

VISIT BIG SKY
^ MONTANA ^



BIG SKY CHAMBER | VISIT BIG SKY



RESEARCH UPDATE

DECEMBER 4, 2025



BLUE ROOM
RESEARCH

**RELATIVELY SMOOTH
SAILING IN
UNCHARTED AND
TURBULENT WATERS**



BLUE ROOM
RESEARCH



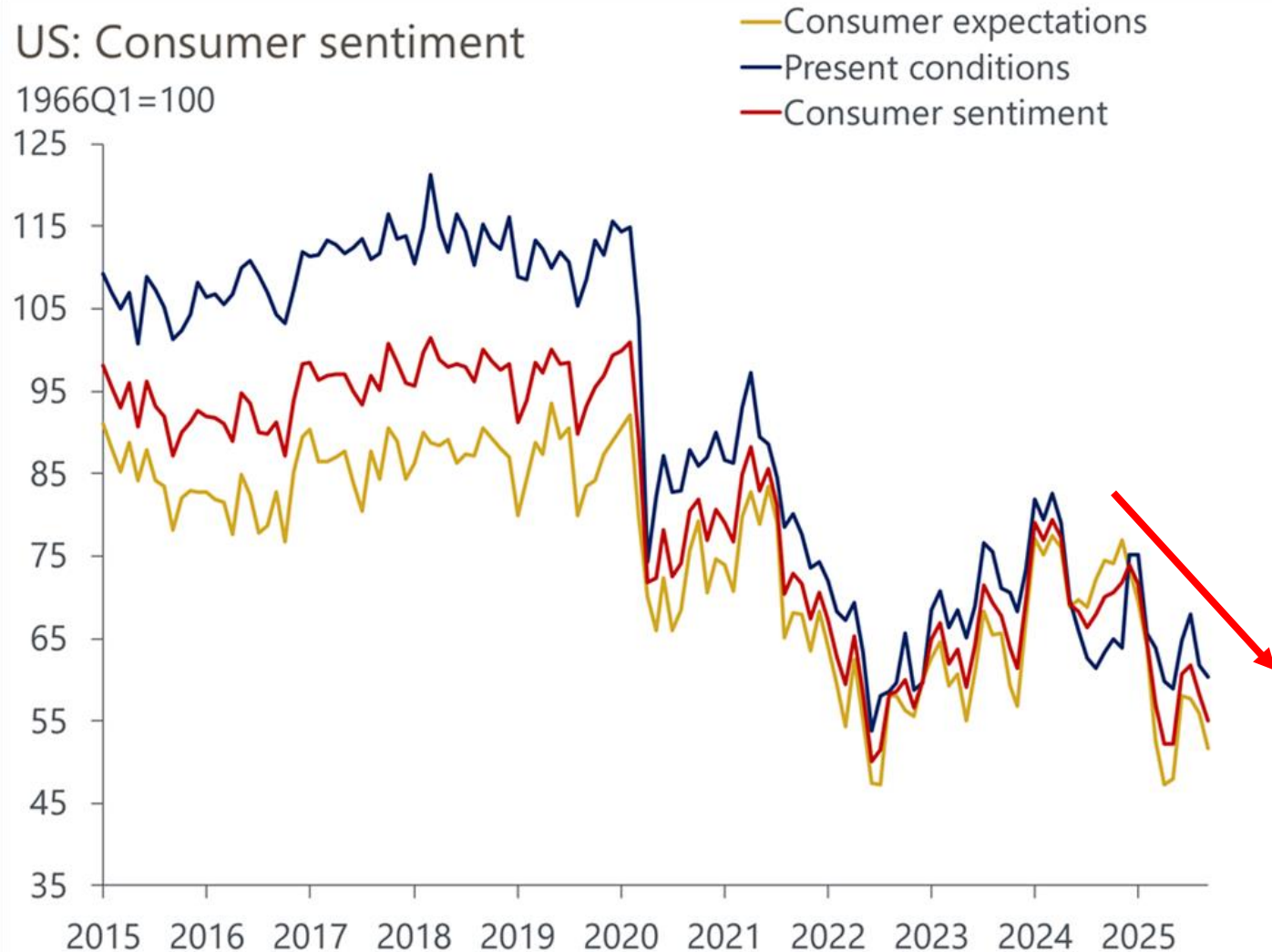
STATE OF THE INDUSTRY

“UNCERTAINTY” appears to be the official word of 2025

- Many economic levers are being pulled at once
- Government shutdown = lack of data
- Mixed signals abound
- Forecasting is challenging!

This presentation will self destruct at 12pm...

Consumers remain cautious



- Rising prices (elevated inflation expectations)
- Labor market uncertainty
- Policy uncertainty

- Sentiment doesn't always translate to actual behavior, but makes consumers cautious and uncertain

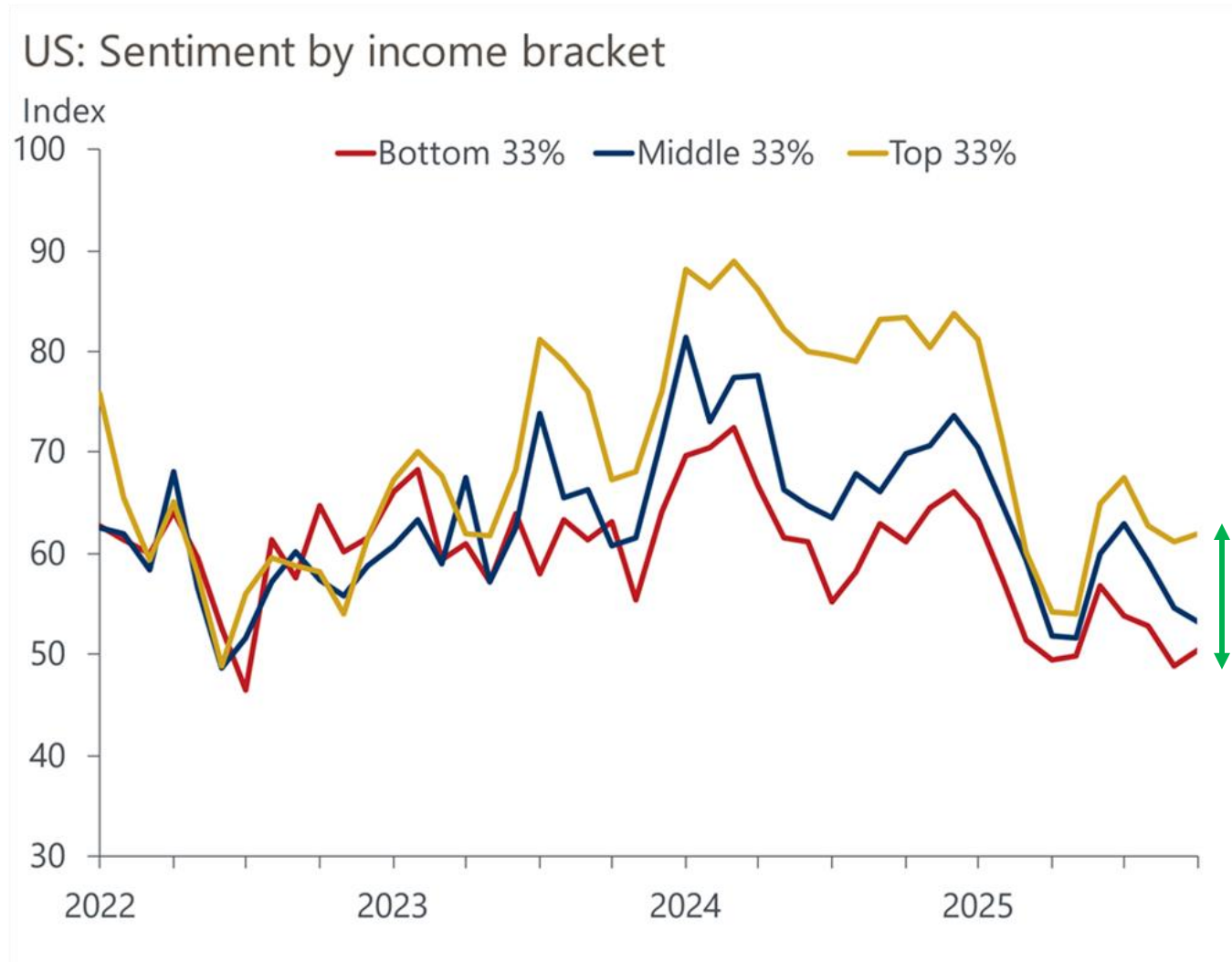
PREDICTING CONSUMER BEHAVIOR

UNCERTAINTY means the “Hard Times” tourism playbook is back...again.

- Short booking windows > Long booking windows
- Short trips > Long trips
- Drive > Fly
- Domestic > International
- Less in-market spend > More in-market spend
- Providing value to the consumer is critical!

But not all consumers are created equally, and the Big Sky consumer is NOT the “average” consumer....

Gap between high and low-income earners remains

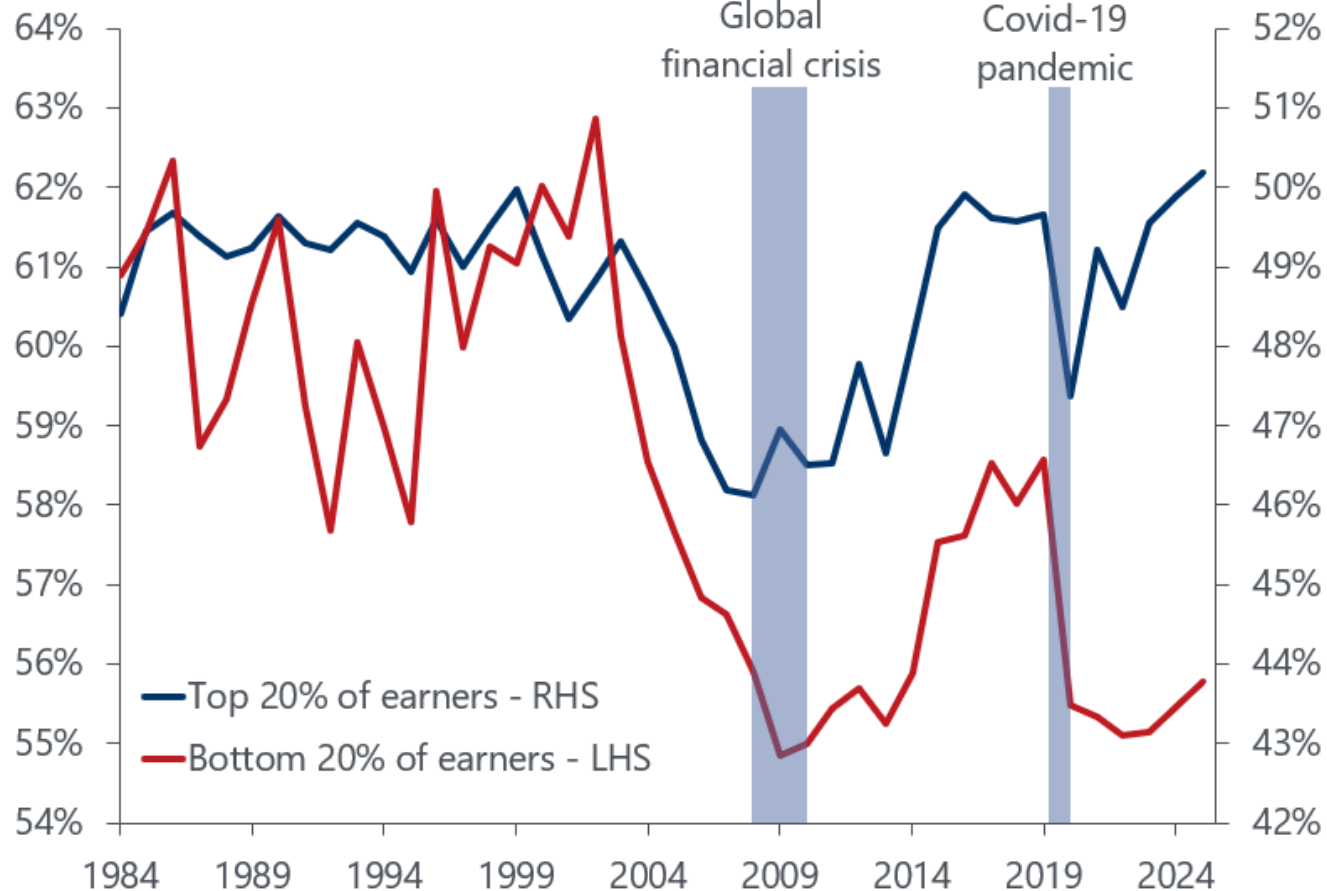


- Lower-income groups are spending less on discretionary purchases and more on essentials.
 - Hit harder by tariffs
 - Fewer financial buffers
 - Weaker wage growth

K-shaped trend in spending

US: Consumer discretionary spending by income

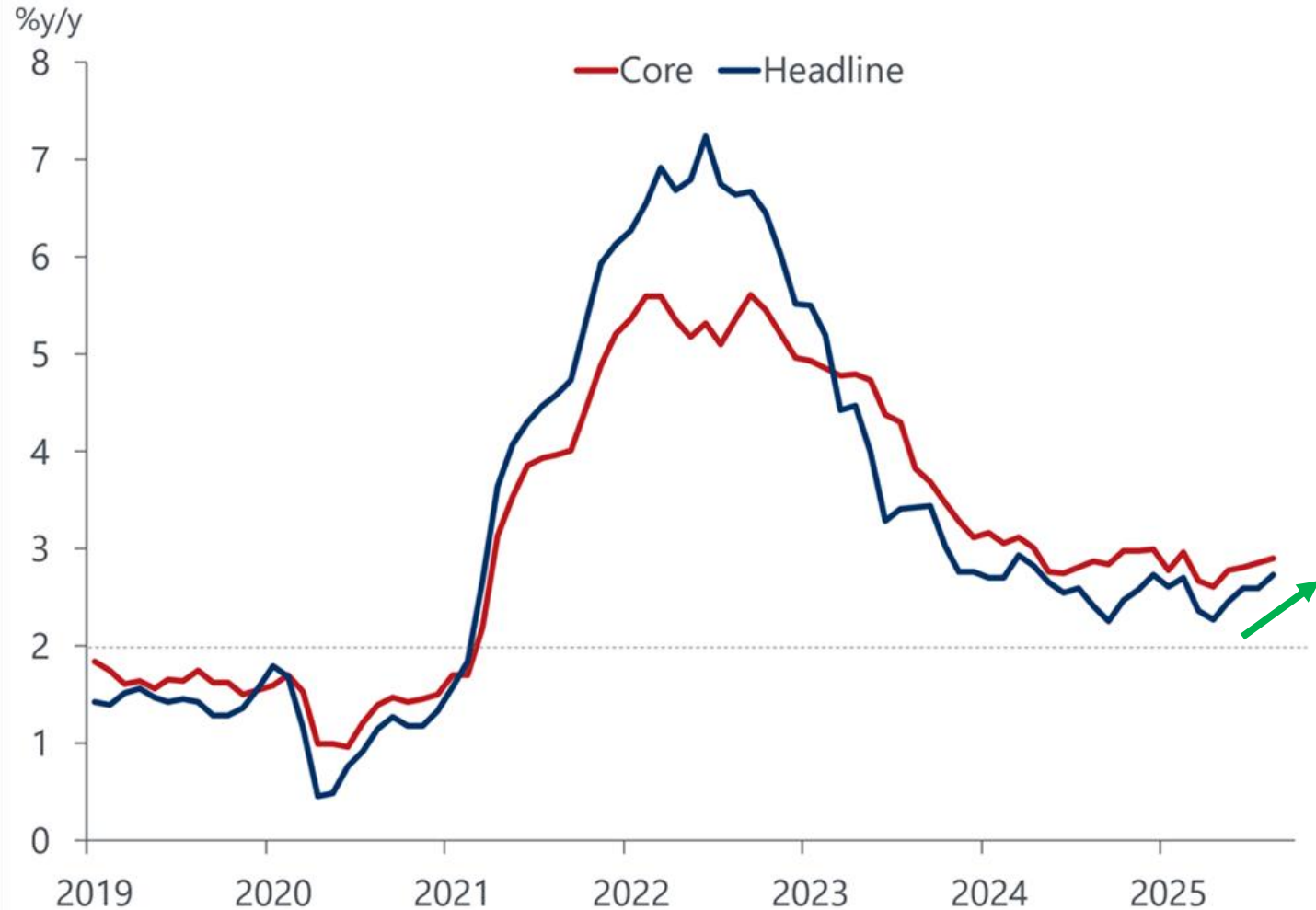
share of each group's total spend



- Lower-income households are facing greater pressures, spending less on discretionary purchases and more on essentials.
- There is a similar trend for younger cohorts who are having a hard time finding a job.

