



Monthly Research Update

February 2026

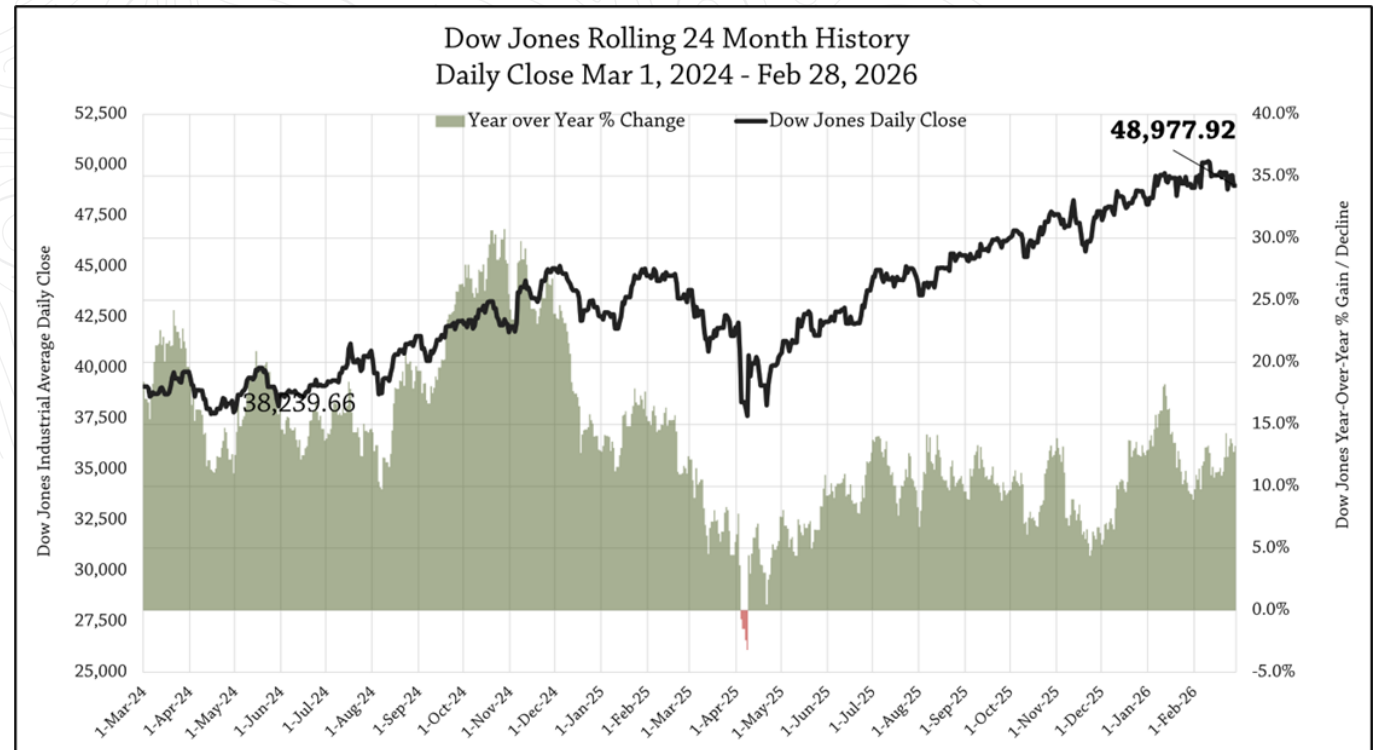
Kalispell Tourism Trends

- In February, Glacier Park International Airport saw passenger volume essentially flat compared to one year prior to total 62,722 passengers for the month. YTD passenger volume through February declined -0.5%.
- Kalispell hotel Demand in February continued the healthy performance seen over the last three months. Demand increased 6.4% compared to one year prior. Hotel Supply increased at more than twice that rate, however (+14.0%), which resulted in hotel Occupancy dropping 6.7% Year-over-Year (YoY) to average 37.6% for the month.
 - Average Daily Rate (ADR) rose a healthy 12.0% YoY to \$114 for the month. Elevated ADR combined with strong demand led to hotel Revenue increasing 19.2% YoY to \$2.16 million.
- Unlike hotels, performance among Kalispell's short-term rentals was subdued. Demand decreased 10.2% compared to last February, while the number of Available Listings (Supply) declined 15.4%. As a result, Occupancy declined 2.6% YoY to average 45.1%.
 - ADR among short-term rentals also decreased, dropping 11.6% YoY to settle at \$147 for the month. Demand and ADR declines drove Total Revenue down 20.6% compared to last year to \$87K for the month.

U.S. Market Review

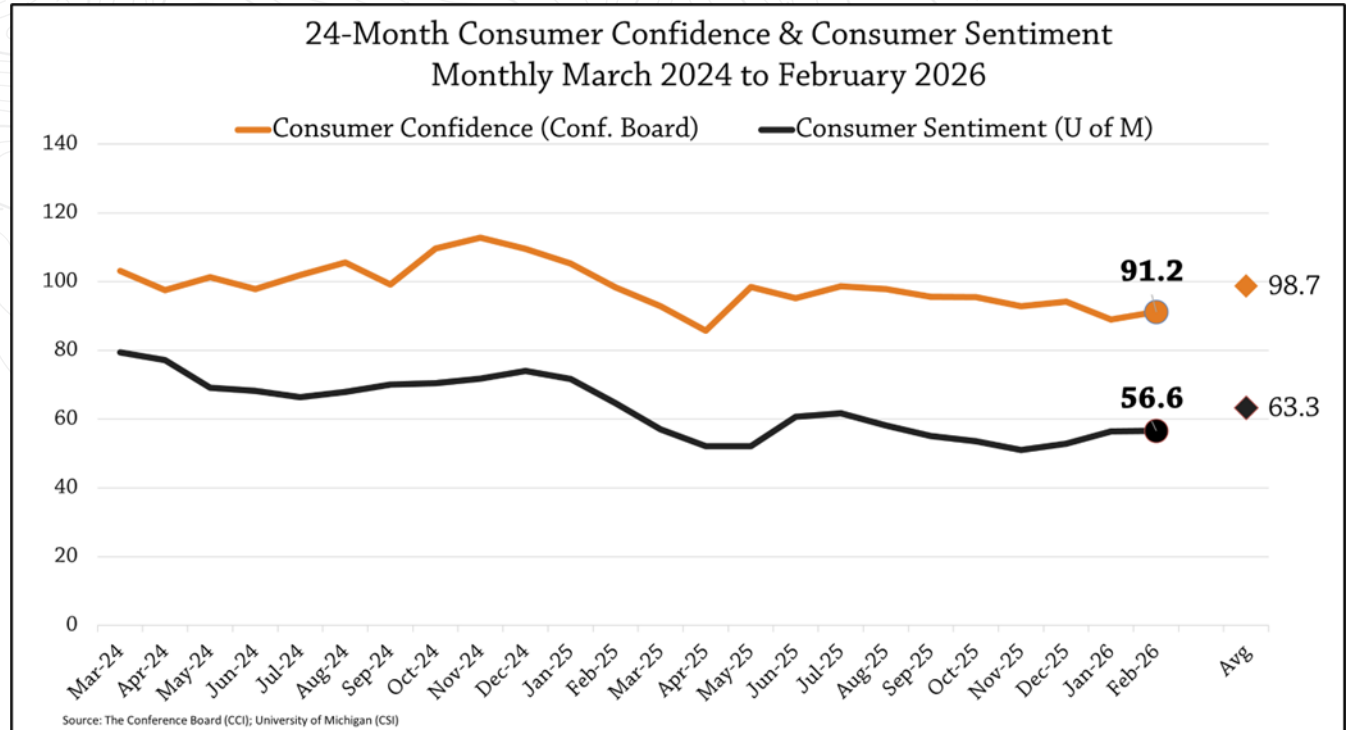
The Dow Jones Industrial Average

- “The DJIA was almost unchanged in February, gaining a very slight 0.2%, or 85.45 points, and finished the month at 48,977.9 points.”
- “After an energetic start driven by a mostly positive jobs report in January, a lot of negative factors came into play during February that pulled the DJIA back.”
- “While a strong performance on Wall Street can help consumers feel better about the economy, that hasn’t been the case for much of the past 18 months, and softness and downturn may have a disproportionate impact on consumer spending and confidence.”



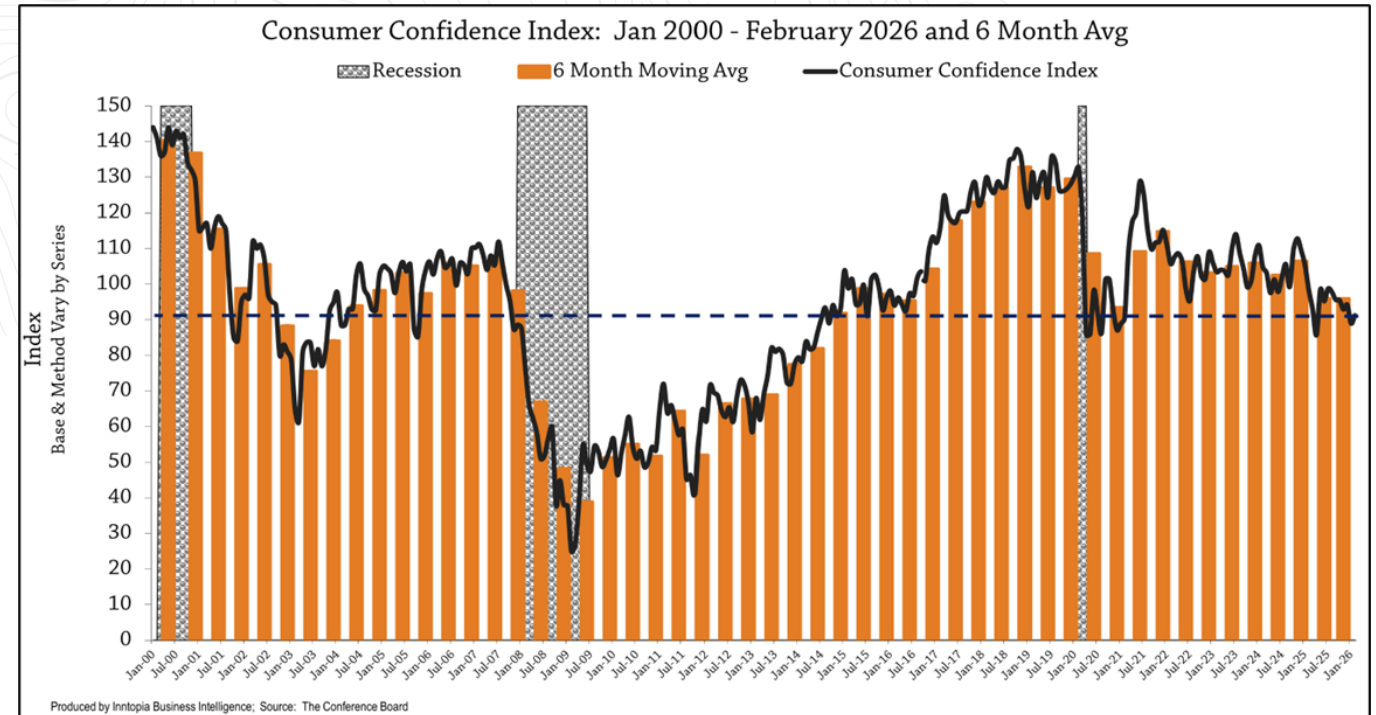
The Consumer Confidence & Consumer Sentiment Index

- “The CCI and CSI were both up in February, though the gains were slight.”
- “Consumer Confidence added 2.2 points in February to finish the month at 91.2 points, a slight improvement from the upwardly-revised 89.0 points for January.”
- “Results were mixed, as consumers felt worse about short-term prospects but better about the longer-term outlook.”
- “The University of Michigan’s Consumer Sentiment Index was also up in February, but just slightly, adding 0.2 points to wind up the month at 56.6 points.”



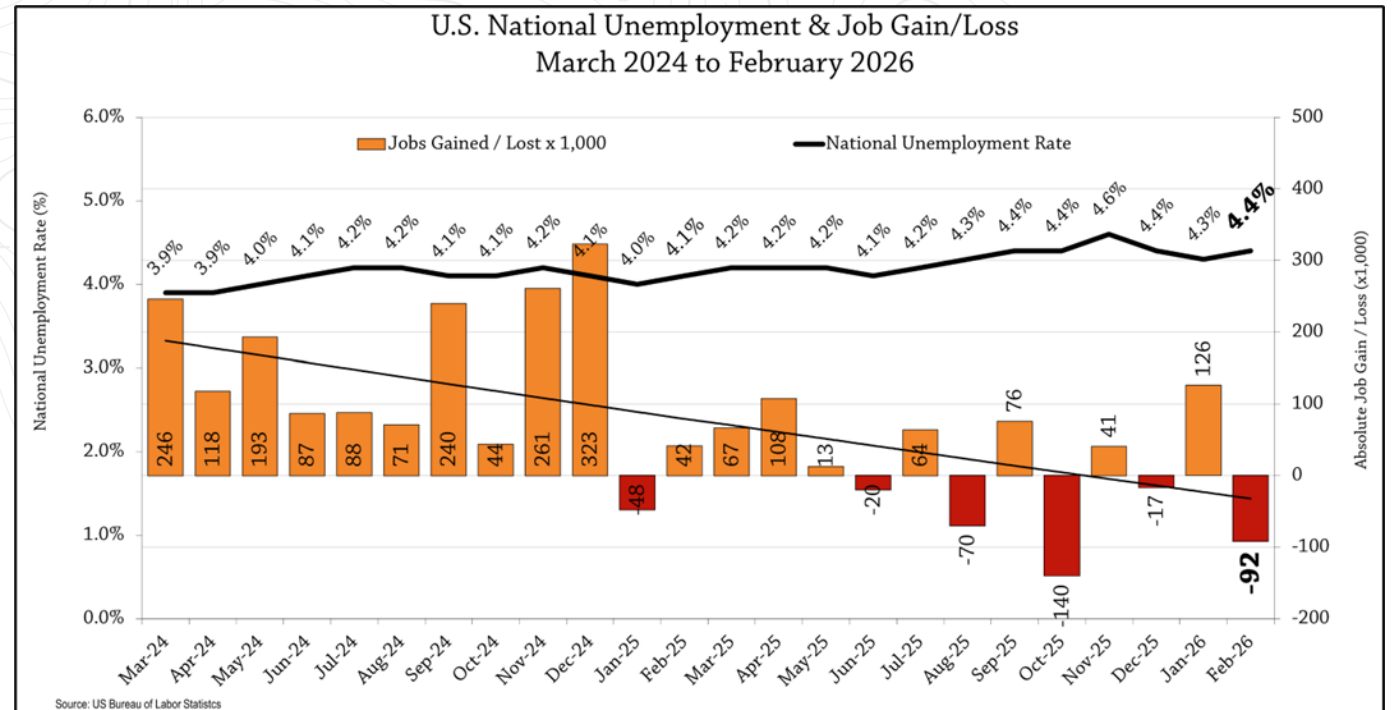
The Consumer Confidence & Consumer Sentiment Index (continued)

- “While some intentions to purchase services improved, travel services were not among them.”
- “When looking at the CCI in a historical context, the six-month average confidence is at its lowest level since early 2014.”



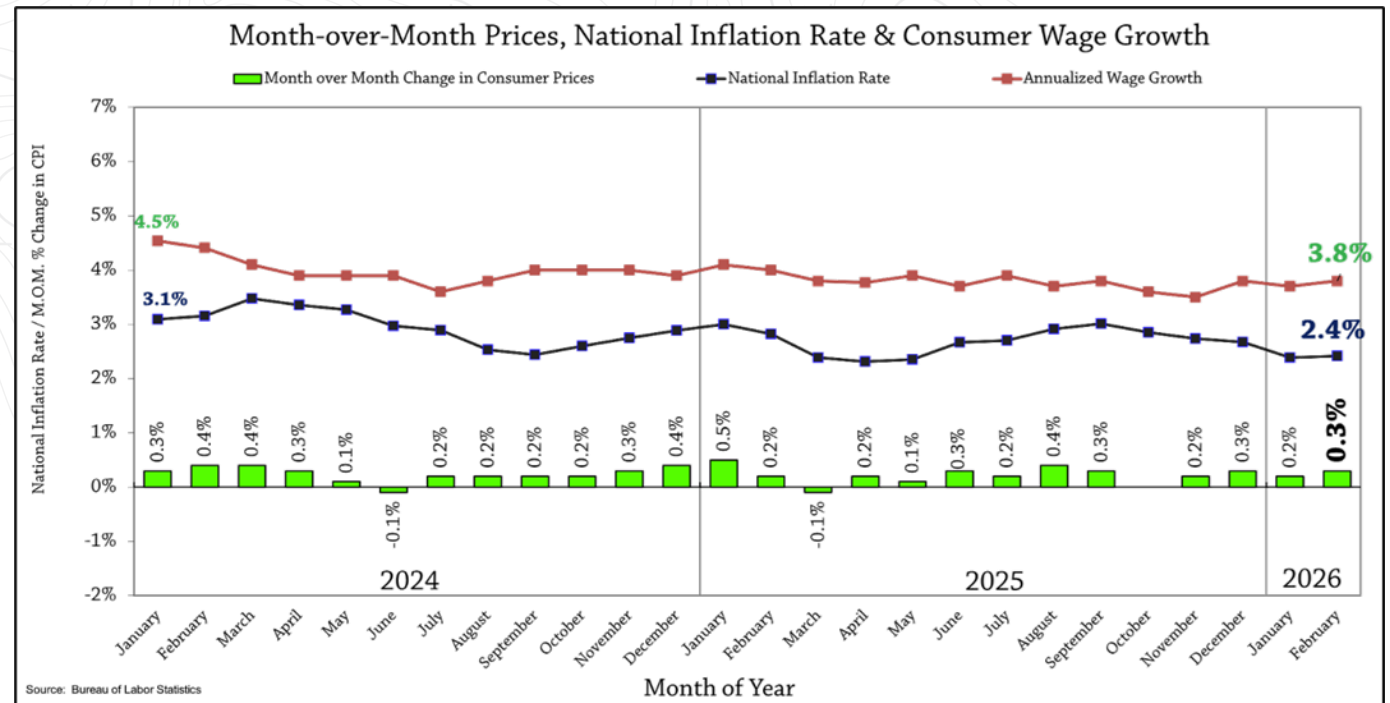
The National Unemployment Rate

- “Job Creation and the National Unemployment Rate were both of concern last month, with the economy shedding 92,000 positions in February.”
- “January and December were also weaker than originally reported, with January adjusted downward by 4,000 for a gain of 126,000 positions, while December flipped from a gain of 48,000 to a loss of -17,000.”
- “The unemployment rate ticked up very slightly from 4.3% to 4.4%.”
- “The Accommodations and Food Services subsector wasn’t immune to these declines, dropping a sharp -34,700 positions.”
- “On a positive note, wages continue to be steady, up 0.4% from last month and 3.8% year-over-year.”



