

**VISIT BIG SKY**  
^ MONTANA ^



**RESEARCH UPDATE**

**MAY 2025 REVIEW**

**BIG SKY CHAMBER | VISIT BIG SKY**



## Big Sky Travel & Tourism Trends

- 194,218 total revenue passengers traveled through the Bozeman Yellowstone International Airport in May 2025, an increase of 2.2% compared to the same month last year.
  - Year-To-Date (YTD) through May, total passenger count is up 1.6% compared to the same period in 2024.
- Average Occupancy at Airbnb and Vrbo short term rentals in Big Sky fell from 35.0% in May 2024 to 25.5% in May 2025, a decrease of 27.1% Year-over-Year (YoY) .
  - Average Daily Rate (ADR) at those same properties increased significantly, however, growing from \$488 last May to \$529 this May.
- Professionally managed short-term rentals reported a decrease in Occupancy of 27.3% YoY, falling to just 8.4% average Occupancy in May.
  - Average Daily Rate increased by 14.7% at these same properties, growing from \$245 last May to \$281 this May.

## West Region Mountain Market Summary

- “We move into the summer months with a mixed set of conditions on the macro front, and a clear set of responses on the booking front.”
- “Booking Pace declined yet again, setting the longest streak of consecutive declines since the declaration of the COVID-19 pandemic in 2020, driving some negative results in occupancy.”
- “Properties are getting a higher-value guest out of the deal, with room rates picking up strength between April and May, and it’s possible that doing more with less may be a strategy that’s being adopted more broadly amid the economic uncertainties.”
- “With consumers about as sensitive as we’ve seen them since the Great Recession, we’ve returned to a clear pattern of watching booking pace decline just about every time that Year-over-Year rates pick up any strength.”
- “The conditions we’re watching play out in booking patterns are part of a much bigger picture, and destination travel is more a reflection of the macro environment than a driver of it.”
- “The value-add opportunity that has served so many suppliers so well in other times of consumer challenges may be an excellent solution at a time when value--which can be perceived at any price level--is clearly a leading factor in bookings.”

## West Region Mountain Market Summary (continued)

- Consumer Confidence picked up in May, Inflation was moderate, but consumers aren't engaging. Cheaper gas & flights might help.
- Booking Pace declined for the 6th month, the longest streak since the onset of COVID, and is down - 7.1%. Impact is widespread across all months and key dates.
- May occupancy was down -0.7%, ADR up 2.0%, and RevPAR up 1.2%.
- Summer Occupancy flipped negative, down -1.2%, ADR strengthened to 3.7%, but RevPAR softened to 2.4%.
- There is a clear correlation between ADR gains and occupancy softening, with RevPAR ultimately losing.
- Memorial Day wasn't memorable. July 4th & 5th are 'OK', but the dates around them are resisting gains.
- Economy properties outperformed moderate and luxury properties in May for the first time since mid-2024.
- Bookings from Canadian travelers are down -55.5%, Western Europe is down -35.5%, and Mexico is down -5.4%. Domestic Bookings are up just 1.7%.

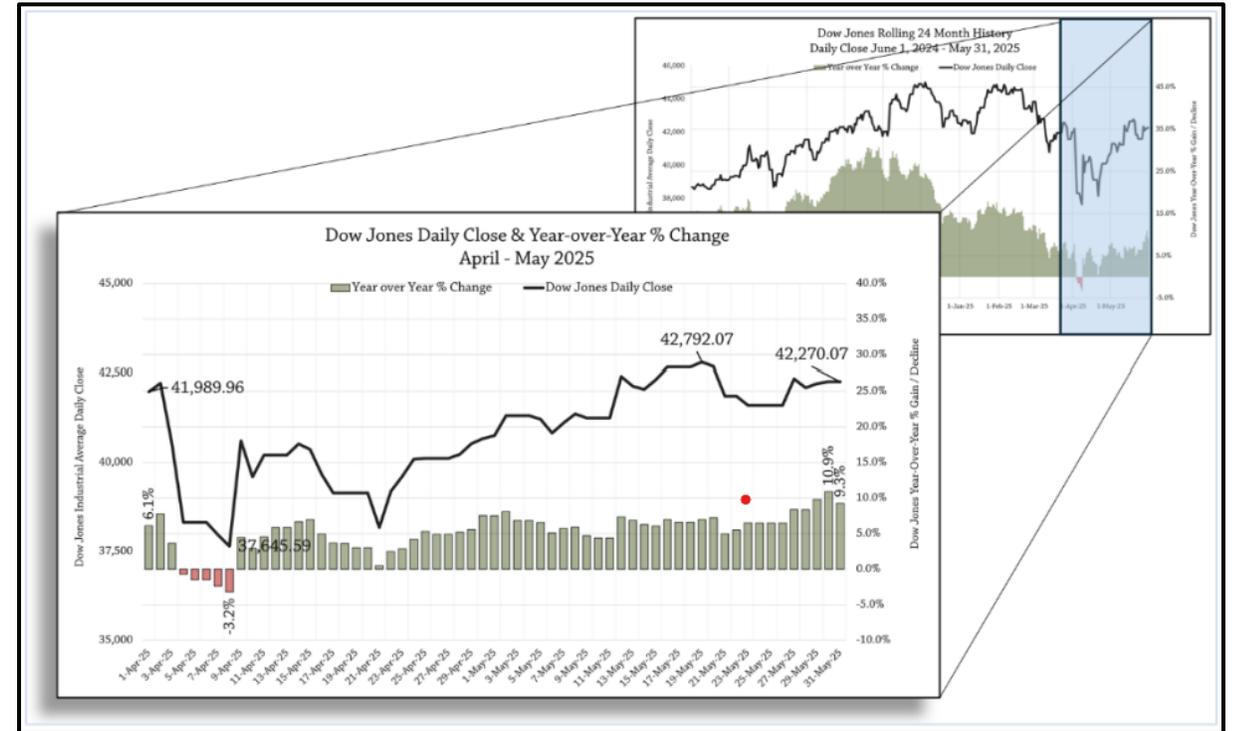
**VISIT BIG SKY**  
^ MONTANA ^

# U.S. MARKET REVIEW



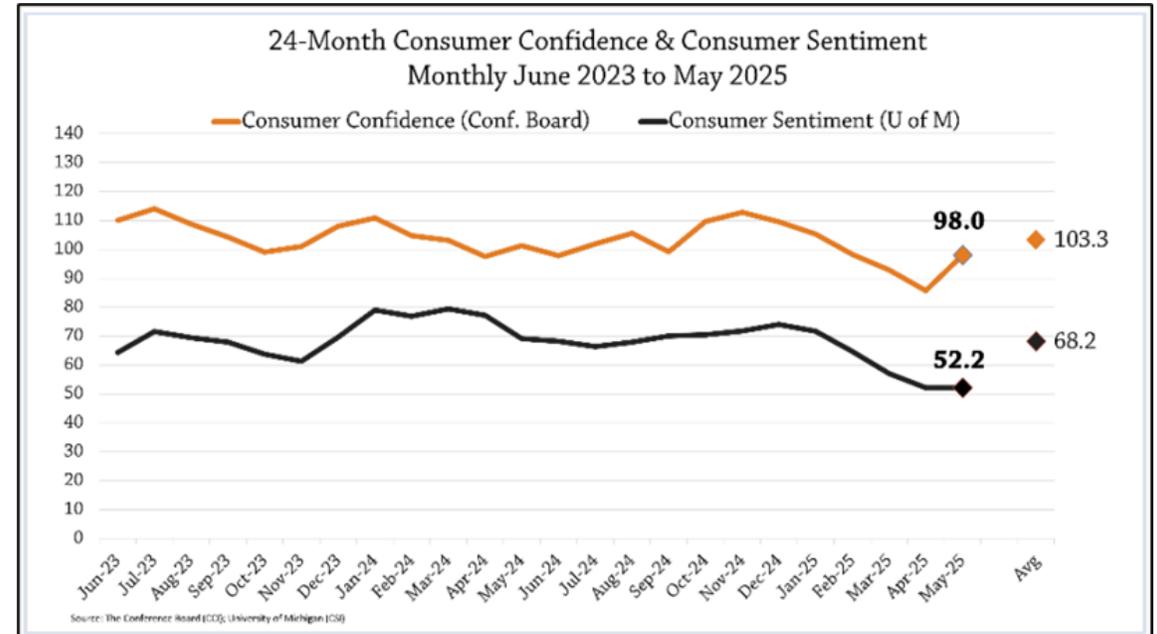
## The Dow Jones Industrial Average

- “The DJIA increased strongly in May, adding 3.9 percent, or 1,600.1 points, to finish the month at 42,270.1 pts. This is a strong reversal from February, March, and April, which saw the Dow lose 1.6, 4.2, and 3.2 percent, respectively, for a total decline of 3,875 points.”
- “Strong corporate earnings played a role, and investor sentiment largely improved during the month, as did Consumer Confidence.”
- “Investors remain edgy amid trade uncertainty, and the DJIA is still down a significant 5.9 percent--or 2,640 points--from its recent high of 44,910 in December.”
- “Expect Wall Street to gain, but in fits and starts over the coming months.”



