



# Monthly Summary Report

March 2026



## Highlights

Demand for Columbus GA hotels in March was -0.9% YOY less than last year. With slightly less rooms to fill at -0.1% YOY, occupancy was -0.8% YOY lower at 60.8%. However, ADR increased +2.4% YOY to \$106, setting a new March record and generating a +1.5% YOY gain in revenue to \$1.8M for the month.

Short term rental demand was up +11.2% YOY, not quite enough to totally absorb the +11.9% YOY supply increase causing a -0.6% YOY drop in occupancy to 64%. ADR was +10.9% YOY higher than last year at \$171. Gains in ADR and demand generated +23.2% YOY more revenue at \$2.2M for the month.

Marketing KPIs did well in March illustrated by a +110.0% YOY increase in website sessions to 67.4K sessions, Facebook Audience up +5% YOY to 32.9K, and Social Media gaining +9% YOY to 50.7K.

Travel prices surged in March, with the USTA's Travel Price Index rising 5.8% YOY, the largest single-month gain since January 2022, outpacing overall inflation of 3.3%. Growth was driven primarily by gas prices up 19.2% and airfares up 14.9% YOY, while lodging, recreation, and food remained stable.

US hotel performance remained strong, with demand up 2.6% YOY and ADR rising 3.8%, driving RevPAR growth of 5.9%. Modest 0.6% supply growth slightly tempered occupancy gains (+2.0%). Luxury hotels led demand growth (+6.0% demand), while all segments grew except economy, which was flat.



Hotel Demand  
**92.8K**  
-0.9% YOY

Source: STR



Hotel ADR  
**\$105.51**  
+2.4% YOY

Source: STR



ATL Checkpoint Volume  
**115.9K**  
-95.3% YOY

Source: TSA



Social Media Audience  
**50.7K**  
+9.0% YOY

Source: Sprout Social



Facebook Audience  
**32.9K**  
+5.0% YOY

Source: Meta



Website Sessions  
**67.4K**  
+110.7% YOY

Source: Google Analytics



Overnight Trip Share  
**79%**

Source: Azira



L&H Jobs  
**14.8K**  
+0.0% YOY  
(As of February 2026)

Source: Bureau of Labor Statistics

# Lodging Summary

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

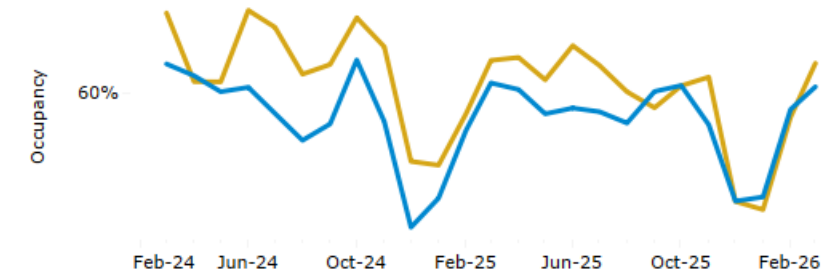
## Aggregate Lodging Performance

Sources: STR & AirDNA

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Mar 2026	61.2%	\$113.37	\$69.37	172.2K	105.4K	\$11.9M
YOY % Change	-0.8% YOY	+4.4% YOY	+3.6% YOY	+1.1% YOY	+0.4% YOY	+4.8% YOY
Year-to-Date	54.8%	\$107.42	\$58.89	496.6K	272.3K	\$29.2M
YTD YOY % Change	+0.9% YOY	+2.6% YOY	+3.5% YOY	+0.9% YOY	+1.8% YOY	+4.4% YOY

## Occupancy by Month

Hotels Short Term Vacation Rentals



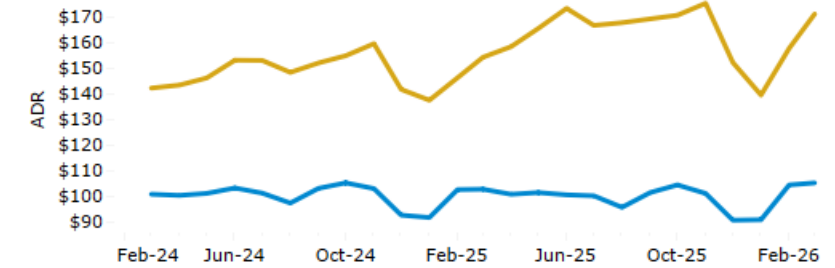
## Hotel Performance

Source: STR

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Mar 2026	60.8%	\$105.51	\$64.18	152.6K	92.8K	\$9.8M
YOY % Change	-0.8% YOY	+2.4% YOY	+1.5% YOY	-0.1% YOY	-0.9% YOY	+1.5% YOY
Year-to-Date	54.7%	\$101.09	\$55.34	443.1K	242.6K	\$24.5M
YTD YOY % Change	+1.4% YOY	+1.3% YOY	+2.8% YOY	-0.1% YOY	+1.3% YOY	+2.7% YOY

## ADR by Month

Hotels Short Term Vacation Rentals



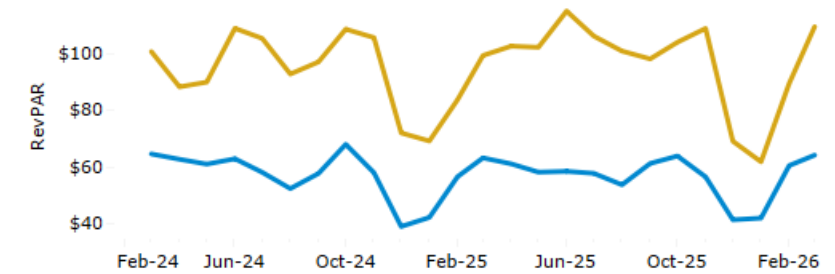
## Short Term Vacation Rental Performance

Source: AirDNA (All Properties)

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Mar 2026	64.0%	\$171.41	\$109.72	19.6K	12.6K	\$2.2M
YOY % Change	-0.6% YOY	+10.9% YOY	+10.3% YOY	+11.9% YOY	+11.2% YOY	+23.3% YOY
Year-to-Date	55.5%	\$159.13	\$88.27	53.5K	29.7K	\$4.7M
YTD YOY % Change	-3.5% YOY	+8.1% YOY	+4.3% YOY	+9.5% YOY	+5.7% YOY	+14.2% YOY

## RevPAR by Month

Hotels Short Term Vacation Rentals

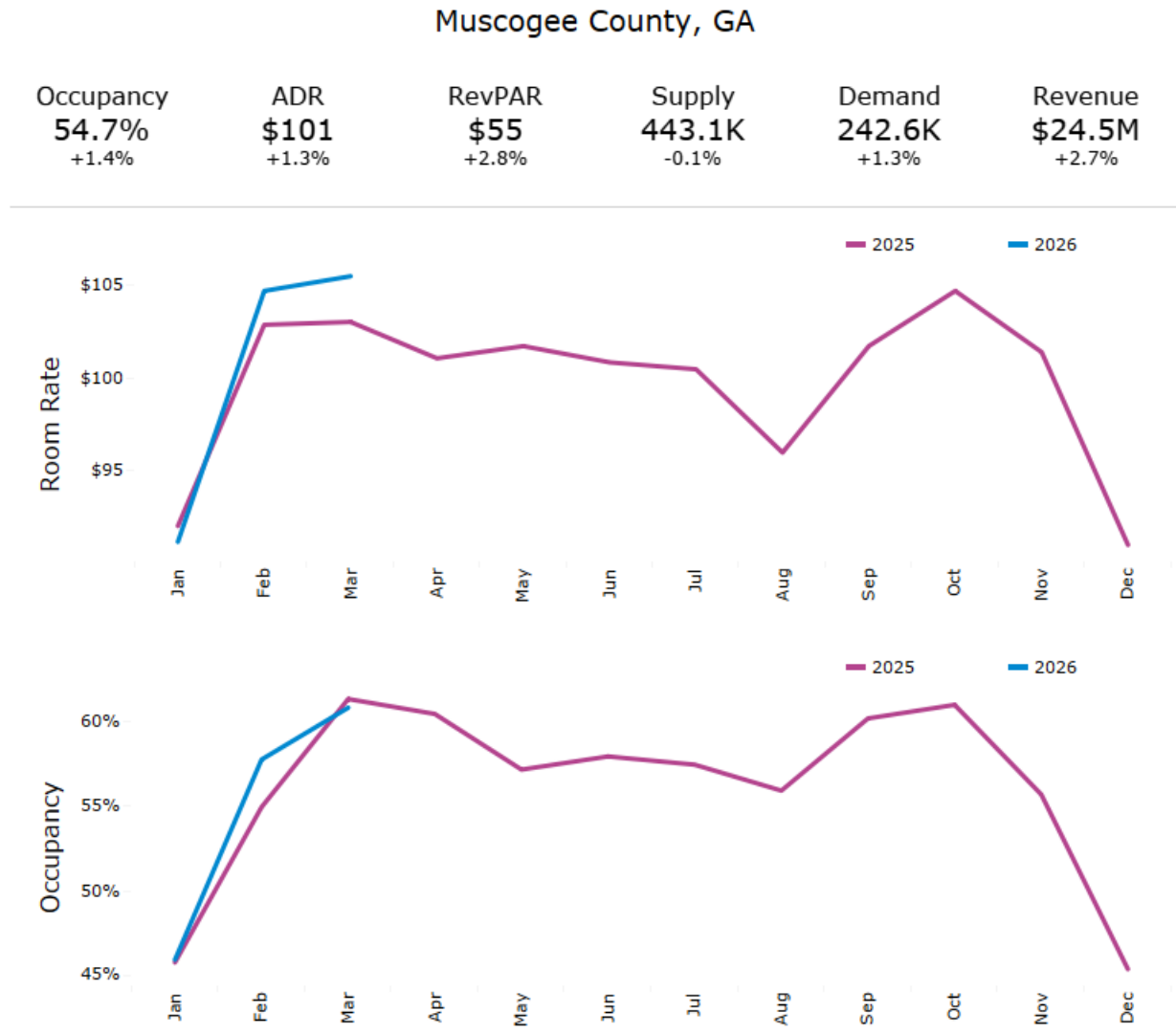


# Hotel Review

## Monthly Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
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%
Mar	Muscogee County, GA	60.8%	-0.8%	\$106	+2.4%	\$64	+1.5%
	Russell County, AL	55.4%	-1.4%	\$107	+1.6%	\$59	+0.2%

