

MISSOURI DIVISION OF TOURISM

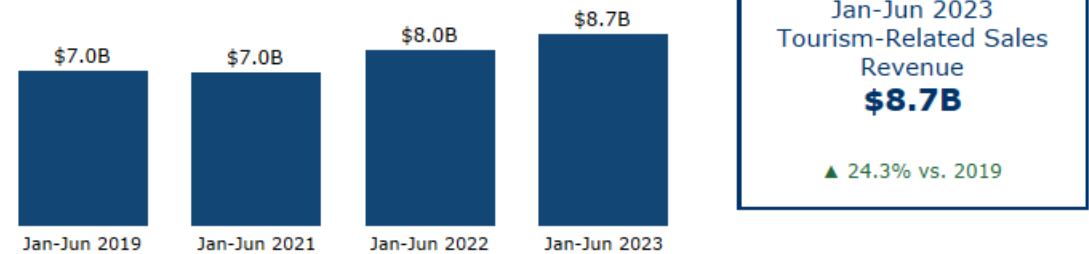
AUGUST 2023 MISSOURI TRAVEL
BAROMETER
(DATA AVAILABLE AS OF 09/08/2023)





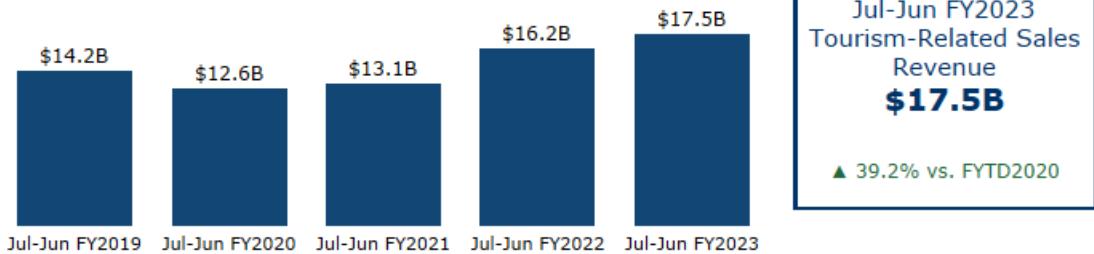
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

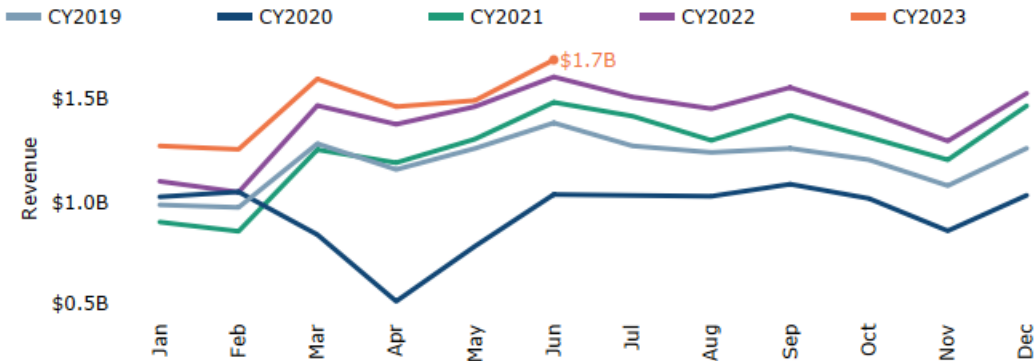


Fiscal Year-to-Date

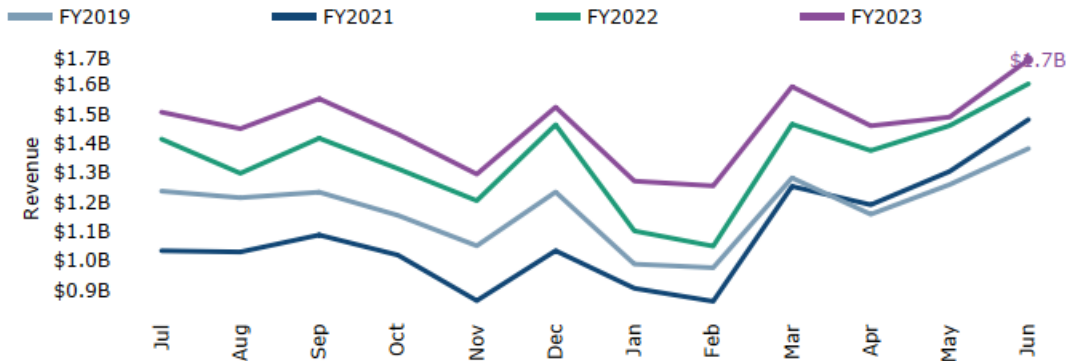
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



