



Monthly Research Update

September 2024

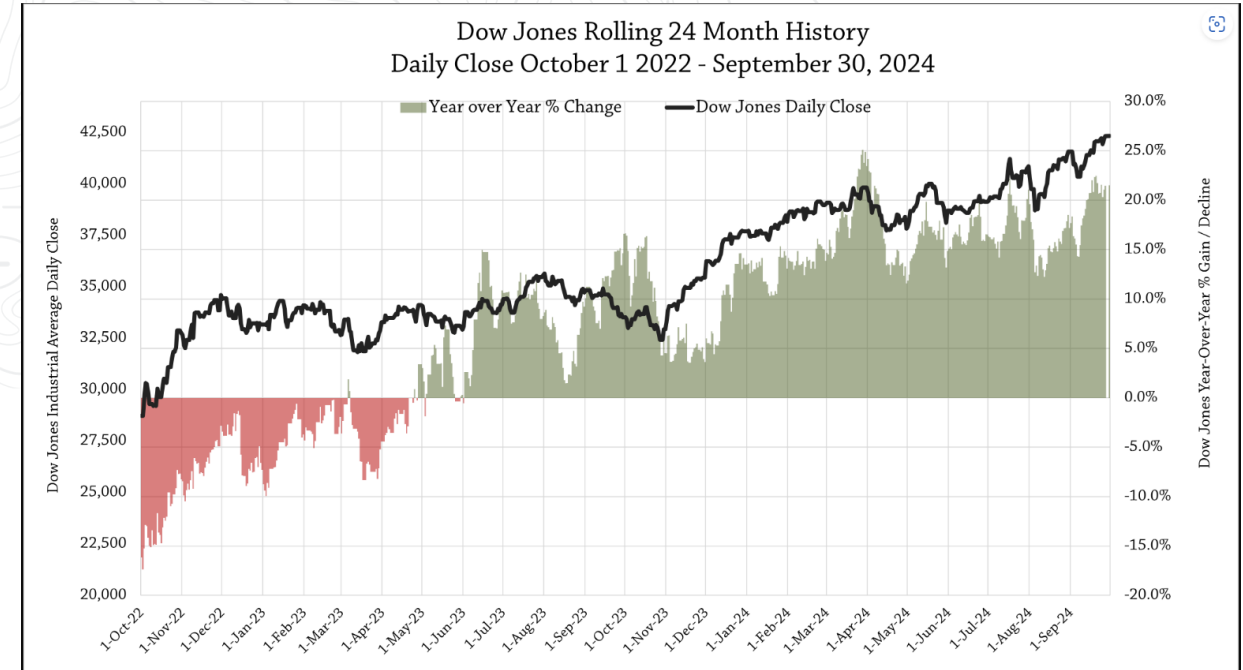
Kalispell Tourism Trends

- Glacier Park International Airport saw Year-over-Year (YoY) passenger growth slow to its lowest level since April, but still increasing by 9.0% in September (rather than by double digits as in previous months) compared to same month last year. The airport greeted 105,577 passengers for the month, bringing the calendar YTD total to 822,803 – up 12.1% over 2023.
- Kalispell hotels have seen lower monthly room night Demand in recent months, with September's Demand dropping by 2.7% compared to last year. However, Supply dropped by 3.6% YoY (largely due to the Quality Inn being closed in April due to fire), giving the illusion of higher Occupancy (+1.0%) compared to 2023.
 - Average Daily Rate remains tightly bound to 2023 levels, increasing by only 0.9% YoY in September to settle at \$191. Paired with the decrease in Demand, hotel Revenue was down 1.8% YoY.
- Short-term rental Demand continues to surge in Kalispell in 2024, growing by 10.7% YoY in September to 3,376 room nights sold. Supply also remains elevated compared to 2023 levels, growing by 5.5% YoY in September to 5,291 available room nights.
 - Short-term rentals averaged 64% Occupancy for the month, 4.9% higher than same month last year.
 - Total Available Listings grew 2.4% YoY, with 1-Bedroom listings growing the most at 9.5%.
 - ADR increased 7.1% in September to reach \$257 – just shy of besting the \$258 achieved in September 2022. And as Demand outpaced Supply growth, this positivity led short-term rental Revenue to grow an impressive 18.6% YoY.

U.S. Market Review

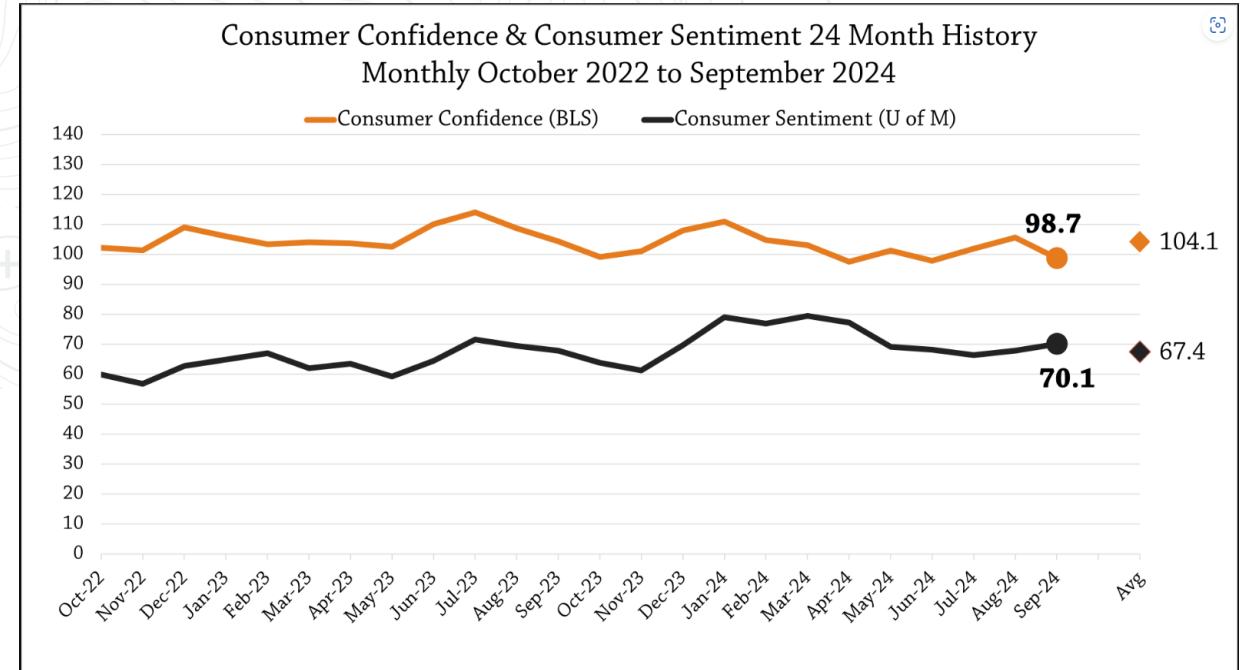
The Dow Jones Industrial Average

- “Dow Jones Industrial Average (DJIA) was all about upward momentum in September, gaining 1.85 percent, or 767.1 points, to close the month at 42,330.15 points, the highest monthly close in the index’s history. This is the tenth gain in the DJIA in the last 11 months and essentially a continuation of the 1.8 percent gain recorded in August.”
- “The Dow is currently a dramatic 26.3 percent/8,822 points higher than last September and a staggering 66.5 percent higher than just before the pandemic in February 2020.”
- “The strength in financial markets is a bit of a paradox; while Wall Street booms, consumers can’t shake-off price sensitivity.”



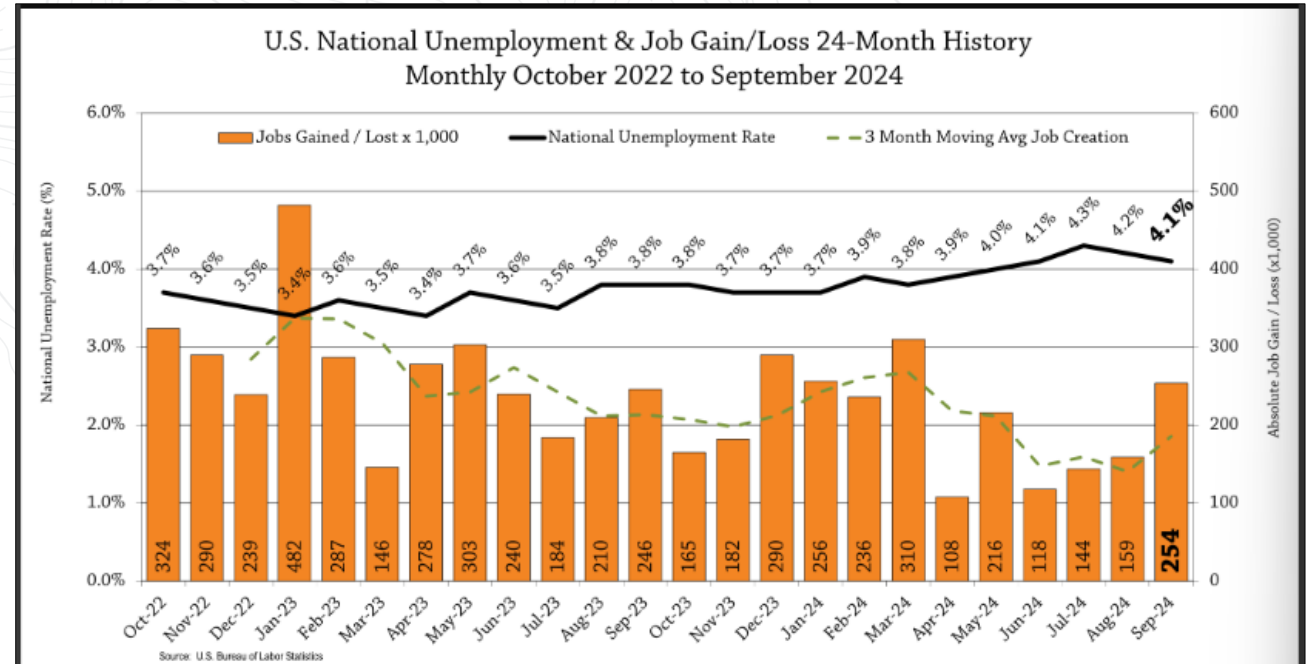
The Consumer Confidence Index & Consumer Sentiment Index

- “CCI and CSI went in different directions in September, with the CCI declining sharply while the CSI ticked up.”
- “...Consumers pulled back sharply in September and the [CCI] index dropped -6.5 percent, or 6.9 points, finishing the month at 98.7 points. Even though interest rates and inflation came down during the month, both high interest rates and inflation were cited as the main reason for the retraction.”
- “The CSI...is being contrary this month, gaining 3.2 percent or 2.2 points to climb from 67.9 to 70.1 points. This is the first foray above 70 for the CSI since last April and was rooted in higher expectations for improved labor markets and still better inflation in the months ahead.”



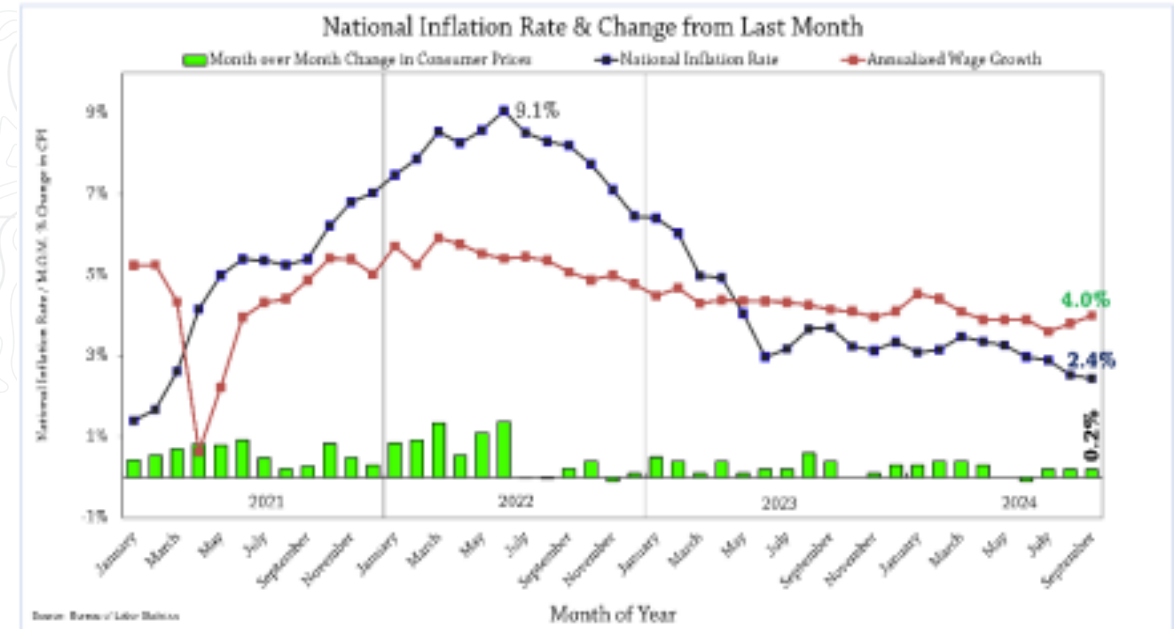
The National Unemployment Rate

- “Employers added a stunning 254,000 jobs during the month, a sharp reversal of recent trends and the most since January.”
- “Wages remained strong in September, up 0.4 percent from August and up 4.0 percent from last September, well ahead of the 2.5 percent inflation rate.”
- “The Leisure and Hospitality sector added 78,000 jobs last month, with 69,000 going to the Food and Drinking Places subsector, and just 6,600 going to Accommodations.”
- “The strength in the job market likely tells edgy consumers many of their labor fears are unfounded, but at the same time it tells the Federal Reserve Bank that the economy is still quite hot, and hotly anticipated interest rate cuts may be slower in coming than we hoped just two weeks ago.”



The National Inflation Rate

- “Inflation declined in September for the sixth consecutive month and is now at 2.4%, its lowest level since February 2021 (1.7%). This is the sixth consecutive decline in inflation and the ninth decline in the past year, putting the rate dramatically below the 9.1 percent peak in June 2022.”
- “Prices edged up slightly more than forecast in September, up 0.2 percent, but key household items were flat or down, easing pressure on consumers.”
- “Meanwhile, year-over-year wages increased 4.0 percent, and wages have now grown faster than inflation for 17 consecutive months, also helping to ease pressure on consumers.”
- “Consumers remain focused on recovery from the past two years’ inflation, and rate sensitivity is a key contributor to early booking pace and occupancy issues for the winter ahead.”



Short Term Rentals

- “The summer surge in supply came to an end in September, which recorded the lowest growth rate for available listings since the early days of the pandemic recovery. While listing growth picked up in July and August, the overall trend has been a clear decline since the highs of 2022. High interest rates, stubbornly high housing prices, and weaker unit-level performance have all contributed to the slowdown in supply growth.”
- “The challenge of securing new rental homes is evident in the decline of new listings, defined as those never appearing in our data before September. These listings dropped by 17.1% compared to September 2023, marking the seventh consecutive month of year-over-year (YOY) declines and the largest single-month percentage drop since October 2020.”
- “Labor Day shifted from September 4th in 2023 to September 2nd in 2024. This seemingly small change moved two days of the Labor Day weekend from September to August, resulting in substantial impacts on monthly demand growth. August was very strong, with 12.0% year-over-year (YOY) demand growth, while September experienced weak 2.3% YOY demand growth.”
- “September’s demand growth couldn’t quite keep up with supply growth. This caused a drop in occupancy for both September and the year-to-date, in comparison to 2023 levels. September occupancy was down 4.0% YOY. While year-to-date occupancy had managed a slight +0.2% growth by August, it’s now slightly below 2023 levels at -0.2% YOY through September.”

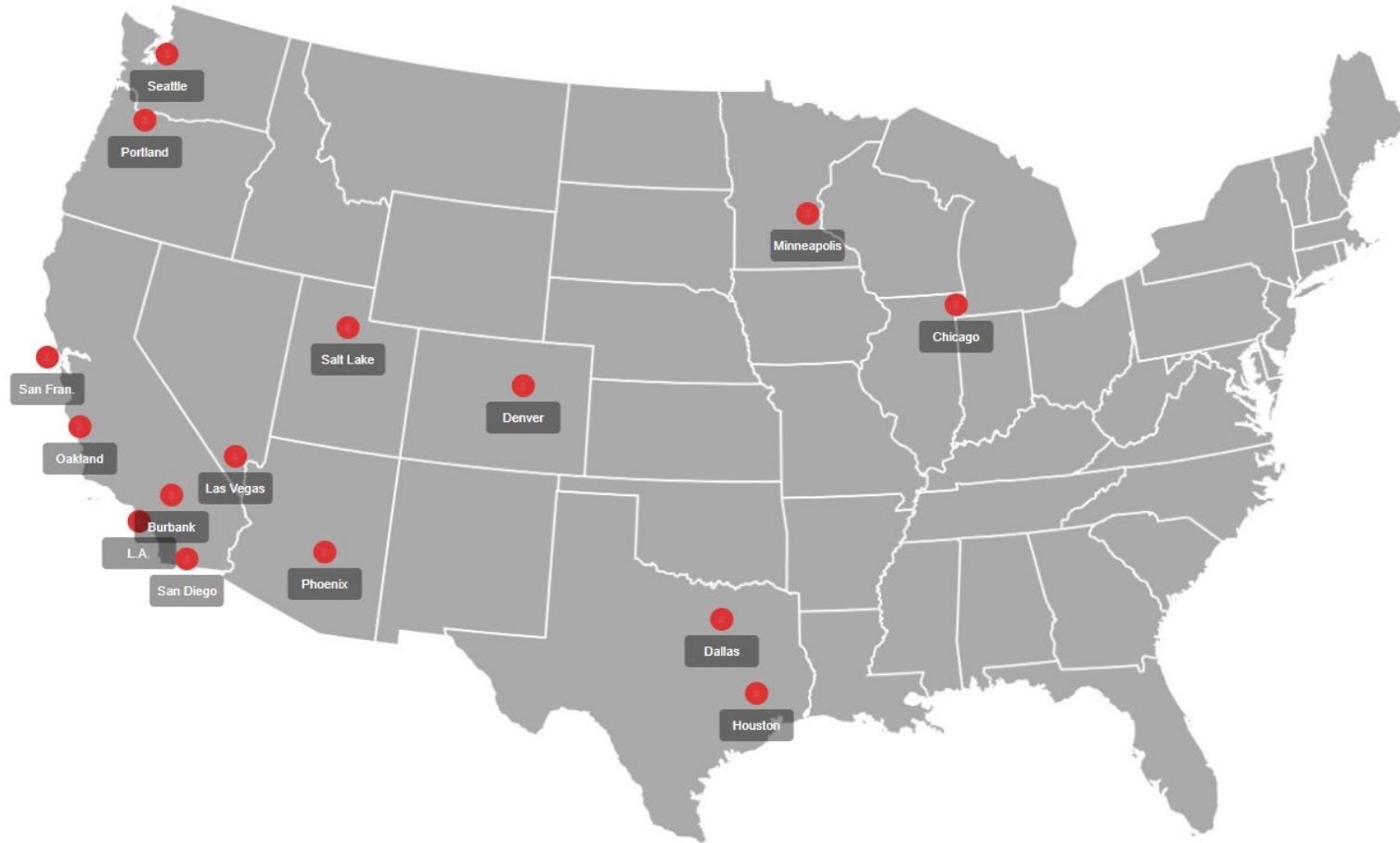
Short Term Rentals (continued)

- “The U.S. STR market saw its seventh consecutive month of ADR growth. Compared to 2023, when almost every month recorded notable rate declines, this year’s ADR increases appear large.”
- **Key U.S. Short Term Rental Performance Metrics for September 2024**
 - Available listings were 1.73 million, up 3.9% YOY
 - Total Demand (nights) rose 2.3% YOY
 - Occupancy was -4.0% lower YOY at 49.8%
 - Average Daily Rates (ADR) increased 2.7% YOY to \$293.60
 - Revenue per Available Rental (RevPAR) declined 1.6% year-over-year (YOY) to \$146.09.

