

MONTHLY RESEARCH UDPATE

SEPTEMBER 2026 REVIEW

Executive Summary

Central Oregon Tourism Trends

- Room night Demand among Central Oregon Region hotels rose in September, as properties sold 2.4% more room nights compared to one year prior. Room Supply was nearly flat at +0.1% Year-over-Year (YoY), netting a 2.2% YoY increase in Occupancy. Central Oregon Region hotels averaged 73.1% Occupancy in September. Average Daily Rate (ADR) increased 2.0% YoY to reach $177.
    - Performance across the four regional submarkets was mixed. Hotels in Deschutes County and Bend saw both Occupancy and ADR increase. Jefferson County posted an Occupancy decrease and an ADR increase. Redmond hotels experienced declines in both Occupancy and ADR.
    - Year-To-Date through September, hotel Demand across the Central Oregon Region fell at a slightly slower rate than Supply, resulting in an Occupancy gain of 1.1%. ADR dropped 2.6% and averaged $171.
        - *Note: STR has not published results for Crook County for several months due to lack of reporting properties in that market.*
- In September, short-term rental listing nights sold (Demand) throughout Central Oregon decreased 2.9% compared to last year, while Available Listings (Supply) decreased 1.6%. As a result, Occupancy increased 2.4% YoY to average 51.2%.
    - Occupancy increased in all but one of Central Oregon's six submarkets. Maupin reported the only decrease in Occupancy, with a decline of 57.5%. Increases ranged from +0.2% in Bend to +15.7% in Prineville.
    - ADR advanced in Central Oregon, rising 10.4% YoY across the region. All submarkets except Prineville posted ADR gains, with Maupin experiencing the greatest YoY increase (+54.4%). ADR in Prineville declined 4.6% YoY.
    - Year-To-Date (YTD) through September, Occupancy fell across the Central Oregon region and in all six submarkets. YTD ADR has risen throughout the region and in every submarket except Bend, which dropped 1.3%.
- *Note: Labor Day weekend fell in September this year compared to last year when it fell in August. This shift in date adds a strong late-summer travel weekend to this month's Year-over-Year comparisons.*
- Passenger volume at Redmond Municipal Airport (RDM) decreased in August, falling 6.1% YoY to 128,495 total passengers. Year-To-Date (YTD), RDM has welcomed 877,671 passengers – down 1.4% compared to last year.

Source: STR, AirDNA, and Redmond Municipal Airport

Mountain Town Trends

Regional Insights – September 2026

West Region Mountain Market Summary

- “Economic pressure is building on consumers, with confidence at a 12-year low and travelers up and down the price spectrum feeling the pinch. Reservations are focused on value opportunities, off-peak days and months, and shorter stays.”
- “September occupancy was up 6.4% YOY. The ADR for the same period was up a considerable 9.6% to $403. The solid increases in both rate and occupancy combined for a strong 16.7% gain in RevPAR at $216.”
- “Summer is going to end as predicted, with a revenue bang as fall continues to dominate the season. Summer occupancy is up 2.0%, ADR 6.0%, and RevPAR 8.2%, with all metrics gaining in all months except for a small occupancy loss in August.”
- “Winter season is more than struggling. Bad memories of last year’s snow are combining with strong economic headwinds to push occupancy, ADR, and RevPAR all down from where they were last month. Though still early, the 8.3% drop in YOY occupancy, 1.4% YOY gain in rate, and 7.0% decline in RevPAR are cause for concern, even at this early date.”
- “Those Winter 26/27 numbers compare poorly against the average of winters following the five worst snow years since 2005, which were all up as of this same time.”

Source: DestiMetrics (10/13/2026)

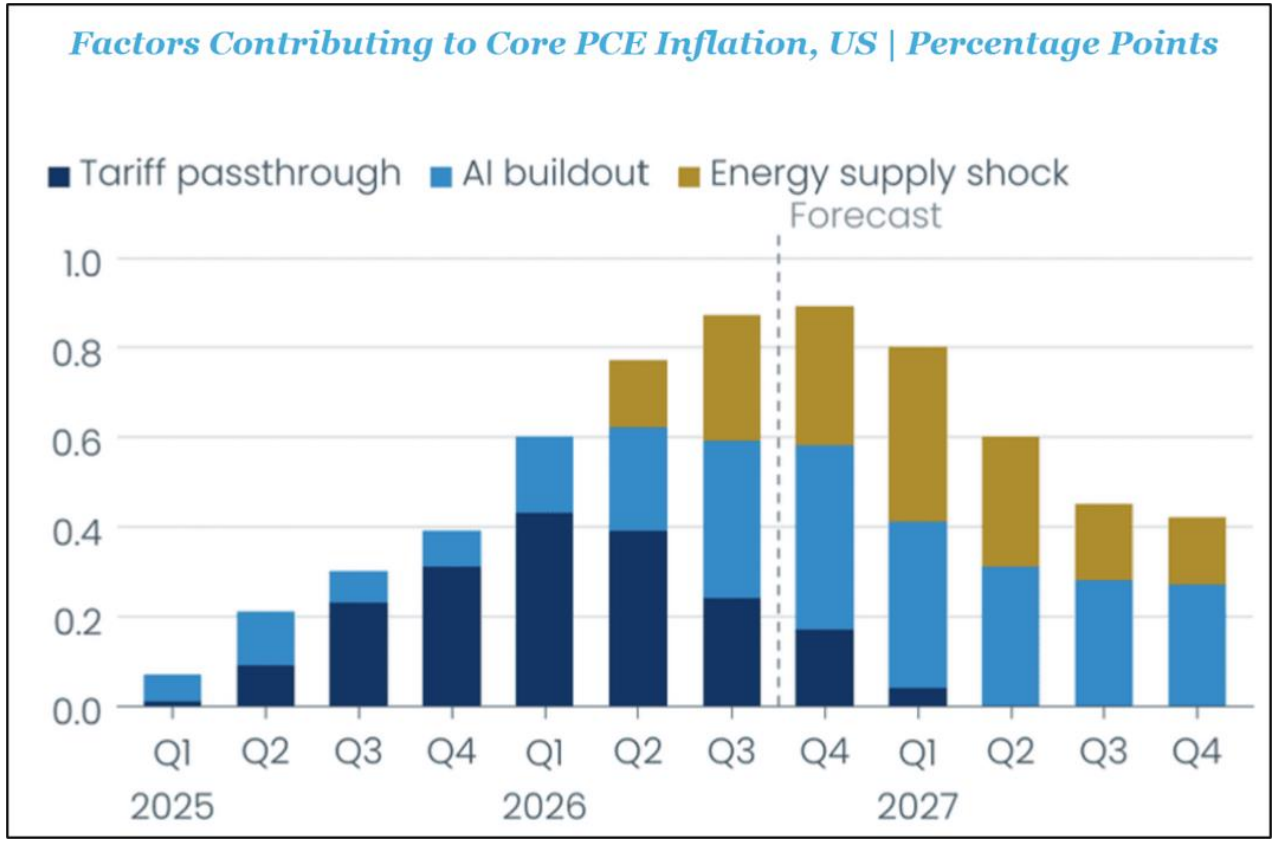
U.S. Market Review



Macroeconomic Review

AI Spending Boosts Growth, While Inflation Pressures Travel

- "Strong AI spending and a rising stock market are boosting economic growth."
- "By our estimate, about one-quarter of current economic growth is directly or indirectly tied to the AI boom. AI spending and stock market wealth gains each add about 0.3% points to GDP growth this year."
- "We expect CPI inflation to average 2.6% next year, down from 3.4% this year, driven mostly by the AI buildout and higher gasoline and diesel prices from the wars in Iran and Ukraine. Fading tariff passthrough should ease some of that pressure."
- "Fuel costs feed directly into airfares and the cost of a road trip, and persistent inflation erodes the discretionary budgets that leisure travel depends on."



Source: Tourism Economics and Oxford Economics (October 2026)

Macroeconomic Review

Rising U.S. Interest Rates

- "The 10-year Treasury yield, a benchmark for consumer and business borrowing costs, rose to 5.3% in early October, its highest level since 2007. The 30-year mortgage rate climbed to 7.4%."
- "Renewed US-Iran hostilities and higher oil prices have deepened inflation concerns, and we now expect the Fed to raise rates twice more this year. Investors are demanding higher yields in response."
- "Heavy borrowing to fund the AI data center buildout, along with large federal deficits, adds to demand for credit, pushing rates higher."
- "Higher rates raise financing costs for hotel development, acquisitions, and refinancing, and tighten household budgets through mortgages, auto loans, and credit cards."

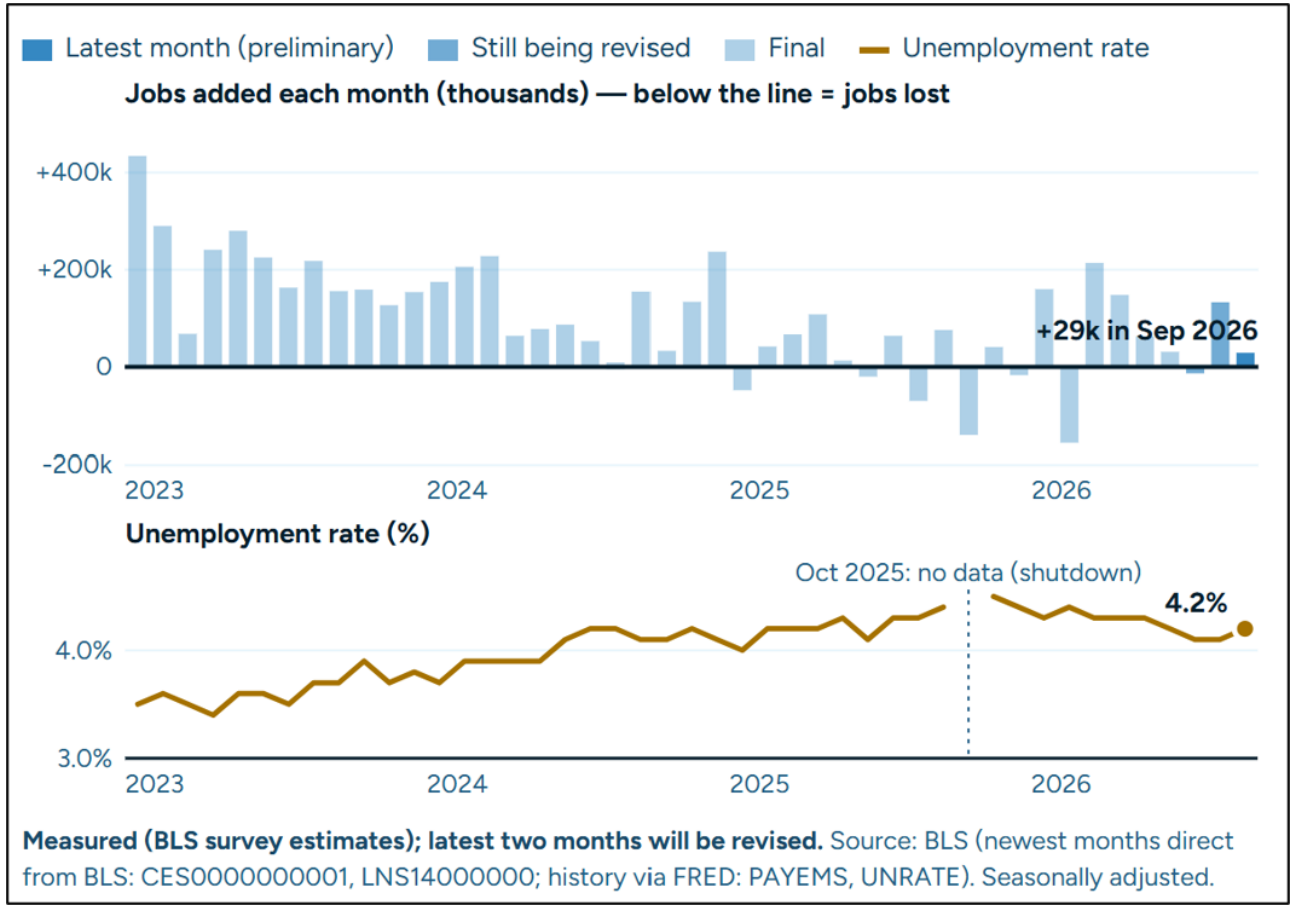


Source: Tourism Economics, Freddie Mac, Federal Reserve Board, NBER, and FRED (October 2026)

Macroeconomic Review

The National Unemployment Rate

- "Employers added just 41,000 jobs a month on average over the past 12 months, yet unemployment held at 4.2% in September."
- "Labor supply is the main constraint. More restrictive immigration policy and an aging population are slowing labor force growth, while AI's effect on hiring remains hard to see in economywide data."
- "With little labor force growth, few new jobs are needed to hold unemployment steady. We estimate that break-even pace at just 25,000 jobs a month, and it will slow further next year."
- "We still expect moderate economic growth next year. Stock market gains are supporting spending by wealthier households, but higher interest rates and inflation will slow real (inflation-adjusted) consumer spending growth to 2.0% next year from 2.3% this year. That puts pressure on travel budgets, especially for lower- and middle-income households."

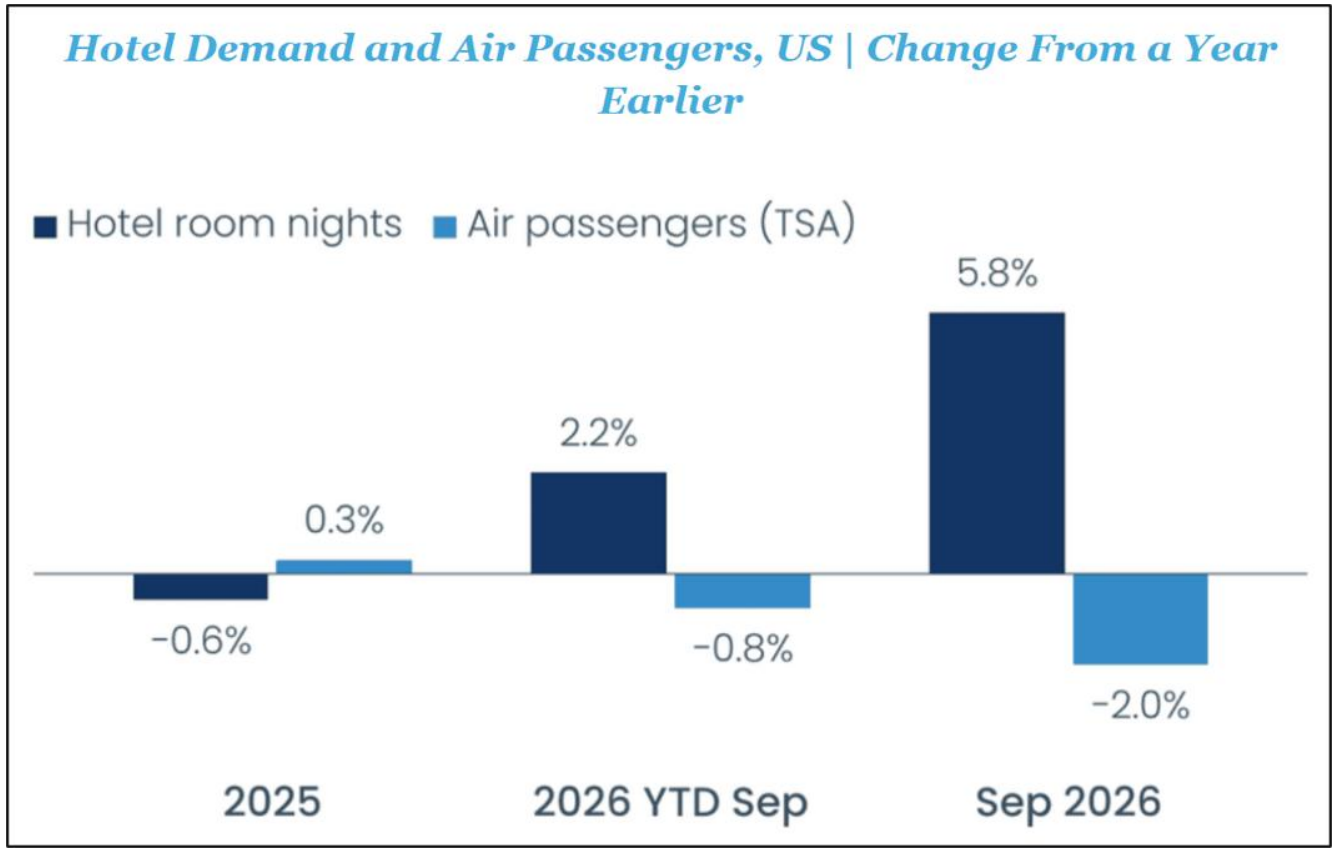


Source: Tourism Economics and CNBC (October 2026)

Travel Industry Review

Travel and Hotel Demand Continues to Grow

- "Hotel room demand is up 2.2% year-to-date through September and rose 5.8% in September, according to CoStar-STR."
- "Short-term rental demand grew 8.1% in September, according to AirDNA."
- "Labor Day fell on September 1 last year, so most of that holiday weekend counted toward August. This year it fell on September 7, moving the weekend's travel into September."

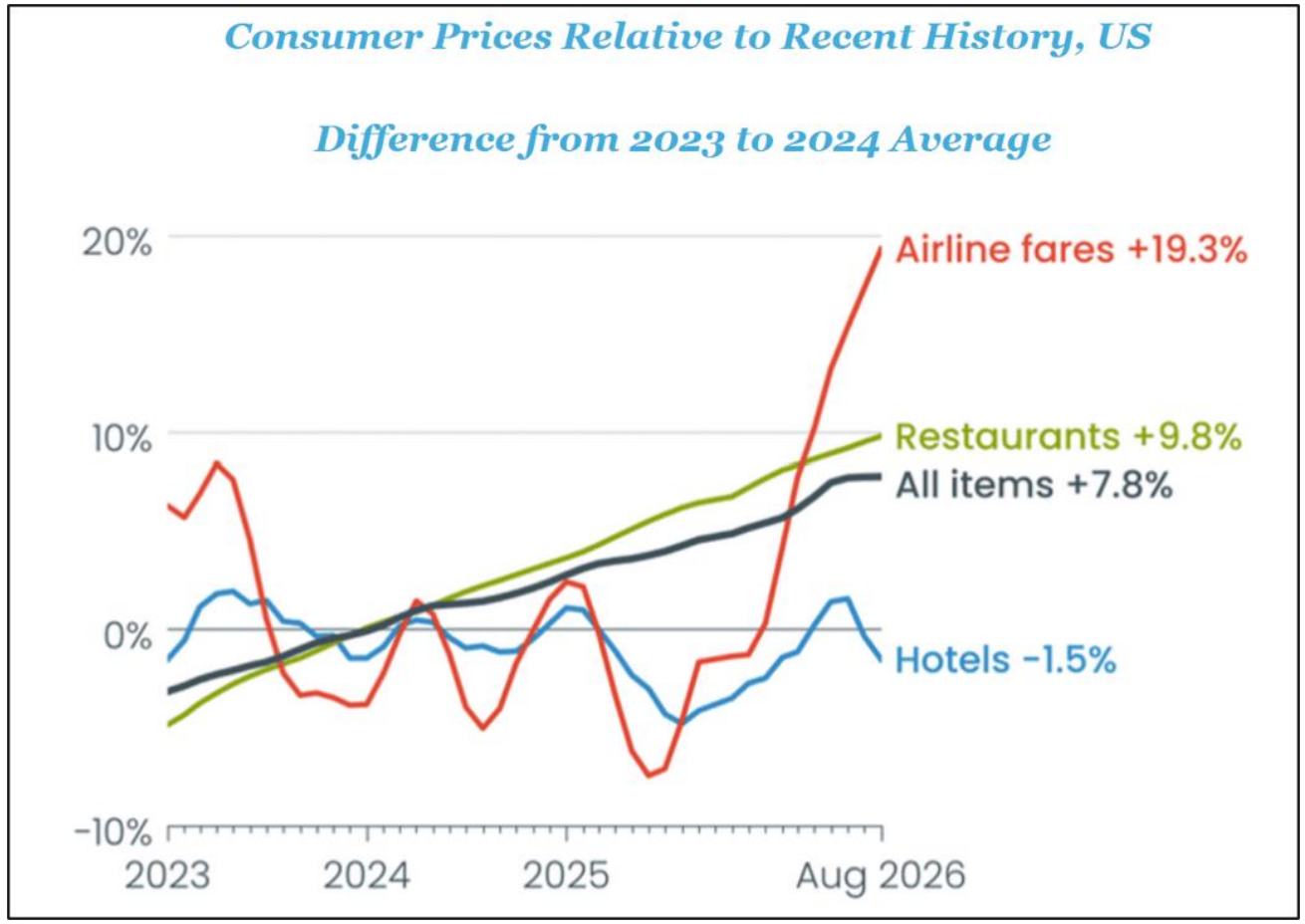


Source: Tourism Economics, Co-Star-STR, Transportation Security Administration (TSA) (October 2026)

Travel Industry Review

Airline Travel

- "Airlines are paying more for fuel and passing the cost on to travelers. US carriers spent 44.6% more on fuel year-to-date through August, and airfares in recent months are 19.3% higher than years past (2023 to 2024 average), as measured by the consumer price index."
- "So far, travelers are paying up. Passenger volumes are down just 0.8% year-to-date through September."
- "Delta Air Lines CEO Ed Bastian said fuel costs pushed the industry to reprice quickly and that "the market has accepted these price points" (October 9 earnings call)."



Source: Tourism Economics, Bureau of Labor Statistics and Haver Analytics (October 2026)

Travel Industry Review

Travel Outlook

- “Sentiment is weak, but travelers are still budgeting for trips. One-third of travelers (33.3%) say now is a good time to spend on leisure travel, slightly more than the 30.0% who say it’s a bad time, according to Future Partners’ latest survey (fielded in September).”
- “The gap narrowed from last month, and 53.5% of travelers say they are being careful with money, up from 46.2% a year ago.”
- “Travelers earning $200,000 or more are nearly three times as likely as those earning under $49,000 to say it’s a good time to spend on travel (50.2% vs. 18.5%).”
- “Group demand is holding up at the high end. At luxury and upper upscale hotels, group demand is up 2.4% year-to-date through August, according to CoStar-STR.”
- “2027 convention center and other group bookings are pacing 2.4% behind last year, based on our analysis with Granicus Destinations across more than 250 DMOs. With much of 2027 still to be booked, there is time to close that gap.”
- “Hotel bookings for November (+4.2%) and December (+6.7%) are running well ahead of last year, based on TravelClick data as of October 7.”

Source: Tourism Economics (October 2026)

Travel Industry Review

International Travel

- “International travelers are looking elsewhere. We now expect arrivals to the US to fall 1.6% this year, with Canada down 3.3% and overseas markets down 5.2%.”
- “Arrivals from Mexico are on track to rise 10.3%, with South America up 3.5%, and Emerging Europe up 1.0%.”
- “Had the US held its 2024 share of world travel spending (9.6%), it would have earned $42.6 billion more from international visitors across 2025 and 2026.”
- “Arrivals showed signs of stabilizing in September, with non-US citizen air passenger screenings up 0.9% from a year earlier, according to Customs and Border Protection. We expect a modest gain in international arrivals next year as Canadian and overseas travelers begin to return and gains from Mexico continue.”

Source: Tourism Economics (October 2026)

U.S. Short Term Rentals Review

Short Term Rentals Update September 2026

- "Demand growth in August looked weak (-2.5%), but we knew going into September that the calendar shift was the main reason. September's +8.1% Demand growth was the highest since April 2025, but it, too, is largely due to the Labor Day shift. The encouraging news is that the two months combined grew 2.1%, the highest rate since October 2025. We expect the trend to continue through the rest of the year."

- "September's ADR growth (+7.2%) matched its World Cup peak. Even with August and September combined, ADR growth of 4.3% remains well above inflation and among the highest increases of the last two years."

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

- Available listings reached 1.74 million, a 1.6% increase YoY
- Demand nights increased 8.1% YoY
- Occupancy averaged 53.6%, up 3.7 percentage points YoY
- Average daily rate (ADR) climbed to $254, up 7.2% YoY
- Revenue per available rental (RevPAR) increased 15.3% year over year (YoY) to $136

Source: AirDNA (10/8/2026)

U.S. Short Term Rentals Review

Short Term Rentals Booking Pace Update – Ski Markets

- "Although lead times have generally lengthened in the U.S., ski resort markets are a notable exception. We examined 23 ski markets in the East and West, looking at bookings made over the past year for December 2026 through March 2027. Compared with the 2025/26 season at this point last year, median lead times have shortened by 11 days, from 176 days to 165 days for the 2026/27 season."

- "Regular review readers will recall that earlier this year, a historic snow drought across the West ended the season early for many resorts. Ski markets usually enjoy a cluster of bookings made nearly a year in advance, as skiers who enjoyed their stay take advantage of repeat discounts or simply want to lock in a good experience for the following year."

- "For the upcoming season, there have been far fewer of these reservations following the drought. This cushion, which usually gives operators peace of mind, is now smaller."

Source: AirDNA (10/8/2026)

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

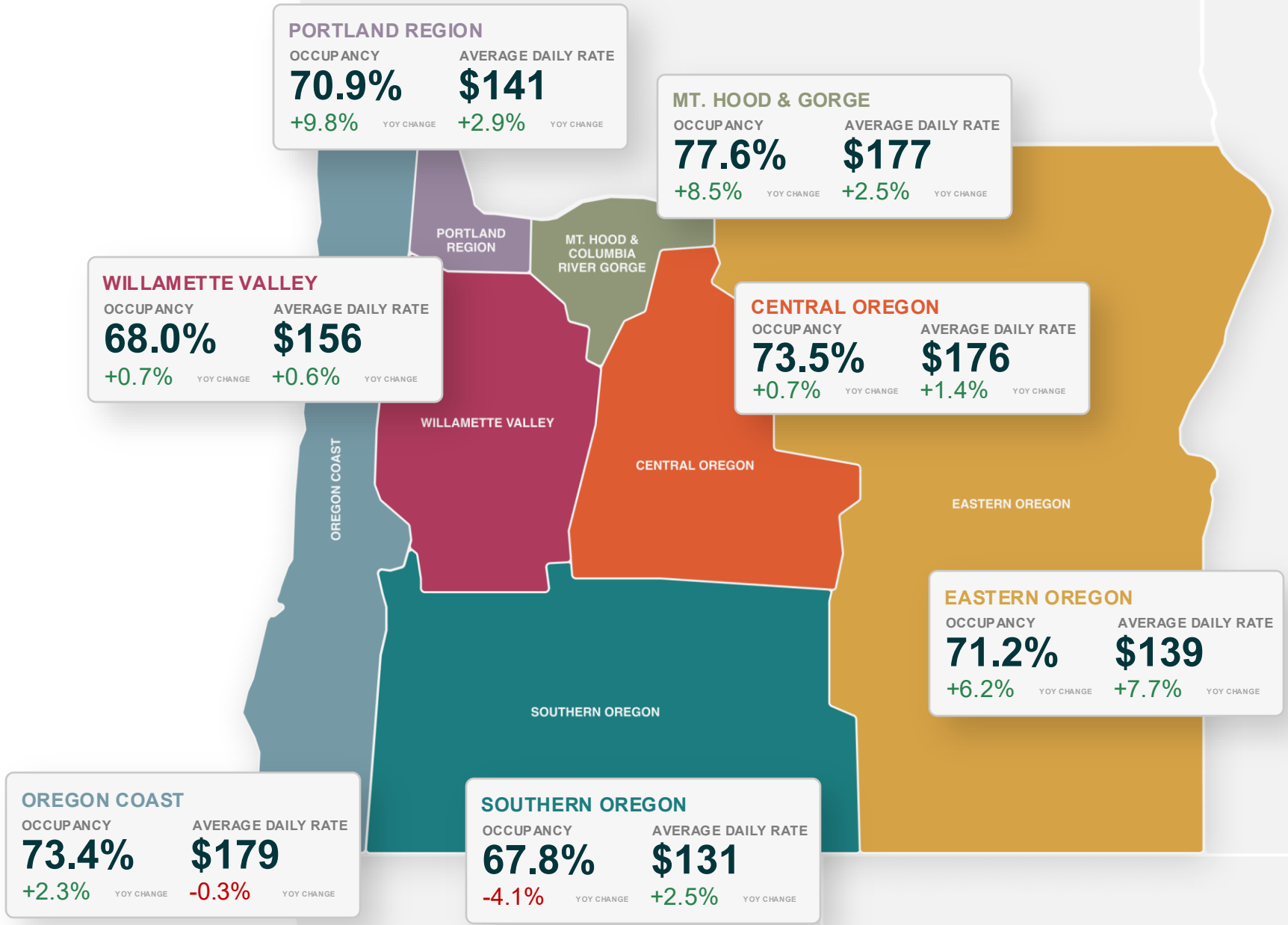
SEPTEMBER 2026

UNITED STATES

- Occupancy: 67.5% (+5.4% YOY)
- ADR: $170 (+4.8% YOY)

OREGON STATEWIDE

- Occupancy: 70.7% (+4.2% YOY)
- ADR: $154 (+2.1% YOY)



Source: STR & Travel Oregon

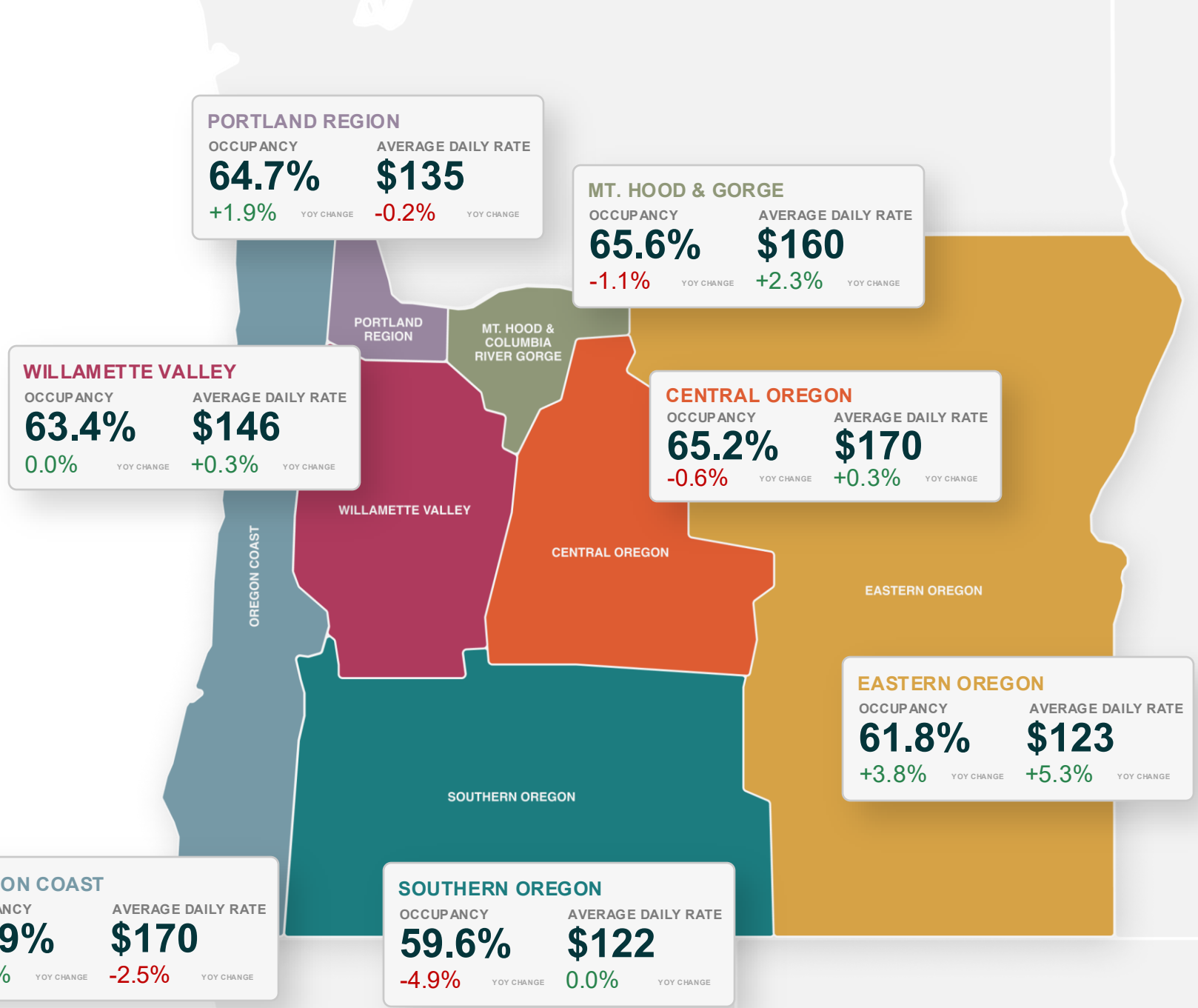
MONTHLY RESEARCH REPORT

TRAVEL OREGON MONTHLY LODGING STATISTICS

CALENDAR YEAR 2026
(JANUARY-SEPTEMBER 2026)

