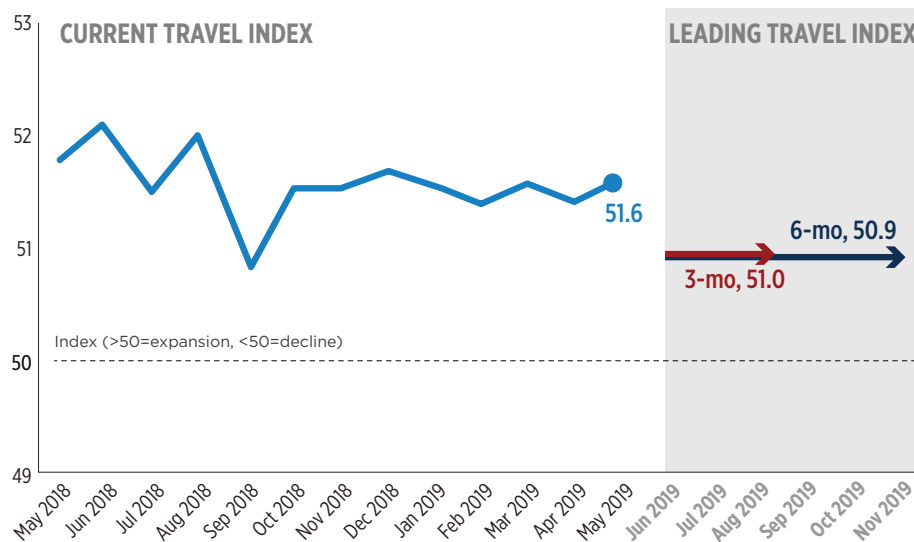


# MAY TRAVEL TRENDS INDEX

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

Analysis provided by  
 OXFORD  
ECONOMICS



SOURCE: Oxford Economics, U.S. Travel Association

CTI reading of **51.6** in **May 2019** indicates that travel to or within the U.S. grew **3.2%** in **May 2019** compared to May 2018.

LTI predicts travel growth will moderate through November 2019, a result of softer growth across all travel segments.

Overall travel volume (person trips to or within the U.S. involving a hotel stay or air travel) grew at a slightly faster year-over-year rate in May 2019 compared to April 2019. Domestic travel experienced firm growth supported by both the business and leisure segments; international inbound stabilized, though at a tepid pace.

## HIGHLIGHTS:

\* For CTI and LTI definitions, please see below.

- The Current Travel Index (CTI) has registered at or above the 50 mark for 113 straight months, as the industry sustains its tenth consecutive year of expansion.
- The CTI was positive in May, registering 51.6 (indicating 3.2% percent y/y growth). This is on a par with the 6-month moving average.
- International inbound expanded 1.2% (y/y) in May, falling closer to its six-month trend following three months of wider fluctuations. The Leading Travel Index (LTI) continues to project that inbound travel growth will be slow, registering just 0.4% over the next six months.
- Domestic leisure travel extended its growth trend in May (3.6%), just below its six-month average. The business segment rebounded to grow 3.0% after stalling in April (0.2%).
- The 6-month LTI reading of 50.9 indicates that total U.S. travel volume is expected to grow at a rate of around 1.8% through November 2019. While international inbound travel is projected to grow at the same anemic rate (0.4%) in the June 2019 to November 2019 period as in the previous six months, growth in domestic travel (2%) is expected to be slower than in the previous six months (3.4%).

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

The Oxford/U.S. Travel **Leading Travel Index (LTI)** is an indicator of the future direction and pace of travel volume to and within the U.S. over the coming three and six months compared to the same period in the prior year. The LTIs represent average readings over the next three and six months. The LTI econometric model is based on data sets that have demonstrated to predict near-term future travel: online travel searches and bookings for future travel, consumer travel intentions data, and economic fundamentals. A score above 50 indicates expansion. A score below 50 indicates decline.

# MAY TRAVEL TRENDS INDEX (CONT.)

	CTI	3-MONTH LTI*	6-MONTH LTI**
APRIL INDEX	51.5	51.0	50.9
MAY INDEX	51.6	51.0	50.9
DIRECTION AND SPEED	Travel demand increased; at a slightly faster rate than the previous month	Travel is expected to grow over the coming 3 months; at a slower rate	Travel is expected to grow over the coming 6 months; at a slower rate

\* Average outlook reading for Jun 2019 to Aug 2019  
 \*\* Average outlook reading for Jun 2019 to Nov 2019



*Domestic leisure travel has been an ongoing source of solid demand for the travel industry over the past several years, and this continued into the first half of 2019. This has been especially important given the headwinds which have been blowing against international inbound travel.*

**DAVID HUETHER**

Senior Vice President, Research

## DETAILED RESULTS:

Domestic travel demand increased 3.6% in May, supported by both business and leisure segment growth. Business travel demand made a strong recovery from negative calendar shift impacts in April. Looking ahead, leisure travel is expected to grow at a faster pace than business travel. Vacation intentions from January-April 2019 are above 2018 levels over the same period, and forward-looking bookings and searches point to continued growth.

