

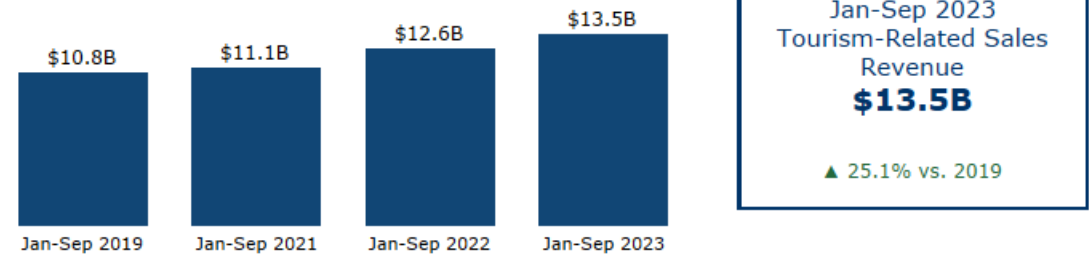
MISSOURI DIVISION OF TOURISM

December Missouri Travel Barometer
(Data available as of 1/09/2024)



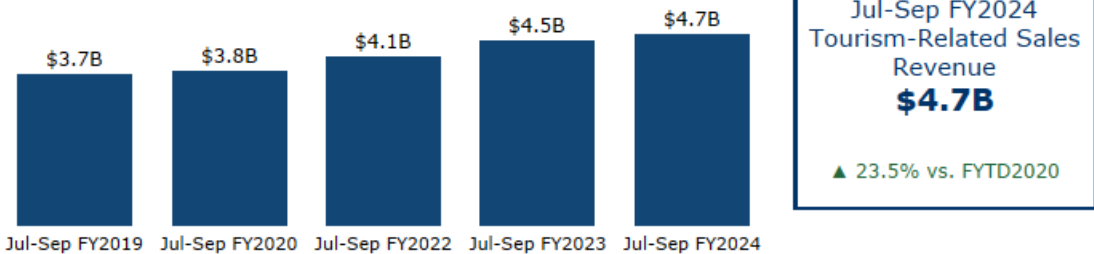
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

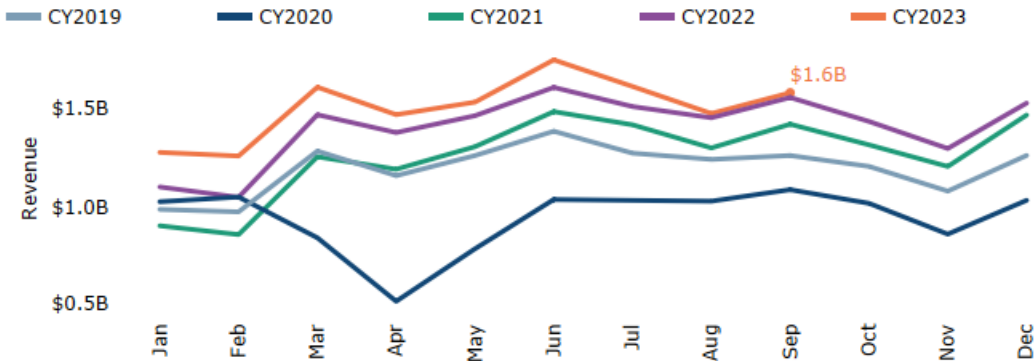


Fiscal Year-to-Date

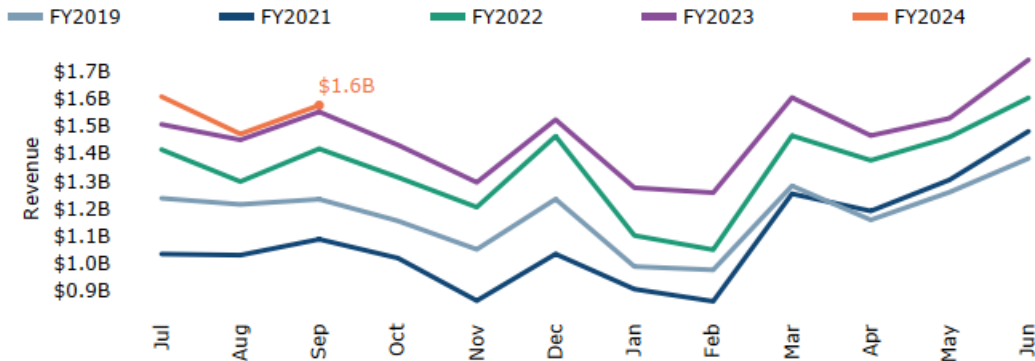
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