Glacier Park International Airport Data

Glacier Park International Airport

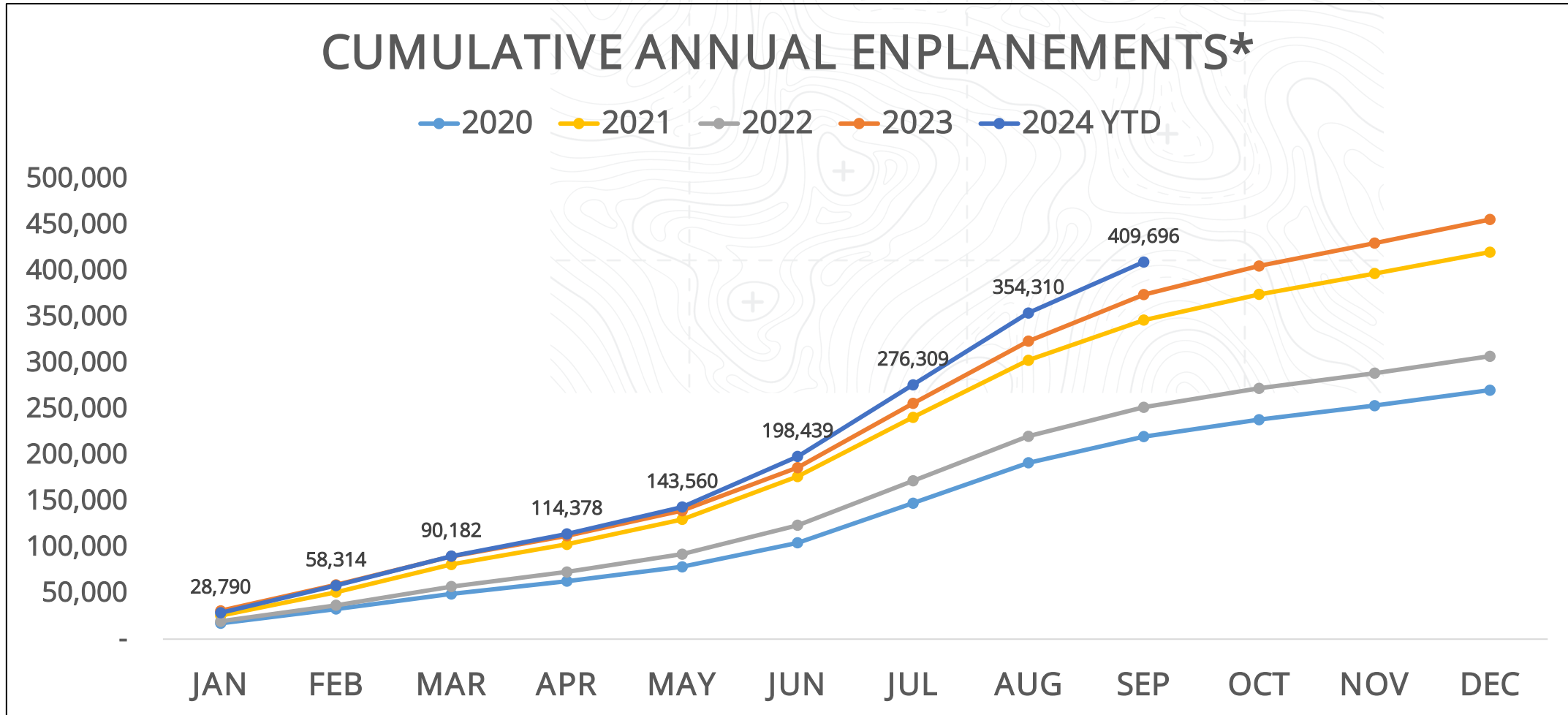
— Direct Flights —
MAJOR CITIES SERVED



Glacier Park International Airport

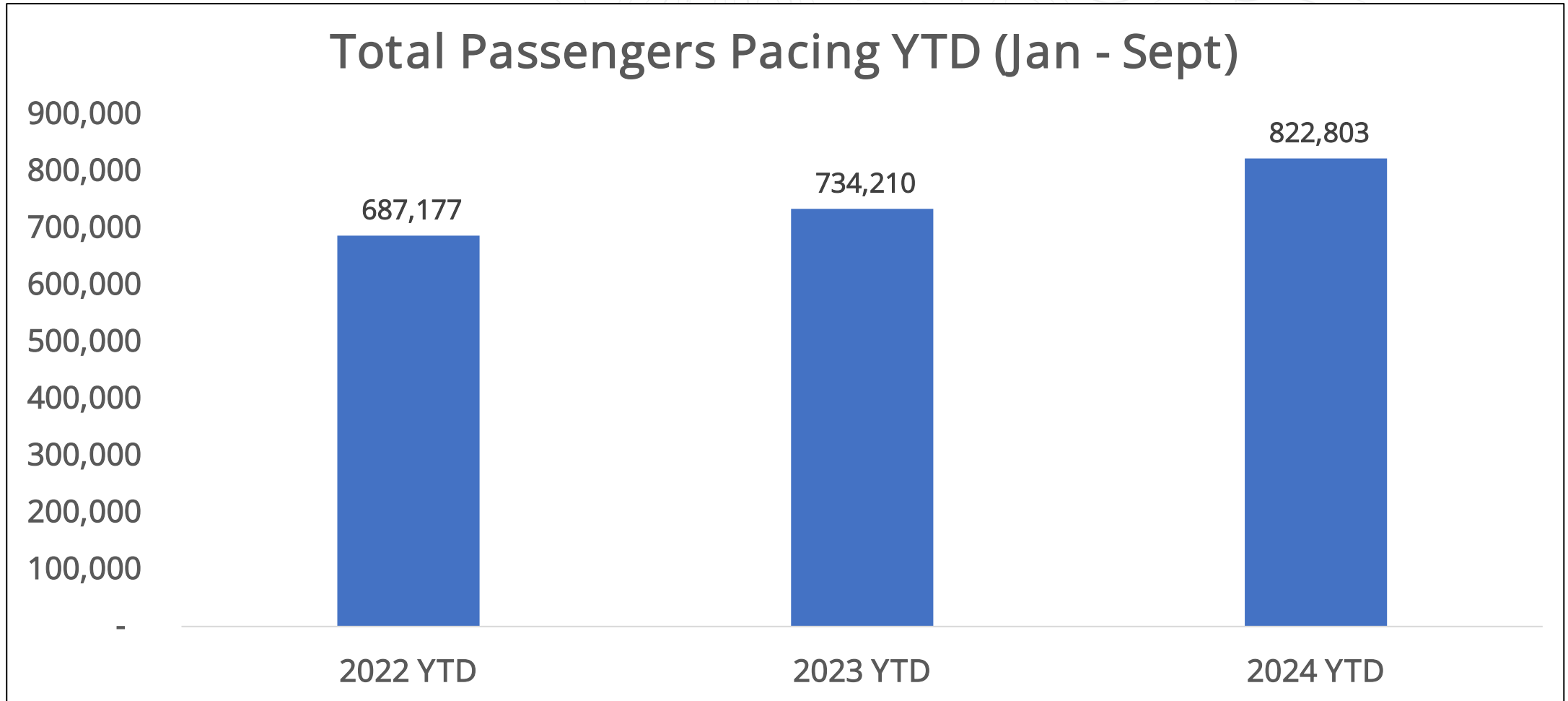
Total Passengers					
Month	2024	2023	% Change 2024 vs. 2023	2022	% Change 2024 vs. 2022
January	54,403	58,161	-6.5%	49,261	10.4%
February	59,344	56,277	5.4%	50,555	17.4%
March	63,846	59,460	7.4%	58,672	8.8%
April	48,426	45,073	7.4%	43,836	10.5%
May	62,723	54,694	14.7%	56,807	10.4%
June	117,040	96,564	21.2%	97,429	20.1%
July	157,024	138,012	13.8%	128,144	22.5%
August	154,420	129,078	19.6%	119,508	29.2%
September	105,577	96,891	9.0%	82,965	27.3%
October		59,071		53,031	
November		48,460		44,681	
December		54,257		47,629	
Year-to-Date	822,803	734,210	12.1%	687,177	19.7%
Total		895,998		832,518	

Glacier Park International Airport

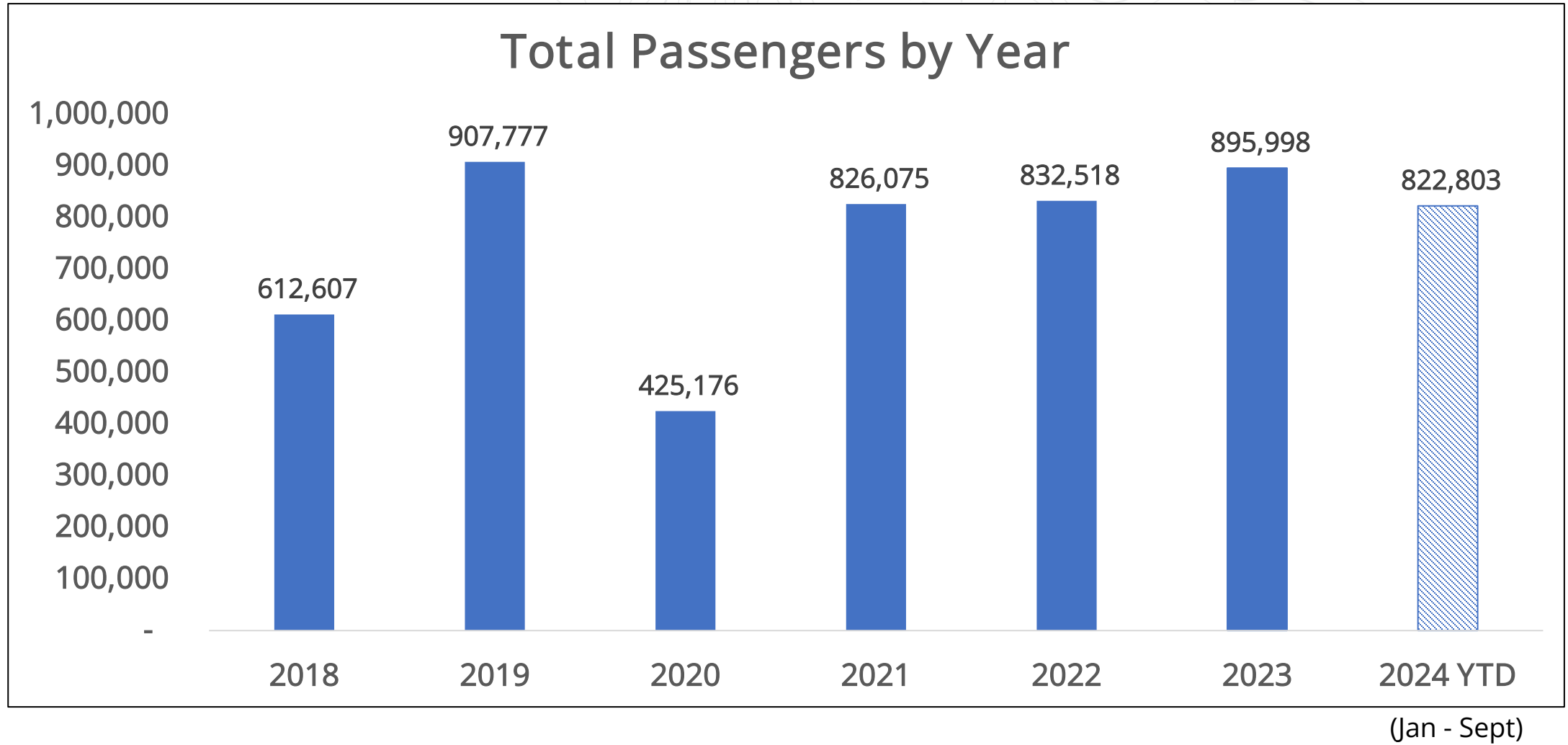


* Enplanements only (not total passengers)

Glacier Park International Airport



Glacier Park International Airport

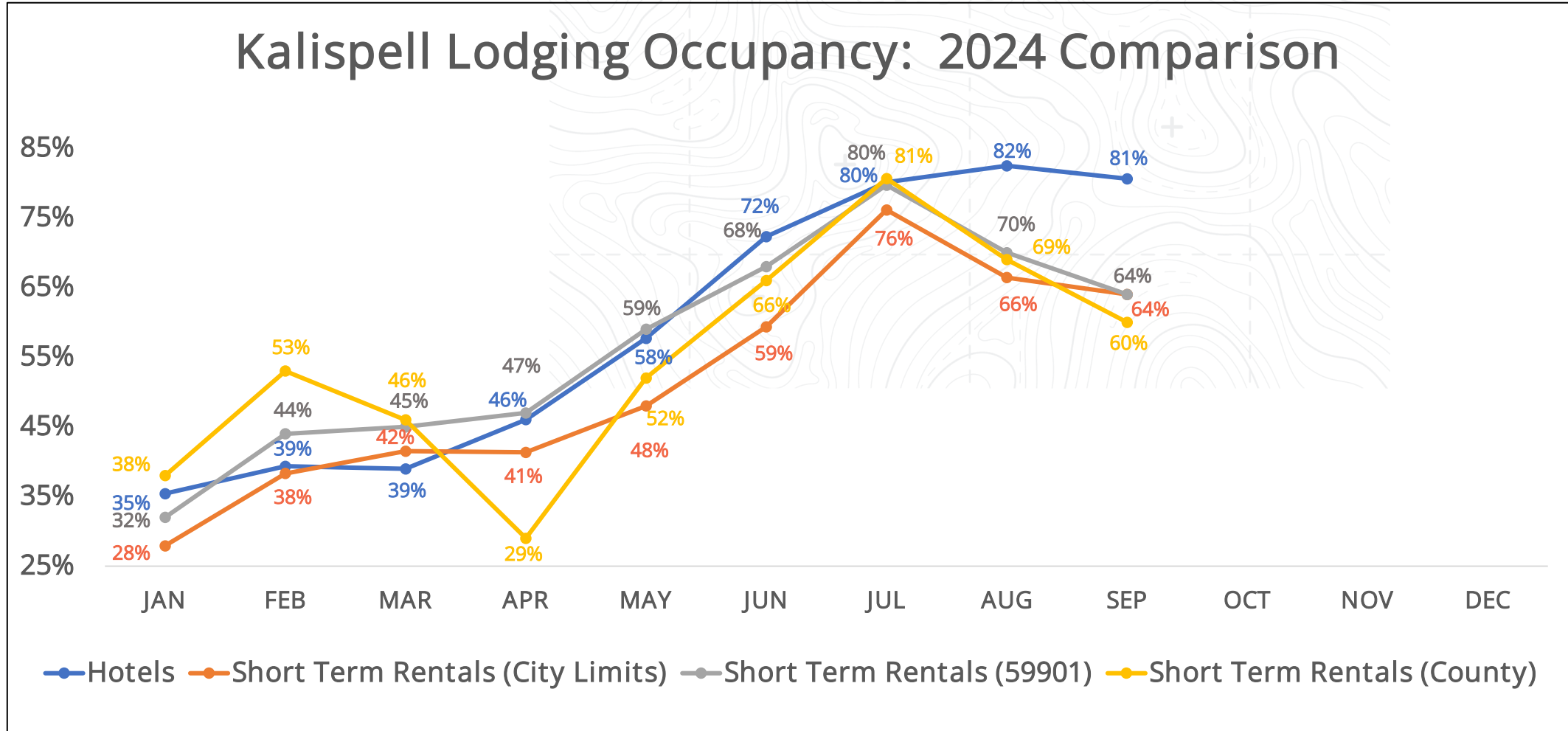


STR Hotel Data

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.
 - $RevPAR = \text{Room Revenue} / \text{Rooms Available}$

