



# Monthly Summary Report

## December 2025

Month  
December 2025

## Highlights

Demand in December for Columbus hotels was -0.8% YOY less than last year causing an equal -0.8% YOY drop in occupancy to 55.7%. In the full year CY25, demand was +1.8% YOY higher than last year but with +3.3% YOY more rooms to fill, occupancy declined -1.5% YOY to 57.1%.

ADR in December was -1.8% YOY lower than last year at \$101. In CY25, ADR was -0.6% YOY lower also at \$101. The declines in ADR and demand in December resulted in -2.6% YOY less revenue at \$8.3M for the month. However, in CY25, the increase in demand offset the lower ADR generating +1.2% YOY more revenue for the year at \$94.6M.

Demand for short term rental increased in both December at +6.5% YOY and +15.1% YOY in CY25. But, supply increased more at +13.7% YOY in December and +20.7% YOY in CY25. As a result, December occupancy was -6.3% YOY lower than last year at 61.9% and -4.7% YOY lower in CY25 at 60.8%.

U.S. hotels closed 2025 with year-end occupancy down 1.2% compared to 2024, to 62.3%, as demand declined 0.5% while supply expanded 0.7%. ADR growth remained positive at 0.9%, helping limit the decline in RevPAR to 0.3%, while total hotel revenue increased 0.4% for the year.

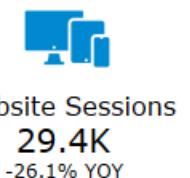
Tourism Economics forecasts 1.8% growth in domestic trips in 2025 despite weaker hotel demand, supported by rising use of STVRs and cruises. Softer hotel demand is partly tied to a 2.9% YOY decline in U.S. international arrivals in December, the eighth straight monthly drop.



Source: STR



Source: TSA



Source: Sprout Social



Source: Google Analytics



Source: Azira



Source: STR



Source: Meta



Source: Bureau of Labor Statistics

# Lodging Summary

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

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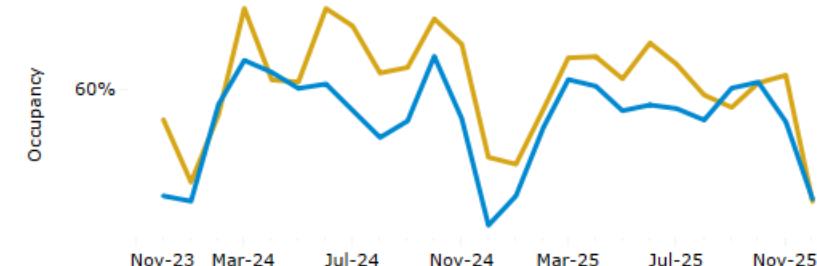
## Aggregate Lodging Performance

Sources: STR & AirDNA

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Dec 2025	<b>45.3%</b>	<b>\$97.99</b>	<b>\$44.42</b>	<b>172.2K</b>	<b>78.1K</b>	<b>\$7.6M</b>
YOY % Change	+6.0% YOY	-1.1% YOY	+4.8% YOY	+1.0% YOY	+7.0% YOY	+5.8% YOY
Year-to-Date	<b>56.5%</b>	<b>\$107.62</b>	<b>\$60.76</b>	<b>2.0M</b>	<b>1.1M</b>	<b>\$122.8M</b>
YTD YOY % Change	-1.1% YOY	+1.8% YOY	+0.6% YOY	+4.6% YOY	+3.4% YOY	+5.3% YOY

## Occupancy by Month

Hotels Short Term Vacation Rentals



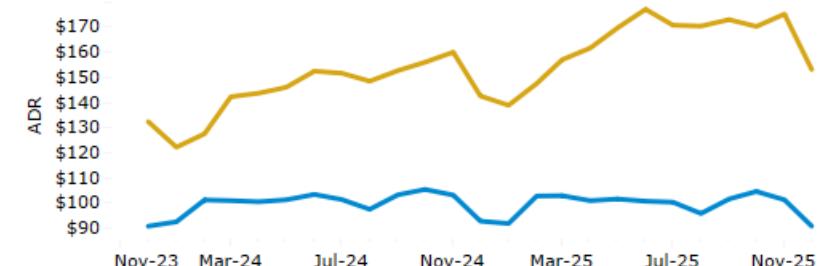
## Hotel Performance

Source: STR

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Dec 2025	<b>45.4%</b>	<b>\$90.96</b>	<b>\$41.27</b>	<b>152.6K</b>	<b>69.2K</b>	<b>\$6.3M</b>
YOY % Change	+8.5% YOY	-2.1% YOY	+6.2% YOY	-0.1% YOY	+8.4% YOY	+6.1% YOY
Year-to-Date	<b>56.1%</b>	<b>\$100.04</b>	<b>\$56.11</b>	<b>1.8M</b>	<b>1.0M</b>	<b>\$100.9M</b>
YTD YOY % Change	-0.8% YOY	-0.8% YOY	-1.5% YOY	+3.0% YOY	+2.2% YOY	+1.5% YOY

## ADR by Month

Hotels Short Term Vacation Rentals



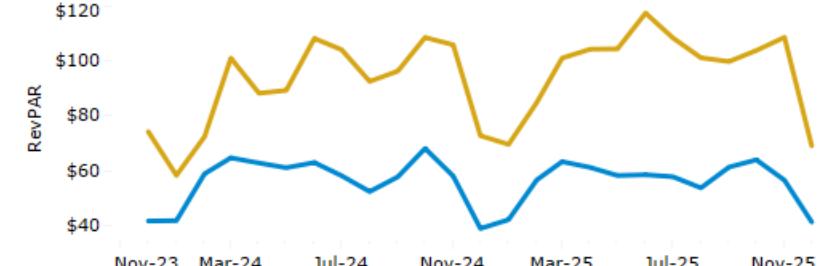
## Short Term Vacation Rental Performance

Source: AirDNA (All Properties)

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Dec 2025	<b>45.0%</b>	<b>\$153.19</b>	<b>\$69.00</b>	<b>19.6K</b>	<b>8.8K</b>	<b>\$1.4M</b>
YOY % Change	-11.6% YOY	+7.4% YOY	-5.0% YOY	+10.0% YOY	-2.8% YOY	+4.4% YOY
Year-to-Date	<b>59.4%</b>	<b>\$165.05</b>	<b>\$98.01</b>	<b>224.0K</b>	<b>133.0K</b>	<b>\$22.0M</b>
YTD YOY % Change	-5.0% YOY	+12.2% YOY	+6.5% YOY	+19.7% YOY	+13.7% YOY	+27.5% YOY

