

#### Missouri Travel Barometer: Tourism-Related Sales Revenue

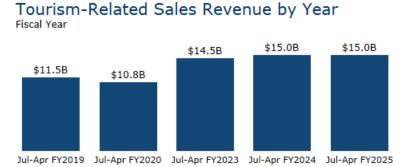


#### Calendar Year-to-Date

# Tourism-Related Sales Revenue by Year Calendar Year \$5.6B \$5.7B \$5.6B \$44.4B



#### Fiscal Year-to-Date

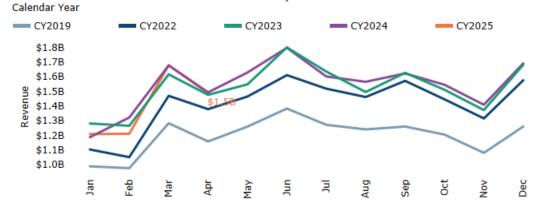




#### Tourism-Related Sales Revenue by Month

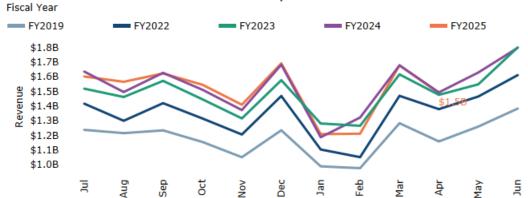
Jan-Apr 2024

Jan-Apr 2023



Jan-Apr 2025

#### Tourism-Related Sales Revenue by Month



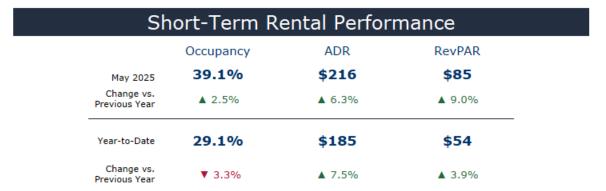
Note: NAICS codes fluctuate by month and by season even in a normal year STLY = Same Time Last Year

Jan-Apr 2019

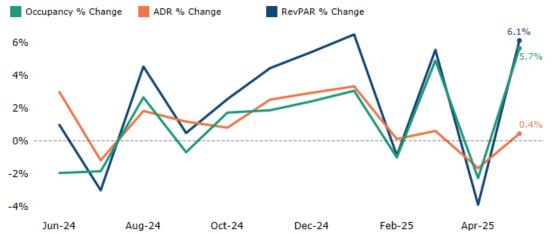
#### Missouri Travel Barometer: Lodging



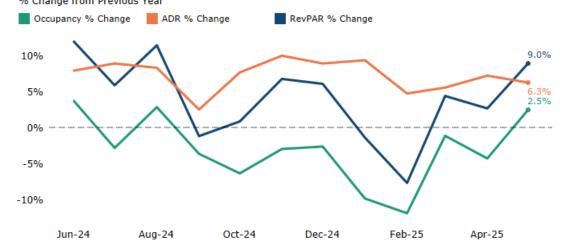
| Hotel Performance           |           |              |        |        |        |          |  |  |
|-----------------------------|-----------|--------------|--------|--------|--------|----------|--|--|
|                             | Occupancy | ADR          | RevPAR | Supply | Demand | Revenue  |  |  |
| May 2025                    | 63.1%     | <b>\$126</b> | \$80   | 3.4M   | 2.1M   | \$267.2M |  |  |
| Change vs.<br>Previous Year | ▲ 5.7%    | ▲ 0.4%       | ▲ 6.1% | ▲ 0.1% | ▲ 5.7% | ▲ 6.2%   |  |  |
| Year-to-Date                | 54.4%     | \$120        | \$65   | 16.2M  | 8.8M   | \$1.1B   |  |  |
| Change vs.<br>Previous Year | ▲ 2.2%    | ▲ 0.3%       | ▲ 2.5% | ▲ 0.0% | ▲ 2.2% | ▲ 2.6%   |  |  |



