

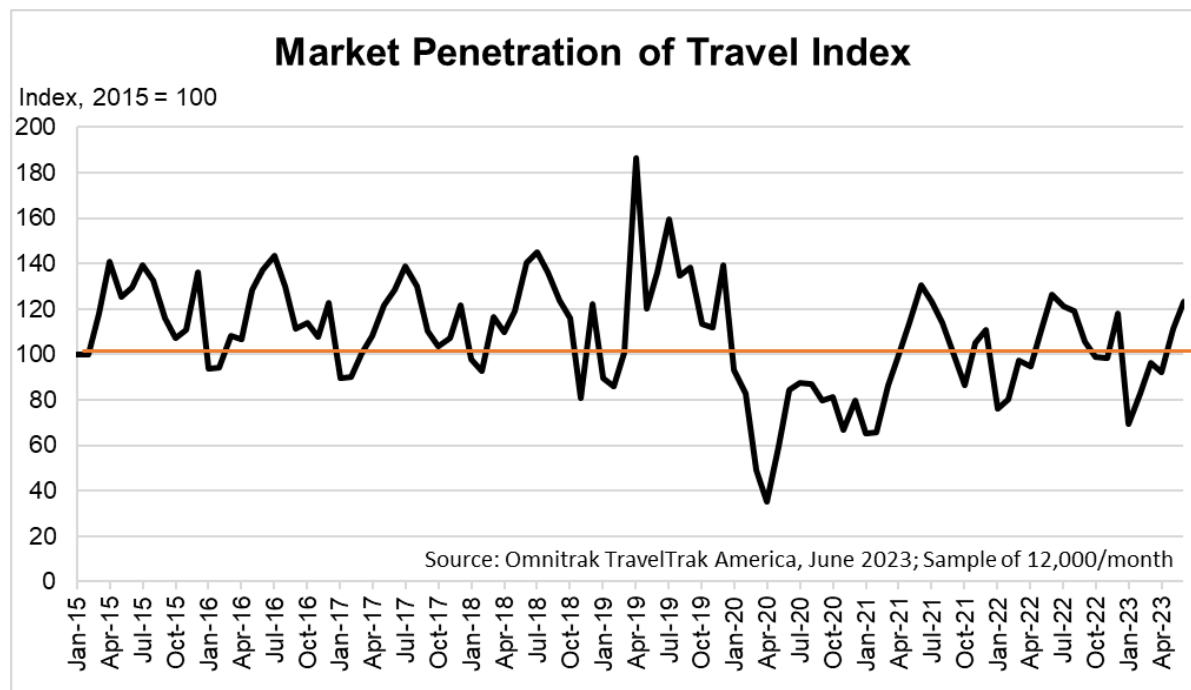
## U.S. TRAVEL TAKES OFF IN JUNE, A SOLID START TO THE BUSY SUMMER TRAVEL SEASON

### AMERICANS' CONTINUED SHIFT BACK TOWARD TRAVEL EXPERIENCES PUSHES OMNITRAK'S MONTHLY TRAVEL MARKET PENETRATION INDEX HIGHER IN JUNE

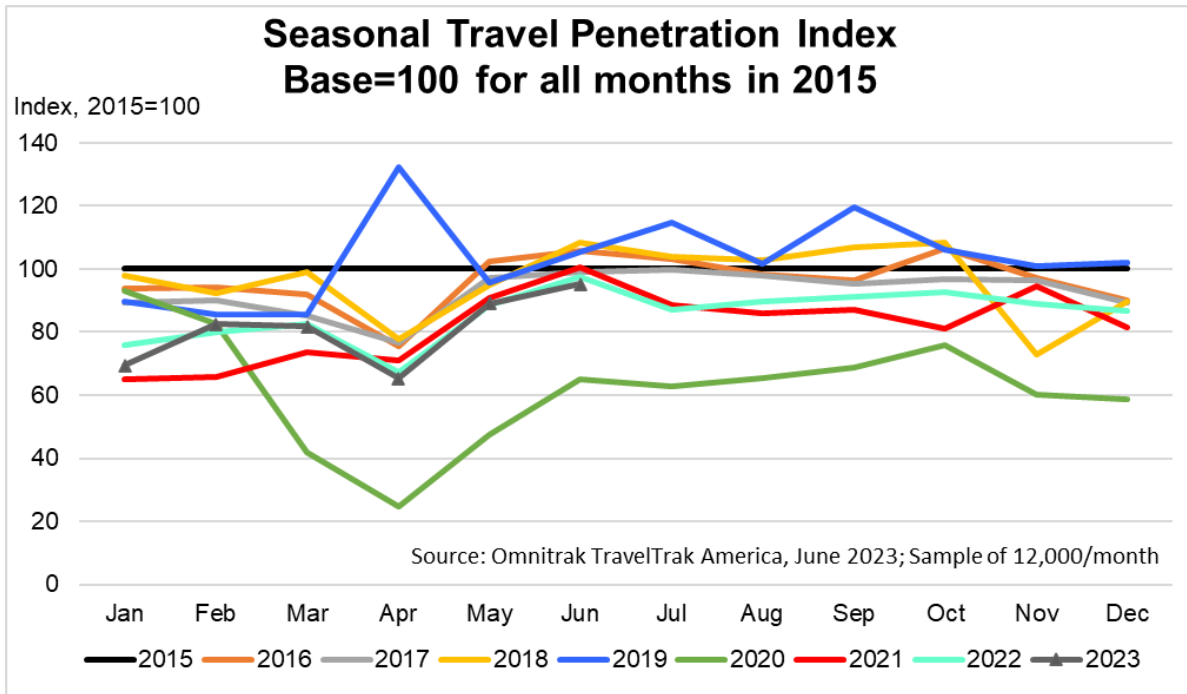
The peak summer travel season got off to a strong start in June, as the Omnitrak Travel Market Penetration Index climbed to 123.4 (2015=100), a point well above the 111.5 score observed in May and the highest index rating observed since June 2022 (126.5).

