

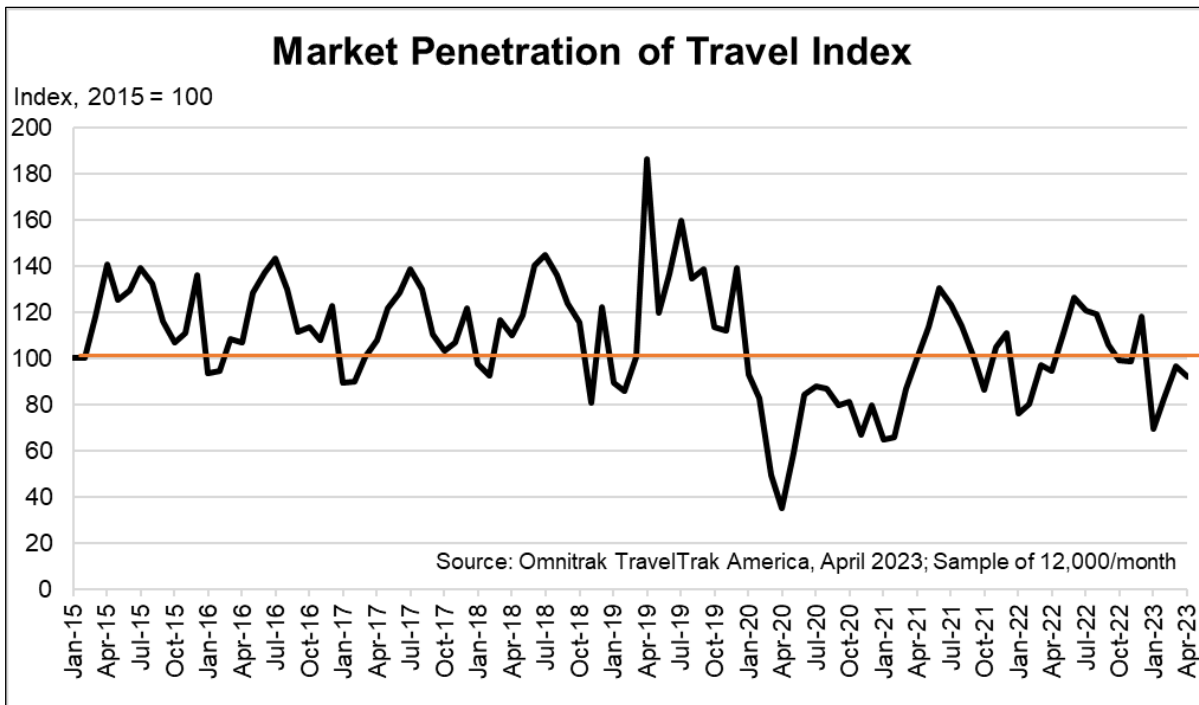
FEWER U.S. TRAVELERS TRAVEL IN APRIL, AS FOCUS SHIFTS TO SUMMER TRAVEL

SEASONAL FACTORS EASE OMNITRAK'S MONTHLY TRAVEL MARKET PENETRATION INDEX IN APRIL.

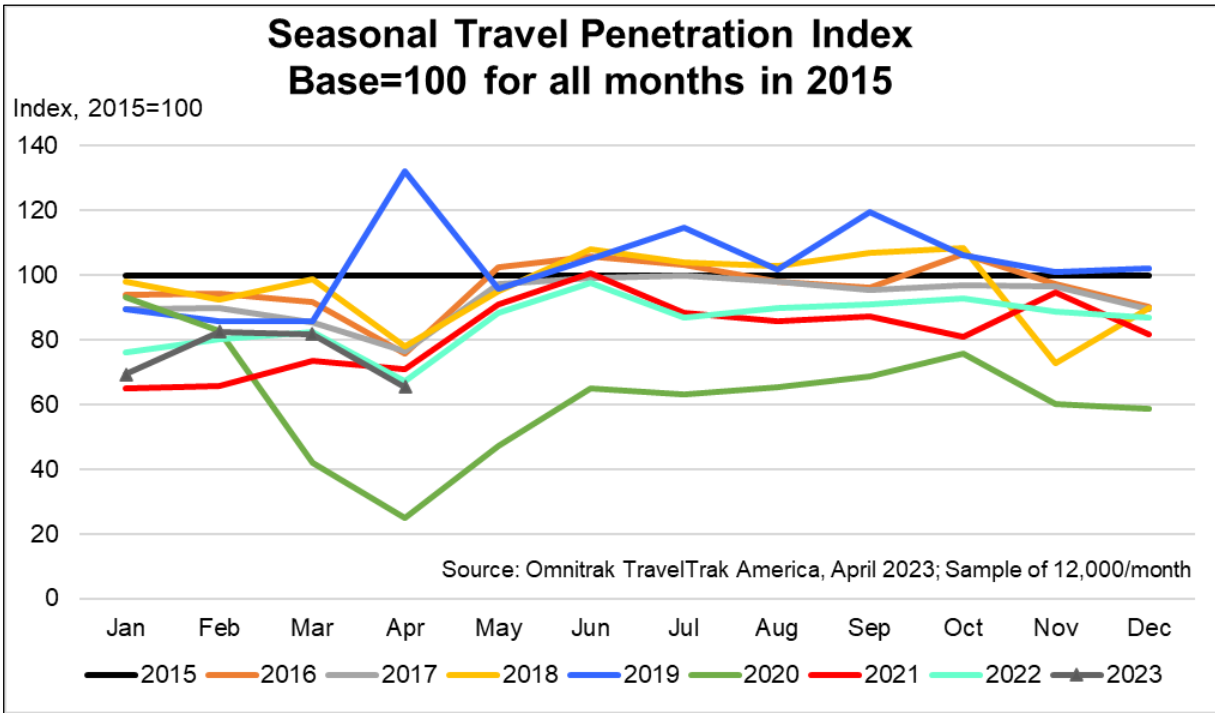
Echoing seasonal movement seen in 2022, the Omnitrak Travel Market Penetration Index eased to 92.2 (2015=100) in April 2023, down slightly from 96.4 in March – a month boosted by Spring Break travelers. While the April 2023 index slightly lagged prior year April levels (94.7), the index is expected to strengthen in May as Memorial Day travel signals the start of a busy summer travel season.

