

VISIT BIG SKY
^ MONTANA ^



RESEARCH UPDATE

MAY 2023 REVIEW

BIG SKY CHAMBER | VISIT BIG SKY



Big Sky Travel & Tourism Trends

- The Bozeman Yellowstone International Airport continues to show strong performance, with total passengers Year-to-Date through April 2023 up by more than 6%.
 - Note: The Bozeman Yellowstone International Airport has not yet reported May data.
- Airbnb and Vrbo short term rentals reported an Occupancy of 49% in May, which is up significantly from 37% in May of last year.
 - Average Daily Rate remains elevated and total Revenue collected from these two short term rental channels totaled almost \$6.9 million for the month.
- Professionally managed short term rentals were challenged in Occupancy in May, reporting just 7% for the month. However, these properties saw significant rate growth, with ADR increasing from \$464 in May 2022 to \$547 in May 2023.
- Nearly all short term rental Pacing (forward looking) data shows either a slight decrease or no gain in most key metrics (Occupancy, ADR, RevPAR, and Revenue) for the remainder of the summer in Big Sky.
- Visa consumer credit card spend in Big Sky continues to grow, with \$38.7 million being spent within Big Sky so far this year (Jan-April).
 - This represents an increase of more than 15% compared to the same time period in 2022.
 - Note: Visa Destination Insights has not yet reported May data.

National Consumer Sentiment

- Continued excitement around travel has driven strong summer performance for many American hotels, short term rentals, and destinations in 2023.
- However, concerns around recession, personal finances, and elevated travel prices have caused many Americans to reconsider, alter, or delay booking future travel.
 - In addition, a significant number of travelers remain apprehensive about wildfires in Western states this summer.
- Destinations nationwide continue to report shorter booking windows for upcoming summer and fall trips.

National Hotel Forecast

- STR and Tourism Economics recently updated their 2023 U.S. hotel forecast by lifting rate expectations and slightly lowering occupancy projections.
 - The updated 2023 U.S. hotel forecast increased the projected ADR 1.5% from the previous projection. STR and TE now expect full-year 2023 ADR to reach \$154.28, up from \$151.10 in its previous update and up 3.5% from 2022.
 - Projected RevPAR increased by 1.3% from the previous projection to \$97.95 for 2023, which is up nearly 5% from 2022.
 - The updated Occupancy projection reflects a 0.2% decrease from the previous forecast to 63.5%. Occupancy totaled 62.7% in 2022.
- In addition, STR and TE project limited hotel profit growth due to growing operational expenses.

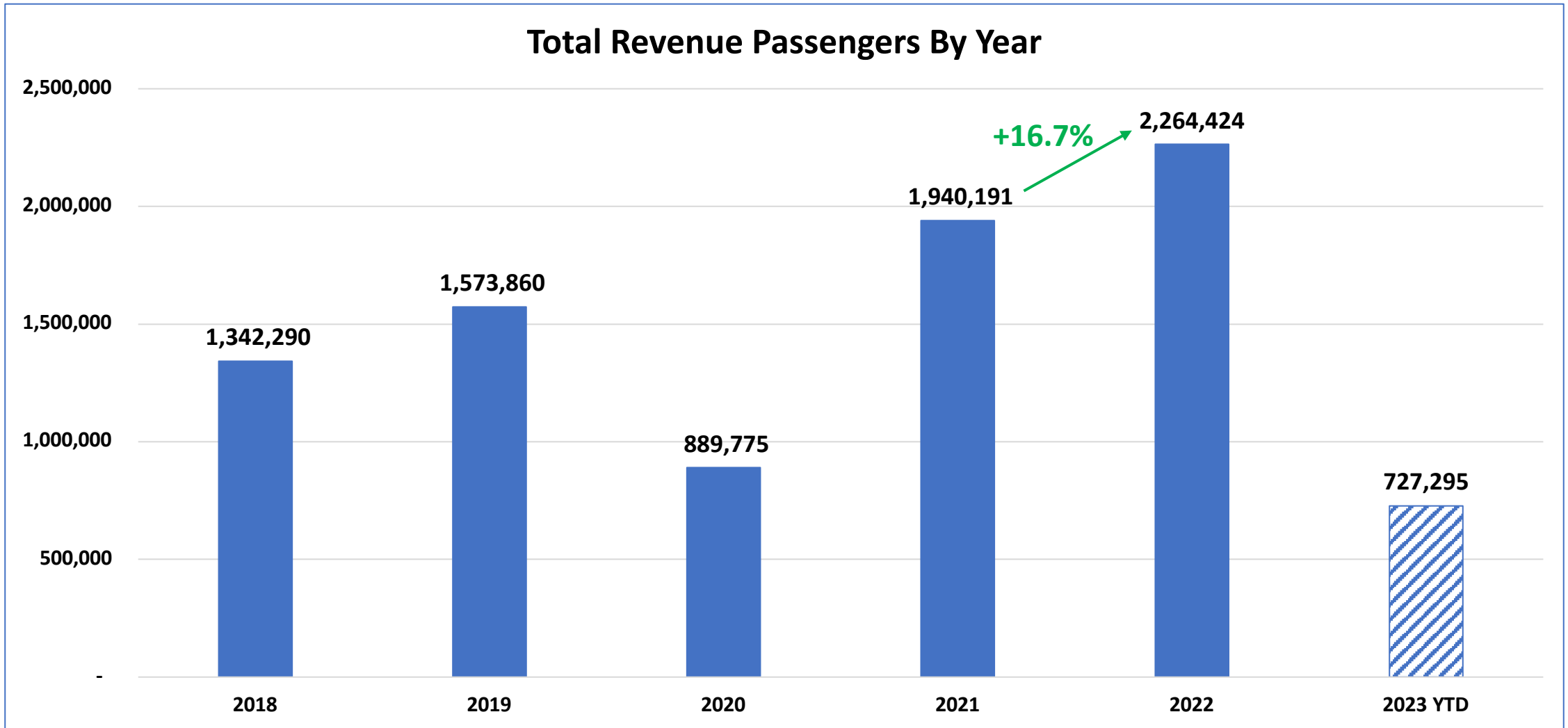
AIRPORT DATA



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

Total Revenue Passengers					
<u>Month</u>	<u>2023</u>	<u>2022</u>	<u>% Change vs. 2022</u>	<u>2021</u>	<u>% Change vs. 2021</u>
January	182,309	167,043	+9.1%	86,606	+110.5%
February	188,040	171,096	+9.9%	99,083	+89.8%
March	212,084	206,216	+2.8%	133,705	+58.6%
April	144,862	140,031	+3.4%	98,434	+47.2%
May		165,145		131,968	
June		225,410		223,827	
July		256,234		277,355	
August		254,445		254,975	
September		203,844		195,262	
October		167,851		156,192	
November		132,939		117,516	
December		174,170		165,268	
Year-to-Date	727,295	684,386	+6.3%	417,828	+74.1%
Total		2,264,424		1,940,191	

BOZEMAN YELLOWSTONE INTERNATIONAL AIRPORT - YEARLY TOTAL PASSENGERS



(Jan-April 2023)

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**AIRDNA
DATA**

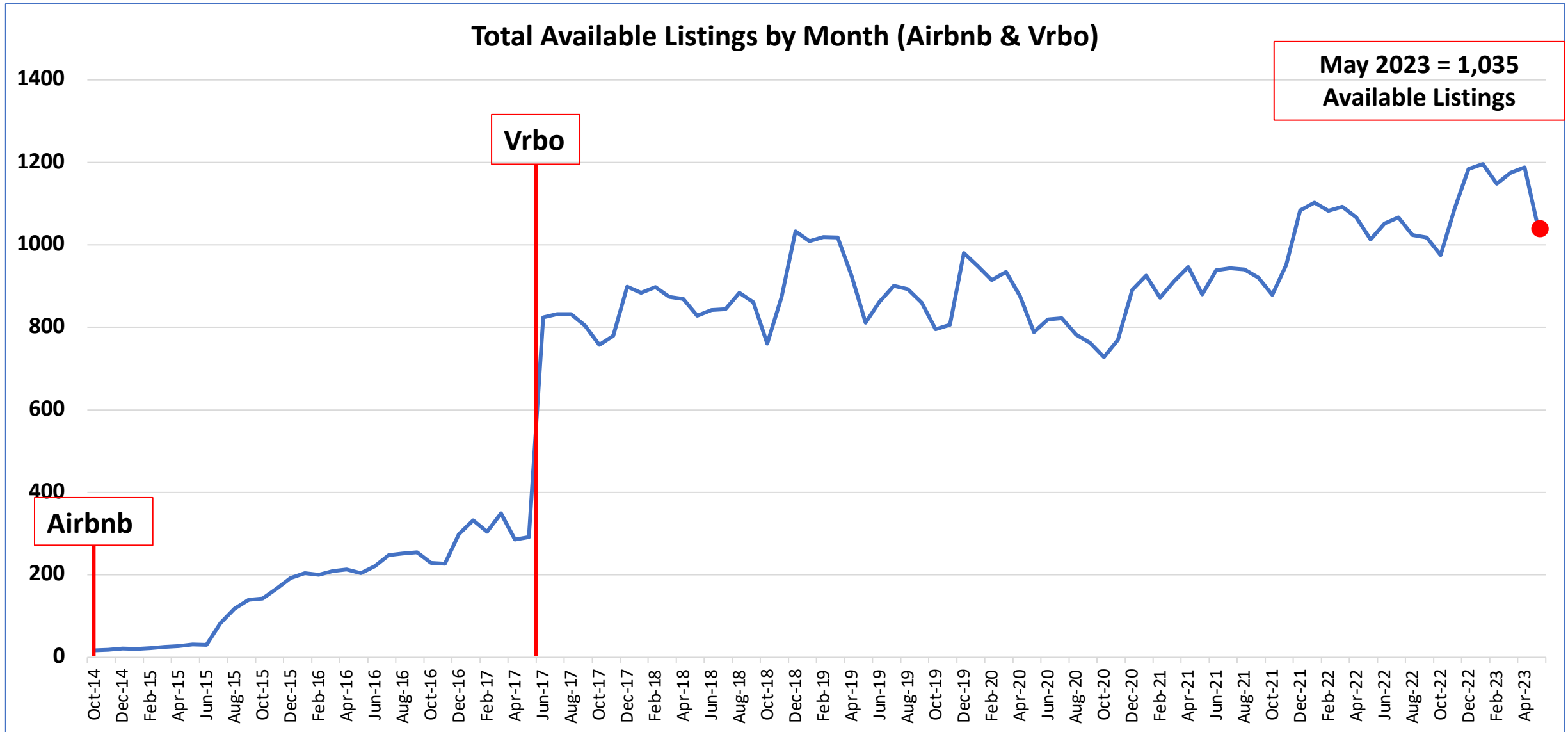


AIRDNA SHORT TERM RENTAL (INCLUDES AIRBNB & VRBO LISTINGS) DEFINITIONS

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 = Total Revenue / 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** – Occupancy Rate = Total Booked Days / (Total Booked Days + 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** – Revenue Per Available Rental = ADR * 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 SHORT TERM RENTAL DATA (Airbnb & Vrbo)



