



Monthly Research Update

September 2025

Kalispell Tourism Trends

- In September, Glacier Park International Airport saw passenger volume grow by 16.6% compared to one year prior to total 123,071 passengers for the month. Year-To-Date (YTD), passenger volume totals 915,531 travelers, an impressive 11.3% increase from last year.
- Kalispell hotel Demand picked back up in September as hotels sold 4.4% more room nights than one year prior, while hotel Supply remained elevated, up by 6.8%. As a result, hotel Occupancy netted a 2.2% Year-over-Year (YoY) decrease to average a 78.9% in September.
 - Average Daily Rate (ADR) remained closely aligned with 2024's trend, rising by 1.9% YoY to \$197 for the month. Paired with stronger Demand, hotel Revenue increased by 6.4% YoY to \$7.9 million.
- Demand among Kalispell's short-term rentals fell by 6.1% YoY in September, while the number of Available Listings grew by 9.3%. As a result, Occupancy among short-term rentals fell by a significant 12.1% YoY to average 64.3% for the month.
 - ADR among short-term rentals was flat, decreasing slightly by 0.3% YoY to settle at \$234 for the month. Revenue collected in September came to \$713K, a 6.4% reduction from last year.

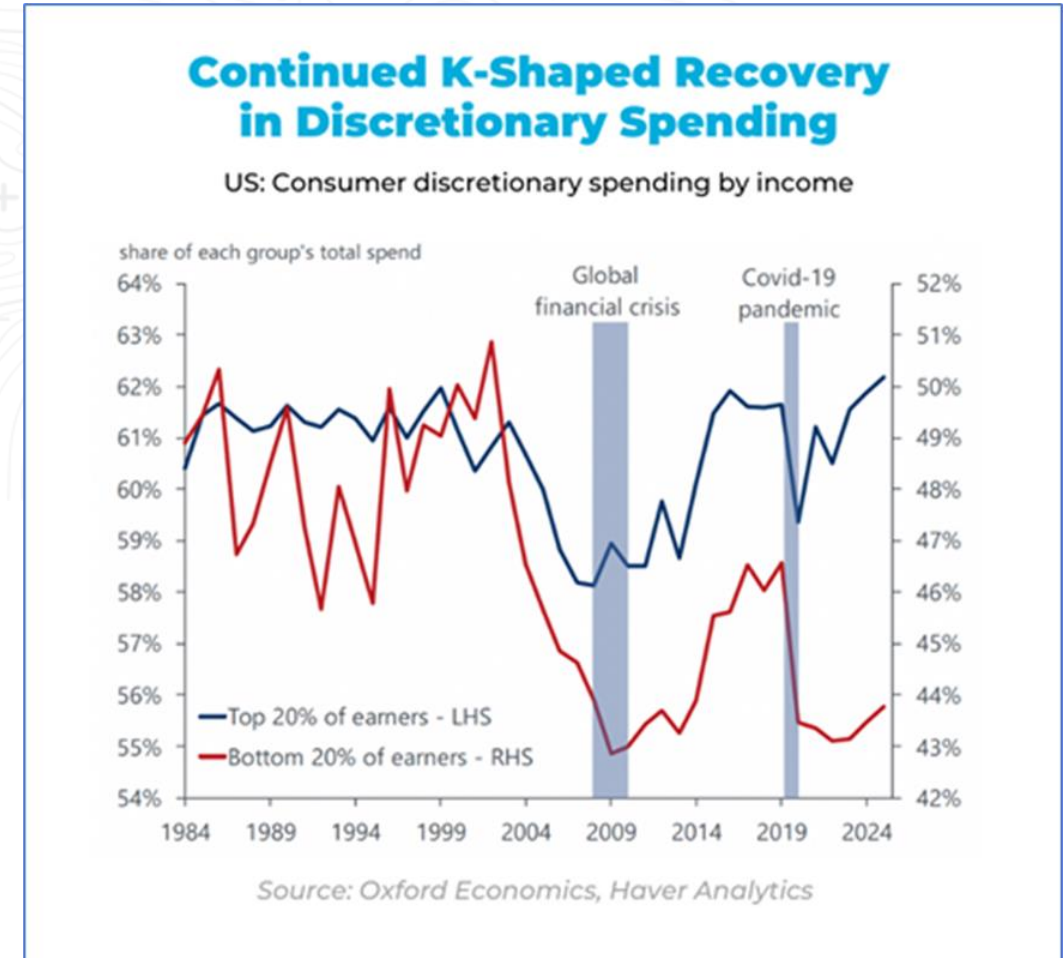
U.S. Market Review

Economic Outlook

- “The U.S. economic picture grew more uncertain in September as the recent government shutdown halted publication of official data from the Bureau of Labor Statistics. Before the shutdown, the BLS had already reported a sharp slowdown in hiring, with only 22,000 jobs added in August, one of the weakest monthly gains in recent years.”
- “Private-sector estimates have since filled the gap, though they paint an equally subdued picture. The Carlyle Group, using data from its portfolio companies, estimated a gain of just 17,000 jobs in September, while payroll processor ADP reported a loss of 32,000 jobs. Together, these figures suggest that labor market momentum has stalled, reinforcing concerns of a broader economic cooling.”
- “In response, the Federal Reserve cut interest rates in September (the first reduction of 2025) as signs of labor market weakness outweighed lingering inflation concerns. Inflation had hovered near 3% before the shutdown, but policymakers are now expected to prioritize employment stability. Most economists anticipate two to three additional rate cuts before the end of the year, a move that could begin to thaw the housing market and stimulate STR investment in 2026.”

The Bifurcated Consumer

- “High-income earners and low-income earners show a divide in both consumer confidence and debt delinquency rates.”
- “Spending is back on track after a weak first half, thanks largely to higher-income households. Retail sales surged 0.6% in August, with strength across online retail, recreation, and dining.”
- “High-income households are benefiting from recent tax cuts and wealth gains.”
- “Low-income households are squeezed by slower job growth, welfare reductions, and rising costs—a dynamic expected to persist into 2026.”



Tariffs & Economic Performance

- “Tariffs act as a regressive tax. Oxford Economics estimates tariffs increase household costs by ~\$450 annually on average, with the heaviest burden on lower-income brackets. Money spent on tariffs isn't available to be spent on discretionary purchases, such as travel.”
- “Import prices rose in August, a sign that exporters are no longer fully absorbing US tariffs. Roughly 65% of tariff costs have passed through to consumers, concentrated in categories like appliances and IT equipment.”
- “Tariffs now pose limited risks of fueling further inflation, but consumer “sticker fatigue” is curbing firms’ pricing power and squeezing business profit margins.”
- “Resilience in consumer spending masks a deeper imbalance: growth rests on a narrow slice of affluent households, making the economy more fragile to downturns in equity markets, housing values, or confidence.”

Travel Demand

- “TSA checkpoint counts rose 1.1% in July and 1.0% in August, leaving traffic nearly even with 2024 levels (-0.2% YTD). Through September 29, passenger volumes were up 0.8% relative to the comparable period.”
- “Airlines report firming bookings since late July, with United calling it a “light switch” shift across segments and industries. American Airlines reported that September was better than August, and October is going to be better than September—signaling optimism.”
- “Strong outbound travel continues to lift airlines, even as other parts of the travel economy lag.”

Hotel Performance

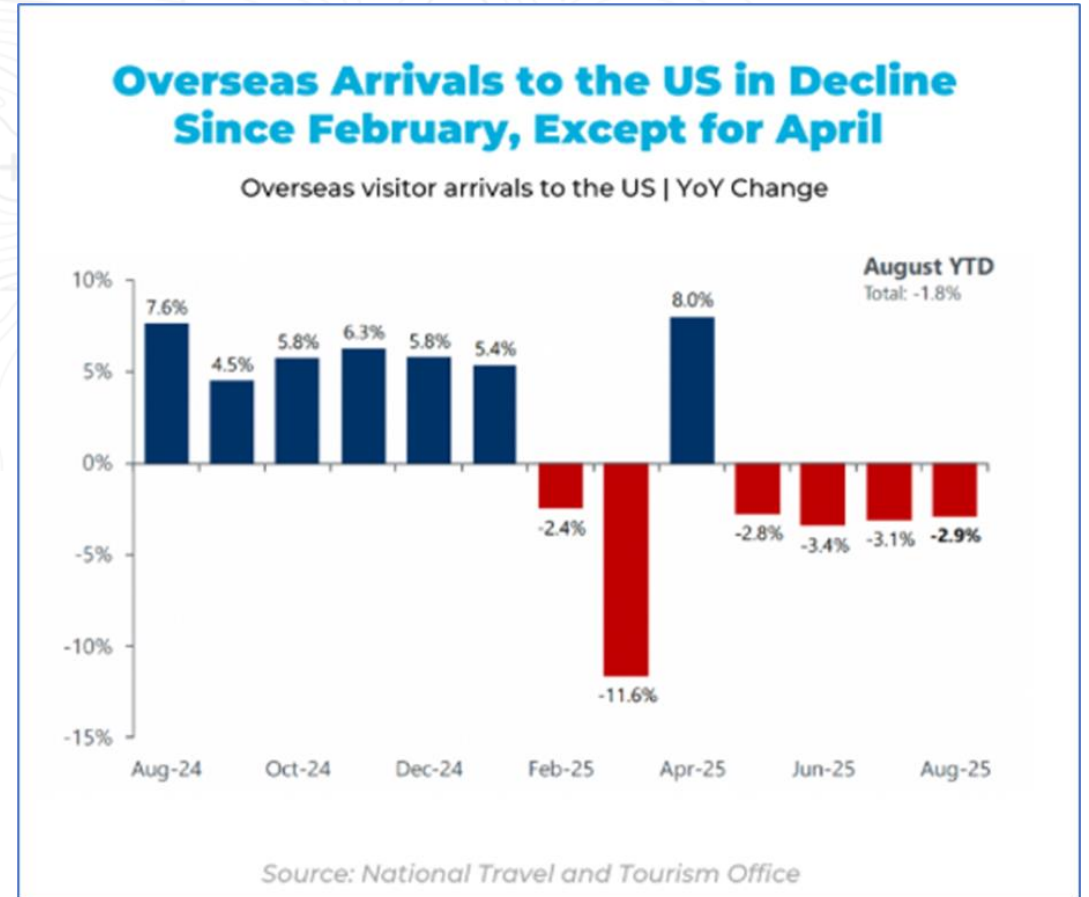
- “Hotel demand has not experienced the same improvements but rather has fallen year-over-year for three straight months.”
- “Bifurcation in hotel performance mirrors that of consumer spending. High-income leisure travelers are keeping the luxury end afloat, while budget and business segments are softening.”
- “A quick pulse check on segment health, YTD through August:
 - Luxury hotels: Demand up 5.1%, ADR growth +5.0%.
 - Economy/Independent hotels: Demand down -1.8% and -2.6%, respectively.
 - Group travel: Occupancy has swung from +2.7% earlier this year to -2.5% YTD through August. Weakness in the group segment may reflect pullbacks in business travel spending due to increased economic uncertainty.”

Outbound Travel Demand

- “Outbound trips by Americans have soared in the post-pandemic travel environment. Overseas trips by Americans in 2024 were 20% higher than the pre-pandemic benchmark in 2019, while inbound arrivals from overseas markets last year were still 13% below the 2019 level.”
- “The climb in US outbound continued to grow in 2025 despite heightened economic uncertainty, jumping 5% this year, led by strong growth in visits to Asia (+15.4%), the Middle East (+6.1%), and Europe (+5.8%).”
- “The imbalance—more Americans traveling abroad while foreign visitors forgo the US for alternate destinations—weighs heavily on domestic hotels and tourism businesses.”

International Travel Demand

- “The decline in international arrivals to the US continues. Overseas arrivals were down 2.9% in August, the fourth straight month of declines. Total international visits are projected to decline 8.2% this year, with international spending estimated to fall 4.1% in 2025 vs. 2024.”
- “Arrivals from our neighbors in Canada continue to drop sharply, with land arrivals down 33.9% and air arrivals down 25.4% year-over-year in August, bringing total arrivals through August 26.1% lower than the same period in 2024.”
- “One bright spot, visits to the US by Mexican travelers have surpassed prior year levels every month this year and are up 14% YTD.”



Short Term Rentals Update September 2025

- “September performance in the U.S. short-term rental (STR) market was muted, marking the first year-over-year decline in demand (-0.1%) since April 2024.”
- “However, there is good news. Like April, results were skewed by a calendar shift that moved one day of the Labor Day weekend from September into August. Adjusting for this shift (by comparing September 2025 with September 2–October 1, 2024) demand growth comes in at +2.0%, a modest but steady rate of expansion.”
- “This adjustment also halves the apparent occupancy loss, reducing it from -3.9% to -2.0%, bringing it closer in line with the small monthly declines observed since May. Year-to-date occupancy remains level with 2024, supported by slower supply growth and strong holiday pacing. With demand expected to firm up through the remainder of the year, occupancy could still close 2025 slightly higher than last year.”
- “Average daily rate (ADR) growth slowed for the second month in a row. Despite steeper occupancy losses compared to August, the slowdown in rate growth was modest. ADR rose +4.5% year-over-year in September, down slightly from +5.1% in August.”

