



# Monthly Research Update

November 2024

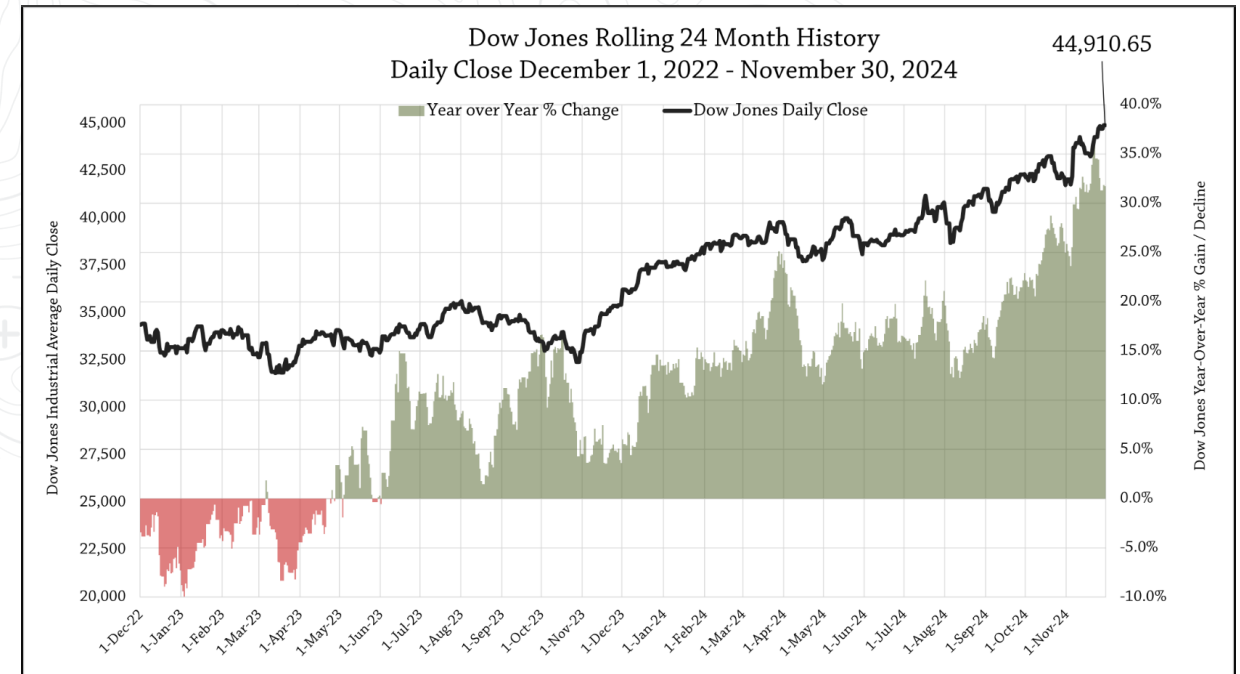
## Kalispell Tourism Trends

- Glacier Park International Airport welcomed just over 50,000 travelers in November, an increase of 3.2% compared to November 2023 and the lowest rate of Year-over-Year growth since January 2024.
  - Calendar Year-To-Date, the airport has seen 942,480 travelers pass through, up an impressive 12.0% from CYTD 2023.
- Kalispell hotels continue to see diminished room Supply compared to same time last year, down 3.6% YoY, while room night Demand dropped 3.3% YoY in November. As a result, hotel Occupancy appeared relatively flat for the month, growing by 0.3% YoY to average 38.4% in November.
  - Average Daily Rate jumped by 4.4% YoY to reach \$100 in November, up from \$96 last year.
- Short-term rentals saw decreased Demand for the second month in a row in November, dropping by 24.0% compared to last year. However, Supply also remained suppressed, down by 19.2% YoY, yielding a 5.9% drop in Occupancy for the month, averaging 29.6%.
  - Total Available Listings are decreasing each month at a faster rate this year than in 2023, from 179 Available Listings in October to 122 in November, a 23% YoY drop compared to the 158 listed in November 2023.
  - ADR fell below 2023 levels for the first time since July, decreasing by 2.8% YoY to average \$179 for the month.

# U.S. Market Review

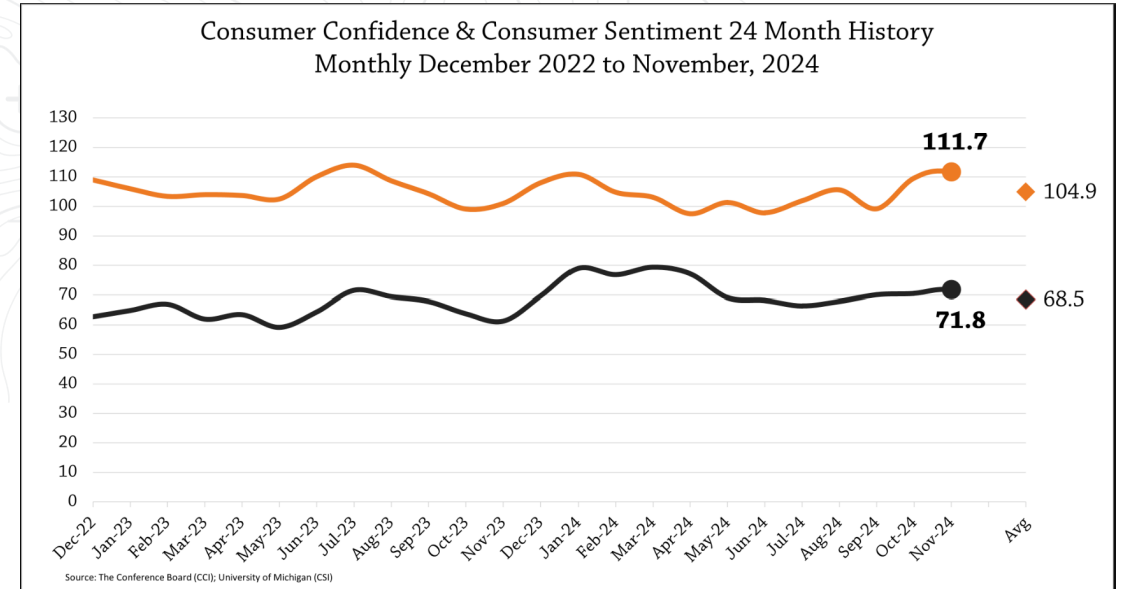
## The Dow Jones Industrial Average

- “The DJIA increased dramatically in November, adding an impressive 7.5 percent, or 3,147.19 points during the month, to close at 44,910.65 points. This is the DJIA’s highest monthly close on record and the fourth in the last five months.
- Markets reacted positively to the outcome of the presidential election, anticipating an easing regulation of Wall Street under the new administration.
- The DJIA is currently up an impressive 26.8 percent – or 9,480 points – from last November, which puts a smile of the face of consumers who are watching IRA and 401(K) accounts balloon.”



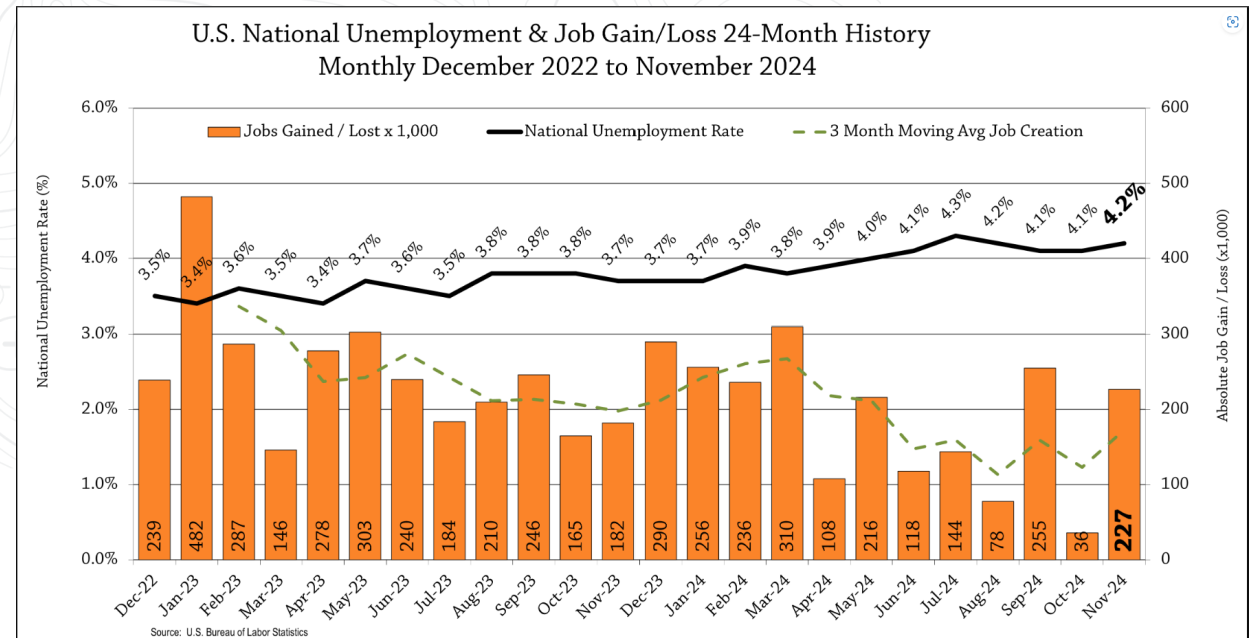
## The Consumer Confidence Index & Consumer Sentiment Index

- “The CCI and CSI both increased in November for the second consecutive month, with both moving up enough to nudge their 24-month averages higher.
- The CCI was adjusted upward slightly for October but also increased in November, adding 2.1 points to reach 111.7 points and its highest point since July 2023.
- The recent surge in the stock market also showed up in the CCI, with over 56 percent of respondents feeling stock would continue upward in the year ahead...But the price of goods continues to remain an issue.
- The University of Michigan’s CSI also increased in November, the fifth consecutive month for gains, adding 2.1 points and finishing at 71.8 points – the highest since April.”



## The National Unemployment Rate

- “Unemployment and Jobs rebounded strongly in November from October’s concerning report, with employers adding 227,000 new positions to payrolls while the national unemployment rate increased slightly from 4.1 to 4.2 percent during the month.
- This month’s report had upward revisions of September and October’s data, adding a combined 56,000 positions, helping to temper concerns that the labor market may be slowing – and the 227,000 added in November further supports a positive position on employment.
- Wage growth was also strong last month, up 0.4 percent from October and up 4.0 percent from last year, well ahead of inflation.”



## The National Inflation Rate

- “Inflation ticked up slightly in November from 2.6 to 2.7 percent as monthly prices increased 0.3 percent in November from October. The Consumer Price Index is currently at 315.5 points. This is the largest month-over-month increase in prices since April.”
- “While gasoline, most foods, and fuel oil all went up (and just in time for the holidays and cold weather), long-anticipated softening such as the rental housing market, have been slowing which will have a positive impact across all spending categories.”
- “Airlines were up 0.4 percent in November from October, while gasoline increased 0.6 percent, and eating out increased 0.3 percent.”
- “While prices went up 0.3 percent from last month, wages went up 0.4 percent and overall wages are up 4.0 percent compared to last year, well above the 2.7 percent inflation for the 18th consecutive month.”

## The Trump Administration 2.0

- “Trump’s first term was marked by policies and pronouncements that strained international relations, including trade tariffs and a travel ban on selected countries. During this period, international travel to the US experienced marginal growth, with an average increase of 1% over three pre-pandemic years, and a loss of global market share.”
- “Definitive policy changes remain uncertain and will likely fall short of campaign promises, but experience shows travel markets are susceptible to policy and sentiment.”
- What to consider:
- “Tariffs, restrictive immigration policies, and nationalist rhetoric may negatively impact inbound travel through direct travel restrictions as well as shifts in sentiment.”
- “Mass deportation talk is likely overdone. Rather, we anticipate a moderate step down in annual net immigration, resulting in fewer available hospitality staff.”
- “GDP should experience a moderate boost in 2026 and 2027 due to expansionary fiscal policy, but the negative effects of tariffs and immigration reductions on the labor force will set the stage for a long-term drag.”



## Business and Group Travel Resurgence

- “Corporate investment continues to outpace broader GDP growth, boding well for business travel. Momentum is gaining for business travel intentions according to MMGY’s latest Portrait of the American Traveler, and while work patterns have shifted toward remote, over half of remote employees state they meet their colleagues in person at least quarterly.”
- “Business travel within the US grew 5.5% in 2024 and is expected to reach 98% of pre-pandemic levels in 2025. While the recovery has taken longer than for leisure travel, it is clear that face-to-face meetings remain fundamental to business performance. Once again, the doomsayers have been proven wrong.”
- “Group room demand is closing in on 2019 levels and the hotel sector is seeing continued growth:
- “Group RevPAR rose more than 5% year-over-year, led by strong demand for both corporate and social meetings and events. For the full year, group position is up 10% with group position in '25 and '26 up low double digits to mid-teens.” - Hilton Earnings Call, October 2024

## Influential Travel Trends

- “This year saw the continuation of many key travel trends, but new shifts also emerged and stand to shape the industry ecosystem for 2025:”
- “The Return of International Travel: US outbound travel recovered to 2019 levels far ahead of inbound, but our forecast projects a full inbound recovery in 2026. India and Mexico lead the way, surpassing 2019 numbers, while Asia Pacific regions still have a long recovery journey ahead.”
- “Blended Leisure and Business Trips: “Bleisure” travel, solidifies itself as a significant growth niche according to responses from Tourism Economics’ 2024 Travel Industry Monitor survey. Over half of industry experts surveyed rank the blended travel model as the top opportunity for expansion, highlighting its rising importance.”
- “New Wave of Cruise Demand: The rapid resurgence of cruise punches far above its weight regarding demand. The sector’s impressive post-pandemic rebound contributed to \$138B in total economic output and 1.2 million jobs globally in 2022 and continues to grow.”
- US. cruise passenger volume is on pace to exceed 18 million this year, an 8% increase from 2023 and 28% above 2019’s pre-pandemic baseline of 14.2 million.
- Accounting for just 3.1% of total lodging demand compared to hotels’ dominant 82.7%, we project cruises will add 5.4 million sold cabin nights year-over-year in 2024—surpassing the additional 4.4 million room nights expected for hotels.

## Influential Travel Trends (continued)

- “Record Airport Volumes: Passenger traffic in US airports continues to set records, with the newest record recorded on December 1—the Sunday following Thanksgiving—when TSA Officers screened more than 3 million people at airport security checkpoints nationwide. The previous busiest-ever day, and the first day to exceed 3 million passengers through TSA checkpoints, was July 7, the Sunday after the July 4th holiday.”
- “Upswing in Upscale Hotels, Lagging Economy Brands: Lower-income Americans affected by inflation coincide with lackluster performance for economy and midscale properties and strong demand for upscale and luxury hotels.”
- “Since 2022, US hotel demand has hovered near pre-pandemic levels, though recovery has been uneven across segments. Economy hotel demand has trended downward throughout 2023 and 2024, while luxury hotels have fully rebounded and continue to experience robust growth.”

## Short Term Rentals

- “Available listings grew by 3.9% in November, marking the third consecutive month of modest growth in the 4% range. Listing growth has steadily slowed since the Federal Reserve began raising interest rates in March 2022 to combat global inflation. Higher borrowing costs have created a barrier to new investments. With house prices remaining high, the development of short-term rentals (STR) has become notably more expensive compared to just a few years ago.”
- “The challenges of expanding the STR market are evident in the slower growth of new listings, which have been entering the market at a significantly lower rate than last year since March.”
- “While the growth rate of new listings has improved slightly—rising from a low of -18.5% in September to -12.6% in November—this modest recovery is largely due to a late-season surge in 2023. This surge created a high baseline for year-over-year (YOY) comparisons for June through September in 2024.”
- “The current figures, while representing a relative slowdown in listing growth, seem especially weak when compared to the artificially high growth rates from the same period last year.”
- “Supply nights, which can be understood as the total number of nights that STR listings are open for booking, have seen slowing growth after a brief resurgence in the second half of 2023. This metric peaked at a 10.6% growth rate in February but has since declined to 2.3% in November.”

## Short Term Rentals (continued)

- “Meanwhile, demand growth is gaining momentum in response to positive economic news over the past year. As inflation declined and real incomes recovered, travelers resumed making more vacation plans. Demand growth has been generally accelerating since dropping to -1.8% in March and April of 2023.”
- “January of 2024 saw weak demand growth, driven by low snowfall and a cold snap that discouraged travel across much of the country. April and September also faced challenges due to unfavorable calendar shifts. However, demand growth throughout the rest of this year has been significantly stronger compared to 2023.”
- “As supply night or available night growth continues to slow and demand growth accelerates, occupancy has stabilized. Due to calendar fluctuations this year, 2024’s year-to-date occupancy has alternated between slightly above and below 2023 levels. The two series were essentially neck-and-neck in October.”
- “November saw a notable gain in occupancy, pushing it 3.4% higher year-over-year (YOY) and above 2019 levels. This increase also nudged year-to-date occupancy marginally ahead of 2023.”
- “The most dramatic reversal in performance has been the recent rise in average daily rate (ADR) growth. Throughout much of 2023, ADR declined—partly due to a mix shift, which occurs when changes in the types of properties entering or leaving the market artificially raise or lower the average rate.”

## Short Term Rentals (continued)

- “Mix shift pulled down overall ADR, as the composition of listings tilted toward more affordable options. By early 2024, the situation began to stabilize. ADR had fully reversed its downward trend by March, posting a 4.1% year-over-year (YOY) increase.”
- “November’s growth of 7.0% was the strongest monthly ADR increase of 2024 and the highest growth rate since early 2022. This turnaround highlights a key dynamic for operators: stable or rising occupancy rates are critical to maintaining pricing power. When occupancy is strong, hosts have more flexibility to raise rates without sacrificing bookings.”
- “This connection became particularly evident following the peak performance of 2021, when demand surged to unprecedented levels. At that time, ADR growth began to stall, even as inflation and broader price levels climbed. The reason? Occupancy had already maxed out in many markets, leaving little room for further price increases.”

