

MISSOURI DIVISION OF TOURISM

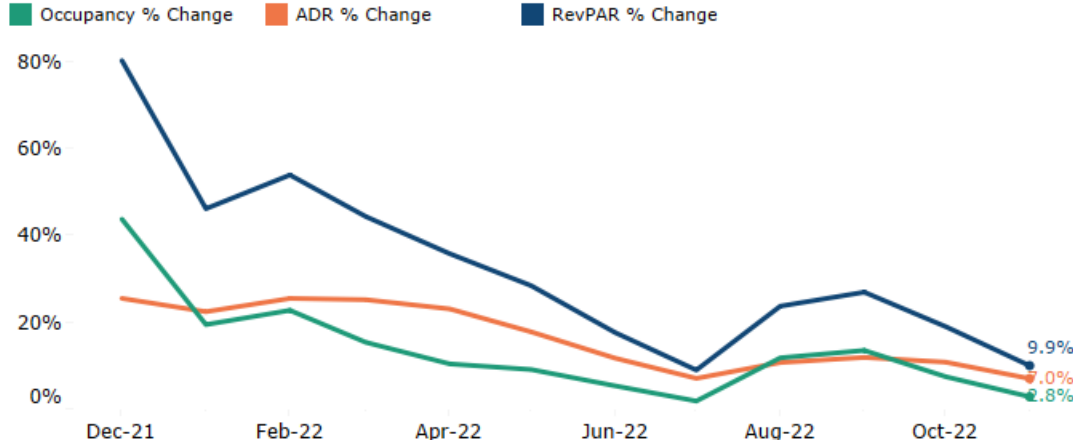
December Missouri Travel Barometer
(Data available as of 1/10/2023)

Hotel Performance

| | Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
|--------------------------|--------------|--------------|-------------|--------------|--------------|-----------------|
| November 2022 | 53.7% | \$114 | \$61 | 3.2M | 1.7M | \$198.0M |
| Change vs. Previous Year | ▲ 2.8% | ▲ 7.0% | ▲ 9.9% | ▲ 0.0% | ▲ 2.8% | ▲ 10.0% |
| Year-to-Date | 57.3% | \$116 | \$67 | 35.9M | 20.6M | \$2.4B |
| Change vs. Previous Year | ▲ 9.8% | ▲ 13.7% | ▲ 24.8% | ▲ 0.6% | ▲ 10.4% | ▲ 25.6% |

STR Monthly Lodging Trends

% Change from Previous Year



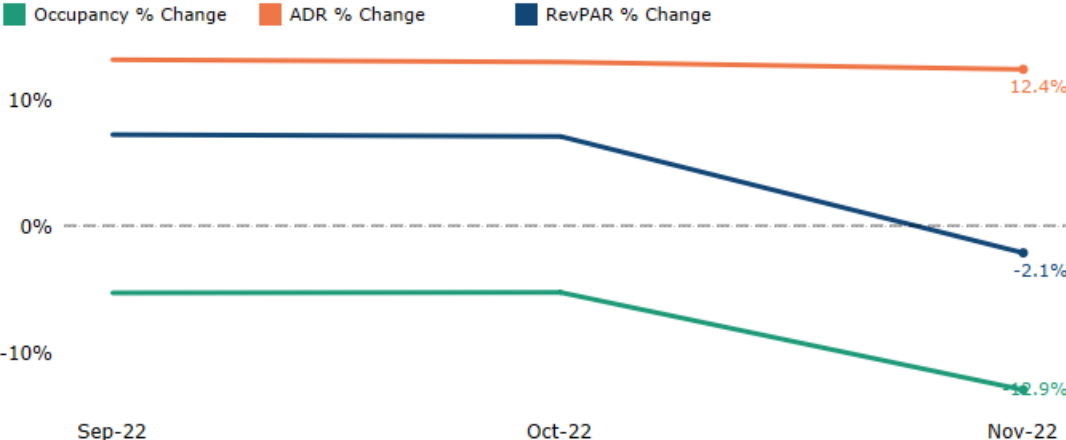
Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

