Monthly Travel Indicators Summary

November 2024

January 13, 2025

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

Forecast (updated February, June and October)

Domestic visitor spending in California for 2024 is forecast to be flat with 2023 spending due to normalizing leisure travel demand and increasing rates of outbound travel.

- According to the Tourism Economics October forecast prepared for Visit California, the state is forecast to earn $155.2 billion in travel spending in 2024, 3% higher than 2023.
- Domestic leisure spending is forecast to be $128 billion, flat relative to 2023. Domestic business spending, however, is expected to grow by 1%.
- Total domestic visitor spending is forecast to grow by 3% in 2025.

Macroeconomic

The macroeconomic outlook remained positive in November despite a slight uptick in inflation. Gas prices continued to decline in California and the U.S. overall, and national economic consumer sentiment was on an upward trend.

- Inflation ticked up slightly again in November to 2.7%. The national average retail price for a gallon of gas was $3.18 (vs. $3.26 the previous month). The California equivalent price was $4.36 (compared to $4.51 the previous month).
- Approximately 227,000 jobs were added to the economy. The unemployment rate was 4.2%.
- The University of Michigan tracked U.S. consumer sentiment on the economy to 71.8, up from the 68.9 measurement in October.

Consumer Sentiment

While there were no significant shifts in national consumer sentiment for the month, California residents were somewhat more negative about their financial situation and travel costs in general. In some metrics, sentiment registered more negative relative to the U.S. overall, an unusual trend.

- Consumer tracking from Future Partners showed that the cost of travel continues to be a top barrier/deterrent to travel with approximately a third (34%) of U.S. travelers saying travel is too expensive right now. California residents were more likely to cite travel costs and personal financial reasons as barriers to travel in November compared to the U.S. overall, reversing the typical trend.
- Just under a third of American travelers (29%) felt optimistic about their current financial situation relative to a year ago (California residents were equally optimistic at 29%). They were more confident about their future economic situation (50% of the U.S. and 49% of California residents expect more positive).
- American travelers were excited about future travel, with 88% of U.S. travelers (and 90% of California residents) saying they were excited about leisure travel in the next 12 months. The figures were on par with the prior month.
- Nearly four out of 10 American travelers (39%) and half of California travelers (50%) said they were considering international leisure travel in the next 12 months. The California resident figure was down from the 61% figure in November 2023.

Executive Summary Domestic (continued)

Lodging

California lodging demand on a year-to-date basis turned from flat to positive 1% (based on rounding) with a solid +2% rate of growth for November. However, hotel rates remained soft declining 2% for the month relative to November 2023 leading to a flat RevPAR growth rate for the month. Group demand growth rate was also negative for a second straight month, likely hindered by tough comparisons due to the election and Thanksgiving holiday bookending the month. Short-term vacation rentals continued to show strong pricing power relative to the hotel sector.

- Hotel room demand in the state for the month grew 2% year over year. Looking at the year-to-date figures, room demand for the state was up 1% year over year and down 7% from 2019 through November.
- California's monthly occupancy rate was 63% (+2% YOY). The state's ADR was $178 (-2% YOY), and RevPAR was $113 (flat YOY). The week ending Nov. 24 (the week prior to Thanksgiving) had a particularly strong performance with occupancy at +16% and RevPAR at +21%. San Francisco Bay Area specifically and gateway regions in general saw the strongest RevPAR growth for the week.
- Group room demand in the state declined 3% relative to November 2023. San Diego County and Orange County regions recorded double digit growth in demand for the month.
- The occupancy rate for short-term vacation rentals in the state was 52%, +3% year over year and ADR was up 9%, driving a 12% increase in RevPAR year over year.

Airlift

Air passenger traffic measured by TSA checkpoints continued to show year-over-year growth. Thanksgiving holiday week set records with more than 3 million passengers screened by TSA on Sunday, Dec. 1 – a single day record.

- Seventy-two million passengers were screened nationally at TSA checkpoints for the month (+1% YOY). Just over 9 million travelers were screened at California airports (-1% YOY).
- There were 9.6 million non-stop domestic seats to California destinations for the month (+3% YOY).

Executive Summary International

Forecast (updated February, June, & October)

International travel spending in California is forecast to nearly fully recover in 2024 (98% of 2019 spending), driven by Mexico, Canada and key overseas markets like Australia and India.

- According to the Tourism Economics October forecast prepared for Visit California, international visitor spending in the state will grow by 22% in 2024 and reach $27.6 billion and grow by another 22% in 2025.
- North American neighbors Mexico and Canada are forecast to be California's largest spending markets, with visitor spending of $4.9 billion and $3.8 billion, respectively.
- China is forecast to be the most important overseas market, with visitor spending of $2.5 billion in 2024, 94% of 2019 spending levels.

Consumer Sentiment

Intent for international leisure travel has generally plateaued in the priority markets while sentiment around travel costs as a barrier declined somewhat from prior year.

- On average, across California's priority markets, 42% of international consumers said they were planning international leisure travel (anywhere) in the next 12 months, up from 41% a year ago and 37% two years ago for the comparable month. The Indian market saw intent increase to 37% in November compared to 32% in 2023.
- Travel prices are the primary barrier to travel (42% citing travel price, down 2% to prior month and previous year). While many priority markets saw a decline in this metric on a year-over-year basis, travelers from Japan were more likely to cite travel prices as a barrier relative to a year ago (47% vs. 41% prior year.)
- Safety and health concerns remained secondary barriers in the Asia Pacific, India, and Middle East markets.

Airlift/Arrivals

International airlift and non-resident arrivals to California from Visit California's 13 priority markets continued to grow in November on a year-over-year basis. China recovery improved notably this month in terms of both arrivals and, notably, airlift.

- For the month, 1.4 million non-stop seats to California were available from Visit California's 13 priority markets, a 2% year-over-year growth rate. The U.K. and Japan had the most non-stop seats to California for the month among the overseas markets. China (+67%) and South Korea (+24%) had the largest growth rates. China airlift recovery reached 45% of 2019 airlift, a notable uptick.
- Non-resident arrivals from priority markets through California's ports of entry were growing steady, up 4% for the month. China recovered to 84% of prepandemic arrivals for the month, the third month in a row of recovery above the 70% mark.

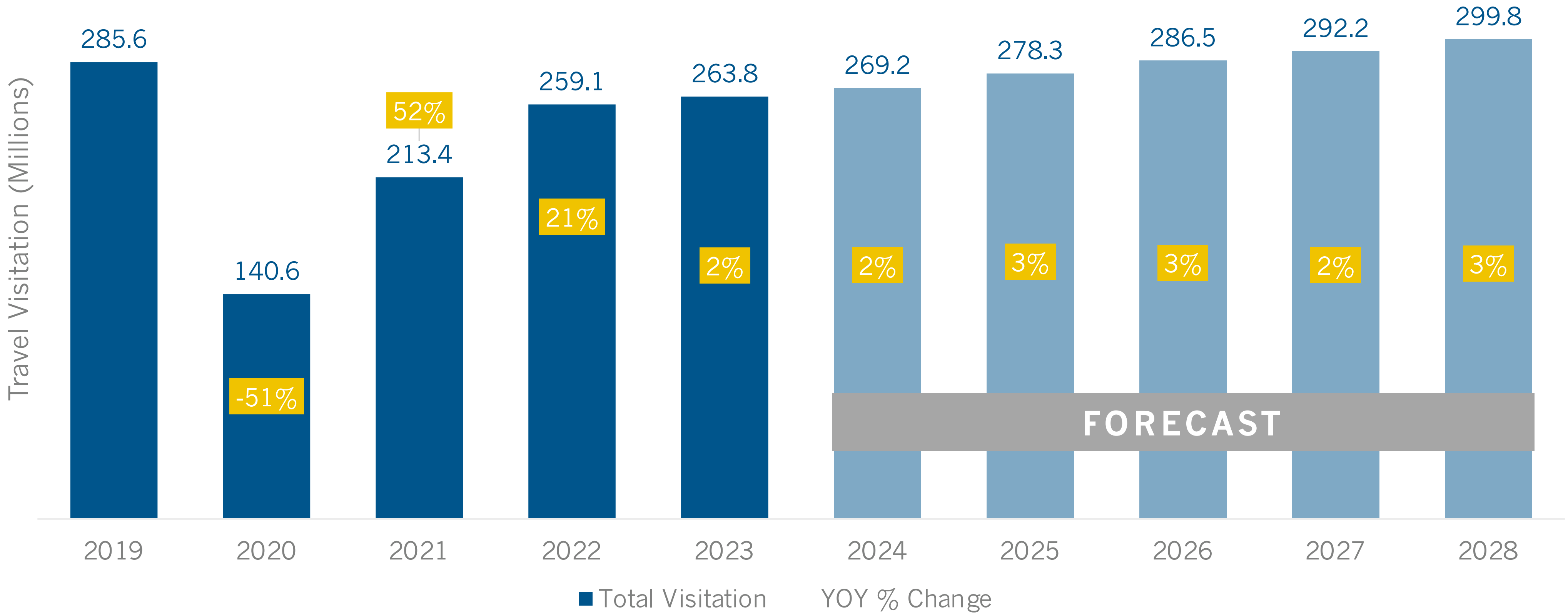
Domestic Indicators:

Forecast

- Total Visitation & Spending Forecast
- Domestic Spending Forecast

California Visitation Forecast

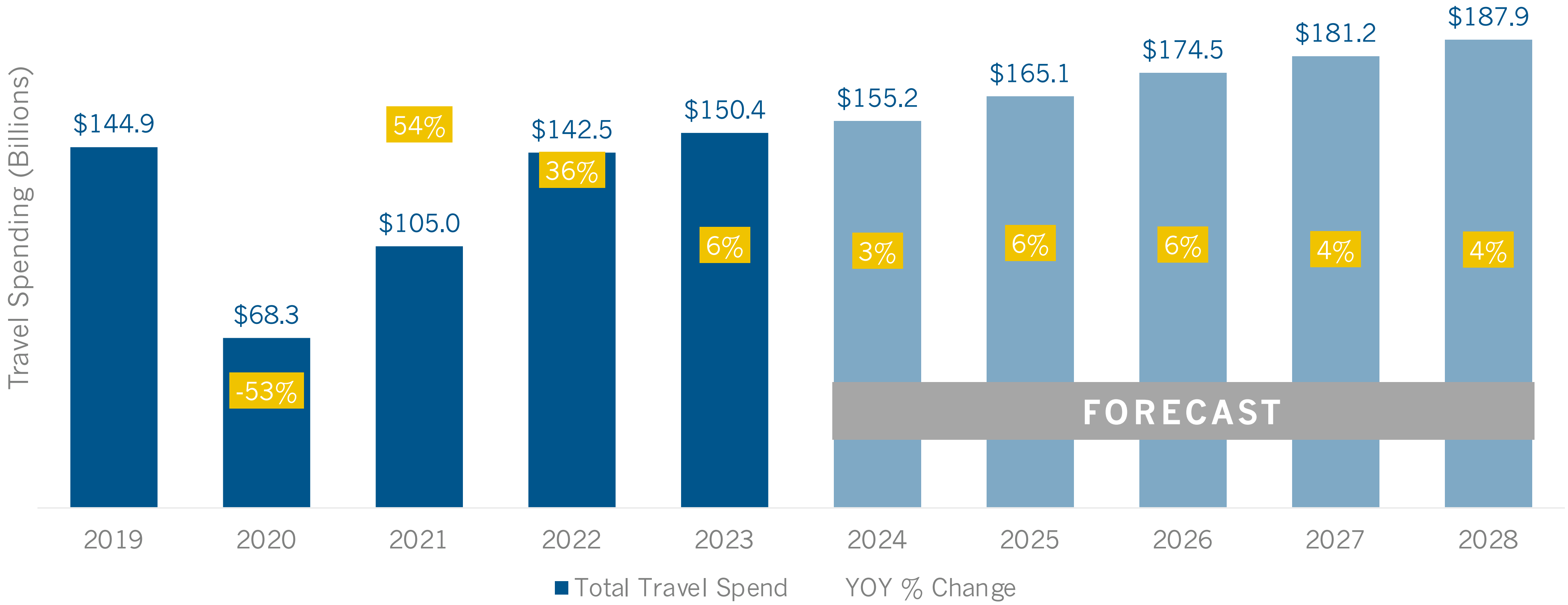
The chart below shows the current visitation forecast (domestic and international) and annual growth rate.



Source: Tourism Economics (October 2024)

California Spending Forecast

The chart below shows the current travel spending forecast (domestic and international) and annual growth rate.

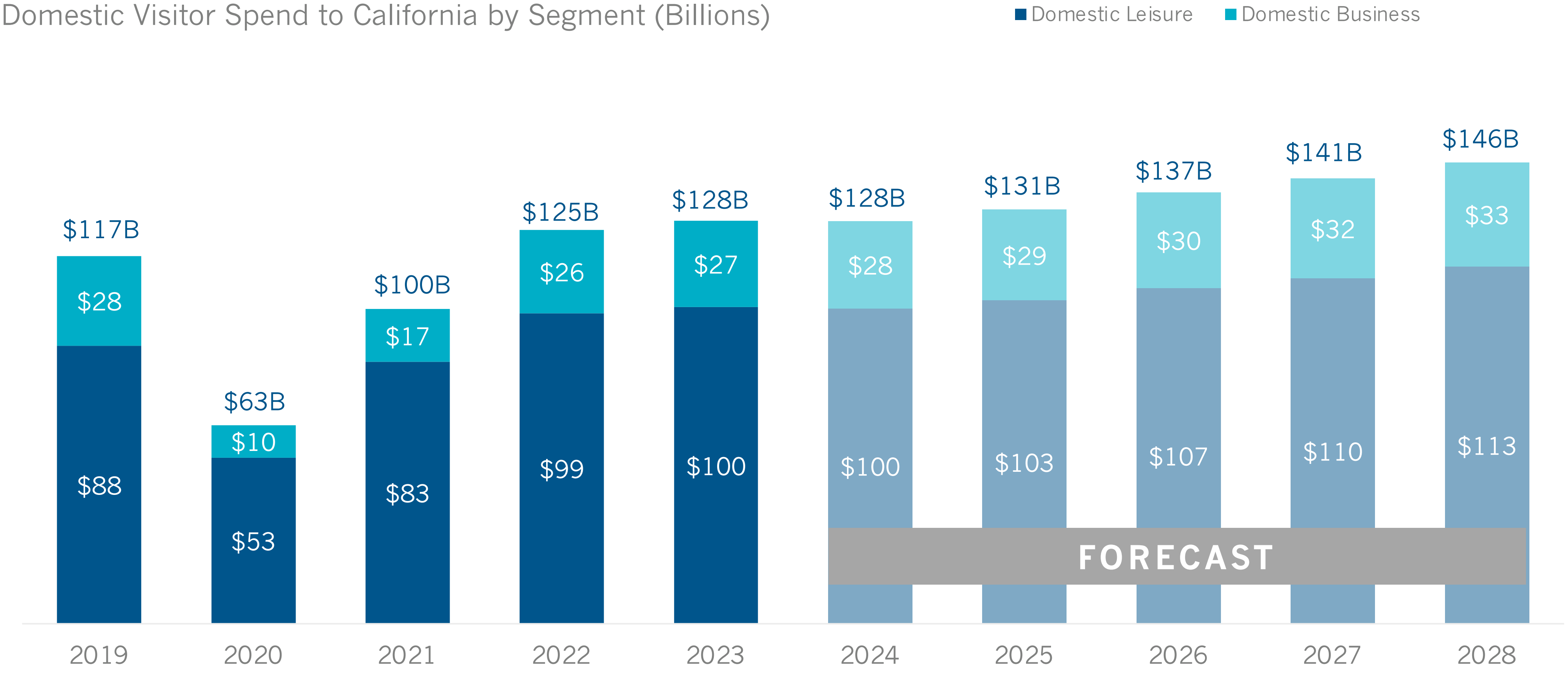


Source: Tourism Economics (October 2024)

California Domestic Spending Forecast

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

Domestic Visitor Spend to California by Segment (Billions)



Source: Tourism Economics (October 2024)

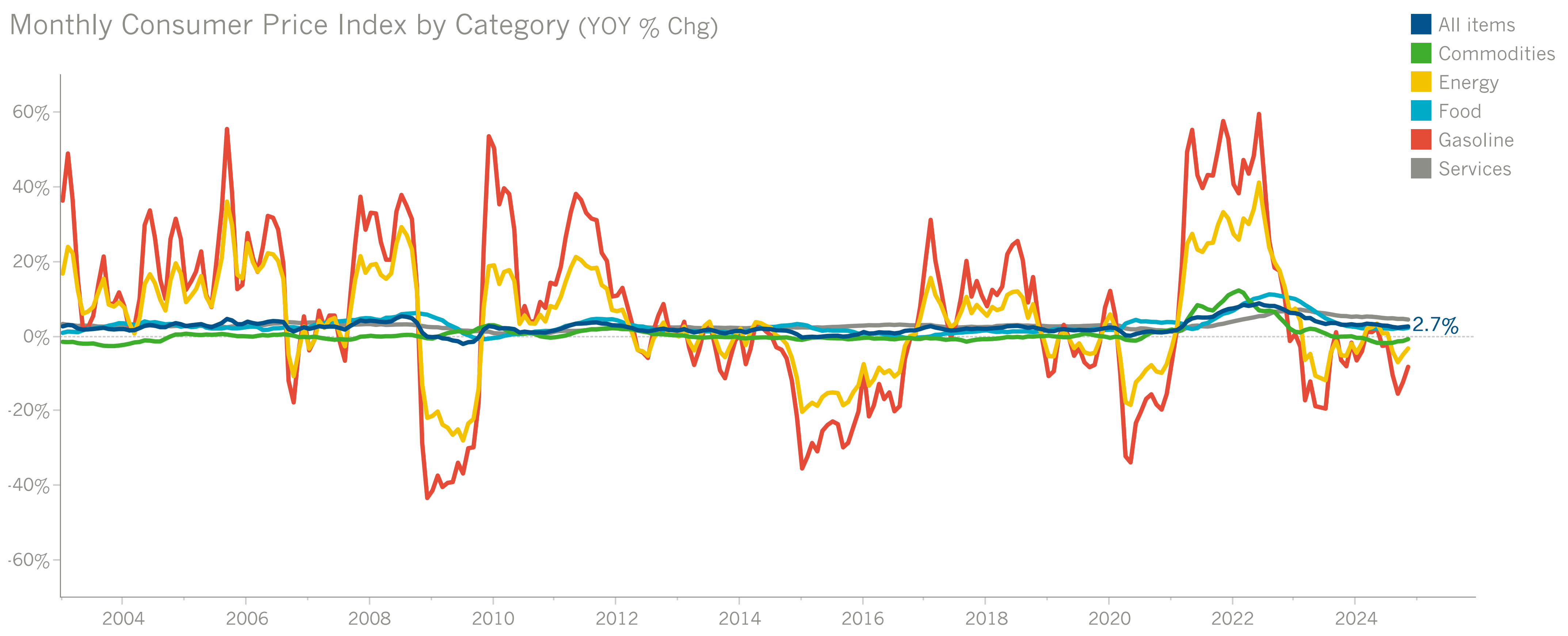
Domestic Indicators:

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.