Short Term Rentals Update September 2025 (continued)

- “ADR has now increased for nineteen consecutive months. The high inflation rates of 2022 and 2023 squeezed consumer budgets and pushed STR prices down. Since then, ADRs have recovered and are generally outpacing inflation.”
- “Since ADR has been the main driver of RevPAR growth in 2025, it’s no surprise that stronger rates have translated into steady revenue gains. RevPAR has now increased for twelve consecutive months, showing that pricing strength continues to support top-line growth even amid softening occupancy.”
- “Looking ahead, on-the-books demand pacing suggests modest growth for October, with stronger gains expected in November and December. Travel demand that may have been deferred earlier in the year due to economic uncertainty following the April tariff announcements and the labor slowdown appears likely to resurface over the holiday season.”

Key U.S. Short Term Rental Performance Metrics for September 2025

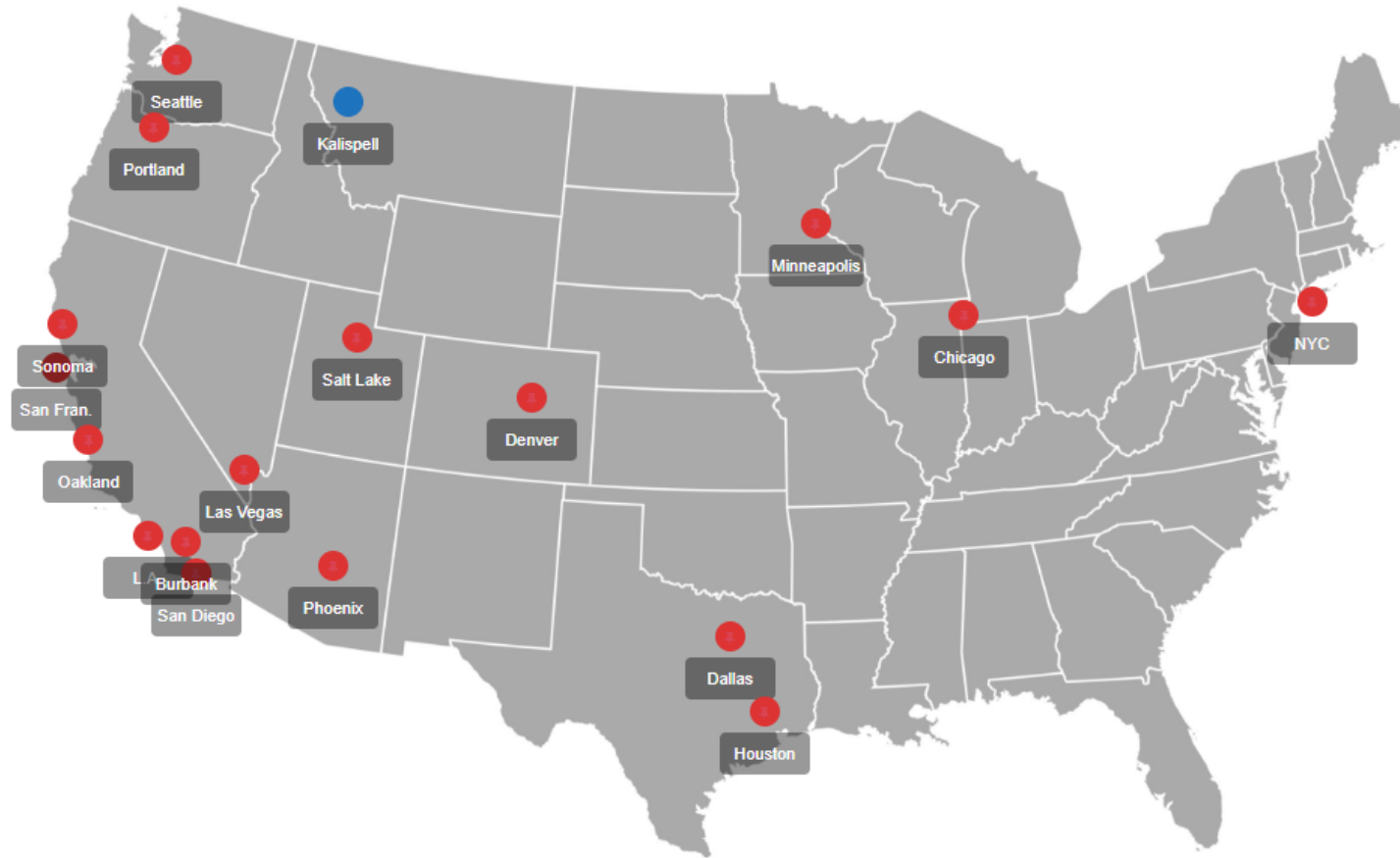
- Available listings reached 1.76 million, a 3.3% increase year-over-year
- Demand nights were essentially flat, down -0.1% compared to September 2024, but up 2.0% when shifting from September 2024 one day forward (to account for the move in the Labor Day holiday this year)
- Occupancy averaged 48.1%, down 3.9% year-over-year, but down only 2.0% when shifting from September 2024 one day forward
- Average Daily Rates (ADR) climbed to \$297.79, up 4.5% from last year
- Revenue per Available Rental (RevPAR) increased 0.5% year-over-year (YOY) to \$143.25

Glacier Park International Airport Data

Glacier Park International Airport

— Direct Flights —

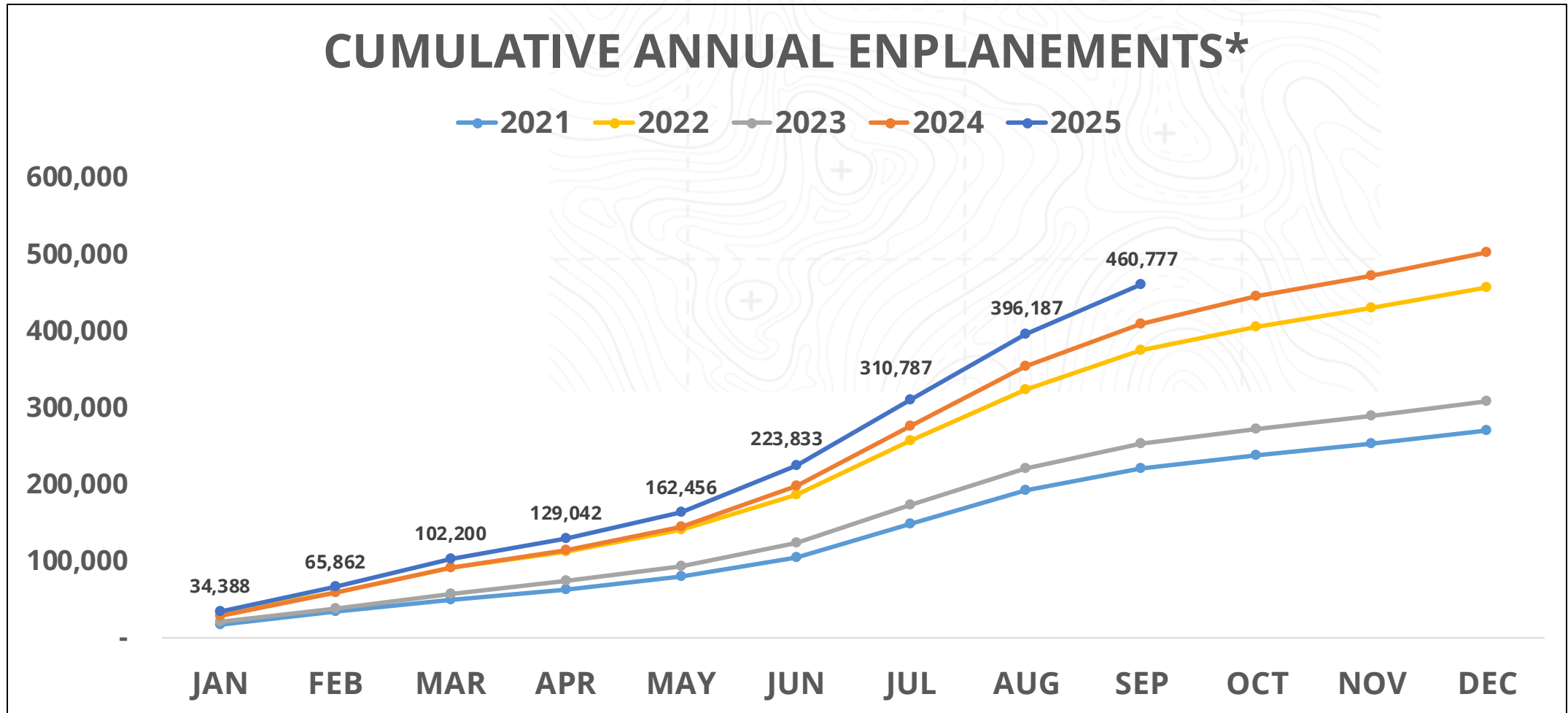
MAJOR CITIES SERVED



Glacier Park International Airport

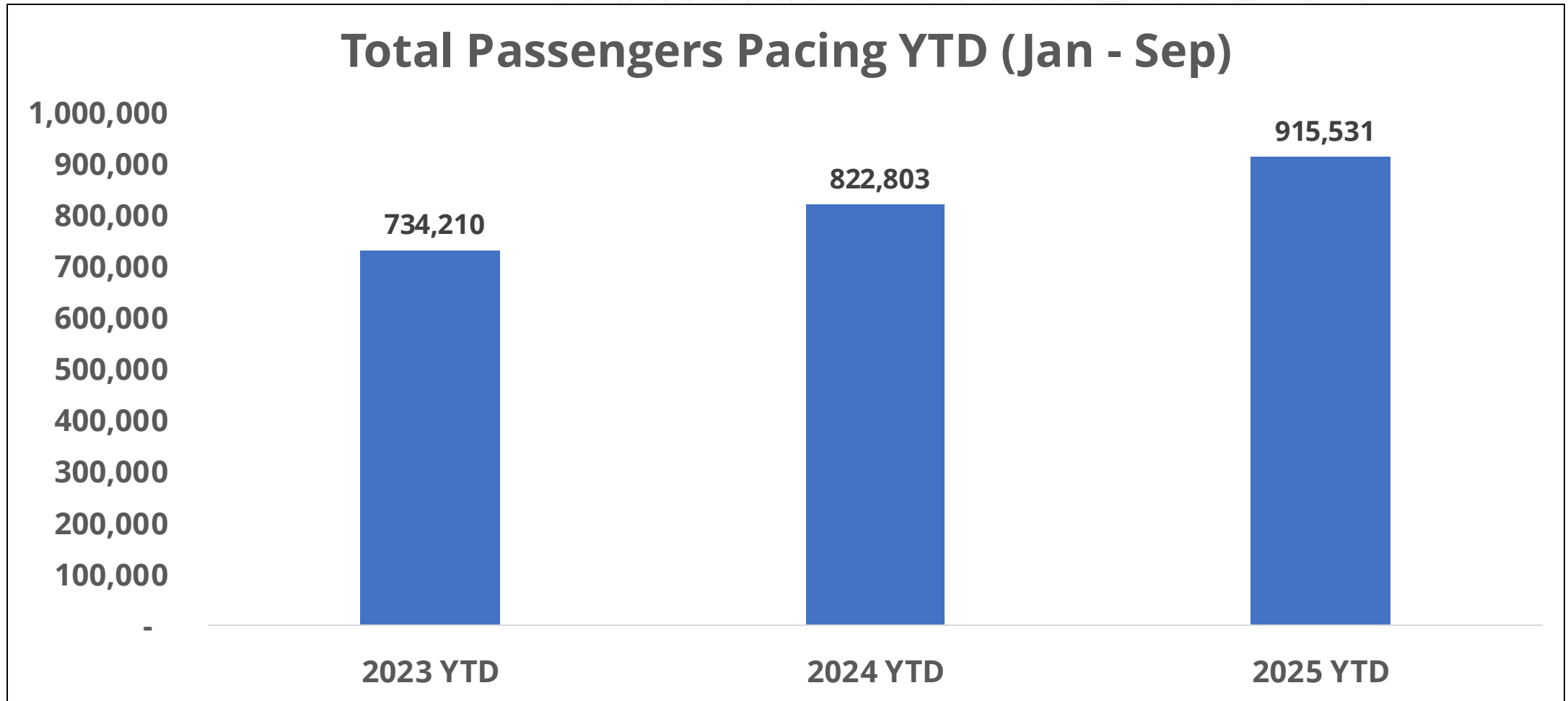
Total Passengers					
Month	2025	2024	% Change 2025 vs. 2024	2023	% Change 2025 vs. 2023
January	64,803	54,403	19.1%	58,161	11.4%
February	62,687	59,344	5.6%	56,277	11.4%
March	70,768	63,846	10.8%	59,460	19.0%
April	54,147	48,426	11.8%	45,073	20.1%
May	70,621	62,723	12.6%	54,694	29.1%
June	130,365	117,040	11.4%	96,564	35.0%
July	172,820	157,024	10.1%	138,012	25.2%
August	166,249	154,420	7.7%	129,078	28.8%
September	123,071	105,577	16.6%	96,891	27.0%
October		69,651		59,071	
November		50,472		48,460	
December		66,061		54,257	
Year-to-Date	915,531	822,803	11.3%	734,210	24.7%
Total		1,008,987		895,998	

