

MISSOURI DIVISION OF TOURISM

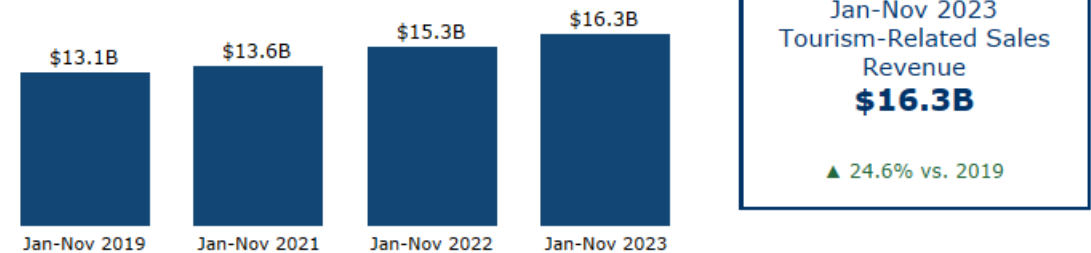
JANUARY 2024 TRAVEL BAROMETER
(DATA AVAILABLE AS OF 2/07/24)





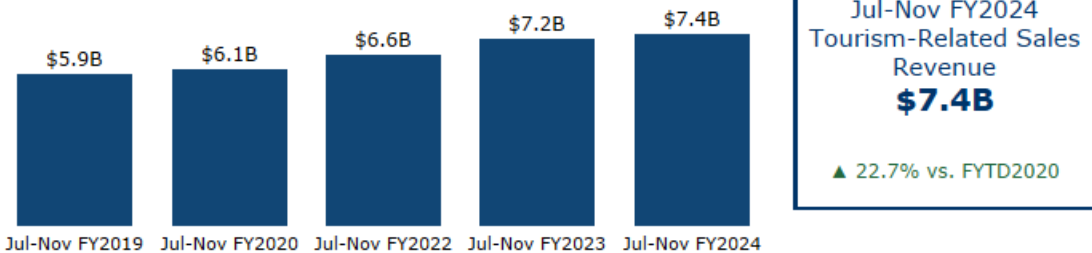
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