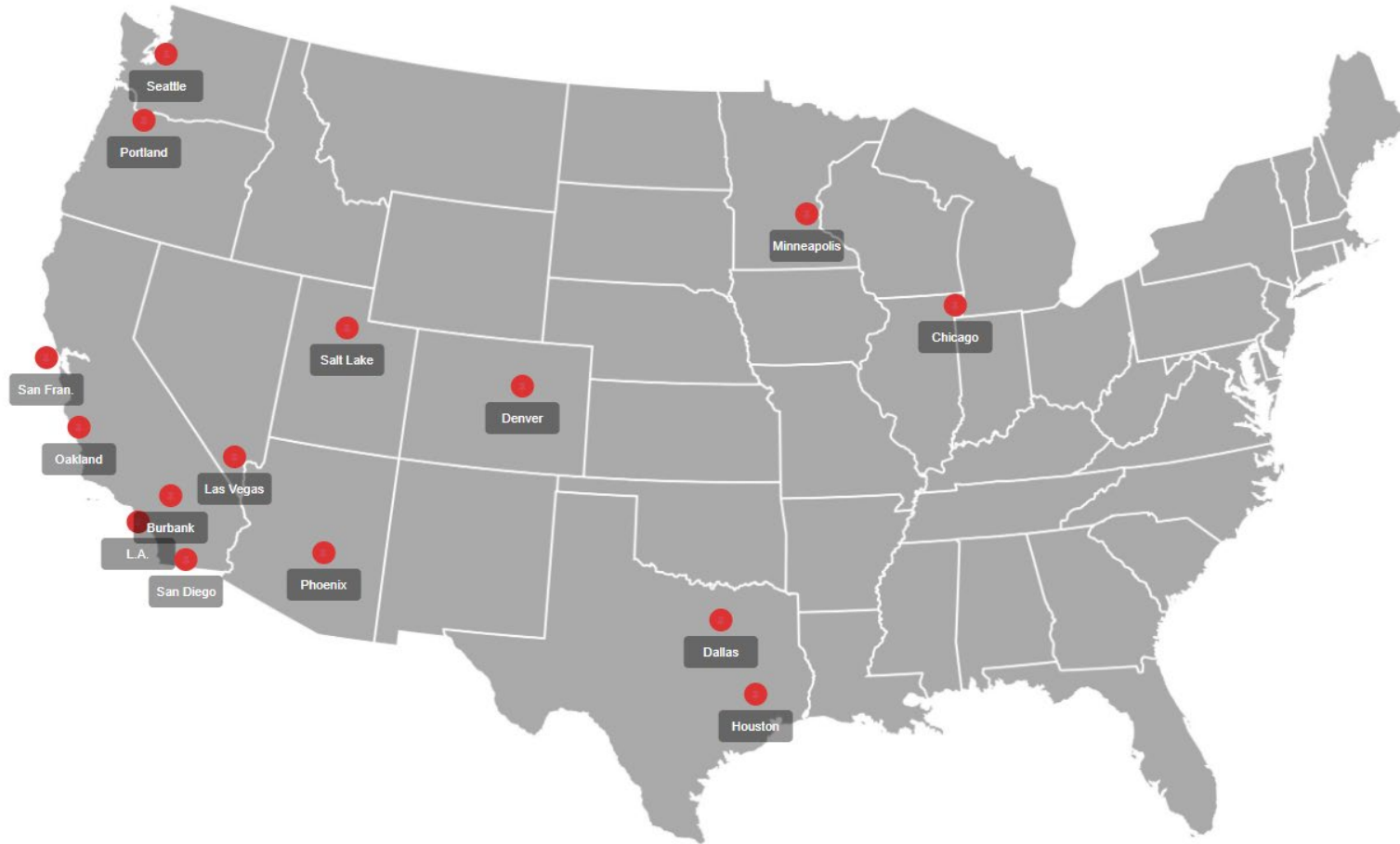
## Key U.S. Short Term Rental Performance Metrics for November 2024

- Occupancy was 3.4% higher YOY at 48.9%
- Average Daily Rate (ADR) increased 7.0% YOY to \$294.79
- Revenue per Available Rental (RevPAR) increased 10.7% year-over-year (YOY) to \$144.19
- Total demand (nights) rose 5.8% YOY
- Available listings were 1.68 million, up 3.9% YOY

# Glacier Park International Airport Data

# Glacier Park International Airport

— Direct Flights —  
MAJOR CITIES SERVED

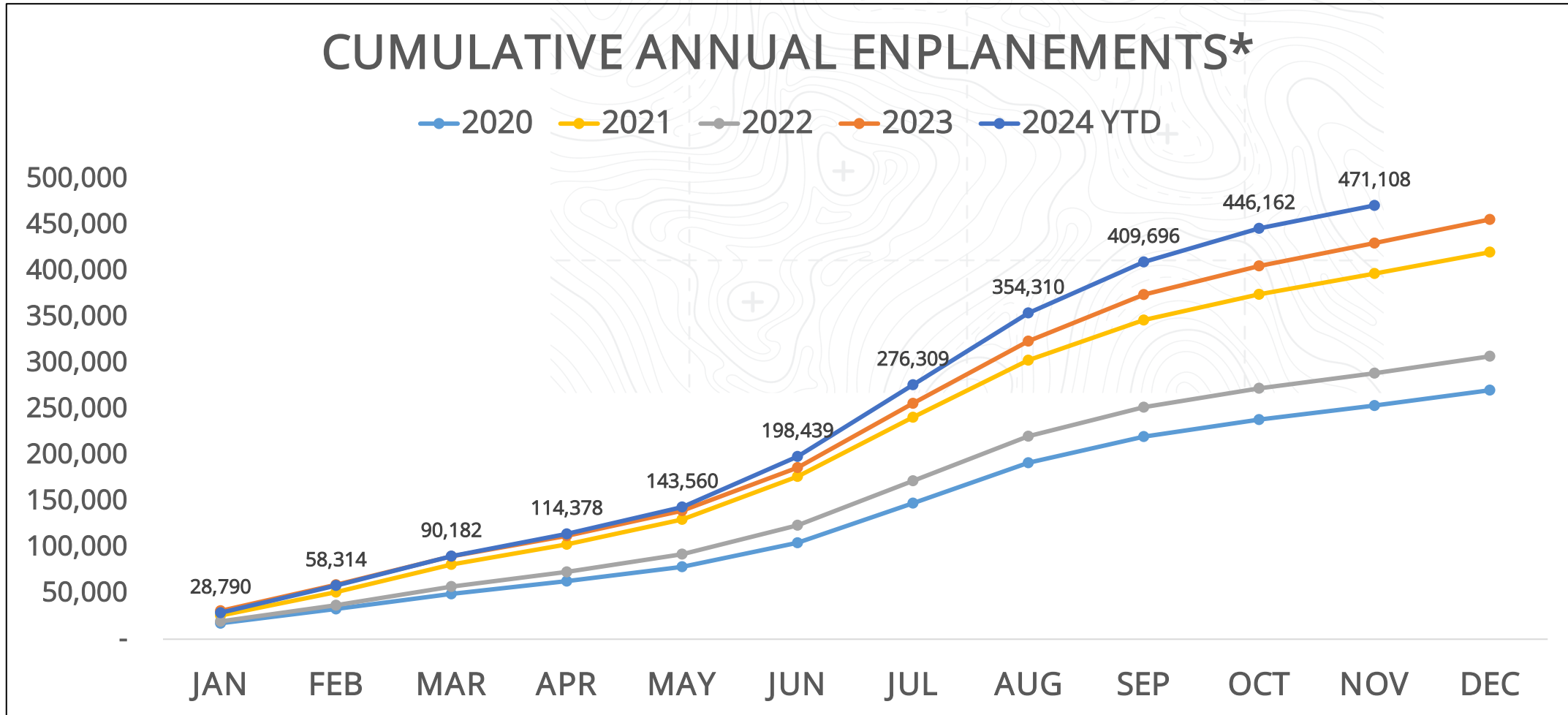




# Glacier Park International Airport

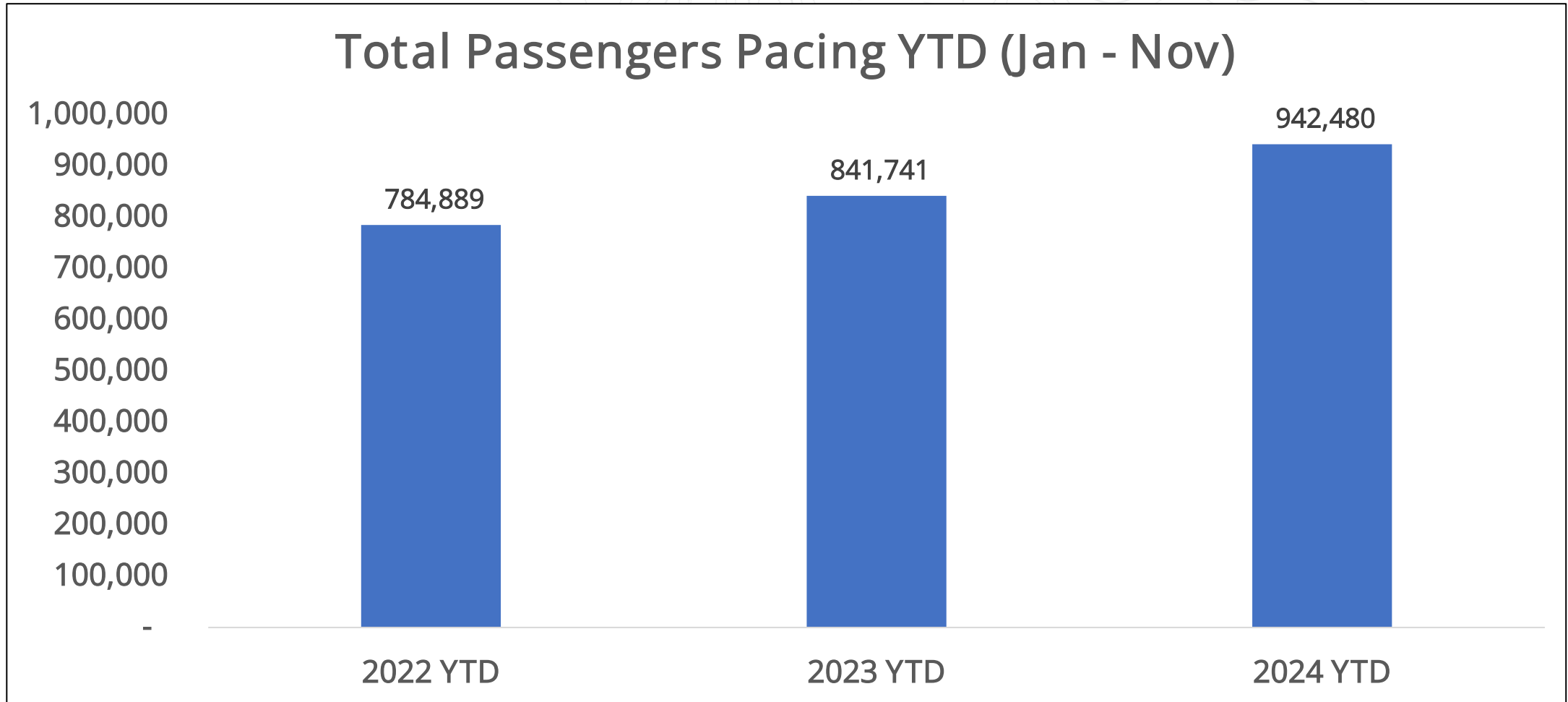
Total Passengers					
Month	2024	2023	% Change 2024 vs. 2023	2022	% Change 2024 vs. 2022
January	54,403	58,161	-6.5%	49,261	10.4%
February	59,344	56,277	5.4%	50,555	17.4%
March	63,846	59,460	7.4%	58,672	8.8%
April	48,426	45,073	7.4%	43,836	10.5%
May	62,723	54,694	14.7%	56,807	10.4%
June	117,040	96,564	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	69,651	59,071	17.9%	53,031	31.3%
November	50,026	48,460	3.2%	44,681	12.0%
December		54,257		47,629	
<b>Year-to-Date</b>	<b>942,480</b>	<b>841,741</b>	<b>12.0%</b>	<b>784,889</b>	<b>20.1%</b>
<b>Total</b>		<b>895,998</b>		<b>832,518</b>	

# Glacier Park International Airport

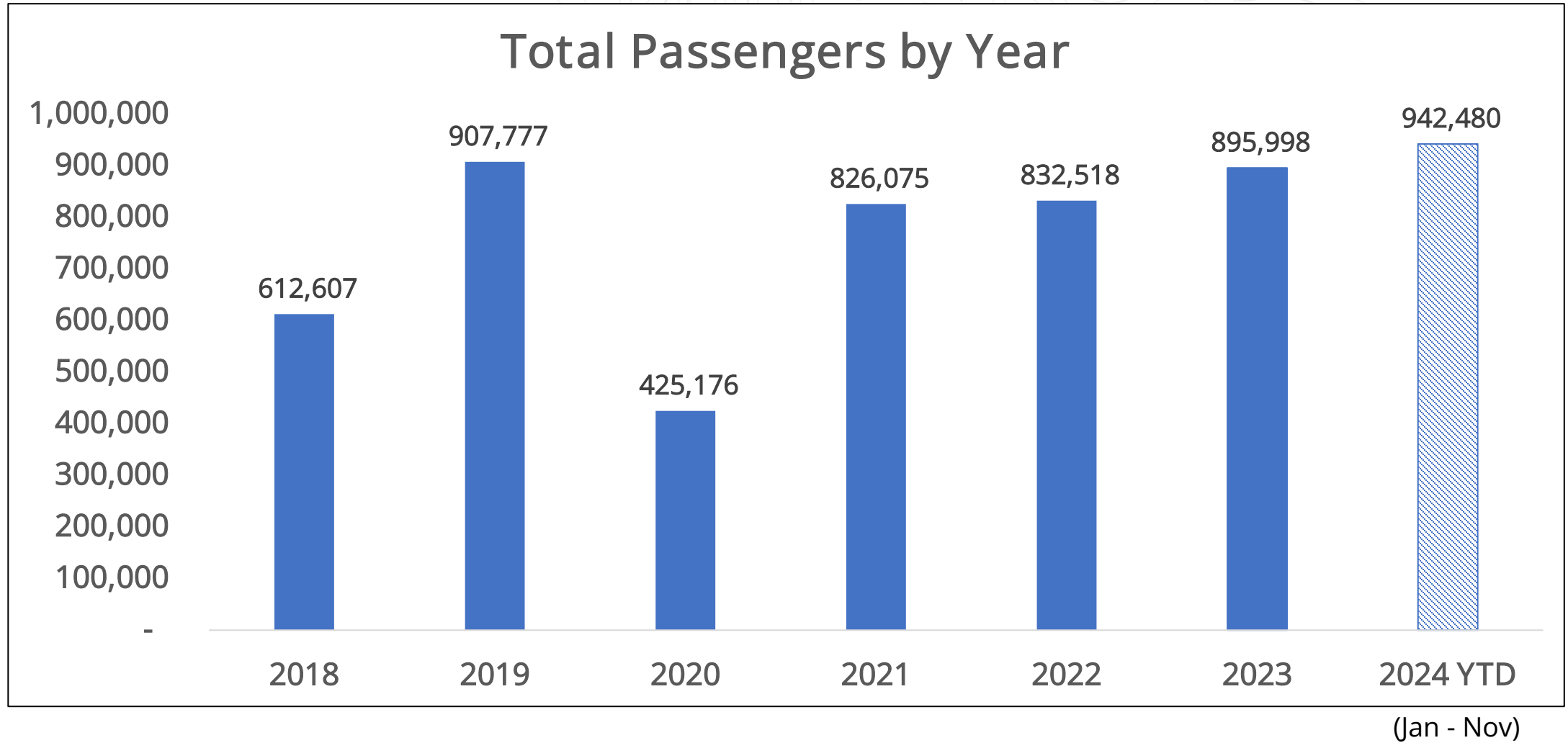


\* Enplanements only (not total passengers)

# Glacier Park International Airport



# Glacier Park International Airport

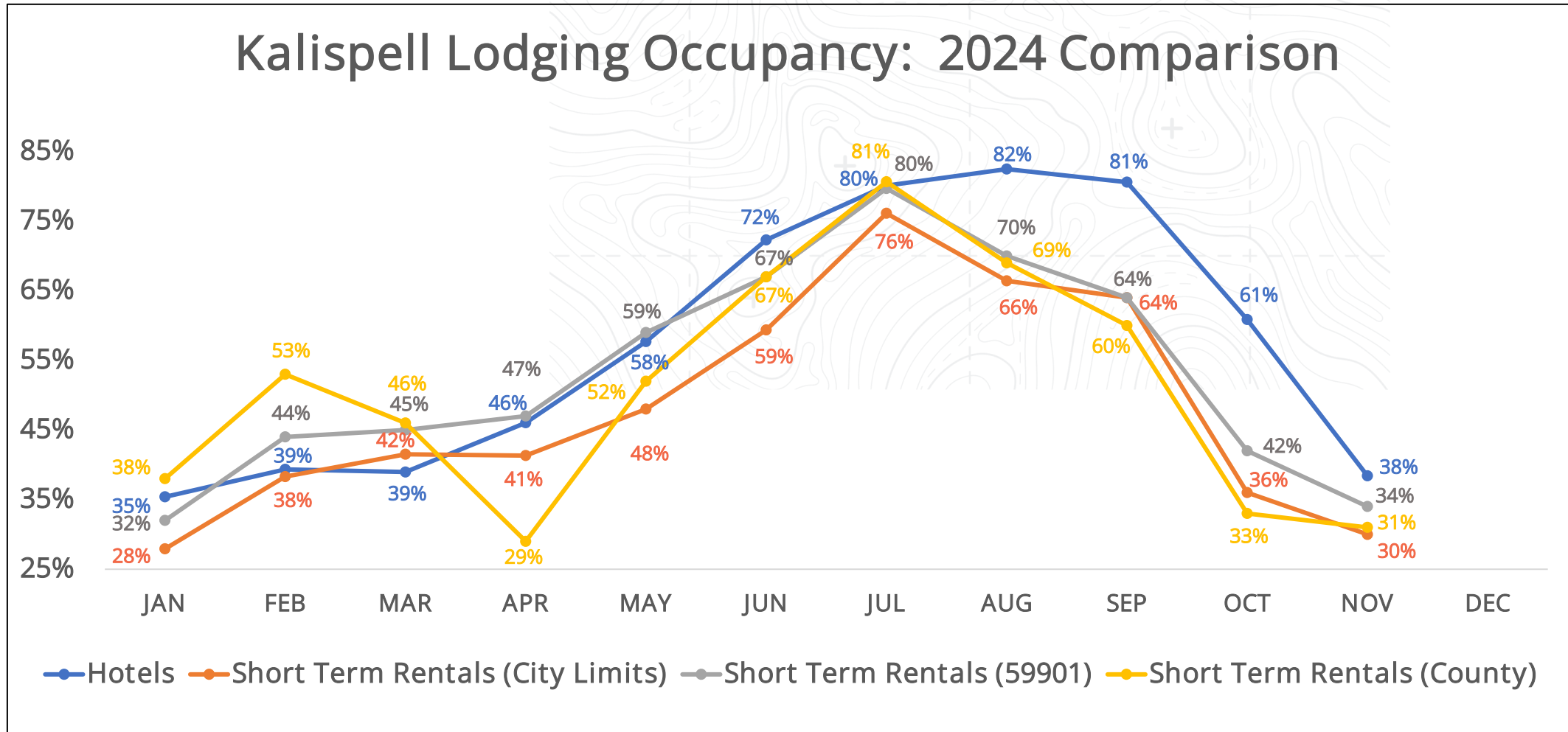


# STR Hotel Data

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

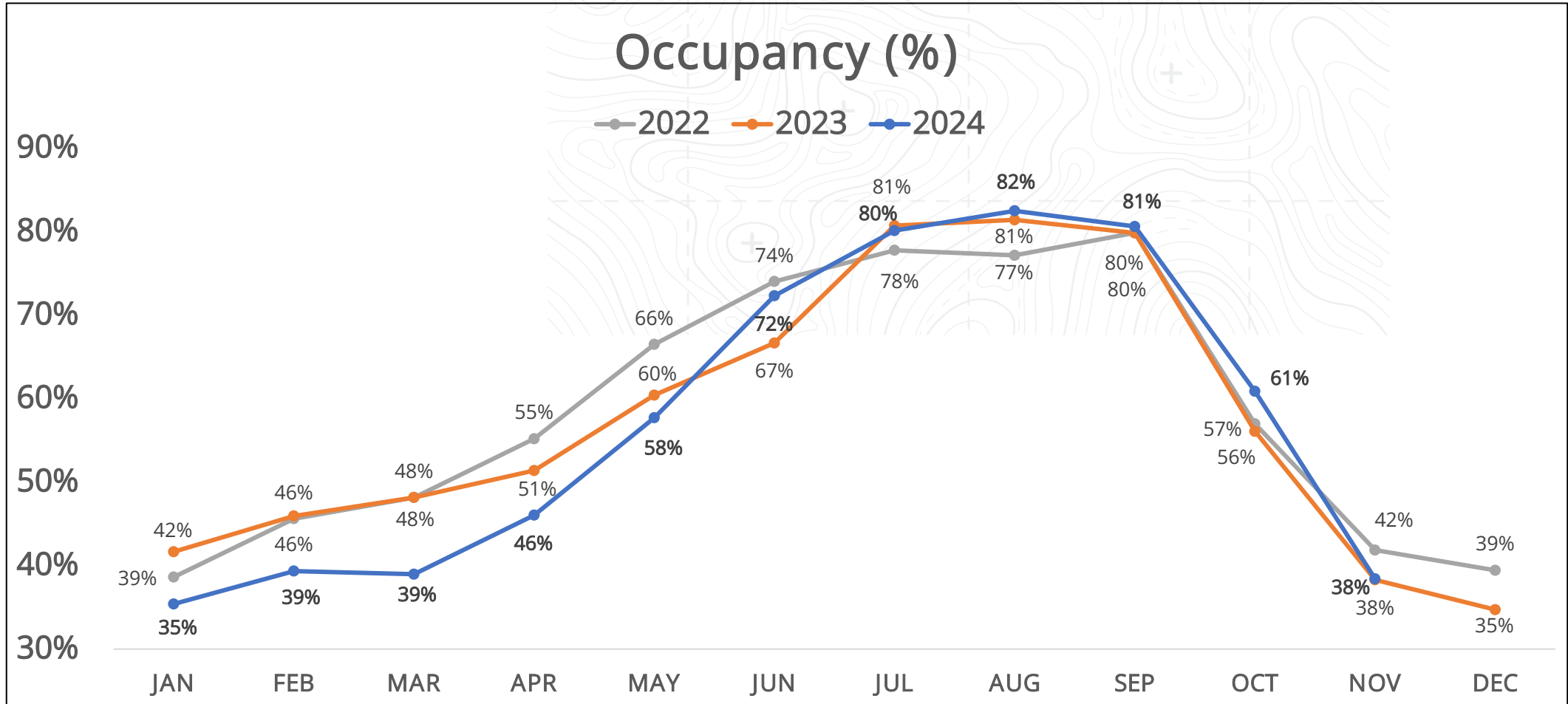
# Kalispell 2024 Lodging Comparison





# Hotel Occupancy by Month

Kalispell hotel Occupancy increased 0.3%, ADR increased 4.4%, and RevPAR increased 4.8% Year-Over-Year