Glacier Park International Airport

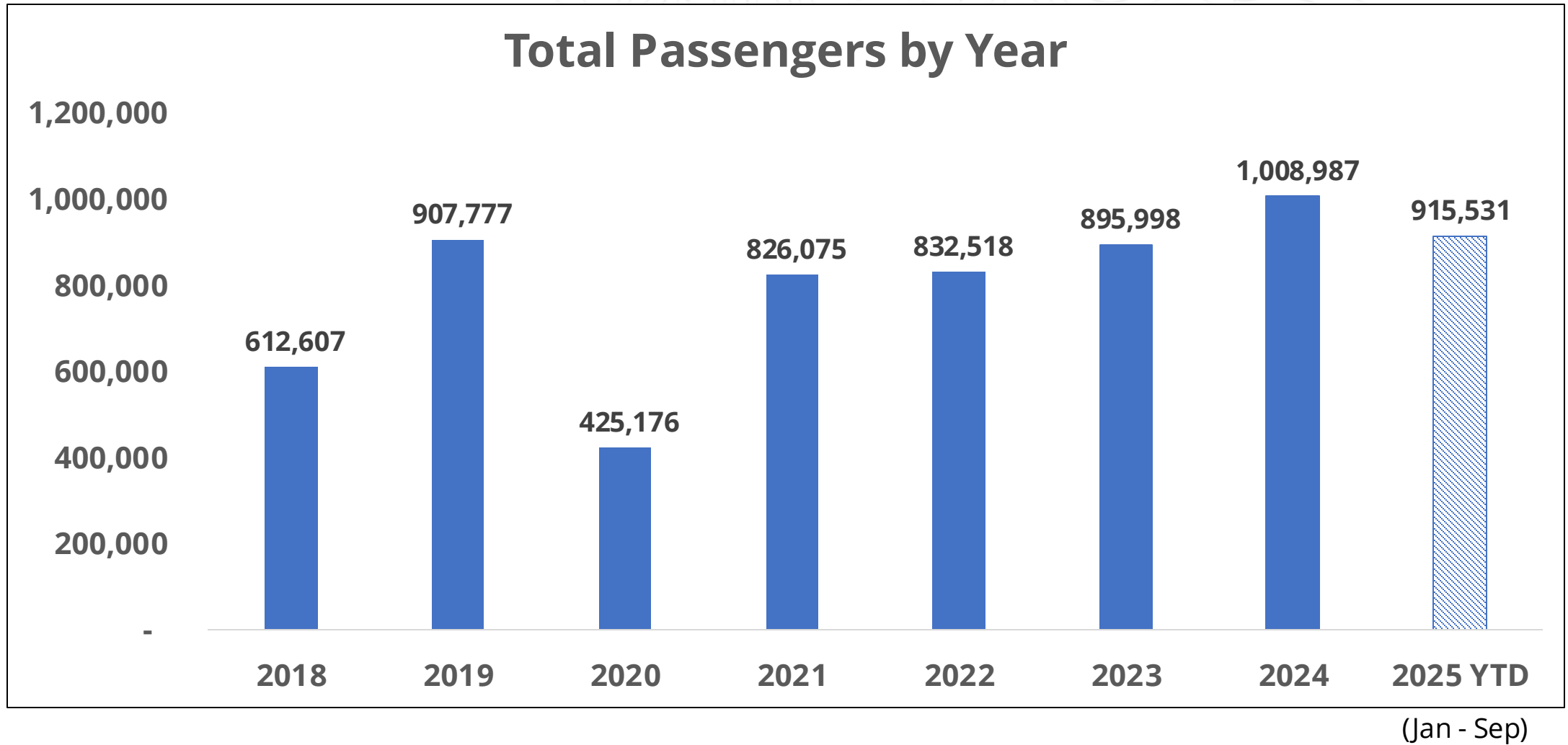


* Enplanements only (not total passengers)

Glacier Park International Airport



Glacier Park International Airport

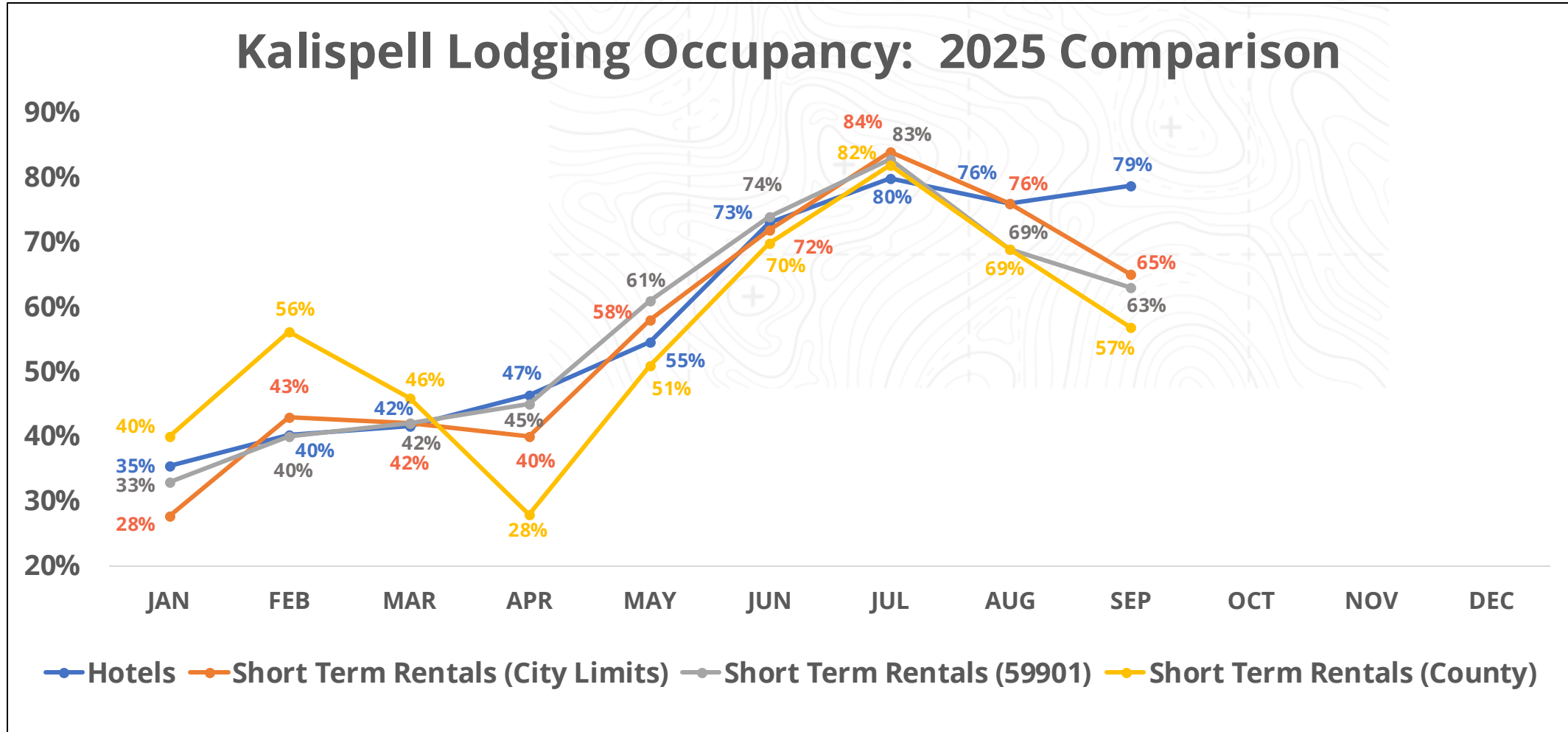


STR Hotel Data

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 2025 Lodging Comparison

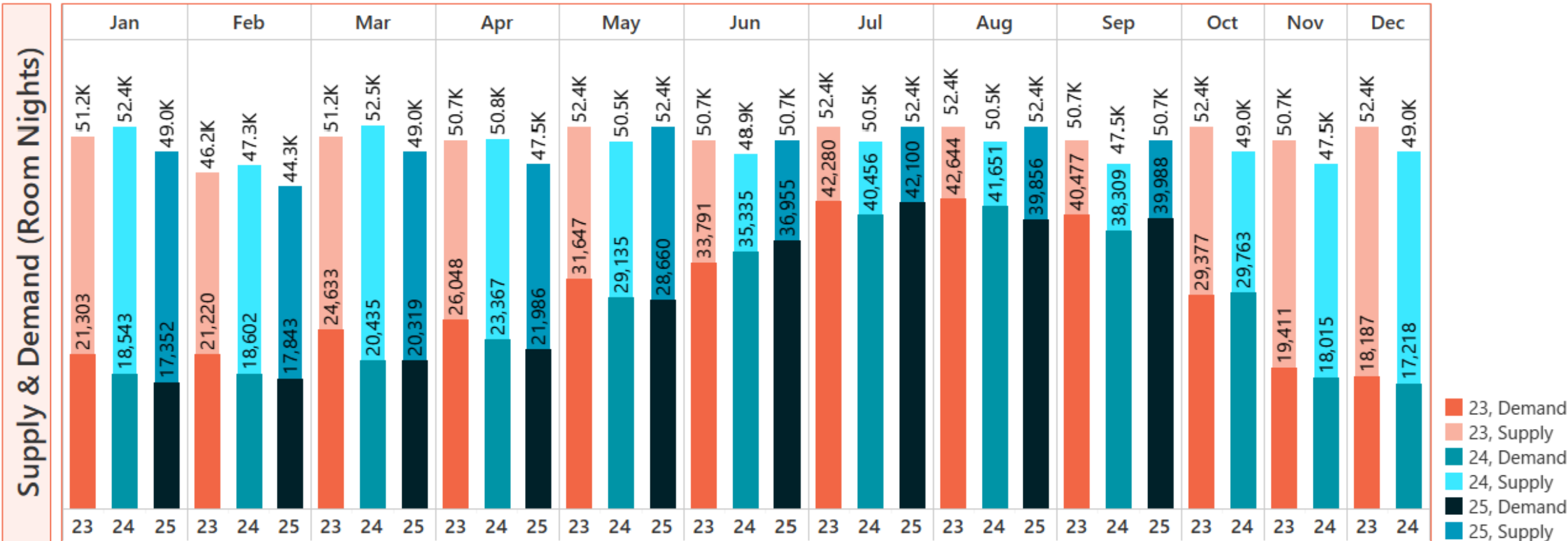


Discover Kalispell Monthly Hotel Performance

September 2025

Source: STR, Inc.

YOY	Sep '25	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
		78.9%	\$197.31	\$155.71	50,670	39,988	\$7,889,940
		-2.2%	1.9%	-0.3%	6.8%	4.4%	6.4%

