



MONTHLY RESEARCH UPDATE

JUNE 2026 REVIEW

Executive Summary



Central Oregon Tourism Trends

- Room night Demand among Central Oregon Region hotels declined in June, as properties sold 7.2% fewer room nights compared to one year prior. In addition, room Supply dropped 6.3% Year-over-Year (YoY), netting a 1.0% decrease in Occupancy throughout the region. Central Oregon Region hotels averaged 77.9% Occupancy for the month. Average Daily Rate (ADR) grew 2.0% YoY to reach \$206 for the month.
 - Three of the four regional submarkets experienced YoY Occupancy declines. Jefferson County saw the greatest decline of 10.6%, Redmond fell by 1.7%, and Deschutes slipped by 0.1%. Bend recorded the only gain, as Occupancy rose 0.5%. Average Occupancy hovered close to 79% in all regions except Jefferson, which posted an Occupancy of 65.2%. ADR increased in all four submarkets.
 - Through the first half of 2026, hotel performance across the region showed YoY Demand falling at a slower rate than Supply, resulting in an Occupancy gain of 1.8%. ADR was essentially flat (+0.1%) and averaged \$151.
 - *Note: STR has not published results for Crook County for several months due to lack of reporting properties in that market.*
- In June, the number of short-term rental listing nights sold (Demand) throughout Central Oregon increased 2.6% compared to last year, while the number of Available Listings (Supply) increased 2.3%. As a result, Occupancy decreased 0.4% YoY to average 67.9% for the month.
 - Occupancy advanced in three of Central Oregon's six submarkets and declined in the other three. Bend experienced the greatest increase in Occupancy and Maupin saw the greatest decrease.
 - ADR increased across most regions in June. Only Bend saw ADR fall, dropping 2.7% YoY.
 - Year-To-Date, Occupancy declined across the Central Oregon region and in all six submarkets. YTD ADR has increased throughout Central Oregon and in every submarket except Bend.
- Passenger volume at Redmond Municipal Airport (RDM) increased in May, rising 1.1% YoY to 110,246 total passengers. Year-To-Date (YTD), RDM has welcomed 494,502 passengers – up 0.4% compared to last year.

Mountain Town Trends



Regional Insights – June 2026 West Region Mountain Market Summary

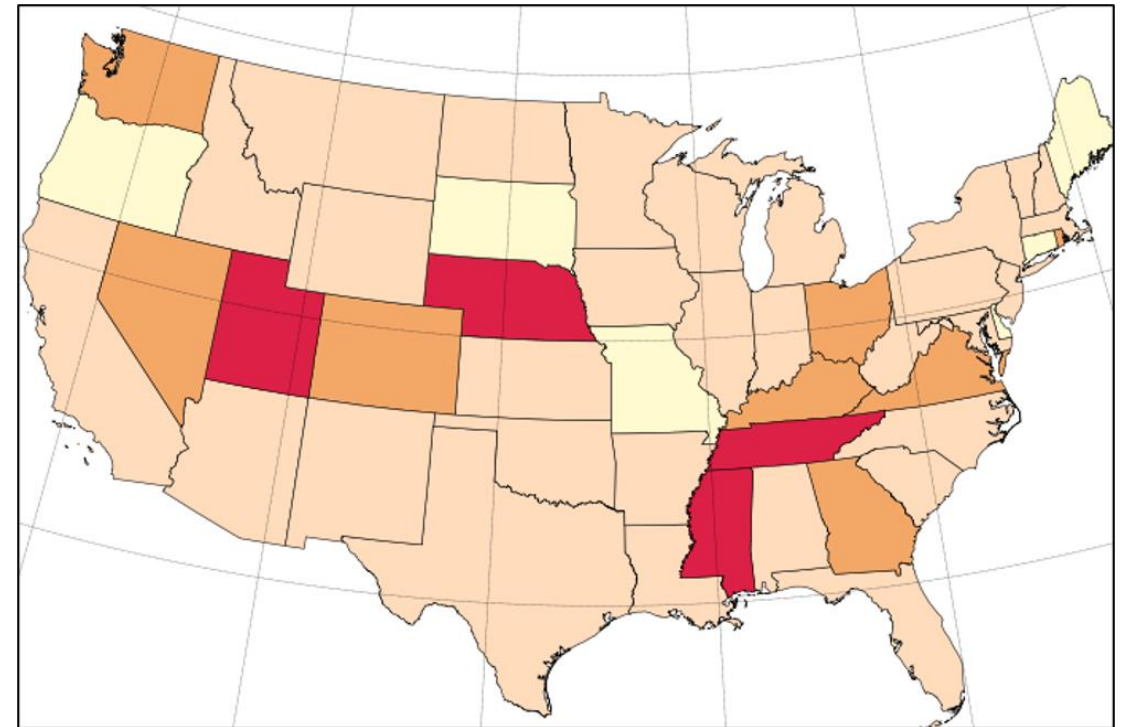
- “Booking Pace was up a slight 1.0% in June, but the focus was largely on late-season and early winter arrivals, with the higher-priced peak months of the summer season giving way to the less expensive September through November dates.”
- “While Occupancy, ADR, and RevPAR are all up for the summer, all three metrics lost strength between May 31 and June 30. However, seasonal Occupancy is up 2.8% (3.7% last month), ADR is up 5.5% (6.4% last month), and RevPAR remains strong, up 8.5% (10.3% last month).”
- “There are strong indications of rate sensitivity, as Length-of-Stay is longest for Sunday/Monday arrivals, while midweek reservations are up and weekend reservations are down.”
- “Moderate properties gained strength in Occupancy, ADR, and RevPAR. Luxury properties logged their second straight month of pullback, yet they continue to dominate positive year-over-year performance and are largely responsible for the industry-wide wins.”
- “Travel from Canada is better this summer than last, with gains isolated to specific, holiday-focused pockets.”

Mountain Town Trends



Wildfires and Smoke Likely Impacted June Booking Activity

- “Wildfires, both directly and indirectly, impact bookings and travel to mountain resorts, both in the affected areas and beyond.”
- “While Washington and Nevada both saw significant activity in June, Utah, and Colorado were hardest hit.”
- “The Cottonwood fire in Utah has had the most immediate and long-term impact on mountain travel this year. The smoke created hazardous air quality conditions across southern Utah and into Colorado, potentially putting localized pressure on booking pace.”
- “Colorado saw seven major fires spring up last month, with significant impacts on air quality across mountain towns, again likely slowing booking pace for shorter-term lead times.”



U.S. Market Review

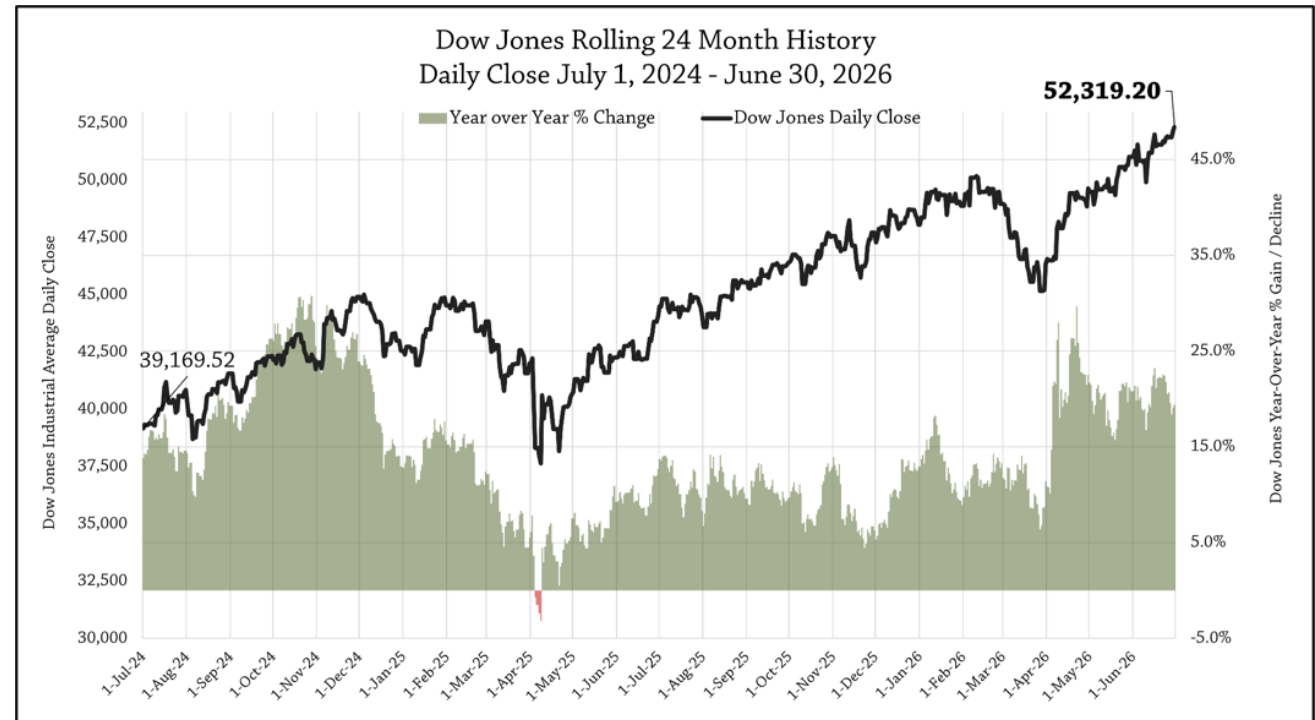


Economic Review



The Dow Jones Industrial Average

- “The DJIA had another strong month in June, adding 2.5%, or 1,286.74 points, to finish the month at 52,319.20 points.”
- “This is the third month in a row that Wall Street has surged, and the Dow has added 12.9%--or almost 6,000 points--since its war-triggered selloff in March.”
- “The big climb in the DJIA in June was largely due to a pivot away from tech stocks and into the industrial-heavy Dow.”

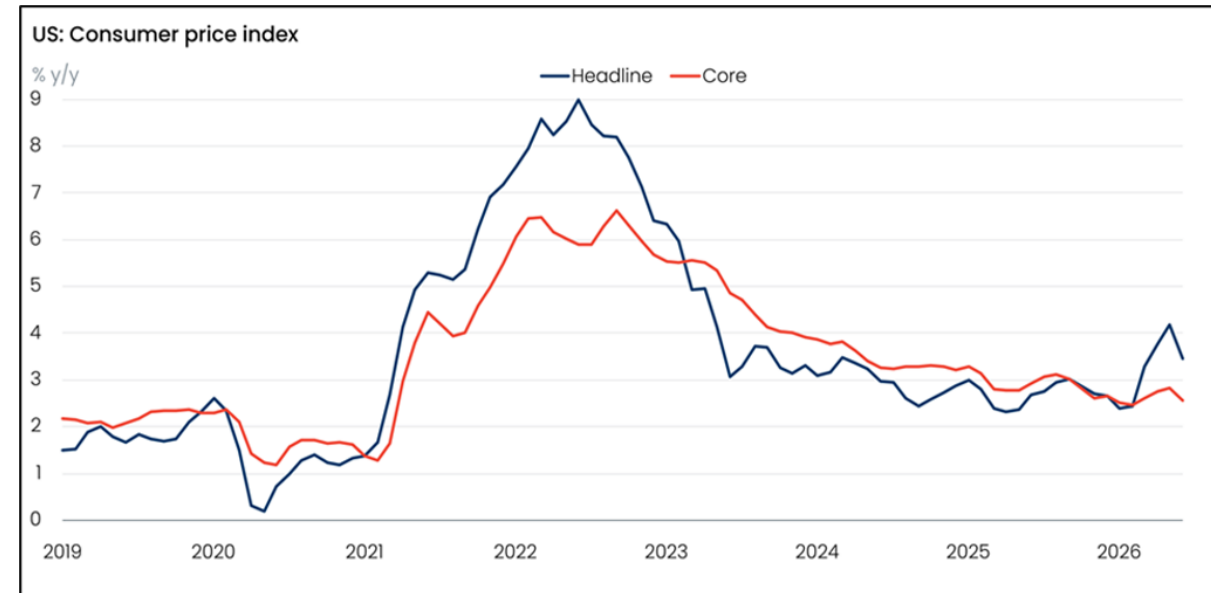


Economic Review



The National Inflation Rate

- “Economic trends point to a consistent story, inflation has likely peaked, but risks are lingering rather than resolved, and economic conditions at the household level remain differentiated by income.”
- “The Consumer Price Index (CPI) fell 0.4% m/m in June, driven by a sharp drop in gasoline prices, pulling year-over-year inflation down from 4.2% to 3.5%.”
- “The bigger takeaway from the June report was the benign reading of core prices (excluding volatile food and energy). The Federal Reserve is worried about a broadening out of inflationary pressures across goods and services, and that wasn’t evident in the June CPI details.”
- “But risks remain, as oil prices have risen following renewed hostilities between the US and Iran. Additionally, there are indications that the AI-driven shortage of memory chips is starting to push up the costs of smartphones, computers, and related products.”

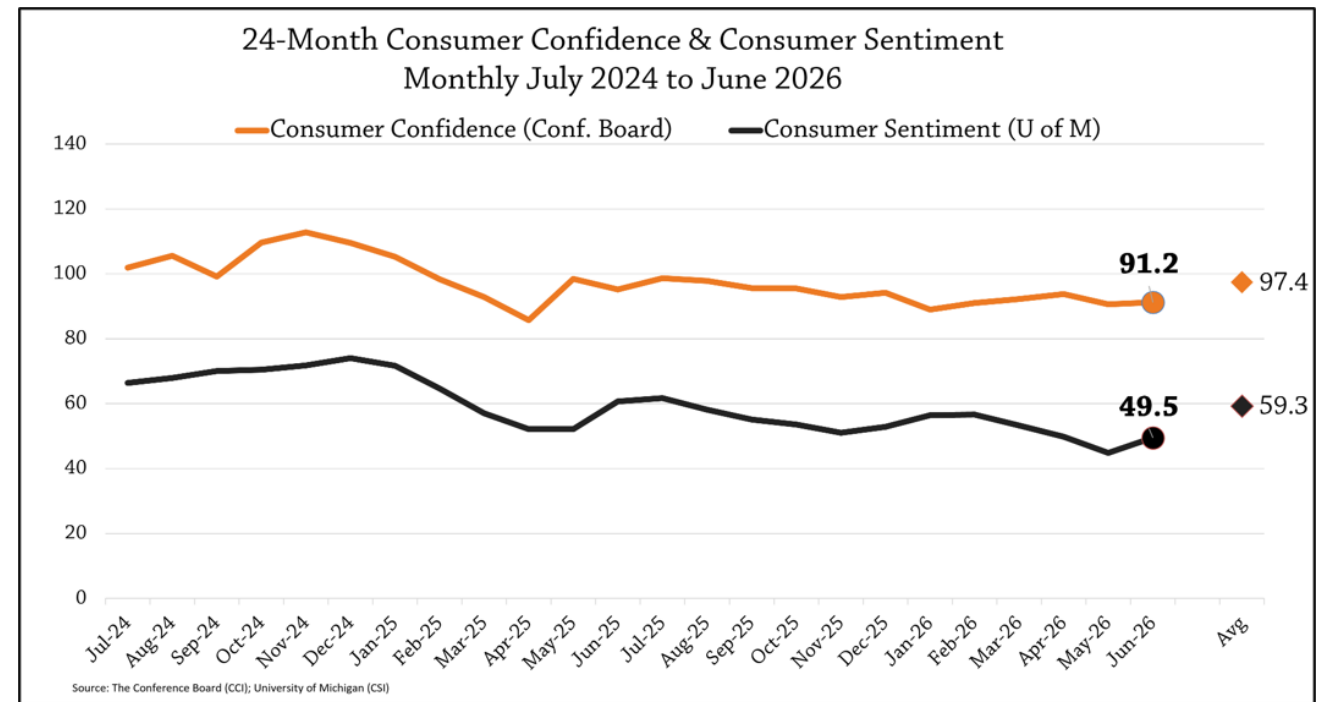


Economic Review



The Consumer Confidence and Consumer Sentiment Index

- “The CCI and CSI both increased in June, with the CCI inching up while the CSI jumped but remains in some all-time low territory, and both are below their 24-month averages.”
- “The CCI added a slight 0.6 points from a downward adjusted May reading of 90.6 to 91.2 points in June. This is the fourth gain this year, but there’s been little progress with just 2.2 points added since December 31.”
- “The CSI gained 4.7 points--or 10.5%--to 49.5 points last month, the biggest increase since June 2025. However, it is down 18.5% from last June, and 14% from pre-war February.”

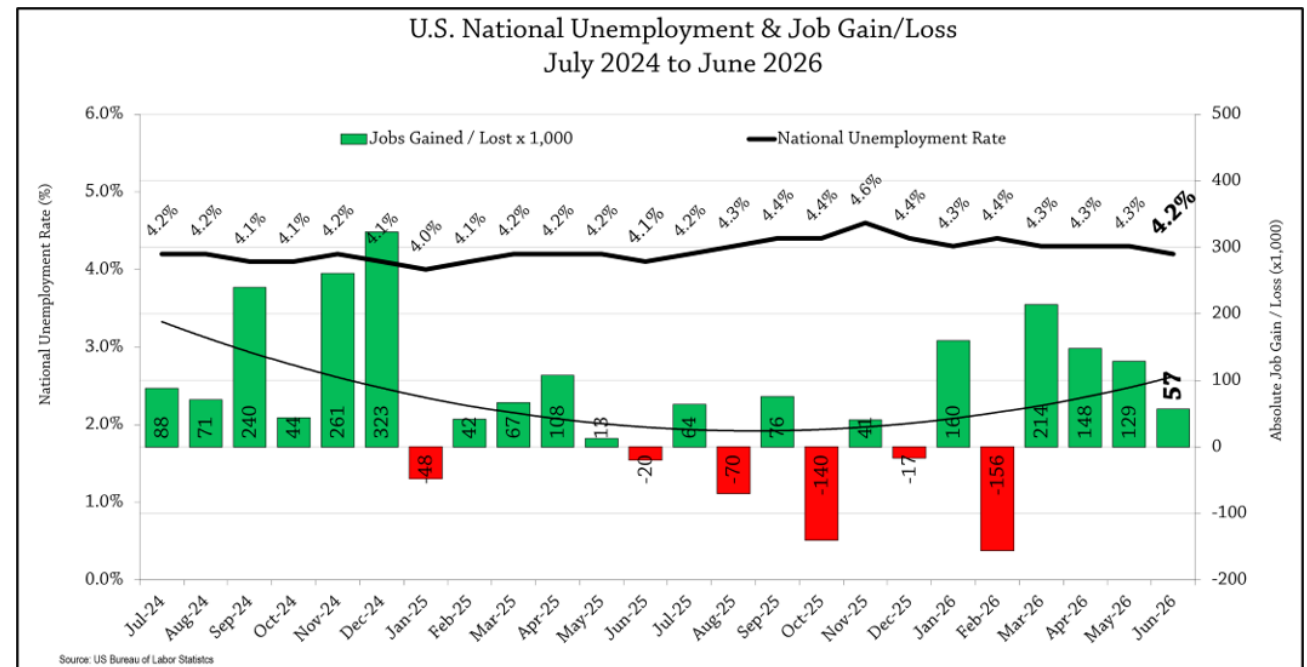


Economic Review



The National Unemployment Rate

- “Job Creation and the National Unemployment Rate were considerably softer than recent months in June but remained resilient, with employers adding 57,000 new jobs as the unemployment rate went down from 4.3% to 4.2%.”
- “Unemployment has been at or below 4.5% since October 2021, the longest streak since the late 1960s.”
- “Leisure and Hospitality shed 61,000 jobs, with the Accommodations subsector losing 21,700 and Food & Beverage giving up 32,900 more.”
- “Wages have had trouble keeping up with inflation lately, with earnings up 0.3% in June, which translates to a 3.5% year-over-year gain.”



Economic Review



The K-shaped Economy Persists

- “Wealthier households, boosted by roughly \$9 trillion in Q1 stock market gains, are propping up high-end housing (sales of \$1mn+ homes rose sharply) and discretionary spending.”
- “On the other hand, lower- and middle-income consumers face depleted savings, rising delinquencies, tightening bank lending standards, and falling real wages.”
- “The pressures on lower- and middle-income households mean consumer spending is increasingly reliant on higher-income consumers. A pullback in the stock market would change conditions for those households, posing some risk to the outlook for consumer spending.”
- “Overall, the economic outlook remains solid. Falling oil prices will reduce the drag on real incomes over the second half of the year, and consumer spending will continue to grow, supported by a job market that’s broadly in balance.”
- “Core inflation is now expected to remain above the Federal Reserve’s 2% target longer than previously projected. Oil prices may have peaked, but AI-related demand will keep electronics inflation elevated.”
- “Due to inflation’s slow retreat, the Federal Open Market Committee is expected to stay on the sidelines for a prolonged period of time. Although the next move is likely to be a cut in interest rates, the timing has been pushed back to Q3 2027.”

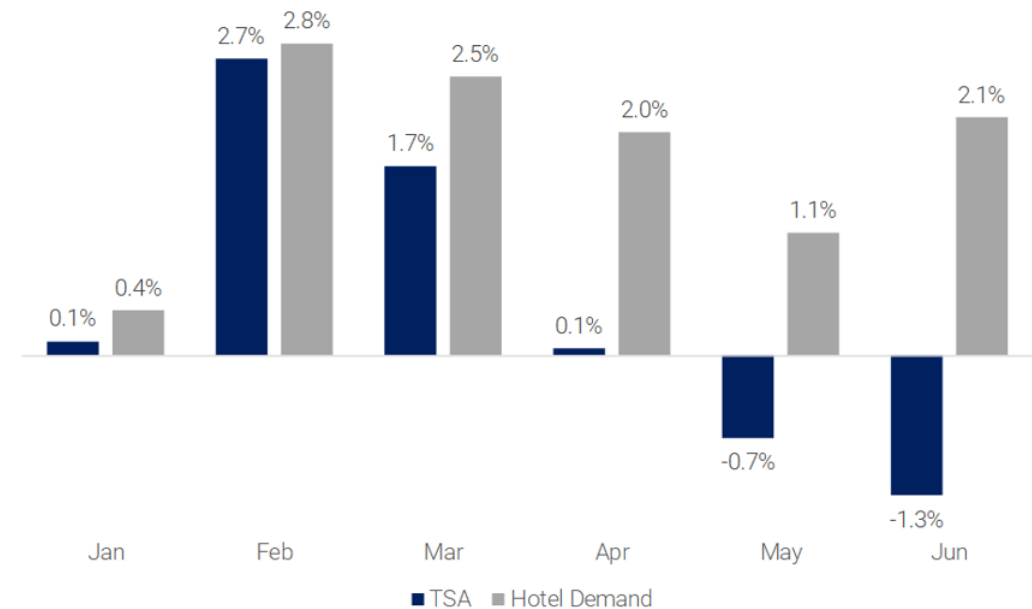
Economic Review



US Travel Demand

- “US travel demand remains strong, as hotel demand has risen every month this year, but there is an indication that travelers are responding to price pressures.”
- “Hotel demand was up 1.8% through May, and preliminary data for June reflects about 2% growth in the month.”
- “Conversely, TSA checkpoint volume in US airports turned negative in May and June.”
- “If travelers are substituting road trips in place of airline travel due to mounting price pressures, some travelers may be opting for destinations closer to home.”

TSA Checkpoint Volume and Hotel Demand
Percent change, same month last year



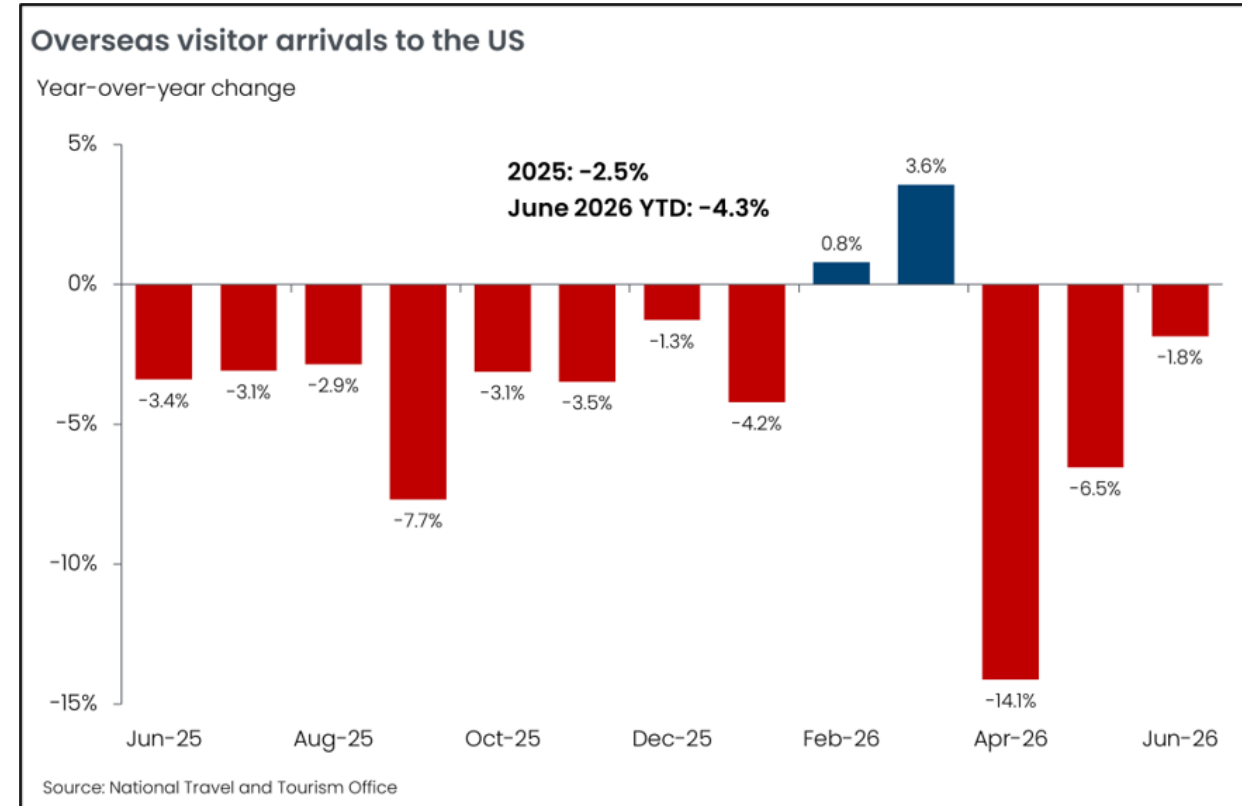
Source: TSA, CoStar (preliminary June 2026)

Economic Review



FIFA 2026 World Cup

- “June’s preliminary hotel data points to approximately 15% growth in ADR among host markets, versus about 5% ADR growth in non-host markets.”
- “Higher hotel rates tend to displace non-fans. June demand in host markets was flat to down slightly, based on preliminary data, while demand in non-host markets was up about 2.5%.”
- “Solid demand growth in non-host markets is an encouraging sign of strong travel activity entirely separate from the World Cup.”
- “Unfortunately, the World Cup was unable to reverse the decline in overseas visitors, and overseas arrivals to the US declined 1.8% in June.”
- “That’s not to say the World Cup had no impact on international travel in June, as arrivals from many World Cup participating countries posted strong growth in the month.”



U.S. Short Term Rentals Review



Short Term Rentals Update June 2026

- “Demand grew 1.9% in June, its fastest pace since October 2025. Occupancy was essentially unchanged, down just 0.1% from last year, leaving the market broadly in line with 2025's strong first-half performance.”
- “RevPAR rose 4.5% year over year, driven almost entirely by a 4.6% increase in ADR compared with June 2025. While the biggest rate gains were concentrated in World Cup host cities, every location type recorded ADR growth of at least 2%.”
 - “The top nine markets for ADR growth were all World Cup host cities, and none of the host markets recorded declining ADR in June. By contrast, the largest declines came in Breckenridge and Big Bear, two ski destinations still recovering from this year's severe snow drought.”
- “Looking ahead, demand pacing remains encouraging, particularly through the shoulder season. Some caution is warranted, however, as part of that strength reflects easier year-over-year comparisons.”
 - “September, in particular, faces a weak comparison after Labor Day shifted into August last year, making this year's September appear stronger at August's expense.”

U.S. Short Term Rentals Review



Short Term Rentals Update June 2026 (continued)

- “Even so, those easier comparisons should help support occupancy through the second half of the year. So far, 2026 has closely mirrored 2025, with year-to-date occupancy down just 0.4%. Because the first half of 2025 was the stronger period, the comparisons become more favorable from here. Combined with slower supply growth, AirDNA expects occupancy to finish the year slightly ahead of 2025.”