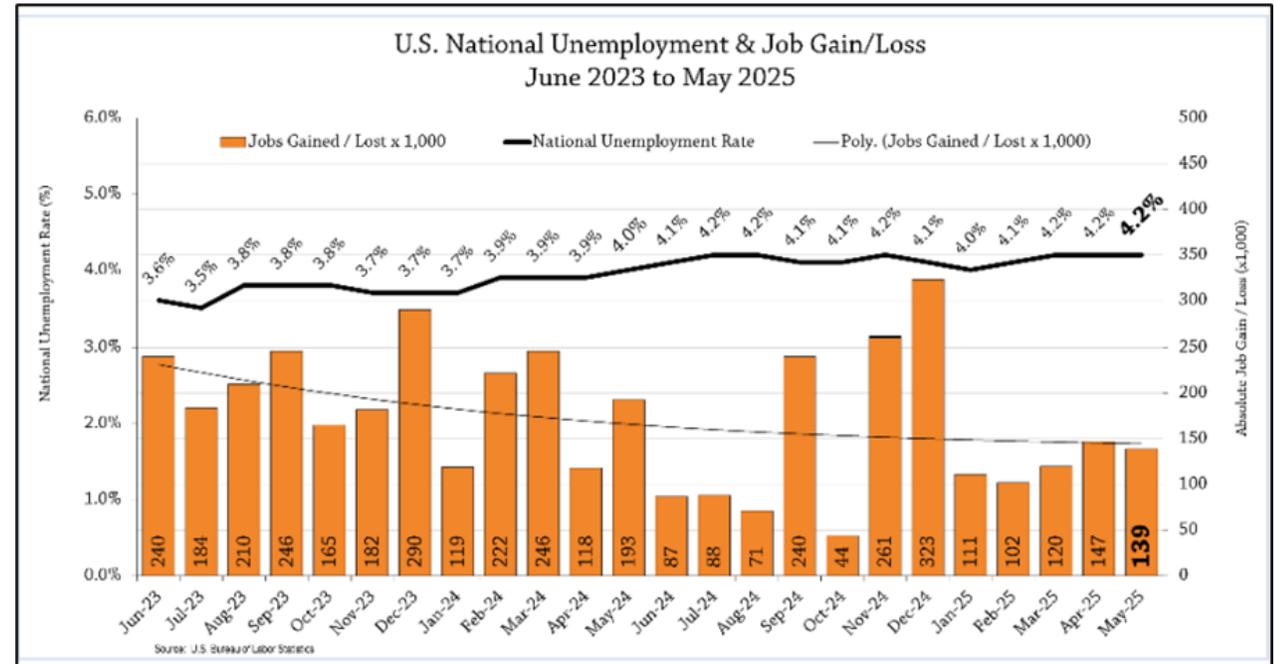
## The Consumer Confidence & Consumer Sentiment Index

- “The CCI and CSI were mixed in May, with the CCI picking up some good positive growth, while the CSI remained unchanged. Both indices remain down sharply from recent highs.”
- “The CCI added 12.3 points or 14.4 percent--to reach 98.0 points, a dramatic improvement from the five-year low of 87.7 points recorded in April.”
- “The CSI from the University of Michigan reflected less optimism than the CCI, with the index remaining unchanged from April at 52.2 points, although May marks a stemming of consistent declines that have been recorded in the past four consecutive months.”
- “Consumer confidence and sentiment are key to pricing and purchasing decisions, and with both metrics well below their 24-month averages, we’re not likely to see consistent pricing power return to travel suppliers until overall market conditions are more stable and both these indicators return to 2024, or higher, levels.”



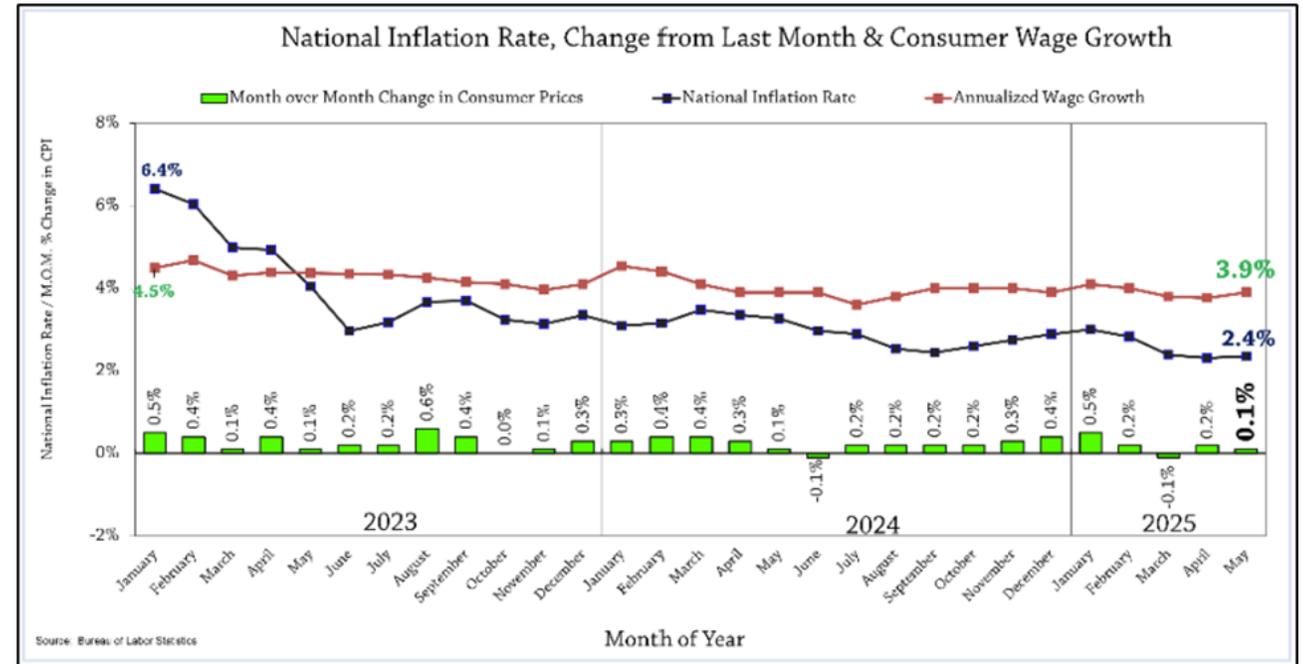
## The National Unemployment Rate

- “Unemployment and Jobs were mixed in May, with unemployment unchanged while job creation continued its recent slowing trend. Employers added 139,000 jobs last month and the unemployment rate stayed at 4.2 percent.”
- “Prior months were adjusted downward, with new jobs in March restated from 185,000 to 120,000, and in April from 177,000 to 147,000.”
- “Federal government employment was down -22,000 jobs in May and is down a total of -59,000 since January.”
- “From a travel industry perspective, May was a pretty good month for workers, with the sector adding 48,000 jobs, mostly to the food & beverage subsector. Accommodations added a modest 1,200 positions.”
- “Wages were up a strong 0.5 percent in May from April and are now up 3.9 percent YOY, both well ahead of inflation.”



## The National Inflation Rate

- “Inflation increased slightly in May, climbing from 2.3 to 2.4 percent, while prices increased 0.1 percent in May from April. This is the first increase in the national inflation rate since January.”
- “Despite the increase, the rate remains relatively close to the Federal Reserve Bank target of 2.0 percent.”
- “While there is some evidence that tariff costs are being passed onto consumers, drops in energy and some commodities like vehicles and apparel have helped offset those gains, though businesses responding to the CPI survey stated that they will be passing further costs on to the consumers in the next one to three months.”



# U.S. MARKET REVIEW

## Travel Transportation Prices - Airfare

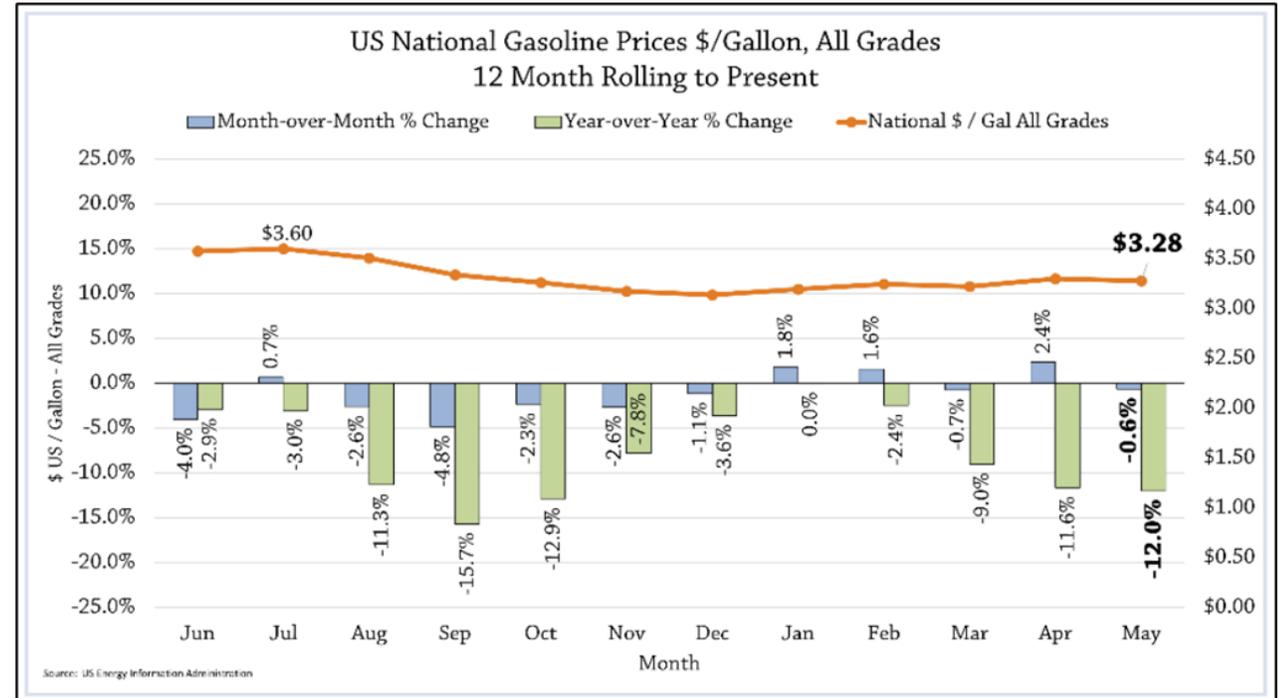
- “Consumers are paying considerably less this year to get to destinations, which can help to offset some of the pressure of higher room rates and increased shelter costs, especially when consumers are feeling antsy about spending.”
- “Airfare prices declined in May for the fourth consecutive month, coming down -2.7 percent from April, and are now down a significant -7.3 percent from May 2024.”
- “The average price of a one-way ticket currently at \$239.19, well below the \$278.27 being charged in January.”