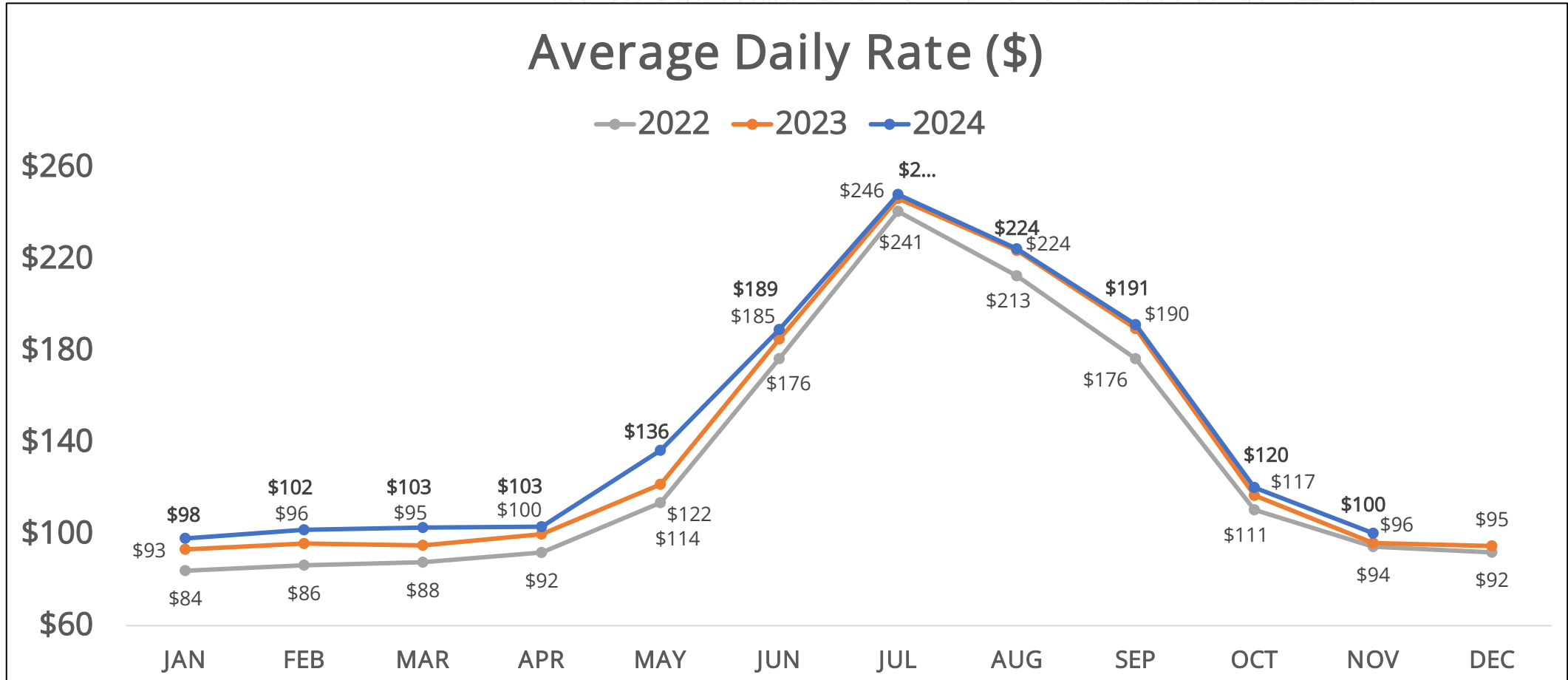
2022 Occupancy = 58.2%      2023 Occupancy = 57.2%





# Hotel Average Daily Rate (ADR) by Month

Kalispell hotel Occupancy increased 0.3%, ADR increased 4.4%, and RevPAR increased 4.8% Year-Over-Year



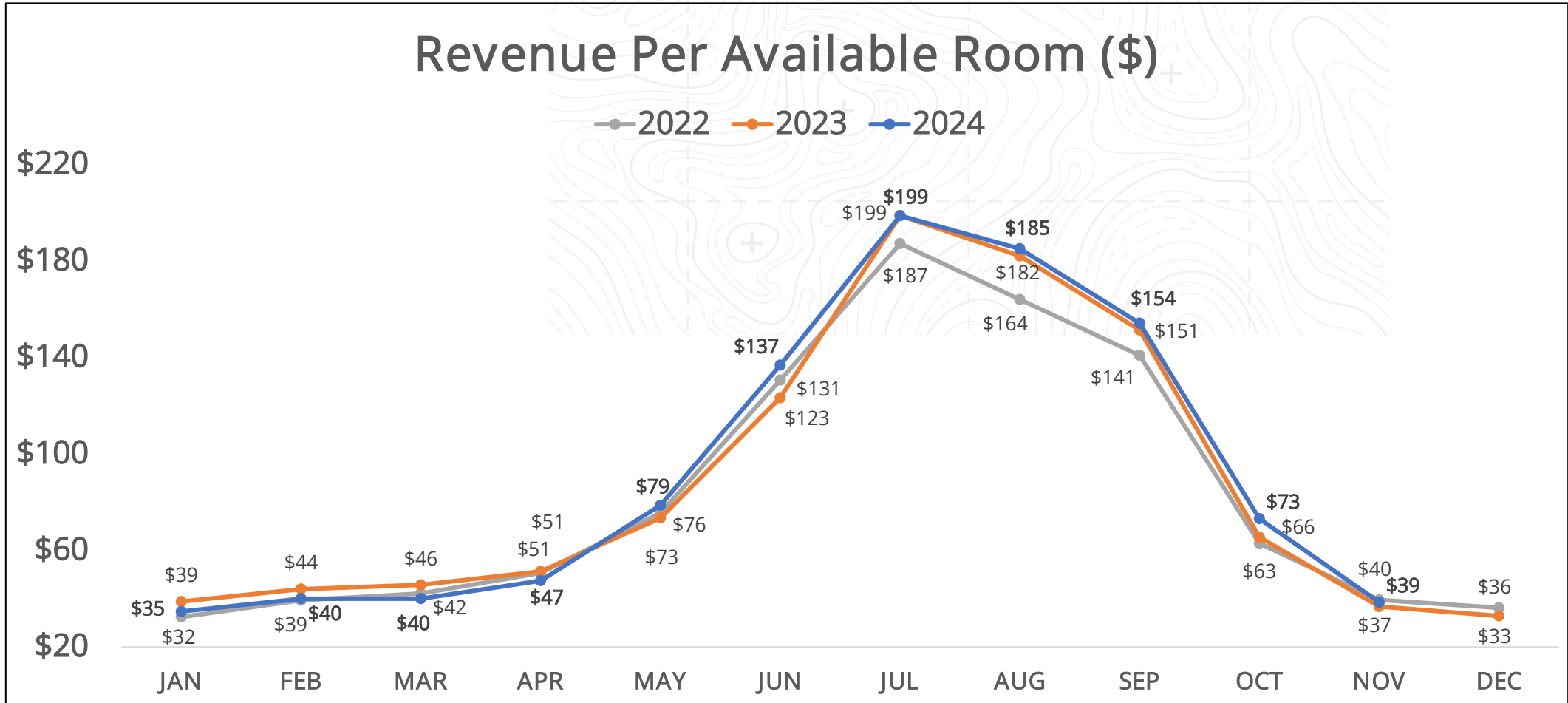
2022 ADR = \$142

2023 ADR = \$153



# Hotel Revenue Per Available Room by Month

Kalispell hotel Occupancy increased 0.3%, ADR increased 4.4%, and RevPAR increased 4.8% Year-Over-Year

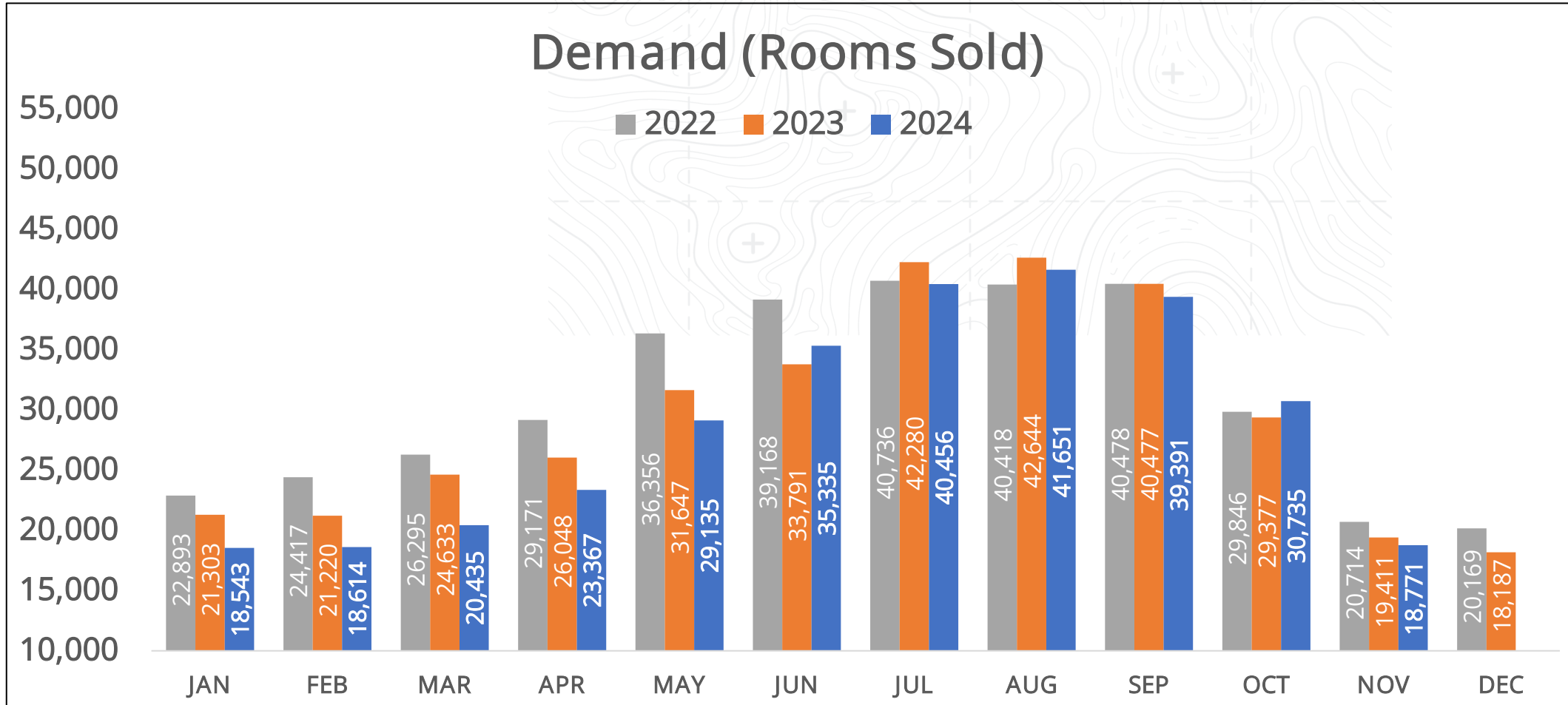


2022 RevPAR = \$83      2023 RevPAR = \$88



# Hotel Demand (Rooms Sold) by Month

Kalispell hotel Demand decreased 3.3%, Supply decreased 3.6%, and Total Revenue increased 1.0% Year-Over-Year

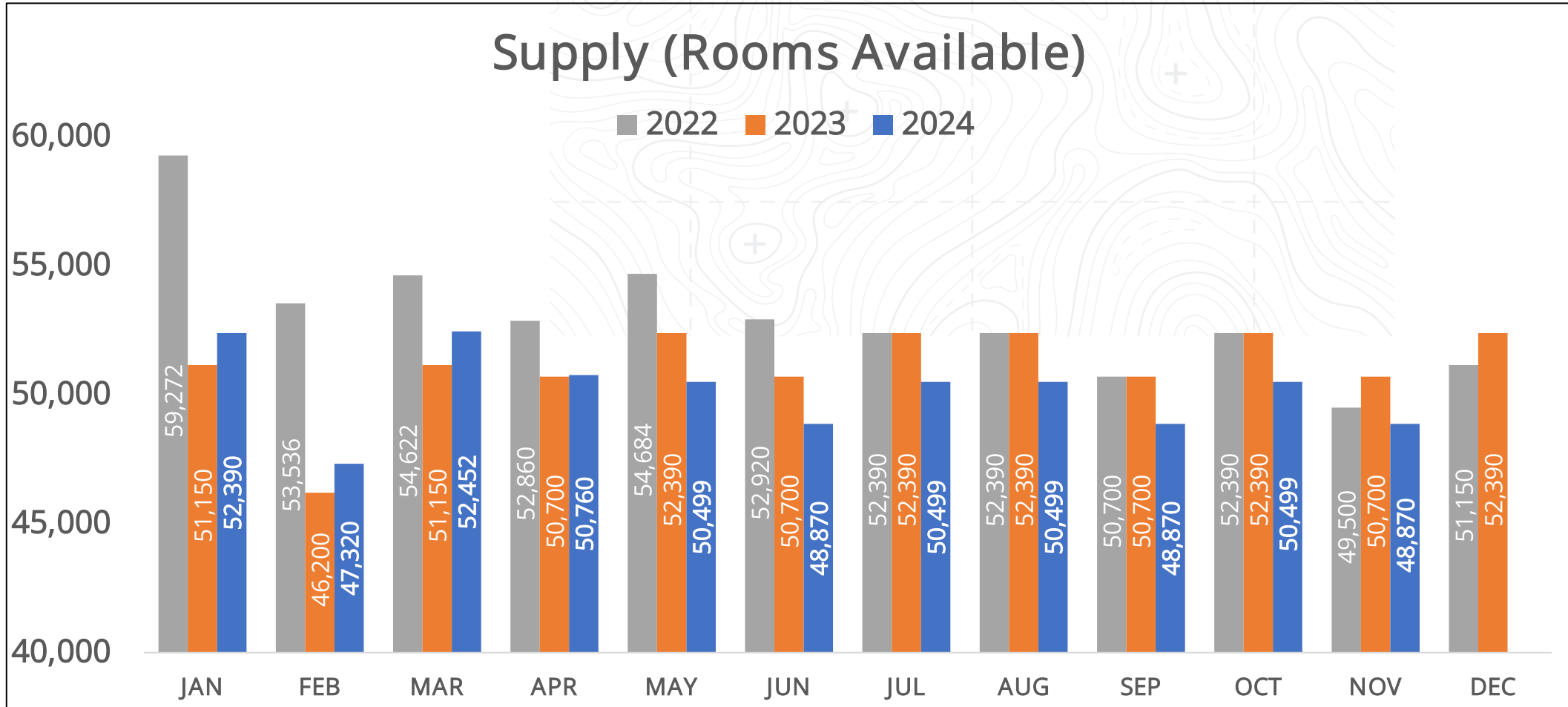


2022 Demand = 370,663

2023 Demand = 351,023

# Hotel Supply by Month

Kalispell hotel Demand decreased 3.3%, Supply decreased 3.6%, and Total Revenue increased 1.0% Year-Over-Year

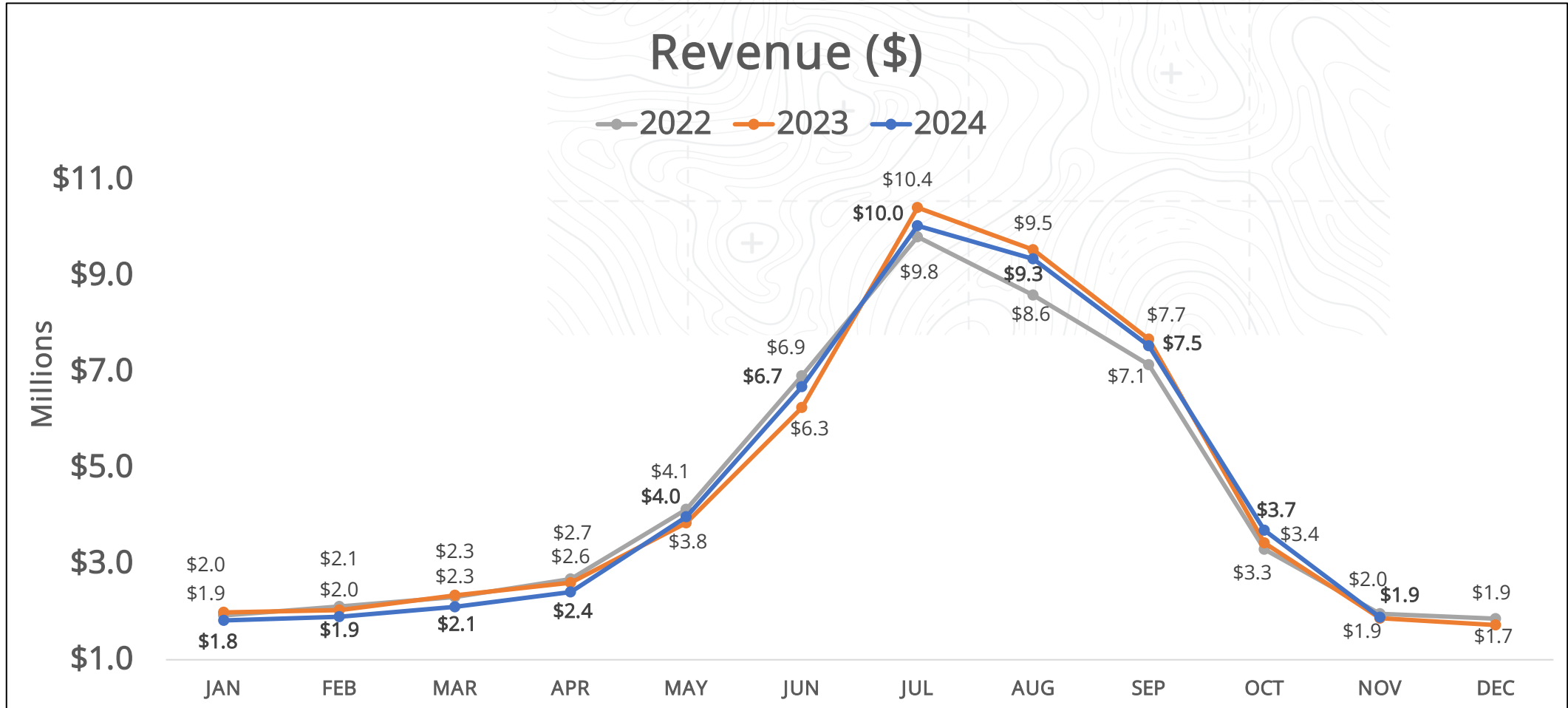


2022 Supply = 636,414      2023 Supply = 613,250



# Hotel Revenue by Month

Kalispell hotel Demand decreased 3.3%, Supply decreased 3.6%, and Total Revenue increased 1.0% Year-Over-Year



