

Travel Trends

Fort Worth/Arlington

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Agenda

01. Market Overviews

02. Market Trends

03. Booking Trends

04. International Travel

01. Market Overviews

Future Stays

Future Stays

Expedia is one piece of the puzzle when it comes to travel to the Fort Worth and Arlington market. We can help target small business travelers through Egencia, extend a property's reach through our B2B network of over 60,000+ Travel Partners, and increase conversion of transient travelers through visibility tools and pricing strategies.

Fort Worth

10%

Room Nights YoY

5%

Revenue Change YoY

10%

International Traveler Share

15%

Package Share

40

Day Booking Window

2

Night Minimum Length of Stay

Arlington

5%

Room Nights YoY

10%

Revenue Change YoY

5%

International Traveler Share

10%

Package Share

45

Day Booking Window

2

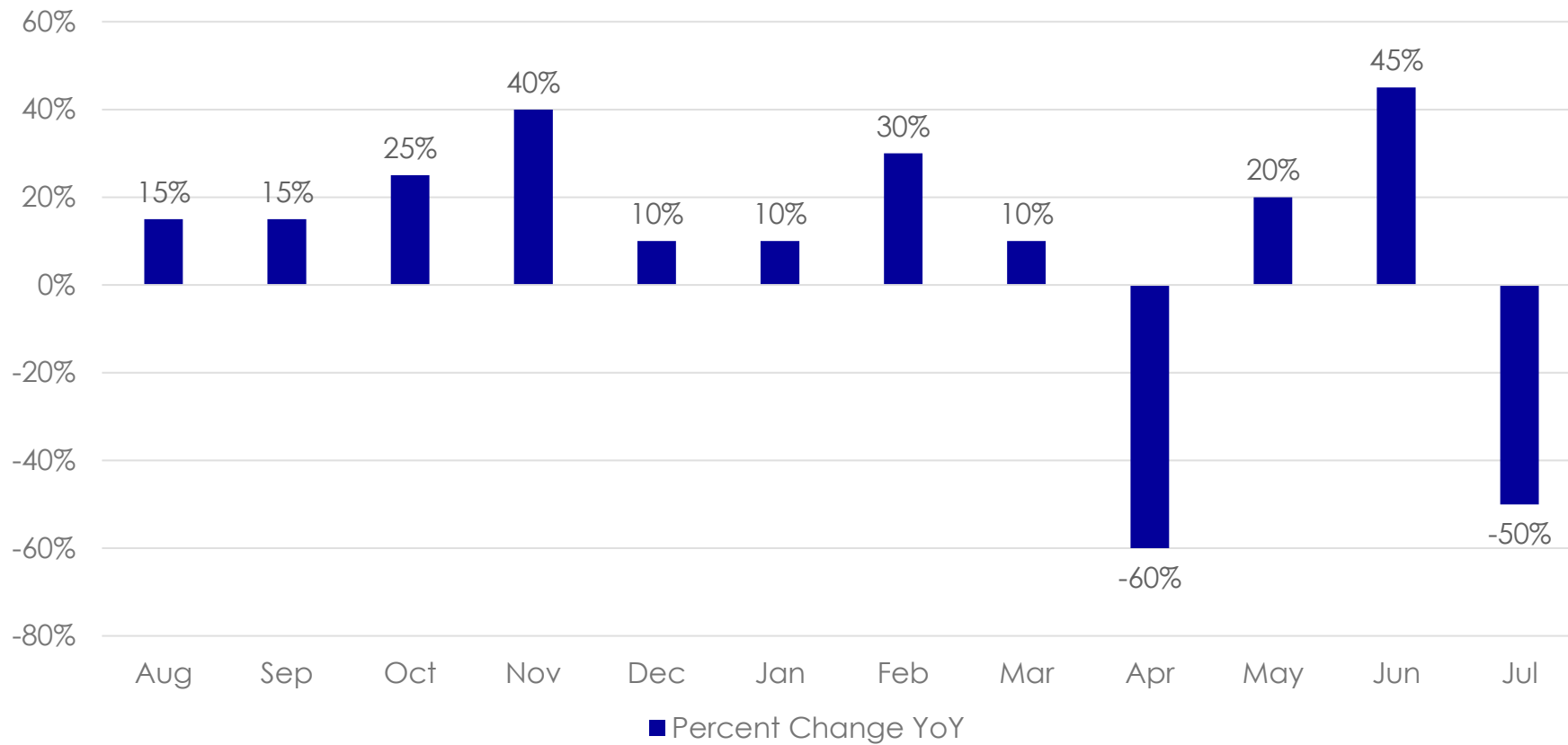
Night Minimum Length of Stay

*Data is rounded to the nearest 5%
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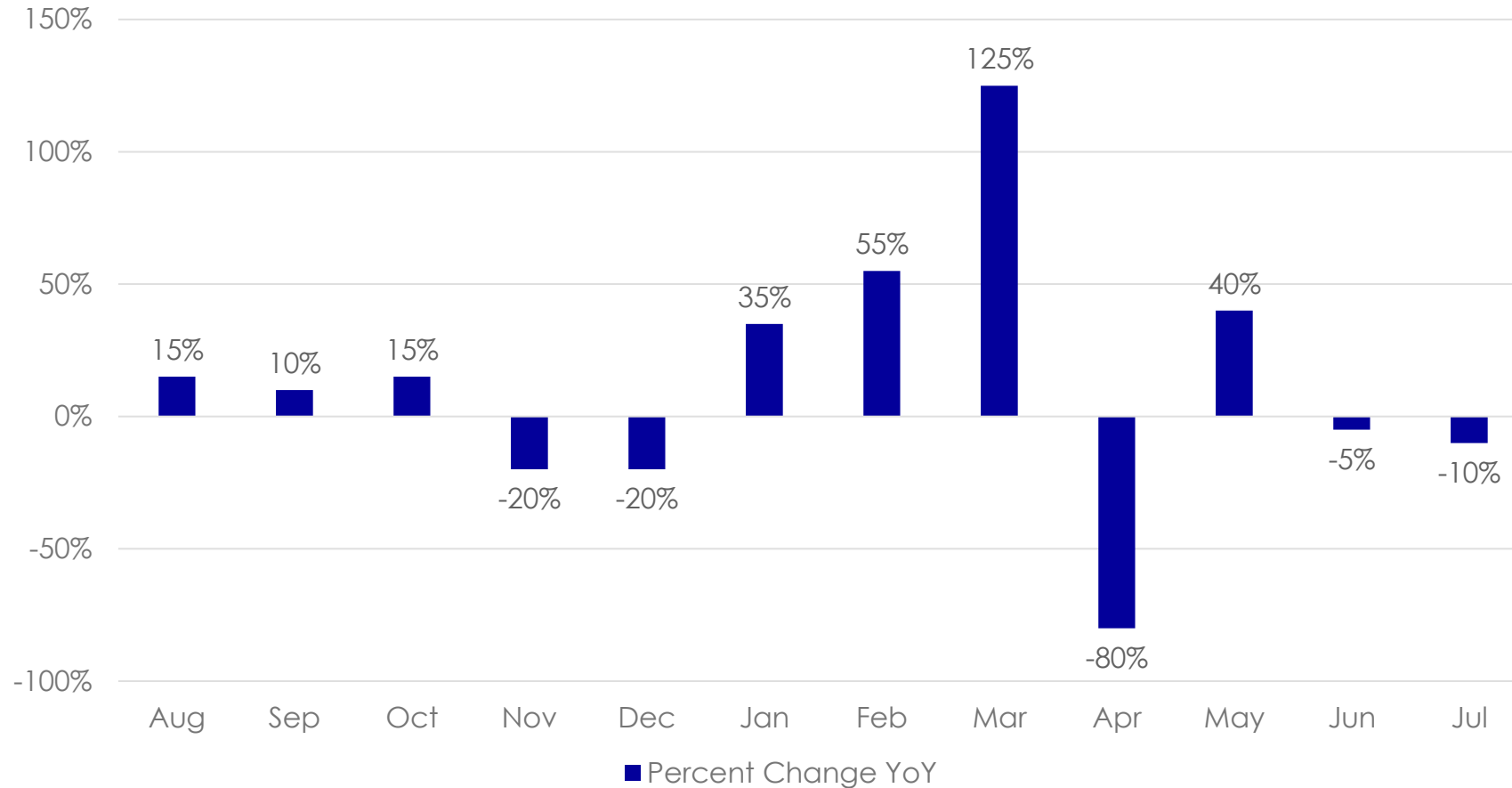
02. Market Trends

