



# Monthly Research Update

April 2024

## Kalispell Tourism Trends

- Glacier Park International Airport saw 7.4% Year-over-Year (YoY) growth in total passenger traffic in April 2024.
- However, Kalispell hotels faced significant headwinds in April 2024 when compared to April 2023.
  - Occupancy fell 13.6%, driven by a 13.5% decline in Demand.
  - Average Daily Rate (ADR) saw a 3.5% boost for the month, but the sizable decrease in Occupancy drove RevPAR down 10.6% compared to the same month last year.
  - *Note: The Motel 6 hotel is temporarily closed for remodeling as of February 2024 but is included in this hotel data set. Discover Kalispell is working with STR to remove that hotel from the data set and correct the impacted months.*
- Kalispell's short-term rental properties showed mostly positive results in April 2024 when compared to the same month last year.
  - Occupancy jumped 11.7%, driven by a huge increase in Demand (+28.7%).
  - Although ADR dropped a sizeable 14.8% YoY, the surge in Demand drove Revenue 9.7% higher than in April 2023.

## U.S. Market Review – Macroeconomic Trends

- “Economic news in April brought another round of stalling on the part of the Federal Reserve. According to the Bureau of Labor Statistics (BLS), 175,000 new jobs were added to the U.S. economy in April. While still a relatively solid number of jobs, it represented a notable decline from the 315,000 jobs added in the previous month. It’s low enough to increase the unemployment rate slightly to 3.9%, up from 3.8% in March.”
- “At the same time, inflation, as measured by the year-over-year (YOY) change in the consumer price index, came in at 3.4%. That’s down from 3.5% in March but still too high to signal that rates can be cut immediately without risking further price increases. This rate is particularly important to the short-term rental industry because it is considered to influence mortgage lending rates.”
- “According to an analysis of mortgage data from Recursion Co, mortgage loans fell to the lowest level of the current century in 2023. This is due in part to central bank rates reaching their highest in 23 years. The stagnant inflation figure has given economists some confidence that the rates could see cuts later in the year.”

## Macroeconomic Trends (continued)

- “The Dow Jones Industrial Average (DJIA) declined in April, down -5.0 percent or 1,991.45 points, to close the month at 37,815.92, due in part to Main Street’s reaction to economic conditions, with consumers pulling back.
- The Consumer Confidence Index (CCI) declined last month, down -5.9 percent, and after an adjustment to March’s numbers, April ended the month at 97.0 points. This is the first time CCI is under 100 points since October 2023. To contextualize the survey responses, Dana M. Peterson, Chief Economist at The Conference Board said, “In the month, confidence declined among consumers of all age groups and almost all income groups.”

## Takeaways from CBRE's National Hotel Outlook

- “CBRE forecasts full-year 2024 revenue per available room (RevPAR) growth of 2%, down from 3% previously. The full-year forecast represents approximately a 2% decline in Q1 2024, followed by progressively stronger trends over the balance of the year fueled by a more favorable holiday calendar, special events like the eclipse, continued improvement in inbound international travel, and limited supply growth. Improvements in inbound international visitation should support outperformance in urban and airport locations.”
- “CBRE’s baseline forecast anticipates GDP growth of 2.3% and average inflation of 3.2% in 2024, which have been revised by +76 basis points and +71 basis points, respectively, since our forecast release in February. The positive GDP revision suggests that the balance of 2024 should be solid following Q1’s weaker-than-expected results. Over time, the relative strength of the economy directly impacts the performance of the lodging industry.”

## Takeaways from CBRE's National Hotel Outlook (continued)

- “In Q1 2024, the U.S. economy grew at an annualized rate of 1.6%, missing consensus expectations of 2.5% growth. The slowdown in the economy was evident in the 2.1% drop in RevPAR for the quarter, falling to \$90.74. A 0.1% decline in average daily rate (ADR) coupled with a 1.2 p.p. decrease in occupancy contributed to the pullback in RevPAR. The greater-than-expected decrease in RevPAR was attributed to slower GDP growth coupled with more persistent inflation as well as the shift in the Easter holiday.”
- “Despite the reduced outlook for 2024 RevPAR growth, CBRE still expects record nominal RevPAR of \$101.20, or 115% of 2019’s pre-pandemic level. This RevPAR outlook is predicated on 1.7% ADR growth and a 0.1 p.p. increase in occupancy.”
- “CBRE expects cyclically low supply growth of less than 1% in 2024, and muted supply growth in the medium term due to elevated financing and construction costs. The continued uptick in inbound international travel over the busy summer holiday season, coupled with improvement in group and corporate demand against the backdrop of limited supply should support overall RevPAR growth in 2024.”

## Short Term Rentals

- “The strong short-term rental (STR) market performance seen in March came with a catch: some of the demand was due strictly to the calendar shift that moved Easter, and many spring break vacations along with it, from April to March.”
- “This meant that March had the second-highest demand growth seen in the last year (after February) and that 2024’s April had fewer spring breaks scheduled than last year. As a result, demand growth swerved from a strong 10.5% in March to just 0.4% in April.”
- “A similar pattern emerged at the beginning of the year when a cold snap and poor snow-pack conditions in January led many to put off ski trips and winter vacations until February.”
- “So far, 2024 has seen a highly volatile pattern of demand growth. However, when you average the first four months of 2024 against the first four months of 2023, we see an upward trajectory.”

## Short Term Rentals (continued)

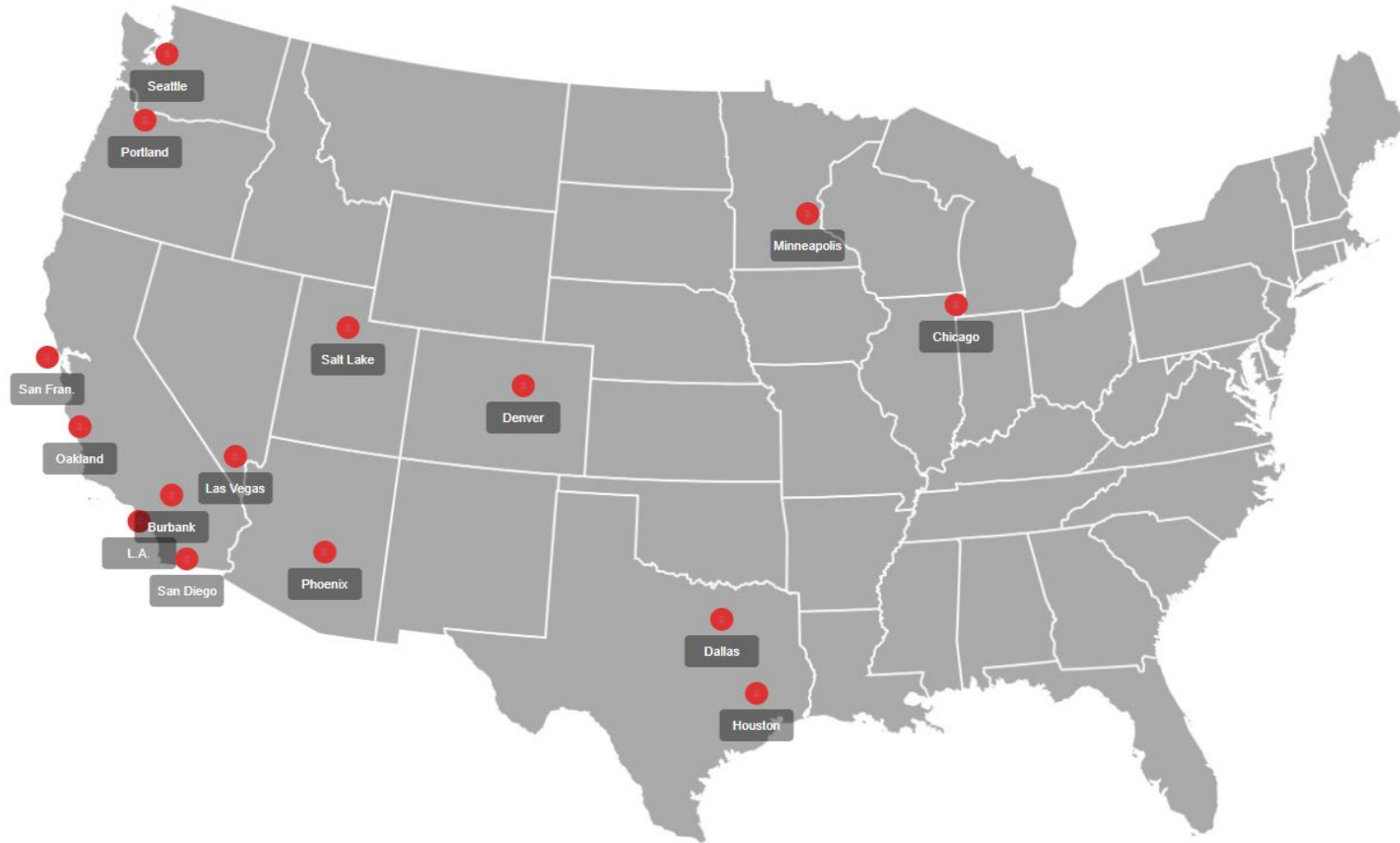
- **Key U.S. Short Term Rental Performance Metrics for April 2024**
  - RevPAR decreased 6.1% year-over-year (YOY) to \$153.25
  - Available listings were 1.64 million, up 8.7% YOY
  - Total demand (nights) rose 0.4% YOY
  - Occupancy was 8.4% lower YOY at 50.0%
  - ADR increased 2.4% YOY to \$306.39
  - Nights booked increased by 7.6% YOY



# Glacier Park International Airport Data

# Glacier Park International Airport

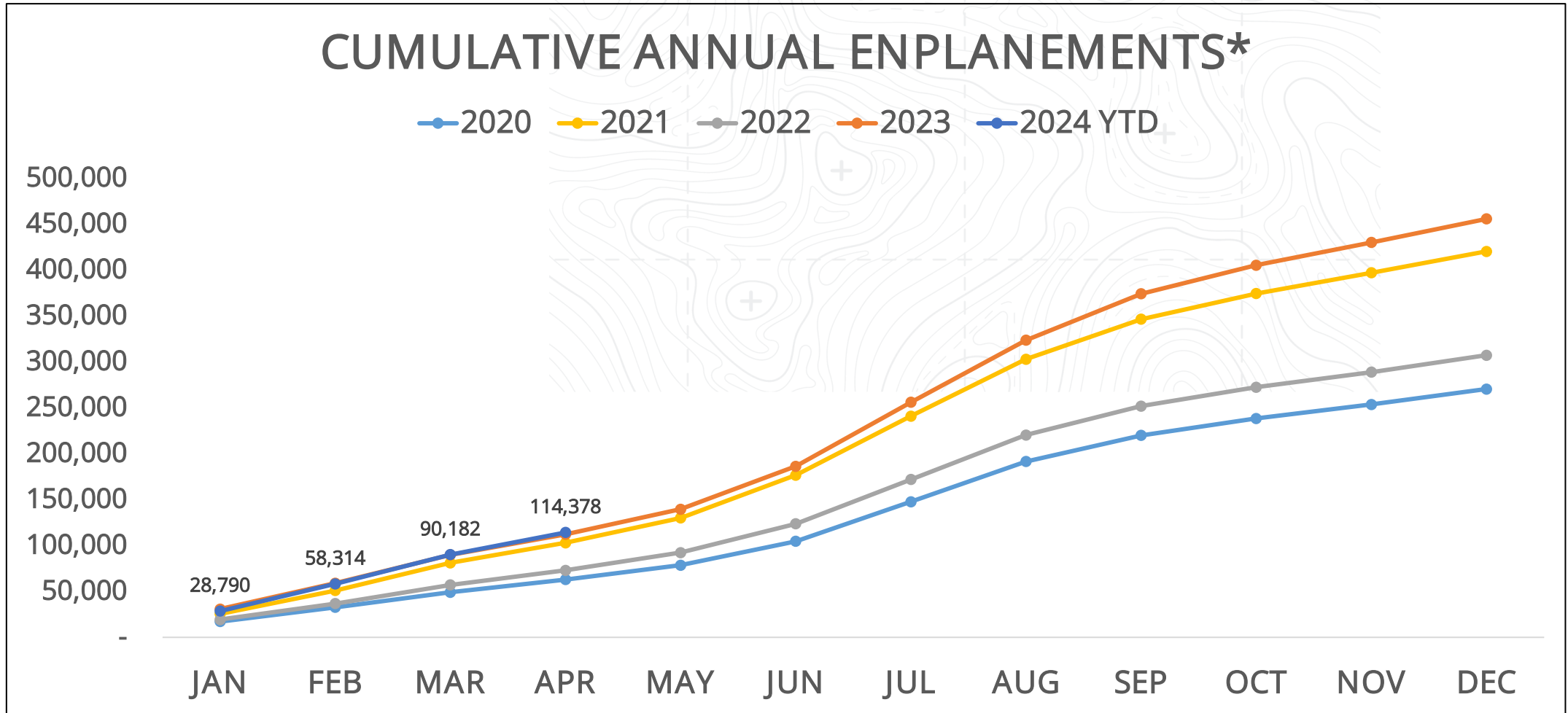
— Direct Flights —  
MAJOR CITIES SERVED



# Glacier Park International Airport

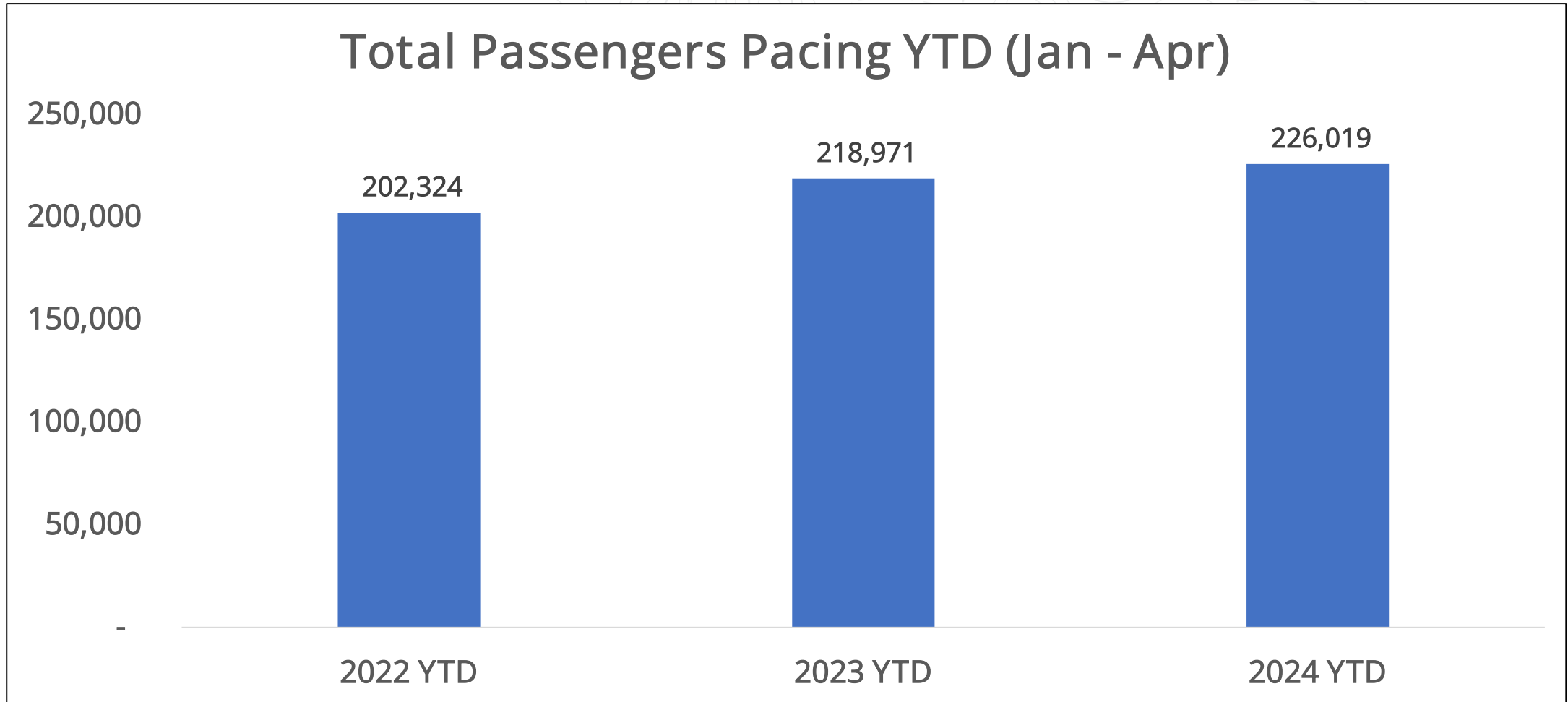
Total Passengers					
Month	2024	2023	% Change 2024 vs. 2023	2022	% Change 2024 vs. 2022
January	54,403	58,161	-6.5%	49,261	10.4%
February	59,344	56,277	5.4%	50,555	17.4%
March	63,846	59,460	7.4%	58,672	8.8%
April	48,426	45,073	7.4%	43,836	10.5%
May		54,694		56,807	
June		96,564		97,429	
July		138,012		128,144	
August		129,078		119,508	
September		96,891		82,965	
October		59,071		53,031	
November		48,460		44,681	
December		54,257		47,629	
<b>Year-to-Date</b>	<b>226,019</b>	<b>218,971</b>	<b>3.2%</b>	<b>202,324</b>	<b>11.7%</b>
<b>Total</b>		<b>895,998</b>		<b>832,518</b>	