“While the number of U.S. travelers eased slightly in April from the prior month’s levels, the change reflected seasonality rather than travelers’ concerns with rising prices and personal finances,” said Chris Kam, Omnitrak President and COO.

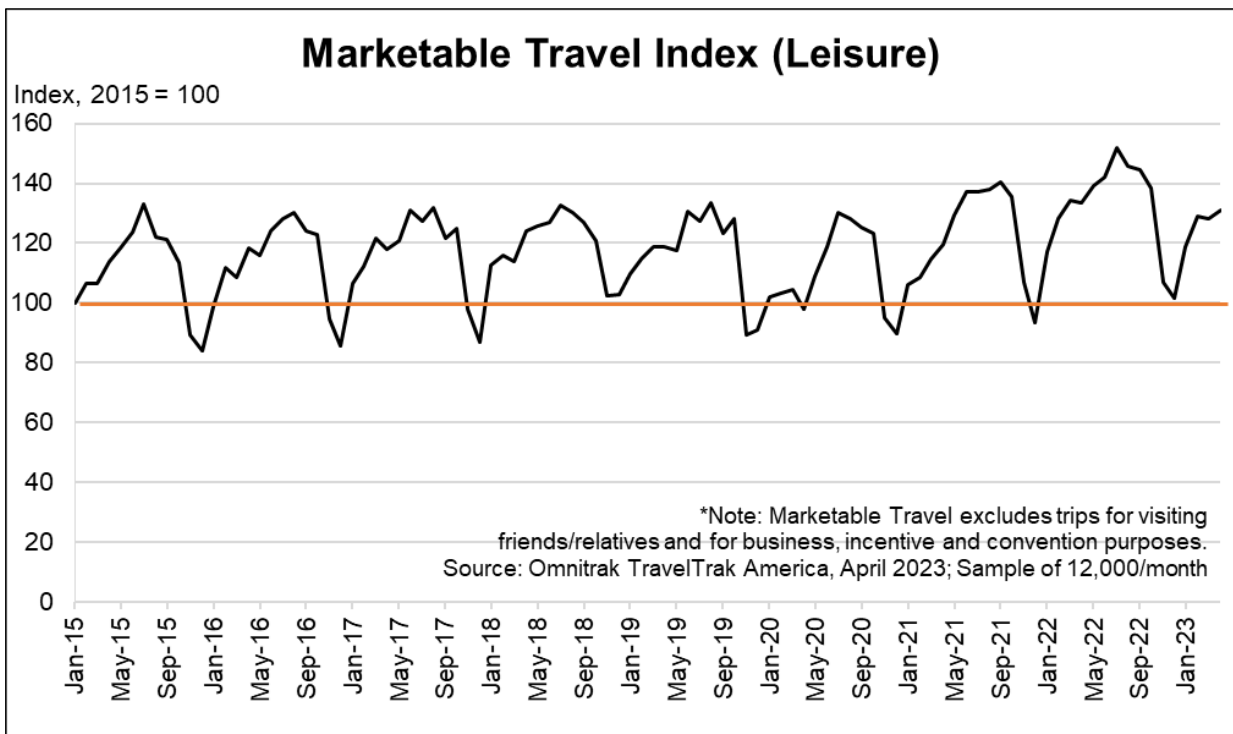
“The resilience of travel demand in the face of higher travel costs, flight disruptions and debt ceiling anxiety speaks to the integral role that travel plays in Americans’ lives,” Omnitrak Founder & CEO Pat Loui said.



Compared seasonally, April 2023 travel penetration remains well below historic levels for the month in question, though tracks closely with 2022 monthly index levels for the third month in a row (i.e., February through April).



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 131.2 in April 2023, well above April 2019 (118.7) and relatively even with March 2023 (128.3) 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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