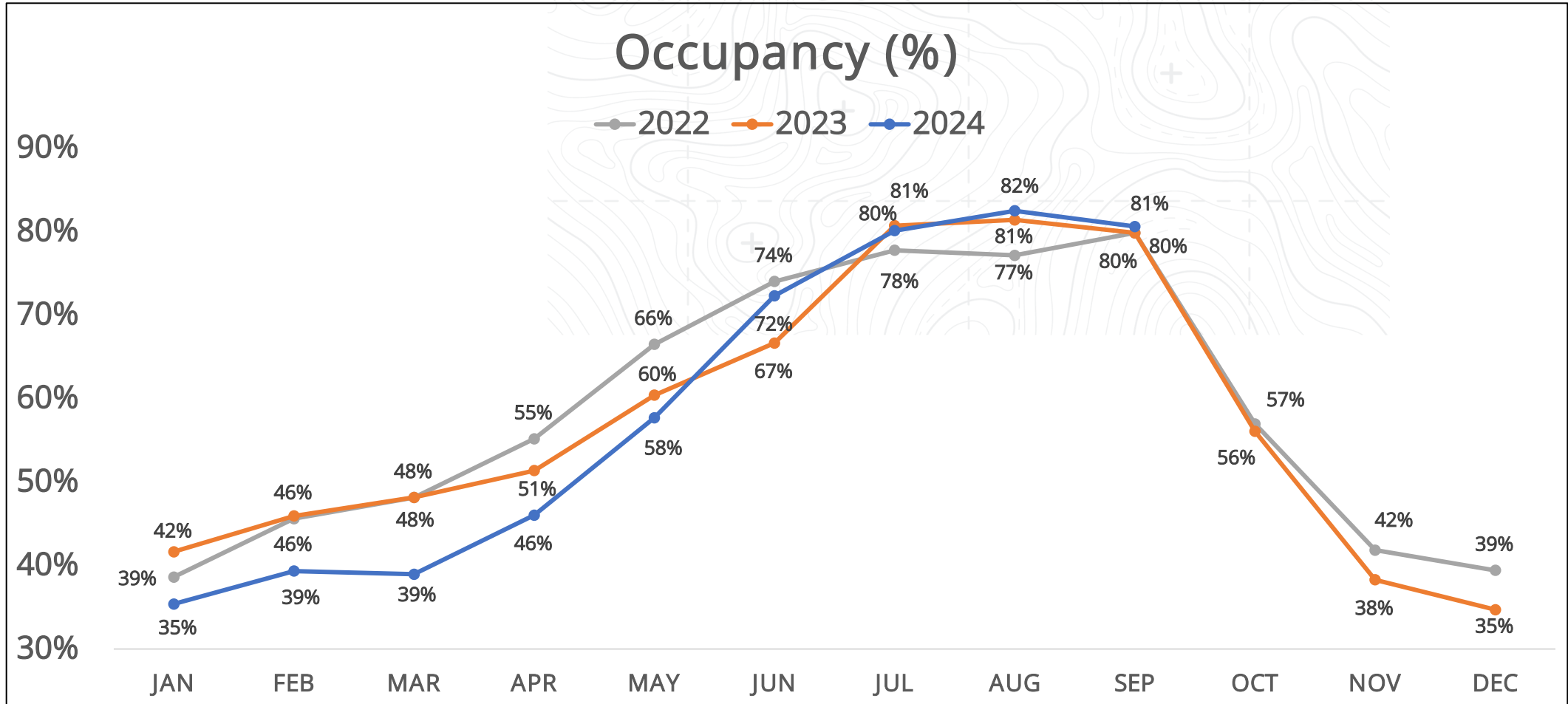
Kalispell 2024 Lodging Comparison





Hotel Occupancy by Month

Kalispell hotel Occupancy increased 1.0%, ADR increased 0.9%, and RevPAR increased 1.9% Year-Over-Year

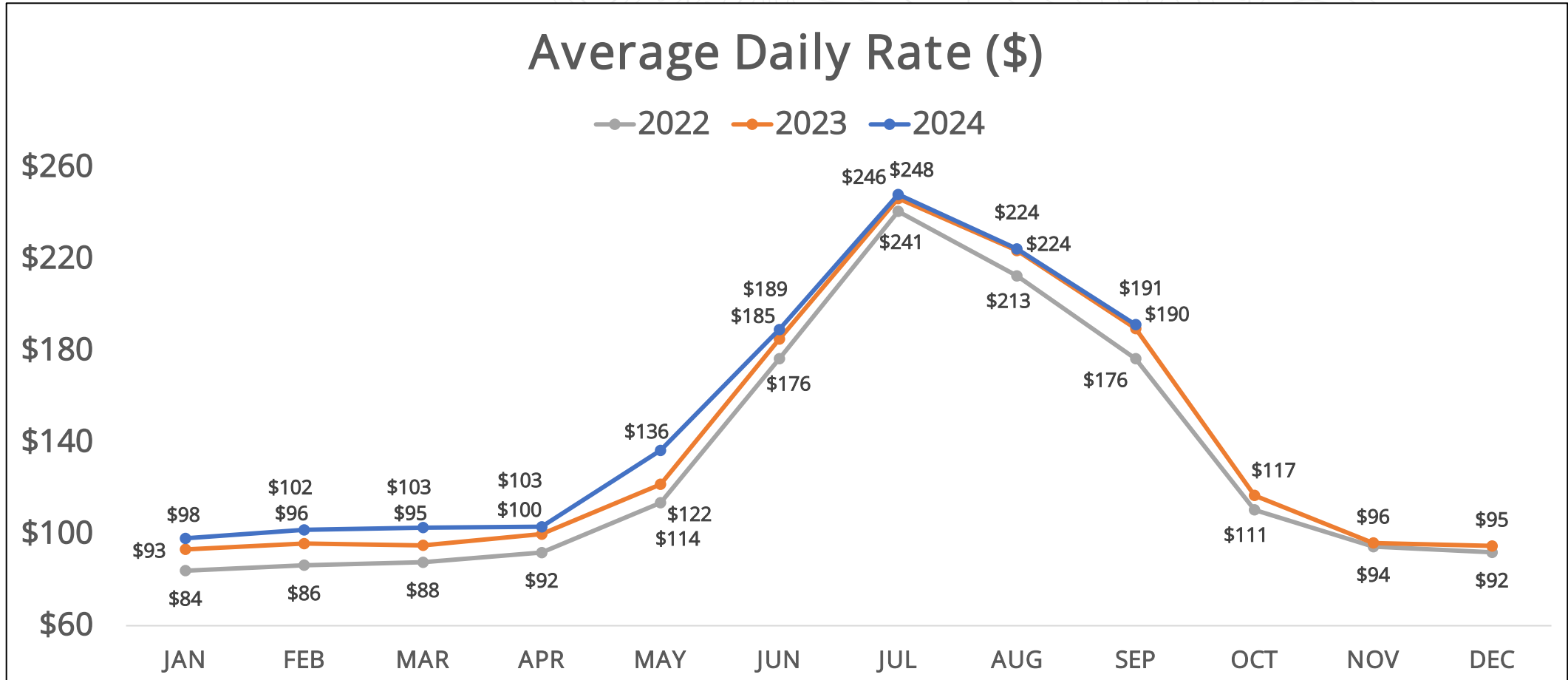


2022 Occupancy = 58.2% 2023 Occupancy = 57.2%



Hotel Average Daily Rate (ADR) by Month

Kalispell hotel Occupancy increased 1.0%, ADR increased 0.9%, and RevPAR increased 1.9% Year-Over-Year



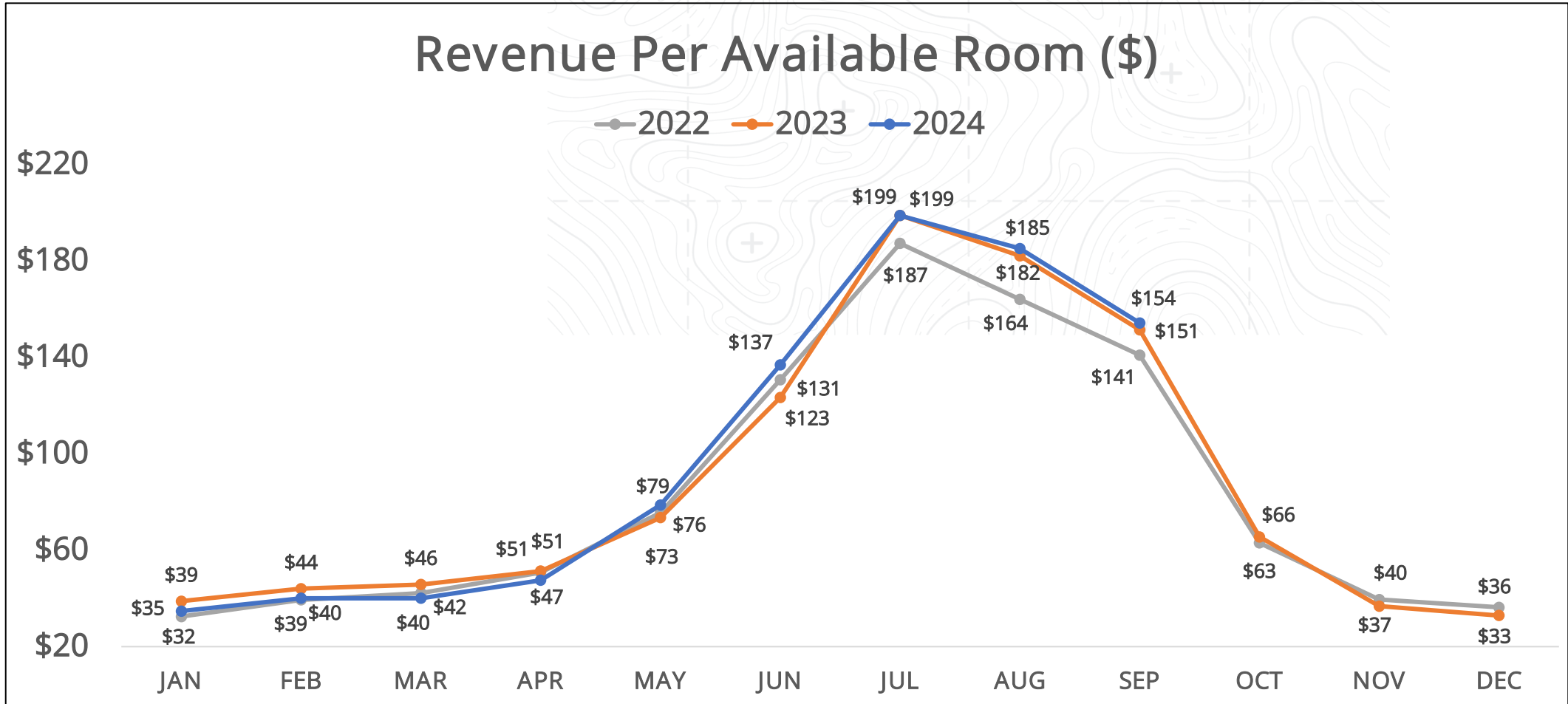
2022 ADR = \$142

2023 ADR = \$153



Hotel Revenue Per Available Room by Month

Kalispell hotel Occupancy increased 1.0%, ADR increased 0.9%, and RevPAR increased 1.9% Year-Over-Year

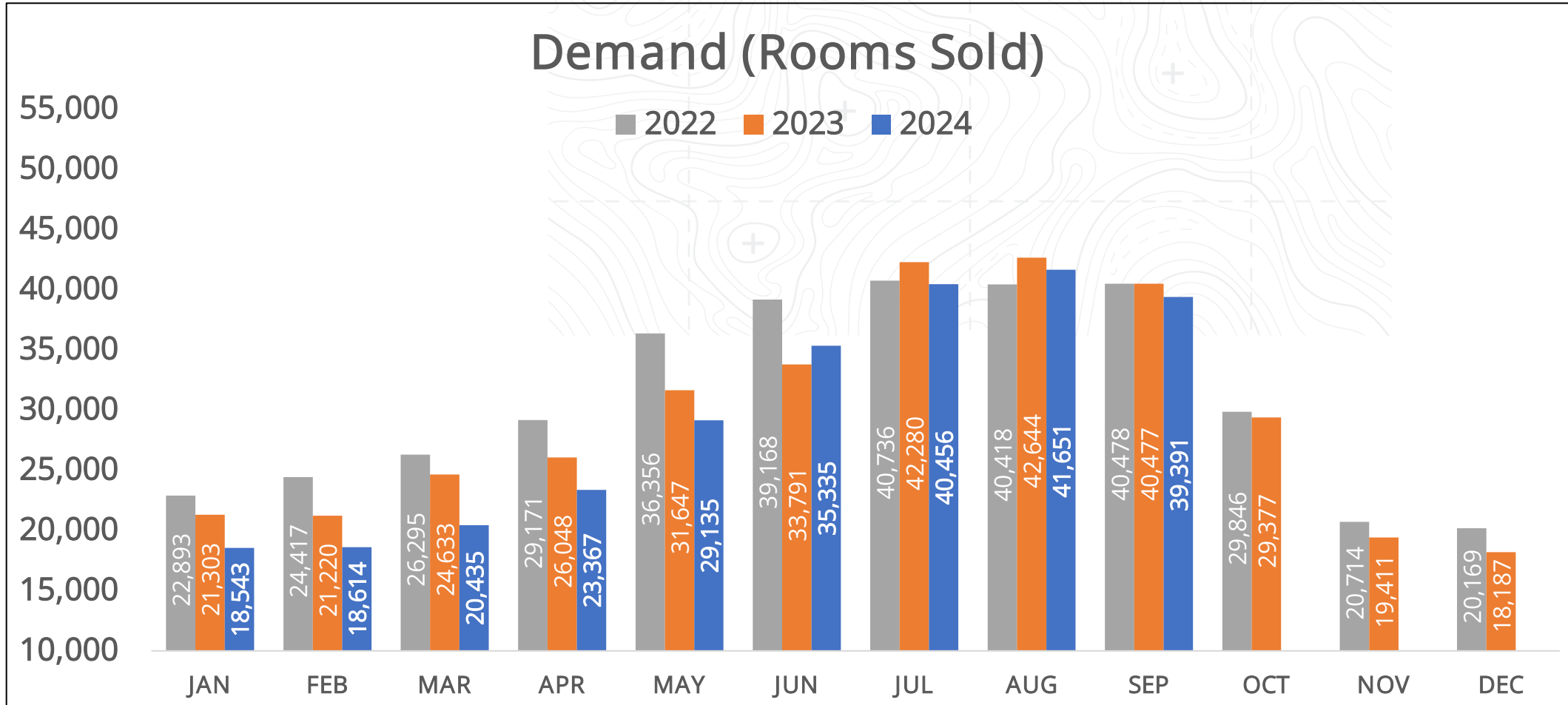


2022 RevPAR = \$83 2023 RevPAR = \$88



Hotel Demand (Rooms Sold) by Month

Kalispell hotel Demand decreased 2.7%, Supply decreased 3.6%, and Total Revenue decreased 1.8% Year-Over-Year

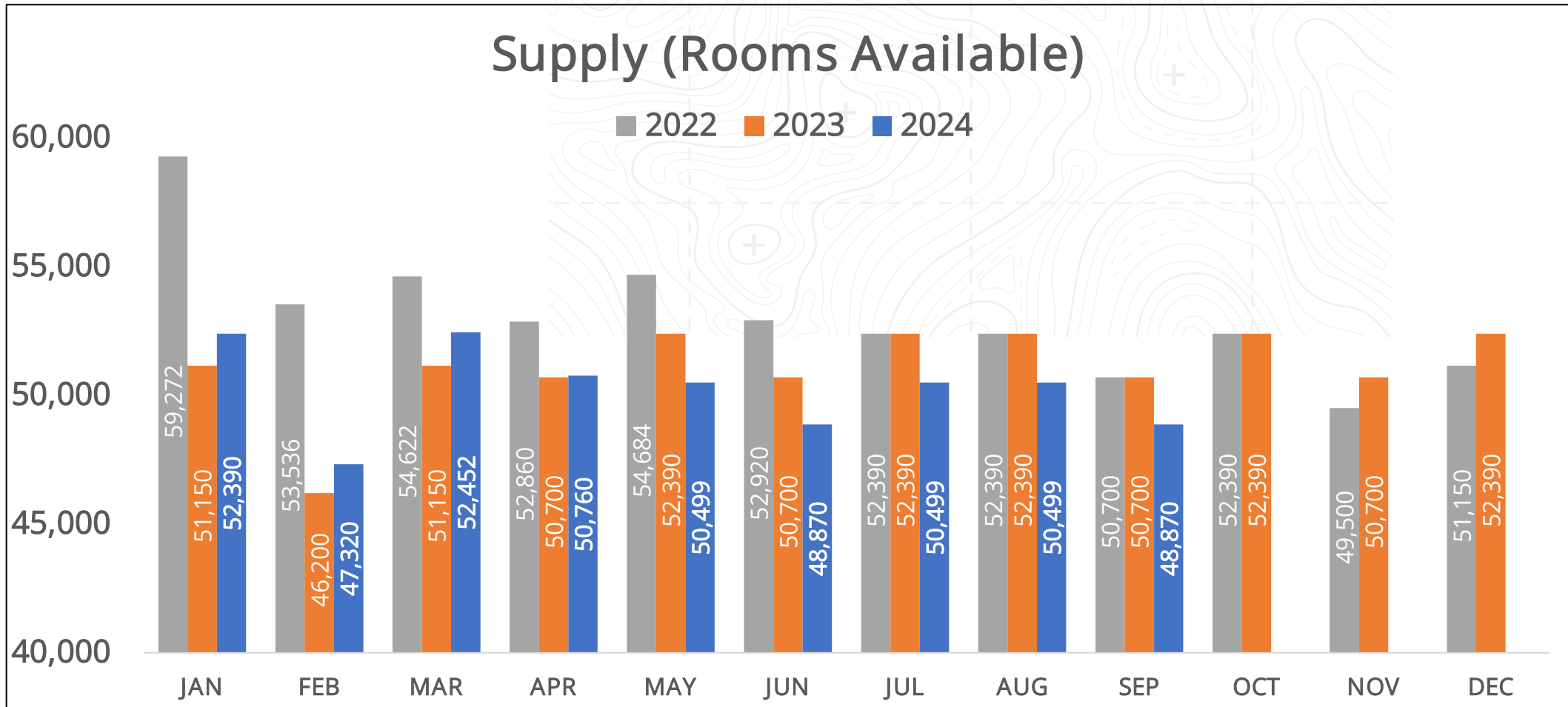


2022 Demand = 370,663

2023 Demand = 351,023

Hotel Supply by Month

Kalispell hotel Demand decreased 2.7%, Supply decreased 3.6%, and Total Revenue decreased 1.8% Year-Over-Year

