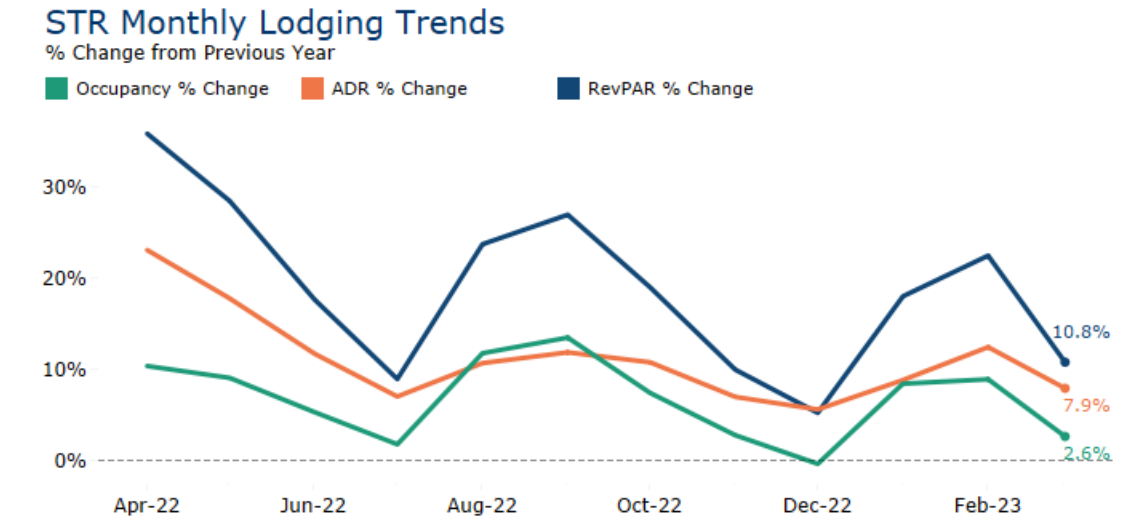


MISSOURI DIVISION OF TOURISM

APRIL 2023 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 5/10/2023)

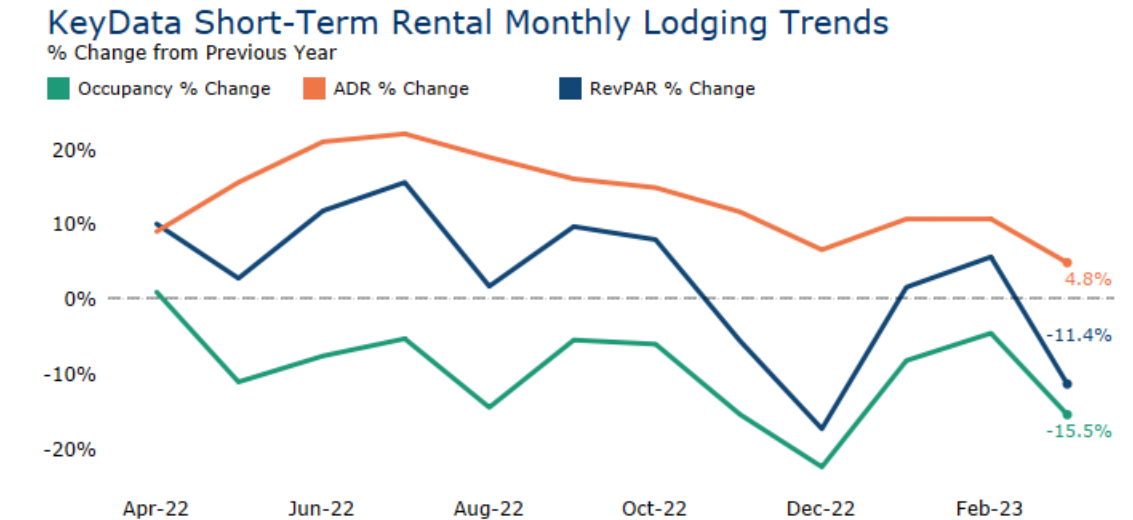


	Hotel Performance					
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
March 2023	58.4%	\$117	\$68	3.3M	2.0M	\$228.7M
Change vs. Previous Year	▲ 2.6%	▲ 7.9%	▲ 10.8%	▼ -0.2%	▲ 2.4%	▲ 10.5%
Year-to-Date	50.1%	\$111	\$56	9.5M	4.8M	\$532.9M
Change vs. Previous Year	▲ 6.2%	▲ 9.3%	▲ 16.1%	▼ -0.5%	▲ 5.6%	▲ 15.5%