# U.S. MARKET REVIEW

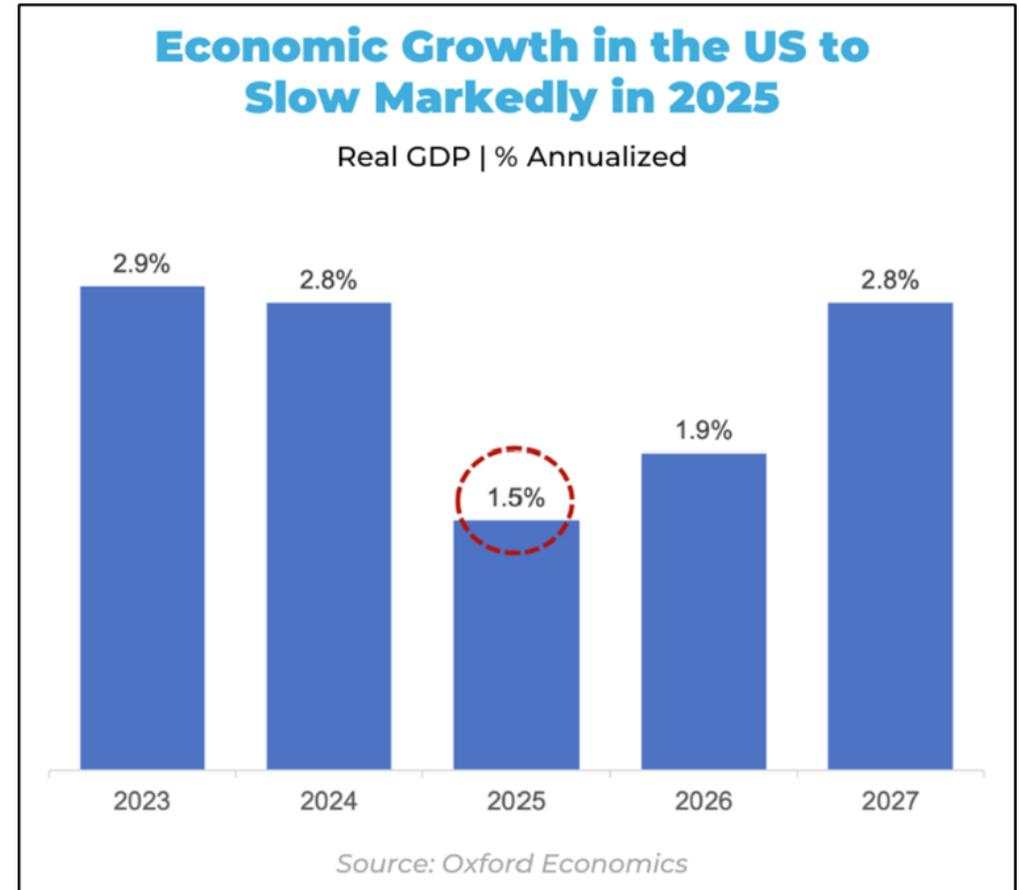
## Travel Transportation Prices - Gasoline

- “Critical to the summer travel season, gasoline prices dropped in May from April.”
- “Though gas has teeter-tottered monthly since December, the -0.6 percent decline in May from April puts gas at an average of \$3.28 per gallon nationally, a strong -12.0 percent lower than last year, and \$0.32 per gallon less than the recent peak of \$3.60 last July.”



## International Arrivals Update - Overseas

- “The economy is vulnerable and has little margin for error.”
- “Tariffs remain a dial that President Trump may choose to turn up or down depending on the state of negotiations and markets.”
- “High and rolling uncertainty incentivizes businesses to hit pause on major decisions until indicators become clearer. The wait-and-see approach defers spending and potentially hiring.”
- “If the lower tariffs stick—and some potentially drop—subsequent market rallies and improved consumer sentiment will support spending, plus smaller rises in inflation and unemployment.”
- “The economy will improve next year, supported by tax cuts/extensions and the fading effects of tariffs on inflation and real disposable income.”



# U.S. MARKET REVIEW

## U.S. 2025 Hotel RevPAR Forecast

- “CoStar and Tourism Economics downgraded its U.S. hotel forecast this week to call for 1% revenue per available room growth in 2025, down from 1.8%. But how forecasts actually play out is subject to change.”
- “Until consumer confidence improves, demand is going to remain softer—especially in the middle and lower price tiers. Rate is pushing the top line in the group segment, and business transient should continue to recover in a lot of industries, but leisure gains are going to be more isolated. Our forward-looking data continues to support the observations of many industry stakeholders that booking windows have shortened. That adds to the challenges hoteliers will face in the coming quarters.”

**US 2025 RevPAR forecast lowered**  
U.S. RevPAR forecast

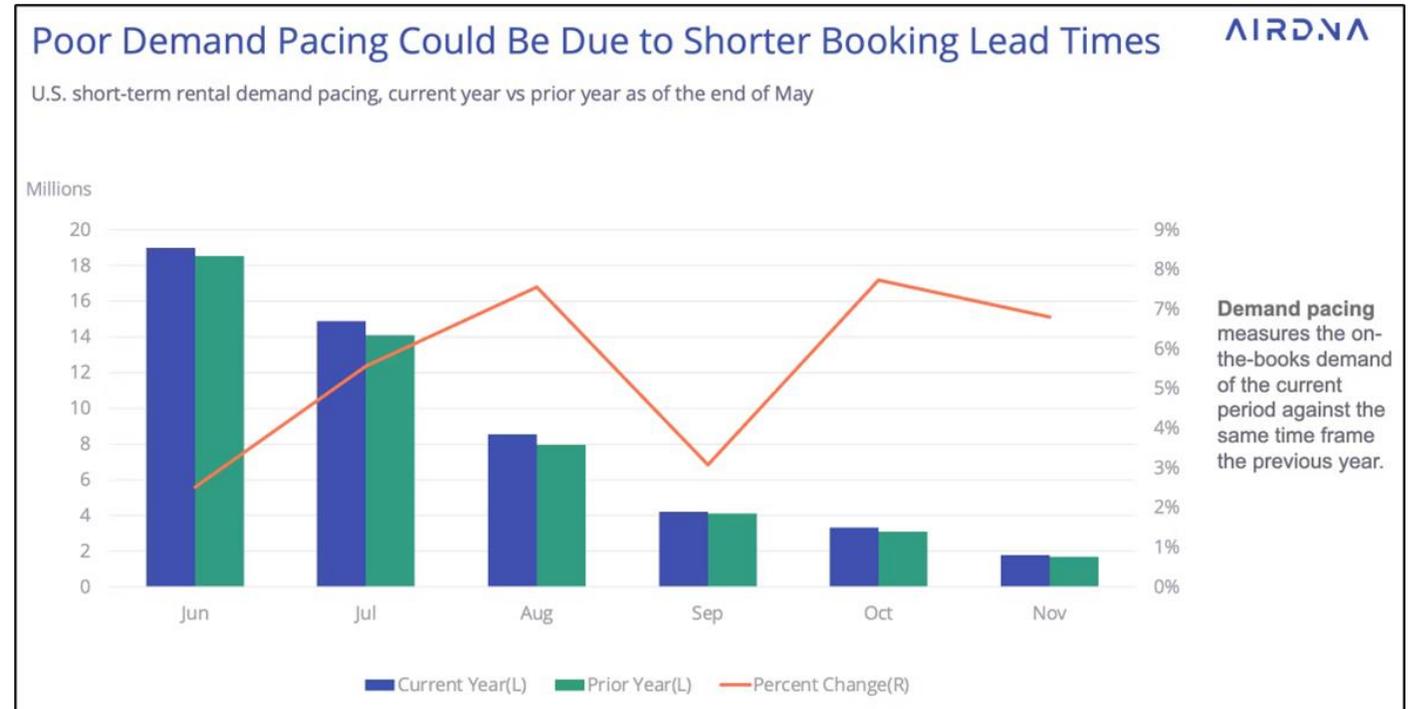
	2024 (actual)	2025 (forecast)	2026 (forecast)
Supply (YoY)	+0.5%	+0.8%	+0.8%
Demand (YoY)	+0.5%	+0.5%	+1.1%
Occupancy	63.0%	62.8%	63.0%
ADR (YoY)	+1.8%	+1.3%	+1.3%
RevPAR (YoY)	+1.9%	+1.0%	+1.5%

## Short Term Rentals Update

- “After months of steady growth, U.S. short-term rental supply surged in May, rising 5.7% year-over-year despite high mortgage rates. Demand growth slowed, leading to a modest -1.1% dip in occupancy—its third year-over-year decline in the past 12 months.”
  - “Stronger supply and softer demand contributed to the 1.1% decline in occupancy for May. While occupancy was slightly below 2024 and 2019 levels, it remained well above 2023 and within a typical range for the month.”
- “Still, strong ADR growth (+6.1%) kept RevPAR positive at +4.8%. While hotels brace for a softer summer, STRs seem to be holding momentum, especially in drive-to-leisure markets that performed well in May and are expected to stay strong into the summer.”
- “Across all location types, demand growth slowed in May compared to April’s strong performance. Urban markets were the least affected by the slowdown. Small City/Rural areas led the way with a 10.7% year-over-year increase in demand, while Coastal markets came in second at 4.7%.”
- “Ongoing uncertainty around trade policy appears to be reinforcing demand for domestic, drive-to-leisure markets. These markets, popular in the post-pandemic travel boom, are well-positioned to carry that momentum into summer. Still, with conditions shifting quickly, we’re watching trends closely.”

