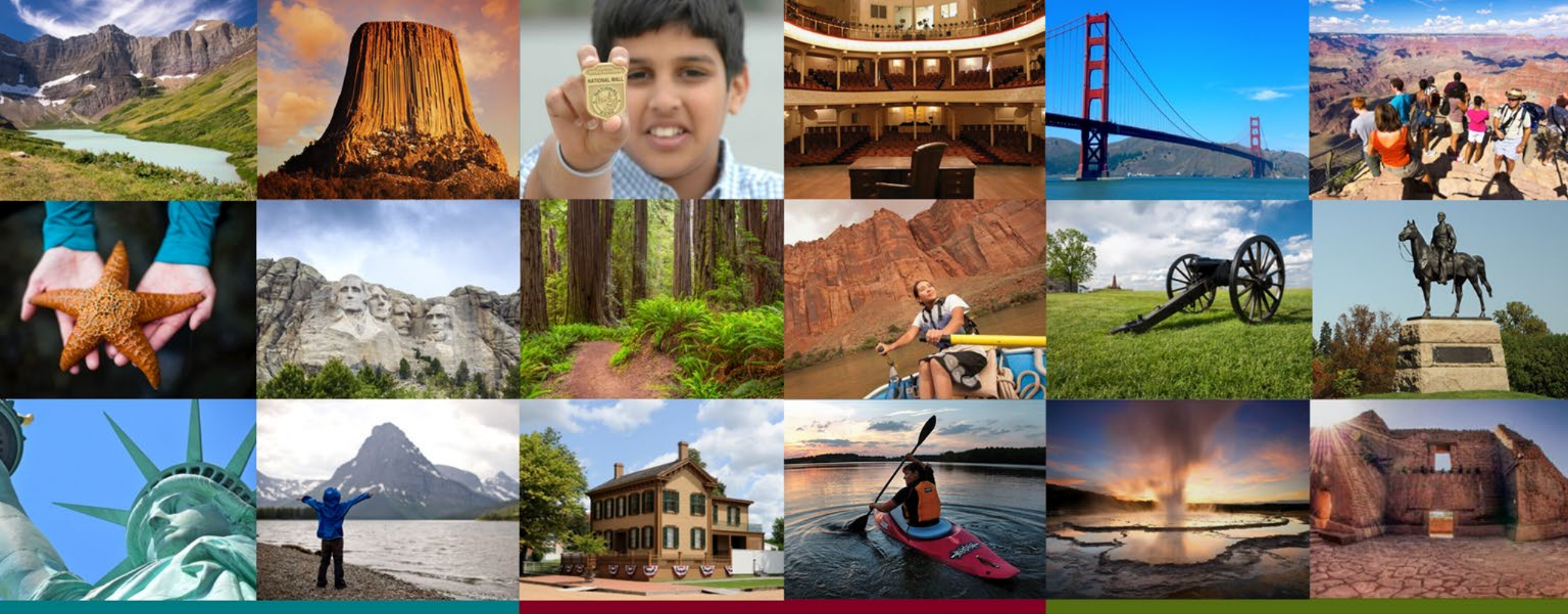




Lincoln Home National Historic Site
Credit: NPS



National Parks Travel & Tourism Trends

February 24, 2025

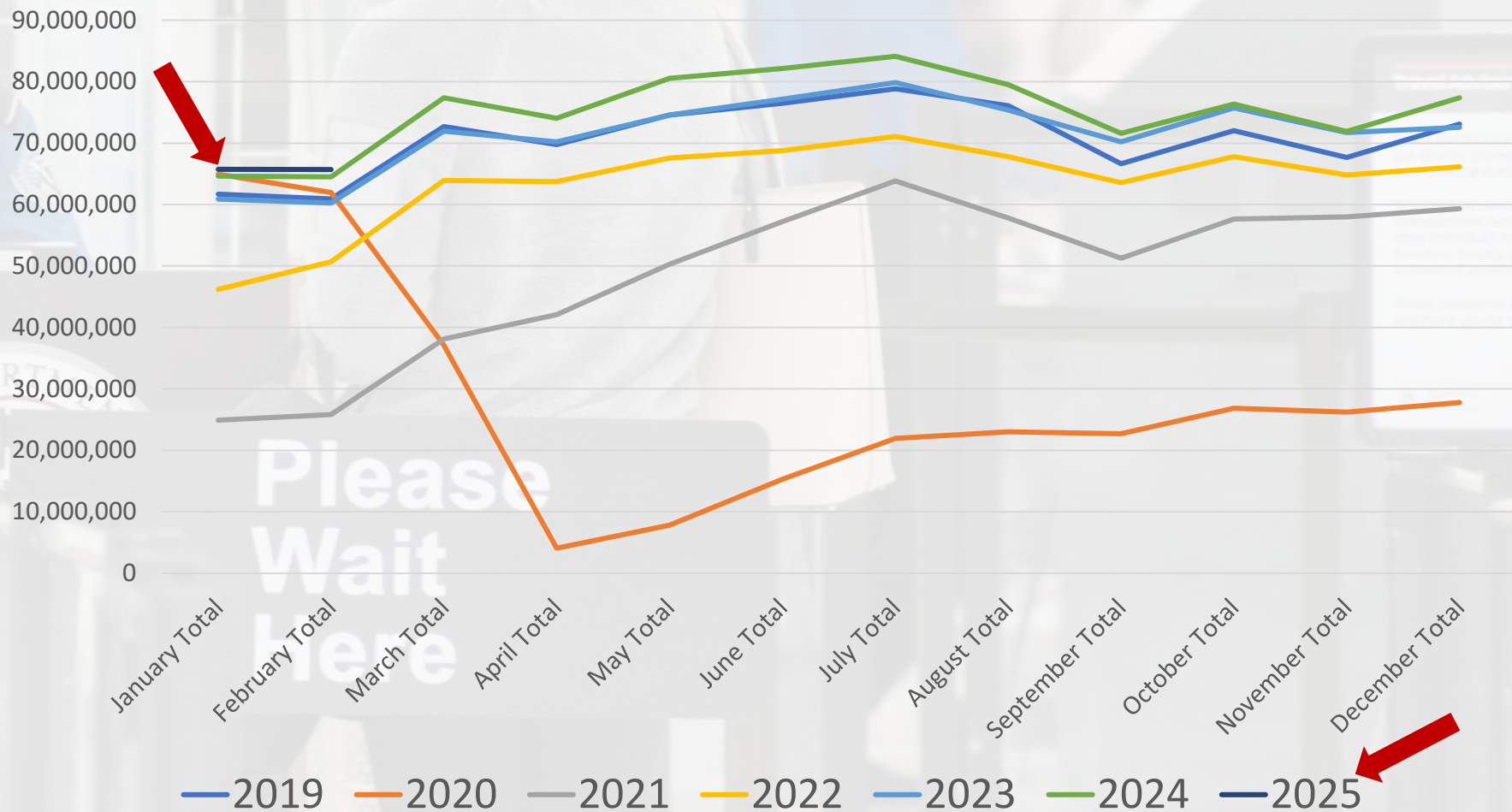


1. Airline Passenger Travel Volume

January 2025's TSA throughput hit a notable record: it exceeded that of January 2020, the last normal pre-covid month before air passenger traffic started to decline.

January 2024's throughput (**green line**) was just slightly below January 2020 (**orange**). Air travel has definitively recovered from the impacts of the pandemic (though it would be higher still if there had been no pandemic).

Monthly TSA Checkpoint Throughput 1/2019-1/2025





2. The Evolving Role of AI in Travel

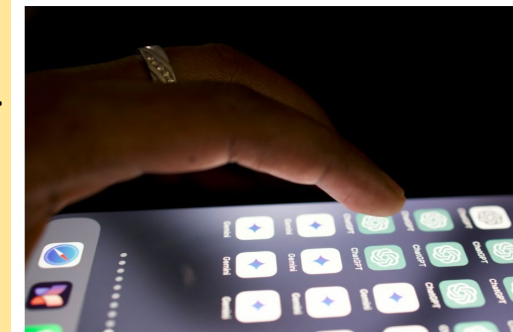
Finding: “One of the key changes AI is bringing to travel booking is the potential to shift consumer behavior away from traditional travel sites and apps. As AI models like ChatGPT provide instant answers and solutions, consumers might increasingly rely on social media and AI platforms for their travel needs, bypassing traditional channels. This could lead to a decline in the usage of dedicated travel apps and websites.”

Translated: Many park visitors already use everyday tools like Google Maps and Search to plan and implement their travel. Sometimes they’ll find their way to NPS platforms (NPS.gov, NPS app, NPS social), sometimes not. The advancement of AI travel tools will continue this dynamic.

