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# Research Insights May 2025 Review

# U.S. Market Review



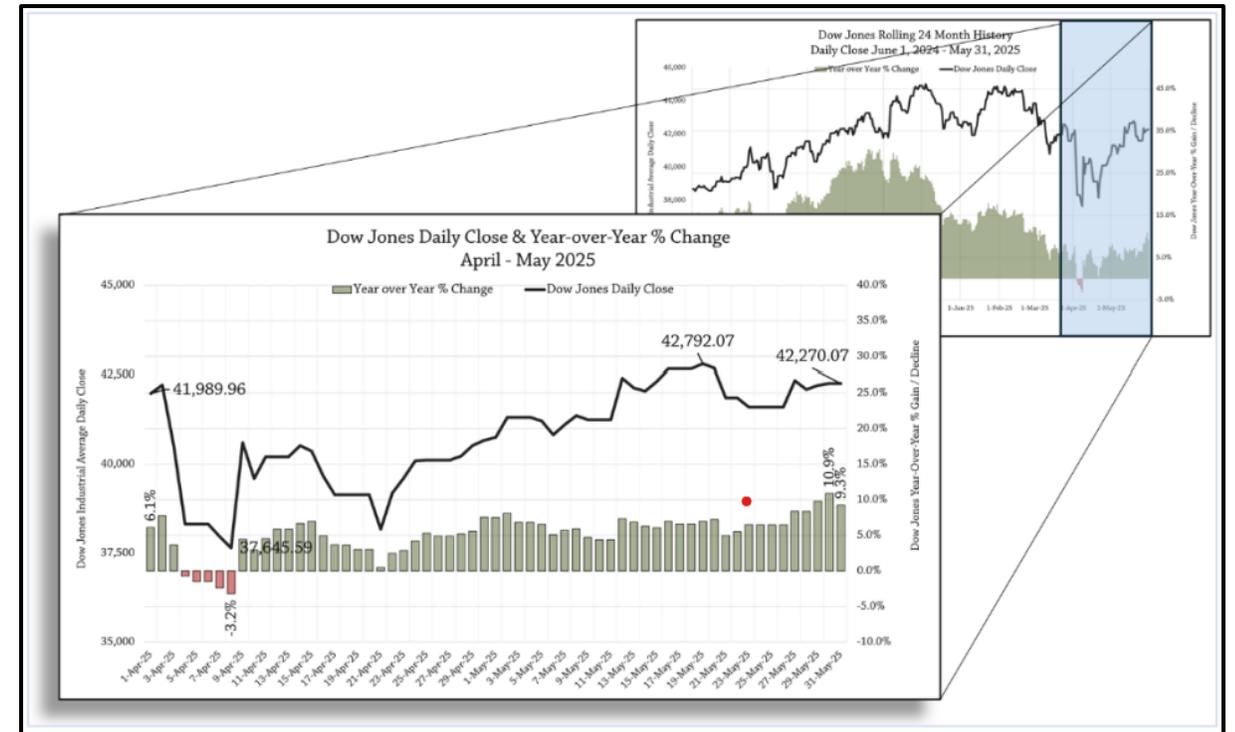
# U.S. Market Review



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## The Dow Jones Industrial Average

- “The DJIA increased strongly in May, adding 3.9 percent, or 1,600.1 points, to finish the month at 42,270.1 pts. This is a strong reversal from February, March, and April, which saw the Dow lose 1.6, 4.2, and 3.2 percent, respectively, for a total decline of 3,875 points.”
- “Strong corporate earnings played a role, and investor sentiment largely improved during the month, as did Consumer Confidence.”
- “Investors remain edgy amid trade uncertainty, and the DJIA is still down a significant 5.9 percent--or 2,640 points--from its recent high of 44,910 in December.”
- “Expect Wall Street to gain, but in fits and starts over the coming months.”

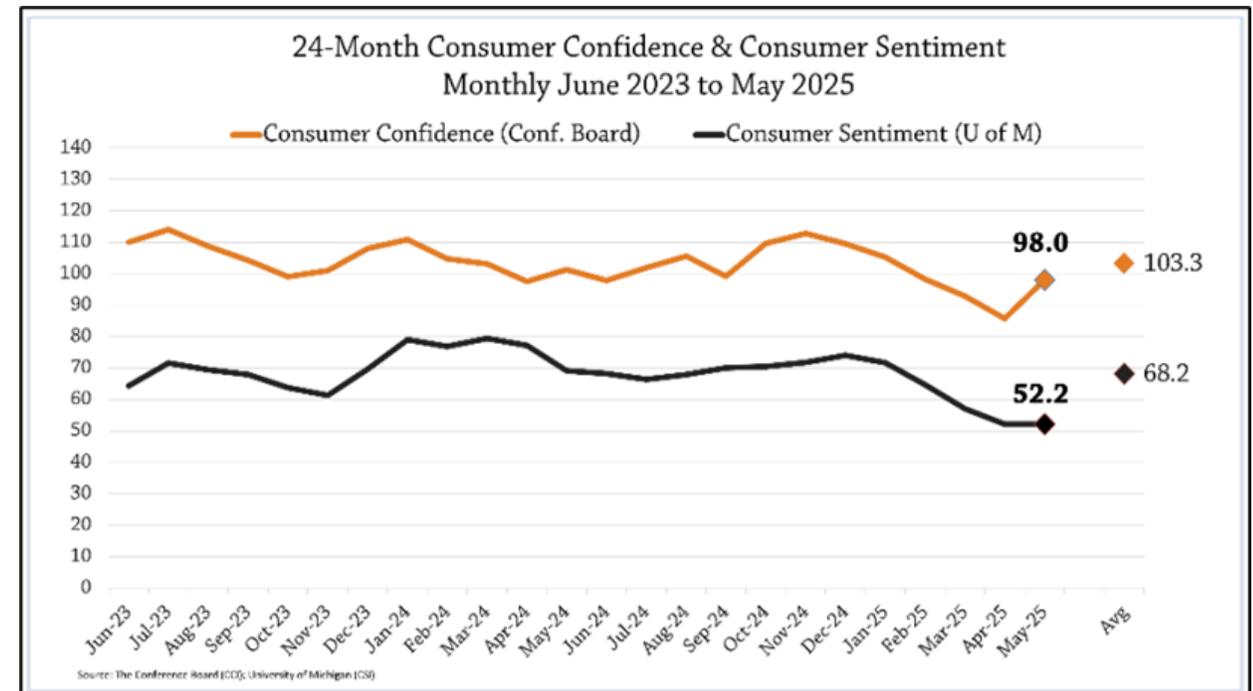


# U.S. Market Review



## The Consumer Confidence & Consumer Sentiment Index

- “The CCI and CSI were mixed in May, with the CCI picking up some good positive growth, while the CSI remained unchanged. Both indices remain down sharply from recent highs.”
- “The CCI added 12.3 points or 14.4 percent--to reach 98.0 points, a dramatic improvement from the five-year low of 87.7 points recorded in April.”
- “The CSI from the University of Michigan reflected less optimism than the CCI, with the index remaining unchanged from April at 52.2 points, although May marks a stemming of consistent declines that have been recorded in the past four consecutive months.”
- “Consumer confidence and sentiment are key to pricing and purchasing decisions, and with both metrics well below their 24-month averages, we’re not likely to see consistent pricing power return to travel suppliers until overall market conditions are more stable and both these indicators return to 2024, or higher, levels.”

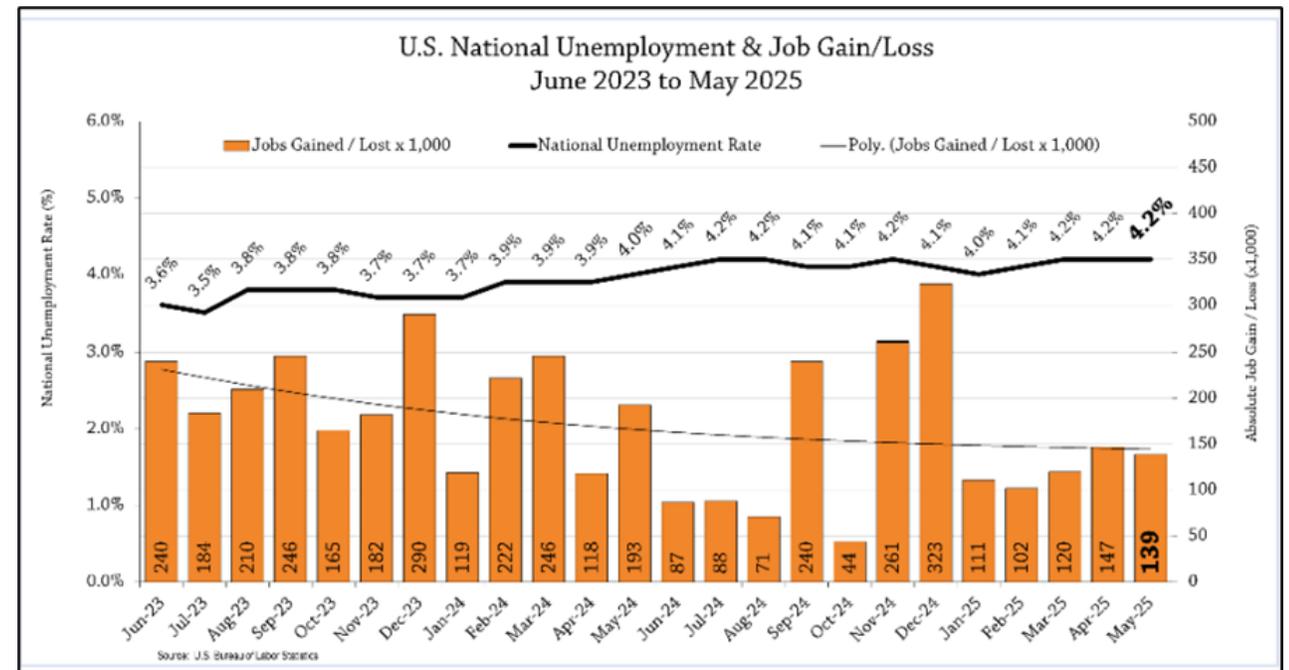


# U.S. Market Review



## The National Unemployment Rate

- “Unemployment and Jobs were mixed in May, with unemployment unchanged while job creation continued its recent slowing trend. Employers added 139,000 jobs last month and the unemployment rate stayed at 4.2 percent.”
- “Prior months were adjusted downward, with new jobs in March restated from 185,000 to 120,000, and in April from 177,000 to 147,000.”
- “Federal government employment was down - 22,000 jobs in May and is down a total of -59,000 since January.”
- “From a travel industry perspective, May was a pretty good month for workers, with the sector adding 48,000 jobs, mostly to the food & beverage subsector. Accommodations added a modest 1,200 positions.”
- “Wages were up a strong 0.5 percent in May from April and are now up 3.9 percent YOY, both well ahead of inflation.”