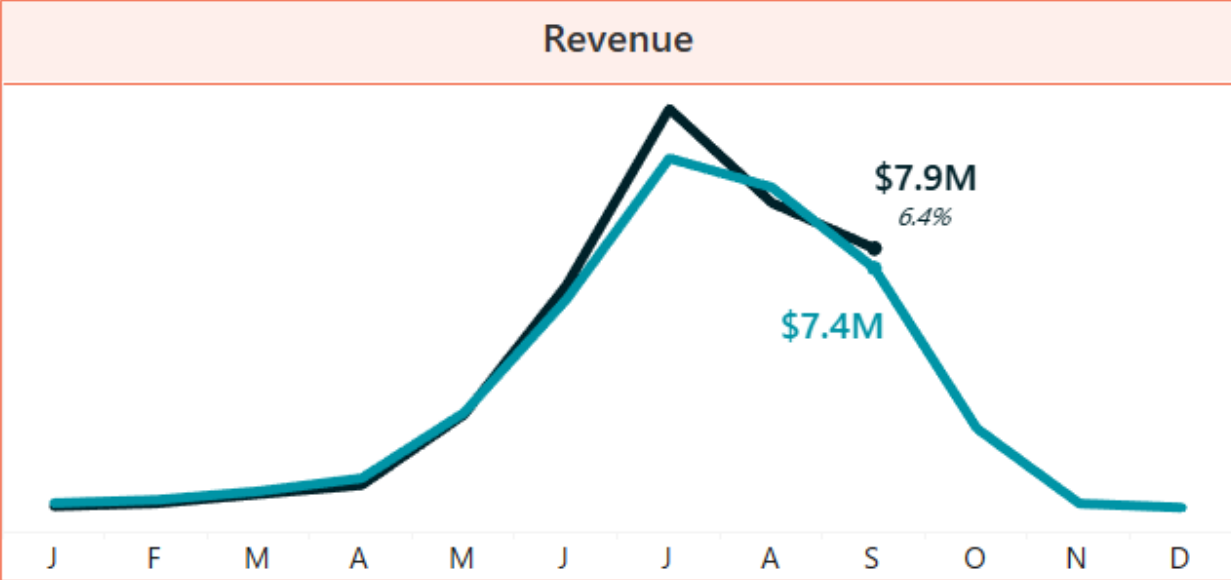
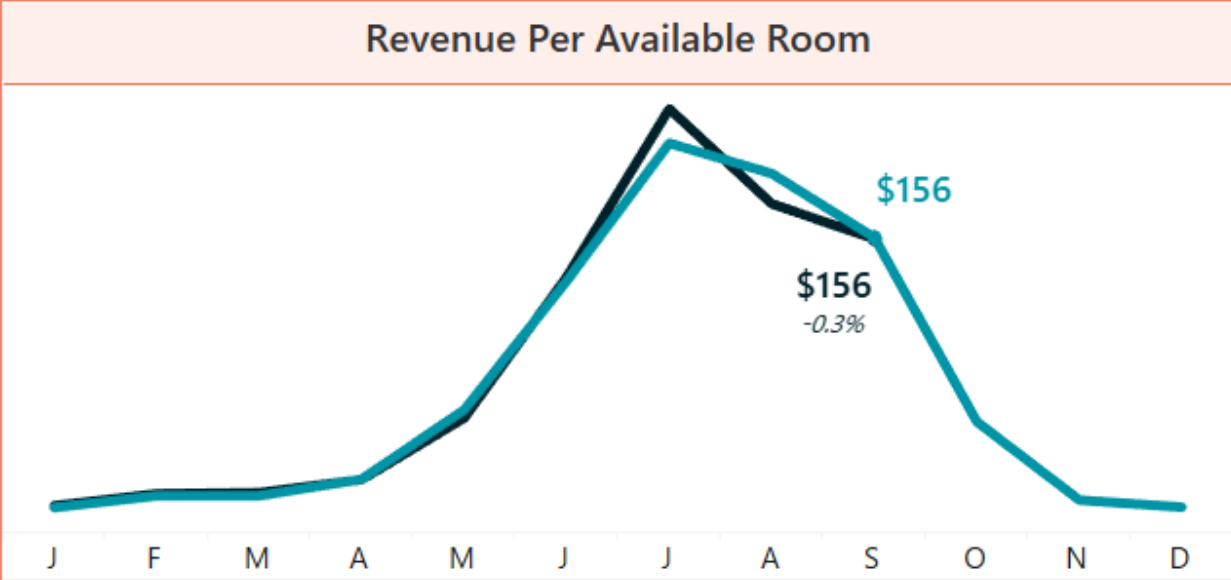
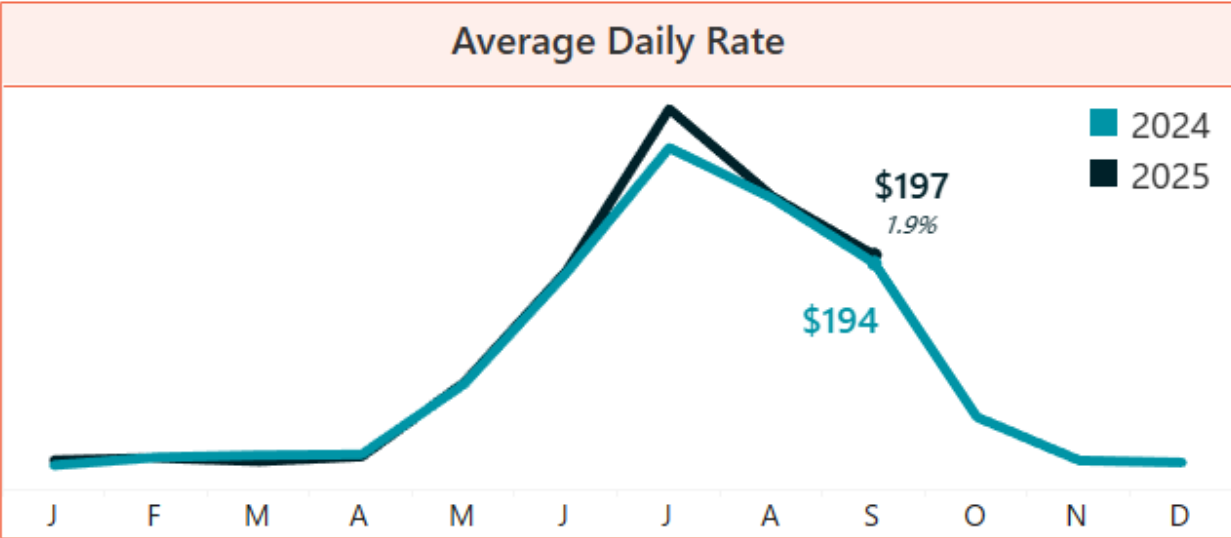
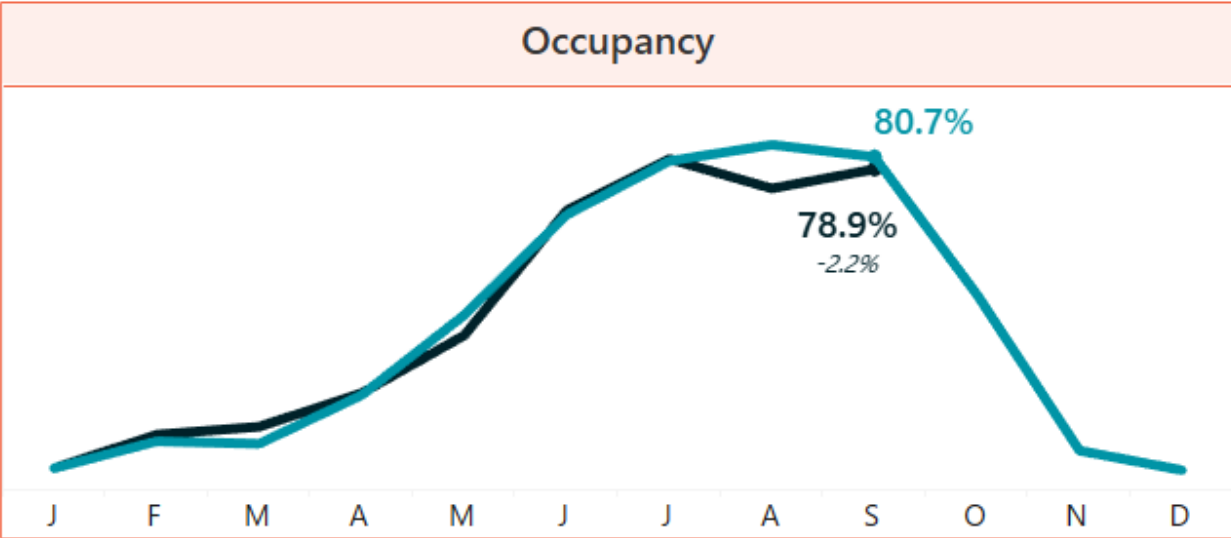


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Discover Kalispell Monthly Hotel Performance

September 2025

Source: STR, Inc.

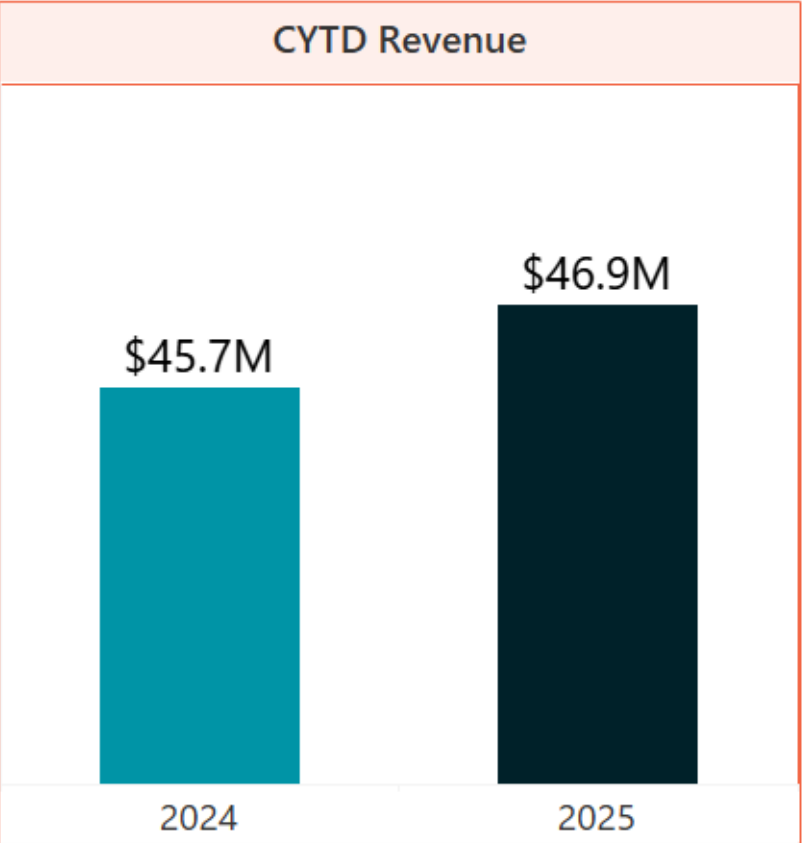
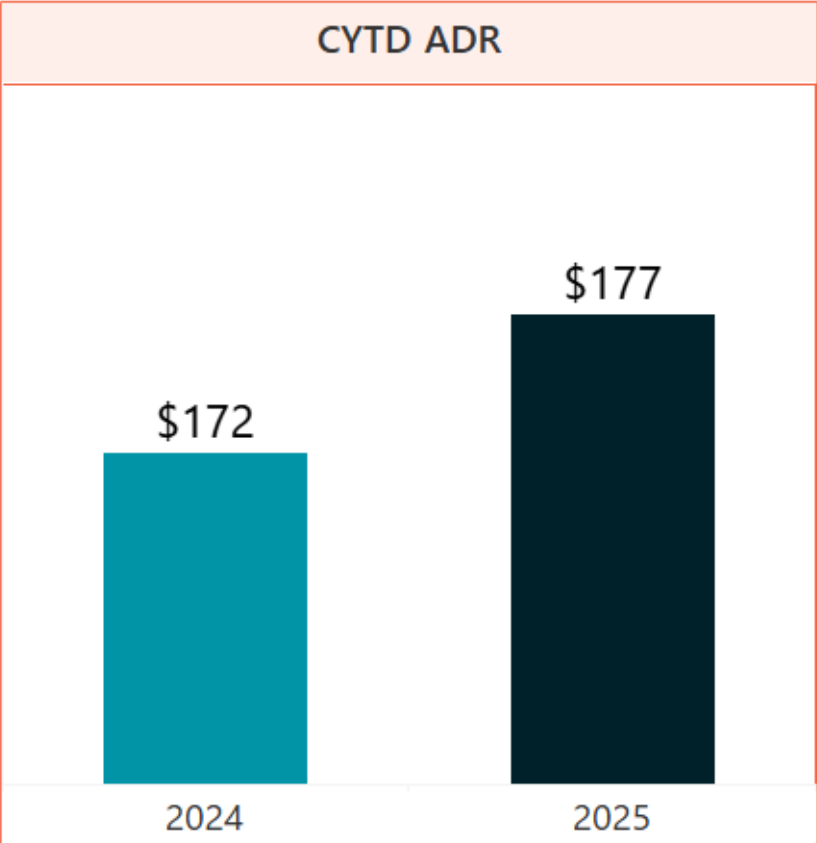
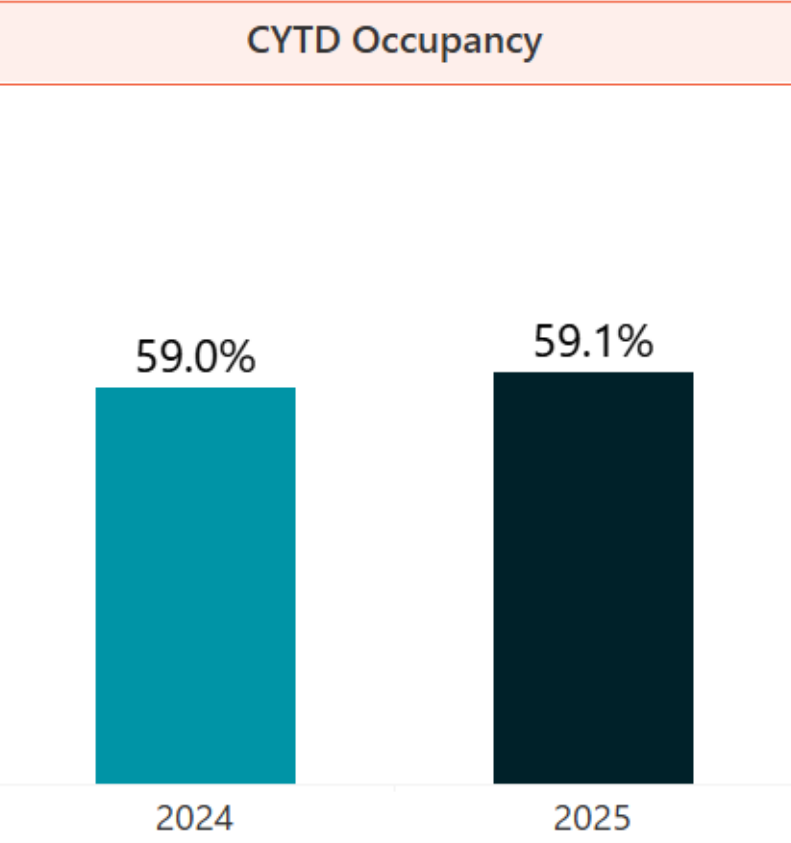


Discover Kalispell Monthly Hotel Performance

Calendar YTD Through September 2025

Source: STR, Inc.

