VISIT
CENTRAL
OREGON

MONTHLY RESEARCH UDPATE

MAY 2026 REVIEW

Executive Summary

Central Oregon Tourism Trends

- Room night Demand among Central Oregon Region hotels declined in May, as properties sold 5.3% fewer room nights compared to one year prior. In addition, room Supply dropped 6.3% Year-over-Year (YoY), netting a 1.0% increase in Occupancy throughout the region. Central Oregon Region hotels averaged 66.9% Occupancy for the month. Average Daily Rate (ADR) was essentially flat (+0.2% YoY) at $164 for the month.
  - Three of the four regional submarkets experienced modest YoY Occupancy gains. Bend led the region in Occupancy at 68.8%, followed closely by Deschutes County at 68.2%, and Redmond at 66.3%. Jefferson County was the only submarket posting an Occupancy decline, which settled at 49.9% for the month.
  - Year-to-date (YTD) through May, hotel performance across the region shows YoY Demand falling at a slower rate than Supply, resulting in an Occupancy gain of 2.7%. ADR slowed slightly as well, down 0.4%, to average $136.
    - *Note: STR has not published results for Crook County for several months due to lack of reporting properties in that market.*
- In May, the number of short-term rental listing nights sold (Demand) throughout Central Oregon was relatively flat, down by just 0.7% compared to last year, while the number of Available Listings (Supply) increased 4.7%. As a result, Occupancy decreased 3.8% YoY to average 51.6% for the month.
  - Four of the six submarkets throughout Central Oregon saw short term rental Occupancy decline YoY in May. Bend and Sisters were the exceptions, increasing 1.4% and 3.8%, respectively.
  - Unlike Occupancy, ADR increased across most regions. Only Bend saw ADR decline, down 6.1% YoY.
  - Year-To-Date, Occupancy is down across Central Oregon and all six submarkets. And, following May's pattern, YTD ADR has increased throughout Central Oregon and in every submarket except Bend.
- Passenger volume at Redmond Municipal Airport (RDM) increased in April, rising 0.2% YoY to 98,321 total passengers. Year-To-Date (YTD), RDM has welcomed 384,256 passengers – up 0.2% compared to last year.

Source: STR, AirDNA, and Redmond Municipal Airport

Mountain Town Trends

Regional Insights – May 2026
West Region Mountain Market Summary

- “As we move into the heart of summer, things are certainly a lot more upbeat at western mountain resorts than they were just two months ago. The pent-up demand coming out of winter that drove such a strong booking pace in April vanished in May, an inevitability that came a little sooner than we’d hoped but laid down a great foundation for summer bookings that leaves us with occupancy, ADR, and RevPAR all up as of May 31.”
- “Booking Pace was slightly negative in May, with bookings for all arrival months except October declining. The ADR for bookings in May was up over 7% from bookings made last May, helping offset the pace decline.”
- “Seasonal occupancy is up 3.7%, gaining in all months but October. ADR is up 6.4% and strengthened during May and is up in all months. RevPAR is up a very strong 10.3% YOY, with double-digit gains in May, July, and September.”
- “The 4th of July holiday is looking positive, and a long weekend is forming around the event with strong arrivals scheduled for Friday, July 3. “Length-of-Stay has jumped, and lead-times are ensuring a good baseline of bookings for July onward.”
- “Most of the bottom-line success is coming from the Luxury sector while Economy and Moderate properties keep looking for momentum.”

Source: DestiMetrics (6/11/2026)

U.S. Market Review

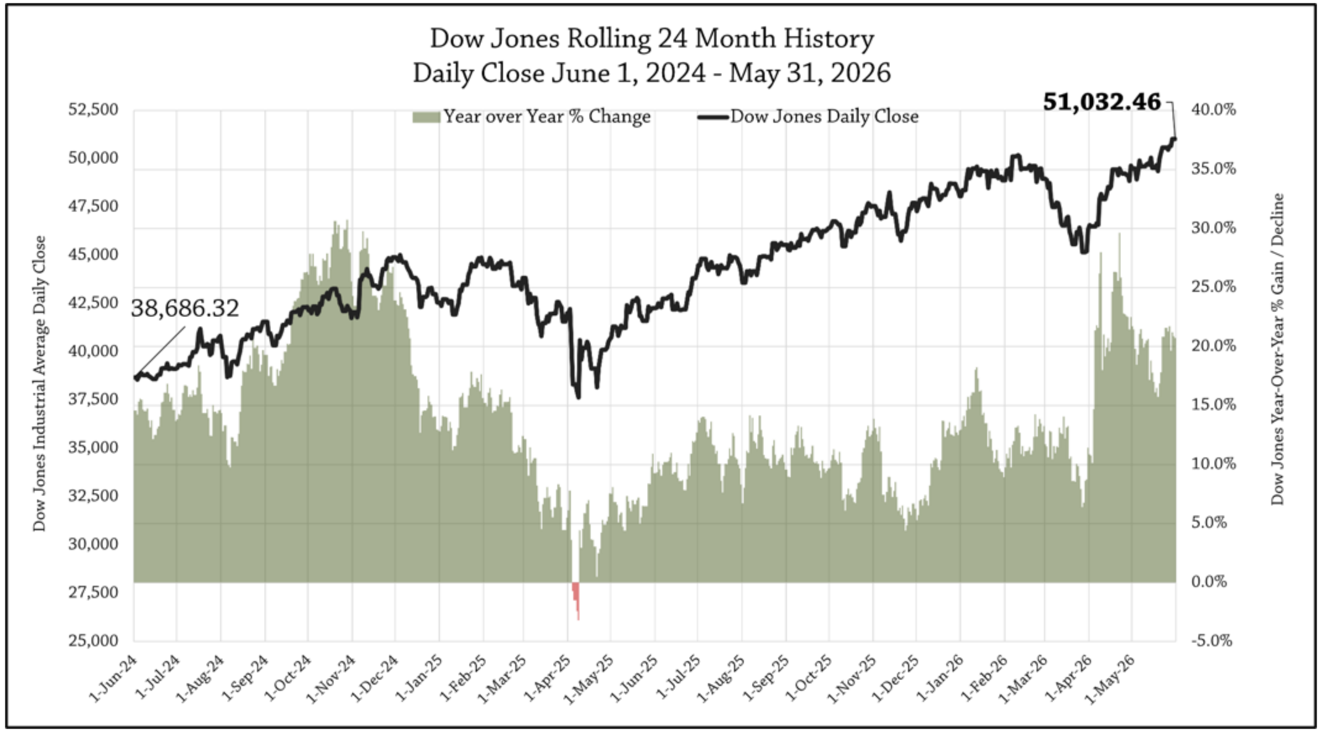
Economic Review

VISIT CENTRAL OREGON

The Dow Jones Industrial Average

- “The DJIA added a strong 2.8%, or 1,380.3 points, in May to close the month at 51,032.5 points, an all-time high for a monthly close, and the second month in a row the index has set a record.”

- “With inflation sharply higher in the last few months and tanking consumer sentiment, stock markets appear to be reflecting the health of stock markets and not the budgets of consumers, which are being strained.”



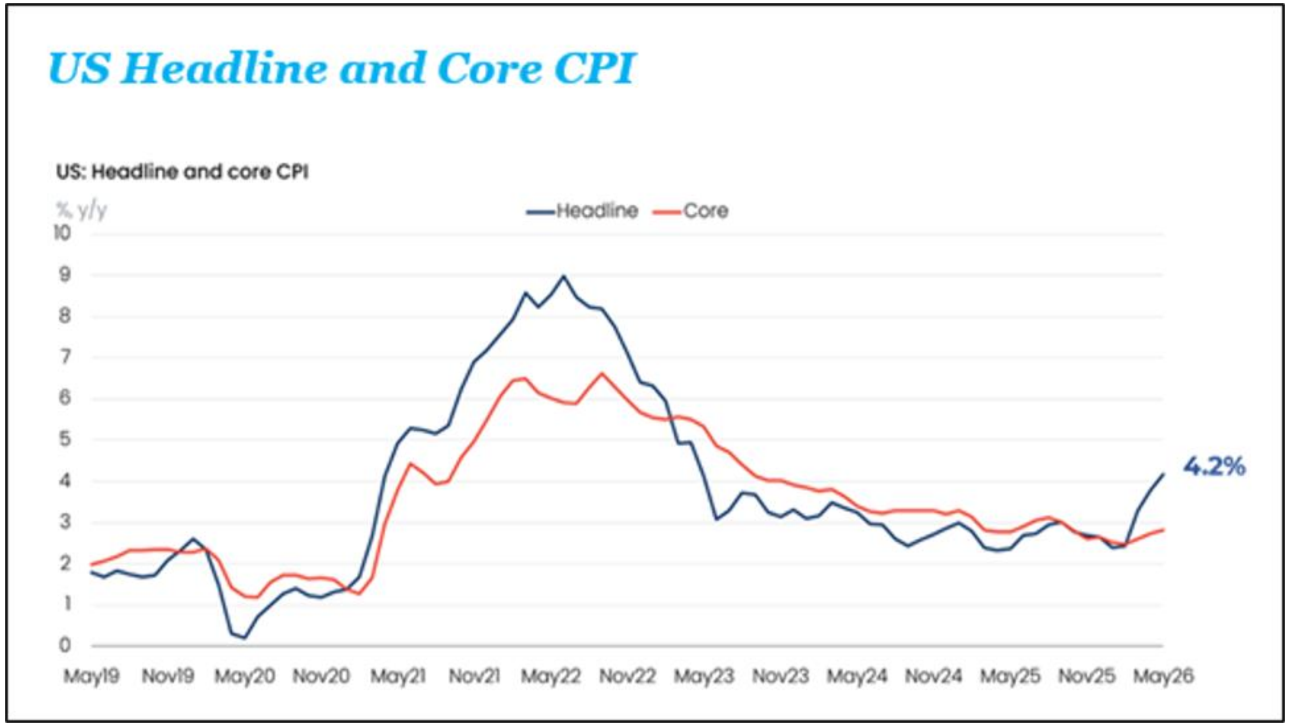
Source: DestiMetrics (6/11/2026)

Economic Review

VISIT CENTRAL OREGON

The National Inflation Rate

- “The annualized rate of headline inflation rose 4.2% in May, the fastest rate of inflation in three years.”
- “The surge, led by higher gas prices, erodes consumer earnings. May’s 4.2% rate of inflation surpassed the 3.4% increase in average hourly earnings, cutting into real (inflation-adjusted) incomes.”
- “We’ve lowered our US CPI inflation forecast for 2026 by a few tenths, from 3.6% to 3.3%.”
- “The adjustment reflects a lower path for global oil prices following recent Iran progress. The drop in gas prices means headline inflation peaked in May, thus lowering the risk of additional pass-through to core inflation.”

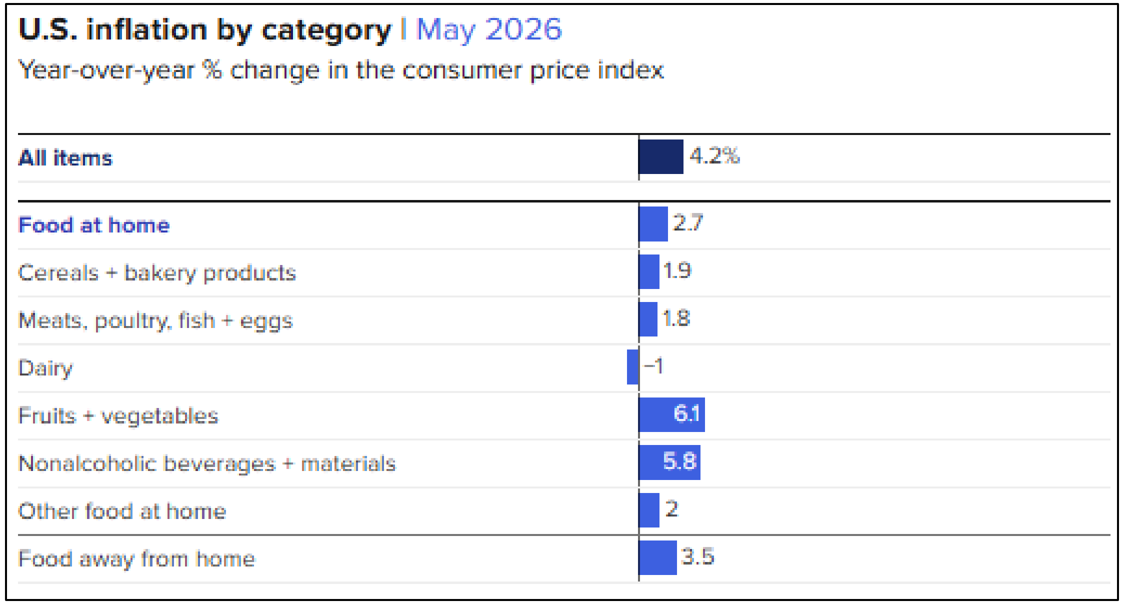


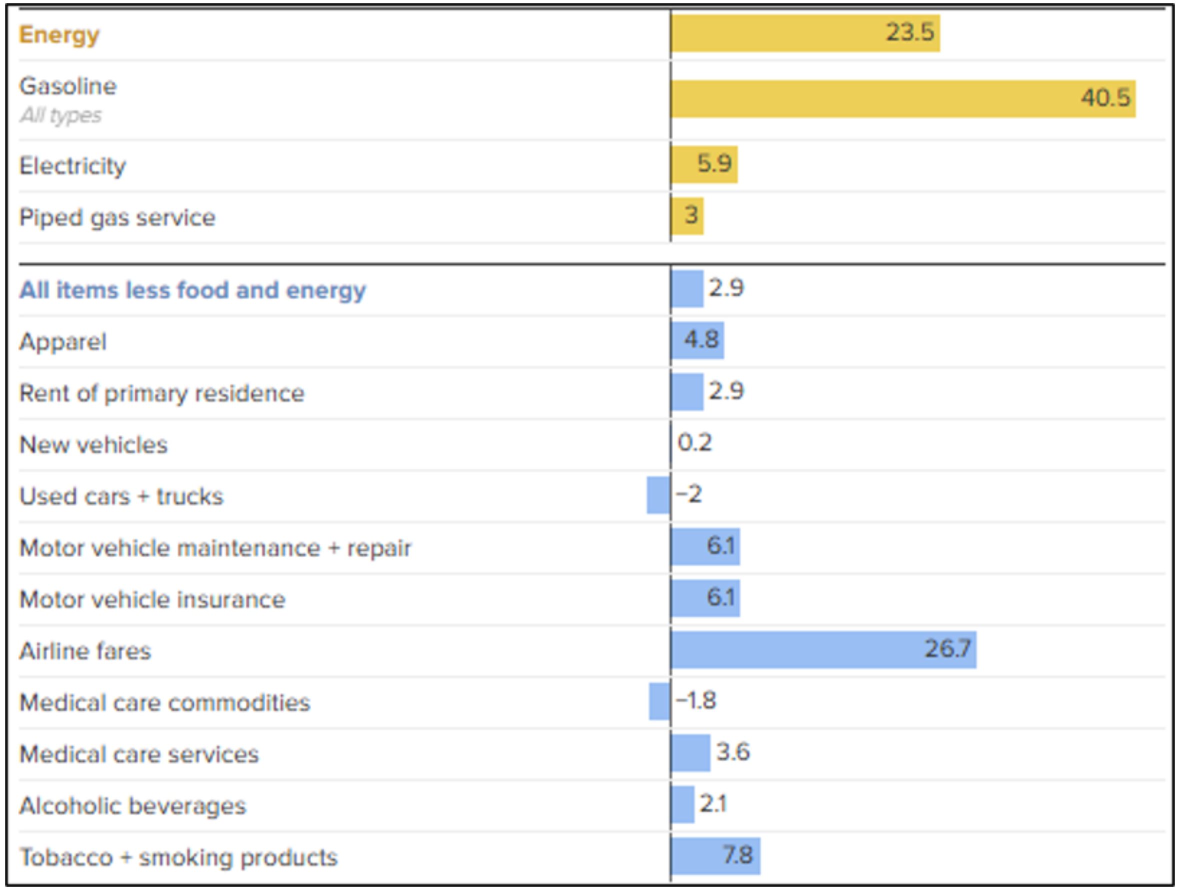
Source: *Tourism Economics (6/23/2026)*

Economic Review

Changes in the Consumer Price Index

- Year-over-Year (YoY) price increases were seen in virtually every category tracked in the Consumer Price Index in May. Prices rose by 4.2% YoY across all items tracked, with the most significant gains seen in Gasoline and Airline fares.



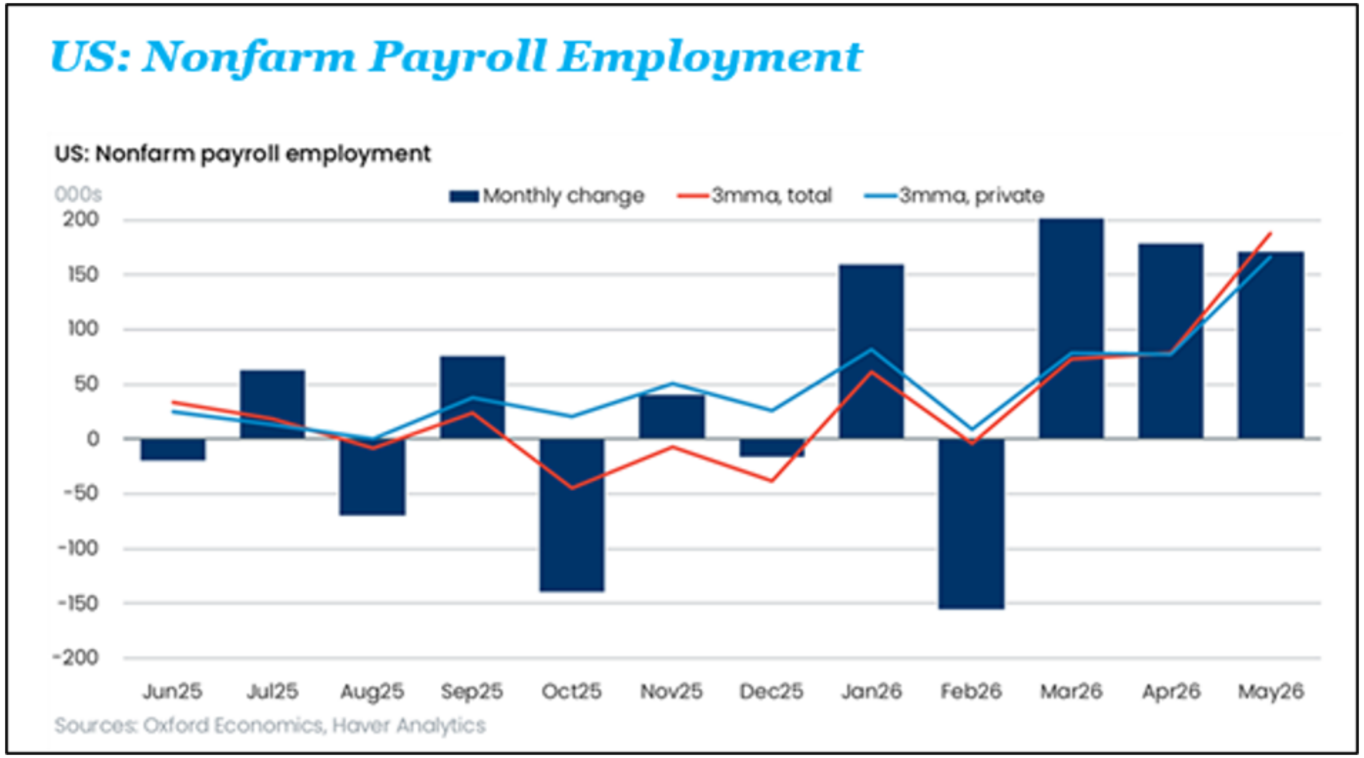


Source: U.S. Bureau of Labor Statistics (6/10/2026)

Economic Review

Labor Market Summary

- "The economy has added more than 150,000 jobs for three consecutive months, a stronger-than-expected surge in hiring that has helped support consumer spending."
- "The pace of hiring has kept the unemployment rate steady at a low 4.3% for three straight months. Additionally, first-time claims for unemployment benefits remain low, indicating the overall pace of layoffs has not accelerated."
- "However, long-term unemployment (unemployed 27+ weeks) is still on the rise, reflecting a challenging environment for job-seekers."



Source: *Tourism Economics (6/23/2026)*

Economic Review

Consumer Sentiment vs. Consumer Spending

- “Consumers remain resilient, according to May retail sales data. Setting aside impacts of higher gas prices on the growth in nominal (unadjusted) spending, the underlying data puts Q2 real (inflation-adjusted) consumer spending on track for a 2.2% annualized gain, well above the weather-depressed 1.4% pace of Q1.”
- “However, outsized tax refunds—nearly 20% larger than a year ago—propped up spending, and that support will fade over the summer while gas prices remain elevated.”
- “Consumer sentiment is low…and doesn’t seem to matter. The University of Michigan’s Consumer Sentiment Index ticked up about 4 points in the preliminary reading for June. Although an improvement from the all-time low reading in May, sentiment remains 13% below January 2026 and 19% below a year ago.”
- “Spending has held up, despite poor views of the economy. However, there are reasons to think it will slow. The ending of support from tax refunds, the erosion of real earnings from higher inflation, and a personal savings rate well below the historical average all point to slower spending later this year.”

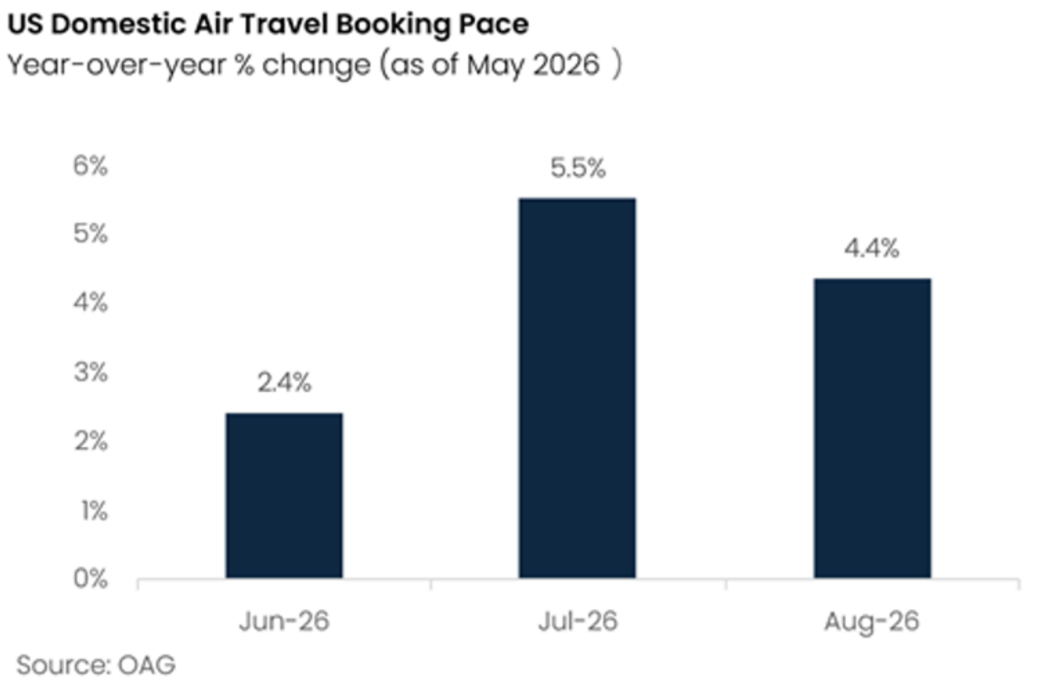
Source: Tourism Economics (6/23/2026)

Economic Review

Travel Outlook

- "The travel outlook remains solid despite rising inflation."
- "The booking pace for domestic air travel shows healthy gains over the same time last year. Likewise, the hotel booking pace for summer and early fall is ahead of the same time last year."
- "These insights highlight the continued importance of travel to US consumers. Year-over-year growth in consumer spending on experiences, defined as recreation, lodging, eating out, and air travel, has outpaced growth in spending on durable goods since May of last year."

US Domestic Air Travel Booking Pace

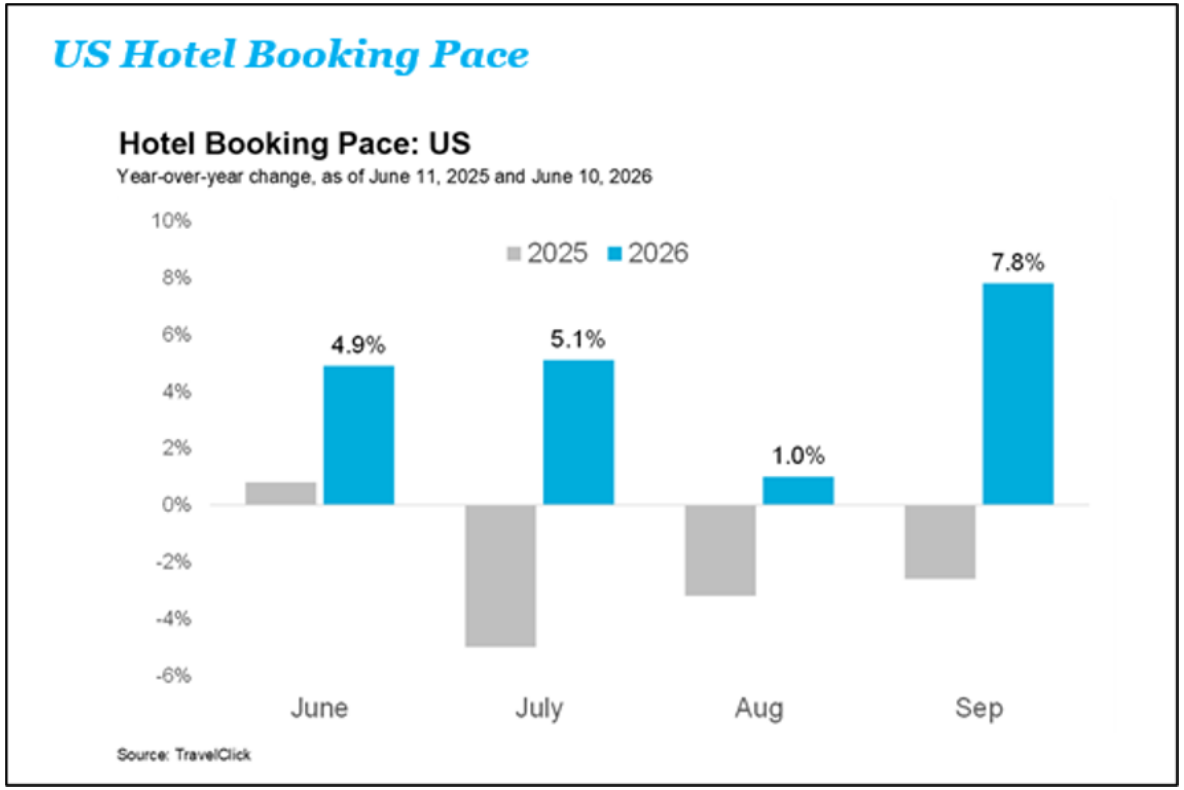


Source: Tourism Economics (6/23/2026)

Economic Review

Hotel Demand

- "Hotel demand continues to rise. Hotel demand was up 1.8% year-to-date through May, posting positive year-over-year growth every month of 2026."
- "The hotel industry has experienced four straight months of gains in weekday occupancy, which is seen as an indicator of business travel vs. weekend-oriented leisure travel. Additionally, strong corporate profits bode well for business travel, including attendance at conventions and group meetings."
- "During the first week of the FIFA World Cup, US hotel performance hit a 2026 high, with nearly 28 million rooms sold the week of June 7–13, according to STR. Occupancy climbed to 69.9%, the highest level of the year, while ADR rose 4.9%, marking the 15th consecutive week of rate growth. RevPAR reached $120, its strongest weekly level since 2024 and up 7% year over year."



Source: Tourism Economics (6/23/2026)

Economic Review

International Demand

- "Overseas visits to the US continue to lag. Overseas arrivals dipped 6.5% in May, following an outsized decline in April (-14.4%), magnified by this year's earlier date for Easter. The earlier date for Easter contributed to a 3.8% increase in March arrivals by pulling some travel earlier than last year. Year-to-date through May, overseas arrivals were down 4.8%."

- "Canadian travel to the US may be nearing a turning point. Land arrivals from Canada have risen for two consecutive months, including a strong 15.2% jump in May."

- "Although Canadian arrivals via air continue to decline, the year-over-year declines have lessened steadily, and the 5.5% drop in May was the smallest year-over-year decline in a year."

- "Outbound air travel by US residents has declined for three consecutive months, although the May decline was slight, -0.5%. Following the signing of a peace agreement between the US and Iran, our team is looking out for a potential rebound in outbound travel."

Source: Tourism Economics (6/23/2026)

U.S. Short Term Rentals Review

Short Term Rentals Update May 2026

- “The U.S. Short Term Rental market showed signs of improvement in May, with Occupancy rising 0.5% year-over-year despite softer demand growth and continued supply expansion.”
- “Demand growth softened in May, rising 1.5% year-over-year, down from 2.0% in April. However, this comes against a strong comparison period, as demand grew 6.2% in May 2025.”
- “ADR growth slowed to 2.1% in May, down from 3.4% in April. However, the May growth rate remains broadly in line with the trend seen since October 2025, with ADR growth consistently hovering around 2%. Some of the slowdown can also be attributed to a strong comparison period, as ADR grew 3.6% in May 2025, up from 1.9% in April 2025—a near mirror image of the pattern seen in April and May 2026.”
- “Looking ahead, the rest of the year is pacing strongly, particularly during the shoulder season from September through November. These months saw very weak demand growth in 2025, creating easier year-over-year comparisons that should support stronger performance in 2026.”

Source: AirDNA (6/16/2026)

U.S. Short Term Rentals Review

VISIT CENTRAL OREGON

Short Term Rentals Update May 2026 (continued)

- "The World Cup is also expected to provide a boost to demand across many urban markets. Beyond the host cities themselves, the tournament may also drive additional demand in secondary destinations as travelers extend their trips and add excursions to their itineraries."
- "This year's Fourth of July celebrations coincide with the nation's 250th Anniversary, elevating an already popular travel weekend into something even bigger. Nationwide, demand is currently pacing 10.3% ahead of the same time last year, with some markets seeing even stronger growth."

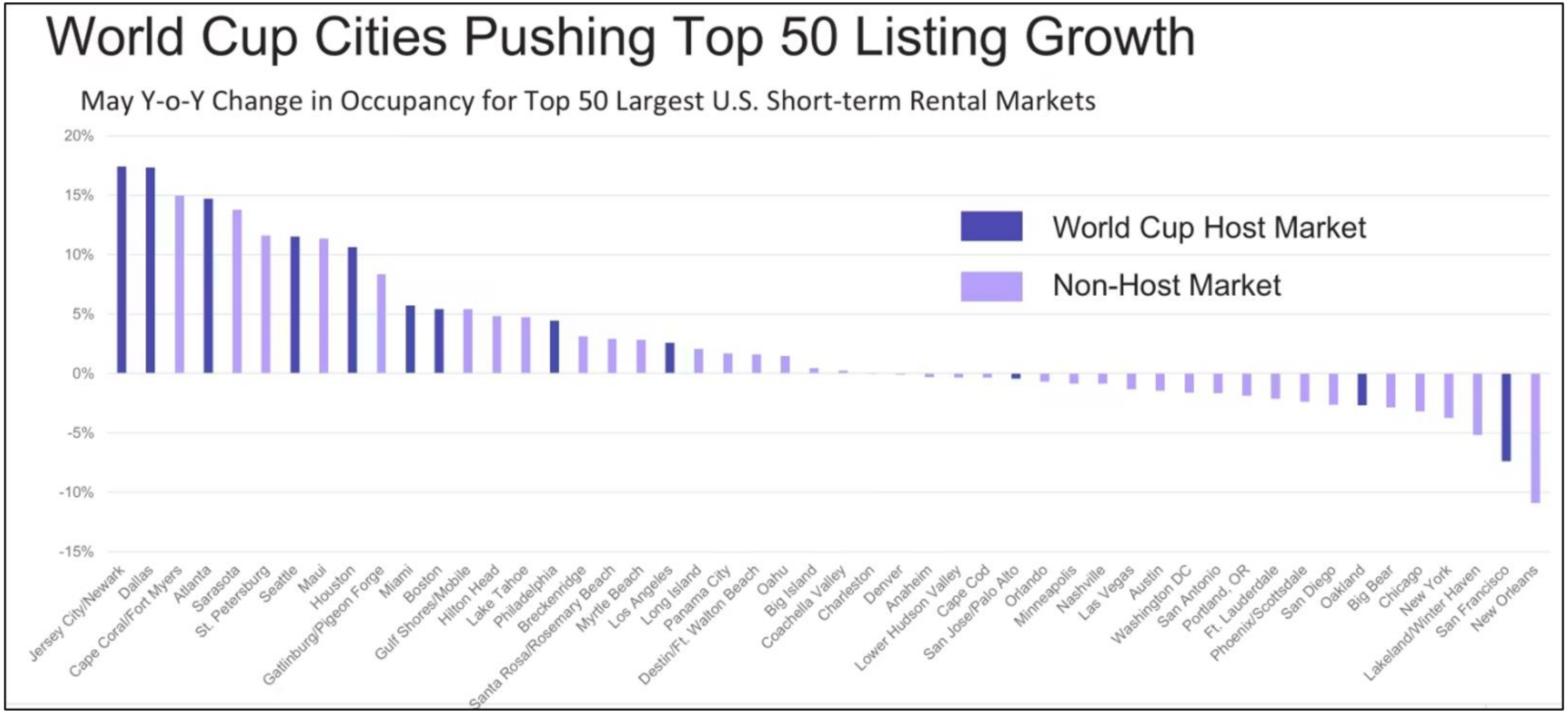
Key U.S. Short Term Rental Performance Metrics for May 2026

- Total Available Listings reached 1.73 million, a 3.0% increase Year-over-Year (YoY)
- Demand nights were up 1.5% for the month
- Occupancy averaged 57.2%, up 0.5% YoY
- Average Daily Rates (ADR) climbed to $258.91, up 2.1% from last year
- Revenue per Available Rental (RevPAR) increased 2.6% YoY to $147.97

Source: AirDNA (6/16/2026)

U.S. Short Term Rentals Review

Short Term Rentals Update May 2026 (continued)



Source: *AirDNA (6/16/2026)*

Smith Travel Research Hotel Performance

STR - Definitions

- **Average Daily Rate (ADR)** – A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.
  - ADR = Room Revenue / Rooms Sold

- **Demand (Rooms Sold)** – The number of rooms sold in a specified period (excludes complimentary rooms).