Short-Term Rental Performance

| | Occupancy | ADR | RevPAR |
|--------------------------|--------------|--------------|-------------|
| November 2022 | 35.4% | \$196 | \$70 |
| Change vs. Previous Year | ▼ -12.9% | ▲ 12.4% | ▼ -2.1% |
| Year-to-Date | 40.5% | \$212 | \$86 |
| Change vs. Previous Year | | | |

KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year

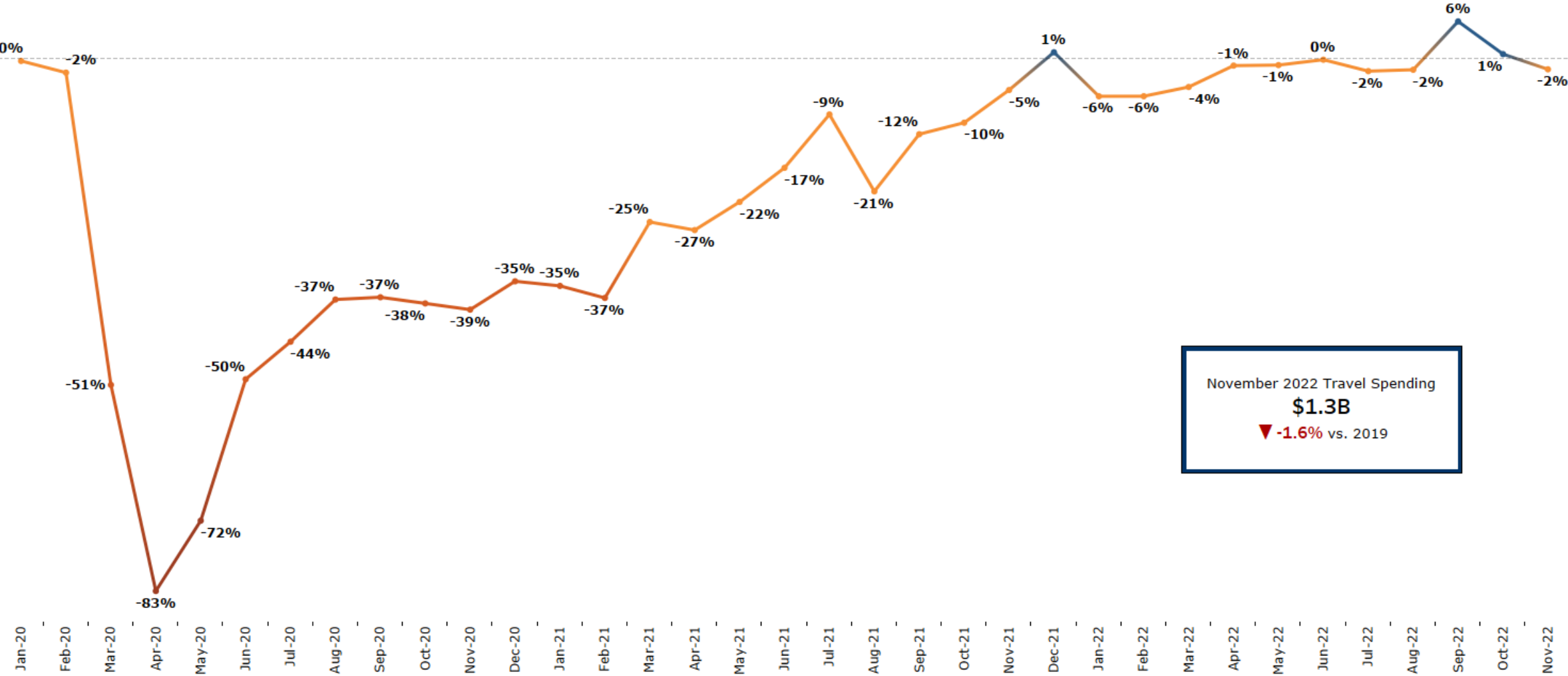


Source: KeyData
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Travel Spending in Missouri