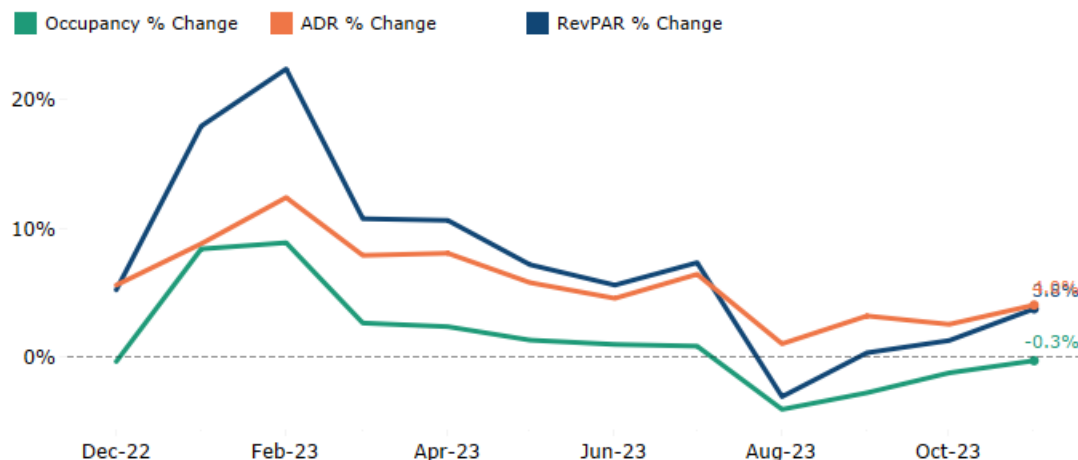
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Nov 2023	52.4%	\$116	\$61	3.2M	1.7M	\$197.6M
Change vs. Previous Year	▼ 0.3%	▲ 4.0%	▲ 3.8%	▲ 0.2%	▼ 0.1%	▲ 4.0%
Year-to-Date	57.4%	\$120	\$69	36.0M	20.7M	\$2.5B
Change vs. Previous Year	▲ 1.1%	▲ 5.3%	▲ 6.4%	▼ 0.3%	▲ 0.8%	▲ 6.1%

STR Monthly Lodging Trends

% Change from Previous Year



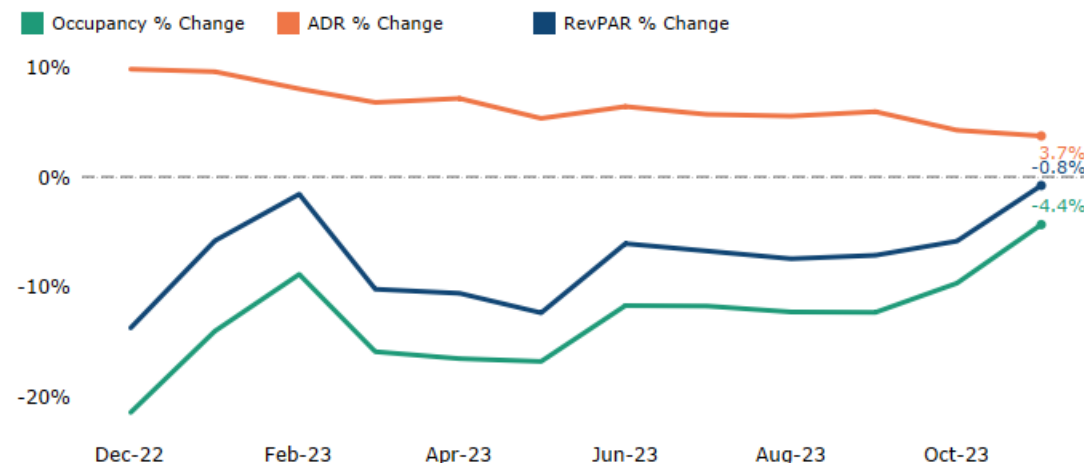
Source: STR
Replication or other re-use of this data without express written permission of STR is strictly prohibited.