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
March 2023	34.4%	\$175	\$60
Change vs. Previous Year	▼ -15.5%	▲ 4.8%	▼ -11.4%
Year-to-Date	26.0%	\$162	\$42
Change vs. Previous Year	▼ -9.8%	▲ 7.5%	▼ -3.0%

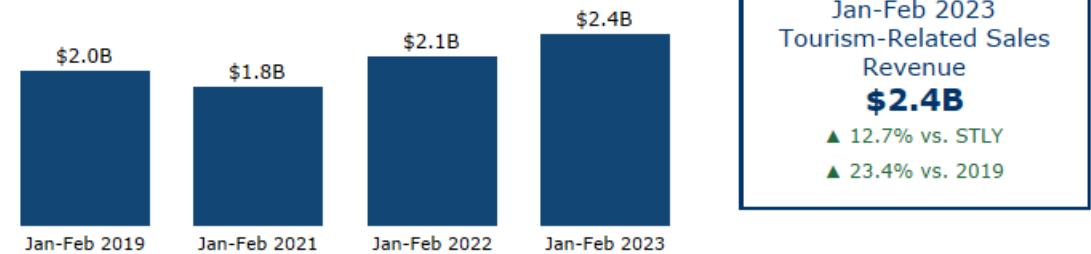


Source: KeyData
 KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



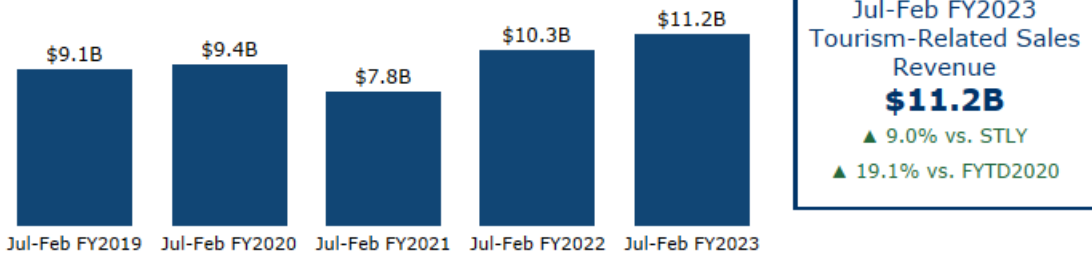
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

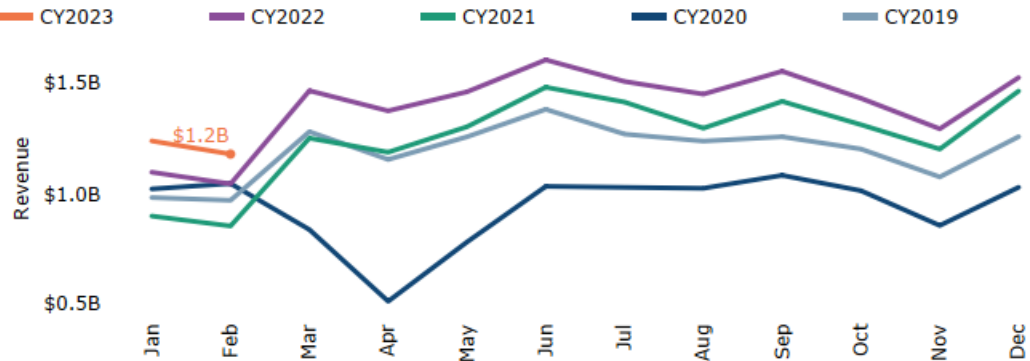


Fiscal Year-to-Date

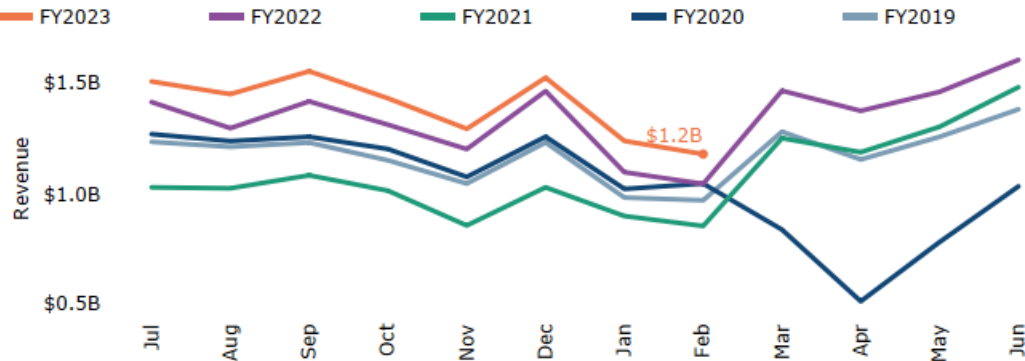
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