## Calendar Year-to-Date Performance



# Hotel Competitive Performance

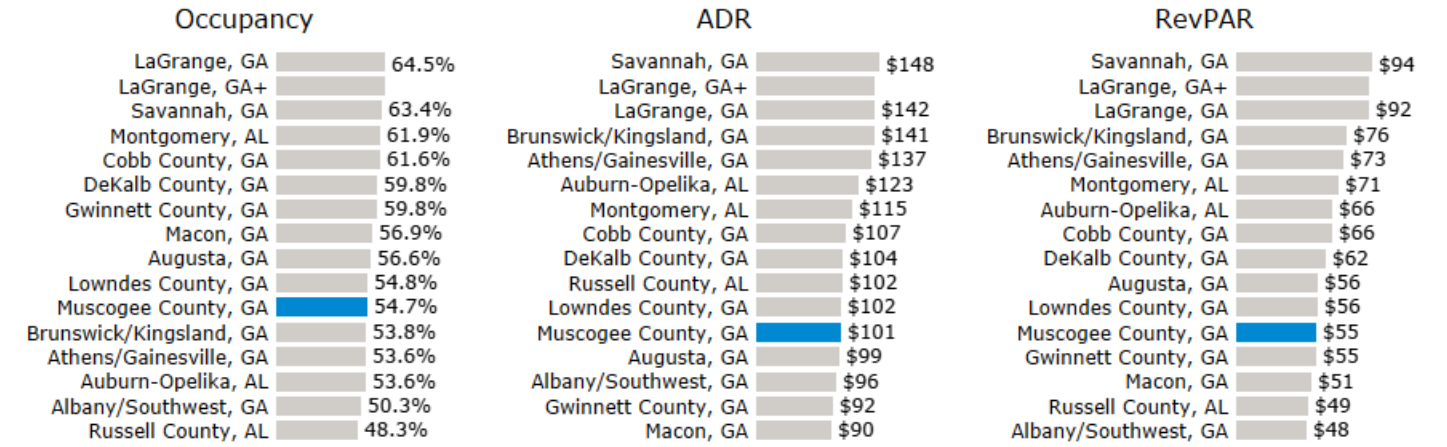
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## Monthly Performance by Market

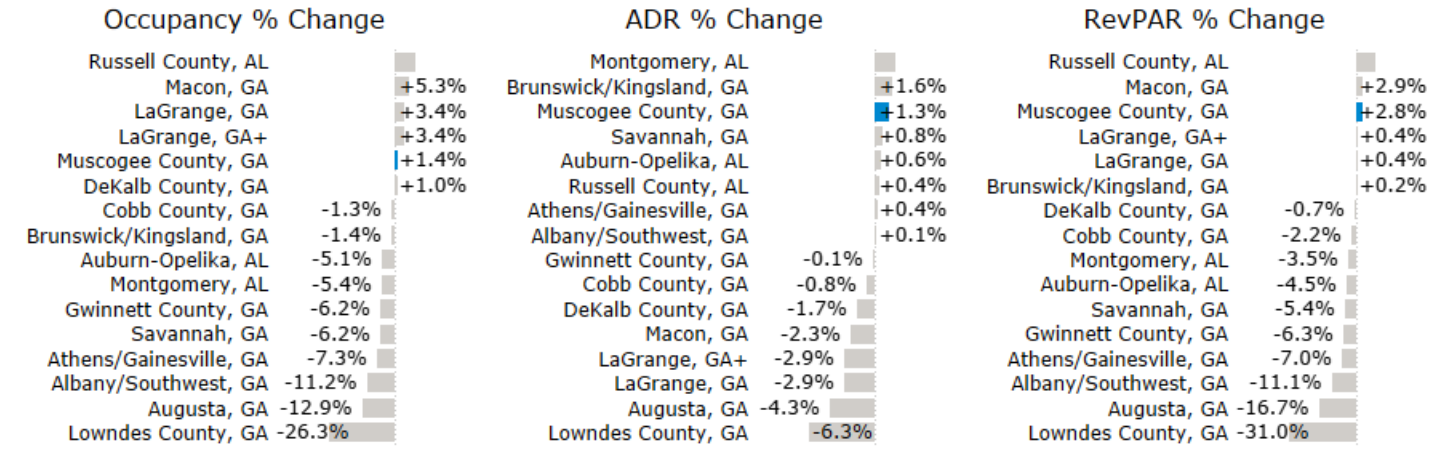
	OCC	% CHG	ADR	% CHG	RevPAR	% CHG	
Jan	Muscogee County, GA	45.9%	+0.4%	\$91	-0.9%	\$42	-0.6%
	Albany/Southwest, GA	44.4%	-13.6%	\$92	+0.2%	\$41	-13.4%
	Athens/Gainesville, GA	47.5%	-6.3%	\$125	-1.7%	\$60	-7.8%
	Auburn-Opelika, AL	43.2%	-7.5%	\$109	-0.2%	\$47	-7.7%
	Augusta, GA	47.3%	-21.4%	\$90	-10.8%	\$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	-1.6%
	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%	
Mar	Muscogee County, GA	60.8%	-0.8%	\$106	+2.4%	\$64	+1.5%
	Albany/Southwest, GA	54.6%	-8.3%	\$99	+0.8%	\$54	-7.6%
	Athens/Gainesville, GA	57.5%	-8.0%	\$142	+1.4%	\$81	-6.8%
	Auburn-Opelika, AL	60.1%	-4.0%	\$128	-0.3%	\$77	-4.2%
	Augusta, GA	64.0%	-7.2%	\$107	+0.3%	\$69	-6.9%
	Brunswick/Kingsland, ..	64.6%	+5.0%	\$162	+1.9%	\$104	+7.0%
	Cobb County, GA	65.7%	-1.4%	\$110	+1.2%	\$72	-0.2%
	DeKalb County, GA	64.1%	+2.3%	\$104	-1.0%	\$67	+1.3%
	Gwinnett County, GA	63.5%	-3.0%	\$95	+1.5%	\$60	-1.6%
	LaGrange, GA	72.9%	+7.4%	\$151	-9.5%	\$110	-2.8%
	LaGrange, GA+	72.9%	+7.4%	\$151	-9.5%	\$110	-2.8%
	Lowndes County, GA	58.2%	-22.8%	\$105	-6.1%	\$61	-27.5%
	Macon, GA	62.5%	+5.8%	\$97	+2.4%	\$61	+8.4%
	Montgomery, AL	69.8%	-3.8%	\$121	+0.7%	\$84	-3.1%
	Russell County, AL	55.4%	-1.4%	\$107	+1.6%	\$59	+0.2%
Savannah, GA	72.1%	-5.0%	\$166	+0.8%	\$120	-4.2%	