Search Demand, Production, Compression

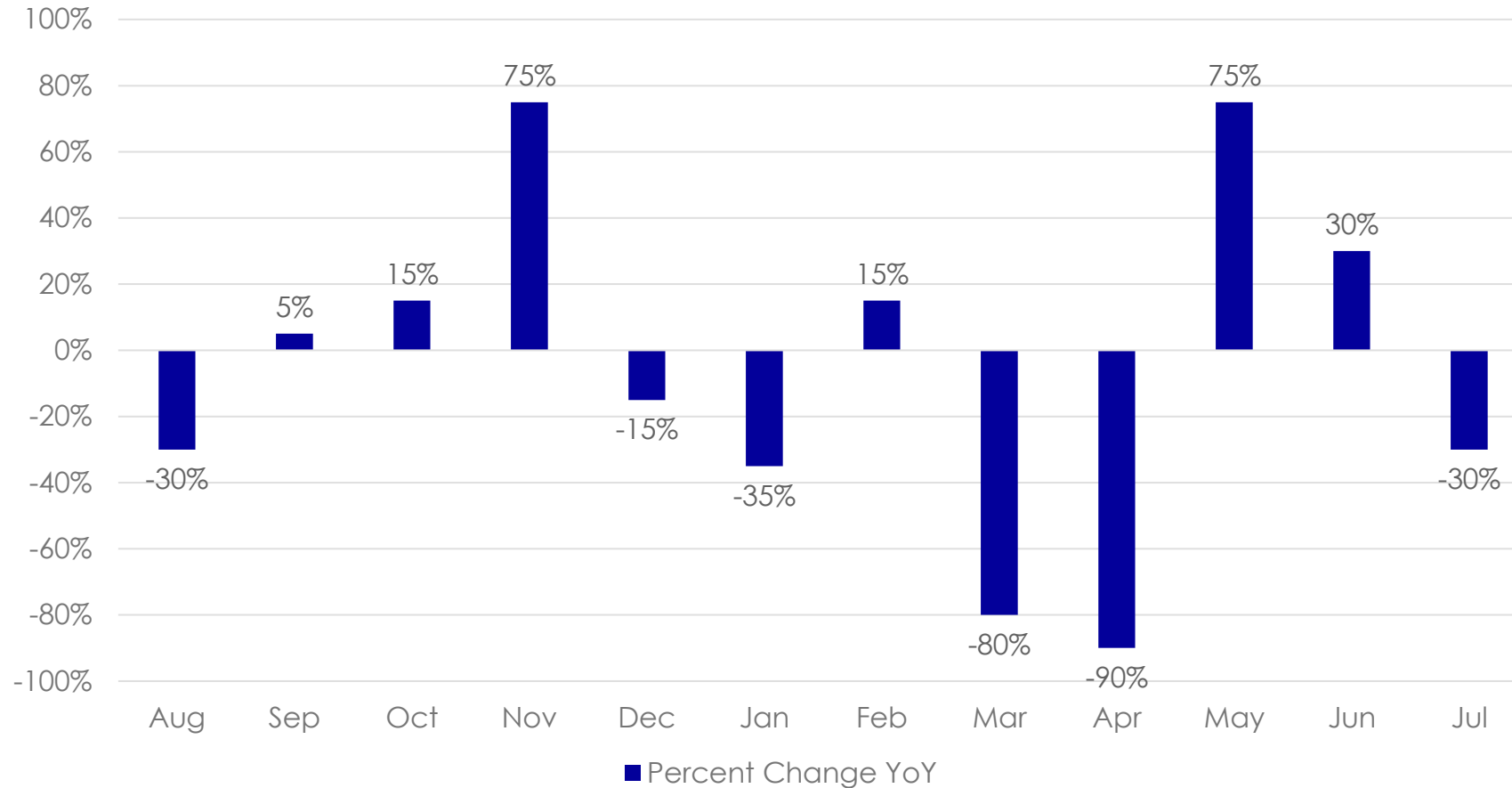
When are travelers searching for Arlington and Fort Worth?