## RevPAR by Month

Hotels Short Term Vacation Rentals

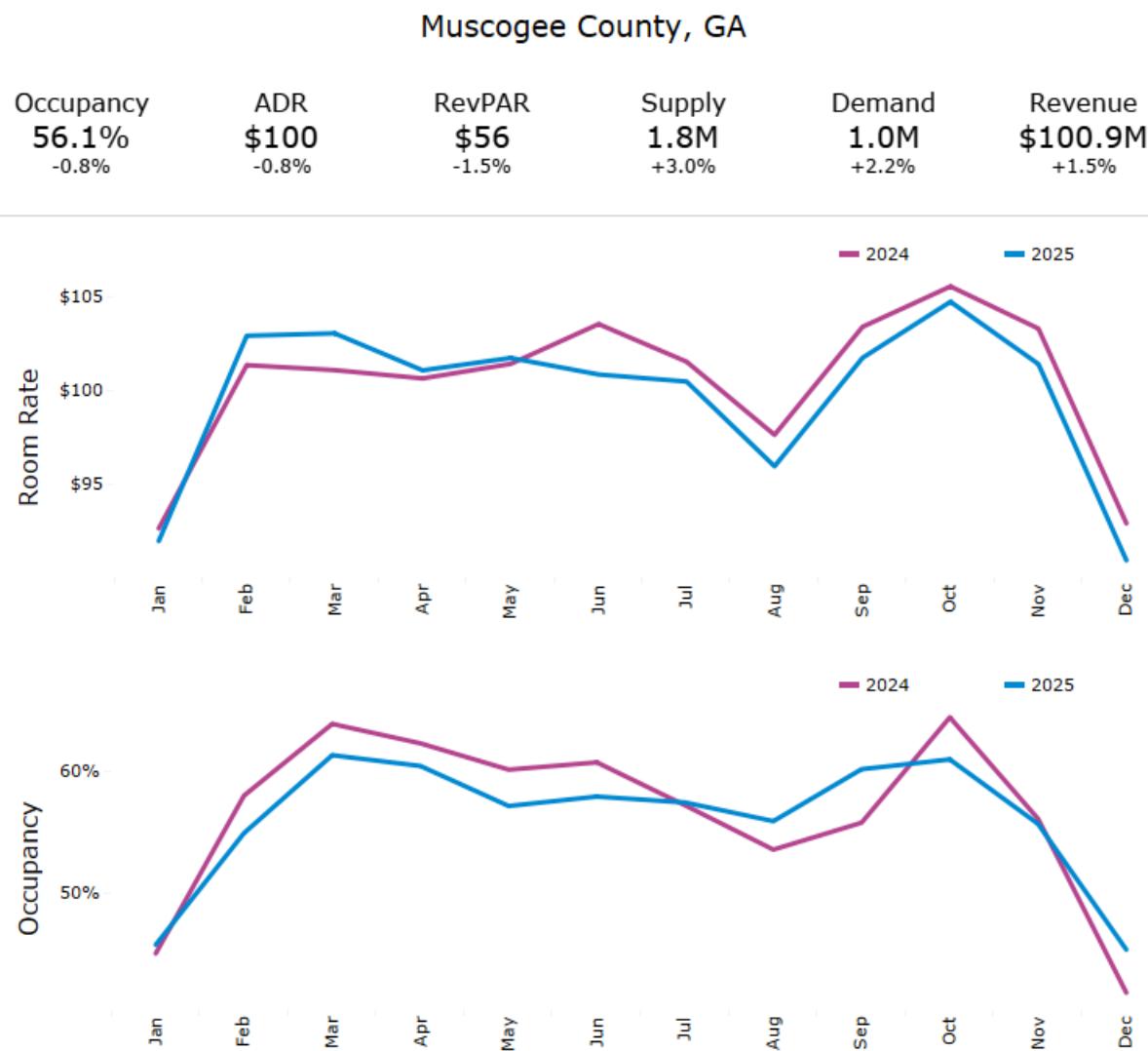


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## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Oct	Muscogee County, GA	61.0%	\$105	-0.8%	\$64	-6.1%
	Russell County, AL	52.1%	\$109	-2.3%	\$57	-5.4%
Nov	Muscogee County, GA	55.7%	\$101	-1.8%	\$56	-2.6%
	Russell County, AL	48.1%	\$102	-6.6%	\$49	-0.6%
Dec	Muscogee County, GA	45.4%	\$91	-2.1%	\$41	+6.2%
	Russell County, AL	38.9%	\$92	-4.2%	\$36	-7.0%

## Calendar Year-to-Date Performance



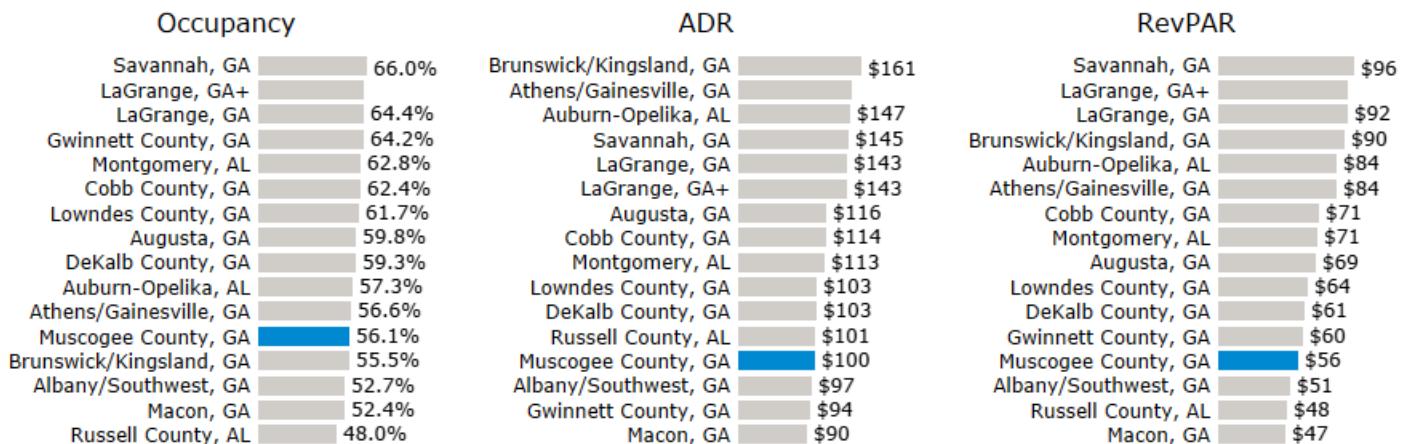


## Monthly Performance by Market

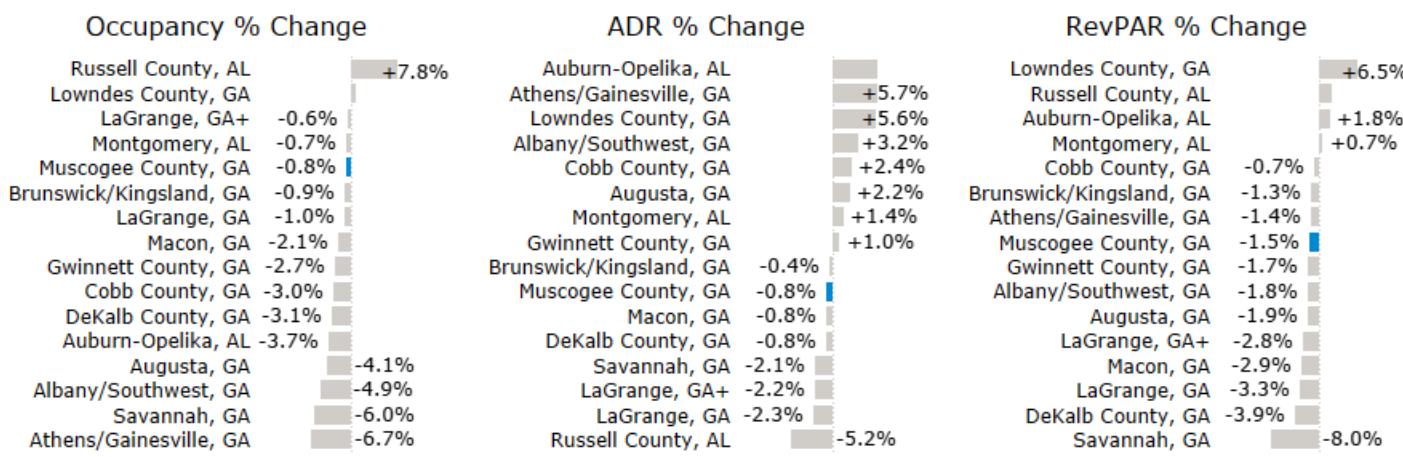
	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Oct	Muscogee County, GA	61.0%	<span>-5.4%</span>	\$105	<span>-0.8%</span>	\$64	<span>-6.1%</span>
	Albany/Southwest, GA	54.1%	<span>-20.3%</span>	\$104	<span>+1.1%</span>	\$56	<span>-19.5%</span>
	Athens/Gainesville, GA	63.4%	<span>-9.9%</span>	\$191	<span>+7.8%</span>	\$121	<span>-2.9%</span>
	Auburn-Opelika, AL	57.8%	<span>-9.0%</span>	\$207	<span>+66.8%</span>	\$120	<span>+51.8%</span>
	Augusta, GA	57.0%	<span>-29.6%</span>	\$97	<span>-16.0%</span>	\$55	<span>-40.9%</span>
	Brunswick/Kingsland, ..	55.5%	<span>-12.4%</span>	\$161	<span>+4.1%</span>	\$89	<span>-8.8%</span>
	Cobb County, GA	60.1%	<span>-12.9%</span>	\$101	<span>-5.7%</span>	\$61	<span>-17.9%</span>
	DeKalb County, GA	60.6%	<span>-8.4%</span>	\$105	<span>-1.8%</span>	\$64	<span>-10.0%</span>
	Gwinnett County, GA	66.7%	<span>-6.1%</span>	\$99	<span>-0.8%</span>	\$66	<span>-6.8%</span>
	LaGrange, GA	67.2%	<span>-2.1%</span>	\$133	<span>+1.0%</span>	\$90	<span>-1.2%</span>
	LaGrange, GA+	67.2%	<span>-2.1%</span>	\$133	<span>+1.0%</span>	\$90	<span>-1.2%</span>
	Lowndes County, GA	58.0%	<span>-28.8%</span>	\$108	<span>-3.7%</span>	\$62	<span>-31.4%</span>
	Macon, GA	57.3%	<span>-16.3%</span>	\$94	<span>-3.6%</span>	\$54	<span>-19.3%</span>
	Montgomery, AL	62.1%	<span>-9.5%</span>	\$115	<span>+0.4%</span>	\$71	<span>-9.2%</span>
	Russell County, AL	52.1%	<span>-3.2%</span>	\$109	<span>-2.3%</span>	\$57	<span>-5.4%</span>
	Savannah, GA	66.6%	<span>-13.7%</span>	\$152	<span>-4.8%</span>	\$101	<span>-17.8%</span>
Nov	Muscogee County, GA	55.7%	<span>-0.8%</span>	\$101	<span>-1.8%</span>	\$56	<span>-2.6%</span>
	Albany/Southwest, GA	50.1%	<span>-11.0%</span>	\$98	<span>+1.4%</span>	\$49	<span>-9.7%</span>
	Athens/Gainesville, GA	53.5%	<span>-7.9%</span>	\$176	<span>+5.7%</span>	\$94	<span>-2.6%</span>
	Auburn-Opelika, AL	52.5%	<span>-12.9%</span>	\$189	<span>+6.0%</span>	\$99	<span>-7.7%</span>
	Augusta, GA	51.3%	<span>-31.0%</span>	\$95	<span>-15.4%</span>	\$49	<span>-41.6%</span>
	Brunswick/Kingsland, ..	53.2%	<span>-0.6%</span>	\$149	<span>-0.1%</span>	\$79	<span>-0.7%</span>
	Cobb County, GA	56.2%	<span>-4.6%</span>	\$97	<span>-1.3%</span>	\$55	<span>-5.8%</span>
	DeKalb County, GA	54.5%	<span>-4.9%</span>	\$97	<span>-2.9%</span>	\$53	<span>-7.7%</span>
	Gwinnett County, GA	60.6%	<span>-5.4%</span>	\$92	<span>-0.9%</span>	\$56	<span>-6.3%</span>
	LaGrange, GA	62.1%	<span>+2.3%</span>	\$129	<span>-1.0%</span>	\$80	<span>+1.4%</span>
	LaGrange, GA+	62.1%	<span>+2.3%</span>	\$129	<span>-1.0%</span>	\$80	<span>+1.4%</span>
	Lowndes County, GA	52.9%	<span>-29.0%</span>	\$101	<span>-5.7%</span>	\$53	<span>-33.0%</span>
	Macon, GA	52.1%	<span>-4.0%</span>	\$88	<span>-5.0%</span>	\$46	<span>-8.9%</span>
	Montgomery, AL	56.6%	<span>-10.6%</span>	\$109	<span>-1.3%</span>	\$62	<span>-11.8%</span>
	Russell County, AL	48.1%	<span>+6.4%</span>	\$102	<span>-6.6%</span>	\$49	<span>-0.6%</span>
	Savannah, GA	61.7%	<span>-9.4%</span>	\$136	<span>-6.6%</span>	\$84	<span>-15.4%</span>
Dec	Muscogee County, GA	45.4%	<span>+8.5%</span>	\$91	<span>-2.1%</span>	\$41	<span>+6.2%</span>
	Albany/Southwest, GA	44.7%	<span>-9.2%</span>	\$92	<span>+1.2%</span>	\$41	<span>-8.1%</span>
	Athens/Gainesville, GA	41.7%	<span>-10.2%</span>	\$123	<span>-1.7%</span>	\$51	<span>-11.7%</span>
	Auburn-Opelika, AL	40.0%	<span>-13.2%</span>	\$112	<span>+1.6%</span>	\$45	<span>-11.8%</span>
	Augusta, GA	45.9%	<span>-21.8%</span>	\$89	<span>-11.7%</span>	\$41	<span>-31.0%</span>
	Brunswick/Kingsland, ..	46.9%	<span>-0.5%</span>	\$146	<span>+4.5%</span>	\$69	<span>+3.9%</span>
	Cobb County, GA	54.1%	<span>-2.1%</span>	\$94	<span>-1.8%</span>	\$51	<span>-3.9%</span>
	DeKalb County, GA	52.2%	<span>-0.6%</span>	\$94	<span>+0.0%</span>	\$49	<span>-0.6%</span>
	Gwinnett County, GA	56.2%	<span>-4.6%</span>	\$86	<span>-0.5%</span>	\$49	<span>-5.0%</span>
	LaGrange, GA	62.3%	<span>+5.7%</span>	\$143	<span>-3.5%</span>	\$89	<span>+2.1%</span>
	LaGrange, GA+	62.3%	<span>+5.7%</span>	\$143	<span>-3.5%</span>	\$89	<span>+2.1%</span>
	Lowndes County, GA	48.4%	<span>-30.8%</span>	\$97	<span>-7.6%</span>	\$47	<span>-36.1%</span>
	Macon, GA	49.8%	<span>+2.5%</span>	\$83	<span>-3.4%</span>	\$41	<span>-1.0%</span>
	Montgomery, AL	50.2%	<span>-0.9%</span>	\$104	<span>+4.7%</span>	\$52	<span>+3.7%</span>
	Russell County, AL	38.9%	<span>-2.8%</span>	\$92	<span>-4.2%</span>	\$36	<span>-7.0%</span>
	Savannah, GA	57.4%	<span>-7.7%</span>	\$127	<span>-4.0%</span>	\$73	<span>-11.4%</span>

