



# Monthly Summary Report

## February 2026



## Highlights

February was a good month for Columbus GA hotels compared to last year illustrated by +5% YOY more demand. With slightly less rooms to fill at -0.1% YOY, occupancy gained +5.1% YOY to 57.8%. In contrast, short term rental demand was -11.9% YOY less and supply was similar to last year at +0.2% YOY causing a -12% YOY drop in occupancy to 44.1%.

ADR was higher than last year for both types of lodging at +1.8% YOY to \$105 for hotels and +0.5% YOY to \$140 for short term rentals. The combination of more demand and higher ADR generated +6.9% more hotel revenue at \$8.3M for the month. But, the drop in short term rental demand caused a -11.5% YOY decrease in revenue to \$1M.

Marketing KPIs did well in February will website sessions gaining +36.1% YOY to 40.4K and the social media audience up +9% YOY to 50.4K. Facebook was the key driver at +5.1% YOY, 66.6% of the total social media audience followed by Instagram at 32%.

U.S. hotels in February reported demand up 2.9% and supply up just 0.7% year-over-year, driving occupancy gains of 2.3%. ADR rose 2.0% and RevPAR grew 4.3%, as operators continued to push rate amid steady traveler demand heading into the spring travel season.

U.S. Nonfarm payrolls fell 92K in February after January gains (+126K), with declines in health care (strike-driven), information, and federal jobs (-330K since Oct 2024). Wages rose 0.4% MOM (3.8% YOY). Inflation held at 2.4%, (3.2% one year ago) with airline fares up 7.1% YOY due to rising fuel costs.



**Hotel Demand**  
**79.6K**  
+5.0% YOY

Source: STR



**Hotel ADR**  
**\$104.71**  
+1.8% YOY

Source: STR



**ATL Checkpoint Volume**  
**2.2M**  
+0.6% YOY  
(January 2026)

Source: TSA



**Social Media Audience**  
**50.4K**  
+9.0% YOY

Source: Sprout Social



**Facebook Audience**  
**32.7K**  
+5.1% YOY

Source: Meta



**Website Sessions**  
**40.4K**  
+36.1% YOY

Source: Google Analytics



**Overnight Trip Share**  
**79%**

Source: Azira



**L&H Jobs**  
**15.3K**  
+1.3% YOY  
(As of December 2025)

Source: Bureau of Labor Statistics

# Lodging Summary

Muscogee County, GA | February 2026 and Calendar Year-to-Date Performance

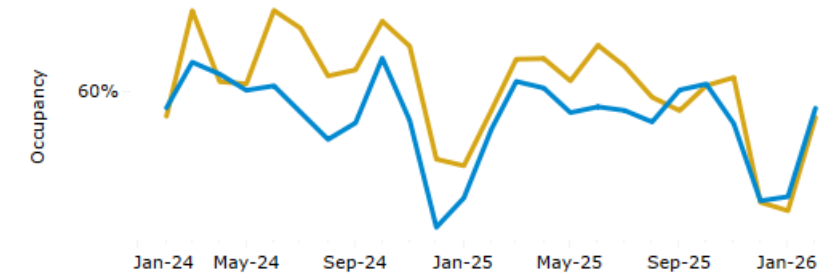
## Aggregate Lodging Performance

Sources: STR & AirDNA

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Feb 2026	57.6%	\$110.45	\$63.65	154.8K	89.2K	\$9.9M
YOY % Change	+4.4% YOY	+2.6% YOY	+7.1% YOY	+0.7% YOY	+5.1% YOY	+7.8% YOY
Year-to-Date	51.4%	\$103.62	\$53.28	324.0K	166.6K	\$17.3M
YTD YOY % Change	+1.9% YOY	+1.0% YOY	+2.9% YOY	+0.3% YOY	+2.2% YOY	+3.2% YOY

## Occupancy by Month

Hotels Short Term Vacation Rentals



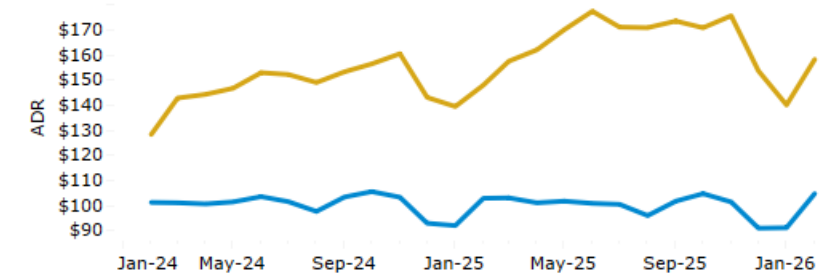
## Hotel Performance

Source: STR

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Feb 2026	57.8%	\$104.71	\$60.49	137.8K	79.6K	\$8.3M
YOY % Change	+5.1% YOY	+1.8% YOY	+7.0% YOY	-0.1% YOY	+5.0% YOY	+6.9% YOY
Year-to-Date	51.5%	\$98.35	\$50.70	290.5K	149.7K	\$14.7M
YTD YOY % Change	+2.8% YOY	+0.7% YOY	+3.6% YOY	-0.1% YOY	+2.7% YOY	+3.5% YOY

## ADR by Month

Hotels Short Term Vacation Rentals



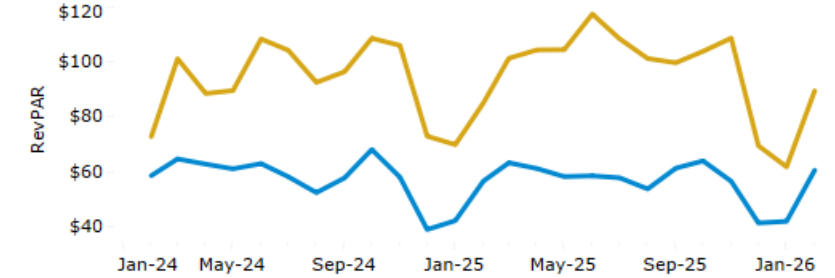
## Short Term Vacation Rental Performance

Source: AirDNA (All Properties)

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Feb 2026	56.5%	\$158.21	\$89.44	16.9K	9.6K	\$1.5M
YOY % Change	-1.6% YOY	+6.9% YOY	+5.2% YOY	+7.3% YOY	+5.6% YOY	+12.9% YOY
Year-to-Date	50.4%	\$150.35	\$75.71	33.5K	16.9K	\$2.5M
YTD YOY % Change	-6.2% YOY	+4.5% YOY	-2.0% YOY	+3.7% YOY	-2.7% YOY	+1.6% YOY

## RevPAR by Month

Hotels Short Term Vacation Rentals



# Hotel Review

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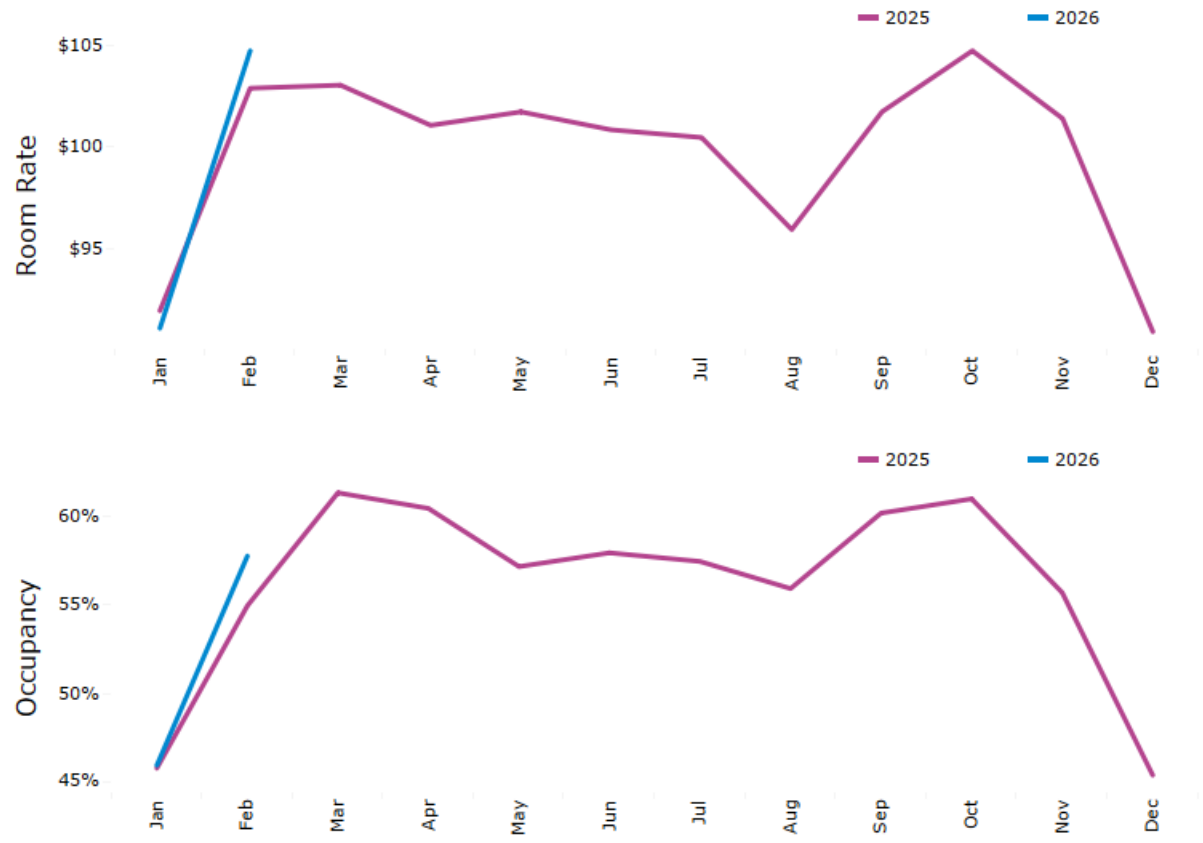
## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Dec	Muscogee County, GA	45.4%	+8.5%	\$91	-2.1%	\$41	+6.2%
	Russell County, AL	38.9%	-2.8%	\$92	-4.2%	\$36	-7.0%
Jan	Muscogee County, GA	45.9%	+0.4%	\$91	-0.9%	\$42	-0.6%
	Russell County, AL	39.1%	+15.5%	\$91	-4.7%	\$36	+10.0%
Feb	Muscogee County, GA	57.8%	+5.1%	\$105	+1.8%	\$60	+7.0%
	Russell County, AL	50.6%	+14.0%	\$106	+3.6%	\$53	+18.0%

