

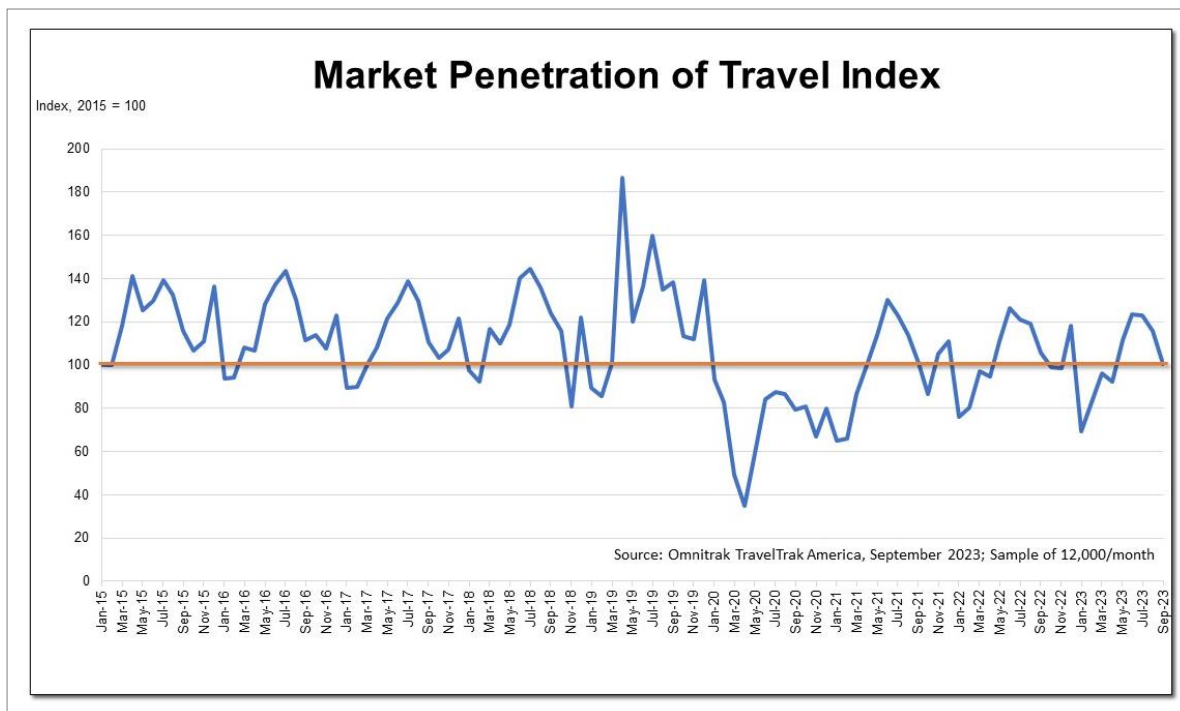
DESPITE LABOR DAY BOOST, U.S. TRAVEL COOLS FURTHER IN SEPTEMBER, DIPS TO 2021 LEVELS

AS INTERNATIONAL OUTBOUND GROWS AND DOMESTIC PRICES RISE, OMNITRAK'S TRAVEL MARKET PENETRATION INDEX FALLS IN SEPTEMBER

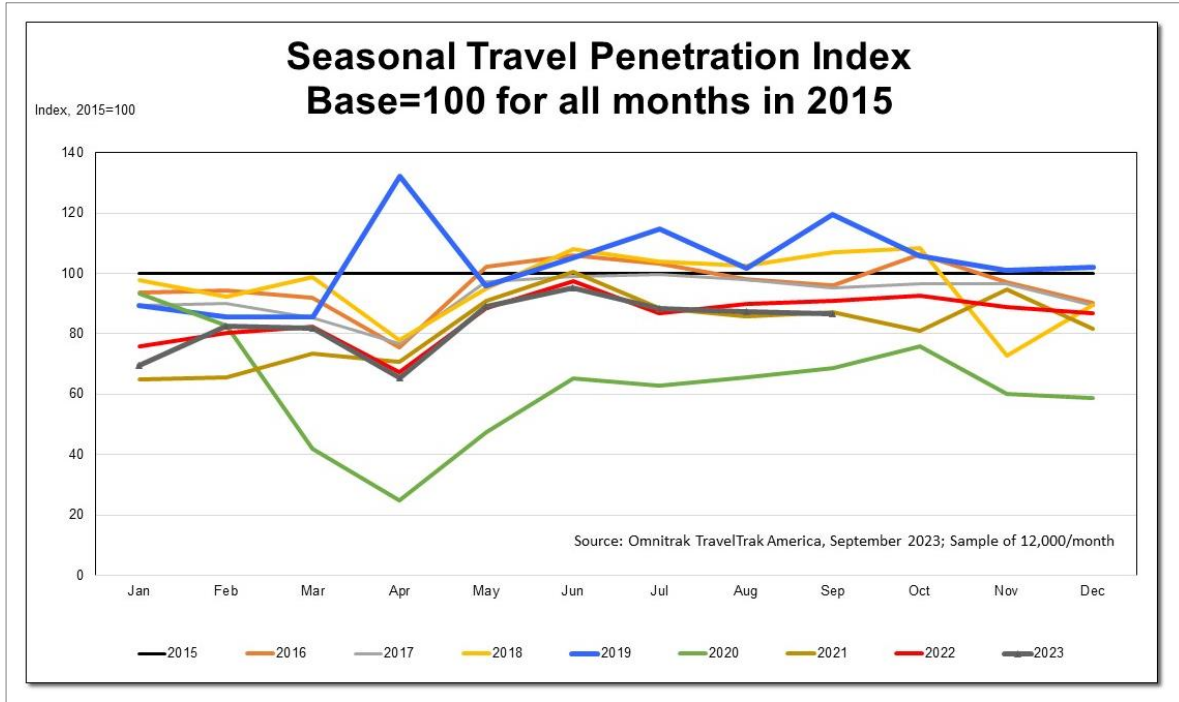
While Labor Day boosted travel early in the month, demand slowed below prior year levels for the month of September overall. The number of U.S. domestic travelers dipped in September 2023, as the Omnitrak Travel Market Penetration Index fell to 100.7 (2015=100) – trailing September 2022 (105.6) and prior month August 2023 (115.9) index levels.

