



Monthly Travel Indicators Summary

February 2024

April 5, 2024

About the Monthly Travel Indicators Summary

The Monthly Travel Indicators Summary is a summary compilation of key indicators and statistics from a variety of Visit California and third-party data sets for the reporting month, including:

Visit California Sources	Third Party Sources
AirDNA	Bureau of Labor Statistics (BLS)
CIC Research	Department of Homeland Security (DHS)
Cirium	Department of Labor
Future Partners	U.S. Energy Information Administration (EIA)
NTTO	University of Michigan
SMARInsights	
STR, Inc.	
Tourism Economics	
YouGov	

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Executive Summary Domestic

Macroeconomic

Overall inflation and gas prices ticked up slightly for the month while the economy continued to hum, with new jobs added and relatively low unemployment. Consumers continued to feel better about the economic outlook.

- Inflation for the month was 3.2%, up slightly from the prior month. The U.S. average retail price for a gallon of gas ticked up this month nationally and in the state. The national average was \$3.33 (vs. \$3.20 the previous month). The California equivalent price was \$4.54 (vs. \$4.48 the preceding month).
- Approximately 275,000 jobs were added to the economy, an increase over last month's 229,000. The unemployment rate increased to 3.9% (vs. 3.7% the previous month).
- The University of Michigan tracked U.S. consumer sentiment on the economy to 79.6, slightly up from the 78.8 measurement in January.

Consumer Sentiment

Among American travelers, consumer sentiment around the economy and travel remained positive with California residents feeling somewhat more positive than they had over the last two months. An increasing number of American travelers are saying they intend to travel domestically in the next 12 months.

- The incidence of U.S. consumers planning domestic leisure travel in the next 12 months was a record high of 51% (compared to 49% the prior month and 47% a year ago).
- According to YouGov, the price of travel continued to be the primary barrier, with 42% of domestic consumers citing this factor (flat from the prior month).
- Nearly a third of American travelers (32%) felt optimistic about their current financial situation relative to a year ago (California residents were somewhat more optimistic at 38%). They are even more confident about their future economic situation (49% of the U.S. and 57% of California residents expect more positive). California's measures rebounded after two months of decline.
- A majority of American travelers said travel was a budget priority (55%, +3 pts. from the prior month). Californians are likelier to say travel is a budget priority relative to the overall U.S. (58%).
- American travelers were excited about future travel, with 85% of U.S. travelers (and 85% of California residents) saying they were excited about leisure travel in the next 12 months.

Executive Summary Domestic (continued)

Lodging

The state's lodging sector is seeing a sluggish start to the year, with room demand down 3% for the month and down 1% year to date. Weather is likely a contributing factor.

- Room demand growth in the state for the month was down 3% year over year, with the San Francisco Bay Area the only region to show growth. Room demand in the state was down 10% from 2019 levels. Winter storms impacting the state this month may have contributed to this, as coastal and mountain regions saw more negative growth rates.
- California's monthly occupancy rate was 63% (-4% YOY), the largest decline in 12 months of tracking.
- The state's ADR was \$182 (flat YOY) and RevPAR was \$115 (-4% YOY).
- Group room demand was up 1% year-over-year but still down 30% from 2019.

Airlift

Passenger traffic measured by TSA checkpoints once again saw double-digit growth year over year.

- Sixty-five million passengers were screened at TSA checkpoints for the month (+11% YOY). The passenger traffic growth rate has nearly doubled from the previous month.
- There were 8.1 million non-stop seats to California destinations for the month (-1% YOY).

Forecast/Travel Spending

Domestic visitor spending is expected to reach \$130B in 2024. According to U.S. Travel, visitor spending in February was down 1% year over year.

- According to the Visit California February 2024 forecast, domestic visitor spending in California is expected to reach \$130 billion in 2024, with \$101 billion in leisure spending and \$30 billion in business spending. Leisure spending is forecast to grow by 3%, and business spending by 10% relative to 2023.
- U.S. Travel's estimate for California for the month showed total visitor spending of \$11B, down 1% year over year. February was the first month to show negative growth since the pandemic.

Executive Summary International

Forecast

International travel spending in California is forecasted to fully recover in 2024, driven by Mexico, Canada, and key overseas markets.

- International visitor spending in the state is forecast to reach \$29B in 2024, according to the February 2024 forecast.
- North American neighbors Mexico and Canada are forecasted to be California's largest spending markets, with spending of \$4.6B and \$3.9B, respectively.
- China and India are the most significant overseas markets, with visitor spending of \$2.2B and \$1.8B, respectively.
- While most of California's 13 opportunity markets will have fully recovered to prepandemic spending levels in 2024, China's recovery is forecast to reach 81%.

Consumer Sentiment

International leisure travel intent remained robust in California's priority markets, while travel prices remained the top barrier in all markets.

- On average, across California's target markets, 42% of international consumers said they were planning international leisure travel in the next 12 months, down 1 point from the prior month but up from 39% a year ago. The markets with the highest propensity for travel abroad were the Nordics (62%), the Middle East (59%), and Germany (59%).
- Travel prices remained the primary barrier to travel (45% citing travel price, +1 pt MOM). South Korea (53%), Canada (52%), Australia (50%), and France (50%) were the markets with consumers most likely to indicate prices were a barrier to travel.
- Safety and health concerns remained secondary barriers in the Asia Pacific, India, and Middle East markets.

Airlift/Arrivals

International airlift continued to grow strongly year over year in February, with nine out of thirteen priority markets showing an increase in airlift to the state. Arrivals to the state also showed strong growth over the prior year but have yet to fully recover to 2019 levels. China's recovery improved for the month, driven by Chinese New Year holiday travelers.

- There were 1.4M non-stop seats from California's 13 opportunity markets for the month, a 19% year-over-year growth rate. Airlift from China grew in February with 52K seats, up 344% from 2023.
- Arrivals through California's ports of entry were up 26% year over year but down 22% from 2019 levels for California's priority markets. China arrivals recovered 56% for the month.



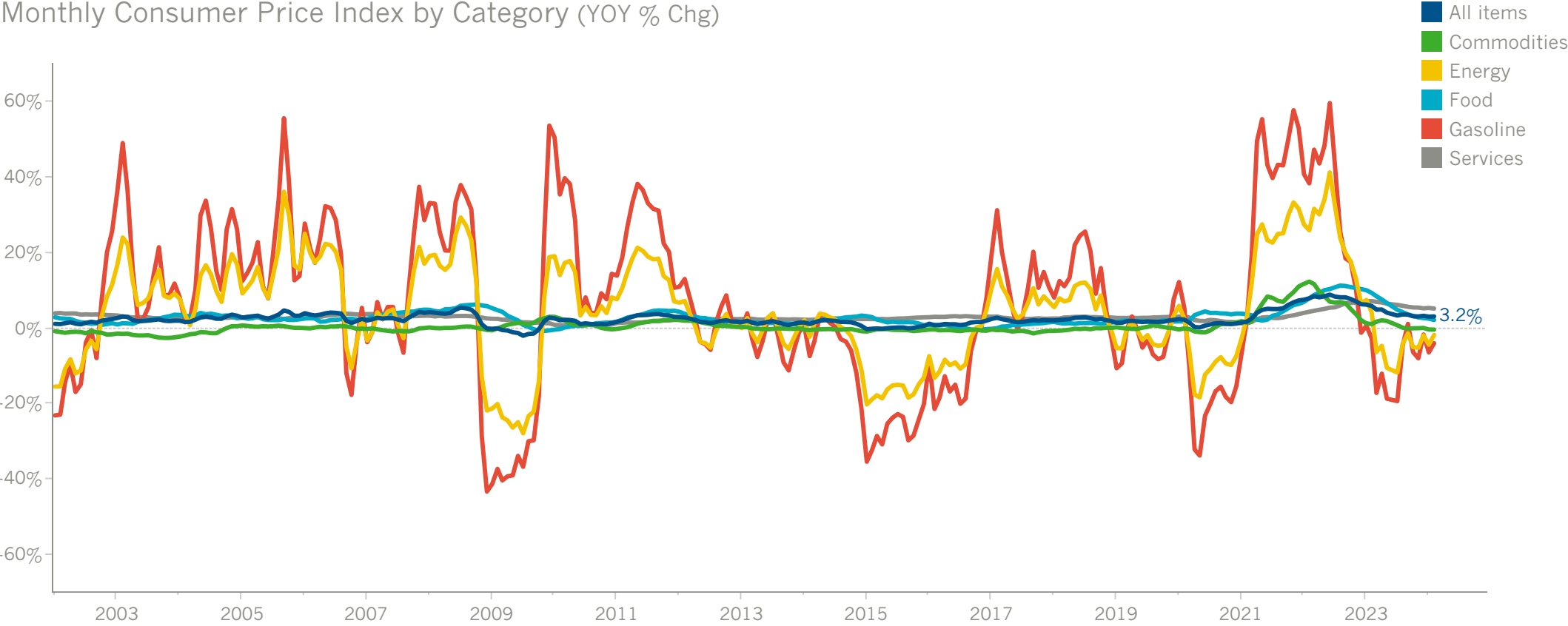
Domestic Indicators: Macroeconomic

- Inflation Rate
- Gas Prices
- Jobs/Unemployment Rate
- Consumer Sentiment

U.S. Inflation Rate

The chart below shows the national Consumer Price Index as a percent change compared to same month in the prior year.

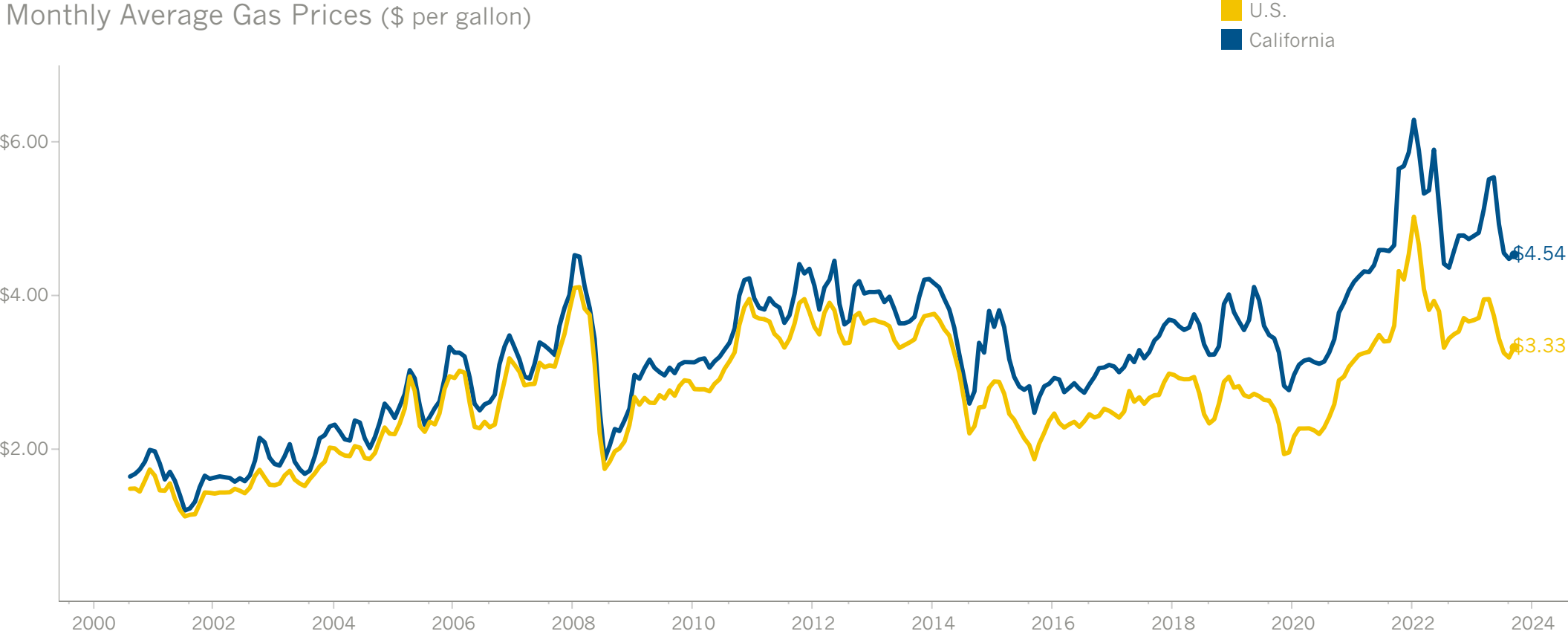
Monthly Consumer Price Index by Category (YOY % Chg)



U.S. & California Gas Prices

The chart below shows U.S. and California monthly average retail gas price for all grades.

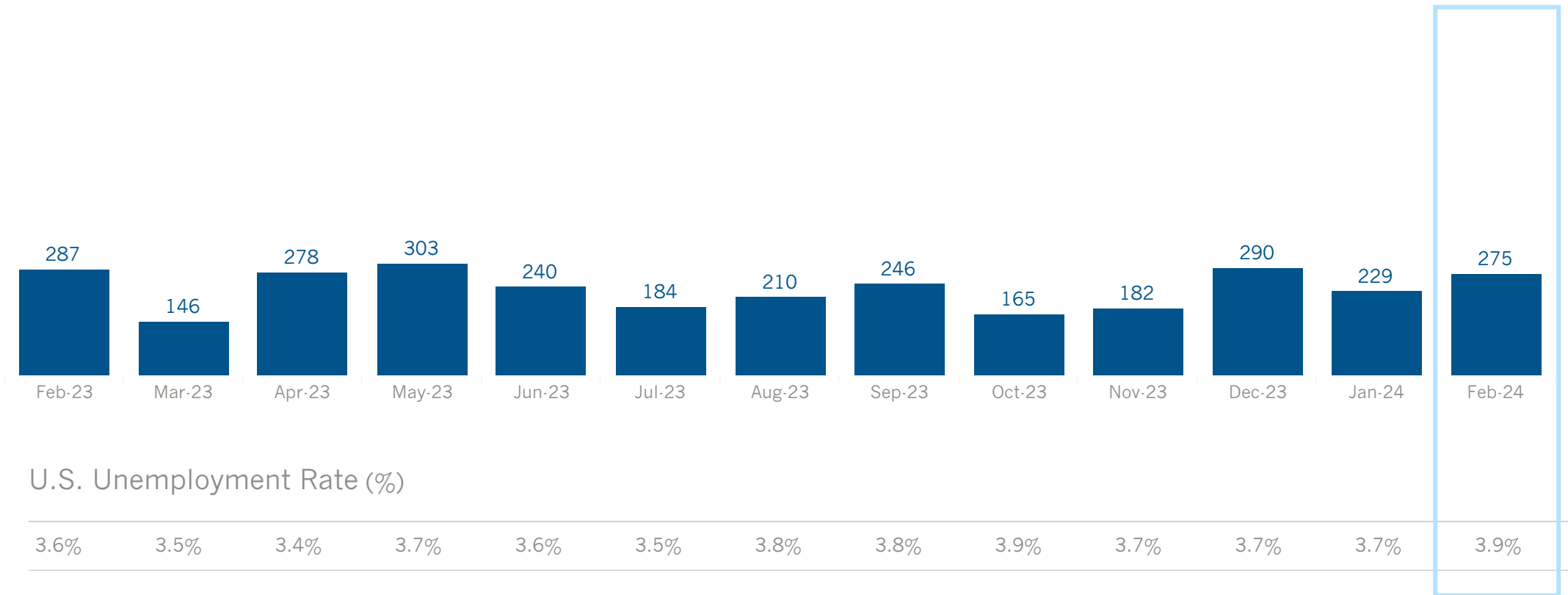
Monthly Average Gas Prices (\$ per gallon)



U.S. Jobs Added/Lost & Unemployment Rate

The chart below shows net U.S. non-farm jobs gained or lost for the month and the table shows U.S. unemployment rate.

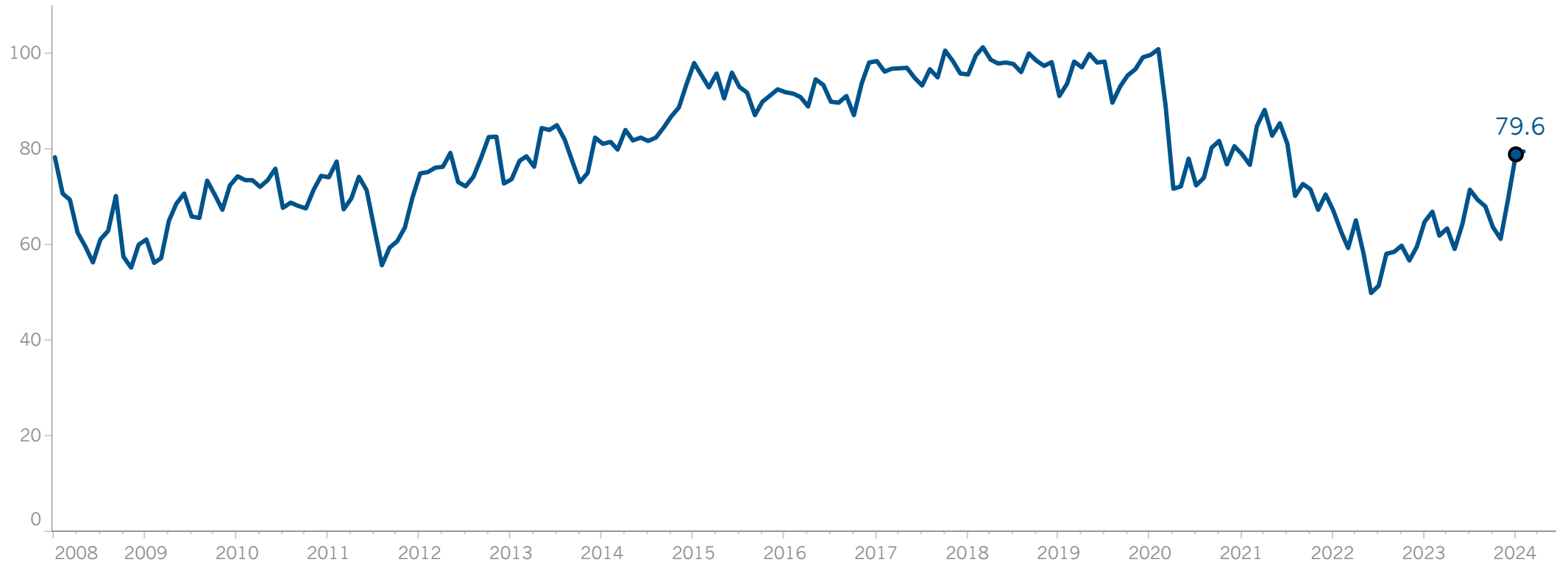
U.S. Net Jobs Added/Lost from Prior Month ('000)



U.S. Economic Consumer Sentiment

The chart below shows U.S. monthly consumer sentiment about the economy as an index.