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
YTD '25	59.1%	\$176.81	\$104.55	448,257	265,059	\$46,865,251
YOY	0.3%	2.9%	3.2%	-0.6%	-0.3%	2.6%



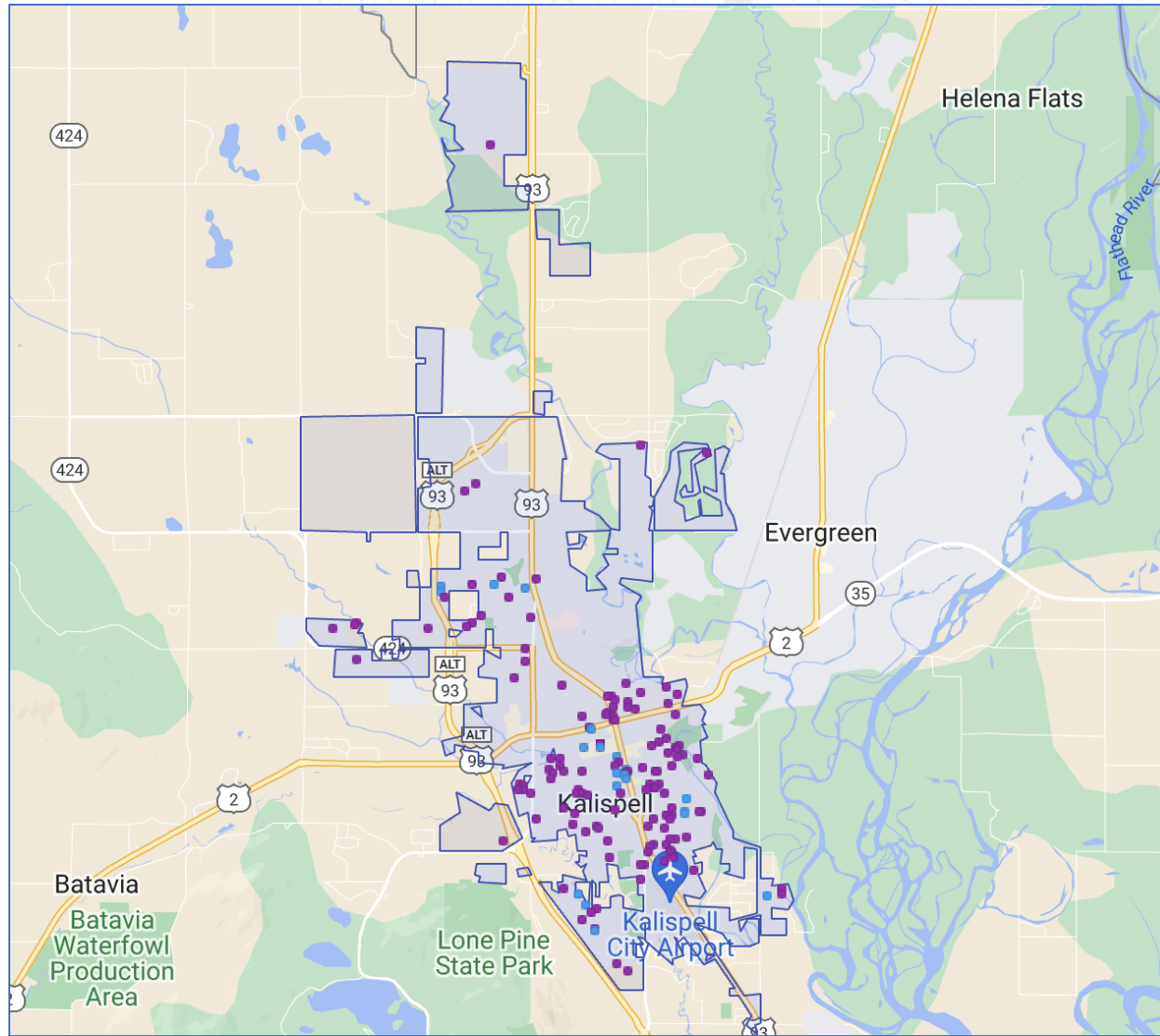
AirDNA Short Term Rental Data (Airbnb & Vrbo listings)

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 *



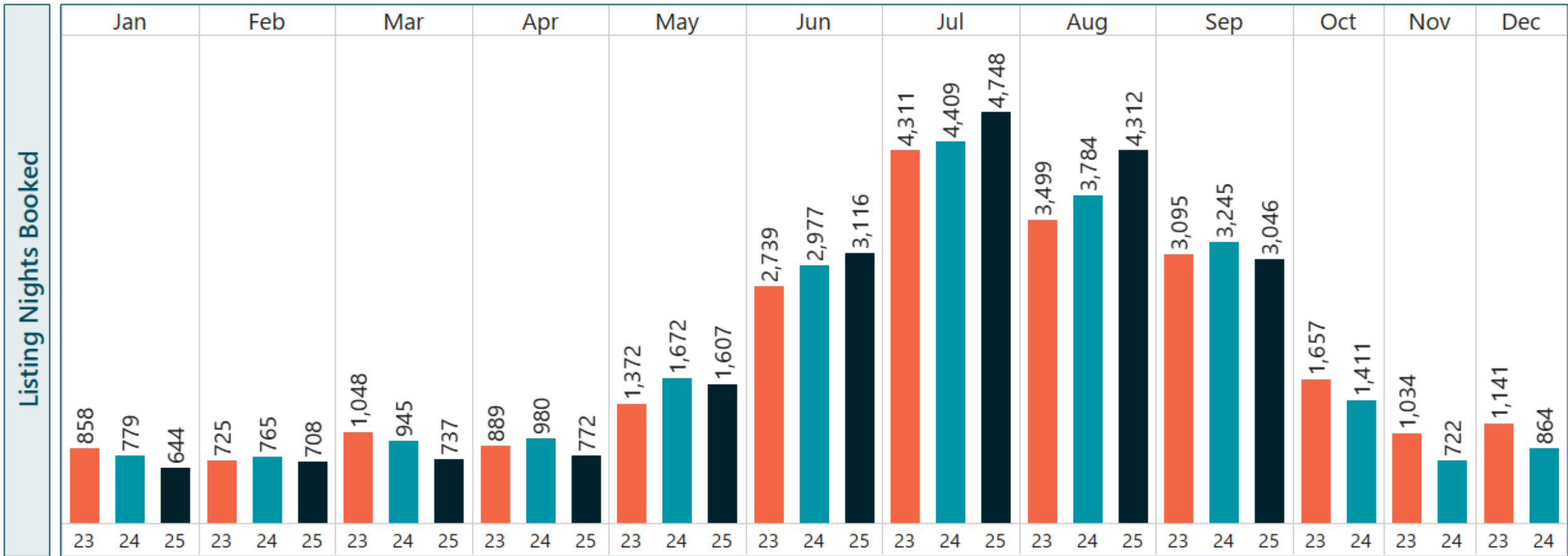
*Kalispell City Limits

Discover Kalispell Monthly Short-Term Rental Performance

September 2025

Source: AirDNA, 'Entire Place' Listings Only

YOY	Occupancy	ADR	RevPAR	Available Listings	Listing Nights Booked	Revenue
	Sep '25	64.3%	\$234.28	\$150.68	199	3,046
	-12.1%	-0.3%	-12.4%	9.3%	-6.1%	-6.4%

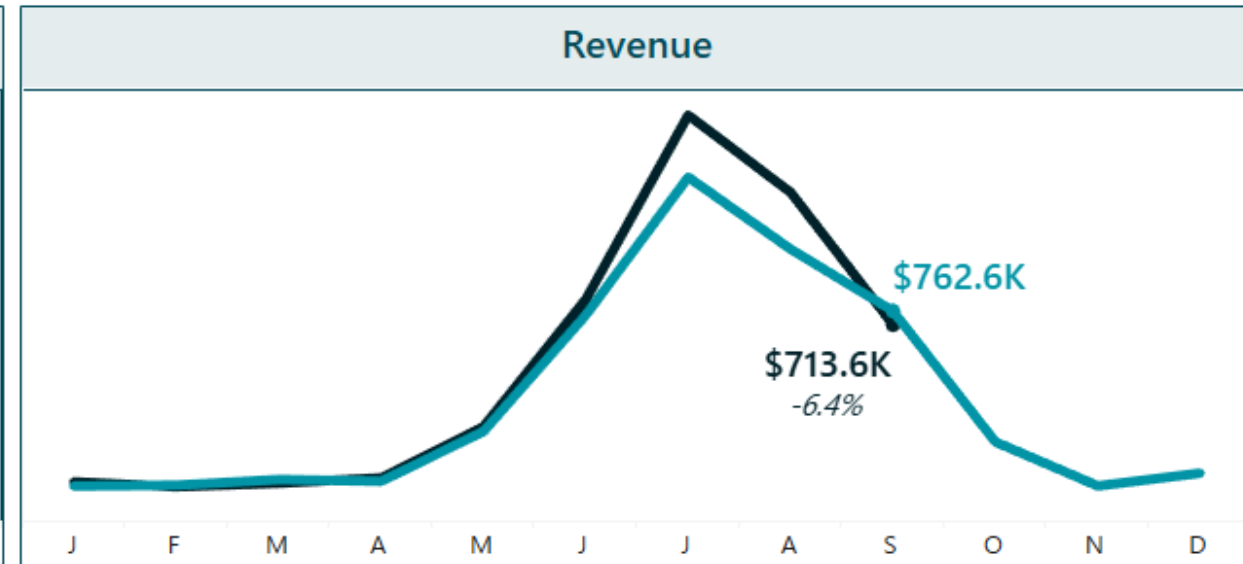
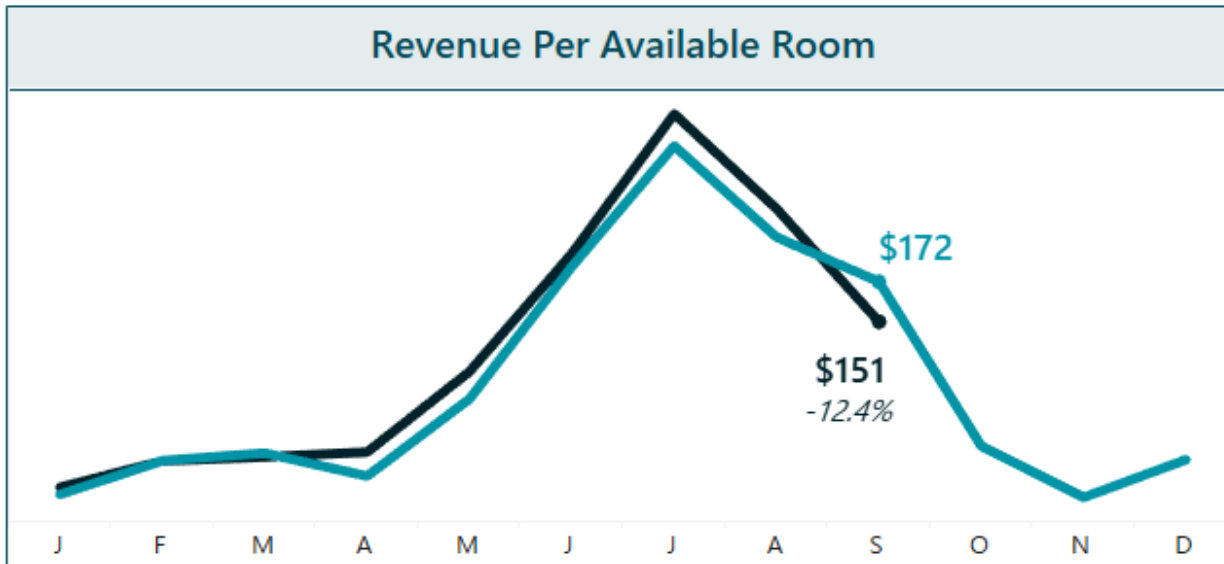
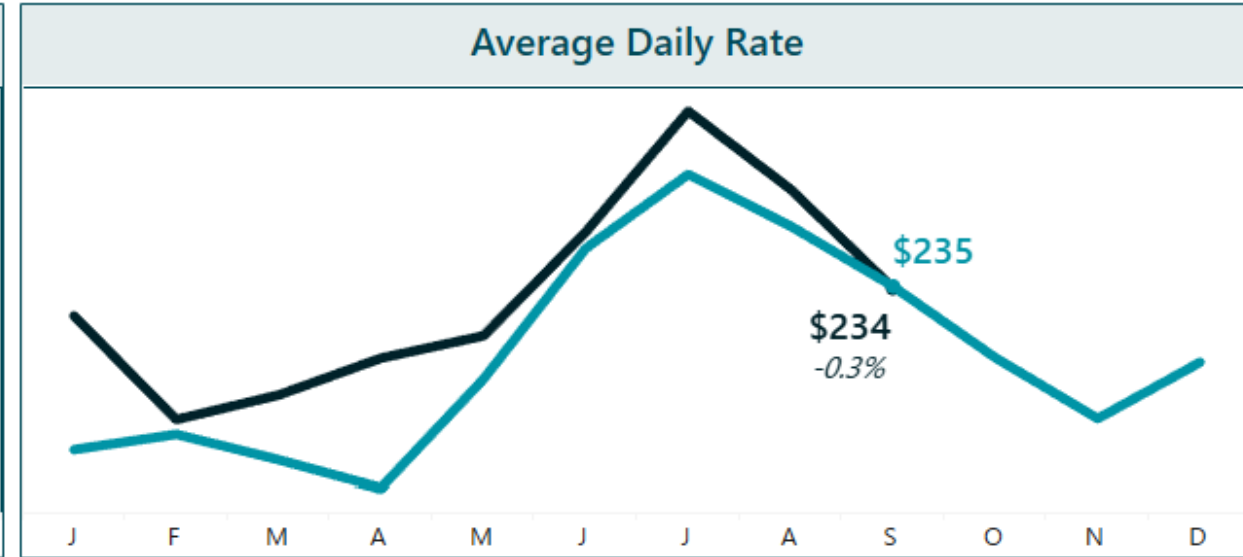
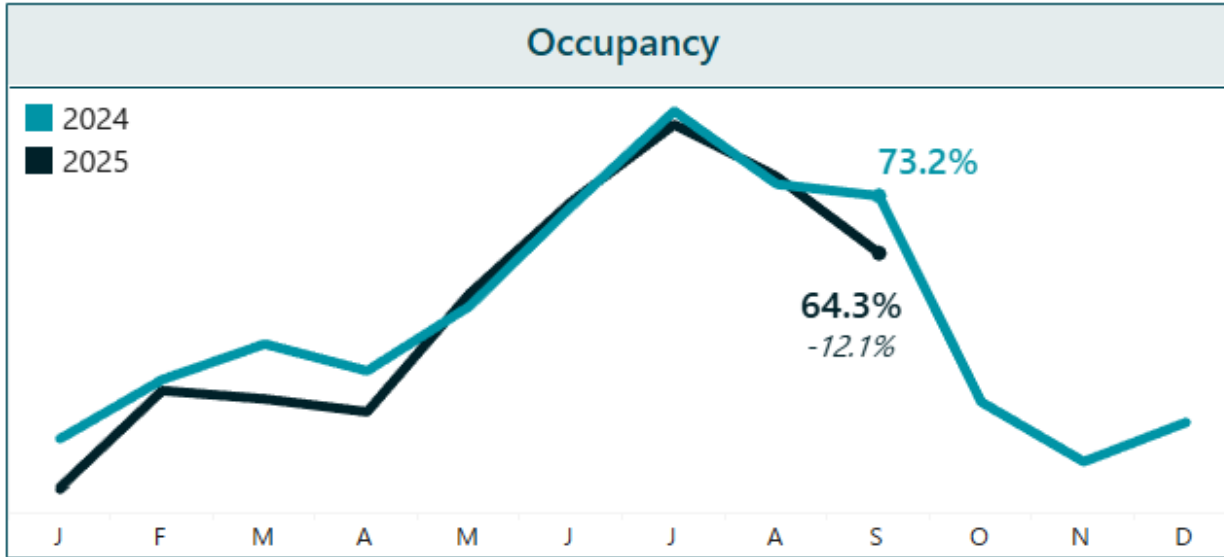


