

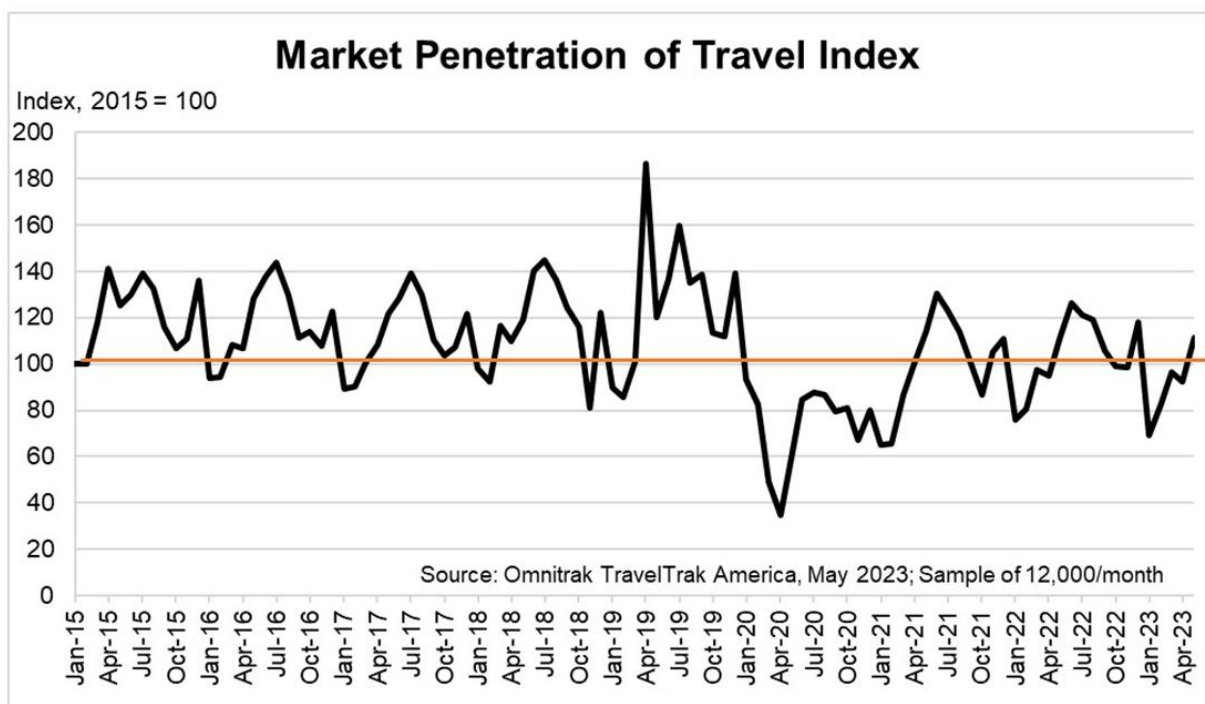
U.S. TRAVEL HEATS UP IN MAY, SETTING SOLID STAGE FOR STRONG SUMMER TRAVEL

SEASONAL FACTORS AND MARKET GROWTH COMBINE TO PUSH OMNITRAK'S MONTHLY TRAVEL MARKET PENETRATION INDEX UPWARDS IN MAY.

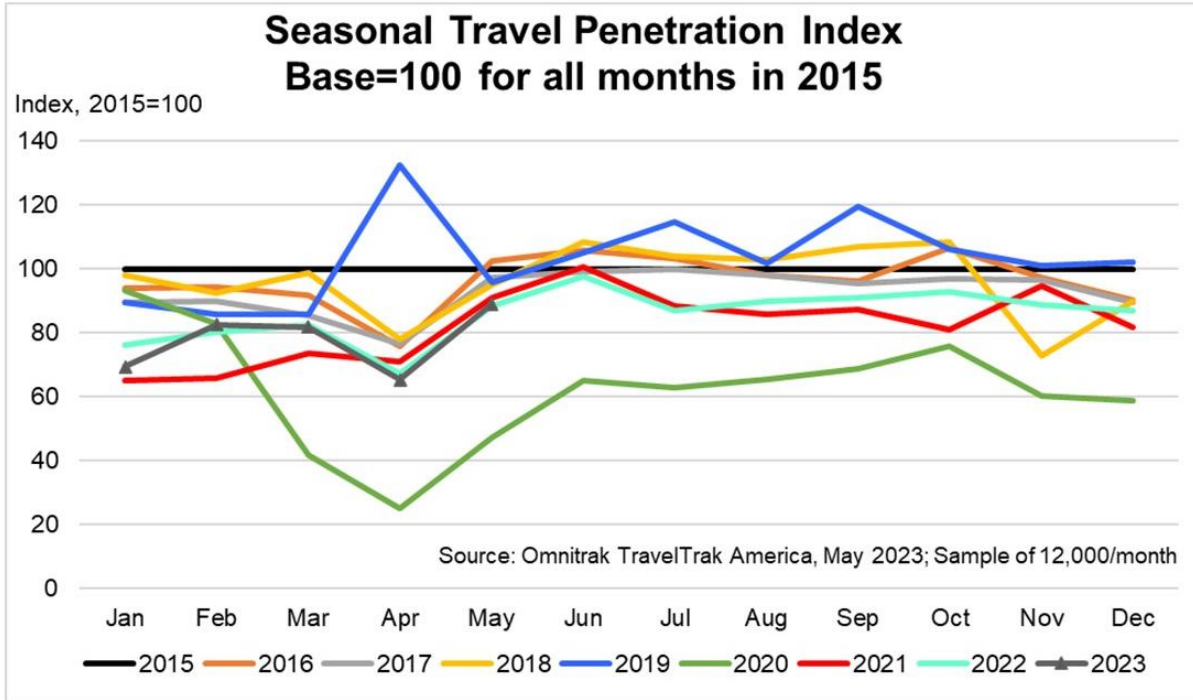
In a month highlighted by Memorial Day weekend travel, the Omnitrak Travel Market Penetration Index jumped to 111.5 (2015=100) in May 2023, an indicator of both seasonal movement and market growth which pushed the index well above the 92.2 score observed in April. Beyond the seasonal movement which pushed the index above April 2023 levels, the index also edged above prior year May levels (110.8).