U.S. Index of Consumer Sentiment





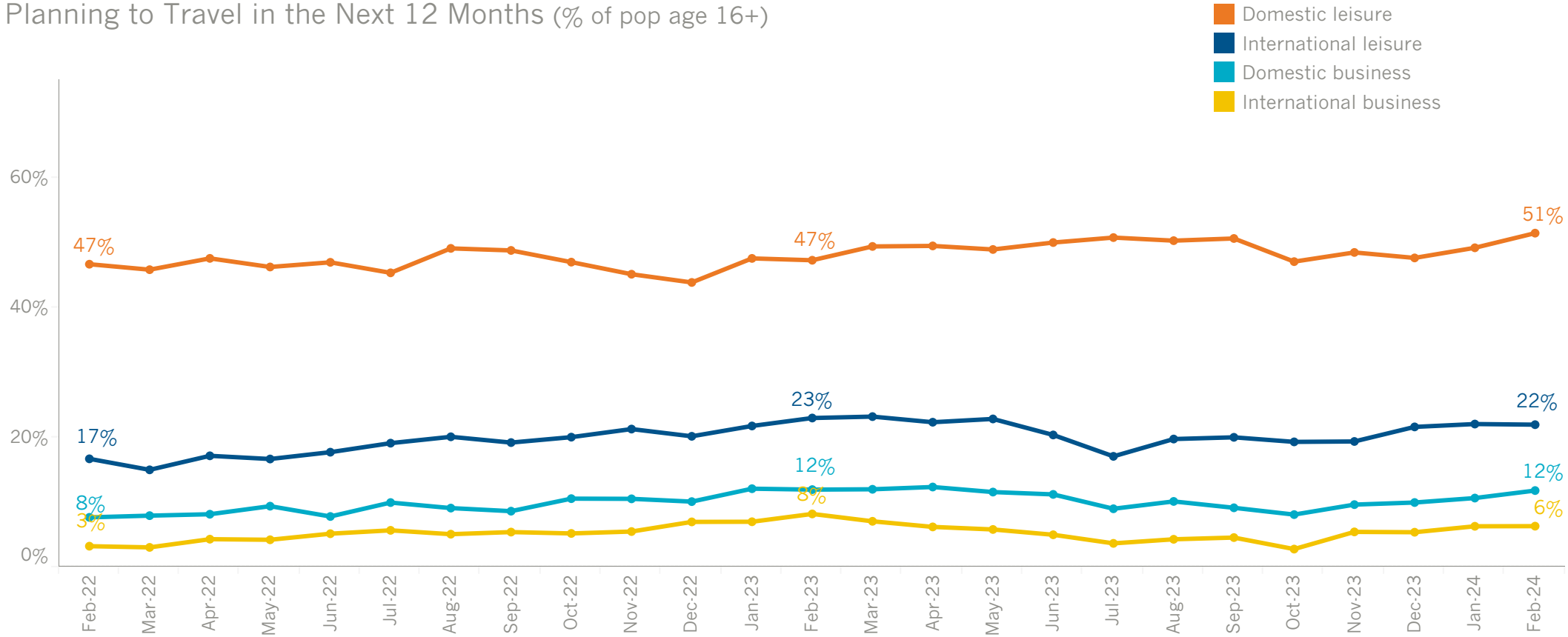
Domestic Indicators: Consumer Sentiment

- Travel Planned
- Barriers to Travel
- Perceptions of Financial Situation
- Travel as a Budget Priority
- Expectations for Travel Spending
- Excitement for Travel

U.S. Travel Planned

The chart below shows the types of trips planned in the next 12 months among U.S. consumers.

Planning to Travel in the Next 12 Months (% of pop age 16+)



Q: Which, if any, of the following trips are you planning to take in the next 12 months?

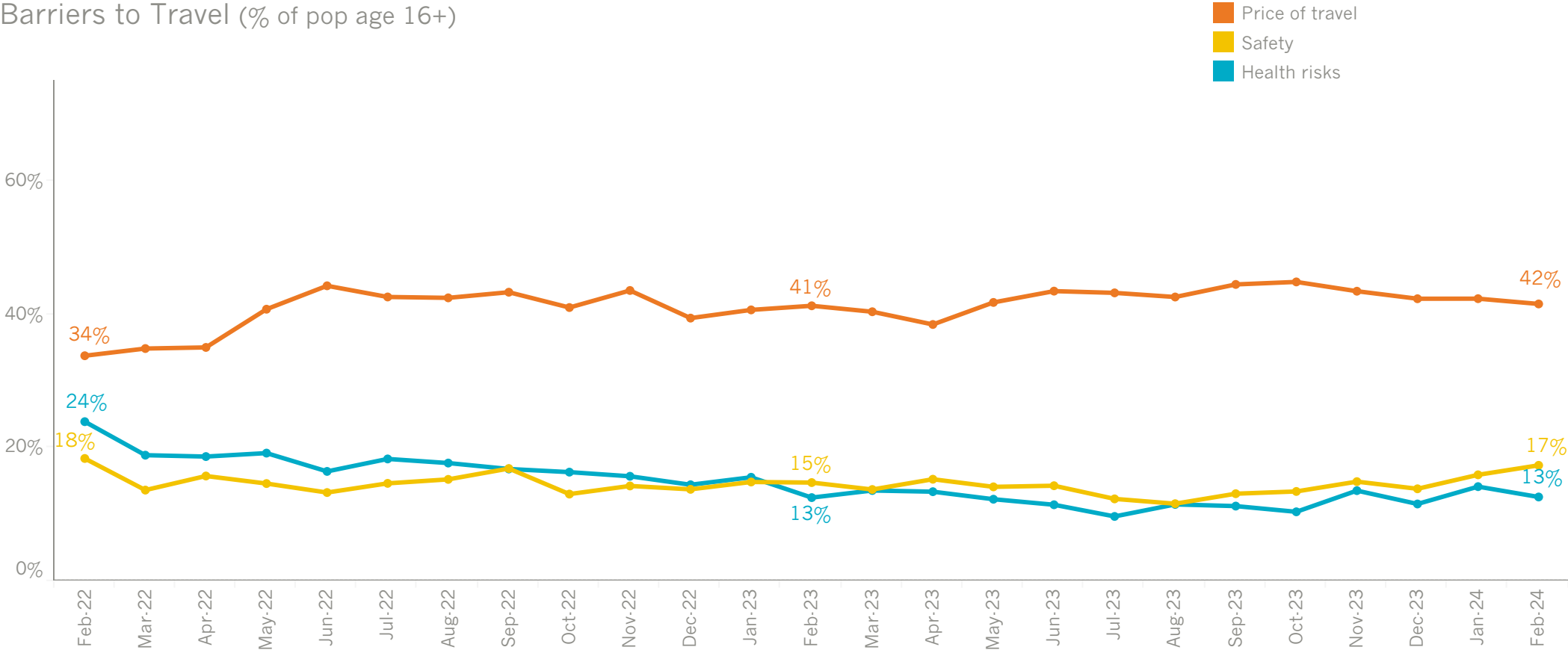
Data reported for: February 2024

Source: YouGov

U.S. Barriers to Travel

The chart below shows current travel barriers among U.S. consumers.

Barriers to Travel (% of pop age 16+)



Q: Which, if any, of the below factors are currently preventing you from traveling?

Data reported for: February 2024

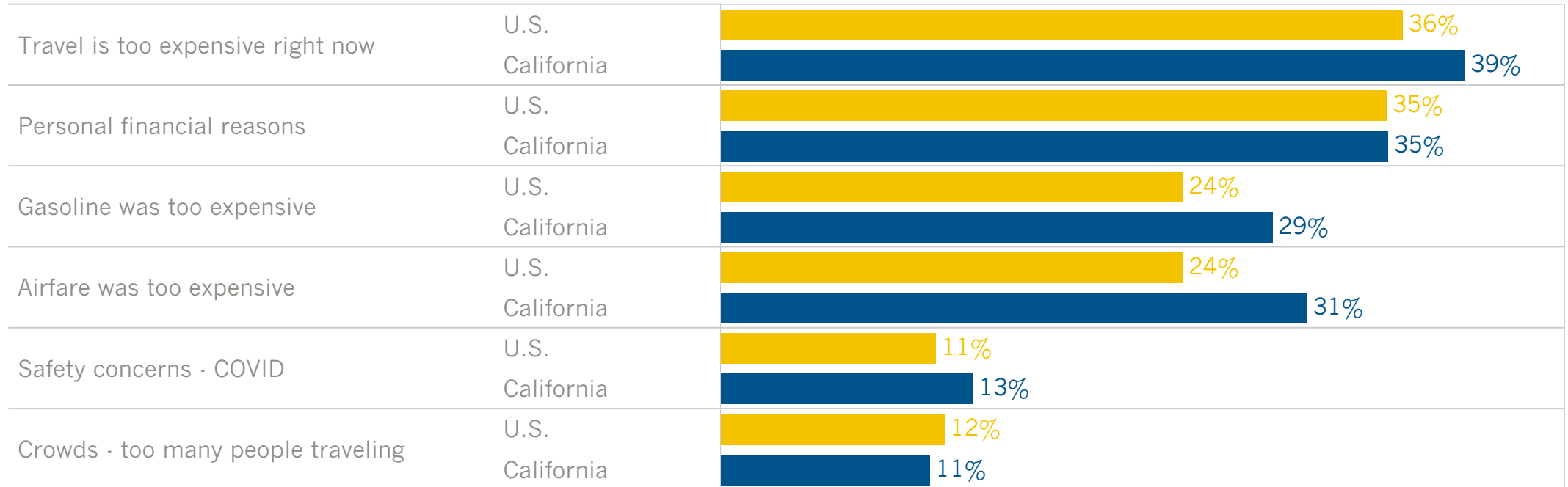
Source: YouGov

U.S. & California Travel Deterrents

The chart below shows travel deterrents among U.S. and California traveling consumers in the past 6 months.

Travel Deterrents (% past 6 months)

vs. Prior Month



+1 pt
+4 pts

Q: In the past 6 months, which (if any) of the following have kept you from traveling more than you would have otherwise preferred?

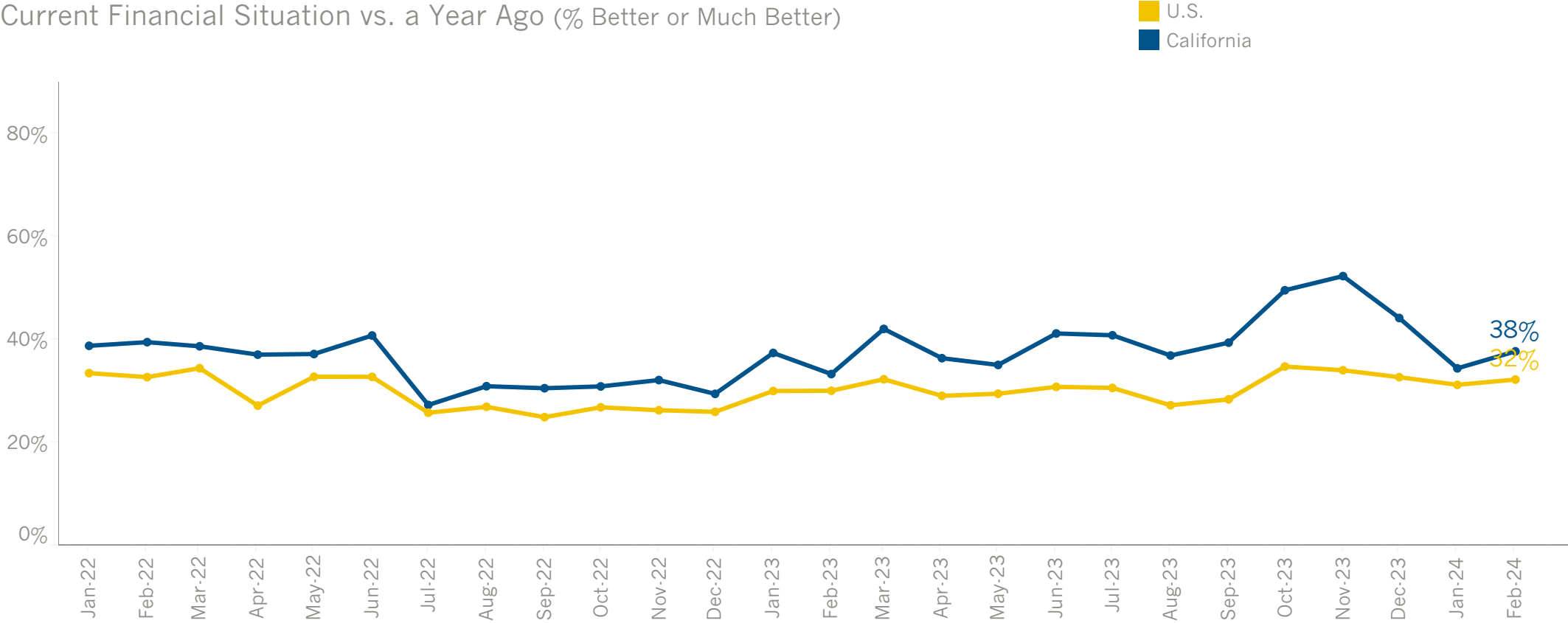
Data reported for: February 2024

Source: Future Partners, *The State of the American Traveler*

U.S. & California Current Financial Situation

The chart below shows perception of current financial situation (vs. a year ago) among U.S. and California traveling consumers.

Current Financial Situation vs. a Year Ago (% Better or Much Better)



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

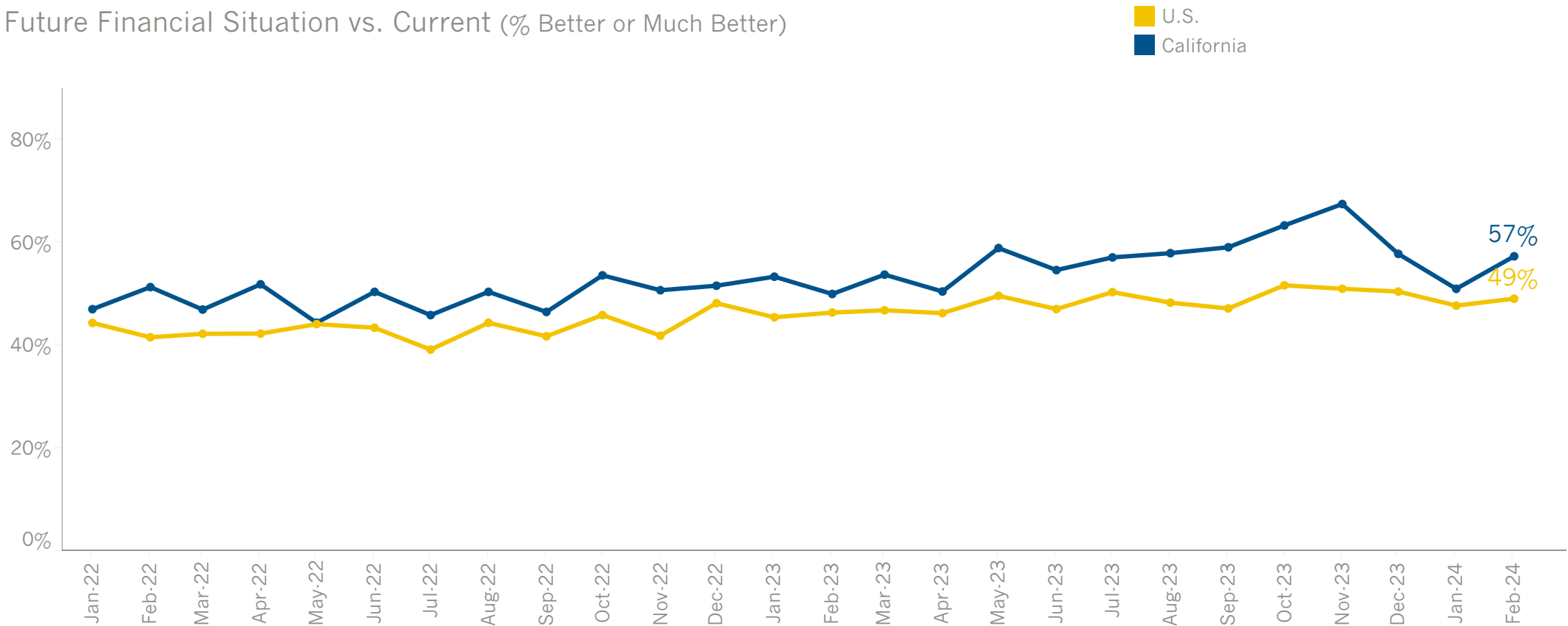
Data reported for: February 2024

Source: Future Partners, *The State of the American Traveler*

U.S. & California Future Financial Situation

The chart below shows perception of future financial situation among U.S. and California traveling consumers.

Future Financial Situation vs. Current (% Better or Much Better)



Q: 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?

Data reported for: February 2024

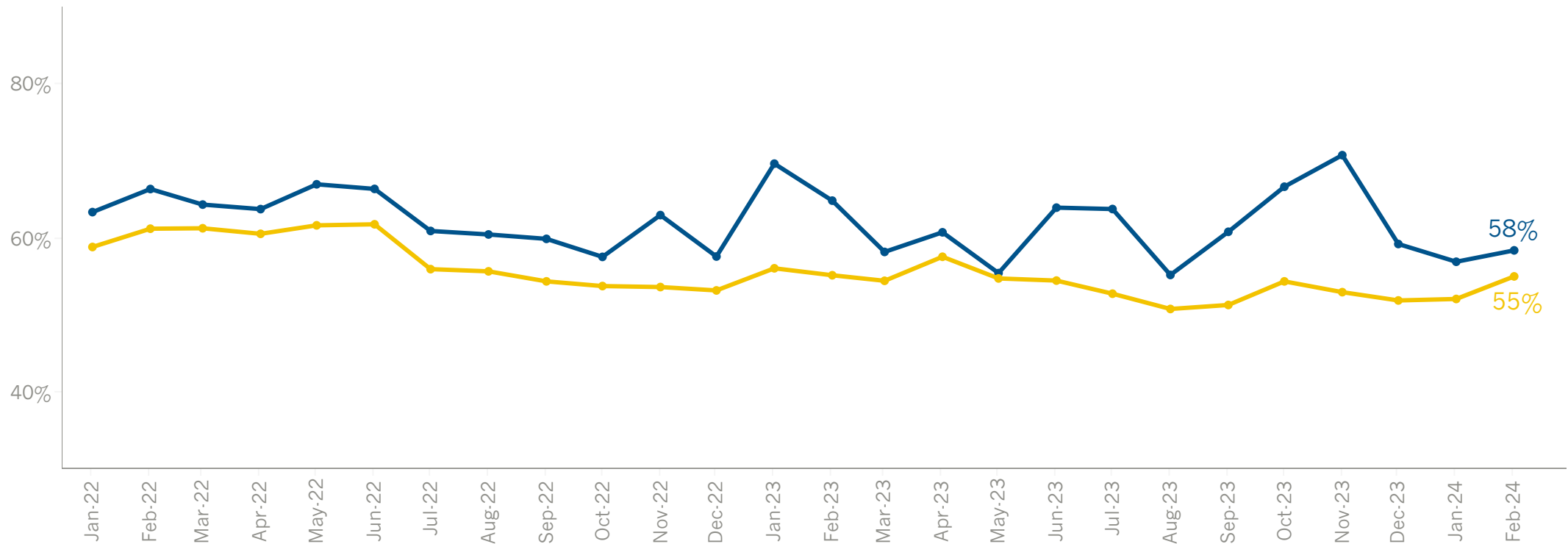
Source: Future Partners, *The State of the American Traveler*

U.S. & California Budget Priorities

The chart below shows perception of leisure travel as a budget priority among U.S. and California traveling consumers.