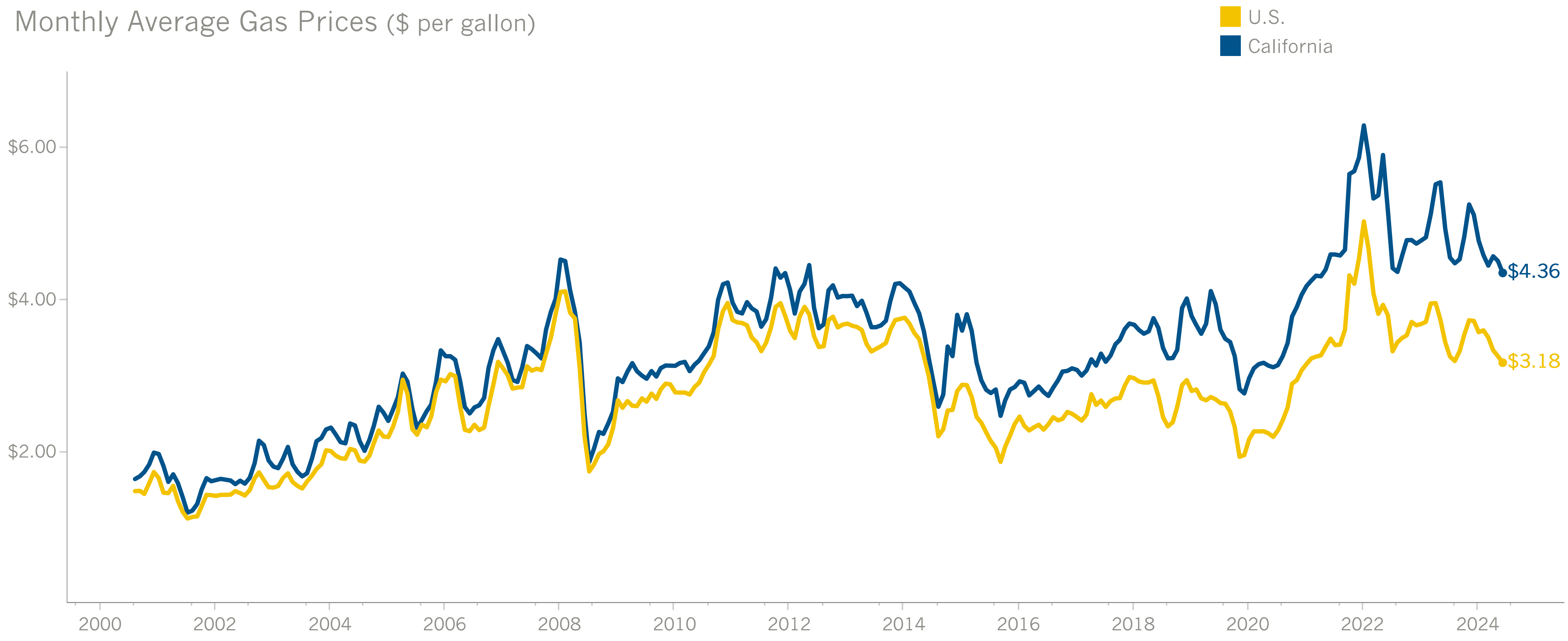


Data reported for: November 2024

Source: Bureau of Labor Statistics (BLS)

U.S. & California Gas Prices

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



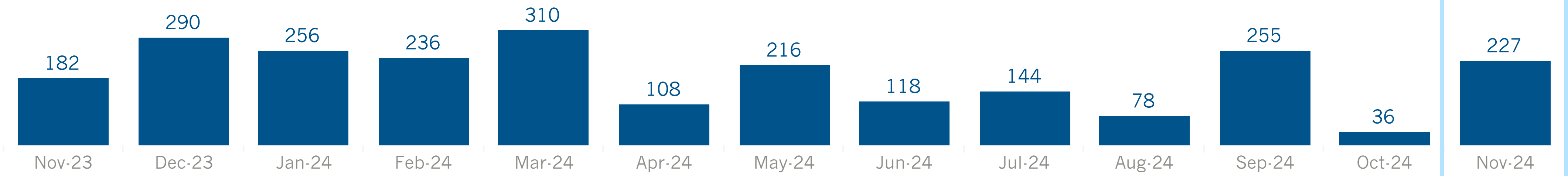
Data reported for: November 2024

Source: U.S. Energy Information Administration (EIA)

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. Unemployment Rate (%)

3.7%	3.7%	3.7%	3.9%	3.8%	3.9%	4.0%	4.1%	4.3%	4.2%	4.1%	4.1%	4.2%

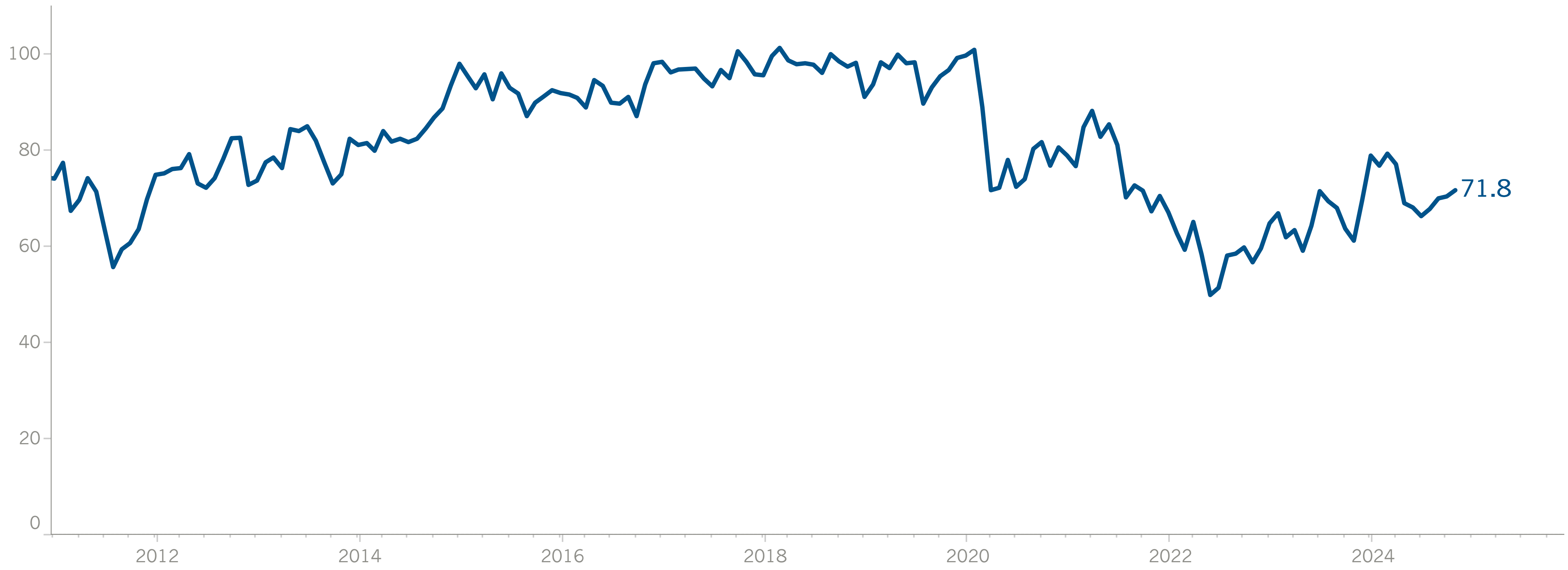
Data reported through: November 2024

Source: Bureau of Labor Statistics (BLS)

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



Data reported for: November 2024

Source: University of Michigan

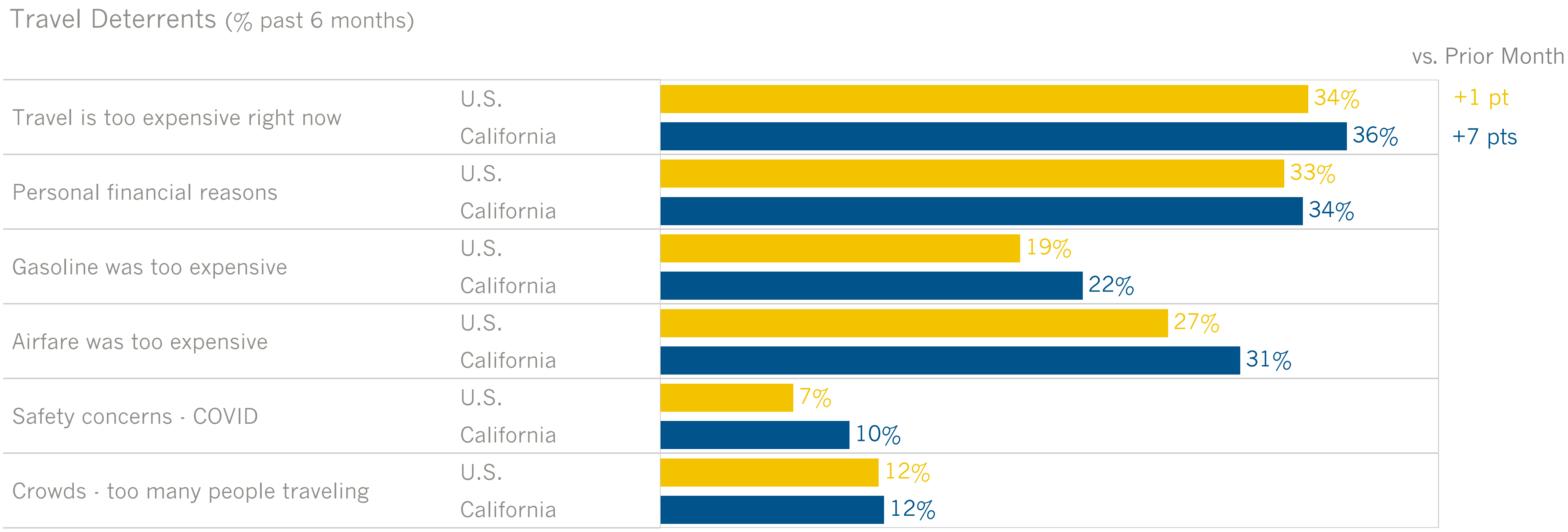
Domestic Indicators:

Consumer Sentiment

- Travel Deterrents
- Perceptions of Financial Situation
- Travel as a Budget Priority
- Expectations for Travel Spending
- Excitement for Travel
- International Travel Intent

U.S. & California Travel Deterrents

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



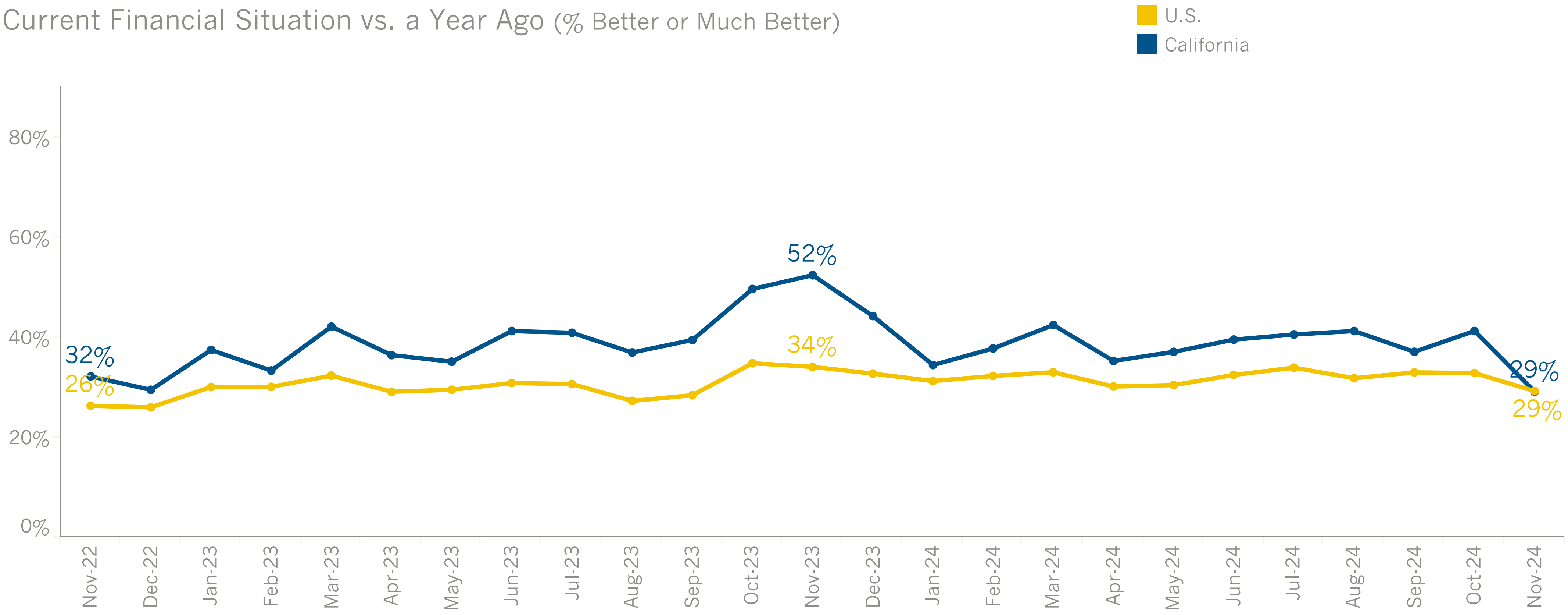
Q: In the past 6 months, which (if any) of the following have kept you from traveling more than you would have otherwise preferred?

Data reported for: November 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.



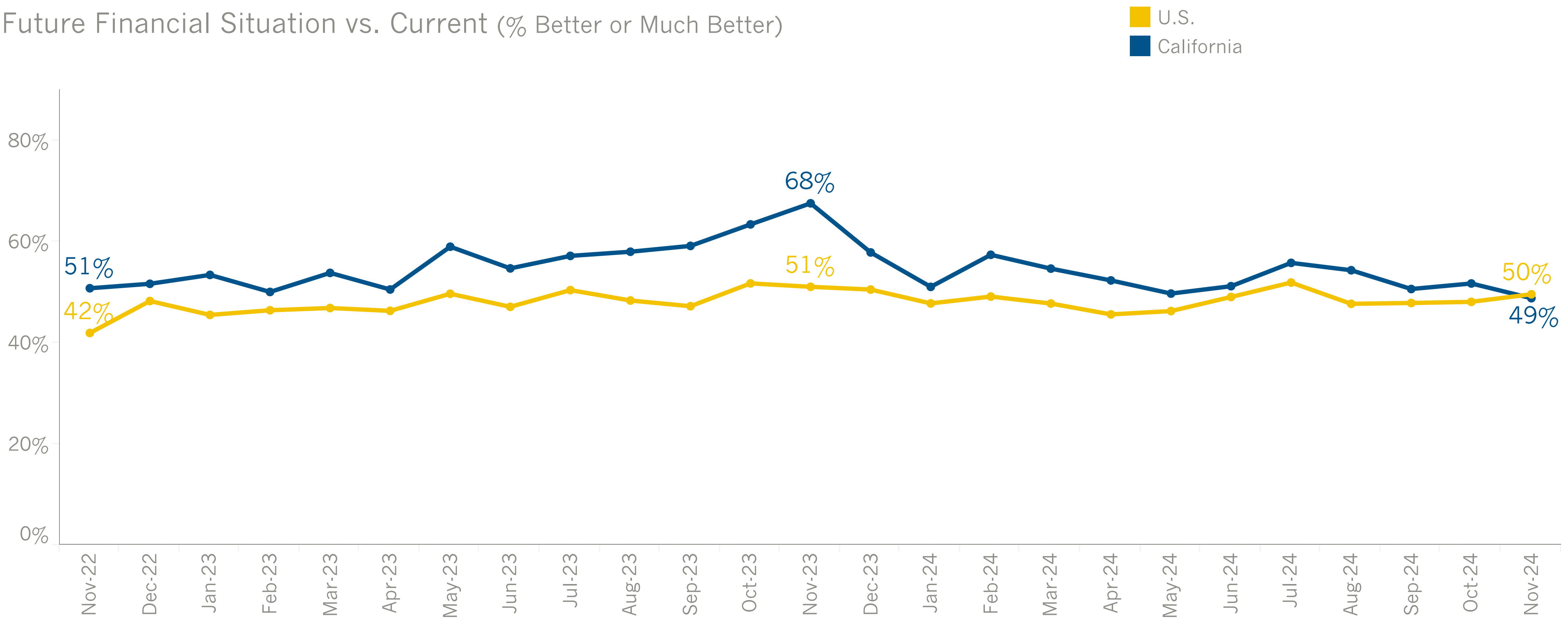
Q: Would you say that you (and your household) are better off or worse off financially than you were a year ago?

Data reported for: November 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.



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?

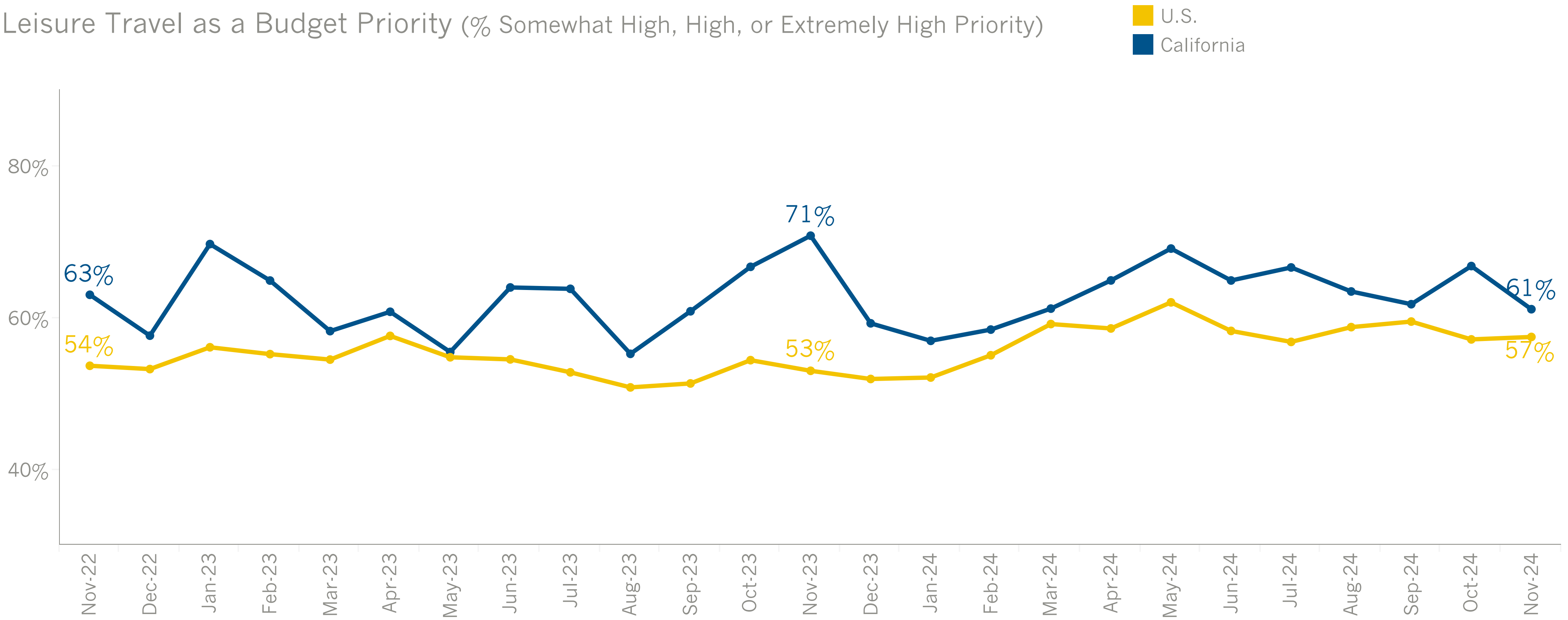
Data reported for: November 2024

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

U.S. & California Budget Priorities (Leisure Travel)

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)



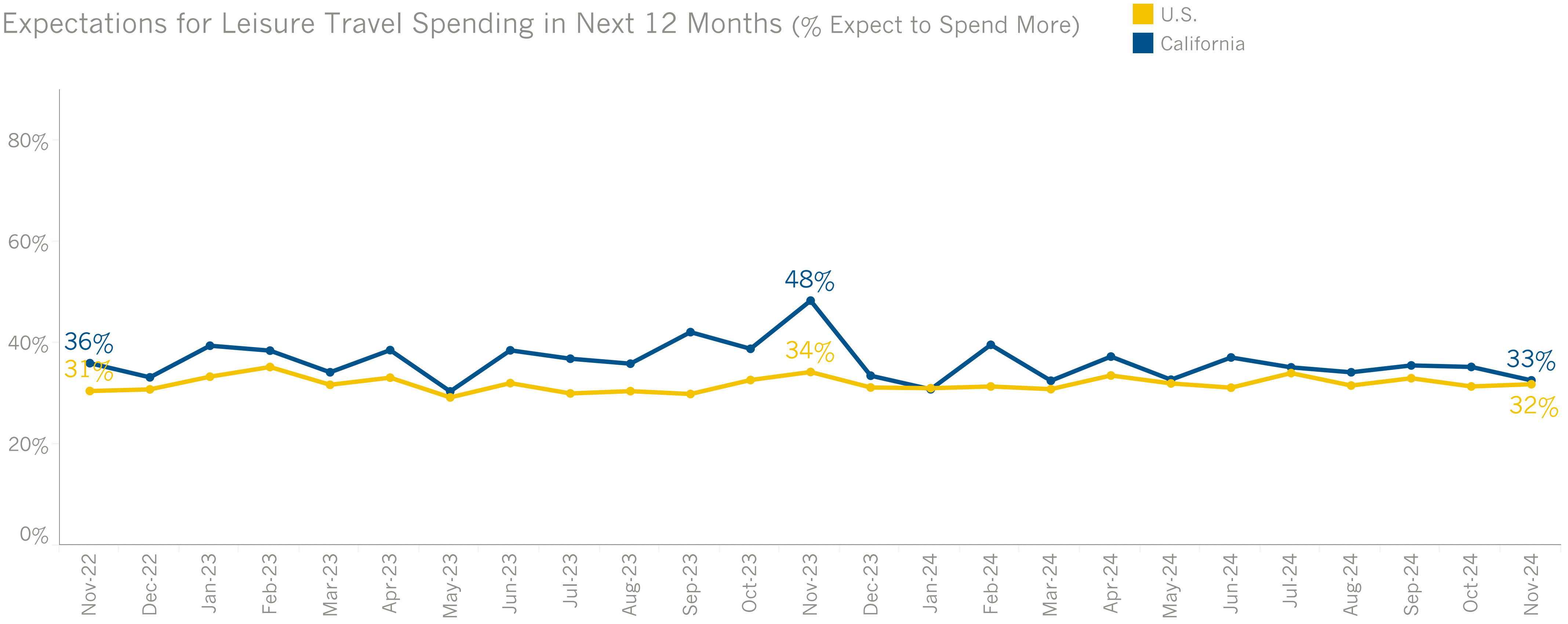
Q: Thinking carefully about how you expect to spend your income in the next three months, please use the scale below to describe your spending priorities. Leisure trave will be a(n)...

