



Monthly Summary Report

April 2026



Highlights

Demand for Columbus hotels in April was -5.3% YOY less than last year. With slightly less -0.1% YOY rooms to fill, occupancy dropped -5.2% YOY to 57.3%. Short term rental demand was down -11.7% YOY. With +6.6% YOY more supply, occupancy decreased -17.1% YOY to 54%.

ADR for both types of lodging was up +3.6% with hotel ADR at \$105 and short term rental ADR at \$166. Despite higher ADR, the decrease in hotel demand caused RevPAR to drop -1.8% YOY at \$60 and revenue -1.9% YOY to \$8.9M for the month.

Marketing KPIs did well in April with website sessions gaining +176.1% YOY to 93K and the social media audience up +8.2% YOY to 51.2K. Facebook was the key driver at +4.8% YOY, 66% of the total social media audience followed by Instagram at 32.6% despite increasing +13.2% YOY to 16.7K.

U.S. hotel performance improved in April as demand growth (+2.0%) outpaced supply growth (+0.4%), driving occupancy up 1.6%. ADR increased 2.8%, lifting RevPAR 4.4% year over year. April's results reflect continued pricing power and steady travel demand amid modest new supply growth.

Inflation climbed to a three-year high of 3.8% in April, driven by rising energy costs, including a 28.4% YOY increase in gasoline prices and a 20.7% rise in airfares, while consumer sentiment fell from 53.3 to a record-low 47.6, with declines observed across all demographic, age, and income groups.



Hotel Demand
84.6K
-5.3% YOY

Source: STR



Hotel ADR
\$104.73
+3.6% YOY

Source: STR



ATL Checkpoint Volume
543.1K
-78.3% YOY

Source: TSA



Social Media Audience
51.2K
+8.2% YOY

Source: Sprout Social



Facebook Audience
33.0K
+4.7% YOY

Source: Meta



Website Sessions
93.0K
+176.1% YOY

Source: Google Analytics



Overnight Trip Share
79%

Source: Azira



L&H Jobs
15.2K
-1.3% YOY

Source: Bureau of Labor Statistics

Lodging Summary

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

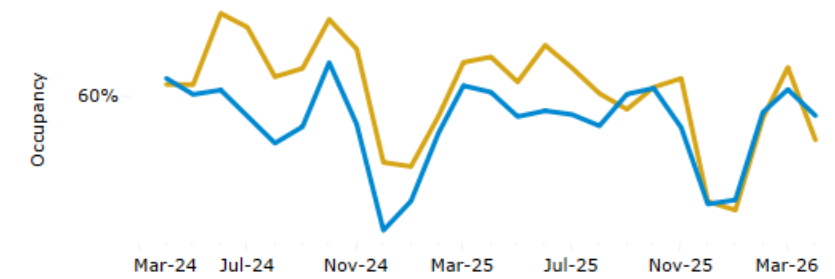
Aggregate Lodging Performance

Sources: STR & AirDNA

| | Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
|------------------|--------------|-----------------|----------------|---------------|---------------|----------------|
| Apr 2026 | 56.9% | \$111.37 | \$63.40 | 166.8K | 95.0K | \$10.6M |
| YOY % Change | -6.6% YOY | +3.2% YOY | -3.6% YOY | +0.6% YOY | -6.0% YOY | -3.0% YOY |
| Year-to-Date | 55.4% | \$108.53 | \$60.08 | 664.5K | 367.9K | \$39.9M |
| YTD YOY % Change | -1.2% YOY | +2.6% YOY | +1.4% YOY | +0.8% YOY | -0.4% YOY | +2.2% YOY |

Occupancy by Month

Hotels Short Term Vacation Rentals



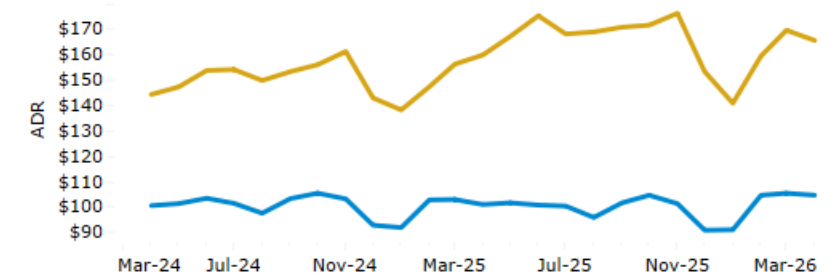
Hotel Performance

Source: STR

| | Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
|------------------|--------------|-----------------|----------------|---------------|---------------|----------------|
| Apr 2026 | 57.3% | \$104.73 | \$60.01 | 147.7K | 84.6K | \$8.9M |
| YOY % Change | -5.2% YOY | +3.6% YOY | -1.8% YOY | -0.1% YOY | -5.3% YOY | -1.9% YOY |
| Year-to-Date | 55.4% | \$102.03 | \$56.51 | 590.8K | 327.2K | \$33.4M |
| YTD YOY % Change | -0.4% YOY | +1.9% YOY | +1.5% YOY | -0.1% YOY | -0.5% YOY | +1.4% YOY |

ADR by Month

Hotels Short Term Vacation Rentals



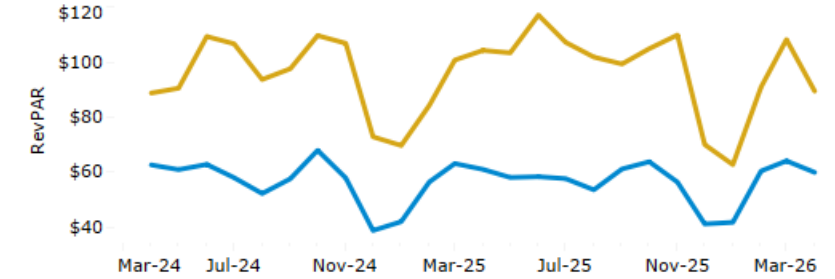
Short Term Vacation Rental Performance

Source: AirDNA (All Properties)

| | Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
|------------------|--------------|-----------------|----------------|--------------|--------------|---------------|
| Apr 2026 | 54.0% | \$165.70 | \$89.55 | 19.1K | 10.3K | \$1.7M |
| YOY % Change | -17.1% YOY | +3.6% YOY | -14.2% YOY | +6.6% YOY | -11.7% YOY | -8.5% YOY |
| Year-to-Date | 55.2% | \$160.79 | \$88.70 | 73.8K | 40.7K | \$6.5M |
| YTD YOY % Change | -7.5% YOY | +6.0% YOY | -2.0% YOY | +8.7% YOY | +0.6% YOY | +6.6% YOY |

RevPAR by Month

Hotels Short Term Vacation Rentals



Hotel Review

|||

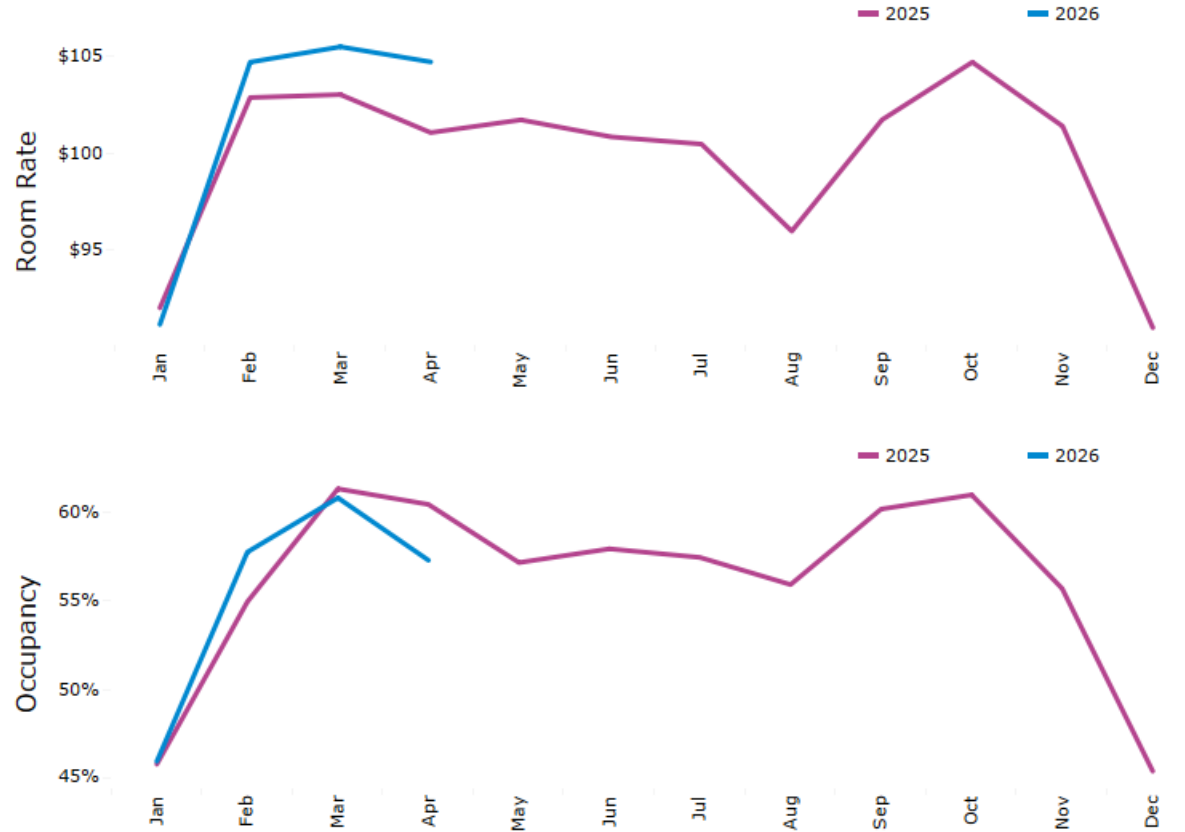
Monthly Performance by Market

| | OCC | % CHG | ADR | % CHG | RevPAR | % CHG | |
|-----|---------------------|-------|--------|-------|--------|-------|--------|
| 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% |
| Apr | Muscogee County, GA | 57.3% | -5.2% | \$105 | +3.6% | \$60 | -1.8% |
| | Russell County, AL | 51.4% | -7.3% | \$105 | -0.1% | \$54 | -7.4% |