Leisure Travel as a Budget Priority (% Somewhat High, High, or Extremely High Priority)

■ U.S.
■ California



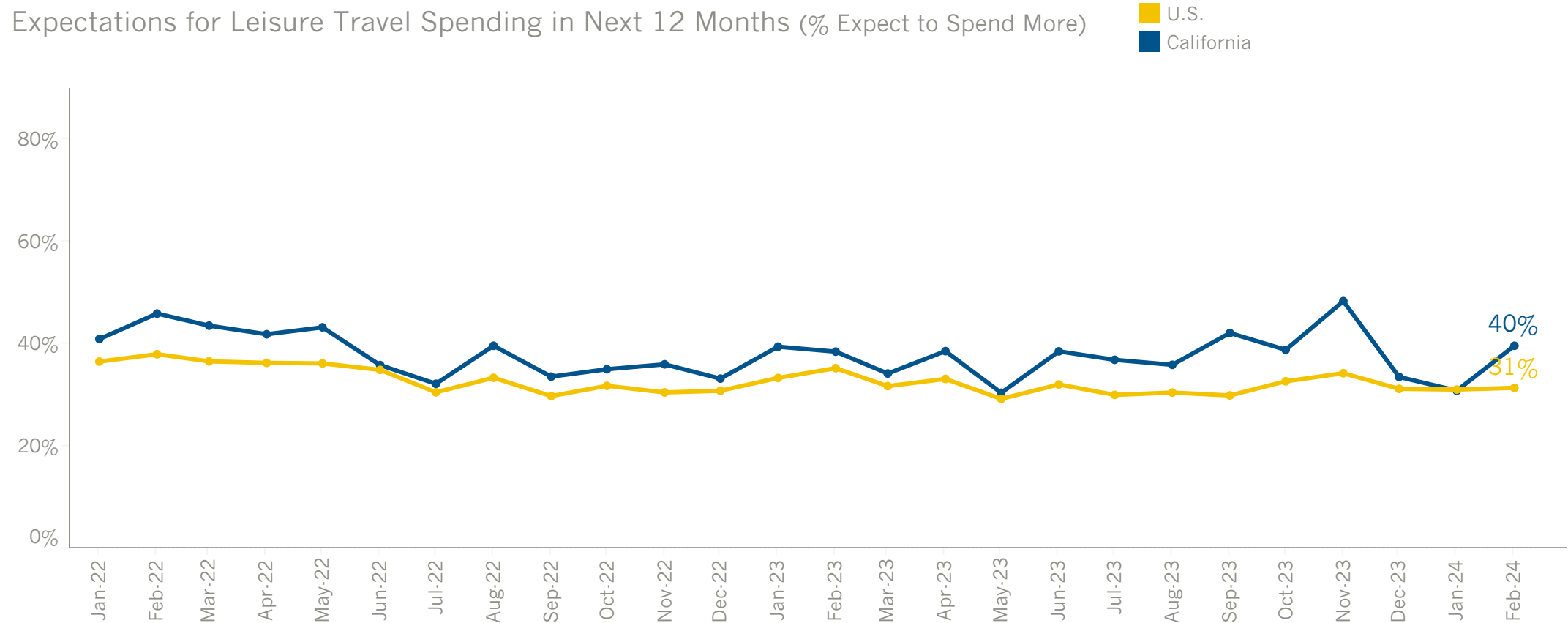
Q: Thinking carefully about how you expect to spend your income in the next three months, please use the scale below to describe your spending priorities. Leisure travel will be a(n)...

Data reported for: February 2024

Source: Future Partners, *The State of the American Traveler*

U.S. & California Expectations for Spending

The chart below shows expectations for spending on leisure travel among U.S. and California traveling consumers.



Q: 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?

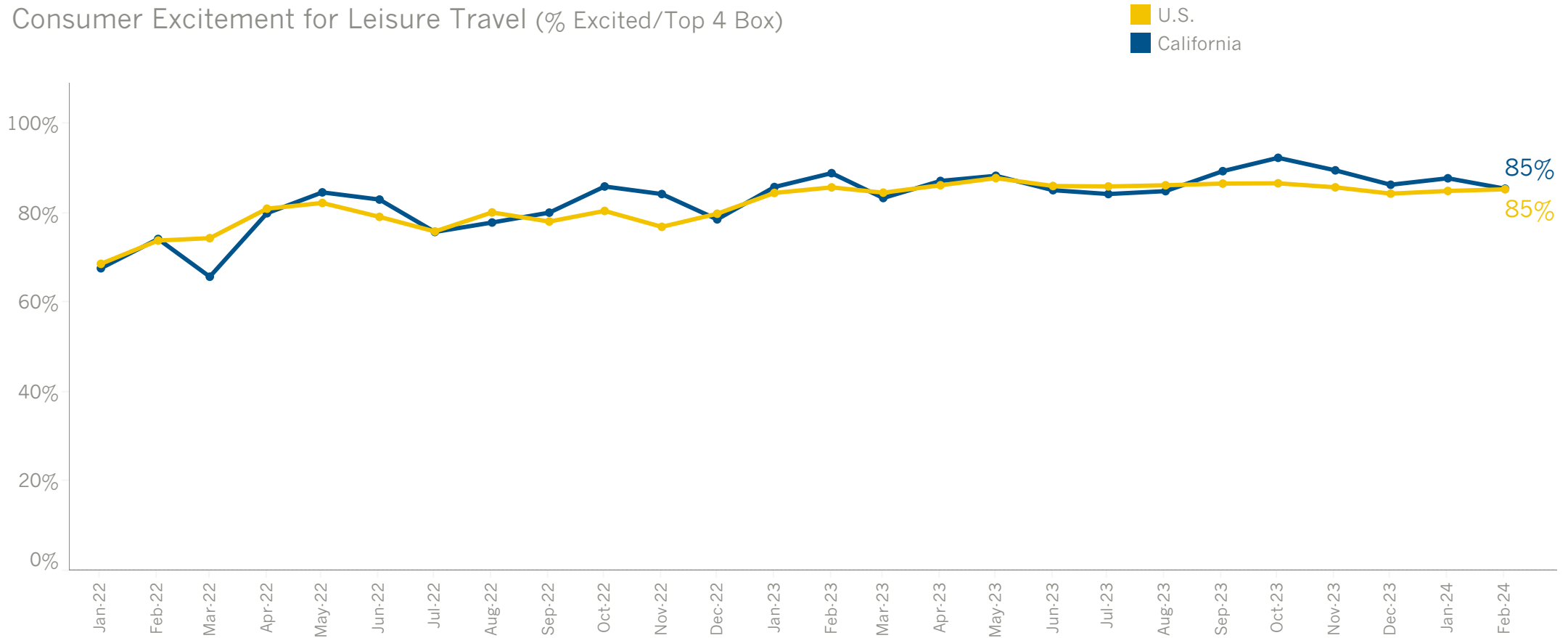
Data reported for: February 2024

Source: Future Partners, *The State of the American Traveler*

U.S. & California Excitement for Travel

The chart below shows consumer excitement to travel in the next 12 months among U.S. and California traveling consumers.

Consumer Excitement for Leisure Travel (% Excited/Top 4 Box)



Q: Which best describes how excited you are about leisure travel in the next 12 months? (11-point scale)

Data reported for: February 2024

Source: Future Partners, *The State of the American Traveler*



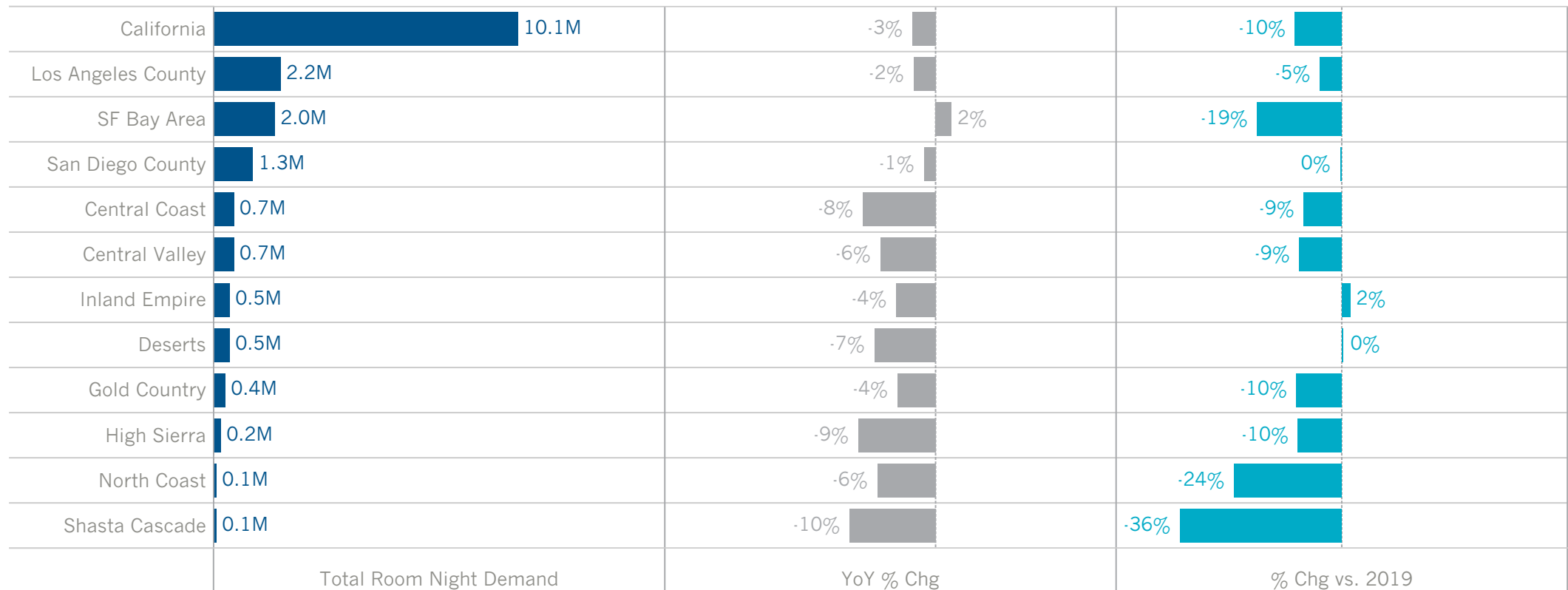
Domestic Indicators: **Lodging**

- Monthly Hotel Metrics
- Weekly Hotel Metrics
- Group Occupancy
- Short Term Rental Metrics

California Room Demand

The chart below shows California and regions hotel room demand benchmarked to prior year and to 2019 for the reporting month.

California & Regions Hotel Room Demand (February 2024)

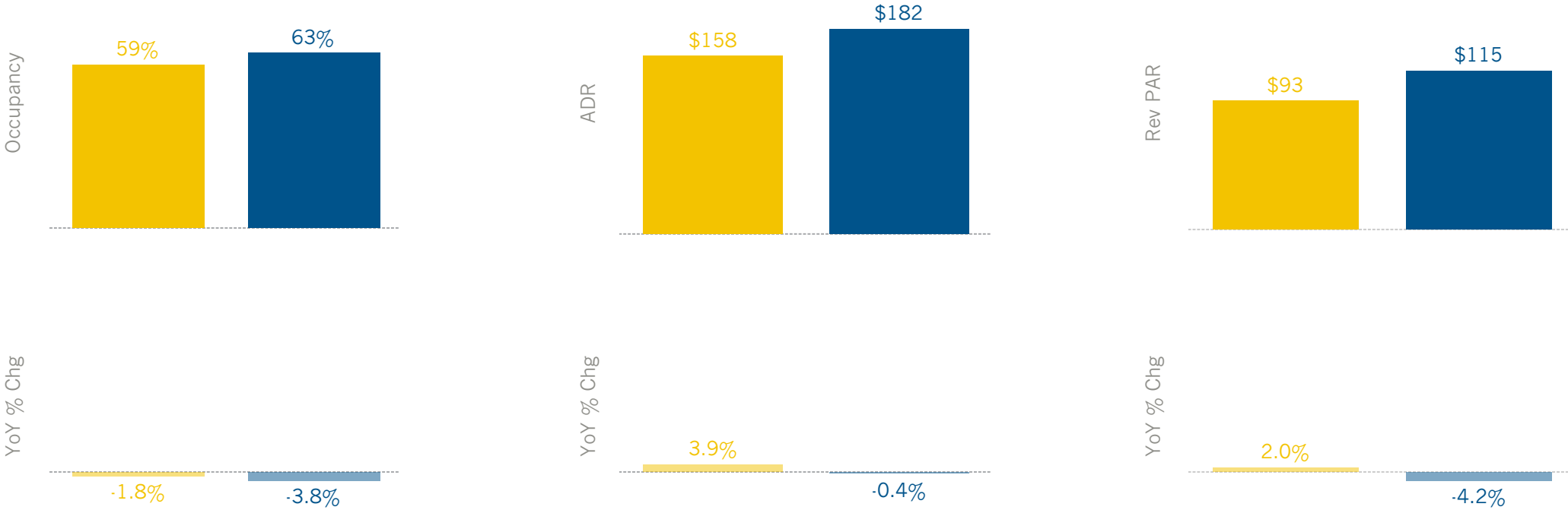


U.S. & California Hotel Metrics

The charts below show key hotel metrics and percent change for the U.S. and California for the reporting month.

U.S. & California Hotel Performance Metrics (February 2024)

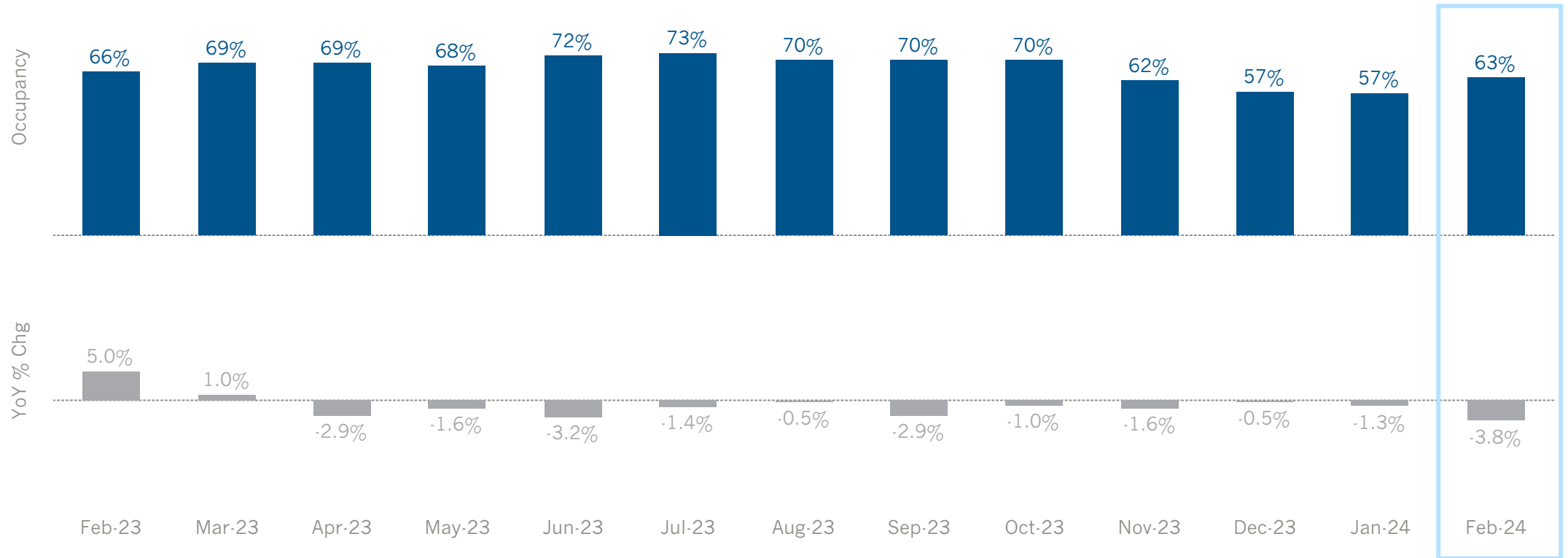
U.S. California



California Hotel Occupancy

The chart below shows monthly California hotel occupancy rates and percent changes.

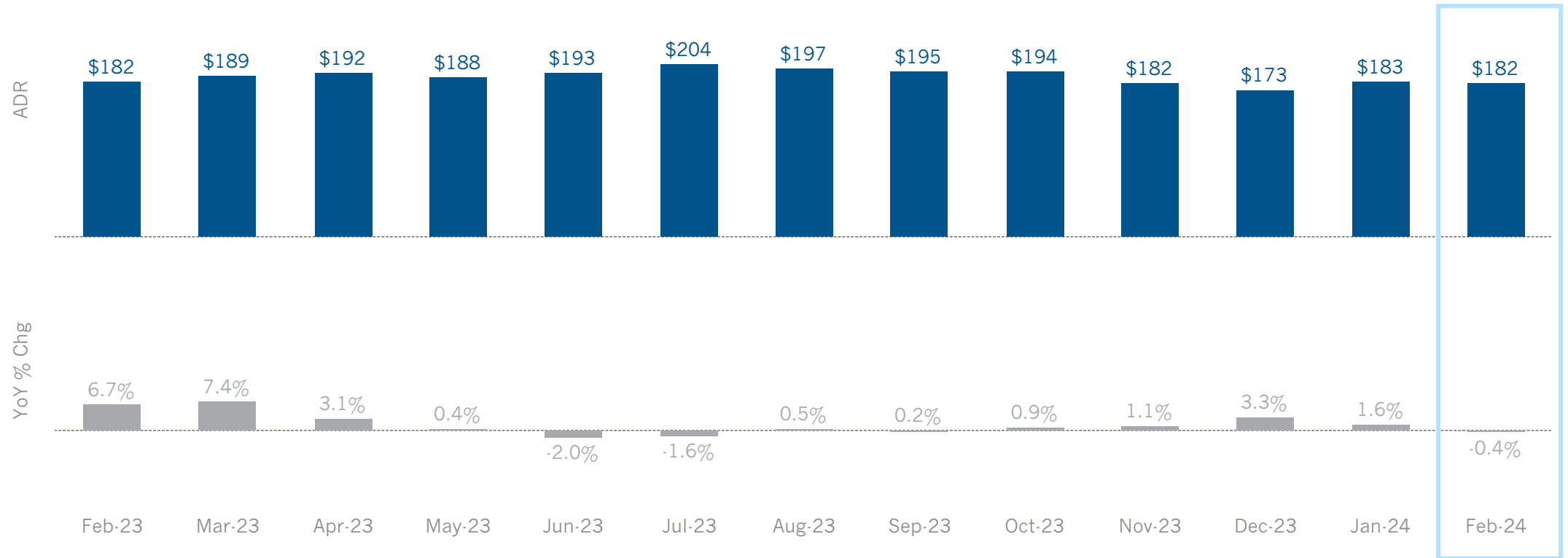
California Hotel Occupancy



California Hotel ADR

The chart below shows monthly California hotel average daily rates (ADR) and percent changes.