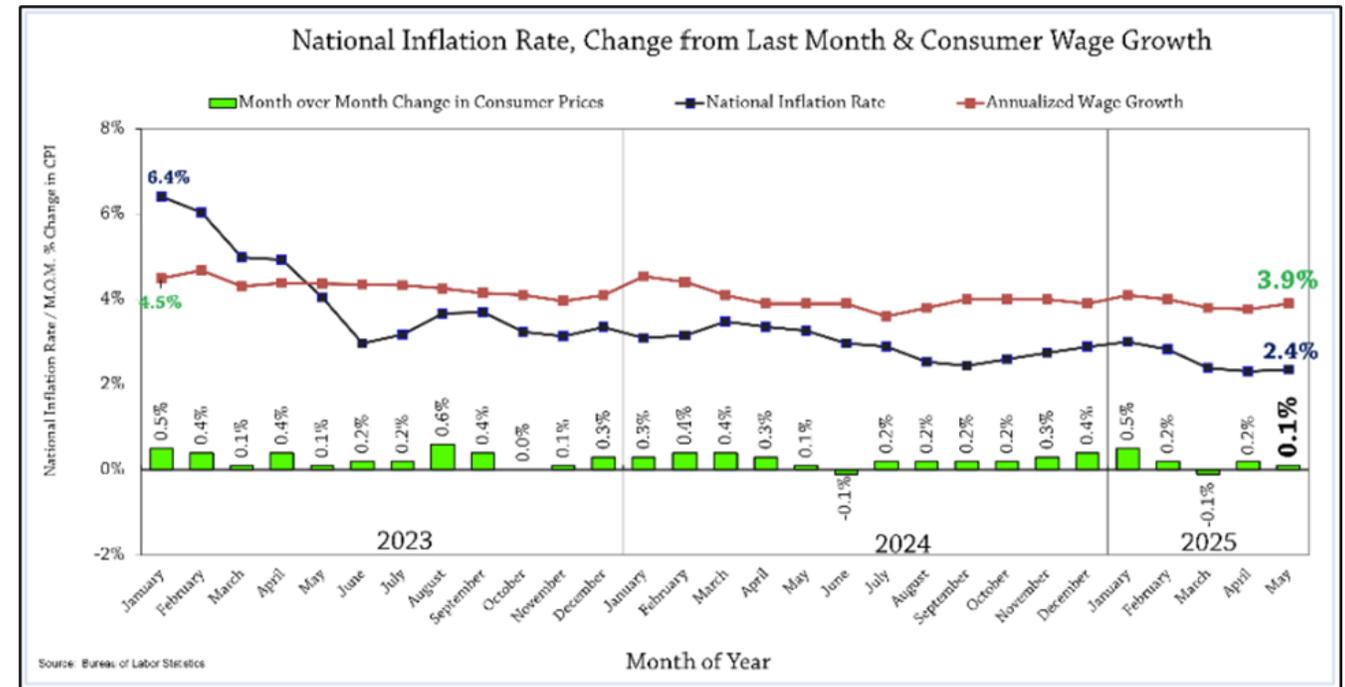


# U.S. Market Review



## The National Inflation Rate

- “Inflation increased slightly in May, climbing from 2.3 to 2.4 percent, while prices increased 0.1 percent in May from April. This is the first increase in the national inflation rate since January.”
- “Despite the increase, the rate remains relatively close to the Federal Reserve Bank target of 2.0 percent.”
- “While there is some evidence that tariff costs are being passed onto consumers, drops in energy and some commodities like vehicles and apparel have helped offset those gains, though businesses responding to the CPI survey stated that they will be passing further costs on to the consumers in the next one to three months.”

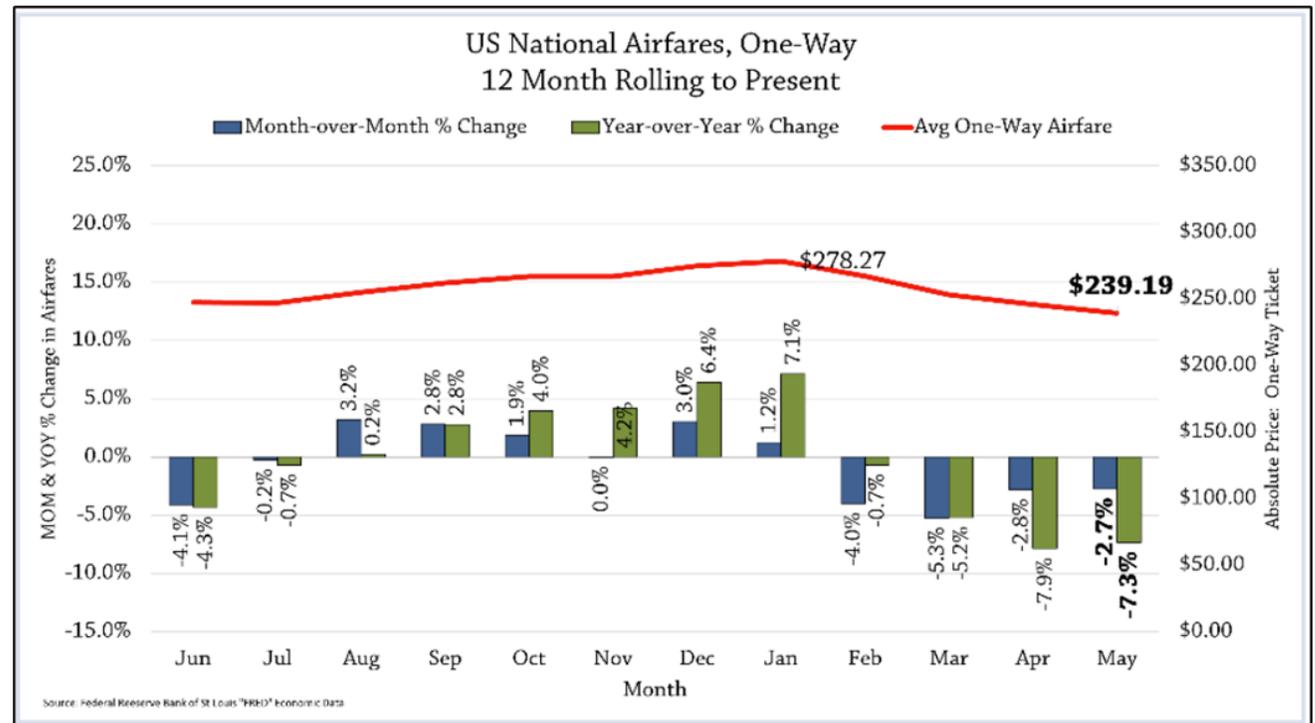


# U.S. Market Review



## Travel Transportation Prices - Airfare

- “Consumers are paying considerably less this year to get to destinations, which can help to offset some of the pressure of higher room rates and increased shelter costs, especially when consumers are feeling antsy about spending.”
- “Airfare prices declined in May for the fourth consecutive month, coming down -2.7 percent from April, and are now down a significant -7.3 percent from May 2024.”
- “The average price of a one-way ticket currently at \$239.19, well below the \$278.27 being charged in January.”

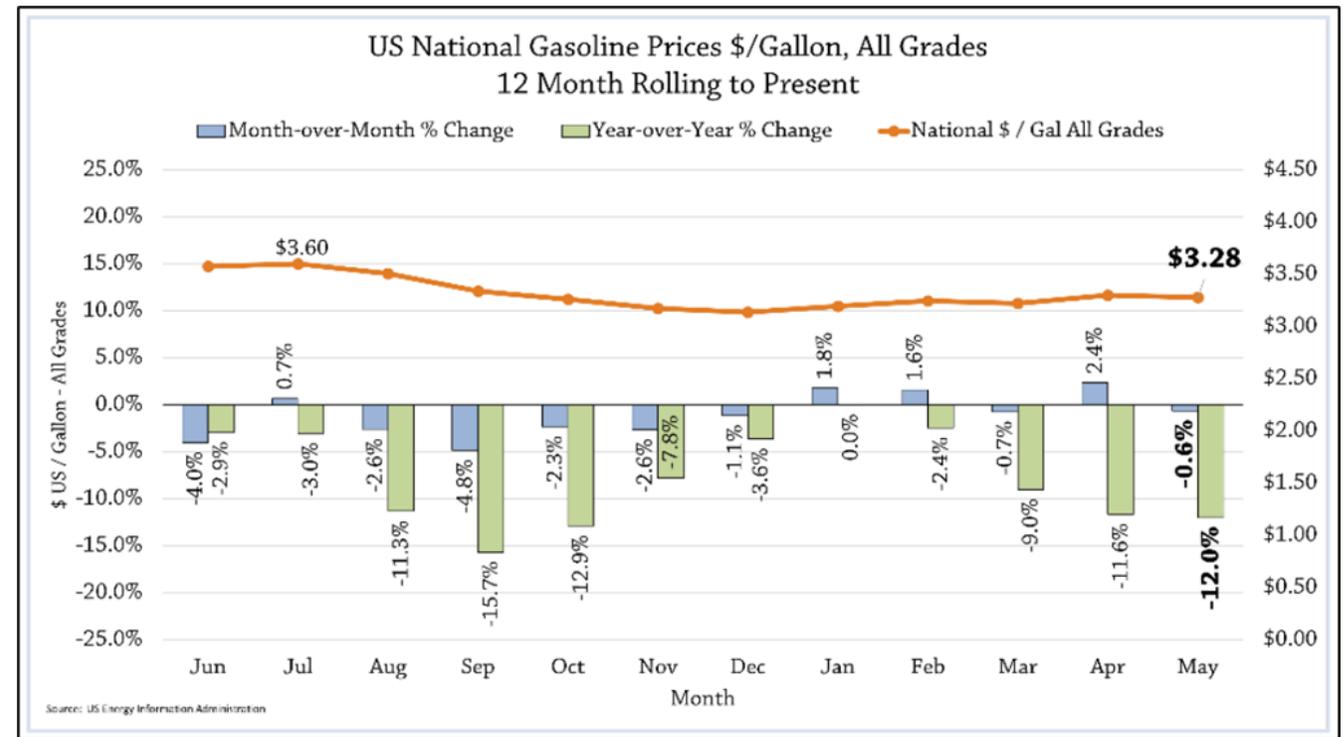


# U.S. Market Review



## Travel Transportation Prices - Gasoline

- “Critical to the summer travel season, gasoline prices dropped in May from April.”
- “Though gas has teeter-tottered monthly since December, the -0.6 percent decline in May from April puts gas at an average of \$3.28 per gallon nationally, a strong - 12.0 percent lower than last year, and \$0.32 per gallon less than the recent peak of \$3.60 last July.”

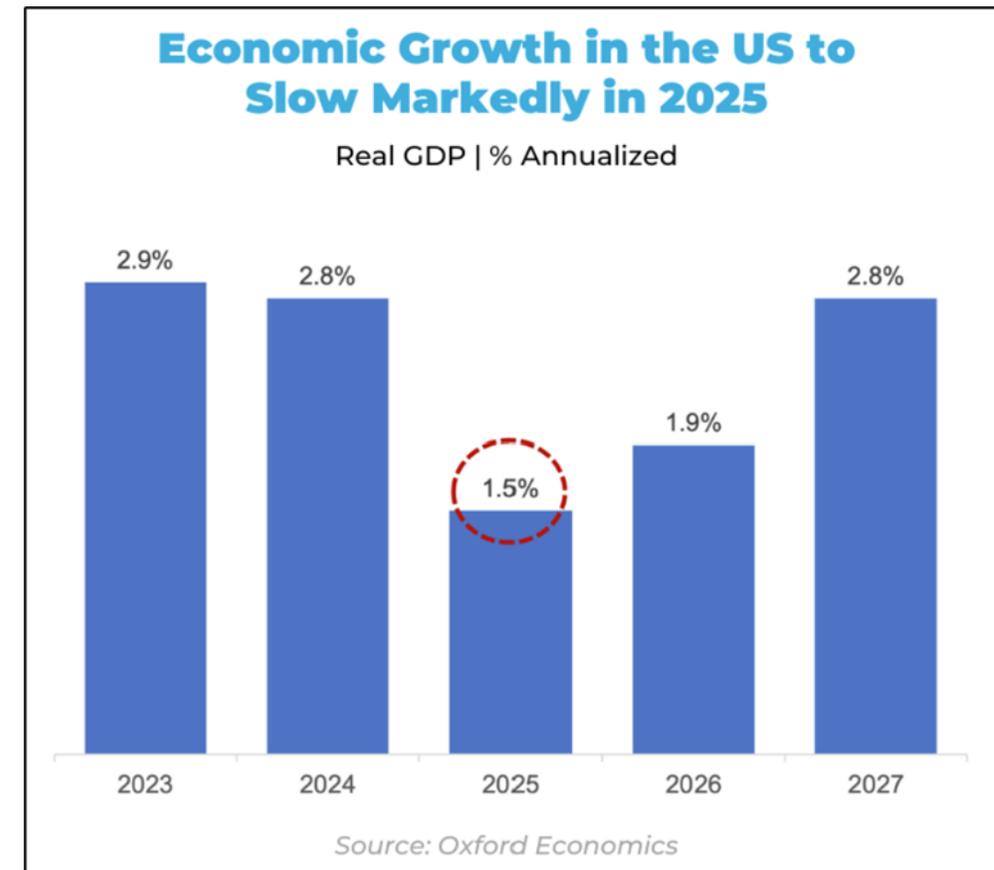


# U.S. Market Review



## Tariffs and Uncertainty

- “The economy is vulnerable and has little margin for error.”
- “Tariffs remain a dial that President Trump may choose to turn up or down depending on the state of negotiations and markets.”
- “High and rolling uncertainty incentivizes businesses to hit pause on major decisions until indicators become clearer. The wait-and-see approach defers spending and potentially hiring.”
- “If the lower tariffs stick—and some potentially drop—subsequent market rallies and improved consumer sentiment will support spending, plus smaller rises in inflation and unemployment.”
- “The economy will improve next year, supported by tax cuts/extensions and the fading effects of tariffs on inflation and real disposable income.”