Calendar Year-to-Date Performance

Muscogee County, GA

| | | | | | |
|-----------|-------|--------|--------|--------|---------|
| Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
| 55.4% | \$102 | \$57 | 590.8K | 327.2K | \$33.4M |
| -0.4% | +1.9% | +1.5% | -0.1% | -0.5% | +1.4% |



Hotel Competitive Performance

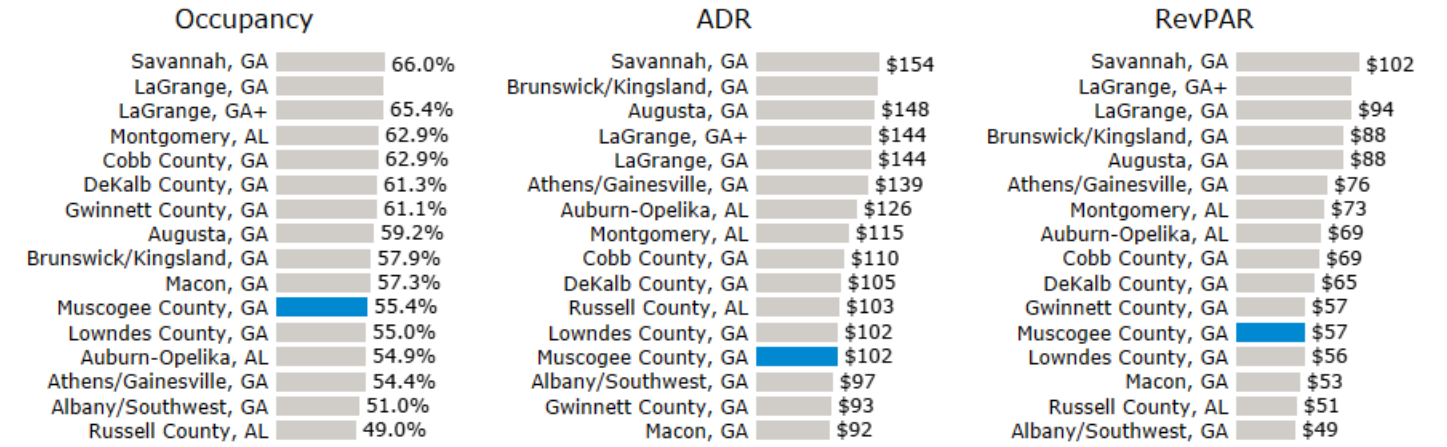
III

Monthly Performance by Market

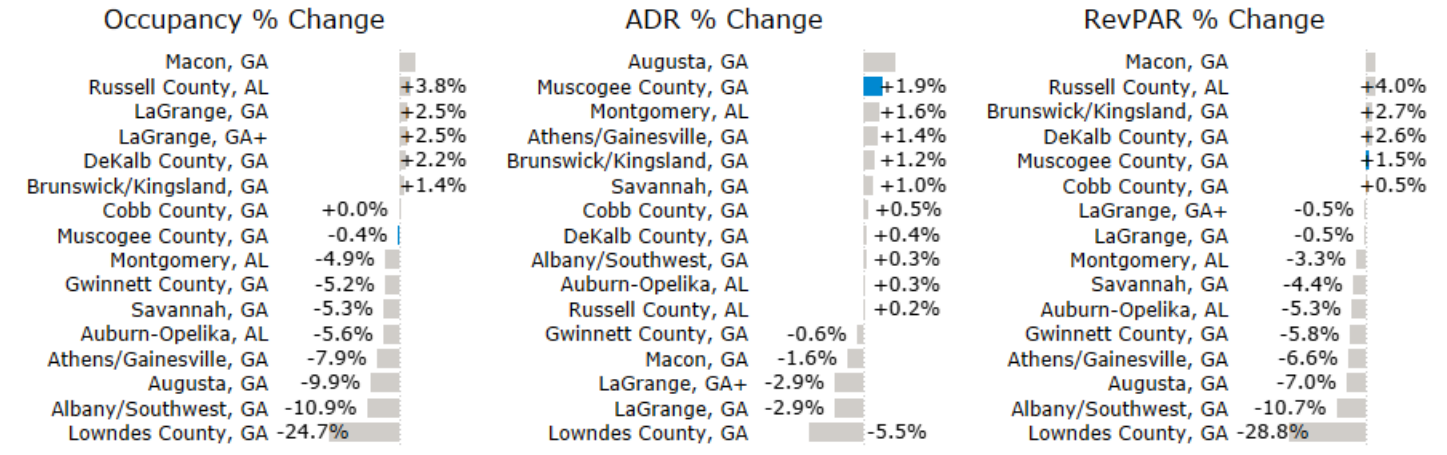
| | OCC | % CHG | ADR | % CHG | RevPAR | % CHG |
|-------------------------|-------|--------|-------|-------|--------|--------|
| Feb | | | | | | |
| Muscogee County, GA | 57.8% | +5.1% | \$105 | +1.8% | \$60 | +7.0% |
| Albany/Southwest, GA | 52.2% | -11.8% | \$96 | -0.9% | \$50 | -12.6% |
| Athens/Gainesville, 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% |
| Apr | | | | | | |
| Muscogee County, GA | 57.3% | -5.2% | \$105 | +3.6% | \$60 | -1.8% |
| Albany/Southwest, GA | 52.9% | -10.3% | \$99 | +0.9% | \$52 | -9.5% |
| Athens/Gainesville, GA | 57.1% | -9.3% | \$144 | +4.5% | \$82 | -5.3% |
| Auburn-Opelika, AL | 59.0% | -7.0% | \$135 | -0.5% | \$79 | -7.5% |
| Augusta, GA | 67.3% | -1.5% | \$272 | +6.1% | \$183 | +4.5% |
| Brunswick/Kingsland, .. | 70.4% | +8.8% | \$177 | -0.8% | \$124 | +7.9% |
| Cobb County, GA | 66.6% | +3.9% | \$118 | +3.8% | \$79 | +7.9% |
| DeKalb County, GA | 65.7% | +5.7% | \$110 | +6.0% | \$72 | +12.1% |
| Gwinnett County, GA | 65.1% | -2.3% | \$96 | -2.0% | \$63 | -4.2% |
| LaGrange, GA | 67.9% | +0.1% | \$151 | -2.9% | \$102 | -2.8% |
| LaGrange, GA+ | 67.9% | +0.1% | \$151 | -2.9% | \$102 | -2.8% |
| Lowndes County, GA | 55.7% | -19.4% | \$104 | -2.9% | \$58 | -21.8% |
| Macon, GA | 58.4% | +6.9% | \$97 | +0.2% | \$56 | +7.2% |
| Montgomery, AL | 65.8% | -3.4% | \$117 | +0.6% | \$77 | -2.8% |
| Russell County, AL | 51.4% | -7.3% | \$105 | -0.1% | \$54 | -7.4% |
| Savannah, GA | 73.5% | -3.1% | \$170 | +1.2% | \$125 | -1.9% |

Calendar Year-to-Date Performance

Performance by Market



% Change vs. Previous Year



Short Term Rental Review

III

Monthly Performance by Market

| | | OCC | % CHG | ADR | % CHG | RevPAR | % CHG |
|-----|----------|-------|--------|-------|-------|--------|--------|
| Feb | Columbus | 57.0% | -0.4% | \$160 | +8.2% | \$91 | +7.8% |
| Mar | Columbus | 63.8% | -1.1% | \$170 | +8.5% | \$108 | +7.4% |
| Apr | Columbus | 54.0% | -17.1% | \$166 | +3.6% | \$90 | -14.2% |