% Change from the same month in 2019

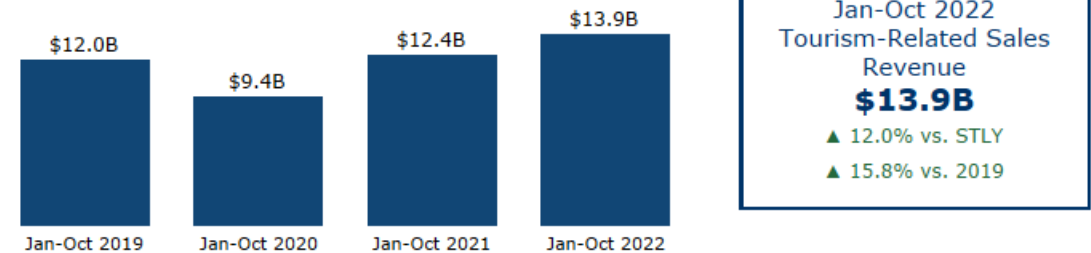


November 2022 Travel Spending
\$1.3B
▼ -1.6% vs. 2019



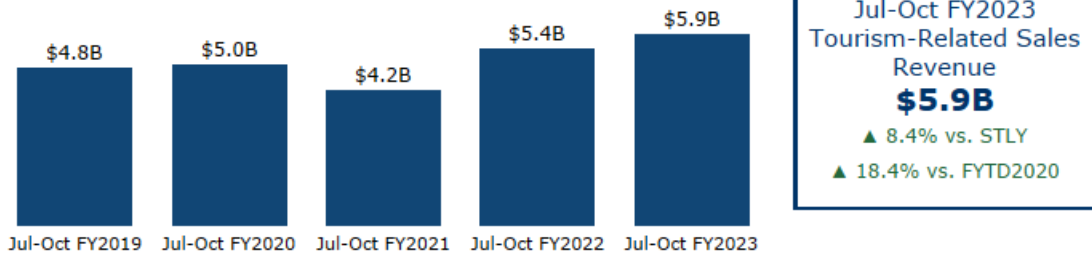
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