# Glacier Park International Airport

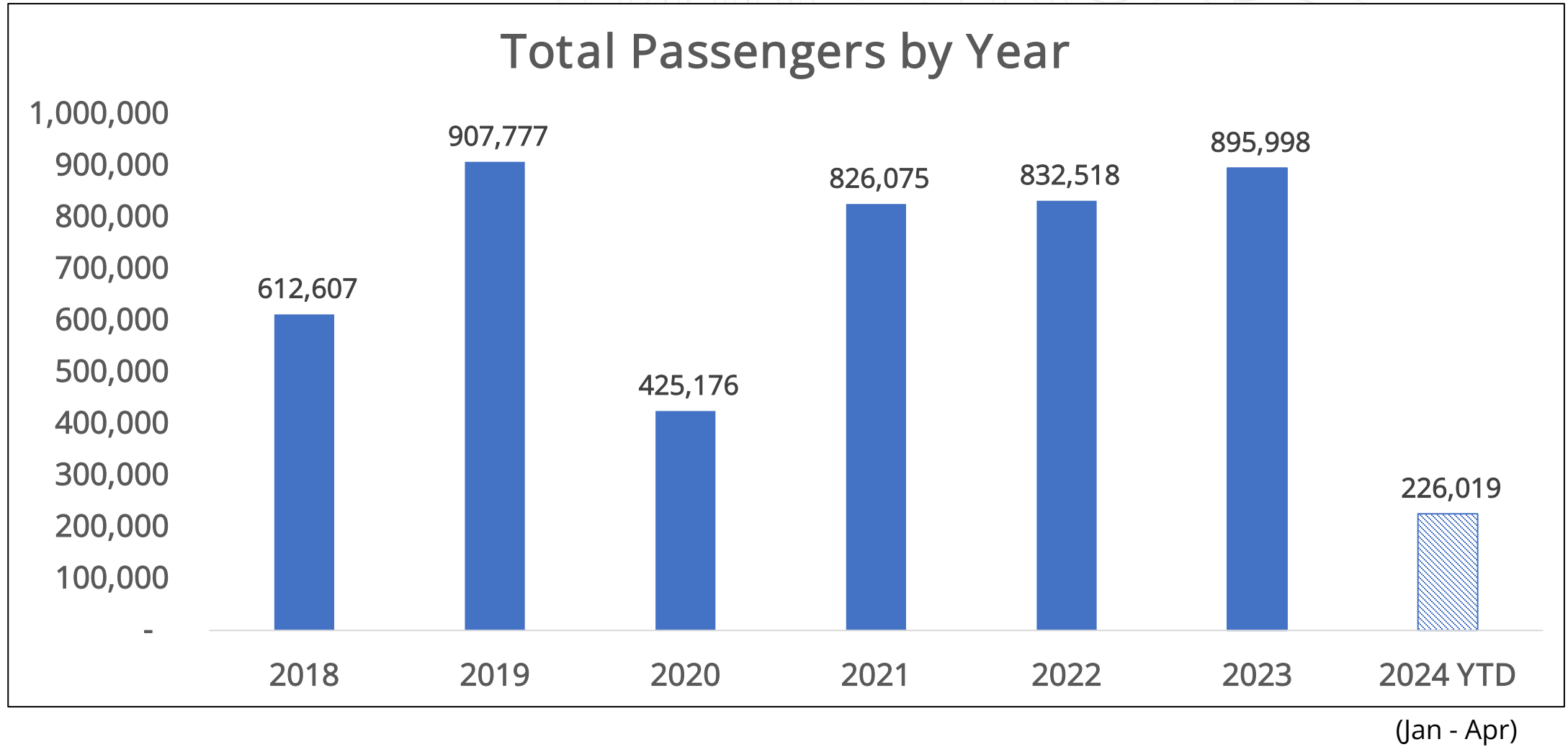


\* Enplanements only (not total passengers)

# Glacier Park International Airport



# Glacier Park International Airport



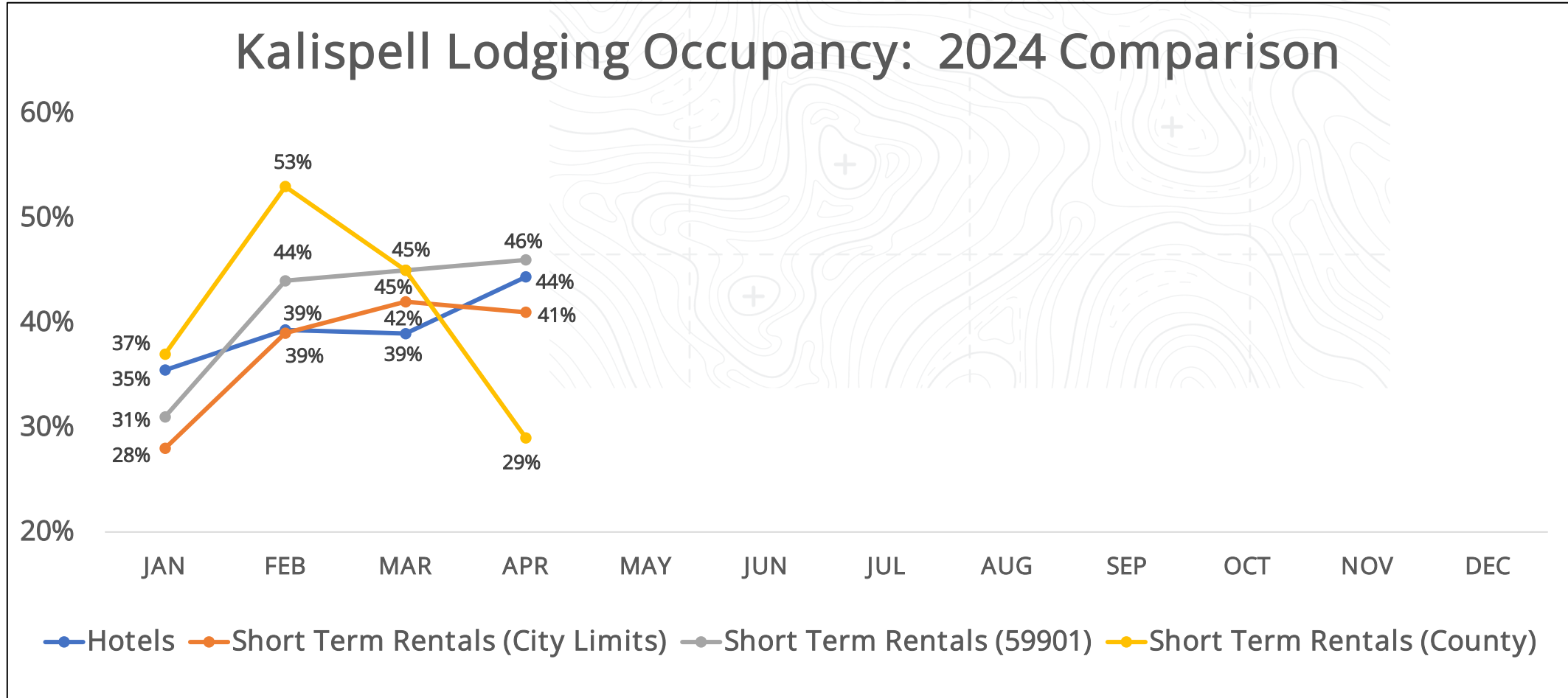
# STR Hotel Data

# STR Hotel Data - Definitions

- **Average Daily Rate (ADR)** – A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.
  - $ADR = \text{Room Revenue} / \text{Rooms Sold}$
- **Demand** – The number of rooms sold in a specified time period (excludes complementary rooms).
- **Occupancy** – Percentage of available rooms sold during a specific time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.
  - $Occupancy = \text{Rooms Sold} / \text{Rooms Available}$
- **Revenue** – Total room revenue generated from the guestroom rentals or sales.
- **Revenue Per Available Room (RevPAR)** – Total room revenue divided by the total number of available rooms.
  - $RevPAR = \text{Room Revenue} / \text{Rooms Available}$



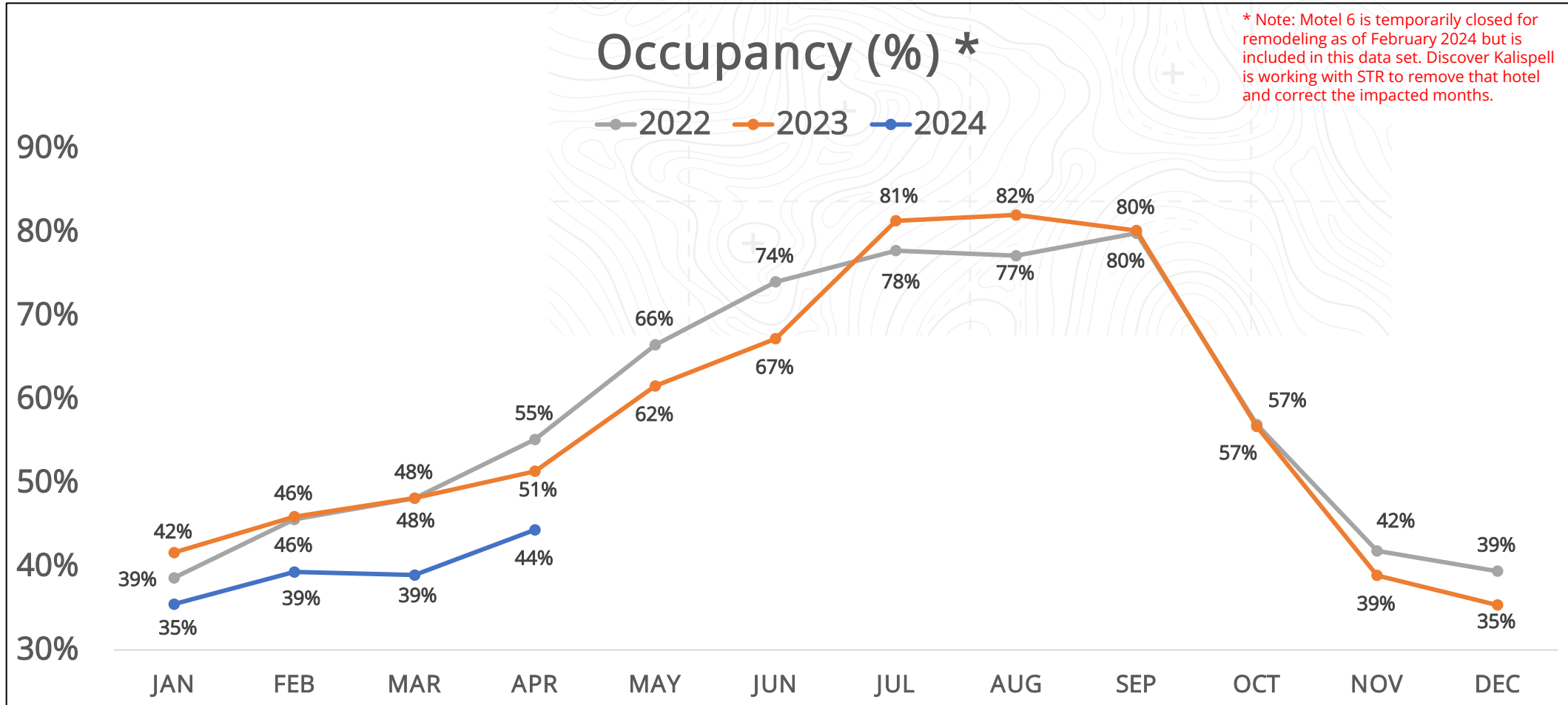
# Kalispell 2024 Lodging Comparison





# Hotel Occupancy by Month

Kalispell hotel Occupancy decreased 13.6%, ADR increased 3.5%, and RevPAR decreased 10.6% Year-Over-Year

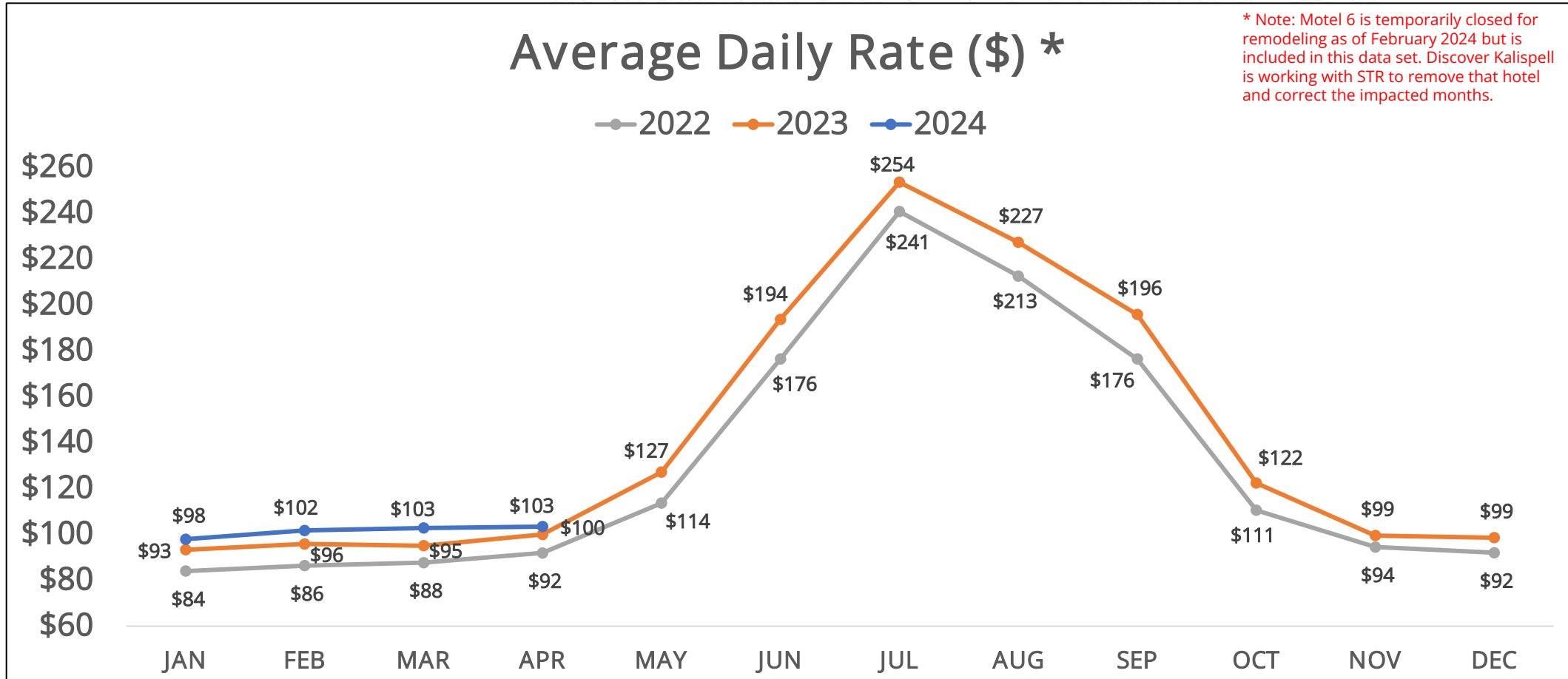


2022 Occupancy = 58%      2023 Occupancy = 58%



# Hotel Average Daily Rate (ADR) by Month

Kalispell hotel Occupancy decreased 13.6%, ADR increased 3.5%, and RevPAR decreased 10.6% Year-Over-Year