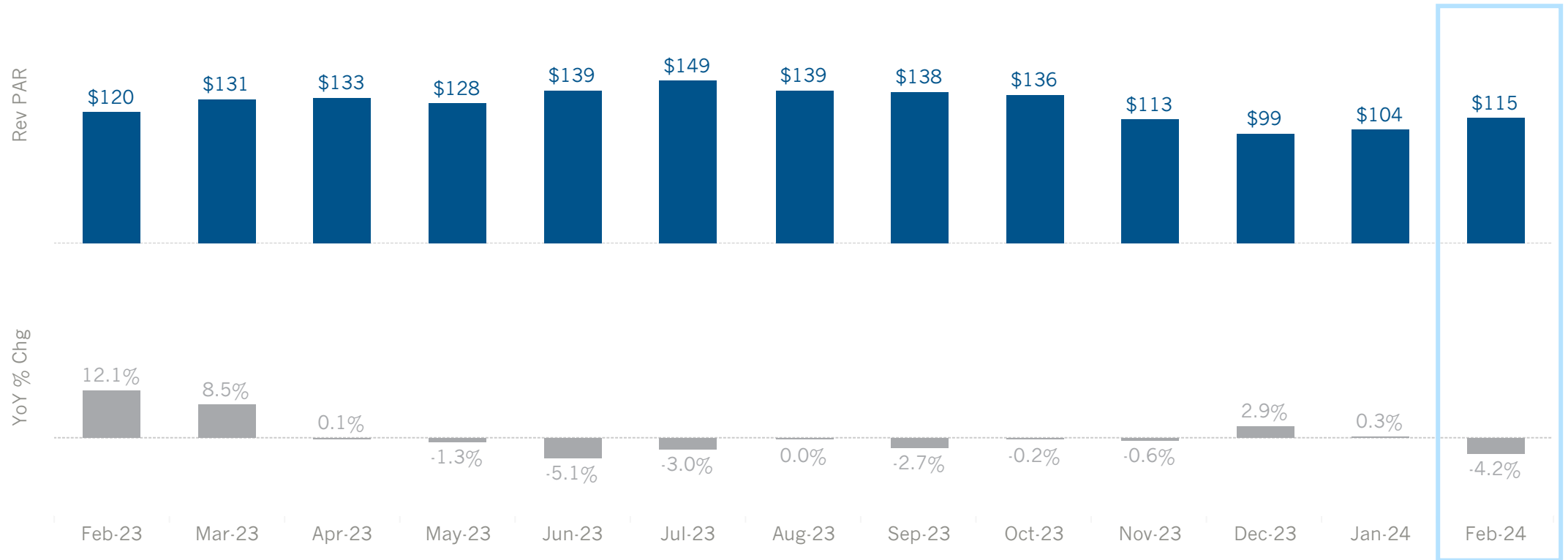
California Hotel ADR



California Hotel RevPAR

The chart below shows monthly California hotel revenue per available room (RevPAR) and percent changes.

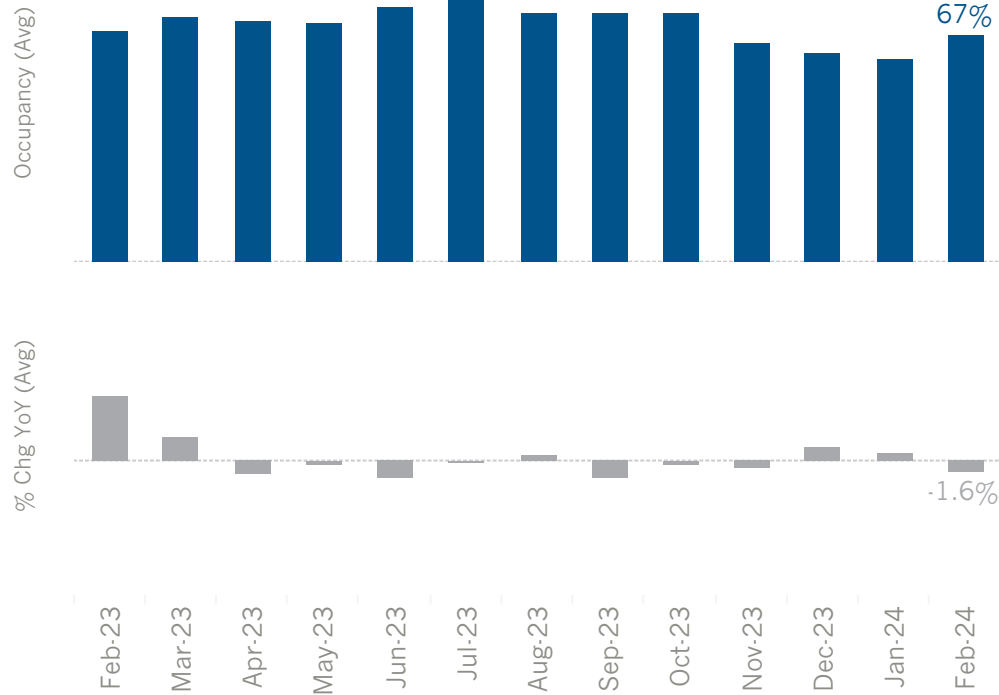
California Hotel RevPAR



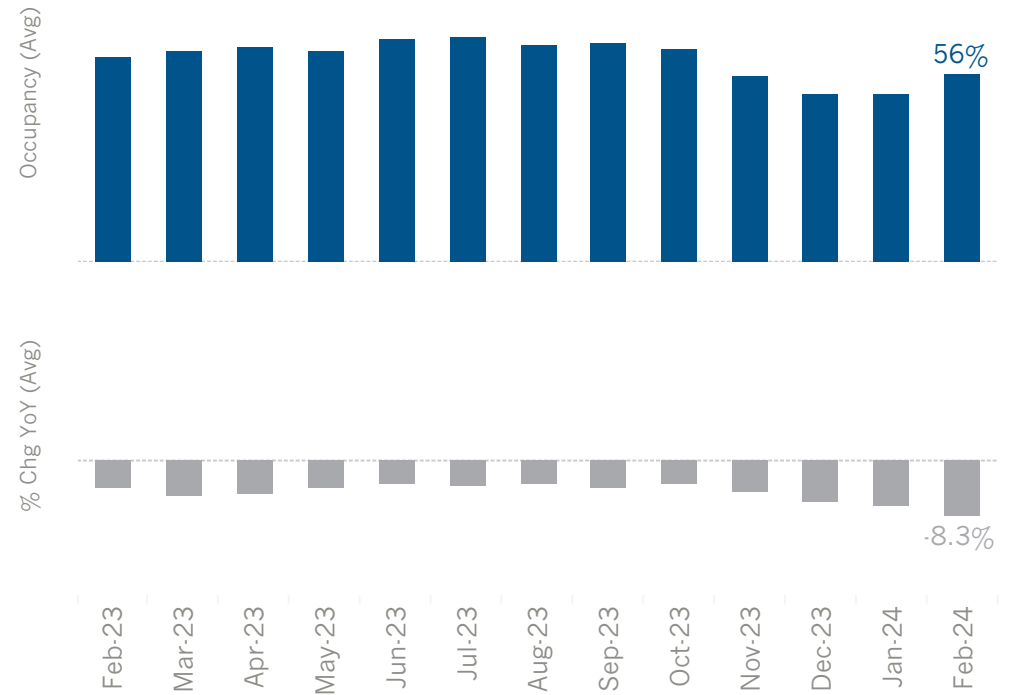
Gateway & Other Regions Hotel Occupancy

The charts below show average monthly occupancy rates and percent changes for the Gateway and Other/Rural tourism regions.

Gateway Region Occupancy



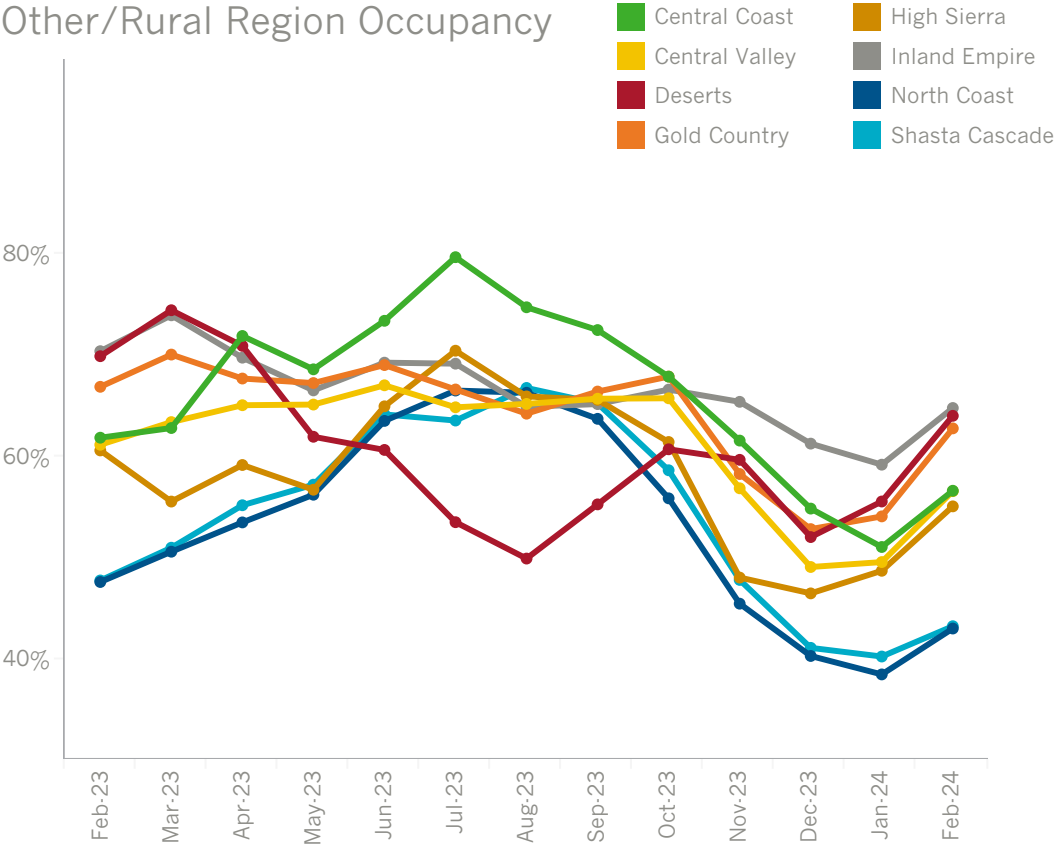
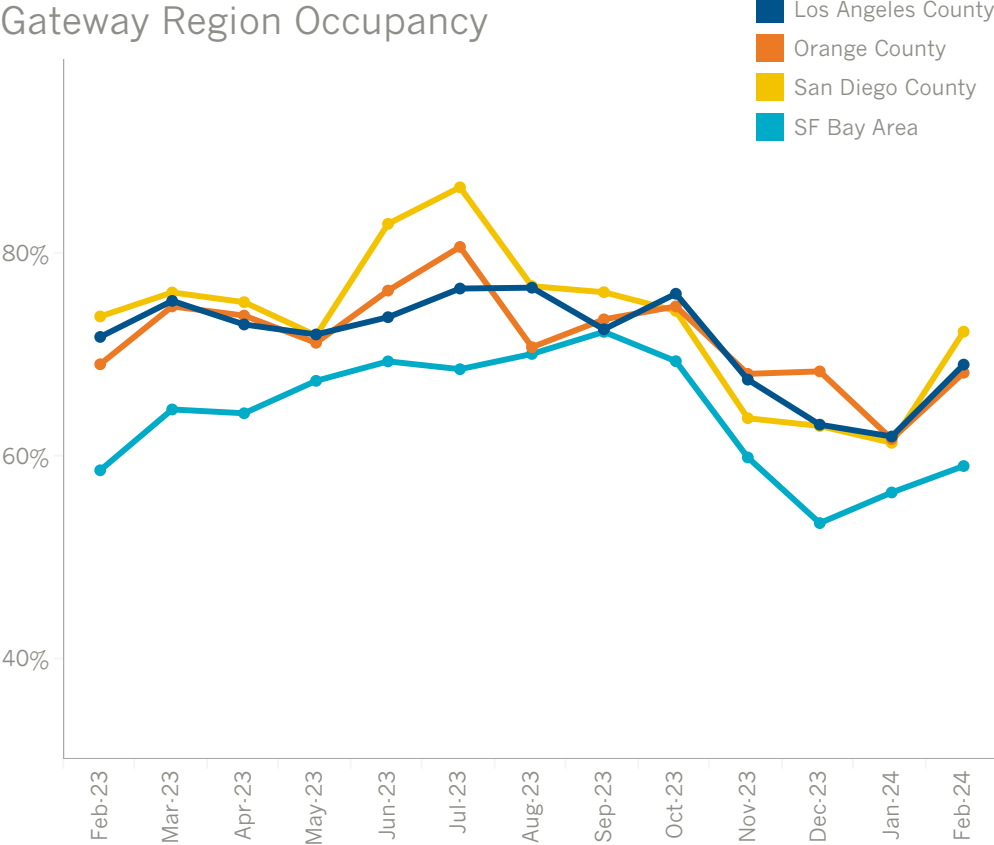
Other/Rural Region Occupancy



Gateway Regions include: Los Angeles County, Orange County, San Diego County, & San Francisco Bay Area
 Other/Rural Regions include: Central Coast, Central Valley, Deserts, Gold Country, High Sierra, Inland Empire, North Coast, & Shasta Cascade
 Data reported through: February 2024

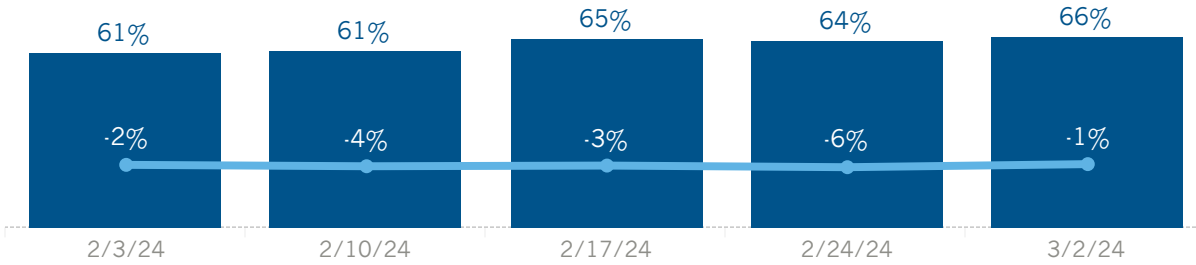
Regions Hotel Occupancy

The charts below show monthly occupancy rates the individual Gateway and Other/Rural tourism regions.

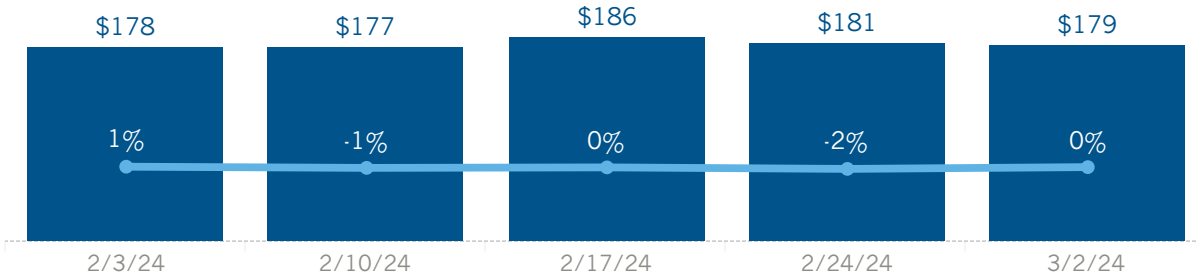


California Hotel Metrics (Weekly)

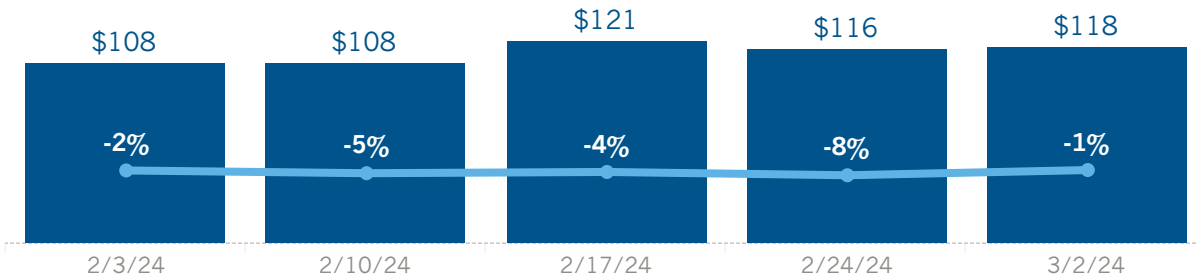
Occupancy



ADR



RevPAR



California Hotel Metrics (Weekly)

The charts to the left show key California hotel metrics (dark blue text) and year-over-year percent change (white text) for weeks in the reporting month. Dates shown are week ending dates.

California Hotel Group Demand

The chart below shows group room demand by market for the reporting month, percent change, & percent of total demand.