Core inflation will rise this year

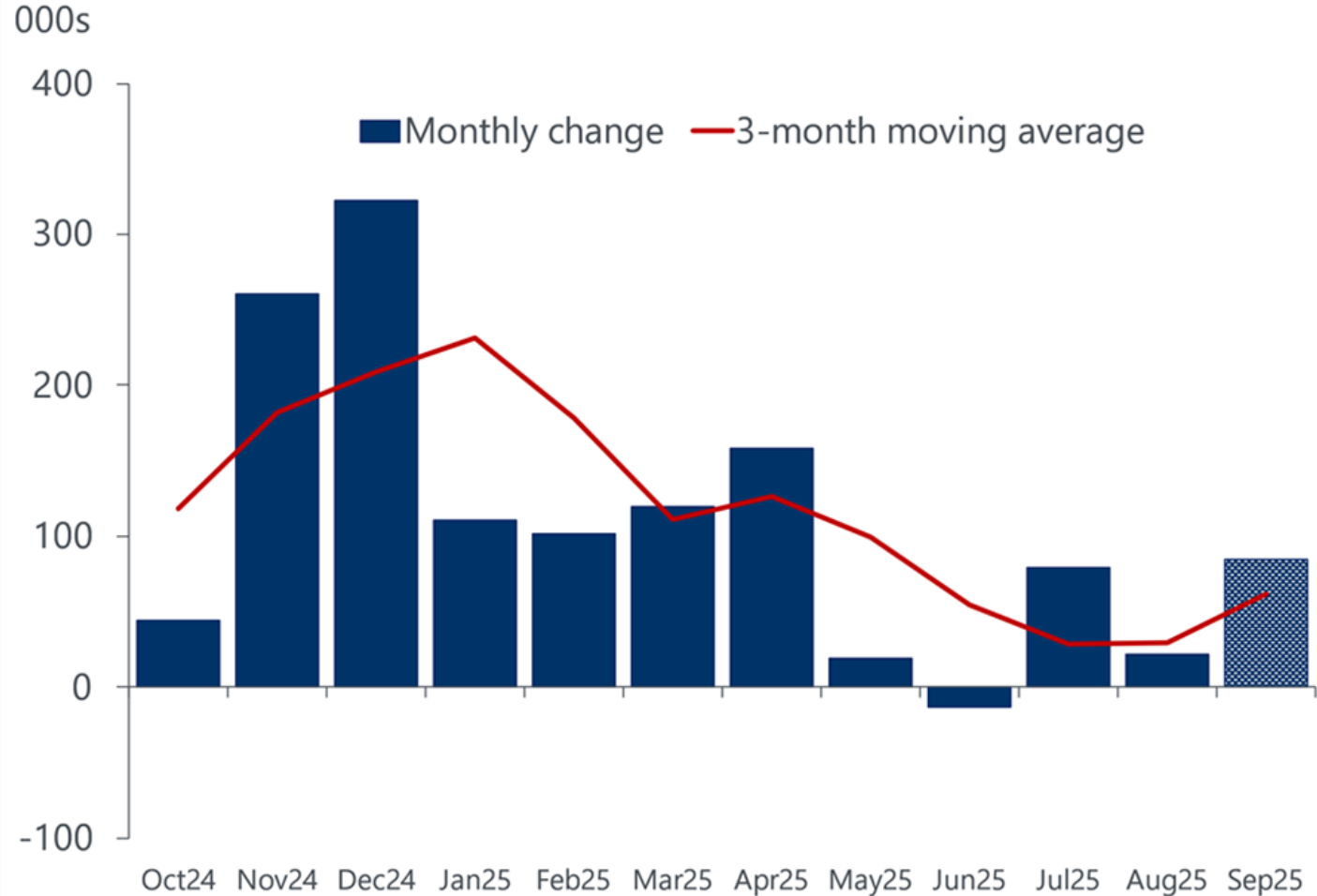
US: PCE inflation



- Annualized inflation rose to 3.0% in September versus 2% target.
- If not for tariffs, inflation would be 0.4ppts lower – 2.6%.

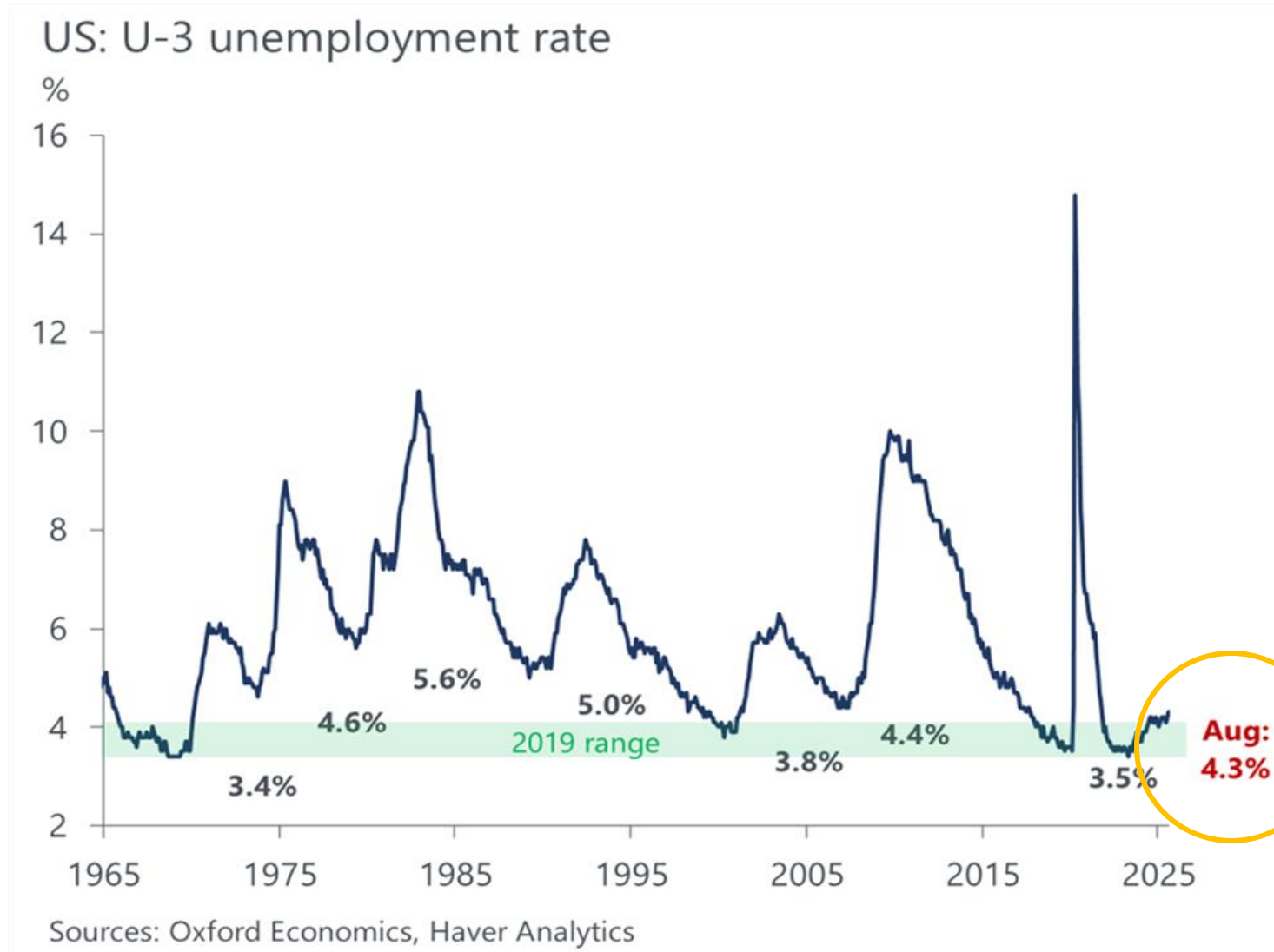
Last three months averaged just 29,000 jobs

US: Nonfarm payroll employment



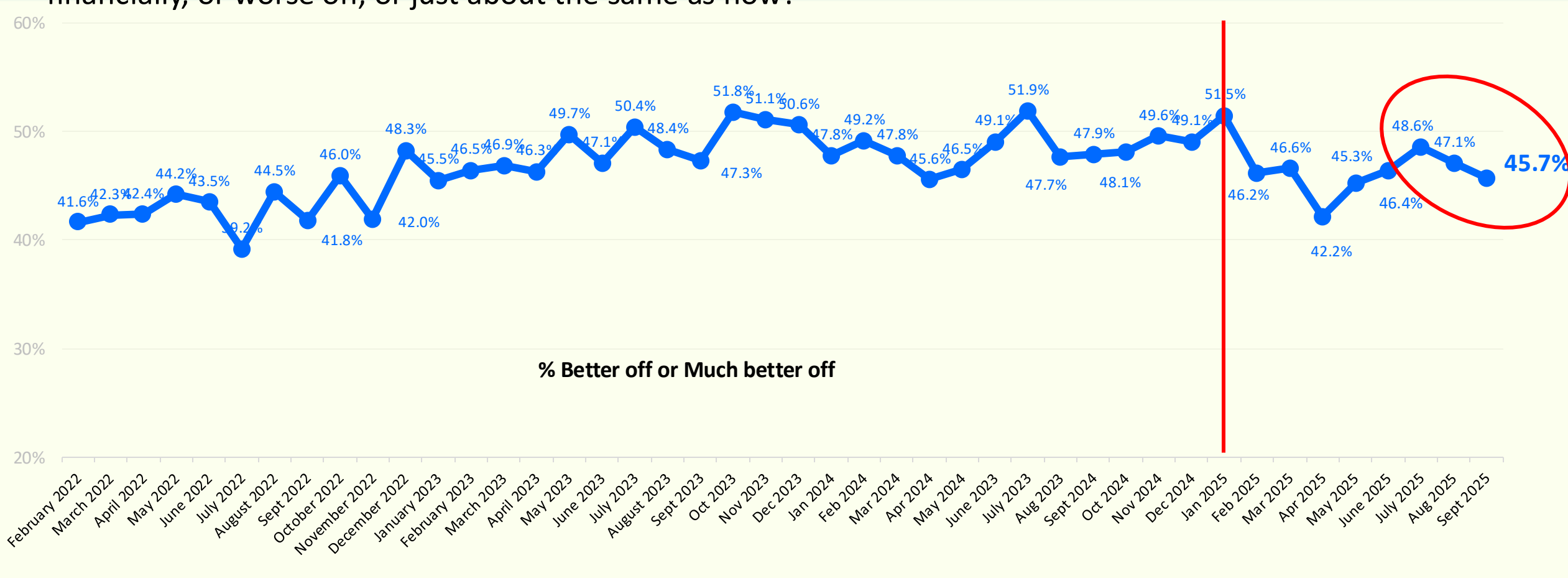
- With policy uncertainty elevated, employers are cautious about hiring, as higher prices can cut into their profit margins.

Unemployment remains low at 4.3%



Future Financial Optimism is Softening

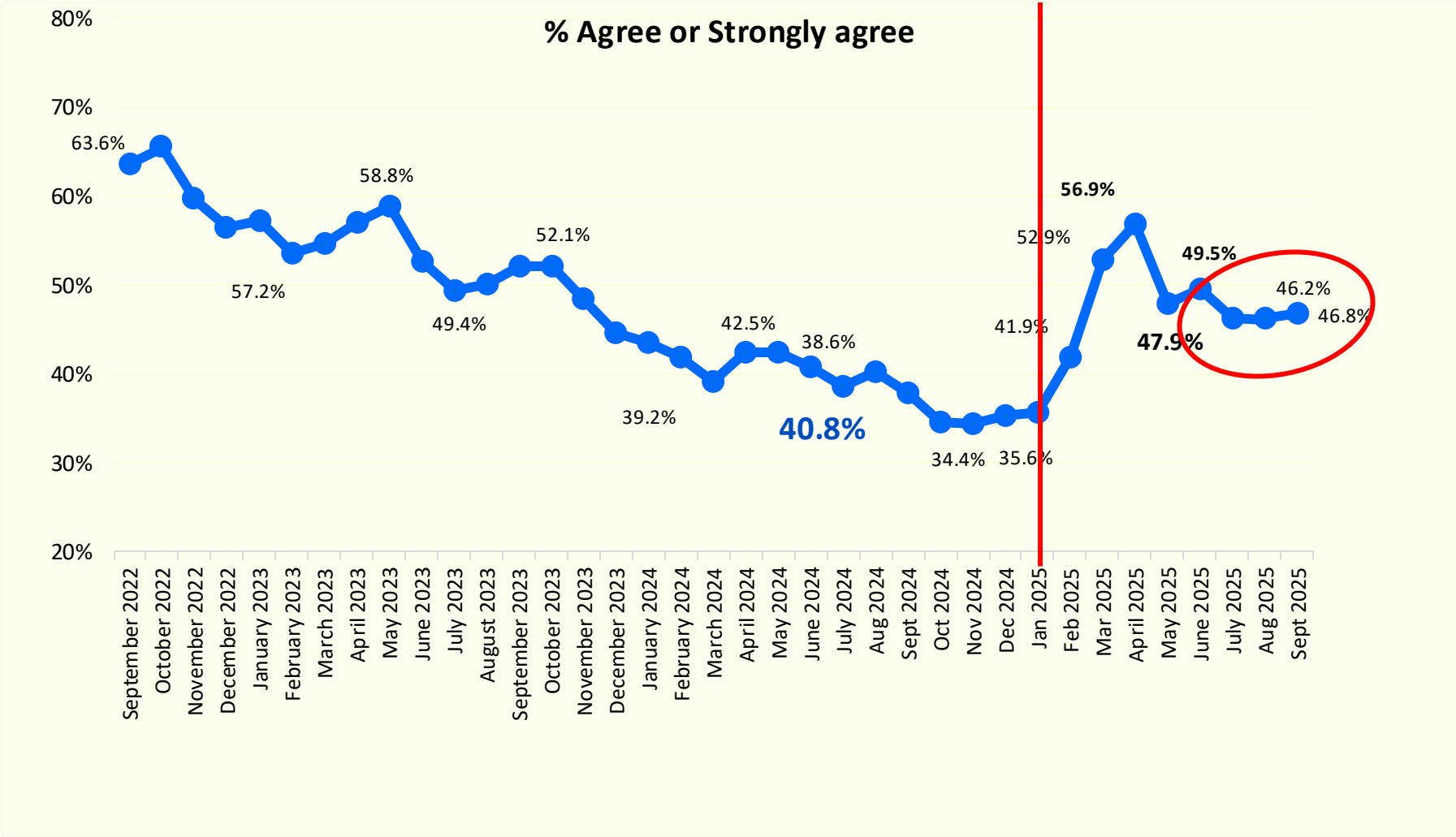
Question: LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



Recession Concerns Among American Travelers Unchanged Again This Month but Up 9-Points YOY

Statement:

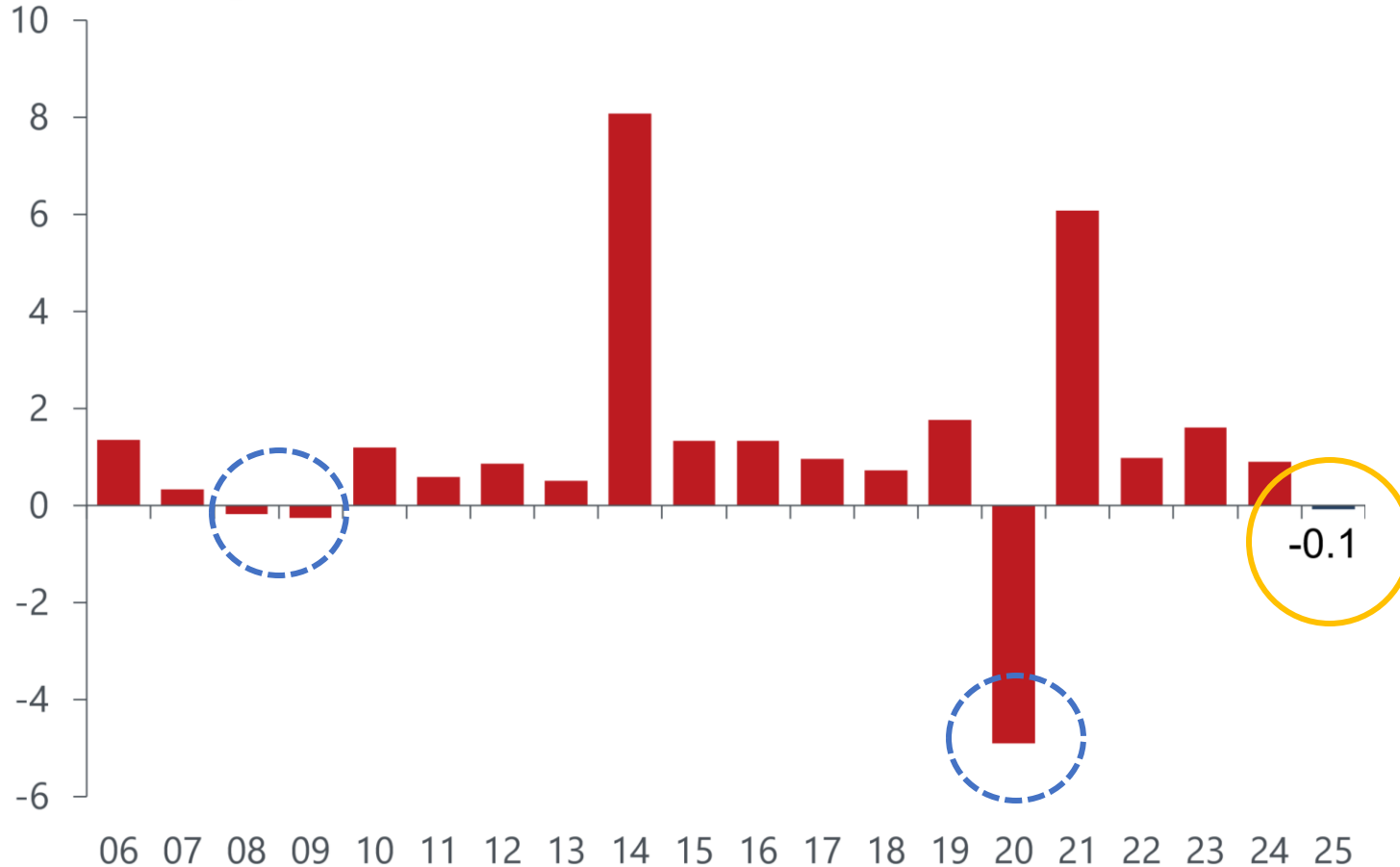
I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.



Consumers put spending on hold

US: Real consumer spending, January-June

Percent change



- Stagnation in consumer spending is rare outside a recession...
- Last time: Pandemic
- Before that: Great Recession

International visitors to the US pull back



INTERNATIONAL INBOUND PASSENGER VOLUME (YEAR-OVER-YEAR CHANGE)

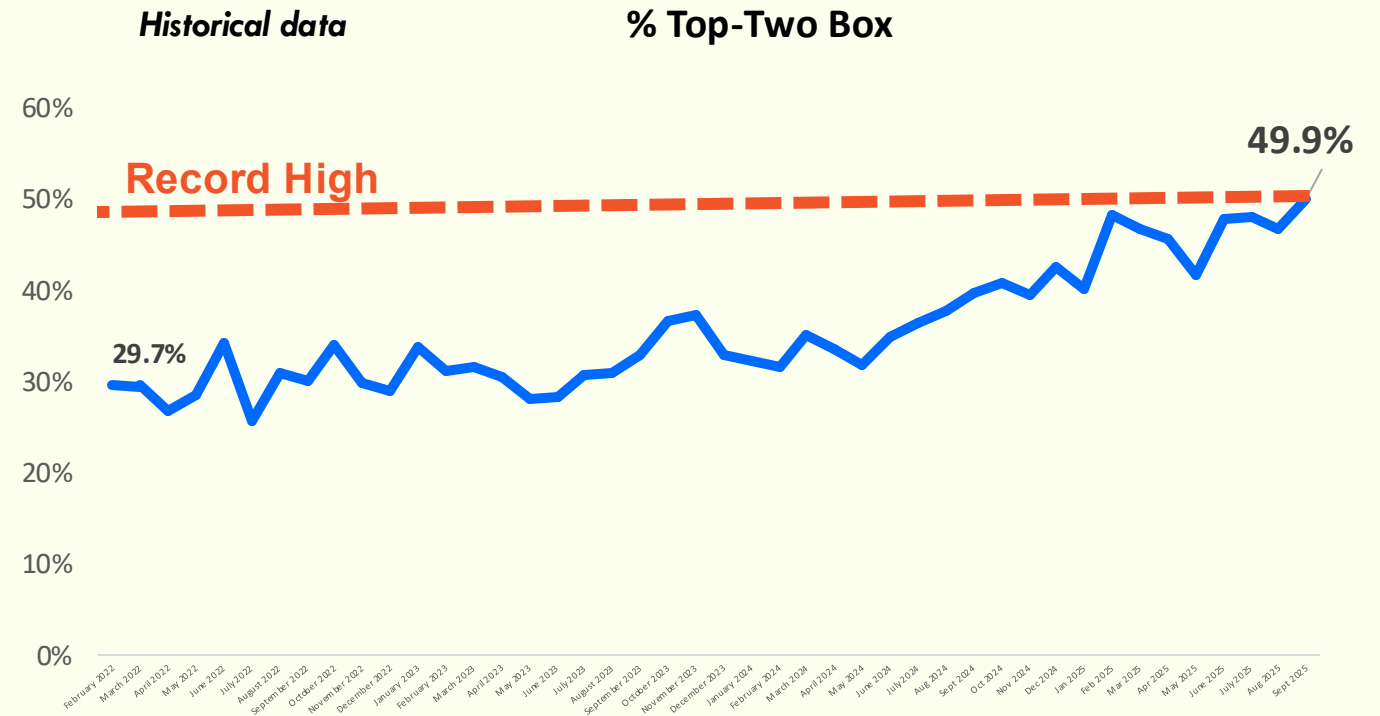
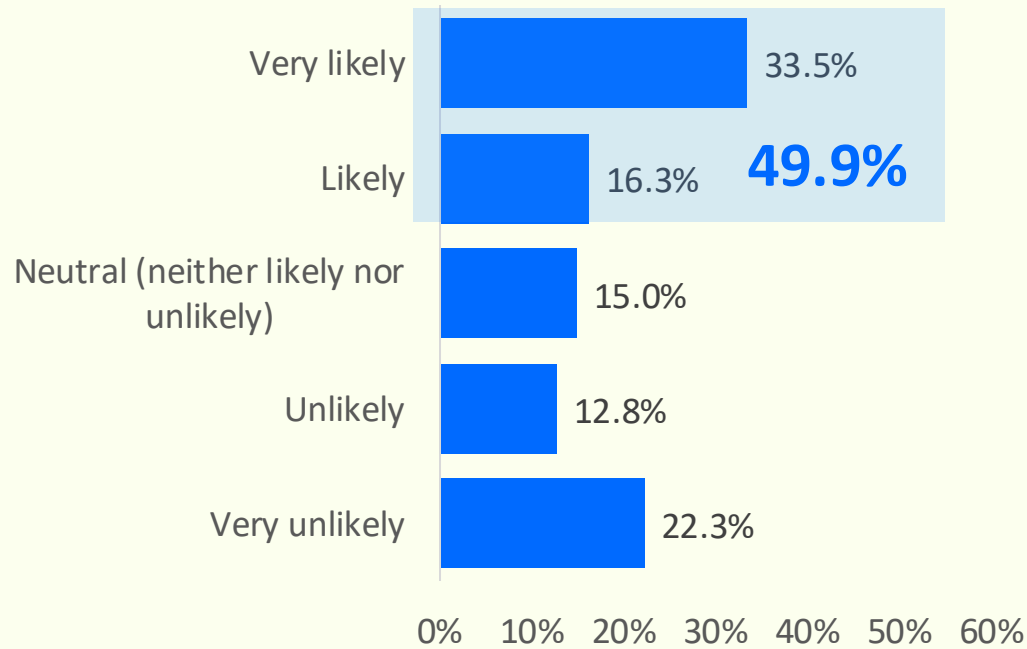


Source: U.S. Travel's Analysis of Customs and Border Protection Data

- 2025 TE overnight arrivals forecast (as of Aug 2025):
 - Canada: **-20.2%**
 - Overseas: **-2.8%**
 - **International: -8.2%**
- Impact to US hotel demand:
 - 2025: **-0.6%**

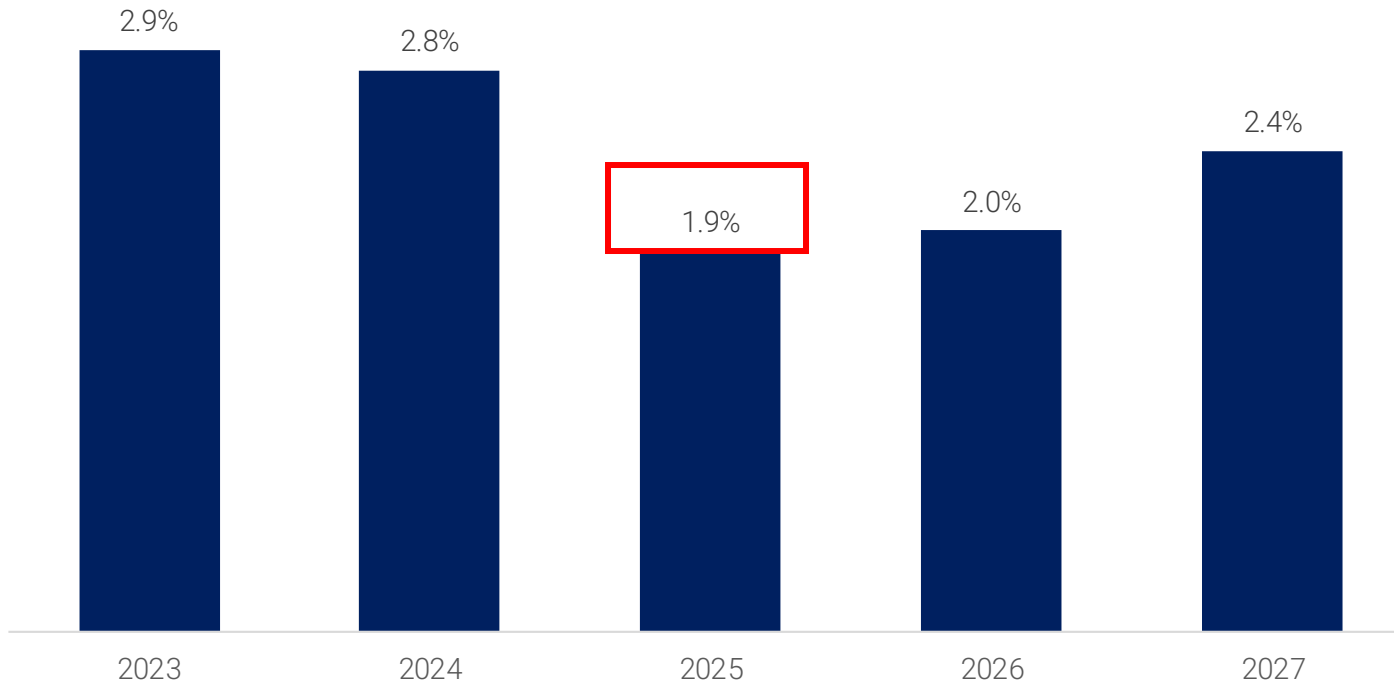
Record High for International Travel Plans

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



Economic growth will slow markedly in 2025

US Real GDP
Annualized Growth Rate



Source: Oxford Economics

- The economy is currently vulnerable and has little margin for error.
- The economy will improve next year, supported by tax cuts/extensions, reduced uncertainty, and the fading effects of tariffs on inflation.

REVISED U.S. HOTEL FORECAST

U.S. Hotel Forecast

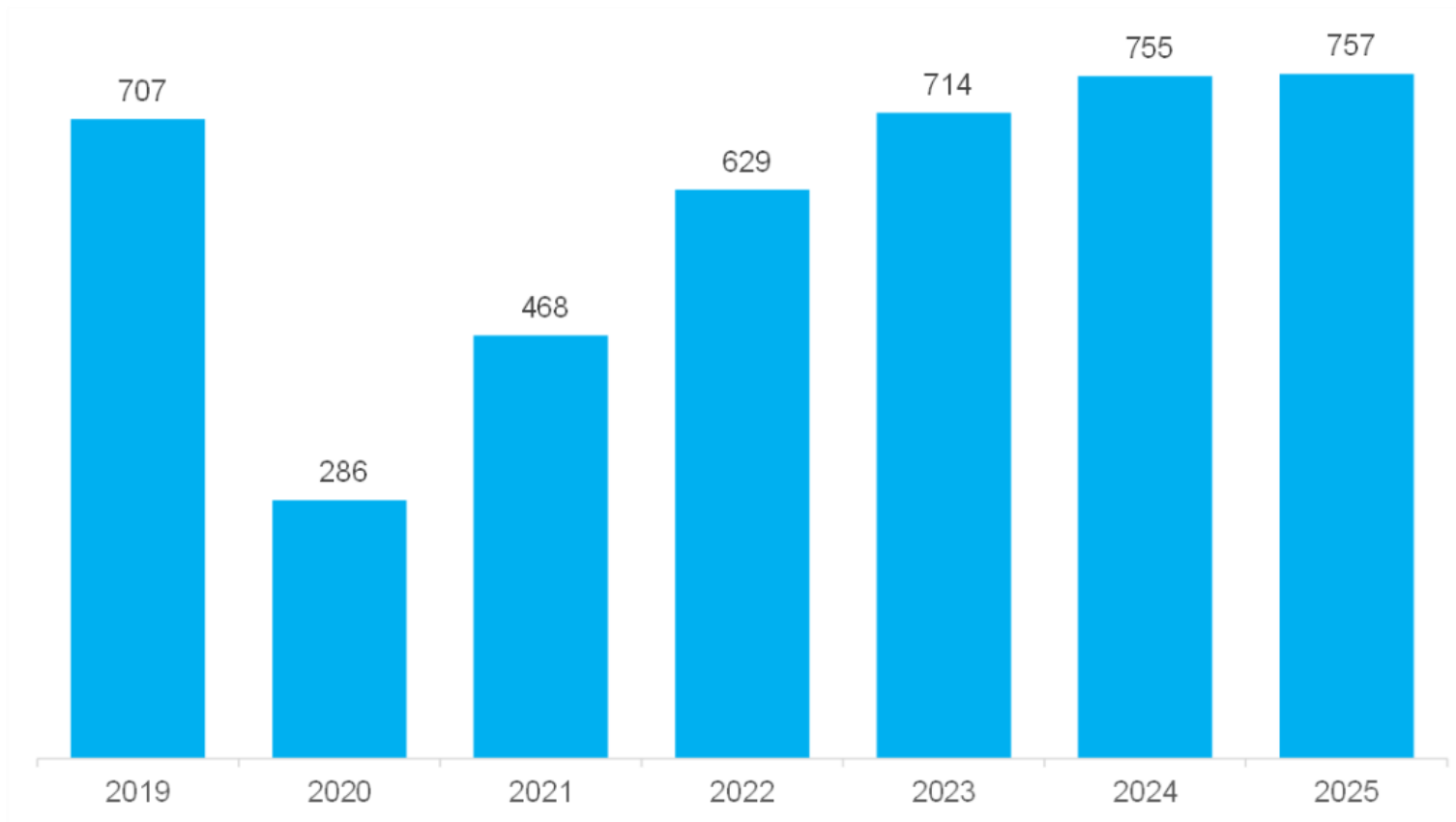
YoY – year over year (% change)

	2024 Actual	2025 Forecast	2026 Forecast
Supply (YoY)	+0.5%	+0.8%	+0.9%
Demand (YoY)	+0.6%	-0.4%	+0.5%
Occupancy	63.1%	62.3%	62.0%
ADR (YoY)	+1.8%	+0.8%	+0.9%
RevPAR (YoY)	+1.9%	-0.4%	+0.5%

Air travel has softened, but is not falling

US Air Passengers, YTD

TSA PAX counts in millions, Jan-Oct



Source: TSA

- TSA air passenger volumes are similar to last year.
- Following a weak Spring and early Summer, TSA volumes have grown slightly in recent months.