## 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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Oct

Columbus	60.9%	-12.3%	\$170	+9.1%	\$104	-4.4%
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Nov

Columbus	61.9%	-6.3%	\$175	+9.4%	\$108	+2.6%
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Dec

Columbus	45.0%	-11.6%	\$153	+7.4%	\$69	-5.0%
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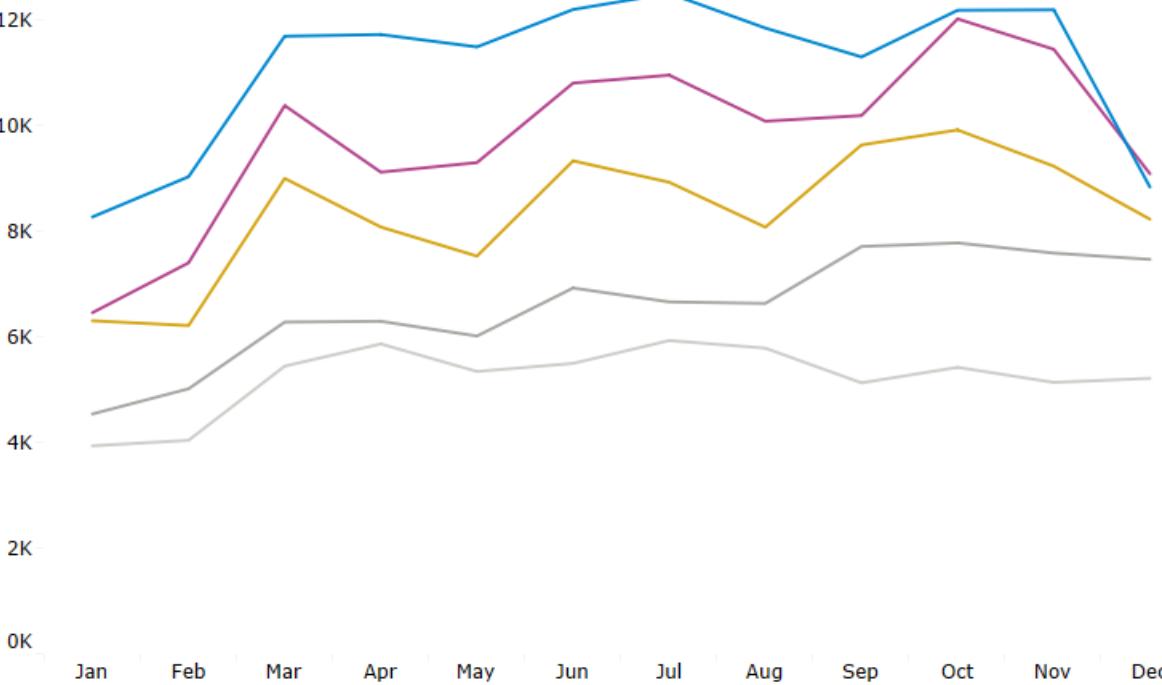
## Calendar Year-to-Date Performance

**Columbus**  
All Properties

Occupancy <b>59.4%</b> -5.0%	ADR <b>\$165</b> +12.2%	RevPAR <b>\$98</b> +6.5%	Supply <b>224.0K</b> +19.7%	Demand <b>133.0K</b> +13.7%	Revenue <b>\$22.0M</b> +27.5%
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## Short Term Rental Demand by Month

