











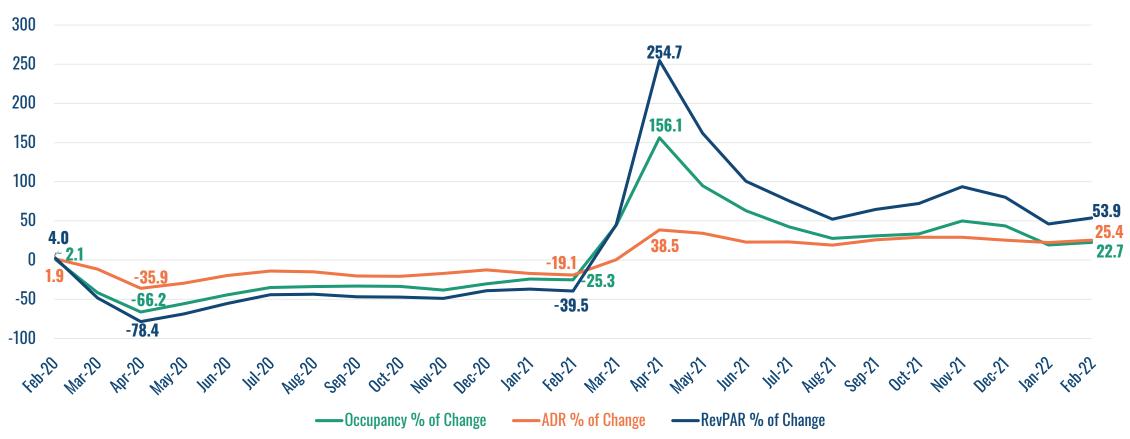
The Missouri Division of
Tourism research team analyzes
a range of tourism research
metrics in order to provide the
Missouri travel industry and the
MDT staff with a monthly
Missouri Travel Barometer.

The barometer shows key travel indicators that illustrate various measurements affecting Missouri's tourism industry and are indicators of its health.



The effect of Covid-19 first hit the week ending 2/29/2020

# STR Monthly Lodging Trends Percentage of Change from Prior Year





### STR Lodging Trends – Week Ended April 2, 2022



STATEWIDE DEMAND INCREASED 14.7%

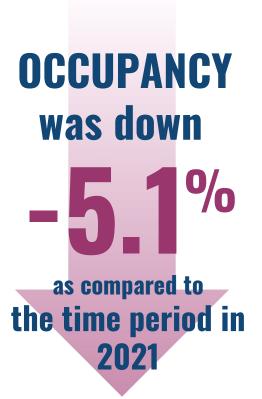
ADR
(Average Daily Room Rate)
INCREASED
26.6%