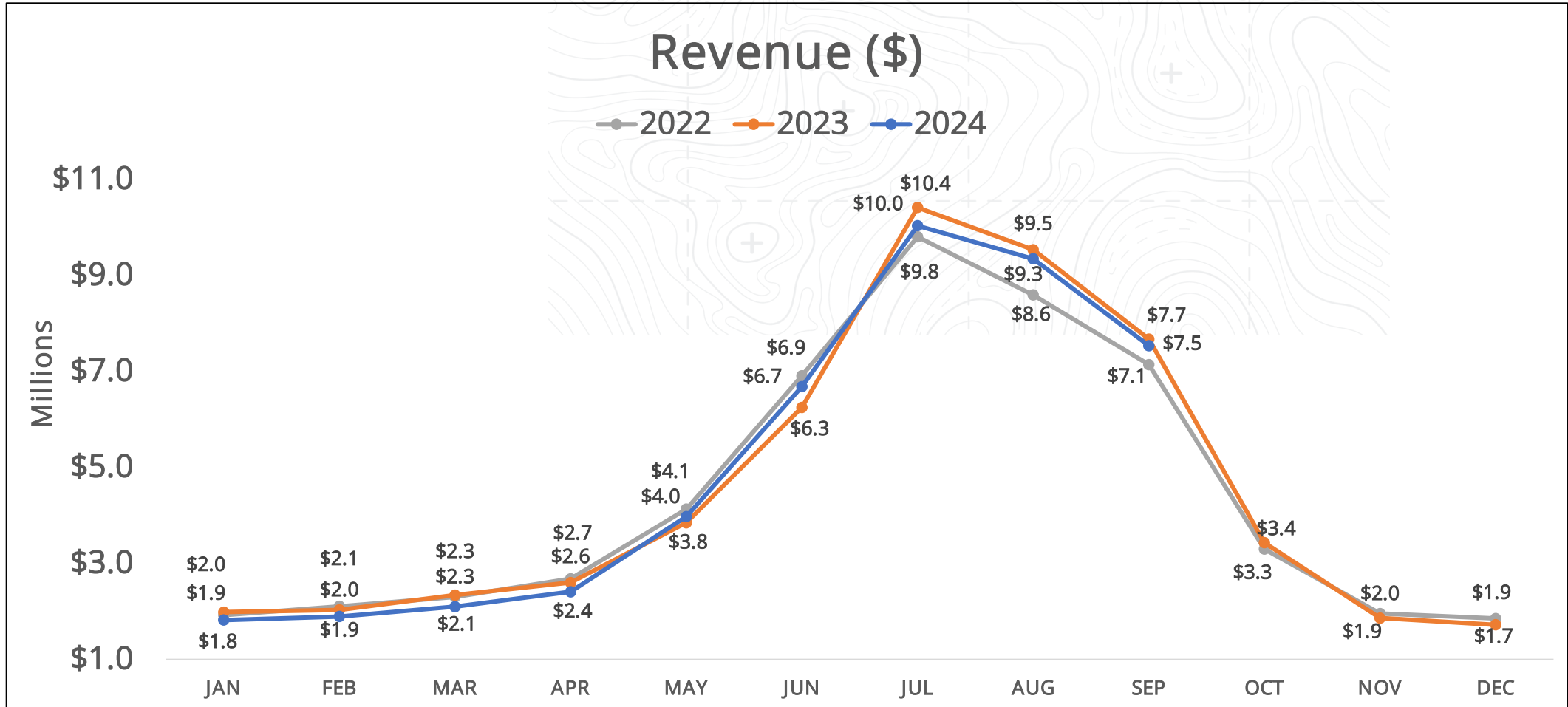


2022 Supply = 636,414 2023 Supply = 613,250



Hotel Revenue by Month

Kalispell hotel Demand decreased 2.7%, Supply decreased 3.6%, and Total Revenue decreased 1.8% Year-Over-Year



2022 Revenue = \$52.7M 2023 Revenue = \$53.7M

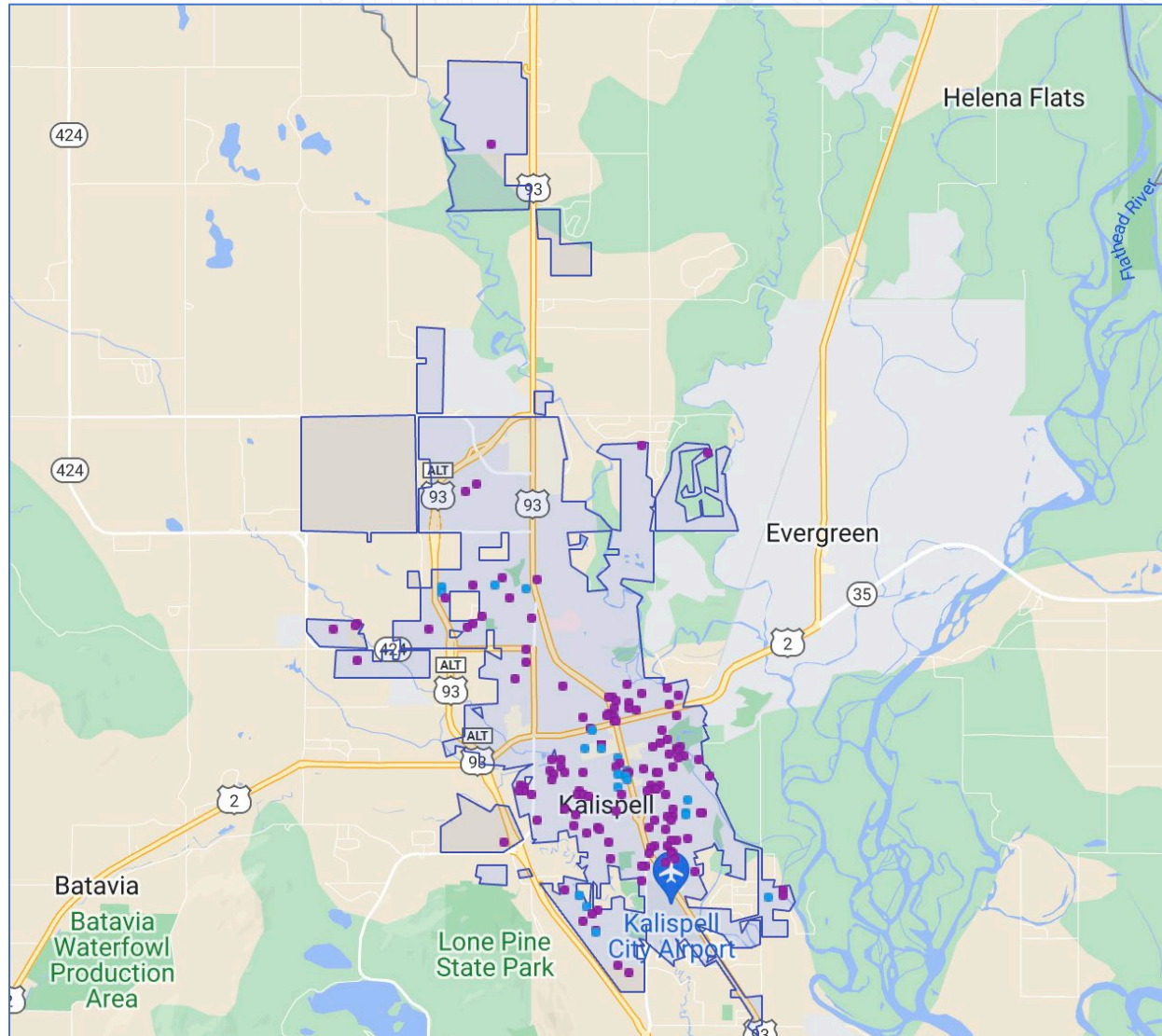
AirDNA Short Term Rental Data (Airbnb & Vrbo listings)

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 *

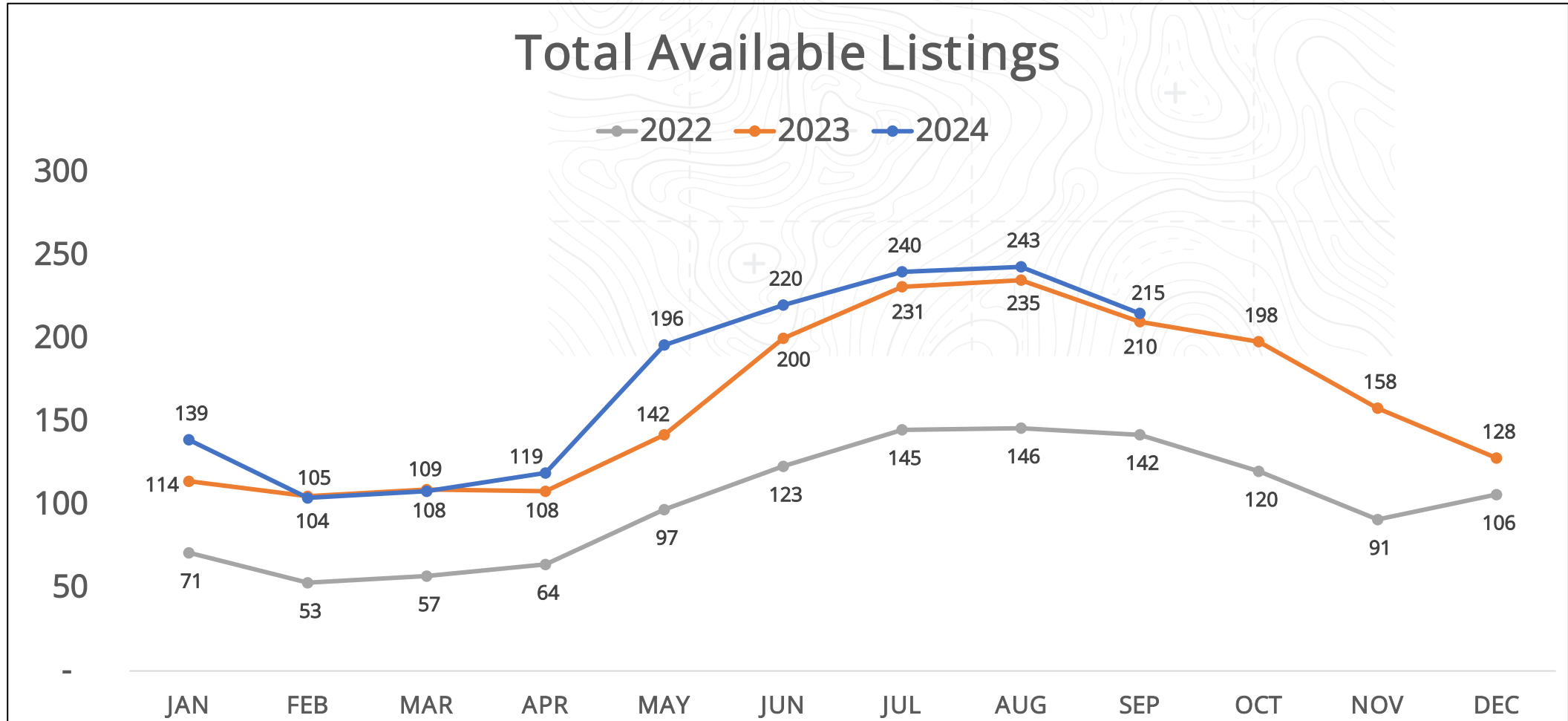


*Kalispell City Limits



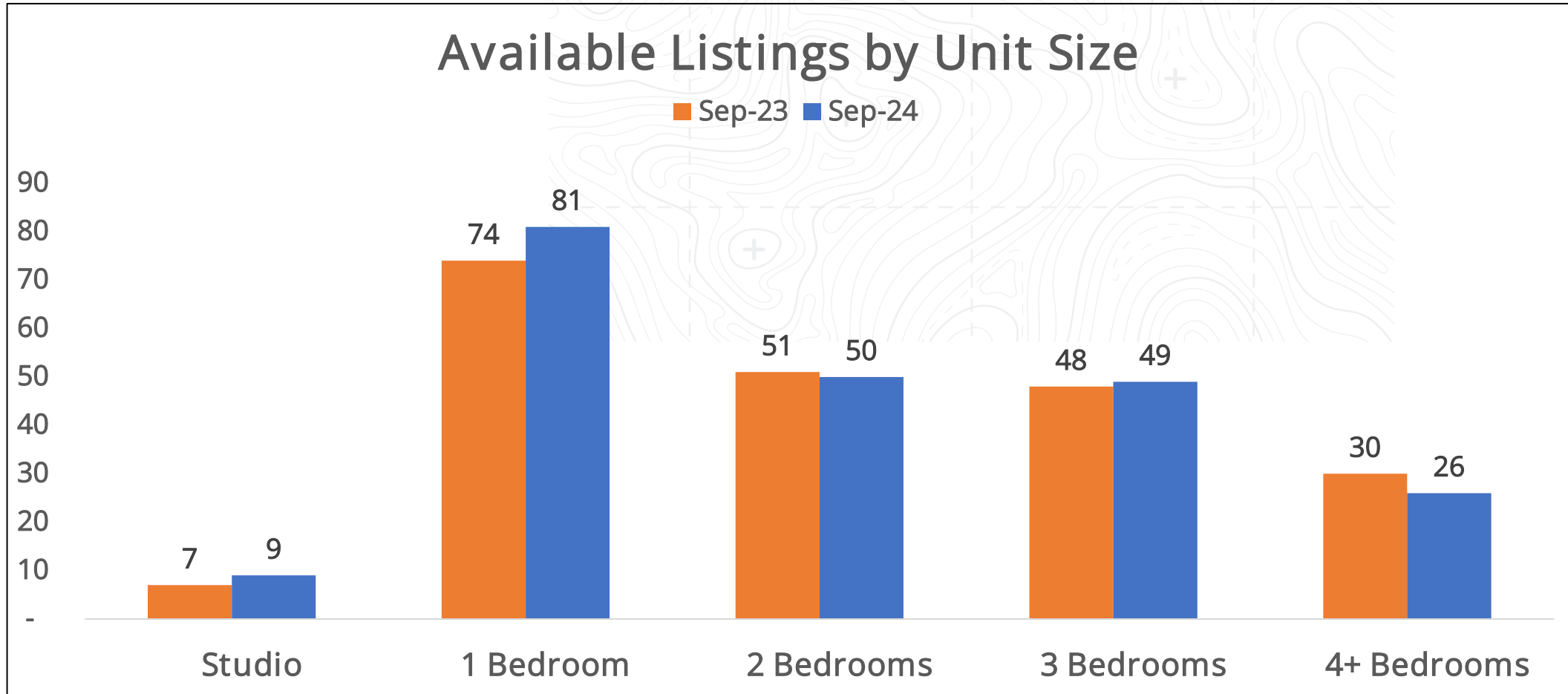
AirDNA Short Term Rentals - Available Listings

Kalispell Short Term Rental Available Listings increased 2.4% Year-Over-Year



AirDNA Short Term Rentals - Unit Size

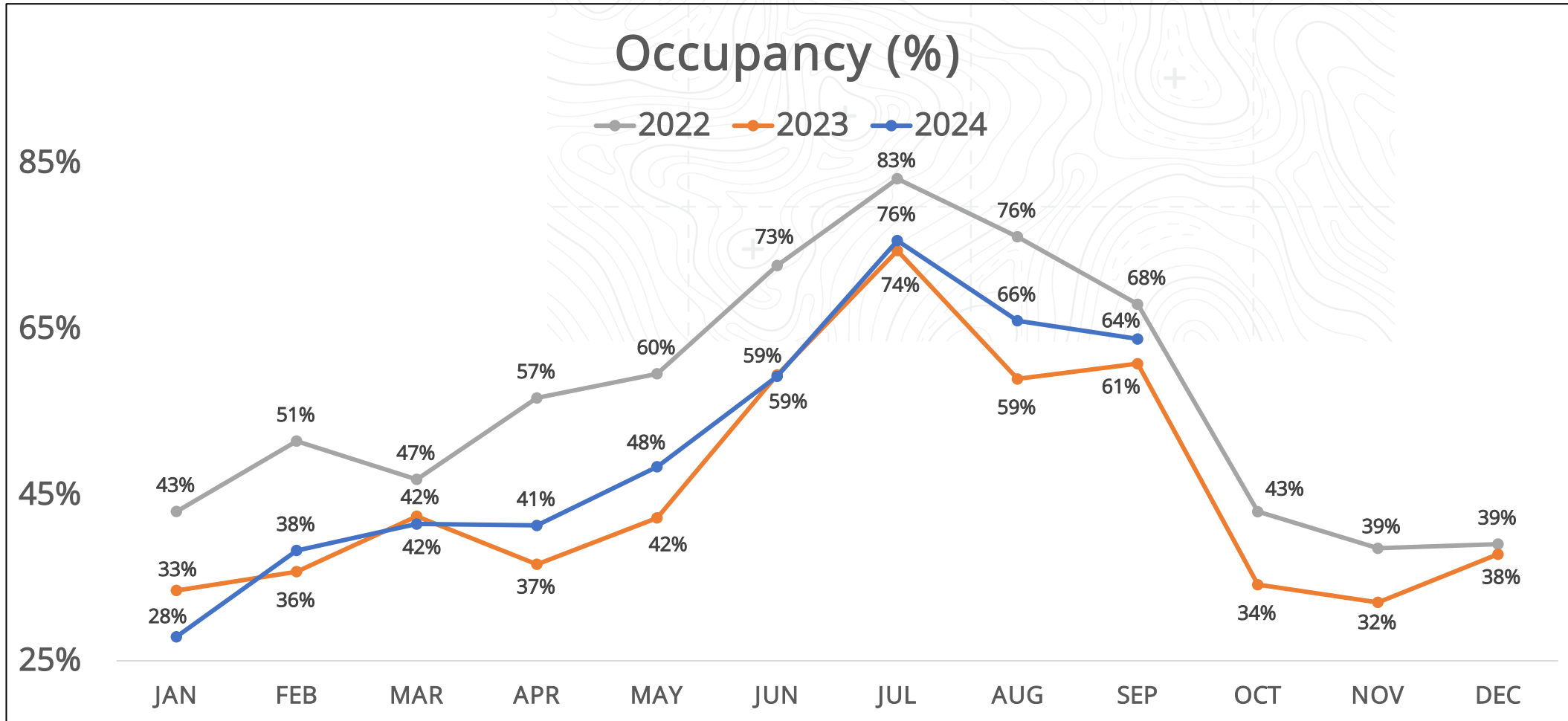
Total Available Listings increased 2.4%, with 1-Bedroom Listings increasing 9.5%





