



RESEARCH UPDATE

DECEMBER 2024
REVIEW

Big Sky Travel & Tourism Trends

- 201,094 total revenue passengers passed through the Bozeman Yellowstone International Airport in December 2024, an increase of 8.5% compared to the same month last year.
 - Total revenue passengers for all of 2024 were up 7.2% when compared to full year 2023.
- Average Occupancy at Airbnb and Vrbo short term rentals in Big Sky slid from 63% in December 2023 to 62% in December 2024.
 - Average Daily Rate at those same properties also declined, slipping from \$944 in December of last year to \$818 this year.
- Professionally managed short-term rentals reported a decline in Occupancy Year-over-Year (YoY), falling from 40% Occupancy in December 2023 to 35% in December 2024.
 - Average Daily Rate also deteriorated significantly, falling from \$899 last year to \$770 in December of this year.
- Visa credit card spend in Big Sky increased slightly YoY in November of 2024, with almost \$2.4 million being spent by domestic visitors and residents on Visa cards in the month.
 - International Visa card spend also increased YoY, with \$27,944 being spent by international visitors on Visa cards during the month of November 2024.

West Region Mountain Market Summary

- “December was a remarkably unremarkable month – something we point out with mixed emotions. On the one hand, snow conditions in the West were excellent – especially in the latter half of the month – and measures such as length-of-stay, and lift ticket sales are doing well. But the other side of the coin is a sense of pseudo-stagnation. Occupancy softened slightly year-over-year, while rates strengthened just enough to keep modest gains in RevPAR – and absolute revenue – pretty much where they were last month; a bit of disappointment given the dramatically better snow conditions this year. But on balance, we have to admit that ‘steady as she goes’ isn’t a bad place to be, and any revenue win – even one just below three percent – is good news.”
- “But as we move into peak season, outside forces that were stabilizing nicely just three months ago are undergoing a shift towards some level of uncertainty. Consumers were clear in the December confidence survey that inflation and unemployment are resurging as major issues for them in 2025, and the Federal Reserve Bank is unlikely to take aggressive steps to lower interest rates, especially when labor and wages are in play. Add in defensive measures against inflation that would result from incoming trade policies, and we may find ourselves defending against rate sensitivity again.”
- “But for now, we’re looking at moderate growth that’s below inflation, slight occupancy growth that helps avoid shocks to existing staff levels or crowd-sensitive destination residents, and revenue gains that reflect steady but moderate growth. Early January snow across much of the country – including the beleaguered Northeast, is nothing but good for the industry as a whole, and a late Easter break is all but assuring a busy April that adds value to the bottom line.”

U.S. MARKET REVIEW

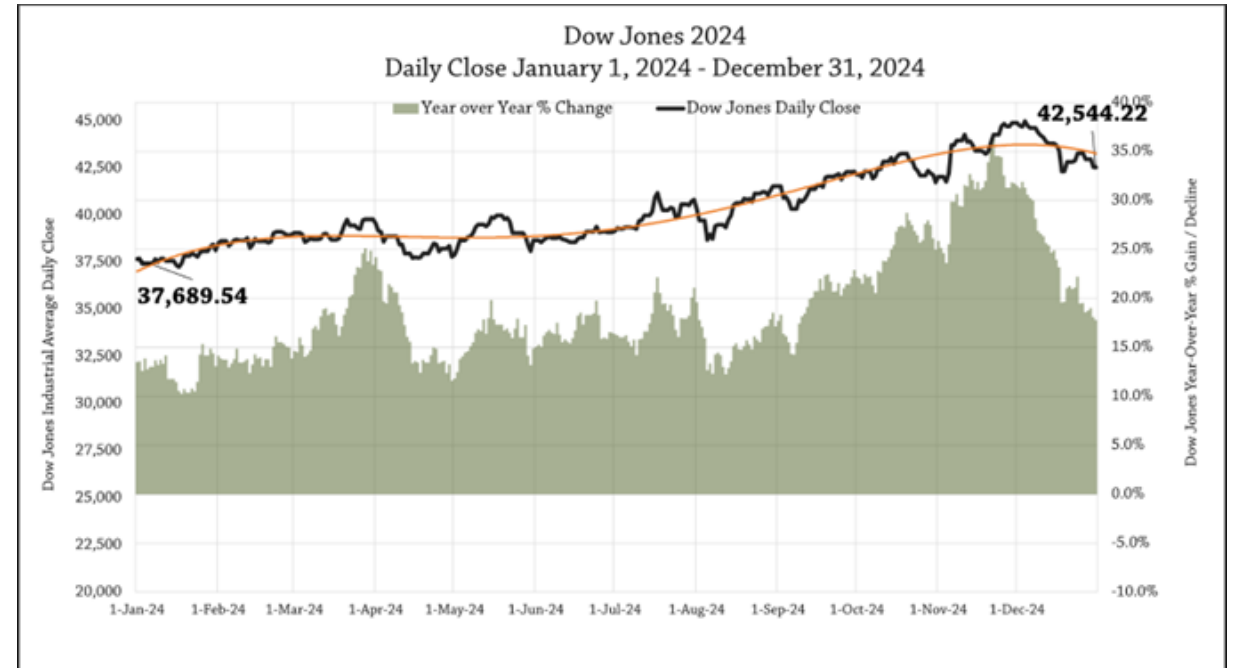
VISIT BIG SKY
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U.S. MARKET REVIEW

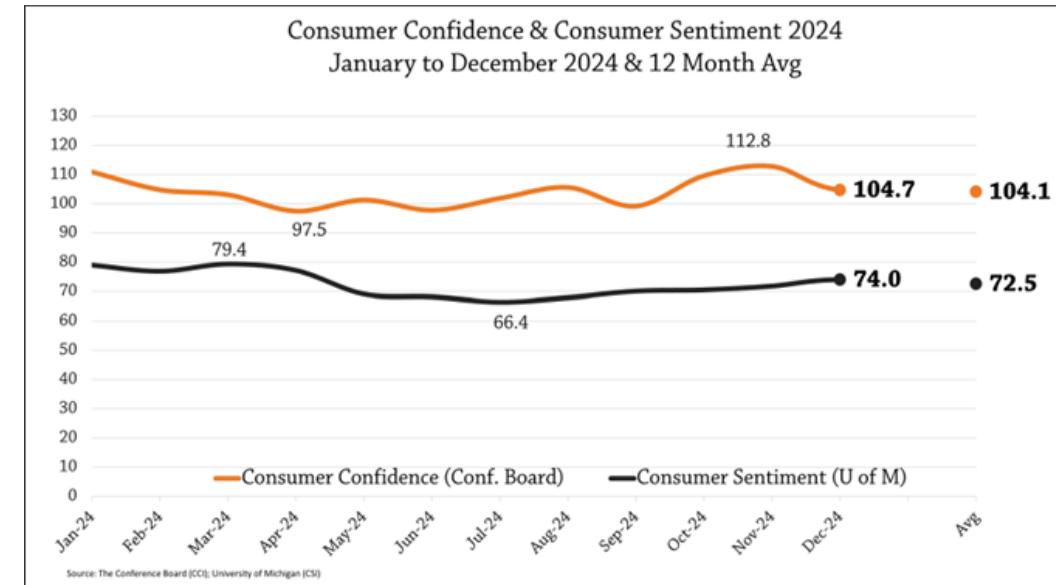
The Dow Jones Industrial Average

- “The DJIA decreased sharply in December, dropping -5.3%, or 2,366.43 points during the month, to close at 42,544.22 points. This was just the third decrease in the Dow during 2024 but was the largest monthly loss since September 2022. Investors fear Chinese, Canadian, and Mexican import tariffs will increase consumer prices through inflation and cause a slowing of interest rate cuts.”
- “That latter fear was justified, as the Federal Reserve cut rates 0.25 points in December but also announced that 2025 would likely only see two rate cuts instead of the previously-forecast four.”
- “Overall, 2024 was an extremely strong year for the Dow, gaining in nine months and declining in just three, with 55% of the trading days closing higher. The DJIA is currently 12.9 percent higher than it was on Jan 1, 2024.”



The Consumer Confidence Index & Consumer Sentiment Index

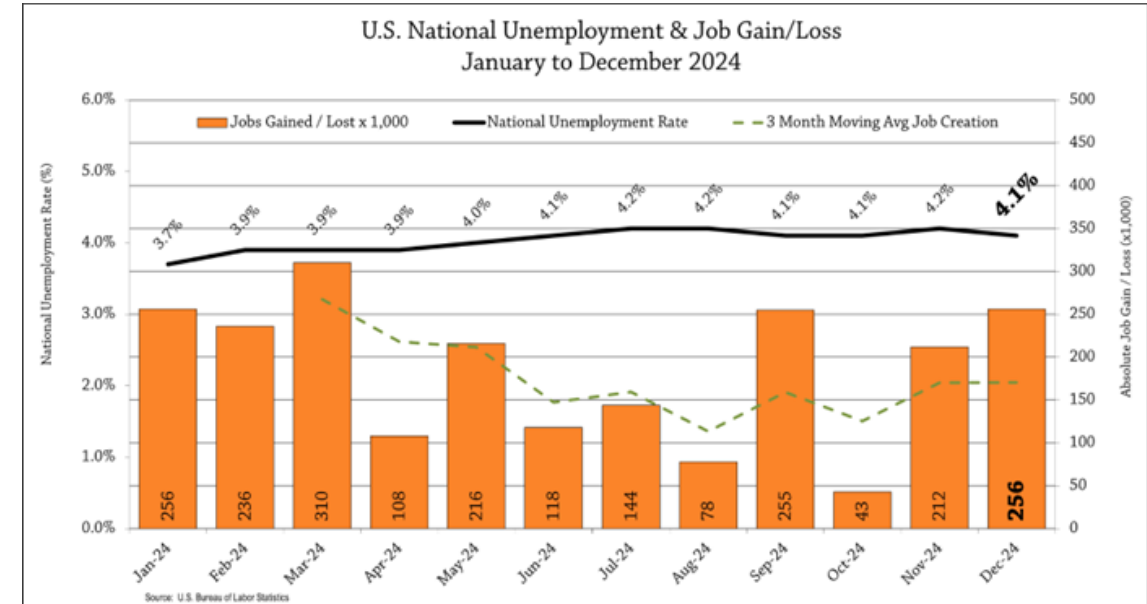
- “The CCI and CSI were mixed in December, with the CCI declining sharply while the CSI improved. The CCI was adjusted upward slightly for November but dropped 8.1 points – or 7.2 percent – in December. This is the largest decline in the CCI since August 2021. Consumers’ assessment of both current and future conditions worsened with both employment and earnings worries coming to the forefront, while concerns about higher inflation in 2025 also played a part.”
- “Unlike the CCI, the CSI increased in December, adding a slight 2.2 points to last month’s 71.8 reading to close at 74.0 points. Consumers spent heavily in December in anticipation of higher prices next year – particularly on big-ticket items.”
- “Throughout 2024, both the CCI and CSI remained within a narrow range. At 104.7 points, the CCI is currently down -3.1% from where it started on Jan 1 but slightly ahead of the 12-month average of 104.1 points, while the CSI is currently 1.5 points ahead of its 12-month average and is 6% higher from the start of the year.”