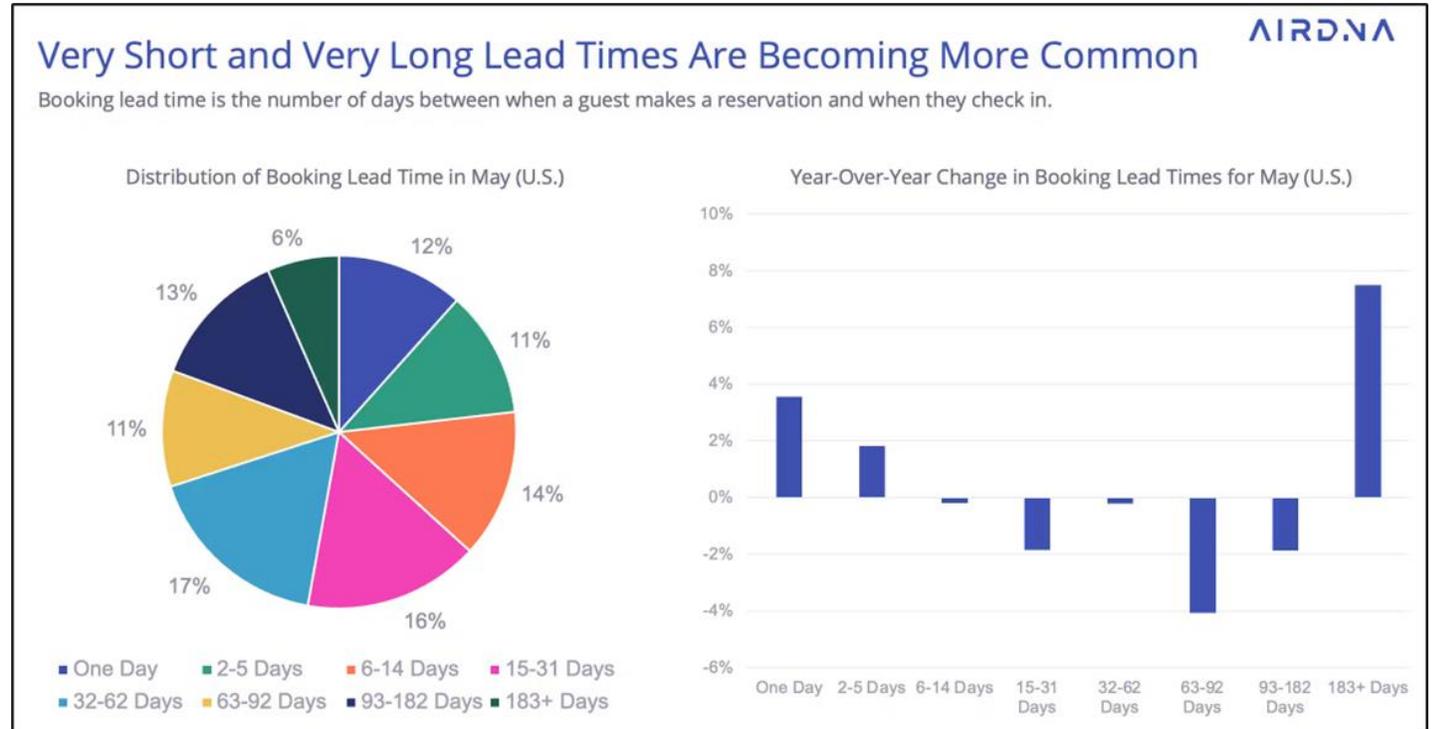
## Short Term Rentals Update (continued)

- “May demand pacing—which compares current on-the-books reservations to the same time last year—dropped from April’s range of 8–10% to a more modest 2–8%.”
- “While this decline may seem sharp, it doesn’t necessarily indicate weakening demand, as pacing figures are heavily influenced by changes in booking lead times.”



## Short Term Rentals Update (continued)

- “Lead times are divided into eight evenly sized categories. Comparing reservations made in May 2024 to those in May 2025, bookings made within a single day rose by nearly 4%, while bookings made 2 to 3 months in advance fell by 4%. This shift highlights a growing preference for shorter-term decision-making.”
- “The most notable increase in lead times has occurred in the segment of bookings made more than six months in advance. However, this category still represents a relatively small share of total reservations.”



## Short Term Rentals Update (continued)

### Key U.S. Short Term Rental Performance Metrics for May 2025

- Available listings reached 1.75 million, a 5.7% increase year-over-year
- Demand nights rose 4.4% compared to May 2024
- Occupancy averaged 55.3%, down 1.1 percentage points year-over-year
- Average Daily Rate (ADR) climbed to \$307.05, up 6.1% from last year
- Revenue per Available Rental (RevPAR) increased 4.8% year-over-year (YOY) to \$169.78

# AIRPORT DATA



# BOZEMAN YELLOWSTONE INTERNATIONAL AIRPORT AIRPORT NON-STOP DESTINATIONS

VISIT BIG SKY  
^ MONTANA ^

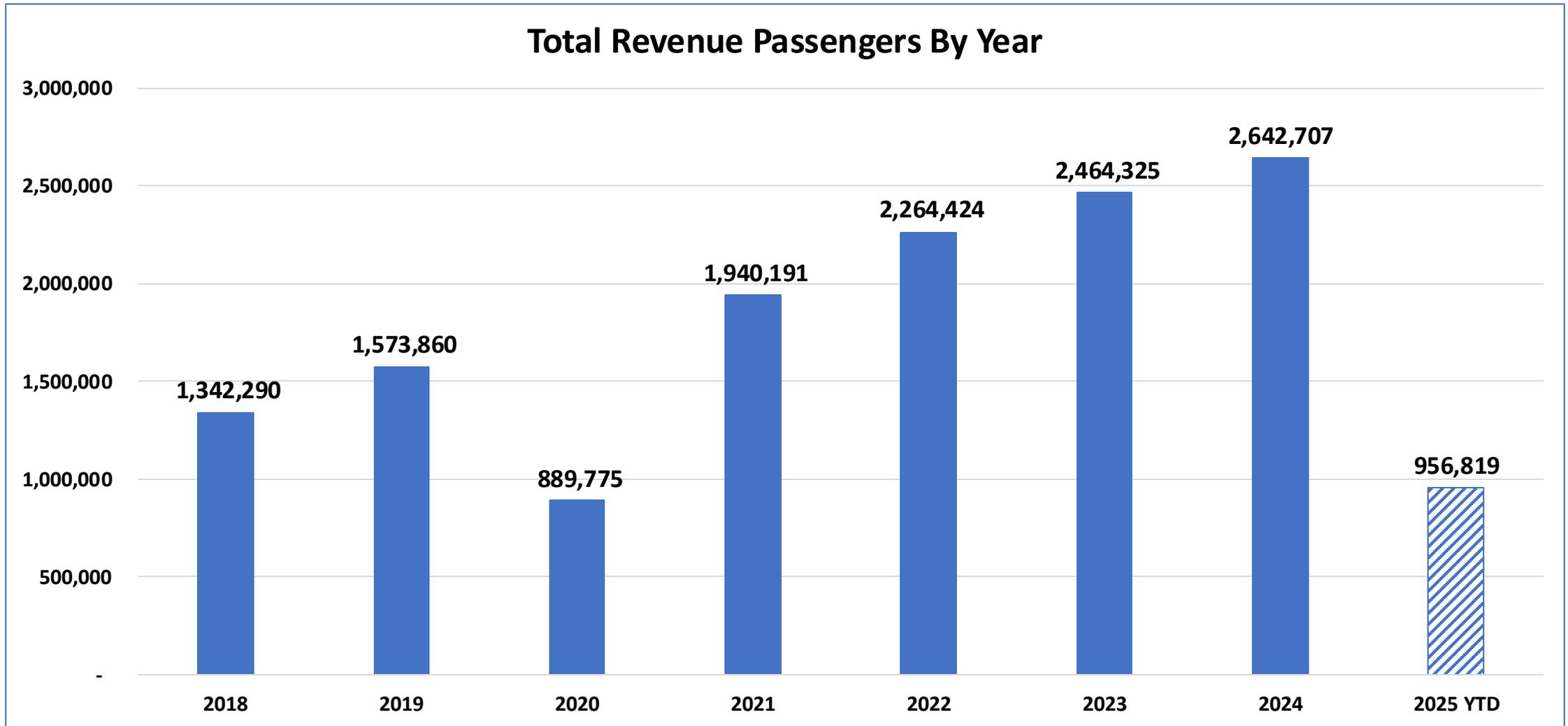


# BOZEMAN YELLOWSTONE INTERNATIONAL AIRPORT - TOTAL PASSENGERS YEAR-TO-DATE



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		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	
<b>Year-to-Date</b>	<b>956,819</b>	<b>941,813</b>	<b>1.6%</b>	<b>900,546</b>	<b>6.2%</b>
<b>Total</b>		<b>2,642,707</b>		<b>2,464,325</b>	

# BOZEMAN YELLOWSTONE INTERNATIONAL AIRPORT - YEARLY TOTAL PASSENGERS



(Jan-May 2025)

