

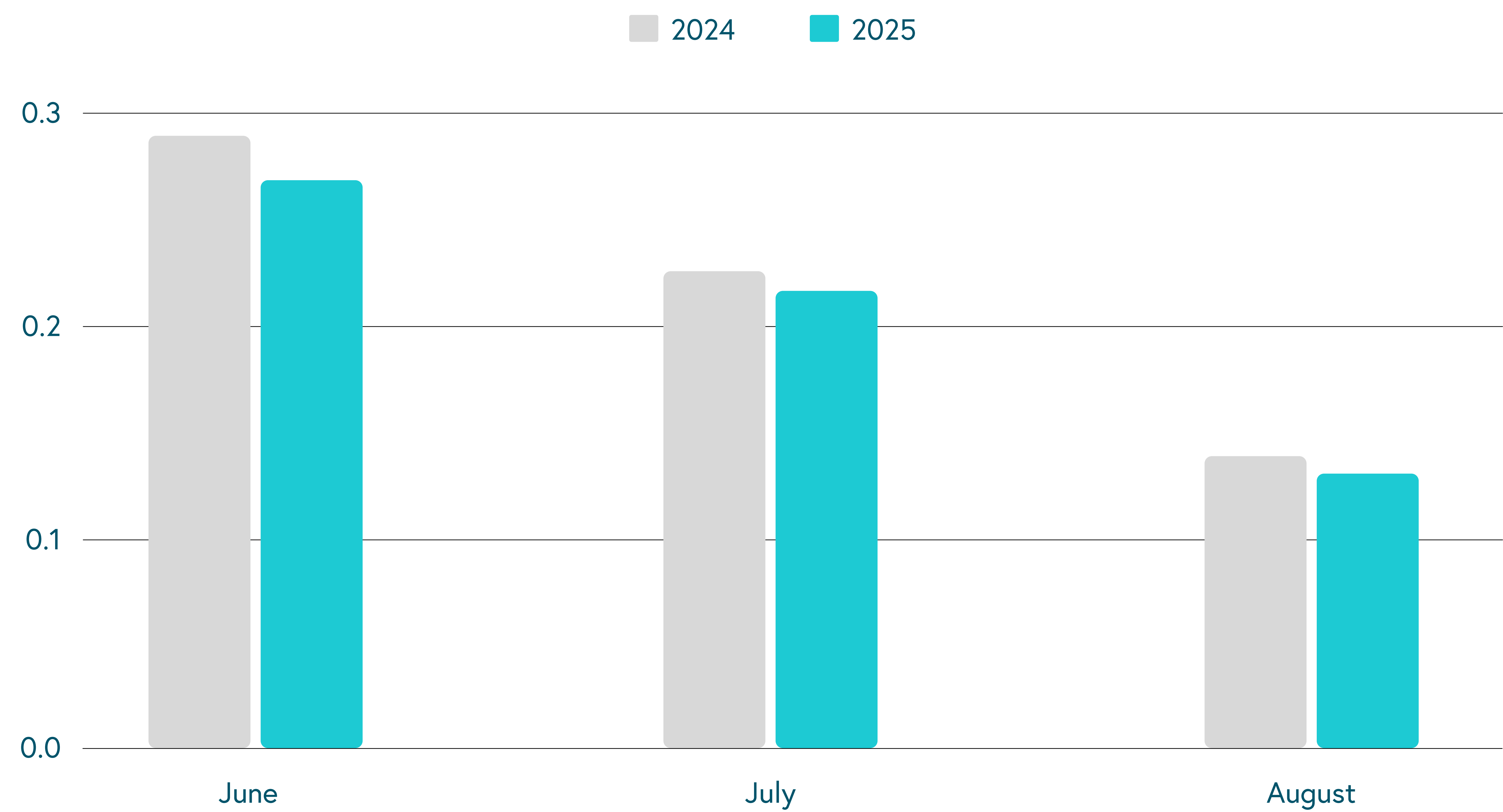
Trends Shaping the Second Half of 2025 in the U.S.