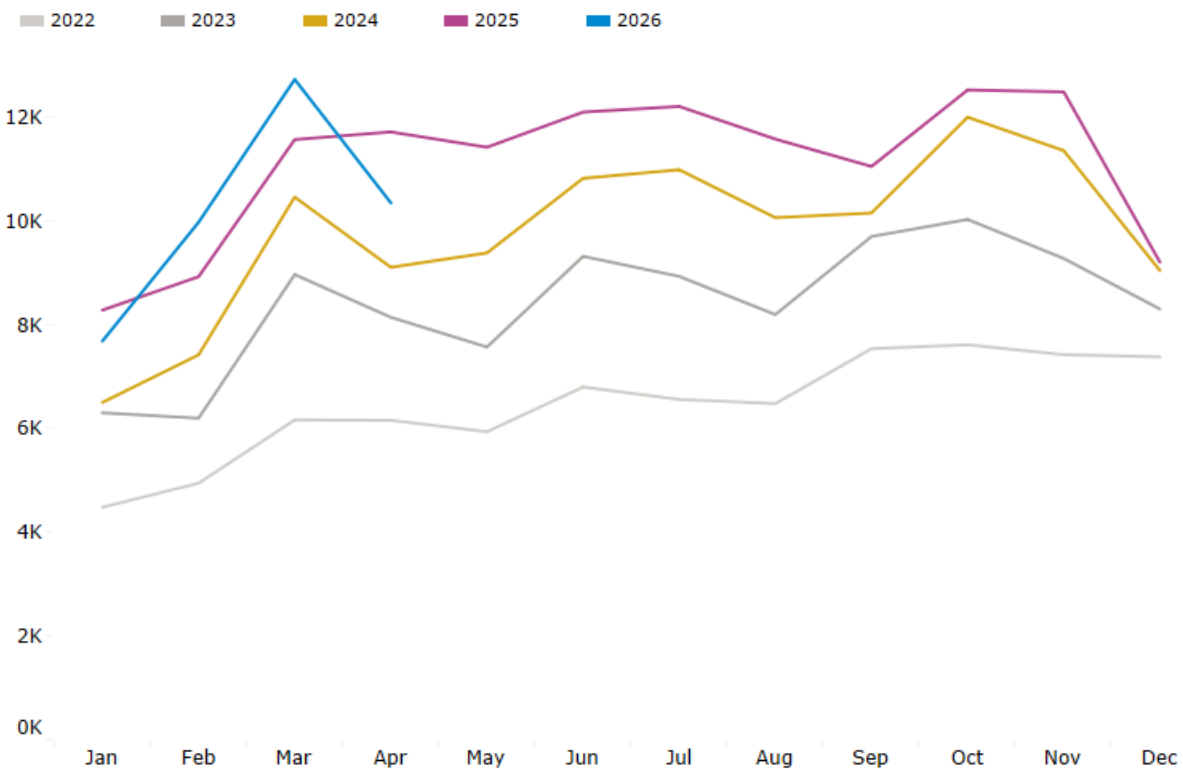
Calendar Year-to-Date Performance

Columbus
All Properties

| | | | | | |
|--------------|--------------|-------------|--------------|--------------|---------------|
| Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
| 55.2% | \$161 | \$89 | 73.8K | 40.7K | \$6.5M |
| -7.5% | +6.0% | -2.0% | +8.7% | +0.6% | +6.6% |

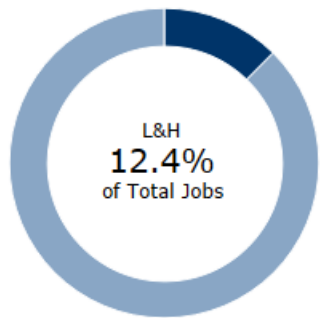
Short Term Rental Demand by Month

Last Five Calendar Years



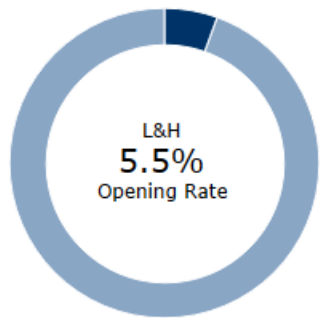
Total Leisure & Hospitality Jobs

L&H Jobs
as of April 2026
15.2K
-1.3% YOY | +0.7% vs. 2019



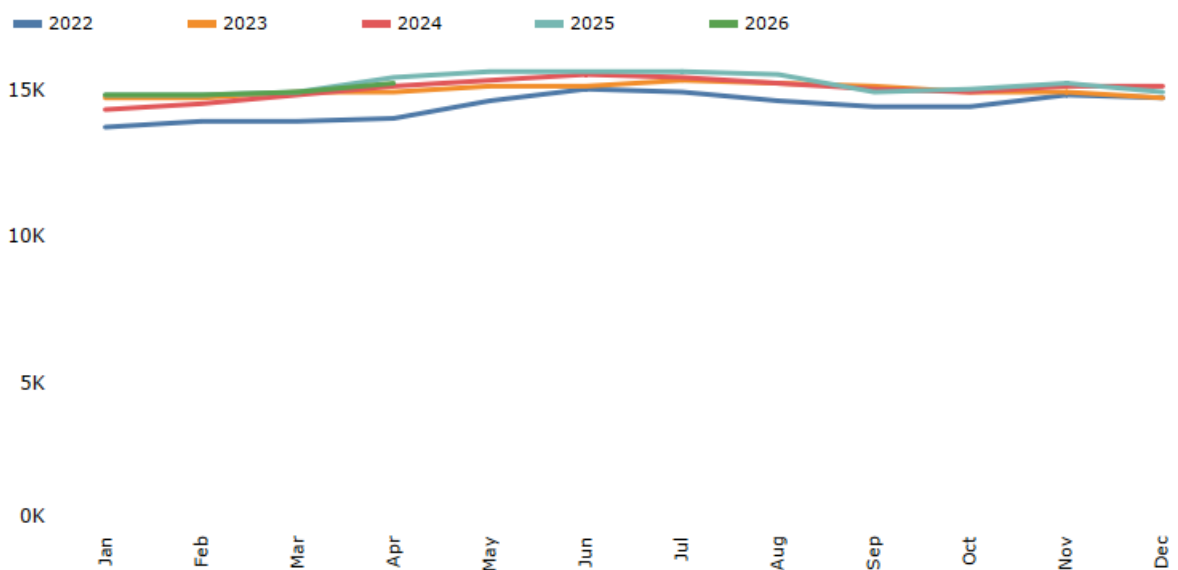
Leisure & Hospitality Job Openings

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



Employment Recovery

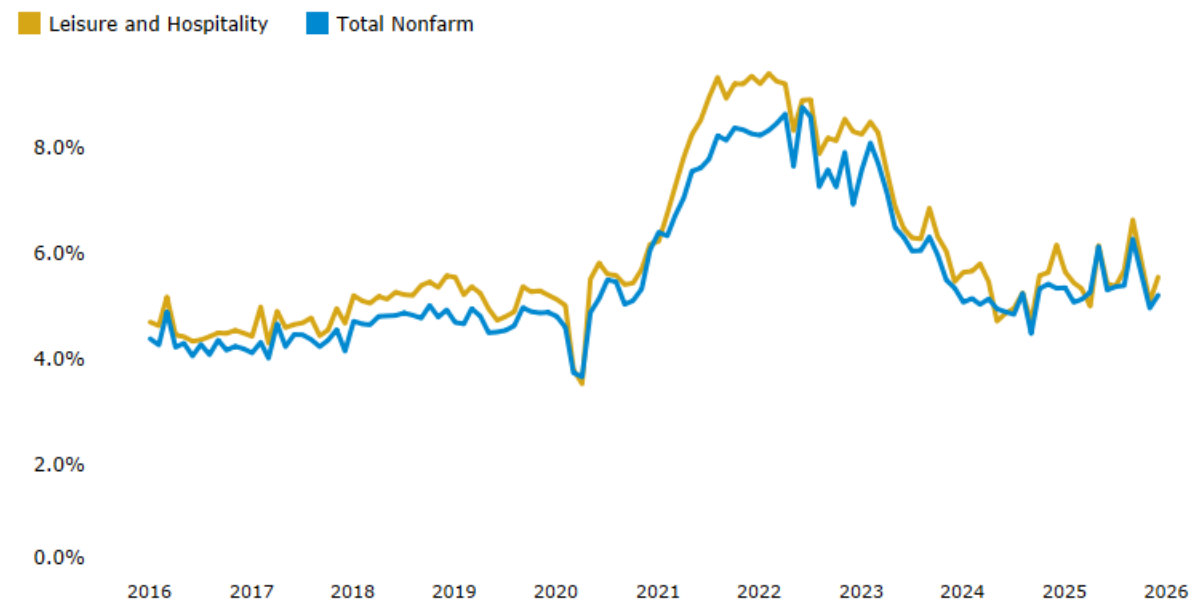
Leisure & Hospitality Jobs (Thousands)



