Produced on Behalf of Your Destination

Produced by RMI on May 1, 2026

2026 RMI TRIP REPORT®

**This is a SAMPLE STATE RMI TRIP REPORT® utilizing fabricated data for demonstration purposes only.*

To quickly understand this report, look for the call-out bubbles on each page!

SAMPLE

YOUR LOGO HERE

International Travel Data

2026 Product Audit & 2025 Booking Report

Introduction

In a full report, RMI will provide an Executive Summary where we analyze your data and note important highlights for your stakeholders!

Welcome to the 2026 SAMPLE State RMI TRIP Report®!

For over three decades, RMI has conducted **extensive international trade research** with the vision of tracking tourism product growth, measuring business-to-business marketing success, and **identifying return on investment** from key international inbound tourism markets.

The RMI TRIP Report® offers **proprietary insight into key international tourism markets**, including state-, city- and property-specific product inventory; trade estimated room nights booked; estimated visitor spend; and return on investment calculations.

The report creates **compelling intelligence in a digestible format**, showcasing the impact of international tourism marketing efforts. The RMI TRIP Report® is a cumulative summary of hundreds of data points across top international inbound tourism markets stored in a dynamic database, allowing for **real-time access and analysis of current city and property product inventory and estimated visitor spend calculations**.

Our goal with the RMI TRIP Report® is to provide meaningful information to organizations in the tourism industry to help take action, determine ROI, improve marketing efficiencies, and continue to welcome international visitors to the United States.

The RMI TRIP Report® is **produced annually in April**. A **current international trade product inventory audit** is conducted across all selected source markets, summarizing the number of overnight accommodations for your destination available for sale by tourism trade in the reported year. **Booking data for the previous calendar year** is provided to RMI by trade partners and is used as a key indicator of the impact of a particular trade partner and tourism market for your destination.

Have you been looking for a report that **validates your international marketing spend** and shows exactly **how the world is selling your destination**? The RMI TRIP Report® is your answer.

Contact us to learn more!

The RMI TRIP Report® is in no way attempting to determine private revenue of international tour operators. It is a reflection of bookable product available to be sold in target markets and what RMI estimates the average visitor from a particular market spends on a day-to-day basis while traveling in the reported destination. All estimated visitor spend calculations are proprietary models derived by RMI. International tourism trade partners self-reported the data included in this report exclusively to RMI. Information in this report should be considered confidential, and dissemination limited to the tourism destination reported.

SAMPLE

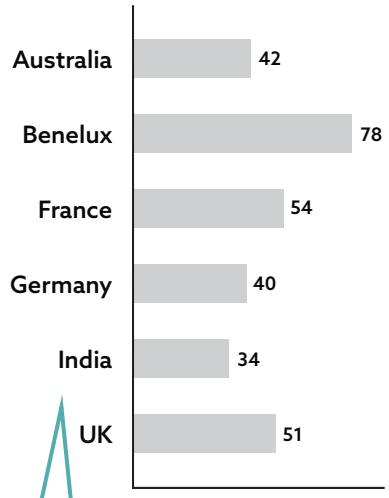
By The Numbers

Quickly see your highest-level metrics in a visual format!

The Product section summarizes your product audit info, looking at overnights offered by type across selected markets.

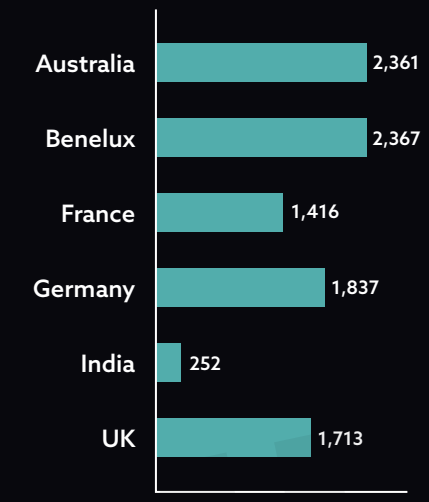
PRODUCT

2026 Tour Operators Offering Overnights: 299

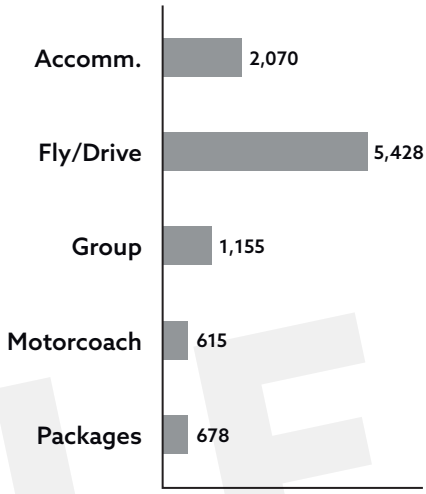


You can select which markets are included in your custom TRIP Report!