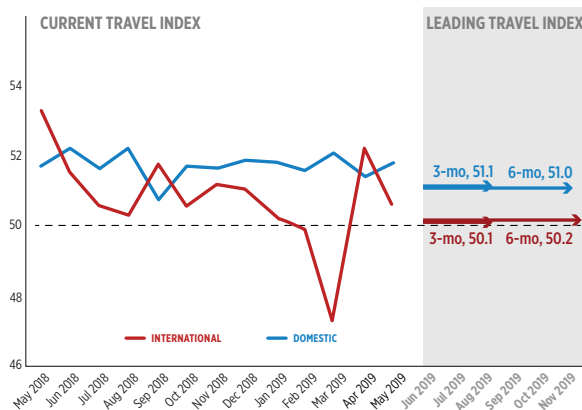
International inbound demand normalized in May (+1.2%) following calendar-influenced volatility in March and April. Despite robust growth in April, international inbound growth is expected to be restrained over the next six months.

	CURRENT TRAVEL INDEX (CTI)				LEADING TRAVEL INDEX (LTI)		6-MO LTI VS. CTI 6-MO AVG.	
	6-MONTH AVG	MARCH	APRIL	MAY	3-MONTH*	6-MONTH**	DIRECTION	SPEED
TOTAL MARKET	51.6	51.6	51.5	51.6	51.0	50.9	Increasing	Slower
INTERNATIONAL	50.2	47.2	52.2	50.6	50.1	50.2	Increasing	-
DOMESTIC	51.7	52.0	51.4	51.8	51.1	51.0	Increasing	Slower
BUSINESS	51.3	51.6	50.1	51.5	50.8	50.8	Increasing	Slower
LEISURE	51.9	52.2	51.9	51.8	51.2	51.1	Increasing	Slower

\* Average outlook reading for Jun 2019 to Aug 2019  
 \*\* Average outlook reading for Jun 2019 to Nov 2019

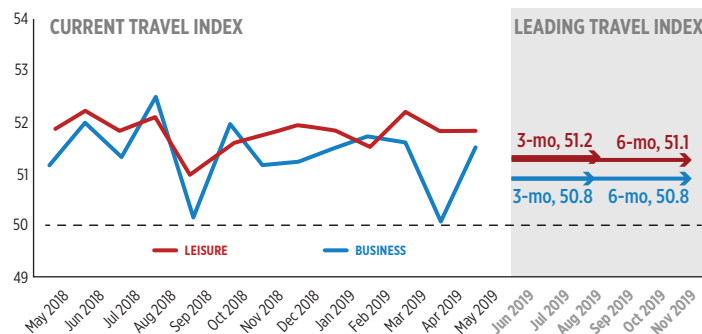
### MAY DOMESTIC AND INTERNATIONAL TRAVEL INDEX

Index (>50 = expansion, <50 = decline)



### MAY DOMESTIC BUSINESS AND LEISURE TRAVEL INDEX

Index (>50 = expansion, <50 = decline)



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## MAY TRAVEL TRENDS INDEX (CONT.)

Domestic travel is expected to grow around 2.0% year-over-year through November 2019, with leisure travel contributing to the expansion moderately more than business travel. Consumer confidence rose to nearly end-of-2018 levels, but subdued consumer spending and business investment are expected to weigh upon both the leisure and business segments. New, enduring or escalating trade conflicts pose additional downside risks and contribute to cooler expectations for business investment growth in 2019.