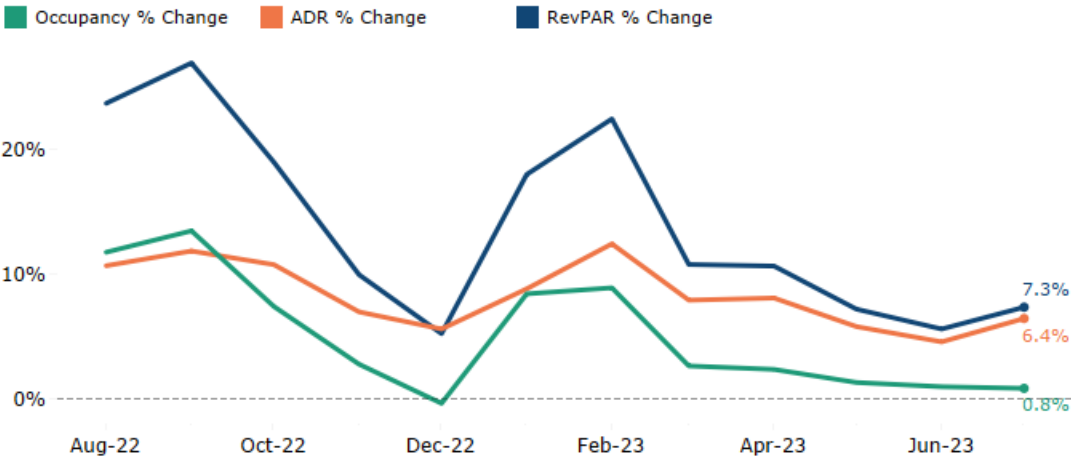
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

| | Occupancy | ADR | RevPAR | Supply | Demand | Revenue |
|--------------------------|--------------|--------------|-------------|--------------|--------------|-----------------|
| Jul 2023 | 64.0% | \$127 | \$81 | 3.4M | 2.1M | \$272.4M |
| Change vs. Previous Year | ▲ 0.8% | ▲ 6.4% | ▲ 7.3% | ▼ 0.3% | ▲ 0.6% | ▲ 7.1% |
| Year-to-Date | 57.2% | \$119 | \$68 | 22.8M | 13.0M | \$1.5B |
| Change vs. Previous Year | ▲ 3.1% | ▲ 7.1% | ▲ 10.3% | ▼ 0.5% | ▲ 2.6% | ▲ 9.8% |

| | Occupancy | ADR | RevPAR |
|--------------------------|--------------|--------------|--------------|
| Jul 2023 | 62.4% | \$261 | \$163 |
| Change vs. Previous Year | ▼ 7.8% | ▼ 4.1% | ▼ 11.6% |
| Year-to-Date | 52.3% | \$208 | \$109 |
| Change vs. Previous Year | ▲ 10.7% | ▼ 2.6% | ▲ 7.8% |

STR Monthly Lodging Trends

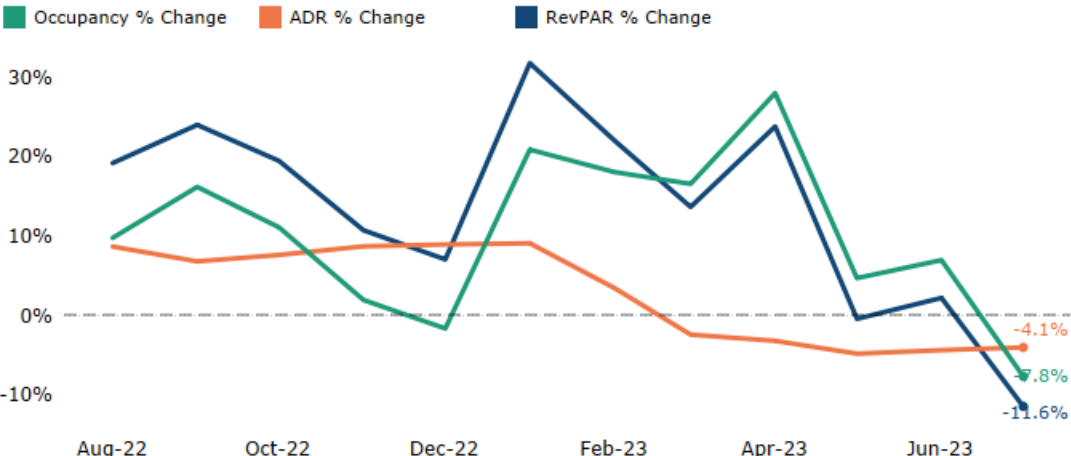
% Change from Previous Year



Source: STR
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KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



