



RESEARCH UPDATE

**FEBRUARY 2025
REVIEW**

Big Sky Travel & Tourism Trends

- 193,217 total revenue passengers traveled through the Bozeman Yellowstone International Airport in February 2025, an increase of 0.5% compared to the same month last year and up 2.8% from February 2023.
 - Year-To-Date (YTD) through February, total passenger count is up 0.9% compared to the same period in 2024.
- Average Occupancy at Airbnb and Vrbo short term rentals in Big Sky rose from 77.5% in February 2024 to 84.3% in February 2025, an increase of 8.6% Year-over-Year (YoY) .
 - Average Daily Rate (ADR) at those same properties also increased significantly, jumping almost \$185 – from \$844 last February to \$1,029 this February.
- Professionally managed short-term rentals reported a decline in Occupancy YoY, falling from 70% Occupancy in February 2024 to 67% in February 2025.
 - Average Daily Rate remained completely flat, landing at \$831 for the month of February in both 2024 and 2025.

U.S. MARKET REVIEW

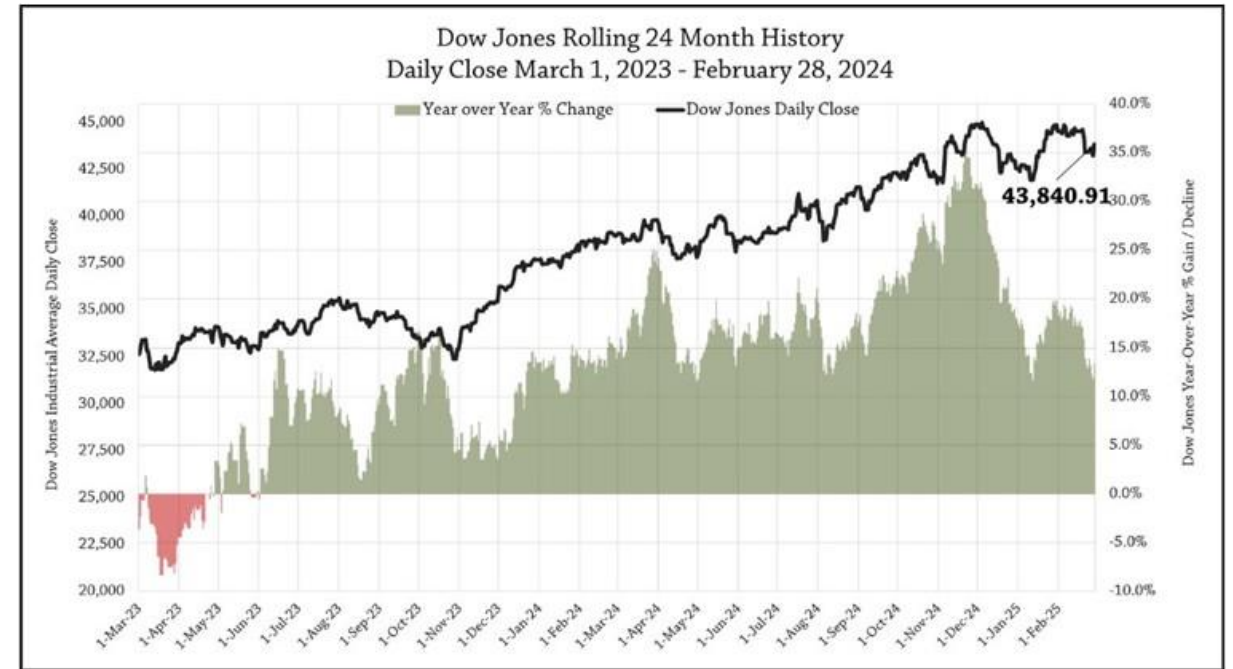
VISIT BIG SKY
^ MONTANA ^



U.S. MARKET REVIEW

The Dow Jones Industrial Average

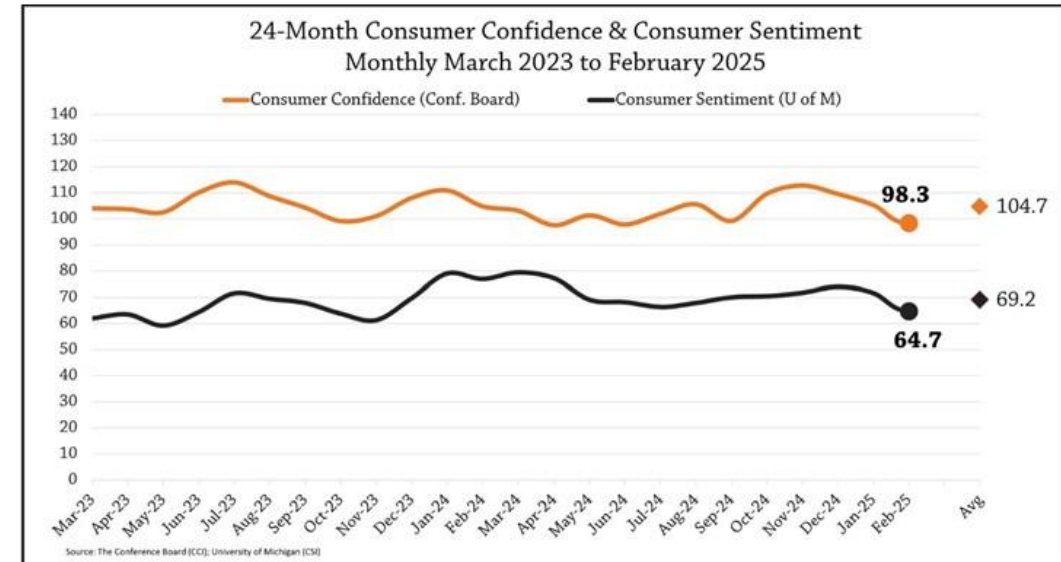
- “The DJIA reversed January’s gains during February, shedding -1.6 percent, or -703.75 points to close at 43,840.9 points. This was the second decline in the last three months, with a new decline over that period of 1,069 points. “
- “Investors were largely responding to weak economic news with respect to inflation and an expectation that the Federal Reserve Bank will not drop interest rates more than one time in 2025.”
- “Consumers, who were beginning to respond positively to economic conditions in the third and fourth quarters of 2024, will view downward pressure on markets as a threat to saving and long-term stability, which continues to manifest in narrow revenue margins at mountain resorts.”



U.S. MARKET REVIEW

The Consumer Confidence Index & Consumer Sentiment Index

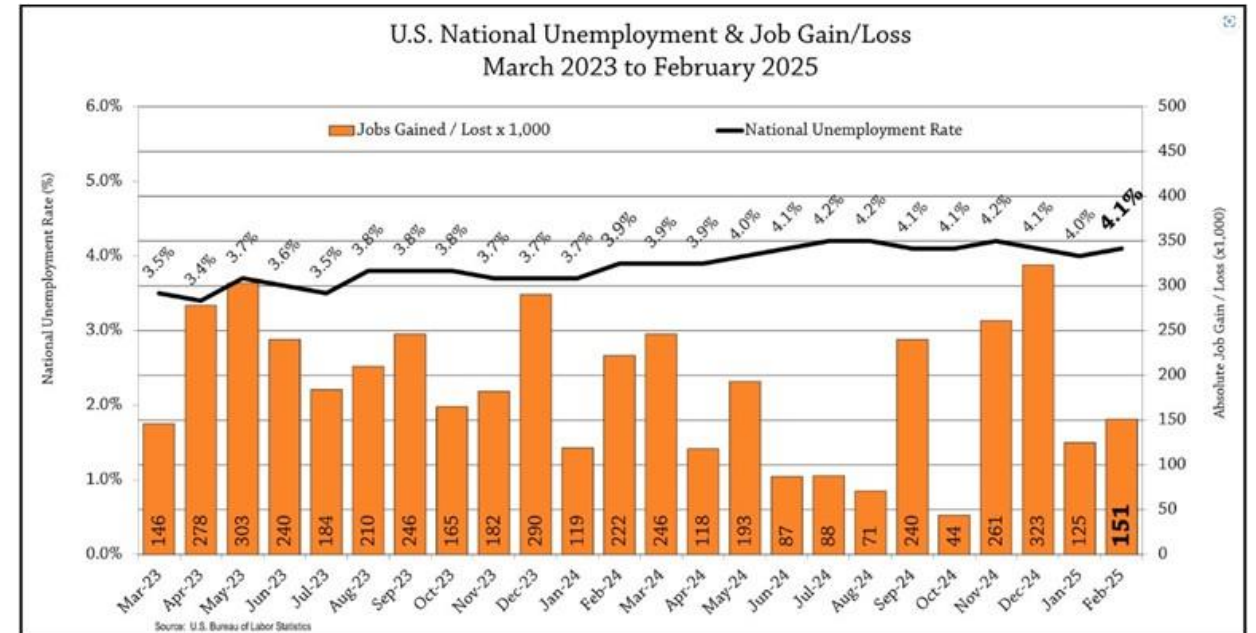
- “The CCI and CSI both declined again in February as consumers had a visceral response to inflation, trade, and domestic policies that are being perceived as economically unsettling.”
- “CCI dropped sharply in February, declining 6.6 percent, or 7.0 points, to finish the month at 98.3 points. This is the index’s first foray below 100 since Sept 2024 and is the largest decline in confidence since the summer surge in covid-19 cases during June 2022. The CCI is currently 6.2 percent, or 6.6 points, below it’s level at this time last year and is now well below its 24-month average or 104.7 points.”
- “The University of Michigan’s CSI performed similarly during the month, also dropping 7.0 points (-9.8%). The CSI is currently down -15.9 percent from Feb 2024 and is now 4.5 points below its 24-month average.”