Source: AirDNA

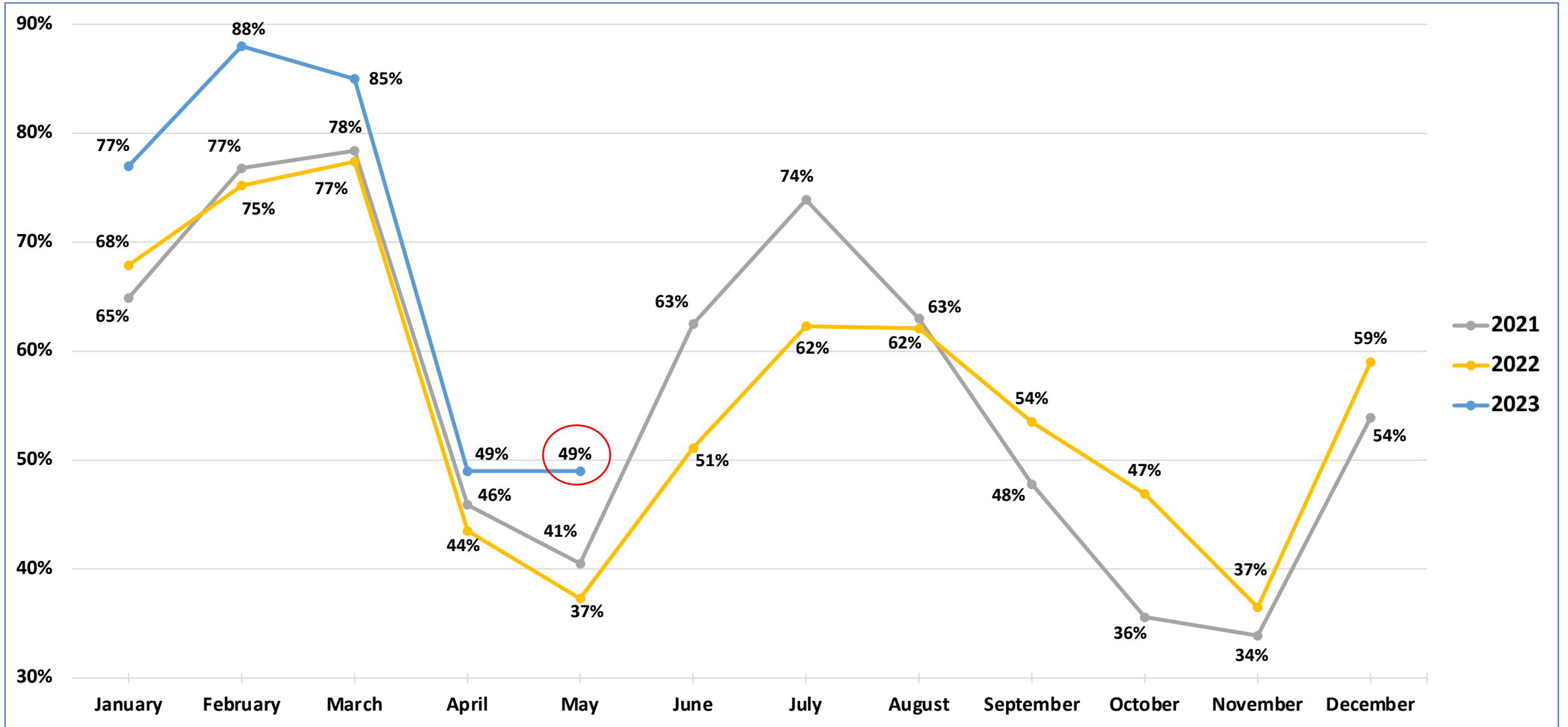
AIRDNA BIG SKY DATA – MAY 2023

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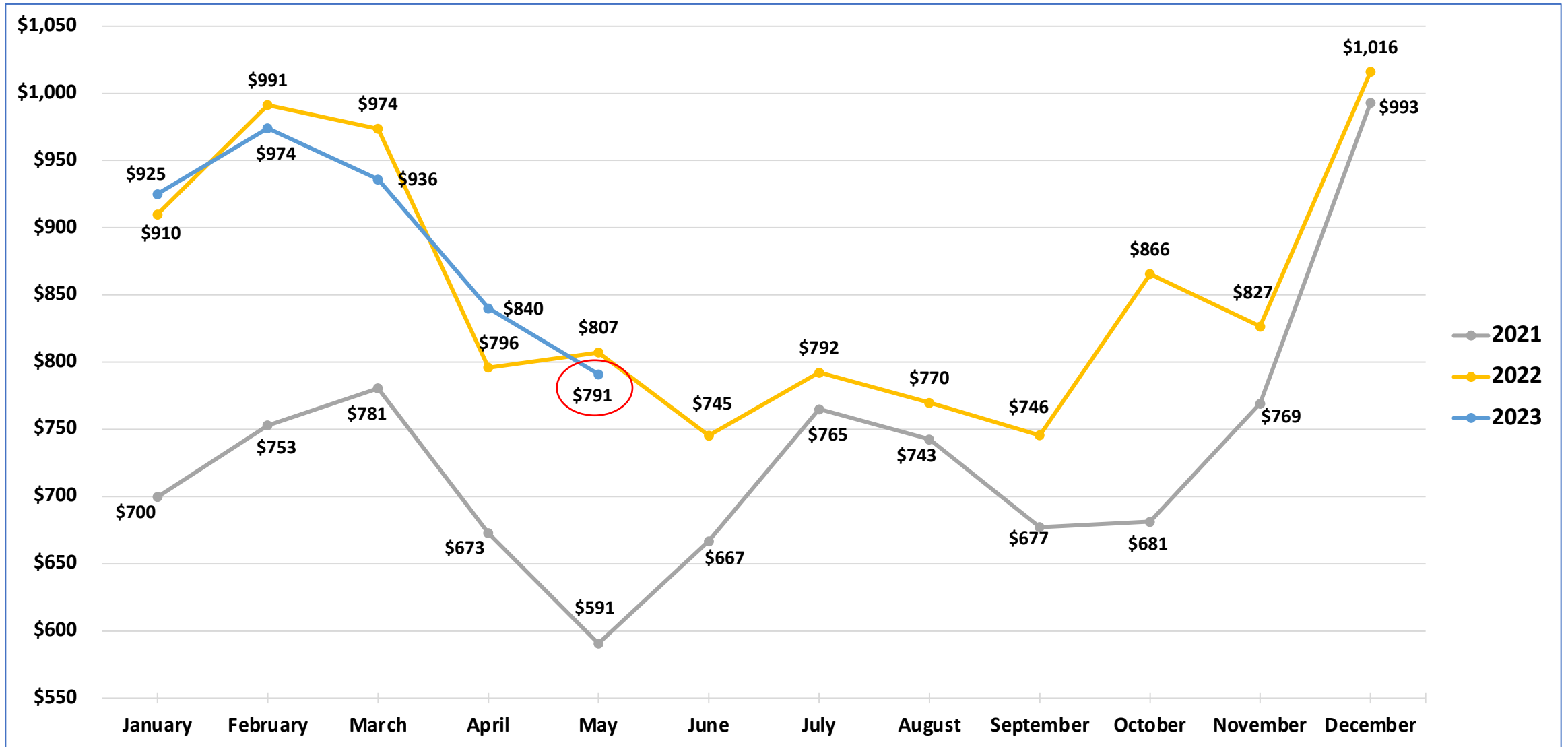
	May 2023 vs May 2022														
	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
Property Type	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
Entire Place	991	1,035	4.4%	651	665	2.2%	35%	49%	39.3%	\$ 766	\$ 791	3.3%	\$ 267	\$ 384	43.8%
Bedrooms (*)															
Hotel Comp (Studio and 1 bedroom)	144	147	2.1%	104	100	-3.8%	41%	50%	22.4%	\$ 373	\$ 250	-33.0%	\$ 153	\$ 126	-18.1%
Studio	23	28	21.7%	19	19	0.0%	43%	54%	27.2%	\$ 342	\$ 213	-37.7%	\$ 145	\$ 115	-20.8%
1 bedroom	121	119	-1.7%	85	81	-4.7%	41%	49%	20.8%	\$ 380	\$ 261	-31.5%	\$ 155	\$ 128	-17.2%
2 bedrooms	182	182	0.0%	131	127	-3.1%	39%	52%	32.9%	\$ 379	\$ 357	-5.9%	\$ 149	\$ 187	25.1%
3 bedrooms	316	309	-2.2%	172	179	4.1%	31%	42%	37.7%	\$ 587	\$ 571	-2.8%	\$ 181	\$ 242	33.9%
4+ bedrooms	349	397	13.8%	244	259	6.1%	33%	51%	54.0%	\$ 1,312	\$ 1,322	0.8%	\$ 431	\$ 668	55.2%
Submarkets (*)															
Greater Big Sky	991	1,035	4.4%	651	665	2.2%	35%	49%	39.3%	\$ 766	\$ 791	3.3%	\$ 267	\$ 384	43.8%
Town of Big Sky	326	340	4.3%	221	243	10.0%	35%	49%	40.1%	\$ 452	\$ 530	17.1%	\$ 158	\$ 259	64.0%
Mountain Village	588	605	2.9%	371	354	-4.6%	34%	48%	42.3%	\$ 944	\$ 891	-5.6%	\$ 317	\$ 426	34.4%
Gallatin County	71	69	-2.8%	55	54	-1.8%	43%	54%	27.1%	\$ 624	\$ 665	6.6%	\$ 265	\$ 359	35.4%
Comp Set Markets															
Jackson Hole	423	470	11.1%	328	369	12.5%	57%	58%	2.7%	\$ 643	\$ 646	0.5%	\$ 365	\$ 377	3.2%
Sun Valley & Ketchum	807	783	-3.0%	462	544	17.7%	36%	43%	18.0%	\$ 409	\$ 591	44.6%	\$ 147	\$ 251	70.6%
Telluride	1,437	1,188	-17.3%	1,048	911	-13.1%	45%	40%	-12.8%	\$ 685	\$ 700	2.2%	\$ 311	\$ 277	-10.9%
Steamboat	2,992	2,502	-16.4%	1,792	1,771	-1.2%	40%	36%	-8.7%	\$ 530	\$ 376	-29.0%	\$ 211	\$ 137	-35.2%
Schweitzer	497	597	20.1%	370	469	26.8%	44%	47%	7.6%	\$ 340	\$ 412	21.3%	\$ 148	\$ 193	30.6%
Vail	2,225	2,084	-6.3%	1,386	1,365	-1.5%	44%	45%	0.5%	\$ 850	\$ 816	-3.9%	\$ 377	\$ 364	-3.4%
Aspen	1,975	1,684	-14.7%	1,143	1,008	-11.8%	46%	50%	8.1%	\$ 885	\$ 1,315	48.6%	\$ 411	\$ 660	60.7%
Park City	5,177	4,894	-5.5%	3,165	2,937	-7.2%	39%	44%	15.3%	\$ 480	\$ 619	29.1%	\$ 185	\$ 275	48.9%
Breckenridge	3,687	3,799	3.0%	2,659	2,846	7.0%	41%	41%	0.7%	\$ 463	\$ 454	-1.9%	\$ 189	\$ 186	-1.2%
Whistler Canada	2,838	2,958	4.2%	2,138	2,449	14.5%	40%	43%	6.0%	\$ 285	\$ 293	2.7%	\$ 115	\$ 125	8.9%
Frisco	1,250	1,685	34.8%	762	1,266	66.1%	36%	40%	10.5%	\$ 318	\$ 339	6.8%	\$ 115	\$ 136	18.0%
Bend	3,542	3,726	5.2%	3,230	3,566	10.4%	49%	52%	5.8%	\$ 301	\$ 307	1.8%	\$ 148	\$ 159	7.7%
Whitefish	1,595	1,693	6.1%	1,330	1,321	-0.7%	53%	47%	-11.5%	\$ 358	\$ 380	6.2%	\$ 192	\$ 180	-6.0%