## Calendar Year-to-Date Performance

Muscogee County, GA

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
<b>51.5%</b>	<b>\$98</b>	<b>\$51</b>	<b>290.5K</b>	<b>149.7K</b>	<b>\$14.7M</b>
+2.8%	+0.7%	+3.6%	-0.1%	+2.7%	+3.5%



Source: STR

# Hotel Competitive Performance

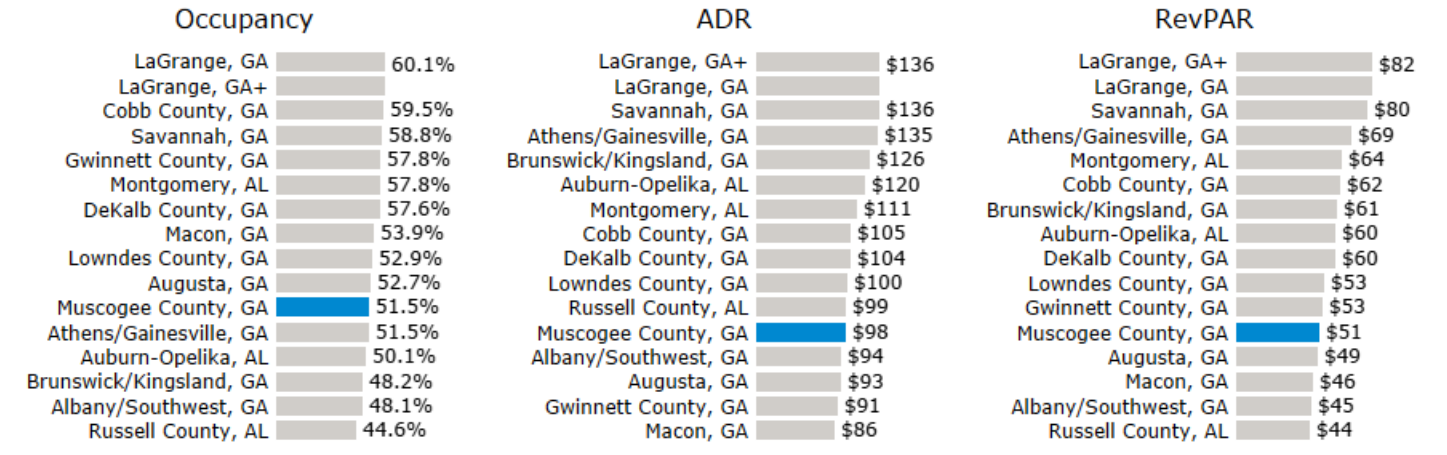
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## Monthly Performance by Market

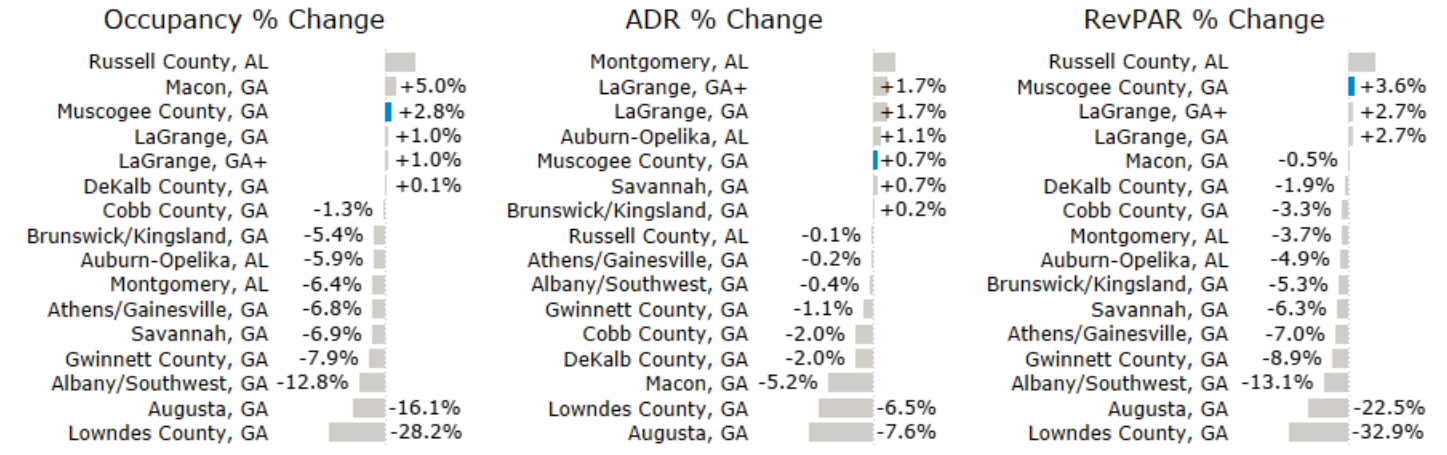
	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Dec						
Muscogee County, GA	45.4%	+8.5%	\$91	-2.1%	\$41	+6.2%
Albany/Southwest, GA	44.7%	-9.2%	\$92	+1.2%	\$41	-8.1%
Athens/Gainesville, GA	41.7%	-10.2%	\$123	-1.7%	\$51	-11.7%
Auburn-Opelika, AL	40.0%	-13.2%	\$112	+1.6%	\$45	-11.8%
Augusta, GA	45.9%	-21.8%	\$89	-11.7%	\$41	-31.0%
Brunswick/Kingsland, ..	46.9%	-0.5%	\$146	+4.5%	\$69	+3.9%
Cobb County, GA	54.1%	-2.1%	\$94	-1.8%	\$51	-3.9%
DeKalb County, GA	52.2%	-0.6%	\$94	+0.0%	\$49	-0.6%
Gwinnett County, GA	56.2%	-4.6%	\$86	-0.5%	\$49	-5.0%
LaGrange, GA	62.3%	+5.7%	\$143	-3.5%	\$89	+2.1%
LaGrange, GA+	62.3%	+5.7%	\$143	-3.5%	\$89	+2.1%
Lowndes County, GA	48.4%	-30.8%	\$97	-7.6%	\$47	-36.1%
Macon, GA	49.8%	+2.5%	\$83	-3.4%	\$41	-1.0%
Montgomery, AL	50.2%	-0.9%	\$104	+4.7%	\$52	+3.7%
Russell County, AL	38.9%	-2.8%	\$92	-4.2%	\$36	-7.0%
Savannah, GA	57.4%	-7.7%	\$127	-4.0%	\$73	-11.4%
Jan						
Muscogee County, GA	45.9%	+0.4%	\$91	-0.9%	\$42	-0.6%
Albany/Southwest, GA	44.4%	-13.6%	\$92	+0.2%	\$41	-13.4%
Athens/Gainesville, GA	47.5%	-6.3%	\$125	-1.7%	\$60	-7.8%
Auburn-Opelika, AL	43.2%	-7.5%	\$109	-0.2%	\$47	-7.7%
Augusta, GA	47.3%	-21.4%	\$90	-10.8%	\$43	-29.9%
Brunswick/Kingsland, ..	43.3%	-7.3%	\$121	+4.5%	\$52	-3.1%
Cobb County, GA	56.2%	-2.4%	\$102	-2.6%	\$57	-5.0%
DeKalb County, GA	54.3%	-2.5%	\$101	-4.0%	\$55	-6.4%
Gwinnett County, GA	54.5%	-9.5%	\$88	-2.3%	\$48	-11.6%
LaGrange, GA	55.5%	-1.2%	\$132	+6.0%	\$73	+4.7%
LaGrange, GA+	55.5%	-1.2%	\$132	+6.0%	\$73	+4.7%
Lowndes County, GA	49.3%	-29.9%	\$97	-7.0%	\$48	-34.8%
Macon, GA	49.8%	+5.4%	\$82	-4.4%	\$41	+0.8%
Montgomery, AL	52.6%	-5.6%	\$106	+4.0%	\$56	-1.9%
Russell County, AL	39.1%	+15.5%	\$91	-4.7%	\$36	+10.0%
Savannah, GA	54.1%	-5.2%	\$125	+0.2%	\$68	-5.0%
Feb						
Muscogee County, GA	57.8%	+5.1%	\$105	+1.8%	\$60	+7.0%
Albany/Southwest, GA	52.2%	-11.8%	\$96	-0.9%	\$50	-12.6%
Athens/Gainesville, GA	56.0%	-7.3%	\$144	+1.1%	\$80	-6.2%
Auburn-Opelika, AL	57.8%	-4.8%	\$129	+1.5%	\$75	-3.4%
Augusta, GA	58.6%	-10.7%	\$96	-4.8%	\$57	-15.0%
Brunswick/Kingsland, ..	53.6%	-3.8%	\$131	-3.5%	\$70	-7.2%
Cobb County, GA	63.1%	-0.1%	\$108	-1.5%	\$68	-1.9%
DeKalb County, GA	61.2%	+2.8%	\$106	-0.1%	\$65	+2.6%
Gwinnett County, GA	61.6%	-6.3%	\$94	+0.0%	\$58	-6.3%
LaGrange, GA	65.3%	+3.1%	\$141	-2.0%	\$92	+1.0%
LaGrange, GA+	65.3%	+3.1%	\$141	-2.0%	\$92	+1.0%
Lowndes County, GA	56.9%	-26.7%	\$104	-6.2%	\$59	-31.3%
Macon, GA	58.4%	+4.7%	\$90	-5.9%	\$53	-1.5%
Montgomery, AL	63.5%	-6.9%	\$116	+2.0%	\$74	-5.1%
Russell County, AL	50.6%	+14.0%	\$106	+3.6%	\$53	+18.0%
Savannah, GA	64.1%	-8.4%	\$145	+1.4%	\$93	-7.1%