## Calendar Year-to-Date Performance

### Performance by Market



### % Change vs. Previous Year



# Short Term Rental Review

|||

## Monthly Performance by Market

OCC    % CHG    ADR    % CHG    RevPAR    % CHG

Jan    Columbus    44.2%    -12.0%    \$140    +1.5%    \$62    -10.7%

Feb    Columbus    56.7%    -0.9%    \$158    +7.8%    \$90    +6.9%

Mar    Columbus    64.0%    -0.6%    \$171    +10.9%    \$110    +10.3%

## Calendar Year-to-Date Performance

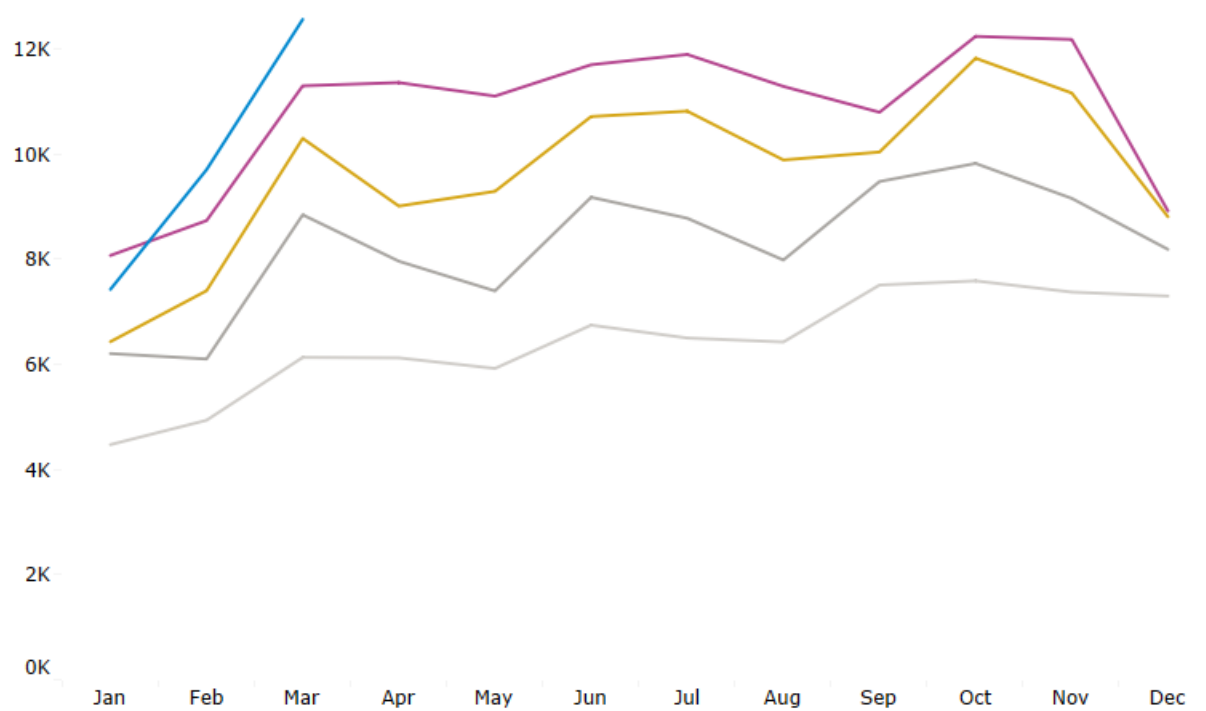
**Columbus**  
All Properties

Occupancy    ADR    RevPAR    Supply    Demand    Revenue  
**55.5%**    **\$159**    **\$88**    **53.5K**    **29.7K**    **\$4.7M**  
 -3.5%    +8.1%    +4.3%    +9.5%    +5.7%    +14.2%

## Short Term Rental Demand by Month

Last Five Calendar Years

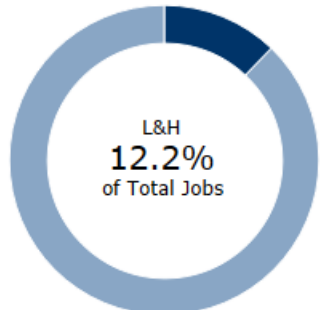
2022    2023    2024    2025    2026





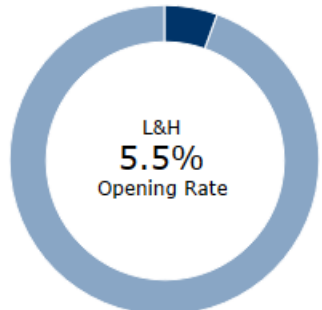
## Total Leisure & Hospitality Jobs

L&H Jobs  
as of February 2026  
**14.8K**  
+0.0% YOY | +0.7% vs. 2019



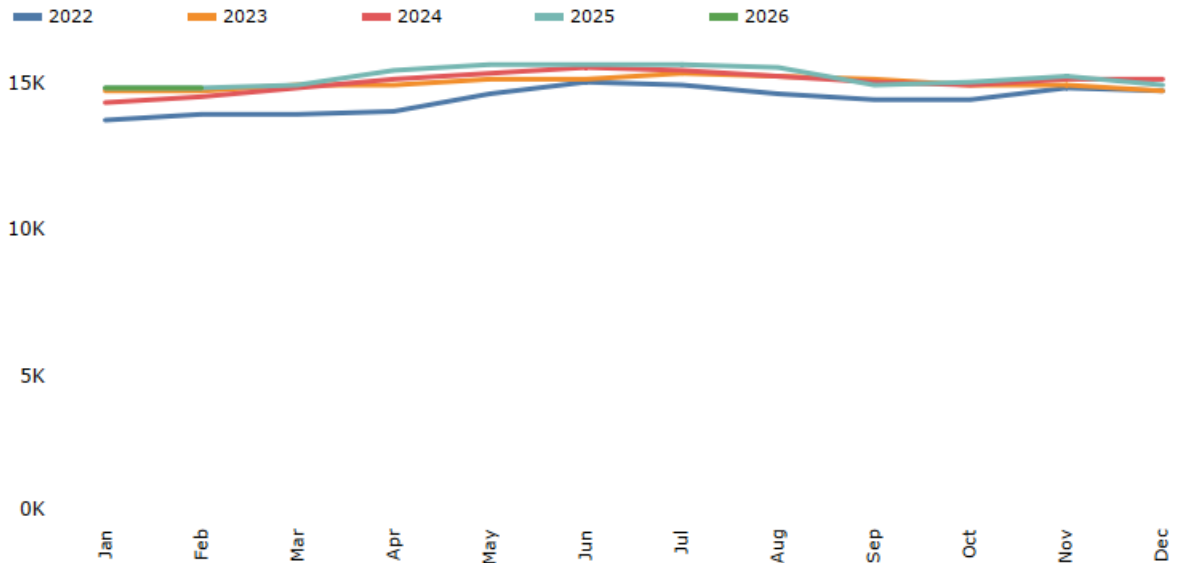
## Leisure & Hospitality Job Openings

L&H Job Openings  
as of December 2025  
**870**  
+0.0% YOY | +4.6% vs. 2019



### Employment Recovery

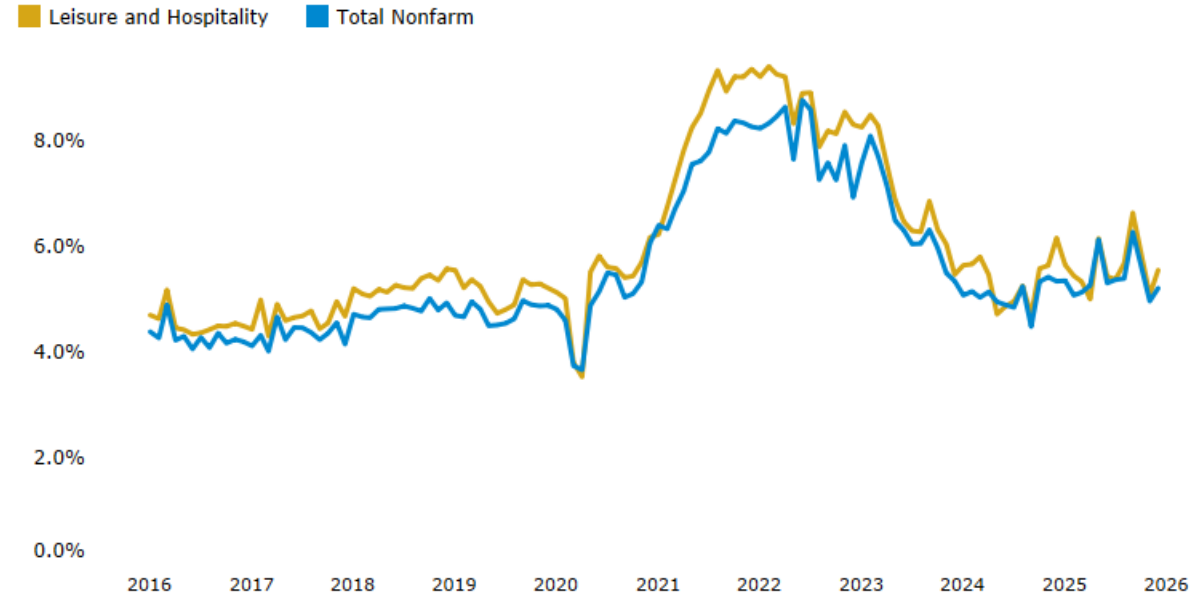
Leisure & Hospitality Jobs (Thousands)