AIRDNA – OCCUPANCY (%) BY MONTH



AIRDNA – AVERAGE DAILY RATE (\$) BY MONTH

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KEY DATA
DATA



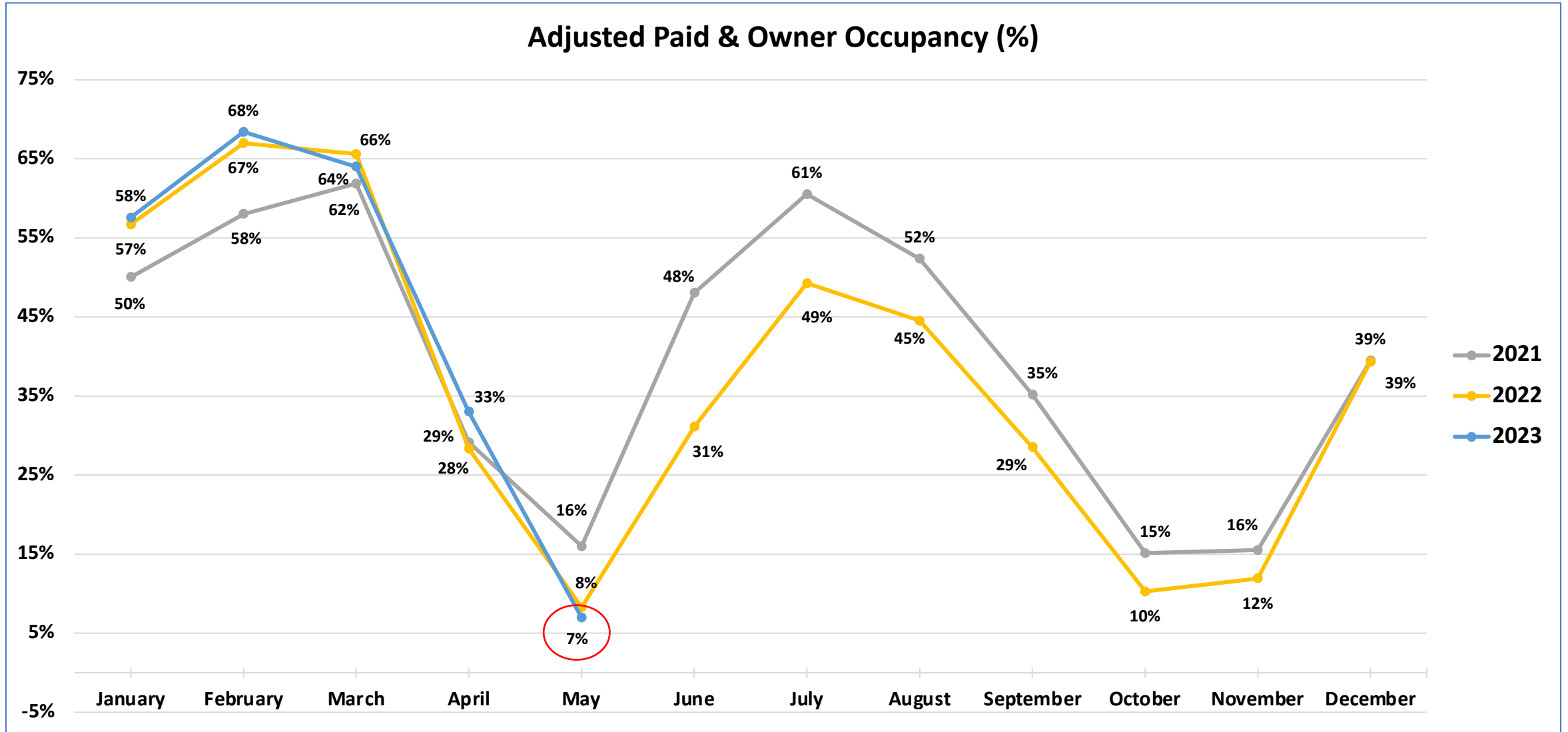
KEY DATA DIRECT SOURCE LODGING PARTNERS

- Key Data currently partners with 11 Big Sky property management companies and hotels.
 - In total, this represents ~1210 rental units in the Big Sky area.
 - All figures in the following slides are taken exclusively from the following 11 property management companies and hotels:
 - Big Sky Vacation Rentals, Gather Vacations, Big Sky Resort, Wilson Peak Properties, Two Pines, Moonlight Basin, Natural Retreats, VillaStay Vacation Rentals, EVOLVE, Stay Montana, and The Wilson Hotel
- 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.

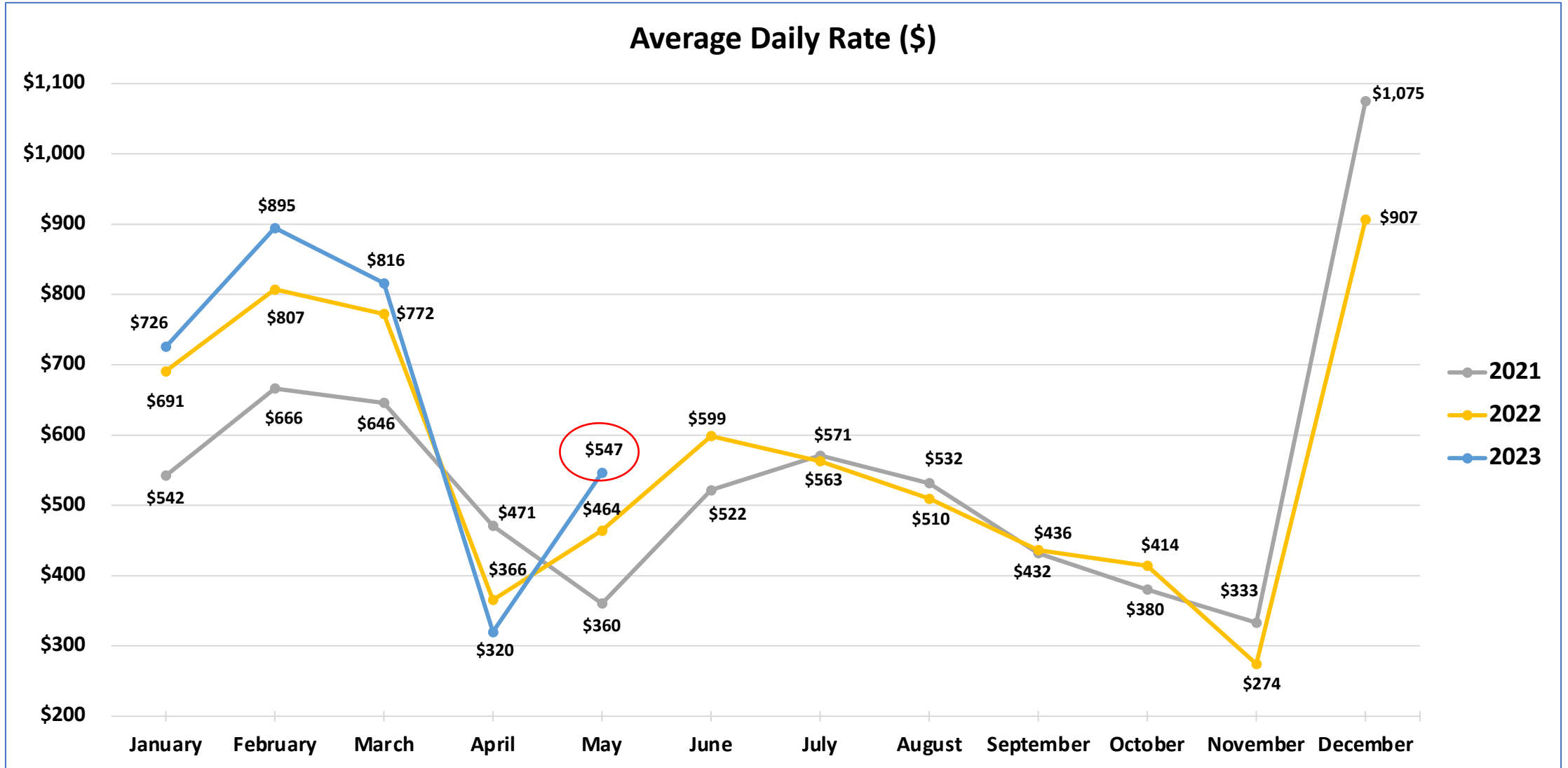
KEY DATA DIRECT SOURCE DEFINITIONS

- **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

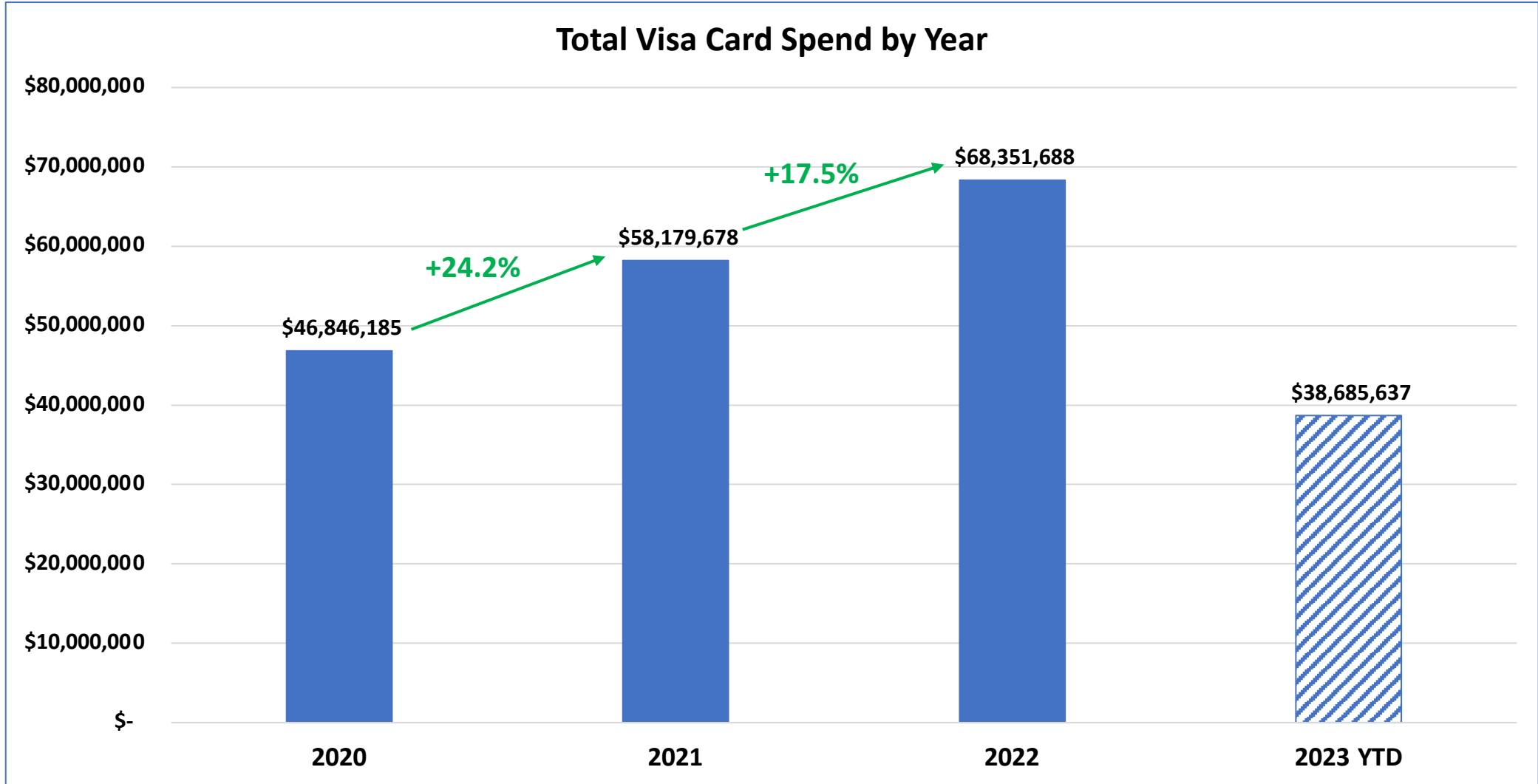


VISA DESTINATION INSIGHTS

**Note – Visa data has been updated through
April 2023*



VISA VUE – TOTAL VISA CARD SPEND DATA BY YEAR

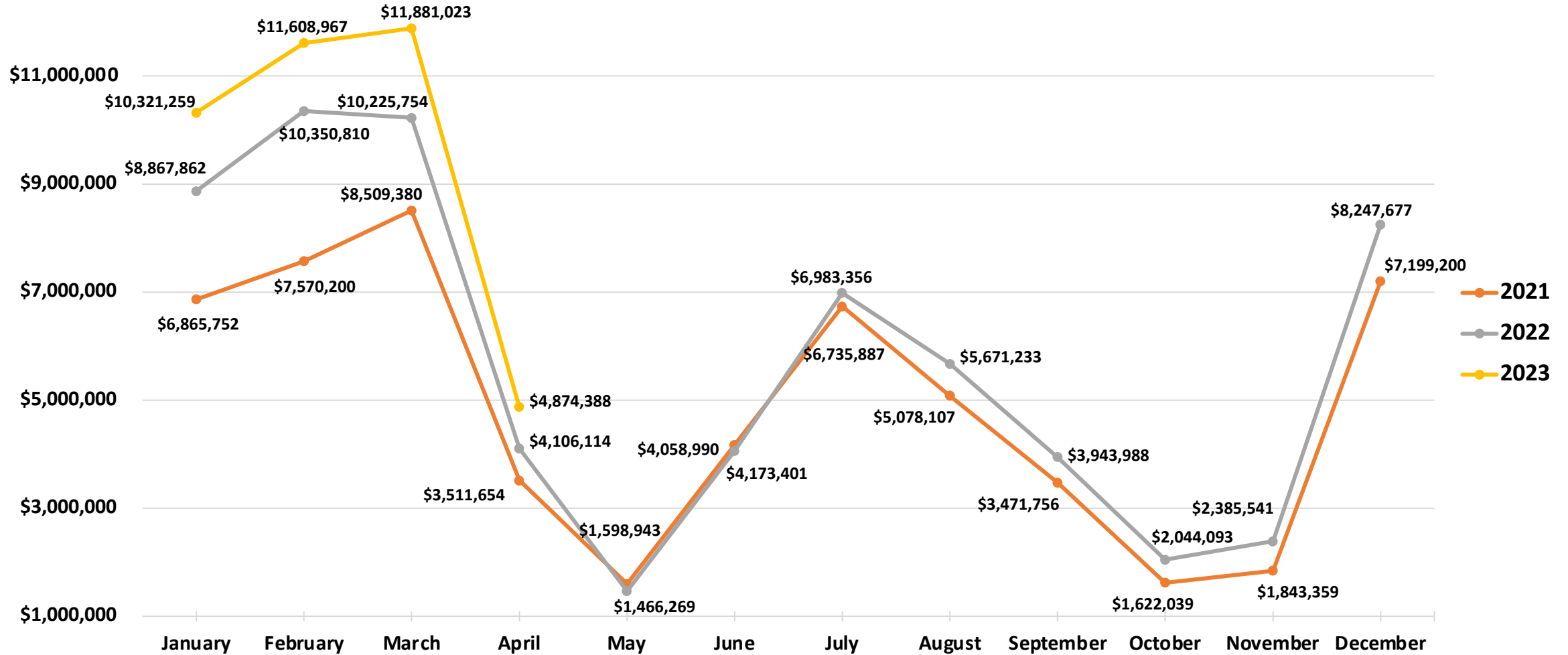


(Jan – April 2023)