- **Supply (Rooms Available)** – The number of rooms in a hotel or set of hotels multiplied by the number of days in a specified period.

- **Occupancy** – Percentage of available rooms sold during a specified period. Occupancy is calculated by dividing the number of rooms sold by rooms available.
  - Occupancy = Rooms Sold / Rooms Available

- **Room Revenue** – Total room revenue generated from the guestroom rentals or sales.

- **Revenue Per Available Room (RevPAR)** – Total room revenue divided by the total number of available rooms.
  - RevPAR = Room Revenue / Rooms Available

Source: STR

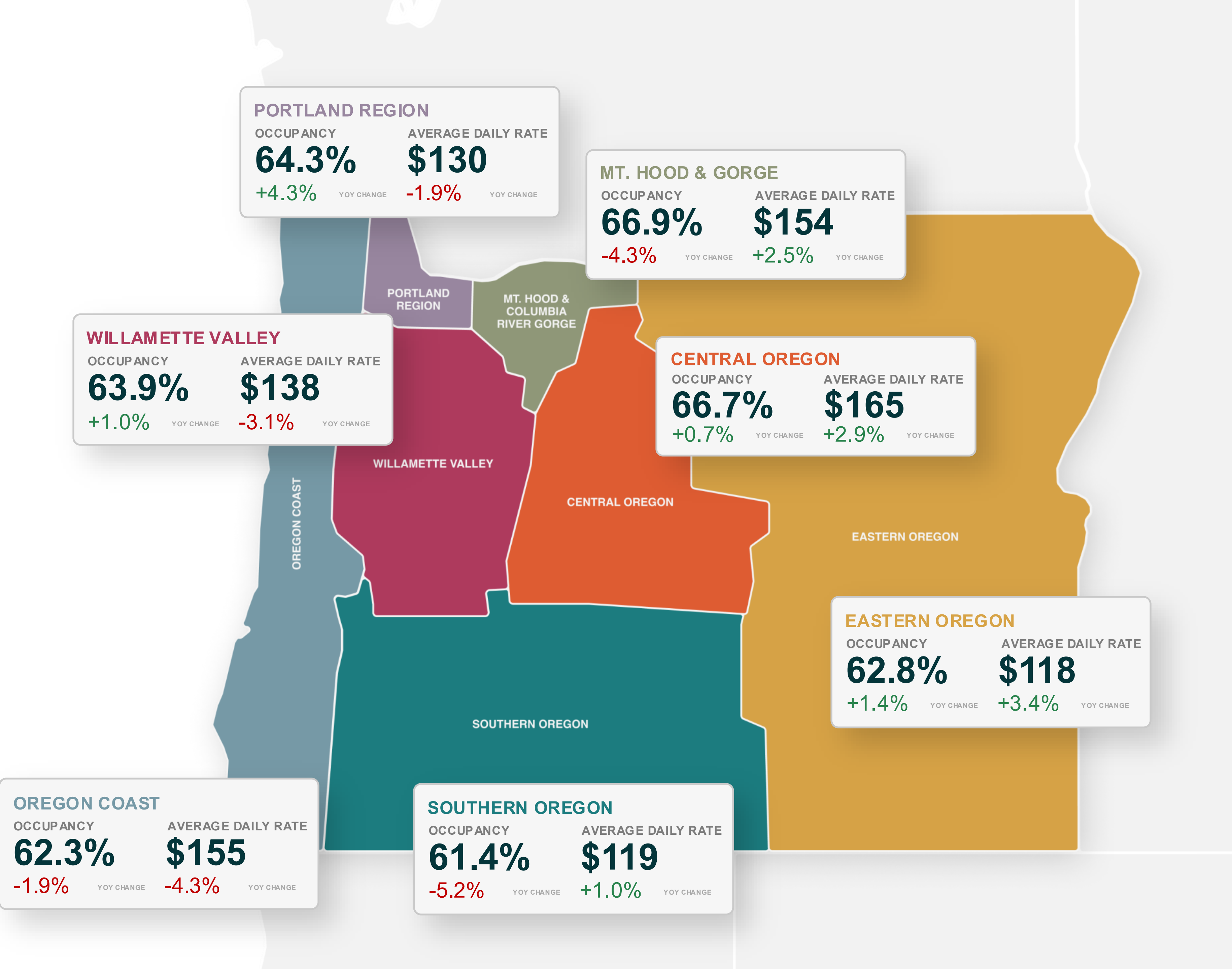
MONTHLY RESEARCH REPORT

TRAVEL OREGON MONTHLY LODGING STATISTICS

MAY 2026

UNITED STATES
- Occupancy: 65.7% (+0.6% YOY)
- ADR: $169 (+3.4% YOY)

OREGON STATEWIDE
- Occupancy: 63.5% (+0.5% YOY)
- ADR: $137 (-1.7% YOY)



Source: STR & Travel Oregon

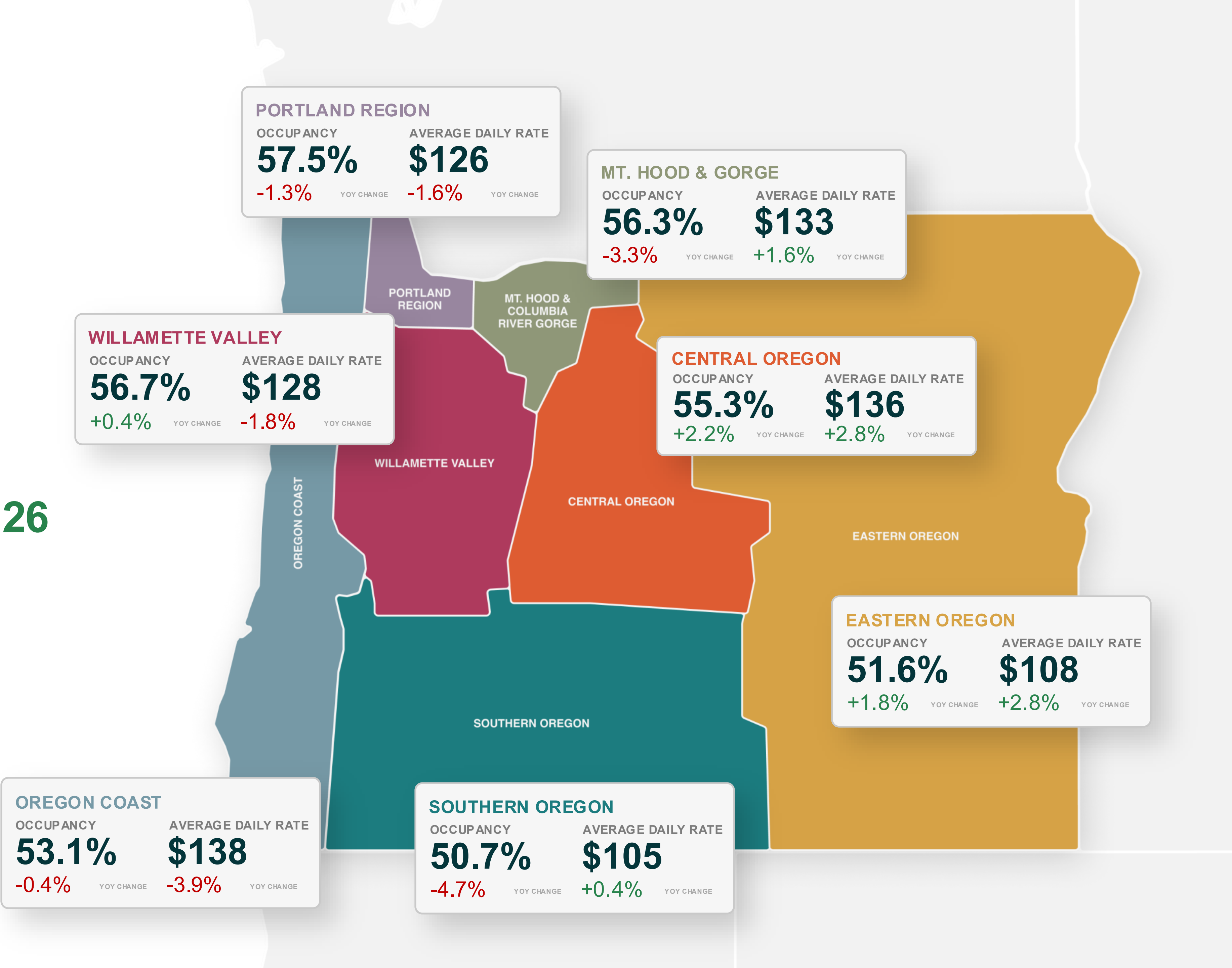
MONTHLY RESEARCH REPORT

TRAVEL OREGON MONTHLY LODGING STATISTICS

CALENDAR YEAR 2026
(JANUARY-MAY 2026)

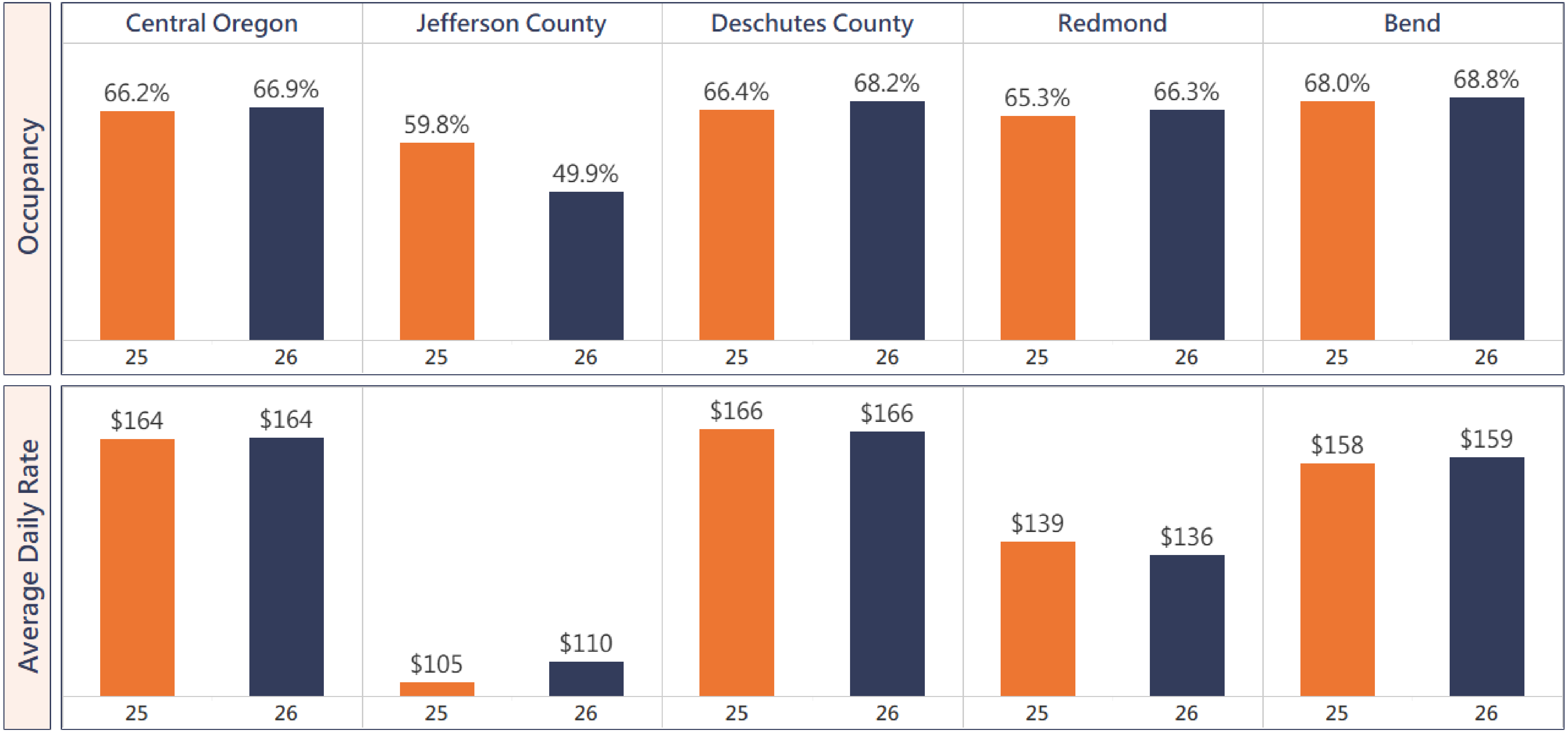
UNITED STATES
- Occupancy: 61.7% (+1.3% YOY)
- ADR: $164 (+2.7% YOY)

OREGON STATEWIDE
- Occupancy: 54.9% (-0.9% YOY)
- ADR: $126 (-1.4% YOY)



Source: STR & Travel Oregon

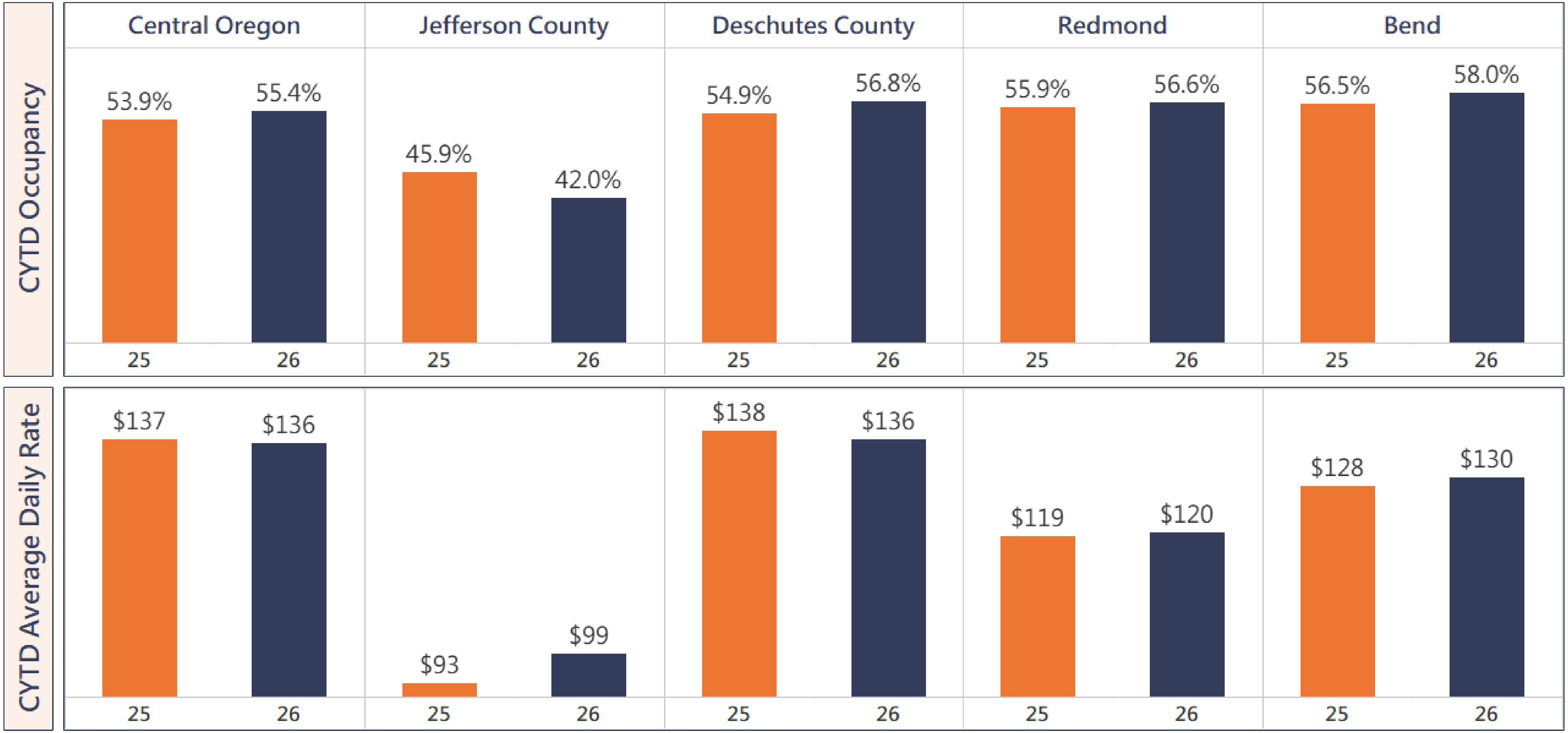
Regional Summary – May 2026



Source: STR

Note: Crook County does not have a large enough sample size to report

Regional Summary – CYTD 2026



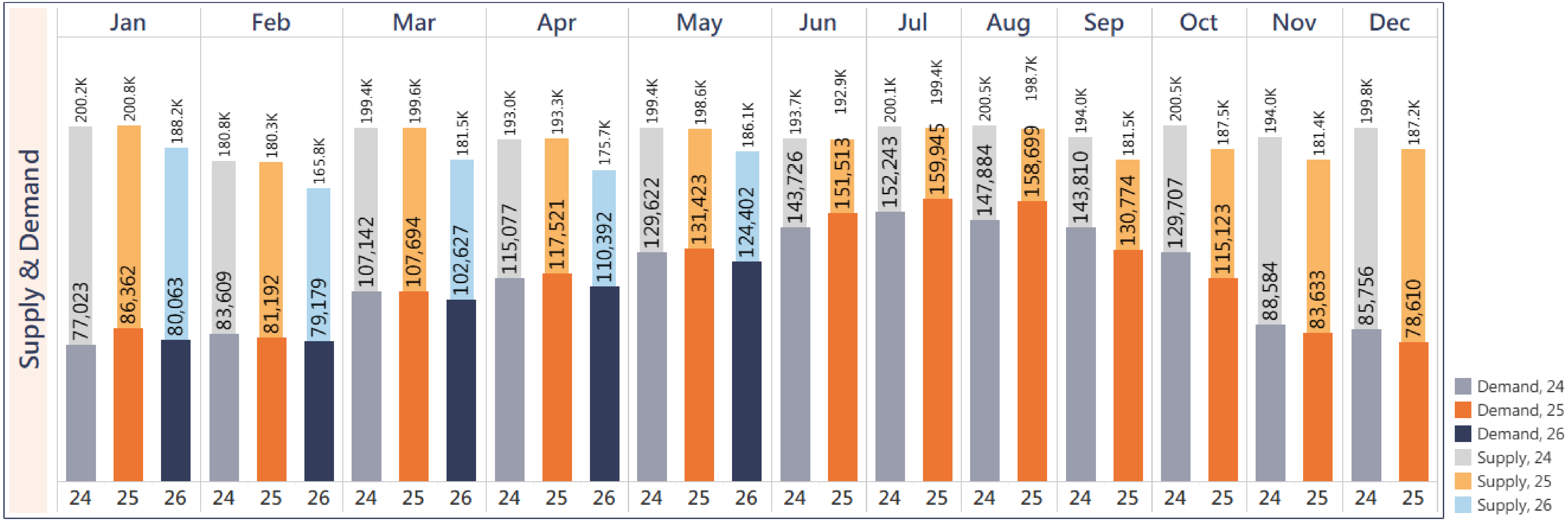
Source: STR

Note: Crook County does not have a large enough sample size to report


Central Oregon
Region

Central Oregon – May 2026

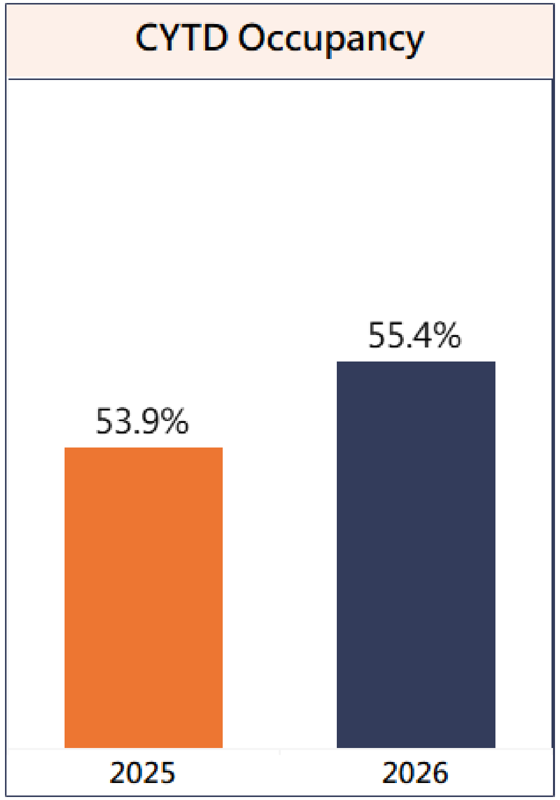
May '26	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	66.9%	$164.38	$109.91	186,062	124,402	$20,449,573
YOY	1.0%	0.2%	1.2%	-6.3%	-5.3%	-5.2%

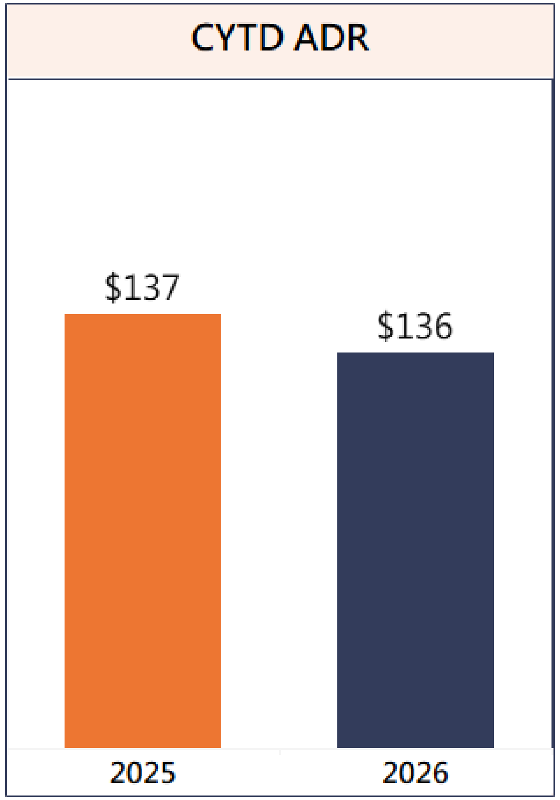


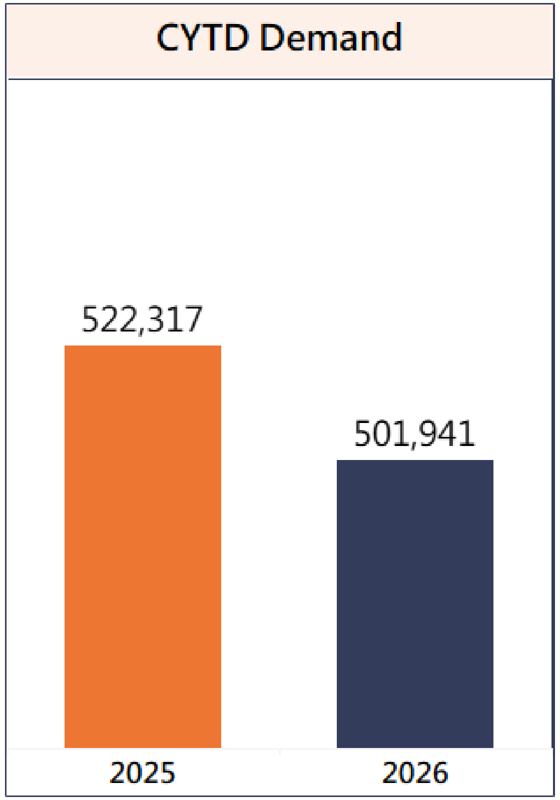
Source: STR

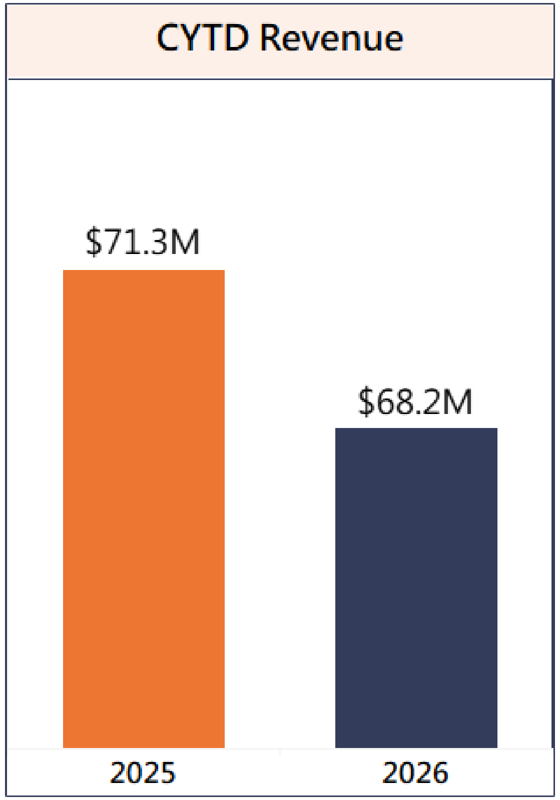
Central Oregon – CYTD 2026

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
CYTD '26	55.4%	$135.91	$75.27	906,356	501,941	$68,218,165
YOY	2.7%	-0.4%	2.2%	-6.4%	-3.9%	-4.3%



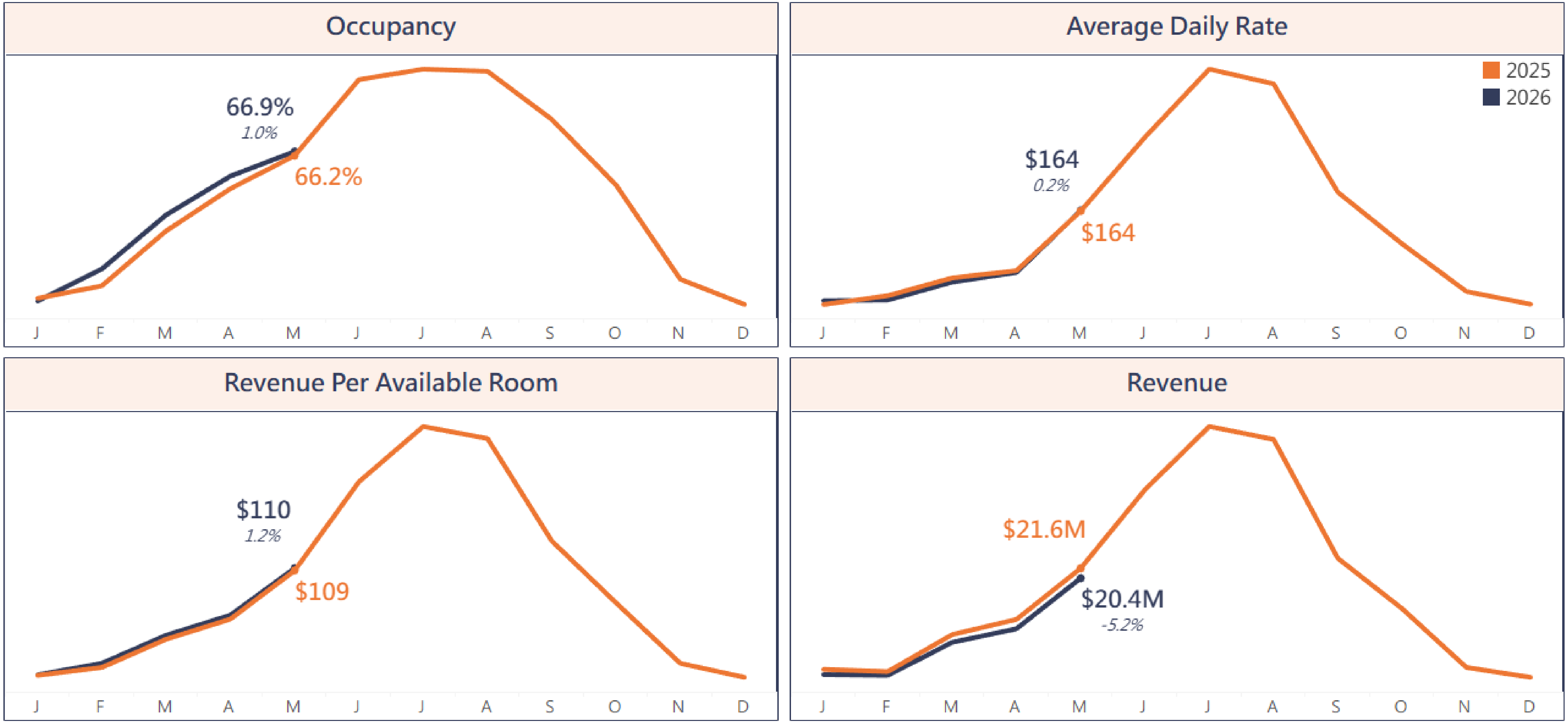






Source: STR

Central Oregon – May 2026



Source: STR

Central Oregon – May 2026

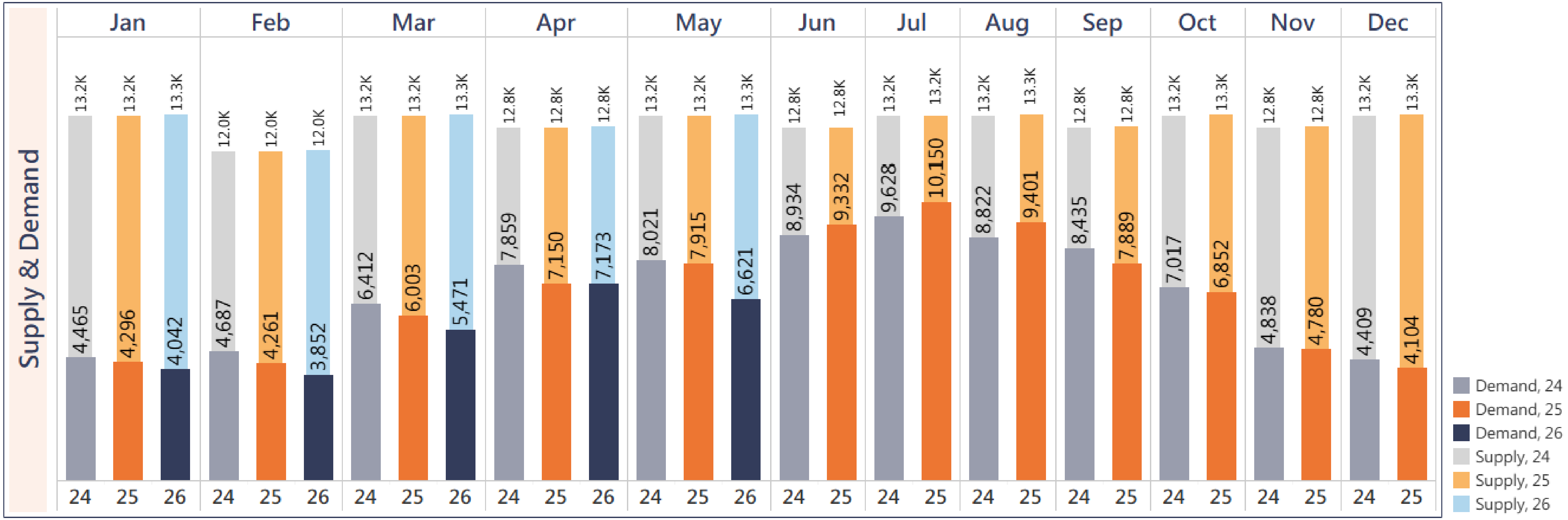
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Occ 69.1% ADR $162 Demand 4,047	2 Occ 70.3% ADR $159 Demand 4,116
3 Occ 46.7% ADR $133 Demand 2,737	4 Occ 61.9% ADR $147 Demand 3,622	5 Occ 68.3% ADR $149 Demand 3,997	6 Occ 72.4% ADR $149 Demand 4,241	7 Occ 67.1% ADR $149 Demand 3,951	8 Occ 63.6% ADR $158 Demand 3,746	9 Occ 64.1% ADR $162 Demand 3,771
10 Occ 46.1% ADR $136 Demand 2,716	11 Occ 68.1% ADR $140 Demand 4,008	12 Occ 71.5% ADR $147 Demand 4,210	13 Occ 74.1% ADR $147 Demand 4,363	14 Occ 70.7% ADR $144 Demand 4,164	15 Occ 75.8% ADR $166 Demand 4,463	16 Occ 79.2% ADR $172 Demand 4,661
17 Occ 50.6% ADR $139 Demand 2,976	18 Occ 65.0% ADR $144 Demand 3,827	19 Occ 72.6% ADR $151 Demand 4,275	20 Occ 77.6% ADR $164 Demand 4,570	21 Occ 71.2% ADR $180 Demand 4,193	22 Occ 84.5% ADR $240 Demand 4,972	23 Occ 89.7% ADR $253 Demand 5,281
24 Occ 78.0% ADR $215 Demand 4,593	25 Occ 47.7% ADR $151 Demand 2,811	26 Occ 58.0% ADR $154 Demand 3,417	27 Occ 64.1% ADR $150 Demand 3,776	28 Occ 65.4% ADR $156 Demand 3,850	29 Occ 68.3% ADR $177 Demand 4,021	30 Occ 72.7% ADR $179 Demand 4,282
31 Occ 51.8% ADR $156 Demand 3,110						