Check out the article
for more. ----->

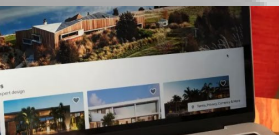
How Has AI Changed Travel Planning?

 Rashad Jordan
February 3rd, 2025 at 10:02 AM EST



Source: [Skift](#)

Bonus Article ---->



Airbnb CEO says it's still too early for AI trip planning

3. Jackson Hole Travel & Tourism Board Launches Teton County Sustainable Destination Tourism Data Dashboard

TETON COUNTY SUSTAINABLE DESTINATION INDICATORS



Economic

Metrics used to assess the overall health and performance of Teton County's travel and tourism economy, including visitation and financial impact.

[VIEW CHARTS >>](#)



Environmental

Metrics used to track and assess the environmental impacts and sustainability performance of Teton County's travel and tourism industry.

[VIEW CHARTS >>](#)



Social

Metrics that measure the impact of travel and tourism on the local community and visitors including results from visitor and resident sentiment surveys.

[VIEW CHARTS >>](#)

Effective, holistic tourism and destination management requires tracking more than just visitor volume and spending.

Recognizing the need for a broad set of data to guide its Sustainable Destination Management Plan, the Jackson Hole Travel & Tourism Board has launched a new tourism data dashboard, one of the most advanced and holistic in the sector.

Click on any of the screenshots to follow an embedded link to the dashboard website.

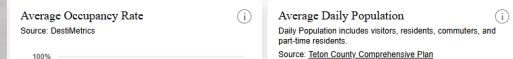
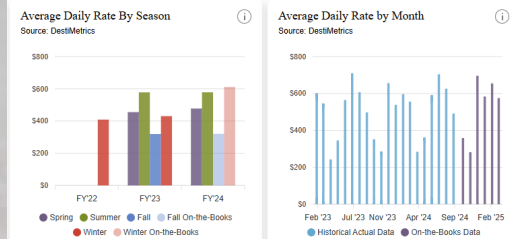
[Article about the dashboard](#)

SUSTAINABLE DESTINATION ECONOMIC KEY PERFORMANCE INDICATORS

Economic Key Performance Indicators (KPIs) are derived from Teton County's Sustainable Destination Management Plan (SDMP) and Comprehensive Plan. New data and KPIs will be added over time. Unless otherwise noted, all data is reported on Teton County, WY.

[Lodging](#) [Lodging Tax](#) [Workforce](#) [Airport](#) [Recreation](#)

Lodging

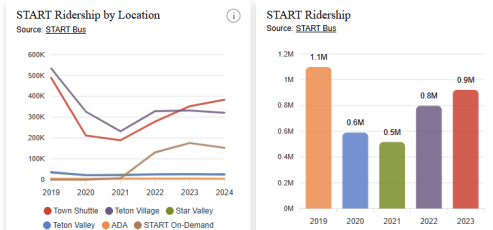


SUSTAINABLE DESTINATION ENVIRONMENTAL KEY PERFORMANCE INDICATORS

Environmental Key Performance Indicators (KPIs) are derived from Teton County's Sustainable Destination Management Plan (SDMP) and Comprehensive Plan. New data and KPIs will be added over time. Unless otherwise noted, all data is reported on Teton County, WY.

[Transportation](#) [Electricity](#) [Fuel](#) [Waste](#) [Water](#)

Transportation

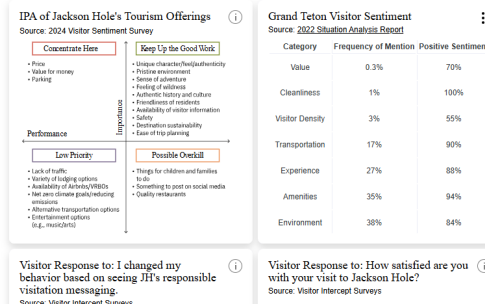


KEY RESULTS FROM VISITOR INTERCEPT & RESIDENT SENTIMENT SURVEYS (2022, 2024)

Social Key Performance Indicators (KPIs) are derived from Teton County's Sustainable Destination Management Plan (SDMP) and Comprehensive Plan. New data and KPIs will be added over time. Unless otherwise noted, all data is reported on Teton County, WY.

[Visitor Sentiment](#) [Resident Sentiment](#)

Visitor Sentiment





Questions, comments, and feedback are welcome:
Donald_leadbetter@nps.gov