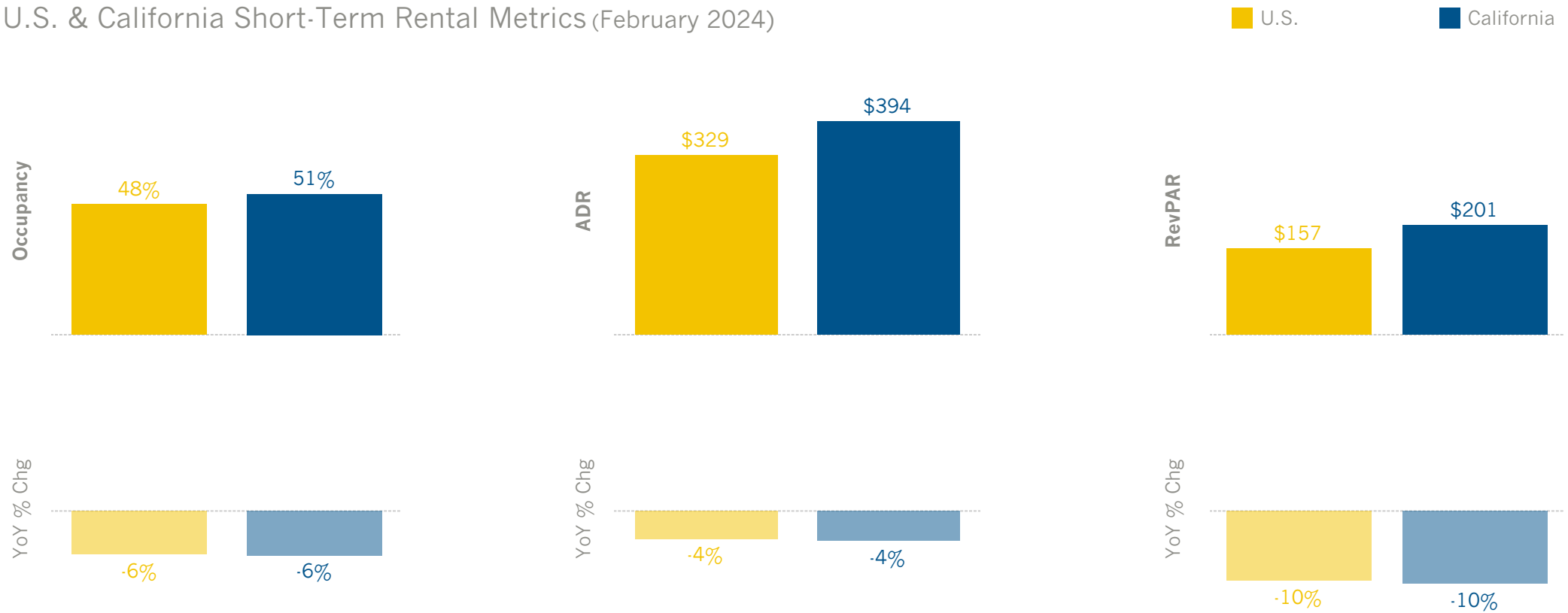
California & Regions Group Hotel Room Night Demand

	Group Room Night Demand	YoY % Chg	% Chg vs. 2019	% Group
California	2.0M	1%	-30%	20%
San Diego County	0.4M	0%	-8%	33%
SF Bay Area	0.4M	12%	-44%	17%
Los Angeles County	0.3M	-4%	-23%	15%
Orange County	0.3M	12%	-23%	23%
Deserts	0.2M	-12%	-10%	36%
Central Coast	0.1M	2%	-39%	22%
Gold Country	0.1M	3%	-18%	19%

California Short-Term Rental Metrics

The charts below show key short-term rental metrics and percent change for the U.S. and California for the reporting month.

U.S. & California Short-Term Rental Metrics (February 2024)





Domestic Indicators:

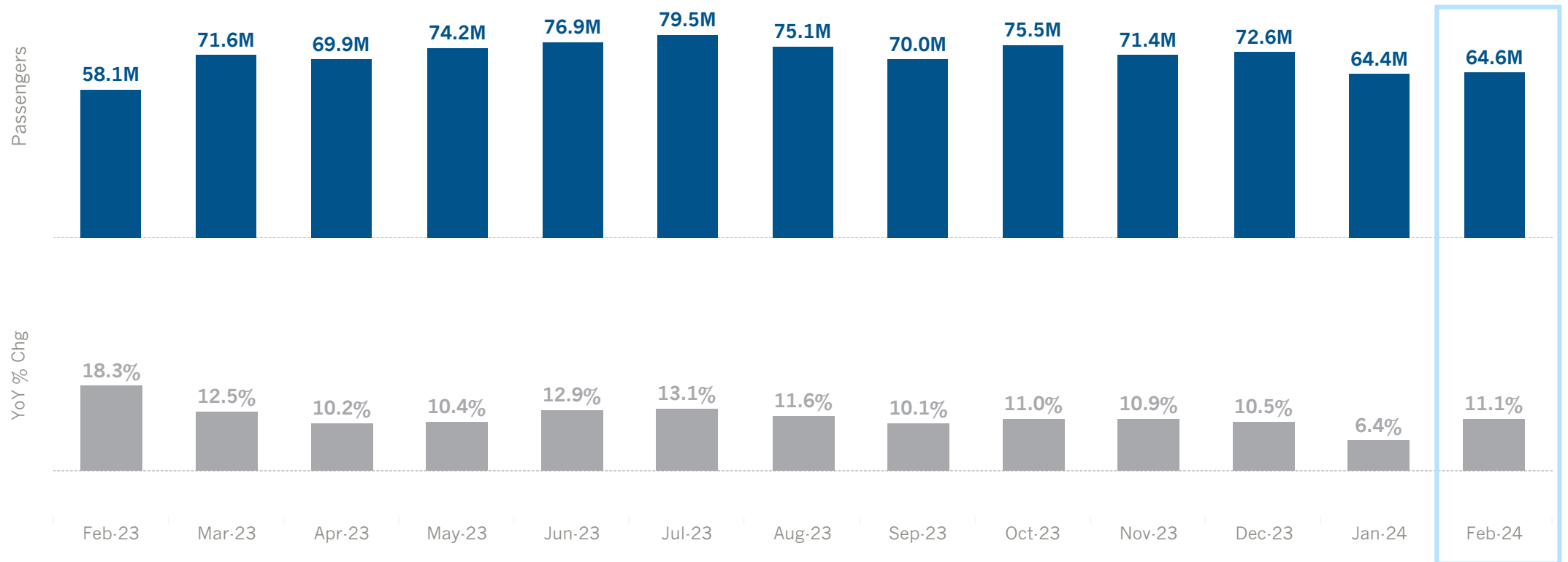
Airlift

- Air Passenger Throughput
- Domestic Non-Stop Seats

U.S. Air Passenger Throughput

The chart below shows the monthly total number of passengers screened at TSA checkpoints in U.S. airports and percent change.

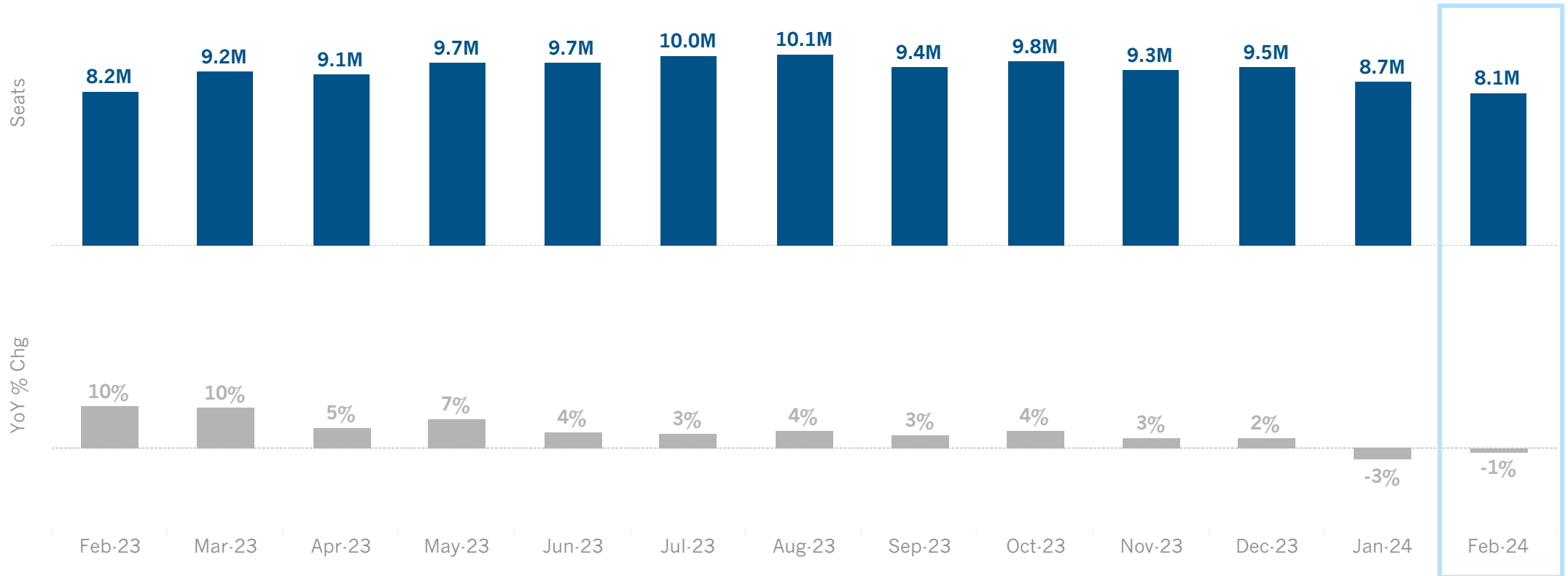
U.S. Air Passenger Throughput



California Domestic Non-Stop Seats

The chart below shows monthly domestic non-stop seats to California and percent change.

California Domestic Non-Stop Seats





Domestic Indicators: Forecast/Travel Spending

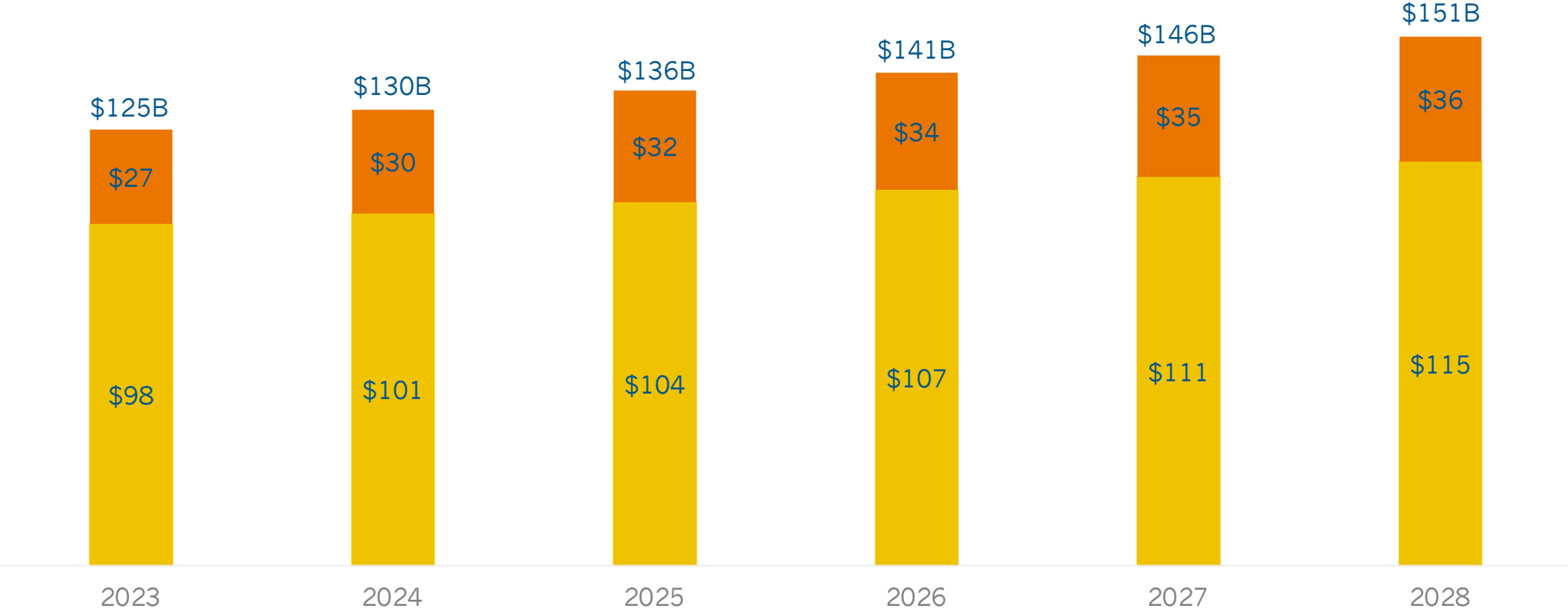
- Domestic Forecast
- Travel Spending

Domestic Spending Forecast by Segment

The chart below shows the current travel spending forecast by domestic leisure and business segments.

Visitor Spend to California by Segment

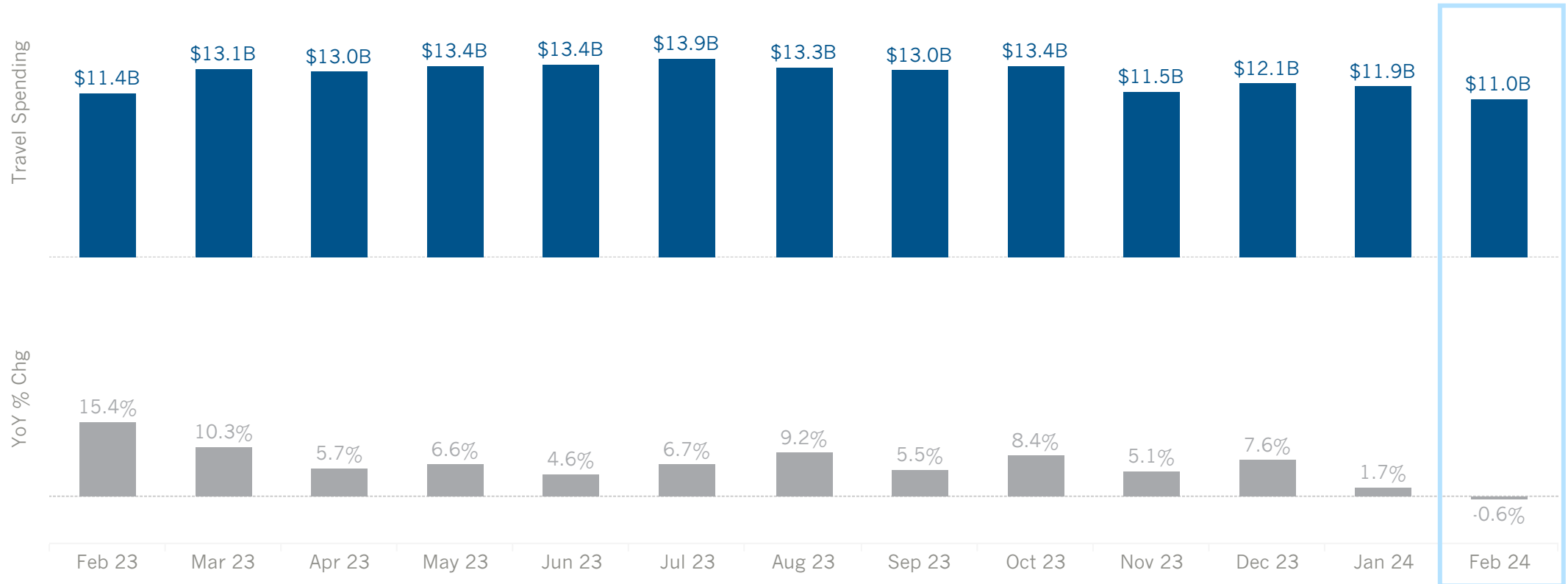
■ Domestic Leisure ■ Domestic Business



California Travel Spending

The chart below shows monthly travel spending in California based on Tourism Economics estimates for U.S. Travel.

California Travel Spending





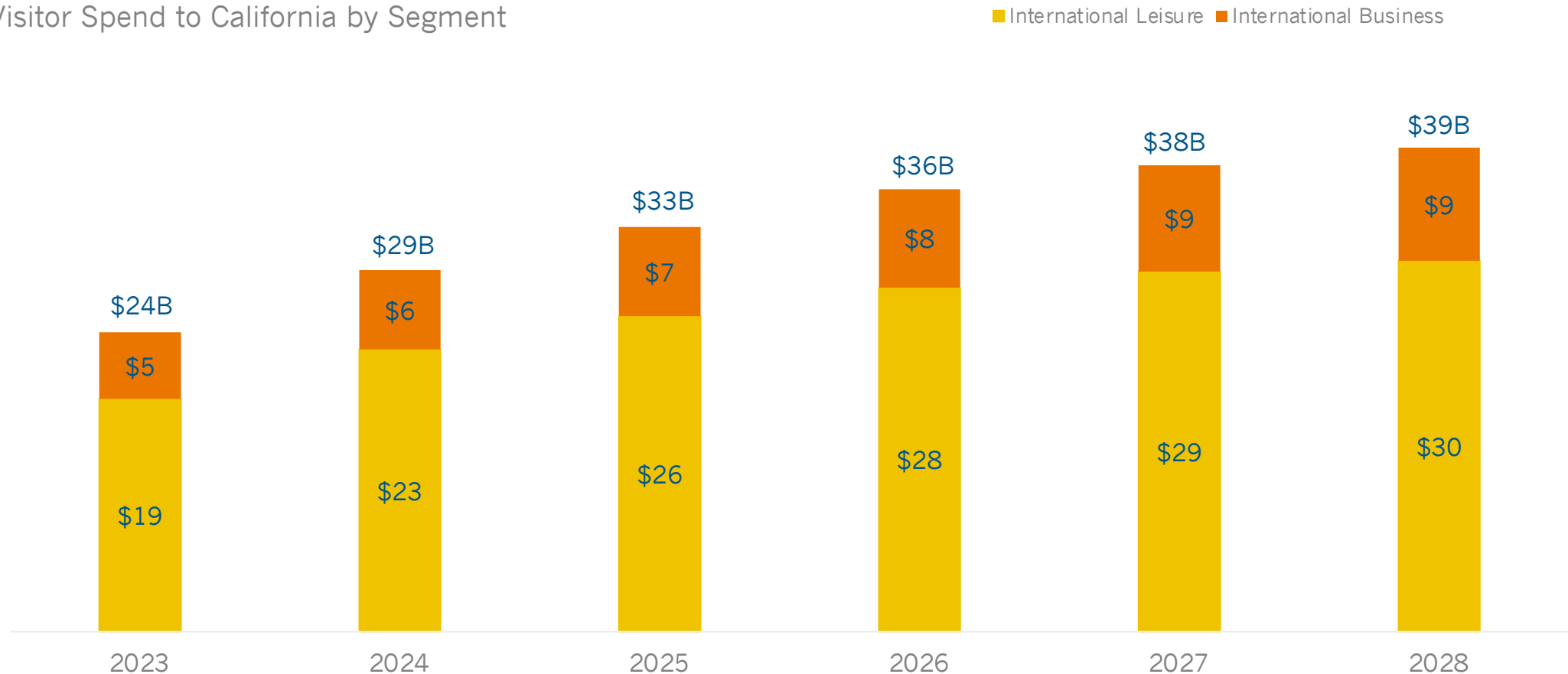
International Indicators: Forecast

- International Market Forecast

International Spending Forecast by Segment

The chart below shows the current travel spending forecast by international leisure and business segments.