“While the usual seasonal slowdown in September is not surprising, the dip in travel was more pronounced than expected,” said Chris Kam, Omnitrak President and COO. “With September travel penetration aligning more closely with 2021 than prior year levels, residents in communities with overtourism concerns are experiencing some ‘breathing space’ in the Fall shoulder period following a strong summer.”

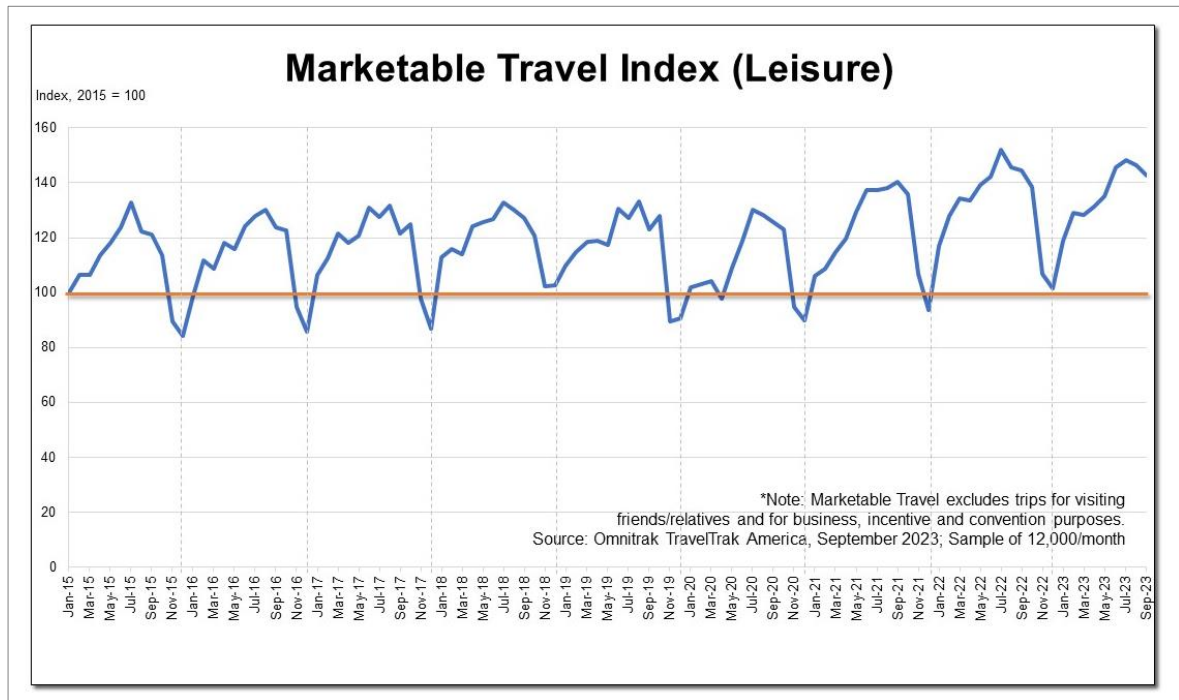
“International destinations continued to attract U.S. travelers in September (+18.1%), according to the National Travel and Tourism Office’s year-over-year data,” Omnitrak Founder & CEO Pat Loui said. “Meanwhile, the U.S. Travel Association’s Travel Price Index rose +4.4% over prior year levels, adding rising prices to the challenging marketplace conditions facing domestic destinations in September.”



Compared seasonally, September 2023 travel penetration remains well below historic levels for the month in question, closely tracking with 2021 monthly index levels.



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 142.8 in September 2023, well above September 2019 (123.1) but below prior year September 2022 (144.7) and prior month August 2023 (146.5) 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:

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