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

March 2026 Volume

**115.9K**

-95.3% YOY

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

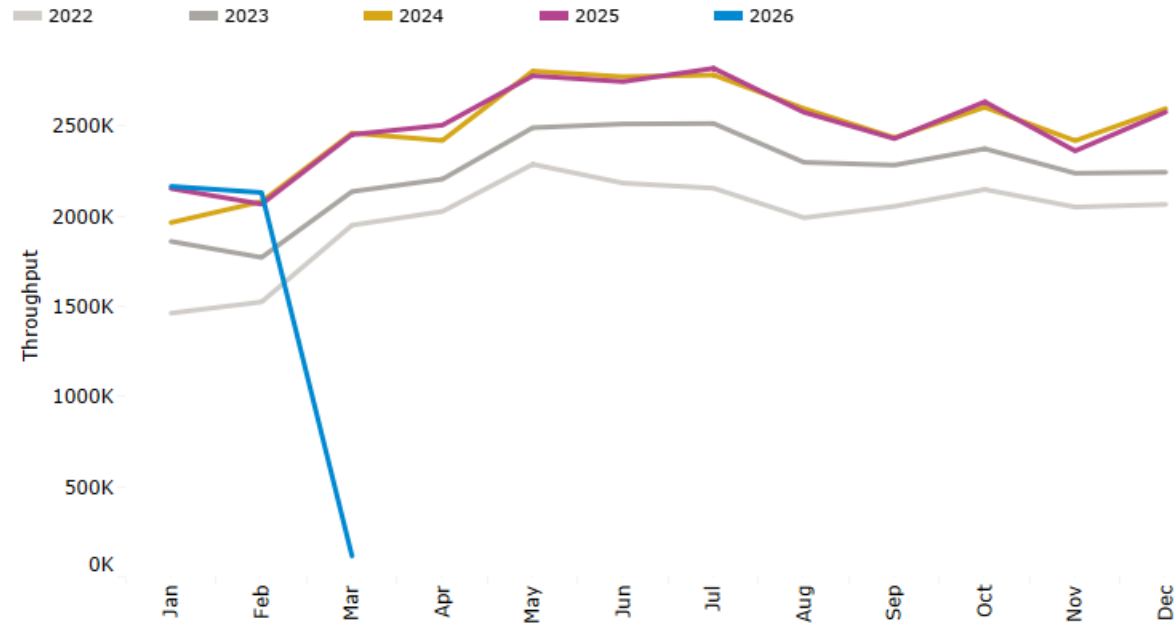
Jan - Mar 2026 Volume

**4.4M**

-33.9% YOY

### TSA Checkpoint Volume by Month

Last Five Calendar Years

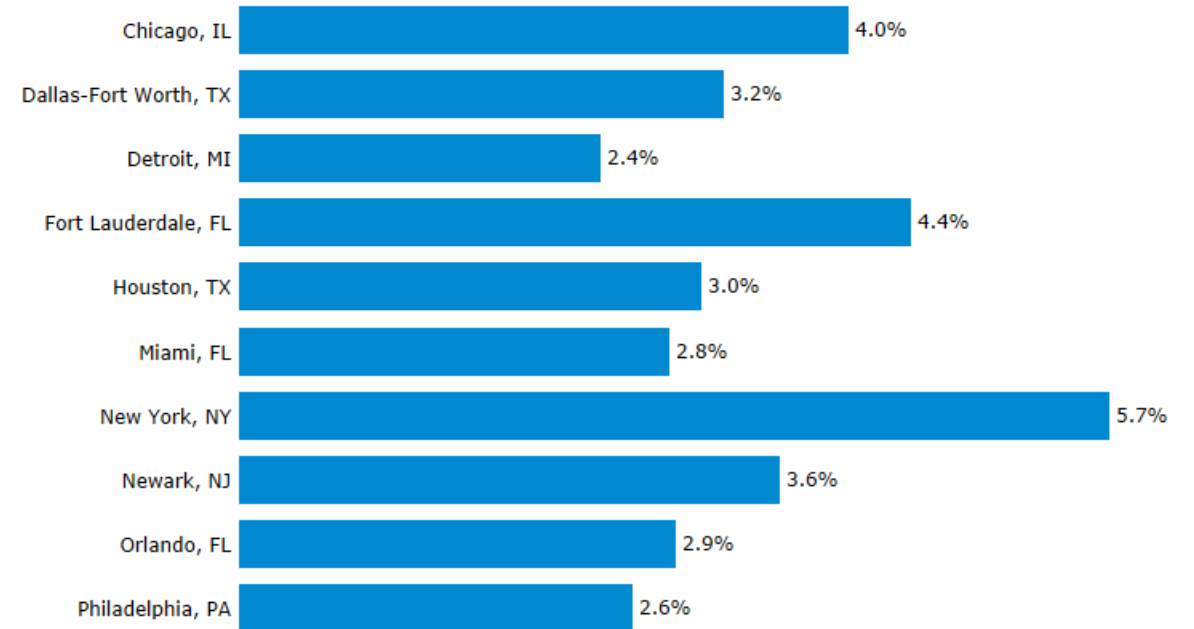


Source: Transportation Security Administration

Source: Transportation Security Administration

### Top Origin Markets - Air

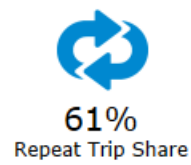
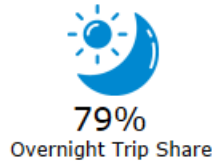
January Visitor Arrivals



Source: OAG

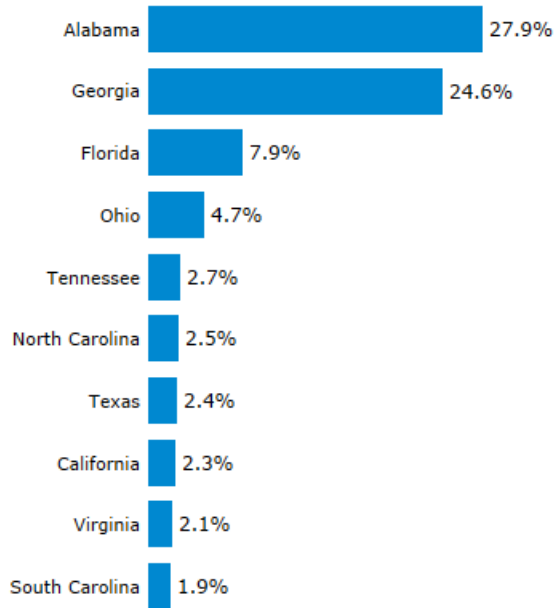
# Visitor Profile

## March 2026 Domestic Visits

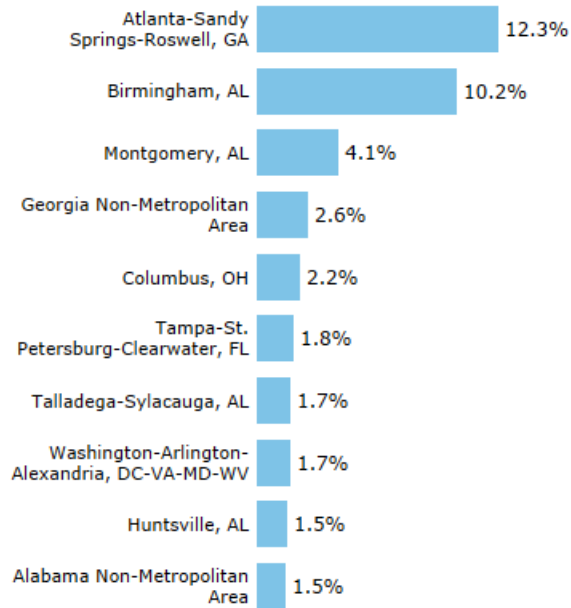


## Top Origin Markets

### States

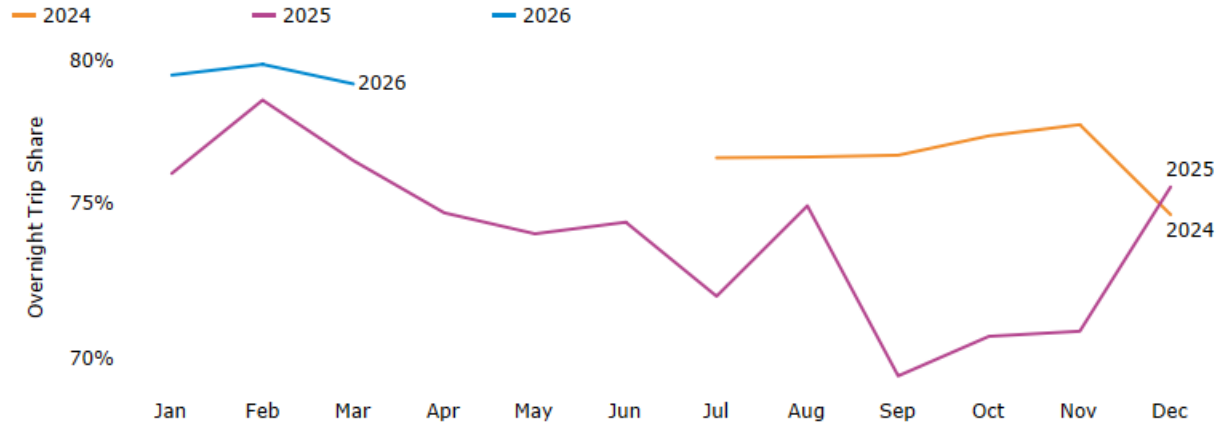


### MSA



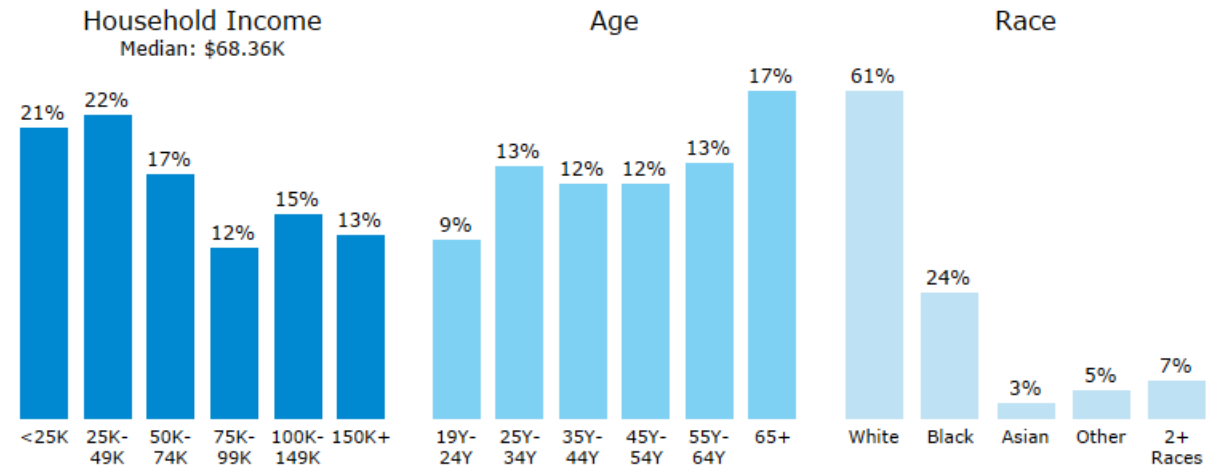
## Domestic Visitor Trends & Characteristics