# U.S. Market Review



## U.S. 2025 Hotel RevPAR Forecast

- “CoStar and Tourism Economics downgraded its U.S. hotel forecast this week to call for 1% revenue per available room growth in 2025, down from 1.8%. But how forecasts actually play out is subject to change.”
- “Until consumer confidence improves, demand is going to remain softer—especially in the middle and lower price tiers. Rate is pushing the top line in the group segment, and business transient should continue to recover in a lot of industries, but leisure gains are going to be more isolated. Our forward-looking data continues to support the observations of many industry stakeholders that booking windows have shortened. That adds to the challenges hoteliers will face in the coming quarters.”

### US 2025 RevPAR forecast lowered

U.S. RevPAR forecast

	2024 (actual)	2025 (forecast)	2026 (forecast)
Supply (YoY)	+0.5%	+0.8%	+0.8%
Demand (YoY)	+0.5%	+0.5%	+1.1%
Occupancy	63.0%	62.8%	63.0%
ADR (YoY)	+1.8%	+1.3%	+1.3%
RevPAR (YoY)	+1.9%	+1.0%	+1.5%

# U.S. Market Review



## Short Term Rentals Update

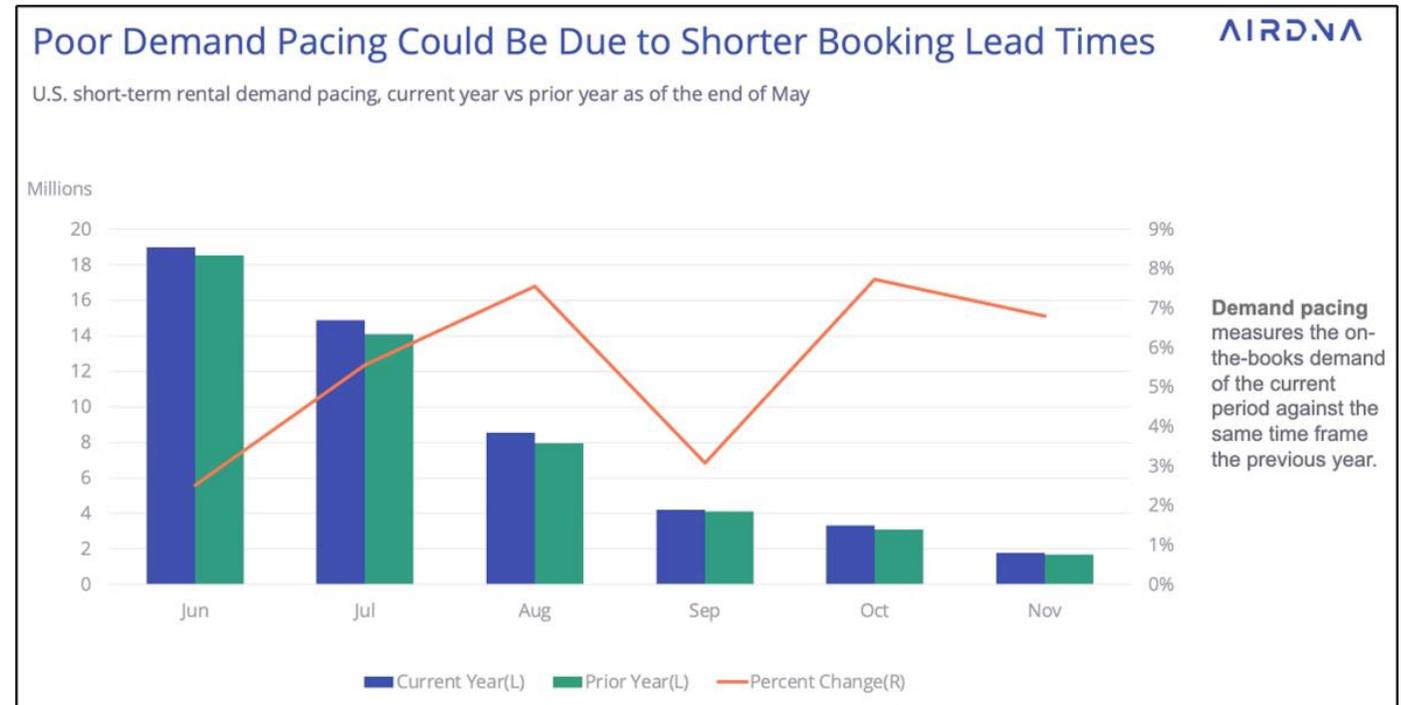
- “After months of steady growth, U.S. short-term rental supply surged in May, rising 5.7% year-over-year despite high mortgage rates. Demand growth slowed, leading to a modest -1.1% dip in occupancy—its third year-over-year decline in the past 12 months.”
  - “Stronger supply and softer demand contributed to the 1.1% decline in occupancy for May. While occupancy was slightly below 2024 and 2019 levels, it remained well above 2023 and within a typical range for the month.”
- “Still, strong ADR growth (+6.1%) kept RevPAR positive at +4.8%. While hotels brace for a softer summer, STRs seem to be holding momentum, especially in drive-to-leisure markets that performed well in May and are expected to stay strong into the summer.”
- “Across all location types, demand growth slowed in May compared to April’s strong performance. Urban markets were the least affected by the slowdown. Small City/Rural areas led the way with a 10.7% year-over-year increase in demand, while Coastal markets came in second at 4.7%.”
- “Ongoing uncertainty around trade policy appears to be reinforcing demand for domestic, drive-to-leisure markets. These markets, popular in the post-pandemic travel boom, are well-positioned to carry that momentum into summer. Still, with conditions shifting quickly, we’re watching trends closely.”

# U.S. Market Review



## Short Term Rentals Update (continued)

- “May demand pacing—which compares current on-the-books reservations to the same time last year—dropped from April’s range of 8–10% to a more modest 2–8%.”
- “While this decline may seem sharp, it doesn’t necessarily indicate weakening demand, as pacing figures are heavily influenced by changes in booking lead times.”

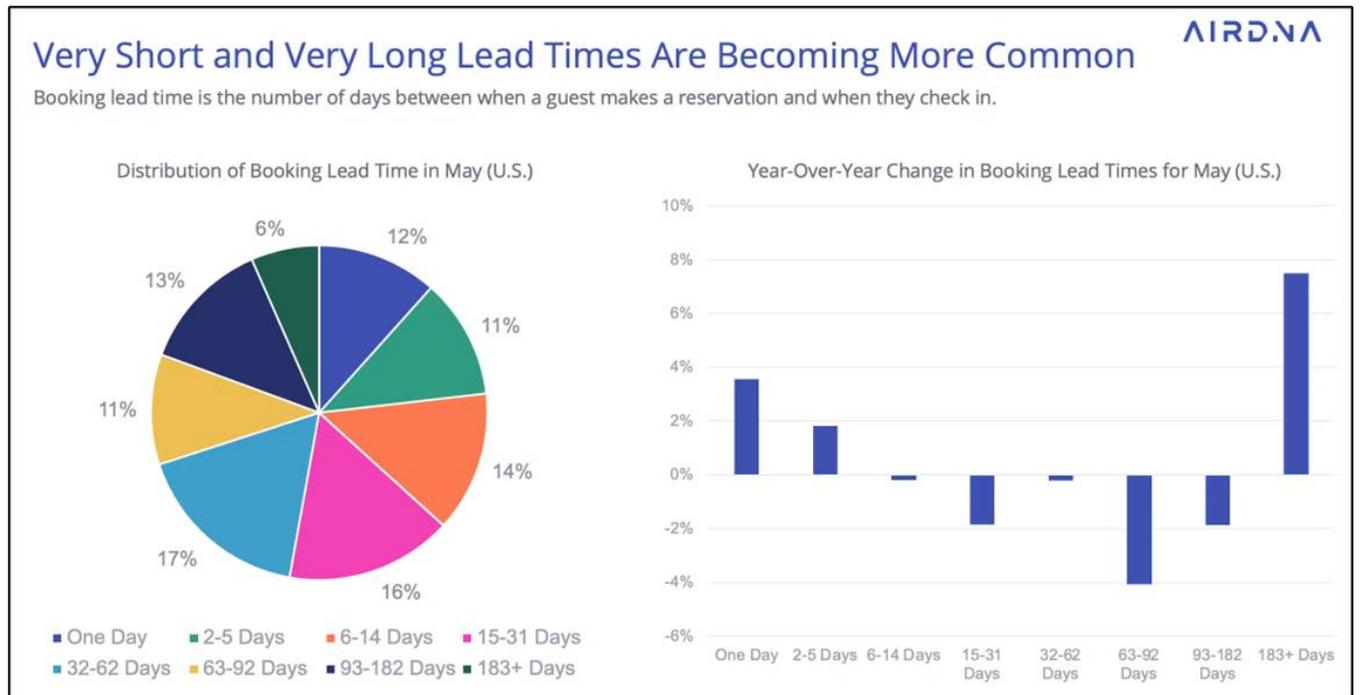


# U.S. Market Review



## Short Term Rentals Update (continued)

- “Lead times are divided into eight evenly sized categories. Comparing reservations made in May 2024 to those in May 2025, bookings made within a single day rose by nearly 4%, while bookings made 2 to 3 months in advance fell by 4%. This shift highlights a growing preference for shorter-term decision-making.”
- “The most notable increase in lead times has occurred in the segment of bookings made more than six months in advance. However, this category still represents a relatively small share of total reservations.”



