

MISSOURI DIVISION OF TOURISM

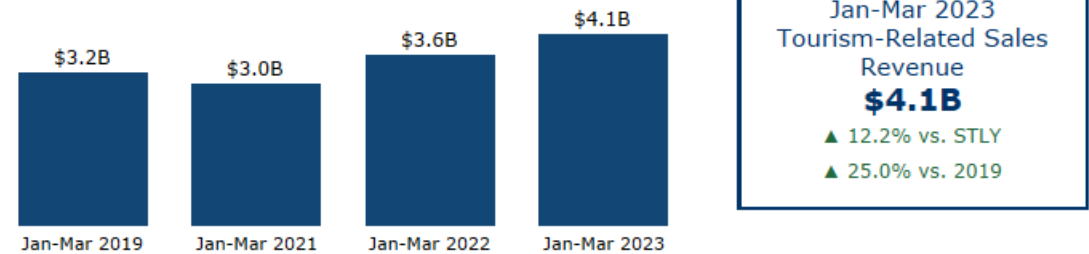
MAY 2023 MISSOURI TRAVEL
BAROMETER
(DATA AVAILABLE AS OF 6/20/2023)





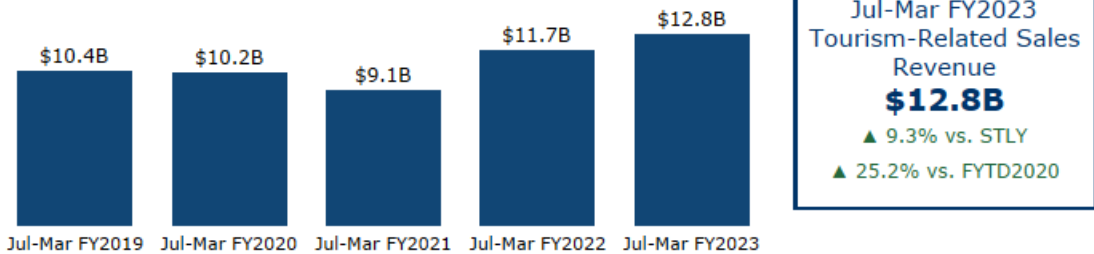
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

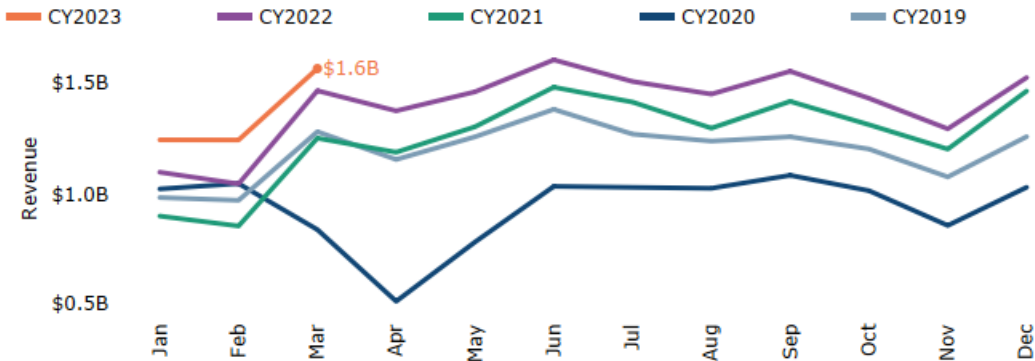


Fiscal Year-to-Date

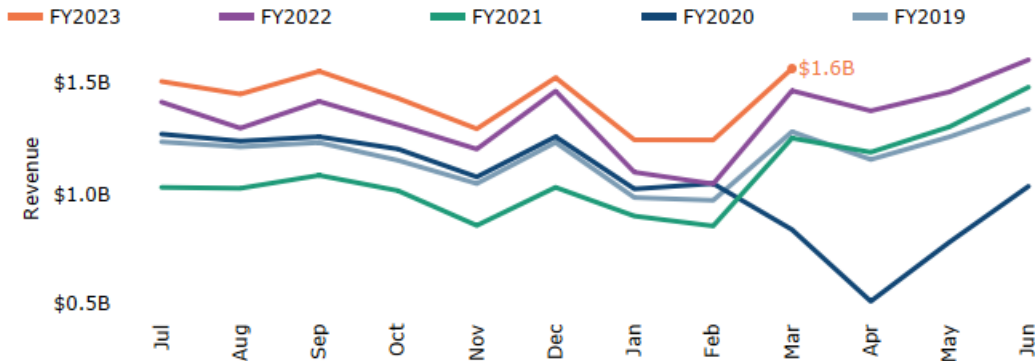
Tourism-Related Sales Revenue by Year
Fiscal Year