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Nov 2023	27.8%	\$197	\$55
Change vs. Previous Year	▼ 4.4%	▲ 3.7%	▼ 0.8%
Year-to-Date	29.4%	\$210	\$62
Change vs. Previous Year	▼ 11.8%	▲ 6.2%	▼ 6.3%

KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year

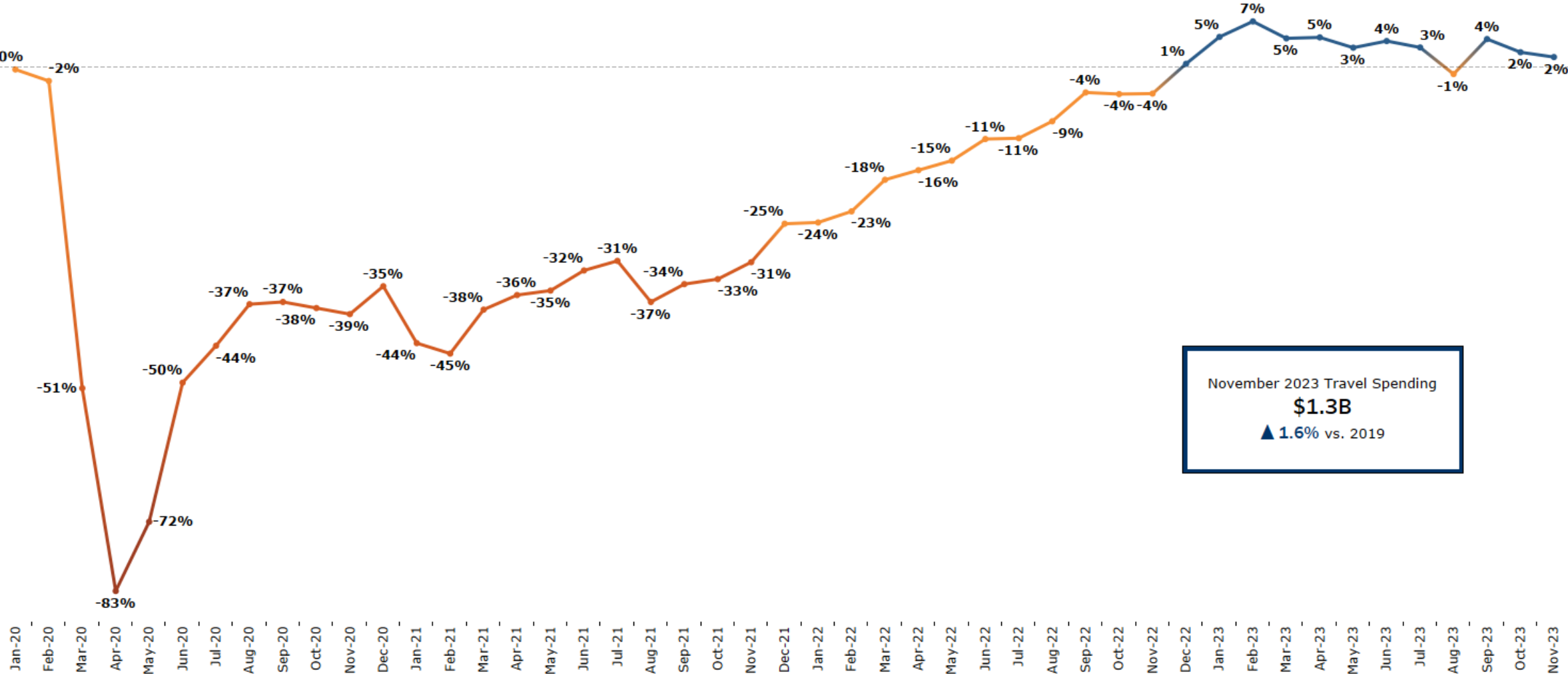


Source: KeyData
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Travel Spending in Missouri