Data reported for: November 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.



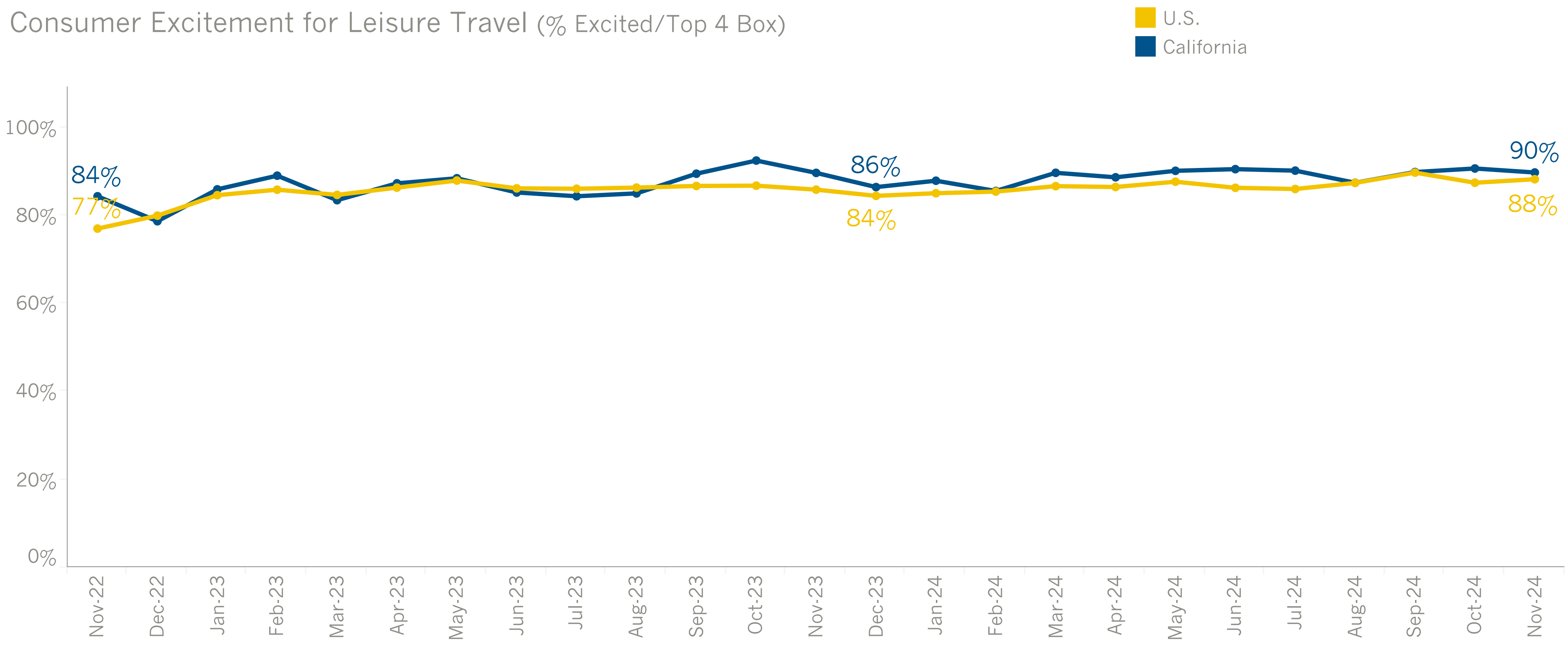
Q: Looking forward—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

Data reported for: November 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.



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

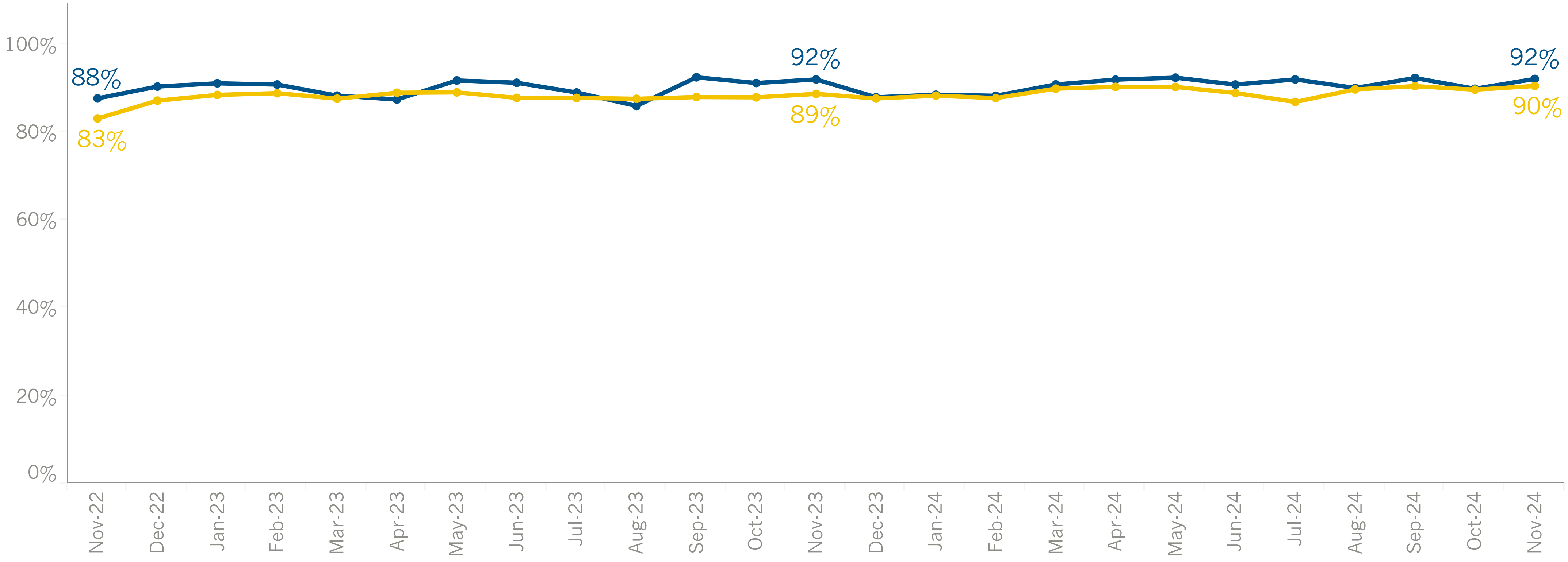
Data reported for: November 2024

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

U.S. & California Leisure Travel Planned

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

Consumers With Leisure Travel Planned in Next 12 Months (1+ Trips)



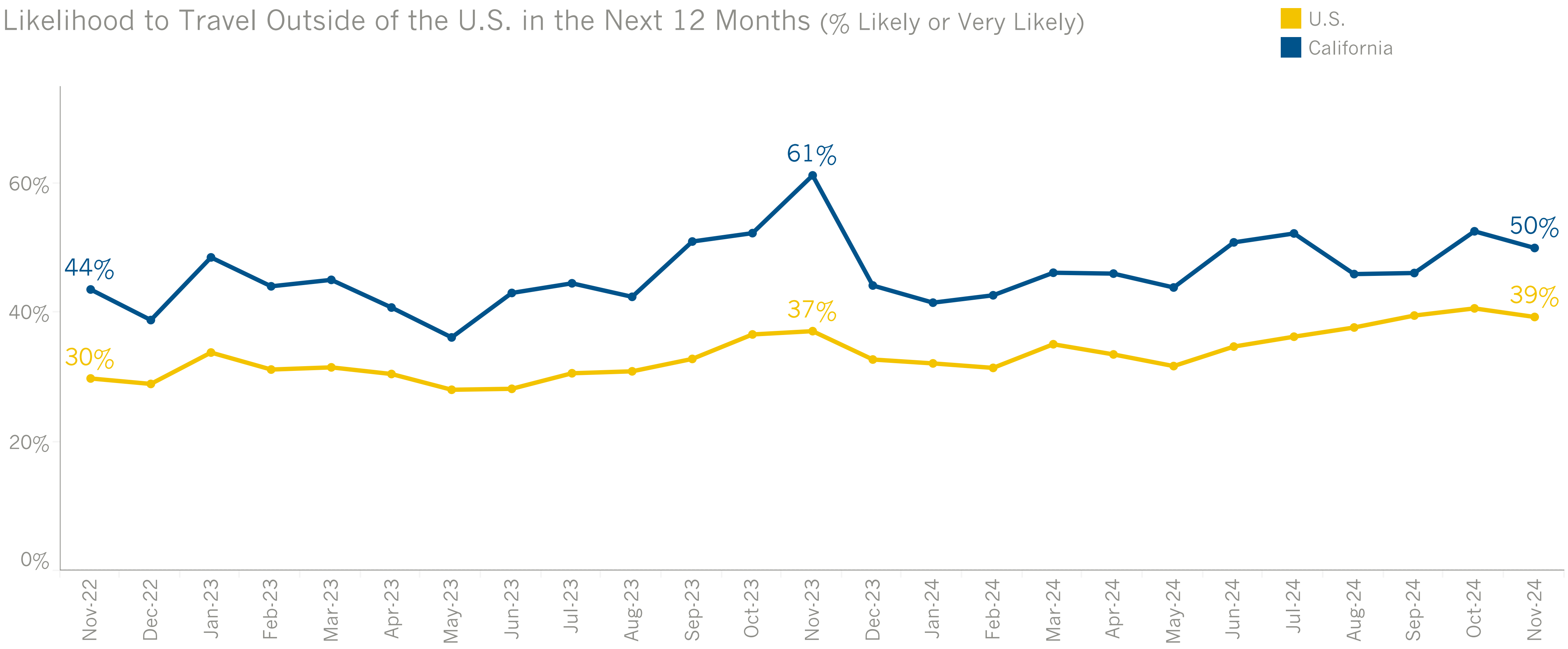
Q: How many leisure trips (of 50 miles or more from your home) do you expect to take in next 12 months?

Data reported for: November 2024

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

U.S. & California Int'l Leisure Travel Plans

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



Q: How likely are you to travel outside of the U.S. for leisure in the next 12 months?

Data reported for: November 2024

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

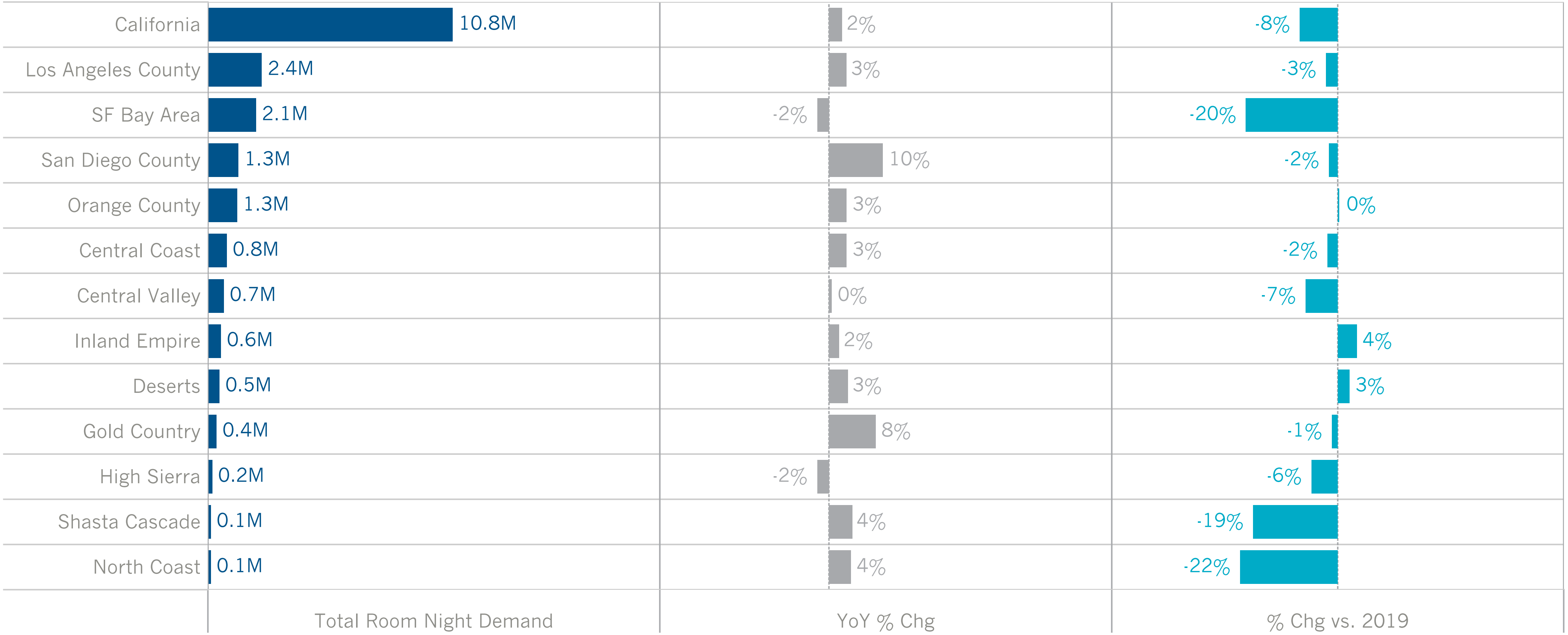
Domestic Indicators:
Lodging

- 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 (November 2024)

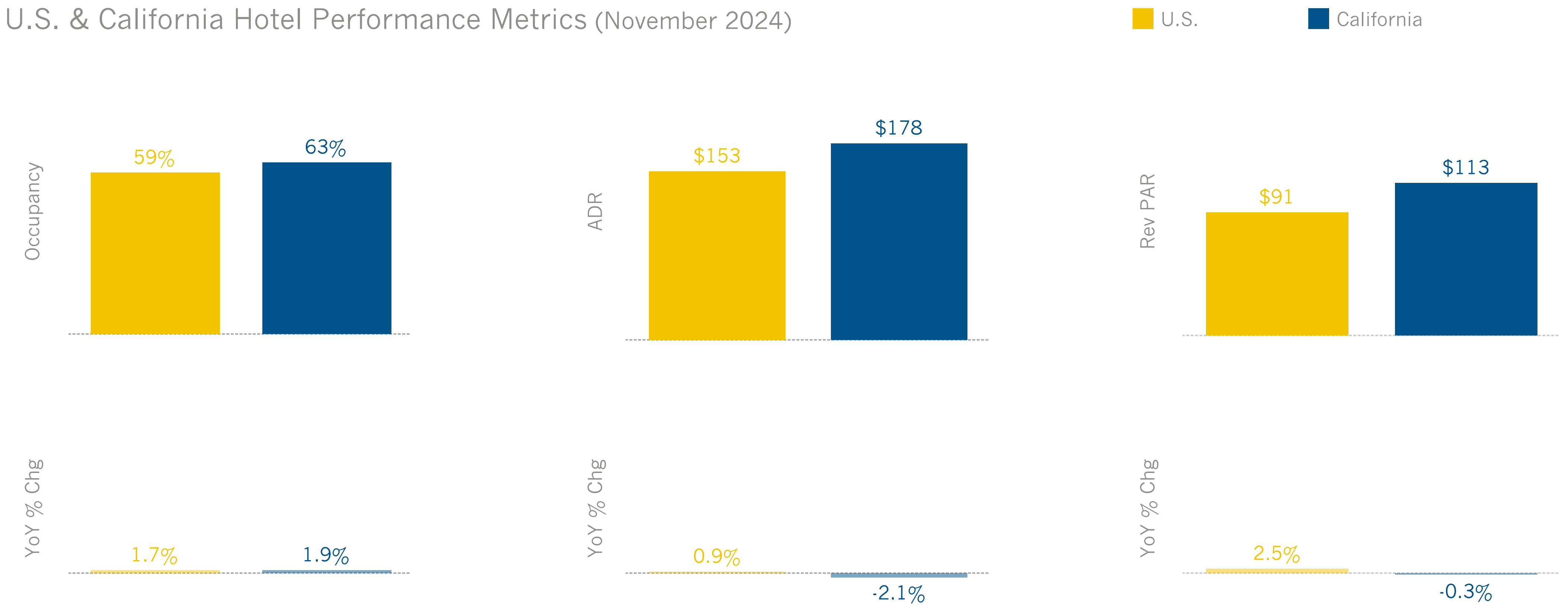


Data reported for: November 2024

Source: STR, LLC

U.S. & California Hotel Metrics

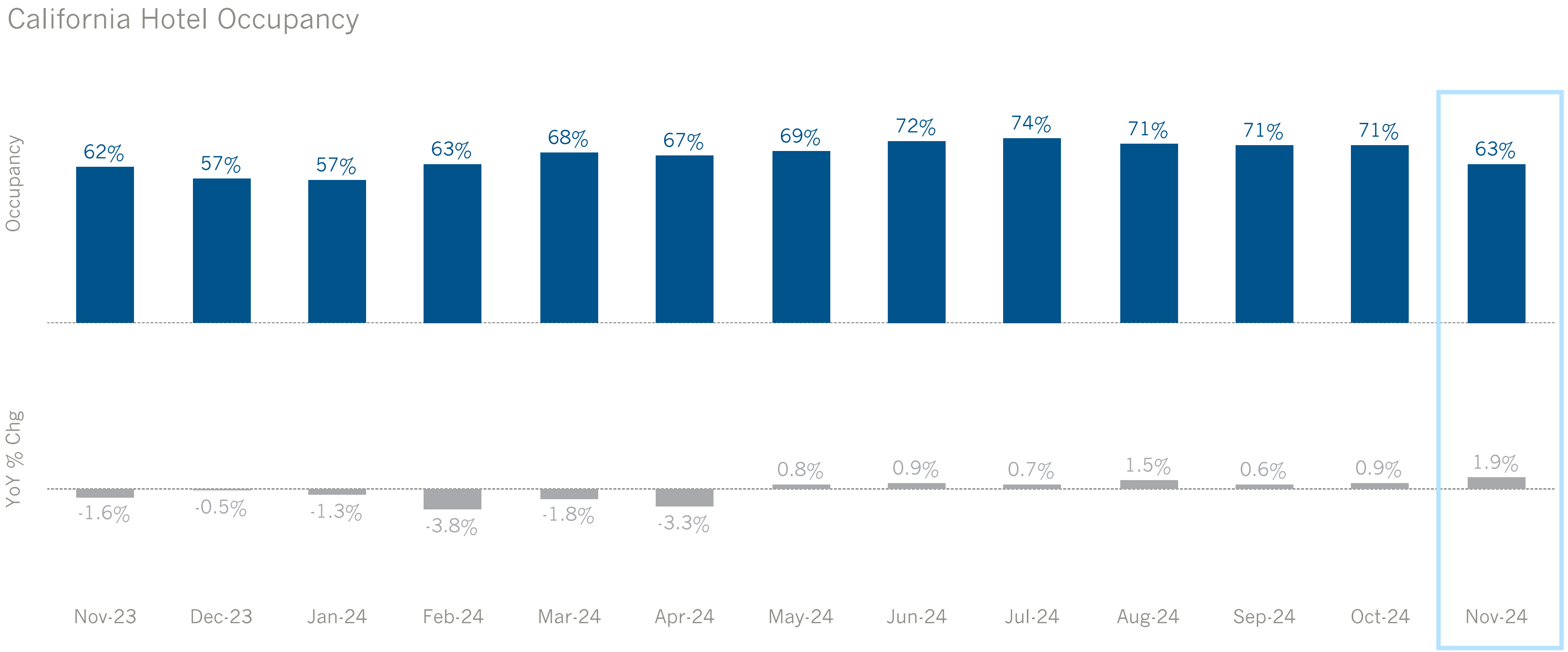
The charts below show key hotel metrics and percent change for the U.S. and California for the reporting month.