U.S. MARKET REVIEW

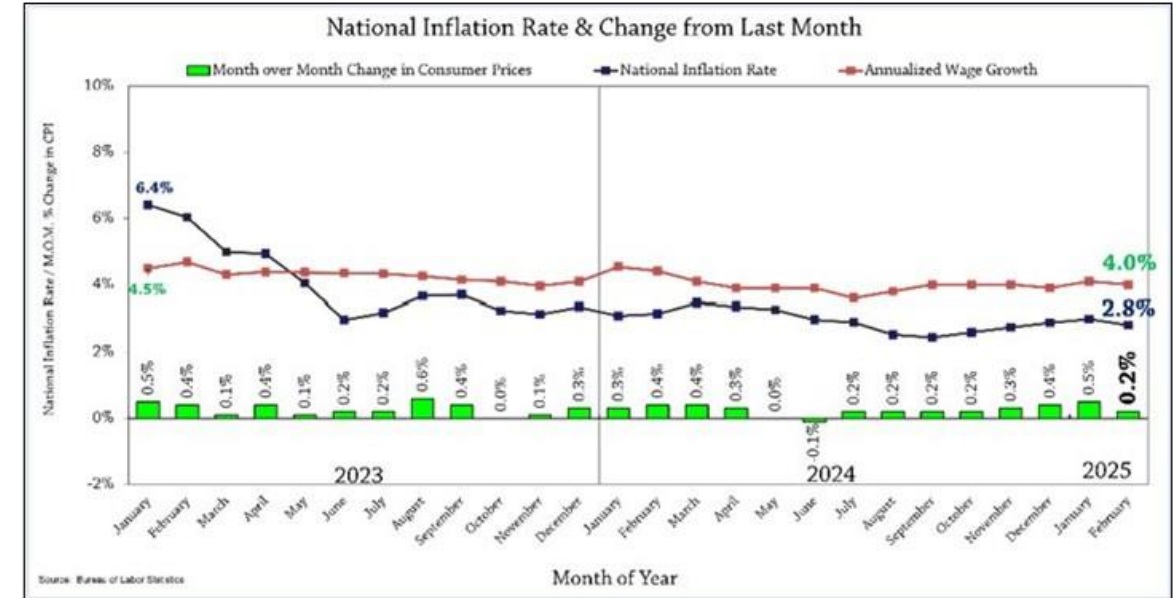
The National Unemployment Rate

- “Unemployment and Jobs were relatively stable in February, with employers adding 151,000 jobs during the month and the unemployment rate was relatively unchanged, inching up to 4.1 percent from 4.0 percent in January. Wages were also up in February, gaining 0.3 percent from January and are up 4.0 percent compared to last year, remaining above the inflation rate.”
- “The Leisure and Hospitality sector shed -16,000 jobs in February, with the Accommodations sub-sector adding a modest 3,700 jobs, while Food Service/Drinking Places lost a sharp -27,500 positions. This is the second month where accommodations have gained slightly while F&B has declined sharply.”



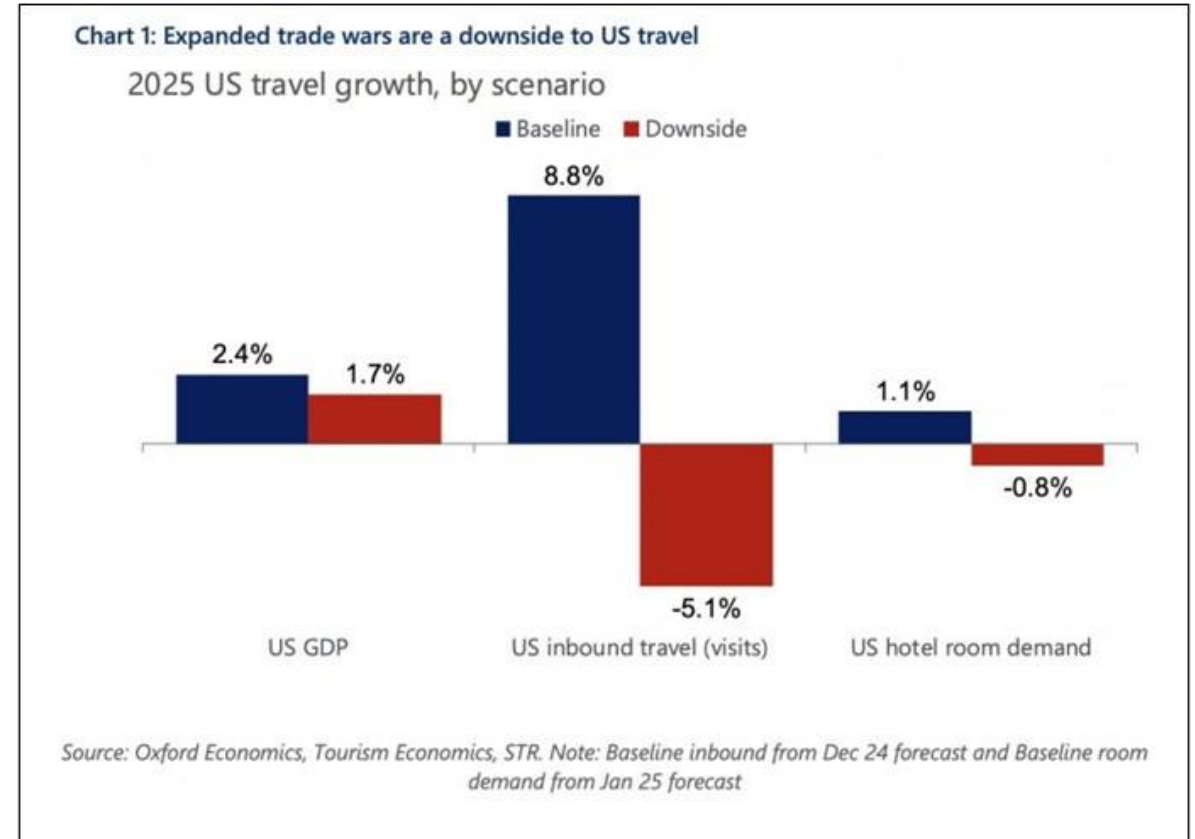
The National Inflation Rate

- “Inflation eased in February from 3.0 to 2.8 percent while prices increased 0.2 percent from January to February. The Consumer Price Index is currently at 319.1 points.”
- “Price changes varied broadly across the consumer spectrum during the month, with consumer staples like eggs and other grocery items getting sharply more expensive while gasoline and airfares dropped, which is good news for the travel industry.”
- “The gap between wage growth and inflation continues to widen with wages not exceeding inflation for 22 months, putting some discretionary dollars in consumers’ pockets.”
- “But the period covered by this month’s report only includes the 10% tariff on Chinese imports and does not include the 25% across-the-board tariffs on Canadian goods, nor the impact of trade partner countermeasures, which are expected in the March report.”



Tourism Economics 2025 Travel Forecast

- “Overall economic conditions are expected to support continued growth in both leisure (+2%) and business travel (+4%) in 2025. However, policy shifts pose substantial risks to the current outlook.”
- “Isolationist policy, restrictive immigration, and nationalist rhetoric stand to negatively impact inbound travel through direct travel restrictions and shifts in sentiment.”
- “This would mirror effects observed during the first Trump administration, which saw visitation declines from Mexico, China, and the Middle East. The current landscape warrants broader concern, including Europe.”



Tourism Economics 2025 Travel Forecast (continued)

- An expanded trade war would negatively impact US travel through three primary channels:
- **Sentiment effects:** Residents of key international markets—including Canada, Mexico, and the EU—may defer travel to the US. Bookings and cancellation data are showing early evidence that this is occurring.
 - Visits from Western Europe—the leading overseas source of overseas visitors to the US—rose 7% in 2024 but was still 10% below 2019 levels. Tariff threats, along with the potential alienation of Europe over Ukraine, threaten to stall further recovery.
 - Trade policy poses similar risks to visits from Asia Pacific—the second largest overseas source of international travel to the US— which grew a robust 22% in 2024 but fell 25% short of the 2019 benchmark.
- **Economic effects:** Slower US economic growth, coupled with recessions in Canada and Mexico if the proposed 25% tariffs take effect, could further constrain travel.
- **Foreign exchange effects:** A stronger US dollar, resulting from tariff-induced economic shifts, would increase travel costs for international visitors, dampening demand.

Tourism Economics 2025 Travel Forecast (continued)

- Under the expanded trade war scenario, GDP growth in 2025 is now projected to slow to 1.5%, down from 2.4% in the baseline scenario. Within the travel sector, the expected impact is significant:
 - International inbound travel to the US is projected to decline by 15.2% compared to baseline projections.
 - Inbound travel spending in 2025 could fall by 12.3%, amounting to a \$22 billion annual loss.
 - Total US travel spending, including both domestic and inbound travel, could be 4.1% lower than baseline expectations, representing a \$72 billion reduction in total travel expenditures.

**2025
International
Inbound**

-15.2%

**2025
International
Travel Spending**

-12.3%
(-\$22 B)

**2025
Total US
Travel Spending**

-4.1%
(-\$72 B)

Short Term Rentals

- “February 2025 continued the short-term rental (STR) market’s steady trajectory, but with notable shifts beneath the surface. While occupancy dipped slightly, -0.8% year-over-year (YOY), it remained within historical February levels, suggesting stability rather than a downturn. Meanwhile, ADR climbed 6.1% YOY, marking another month of strong pricing power across most location types.”
- “However, the biggest story may be what’s ahead. The calendar shift that boosted March demand last year is reversing, leading to flat March pacing but a 7.8% YOY demand surge in April. Meanwhile, Saint Patrick’s Day is shaking up booking trends, with travelers extending their stays into the week rather than concentrating visits over the weekend.”
- “After a surge in new rentals in 2021 and 2022, driven by low interest rates and pent-up demand, short-term rental (STR) supply has been cooling. High interest rates, elevated housing prices, and moderate occupancy levels have slowed listing growth. In February, supply increased by 3.9% year-over-year (YOY), aligning with the steady 4% growth seen over the past three months—an improvement from the September and November 2024 lows of 3.2%.”
- “One of the biggest drivers of slowing supply growth has been the decline—and eventual contraction—of new listings. In September 2024, new listings hit their lowest point, down 20.4% YOY. However, the trend has steadily improved in recent months, with February’s decline narrowing to -5.9%, a significant jump from -13.5% in January.”

