



Monthly Summary Report

November 2025

X Month
November 2025

Highlights

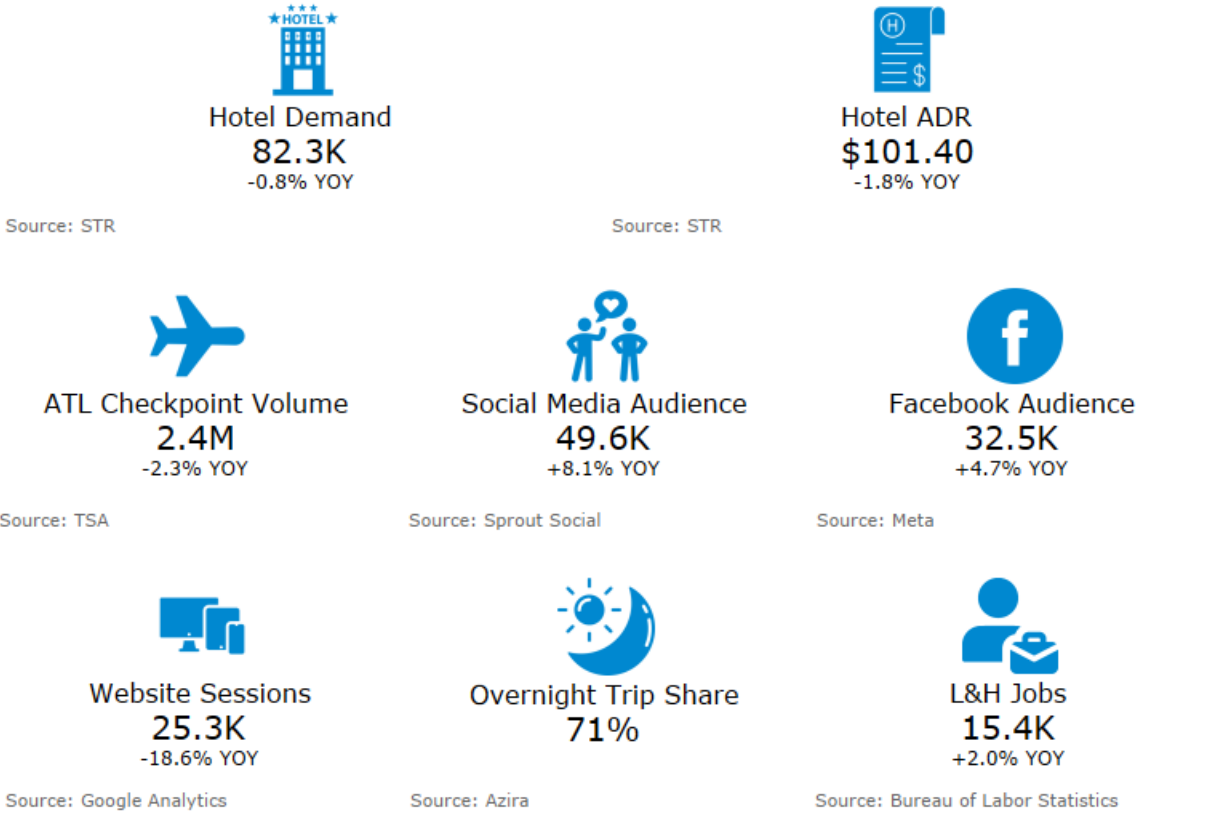
Hotel performance softened across the board in November. A revenue drop of 6.2% YOY to \$9.7M was primarily driven by a 5.4% YOY drop in demand and a 0.8% YOY drop in ADR to \$105. Occupancy fell 5.4% YOY to 61.0% and RevPAR decreased 6.1% YOY to \$64.

Short-term rental performance was strong as revenue increased 14.5% YOY to \$2.1M. A demand increase of 5.1% YOY was outpaced by a 12.6% YOY increase in supply which caused occupancy to decrease 6.7% YOY to 61.7%. ADR increased 9.0% YOY to \$175 and RevPAR increased 1.7% YOY to \$108.

U.S. job growth has cooled but remains positive, with a three-month average of 75,000 private-sector jobs added. October’s decline of 105,000 jobs was driven by a 162,000 drop in federal employment, while private-sector hiring rebounded in November with a gain of about 64,000.

Overseas travel to the US has weakened in 2025, with arrivals down 2.6% YTD through November and seven consecutive months of 3–8% YOY declines. Canadian travel has fallen sharply, with total visits down 25.7% YTD, driven by a 30.1% drop in land crossings and a 13.2% decline in air travel.

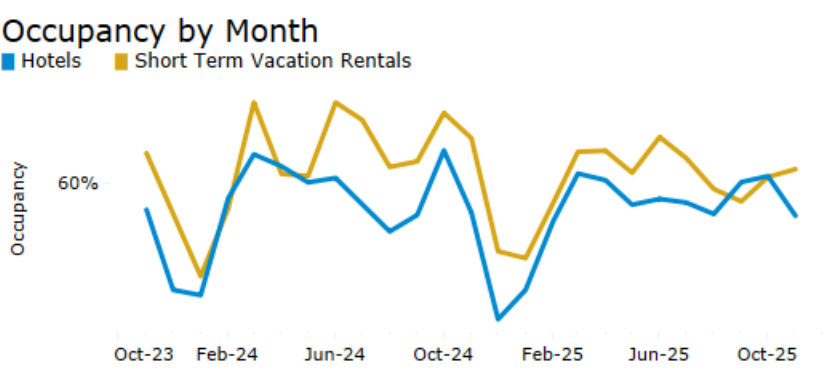
AAA projects 122.4 million Americans will travel over the year-end holidays, a 2.2% YOY increase surpassing 2024’s record. Air travel volumes remain elevated, with TSA screening a record 3.1 million travelers on November 30 and eight of the 10 busiest days in TSA history occurring in 2025.



Aggregate Lodging Performance

Sources: STR & AirDNA

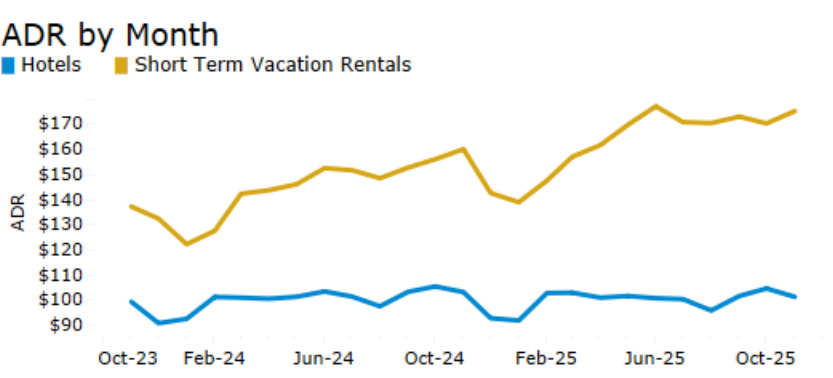
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Nov 2025	56.4%	\$110.91	\$62.59	167.3K	94.4K	\$10.5M
YOY % Change	-1.3% YOY	+0.7% YOY	-0.6% YOY	+1.4% YOY	+0.1% YOY	+0.7% YOY
Year-to-Date	57.5%	\$108.33	\$62.28	1.8M	1.1M	\$115.2M
YTD YOY % Change	-1.7% YOY	+2.0% YOY	+0.3% YOY	+5.0% YOY	+3.2% YOY	+5.3% YOY



Hotel Performance

Source: STR

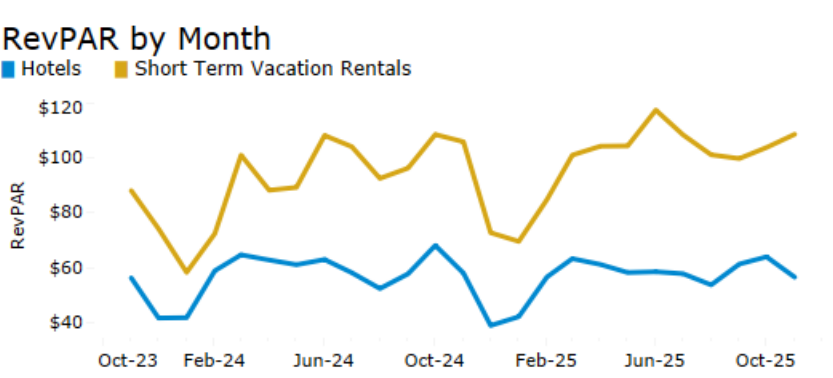
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Nov 2025	55.7%	\$101.40	\$56.48	147.7K	82.3K	\$8.3M
YOY % Change	-0.8% YOY	-1.8% YOY	-2.6% YOY	-0.1% YOY	-0.8% YOY	-2.6% YOY
Year-to-Date	57.1%	\$100.71	\$57.49	1.6M	938.9K	\$94.6M
YTD YOY % Change	-1.5% YOY	-0.6% YOY	-2.1% YOY	+3.3% YOY	+1.8% YOY	+1.2% YOY



Short Term Vacation Rental Performance

Source: AirDNA (All Properties)

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Nov 2025	61.9%	\$175.16	\$108.48	19.7K	12.2K	\$2.1M
YOY % Change	-6.3% YOY	+9.4% YOY	+2.6% YOY	+13.7% YOY	+6.5% YOY	+16.6% YOY
Year-to-Date	60.8%	\$165.89	\$100.79	204.5K	124.2K	\$20.6M
YTD YOY % Change	-4.7% YOY	+12.5% YOY	+7.2% YOY	+20.7% YOY	+15.1% YOY	+29.4% YOY