% Change from the same month in 2019



November 2023 Travel Spending
\$1.3B
▲ 1.6% vs. 2019

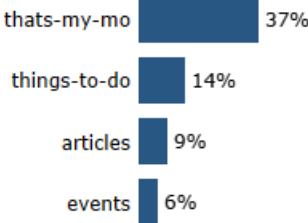


Calendar Year-to-Date

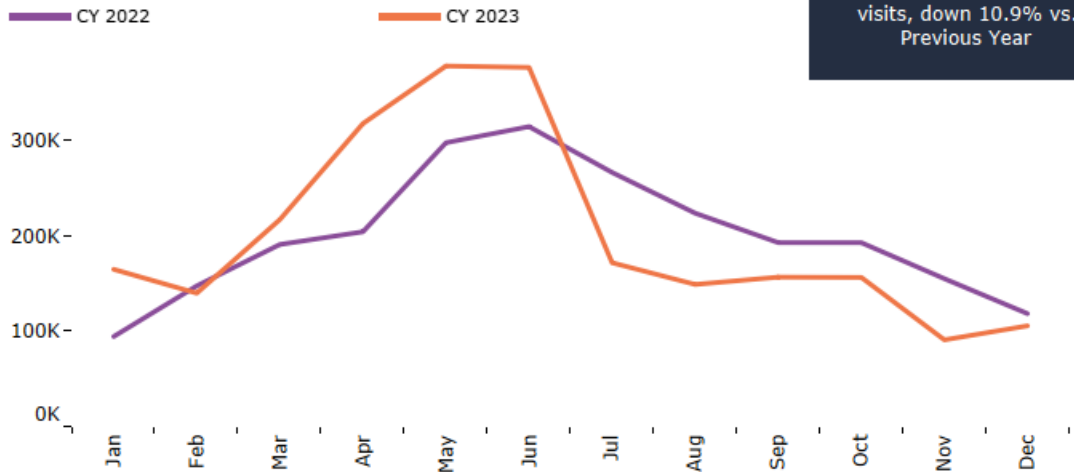
Jan-Dec 2023 Visits
2.4M
▲ 1.1% YOY



Top Content



Calendar Year Visits to VisitMO.com by Month



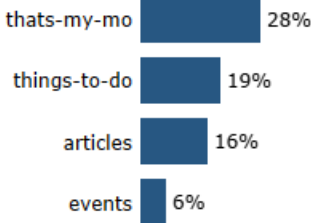
December 2023 hosted 105.5K visits, down 10.9% vs. Previous Year

Fiscal Year-to-Date

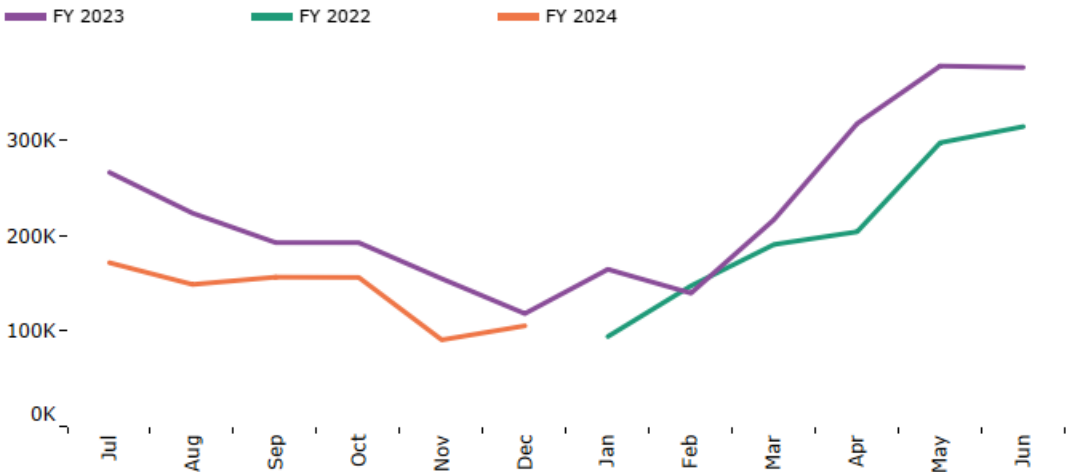
Jul-Dec FY2024 Visits
829.5K
▼ -27.8% YOY