Short Term Rentals (continued)

- “When analyzing February’s short-term rental (STR) performance, it’s important to account for the extra day in 2024. With one fewer day this year, growth metrics may appear artificially lower than they actually are.”
- “Even with this adjustment, February’s demand growth was slightly below January’s, though not as much as the raw numbers suggest. Demand increased 1.3% YOY, but adjusting for Leap Day, the true growth rate was 5.0%. Similarly, bookings showed a -0.2% YOY decline, but on an adjusted basis, they actually grew 3.3%.”
- “Some of January’s strong demand may have been influenced by poor snow conditions in early 2024, making year-over-year comparisons easier. Likewise, February appears weaker even after adjustments, largely due to an exceptionally strong February last year.”
- “January saw the first year-over-year occupancy increase in four years, raising questions about whether this momentum would continue. While February’s occupancy technically declined 0.8% YOY, it remained within a narrow historical range of 54.3%–54.8%, effectively creating a four-way tie with February figures from 2019, 2023, and 2024.”
- “It may take time to get a clear picture of annual occupancy trends, especially with the Easter and Spring Break calendar shift reversing this year—potentially impacting peak seasonal demand patterns.”

Short Term Rentals (continued)

- “After a year of slowing average daily rate (ADR) growth, 2024 saw a return to steady gains—a trend that has carried into 2025. In February, ADR increased 6.1% YOY, matching the growth rate of the AirDNA Repeat Rent Index (RRI). While ADR tracks the prices of all listings in a market, RRI looks exclusively at the nightly rates of existing listings. Since new listings can skew the ADR average higher or lower, RRI is a useful metric for tracking long-term pricing power.”
- “This alignment indicates that market-wide price increases were not driven by mix shifts—meaning new STR additions were, on average, priced similarly to existing listings, rather than skewing toward higher or lower rates.”
- “This momentum extends into future pacing trends, where the impact of 2024’s calendar shift is becoming clear. March demand remains flat, reflecting last year’s earlier Easter and Spring Break timing. However, April is set for a strong rebound, with pacing up 7.8% YOY as holiday schedules return to their usual patterns. Beyond April, demand continues to build, tracking 12–15% ahead of last year, signaling strong momentum heading into the peak travel season.”

Short Term Rentals (continued)

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

- Available listings were 1.55 million, up 3.9% YOY
- Total demand (nights) rose 5.0% YOY (+1.3%*)
- Occupancy was 0.8% lower YOY at 54.2%
- Average Daily Rates (ADR) increased 6.1% YOY to \$328.06.
- Revenue per Available Rental (RevPAR) increased 5.2% year-over-year (YOY) to \$177.74

AIRPORT DATA



BOZEMAN YELLOWSTONE INTERNATIONAL AIRPORT NON-STOP DESTINATIONS

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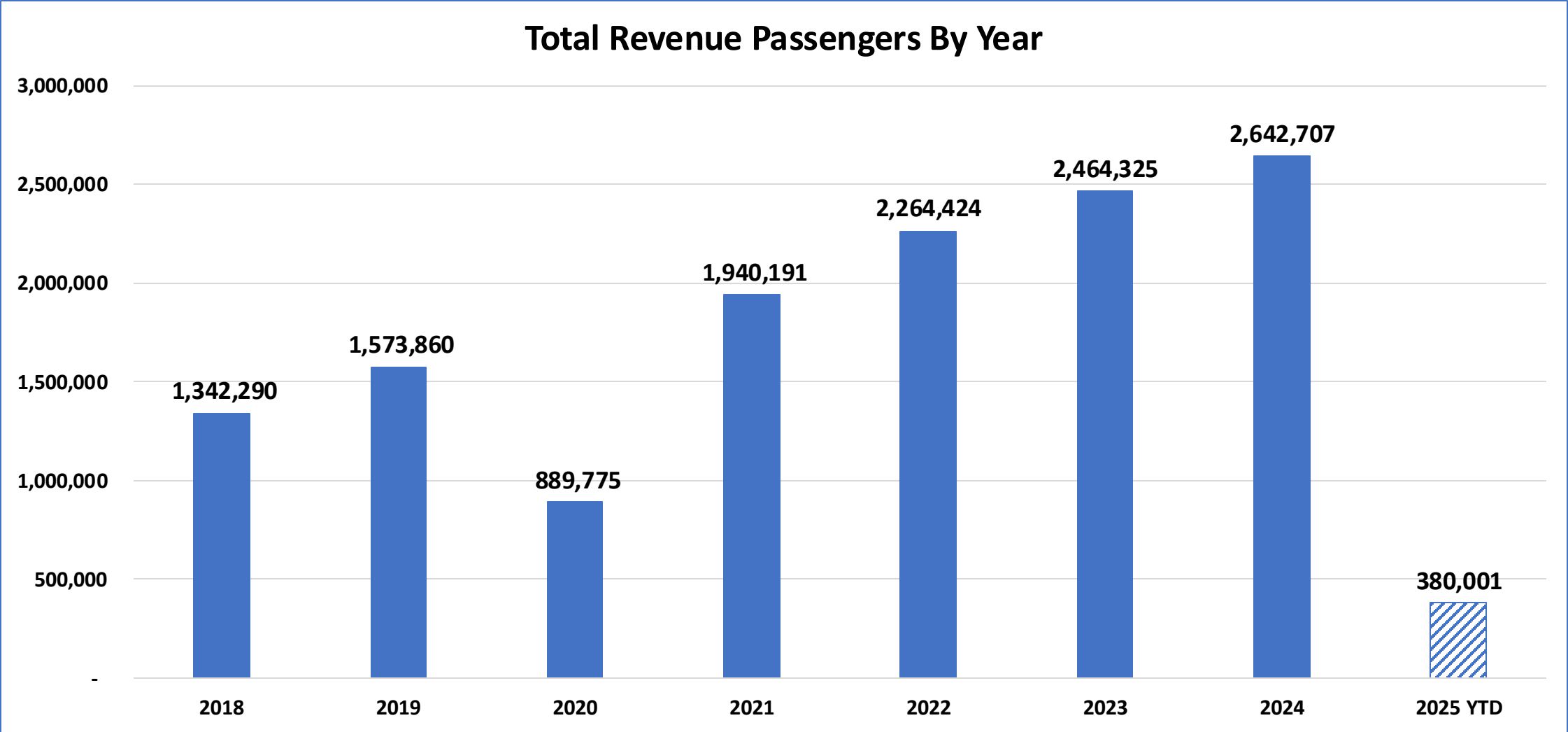
BOZEMAN YELLOWSTONE INTERNATIONAL AIRPORT - TOTAL PASSENGERS YEAR-TO-DATE



Total Revenue Passengers					
Month	2025	2024	% Change vs. 2024	2023	% Change vs. 2023
January	186,784	184,239	1.4%	182,309	2.5%
February	193,217	192,315	0.5%	188,040	2.8%
March		226,724		212,084	
April		148,434		144,862	
May		190,101		173,251	
June		285,722		248,492	
July		322,732		286,163	
August		314,279		281,444	
September		249,773		234,589	
October		189,550		185,605	
November		137,744		142,205	
December		201,094		185,281	
Year-to-Date	380,001	376,554	0.9%	370,349	2.6%
Total		2,642,707		2,464,325	

Source: Bozeman Yellowstone International Airport

BOZEMAN YELLOWSTONE INTERNATIONAL AIRPORT - YEARLY TOTAL PASSENGERS



(Jan-Feb 2024)

AIRDNA DATA

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

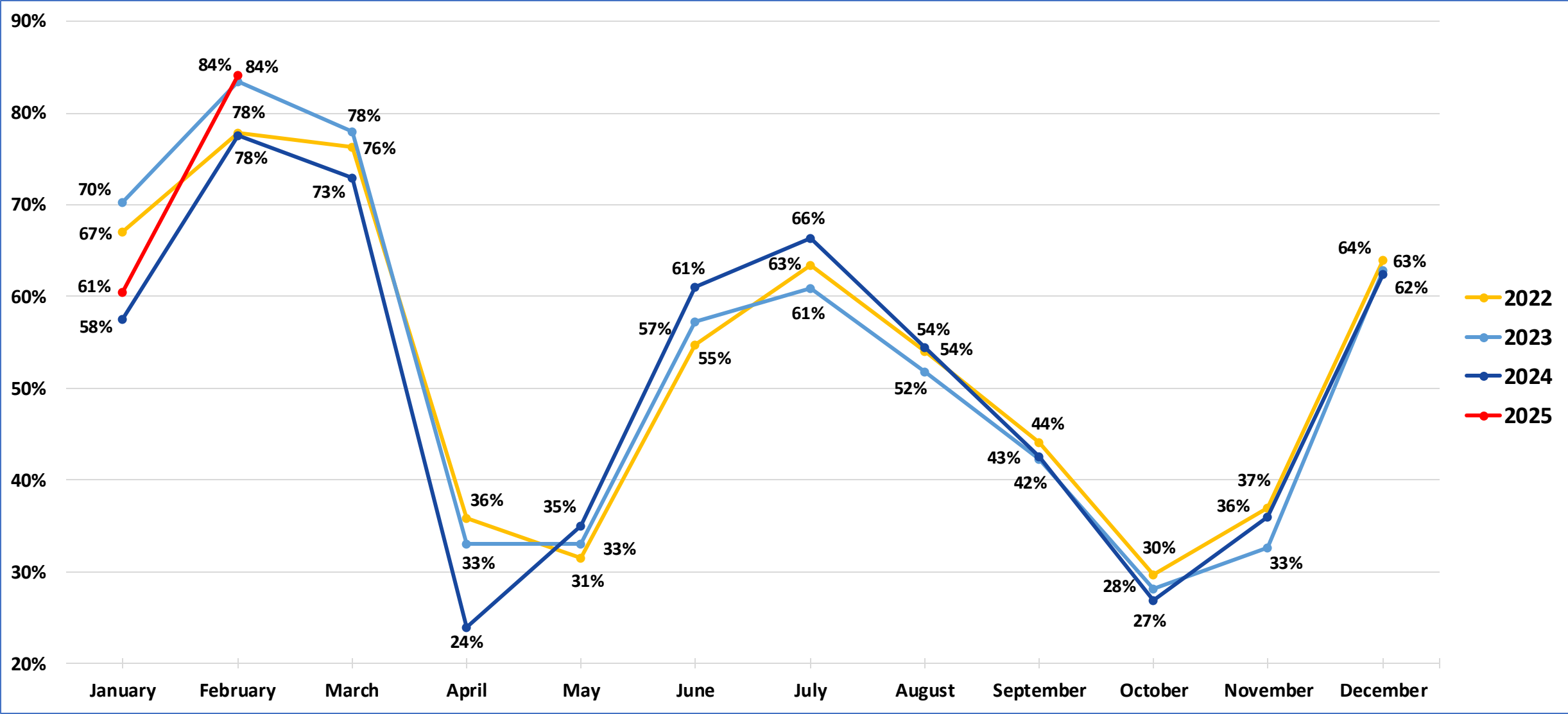


Definitions (provided by AirDNA)

- **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.