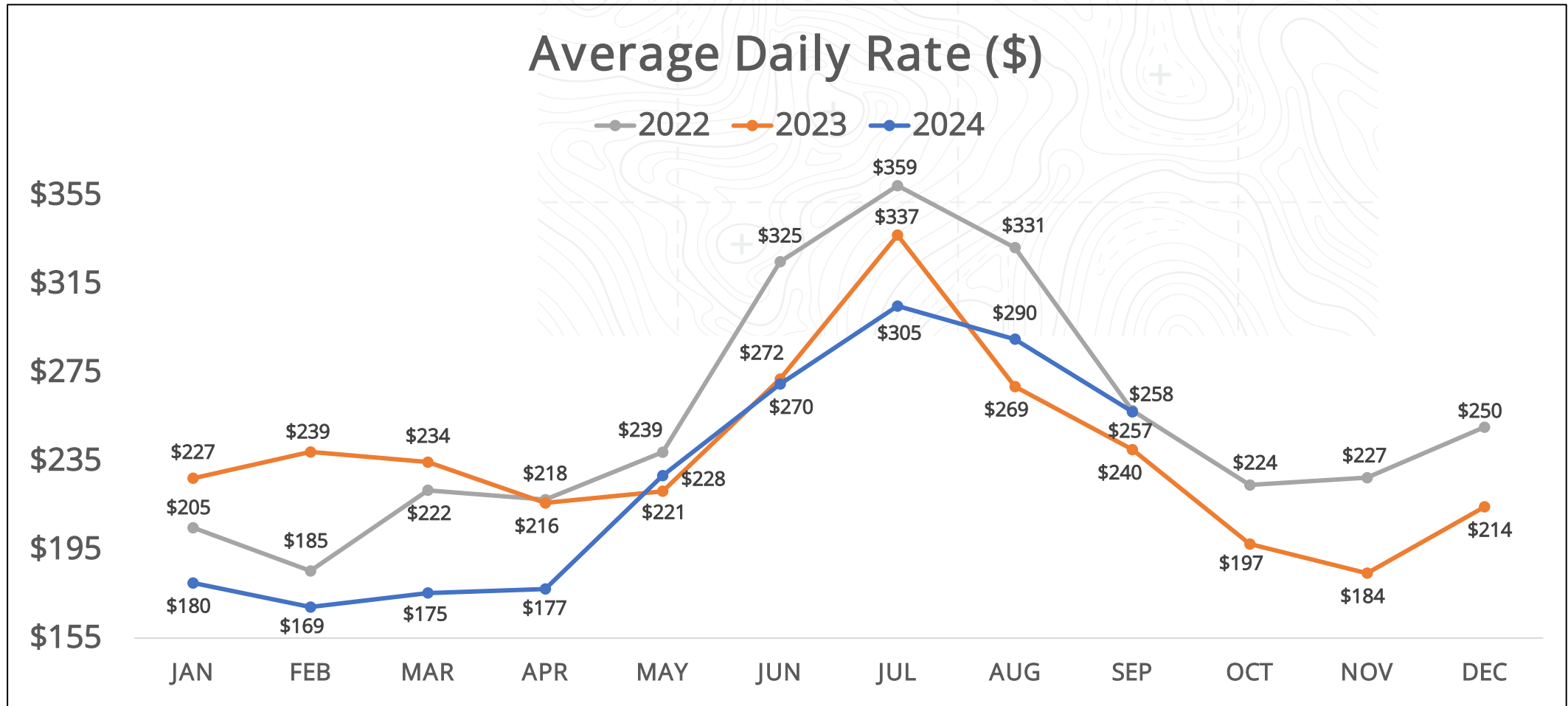
AirDNA Short Term Rentals – Occupancy

Kalispell Short Term Rental Occupancy increased 4.9%, ADR increased 7.1%, and RevPAR increased 12.4% Year-Over-Year



AirDNA Short Term Rentals - ADR

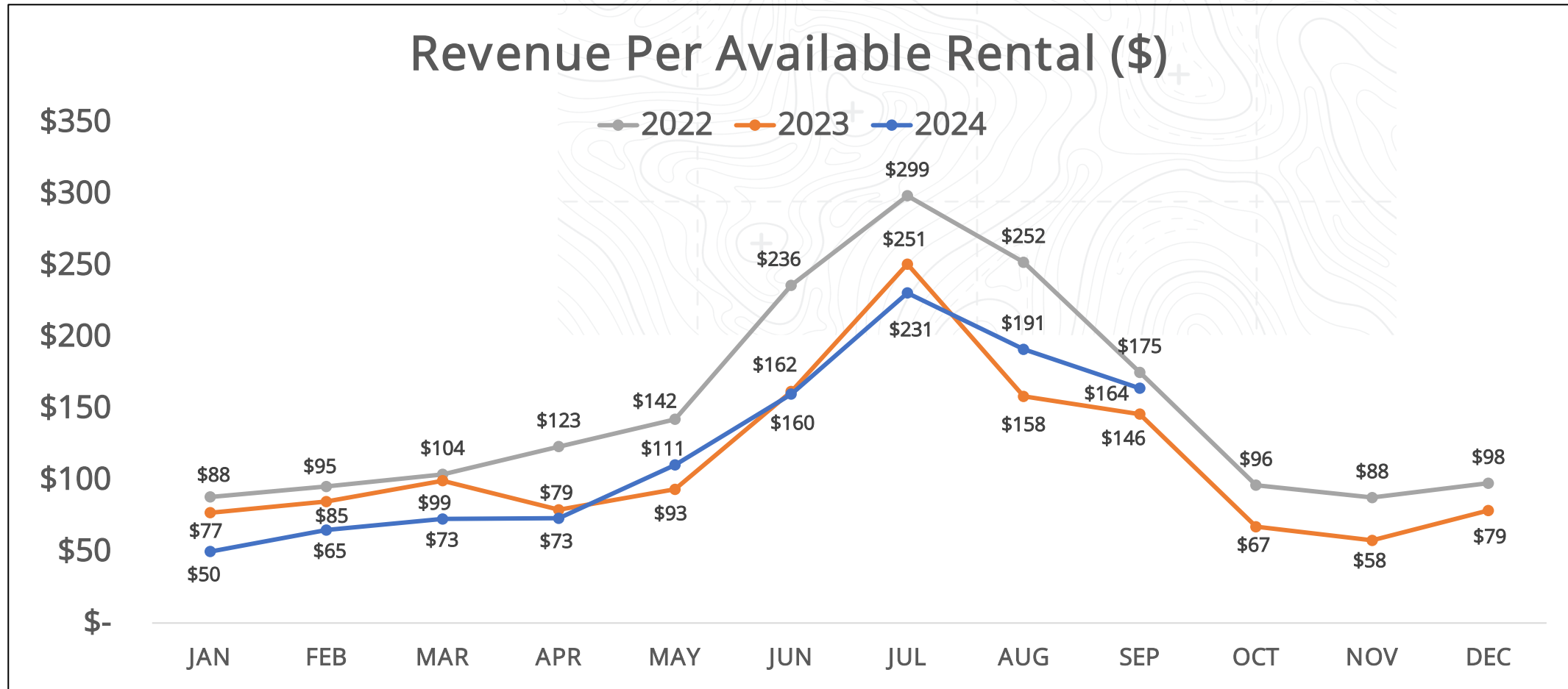
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AirDNA Short Term Rentals - RevPAR

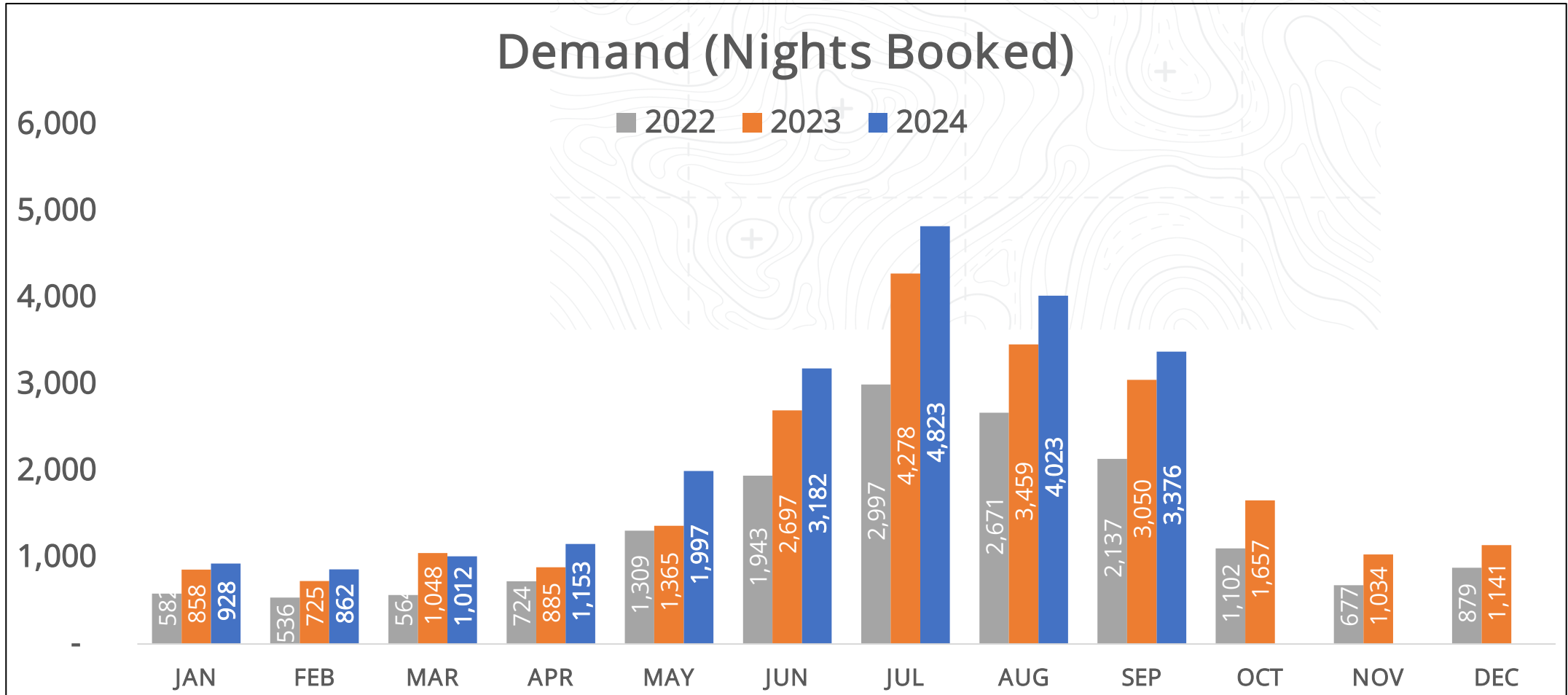
Kalispell Short Term Rental Occupancy increased 4.9%, ADR increased 7.1%, and RevPAR increased 12.4% Year-Over-Year





AirDNA Short Term Rentals – Demand

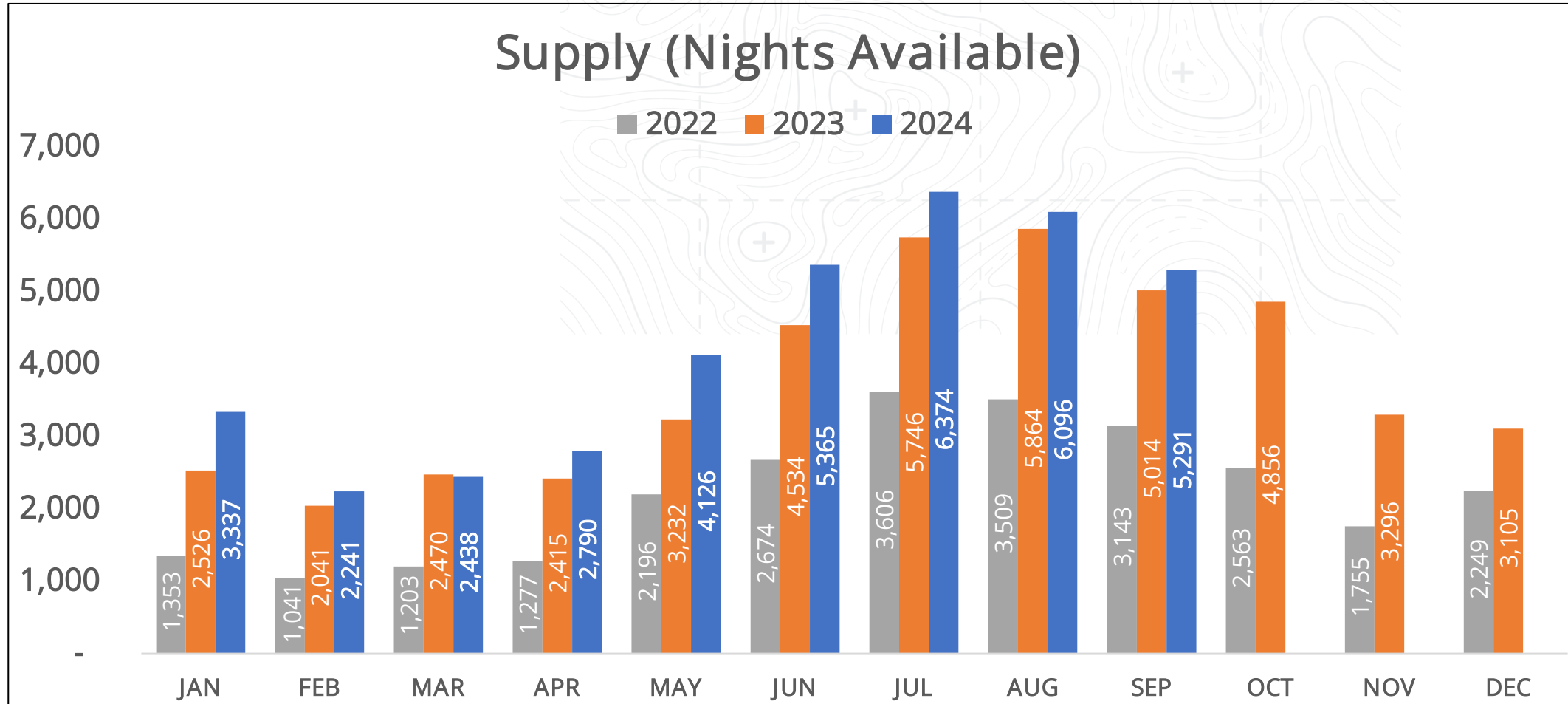
Kalispell Short Term Rental Demand increased 10.7%, Supply increased 5.5%, and Total Revenue increased 18.6% Year-Over-Year





AirDNA Short Term Rentals – Supply

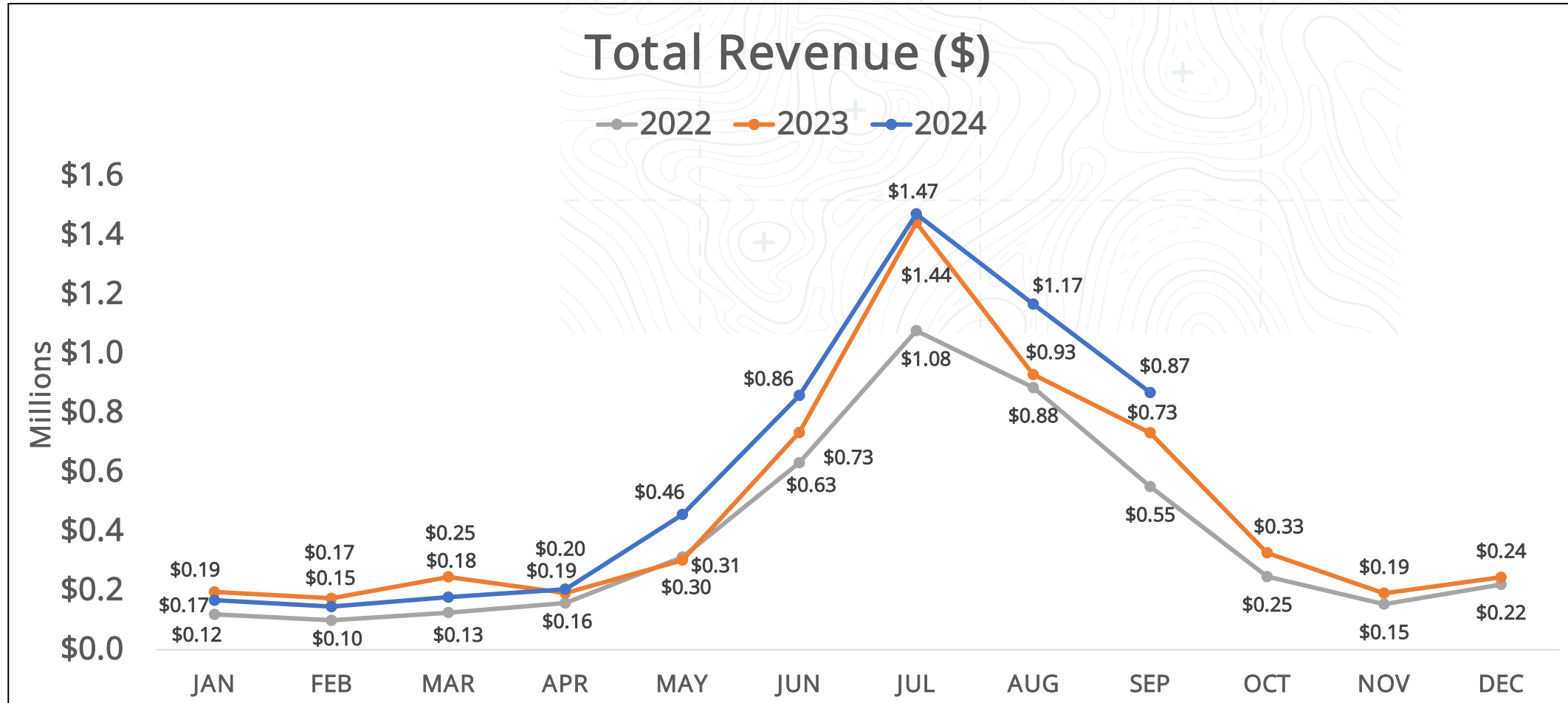
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AirDNA Short Term Rentals – Total Revenue