Source: STR, LLC

California Hotel Occupancy

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

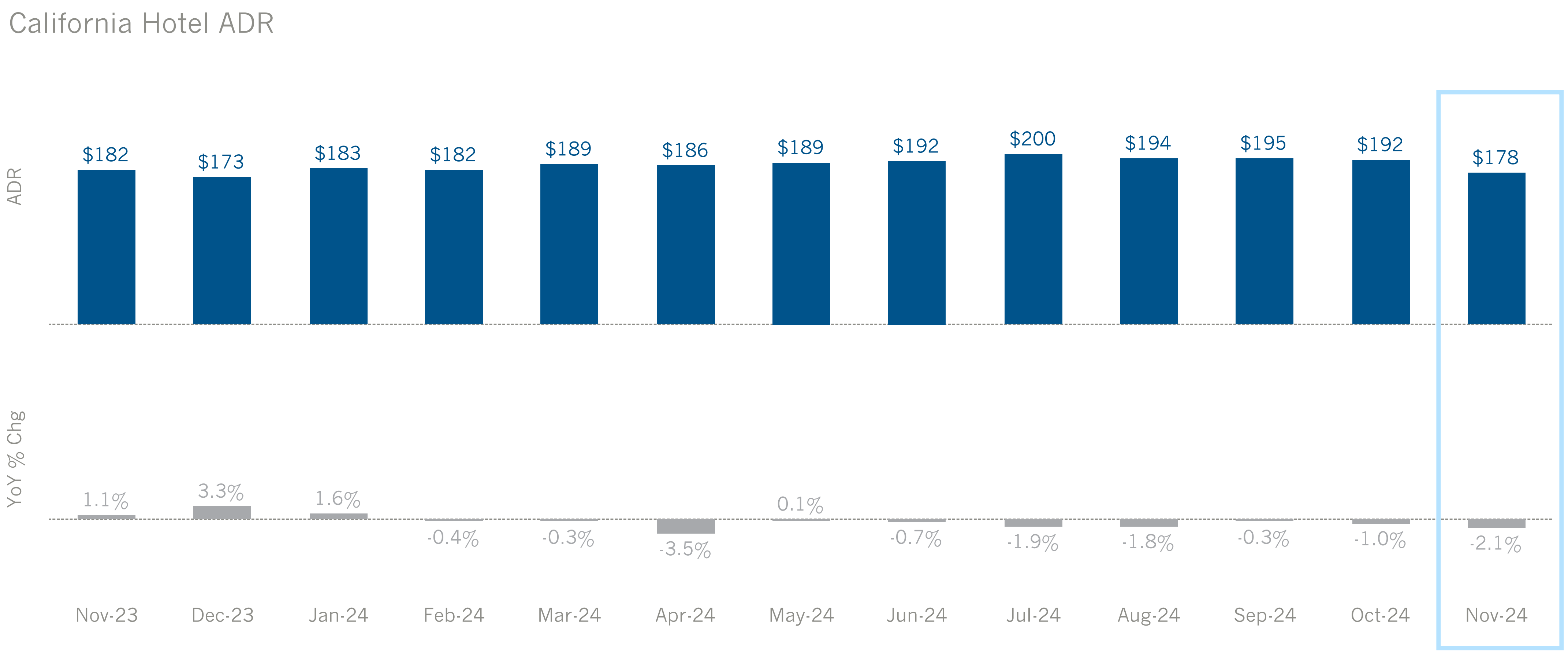


Data reported through: November 2024

Source: STR, LLC

California Hotel ADR

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

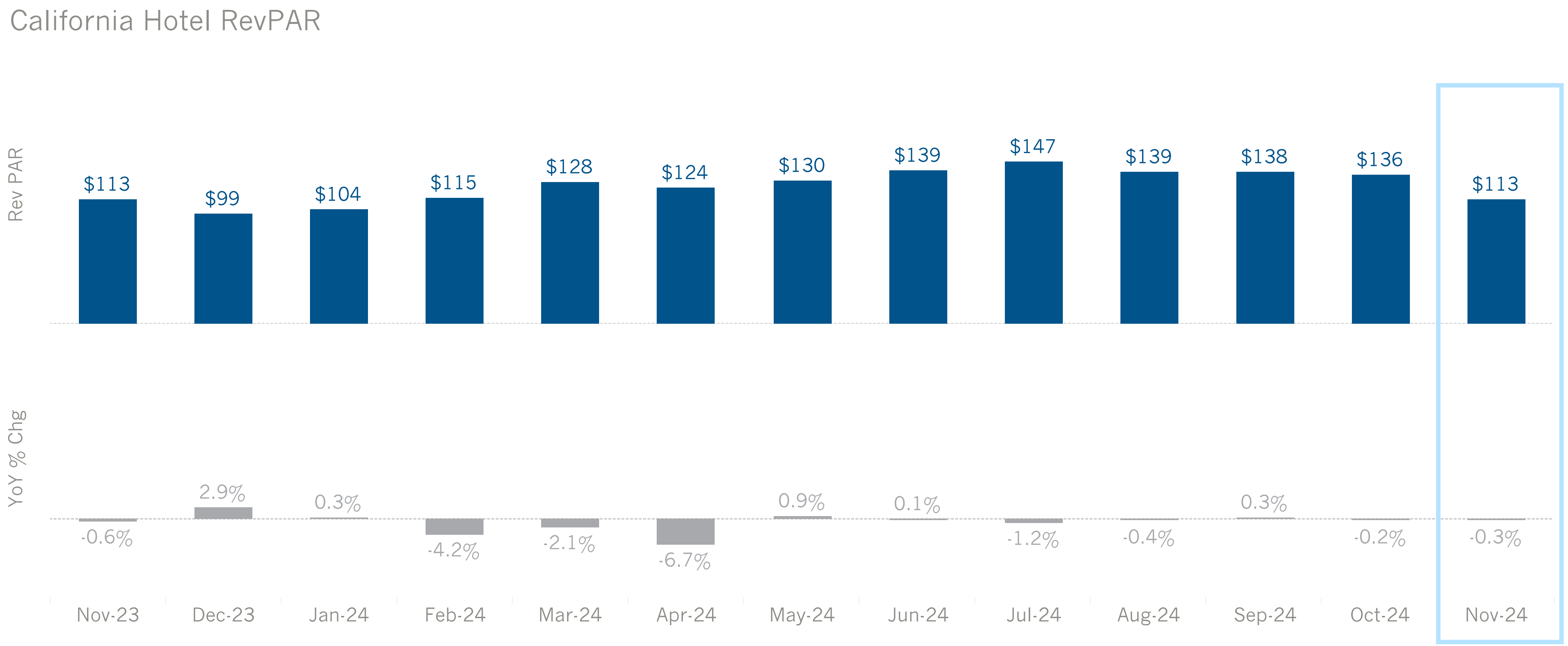


Data reported through: November 2024

Source: STR, LLC

California Hotel RevPAR

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



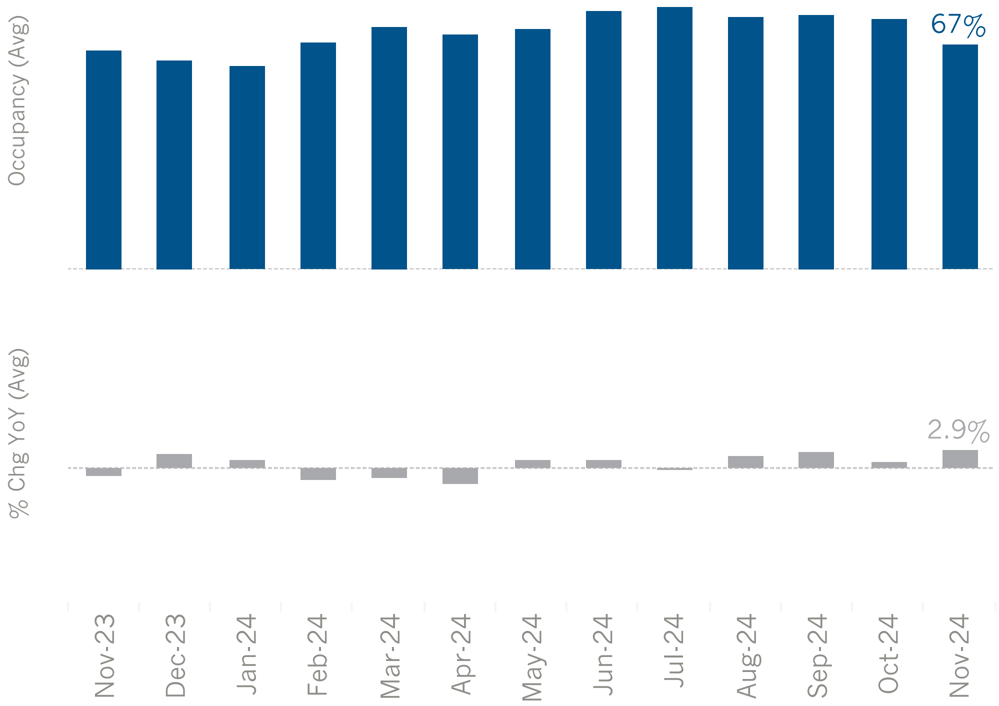
Data reported through: November 2024

Source: STR, LLC

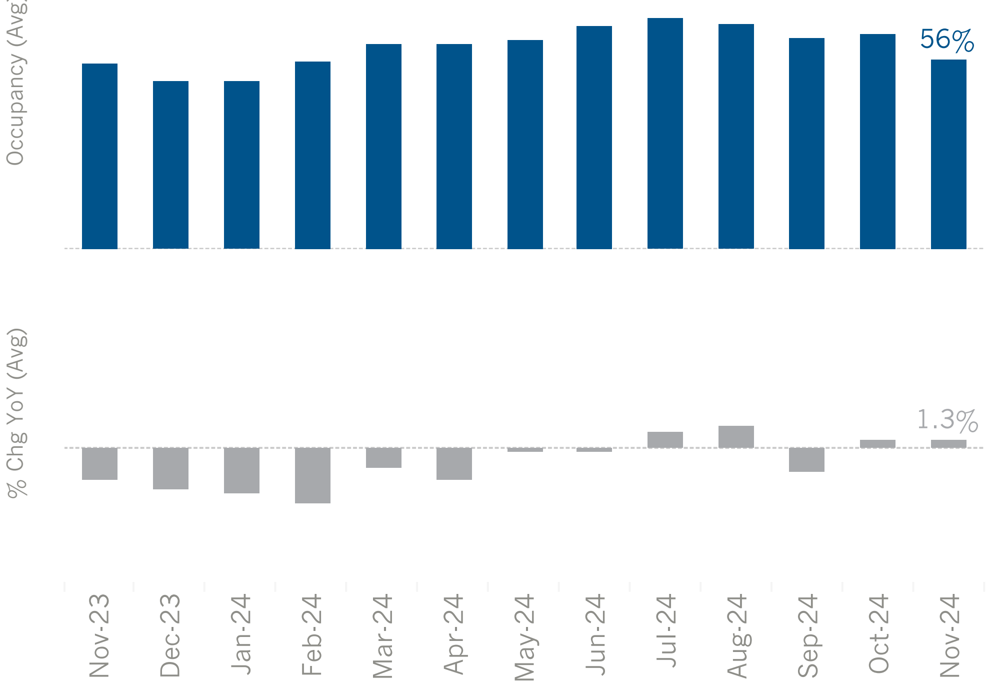
Gateway & Other Regions Hotel Occupancy

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

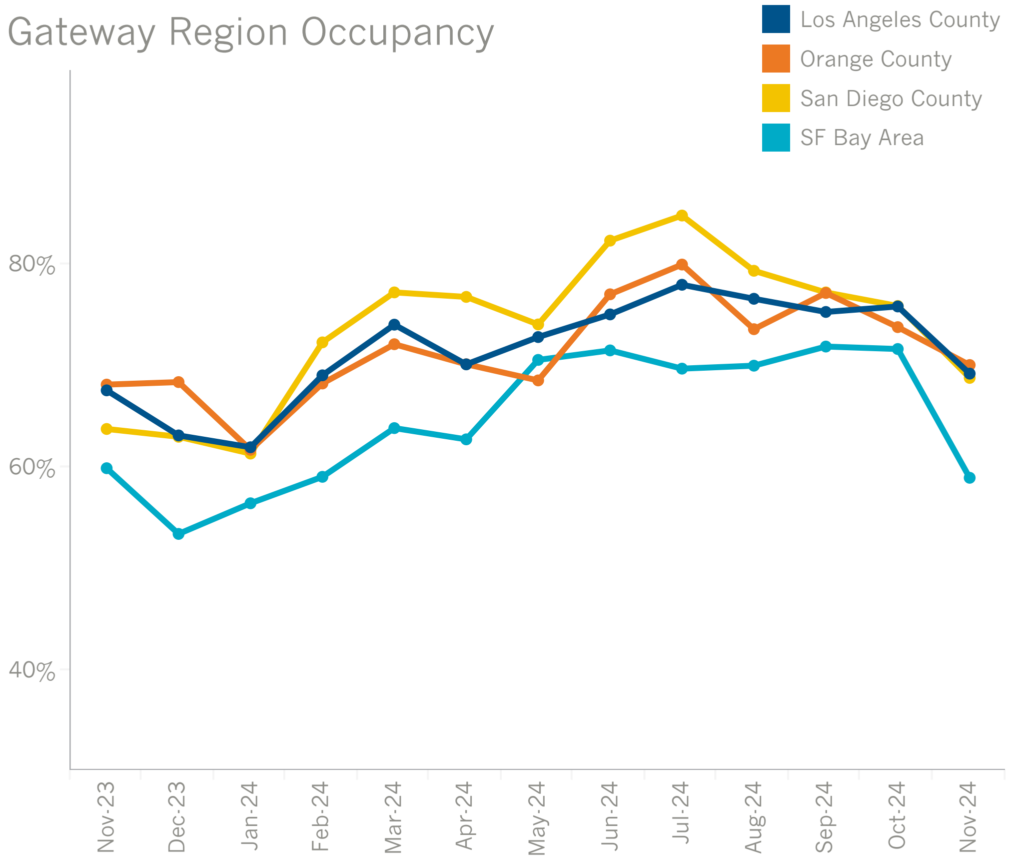


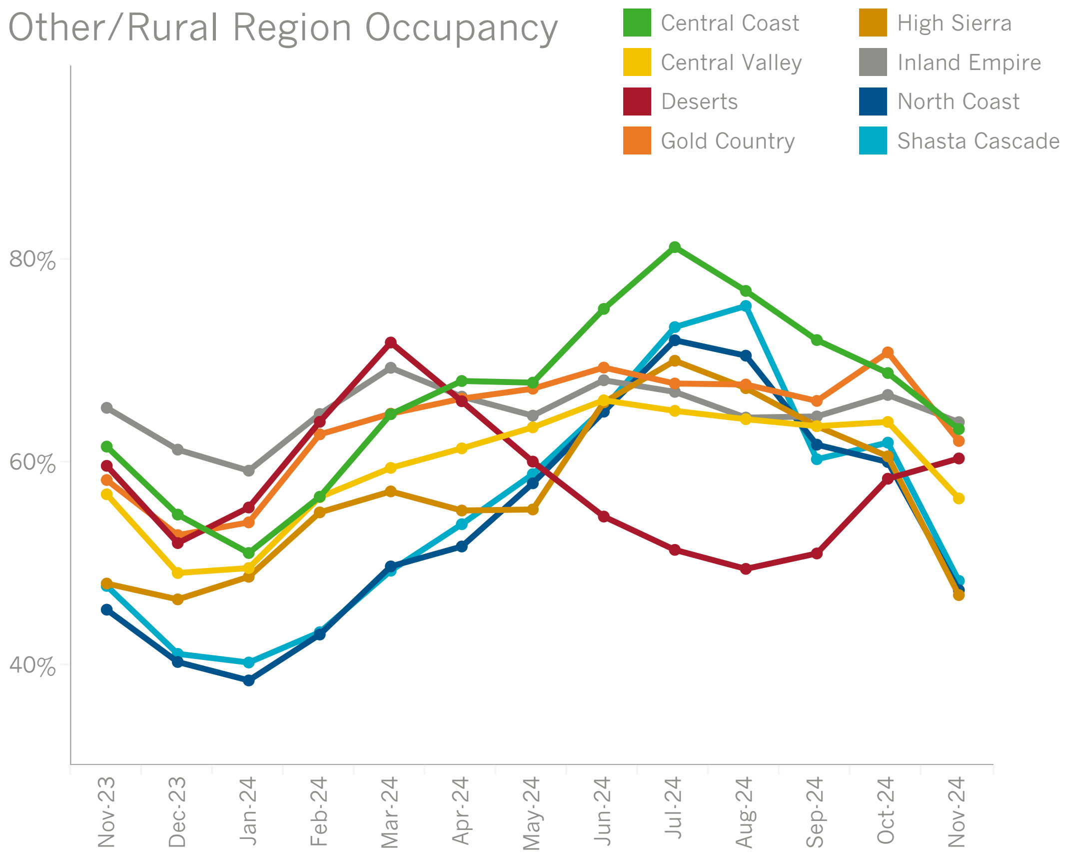
Gateway Regions include: Los Angeles County, Orange County, San Diego County, & San Francisco Bay Area
Other/Rural Regions include: Central Coast, Central Valley, Deserts, Gold Country, High Sierra, Inland Empire, North Coast, & Shasta Cascade
Data reported through: November 2024

Source: STR, LLC

Regions Hotel Occupancy

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



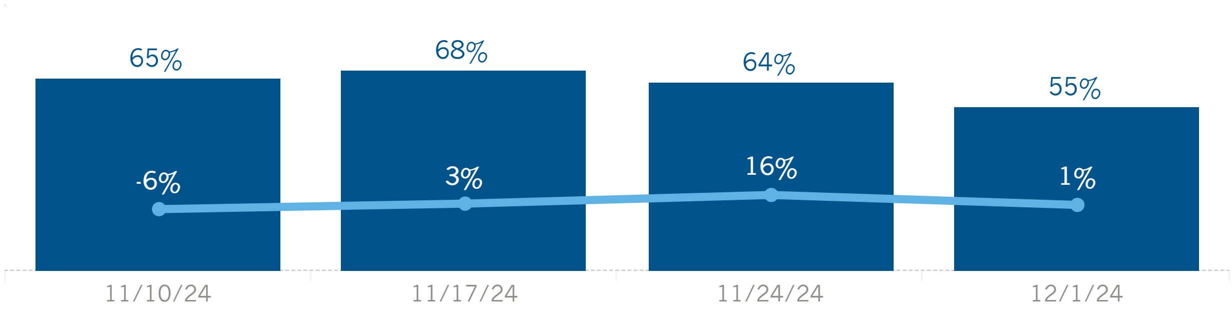


Data reported through: November 2024

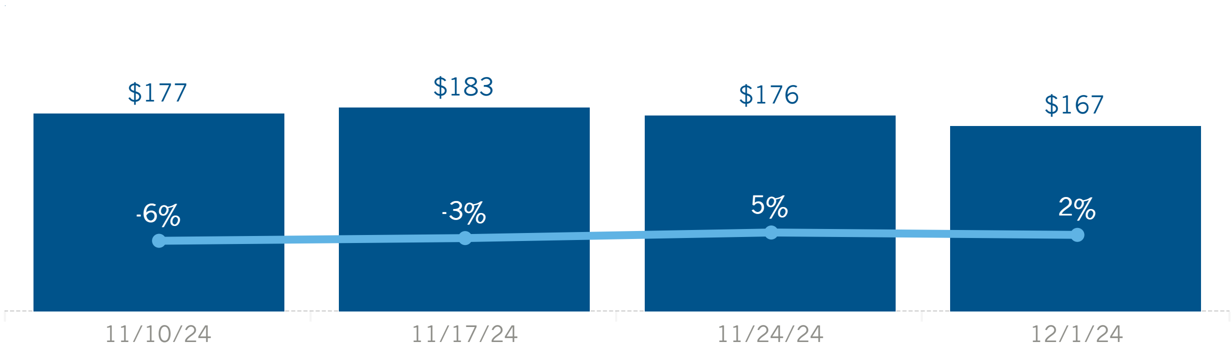
Source: STR, LLC

California Hotel Metrics (Weekly)