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

- Available listings reached 1.79 million, a 1.7% increase YoY
- Demand nights were up 1.9%
- Occupancy averaged 64.4%, down 0.1% YoY
- Average Daily Rates (ADR) climbed to \$310.64, up 4.6% from last year
- Revenue per Available Rental (RevPAR) increased 4.5% year-over-year (YoY) to \$200.19

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.
 - $ADR = \text{Room Revenue} / \text{Rooms Sold}$
- **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.
 - $Occupancy = \text{Rooms Sold} / \text{Rooms Available}$
- **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.
 - $RevPAR = \text{Room Revenue} / \text{Rooms Available}$

TRAVEL OREGON MONTHLY LODGING STATISTICS

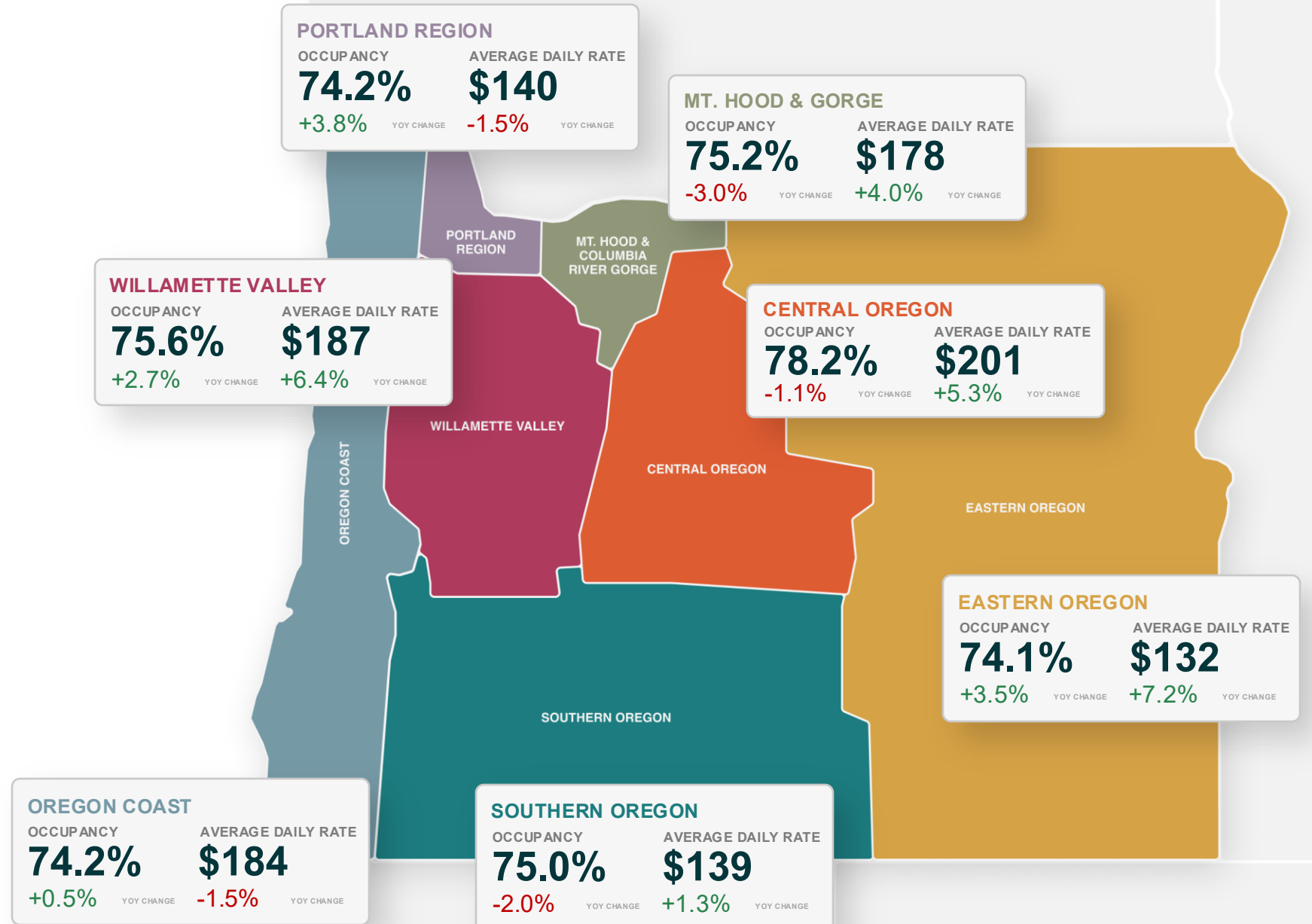
JUNE 2026

UNITED STATES

- Occupancy: 70.4% (+1.6% YOY)
- ADR: \$171 (+6.3% YOY)

OREGON STATEWIDE

- Occupancy: 75.2% (+1.6% YOY)
- ADR: \$164 (+2.0% YOY)



TRAVEL OREGON MONTHLY LODGING STATISTICS

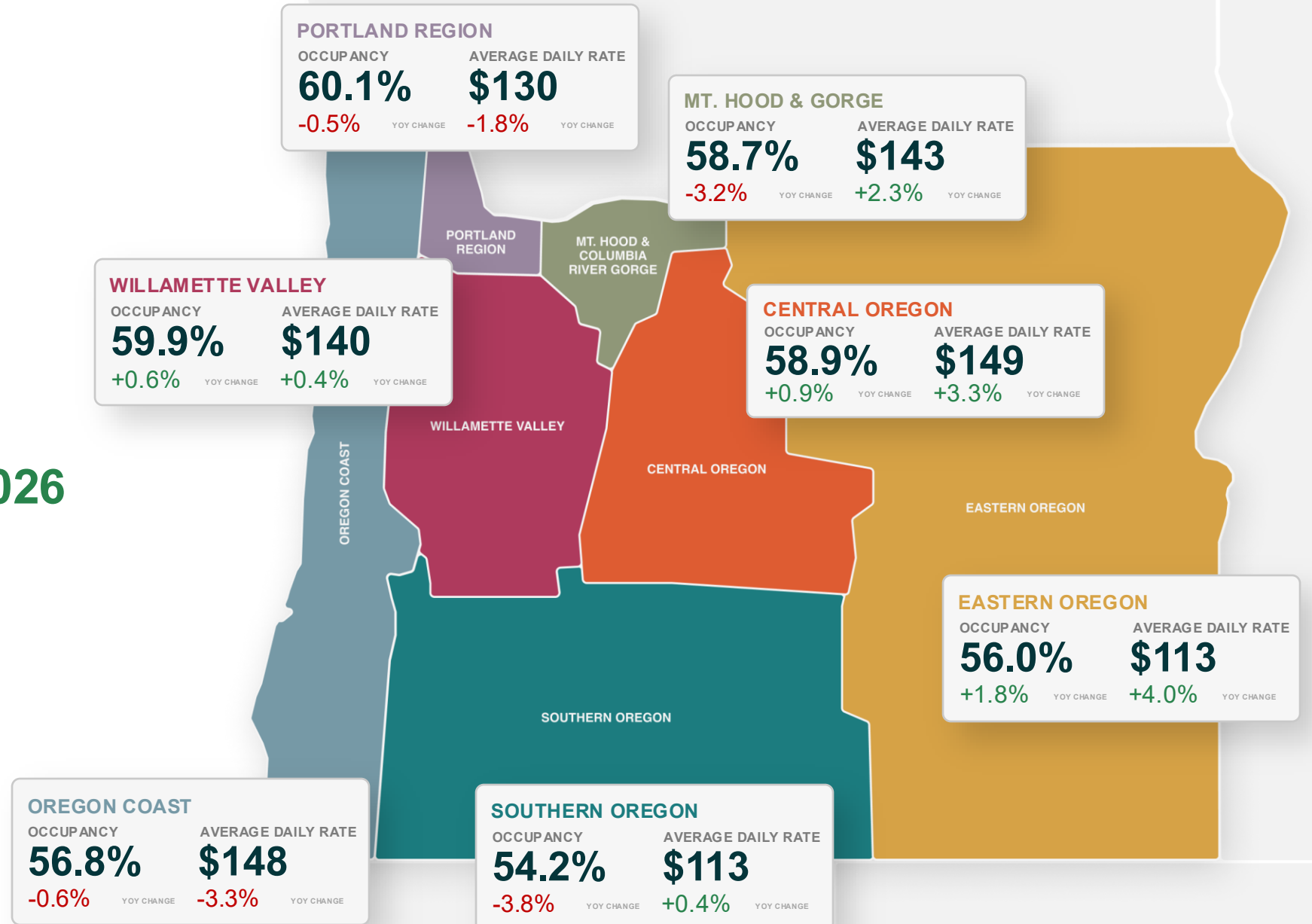
CALENDAR YEAR 2026
(JANUARY-JUNE 2026)

UNITED STATES

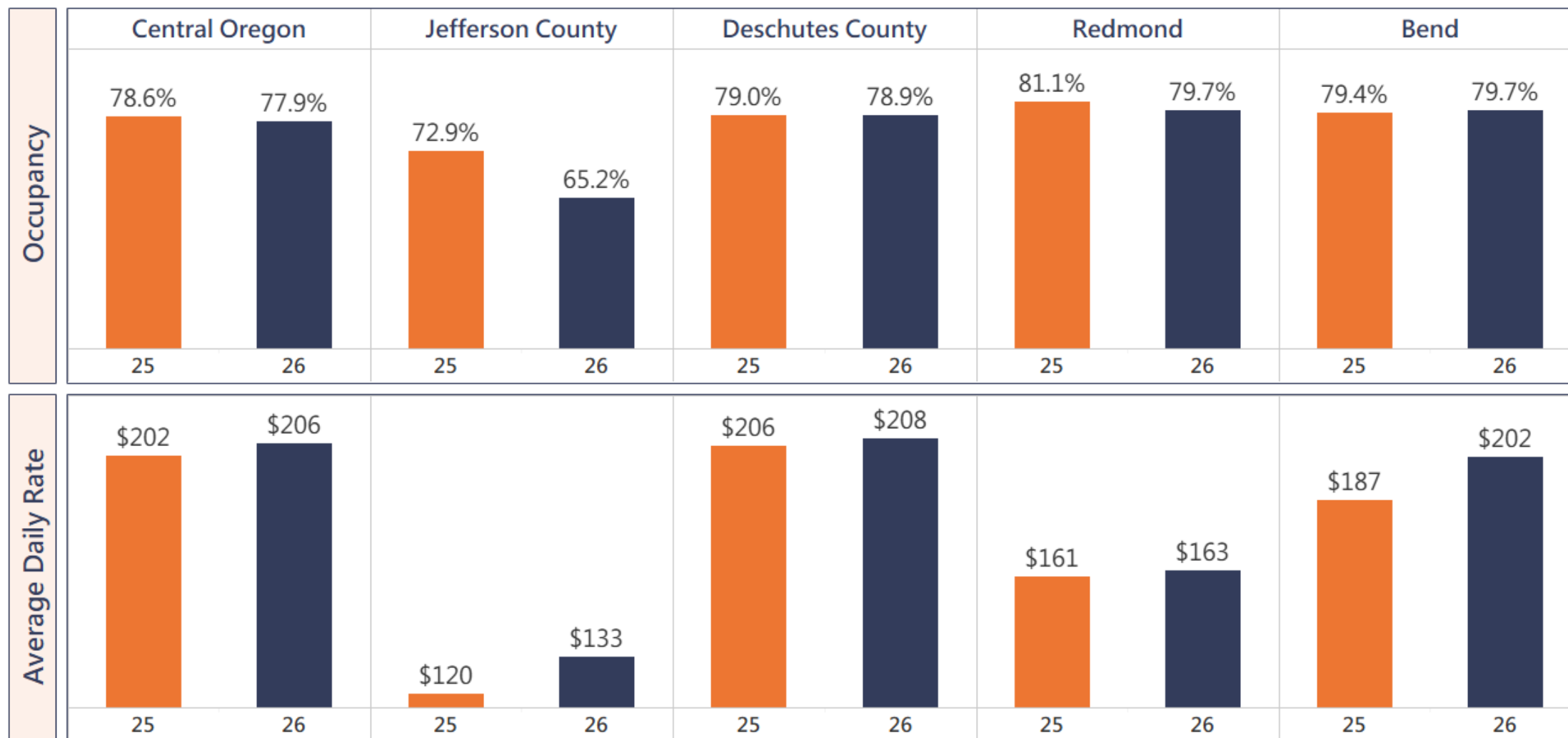
- Occupancy: 64.0% (+1.0% YOY)
- ADR: \$164 (+3.3% YOY)

OREGON STATEWIDE

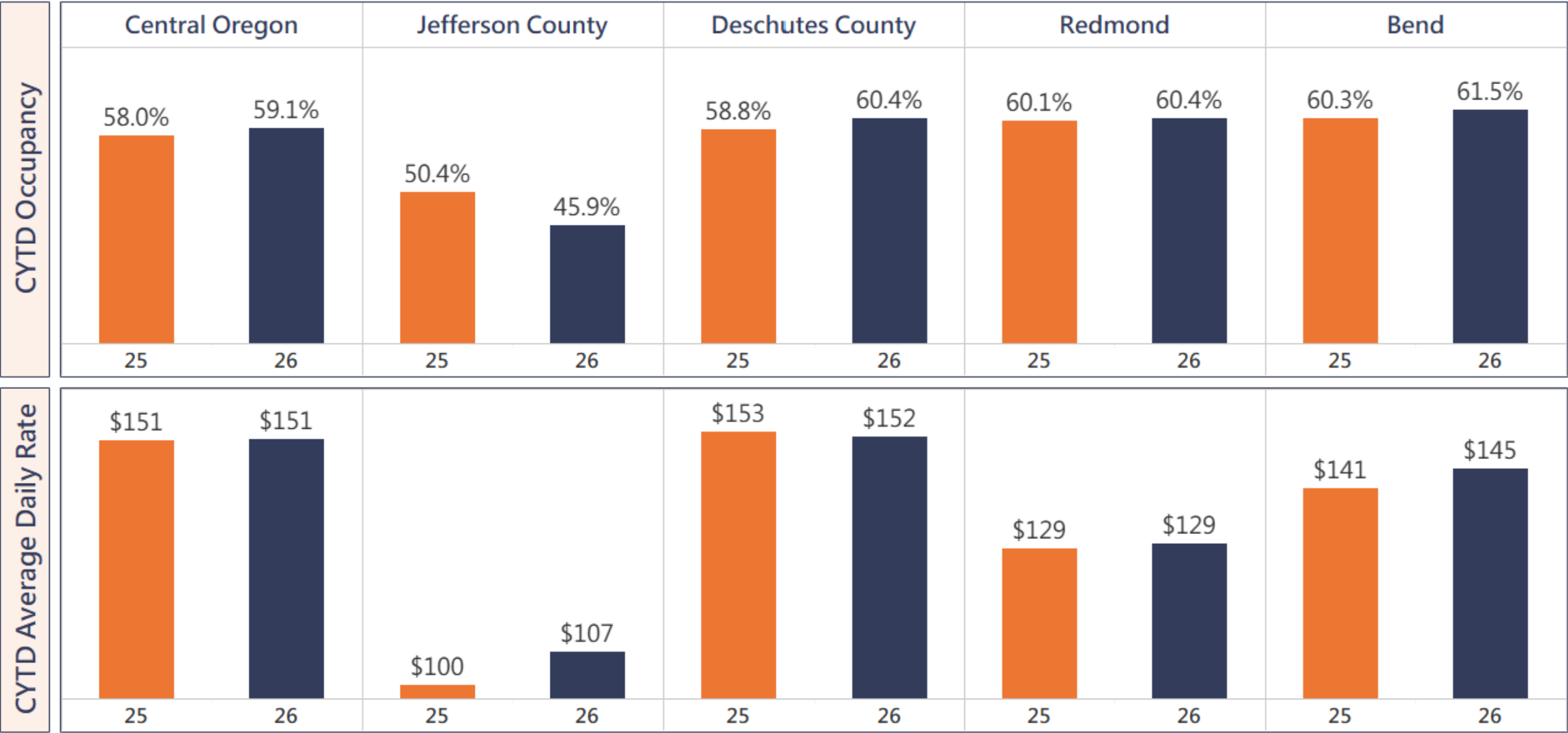
- Occupancy: 58.5% (-0.9% YOY)
- ADR: \$135 (-0.7% YOY)



Regional Summary – June 2026



Regional Summary – CYTD 2026



Source: STR

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

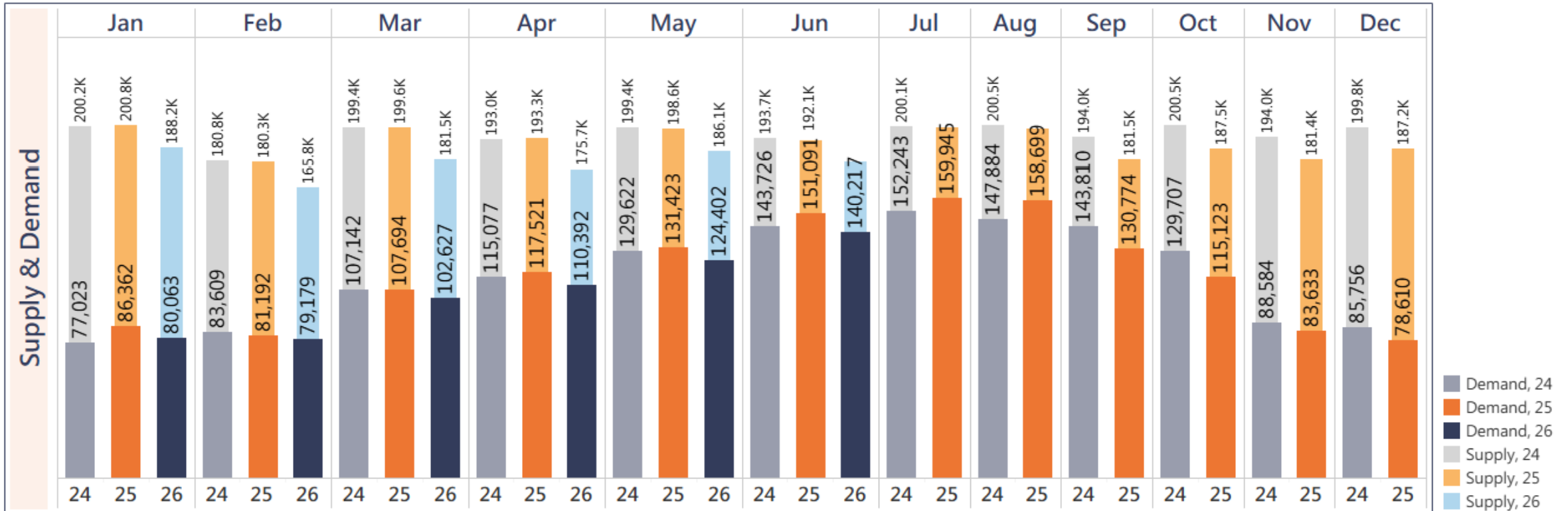
A scenic landscape photograph of a calm lake surrounded by dense evergreen forests. In the background, a large mountain with patches of snow rises against a soft, hazy sky. The water reflects the surrounding trees and the distant mountain. The overall tone is serene and natural.

Central Oregon Region

Central Oregon – June 2026



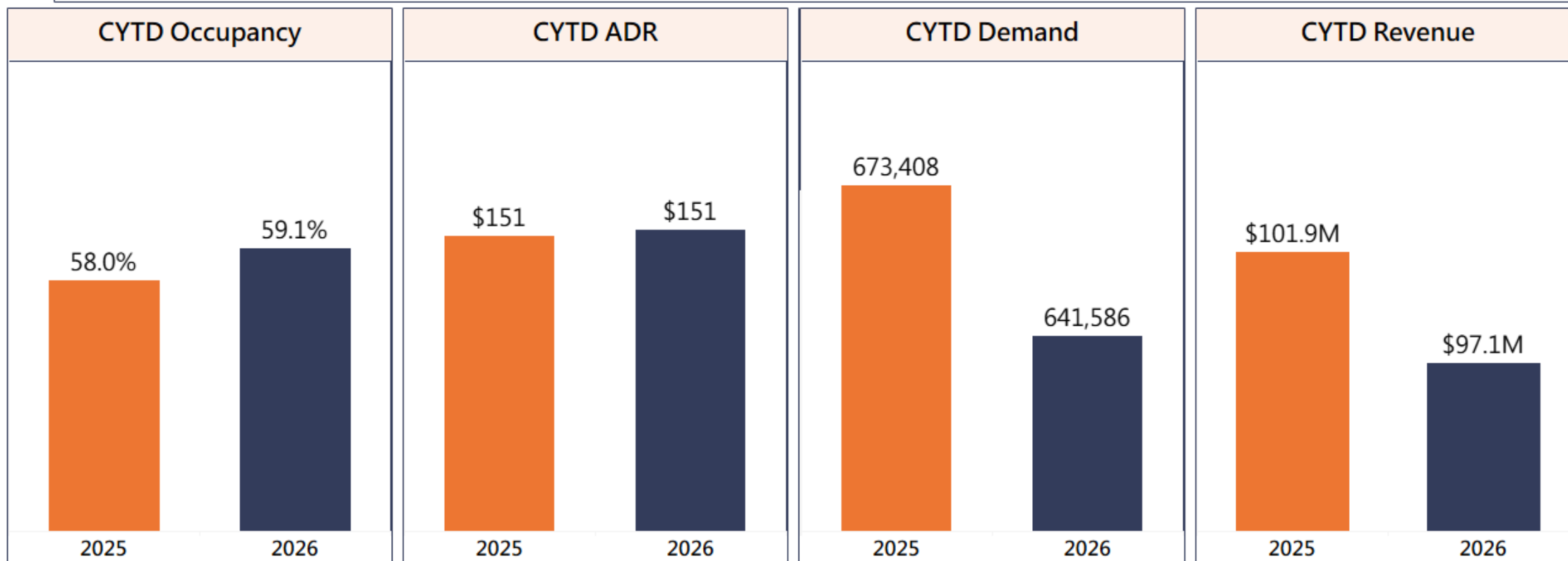
YOY Jun '26	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	77.9%	\$206.48	\$160.79	180,060	140,217	\$28,951,309
	-1.0%	2.0%	1.0%	-6.3%	-7.2%	-5.3%



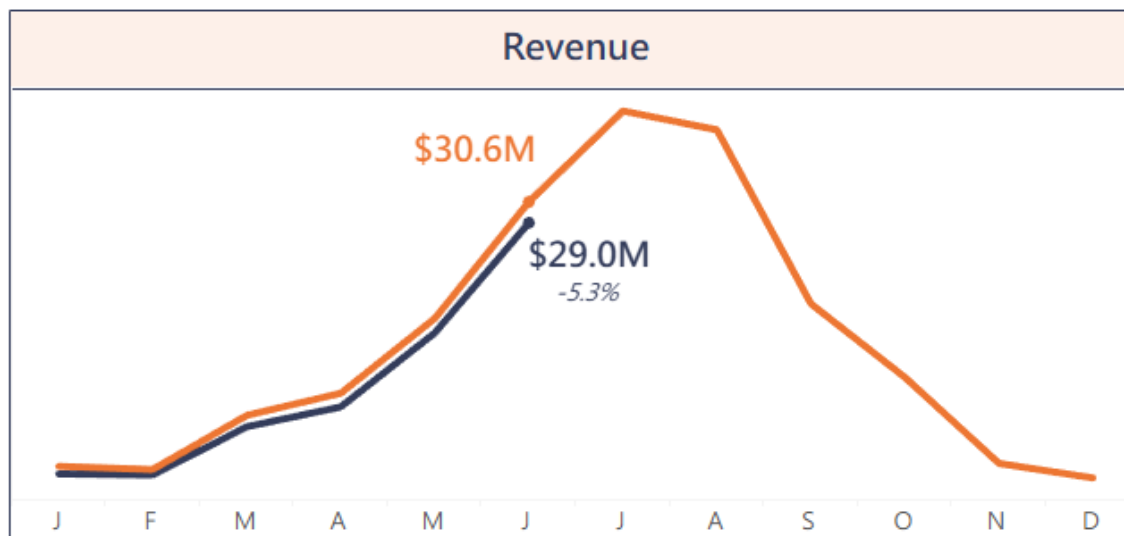
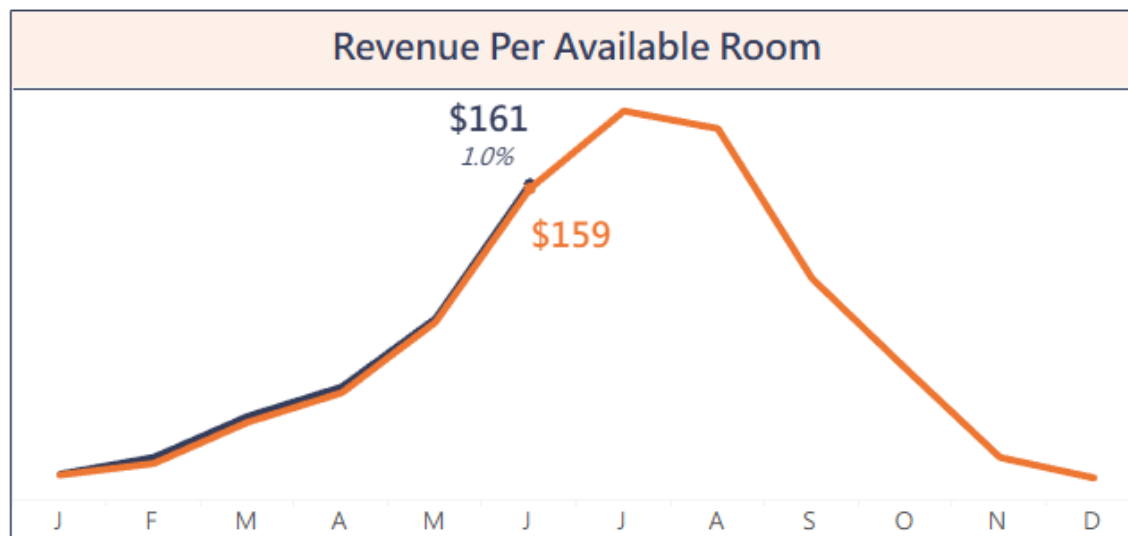
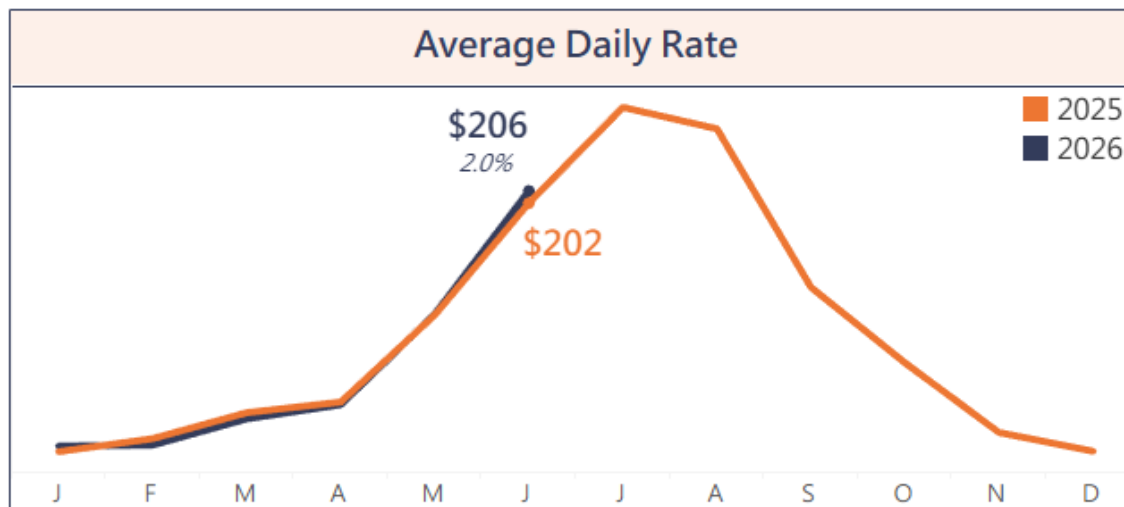
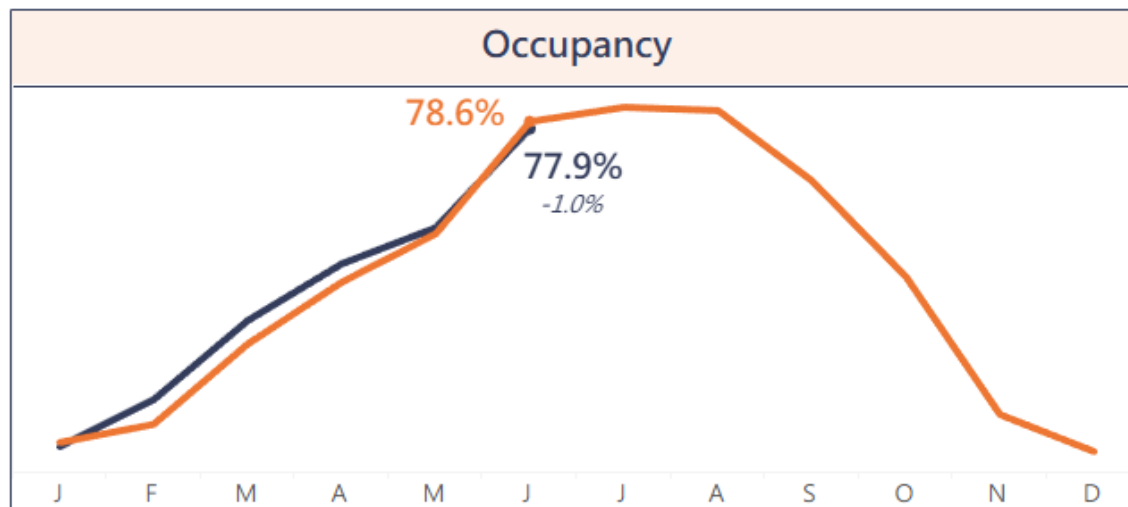
Central Oregon – CYTD 2026



YOY	CYTD '26					
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	59.1%	\$151.41	\$89.42	1,086,416	641,586	\$97,142,212
	1.8%	0.1%	1.9%	-6.4%	-4.7%	-4.6%



Central Oregon – June 2026



Central Oregon – June 2026



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
		Occ 62.6% ADR \$168 Demand 3,758	Occ 69.0% ADR \$179 Demand 4,143	Occ 76.0% ADR \$187 Demand 4,560	Occ 74.2% ADR \$199 Demand 4,452	Occ 72.4% ADR \$213 Demand 4,343
						Occ 81.2% ADR \$227 Demand 4,872
7	8	9	10	11	12	13
Occ 58.7% ADR \$176 Demand 3,523	Occ 70.6% ADR \$187 Demand 4,237	Occ 72.6% ADR \$182 Demand 4,359	Occ 72.0% ADR \$187 Demand 4,324	Occ 83.9% ADR \$201 Demand 5,036	Occ 91.4% ADR \$253 Demand 5,483	Occ 92.1% ADR \$253 Demand 5,530
14	15	16	17	18	19	20
Occ 69.0% ADR \$203 Demand 4,139	Occ 76.6% ADR \$202 Demand 4,598	Occ 81.8% ADR \$195 Demand 4,911	Occ 80.4% ADR \$194 Demand 4,824	Occ 83.6% ADR \$199 Demand 5,020	Occ 88.1% ADR \$231 Demand 5,290	Occ 86.8% ADR \$229 Demand 5,212
21	22	23	24	25	26	27
Occ 67.0% ADR \$203 Demand 4,024	Occ 75.2% ADR \$185 Demand 4,516	Occ 82.7% ADR \$185 Demand 4,963	Occ 86.5% ADR \$208 Demand 5,190	Occ 90.1% ADR \$223 Demand 5,407	Occ 93.2% ADR \$266 Demand 5,595	Occ 91.9% ADR \$256 Demand 5,516
28	29	30				
Occ 67.6% ADR \$178 Demand 4,055	Occ 72.9% ADR \$177 Demand 4,375	Occ 69.1% ADR \$172 Demand 4,149				