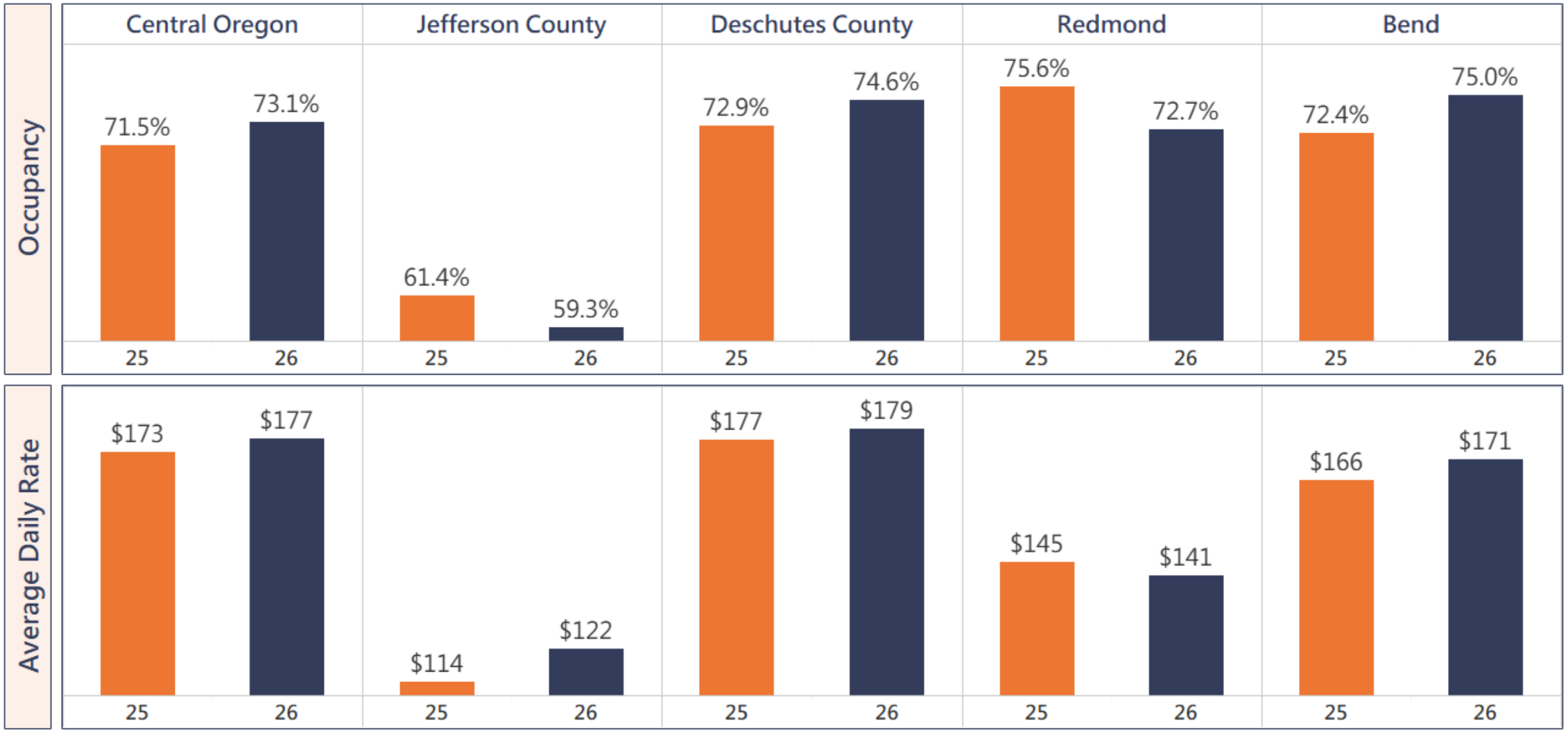
UNITED STATES
- **Occupancy: 65.2%** (+1.8% YOY)
- **ADR: $166** (+3.8% YOY)

OREGON STATEWIDE
- **Occupancy: 63.4%** (+0.2% YOY)
- **ADR: $145** (+0.1% YOY)



Source: STR & Travel Oregon

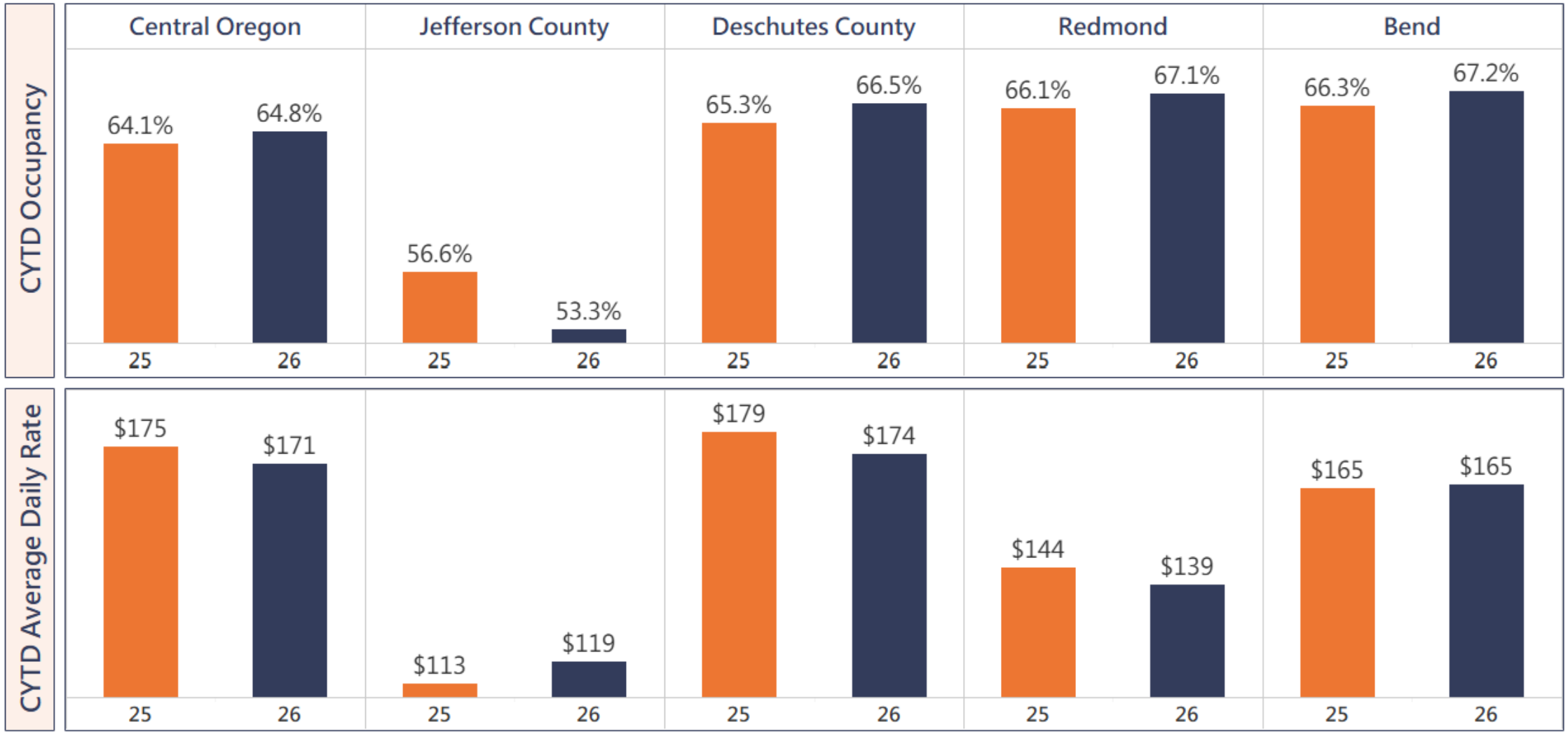
Regional Summary – September 2026



Source: STR

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

Regional Summary – CYTD 2026



Source: STR

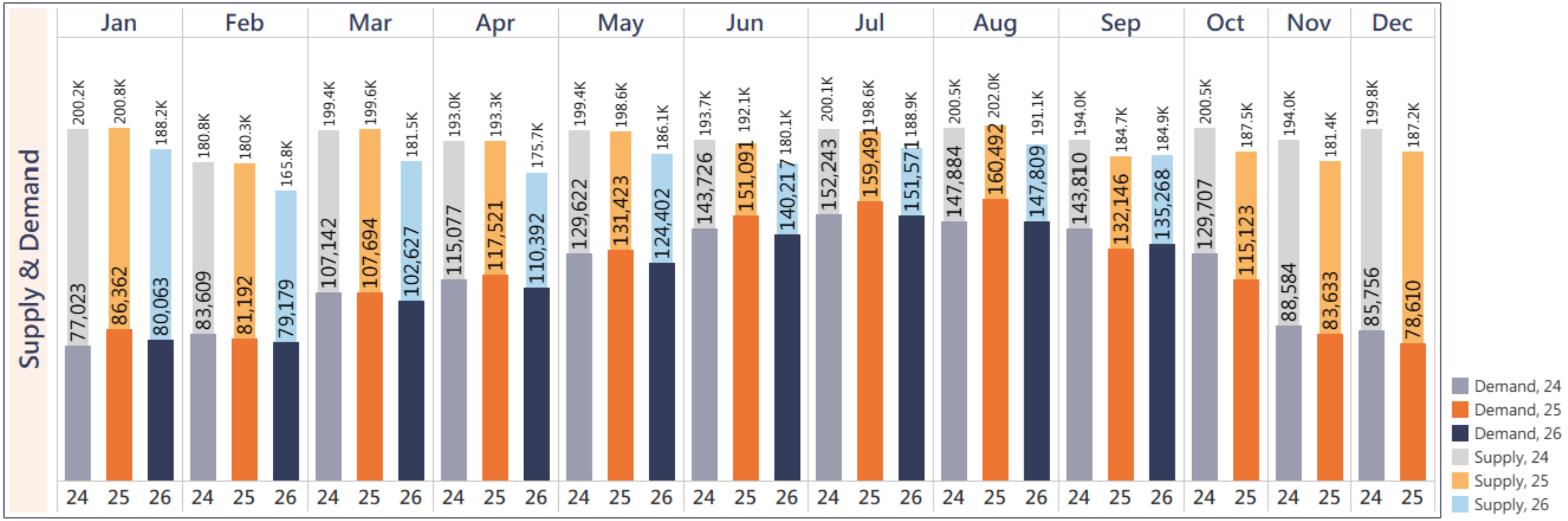
Note: Crook County does not have a large enough sample size to report



Central Oregon Region

Central Oregon – September 2026

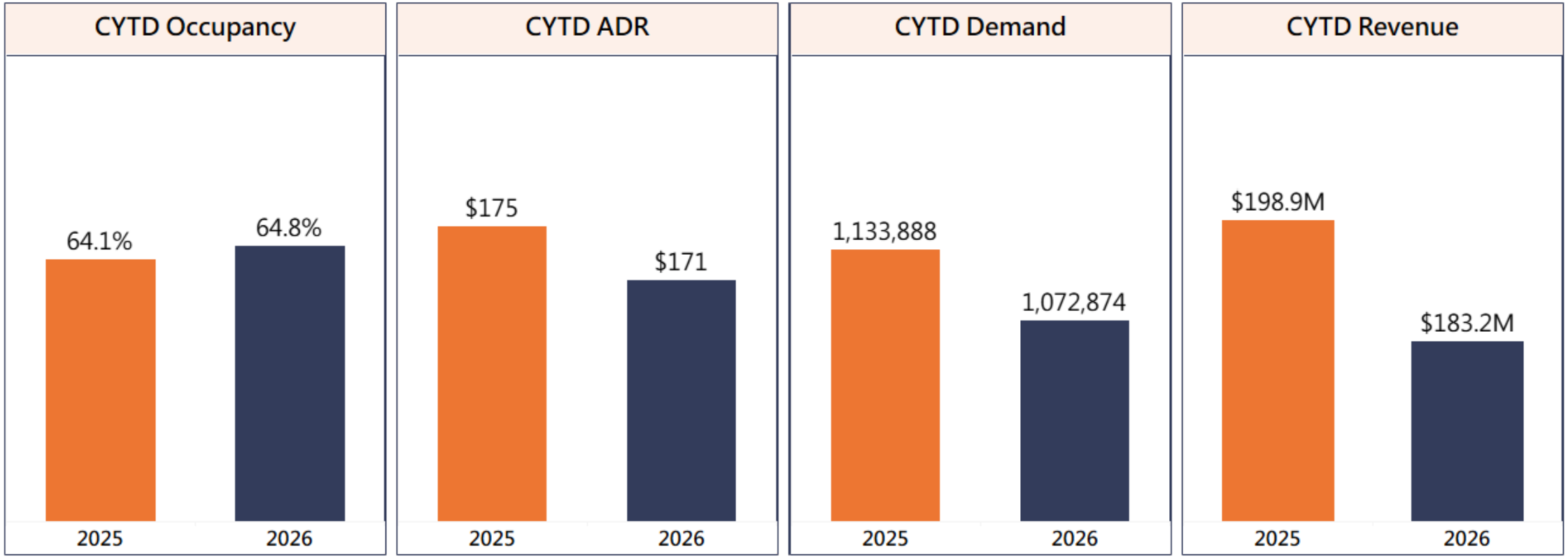
YOY Sep '26	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	73.1%	$176.82	$129.34	184,920	135,268	$23,918,234
	2.2%	2.0%	4.3%	0.1%	2.4%	4.4%



Source: STR

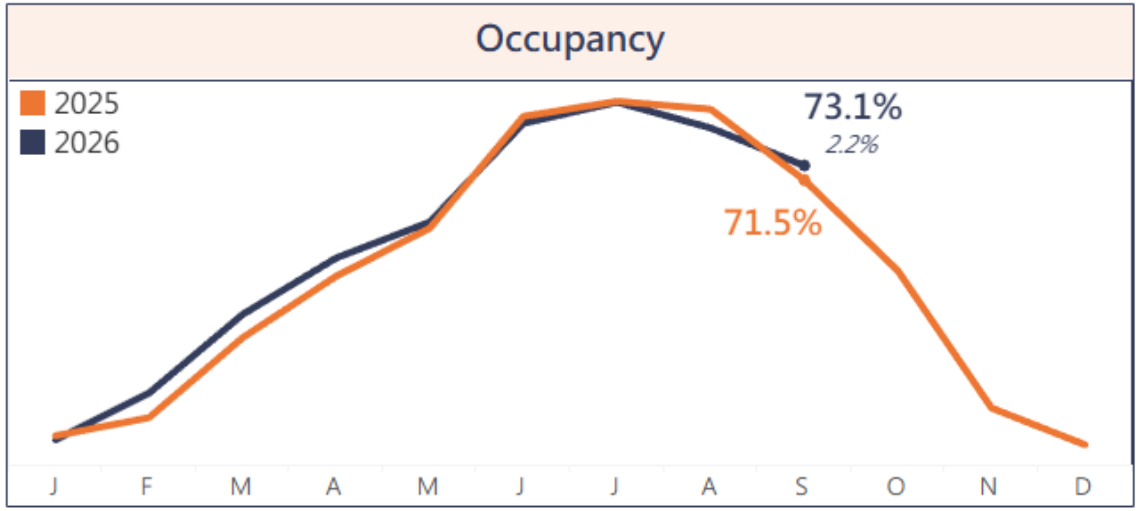
Central Oregon – CYTD 2026

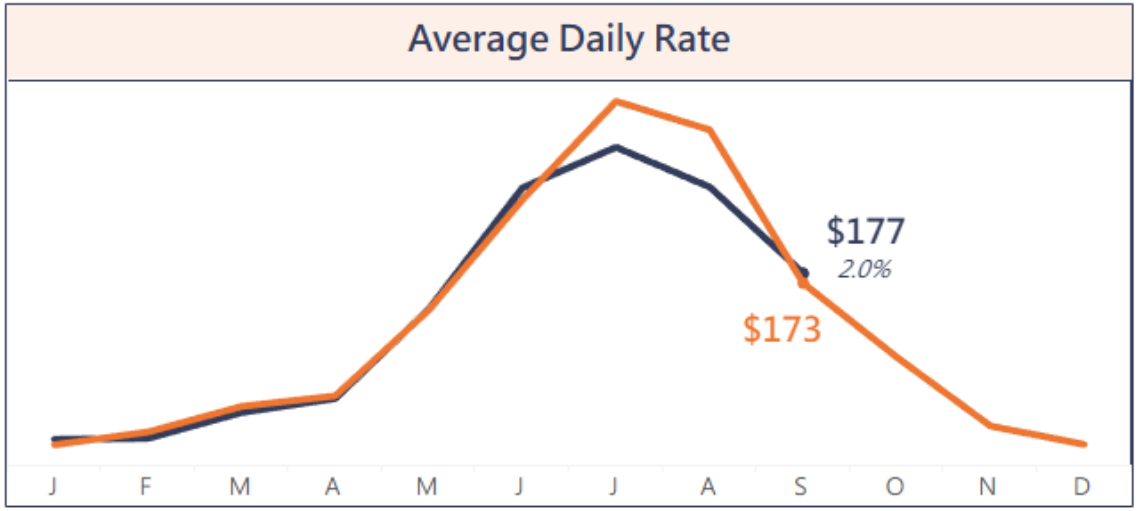
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
CYTD '26	64.8%	$170.77	$110.68	1,655,354	1,072,874	$183,213,616
YOY	1.1%	-2.6%	-1.5%	-6.4%	-5.4%	-7.9%

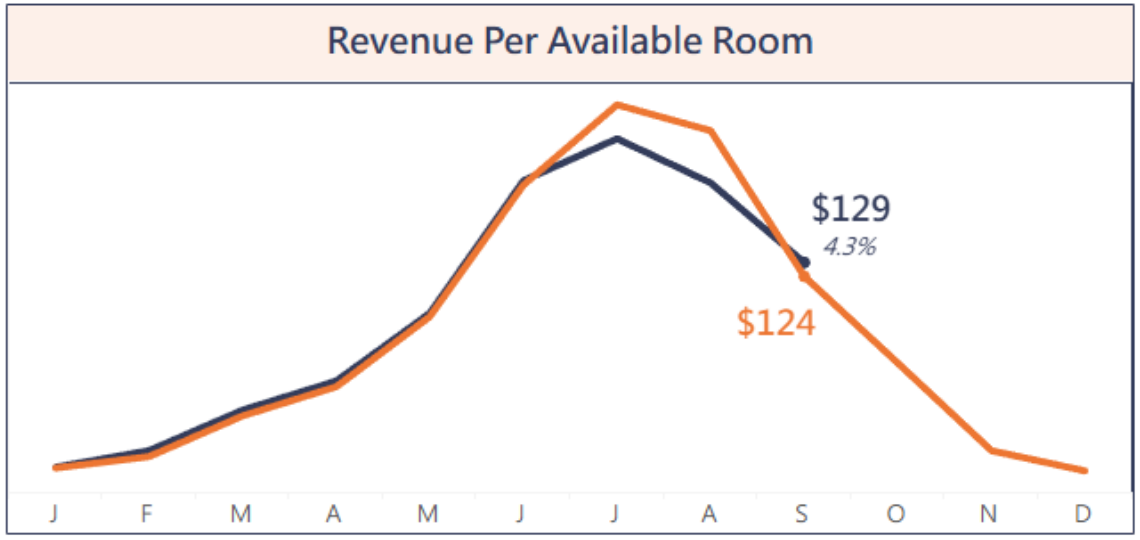


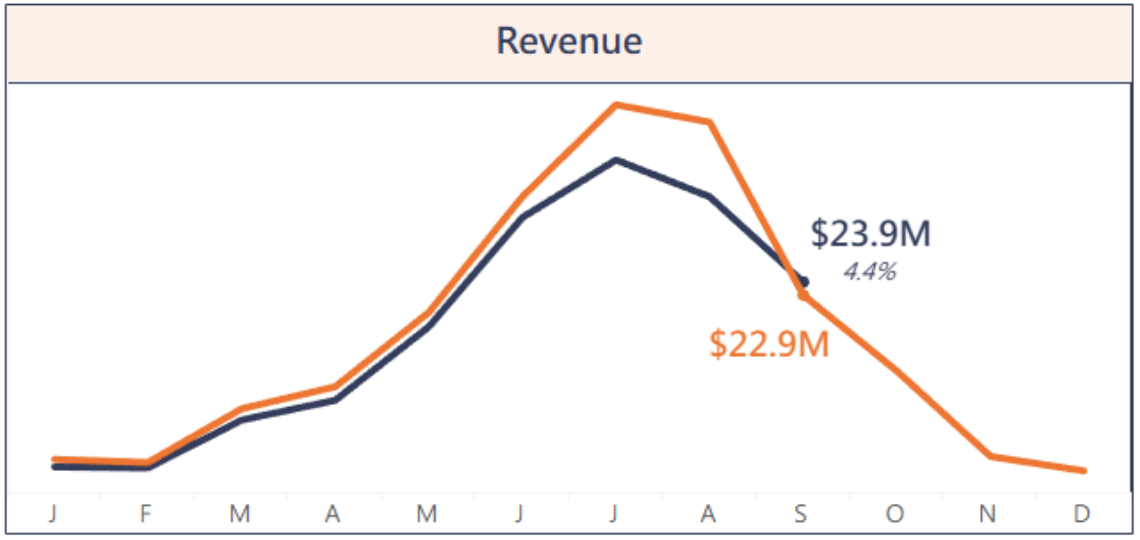
Source: STR

Central Oregon – September 2026









Source: STR

Central Oregon – September 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Occ 61.3% ADR $160 Demand 3,778	2 Occ 65.9% ADR $160 Demand 4,062	3 Occ 68.8% ADR $171 Demand 4,241	4 Occ 74.7% ADR $204 Demand 4,604	5 Occ 84.0% ADR $215 Demand 5,178
6 Occ 76.7% ADR $184 Demand 4,728	7 Occ 48.8% ADR $154 Demand 3,011	8 Occ 65.5% ADR $163 Demand 4,039	9 Occ 75.6% ADR $170 Demand 4,662	10 Occ 80.4% ADR $179 Demand 4,955	11 Occ 74.8% ADR $188 Demand 4,609	12 Occ 81.2% ADR $194 Demand 5,007
13 Occ 60.8% ADR $161 Demand 3,745	14 Occ 73.9% ADR $158 Demand 4,557	15 Occ 79.5% ADR $170 Demand 4,900	16 Occ 84.2% ADR $179 Demand 5,188	17 Occ 80.2% ADR $178 Demand 4,945	18 Occ 86.7% ADR $221 Demand 5,344	19 Occ 82.2% ADR $200 Demand 5,069
20 Occ 59.1% ADR $159 Demand 3,645	21 Occ 72.7% ADR $163 Demand 4,484	22 Occ 83.1% ADR $172 Demand 5,121	23 Occ 79.3% ADR $176 Demand 4,888	24 Occ 74.4% ADR $181 Demand 4,583	25 Occ 77.4% ADR $202 Demand 4,769	26 Occ 78.1% ADR $194 Demand 4,814
27 Occ 60.7% ADR $173 Demand 3,742	28 Occ 65.4% ADR $155 Demand 4,032	29 Occ 72.1% ADR $160 Demand 4,447	30 Occ 72.5% ADR $157 Demand 4,468			

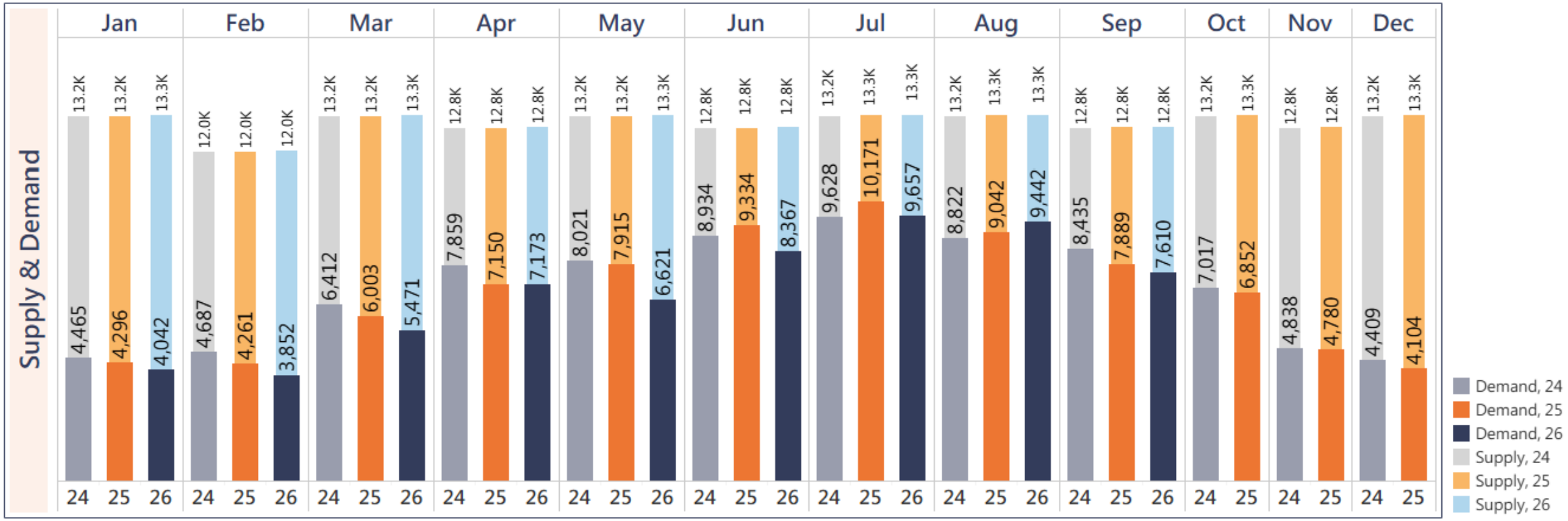
Source: STR



Jefferson County

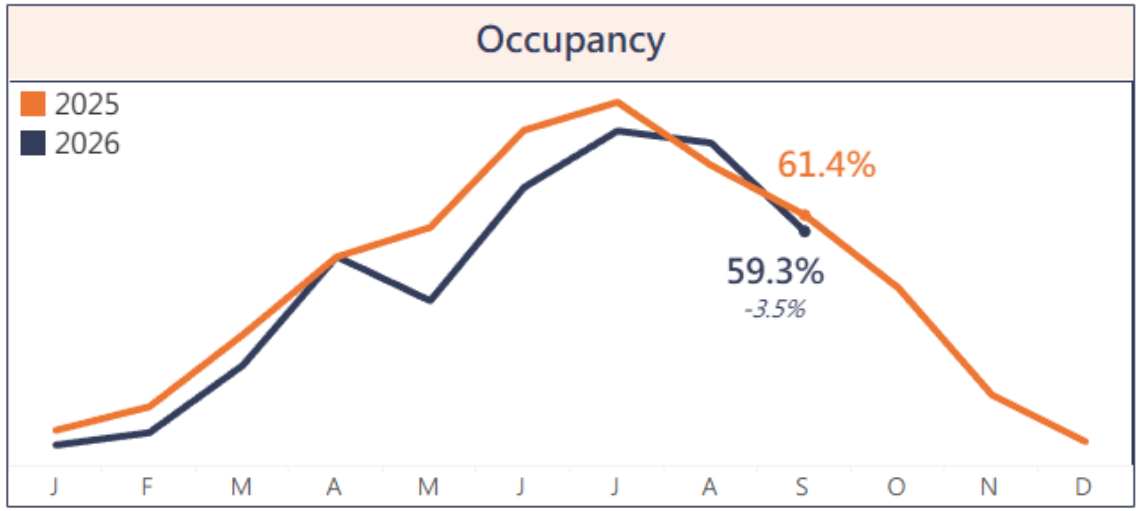
Jefferson County – September 2026

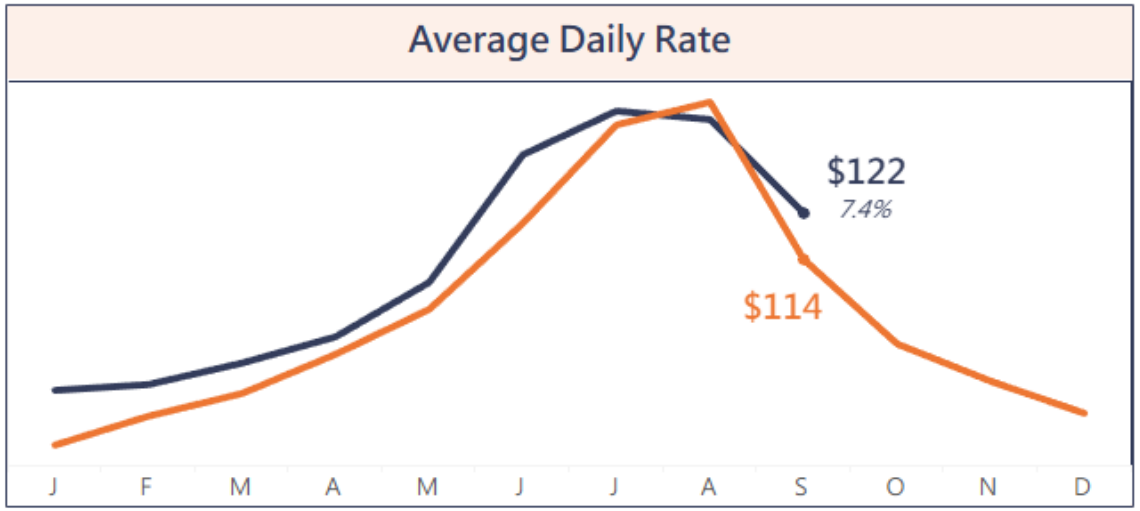
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Sep '26	59.3%	$122.22	$72.44	12,840	7,610	$930,102
YOY	-3.5%	7.4%	3.6%	0.0%	-3.5%	3.6%