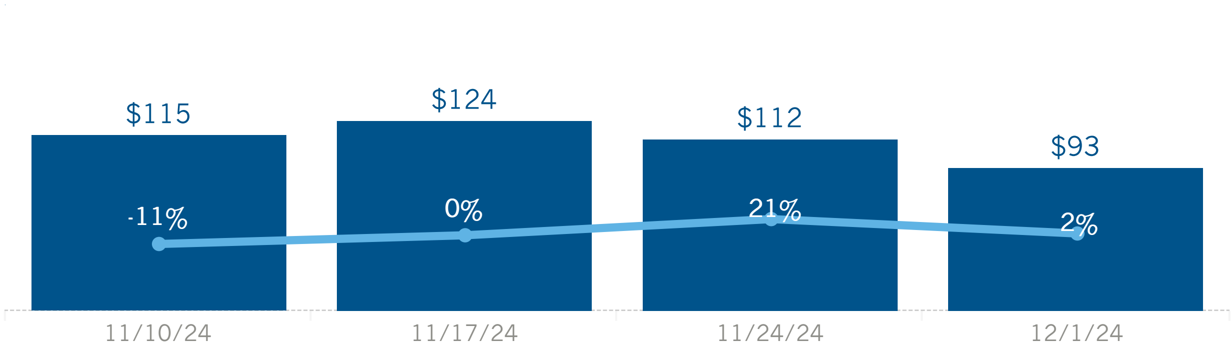
Occupancy



ADR



RevPAR



Data reported for: November 2024

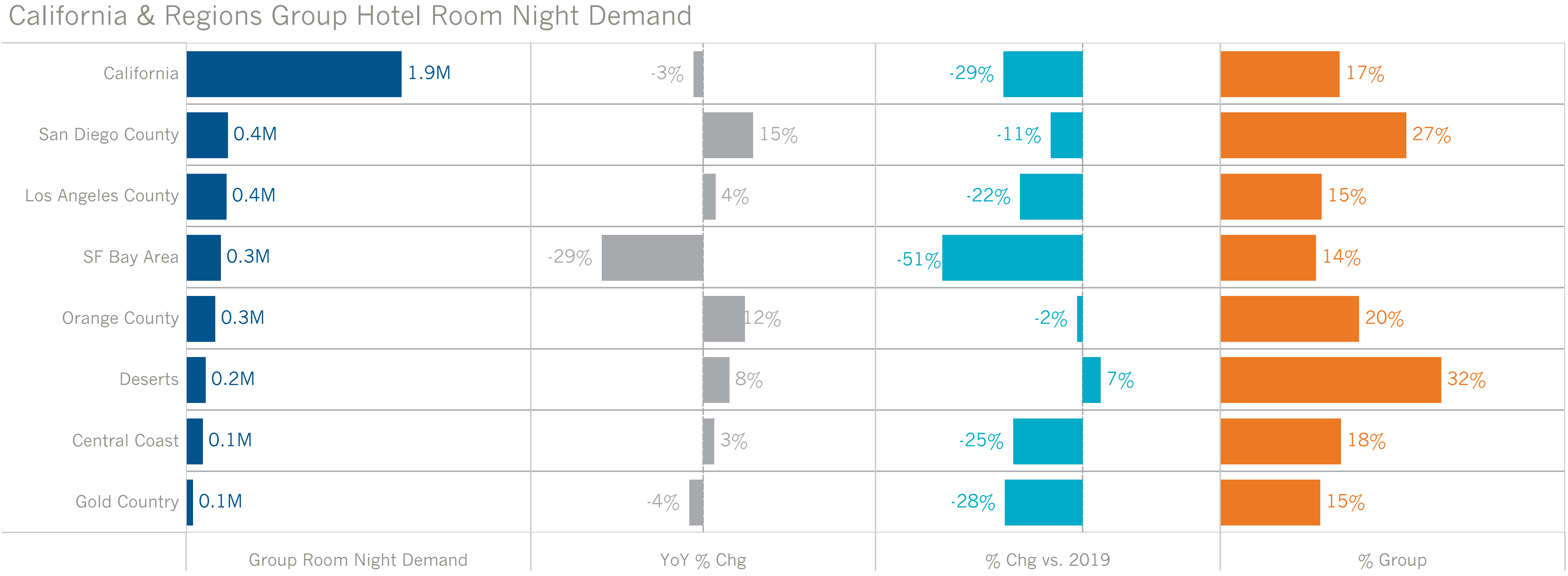
Source: STR, LLC

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.

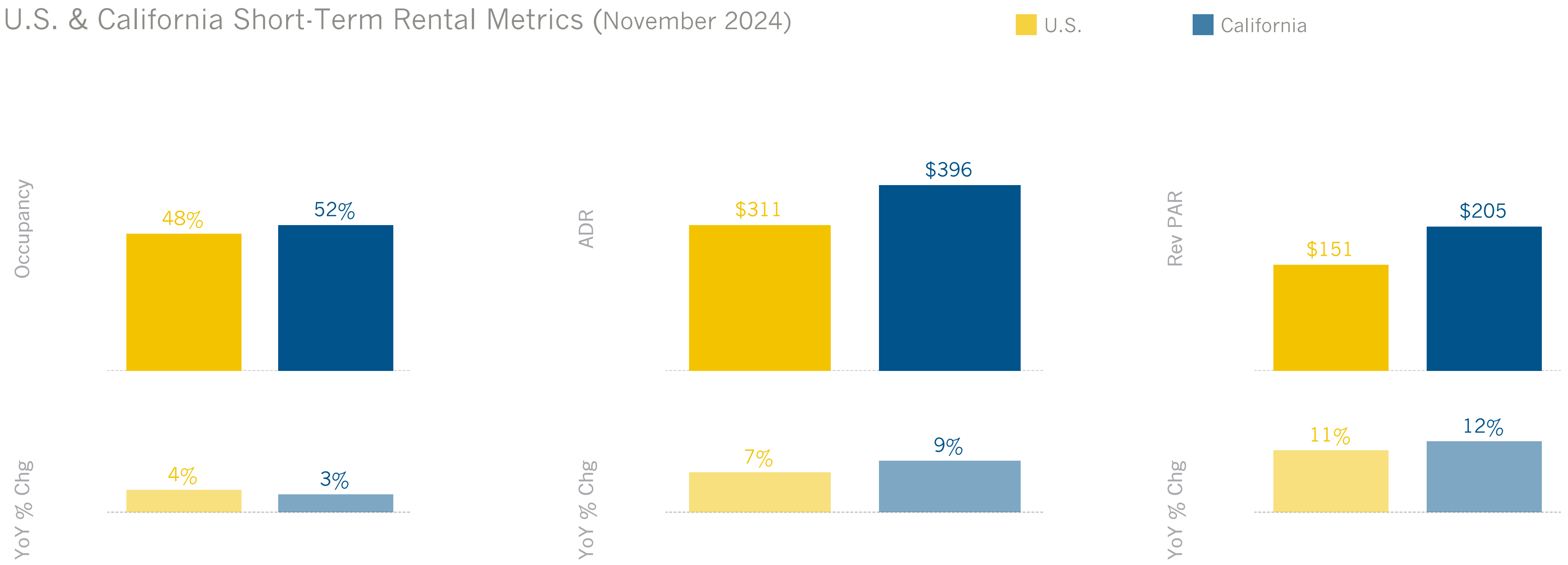
California Hotel Group Demand

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



California 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.



Source: AirDNA

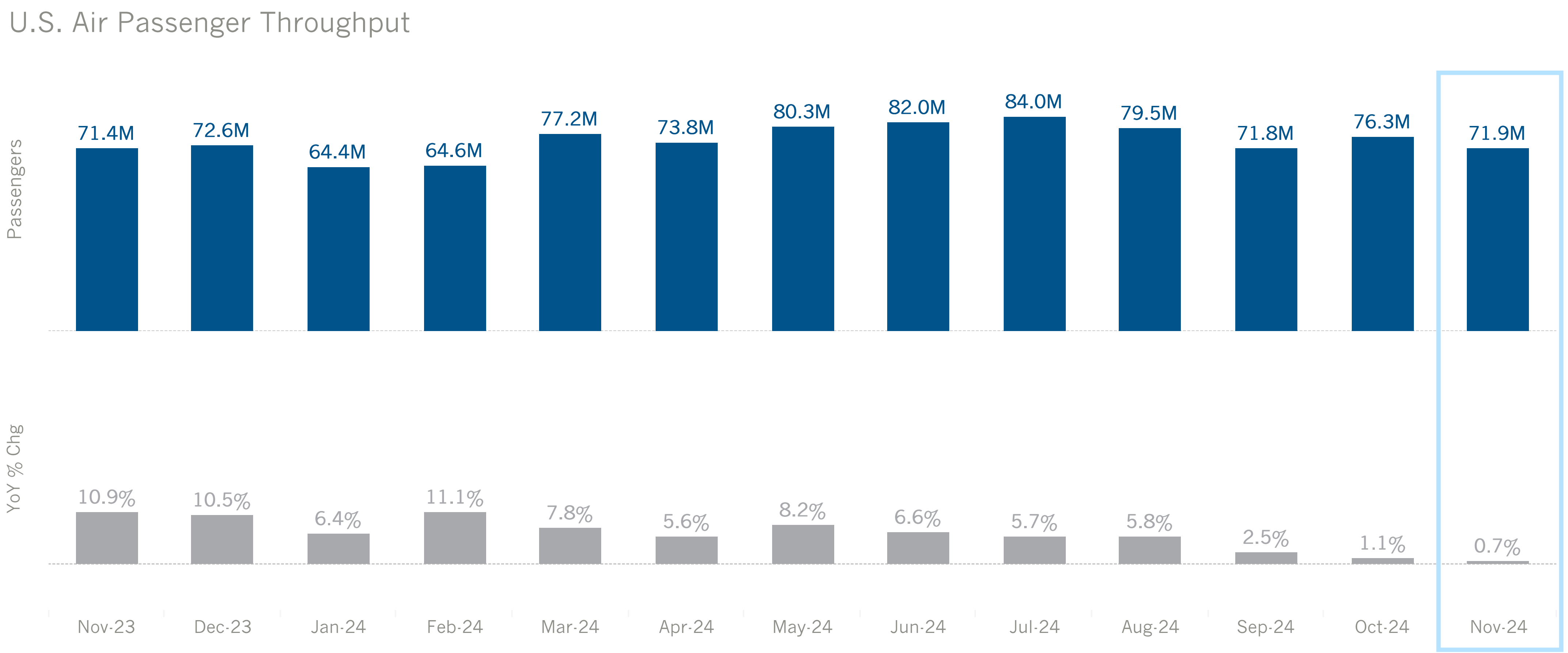
Domestic Indicators:

Airlift

- Air Passenger Throughput
- Domestic Non-Stop Seats

US Air Passenger Throughput

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

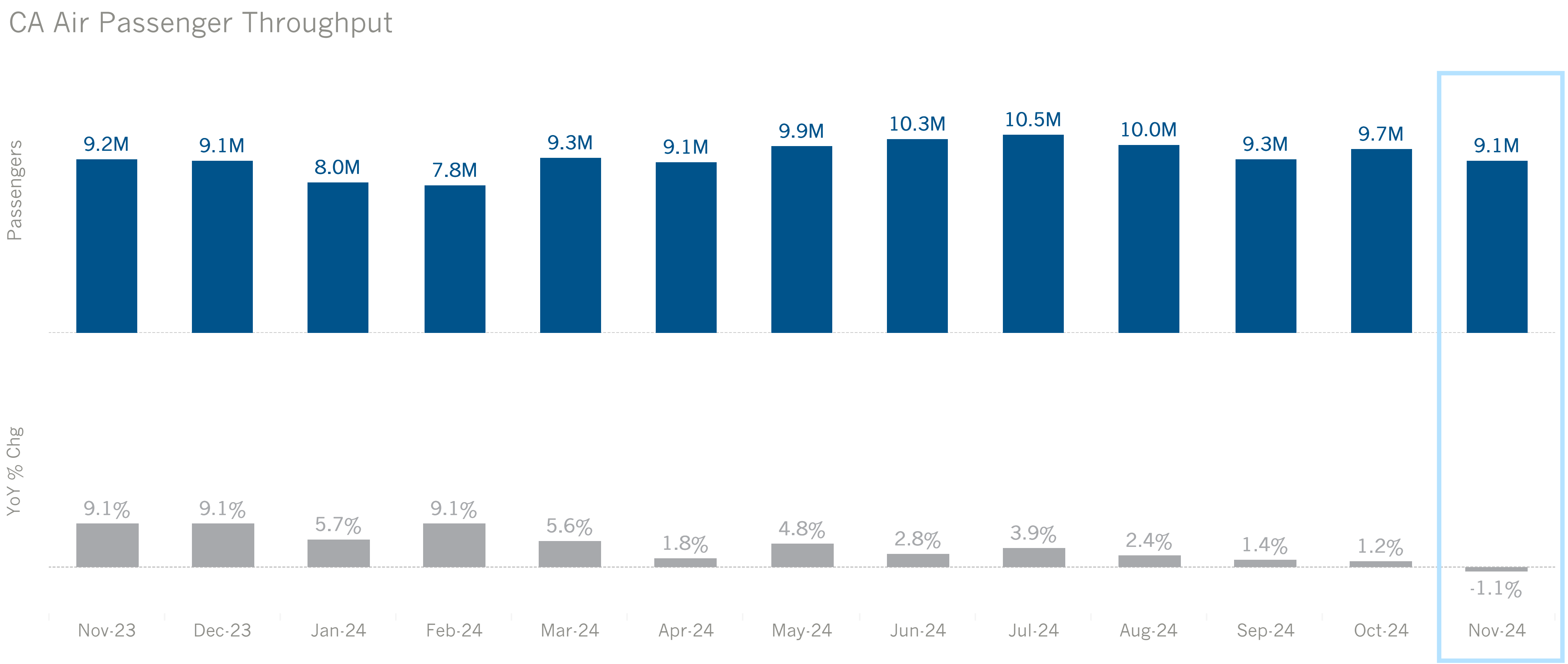


Data reported through: November 2024

Source: Department of Homeland Security (DHS)

CA Air Passenger Throughput

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

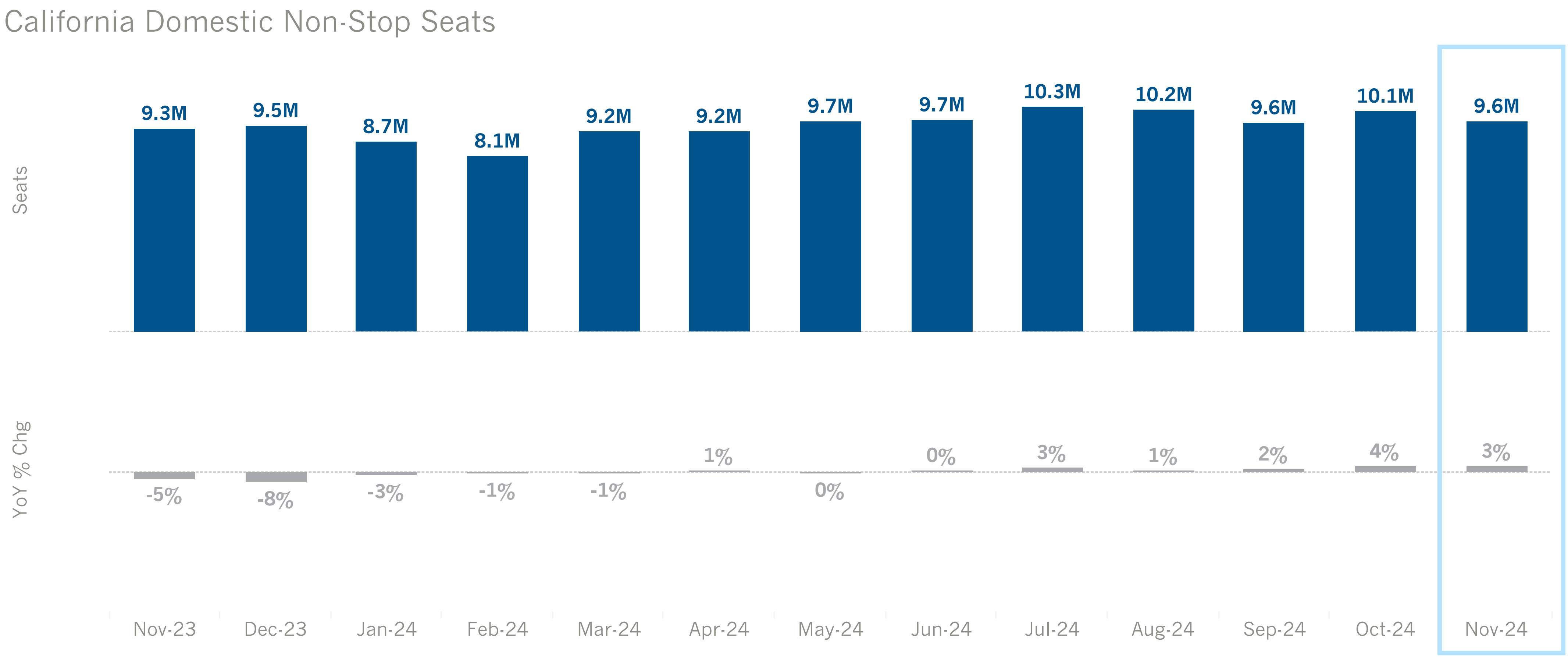


Data reported through: November 2024

Source: Department of Homeland Security (DHS)