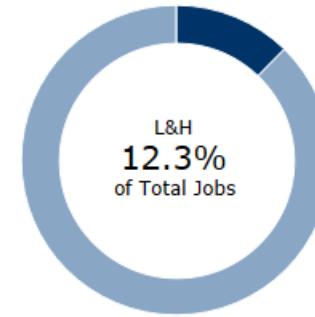
Last Five Calendar Years

 2021
  2022
  2023
  2024
  2025




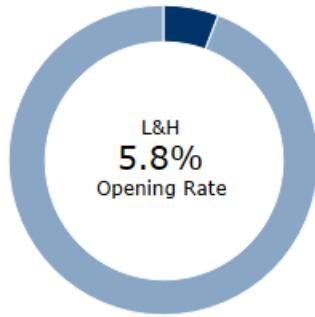
## Total Leisure & Hospitality Jobs

L&H Jobs  
as of December 2025  
**15.3K**  
+1.3% YOY | +0.0% vs. 2019



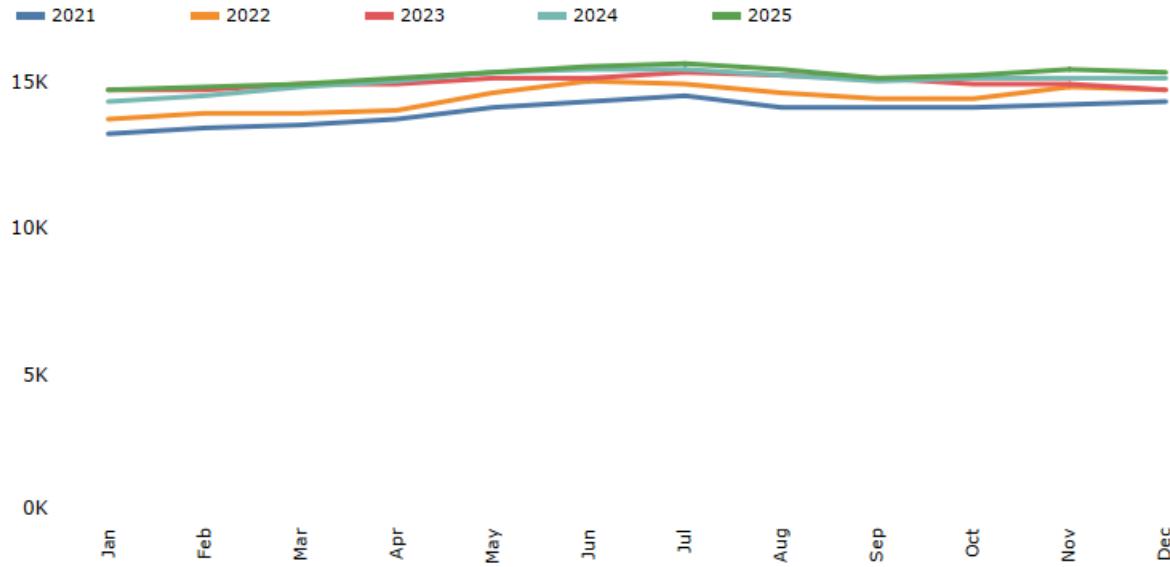
## Leisure & Hospitality Job Openings

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



## Employment Recovery

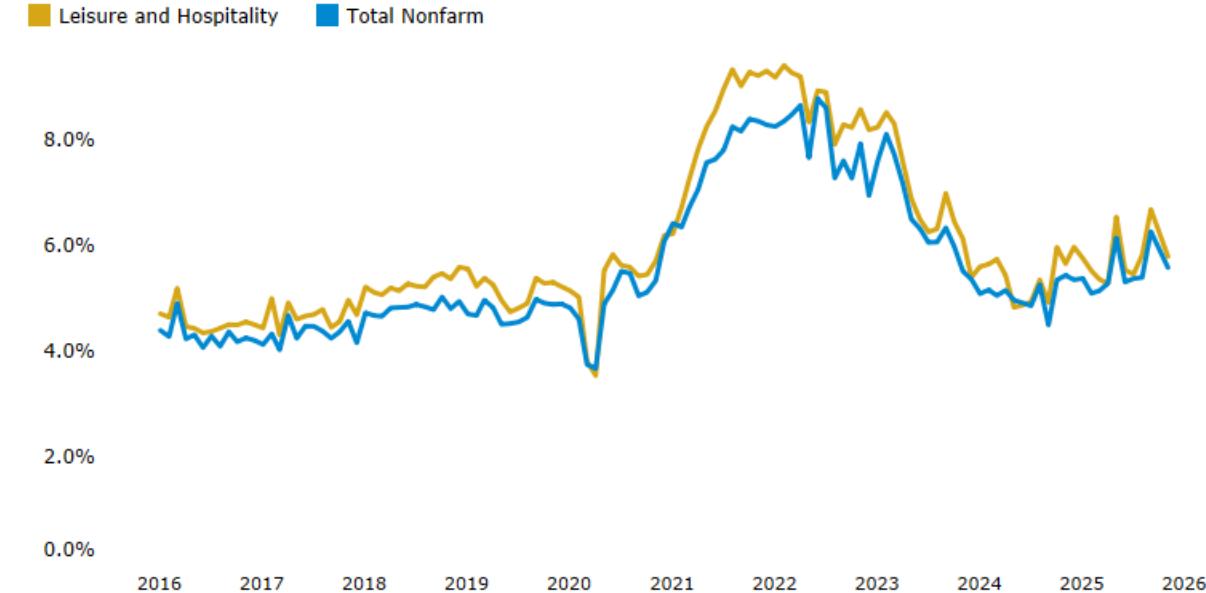
Leisure & Hospitality Jobs (Thousands)



Source: Bureau of Labor Statistics

## Job Opening Rate

Share of total available jobs that are not filled



Source: Tourism Economics

Powered by Symphony | Tourism Economics

# Airport TSA Checkpoint Volume & Visitor Origins

ATL - Hartsfield - Jackson Atlanta International



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## Monthly TSA Checkpoint Volume