# U.S. Market Review



## Short Term Rentals Update (continued)

### Key U.S. Short Term Rental Performance Metrics for May 2025

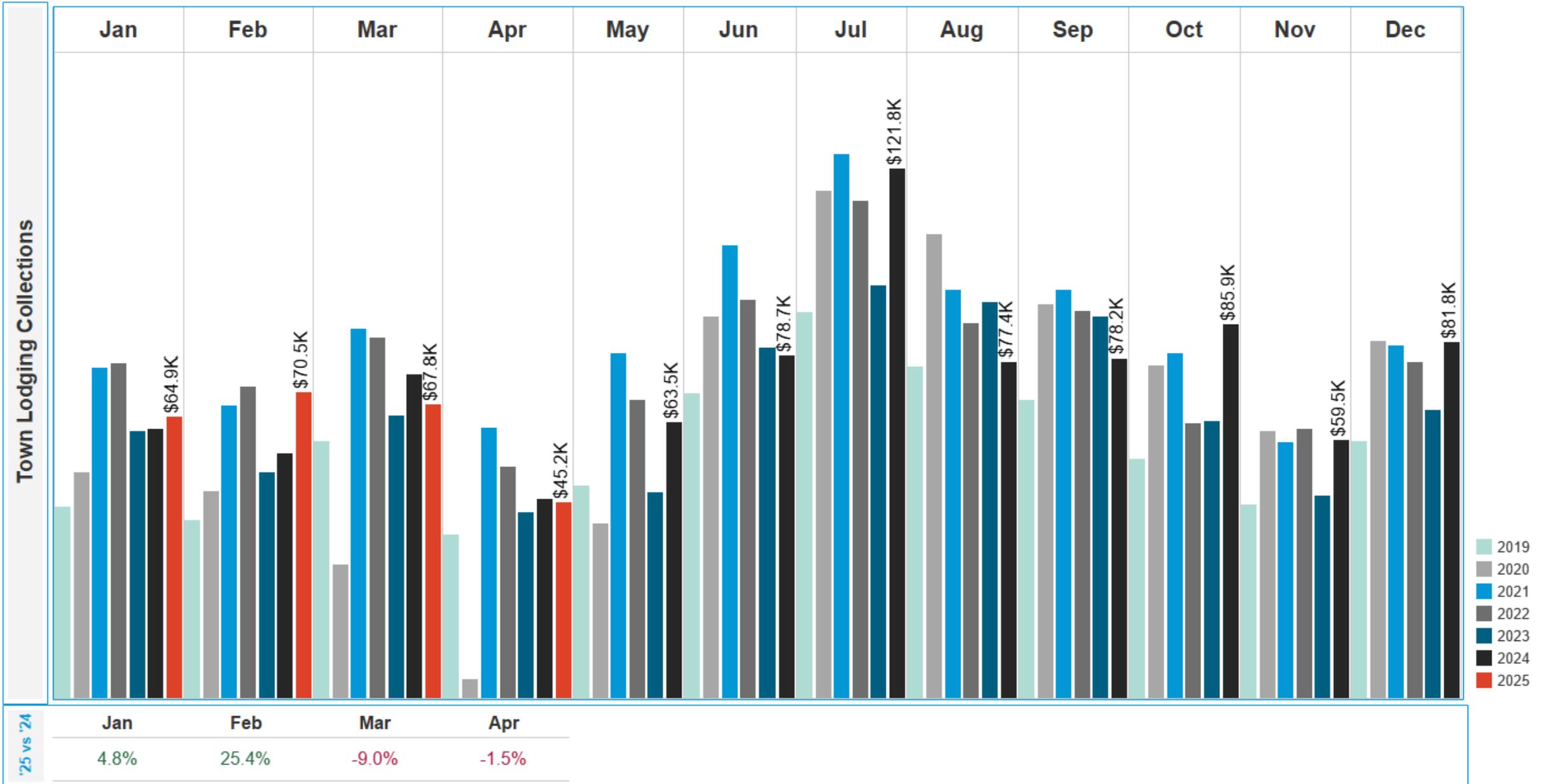
- Available listings reached 1.75 million, a 5.7% increase year-over-year
- Demand nights rose 4.4% compared to May 2024
- Occupancy averaged 55.3%, down 1.1 percentage points year-over-year
- Average Daily Rate (ADR) climbed to \$307.05, up 6.1% from last year
- Revenue per Available Rental (RevPAR) increased 4.8% year-over-year (YOY) to \$169.78

# Lodging Tax Collections



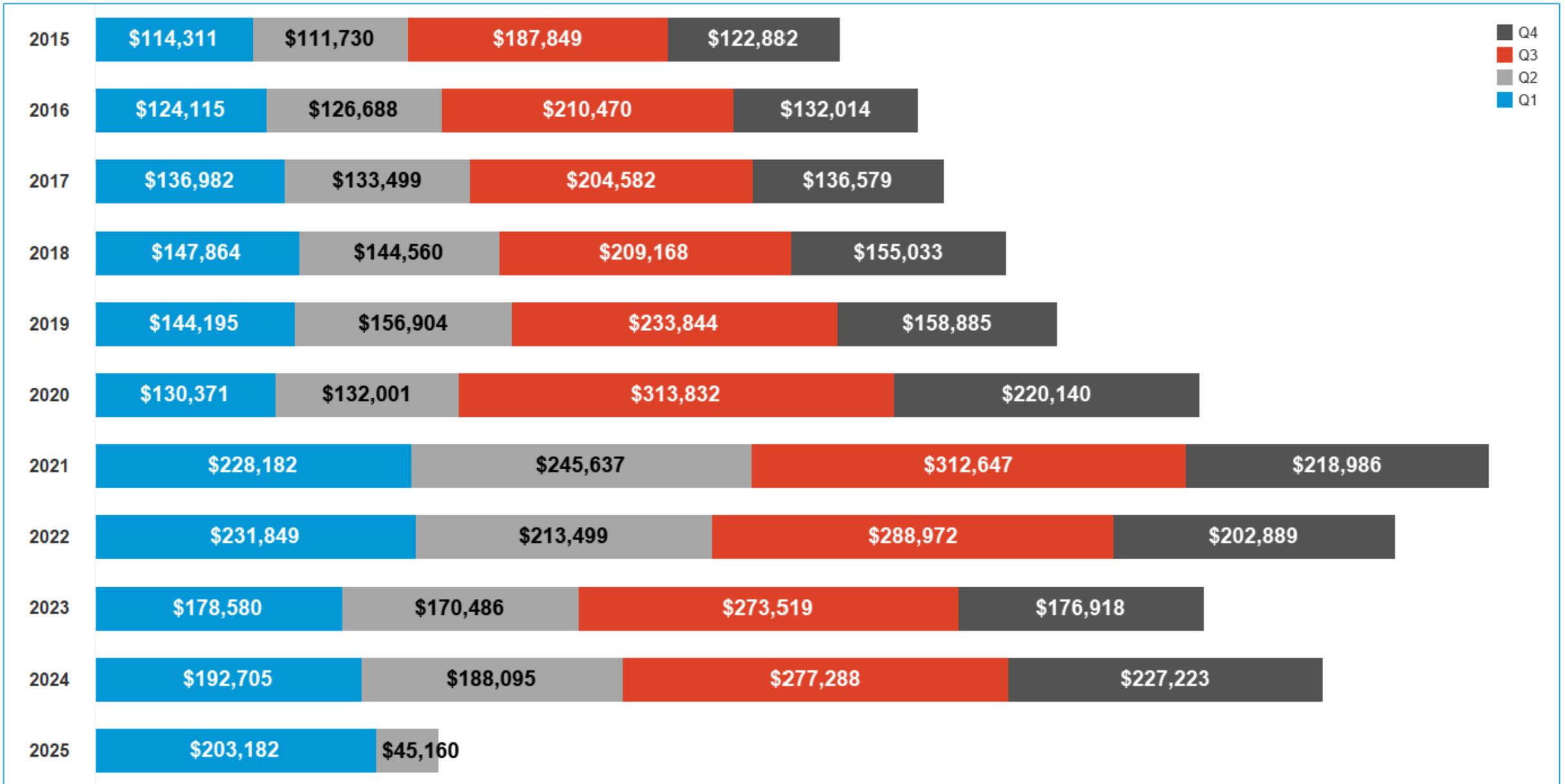
# Pagosa Springs Monthly Lodging Tax Collections

## Town Collections Through April 2025



# Pagosa Springs Monthly Lodging Tax Collections

## Town Collections Through April 2025

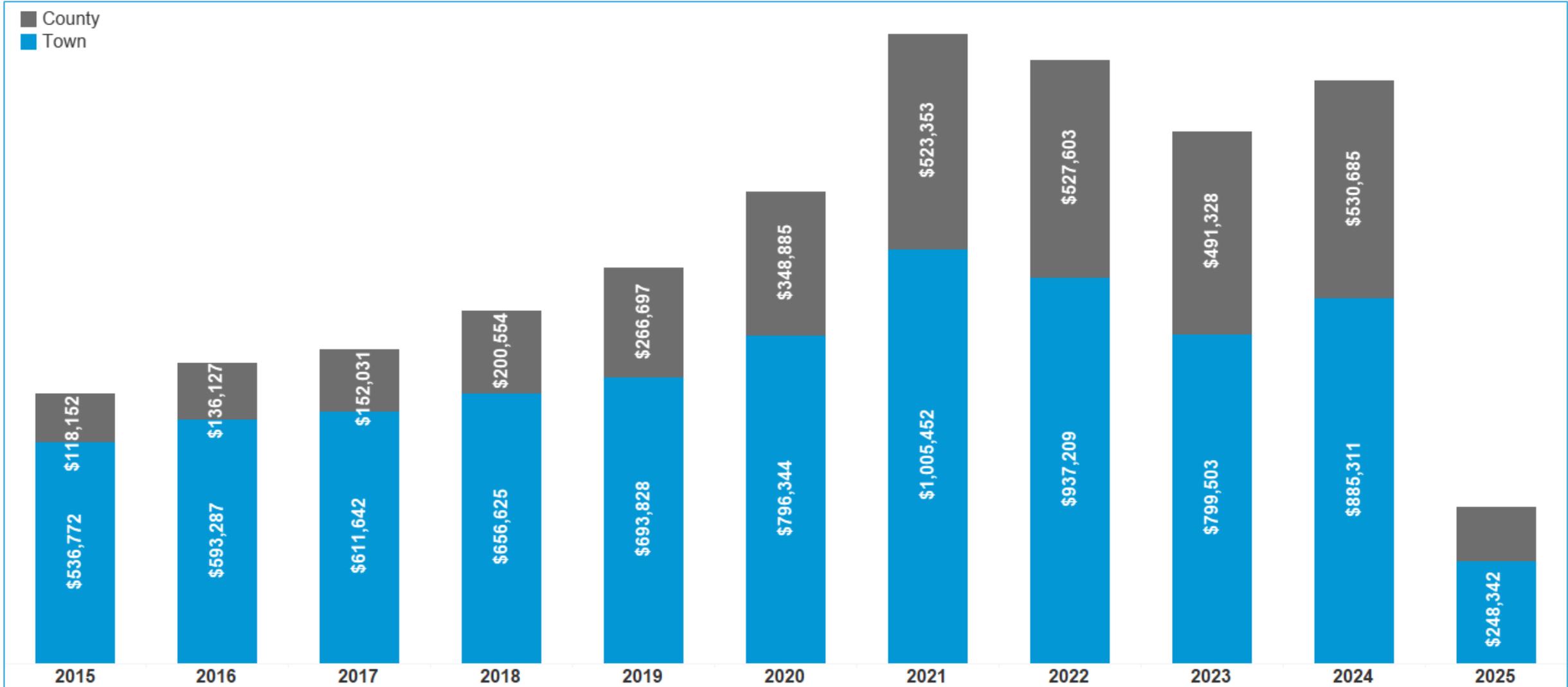


# Pagosa Springs Monthly Lodging Tax Collections

## Total Collections Through April 2025



2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
\$654,924	\$729,414	\$763,673	\$857,179	\$960,525	\$1,145,229	\$1,528,805	\$1,464,812	\$1,290,831	\$1,415,996	\$378,764