Top Content



Fiscal Year Visits to VisitMO.com by Month





Travel Guide Fulfillment

Dec 2023
21
▼ -95.7% vs. STLY

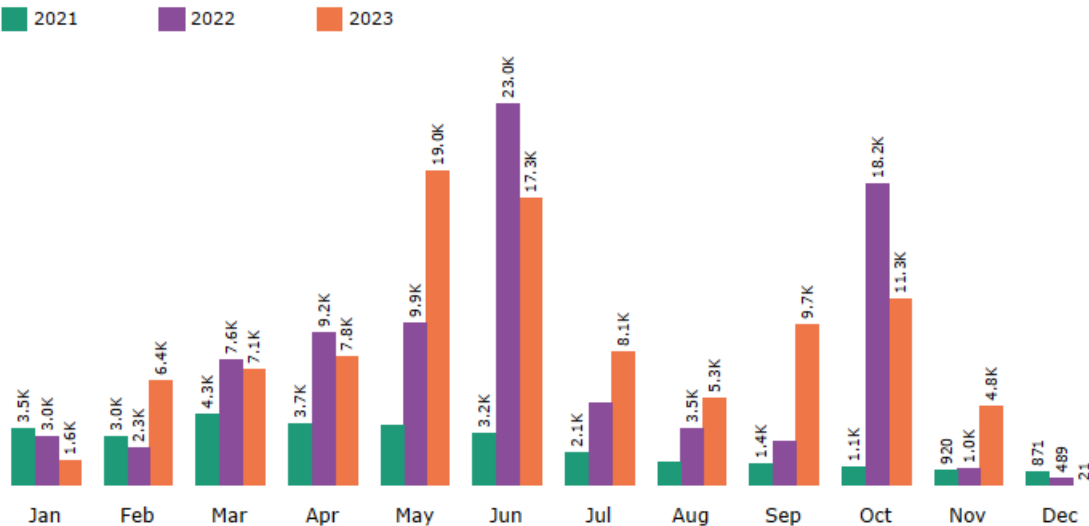
Jan-Dec 2023
98.4K
▲ 14.6% vs. STLY

Welcome Center Visits

Dec 2023
24.4K
▲ 7.8% vs. STLY

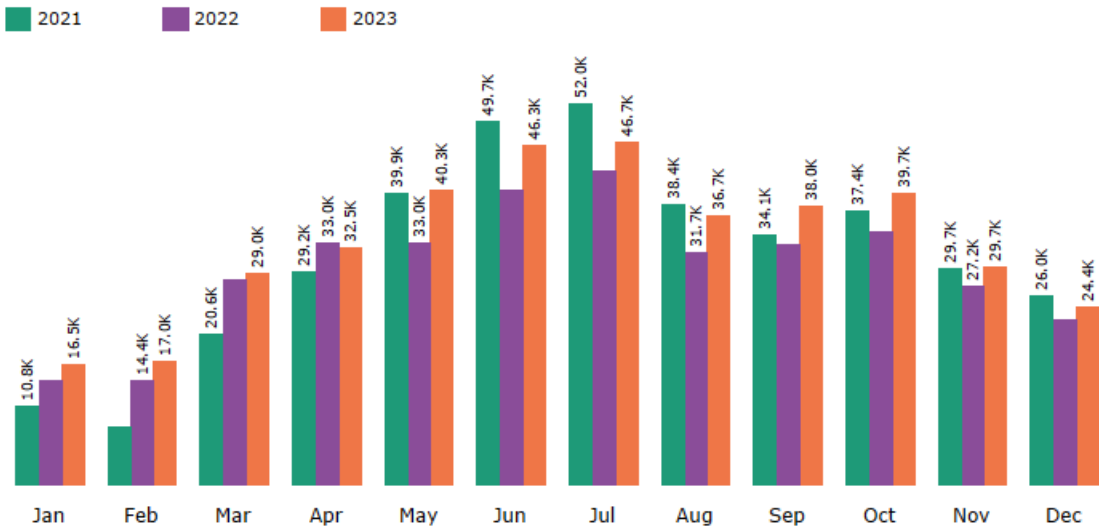
Jan-Dec 2023
396.8K
▲ 11.8% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