**VISIT BIG SKY**  
^ MONTANA ^

**AIRDNA  
DATA**

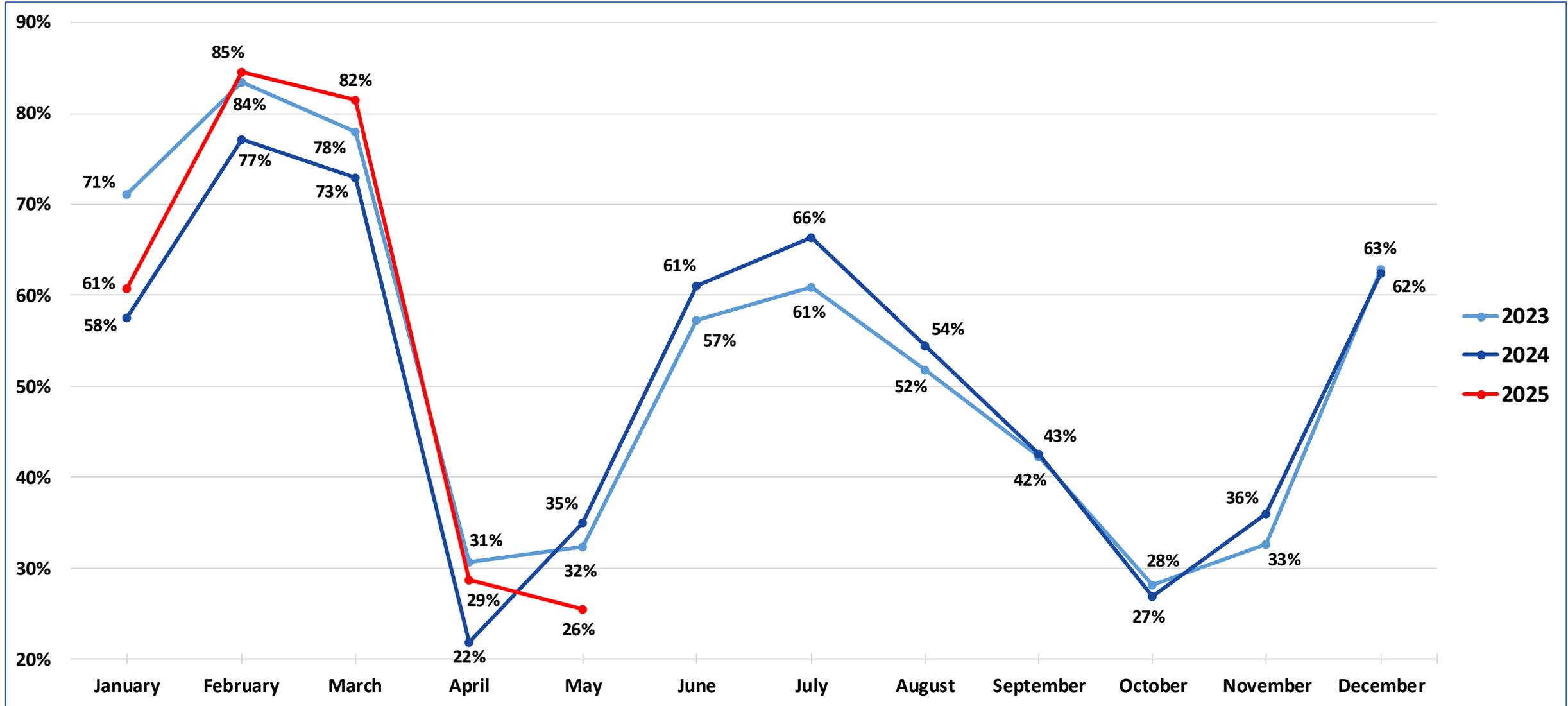


# AIRDNA SHORT TERM RENTAL (INCLUDES AIRBNB & VRBO LISTINGS) DEFINITIONS

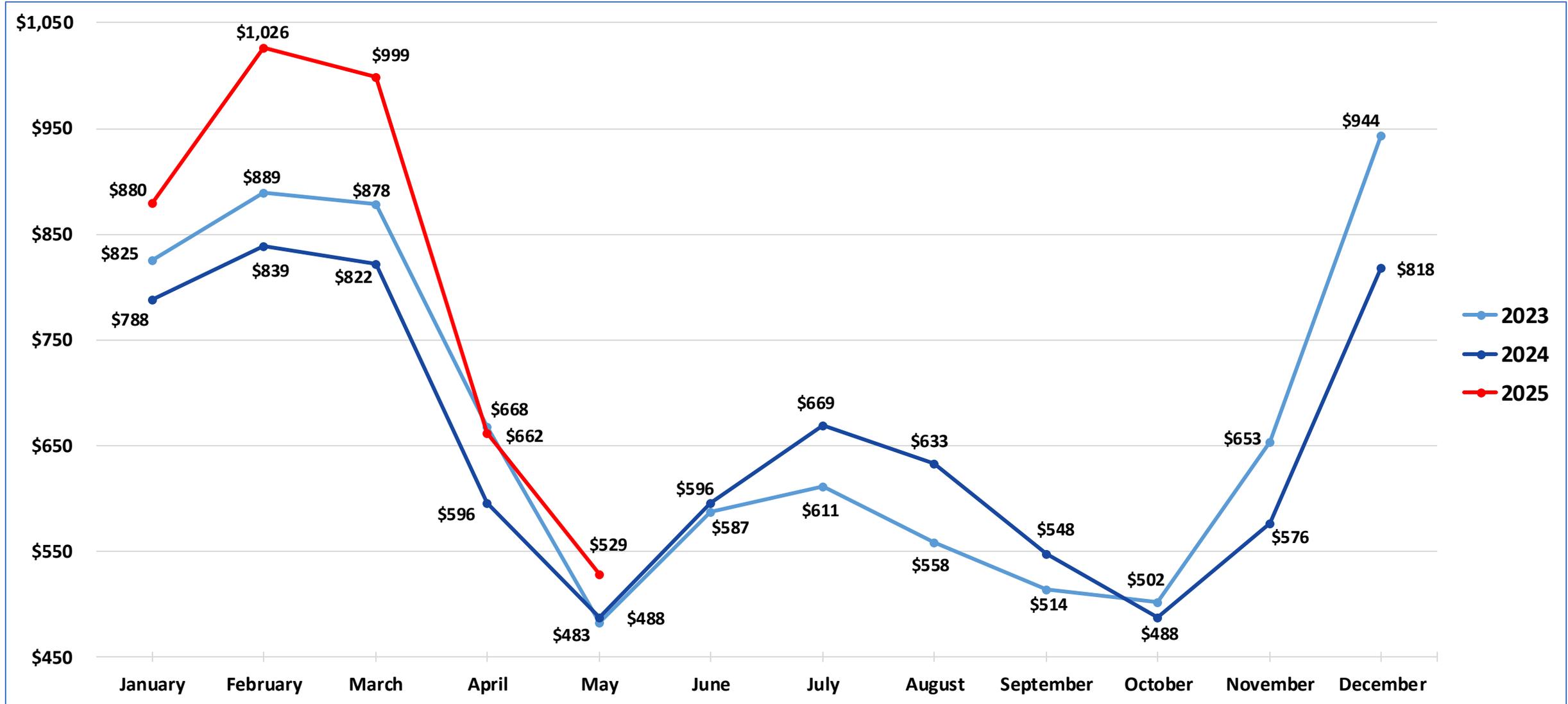
## Definitions (provided by AirDNA)

- **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 – OCCUPANCY (%) BY MONTH



# AIRDNA – AVERAGE DAILY RATE (\$) BY MONTH



**KEY DATA**  
**DATA**



# KEY DATA DIRECT SOURCE LODGING PARTNERS

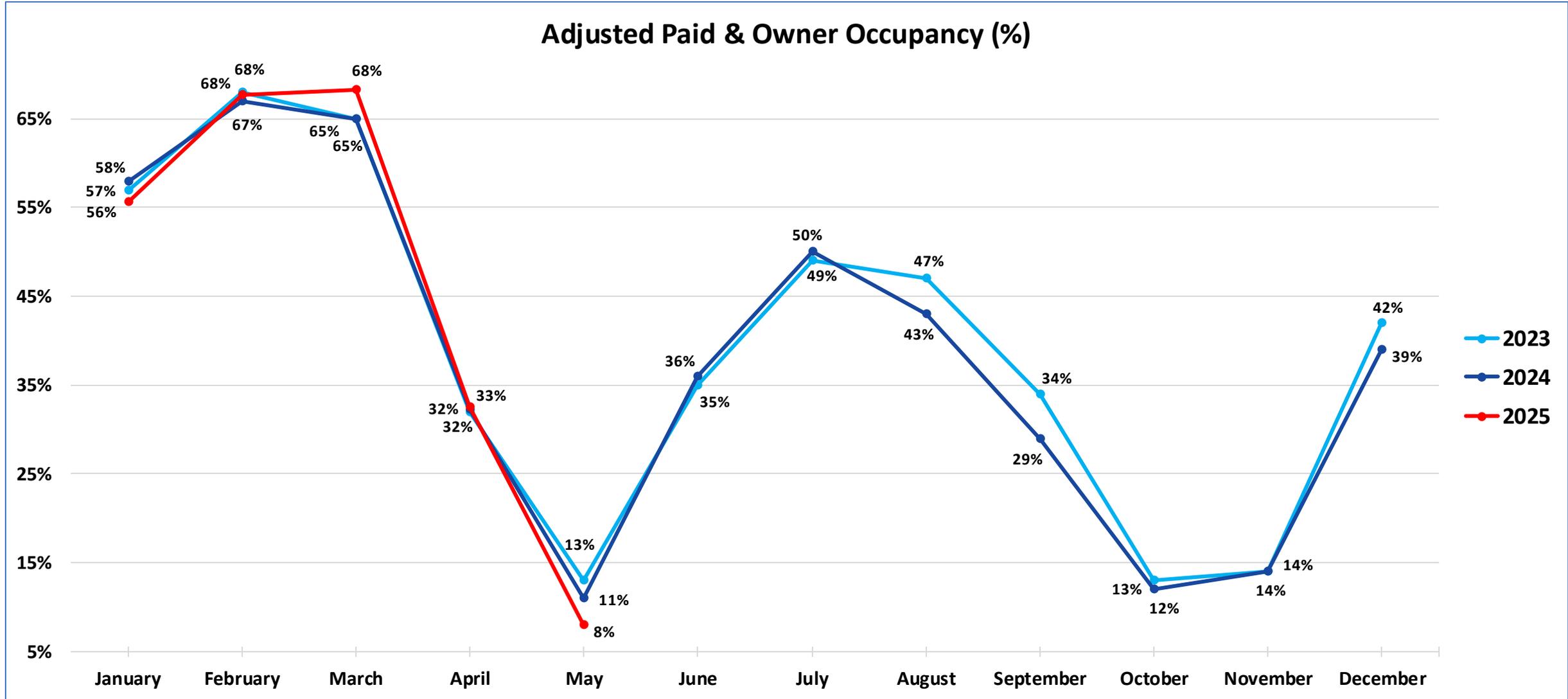


- Key Data currently partners with 12 Big Sky property management companies and hotels.
  - In total, this represents ~1,354 rental units in the Big Sky area.
  - All figures in the following slides are taken exclusively from the following 12 property management companies and hotels:
    - Alpine Property 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.