Source: STR

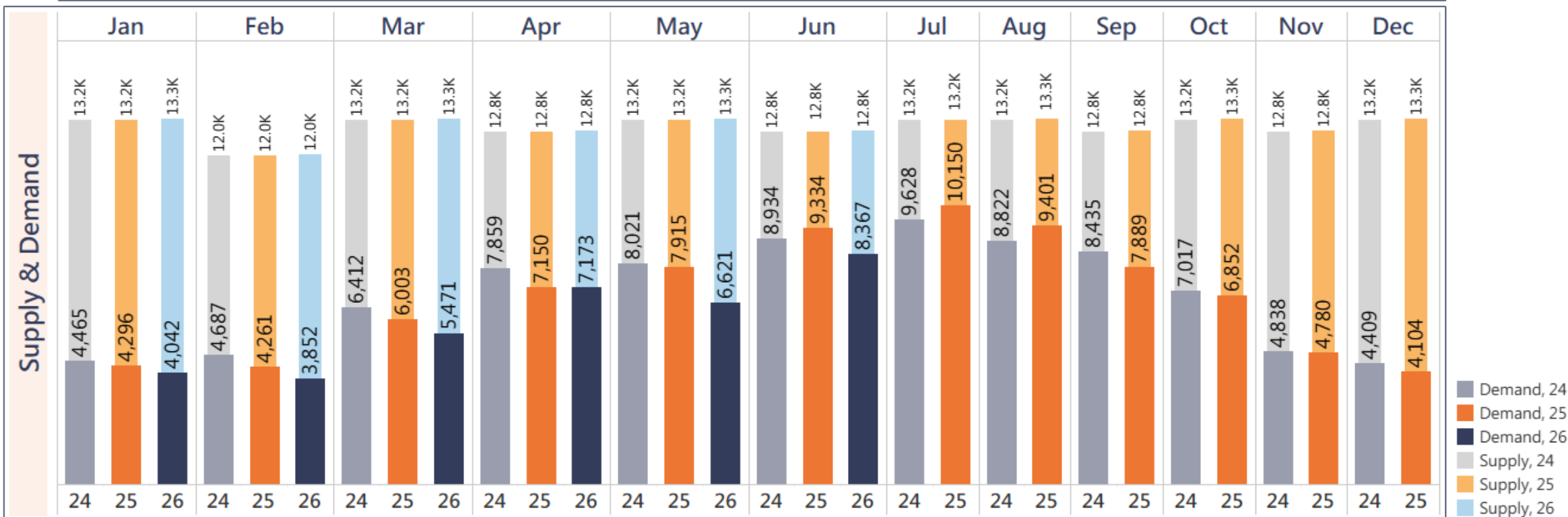


Jefferson County

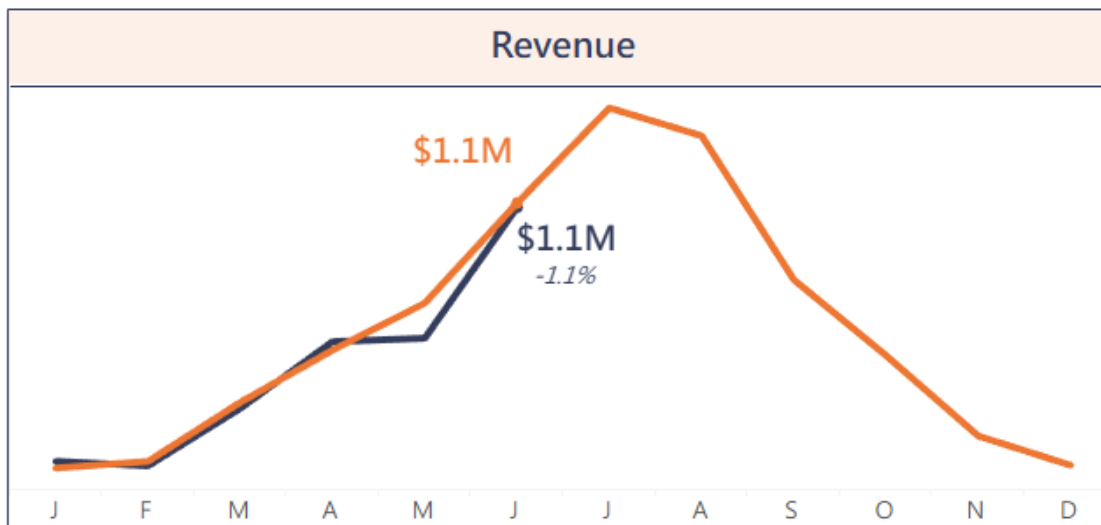
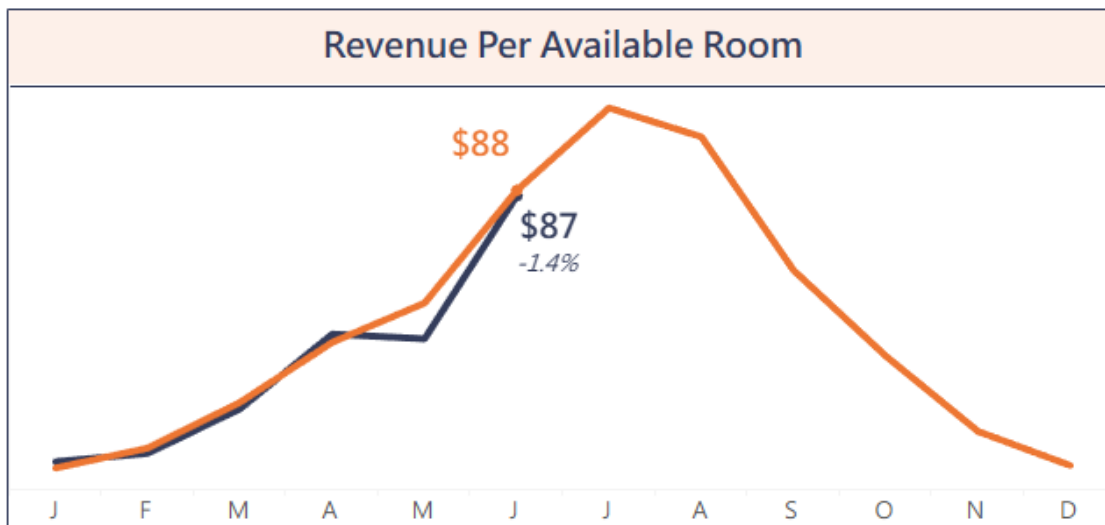
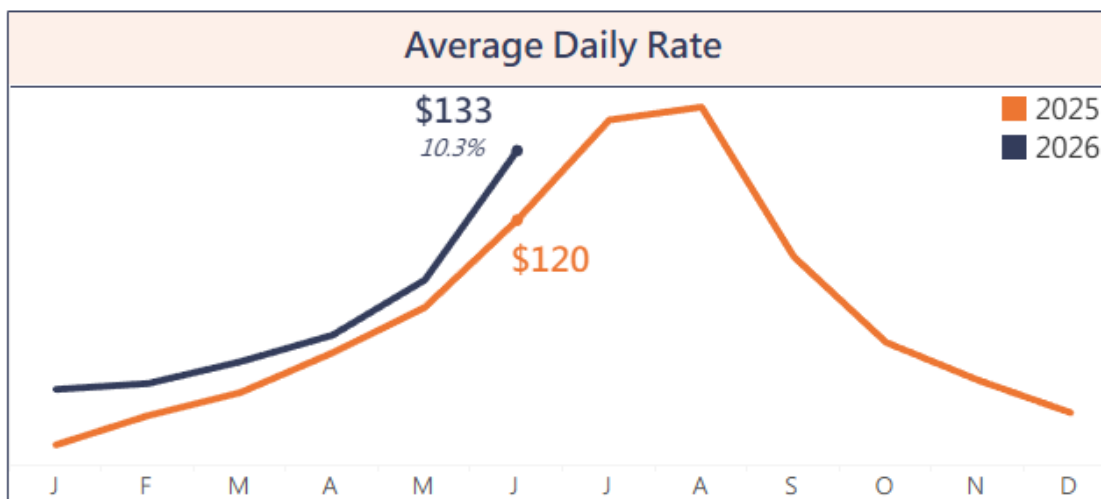
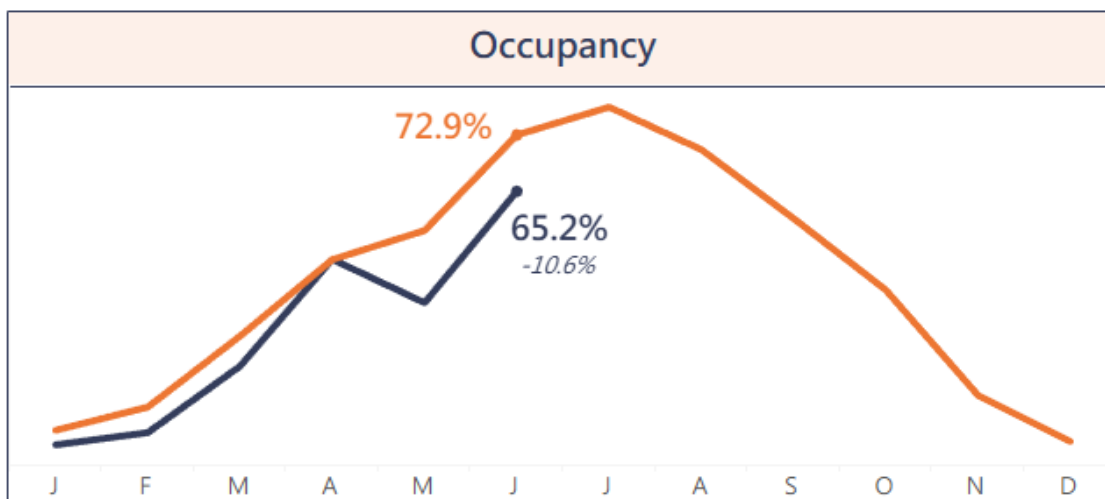
Jefferson County – June 2026



YOY Jun '26	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	65.2%	\$132.78	\$86.52	12,840	8,367	\$1,110,971
	-10.6%	10.3%	-1.4%	0.2%	-10.4%	-1.1%



Jefferson County – June 2026



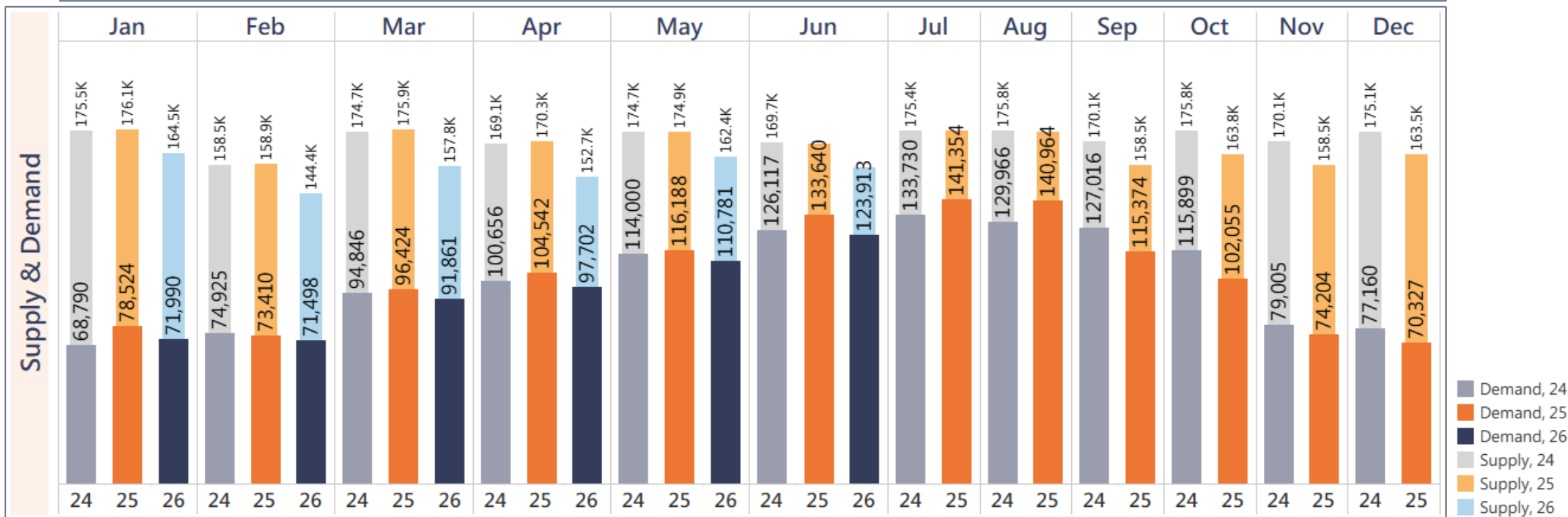
An aerial photograph of Deschutes County, Oregon, taken at dusk. In the foreground, three tall, white industrial smokestacks rise from a building, with an American flag flying from a pole on top of the central stack. The middle stack has the word "Vanilla" written vertically on it. The background features a dense forest of evergreen trees, a river, and a large, snow-capped mountain peak under a twilight sky. Various buildings, including a large warehouse and a multi-story apartment complex, are visible in the mid-ground.

Deschutes County

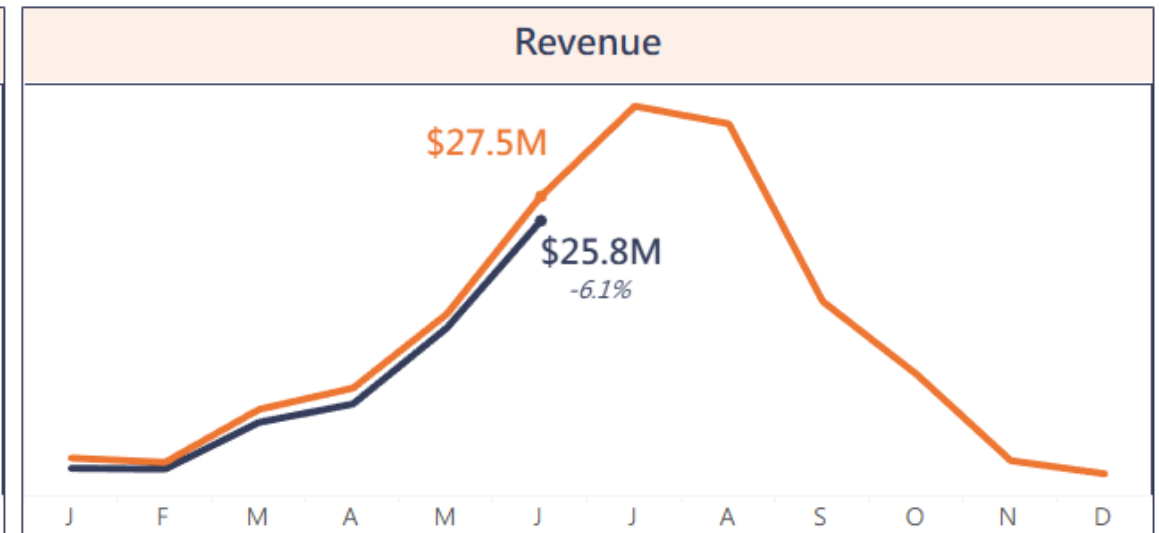
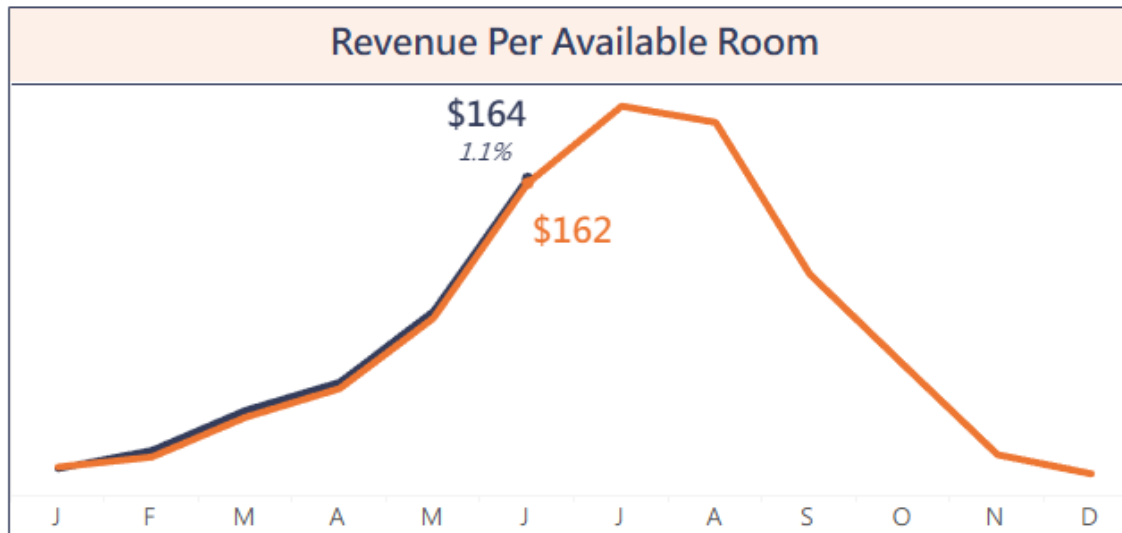
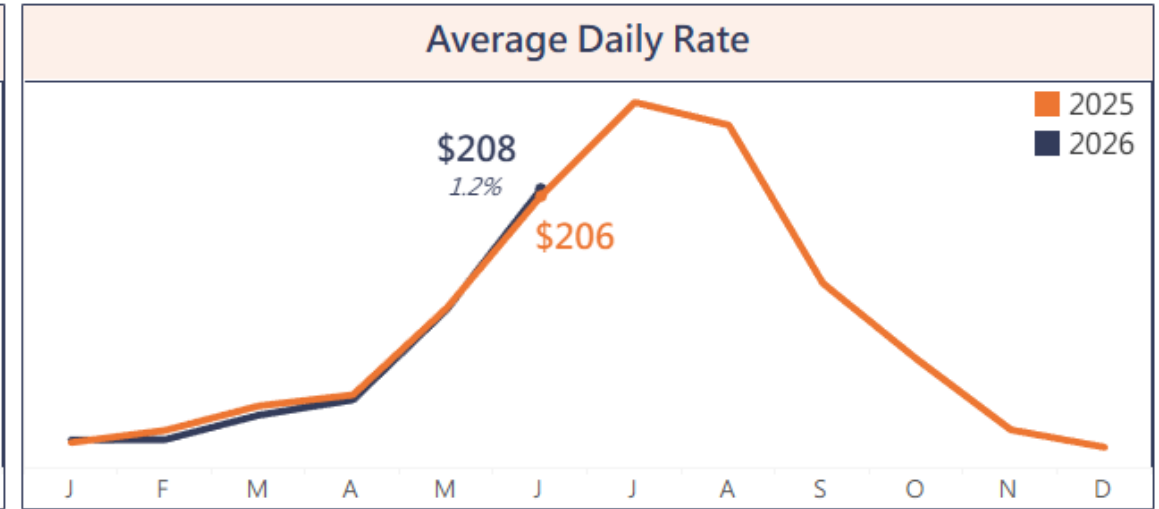
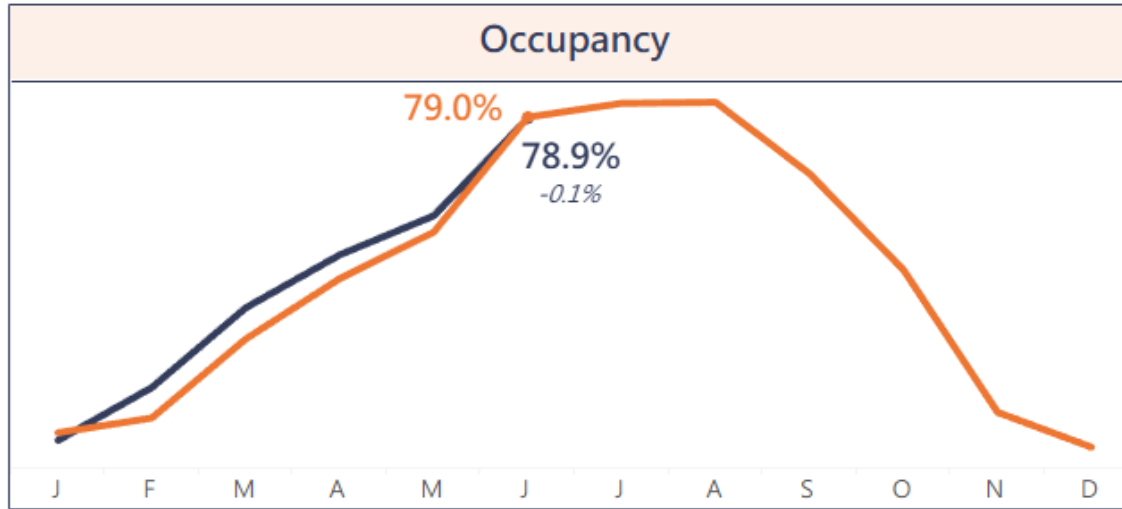
Deschutes County – June 2026



YOY Jun '26	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	78.9%	\$208.06	\$164.06	157,140	123,913	\$25,780,952
	-0.1%	1.2%	1.1%	-7.1%	-7.3%	-6.1%



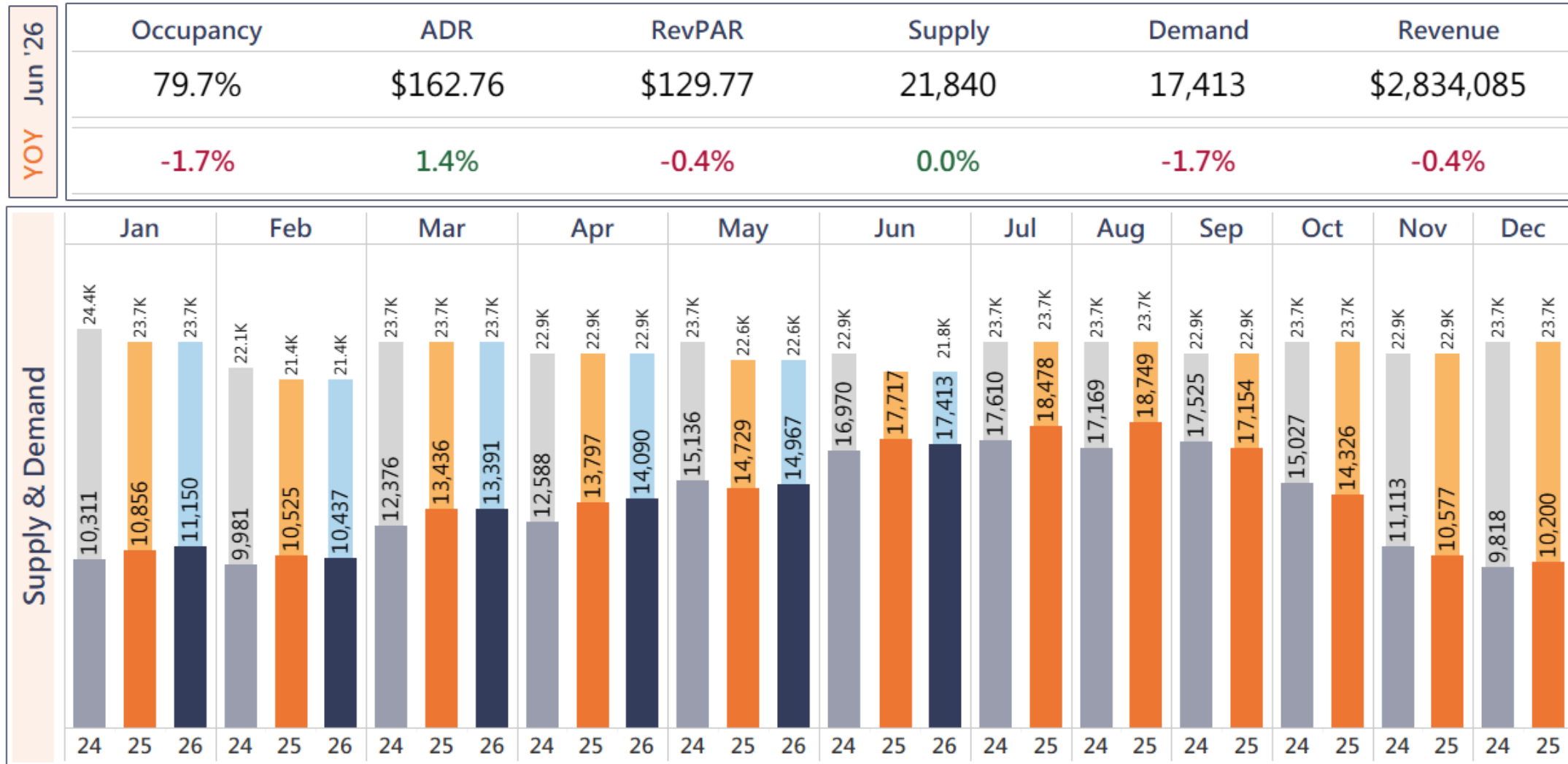
Deschutes County – June 2026



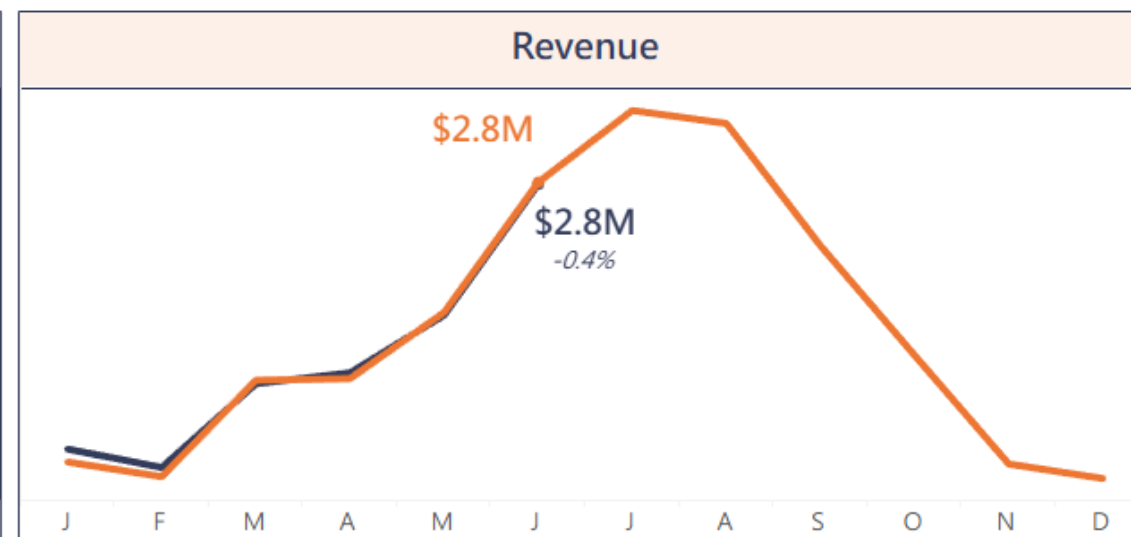
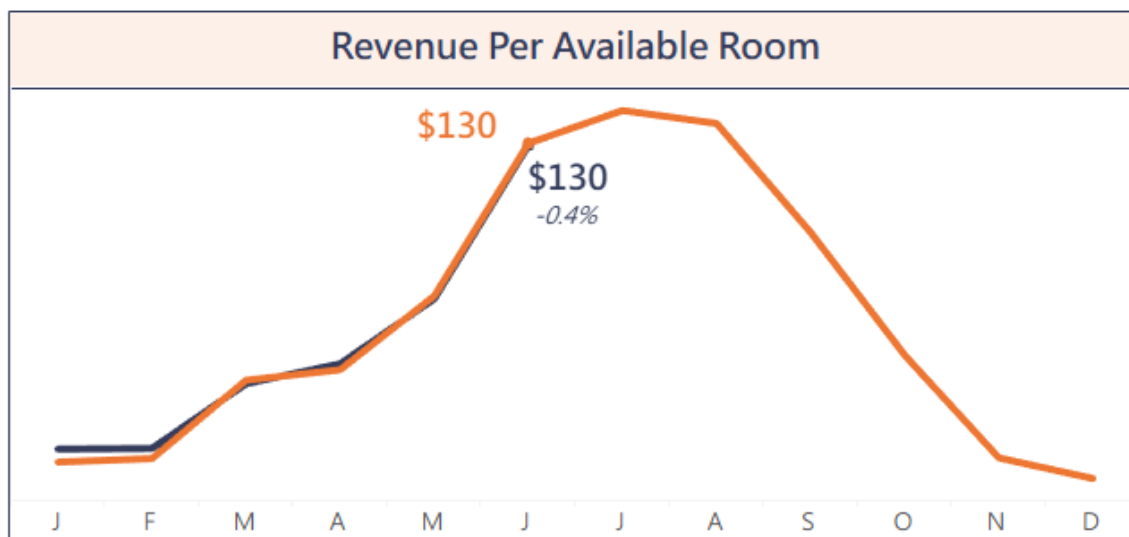
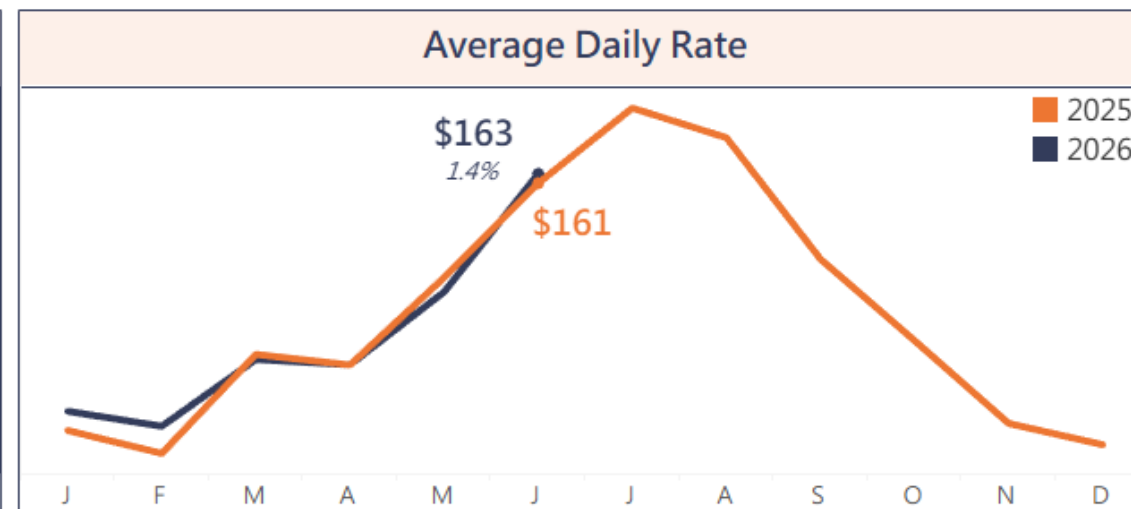
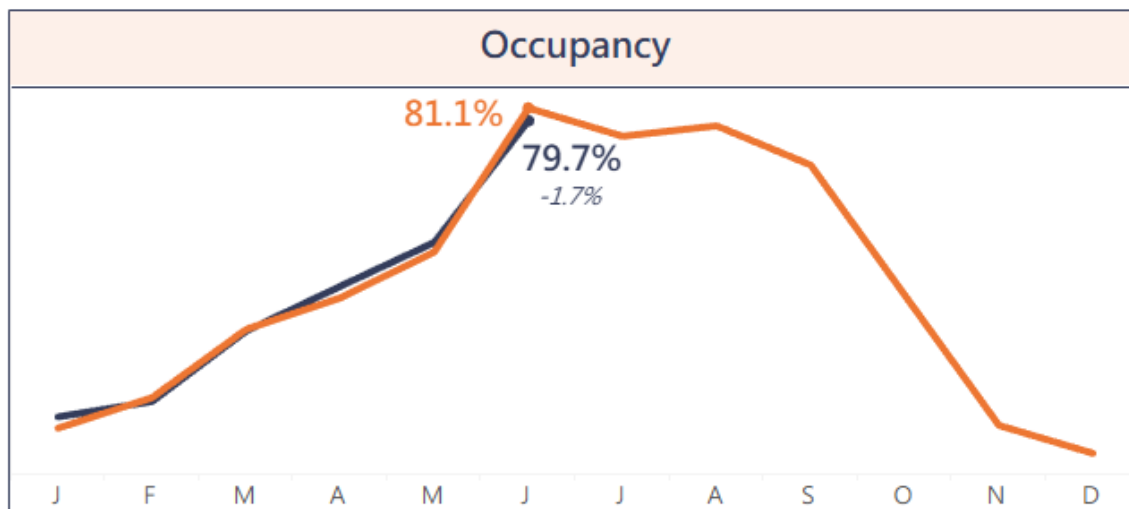
A photograph of a family of three (a man, a boy, and a girl) seen from behind, looking out over a vast canyon landscape. The man on the left is pointing towards the distance. The landscape features steep, reddish-brown rock cliffs, green coniferous trees, and a small stream or river winding through the valley. The scene is captured in a cinematic style with a soft, slightly desaturated color palette.

Redmond

Redmond – June 2026



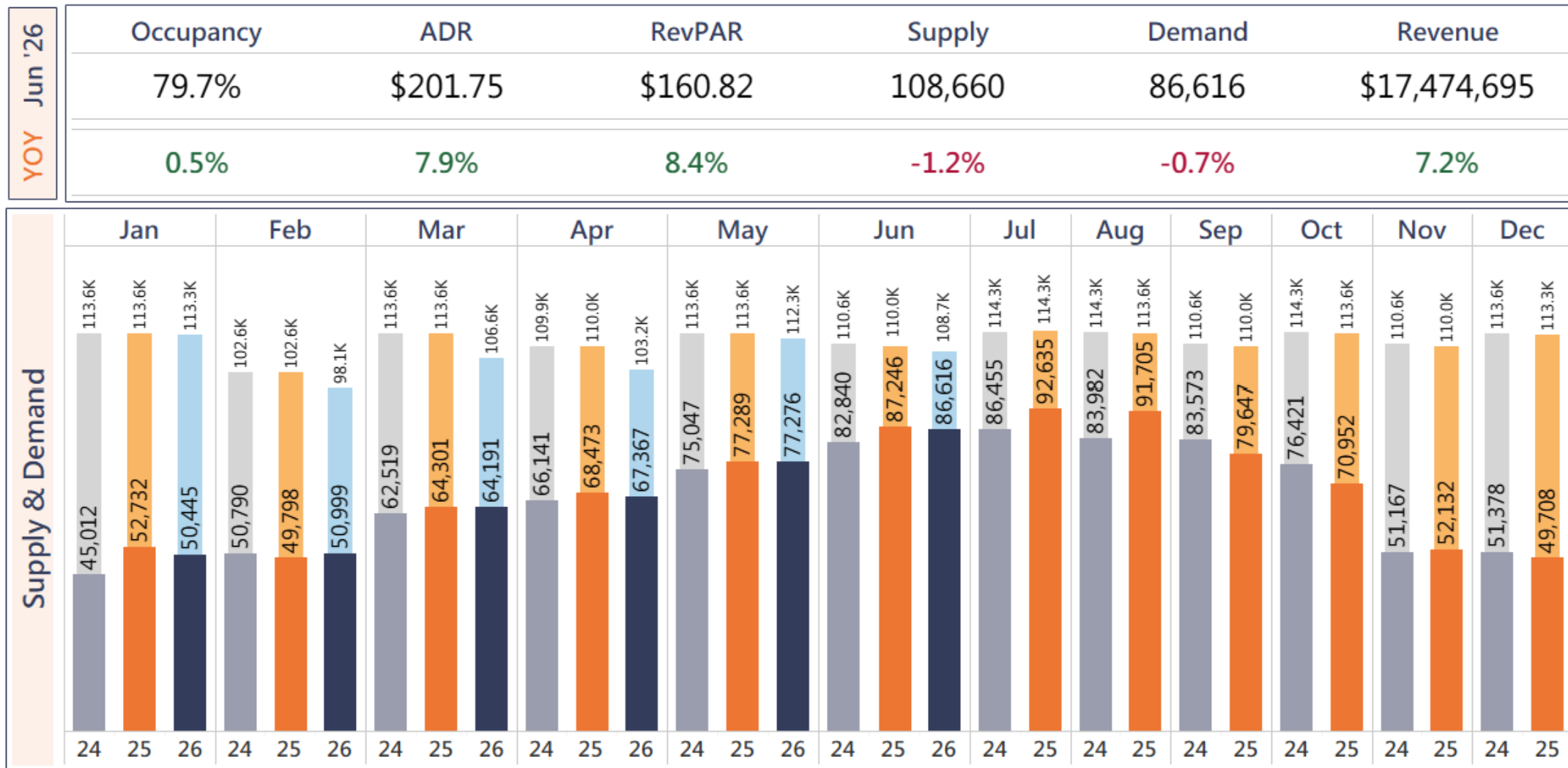
Redmond – June 2026



An aerial photograph of Bend, Oregon, taken at dusk. The image shows a mix of urban development and natural landscape. In the foreground, there are several buildings, including a large one with a sign that says "EPHORA". A river flows through the lower right portion of the image. In the middle ground, there are more buildings, some with lights on, and a large area that appears to be a fair or festival with tents and structures. Three tall, white smokestacks are prominent in the center-left, with an American flag flying from the top of the tallest one. The background is dominated by a range of mountains, with the highest peaks covered in snow. The sky is a deep purple and blue, indicating twilight.