U.S. MARKET REVIEW

The National Unemployment Rate

- “Unemployment and Jobs ended the year on a high note, with employers adding a strong 256,000 jobs to payrolls in December, and the unemployment rate dropping slightly from 4.2% to 4.1%. This is a good follow-up to another strong report in November and is seen as a clear signal that the overall economy is sound. Wages also increased in December, up 0.3% from November, and up 3.9% year-over-year.”
- “Leisure and Hospitality added 43,000 jobs during the month, with the vast majority (29,800) going to the Food & Drinking Places sub-sector, while the Accommodations sub-sector picked up 6,000 jobs.”
- “Throughout 2024, employers added 2.2 million jobs, though the unemployment rate increased slightly from a low of 3.7% in January. Leisure and Hospitality added 288,000 jobs this year, an average of 24,000 per month, down considerably from the 47,000 jobs per month added in 2023.”



Short Term Rentals

- “December marked the end of a year that felt like a turning point in the U.S. short-term rental (STR) market. Although occupancy had ups and downs throughout the year, culminating in a 1.6% YOY decrease in December, the year as a whole saw occupancy 0.3% higher than 2023.”
- “Throughout 2024, supply growth continued to slow as high interest rates and home prices, along with a downward trajectory in occupancy, discouraged new investment. At the same time, improving feelings around inflation and potentially deferred trips from 2023 led to generally strengthening demand growth. This pattern, no doubt welcomed by operators, restored pricing power, stopped occupancy losses, and reversed the negative growth in Revenue per Available Rental (RevPAR) seen in 2023. Year-over-year, RevPAR grew 3.7%, up from -8.5% in 2023 — a promising sign for the year ahead.”
- “Available listings in 2024 grew at the slowest pace (+3.3%) since the downturn of the pandemic.”
- “While supply growth slowed, demand growth had a resurgence in 2024 compared to the year previous.”
- “Whereas demand grew feebly by 1.8% over the full year 2023, 2024 demand accelerated to 6.8%. Some of this growth may stem from deferred trips from travelers anxious about the state of the economy in 2023, and booking growth was consistent from 2023 (+8.0%) to 2024(+7.8%).”

Short Term Rentals (continued)

- “December demand growth was slightly slower than either November or October. This is likely due to Christmas and New Year’s occurring on Wednesdays, making long weekend trips more difficult to organize. Nevertheless, demand growth clearly trended upward in 2024, particularly during the high season.”
- “Occupancy also grew on an annual basis in 2024 for the first time since the initial lifting of Covid restrictions in 2021.”
- “Consistently slowing supply allowed occupancy in 2024 to settle into a familiar pattern as in 2023, albeit with a few calendar shifts. Although December was slightly down, -1.6% , the year as a whole ended $+0.3\%$ higher. Although the gain was small, and occupancy for the year is still lower than in 2019 (-2.9%), it seems occupancy has found a bottom, and the current trend is a slow reversion to long-run averages.”
- “The result of this new momentum in occupancy was increased pricing power throughout the entire year.”
- “ADR change in 2023 was -2.7% overall, and every month after February saw ADR lower YOY. However, ADR declines essentially stopped in January 2024. By March, ADR was growing, and 2024 ADR growth over the whole year was a promising $+3.7\%$.”

U.S. MARKET REVIEW

Short Term Rentals (continued)

Key U.S. Short Term Rental Performance Metrics for December 2024

- Total available listings were 1.69 million, up 4.7% Year-over-Year (YoY)
- Occupancy was 1.6% lower YoY at 48.7%
- Average Daily Rates (ADR) increased 3.1% YoY to \$310.84
- Revenue per Available Rental (RevPAR) increased 1.2% YoY to \$151.26
- Total demand (nights) rose 3.0% YoY

AIRPORT DATA

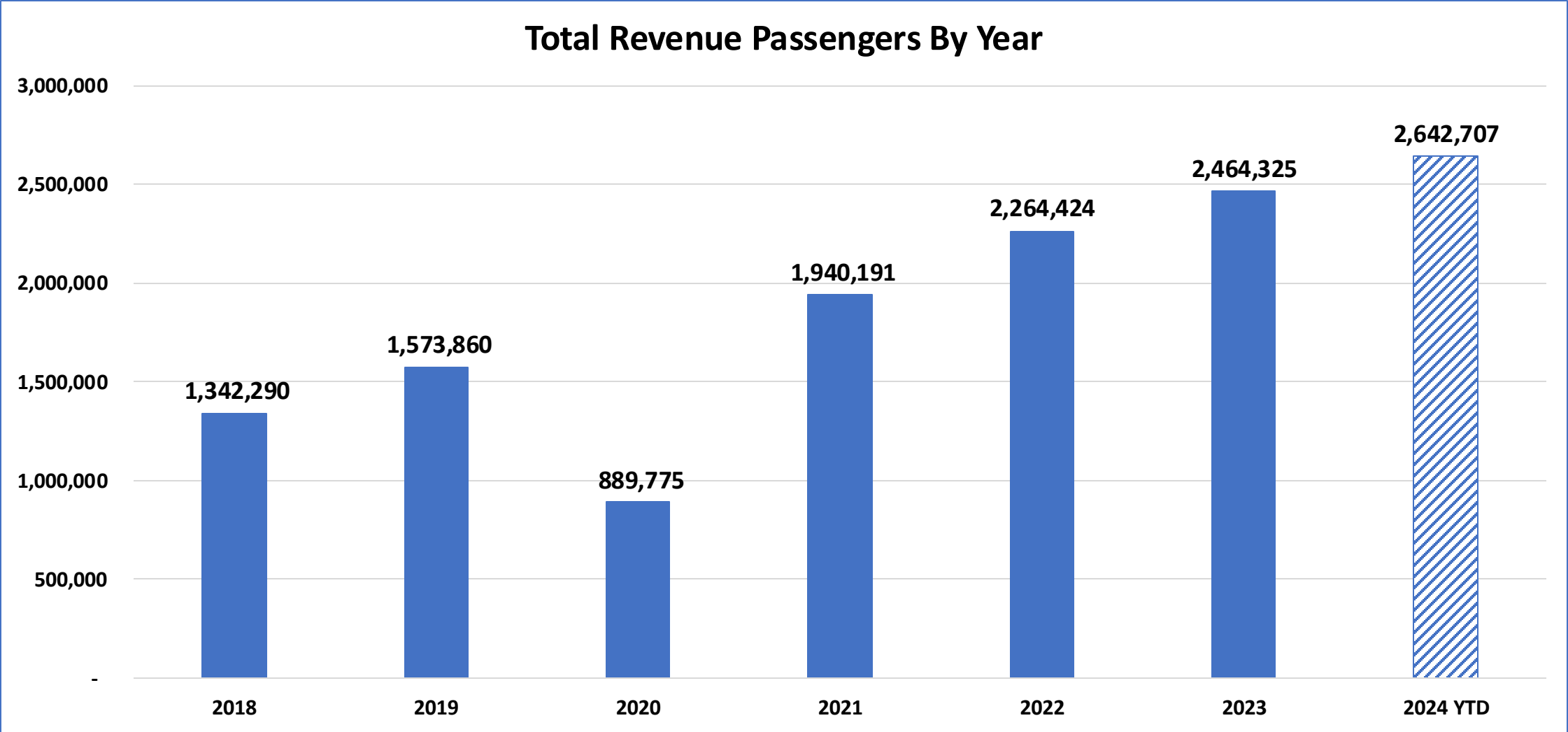


BOZEMAN YELLOWSTONE INTERNATIONAL AIRPORT - TOTAL PASSENGERS YEAR-TO-DATE



Total Revenue Passengers					
<u>Month</u>	<u>2024</u>	<u>2023</u>	<u>% Change vs. 2023</u>	<u>2022</u>	<u>% Change vs. 2022</u>
January	184,239	182,309	1.1%	167,043	10.3%
February	192,315	188,040	2.3%	171,096	12.4%
March	226,724	212,084	6.9%	206,216	9.9%
April	148,434	144,862	2.5%	140,031	6.0%
May	190,101	173,251	9.7%	165,145	15.1%
June	285,722	248,492	15.0%	225,410	26.8%
July	322,732	286,163	12.8%	256,234	26.0%
August	314,279	281,444	11.7%	254,445	23.5%
September	249,773	234,589	6.5%	203,844	22.5%
October	189,550	185,605	2.1%	167,851	12.9%
November	137,744	142,205	-3.1%	132,939	3.6%
December	201,094	185,281	8.5%	174,170	15.5%
Year-to-Date	2,642,707	2,464,325	7.2%	2,264,424	16.7%
Total	2,642,707	2,464,325		2,264,424	

BOZEMAN YELLOWSTONE INTERNATIONAL AIRPORT - YEARLY TOTAL PASSENGERS



(Jan-Dec 2024)