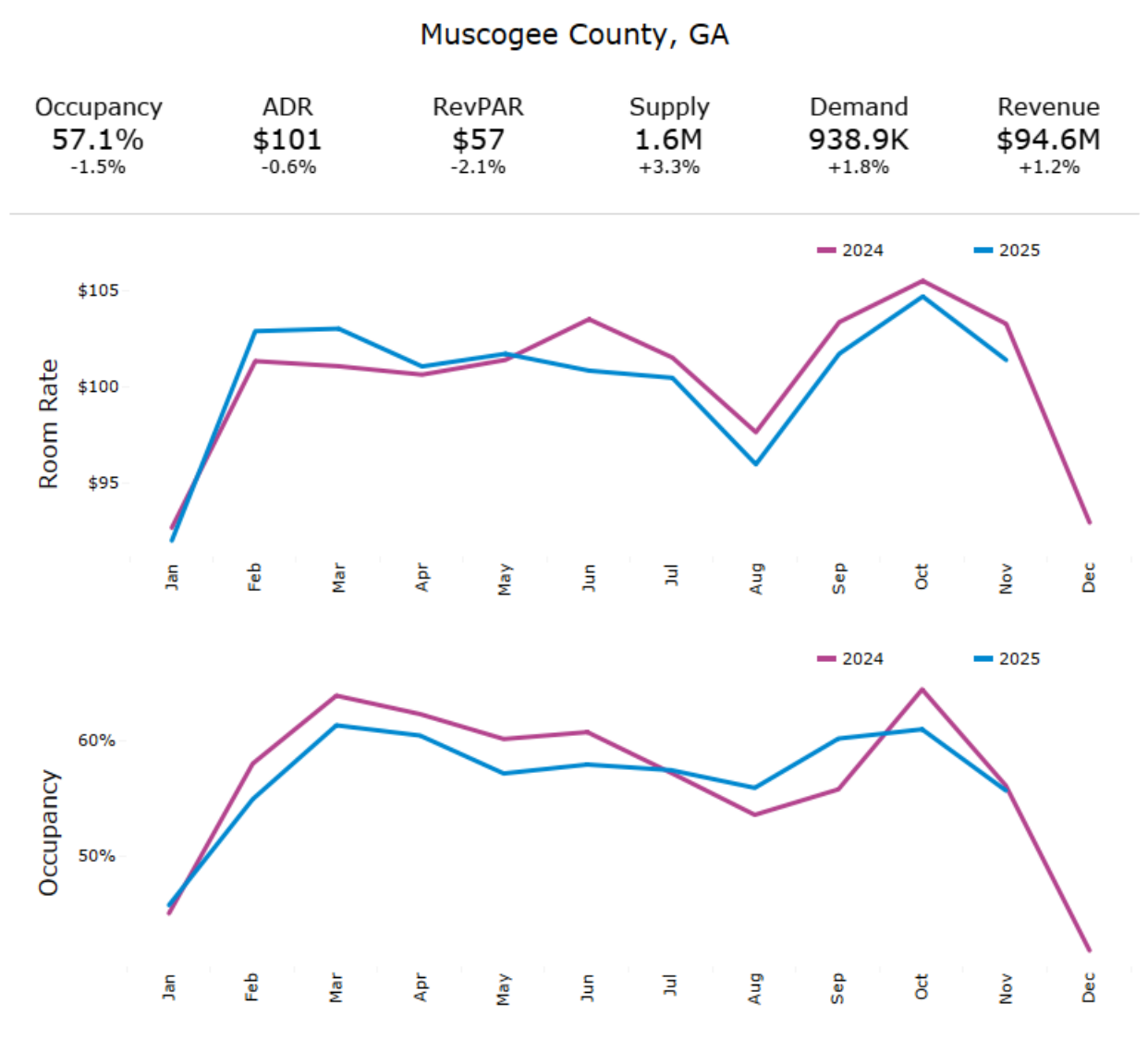


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Monthly Performance by Market

		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Sep	Muscogee County, GA	60.2%	+7.9%	\$102	-1.6%	\$61	+6.2%
	Russell County, AL	51.5%	+12.7%	\$106	-6.1%	\$54	+5.9%
Oct	Muscogee County, GA	61.0%	-5.4%	\$105	-0.8%	\$64	-6.1%
	Russell County, AL	52.1%	-3.2%	\$109	-2.3%	\$57	-5.4%
Nov	Muscogee County, GA	55.7%	-0.8%	\$101	-1.8%	\$56	-2.6%
	Russell County, AL	48.1%	+6.4%	\$102	-6.6%	\$49	-0.6%

Calendar Year-to-Date Performance



Hotel Competitive Performance

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Monthly Performance by Market

		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Sep	Muscogee County, GA	60.2%	+7.9%	\$102	-1.6%	\$61	+6.2%
	Albany/Southwest, GA	48.8%	-7.9%	\$96	+2.2%	\$47	-5.9%
	Athens/Gainesville, GA	56.2%	-11.2%	\$169	+19.3%	\$95	+5.9%
	Auburn-Opelika, AL	57.7%	-5.9%	\$174	-16.3%	\$100	-21.3%
	Augusta, GA	60.7%	+13.1%	\$99	+4.9%	\$60	+18.7%
	Brunswick/Kingsland, ..	52.0%	+1.3%	\$128	-14.0%	\$66	-12.9%
	Cobb County, GA	60.6%	-5.3%	\$112	-2.4%	\$68	-7.6%
	DeKalb County, GA	56.2%	-6.8%	\$102	+0.1%	\$57	-6.8%
	Gwinnett County, GA	63.5%	-2.4%	\$93	+0.0%	\$59	-2.4%
	LaGrange, GA	66.0%	+11.7%	\$114	-8.7%	\$75	+2.0%
Oct	LaGrange, GA+	66.0%	+11.7%	\$114	-8.7%	\$75	+2.0%
	Lowndes County, GA	50.6%	-0.7%	\$96	+7.0%	\$49	+6.2%
	Macon, GA	49.3%	-10.2%	\$88	+0.8%	\$43	-9.5%
	Montgomery, AL	62.3%	+0.4%	\$113	+0.4%	\$70	+0.8%
	Russell County, AL	51.5%	+12.7%	\$106	-6.1%	\$54	+5.9%
	Savannah, GA	60.9%	-11.3%	\$139	+0.4%	\$85	-11.0%
	Muscogee County, GA	61.0%	-5.4%	\$105	-0.8%	\$64	-6.1%
	Albany/Southwest, GA	54.1%	-20.3%	\$104	+1.1%	\$56	-19.5%
	Athens/Gainesville, GA	63.4%	-9.9%	\$191	+7.8%	\$121	-2.9%
	Auburn-Opelika, AL	57.8%	-9.0%	\$207	+66.8%	\$120	+51.8%
Nov	Augusta, GA	57.0%	-29.6%	\$97	-16.0%	\$55	-40.9%
	Brunswick/Kingsland, ..	55.5%	-12.4%	\$161	+4.1%	\$89	-8.8%
	Cobb County, GA	60.1%	-12.9%	\$101	-5.7%	\$61	-17.9%
	DeKalb County, GA	60.6%	-8.4%	\$105	-1.8%	\$64	-10.0%
	Gwinnett County, GA	66.7%	-6.1%	\$99	-0.8%	\$66	-6.8%
	LaGrange, GA	67.2%	-2.1%	\$133	+1.0%	\$90	-1.2%
	LaGrange, GA+	67.2%	-2.1%	\$133	+1.0%	\$90	-1.2%
	Lowndes County, GA	58.0%	-28.8%	\$108	-3.7%	\$62	-31.4%
	Macon, GA	57.3%	-16.3%	\$94	-3.6%	\$54	-19.3%
	Montgomery, AL	62.1%	-9.5%	\$115	+0.4%	\$71	-9.2%
	Russell County, AL	52.1%	-3.2%	\$109	-2.3%	\$57	-5.4%
	Savannah, GA	66.6%	-13.7%	\$152	-4.8%	\$101	-17.8%
	Muscogee County, GA	55.7%	-0.8%	\$101	-1.8%	\$56	-2.6%
	Albany/Southwest, GA	50.1%	-11.0%	\$98	+1.4%	\$49	-9.7%
	Athens/Gainesville, GA	53.5%	-7.9%	\$176	+5.7%	\$94	-2.6%
	Auburn-Opelika, AL	52.5%	-12.9%	\$189	+6.0%	\$99	-7.7%
	Augusta, GA	51.3%	-31.0%	\$95	-15.4%	\$49	-41.6%
	Brunswick/Kingsland, ..	53.2%	-0.6%	\$149	-0.1%	\$79	-0.7%
	Cobb County, GA	56.2%	-4.6%	\$97	-1.3%	\$55	-5.8%
	DeKalb County, GA	54.5%	-4.9%	\$97	-2.9%	\$53	-7.7%
	Gwinnett County, GA	60.6%	-5.4%	\$92	-0.9%	\$56	-6.3%
	LaGrange, GA	62.1%	+2.3%	\$129	-1.0%	\$80	+1.4%
	LaGrange, GA+	62.1%	+2.3%	\$129	-1.0%	\$80	+1.4%
	Lowndes County, GA	52.9%	-29.0%	\$101	-5.7%	\$53	-33.0%
	Macon, GA	52.1%	-4.0%	\$88	-5.0%	\$46	-8.9%
	Montgomery, AL	56.6%	-10.6%	\$109	-1.3%	\$62	-11.8%
	Russell County, AL	48.1%	+6.4%	\$102	-6.6%	\$49	-0.6%
	Savannah, GA	61.7%	-9.4%	\$136	-6.6%	\$84	-15.4%