The National Inflation Rate

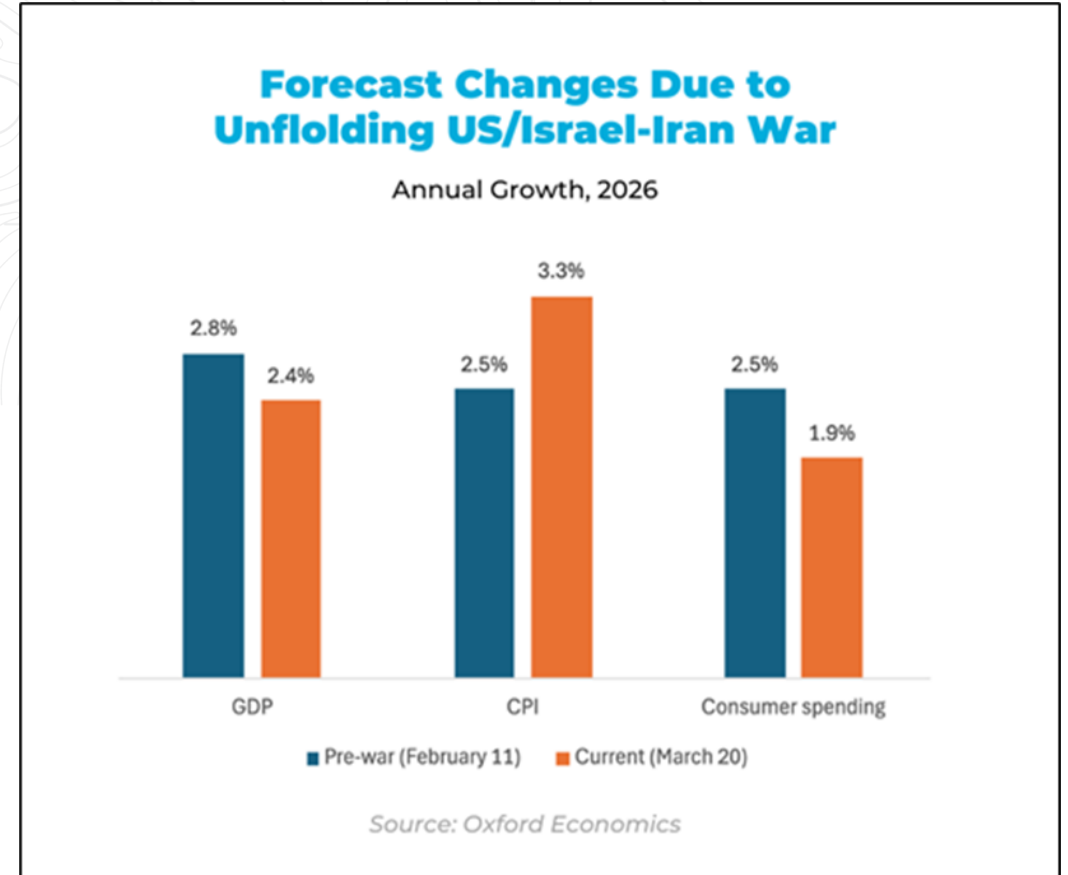
- “National Inflation Rate and the Consumer Price Index (CPI) were relatively stable in February, with inflation unchanged at 2.4% while prices went up 0.3% from January.”
- “Food prices were one the bigger contributors to price increases, with grocery inflation at 3.1%, while food away from home --i.e., restaurants-- is up 3.9%, a factor that can play into the cost assessment of travelers.”
- “Gasoline prices remained down - 6.4% year-over-year in February but were up 3.5% from January.”
- “Airlines got 1.4% more expensive last month and are up 6.1% year-over-year.”



“Note: The inflation report includes data up to the first day of the current conflict in the Middle East and includes some anticipatory price pressure but does not include the recent spikes in oil prices, which will almost certainly raise inflation in March. Gasoline prices as of March 11 are currently up 22.7% compared to Feb. 11, and up 19.3% compared to last year at this time.”

Middle East Conflict Constrains Growth & Exacerbates the Bifurcated Economy

- “The war in Iran comes as a counterweight to the positive tailwinds that were building earlier this year. As a result, Oxford Economics revised its forecast for real U.S. GDP growth this year to 2.4% from 2.8%.”
- “And yet, economic growth in the US is still expected to gain momentum in 2026 from fiscal stimulus, fading effects of tariffs, and some reduced uncertainty.”
- “The primary driver of the downward revision? The hit to the consumer: the lifeblood of the economy. Real consumer spending is now expected to rise by 1.9% this year instead of 2.4%.”
- “This would be the slowest pace since 2013, excluding the pandemic. With personal savings rates at historically low levels, consumers have little buffer to sustain spending.”



The K-Shaped Economy Continues

- “Higher gas prices will amplify fault lines in the economy between low- and high-income households, as gasoline accounts for a larger share of household spending among low- and middle-income households compared to high-income households.”
 - “Knock-on impacts on food prices from higher transportation costs would also disproportionately burden lower-income households, deepening the bifurcation of the consumer that we've seen over the past few years.”
- “Expected impacts to the labor market take shape via lower hiring, rather than more layoffs, as businesses become more uncertain about the economic outlook. We expect the unemployment rate to remain stuck at 4.4%-4.5% through the end of 2026.”
- Aside from oil prices, key risks to watch include:
 - “A severe correction in equity markets: This could undermine spending from higher-income households and put some business investments on hold.”
 - “A pickup in layoffs: This would be the catalyst for a more serious weakening in the economy.”

US Travel & Hotel Performance in 2026

- “TSA checkpoint volume rose 1.4% through the first two months of 2026—volume was essentially flat (0.1%) in January, but it rose a healthy 2.7% in February.”
- “Hotel performance followed the same pattern at the start of the year. Demand was up just 0.5% in January but rose 2.9% in February. Similarly, the average daily rate rose 0.6% in January and 2.0% in February.”
- “Following nine consecutive months of decline, overseas inbound finally turned positive in February.”
 - “However, this was influenced by holiday shifts, as the Lunar New Year fell in February this year, compared to January last year. By country, Taiwan and China led the way among major origin markets in February.”
 - “Daily tracking through mid-March from Customs and Border Protection (CBP) suggests that visits may revert to a decline in March. The data also points to a downturn in US outbound trips in March, perhaps due to the war.”

Updated U.S. Hotel Performance Forecast

LATEST FORECAST | JAN 2026

STR CoStar TOURISM ECONOMICS
AN SAFARI ECONOMICS COMPANY

U.S. Hotel Forecast

Year-over-year % change

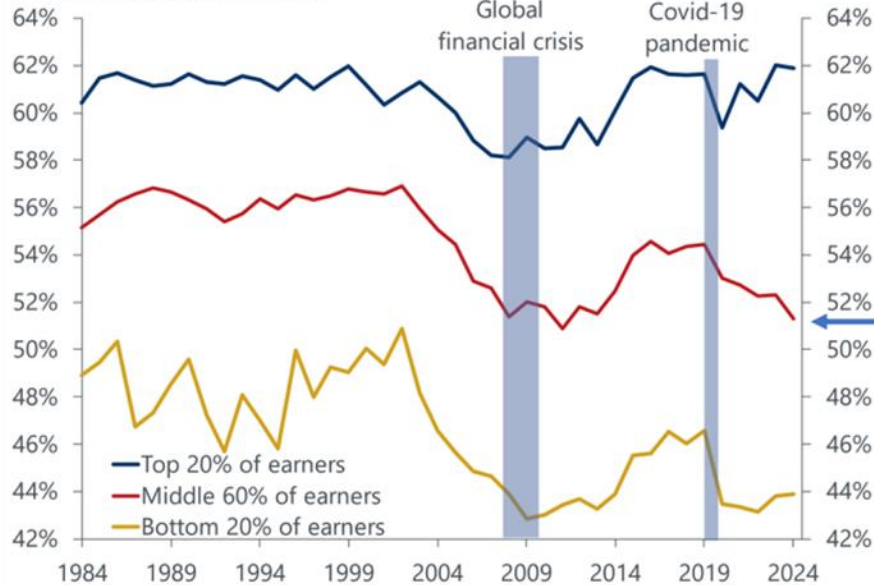
	2024 Actual	2025 Actual	2026 Forecast
Supply	+0.5%	+0.7%	+0.7%
Demand	+0.6%	-0.5%	+0.4%
Occupancy	63.1%	62.3%	62.1%
ADR	+1.8%	+0.9%	+1.0%
RevPAR	+1.9%	-0.3%	+0.6%

U.S. Consumer Discretionary Spending by Income Bracket

Middle and bottom earners are under pressure

US: Consumer discretionary spending by income

share of each group's total spend

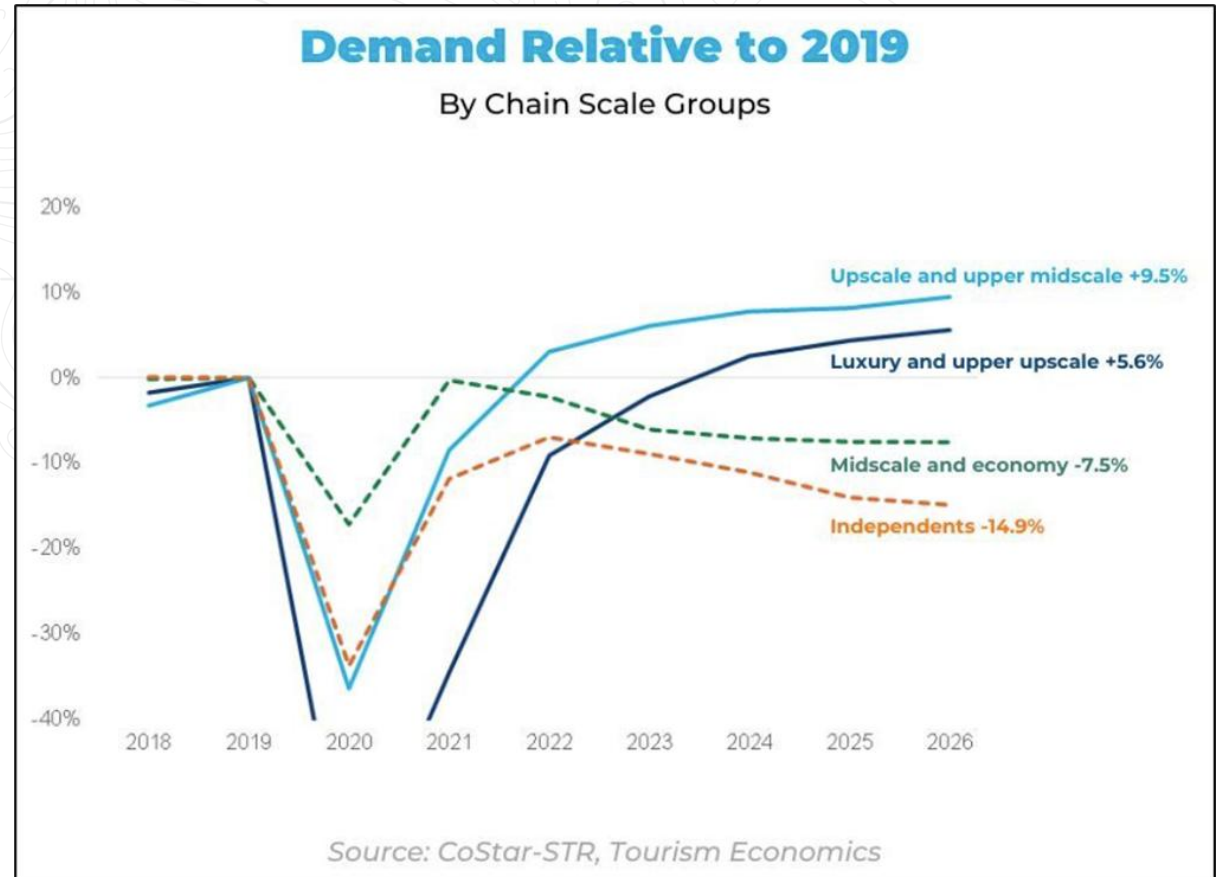


Middle 60% spending a lower share of income on discretionary stuff

Source: Oxford Economics/Haver Analytics

2026 vs. 2019 Demand

- “Performance continues to split into two lanes: higher-priced segments that hold above pre-pandemic demand, and value tiers and independents significantly behind.”
- “By 2026, demand is projected to be +9.5% versus 2019 for upscale/upper-midscale and +5.6% for luxury/upper-upscale, compared with -7.5% for midscale/economy and -14.9% for independents.”