December 2025 Volume

2.6M

-0.7% YOY

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

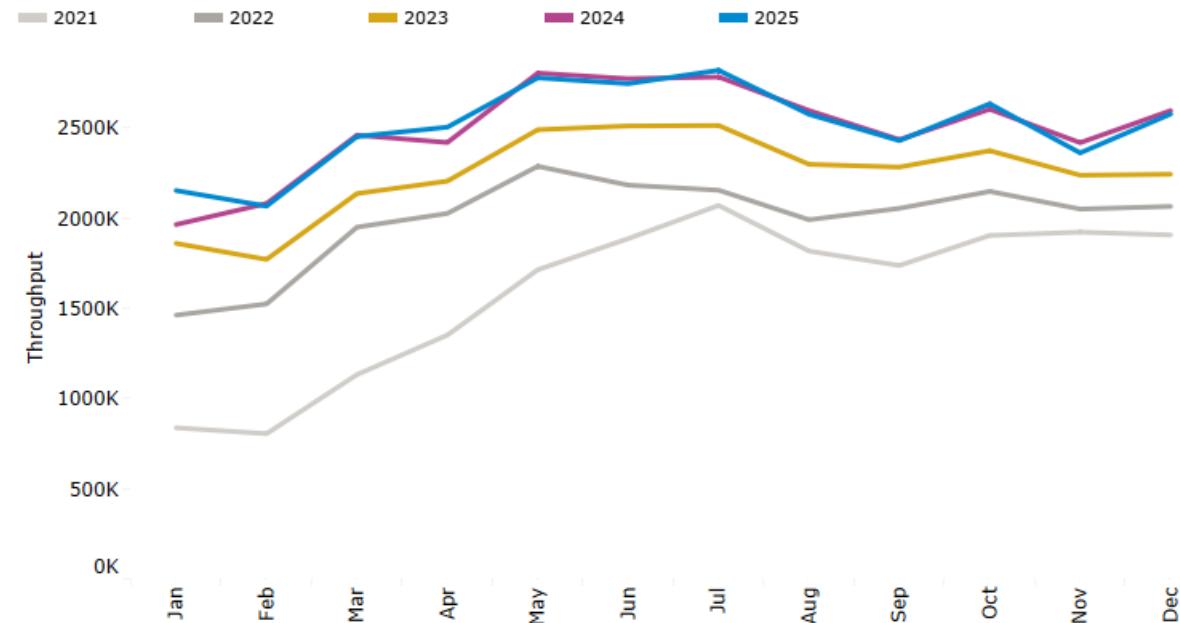
Jan - Dec 2025 Volume

30.1M

+0.5% YOY

### TSA Checkpoint Volume by Month

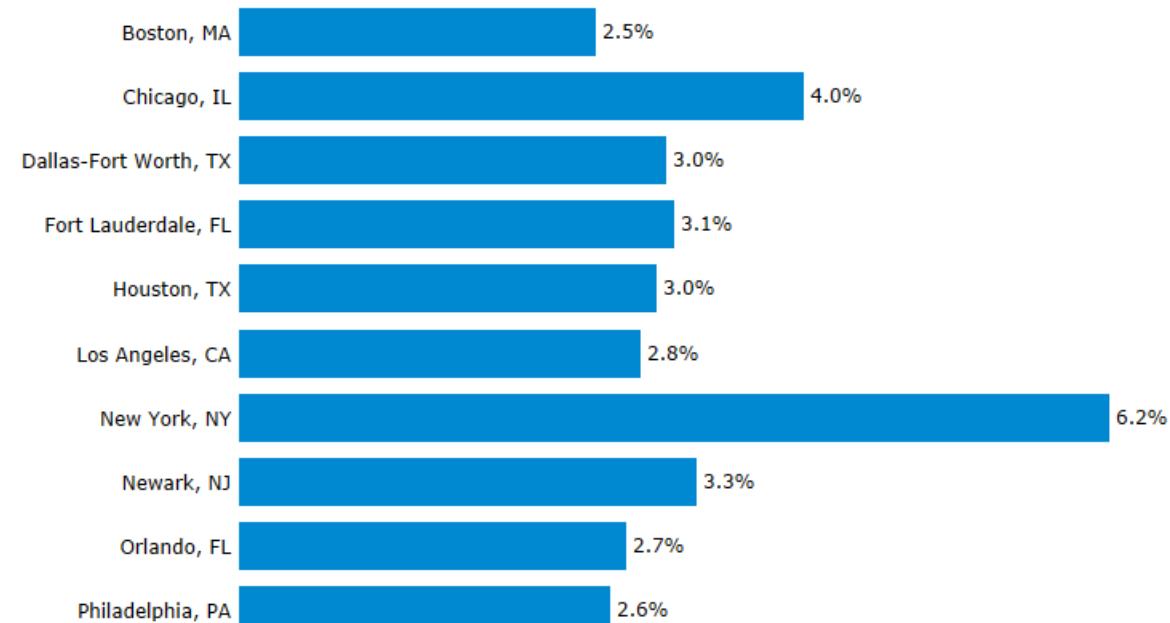
Last Five Calendar Years



Source: Transportation Security Administration

### Top Origin Markets - Air

Jan - Nov 2025 Visitor Arrivals



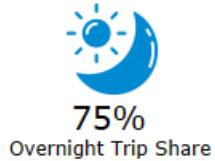
Source: OAG

Source: Transportation Security Administration

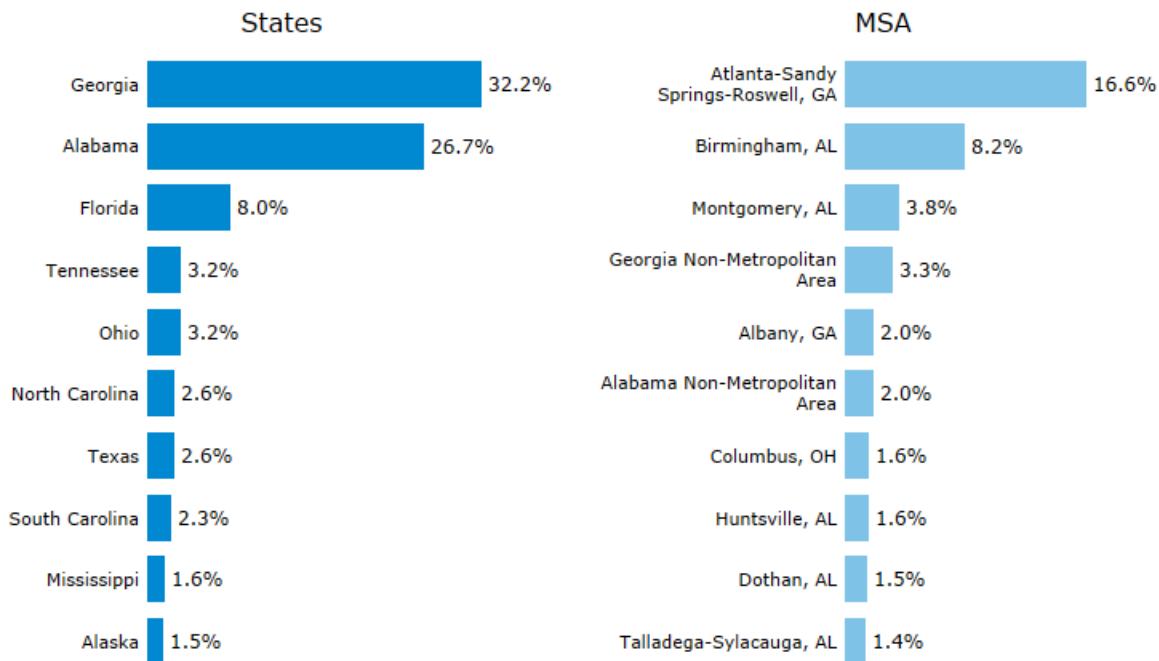
Powered by Symphony | Tourism Economics



## December 2025 Domestic Visits

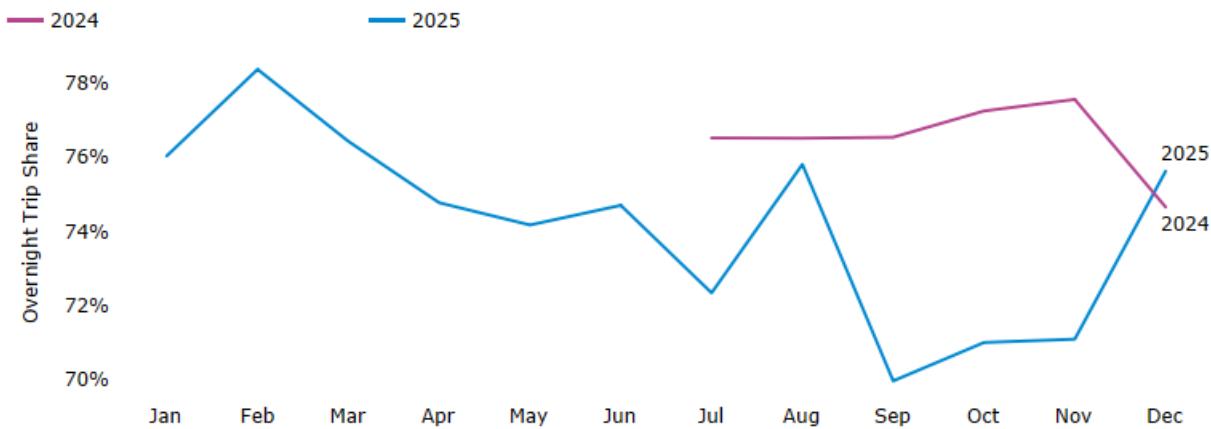


## Top Origin Markets



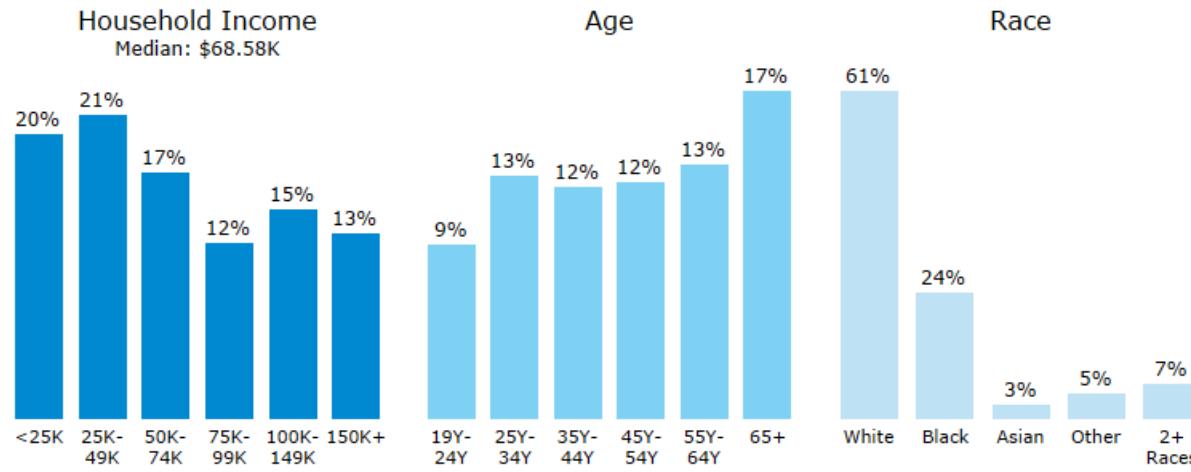
## Domestic Visitor Trends &amp; Characteristics

## Overnight Trip Share by Month



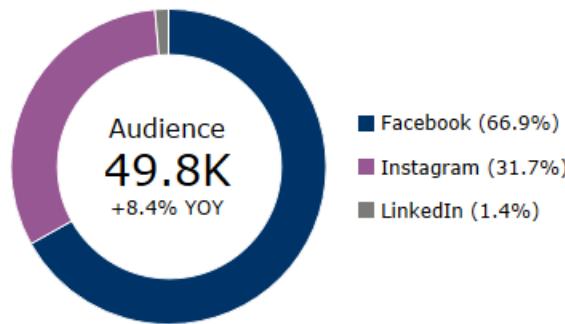
## December 2025 Visitor Origin Demographics

