



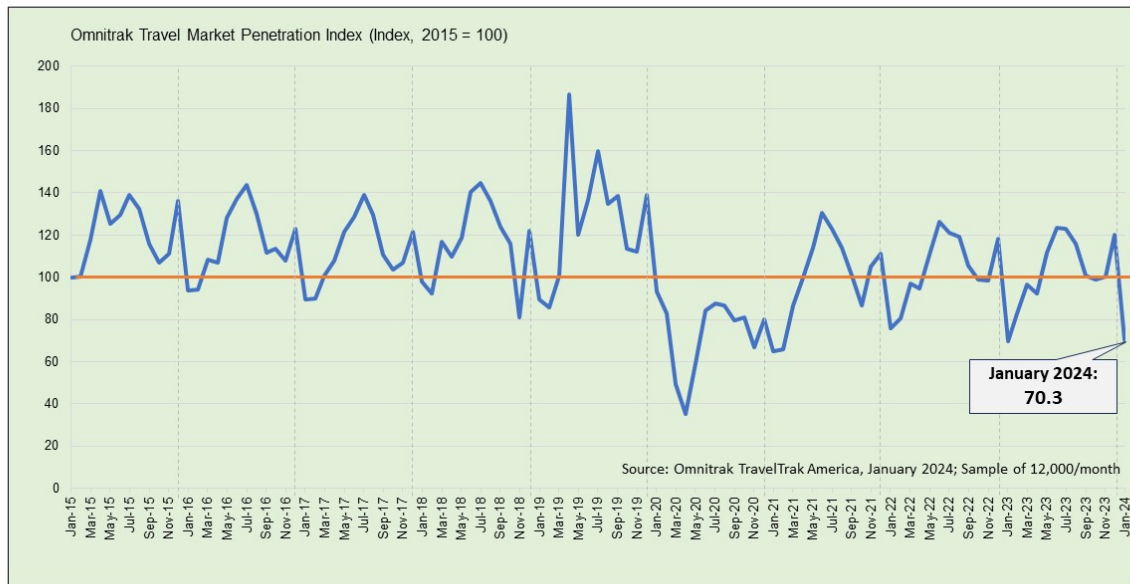
L to R: Air travel takes off in 2024; Travelers are picking vacation destinations; Road trips call out to U.S. travelers.

OMNITRAK TRAVEL MARKET PENETRATION INDEX – JANUARY 2024

OVERALL U.S. TRAVEL SEES SEASONAL SLOWDOWN IN JANUARY, MARKETABLE LEISURE TRIPS CONTINUE TO GROW

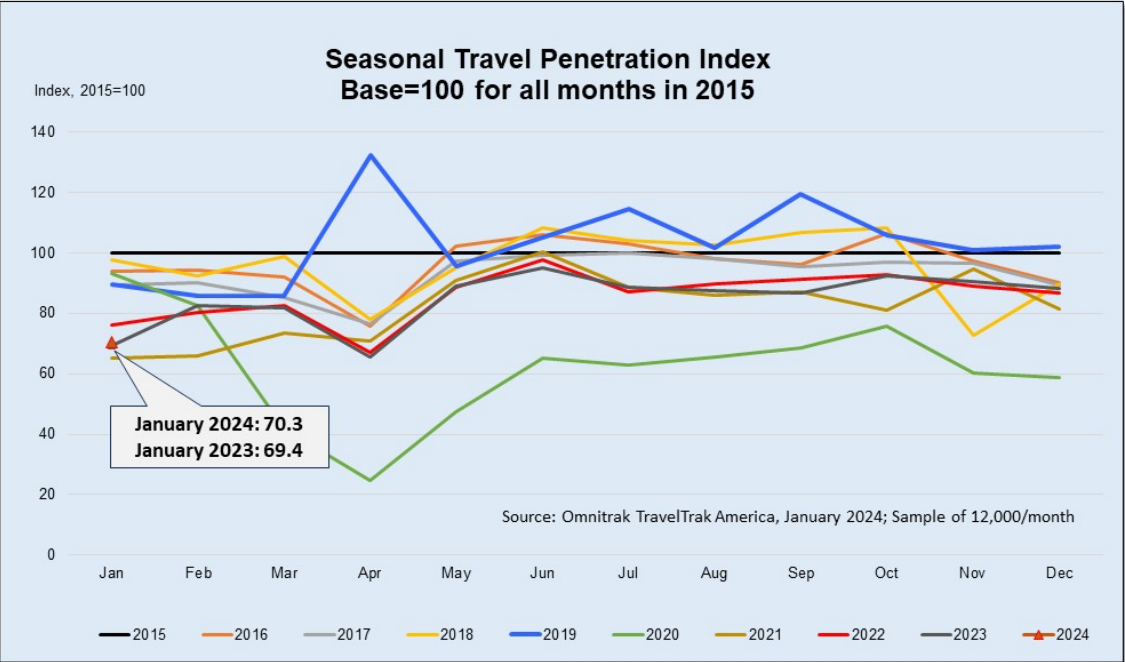
Omnitrak’s Travel Market Penetration Index provides early insight into the percentage of U.S. residents who travel each month, indexed to 2015. Data are reported on an ongoing basis, within one month following the close of the prior month.