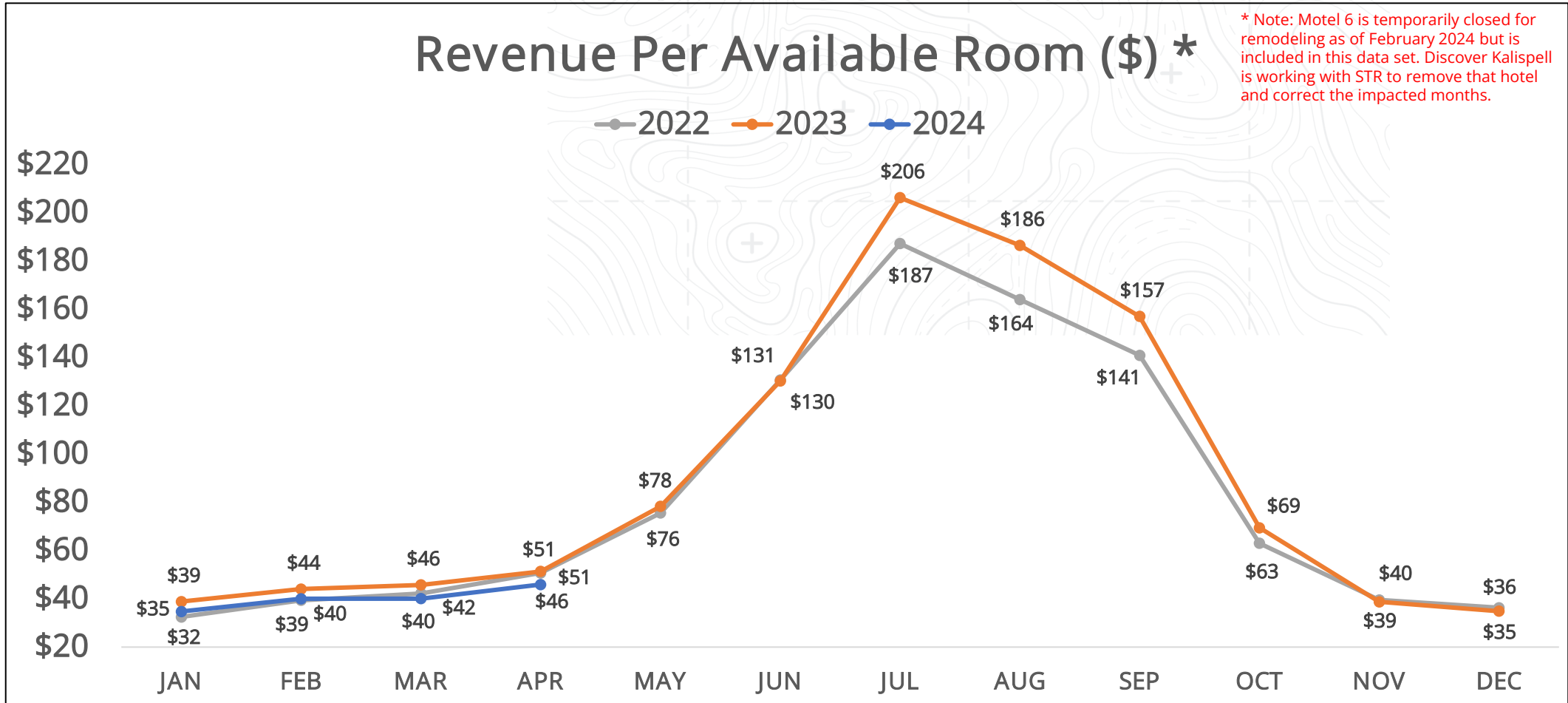
2022 ADR = \$142

2023 ADR = \$157



# Hotel Revenue Per Available Room by Month

Kalispell hotel Occupancy decreased 13.6%, ADR increased 3.5%, and RevPAR decreased 10.6% Year-Over-Year

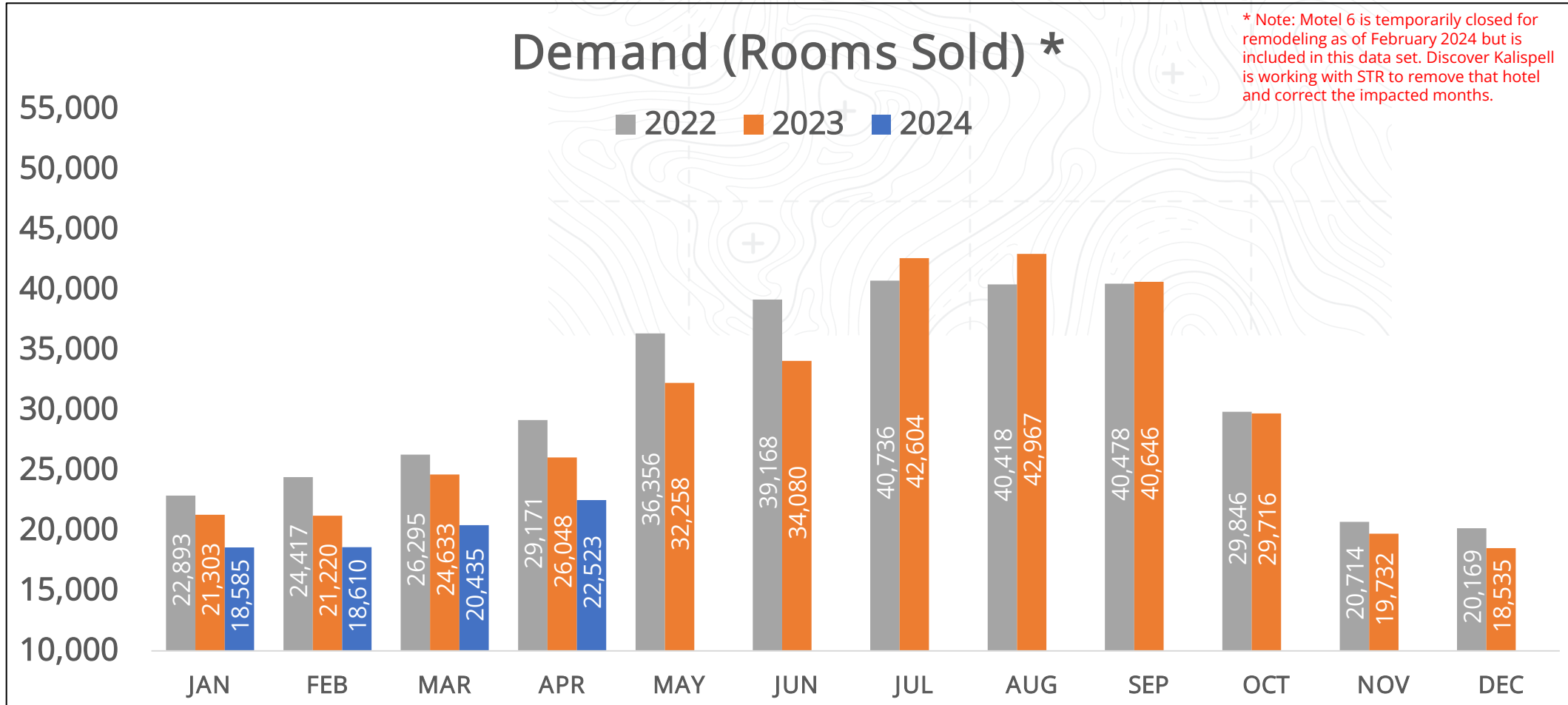


2022 RevPAR = \$82      2023 RevPAR = \$91



# Hotel Demand (Rooms Sold) by Month

Kalispell hotel Demand decreased 13.5%, Supply increased 0.1%, and Total Revenue decreased 10.5% Year-Over-Year



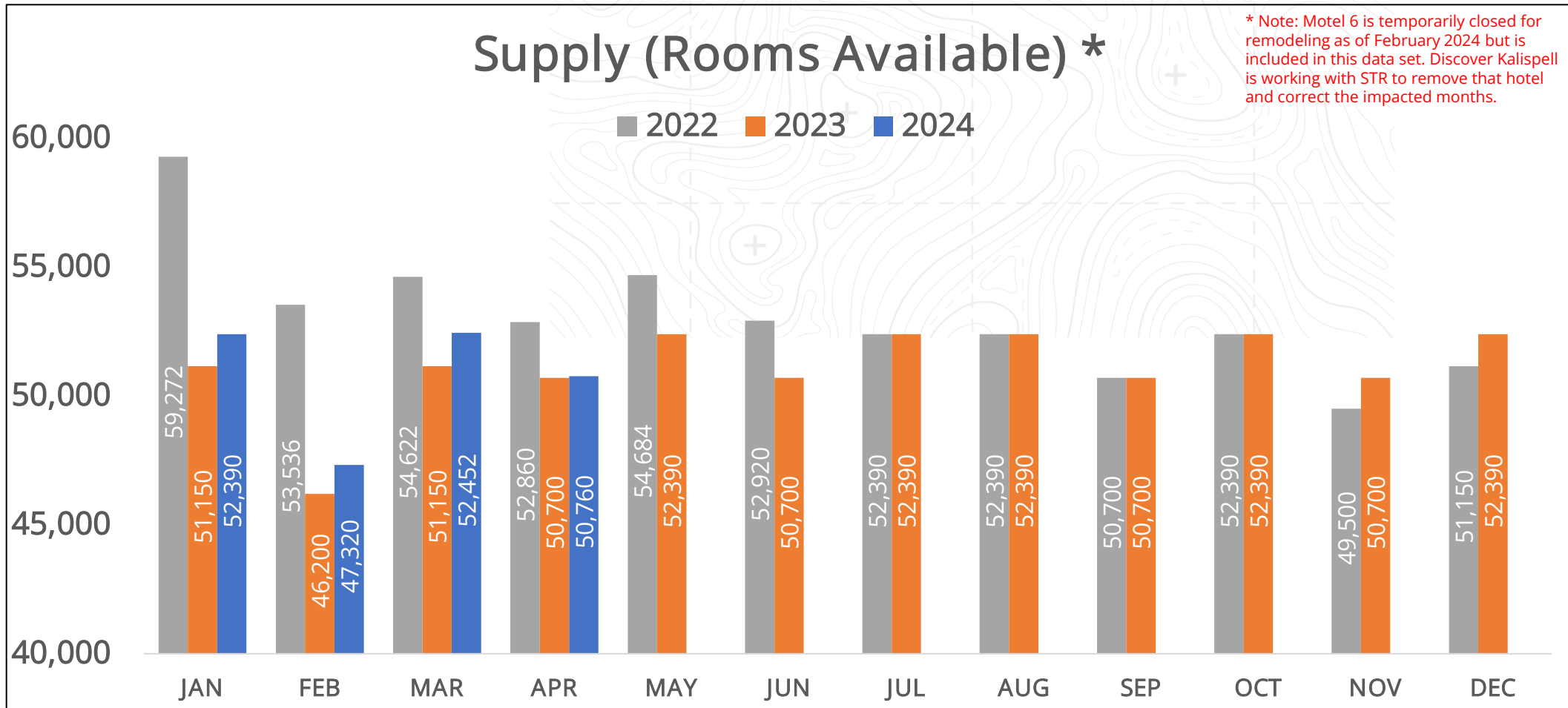
2022 Demand = 370,661

2023 Demand = 354,155



# Hotel Supply by Month

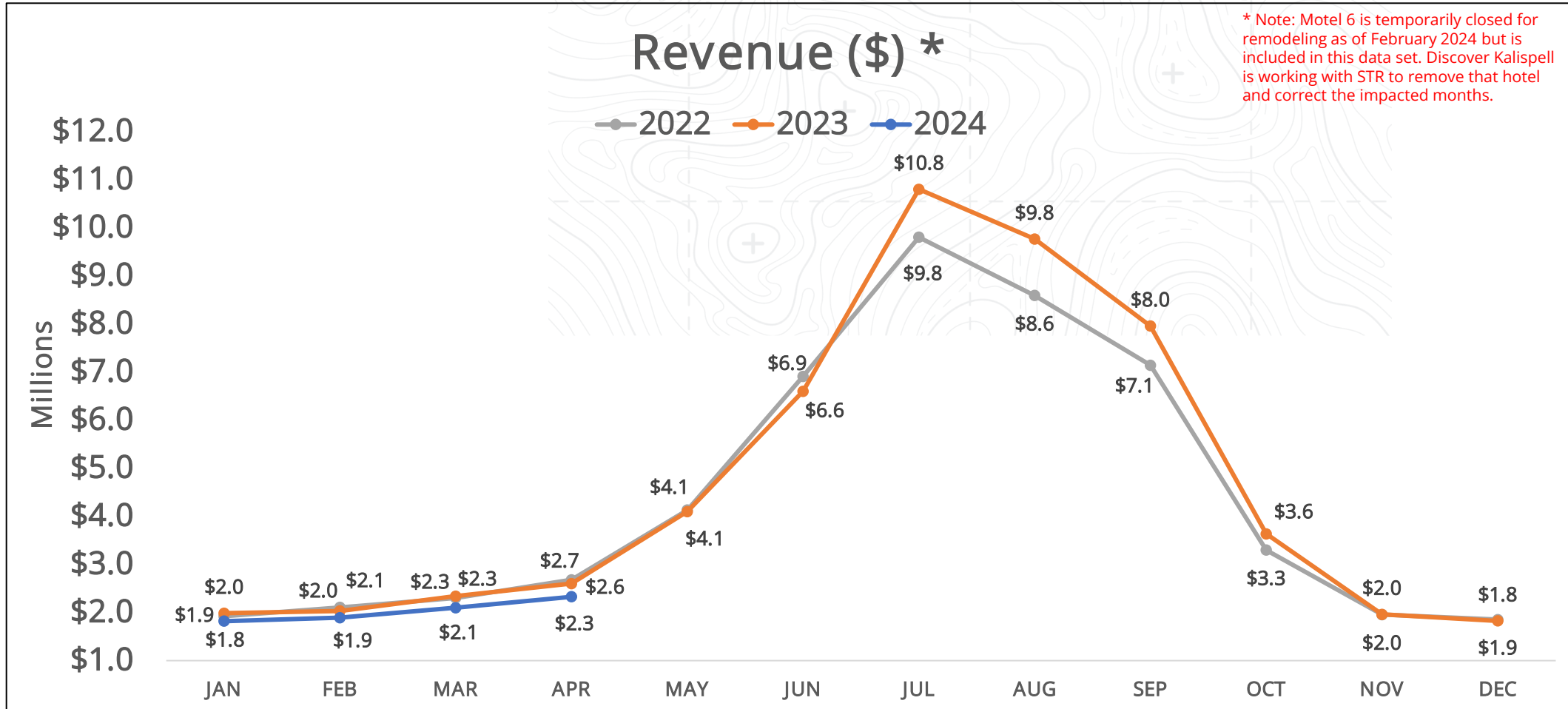
Kalispell hotel Demand decreased 13.5%, Supply increased 0.1%, and Total Revenue decreased 10.5% Year-Over-Year



2022 Supply = 636,414	2023 Supply = 613,250
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# Hotel Revenue by Month

Kalispell hotel Demand decreased 13.5%, Supply increased 0.1%, and Total Revenue decreased 10.5% Year-Over-Year



