

# THE ASAP

MONTHLY TRAVEL PENETRATION INDEX



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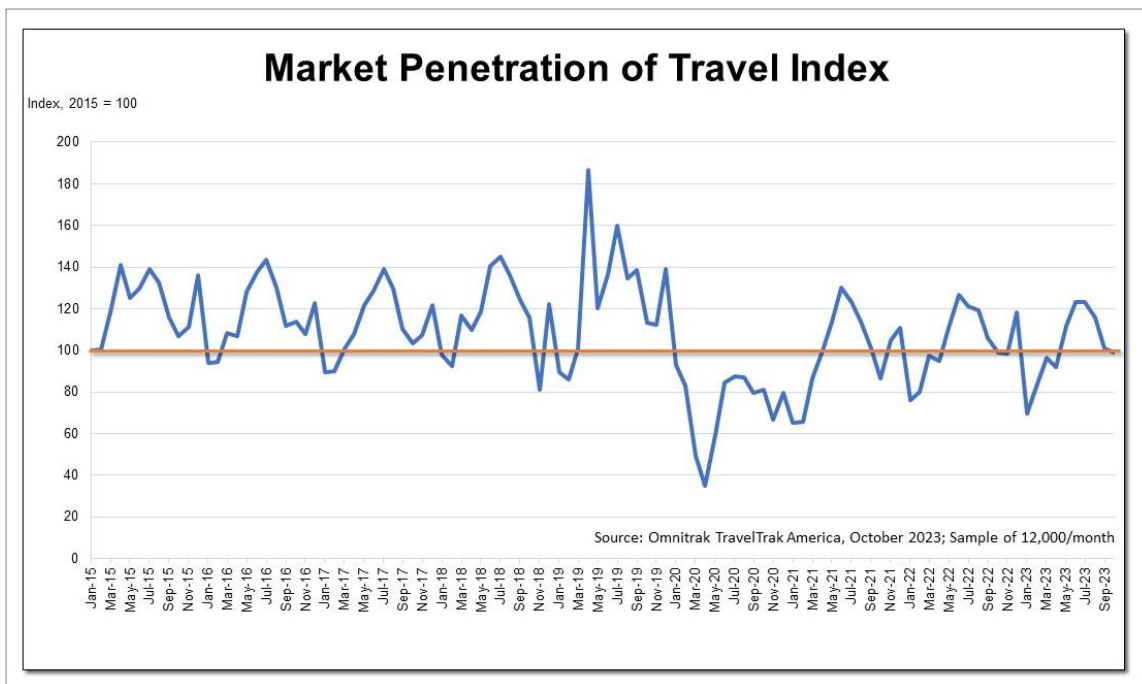
## U.S. DOMESTIC TRAVEL ENTERS FOURTH QUARTER ON SLOW NOTE IN OCTOBER, DIPS TO 2022 LEVELS

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

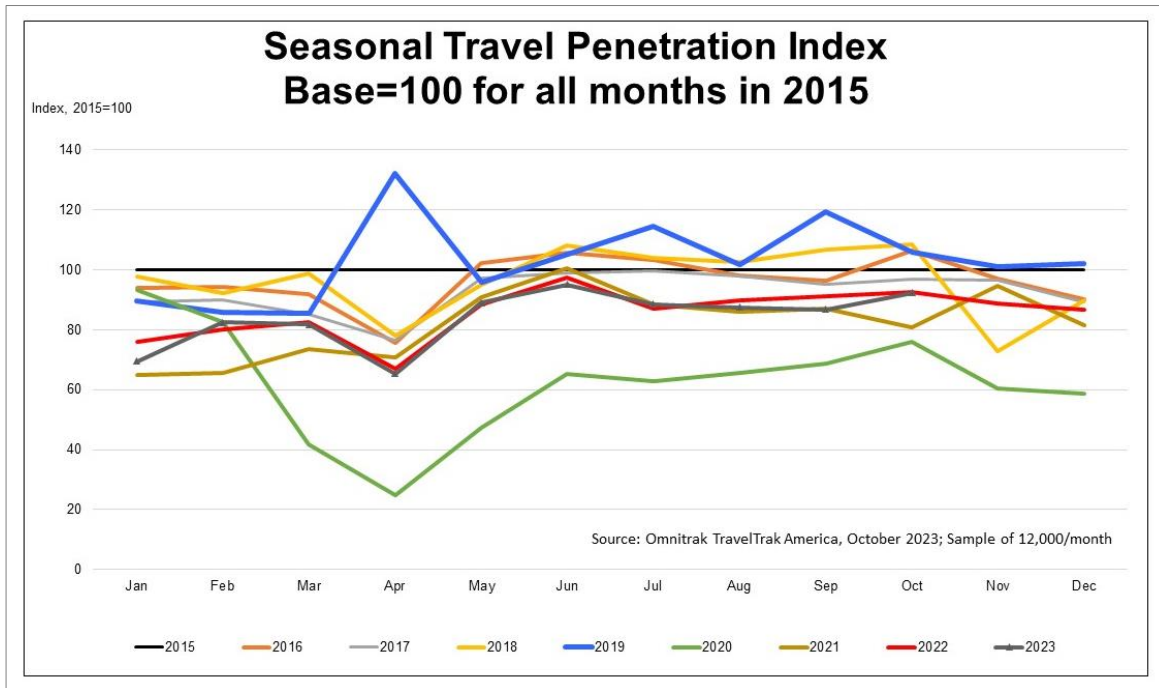
U.S. domestic travel demand entered the fourth quarter on a slow note in October 2023, continuing a pullback seen in September. In October, Omnitrak's Travel Market Penetration Index edged downwards to 98.7 (2015=100) – trailing October 2022 (99.1) and prior month September 2023 (100.7) index levels.