California Domestic Non-Stop Seats

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



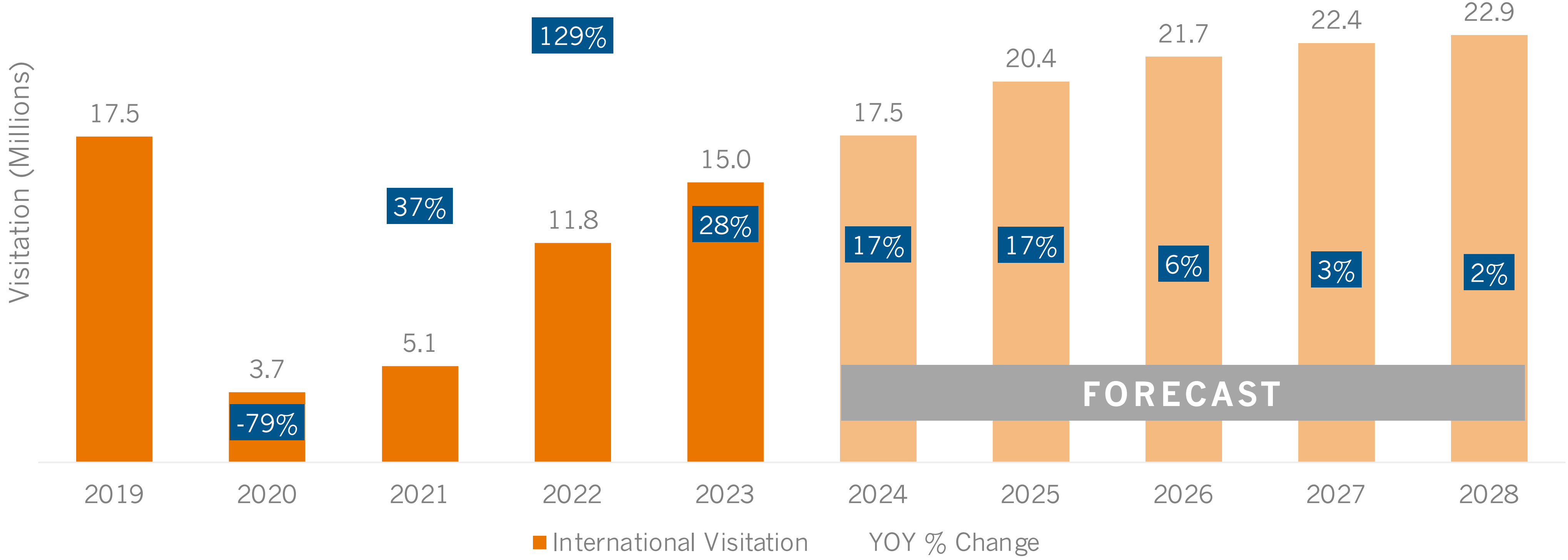
Source: Cirium

International Indicators: Forecast

- International Market Forecast

California Int’l Visitation Forecast

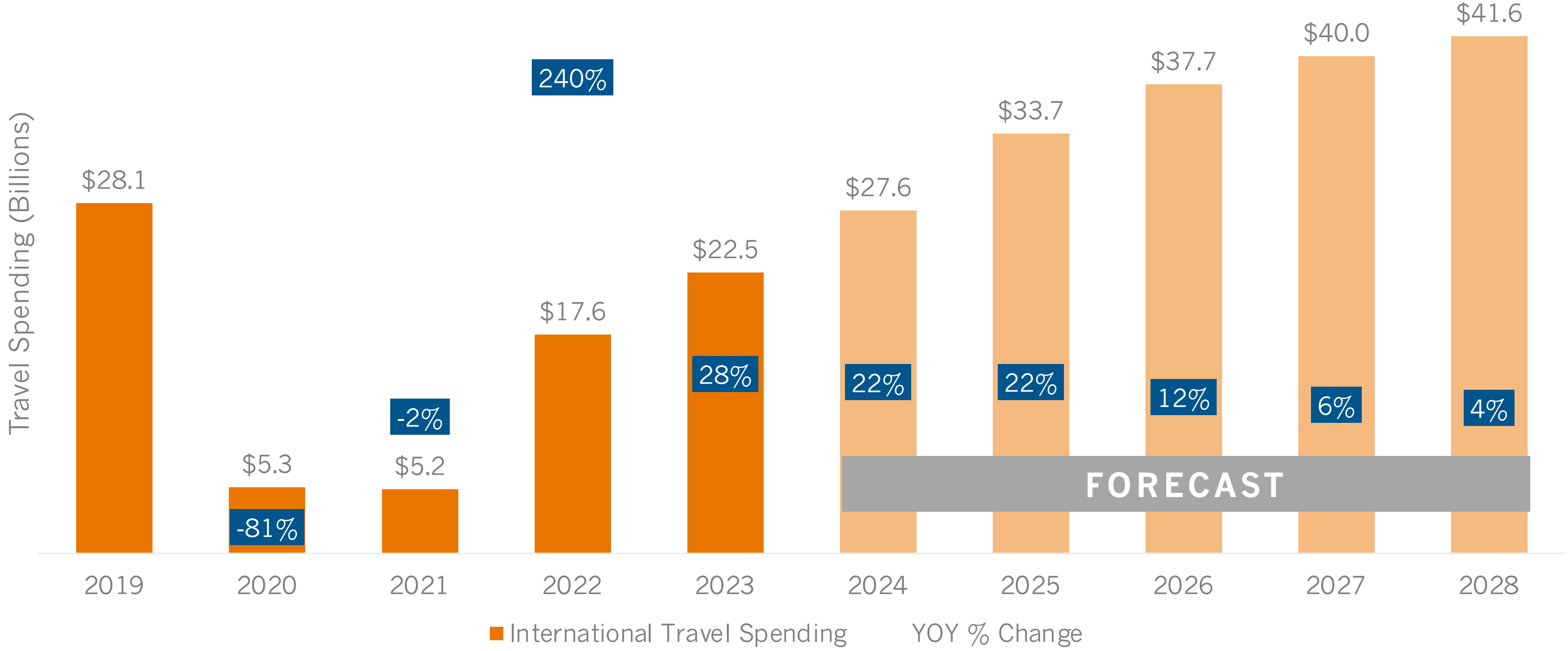
The chart below shows the current international visitation forecast and annual growth rate.



Source: Tourism Economics (October 2024)

California Int’l Spending Forecast

The chart below shows the current travel international spending forecast and annual growth rate.

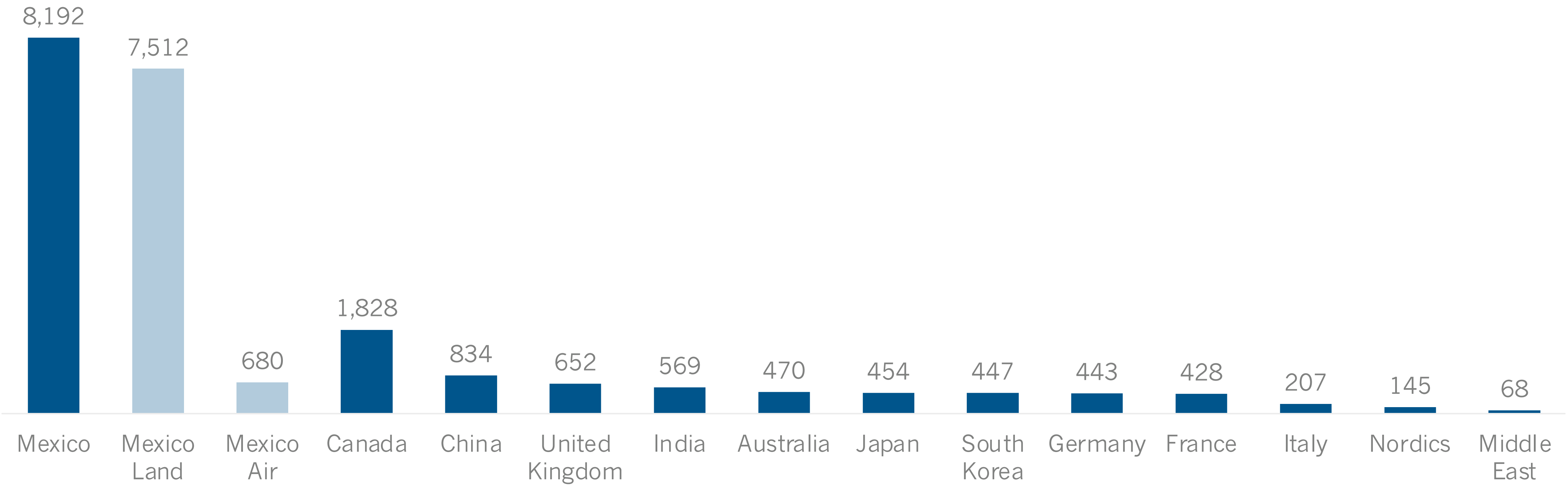


Source: Tourism Economics (October 2024)

California Int'l Market Visitation Forecast

The table below shows the international visitation forecast for California and recovery index broken out by international market.

2024 Visitation Forecast (Millions) & 2024 Recovery Index



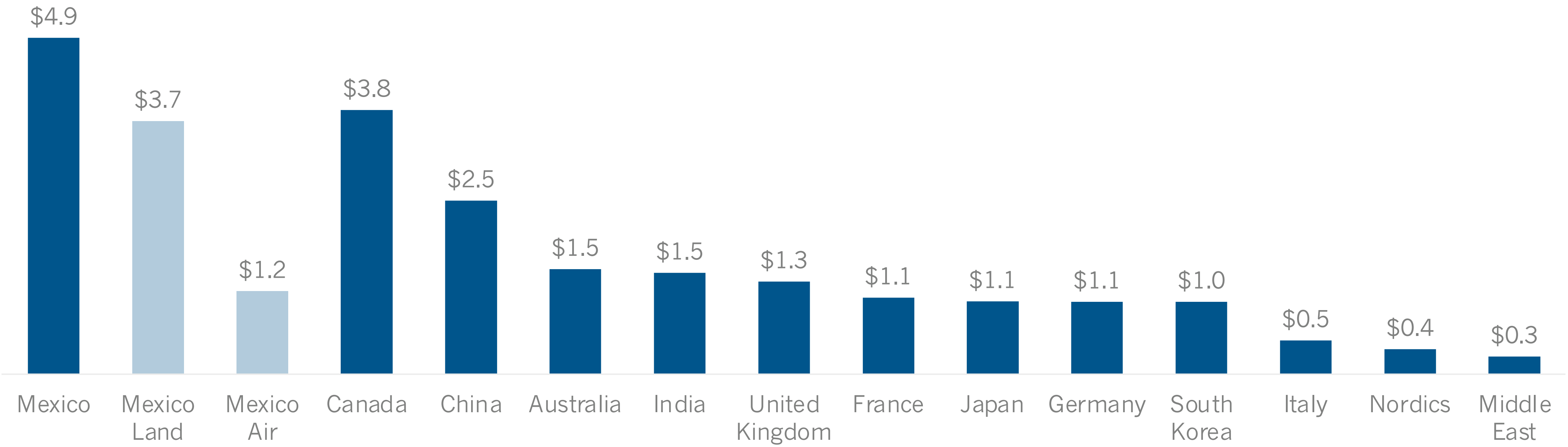
2024 Recovery Index: 107 105 126 106 81 87 135 79 81 92 99 93 101 59 73

Source: Tourism Economics (October 2024)

California Int'l Market Spending Forecast

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

2024 Visitor Spend Forecast (Billions) & Recovery Index



	Mexico	Mexico Land	Mexico Air	Canada	China	Australia	India	United Kingdom	France	Japan	Germany	South Korea	Italy	Nordics	Middle East
2024 Recovery Index:	117	108	151	121	94	121	111	95	97	77	108	90	102	59	91

Source: Tourism Economics (October 2024)

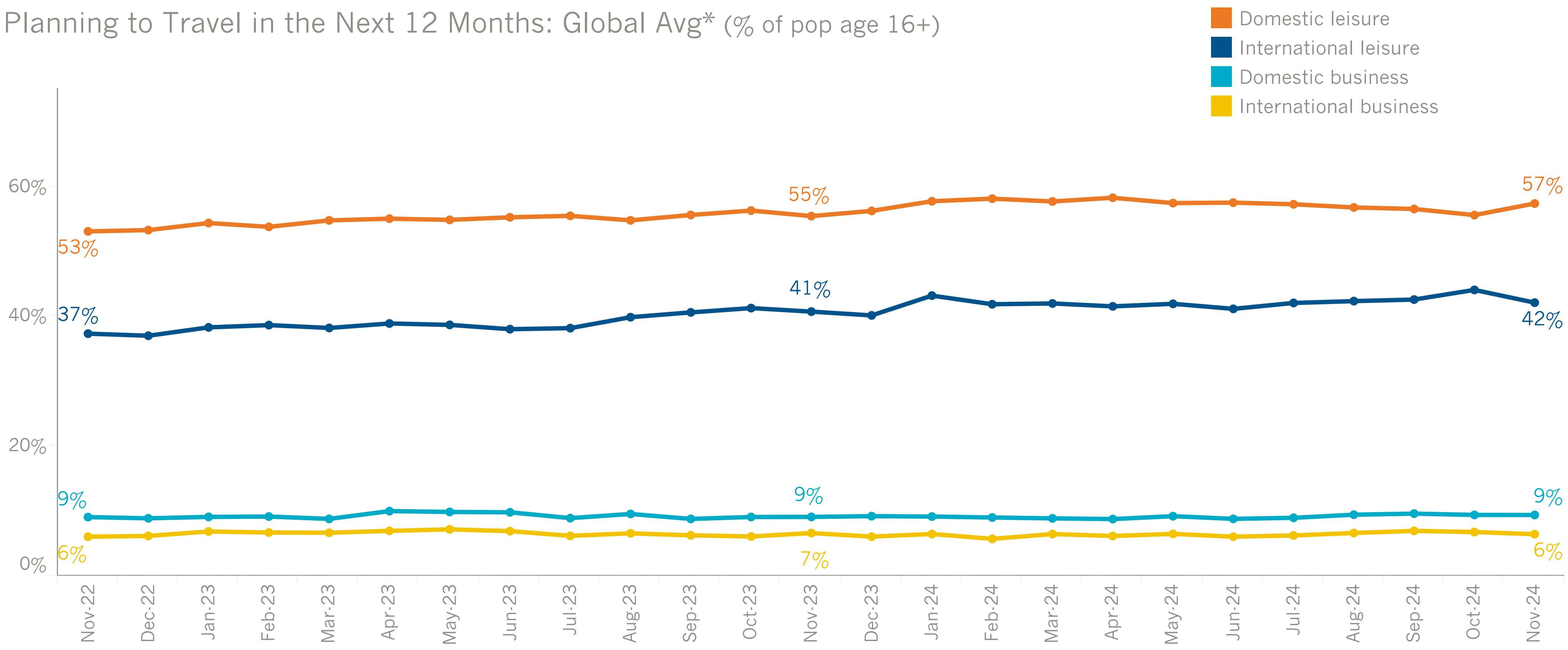
International Indicators:

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.

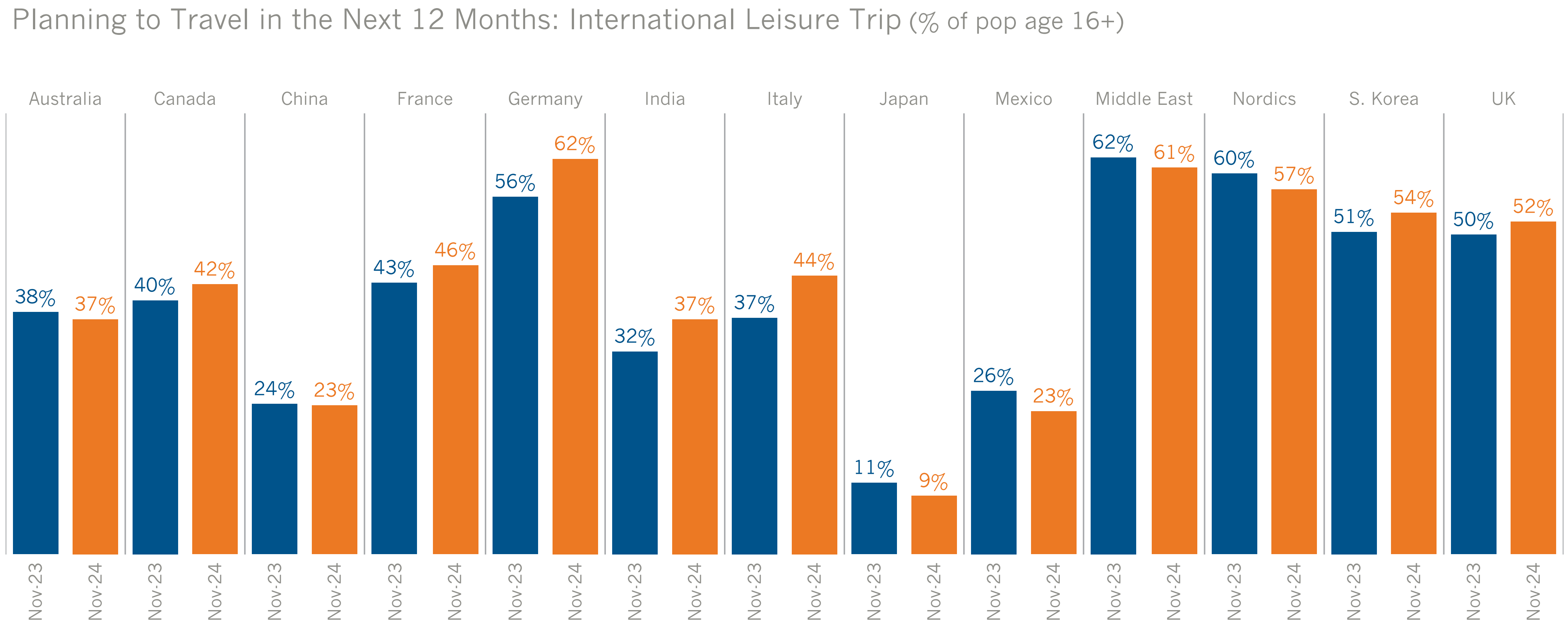


Q: Which, if any, of the following trips are you planning to take in the next 12 months?
*Based on respondents in Australia, Canada, China, Germany, France, India, Italy, Japan, Mexico, Middle East (Saudi Arabia & UAE), Nordics, South Korea & UK
Data reported for: November 2024

Source: YouGov

Markets Travel Planned (International Leisure)

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

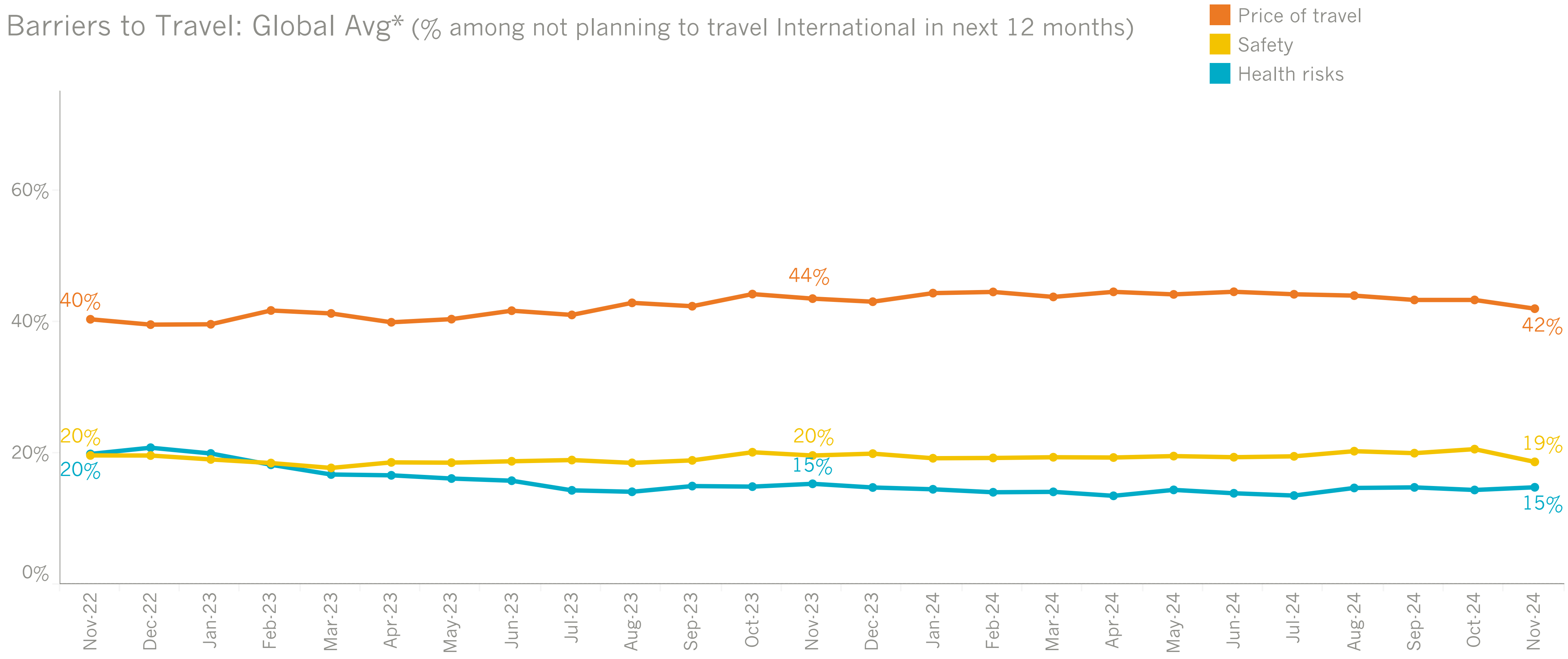


Q: Which, if any, of the following trips are you planning to take in the next 12 months?
Data reported for: November 2024

Source: YouGov

International Markets Barriers to Travel

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

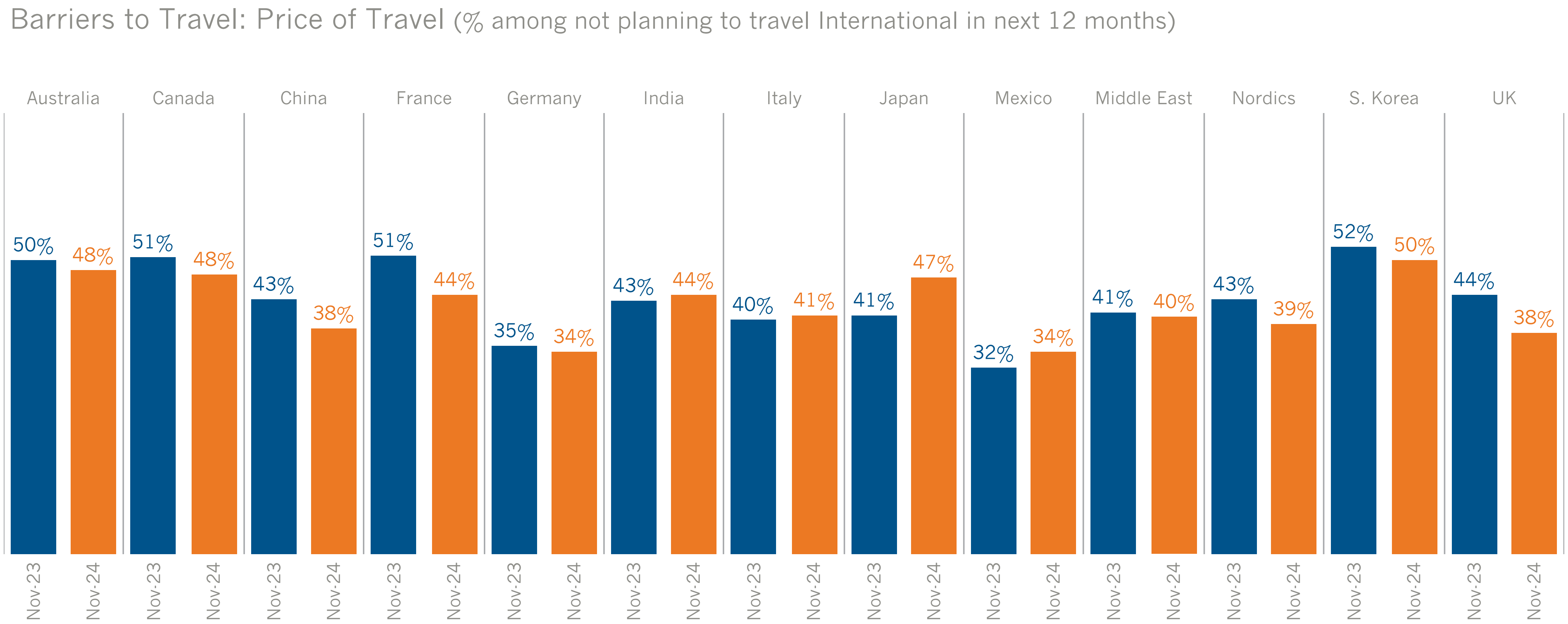


Q: Which, if any, of the below factors are currently preventing you from traveling?
*Based on respondents in Australia, Canada, China, Germany, France, India, Italy, Japan, Mexico, Middle East (Saudi Arabia & UAE), Nordics, South Korea, & UK
Data reported for: November 2024

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.