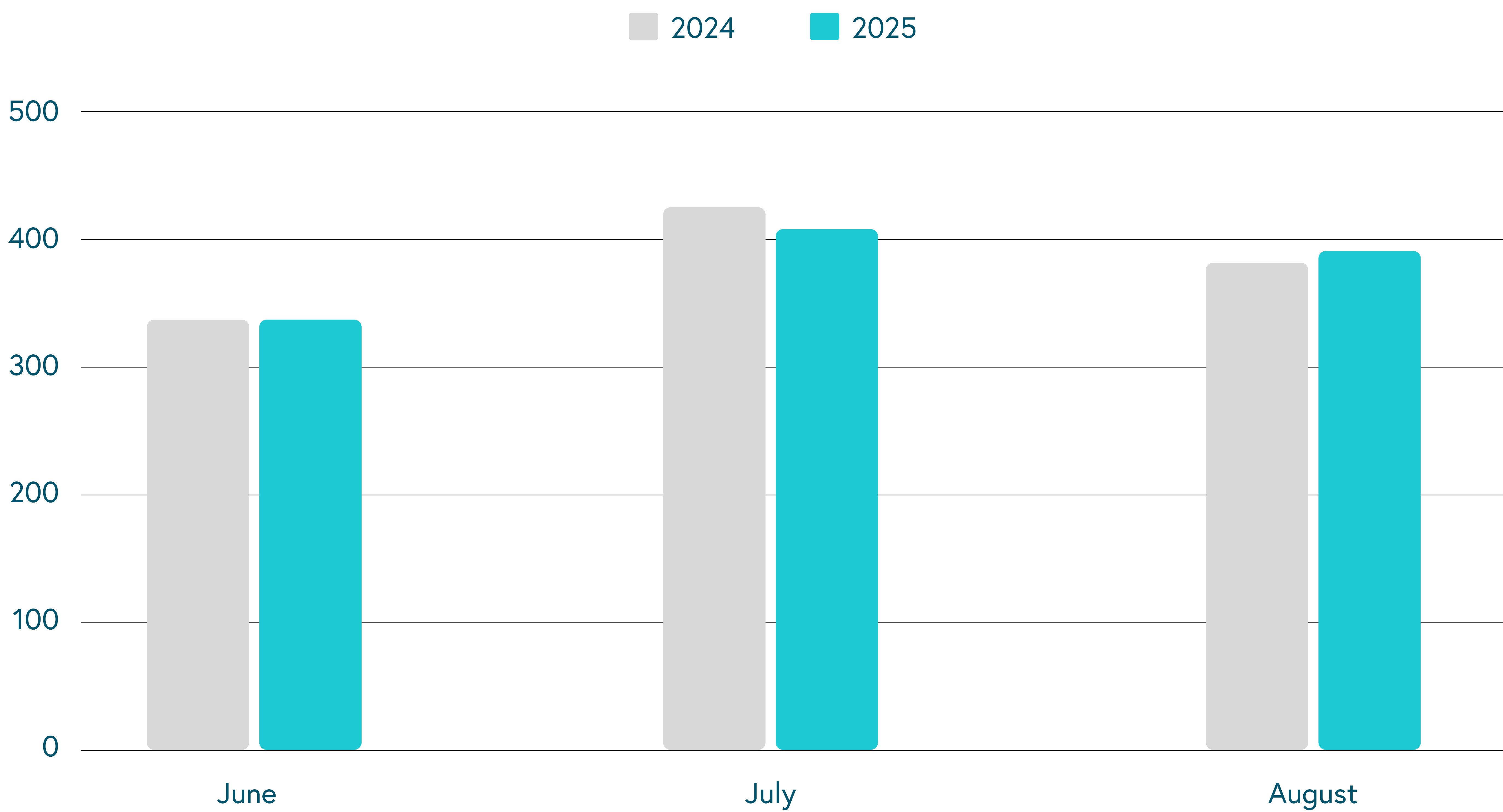
As U.S. travelers navigate economic uncertainty and a high-stakes election year, they're not ditching summer getaways—but they are pivoting. Instead of big international splurges, guests are booking shorter, more affordable domestic trips, often closer to home and closer to their travel dates.