# STR Monthly Lodging Trends % Change from Previous Year Occupancy % Change ADR % Change



#### KeyData Short-Term Rental Monthly Lodging Trends % Change from Previous Year



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

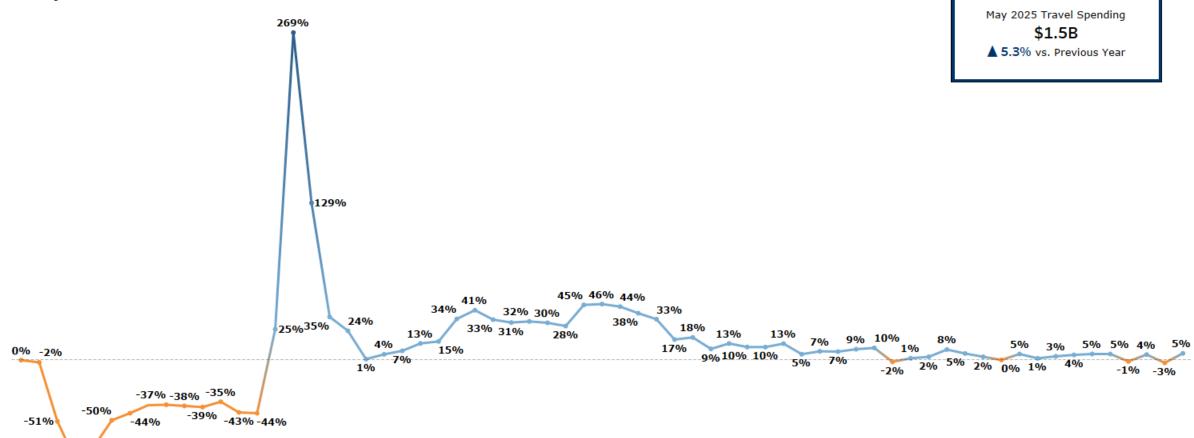
Source: ReyData
KeyData Istings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021

sydeta ilstings illitude short term rental properties listed by websites like Albuhu and TorneAway. Data from Keybata starts ill Deptember 2021

#### Missouri Travel Barometer: Economic Impact



### Travel Spending in Missouri % Change from the same month in Previous Year



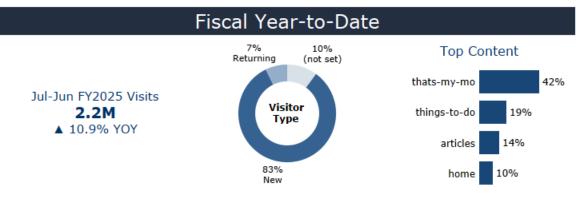
Feb-22
Mar-22
Apr-22
May-22
Jun-22
Jul-22
Sep-22 Oct-22 Nov-22

-83%

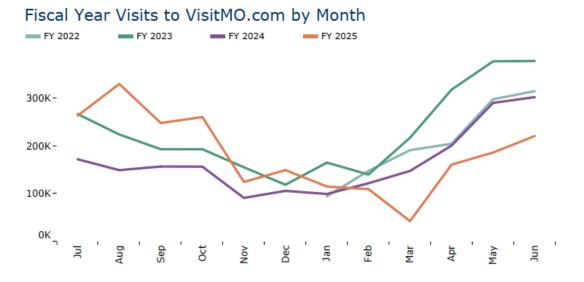
#### Missouri Travel Barometer: VisitMO.com Traffic











#### Missouri Travel Barometer: Travel Guides & Welcome Center



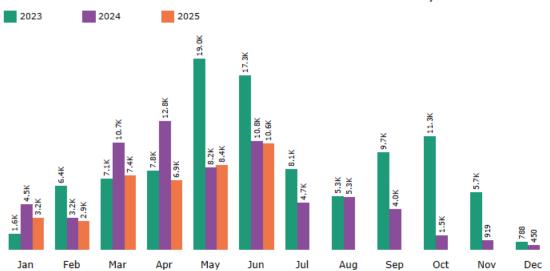
#### Travel Guide Fulfillment

Jun 2025 10.6K ▼ -2.3% vs. STLY Jan-Jun 2025 **39.3K** ▼ -21.6% vs. STLY

#### Welcome Center Visits

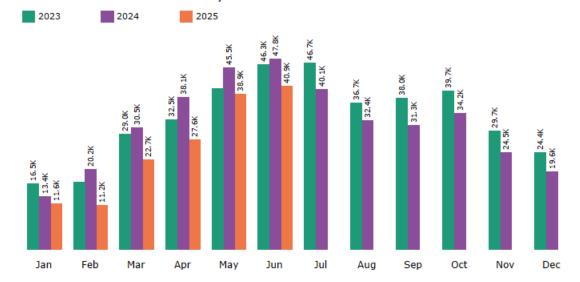
Jun 2025 **40.9K** ▼ -14.4% vs. STLY Jan-Jun 2025 **152.8K** ▼ -21.9% vs. STLY

#### Fulfillment of Travel Guide Orders from All Sources by Month



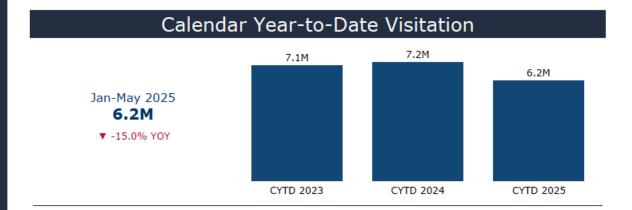
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders. RSL leads and telephone calls.