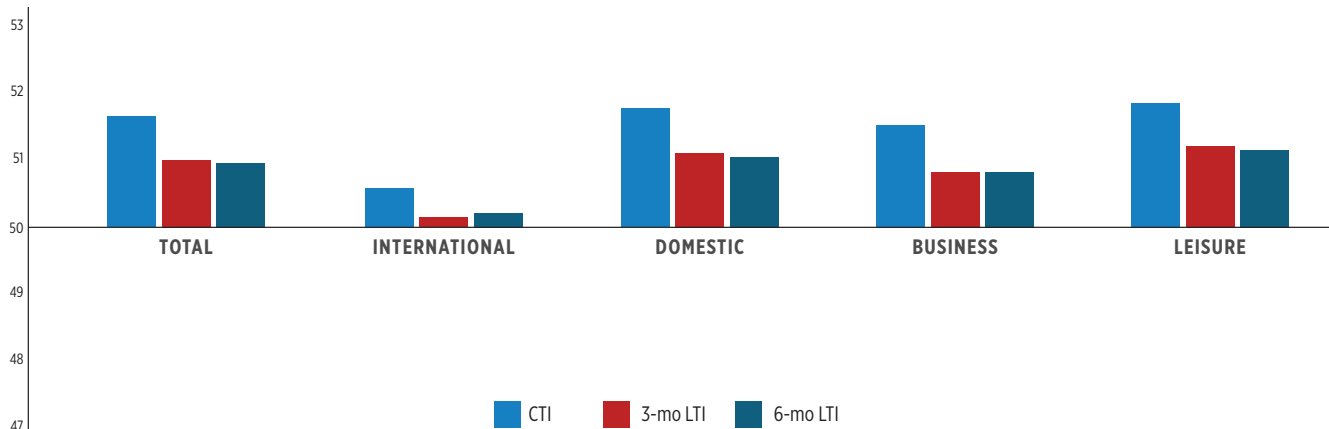
International inbound travel demand stabilized at a diminished pace following contractions in February and March and a sharp rebound in April to outperform its six-month average growth rate by a modest margin. However, we forecast that growth will remain weak, hovering below 0.5% over the coming six months. Soft global economic activity, prolonged and expanding trade tensions, and uncertainty surrounding the Trump administration remain major risks to international traveler sentiment. Ongoing U.S.-China, U.S.-Mexico-Canada, and U.K.-Eurozone trade discussions, if resolved, may ease these downside risks.

Adam Sacks, President of Oxford's Tourism Economics group says, "The continued fortitude of core U.S. business and consumer activities, in addition to new expectations for accommodative monetary policy, promote the view that the U.S. economy will make a soft landing through the end of the year, supporting a moderate travel demand outlook."

**Please note:** The Travel Trends Index is based on public and private sector source data which are subjected to revision by the source agency.

### MAY CTI, 3-MONTH AND 6-MONTH LTI

Index (>50 = expansion, <50 = decline)



The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

The Oxford/U.S. Travel **Leading Travel Index (LTI)** is an indicator of the future direction and pace of travel volume to and within the U.S. over the coming three and six months compared to the same period in the prior year. The LTIs represent average readings over the next three and six months. The LTI econometric model is based on data sets that have demonstrated to predict near-term future travel: online travel searches and bookings for future travel, consumer travel intentions data, and economic fundamentals. A score above 50 indicates expansion. A score below 50 indicates decline.

## METHODOLOGY

The **Current Travel Index (CTI)** measures monthly travel volumes in the U.S., including both domestic and international inbound travel. A score over 50 indicates an expansion in travel relative to the same month the prior year.

The index measures person trips that involved a hotel stay and/or a flight.

The following methods and sources are used to estimate (1) total travel; (2) international visitations; and (3) domestic travel (which is the residual of total travel minus international visitations):

- 1. Total travel (domestic and international):** Total travel is calculated based on hotel stays of domestic and international travelers as well as air travel of domestic travelers. While most international visitors are assumed to stay in hotels, domestic travelers often do not. As such, the domestic travel estimate is further informed by domestic air enplanements to help capture the entire domestic market. STR provides monthly data on hotel room demand, and domestic air passenger enplanements are calculated based on monthly investor relations reports for all major domestic airlines. The research firm TNS provides representative data on U.S. travelers to determine the average length of stay, persons per traveler party, and the proportion of hotel guests who also fly. The CTI encompasses three traveler types on these bases that are shown below with their basic calculation.

### HOTEL GUESTS & FLYERS

$$\frac{\text{enplanements}}{\text{enplanements per trip}} \times \% \text{ of flyers that stay in hotel}$$

### HOTEL GUESTS & NON-FLYERS

$$\frac{\text{occupied rooms x people per room}}{\text{length of stay}} \times \% \text{ of hotel guests that did not fly}$$

### NON-HOTEL GUESTS & FLYERS

$$\frac{\text{enplanements}}{\text{enplanements per trip}} \times (1 - \% \text{ of flyers that stay in hotel})$$