Broad advance in discretionary spending

US: Inflation-adjusted spending

%3m. annualized

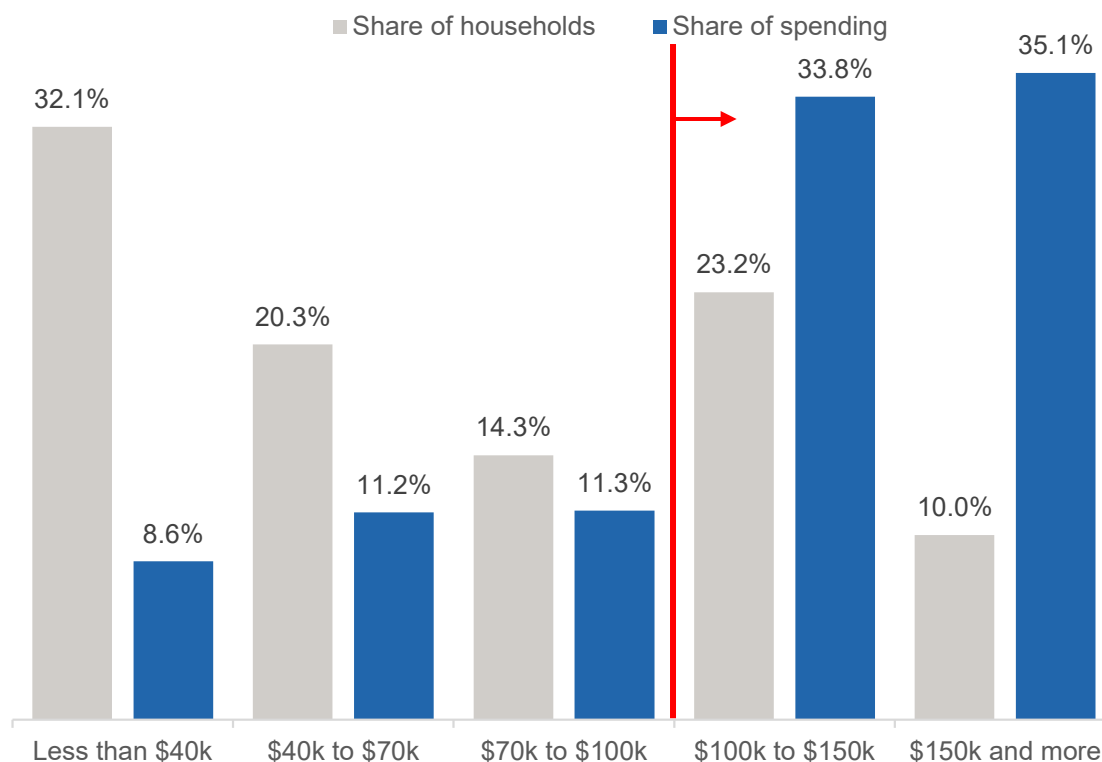


- A sign people are prioritizing experiences.
- Trends in discretionary spending driven by swings in the stock market.

Higher-income households are key

Lodging spending by household income

Leisure travel, 2023



- 10% of households account for 35% of total spending on lodging.
- One-third of households account for more than two-thirds of spending on lodging.

Note: Based on three-year average through 2023.
Source: BLS, Tourism Economics

Bifurcated demand growth

US RevPAR % change by class, YTD September and September 2025



- “...And again, I will point to the luxury and certain parts of the premium segment.
- ...This desire for experiences over goods continues and the underlying trends that we see are excellent.” - *Marriott, 8/5/2025*

STORM CLOUDS ABOUND...BUT WILL THEY HIT BIG SKY?

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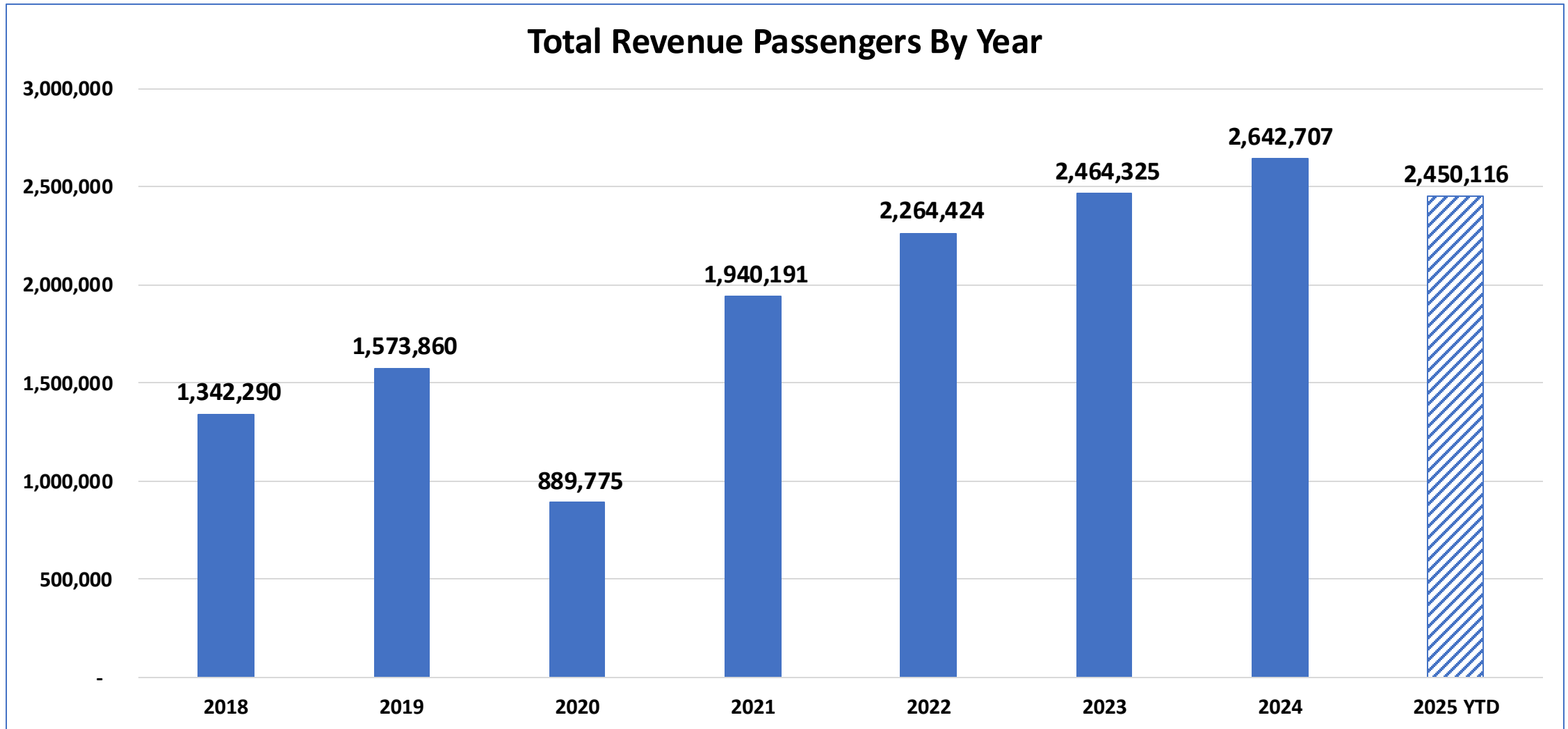
AIRPORT DATA



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

Total Revenue Passengers					
<u>Month</u>	<u>2025</u>	<u>2024</u>	<u>% Change vs. 2024</u>	<u>2023</u>	<u>% Change vs. 2023</u>
January	186,784	184,239	1.4%	182,309	2.5%
February	193,217	192,315	0.5%	188,040	2.8%
March	234,398	226,724	3.4%	212,084	10.5%
April	148,202	148,434	-0.2%	144,862	2.3%
May	194,218	190,101	2.2%	173,251	12.1%
June	307,592	285,722	7.7%	248,492	23.8%
July	356,571	322,732	10.5%	286,163	24.6%
August	345,533	314,279	9.9%	281,444	22.8%
September	272,681	249,773	9.2%	234,589	16.2%
October	210,920	189,550	11.3%	185,605	13.6%
November		137,744		142,205	
December		201,094		185,281	
Year-to-Date	2,450,116	2,303,869	6.3%	2,136,839	14.7%
Total		2,642,707		2,464,325	

BOZEMAN YELLOWSTONE INTERNATIONAL AIRPORT - YEARLY TOTAL PASSENGERS



(Jan-Oct 2025)

**DESTIMETRICS
LODGING DATA**



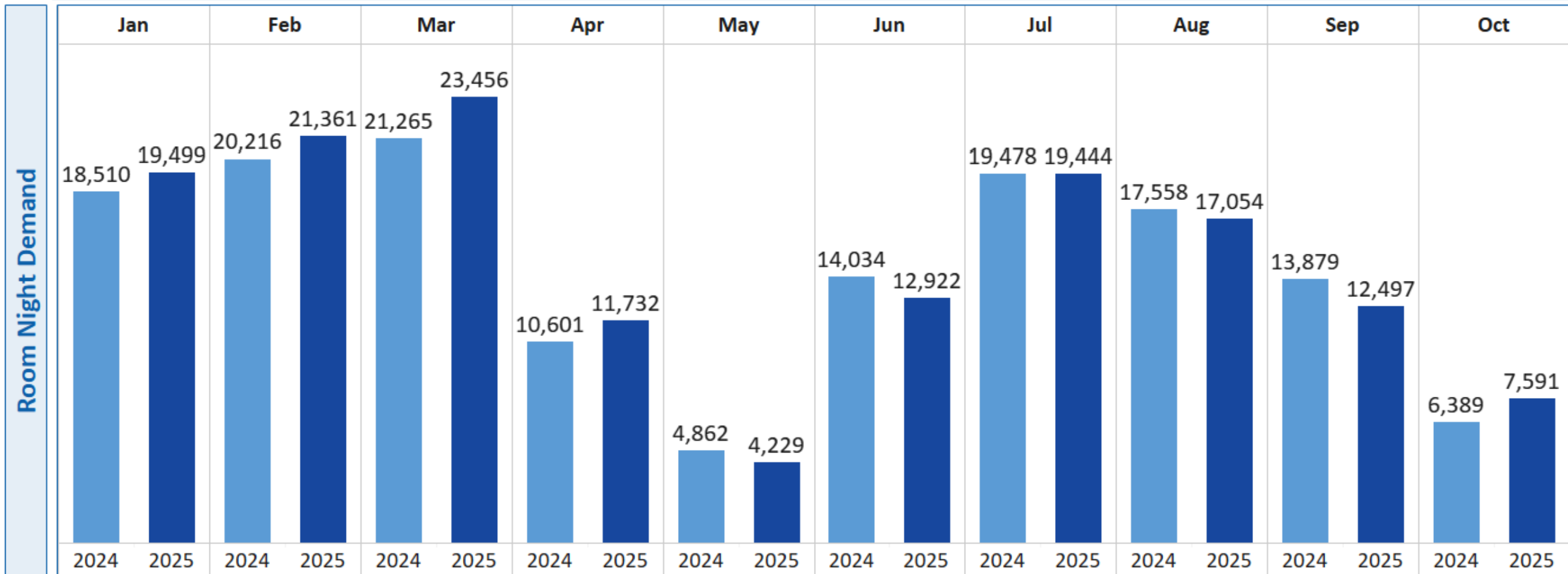
- DestiMetrics currently partners with 14 Big Sky properties and property management companies.
 - In total, this represents approximately 1,211 rental units in the Big Sky area.
 - DestiMetrics, Visit Big Sky, and Blue Room Research are working to ensure that additional properties and property management companies report lodging data in the future, as this will improve data quality.
 - An updated list of properties that are currently reporting via DestiMetrics will be provided shortly.

Visit Big Sky Monthly Lodging Performance

October 2025

Source: DestiMetrics

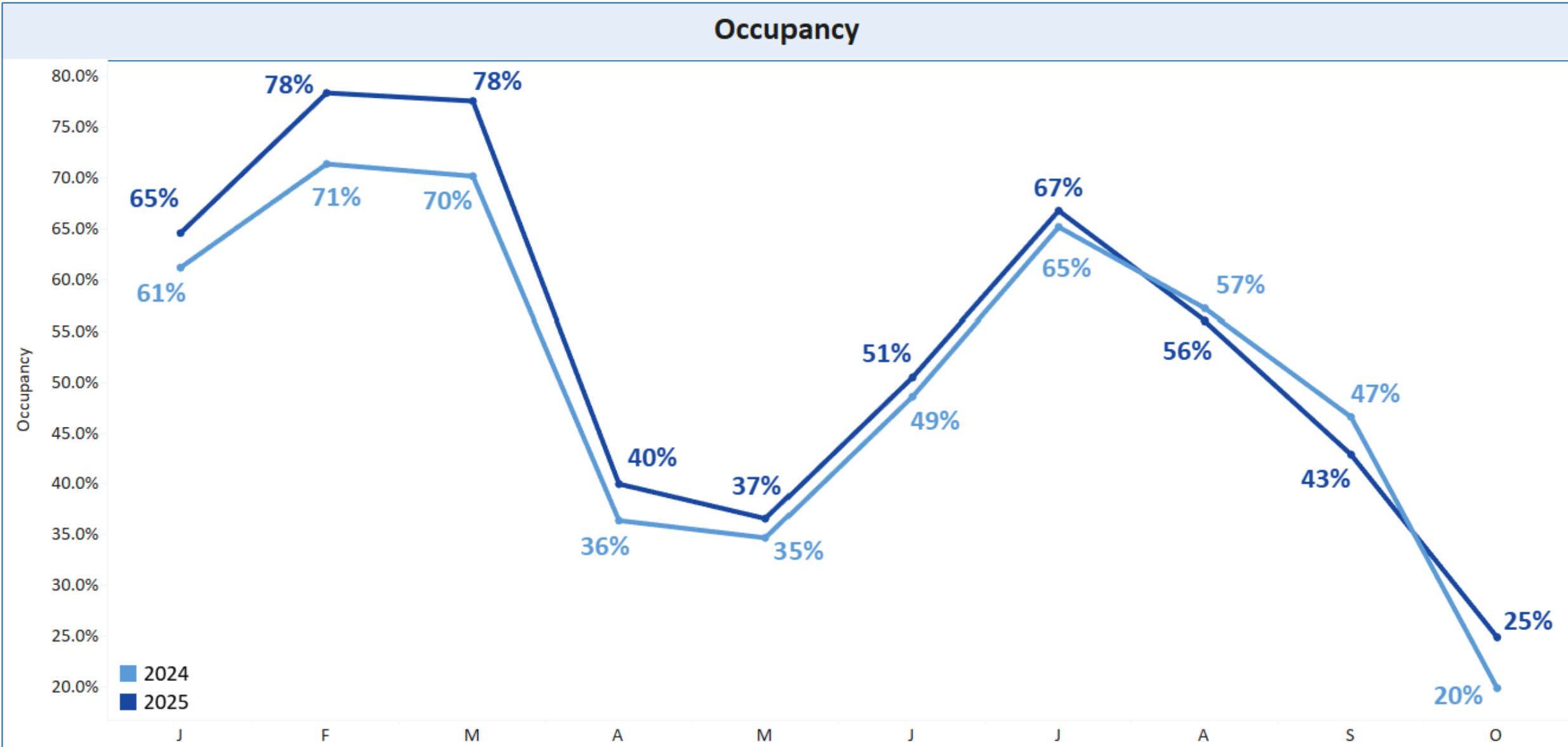
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Oct '25	24.9%	\$479.56	\$119.61	30,434	7,591	\$3,640,333
YOY	25.1%	14.2%	43.1%	-5.2%	18.8%	35.7%