Source: STR


Jefferson County

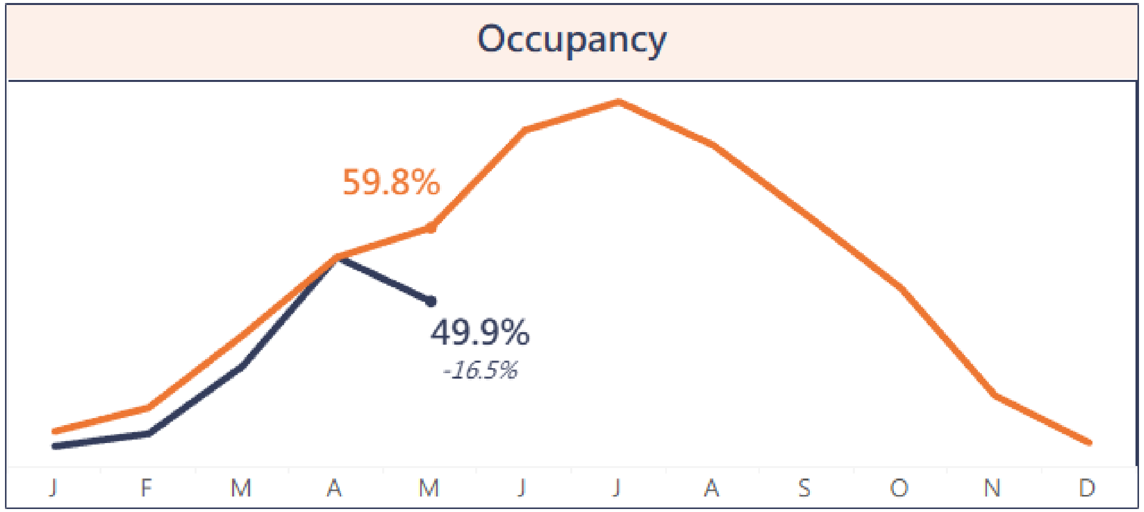
Jefferson County – May 2026

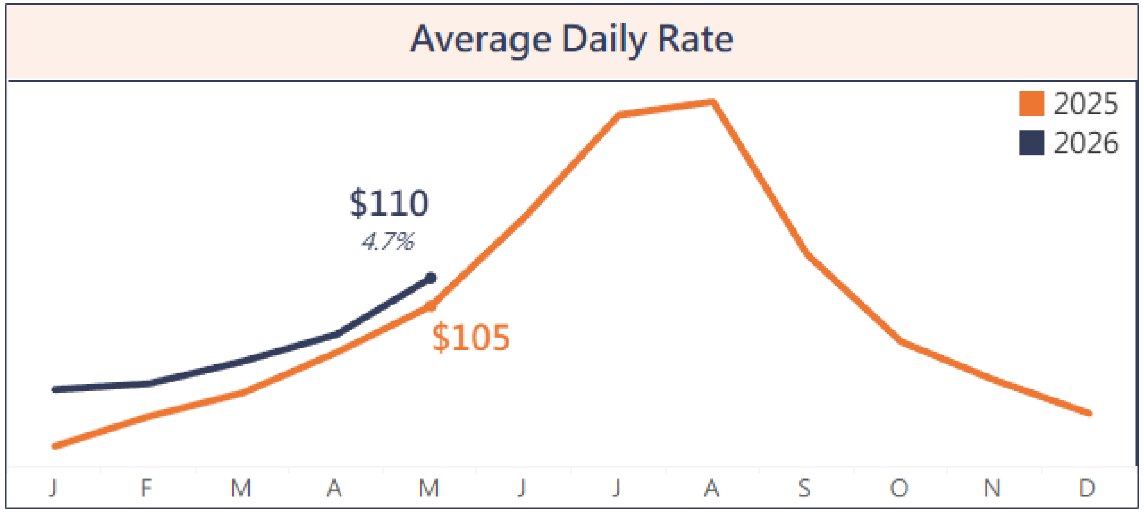
May '26	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	49.9%	$109.73	$54.76	13,268	6,621	$726,489
YOY	-16.5%	4.7%	-12.7%	0.2%	-16.3%	-12.5%

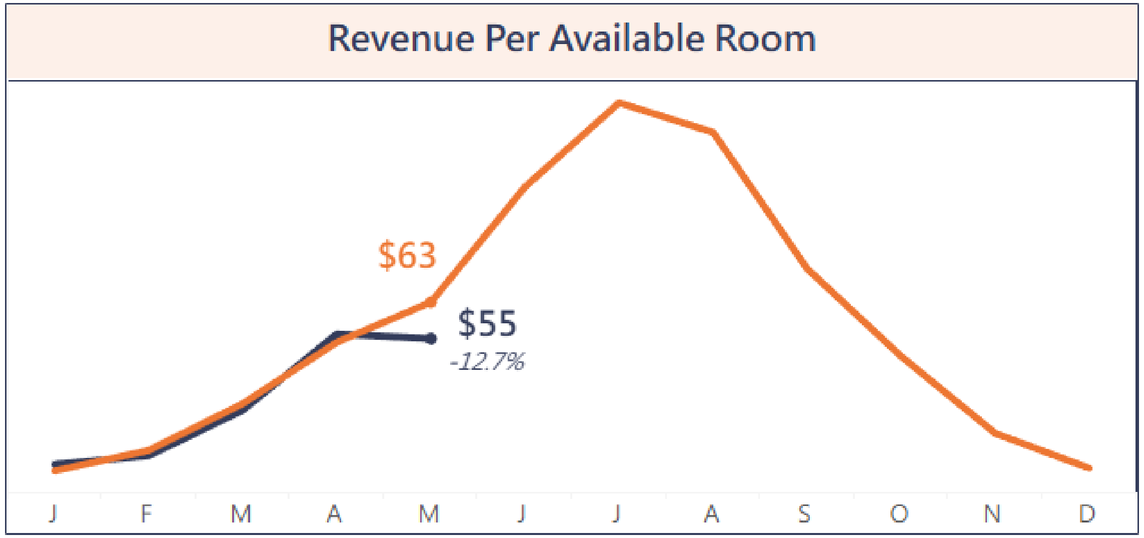


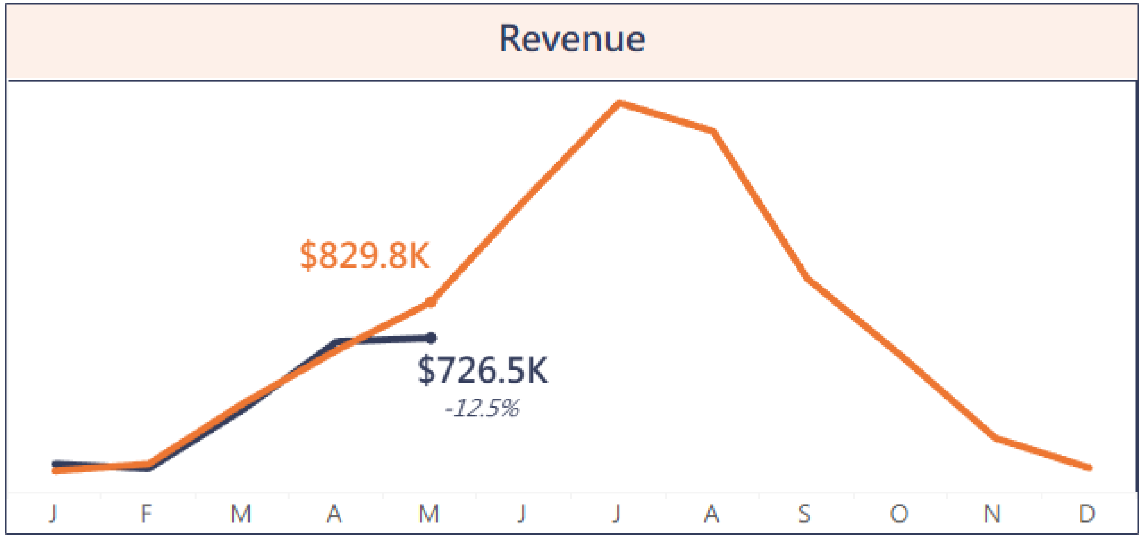
Source: STR

Jefferson County – May 2026







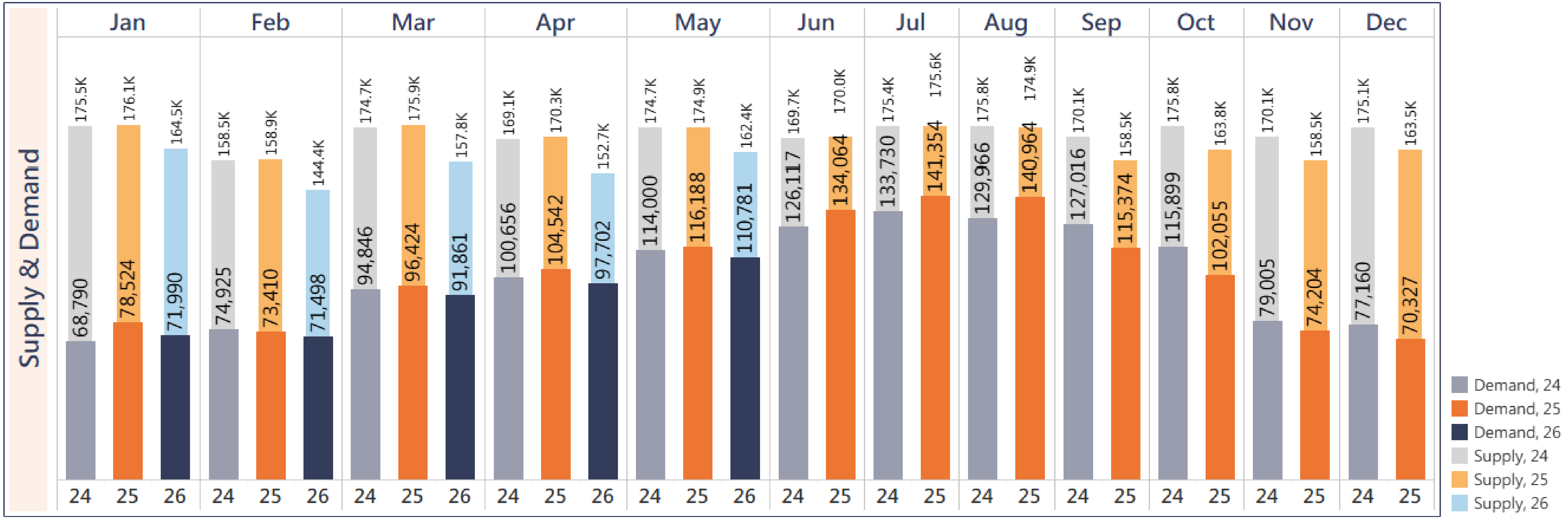


Source: STR

Deschutes County

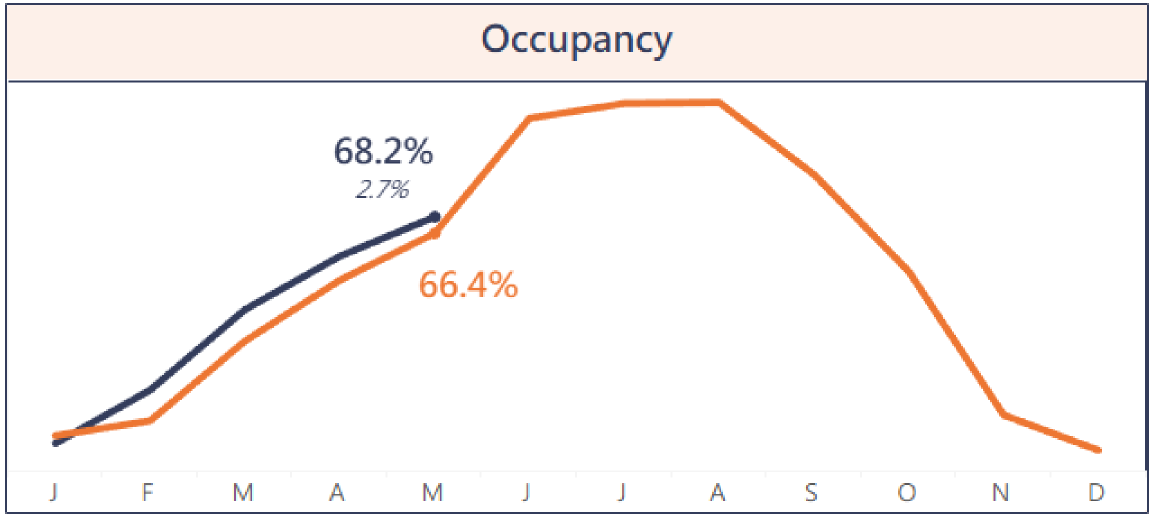
Deschutes County – May 2026

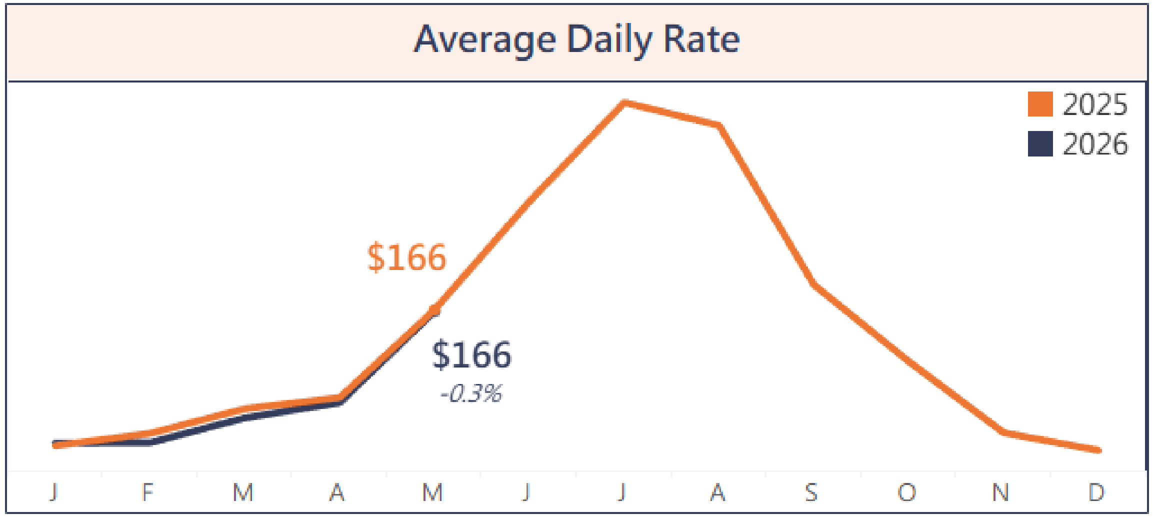
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
May '26	68.2%	$165.77	$113.10	162,378	110,781	$18,364,341
YOY	2.7%	-0.3%	2.4%	-7.1%	-4.7%	-5.0%

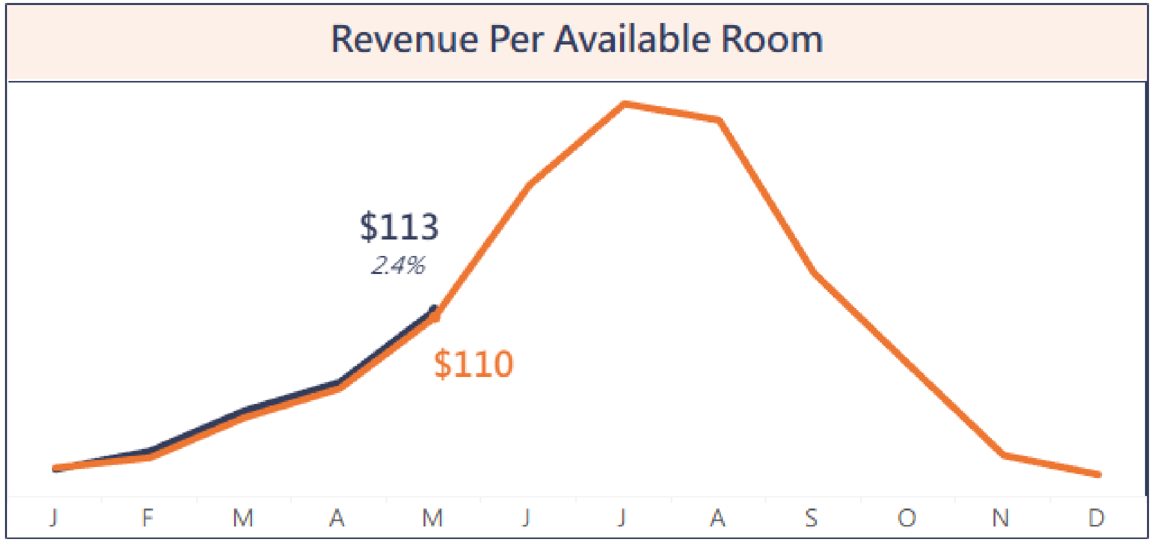


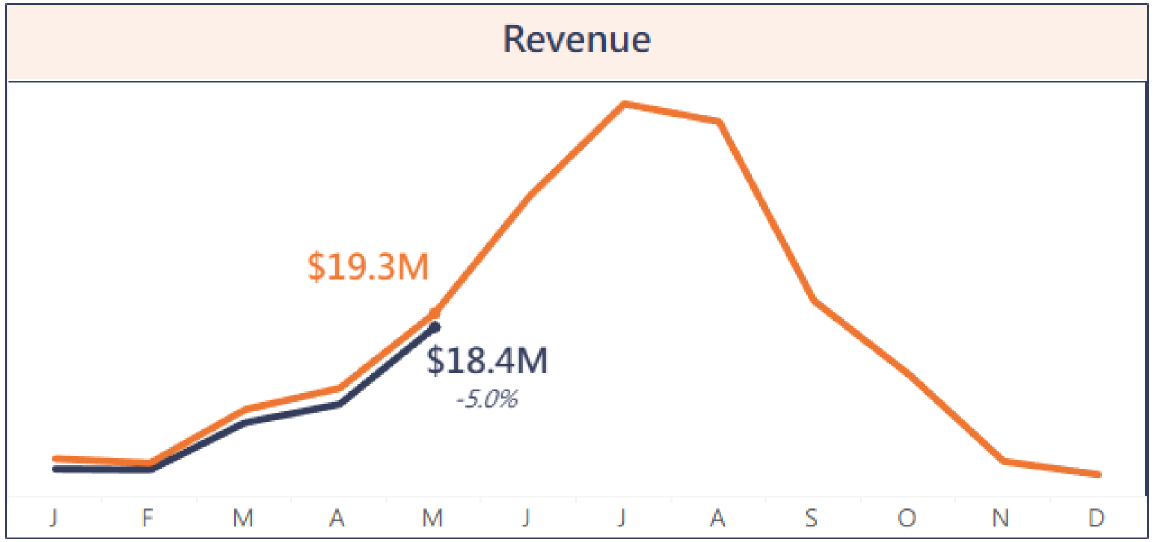
Source: STR

Deschutes County – May 2026







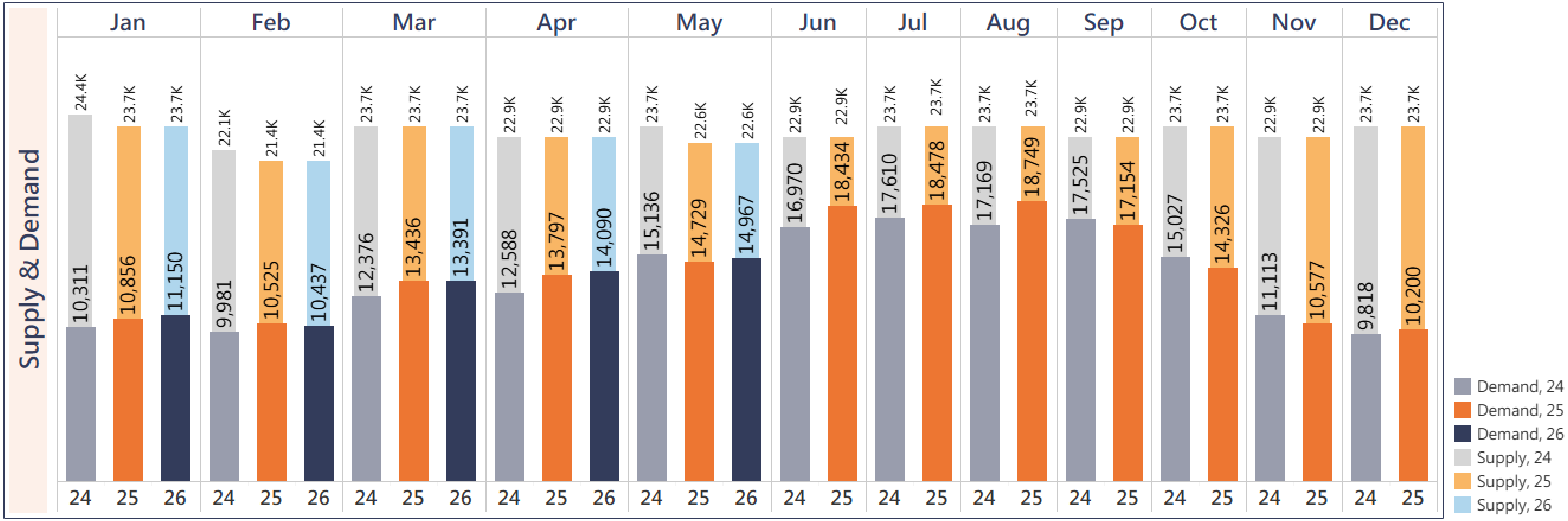


Source: STR


Redmond

Redmond – May 2026

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
May '26	66.3%	$135.56	$89.90	22,568	14,967	$2,028,869
YOY	1.6%	-2.4%	-0.8%	0.0%	1.6%	-0.8%

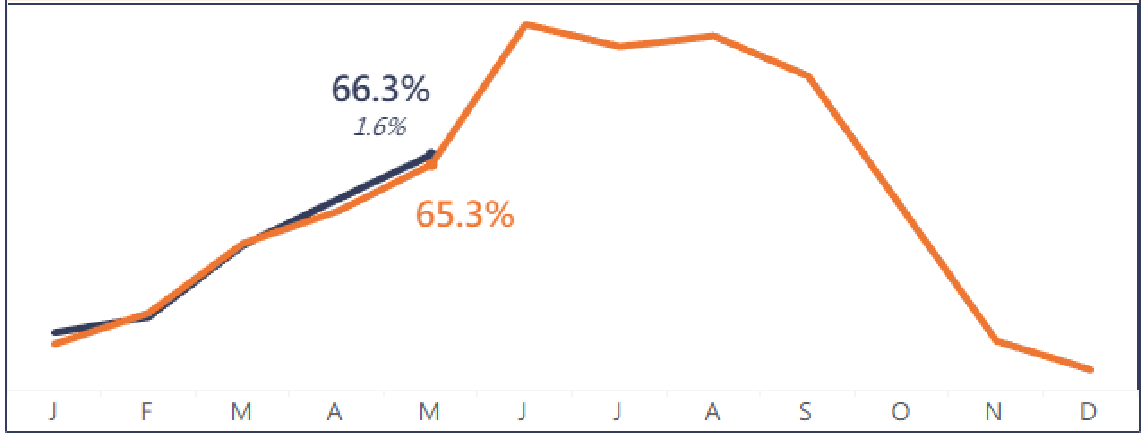


Source: STR

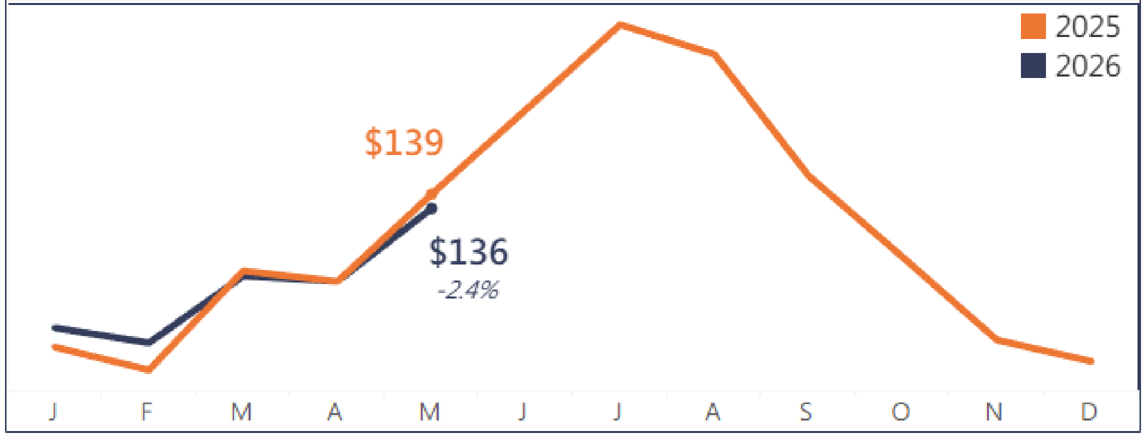
Redmond – May 2026

VISIT CENTRAL OREGON

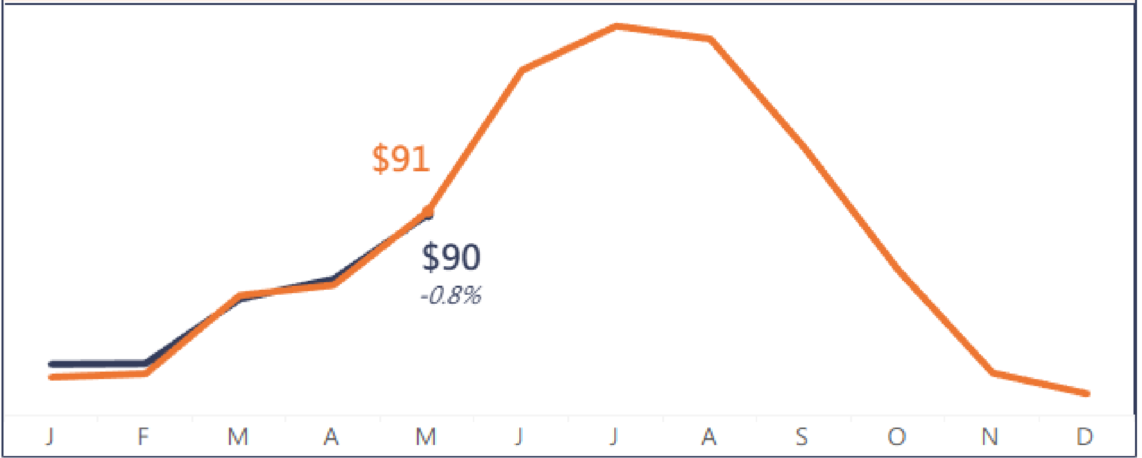
Occupancy



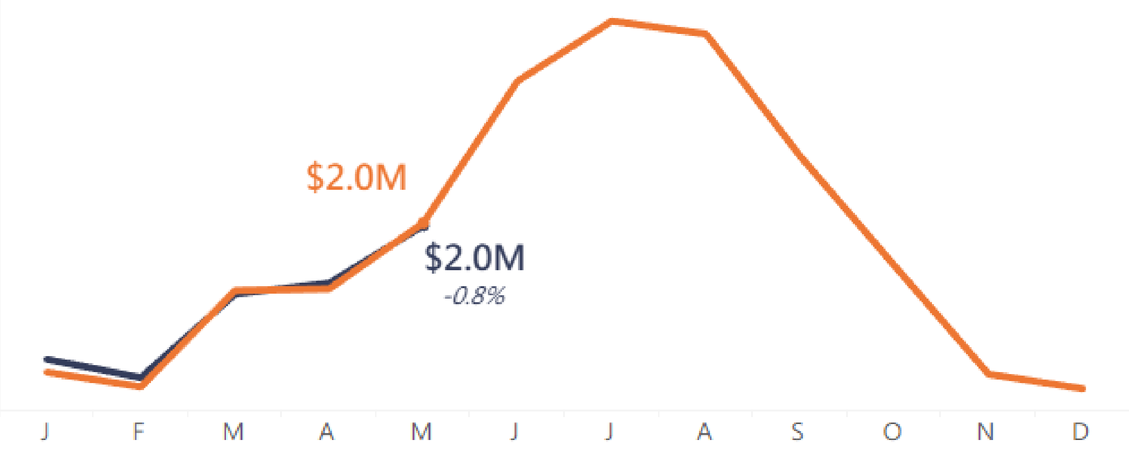
Average Daily Rate



Revenue Per Available Room



Revenue

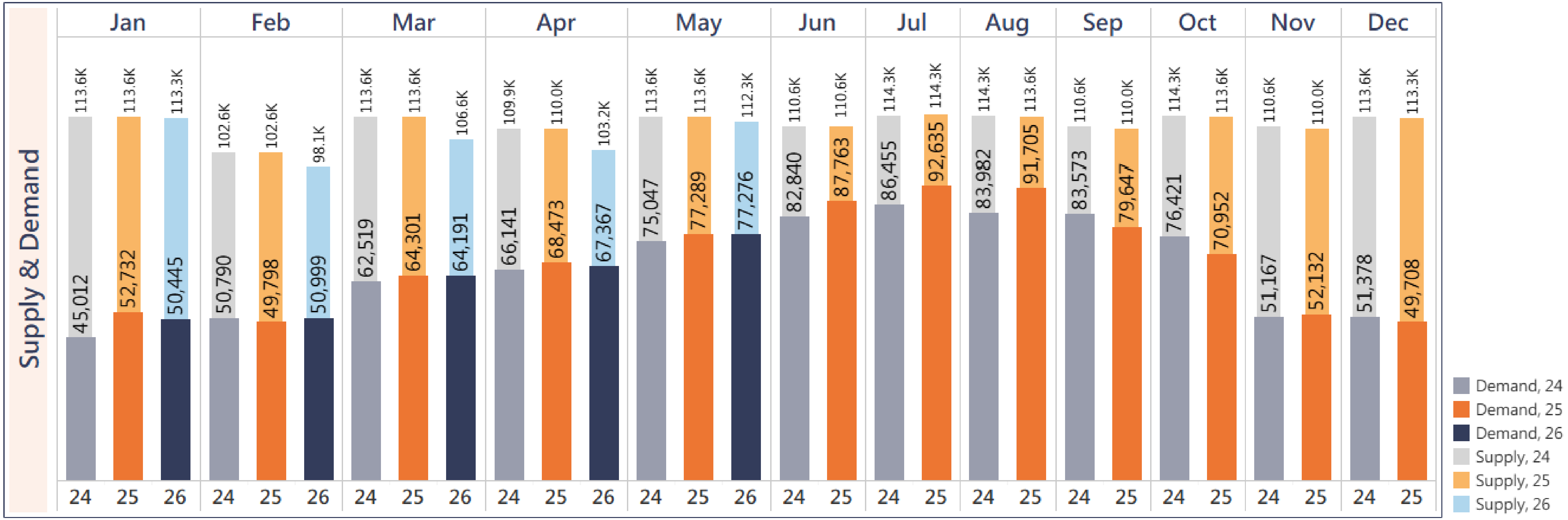


Source: STR

Bend

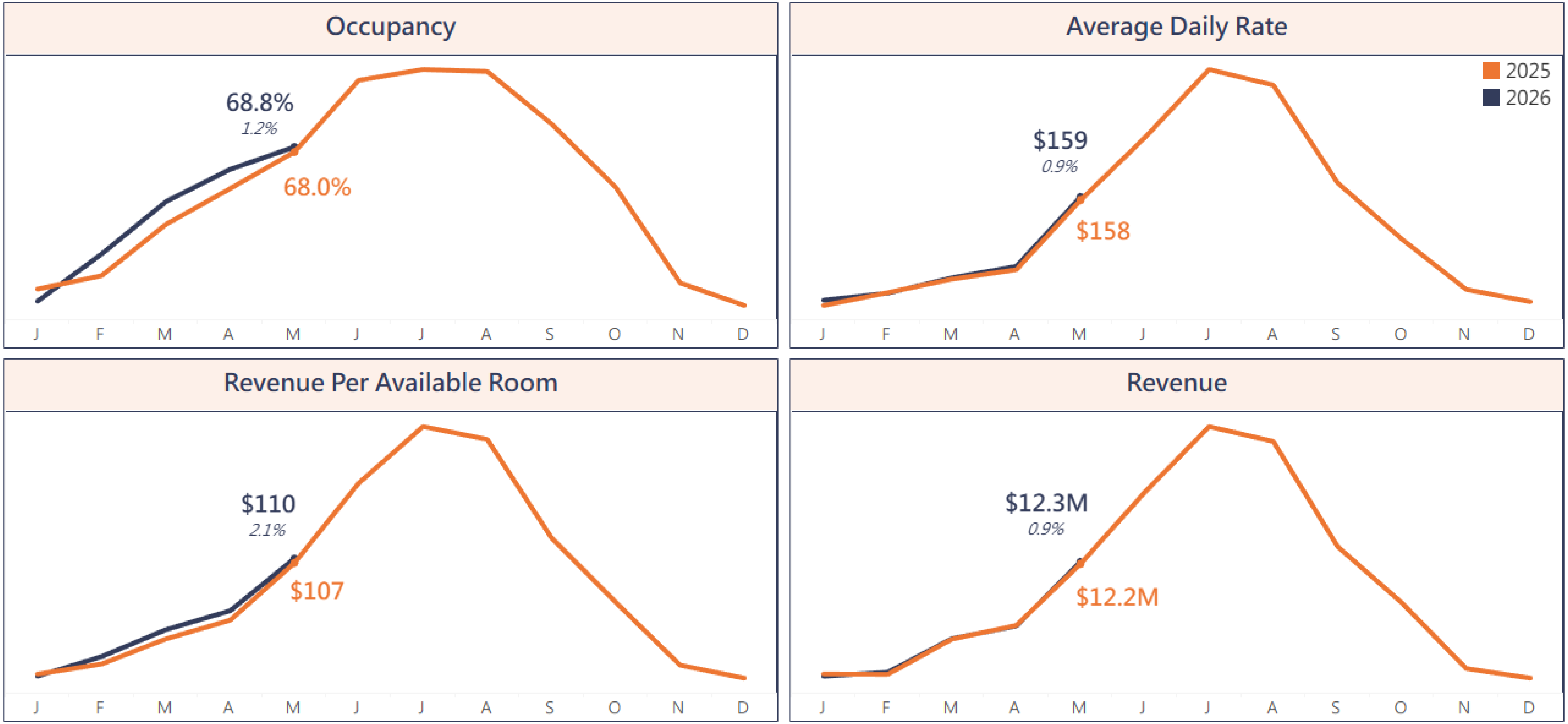
Bend – May 2026

May '26 / YOY	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
May '26	68.8%	$159.48	$109.76	112,282	77,276	$12,323,662
YOY	1.2%	0.9%	2.1%	-1.2%	0.0%	0.9%