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

April 2026 Volume

543.1K

-78.3% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Jan - Apr 2026 Volume

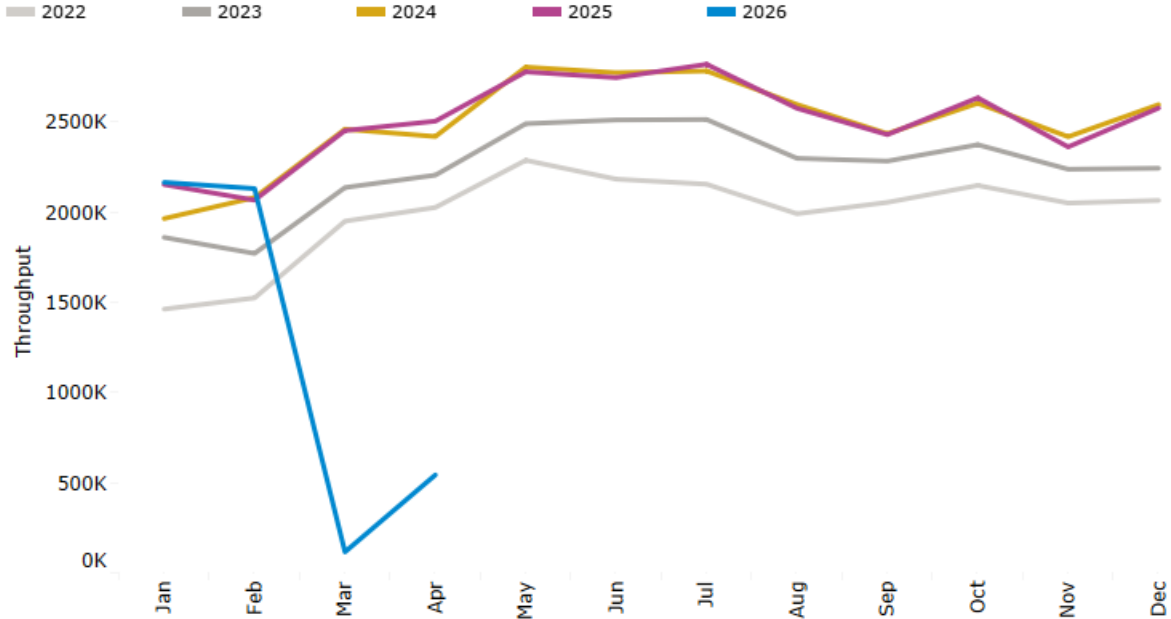
5.0M

-46.0% YOY

Source: Transportation Security Administration

TSA Checkpoint Volume by Month

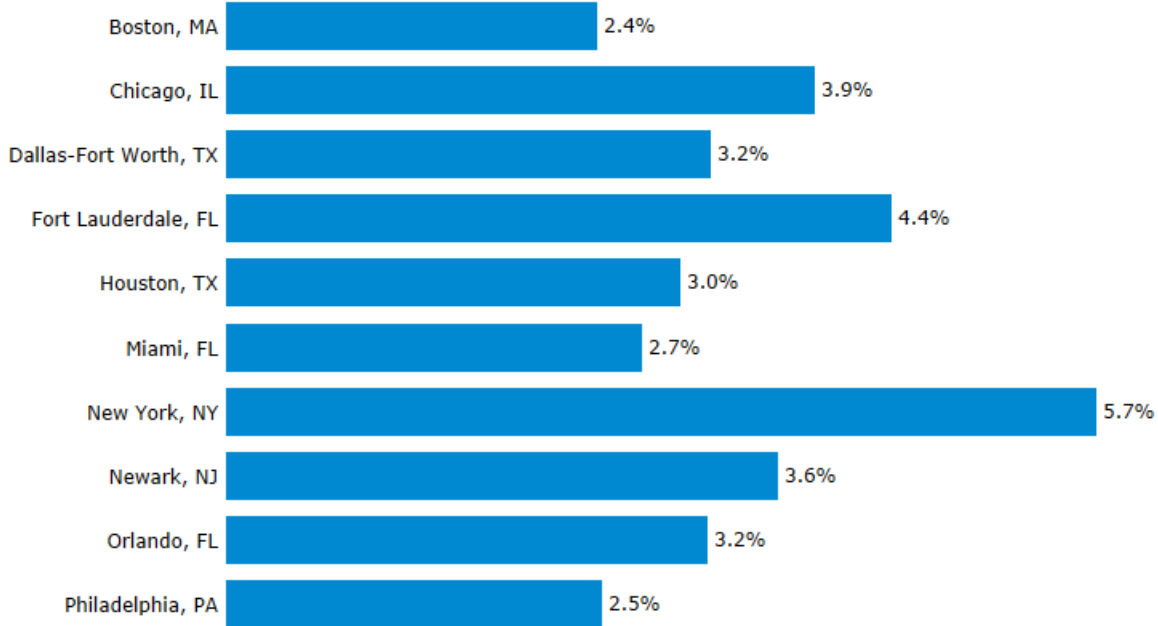
Last Five Calendar Years



Source: Transportation Security Administration

Top Origin Markets - Air

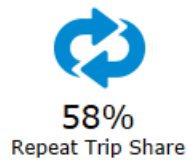
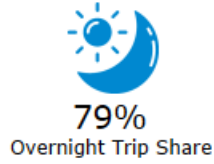
Jan - Mar 2026 Visitor Arrivals