Visit Big Sky Monthly Lodging Performance

Occupancy Trend - October 2025

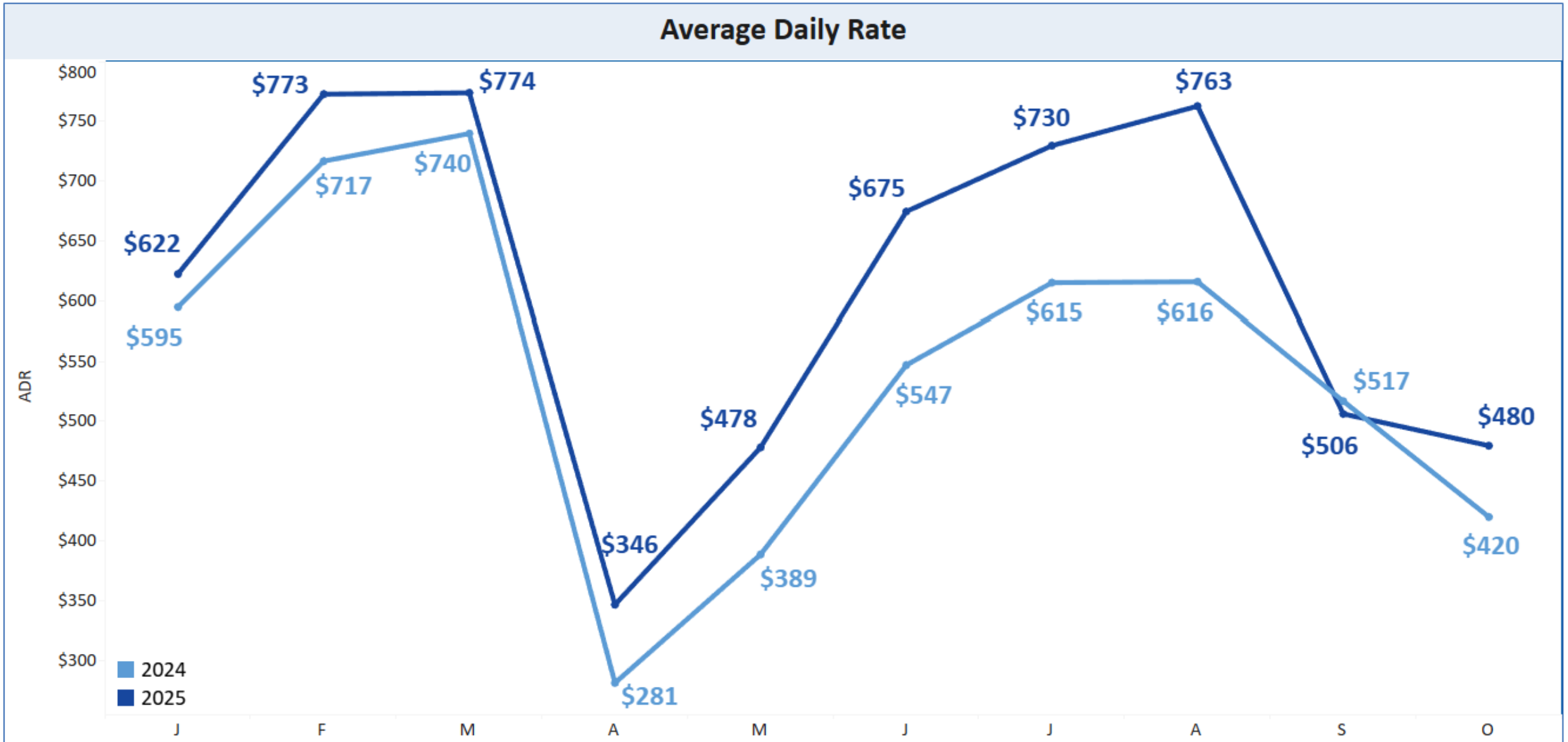
Source: DestiMetrics



Visit Big Sky Monthly Lodging Performance

ADR Trend - October 2025

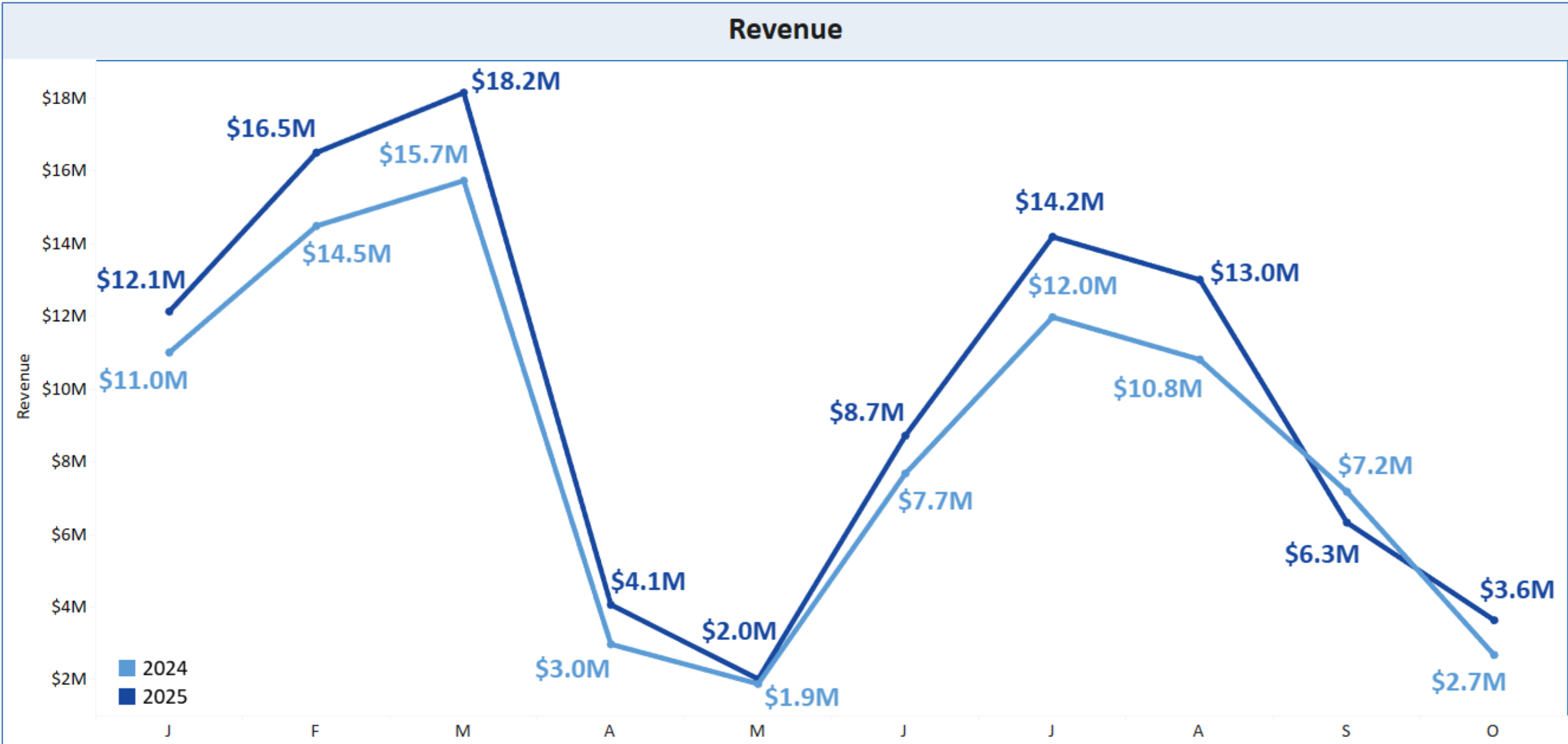
Source: DestiMetrics



Visit Big Sky Monthly Lodging Performance

Revenue Trend - October 2025

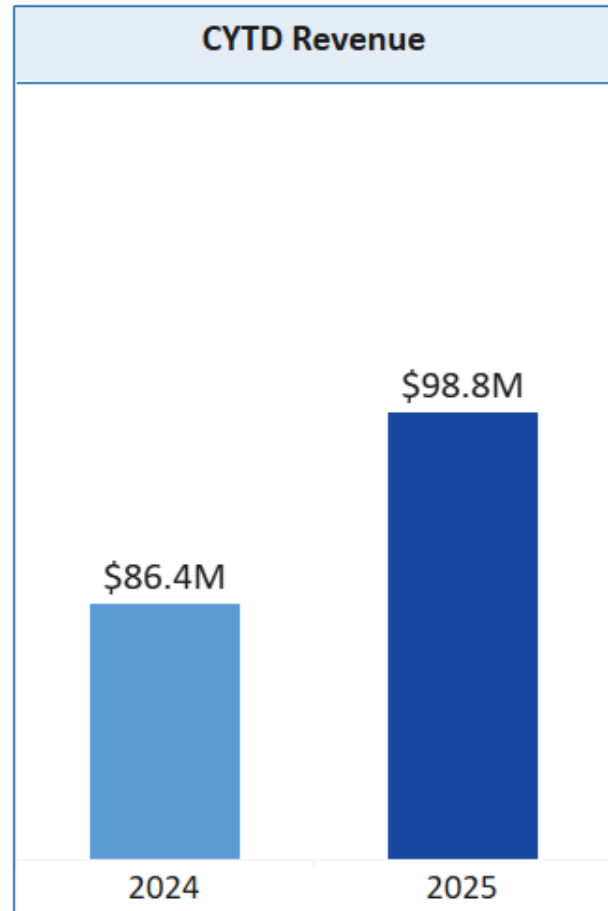
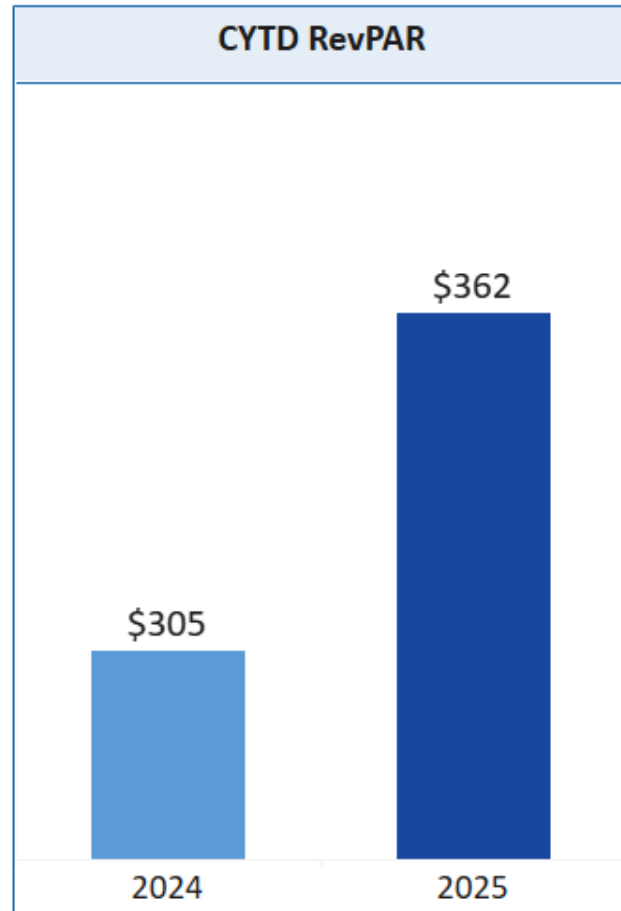
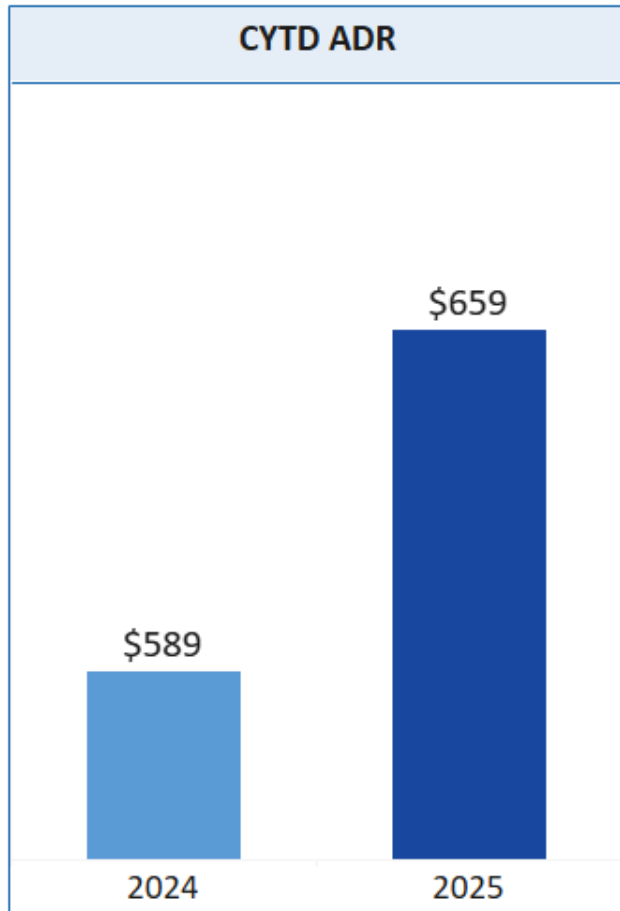
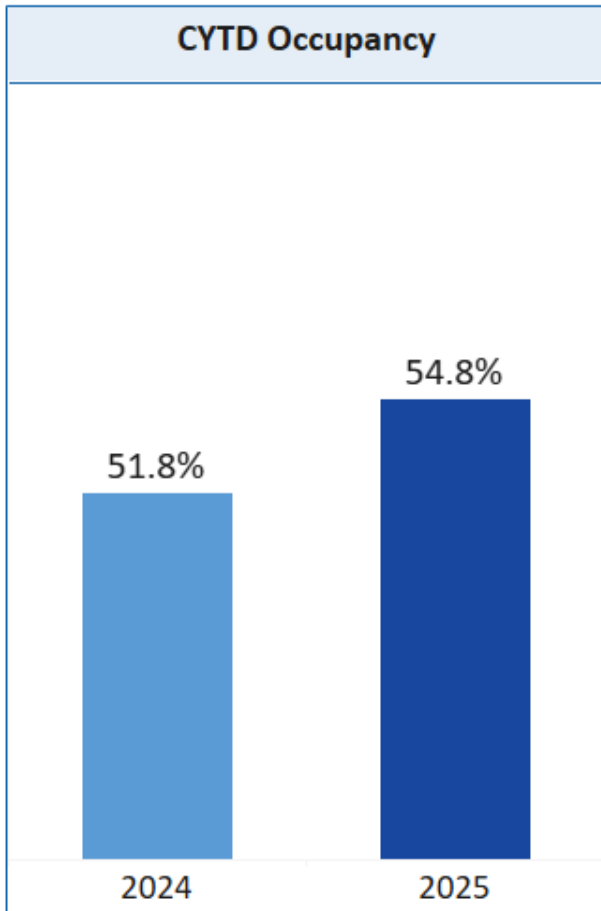
Source: DestiMetrics