2022 Revenue = \$52.7M

2023 Revenue = \$53.7M

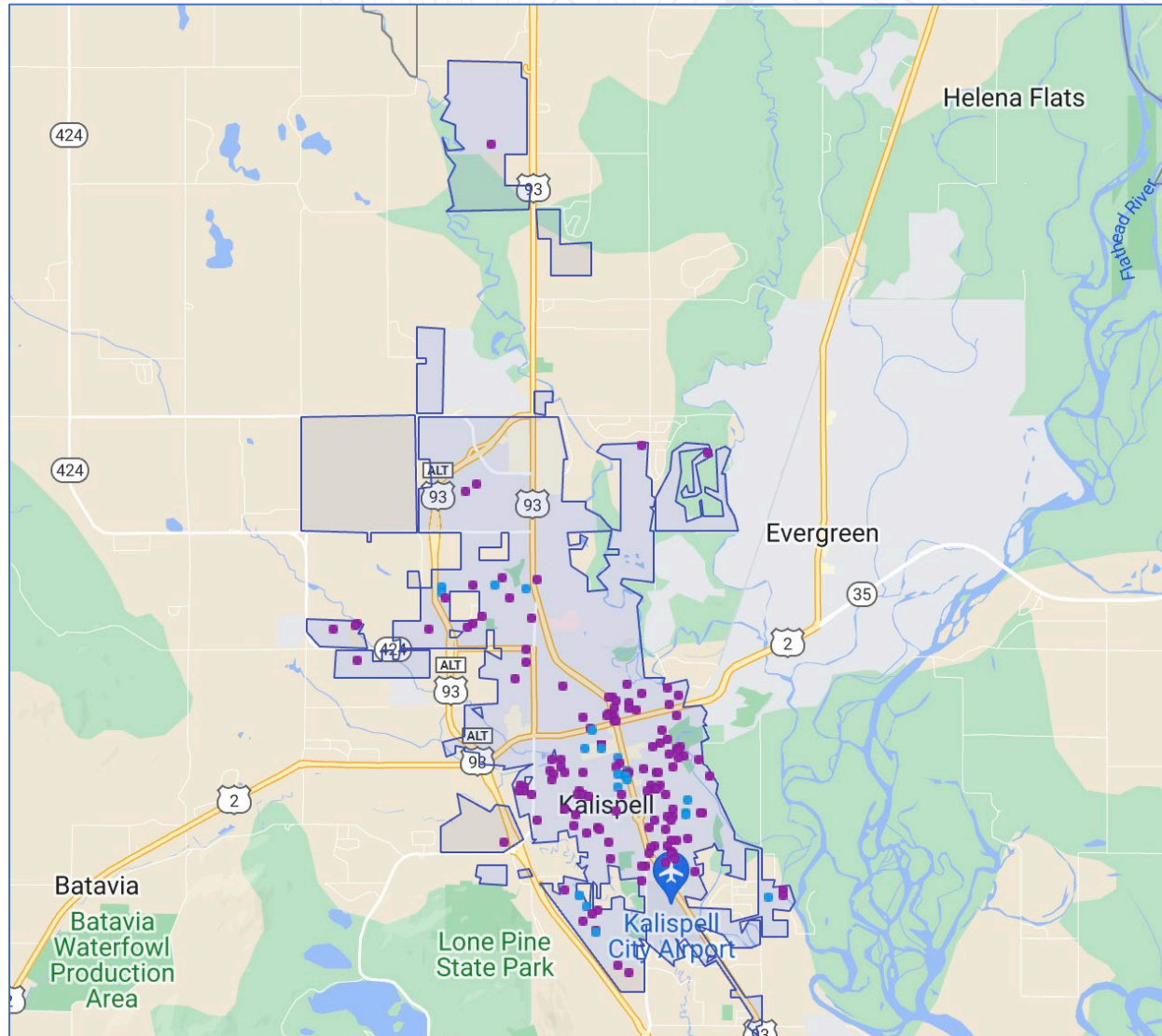
# AirDNA Short Term Rental Data (Airbnb & Vrbo listings)

# 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 \*



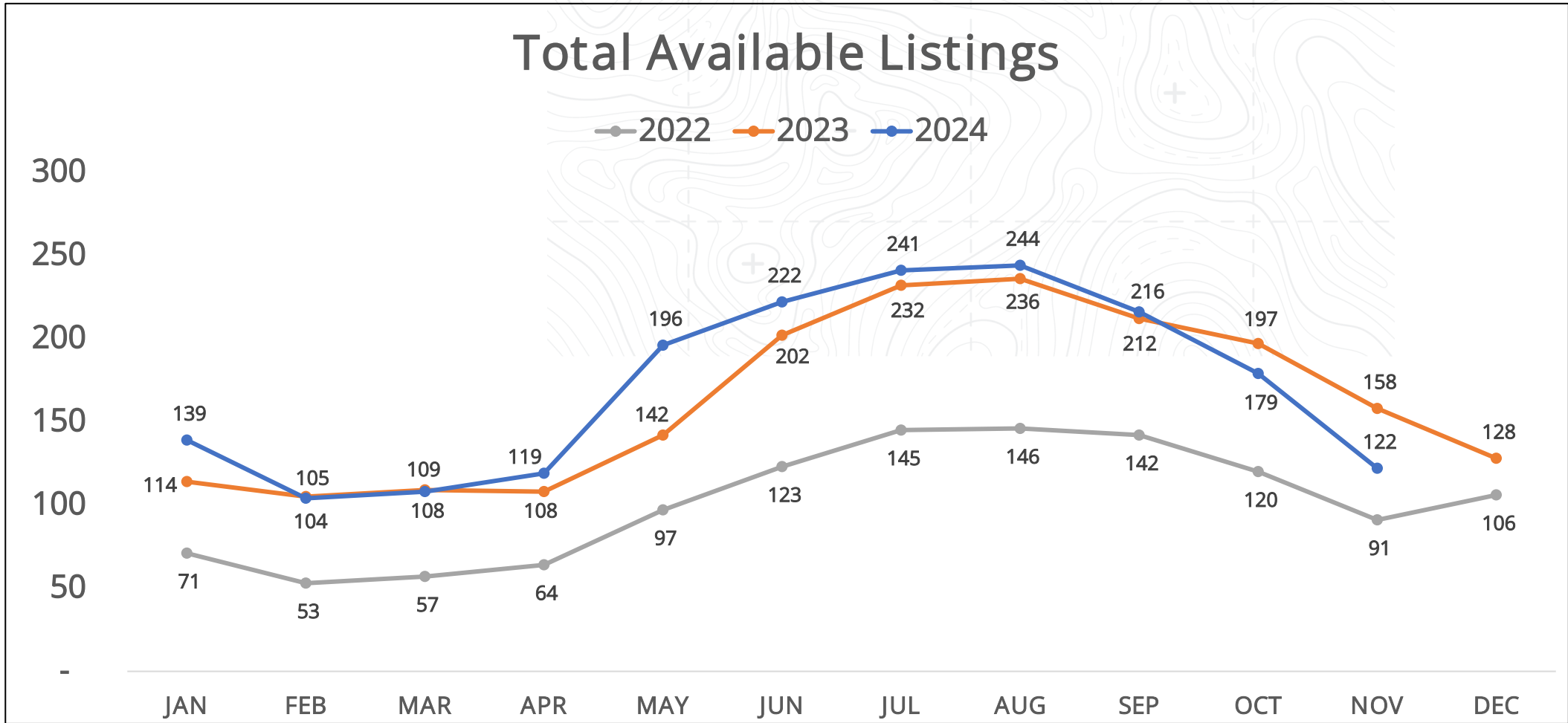
\*Kalispell City Limits





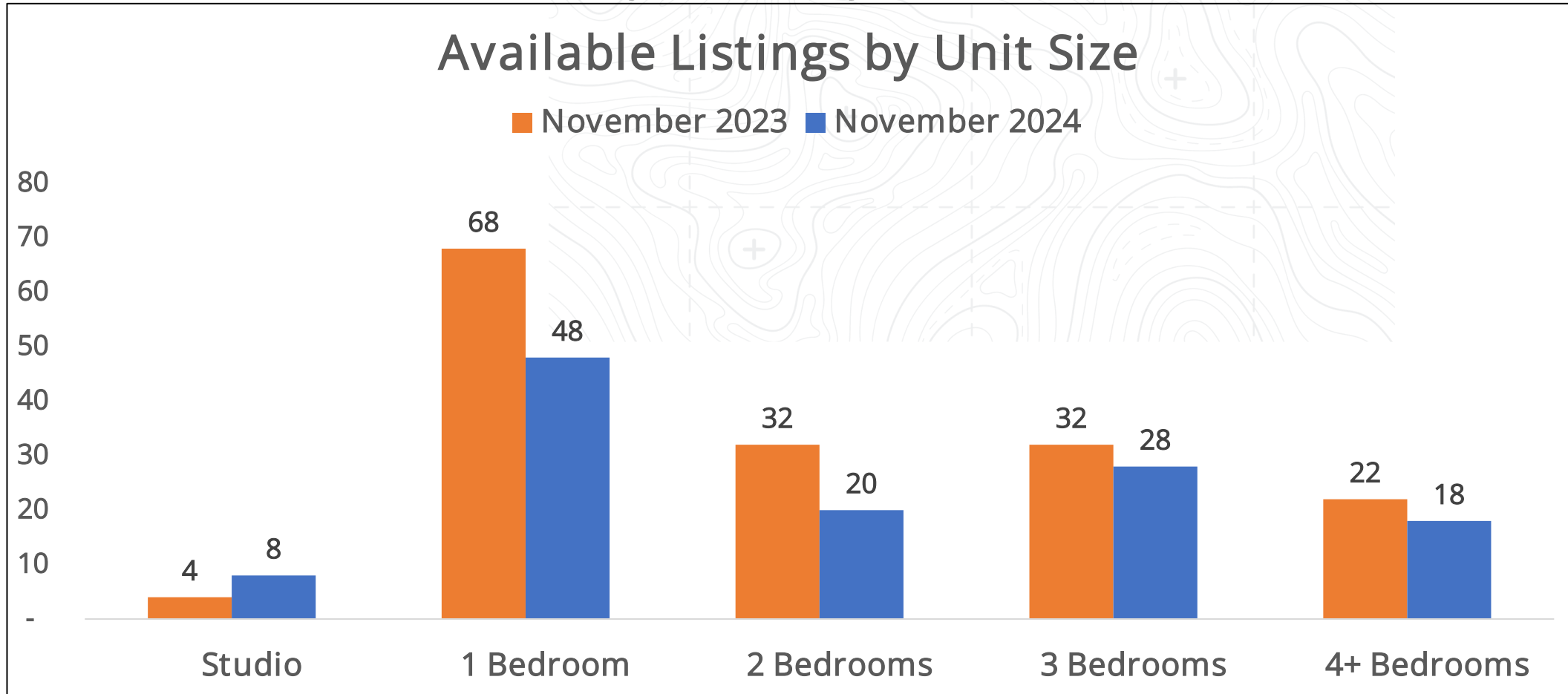
# AirDNA Short Term Rentals - Available Listings

Kalispell Short Term Rental Available Listings decreased 22.8% Year-Over-Year



# AirDNA Short Term Rentals - Unit Size

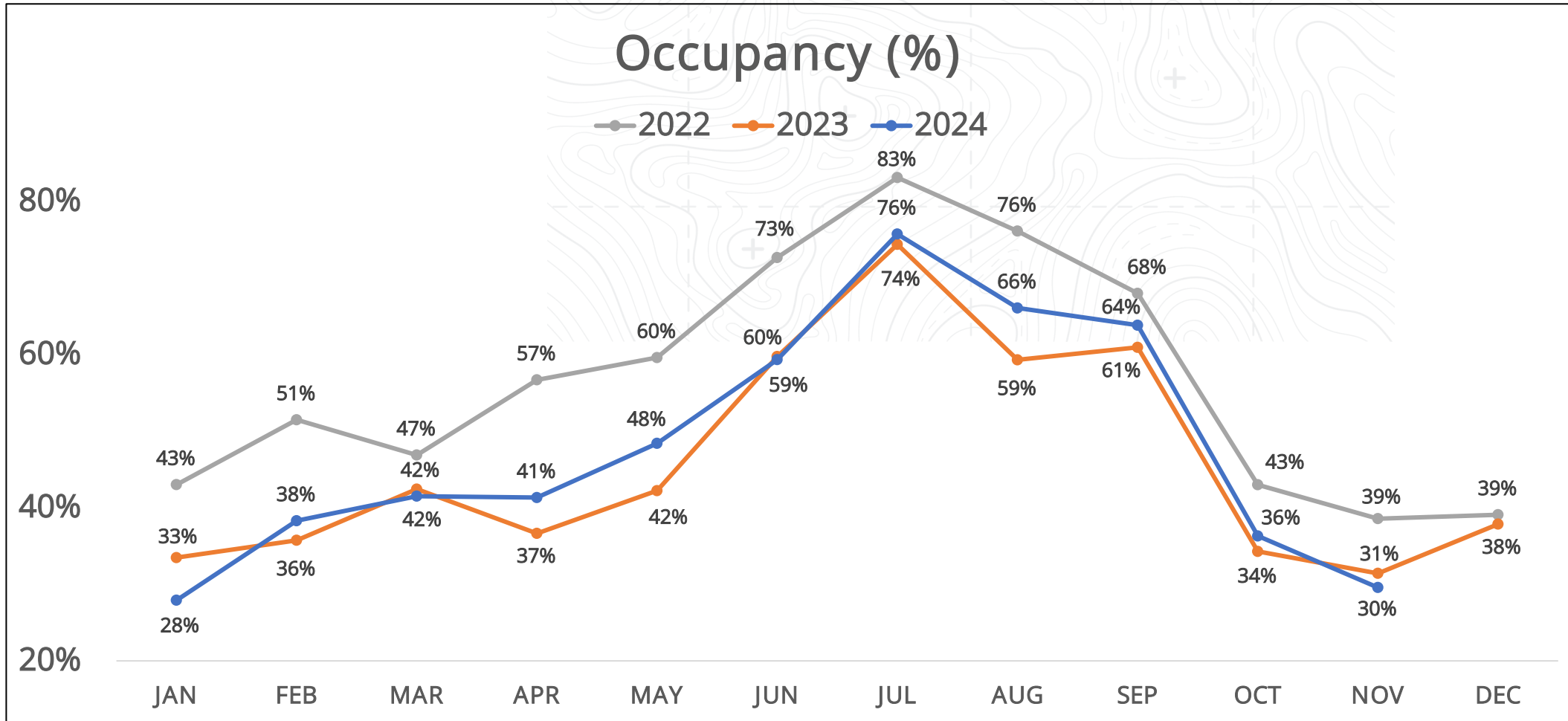
Total Available Listings decreased 22.8%, with 1-Bedroom Listings decreasing 29.4% and 2-Bedroom Listings decreasing 37.5% Year-Over-Year





# AirDNA Short Term Rentals – Occupancy

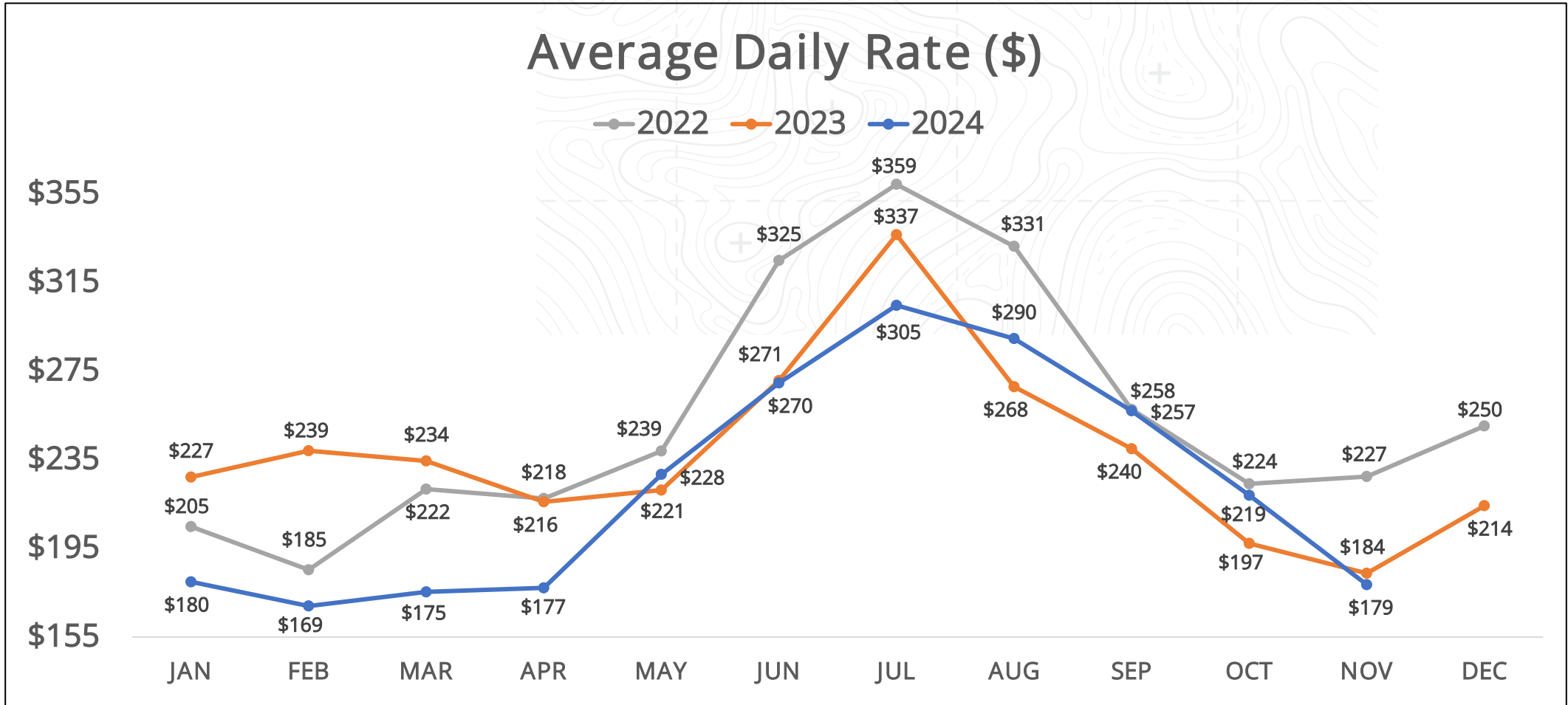
Kalispell Short Term Rental Occupancy decreased 5.9%, ADR decreased 2.8%, and RevPAR decreased 8.5% Year-Over-Year