Source: AirDNA (Airbnb/Vrbo Short Term Rentals)

Discover Kalispell Monthly Short-Term Rental Performance

September 2025

Source: AirDNA, 'Entire Place' Listings Only

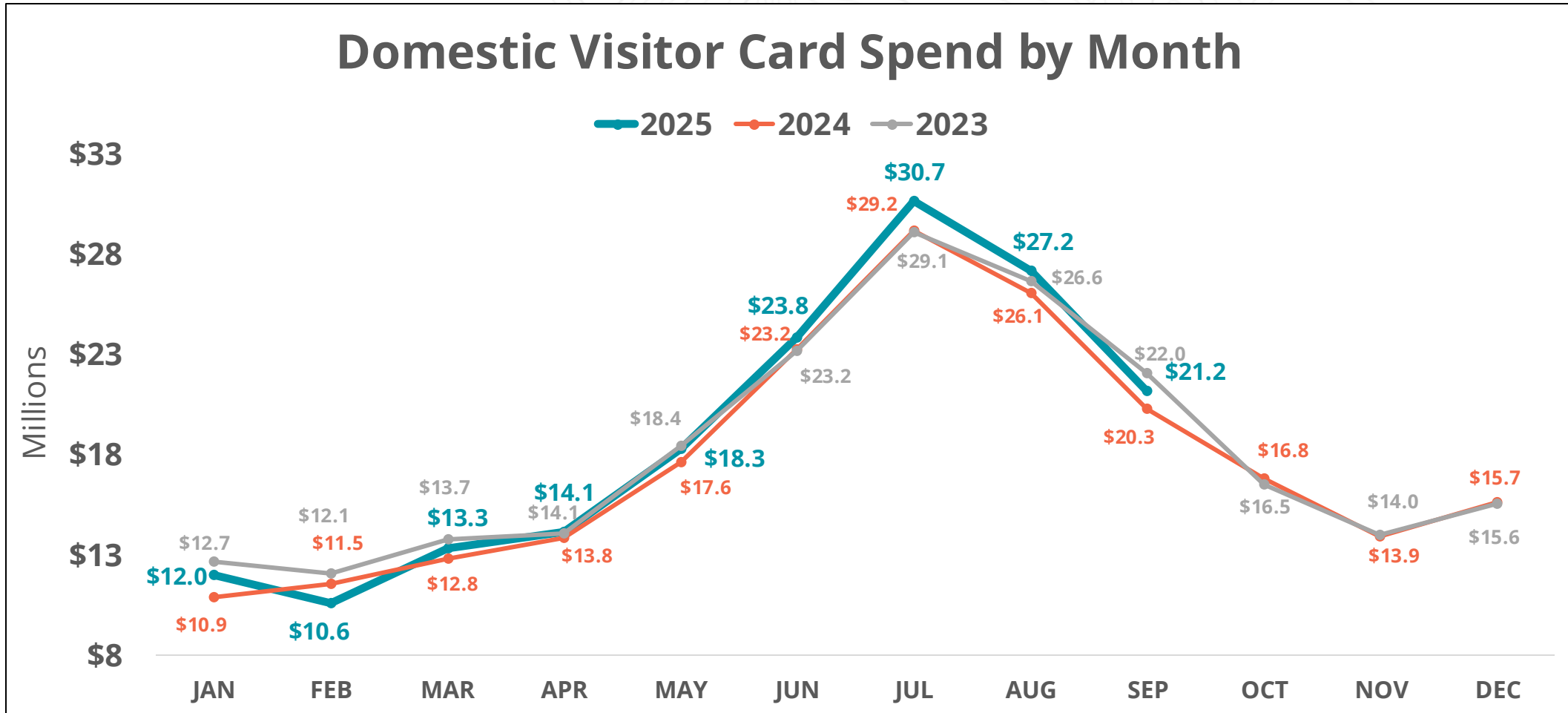


Source: AirDNA (Airbnb/Vrbo Short Term Rentals)

Visa Destination Insights

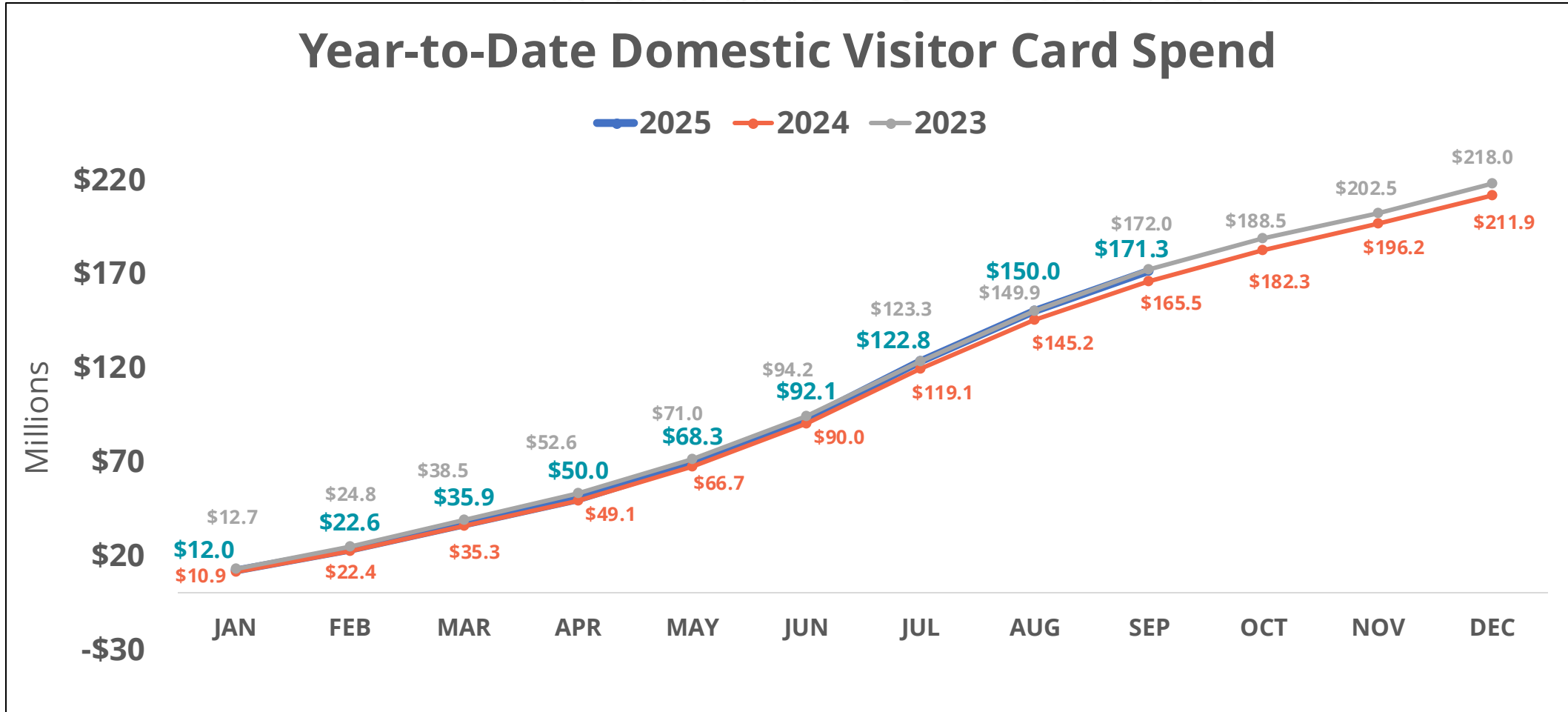
Visa – Domestic Visitor Spending

Q3 Domestic Visitor Visa Card Spend increased 4.8% Year-Over-Year



Visa – Domestic Visitor Spending

Domestic Visitor Visa Card Year-To-Date Spend through Q3 increased 3.5% Year-Over-Year



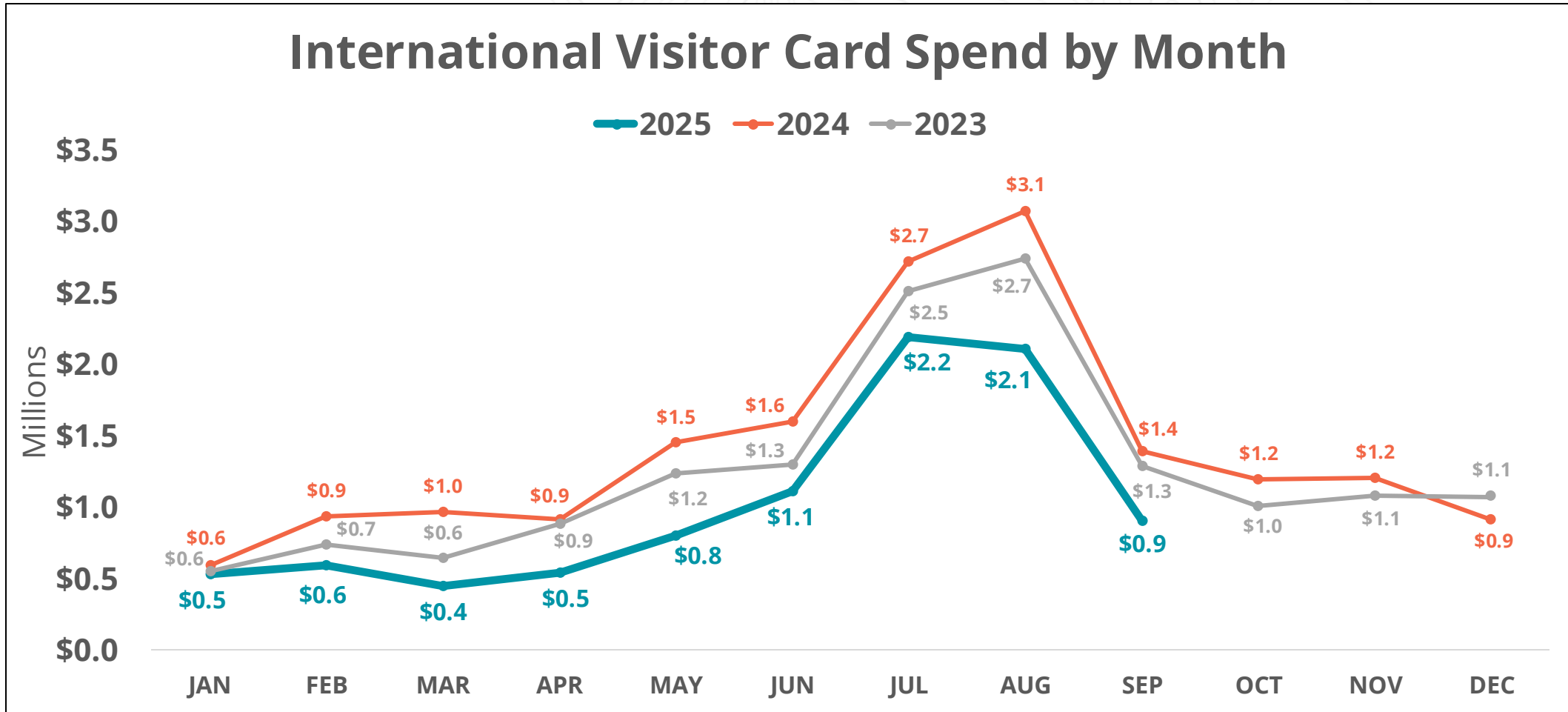


Visa – Domestic Visitor Origin (January – September 2025)