# Pagosa Springs Quarterly Lodging Tax Collections

## Total Collections Through April 2025

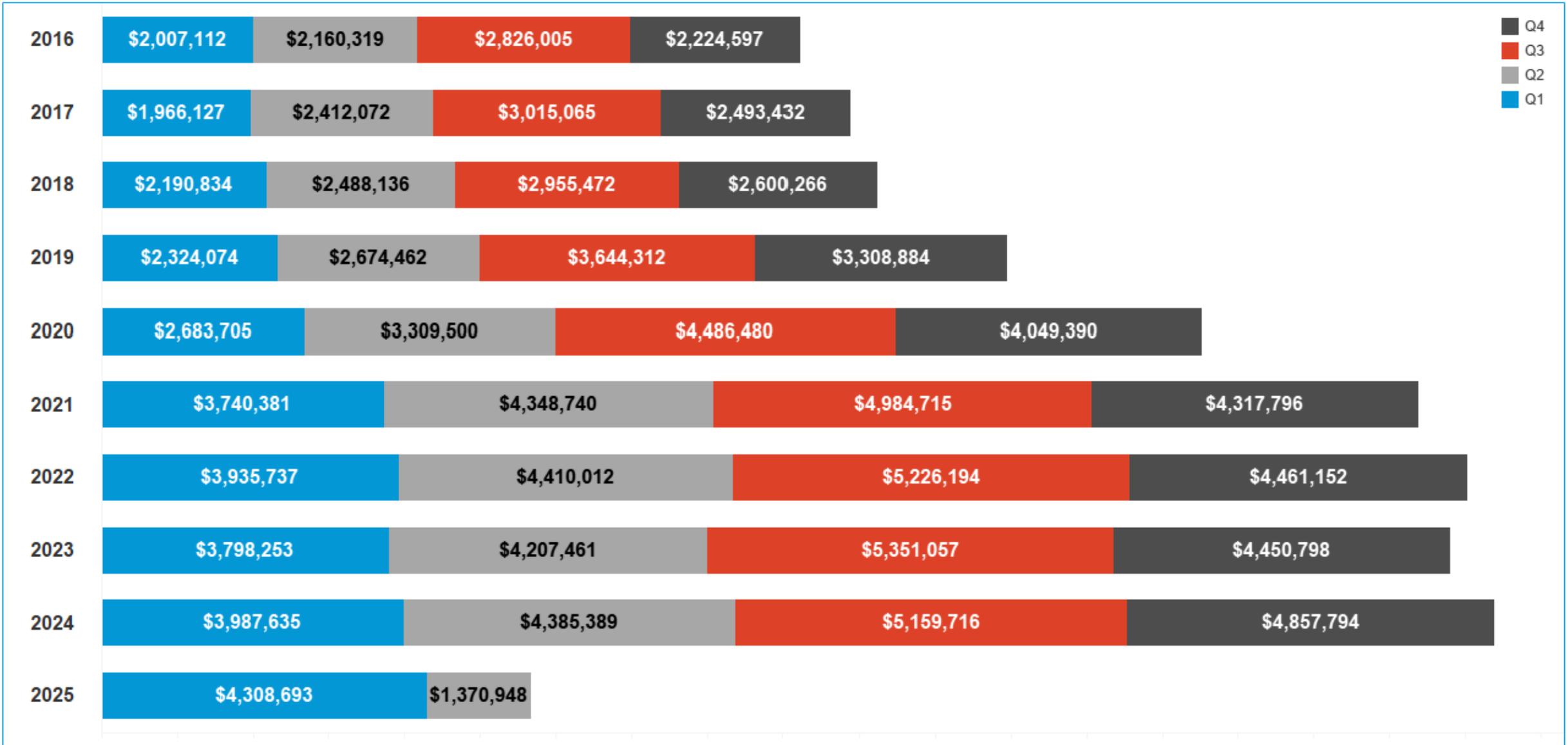


		2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>Q1</b>	County	\$25,952	\$18,416	\$35,792	\$29,030	\$46,261	\$57,791	\$128,910	\$127,543	\$125,829	\$116,111	\$130,422
	Town	\$114,311	\$124,115	\$136,982	\$147,864	\$144,195	\$130,371	\$228,182	\$231,849	\$178,580	\$192,705	\$203,182
	<b>Total</b>	<b>\$140,263</b>	<b>\$142,531</b>	<b>\$172,774</b>	<b>\$176,894</b>	<b>\$190,456</b>	<b>\$188,162</b>	<b>\$357,092</b>	<b>\$359,392</b>	<b>\$304,409</b>	<b>\$308,816</b>	<b>\$333,604</b>
<b>Q2</b>	County	\$16,326	\$33,172	\$29,896	\$56,080	\$45,483	\$52,809	\$115,041	\$129,385	\$90,666	\$106,066	
	Town	\$111,730	\$126,688	\$133,499	\$144,560	\$156,904	\$132,001	\$245,637	\$213,499	\$170,486	\$188,095	\$45,160
	<b>Total</b>	<b>\$128,056</b>	<b>\$159,860</b>	<b>\$163,395</b>	<b>\$200,640</b>	<b>\$202,387</b>	<b>\$184,810</b>	<b>\$360,678</b>	<b>\$342,884</b>	<b>\$261,152</b>	<b>\$294,161</b>	<b>\$45,160</b>
<b>Q3</b>	County	\$47,765	\$47,929	\$49,470	\$65,609	\$93,349	\$136,452	\$166,440	\$158,901	\$155,889	\$158,877	
	Town	\$187,849	\$210,470	\$204,582	\$209,168	\$233,844	\$313,832	\$312,647	\$288,972	\$273,519	\$277,288	
	<b>Total</b>	<b>\$235,614</b>	<b>\$258,399</b>	<b>\$254,052</b>	<b>\$274,777</b>	<b>\$327,193</b>	<b>\$450,284</b>	<b>\$479,087</b>	<b>\$447,873</b>	<b>\$429,408</b>	<b>\$436,165</b>	
<b>Q4</b>	County	\$28,109	\$36,610	\$36,873	\$49,835	\$81,604	\$101,833	\$112,962	\$111,774	\$118,944	\$149,631	
	Town	\$122,882	\$132,014	\$136,579	\$155,033	\$158,885	\$220,140	\$218,986	\$202,889	\$176,918	\$227,223	
	<b>Total</b>	<b>\$150,991</b>	<b>\$168,624</b>	<b>\$173,452</b>	<b>\$204,868</b>	<b>\$240,489</b>	<b>\$321,973</b>	<b>\$331,948</b>	<b>\$314,663</b>	<b>\$295,862</b>	<b>\$376,854</b>	
<b>Grand Total</b>		<b>\$654,924</b>	<b>\$729,414</b>	<b>\$763,673</b>	<b>\$857,179</b>	<b>\$960,525</b>	<b>\$1,145,229</b>	<b>\$1,528,805</b>	<b>\$1,464,812</b>	<b>\$1,290,831</b>	<b>\$1,415,996</b>	<b>\$378,764</b>

# Sales Tax Collections



# Pagosa Springs Quarterly Sales Tax Collections Collections Through April 2025





# Short-Term Rental Performance (Airbnb & Vrbo)

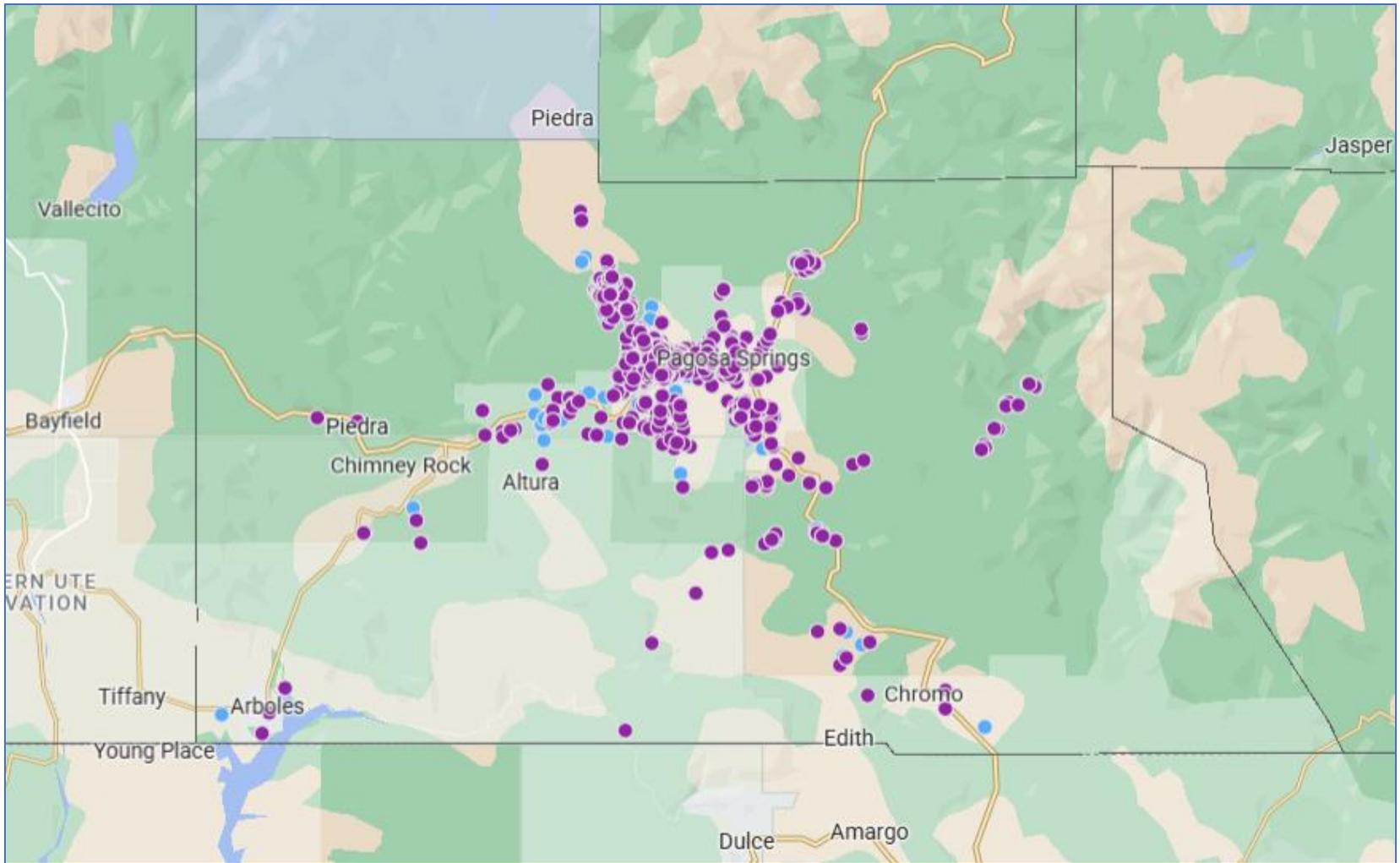


# AirDNA - Definitions



- **Active 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 ( $ADR = \text{Total Revenue} / \text{Booked Nights}$ ).
- **Demand (Listing Days Booked)** – Total number of days booked during the reporting period.
- **Supply (Listing Days Available)** – Total number of days available during the reporting period.
- **Occupancy Rate** –  $\text{Occupancy Rate} = \text{Total Booked Days} / (\text{Total Booked Days} + \text{Total Available Days})$ . 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** –  $\text{Revenue Per Available Rental} = ADR * \text{Occupancy Rate}$

# AirDNA Geographical Boundary



Source: AirDNA

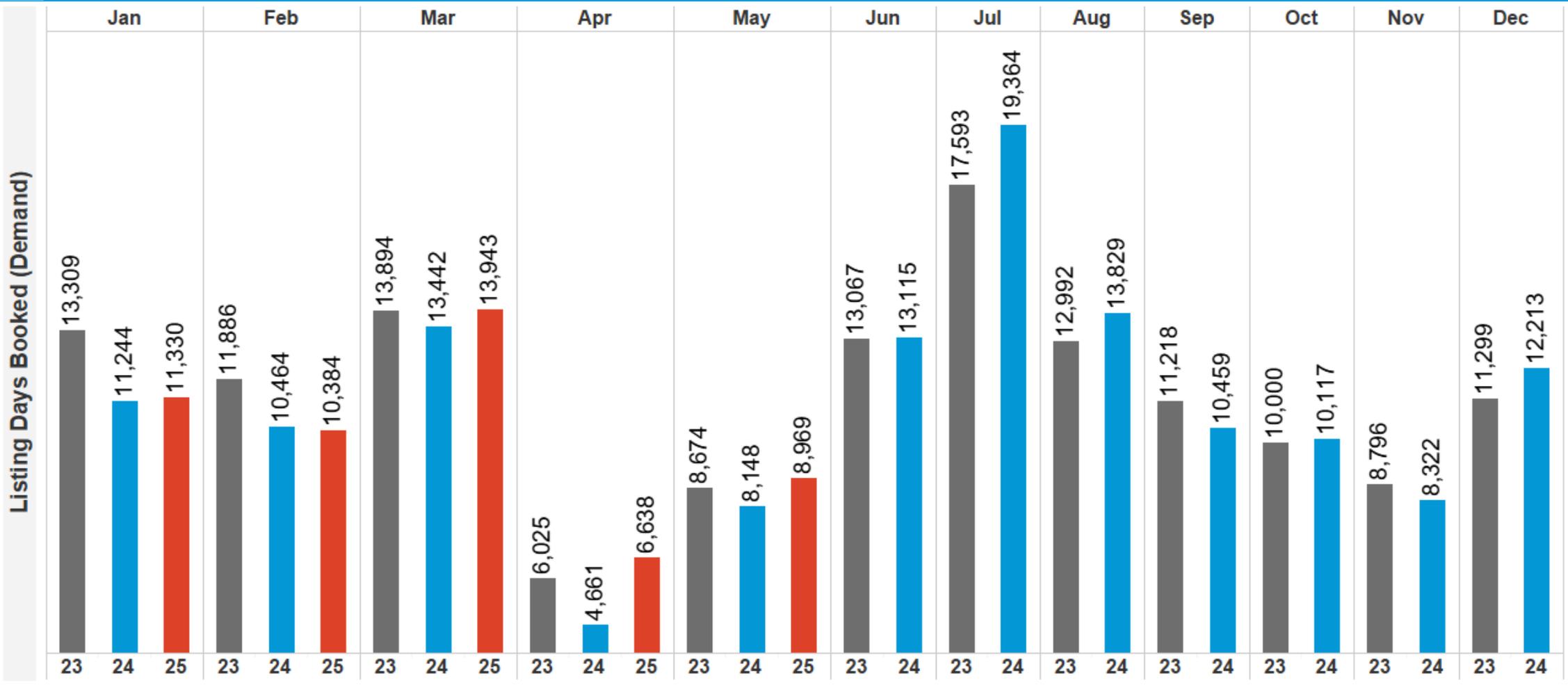
# Pagosa Springs Monthly Short-Term Rental Performance