## Calendar Year-to-Date Performance

### Performance by Market



### % Change vs. Previous Year



# Short Term Rental Review

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## Monthly Performance by Market

OCC    % CHG    ADR    % CHG    RevPAR    % CHG

Dec	Columbus	45.2%	-11.3%	\$154	+7.4%	\$69	-4.8%
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Jan	Columbus	44.1%	-12.0%	\$140	+0.5%	\$62	-11.6%
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Feb	Columbus	56.5%	-1.6%	\$158	+6.9%	\$89	+5.2%
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## Calendar Year-to-Date Performance

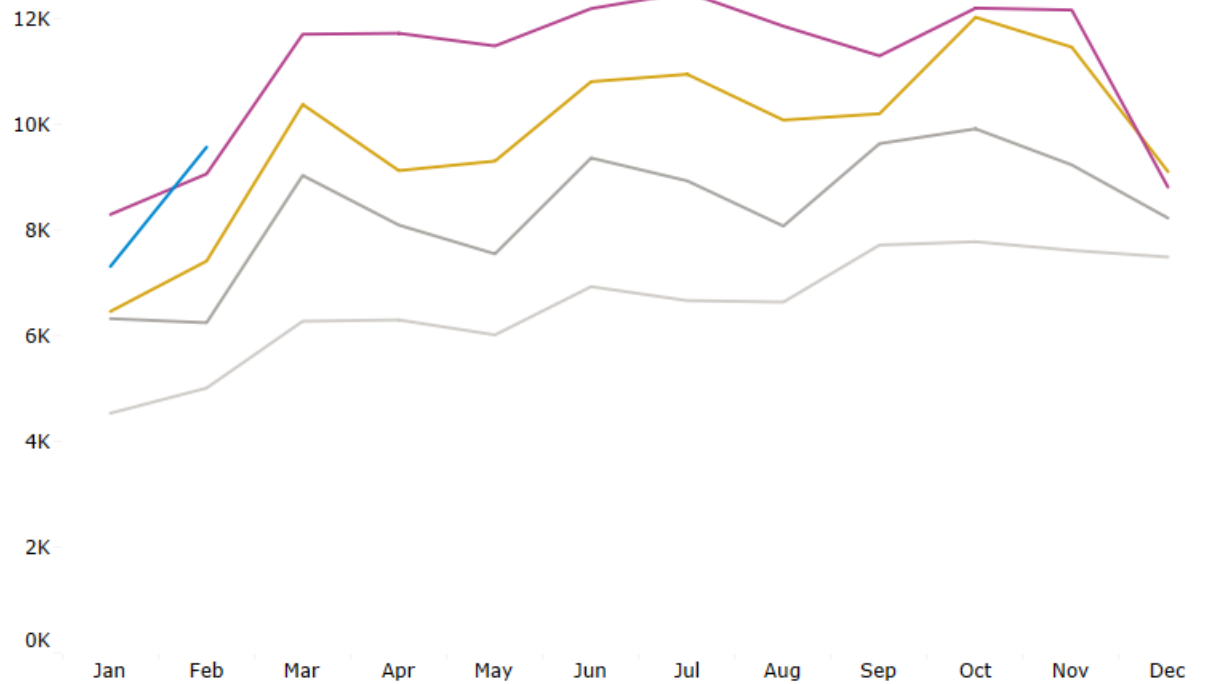
Columbus  
All Properties

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
<b>50.4%</b> -6.2%	<b>\$150</b> +4.5%	<b>\$76</b> -2.0%	<b>33.5K</b> +3.7%	<b>16.9K</b> -2.7%	<b>\$2.5M</b> +1.6%

## Short Term Rental Demand by Month

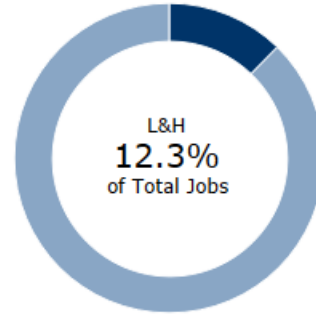
Last Five Calendar Years

2022    2023    2024    2025    2026



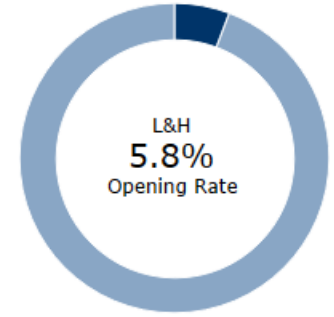
## Total Leisure & Hospitality Jobs

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



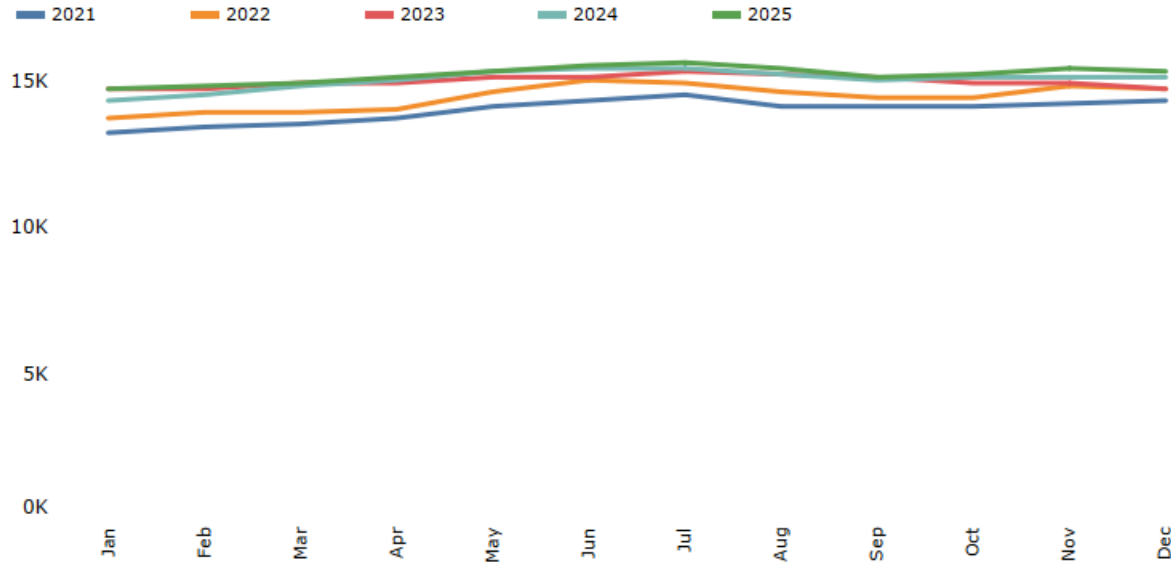
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of November 2025  
**940**  
+0.0% YOY | +11.2% vs. 2019



### Employment Recovery

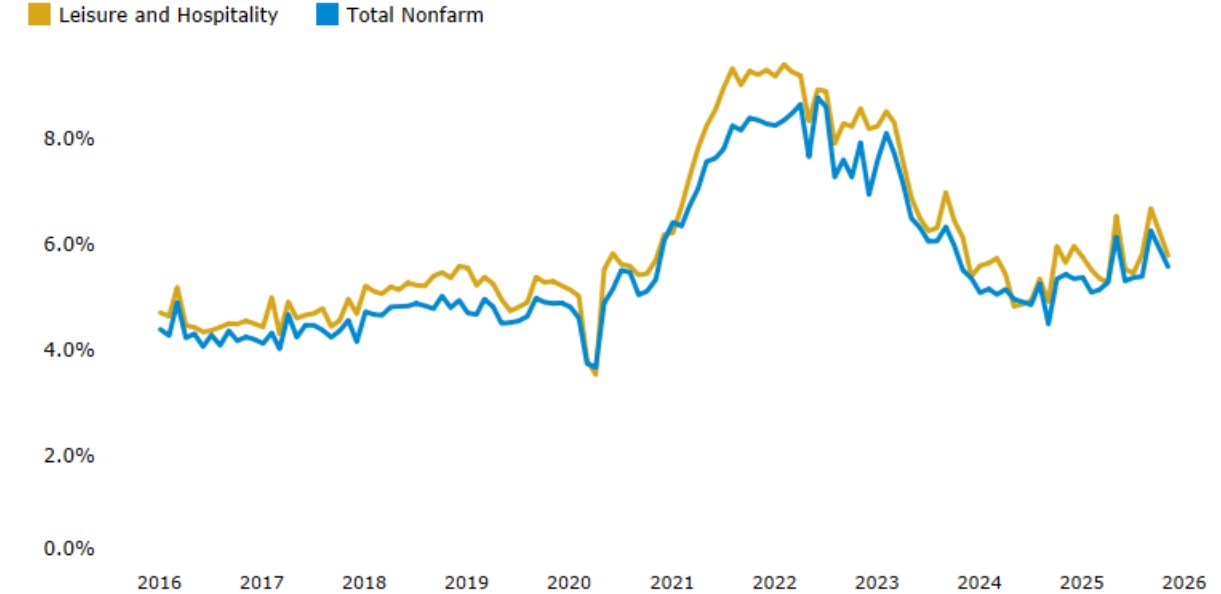
Leisure & Hospitality Jobs (Thousands)



