

MISSOURI DIVISION OF TOURISM

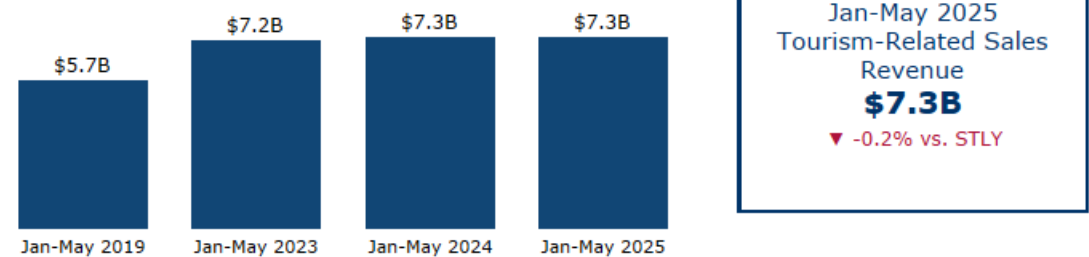
JULY 2025 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 8/11/2025)





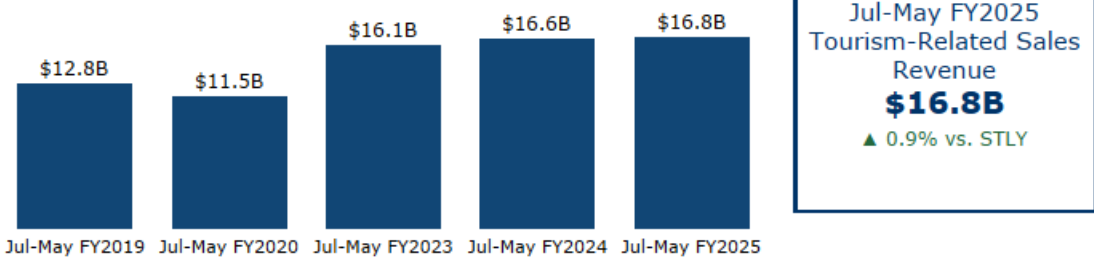
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

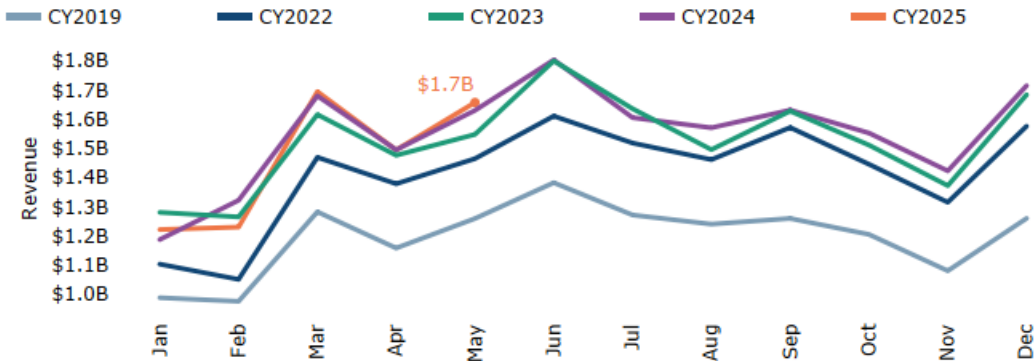


Fiscal Year-to-Date

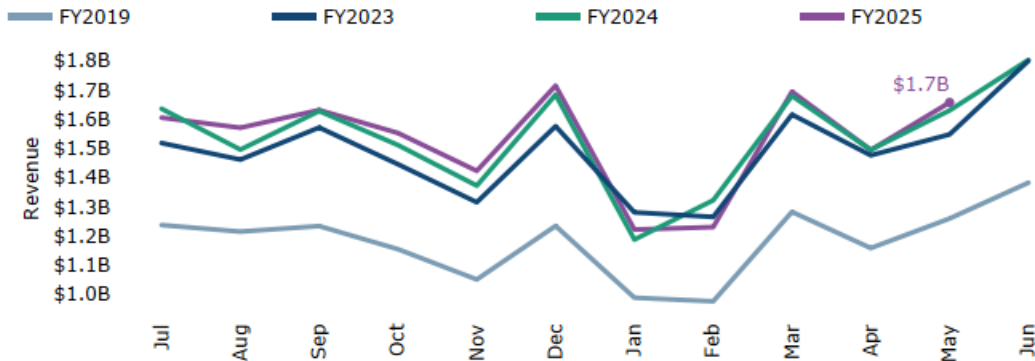
Tourism-Related Sales Revenue by Year
Fiscal Year