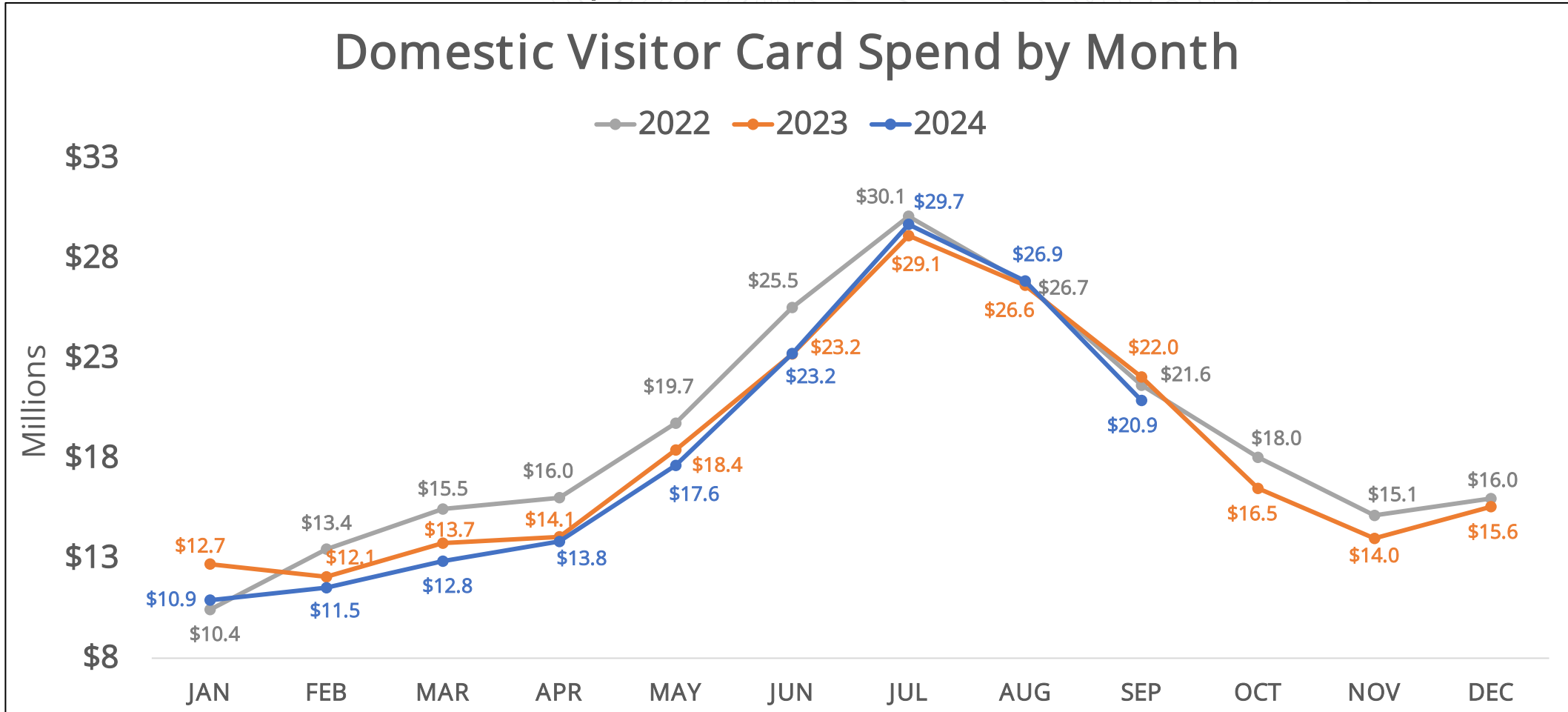
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Visa Destination Insights

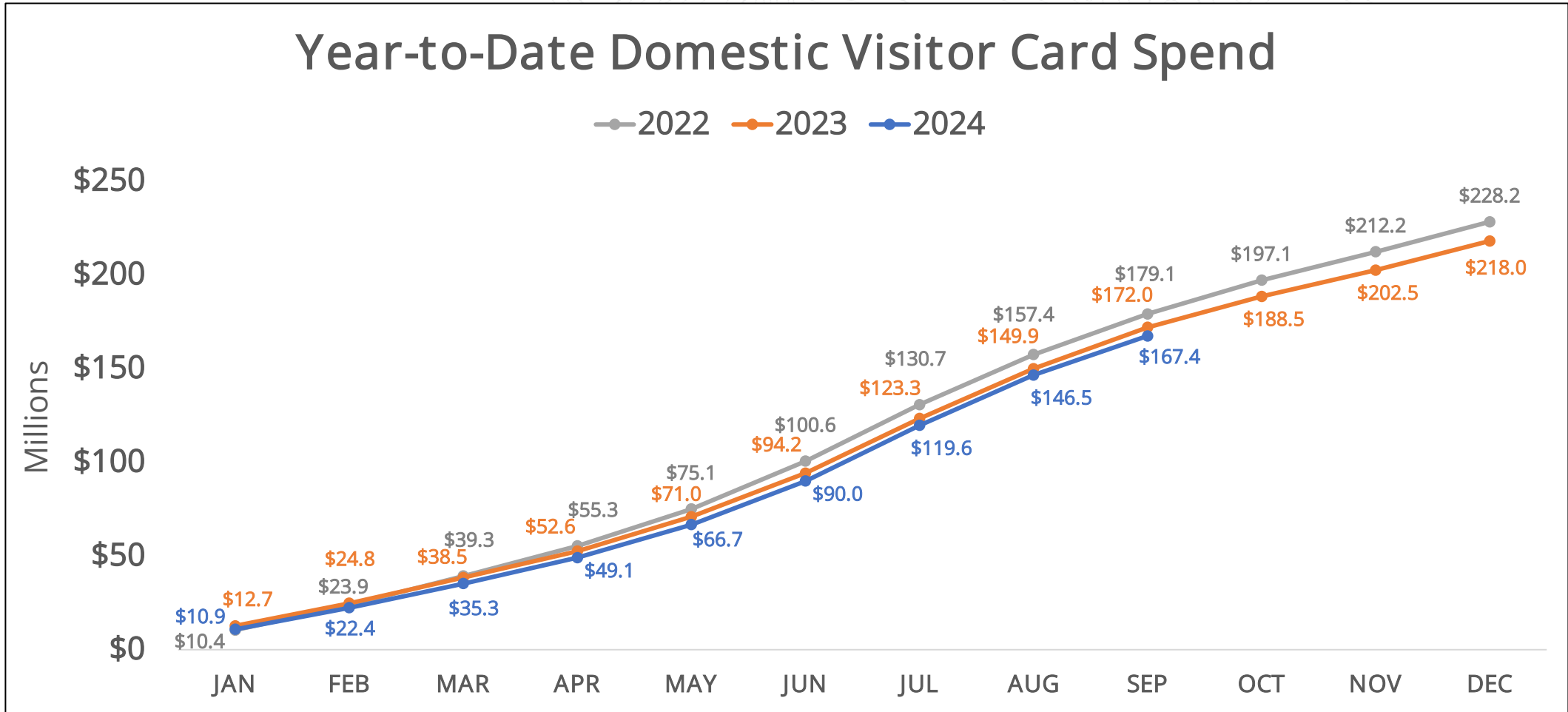
Visa – Domestic Visitor Spending

Q3 Domestic Visitor Visa Card Spend decreased 0.5% and Year-to-Date Spend decreased 4.0% Year-Over-Year



Visa – Domestic Visitor Spending

Q3 Domestic Visitor Visa Card Spend decreased 0.5% and Year-to-Date Spend decreased 4.0% Year-Over-Year





Visa – Domestic Visitor Origin (January – September 2024)

Rank	Origin Market	Spend (\$)	YoY % Change	Card Count	YoY % Change
1	Missoula, MT	\$6,339,389	6%	35,971	+17%
2	Seattle-Tacoma-Bellevue, WA	\$3,830,973	-6%	18,760	+0%
3	Phoenix-Mesa-Chandler, AZ	\$3,323,259	+21%	10,650	+13%
4	Los Angeles-Long Beach-Anaheim, CA	\$2,778,889	-1%	10,804	+3%
5	Bozeman, MT	\$2,367,490	-3%	12,189	-4%
6	Portland-Vancouver-Hillsboro, OR-WA	\$1,750,356	-13%	9,478	-10%
7	Helena, MT	\$1,740,428	-3%	10,256	-2%
8	Great Falls, MT	\$1,719,264	-3%	9,475	-8%
9	San Diego-Chula Vista-Carlsbad, CA	\$1,579,599	+3%	5,457	+3%
10	Billings, MT	\$1,560,697	+1%	7,286	-1%
11	Spokane-Spokane Valley, WA	\$1,548,770	-2%	9,925	-1%
12	Dallas-Fort Worth-Arlington, TX	\$1,437,517	+11%	6,281	+12%
13	Denver-Aurora-Lakewood, CO	\$1,315,163	-4%	7,411	+4%
14	Las Vegas-Henderson-Paradise, NV	\$1,275,225	+17%	4,096	+0%
15	Houston-The Woodlands-Sugar Land, TX	\$1,258,752	+19%	4,646	+19%

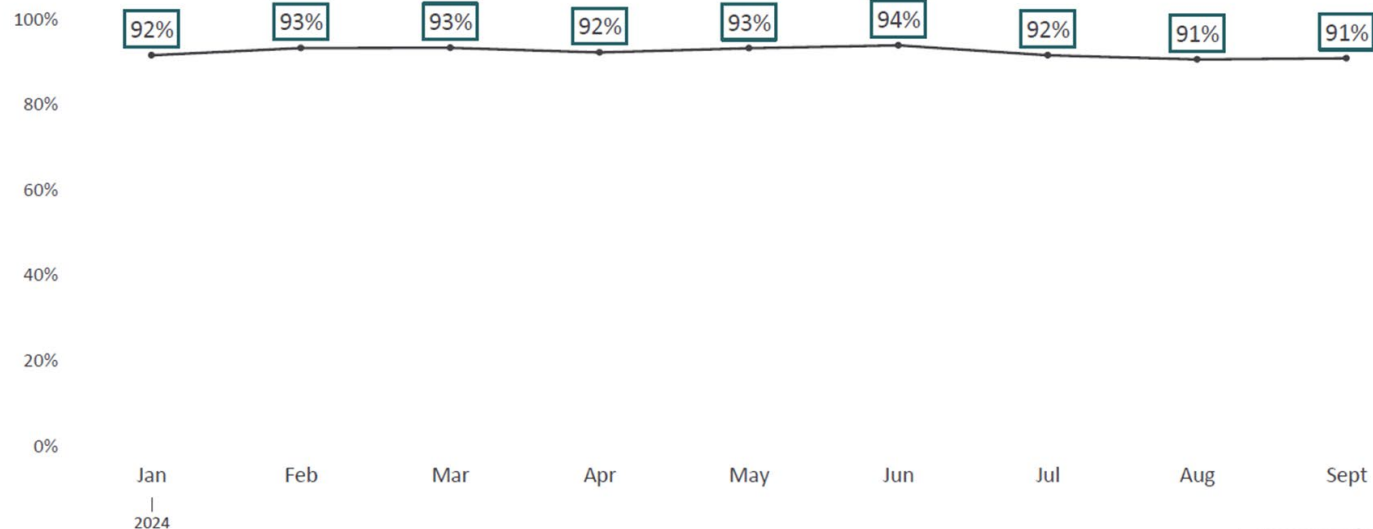
Consumer Sentiment Data

LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 89

*Survey Fielded September 11, 2024; US National Sample of 1,000 adults 18+

IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



U.S. Travel Sentiment Tracker: Wave 89

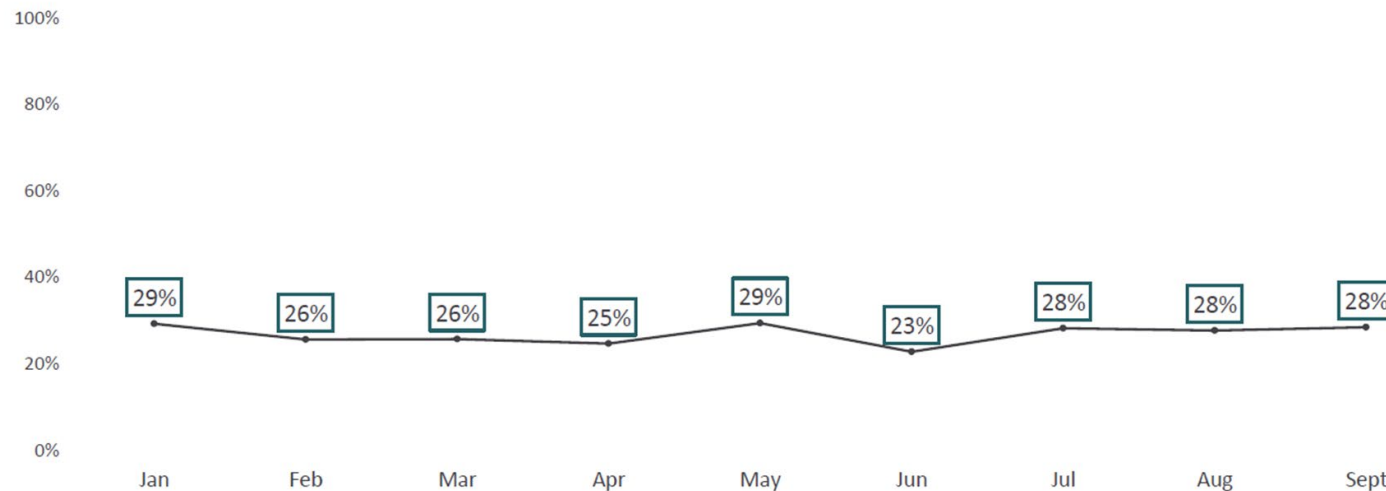
Longwoods INTERNATIONAL | **miles** PARTNERSHIP

LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 89

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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