### Overnight Trip Share by Month



### March 2026 Visitor Origin Demographics

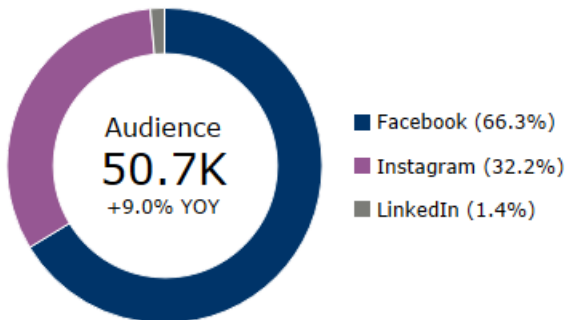
Share of Total



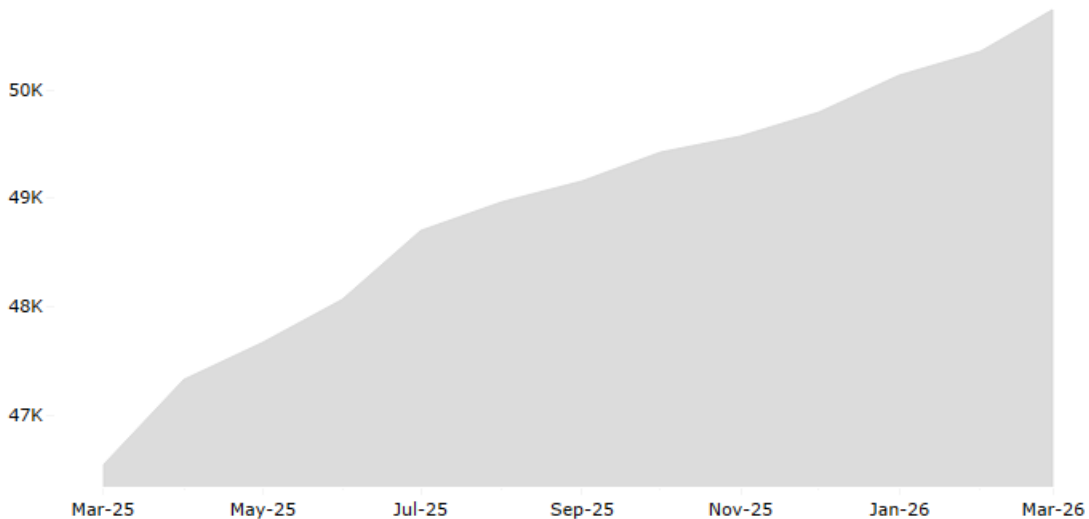
# Social Media Summary



## Audience Overview



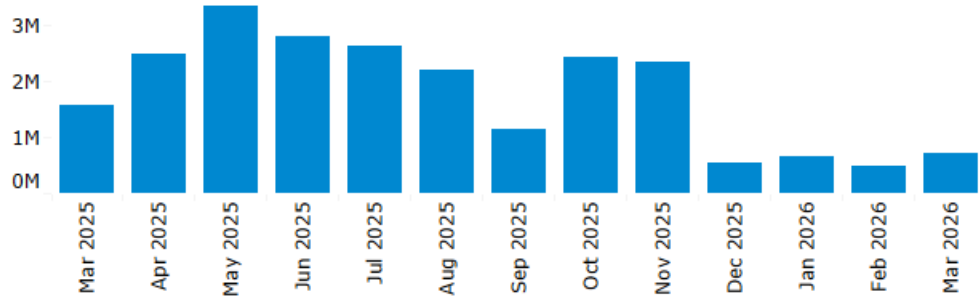
## Audience by Month



## Engagements & Impressions

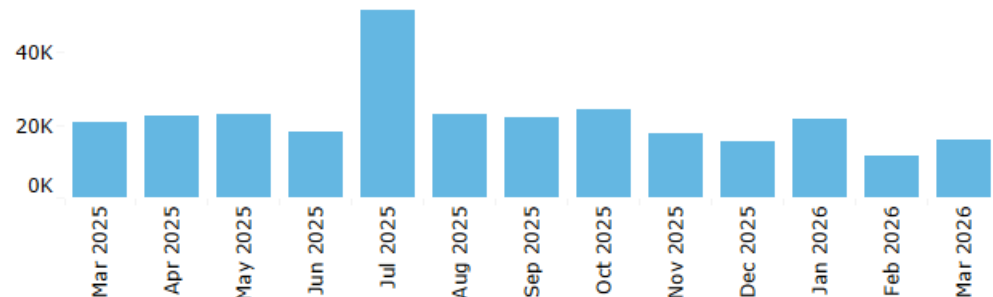
### Impressions

March 2026  
**705.2K**  
-55.0% YOY



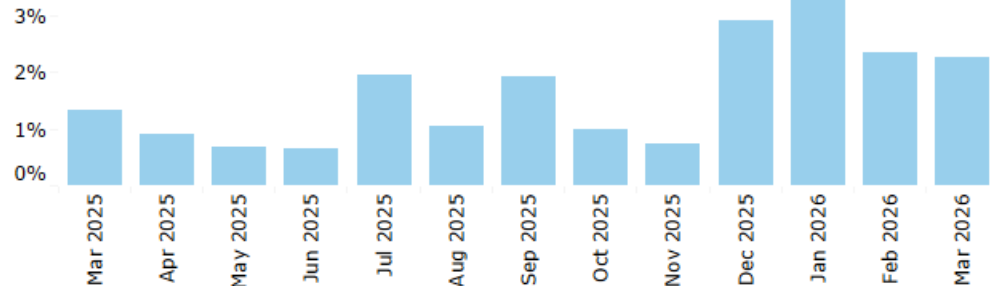
### Engagements

March 2026  
**16.0K**  
-23.4% YOY



### Engagement Rate

March 2026  
**2.3%**  
+0.9% pt YOY



# Website Performance Summary

March 2026 | Properties: All



Users  
**63.9K**  
+132.8% YOY



Sessions  
**67.4K**  
+110.7% YOY



Engaged Sessions  
**18.1K**  
+5.8% YOY



Engagement Rate  
**26.9%**  
-26.68% pt YOY



Page Views  
**84.8K**  
+61.4% YOY



Pages Per Session  