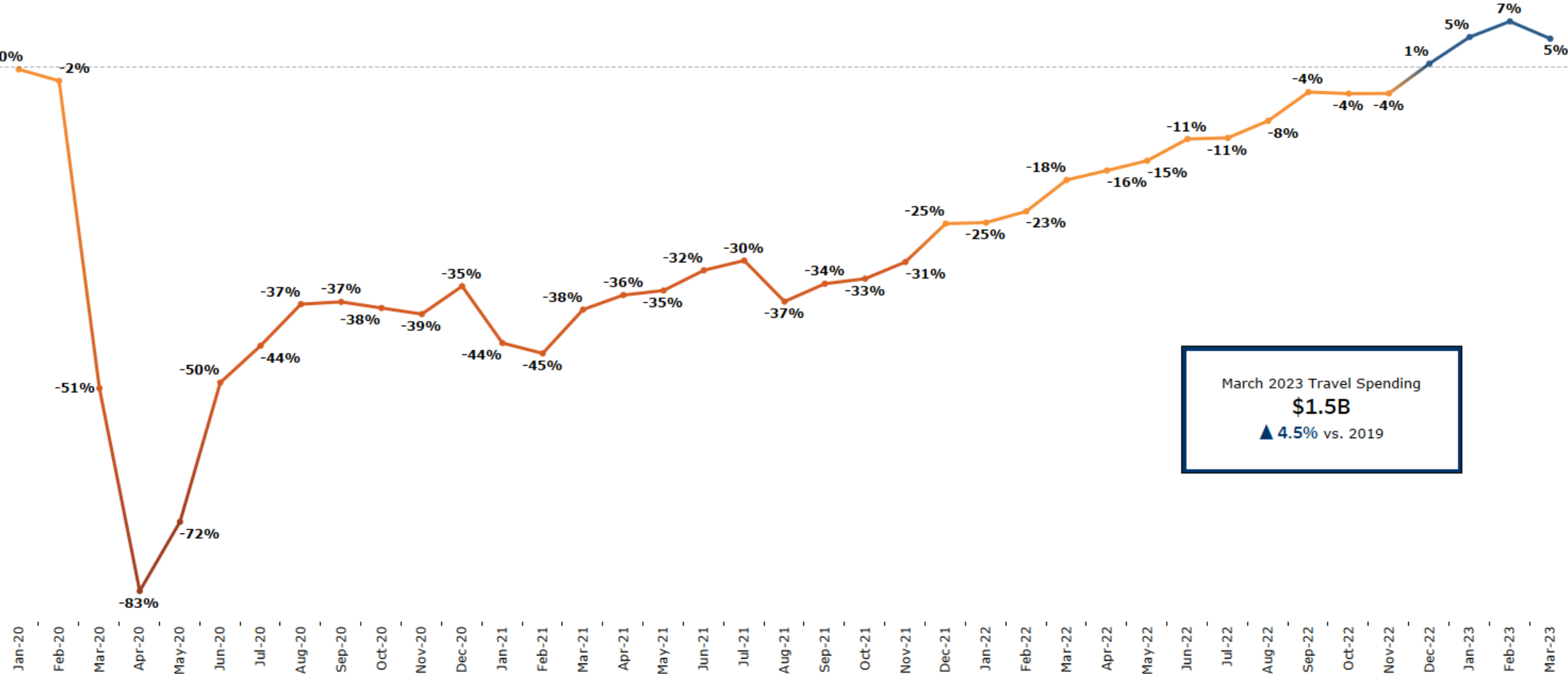
Tourism-Related Sales Revenue by Month
Fiscal Year