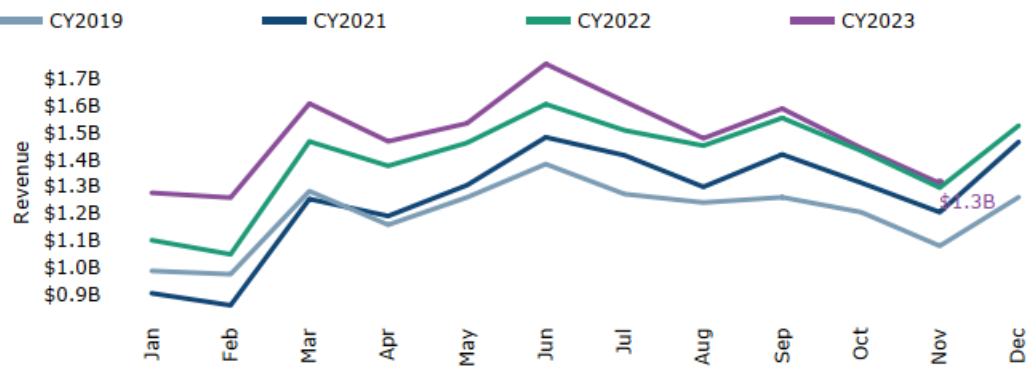


Fiscal Year-to-Date

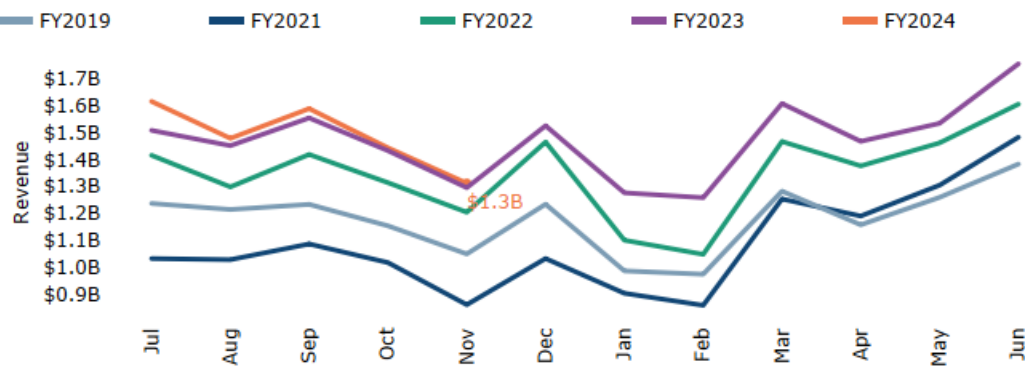
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year