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

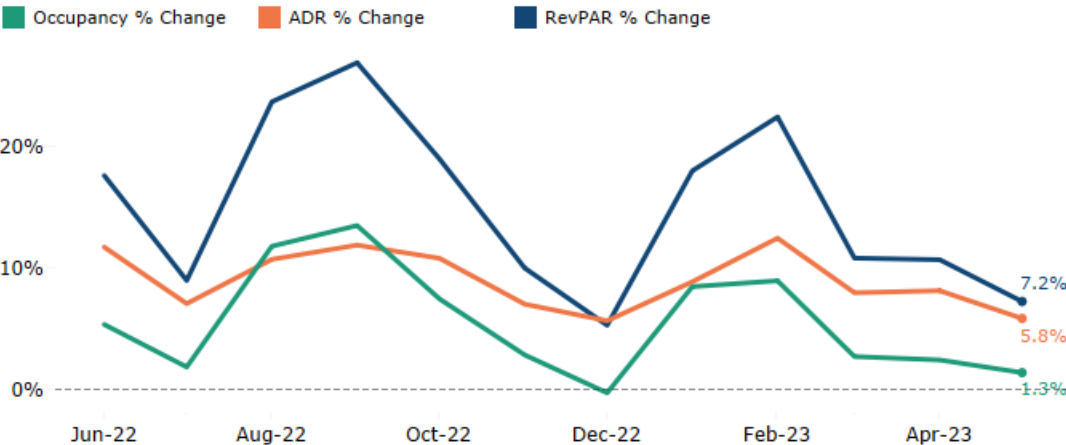


Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
May 2023	60.3%	\$121	\$73	3.4M	2.0M	\$246.3M
Change vs. Previous Year	▲ 1.3%	▲ 5.8%	▲ 7.2%	▼ -0.7%	▲ 0.6%	▲ 6.5%
Year-to-Date	53.8%	\$116	\$62	16.2M	8.7M	\$1.0B
Change vs. Previous Year	▲ 4.2%	▲ 8.0%	▲ 12.5%	▼ -0.5%	▲ 3.6%	▲ 12.0%

STR Monthly Lodging Trends

% Change from Previous Year



Source: STR
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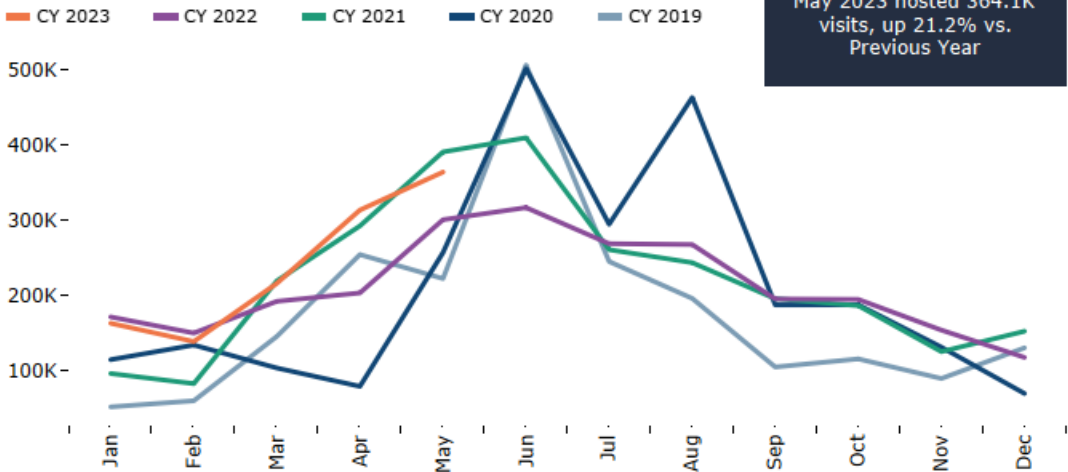
Calendar Year-to-Date