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

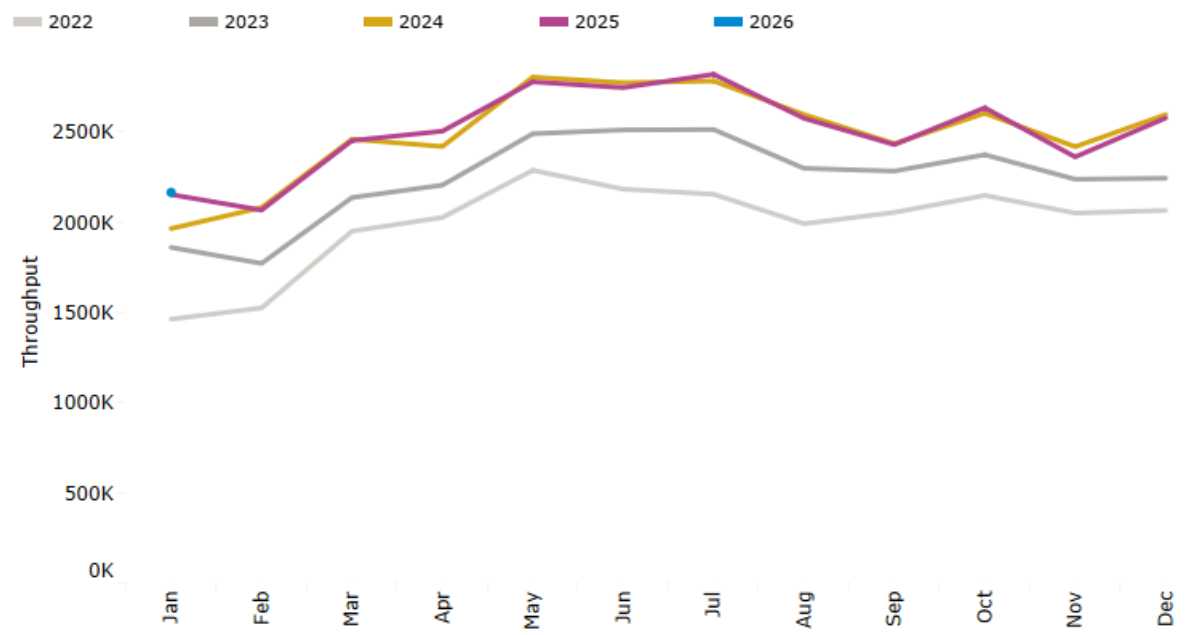
ATL - Hartsfield - Jackson Atlanta International



## Monthly TSA Checkpoint Volume

January 2026 Volume  
**2.2M**  
 +0.6% YOY

### TSA Checkpoint Volume by Month Last Five Calendar Years



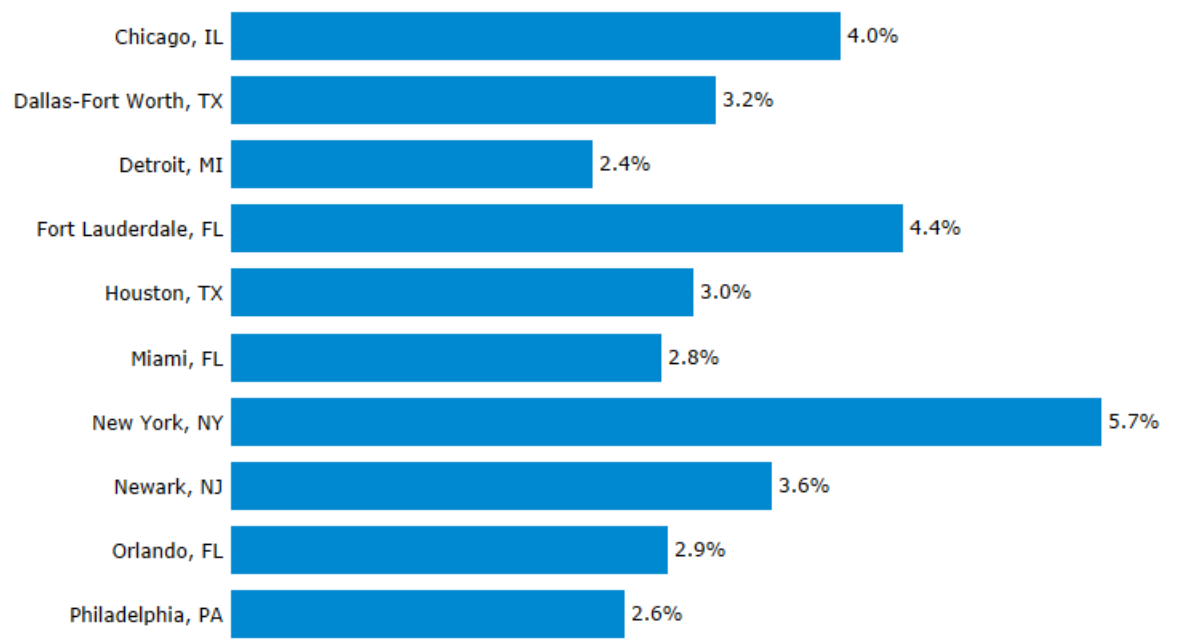
Source: Transportation Security Administration

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

January Volume  
**2.2M**  
 +0.6% YOY

Source: Transportation Security Administration

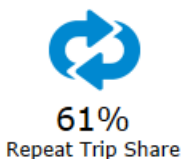
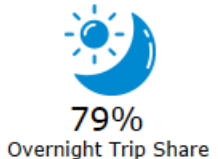
### Top Origin Markets - Air January Visitor Arrivals



