

# THE ASAP

MONTHLY TRAVEL PENETRATION INDEX



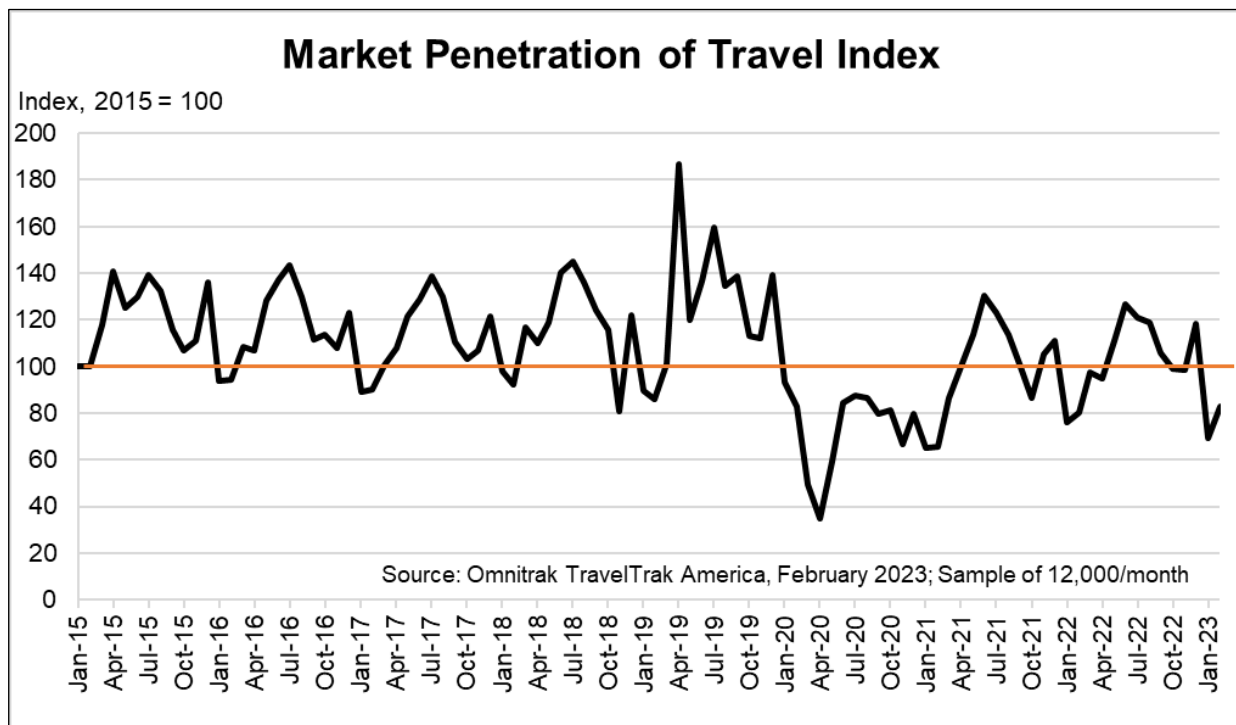
MAR 27, 2023 ISSUE 07

## TRAVEL PERSISTS THROUGH FEBRUARY WINTER STORMS

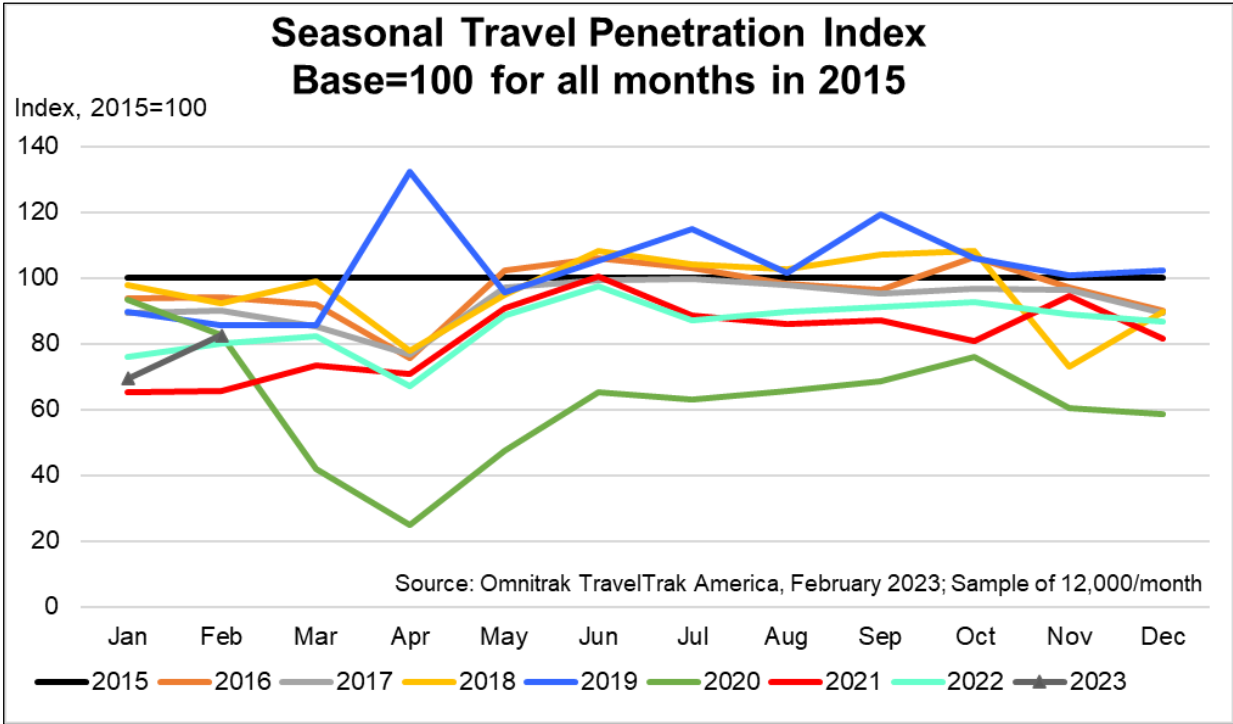
**AMERICANS TAKE TO THE COUNTRY'S ROADS AND SKIES IN FEBRUARY, RETURNING OMNITRAK'S MONTHLY TRAVEL MARKET PENETRATION INDEX TO PRE-PANDEMIC (FEBRUARY 2020) LEVELS.**