2022 Revenue = \$52.7M      2023 Revenue = \$55.7M

# AirDNA Short Term Rental Data (Airbnb & Vrbo listings)

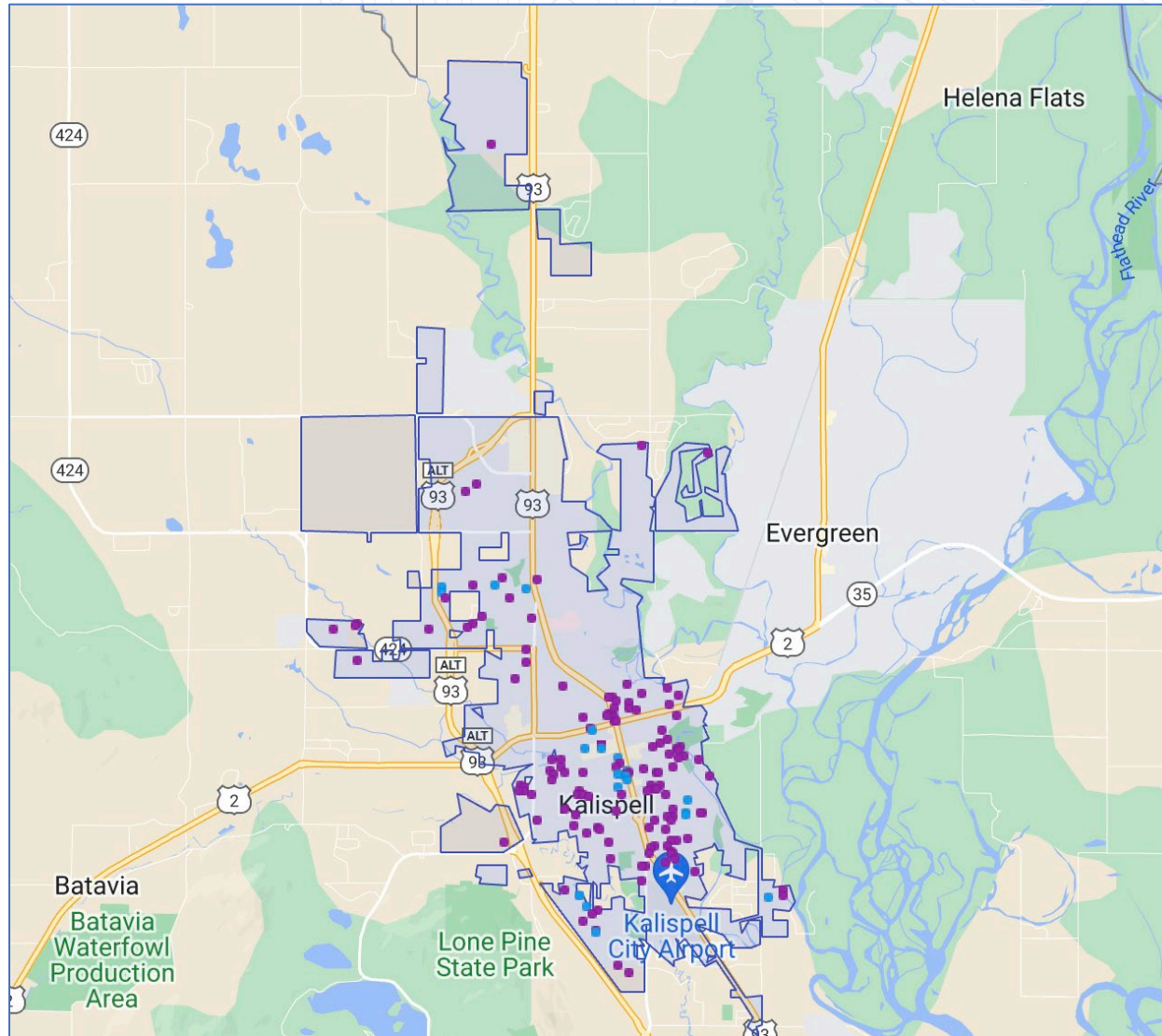


# AirDNA Short Term Rentals - Definitions

*Note: AirDNA Data is comprised exclusively of Airbnb and Vrbo listing data.*

- **Available Listings** – Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period.
- **Average Daily Rate** – Average daily rate (ADR) of booked nights in USD (ADR = Total Revenue / Booked Nights).
- **Demand (Nights)** – Total number of Booked Nights during the reporting period.
- **Occupancy Rate** – Occupancy Rate = Total Booked Days / (Total Booked Days + Total Available Days). Calculation only includes vacation rentals with at least one Booked Night.
- **Revenue (USD)** – Total revenue (in US dollars) earned during the reporting period. Includes the advertised price from the time of booking, as well as cleaning fees.
- **RevPAR** – Revenue Per Available Rental = ADR \* Occupancy Rate

# AirDNA Short Term Rentals – Geographical Boundary \*

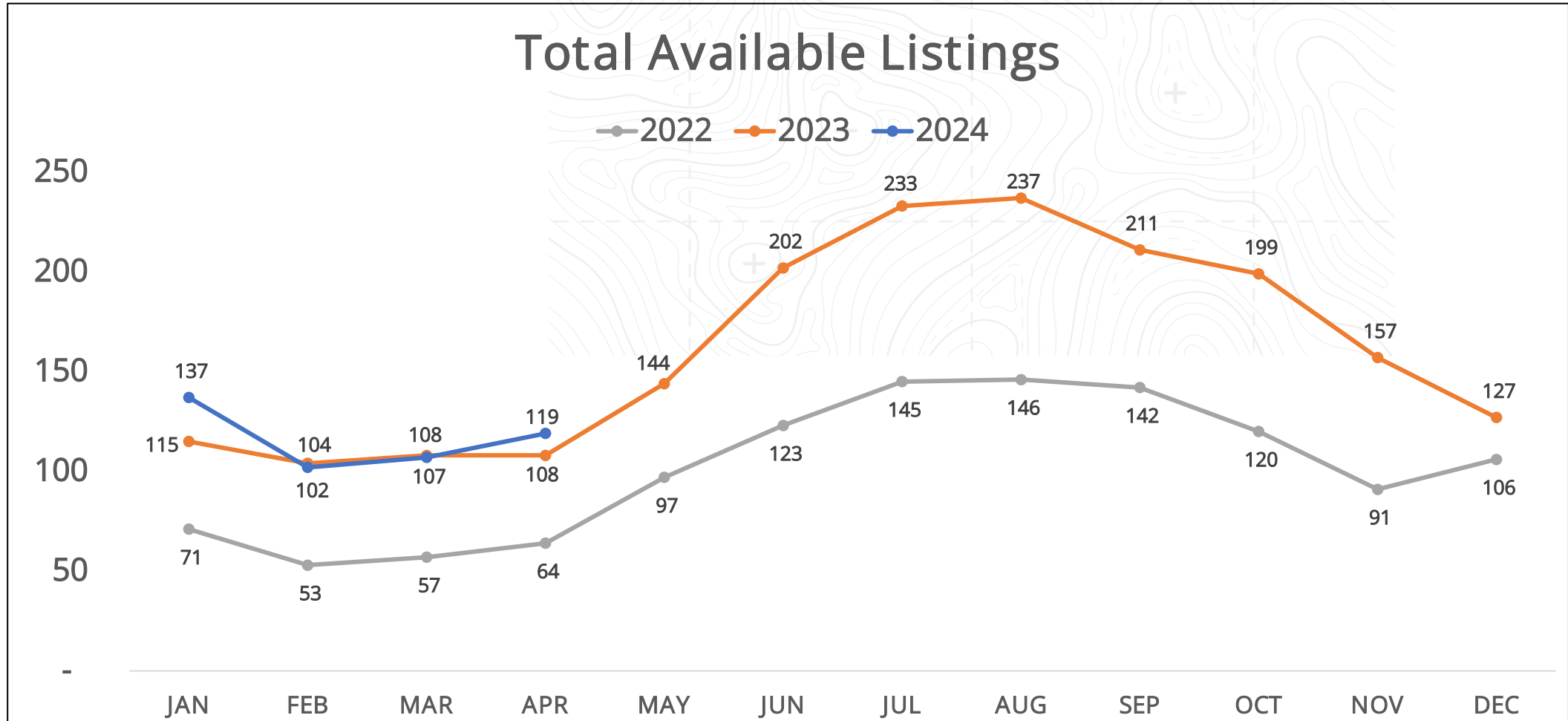


\*Kalispell City Limits



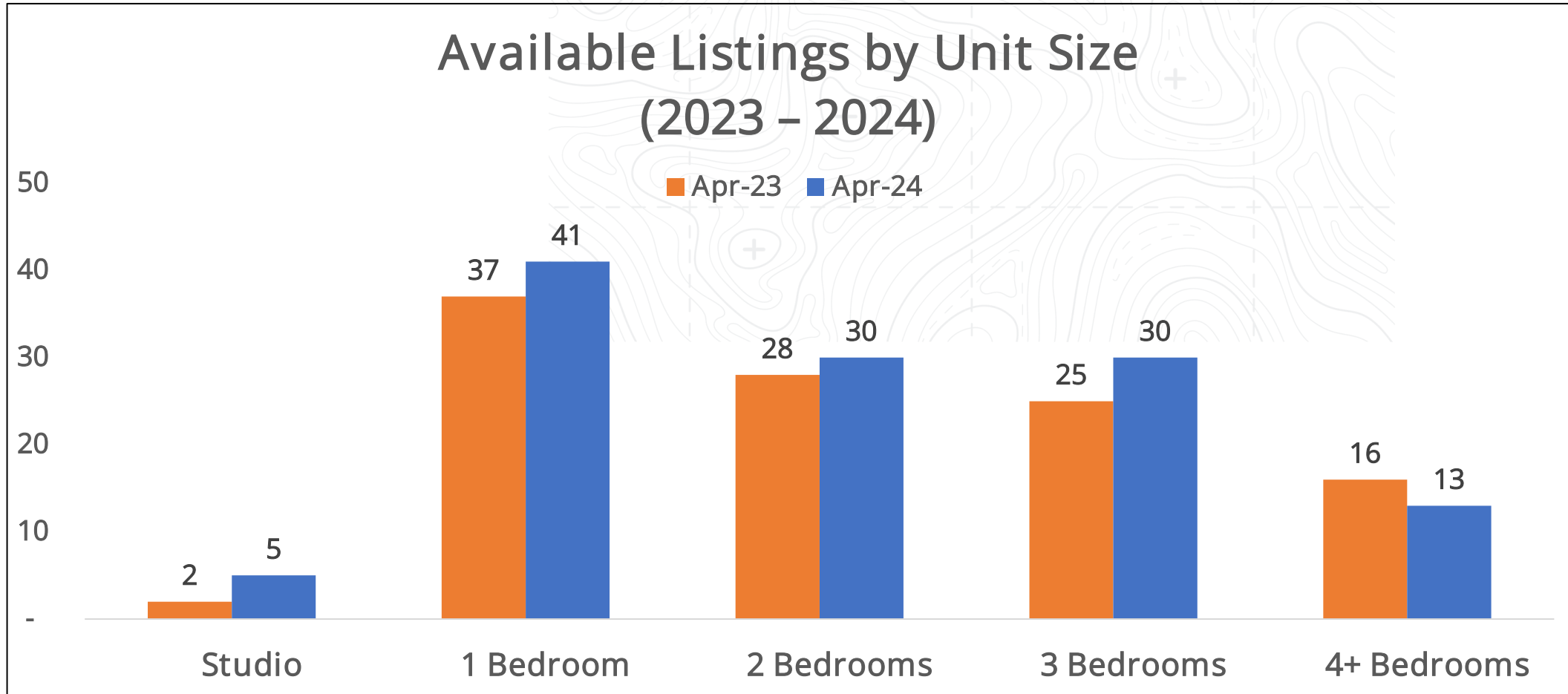
# AirDNA Short Term Rentals - Available Listings

Kalispell Short Term Rental Available Listings increased 10.2% Year-Over-Year



# AirDNA Short Term Rentals - Unit Size

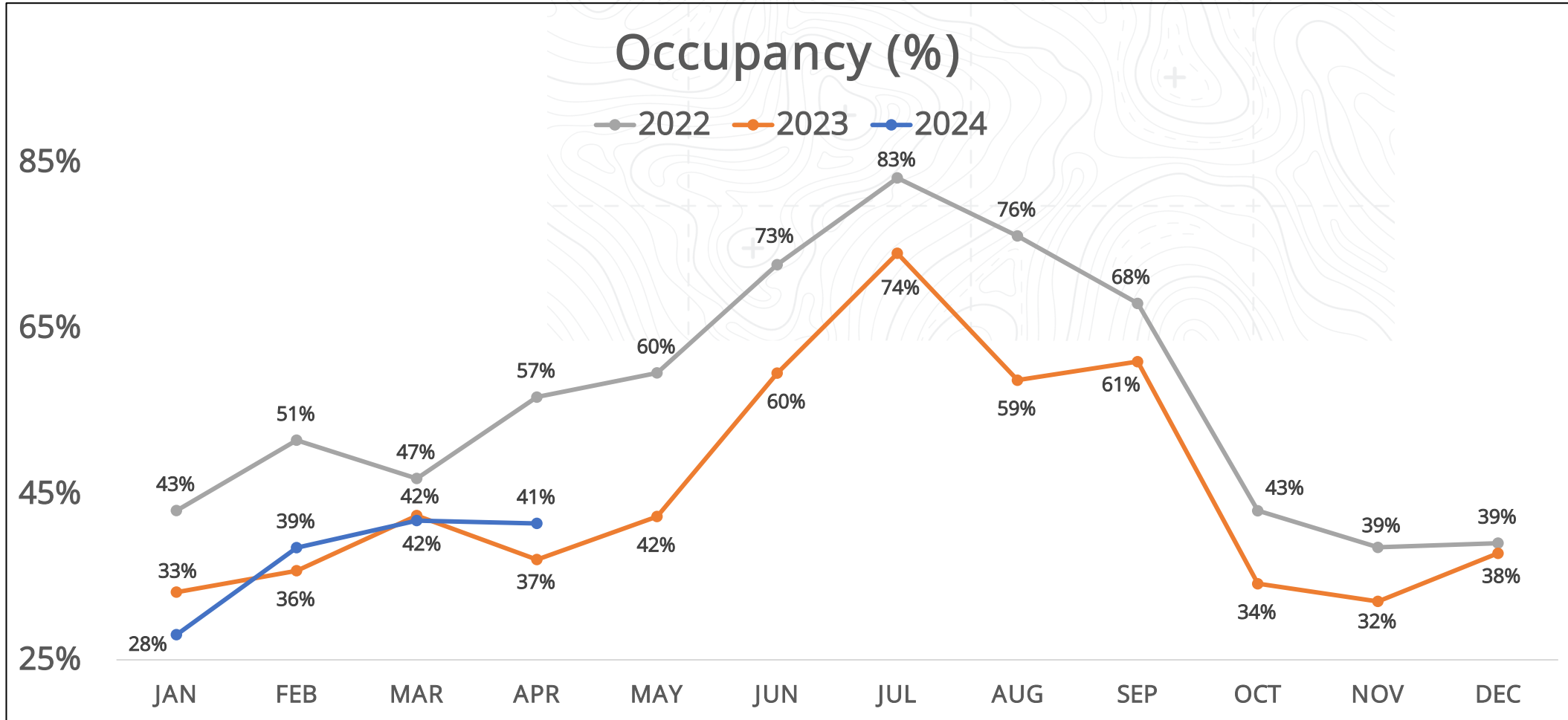
Kalispell Short Term Rental 3-Bedroom Listings increased 20.0% and 4-Bedroom Listings decreased 18.8% Year-Over-Year