AIRDNA DATA

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AIRDNA SHORT TERM RENTAL (INCLUDES AIRBNB & VRBO LISTINGS) DEFINITIONS

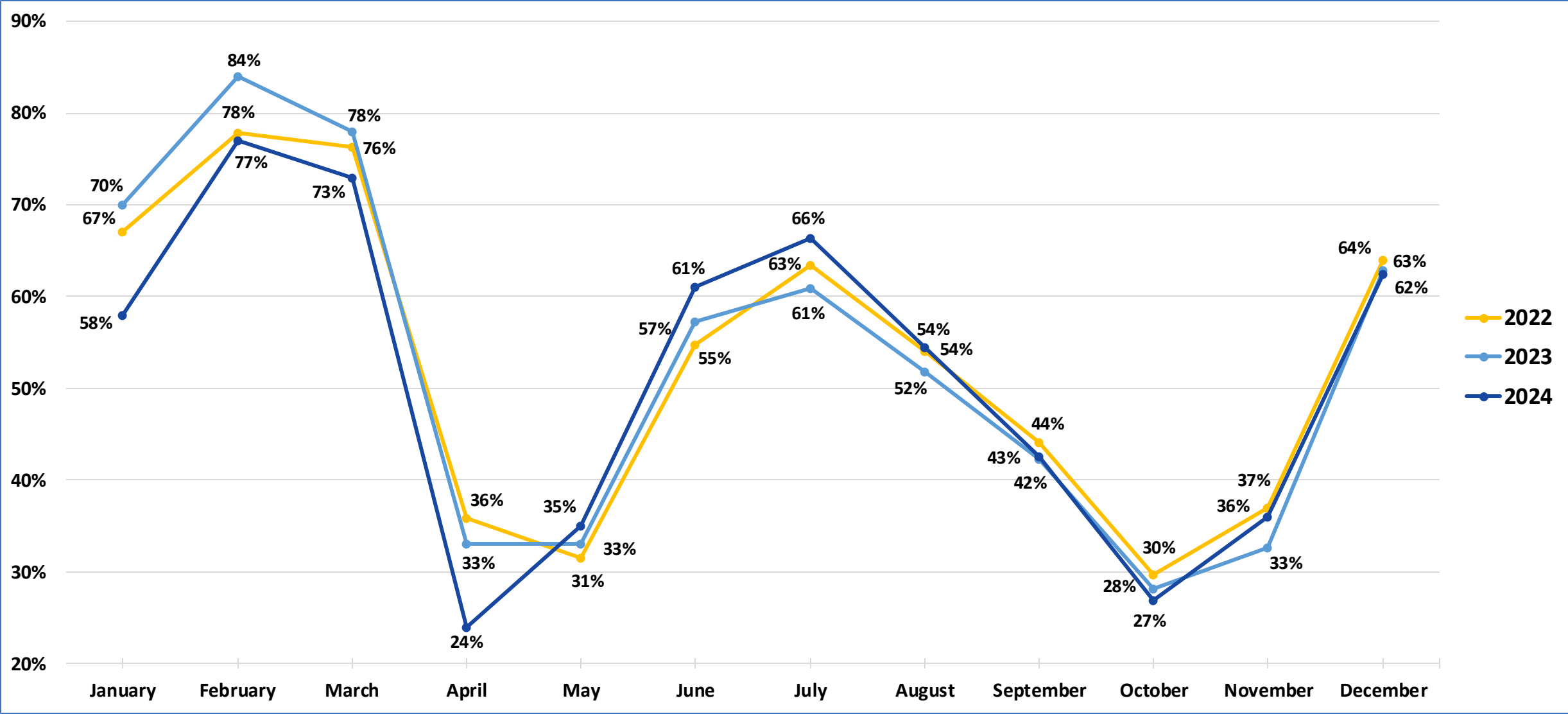


Definitions (provided by AirDNA)

- **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 ($ADR = \text{Total Revenue} / \text{Booked Nights}$).
- **Booked Listings** – Total number of listings that had at least one reservation during the reporting period.
- **Demand (Nights)** – Total number of Booked Nights during the reporting period.
- **Entire Place** – Type of listing in which guests have the whole home to themselves. This usually includes a bedroom, a bathroom, and a kitchen.
- **Hotel Comparable Listings** – Studio and one-bedroom Entire Home vacation rentals. AirDNA believes these are the type of listings most likely to compete directly with hotels.
- **LTM** – Last Twelve Months
- **Occupancy Rate** – $\text{Occupancy Rate} = \text{Total Booked Days} / (\text{Total Booked Days} + \text{Total Available Days})$. Calculation only includes vacation rentals with at least one Booked Night.
- **Private Room** – Type of listing in which guests have their own private room for sleeping. Other areas could be shared.
- **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** – $\text{Revenue Per Available Rental} = ADR * \text{Occupancy Rate}$
- **Shared Room** – Type of listing in which guests sleep in a bedroom or a common area that could be shared with others.
- **Supply (Nights)** – Total number of Available Nights and Booked Nights from Active Listings.

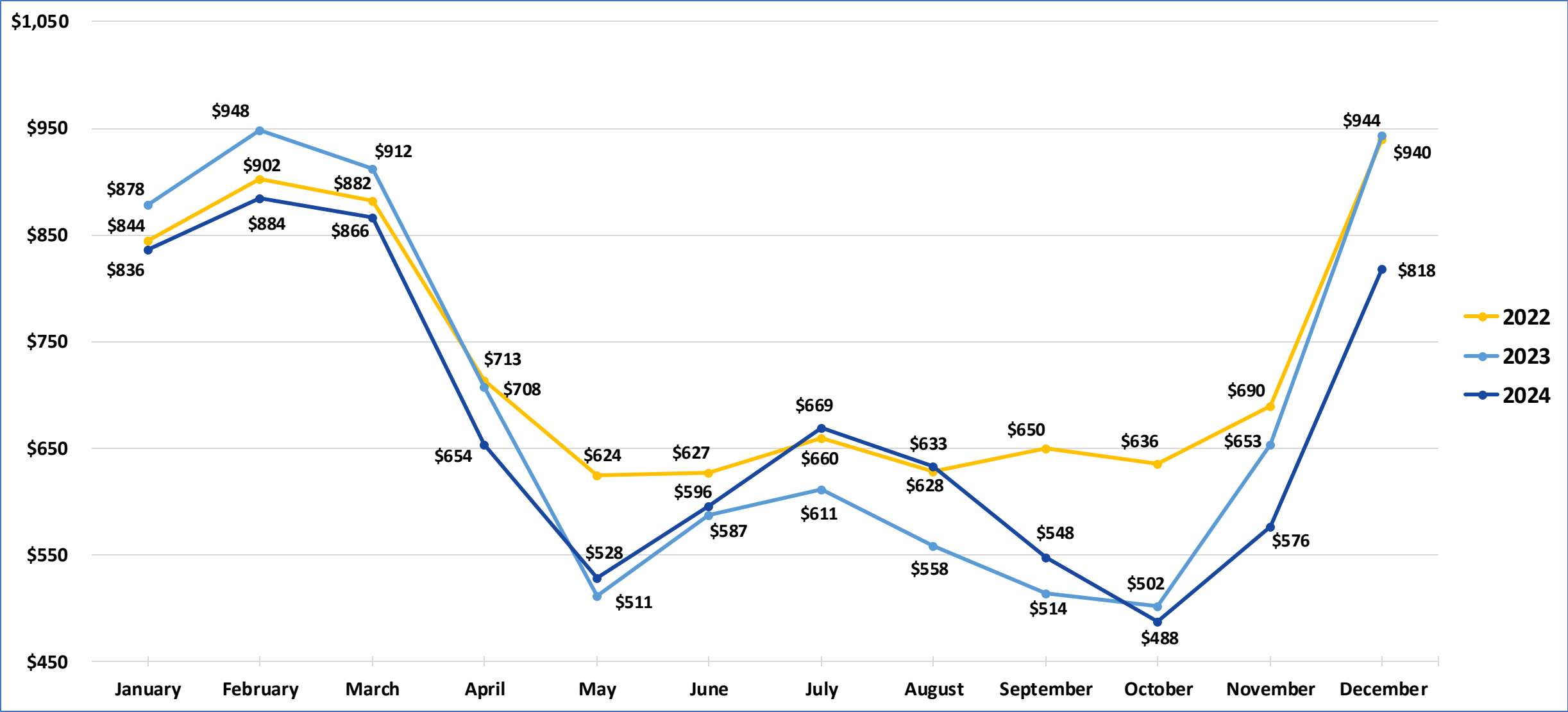
AIRDNA – OCCUPANCY (%) BY MONTH

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Source: AirDNA (Includes Airbnb and Vrbo data)

AIRDNA – AVERAGE DAILY RATE (\$) BY MONTH



Source: AirDNA (Includes Airbnb and Vrbo data)