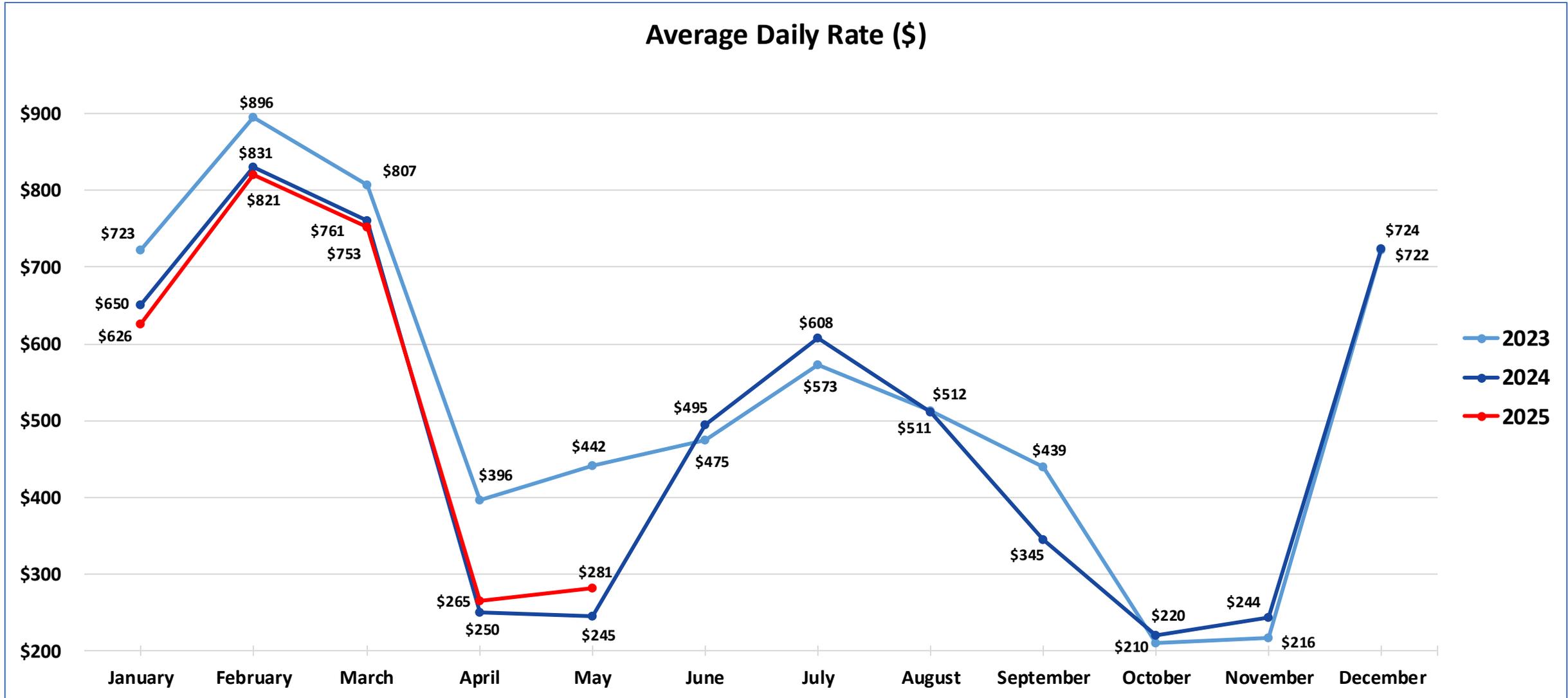
# KEY DATA DIRECT SOURCE DEFINITIONS

- **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

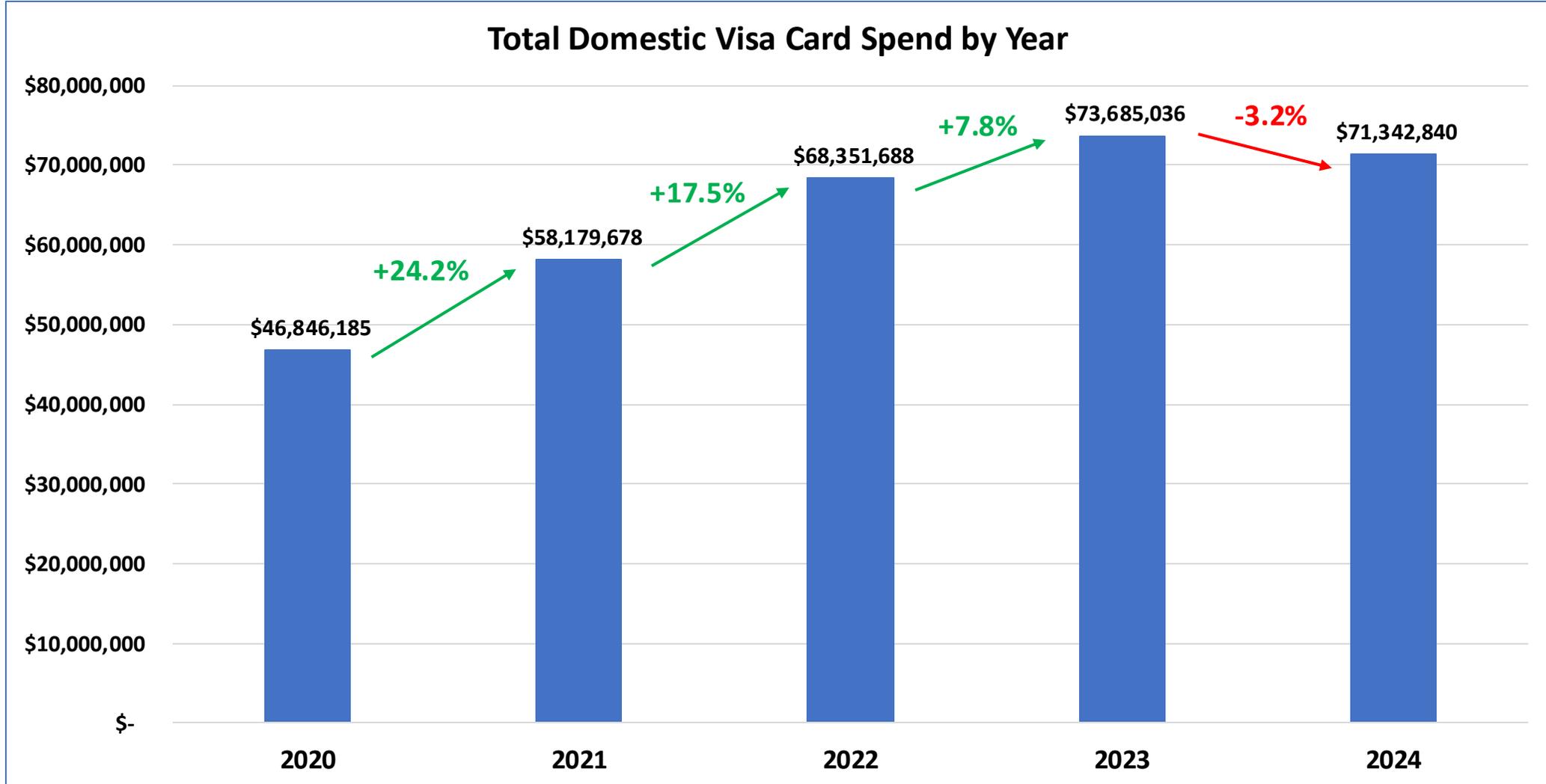


**VISIT BIG SKY**  
^ MONTANA ^

# VISA DESTINATION INSIGHTS



# VISA VUE – TOTAL DOMESTIC VISA CARD SPEND DATA BY YEAR

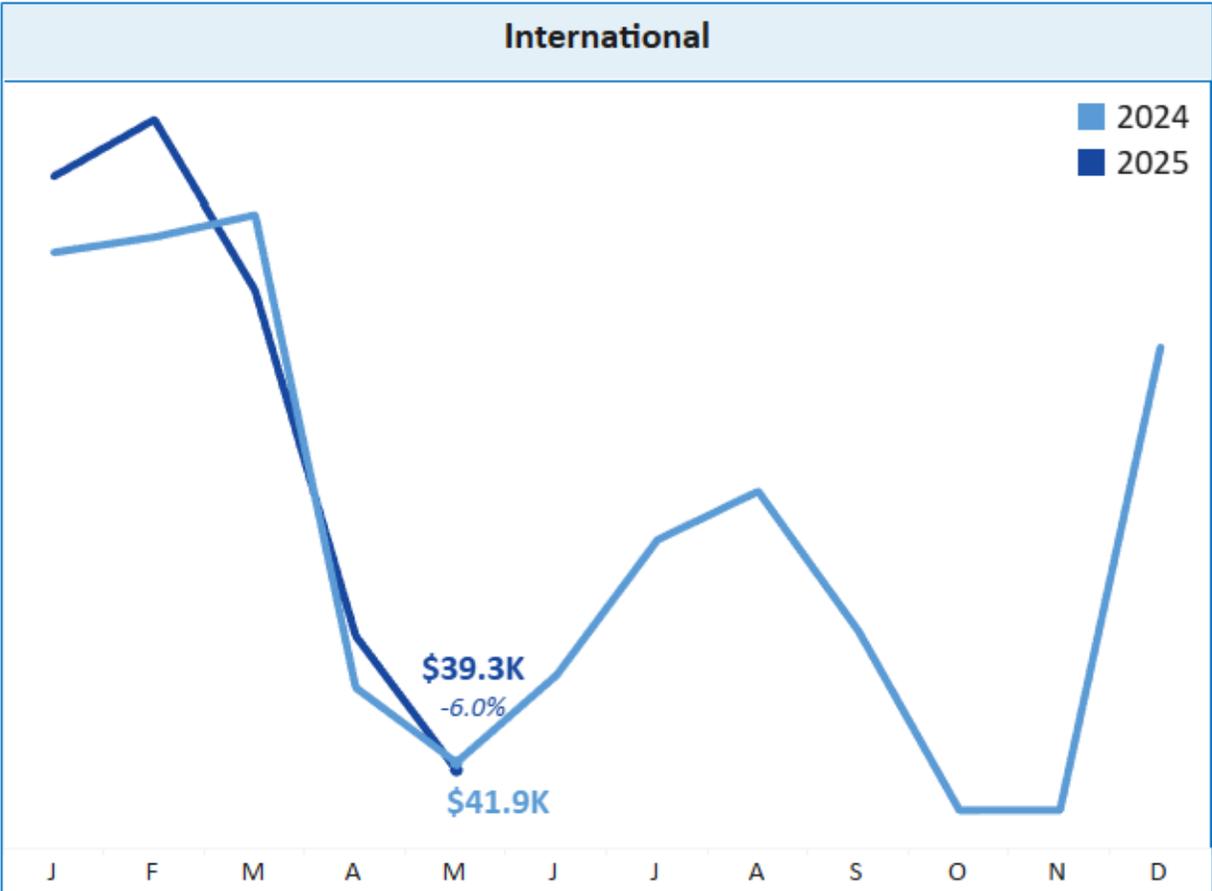
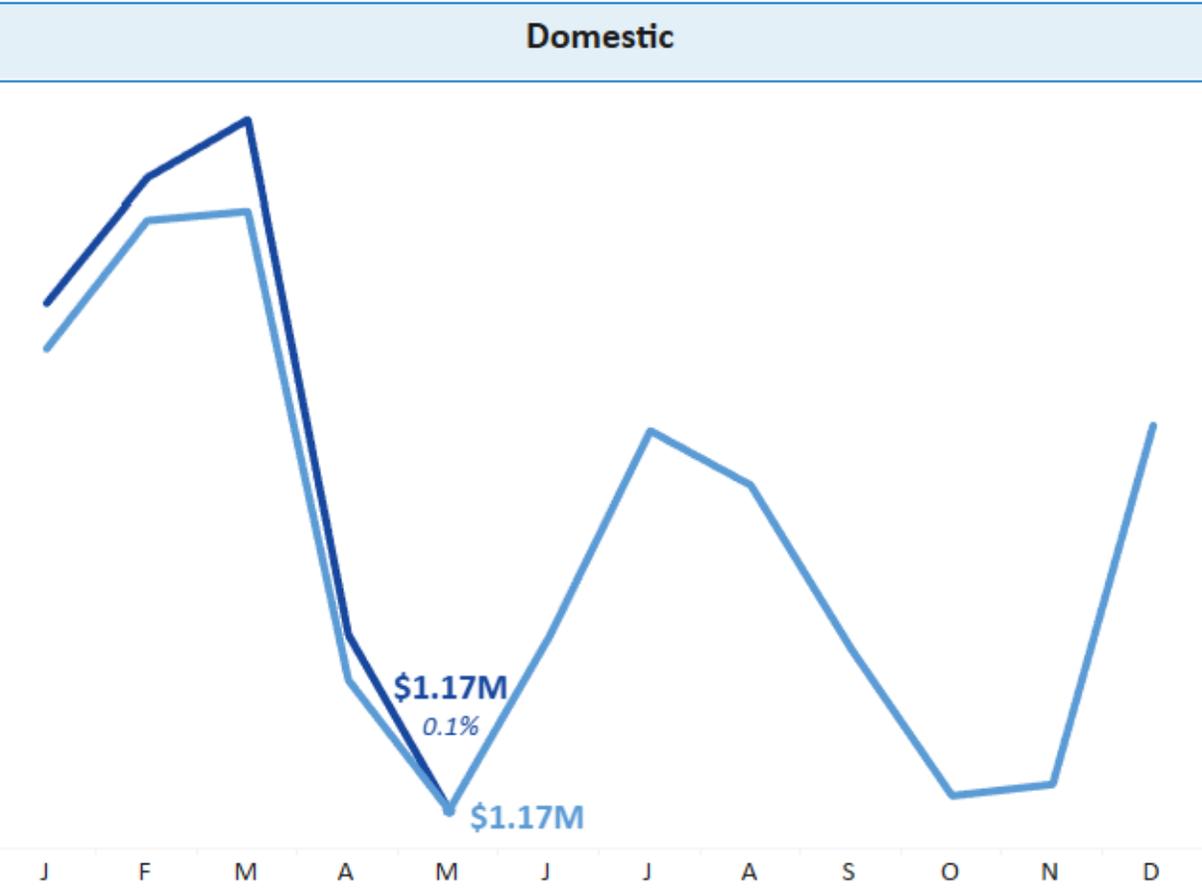


# Visit Big Sky Monthly Visitor Visa Spending

## May 2025

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

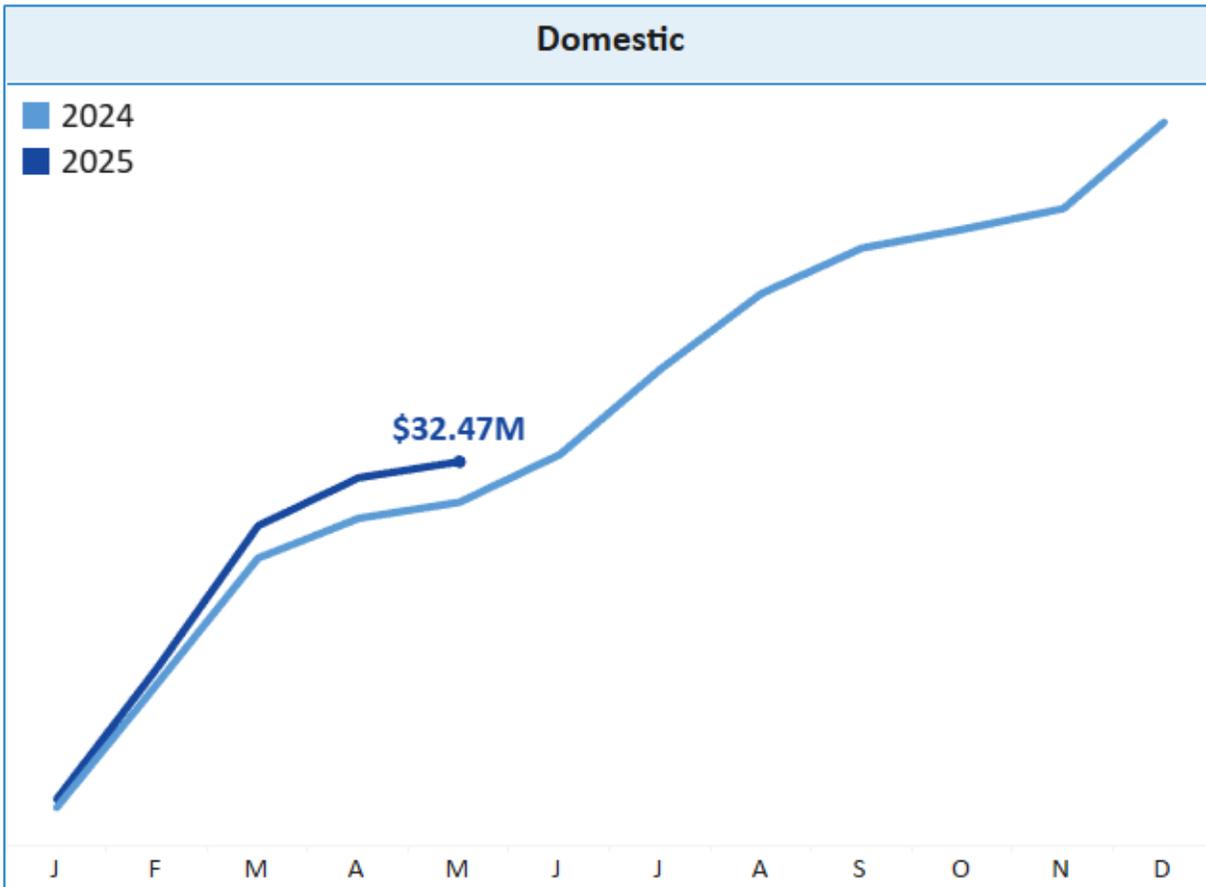
YOY May '25	Grand Total		Domestic		International	
	Spend Amount	Card Count	Spend Amount	Card Count	Spend Amount	Card Count
	\$1,207,956	12,100	\$1,168,611	11,968	\$39,344	132
	-0.1%	1.0%	0.1%	1.0%	-6.0%	5.6%



# Visit Big Sky Monthly Visitor Visa Spending Year To Date Through May 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
	\$33,306,299	150,651	\$32,471,493	148,256	\$834,806	2,395
YOY	9.9%	8.8%	10.0%	8.6%	7.0%	18.7%