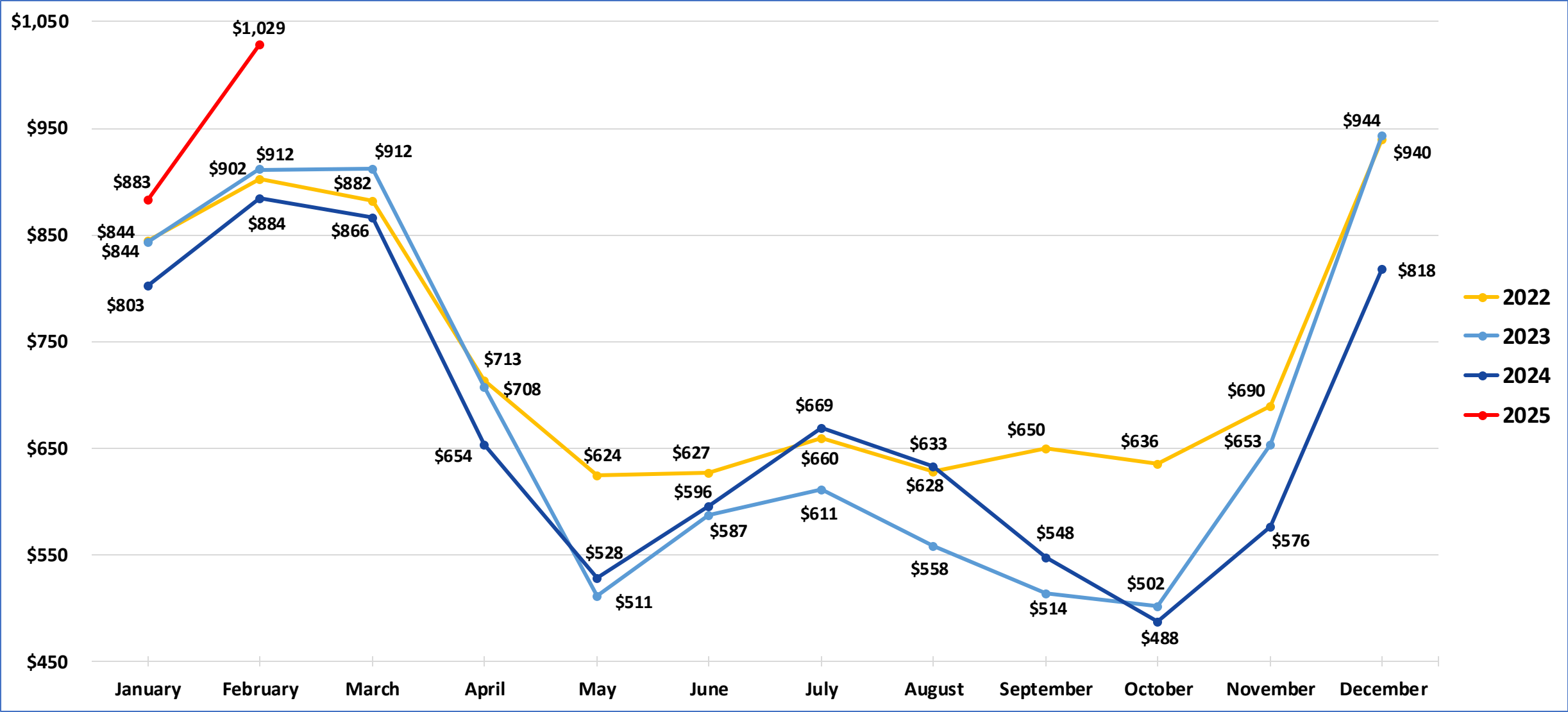
AIRDNA – OCCUPANCY (%) BY MONTH

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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

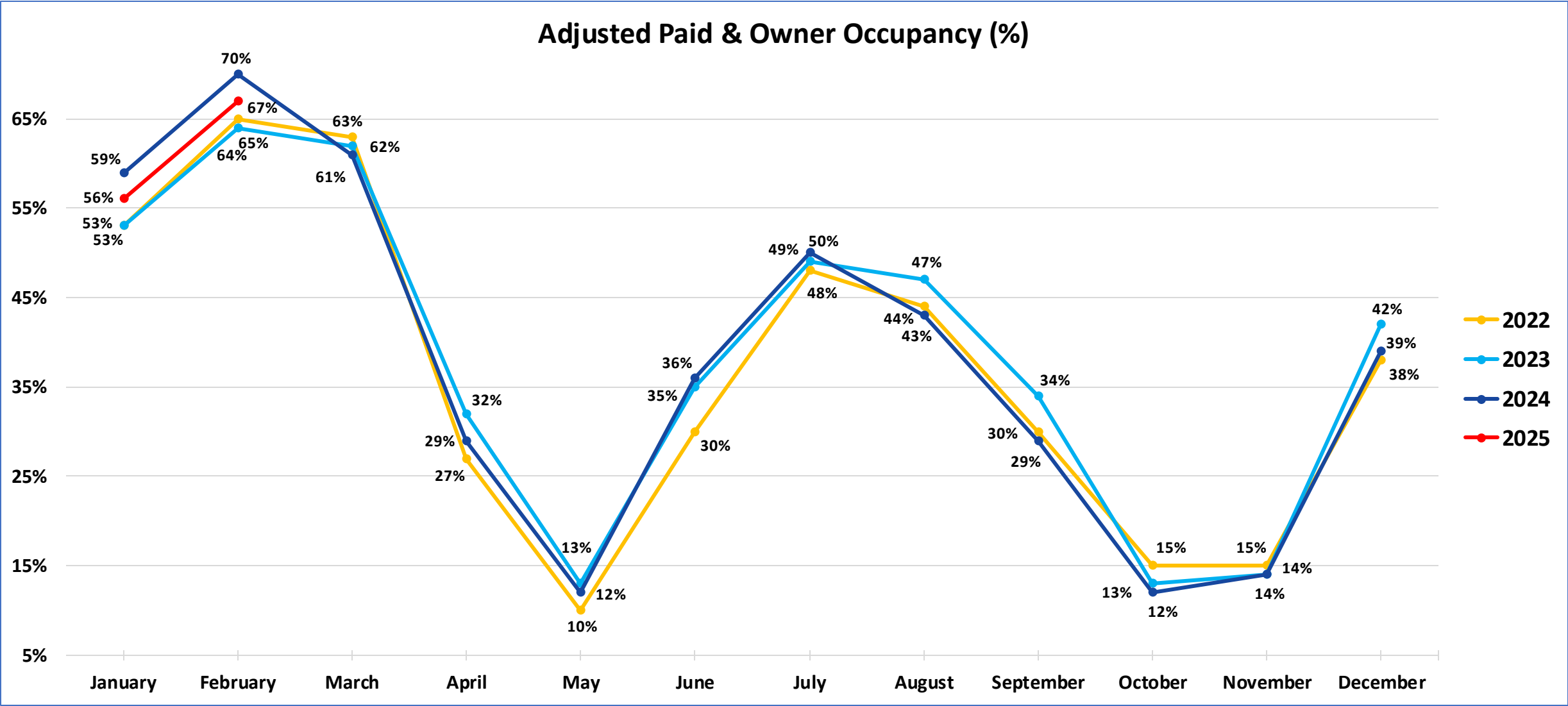


- Key Data currently partners with 12 Big Sky property management companies and hotels.
 - In total, this represents ~1,564 rental units in the Big Sky area.
 - All figures in the following slides are taken exclusively from the following 12 property management companies and hotels:
 - Alpine Property 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.