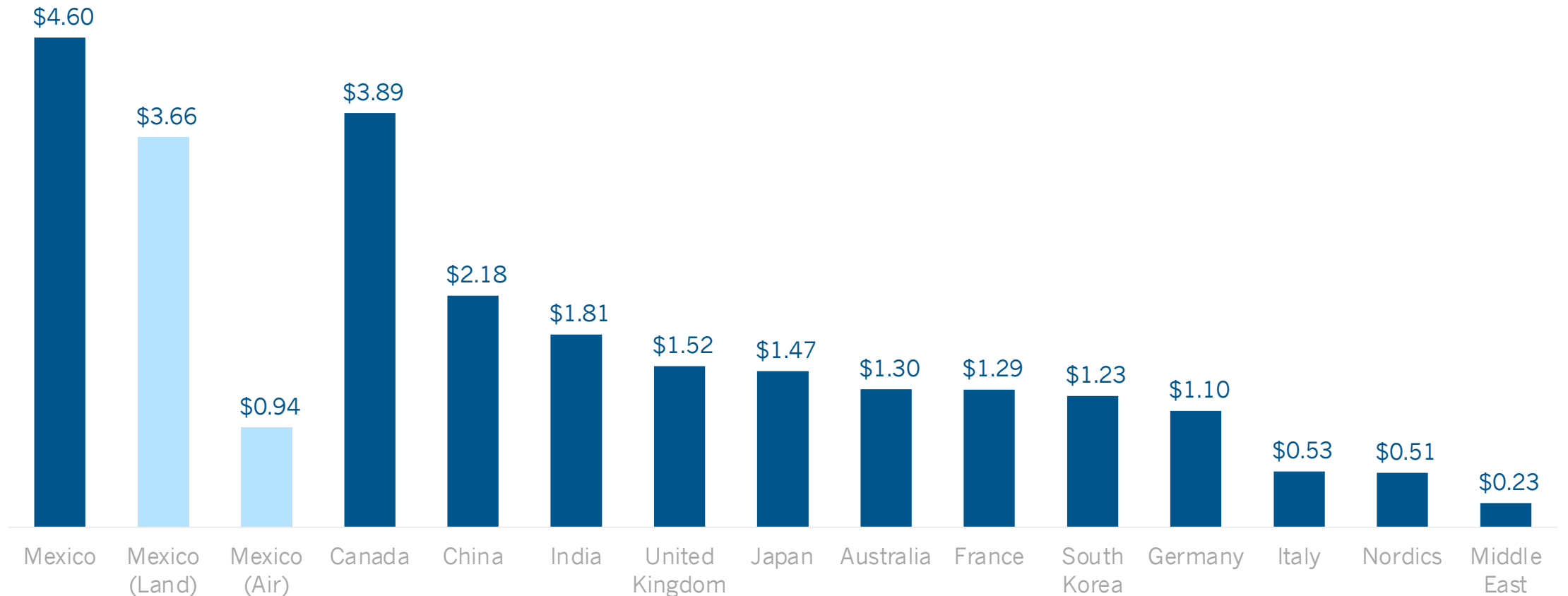
Visitor Spend to California by Segment



California International Travel Spend Forecast

The table below shows the international visitor spend forecast for California broken out by international market.

2024 Visitor Spend Forecast by Market (billions)





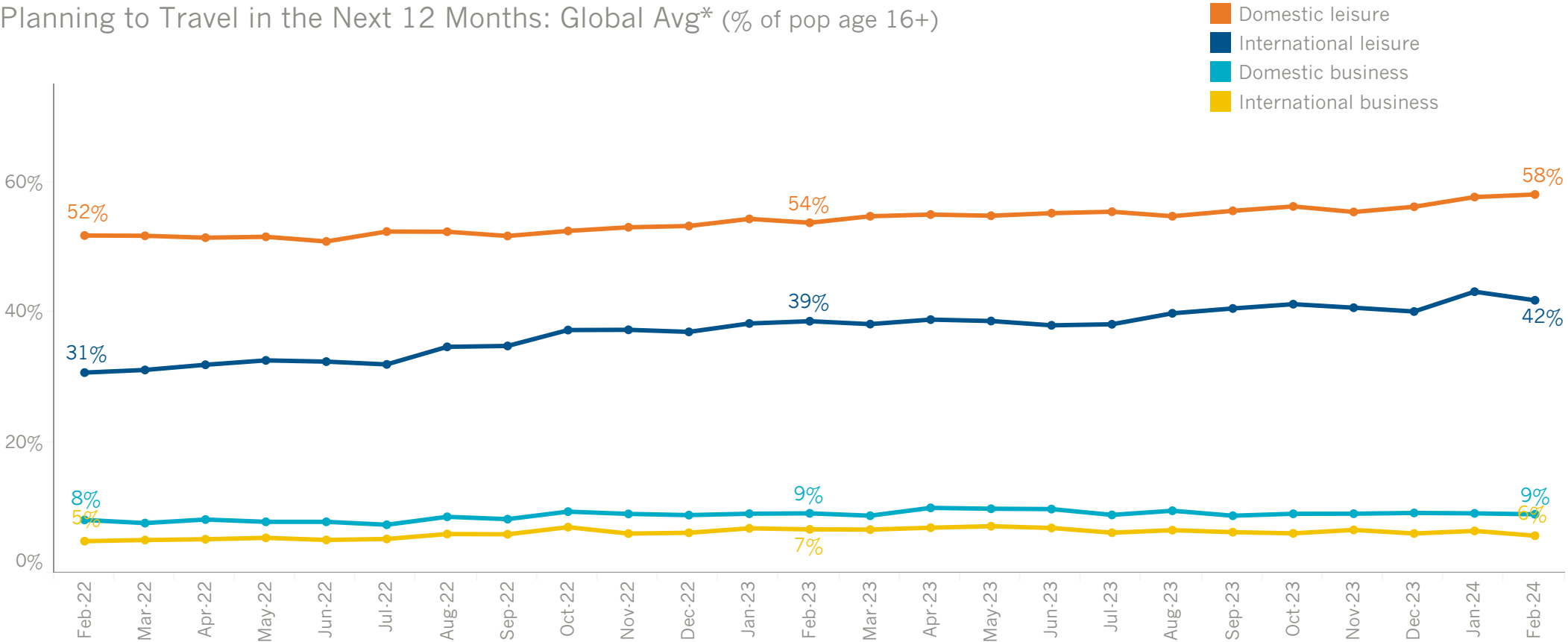
International Indicators: Consumer Sentiment

- Travel Planned
- Barriers to Travel

International Markets Travel Planned

The chart below shows types of travel planned in the next 12 months among international market consumers.

Planning to Travel in the Next 12 Months: Global Avg* (% of pop age 16+)



Q: Which, if any, of the following trips are you planning to take in the next 12 months?

*Based on respondents in Australia, Canada, China, Germany, France, India, Italy, Japan, Mexico, Middle East (Saudi Arabia & UAE), Nordics, South Korea & UK

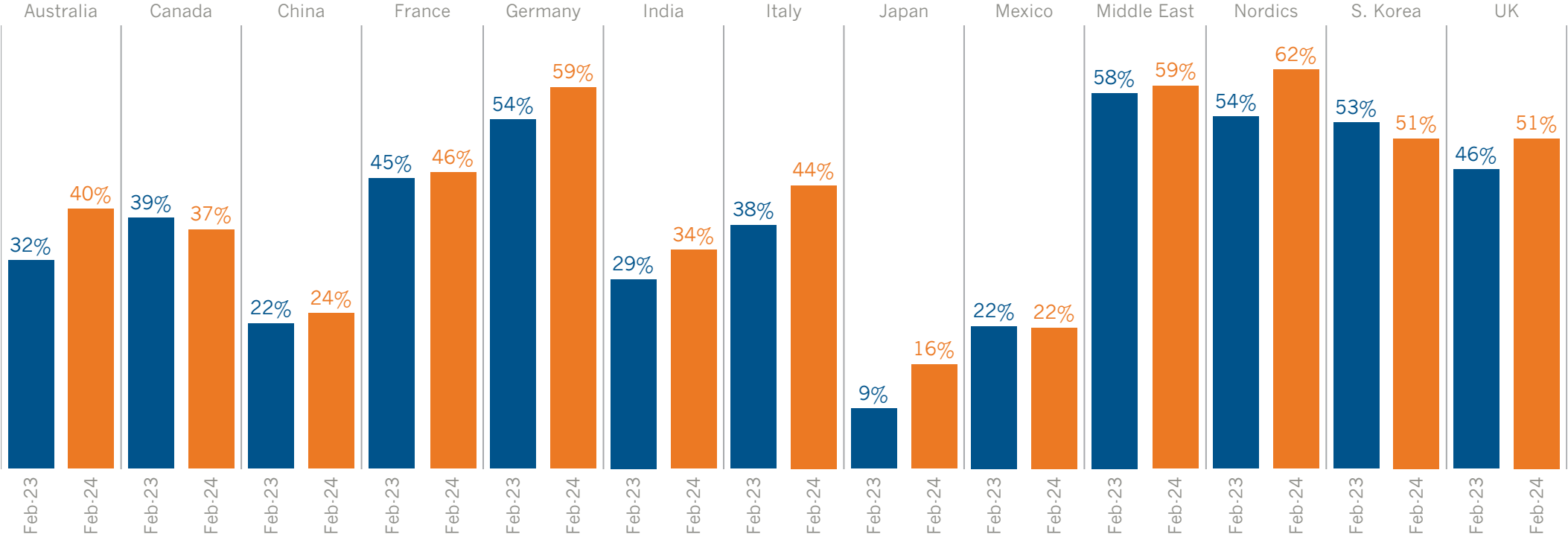
Data reported for: February 2024

Source: YouGov

Markets Travel Planned (International Leisure)

The chart below shows international leisure travel planned in the next 12 months by market.

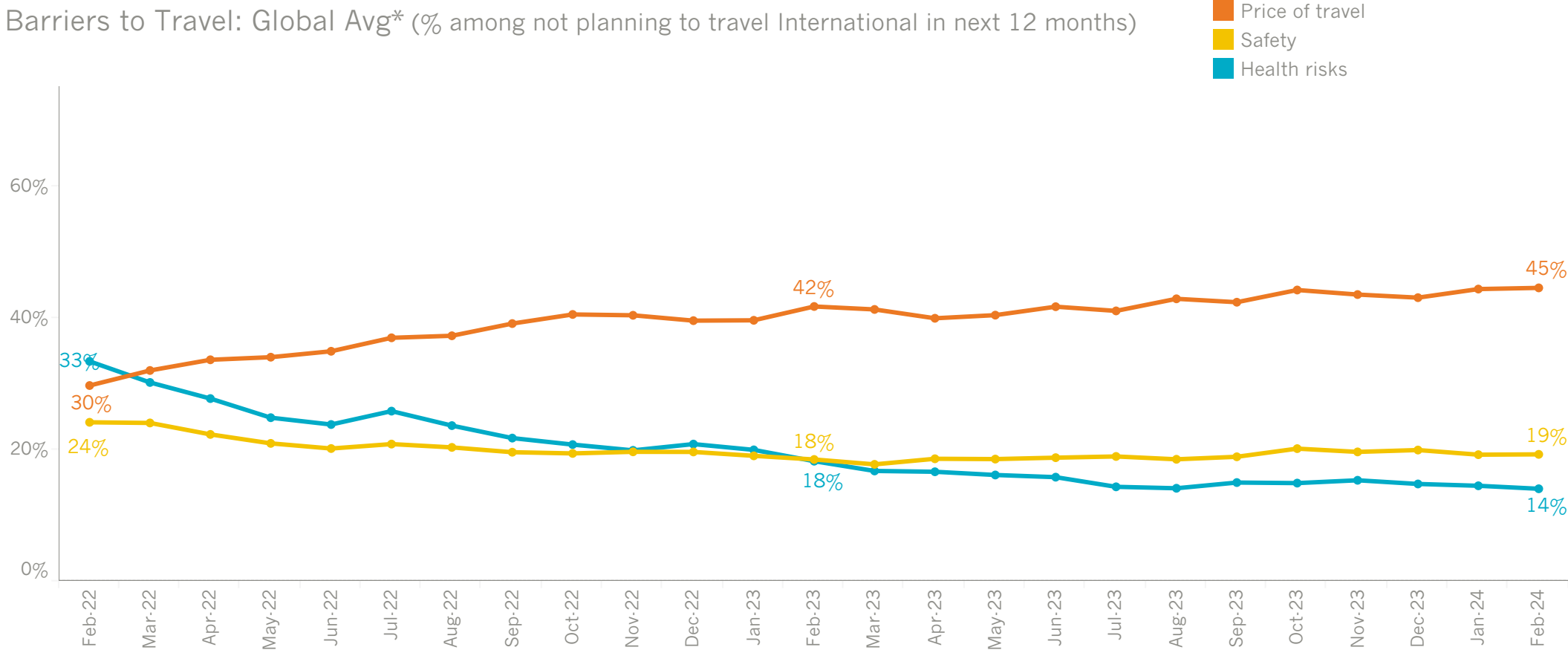
Planning to Travel in the Next 12 Months: International Leisure Trip (% of pop age 16+)



Q: Which, if any, of the following trips are you planning to take in the next 12 months?
 Data reported for: February 2024

International Markets Barriers to Travel

The chart below shows perceived barriers to travel among international market consumers not currently planning an international trip.



Q: Which, if any, of the below factors are currently preventing you from traveling?

*Based on respondents in Australia, Canada, China, Germany, France, India, Italy, Japan, Mexico, Middle East (Saudi Arabia & UAE), Nordics, South Korea, & UK

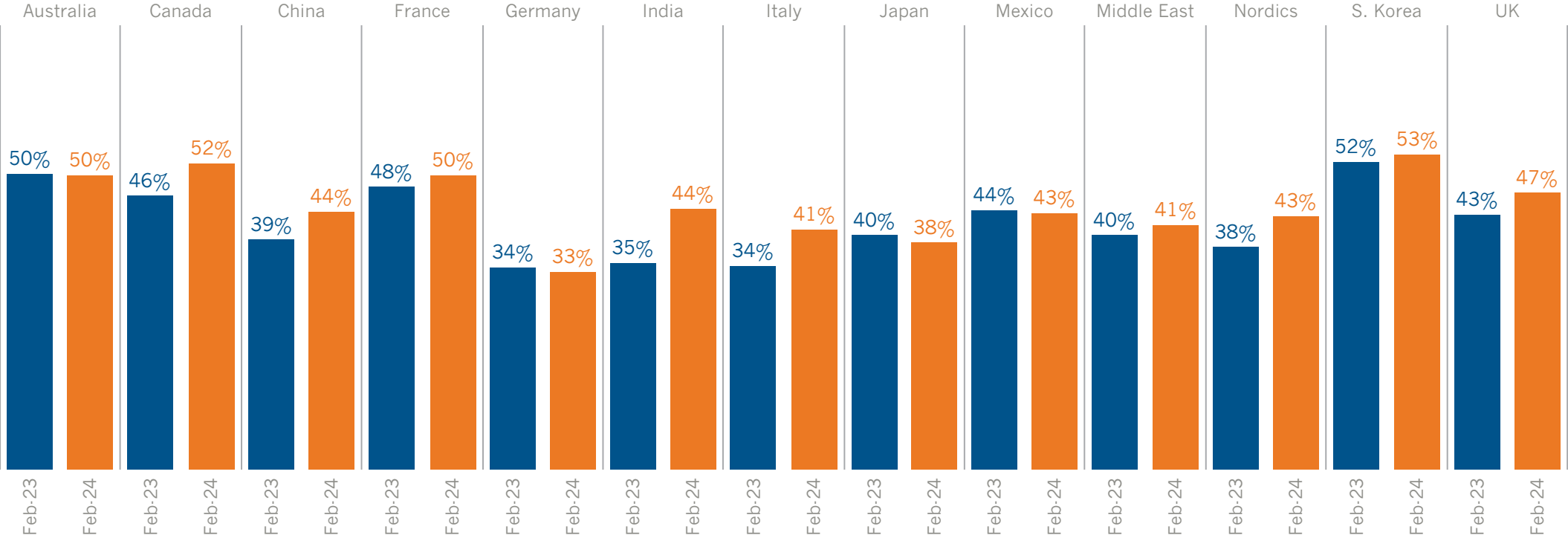
Data reported for: February 2024

Source: YouGov

Markets Barriers to Travel (Price)

The chart below shows price of travel as a barrier among international consumers not currently planning an international trip.

Barriers to Travel: Price of Travel (% among not planning to travel International in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

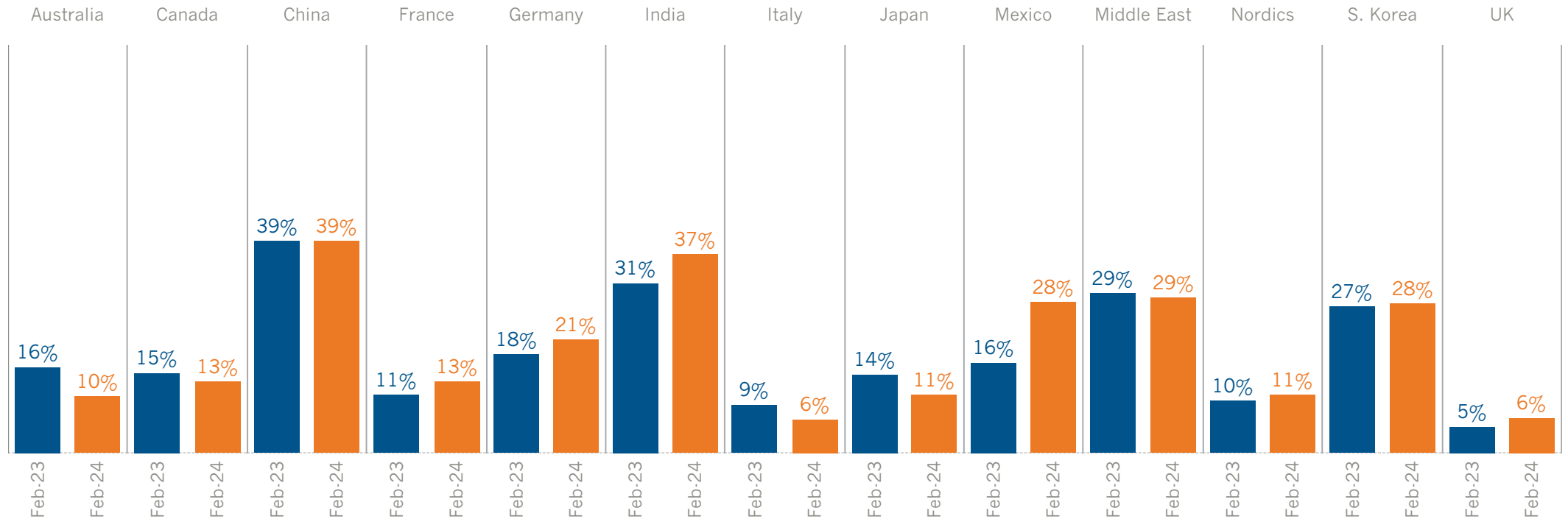
Data reported for: February 2024

Source: YouGov

Markets Barriers to Travel (Safety)

The chart below shows safety as a travel barrier among international consumers not currently planning an international trip.