Calendar Year-to-Date Performance

Performance by Market

Occupancy	ADR	RevPAR
Savannah, GA 66.9%	Brunswick/Kingsland, GA \$163	Savannah, GA \$98
Gwinnett County, GA	Athens/Gainesville, GA	LaGrange, GA+ \$92
LaGrange, GA+ 64.8%	Auburn-Opelika, AL \$150	LaGrange, GA \$92
LaGrange, GA 64.6%	Savannah, GA \$147	Brunswick/Kingsland, GA \$92
Montgomery, AL 64.1%	LaGrange, GA \$143	Auburn-Opelika, AL \$89
Cobb County, GA 63.3%	LaGrange, GA+ \$142	Athens/Gainesville, GA \$87
Lowndes County, GA 63.0%	Augusta, GA \$118	Cobb County, GA \$73
Augusta, GA 61.2%	Cobb County, GA \$116	Montgomery, AL \$73
DeKalb County, GA 60.0%	Montgomery, AL \$113	Augusta, GA \$72
Auburn-Opelika, AL 59.2%	Lowndes County, GA \$104	Lowndes County, GA \$66
Athens/Gainesville, GA 58.1%	DeKalb County, GA \$104	DeKalb County, GA \$62
Muscogee County, GA 57.1%	Russell County, AL \$102	Gwinnett County, GA \$62
Brunswick/Kingsland, GA 56.4%	Muscogee County, GA \$101	Muscogee County, GA \$57
Albany/Southwest, GA 53.5%	Albany/Southwest, GA \$97	Albany/Southwest, GA \$52
Macon, GA 52.7%	Gwinnett County, GA \$95	Russell County, AL \$50
Russell County, AL 48.9%	Macon, GA \$91	Macon, GA \$48

% Change vs. Previous Year

Occupancy % Change	ADR % Change	RevPAR % Change
Russell County, AL +8.7%	Lowndes County, GA	Lowndes County, GA +11.8%
Lowndes County, GA	Athens/Gainesville, GA +6.2%	Auburn-Opelika, AL
Montgomery, AL -0.6%	Auburn-Opelika, AL +5.9%	Russell County, AL +2.8%
Brunswick/Kingsland, GA -0.9%	Albany/Southwest, GA +3.4%	Montgomery, AL +0.6%
LaGrange, GA+ -1.2%	Augusta, GA +2.9%	Augusta, GA +0.4%
Muscogee County, GA -1.5%	Cobb County, GA +2.7%	Cobb County, GA -0.5%
LaGrange, GA -1.6%	Montgomery, AL +1.2%	Athens/Gainesville, GA -0.6%
Augusta, GA -2.4%	Gwinnett County, GA +1.0%	Albany/Southwest, GA -1.3%
Macon, GA -2.5%	Macon, GA -0.5%	Gwinnett County, GA -1.5%
Gwinnett County, GA -2.5%	Muscogee County, GA -0.6%	Brunswick/Kingsland, GA -1.6%
Auburn-Opelika, AL -2.9%	Brunswick/Kingsland, GA -0.7%	Muscogee County, GA -2.1%
Cobb County, GA -3.1%	DeKalb County, GA -0.9%	Macon, GA -3.0%
DeKalb County, GA -3.3%	Savannah, GA -2.0%	LaGrange, GA+ -3.2%
Albany/Southwest, GA -4.5%	LaGrange, GA+ -2.1%	LaGrange, GA -3.8%
Savannah, GA -5.9%	LaGrange, GA -2.2%	DeKalb County, GA -4.2%
Athens/Gainesville, GA -6.4%	Russell County, AL -5.4%	Savannah, GA -7.7%

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Monthly Performance by Market

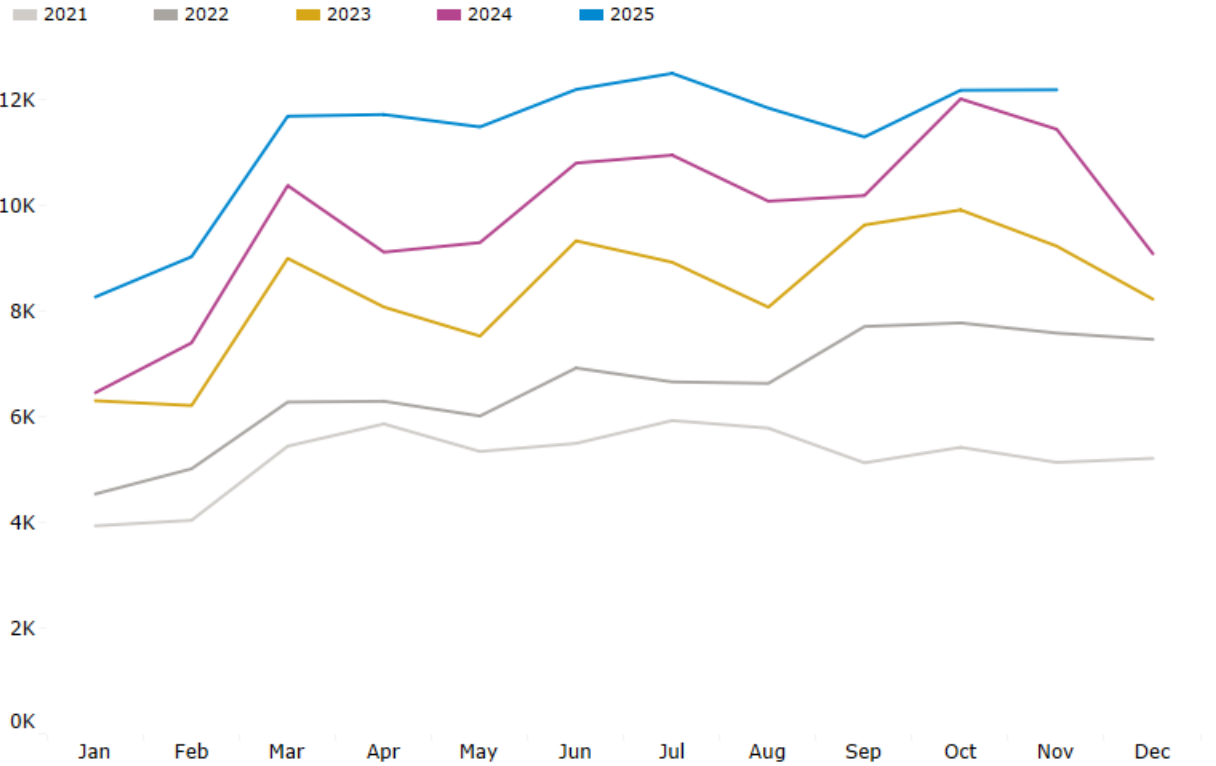
		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Sep	Columbus	57.6%	-8.5%	\$173	+13.3%	\$100	+3.6%
Oct	Columbus	60.9%	-12.3%	\$170	+9.1%	\$104	-4.4%
Nov	Columbus	61.9%	-6.3%	\$175	+9.4%	\$108	+2.6%

Calendar Year-to-Date Performance

Columbus All Properties					
Occupancy	ADR	RevPAR	Supply	Demand	Revenue
60.8%	\$166	\$101	204.5K	124.2K	\$20.6M
-4.7%	+12.5%	+7.2%	+20.7%	+15.1%	+29.4%