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



Travel Spending in Missouri
% Change from the same month in 2019





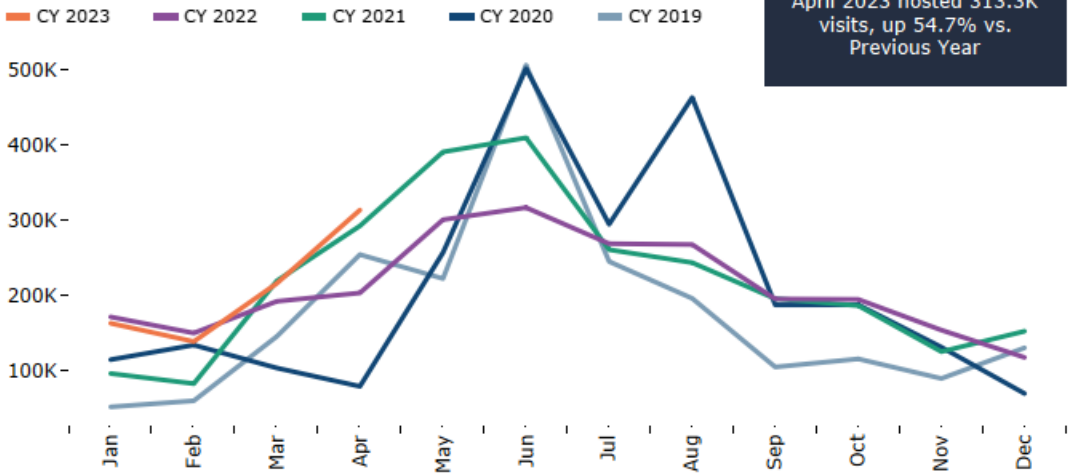
Calendar Year-to-Date



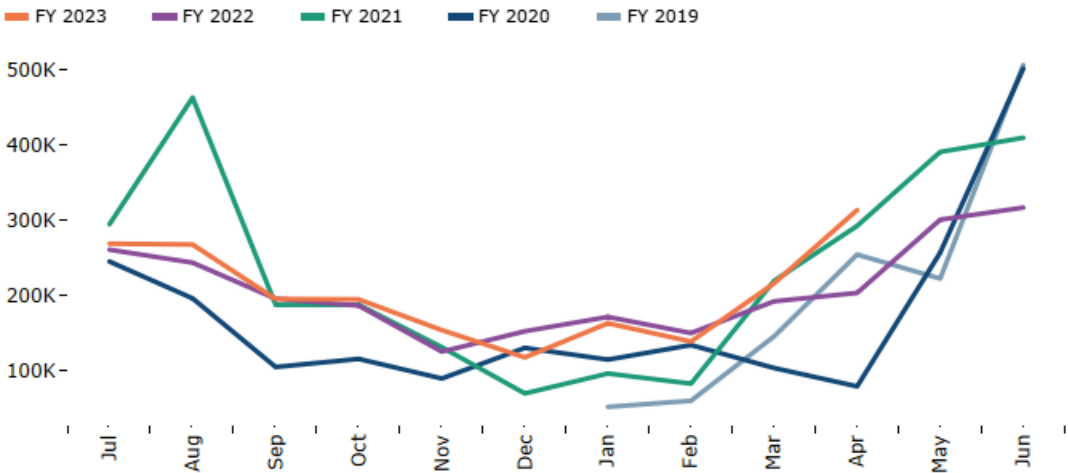
Fiscal Year-to-Date



Calendar Year Visits to VisitMO.com by Month



Fiscal Year Visits to VisitMO.com by Month



Source: Google Analytics
May 2018 was the first full month of the new VisitMO website. Covid-19 began early 2020