Share of Total

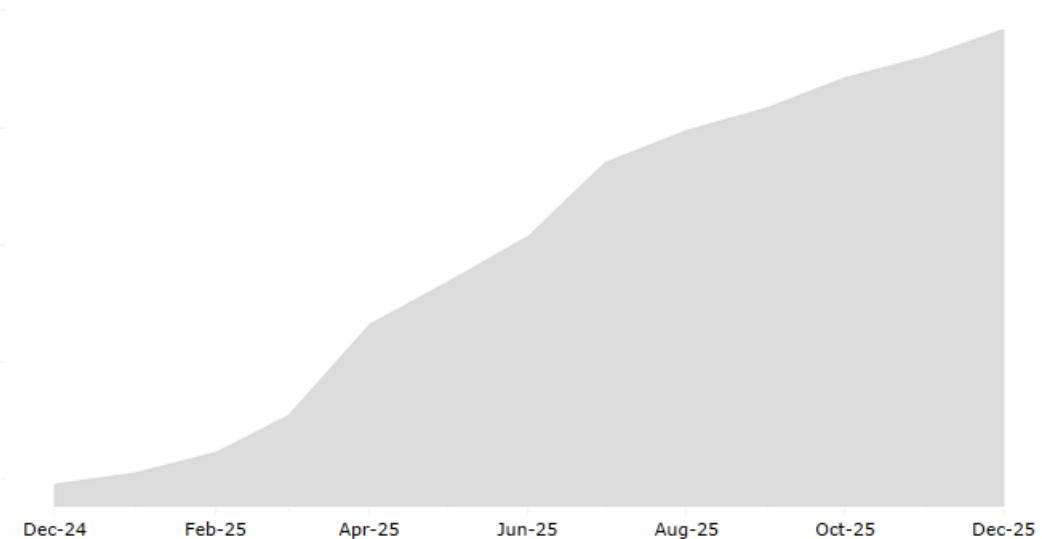


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## Audience Overview



## Audience by Month

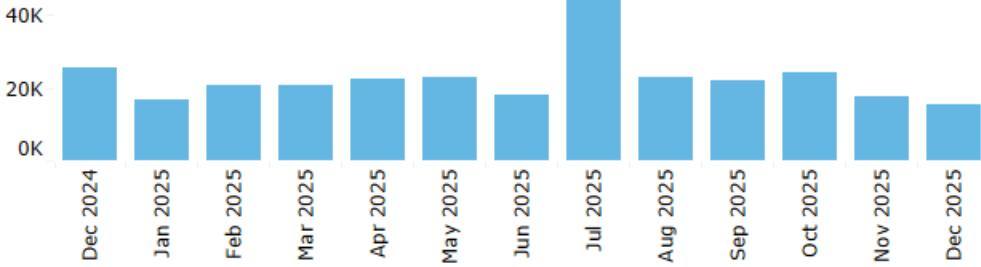


## Engagements & Impressions



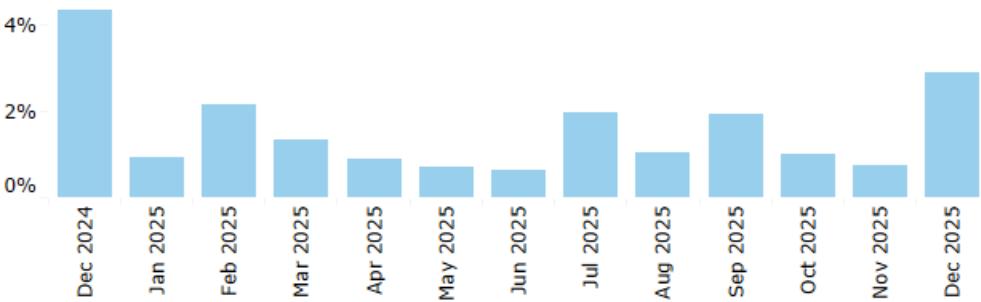
## Engagements

December 2025  
**15.4K**  
-39.6% YOY



## Engagement Rate

December 2025  
**2.9%**  
-1.4% pt YOY



# Website Performance Summary

December 2025 | Properties: All



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Users  
**26.5K**  
-26.3% YOY



Sessions  
**29.4K**  
-26.1% YOY



Engaged Sessions  
**9.3K**  
-41.0% YOY



Engagement Rate  
**31.7%**  
-8.02% pt YOY



Page Views  
**37.9K**  
-49.9% YOY



Pages Per Session  
**1.29 pages**  
-0.61 pages YOY



Avg. Session Duration  
**00:01:06**  
-10 sec YOY



Bounce Rate  
**68.3%**  
+8.02% pt YOY

## Campaigns

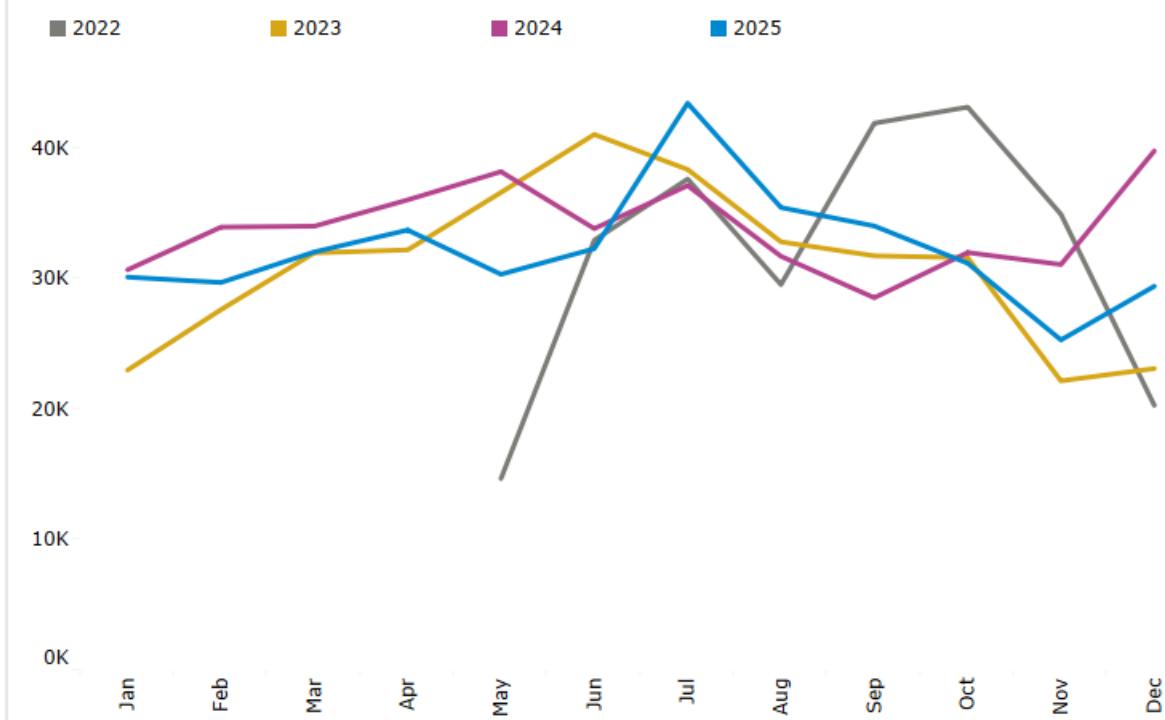


## Sources



## Sessions Analysis

### Monthly Trend



# Social Media Performance by Platform

December 2025



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## Facebook



Audience  
33.3K  
+4.9% YOY

<b>Engagement Rate</b>	<b>3.4%</b>
<b>Impressions</b>	<b>411,850</b>
<b>Video Views</b>	<b>53,873</b>
<b>Engagements</b>	<b>13,885</b>
Comments	208
Reactions	1,685
Shares	107
Post Link Clicks	6,486
Other Post Clicks	5,399

## Instagram



Audience  
15.8K  
+11.5% YOY

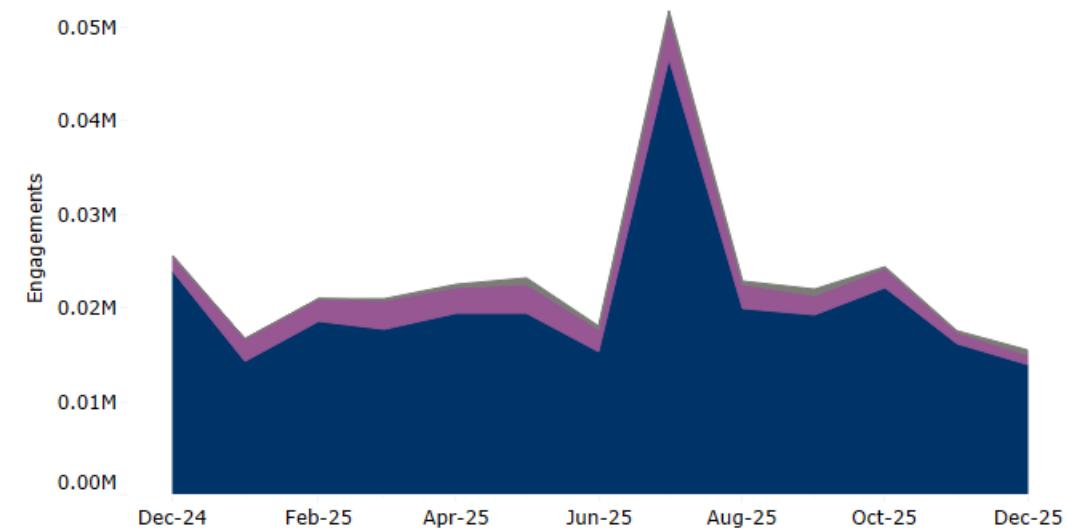
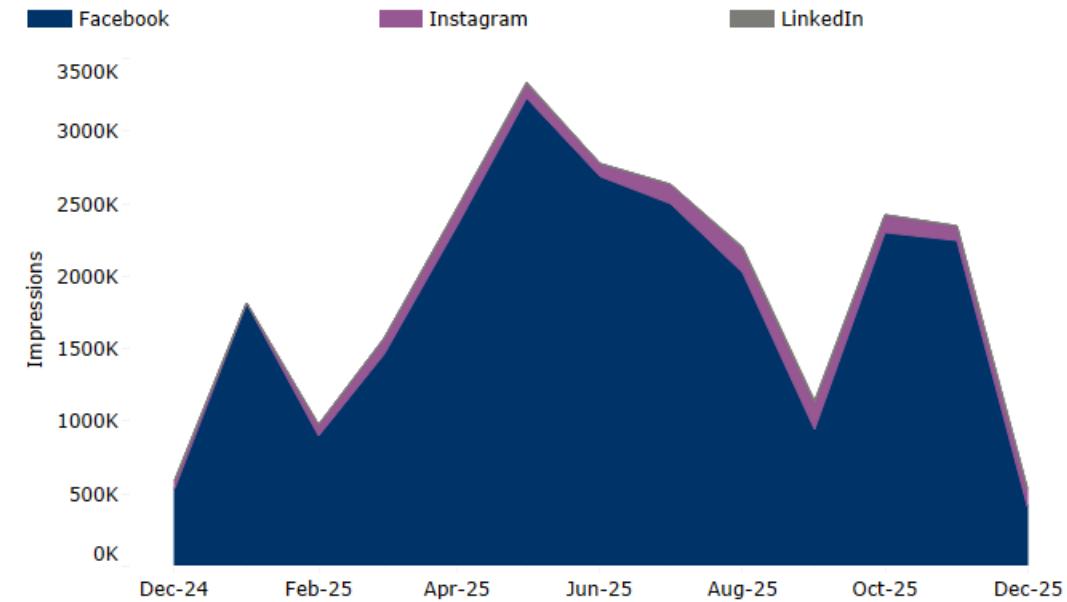
<b>Engagement Rate</b>	<b>0.9%</b>
<b>Impressions</b>	<b>112,922</b>
<b>Video Views</b>	<b>1,497</b>
<b>Engagements</b>	<b>1,059</b>
Comments	57
Reactions	888
Saves	
Shares	91