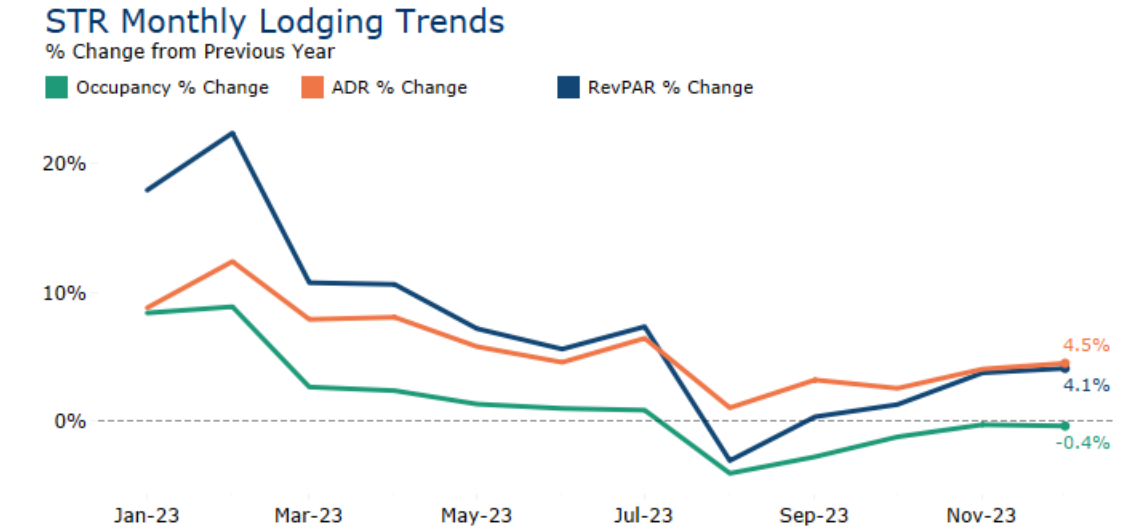


Tourism-Related Sales Revenue by Month
Fiscal Year



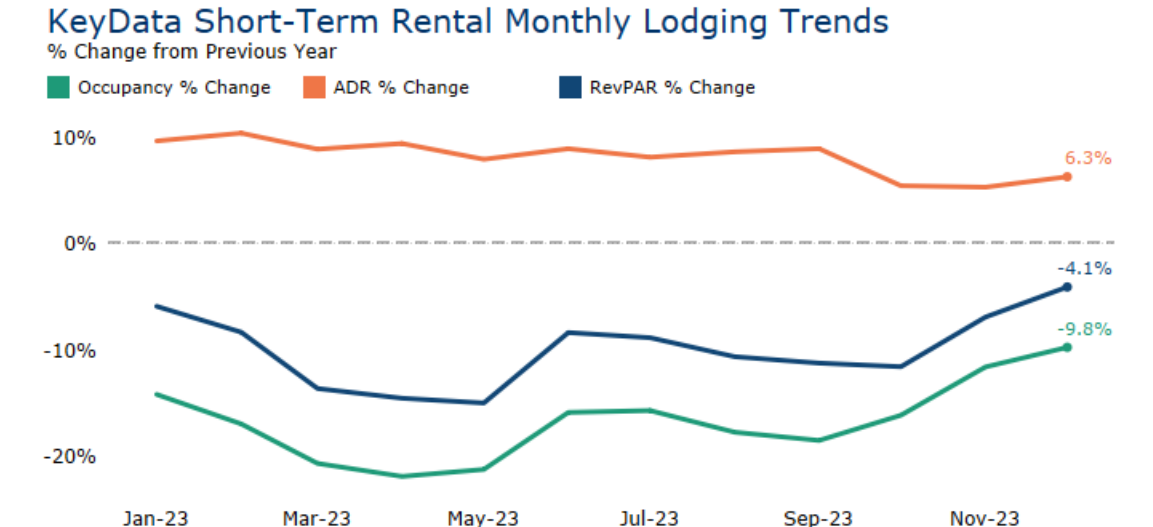
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Dec 2023	45.0%	\$111	\$50	3.3M	1.5M	\$166.8M
Change vs. Previous Year	▼ 0.4%	▲ 4.5%	▲ 4.1%	▲ 0.1%	▼ 0.3%	▲ 4.2%
Year-to-Date	56.3%	\$119	\$67	39.4M	22.2M	\$2.6B
Change vs. Previous Year	▲ 1.0%	▲ 5.2%	▲ 6.3%	▼ 0.3%	▲ 0.7%	▲ 6.0%



Source: STR
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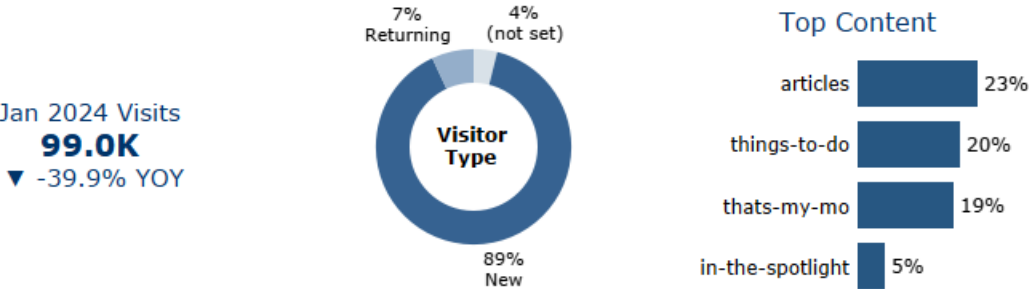
	Occupancy	ADR	RevPAR
Dec 2023	23.5%	\$209	\$49
Change vs. Previous Year	▼ 9.8%	▲ 6.3%	▼ 4.1%
Year-to-Date	27.3%	\$214	\$58
Change vs. Previous Year	▼ 16.5%	▲ 8.3%	▼ 9.6%



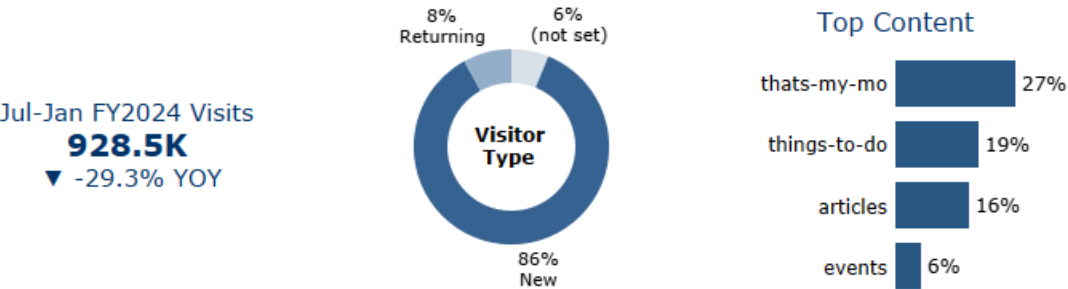
Source: KeyData
 KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