When are travelers booking right now in Fort Worth?



When are travelers booking right now in Arlington?



Compression

Fort Worth Events

- 9/7-9/8 - Fortnite: Championships **+55% NRN**
- 9/13-9/15 - Rocket League: Championship **+145% NRN**
- 9/17 - NCT Dream **+130% NRN**
- 9/25 - Hans Zimmer **+315% NRN**
- 10/5-10/7 - Los Temerarios **+70% NRN**
- 10/12 - Ryan Bingham's The Great Western **-15% NRN**
- 10/25-10/26 - TCU Homecoming **+75% NRN**
- 3/20-3/23 – Bass Pro Shops Bassmaster Classic **+485% NRN**



Arlington Events

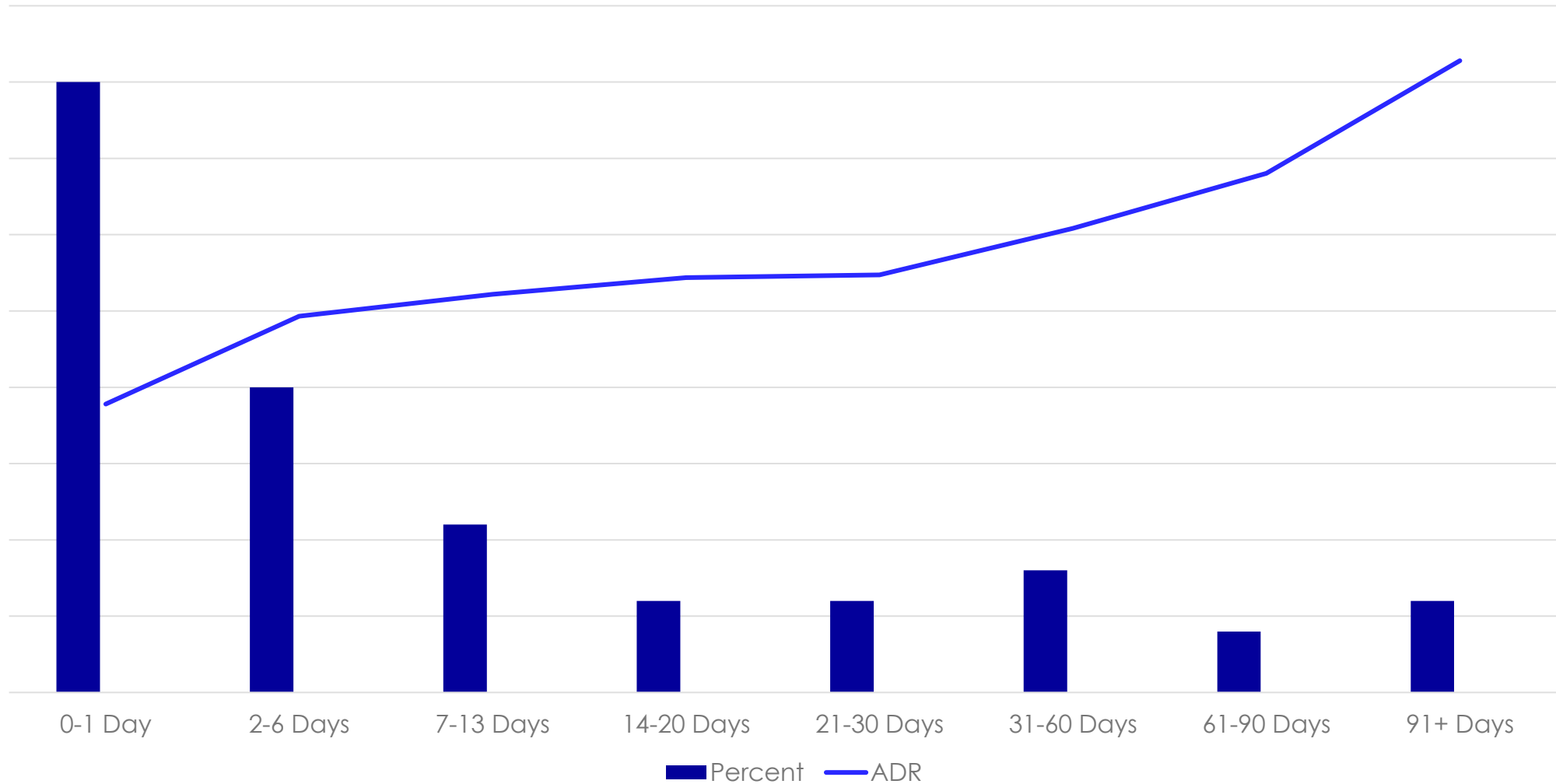
- 9/2-9/4 – Rangers vs Yankees **+70% NRN**
- 9/10 - MexTour: Mexico vs. Canada **+105% NRN**
- 9/11 - Green Day **-70%, comping over Woman Evolve Conference 2023**
- 9/14 - Kane Brown **-20%, comping over Woman Evolve Conference 2023**
- 9/15 - Cowboys vs. New Orleans Saints (Sunday 12pm game) **+20% NRN**
- 9/22 - Cowboys vs. Baltimore Ravens (Sunday 3:25pm game) **+1140% NRN**
- 9/26-9/28 - Woman Evolve Conference **+800% NRN**
- 9/28 - Southwest Classic: Texas A&M Aggies Football vs. Arkansas Razorbacks **+70% NRN**
- 10/13 - Cowboys vs. Detroit Lions (Sunday 3:25pm game) **+1810% NRN**
- 11/6 - P!NK **+2630% NRN**
- 11/9 - Cody Johnson **+150% NRN**
- 11/10 - Cowboys vs. Philadelphia Eagles (Sunday 3:25pm game) **+65% NRN**
- 11/15 - Mike Tyson vs. Jake Paul Fight (rescheduled from 7/20) **+1500% NRN**
- 11/18 - Cowboys vs. Houston Texans (Monday 7:15pm game) **+3800% NRN**
- 11/28 - Cowboys vs. New York Giants (Thanksgiving 3:30pm game) **+70% NRN**
- 12/9 - Cowboys vs. Cincinnati Bengals (Monday 7:15pm game) **+655% NRN**
- 12/22 - Cowboys vs. Tampa Bay Buccaneers (Sunday 7:20pm game) **+4170% NRN**