2026 Overnights Offered by Market: 9,946

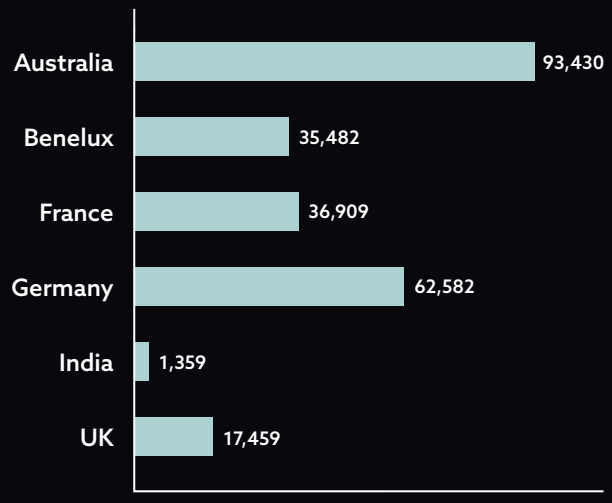


2026 Overnights Offered by Product Type: 9,946

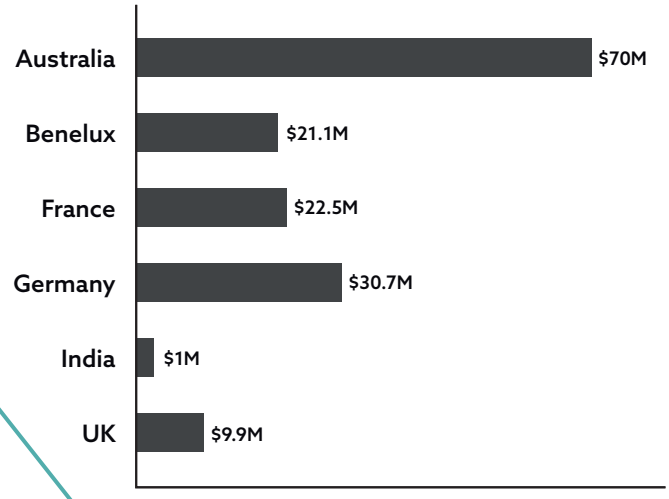


BOOKINGS

2025 Estimated Room Nights Booked: 247,221



2025 Estimated Visitor Spend: $155,576,894



The Bookings section summarizes estimated booking data, calculated by using real bookings reported by tour operators and visitor spend to estimate total impact.

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State Totals

REPORT DESCRIPTION

The **State Totals** report gives a status update of your destination in select overseas markets, including the following metrics:

- **Tour Operators Offering Overnights:** The number of tour operators offering itinerary overnight product.
- **Total Overnights:** The number of itinerary overnight product available for sale.
- **Tour Operators Reporting Room Nights Booked:** The number of tour operators supplying room nights booked data.
- **Market Percentage Providing Booking Data:** The percentage of tour operators offering overnights that supplied room nights booked data.
- **Total Estimated Room Nights Booked:** The extrapolated total estimated room nights booked.
- **Total Estimated Visitor Spending:** The extrapolated total estimated visitor spending.

Tour Operators Offering Overnights	299
Total Overnights	9,946
Tour Operators Reporting Room Nights Booked	139
Market Percentage Providing Booking Data	46%
Total Estimated Room Nights Booked	247,221
Total Estimated Visitor Spending	$155,576,894

Want to see how your international investment is performing across all of your target markets? This table summarizes your RMI TRIP Report® totals and helps paint a clear picture of your global performance for your stakeholders.