Source: OAG

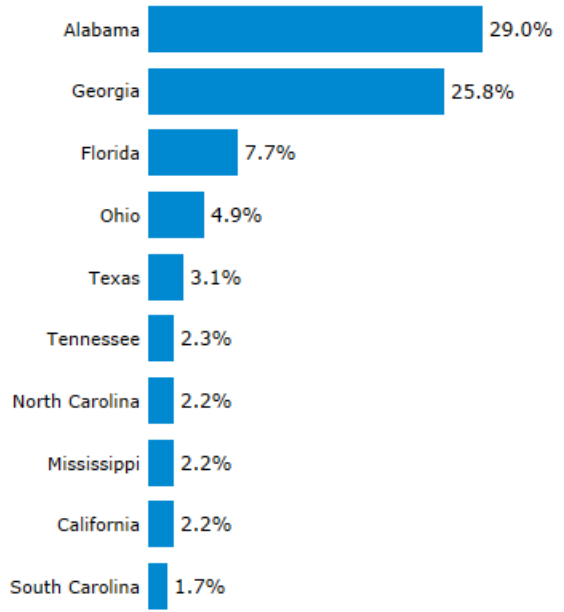
# Visitor Profile

## February 2026 Domestic Visits

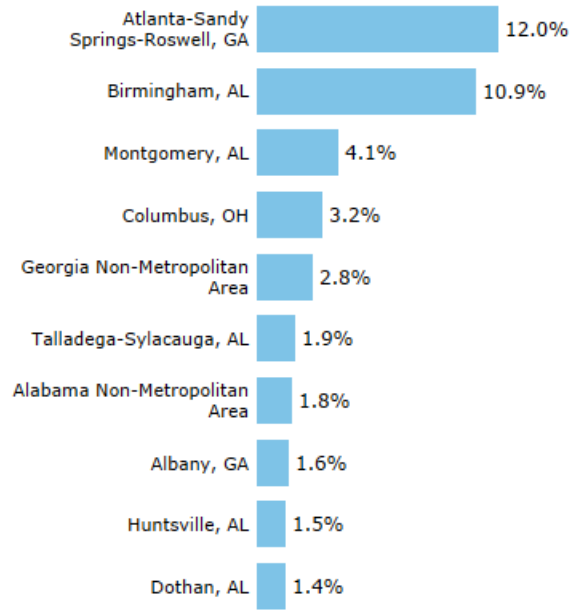


### Top Origin Markets

States

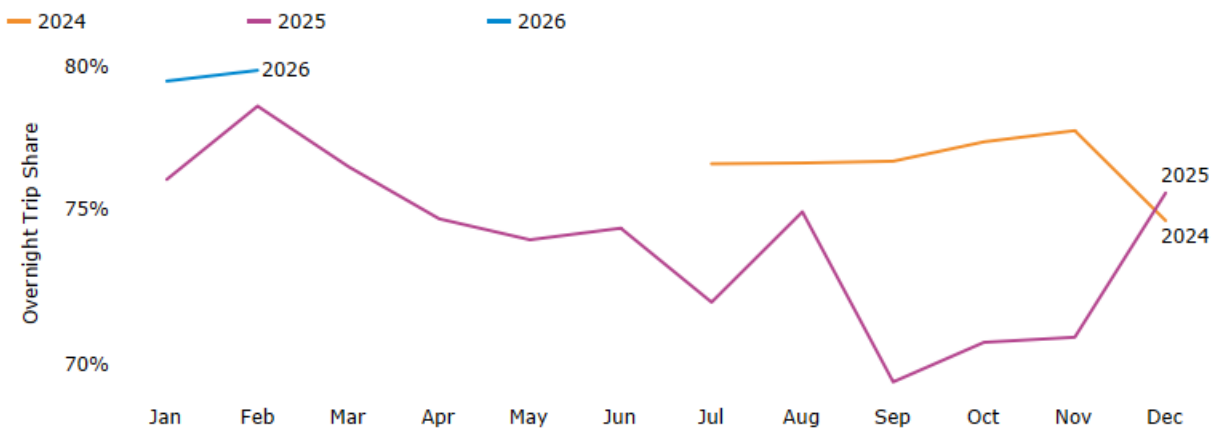


MSA

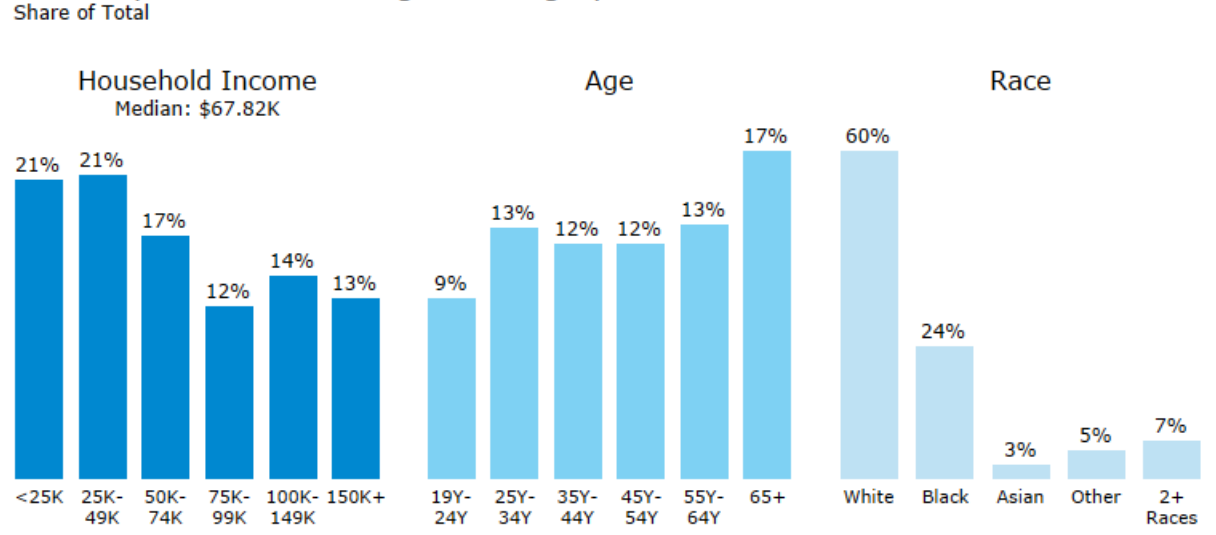


## Domestic Visitor Trends & Characteristics

### Overnight Trip Share by Month



### February 2026 Visitor Origin Demographics

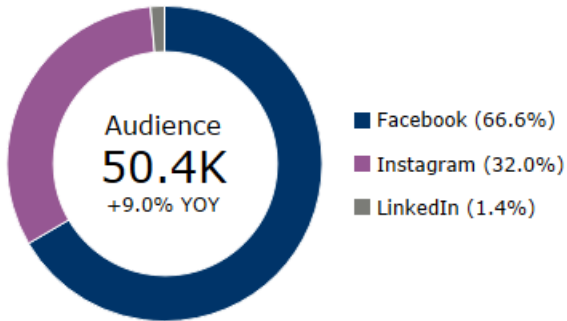


Source: Azira & U.S. Census Bureau

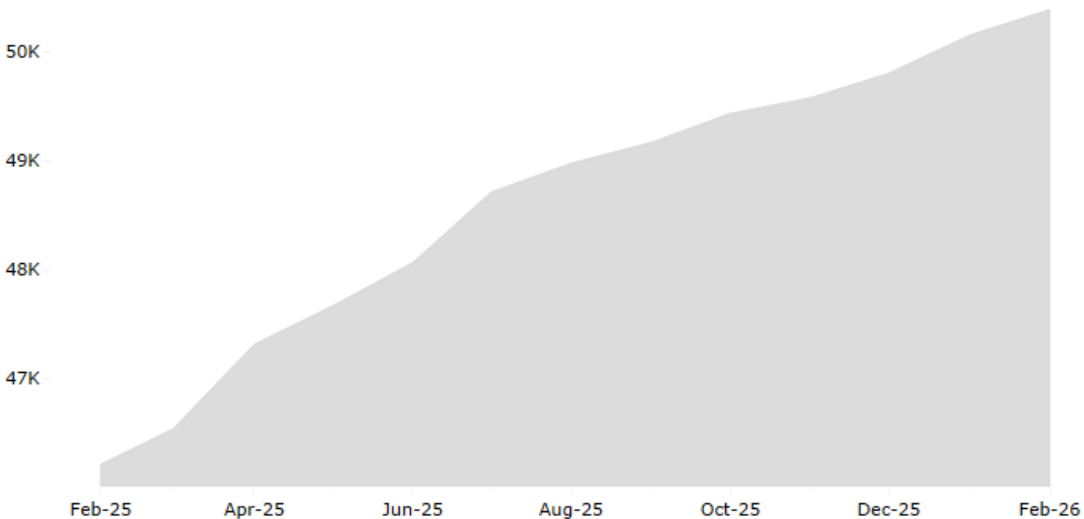
# Social Media Summary



## Audience Overview



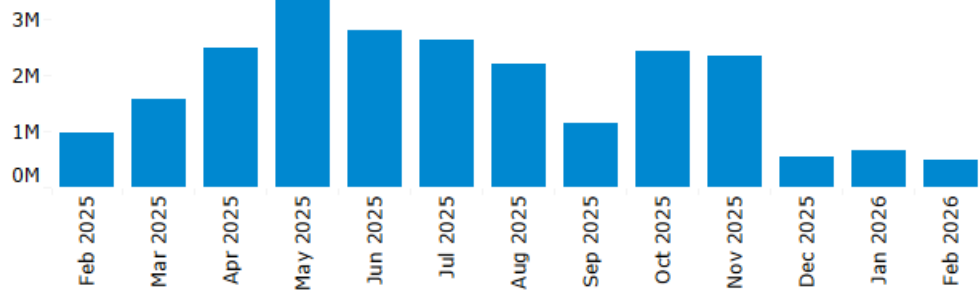
## Audience by Month



## Engagements & Impressions

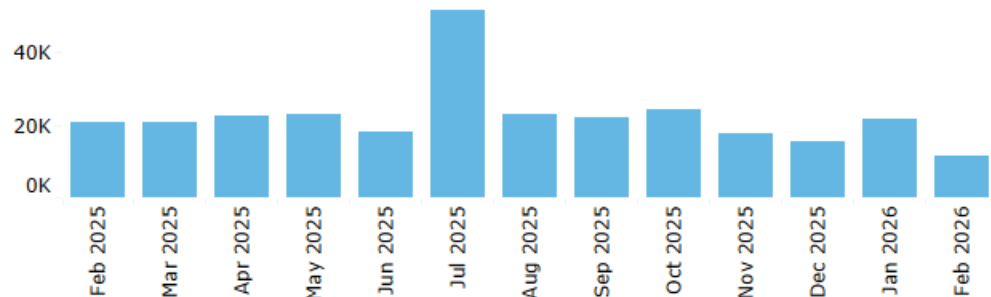
### Impressions

February 2026  
**495.7K**  
-48.9% YOY



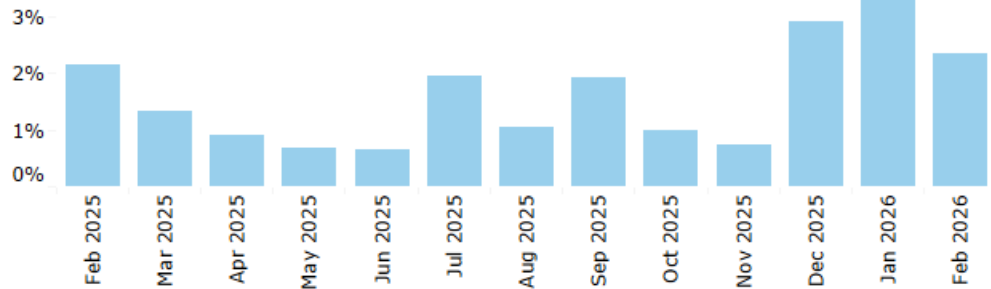
### Engagements

February 2026  
**11.6K**  
-44.2% YOY



### Engagement Rate

February 2026  
**2.3%**  
+0.2% pt YOY



# Website Performance Summary

February 2026 | Properties: All



