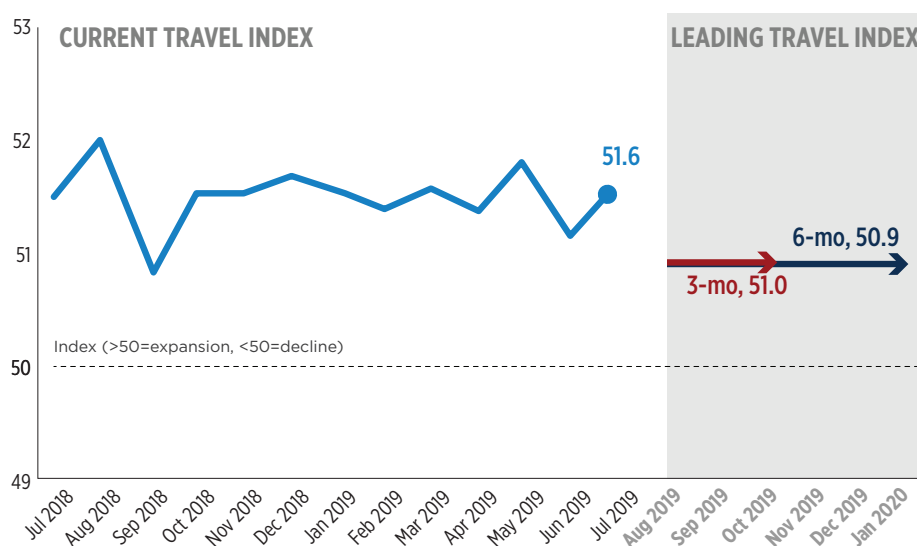


# JULY TRAVEL TRENDS INDEX

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 **July 2019** indicates that travel to or within the U.S. grew **3.2%\*** in **July 2019** compared to July 2018.

*\*Percentage changes in this report reference the current period to the same period one year earlier (ie: year-over-year change).*

LTI predicts travel growth will moderate through January 2020, a result of softer growth across domestic travel segments and continued stagnation in international inbound travel.

Overall travel volume (person trips to or within the United States involving a hotel stay or air travel) grew at a faster year-over-year rate in July 2019 compared to June 2019. Domestic travel experienced firm growth aided by a rebound in the business segment; international inbound travel contracted for the fourth month this year.

## HIGHLIGHTS:

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

- The Current Travel Index (CTI) has registered at or above the 50 mark for 115 straight months, as the industry sustains its 10th consecutive year of expansion.
- The CTI was positive in July, registering 51.6 (indicating 3.2% growth). This is in line with the 6-month moving average (3.0%).
- International inbound fell 1.2% in July, drawing its six-month trend further below zero. The Leading Travel Index (LTI) projects that inbound travel growth will hover at or just below zero over the next six months, registering around -0.4%.
- Domestic leisure travel maintained its strong growth trend in July (4.2%), surpassing its six-month average. The business segment rallied from its June decline (-0.2%) to grow 2.2%.
- The six-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 January 2020. Over the same period, domestic travel will slow to 2.0% growth, while the international inbound segment will, at best, remain stationary.

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.

# JULY TRAVEL TRENDS INDEX (CONT.)

	CTI	3-MONTH LTI*	6-MONTH LTI**
JUNE INDEX	51.2	50.9	50.9
JULY INDEX	51.6	51.0	50.9
DIRECTION AND SPEED	Travel demand increased; at a 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 Aug 2019 to Oct 2020  
 \*\* Average outlook reading for Aug 2019 to Jan 2020



*The solid performance of the domestic leisure and business segments, which together account for 86% of the travel economy in the U.S., have kept the travel expansion on track through the first seven months of 2019 and have acted as a bulwark against the stagnant state of international inbound travel.*

**DAVID HUETHER**  
 Senior Vice President, Research

## DETAILED RESULTS:

Domestic travel rose 3.8% in July, bolstered by growth in both the leisure and business segments. Business travel rallied from a modest drop (-0.2%) in June to grow 2.2% in July, exceeding its 6-month moving average by a small margin. Through the next six months, both domestic business and leisure travel are anticipated to continue growing, albeit at a considerably slower pace. Vacation intentions are gradually slowing, while forward-looking bookings and searches point to subdued growth.

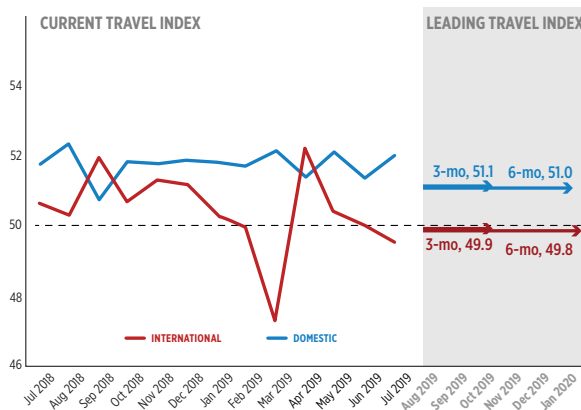
International inbound travel declined once again in July (-1.2%). In total, the segment has contracted in four out of the first seven months in 2019. International inbound travel growth is expected to remain constrained by economic and policy-based factors over the coming months.