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Market Totals

REPORT DESCRIPTION

The **Market Totals** report provides a summary product audit and booking report by selected markets. This includes the following metrics:

- **Market:** The market reported.
- **TOs:** The number of tour operators offering itinerary overnight product.
- **ON:** The number of itinerary overnight product available for sale.
- **Reporting:** The number of tour operators supplying room nights booked data.
- **Reported %:** The percentage of tour operators offering overnights who supplied room nights booked data.
- **Est RN:** The extrapolated total estimated room nights booked.
- **Est RN %:** Market share of room nights booked.
- **Spending:** The extrapolated total estimated visitor spending.

Market	TOs	ON	Reporting	Reported %	Est RN	Est RN %	Spending
Australia	42	2,361	24	57%	93,430	38%	$70,072,500
Benelux	78	2,367	21	27%	35,482	14%	$21,111,790
France	54	1,416	22	41%	36,909	15%	$22,588,308
Germany	40	1,837	18	45%	62,582	25%	$30,790,344
India	34	252	34	100%	1,359	1%	$1,027,404
UK	51	1,713	20	39%	17,459	7%	$9,986,548

Now we're cooking – this tables breaks down your data market by market.

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Product Audit

REPORT DESCRIPTION

The **Product Audit** is an overview showing the overnight totals for each product category (accommodations, fly/drive, group, motorcoach and packages). This includes the following metrics:

- **Accomm: The total overnights offered in accommodations.**
  Definition: Accommodations include all offerings not included in the below categories for overnights. They are usually shown in a tour operator listing as a city-break, accommodations-only option and/or an additional tailormade hotel selection. They are not offered in conjunction with any tours or itineraries.
- **Fly/Drive: The total overnights offered in fly/drive tours.**
  Definition: Fly/drive tours are prepackaged itineraries available to individual travelers (not traveling in a group; metric does not include ranch stays as these are included in packages).
- **Group: The total overnights offered in group tours.**
  Definition: Group tours are "small group" size that is less than a motorcoach. Group size varies, and customers generally travel in a vehicle such as a van or minibus. Also includes camping tours.
- **Motorcoach: The total overnights offered in motorcoach tours.**
  Definition: Motorcoach tours are escorted tours in a motorcoach that are sold by tour operators as FITs into predetermined departures.
- **Packages: The total overnights offered in packages.**
  Definition: Packages include adventure trips (e.g. ranch, ski, horseback, snowmobile, golf or train) offered for a specific length of time for a specific number of departures.

Year	Accomm	Fly/Drive	Group	Motorcoach	Packages	Total
2026	2,070	5,428	1,155	615	678	9,946

This is a deep dive into your product, organized by type of overnight. Do operators sell your state mostly through stand-alone accommodations, group tours, or maybe specialty packages? This table tells that story.

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Gateway Cities

REPORT DESCRIPTION

The **Gateway Cities** report is two separate reports reflecting itinerary entry and exit points for your destination. The report lists all the "Gateway In" and "Gateway Out" cities and number of itineraries in which each city is included. This includes the following metrics:

- **Gateway In/Out City:** The name of the gateway city. If it is located outside of the United States, the country will be listed within parenthesis following the city name.
- **Gateway In/Out State:** The state that is associated with the city. If the city is located outside of the United States, this field will be blank.
- **Number of Itineraries:** The number of itineraries in which this city was included across all product categories.

How are people getting to your state? This report shows how international travelers are entering and exiting the U.S. before landing in your state. It's helpful for product development and refinement!

Gateway IN City	Gateway IN State	Number of Itineraries
Anchorage	AK	6
Billings	MT	6
Boston	MA	3
Bozeman	MT	42
Chicago	IL	26
Dallas	TX	3
Denver	CO	859
Durango	CO	4
El Paso	TX	3
Grand Junction	CO	35
Idaho Springs	CO	3
Jackson Hole	WY	6
Kanab	UT	7
Las Vegas	NV	2,276
Los Angeles	CA	961
Mariposa	CA	3
Miami	FL	9
Minneapolis	MN	5
Moab	UT	2
New York	NY	108
New York City	NY	7
Park City	UT	16
Phoenix	AZ	426
Portland	OR	4

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Operators

REPORT DESCRIPTION

The **Operators** report contains every company that sells product in your destination. This includes the following metrics:

- **Company:** The company selling product.
- **ON:** The number of itinerary overnight product available for sale.
- **Accomm:** The total overnights offered in accommodations.
  Definition: Accommodations include all offerings not included in the below categories for overnights. They are usually shown in a tour operator listing as a city-break, accommodations-only option and/or an additional tailormade hotel selection. They are not offered in conjunction with any tours or itineraries.
- **Fly/Drive:** The total overnights offered in fly/drive tours.
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- **Packages:** The total overnights offered in packages.
  Definition: Packages include adventure trips (e.g. ranch, ski, horseback, snowmobile, golf or train) offered for a specific length of time for a specific number of departures.
- **RN:** The total number of room nights booked.
- **Est Spending:** The total estimated visitor spending.