# AirDNA Short Term Rentals – Occupancy

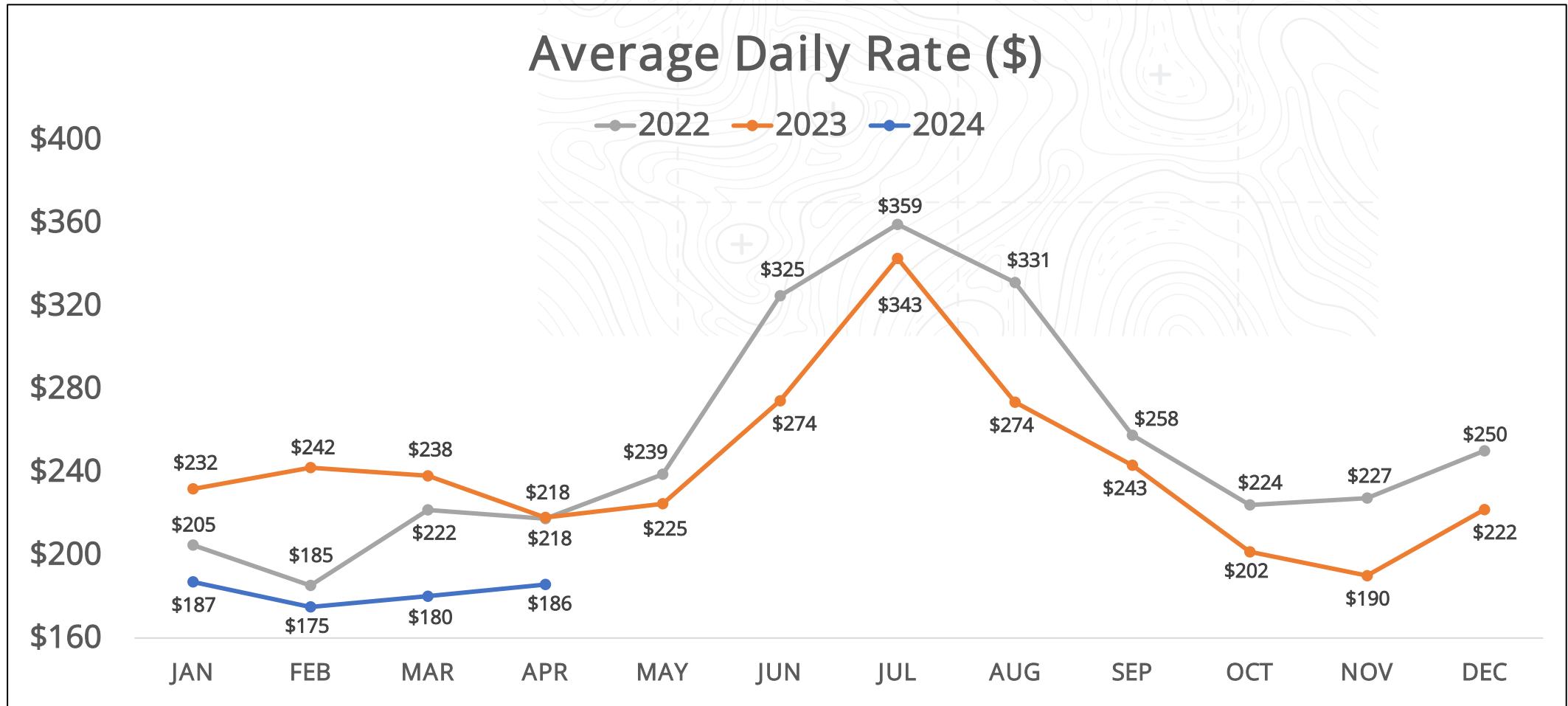
Kalispell Short Term Rental Occupancy increased 11.7%, ADR decreased 14.8%, and RevPAR decreased 4.8% Year-Over-Year





# AirDNA Short Term Rentals - ADR

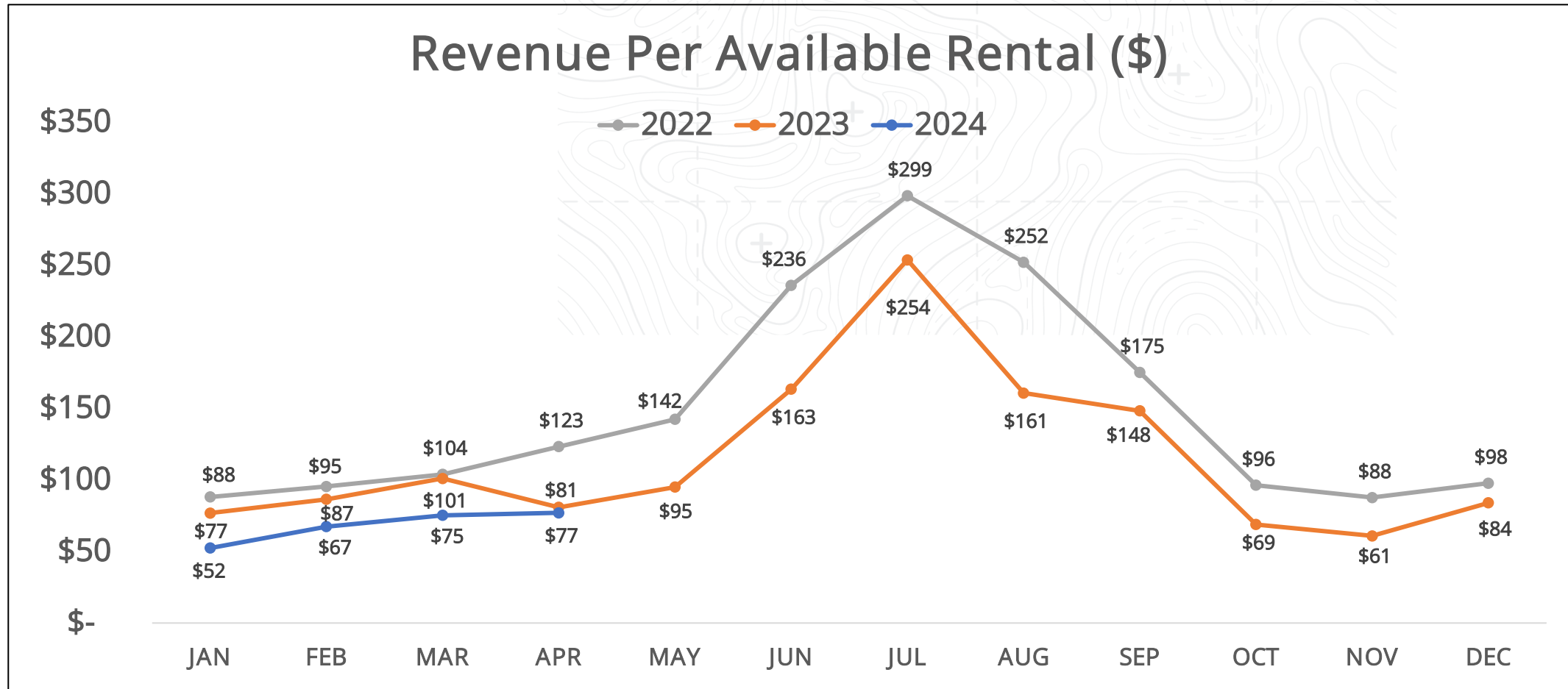
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# AirDNA Short Term Rentals - RevPAR

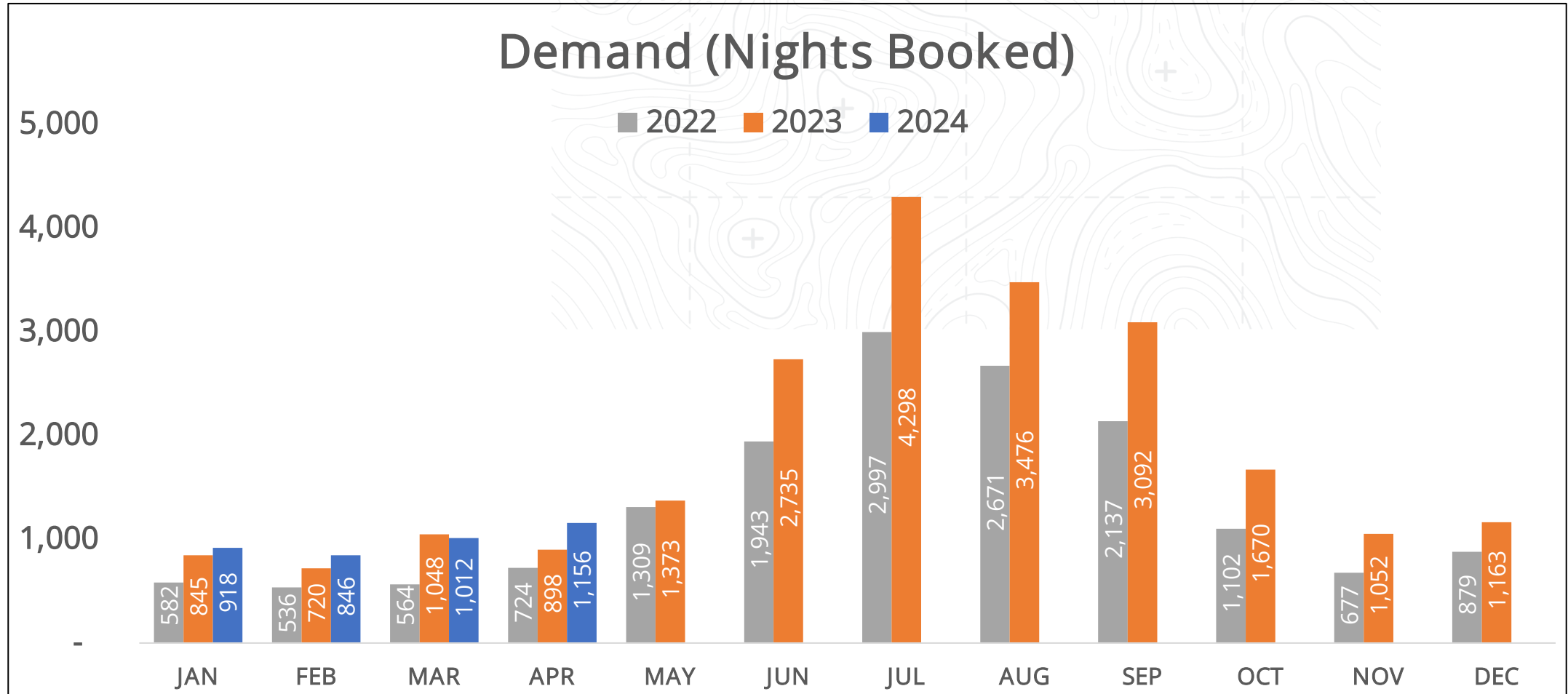
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# AirDNA Short Term Rentals – Demand

Kalispell Short Term Rental Demand increased 28.7%, Supply increased 15.2%, and Total Revenue increased 9.7% Year-Over-Year

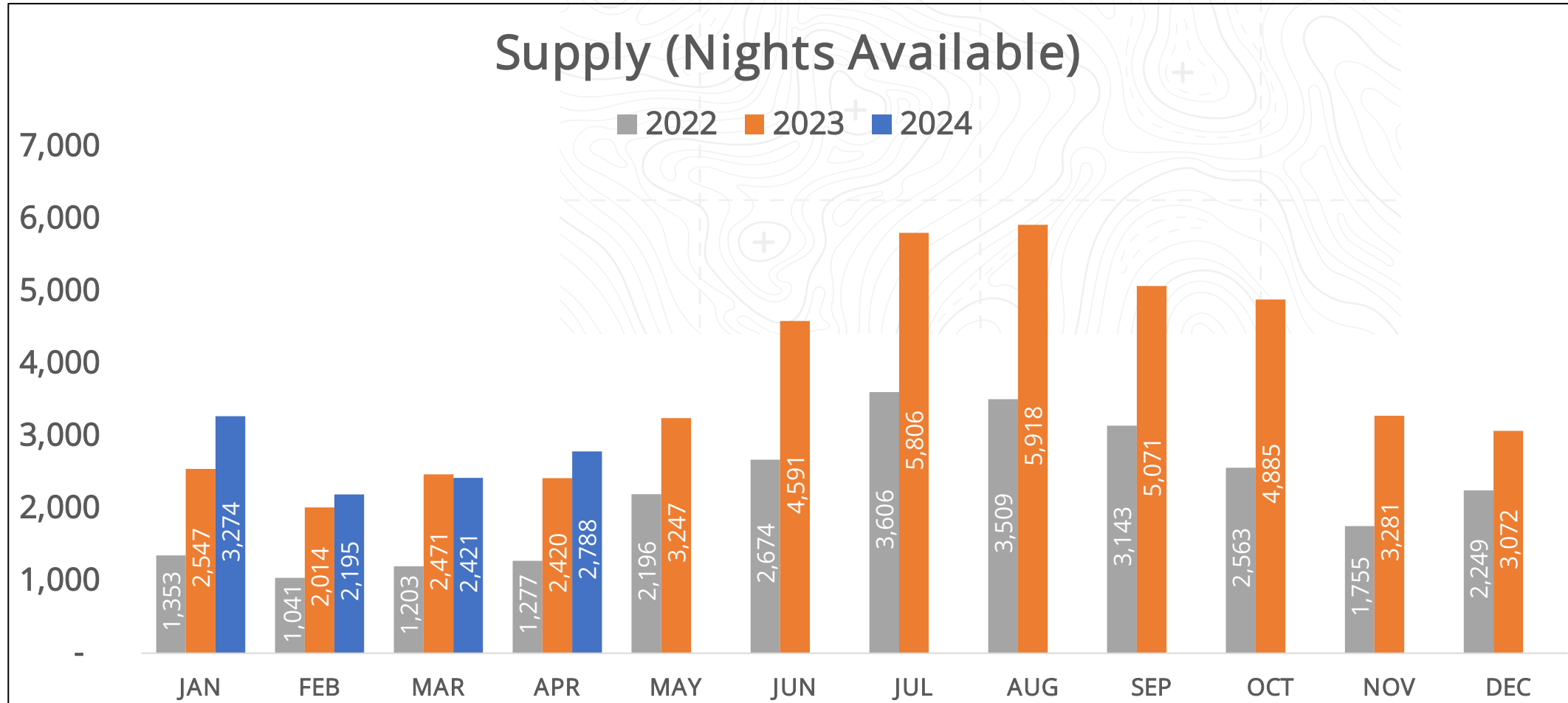






# AirDNA Short Term Rentals – Supply

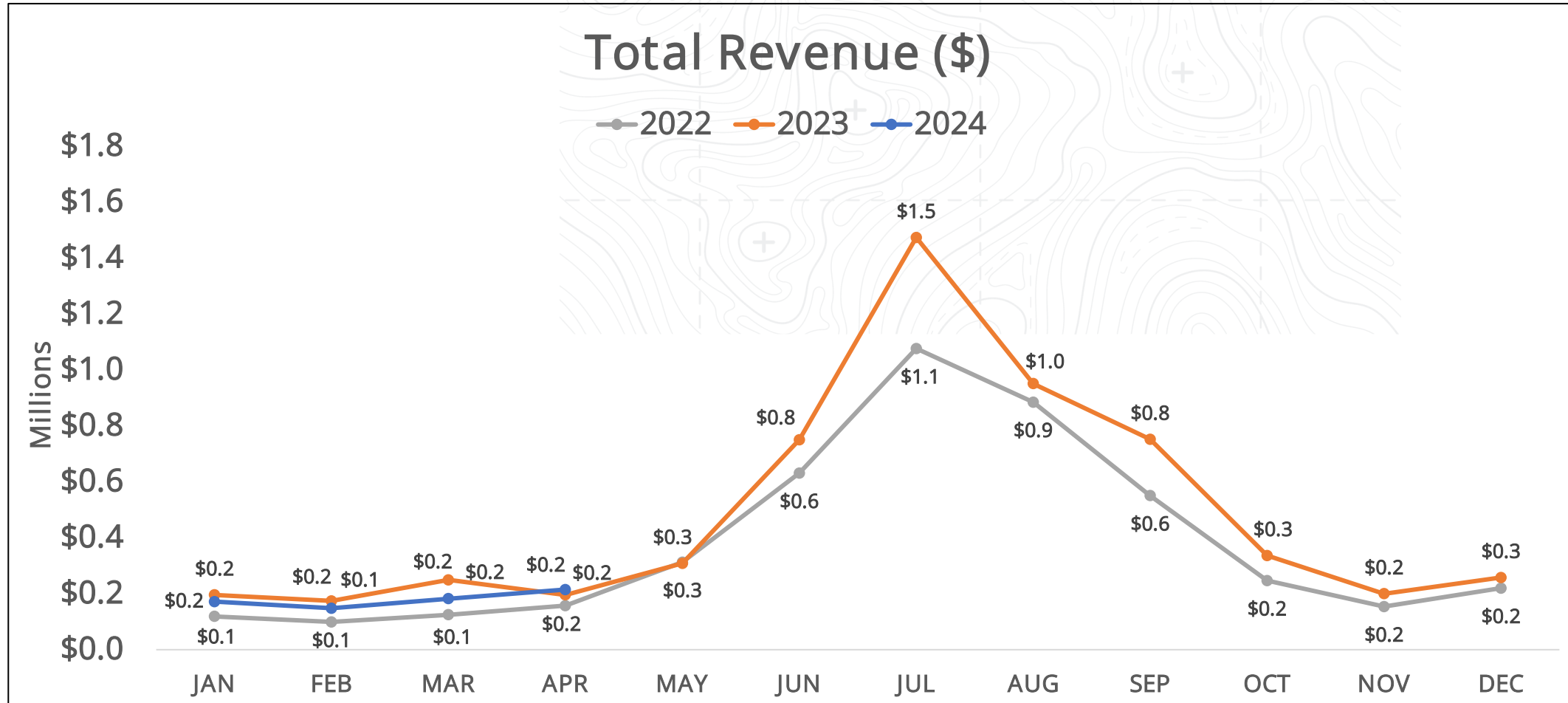
Kalispell Short Term Rental Demand increased 28.7%, Supply increased 15.2%, and Total Revenue increased 9.7% Year-Over-Year





