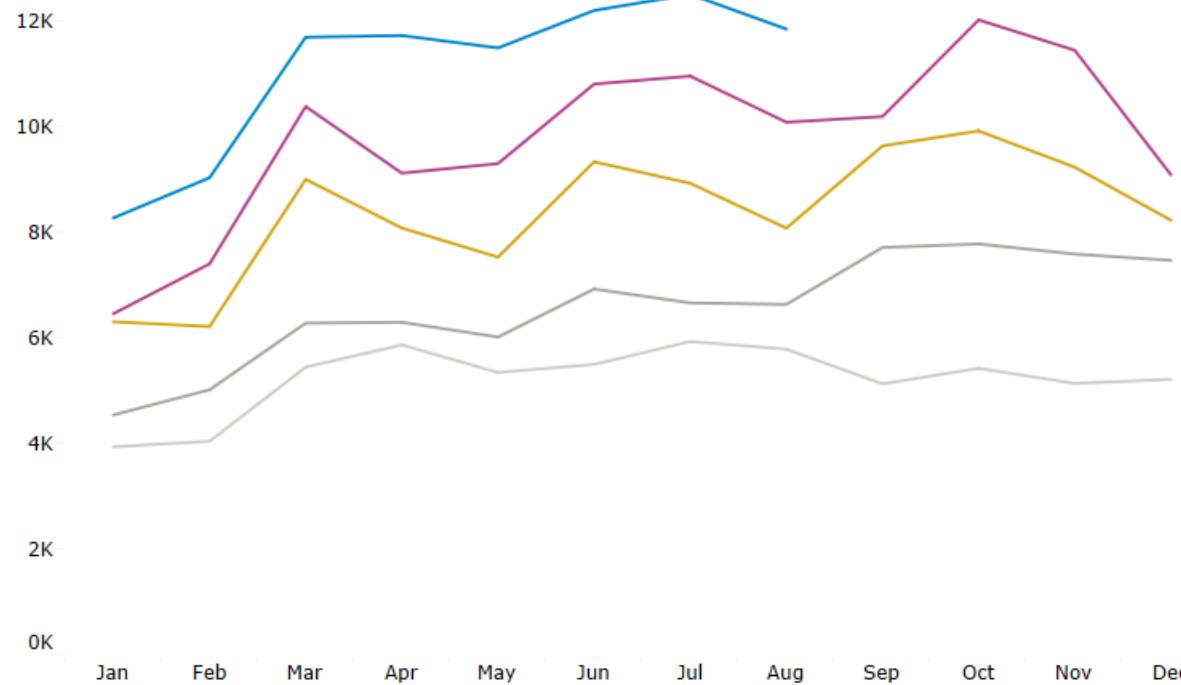
## Calendar Year-to-Date Performance

**Columbus**  
All Properties

Occupancy <b>61.0%</b> -2.7%	ADR <b>\$163</b> +13.7%	RevPAR <b>\$100</b> +10.6%	Supply <b>145.3K</b> +22.4%	Demand <b>88.6K</b> +19.1%	Revenue <b>\$14.5M</b> +35.4%
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## Short Term Rental Demand by Month

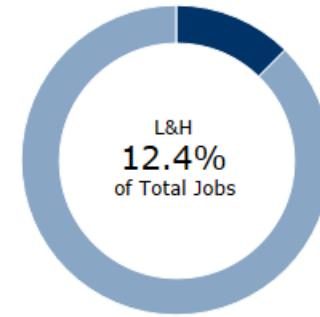
Last Five Calendar Years

2021 2022 2023 2024 2025




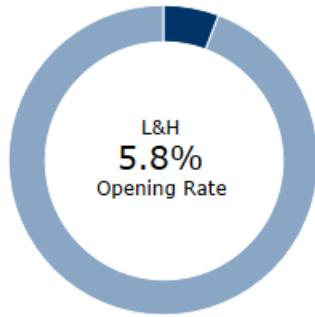
## Total Leisure & Hospitality Jobs

L&H Jobs  
as of August 2025  
**15.4K**  
+1.3% YOY | +0.0% vs. 2019



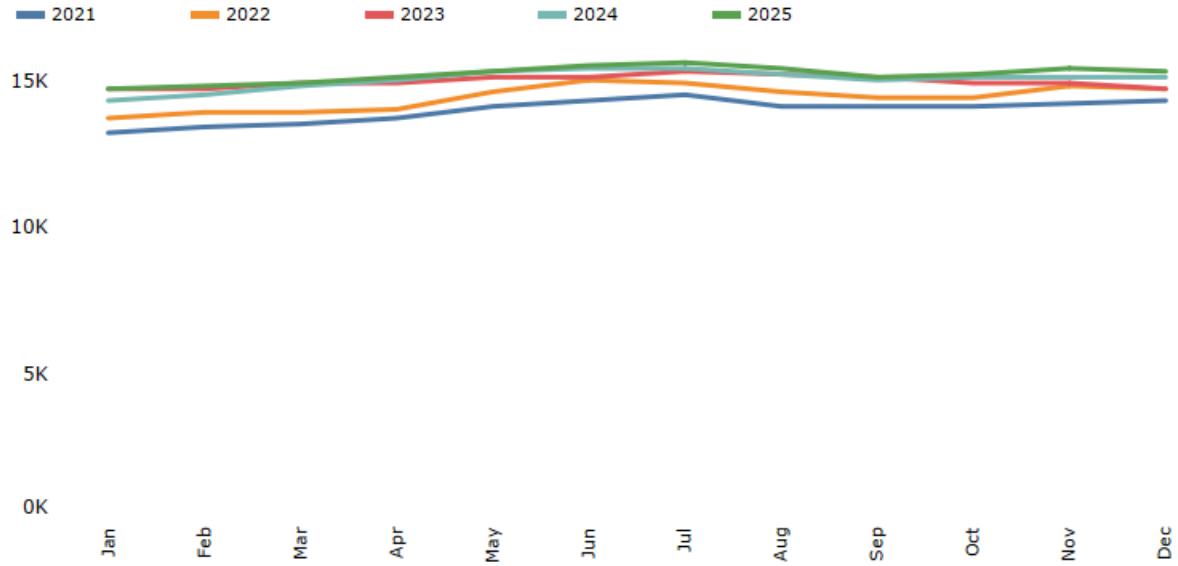
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of August 2025  
**948**  
+10.6% YOY | +19.3% vs. 2019



