



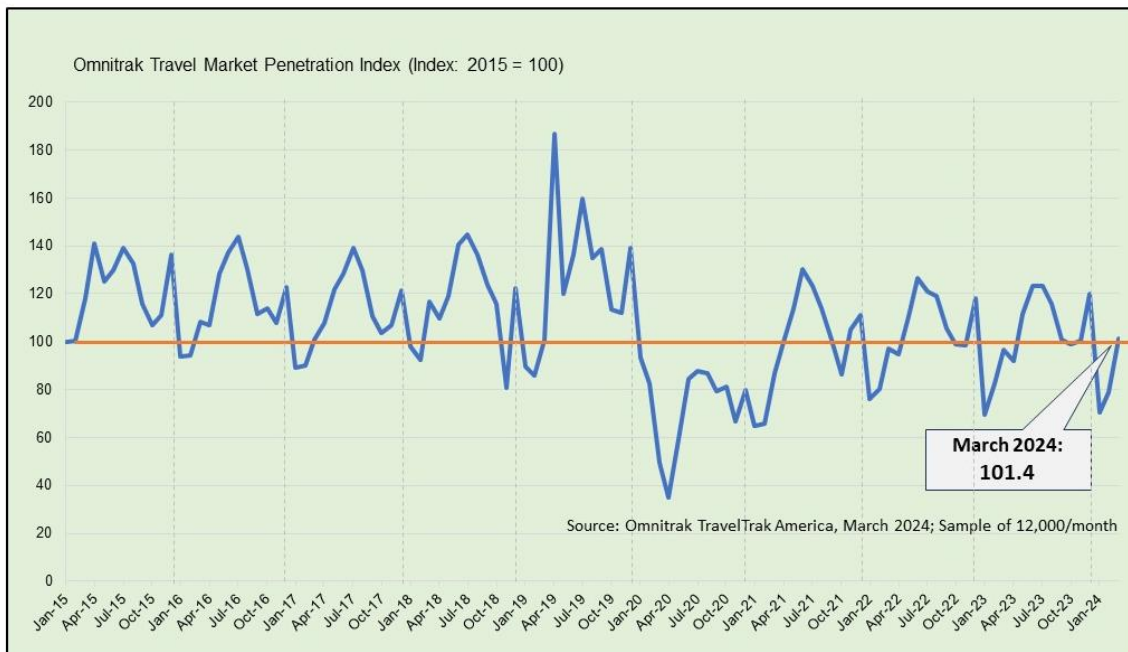
L to R: Air travel takes off in 2024; Travelers are picking vacation destinations; Road trips call out to U.S. travelers.

## OMNITRAK TRAVEL MARKET PENETRATION INDEX – MARCH 2024

### OVERALL U.S. TRAVEL EDGES ABOVE 2019 LEVELS IN MARCH, PUSHED UPWARDS BY SPRING BREAK TRAVEL

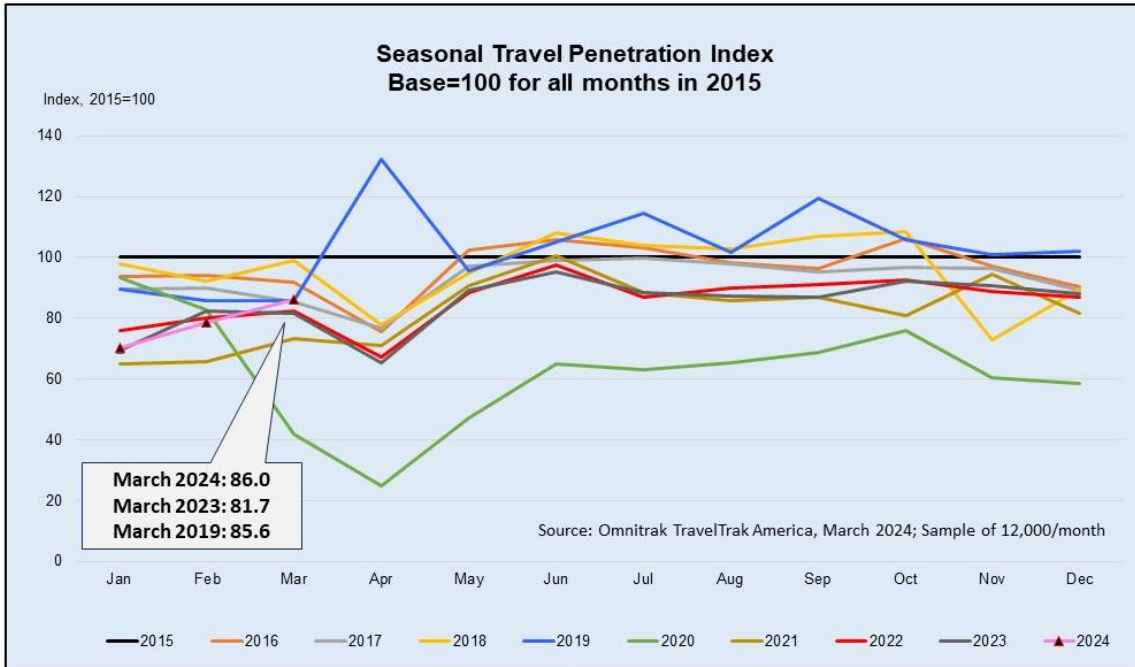
Omnitrak’s Travel Market Penetration Index provides early insight into the percentage of U.S. residents who travel each month, indexed to 2015. Data are reported on an ongoing basis, within one month following the close of the prior month.

#### 1. Spring Break travel pushes overall travel demand upwards in March, rising above prior month February and prior year March 2023 levels.