**1.26 pages**  
-0.38 pages YOY

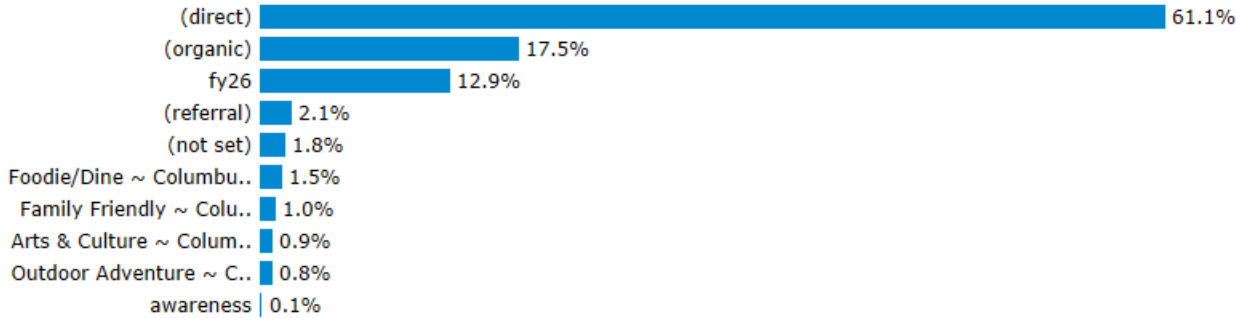


Avg. Session Duration  
**00:01:01**  
-48 sec YOY

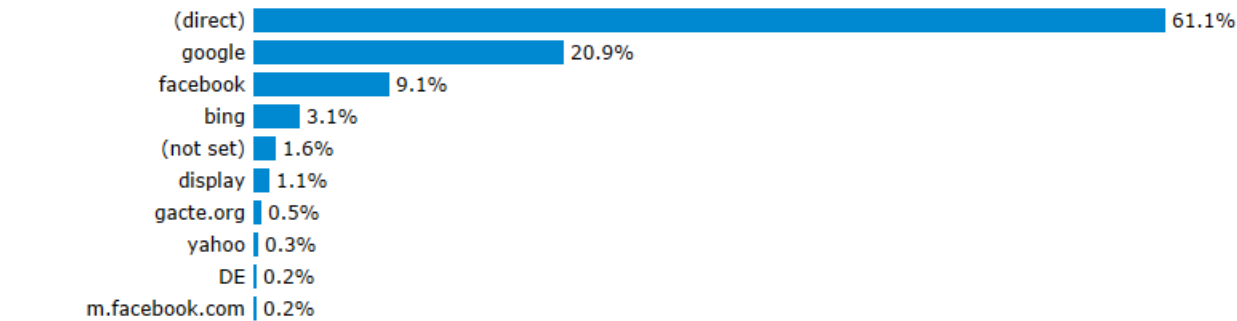


Bounce Rate  
**73.1%**  
+26.68% pt YOY

## Campaigns

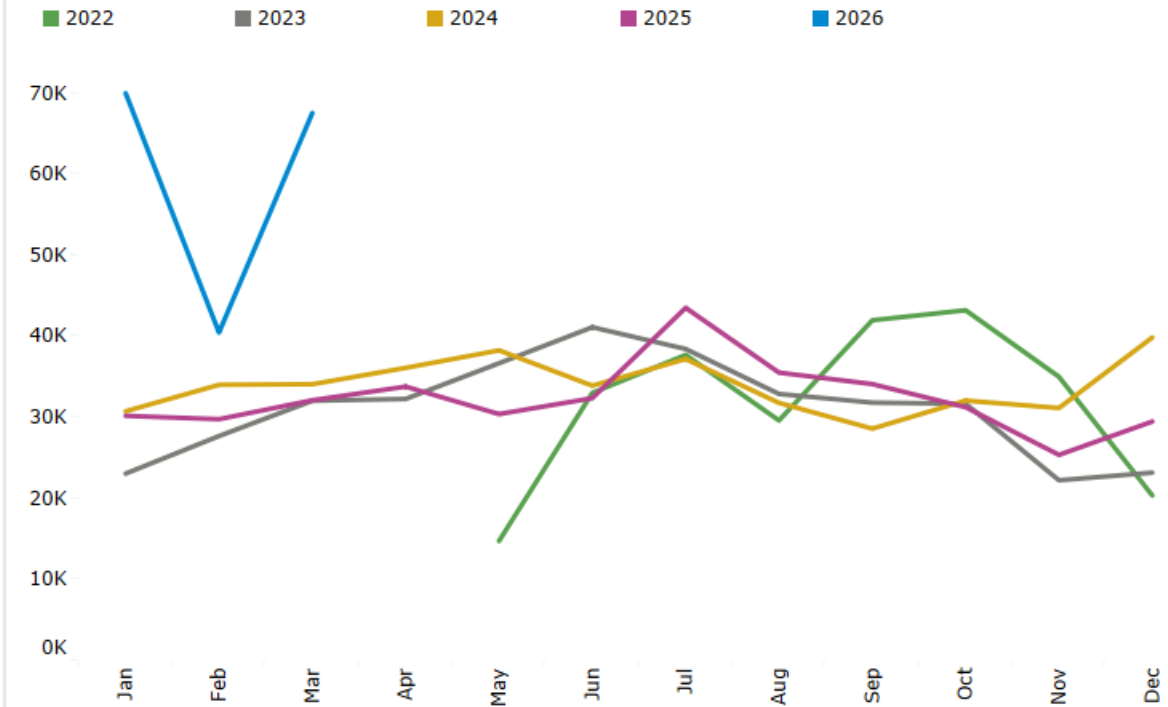


## Sources



## 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

March 2026



## Facebook

 Audience  
33.7K  
+5.2% YOY

<b>Engagement Rate</b>	<b>2.4%</b>
<b>Impressions</b>	<b>563,778</b>
<b>Video Views</b>	<b>21,111</b>
<b>Engagements</b>	<b>13,472</b>
Comments	130
Reactions	1,387
Shares	169
Post Link Clicks	7,942
Other Post Clicks	3,844

## Instagram

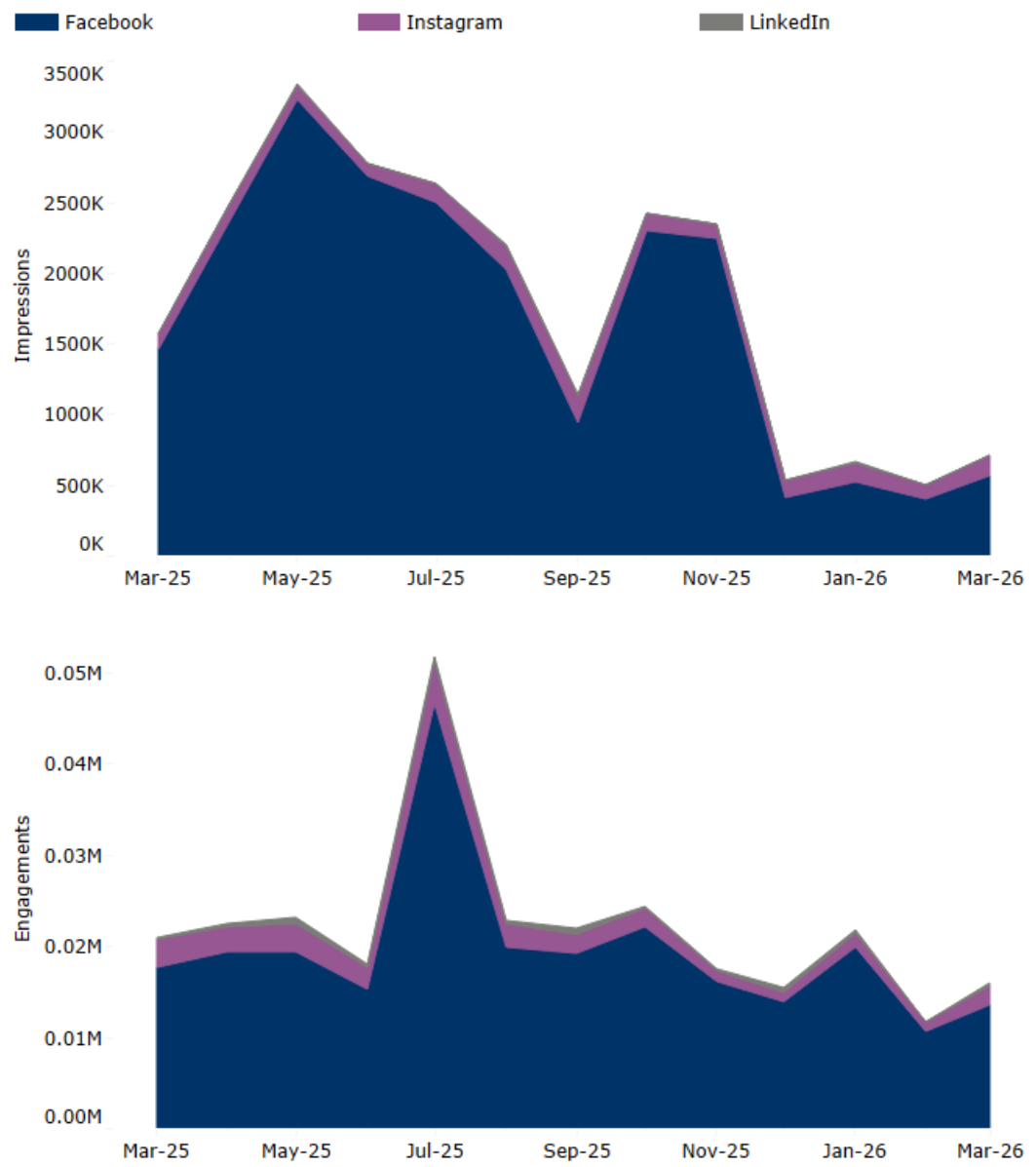
 Audience  
16.3K  
+12.5% YOY

<b>Engagement Rate</b>	<b>1.5%</b>
<b>Impressions</b>	<b>137,763</b>
<b>Video Views</b>	<b>18,841</b>
<b>Engagements</b>	<b>2,080</b>
Comments	111
Reactions	1,447
Saves	98
Shares	415