# Visit Big Sky Monthly Top Domestic Visitor Spending Summary

## Year To Date Through May 2025

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

	Spend Amount	YoY % Change	Card Count	YoY % Change
Bozeman, MT	\$12,639,628	11.9%	62,126	7.1%
New York-Newark-Jersey City, NY-NJ-PA	\$2,310,026	12.3%	7,712	12.4%
Los Angeles-Long Beach-Anaheim, CA	\$1,328,694	10.8%	4,490	1.6%
Chicago-Naperville-Elgin, IL-IN-WI	\$1,324,533	1.1%	4,057	7.1%
Seattle-Tacoma-Bellevue, WA	\$944,983	16.0%	4,280	14.7%
San Francisco-Oakland-Berkeley, CA	\$871,583	9.9%	2,960	2.7%
Boston-Cambridge-Newton, MA-NH	\$857,452	4.1%	2,951	6.6%
Washington-Arlington-Alexandria, DC-VA-MD-WV	\$696,452	11.5%	2,281	12.6%
Denver-Aurora-Lakewood, CO	\$689,859	1.0%	3,714	-0.8%
Minneapolis-St. Paul-Bloomington, MN-WI	\$649,221	0.3%	5,064	2.3%
Houston-The Woodlands-Sugar Land, TX	\$593,837	12.7%	1,858	2.3%
Miami-Fort Lauderdale-Pompano Beach, FL	\$493,082	11.2%	1,373	2.1%
San Diego-Chula Vista-Carlsbad, CA	\$489,384	-4.9%	1,985	-2.3%
Dallas-Fort Worth-Arlington, TX	\$467,069	12.4%	1,505	7.0%
Atlanta-Sandy Springs-Alpharetta, GA	\$450,883	6.7%	1,755	6.3%