Bend

Bend – June 2026



Bend – June 2026



Bend – June 2026



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	
	Occ 63.2% ADR \$166 Demand 2,289	Occ 70.5% ADR \$176 Demand 2,552	Occ 78.0% ADR \$184 Demand 2,825	Occ 78.6% ADR \$197 Demand 2,848	Occ 73.4% ADR \$213 Demand 2,659	Occ 85.5% ADR \$236 Demand 3,098
7	8	9	10	11	12	13
Occ 62.7% ADR \$176 Demand 2,271	Occ 75.6% ADR \$193 Demand 2,739	Occ 76.3% ADR \$190 Demand 2,763	Occ 76.1% ADR \$186 Demand 2,757	Occ 84.7% ADR \$199 Demand 3,069	Occ 93.0% ADR \$248 Demand 3,367	Occ 92.7% ADR \$251 Demand 3,358
14	15	16	17	18	19	20
Occ 70.8% ADR \$197 Demand 2,564	Occ 79.0% ADR \$198 Demand 2,861	Occ 84.1% ADR \$188 Demand 3,047	Occ 82.1% ADR \$185 Demand 2,973	Occ 83.6% ADR \$186 Demand 3,029	Occ 88.0% ADR \$222 Demand 3,188	Occ 85.8% ADR \$220 Demand 3,109
21	22	23	24	25	26	27
Occ 67.8% ADR \$171 Demand 2,454	Occ 75.8% ADR \$173 Demand 2,745	Occ 85.9% ADR \$183 Demand 3,113	Occ 88.5% ADR \$211 Demand 3,205	Occ 91.3% ADR \$218 Demand 3,308	Occ 94.4% ADR \$265 Demand 3,418	Occ 92.9% ADR \$255 Demand 3,364
28	29	30				
Occ 70.2% ADR \$167 Demand 2,541	Occ 74.0% ADR \$166 Demand 2,681	Occ 71.3% ADR \$158 Demand 2,583				

Source: STR

Airbnb & Vrbo Short Term Rental Performance

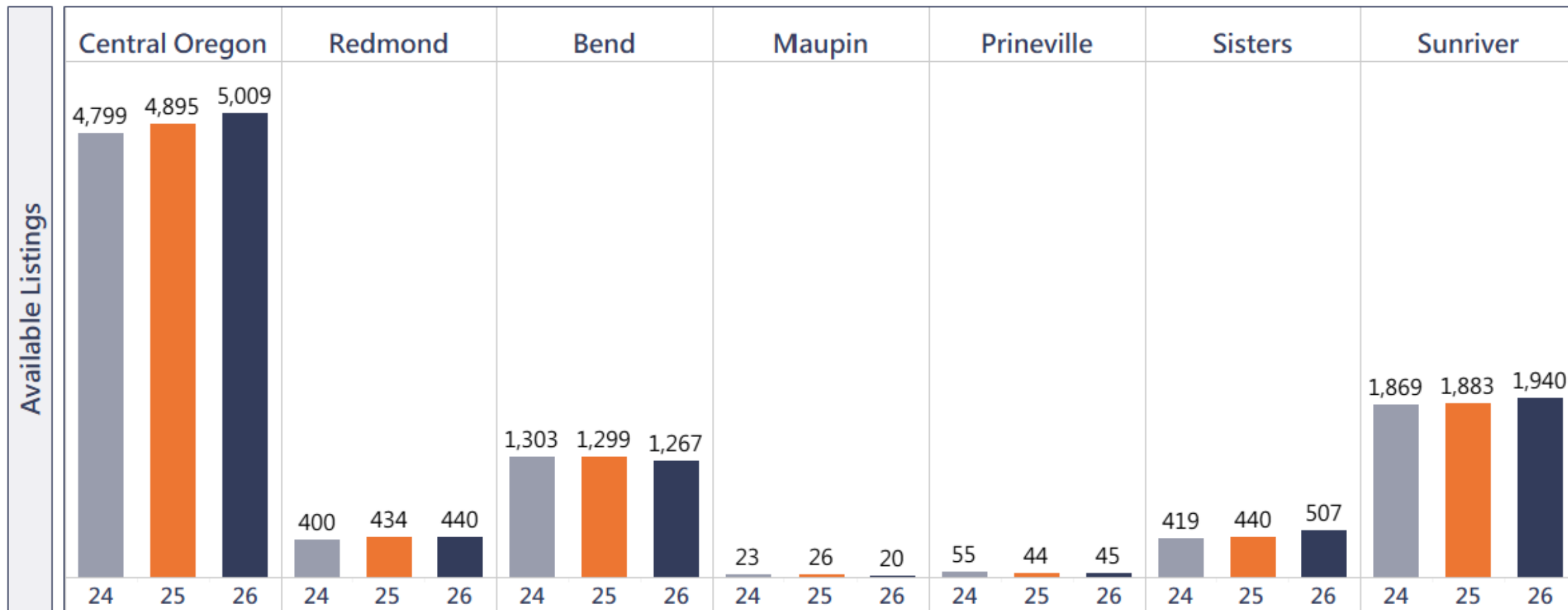


AirDNA - Definitions



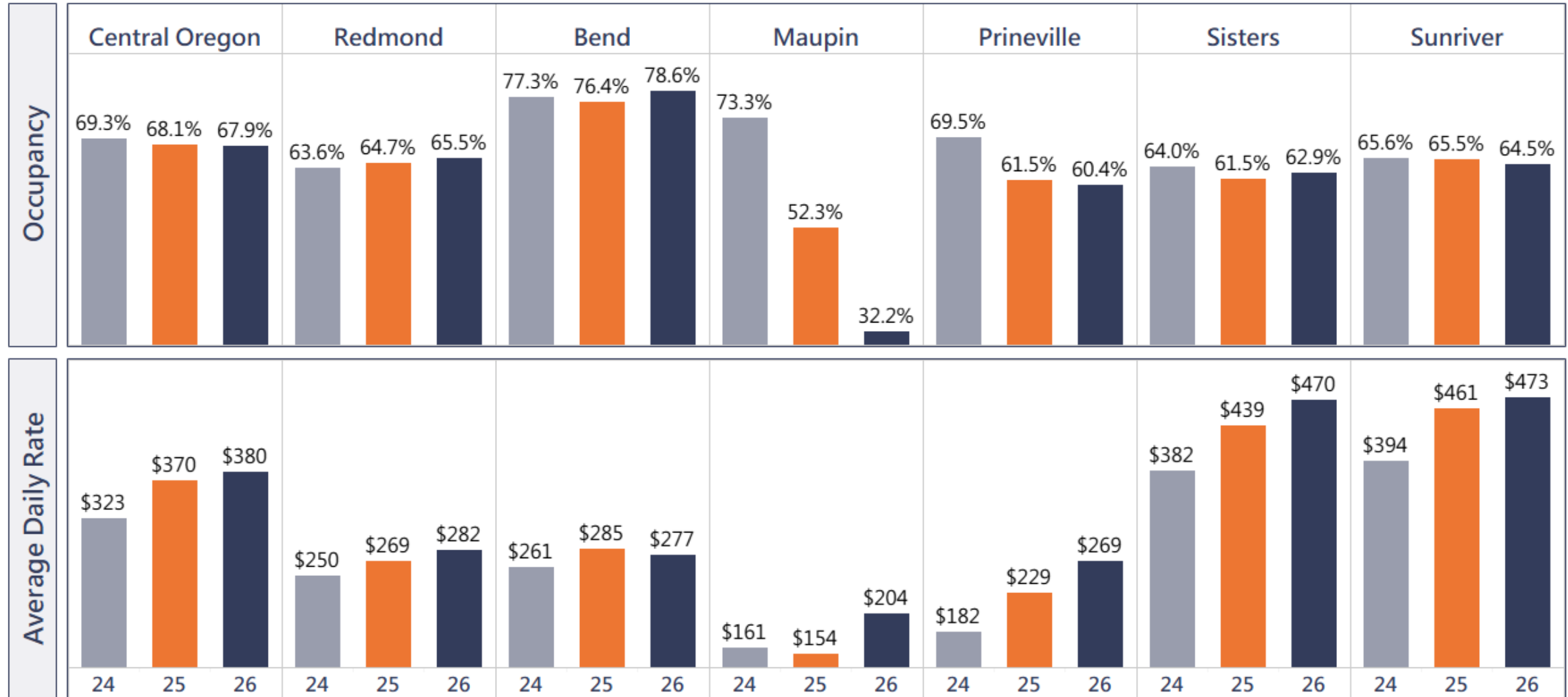
- **Available Listings** – Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period.
- **Average Daily Rate** – Average daily rate (ADR) of booked nights in USD (ADR = Total Revenue / Booked Nights).
- **Demand (Nights Booked)** – Total 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

June 2026 Regional Summary



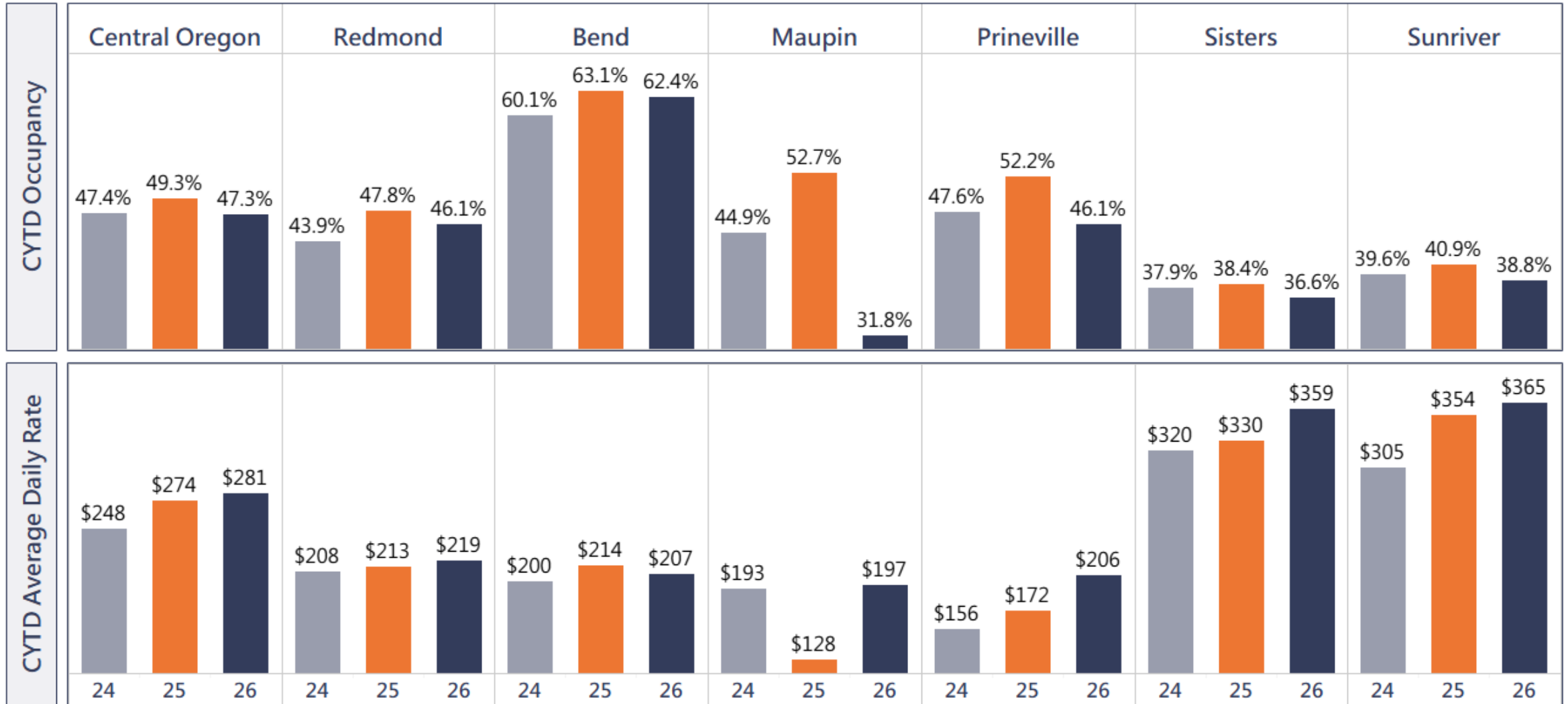
Source: AirDNA, 'Entire Place' Listings only

June 2026 Regional Summary



Source: AirDNA, 'Entire Place' Listings only

Calendar YTD Through June 2026



Source: AirDNA, 'Entire Place' Listings only

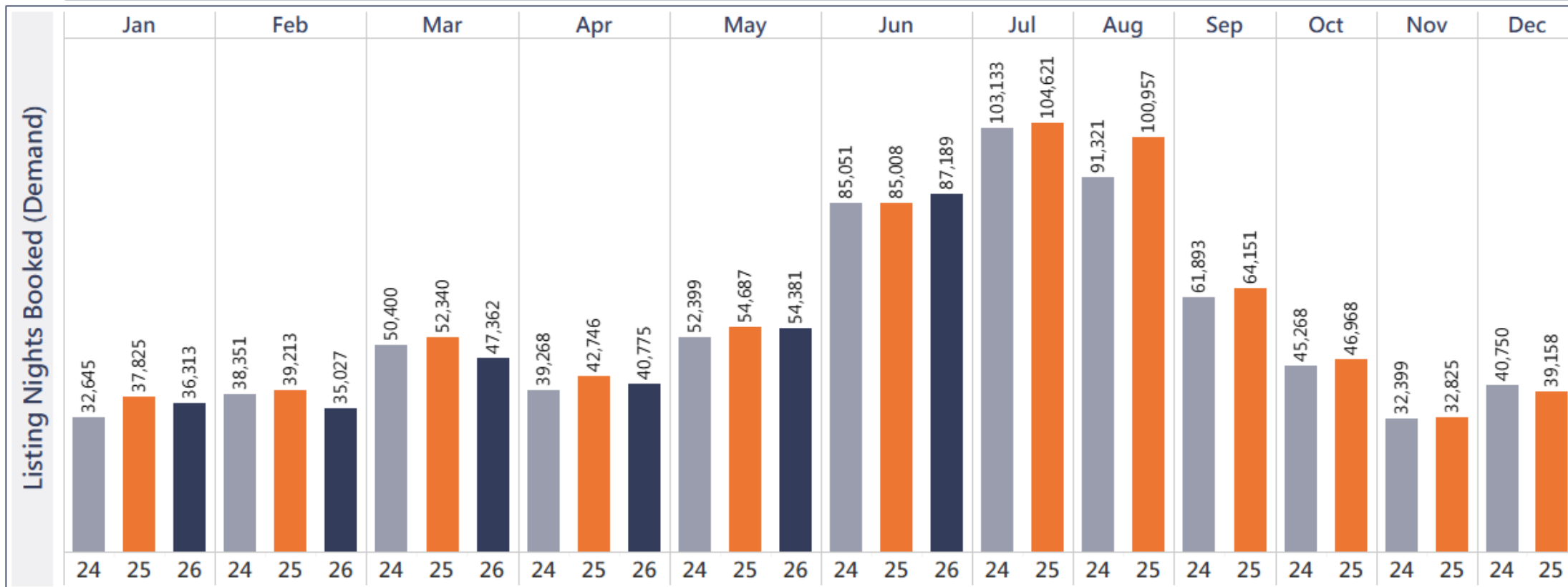
A photograph of a brown coffee truck named 'TITE KNOT COFFEE' parked outdoors. The truck has a menu board on its side listing various coffee drinks and prices. A wooden platform with a ramp is built in front of the truck, and several people are standing on it. The scene is set in a residential area with bare trees and a wooden fence in the background. The text 'Central Oregon Region' is overlaid in white on the image.

Central Oregon Region

Central Oregon – June 2026

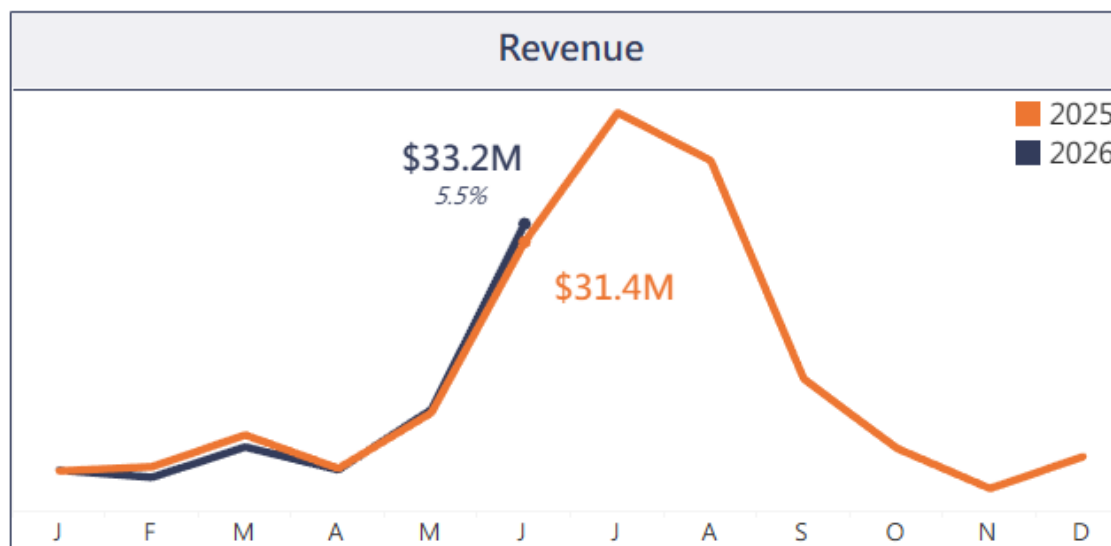
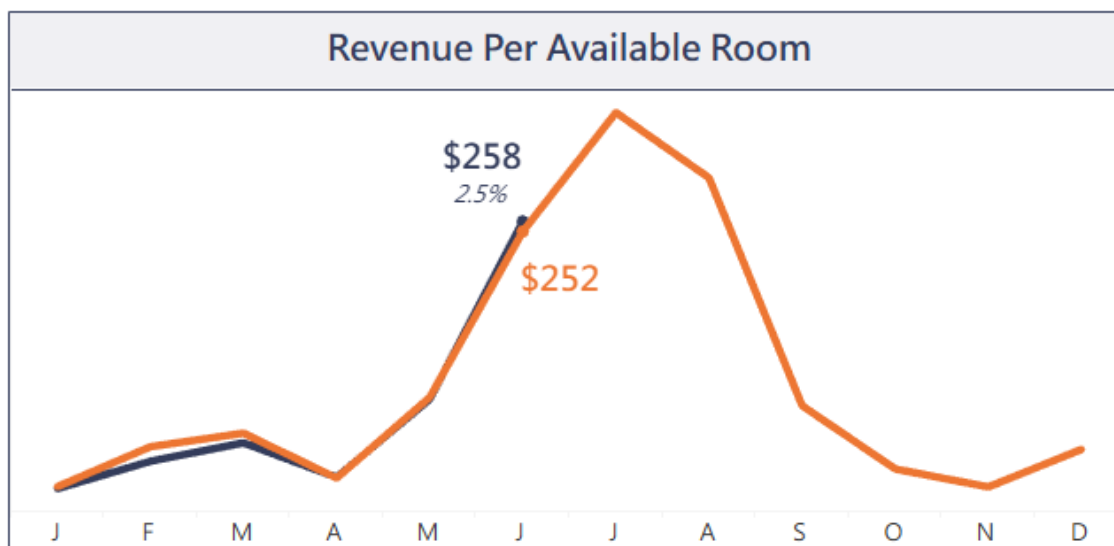
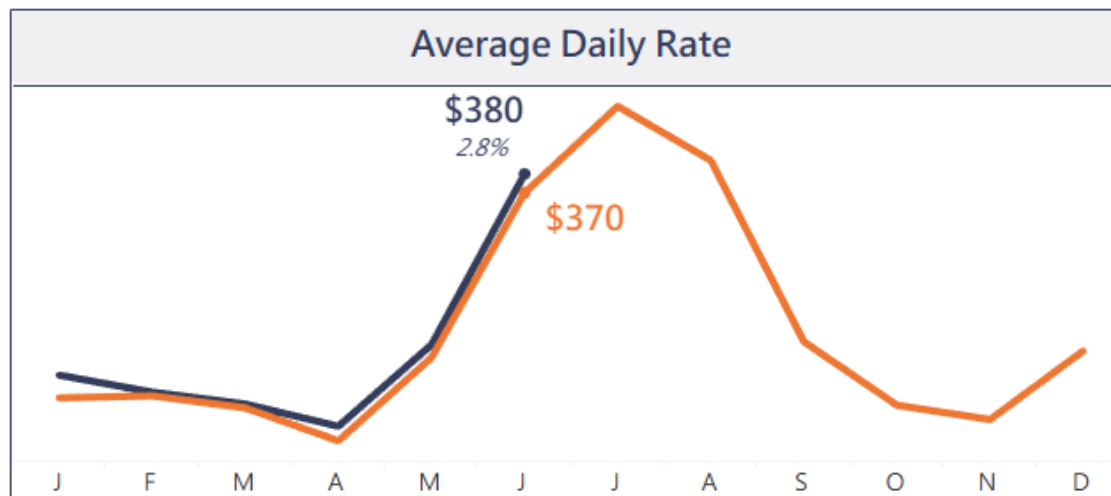
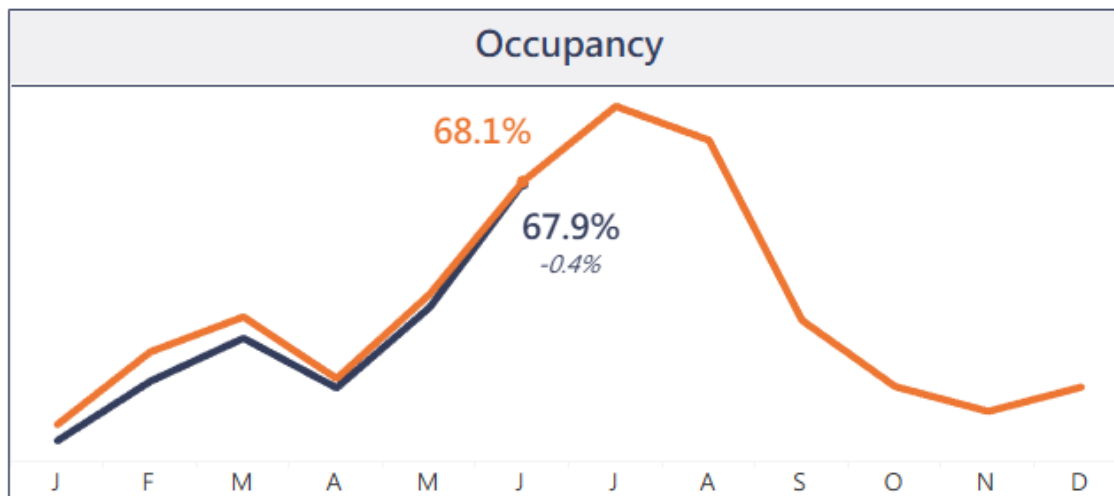


YOY Jun '26	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
	67.9%	\$380.38	\$258.21	5,009	87,189	\$33,164,849
	-0.4%	2.8%	2.5%	2.3%	2.6%	5.5%



Source: AirDNA, 'Entire Place' Listings only

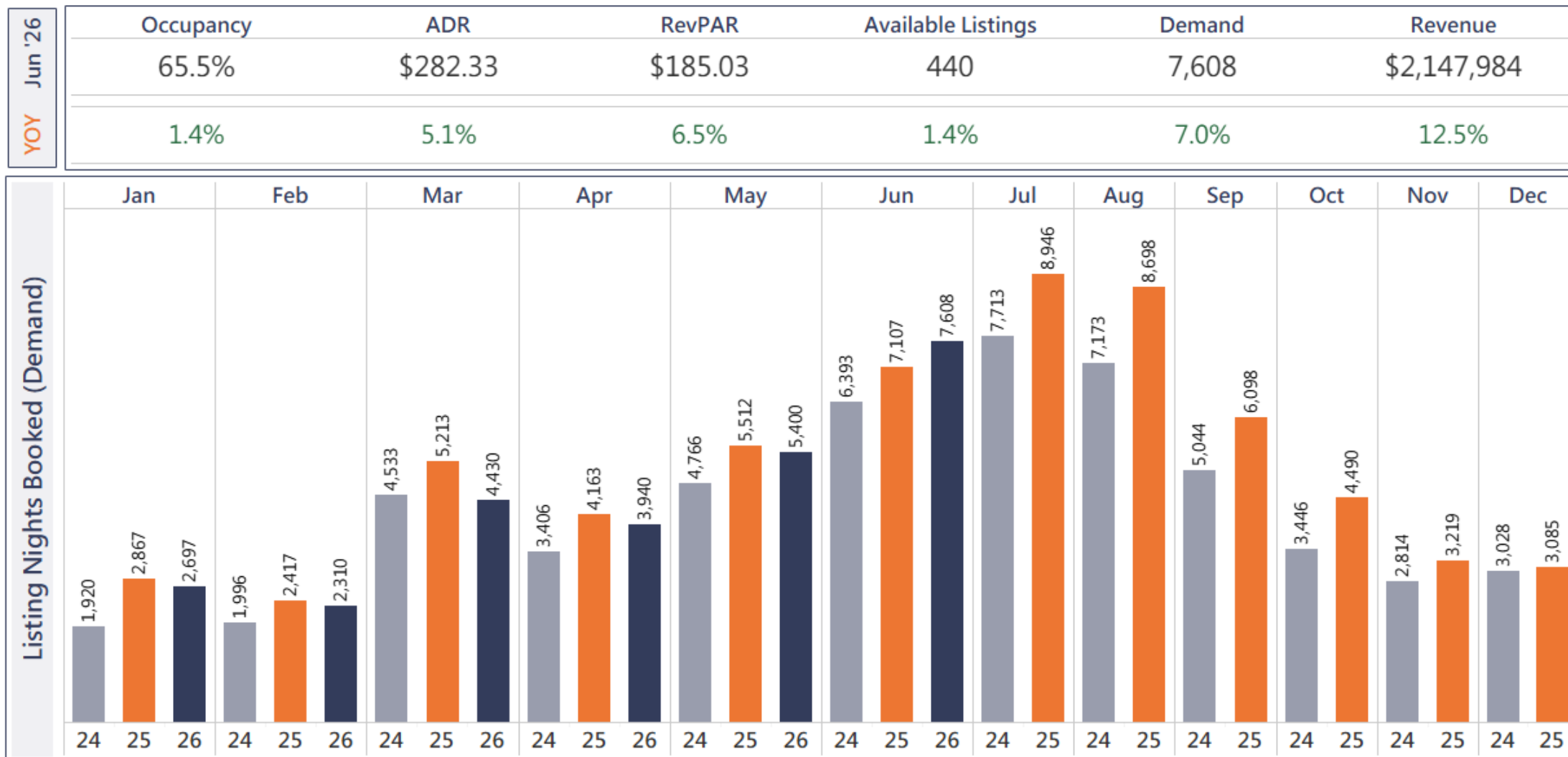
Central Oregon – June 2026



Redmond

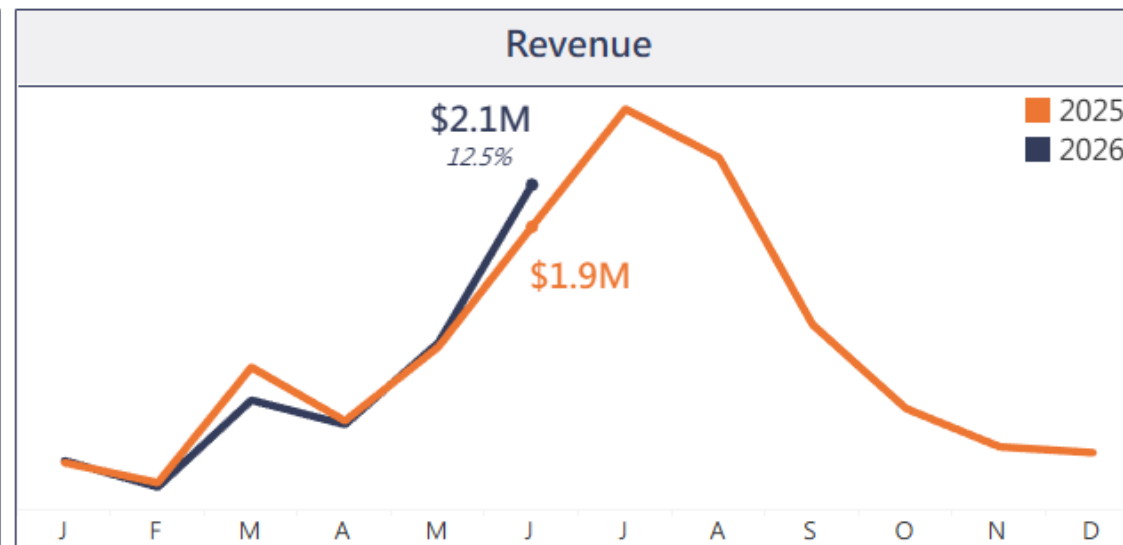
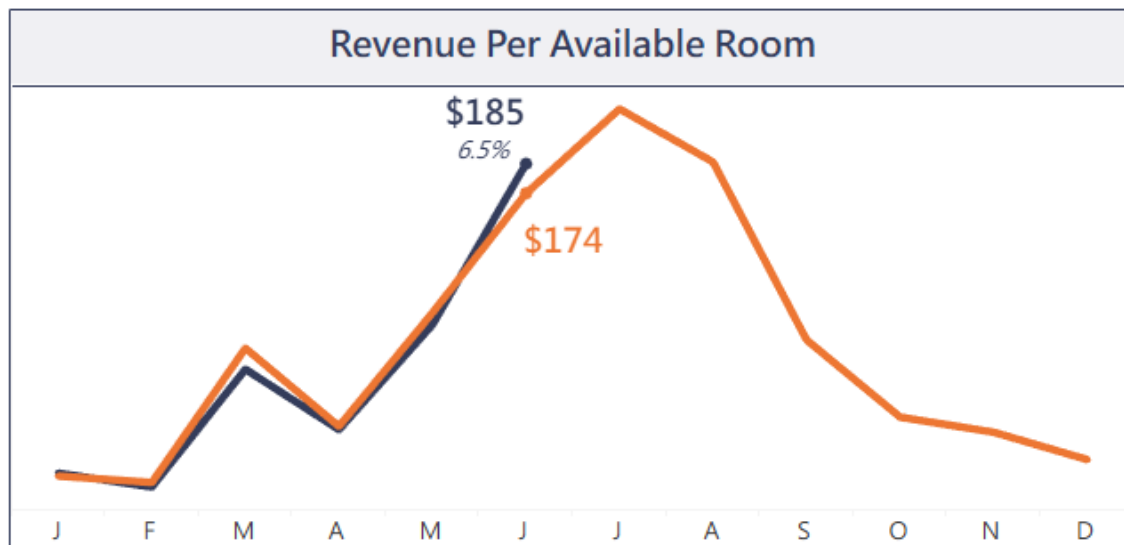
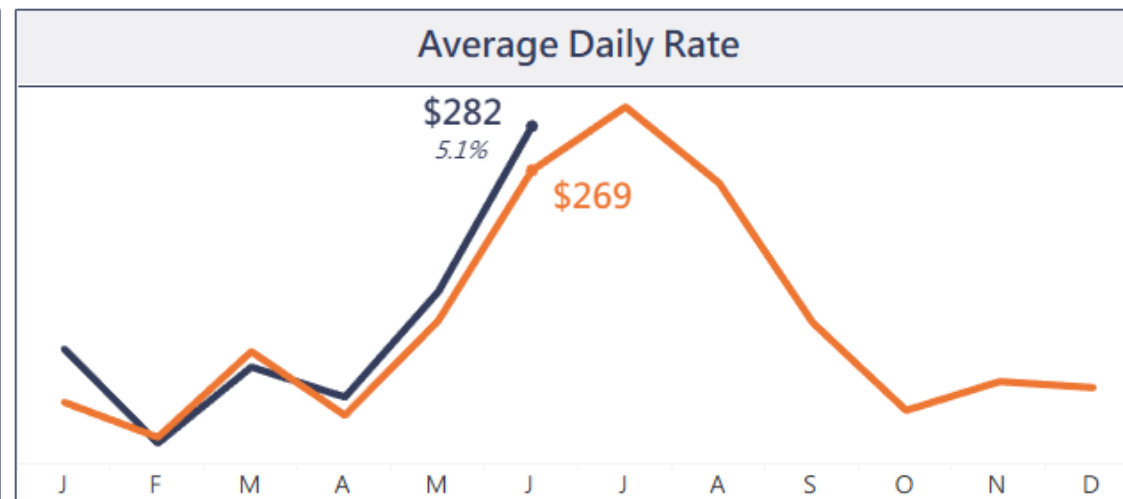
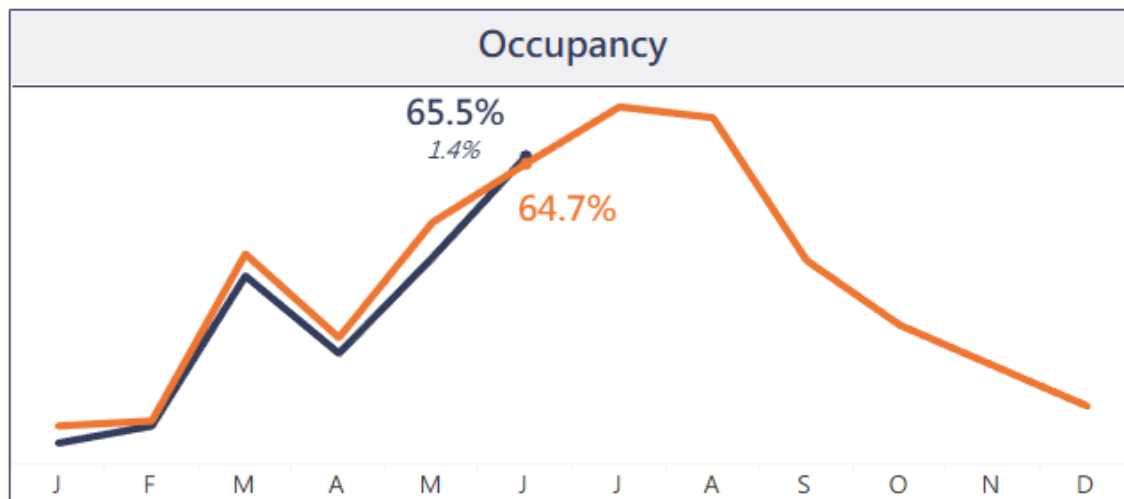
A scenic landscape photograph of a river flowing through a canyon. The canyon walls are made of tall, reddish-brown rock formations. In the foreground, four people are standing on a dirt path, looking down at the river. The river is calm and reflects the surrounding landscape. The sky is clear and blue.