## LinkedIn

 Audience  
729

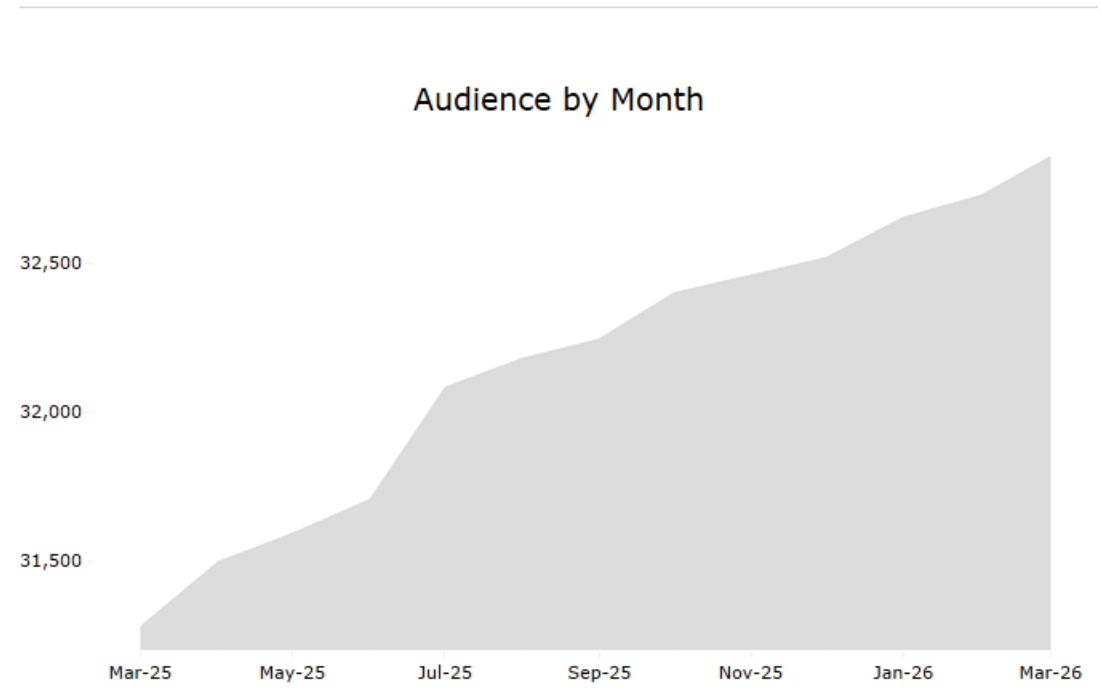
<b>Engagement Rate</b>	<b>12.0%</b>
<b>Impressions</b>	<b>3,609</b>
<b>Video Views</b>	<b>61</b>
<b>Engagements</b>	<b>434</b>
Comments	11
Reactions	171
Shares	3
Post Link Clicks	249



Source: Sprout Social

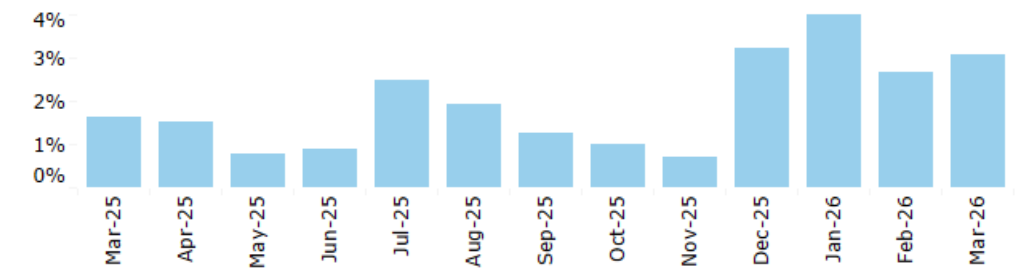
## Audience Overview

Audience  
 March 2026  
**32.9K**  
 +5.0% YOY

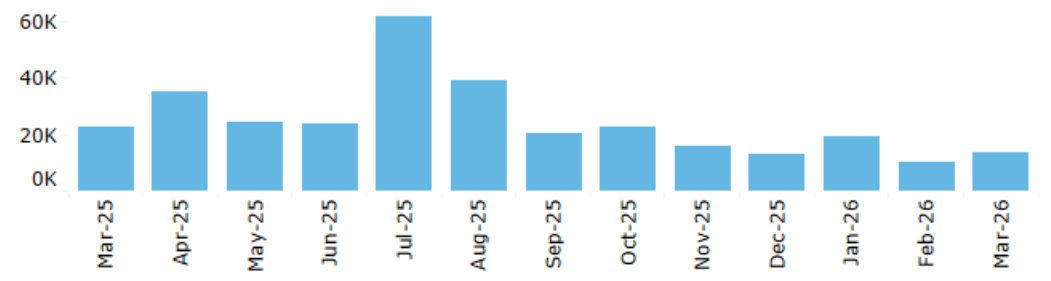


## Engagements & Impressions

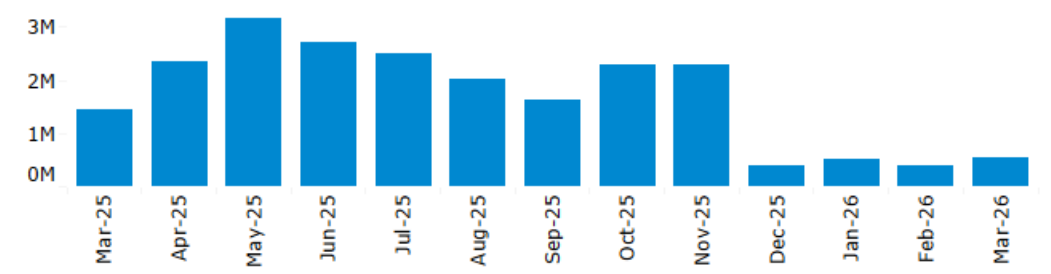
Engagement Rate  
 March 2026  
**3.0%**  
 +1.4% pt YOY



Engagements  
 March 2026  
**13.4K**  
 -41.4% YOY



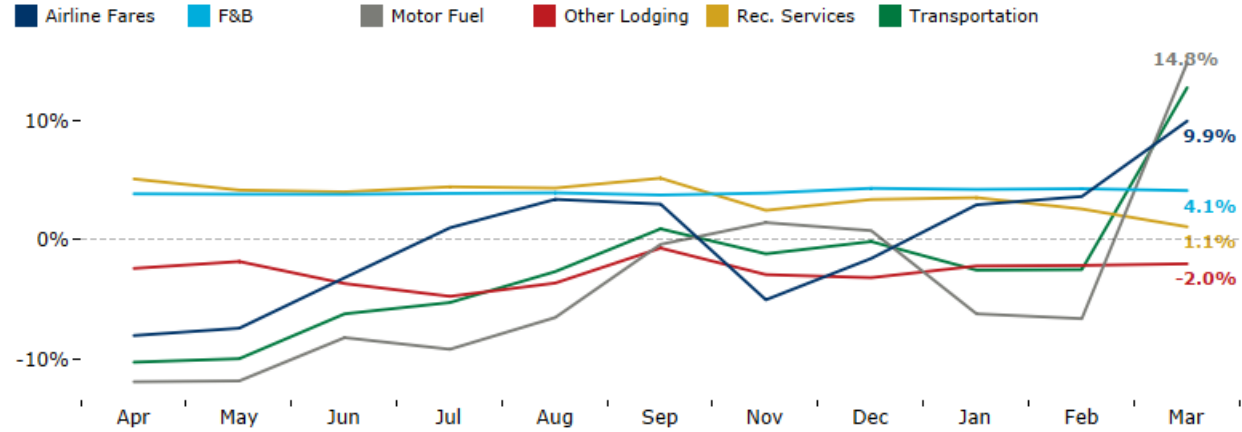
Total Impressions  
 March 2026  
**530.1K**  
 -63.5% YOY



# National Travel Trends

## Travel Price Index

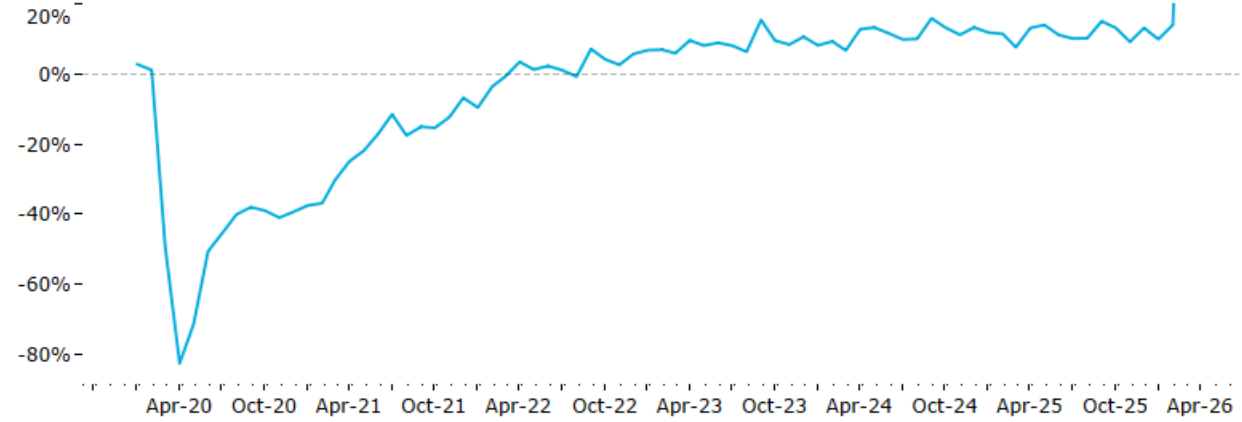
% Change Relative to Same Month in Previous Year | Last 12 Months