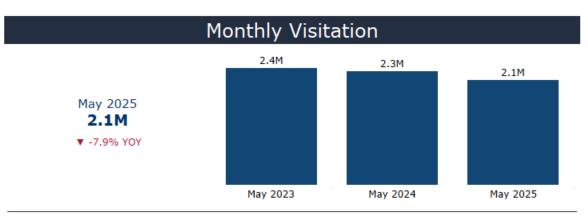
#### Welcome Center Visits by Month



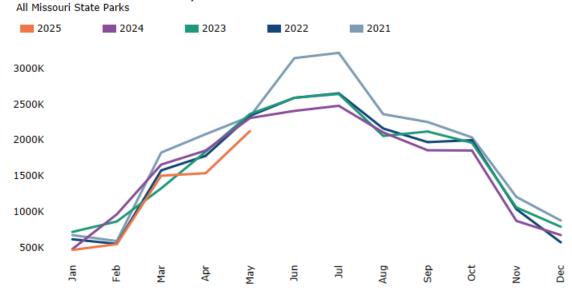
#### Missouri Travel Barometer: State Parks





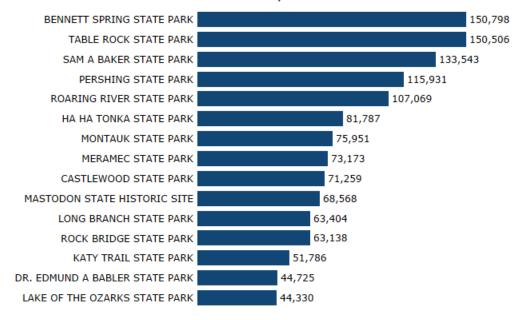


#### State Parks Visitors by Month



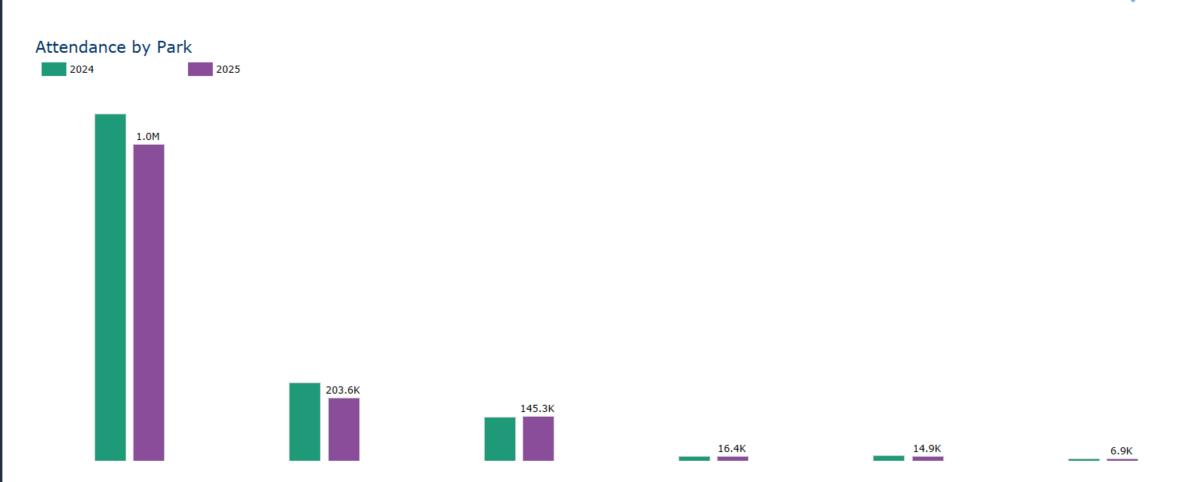
Note: Monthly state park data collection started in September 2019