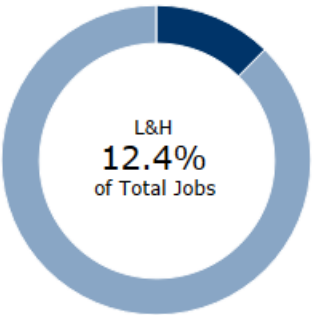
Short Term Rental Demand by Month

Last Five Calendar Years



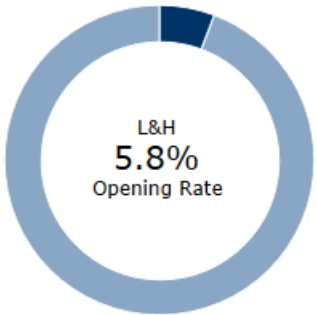
Total Leisure & Hospitality Jobs

L&H Jobs
as of November 2025
15.4K
+2.0% YOY | +0.7% vs. 2019

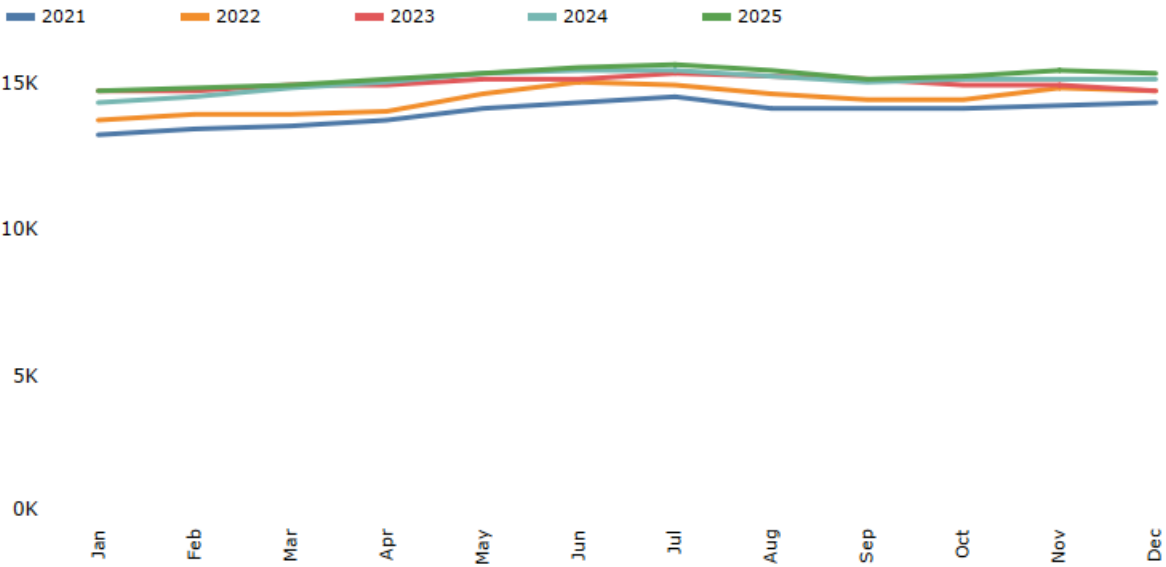


Leisure & Hospitality Job Openings

L&H Job Openings
as of November 2025
940
+4.7% YOY | +11.2% vs. 2019



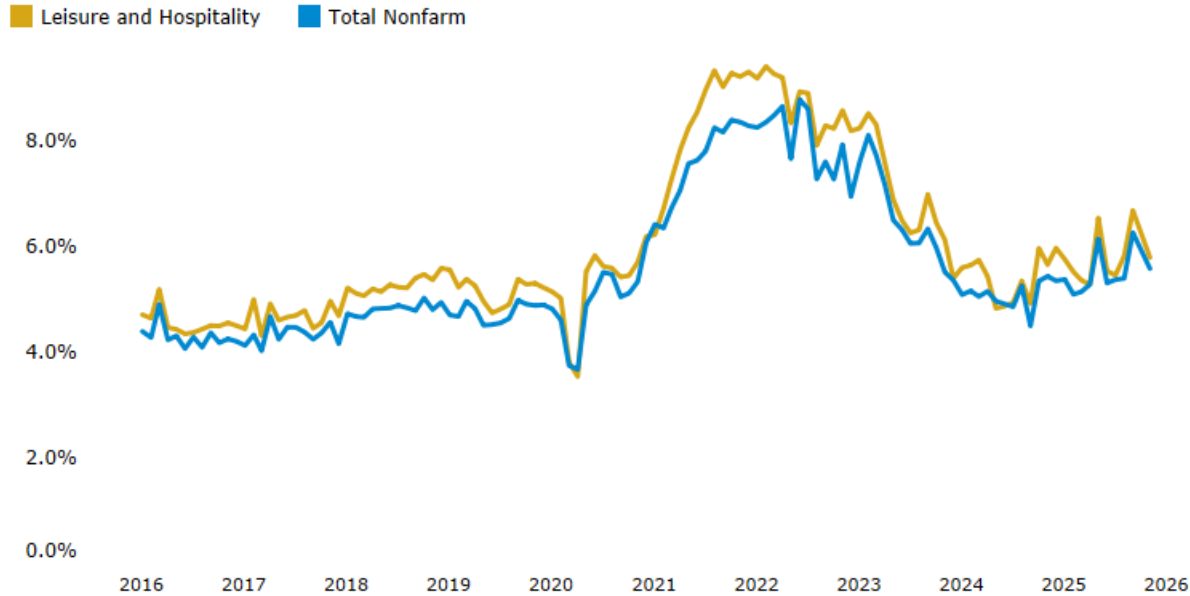
Employment Recovery
Leisure & Hospitality Jobs (Thousands)



Source: Bureau of Labor Statistics

Job Opening Rate

Share of total available jobs that are not filled



Source: Tourism Economics

Airport TSA Checkpoint Volume & Visitor Origins

ATL - Hartsfield - Jackson Atlanta International



Monthly TSA Checkpoint Volume

November 2025 Volume

2.4M

-2.3% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

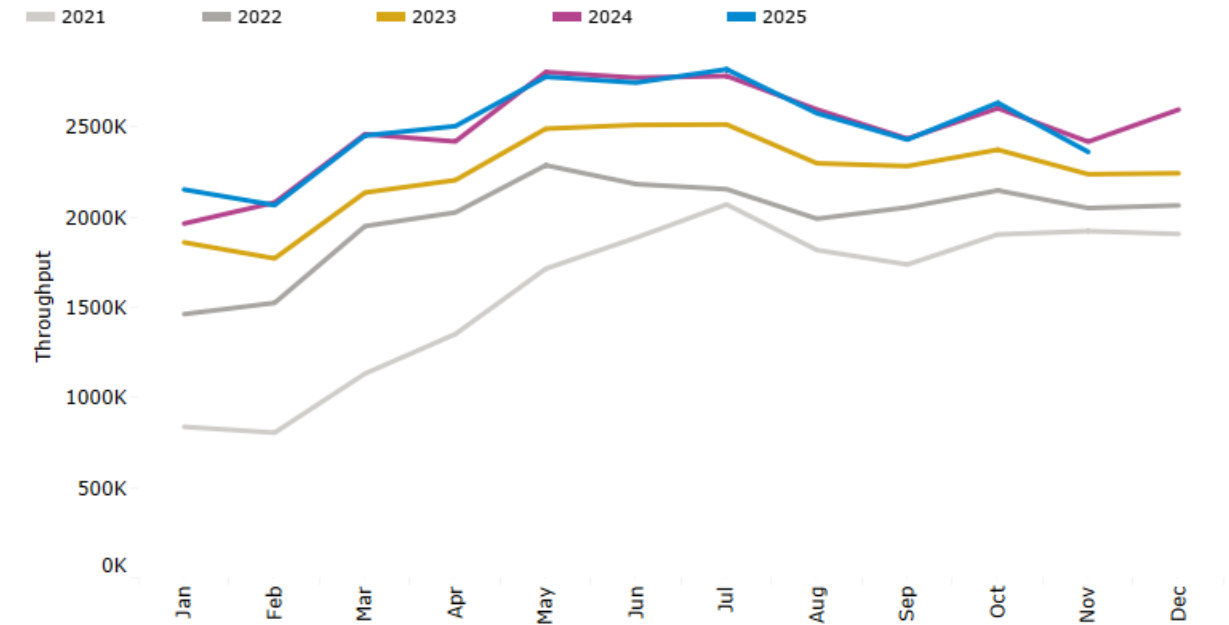
Jan - Nov 2025 Volume

27.5M

+0.7% YOY

TSA Checkpoint Volume by Month

Last Five Calendar Years

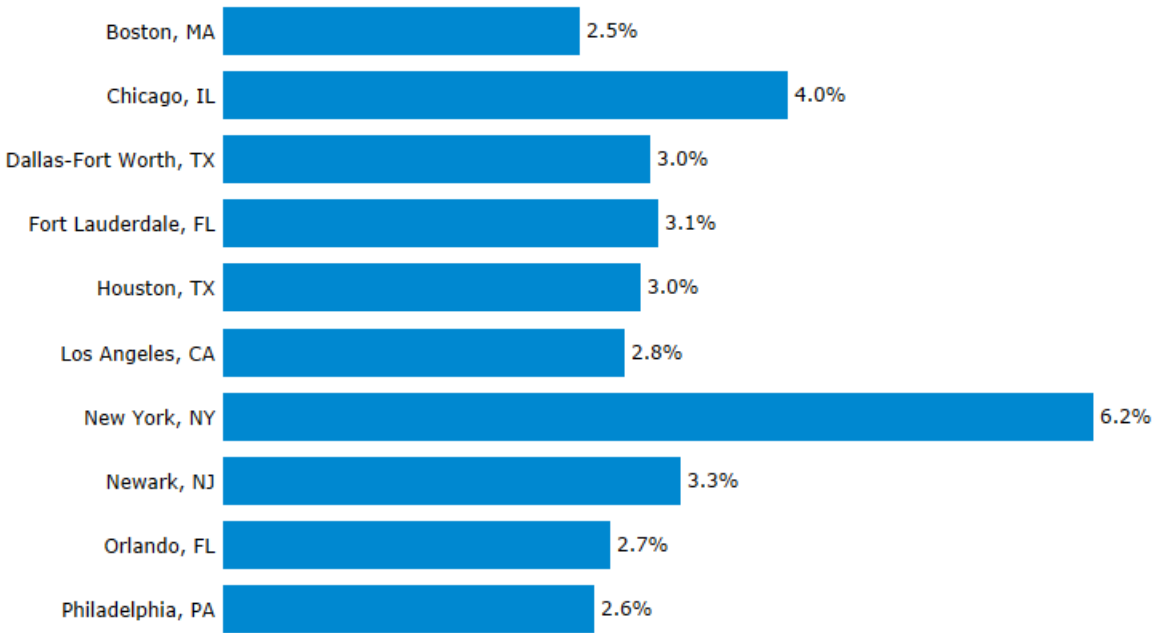


Source: Transportation Security Administration

Source: Transportation Security Administration

Top Origin Markets - Air

Jan - Nov 2025 Visitor Arrivals

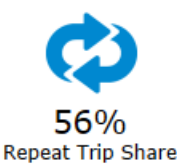
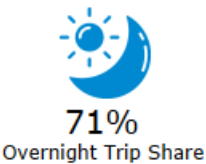