# AirDNA Short Term Rentals – Total Revenue

Kalispell Short Term Rental Demand increased 28.7%, Supply increased 15.2%, and Total Revenue increased 9.7% Year-Over-Year



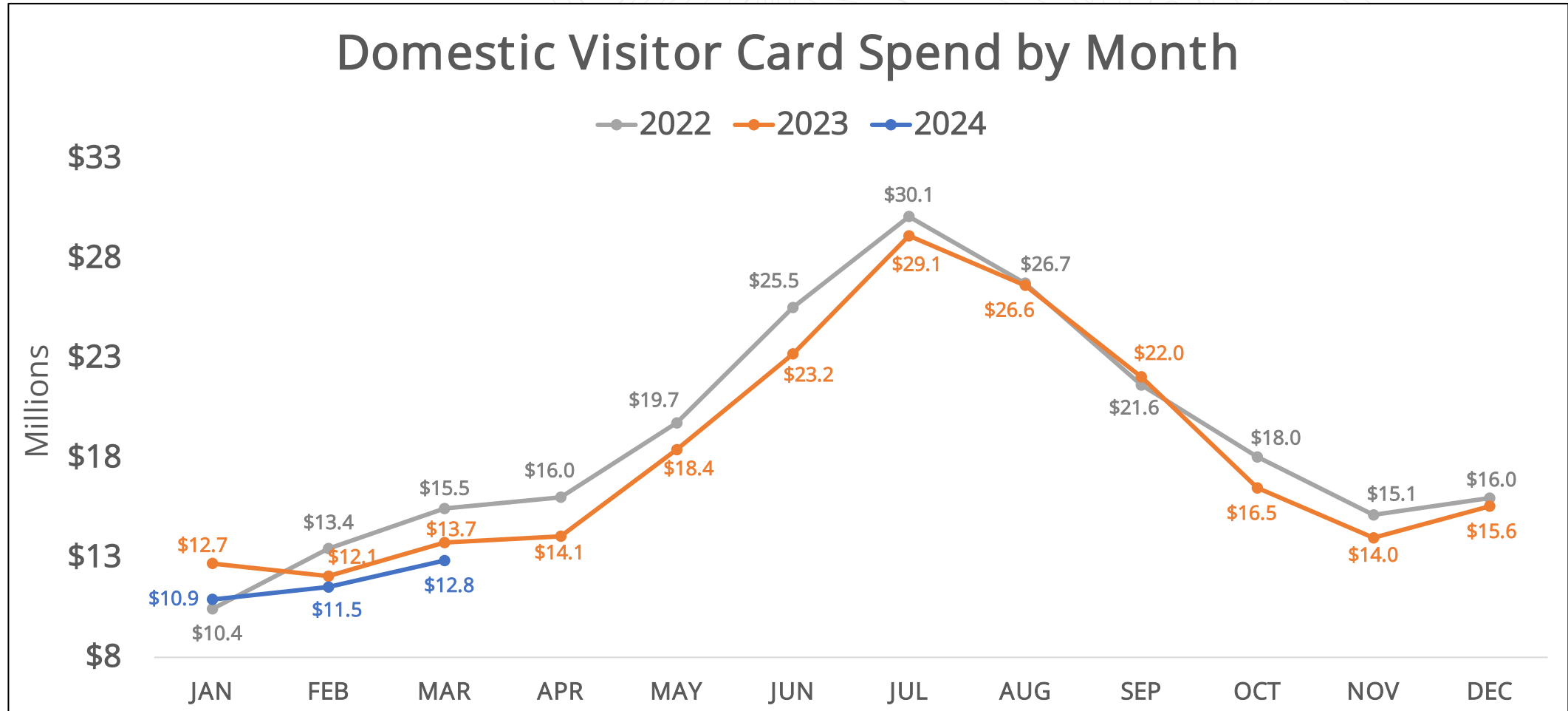
SECTION 04.

# Visa Destination Insights



# Visa – Domestic Visitor Spending

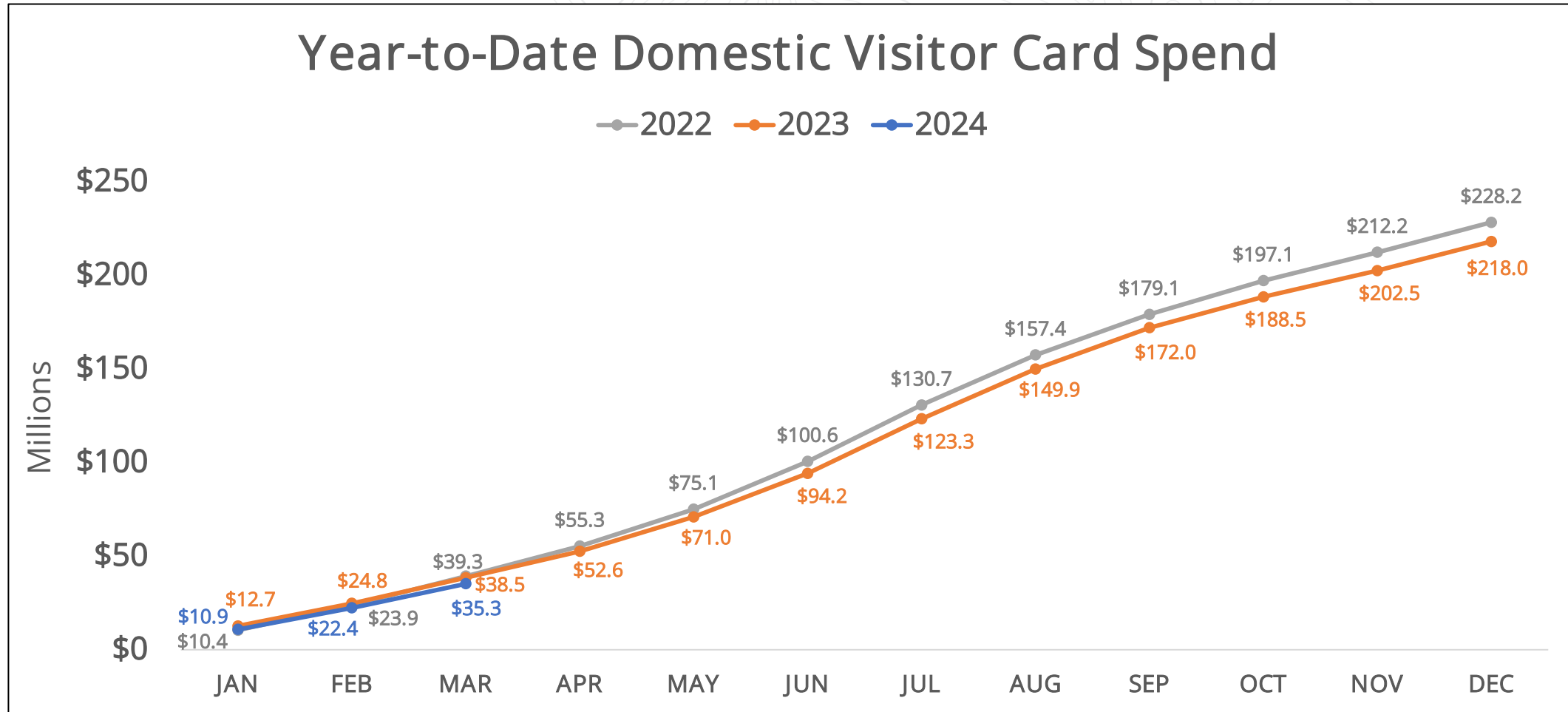
Kalispell Domestic Visitor Visa Card Spend decreased 6.6% and Year-to-Date Spend decreased 8.4% Year-Over-Year





# Visa – Domestic Visitor Spending

Kalispell Domestic Visitor Visa Card Spend decreased 6.6% and Year-to-Date Spend decreased 8.4% Year-Over-Year





# Visa – Domestic Visitor Origin (January – March 2024)

Rank	Origin Market	Spend (\$)	YoY % Change	Card Count	YoY % Change
1	Missoula, MT	\$1,571,711	16%	14,268	49%
2	Seattle-Tacoma-Bellevue, WA	\$626,781	-16%	3,090	-2%
3	Bozeman, MT	\$400,911	-4%	2,714	-14%
4	Great Falls, MT	\$377,929	-4%	2,545	-15%
5	Helena, MT	\$371,568	-8%	2,989	-5%
6	Los Angeles-Long Beach-Anaheim, CA	\$353,151	-5%	1,547	-8%
7	Portland-Vancouver-Hillsboro, OR-WA	\$286,077	-23%	1,618	-16%
8	Phoenix-Mesa-Chandler, AZ	\$285,985	12%	1,559	26%
9	Billings, MT	\$275,575	6%	1,462	0%
10	Spokane-Spokane Valley, WA	\$266,351	-11%	2,108	-7%
11	San Diego-Chula Vista-Carlsbad, CA	\$203,264	-9%	825	-3%
12	Minneapolis-St. Paul-Bloomington, MN-WI	\$196,983	-1%	1,085	-12%
13	Coeur d'Alene, ID	\$187,683	-19%	1,335	-14%
14	Las Vegas-Henderson-Paradise, NV	\$164,255	-7%	693	-13%
15	Denver-Aurora-Lakewood, CO	\$163,243	-5%	1,111	8%

SECTION 05.

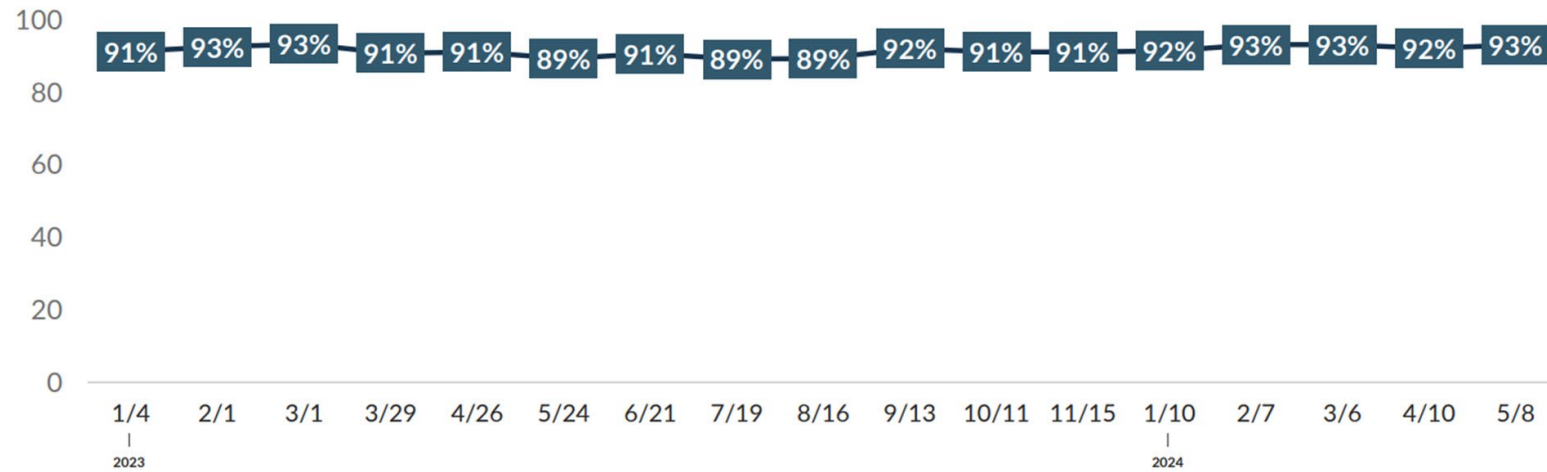
# Consumer Sentiment Data

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 85

\*Survey Fielded May 8, 2024; US National Sample of 1,000 adults 18+

## IMPACT ON TRAVEL PLANS

### Travelers with Travel Plans in the Next Six Months Comparison



\*Note: Data spanning multiple years, beginning from 1/4/2023.  
Travel Sentiment Study Wave 85

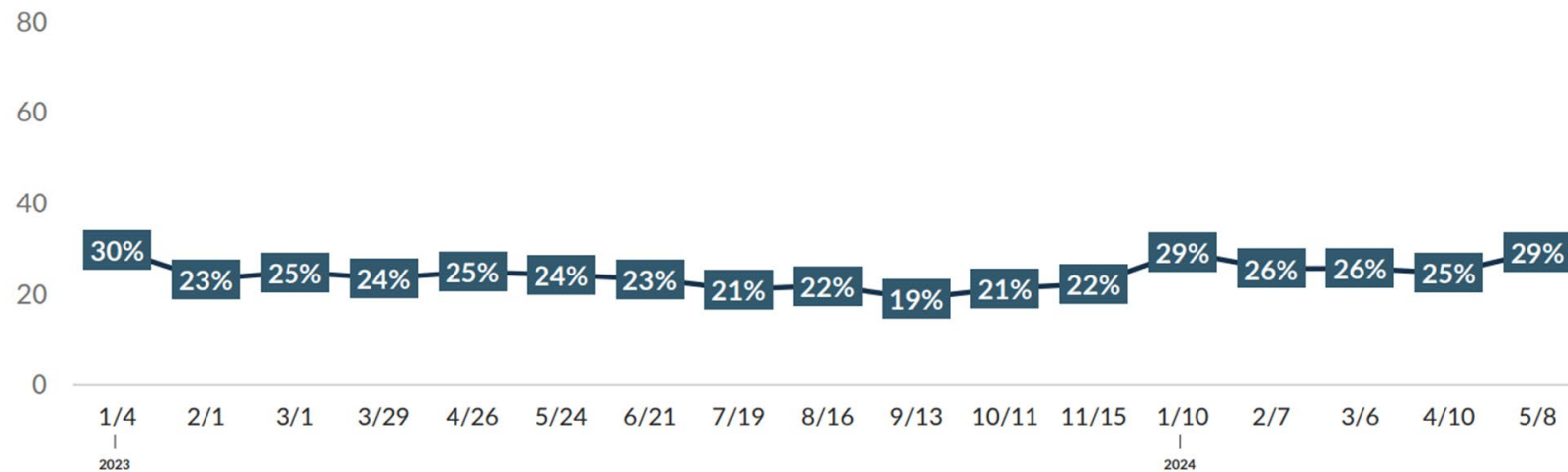


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## IMPACT ON TRAVEL PLANS

Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months



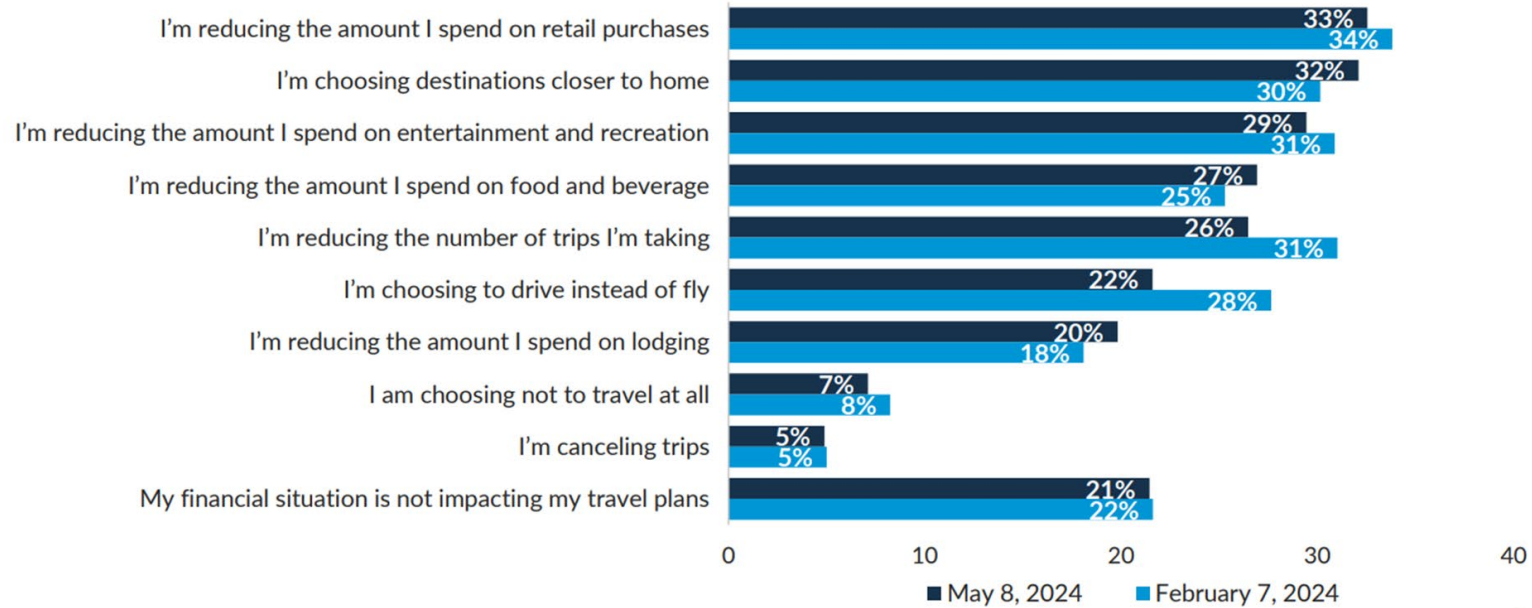
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Travel Sentiment Study Wave 85