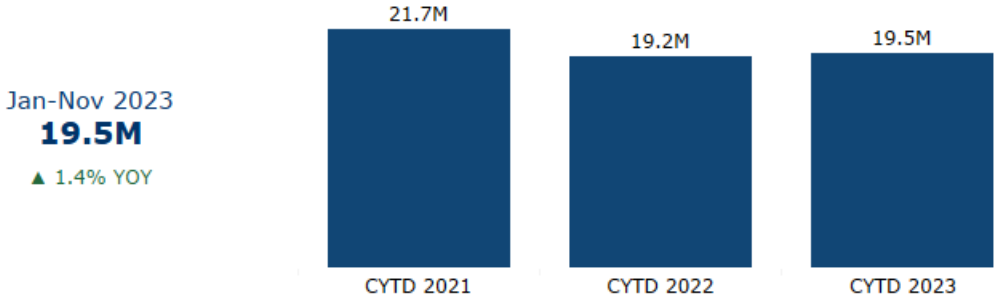
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits by Month

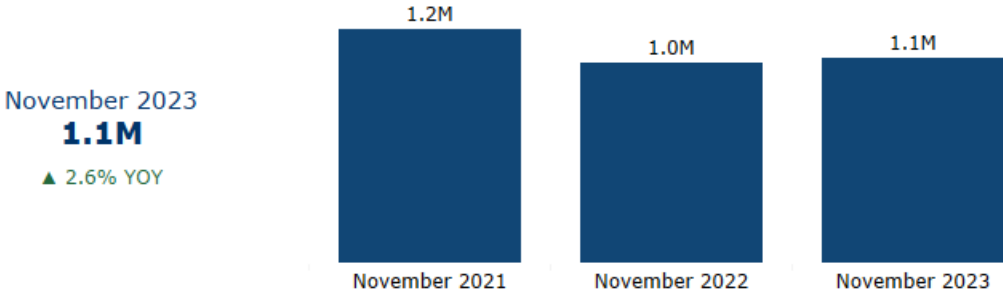


Note: The Welcome Centers were closed March 18th-May 31st due to social distancing orders. The centers started closing on weekends on 8/16/2020 (the centers were not open on weekends in 2019 from Jan.-Mar.). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis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

