



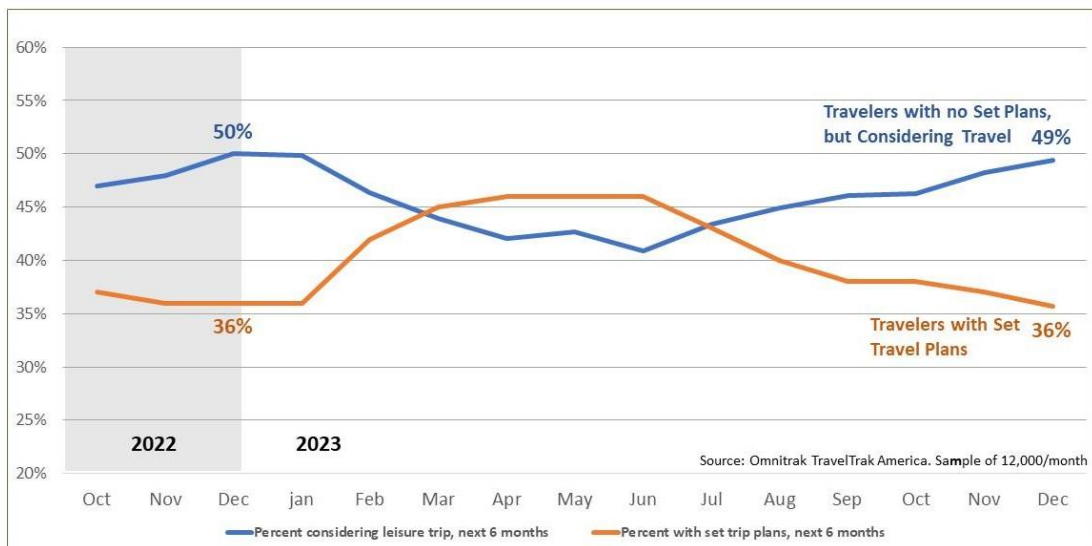
THREE TOP 2024 TRAVEL TAKEAWAYS

INDICATORS POINT TO FLAT TRAVEL DEMAND, INCREASED COMPETITION FOR U.S. TRAVELERS

SPORTS, TRAVEL ABROAD, HISTORY, CULTURE TRAVEL APPEAL

Forward-looking travel demand indicators heading into 2024 from Omnitrak's TravelTrak America traveler survey point to a challenging marketplace for U.S. destinations.

