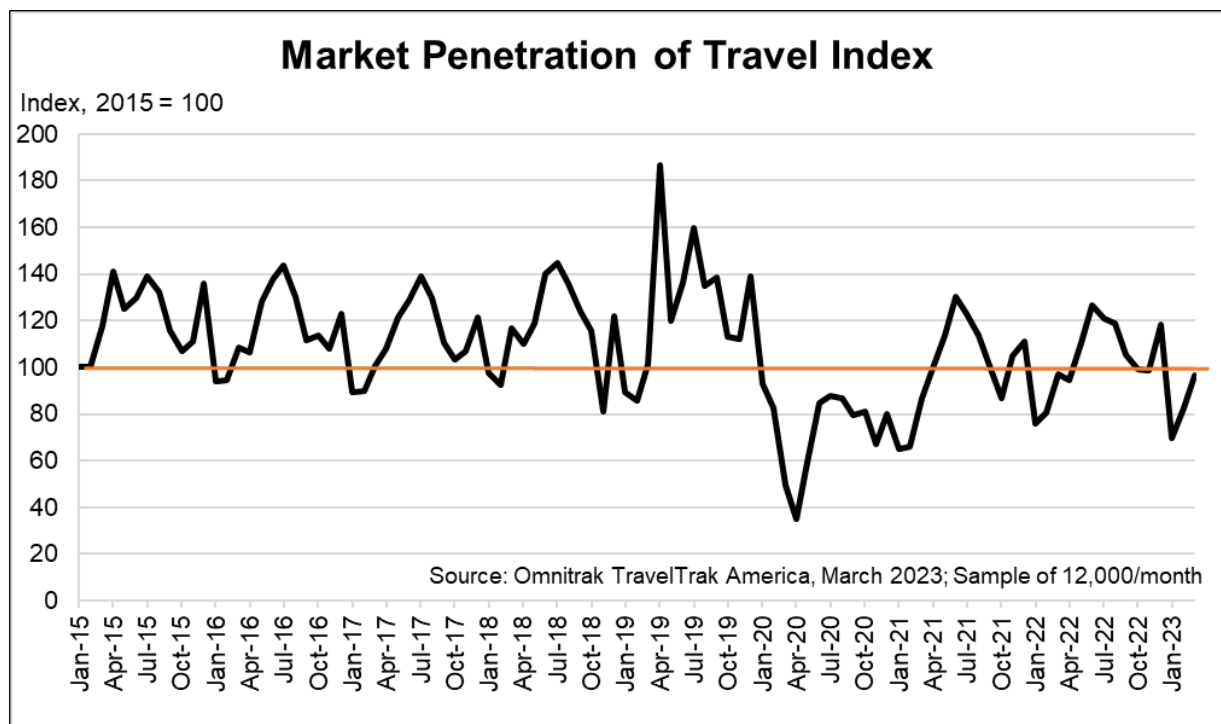


SPRING BREAK BEATS PRICING, RECESSION CONCERNS

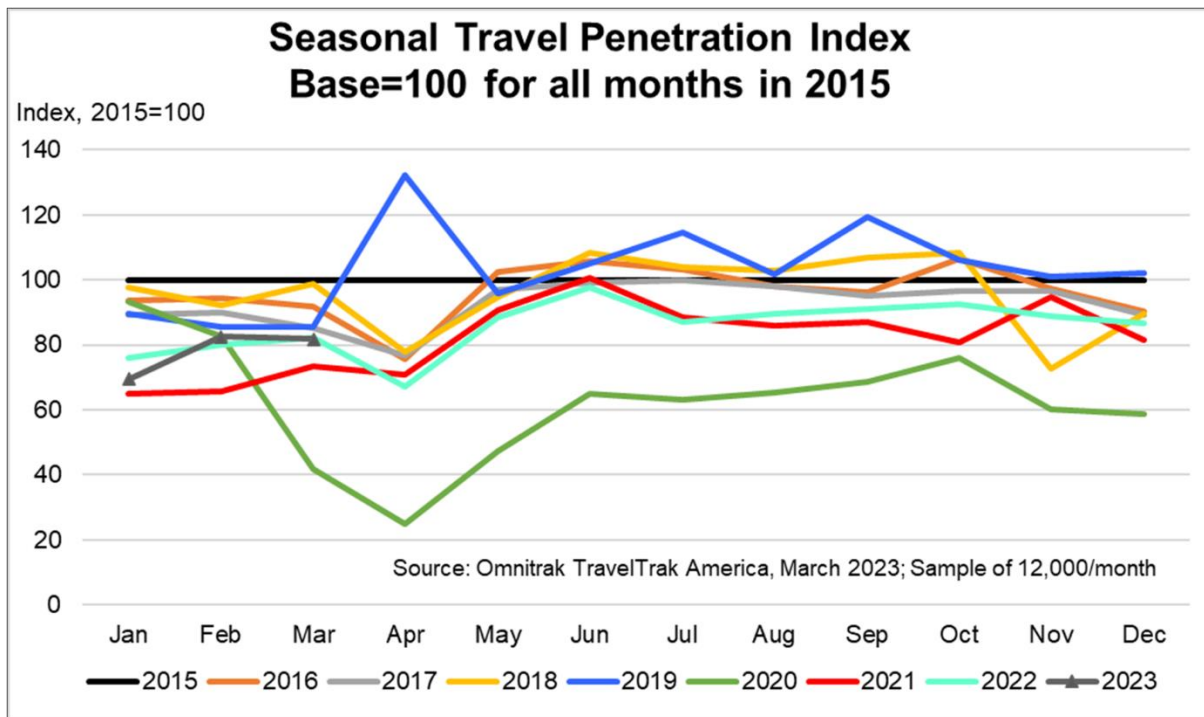
OMNITRAK'S MONTHLY TRAVEL MARKET PENETRATION INDEX CLIMBS THROUGH FIRST QUARTER, THOUGH TRAILS PRIOR YEAR & PRE-PANDEMIC LEVELS.