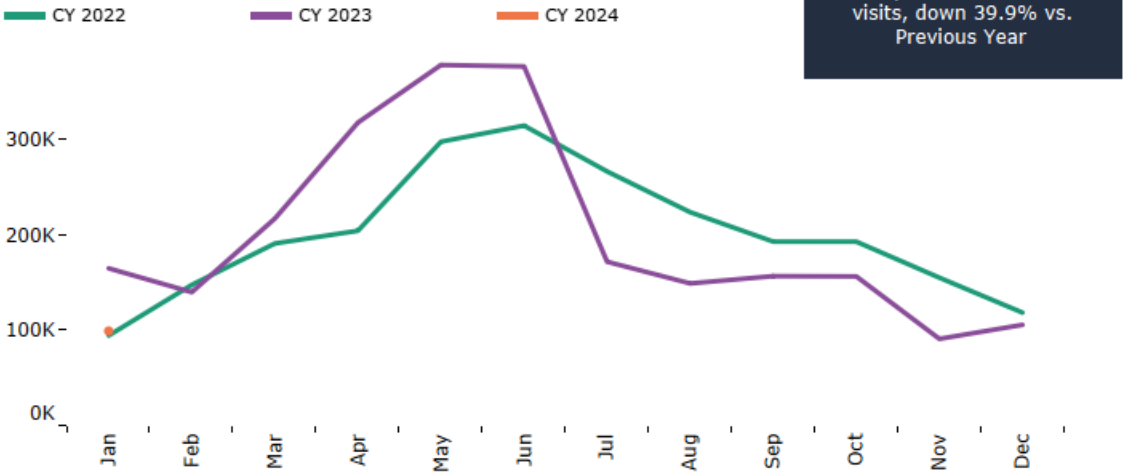
Calendar Year-to-Date



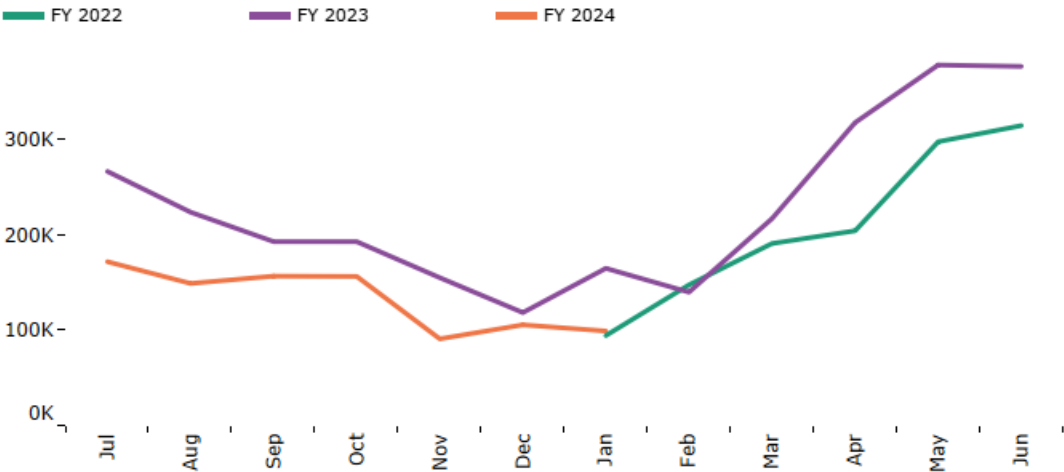
Fiscal Year-to-Date



Calendar Year Visits to VisitMO.com by Month



Fiscal Year Visits to VisitMO.com by Month





Travel Guide Fulfillment

Jan 2024
3.6K