Time to evaluate your operators! See in an instant every single operator that sells your state and exactly what they're offering, plus it's all organized alphabetically by market.

FLORIDA

		2026 Product						2025 Bookings	
Market	Tour Operator	Accom	Fly/ Drive	Group	Coach	Package	ON	RN	Spending
Australia	Adventure Destinations			4			4		
Australia	Adventure World					18	18		
Australia	Booking.com	210					210	37,579	$28,184,250
Australia	Collette Tours			24					

Any operators that self-report their true booking information will have that breakdown listed here as Room Nights. RMI then uses that true data to estimate total spending.

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City Totals

Let's take a trip through your state – city by city. Every single city or town that is sold internationally will be listed in this report, with totals showing how many operators sell them and how many overnights are offered.

REPORT DESCRIPTION

The **City Totals** report provides a list of every city with product offered in your destination. This includes the following metrics:

- **City:** The city reported.
- **St:** The state reported.
- **Operators:** The total number of tour operators offering itinerary overnight product.
- **ON:** The total number of itinerary overnight product available for sale.
- **Accomm:** The total overnights offered in accommodations.
  Definition: Accommodations include all offerings not included in the below categories for overnights. They are usually shown in a tour operator listing as a city-break, accommodations-only option and/or an additional tailormade hotel selection. They are not offered in conjunction with any tours or itineraries.
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- **Packages:** The total overnights offered in packages.
  Definition: Packages include adventure trips (e.g. ranch, ski, horseback, snowmobile, golf or train) offered for a specific length of time for a specific number of departures.

City	St	Operators	ON	Accom	Fly/Drive	Group	Coach	Packages
Alachua	FL	7	25	5				20
Altamonte Springs								
Anna Maria					3			
Apalachicola					67	9	2	
Apopka								
Atlantic Beach								
Auburndale					1			
Aventura					7	10	11	2
Avon Park	FL	50	107	11	89	3		4
Bal Harbour	FL	9	20	3	14	3		

Bring VALUE to your suppliers – your investment in the RMI TRIP Report® means each city can purchase a Destination RMI TRIP Report® to see this valuable data plus full itinerary breakdowns for themselves!

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Property Totals

REPORT DESCRIPTION

The **Property Totals** report provides a list of every property and number of overnights offered. The report is broken down by city with its corresponding properties offered.

	Total Overnights
Fort Myers FL	
Fort Myers Chalets	5
Fort Myers Lodge	6
Snowpine Lodge	14
Fort Myers Beach FL	
5th East Hall Bed & Breakfast	1
Hilton Garden Inn	2
Holiday Inn Express & Suites by IHG	1
Fort Pierce FL	
Rockin' R Ranch	4
Fort Walton Beach FL	
Fort Walton Campground	1
Fruitland Park FL	
Best Western Inn	1
Best Western Paradise Inn	6
Comfort Inn & Suites	1
Country Inn	1
Days Inn by Wyndham	16
Hotel Zyva	1
Motel 6	13
Wingate by Wyndham	1

Did you think we were done?! This report takes you all the way down to the Property level so you can see which accommodations are being actively sold internationally.