“The pickup in U.S. travel in May sets the stage for a strong summer travel season,” said Chris Kam, Omnitrak President and COO. “While high level indicators of summer travel demand appear strong, it is important for travel suppliers to keep an eye on changes in consumer travel behaviors beneath the surface in the face of rising travel prices (e.g., in-state vs. out-of-state trips, use of travel reward points, use of hotels vs. vacation rentals).”

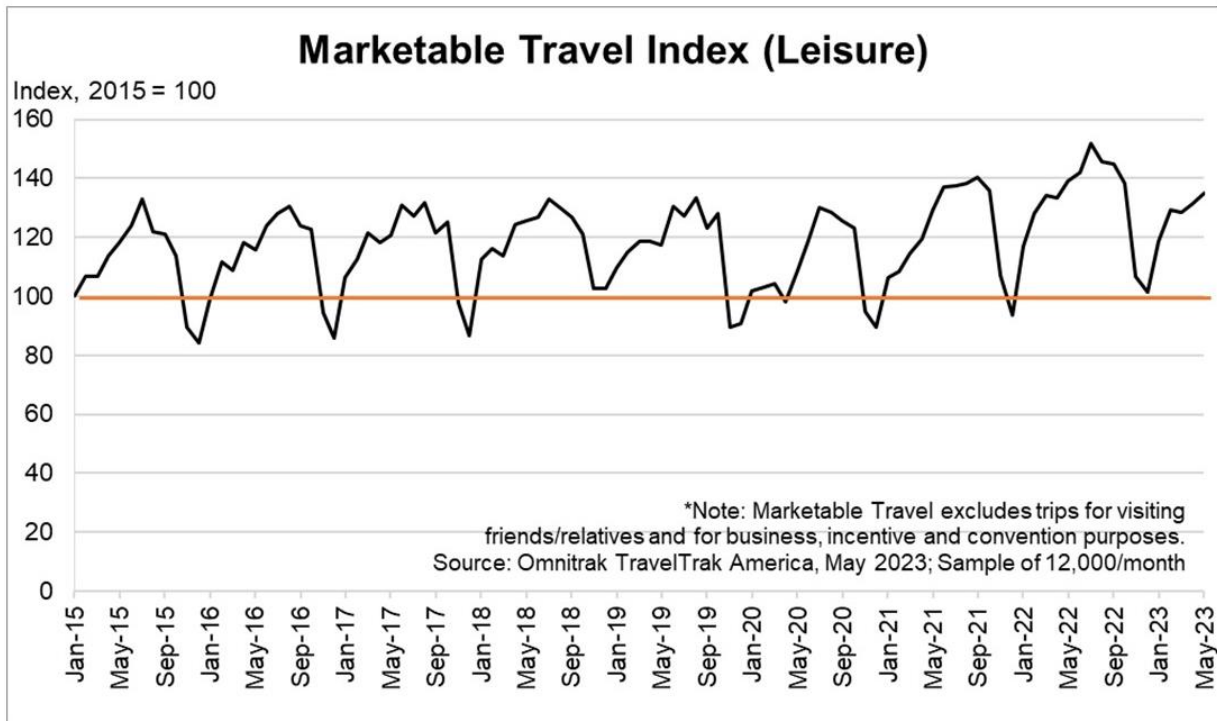
“Given the strong summer outlook for U.S. leisure travel, we expect our Travel Penetration Index to show a seasonal rise once again in June. While the marketplace is growing, historic tracking suggests 2023 results closer to 2022 than 2019’s record,” Omnitrak Founder & CEO Pat Loui said. “Nonetheless, the outlook is hardly guaranteed, as increased air travel demand and reduced flight capacity due to operational constraints create turbulent conditions for summer air travel.”



Compared seasonally, May 2023 travel penetration remains well below historic levels for the month in question, though continues to closely track with 2022 monthly index levels for the fourth month in a row (i.e., February through May).



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 135.1 in May 2023, well above May 2019 (117.5) and prior month April 2023 (131.2) index levels.



Interested in learning more?

Email Omnitrak President & COO: 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