

### Short Term Rental Demand (Actual Units Booked)

|                       | 2022  | 2023  | Percent<br>Change from<br>previous year |
|-----------------------|-------|-------|-----------------------------------------|
| June - HC             | 24617 | 28757 | 16.80%                                  |
| <i>Canton</i>         | 2132  | 2548  | 19.50%                                  |
| <i>Clyde</i>          | 1393  | 1871  | 34.30%                                  |
| <i>Lake Junaluska</i> | 1381  | 2483  | 79.80%                                  |
| <i>Maggie Valley</i>  | 10821 | 11662 | 7.80%                                   |
| <i>Waynesville</i>    | 8890  | 10193 | 14.70%                                  |
| July - HC             | 28198 | 31519 | 11.80%                                  |
| <i>Canton</i>         | 2323  | 2625  | 13.00%                                  |
| <i>Clyde</i>          | 1769  | 2175  | 23.00%                                  |
| <i>Lake Junaluska</i> | 1729  | 2347  | 35.70%                                  |
| <i>Maggie Valley</i>  | 12417 | 13273 | 6.90%                                   |
| <i>Waynesville</i>    | 9960  | 11099 | 11.40%                                  |
| August - HC           | 23006 | 24439 | 6.20%                                   |
| <i>Canton</i>         | 2177  | 2364  | 8.60%                                   |
| <i>Clyde</i>          | 1346  | 1563  | 16.10%                                  |
| <i>Lake Junaluska</i> | 1788  | 1994  | 11.50%                                  |
| <i>Maggie Valley</i>  | 9580  | 9746  | 1.70%                                   |
| <i>Waynesville</i>    | 8115  | 8772  | 8.10%                                   |
| September - HC        | 23357 | 24925 | 6.70%                                   |
| <i>Canton</i>         | 2012  | 2327  | 15.70%                                  |
| <i>Clyde</i>          | 1503  | 1830  | 21.80%                                  |
| <i>Lake Junaluska</i> | 1464  | 1602  | 9.40%                                   |
| <i>Maggie Valley</i>  | 9821  | 10374 | 5.60%                                   |
| <i>Waynesville</i>    | 8557  | 8792  | 2.70%                                   |
| October - HC          | 32791 | 34377 | 4.80%                                   |
| <i>Canton</i>         | 2664  | 3201  | 20.20%                                  |
| <i>Clyde</i>          | 2201  | 2499  | 13.50%                                  |
| <i>Lake Junaluska</i> | 2280  | 2295  | 0.70%                                   |
| <i>Maggie Valley</i>  | 13583 | 13763 | 1.30%                                   |
| <i>Waynesville</i>    | 12063 | 12619 | 4.60%                                   |