VISA VUE – TOTAL VISA CARD SPEND DATA

(Spend by Month)

Visa Card Spend by Month



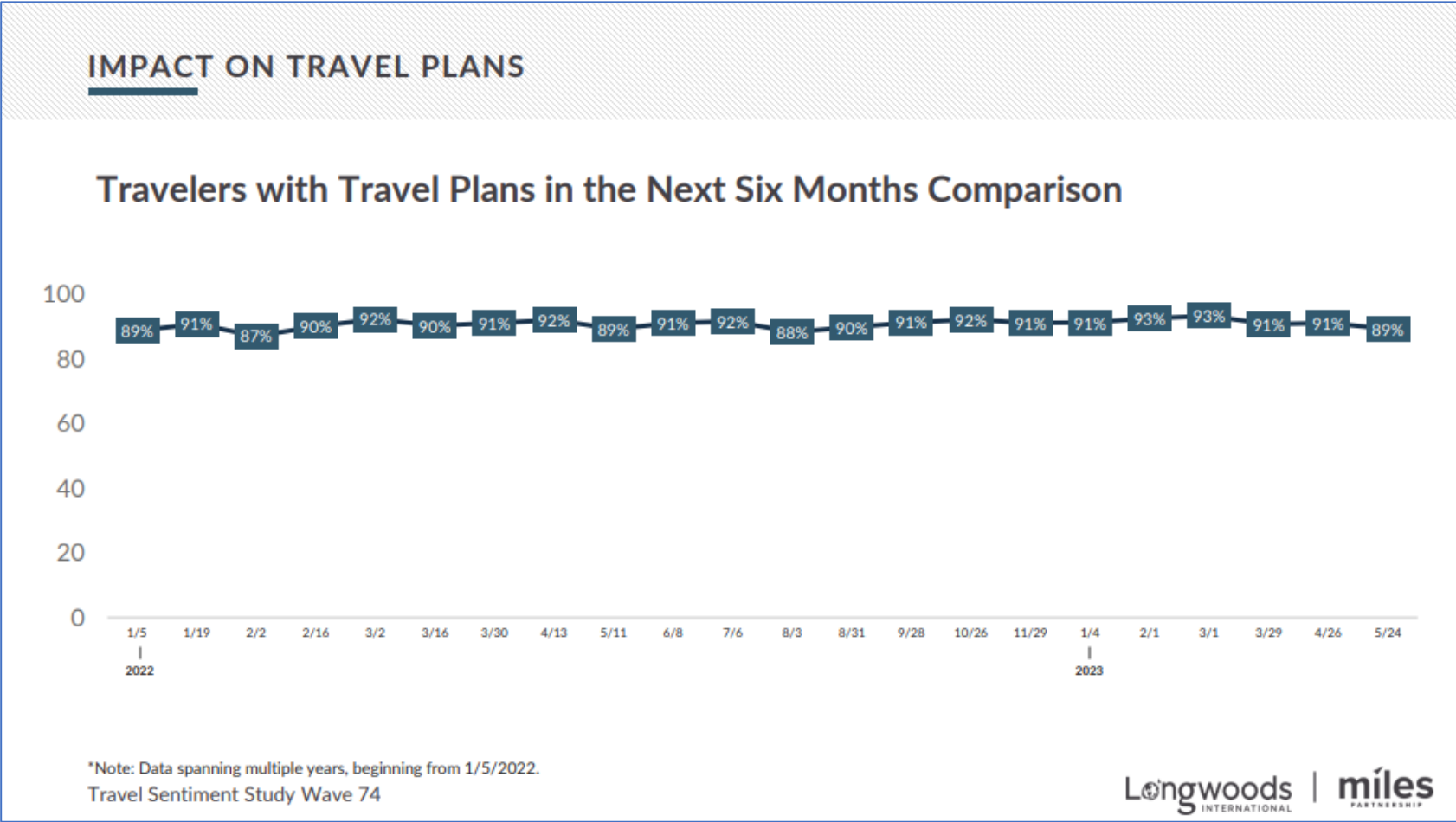
**CONSUMER
SENTIMENT DATA**

**LONGWOODS
INTERNATIONAL &
DESTINATIONS
INTERNATIONAL**



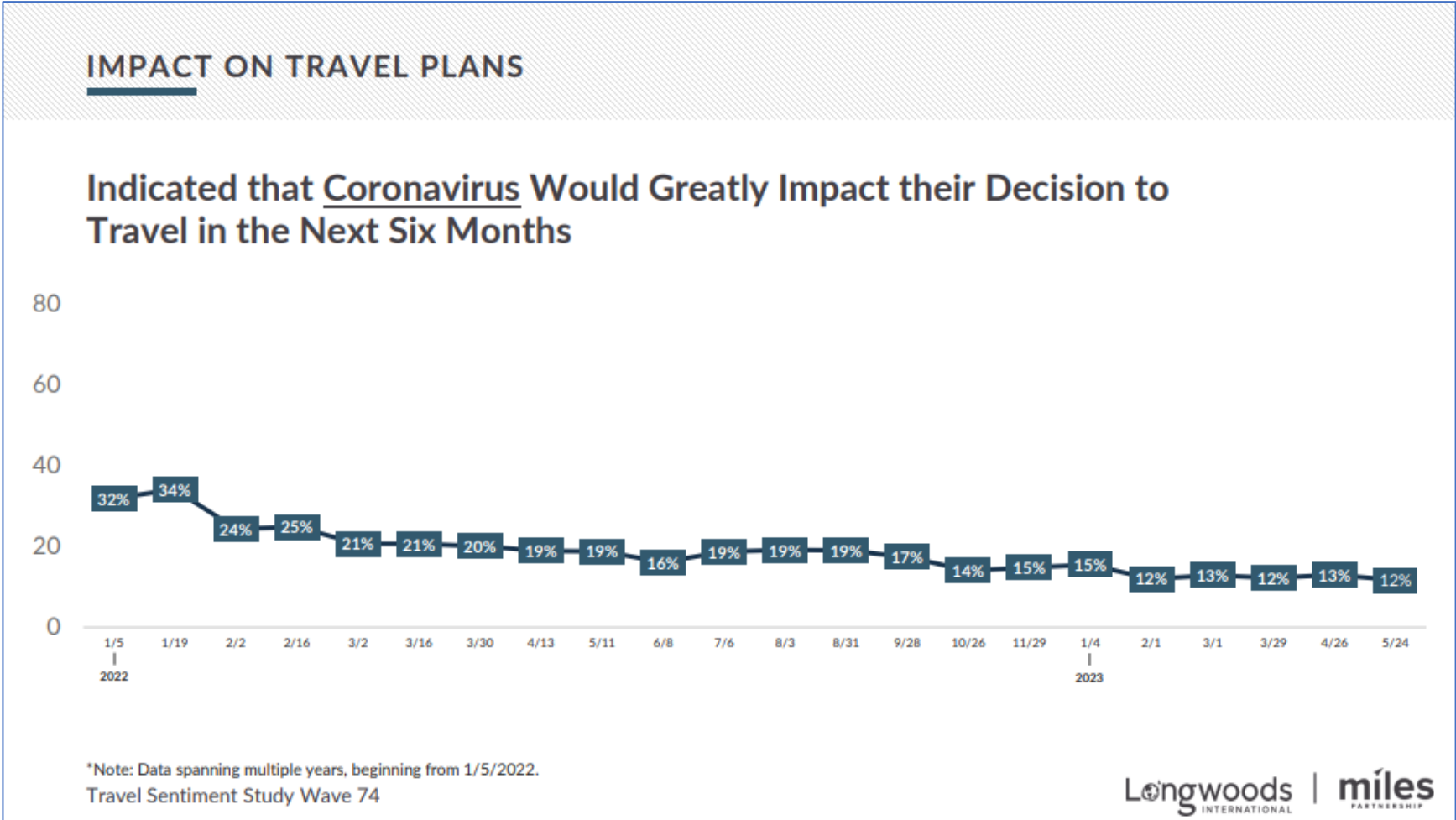
TRAVEL SENTIMENT STUDY WAVE 74

*Survey fielded May 24, 2023; US National Sample of 1,000 adults 18+



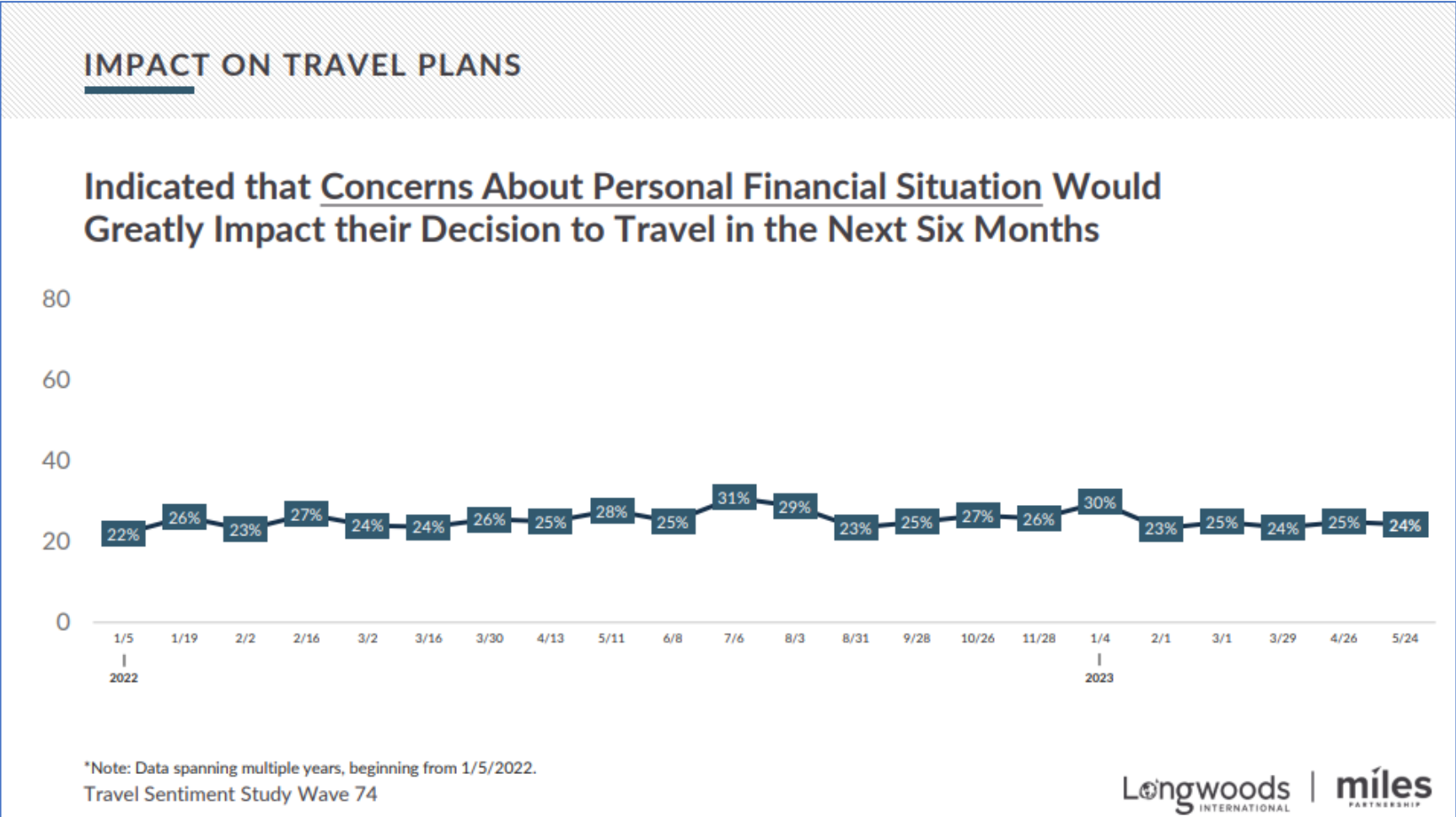