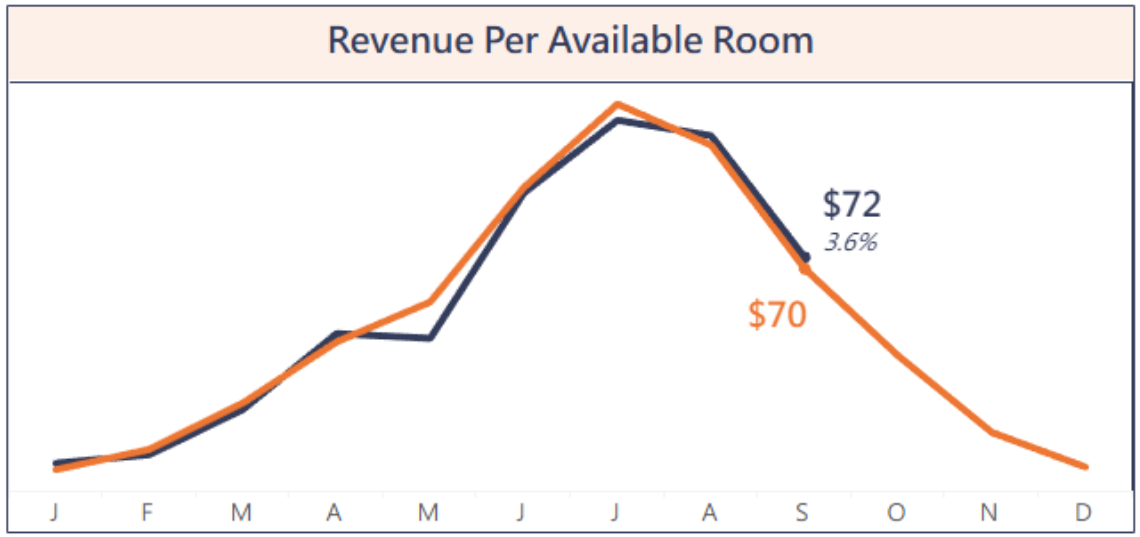


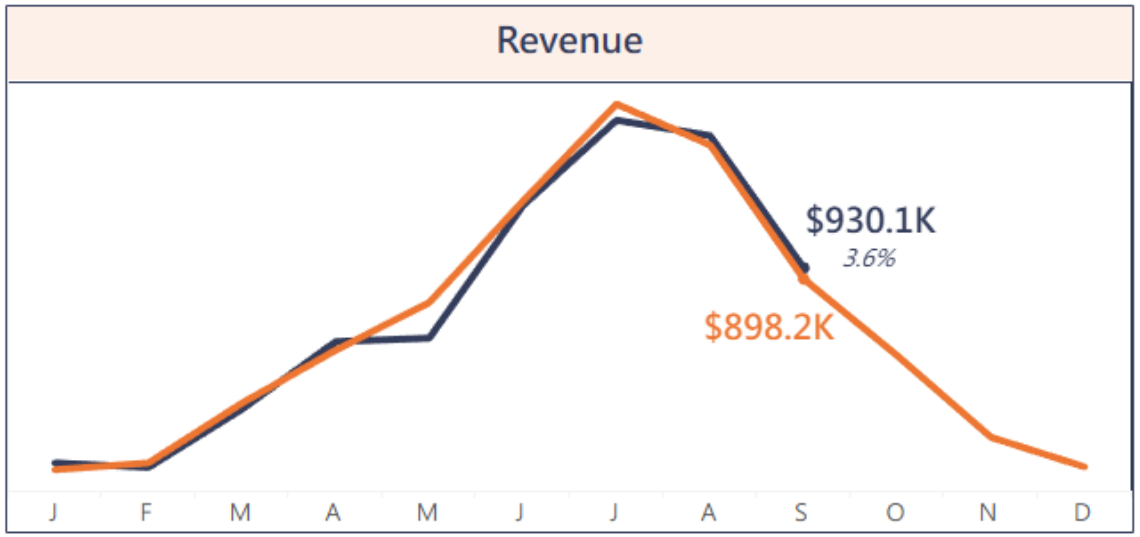
Source: STR

Jefferson County – September 2026









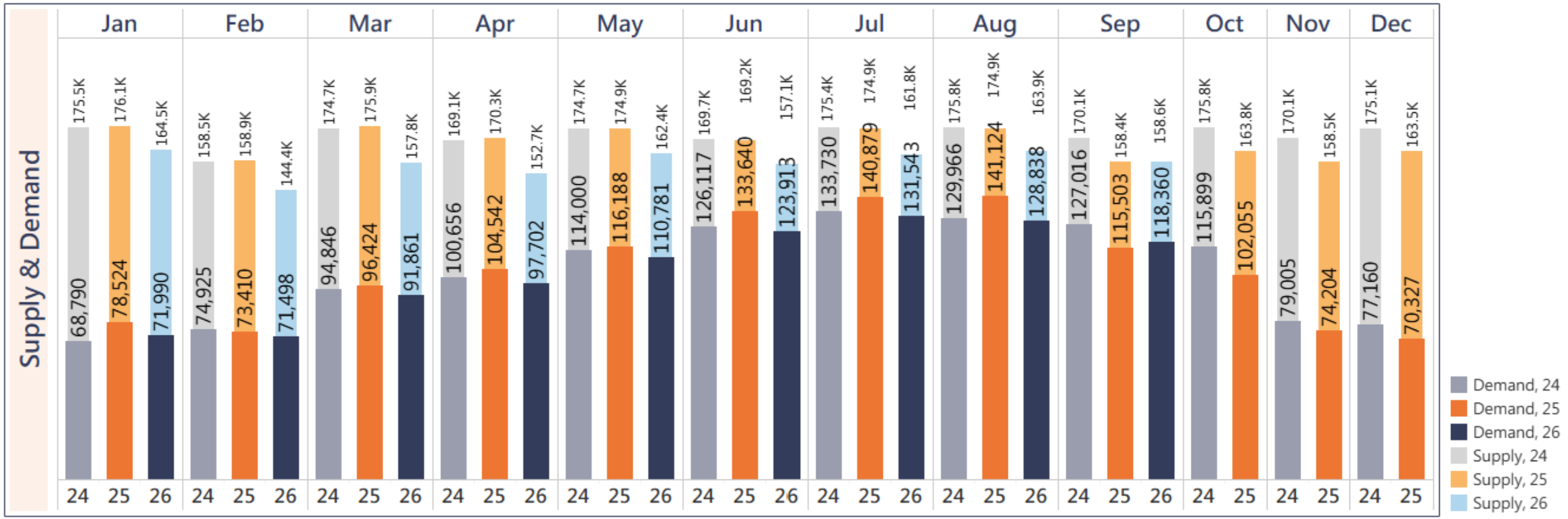
Source: STR



Deschutes County

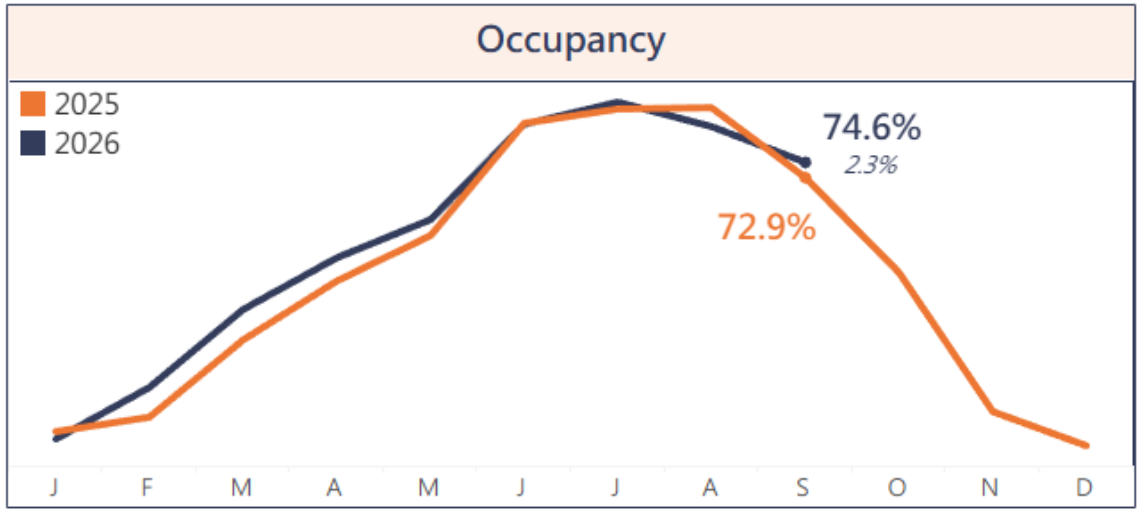
Deschutes County – September 2026

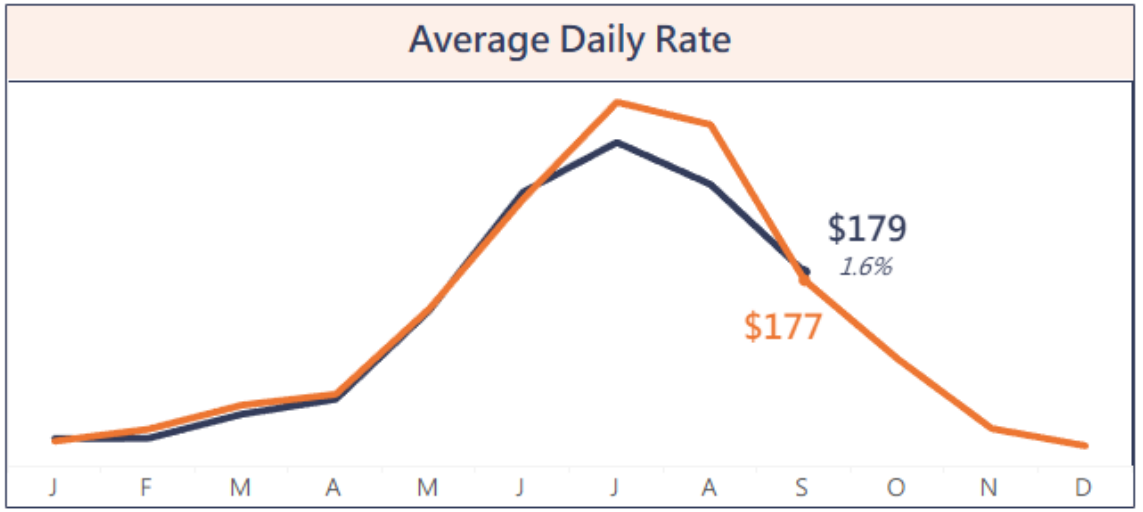
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Sep '26	74.6%	$179.45	$133.88	158,640	118,360	$21,239,154
YOY	2.3%	1.6%	4.0%	0.1%	2.5%	4.2%

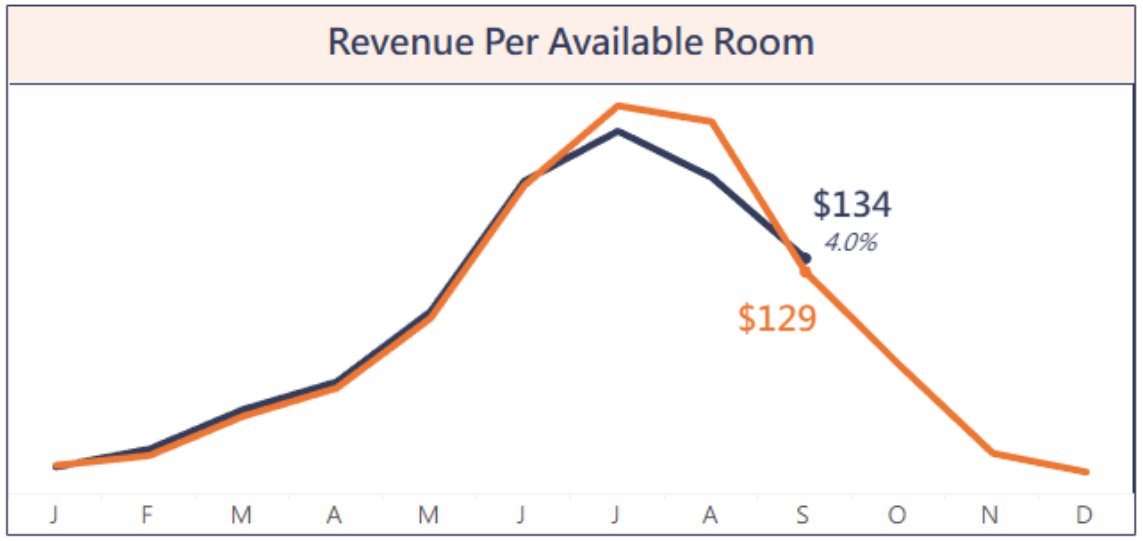


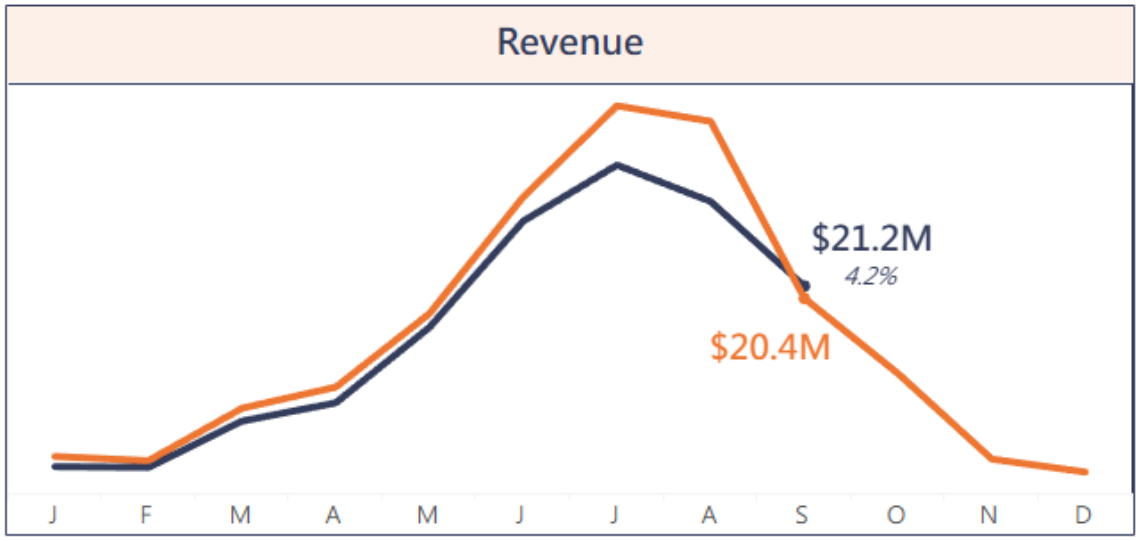
Source: STR

Deschutes County – September 2026







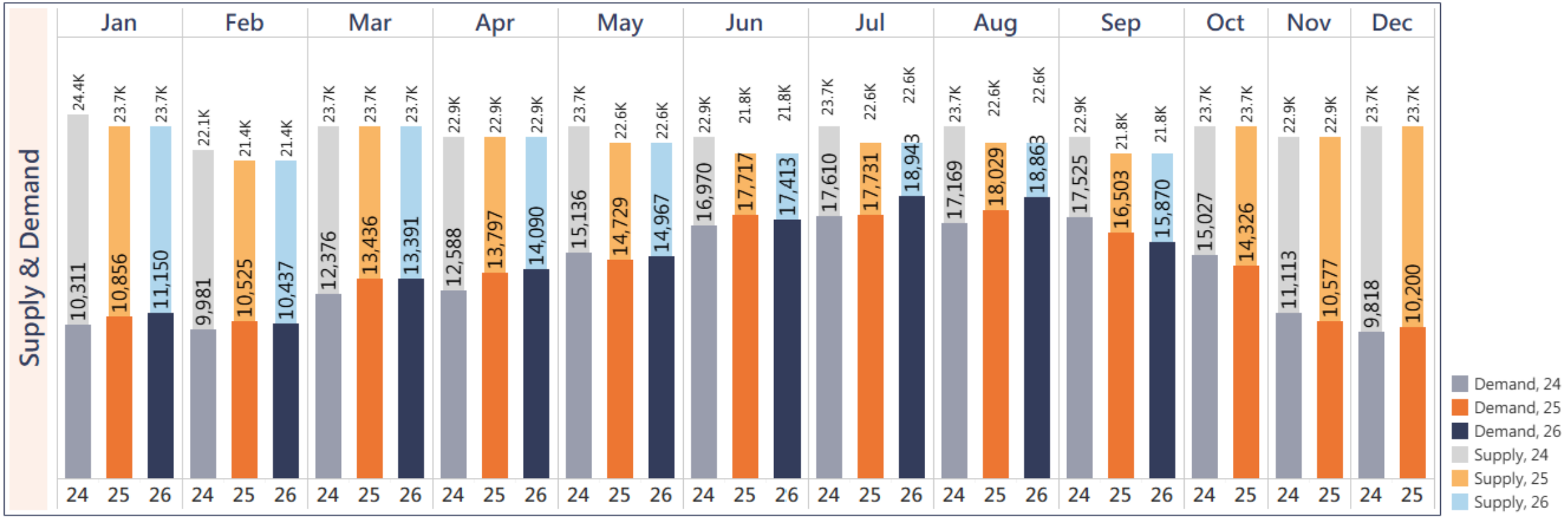


Source: STR


Redmond

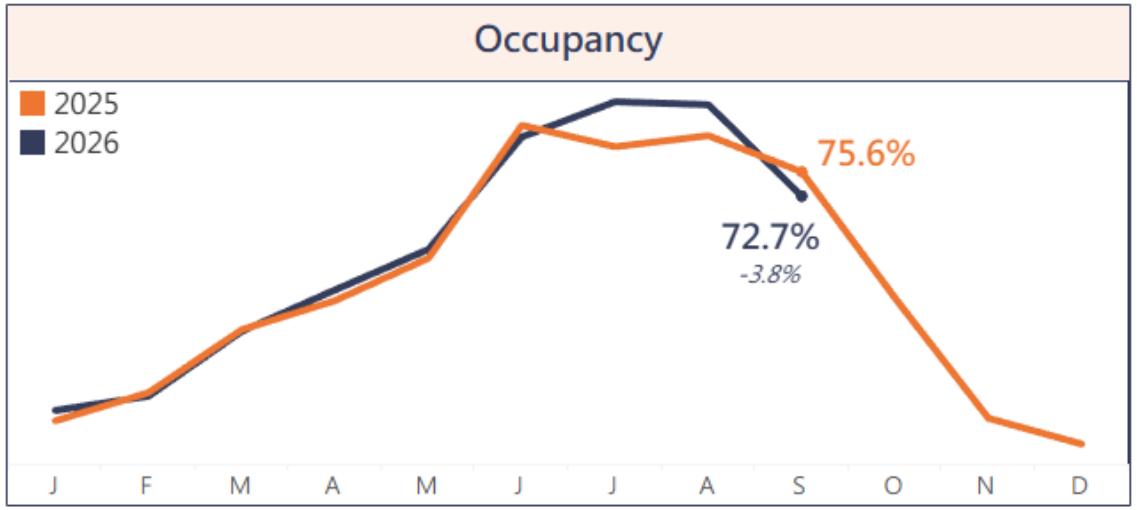
Redmond – September 2026

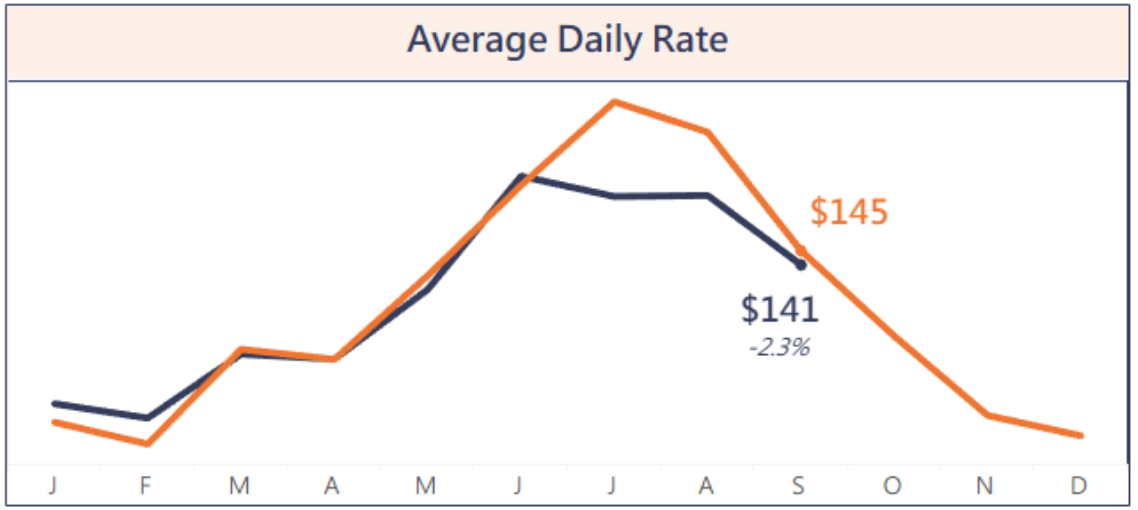
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Sep '26	72.7%	$141.47	$102.80	21,840	15,870	$2,245,138
YOY	-3.8%	-2.3%	-6.1%	0.0%	-3.8%	-6.1%

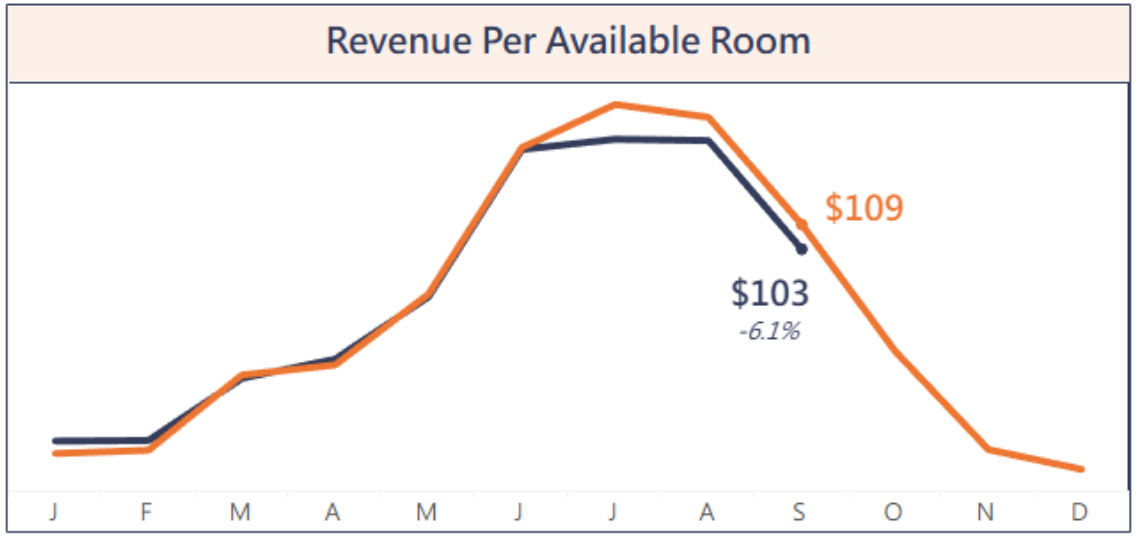


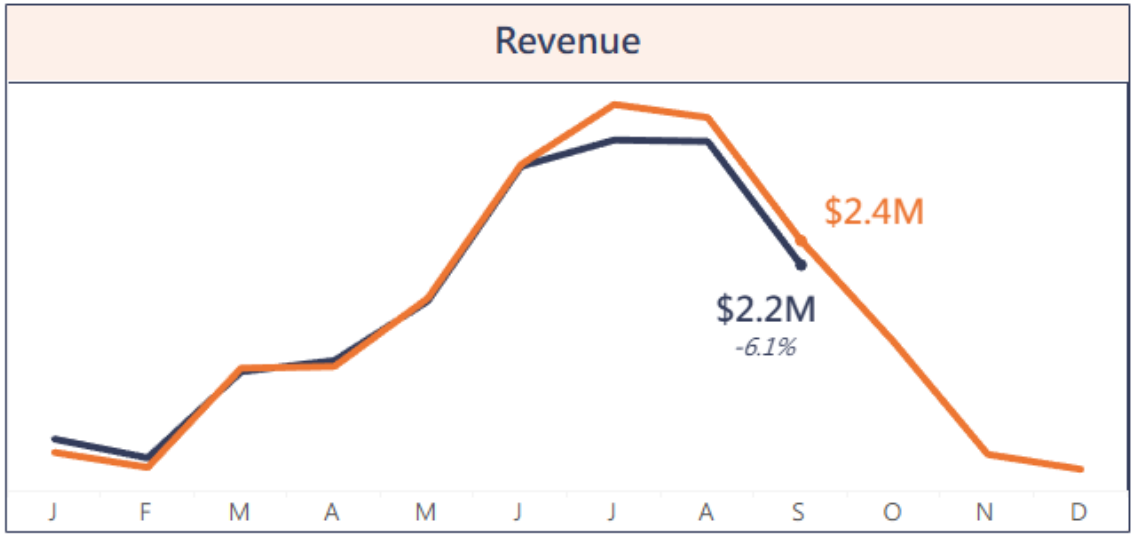
Source: STR

Redmond – September 2026







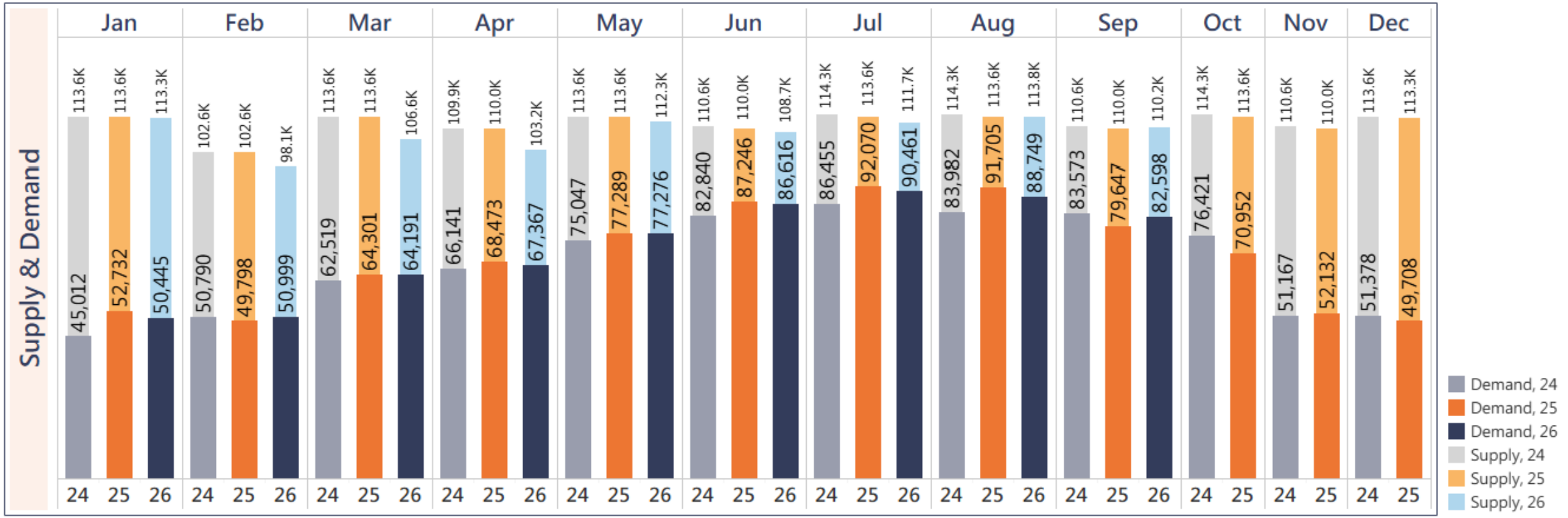


Source: STR


Bend

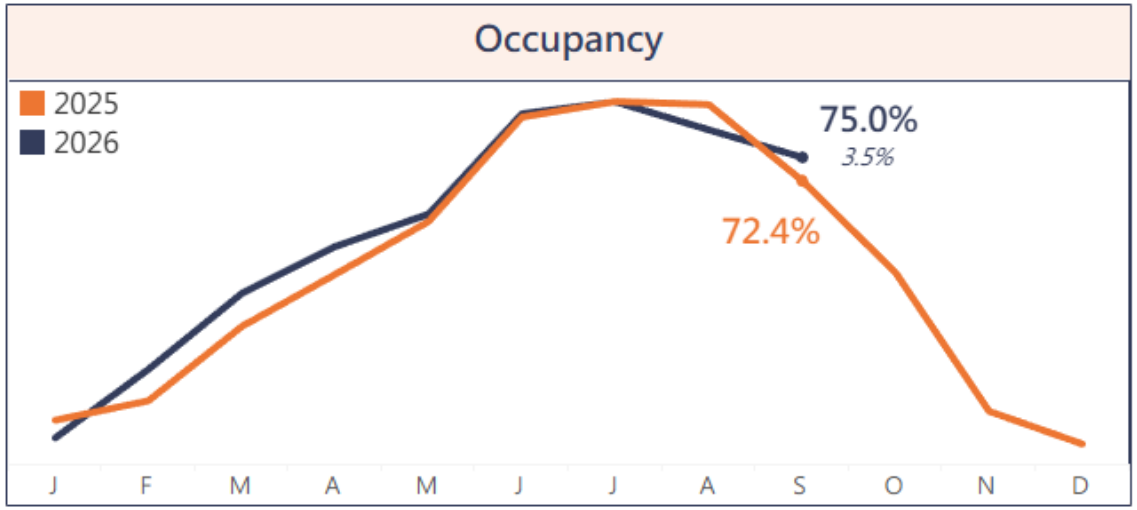
Bend – September 2026

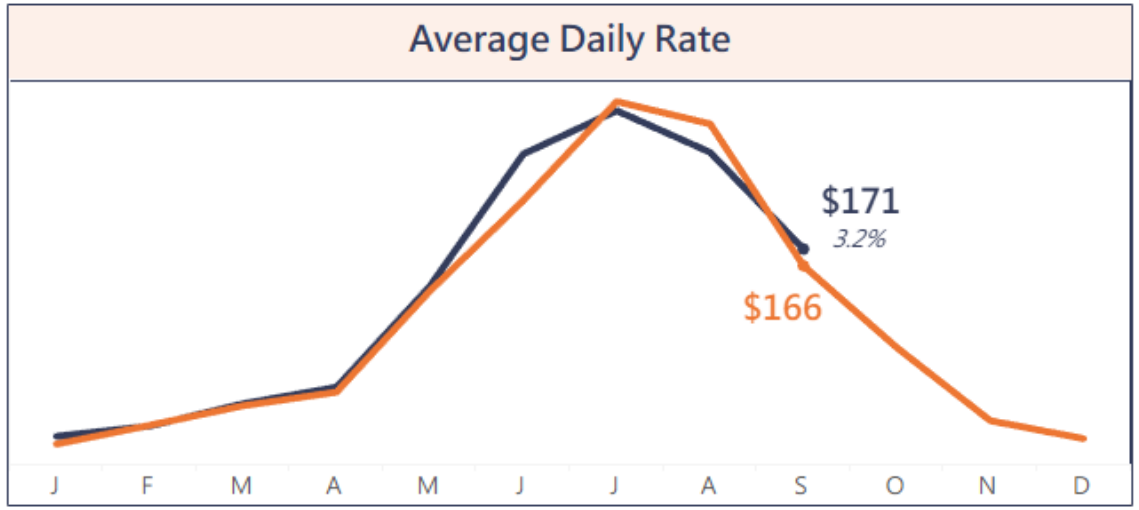
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Sep '26	75.0%	$171.39	$128.50	110,160	82,598	$14,156,062
YOY	3.5%	3.2%	6.9%	0.2%	3.7%	7.1%