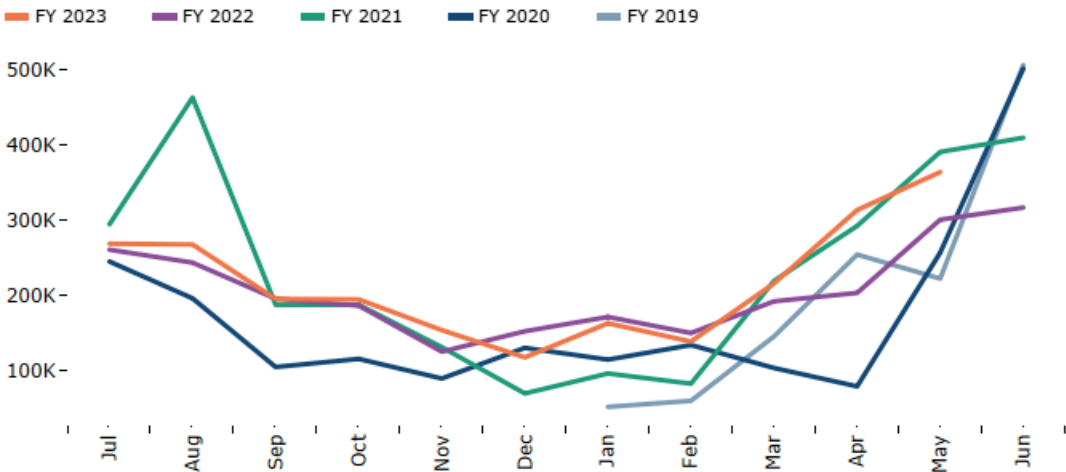
Fiscal Year-to-Date



Calendar Year Visits to VisitMO.com by Month



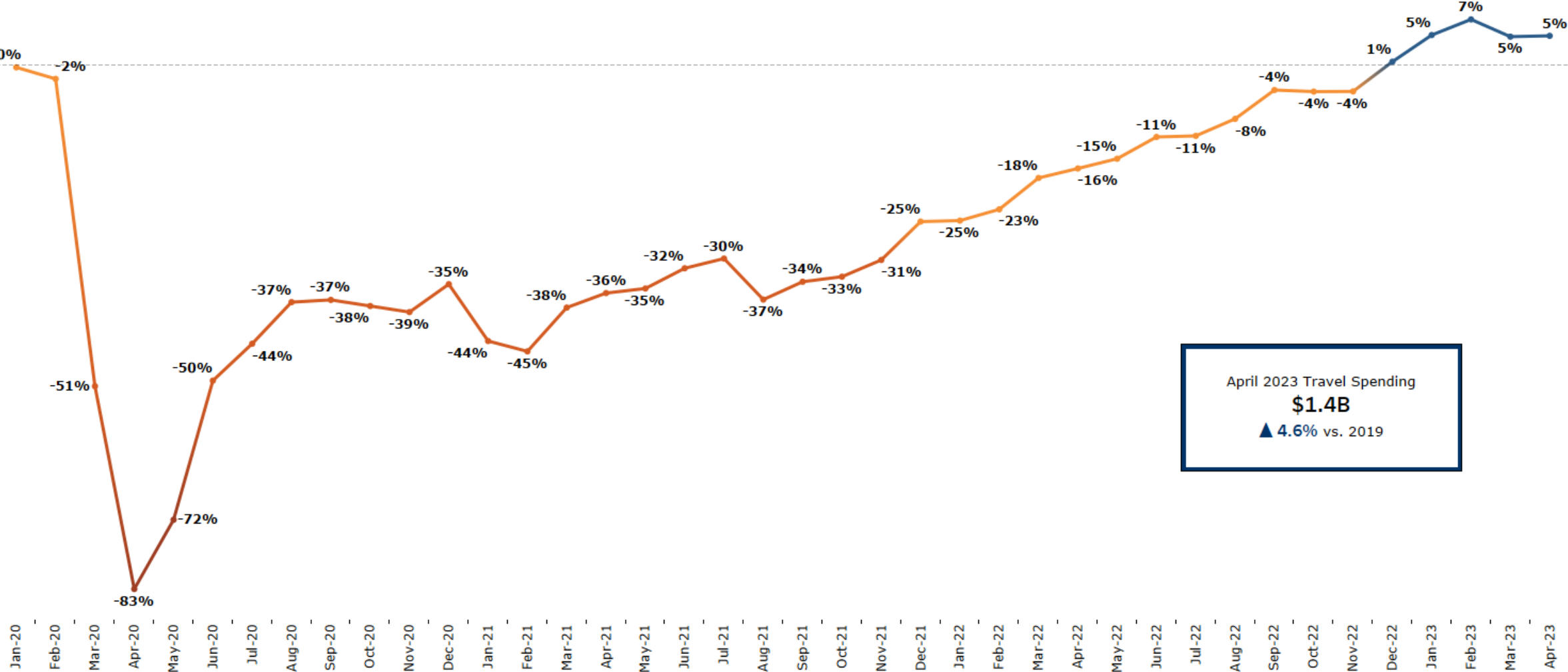
Fiscal Year Visits to VisitMO.com by Month