RevPAR
(Revenue per Available Room)
INCREASED
441 1%



### **AirDNA Short-Term Rental Trends for Entire Place Rentals**

February 2022 Compared to 2021



STATEWIDE DEMAND INCREASED 52.9%

STATEWIDE SUPPLY INCREASED 61.1%

RevPAR
(Revenue per Available Room)
INCREASED
2 7 %



# AirDNA Short-Term Rental Trends for Hotel Comparable Rentals February 2022 Compared to 2021



STATEWIDE DEMAND INCREASED 71.0%

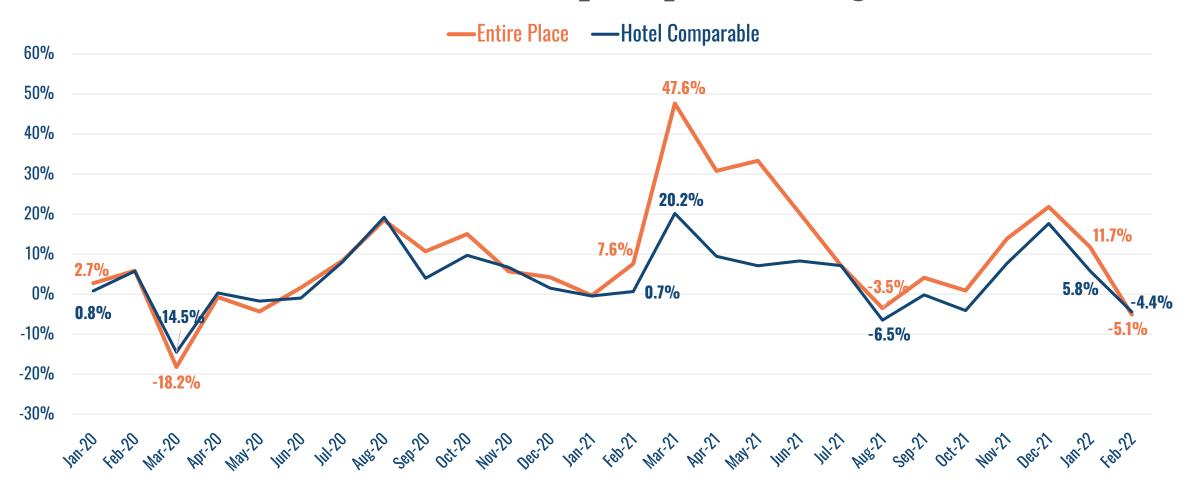
STATEWIDE SUPPLY INCREASED 79.0%

RevPAR
(Revenue per Available Room)
INCREASED
2.8%



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### AirDNA Short-Term Rentals Occupancy % of Change from Prior Year



AirDNA listings include short-term rental properties listed by Airbnb and HomeAway. Hotel Comparable Rooms are studio and one bedroom entire place rentals, which AirDNA believes are most likely to compete directly with hotels.



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### AirDNA Short-Term Rentals ADR % of Change from Prior Year

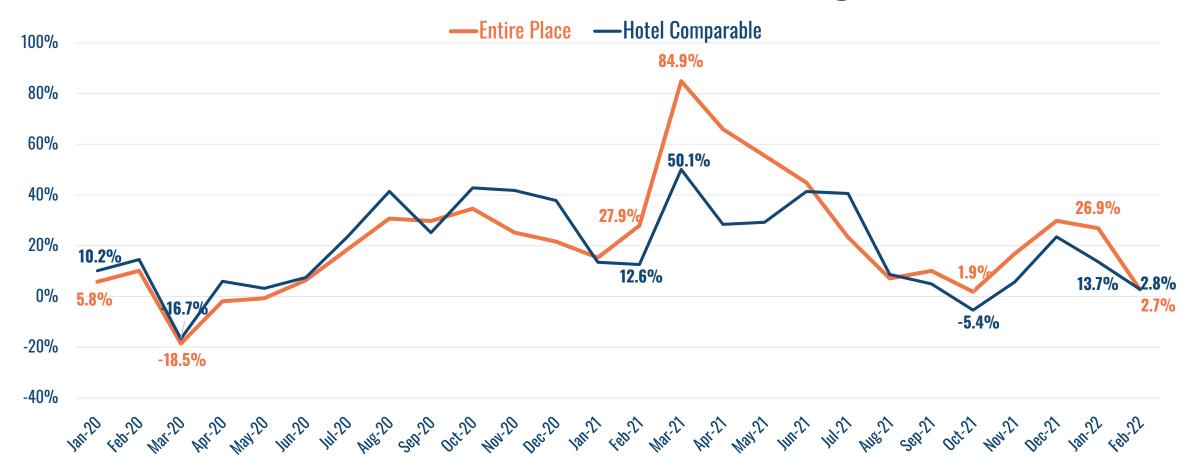


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### AirDNA Short-Term Rentals RevPAR % of Change from Prior Year

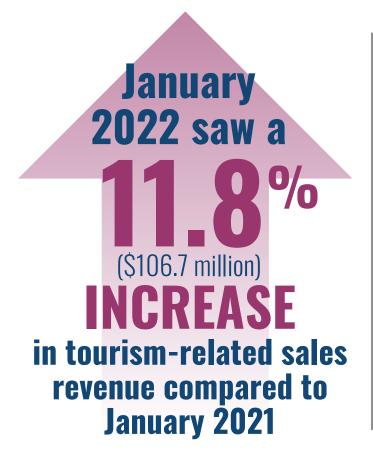


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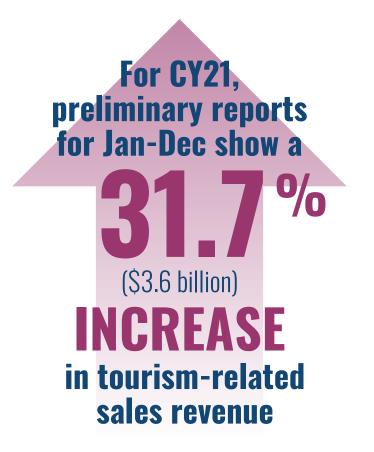