Source: OAG

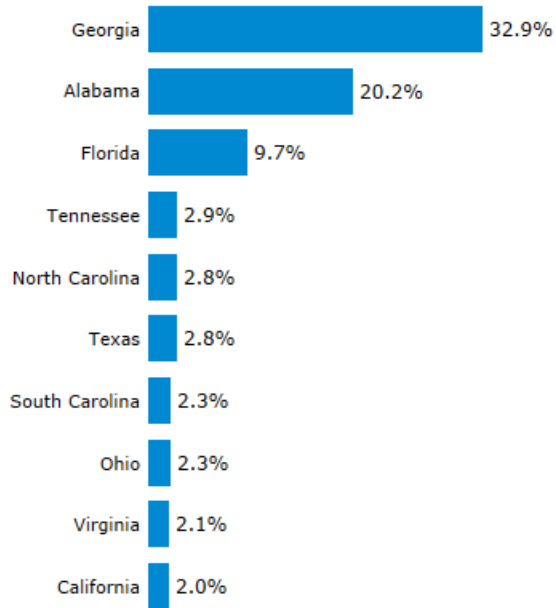
Visitor Profile

April 2026 Domestic Visits

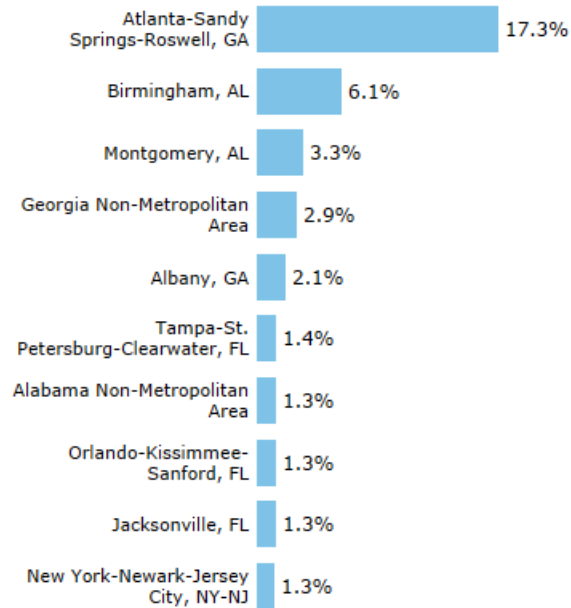


Top Origin Markets

States

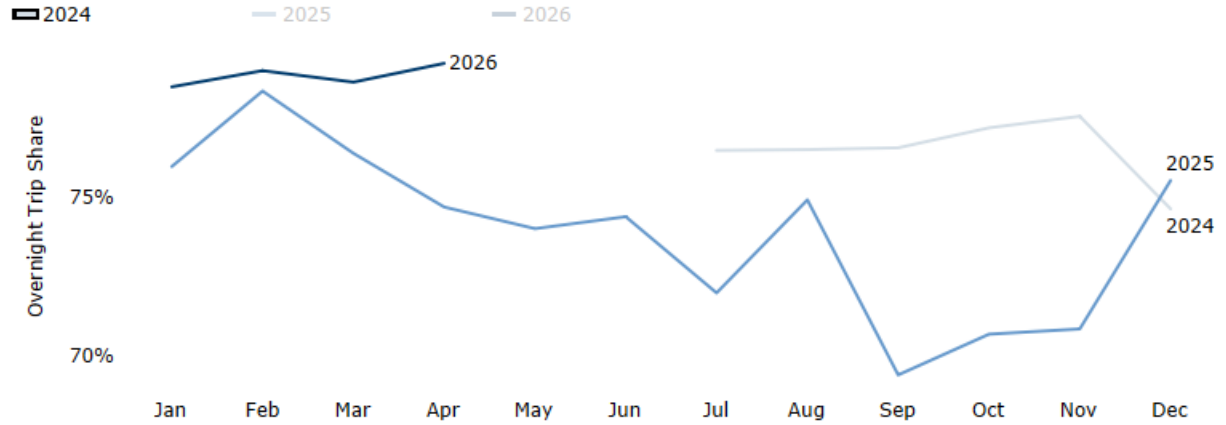


MSA



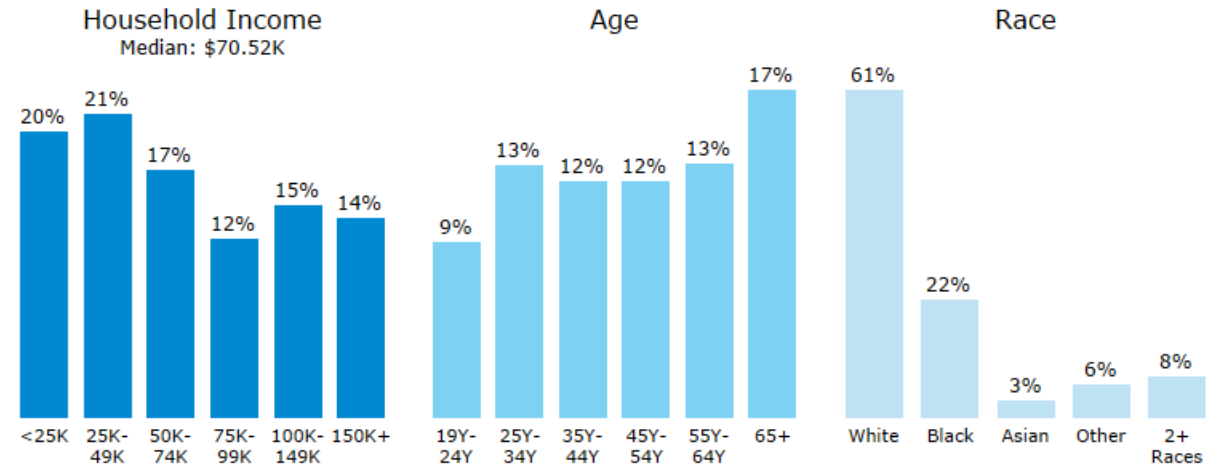
Domestic Visitor Trends & Characteristics

