



L to R: Airlines take off in 2024; Travelers are picking vacation destinations; Road trips call out to U.S. travelers.

OMNITRAK TRAVEL MARKET PENETRATION INDEX – DECEMBER 2023

U.S. TRAVEL CLIMBS IN DECEMBER, AS TRAVELERS SEEK RECONNECTION

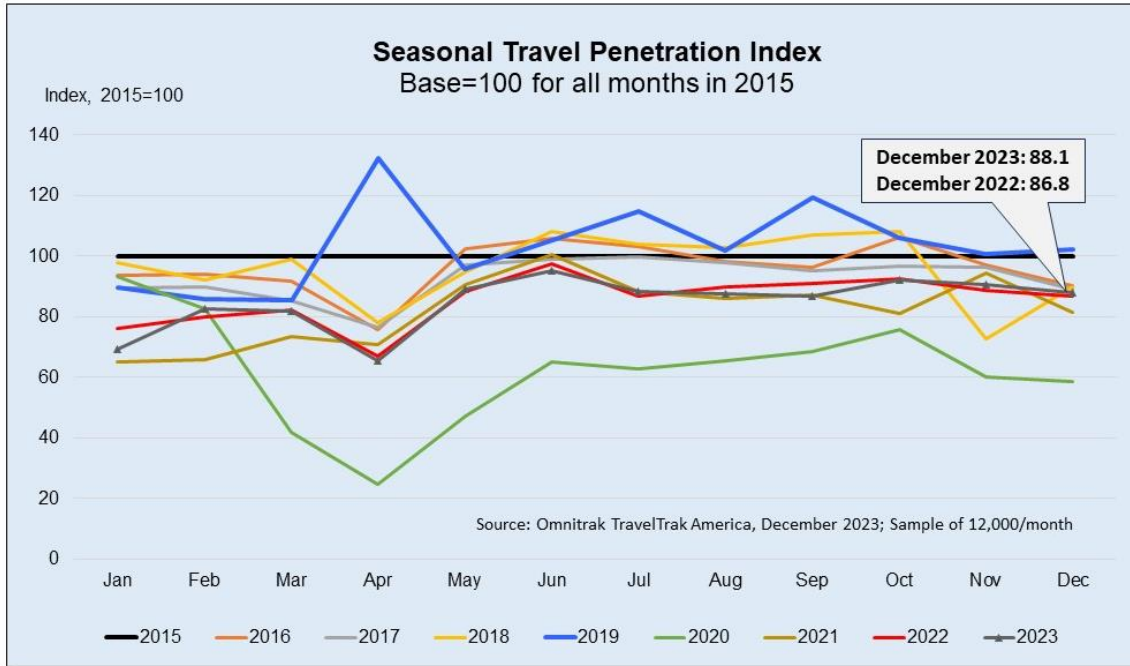
Omnitrak’s Travel Market Penetration Index provides early insight into the percentage of U.S. residents who travel each month, indexed to 2015. Data are reported on an ongoing basis, within one month following the close of the prior month.

1. Overall travel demand climbs in December, driven by travelers’ desire to reconnect with family and friends for the year-end holidays.



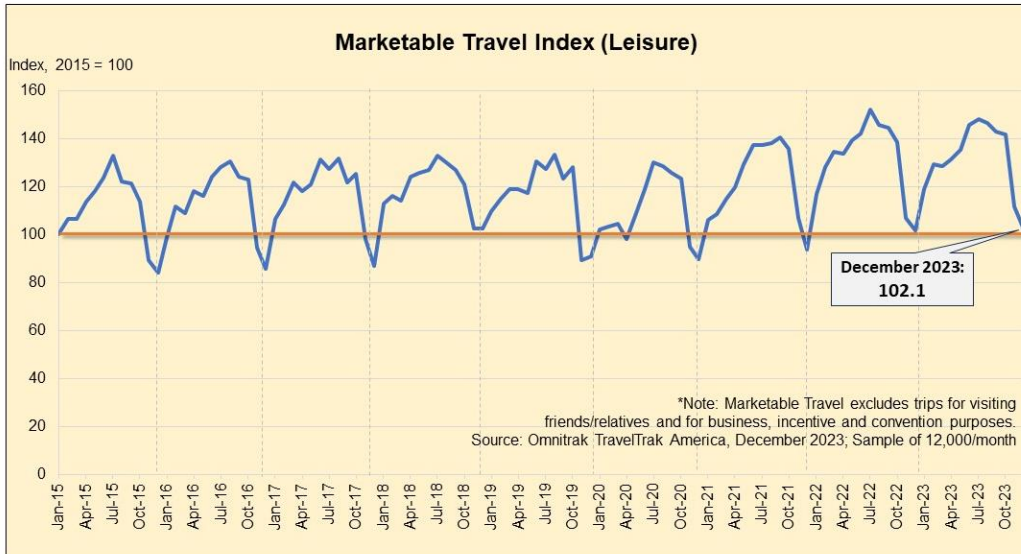
Lifted by year-end holiday travel to reconnect with family and friends, U.S. domestic travel demand climbed in December 2023. Omnitrak’s Travel Market Penetration Index rose in December to 120.0 (2015=100) – a level trailing only the peak summer travel months of June (123.4) and July (123.2) in 2023.

2. Compared seasonally, December travel penetration edges above prior year.



Compared seasonally to historic December Travel Market Penetration Index levels, December 2023 indexed at 88.1 (2015=100) - well below historic levels for the month in question, but slightly above December 2022 (86.8).

3. Excluding trips to visit family and friends, U.S. Leisure travel sees usual seasonal slowdown.



In contrast to overall travel penetration, Omnitrak's Leisure Travel Index (which excludes trips for visiting friends/relatives and for business, incentive and convention purposes) declined to 102.1 in December (i.e., down from 111.6 in November) as trips to visit friends/relatives took center stage. Nonetheless, December 2023's Leisure Travel Index inched up slightly over December 2022 levels (101.6).

Why This Matters

More than any other month in the year, trips to visit friends and relatives (i.e., VFR travel) are a major factor driving U.S. domestic travel in December. VFR trips make up more than 40% of domestic travel annually and this sizable market is often perceived as a low-spending, budget-conscious segment of “barnacle” travelers who stay with friends/relative to cut travel costs. However, the segment is evolving into *traveling with* friends/relatives and destinations stand to gain by curating travel experiences with opportunities for reconnection. Find out more in TravelTrak America’s *Profile of the VFR Traveler*.

Here’s Our Take

“Travel is the most powerful way family and friends reconnect, especially after the pandemic,” said Chris Kam, Omnitrak President and COO. “This strong showing in December is indicative of the momentum of social wellness heading into 2024.”

“While AAA’s projected +2.2 percent year-over-year increase in year-end holiday travel foretold of strong domestic travel in December, international destinations also continued to attract U.S. travelers in December (+13.0%), according to the National Travel and Tourism Office’s year-over-year data,” Omnitrak Founder & CEO Pat Loui said.

How can we help?

Interested in learning more? Email Chris Kam, 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