

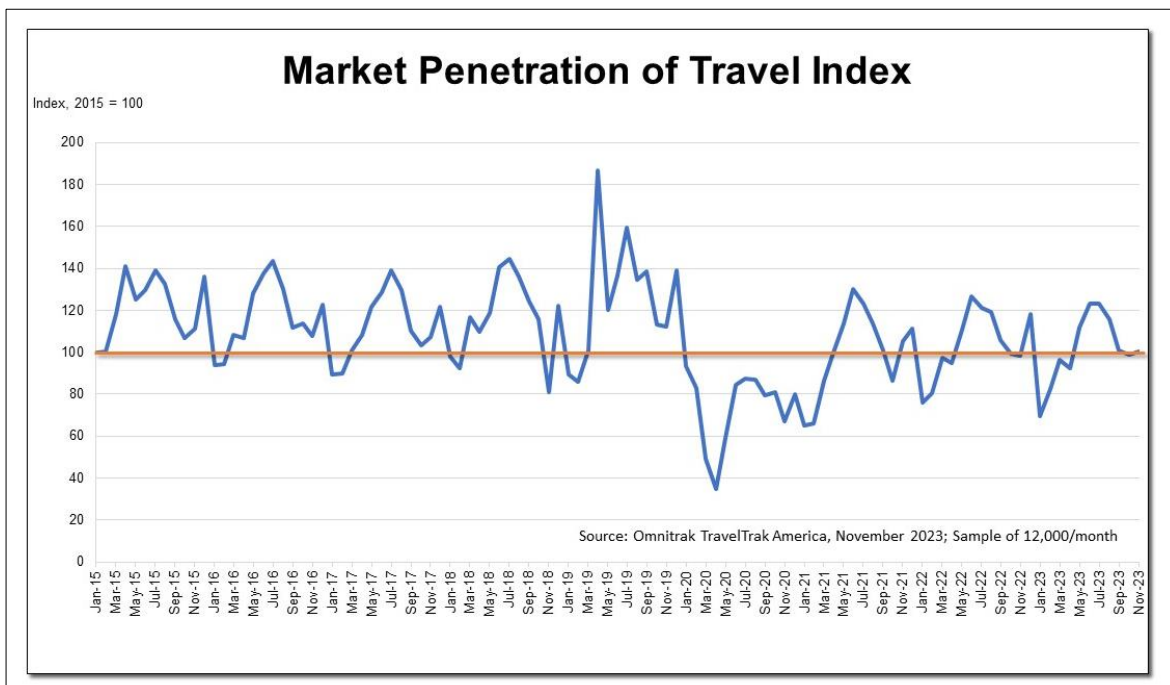
## U.S. DOMESTIC TRAVEL PICKS UP IN NOVEMBER, BOOSTED BY THANKSGIVING TRAVEL GAINS

**WITH THE POSITIVE MARKET MOVEMENT IN NOVEMBER, U.S. TRAVEL MARKET PENETRATION CONTINUES TO TRACK WITH PRIOR YEAR 2022 LEVELS**

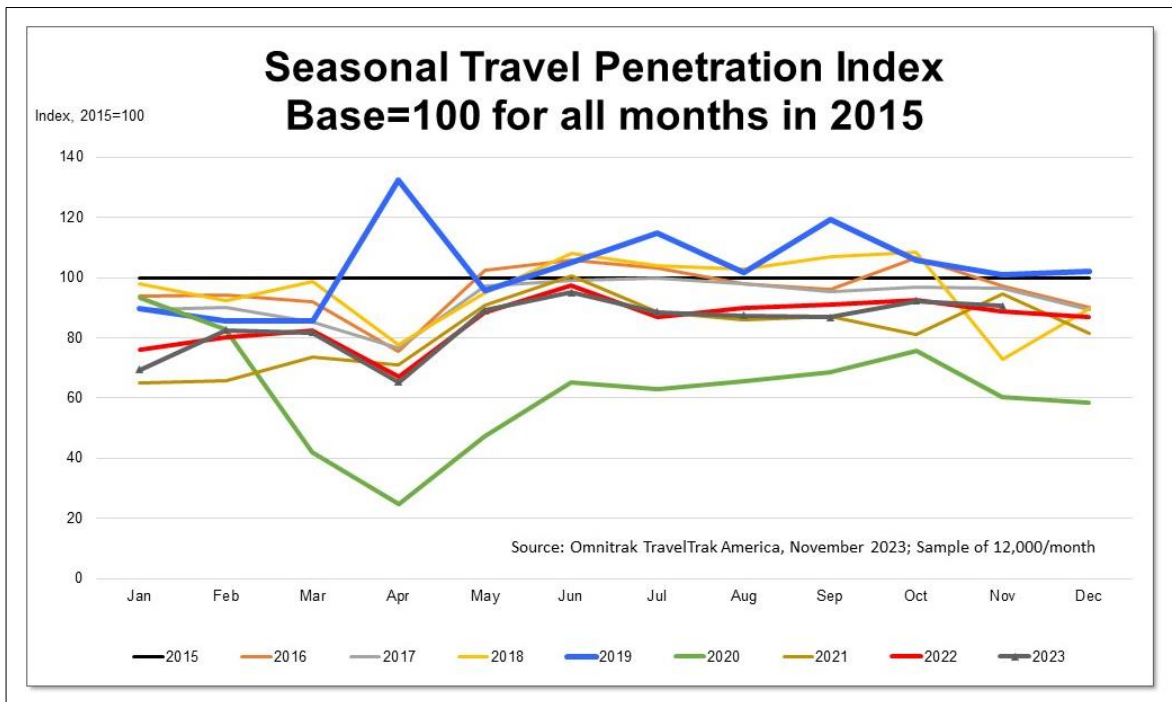
Boosted by Thanksgiving travel, U.S. domestic travel demand picked up in November, after tapering in October 2023. In November, Omnitrak's Travel Market Penetration Index edged upwards to 100.5 (2015=100) – rising above prior year November 2022 (98.6) and prior month October 2023 (98.7) index levels.