03. Booking Trends

Booking windows and Length of Stay

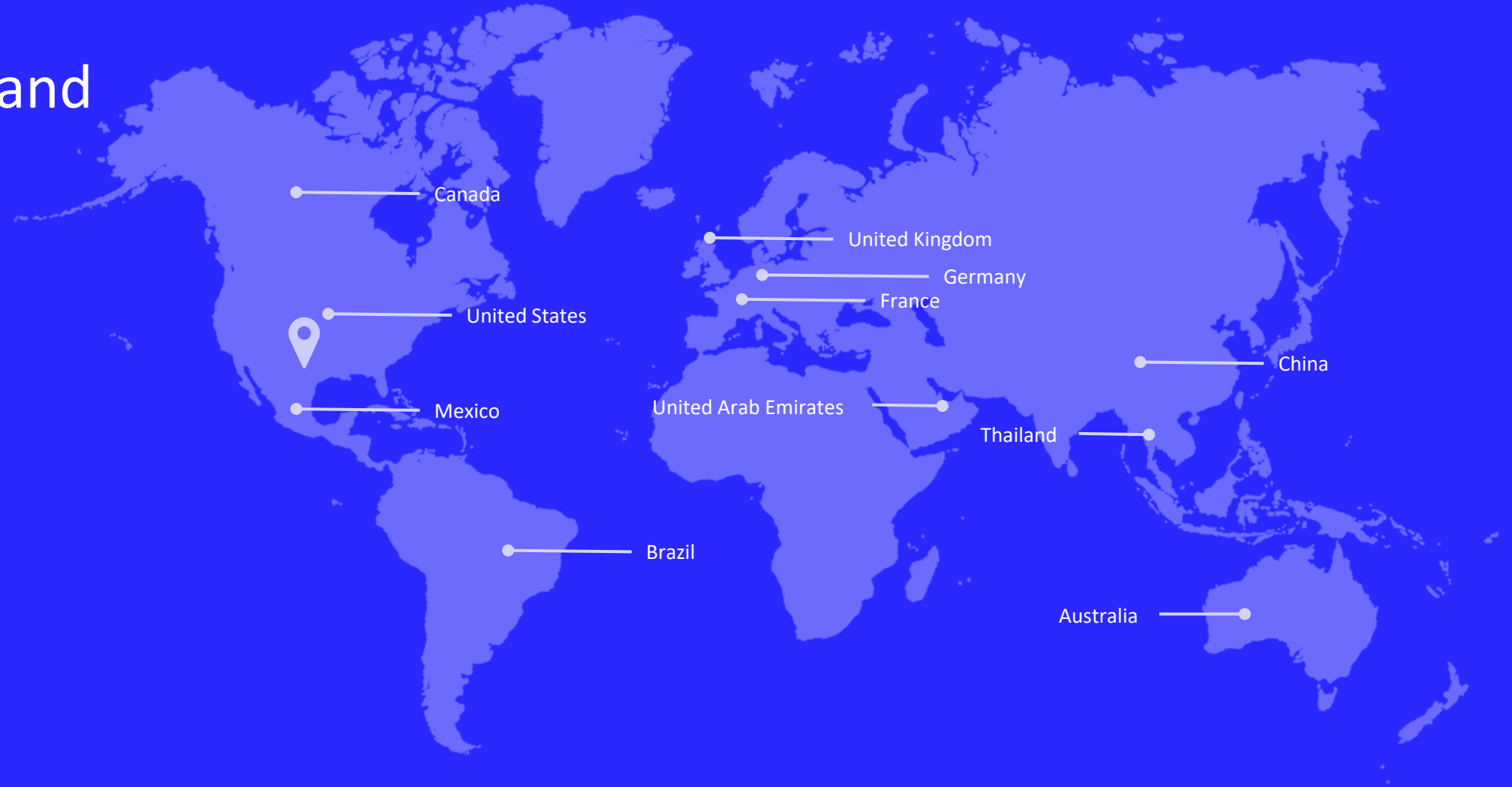
Production Trends by Booking Window



04. International Travel

Top Countries and Insights

Top 11 Countries Traveling to Fort Worth and Arlington



B 2 B

How many international Travelers are Booking through our B2B Network?

Fort Worth

Arlington

50%

30%

AMERICAN EXPRESS

AARP Travel Center

SoFi

HOTEL ENGINE

airasia Super App

Walmart

HAWAIIAN AIRLINES

mastercard

RBC

GO Global Travel
Playground for Professionals