Source: STR

Bend – May 2026



Source: STR

Bend – May 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Occ 69.7% ADR $148 Demand 2,397	2 Occ 69.6% ADR $146 Demand 2,395
3 Occ 49.5% ADR $126 Demand 1,701	4 Occ 64.2% ADR $137 Demand 2,209	5 Occ 72.8% ADR $141 Demand 2,503	6 Occ 75.7% ADR $140 Demand 2,603	7 Occ 67.3% ADR $137 Demand 2,335	8 Occ 65.1% ADR $147 Demand 2,261	9 Occ 65.9% ADR $152 Demand 2,289
10 Occ 48.9% ADR $128 Demand 1,698	11 Occ 72.8% ADR $136 Demand 2,528	12 Occ 77.0% ADR $144 Demand 2,672	13 Occ 79.4% ADR $146 Demand 2,756	14 Occ 71.9% ADR $140 Demand 2,494	15 Occ 77.3% ADR $156 Demand 2,682	16 Occ 83.5% ADR $167 Demand 2,897
17 Occ 52.3% ADR $134 Demand 1,814	18 Occ 66.5% ADR $145 Demand 2,308	19 Occ 75.2% ADR $154 Demand 2,611	20 Occ 82.6% ADR $171 Demand 2,867	21 Occ 77.0% ADR $188 Demand 2,673	22 Occ 85.2% ADR $248 Demand 2,956	23 Occ 90.5% ADR $260 Demand 3,141
24 Occ 79.8% ADR $217 Demand 2,771	25 Occ 49.7% ADR $146 Demand 1,726	26 Occ 58.9% ADR $153 Demand 2,043	27 Occ 66.7% ADR $148 Demand 2,314	28 Occ 68.7% ADR $152 Demand 2,385	29 Occ 67.6% ADR $169 Demand 2,345	30 Occ 73.5% ADR $170 Demand 2,551
31 Occ 53.3% ADR $148 Demand 1,929						

Source: STR

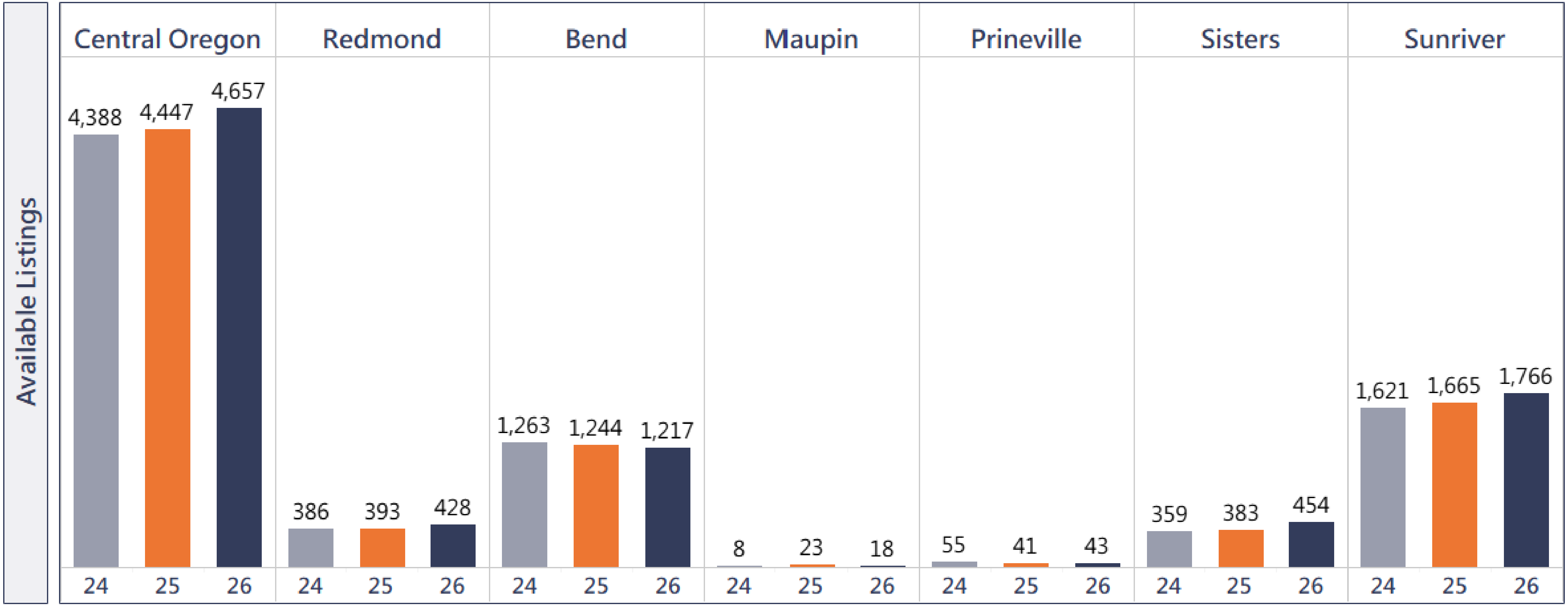
Airbnb & Vrbo Short Term Rental Performance

AirDNA - Definitions

- **Available Listings** – Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period.
- **Average Daily Rate** – Average daily rate (ADR) of booked nights in USD (ADR = Total Revenue / Booked Nights).
- **Demand (Nights Booked)** – Total number of nights booked during the reporting period.
- **Supply (Nights Available)** – Total number of nights available during the reporting period.
- **Occupancy Rate** – Occupancy Rate = Total Booked Days / (Total Booked Days + Total Available Days). The calculation only includes vacation rentals with at least one Booked Night.
- **Revenue (USD)** – Total revenue (in US dollars) earned during the reporting period. Includes the advertised price from the time of booking, as well as cleaning fees.
- **RevPAR** – Revenue Per Available Rental = ADR * Occupancy Rate

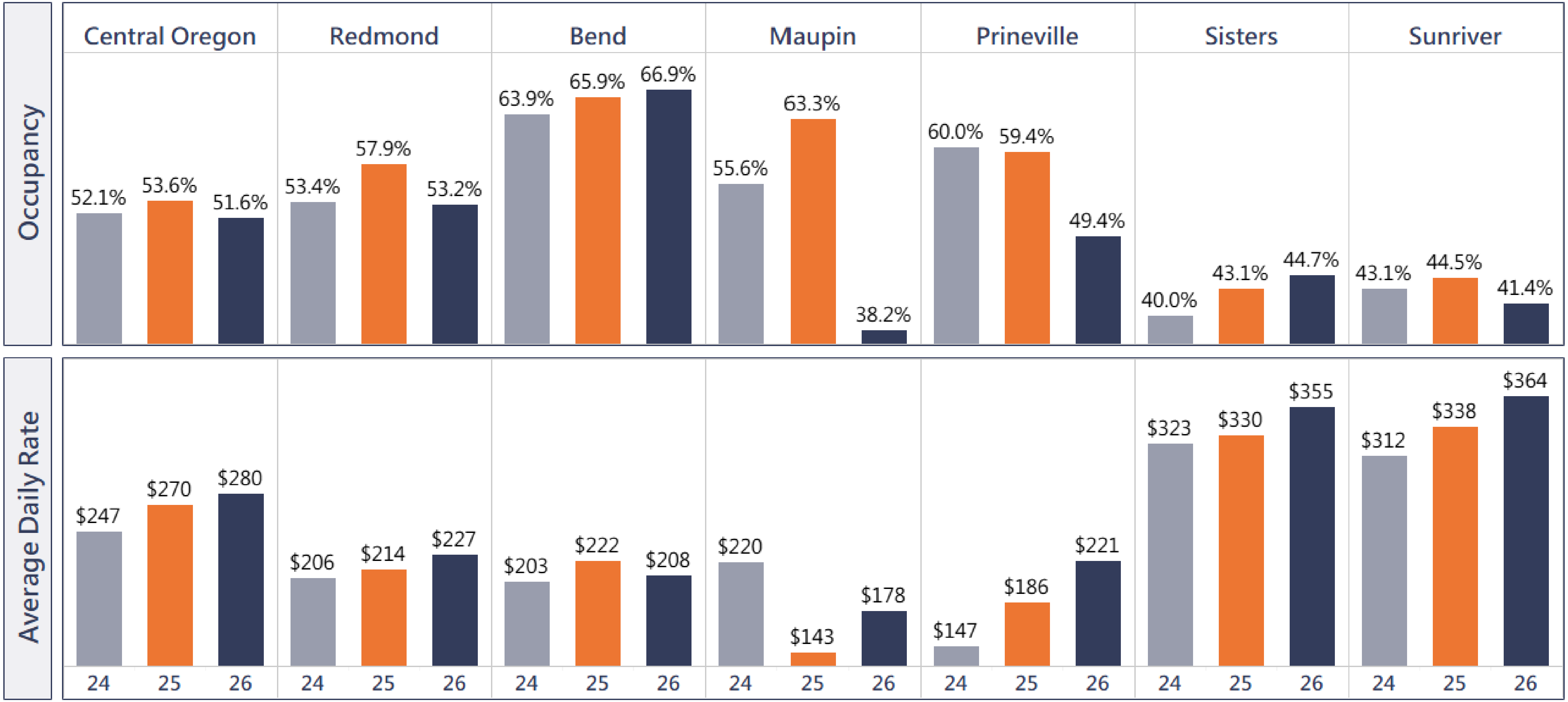
Source: AirDNA

May 2026 Regional Summary



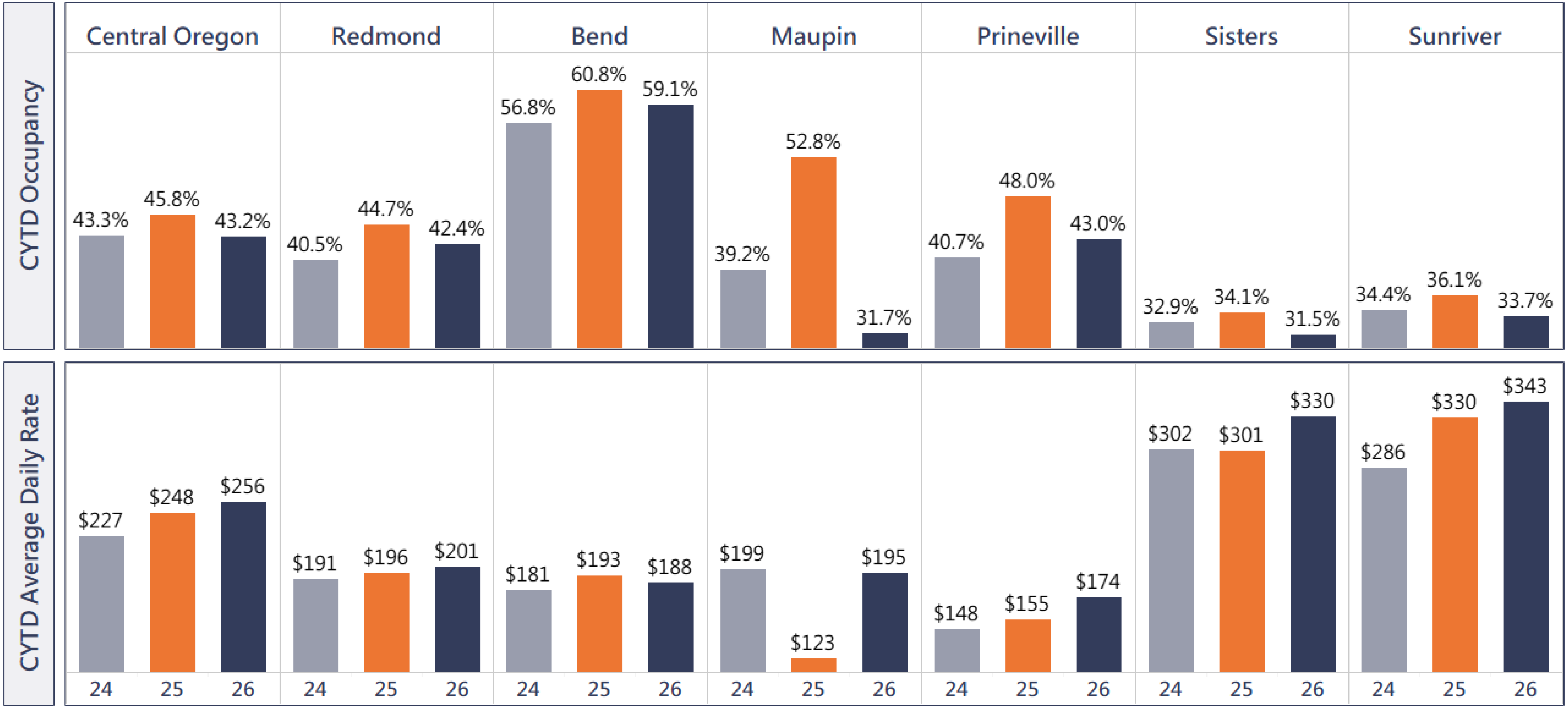
Source: AirDNA, 'Entire Place' Listings only

May 2026 Regional Summary



Source: AirDNA, 'Entire Place' Listings only

Calendar YTD Through May 2026

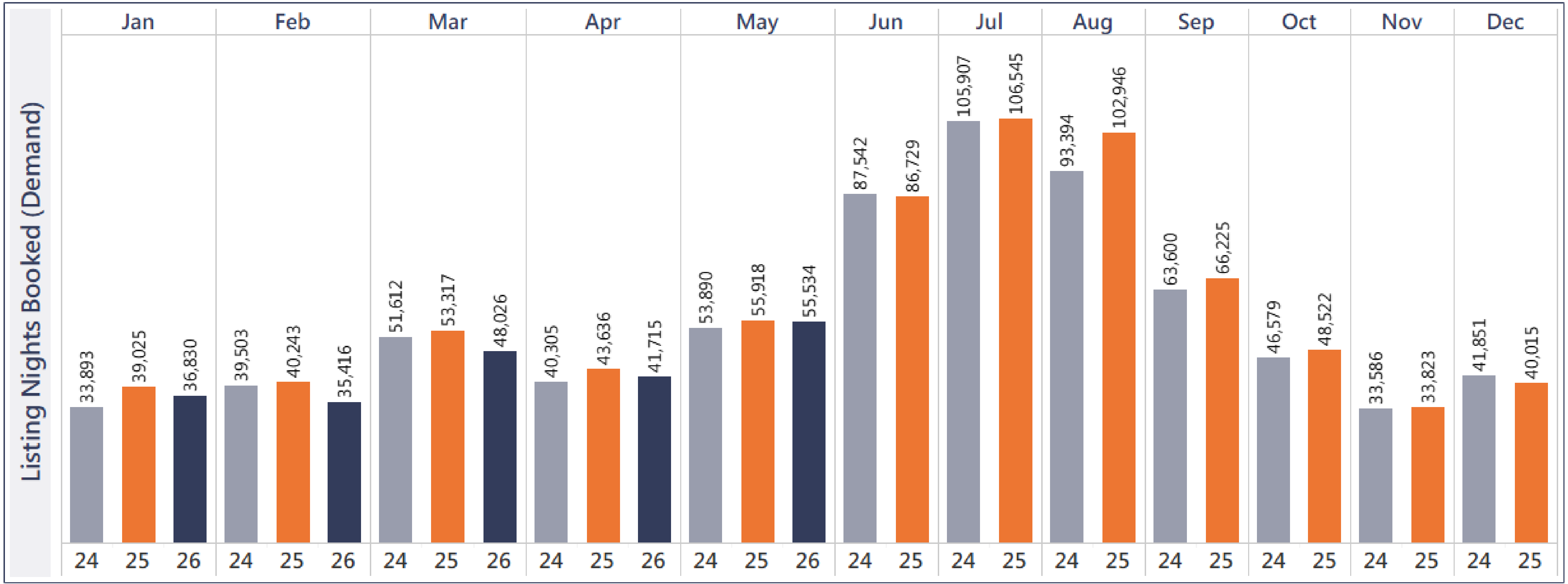


Source: AirDNA, 'Entire Place' Listings only

Central Oregon Region

Central Oregon – May 2026

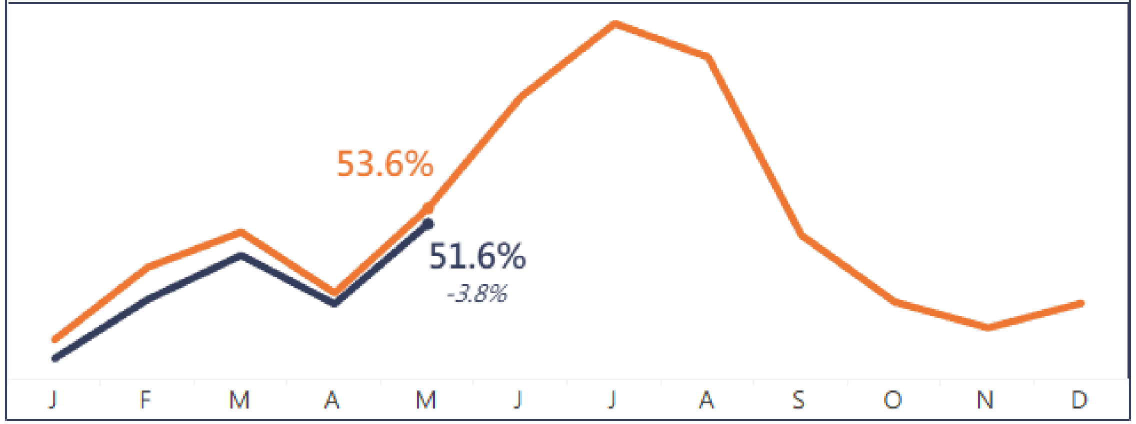
	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
May '26	51.6%	$279.93	$144.40	4,657	55,534	$15,545,364
YOY	-3.8%	3.6%	-0.4%	4.7%	-0.7%	2.9%



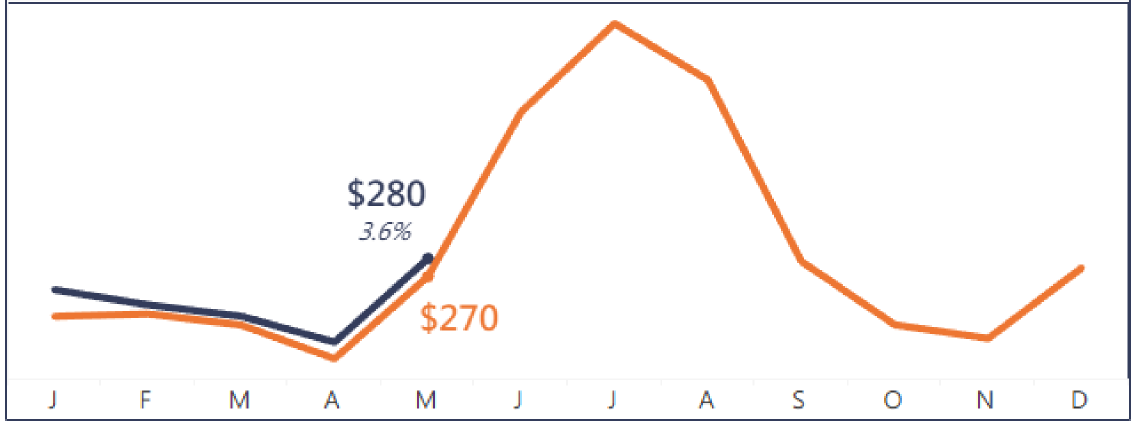
Source: AirDNA, 'Entire Place' Listings only

Central Oregon – May 2026

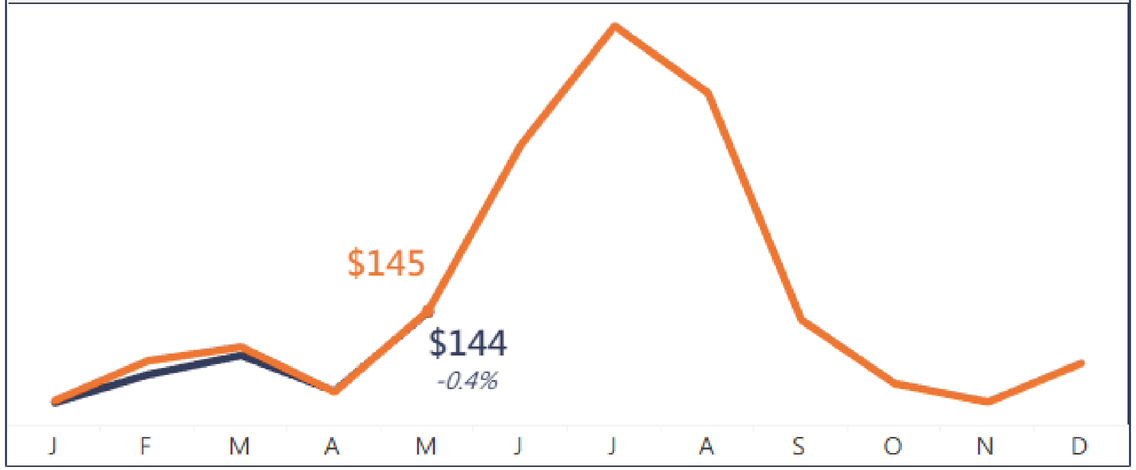
Occupancy



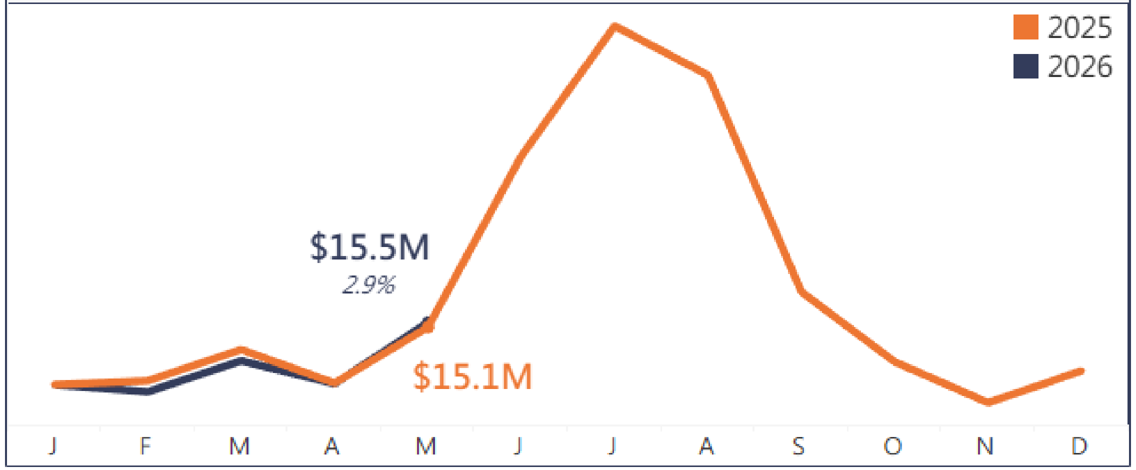
Average Daily Rate



Revenue Per Available Room



Revenue



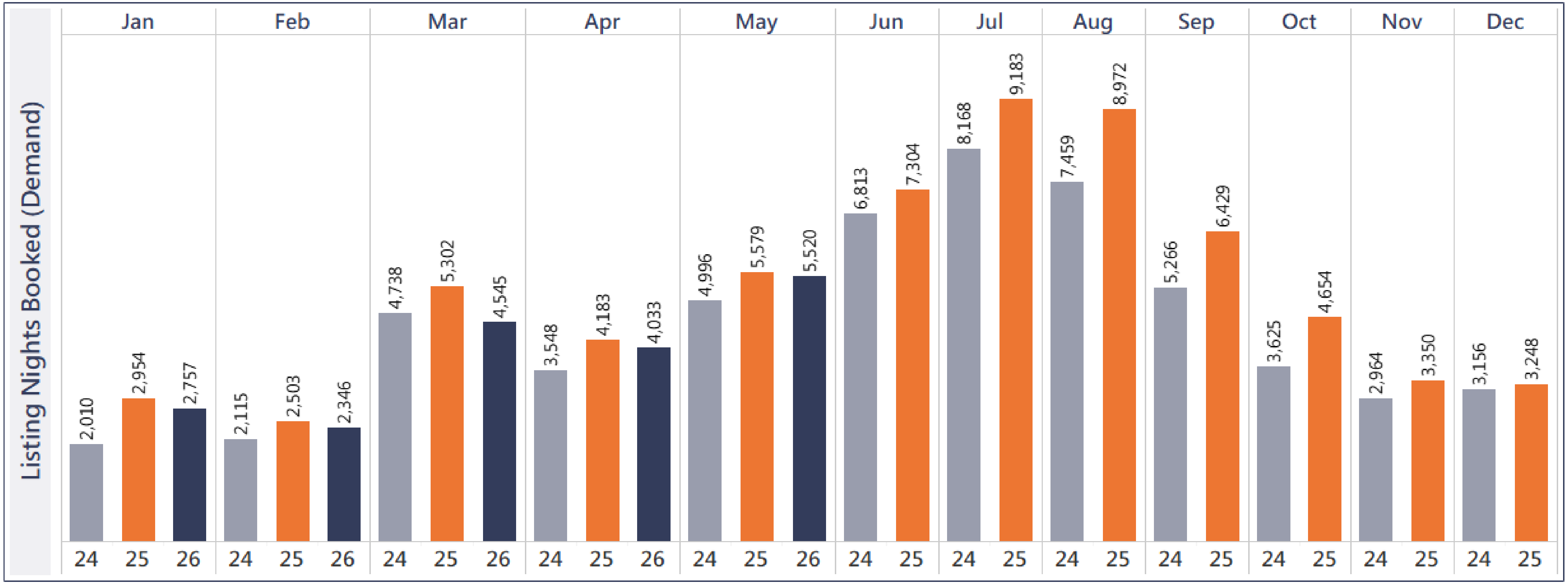
Source: AirDNA, 'Entire Place' Listings only

Redmond

Redmond – May 2026

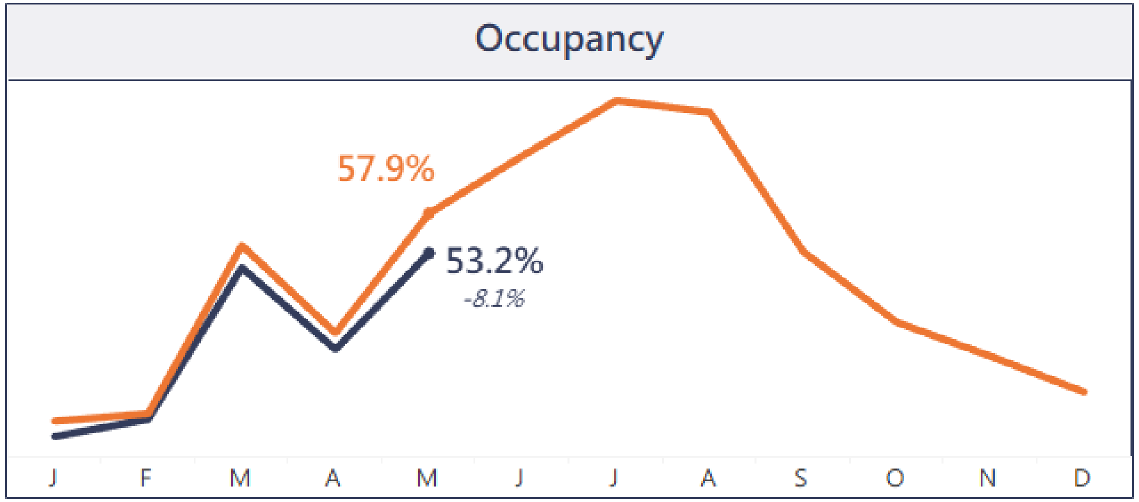
VISIT CENTRAL OREGON

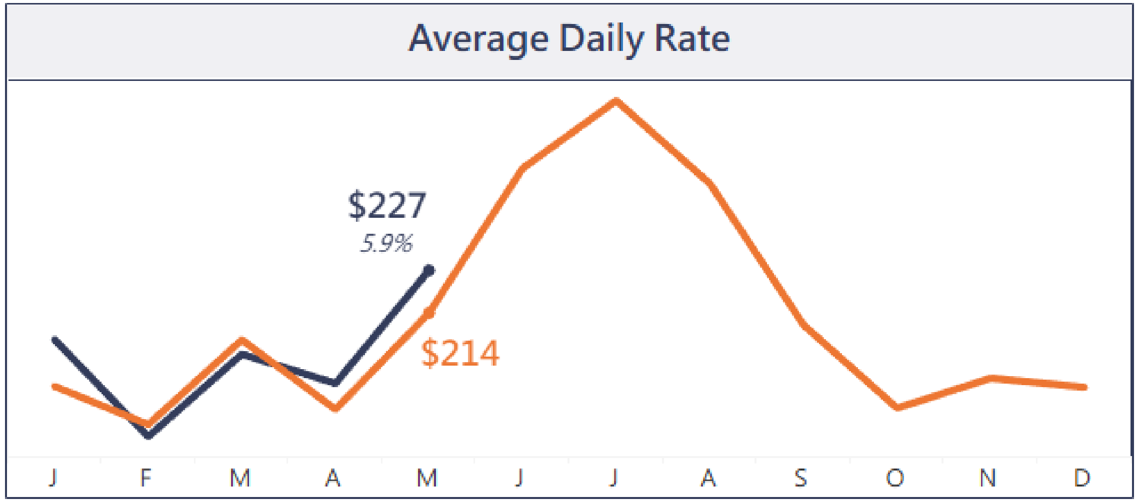
	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
May '26	53.2%	$226.81	$120.70	428	5,520	$1,252,008
YOY	-8.1%	5.9%	-2.7%	8.9%	-1.1%	4.8%