▲ 126.6% vs. STLY

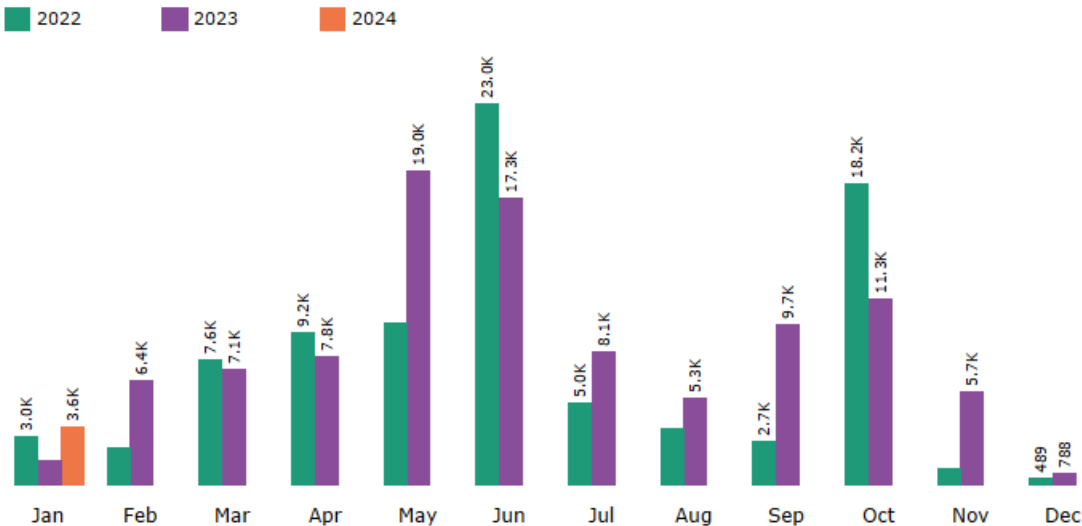
Jan 2024
3.6K
▲ 126.6% vs. STLY

Welcome Center Visits

Jan 2024
13.4K
▼ -18.7% vs. STLY

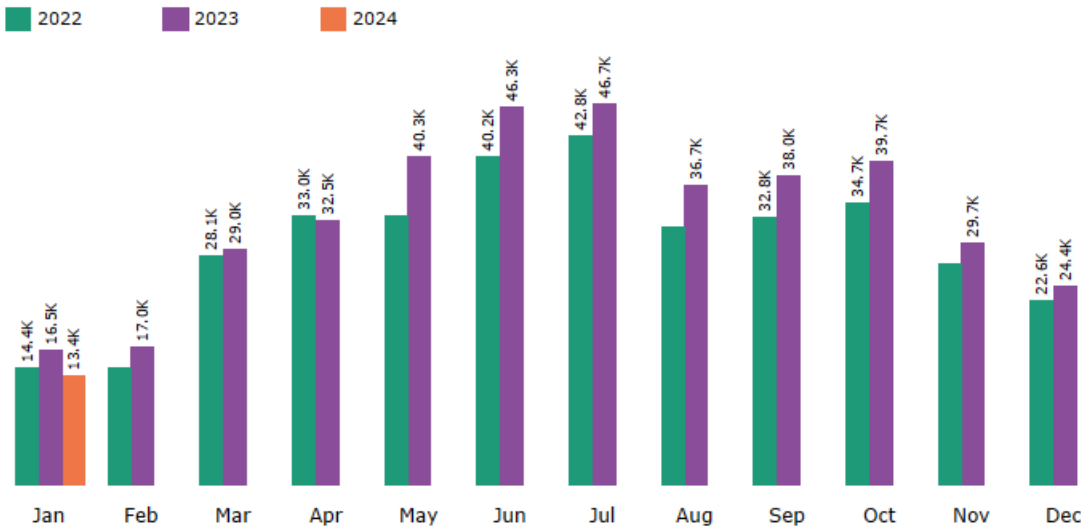
Jan 2024
13.4K
▼ -18.7% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