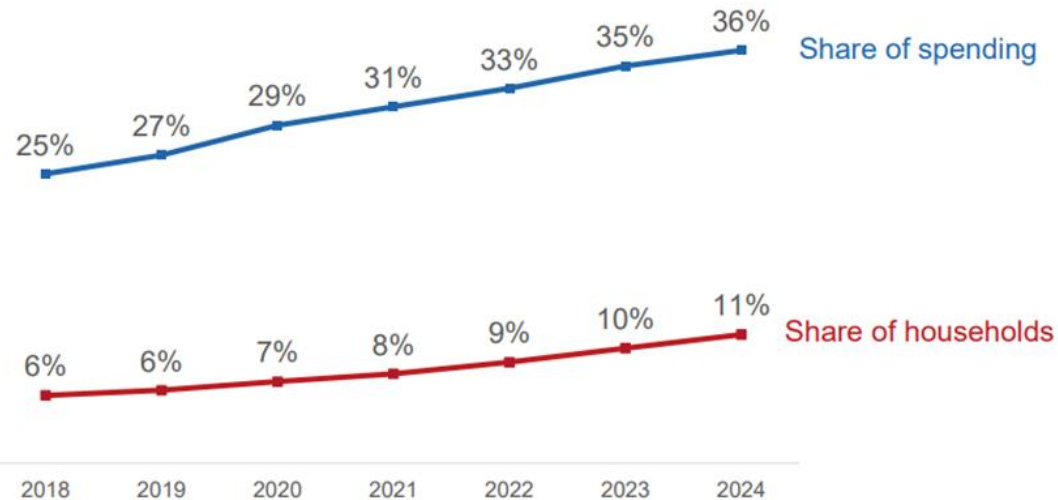


Number of High-income Households in the U.S. is Growing

High-income share has grown over time

Lodging spending by high-income households

Leisure travel, households with \$200k+ annual income

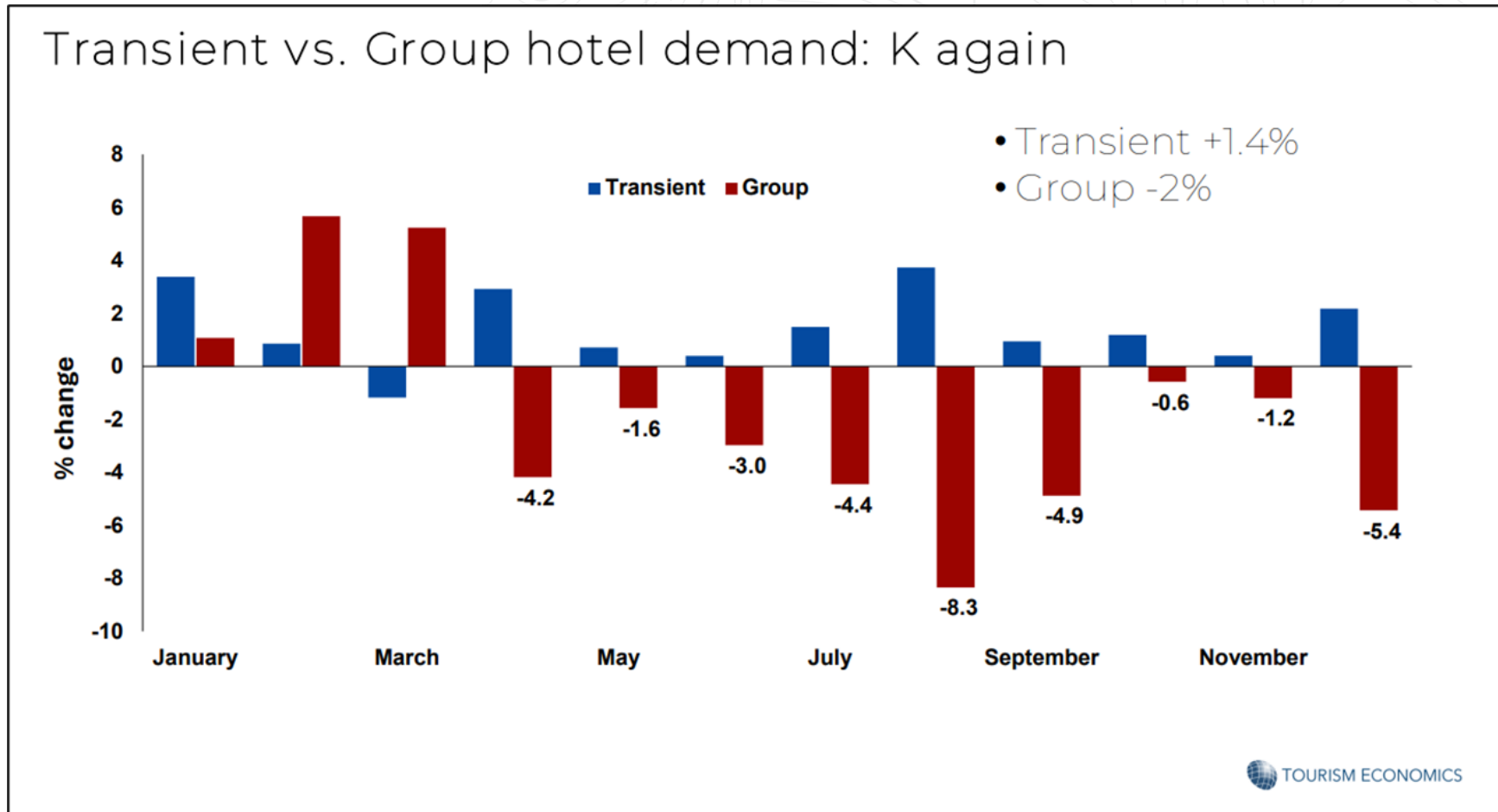


Note: Based on three-year average.
Source: BLS, Tourism Economics

\$200k+ households now account for over one-third of lodging spending

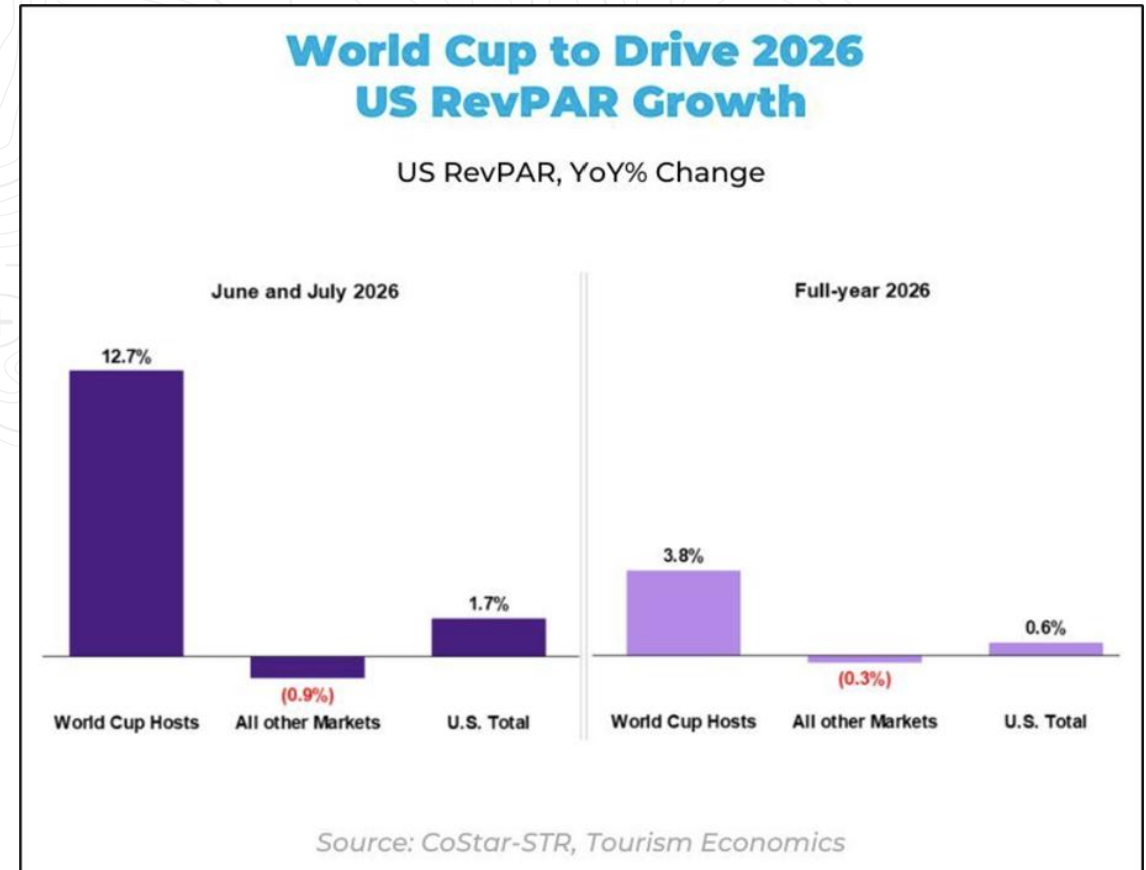
There are 2.3 times as many households with nominal income above \$200k as in 2018

2025 Transient vs. Group Hotel Demand by Month



World Cup 2026 & RevPAR Growth

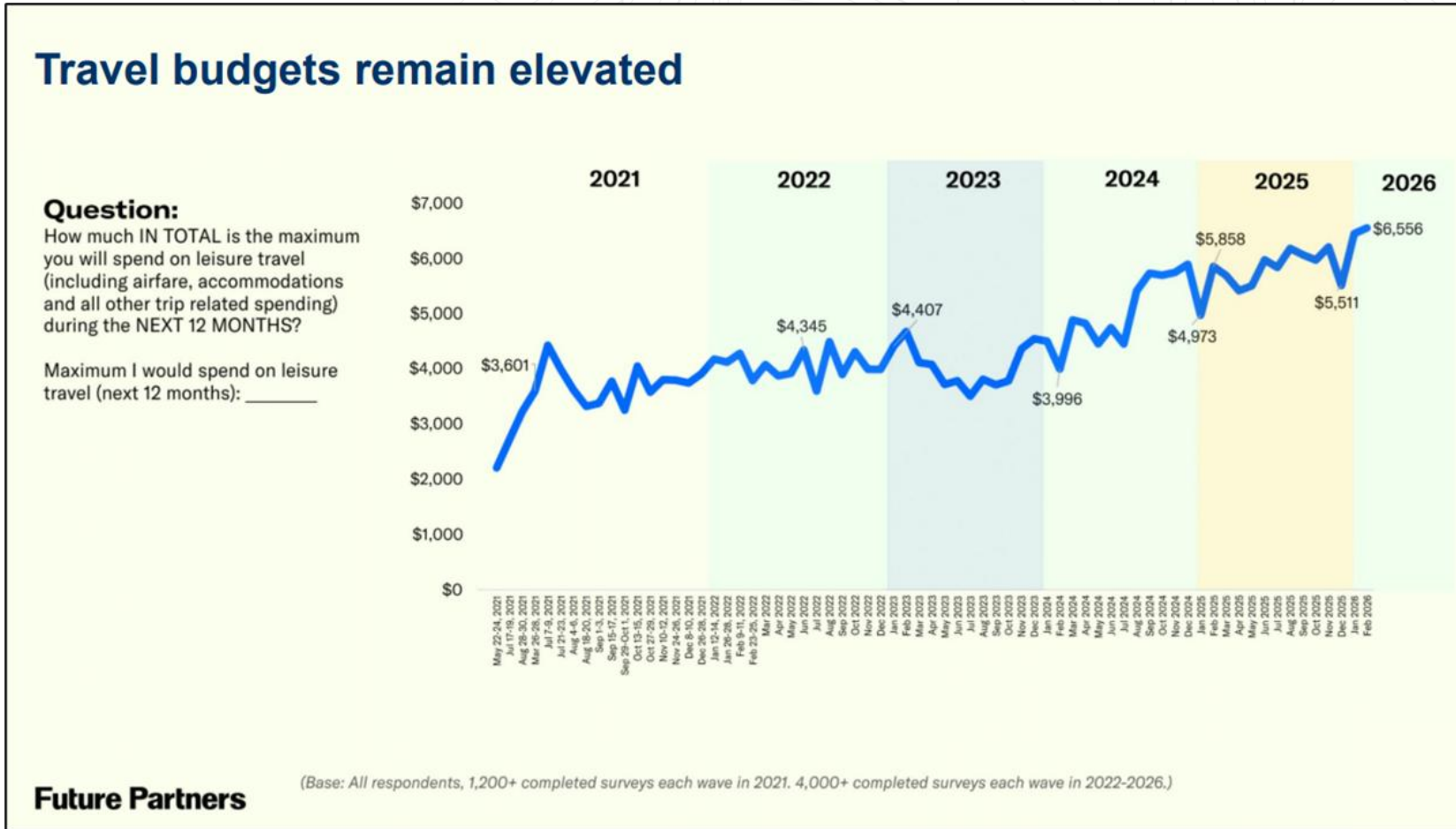
- “Without the World Cup, 2026 host markets would be forecast for just 2.0% growth in RevPAR.”
- “Host markets are expected to see an average RevPAR gain of 3.8% for the year and 12.7% in June/July.”
- “In 1994 (the last time the World Cup tournament was held in the US) host cities collectively saw June/July RevPAR rise 11.9%.”



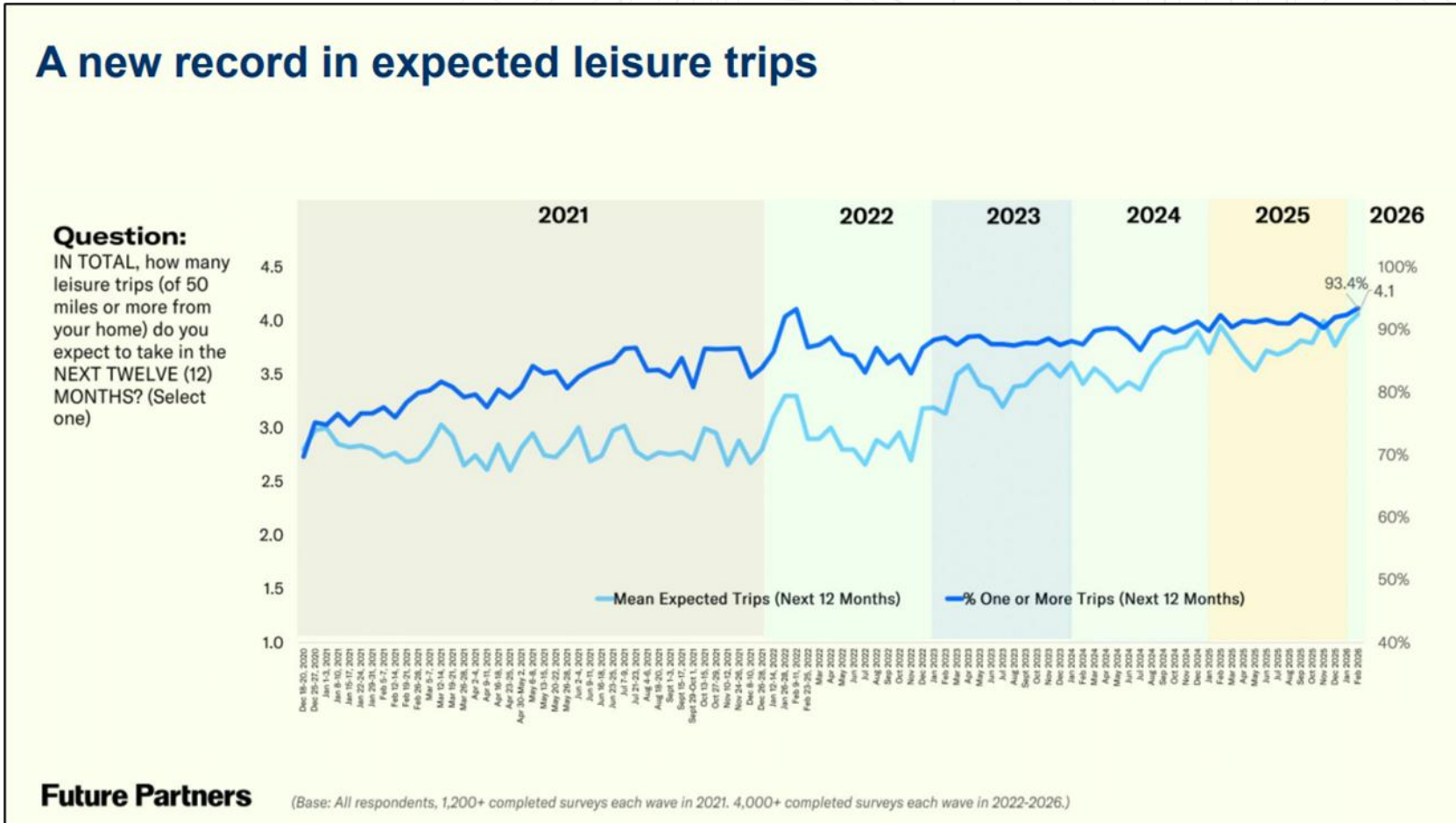
Premium and Business Travel Rebound

- “The strength of upscale segments permeates air travel, too, as shared by American Airlines Group in a recent earnings call:
 - *“We expect our premium seat growth will outpace our non-premium offerings each year for the remainder of the decade.”*
- “The business and group travel rebound is gaining credibility. Earnings commentary continues to reinforce that the recovery isn’t just leisure-driven anymore. As Hilton recently reported:
 - *“Group [is] leading... with... continued business transient improvement.”*
- “This supports a steadier base for urban and convention-heavy markets and becomes even more meaningful heading into an event-heavy runway.”

Domestic Intent to Spend Remains Elevated



Domestic Intent to Travel for Leisure Remains Elevated



International Inbound: A Drag, but Full of Opportunity

- “US inbound travel recovery took a big step back in 2025. Total international travel fell 5.5%, leaving the US 14% below 2019.”
 - “This is six lost years, with recovery still 4-5 years away—an entire decade gone by before the US finds its way back to pre-pandemic levels.”
- “Canada continues to dramatically underperform after a 23% drop in 2025, totaling 4.6 million fewer visitors to the US last year.”
- “Meanwhile, visits from Mexico rose 8% in 2025, climbing back to 2019 levels.”
- “Gains from Central America, Eastern Europe, and the Middle East helped cushion the decline, while South America held flat versus 2024.”
- “The longer-term concern is competitiveness. The US share of global long-haul travel has fallen from 18.3% in 1995 to 10.3% in 2019 to 8.1% in 2025 and is projected to decline to 7.5% by 2030.”

Short Term Rentals Update February 2026

- “February 2026 saw U.S. short-term rental supply continue to expand while demand softened, putting downward pressure on occupancy across the market. Although demand has cooled following sustained post-pandemic growth, booking activity remains steady, pointing to a more normalized travel environment. Average daily rates (ADR) held relatively stable, helping to offset some of the impact on revenue.”
- “February demand growth was weak, at 0.9%, and marked only the second time AirDNA has recorded YoY demand growth below 1% since February 2021. Still, bookings continue to accelerate for the third month in a row, illustrating greater enthusiasm for future travel.”
- “Slow demand in January and February, and potentially in March, is consistent with our pacing models from previous months. Meanwhile, April through August appear to accelerate substantially, as plans for Spring Break, which this year most frequently falls near the end of March or early April, and the summer travel season, including World Cup matches, drive bookings. While early booking may be pushing summer pacing beyond where eventual demand may land, the pacing is a strong positive signal for travel plans in the upcoming quarter and beyond.”

Short Term Rentals Update February 2026 (continued)

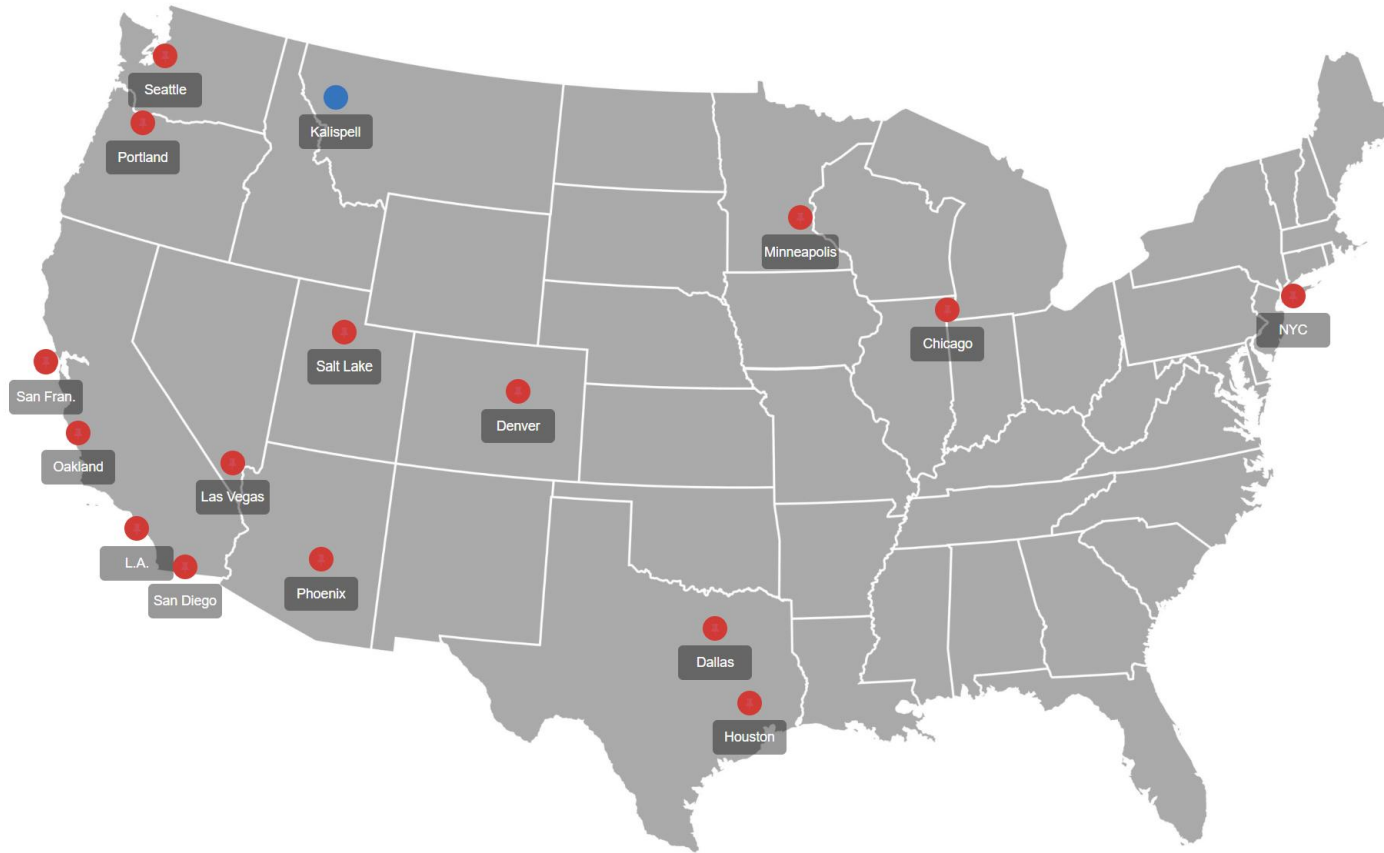
Key U.S. Short Term Rental Performance Metrics for February 2026