#### Most Visited Missouri State Parks in May 2025



#### Missouri Travel Barometer: National Parks





Gateway Arch NP Jan-Jun -8.7% vs. Previous Year

Ozark NSR Jan-May -19.2% vs. Previous Year

Wilson's Creek NB Jan-May +3.0% vs. Previous Year

Ulysses S. Grant NHS
Jan-May
+7.0% vs. Previous Year

George Washington Carver NM
Jan-May
-15.1% vs. Previous Year

Harry S Truman NHS
Jan-May
-13.4% vs. Previous Year

#### Airport Throughput by State May 2025

Month May 2025

MOM

**▲ 15.8**%

Primary State Missouri

Comparison State 1 Illinois

Comparison State 2 Tennessee

Compare to Previous Year Report Type Month





1.2M

May 2025 YOY ▼-3.3%

May 2025 vs. 2019

Month YOY vs. Previous Year

▲ 2.3%

▼-3.3%

#### Competitive Set Throughput

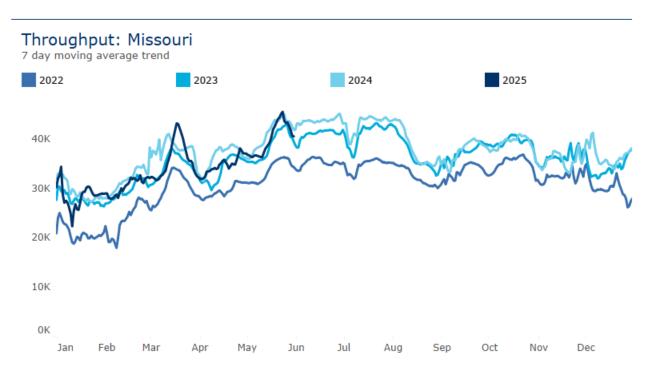
Last 6 months, vs the same months in 2024

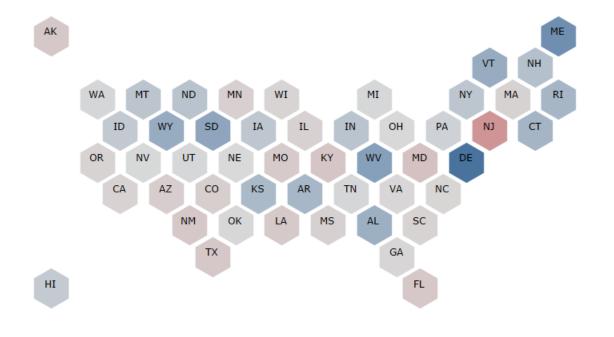
|           | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 | May-25 |
|-----------|--------|--------|--------|--------|--------|--------|
| Missouri  | +6%    | -1%    | -8%    | -3%    | -5%    | -3%    |
| Illinois  | +8%    | +3%    | -1%    | +3%    | +1%    | -2%    |
| Tennessee | +4%    | +2%    | -5%    | +3%    | -1%    | +1%    |
| USA       | +6%    | +2%    | -3%    | +0%    | +0%    | -2%    |

#### Throughput by State of Departure

May 2025 Month vs the same time period in 2024 (Click to filter)







## Missouri Throughput by Airport May 2025

© Mapbox © OSMS M

► CUNUMICS

A DIVISION OF OXFORD ECONOMICS

Del

Month May 2025 State Missouri Compare to Previous Year Report Type Month

#### Throughput by Week

State: Missouri; Airport: All



#### Missouri Airports

Throughput for the last 6 months, % change compared to 2024

|   | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 | May-25 |
|---|--------|--------|--------|--------|--------|--------|
| All Airports                                | 6%     | -1%    | -8%    | -3%    | -5%    | -3%    |
| St. Louis Lambert International             | 5%     | -4%    | -7%    | -3%    | -5%    | -4%    |
| Kansas City International                   | 5%     | -1%    | -10%   | -5%    | -7%    | -5%    |
| Springfield-Branson National                | 14%    | 10%    | -4%    | 14%    | 6%     | 8%     |
| Columbia Regional                           | 7%     | 12%    | -8%    | 10%    | 5%     | 8%     |
| Joplin Regional                             | 71%    | 113%   | 55%    | 46%    | 55%    | 71%    |
| Cape Girardeau Regional                     | 24%    | 19%    | -15%   | 8%     | 0%     | 2%     |
| Waynesville-St Robert Regional Forney Field | 18%    | 56%    | -9%    | 18%    | 46%    | 28%    |
| Kirksville Regional                         | 14%    | 47%    | -7%    | 5%     | 9%     | 4%     |
| Branson Airport                             |        |        |        |        | -100%  | -100%  |

#### Map View of Airports

May 2025 Month, % change relative to 2024 Click on airports to sort Throughput by Week chart