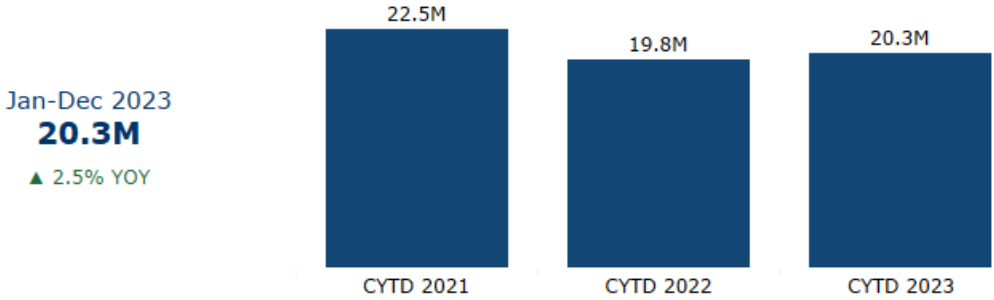


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

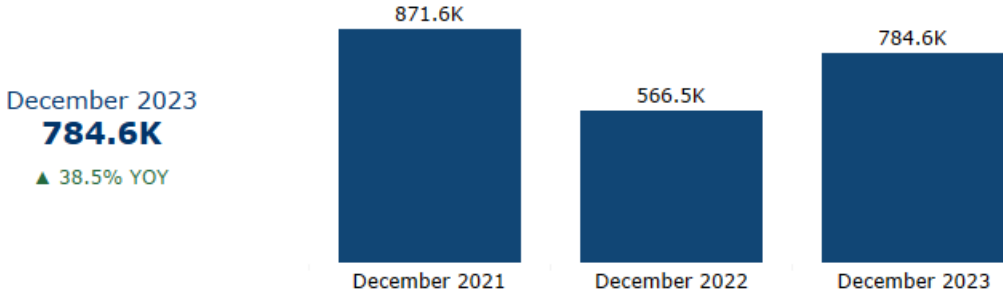
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