## LinkedIn



Audience  
681

<b>Engagement Rate</b>	<b>13.4%</b>
<b>Impressions</b>	<b>3,164</b>
<b>Video Views</b>	<b>0</b>
<b>Engagements</b>	<b>425</b>
Comments	39
Reactions	197
Shares	4
Post Link Clicks	

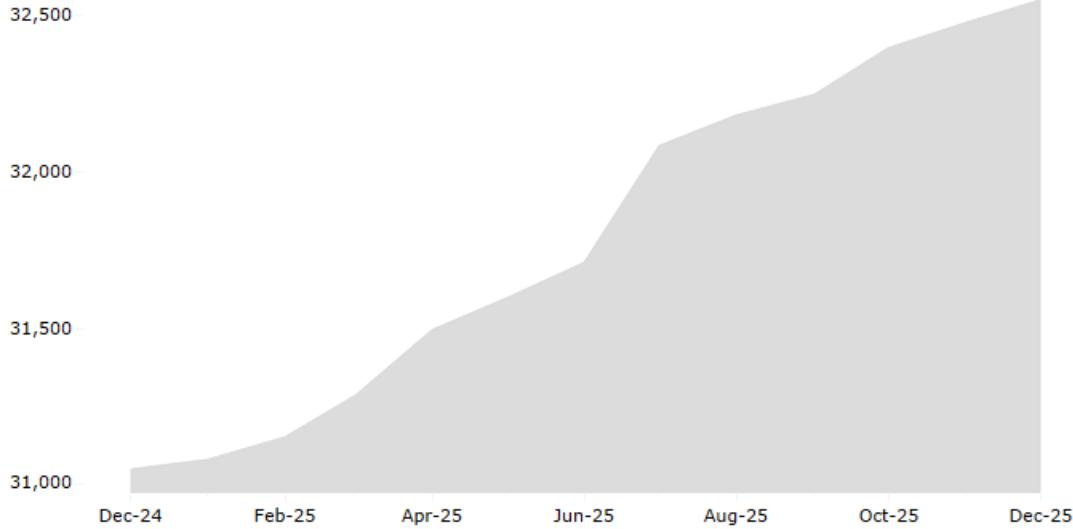


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## Audience Overview

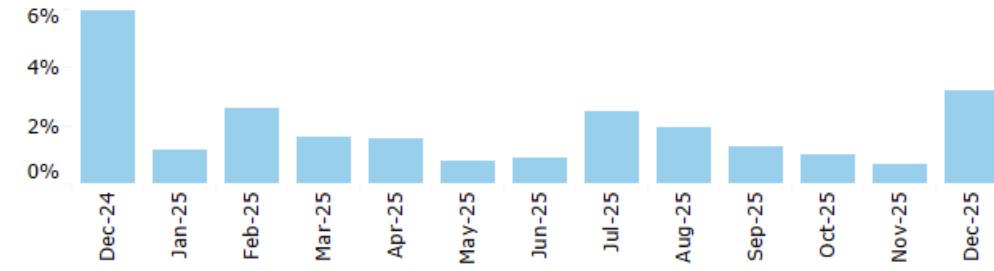
Audience  
December 2025  
**32.5K**  
+4.8% YOY

## Audience by Month



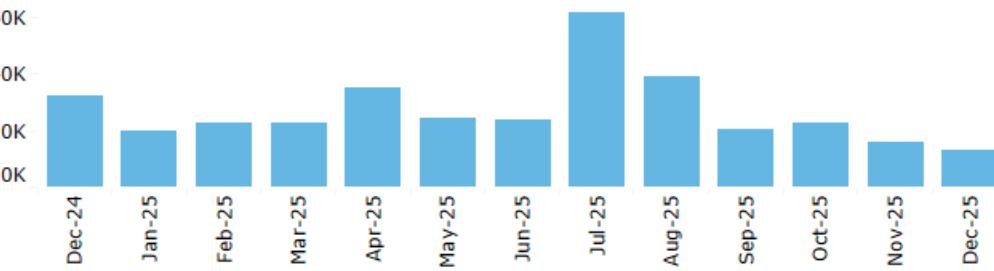
## Engagements &amp; Impressions

Engagement Rate  
December 2025  
**3.2%**  
-2.7% pt YOY



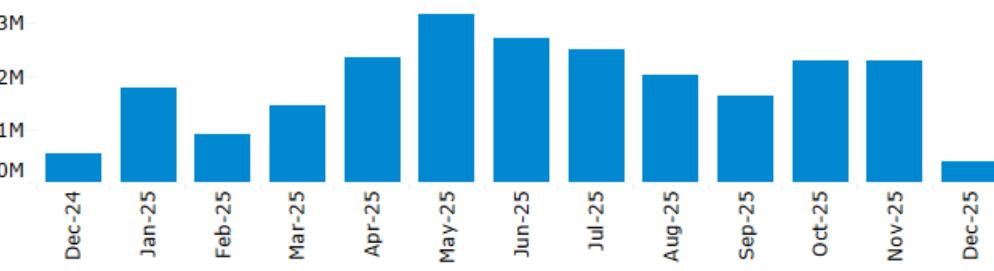
## Engagements

December 2025  
**12.8K**  
-60.7% YOY



## Total Impressions

December 2025  
**390.2K**  
-29.8% YOY

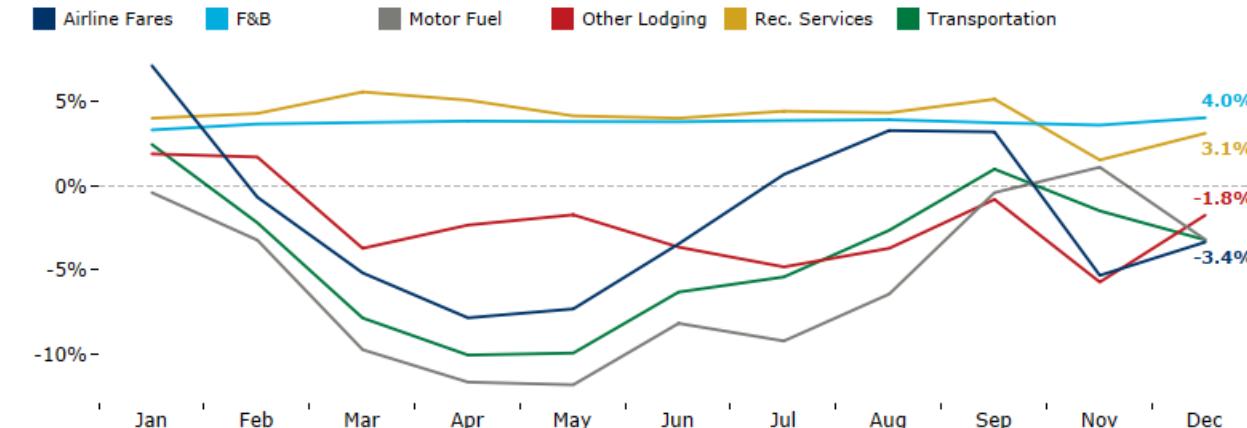


# National Travel Trends

☰

## Travel Price Index

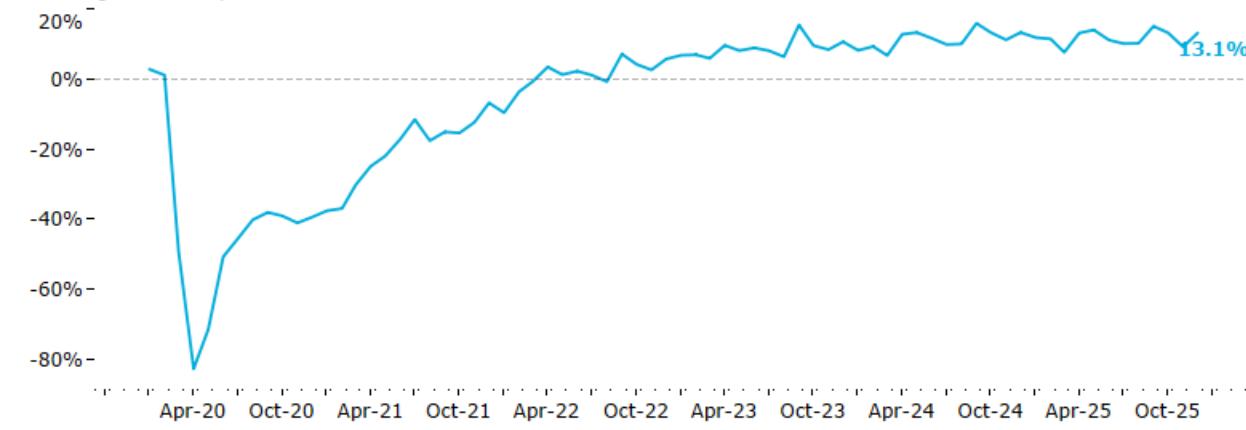
% Change Relative to Same Month in Previous Year | Last 12 Months