	CURRENT TRAVEL INDEX (CTI)				LEADING TRAVEL INDEX (LTI)		6-MO LTI VS. CTI 6-MO AVG.	
	6-MONTH AVG	MAY	JUNE	JULY	3-MONTH*	6-MONTH**	DIRECTION	SPEED
TOTAL MARKET	51.5	51.8	51.2	51.6	51.0	50.9	Increasing	Slower
INTERNATIONAL	49.8	50.3	49.9	49.4	49.9	49.8	Decreasing	-
DOMESTIC	51.7	52.0	51.3	51.9	51.1	51.0	Increasing	Slower
BUSINESS	51.0	51.8	49.8	51.1	50.8	50.8	Increasing	Slower
LEISURE	51.9	52.1	51.8	52.1	51.2	51.1	Increasing	Slower

\* Average outlook reading for Aug 2019 to Oct 2020  
 \*\* Average outlook reading for Aug 2019 to Jan 2020

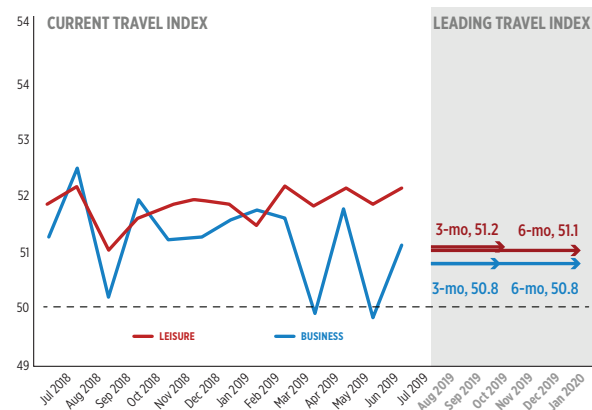
## JULY DOMESTIC AND INTERNATIONAL TRAVEL INDEX

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



## JULY DOMESTIC BUSINESS AND LEISURE TRAVEL INDEX

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.

## JULY TRAVEL TRENDS INDEX (CONT.)

The LTI indicates that domestic travel is anticipated to rise approximately 2.0% year-over-year through January 2020, with leisure contributing slightly more to the expansion than business. Despite consumer confidence and expectations hitting their respective highest points in July, consumer spending and business investments are still projected to cool and weigh upon the domestic travel market through the end of 2019. New, enduring or escalating trade conflicts pose additional downside risks, and contribute to tepid growth prospects in 2019.

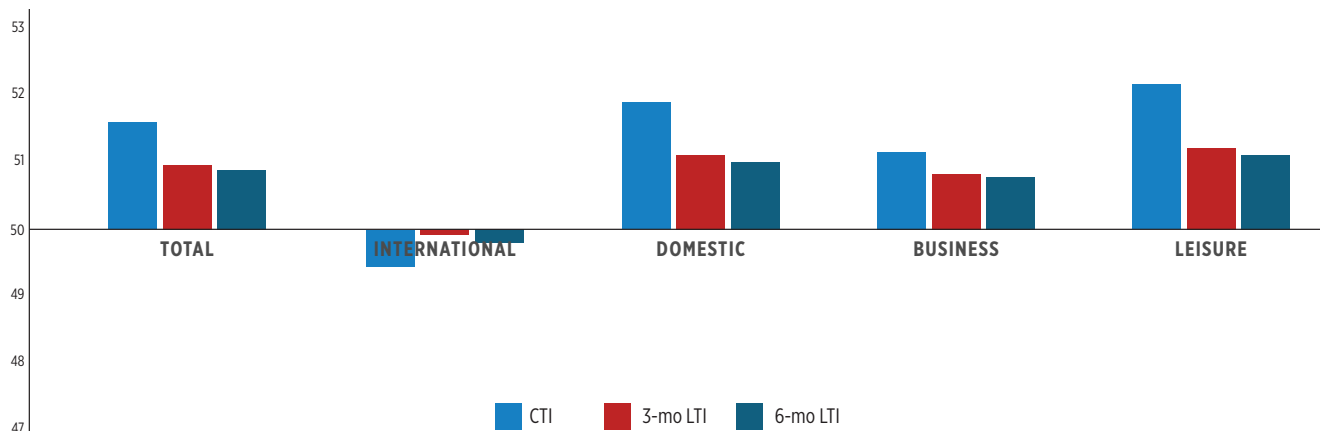
International inbound travel demand has retreated in four of seven months in 2019, and the sector's vulnerability is expected to continue. Ongoing global economic cooling, prolonged and expanding trade tensions, and uncertainty surrounding the Trump administration remain major risks to international traveler sentiment.

Adam Sacks, President of Oxford's Tourism Economics group says, "Accommodative Fed policy and fundamental economic resilience in the form of confident consumers and a tight labor market continue to support the view that U.S. economic moderation will be gradual. However, the persistence of international trade and domestic policy uncertainty alongside the introduction of new sources of tension will test the economy's resolve. In turn, we anticipate that travel demand will soften in the coming months."

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

### JULY 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%