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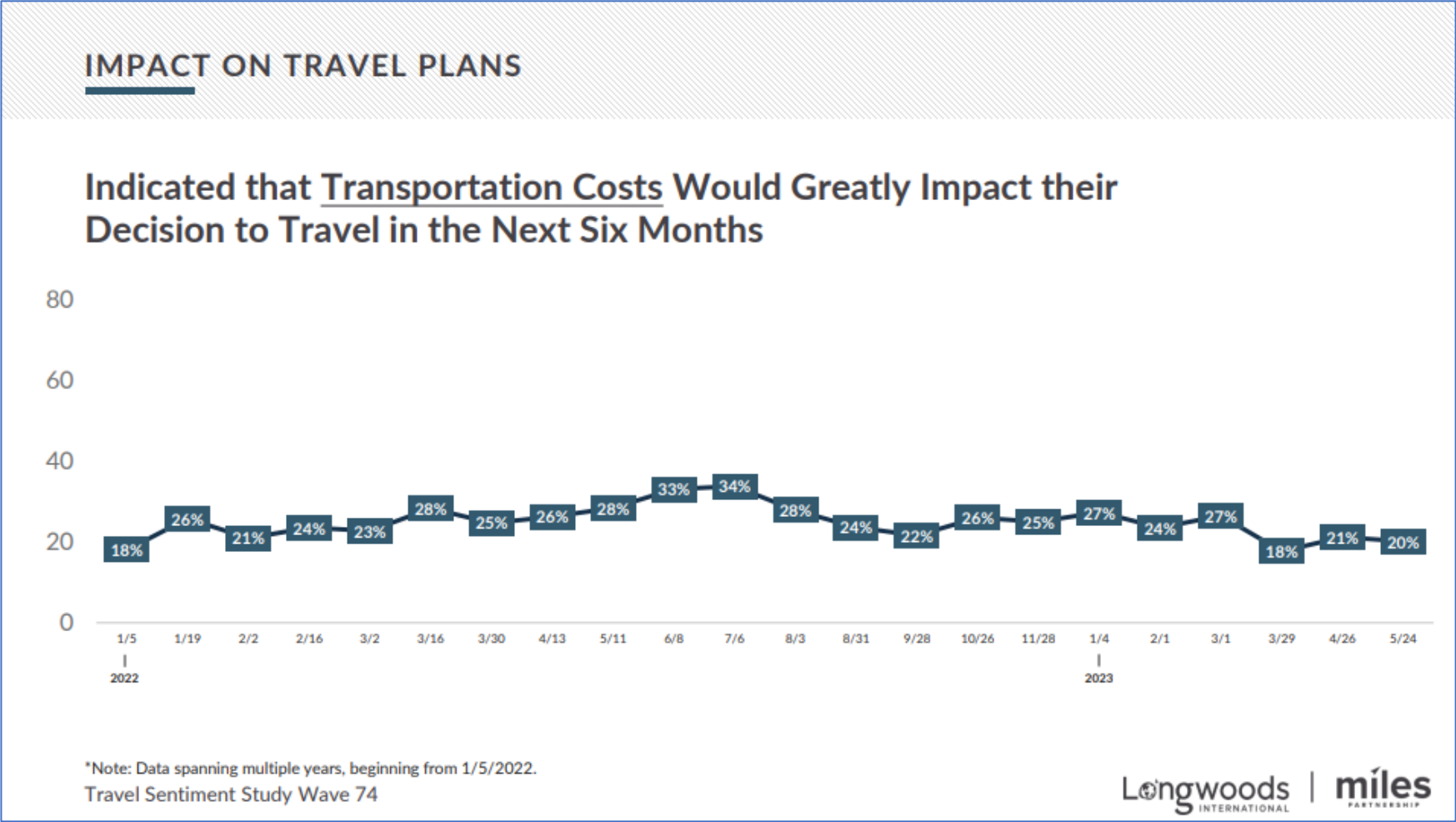
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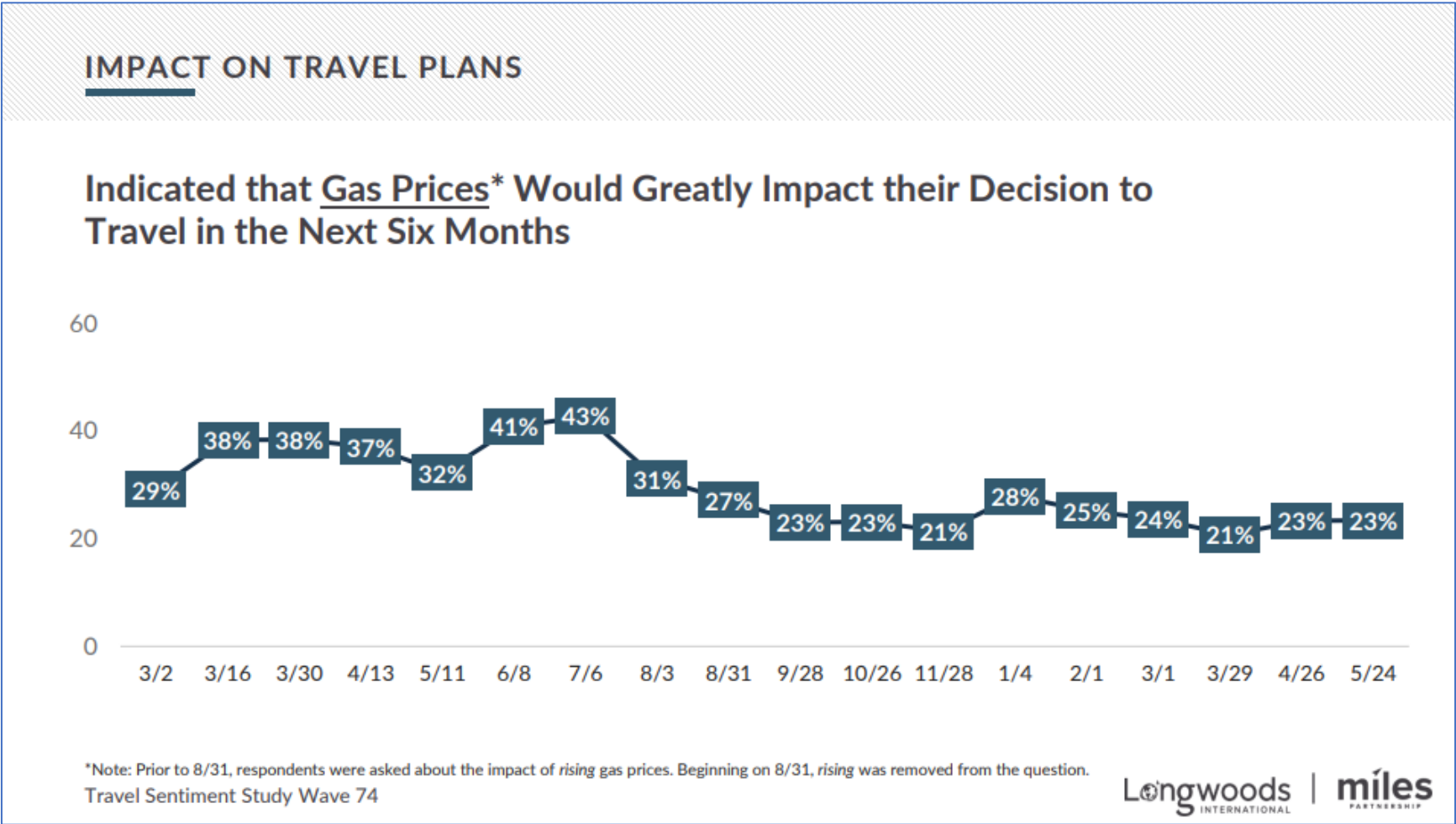
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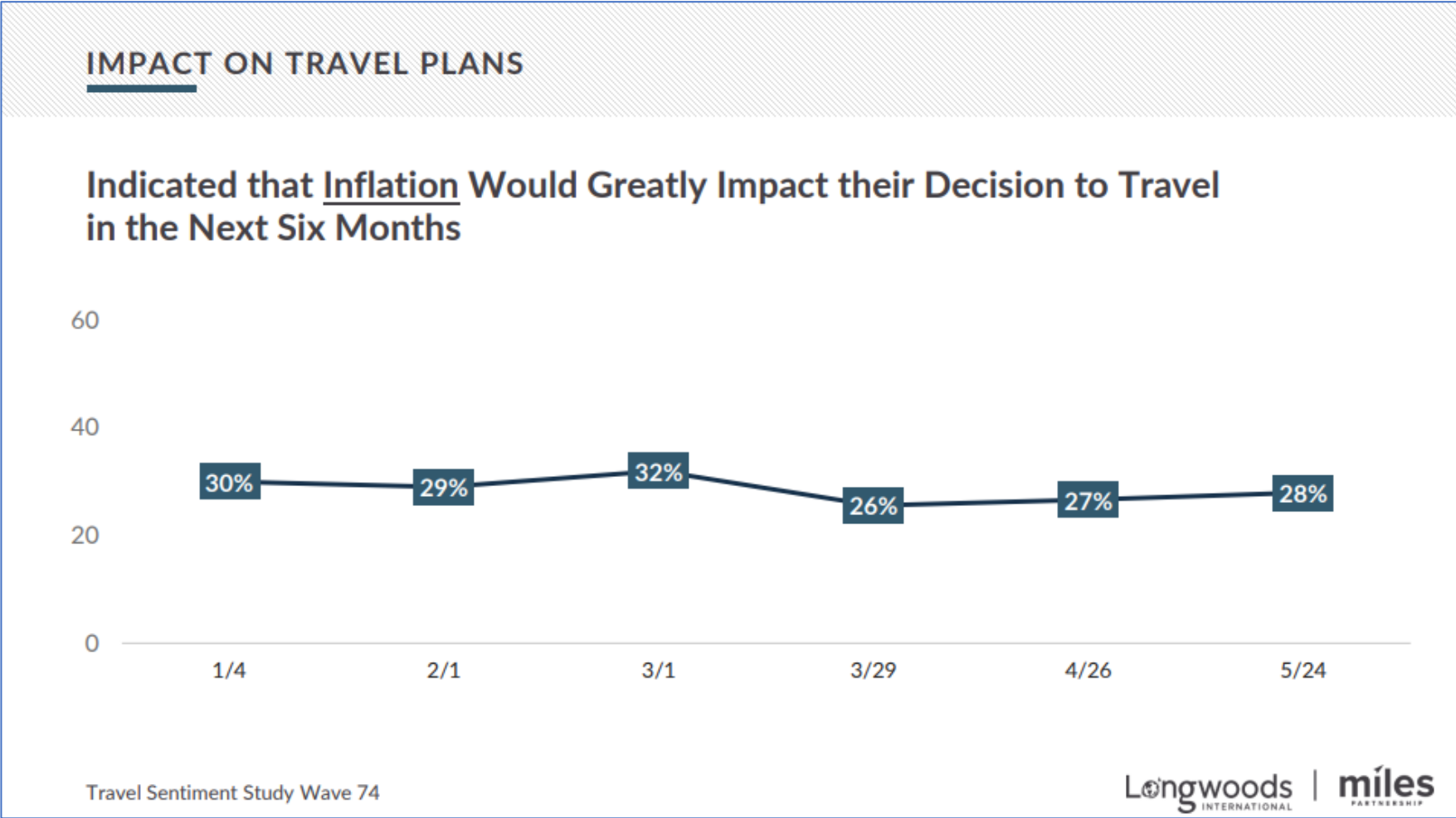
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Source: Longwoods International