# AirDNA Short Term Rentals - ADR

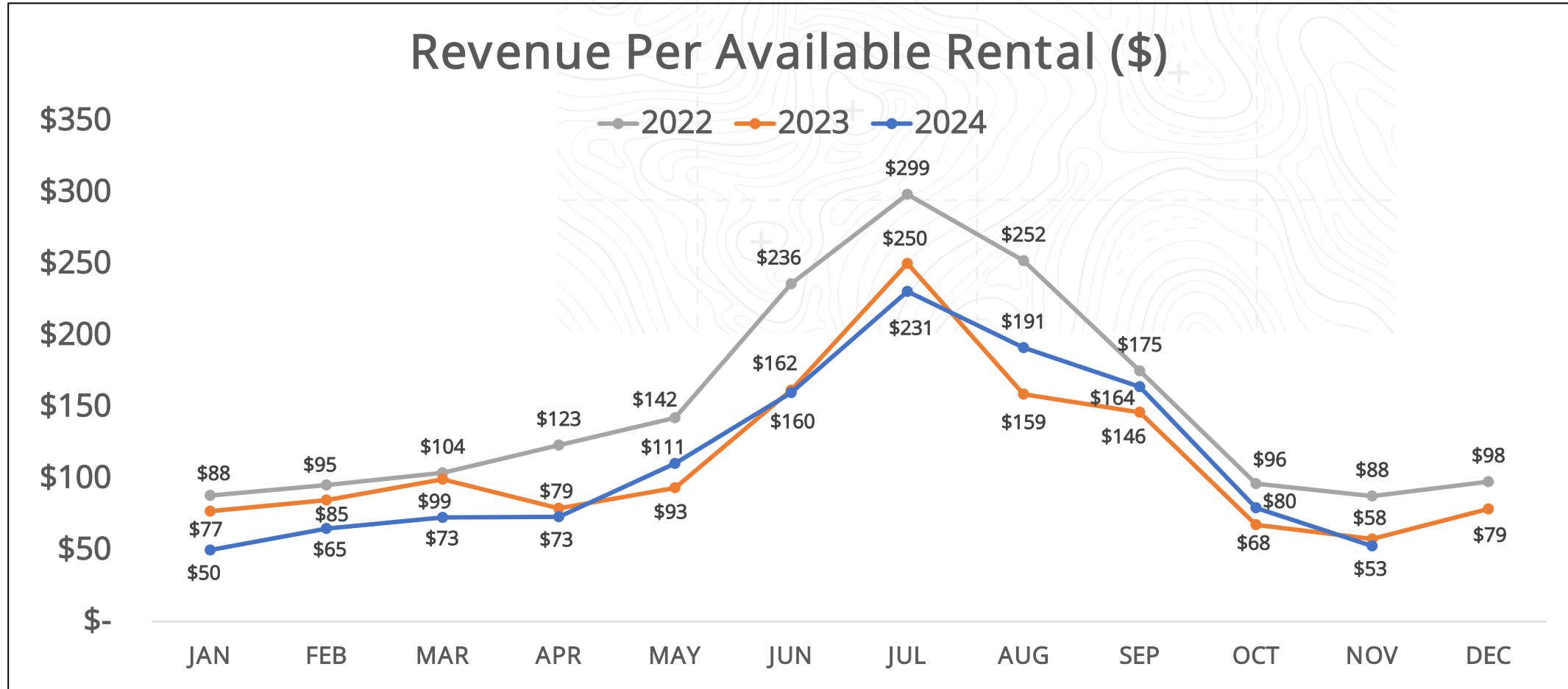
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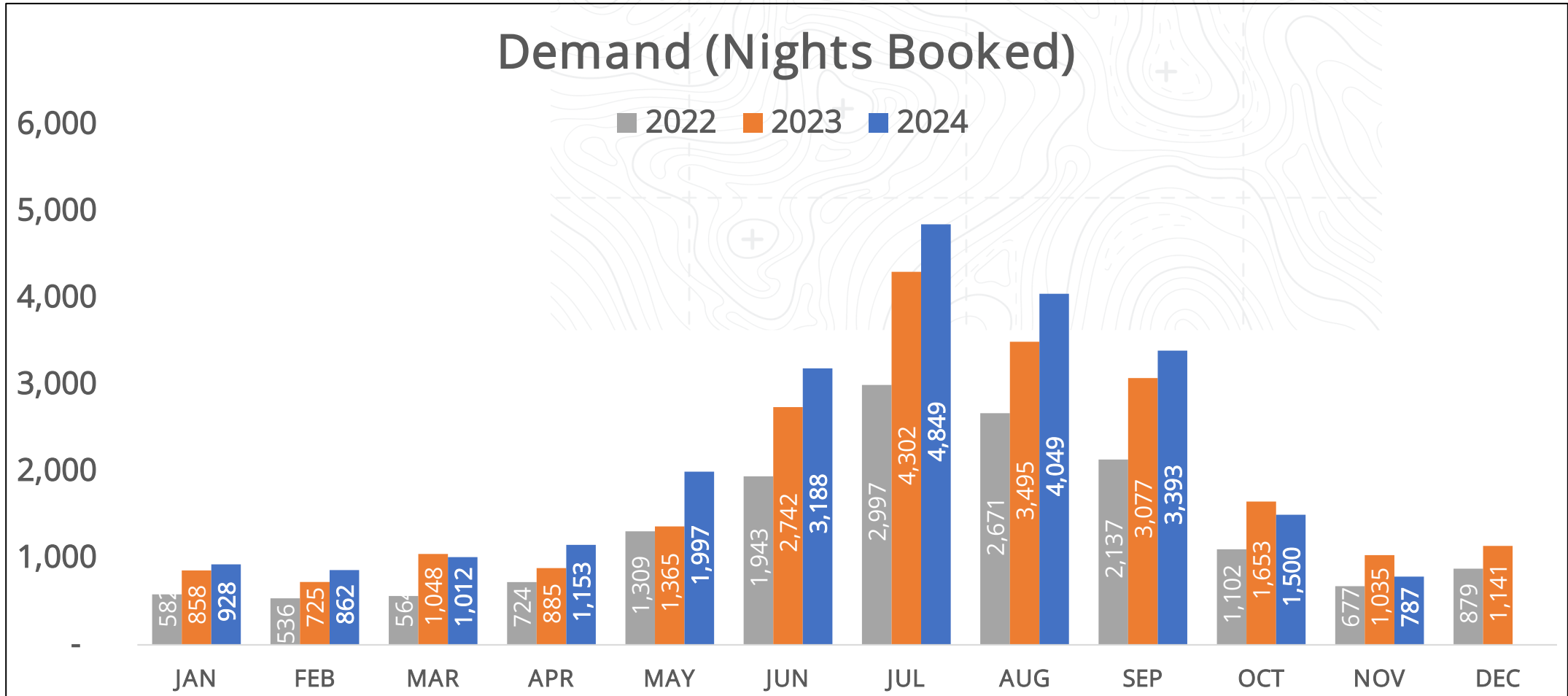
# AirDNA Short Term Rentals - RevPAR

Kalispell Short Term Rental Occupancy decreased 5.9%, ADR decreased 2.8%, and RevPAR decreased 8.5% Year-Over-Year



# AirDNA Short Term Rentals – Demand

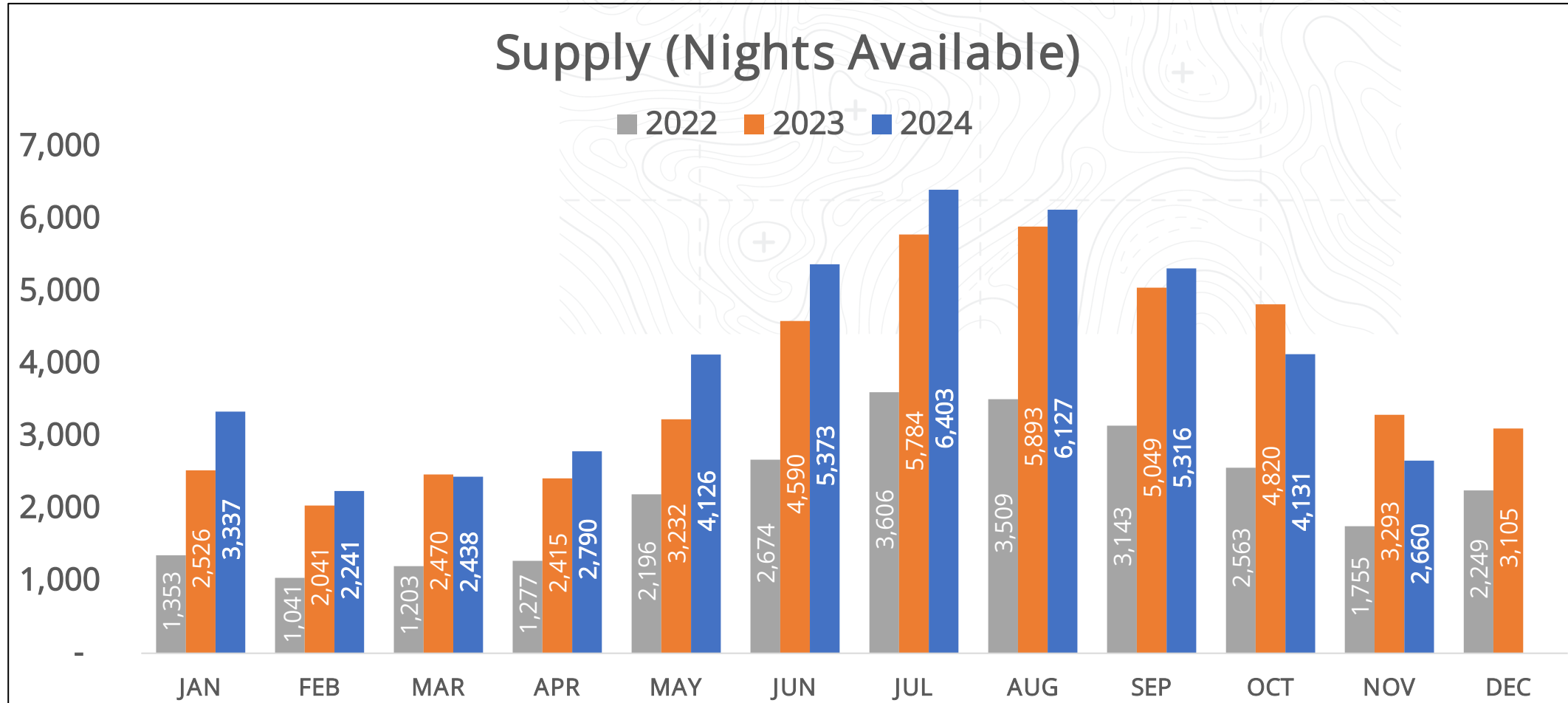
Kalispell Short Term Rental Demand decreased 24.0%, Supply decreased 19.2%, and Total Revenue decreased 26.1% Year-Over-Year





# AirDNA Short Term Rentals – Supply

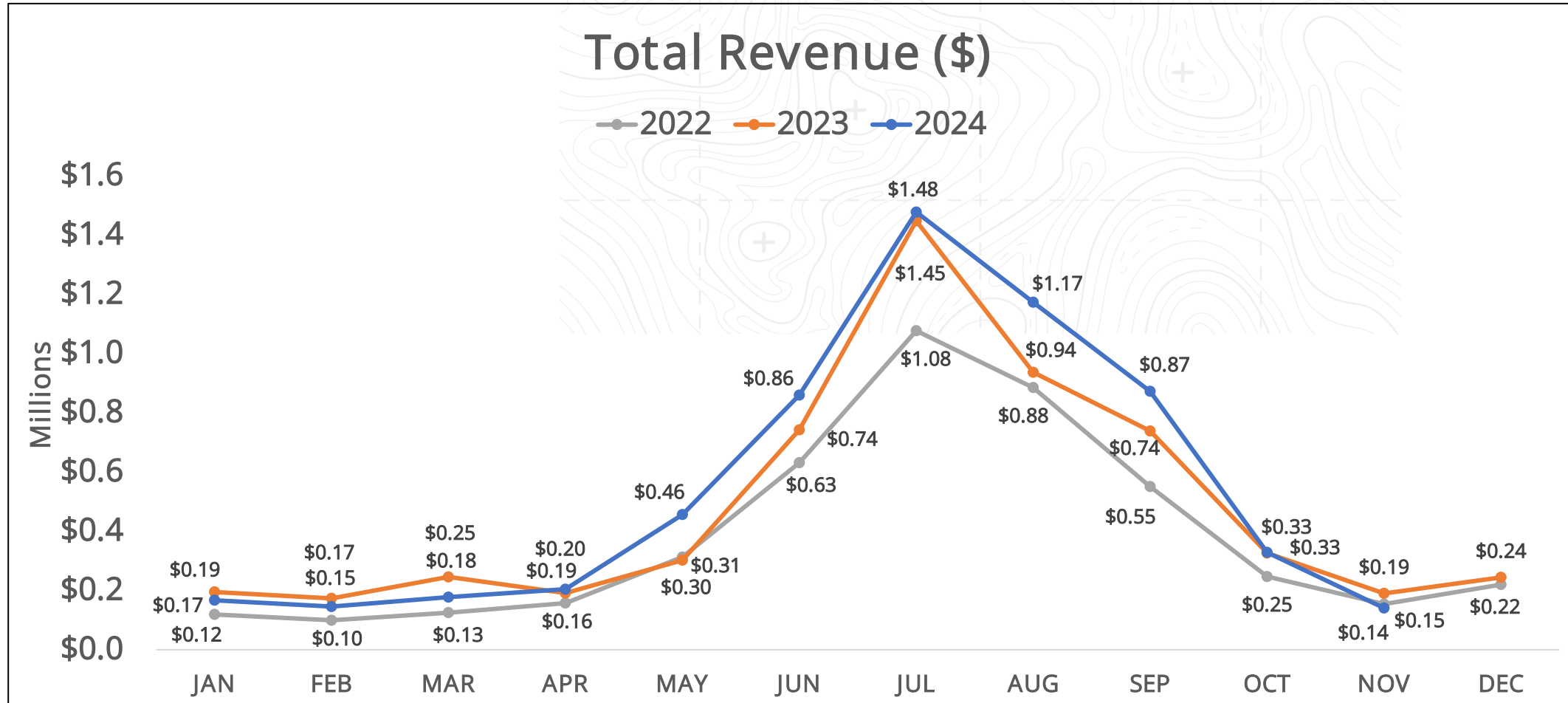
Kalispell Short Term Rental Demand decreased 24.0%, Supply decreased 19.2%, and Total Revenue decreased 26.1% Year-Over-Year





# AirDNA Short Term Rentals – Total Revenue

Kalispell Short Term Rental Demand decreased 24.0%, Supply decreased 19.2%, and Total Revenue decreased 26.1% Year-Over-Year