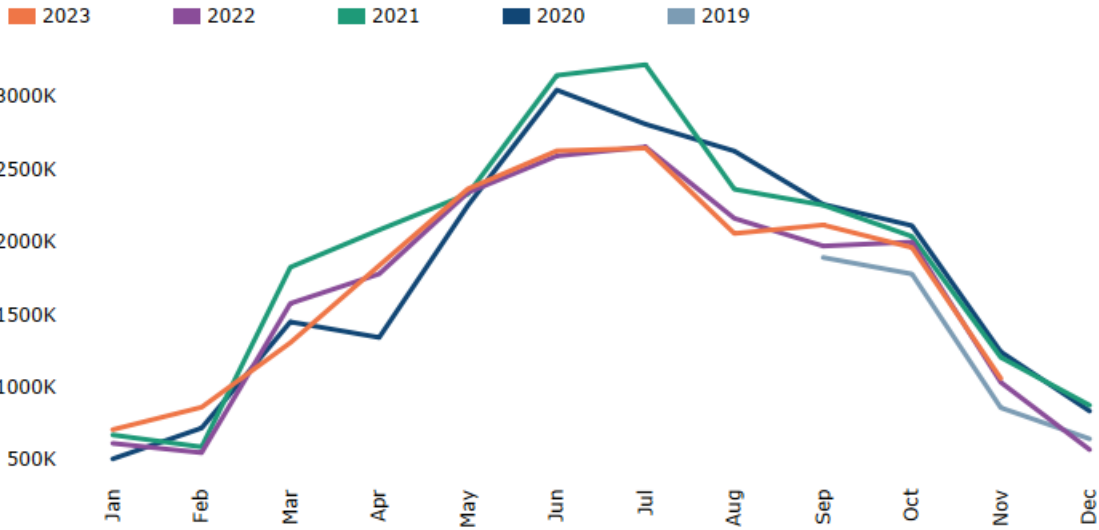


Monthly Visitation



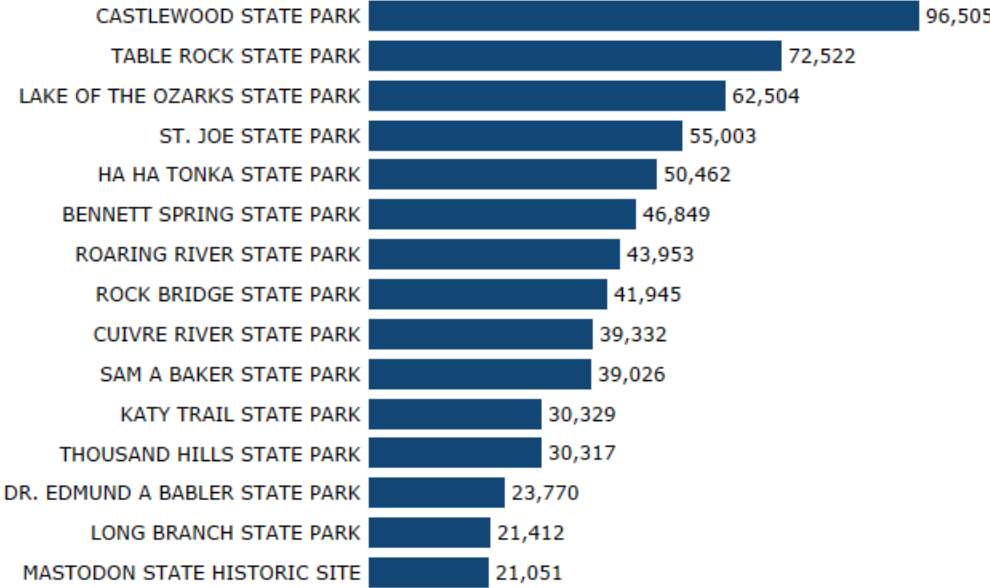
State Parks Visitors by Month

All Missouri State Parks



Note: Monthly state park data collection started in September 2019

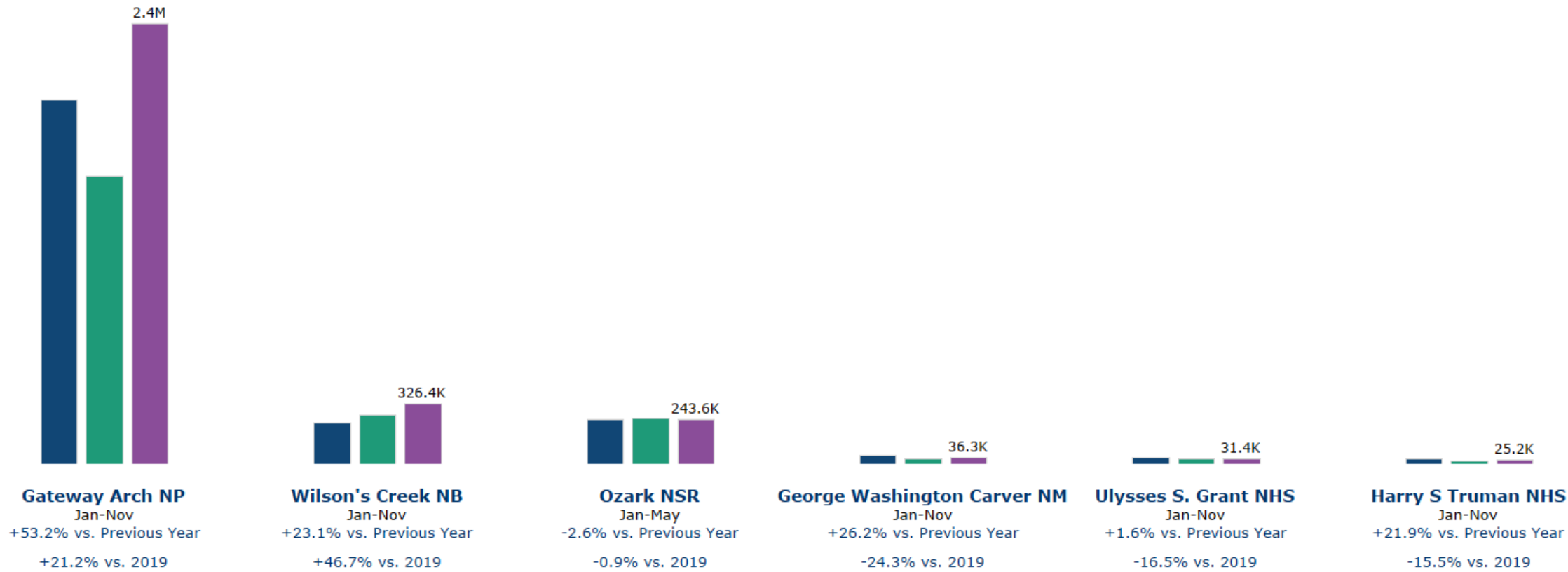
Most Visited Missouri State Parks in November 2023