Users  
**36.8K**  
+38.1% YOY



Sessions  
**40.4K**  
+36.1% YOY



Engaged Sessions  
**12.0K**  
-18.1% YOY



Engagement Rate  
**29.6%**  
-19.62% pt YOY



Page Views  
**52.0K**  
+8.0% YOY



Pages Per Session  
**1.29 pages**  
-0.33 pages YOY

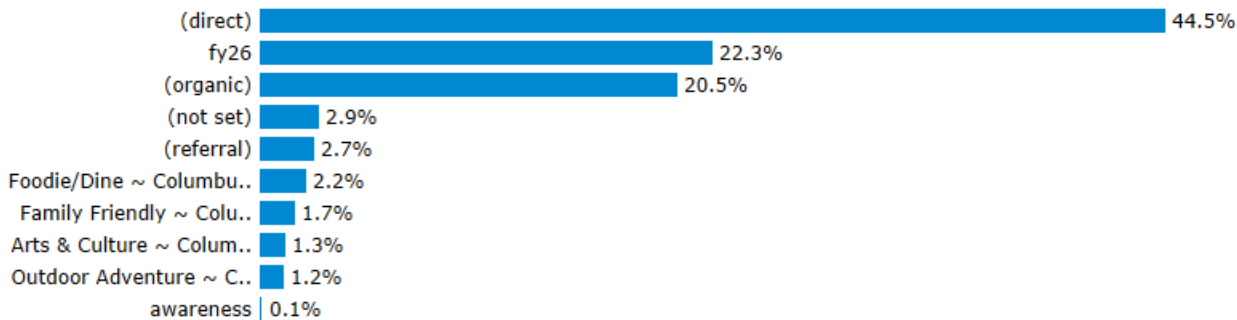


Avg. Session Duration  
**00:01:14**  
-29 sec YOY

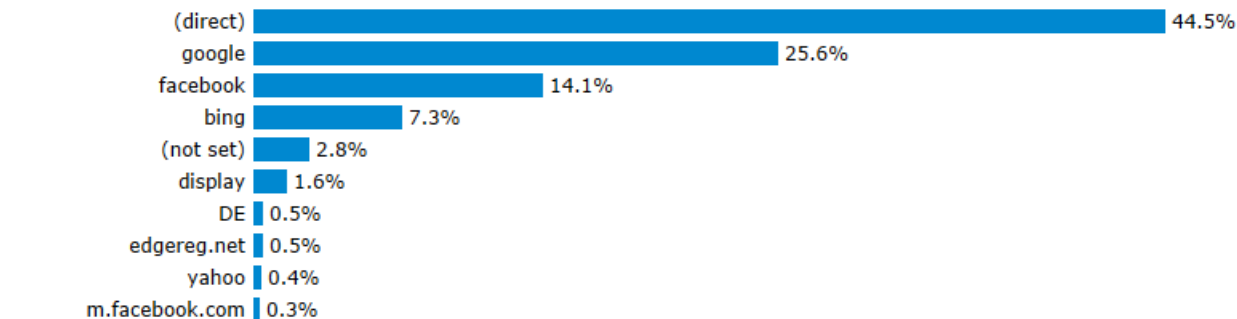


Bounce Rate  
**70.4%**  
+19.62% pt YOY

## Campaigns

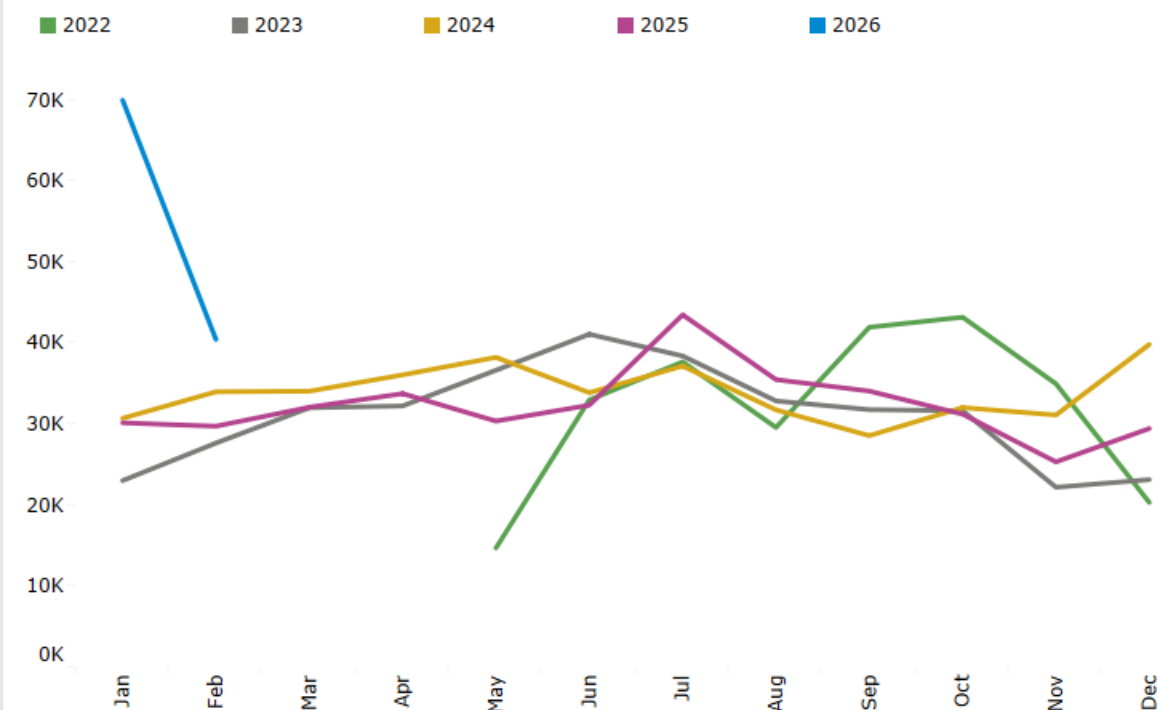


## Sources



## 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

February 2026



## Facebook

**f** Audience  
33.5K  
+5.2% YOY

<b>Engagement Rate</b>	<b>2.6%</b>
<b>Impressions</b>	<b>399,992</b>
<b>Video Views</b>	<b>3,888</b>
<b>Engagements</b>	<b>10,564</b>
Comments	67
Reactions	1,023
Shares	94
Post Link Clicks	6,385
Other Post Clicks	2,995

## Instagram

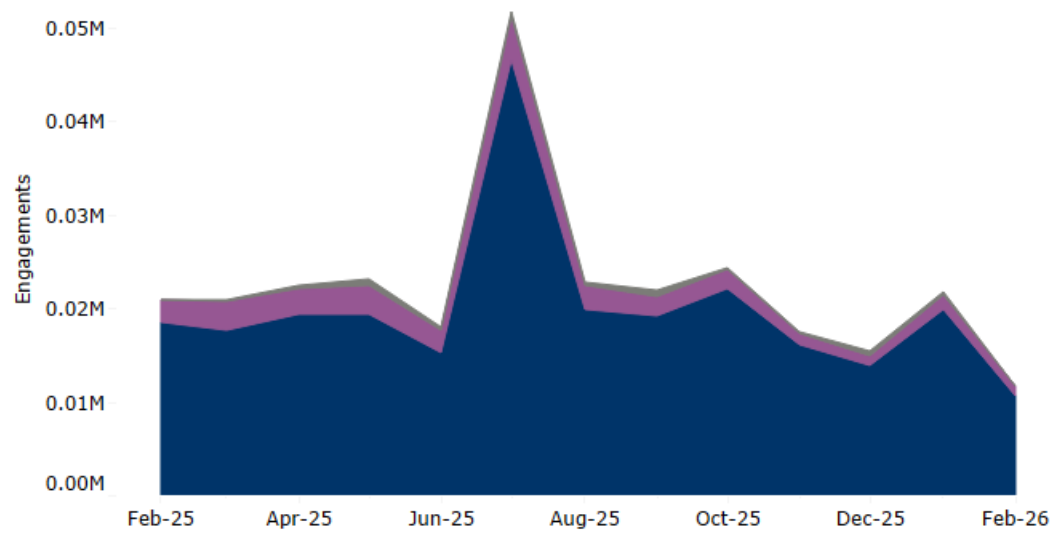
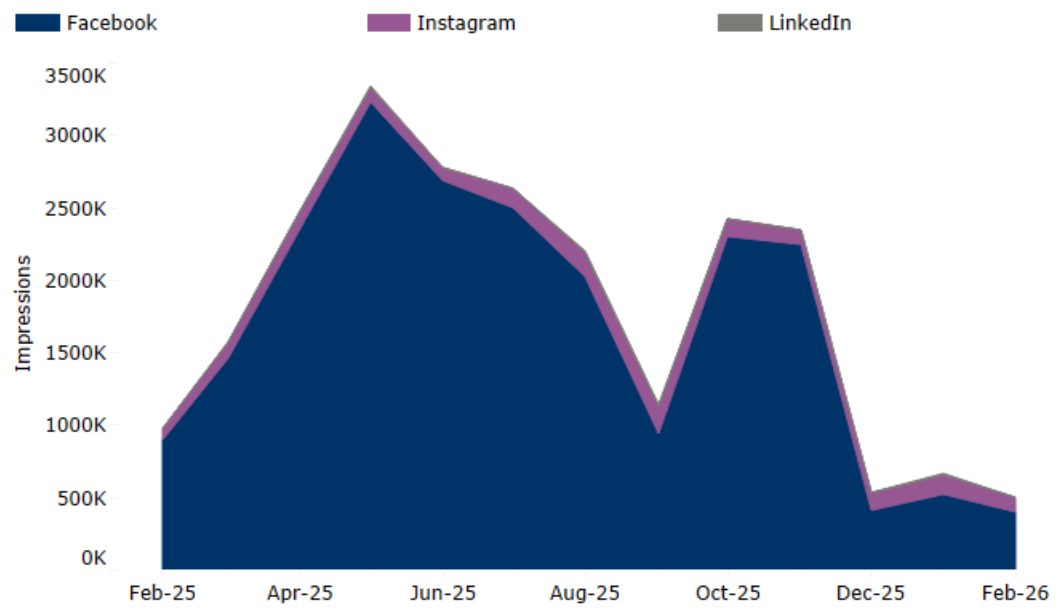
**ig** Audience  
16.1K  
+12.3% YOY