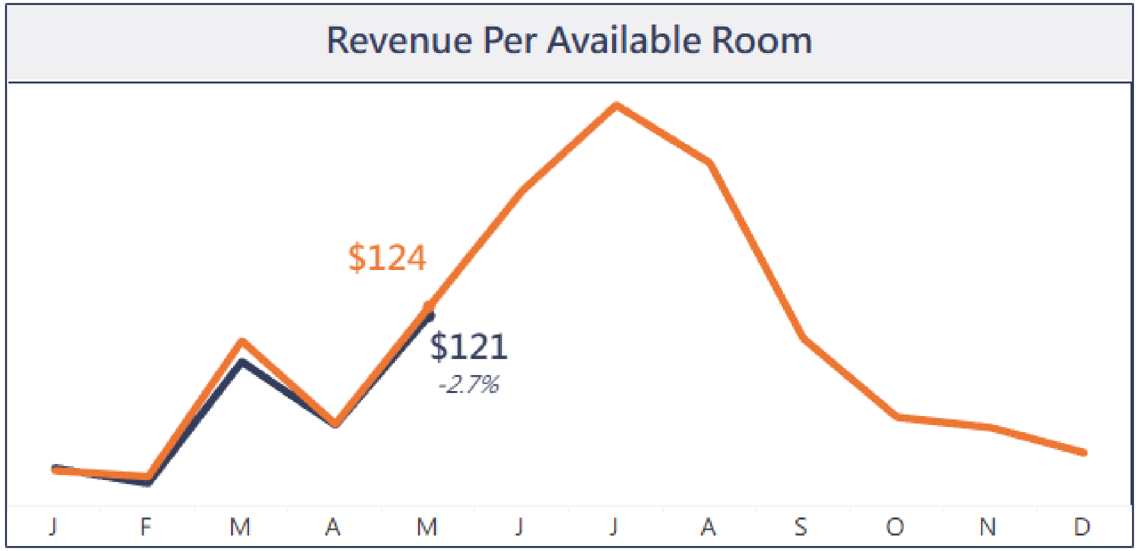


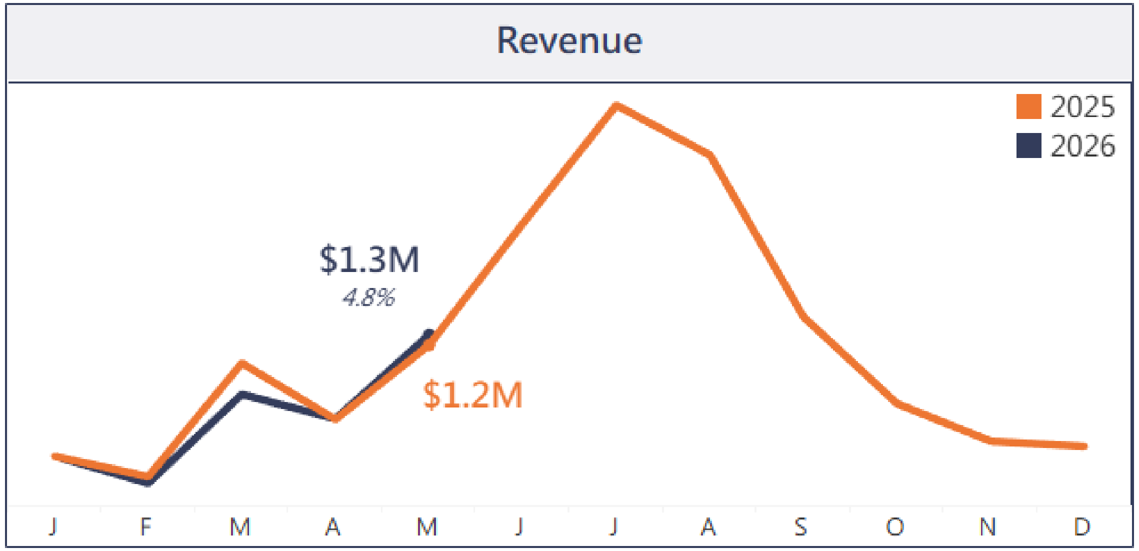
Source: AirDNA, 'Entire Place' Listings only

Redmond – May 2026







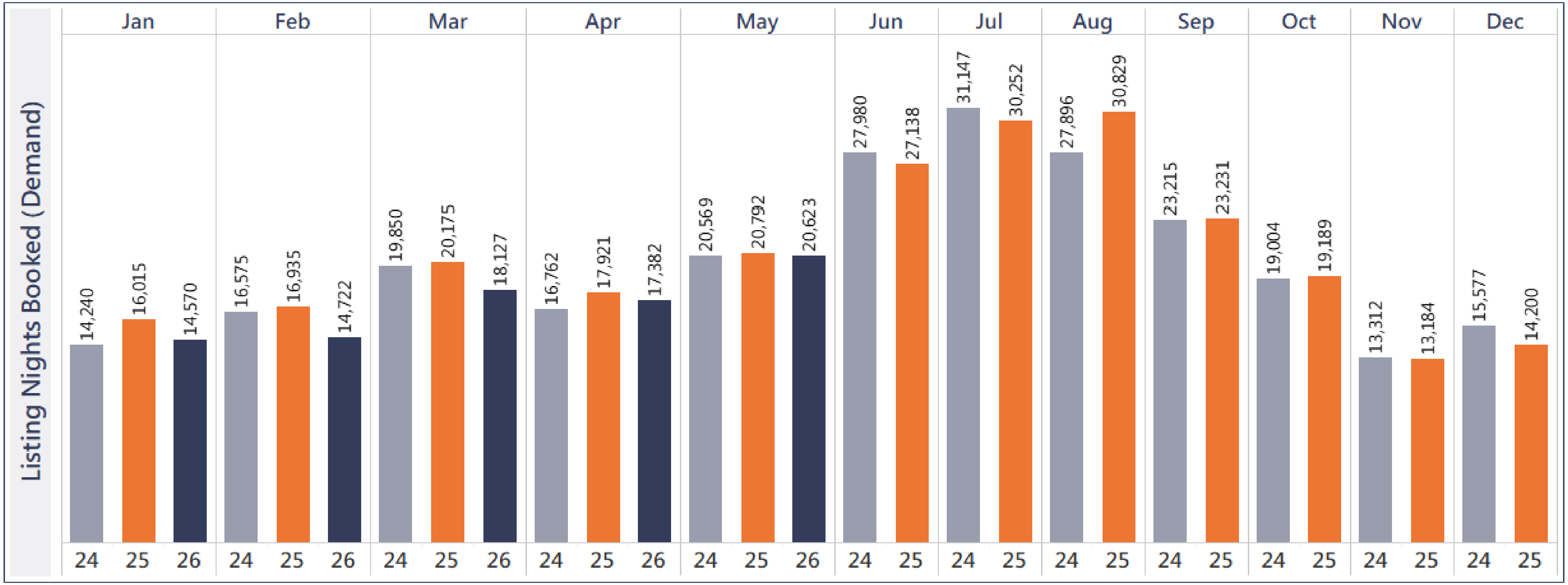


Source: AirDNA, 'Entire Place' Listings only

Bend

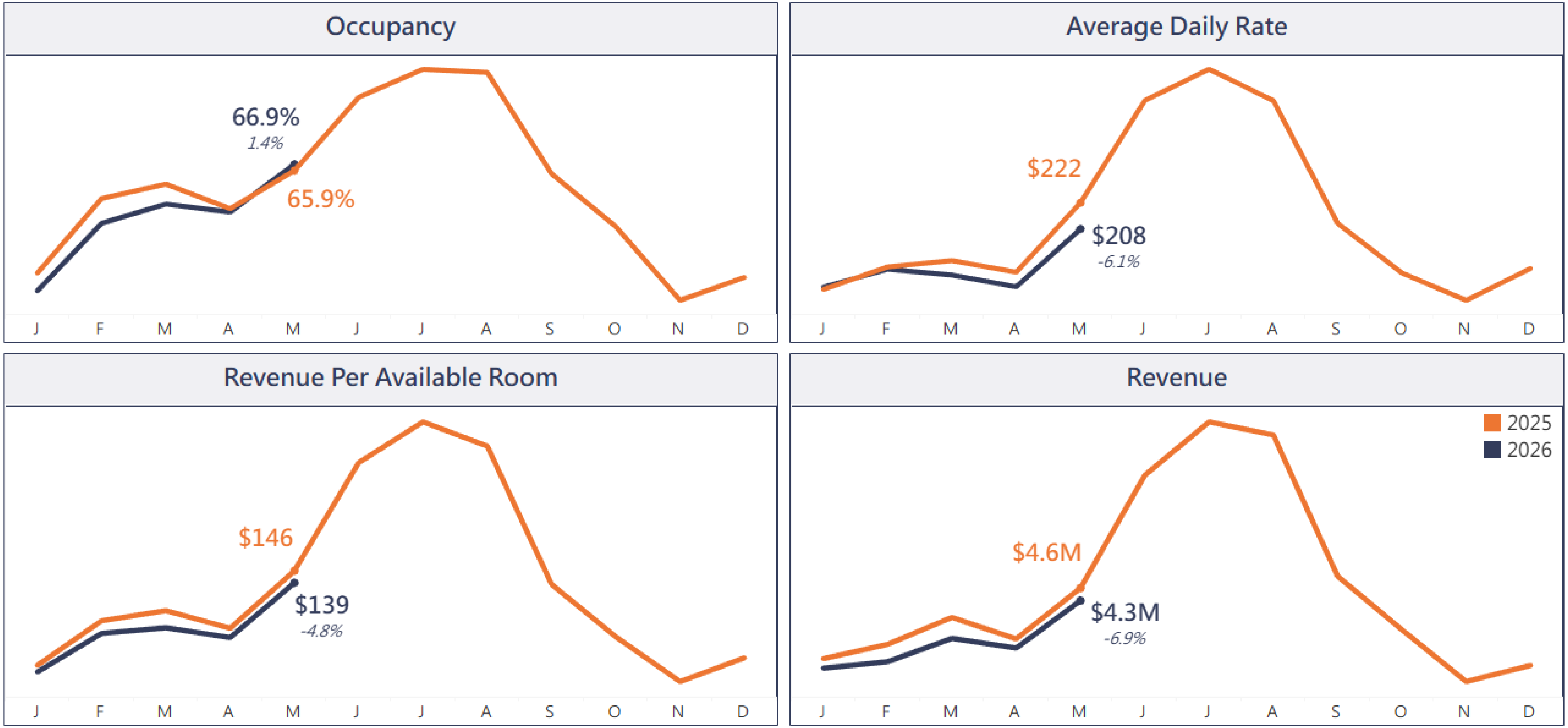
Bend – May 2026

	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
May '26	66.9%	$208.32	$139.27	1,217	20,623	$4,296,263
YOY	1.4%	-6.1%	-4.8%	-2.2%	-0.8%	-6.9%



Source: AirDNA, 'Entire Place' Listings only

Bend – May 2026

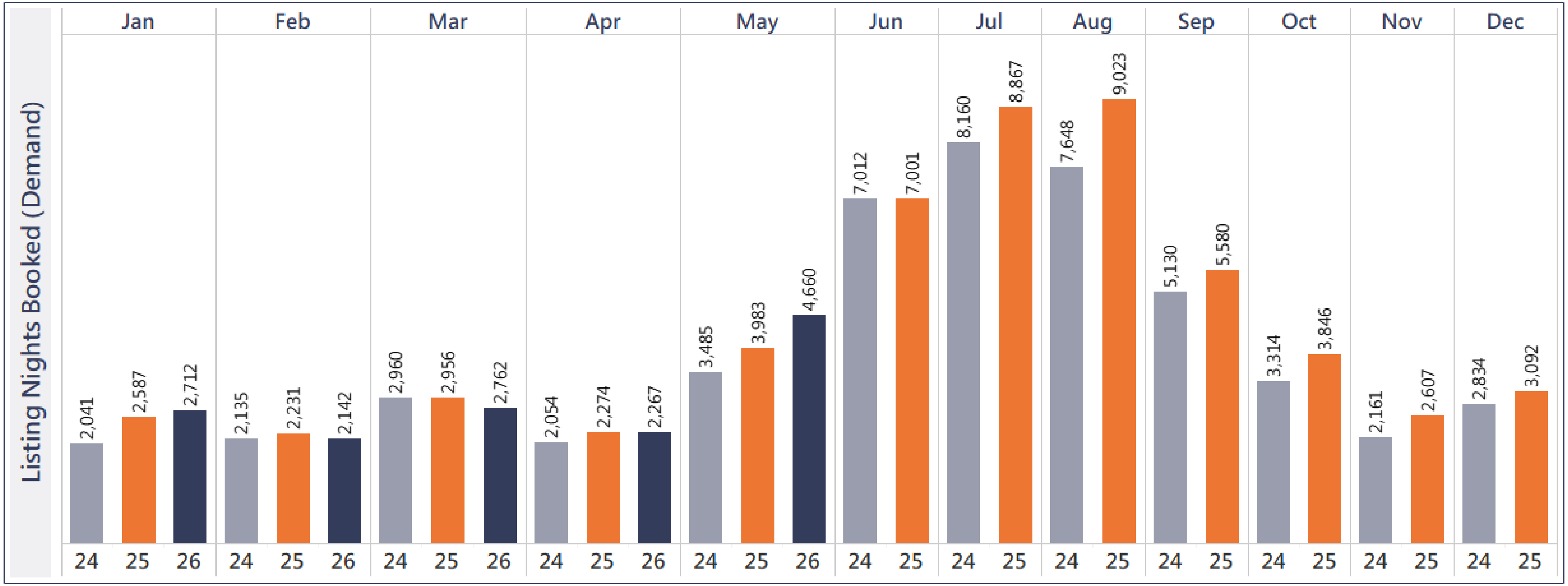


Source: AirDNA, 'Entire Place' Listings only


Sisters

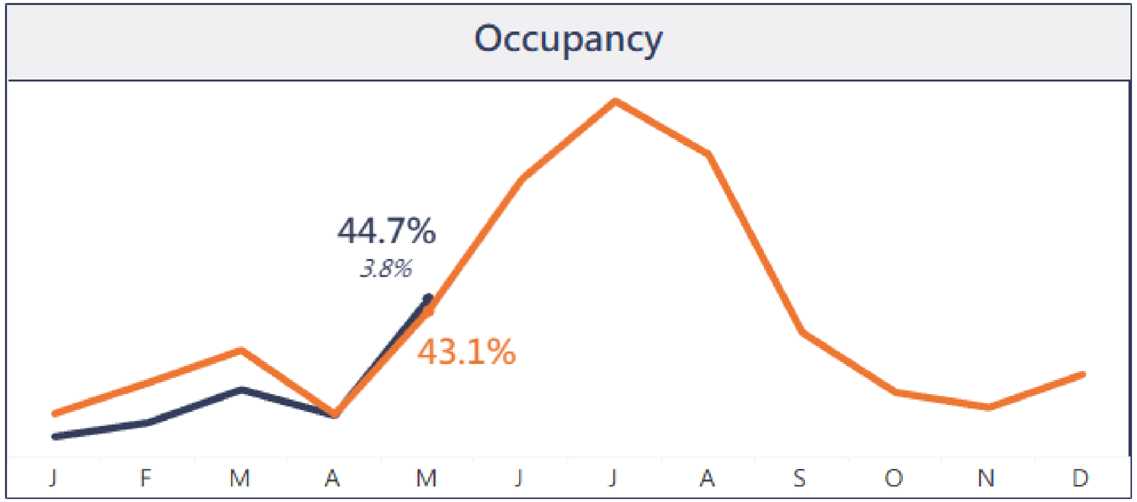
Sisters – May 2026

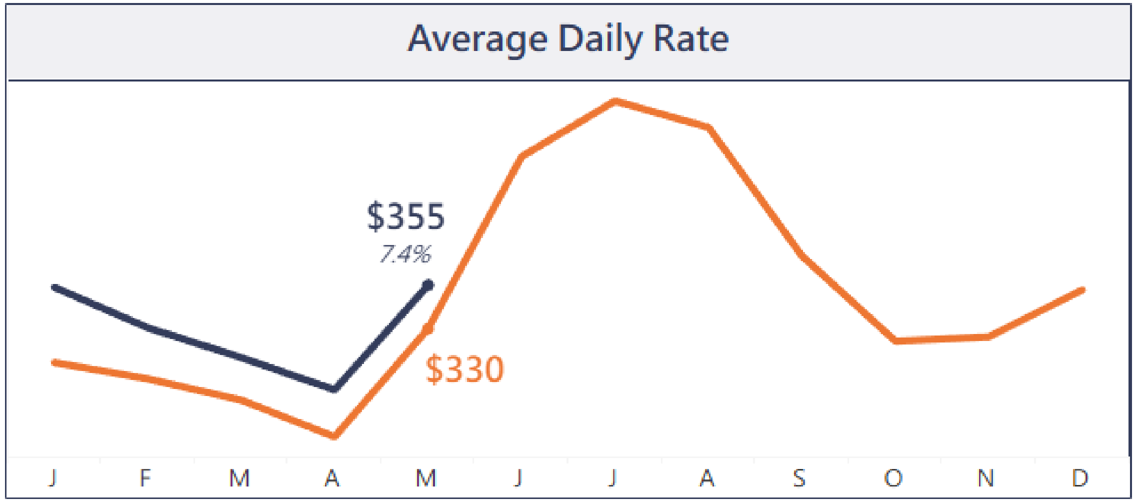
	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
May '26	44.7%	$354.89	$158.77	454	4,660	$1,653,782
YOY	3.8%	7.4%	11.5%	18.5%	17.0%	25.6%

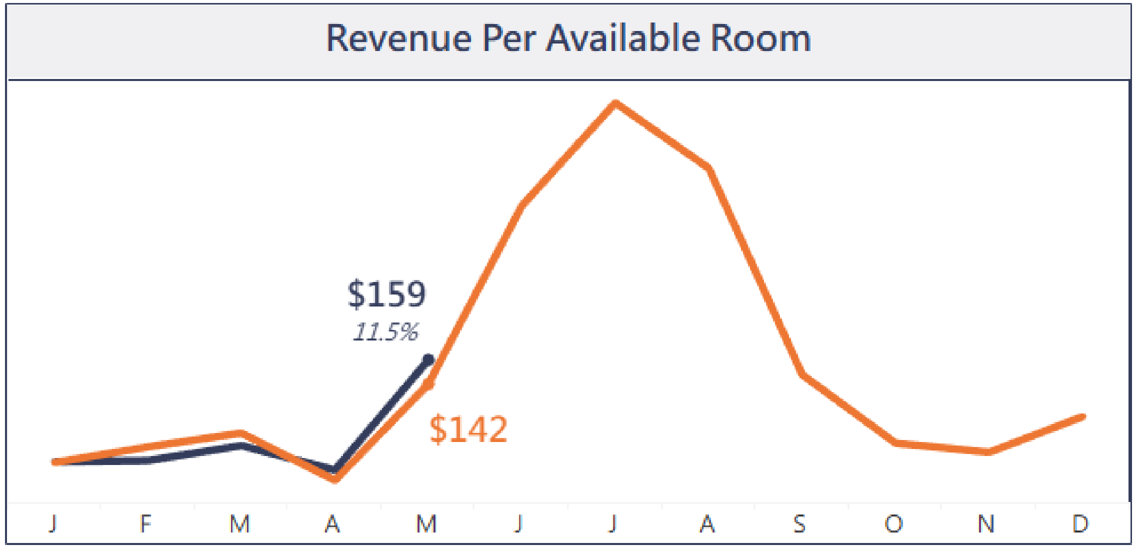


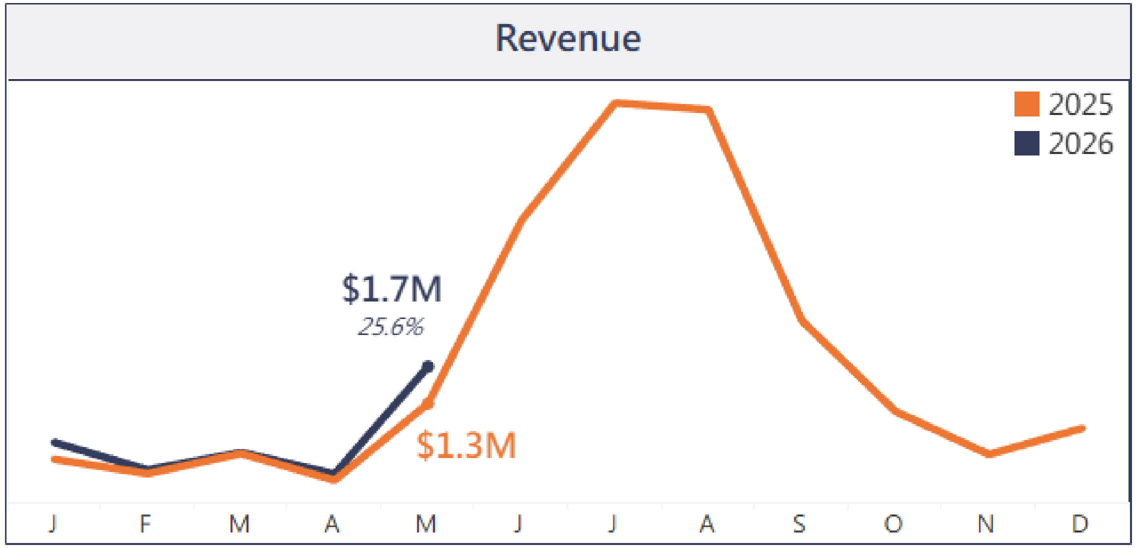
Source: AirDNA, 'Entire Place' Listings only

Sisters – May 2026







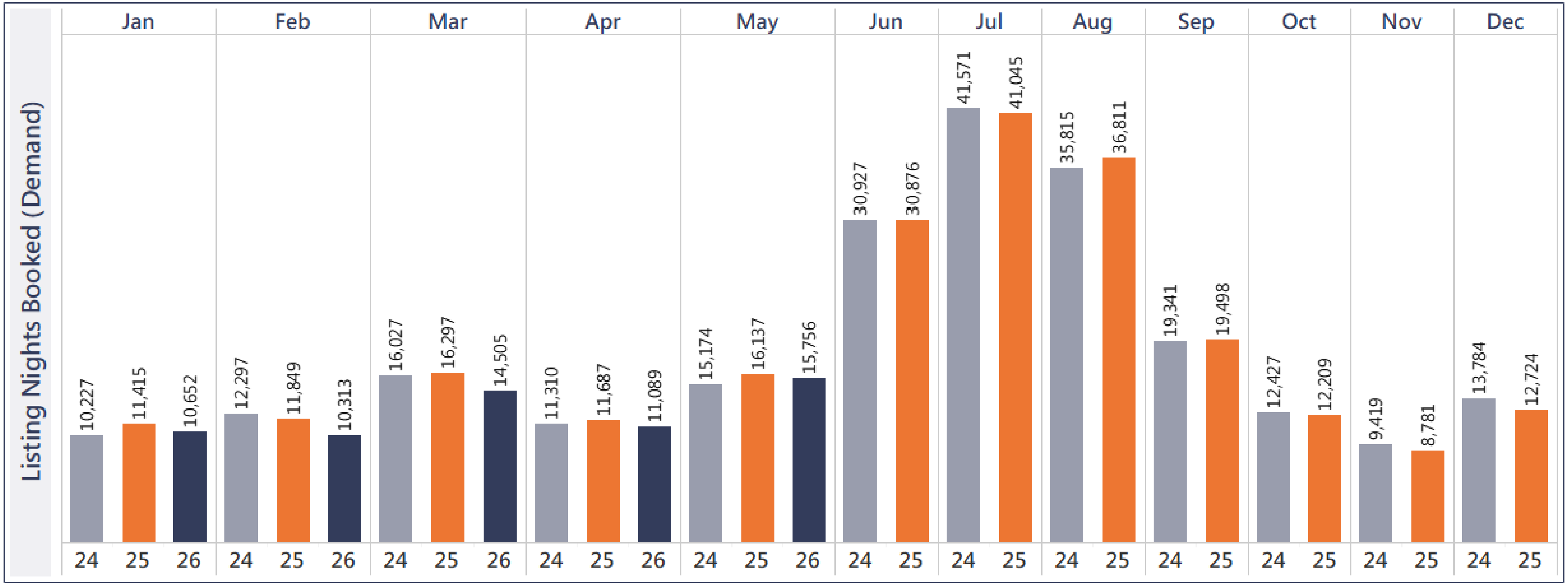


Source: AirDNA, 'Entire Place' Listings only


Sunriver

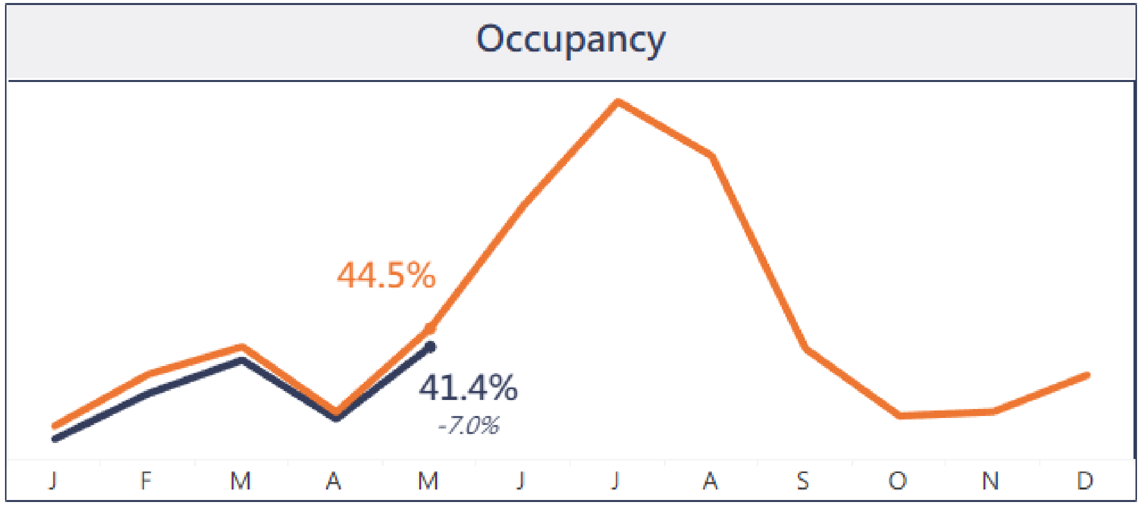
Sunriver – May 2026

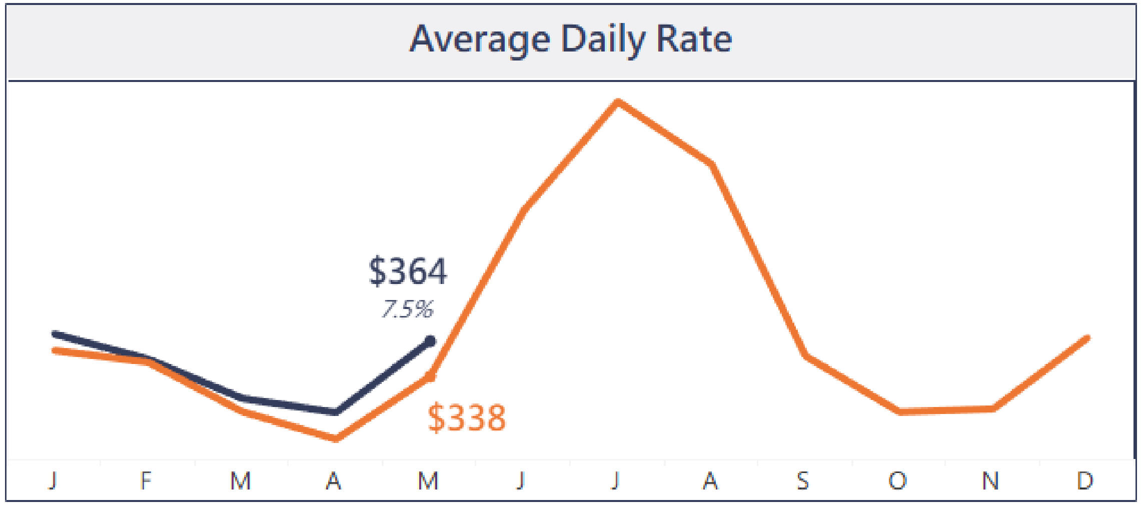
	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
May '26	41.4%	$363.59	$150.38	1,766	15,756	$5,728,761
YOY	-7.0%	7.5%	0.0%	6.1%	-2.4%	5.0%

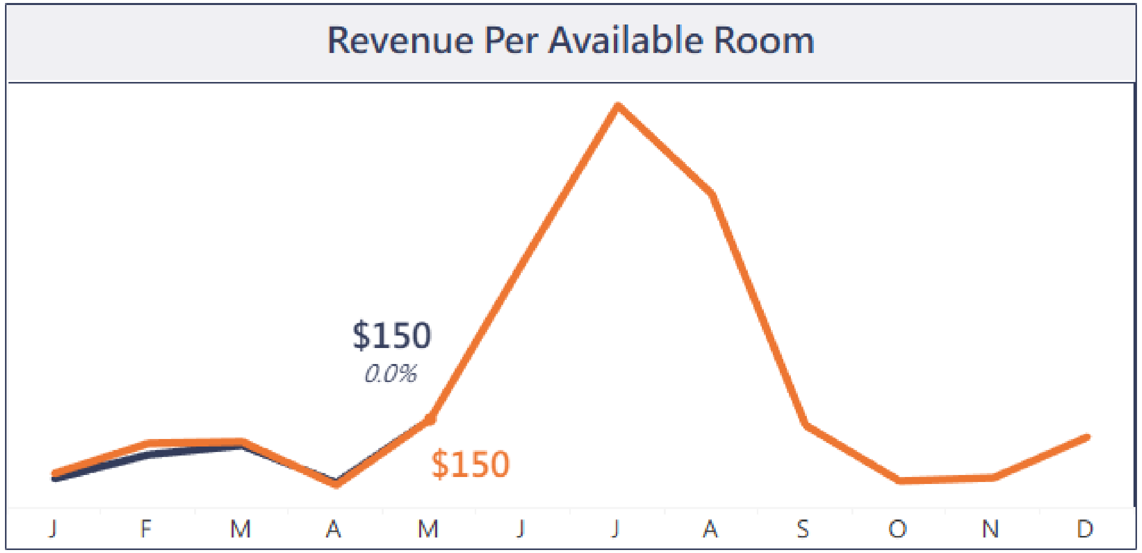


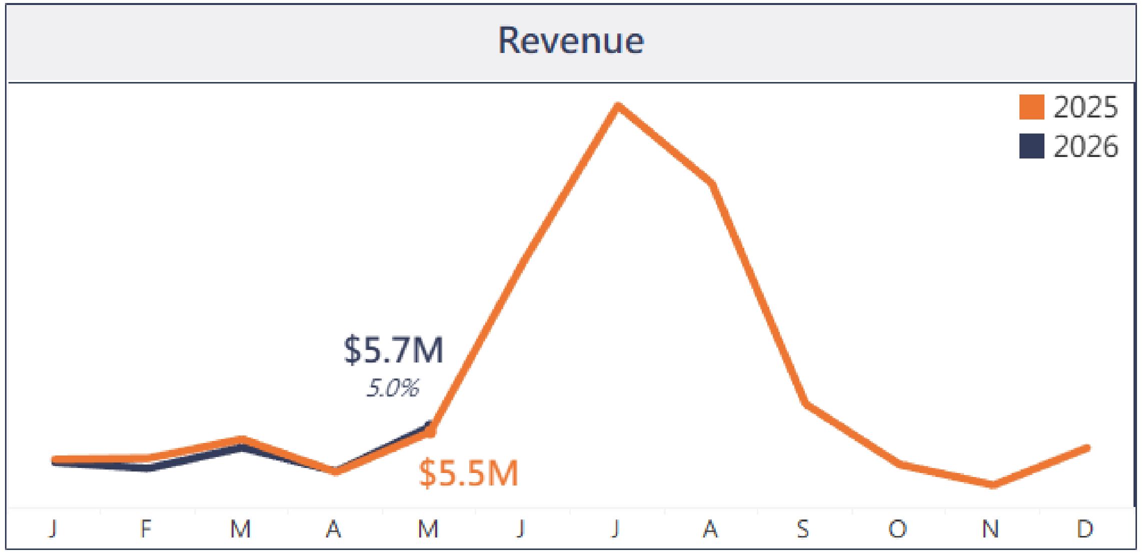
Source: AirDNA, 'Entire Place' Listings only