## Employment Recovery

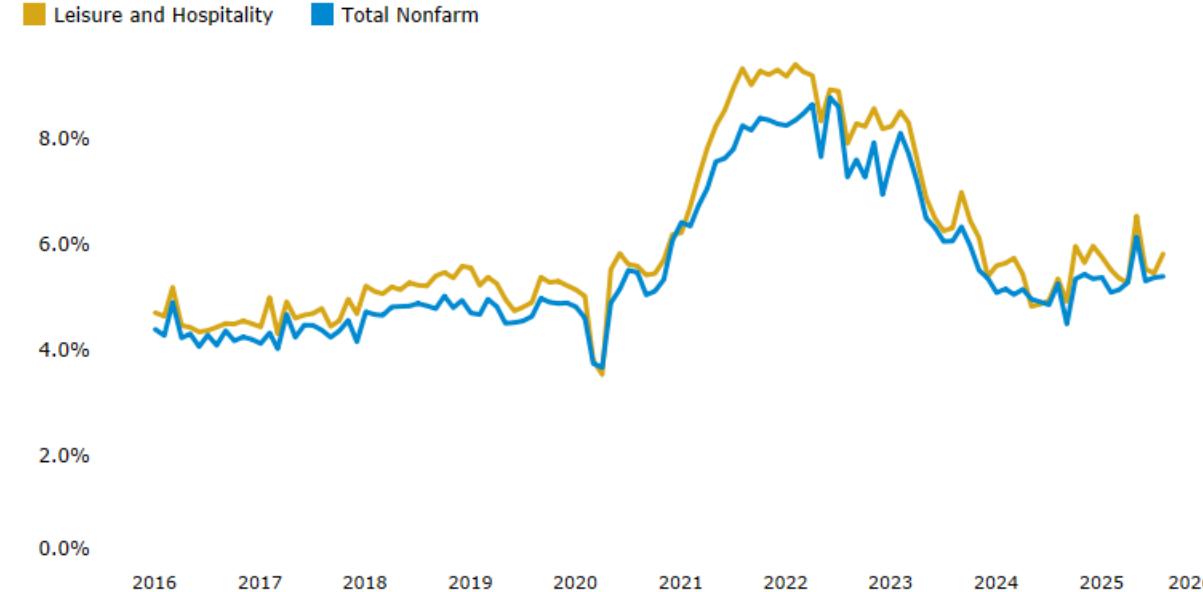
Leisure & Hospitality Jobs (Thousands)



Source: Bureau of Labor Statistics

## Job Opening Rate

Share of total available jobs that are not filled



Source: Tourism Economics

Powered by Symphony | Tourism Economics

# Airport TSA Checkpoint Volume & Visitor Origins

ATL - Hartsfield - Jackson Atlanta International



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## Monthly TSA Checkpoint Volume