Overnight Trip Share by Month



April 2026 Visitor Origin Demographics

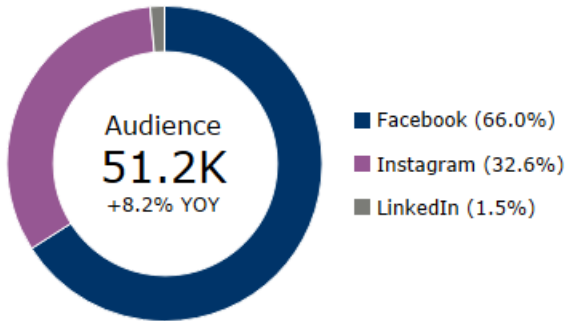
Share of Total



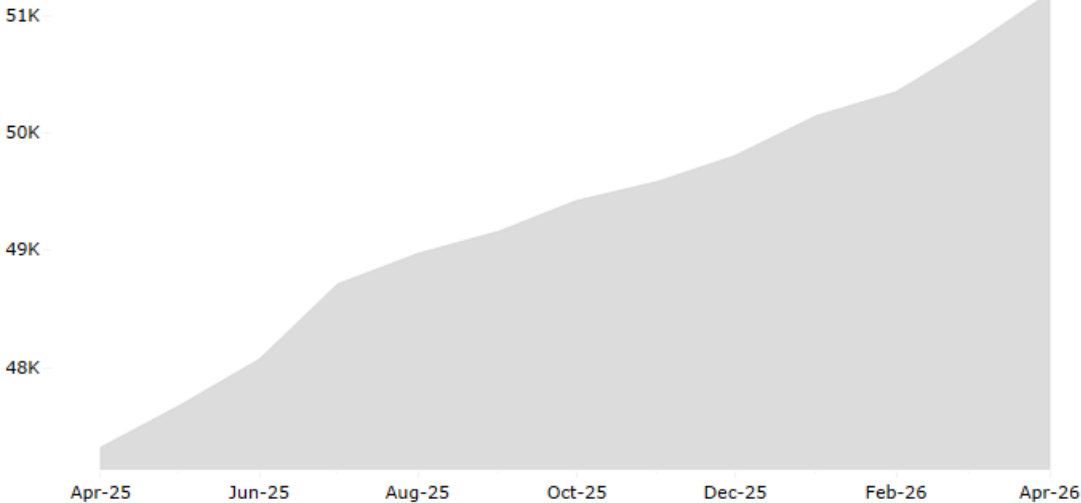
Social Media Summary



Audience Overview



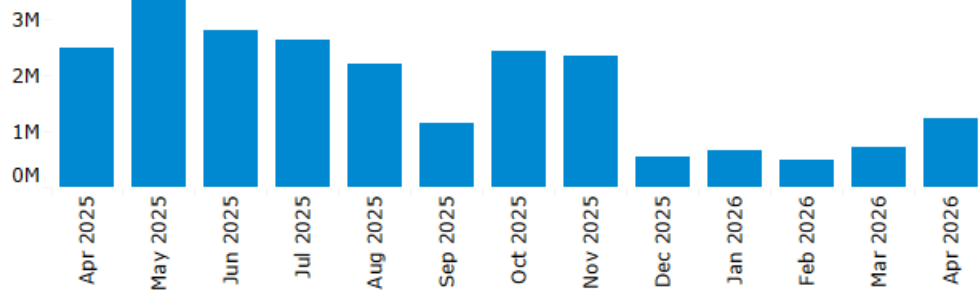
Audience by Month



Engagements & Impressions

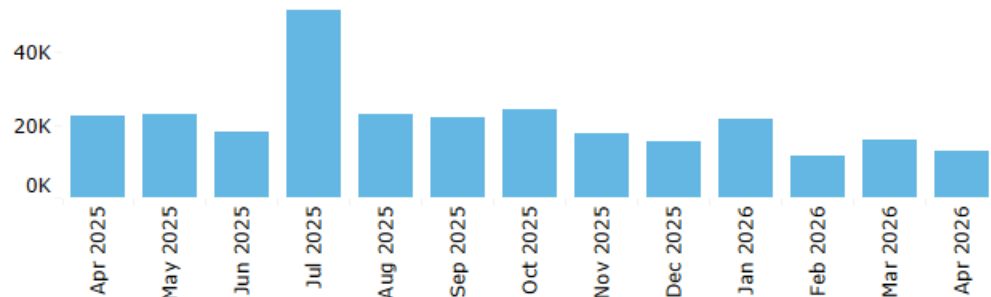
Impressions

April 2026
1.2M
-51.1% YOY



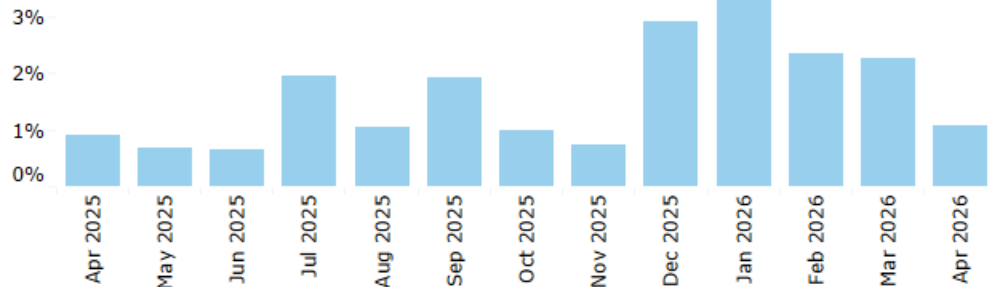
Engagements

April 2026
13.0K
-42.1% YOY



Engagement Rate

April 2026
1.1%
+0.2% pt YOY



Website Performance Summary

April 2026 | Properties: All



Users
89.2K
+189.7% YOY



Sessions
93.0K
+176.1% YOY



Engaged Sessions
20.5K
+19.9% YOY



Engagement Rate
22.0%
-28.72% pt YOY



Page Views
113.9K
+109.2% YOY



Pages Per Session
1.22 pages
-0.39 pages YOY

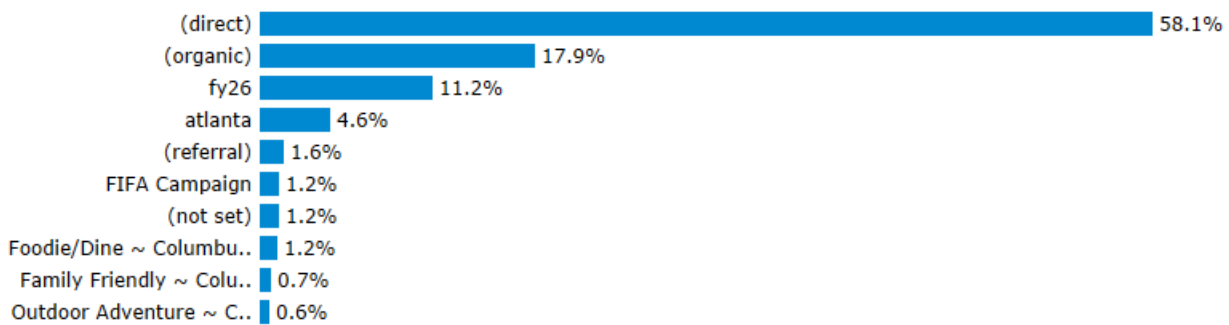


Avg. Session Duration
00:00:59
-49 sec YOY

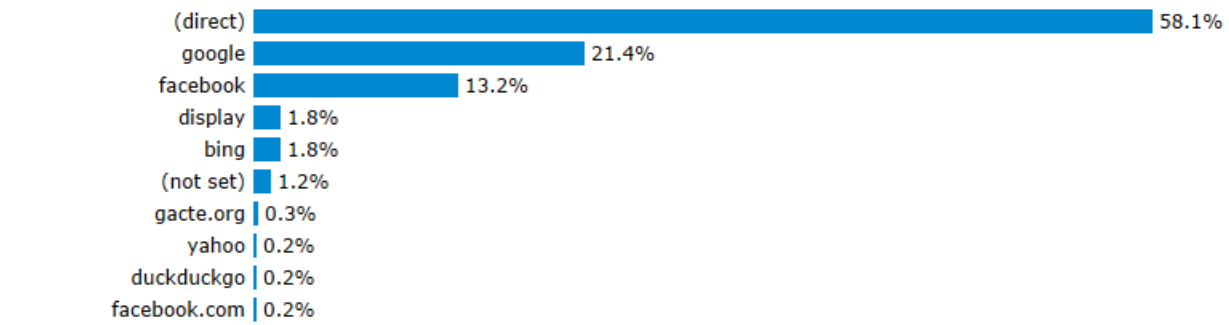


Bounce Rate
78.0%
+28.72% pt YOY

Campaigns

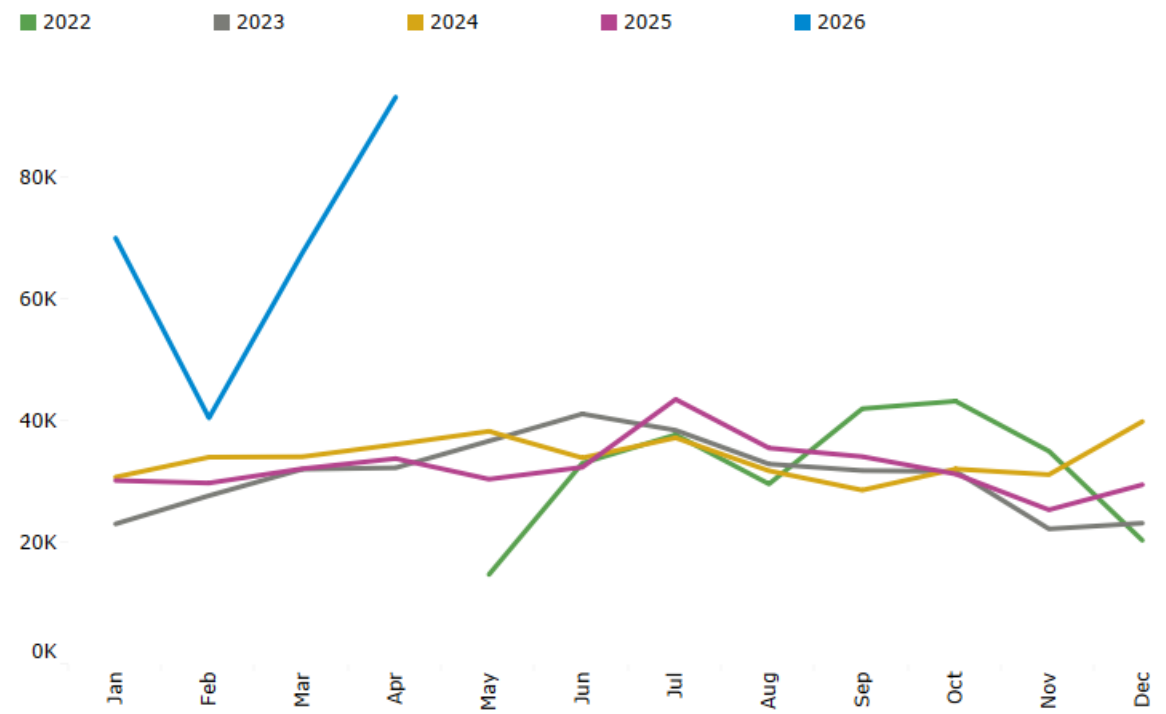


Sources



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

April 2026



Facebook



Audience
33.8K
+4.8% YOY

| | |
|------------------------|----------------|
| Engagement Rate | 1.2% |
| Impressions | 944,718 |
| Video Views | 67,152 |
| Engagements | 10,959 |
| Comments | 91 |
| Reactions | 932 |
| Shares | 127 |
| Post Link Clicks | 6,650 |
| Other Post Clicks | 3,159 |

Instagram



Audience
16.7K
+13.2% YOY

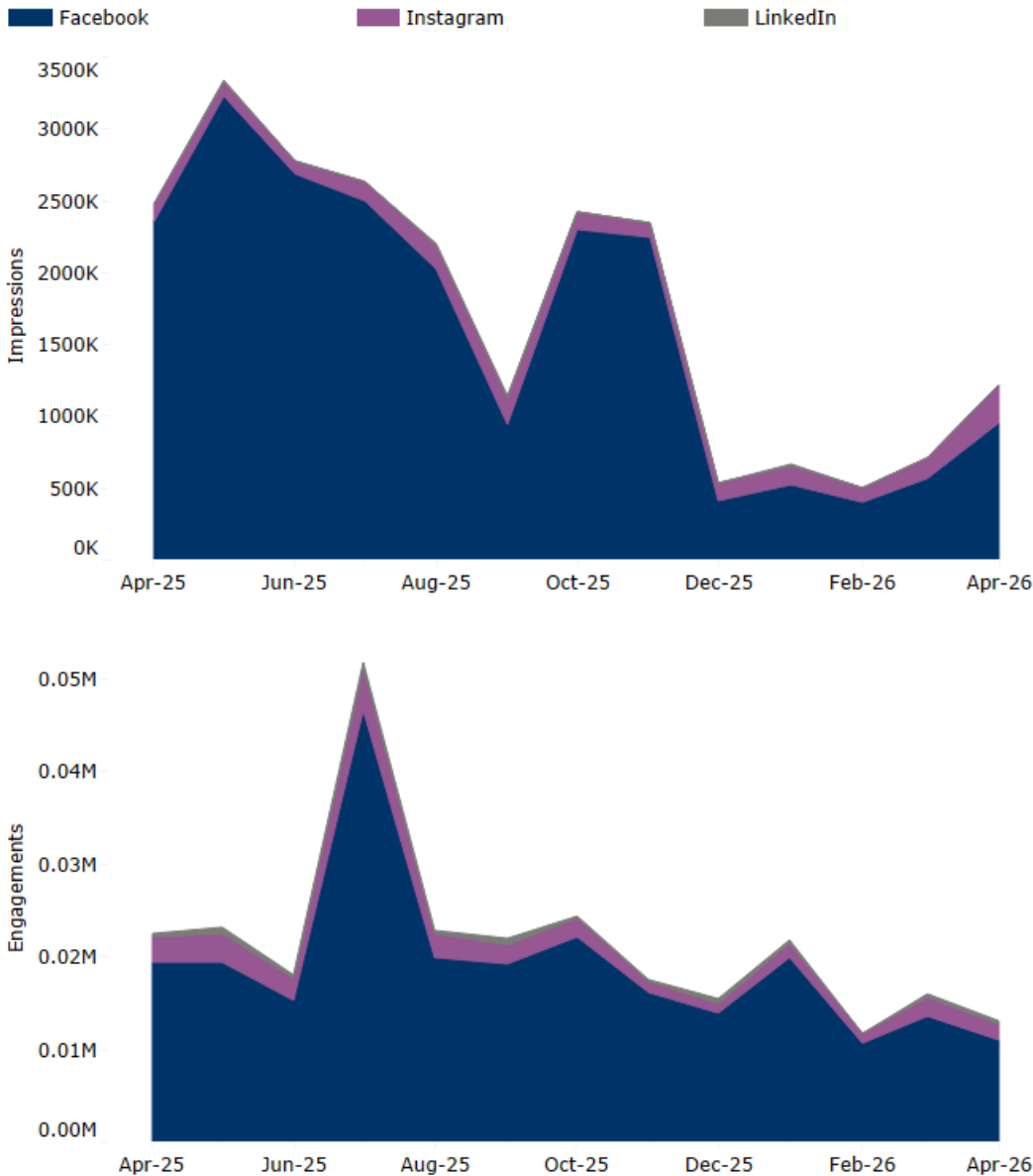
| | |
|------------------------|----------------|
| Engagement Rate | 0.6% |
| Impressions | 266,375 |
| Video Views | 29,359 |
| Engagements | 1,653 |
| Comments | 80 |
| Reactions | 1,120 |
| Saves | 117 |
| Shares | 333 |