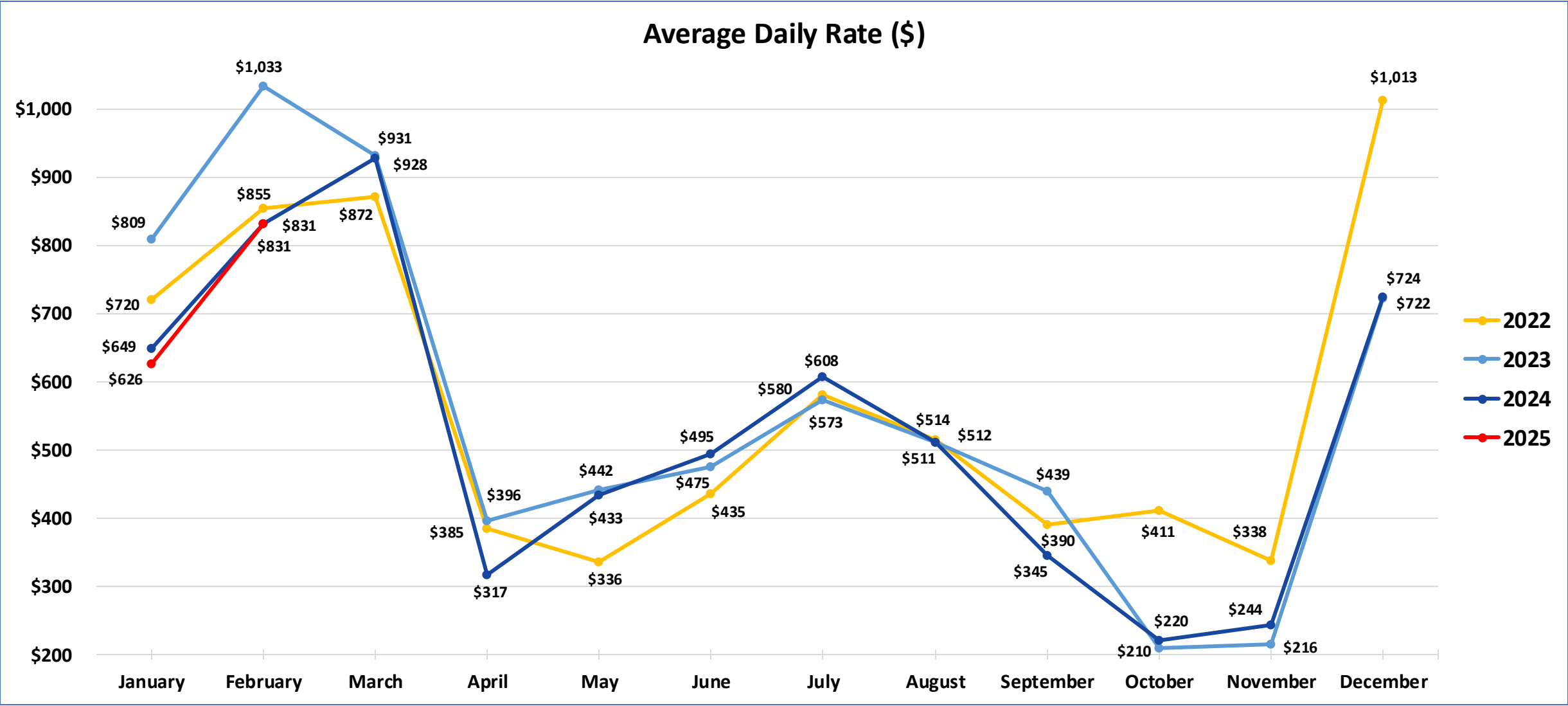
KEY DATA DIRECT SOURCE DEFINITIONS

- **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

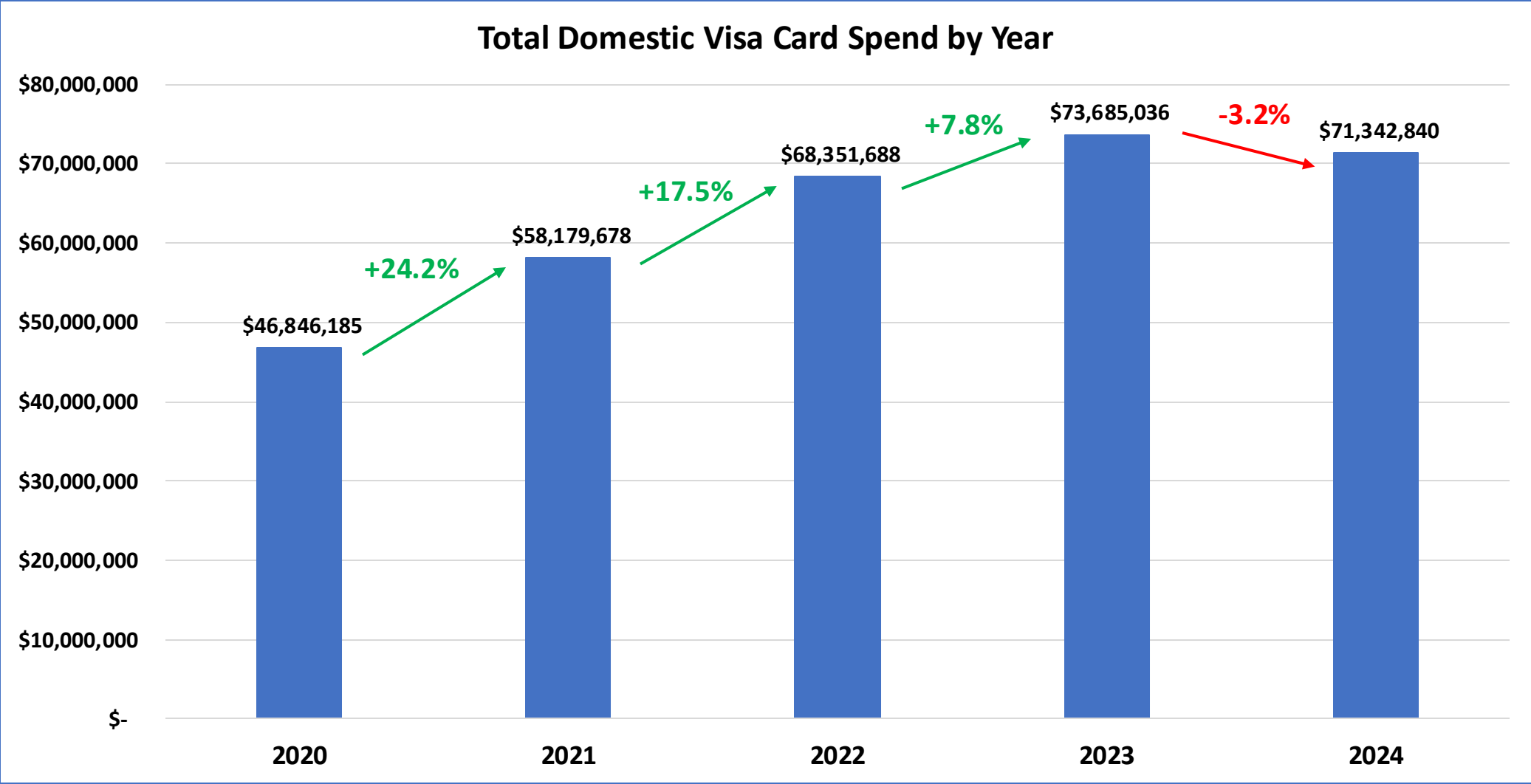


VISA DESTINATION INSIGHTS

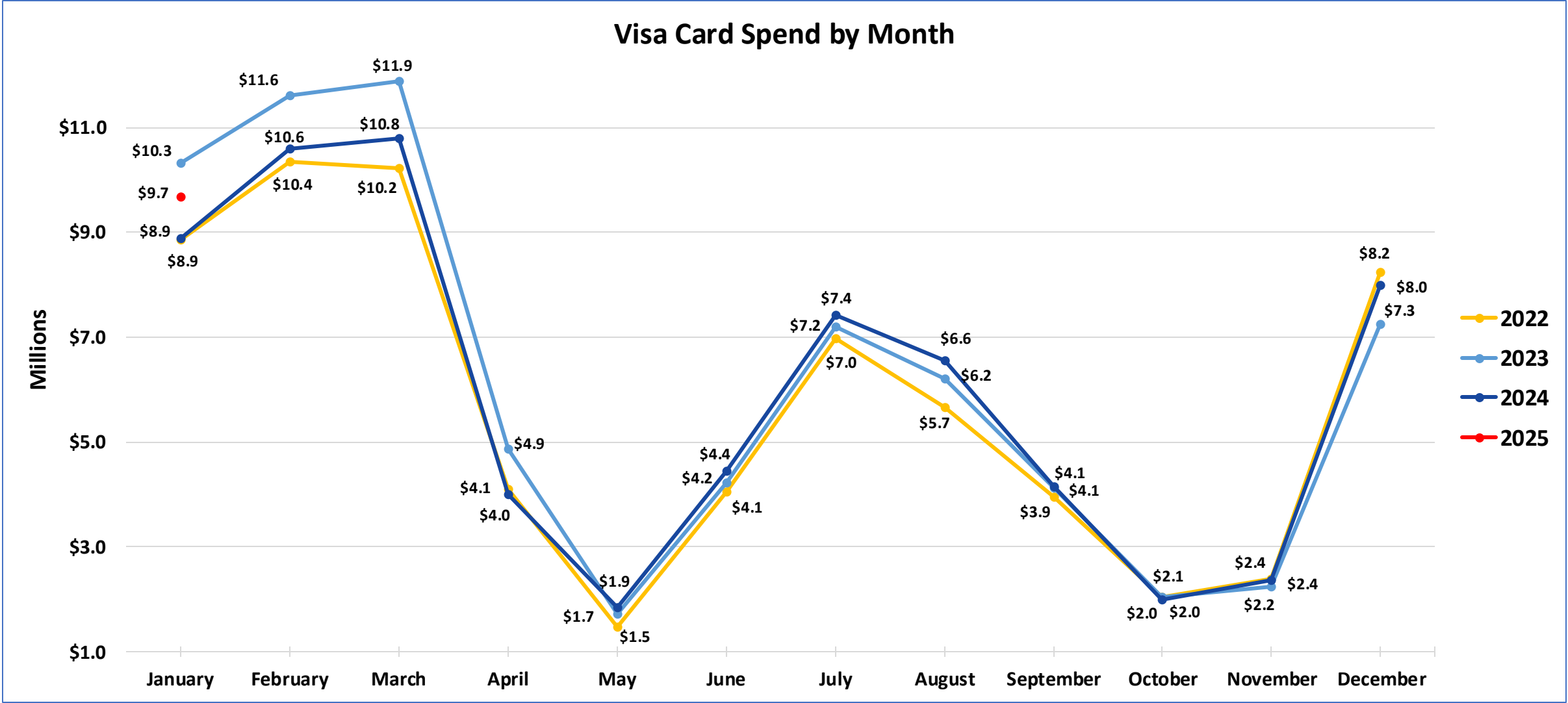


VISA VUE – TOTAL DOMESTIC VISA CARD SPEND

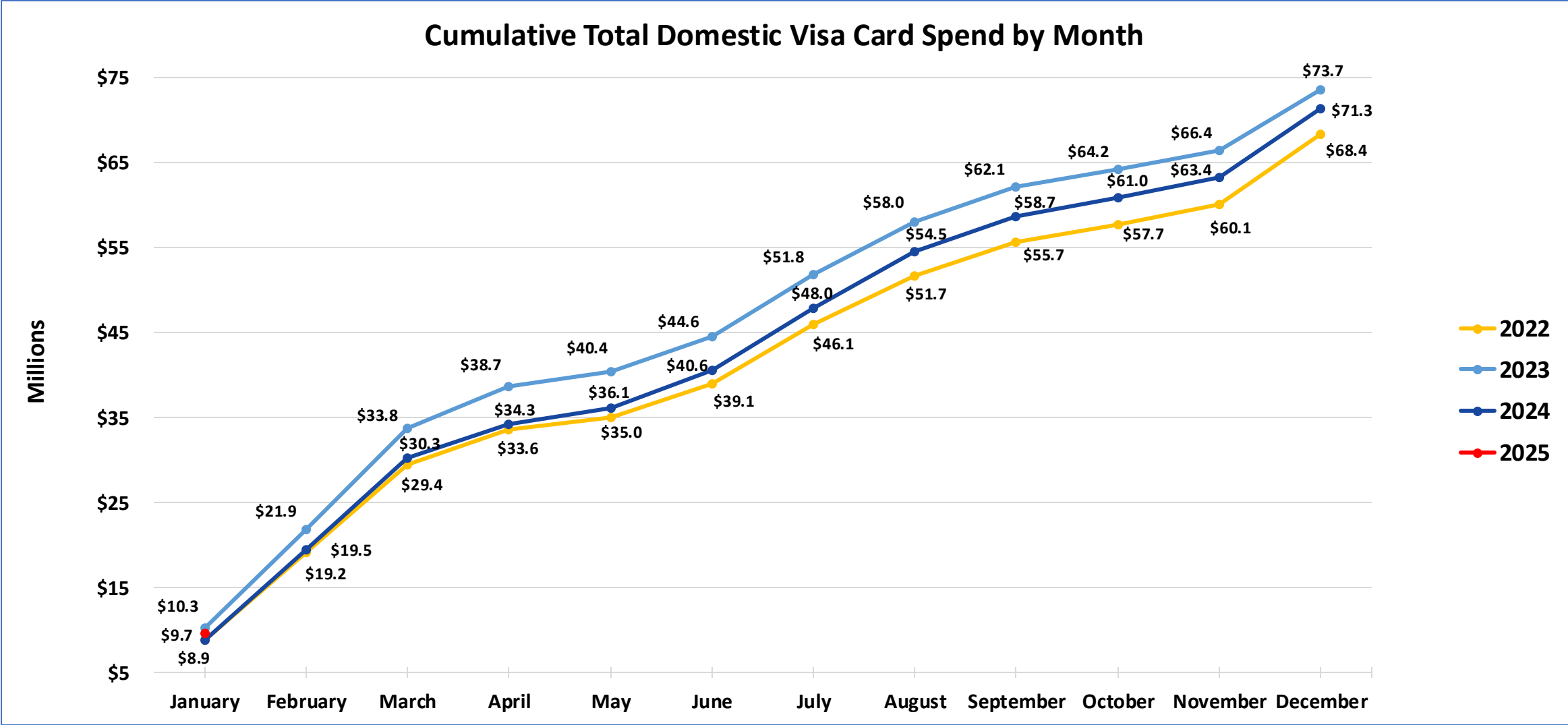
DATA BY YEAR



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



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



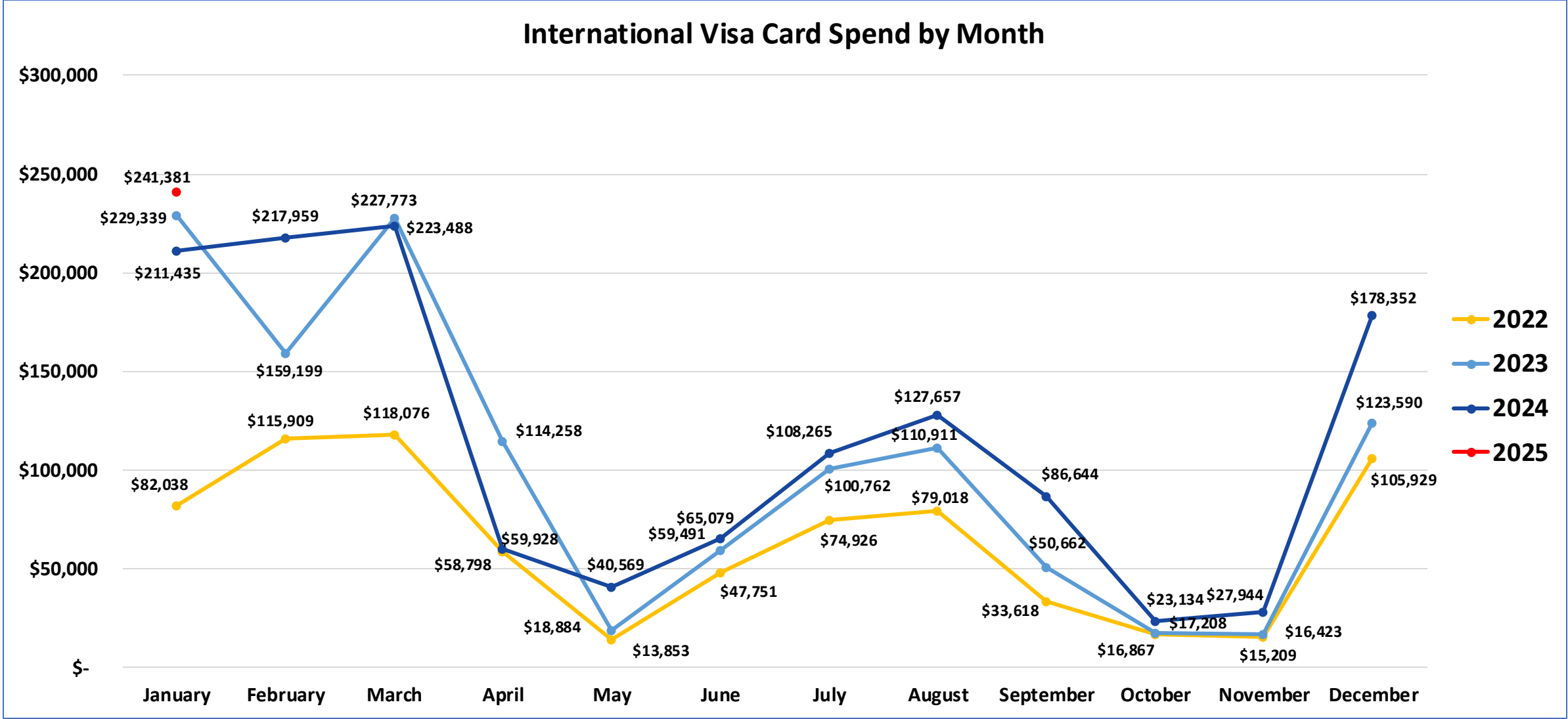
VISA VUE – 2025 YEAR-TO-DATE VISA CARD SPEND

DATA - Spend by Market 2025 YTD (January)

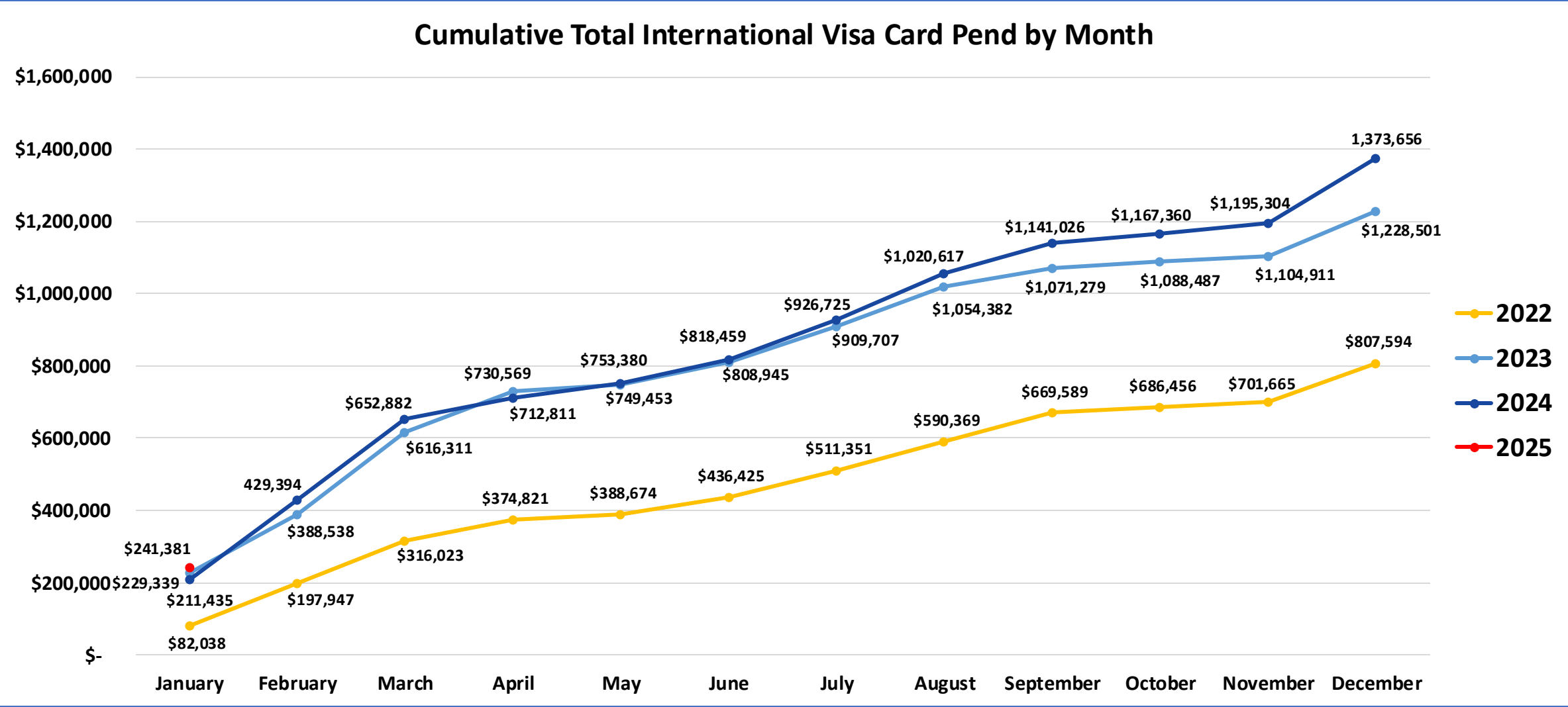


Rank	Market	Total Spend	YoY Change %	Card Count	YoY Change %
1	Bozeman, MT	\$2,834,717	+17%	13,387	+12%
2	New York-Newark-Jersey City, NY-NJ-PA	\$444,042	-13%	1,628	-1%
3	Chicago-Naperville-Elgin, IL-IN-WI	\$402,676	-7%	1,082	+4%
4	Los Angeles-Long Beach-Anaheim, CA	\$316,344	+13%	1,105	+3%
5	Seattle-Tacoma-Bellevue, WA	\$206,274	+33%	916	+30%
6	San Francisco-Oakland-Berkeley, CA	\$191,527	+2%	613	-10%
7	Houston-The Woodlands-Sugar Land, TX	\$186,281	+62%	481	+54%
8	Denver-Aurora-Lakewood, CO	\$164,122	+24%	772	+6%
9	Washington-Arlington-Alexandria, DC-VA-MD	\$162,792	-5%	530	+13%
10	Dallas-Fort Worth-Arlington, TX	\$153,535	+54%	476	+25%