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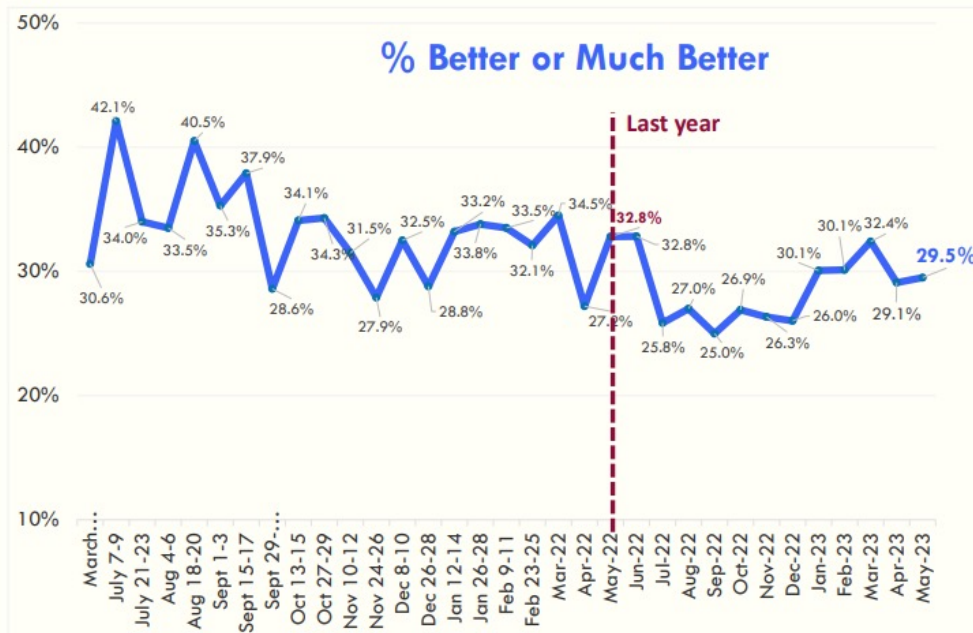


Source: Longwoods International

STATE OF THE AMERICAN TRAVELER

*Survey fielded May 17-21, 2023; Representative sample of adult American travelers; N = 4,000+

Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago?

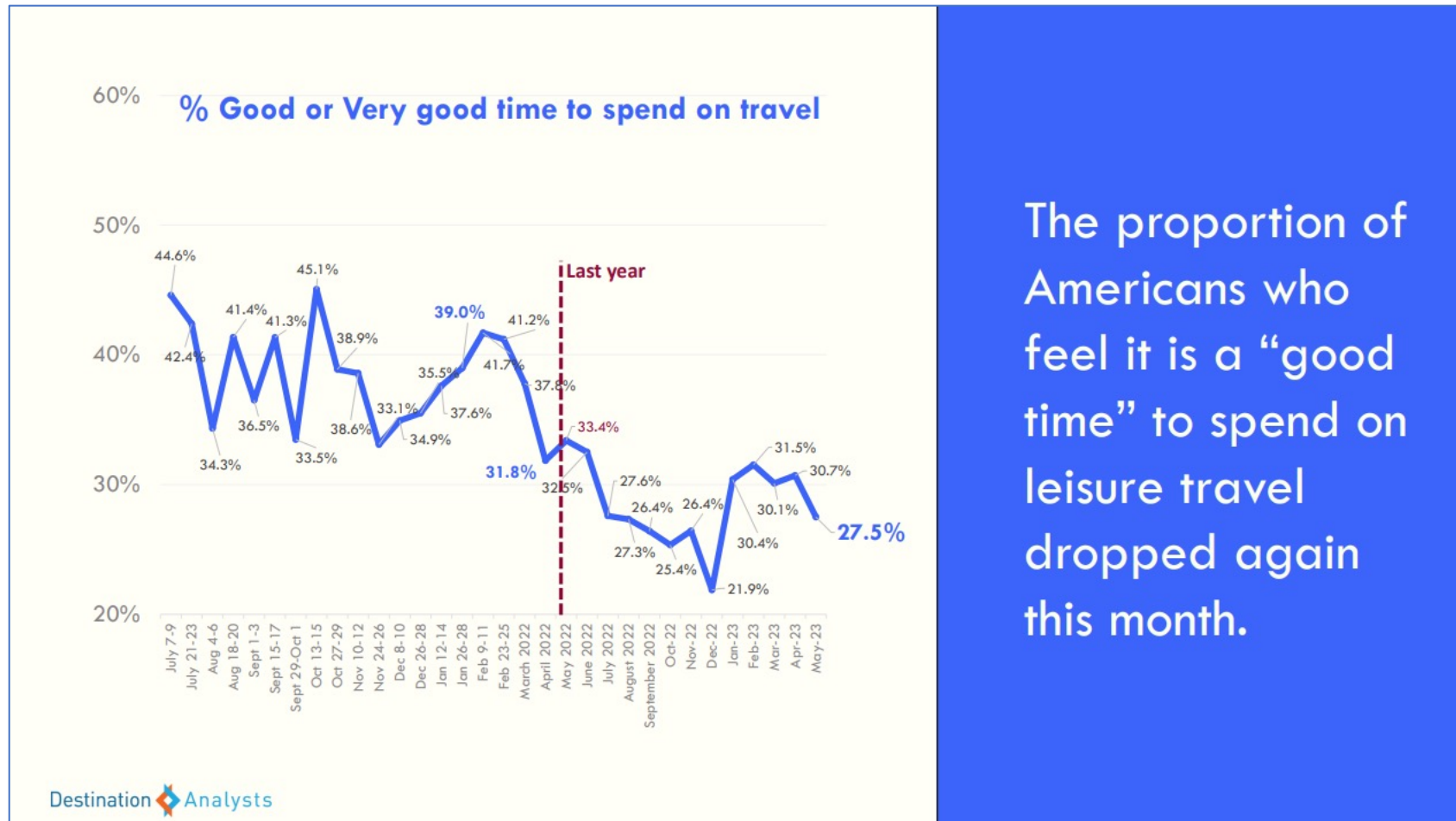


Destination Analysts

Leading into the summer season, travelers are feeling somewhat less financially well off than they were one year ago.

STATE OF THE AMERICAN TRAVELER

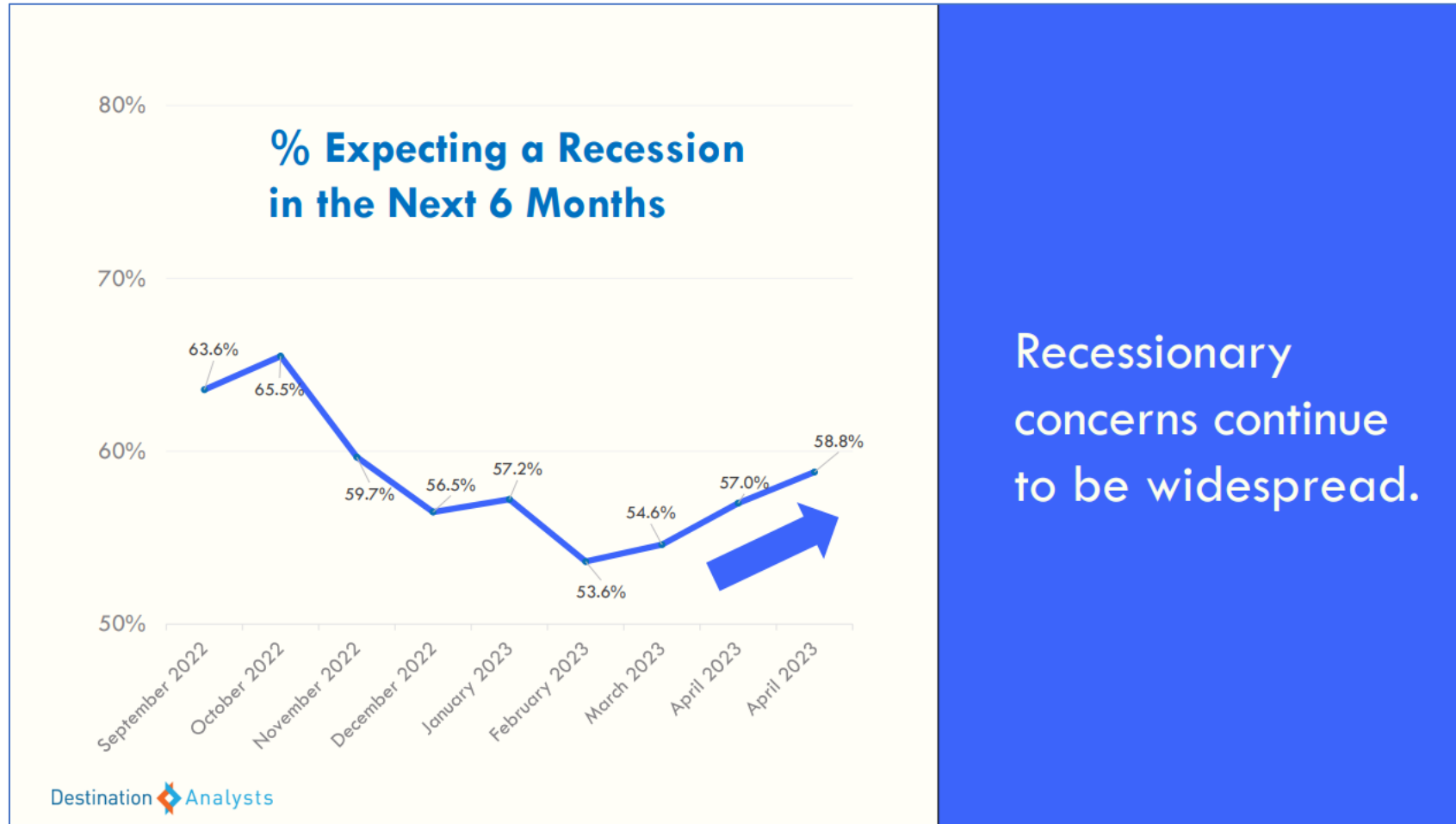
*Survey fielded May 17-21, 2023; Representative sample of adult American travelers; N = 4,000+



The proportion of Americans who feel it is a “good time” to spend on leisure travel dropped again this month.