August 2025 Volume

**2.6M**

-0.8% YOY

## Year-to-Date TSA Checkpoint Volume & Visitor Origins

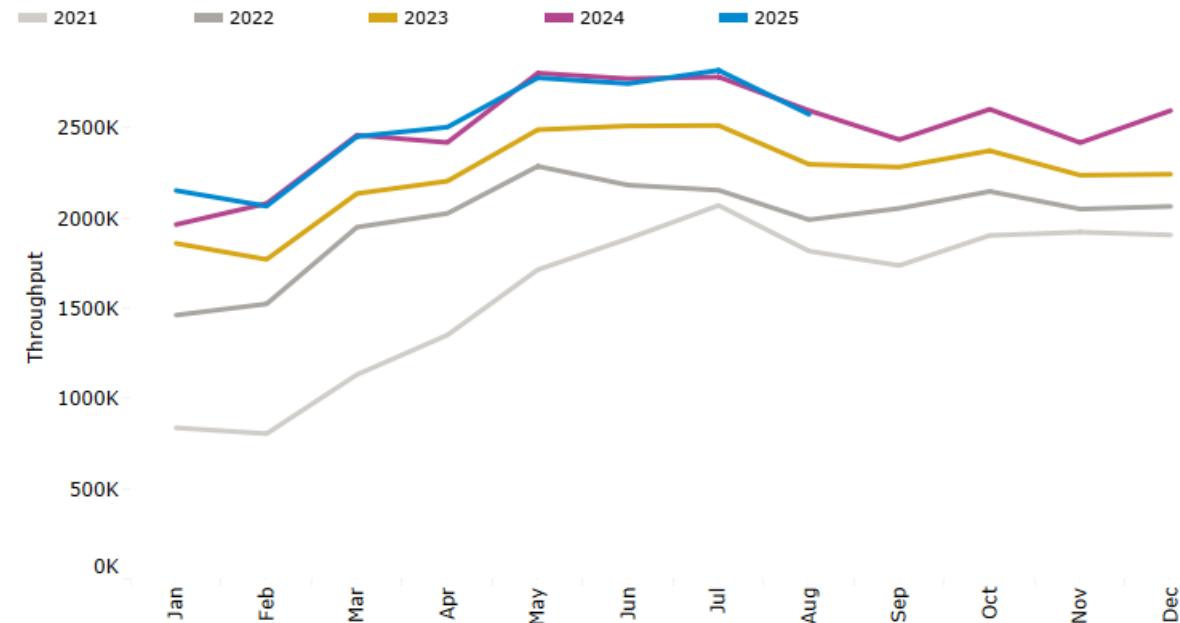
Jan - Aug 2025 Volume

**20.1M**

+1.1% YOY

### TSA Checkpoint Volume by Month

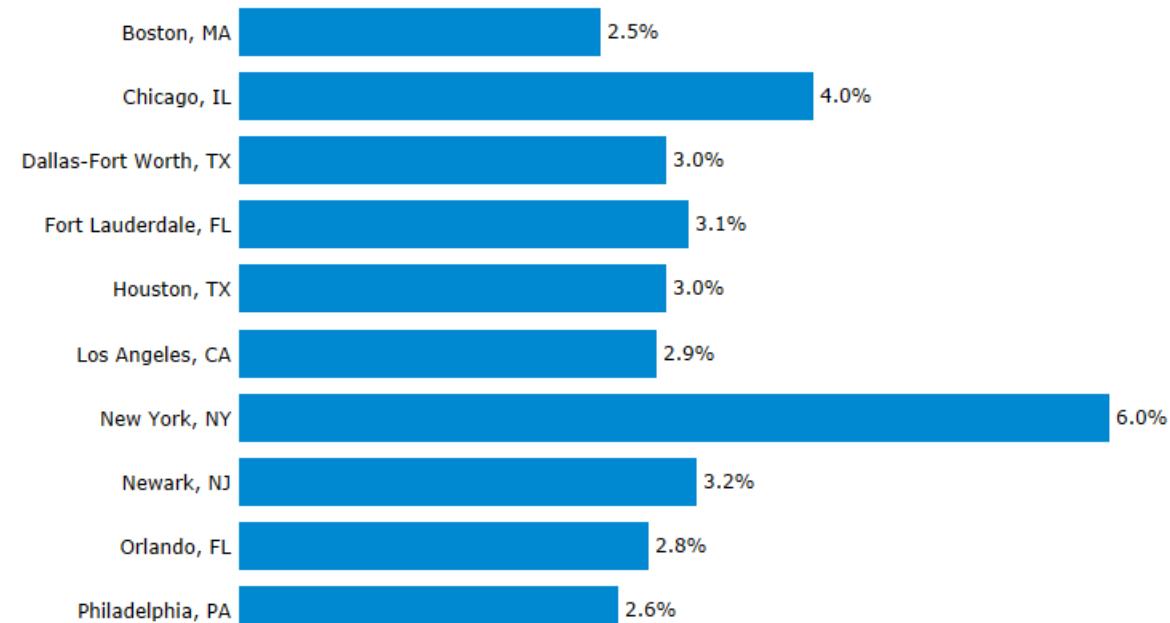
Last Five Calendar Years



Source: Transportation Security Administration

### Top Origin Markets - Air

Jan - Aug 2025 Visitor Arrivals



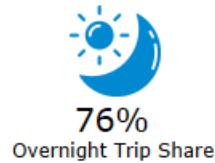
Source: OAG

Source: Transportation Security Administration

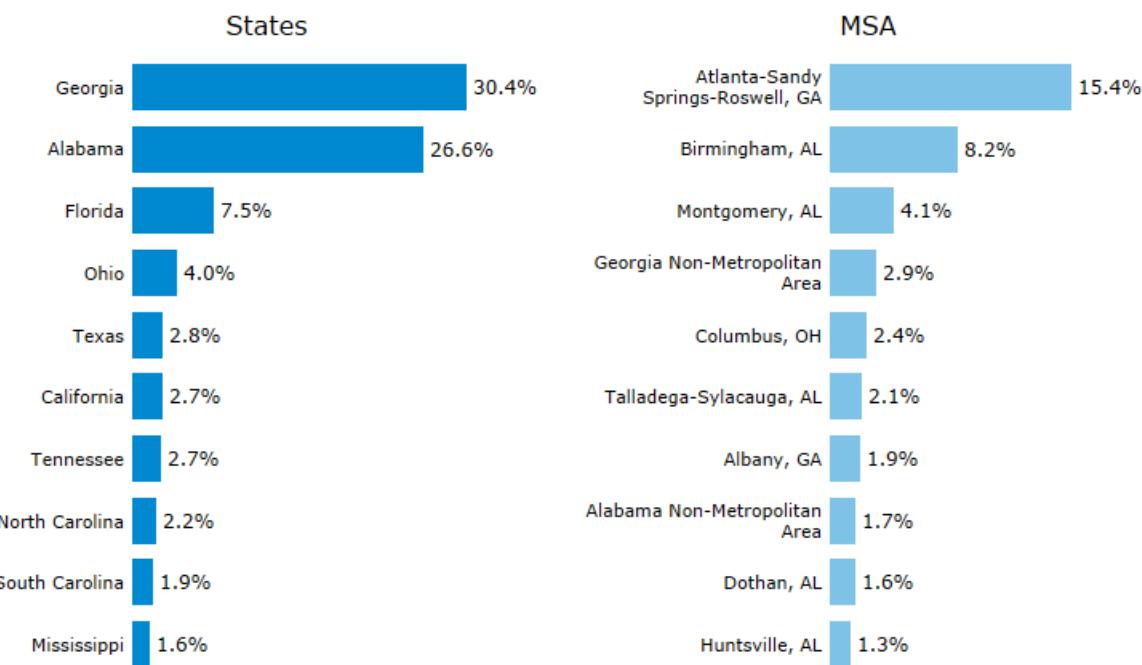
Powered by Symphony | Tourism Economics



## August 2025 Domestic Visits

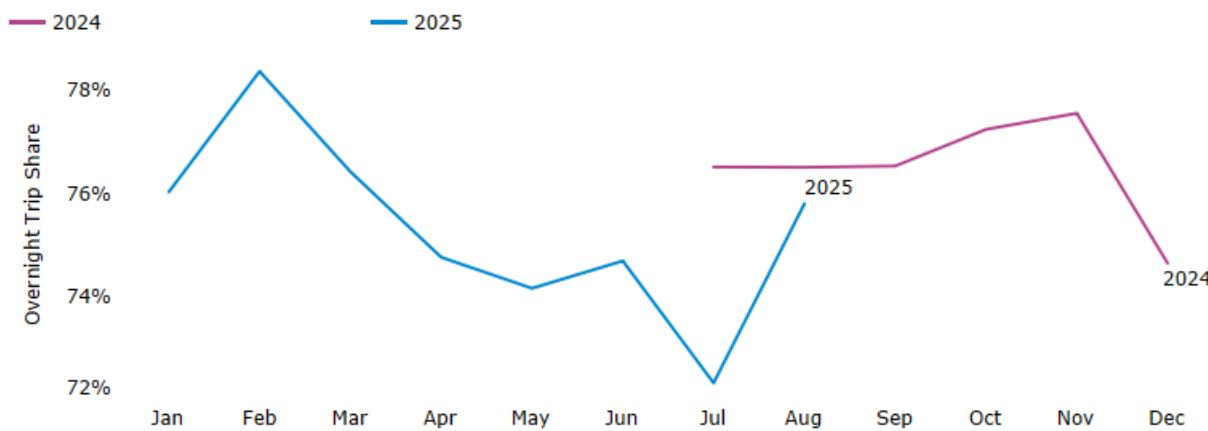
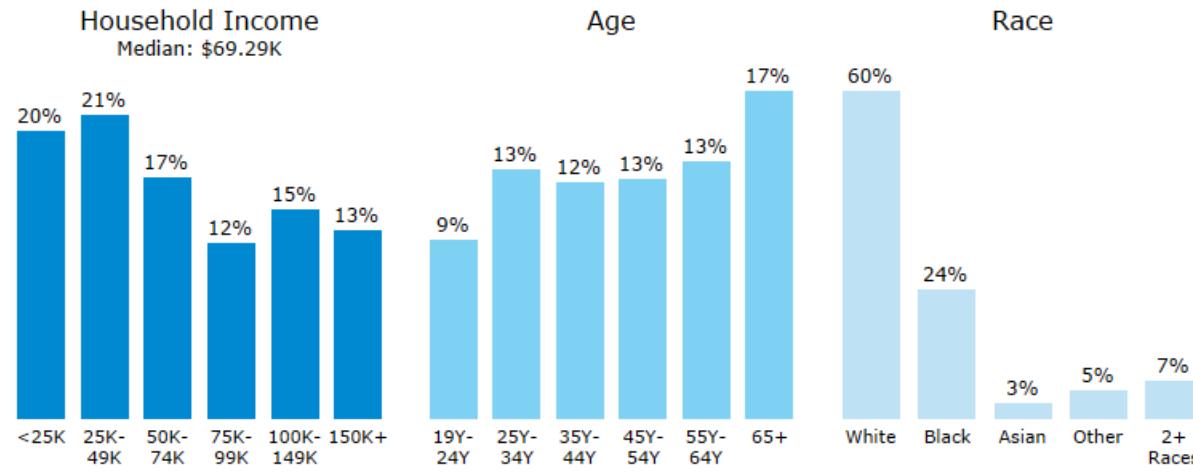