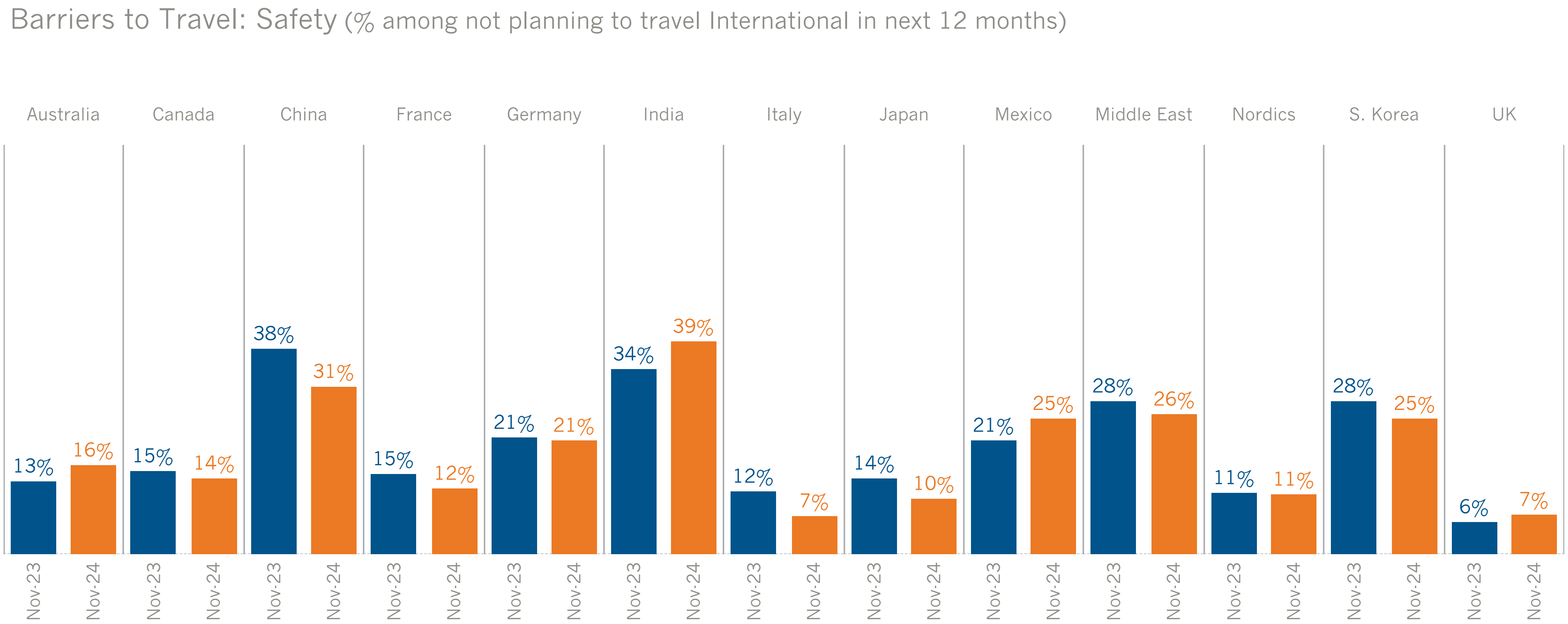
Q: Which, if any, of the below factors are currently preventing you from traveling?

Data reported for: November 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.



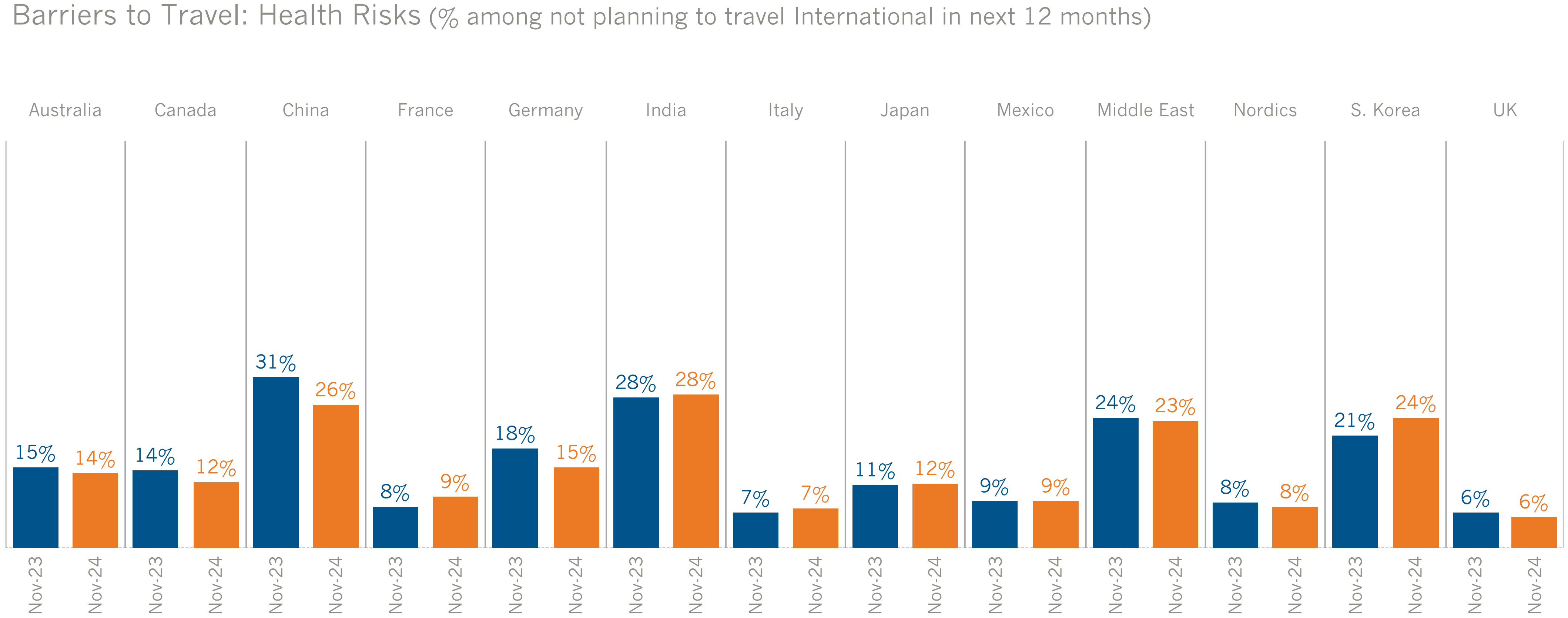
Q: Which, if any, of the below factors are currently preventing you from traveling?

Data reported for: November 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.



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

Data reported for: November 2024

Source: YouGov

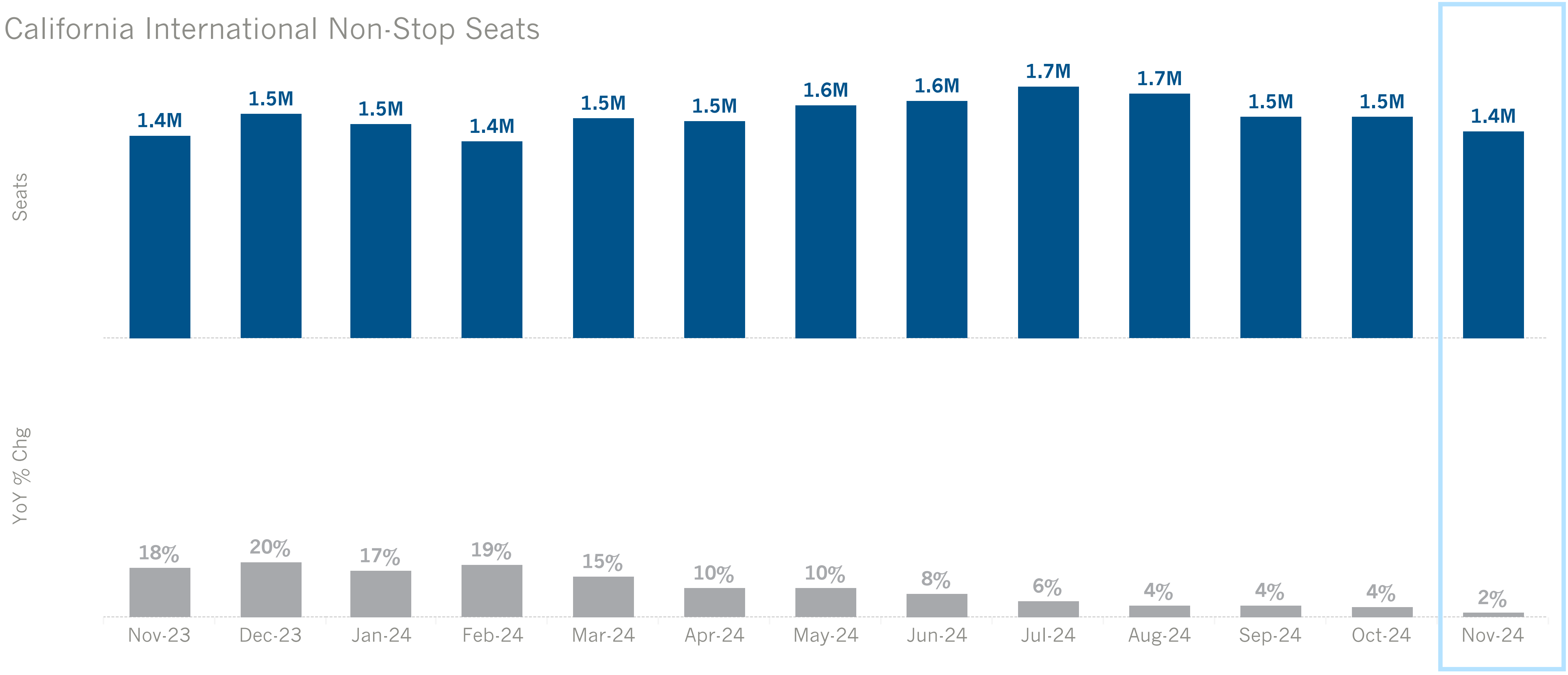
International Indicators:

Airlift & Arrivals

- International Non-Stop Seats
- Non-Resident Arrivals

California International Non-Stop Seats

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

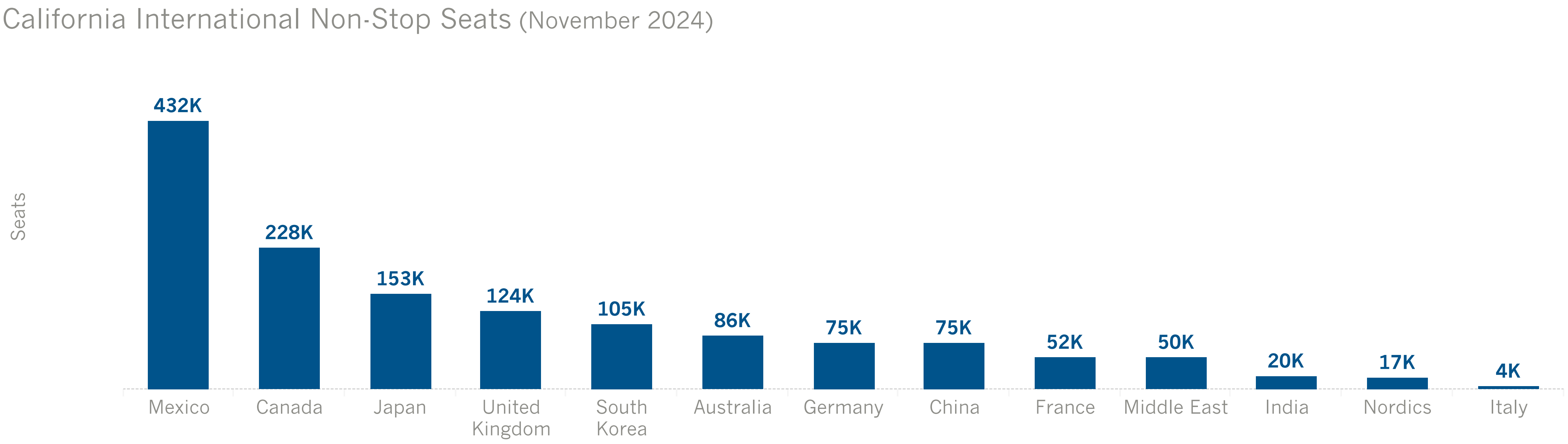


Data shown for Visit California priority markets.

Source: Cirium

California Int'l Non-Stop Seats by Market

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



	Mexico	Canada	Japan	United Kingdom	South Korea	Australia	Germany	China	France	Middle East	India	Nordics	Italy
YoY % Chg	11%	-1%	-4%	-14%	24%	-24%	11%	67%	-13%	-11%	0%	-2%	-62%
% Chg vs 2019	21%	0%	20%	-21%	30%	-25%	0%	-55%	-25%	11%	108%	-11%	9%

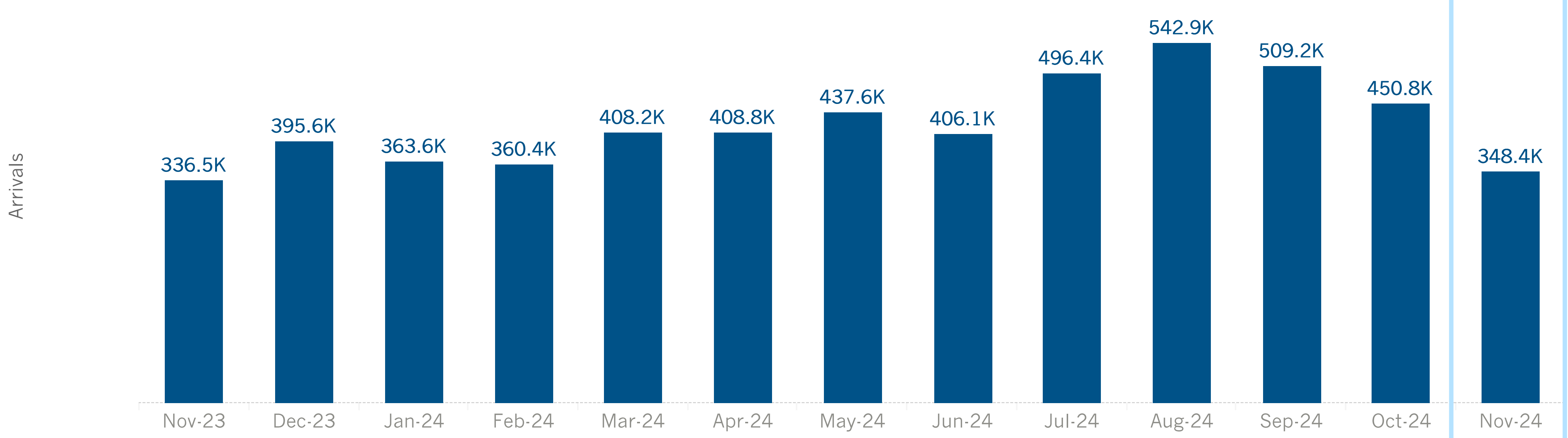
Data reported for: November 2024

Source: Cirium

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



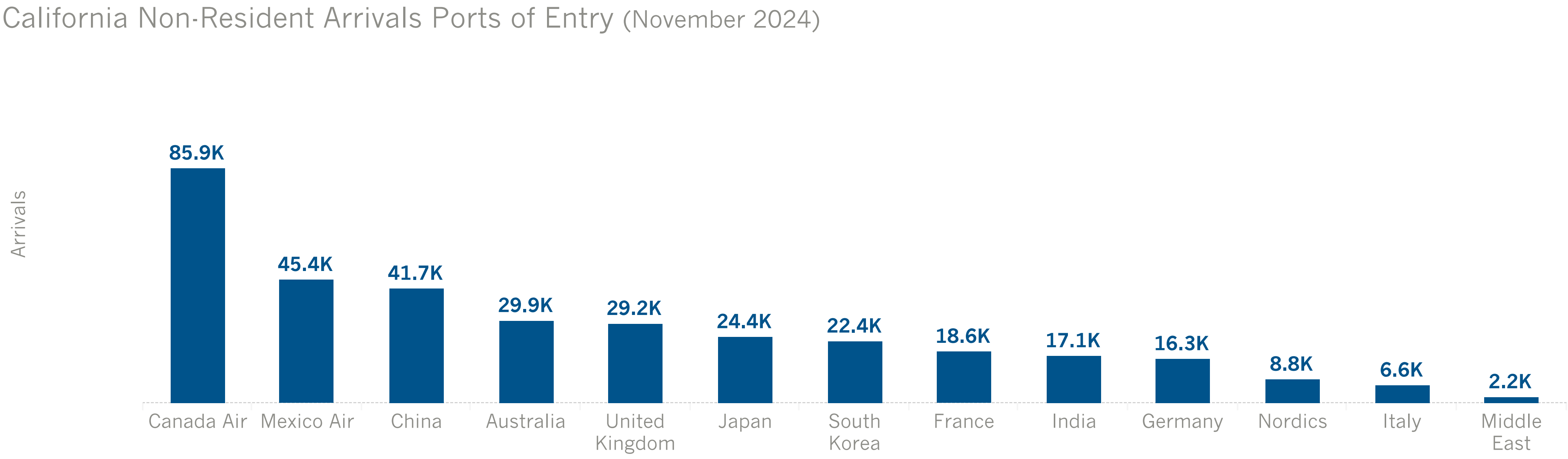
	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24
YoY % Chg	27%	24%	20%	30%	26%	17%	8%	16%	11%	11%	7%	7%	5%	4%
% Chg vs 2019	-20%	-21%	-20%	-26%	-22%	-14%	-26%	-19%	-25%	-21%	-18%	-13%	-16%	-18%

Data shown for Visit California priority markets.

Source: NTTO/CIC Research

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.