## May 2025

Source: AirDNA, 'Entire Place' Listings Only



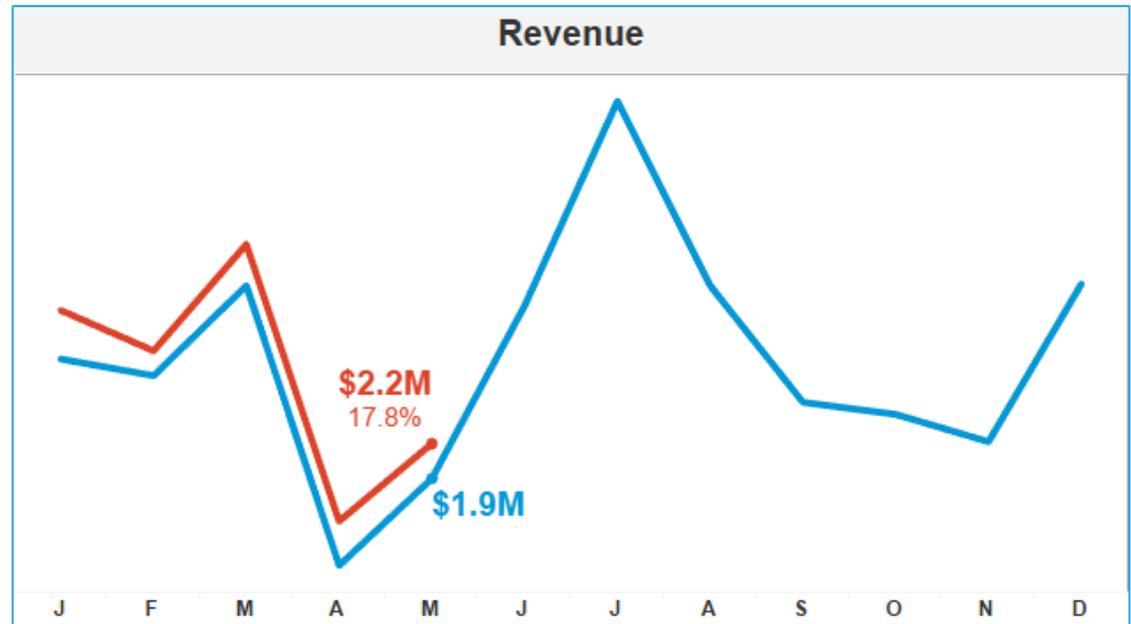
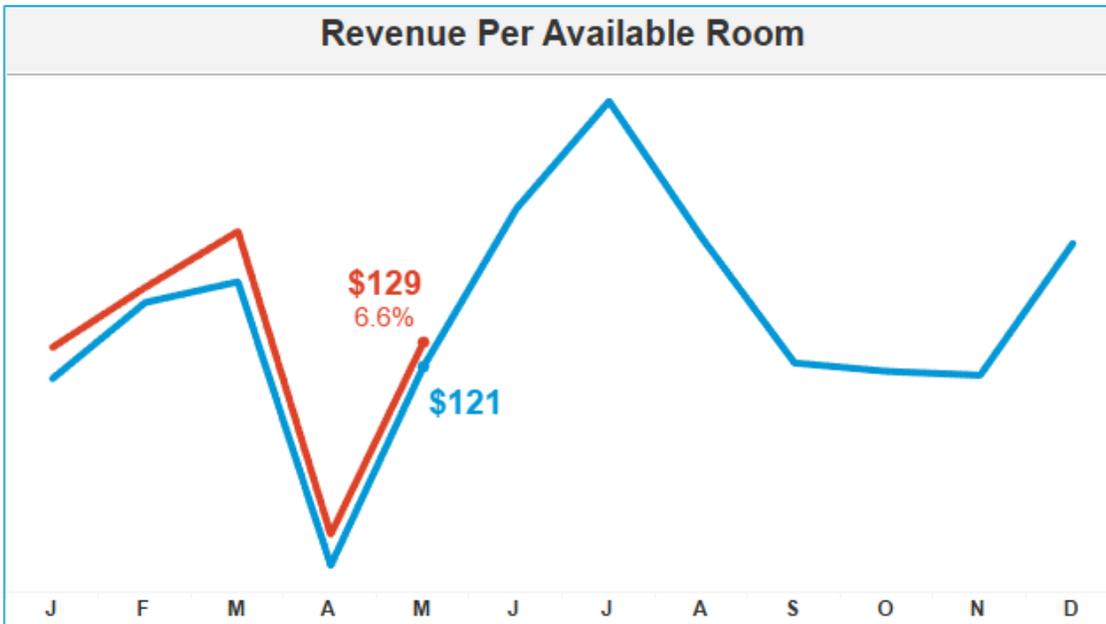
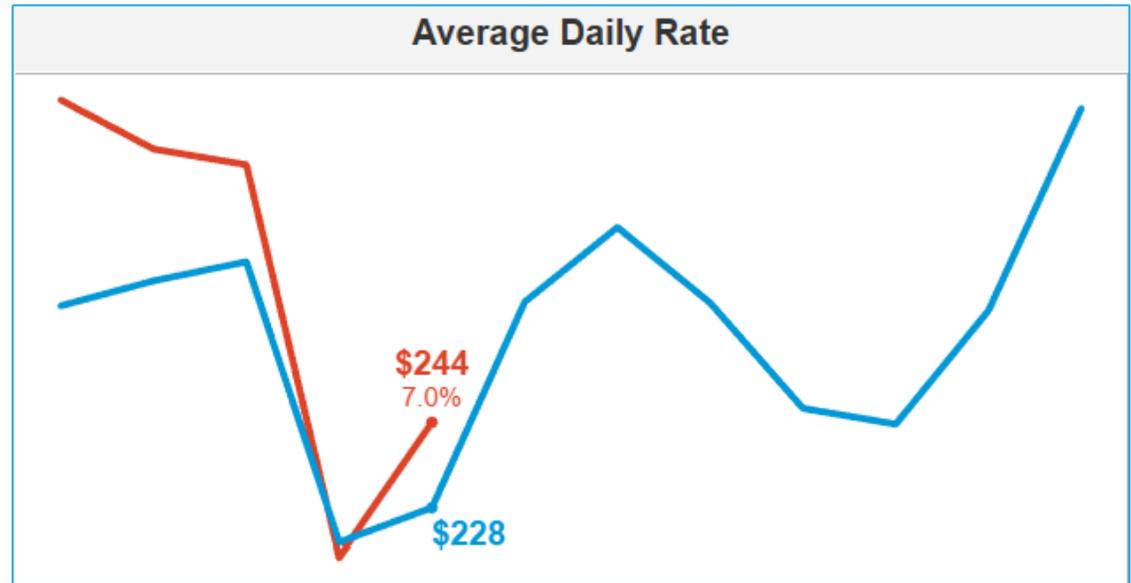
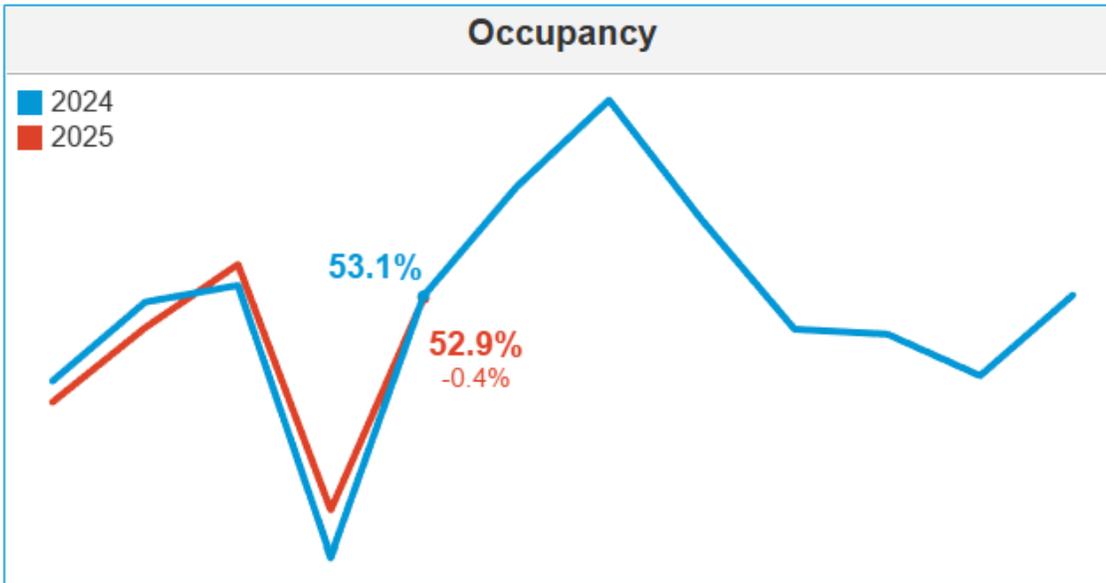
May '25	Occupancy	ADR	RevPAR	Active Listings	Listing Days Booked	Revenue
	52.9%	\$243.62	\$128.85	812	8,969	\$2,185,028
	-0.4%	7.0%	6.6%	5.3%	10.1%	17.8%