Summer Bookings

1. Occupancy Rates are Pacing -4% Behind



2. Average Daily Rates are Pacing -1% behind



Guest Booking Behavior

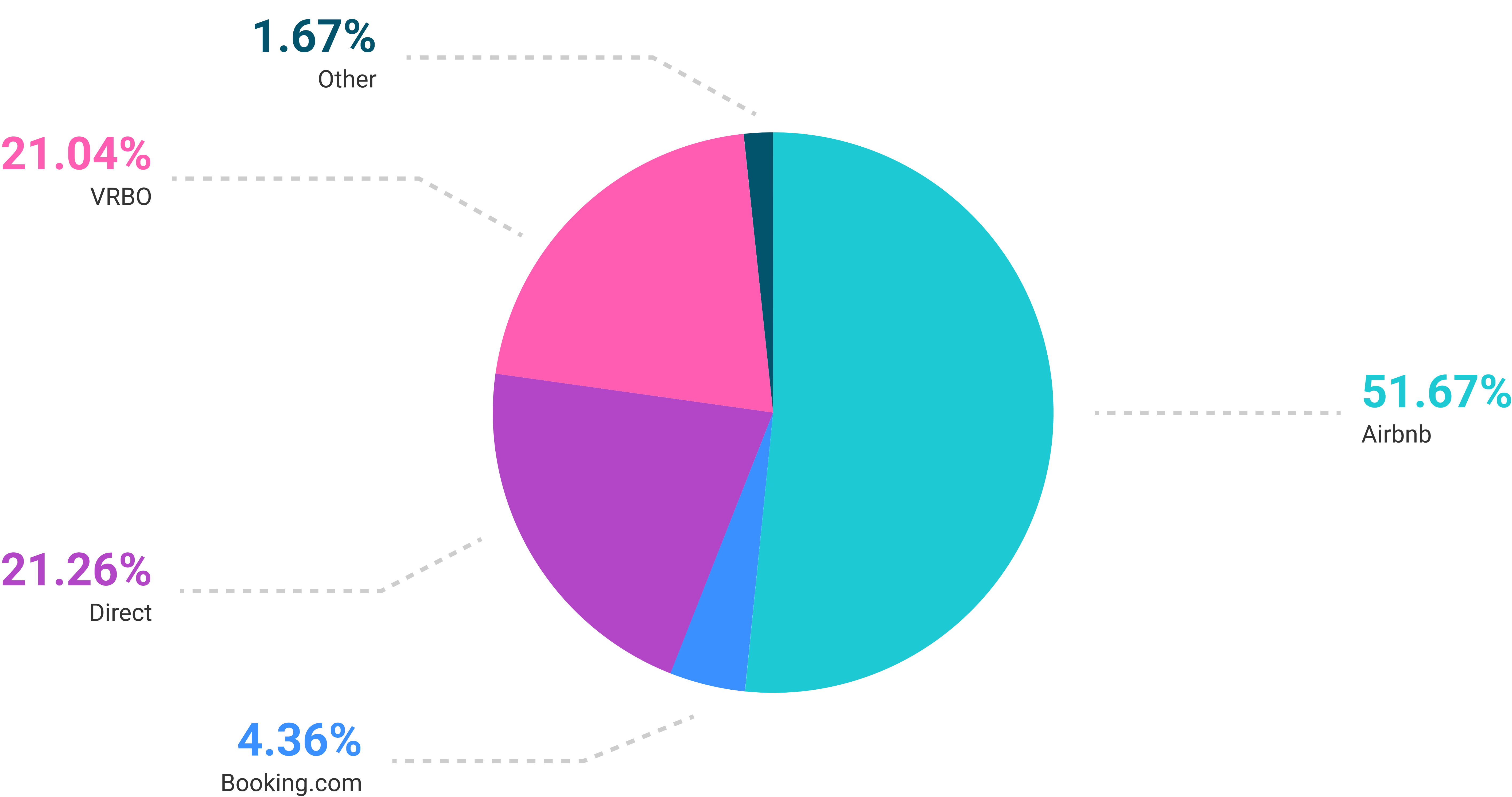
Length of Stay

3.8 days, +3% YoY

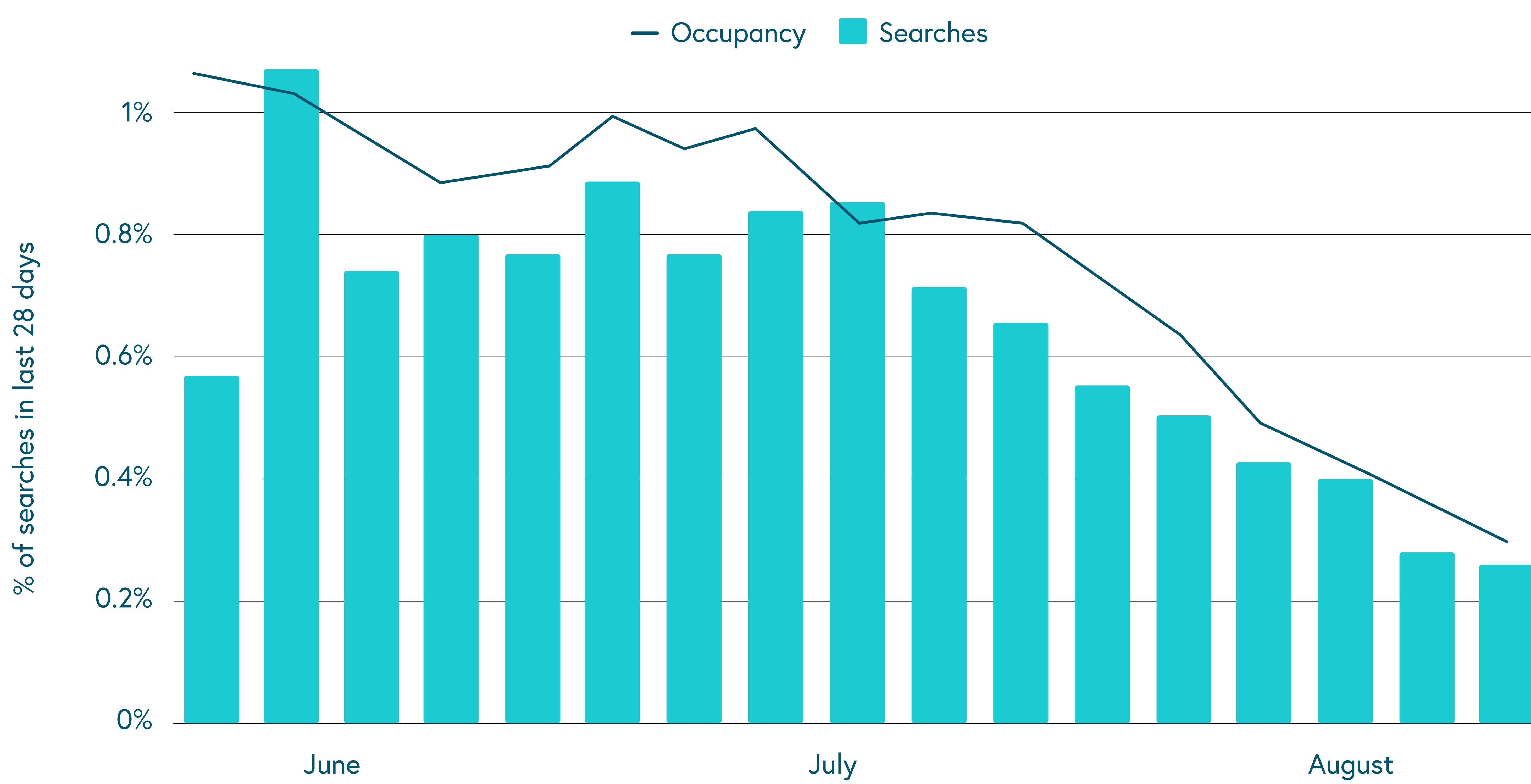
Booking Windows

26 days, -12% YoY

Channel Distribution



Searches by Market



Key Takeaways

Occupancy Is Down Slightly, But July 4th Is Holding Strong

Summer occupancy rates are pacing 4% behind last year overall, but bookings for the week of July 4th are holding steady—suggesting some concentrated demand.

Guests Are Booking Closer to Travel Dates

The average booking window is down 12% YoY to 26 days, meaning more travelers are booking last-minute. Flexibility and short-notice availability are key.

Rate Adjustments Are Affecting Demand

July 4th ADRs are down 15%, which is helping drive occupancy. Smart pricing strategies tied to demand signals can still move the needle.

Summer Hosting Tips

- **Use Flexible, Demand-Responsive Pricing:** Adjust rates dynamically to fill gaps—don't be afraid to drop prices closer to stay dates if demand is soft.
- **Cater to Last-Minute Bookers:** Align your minimum stay requirements to your market and highlight flexible cancellation policies to capture the increasing amount of spontaneous travelers.
- **Keep an Eye on Market Trends:** Monitor local performance data like occupancy rates, average daily rates, and booking pace. Comparing your results to market benchmarks helps you adjust your strategies more effectively, make decisions, and quickly spot opportunities or risk periods.