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 85

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## IMPACT ON TRAVEL PLANS

### Impact of Personal Financial Situation on Travel Plans



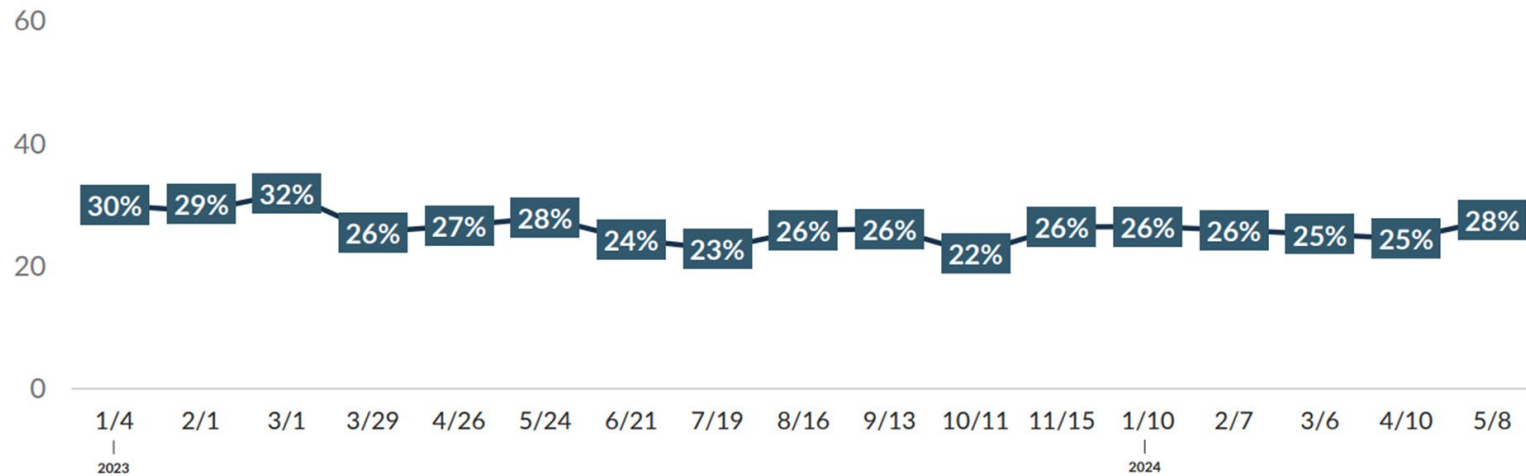
Travel Sentiment Study Wave 85

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 85

\*Survey Fielded May 8, 2024; US National Sample of 1,000 adults 18+

## IMPACT ON TRAVEL PLANS

Indicated that Inflation Would Greatly Impact their Decision to Travel in the Next Six Months



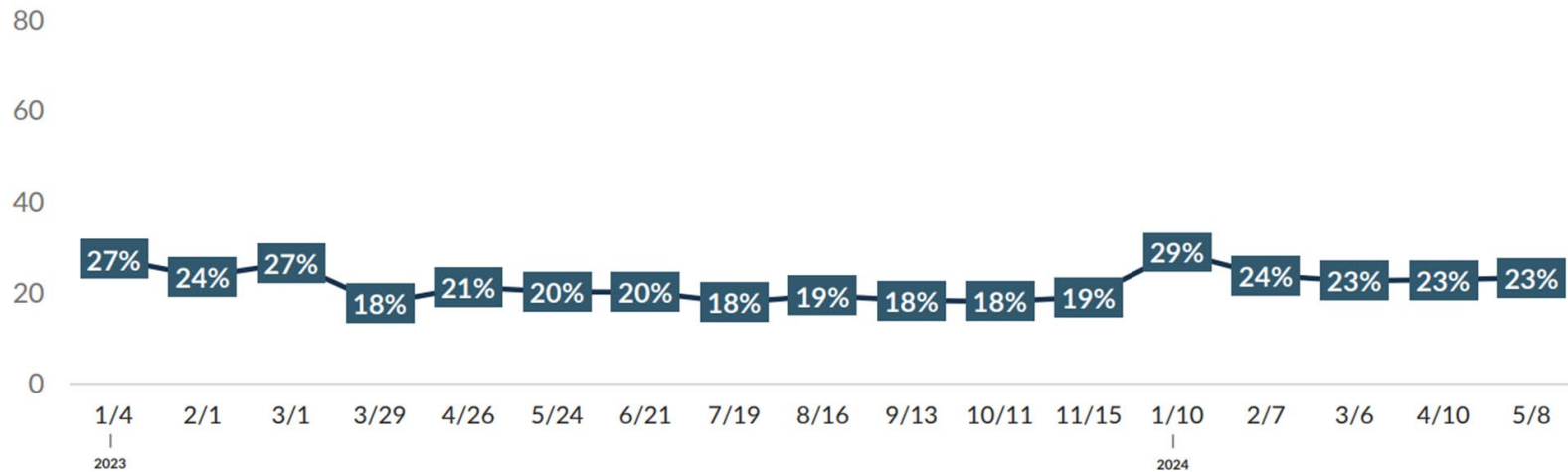
\*Note: Data spanning multiple years, beginning from 1/4/2023.  
Travel Sentiment Study Wave 85

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 85

\*Survey Fielded May 8, 2024; US National Sample of 1,000 adults 18+

## IMPACT ON TRAVEL PLANS

Indicated that Transportation Costs Would Greatly Impact their Decision to Travel in the Next Six Months



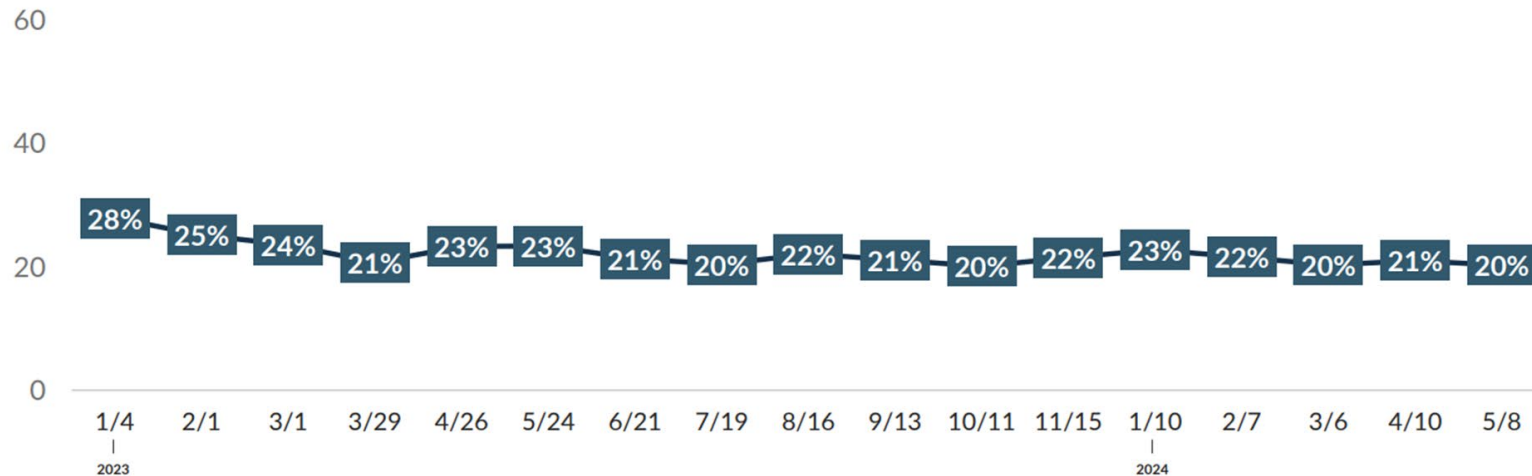
\*Note: Data spanning multiple years, beginning from 1/4/2023.  
Travel Sentiment Study Wave 85

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 85

\*Survey Fielded May 8, 2024; US National Sample of 1,000 adults 18+

## IMPACT ON TRAVEL PLANS

Indicated that Gas Prices Would Greatly Impact their Decision to Travel in the Next Six Months



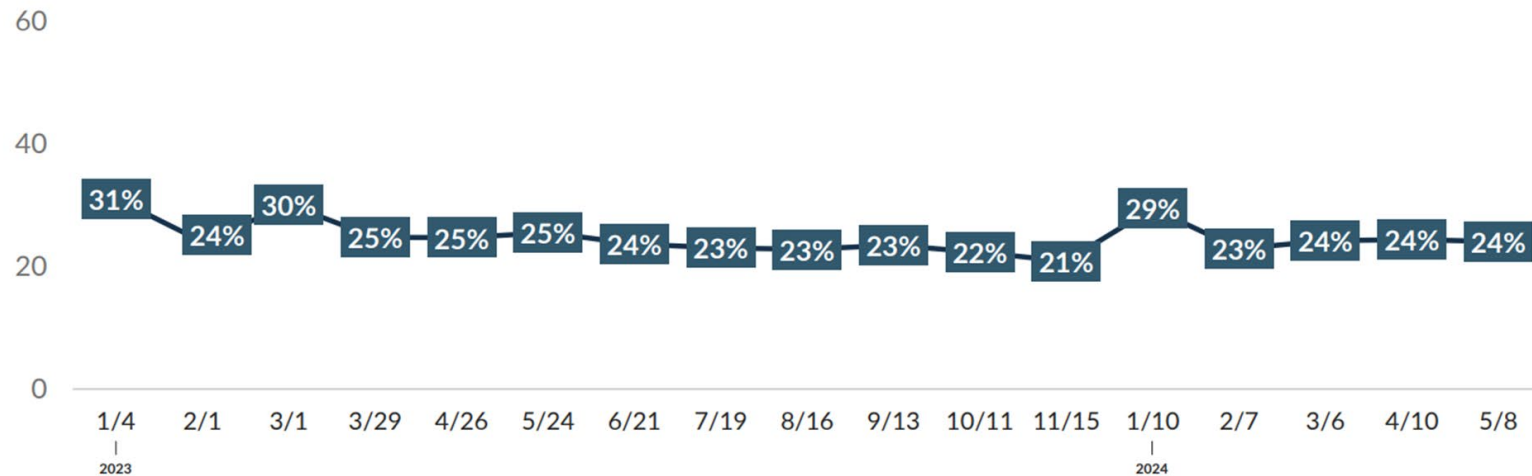
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Travel Sentiment Study Wave 85

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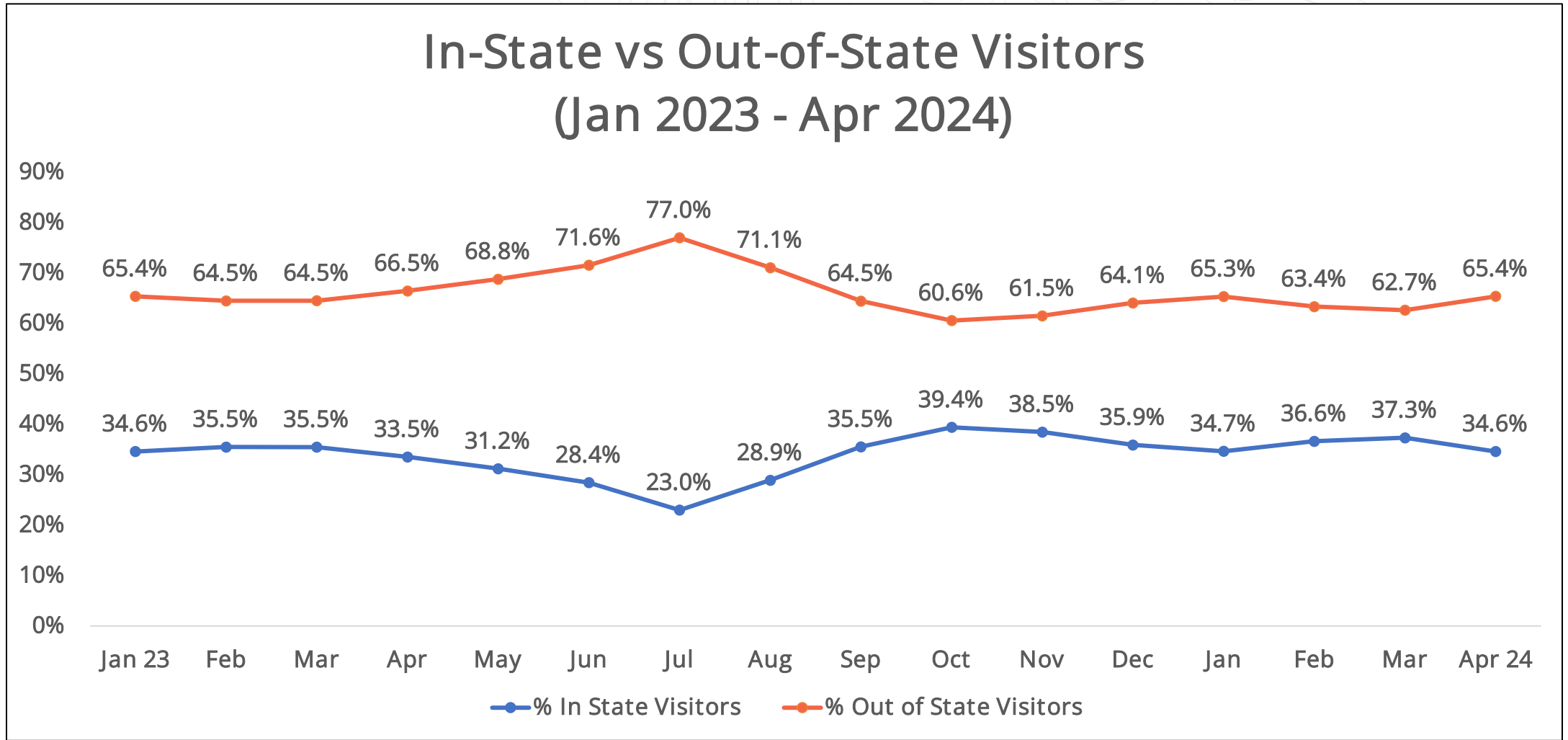
## IMPACT ON TRAVEL PLANS

Indicated that Airfare Prices Would Greatly Impact their Decision to Travel in the Next Six Months