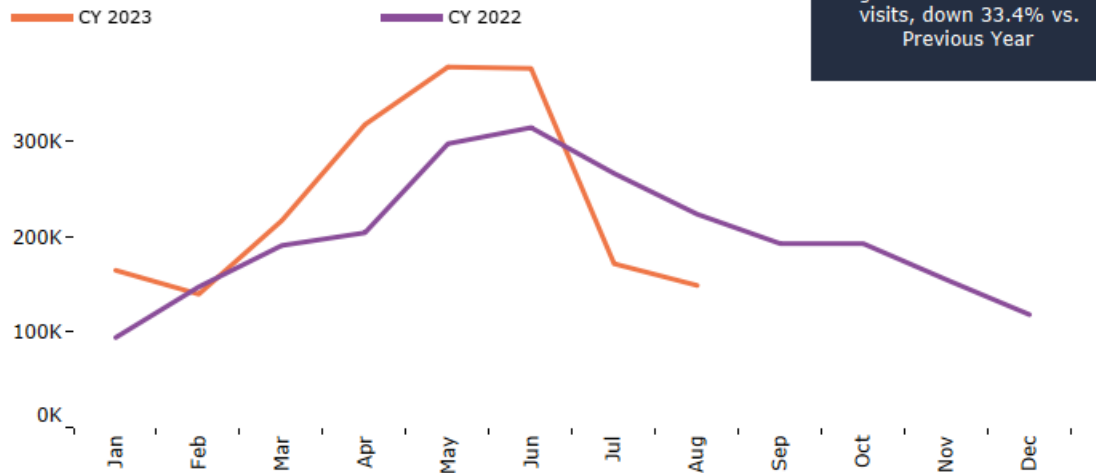
Source: KeyData
 KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Calendar Year-to-Date



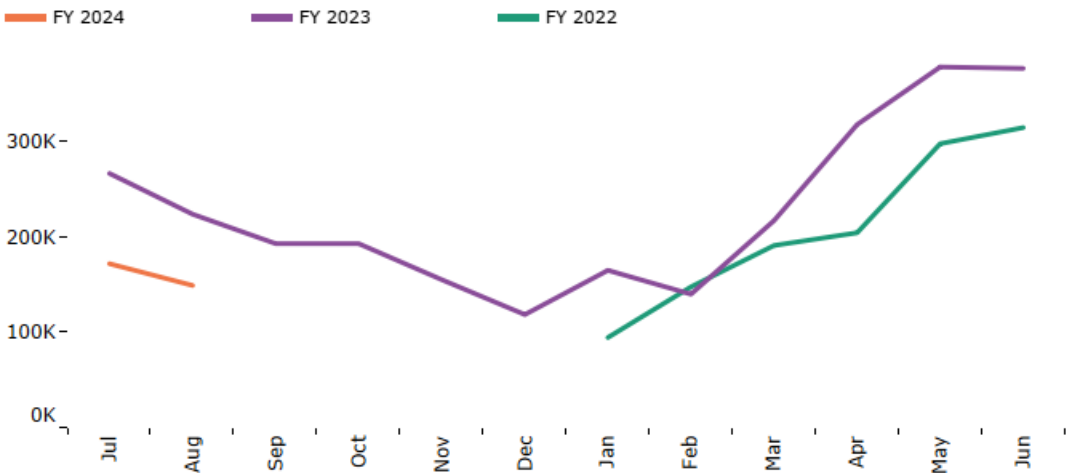
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date