“Lower gas prices and AAA’s projected +2.3 percent year-over-year increase in Thanksgiving travel contributed to positive movement in domestic travel in November,” said Chris Kam, Omnitrak President and COO. “With the pickup in November, travel market penetration continued to align closely with 2022 levels.”

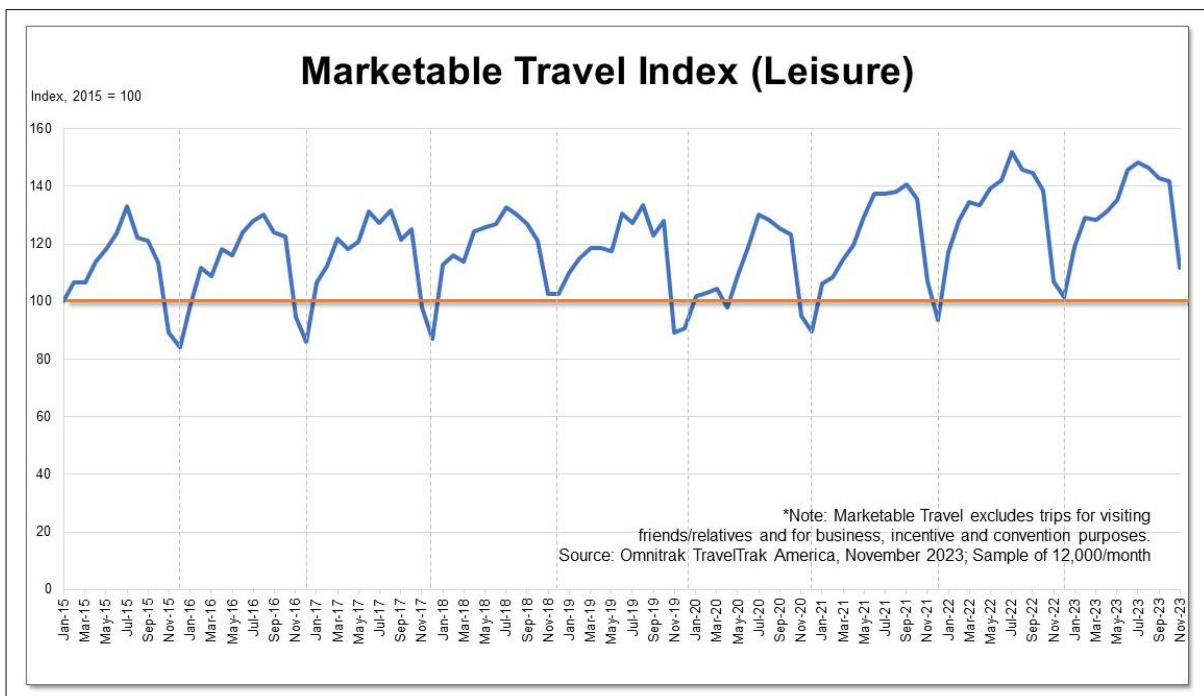
“While a 10 percent year-over-year increase in passengers through U.S. Transportation Security Administration checkpoints during Thanksgiving week contributed to November’s uptick in domestic travel, international destinations also continued to attract U.S. travelers in November (+13.0%), according to the National Travel and Tourism Office’s year-over-year data,” Omnitrak Founder & CEO Pat Loui said.



Compared seasonally, November 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 111.6 in November 2023, well above November 2019 (89.4) and November 2022 (106.9) index levels. However, the November Leisure Travel Index numbers ran notably below prior month levels (October 2023, 141.6), as the usual seasonal slowdown in end-of-year Leisure travel started.



**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)