

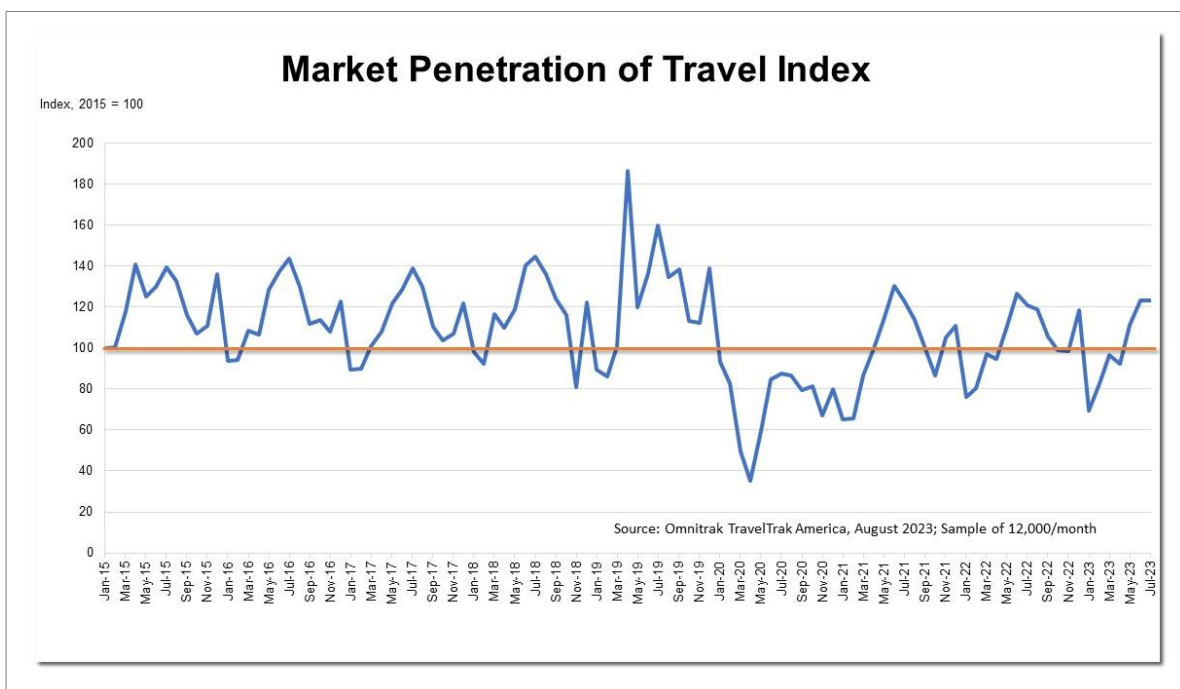
## U.S. TRAVEL COOLS IN AUGUST, YET OVERALL SUMMER TRAVEL TRACKS 2022 LEVELS

### PENT-UP DOMESTIC TRAVEL DEMAND SHOWS SIGNS OF SLOWING, AS OMNITRAK'S MONTHLY TRAVEL MARKET PENETRATION INDEX EASES IN AUGUST

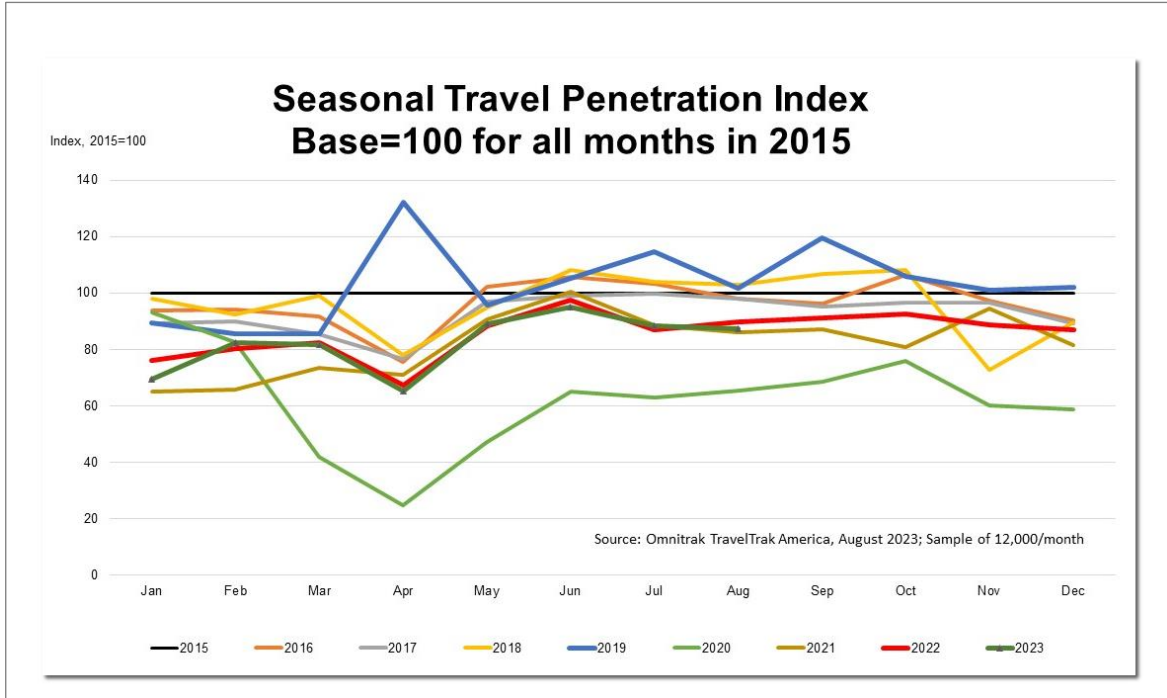
While travel demand cooled in August, travel for the peak summer period overall tracked closely with 2022 levels. The number of U.S. travelers traveling domestically eased in August 2023, as the Omnitrak Travel Market Penetration Index slid slightly to 115.9 (2015=100) – slightly lower than August 2022 (119.0), and below June 2023 (123.4) and July 2023 (123.2) index levels.