- Available listings reached 1.61 million, a 2.9% increase YoY
- Demand nights were up 0.9%
- Occupancy averaged 59.3%, down -0.7% YoY
- Average Daily Rates (ADR) climbed to \$259.58, up 3.3% from last year
- Revenue Per Available Rental (RevPAR) increased 2.6% year-over-year (YoY) to \$154.00

Glacier Park International Airport Data

Glacier Park International Airport

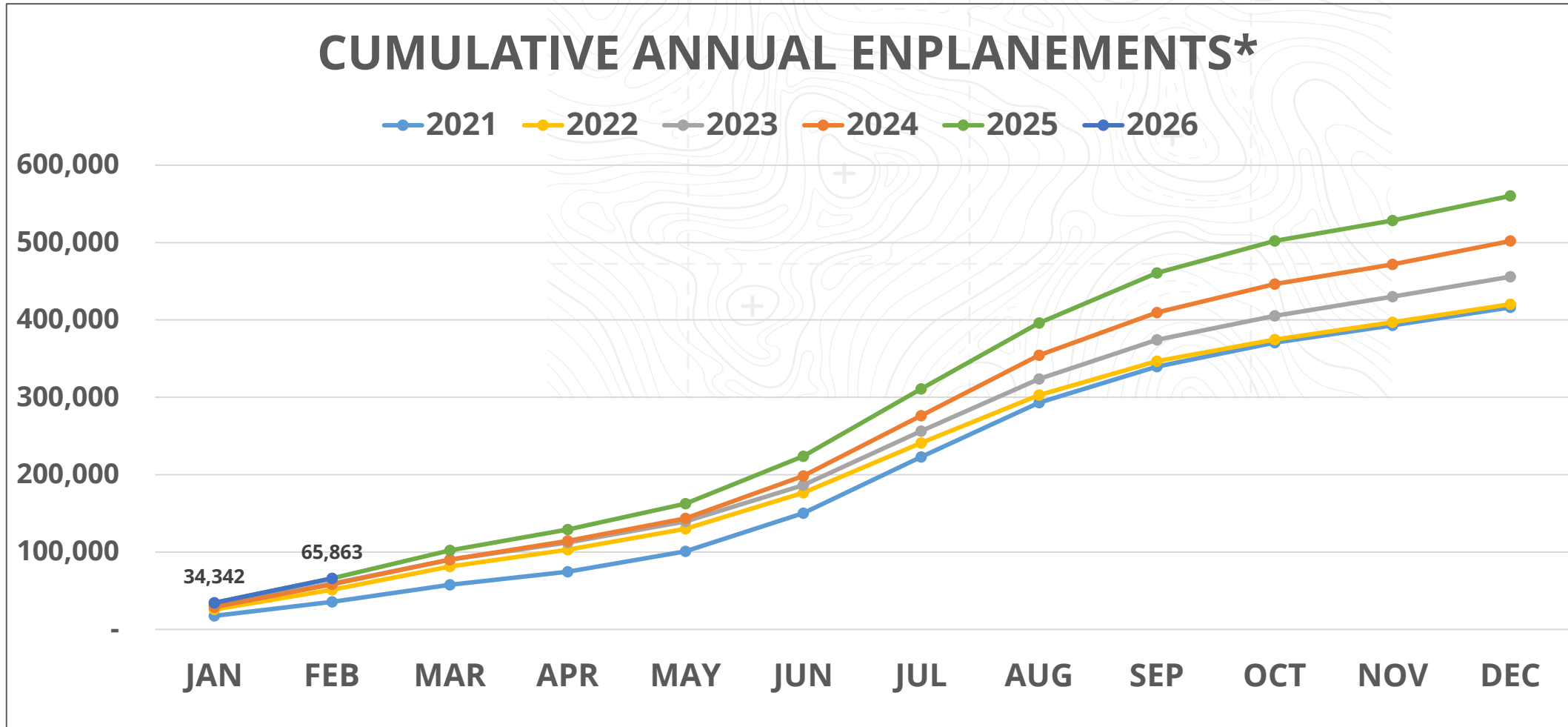
— Direct Flights —
MAJOR CITIES SERVED



Glacier Park International Airport

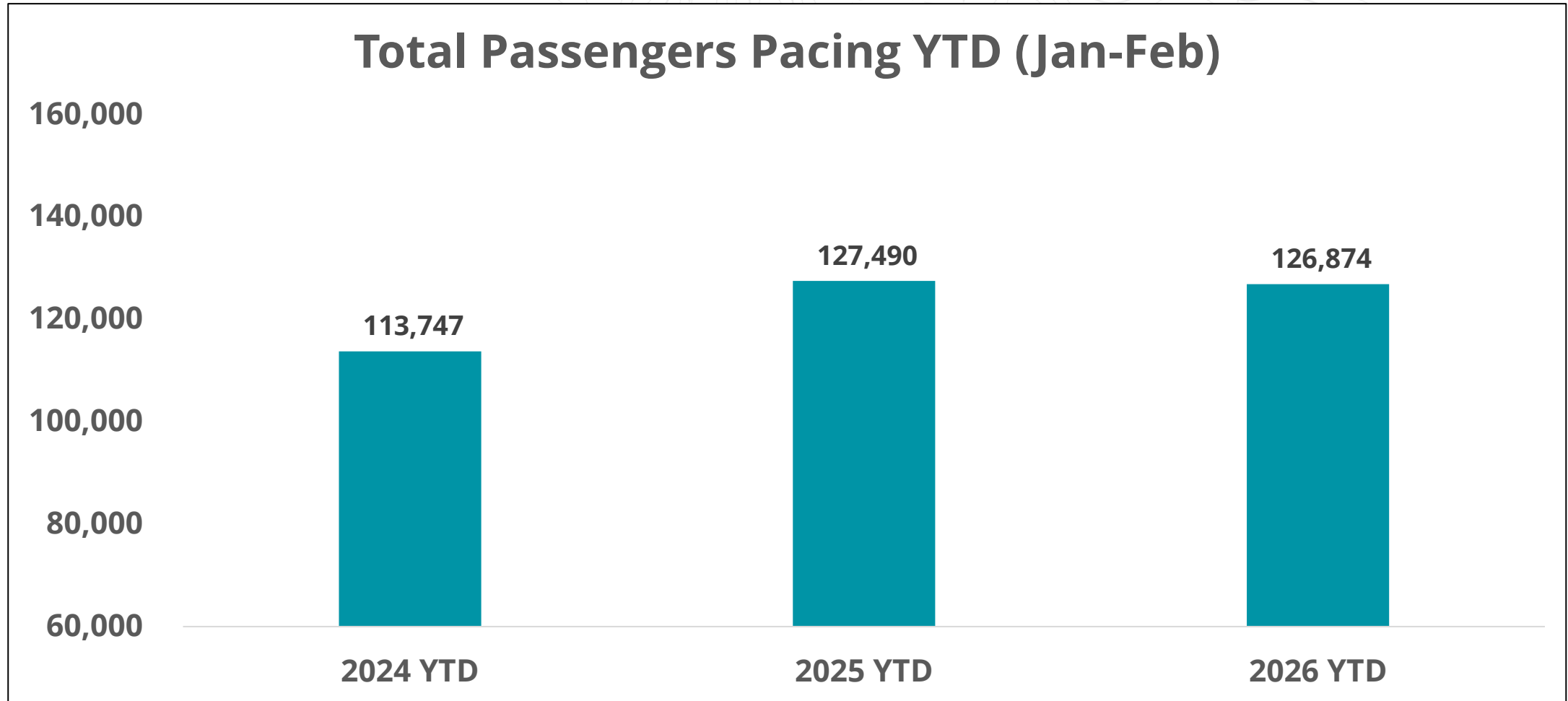
Total Passengers					
Month	2026	2025	% Change 2026 vs. 2025	2024	% Change 2026 vs. 2024
January	64,152	64,803	-1.0%	54,403	17.9%
February	62,722	62,687	0.1%	59,344	5.7%
March		70,768		63,846	
April		54,147		48,426	
May		70,621		62,723	
June		130,365		117,040	
July		172,820		157,024	
August		166,249		154,420	
September		123,124		105,577	
October		78,319		69,651	
November		52,231		50,472	
December		68,357		66,061	
Year-to-Date	126,874	127,490	-0.5%	113,747	11.5%
Total		1,114,491		1,008,987	

Glacier Park International Airport

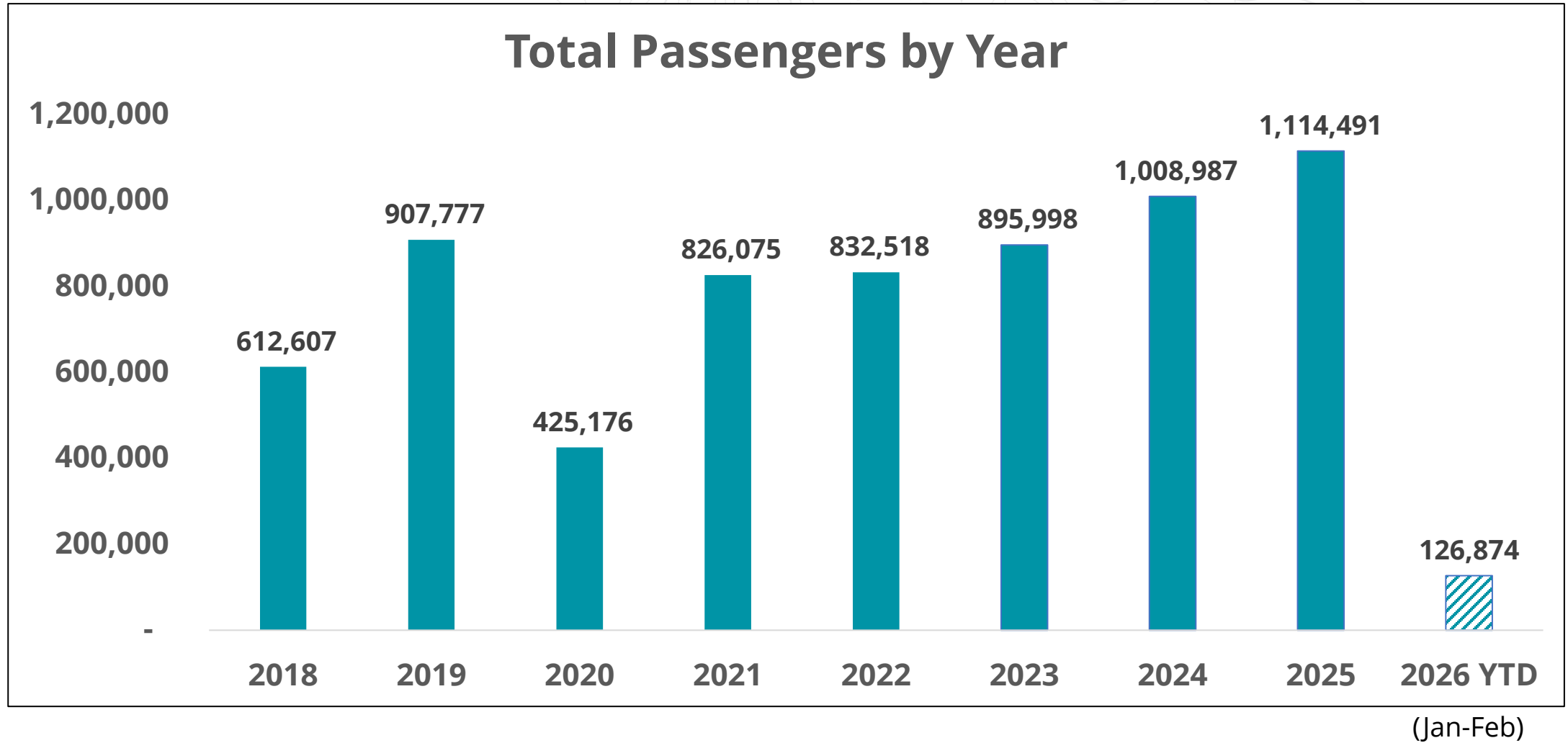


* Enplanements only (not total passengers)

Glacier Park International Airport



Glacier Park International Airport

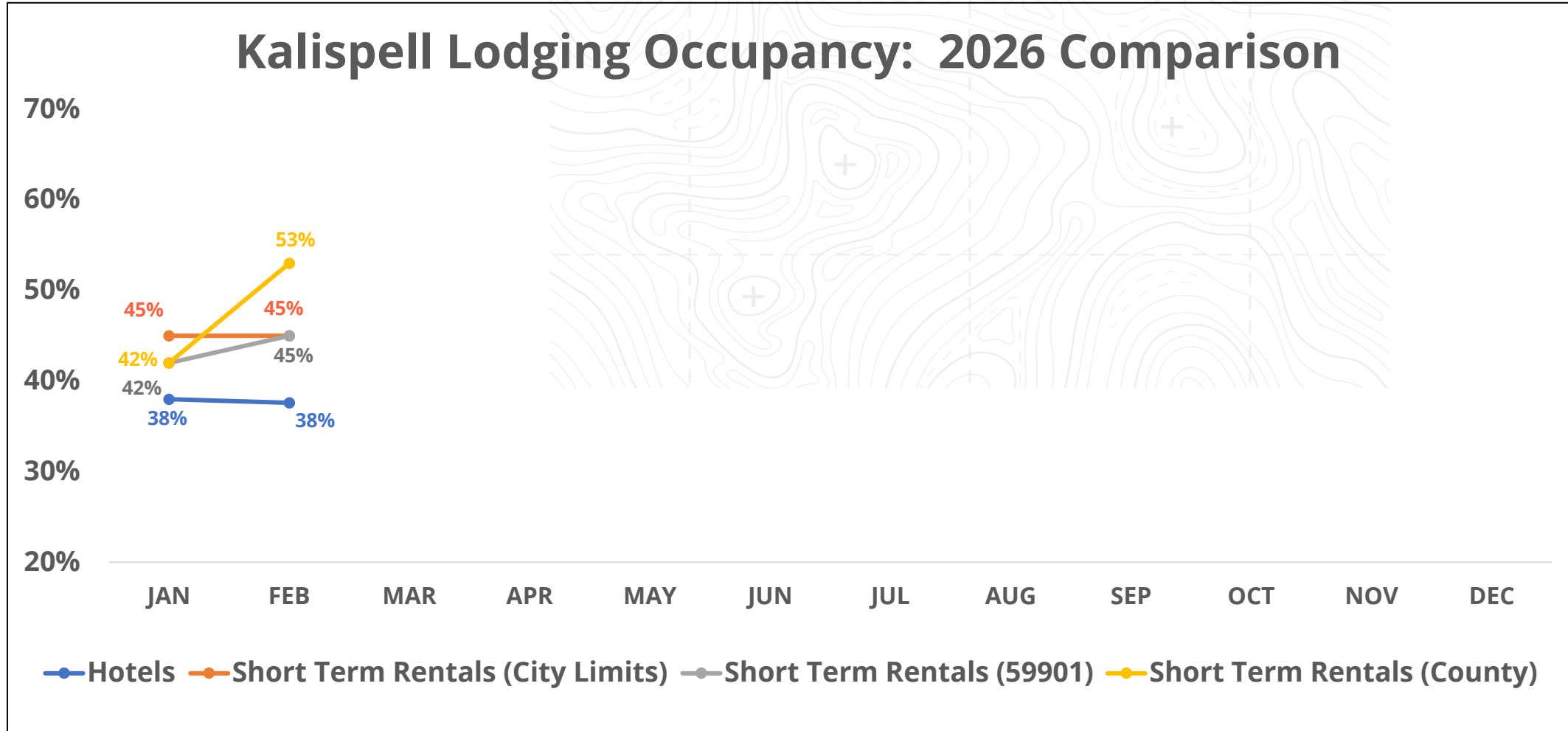


STR Hotel Data

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 2026 Lodging Comparison

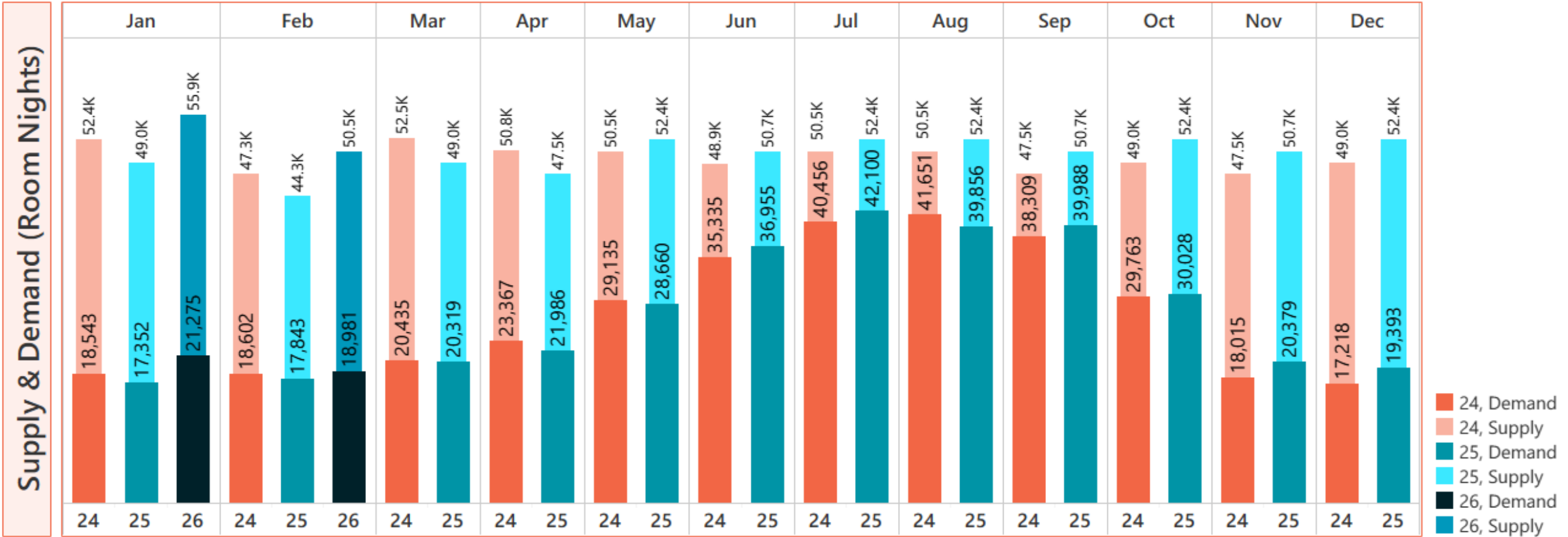


Discover Kalispell Monthly Hotel Performance

February 2026

Source: STR, Inc.