Rank	Origin Market	Spend (\$)	YoY % Change	Card Count	YoY % Change
1	Missoula, MT	\$6,367,053	+2%	35.4K	-1%
2	Seattle-Tacoma-Bellevue, WA	\$3,803,947	+1%	19.2K	+3%
3	Phoenix-Mesa-Chandler, AZ	\$3,320,636	+8%	11.3K	+8%
4	Los Angeles-Long Beach-Anaheim, CA	\$2,945,408	+10%	14.4K	+35%
5	Bozeman, MT	\$2,614,483	+12%	14.1K	+16%
6	Portland-Vancouver-Hillsboro, OR-WA	\$1,790,463	+4%	10.3K	+8%
7	Helena, MT	\$1,781,272	+3%	9.9K	-3%
8	San Diego-Chula Vista-Carlsbad, CA	\$1,704,365	+13%	6.2K	+13%
9	Great Fall, MT	\$1,602,562	-6%	8.0K	-15%
10	Billings, MT	\$1,573,093	+2%	7.3K	+1%
11	Denver-Aurora-Lakewood, CO	\$1,484,863	+14%	7.9K	+7%
12	Spokane-Spokane Valley, WA	\$1,483,589	-3%	9.9K	+0%
13	Dallas-Fort Worth-Arlington, TX	\$1,384,828	-1%	7.2K	+15%
14	Riverside-San Bernardino-Ontario, CA	\$1,229,937	+8%	3.9K	+10%
15	Minneapolis-St. Paul-Bloomington, MN-WI	\$1,217,160	+2%	7.1K	+8%

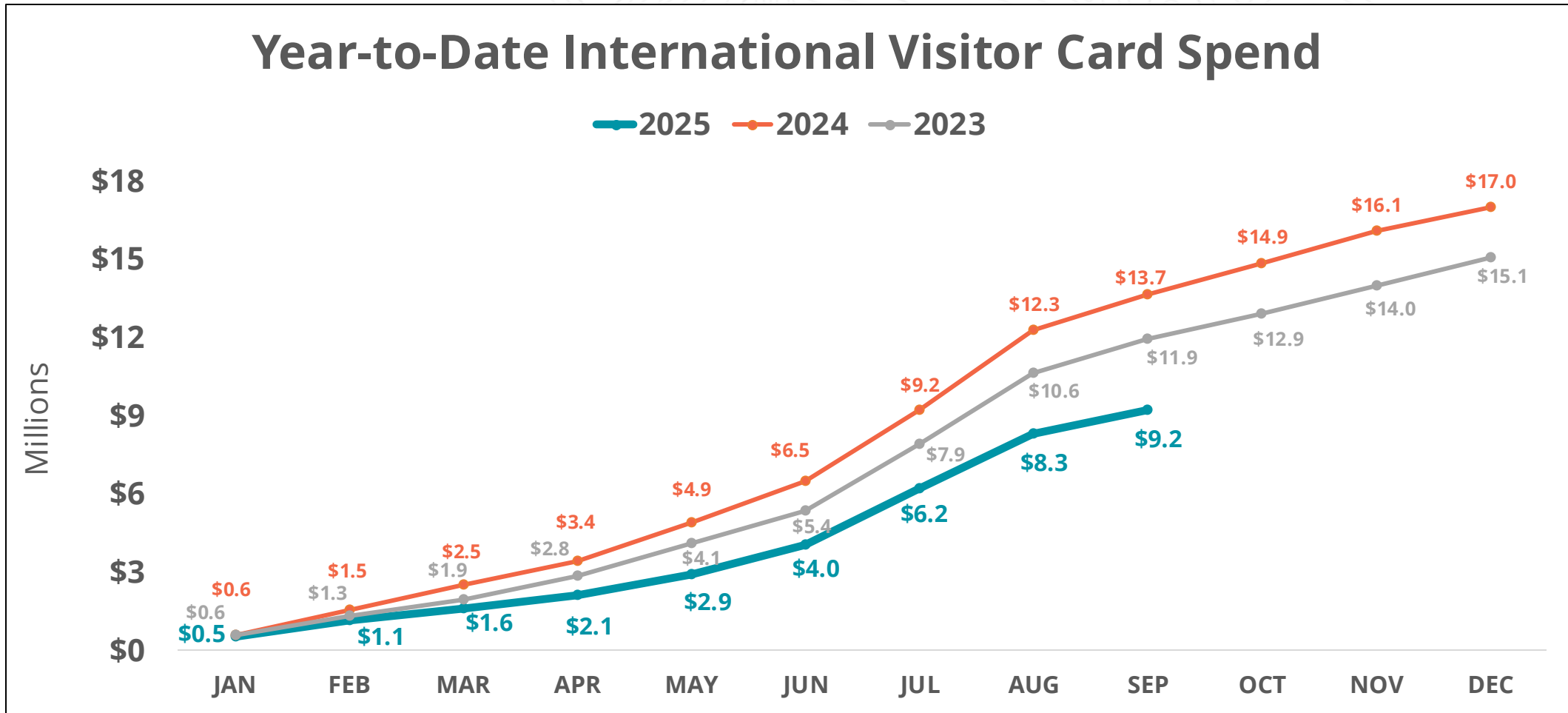
Visa – International Visitor Spending

Q3 International Visitor Visa Card Spend decreased 27.6% Year-over-Year



Visa – International Visitor Spending

International Visitor Visa Card Year-To-Date Spend through Q3 decreased 32.5% Year-Over-Year



Visa – International Visitor Origin (January – September 2025)

Rank	Origin Market	Spend (\$)	YoY % Change	Card Count	YoY % Change
1	Canada	\$7,880,994	-37%	27.7K	-39%
2	China Mainland	\$229,627	+604%	295	+75%
3	Germany	\$118,618	-3%	957	+6%
4	Australia	\$105,957	-4%	698	+12%
5	United Kingdom	\$102,200	-5%	631	+15%
6	France	\$60,474	+16%	427	+23%
7	Switzerland	\$59,738	+33%	241	+25%
8	Mexico	\$50,860	+12%	253	+61%
9	New Zealand	\$41,004	+19%	268	+18%
10	Netherlands	\$35,758	+20%	256	+9%

Consumer Sentiment Data

LONGWOODS INTERNATIONAL American Travel Sentiment Study Wave 100

*Survey Fielded September 10, 2025; US National Sample of 1,000 adults 18+

American Travel Sentiment Wave 100 Highlights

Key Findings:

1. Impacts of COVID-19 on Travel: Post Pandemic Travel Behaviors

One-third (32%) of travelers report that the COVID-19 pandemic changed how they travel now. Among those, two-thirds (62%) now practice increased caution and hygiene practices when traveling. The COVID-19 pandemic, however, also resulted in increased importance and appreciation for travel. One-third (32%) of travelers report that 'travel is more important to me now' after the COVID-19 pandemic, while only 11% report 'travel is less important to me now'. The majority of travelers (58%) either strongly agree or agree that 'I appreciate travel more now, after experiencing the COVID-19 pandemic travel'.

2. Value and Importance of Travel

American travelers overwhelmingly place high value and importance on travel. Three-quarter of travelers either strongly agree or agree that 'vacations are one of the things I most look forward to each year' (75%) and 'I value making experiences over acquiring more material belongings' (72%).

3. Economic Uncertainty and Financial Constraints Could Impact Future Travel Plans

Four in ten travelers (39%) report that there are factors limiting or discouraging them from leisure travel within the next 12 months. Among those, 75% report financial constraints and economic uncertainty as a top factor. Additionally, 64% of travelers either strongly agree or agree that 'Travel is becoming too expensive'. 54%, however, either strongly agree or agree that they are 'willing to reduce spending in other areas of my life to prioritize travel', which indicates that despite financial concerns, travel is still top-of-mind for many travelers.