Redmond – June 2026



Source: AirDNA, 'Entire Place' Listings only

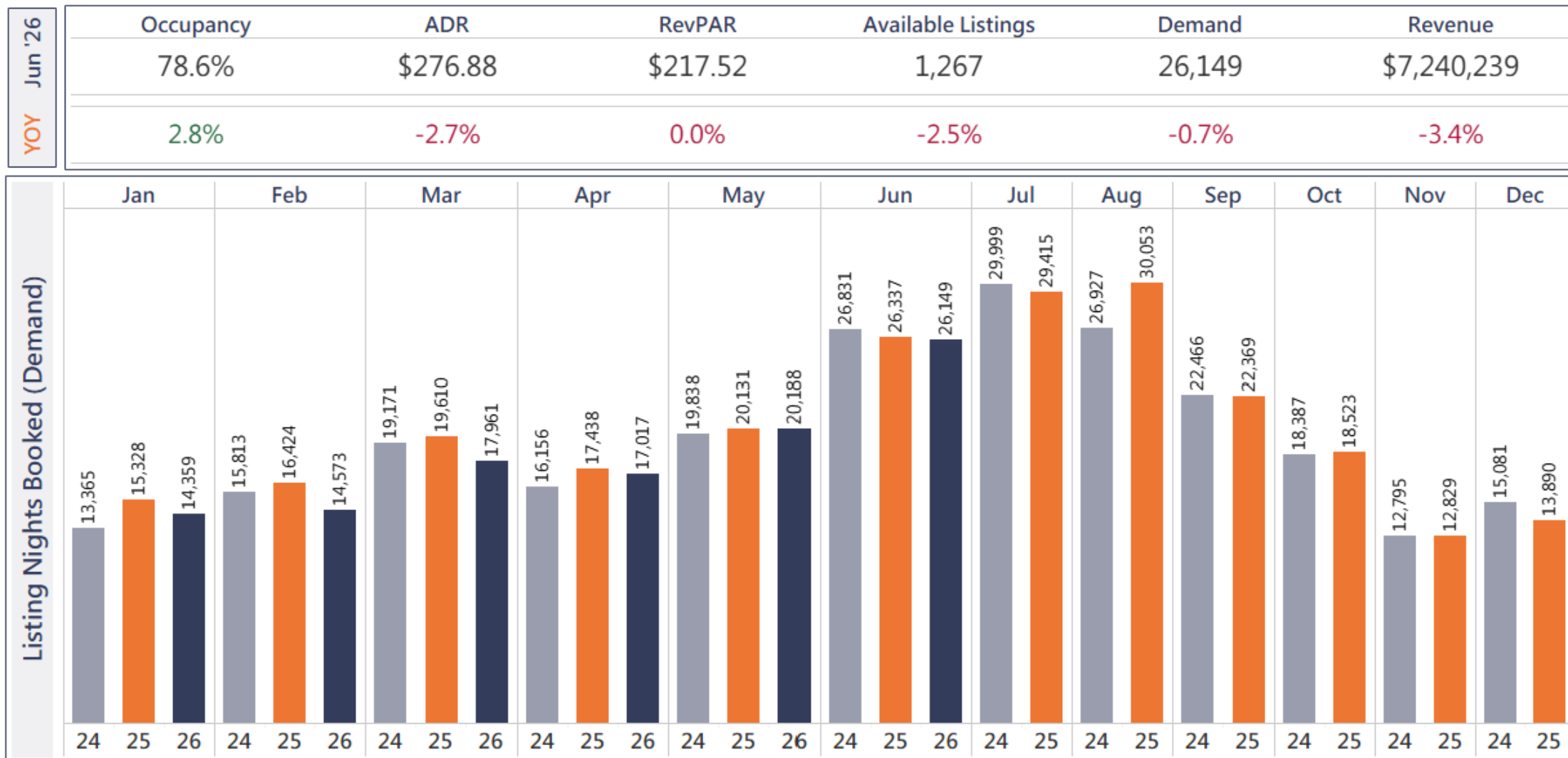
Redmond – June 2026



An aerial photograph of Bend, Oregon, taken at dusk. The image shows a mix of urban development and natural landscape. In the foreground, there are several buildings, including a large one with a sign that says "EPHORA". A river flows through the lower right portion of the image. In the middle ground, there are more buildings, some with lights on, and a large area that appears to be a fair or festival with tents and structures. Three tall, white smokestacks are prominent in the center-left, with an American flag flying from the top of the tallest one. The background is dominated by a range of mountains, with the highest peaks covered in snow. The sky is a deep purple and blue, indicating twilight. The word "Bend" is overlaid in a large, white, sans-serif font in the center of the image.

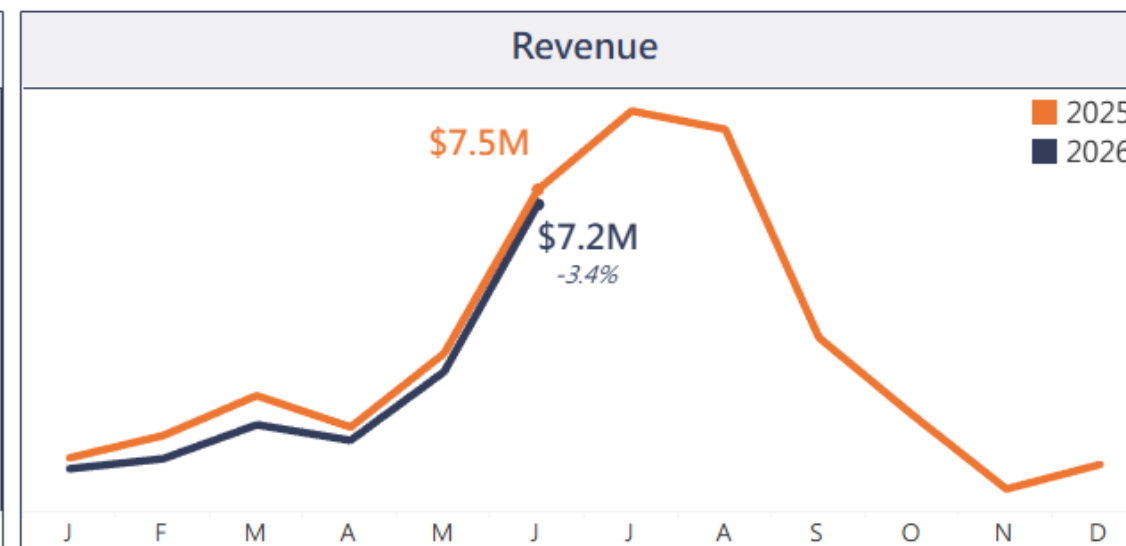
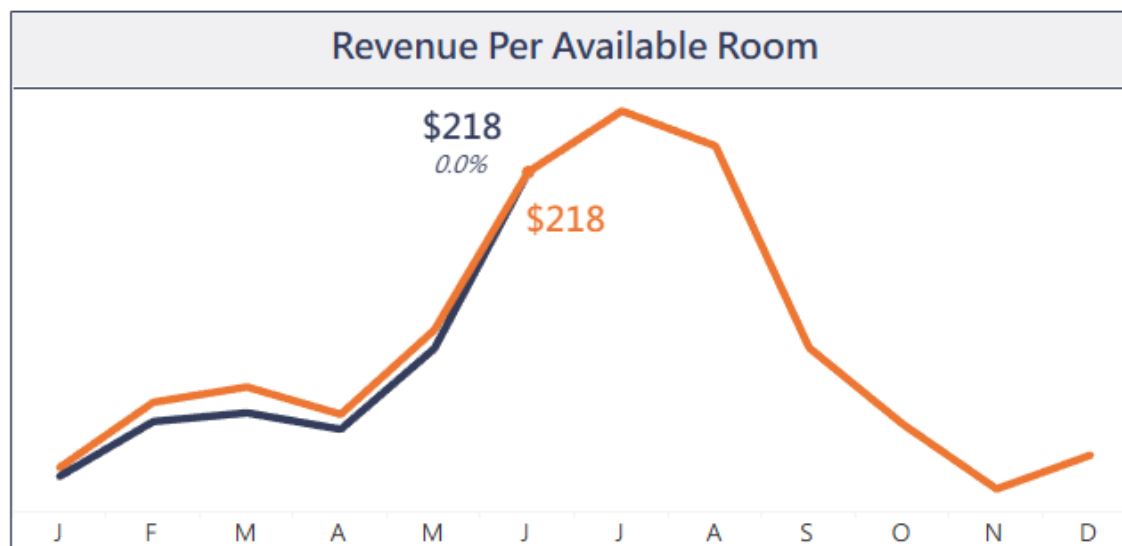
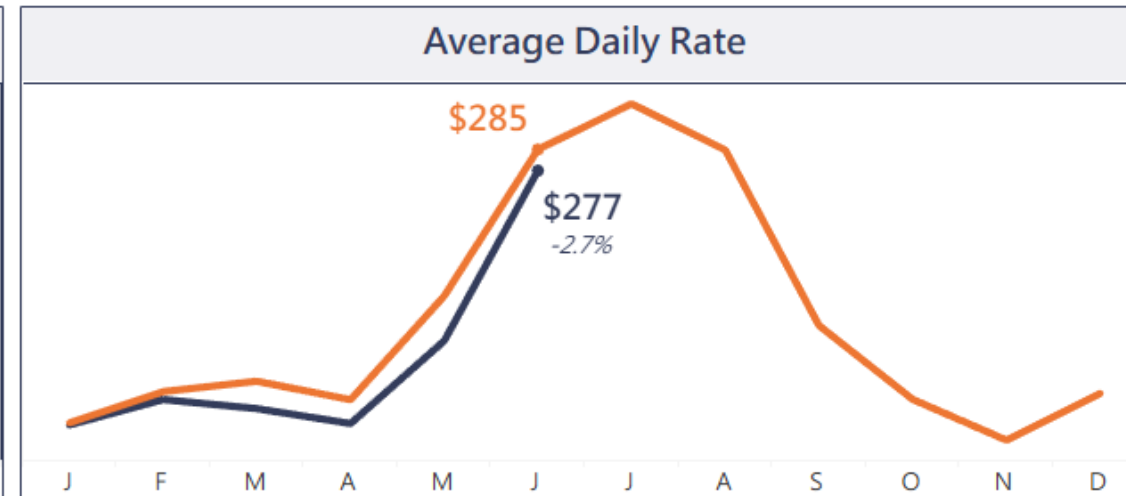
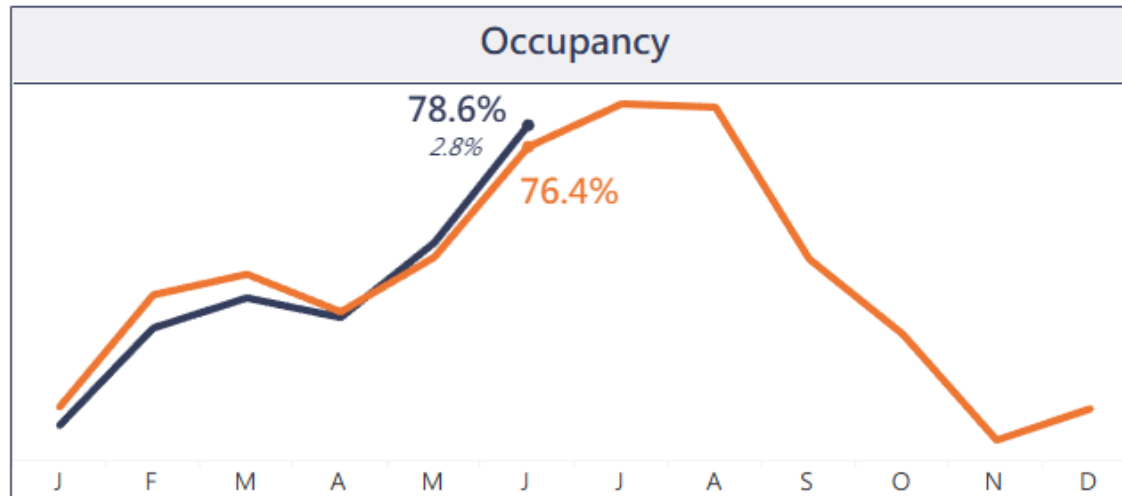
Bend

Bend – June 2026



Source: AirDNA, 'Entire Place' Listings only

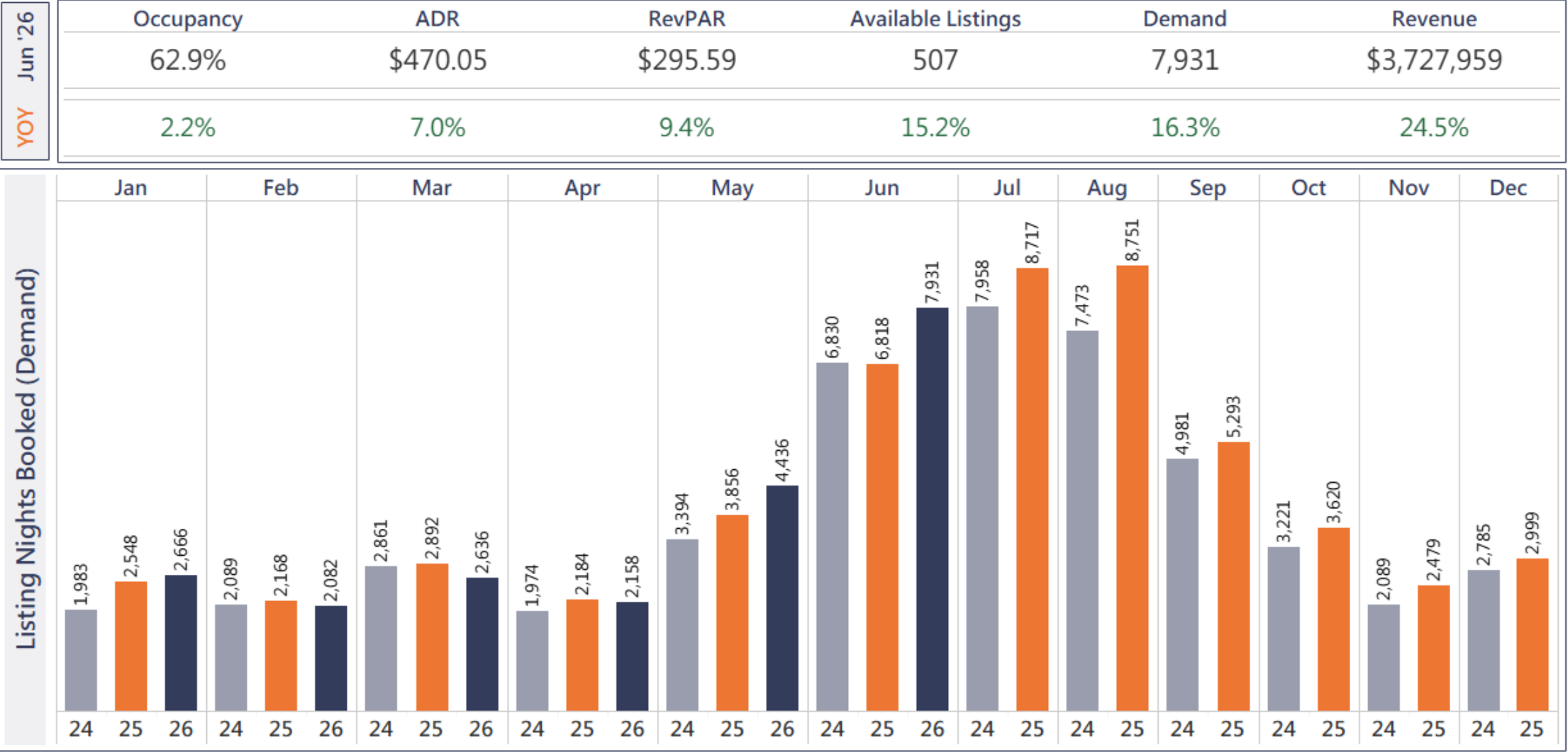
Bend – June 2026



Sisters

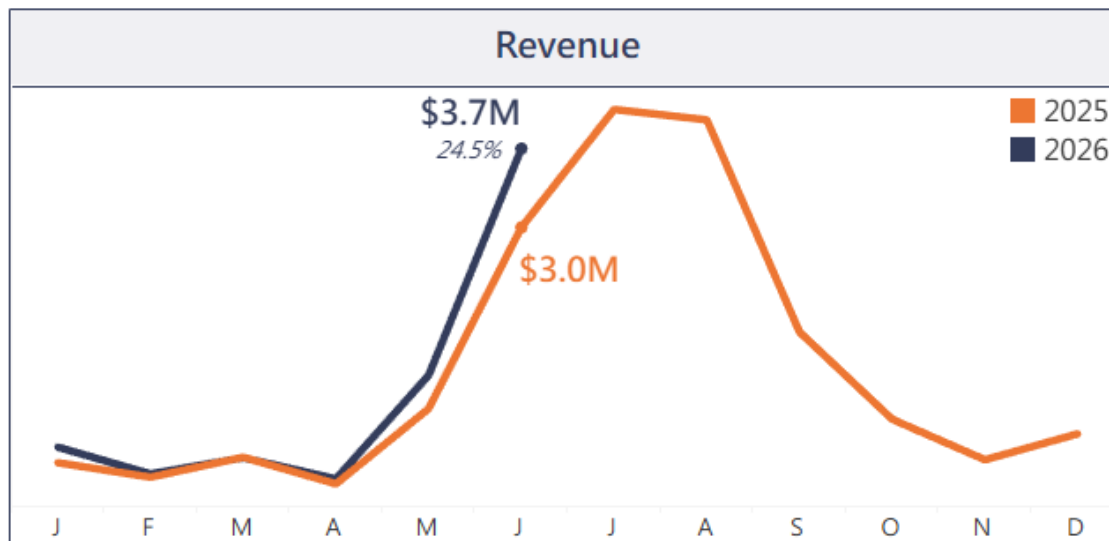
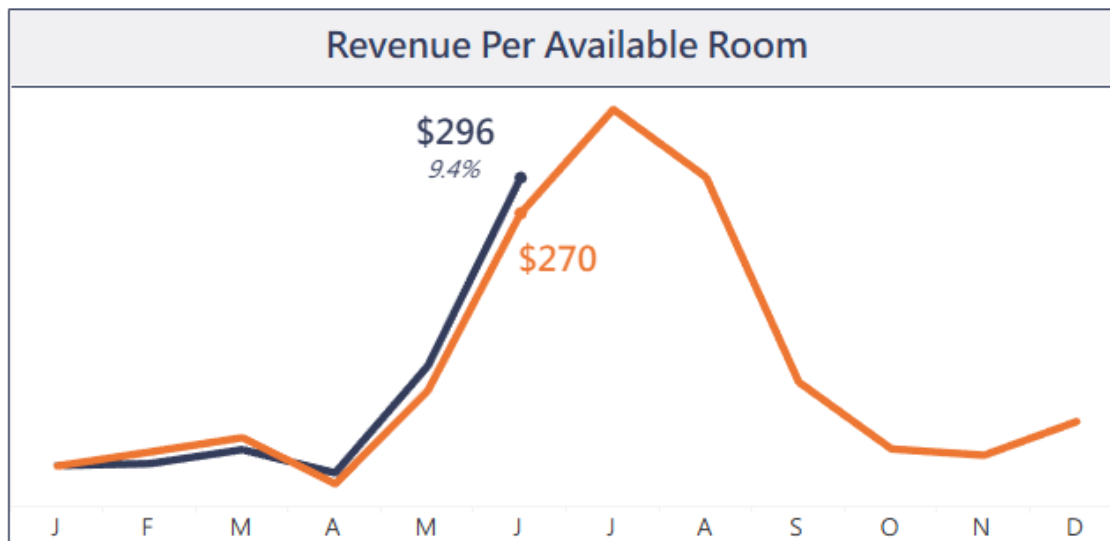
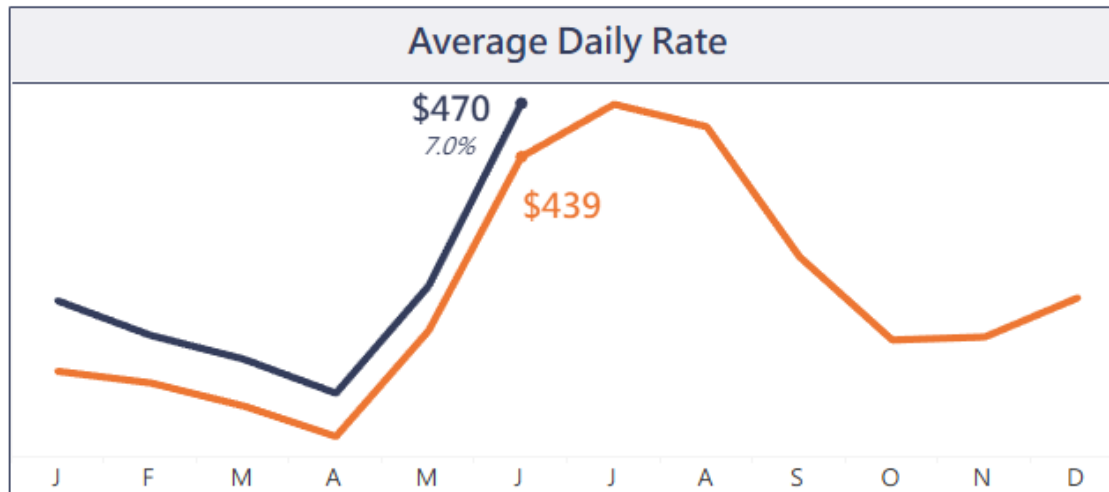
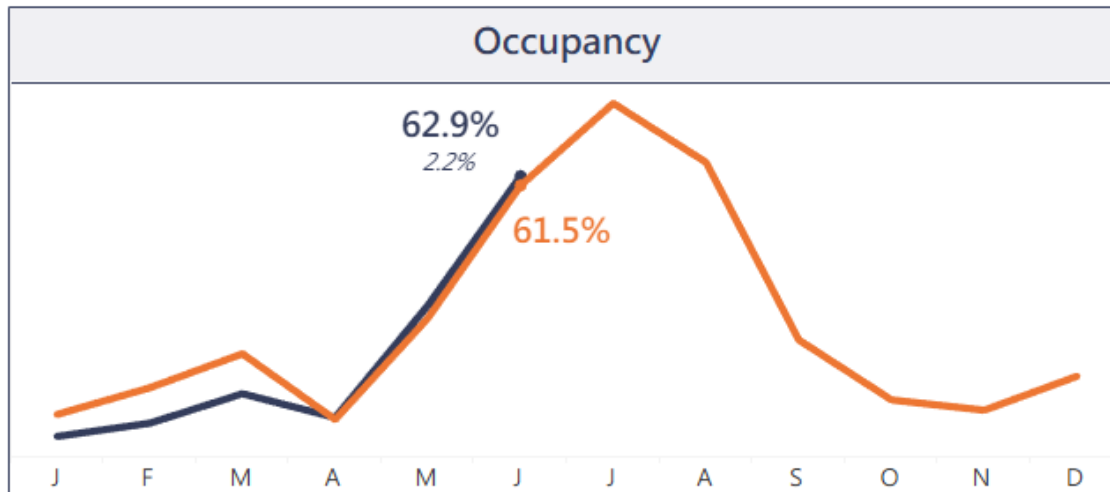


Sisters – June 2026



Source: AirDNA, 'Entire Place' Listings only

Sisters – June 2026



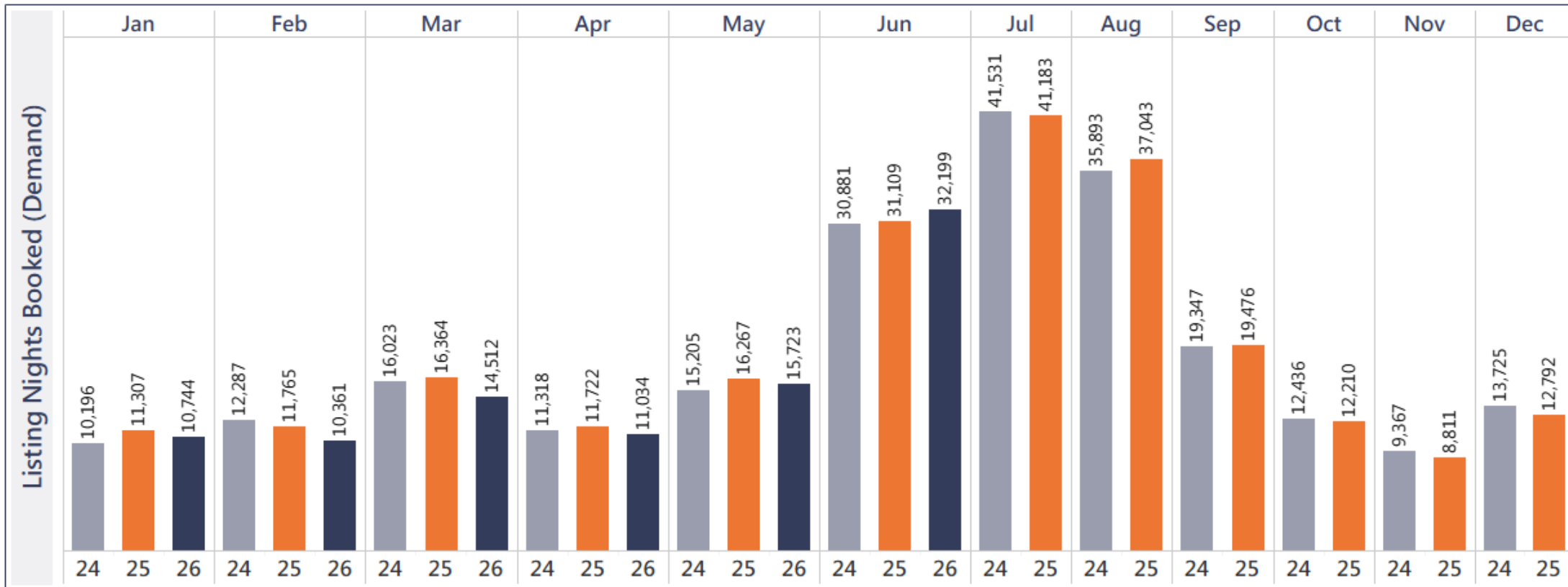
An aerial photograph of a golf course at dusk. The golf course is a large, green, undulating area in the center. To the left, there is a dense forest of evergreen trees. To the right, a river flows through a grassy field. In the background, there are rolling hills and mountains under a dark, twilight sky. The word "Sunriver" is overlaid in white text on the golf course.