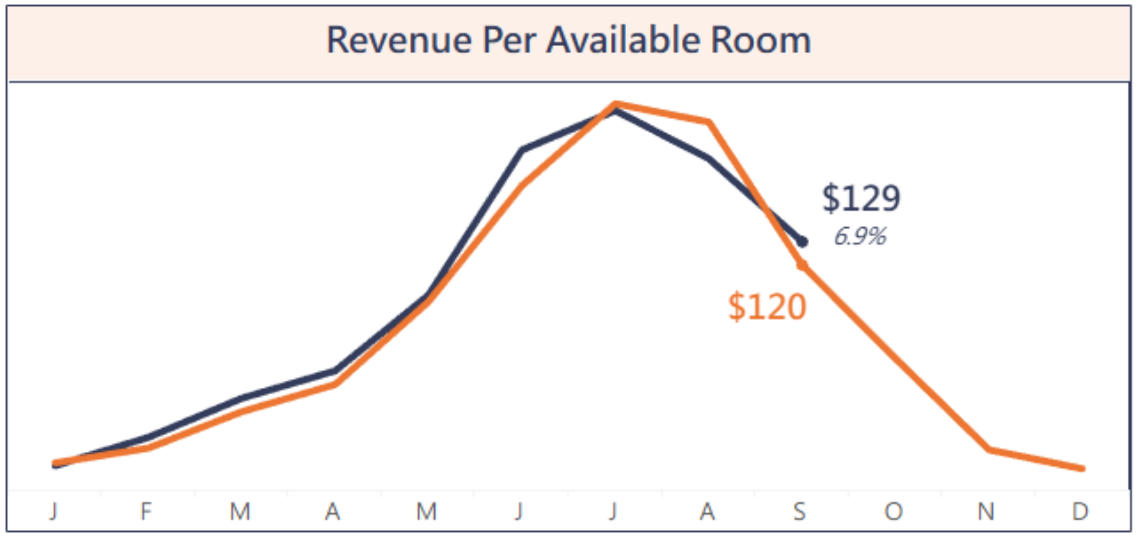


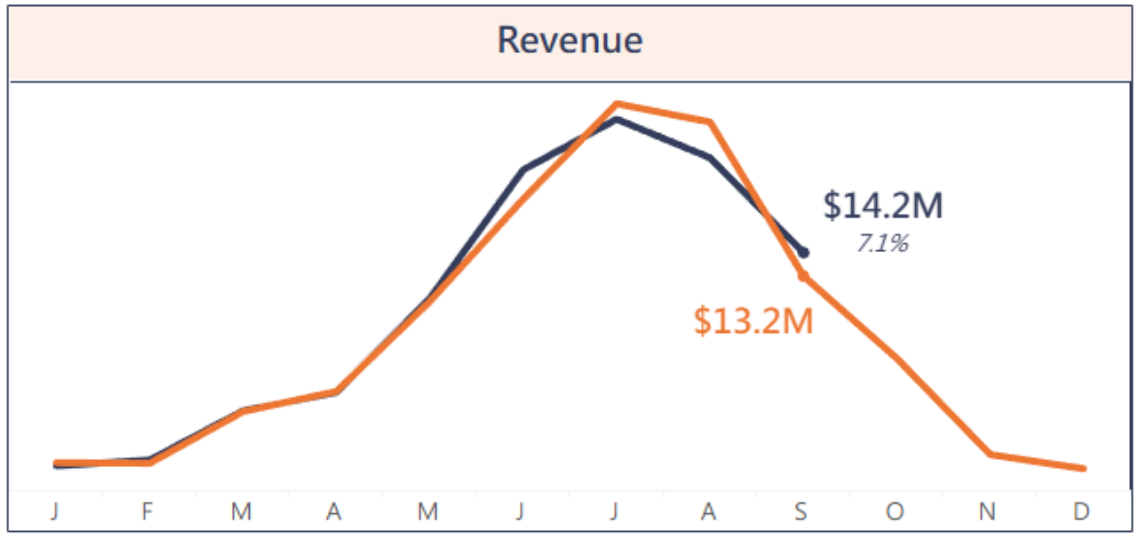
Source: STR

Bend – September 2026









Source: STR

Bend – September 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Occ 60.3% ADR $152 Demand 2,215	2 Occ 66.3% ADR $150 Demand 2,433	3 Occ 71.4% ADR $170 Demand 2,620	4 Occ 75.8% ADR $196 Demand 2,784	5 Occ 85.6% ADR $205 Demand 3,143
6 Occ 79.2% ADR $175 Demand 2,908	7 Occ 46.3% ADR $144 Demand 1,699	8 Occ 65.5% ADR $155 Demand 2,406	9 Occ 76.4% ADR $164 Demand 2,805	10 Occ 82.8% ADR $177 Demand 3,041	11 Occ 71.9% ADR $182 Demand 2,641	12 Occ 81.7% ADR $191 Demand 3,001
13 Occ 63.3% ADR $157 Demand 2,326	14 Occ 78.6% ADR $156 Demand 2,887	15 Occ 82.8% ADR $160 Demand 3,042	16 Occ 87.7% ADR $171 Demand 3,219	17 Occ 84.6% ADR $174 Demand 3,105	18 Occ 90.9% ADR $228 Demand 3,338	19 Occ 84.9% ADR $198 Demand 3,116
20 Occ 62.0% ADR $153 Demand 2,275	21 Occ 75.3% ADR $159 Demand 2,766	22 Occ 87.0% ADR $174 Demand 3,195	23 Occ 82.2% ADR $175 Demand 3,018	24 Occ 75.5% ADR $178 Demand 2,774	25 Occ 79.2% ADR $199 Demand 2,910	26 Occ 80.5% ADR $187 Demand 2,957
27 Occ 66.4% ADR $176 Demand 2,437	28 Occ 66.5% ADR $149 Demand 2,442	29 Occ 71.9% ADR $153 Demand 2,639	30 Occ 74.0% ADR $151 Demand 2,716			

Source: STR

Airbnb & Vrbo Short Term Rental Performance

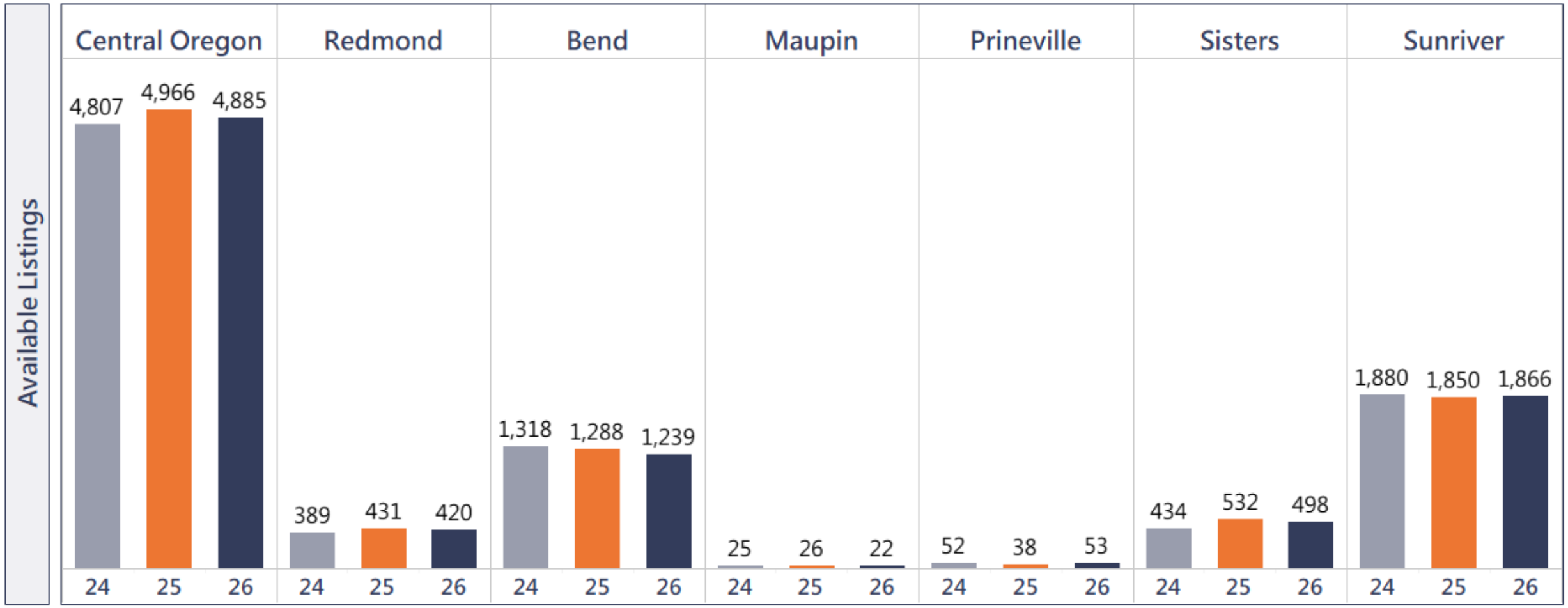


AirDNA - Definitions

- **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

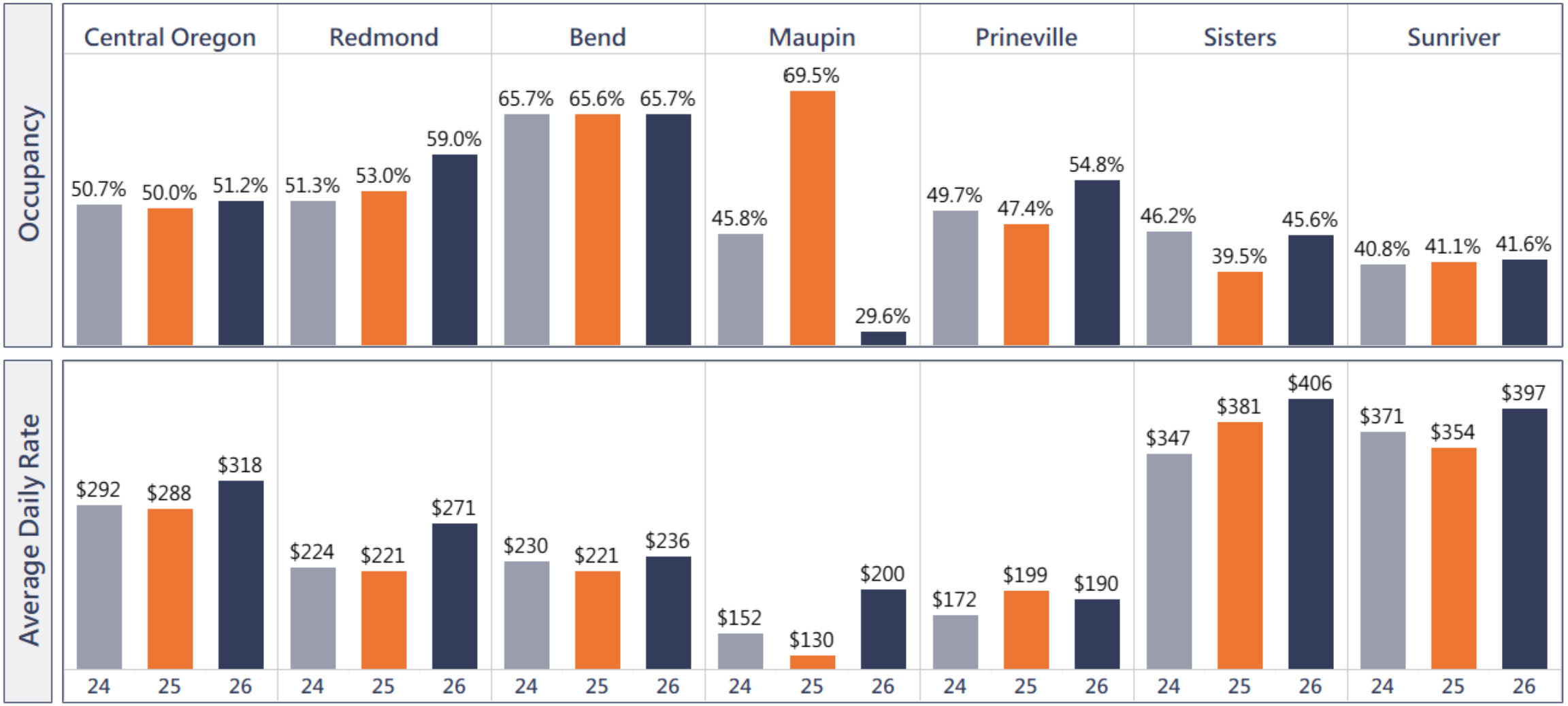
Source: AirDNA

September 2026 Regional Summary



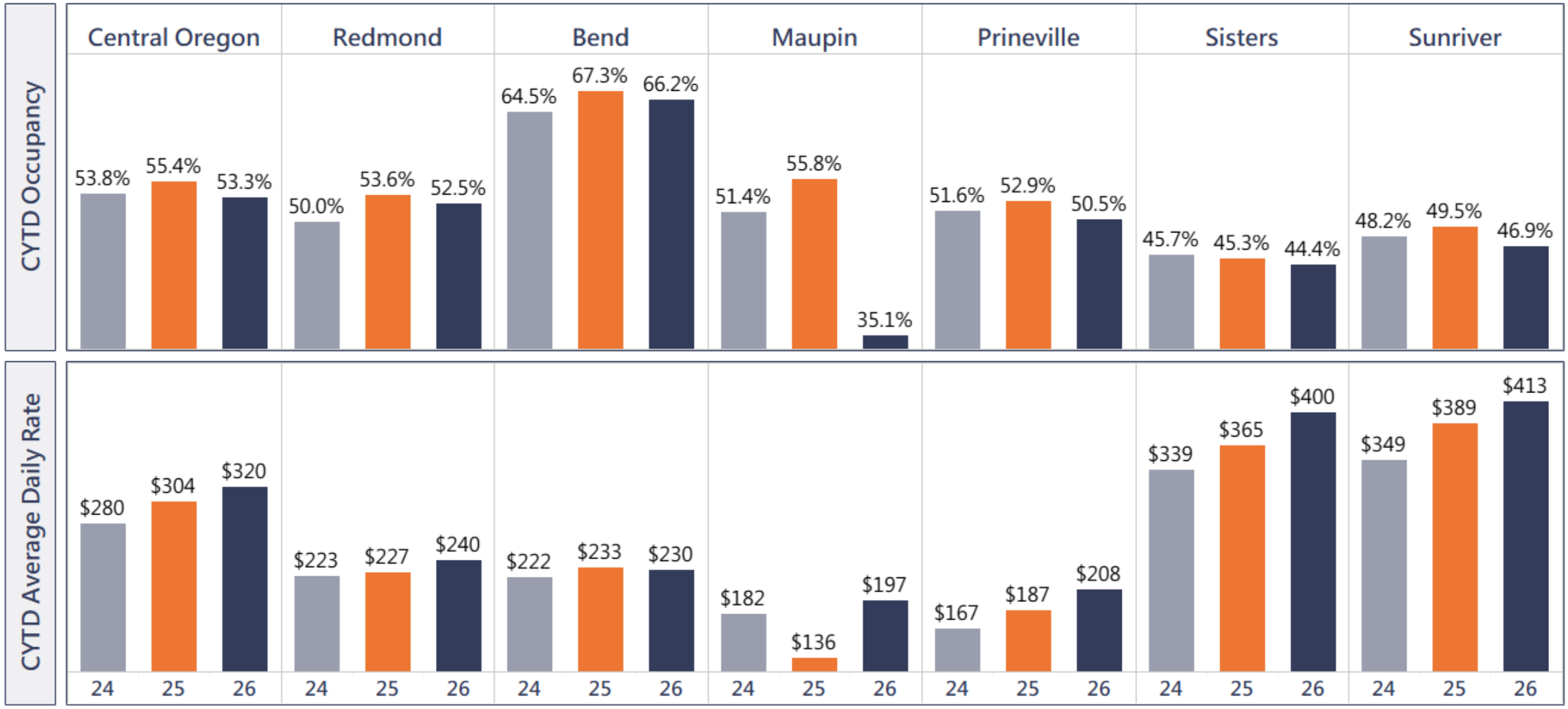
Source: AirDNA, 'Entire Place' Listings only

September 2026 Regional Summary



Source: AirDNA, 'Entire Place' Listings only

Calendar YTD Through September 2026



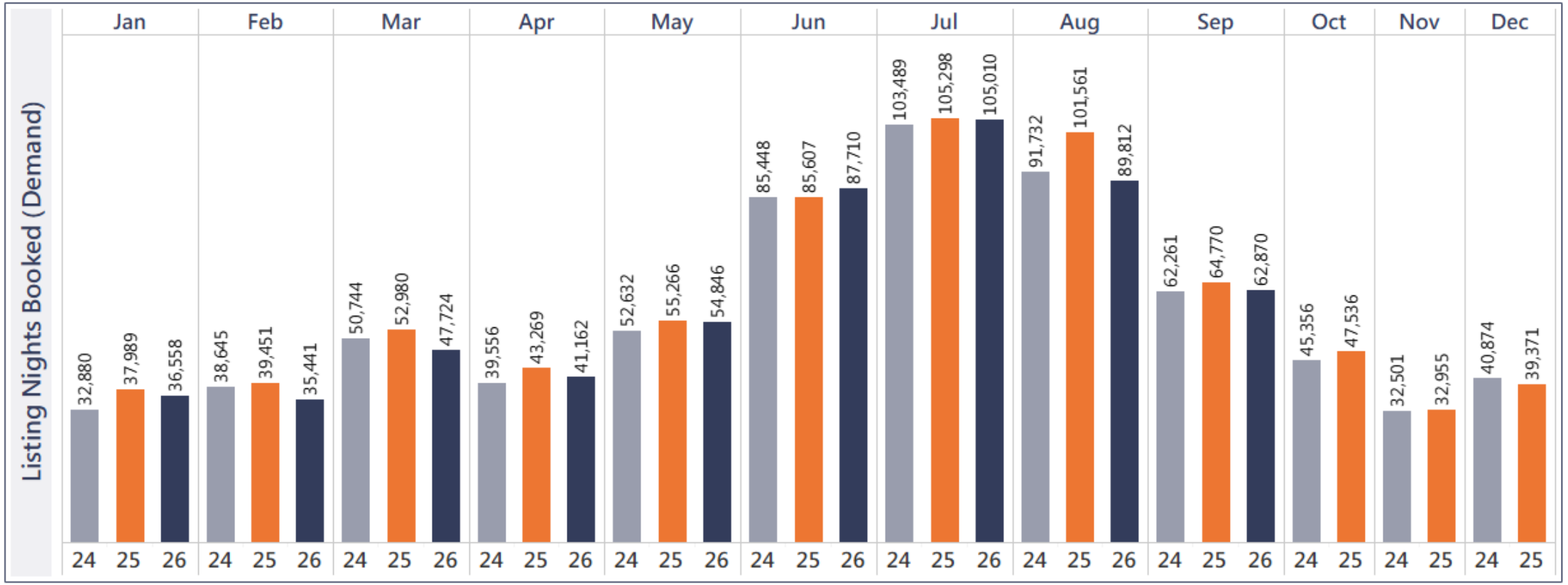
Source: AirDNA, 'Entire Place' Listings only



Central Oregon Region

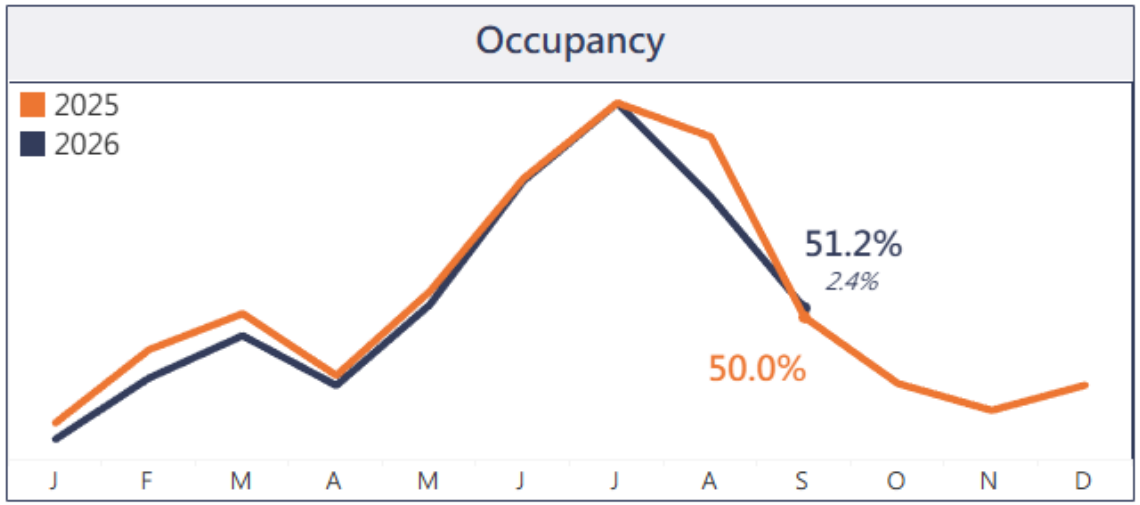
Central Oregon – September 2026

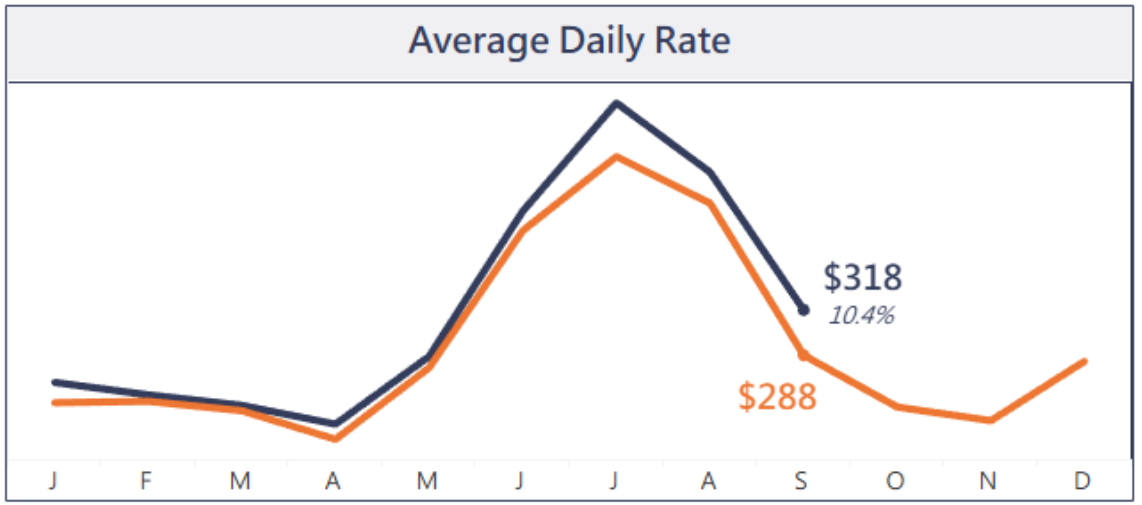
	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
Sep '26	51.2%	$317.51	$162.68	4,885	62,870	$19,961,542
YOY	2.4%	10.4%	13.1%	-1.6%	-2.9%	7.2%

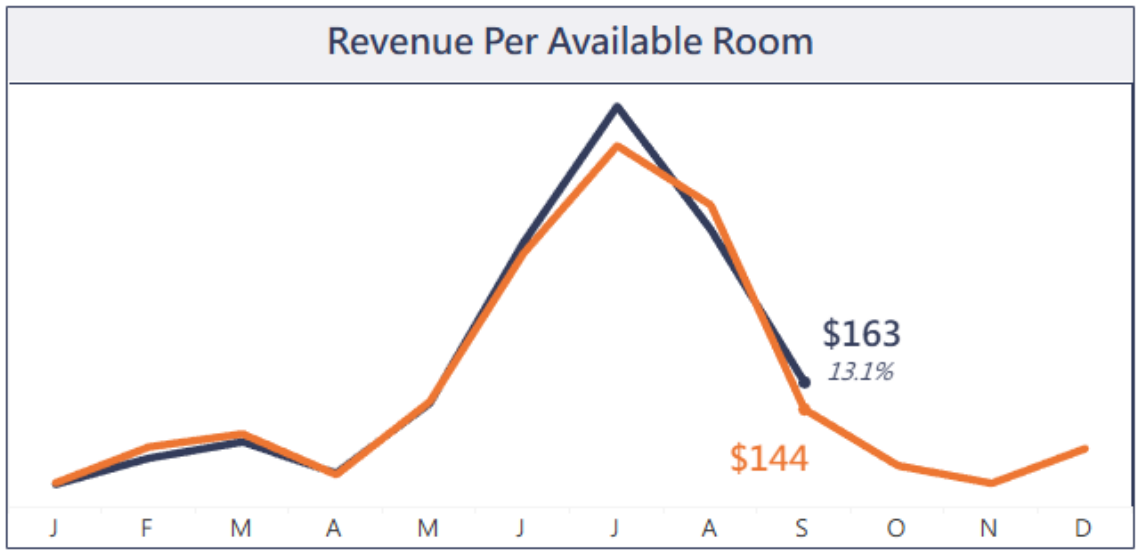


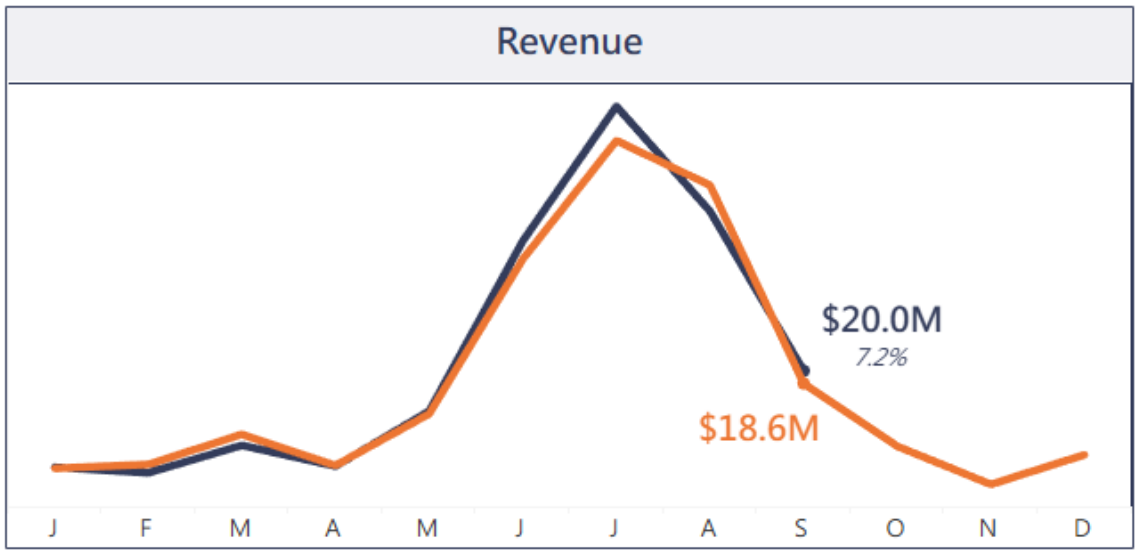
Source: AirDNA, 'Entire Place' Listings only

Central Oregon – September 2026







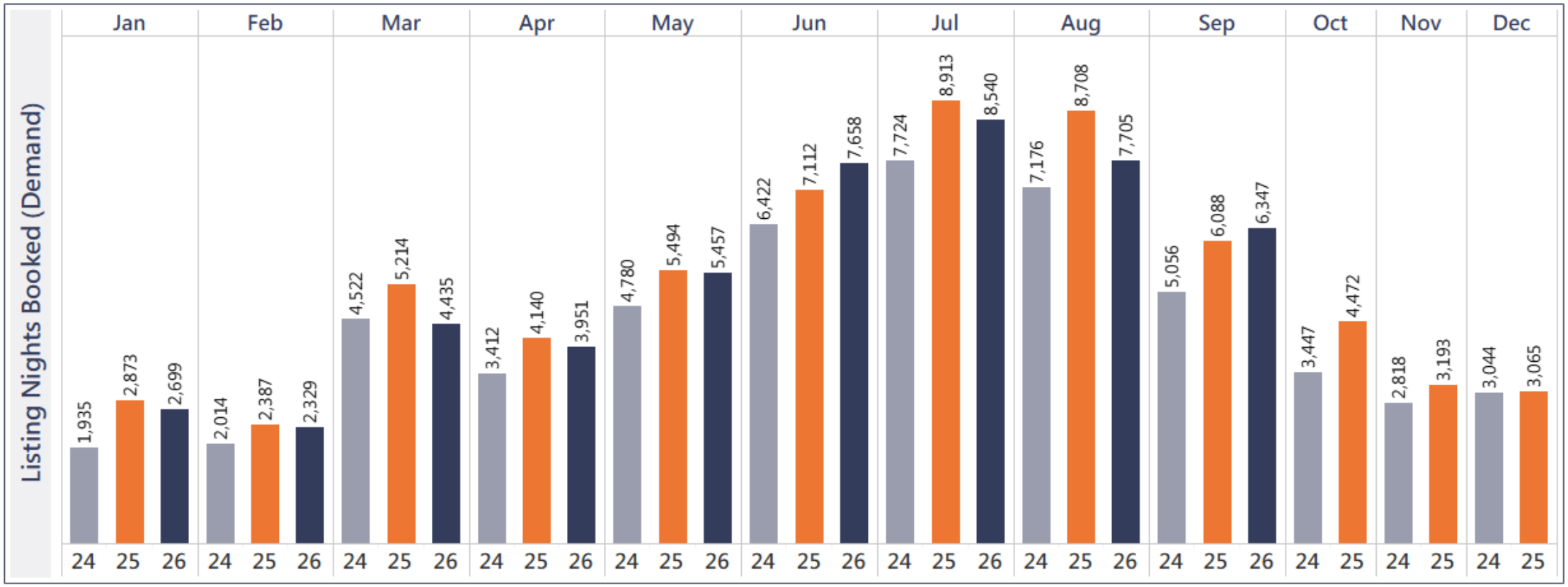


Source: AirDNA, 'Entire Place' Listings only


Redmond

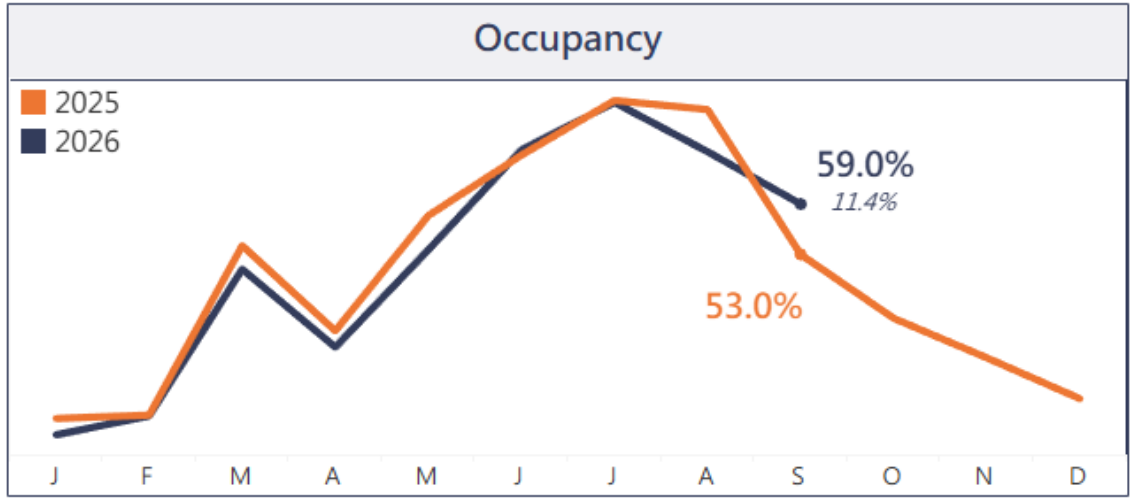
Redmond – September 2026

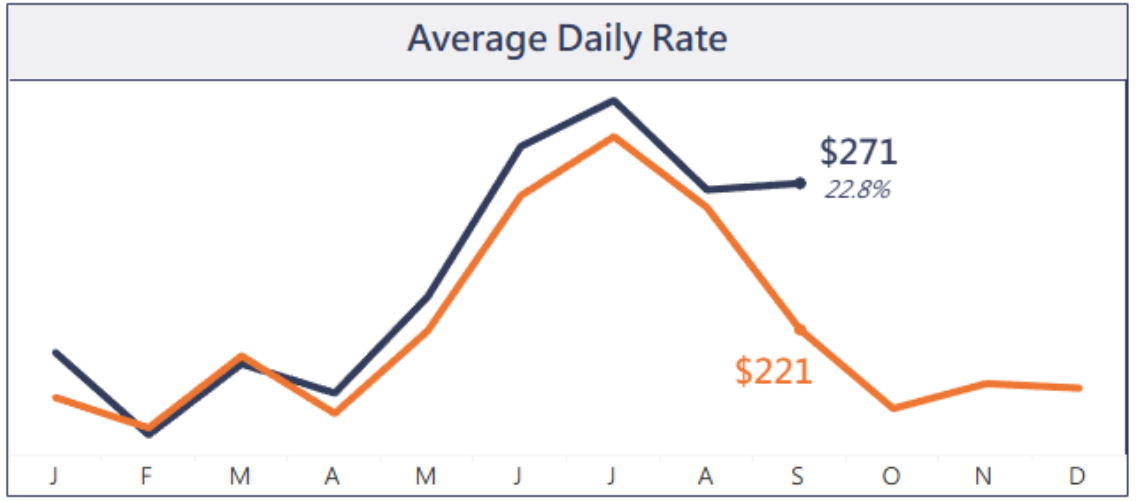
	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
Sep '26	59.0%	$271.20	$160.11	420	6,347	$1,721,322
YOY	11.4%	22.8%	36.8%	-2.6%	4.3%	28.1%