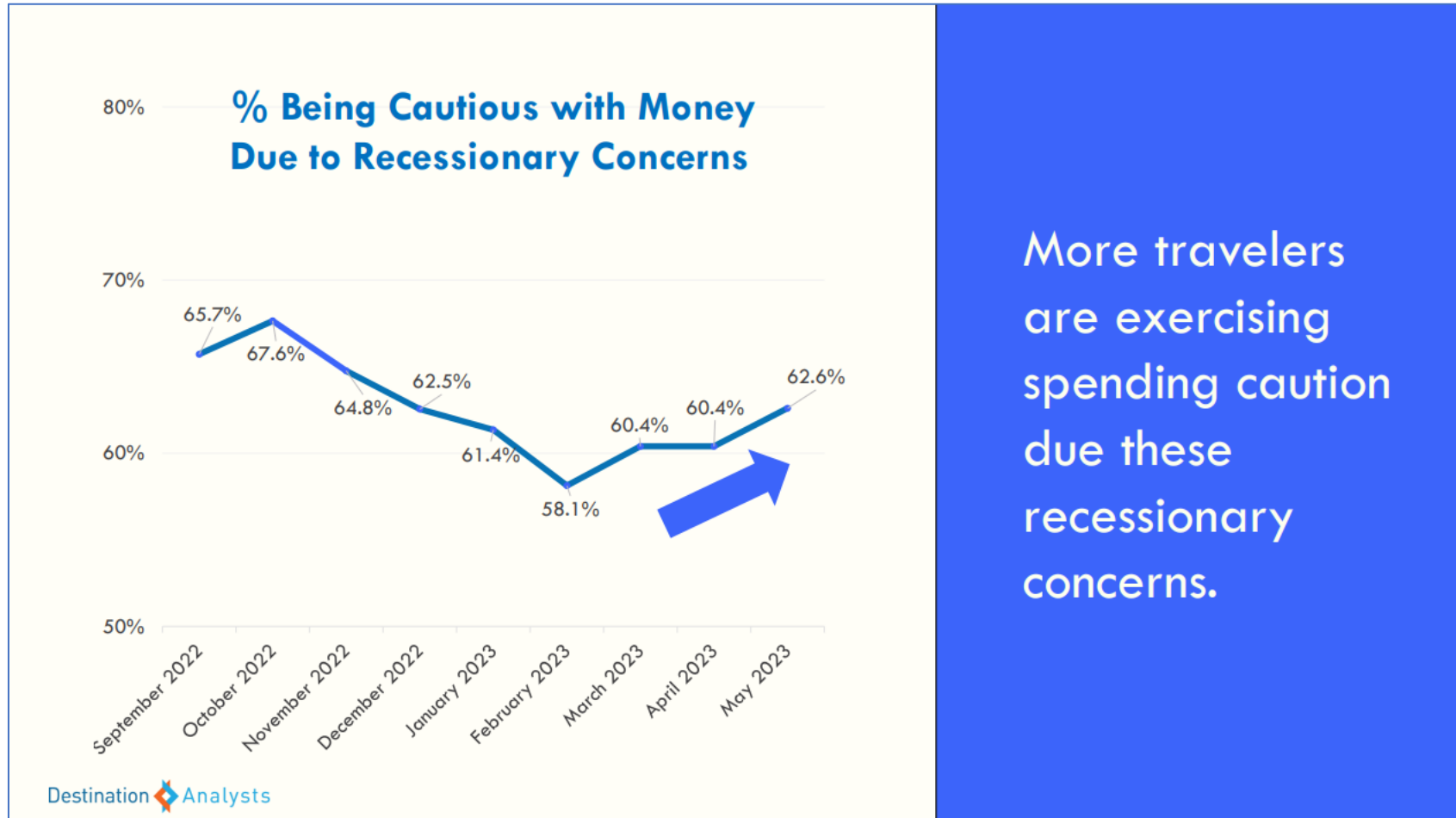
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STATE OF THE AMERICAN TRAVELER

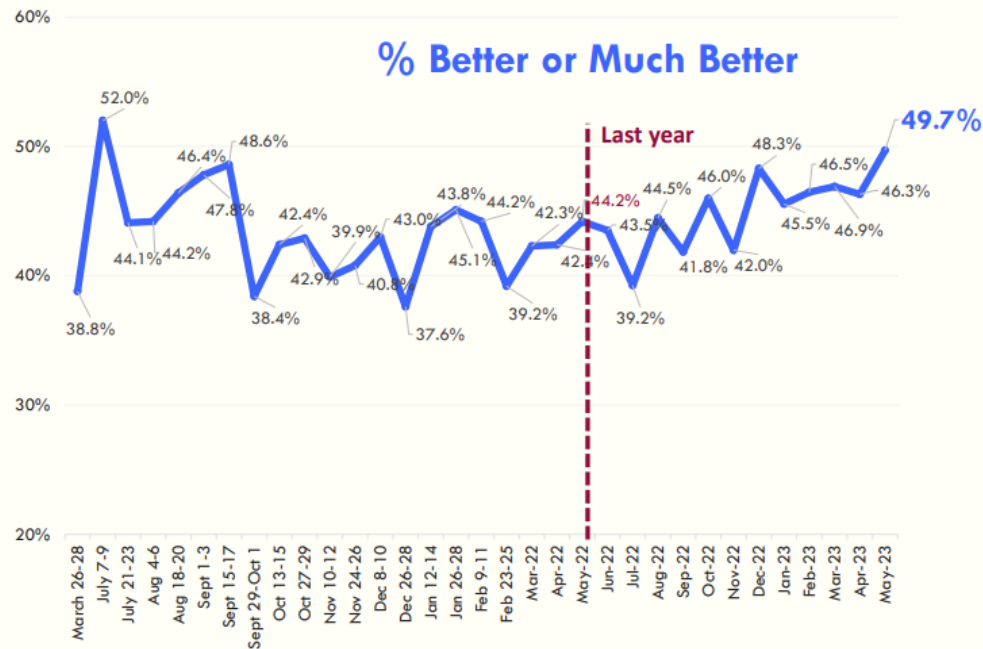
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STATE OF THE AMERICAN TRAVELER

*Survey fielded May 17-21, 2023; Representative sample of adult American travelers; N = 4,000+

Question: LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



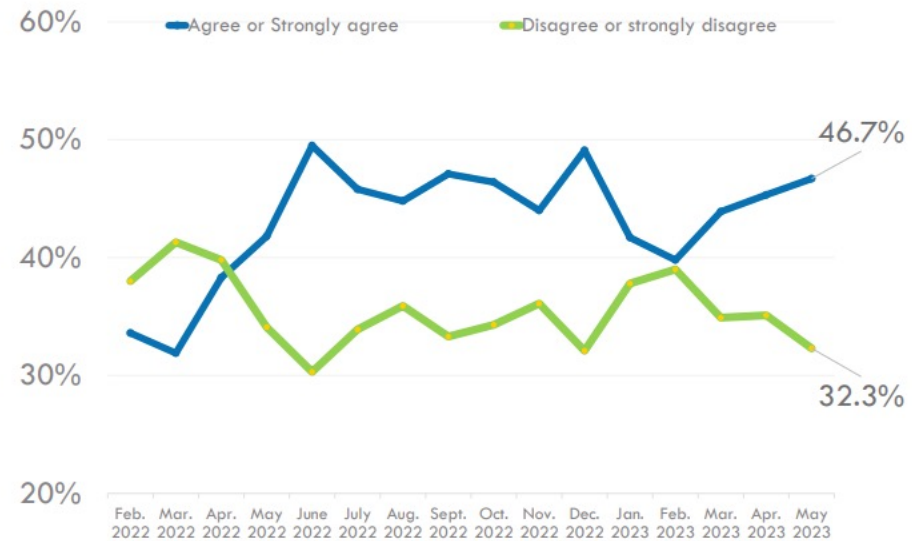
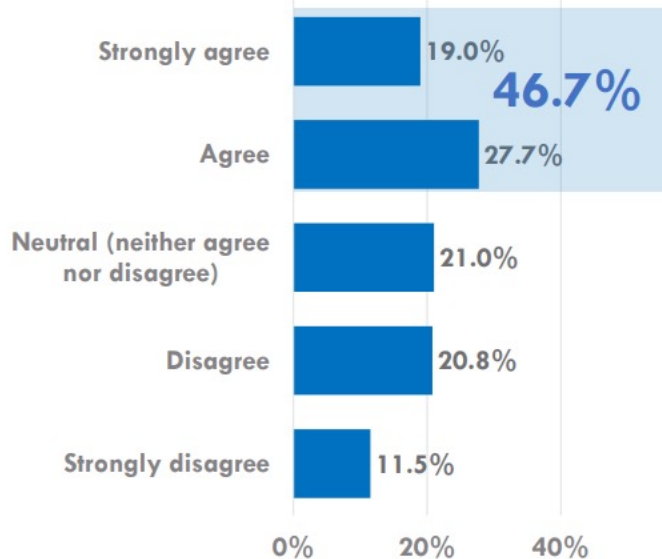
Destination Analysts

Traveler expectations for their financial prospects in the next year have been trending upward.

STATE OF THE AMERICAN TRAVELER

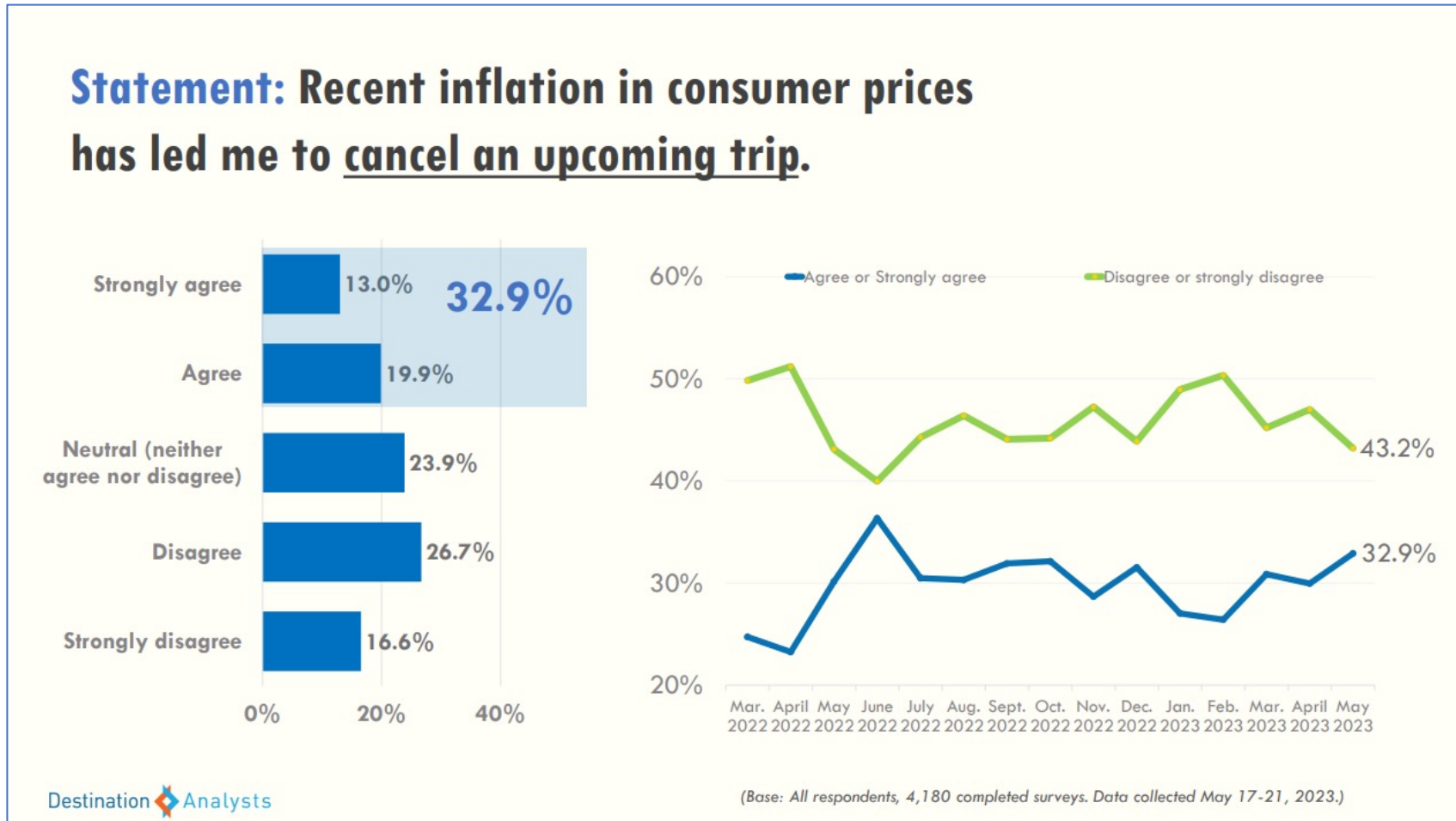
*Survey fielded May 17-21, 2023; Representative sample of adult American travelers; N = 4,000+

Statement: High travel prices have kept me from traveling in the past month.