- 2. International visits:** The international component of the CTI is based on the Department of Homeland Security’s Advanced Passenger Information System (APIS), which tracks international travel to the U.S., and distinguishes between foreign nationals and U.S. citizens. Visits from Canada are tracked by Statistics Canada and visits from Mexico are tracked by Banco de Mexico. Further analysis of international markets is informed by origin-destination air travel data from OAG, Sabre Market Intelligence aviation passenger data, and IATA Billing Settlement Plan data. Each of these datasets tracks non-resident air travel to the U.S. by country of origin based on unique sources. Official estimated of international visitation to the U.S. (I-94) are released by the U.S. Department of Commerce on approximately a four-month lag. As this data becomes available, historic CTI estimates will be revised.
- 3. Domestic travel:** The domestic component of the CTI is measured as the residual of total travel minus international. The domestic leisure travel component is based on STR room demand data that is segmented by type of property and day of the week. A domestic leisure travel proxy has been developed based on the location, type of property, and day of the week of travel. Domestic business travel is measured as the residual of total domestic travel minus domestic leisure travel.

The **Leading Travel Index (LTI)** measures the likely average pace and direction of U.S. travel volumes over the coming three and six-month periods. A reading over 50 indicates an expansion in travel relative to the same period last year.

The LTI econometric model includes three categories of information that have shown a strong predictive capability of short-term travel trends. High frequency macroeconomic data capture underlying movements in the labor market, exchange rates and company performance. Consumer sentiment data from the Conference Board provide a long-term trend of consumer attitudes that can be tracked with future travel patterns; online search and bookings data provide a window into traveler planning based on data from ADARA and nSight, and data from ARC measures bookings.

TRAVEL TRENDS INDEX DATA CATEGORY	MEASUREMENT	TRAVEL SEGMENTS	DETAILS
MACROECONOMIC TRENDS	Unemployment rate	Total, international, domestic (leisure)	Share of labor force
	Exchange rates	Total, international	\$US market rates, weighted average of inbound markets
	GDP by visitor origin	Total, international, domestic (business & leisure)	Gross output, U.S. and weighted average of inbound markets
	Corporate profits	Total, international, domestic (business)	Corporate earnings, U.S. and weighted average of inbound markets
	Personal disposable income	Total, international	Personal income, weighted average of inbound markets
CONSUMER AND BUSINESS SENTIMENT	Consumer travel intentions	Total, domestic (leisure)	Visitor intentions & air visitor intentions
	S&P stock market index	Total, domestic (business)	Stock market index, period average
TRAVEL SEARCH AND BOOKING	ADARA online searches and bookings for future travel	Total, international, domestic (business & leisure)	Domestic/international & business/leisure
	ARC bookings for future travel	Total, domestic	Air travel with 6-month booking windows
	nSight online searches and bookings for future hotel stays	Total, domestic, international	Domestic/international forward bookings

**ABOUT THE U.S. TRAVEL ASSOCIATION**

The U.S. Travel Association is the national non-profit organization representing all components of the travel industry, which generates \$2.5 trillion in total economic output and supports 15.7 million American jobs. U.S. Travel’s mission is to increase travel to and within the United States.

**ABOUT OXFORD ECONOMICS**

Oxford Economics is one of the world’s foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Its best-of-class global economic and industry models and analytical tools give it an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

**DATA CONTRIBUTORS**

The U.S. Travel Index project is dependent upon unique datasets to track and predict travel trends. The U.S. Travel Association and Oxford Economics wish to thank the following organizations for their significant contributions:

**ADARA** serves leading travel brands by delivering critical intelligence that drives personalization and relevance throughout the customer’s journey, resulting in more meaningful and profitable relationships. Fueling these insights is ADARA’s data co-op which connects over 200 leading travel brands to create the most comprehensive view of the world’s travelers and their behaviors across brands, channels, and devices. ADARA transforms how their B2C clients leverage consumer insight at every stage—learn, act, measure and modify—to unleash the revenue potential of each individual.

**Airlines Reporting Corporation (ARC)** is a leading technology solutions company providing the U.S.-based travel industry with world-class business products, travel agency accreditation services, process and financial management tools, and powerful data analytics.

**nSight** combines the world’s largest view of consumer shopping data with predictive marketing and revenue management solutions to deliver more guests to your hotel and visitors to your destination.

**STR** is the leading global provider of competitive benchmarking, information services and research to the hotel industry.

<b>TRAVEL TRENDS INDEX</b>	55	54	53	52	51	50	49	48	47	46	45
<b>12-MONTH % CHANGE IN TRIPS</b>	+10.0%	+8.0%	+6.0%	+4.0%	+2.0%	+0.0%	-2.0%	-4.0%	-6.0%	-8.0%	-10.0%