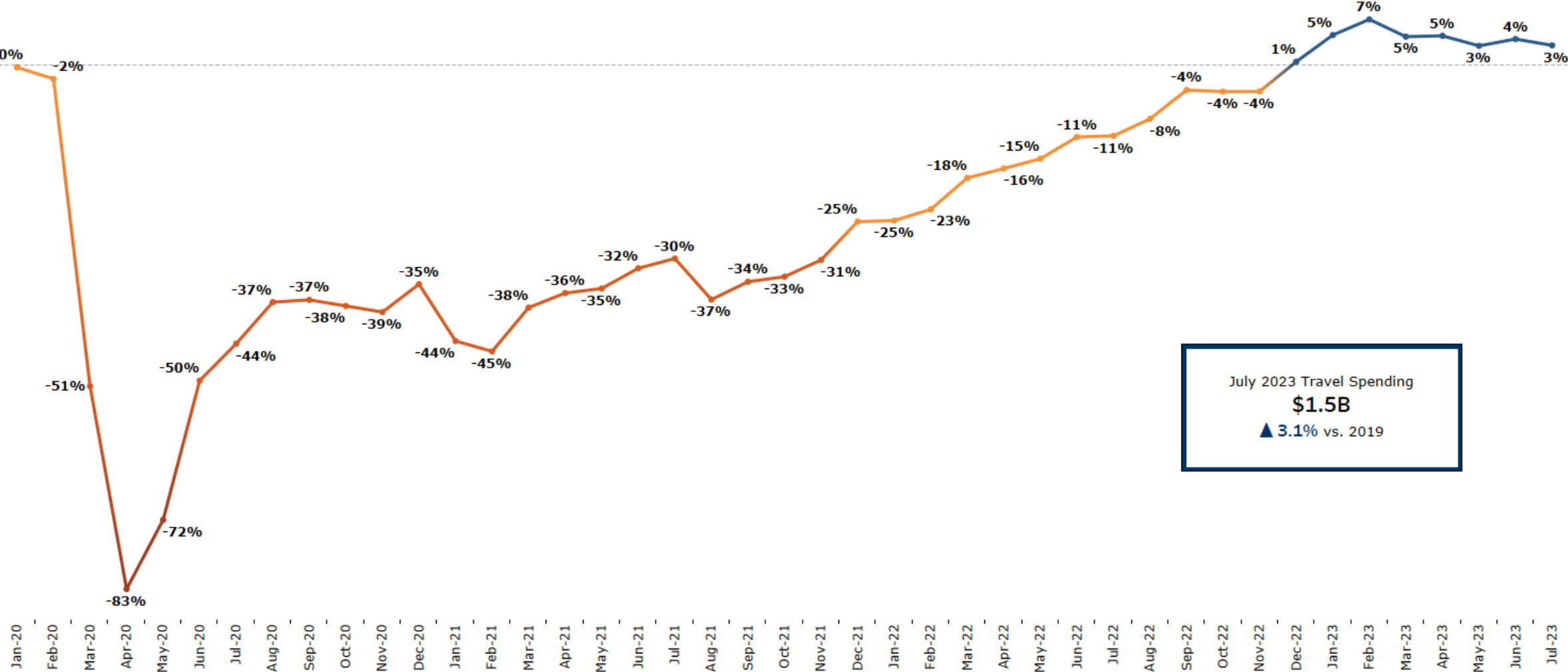


Fiscal Year Visits to VisitMO.com by Month





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



July 2023 Travel Spending
\$1.5B
▲ 3.1% vs. 2019

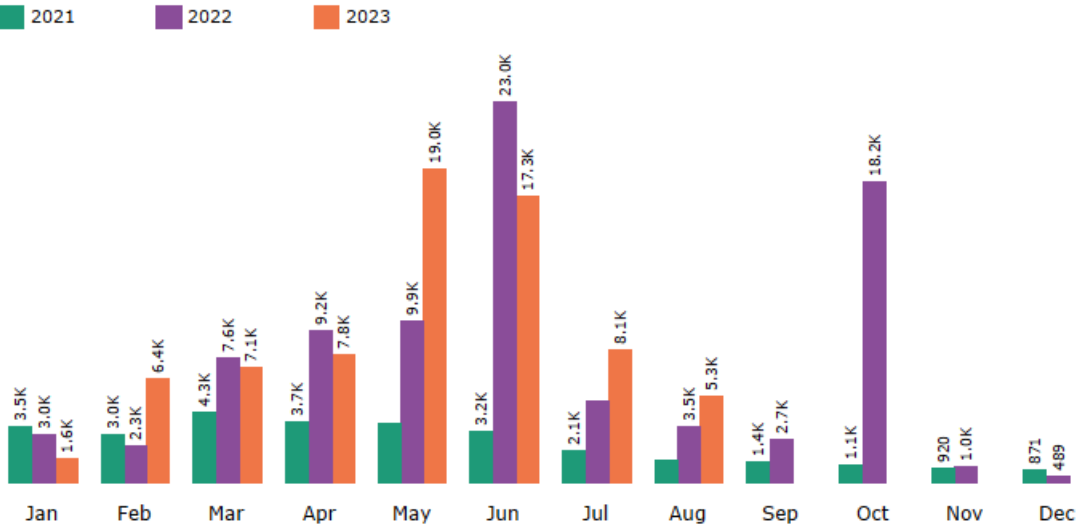