YOY	Feb '26	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
		37.6%	\$113.76	\$42.75	50,512	18,981	\$2,159,197
		-6.7%	12.0%	4.5%	14.0%	6.4%	19.2%

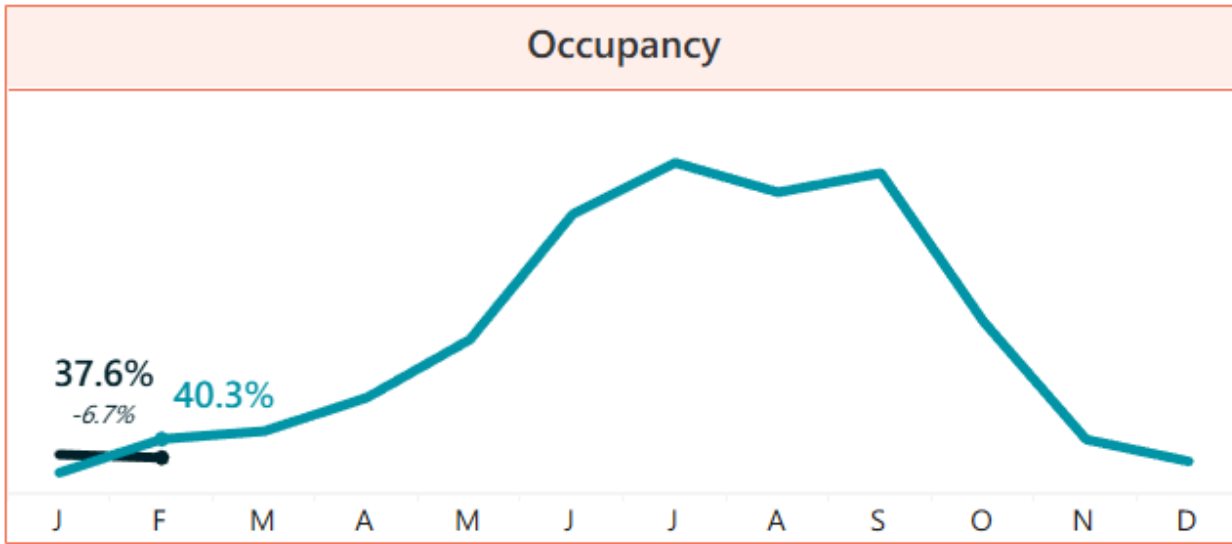


Discover Kalispell Monthly Hotel Performance

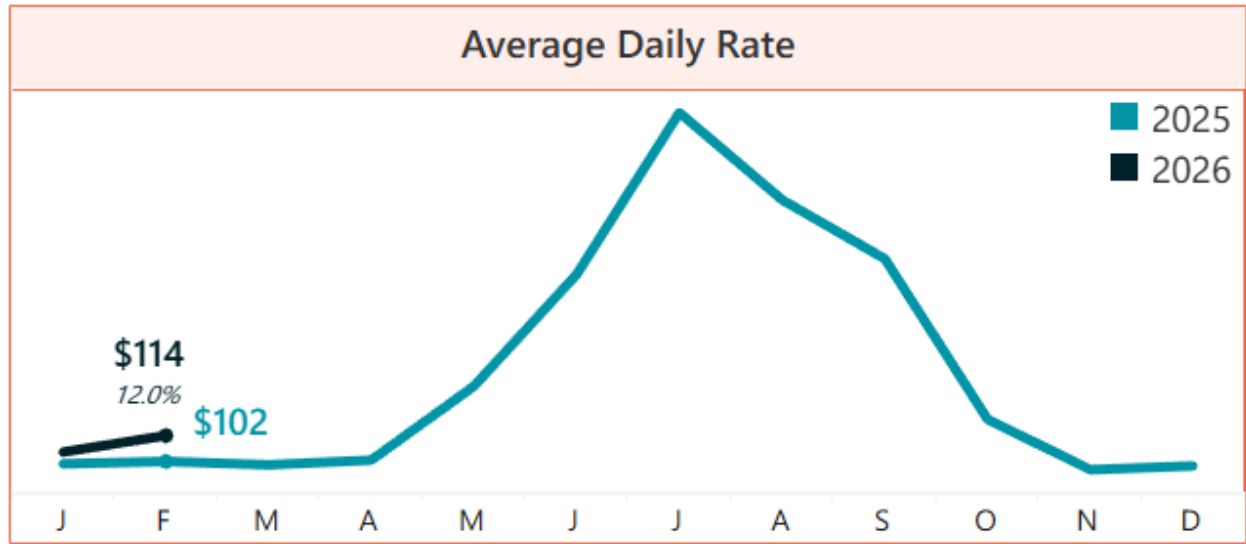
February 2026

Source: STR, Inc.

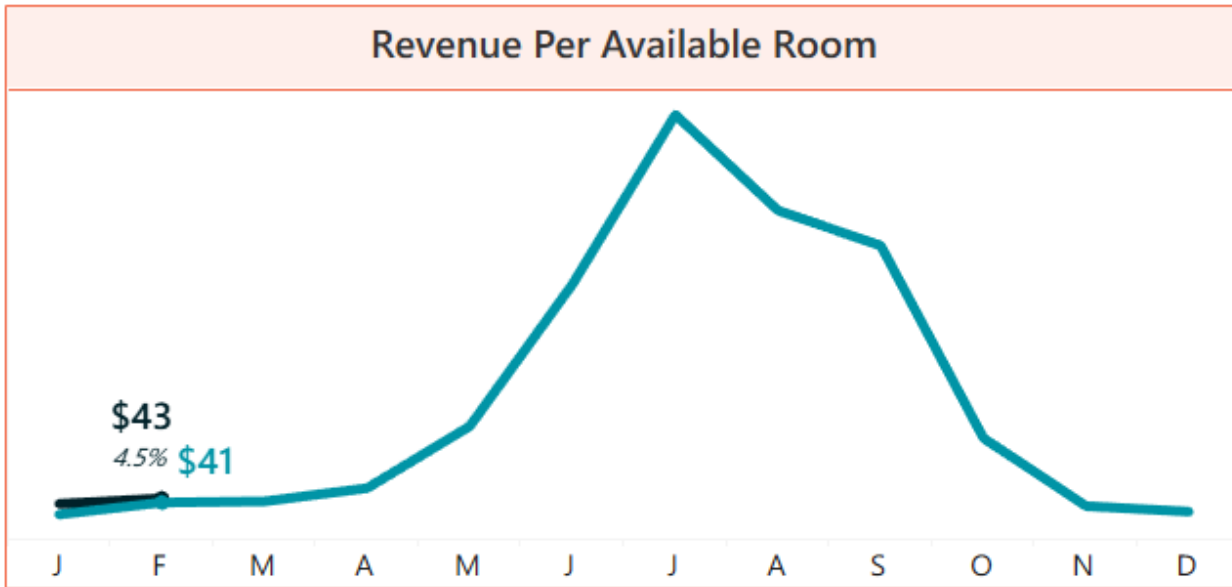
Occupancy



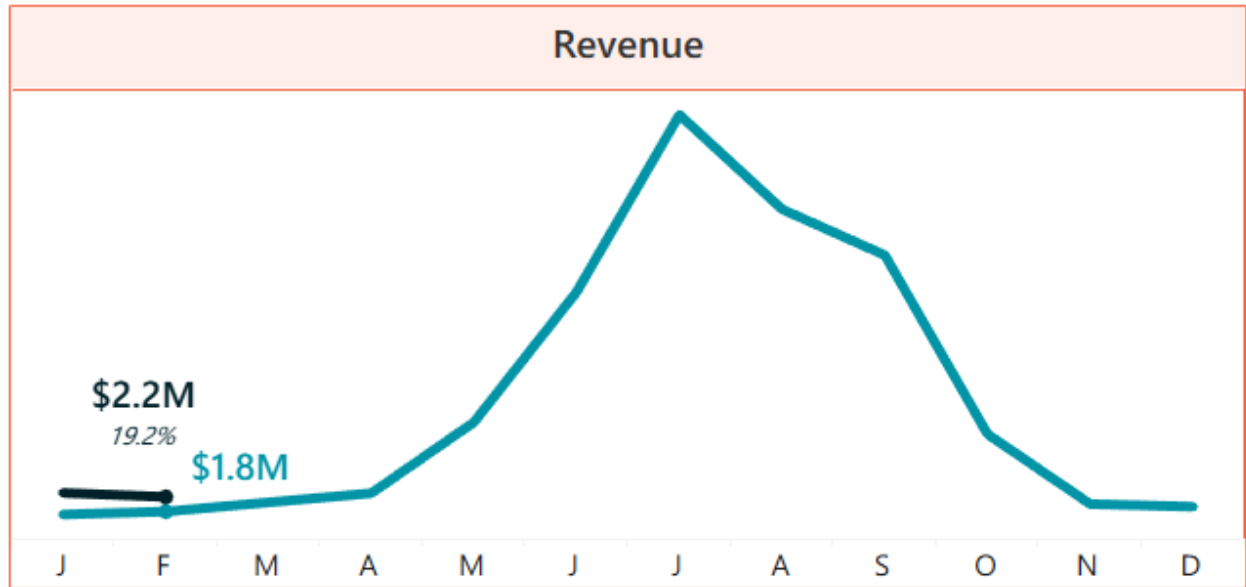
Average Daily Rate



Revenue Per Available Room



Revenue

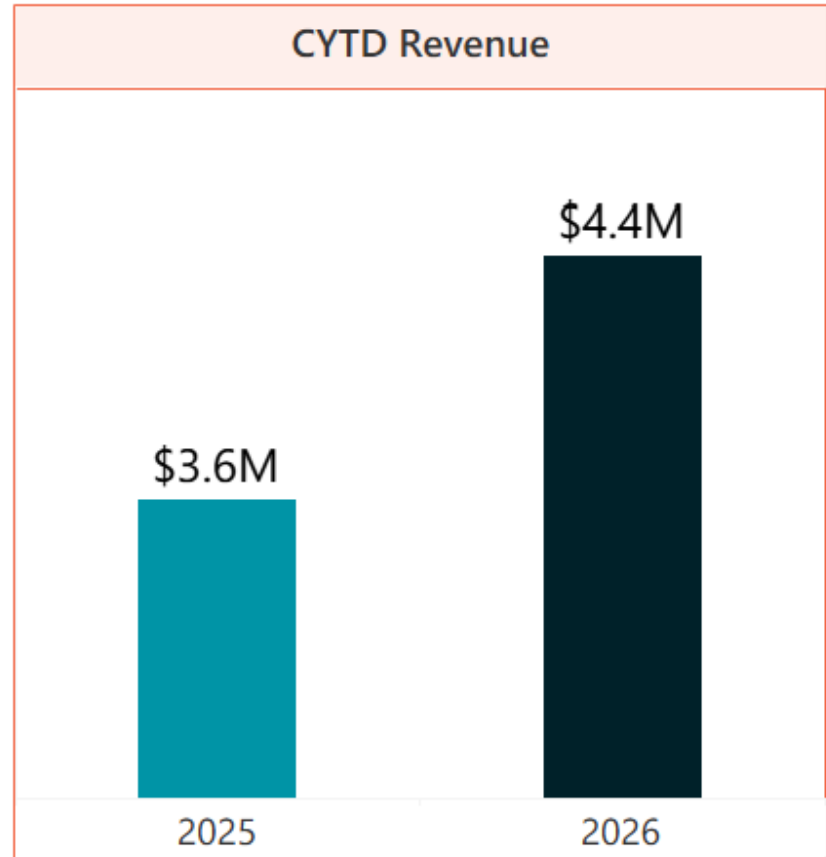
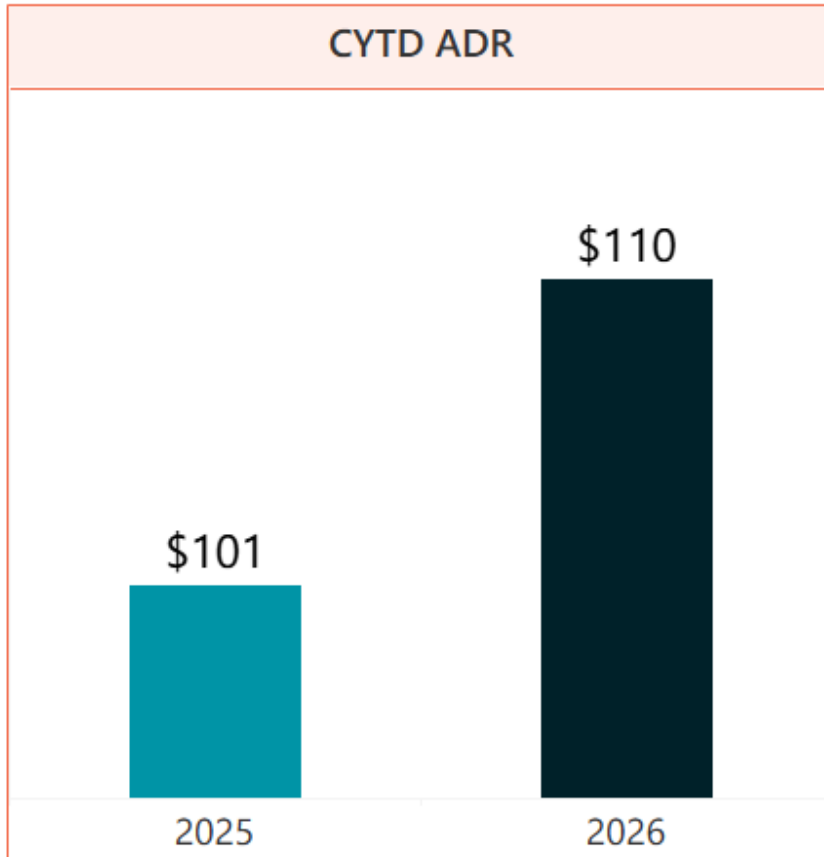
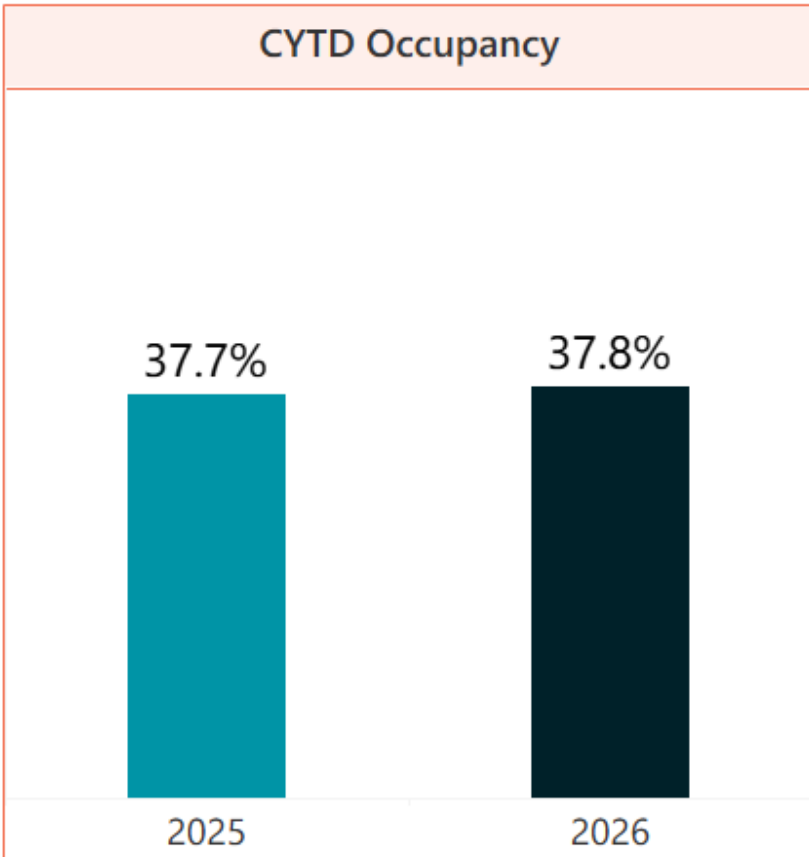


Discover Kalispell Monthly Hotel Performance

Calendar YTD Through February 2026

Source: STR, Inc.