“The slowdown in October travel market penetration aligned closely with 2022 levels, pulling the numbers below the usual summer-to-fall seasonal changes in travel demand,” said Chris Kam, Omnitrak President and COO. “Looking ahead, lower gas prices and AAA’s forecast of a +2.3 percent year-over-year increase in Thanksgiving holiday travel set the stage for a potential bright spot within November.”

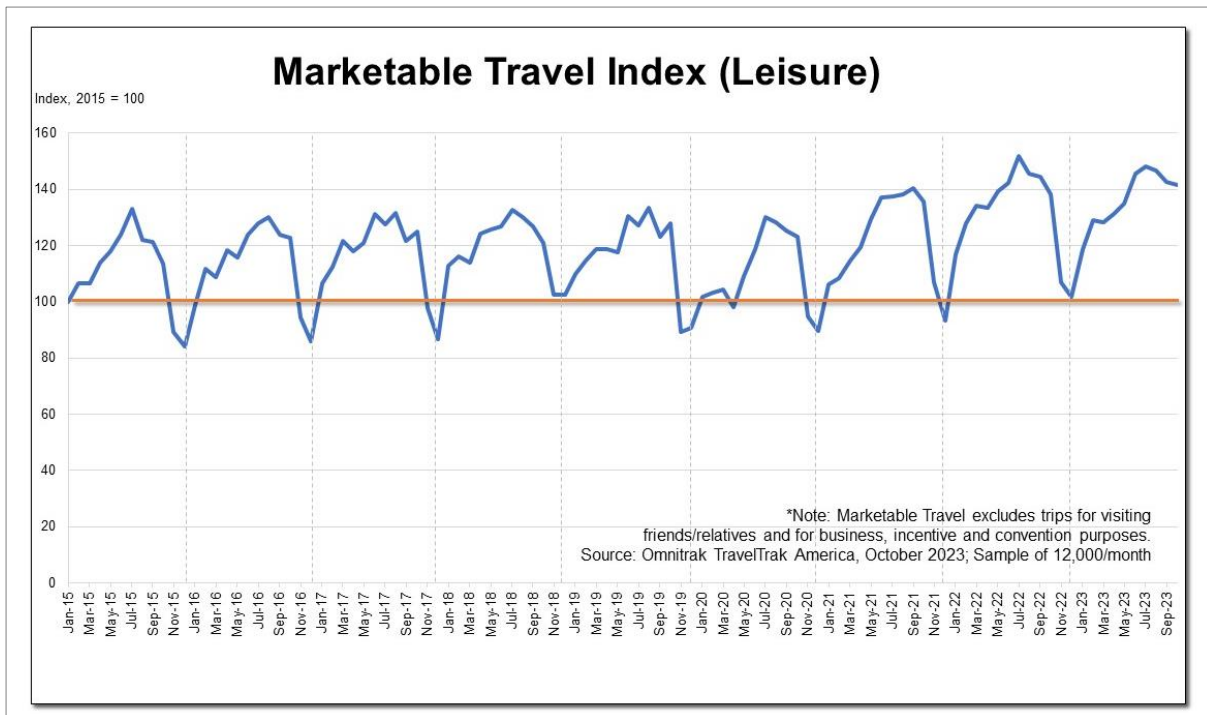
“International destinations continued to attract U.S. travelers in October (+13.7%), according to the National Travel and Tourism Office’s year-over-year data,” Omnitrak Founder & CEO Pat Loui said. “On the domestic front, a 10 percent year-over-year increase in passengers through U.S. Transportation Security Administration checkpoints during Thanksgiving week is a possible sign of stronger domestic numbers ahead in November.”



Compared seasonally, October 2023 travel penetration remains well below historic levels for the month in question, closely tracking with 2022 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 141.6 in October 2023, well above October 2019 (128.0) and ahead of October 2022 (138.3) index levels, but slightly lower than the prior month (September 2023, 142.8).



### **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. respondents. 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)