The Omnitrak Travel Penetration Index rose in February 2023, climbing above January 2023 travel levels. Despite winter storms hitting much of the country late in the month, February's Index reached 82.7 (2015=100), up from 69.4 in January. Compared with the same month of the prior year, the February 2023 index edged up slightly – 2.4 points above 80.3 in February 2022, and pulling even with the February 2020 pre-pandemic reading of 82.8.

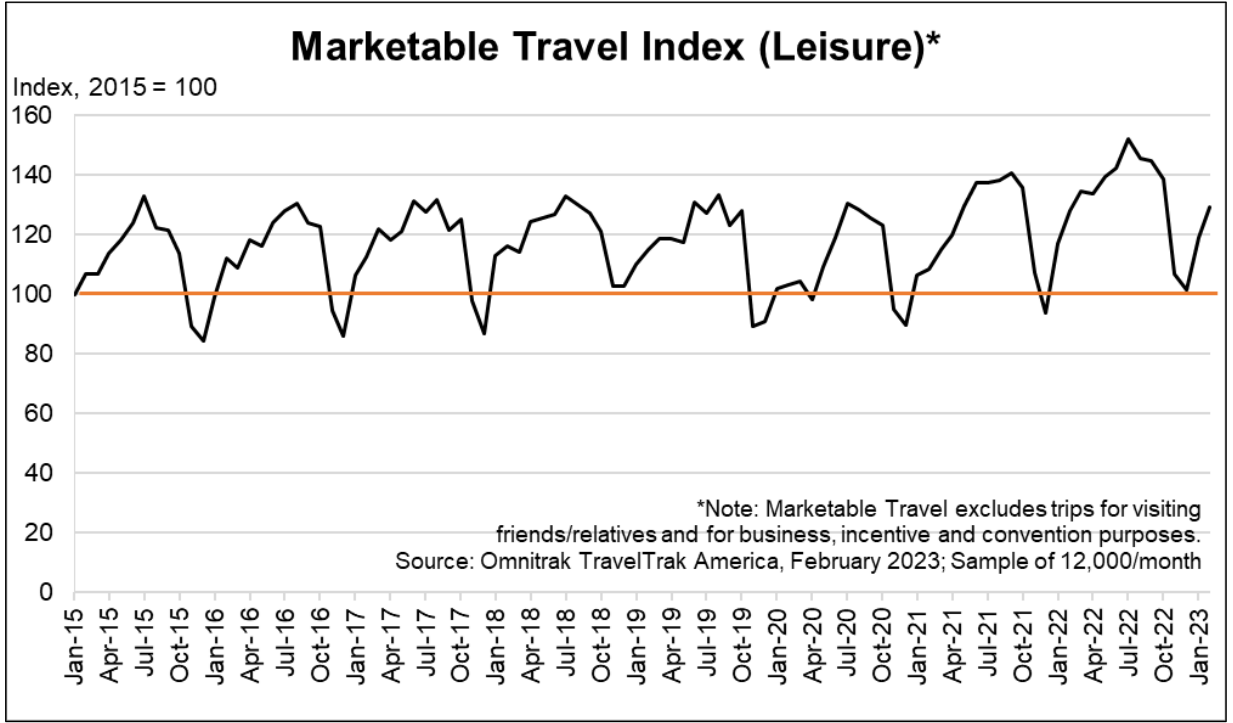
“After the number of U.S. travelers taking to America's roads and skies in January slumped more than the usual post-holiday slow down, it is encouraging to see travel demand strengthening again in February, even as winter storm impacted a good portion of the country late in the month,” said Chris Kam, Omnitrak President and COO. “We'll be watching to see if travel continues its upward path into March and Spring Break.”



Compared seasonally, February's travel penetration is the highest for the month since bottoming out at a record low of 65.7 in February 2021. Nonetheless, it remains well below historic levels, pulled down by a lagging recovery in business travel.



In contrast to the downturn in overall travel penetration, Omnitrak's Leisure Travel Index, which excludes trips for visiting friends/relatives and for business, incentive and convention purposes, increased from 118.8 in January to 129.1 in February.



**Interested in learning more?**  
Email 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. households. 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)