KEY DATA DATA



KEY DATA DIRECT SOURCE LODGING PARTNERS

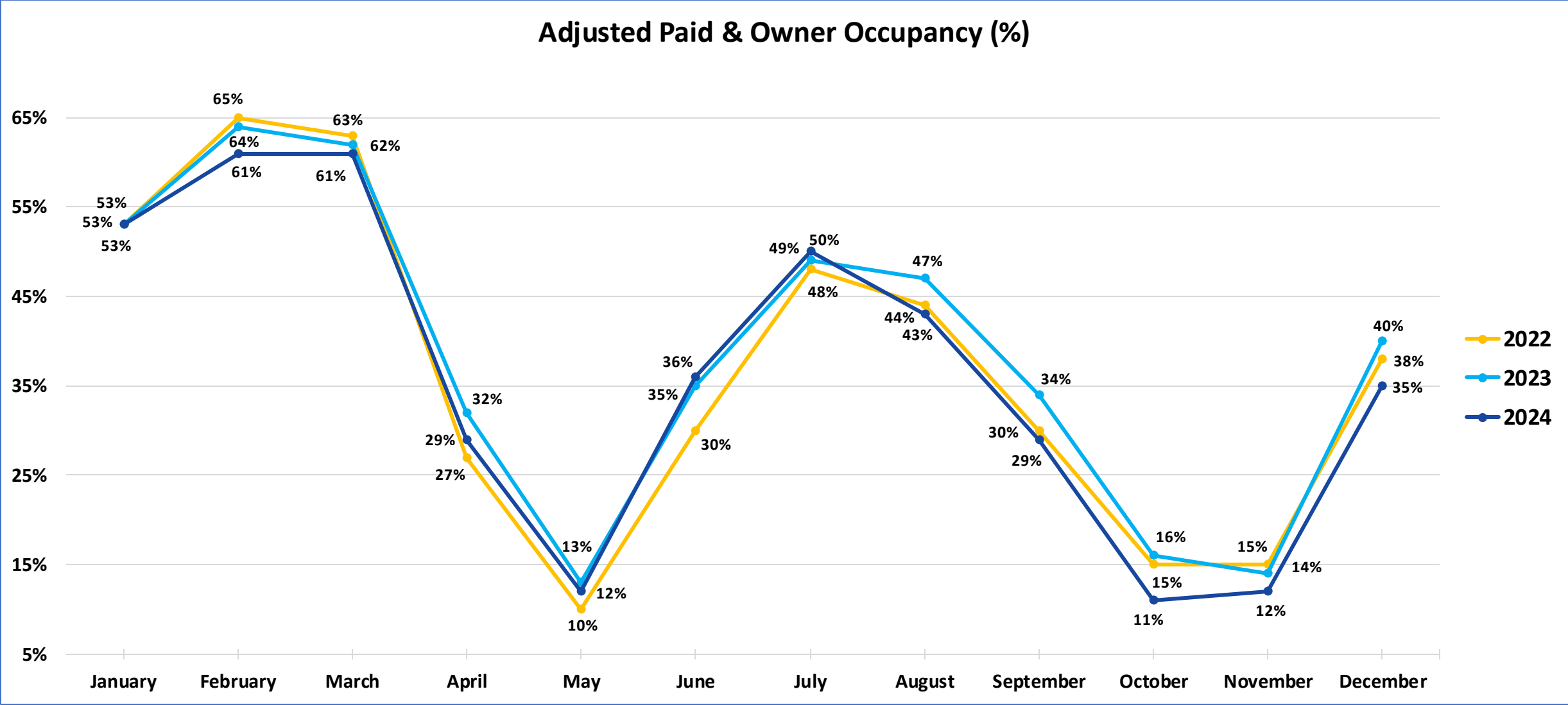


- Key Data currently partners with 12 Big Sky property management companies and hotels.
 - In total, this represents ~1,564 rental units in the Big Sky area.
 - All figures in the following slides are taken exclusively from the following 12 property management companies and hotels:
 - Alpine Property Management, Big Sky Luxury Vacations, Big Sky Resort, Big Sky Vacation Rentals, EVOLVE, Private, Montage Big Sky, Moonlight Basin, Natural Retreats, Stay Montana, Two Pines, and Vacasa.
- We hope to add additional property management companies to the platform in the future, which will improve data quality and increase the total rental unit count.

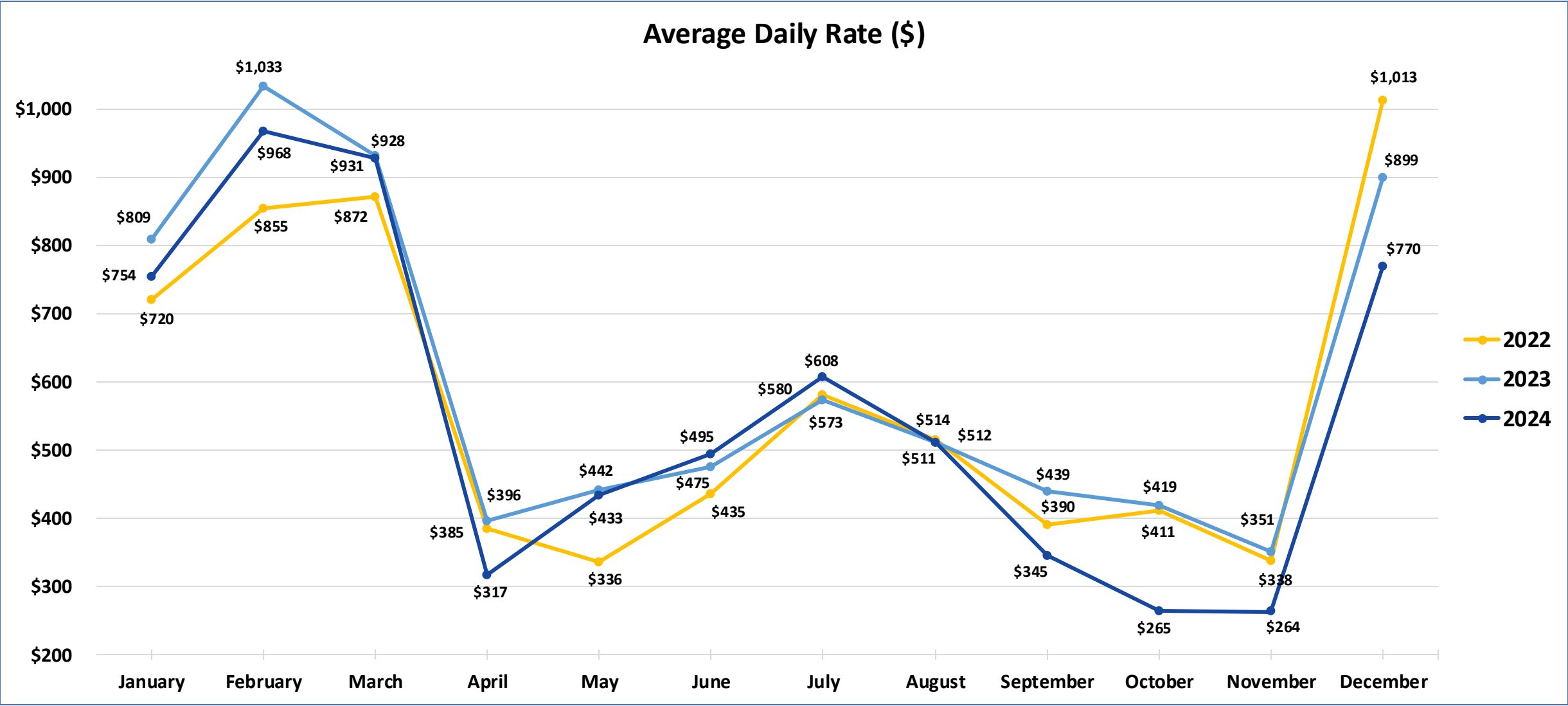
KEY DATA DIRECT SOURCE DEFINITIONS

- **Average Daily Rate (ADR)** - The average Unit Revenue paid by guests for all the Nights Sold in a given period. ADR, along with the property's Occupancy, are the foundations for the property's financial performance.
 - = Total Unit Revenue / Nights Sold
- **Adjusted Paid & Owner Occupancy** - The percentage of nights occupied by guests and owners out of the Total Nights minus hold nights in the period.
 - = (Nights Sold + Owner Nights) / (Total Nights - Hold Nights)
- **Adjusted Revenue Per Available Room (RevPAR)** - A critical KPI for measuring revenue performance, RevPAR takes into account both the average rate at which you booked the property (ADR) and the number of nights it was booked (Occupancy). This provides a better indicator of overall performance when compared to looking at the ADR or the Occupancy alone.
 - = Occupancy x ADR (or) Total Unit Revenue / Nights Available in a given period
- **Average Revenue (Nightly)** - The amount charged to guests, excluding taxes. The total property revenue generated directly from the property rental, including any mandatory, non-discretionary or other charges automatically added to a guest account in which a guest has no ability to “opt-out.”

KEY DATA – OCCUPANCY (%) BY MONTH



KEY DATA – AVERAGE DAILY RATE (\$) BY MONTH



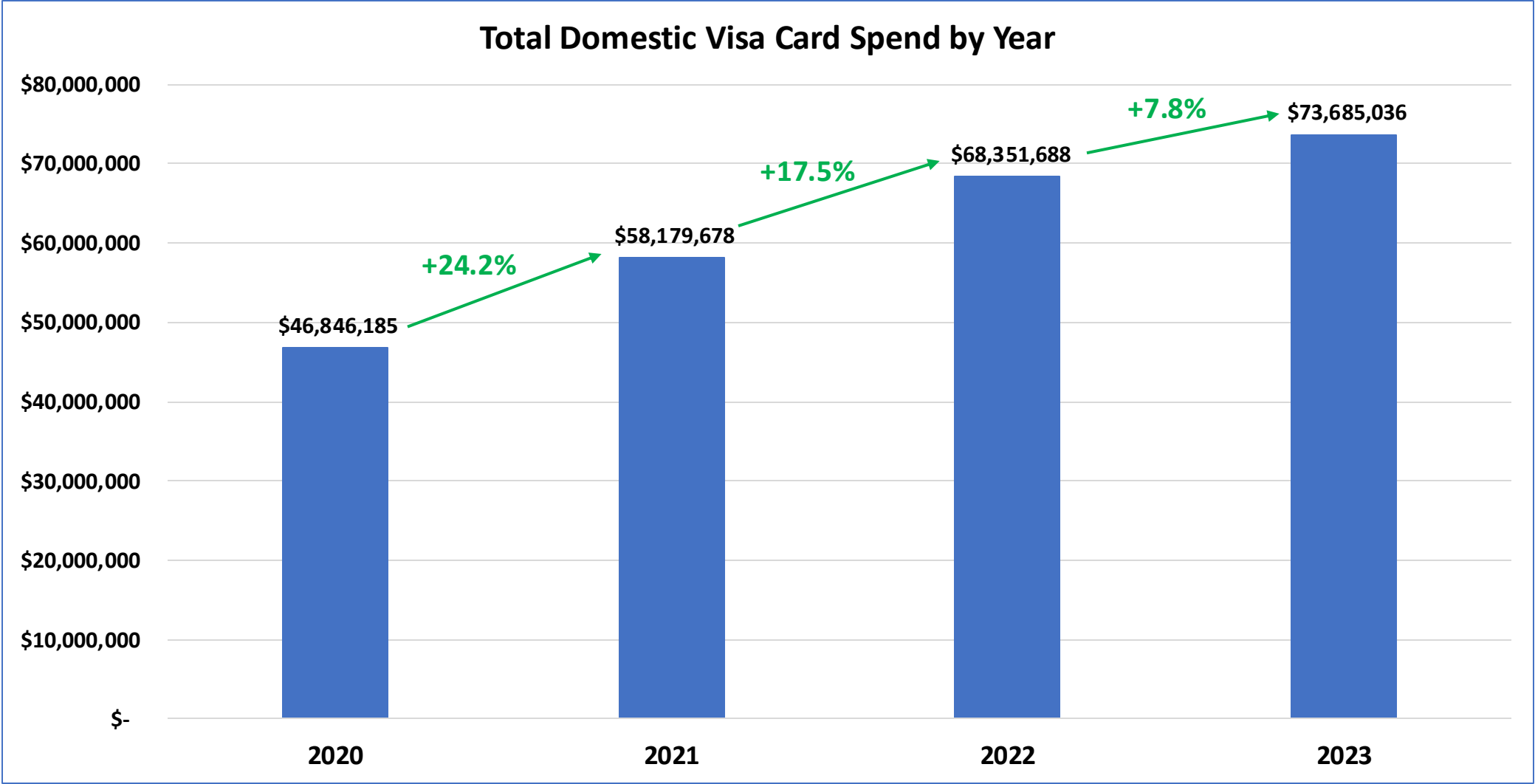
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VISA DESTINATION INSIGHTS