Barriers to Travel: Safety (% among not planning to travel International in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

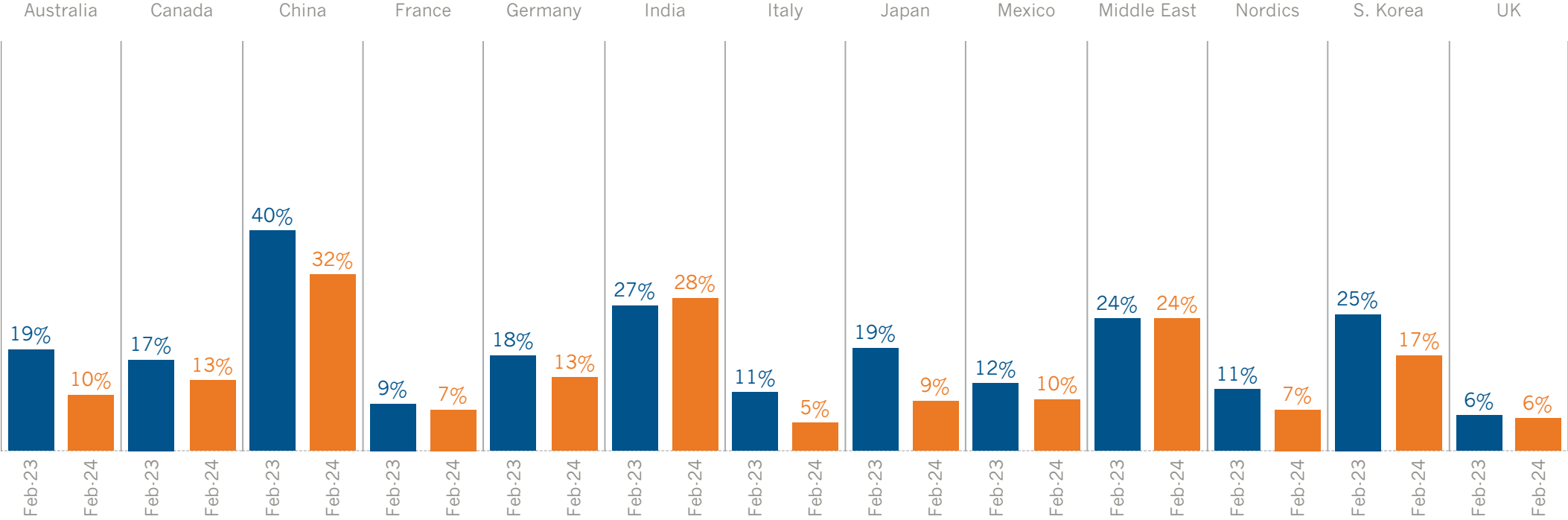
Data reported for: February 2024

Source: YouGov

Markets Barriers to Travel (Health Risks)

The chart below shows health risks as a travel barrier among international consumers not currently planning an international trip.

Barriers to Travel: Health Risks (% among not planning to travel International in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

Data reported for: February 2024

Source: YouGov



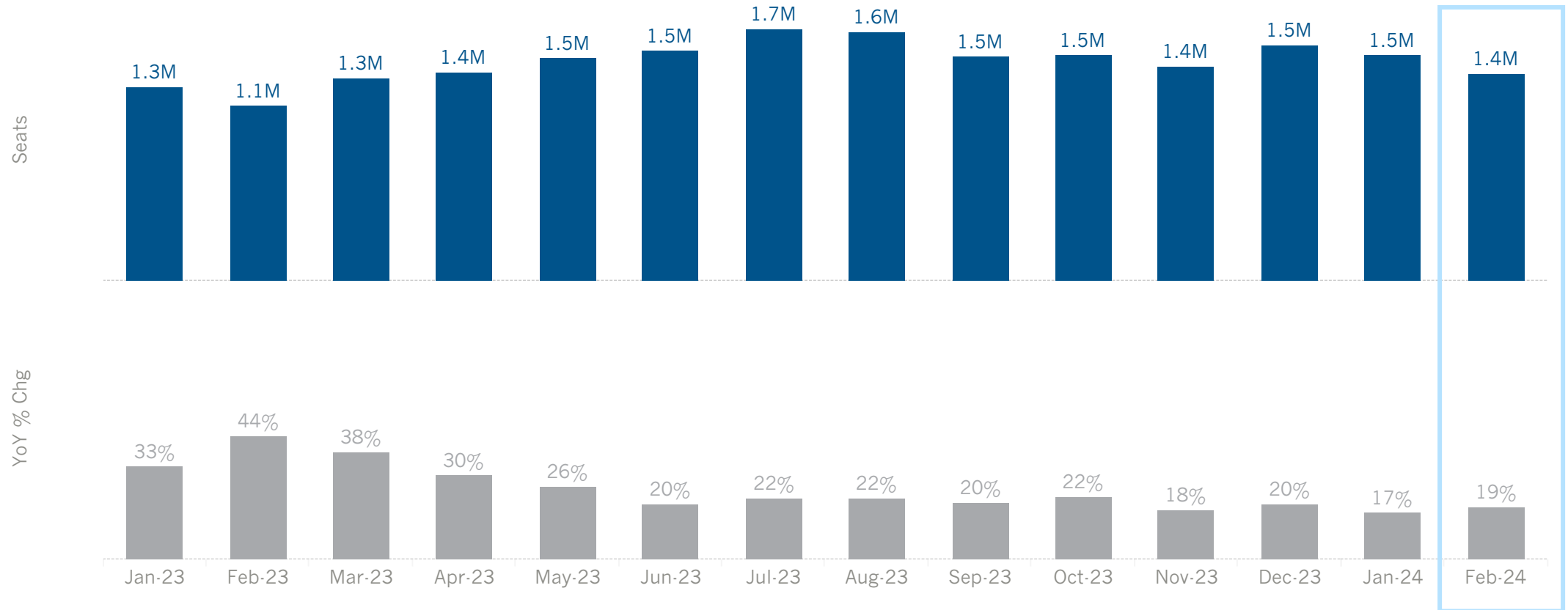
International Indicators: Airlift & Arrivals

- International Non-Stop Seats
- Non-Resident Arrivals
- International Market Share

California International Non-Stop Seats

The chart below shows monthly international non-stop seats to California and percent change.

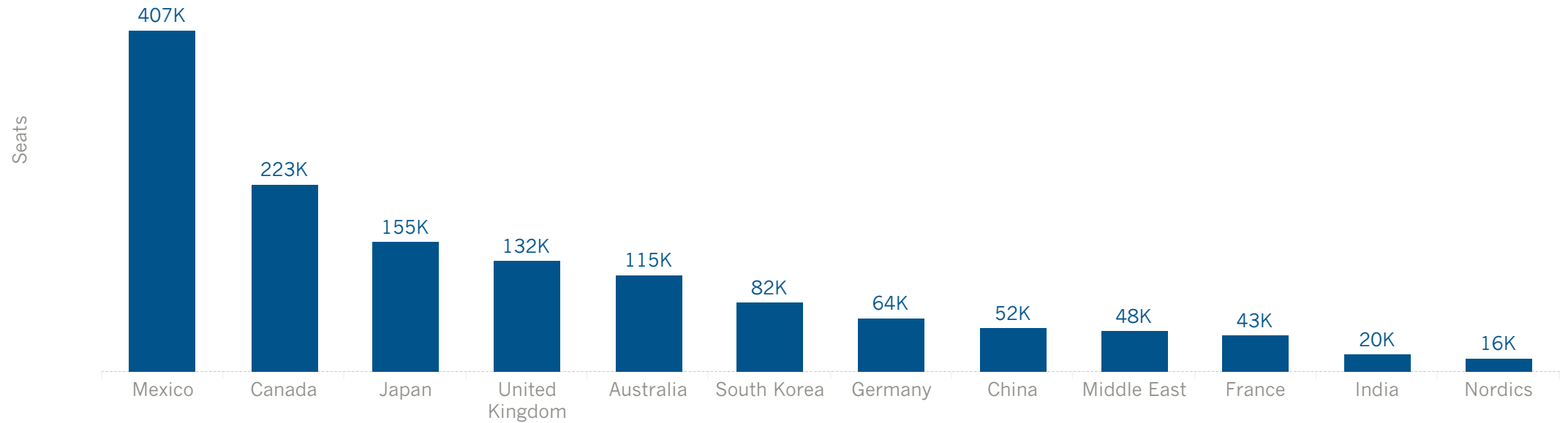
California International Non-Stop Seats



California Int'l Non-Stop Seats by Market

The chart below shows non-stop seats to California by international market for the reporting month.

California International Non-Stop Seats (February 2024)

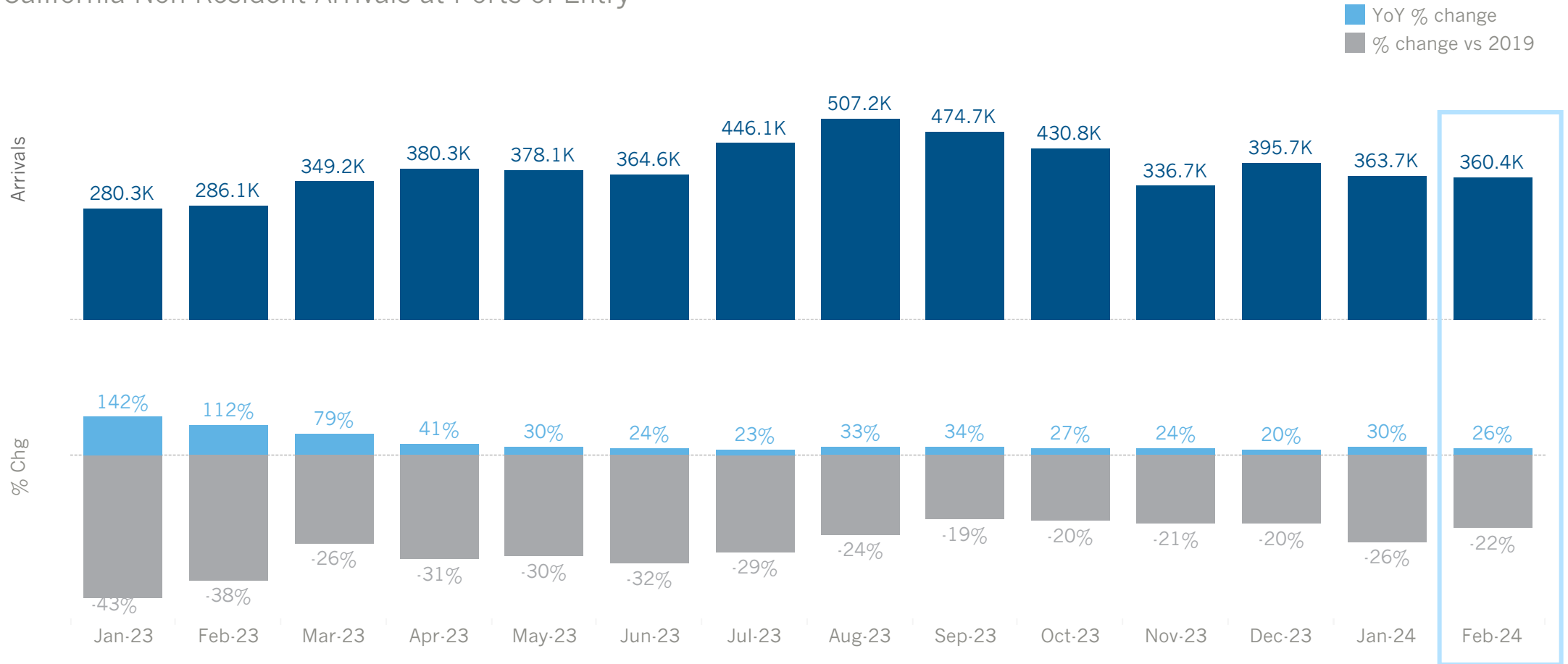


YoY % Chg	Mexico	Canada	Japan	United Kingdom	Australia	South Korea	Germany	China	Middle East	France	India	Nordics
	21%	10%	26%	12%	37%	15%	-1%	344%	-12%	-5%	26%	-1%

California Non-Resident Arrivals

The chart below shows total international non-resident arrivals at California's ports of entry and percent changes

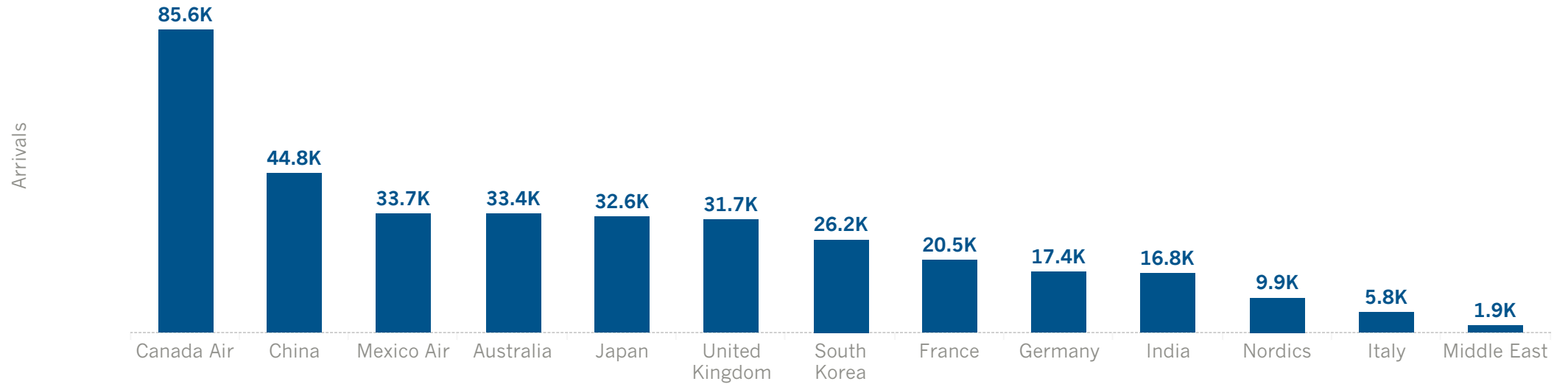
California Non-Resident Arrivals at Ports of Entry



California Non-Resident Arrivals by Market

The chart below shows non-resident arrivals at California's ports of entry by international market for the reporting month.

California Non-Resident Arrivals Ports of Entry (February 2024)



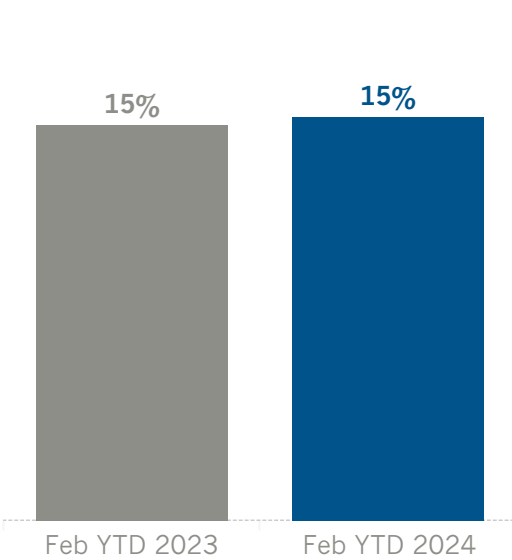
YoY % chg	10%	192%	39%	36%	59%	-8%	18%	4%	-1%	26%	5%	20%	-12%
% Chg vs 2019	-13%	-44%	14%	-9%	-35%	-26%	-21%	-20%	-18%	1%	-37%	-12%	-41%

California International Market Share

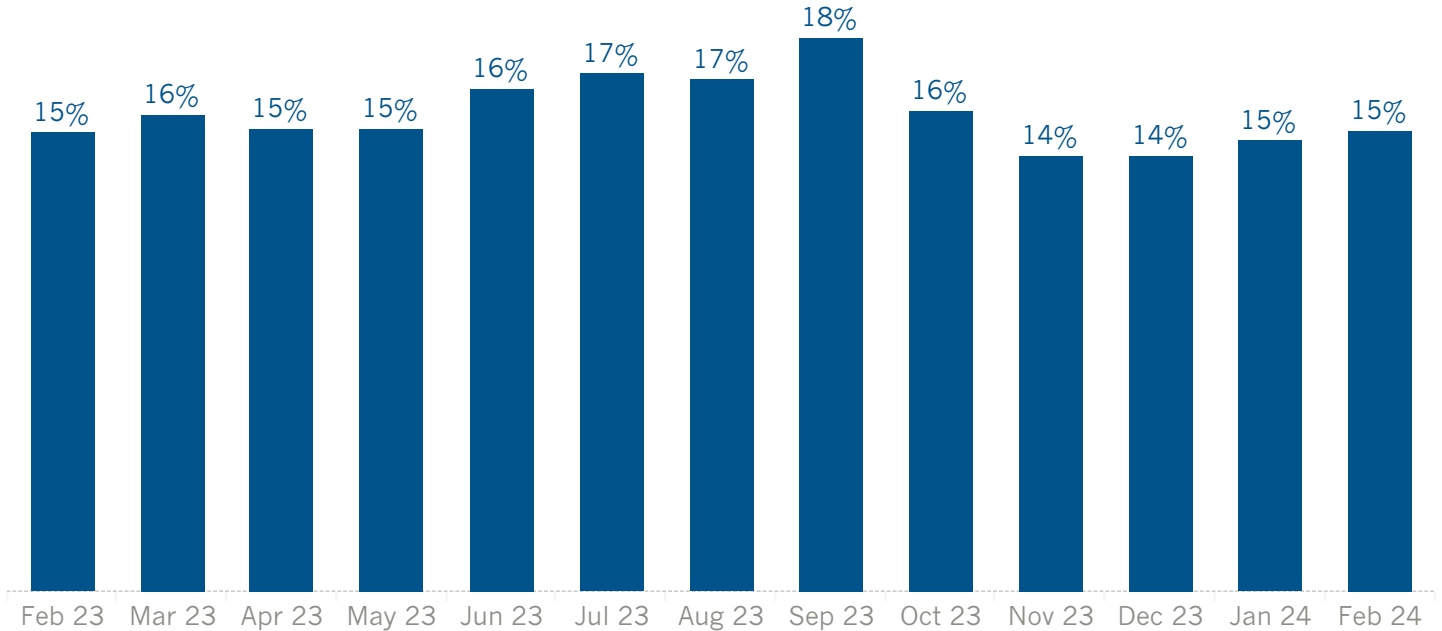
The charts below show California's market share of international arrivals based on first intended address (FIA).

