

TRAVEL TRENDS INDEX

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

CTI reading of 51.6 in October 2018 indicates that travel to or within the U.S. grew 3.2% in October 2018 compared to October 2017.

LTI predicts travel growth will continue to moderate through April 2019, supported primarily by growth in domestic demand.

Overall travel volume (person trips to or within the U.S. involving a hotel stay or air travel) grew at a faster year-over-year rate in October 2018 than in September 2018. International inbound slowed while both domestic business and leisure travel segments picked up.

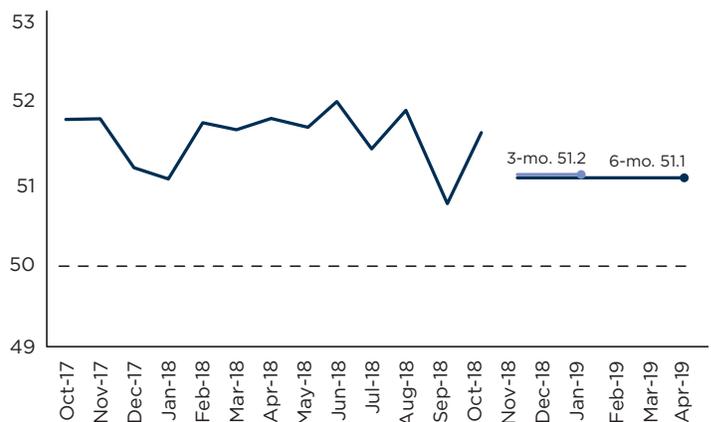
HIGHLIGHTS:

* For CTI and LTI definitions, please see below.

- The Current Travel Index (CTI) has registered at or above the 50 mark for 106 straight months, as the industry moves through its ninth consecutive year of expansion.
- The CTI was positive in September, registering 50.8. This is below the 6-month moving average of 51.6.
- International inbound travel slowed down in October, registering 51.2. The Leading Travel Index (LTI) projects that inbound travel growth will continue to decelerate over the next six months.
- Domestic business travel picked up in October and outperformed all other segments, registering 51.9. Domestic leisure travel also picked up in October and registered 51.6.
- The 6-month LTI reading of 51.1 indicates that total U.S. travel volume is expected to grow at a rate of around 2.2% through April 2019. Domestic travel is expected to grow at a slightly faster pace of 2.4%, while international travel growth is expected to decelerate over the same period.

October Travel Trends Index

Current Travel Index and Leading Travel Index Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

“So far, in the second half of 2018, the growth in international inbound travel has slowed considerably compared to the first half of the year. Domestic leisure moderated, and domestic business travel has gradually increased. Over the next six months, these trends are projected to continue, with domestic business travel leading all segments.”

– David Huether
Senior Vice President, Research

	CTI	3-month LTI*	6-month LTI**
September Index	50.8	51.0	50.9
October Index	51.6	51.2	51.1
Direction and Speed	Travel demand increased; at a faster rate than the previous month	Travel is expected to grow over the coming 3 months; at a slower rate	Travel is expected to grow over the coming 6 months; at a slower rate

* Average outlook reading for Nov 2018 to Jan 2019
** Average outlook reading for Nov 2018 to Apr 2019

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► DETAILED RESULTS

Domestic travel demand was higher in October of this year, relative to October 2017. Both the business and leisure segments made strong advances, with the business segment rebounding from a weak showing in September and outpacing the leisure market. Vacation intentions are on the upswing, supported by still-high consumer confidence and business investment.

International inbound travel slowed in October and grew by 2.4% year-over-year. Global economic conditions continue to soften and may be exacerbated by trade tensions. Slowing tailwinds point to moderating international demand through the first four months of 2019.

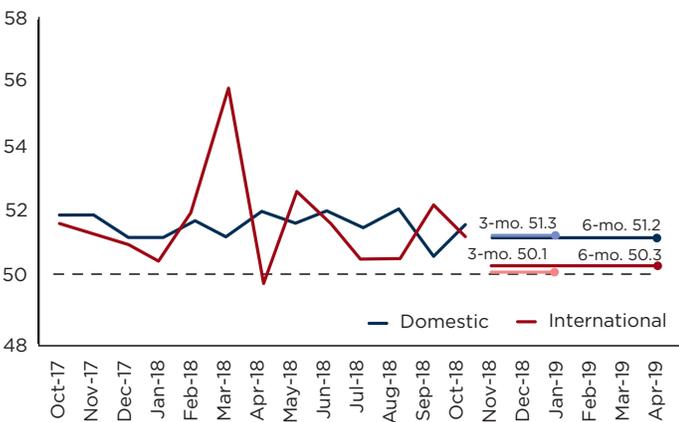
Travel Trends Index Summary

	Current Travel Index (CTI)				Leading Travel Index (LTI)		6-mo LTI vs. CTI 6-mo avg.	
	6-month avg	August	September	October	3-month*	6-month**	Direction	Speed
Total Market	51.6	51.9	50.8	51.6	51.2	51.1	Increasing ▲	Slower
International	51.5	50.6	52.2	51.2	50.1	50.3	Increasing ▲	Slower
Domestic	51.6	52.1	50.6	51.7	51.3	51.2	Increasing ▲	Slower
Business	51.4	52.4	50.0	51.9	51.7	51.7	Increasing ▲	Faster
Leisure	51.7	52.0	50.9	51.6	51.1	51.0	Increasing ▲	Slower