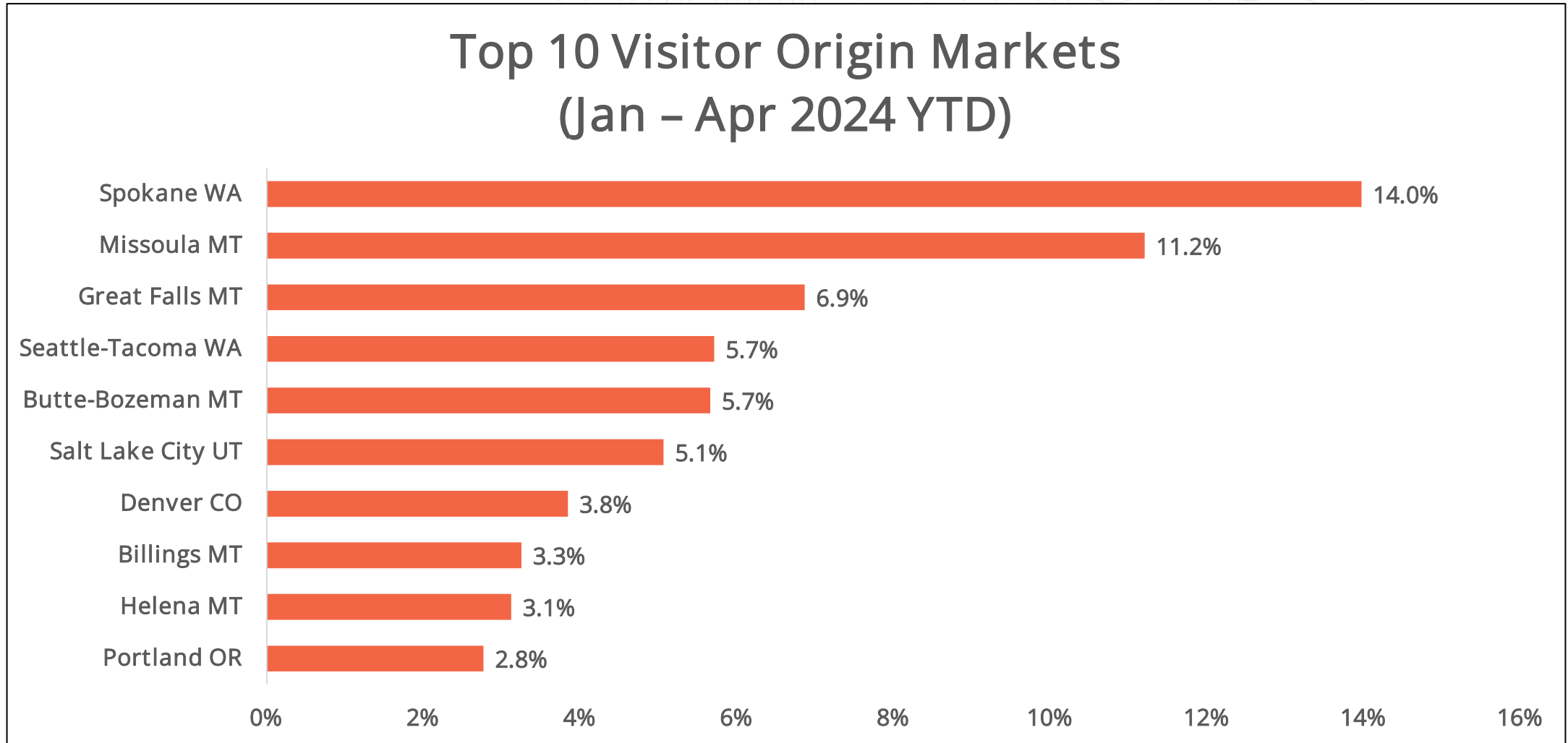


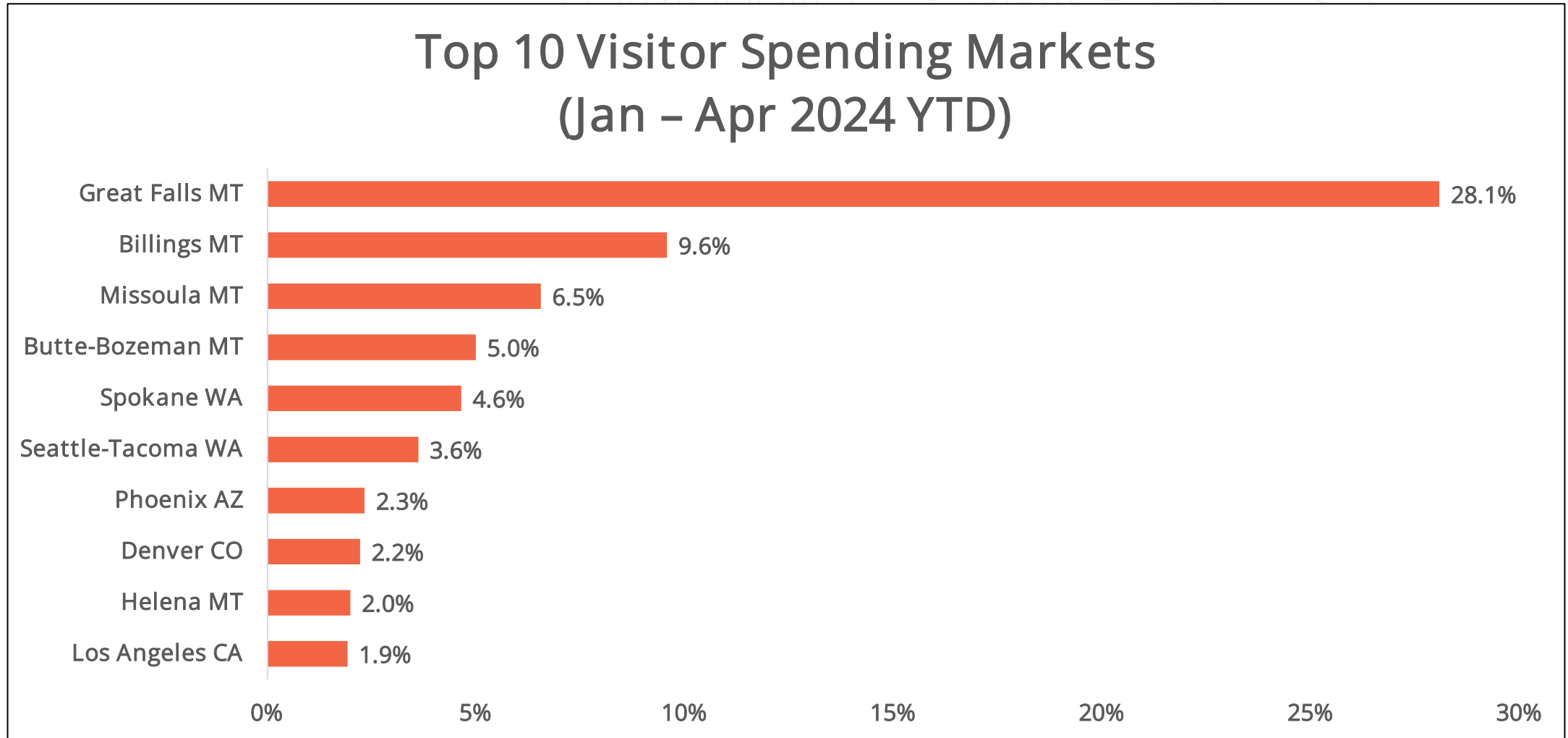
\*Note: Data spanning multiple years, beginning from 1/4/2023.  
Travel Sentiment Study Wave 85

# Zartico Geolocation Data

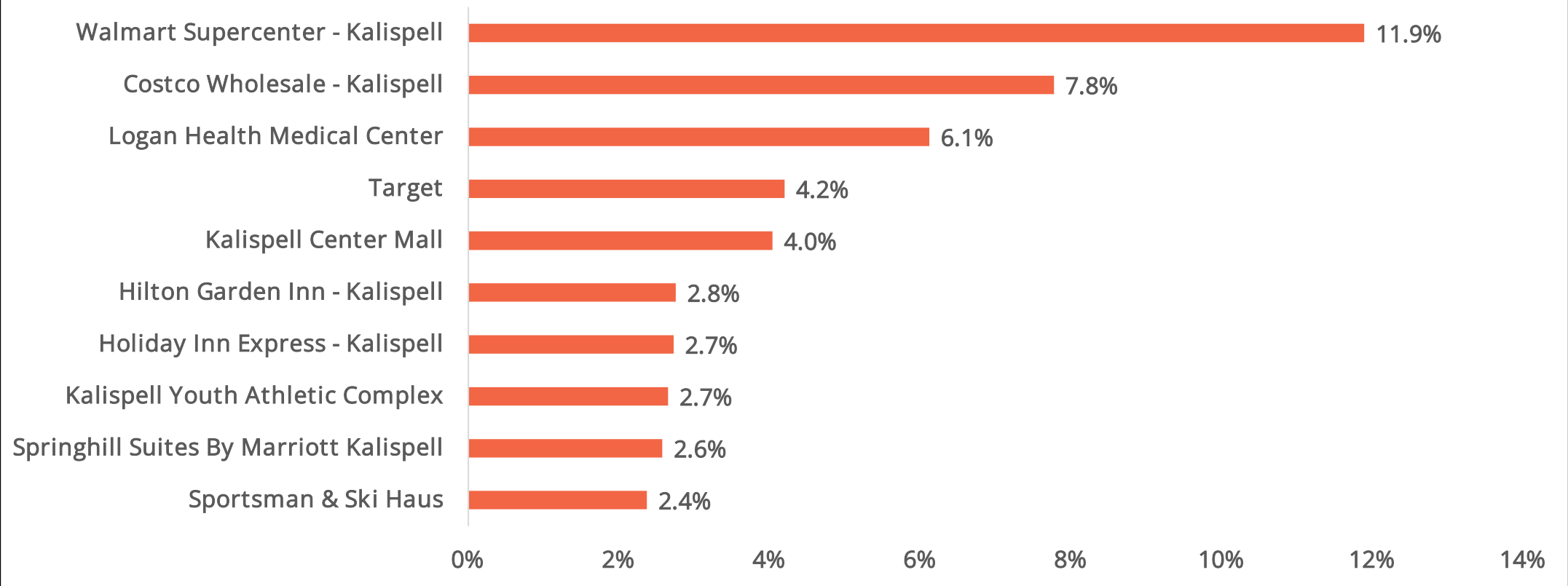


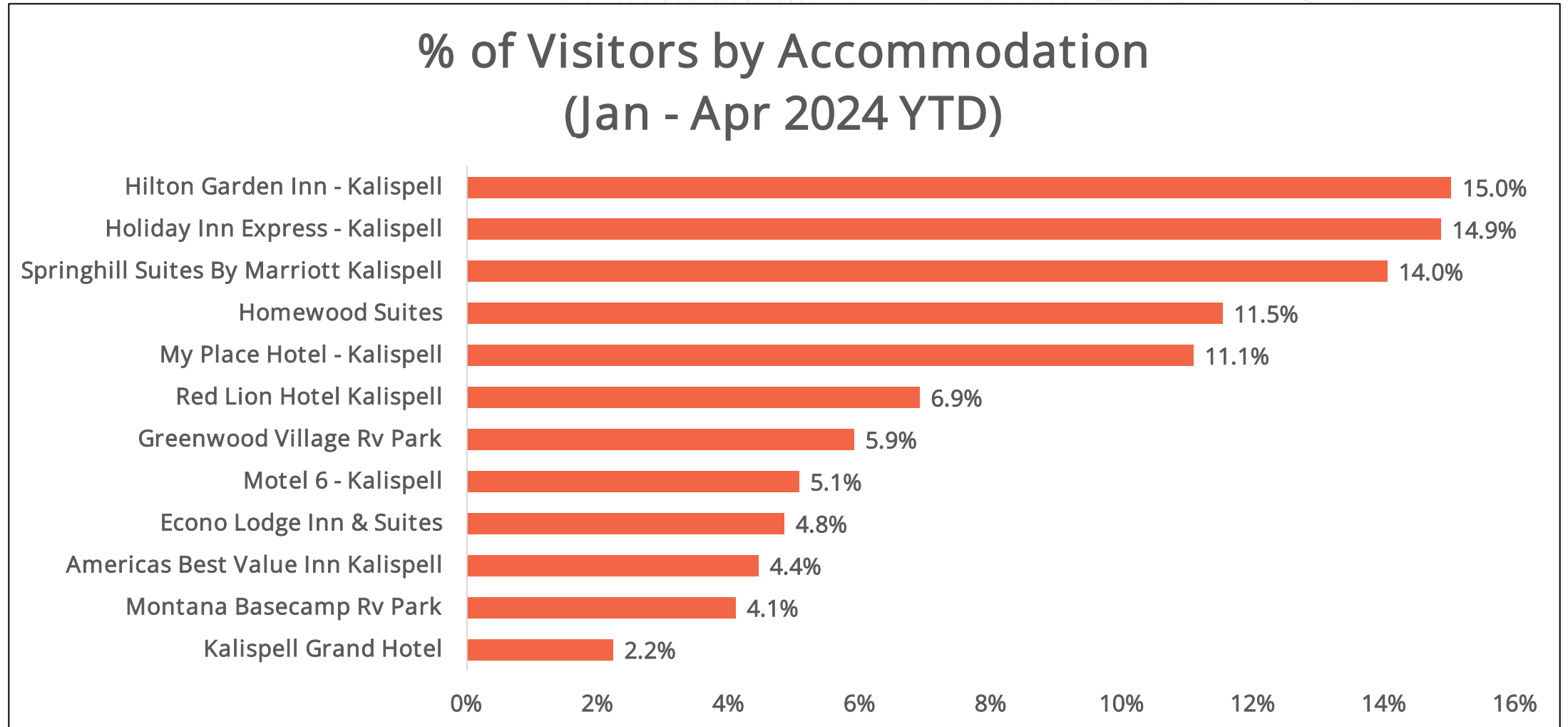




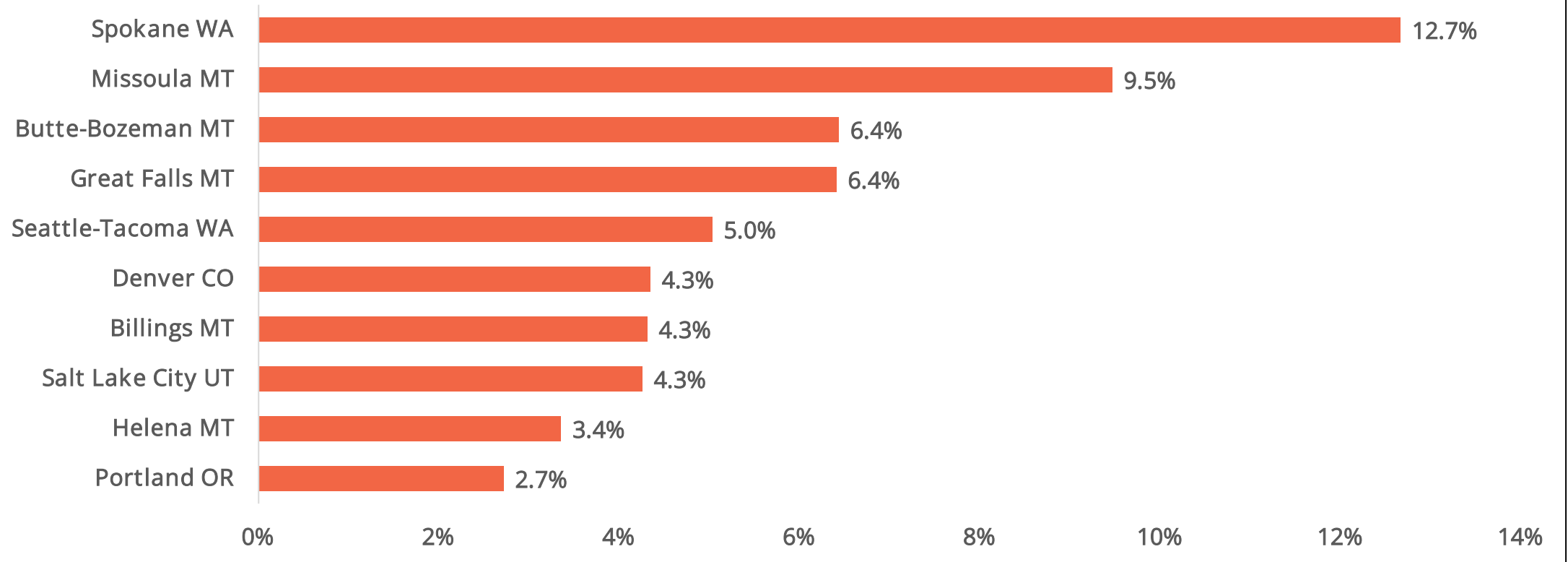


## Top 10 Visitor POIs - % of Visitation (Jan - Apr 2024 YTD)





## Accommodations - Top 10 Visitor Origin Markets (Jan - Apr 2024 YTD)





Thank You!