## Top Origin Markets



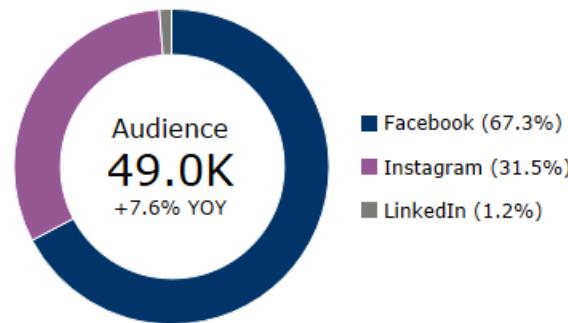
## Domestic Visitor Trends &amp; Characteristics

## Overnight Trip Share by Month

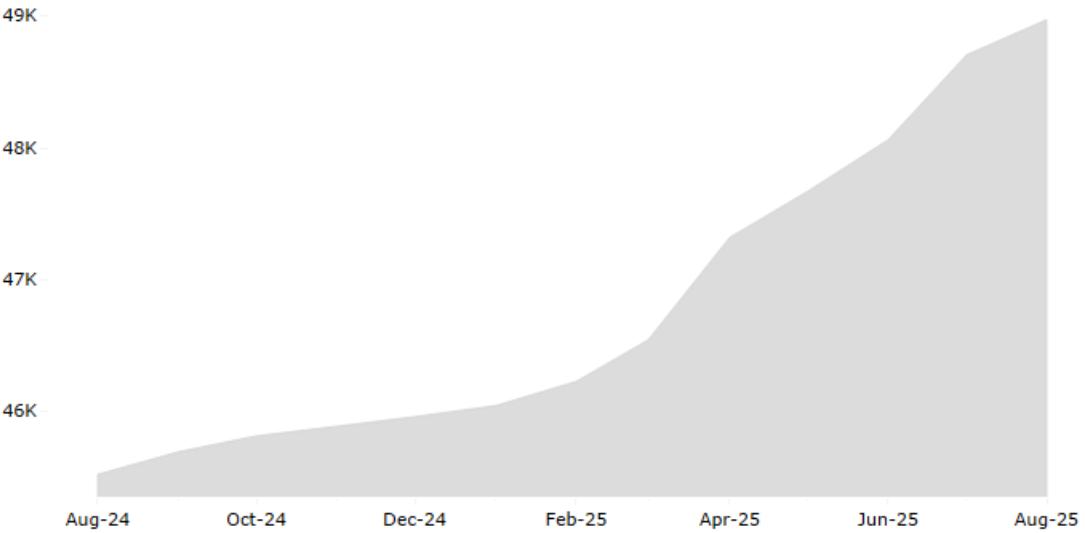
August 2025 Visitor Origin Demographics  
Share of Total

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## Audience Overview



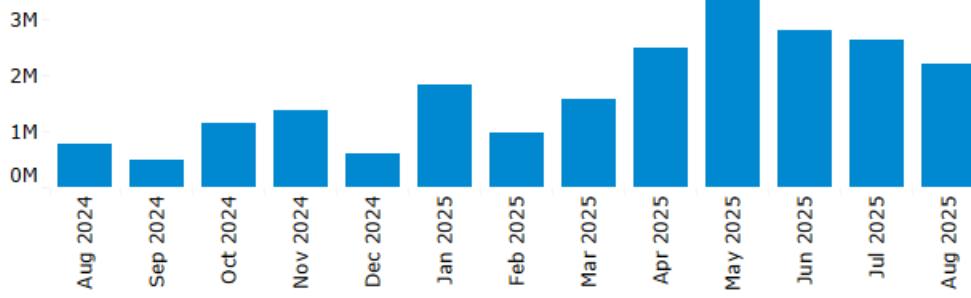
## Audience by Month



## Engagements &amp; Impressions

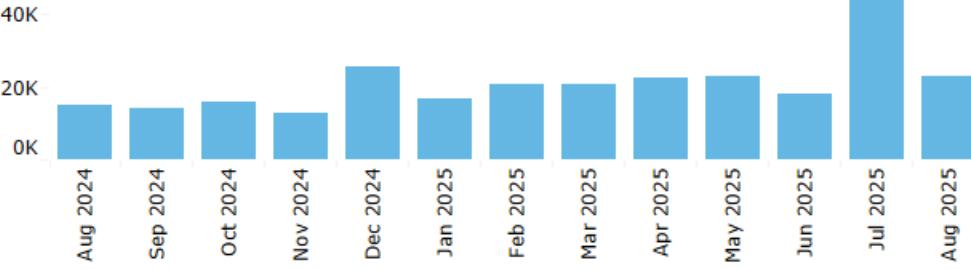
## Impressions

August 2025  
**2.2M**  
+188.1% YOY



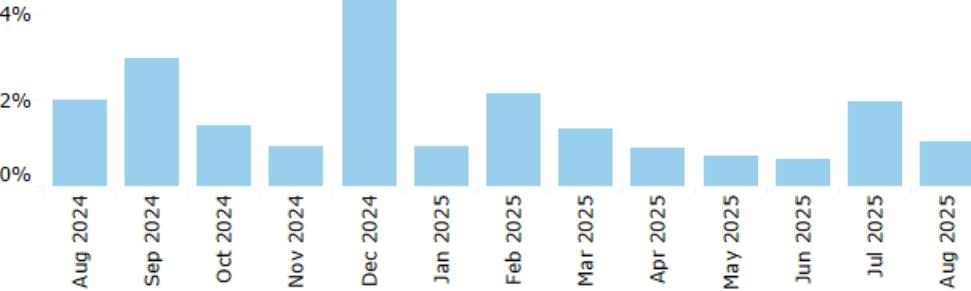
## Engagements

August 2025  
**22.7K**  
+49.8% YOY



## Engagement Rate

August 2025  
**1.0%**  
-1.0% pt YOY



# Website Performance Summary

August 2025 | Properties: All

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Users  
**32.2K**  
+15.3% YOY