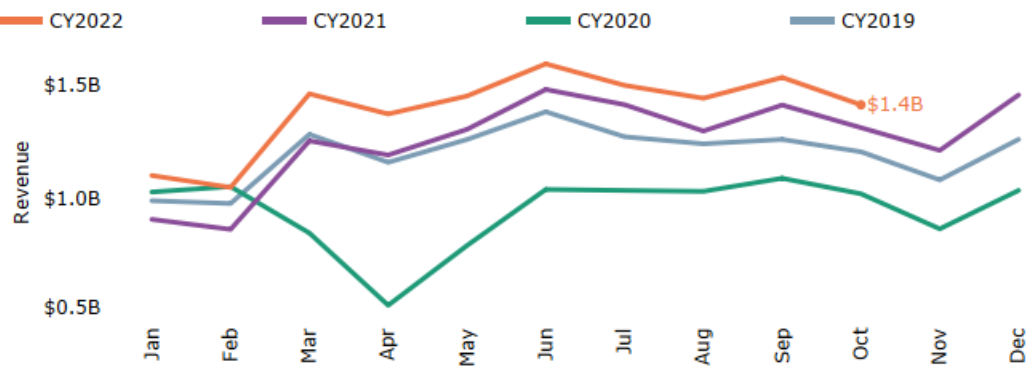


Fiscal Year-to-Date

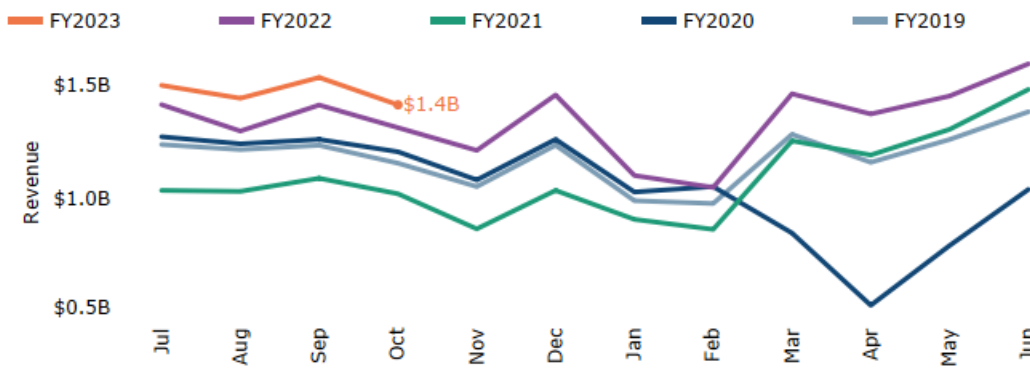
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year