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



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



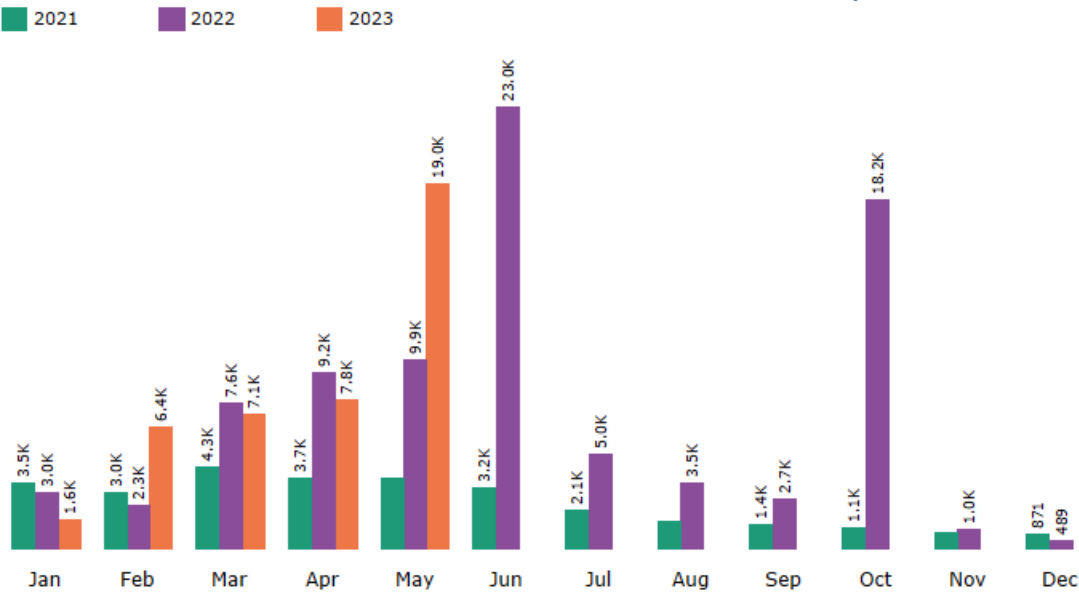


Travel Guide Fulfillment

May 2023
19.0K
▲ 92.8% vs. STLY

Jan-May 2023
41.9K
▲ 30.8% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



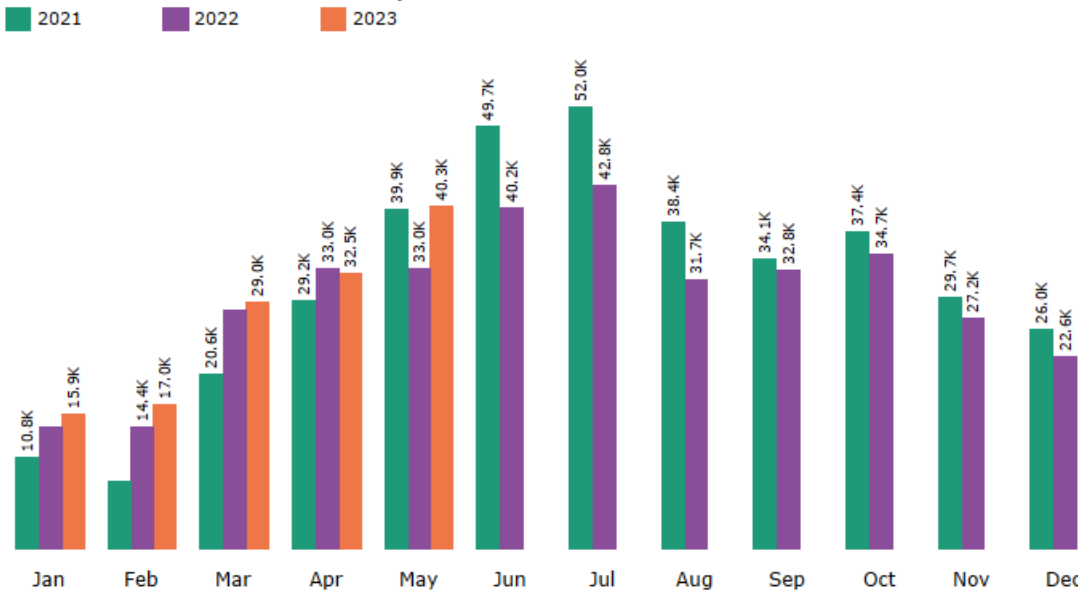
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits

May 2023
40.3K
▲ 22.2% vs. STLY