Sessions  
**35.4K**  
+11.8% YOY



Engaged Sessions  
**12.7K**  
-14.9% YOY



Engagement Rate  
**35.8%**  
-11.26% pt YOY



Page Views  
**57.1K**  
+7.2% YOY



Pages Per Session  
**1.61 pages**  
-0.07 pages YOY

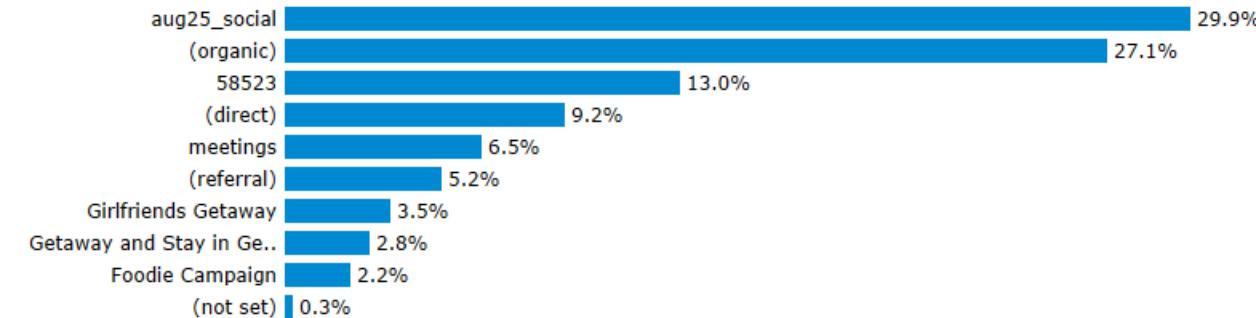


Avg. Session Duration  
**00:01:28**  
-4 sec YOY

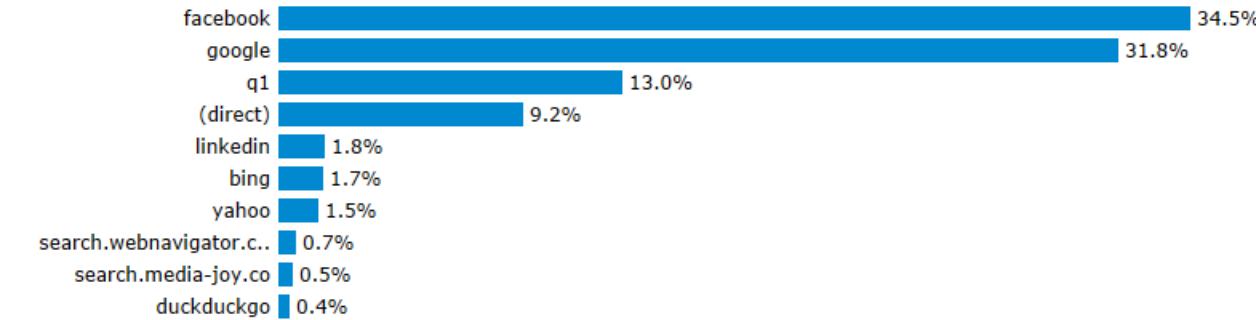


Bounce Rate  
**64.2%**  
+11.26% pt YOY

## Campaigns

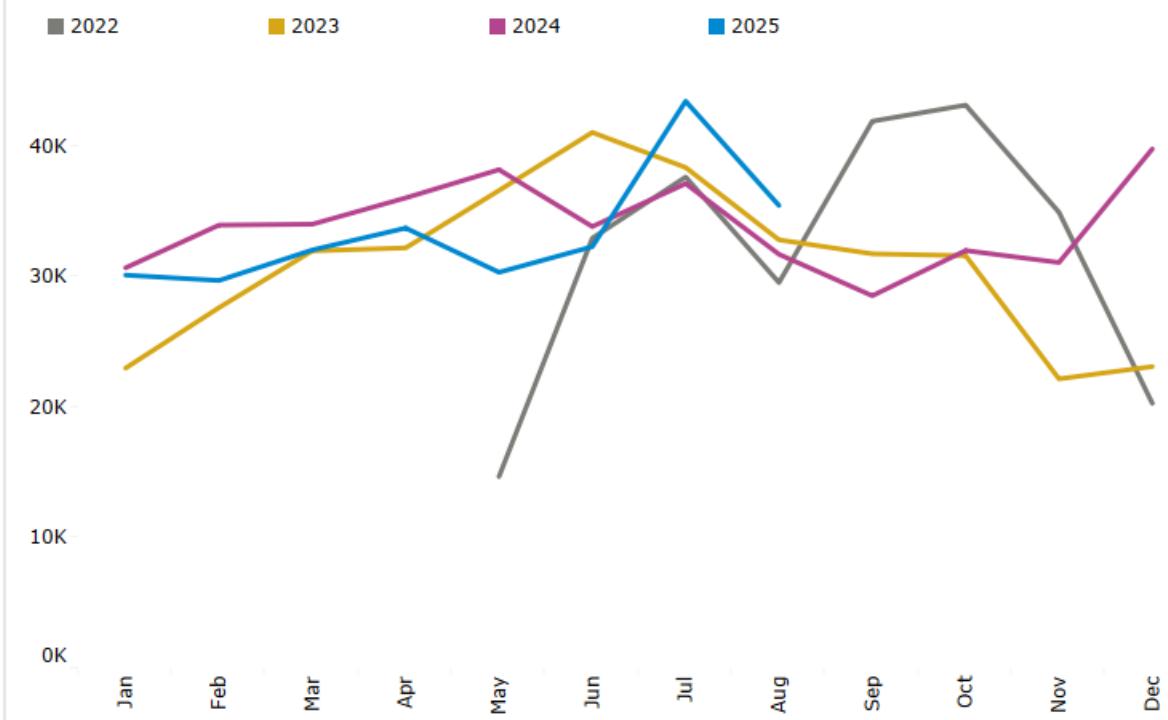


## Sources



## Sessions Analysis

### Monthly Trend



# Social Media Performance by Platform

August 2025



≡

## Facebook



Audience  
32.9K  
+4.3% YOY

<b>Engagement Rate</b>	<b>1.0%</b>
<b>Impressions</b>	<b>2,024,197</b>
<b>Video Views</b>	<b>65,994</b>
<b>Engagements</b>	<b>19,848</b>
Comments	175
Reactions	1,741
Shares	190
Post Link Clicks	13,401
Other Post Clicks	4,341