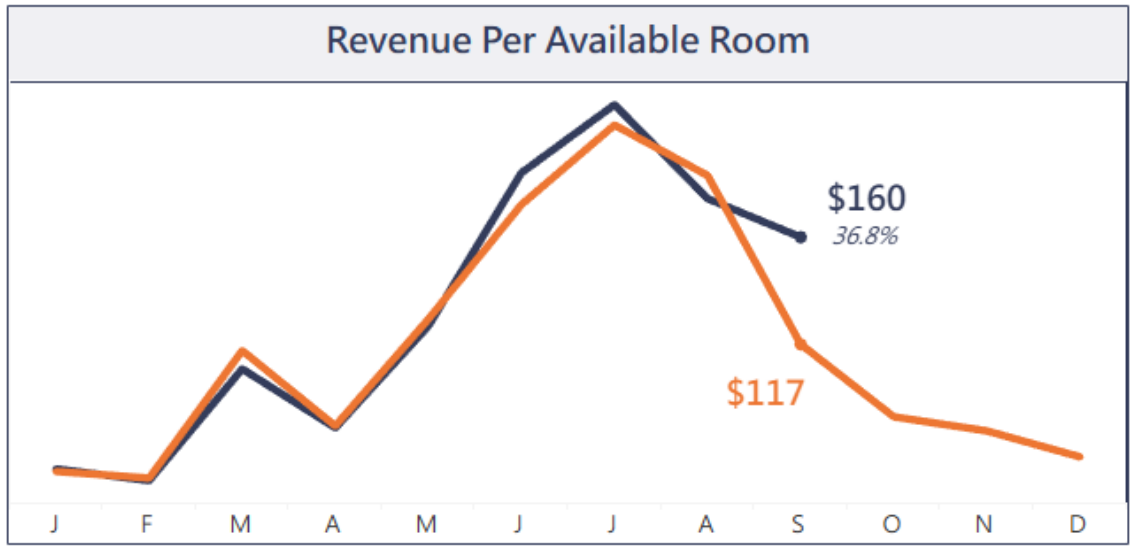


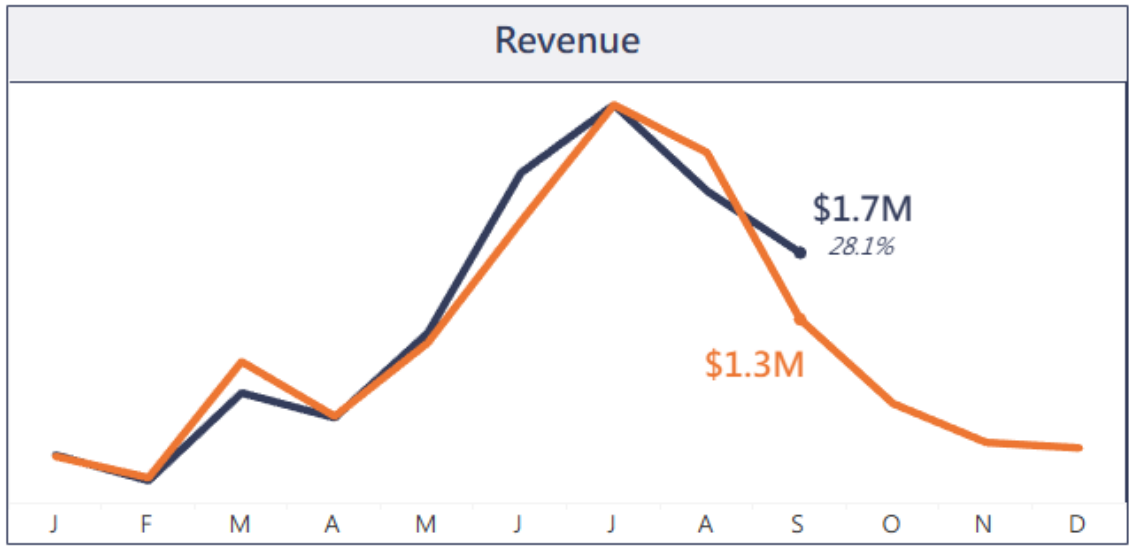
Source: AirDNA, 'Entire Place' Listings only

Redmond – September 2026







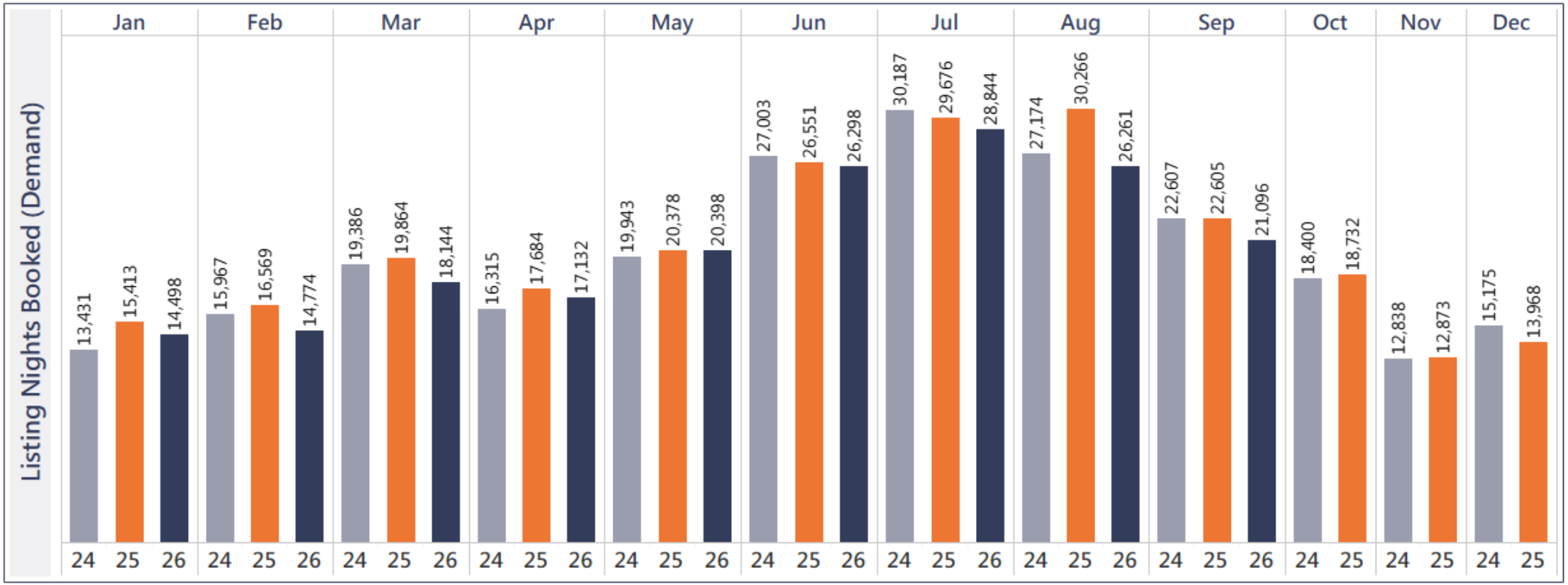


Source: AirDNA, 'Entire Place' Listings only


Bend

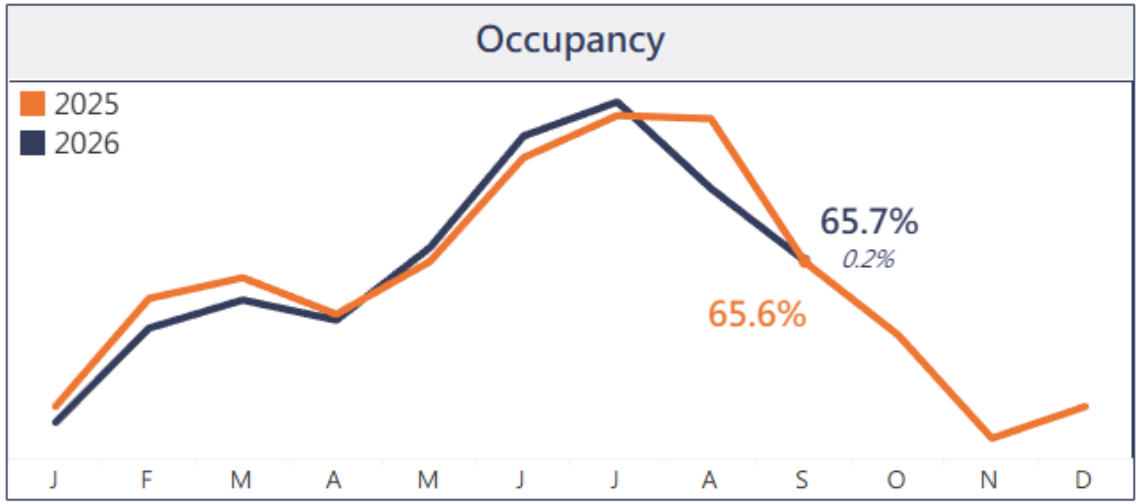
Bend – September 2026

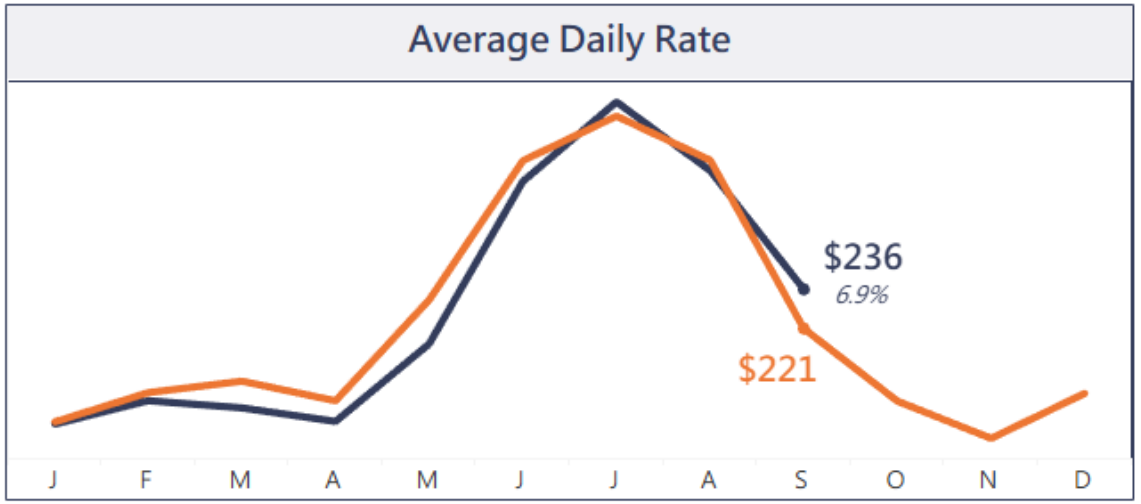
	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
Sep '26	65.7%	$235.88	$155.09	1,239	21,096	$4,976,192
YOY	0.2%	6.9%	7.1%	-3.8%	-6.7%	-0.3%

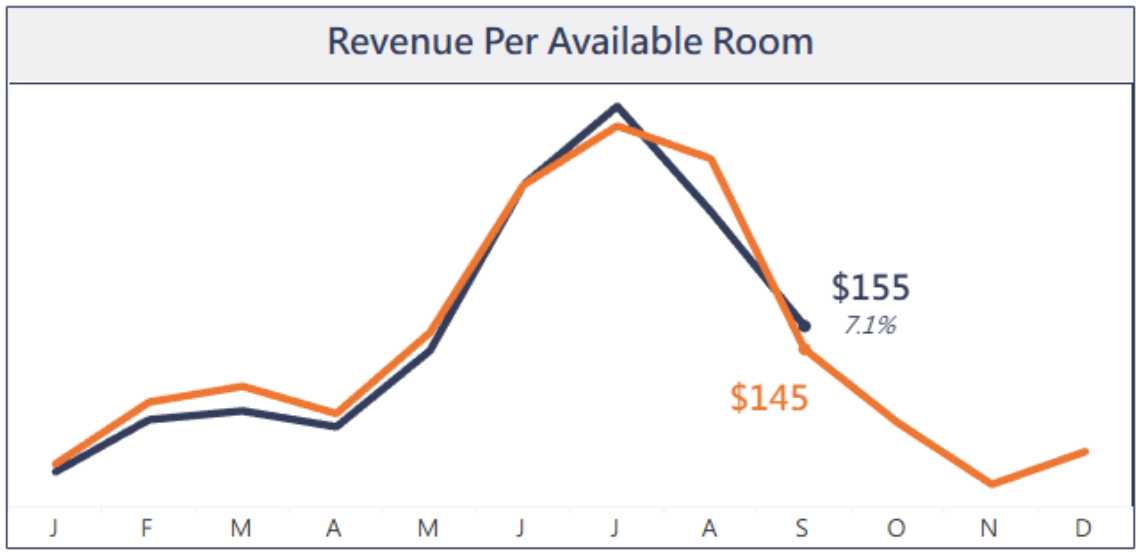


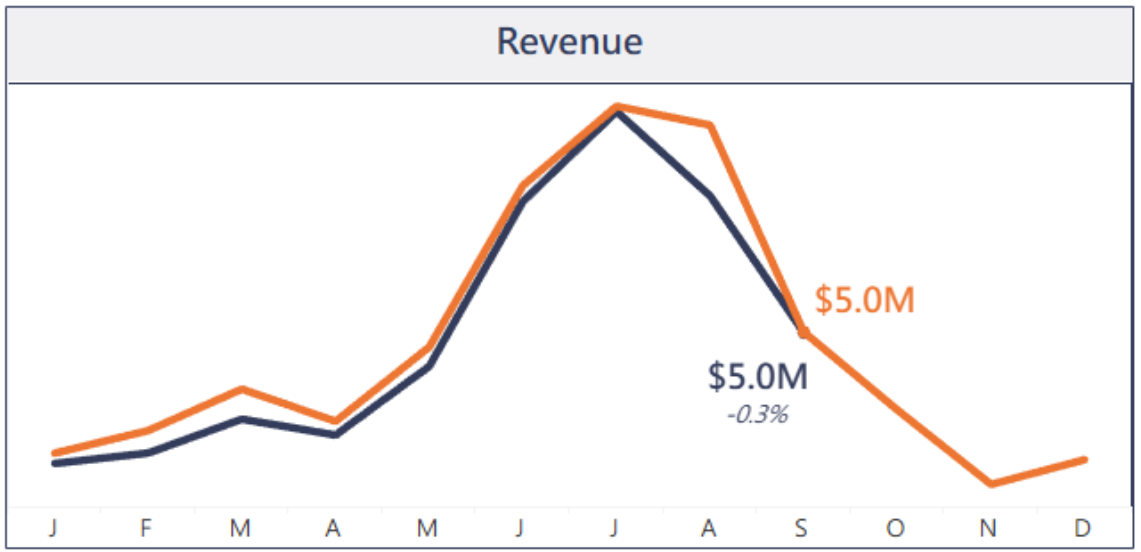
Source: AirDNA, 'Entire Place' Listings only

Bend – September 2026







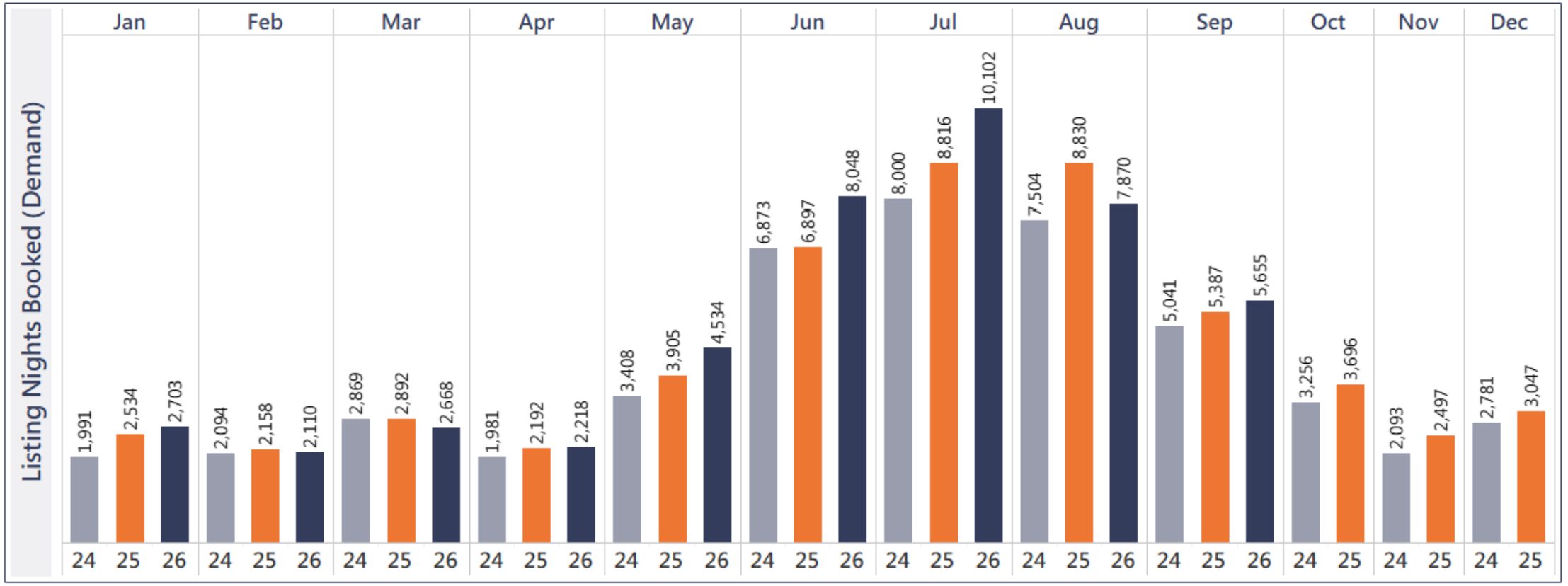


Source: AirDNA, 'Entire Place' Listings only


Sisters

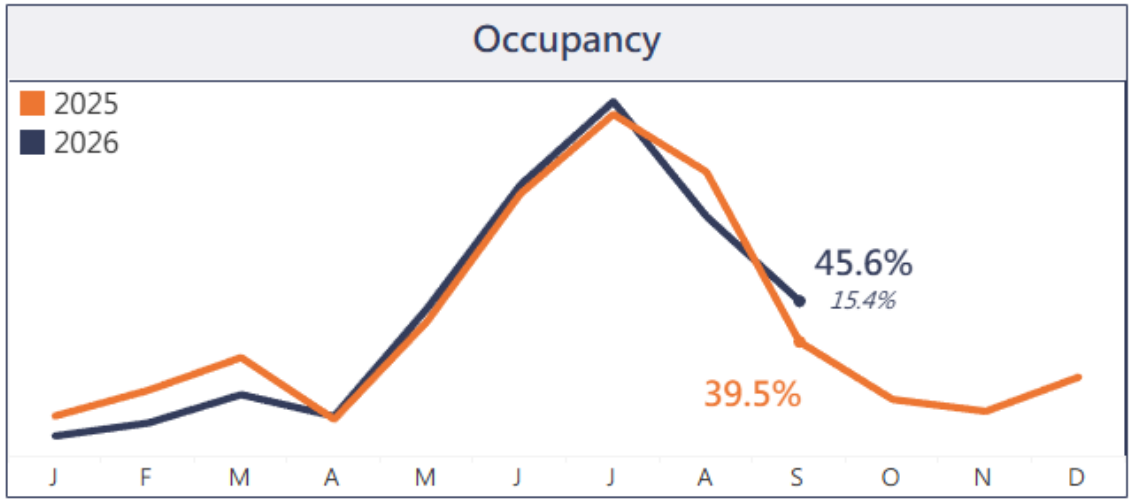
Sisters – September 2026

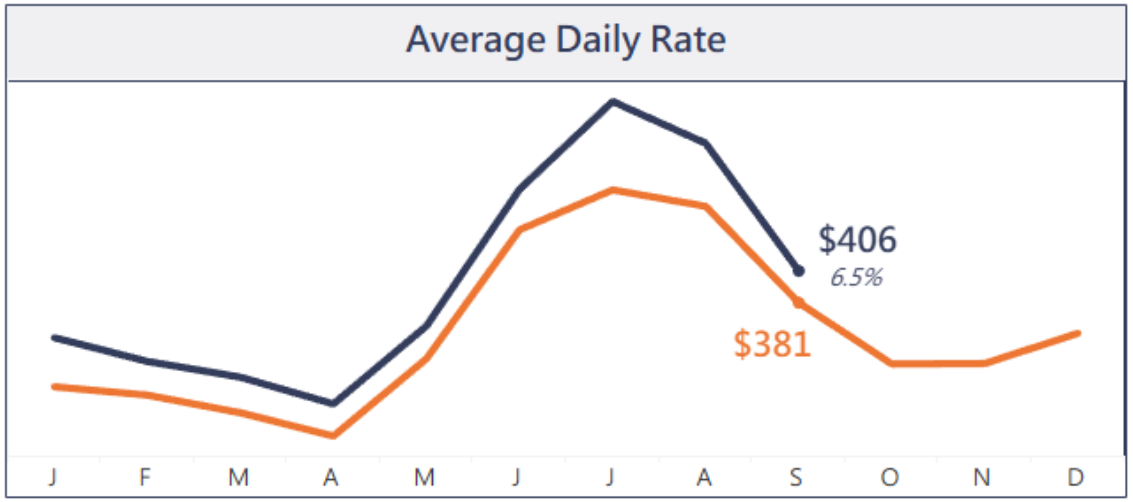
	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
Sep '26	45.6%	$406.14	$185.16	498	5,655	$2,296,712
YOY	15.4%	6.5%	22.9%	-6.4%	5.0%	11.8%

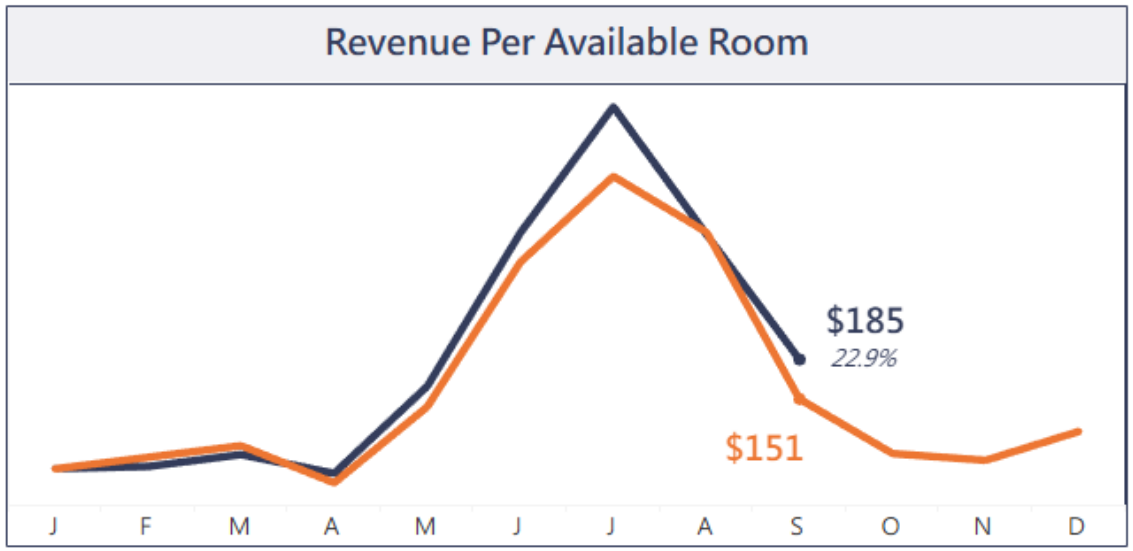


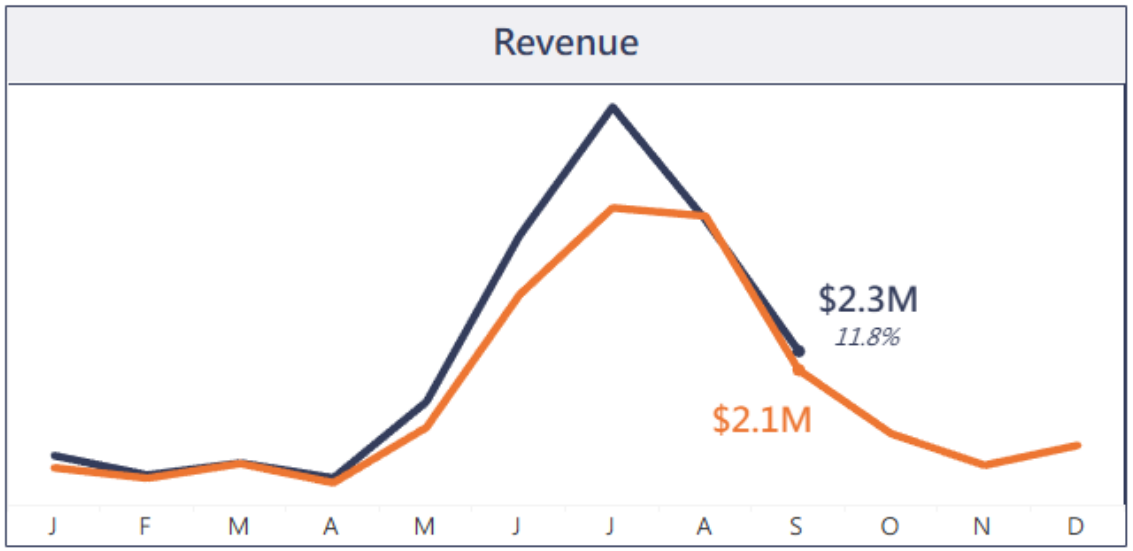
Source: AirDNA, 'Entire Place' Listings only

Sisters – September 2026







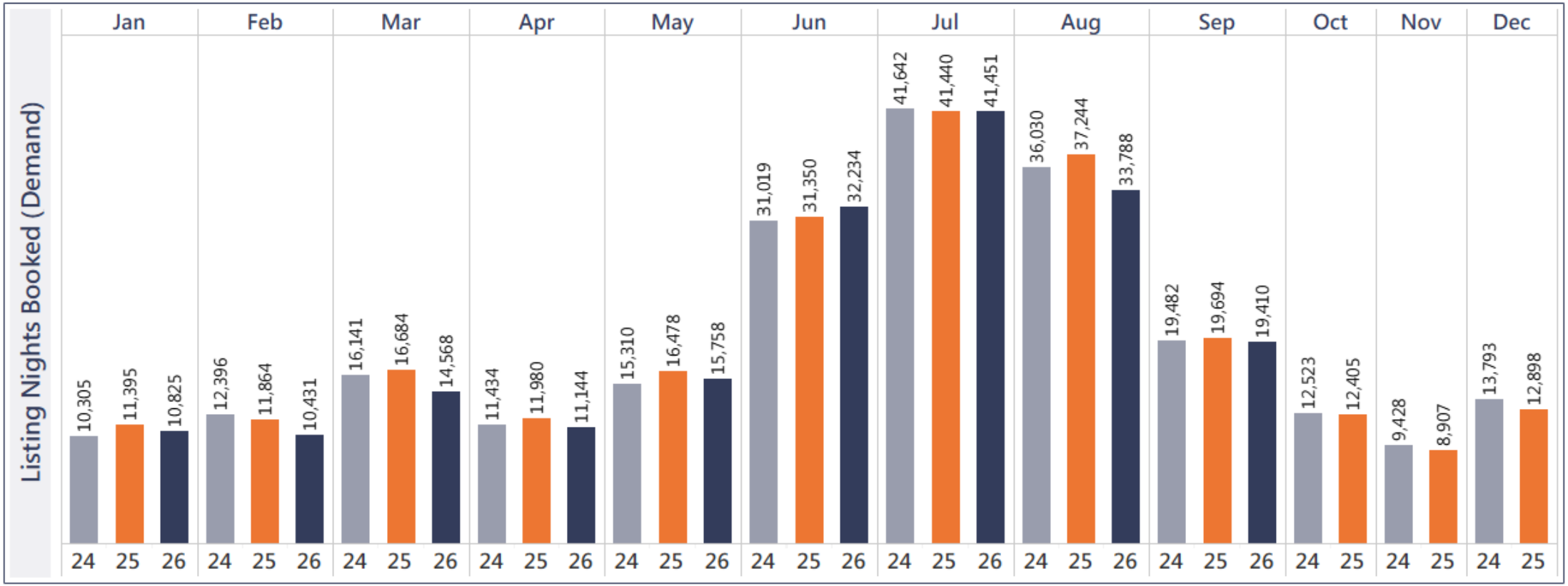


Source: AirDNA, 'Entire Place' Listings only


Sunriver

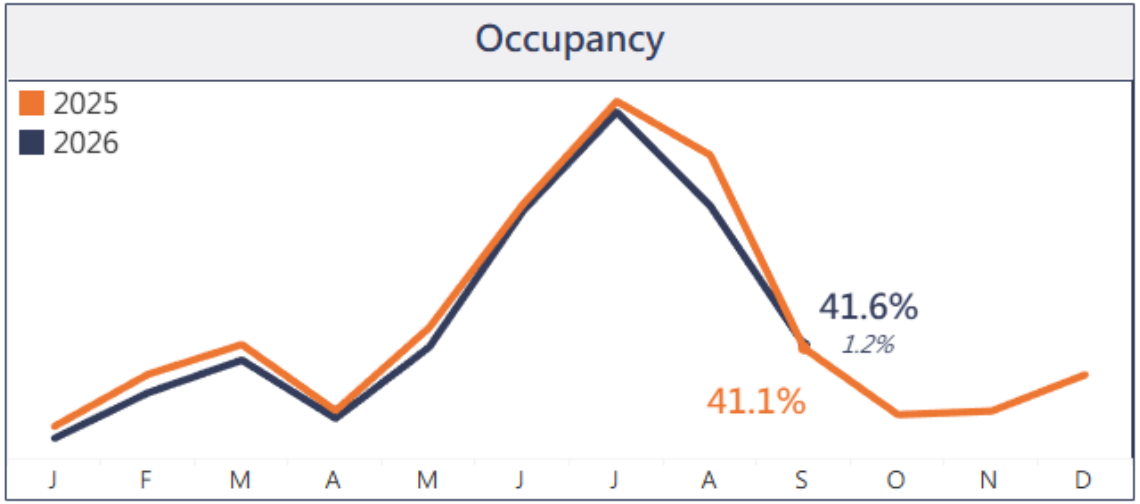
Sunriver – September 2026

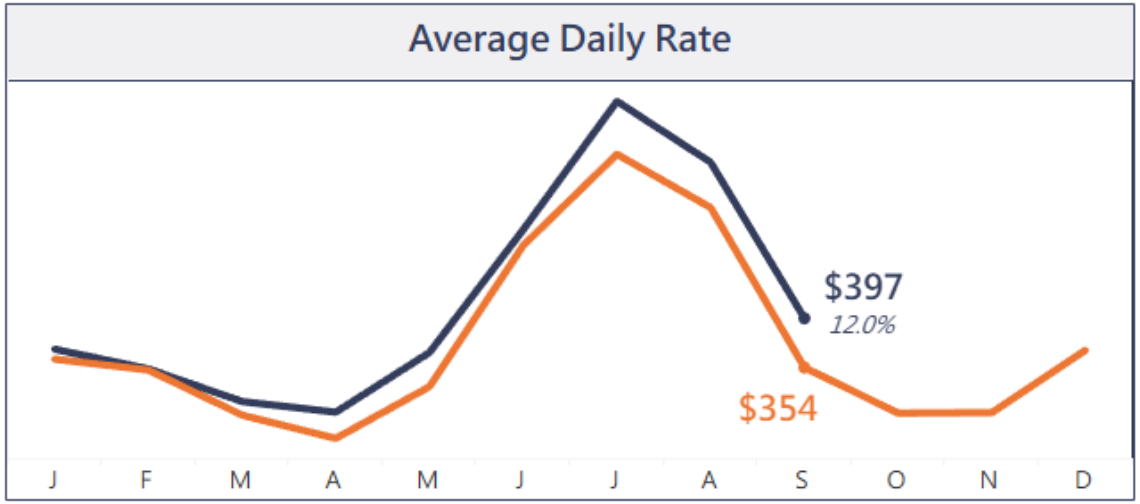
	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
Sep '26	41.6%	$396.81	$165.20	1,866	19,410	$7,702,143
YOY	1.2%	12.0%	13.4%	0.9%	-1.4%	10.4%