	Canada Air	Mexico Air	China	Australia	United Kingdom	Japan	South Korea	France	India	Germany	Nordics	Italy	Middle East
YoY % chg	-4%	6%	42%	-6%	-5%	-8%	8%	8%	16%	1%	7%	5%	-15%
% Chg vs 2019	-8%	13%	-16%	-38%	-31%	-37%	-18%	-18%	2%	-20%	-40%	-4%	-37%

Data reported for: November 2024

Source: NTTO/CIC Research

International Indicators:

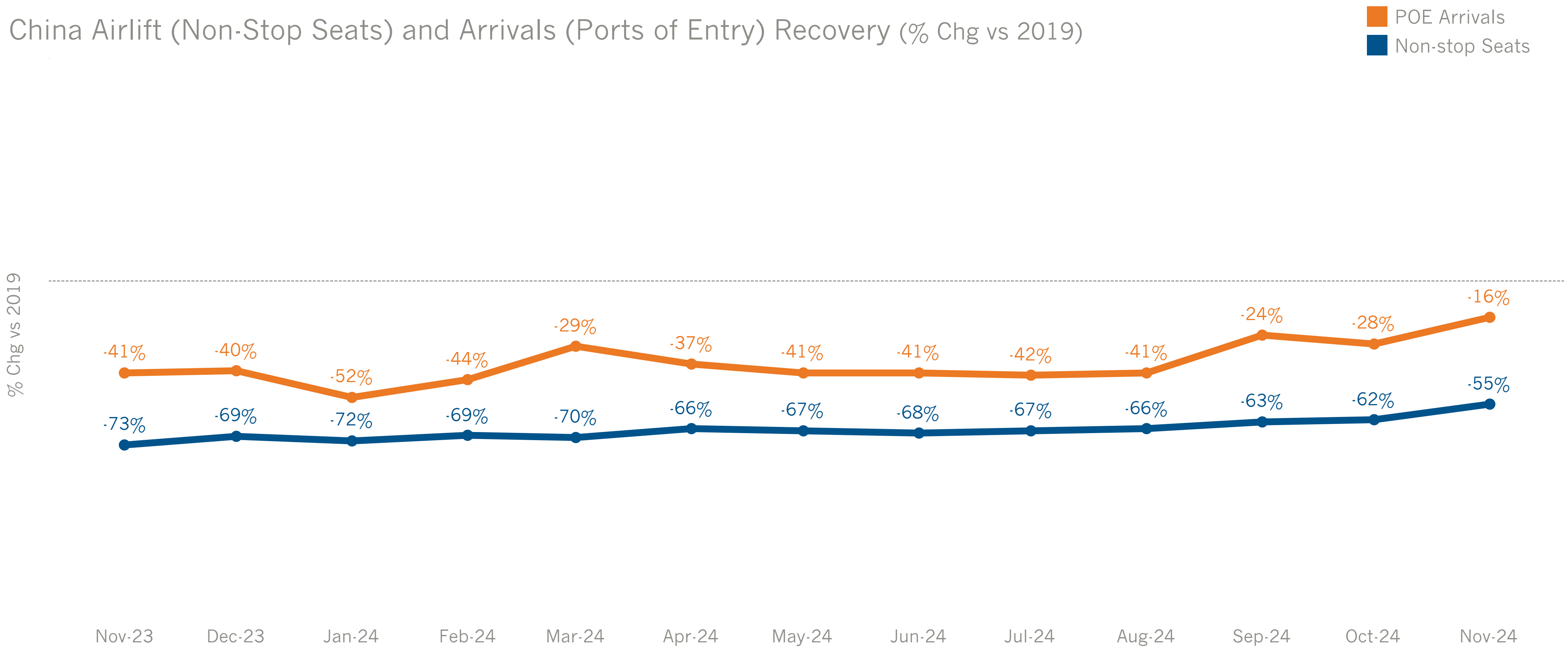
China Recovery Spotlight

- 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.

China Airlift (Non-Stop Seats) and Arrivals (Ports of Entry) Recovery (% Chg vs 2019)



Data reported through: November 2024

Source: Cirium/NTTO

Appendix:

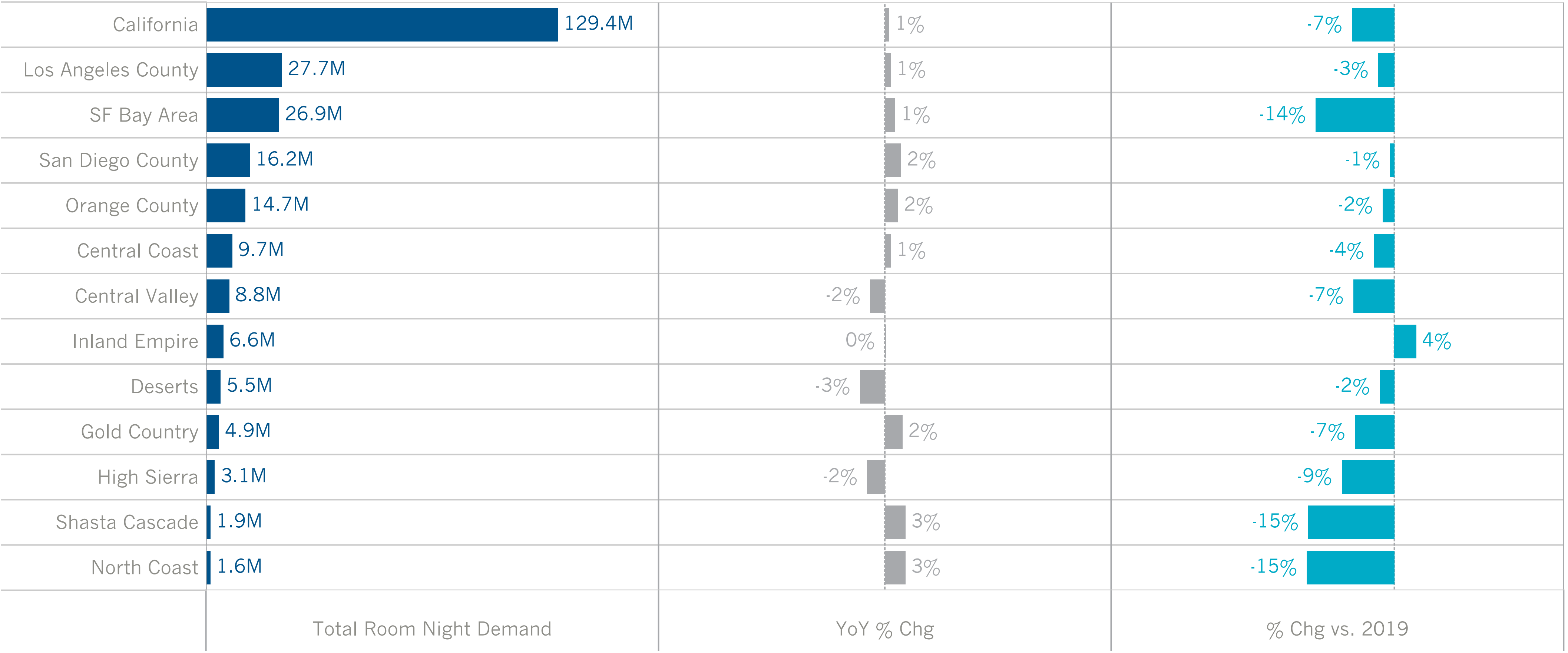
YTD Metrics

- Lodging Performance
- International Airlift
- International Arrivals

California & Regions Room Demand (YTD)

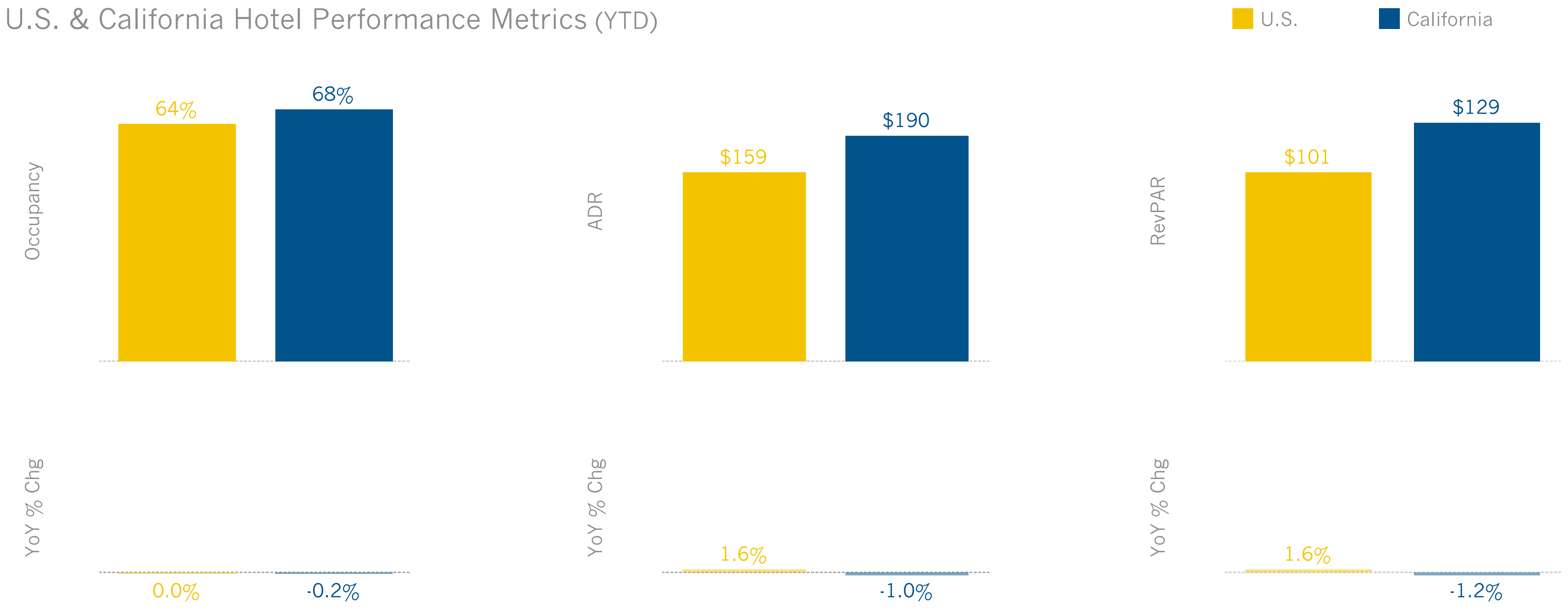
The chart below shows California and regions hotel room demand year-to-date benchmarked to prior year and to 2019 for the reporting month.

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.



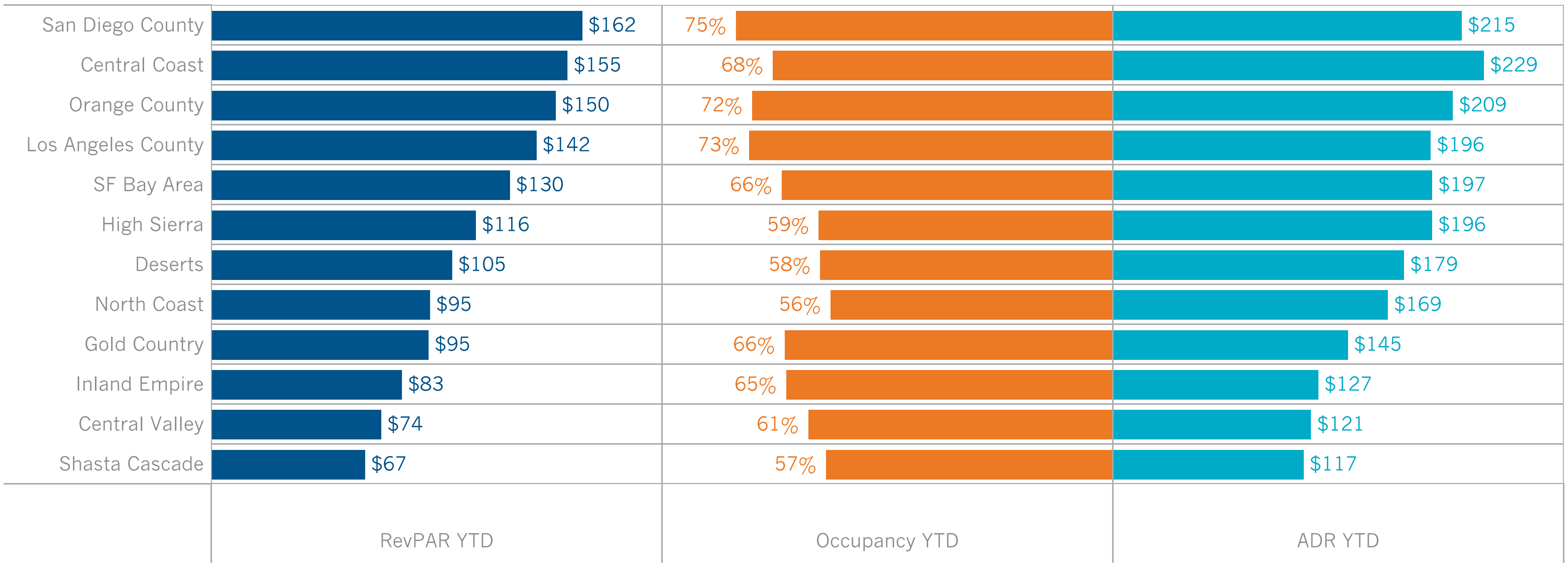
Data reported for: November 2024

Source: STR, LLC

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)



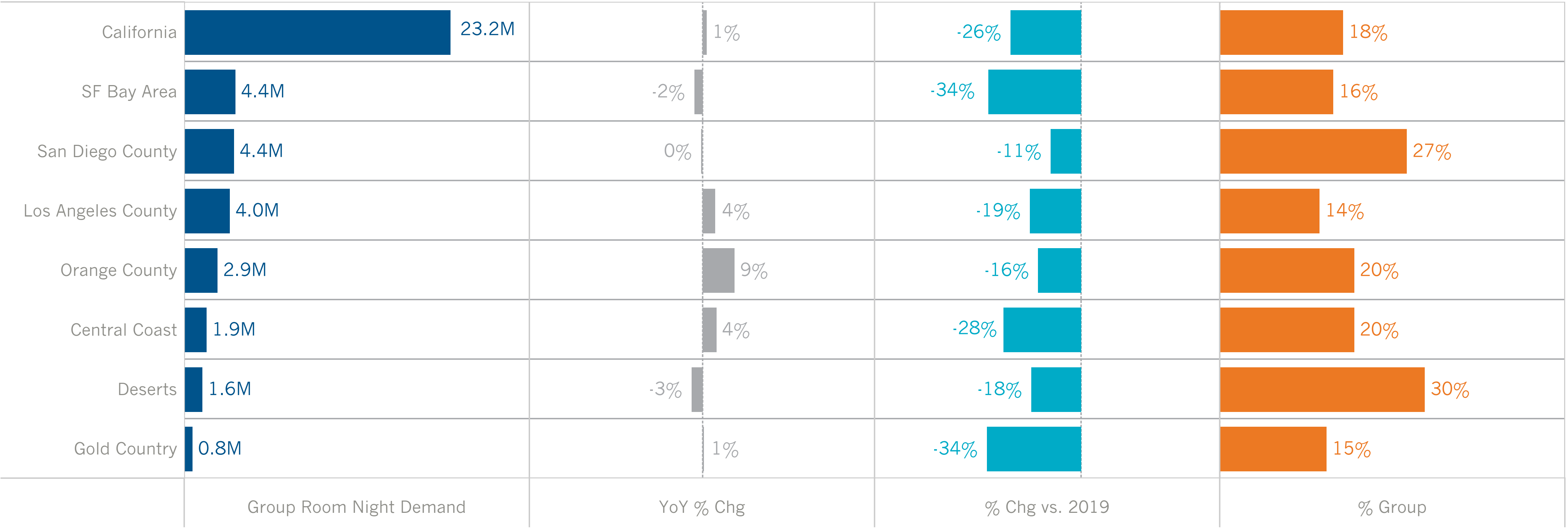
Data reported for: November 2024

Source: STR, LLC

California Hotel Group Room Demand (YTD)

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

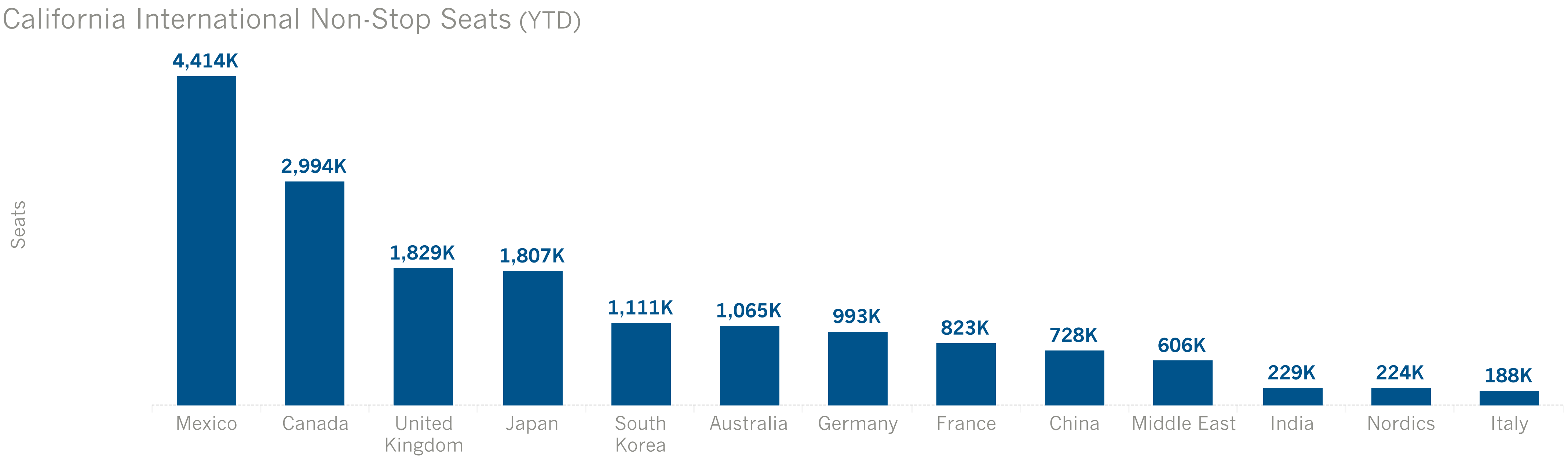
California & Regions Group Hotel Room Night Demand (YTD)



Source: STR, LLC

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.



	Mexico	Canada	United Kingdom	Japan	South Korea	Australia	Germany	France	China	Middle East	India	Nordics	Italy
YoY % Chg	3%	5%	-1%	11%	16%	10%	8%	1%	244%	-9%	15%	-6%	35%
% Chg vs 2019	12%	1%	-1%	26%	16%	-19%	6%	-12%	-66%	15%	120%	-40%	-4%

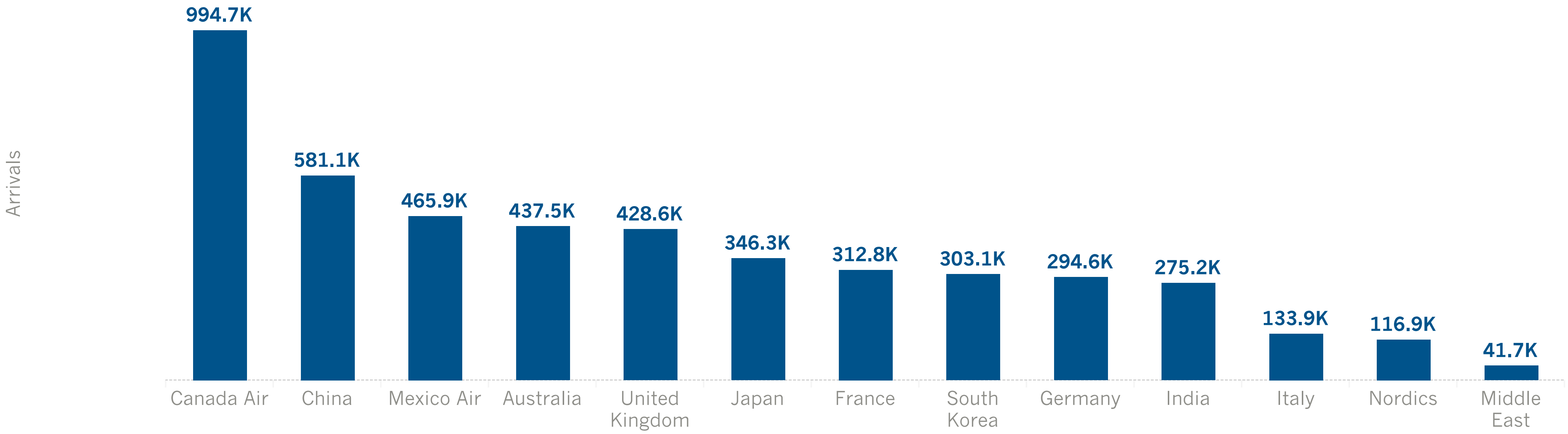
Data reported for: November 2024

Source: Cirium

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)



	Canada Air	China	Mexico Air	Australia	United Kingdom	Japan	France	South Korea	Germany	India	Italy	Nordics	Middle East
YoY % Chg	3%	65%	13%	6%	-1%	21%	4%	9%	10%	18%	14%	1%	-13%
% Chg vs. 2019	-6%	-38%	7%	-33%	-25%	-29%	-17%	-20%	-11%	8%	-8%	-41%	-43%

Source: NTTO/CIC Research