U.S. Travel Sentiment Tracker: Wave 89

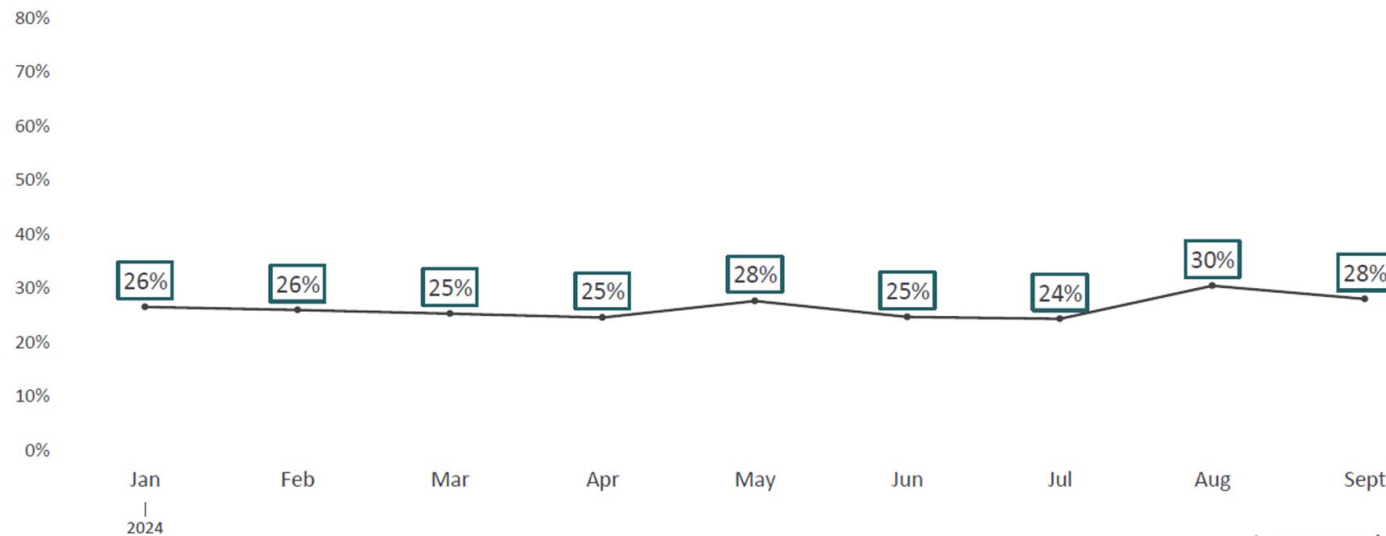
Longwoods INTERNATIONAL | miles

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IMPACT ON TRAVEL PLANS

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



U.S. Travel Sentiment Tracker: Wave 89

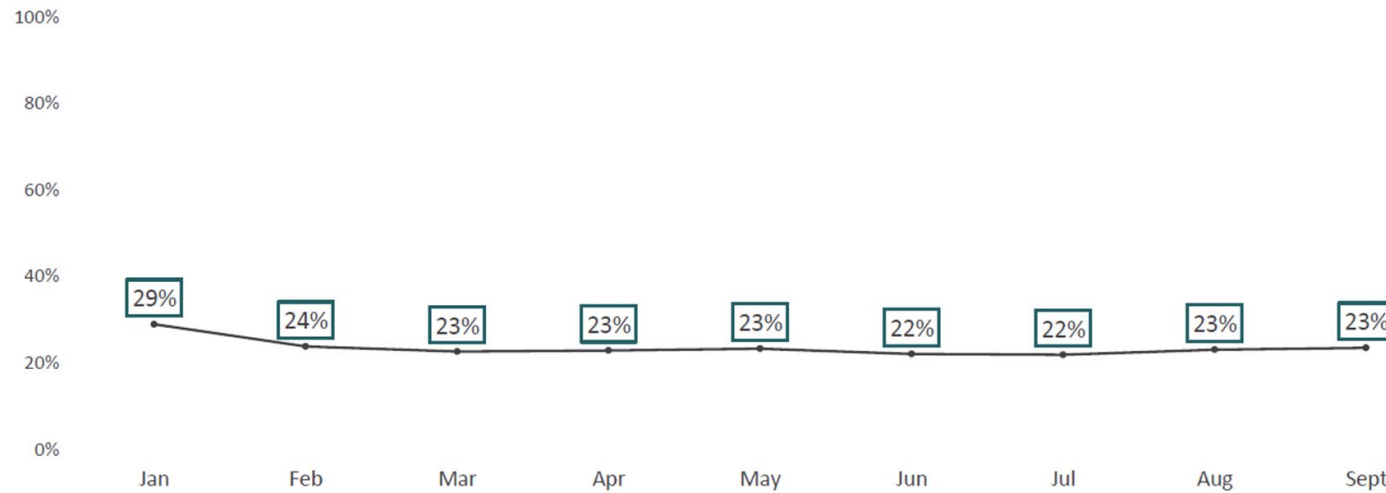
Longwoods INTERNATIONAL | miles

LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 89

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IMPACT ON TRAVEL PLANS

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



U.S. Travel Sentiment Tracker: Wave 89

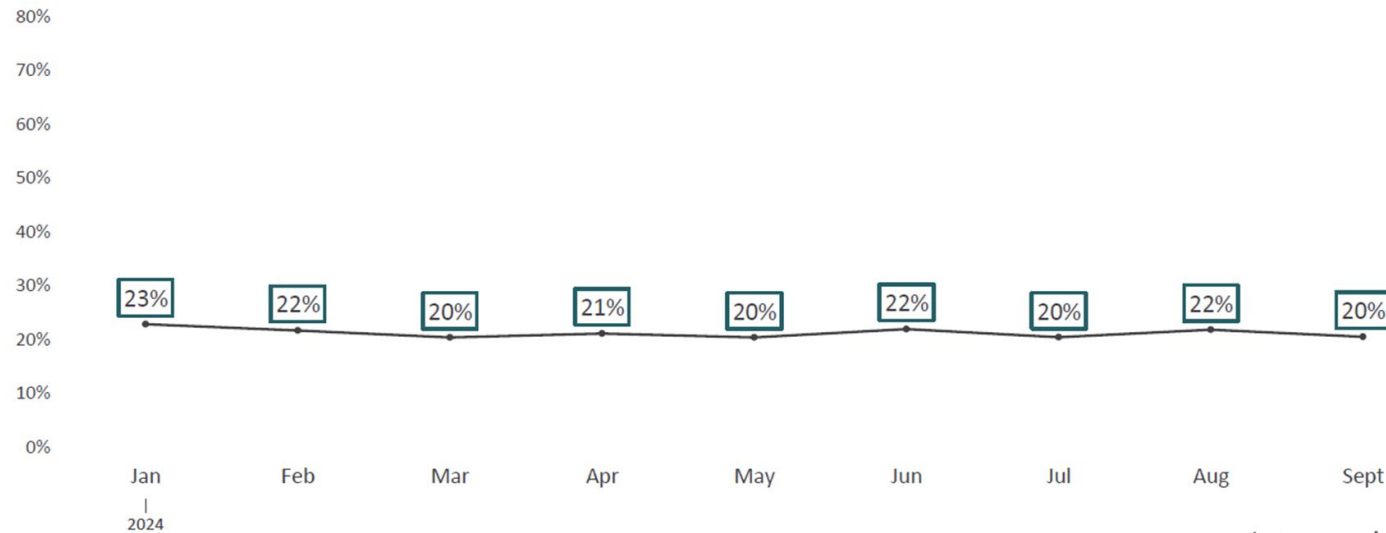
Longwoods INTERNATIONAL | miles

LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 89

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IMPACT ON TRAVEL PLANS

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



U.S. Travel Sentiment Tracker: Wave 89

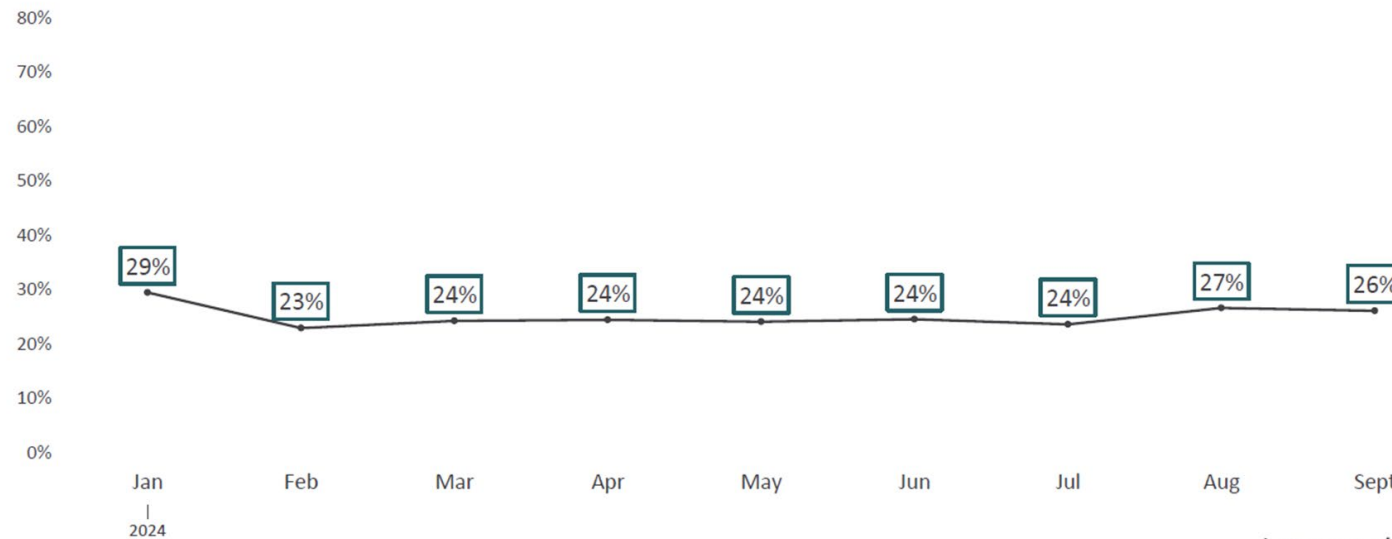
Longwoods INTERNATIONAL | miles PARTNERSHIP

LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 89

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IMPACT ON TRAVEL PLANS

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



U.S. Travel Sentiment Tracker: Wave 89

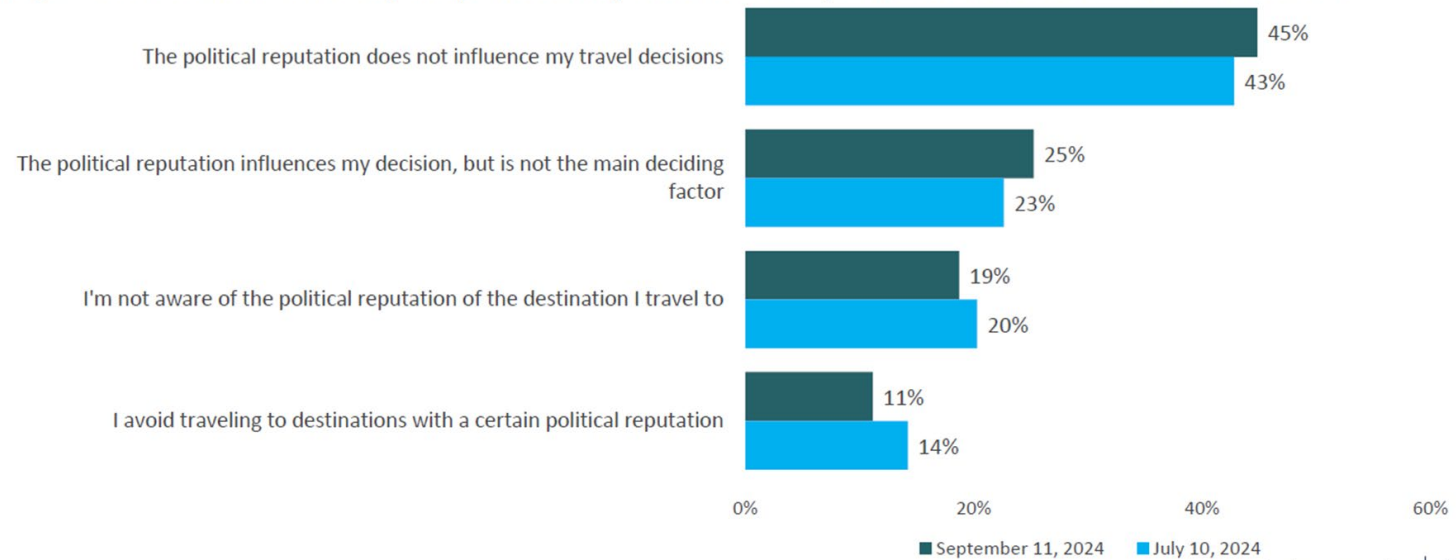
Longwoods INTERNATIONAL | miles

LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 89

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IMPACT ON TRAVEL PLANS

How does the political reputation of a destination (e.g., traditionally a blue/Democratic or red/Republican) influence your decision to travel there?



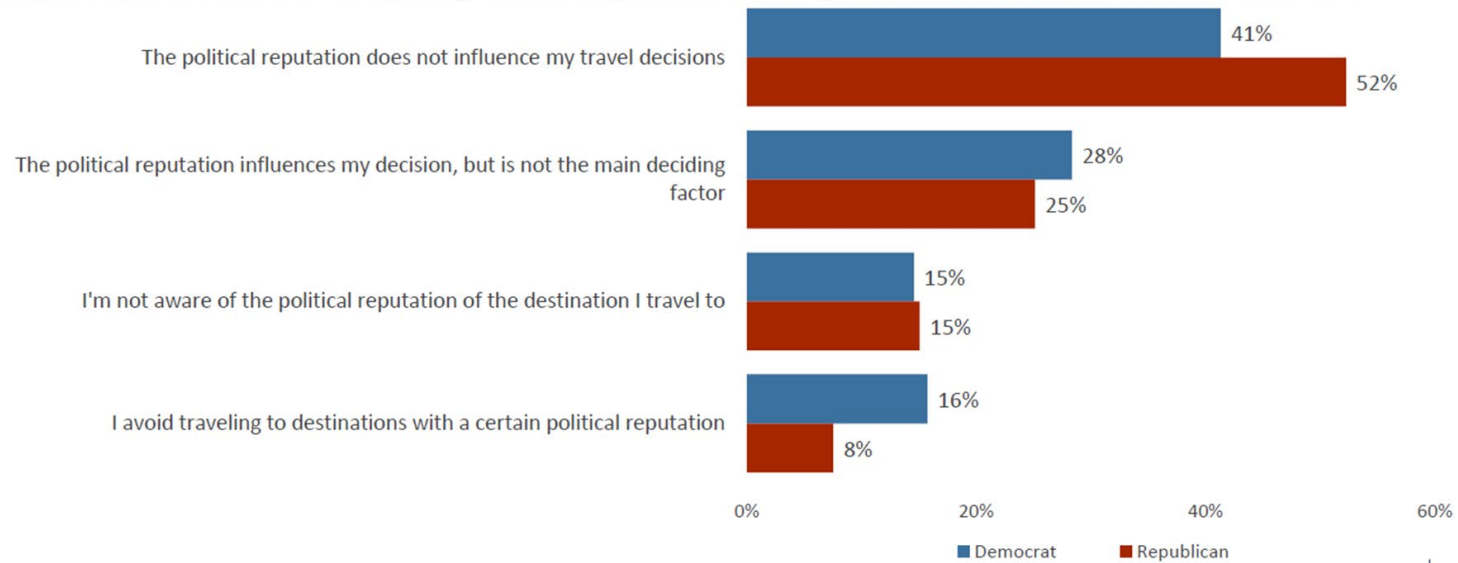
U.S. Travel Sentiment Tracker: Wave 89

LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 89

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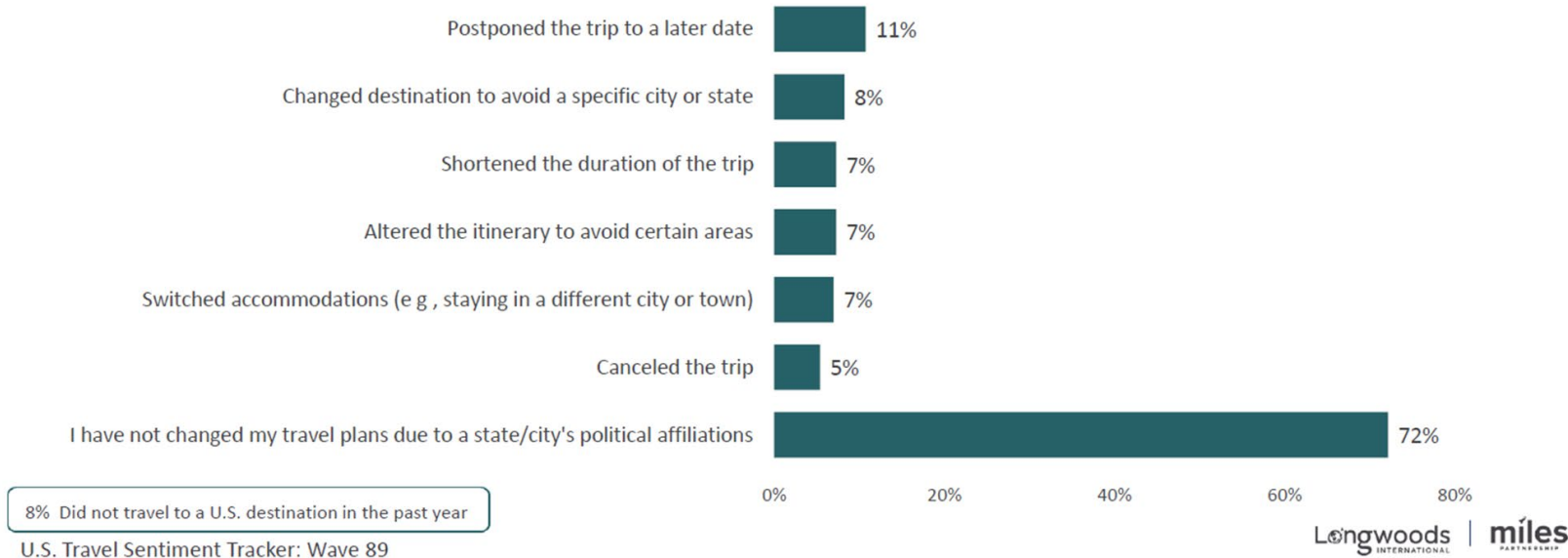
U.S. Travel Sentiment Tracker: Wave 89