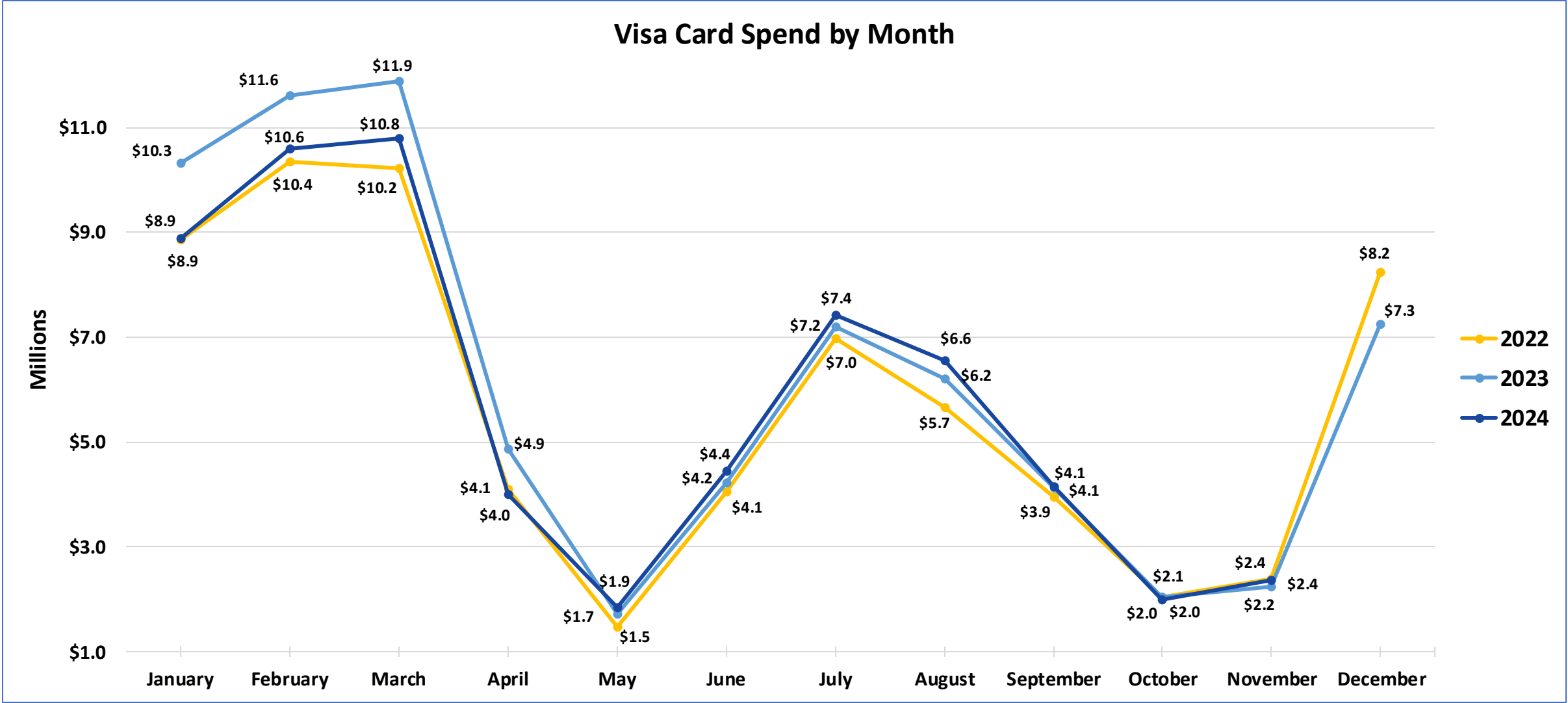


VISA VUE – TOTAL DOMESTIC VISA CARD SPEND

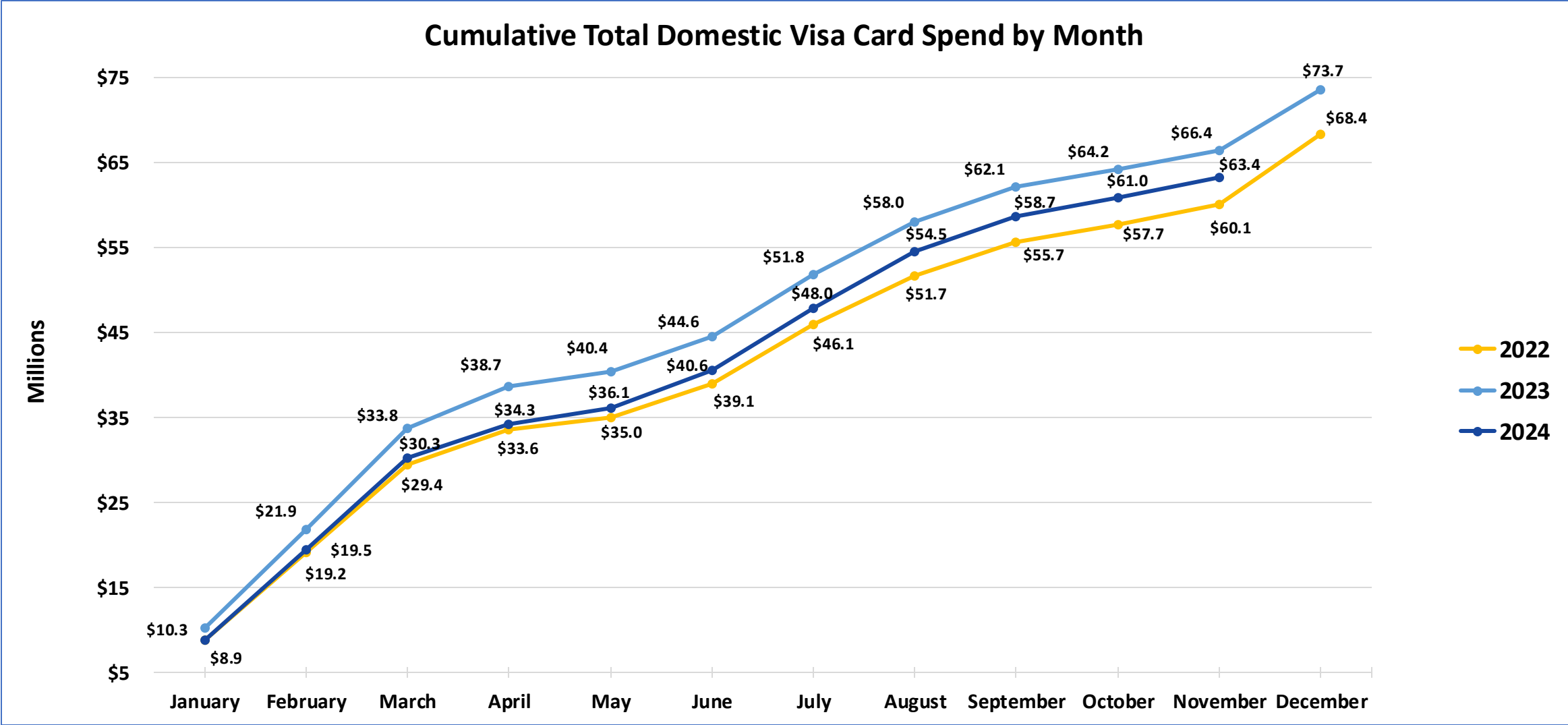
DATA BY YEAR



VISA VUE – TOTAL DOMESTIC VISA CARD SPEND DATA (Spend by Month)



VISA VUE – TOTAL DOMESTIC VISA CARD SPEND DATA (Cumulative Spend by Month)