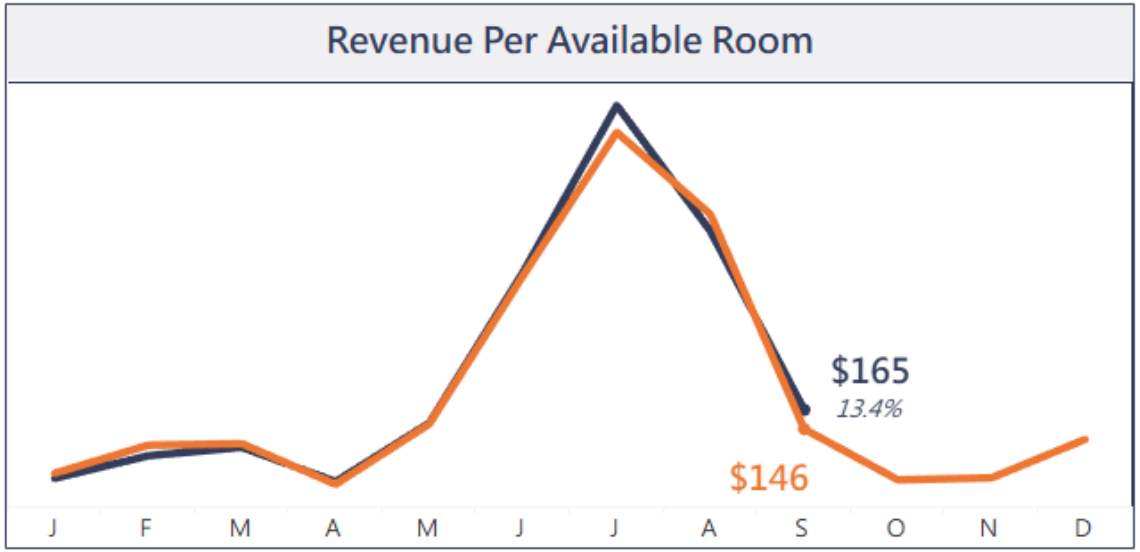


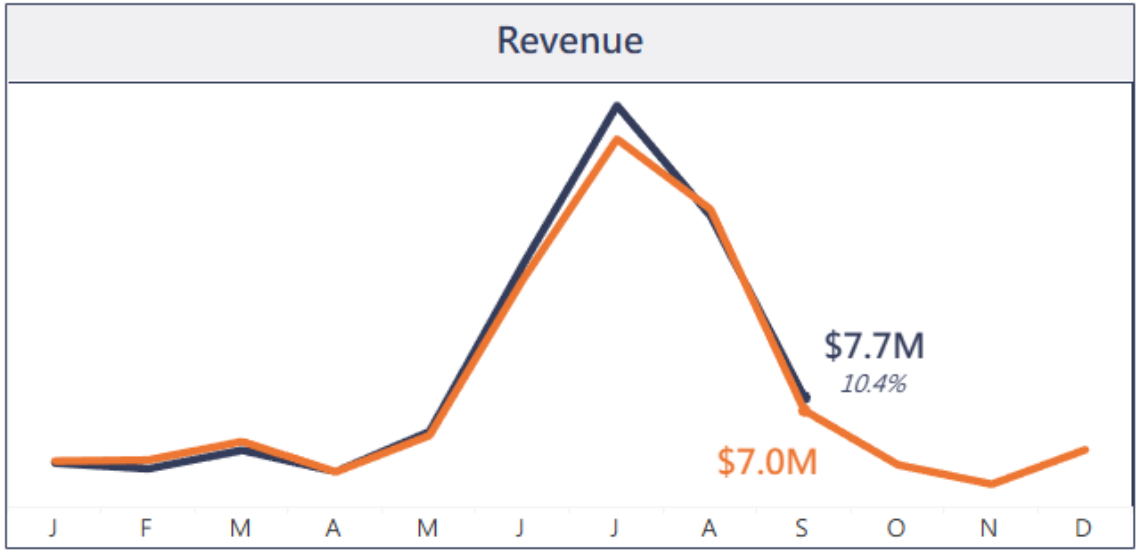
Source: AirDNA, 'Entire Place' Listings only

Sunriver – September 2026







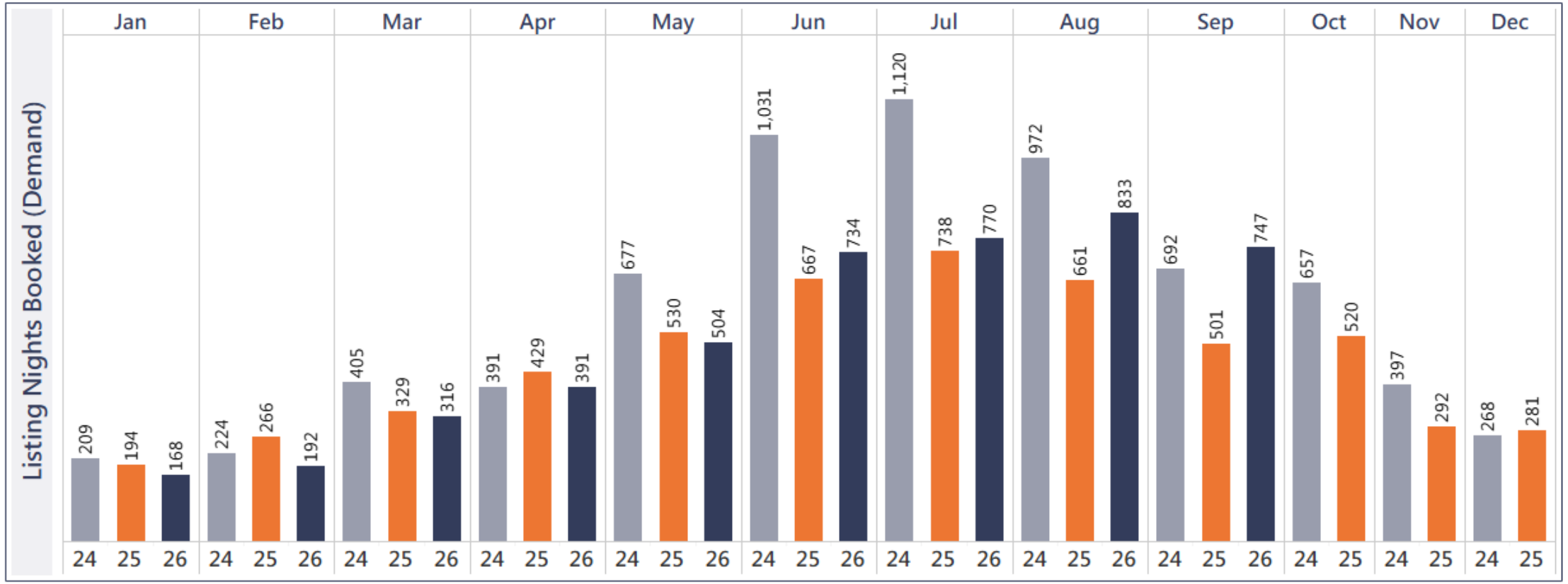


Source: AirDNA, 'Entire Place' Listings only


Prineville

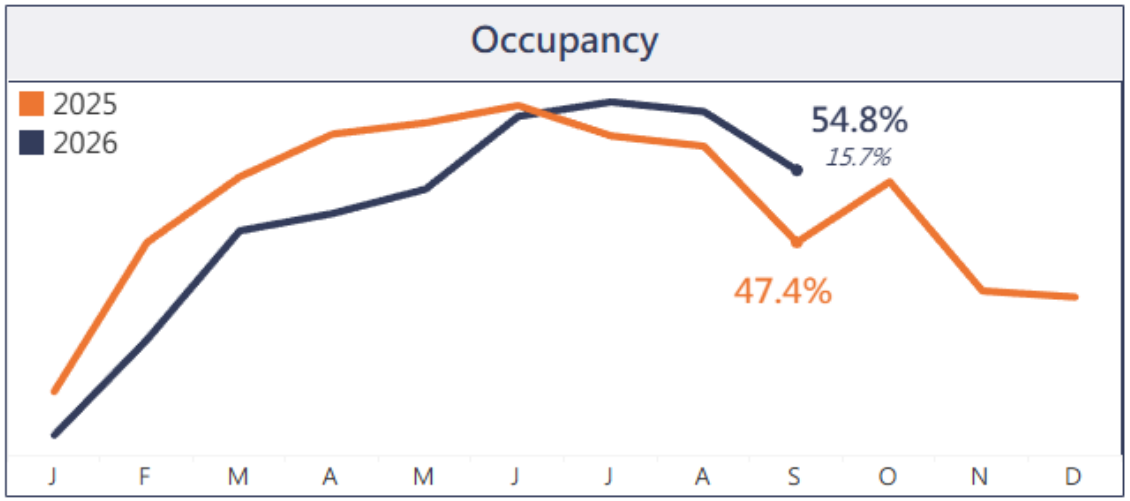
Prineville – September 2026

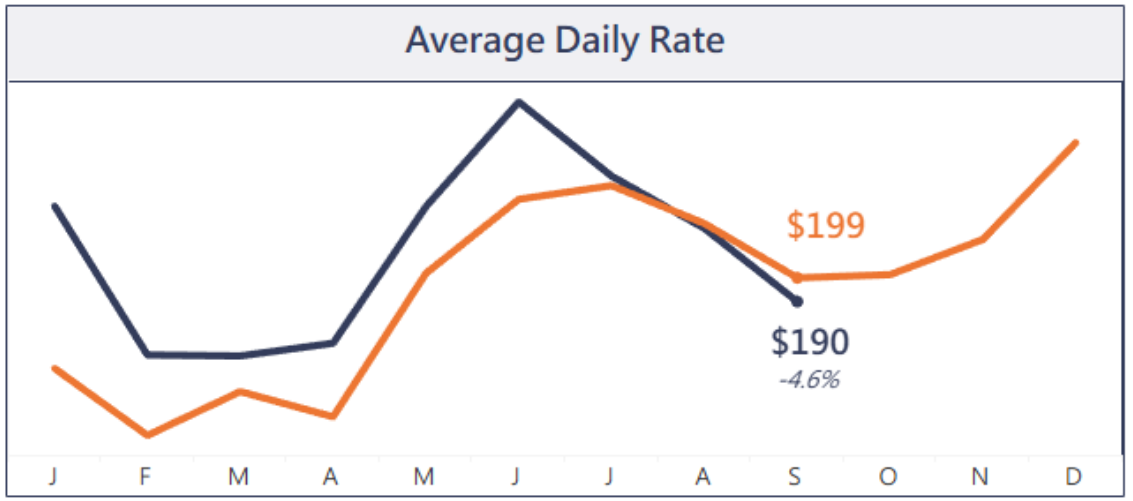
	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
Sep '26	54.8%	$189.60	$103.91	53	747	$141,634
YOY	15.7%	-4.6%	10.4%	39.5%	49.1%	42.2%

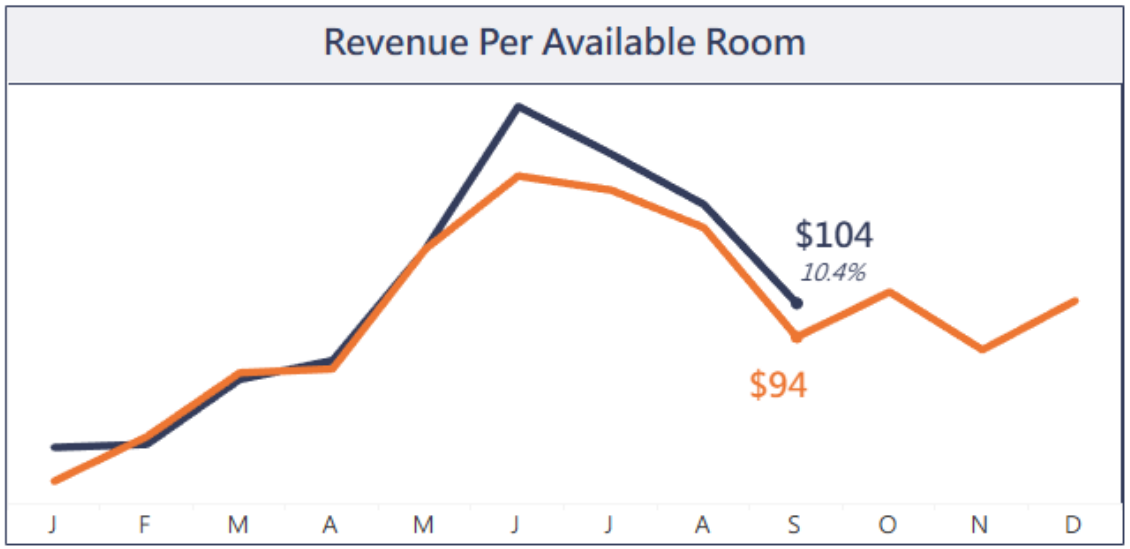


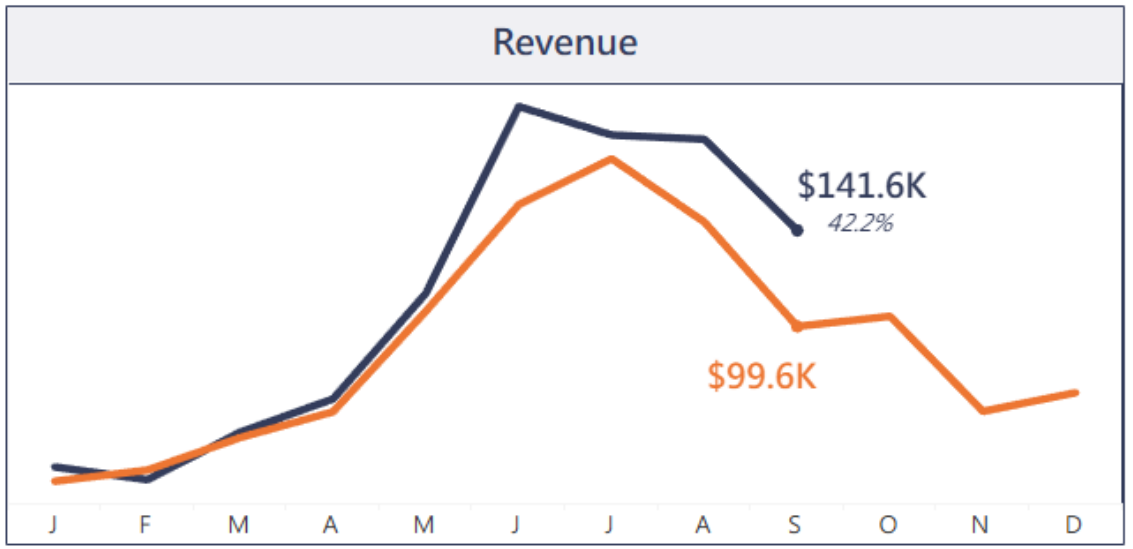
Source: AirDNA, 'Entire Place' Listings only

Prineville – September 2026







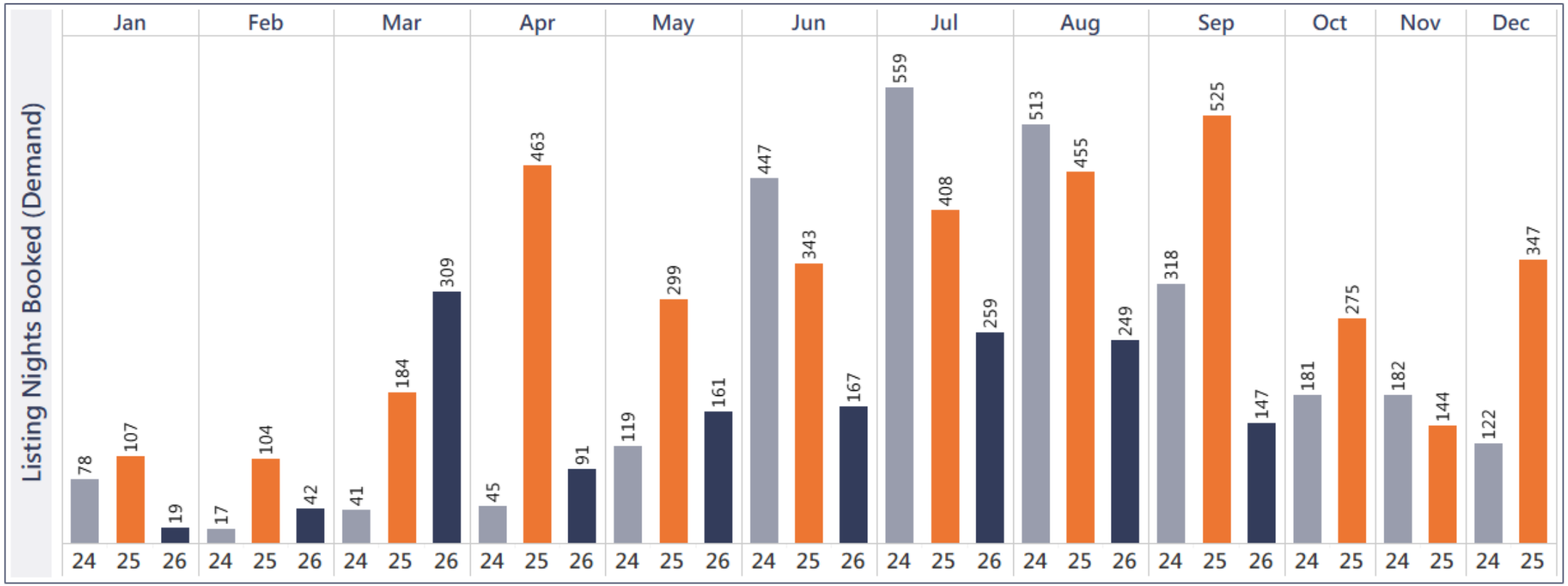


Source: AirDNA, 'Entire Place' Listings only


Maupin

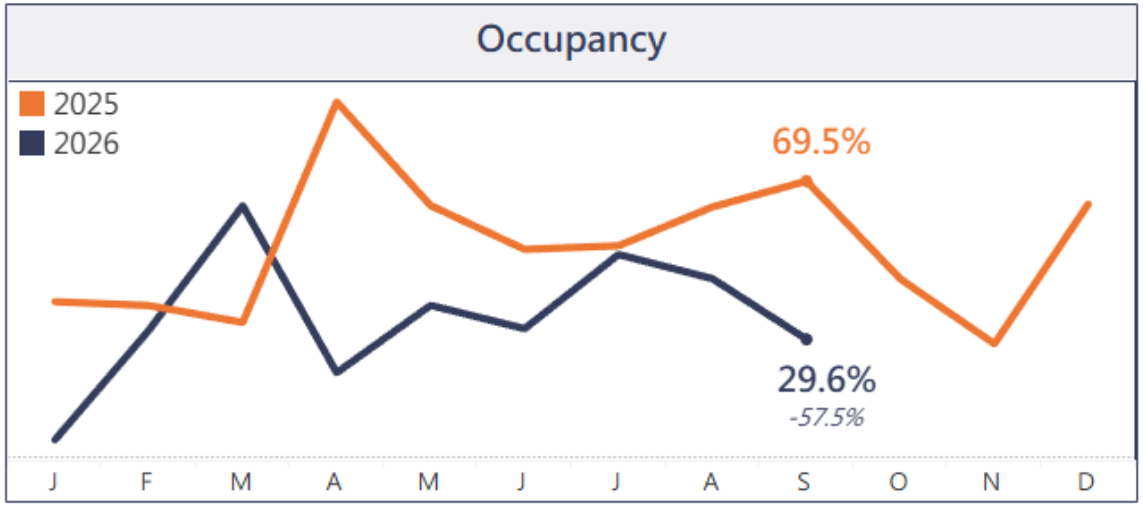
Maupin – September 2026

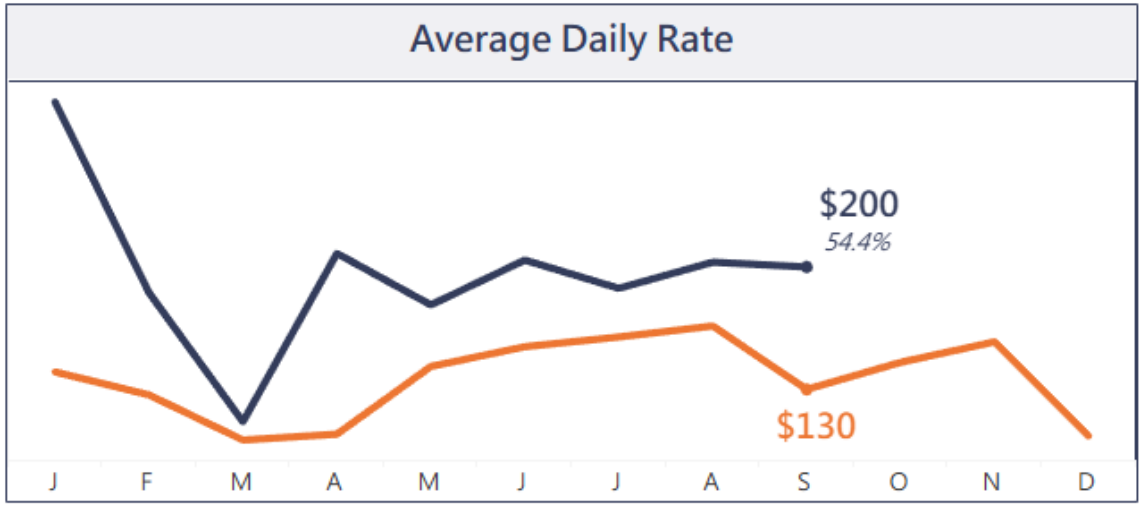
	Occupancy	ADR	RevPAR	Available Listings	Demand	Revenue
Sep '26	29.6%	$199.95	$59.14	22	147	$29,392
YOY	-57.5%	54.4%	-34.3%	-15.4%	-72.0%	-56.8%

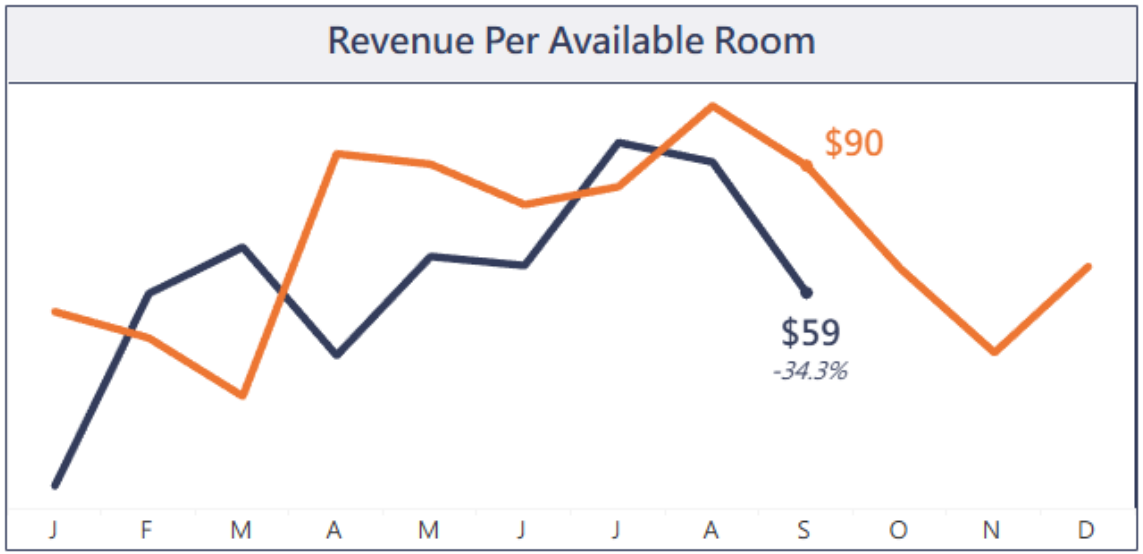


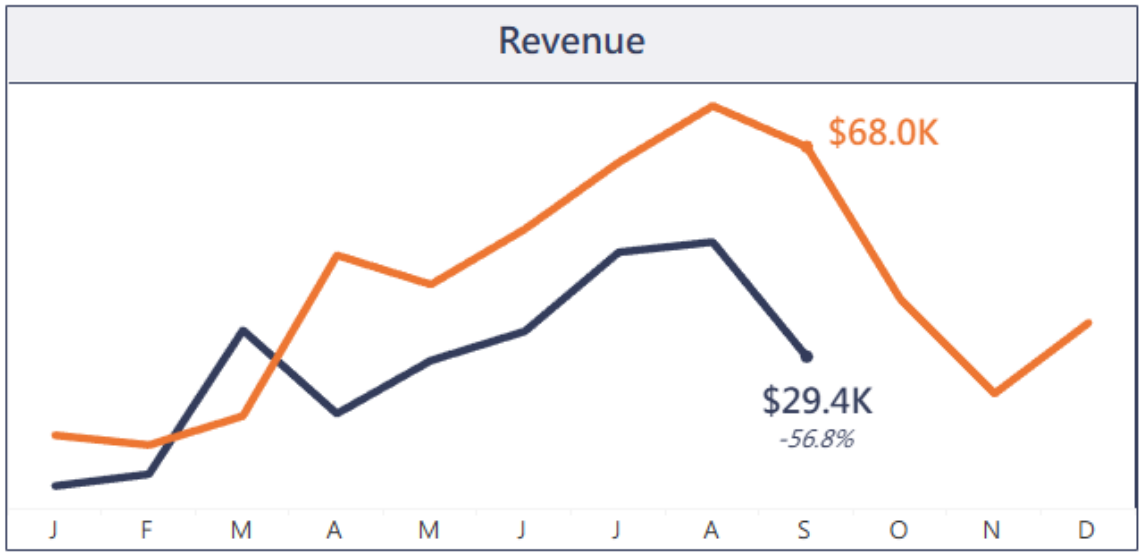
Source: AirDNA, 'Entire Place' Listings only

Maupin – September 2026









Source: AirDNA, 'Entire Place' Listings only

Redmond Municipal Airport



RDM: Route Map

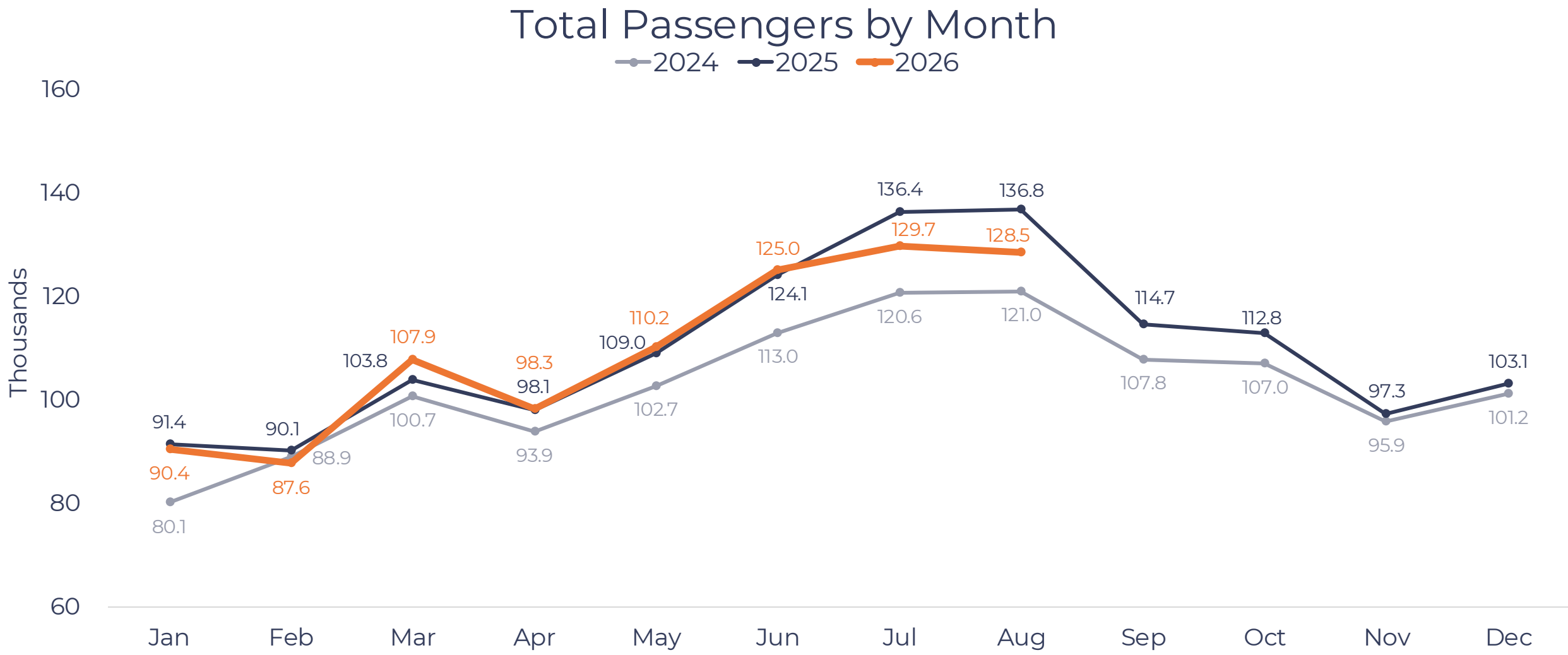


Direct Service to:

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

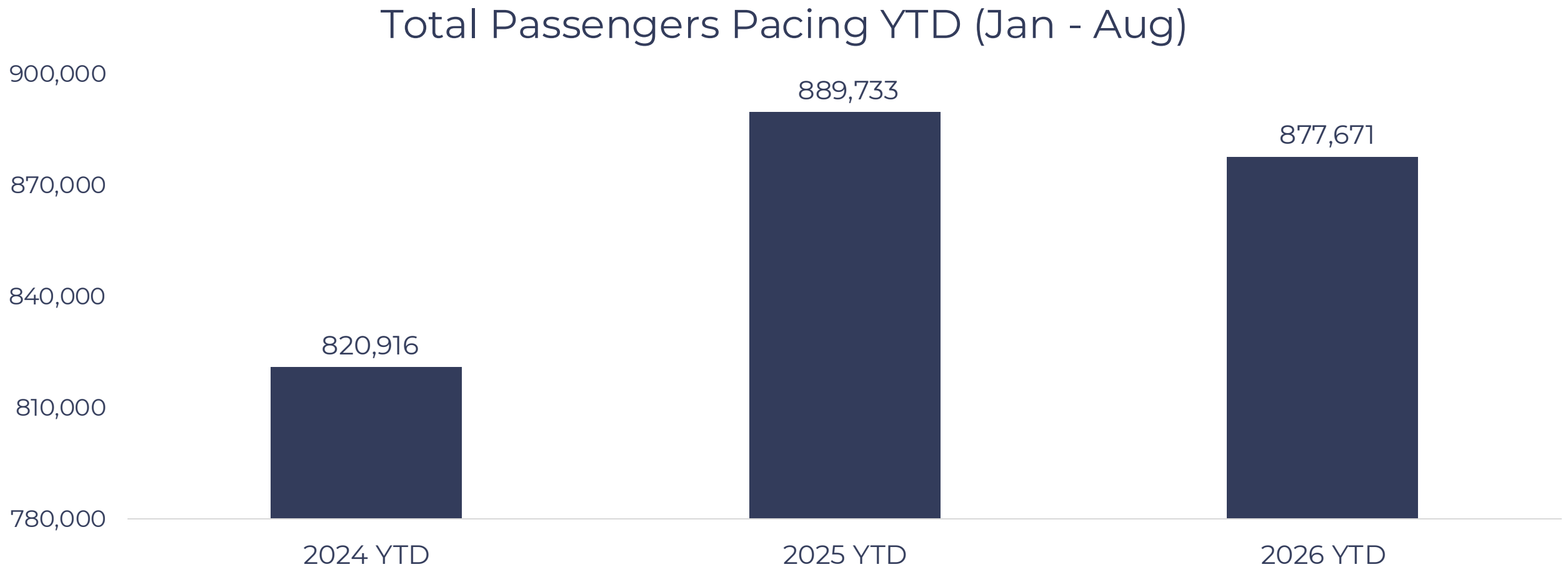
Source: Redmond Municipal Airport

RDM: Monthly Passengers



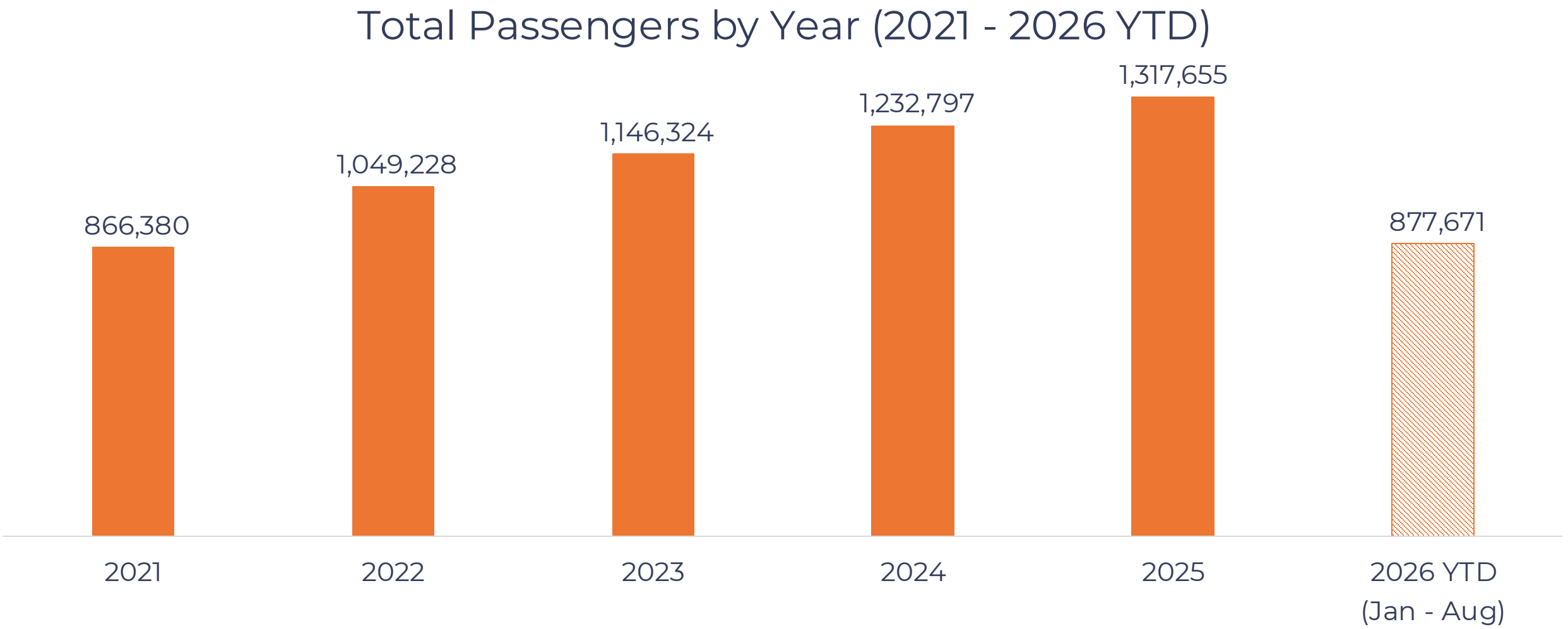
Source: Redmond Municipal Airport

RDM: Passenger Pacing



Source: Redmond Municipal Airport

RDM: Passenger Volume



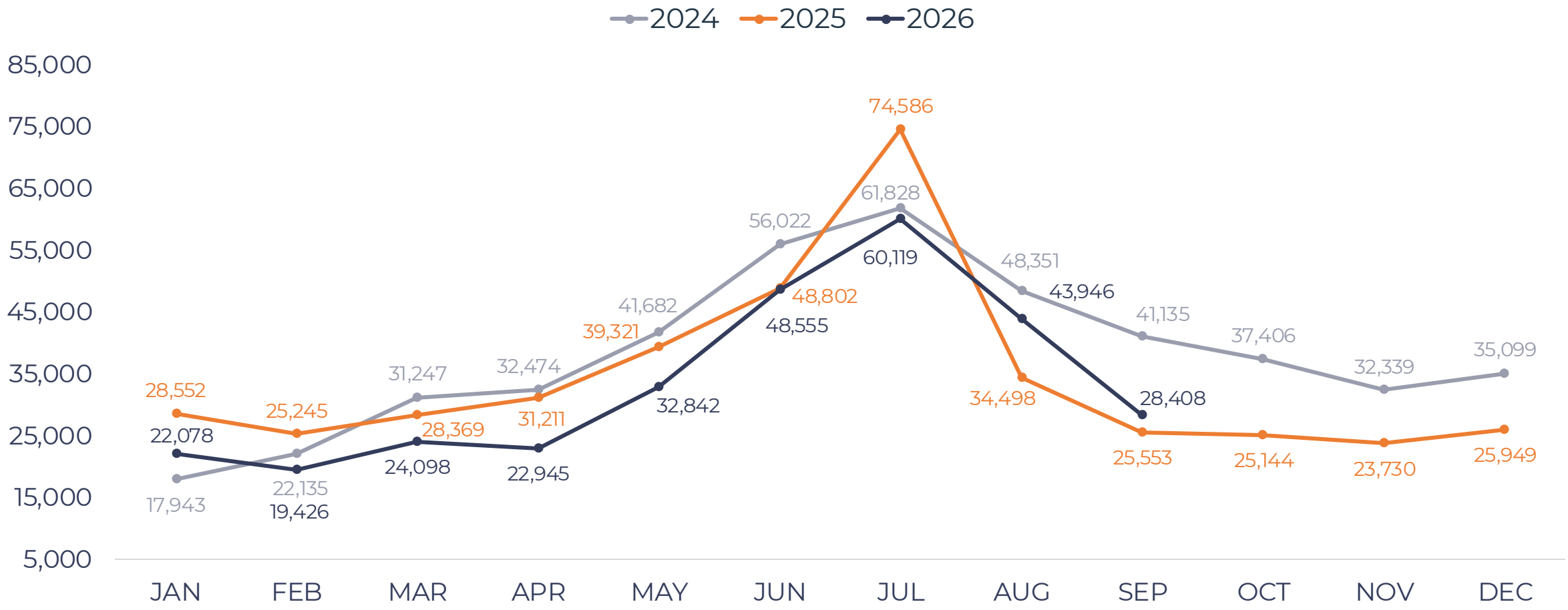
Source: Redmond Municipal Airport

Marketing & Advertising Metrics



Organic Website Performance

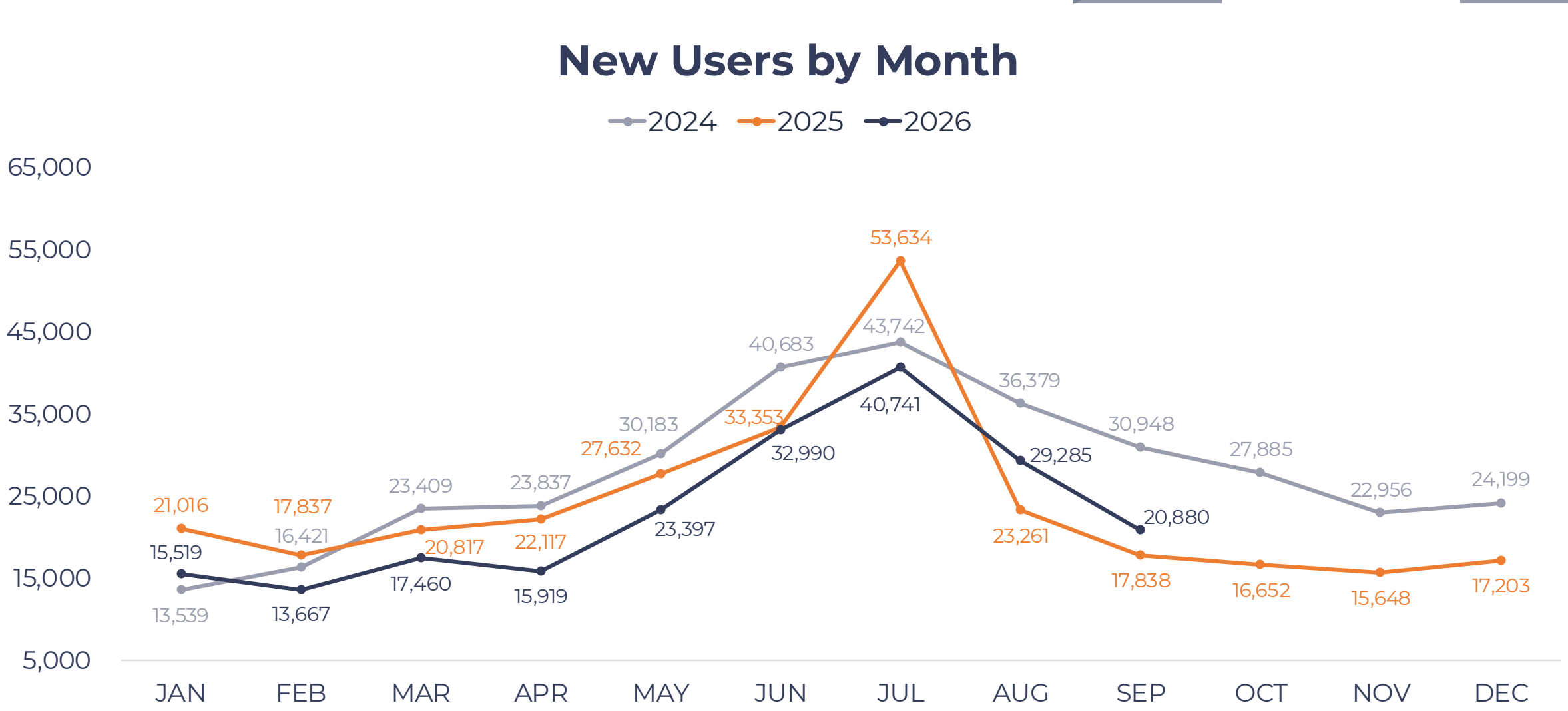
Organic Sessions (GA4) by Month



Source: GA4

Organic Website Performance

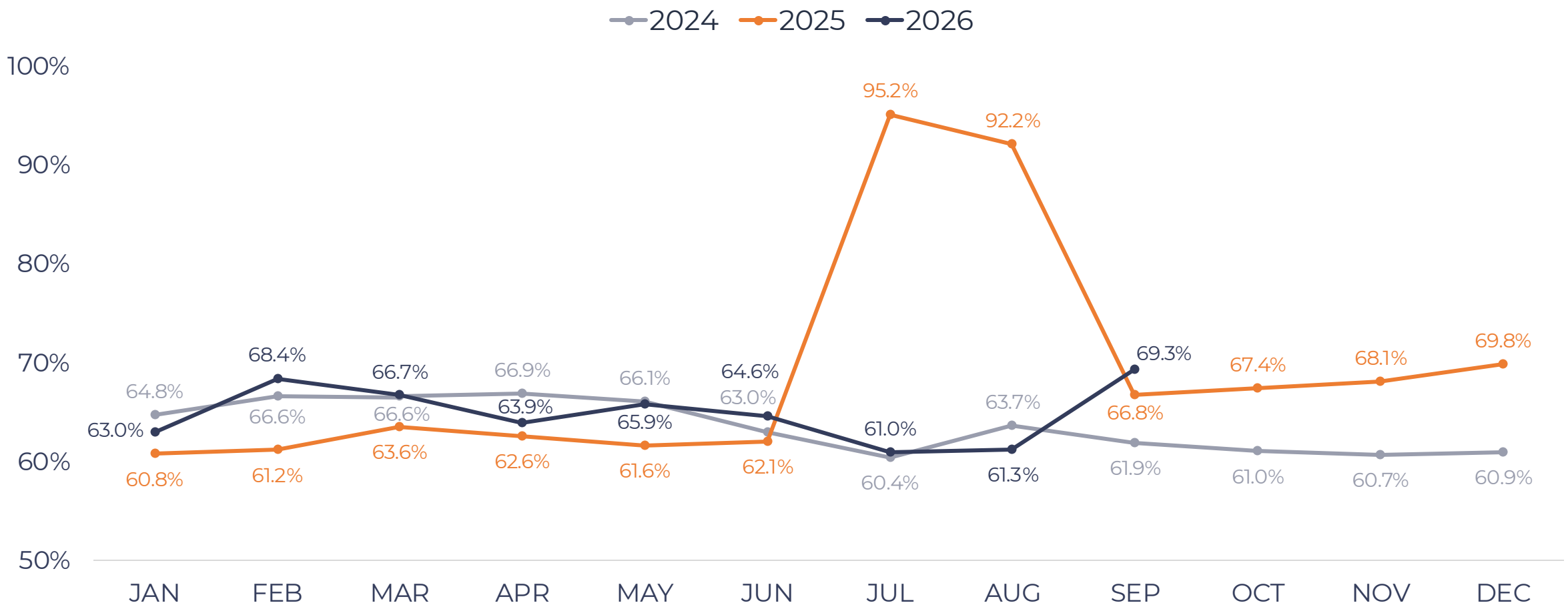
New Users by Month



Source: GA4

Organic Website Performance

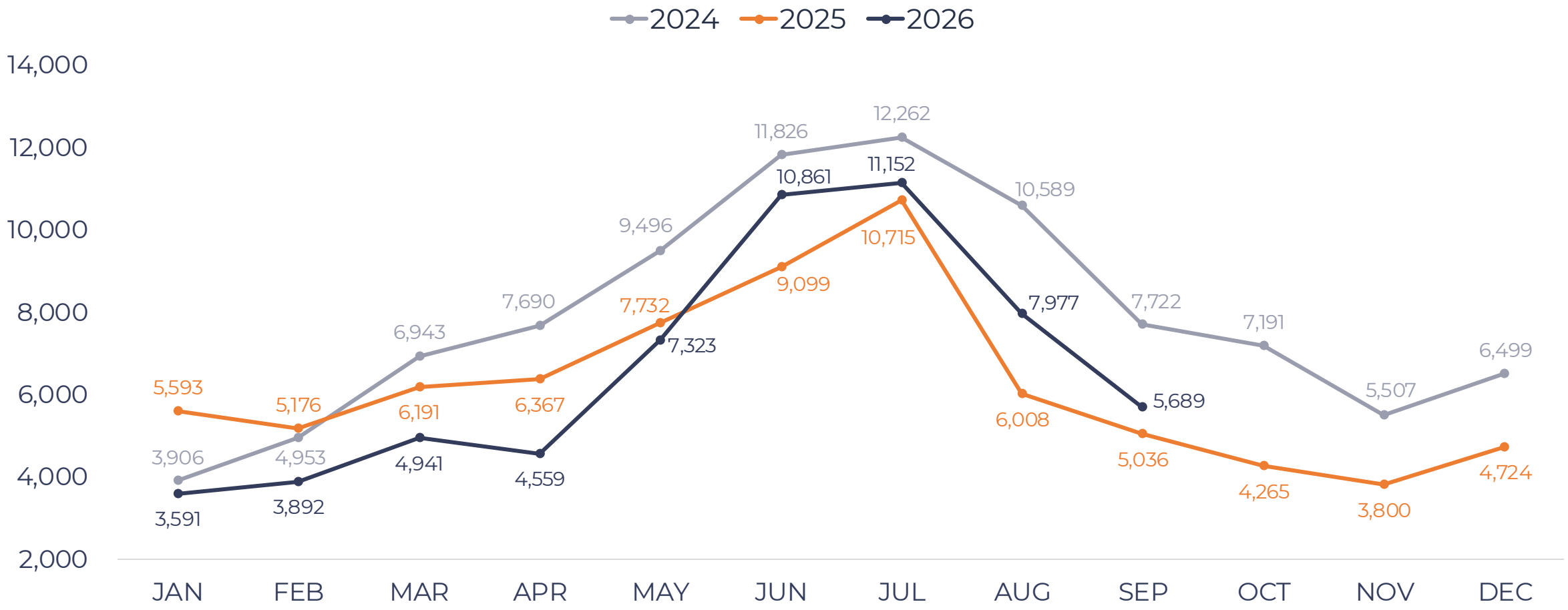
Engagement Rate by Month



Source: GA4

Organic Website Performance

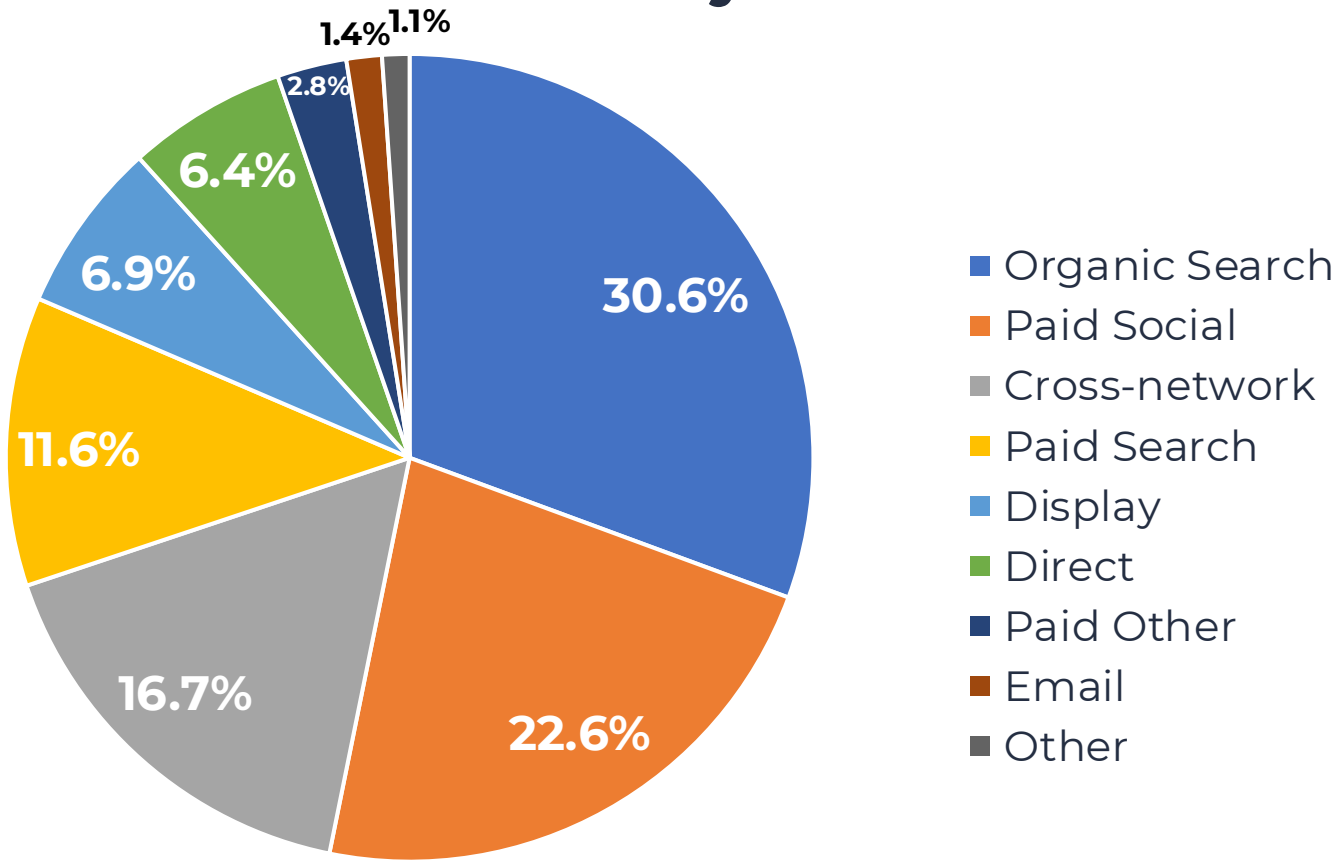
Outbound Link Clicks by Month



Source: GA4

Website Conversion Overview

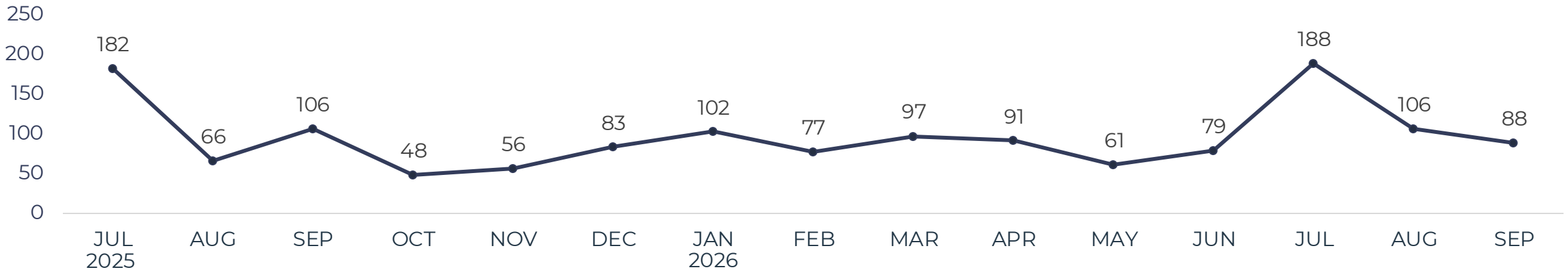
September 2026 – Monthly Channel Distribution



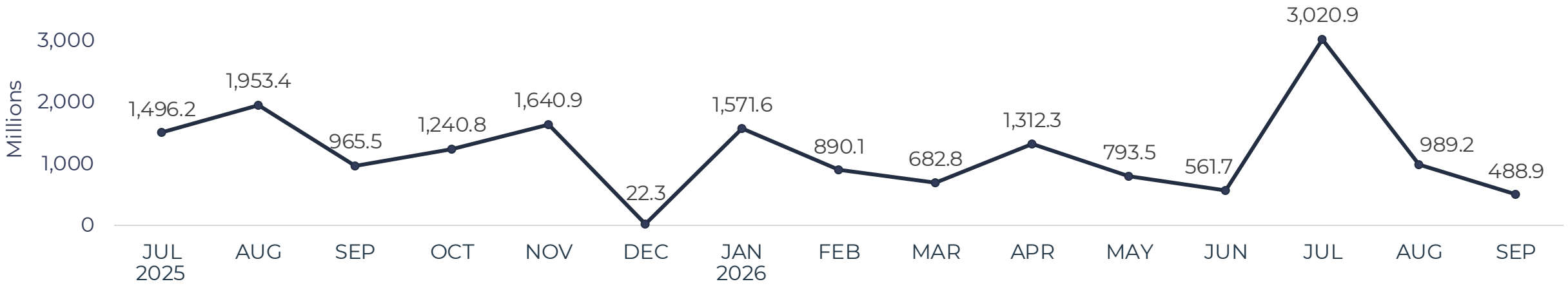
Source: GA4

Earned Media Overview

Media Monitoring



Total UVM



Source: GA4

Top Pages – September 2026

Rank	Page Path and Screen Class	Total Users	Engagement Rate
1	/vacation-planning/seasons/fall/	34,320	38%
2	/	9,405	28%
3	/calendar-of-events/bend/	2,884	83%
4	/calendar-of-events/	2,700	87%
5	/calendar-of-events/bend/page/2/	1,536	98%
6	/calendar-of-events/page/2/	1,225	97%
7	/calendar-of-events/bend/page/3/	1,192	97%
8	/calendar-of-events/page/3/	964	97%
9	/cities/sisters/	947	76%
10	/calendar-of-events/bend/page/4/	932	97%

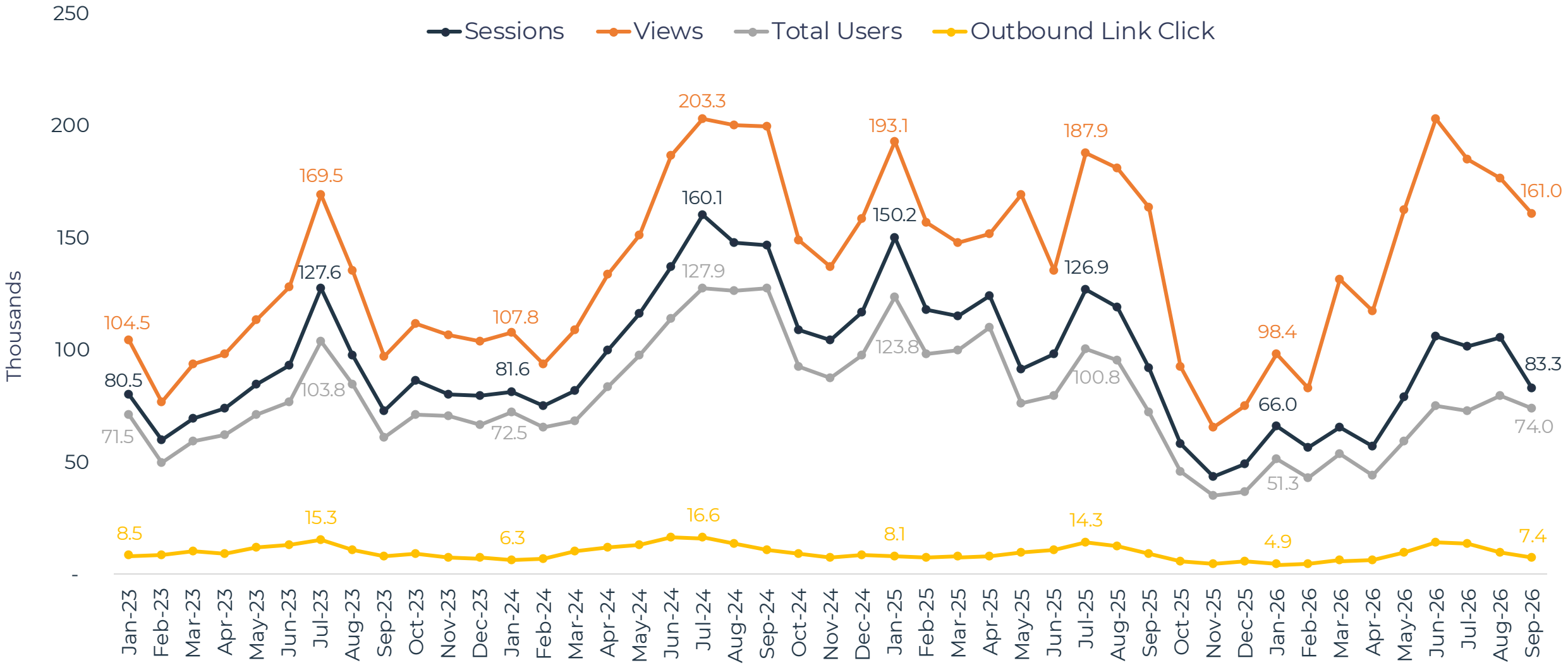
Source: GA4

Top Cities – September 2026

Rank	City	Total Users	Engagement Rate
1	Seattle, WA	5,147	55%
2	Los Angeles, CA	4,783	36%
3	Portland, OR	3,901	62%
4	Bend, OR	3,140	67%
5	San Jose, CA	2,317	49%
6	Phoenix, AZ	2,251	50%
7	Las Vegas Valley, NV	1,617	42%
8	Sanford, NC	1,389	26%
9	San Francisco, CA	1,373	35%
10	New York, NY	971	17%

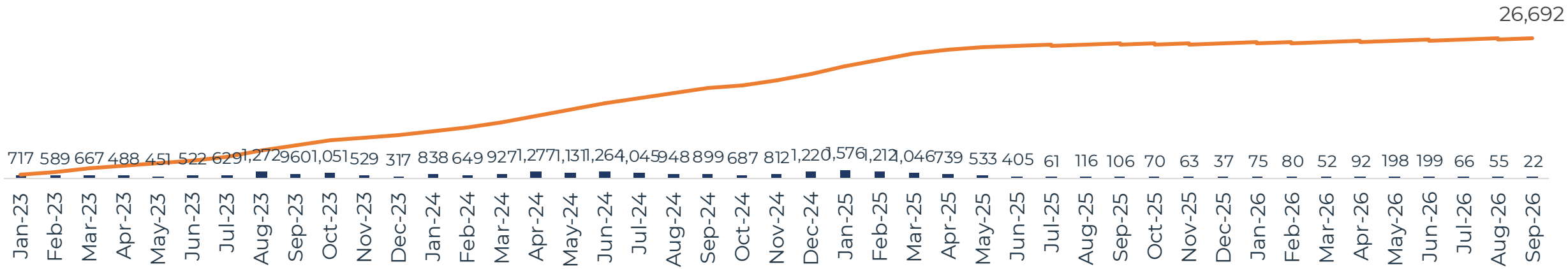
Source: GA4

GA4 – Website Conversions

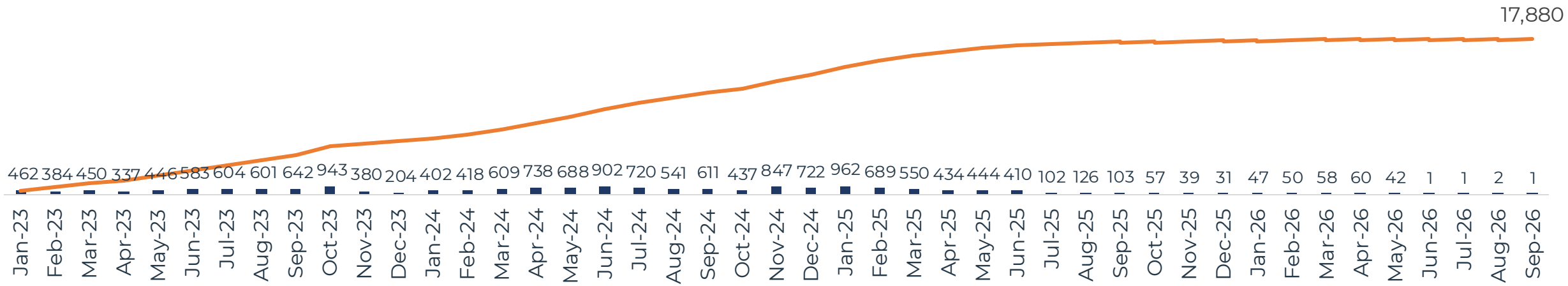


GA4 – Form Sign-Ups

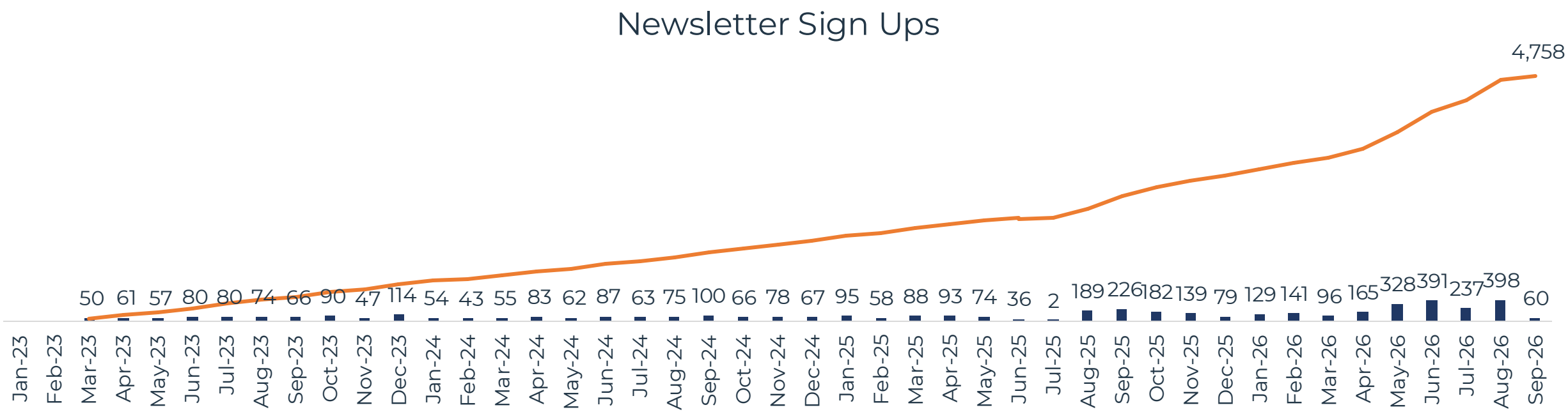
Visitor Guide Forms



Online Visitor Guide



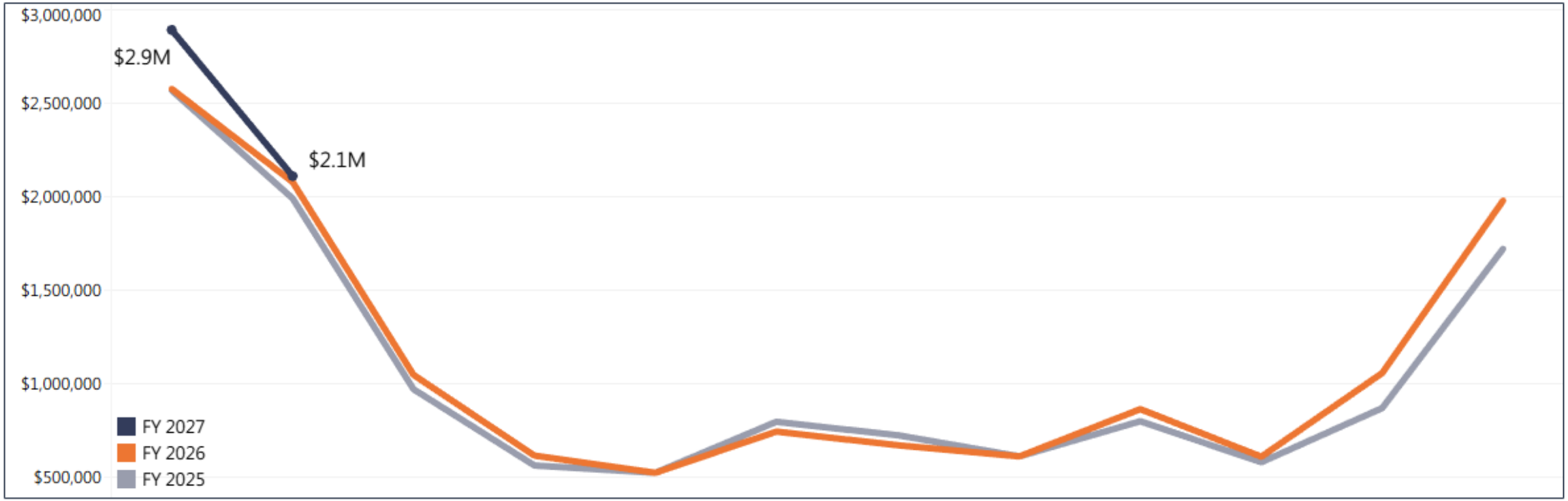
GA4 – Form Sign-Ups



Tax Data



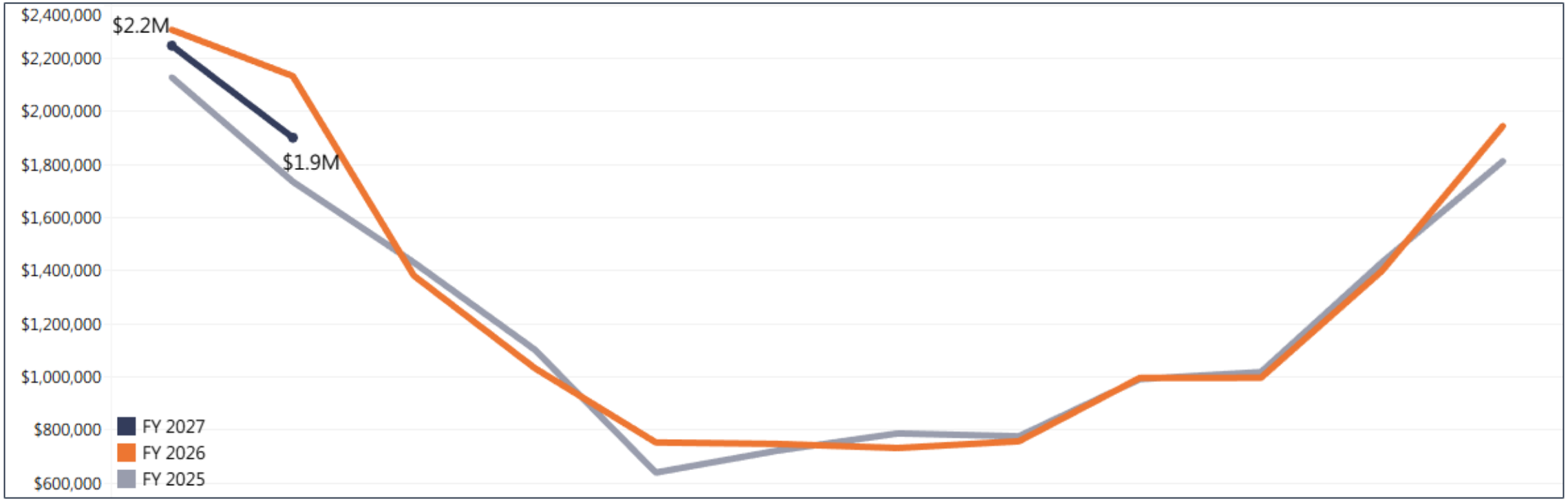
Deschutes County TRT



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Grand Total
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	$12,714,324
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	$1,980,183	$13,373,608
FY 2027	$2,894,000	$2,111,651											$5,005,651