LinkedIn



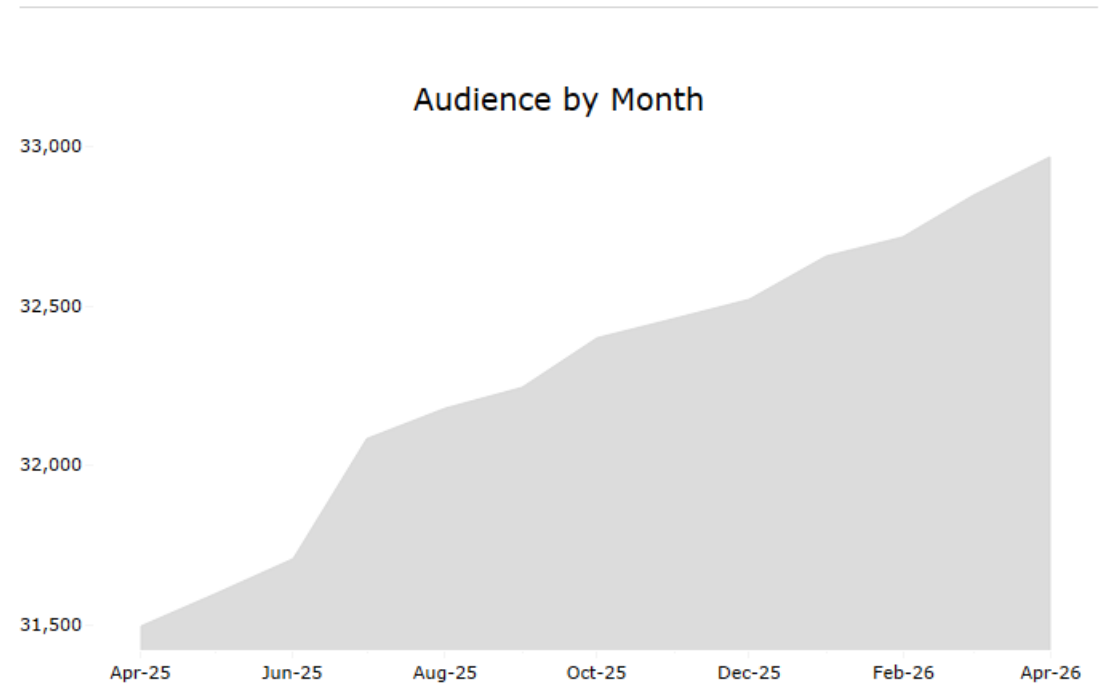
Audience
745
+102.4% YOY

| | |
|------------------------|--------------|
| Engagement Rate | 16.5% |
| Impressions | 2,176 |
| Video Views | 145 |
| Engagements | 358 |
| Comments | 5 |
| Reactions | 105 |
| Shares | 2 |
| Post Link Clicks | 246 |



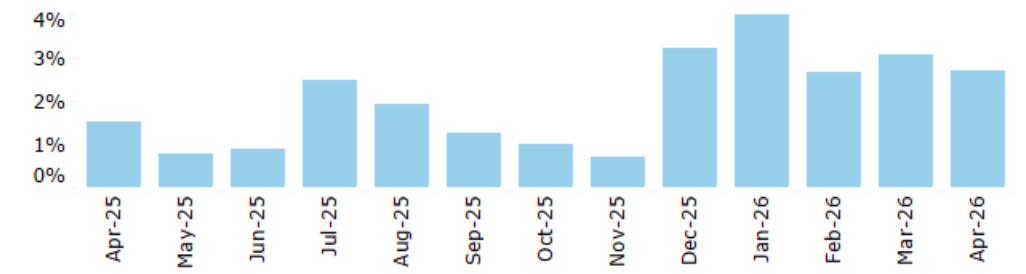
Audience Overview

Audience
April 2026
33.0K
+4.7% YOY

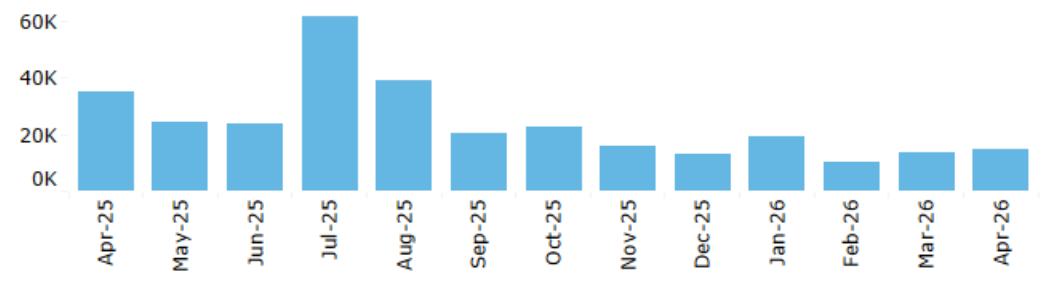


Engagements & Impressions

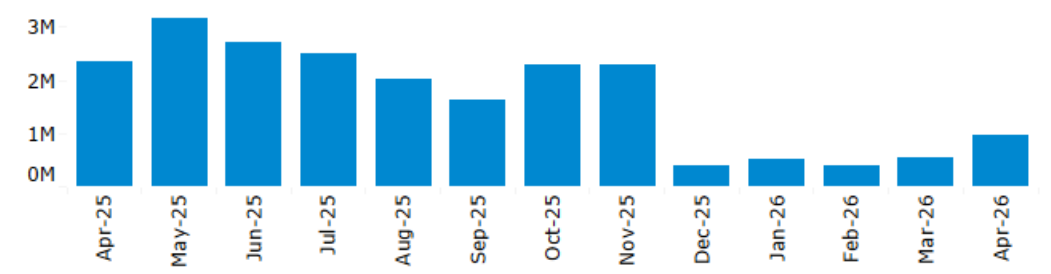
Engagement Rate
April 2026
2.7%
+1.2% pt YOY



Engagements
April 2026
14.6K
-58.2% YOY



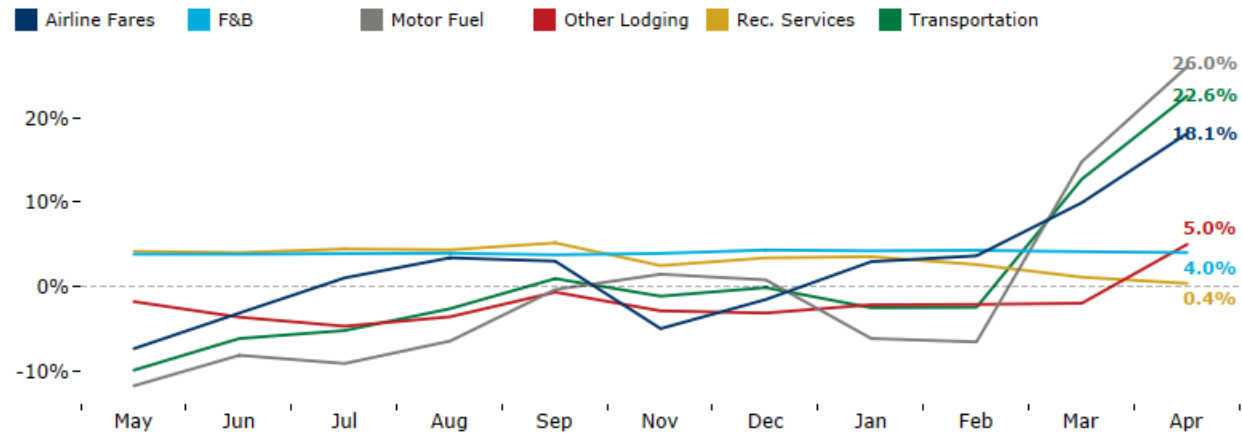
Total Impressions
April 2026
966.6K
-58.7% YOY



National Travel Trends

Travel Price Index

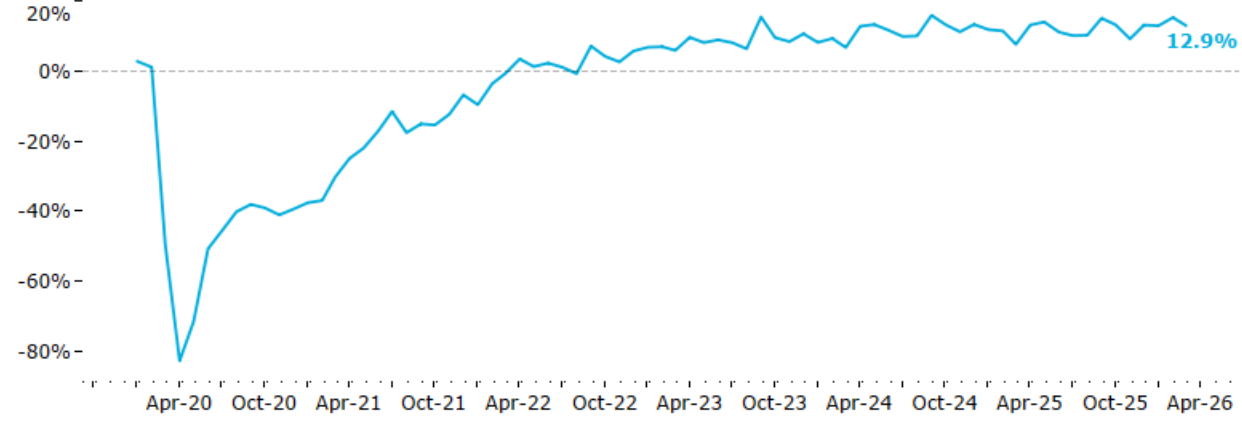
% Change Relative to Same Month in Previous Year | Last 12 Months



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

Travel Spending (% change vs 2019)