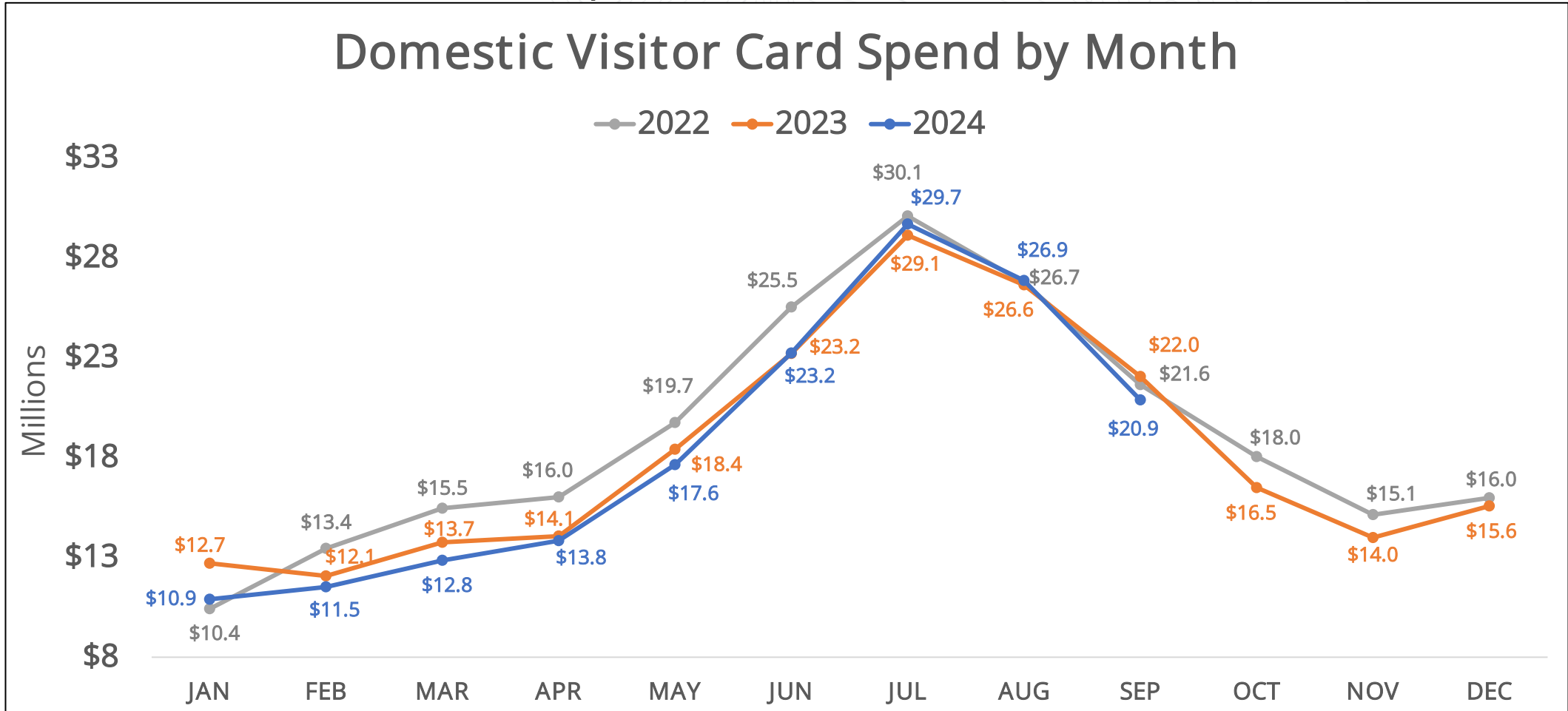


SECTION 05

# Visa Destination Insights

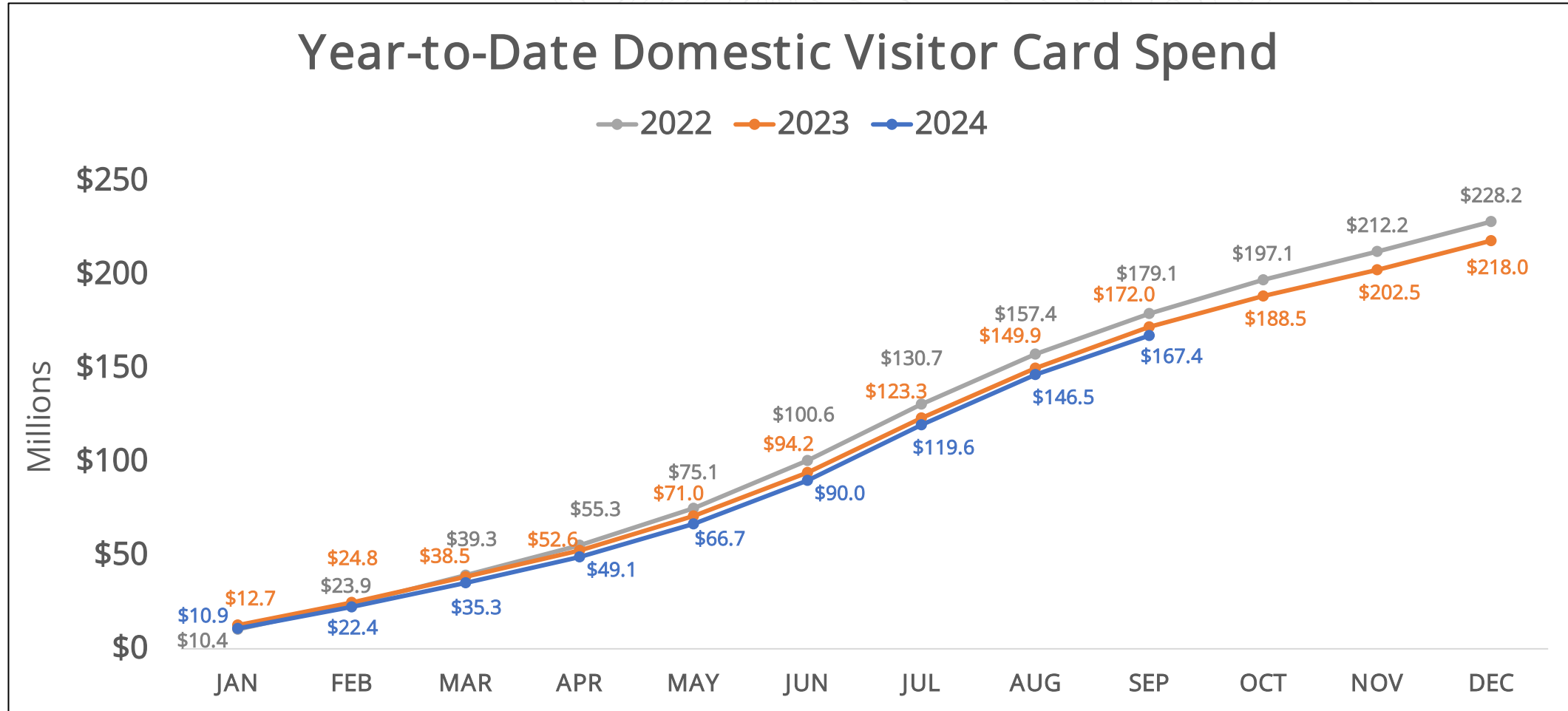
# Visa – Domestic Visitor Spending

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



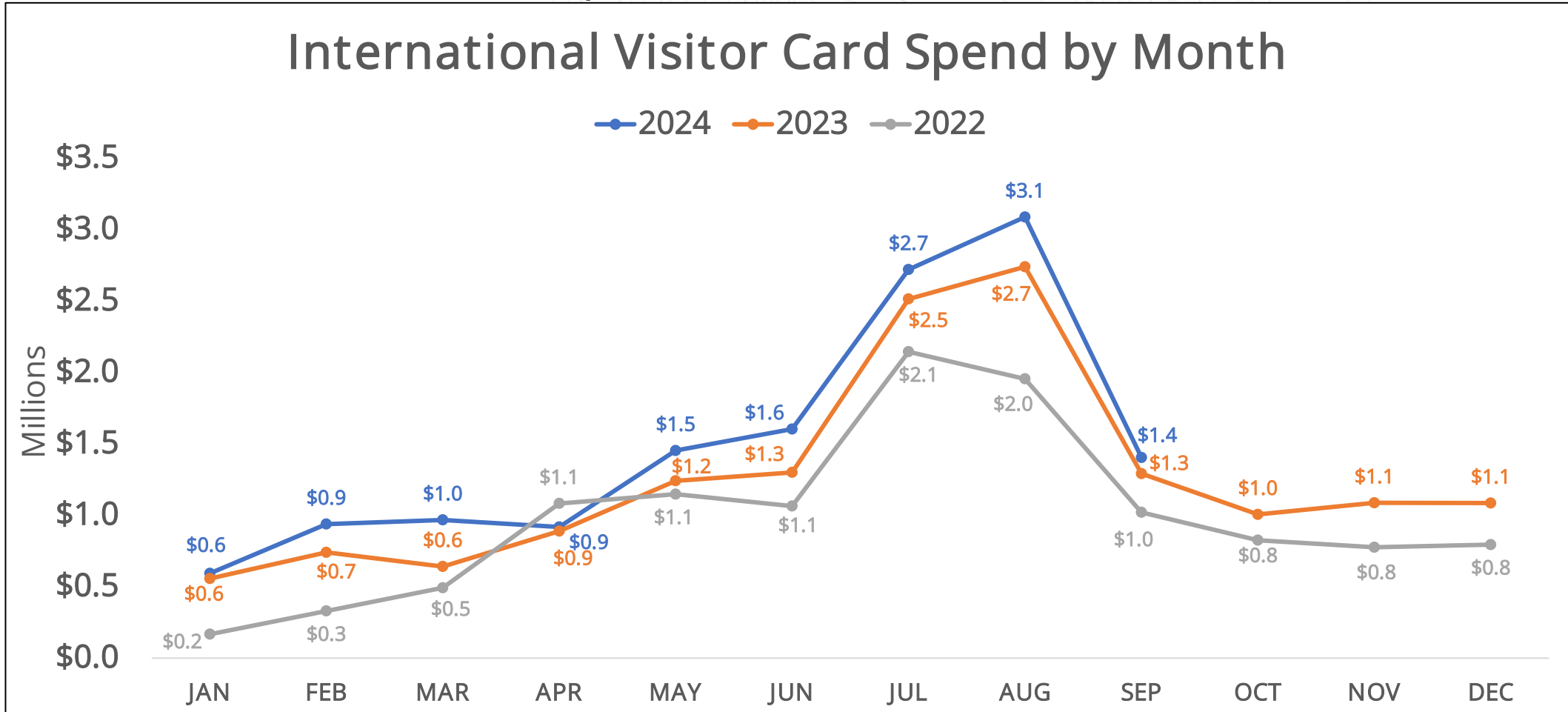


# Visa – Domestic Visitor Origin (January – September 2024)

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%

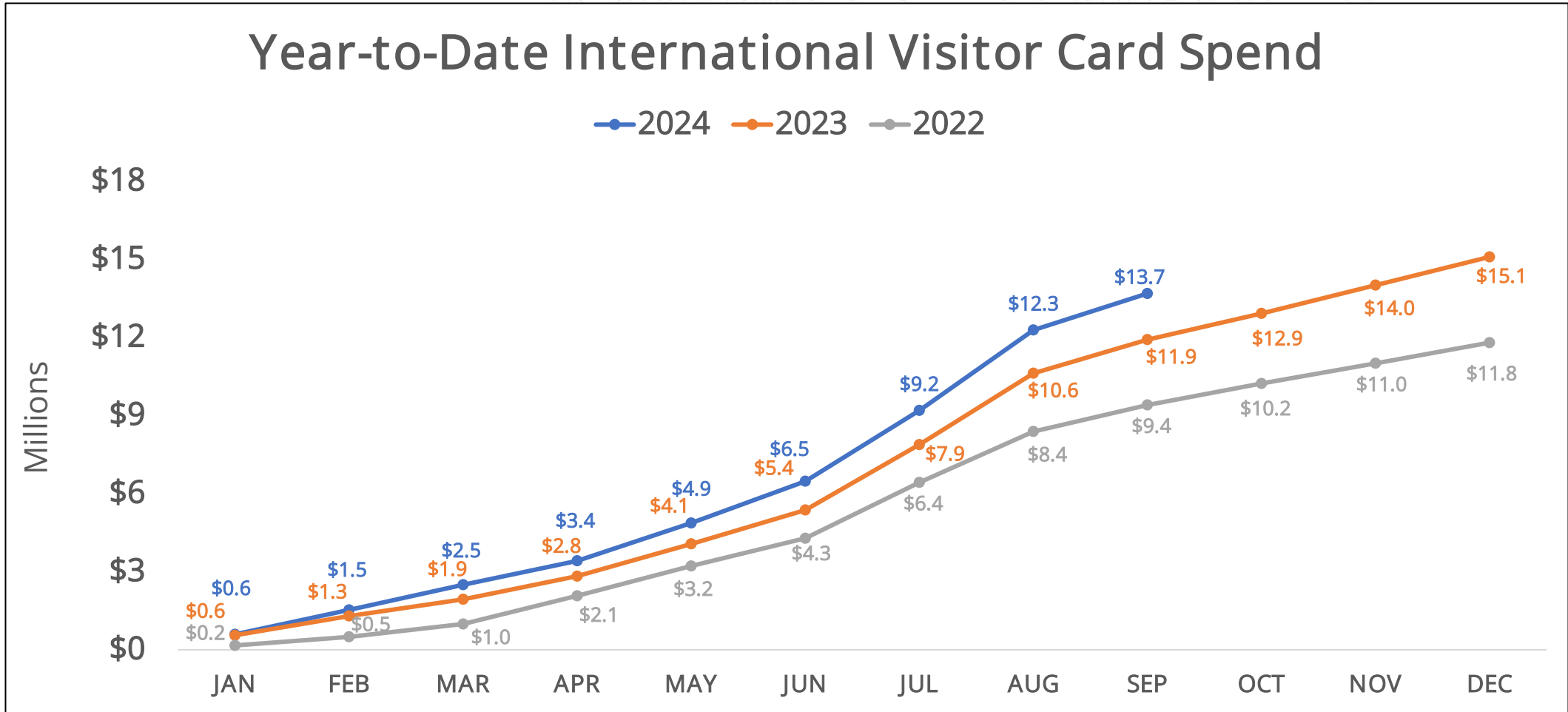
# Visa – International Visitor Spending

Q3 International Visitor Visa Card Spend increased 10.2% and Year-to-Date Spend increased 14.9% Year-Over-Year



# Visa – International Visitor Spending

Q3 International Visitor Visa Card Spend increased 10.2% and Year-to-Date Spend increased 14.9% Year-Over-Year



# Visa – International Visitor Origin (January – September 2024)

Rank	Origin Market	Spend (\$)	YoY % Change	Card Count	YoY % Change
1	Canada	\$12,650,076	+14%	45,470	+18%
2	Germany	\$122,650	-2%	911	+36%
3	Australia	\$110,648	+16%	626	+13%
4	United Kingdom	\$107,891	+50%	550	+22%
5	France	\$52,332	+16%	348	+29%
6	Mexico	\$45,494	+60%	158	+22%
7	Switzerland	\$44,964	+51%	193	+25%
8	Ireland	\$35,583	+80%	93	-24%
9	New Zealand	\$34,455	+12%	227	+50%
10	China Mainland	\$32,703	+25%	169	+43%

# Consumer Sentiment Data

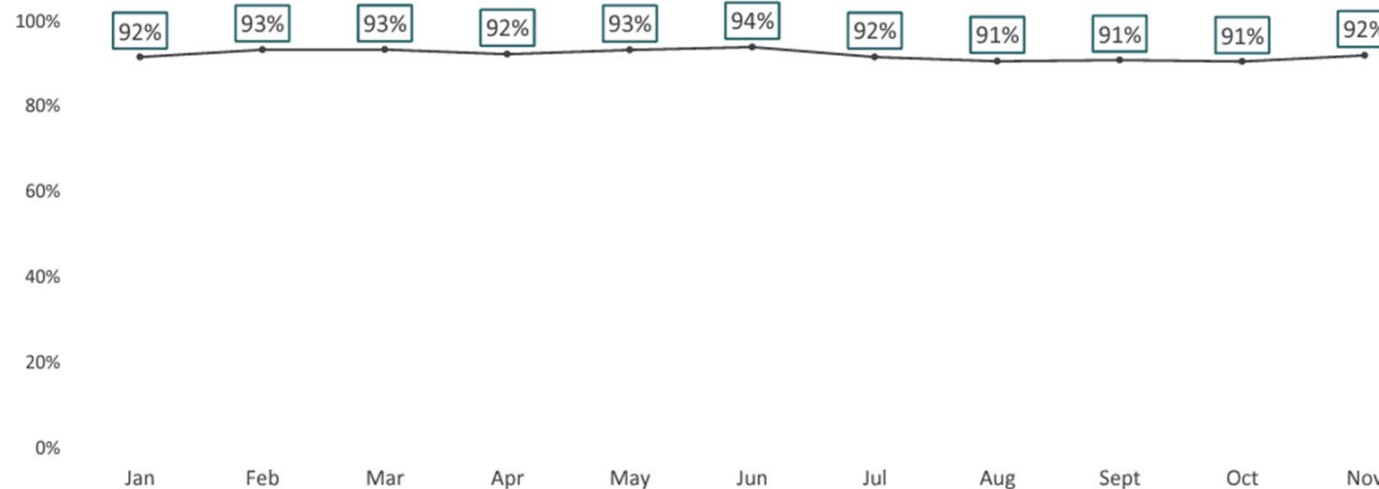


# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 91

\*Survey Fielded November 7, 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 91

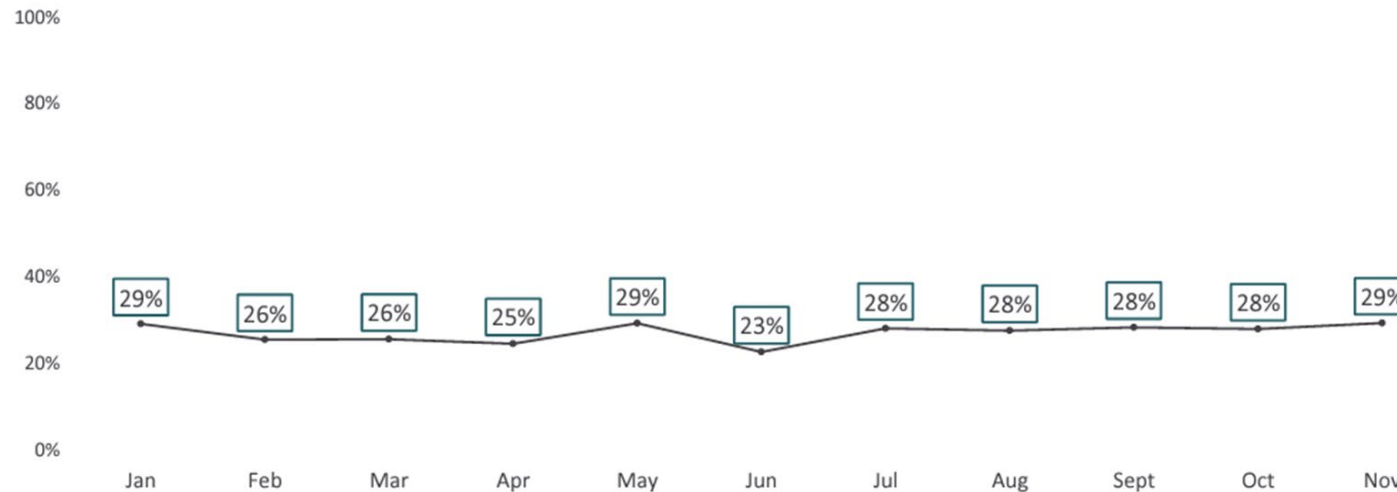
Longwoods INTERNATIONAL | miles PARTNERSHIP

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 91

\*Survey Fielded November 7, 2024; US National Sample of 1,000 adults 18+

## 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 91

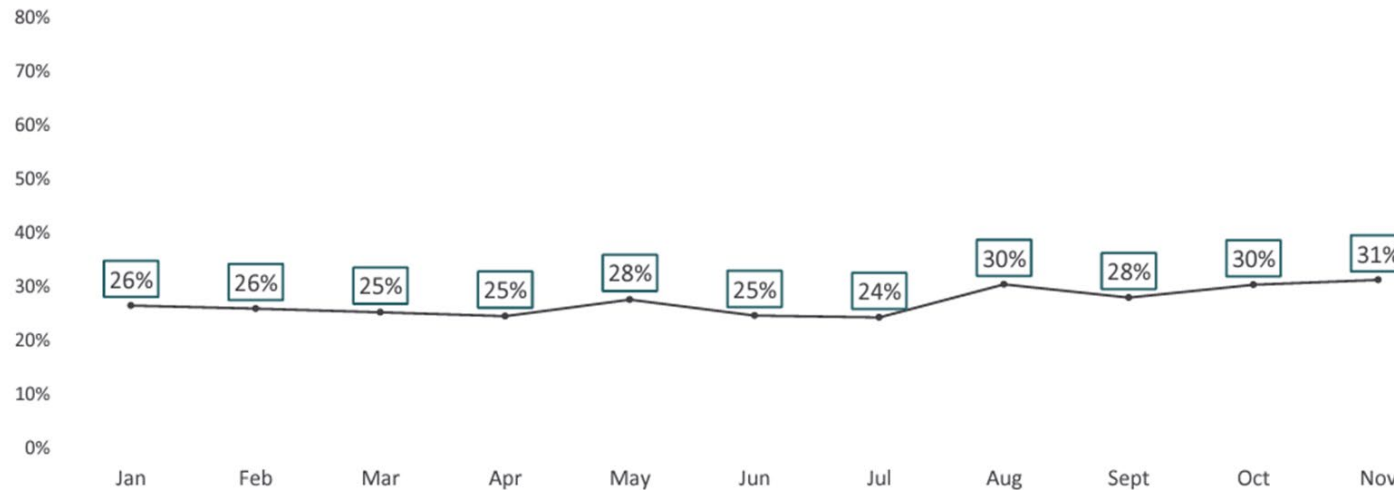
Longwoods | miles  
INTERNATIONAL

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 91

\*Survey Fielded November 7, 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



U.S. Travel Sentiment Tracker: Wave 91

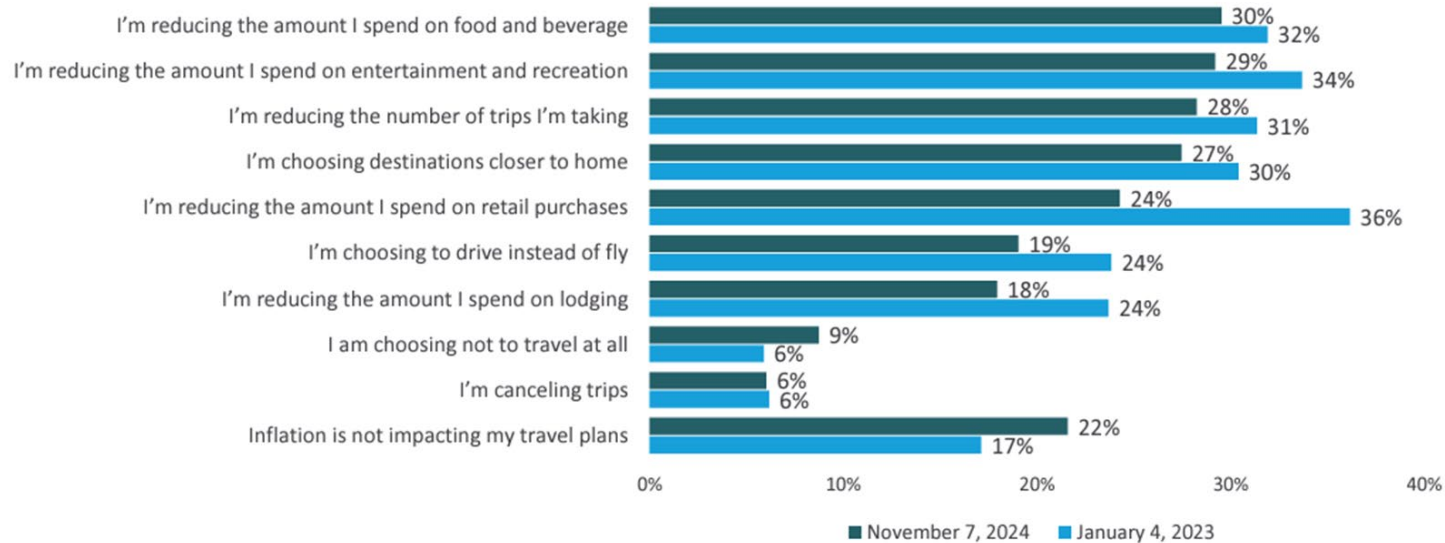
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# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 91