Source: OAG

Visitor Profile

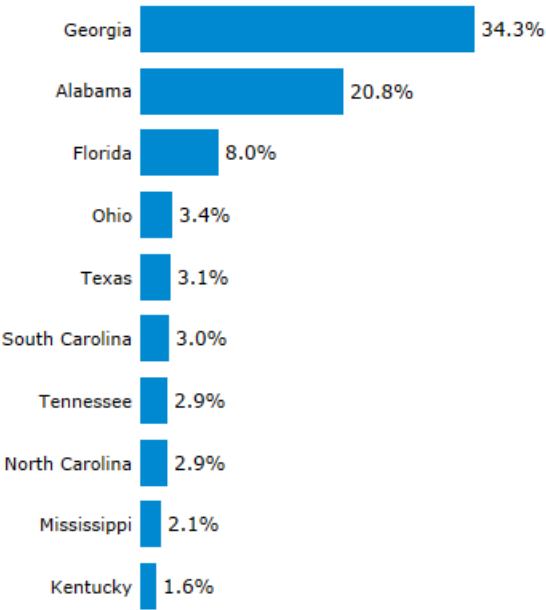


November 2025 Domestic Visits

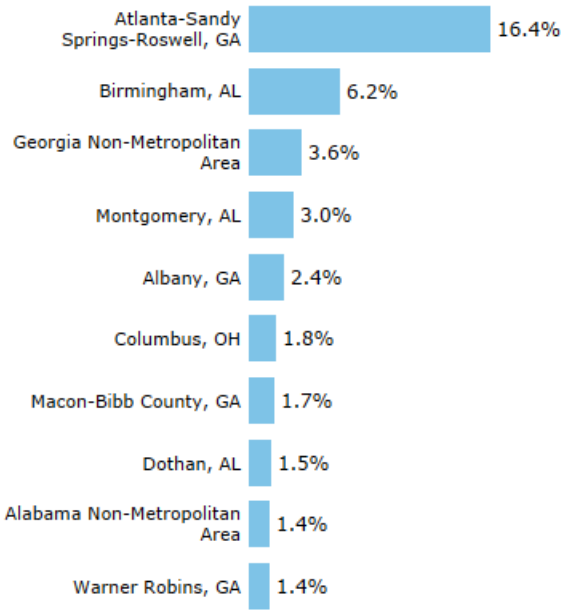


Top Origin Markets

States

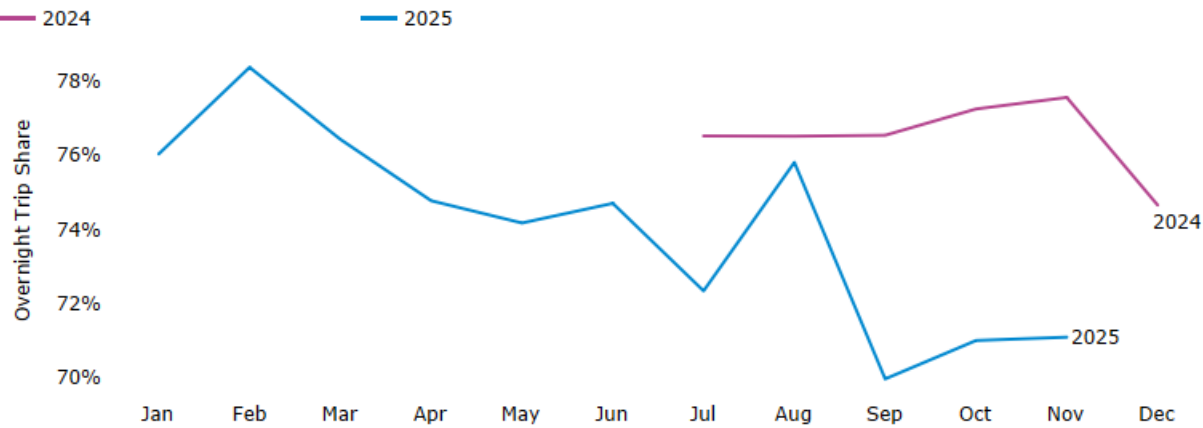


MSA



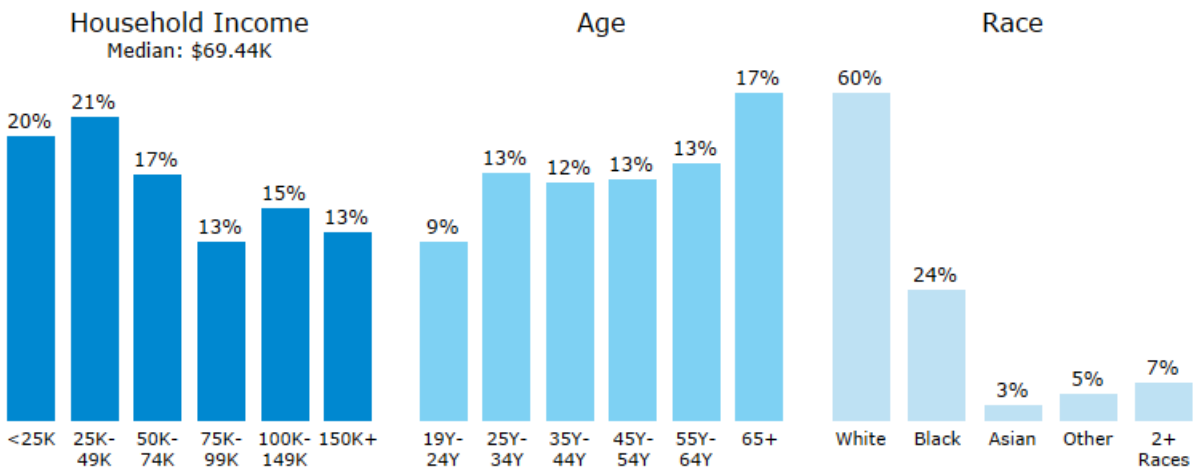
Domestic Visitor Trends & Characteristics

Overnight Trip Share by Month



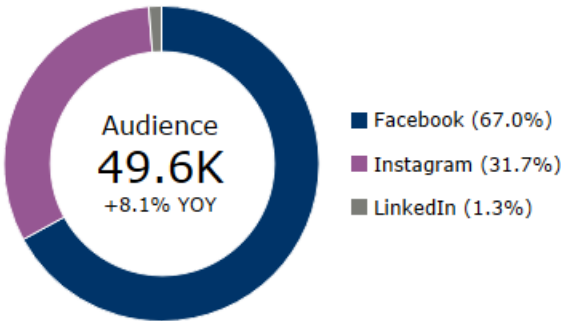
November 2025 Visitor Origin Demographics