“Pent-up travel demand has slowed,” said Chris Kam, Omnitrak President and COO. “As the ‘rising tide’ of pent-up demand ebbs, destination marketing will play a more vital role in sustaining travel demand moving forward into the much slower Fall shoulder season.”

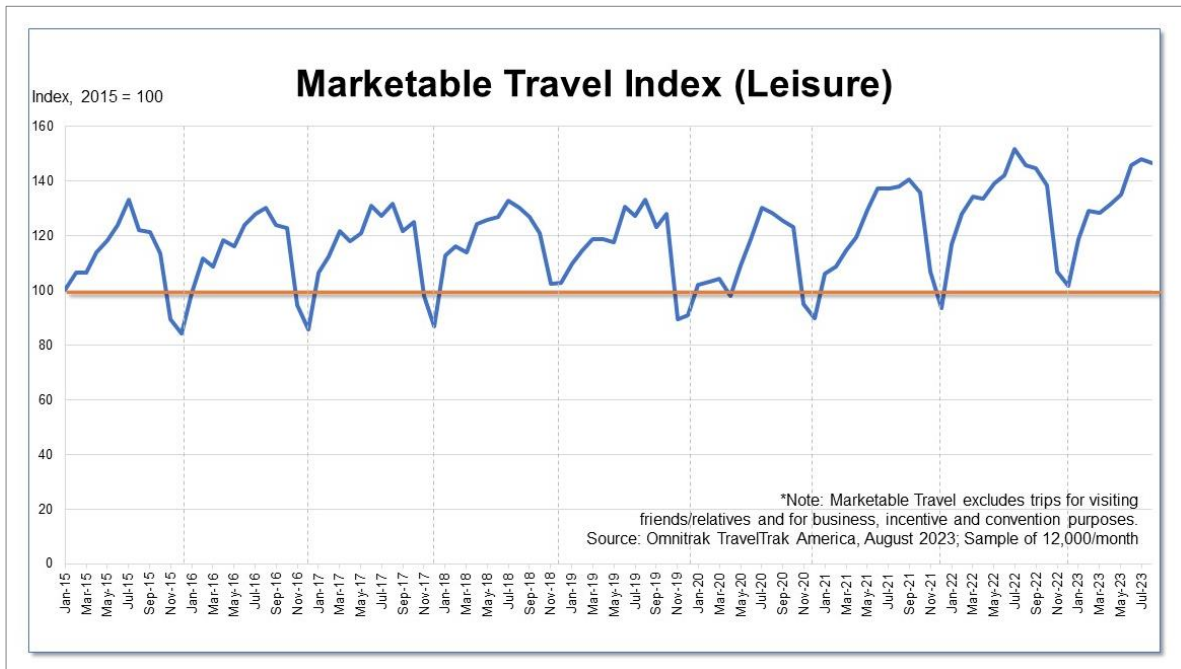
“While the allure of international destinations continued to attract U.S. travelers in August (+7.5%), the National Travel and Tourism Office data show this year-over-year growth in Americans’ outbound travel slowed from gains seen earlier in June (+9.5%) and July (+9.9%),” Omnitrak Founder & CEO Pat Loui said.



Compared seasonally, August 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 seventh month in a row (i.e., February through August).



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 146.5 in August 2023, well above August 2019 (133.3) but below prior month July 2023 (148.1) index levels.



## 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)