<b>Engagement Rate</b>	<b>1.1%</b>
<b>Impressions</b>	<b>94,511</b>
<b>Video Views</b>	<b>404</b>
<b>Engagements</b>	<b>998</b>
Comments	111
Reactions	799
Saves	28
Shares	54

## LinkedIn

**in** Audience  
712

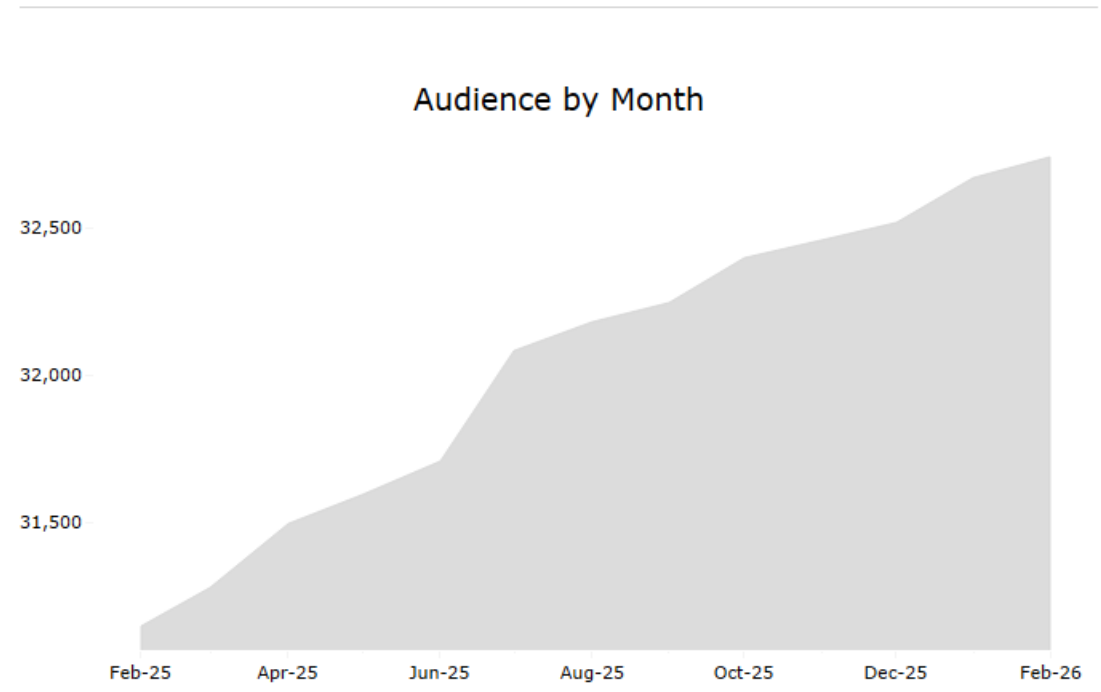
<b>Engagement Rate</b>	<b>7.1%</b>
<b>Impressions</b>	<b>1,176</b>
<b>Video Views</b>	<b>0</b>
<b>Engagements</b>	<b>83</b>
Comments	2
Reactions	50
Shares	0
Post Link Clicks	31



Source: Sprout Social

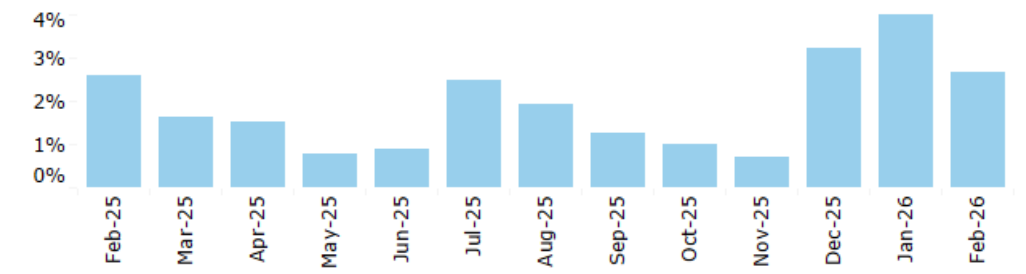
## Audience Overview

Audience  
 February 2026  
**32.7K**  
 +5.1% YOY

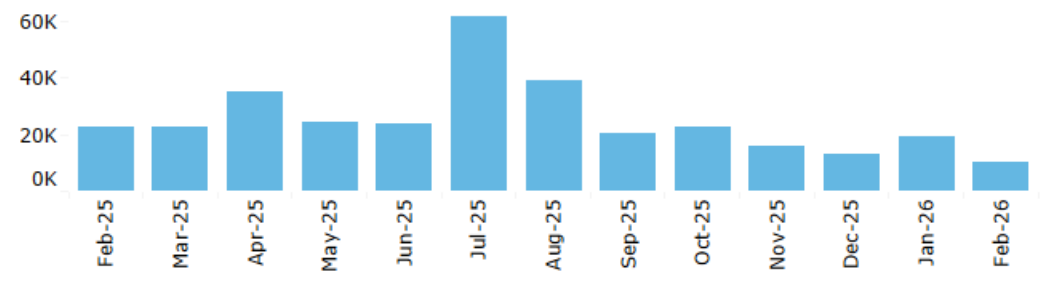


## Engagements & Impressions

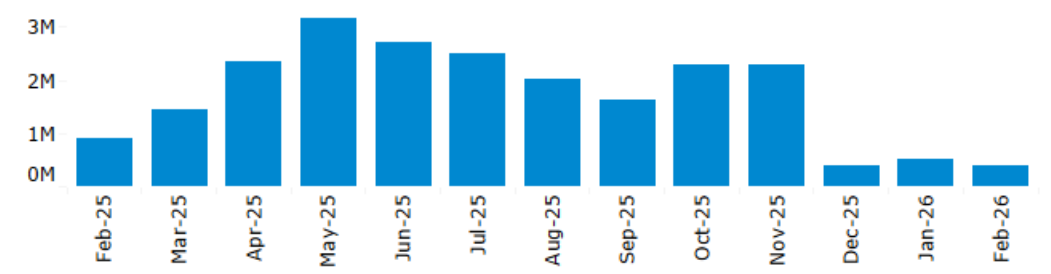
Engagement Rate  
 February 2026  
**2.6%**  
 +0.1% pt YOY



Engagements  
 February 2026  
**10.1K**  
 -55.6% YOY



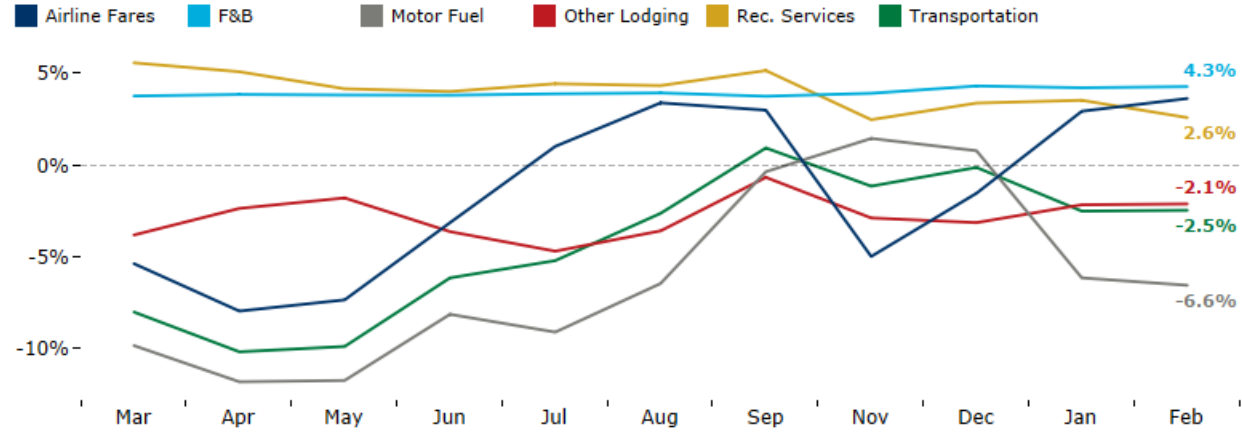
Total Impressions  
 February 2026  
**396.9K**  
 -55.4% YOY



# National Travel Trends

## Travel Price Index

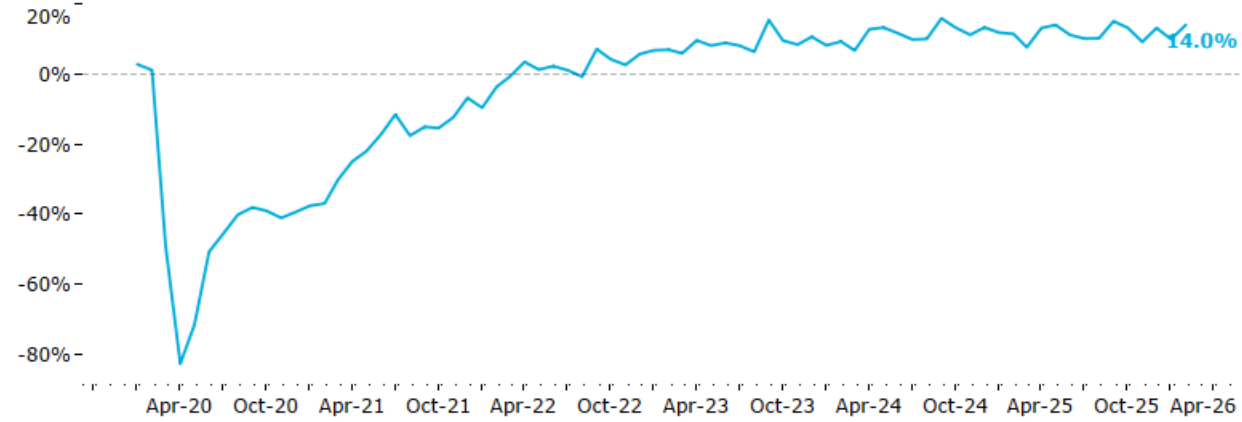
% Change Relative to Same Month in Previous Year | Last 12 Months