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
YTD '26	37.8%	\$109.64	\$41.47	106,436	40,256	\$4,413,593
YOY	0.3%	8.6%	8.9%	14.0%	14.4%	24.2%



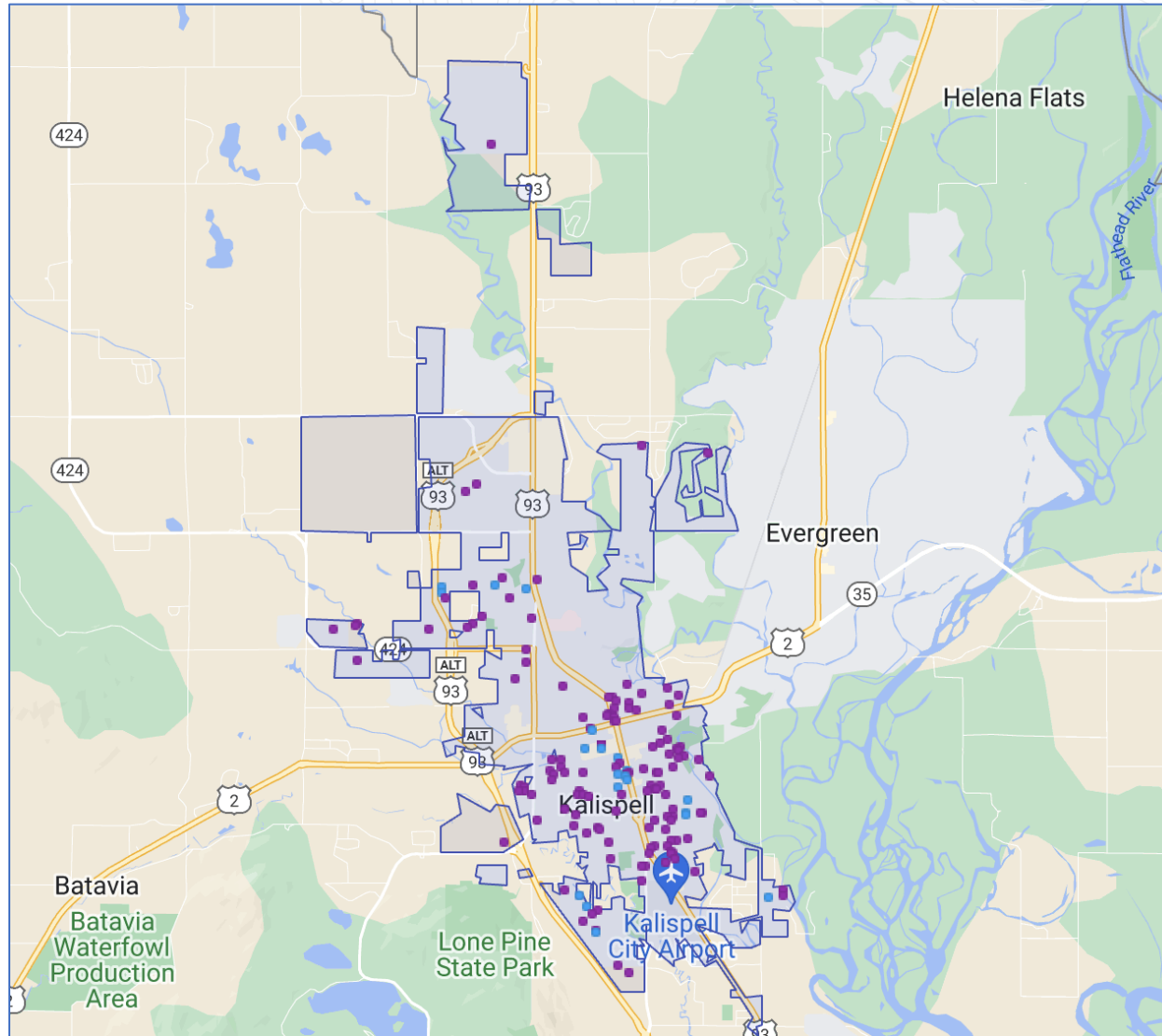
AirDNA Short Term Rental Data (Airbnb & Vrbo listings)

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 *



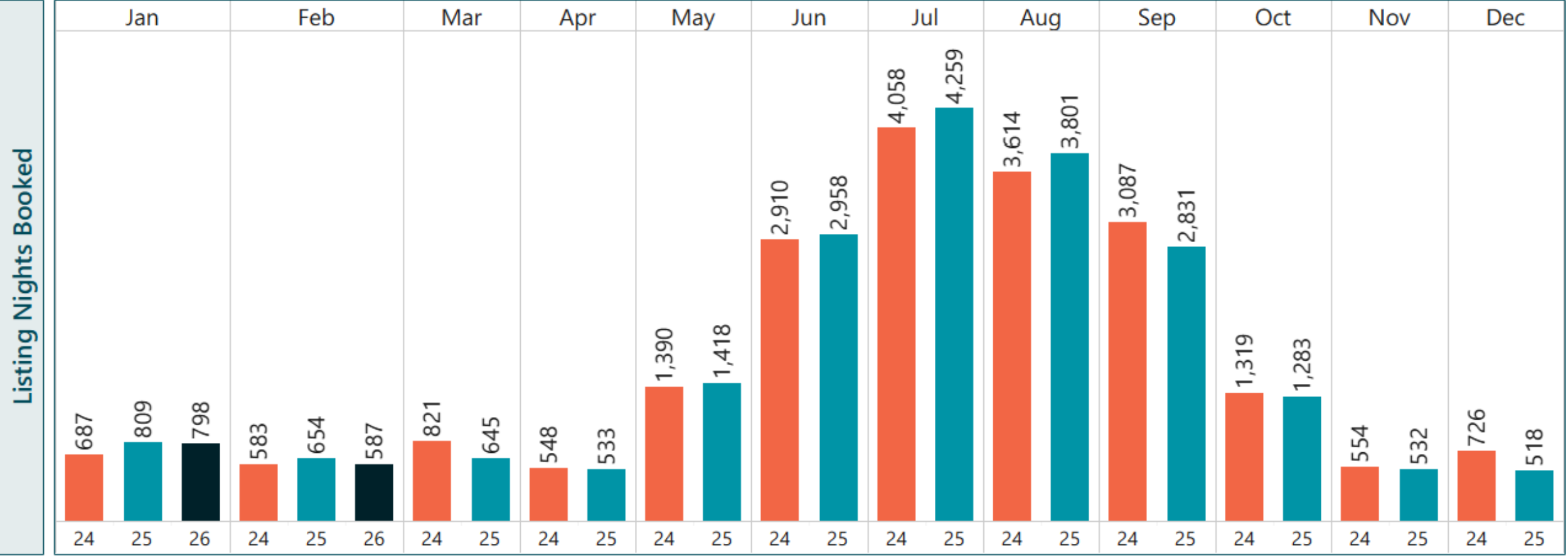
*Kalispell City Limits

Discover Kalispell Monthly Short-Term Rental Performance

February 2026

Source: AirDNA, 'Entire Place' Listings Only

YOY	Feb '26	Occupancy	ADR	RevPAR	Available Listings	Listing Nights Booked	Revenue
		45.1%	\$147.49	\$66.50	66	587	\$86,578
		-2.6%	-11.6%	-13.9%	-15.4%	-10.2%	-20.6%

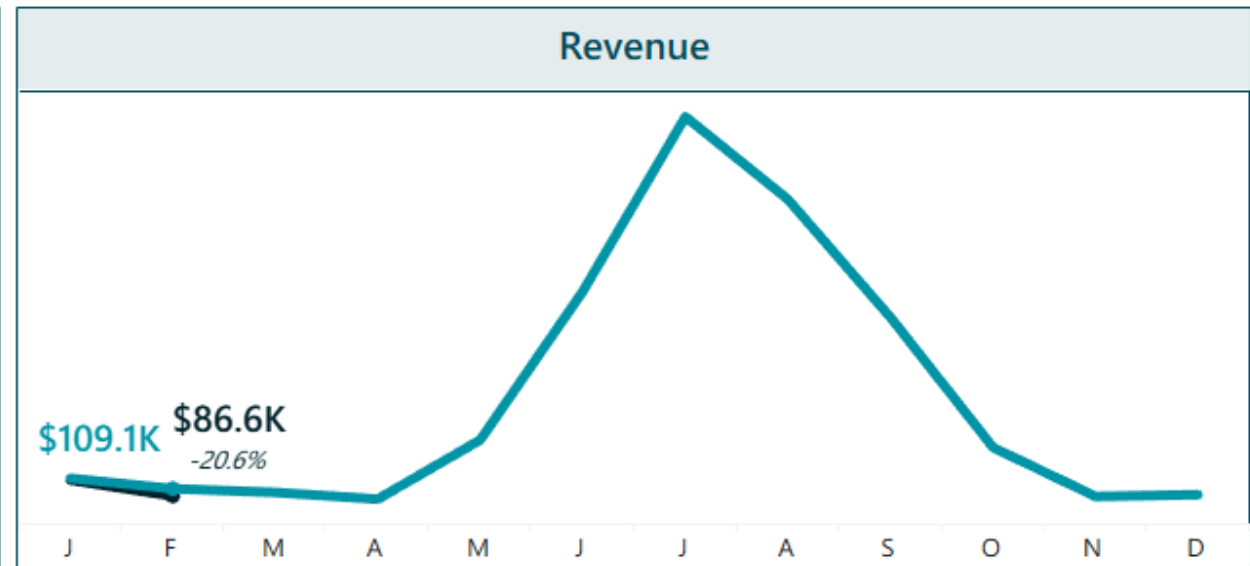
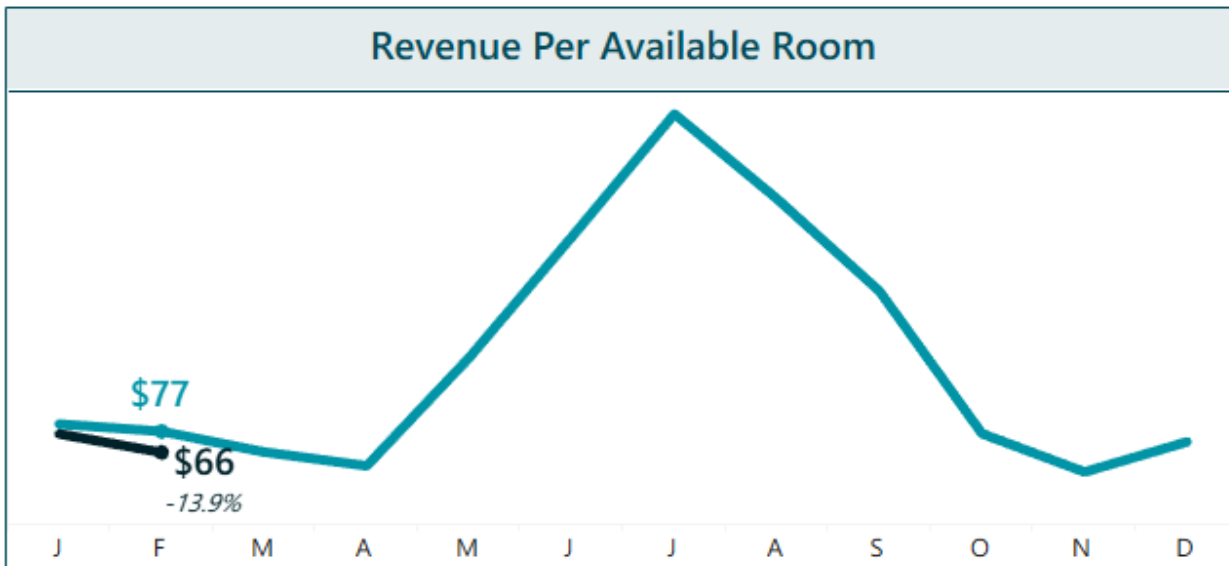
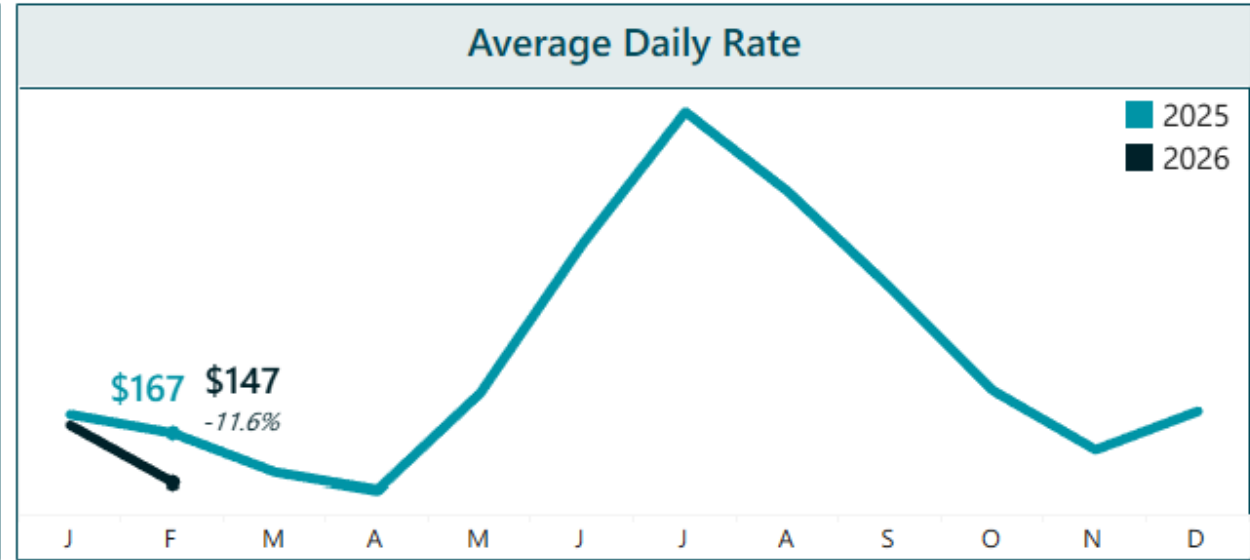
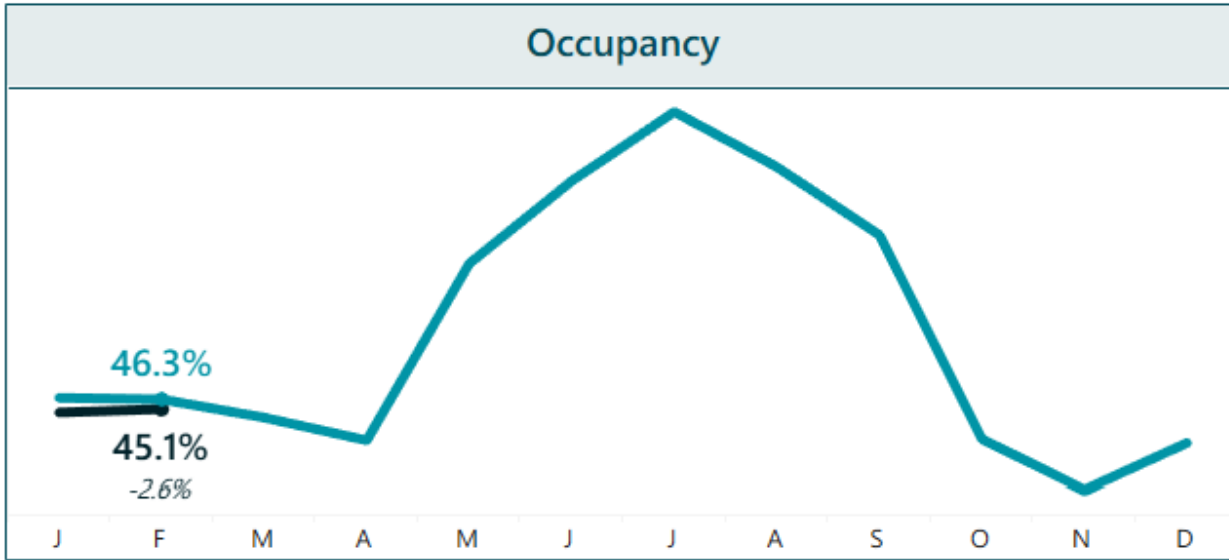


Source: AirDNA (Airbnb/Vrbo Short Term Rentals)

Discover Kalispell Monthly Short-Term Rental Performance

February 2026

Source: AirDNA, 'Entire Place' Listings Only



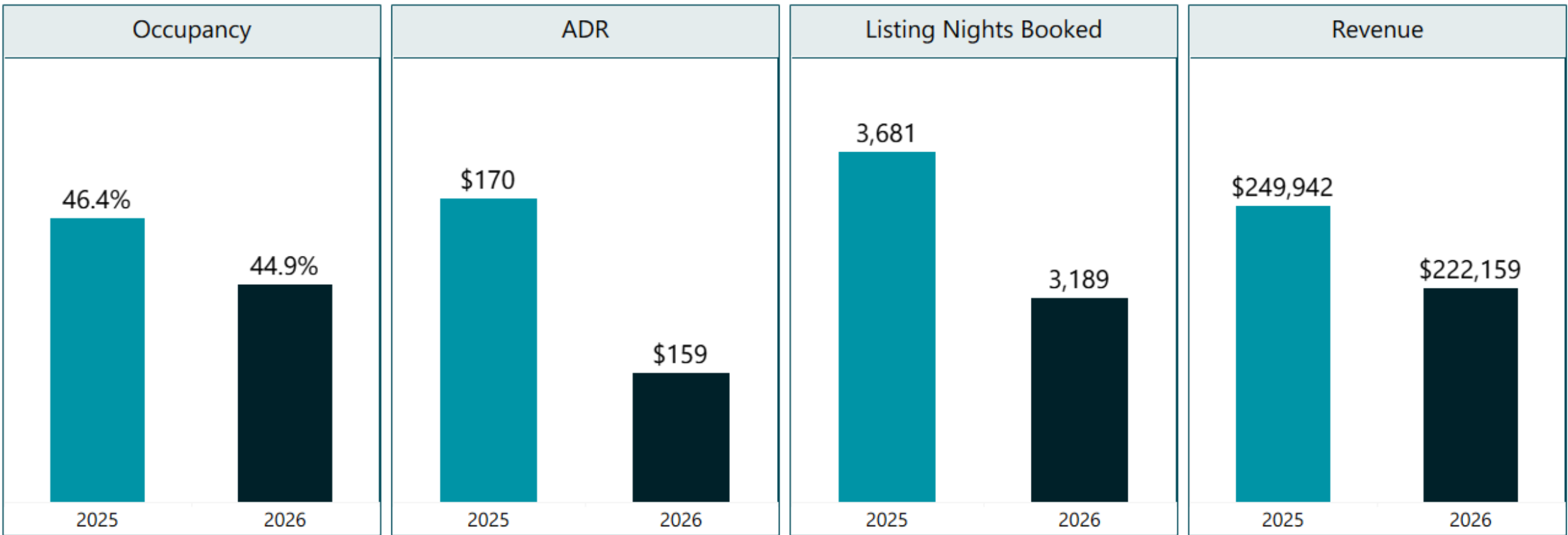
Source: AirDNA (Airbnb/Vrbo Short Term Rentals)