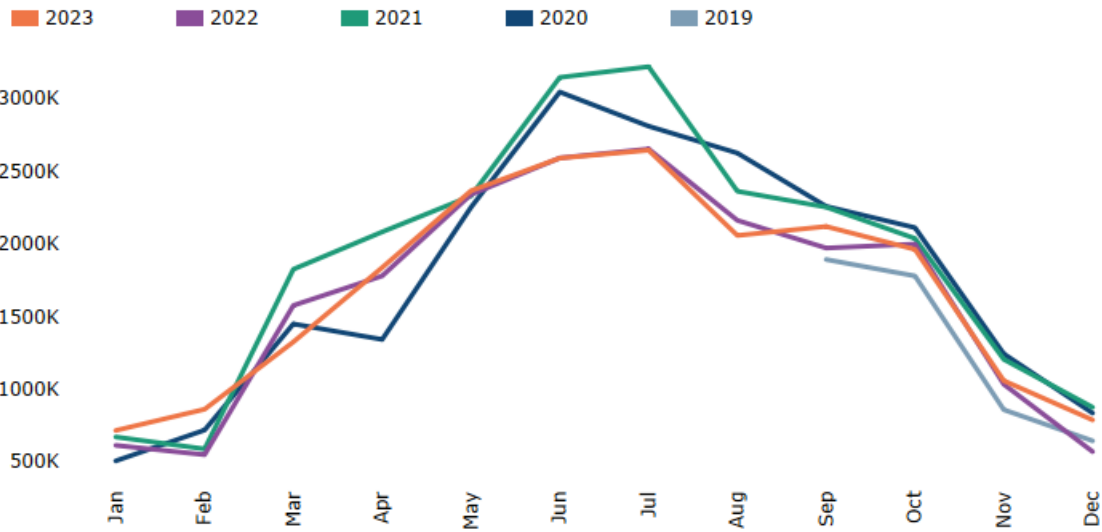


Monthly Visitation



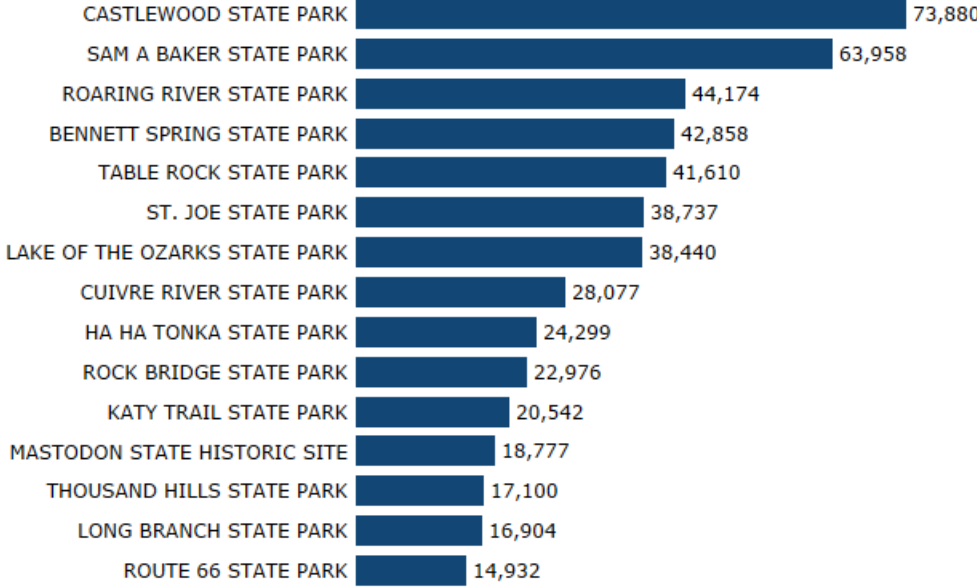
State Parks Visitors by Month

All Missouri State Parks



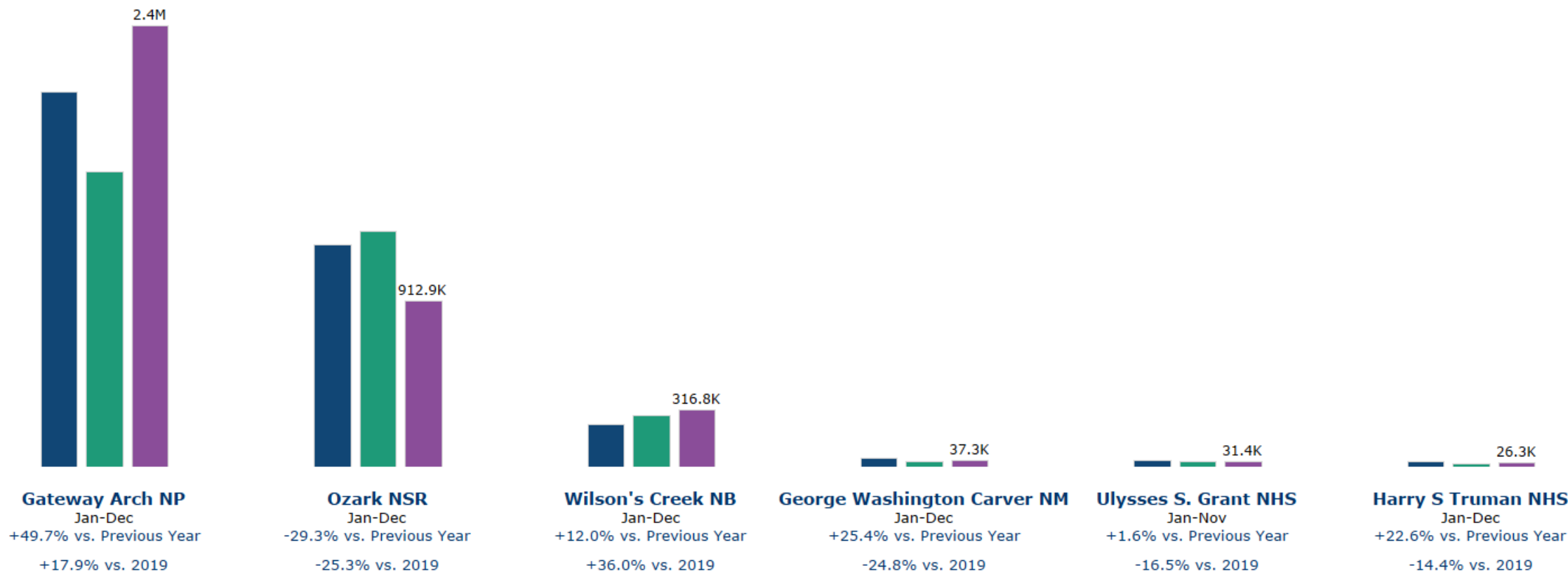
Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in December 2023