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



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



VISA VUE – 2025 YEAR-TO-DATE VISA CARD SPEND DATA - Spend by International Market 2025 YTD (January)



Rank	Market	Total Spend	YoY Change %	Card Count	YoY Change %
1	Australia	\$61,392	+13%	118	+8%
2	Canada	\$53,281	-28%	245	-9%
3	Brazil	\$35,228	+412%	41	N/A
4	United Kingdom	\$13,186	+13%	34	+13%
5	Mexico	\$11,506	+57%	51	+143%
6	Paraguay	\$5,800	N/A	<10	N/A
7	Taiwan	\$5,476	N/A	<10	N/A
8	Chile	\$5,349	+305%	22	+83%
9	Puerto Rico	\$5,292	-2%	16	+7%
10	New Zealand	\$4,683	-70%	20	-17%

**CONSUMER
SENTIMENT DATA**

**LONGWOODS
INTERNATIONAL**



TRAVEL SENTIMENT STUDY WAVE 94

*Survey fielded March 3, 2025; US National Sample of 1,000 adults 18+

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American Travel Sentiment Wave 94 Highlights

Key Findings:

- A majority of respondents (**83%**) expect travel costs to either **become less affordable** or **remain the same** in the next year.
- Perceptions of travel affordability vary by political affiliation. A majority of **Democrats** (57%) anticipate higher costs, while **Republicans** are the most optimistic, with 22% expecting travel to become more affordable. **Independents** fall in between, with 45% believing costs will remain the same.
- Since September 2024, the percentage of travelers who say **Politics will Greatly impact** their travel choices **has jumped from 24% to 42%**.
- Travel intentions vary significantly by political affiliation. **Democrats** are the most likely to **reduce domestic travel** (32%), while **Republicans** (35%) and **Independents** (34%) are more inclined to travel **more within the U.S.** Meanwhile, nearly half of Republicans (47%) say political factors do not influence their travel decisions, compared to 36% of Democrats.
- Travelers are increasingly adjusting their U.S. travel plans based on political factors. Since November 2024, the percentage of people **avoiding specific cities or states** **has surged from 12% to 20%**, and those altering itineraries to avoid certain areas increased from 10% to 15%. Meanwhile, **those unaffected by politics** **dropped from 60% to 46%**.



Source: Longwoods International ATS Wave 94

Longwoods | miles
INTERNATIONAL PARTNERSHIP

TRAVEL SENTIMENT STUDY WAVE 94

*Survey fielded March 3, 2025; US National Sample of 1,000 adults 18+

Travel Plans Within Next 6 Months



■ Have Travel Plans ■ No Travel Plans

89% of American Travelers
have travel plans within the
next six months.

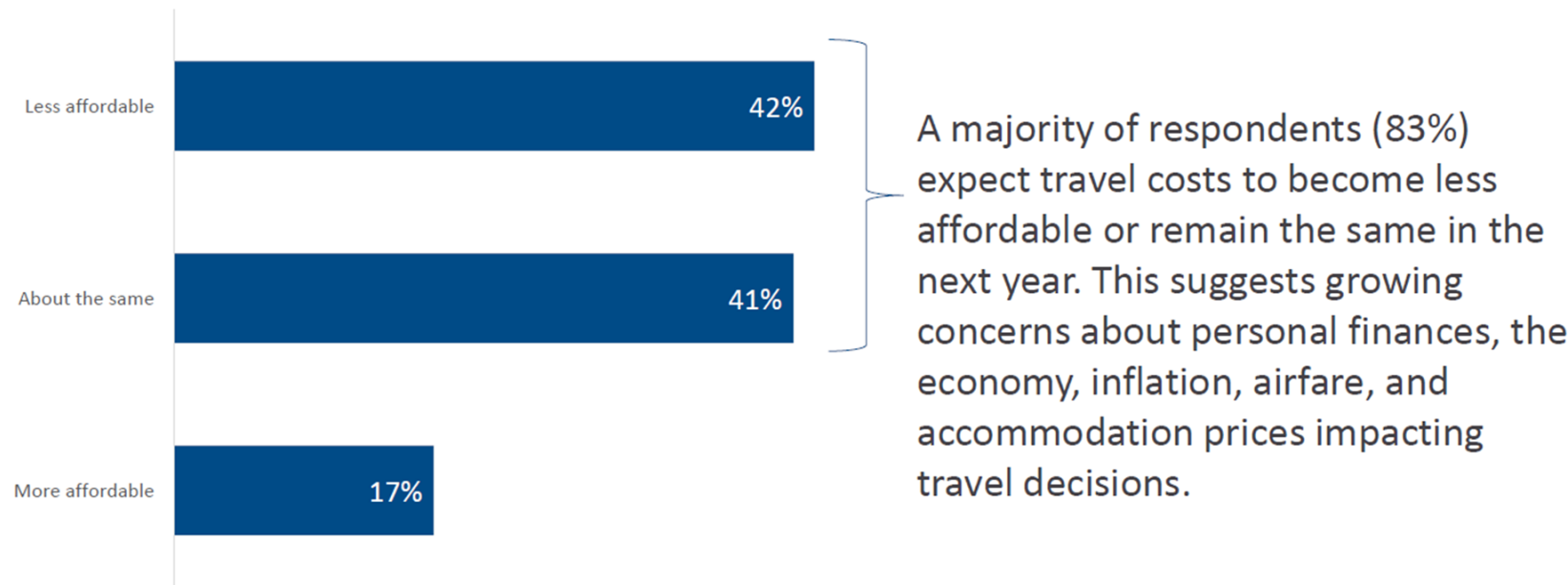
Source: Longwoods International ATS Wave 94
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

TRAVEL SENTIMENT STUDY WAVE 94

*Survey fielded March 3, 2025; US National Sample of 1,000 adults 18+

Travel Affordability Concerns: Most Expect Higher or Steady Costs

Do you expect travel to become more/less affordable in the next year?



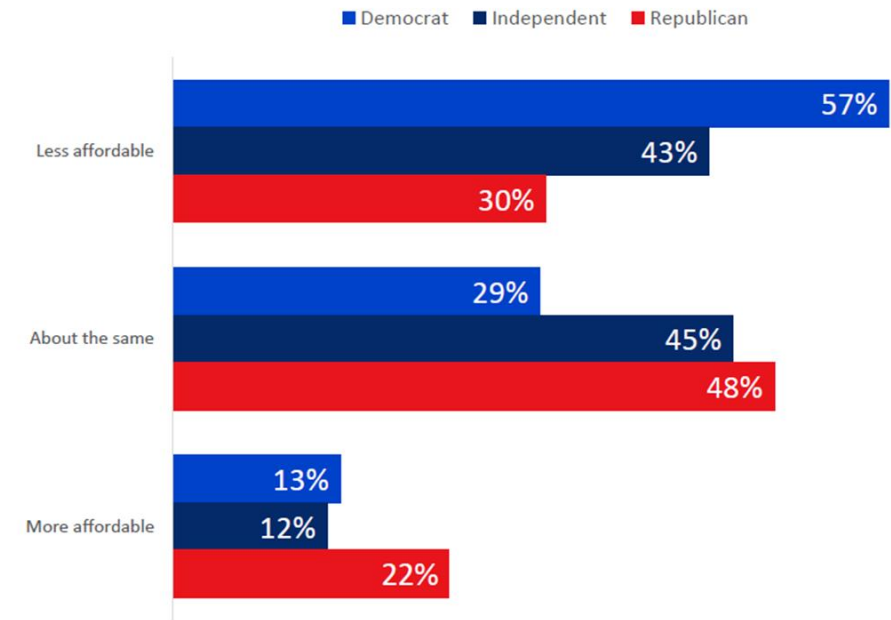
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TRAVEL SENTIMENT STUDY WAVE 94

*Survey fielded March 3, 2025; US National Sample of 1,000 adults 18+

Travel Cost Expectations Split Along Party Lines

Do you expect travel to become more/less affordable in the next year?



Perceptions of travel affordability vary by political affiliation. A majority of **Democrats** (57%) anticipate higher costs, while **Republicans** are the most optimistic, with 22% expecting travel to become more affordable. **Independents** fall in between, with 45% believing costs will remain the same. This suggests economic outlooks and inflation concerns may be influenced by political perspectives.

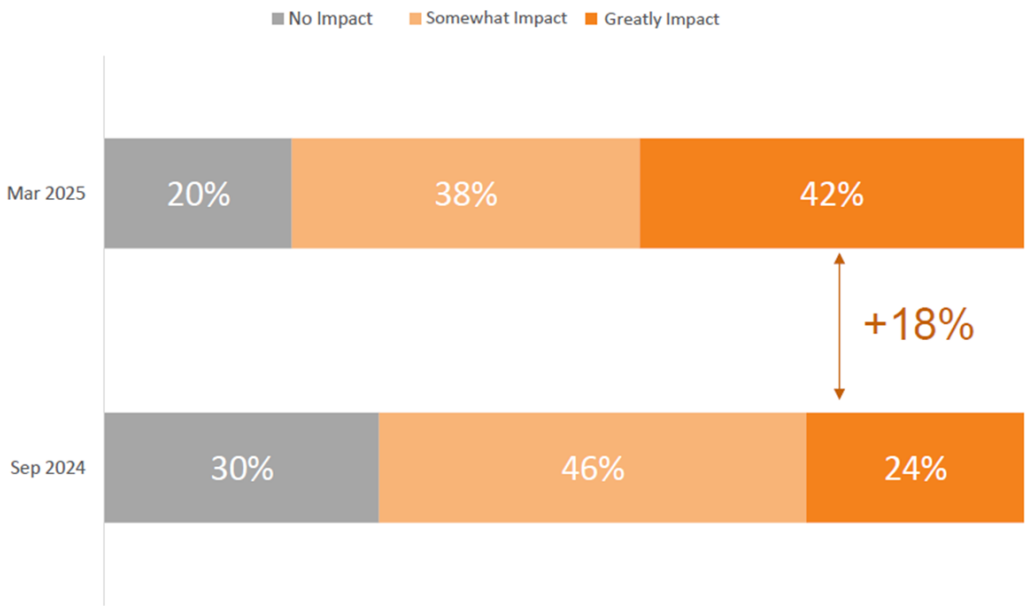
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TRAVEL SENTIMENT STUDY WAVE 94

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Growing Influence of Politics on Travel Decisions

To what extent does the political climate of a destination influence your decision to visit?