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

## Travel Spending (% change vs 2019)

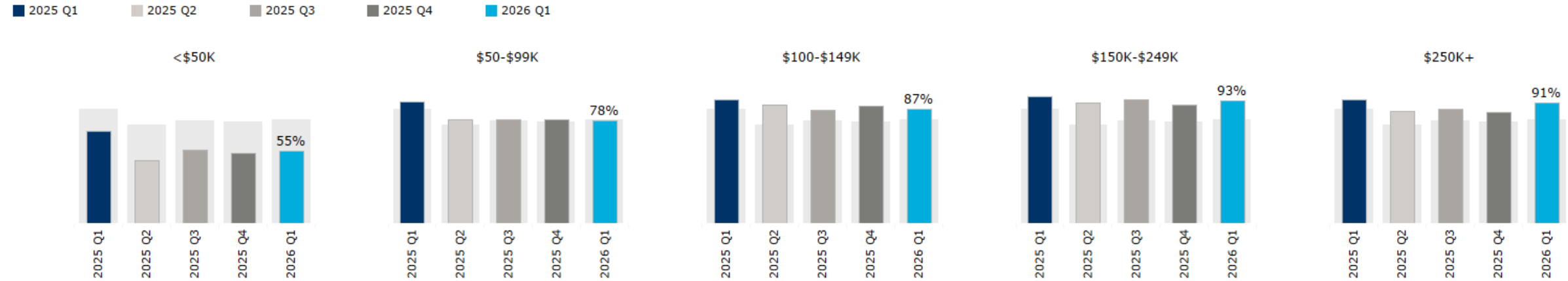
% Change vs. 2019 | U.S. total



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)

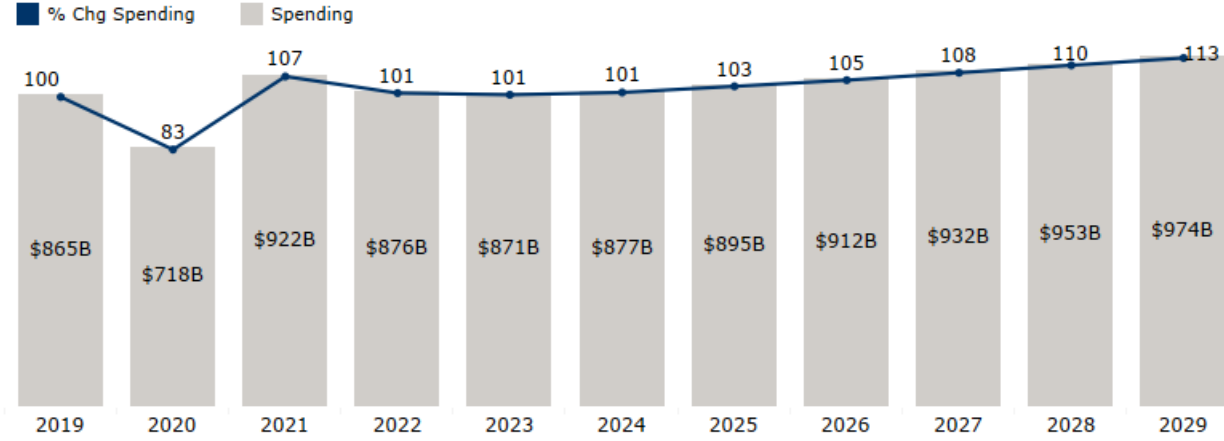


Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers

# Domestic Travel Forecast

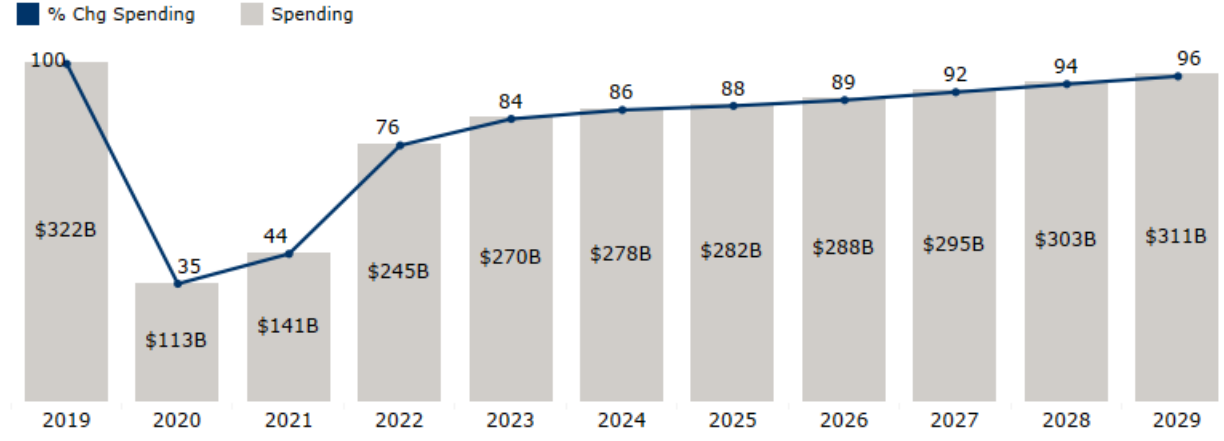
## Real Domestic Leisure Travel Spending

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



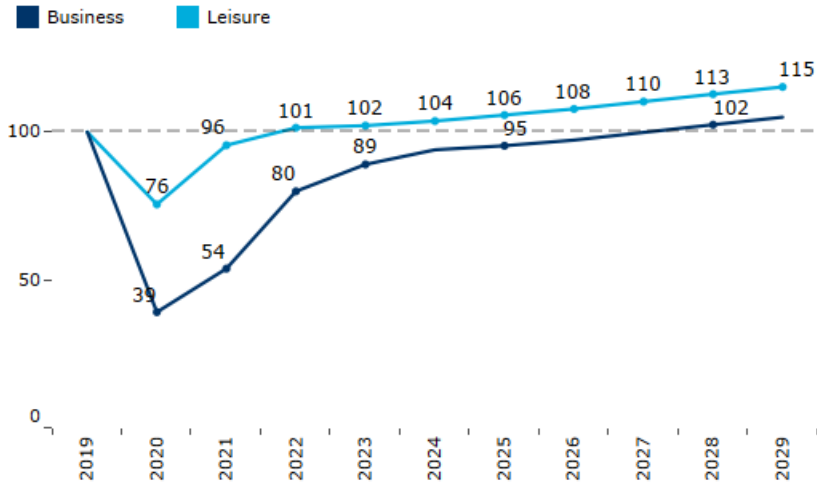
## Real Domestic Business Travel Spending

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



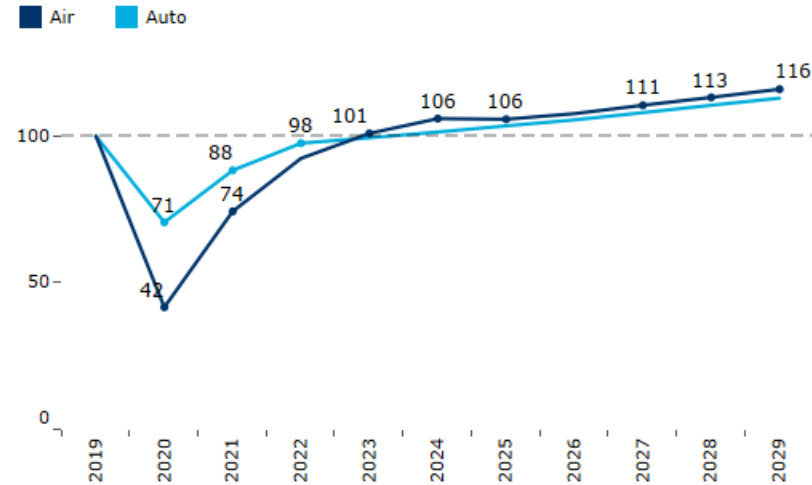
## Leisure vs. Business Travel Volume

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



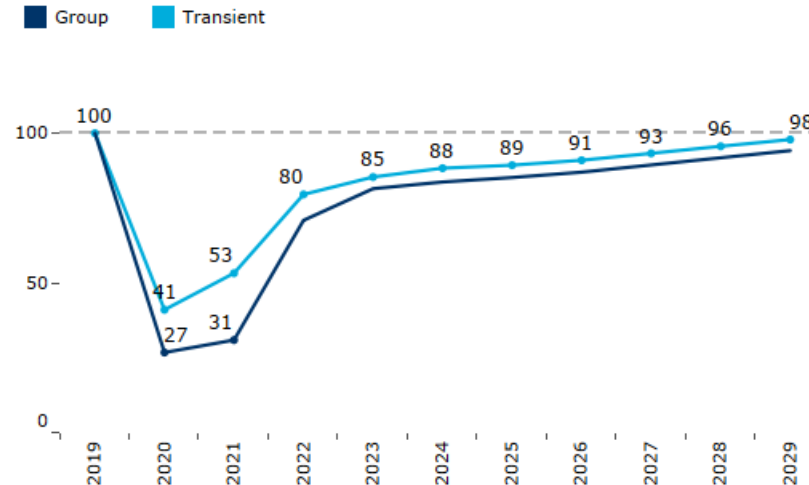
## Auto vs. Air Travel Volume

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