Attendance by Park

2019 2022 2023



Airport Throughput by State

December 2023

Month: December 2023 State 1: Missouri State 2: Tennessee State 3: Wisconsin



MO State Throughput
December 2023

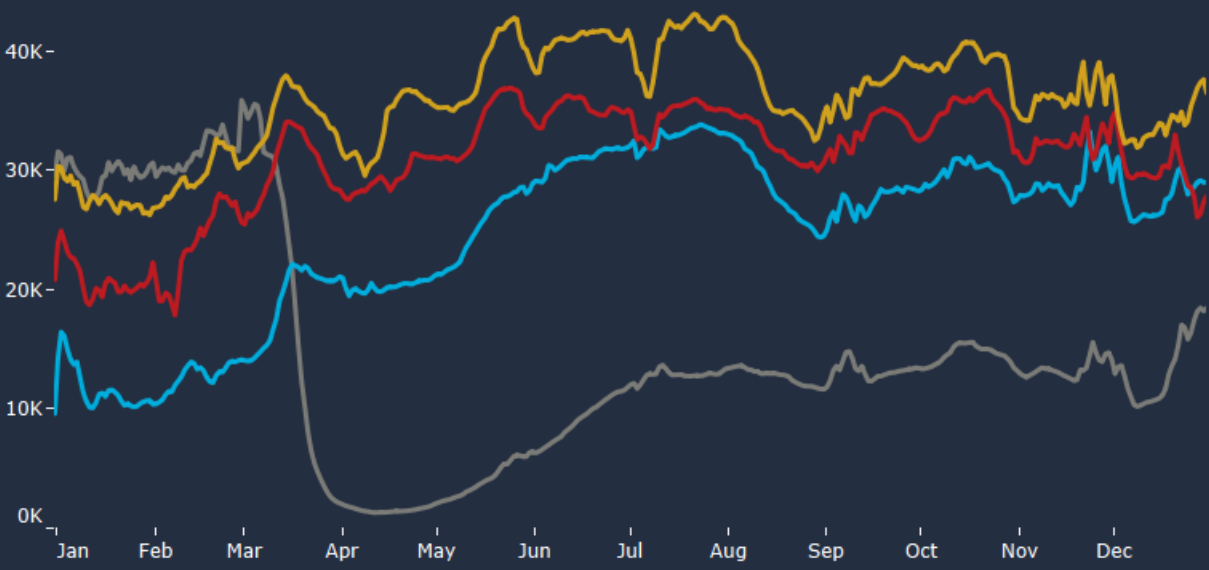
1.1M

MOM: ▼ -7.2% YOY: ▼ -3.6% vs 2019: ▼ -3.6%

Throughput: State of Missouri

7 day moving average trend

2023 (yellow), 2022 (red), 2021 (blue), 2020 (grey)



Competitive Set Throughput

Last 6 months, vs the same months in 2019

	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
Missouri	3%	0%	4%	2%	5%	-4%
Tennessee	20%	15%	21%	21%	20%	14%
Wisconsin	-11%	-8%	-6%	-4%	-3%	-12%
USA	2%	-1%	5%	5%	6%	-3%

Throughput by State of Departure

December 2023 vs the same month in 2019

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