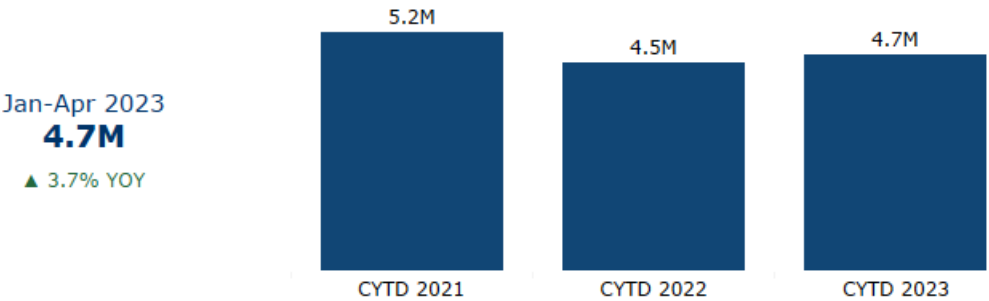
Jan-May 2023
134.7K
▲ 9.7% vs. STLY

Welcome Center Visits by Month

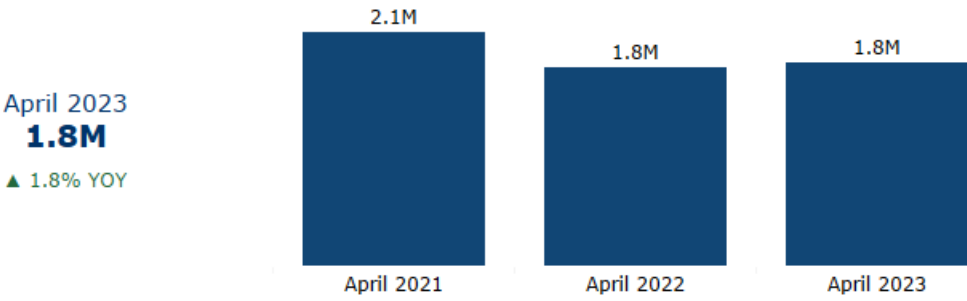


Note: The Welcome Centers were closed March 18th-May 31st due to social distancing orders. The centers started closing on weekends on 8/16/2020 (the centers were not open on weekends in 2019 from Jan.-Mar.). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis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