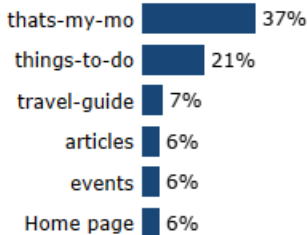
Calendar Year-to-Date

Jan-Dec 2022 Visits
2.5M

▼ -4.7% YOY



Top Content



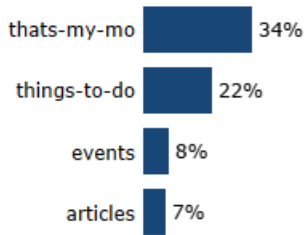
Fiscal Year-to-Date

Jul-Dec FY2023 Visits
1.2M

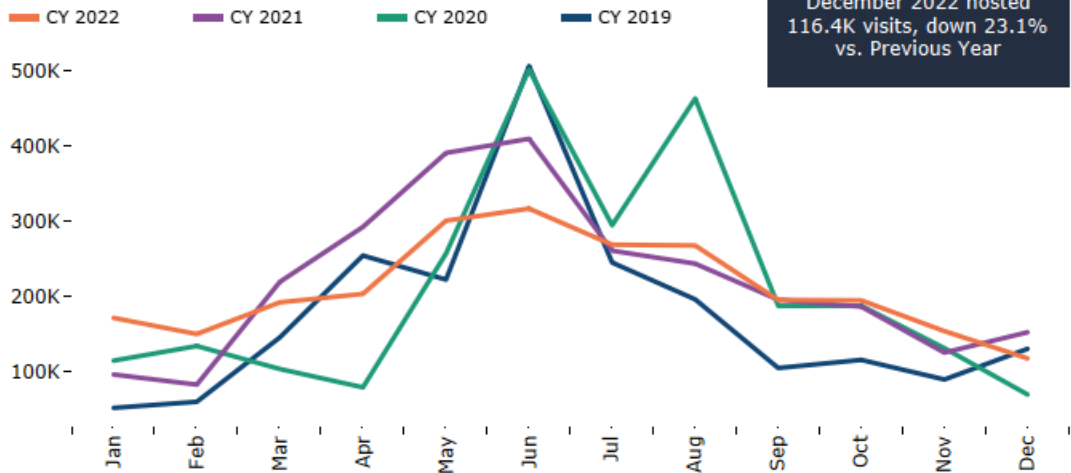
▲ 2.9% YOY



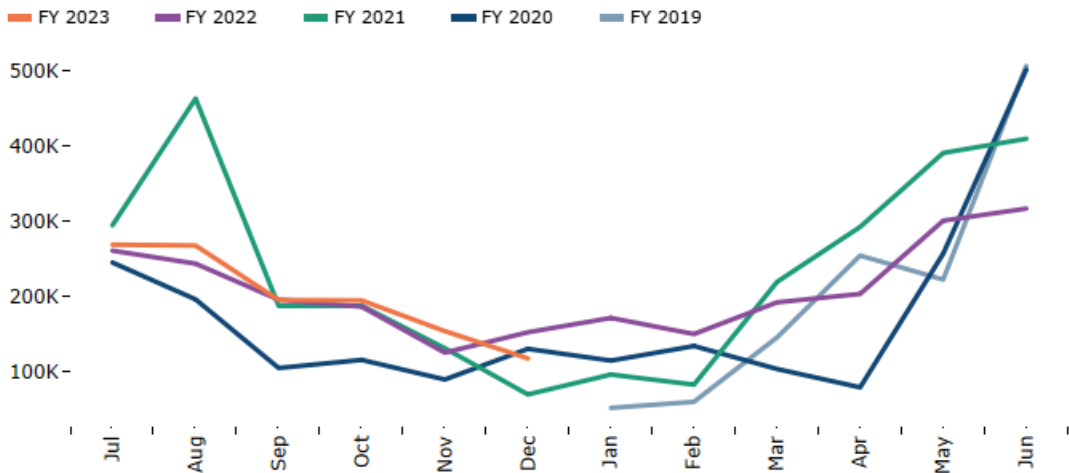
Top Content



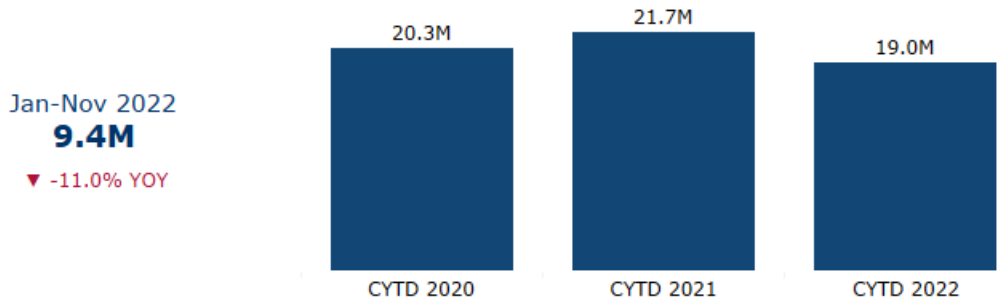
Calendar Year Visits to VisitMO.com by Month



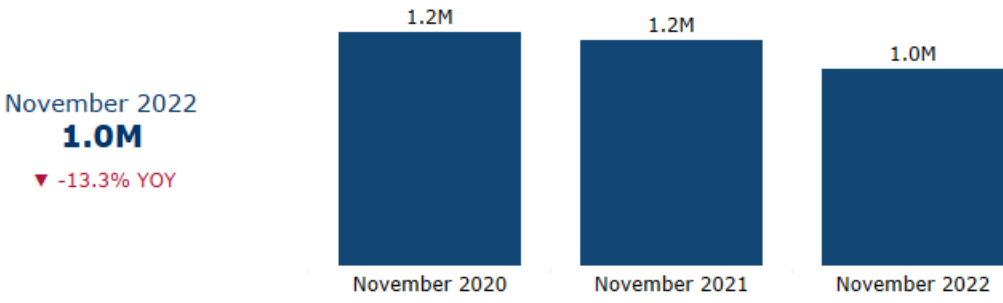
Fiscal Year Visits to VisitMO.com by Month