Share of Total

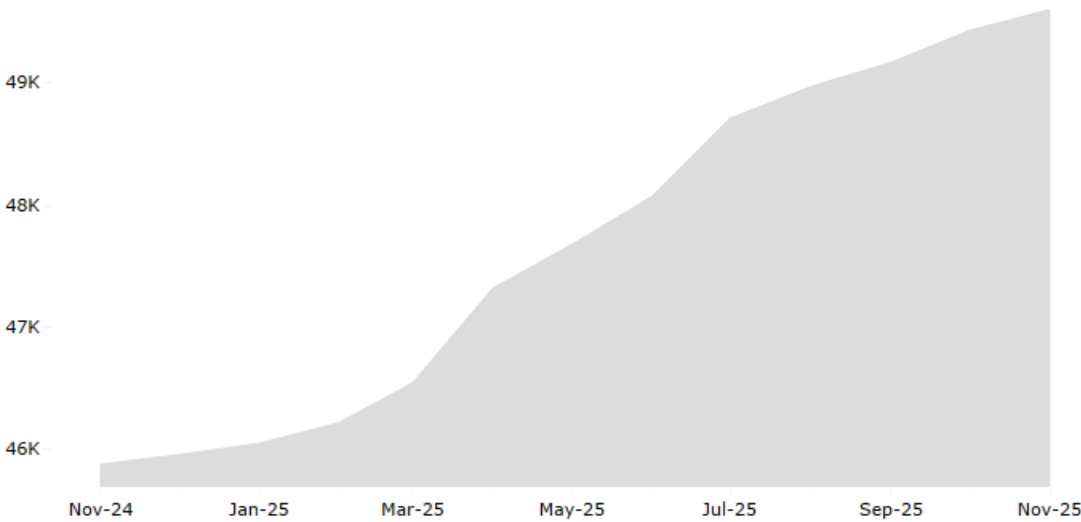




Audience Overview



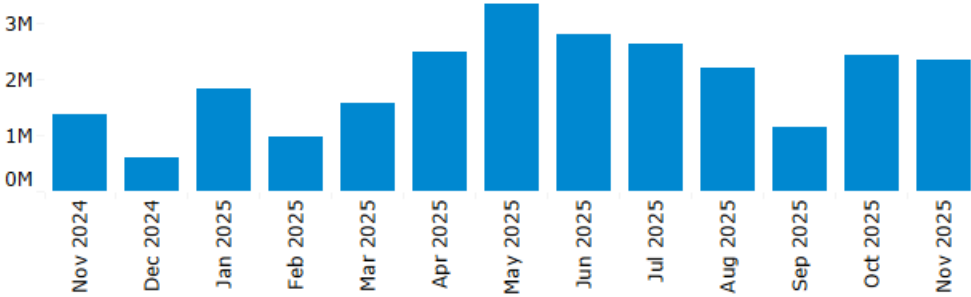
Audience by Month



Engagements & Impressions

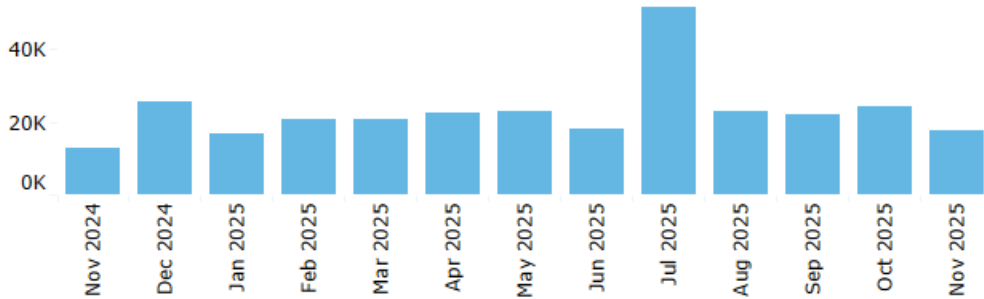
Impressions

November 2025
2.3M
+70.3% YOY



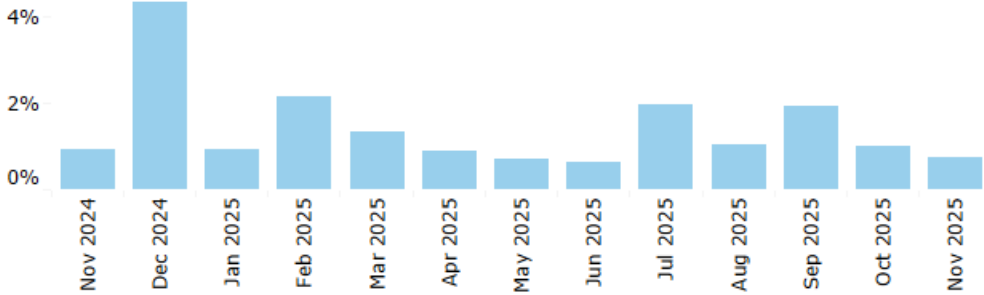
Engagements

November 2025
17.4K
+37.6% YOY



Engagement Rate

November 2025
0.7%
-0.2% pt YOY



Website Performance Summary

November 2025 | Properties: All



Users
22.9K
-16.4% YOY



Sessions
25.3K
-18.6% YOY



Engaged Sessions
10.2K
-32.7% YOY



Engagement Rate
40.2%
-8.45% pt YOY



Page Views
36.3K
-28.8% YOY



Pages Per Session
1.44 pages
-0.20 pages YOY



Avg. Session Duration
00:01:32
-3 sec YOY

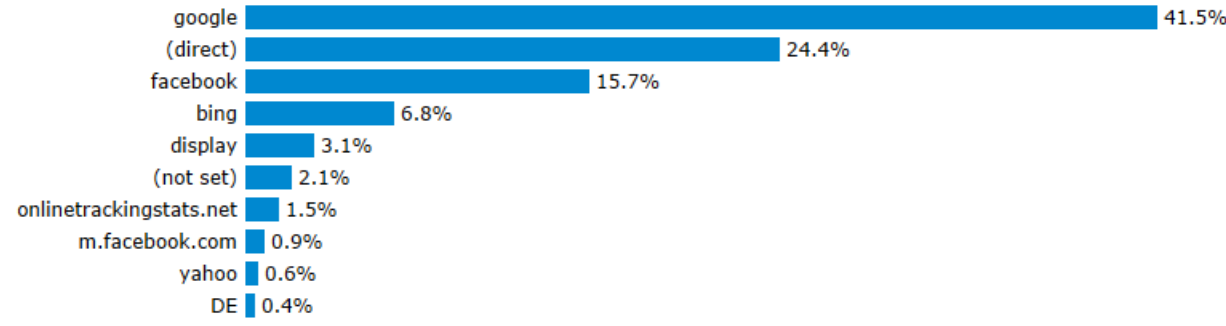


Bounce Rate
59.8%
+8.45% pt YOY

Campaigns

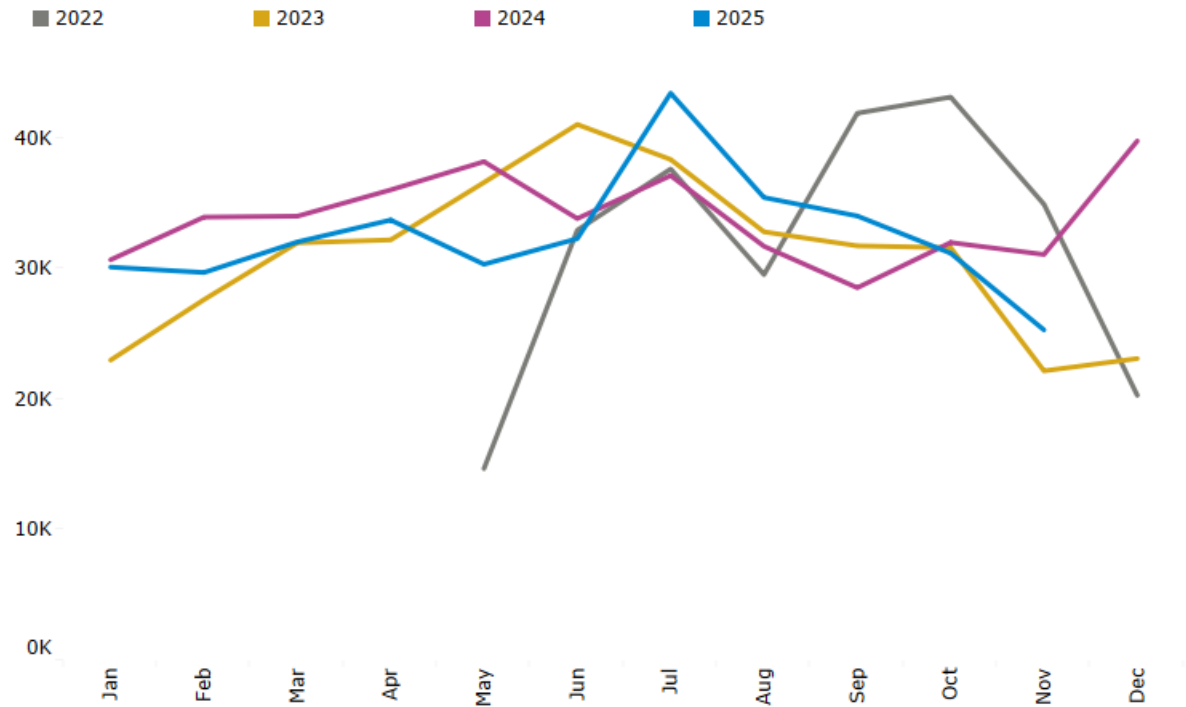


Sources



Sessions Analysis

Monthly Trend



Source: Google Analytics
Note: Due to Google's practice of exporting sampled data to protect user identities, figures may not precisely match data viewed in the Google Analytics platform.

Social Media Performance by Platform

November 2025



Facebook



Audience
33.2K
+4.8% YOY

Engagement Rate	0.7%
Impressions	2,246,201
Video Views	24,774
Engagements	16,092
Comments	139
Reactions	1,573
Shares	170
Post Link Clicks	9,355
Other Post Clicks	4,855

Instagram



Audience
15.7K
+11.0% YOY

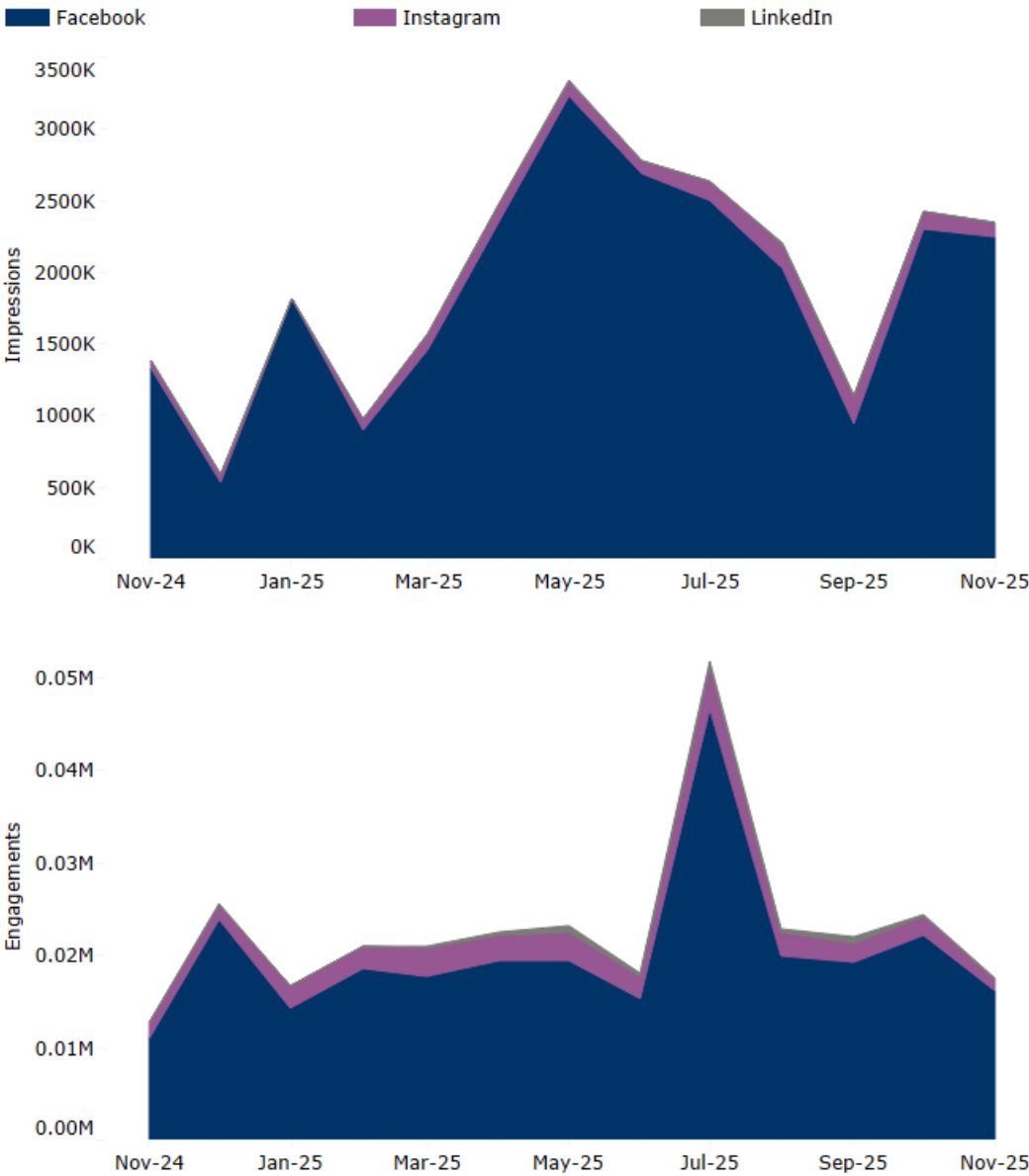
Engagement Rate	1.2%
Impressions	98,795
Video Views	3,848
Engagements	1,221
Comments	73
Reactions	1,011
Saves	
Shares	109