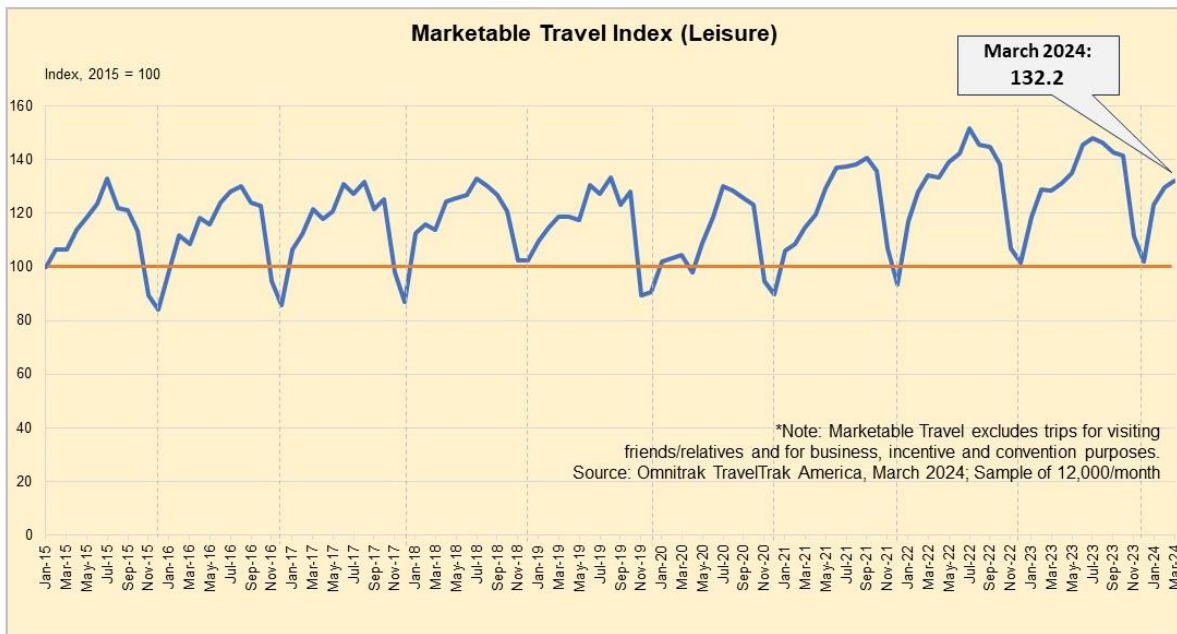
Fueled by Spring Break and Easter travel, overall travel demand experienced its usual seasonal pickup in March. Omnitrak’s Travel Market Penetration Index rose in March to 101.4 (2015=100) – up from February (78.9), and notably above prior year March 2023 (96.4) levels.

**2. Compared seasonally, March travel penetration outpaces March 2019 levels.**



Compared seasonally to historic March Travel Market Penetration Index levels, March 2024 indexed at 86.0 (2015=100) – surpassing both prior year March 2023 (81.7) and March 2019 (85.6) levels.

**3. U.S. Leisure Travel Index sees usual Spring Break seasonal pickup in March, surpasses prior year March 2023 levels.**



Omnitrak’s Leisure Travel Index (which excludes trips for visiting friends/relatives and for business, incentive and convention purposes) climbed to 132.2 in March (i.e., exceeding both prior month February (129.6) and prior year March 2023 (128.3) levels). Coming out of the pandemic, the recovery in leisure travel has consistently out-performed the overall travel market place.

### **Why This Matters**

High level, post-pandemic travel demand is downshifting to more moderate levels of growth as pent-up demand eases. However, U.S. travelers engaging in “marketable leisure trips” (e.g., outdoor recreation, sightseeing, cultural travel) continue to travel as the broader marketplace including visiting friends/relatives travel slows. Destination marketing targeting U.S. residents who prioritize travel to explore new places and visit iconic destinations/attractions will prove most effective in attracting visitors as competition heats up in 2024.

### **Here’s Our Take**

“While travel closed out 2023 and entered 2024 tracking closely with prior year levels, the pickup in Spring Break travel to 2019 levels in March is a welcome surprise,” said Chris Kam, Omnitrak President and COO. “If people were refraining from spring travel in March to see the solar eclipse in April, we’re not seeing it in these indicators.”

“The safety of air travel has been in the news since January, but such concerns have thus far not cut into travel demand, said Omnitrak Founder & CEO Pat Loui. “In fact, the Transportation Security Administration reported a +6.7 percent year-over-year increase in passengers through its TSA checkpoints in March.”

### **How can we help?**

Interested in learning more? Email Chris Kam, Omnitrak President & COO: [chriskam@omnitrakgroup.com](mailto:chriskam@omnitrakgroup.com)

## **ABOUT OMNITRAK**



Omnitrak founded in Honolulu, Hawaii in 1981, is a leading strategic research firm with a strong presence in the consumer, travel and retail sectors in North America and Asia. Omnitrak works with some of North America’s largest state tourism offices, which subscribe to the company’s TravelTrakAmerica™ tracking research, providing timely monthly insights from 12,000+ U.S. respondents. The company serves a broad array of public- and private-sector clients, helping to grow their markets with Quality of Place/City Pride and Community Sentiment research. Additionally, destination marketing to develop new products and increase brand loyalty is supported by Omnitrak’s TravelTrak America syndicated research and Integrated Marketing Effectiveness insights. For more information, email: [chriskam@omnitrakgroup.com](mailto:chriskam@omnitrakgroup.com)