Calendar Year-to-Date Visitation

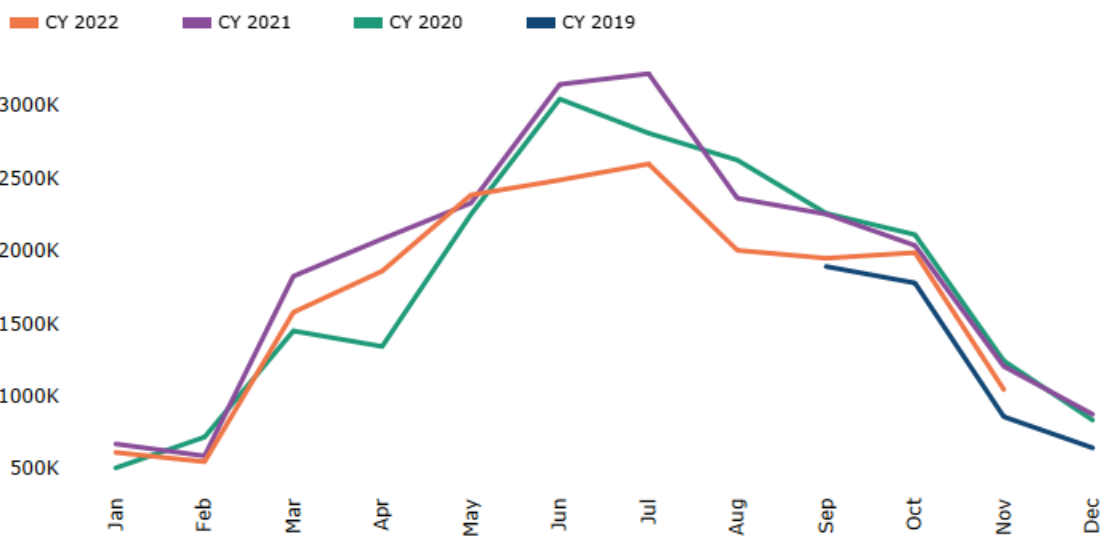


Monthly Visitation



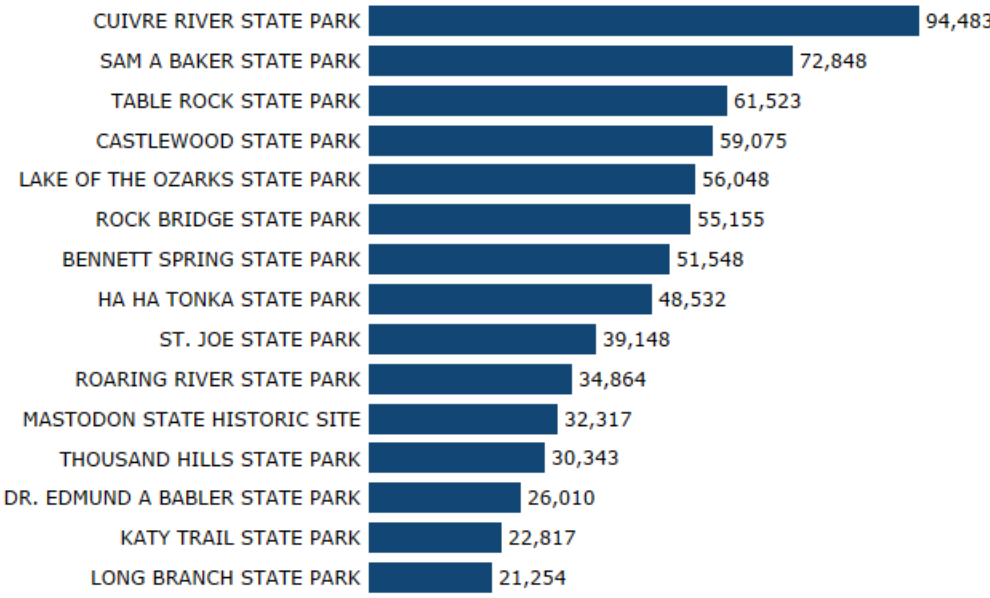
State Parks Visitors by Month

All Missouri State Parks



Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in November 2022



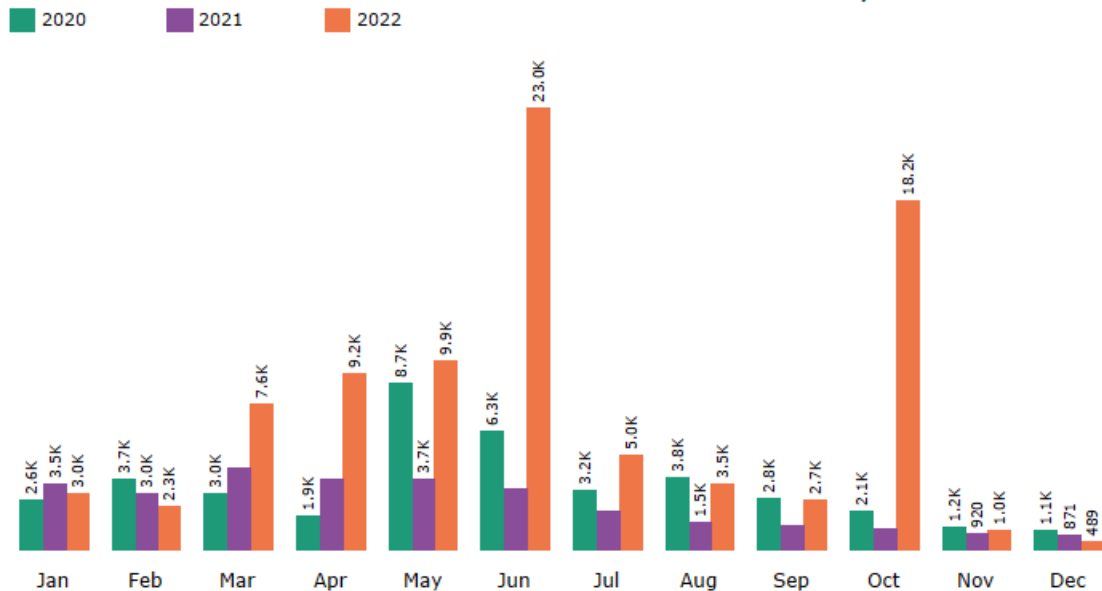


Travel Guide Fulfillment

December 2022
489
▼ -43.9% vs. STLY

Jan-Dec 2022
85.8K
▲ 194.2% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