The Omnitrak Travel Market Penetration Index rose for a second consecutive month in March 2023, continuing to climb above the slow start to the year seen in January. March's Index reached 96.4 (2015=100), up from readings of 69.4 and 82.7 in January and February, respectively. Nonetheless, the March 2023 index lagged prior year March 2022 (97.3) and pre-pandemic March 2019 index levels (101.0).

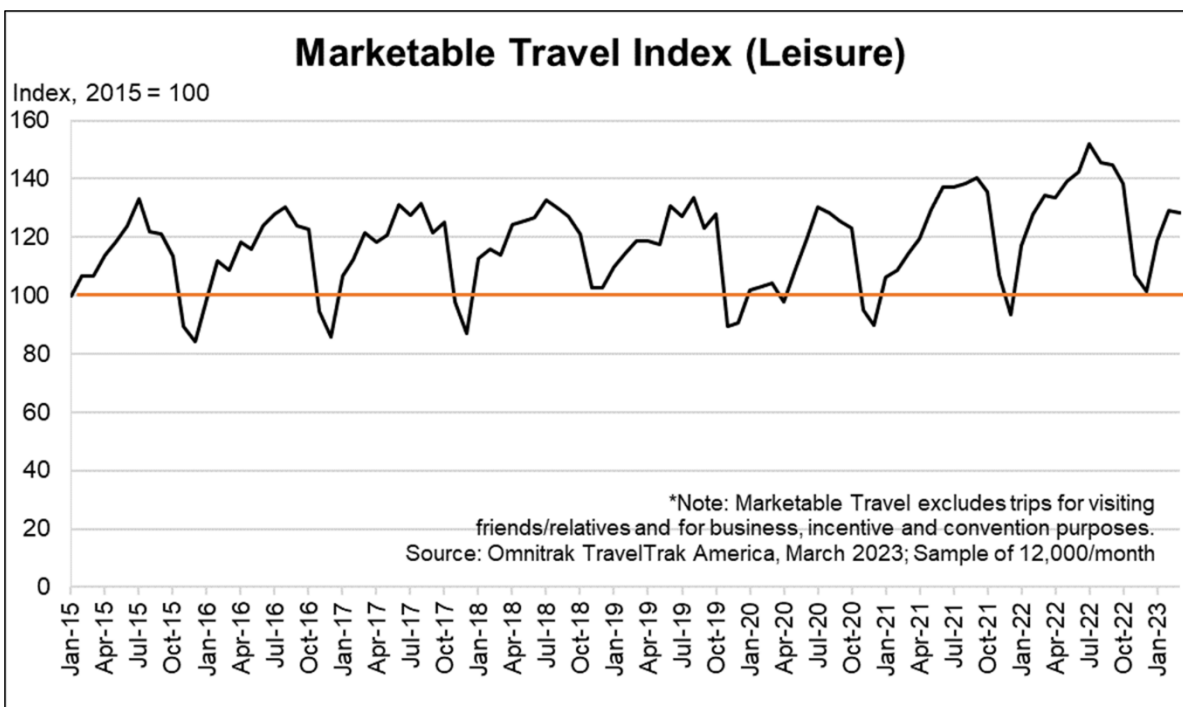
"Spring Break travel demand overcame travel price and recessionary concerns in March, as the number of U.S. travelers climbed to the highest point thus far this year," said Chris Kam, Omnitrak President and COO. "The question is what comes next, as last April's index eased to 94.7 after reaching 97.3 in March 2022, providing some destinations with a bit of breathing space prior to the peak summer travel season."



Compared seasonally, March's travel penetration remains well below historic levels for the month in question, though compares favorably to the record low of 41.8 in March 2020 near the outset of the pandemic.



In contrast to overall travel penetration which trails pre-pandemic levels, Omnitrak's Leisure Travel Index continued to run above 2019 levels. The Leisure Travel Index, which excludes trips for visiting friends/relatives and for business, incentive and convention purposes, ran at 128.3 in March 2023, well above March 2019 (118.7) and relatively even with February 2023 (129.1) index levels.



Interested in learning more?

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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:

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