Sunriver

Sunriver – June 2026

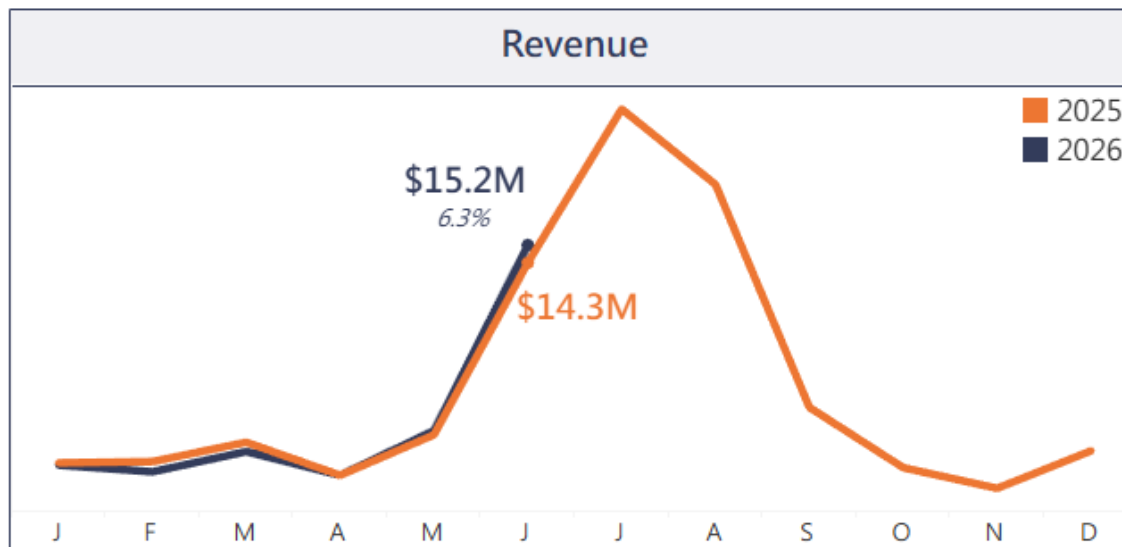
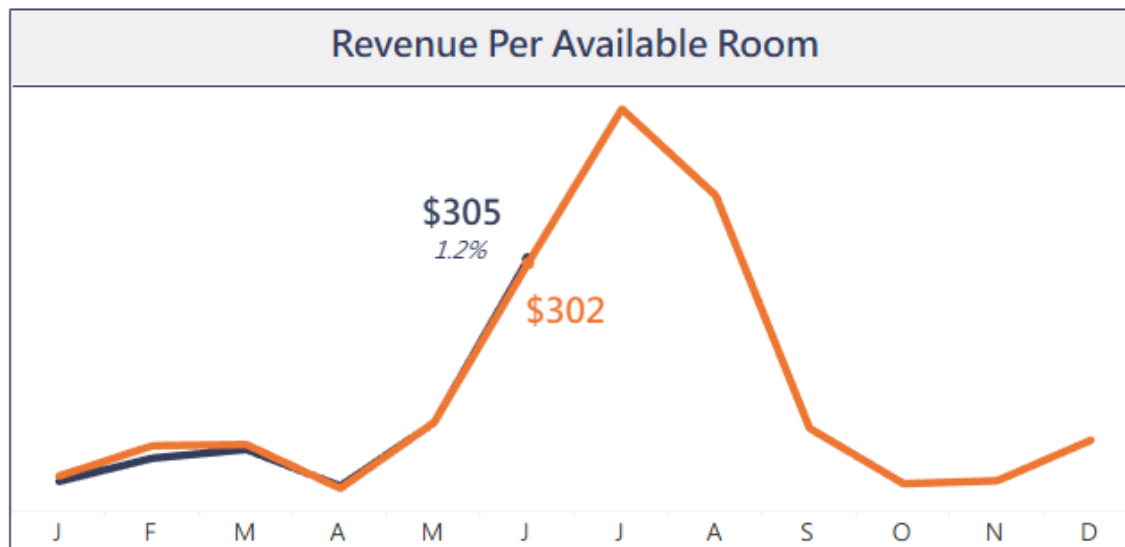
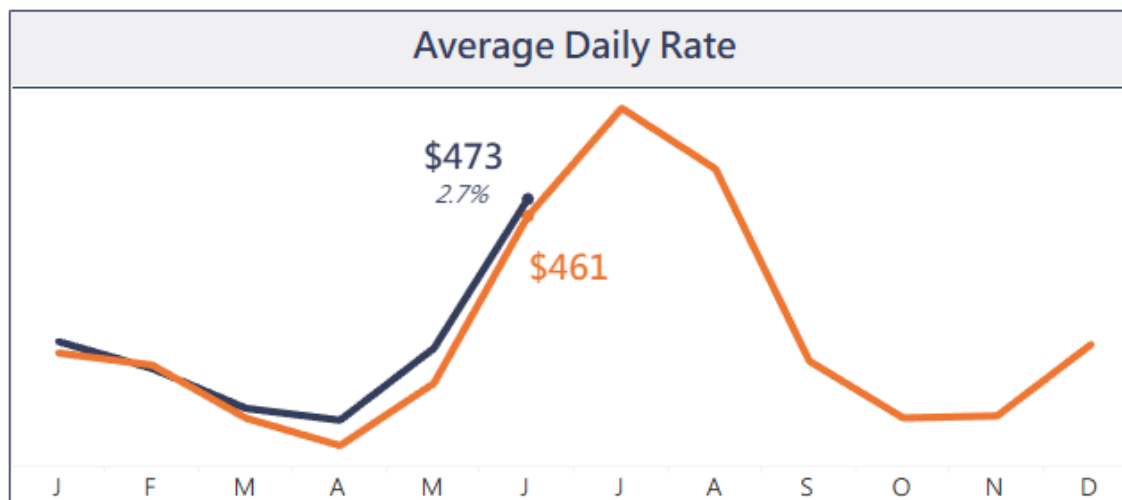
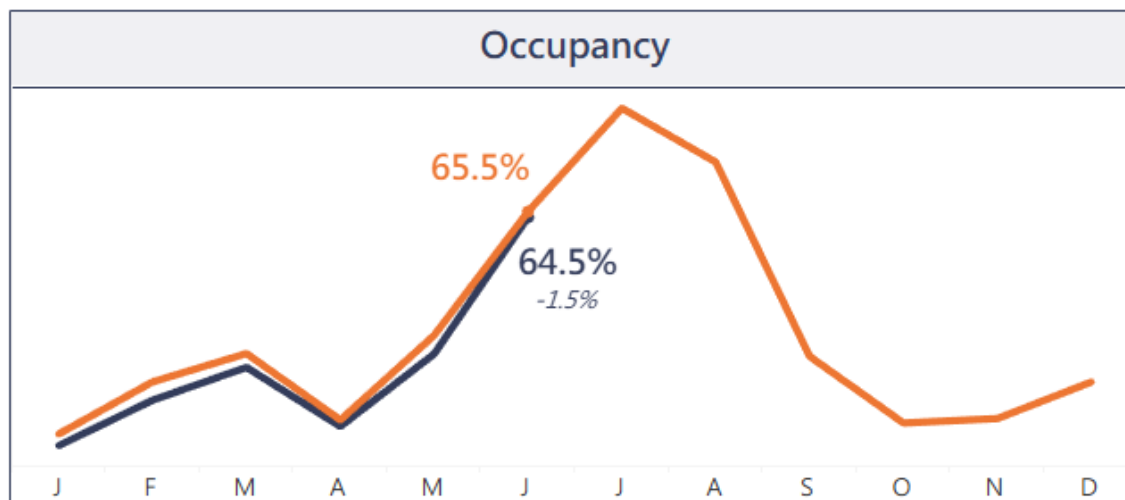


YOY Jun '26	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
	64.5%	\$473.08	\$305.16	1,940	32,199	\$15,232,824
	-1.5%	2.7%	1.2%	3.0%	3.5%	6.3%



Source: AirDNA, 'Entire Place' Listings only

Sunriver – June 2026



Source: AirDNA, 'Entire Place' Listings only

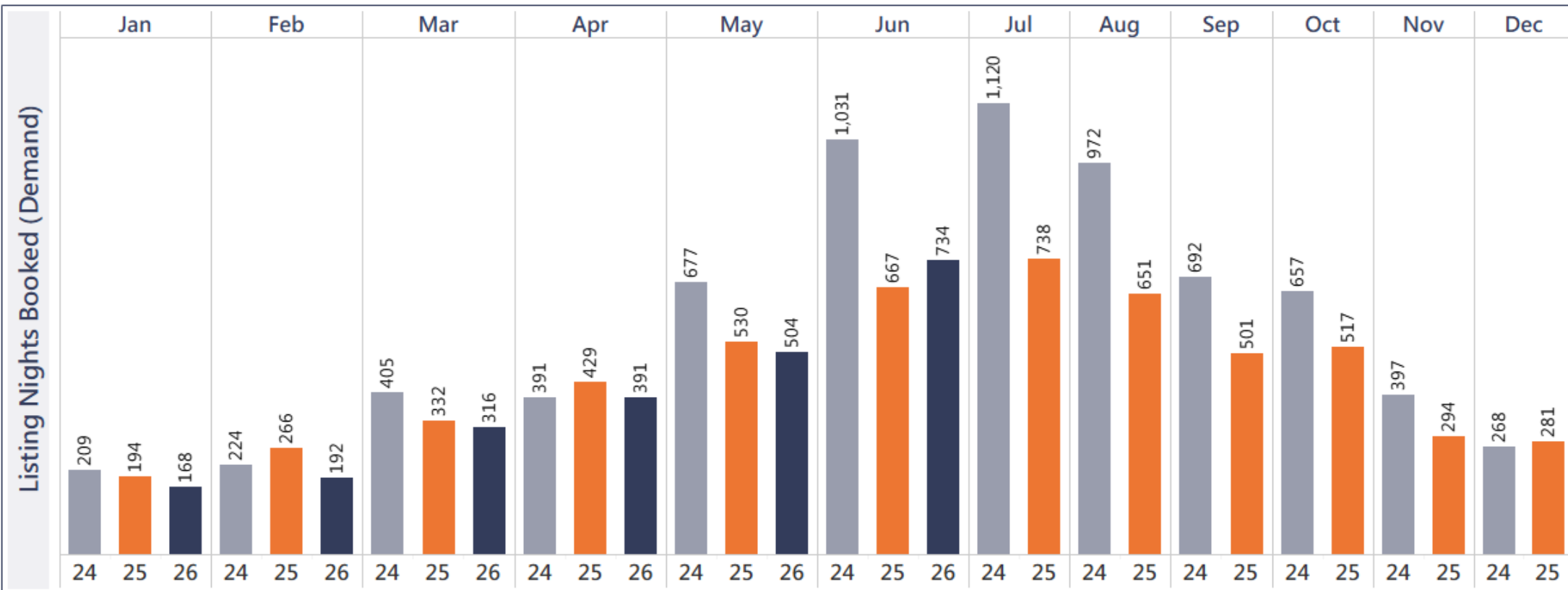
An aerial photograph of a dense evergreen forest. A prominent, tall, light-colored rock formation rises vertically from the trees in the center. To the left of the rock, a green golf course is visible, with several fairways and a small body of water. The word "Prineville" is overlaid in white text across the middle of the image.

Prineville

Prineville – June 2026



YOY Jun '26	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
	60.4%	\$269.12	\$162.45	45	734	\$197,537
	-1.8%	17.4%	15.3%	2.3%	10.0%	29.2%

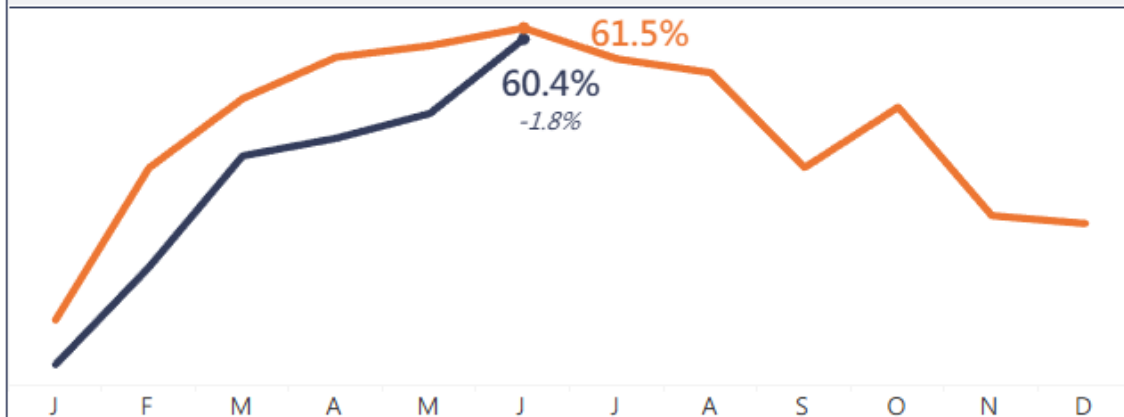


Source: AirDNA, 'Entire Place' Listings only

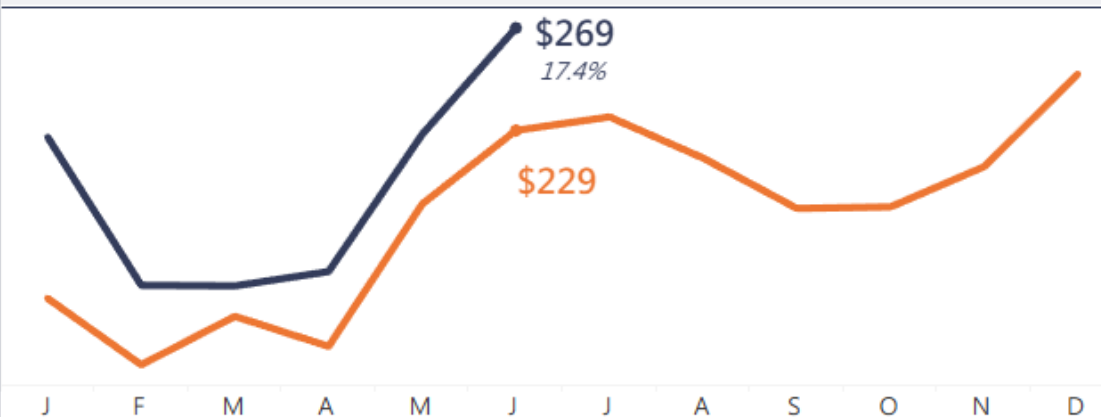
Prineville – June 2026



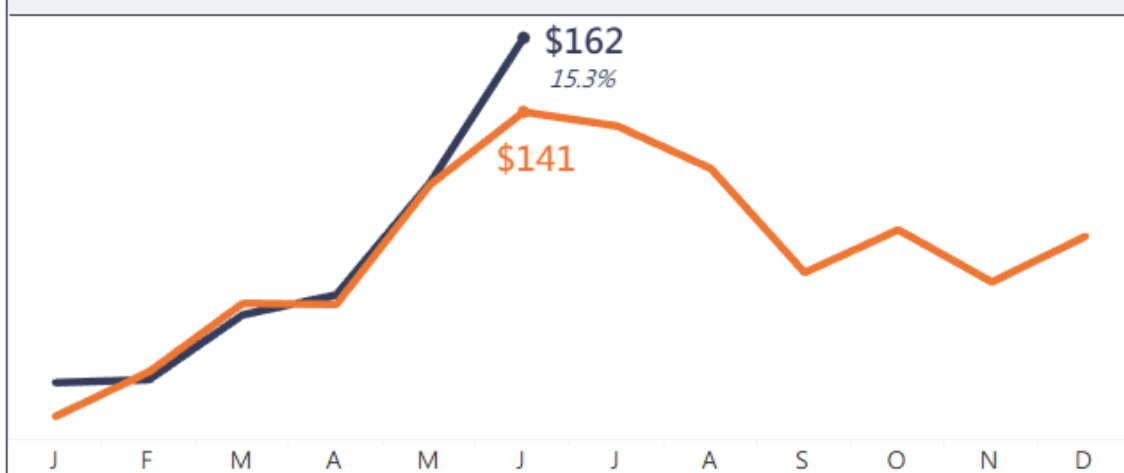
Occupancy



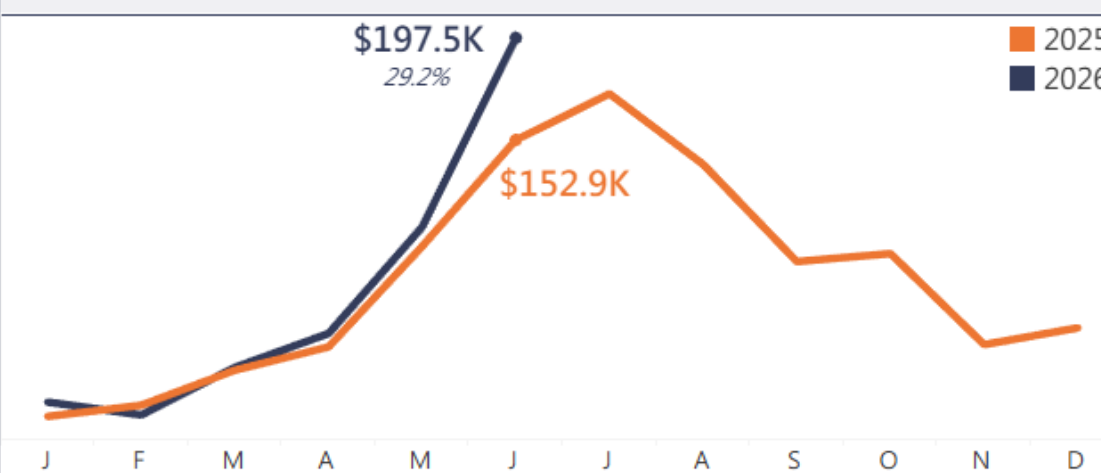
Average Daily Rate



Revenue Per Available Room



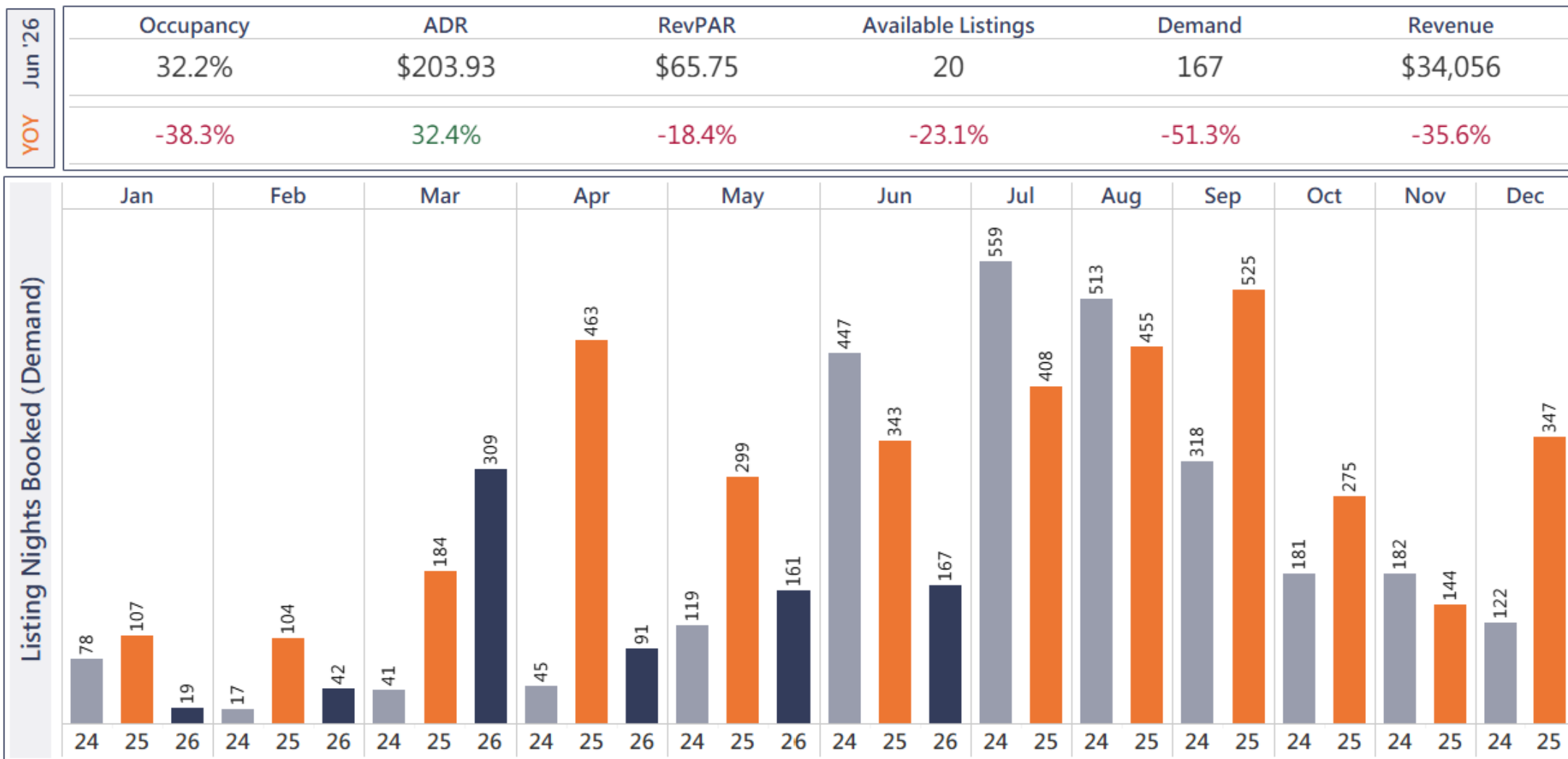
Revenue



A scenic view of a waterfall cascading over a rocky cliff into a pool below, surrounded by lush greenery. The waterfall is the central focus, with water flowing over a series of rock formations. The surrounding area is filled with dense vegetation, including trees and shrubs. The overall atmosphere is serene and natural.

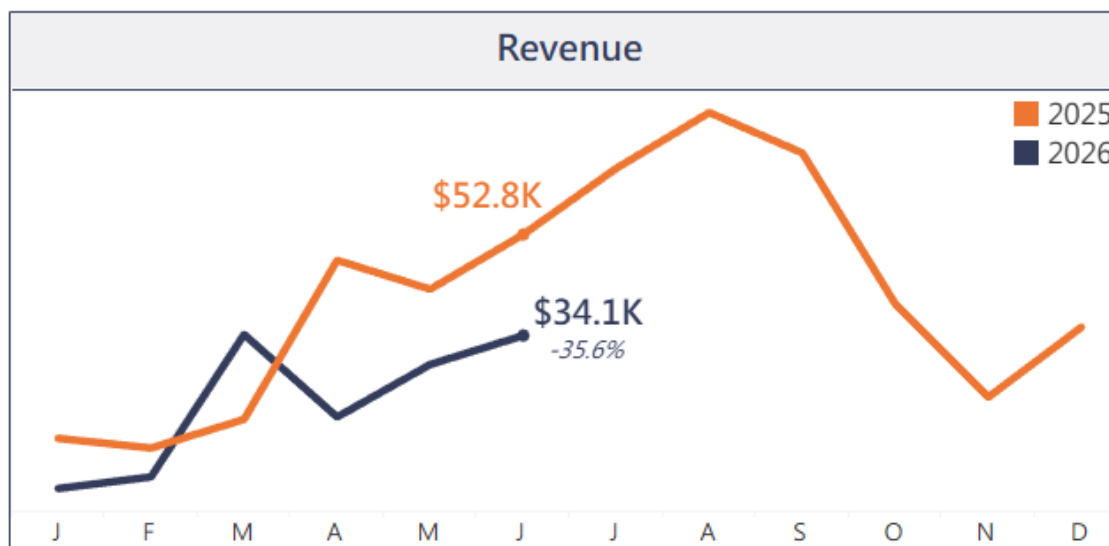
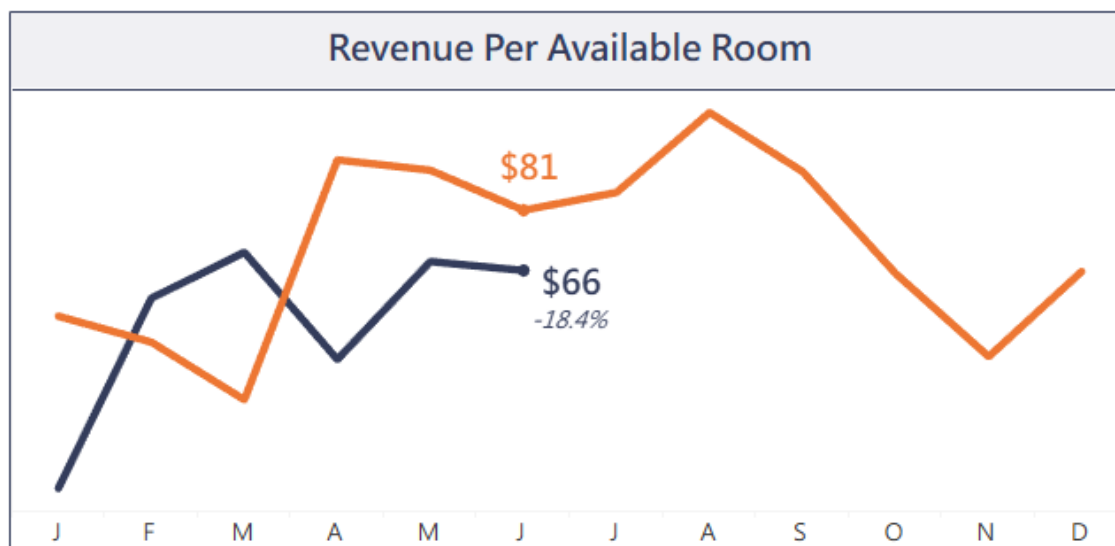
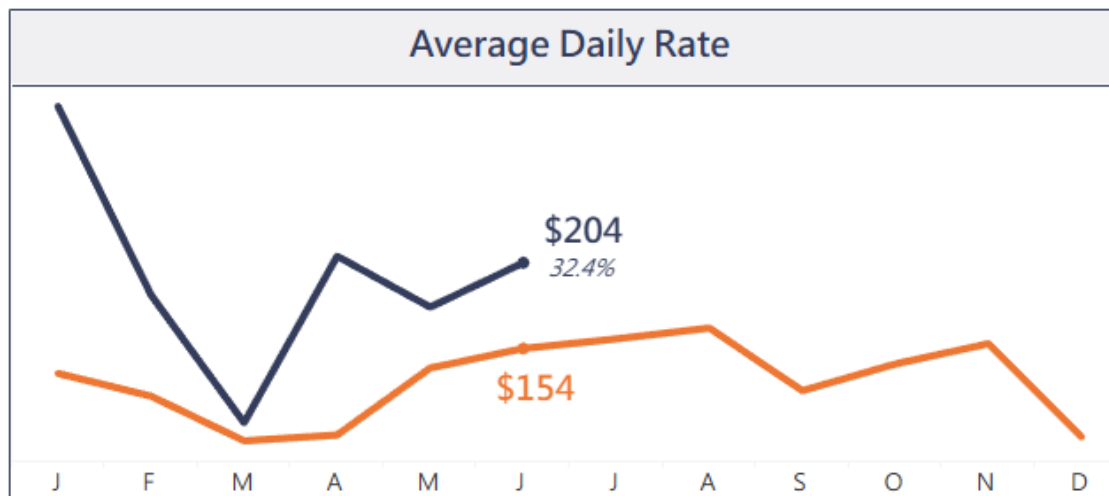
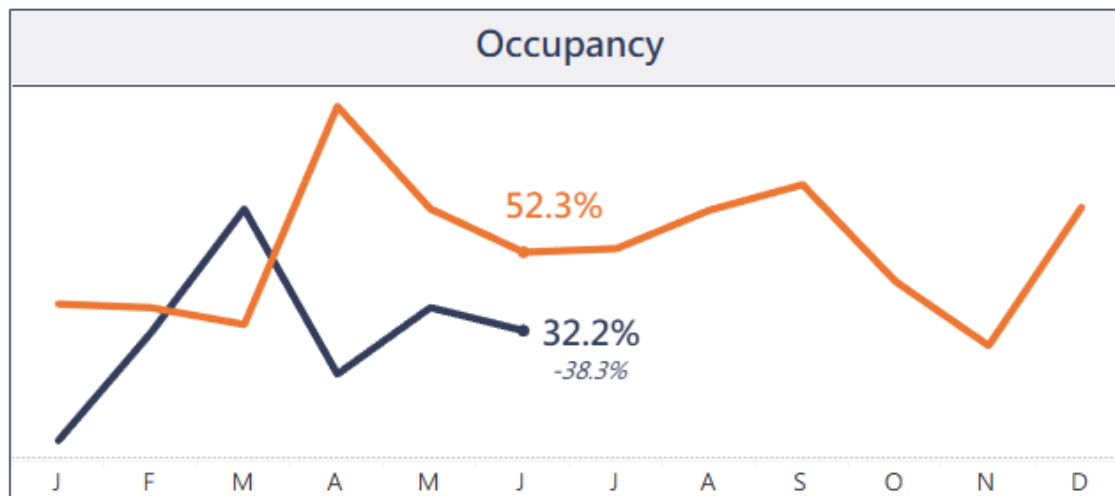
Maupin

Maupin – June 2026



Source: AirDNA, 'Entire Place' Listings only

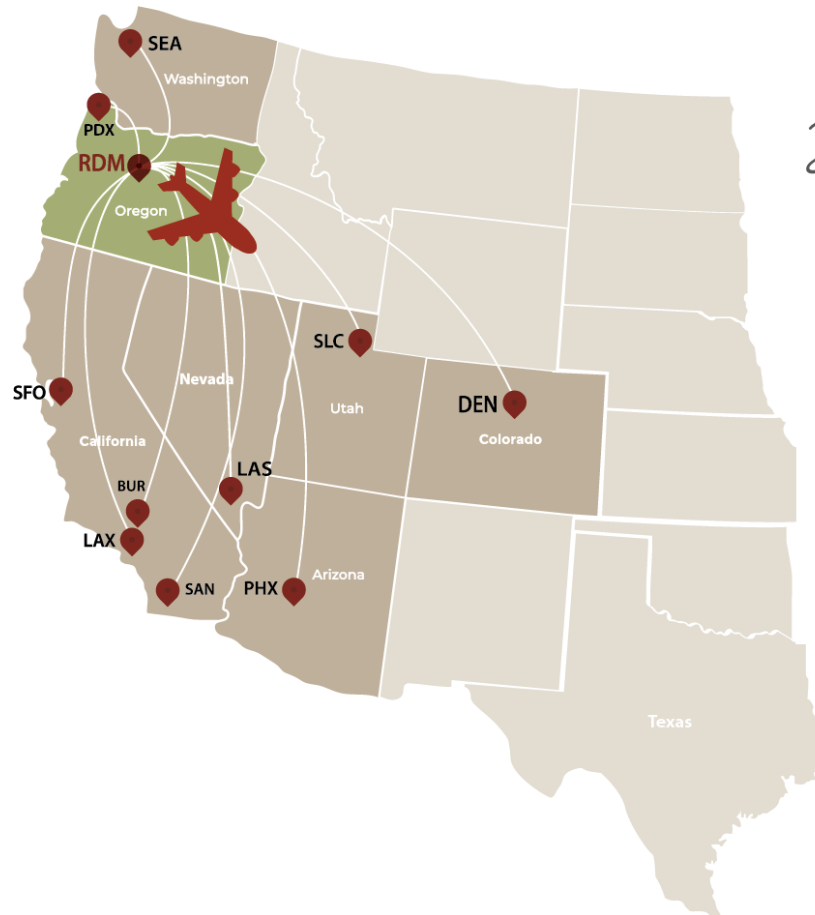
Maupin – June 2026



Redmond Municipal Airport



RDM: Route Map



Direct Service to:

BURBANK

DENVER

LAS VEGAS

LOS ANGELES

PHOENIX

PORTLAND

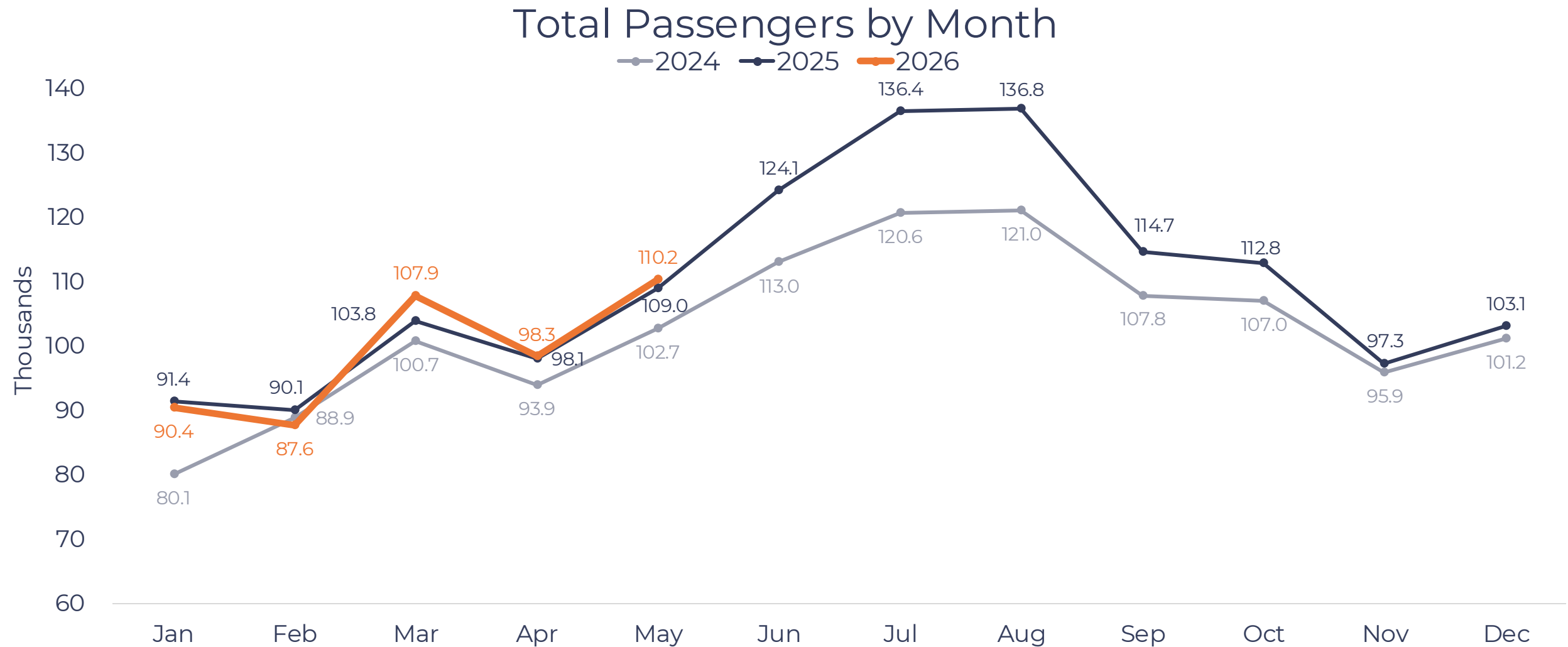
SALT LAKE CITY

SAN DIEGO

SAN FRANCISCO

& SEATTLE

RDM: Monthly Passengers

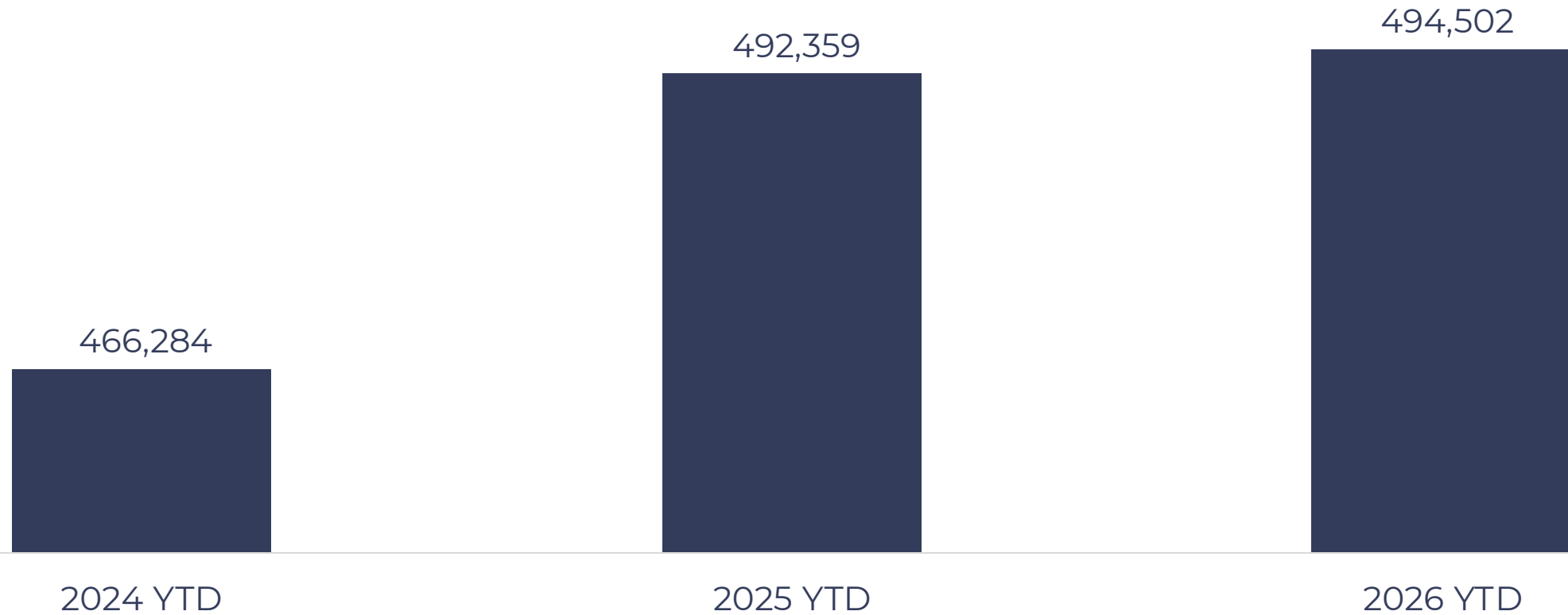


Source: Redmond Municipal Airport

RDM: Passenger Pacing



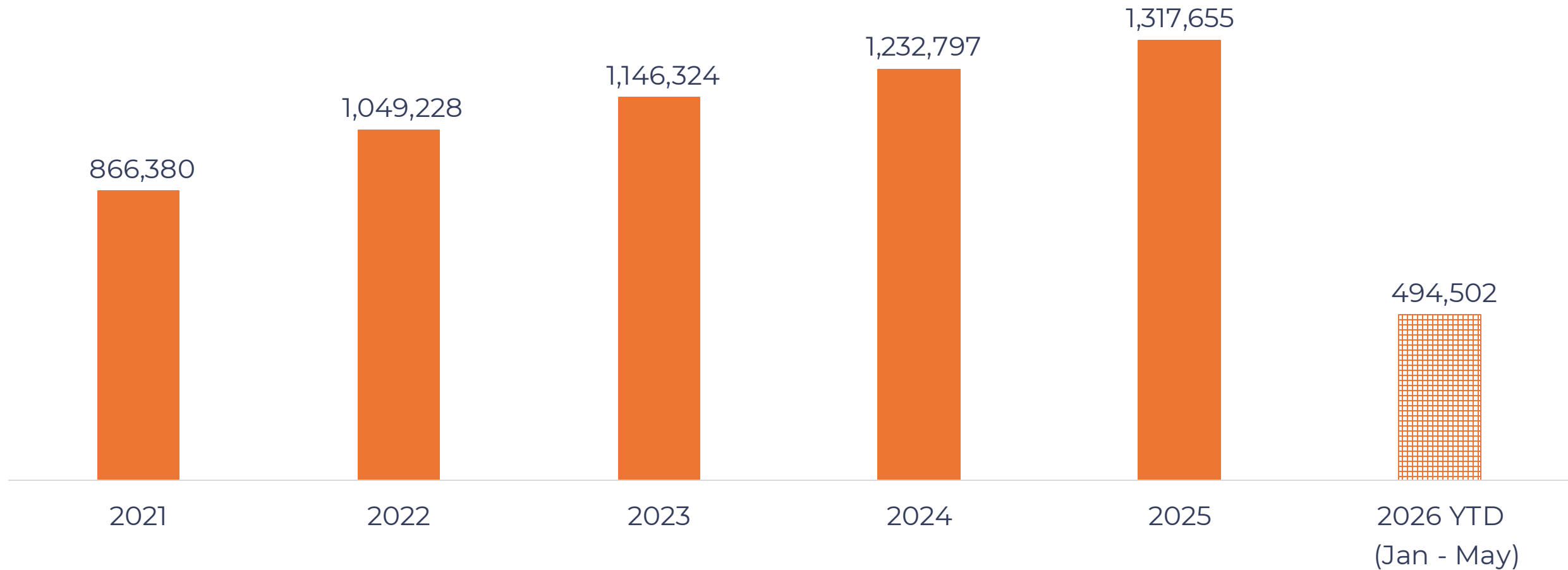
Total Passengers Pacing YTD (Jan - May)



RDM: Passenger Volume



Total Passengers by Year (2021 - 2026 YTD)



Marketing & Advertising Metrics

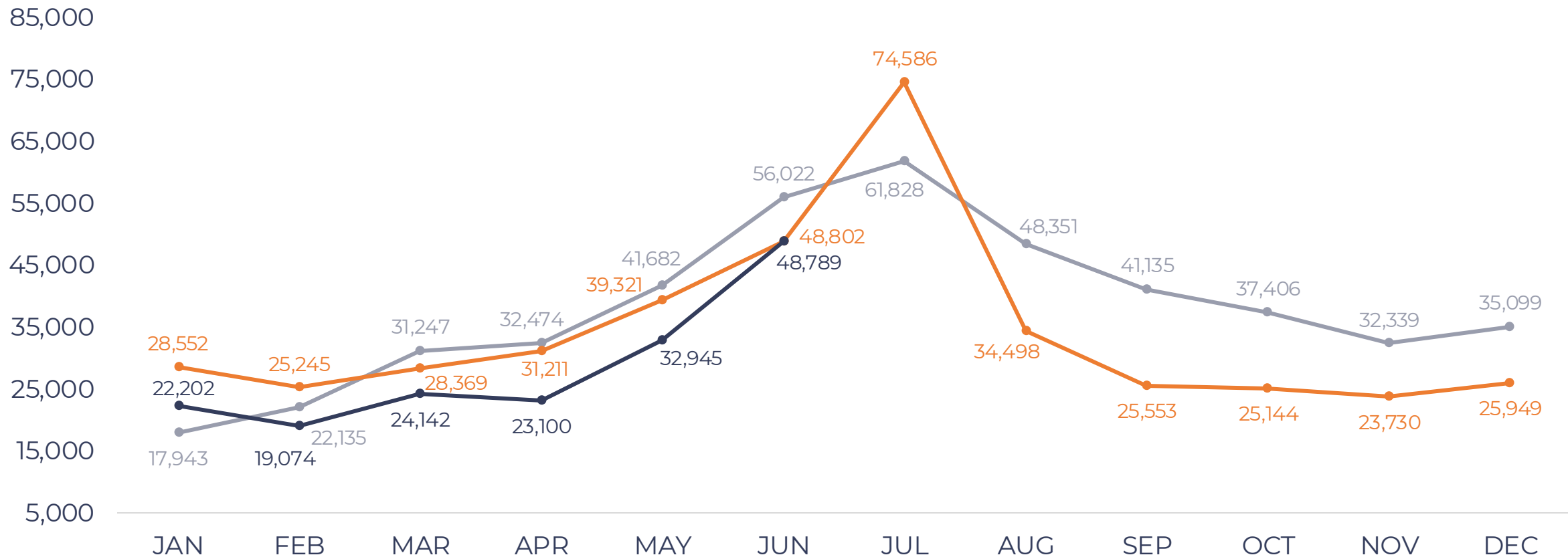


Organic Website Performance



Organic Sessions (GA4) by Month

— 2024 — 2025 — 2026

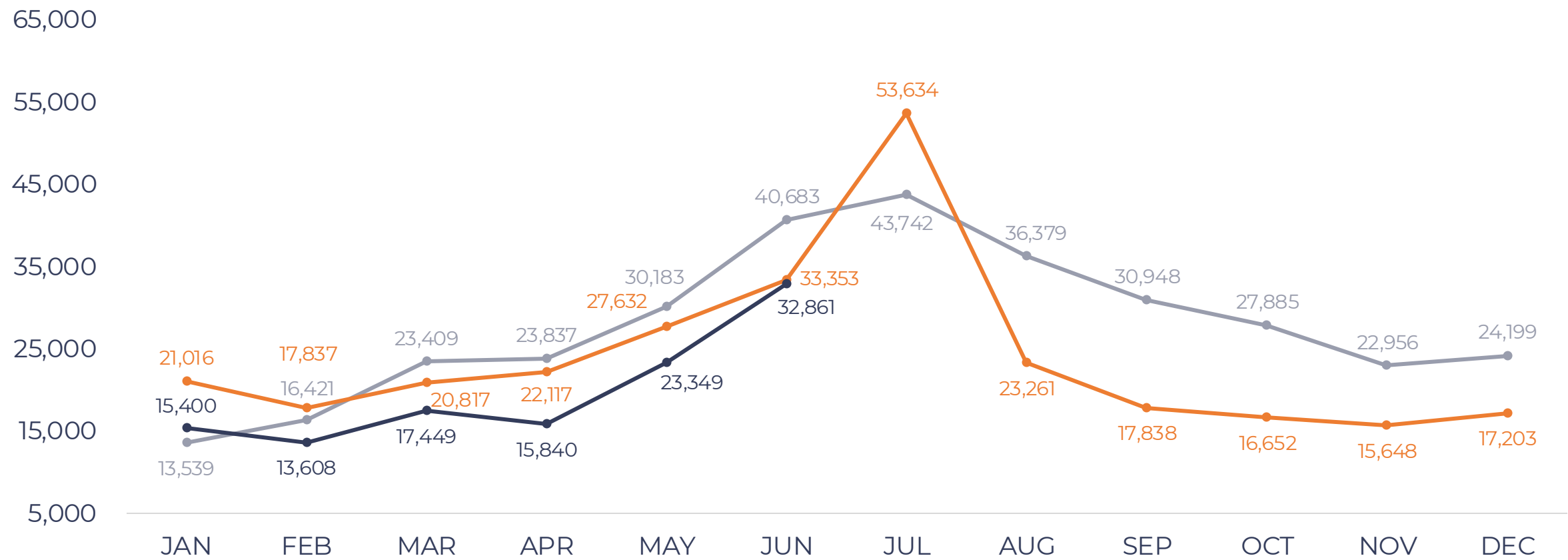


Organic Website Performance



New Users by Month

—●— 2024 —●— 2025 —●— 2026



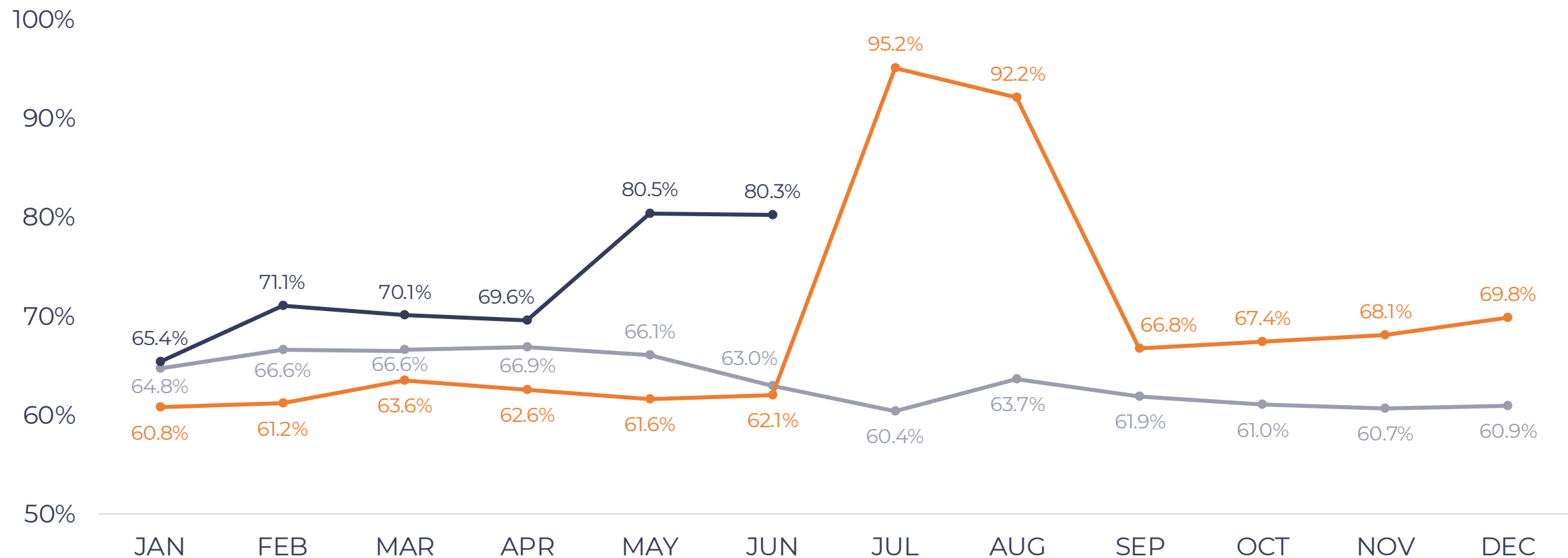
Source: GA4

Organic Website Performance



Engagement Rate by Month

—●— 2024 —●— 2025 —●— 2026

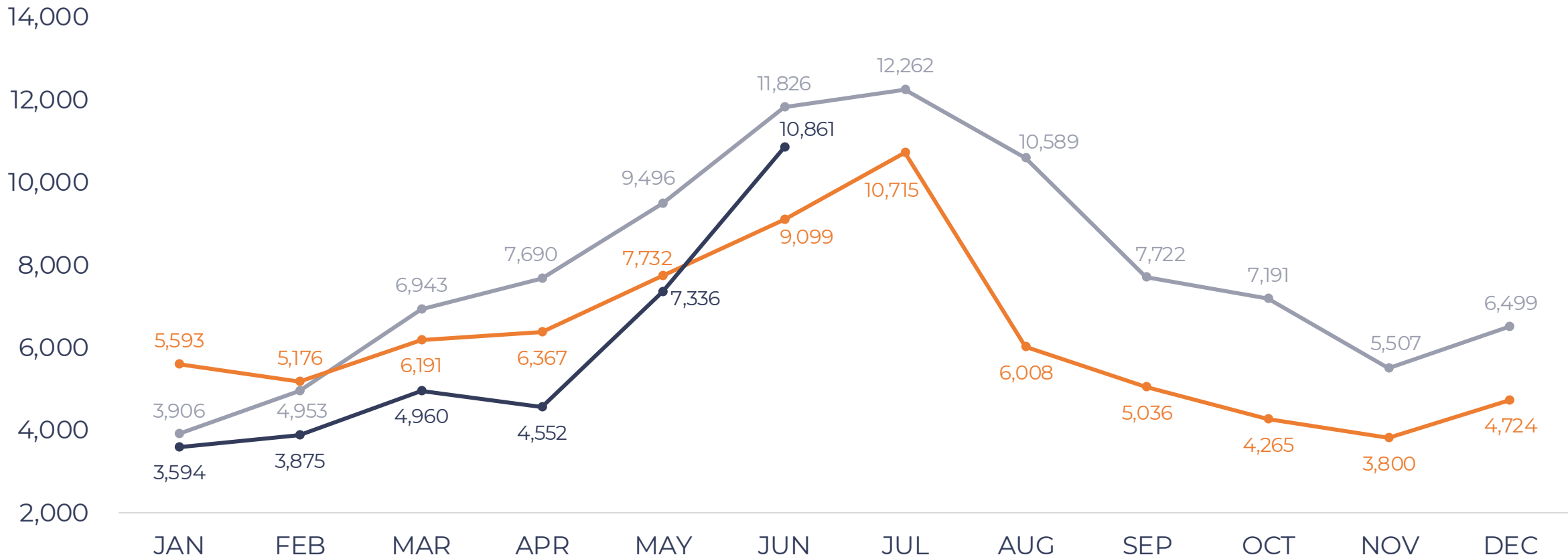


Organic Website Performance



Outbound Link Clicks by Month

—●— 2024 —●— 2025 —●— 2026

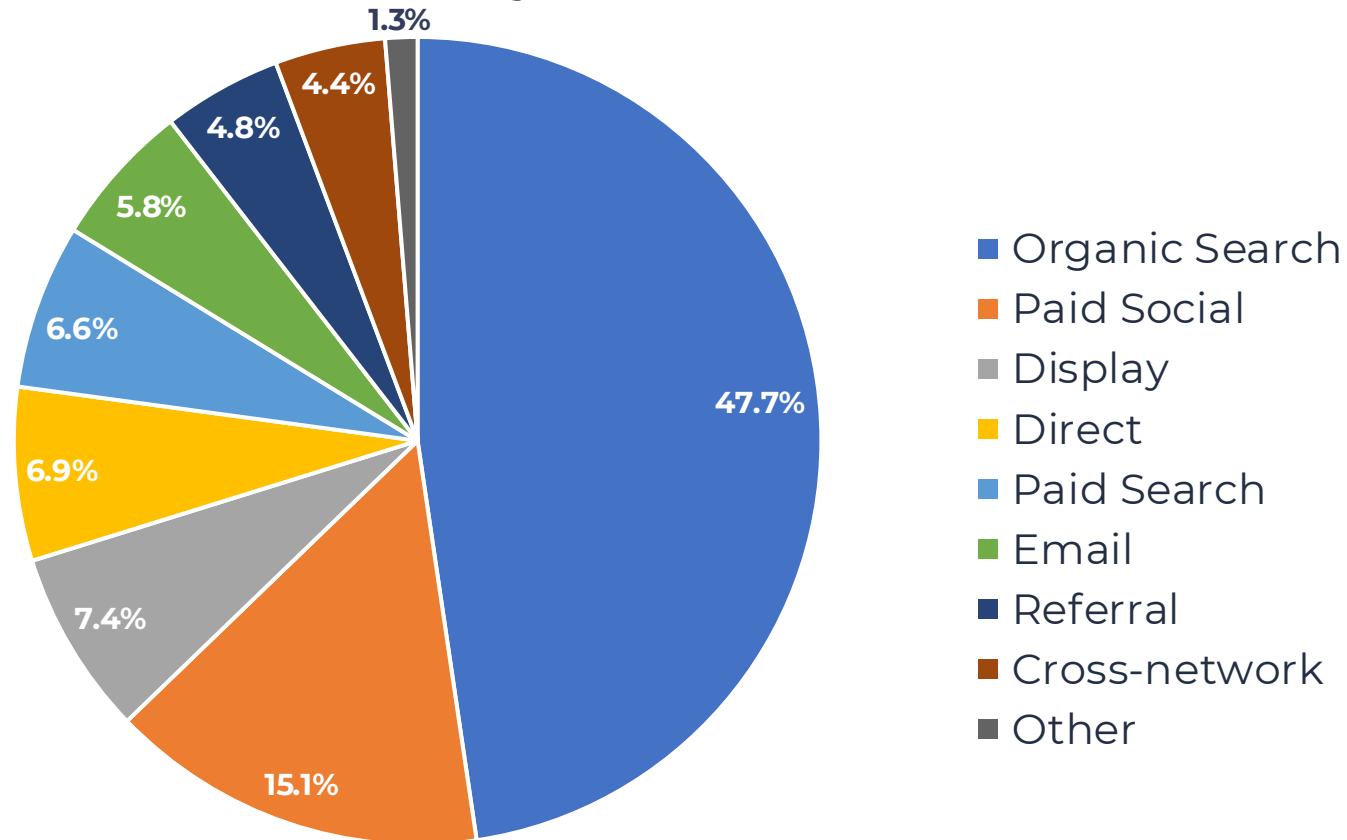


Source: GA4

Website Conversion Overview



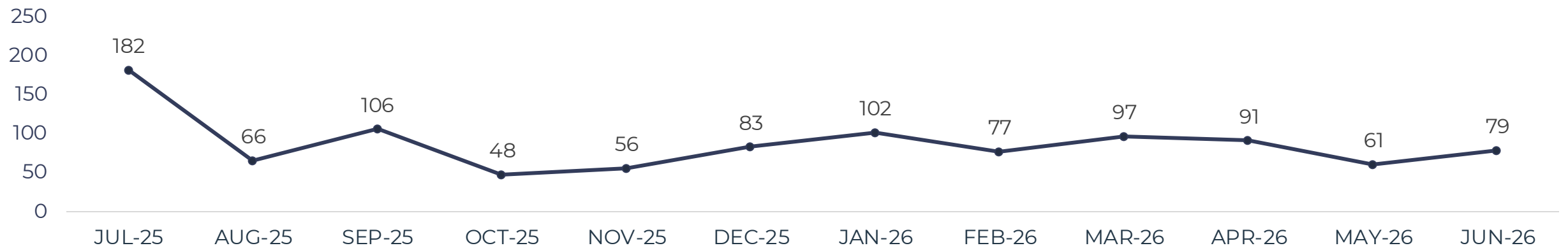
June 2026 – Monthly Channel Distribution



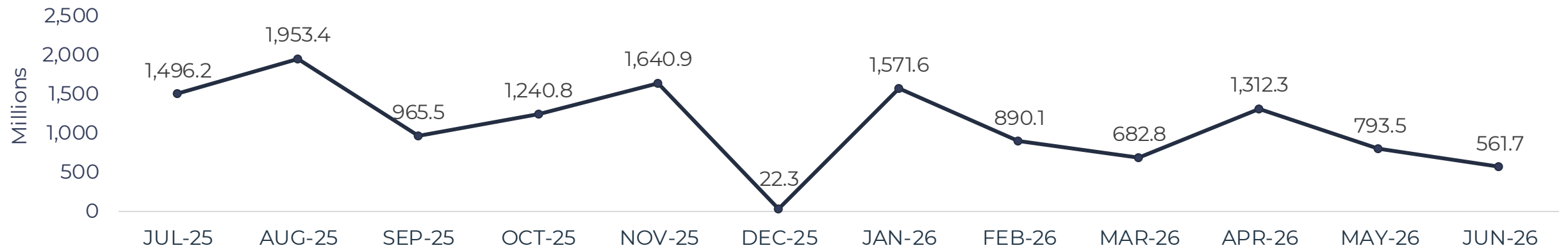
Earned Media Overview



Media Monitoring



Total UVM



Top Pages – June 2026



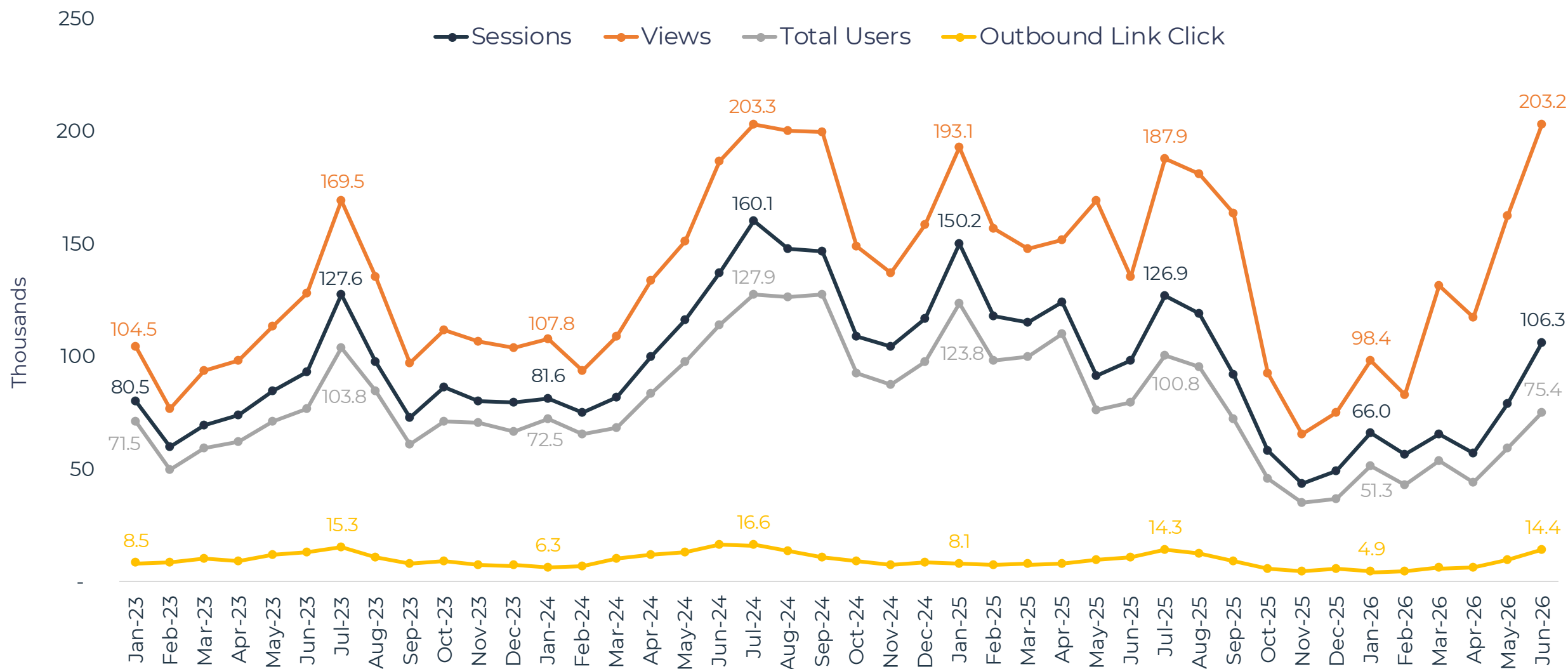
Rank	Page Path and Screen Class	Total Users	Engagement Rate
1	/summer-activities-central-oregon	7,265	46%
2	/calendar-of-events/bend/	5,079	91%
3	/meeting-space/	4,902	32%
4	/spring-activities-central-oregon	4,673	50%
5	/calendar-of-events/	4,175	91%
6	/	4,175	67%
7	/calendar-of-events/bend/page/2/	2,990	98%
8	/calendar-of-events/bend/page/3/	2,237	99%
9	/vacation-planning/seasons/spring/	2,232	36%
10	/vacation-planning/resources/fire-information/	2,214	70%

Top Cities – June 2026



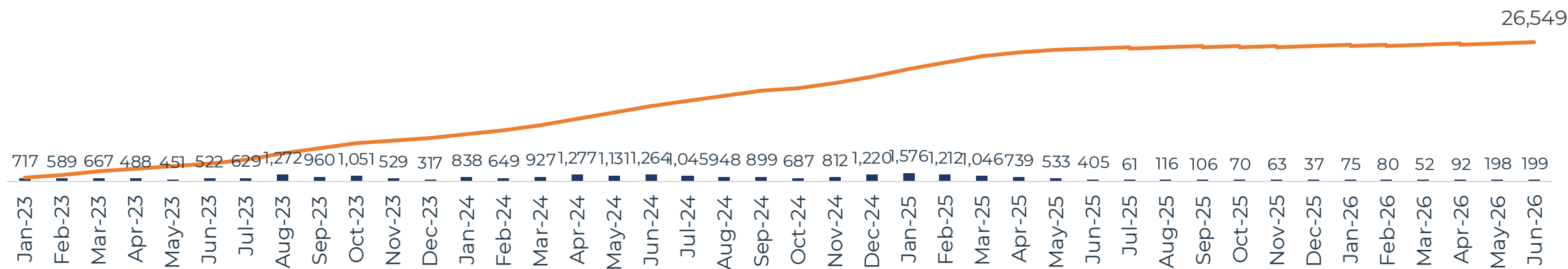
Rank	City	Total Users	Engagement Rate
1	Portland, OR	6,692	73%
2	Bend, OR	5,199	79%
3	Seattle, WA	3,821	71%
4	Los Angeles, CA	3,560	64%
5	Las Vegas Valley, NV	1,447	61%
6	San Francisco, CA	1,278	62%
7	Redmond, OR	1,276	81%
8	New York, NY	1,247	41%
9	Ashburn, VA	1,193	94%
10	San Jose, CA	1,059	66%