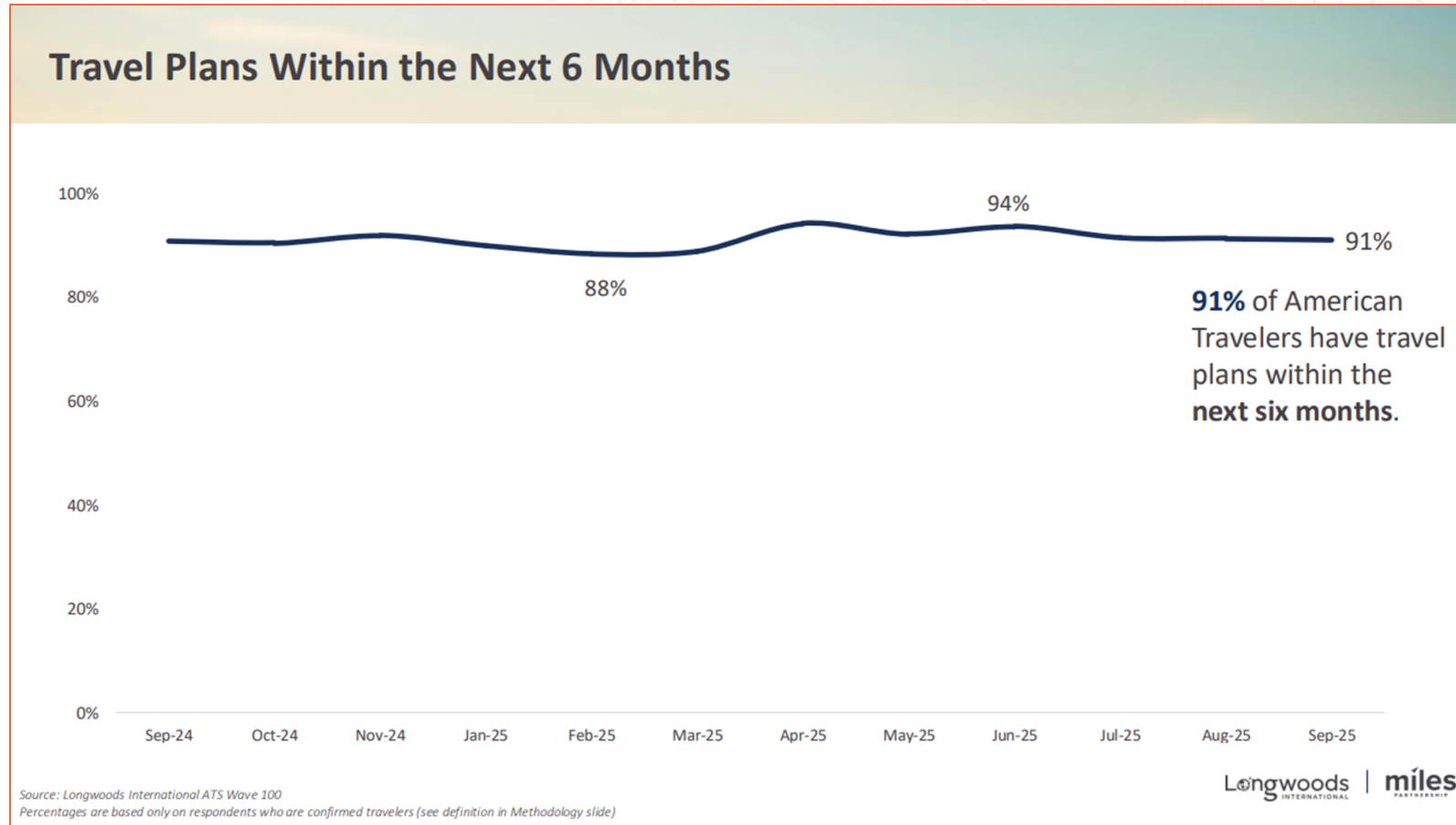


Source: Longwoods International ATS Wave 100

Longwoods | miles
INTERNATIONAL PARTNERSHIP

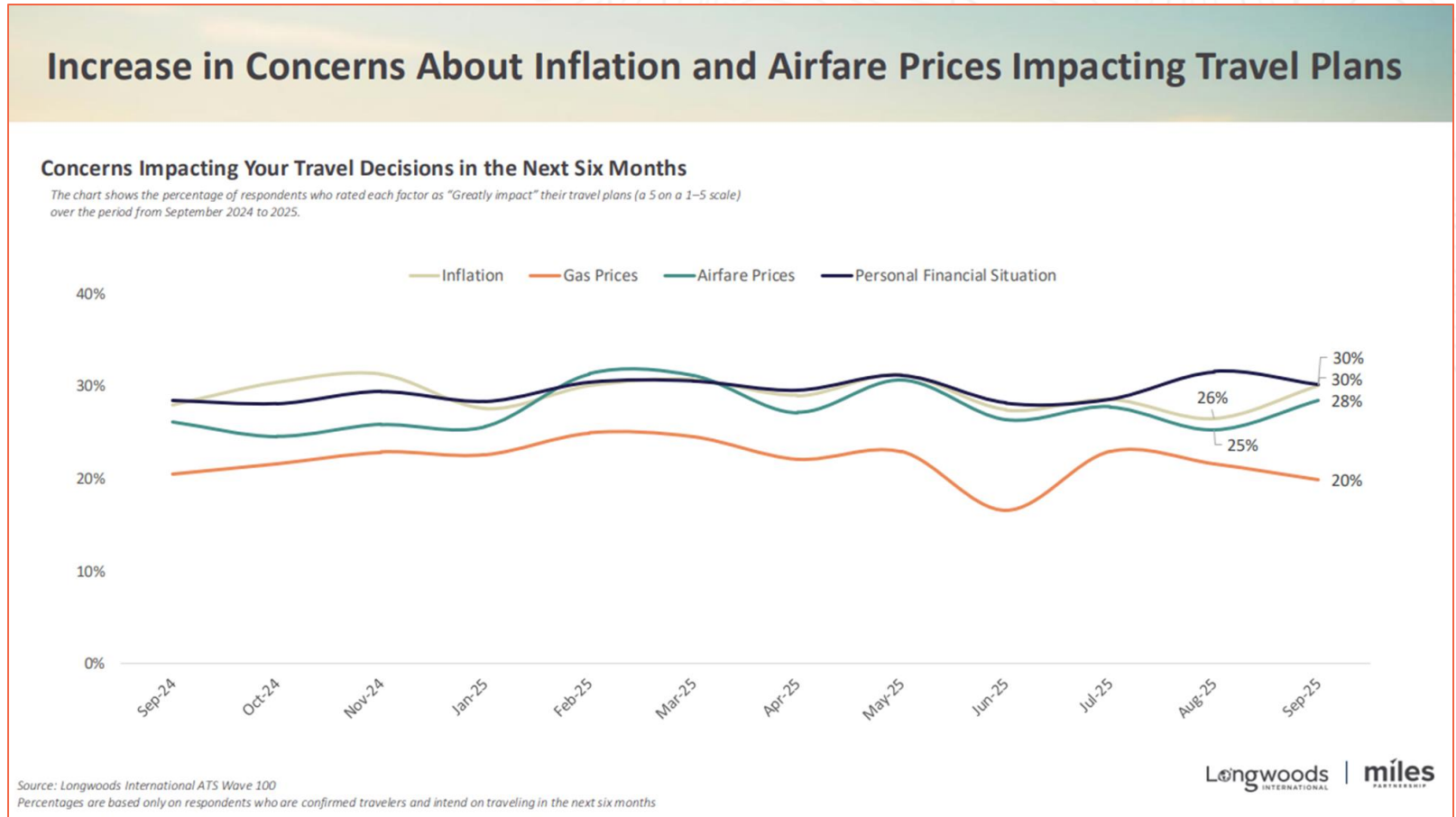
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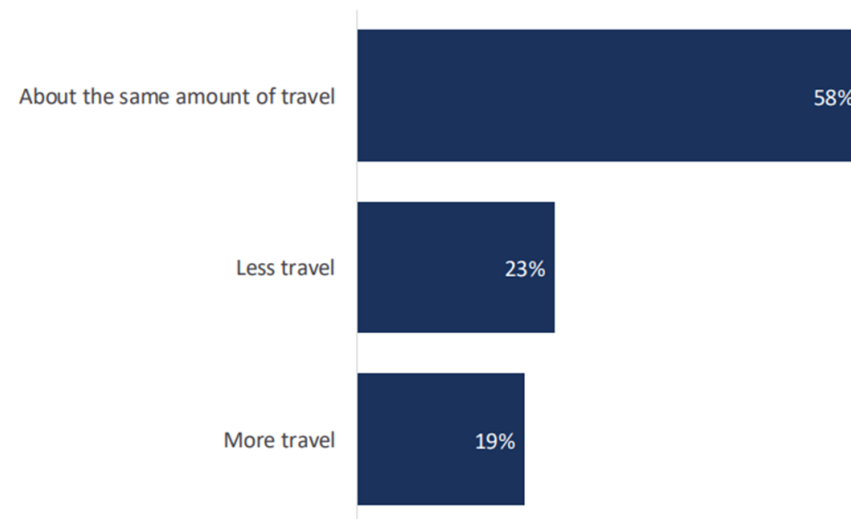


LONGWOODS INTERNATIONAL American Travel Sentiment Study Wave 100

*Survey Fielded September 10, 2025; US National Sample of 1,000 adults 18+

Majority of Travelers Plan to Travel the Same Amount as Last Year this Fall

Compared to last year, how often do you plan to travel this fall?



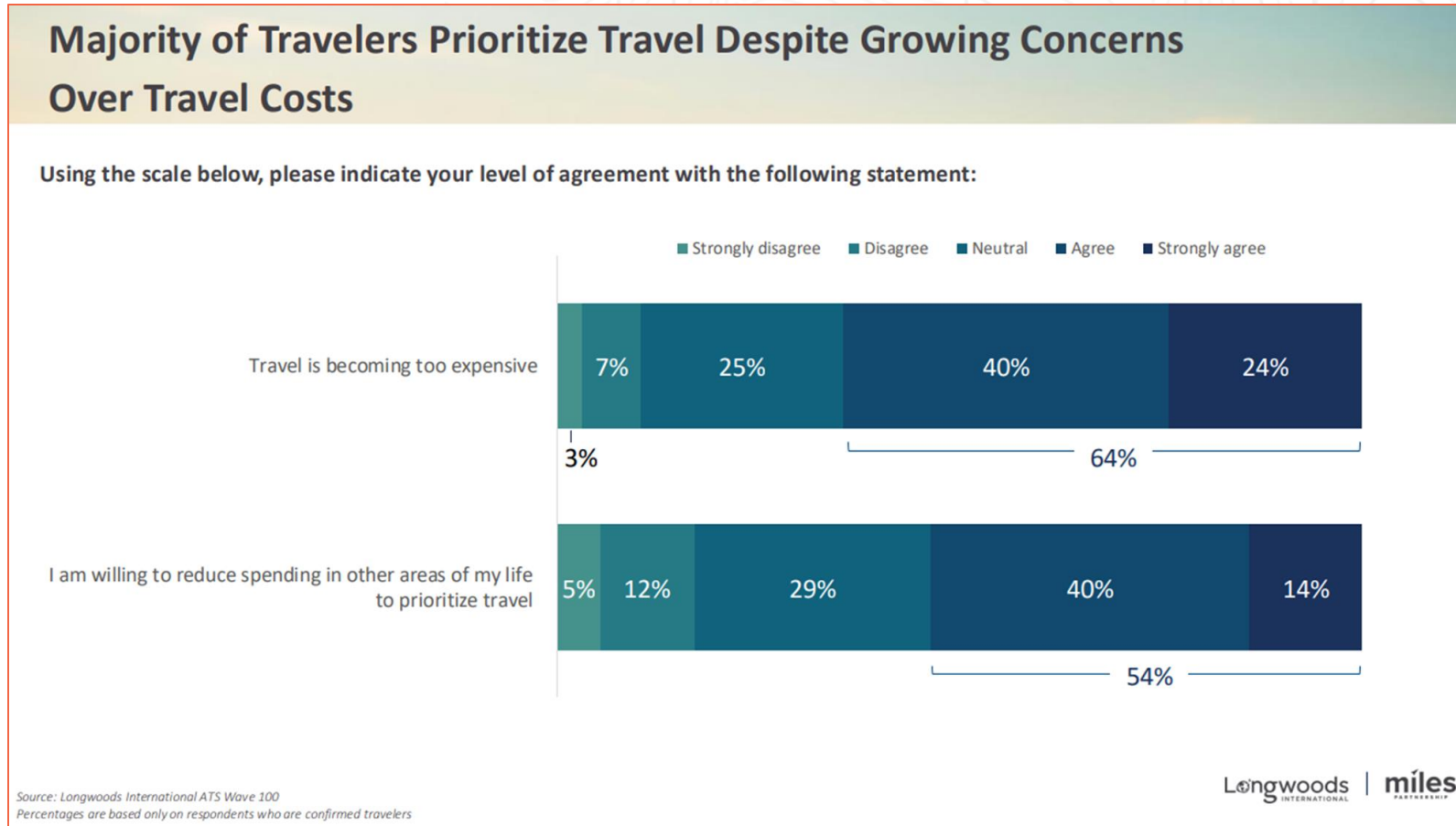
The **majority of travelers (58%)** plan to travel about the same amount this fall compared to last year. A **quarter (23%)**, however, plan to travel less this fall compared to last year.

Source: Longwoods International ATS Wave 100
Percentages are based only on respondents who are confirmed travelers and who have travel plans for the fall

Longwoods | miles
INTERNATIONAL PARTNERSHIP

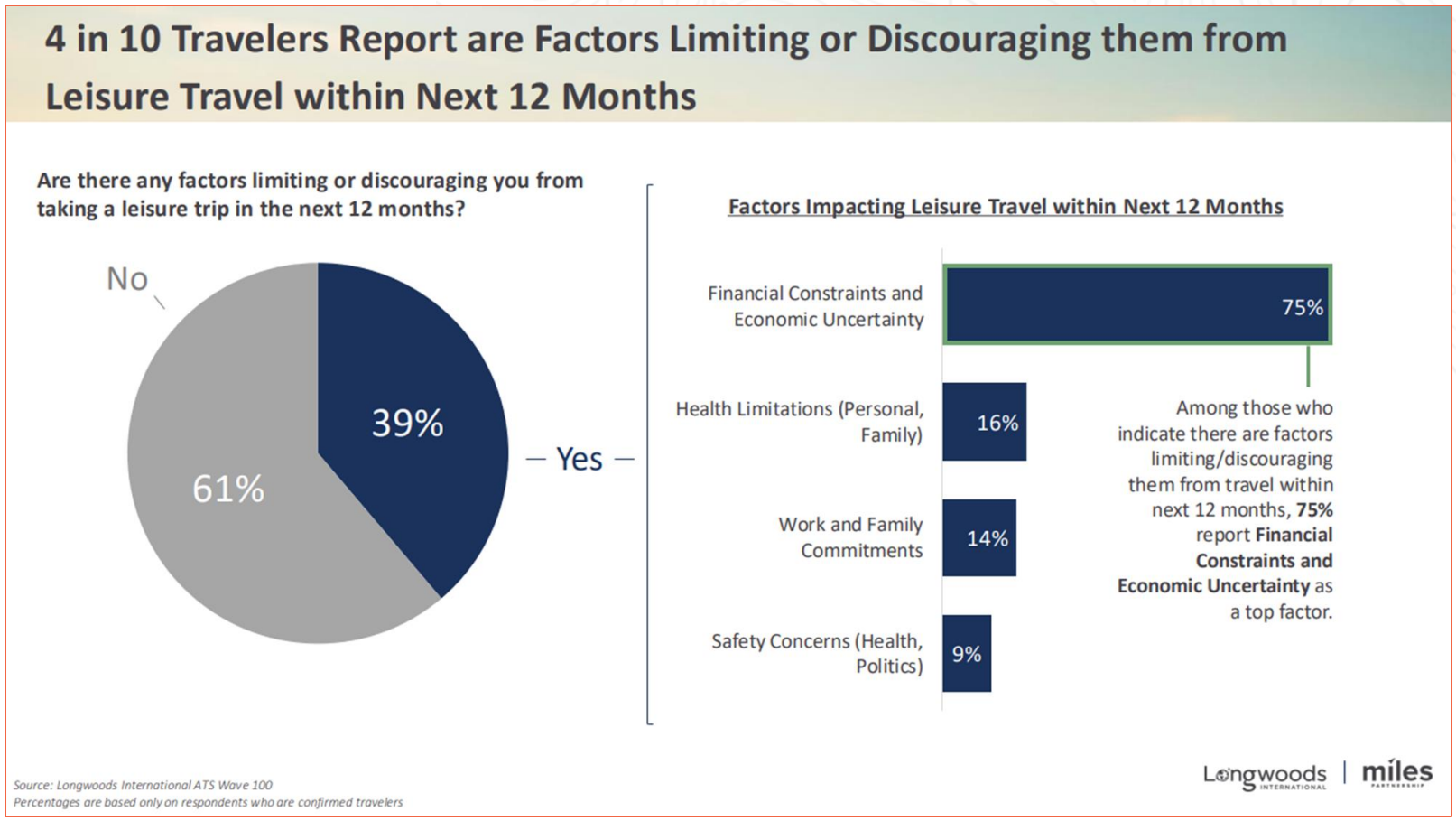
LONGWOODS INTERNATIONAL American Travel Sentiment Study Wave 100

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American Travel Sentiment Methodology

The American Travel Sentiment Study is the most comprehensive and longest-running survey of its kind, offering valuable insights into the factors influencing American travel behaviors.

Key Details:

- Survey Date: September 10, 2025
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error: $\pm 3\%$
- Representative of U.S. population demographics (age, gender, region)

Travelers are only respondents that have taken a trip in the last 3 years and intend to take a trip in the next 2 years.

Conducted with support from Miles Partnership, this study remains a vital tool for understanding the dynamic landscape of American travel.





Thank You!



BLUE ROOM
RESEARCH