Discover Kalispell Monthly Short-Term Rental Performance

Calendar YTD Through February 2026

Source: AirDNA, 'Entire Place' Listings Only

YOY	CYTD '26	Occupancy	ADR	RevPAR	Avg. Available Listings	Listing Nights Booked	Revenue
		44.9%	\$158.70	\$71.20	72	1,385	\$222,159
		-3.2%	-6.9%	-9.9%	-12.7%	-5.3%	-11.1%

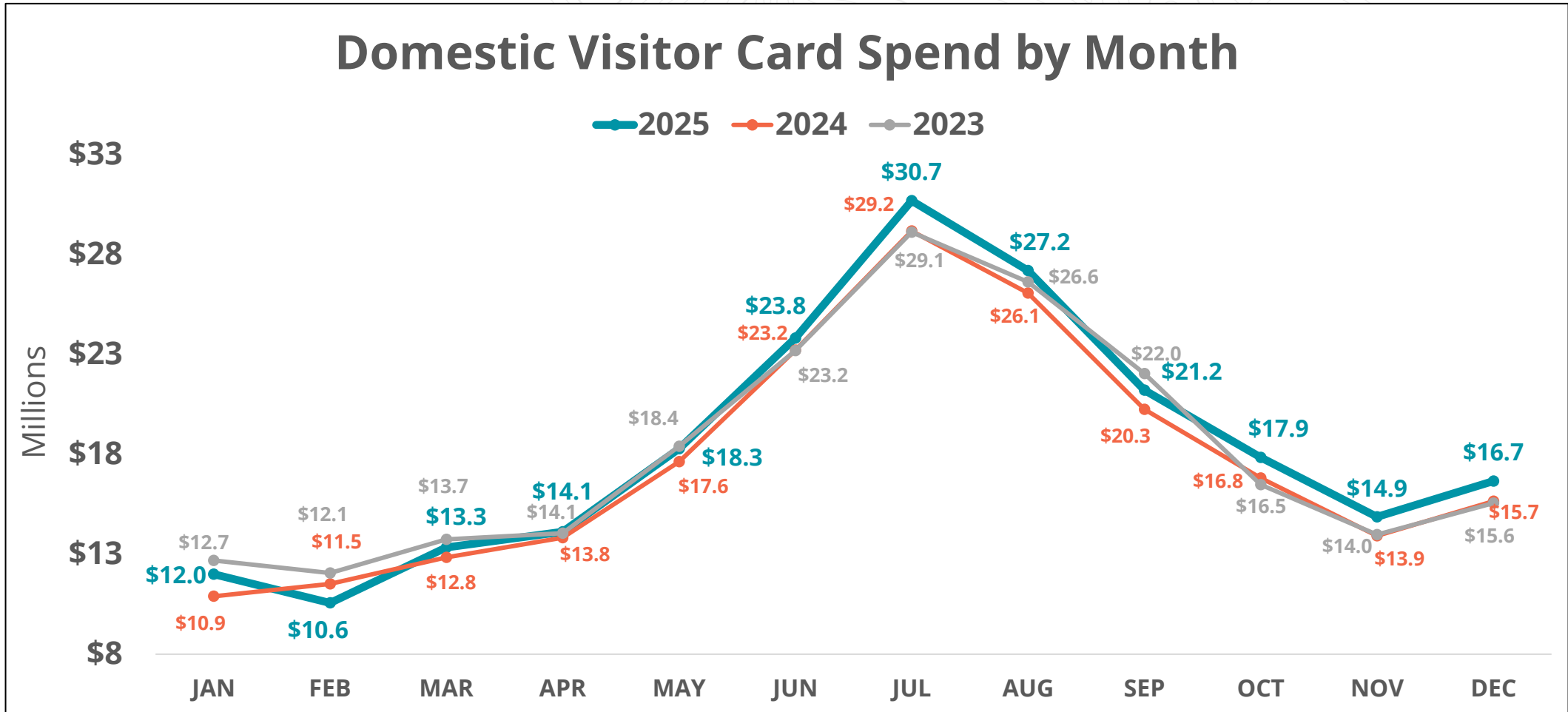


Source: AirDNA (Airbnb/Vrbo Short Term Rentals)

Visa Destination Insights

Visa – Domestic Visitor Spending

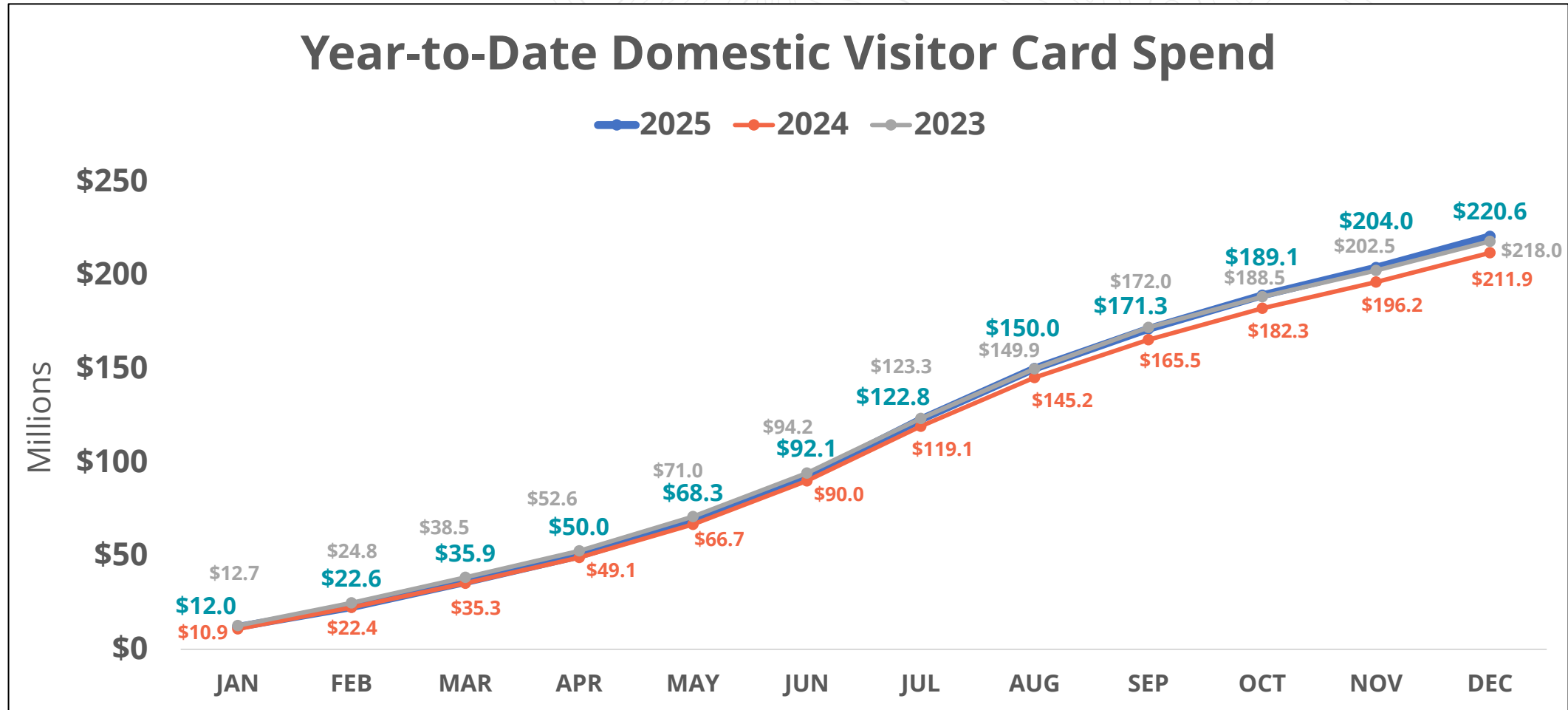
Q4 Domestic Visitor Visa Card Spend increased 6.4% Year-Over-Year





Visa – Domestic Visitor Spending

Domestic Visitor Visa Card Year-To-Date Spend through Q4 increased 4.1% Year-Over-Year

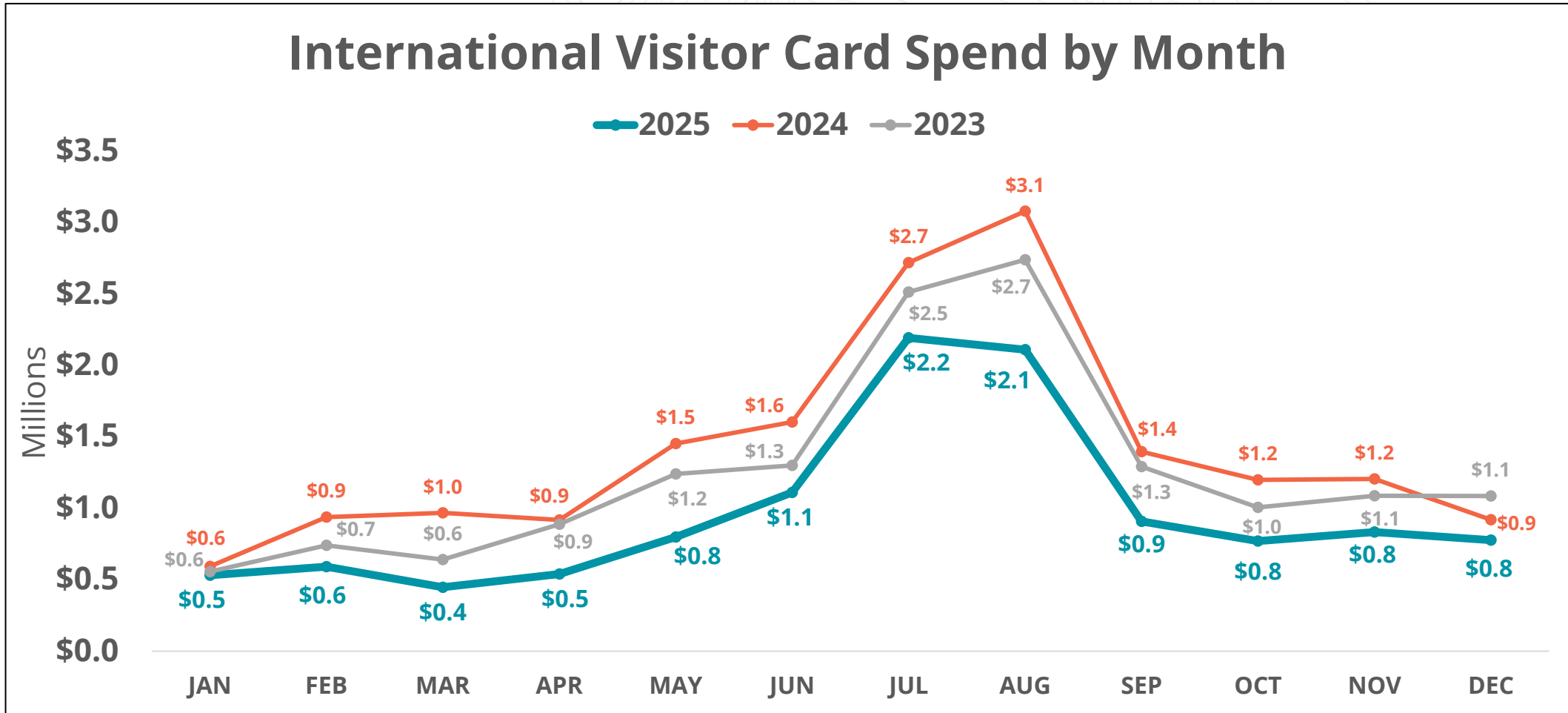


Visa – Domestic Visitor Origin (January – December 2025)

Rank	Origin Market	Spend (\$)	YoY % Change	Card Count	YoY % Change
1	Missoula, MT	\$8,467,747	+4%	43.2K	+1%
2	Seattle-Tacoma-Bellevue, WA	\$4,829,251	+5%	22K	+3%
3	Phoenix-Mesa-Chandler, AZ	\$3,804,727	+9%	12.5K	+7%
4	Los Angeles-Long Beach-Anaheim, CA	\$3,537,286	+6%	16.5K	+22%
5	Bozeman, MT	\$3,324,998	+13%	17.2K	+18%
6	Helena, MT	\$2,337,788	+7%	11.7K	-4%
7	Portland-Vancouver-Hillsboro, OR-WA	\$2,224,008	+6%	11.9K	+8%
8	San Diego-Chula Vista-Carlsbad, CA	\$2,094,553	+16%	6.9K	+12%
9	Great Fall, MT	\$2,029,086	-5%	9.3K	-17%
10	Billings, MT	\$1,933,394	+4%	8.5K	+1%
11	Spokane-Spokane Valley, WA	\$1,924,388	+2%	11.9K	+2%
12	Denver-Aurora-Lakewood, CO	\$1,781,605	+15%	9.1K	+9%
13	Dallas-Fort Worth-Arlington, TX	\$1,642,542	+1%	7.9K	+12%
14	Coeur d'Alene, ID	\$1,524,263	+9%	8.4K	+5%
15	Minneapolis-St. Paul-Bloomington, MN-WI	\$1,459,819	+4%	7.9K	+7%

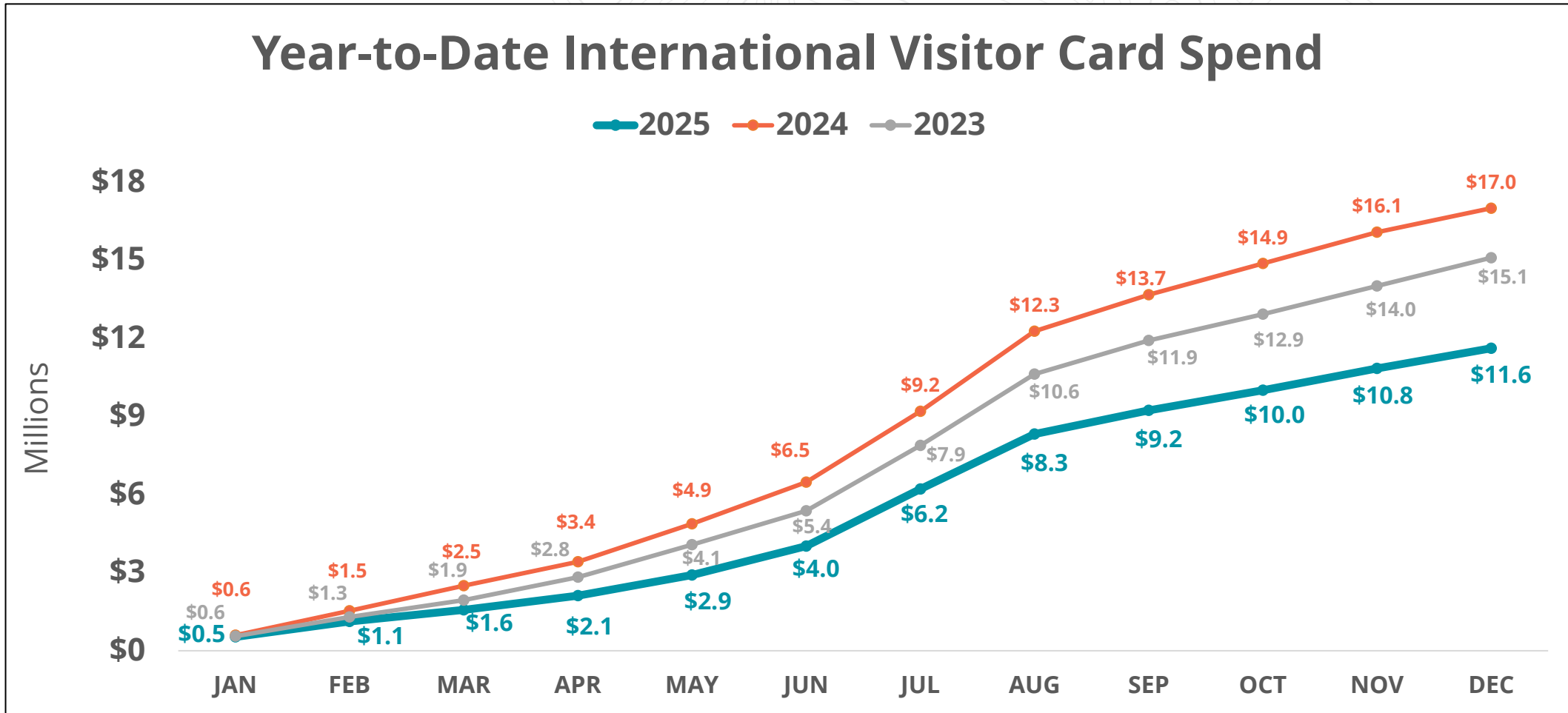
Visa – International Visitor Spending

Q4 International Visitor Visa Card Spend decreased 28.3% Year-over-Year



Visa – International Visitor Spending

International Visitor Visa Card Year-To-Date Spend through Q4 decreased 31.7% Year-Over-Year



Visa – International Visitor Origin (January – December 2025)

Rank	Origin Market	Spend (\$)	YoY % Change	Card Count	YoY % Change
1	Canada	\$10,060,785	-36%	32.8K	-38%
2	China Mainland	\$242,602	+513%	346	+72%
3	Germany	\$139,971	-3%	1K	+5%
4	Australia	\$119,690	-12%	791	+4%
5	United Kingdom	\$115,530	-4%	707	+13%
6	France	\$66,383	+12%	467	+20%
7	Switzerland	\$64,669	+32%	262	+22%
8	Mexico	\$59,704	+13%	302	+64%
9	New Zealand	\$45,214	+9%	297	+14%
10	Taiwan	\$44,534	+52%	107	+63%

Consumer Sentiment Data

LONGWOODS INTERNATIONAL American Travel Sentiment Study Wave 104

*Survey Fielded February 3-5, 2026; US National Sample of 1,000 adults 18+

American Travel Sentiment Wave 104 Highlights

Key Findings:

- 1. Outlook for Sports Travel in 2026**
About a third of travelers (34%) say they are likely to travel overnight within the next 12 months to attend special sporting events, such as professional or college sporting events. However, when asked specifically about likeliness to attend a World Cup match in the U.S., 7% of travelers say they are very likely to attend, with a majority (55%) saying it is very unlikely for them to attend a match.
- 2. Special Cultural or Entertainment Events Popular Among Travelers**
A majority of travelers (52%) say that they are likely to travel overnight within the next 12 months to attend special cultural or entertainment events, such as concerts/music festivals or local cultural festivals, with only 19% saying they are very unlikely to attend.
- 3. Interest and Intent to Tour Route 66 High for its 100th Year Anniversary**
Nearly half of travelers (47%) are interested in touring part or all of Route 66, with 15% extremely interested and the other 32% somewhat interested. While 47% say they are interested in touring Route 66, 41% say they are planning to travel along Route 66 within the next 12 months, with 7% already having booked their travel. Among the 41% who are planning to travel along Route 66, the top two reasons are touring through naturally beautiful/historically significant parts of the U.S. (34%) and taking road trips with friends and/or family (32%).