Sunriver – May 2026







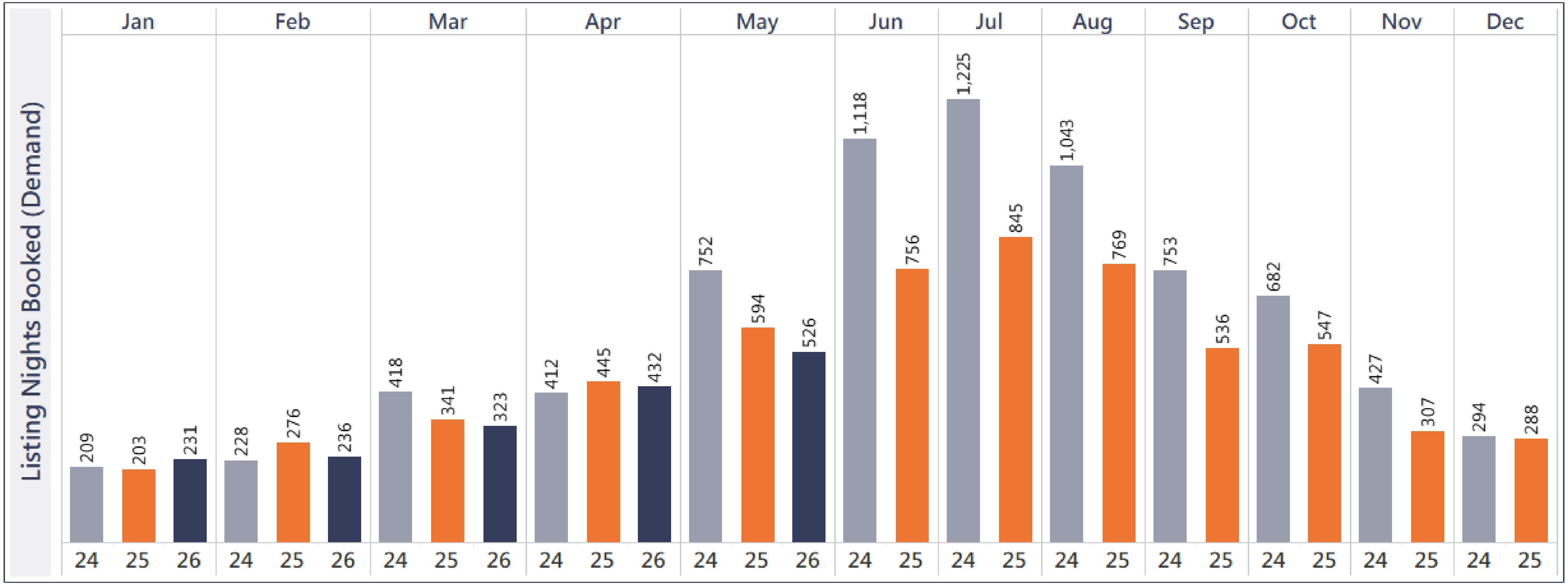


Source: AirDNA, 'Entire Place' Listings only


Prineville

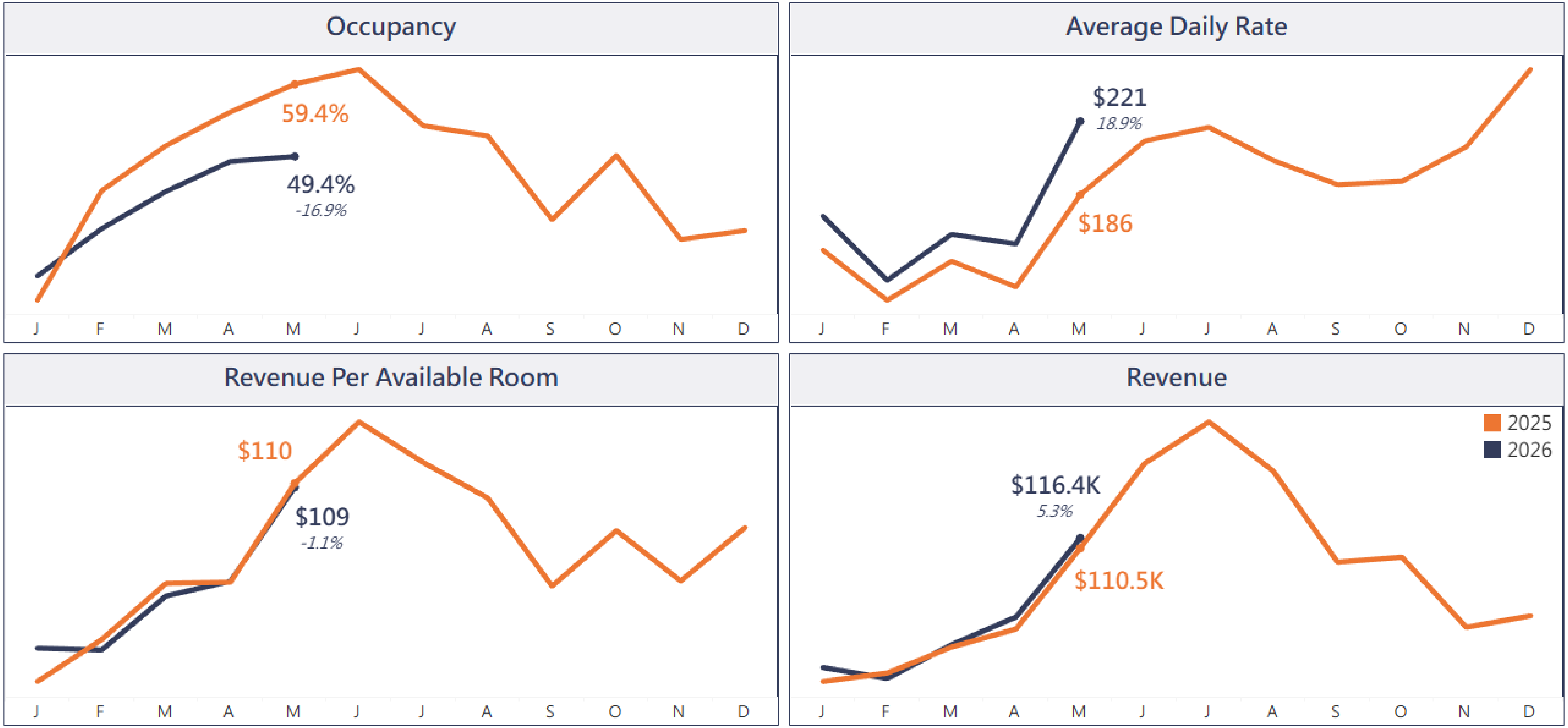
Prineville – May 2026

May '26	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
	49.4%	$221.21	$109.25	43	526	$116,355
YOY	-16.9%	18.9%	-1.1%	4.9%	-11.4%	5.3%



Source: AirDNA, 'Entire Place' Listings only

Prineville – May 2026

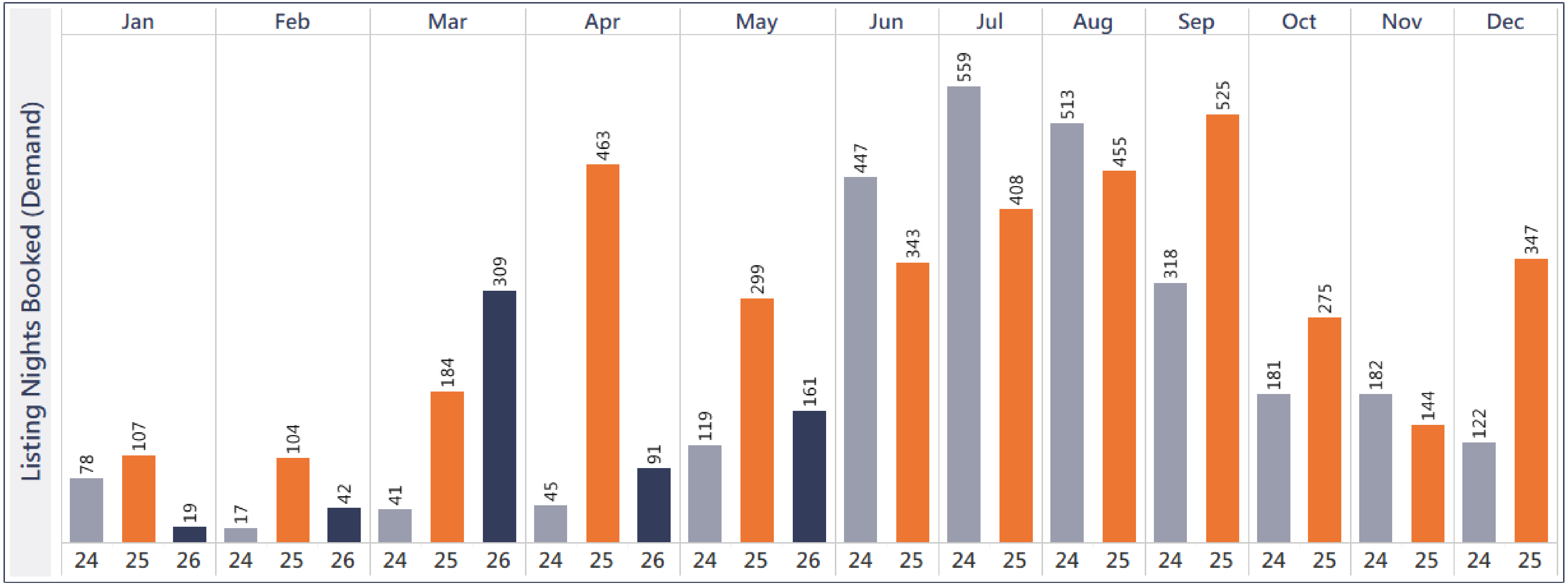


Source: AirDNA, 'Entire Place' Listings only


Maupin

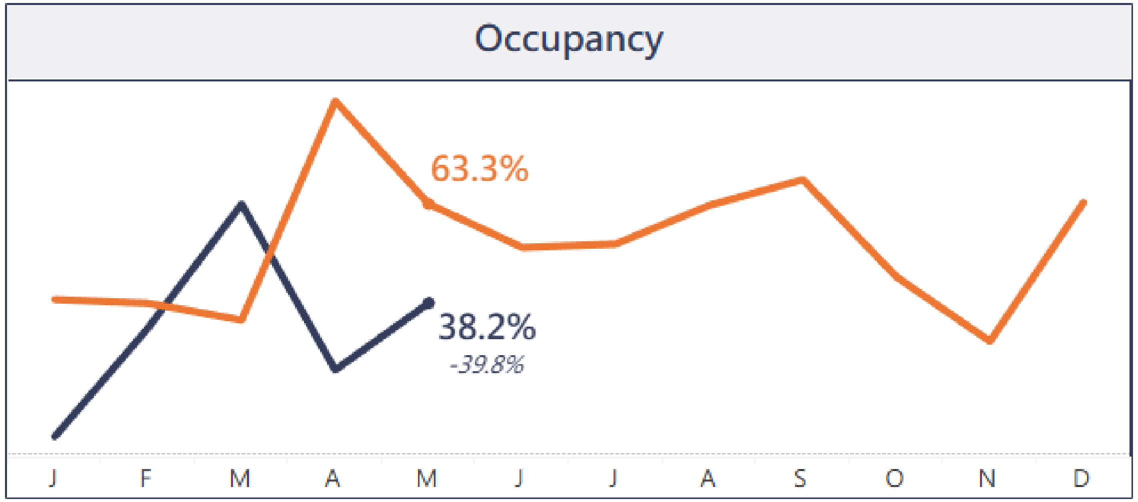
Maupin – May 2026

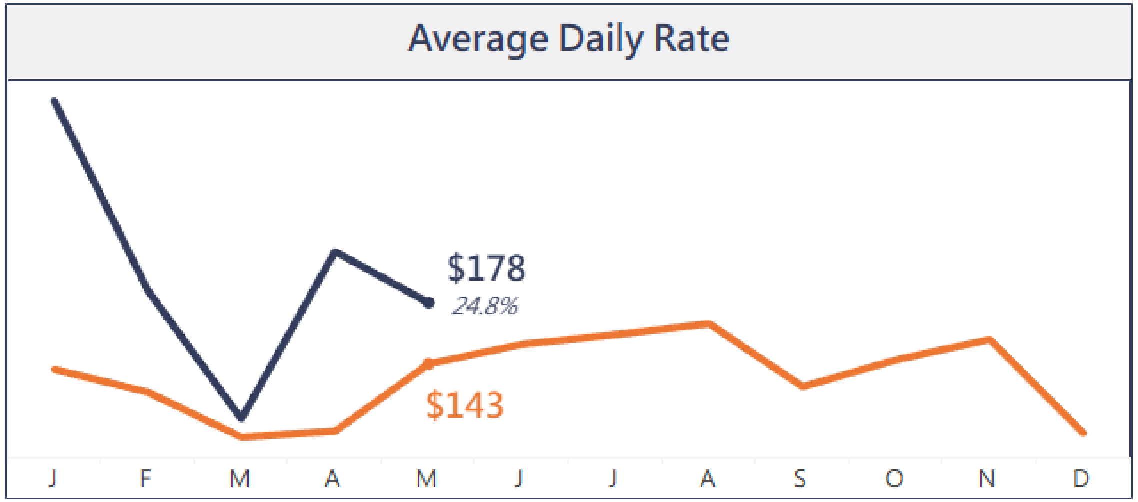
	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
May '26	38.2%	$178.11	$67.95	18	161	$28,676
YOY	-39.8%	24.8%	-24.8%	-21.7%	-46.2%	-32.8%

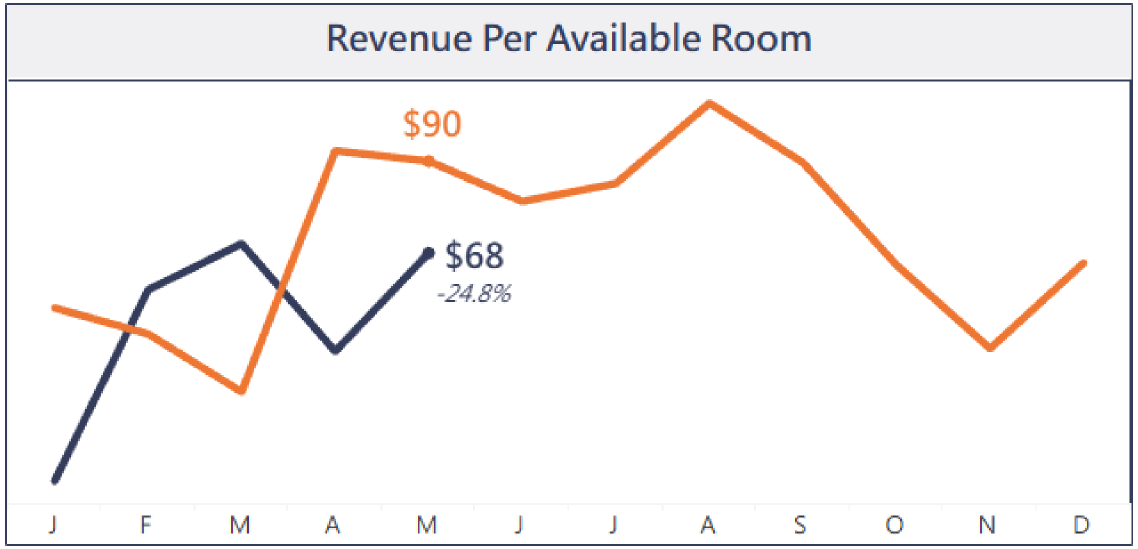


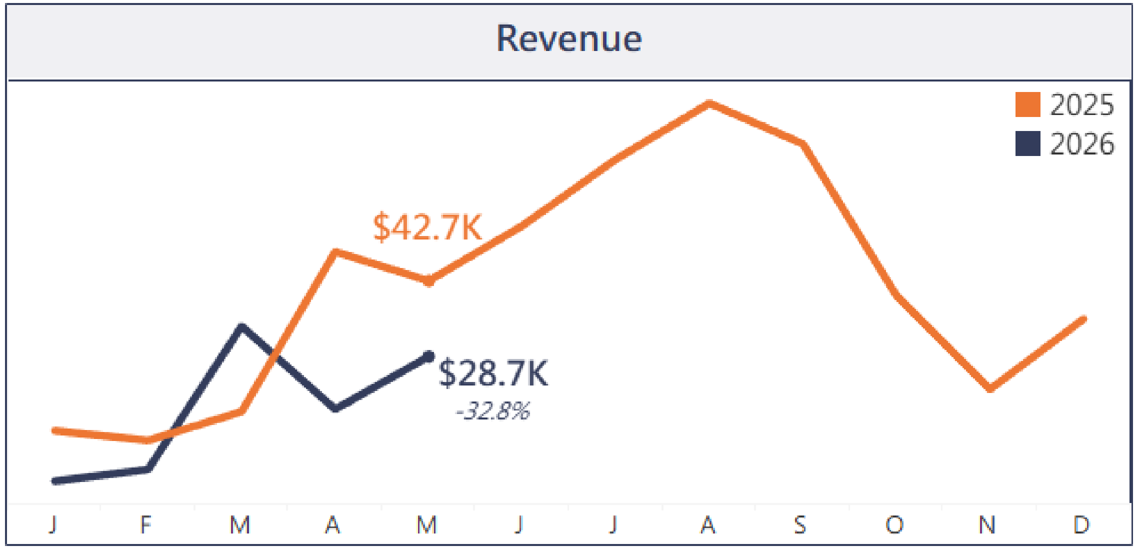
Source: AirDNA, 'Entire Place' Listings only

Maupin – May 2026









Source: AirDNA, 'Entire Place' Listings only

Redmond Municipal Airport

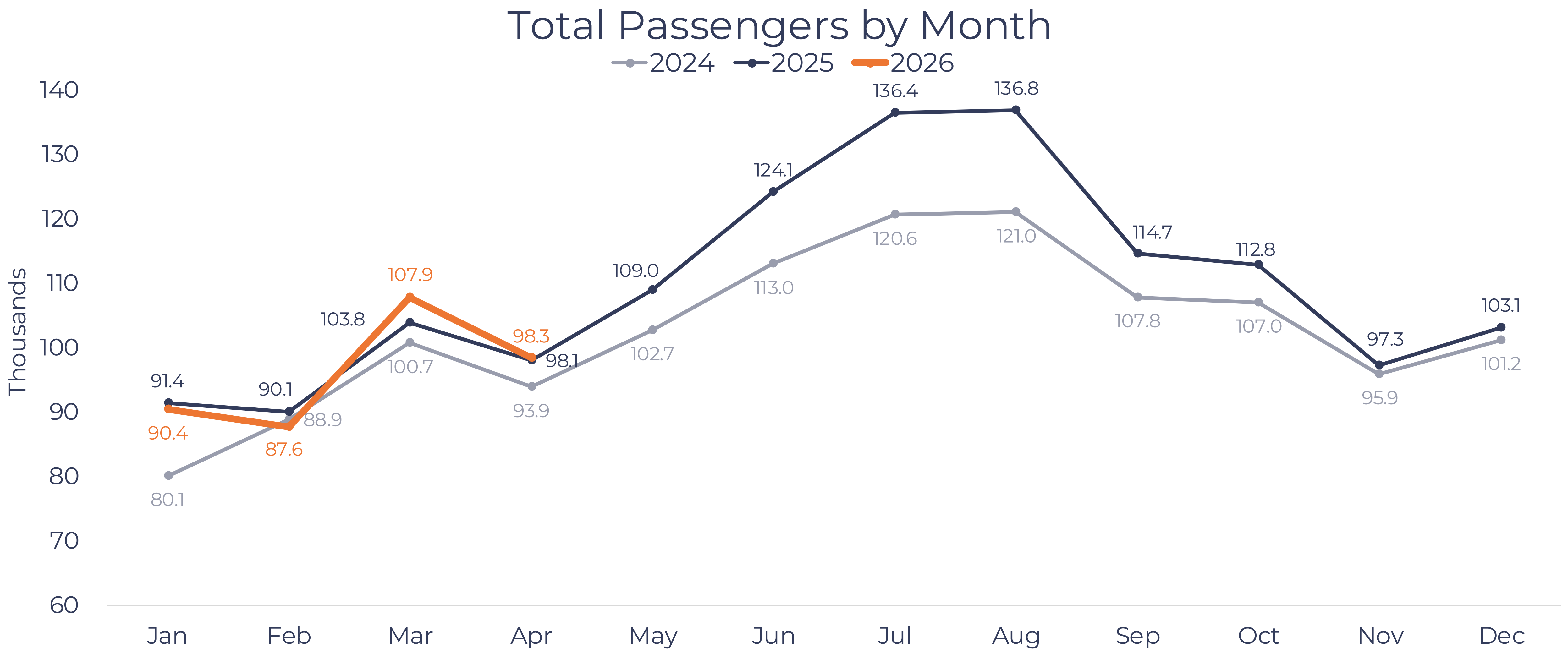
RDM: Route Map

Direct Service to:

BURBANK	PORTLAND
DENVER	SALT LAKE CITY
LAS VEGAS	SAN DIEGO
LOS ANGELES	SAN FRANCISCO
PHOENIX	& SEATTLE

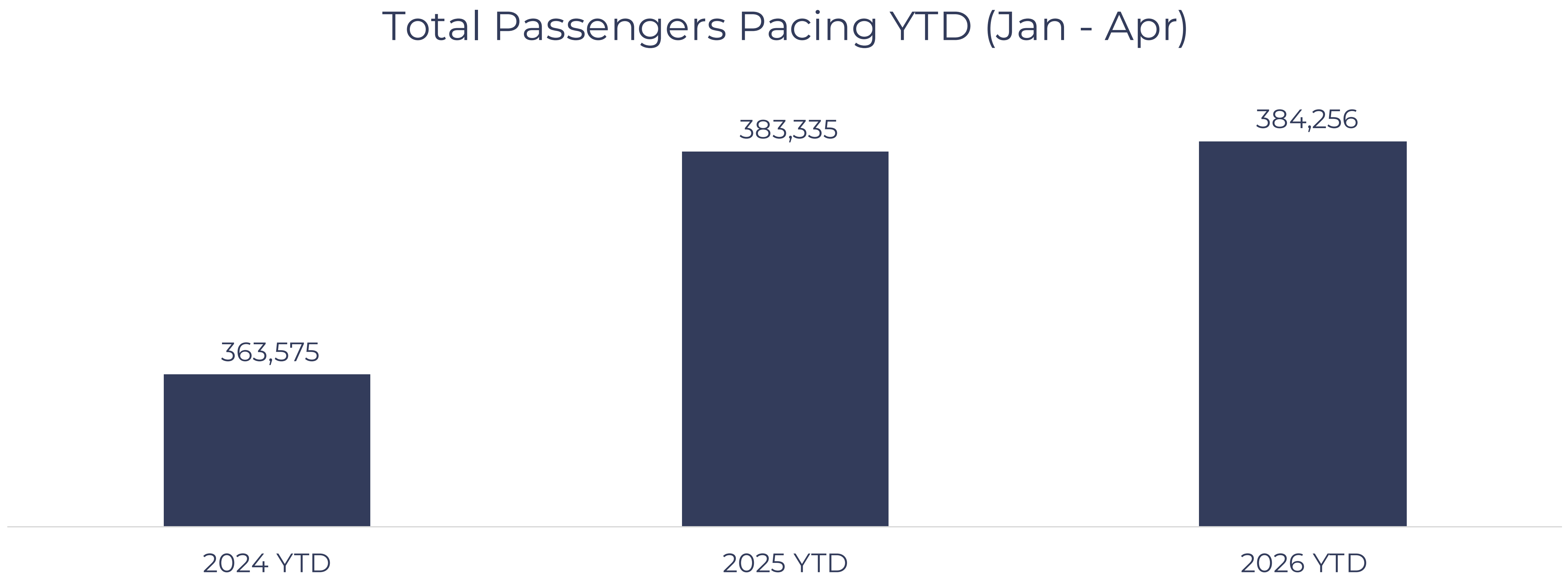
Source: Redmond Municipal Airport

RDM: Monthly Passengers



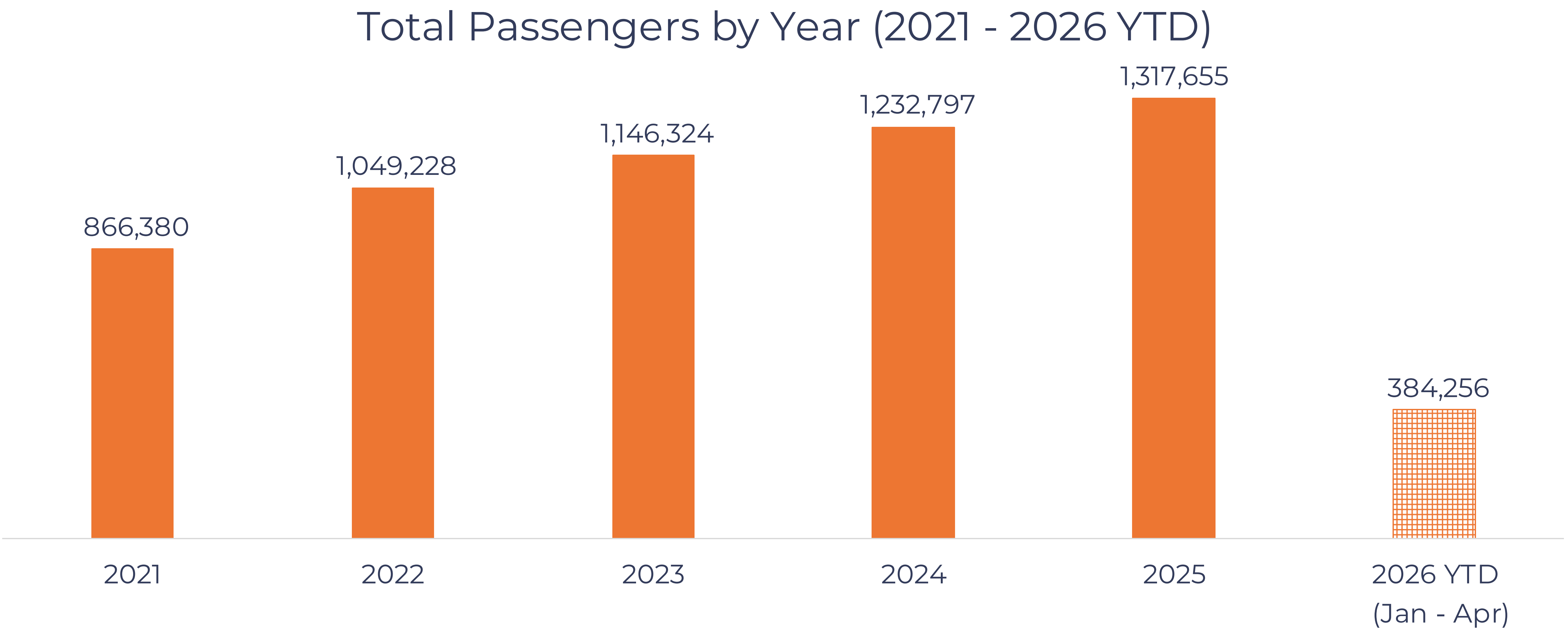
Source: Redmond Municipal Airport

RDM: Passenger Pacing



Source: Redmond Municipal Airport

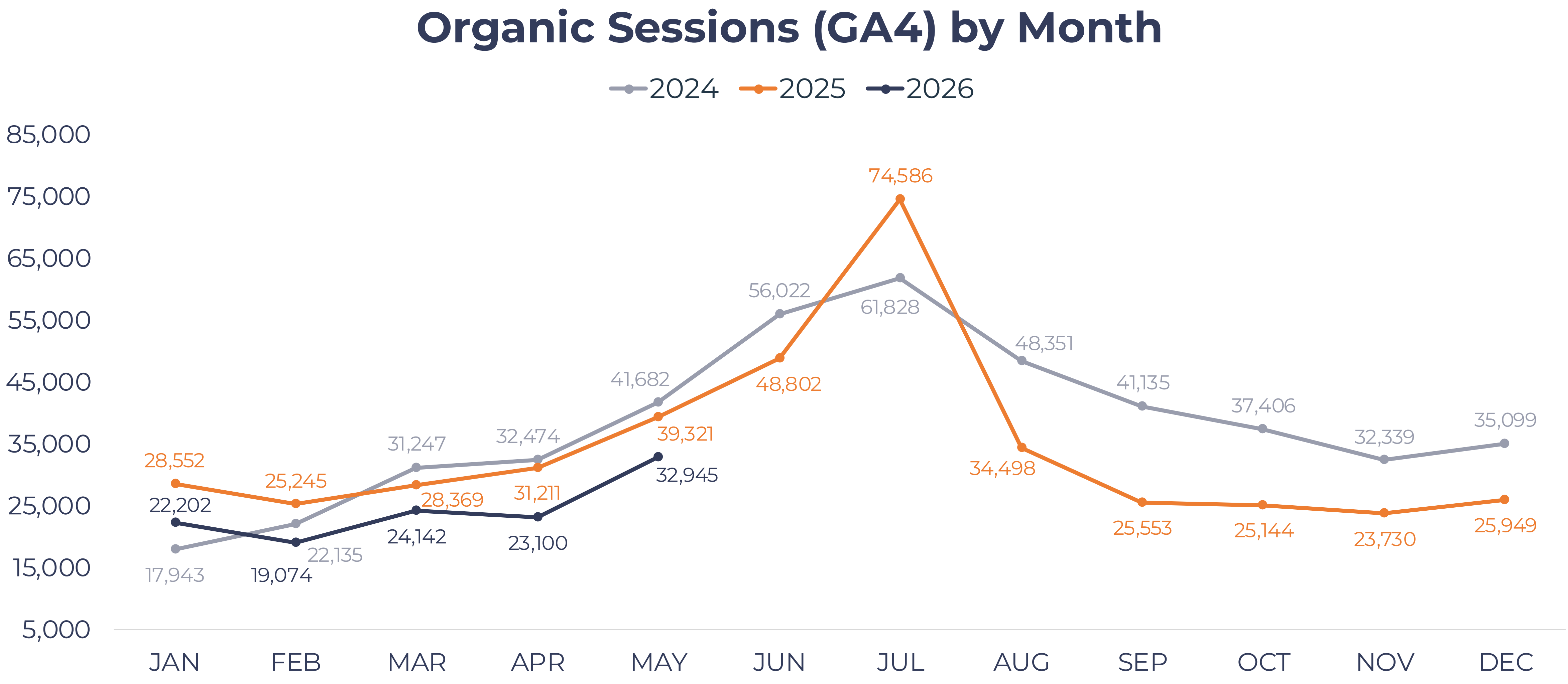
RDM: Passenger Volume



Source: Redmond Municipal Airport

Marketing & Advertising Metrics

Organic Website Performance

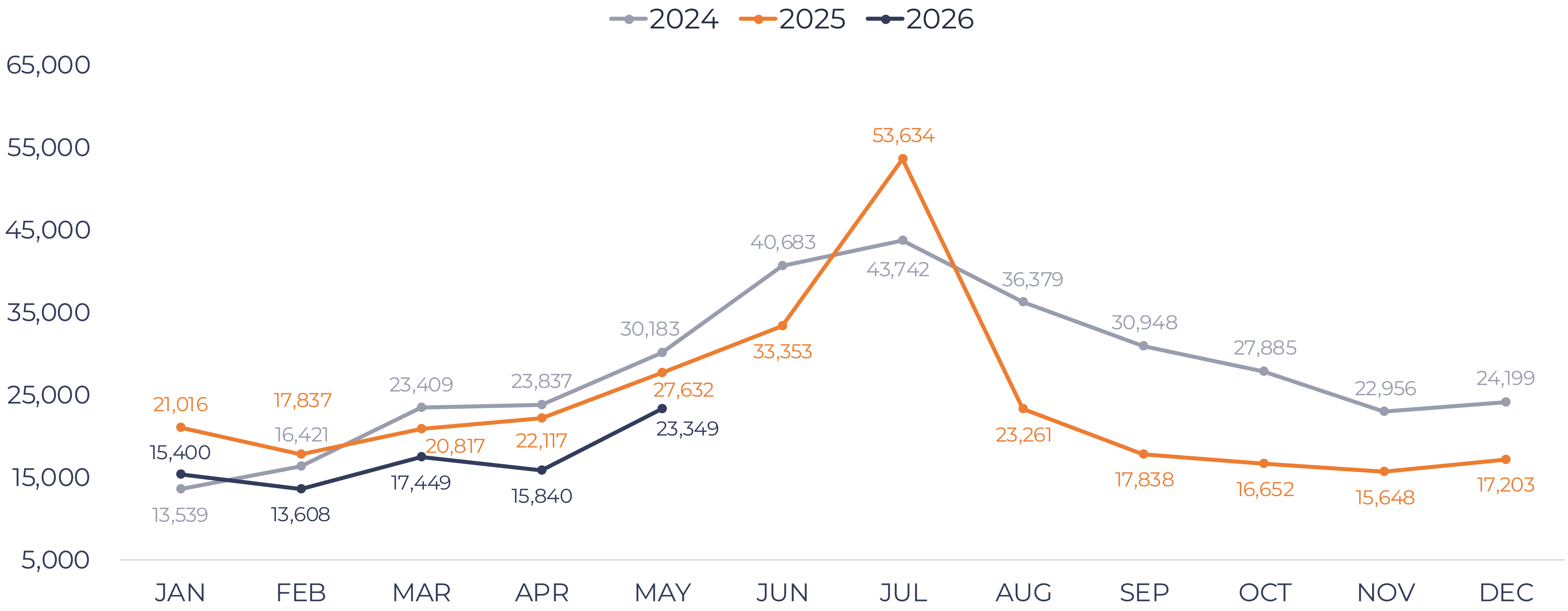


Source: GA4

Organic Website Performance

VISIT CENTRAL OREGON

New Users by Month

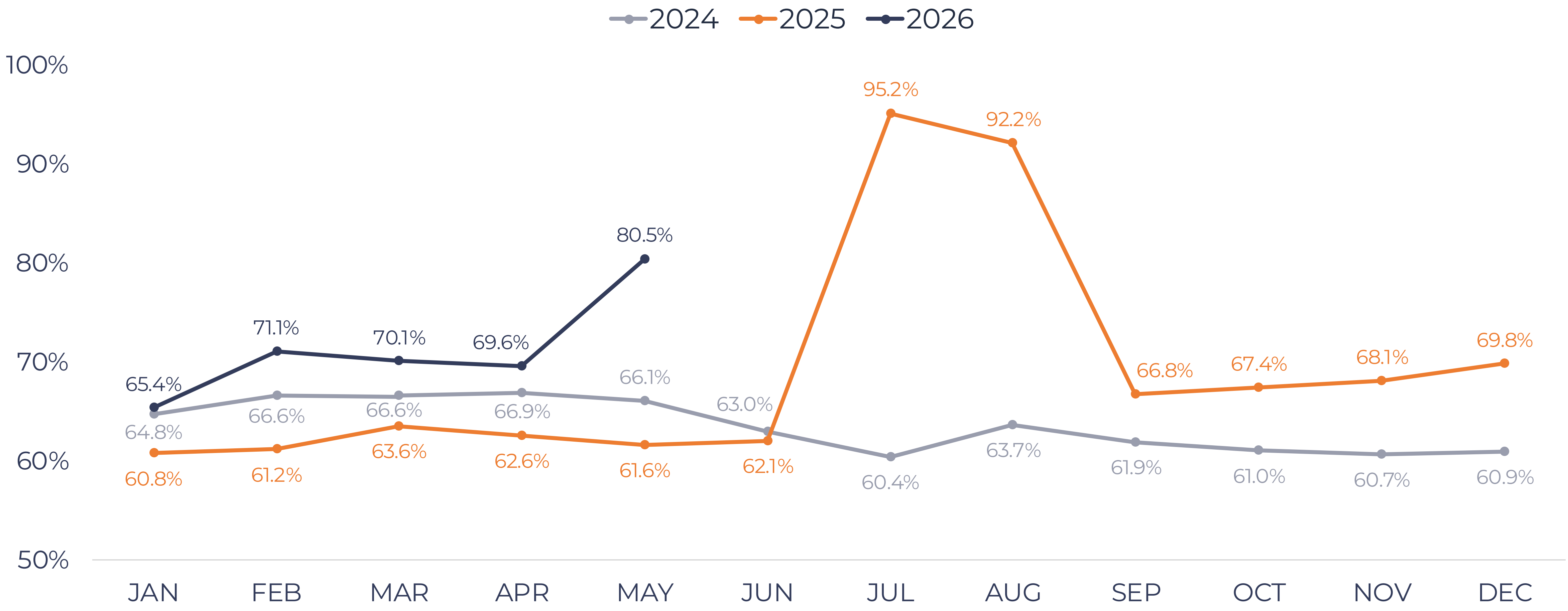


Source: GA4

Organic Website Performance

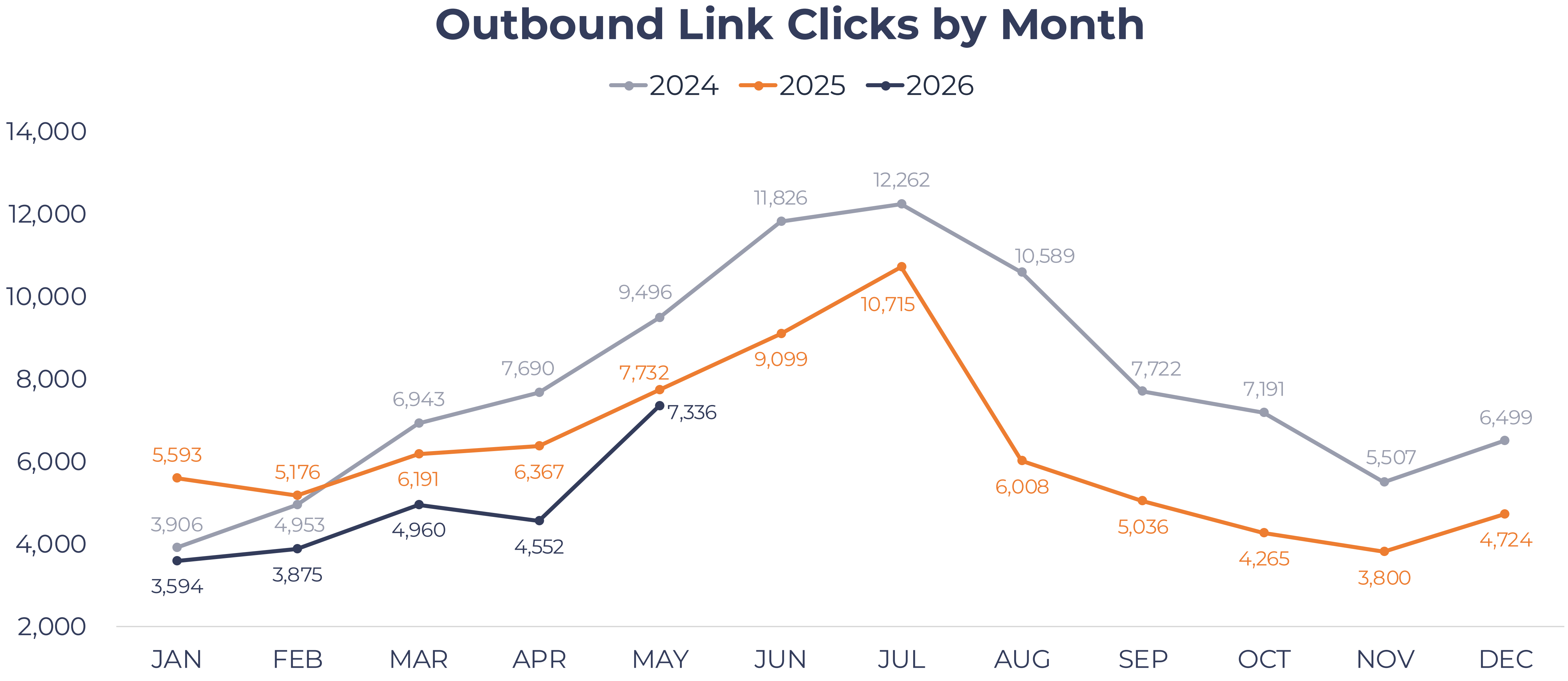
VISIT CENTRAL OREGON

Engagement Rate by Month



Source: GA4

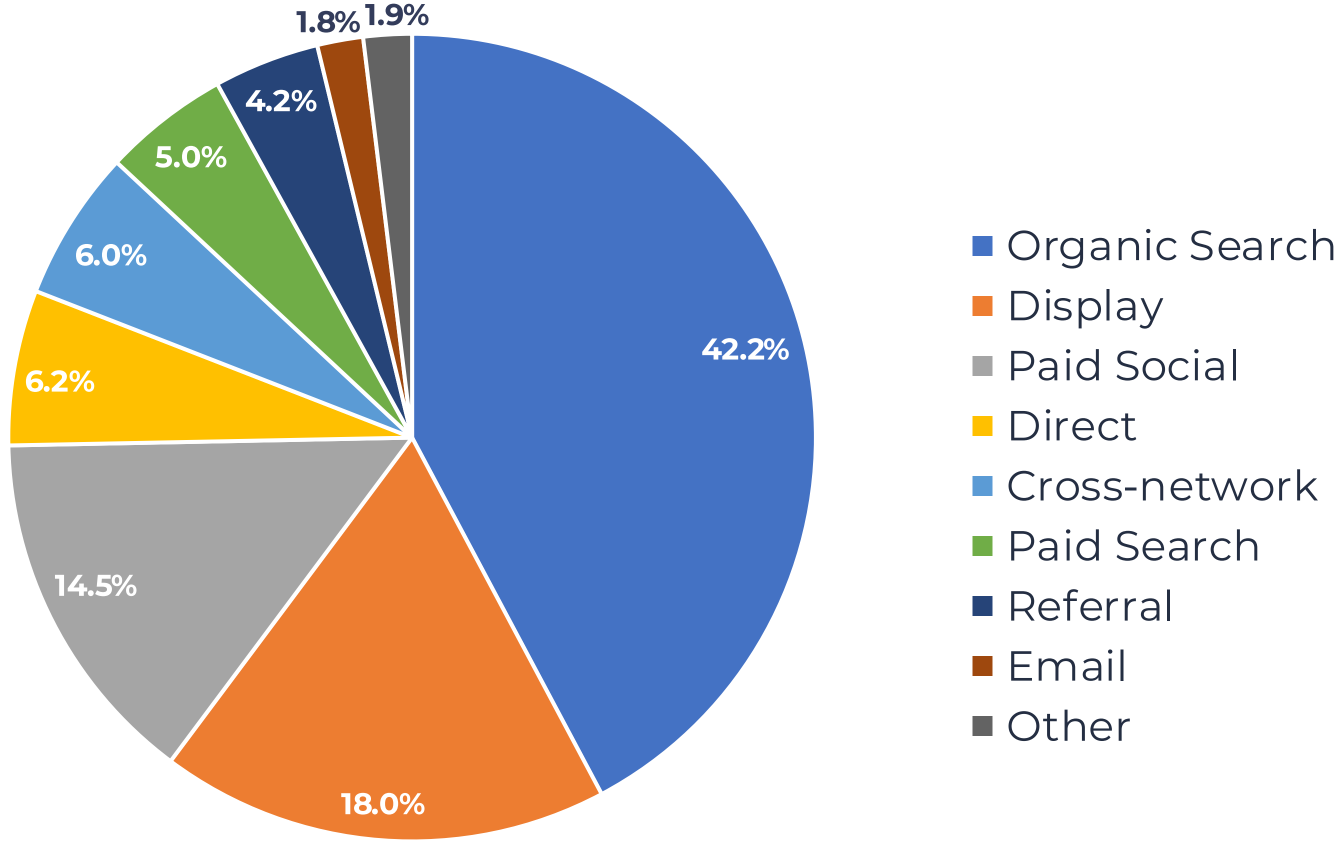
Organic Website Performance



Source: GA4

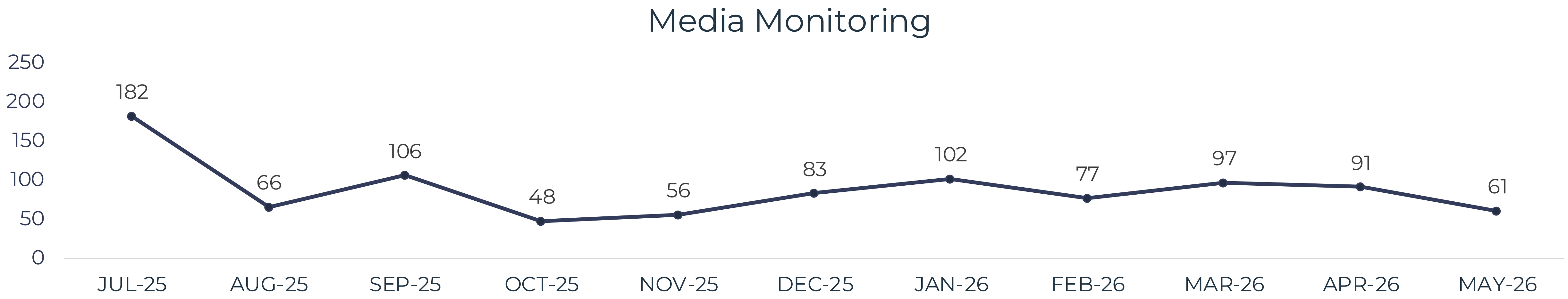
Website Conversion Overview

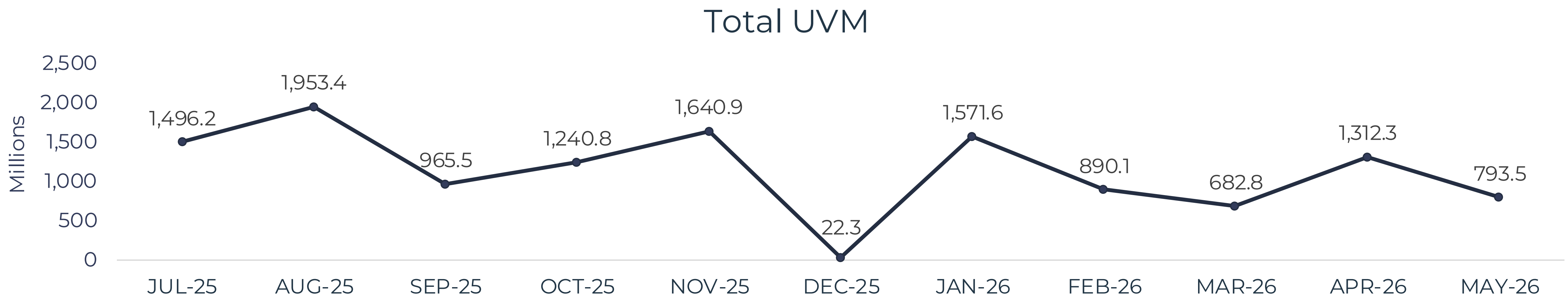
May 2026 – Monthly Channel Distribution



Source: GA4

Earned Media Overview





Source: GA4

Top Pages – May 2026

VISIT CENTRAL OREGON

Rank	Page Path and Screen Class	Total Users	Engagement Rate
1	/spring-activities-central-oregon	10,756	41%
2	/vacation-planning/seasons/spring/	8,501	41%
3	/calendar-of-events/bend/	3,867	92%
4	/calendar-of-events/	3,584	90%
5	/meeting-space/	3,324	23%
6	/	2,856	65%
7	/calendar-of-events/bend/page/2/	2,372	99%
8	/calendar-of-events/page/2/	1,778	99%
9	/calendar-of-events/bend/page/3/	1,758	99%
10	/articles/why-central-oregon-is-the-best-place-to-stargaze-in-oregon/	1,531	57%

Source: GA4

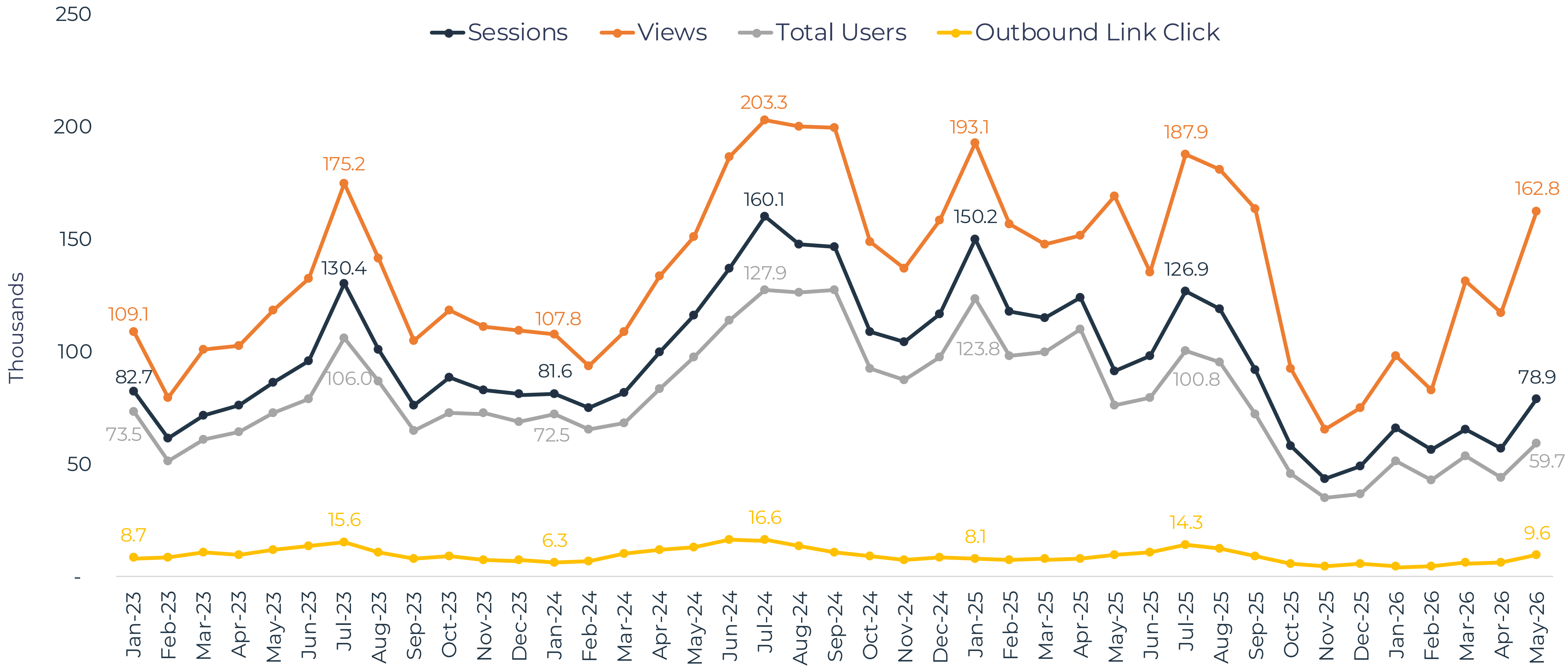
Top Cities – May 2026

Rank	City	Total Users	Engagement Rate
1	Portland, OR	4,714	74%
2	Los Angeles, CA	3,541	54%
3	Bend, OR	3,337	83%
4	Seattle, WA	3,042	67%
5	San Francisco, CA	1,147	53%
6	Las Vegas, NV	1,082	54%
7	San Jose, CA	1,054	63%
8	Phoenix, AZ	964	56%
9	Redmond, OR	851	82%
10	New York, NY	708	39%

Source: GA4

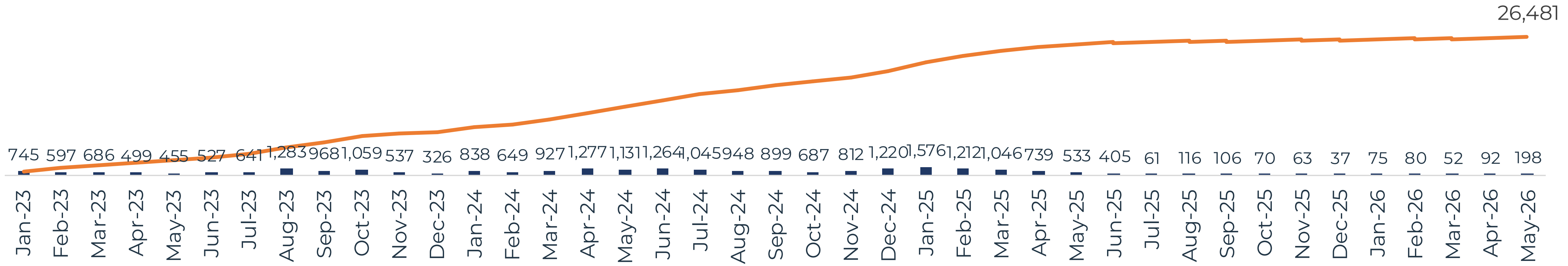
GA4 – Website Conversions

VISIT CENTRAL OREGON

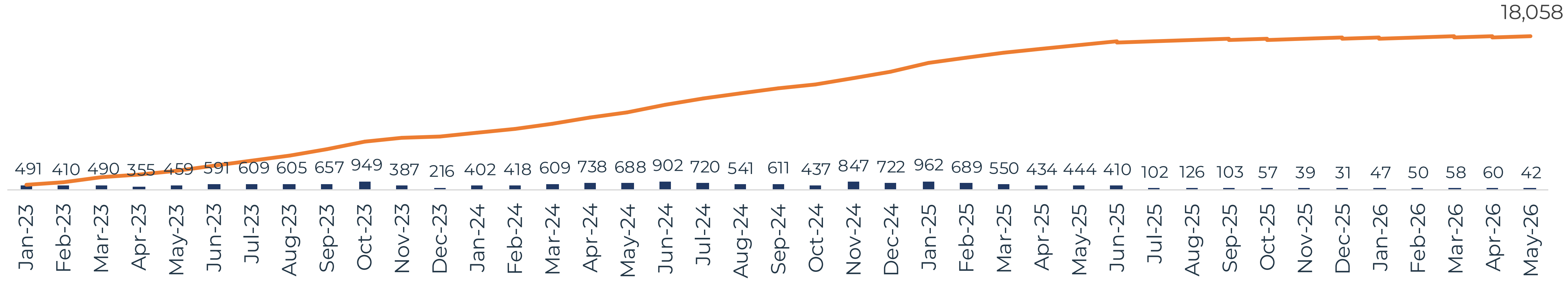


GA4 – Form Sign-Ups

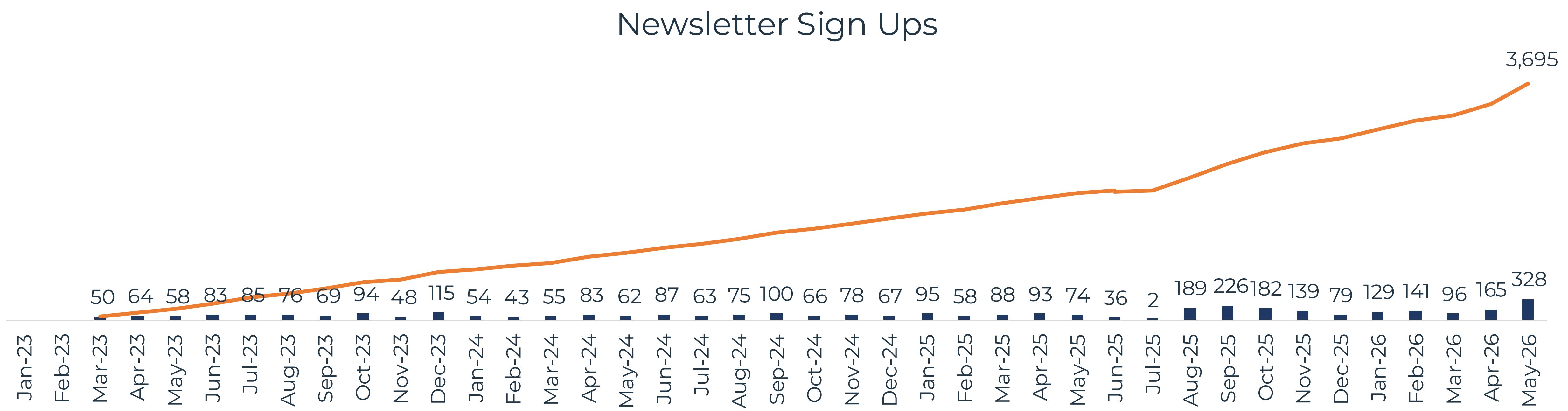
Visitor Guide Forms



Online Visitor Guide

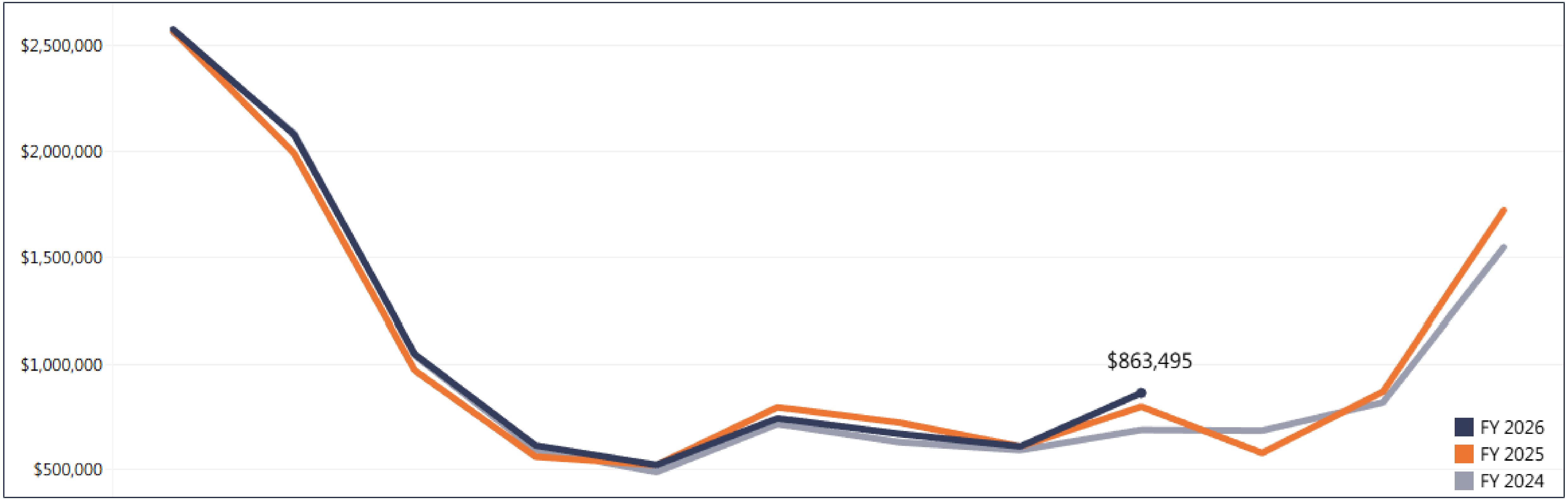


GA4 – Form Sign-Ups



Tax Data

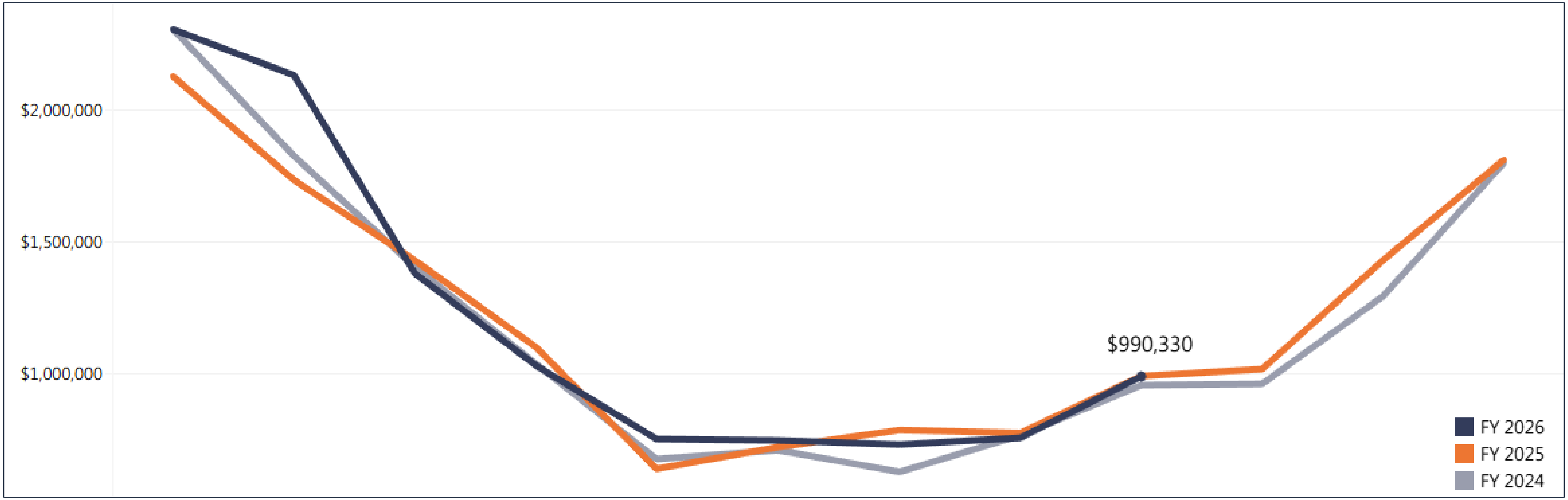
Deschutes County TRT



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 2024	$2,565,305	$2,087,111	$1,041,361	$594,840	$488,910	$715,793	$630,377	$592,725	$688,300	$685,040	$818,357	$1,547,217
FY 2025	$2,569,948	$1,991,747	$970,045	$561,597	$522,630	$795,668	$723,071	$610,495	$798,731	$579,070	$869,145	$1,722,177
FY 2026	$2,578,186	$2,079,664	$1,046,617	$614,620	$522,543	$743,237	$669,629	$610,215	$863,495			