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

## Travel Spending (% change vs 2019)

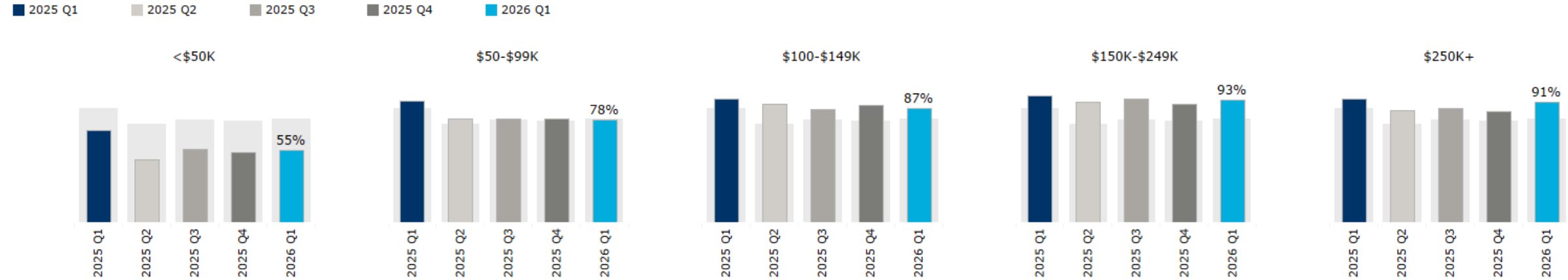
% Change vs. 2019 | U.S. total



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)

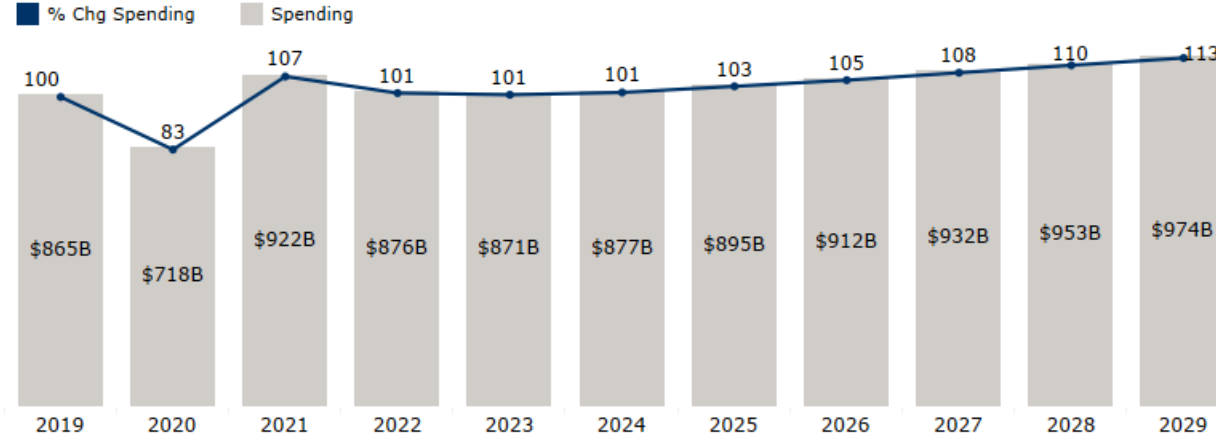


Note: Light gray bars represent the average for all survey respondents  
Source: MMGY Global's Portrait of American Travelers

# Domestic Travel Forecast

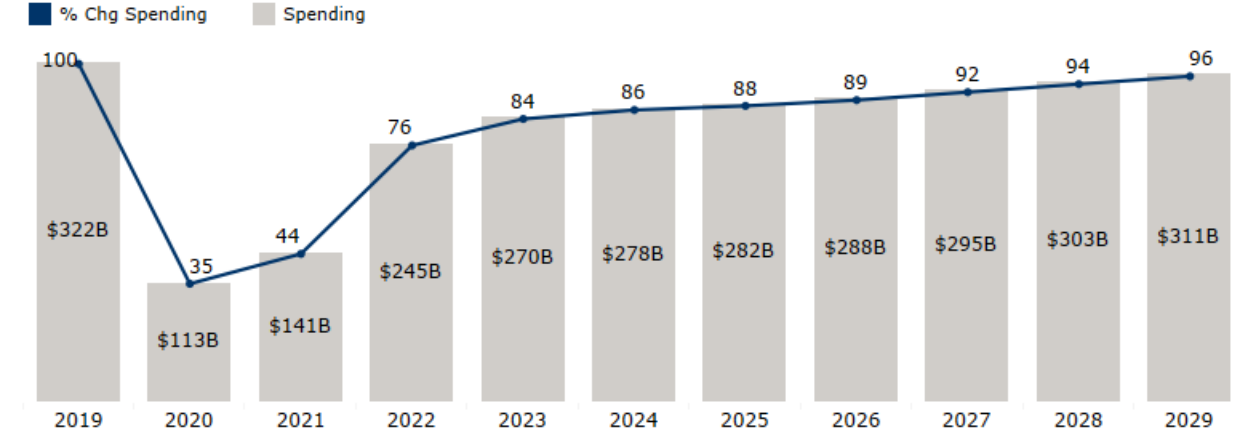
## Real Domestic Leisure Travel Spending

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



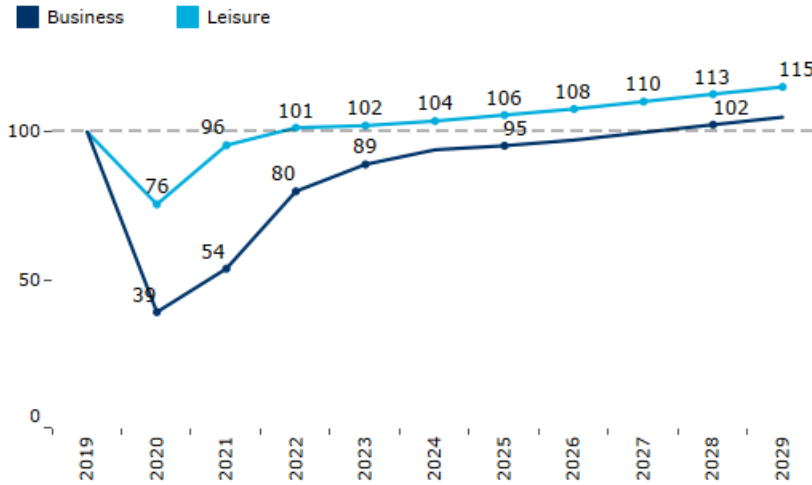
## Real Domestic Business Travel Spending

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



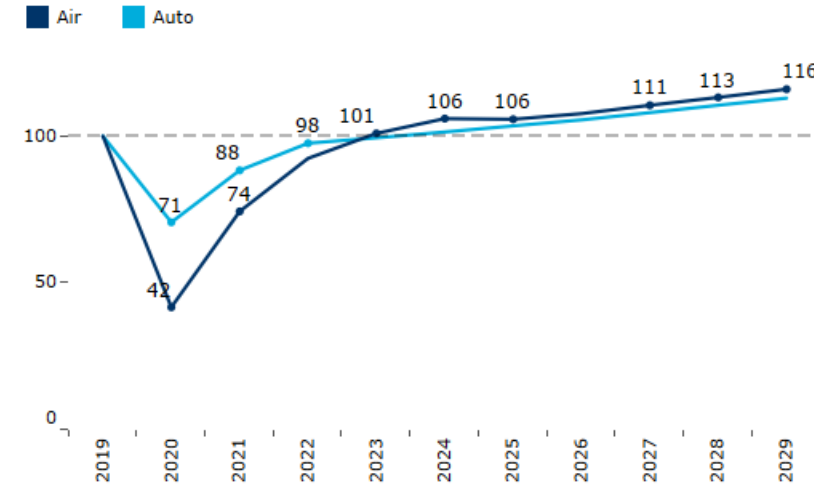
## Leisure vs. Business Travel Volume

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



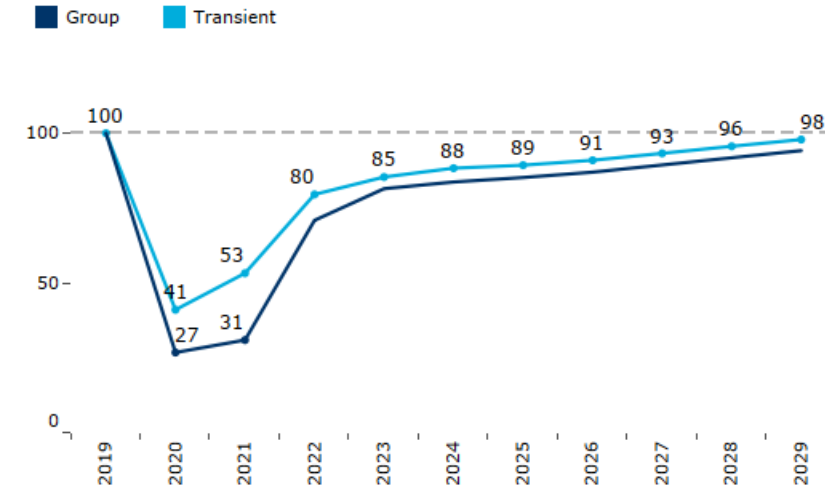
## Auto vs. Air Travel Volume

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