\*Survey Fielded November 7, 2024; US National Sample of 1,000 adults 18+

## IMPACT ON TRAVEL PLANS

### Impact of Inflation on Travel Plans



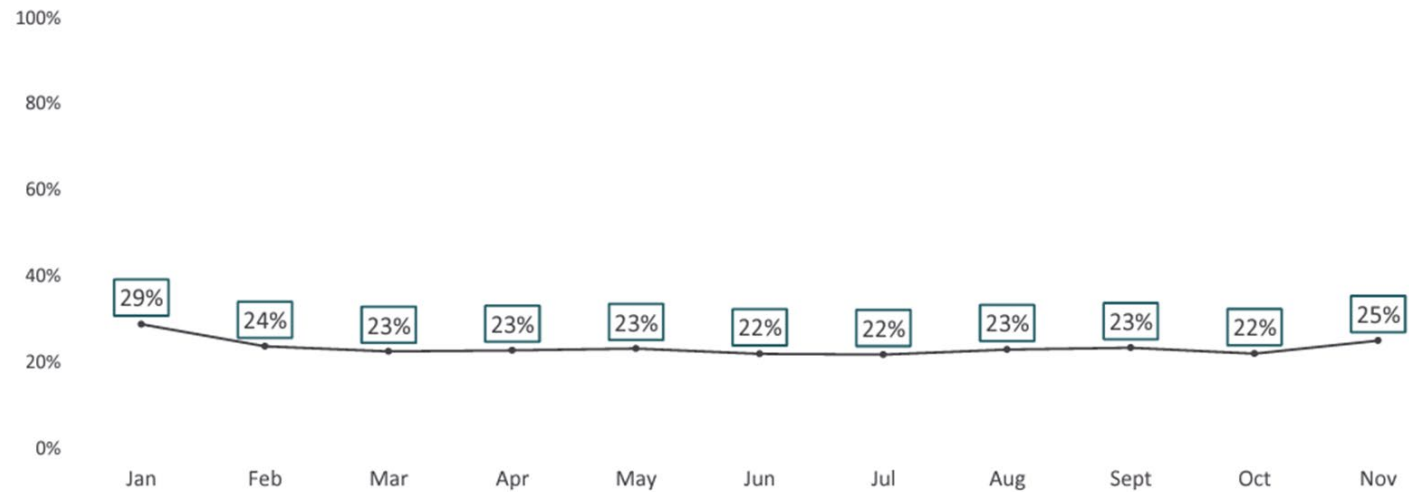
U.S. Travel Sentiment Tracker: Wave 91

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 91

\*Survey Fielded November 7, 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



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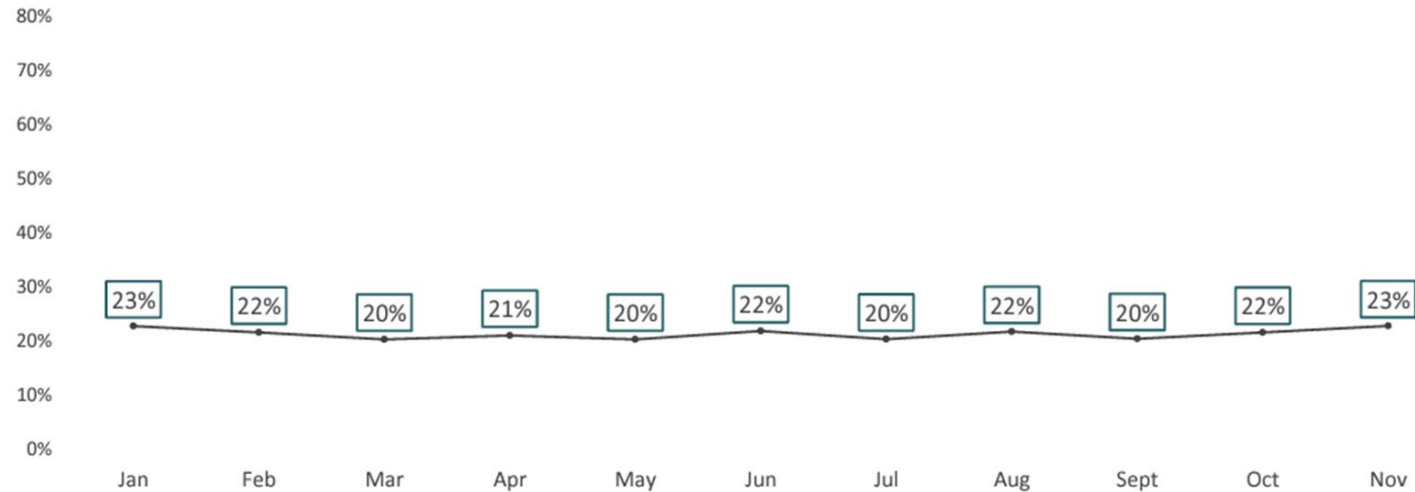
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# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 91

\*Survey Fielded November 7, 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



U.S. Travel Sentiment Tracker: Wave 91

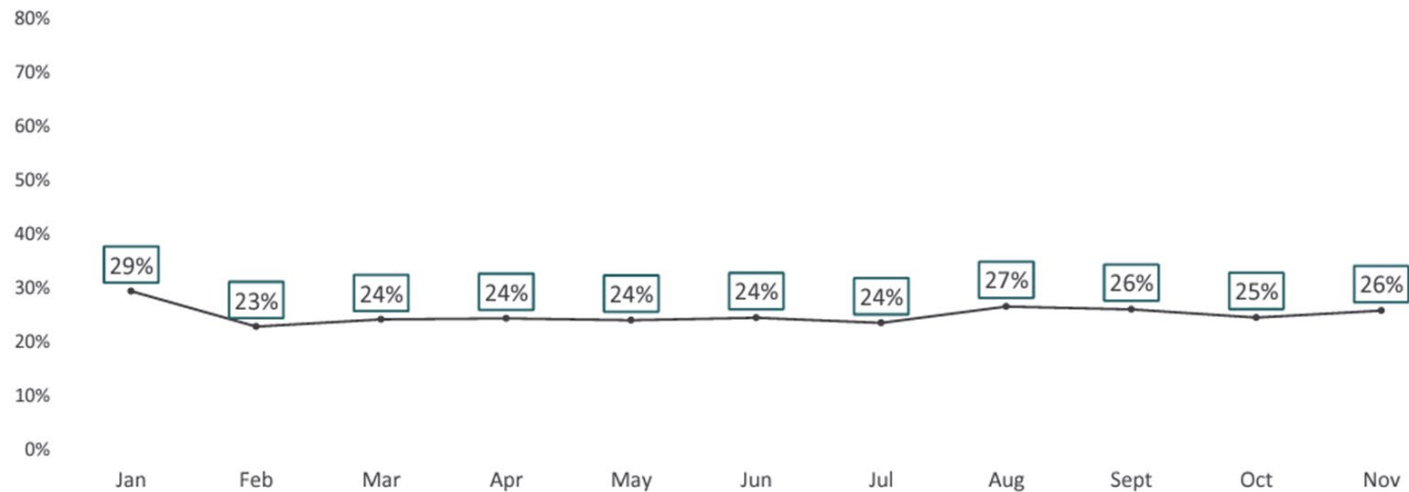
Longwoods | miles  
INTERNATIONAL PARTNERSHIP

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 91

\*Survey Fielded November 7, 2024; US National Sample of 1,000 adults 18+

## 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 91

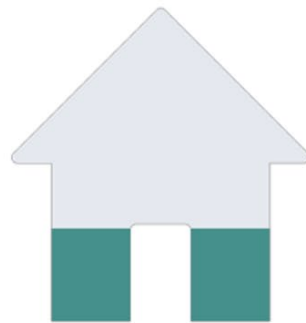
Longwoods | miles  
INTERNATIONAL

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 91

\*Survey Fielded November 7, 2024; US National Sample of 1,000 adults 18+

## IMPACT ON TRAVEL PLANS

### Upcoming Holiday Travel Plans\*



30%

are not planning to take a trip this holiday season



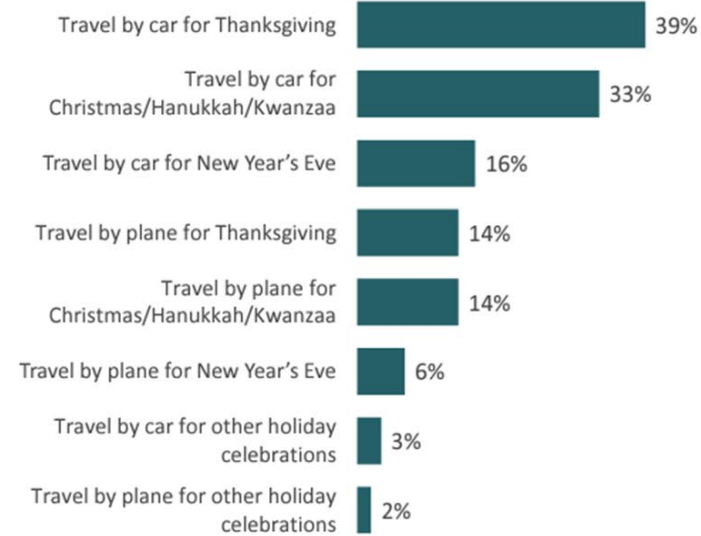
57%

will travel by car



28%

will travel by plane



0% 20% 40% 60%  
Longwoods INTERNATIONAL | miles

\*Involving traveling at least 50 miles from home  
U.S. Travel Sentiment Tracker: Wave 91

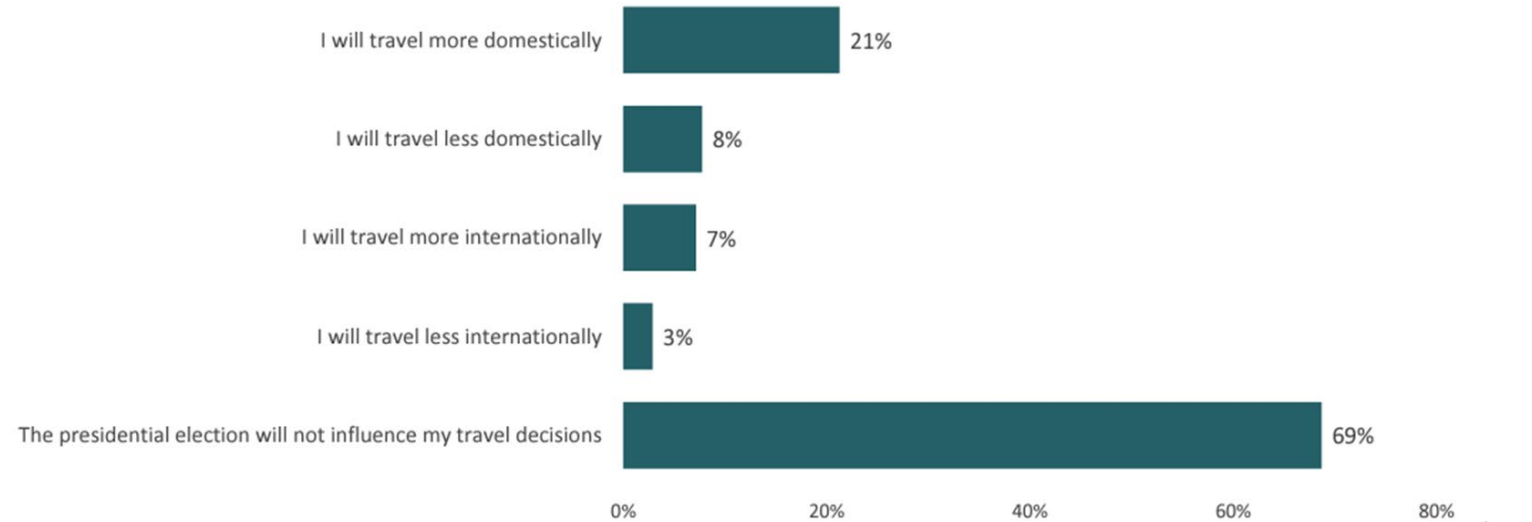


# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 91

\*Survey Fielded November 7, 2024; US National Sample of 1,000 adults 18+

## IMPACT ON TRAVEL PLANS

How will the outcome of the 2024 presidential election influence your leisure travel plans in the coming year?



U.S. Travel Sentiment Tracker: Wave 91

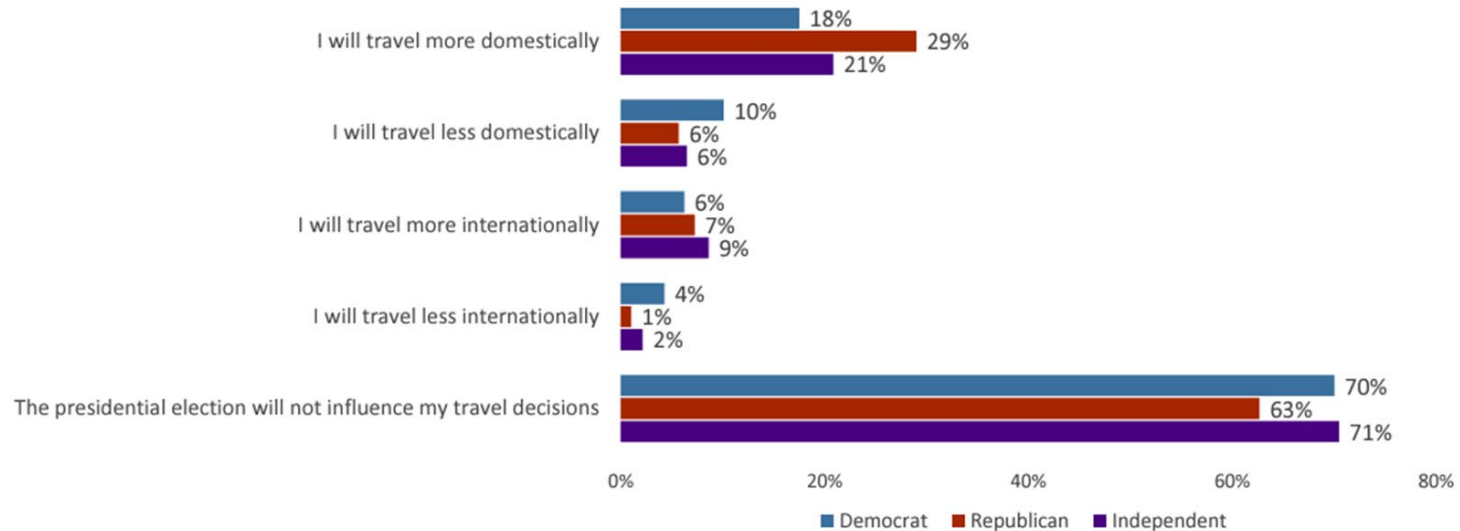
Longwoods INTERNATIONAL | miles

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 91

\*Survey Fielded November 7, 2024; US National Sample of 1,000 adults 18+

## IMPACT ON TRAVEL PLANS

How will the outcome of the 2024 presidential election influence your leisure travel plans in the coming year?



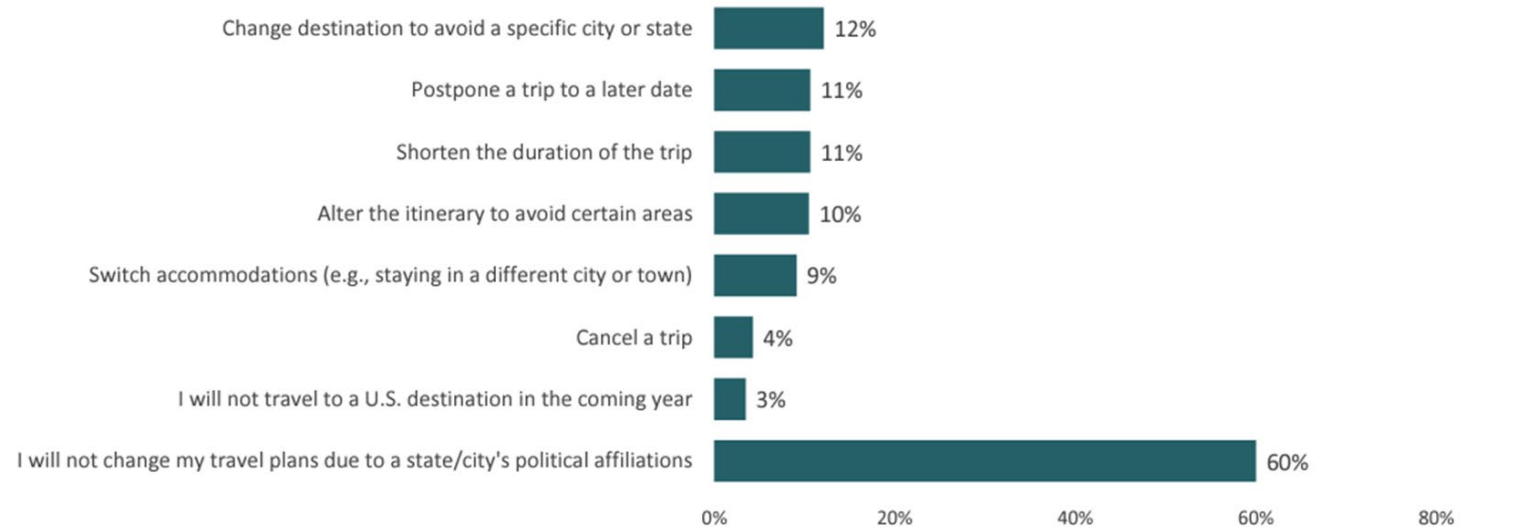
U.S. Travel Sentiment Tracker: Wave 91

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 91

\*Survey Fielded November 7, 2024; US National Sample of 1,000 adults 18+

## IMPACT ON TRAVEL PLANS

In the upcoming year, will you change your travel plans to a U.S. destination due to legislation, policies, or political affiliations?