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

## Travel Spending (% change vs 2019)

% Change vs. 2019 | U.S. total

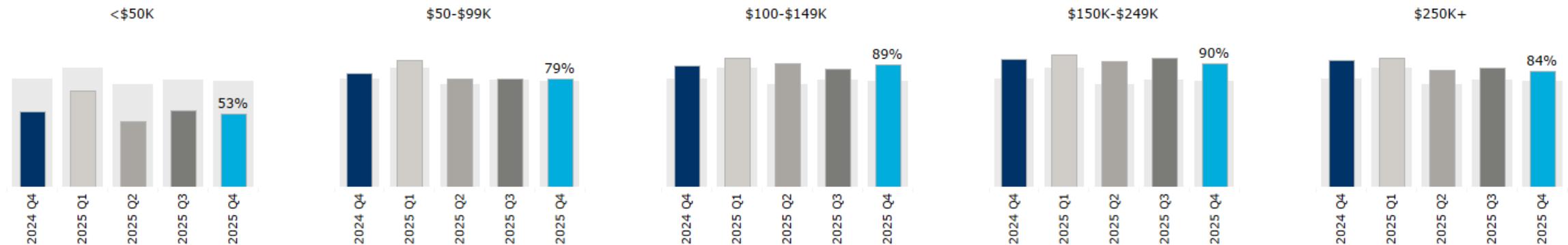


Source: Tourism Economics via U.S. Travel Recovery Tracker

## 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

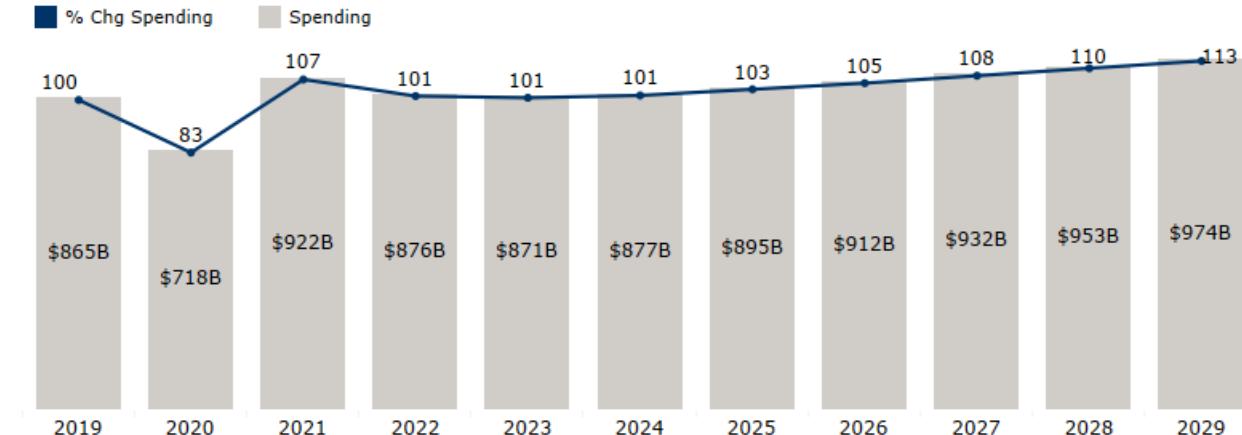
Source: MMGY Global's Portait of American Traveler

# Domestic Travel Forecast

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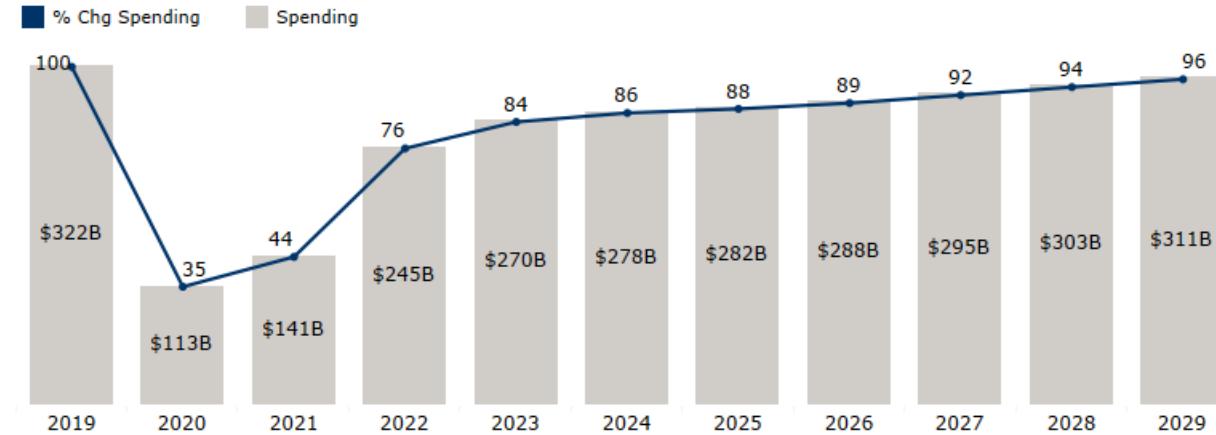
## Real Domestic Leisure Travel Spending

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



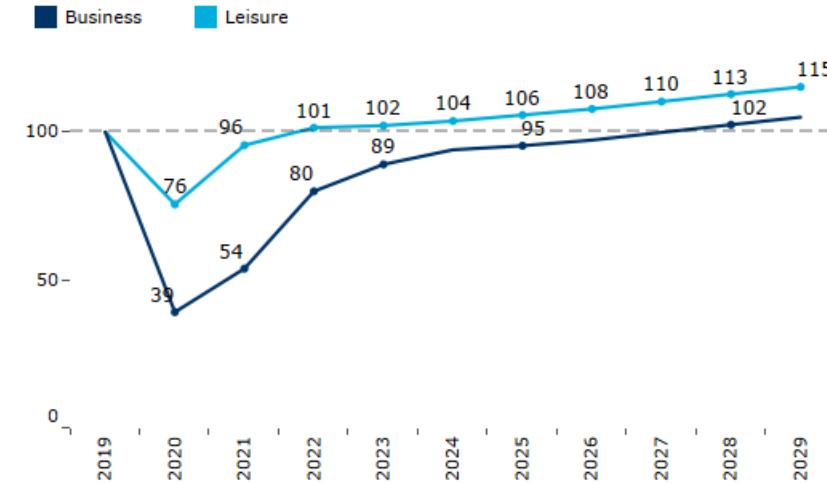
## Real Domestic Business Travel Spending

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



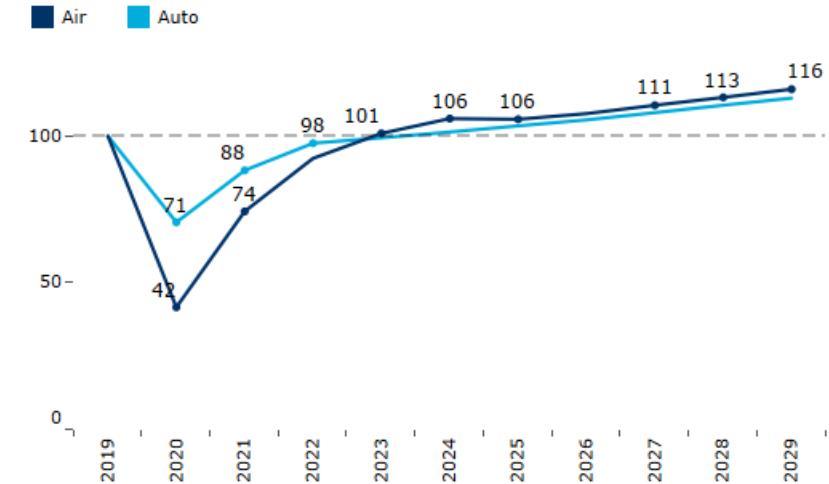
## Leisure vs. Business Travel Volume

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



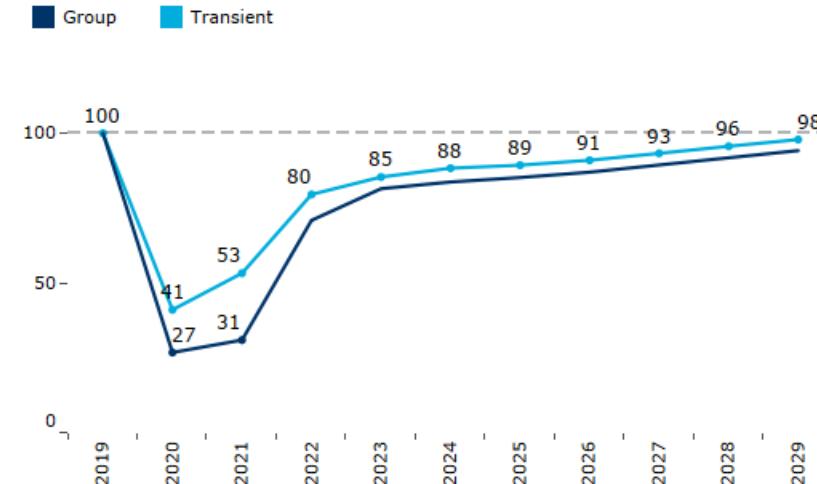
## Auto vs. Air Travel Volume

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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