* Average outlook reading for Nov 2018 to Jan 2019
 ** Average outlook reading for Nov 2018 to Apr 2019

October Domestic and International Travel Index

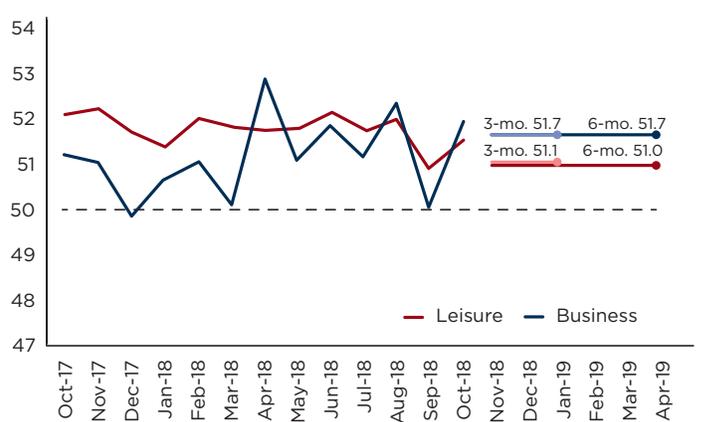
Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

October Domestic Business and Leisure Travel Index

Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

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Domestic travel is expected to grow approximately 2.4% year-over-year through April 2019, with business and leisure both contributing to gains. Business travel is projected to grow around 3.4% and outperform the leisure market over the next six months, behind continued business spending and building pricing power; however, rising volatility has the potential to reverse this course and temper business investment. Leisure travel growth is expected to decelerate slightly to around 2.0% as wage growth continues to firm and consumer confidence remains high.

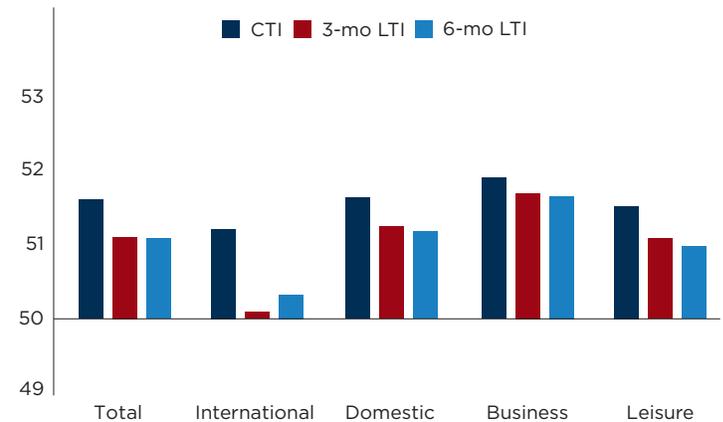
International inbound travel slowed down in in October, growing slightly more slowly than its six-month average. It is expected to continue to slow further through the start of 2019. Trade tensions and uncertainty surrounding the Trump administration remain major risks to international traveler sentiment. Furthermore, it continues to appear that global economic growth will have peaked in 2018 and will moderate through the start of 2019. The recent appreciation of the dollar may act as an additional headwind for international inbound travel going forward.

Adam Sacks, president of Oxford's Tourism Economics group, says, "Consistent with strong momentum in the U.S. economy, strong growth in travel activity continued in October. Looking ahead, with the global economy cooling, domestic growth expected to slow, and heightened market volatility and trade tensions, both domestic and international travel demand are anticipated to slow."

Please note: The Travel Trends Index is based on public and private sector source data which are subjected to revision by the source agency.

October CTI, 3-month and 6-month LTI

Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

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► METHODOLOGY

The Current Travel Index (CTI) measures monthly travel volumes in the U.S., including both domestic and international inbound travel. A score over 50 indicates an expansion in travel relative to the same month the prior year.

The index measures person trips that involved a hotel stay and/or a flight.

The following methods and sources are used to estimate (1) total travel; (2) international visitations; and (3) domestic travel (which is the residual of total travel minus international visitations):

- 1. Total travel (domestic and international):** Total travel is calculated based on hotel stays of domestic and international travelers as well as air travel of domestic travelers. While most international visitors are assumed to stay in hotels, domestic travelers often do not. As such, the domestic travel estimate is further informed by domestic air enplanements to help capture the entire domestic market. STR provides monthly data on hotel room demand, and domestic air passenger enplanements are calculated based on monthly investor relations reports for all major domestic airlines. The research firm TNS provides representative data on U.S. travelers to determine the average length of stay, persons per traveler party, and the proportion of hotel guests who also fly. The CTI encompasses three traveler types on these bases that are shown below with their basic calculation.