The political climate of a destination is becoming a more significant factor in travel decisions. Since September 2024, the percentage of travelers who say **politics will Greatly impact their travel choices** has **jumped from 24% to 42%**, while those saying it will have no impact has dropped from 30% to 20%. This shift suggests increasing polarization and heightened political awareness are shaping travel behaviors more than before.

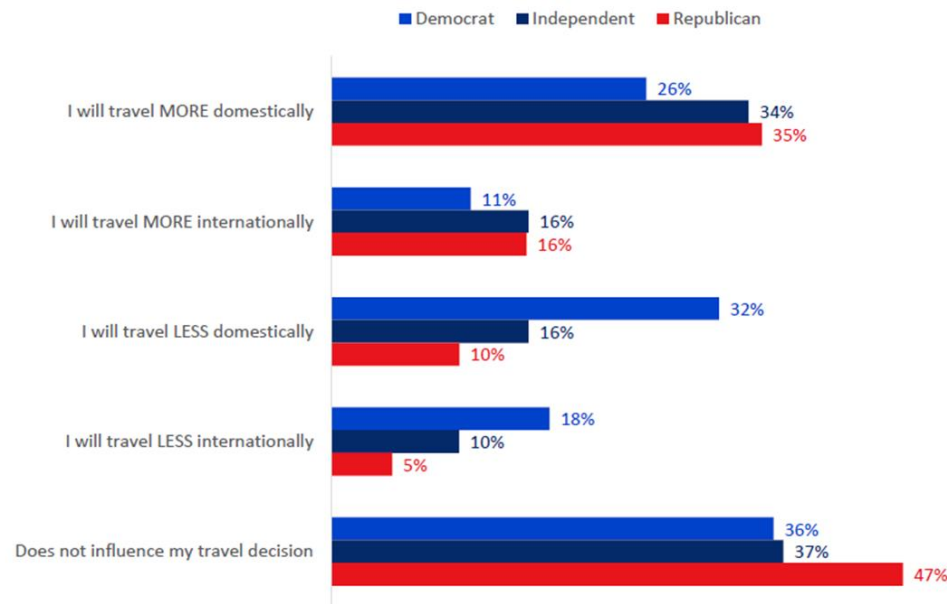
Source: Longwoods International ATS Wave 94
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TRAVEL SENTIMENT STUDY WAVE 94

*Survey fielded March 3, 2025; US National Sample of 1,000 adults 18+

Political Affiliation and Shifting Travel Plans

How will the current administration influence your leisure travel plans in the next year?



Travel intentions vary significantly by political affiliation. **Democrats** are the most likely to **reduce domestic travel** (32%), while **Republicans** (35%) and **Independents** (34%) are more inclined to travel **more within the U.S.** Meanwhile, nearly half of Republicans (47%) say political factors do not influence their travel decisions, compared to 36% of Democrats. This suggests that political perspectives may shape both the frequency and destinations of travel choices.

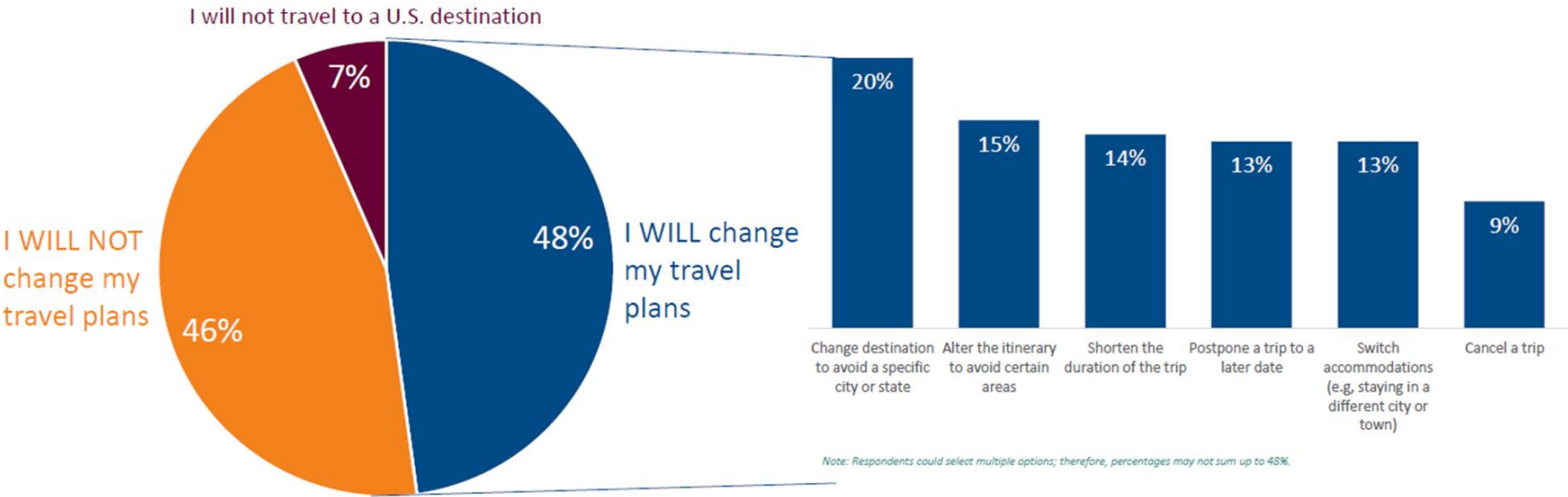
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TRAVEL SENTIMENT STUDY WAVE 94

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Half of Travelers Rethink U.S. Trips Due to Politics

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



Note: Percentages may add up to more than 100% due to rounding.

Note: Respondents could select multiple options; therefore, percentages may not sum up to 48%.

Source: Longwoods International ATS Wave 94
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

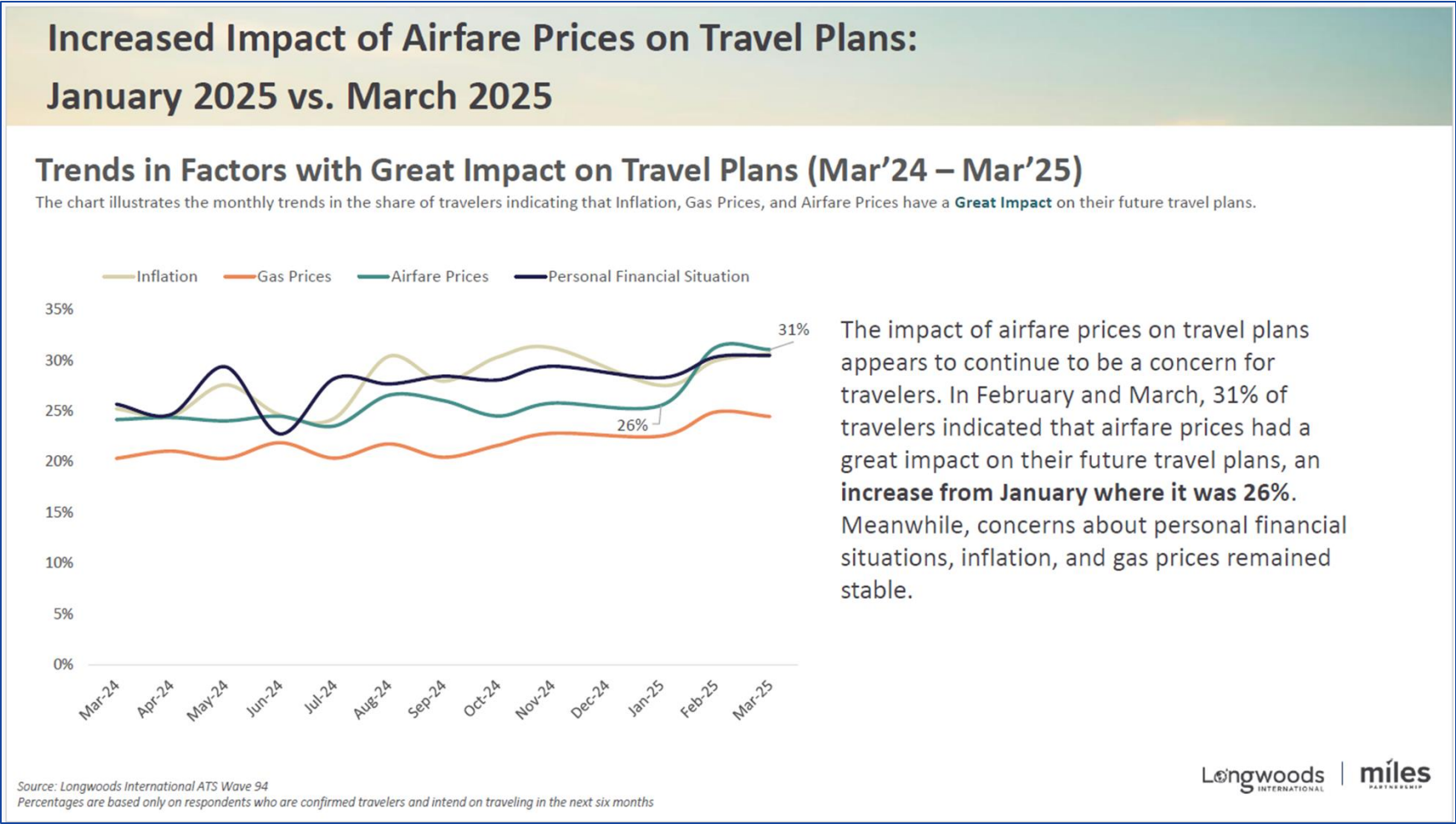
TRAVEL SENTIMENT STUDY WAVE 94

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TRAVEL SENTIMENT STUDY WAVE 94

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TRAVEL SENTIMENT STUDY WAVE 94

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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: March 3, 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.



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