1. Overall travel demand sees usual slowdown in January, after pickup in year-end holiday travel to visit family and friends in December.



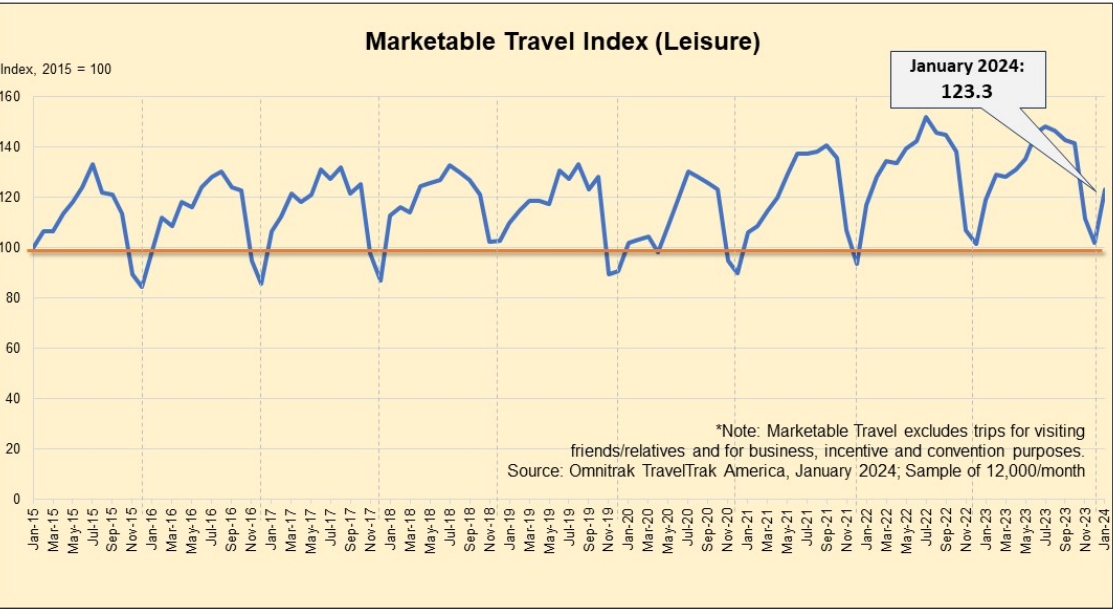
Following the December pickup in year-end holiday travel, overall demand experienced its usual seasonal slowdown in January. Omnitrak’s Travel Market Penetration Index dropped in January to 70.3 (2015=100) – down from December (120.0) but above prior year January 2023 (69.4) levels.

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



Compared seasonally to historic January Travel Market Penetration Index levels, January 2024 indexed at 70.3 (2015=100) - well below historic levels for the month in question, but slightly above January 2023 (69.4).

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) rose to 123.3 in January (i.e., above both prior month December (102.1) and prior year January 2023 (118.8) levels), as trips to visit friends/relatives receded after the year-end holidays.

Why This Matters

High level, post-pandemic travel demand is downshifting to more moderate levels of growth as pent-up demand eases. However, U.S. travelers engaging in “marketable leisure trips” (e.g., outdoor recreation, sightseeing, cultural travel) continue to travel as the broader marketplace including visiting friends/relatives travel slows. Destination marketing targeting U.S. residents who prioritize travel to explore new places and visit iconic destinations/attractions will prove most effective in attracting visitors as competition heats up in 2024.

Here’s Our Take

“As overall travel demand moderates, Avid travelers are the target segment with the highest growth potential,” said Chris Kam, Omnitrak President and COO. “Avid travelers prioritize travel as part of their core lifestyle, they value travel the sights, sounds and flavors of the authentic travel experience and are the best prospects for travel providers heading into 2024.”

“U.S. destinations continue to face heated international competition in January, as the number of outbound U.S. travelers traveling abroad climbed 8.5 percent, 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