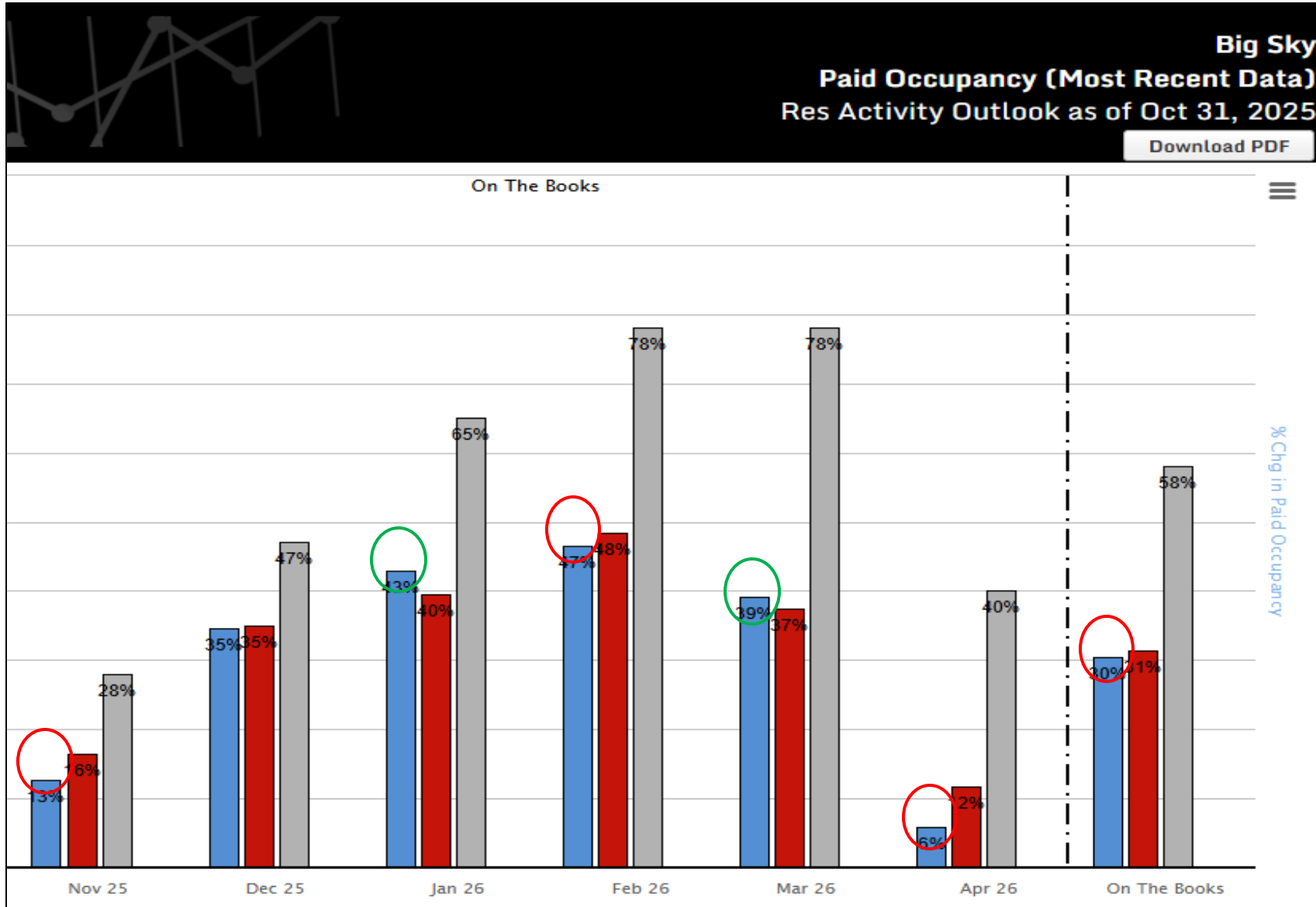
Visit Big Sky Monthly Lodging Performance Calendar YTD Through October 2025

Source: DestiMetrics

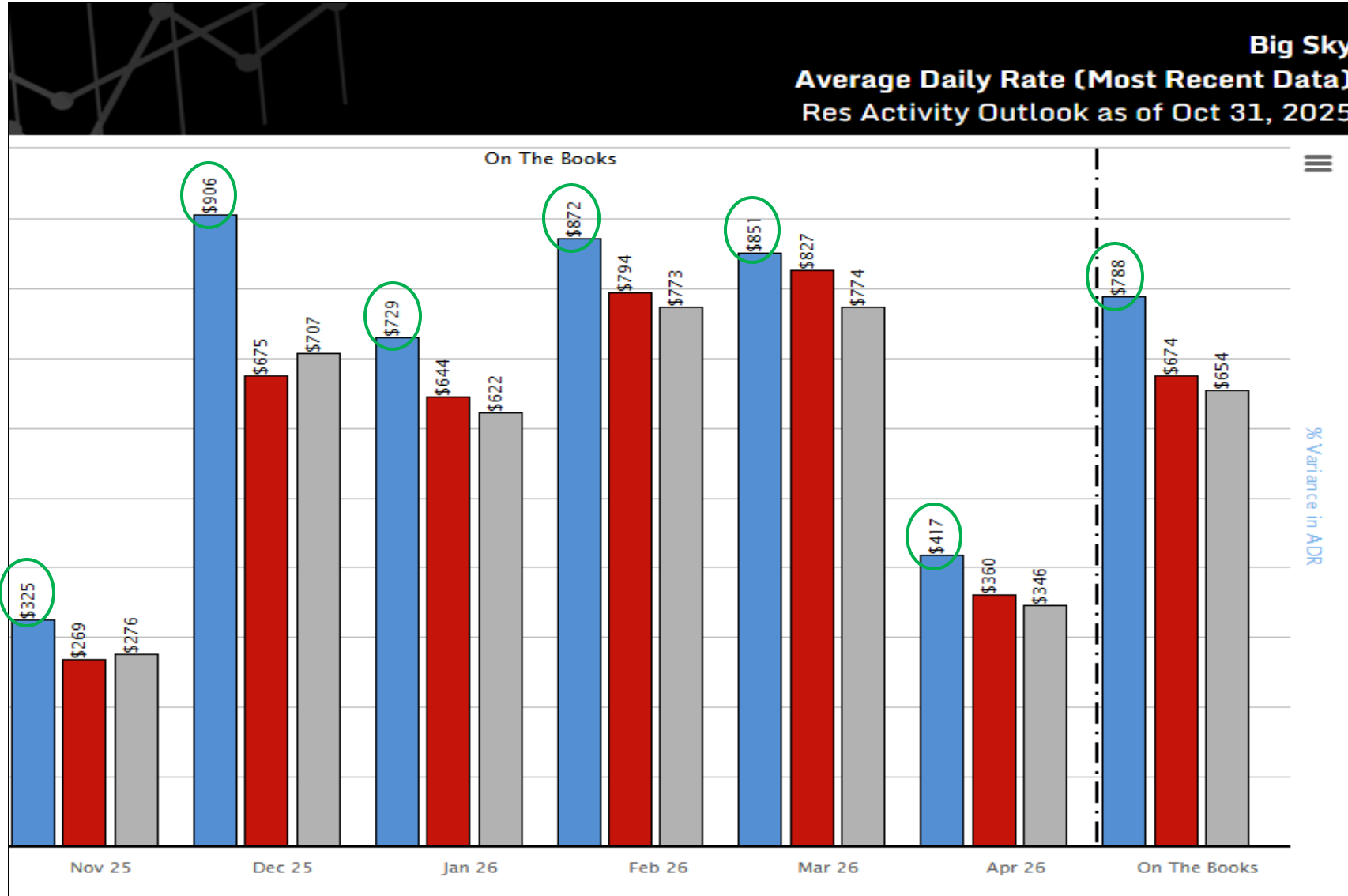
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
CYTD '25	54.8%	\$659.41	\$361.55	273,187	149,785	\$98,769,462
YOY	5.8%	12.0%	18.5%	-3.6%	2.0%	14.3%



DESTIMETRICS – OCCUPANCY (Historical & On the Books vs. 2024/25 Season)



DESTIMETRICS – AVERAGE DAILY RATE (Historical & On the Books vs. 2024/25 Season)



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**AIRDNA
DATA**

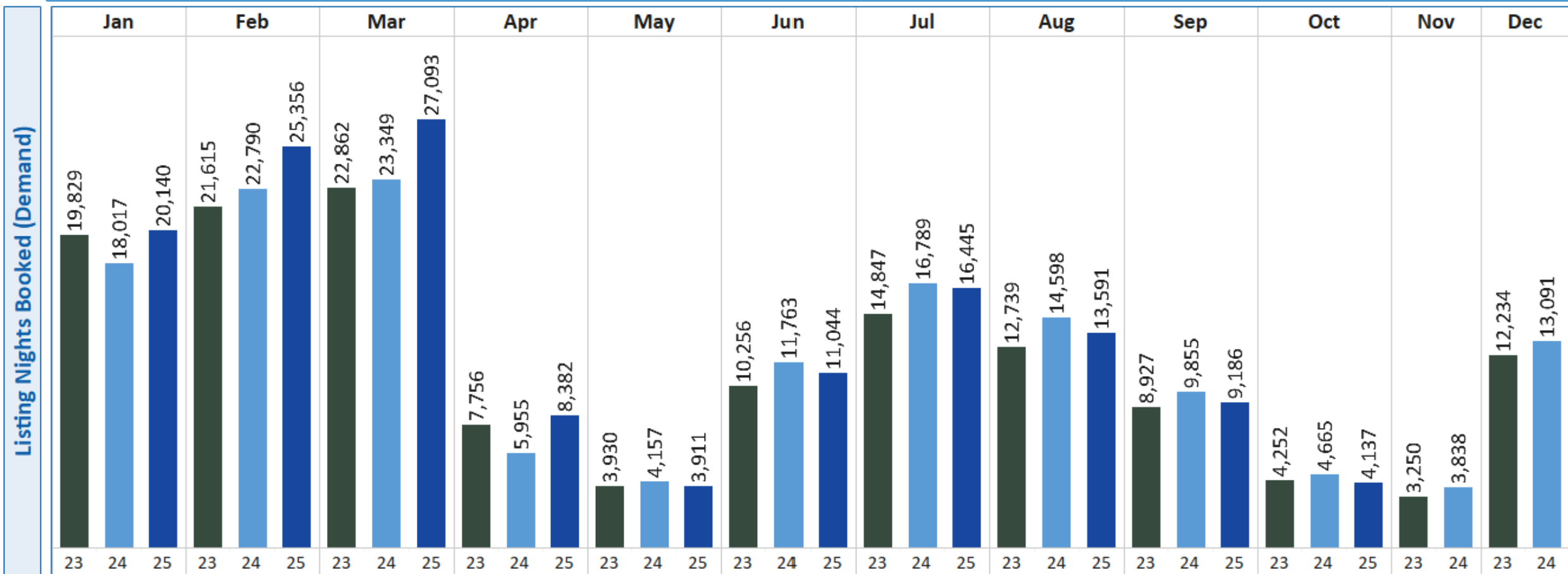


Visit Big Sky Monthly Short-Term Rental Performance

October 2025

Source: AirDNA, 'Entire Place' Listings Only

	Occupancy	ADR	RevPAR	Available Listings	Listing Nights Booked	Revenue
Oct '25	23.4%	\$578.41	\$135.34	868	4,137	\$2,392,879
YOY	-13.9%	18.9%	2.4%	3.8%	-11.3%	5.4%

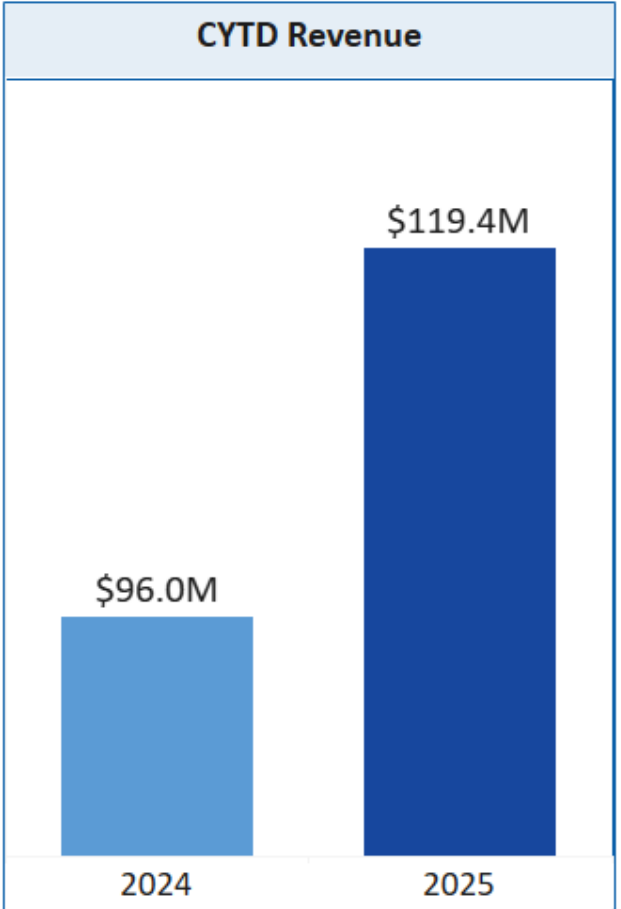
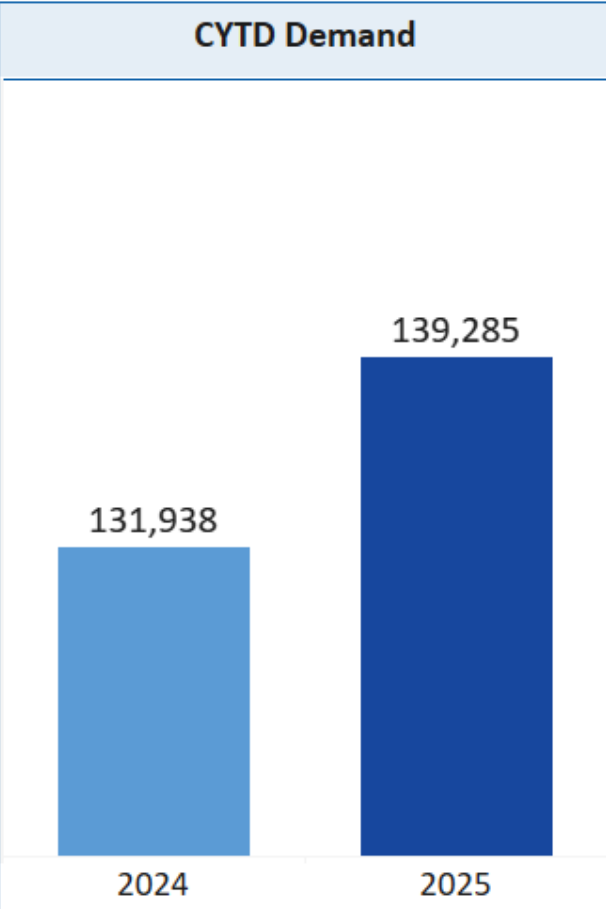
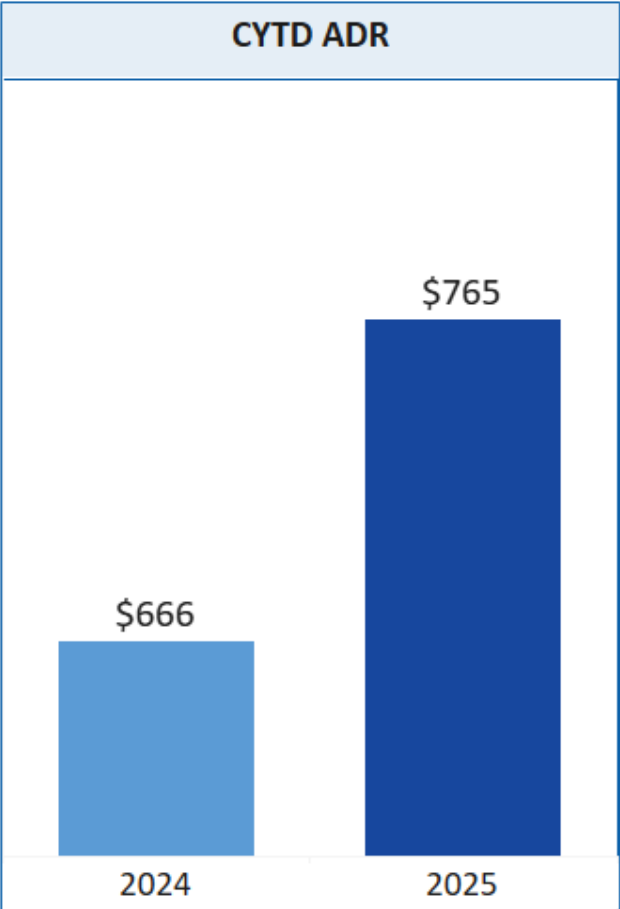
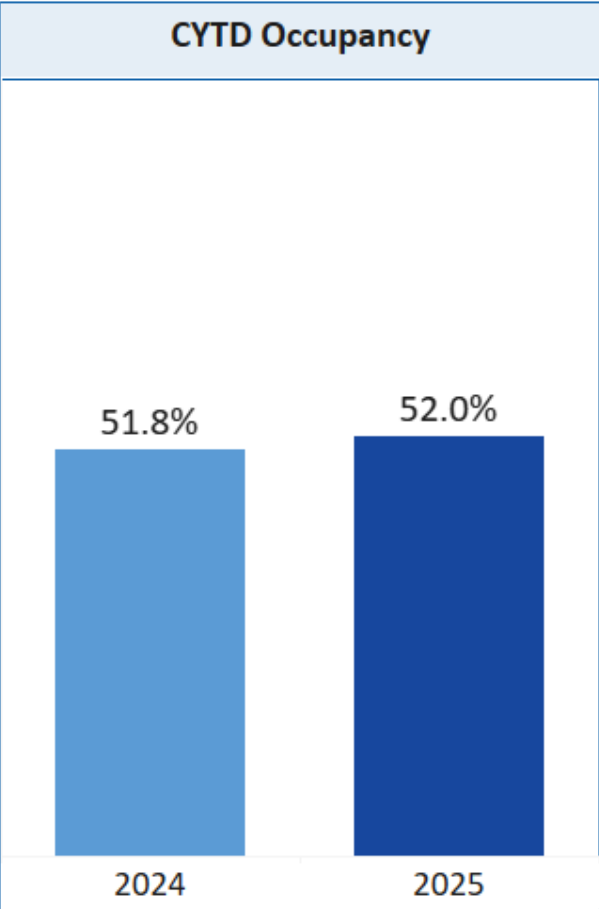