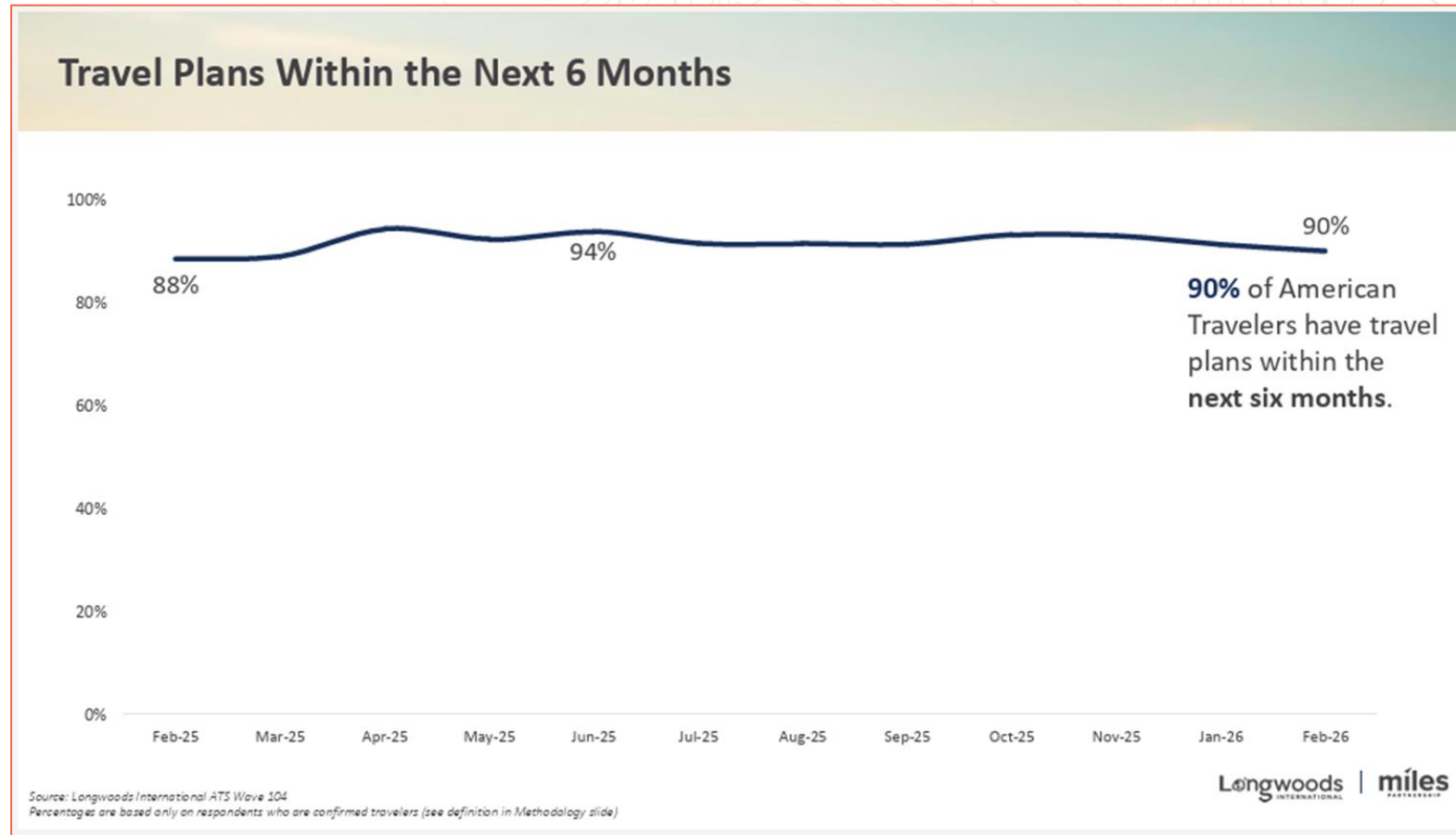


Source: Longwoods International ATS Wave 104

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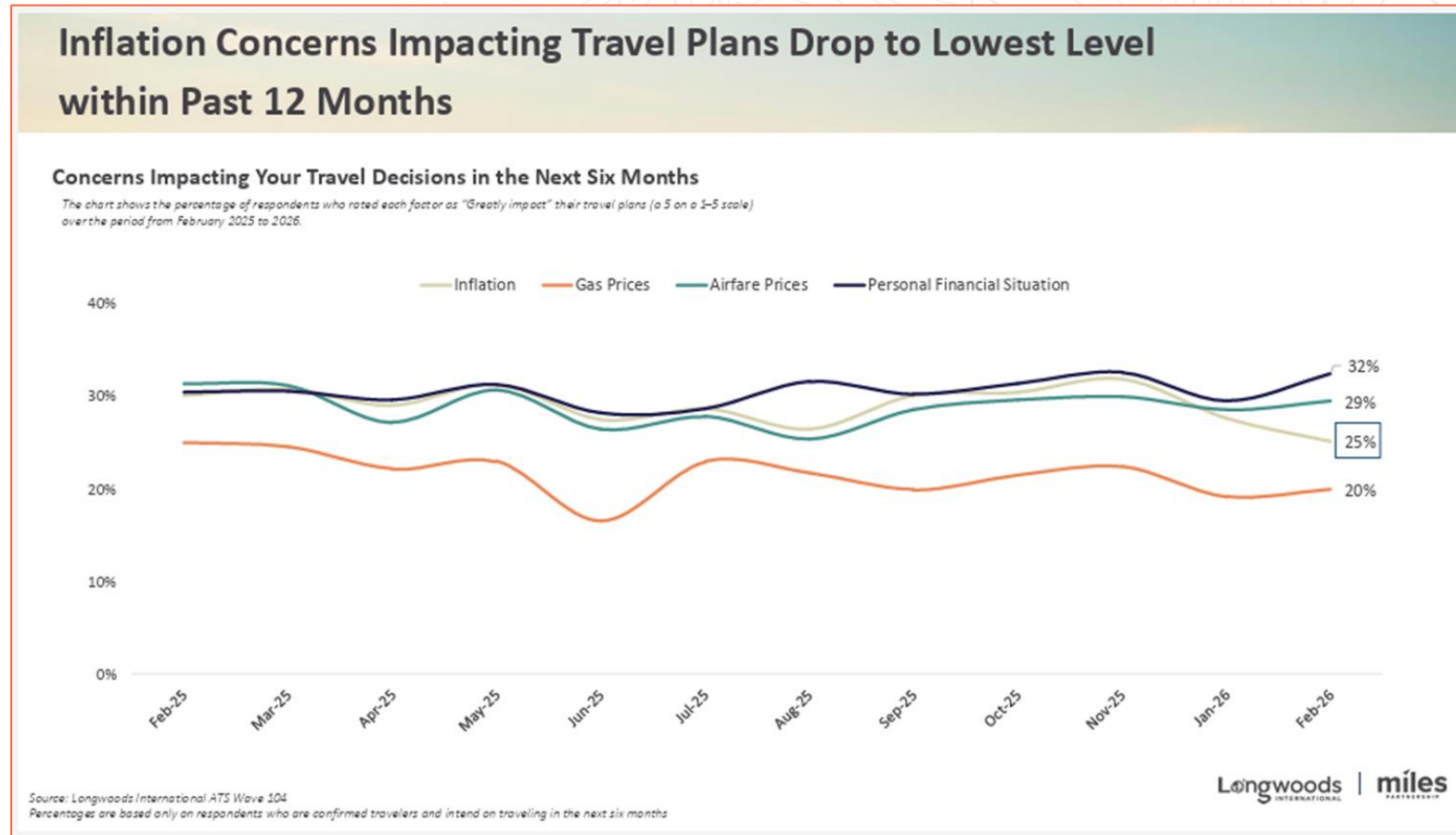
LONGWOODS INTERNATIONAL American Travel Sentiment Study Wave 104

*Survey Fielded February 3-5, 2026; US National Sample of 1,000 adults 18+



LONGWOODS INTERNATIONAL American Travel Sentiment Study Wave 104

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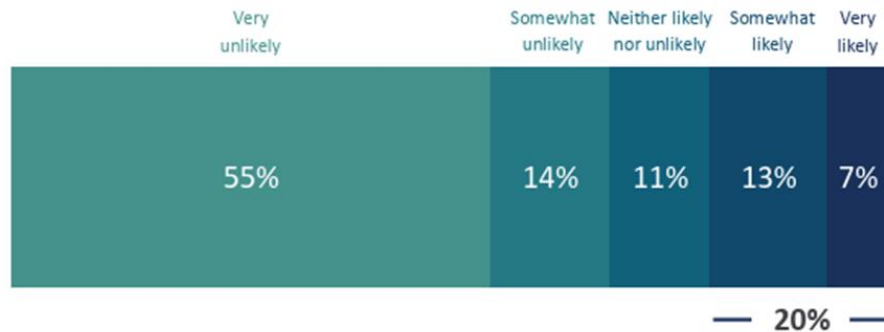


LONGWOODS INTERNATIONAL American Travel Sentiment Study Wave 104

*Survey Fielded February 3-5, 2026; US National Sample of 1,000 adults 18+

Majority of Travelers Very Unlikely to Attend a World Cup Match

How likely are you to attend a FIFA World Cup match in the United States this summer?



55% of travelers say it is **very unlikely** that they will attend a **World Cup match** this summer, while just **20%** say they are **very or somewhat likely** to attend a **World Cup match** this summer.

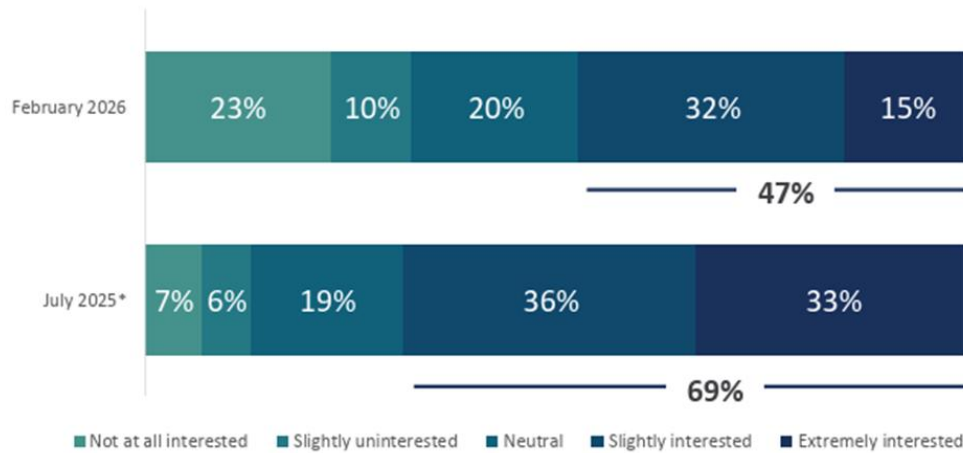
Source: Longwoods International ATS Wave 104
Percentages are based only on respondents who are confirmed travelers

LONGWOODS INTERNATIONAL American Travel Sentiment Study Wave 104

*Survey Fielded February 3-5, 2026; US National Sample of 1,000 adults 18+

Nearly Half of Travelers are Interested in Touring Route 66

Route 66 is celebrating its 100th year anniversary in 2026. How interested are you in touring part or all of Route 66 within the next 12 months?



47% of travelers are either extremely or slightly interested in touring part or all of Route 66 in the next 12 months.

While interest remains high, it is **down 21.2 points vs July 2025**, in which travelers were asked about their interest in touring Route 66 within the next 2 years. This drop can mainly be attributed to a decrease in those **extremely interested**, which is down 18.0 points vs July 2025.

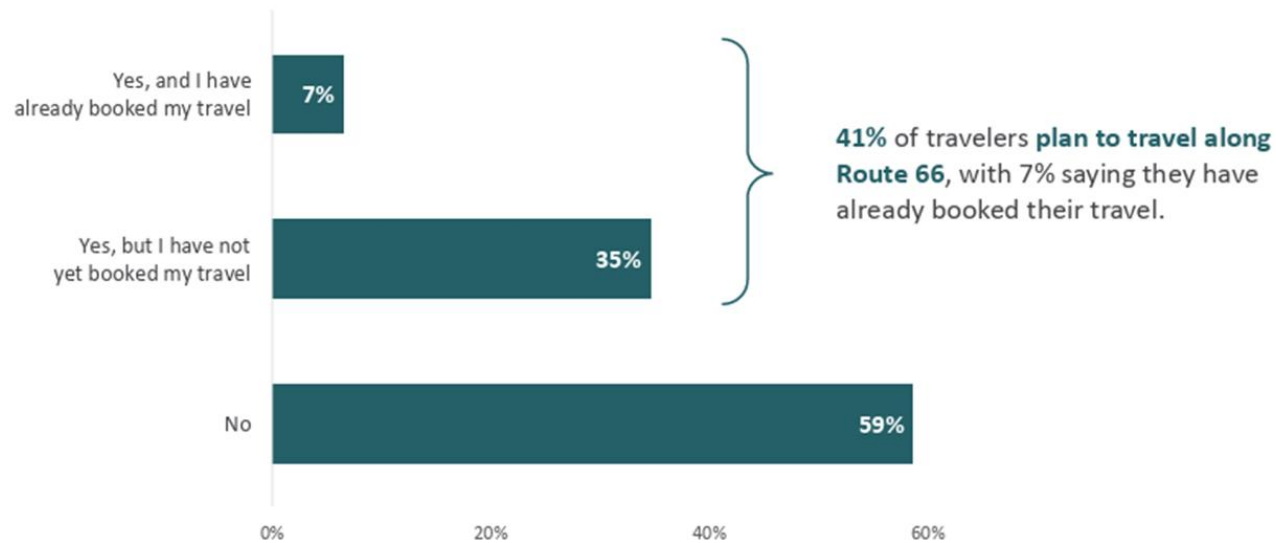
Source: Longwoods International ATS Wave 104
Percentages are based only on respondents who are confirmed travelers
*In July 2025, respondents were asked about their interest in touring Route 66 within the next 2 years

LONGWOODS INTERNATIONAL American Travel Sentiment Study Wave 104

*Survey Fielded February 3-5, 2026; US National Sample of 1,000 adults 18+

41% of Travelers Plan to Travel Along Route 66

Within the next 12 months, do you plan to travel along Route 66?



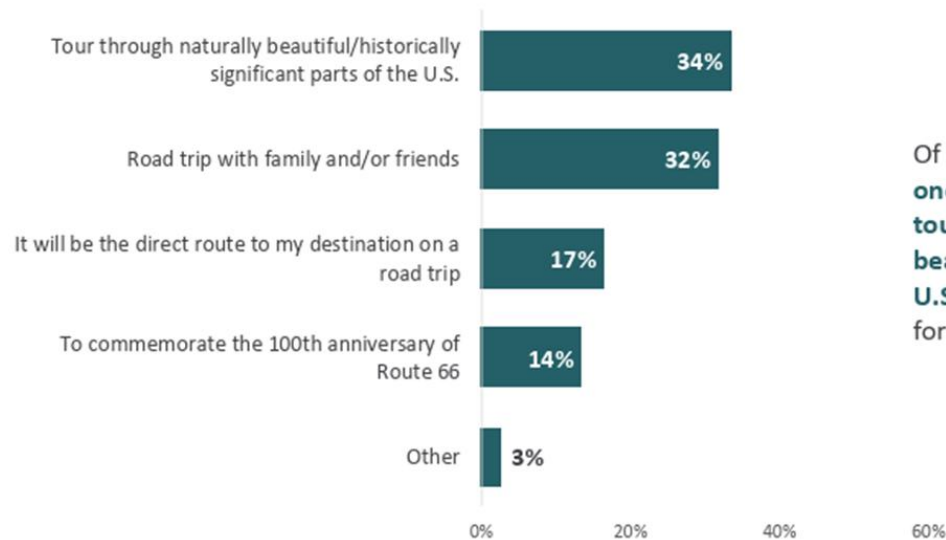
Source: Longwoods International ATS Wave 104
Percentages are based only on respondents who are confirmed travelers

LONGWOODS INTERNATIONAL American Travel Sentiment Study Wave 104

*Survey Fielded February 3-5, 2026; US National Sample of 1,000 adults 18+

Touring and Road Trips are Top Reasons for Traveling Along Route 66

What is the primary reason for your intended travel along Route 66?



Of those who plan to travel along Route 66, **one third (34%)** say their primary reason is **touring through naturally beautiful/historically significant parts of the U.S.** Another **third (32%)** said they are traveling for a **road trip with their family and/or friends.**

Source: Longwoods International ATS Wave 104
Percentages are based only on respondents who are confirmed travelers and plan to travel along Route 66

LONGWOODS INTERNATIONAL American Travel Sentiment Study Wave 104

*Survey Fielded February 3-5, 2026; US National Sample of 1,000 adults 18+

American Travel Sentiment Methodology

The American National 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: February 3 - 5, 2026
- 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!