1. Competition in the U.S. travel market heats up as future leisure travel intentions enter 2024 at 2023 levels.

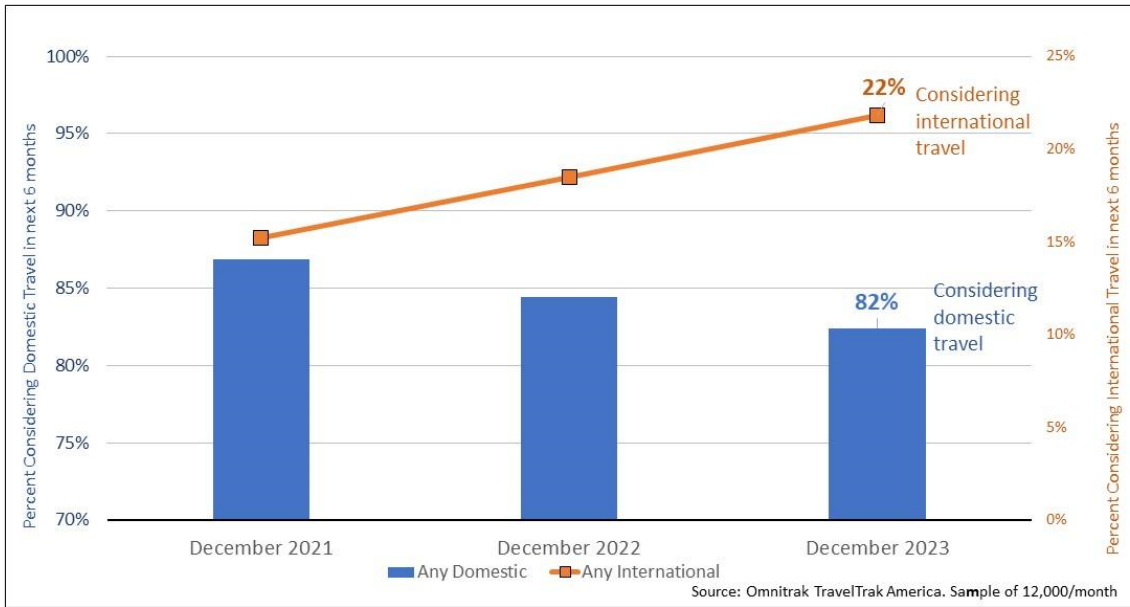


More than a third (36%) of U.S. travelers surveyed in December 2023 in Omnitrak's nationally representative TravelTrak America research have set travel plans for the next six-months (through June), and 49% do not have plans, but are considering travel. Both of these measures match prior year levels.

“Flat travel demand creates a competitive marketplace where marketers can target those likely to continue traveling. These are sports events, history buffs and cultural experience enthusiasts,” said Chris Kam, Omnitrak President and COO.

“Avid travel has always been about the visitors’ quest for authentic experiences, however the legitimacy of travel information could come into question as A.I. weaves its way into consumers’ lives,” Kam added. “Ensuring a destination’s authenticity could become an increasingly important area of responsibility for tourism organizations.”

2. U.S. travelers’ interest in international travel grows, domestic wanes.

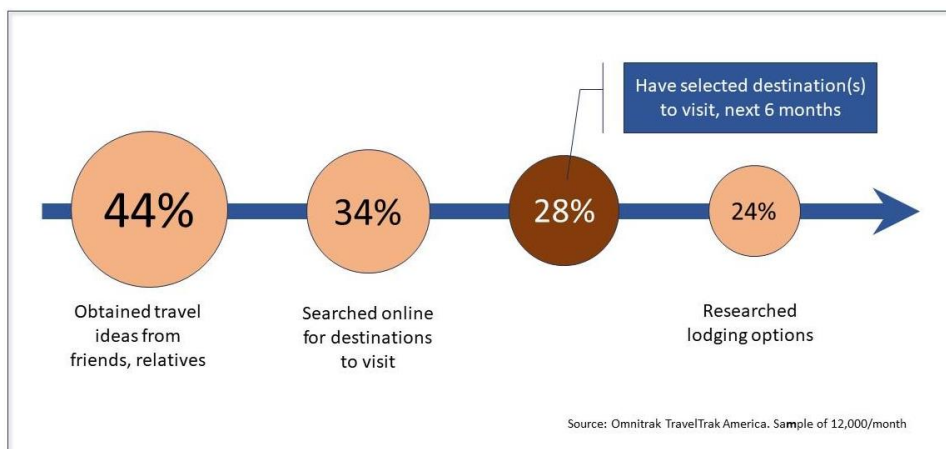


Among U.S. travelers contemplating trips in the next six months, nearly a quarter (22%) are thinking about an international destination. As of December 2023, an increase in international travel interest measured in the same month in 2022 (18%) and 2021 (15%).

“Competition among U.S. destinations is strained further by travelers’ pent-up interest in international destinations,” Omnitrak Founder & CEO Pat Loui said. “A domestic destination can compete by highlighting its distinct sense of place, as well as cultural, geographical, wellness, and historical experiences.”

“From a different perspective, with U.S. travelers once again appearing in numbers at popular far-flung destinations, the question is at what point do foreign countries start viewing U.S. travelers as cultural and environmental annoyances?” Loui added. “This is something we’re watching.”

3. Most near-term travelers are still open to destination ideas.



Among U.S. travelers who have not yet made set travel plans but are considering travel in the next six months, just over a quarter (28%) have already selected a destination to visit. Thus, the majority of such travelers are still looking for places to visit via *Travel ideas from friends/relatives* (44%) and/or *Searching online for destinations* (34%).

“Travelers search for new places to visit and destinations that offer opportunities to explore fresh experiences, to feel alive and energetic, and attend sports events will resonate with what travelers are most looking for in the new year,” Kam added.

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. 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