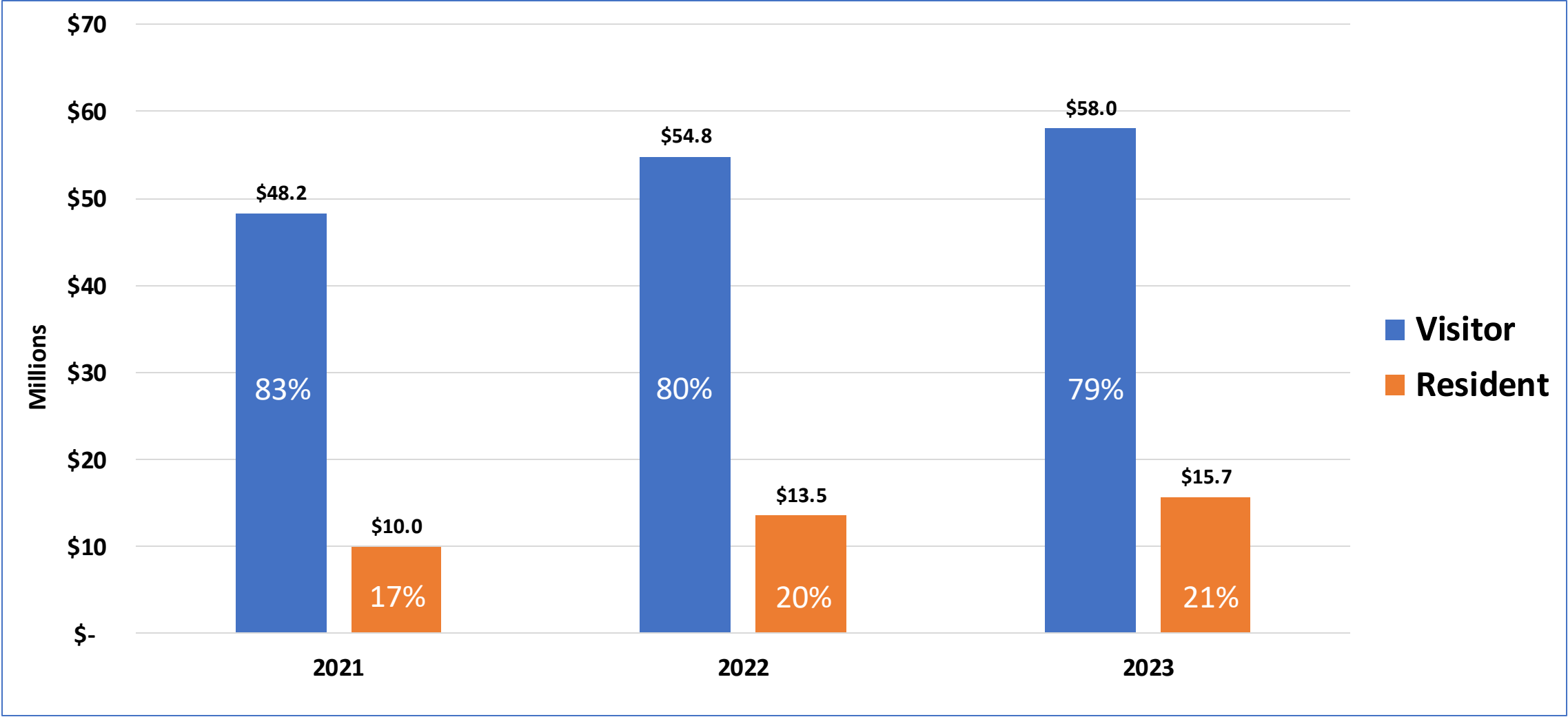


VISA VUE – 2024 YEAR-TO-DATE VISA CARD SPEND DATA - Spend by Market 2024 YTD (January-November)



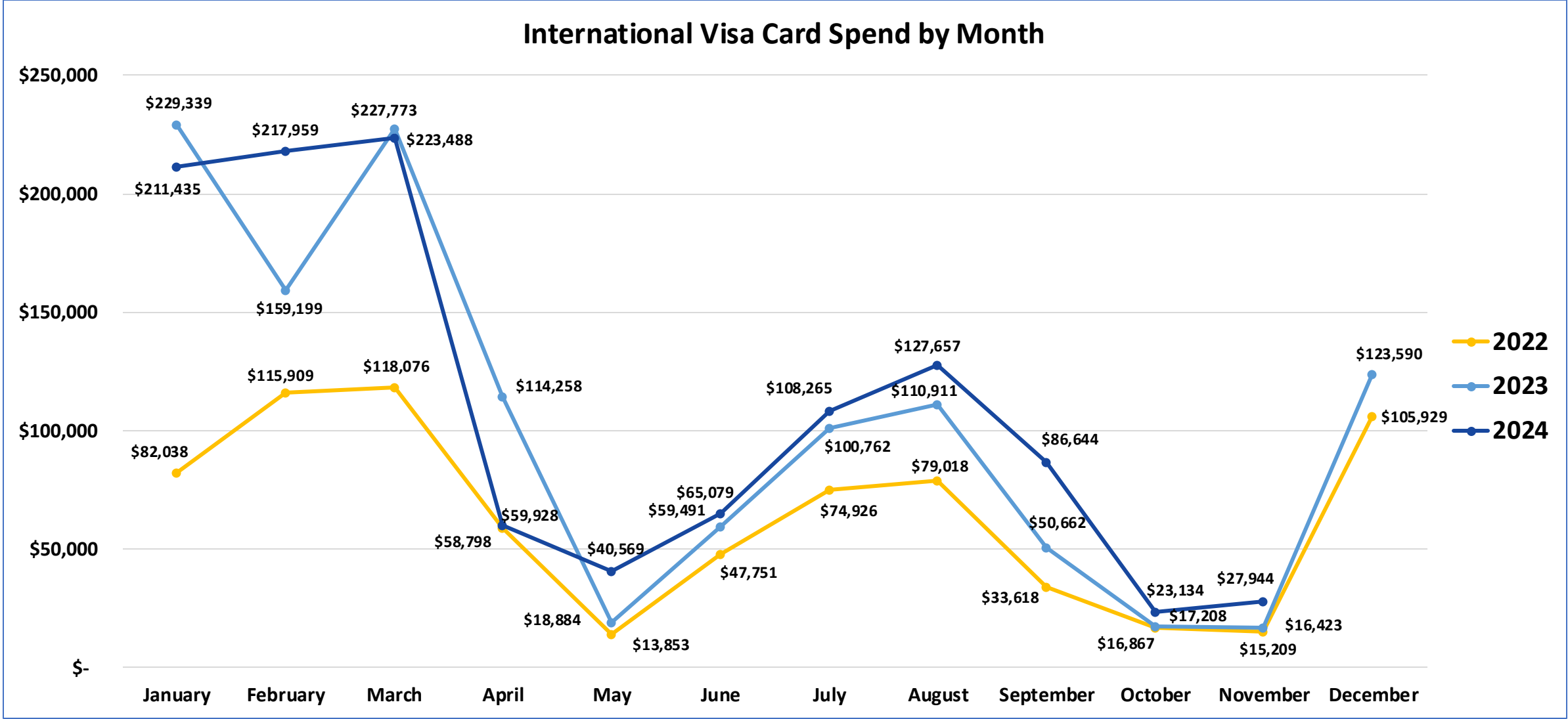
Rank	Market	Total Spend	YoY Change %	Card Count	YoY Change %
1	Bozeman, MT	\$21,034,005	0%	49,412	+1%
2	New York-Newark-Jersey City, NY-NJ-PA	\$2,702,563	-2%	8,935	+9%
3	Chicago-Naperville-Elgin, IL-IN-WI	\$2,020,758	+3%	5,602	+6%
4	Los Angeles-Long Beach-Anaheim, CA	\$1,851,831	-9%	6,613	+2%
5	San Francisco-Oakland-Berkeley, CA	\$1,228,441	+2%	4,098	-1%
6	Seattle-Tacoma-Bellevue, WA	\$1,197,489	-19%	5,321	-8%
7	Boston-Cambridge-Newton, MA-NH	\$1,124,285	-11%	3,702	-10%
8	Minneapolis-St. Paul-Bloomington, MN-WI	\$1,053,851	-9%	7,351	+60%
9	Denver-Aurora-Lakewood, CO	\$1,041,202	-13%	5,297	-9%
10	Houston-The Woodlands-Sugarland, TX	\$959,061	-2%	2,991	+14%

VISA CARD SPEND ANALYSIS BY YEAR: TOTAL ANNUAL SPEND - VISITORS VS. RESIDENTS



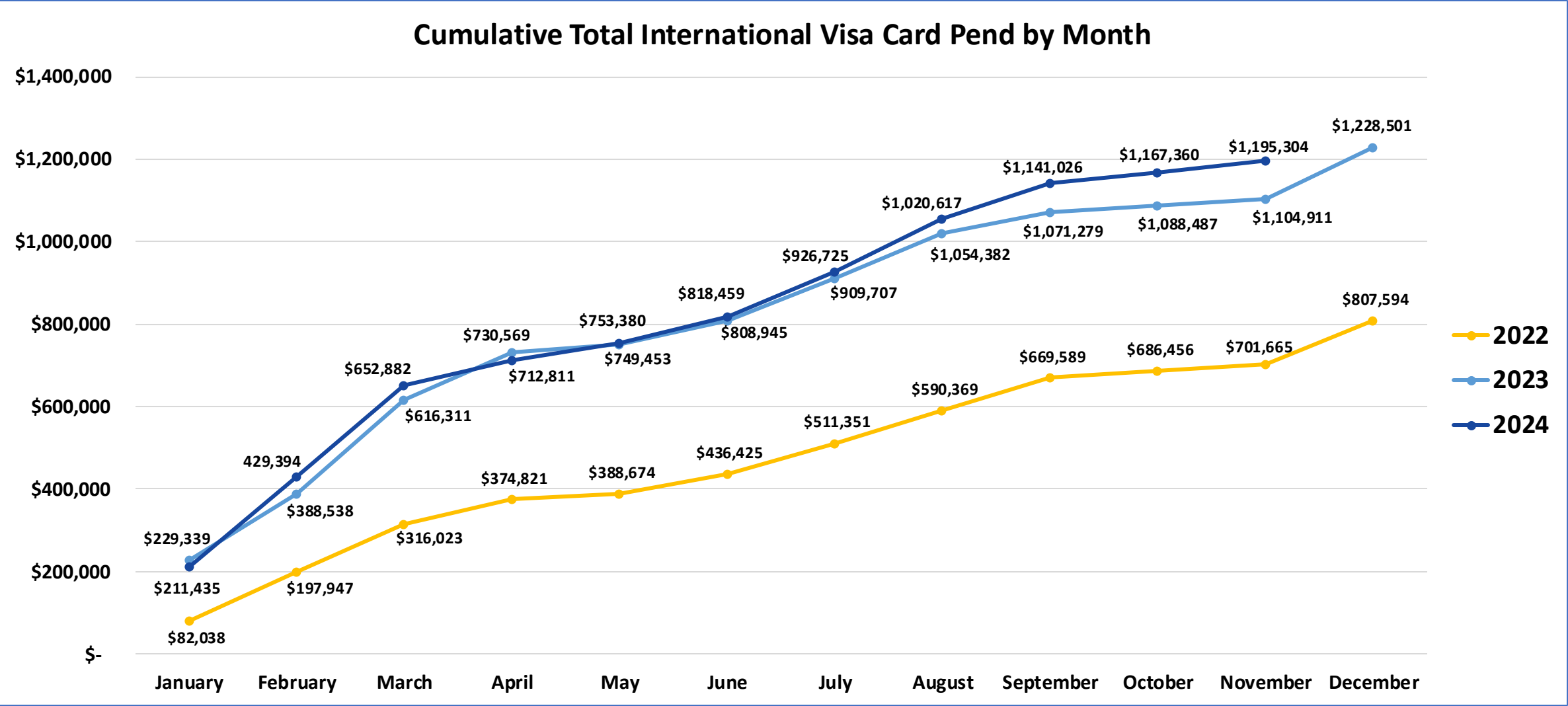
VISA VUE – TOTAL INTERNATIONAL VISA CARD SPEND DATA (Spend by Month)