# Pagosa Springs Monthly Short-Term Rental Performance

## May 2025

Source: AirDNA, 'Entire Place' Listings Only

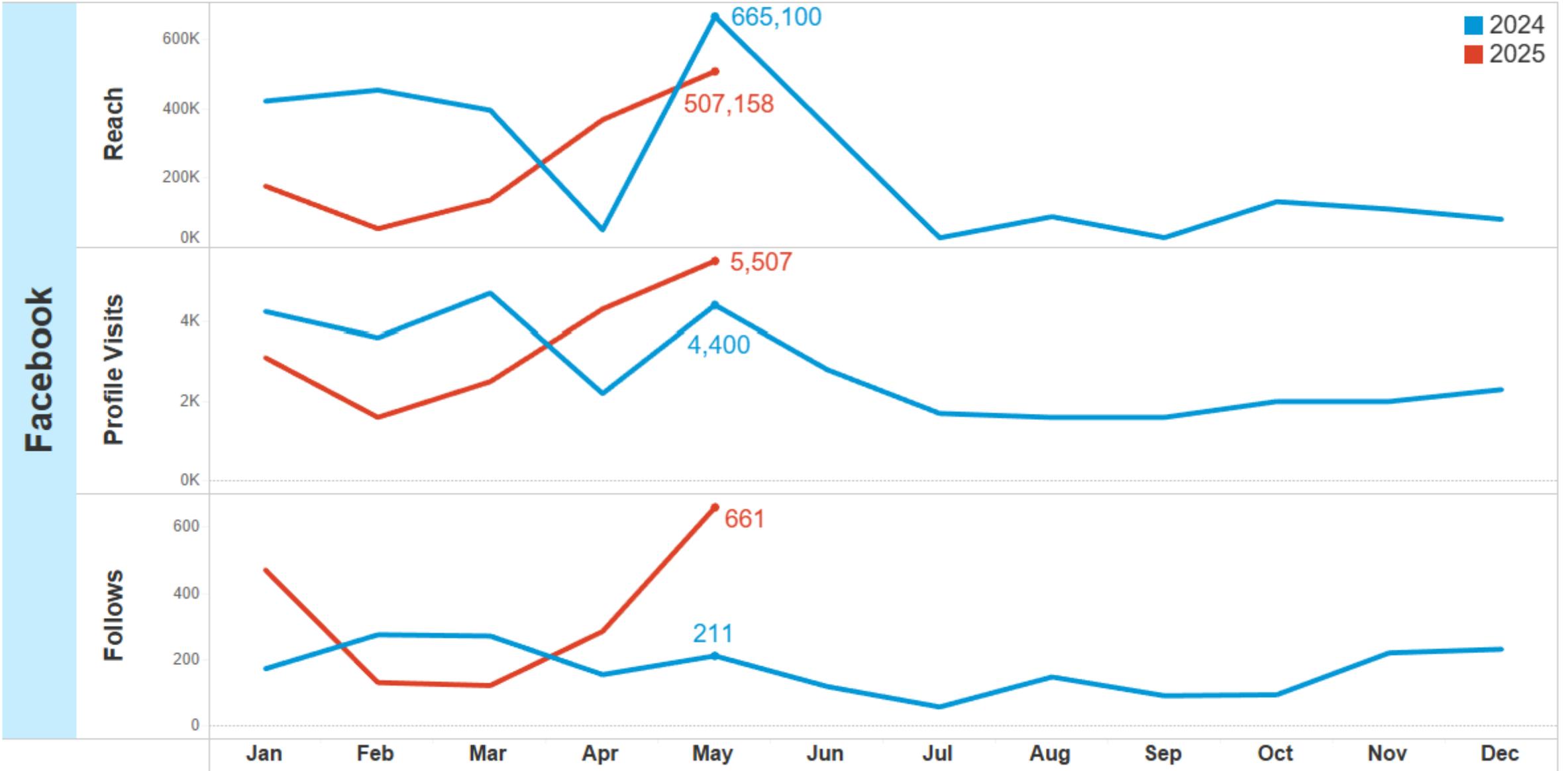


# Social Media Performance



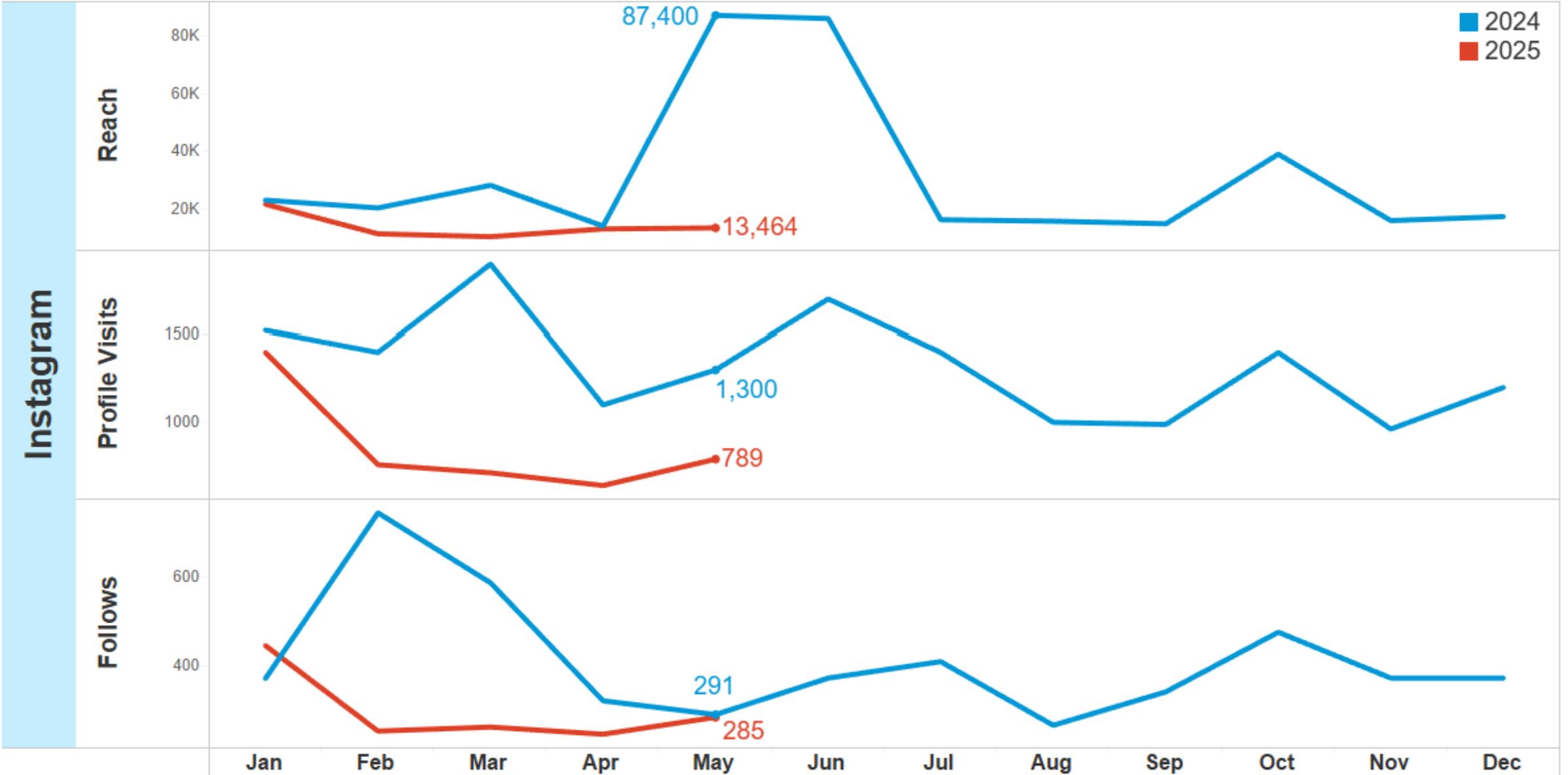
# Pagosa Springs Monthly Social Media Performance Through May 2025

Source: Meta



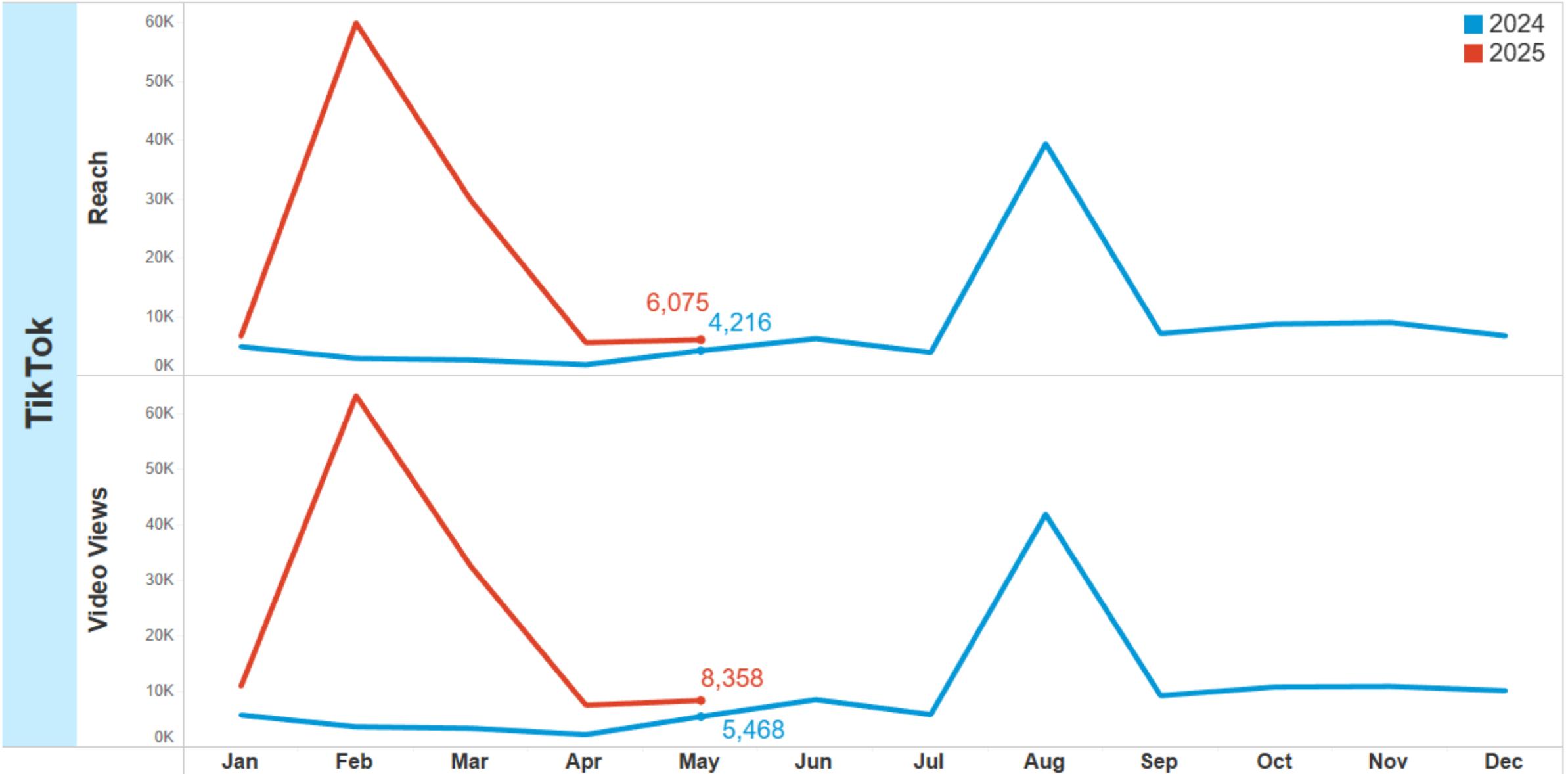
# Pagosa Springs Monthly Social Media Performance Through May 2025