STATE OF THE AMERICAN TRAVELER

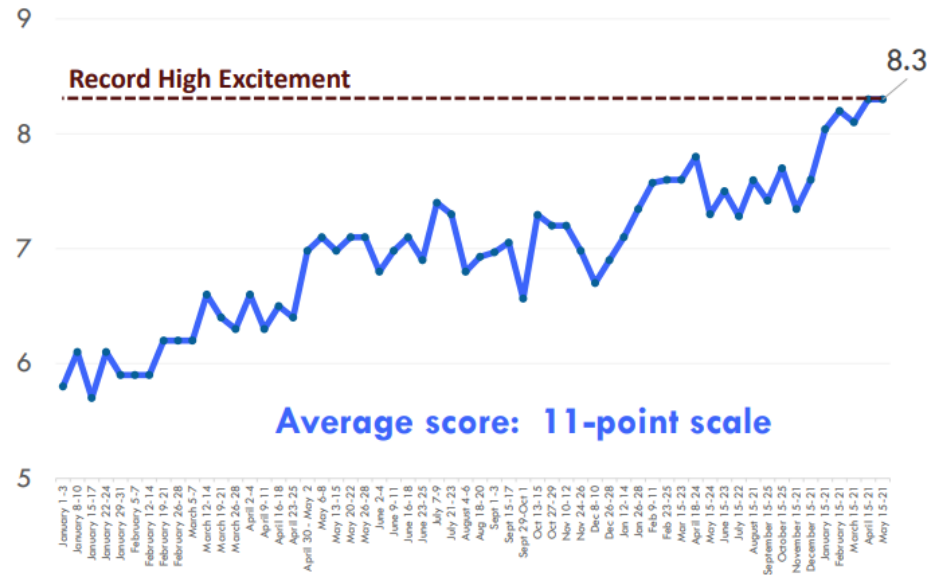
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STATE OF THE AMERICAN TRAVELER

*Survey fielded May 17-21, 2023; Representative sample of adult American travelers; N = 4,000+

Question: Which best describes how excited you are about LEISURE TRAVEL in the **NEXT TWELVE (12) MONTHS?** (Please answer using the 11-point scale below)



Destination Analysts

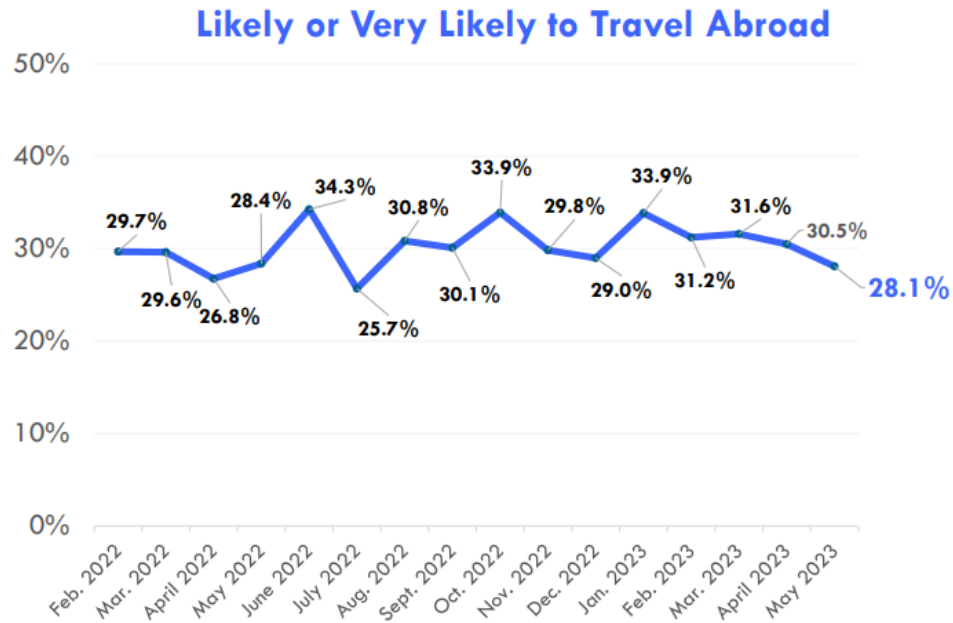
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Which best describes how excited you are about LEISURE TRAVEL in the **NEXT TWELVE (12) MONTHS?** (Please answer using the 11-point scale below)

STATE OF THE AMERICAN TRAVELER

*Survey fielded May 17-21, 2023; Representative sample of adult American travelers; N = 4,000+

Question: How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?



Destination Analysts

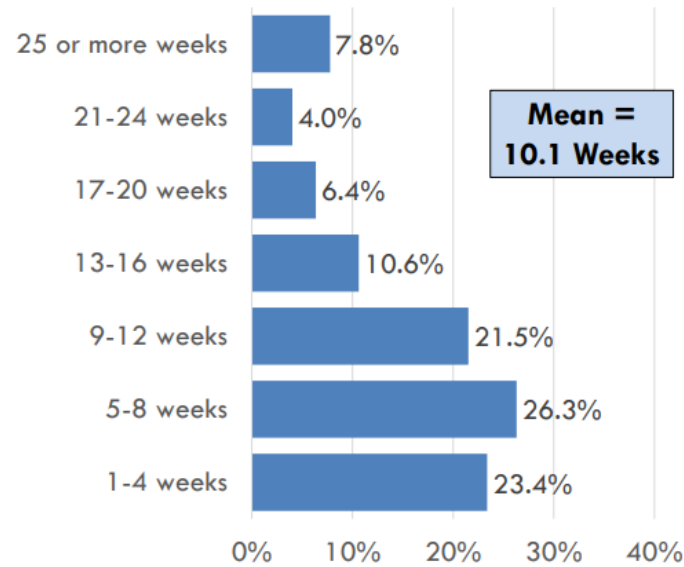
Expectations for travel outside the United States have been moving slowly downward this year.

STATE OF THE AMERICAN TRAVELER

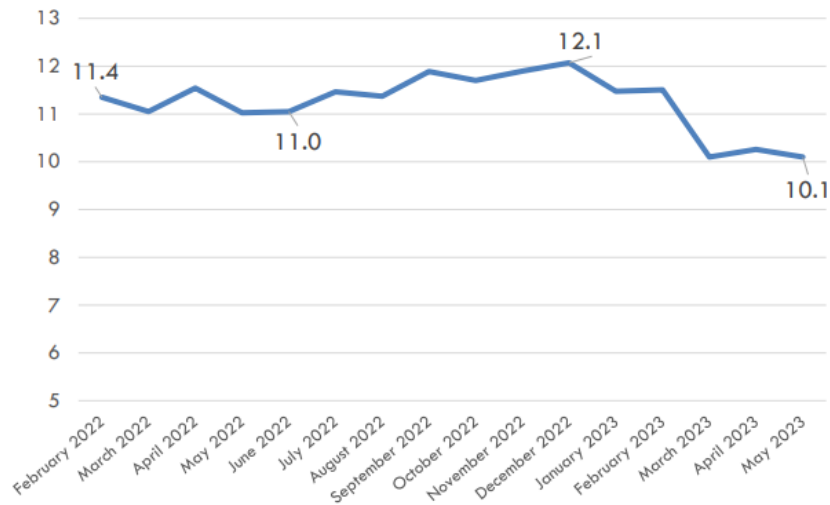
*Survey fielded May 17-21, 2023; Representative sample of adult American travelers; N = 4,000+

PLANNING WINDOW FOR DOMESTIC LEISURE TRAVEL

Question: How many weeks IN ADVANCE would you typically begin planning a domestic leisure trip (of at least one week in length)?



Historical data **Mean in Weeks**



Destination  Analysts (Base: All respondents, 4,180 completed surveys. Data collected May 17-18, 2023.)

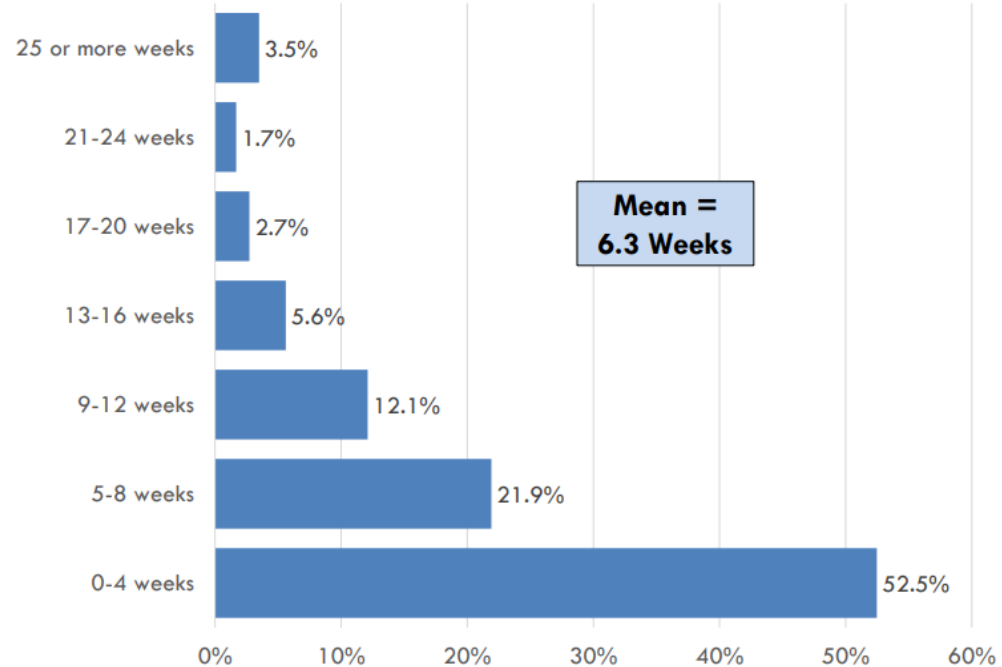
STATE OF THE AMERICAN TRAVELER

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OVERNIGHT TRIPS: PLANNING WINDOW

Question: How many weeks IN ADVANCE did you begin planning your most recent overnight trip?

(Base: Respondents who took an overnight trip, 2,479 completed surveys. Data collected May 17-18, 2023.)



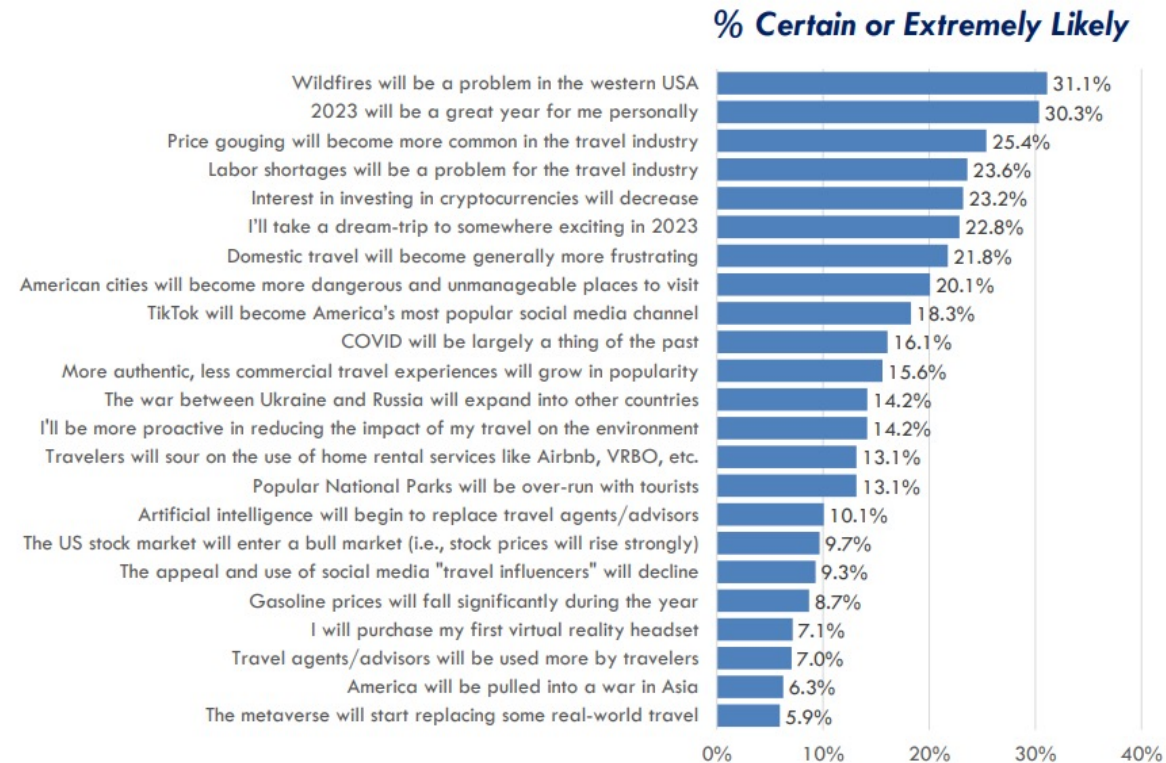
STATE OF THE AMERICAN TRAVELER

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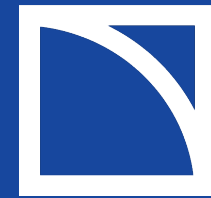
2023 OUTLOOK

Question: Let's talk about next year. Thinking about how 2023 will evolve, how likely do you think each of the following will be? (Please use the scale below to give us your best guess for each)

(Base: All respondents, 4,017 completed surveys. Data collected December 15-24, 2022.)



VISIT
BIG SKY
BIG SKY  CHAMBER



BLUE ROOM
RESEARCH