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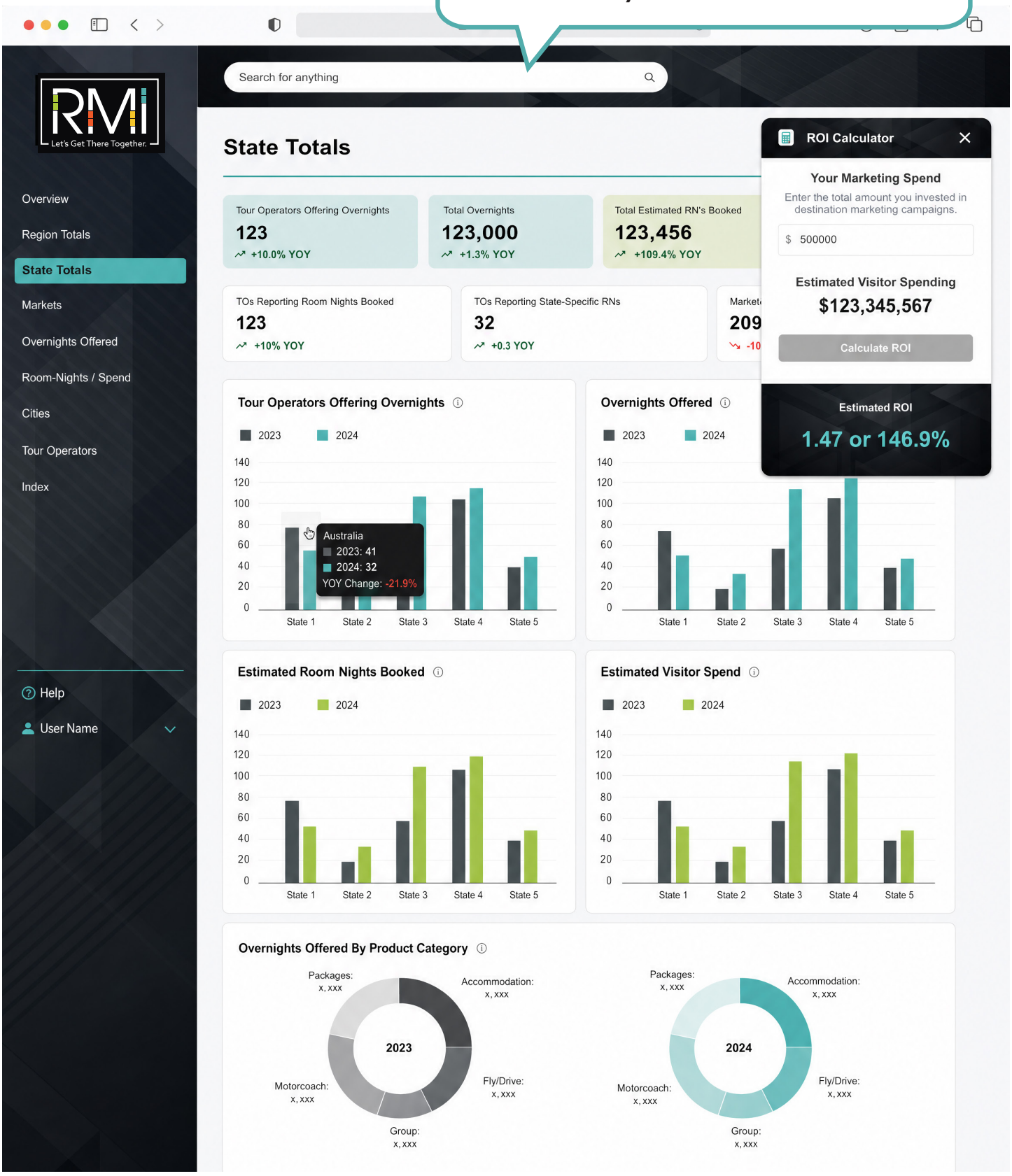
Online

Every RMI TRIP Report® purchase comes with access to the online digital dashboard, allowing you to filter and search your data with ease!



Produced by:

RMI
Let's Get There Together.

"The RMI TRIP Report® is great to see where we are year over year, which markets we are gaining in or those we aren't. It also shows me where the trade is looking at sending their clients by what they have in their programs, as well as what areas we need to boost our partners in working with the travel trade. Great resource piece!"

-Fred Walker, North Dakota Tourism

"The RMI TRIP Report® data has guided our bookable product and appointments. ... I am most excited to get into our new custom CRM! We are so much better equipped to provide quality services to all those participating in New Mexico Tourism. We are so grateful for RMI's all-encompassing suite of services and reputable staff who have felt like they are part of team New Mexico True since day one."

-Holly Marquez, New Mexico Tourism

Contact Us or Find Us Online!

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Find us on social media!

Our Satisfied Clients

ARIZONA · COLORADO COME TO LIFE · VISIT IDAHO · explore MINNESOTA · NEW MEXICO TRUE · NORTH Dakota Be Legendary. · TRAVEL South Dakota · LIFE UTAH ELEVATED · Wyoming