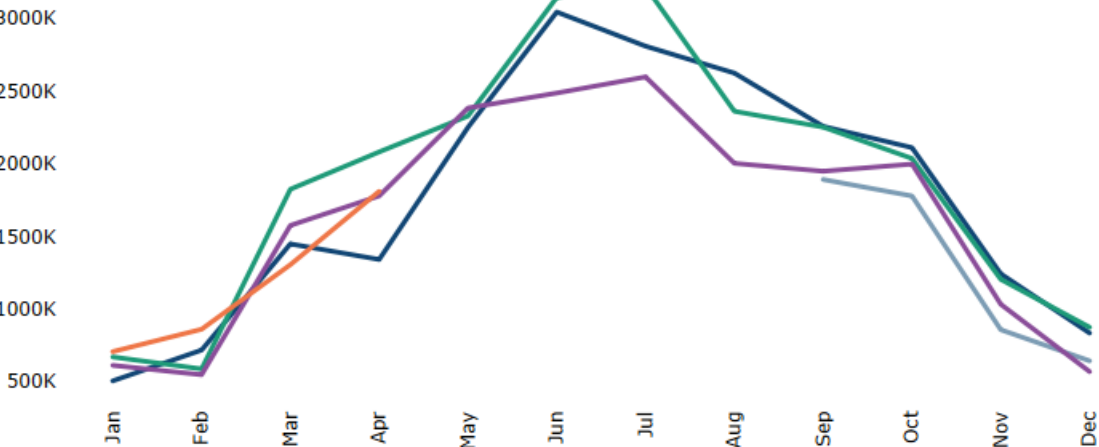
Monthly Visitation



State Parks Visitors by Month

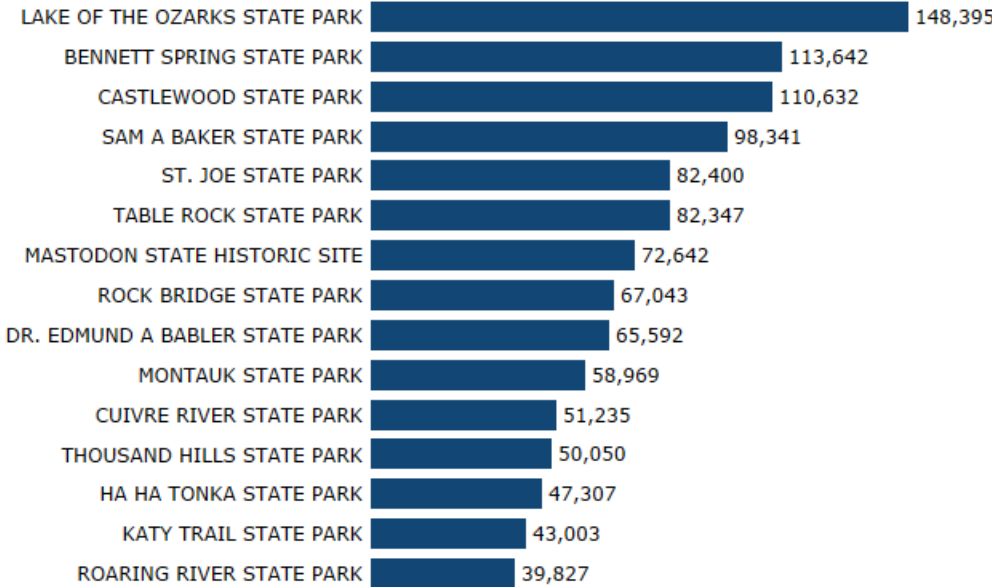
All Missouri State Parks

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

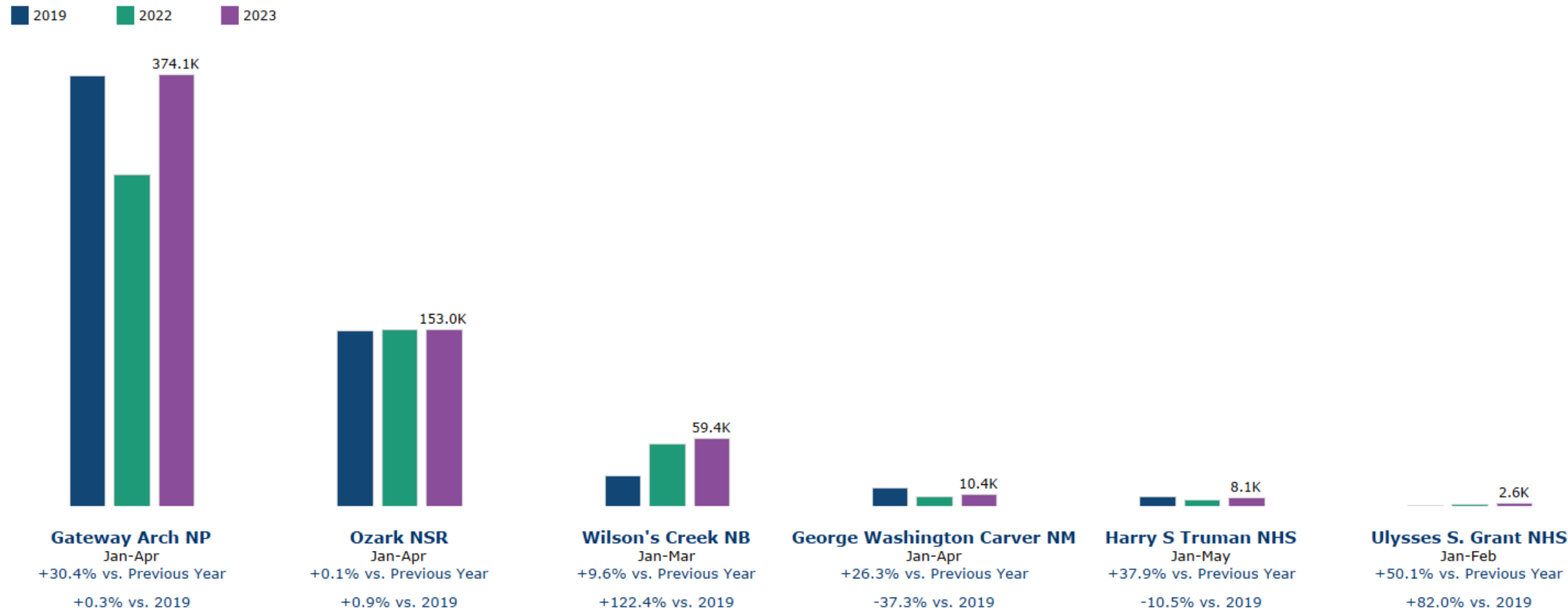


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in April 2023



Attendance by Park



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

May 2023

Month May 2023 State 1 Missouri State 2 Kansas State 3 Tennessee



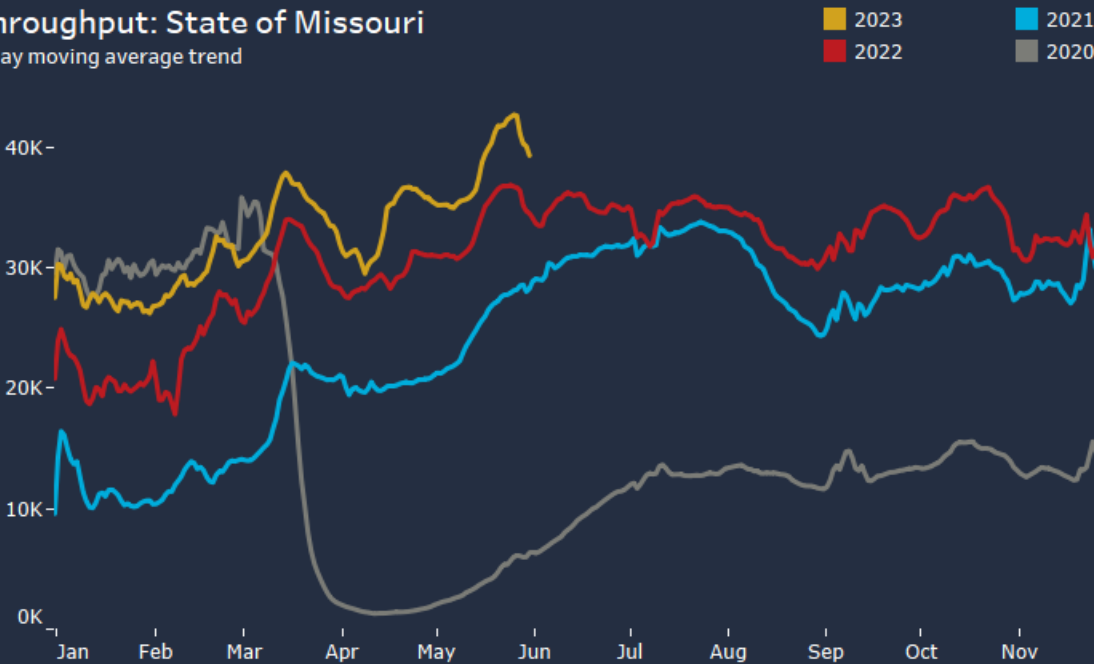
MO State Throughput
May 2023

1,196.5K

MOM **▲ 38.2%** YOY **▼ -1.9%** vs 2019 **▼ -2.0%**