## Instagram



Audience  
15.4K  
+10.7% YOY

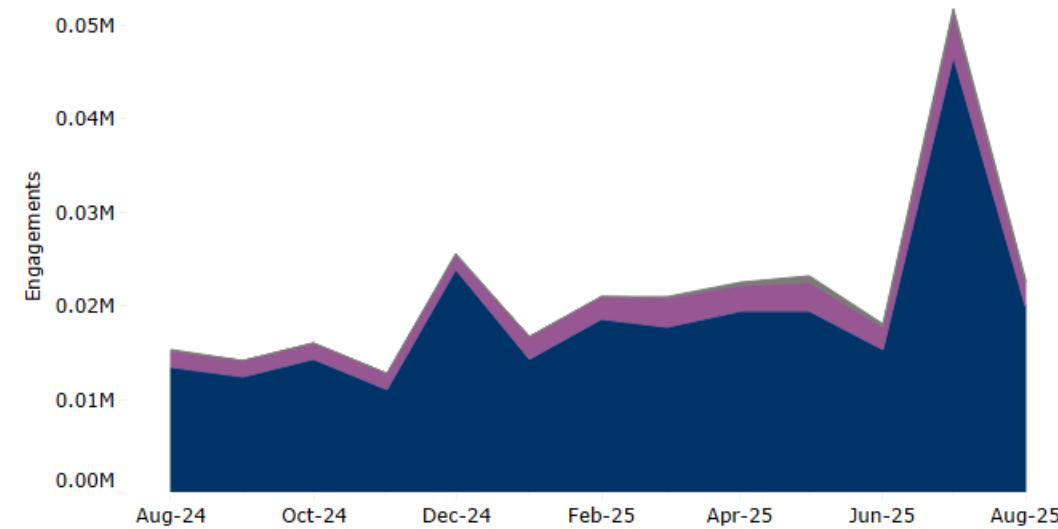
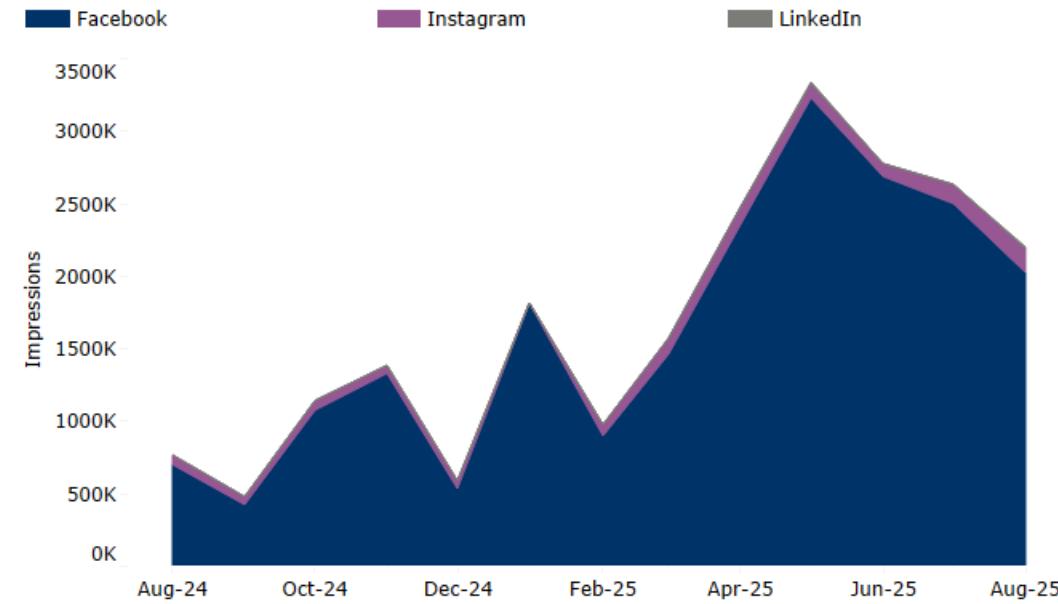
<b>Engagement Rate</b>	<b>1.5%</b>
<b>Impressions</b>	<b>167,680</b>
<b>Video Views</b>	<b>10,313</b>
<b>Engagements</b>	<b>2,549</b>
Comments	112
Reactions	2,067
Saves	
Shares	303

## LinkedIn



Audience  
598

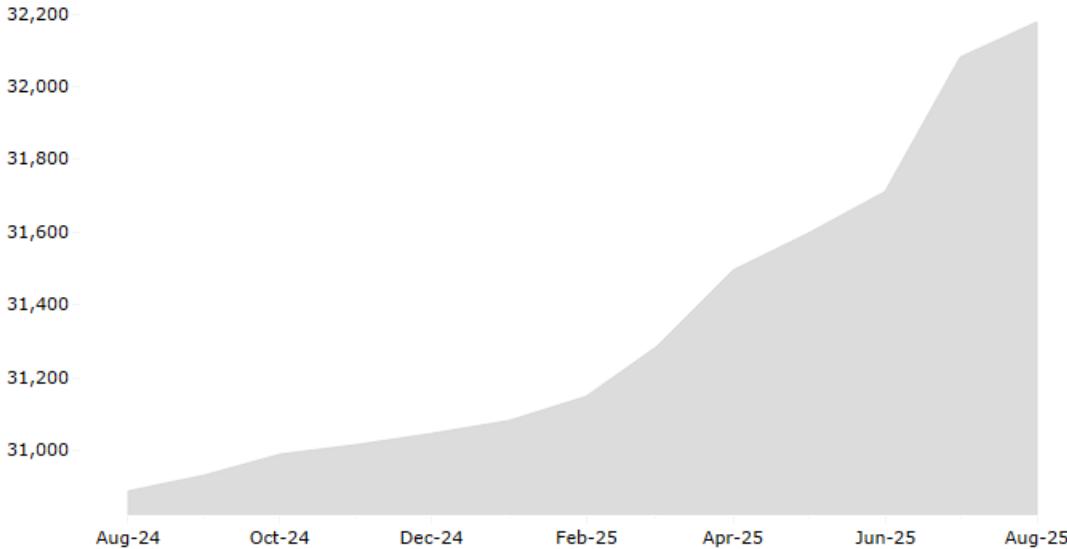
<b>Engagement Rate</b>	<b>12.6%</b>
<b>Impressions</b>	<b>2,699</b>
<b>Video Views</b>	
<b>Engagements</b>	<b>339</b>
Comments	1
Reactions	121
Shares	4
Post Link Clicks	



## Audience Overview

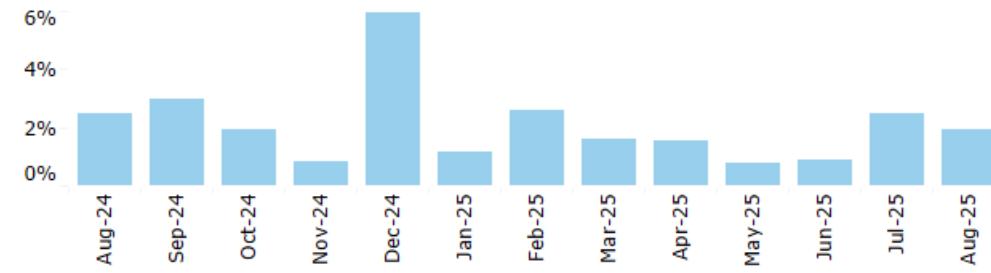
Audience  
August 2025  
**32.2K**  
+4.2% YOY

## Audience by Month



## Engagements &amp; Impressions

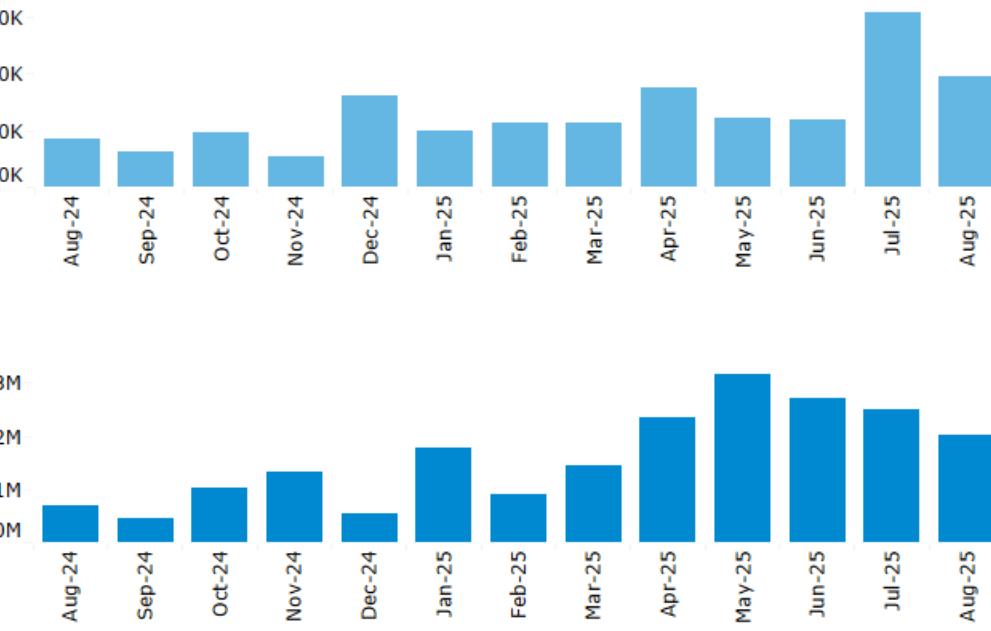
Engagement Rate  
August 2025  
**1.9%**  
-0.5% pt YOY