Visit Big Sky Monthly Short-Term Rental Performance

Calendar YTD Through October 2025

Source: AirDNA, 'Entire Place' Listings Only

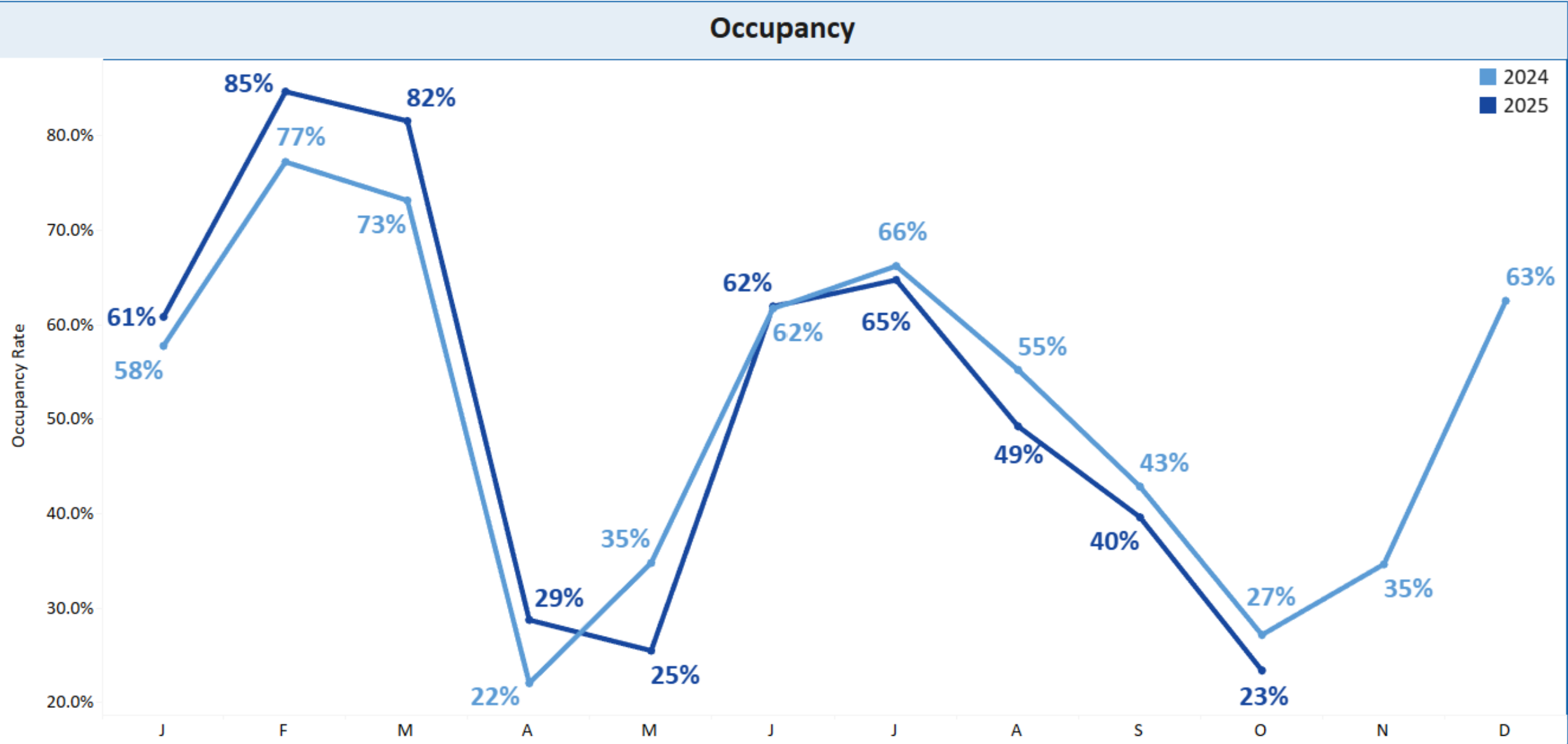
	Occupancy	ADR	RevPAR	Available Listings	Listing Nights Booked	Revenue
CYTD '25	52.0%	\$765.49	\$429.69	10,977	139,285	\$119,414,401
YOY	0.4%	14.9%	18.1%	3.4%	5.6%	24.4%



Visit Big Sky Monthly Short-Term Rental Performance

Occupancy Trend - October 2025

Source: AirDNA, 'Entire Place' Listings Only



ADR Trend - October 2025

Source: AirDNA, 'Entire Place' Listings Only

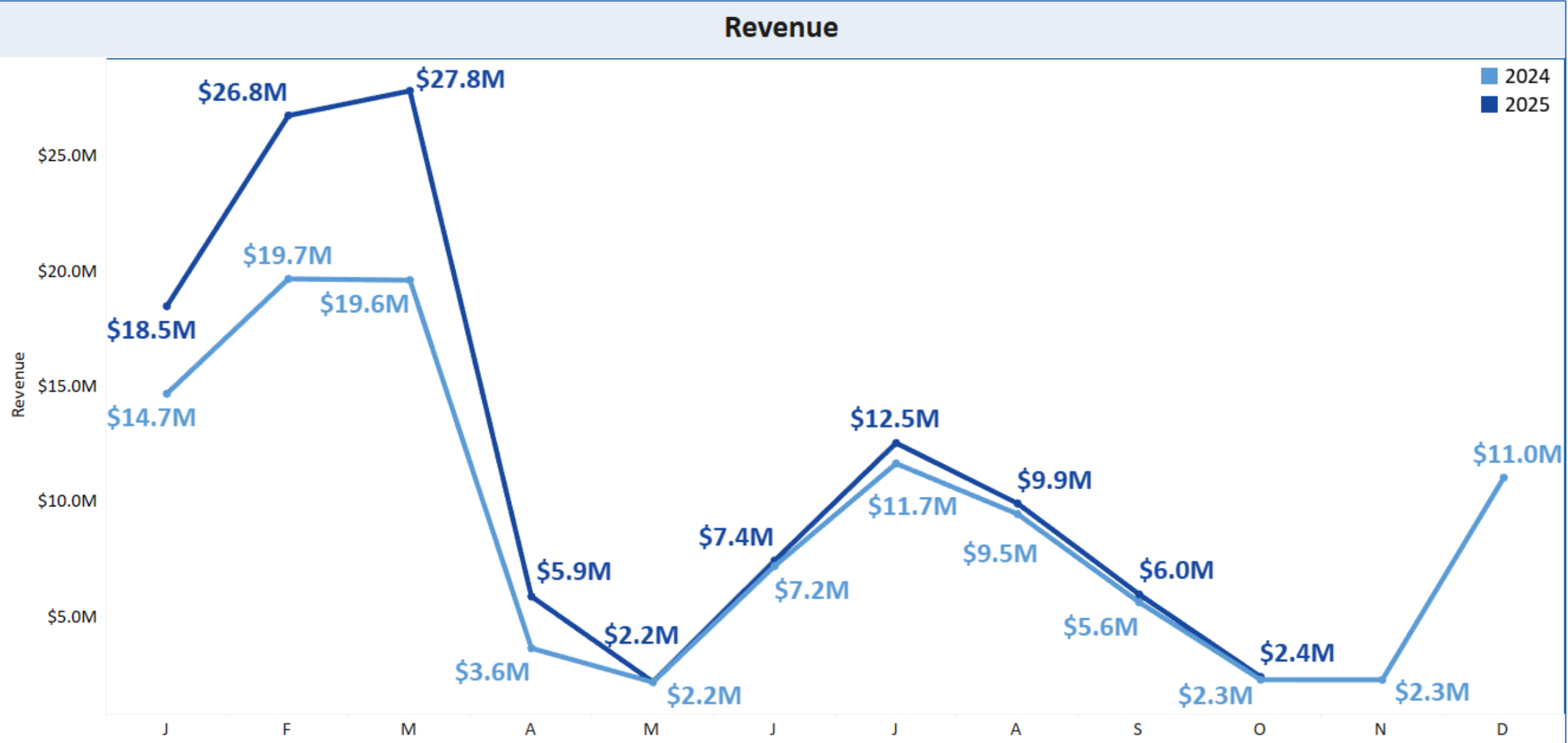
Average Daily Rate



Visit Big Sky Monthly Short-Term Rental Performance

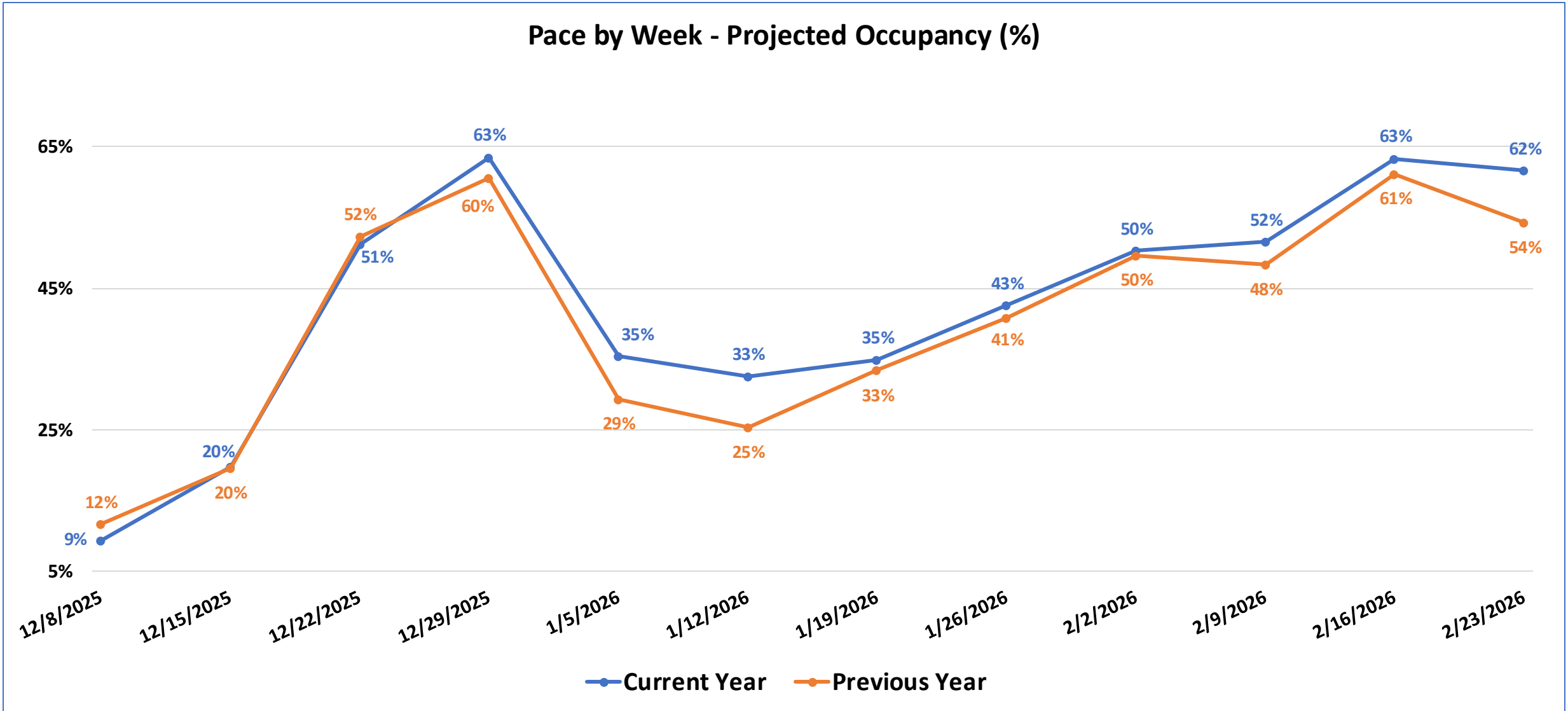
Revenue Trend - October 2025

Source: AirDNA, 'Entire Place' Listings Only



AIRDNA – PROJECTED OCCUPANCY BY WEEK

(As of December 2, 2025)

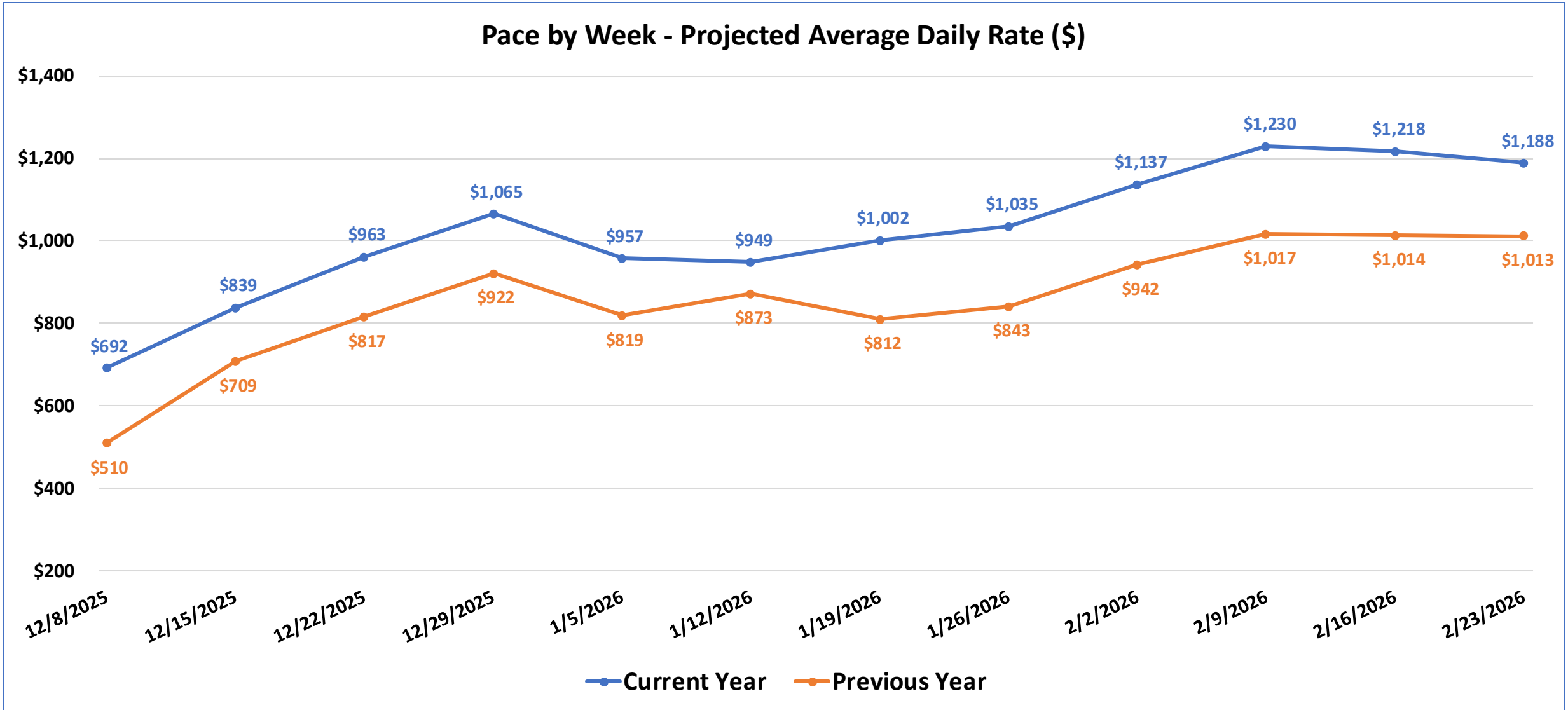


AIRDNA – PROJECTED ADR BY WEEK

(As of December 2, 2025)