LinkedIn



Audience
643

Engagement Rate	10.2%
Impressions	1,266
Video Views	0
Engagements	129
Comments	3
Reactions	65
Shares	-2
Post Link Clicks	

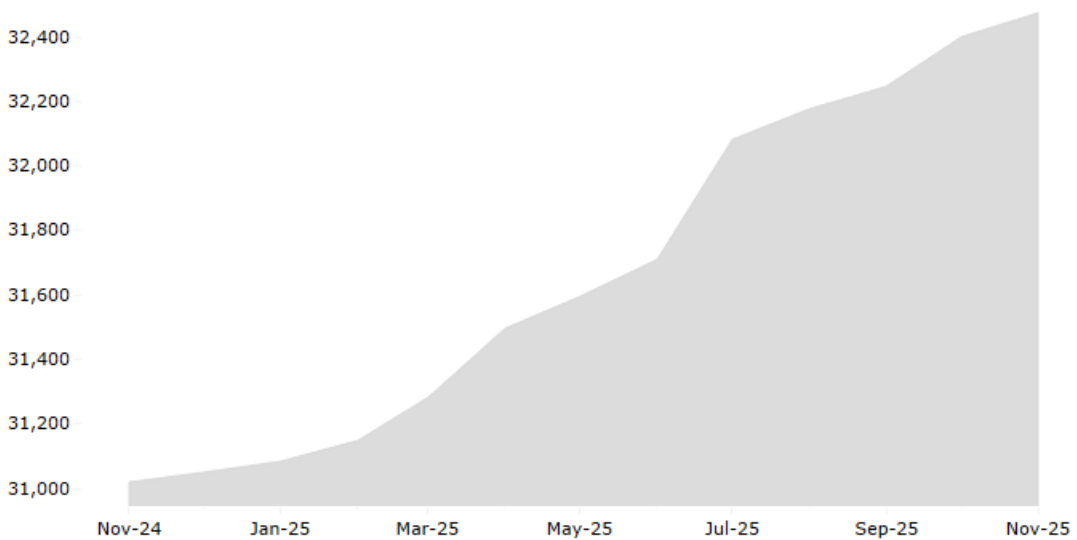




Audience Overview

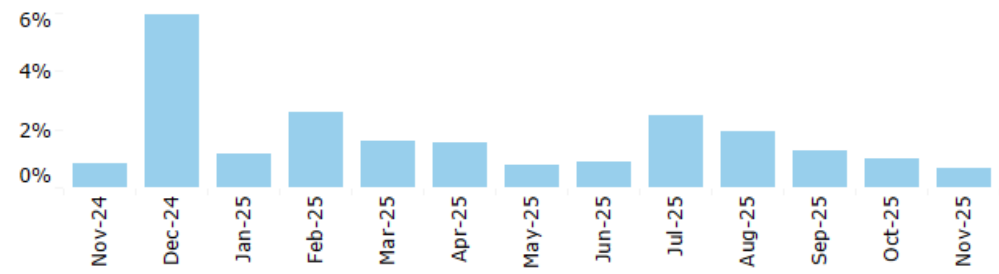
Audience
November 2025
32.5K
+4.7% YOY

Audience by Month

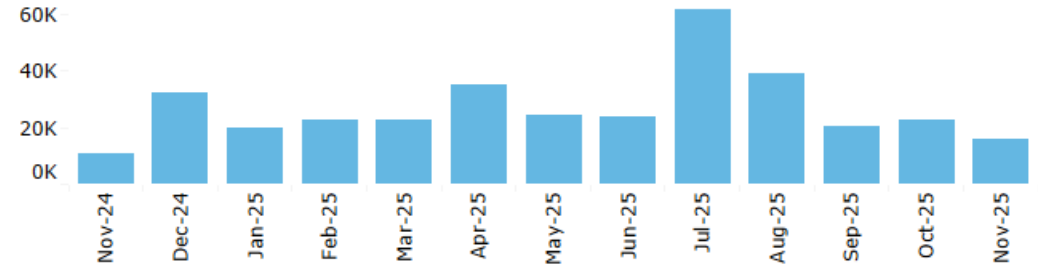


Engagements & Impressions

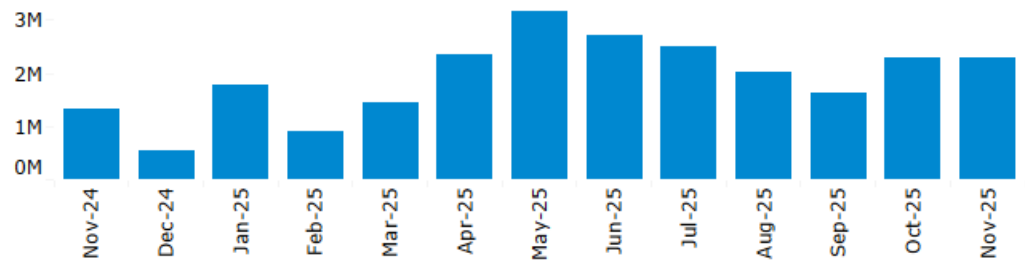
Engagement
Rate
November 2025
0.7%
-0.1% pt YOY



Engagements
November 2025
15.8K
+48.1% YOY



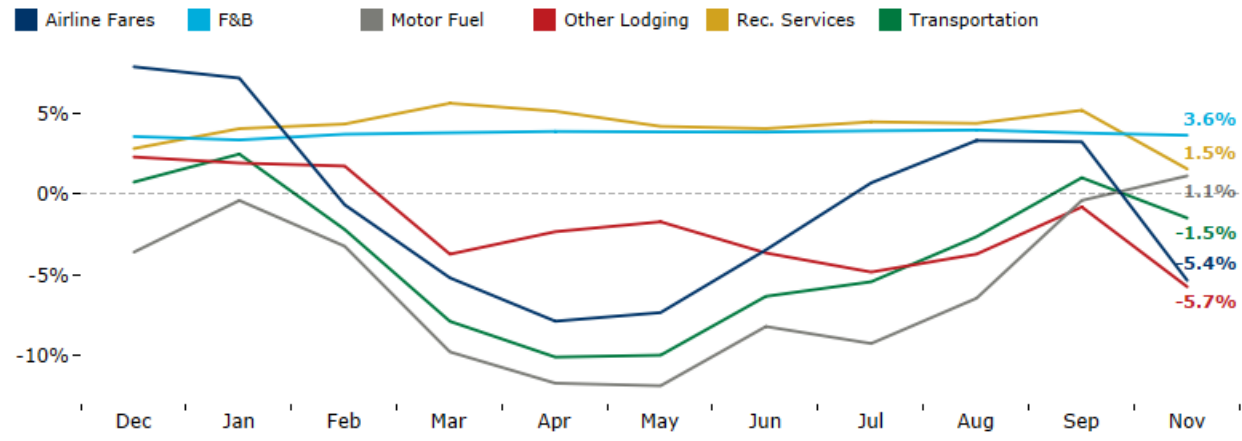
Total
Impressions
November 2025
2.3M
+73.0% YOY