GA4 – Website Conversions

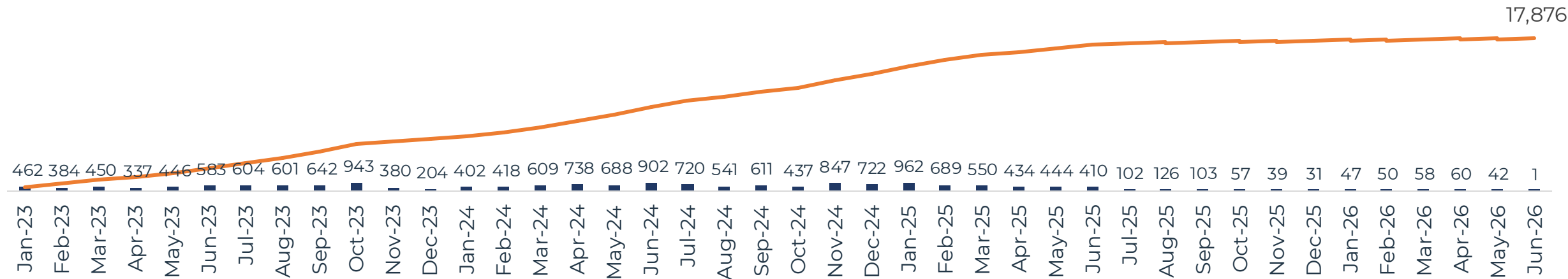


GA4 – Form Sign-Ups

Visitor Guide Forms

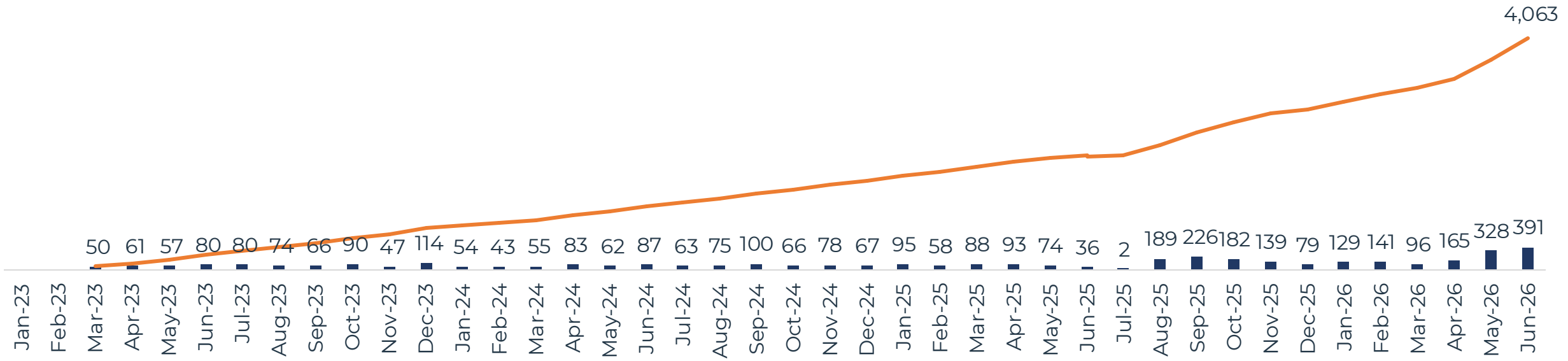


Online Visitor Guide



GA4 – Form Sign-Ups

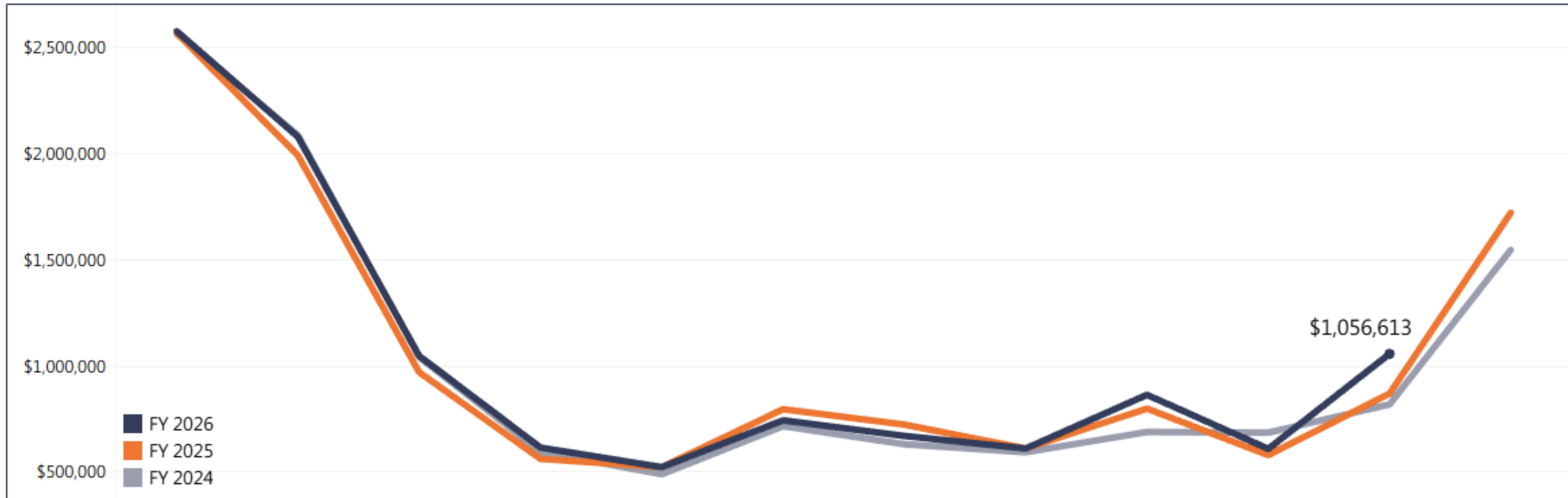
Newsletter Sign Ups



Tax Data

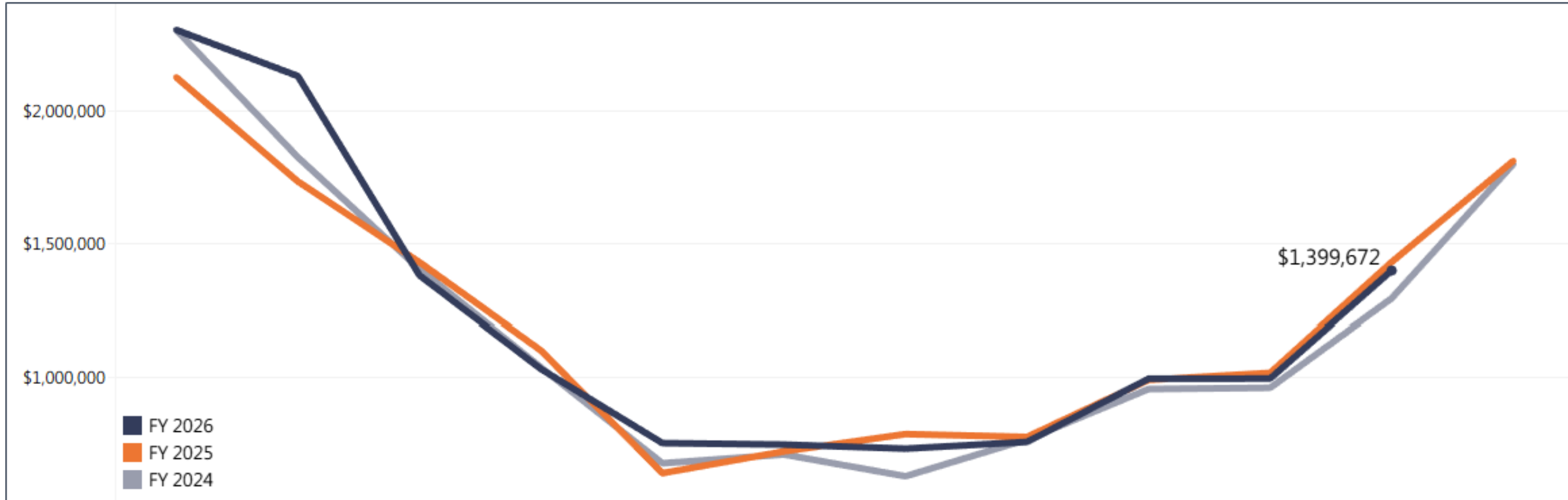


Deschutes County TRT



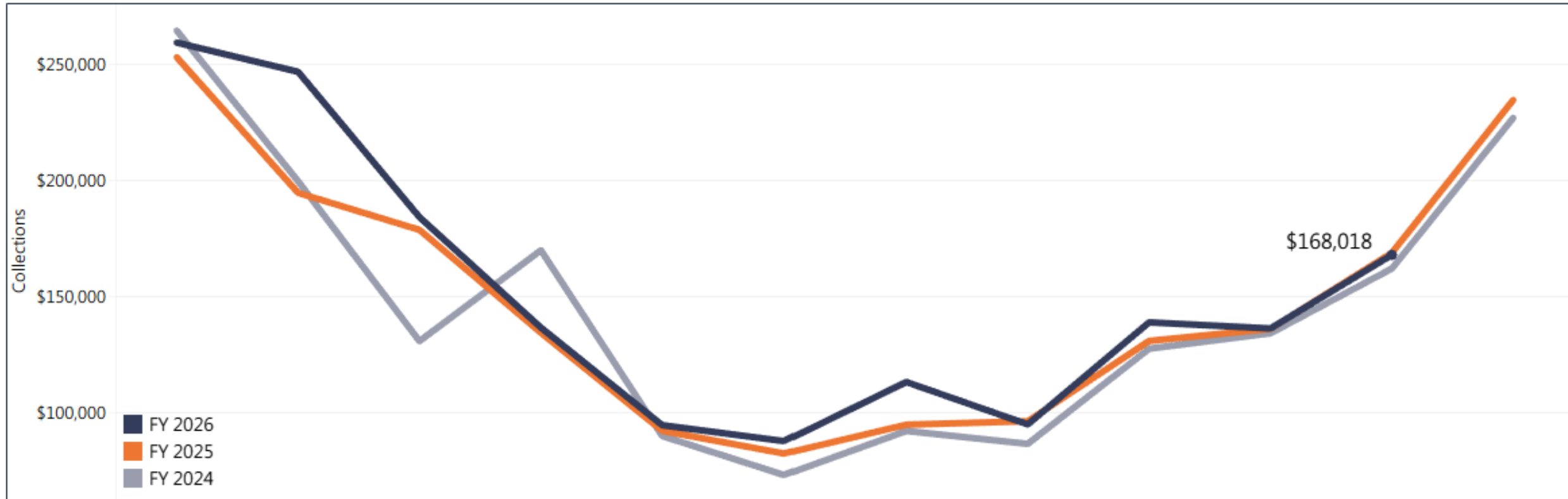
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 2024	\$2,565,305	\$2,087,111	\$1,041,361	\$594,840	\$488,910	\$715,793	\$630,377	\$592,725	\$688,300	\$685,040	\$818,357	\$1,547,217
FY 2025	\$2,569,948	\$1,991,747	\$970,045	\$561,597	\$522,630	\$795,668	\$723,071	\$610,495	\$798,731	\$579,070	\$869,145	\$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	\$608,606	\$1,056,613	

City of Bend TRT



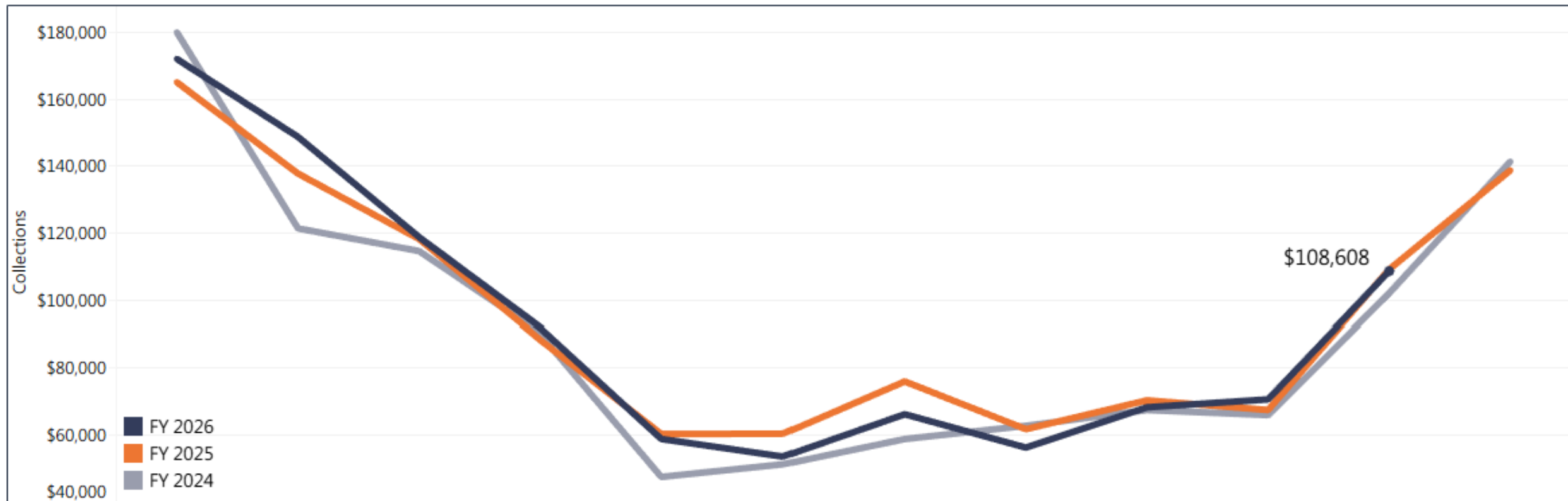
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 2024	\$2,307,659	\$1,827,477	\$1,405,440	\$1,039,060	\$677,024	\$710,152	\$627,949	\$766,920	\$957,239	\$961,859	\$1,295,071	\$1,801,272
FY 2025	\$2,128,891	\$1,735,905	\$1,431,393	\$1,102,605	\$639,631	\$721,839	\$787,185	\$776,345	\$991,863	\$1,018,193	\$1,431,659	\$1,813,139
FY 2026	\$2,308,157	\$2,133,826	\$1,381,806	\$1,032,906	\$753,005	\$747,635	\$732,125	\$757,531	\$996,443	\$996,830	\$1,399,672	

City of Redmond TRT



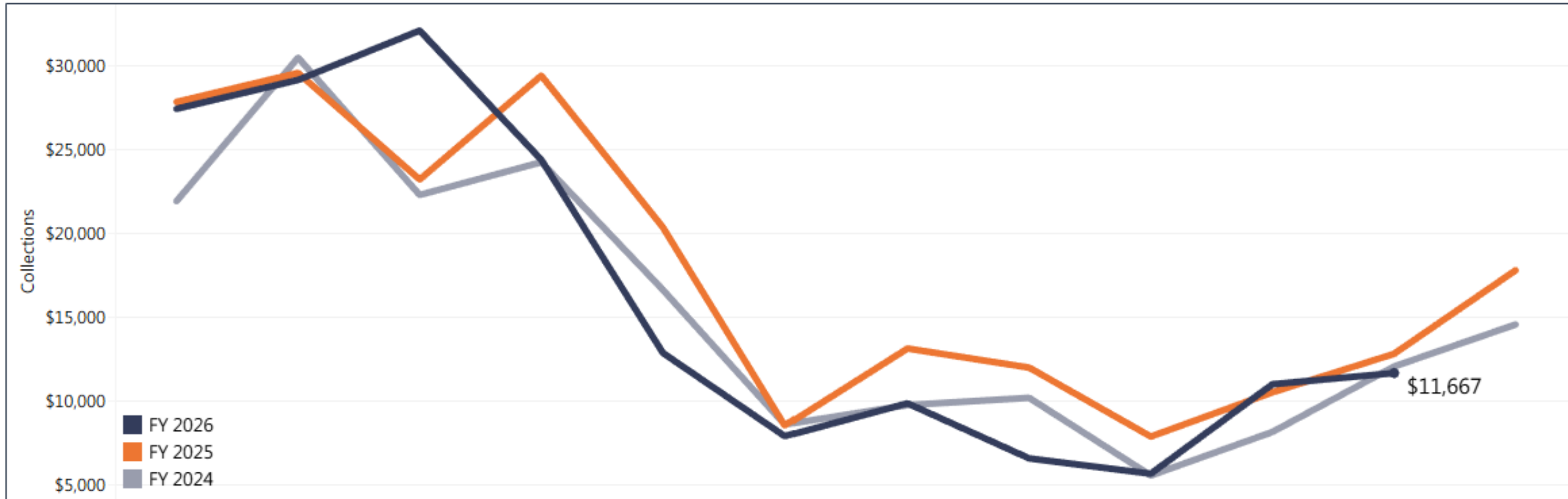
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY 2024	\$264,600	\$199,705	\$130,845	\$170,000	\$89,992	\$73,232	\$92,157	\$86,595	\$127,583	\$134,233	\$162,102	\$226,982
FY 2025	\$253,085	\$194,692	\$178,755	\$134,468	\$92,210	\$82,461	\$94,863	\$96,345	\$130,936	\$136,138	\$168,856	\$234,706
FY 2026	\$259,421	\$246,839	\$184,227	\$136,685	\$94,644	\$87,801	\$113,237	\$94,981	\$138,929	\$136,303	\$168,018	

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	\$70,653	\$108,608	

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	\$11,001	\$11,667	

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 | miles
INTERNATIONAL PARTNERSHIP

American Travel Sentiment Study Wave 108



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



American Travel Sentiment Study Wave 108

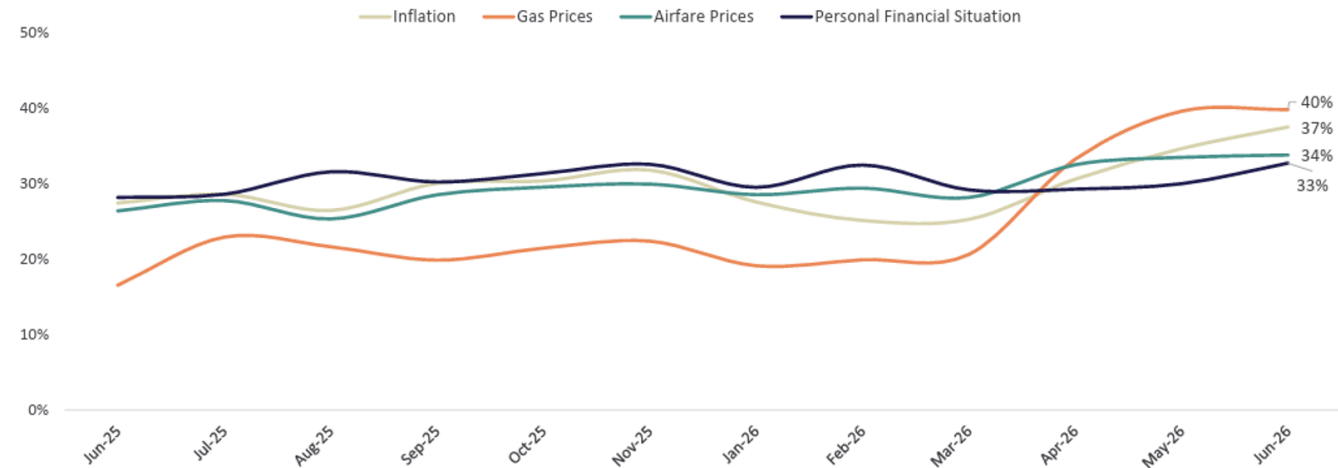


*Survey fielded June 2-4, 2026; US National Sample of 1,000 adults 18+

Concerns Impacting Travel Decisions Remain Relatively Stable

Concerns Impacting Your Travel Decisions in the Next Six Months

The chart shows the percentage of respondents who rated each factor as "Greatly impact" their travel plans (a 5 on a 1-5 scale) over the period from June 2025 to 2026.



Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

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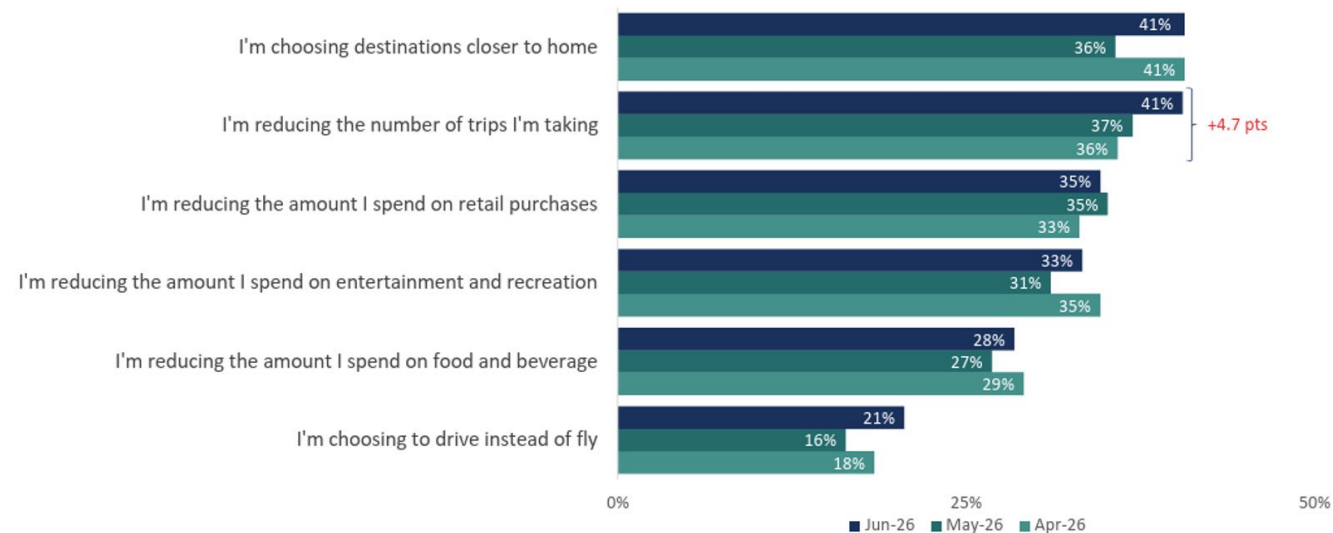
American Travel Sentiment Study Wave 108



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

Impact of Gas Prices on Travel Plans

During the next six months, how are gas prices impacting your travel plans?



Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

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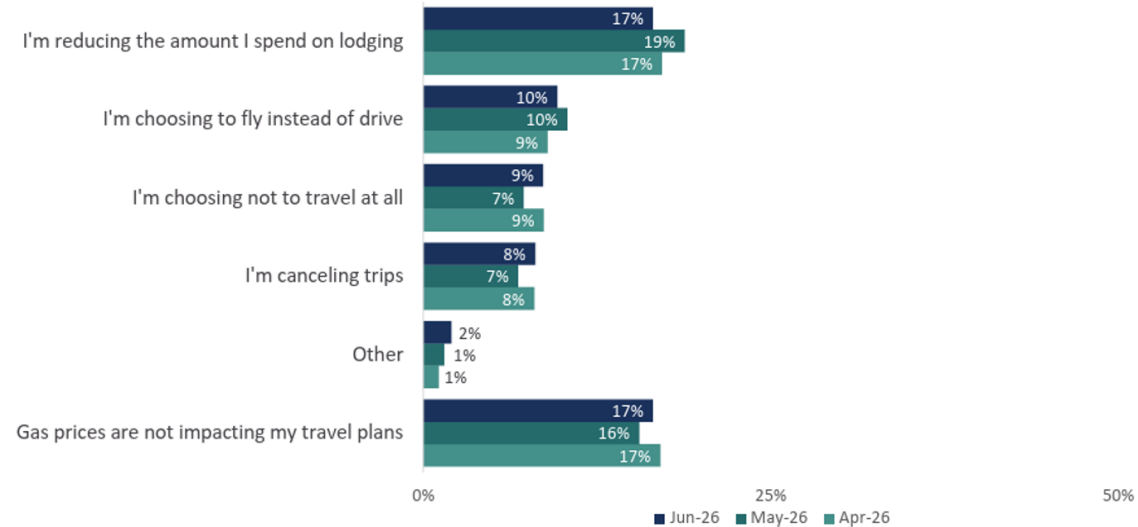
American Travel Sentiment Study Wave 108



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

Impact of Gas Prices on Travel Plans (Cont'd)

During the next six months, how are gas prices impacting your travel plans?



Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

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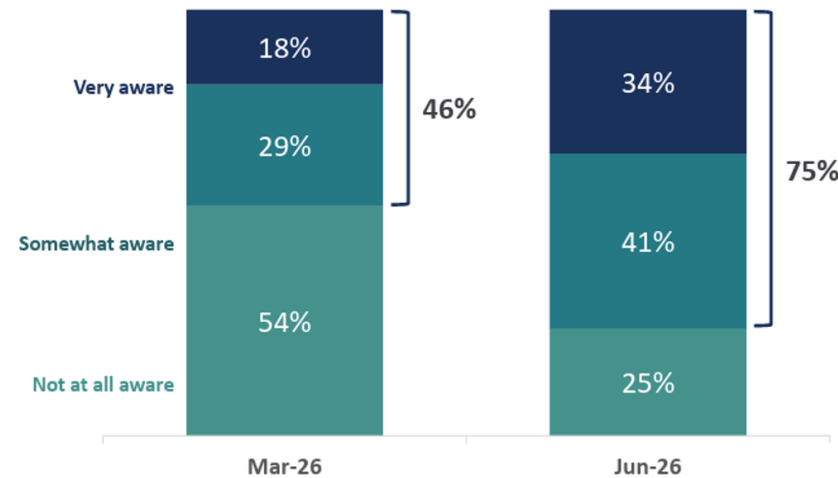
American Travel Sentiment Study Wave 108



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

Three in Four Travelers Are Aware of America 250

Please indicate your level of awareness of America 250.



Three in four travelers (75%) are now somewhat or very aware of America 250, up 28.7 points compared to March 2026.

Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers

Longwoods | miles
INTERNATIONAL PARTNERSHIP

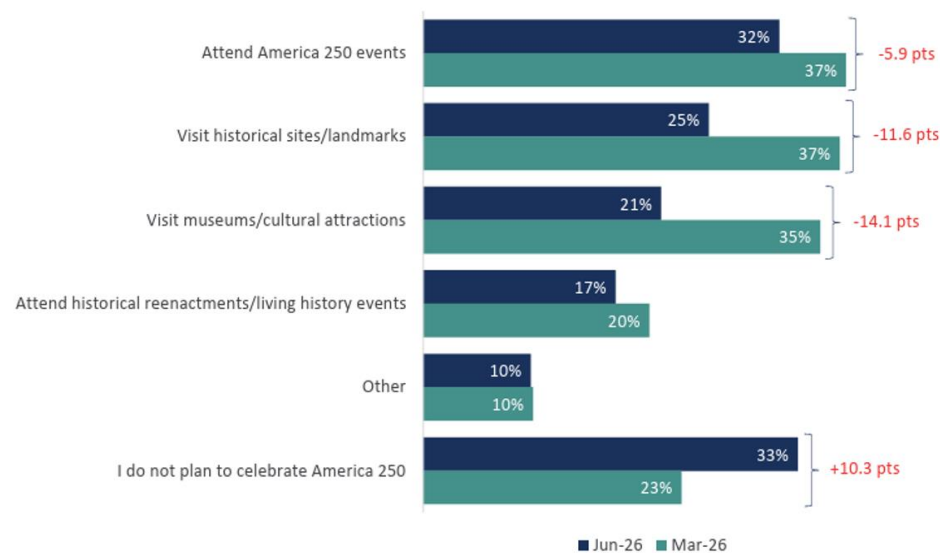
American Travel Sentiment Study Wave 108



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

America 250 Celebration Plans

How do you plan to celebrate America 250?



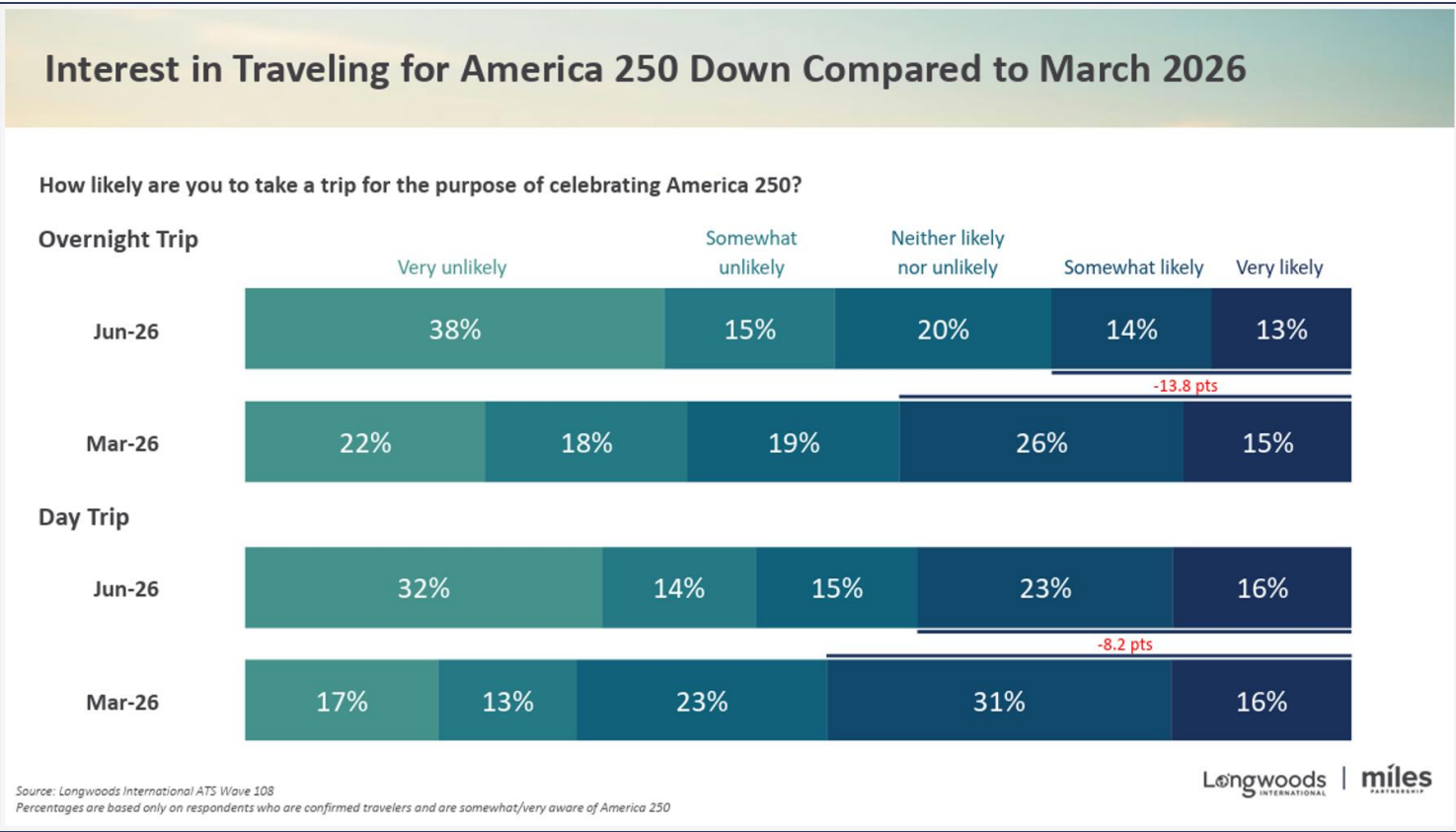
A third of travelers aware of America 250 (32%) plan to attend America 250 events.

Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers and are somewhat/very aware of America 250

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American Travel Sentiment Study Wave 108

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



American Travel Sentiment Study Wave 108



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

American Travel Sentiment Methodology

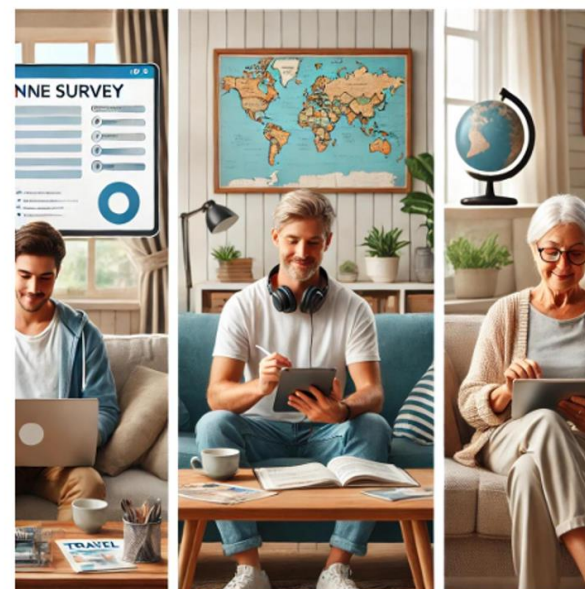
The American National Travel Sentiment Study is the most comprehensive and longest-running survey of its kind, offering valuable insights into the factors influencing American travel behaviors.

Key Details:

- Survey Date: June 2 – 4, 2026
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error: $\pm 3\%$
- 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.



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