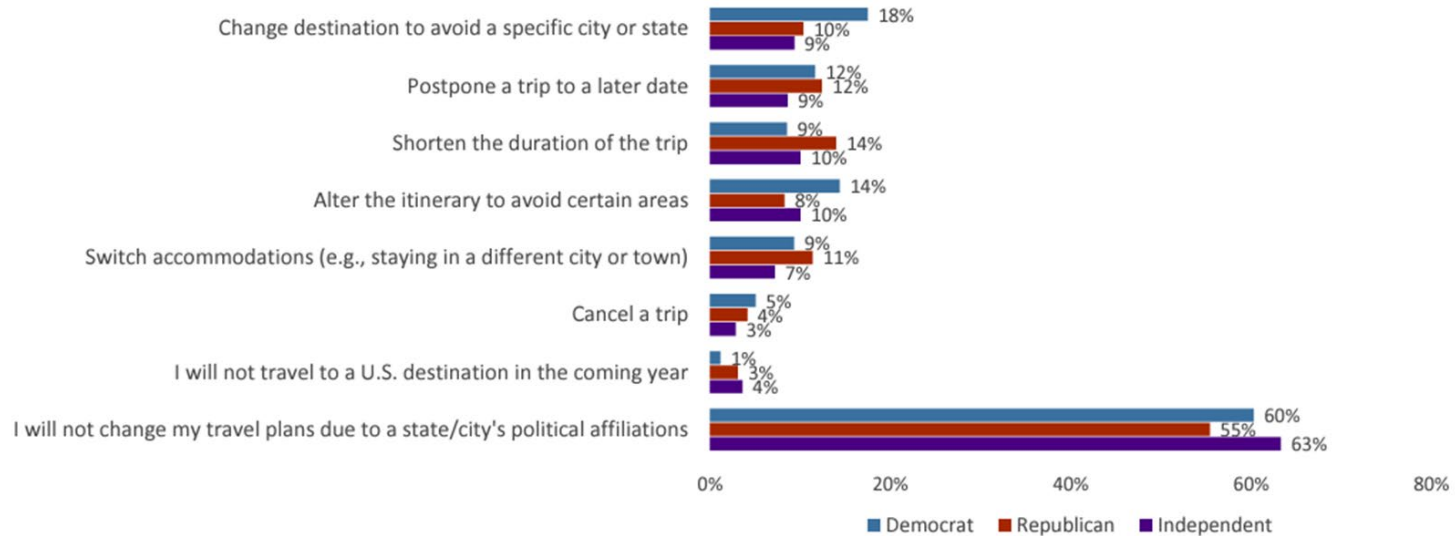
U.S. Travel Sentiment Tracker: Wave 91

# LONGWOODS INTERNATIONAL Travel Sentiment Study Wave 91

\*Survey Fielded November 7, 2024; US National Sample of 1,000 adults 18+

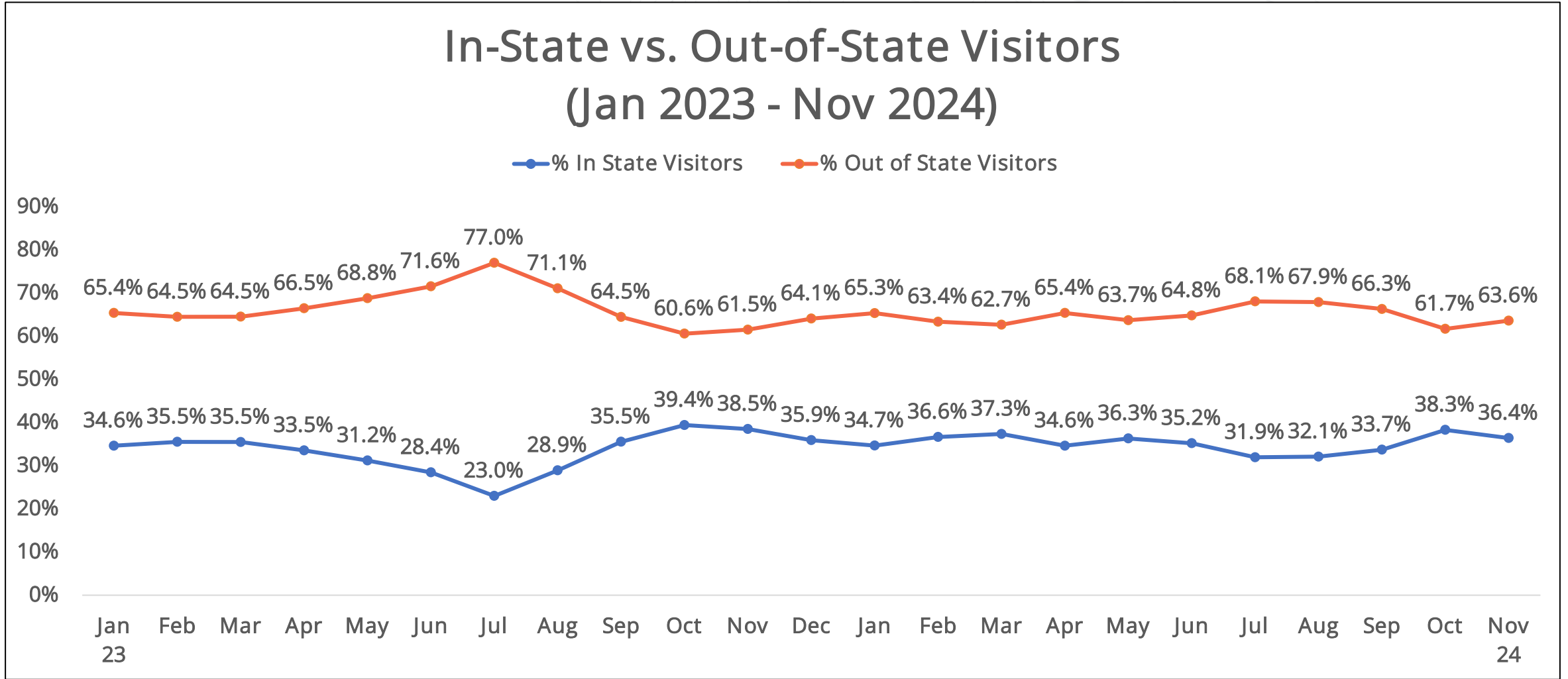
## IMPACT ON TRAVEL PLANS

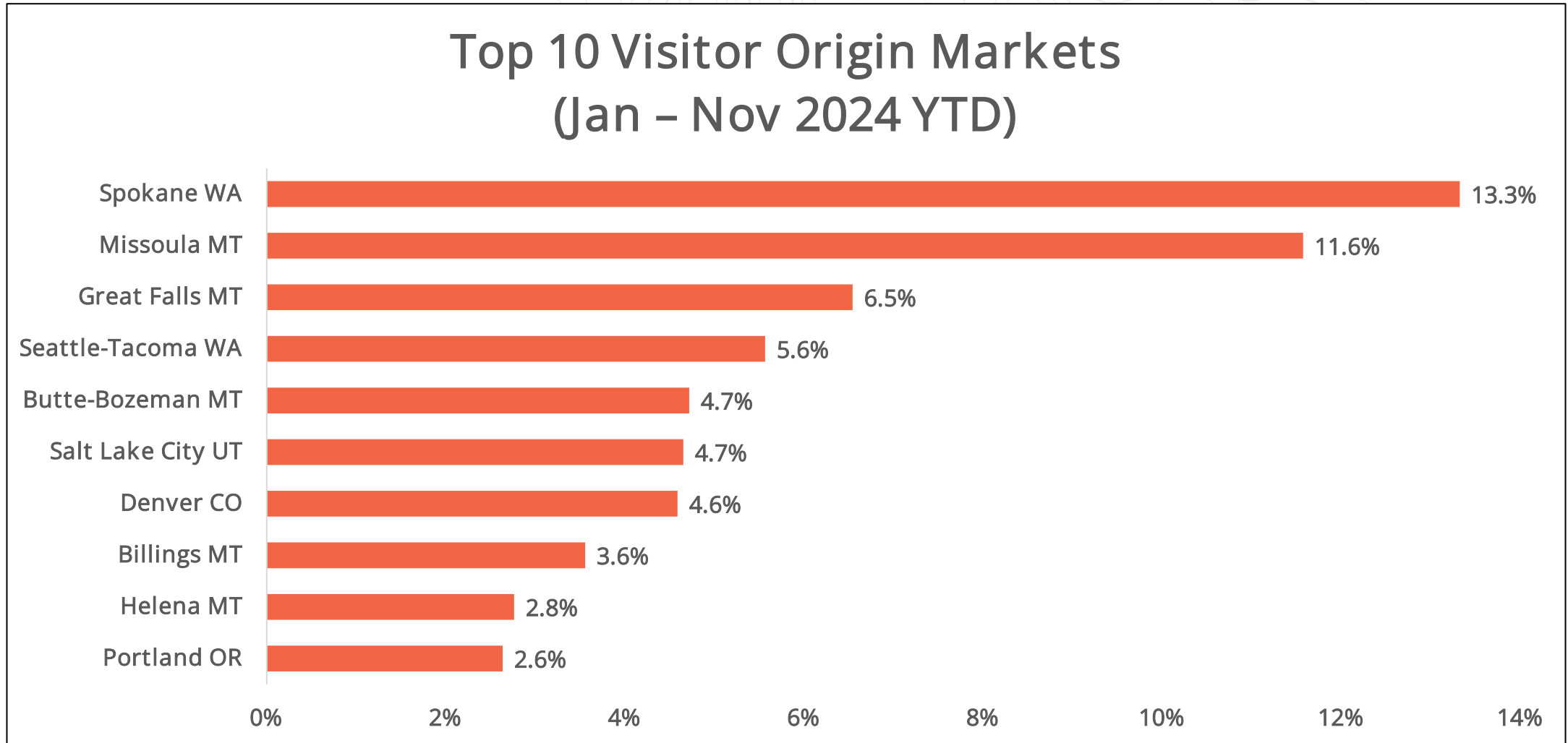
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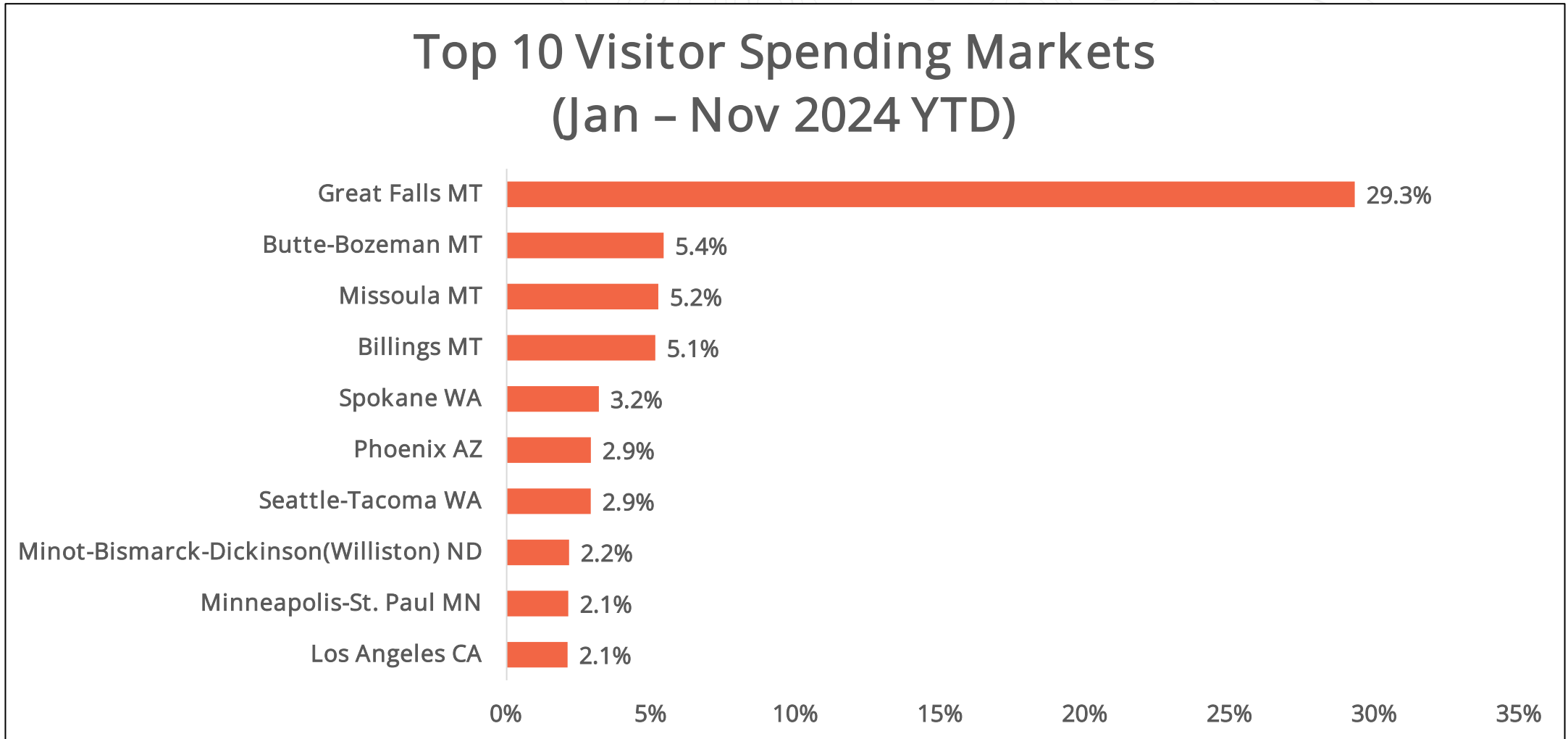


U.S. Travel Sentiment Tracker: Wave 91

# Zartico Geolocation Data

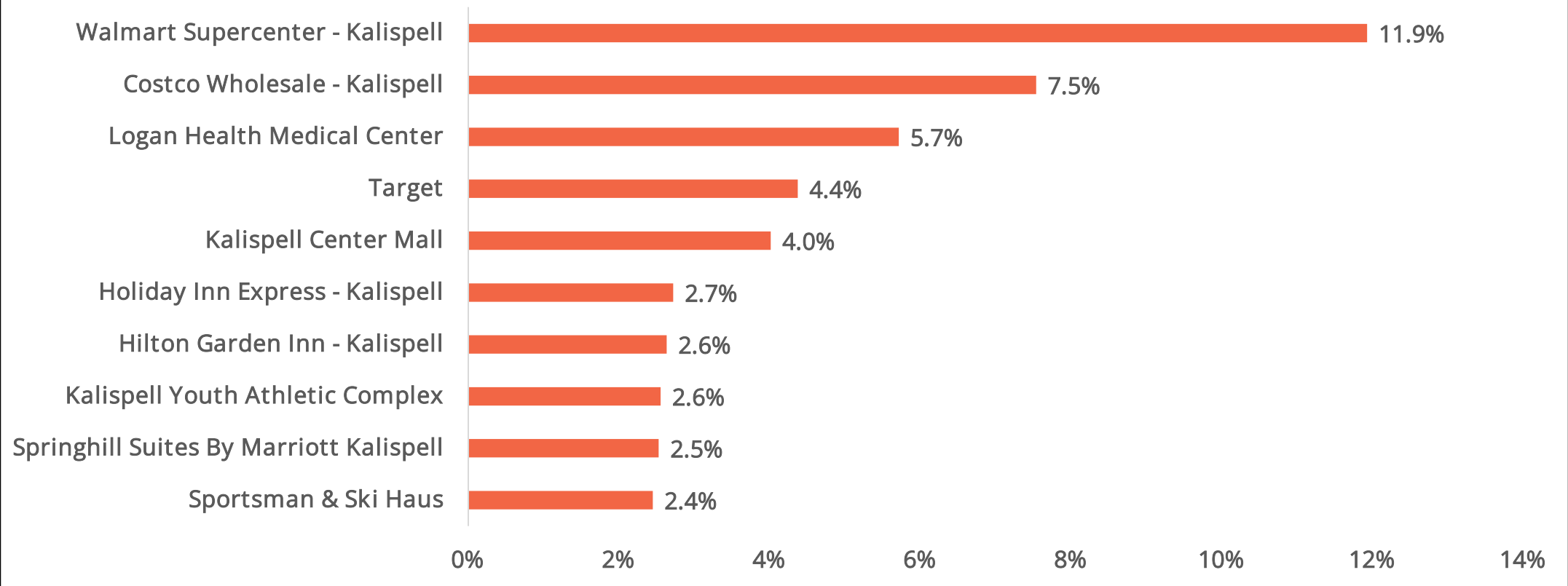


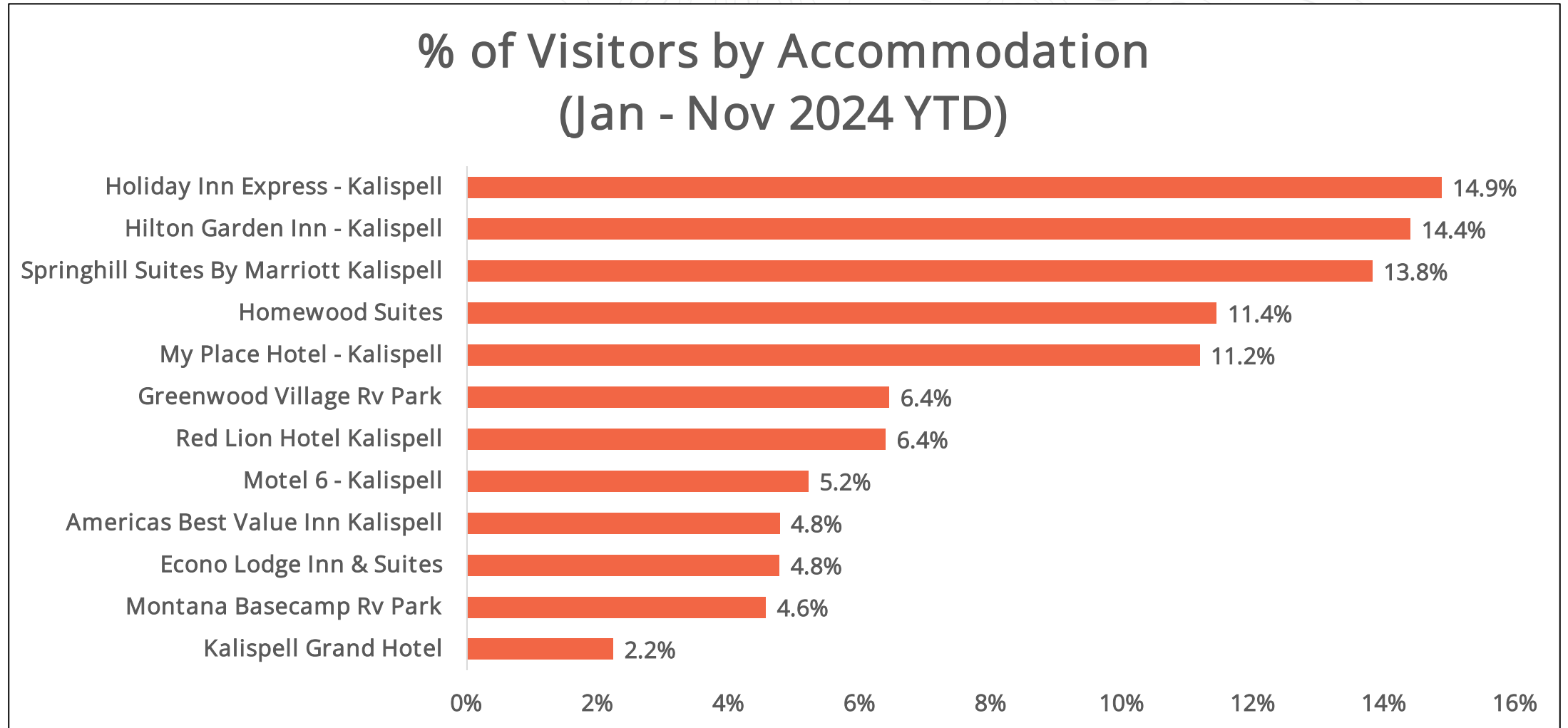




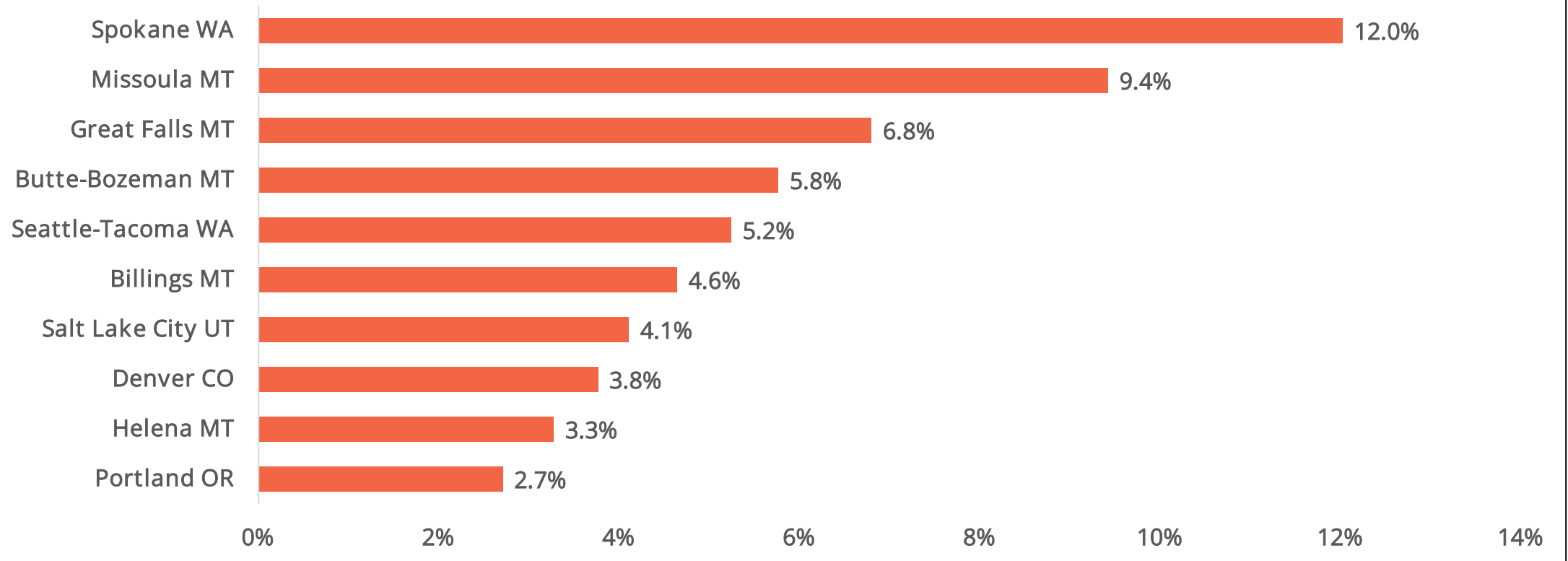


## Top 10 Visitor POIs - % of Visitation (Jan - Nov 2024 YTD)





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





Thank You!