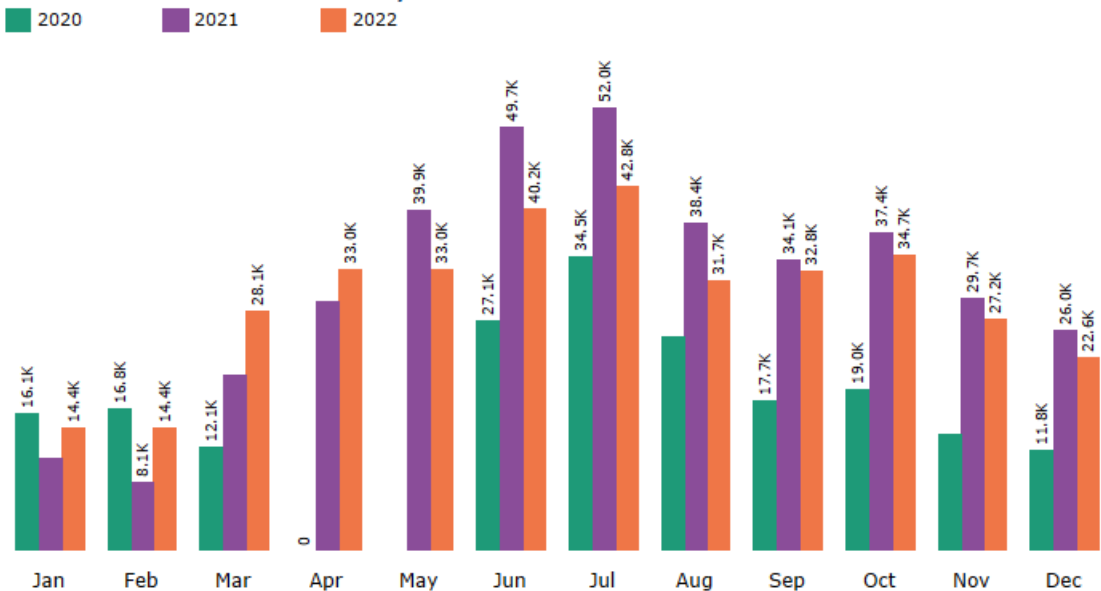
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits

December 2022
22.6K
▼ -12.9% vs. STLY

Jan-Dec 2022
354.9K
▼ -5.5% vs. STLY

Welcome Center Visits by Month



Note: The Welcome Centers were closed March 18th-May 31st 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 switch 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.



Attendance by Park

2019 2021 2022



Note: 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