Travel Price Index

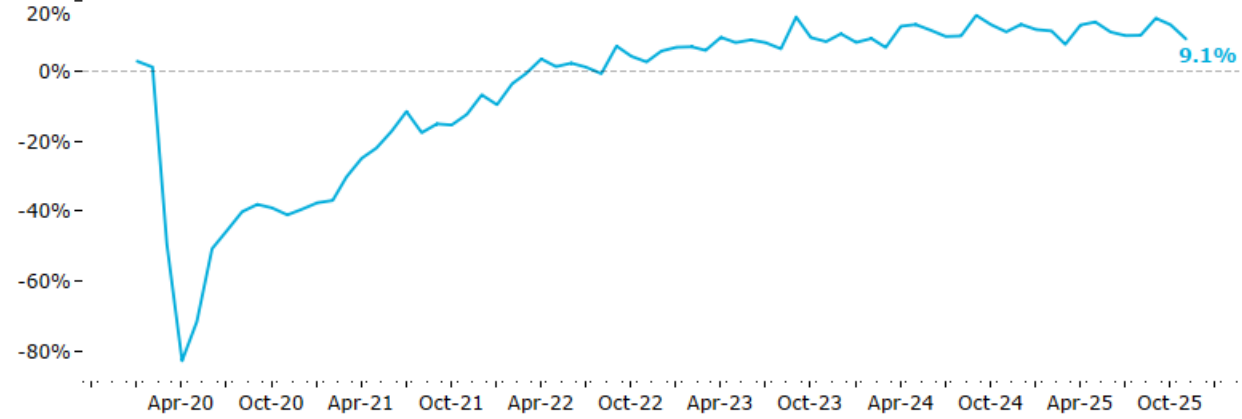
% Change Relative to Same Month in Previous Year | Last 12 Months



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

Travel Spending (% change vs 2019)

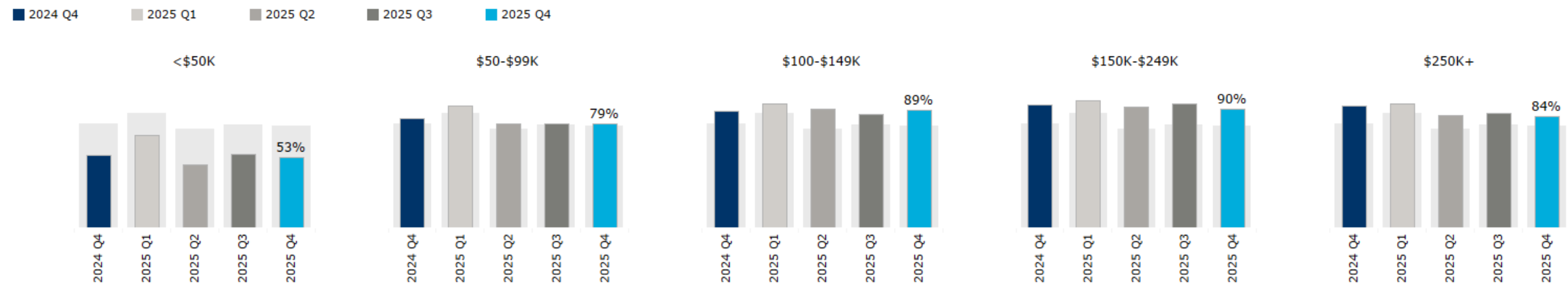
% Change vs. 2019 | U.S. total



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

Planning Leisure Travel Within the Next 12 Months

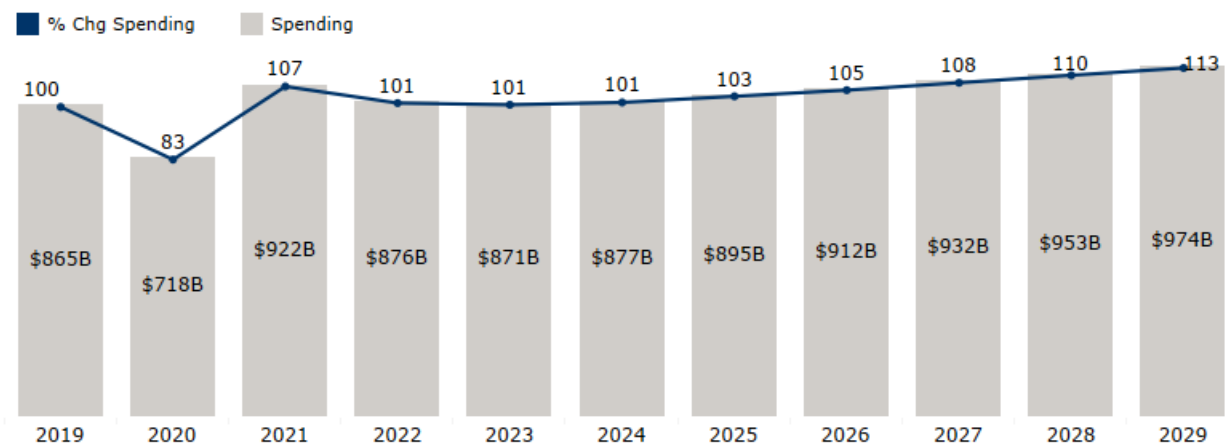
% of American Consumers Planning Travel by Household Income (Calendar Year)



Note: Light gray bars represent the average for all survey respondents
Source: MMGY Global's Portrait of American Travelers

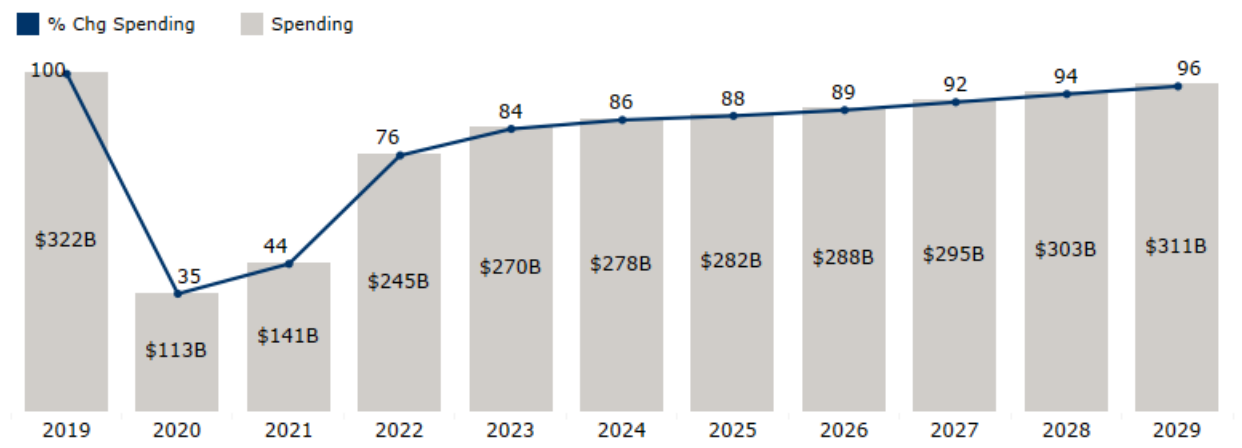
Real Domestic Leisure Travel Spending

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



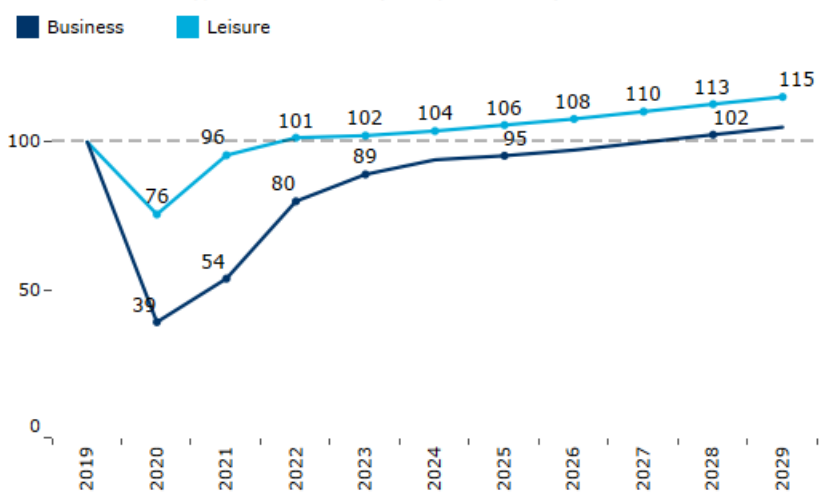
Real Domestic Business Travel Spending

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



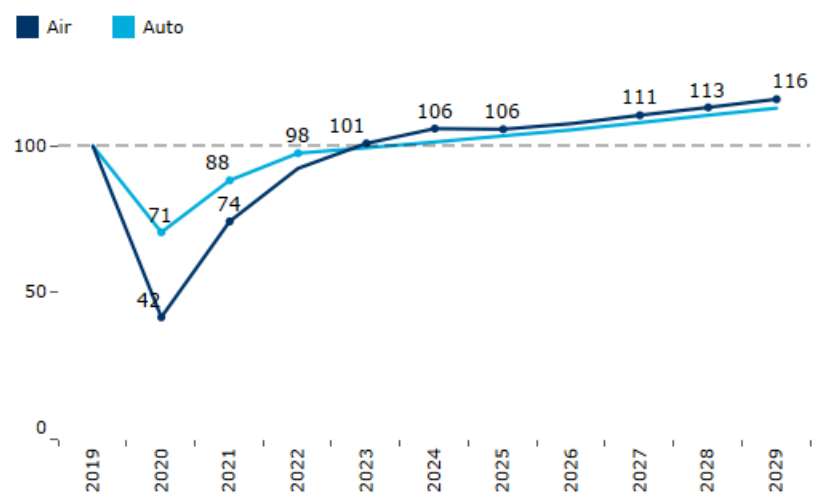
Leisure vs. Business Travel Volume

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)