Throughput: State of Missouri

7 day moving average trend



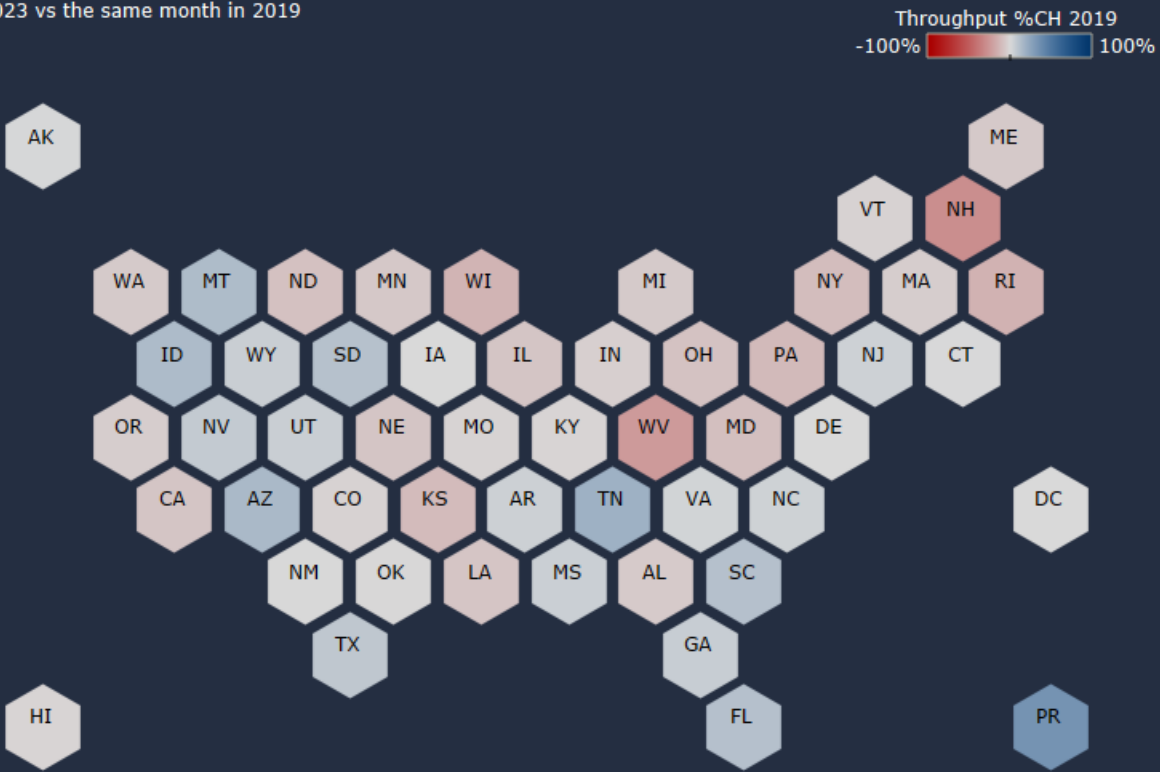
Competitive Set Throughput

Last 6 months, vs the same months in 2019

	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23
Kansas	-14%	-5%	-4%	-6%	-1%	-11%
Missouri	-19%	-5%	-4%	-2%	-1%	-2%
Tennessee	-1%	17%	18%	19%	22%	19%
USA	-13%	-1%	0%	-1%	1%	0%

Throughput by State of Departure

May 2023 vs the same month in 2019



Missouri Throughput by Airport

May 2023

Month
May 2023

State
Missouri

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

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

	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23
St. Louis Lambert International	-18%	-4%	-4%	-4%	-4%	-3%
Kansas City International	-20%	-6%	-4%	0%	2%	0%
Springfield/Branson National	-13%	7%	6%	5%	6%	6%
Columbia Regional	-40%	-10%	-3%	-13%	29%	-22%
Joplin Regional	-75%	-68%	-62%	-60%	-65%	-59%
Cape Girardeau Municipal	-33%	-35%	-29%	-37%	-36%	-42%
Waynesville Regional	-35%	-9%	8%	1%	6%	5%
Kirksville Regional	-33%	27%	1%	-18%	-24%	-21%
Branson Airport					-100%	-100%

Map View of Airports

May 2023, % change relative to 2019

Click on airports to sort Throughput by Week chart