“With lower gas prices and easing inflation, U.S. travelers wasted no time in hitting the highways and skies for summer vacations,” said Chris Kam, Omnitrak President and COO. “During the pandemic, consumers’ discretionary spending shifted toward shopping for goods as travel was curtailed, and now we are seeing the continued shift back to spending on travel experiences.”

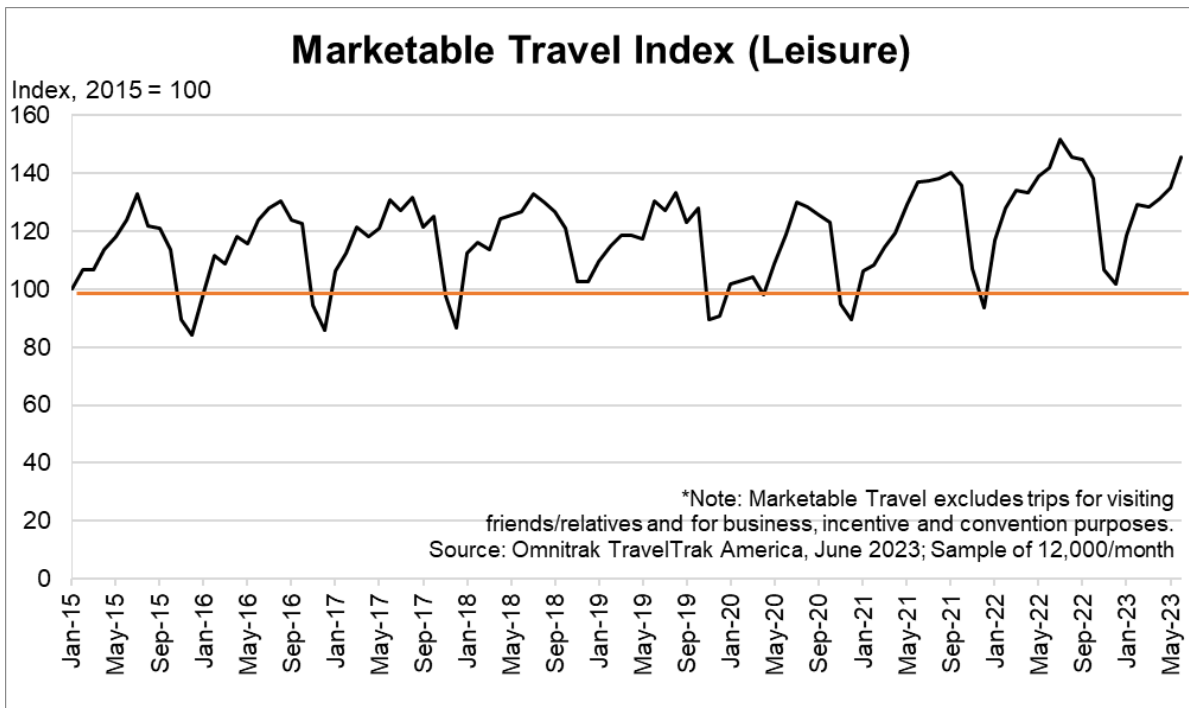
“Domestic travel had a strong showing in June, though this demand was likely diluted by the reopening of travel borders which fueled a +9.5 percent rise in Americans’ outbound international travel in June, according to the National Travel and Tourism Office,” Omnitrak Founder & CEO Pat Loui said. “The reopening of borders also sets the stage for a recovery in international visitors to the U.S., particularly from Asia - the source of more than 12 million visitors annually prior to the pandemic.”



Compared seasonally, June 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 fifth month in a row (i.e., February through June).



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 145.6 in June 2023, well above June 2019 (130.6) and prior month May 2023 (135.1) 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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