Source: Visit Central Oregon

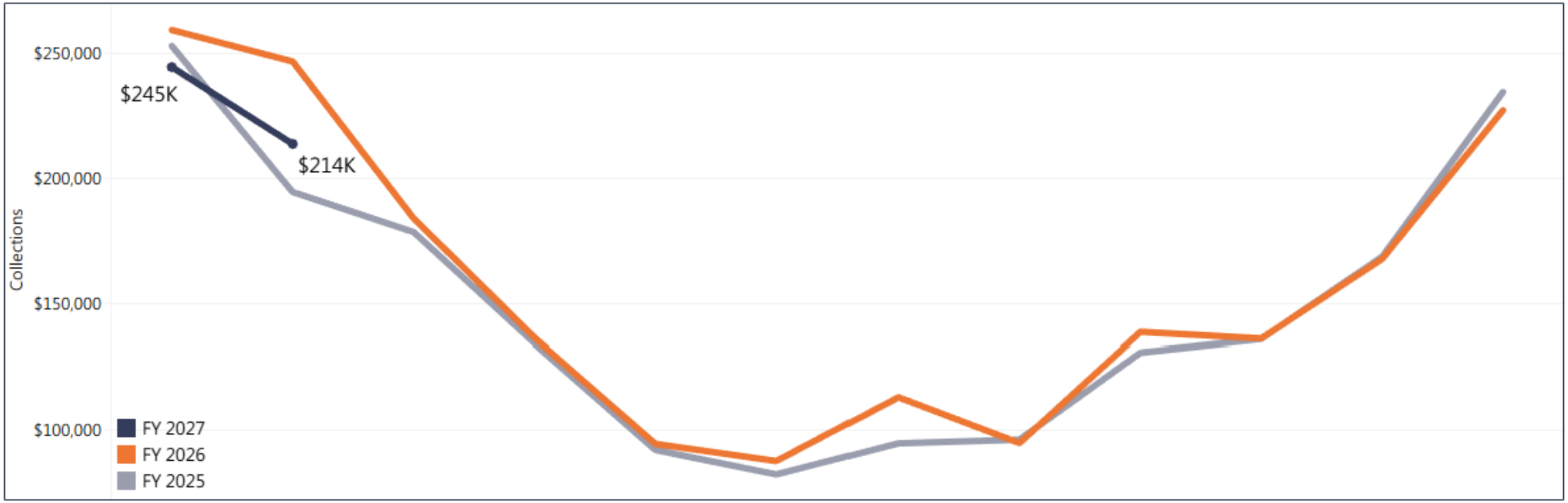
City of Bend TRT



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Grand Total
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	$14,578,648
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	$1,945,859	$15,185,795
FY 2027	$2,248,534	$1,901,769											$4,150,303

Source: Visit Central Oregon

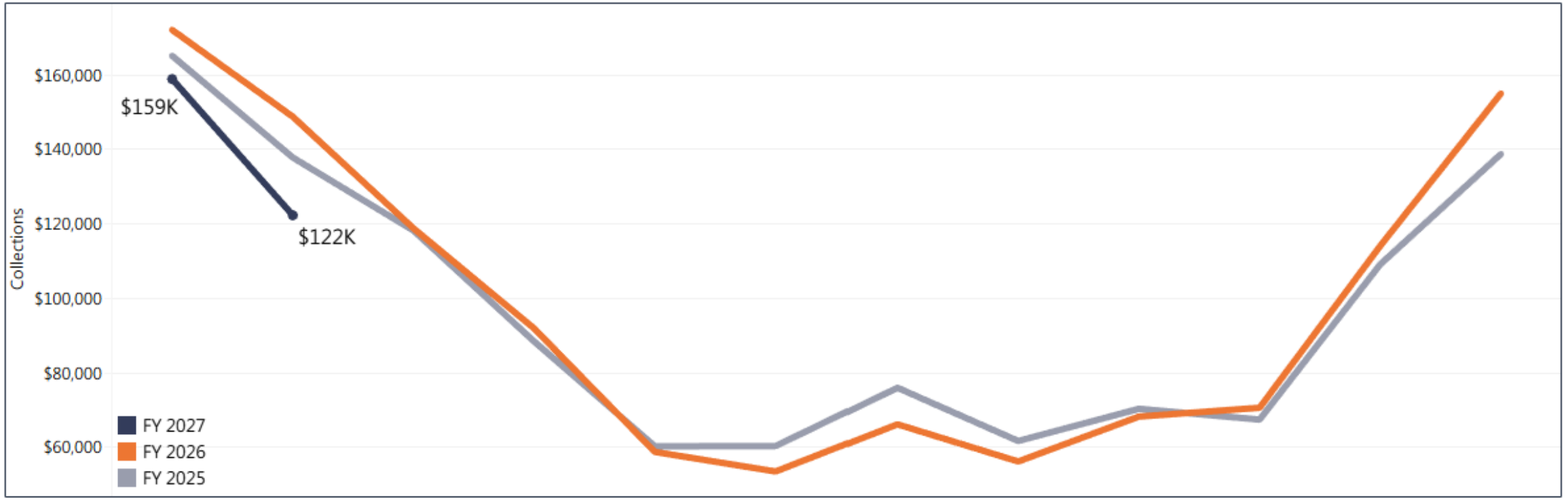
City of Redmond TRT



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Grand Total
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	$1,797,515
FY 2026	$259,421	$246,839	$184,227	$136,685	$94,644	$87,801	$113,237	$94,981	$138,929	$136,303	$168,018	$227,398	$1,888,483
FY 2027	$244,613	$213,930											$458,543

Source: Visit Central Oregon

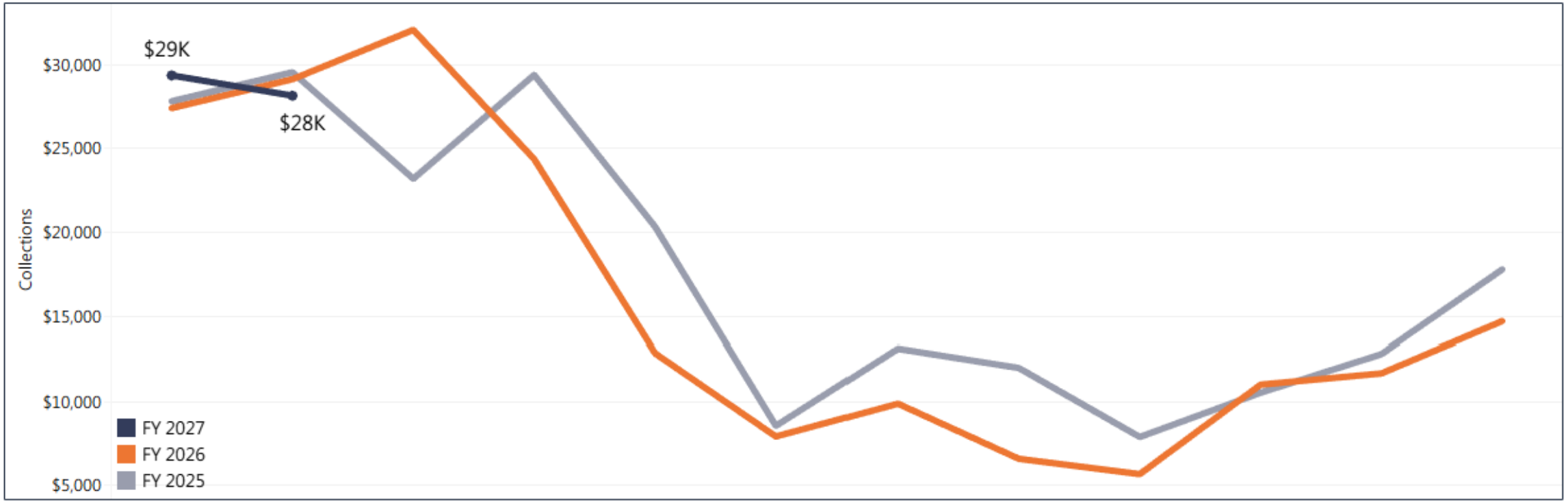
City of Sisters TRT



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Grand Total
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	$1,153,656
FY 2026	$172,044	$148,750	$118,787	$91,926	$58,805	$53,553	$66,206	$56,231	$68,284	$70,653	$114,091	$154,988	$1,174,318
FY 2027	$158,850	$122,301											$281,151

Source: Visit Central Oregon

City of La Pine TRT



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Grand Total
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	$212,959
FY 2026	$27,405	$29,127	$32,067	$24,370	$12,864	$7,912	$9,865	$6,583	$5,670	$11,001	$11,667	$14,720	$193,251
FY 2027	$29,357	$28,147											$57,504

Source: Visit Central Oregon

Consumer Sentiment Data



American Travel Sentiment Study Wave 111

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

American Travel Sentiment Wave 111 Highlights

Key Findings:

1. **Impact of Gas Prices on Travel Plans Down Compared to April 2026**
   20% of travelers say that gas prices are not impacting their travel plans, up 3.1 points compared to April 2026. Fewer travelers are choosing destinations closer to home (37%, down 3.6 points) or reducing other travel spending. The largest decline in planned spending reductions is among those who say they would reduce the amount they spend on entertainment and recreation (26%, down 8.3 points).

2. **Travel Remains a Priority Despite Travel Costs**
   Although 75% of travelers agree that travel is becoming too expensive, the majority (55%) are willing to reduce spending in other areas of their life to prioritize travel. Eight in ten (81%) travelers agree that vacations are one of the things they most look forward to each year, up 5.8 points compared to September 2025. 74% of travelers agree that they value making experiences over acquiring more material belongings.



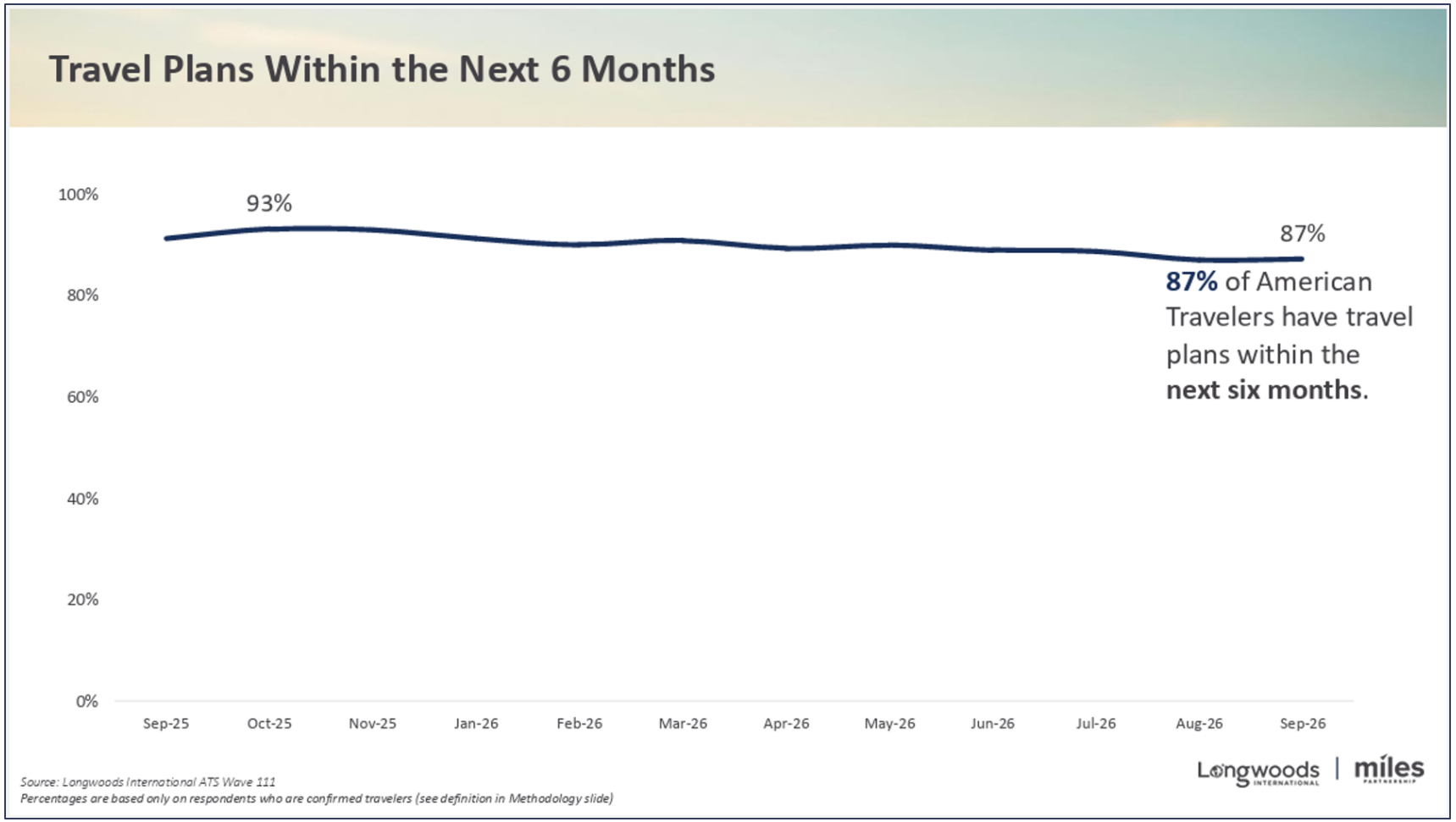
Source: Longwoods International ATS Wave 111

Longwoods INTERNATIONAL | miles PARTNERSHIP

Source: Longwoods International

American Travel Sentiment Study Wave 111

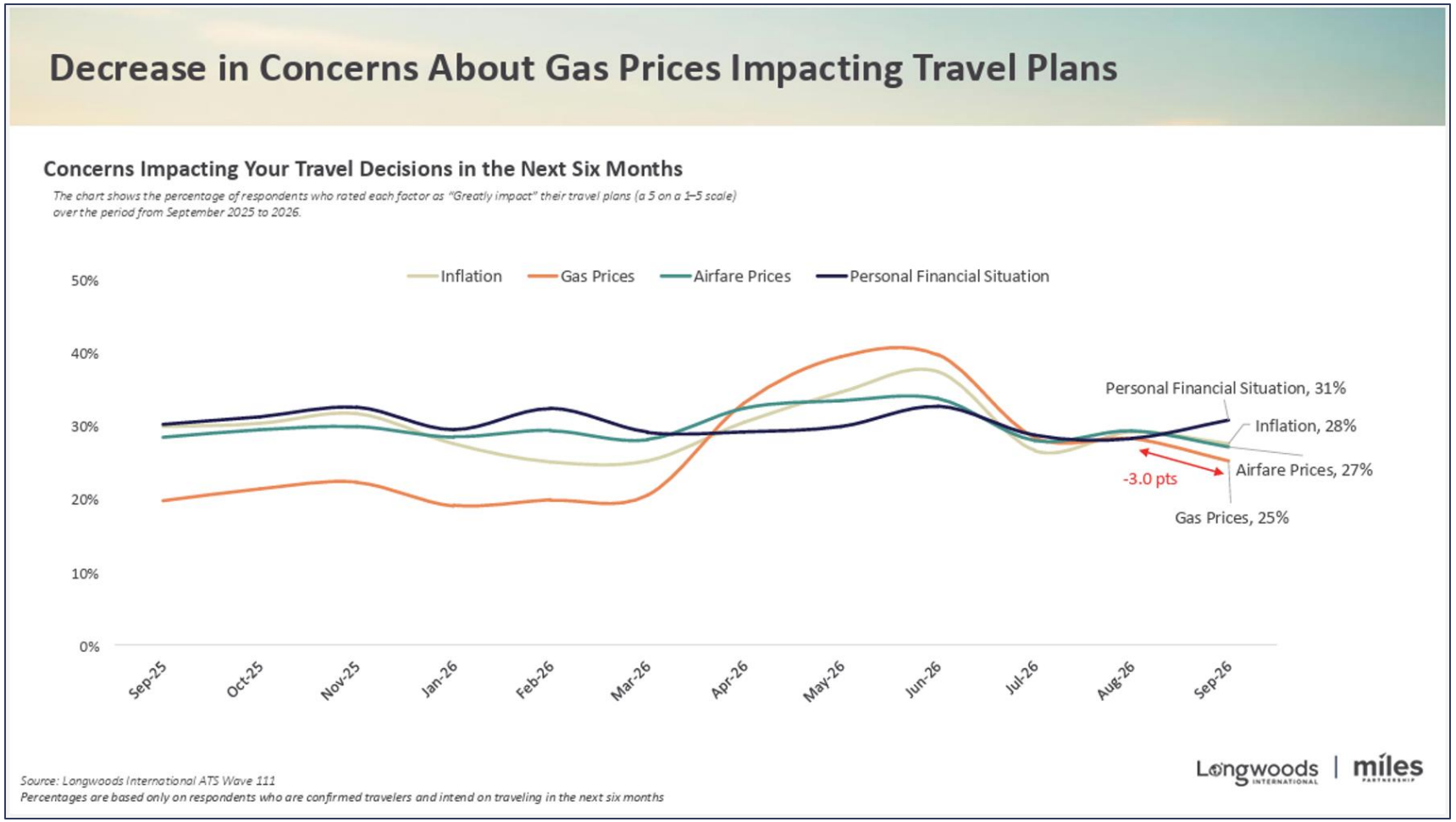
*Survey fielded September 1-4, 2026; US National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study Wave 111

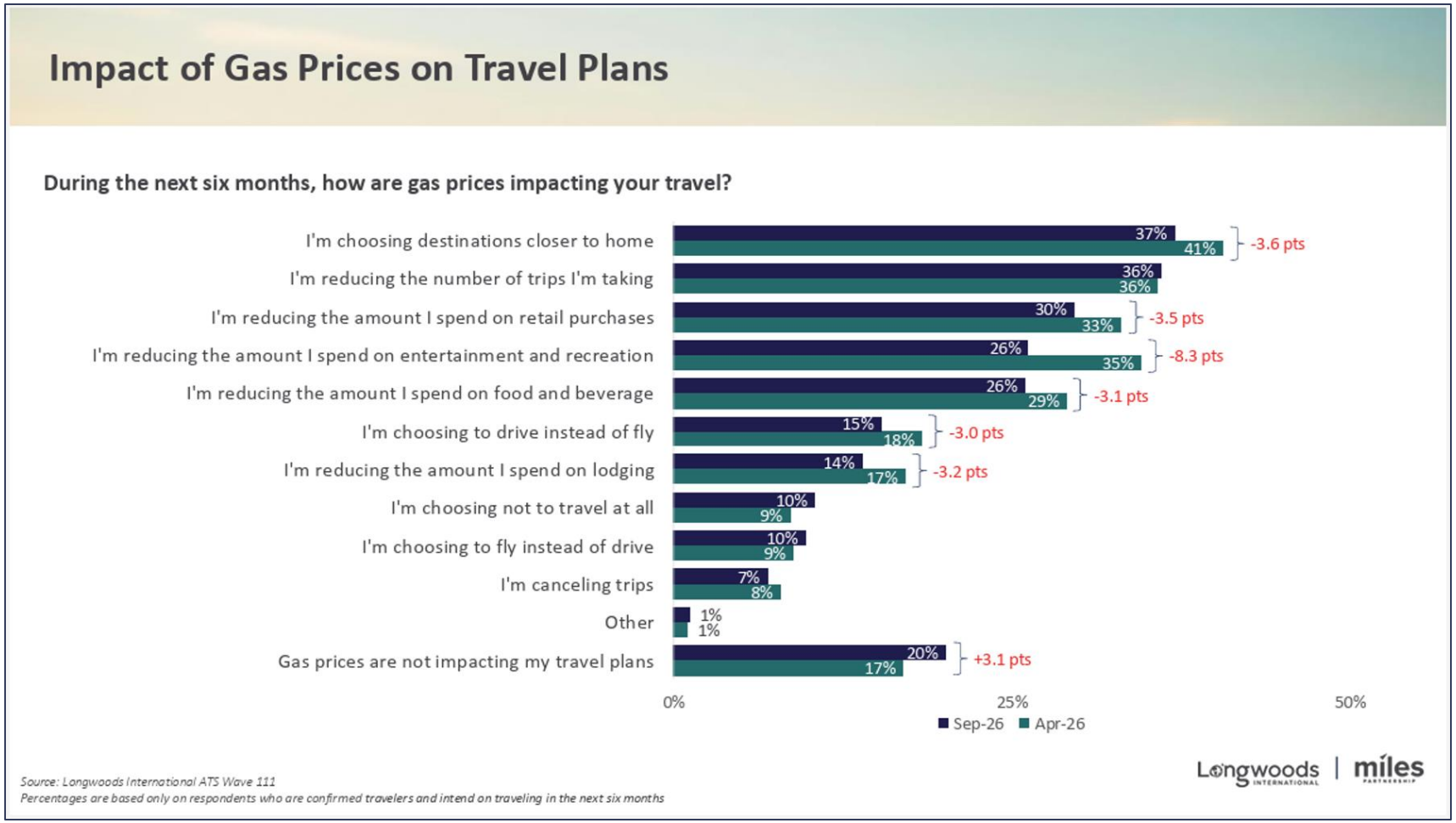
*Survey fielded September 1-4, 2026; US National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study Wave 111

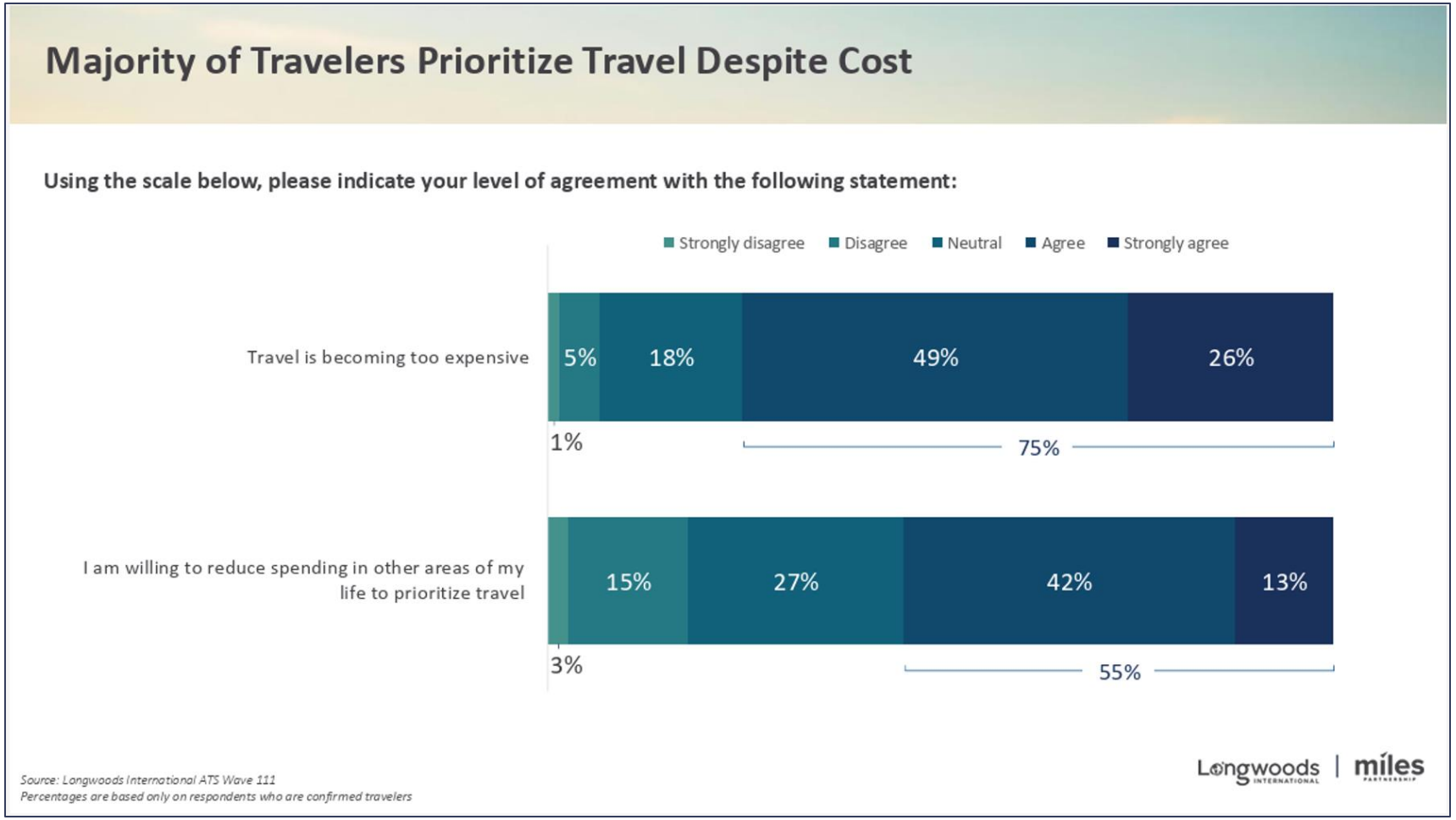
*Survey fielded September 1-4, 2026; US National Sample of 1,000 adults 18+



Source: Longwoods International

American Travel Sentiment Study Wave 111

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



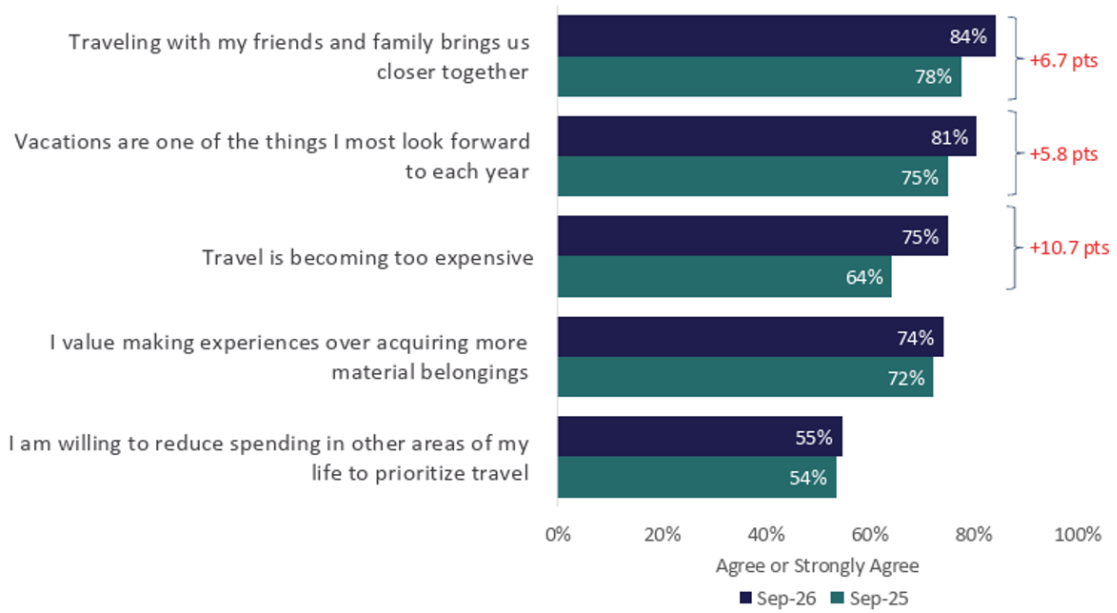
Source: Longwoods International

American Travel Sentiment Study Wave 111

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

Travel's Emotional Value Grows Despite Rising Cost Concerns

Using the scale below, please indicate your level of agreement with the following statement:



Over 80% of travelers agree that vacations are one of the things they most look forward to each year, up 5.8 points since September 2025.

75% of travelers feel that travel is becoming too expensive (up 10.7 points), but most travelers are willing to reduce other spending to prioritize travel (55%).

Source: Longwoods International ATS Wave 111
Percentages are based only on respondents who are confirmed travelers

Longwoods INTERNATIONAL | miles PARTNERSHIP

Source: Longwoods International

American Travel Sentiment Study Wave 111

*Survey fielded September 1-4, 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: September 1 – 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

VISIT CENTRAL OREGON

BLUE ROOM RESEARCH