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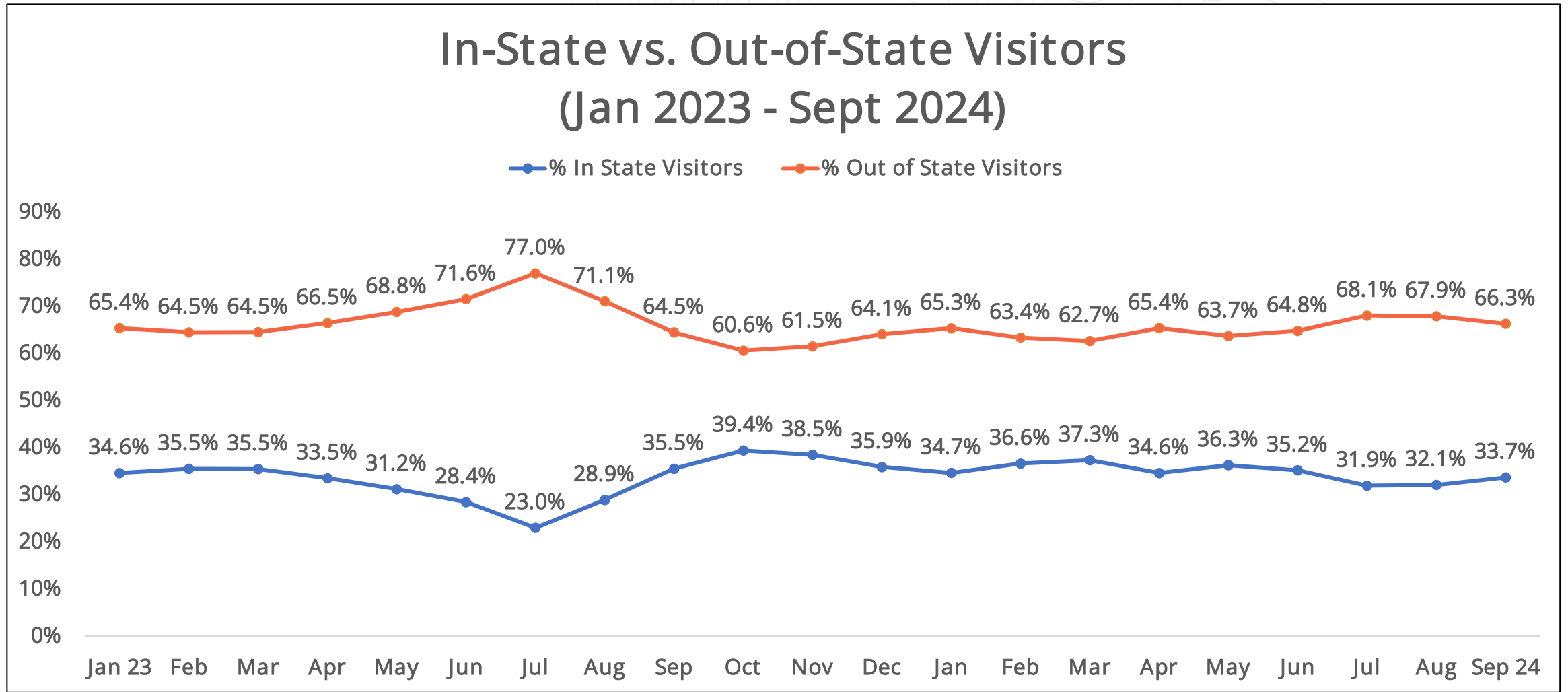
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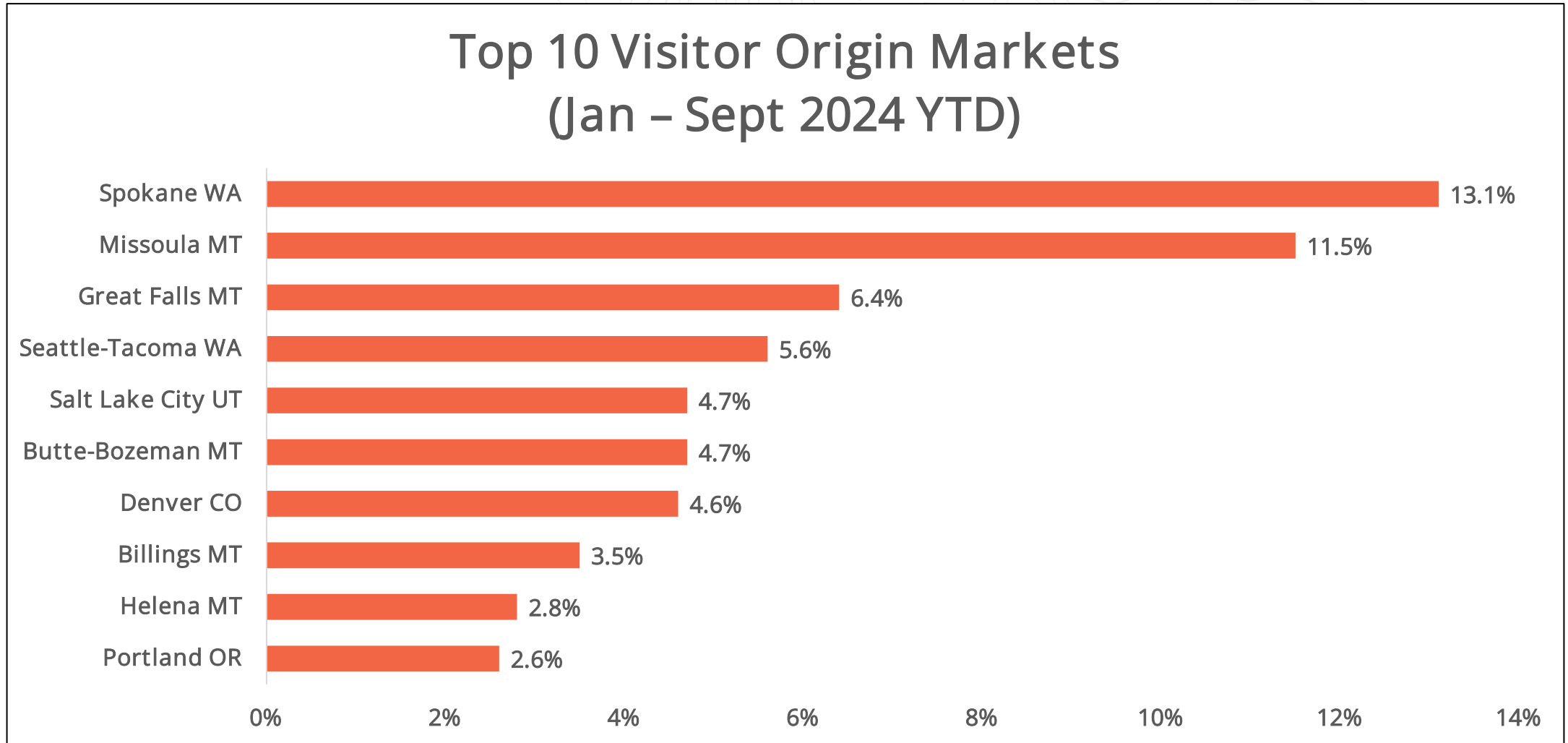
IMPACT ON TRAVEL PLANS

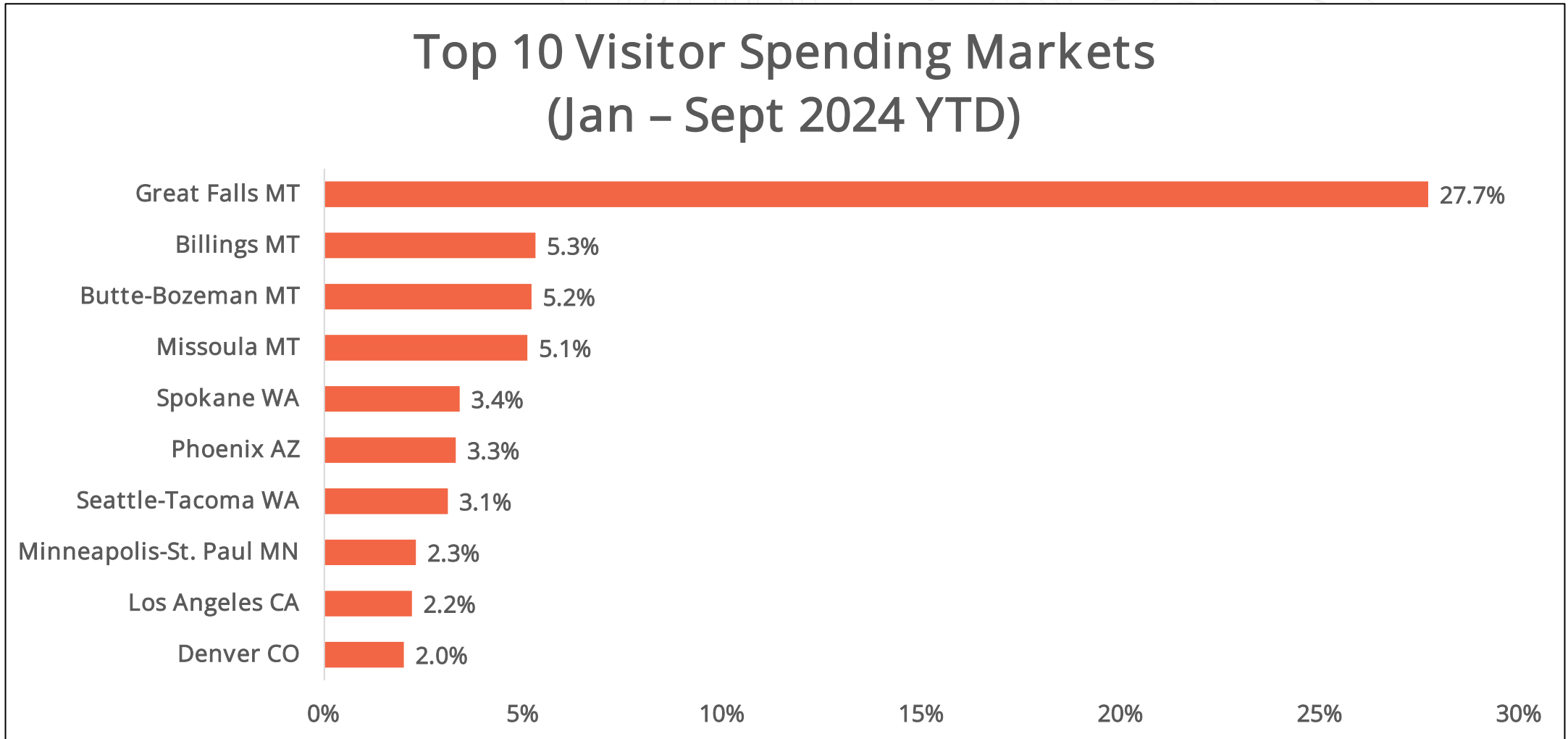
In the past year, have you changed your travel plans to a U.S. destination due to legislation, policies, or political affiliations?



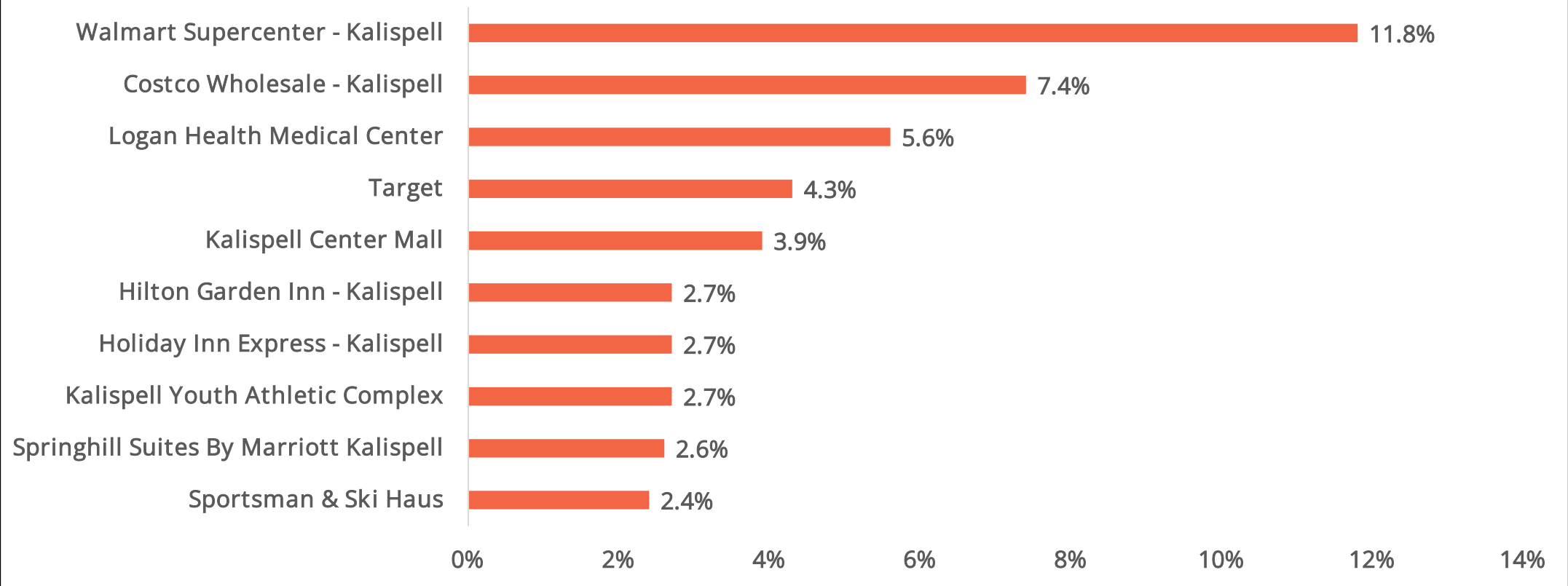
Zartico Geolocation Data

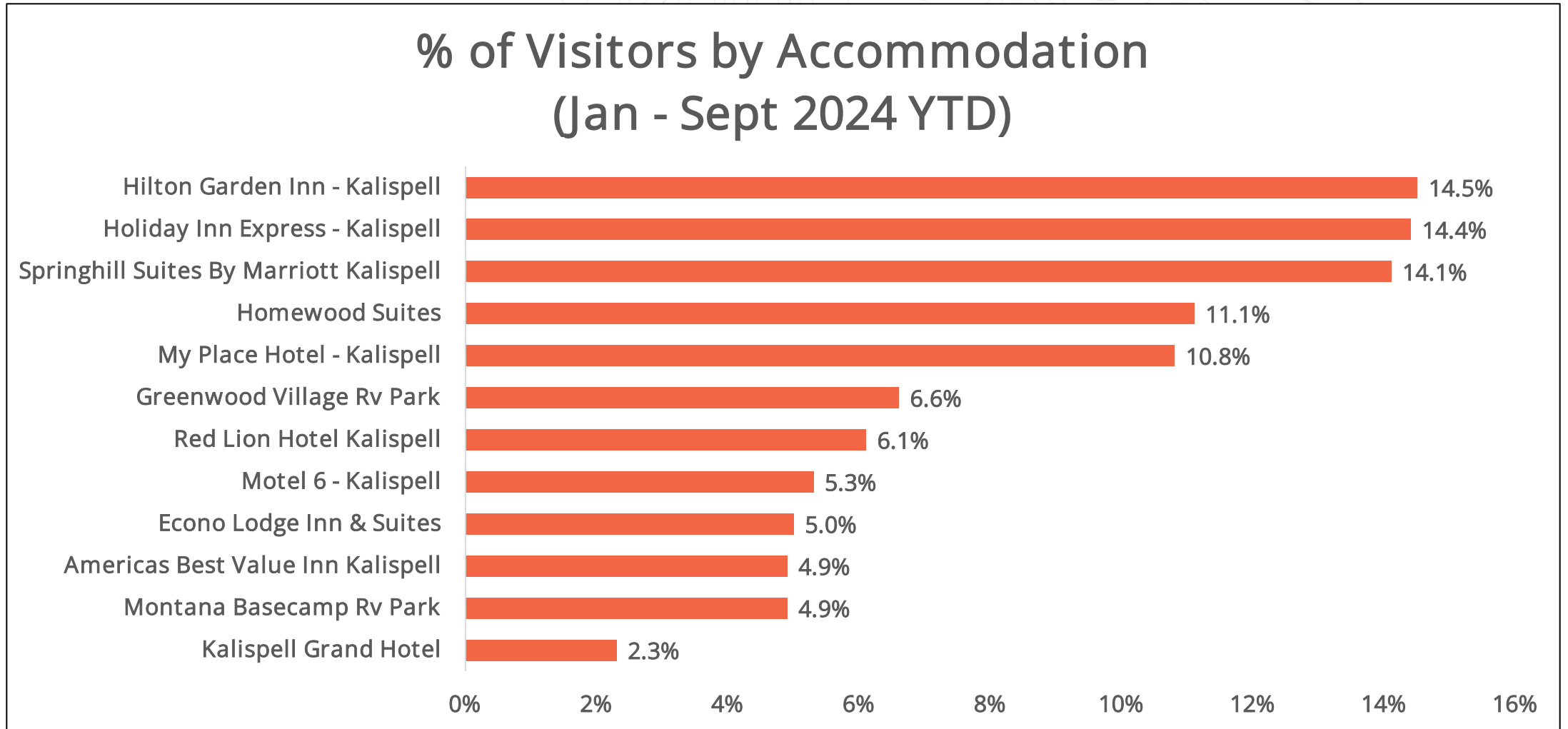




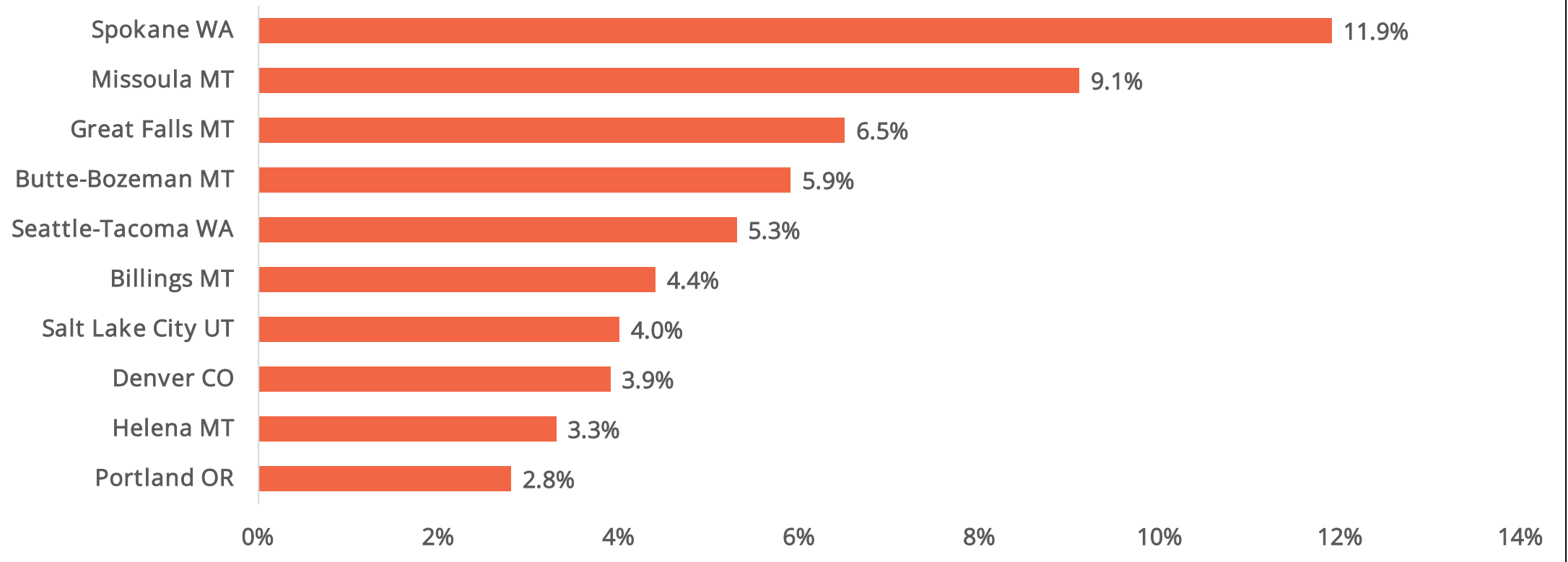


Top 10 Visitor POIs - % of Visitation (Jan - Sept 2024 YTD)





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





Thank You!