Source: Visit Central Oregon

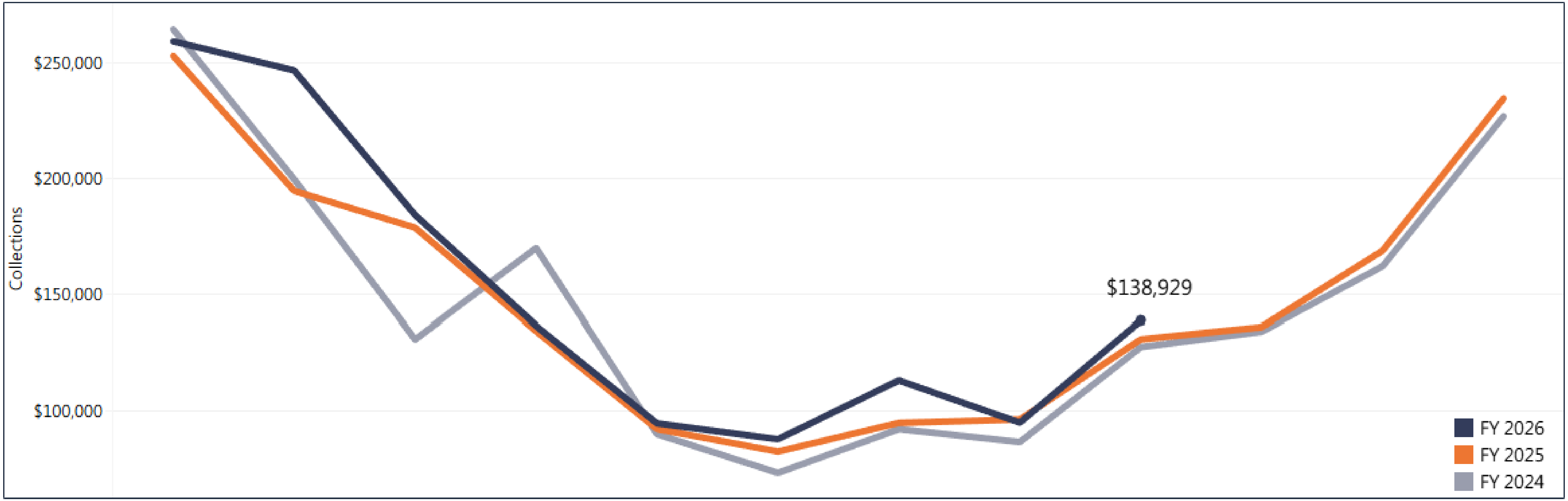
City of Bend TRT



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 2024	$2,307,659	$1,827,477	$1,405,440	$1,039,060	$677,024	$710,152	$627,949	$766,920	$957,239	$961,859	$1,295,071	$1,801,272
FY 2025	$2,128,891	$1,735,905	$1,431,393	$1,102,605	$639,631	$721,839	$787,185	$776,345	$991,863	$1,018,193	$1,431,659	$1,813,139
FY 2026	$2,307,701	$2,133,470	$1,381,806	$1,032,592	$752,938	$747,590	$731,973	$757,470	$990,330			

Source: Visit Central Oregon

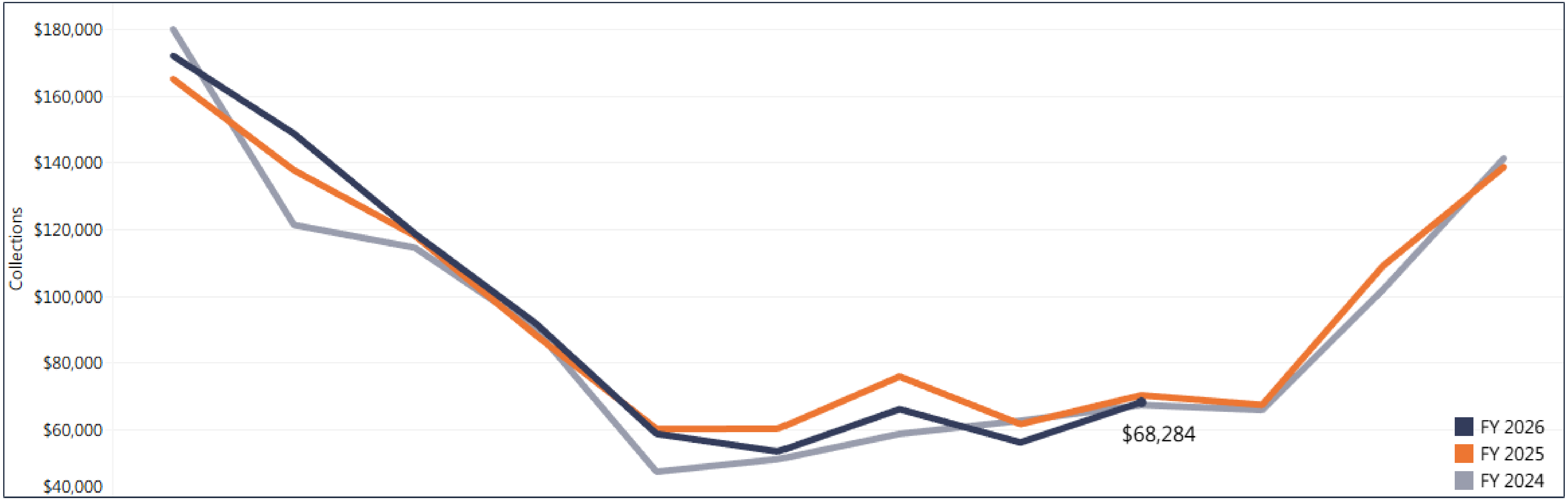
City of Redmond TRT



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 2024	$264,600	$199,705	$130,845	$170,000	$89,992	$73,232	$92,157	$86,595	$127,583	$134,233	$162,102	$226,982
FY 2025	$253,085	$194,692	$178,755	$134,468	$92,210	$82,461	$94,863	$96,345	$130,936	$136,138	$168,856	$234,706
FY 2026	$259,421	$246,839	$184,227	$136,685	$94,644	$87,801	$113,237	$94,981	$138,929			

Source: Visit Central Oregon

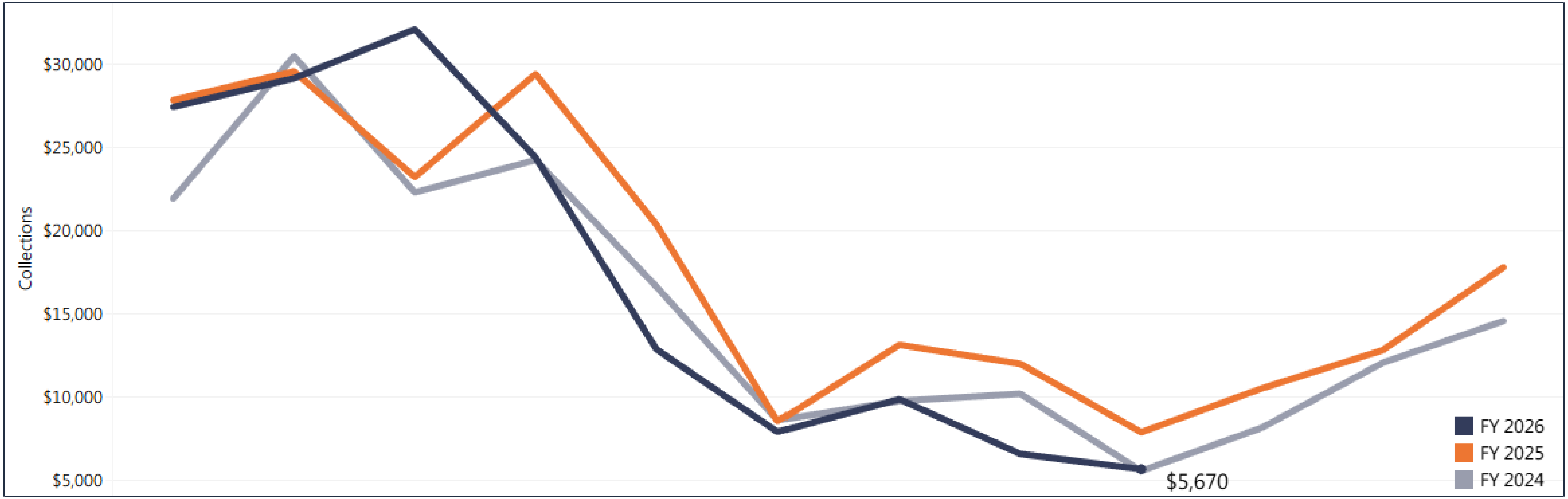
City of Sisters TRT



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 2024	$180,018	$121,391	$114,610	$90,110	$47,462	$51,226	$58,794	$62,743	$67,463	$65,962	$102,014	$141,354
FY 2025	$165,094	$137,787	$118,204	$88,430	$60,310	$60,369	$76,017	$61,736	$70,371	$67,476	$109,127	$138,735
FY 2026	$172,044	$148,750	$118,787	$91,926	$58,805	$53,553	$66,206	$56,231	$68,284			

Source: Visit Central Oregon

City of La Pine TRT



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 2024	$21,901	$30,457	$22,277	$24,227	$16,621	$8,610	$9,762	$10,191	$5,564	$8,158	$12,058	$14,561
FY 2025	$27,814	$29,543	$23,197	$29,385	$20,343	$8,548	$13,129	$11,992	$7,883	$10,520	$12,812	$17,793
FY 2026	$27,405	$29,127	$32,067	$24,370	$12,864	$7,912	$9,865	$6,583	$5,670			

Source: Visit Central Oregon

Consumer Sentiment Data

American Travel Sentiment Study Wave 108

*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+

American Travel Sentiment Wave 108 Highlights

Key Findings:

1. **Concerns About Gas Prices Remain High**
   Concerns about gas prices impacting travel decisions remain elevated at 40%, up 19.2 points compared to March 2026 (21%). While the impacts of gas prices on travel plans have remained relatively stable or returned to April 2026 levels, the percent of travelers who are reducing the number of trips they are taking have increased 4.7 points since April to 41%.
2. **World Cup Travel in the U.S.**
   Two in ten travelers (18%) are very or somewhat likely to attend a World Cup match this summer, in line with February 2026 results (20%).
3. **Increased Awareness of America 250**
   Recent marketing efforts for America 250 events have significantly increased awareness of America 250, which now stands at 75%, up 28.7 points from March 2026 (46%). Among travelers aware of America 250, a third (32%) plan to attend related events.

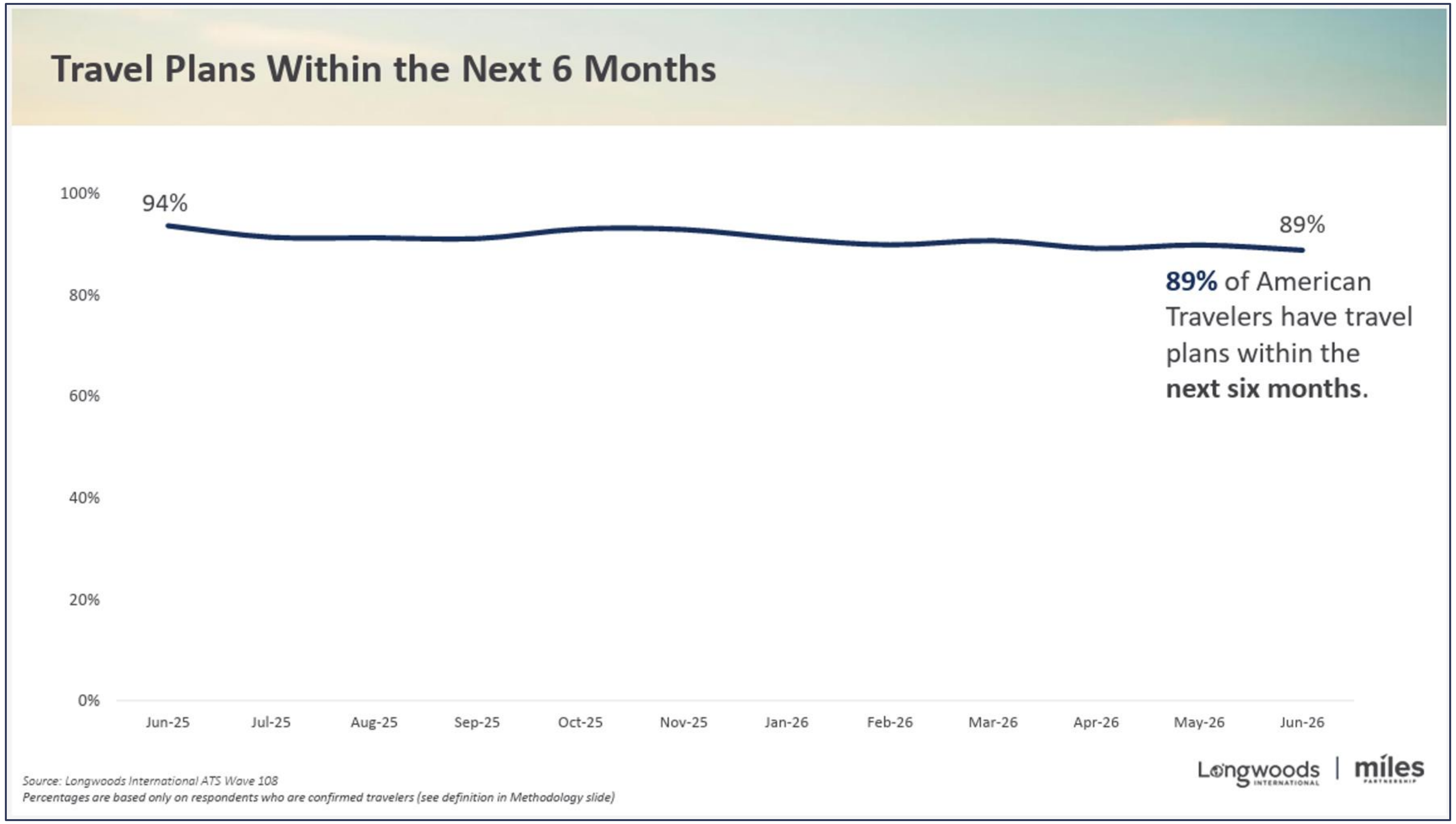
Source: Longwoods International ATS Wave 108

Longwoods International | miles partnership

Source: Longwoods International

American Travel Sentiment Study Wave 108

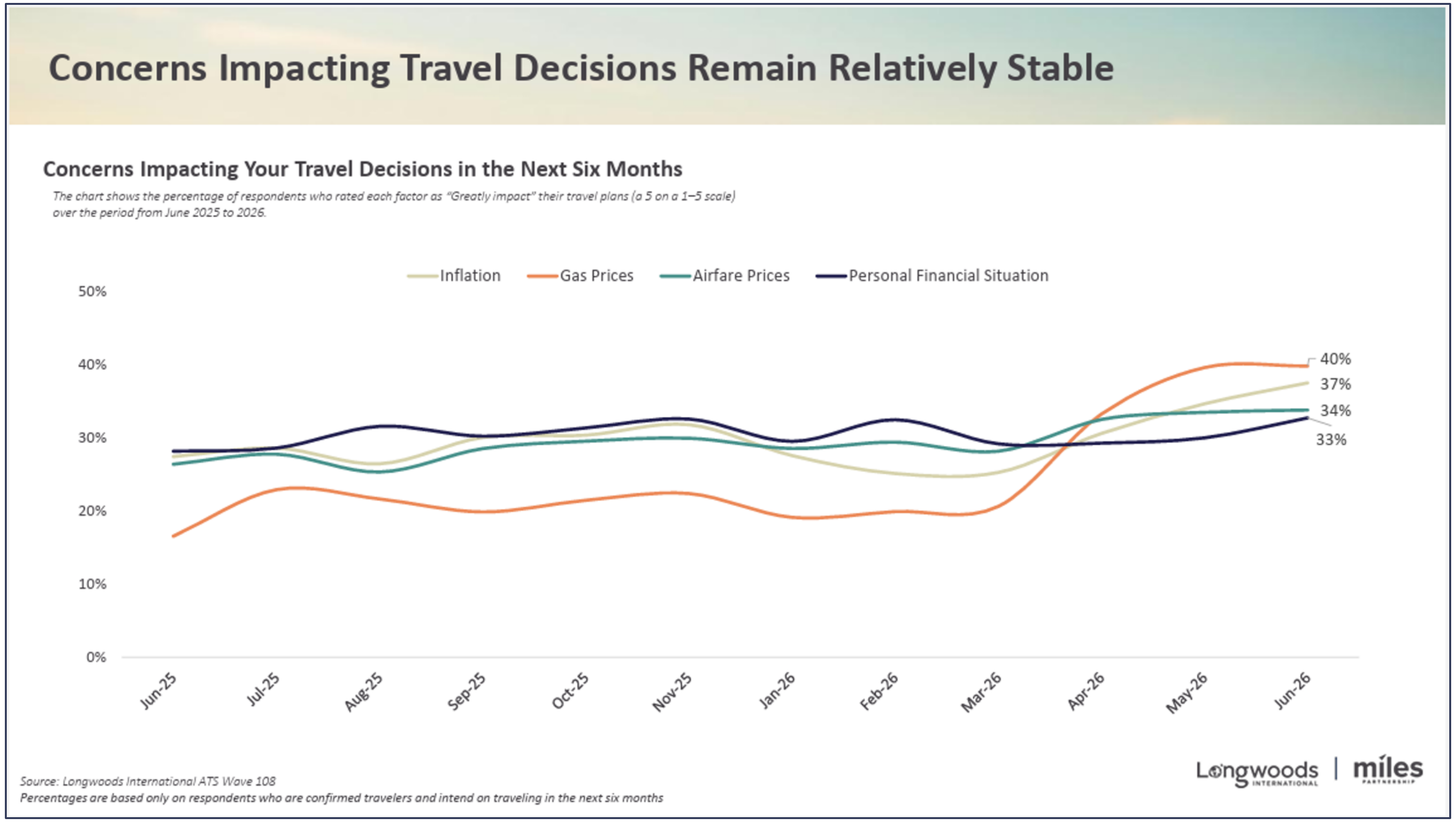
*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study Wave 108

*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



Source: Longwoods International

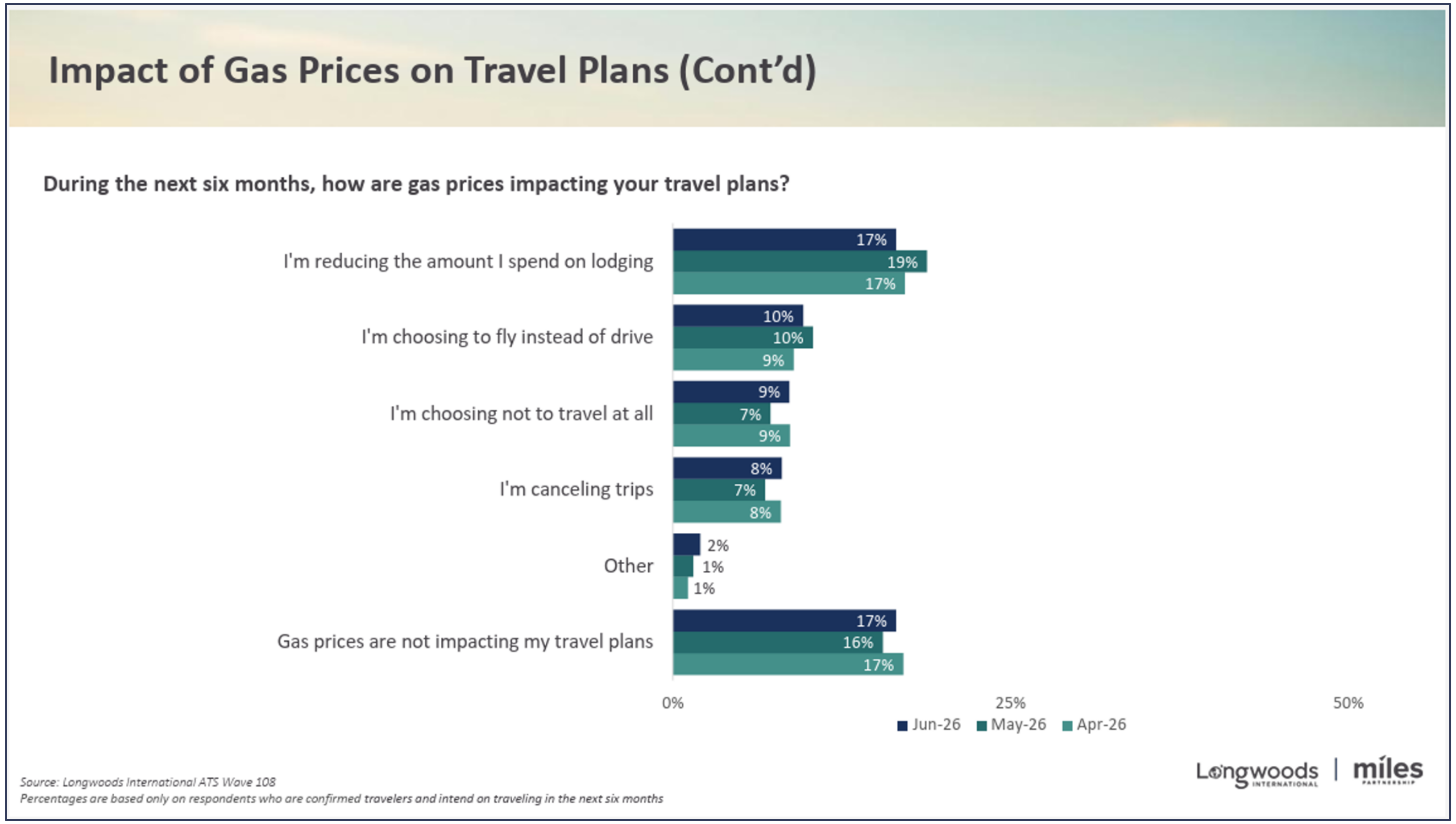
American Travel Sentiment Study Wave 108

*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+

Source: Longwoods International

American Travel Sentiment Study Wave 108

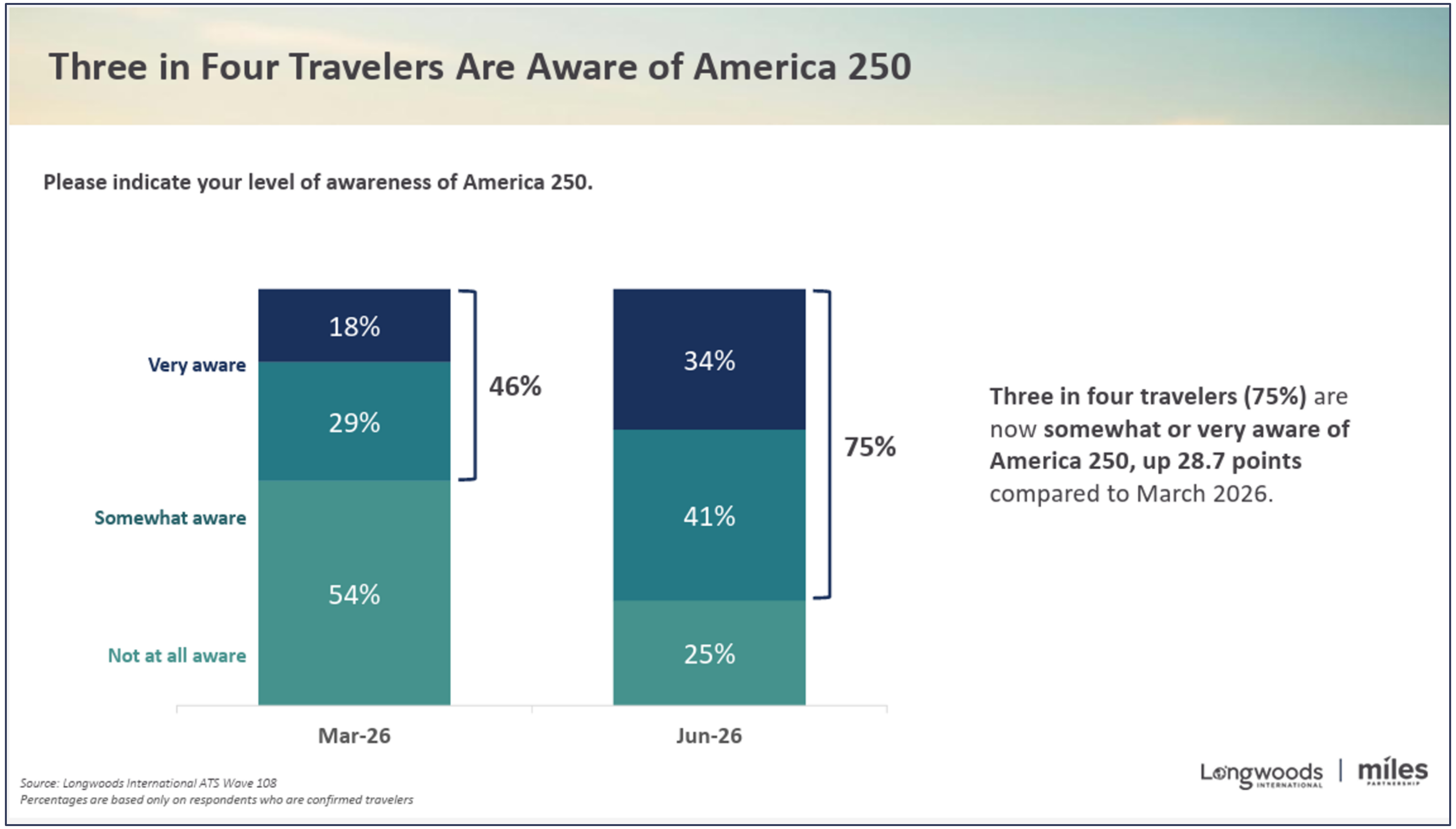
*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study Wave 108

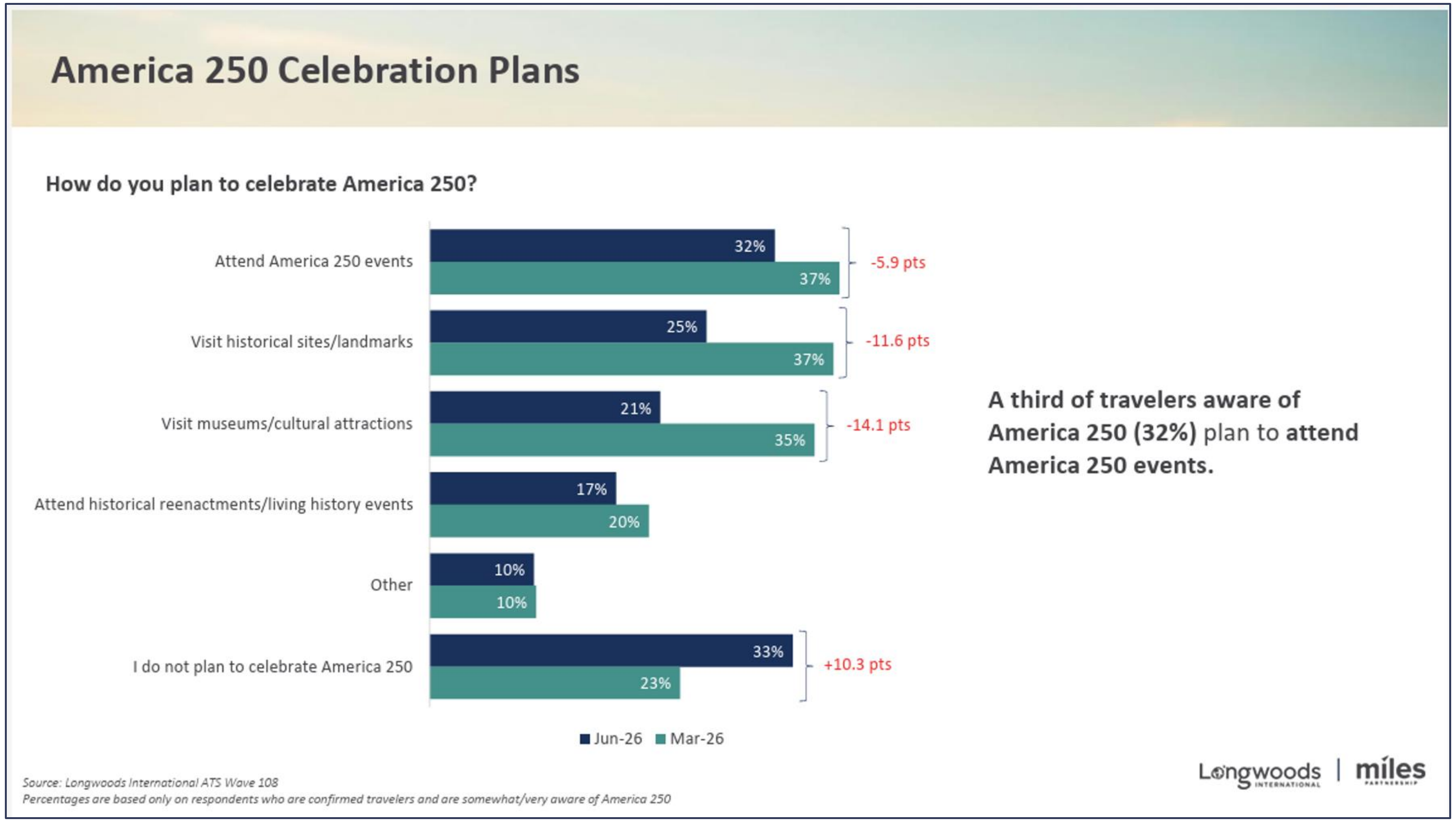
*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study Wave 108

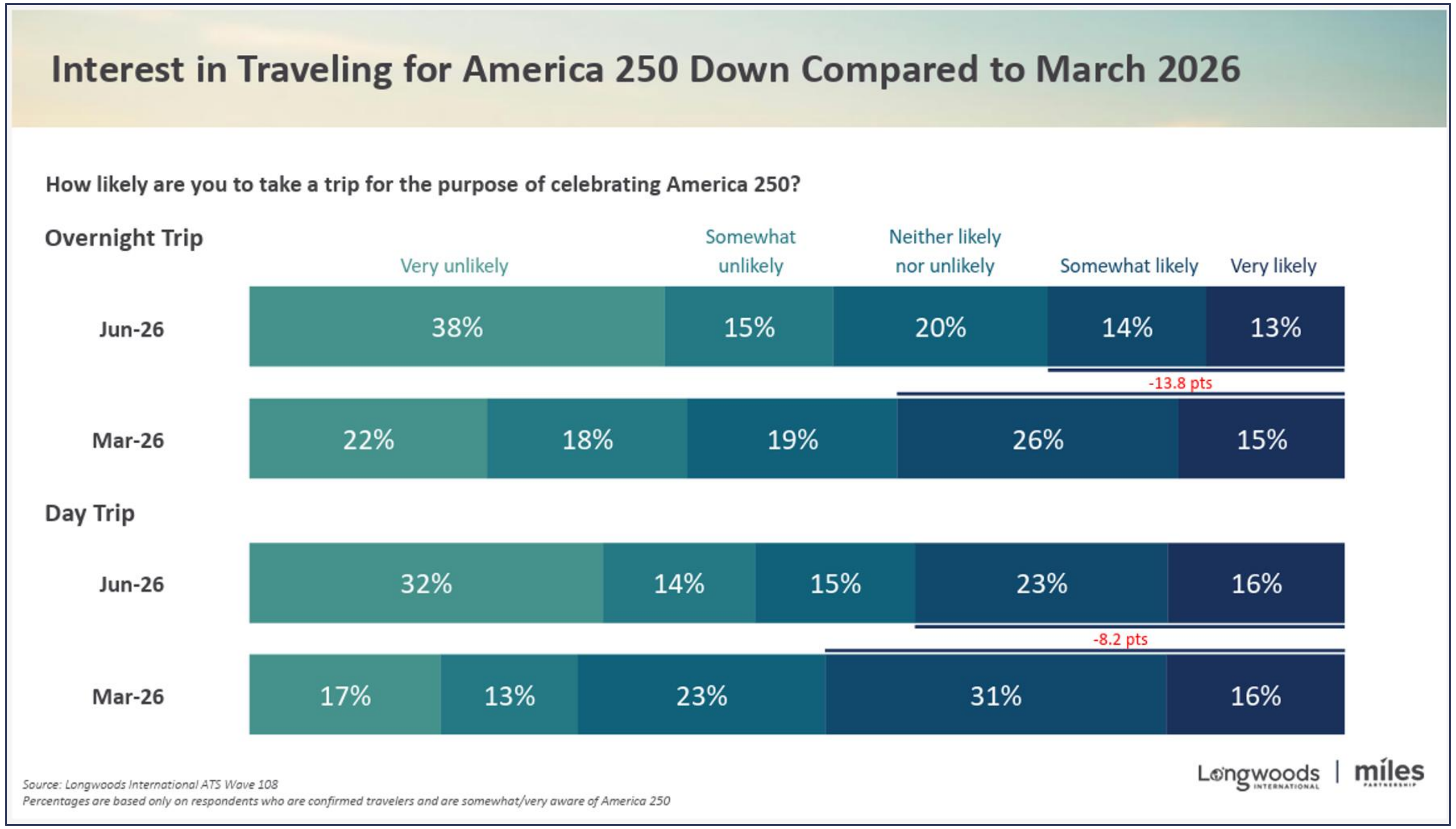
*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study Wave 108

*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study Wave 108

*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+

American Travel Sentiment Methodology

The American National Travel Sentiment Study is the most comprehensive and longest-running survey of its kind, offering valuable insights into the factors influencing American travel behaviors.

Key Details:

- Survey Date: June 2 – 4, 2026
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error: ±3%
- Representative of U.S. population demographics (age, gender, region)

Travelers are only respondents that have taken a trip in the last 3 years and intend to take a trip in the next 2 years.

Conducted with support from Miles Partnership, this study remains a vital tool for understanding the dynamic landscape of American travel.

Longwoods International | miles Partnership

Source: Longwoods International

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