Hotel Guests & Flyers

$$\frac{\text{enplanements}}{\text{enplanements per trip}} \times \% \text{ of flyers that stay in hotel}$$

Hotel Guests & Non-Flyers

$$\frac{\text{occupied rooms} \times \text{people per room}}{\text{length of stay}} \times \% \text{ of hotel guests that did not fly}$$

Non-Hotel Guests & Flyers

$$\frac{\text{enplanements}}{\text{enplanements per trip}} \times (1 - \% \text{ of flyers that stay in hotel})$$

- 2. International visits:** The international component of the CTI is based on the Department of Homeland Security's Advanced Passenger Information System (APIS), which tracks international travel to the U.S., and distinguishes between foreign nationals and U.S. citizens. Visits from Canada are tracked by Statistics Canada and visits from Mexico are tracked by Banco de Mexico. Further analysis of international markets is informed by origin-destination air travel data from OAG, Sabre Market Intelligence aviation passenger data, and IATA Billing Settlement Plan data. Each of these datasets tracks non-resident air travel to the U.S. by country of origin based on unique sources. These data sources are released within 4-6 weeks after the end of each month and represent the most reliable estimate of overseas travel to the U.S., given the significant lag time for the availability of official U.S. government statistics. Furthermore, recent anomalies with official visitation data has lead to the National Travel and Tourism Office (NTTO) to suspend its release of monthly overseas visitation statistics until further notice.
- 3. Domestic travel:** The domestic component of the CTI is measured as the residual of total travel minus international. The domestic leisure travel component is based on STR room demand data that is segmented by type of property and day of the week. A domestic leisure travel proxy has been developed based on the location, type of property, and day of the week of travel. Domestic business travel is measured as the residual of total domestic travel minus domestic leisure travel.

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The Leading Travel Index (LTI) measures the likely average pace and direction of U.S. travel volumes over the coming three and six-month periods. A reading over 50 indicates an expansion in travel relative to the same period last year.

The LTI econometric model includes three categories of information that have shown a strong predictive capability of short-term travel trends. High frequency macroeconomic data capture underlying movements in the labor market, exchange rates and company performance. Consumer sentiment data from the Conference Board provide a long-term trend of consumer attitudes that can be tracked with future travel patterns; online search and bookings data provide a window into traveler planning based on data from ADARA and nSight, and data from ARC measures bookings.

Travel Trends Index Data Category	Measurement	Travel Segments	Details
Macroeconomic Trends	Unemployment rate	Total, international, domestic (leisure)	Share of labor force
	Exchange rates	Total, international	\$US market rates, weighted average of inbound markets
	GDP by visitor origin	Total, international, domestic (business & leisure)	Gross output, U.S. and weighted average of inbound markets
	Corporate profits	Total, international, domestic (business)	Corporate earnings, U.S. and weighted average of inbound markets
	Personal disposable income	Total, international	Personal income, weighted average of inbound markets
Consumer and Business Sentiment	Consumer travel intentions	Total, domestic (leisure)	Visitor intentions & air visitor intentions
	S&P stock market index	Total, domestic (business)	Stock market index, period average
Travel Search and Booking	ADARA online searches and bookings for future travel	Total, international, domestic (business & leisure)	Domestic/international & business/leisure
	ARC bookings for future travel	Total, domestic	Air travel with 6-month booking windows
	nSight online searches and bookings for future hotel stays	Total, domestic, international	Domestic/international forward bookings

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About the U.S. Travel Association

The U.S. Travel Association is the national non-profit organization representing all components of the travel industry, which generates \$2.4 trillion in U.S. economic output and supports 15.6 million jobs. U.S. Travel's mission is to increase travel to and within the United States.

About Oxford Economics

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Its best-of-class global economic and industry models and analytical tools give it an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Data Contributors

The U.S. Travel Index project is dependent upon unique datasets to track and predict travel trends. The U.S. Travel Association and Oxford Economics wish to thank the following organizations for their significant contributions:

ADARA is the world's travel data co-op providing a unique holistic understanding of travel patterns, trends and behavior. It's a safe and secure way to share and analyze historical and real time data about more than 500 million monthly unique traveler profiles from more than 175 of the world's top travel brands. The ADARA data co-op fuels three core business areas: Advertising, Measurement & Analytics and Traveler Intelligence. Together they provide unparalleled access to insights and knowledge allowing travel markets to increase marketing efficiency, maximize revenues and grow their brands.

Airlines Reporting Corporation (ARC) is a leading technology solutions company providing the U.S.-based travel industry with world-class business products, travel agency accreditation services, process and financial management tools, and powerful data analytics.

nSight combines the world's largest view of consumer shopping data with predictive marketing and revenue management solutions to deliver more guests to your hotel and visitors to your destination.

STR is the leading global provider of competitive benchmarking, information services and research to the hotel industry.

Travel Trends Index	55	54	53	52	51	50	49	48	47	46	45
12-month % change in trips	+10.0%	+8.0%	+6.0%	+4.0%	+2.0%	+0.0%	-2.0%	-4.0%	-6.0%	-8.0%	-10.0%

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