NAICS codes fluctuate by month and by season even in a normal year

### NAICS Tourism Business Sales through January 2022



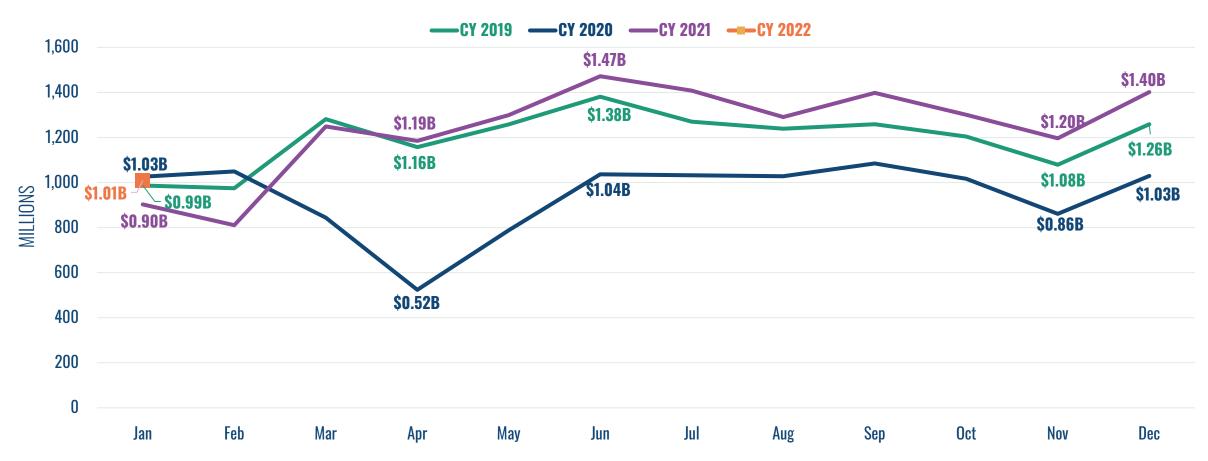






NAICS codes fluctuate by month and by season even in a normal year

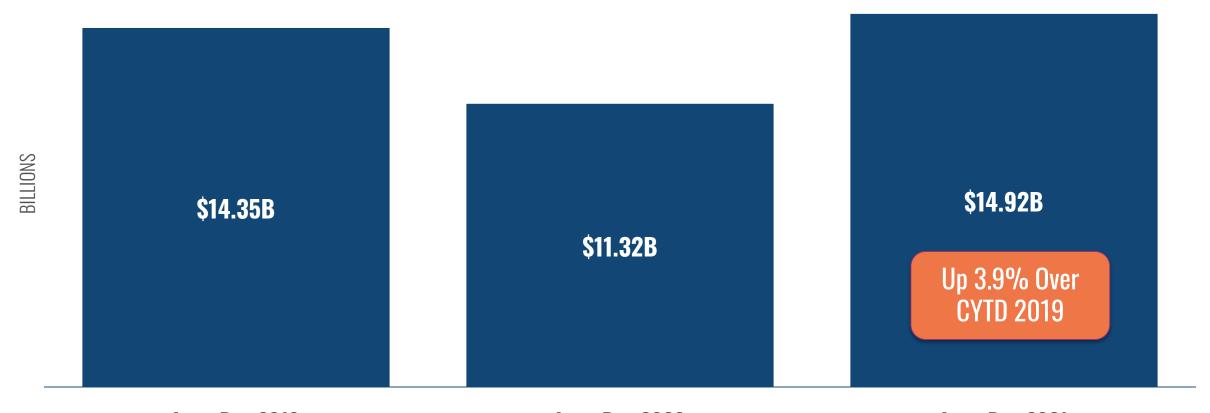
### **CY Sales Revenue from Tourism-Related NAICS**