International Visa Card Spend by Month



Source: Visa Destination Insights

VISA VUE – TOTAL INTERNATIONAL VISA CARD SPEND DATA (Cumulative Spend by Month)



VISA VUE – 2024 YEAR-TO-DATE VISA CARD SPEND
DATA - Spend by International Market 2024 YTD (January-November)

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Rank	Market	Total Spend	YoY Change %	Card Count	YoY Change %
1	Canada	\$479,545	+12%	1,920	+17%
2	Australia	\$125,474	-26%	367	-2%
3	United Kingdom	\$75,467	-1%	315	+30%
4	Mexico	\$59,905	+10%	200	+26%
5	New Zealand	\$44,373	+14%	133	0%
6	Germany	\$42,001	+26%	161	+29%
7	Puerto Rico	\$29,940	-15%	44	-30%
8	China (mainland)	\$28,957	+10%	125	+52%
9	Switzerland	\$27,332	+53%	69	+35%
10	Brazil	\$18,335	+102%	51	+76%

**CONSUMER
SENTIMENT DATA**

**LONGWOODS
INTERNATIONAL**



TRAVEL SENTIMENT STUDY WAVE 92

*Survey fielded January 8, 2025; US National Sample of 1,000 adults 18+

Travel Demand Stays Steady in the New Year



■ Have Travel Plans ■ No Travel Plans

A significant **90%** of American travelers have travel plans within the **next six months**, indicating a strong demand for travel and a potential surge in tourism-related activities.

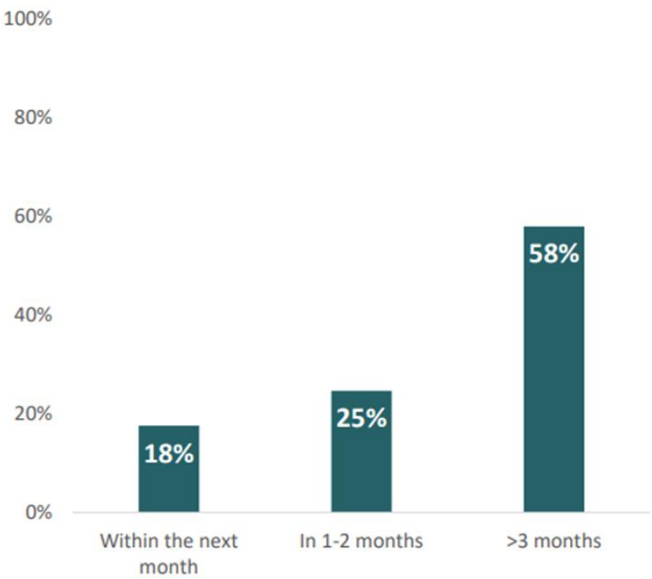
Source: Longwoods International ATS Wave 92
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

TRAVEL SENTIMENT STUDY WAVE 92

*Survey fielded January 8, 2025; US National Sample of 1,000 adults 18+

Majority of Respondents Are Planning Ahead for Spring & Summer Travel

When is your next trip?



The data shows that **42% of respondents** have travel plans within the next two months, while **58% are planning trips more than three months out**. This indicates that the majority of travelers are looking further ahead, with many already preparing for their spring and summer travel plans.

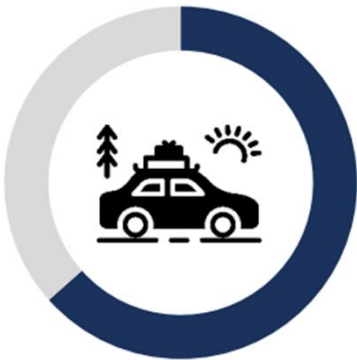
Source: Longwoods International ATS Wave 92
Percentages are based only on respondents who are confirmed travelers and have confirmed future travel plans

TRAVEL SENTIMENT STUDY WAVE 92

*Survey fielded January 8, 2025; US National Sample of 1,000 adults 18+

While Most Travelers Stay Domestic, 9% Are Heading Abroad Next

What is the next trip you plan to take?



63%
Domestic Road Trip



28%
Domestic Air Travel

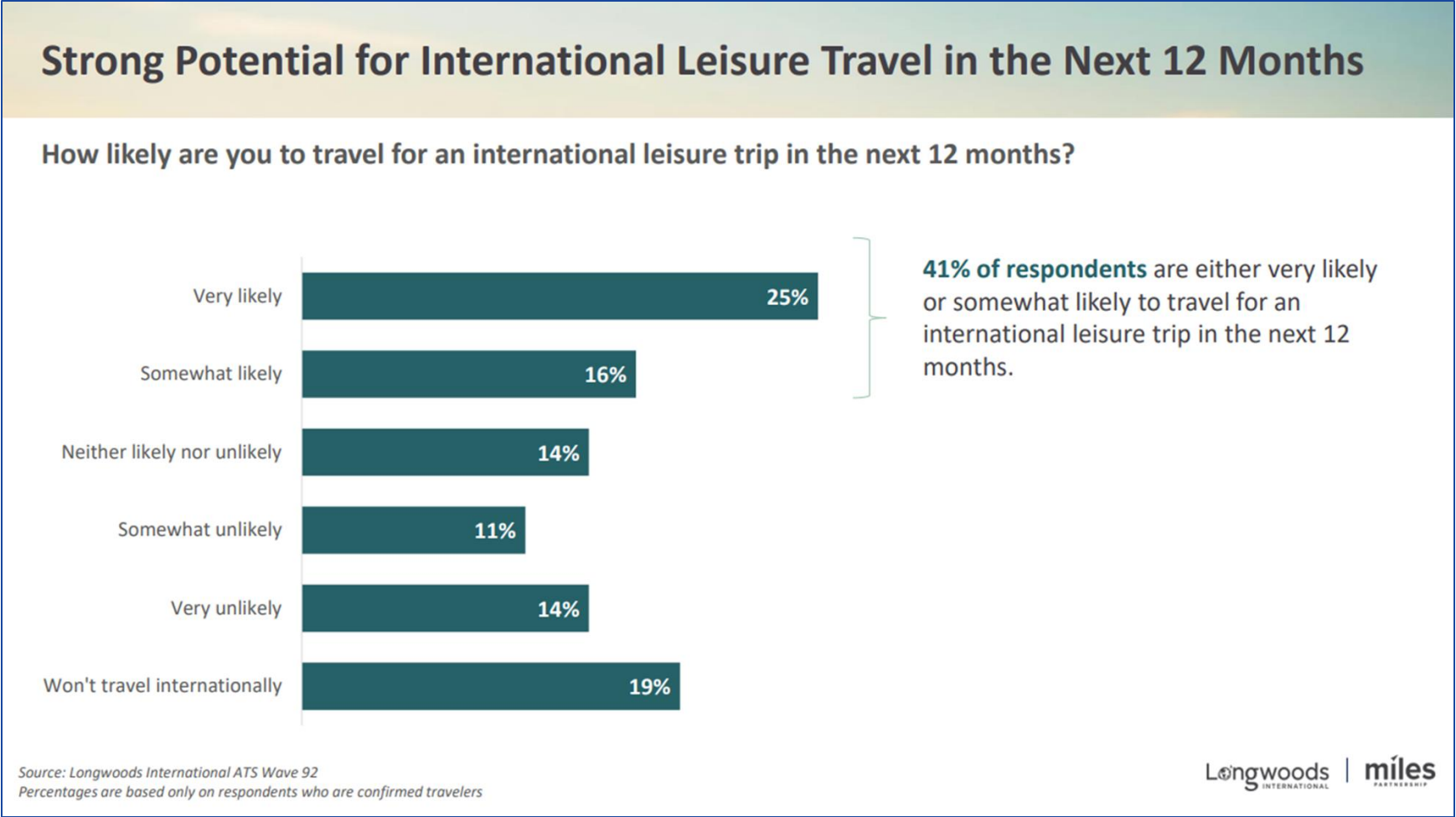


9%
International Travel

Source: Longwoods International ATS Wave 92
Percentages are based only on respondents who are confirmed travelers and have confirmed future travel plans