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

November 2023

Month: November 2023
State 1: Missouri
State 2: Illinois
State 3: Arkansas



MO State Throughput
November 2023

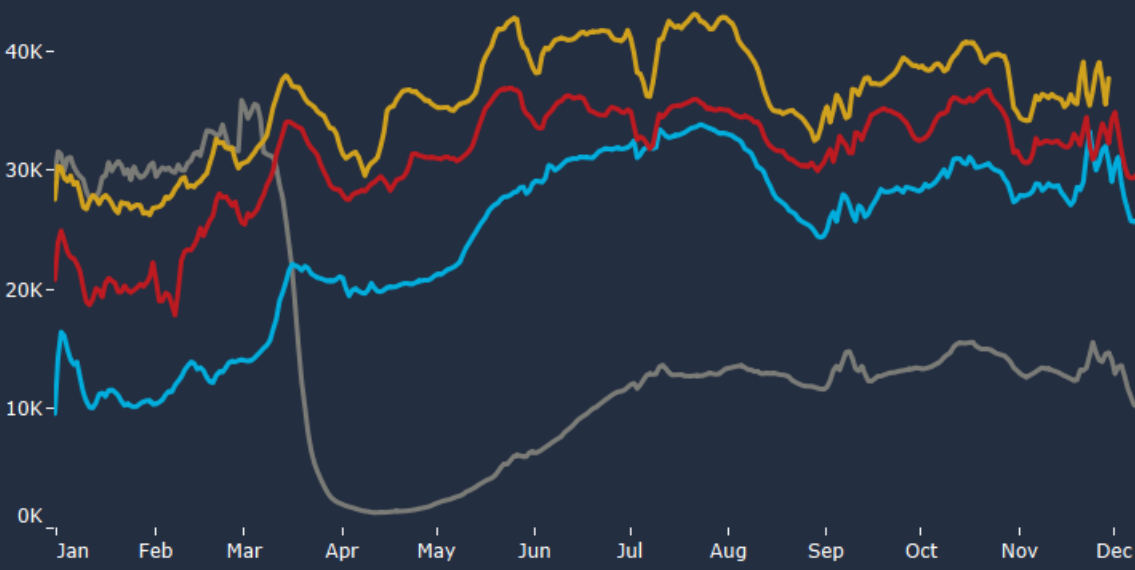
1.1M

MOM: ▼ -5.2%
YOY: ▲ 12.3%
vs 2019: ▲ 5.5%

Throughput: State of Missouri

7 day moving average trend

2023 (yellow)
2022 (red)
2021 (cyan)
2020 (grey)



Competitive Set Throughput

Last 6 months, vs the same months in 2019

	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23
Arkansas	2%	6%	10%	11%	6%	13%
Illinois	-5%	-2%	-7%	-2%	-2%	-2%
Missouri	1%	3%	0%	4%	2%	5%
USA	0%	2%	-1%	5%	5%	6%

Throughput by State of Departure

November 2023 vs the same month in 2022

Throughput YOY %CH
-100% (red) to 100% (blue)