NAICS codes fluctuate by month and by season even in a normal year

#### **CY Sales Revenue from Tourism-Related NAICS**





NAICS codes fluctuate by month and by season even in a normal year

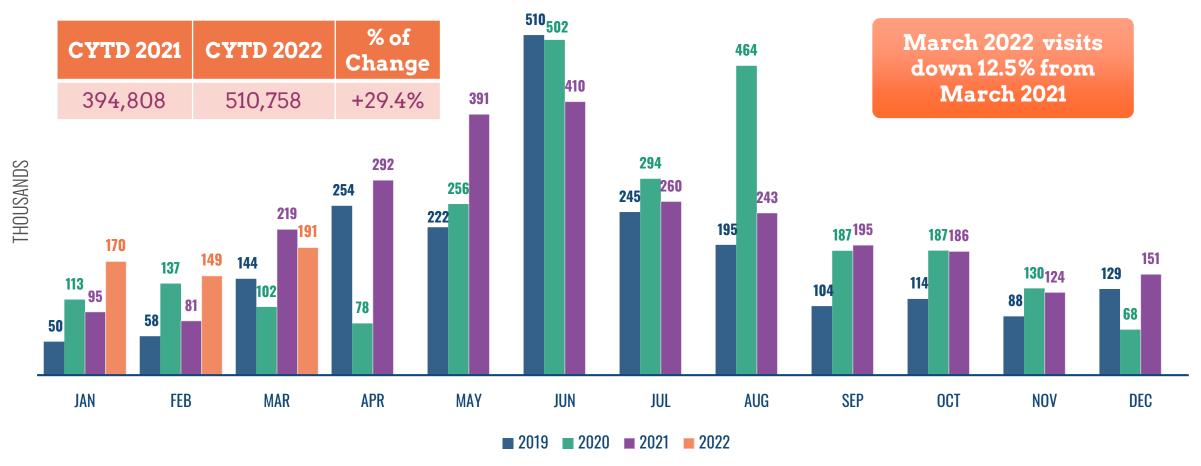
### FY Sales Revenue from Tourism-Related NAICS





Visits to the MDT website and marketing responses will always fluctuate due to seasonal traffic patterns

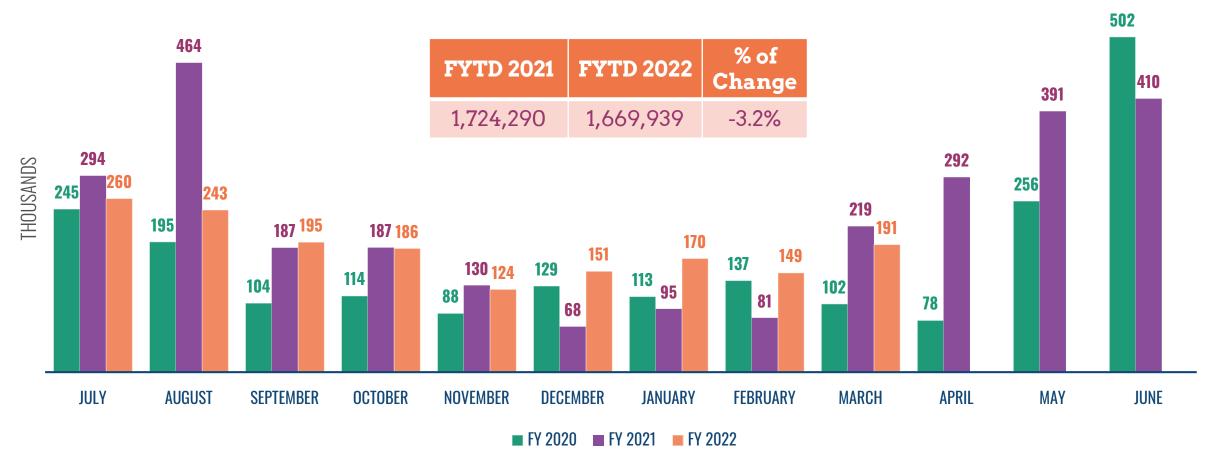
### Calendar Year Visits to VisitMO.com by Month





Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns

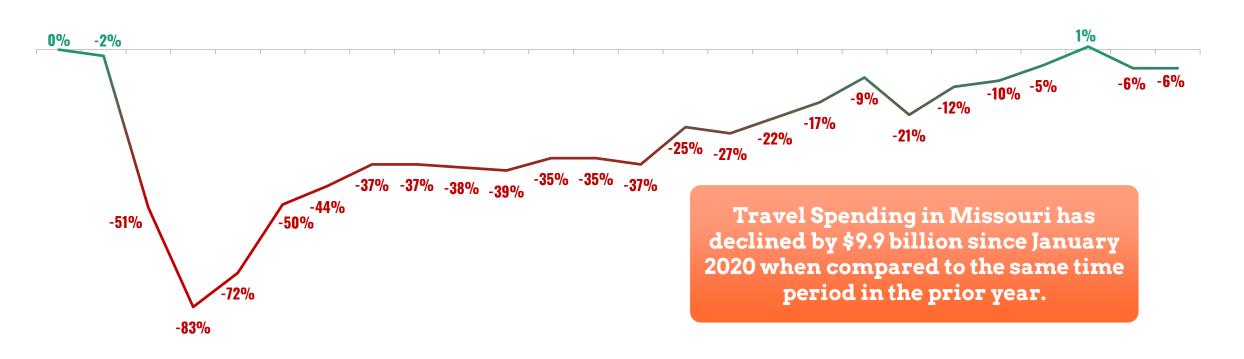
### Fiscal Year Visits to VisitMO.com by Month





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# Economic Impact % Change in Monthly Travel Spending in Missouri Compared to 2019

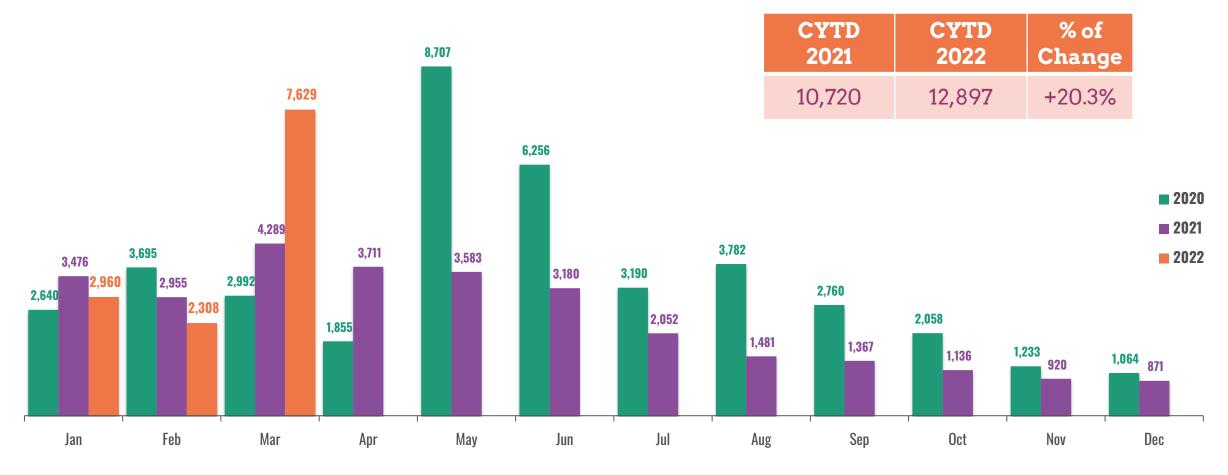


Jan-20 Feb-20 Mar-20 Apr-20 May-20 Jun-20 Jul-20 Aug-20 Sep-20 Oct-20 Nov-20 Dec-20 Jan-21 Feb-21 Mar-21 Apr-21 May-21 Jun-21 Jul-21 Aug-21 Sep-21 Oct-21 Nov-21 Dec-21 Jan-22 Feb-22