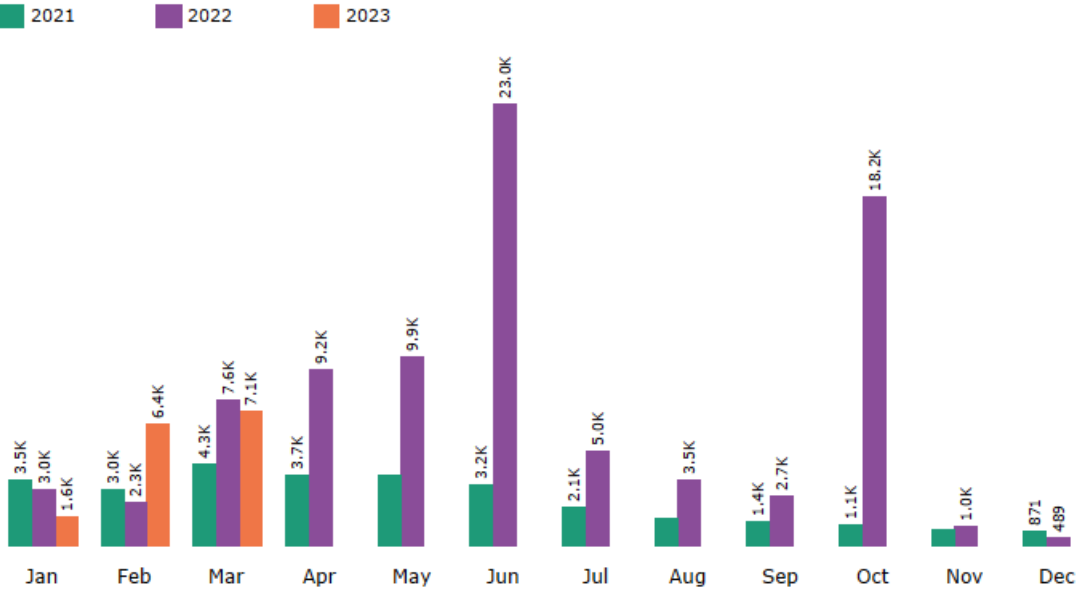


Travel Guide Fulfillment

March 2023
7.1K
▼ -7.6% vs. STLY

Jan-Mar 2023
15.0K
▲ 16.5% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



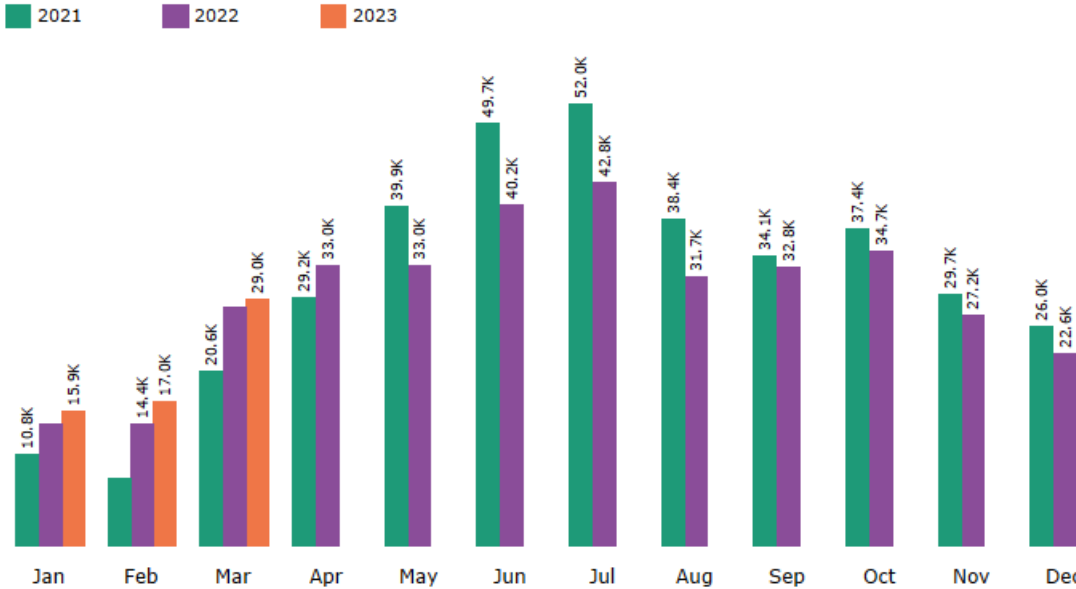
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits

March 2023
29.0K
▲ 3.4% vs. STLY

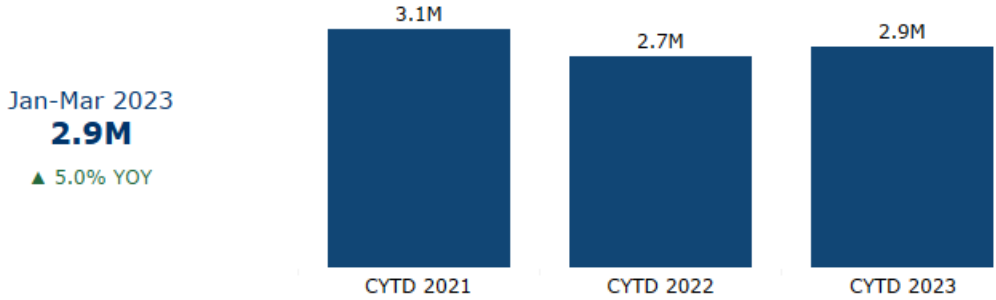
Jan-Mar 2023
61.9K
▲ 8.9% vs. STLY

Welcome Center Visits by Month

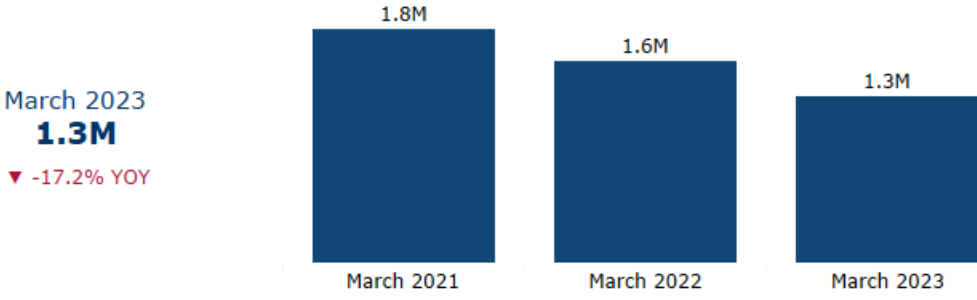


Note: The Welcome Centers were closed March 18th-May 31st due to social distancing orders. The centers started closing on weekends on 8/16/2020 (the centers were not open on weekends in 2019 from Jan.-Mar.). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis 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.