# Visit Big Sky Monthly Top International Visitor Spending Summary

## Year To Date Through May 2025

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

	Spend Amount	≡	YoY % Change	Card Count	YoY % Change
Canada	\$275,635		-15.6%	1,174	1.3%
Australia	\$157,876		44.3%	360	46.3%
United Kingdom	\$66,048		40.2%	194	17.6%
Mexico	\$43,454		19.3%	174	33.8%
Brazil	\$41,589		155.2%	41	57.7%
Germany	\$19,260		-35.7%	54	42.1%
China Mainland	\$16,117		78.8%	38	72.7%
France	\$15,722		180.0%	35	150.0%
Paraguay	\$14,134			10	
Guatemala	\$12,945		283.0%		
Peru	\$12,229		199.7%	93	34.8%
Chile	\$11,355		28.3%	35	20.7%
Switzerland	\$10,737		-21.5%	42	
New Zealand	\$10,569		-57.4%	70	2.9%
United Arab Emirates	\$9,879		142.9%		

**CONSUMER  
SENTIMENT DATA**

**LONGWOODS  
INTERNATIONAL**



# AMERICAN TRAVEL SENTIMENT STUDY WAVE 97

VISIT BIG SKY  
^ MONTANA ^

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

## American Travel Sentiment Wave 97 Highlights

### Key Findings:

- 1. Cautious Travel Spending on Upcoming Trips**  
More Americans plan to cut back on travel spending, with 37% of travelers saying they are reducing the amount they are spending on retail purchases, a 4-point increase from May 2024. Despite this, the number of travelers canceling trips holds steady at only 6%.
- 2. Remote Work Away from Home Unpopular Among Travelers**  
A majority (60%) of American travelers do not plan to work remotely, away from home, in the next 12-24 months, a significant 5-point increase from November 2023.
- 3. Service Levels on the Rise**  
Compared to August 2024, there has been a 4-point increase in those who said they received the same level of service as before the pandemic, showing service levels are improving, but not surpassing pre-pandemic levels.
- 4. AI Software Integrating into Trip Planning**  
Travelers who said they used ChatGPT or similar AI software to plan their trip increased 6-points since August 2024. This shows a quick integration of AI in the trip planning process for many travelers.
- 5. Record High Number of American Travelers with Travel Plans**  
This month saw a decline in American travelers saying economic concerns would greatly impact their travel decisions, and demand among American travelers is at a survey record high level. This reinforces the view that travel is a need vs. a want.

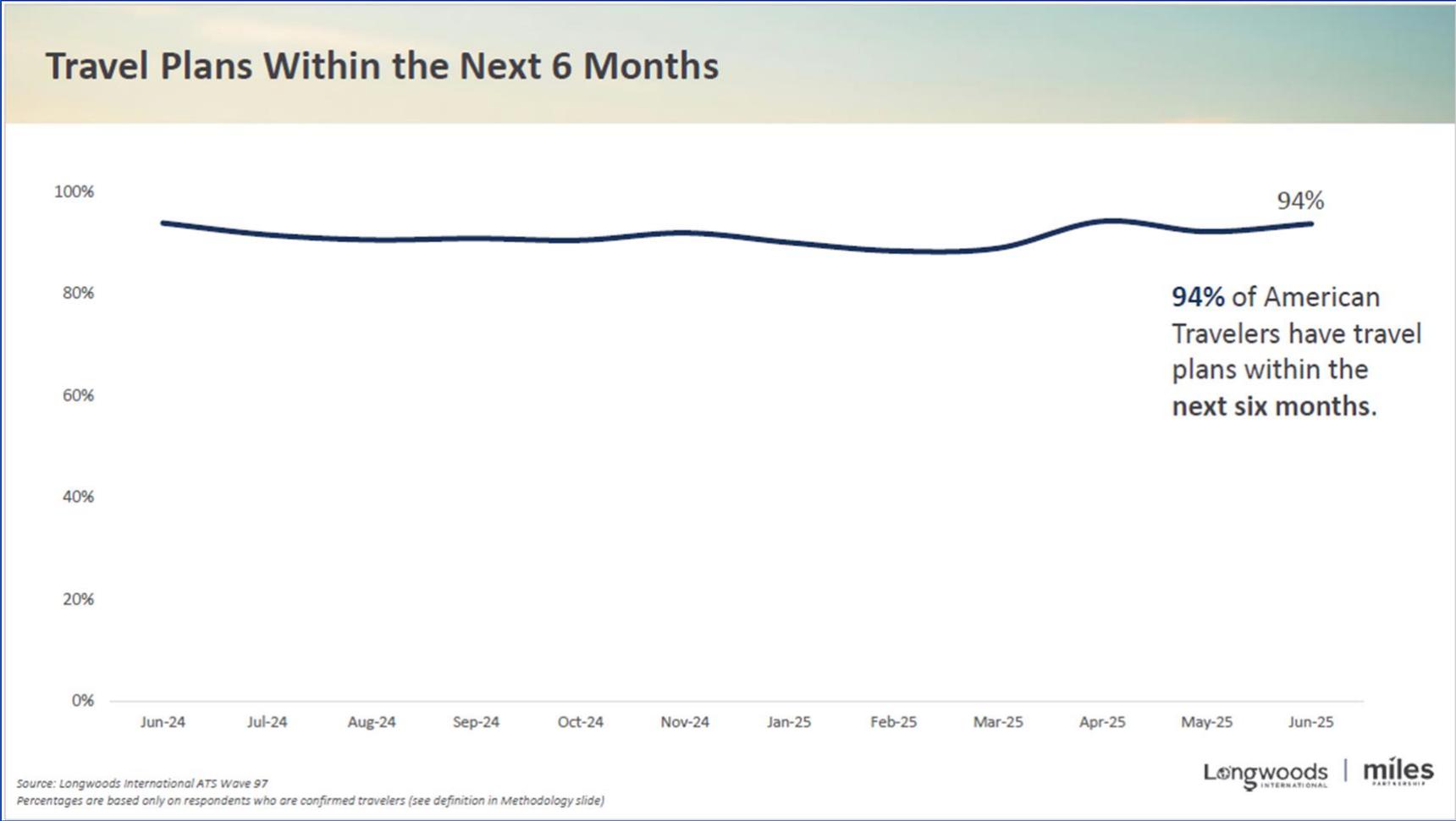
Source: Longwoods International ATS Wave 97



Longwoods | miles  
INTERNATIONAL PARTNERSHIP

# AMERICAN TRAVEL SENTIMENT STUDY WAVE 97

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



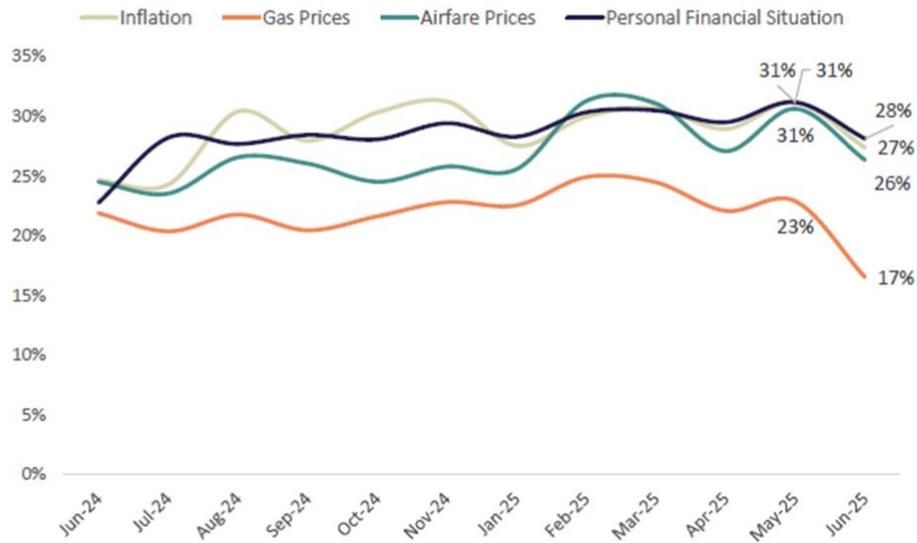
# AMERICAN TRAVEL SENTIMENT STUDY WAVE 97

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

## Decrease in Concerns Greatly Impacting Travel Decisions

### Concerns Impacting Your Travel Decisions in the Next Six Months

The chart shows the percentage of respondents who rated each factor as "Greatly impact" their travel plans (a 5 on a 1-5 scale) over the period from June 2024 to June 2025.



Compared to May 2025, there has been a **significant drop** in American travelers who said gas prices, inflation, and airfare prices "greatly impact" their travel decisions. Concerns for inflation saw a **4-point decrease** and concerns for airfare prices saw a **5-point decrease** since May 2025. Gas prices saw a **6-point decrease**, marking the **lowest point** in the past 12 months.

Source: Longwoods International ATS Wave 97  
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

# AMERICAN TRAVEL SENTIMENT STUDY WAVE 97

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

## Travelers More Cautious with Spending on Trips

During the next six months, how is your personal financial situation impacting your travel plans?



While there was a decrease in concerns greatly impacting travel decisions, American travelers are still being more cautious with their travel spending compared to May 2024. 37% of travelers say they are reducing the amount they spend on retail purchases, a 4-point increase from May 2024. There is 4-point increase in American travelers choosing to drive instead of fly. There is also a 3-point increase in travelers reducing the number of trips they are taking.

Source: Longwoods International ATS Wave 97  
Percentages are based only on respondents who are confirmed travelers intend on traveling in the next six months

# AMERICAN TRAVEL SENTIMENT STUDY WAVE 97

VISIT BIG SKY  
^ MONTANA ^

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

## 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: June 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.



Longwoods | miles  
INTERNATIONAL PARTNERSHIP

VISIT  
**BIG SKY**  
**BIG SKY**  **CHAMBER**



**BLUE ROOM**  
RESEARCH