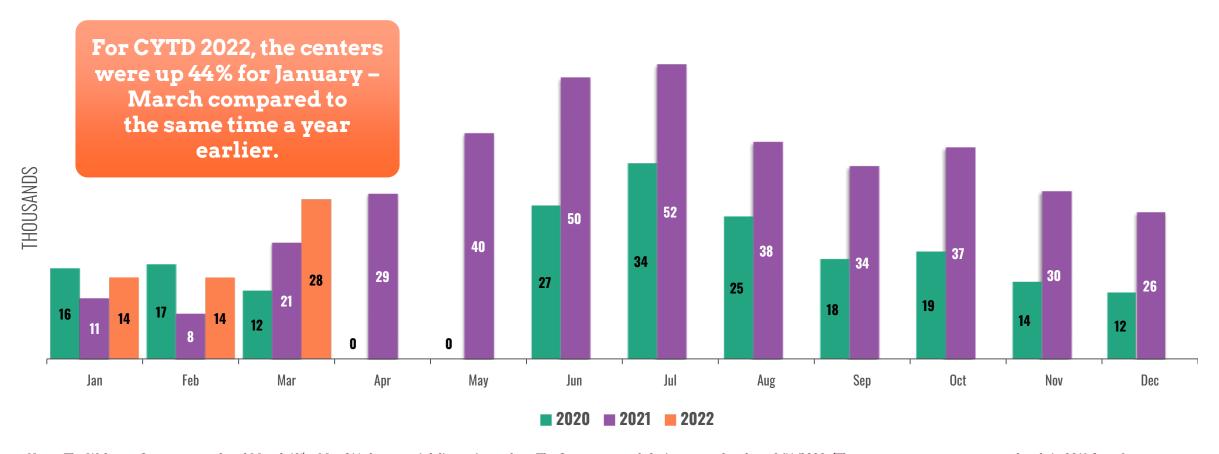
No significant marketing to drive website traffic or to solicit travel guide orders in the early part of 2020.

### Fulfillment of Travel Guide Orders from All Sources





### Welcome Center Visits: 2022 Calendar Year to Date through March

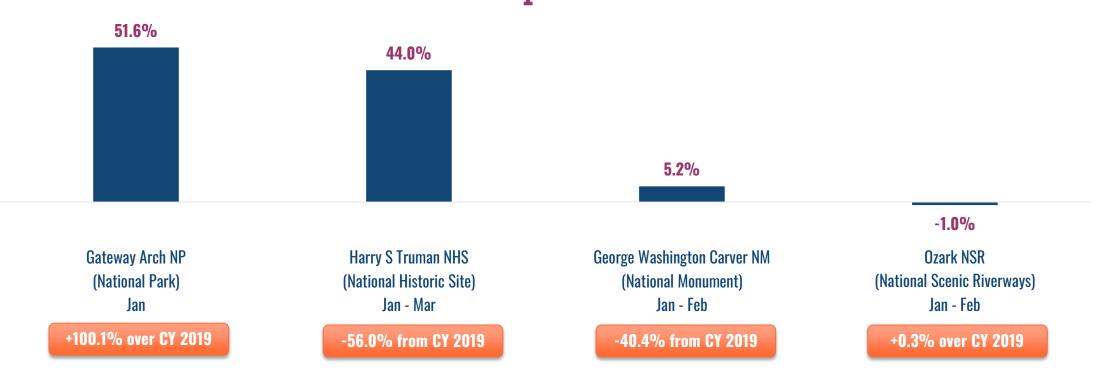


Notes: The Welcome Centers were closed March 18<sup>th</sup> – May 31<sup>st</sup> due to social distancing orders. The Centers started closing on weekends on 8/16/2020. (The centers were not open on weekends in 2019 from Jan – Mar). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday – Monday. On 2/16/2021, the centers switched to being open only Tuesday – Saturday. On 4/11/2021, the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021, the centers started opening 7 days a week.



#### Missouri National Parks Attendance

# % of Change in Visits to Missouri National Parks 2022 Compared to 2021



Notes: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, 2020 but the Old Courthouse remains closed for renovations.



### KC & STL Airport Deplanements