Calendar Year-to-Date Visitation



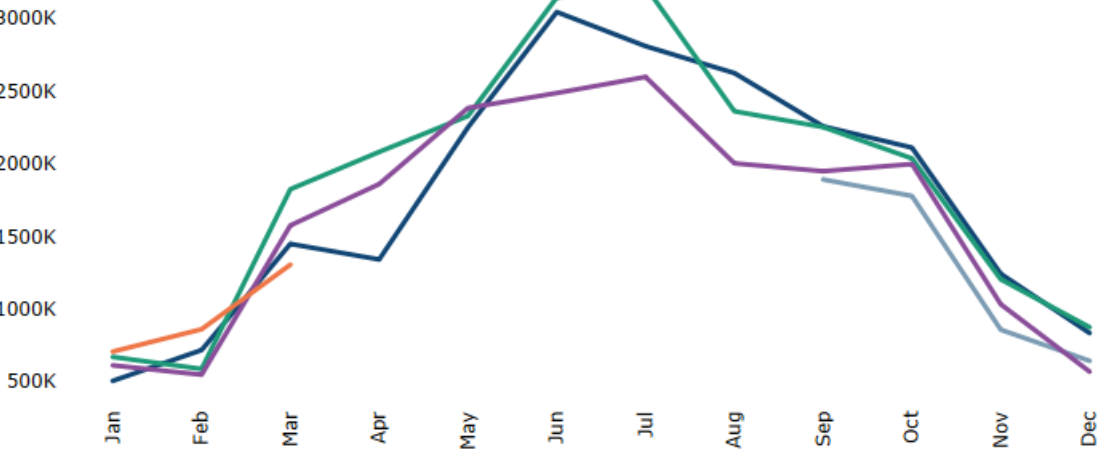
Monthly Visitation



State Parks Visitors by Month

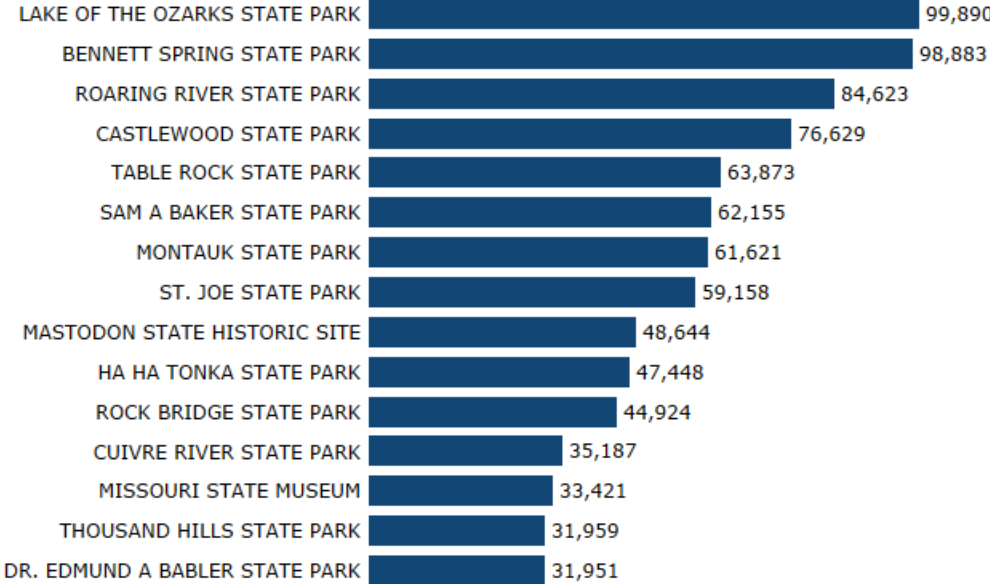
All Missouri State Parks

■ CY 2023 ■ CY 2022 ■ CY 2021 ■ CY 2020 ■ CY 2019



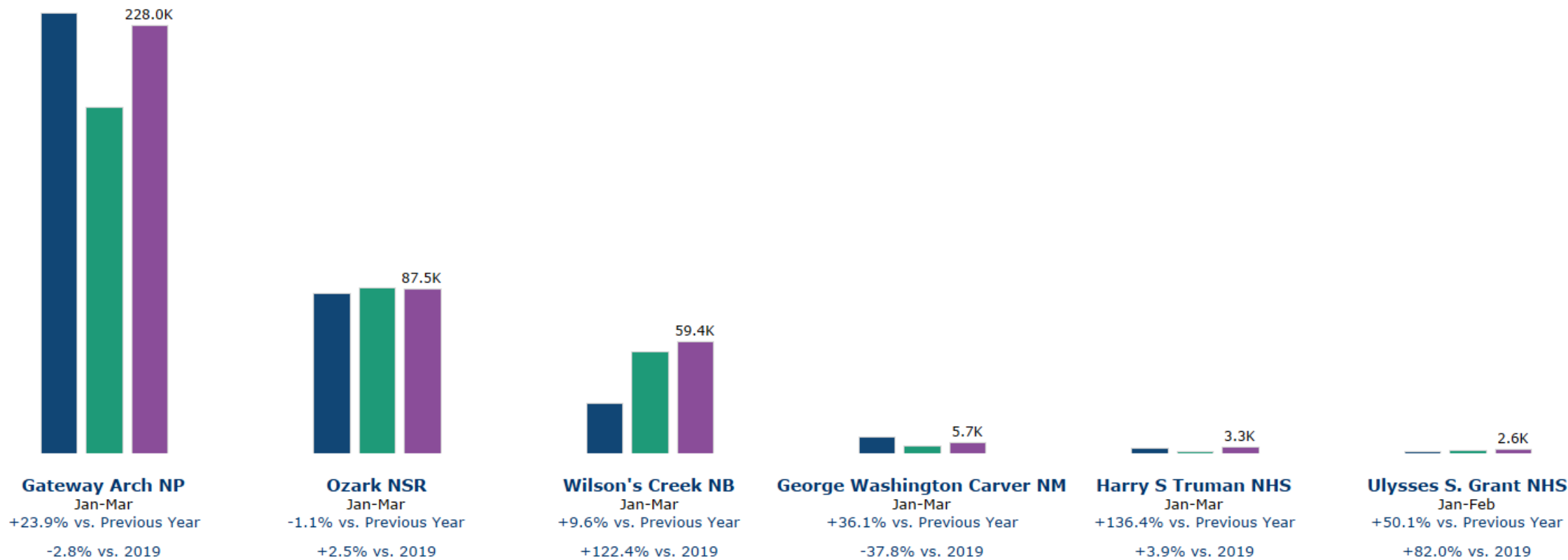
Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in March 2023