## Engagements

Engagements  
August 2025  
**38.9K**  
+125.4% YOY

Total Impressions  
August 2025  
**2.0M**  
+187.4% YOY

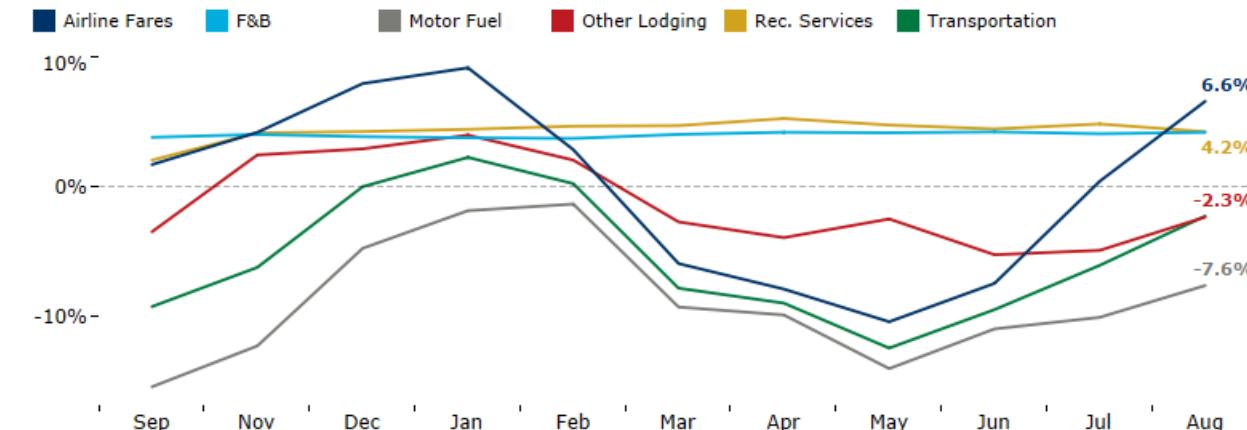


# National Travel Trends

☰

## Travel Price Index

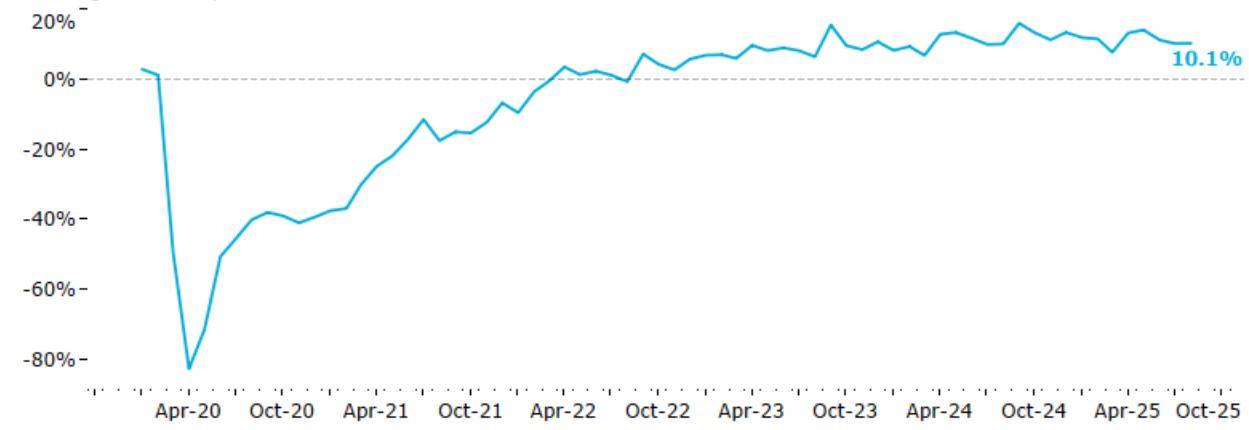
% Change Relative to Same Month in Previous Year | Last 12 Months



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

## Travel Spending (% change vs 2019)

% Change vs. 2019 | U.S. total

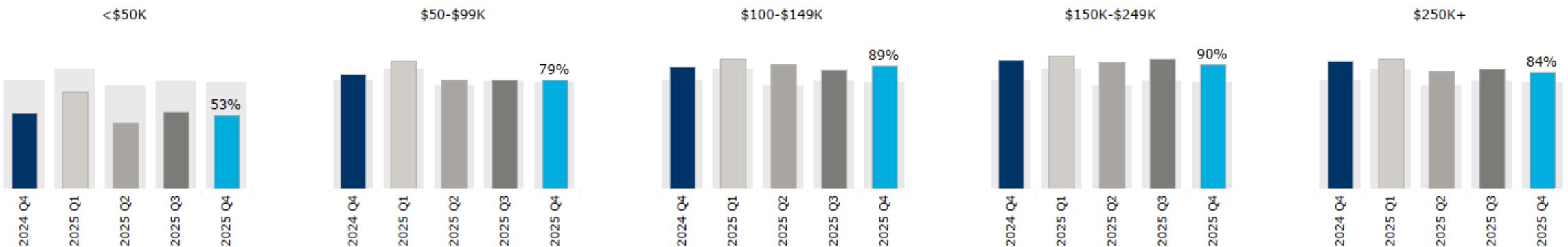


Source: Tourism Economics via U.S. Travel Recovery Tracker

## 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

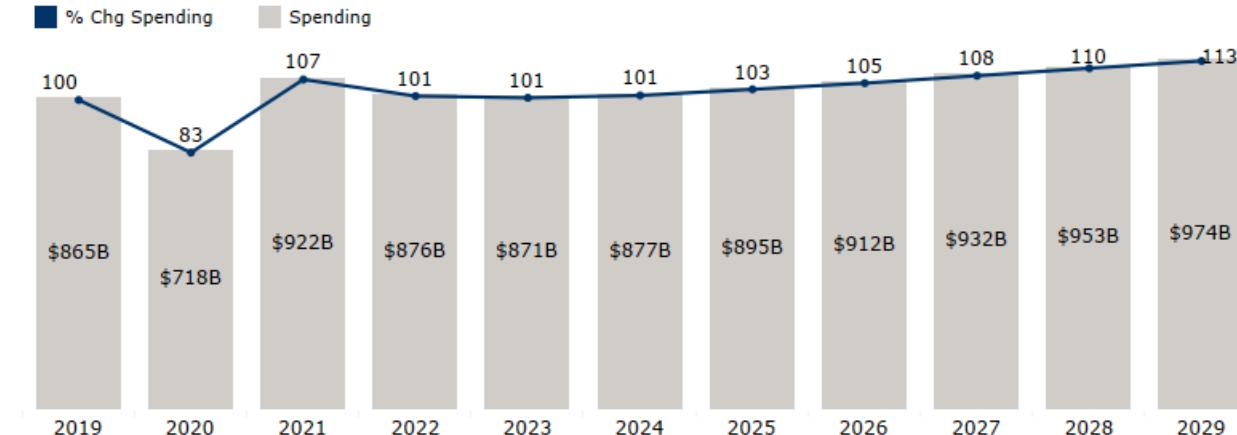
Source: MMGY Global's Portait of American Traveler