Source: Meta



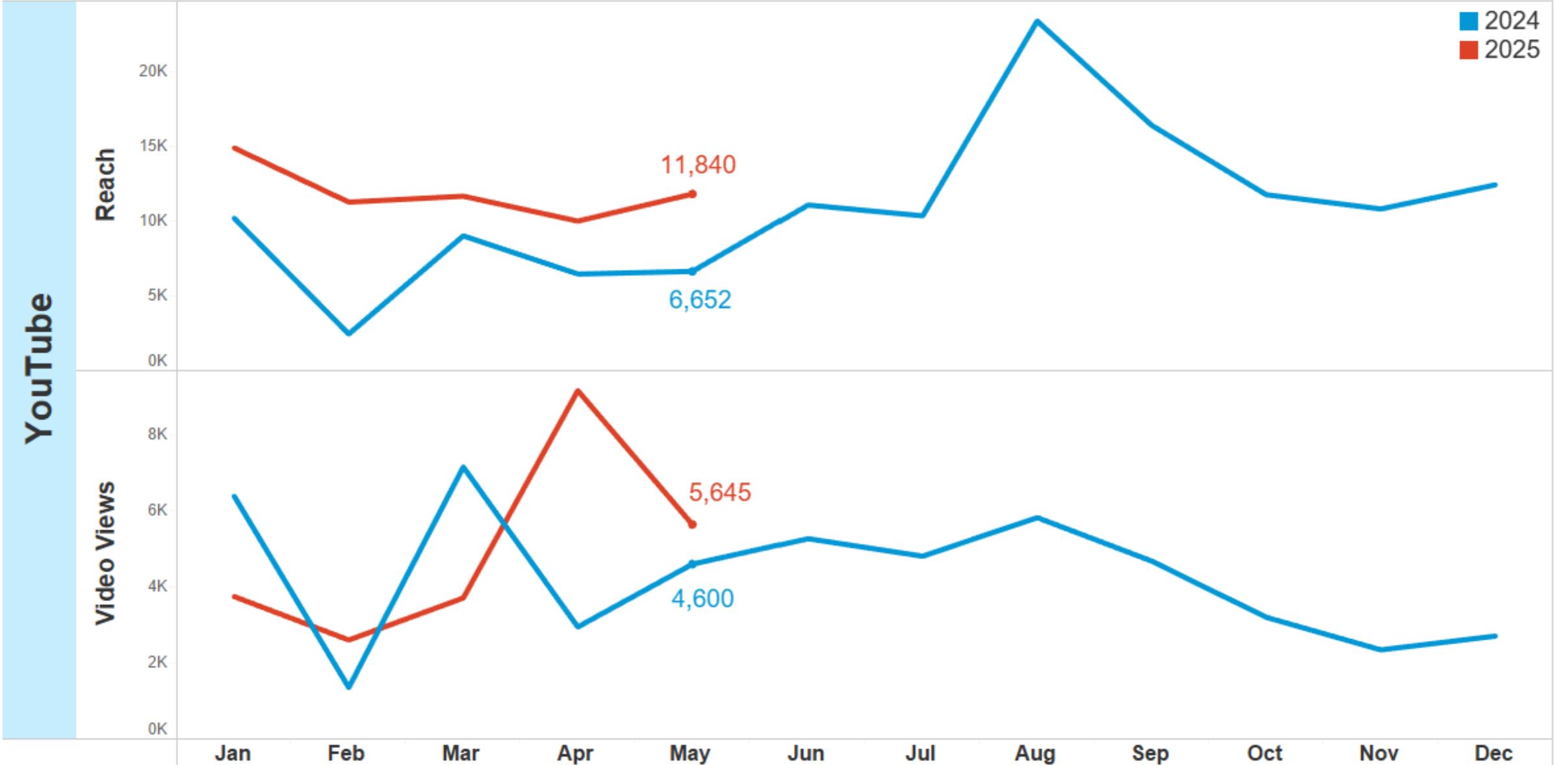
# Pagosa Springs Monthly Social Media Performance Through May 2025

Source: Tiktok



# Pagosa Springs Monthly Social Media Performance Through May 2025

Source: YouTube



# Consumer Sentiment



# American Travel Sentiment Study Wave 97

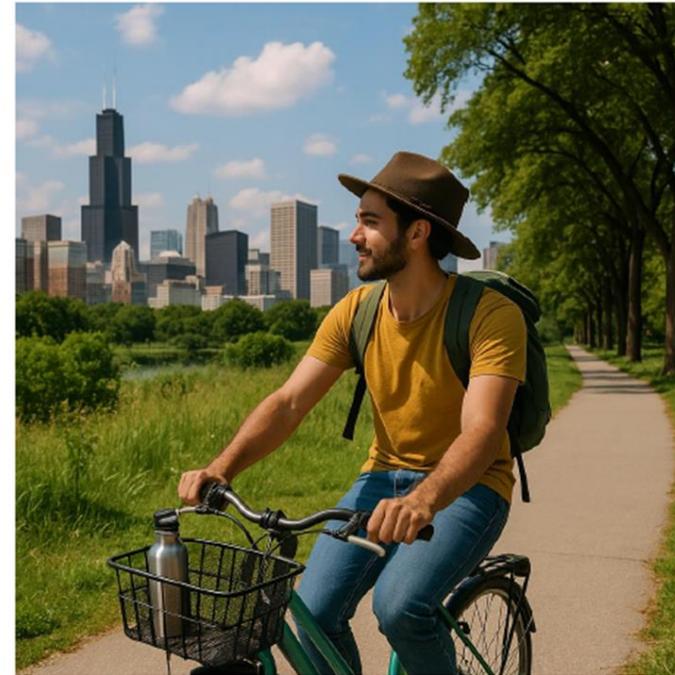


\*Survey fielded June 3, 2025; US National Sample of 1,000 adults 18+

## American Travel Sentiment Wave 97 Highlights

### Key Findings:

- 1. Cautious Travel Spending on Upcoming Trips**  
More Americans plan to cut back on travel spending, with 37% of travelers saying they are reducing the amount they are spending on retail purchases, a 4-point increase from May 2024. Despite this, the number of travelers canceling trips holds steady at only 6%.
- 2. Remote Work Away from Home Unpopular Among Travelers**  
A majority (60%) of American travelers do not plan to work remotely, away from home, in the next 12-24 months, a significant 5-point increase from November 2023.
- 3. Service Levels on the Rise**  
Compared to August 2024, there has been a 4-point increase in those who said they received the same level of service as before the pandemic, showing service levels are improving, but not surpassing pre-pandemic levels.
- 4. AI Software Integrating into Trip Planning**  
Travelers who said they used ChatGPT or similar AI software to plan their trip increased 6-points since August 2024. This shows a quick integration of AI in the trip planning process for many travelers.
- 5. Record High Number of American Travelers with Travel Plans**  
This month saw a decline in American travelers saying economic concerns would greatly impact their travel decisions, and demand among American travelers is at a survey record high level. This reinforces the view that travel is a need vs. a want.



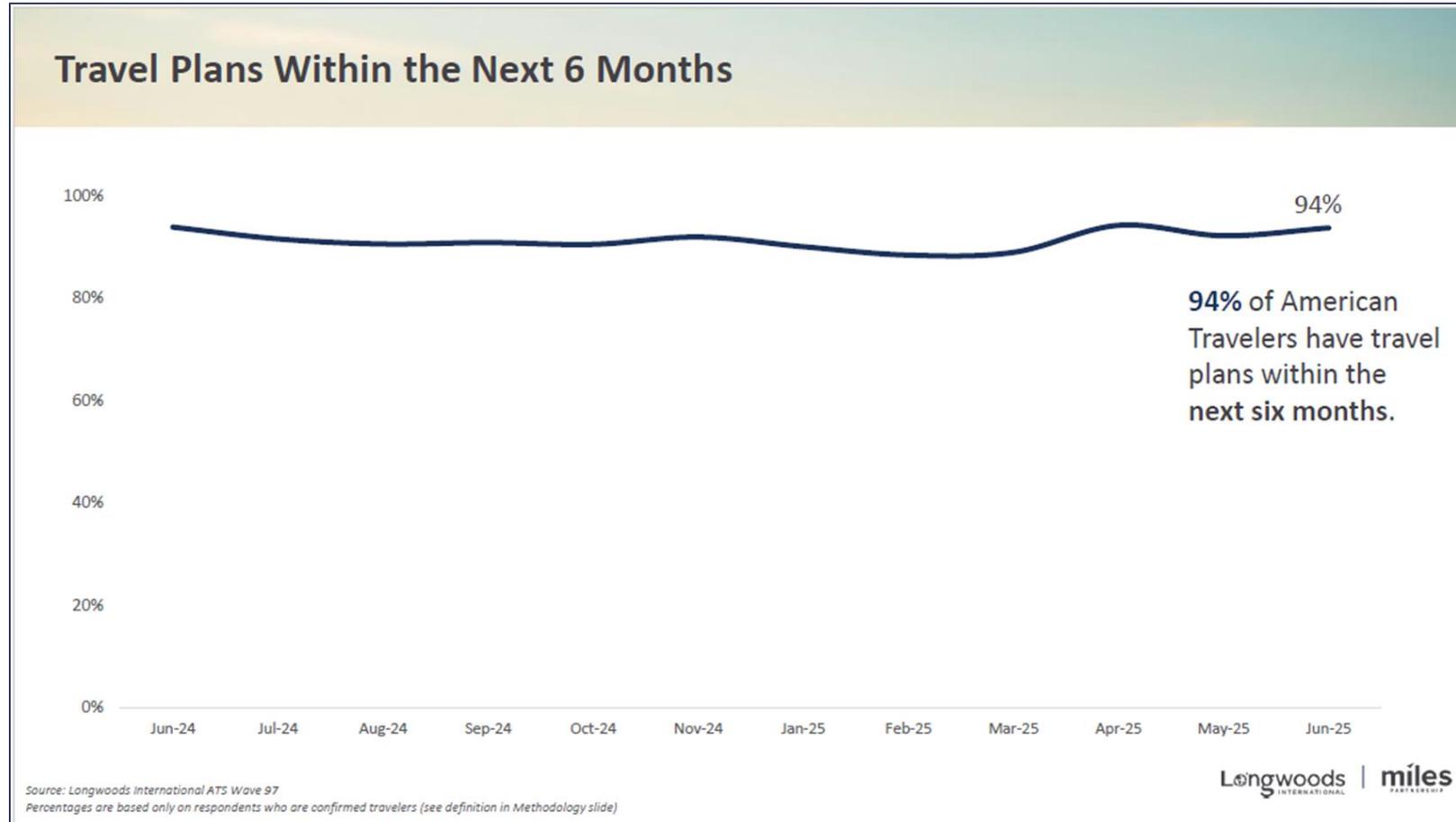
Source: Longwoods International ATS Wave 97

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# American Travel Sentiment Study Wave 97



\*Survey fielded June 3, 2025; US National Sample of 1,000 adults 18+



# American Travel Sentiment Study Wave 97

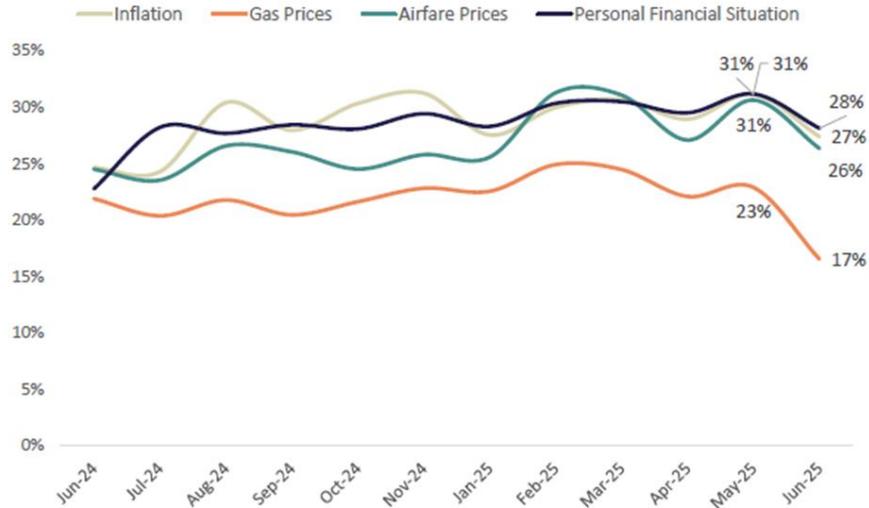


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## Decrease in Concerns Greatly Impacting Travel Decisions

### 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 2024 to June 2025.



Compared to May 2025, there has been a significant drop in American travelers who said gas prices, inflation, and airfare prices "greatly impact" their travel decisions. Concerns for inflation saw a 4-point decrease and concerns for airfare prices saw a 5-point decrease since May 2025. Gas prices saw a 6-point decrease, marking the lowest point in the past 12 months.

Source: Longwoods International ATS Wave 97  
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months



# American Travel Sentiment Study Wave 97



\*Survey fielded June 3, 2025; US National Sample of 1,000 adults 18+

## Travelers More Cautious with Spending on Trips

During the next six months, how is your personal financial situation impacting your travel plans?



While there was a decrease in concerns greatly impacting travel decisions, American travelers are still being more cautious with their travel spending compared to May 2024. 37% of travelers say they are reducing the amount they spend on retail purchases, a 4-point increase from May 2024. There is 4-point increase in American travelers choosing to drive instead of fly. There is also a 3-point increase in travelers reducing the number of trips they are taking.

Source: Longwoods International ATS Wave 97  
Percentages are based only on respondents who are confirmed travelers intend on traveling in the next six months



# American Travel Sentiment Study Wave 97



\*Survey fielded June 3, 2025; US National Sample of 1,000 adults 18+

## American Travel Sentiment Methodology

The American 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 3, 2025
- 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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# THANK YOU



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