California Market Share of International Arrivals Based on First Intended Address (%)

Year-to-date (YTD) Share



Monthly Share



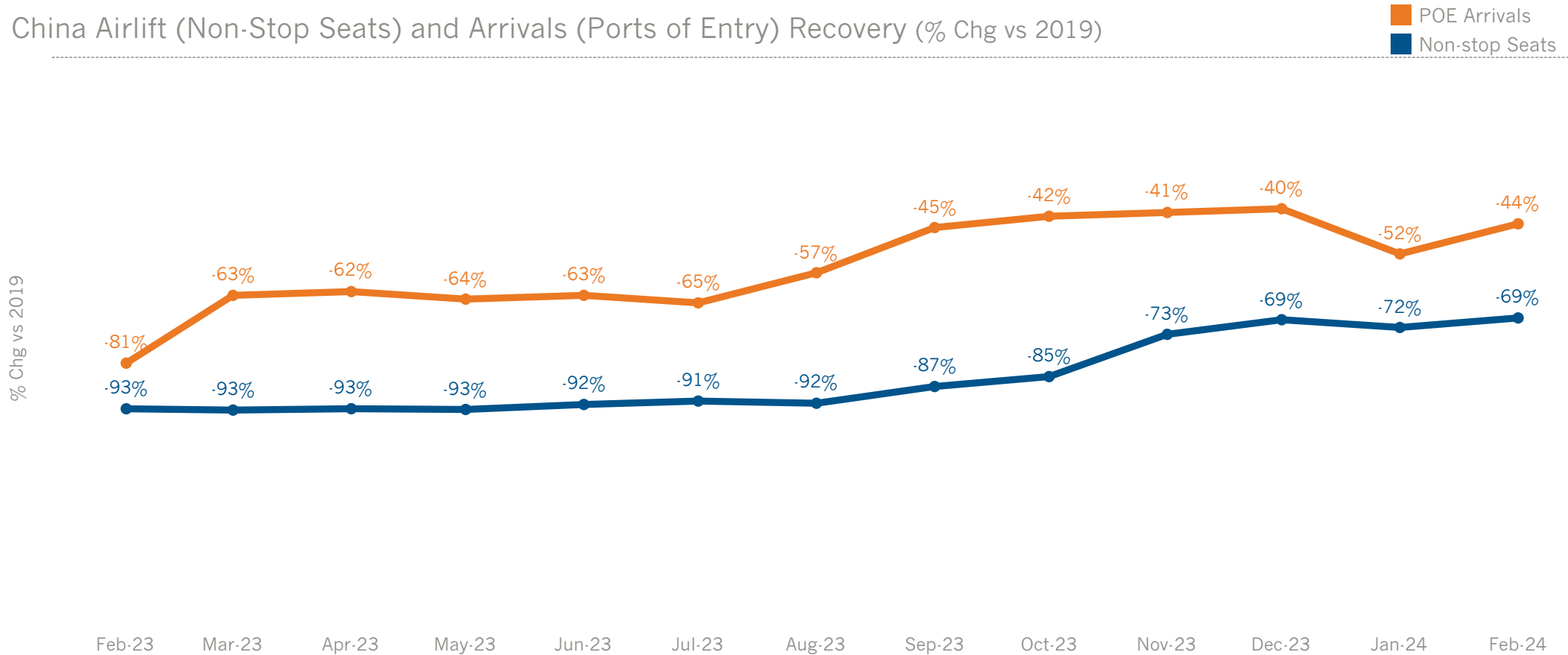


International Indicators: China Recovery Spotlight

- POE Arrivals/Non-Stop Seats Recovery

China Recovery: Airlift & Arrivals

The chart below shows China non-stop seats and non-resident arrivals at California's ports of entry benchmarked to 2019.





Appendix:

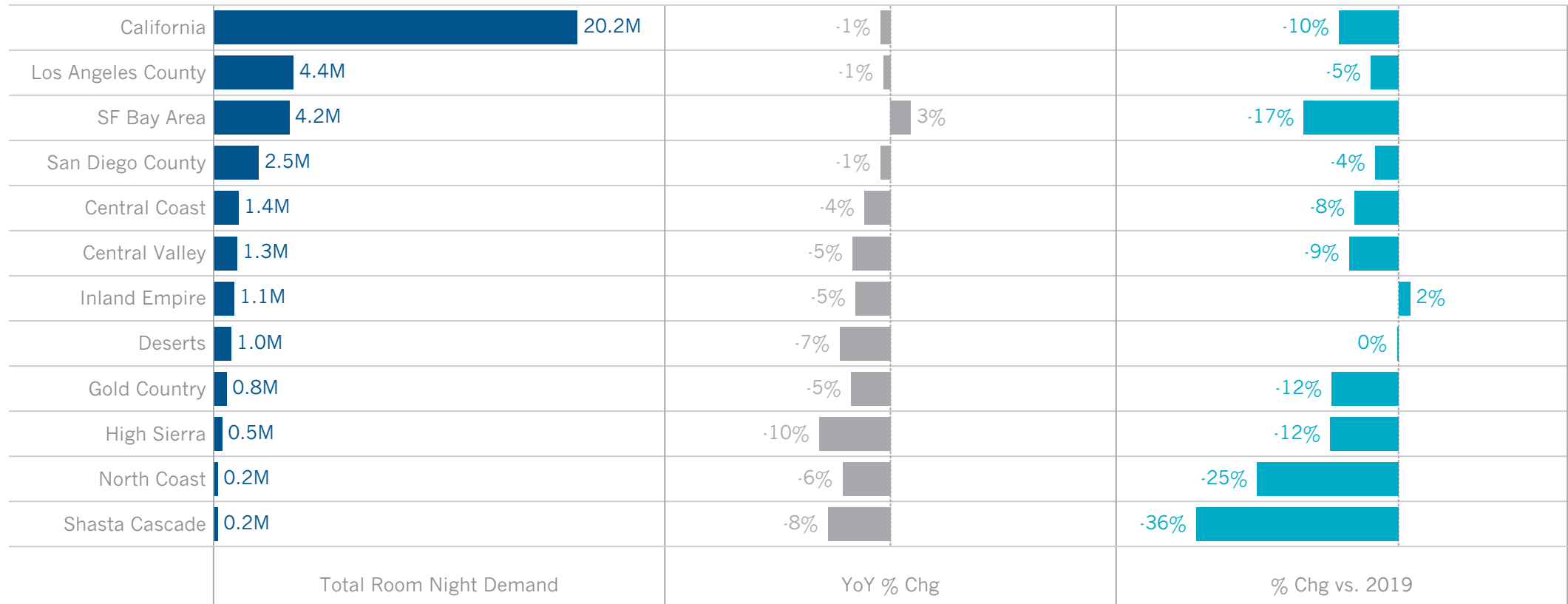
YTD Metrics

- Lodging Performance
- International Airlift
- International Arrivals

California & Regions Room Demand (YTD)

The chart below shows California and regions hotel room demand year-to-date benchmarked to prior year and to 2019 for the reporting month.

California & Regions Hotel Room Night Demand (YTD)

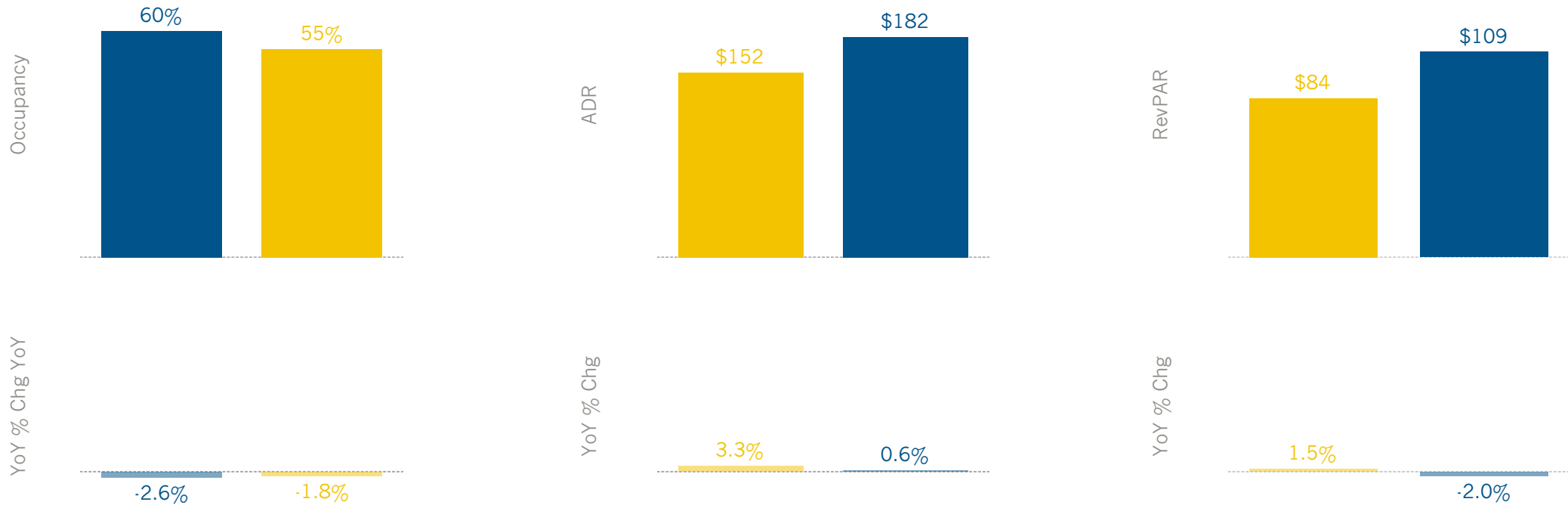


U.S. & California Hotel Metrics (YTD)

The charts below show key hotel metrics and percent change for the U.S. and California for year-to-date.

U.S. & California Hotel Performance Metrics (YTD)

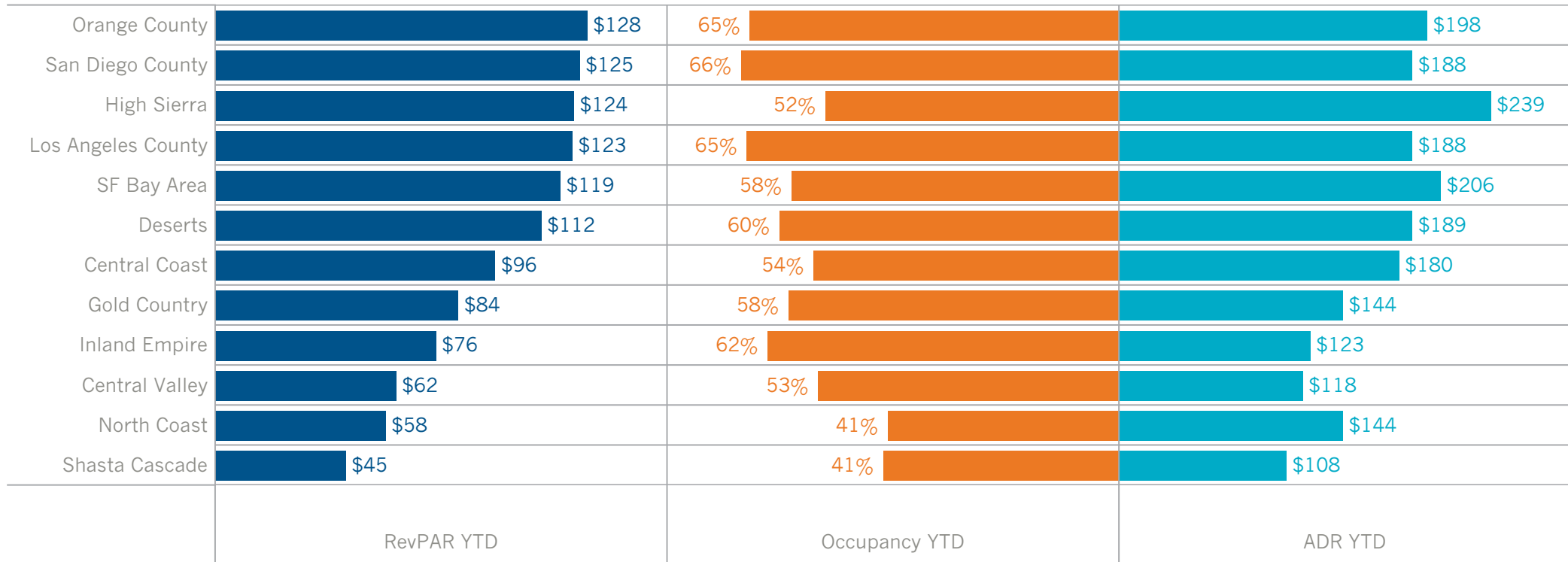
■ U.S. ■ California



California Region Hotel Metrics (YTD)

The charts below show key hotel metrics and percent change for the California tourism regions for year-to-date.

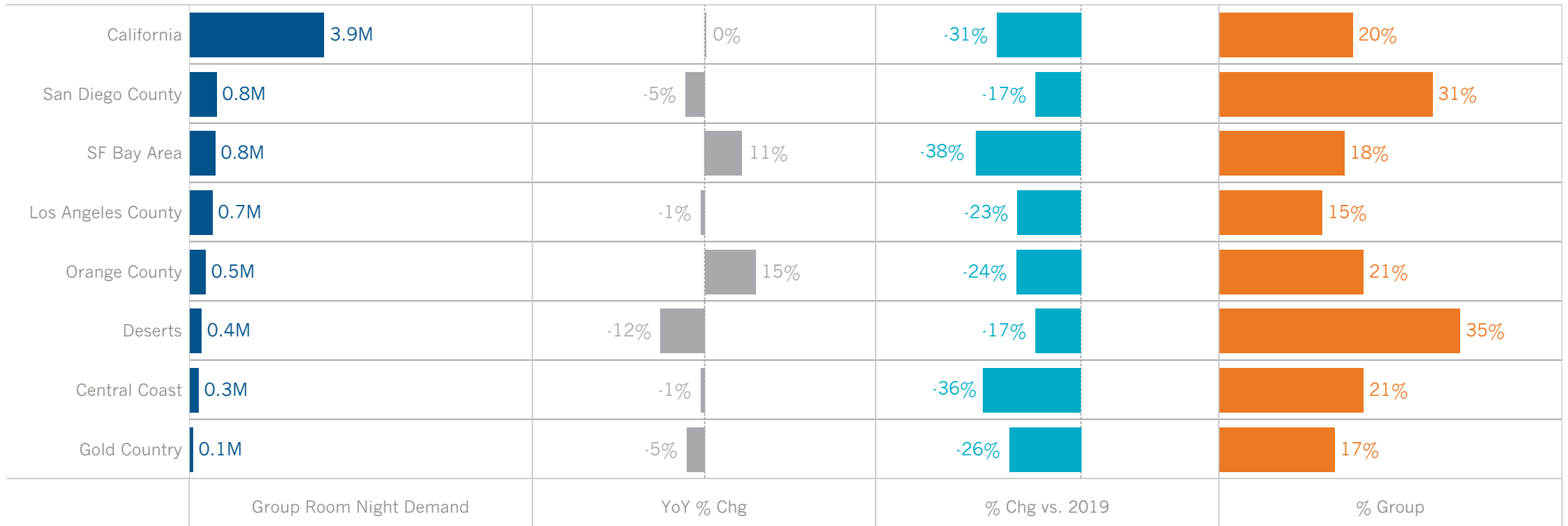
California Region Hotel Performance Metrics (YTD)



California Hotel Group Occupancy (YTD)

The chart below shows group room demand by market, percent change, & percent of total demand for year-to-date.

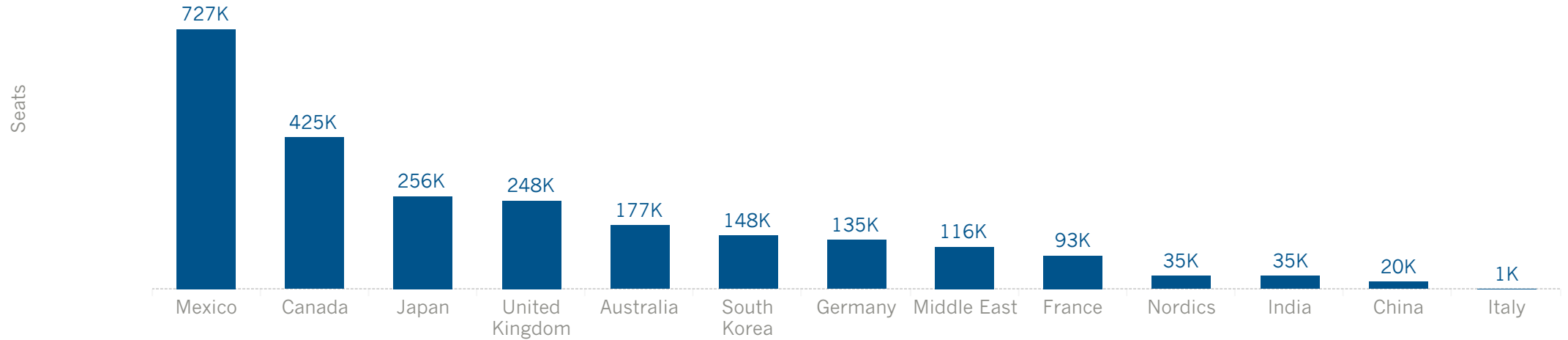
California & Regions Group Hotel Room Night Demand (YTD)



California Int'l Non-Stop Seats by Market (YTD)

The chart below shows non-stop seats to California by international market for year-to-date.

California International Non-Stop Seats (YTD)



YoY % Chg	19%	7%	25%	10%	35%	15%	-2%	-10%	-2%	-5%	18%	446%	136%
% Chg vs 2019	27%	-8%	35%	-10%	0%	2%	0%	13%	-21%	-10%	131%	-71%	-40%

California Non-Resident Arrivals by Market (YTD)

The chart below shows non-resident arrivals at California's ports of entry by international market for year-to-date.

California Non-Resident Arrivals Ports of Entry (YTD)