Travel Guide Fulfillment

Aug 2023
5.3K
▲ 54.1% vs. STLY

Jan-Aug 2023
72.6K
▲ 14.4% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



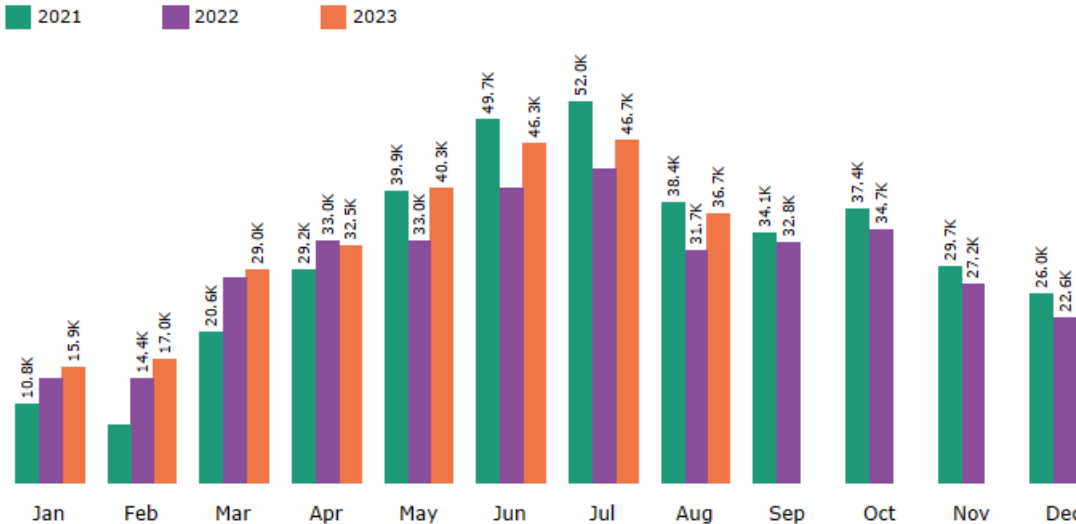
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits

Aug 2023
36.7K
▲ 15.9% vs. STLY

Jan-Aug 2023
264.5K
▲ 11.4% vs. STLY

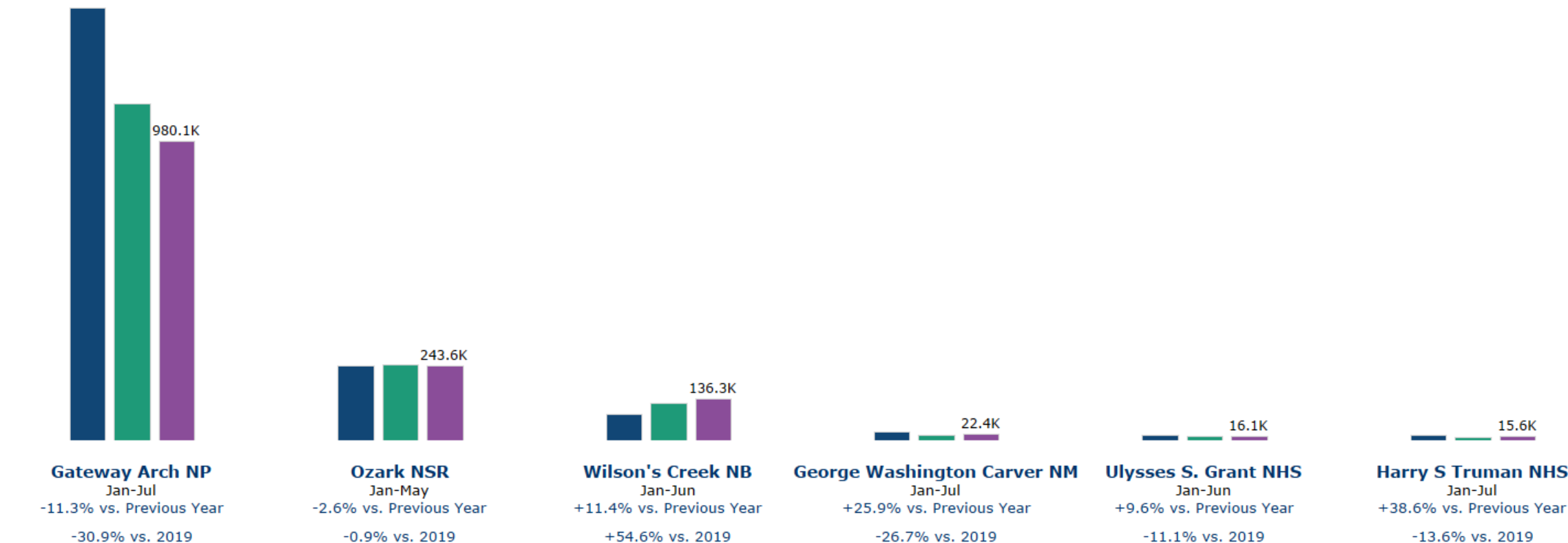
Welcome Center Visits by Month



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 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 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

July 2023

Month
 July 2023

State 1
 Missouri

State 2
 Tennessee

State 3
 Illinois



MO State Throughput
 July 2023

1,274.9K

MOM

▼ -3.7%

YOY

▲ 14.6%

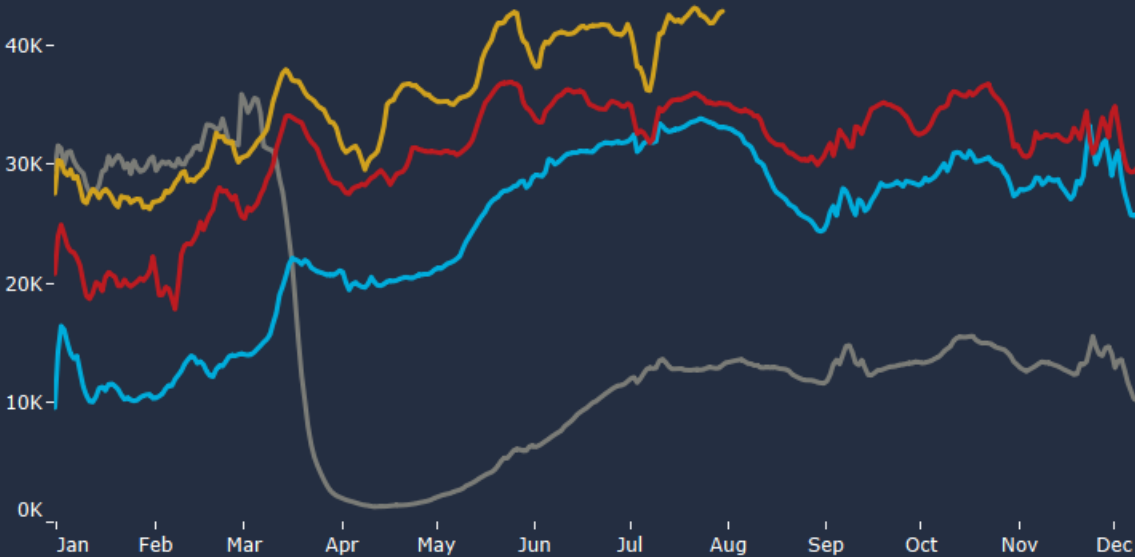
vs 2019

▲ 3.1%

Throughput: State of Missouri

7 day moving average trend

2023
 2022
 2021
 2020



Competitive Set Throughput

Last 6 months, vs the same months in 2019

| | Feb-23 | Mar-23 | Apr-23 | May-23 | Jun-23 | Jul-23 |
|-----------|--------|--------|--------|--------|--------|--------|
| Illinois | -7% | -9% | -7% | -8% | -5% | -2% |
| Missouri | -3% | -2% | -1% | -2% | 1% | 3% |
| Tennessee | 19% | 19% | 22% | 19% | 18% | 20% |
| USA | 1% | -1% | 1% | 0% | 1% | 2% |

Throughput by State of Departure

July 2023 vs the same month in 2019

Throughput %CH 2019
 -100% 100%