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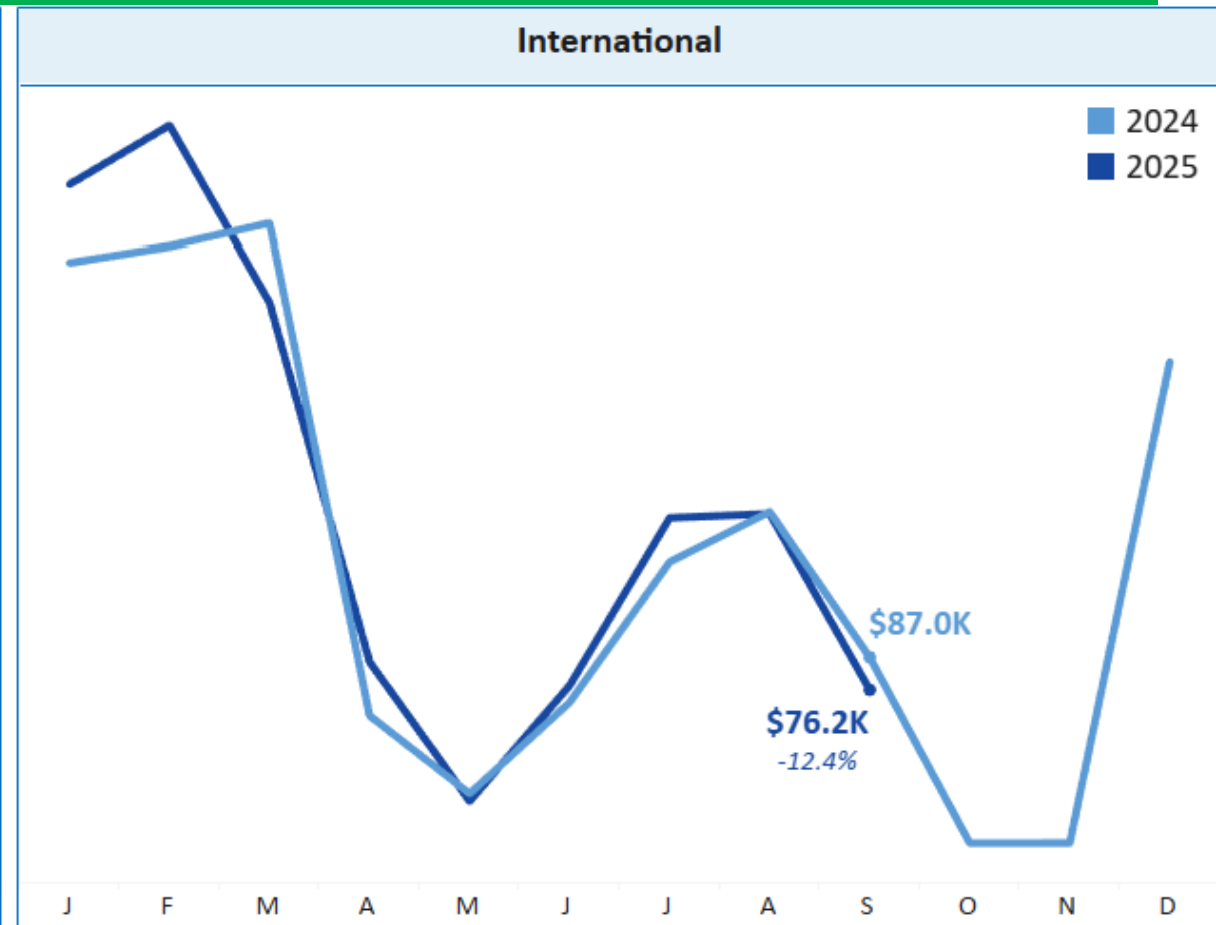
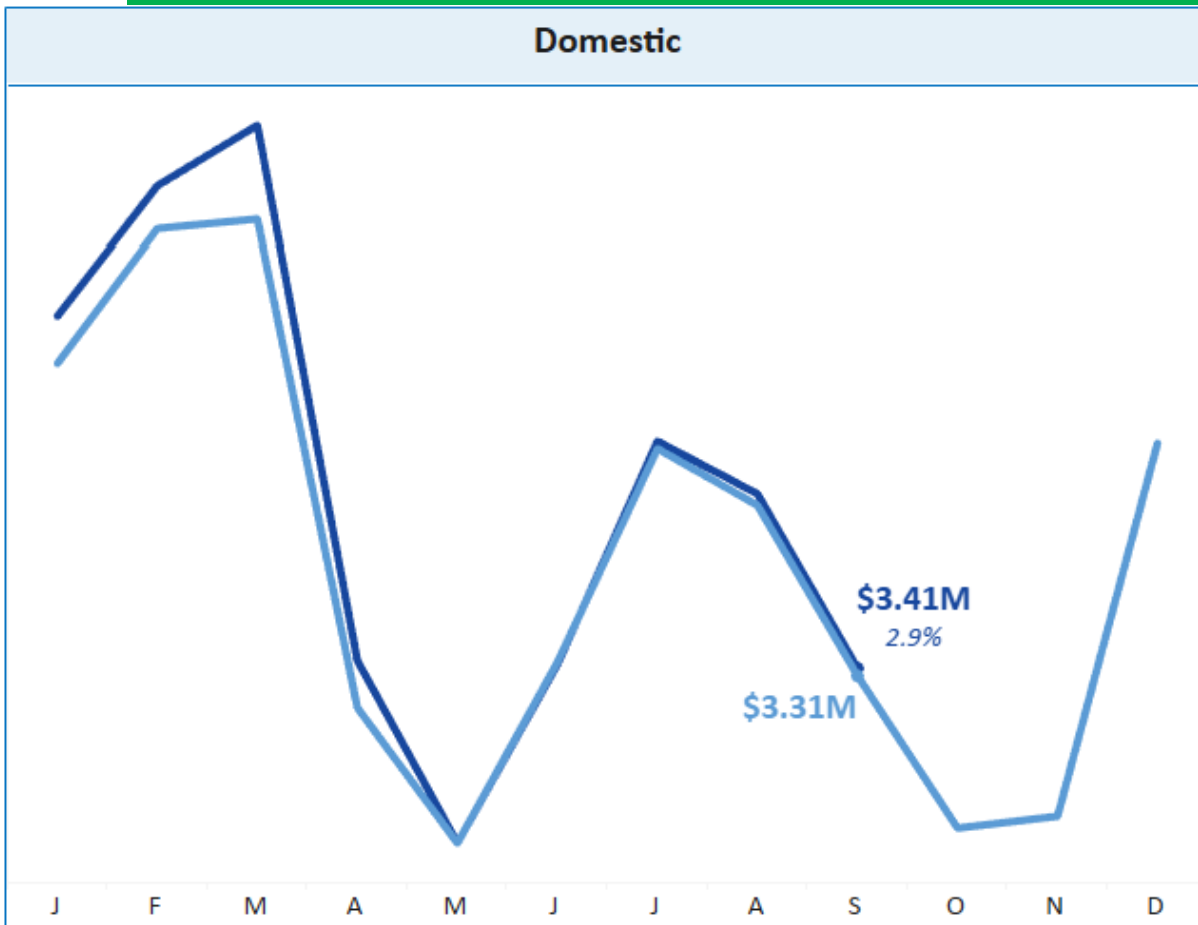
VISA DESTINATION INSIGHTS



Visit Big Sky Monthly Visitor Visa Spending September 2025

Source: VisaVue - please note these values only reflect in-market spending and does not include any online purchases or prepaid spending.

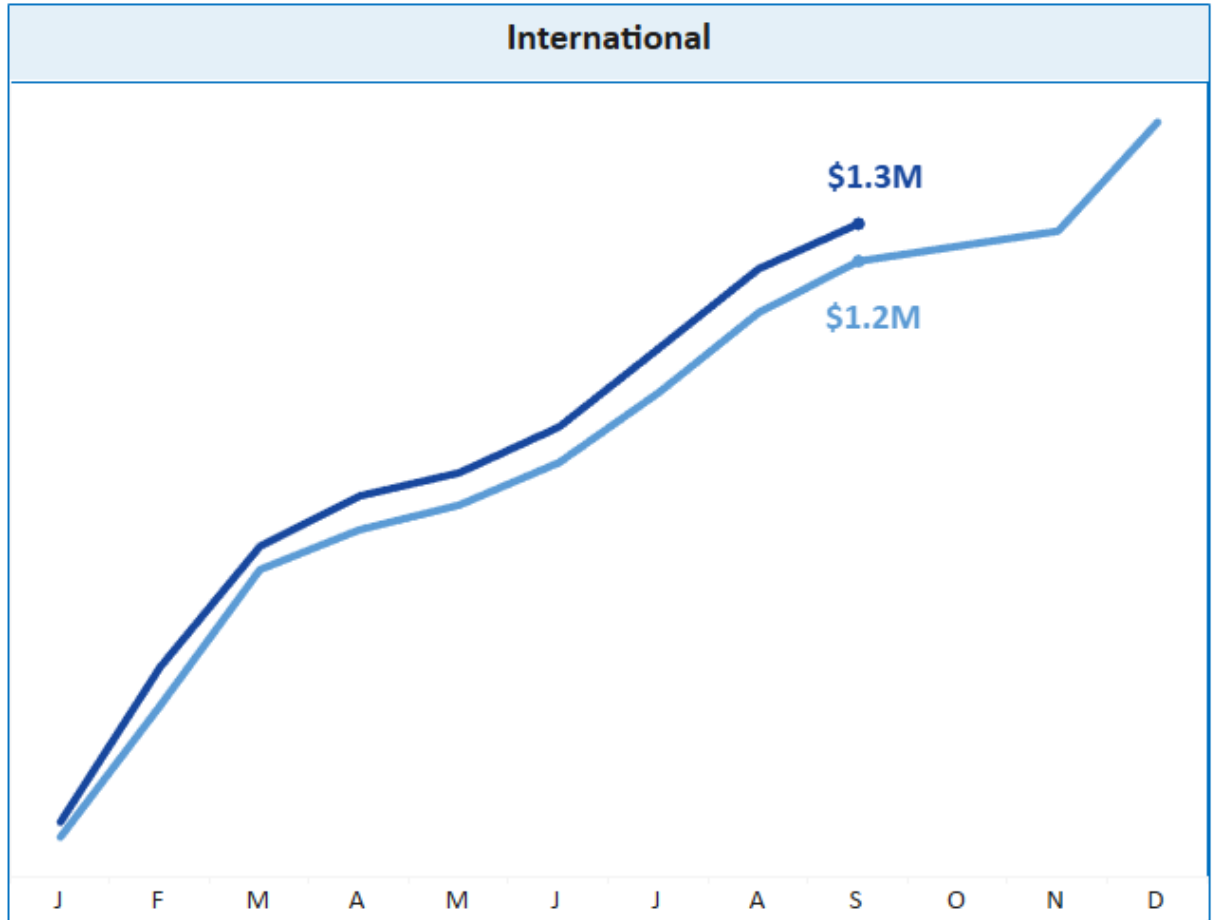
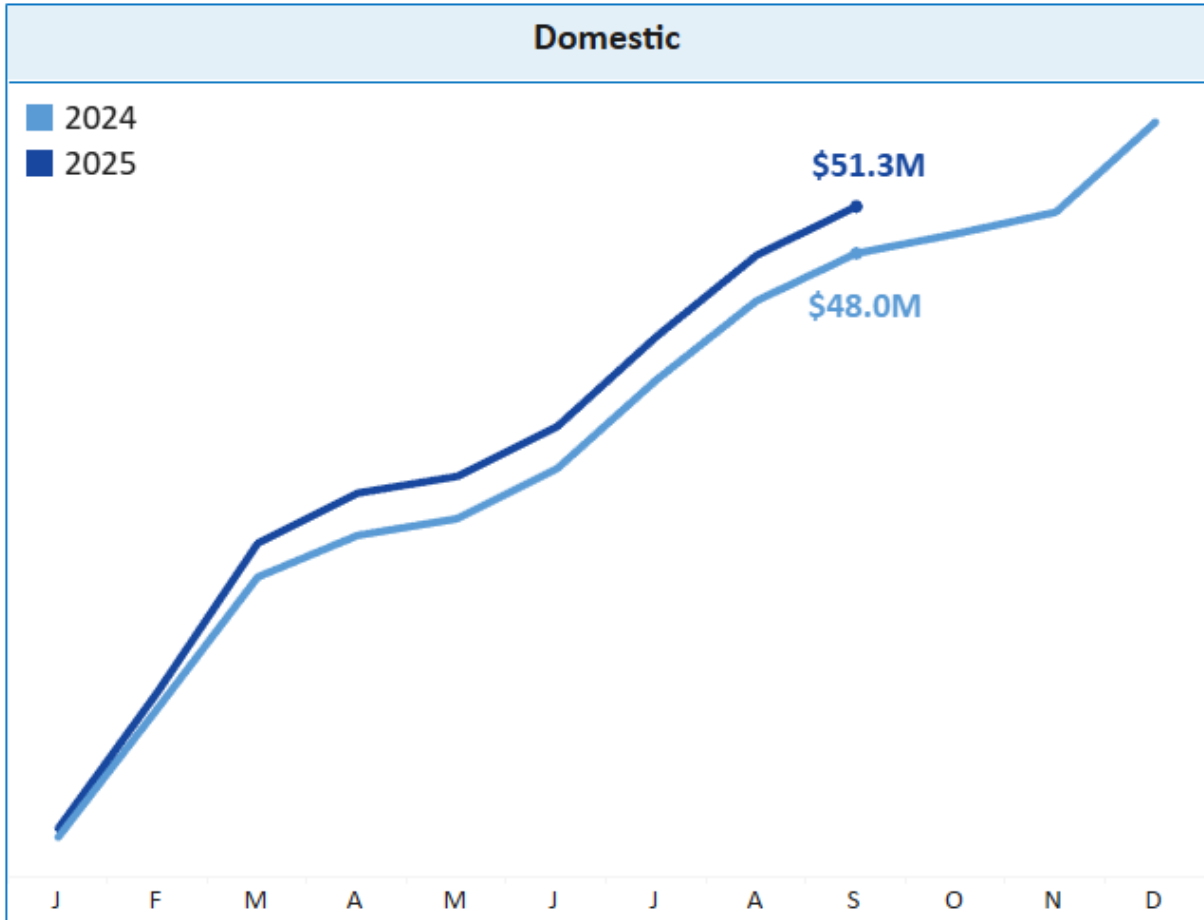
YOY Sep '25	Grand Total		Domestic		International	
	Spend Amount	Card Count	Spend Amount	Card Count	Spend Amount	Card Count
		\$3,482,213	24,563	\$3,405,973	24,226	\$76,240
	2.5%	7.5%	2.9%	7.7%	-12.4%	-7.9%



Visit Big Sky Monthly Visitor Visa Spending Year-To-Date Through September 2025

Source: VisaVue - please note these values only reflect in-market spending and does **not** include any online purchases or prepaid spending.

YTD '25	Grand Total		Domestic		International	
	Spend Amount	Card Count	Spend Amount	Card Count	Spend Amount	Card Count
		\$52,539,856	269,882	\$51,283,424	265,616	\$1,256,432
YOY	6.8%	7.9%	6.8%	7.9%	5.3%	6.8%



STORM CLOUDS ON THE HORIZON

Potential Headwinds

- LACK OF SNOW!
- Lingering effects of government shutdown
- Tariffs & trade deals
- Rising inflation
- Unemployment & layoffs
- Stock market volatility
- Consumer sentiment
- Bifurcated consumer base
- Domestic outbound increasing
- International inbound down

Potential Tailwinds

- SNOW!
- Strong consumer demand for travel
- Higher income consumers still spending freely
- Stock market near all-time high
- Additional Fed rate cut is probable in Dec
- Strong Q3 corporate earnings (especially bank and tech)
- Economy likely improving in 2026 & 2027
- Relatively low exposure to International
- Upcoming Mega Events:
 - America's 250th, World Cup 2026, Summer Olympics 2028, Men's & Women's Rugby World Cups, Winter Olympics 2034

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