TRAVEL SENTIMENT STUDY WAVE 92

*Survey fielded January 8, 2025; US National Sample of 1,000 adults 18+



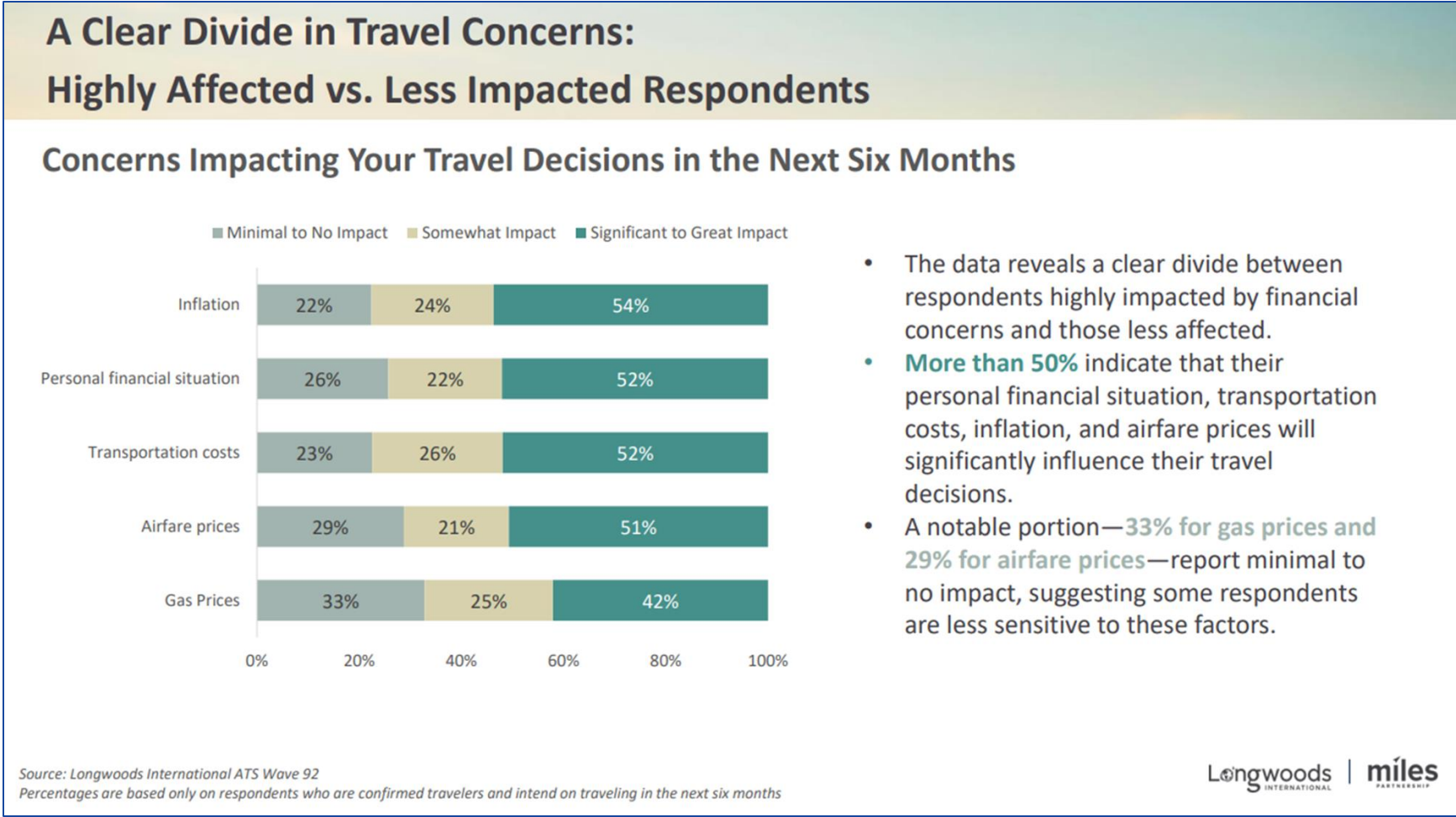
TRAVEL SENTIMENT STUDY WAVE 92

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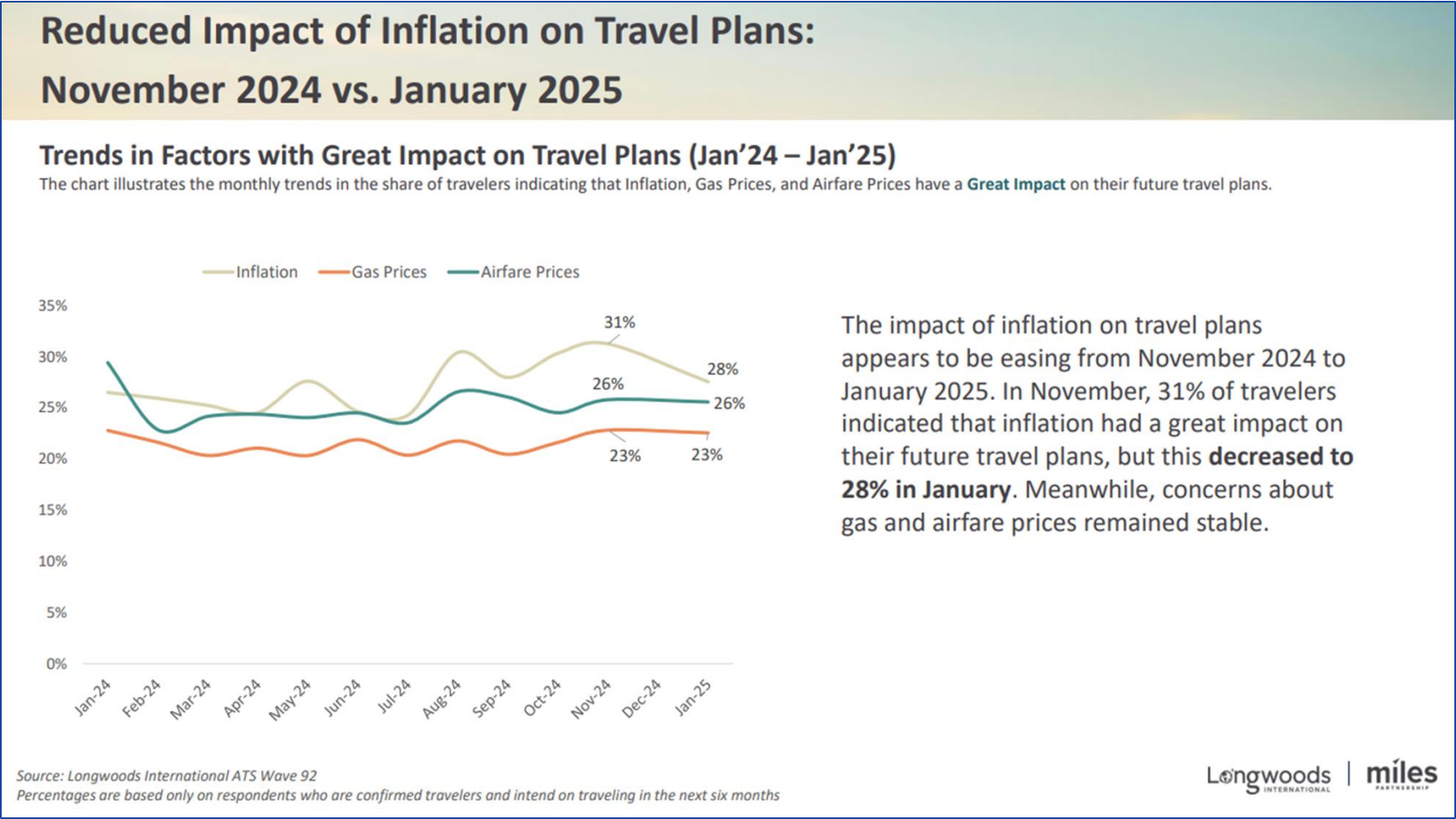
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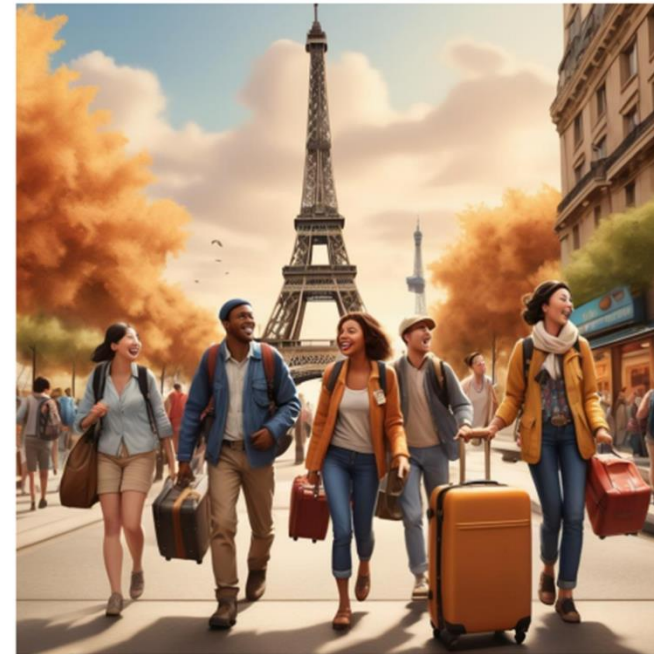
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American National Travel Sentiment Wave 92 Highlights

Key Findings:

“Strong Potential for International Outbound Travel in 2025”

- With the US Dollar maintaining a strong value*, Americans are increasingly looking to international destinations for their upcoming trips. Currently, 9% of American travelers have indicated that their next trip will be international, while 41% are planning to travel internationally within the next year.
- Encouragingly, 46% of those planning international trips have stated that these will be in addition to their domestic travel plans, while others are adjusting their travel schedules.
- Spring and summer vacation planning is already underway, with 58% of respondents indicating they have begun planning their vacations three months in advance.
- Although there has been a 3% decline in the number of travelers concerned that inflation will significantly affect their travel plans, there remains a noticeable divide between those most impacted by economic conditions and others who are less affected.



*Source: tradingeconomics.com

Longwoods | miles
INTERNATIONAL PARTNERSHIP

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