Attendance by Park

2019 2022 2023



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

Airport Throughput by State

March 2023

Month: March 2023
State 1: Missouri
State 2: Tennessee
State 3: Missouri



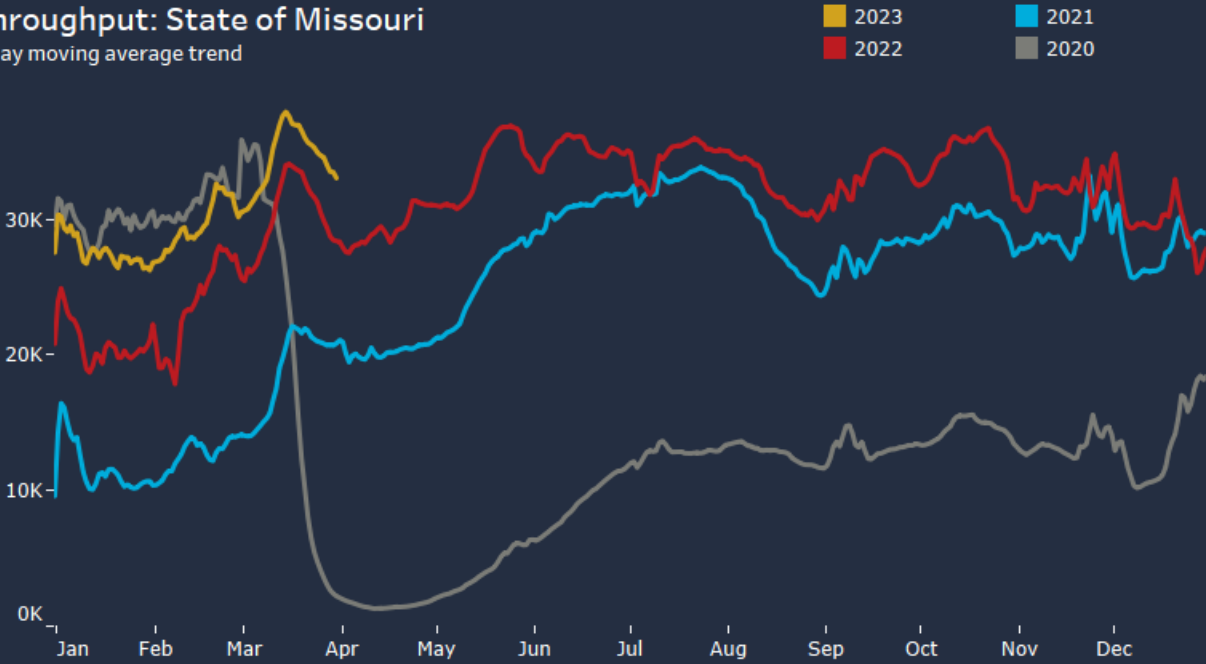
MO State Throughput
March 2023

1,079.6K

MOM: ▲ 13.9%
YOY: ▼ -12.0%
vs 2019: ▼ -2.4%

Throughput: State of Missouri

7 day moving average trend



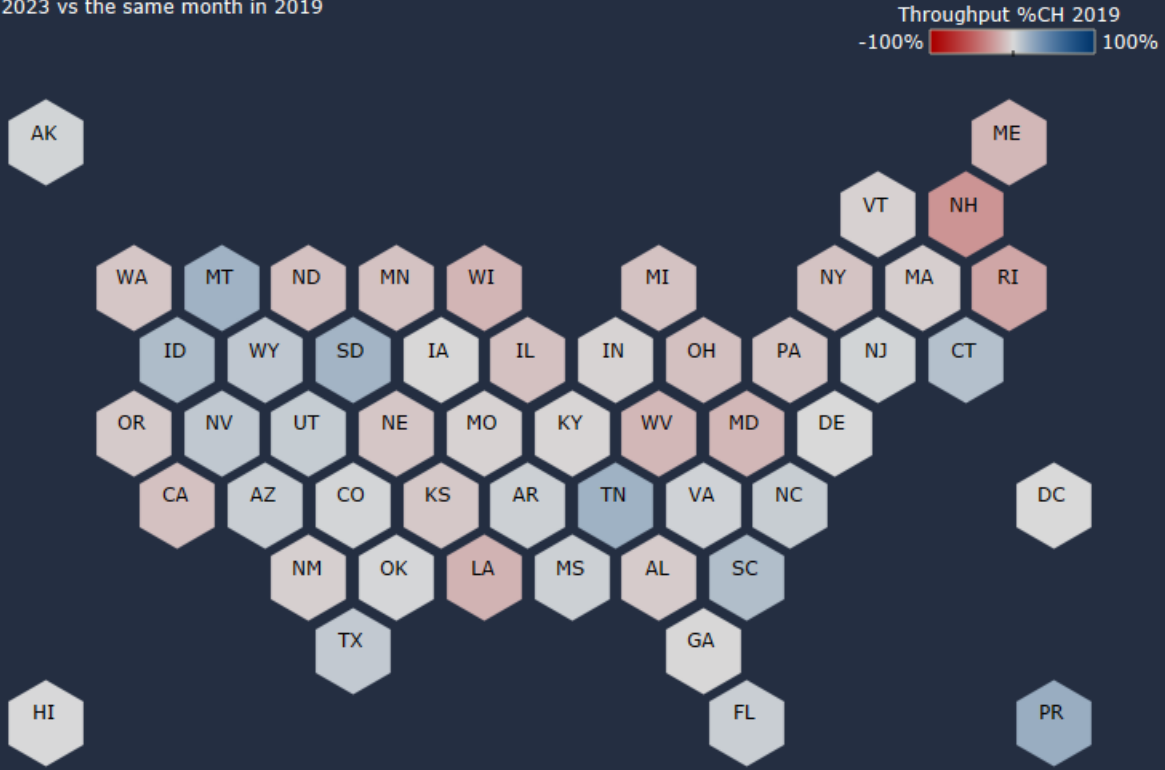
Competitive Set Throughput

Last 6 months, vs the same months in 2019

	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
Missouri	-11%	-6%	-16%	-5%	-4%	-2%
Tennessee	4%	10%	2%	17%	18%	19%
USA	-8%	-4%	-10%	-1%	0%	-1%

Throughput by State of Departure

March 2023 vs the same month in 2019



Missouri Throughput by Airport

March 2023

Month
March 2023

State
Missouri

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2019

	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
St. Louis Lambert International	-9%	-6%	-15%	-4%	-4%	-4%
Kansas City International	-13%	-4%	-17%	-6%	-4%	0%
Springfield/Branson National	-4%	-4%	-9%	7%	6%	5%
Columbia Regional	-35%	-45%	-38%	-10%	-3%	-13%
Joplin Regional	-63%	-62%	-74%	-68%	-62%	-60%
Cape Girardeau Municipal	-71%	-50%	-31%	-35%	-29%	-37%
Waynesville Regional	8%	-5%	-31%	-9%	8%	1%
Kirkville Regional	-12%	-26%	-30%	27%	1%	-18%
Branson Airport	-100%	-100%				

Map View of Airports

March 2023, % change relative to 2019
Click on airports to sort Throughput by Week chart