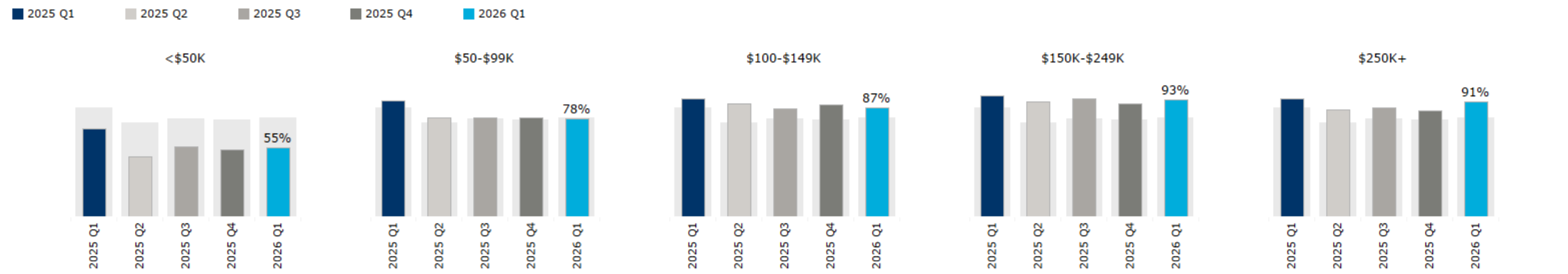
% Change vs. 2019 | U.S. total



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)

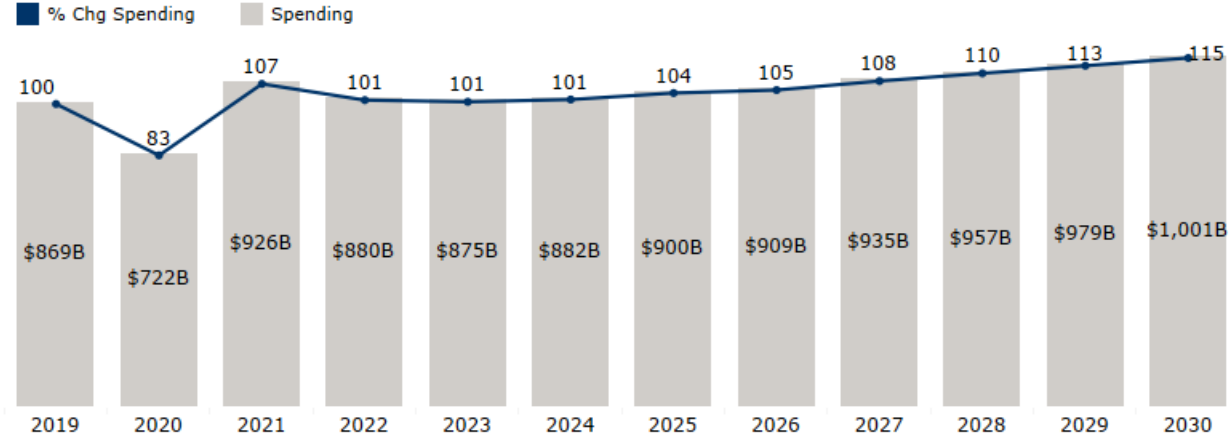


Note: Light gray bars represent the average for all survey respondents
Source: MMGY Global's Portrait of American Travelers

Domestic Travel Forecast

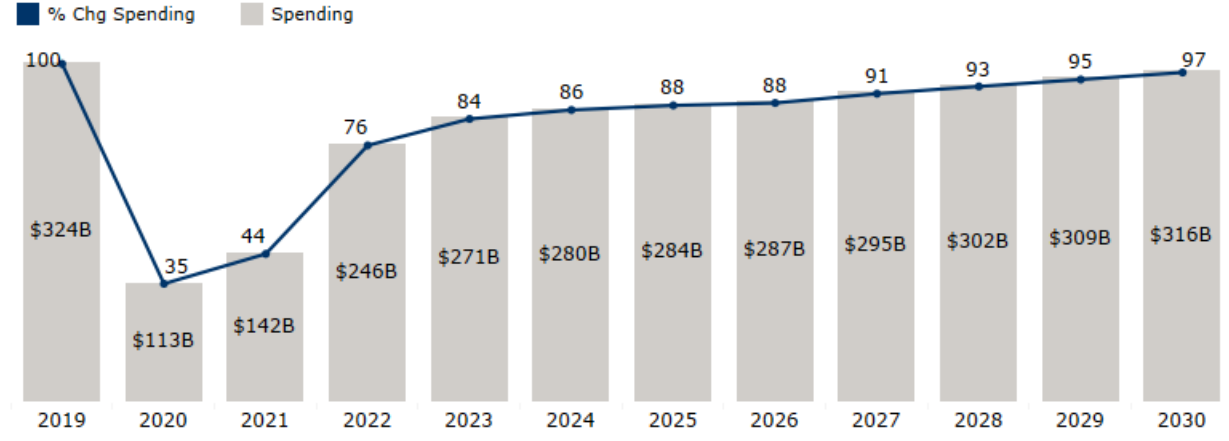
Real Domestic Leisure Travel Spending

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



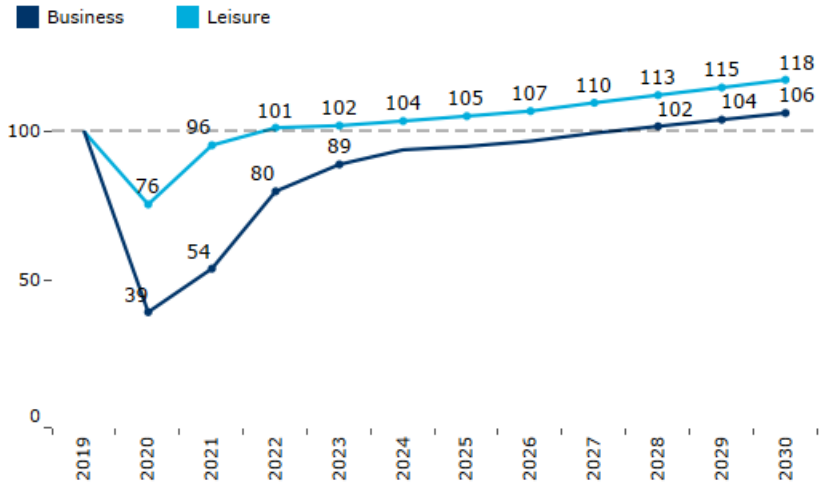
Real Domestic Business Travel Spending

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



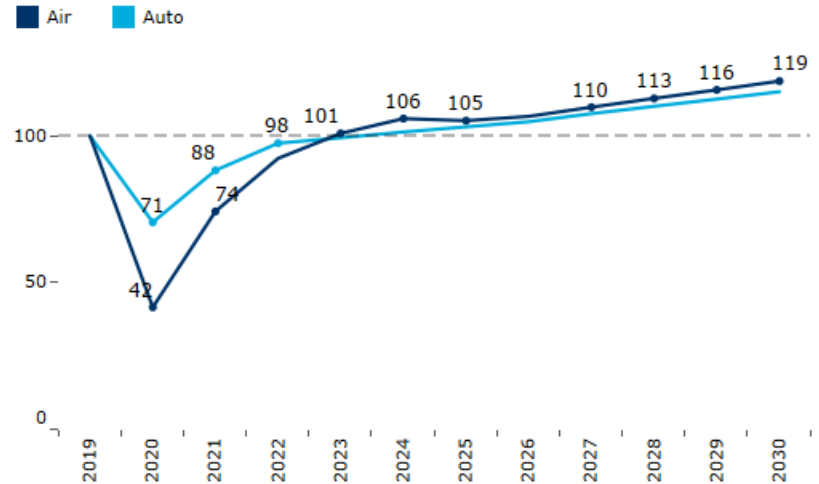
Leisure vs. Business Travel Volume

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



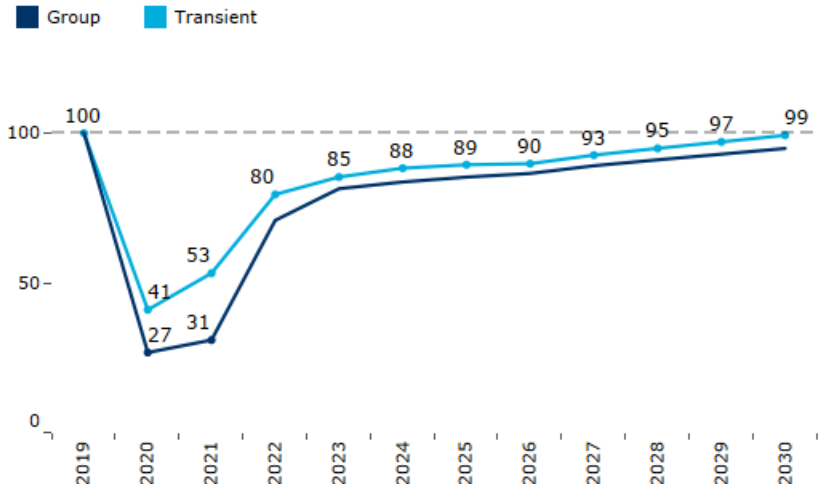
Auto vs. Air Travel Volume

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



Group vs. Transient Travel Spending

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



Forecast as of May 2026

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