# Domestic Travel Forecast

☰

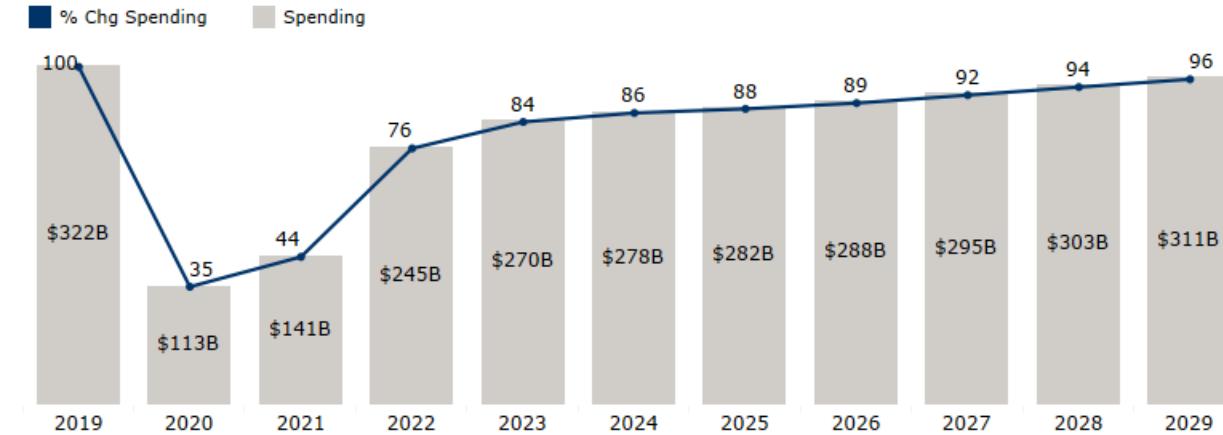
## Real Domestic Leisure Travel Spending

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



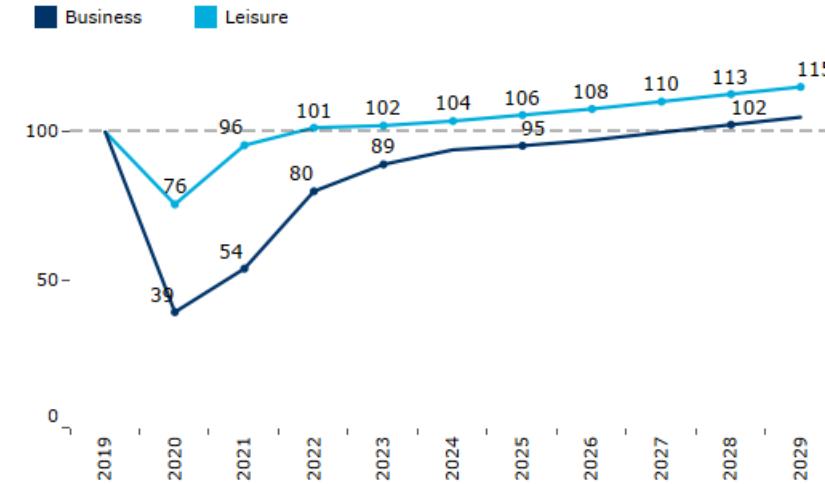
## Real Domestic Business Travel Spending

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



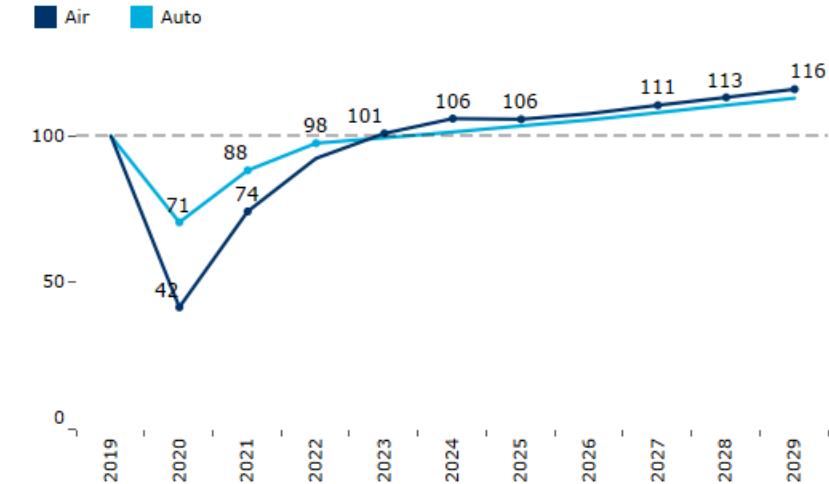
## Leisure vs. Business Travel Volume

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



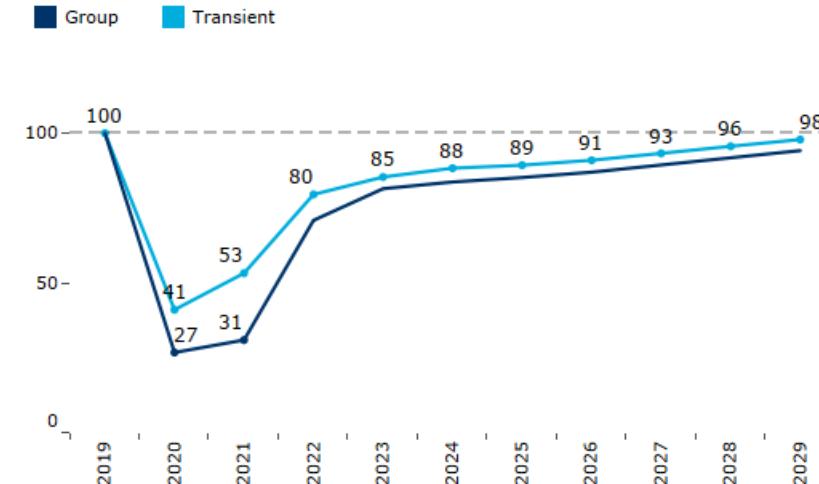
## Auto vs. Air Travel Volume

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

Powered by Symphony | Tourism Economics