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

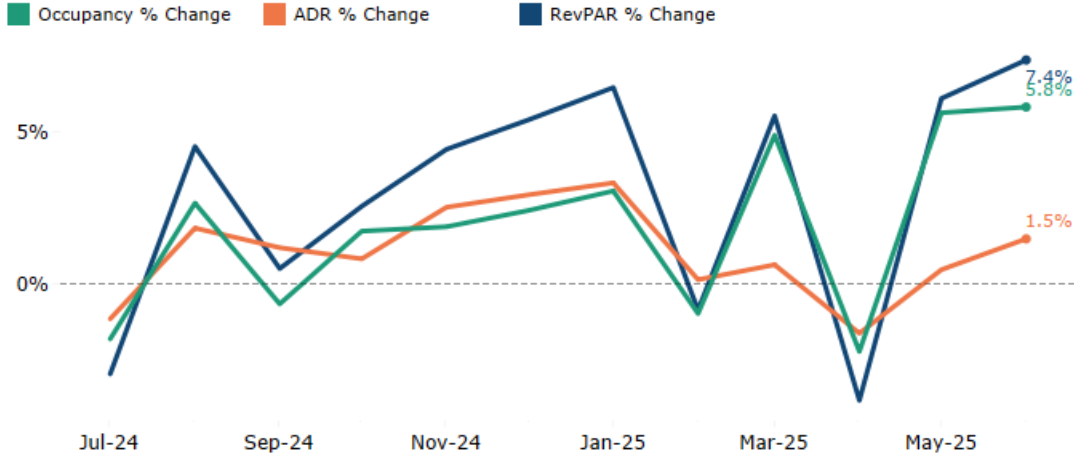
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jun 2025	69.6%	\$130	\$91	3.2M	2.3M	\$294.9M
Change vs. Previous Year	▲ 5.8%	▲ 1.5%	▲ 7.4%	▲ 0.0%	▲ 5.8%	▲ 7.4%
Year-to-Date	56.9%	\$122	\$69	19.4M	11.1M	\$1.3B
Change vs. Previous Year	▲ 2.9%	▲ 0.6%	▲ 3.6%	▲ 0.0%	▲ 3.0%	▲ 3.6%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Jun 2025	52.5%	\$282	\$148
Change vs. Previous Year	▲ 4.3%	▲ 9.9%	▲ 14.6%
Year-to-Date	33.1%	\$211	\$70
Change vs. Previous Year	▼ 1.3%	▲ 9.1%	▲ 7.6%

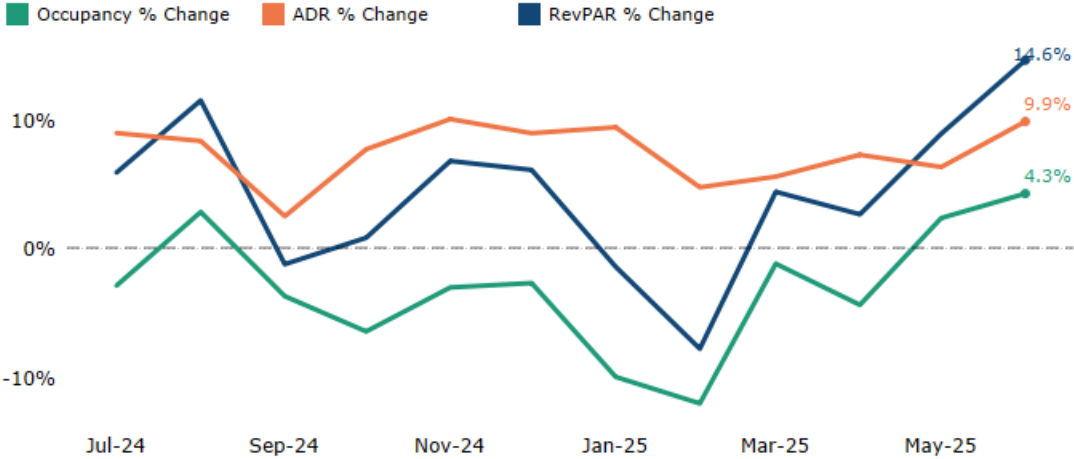
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



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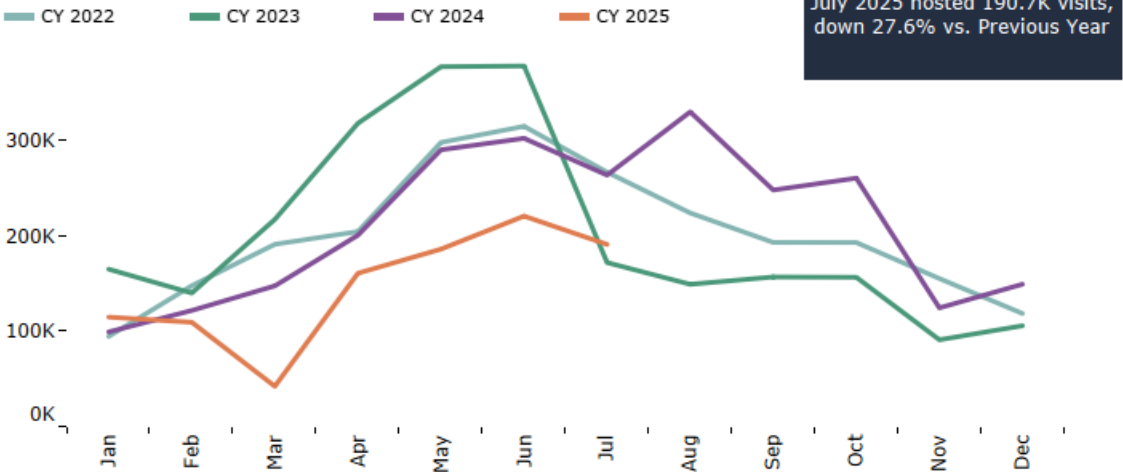
Source: KeyData
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Calendar Year-to-Date



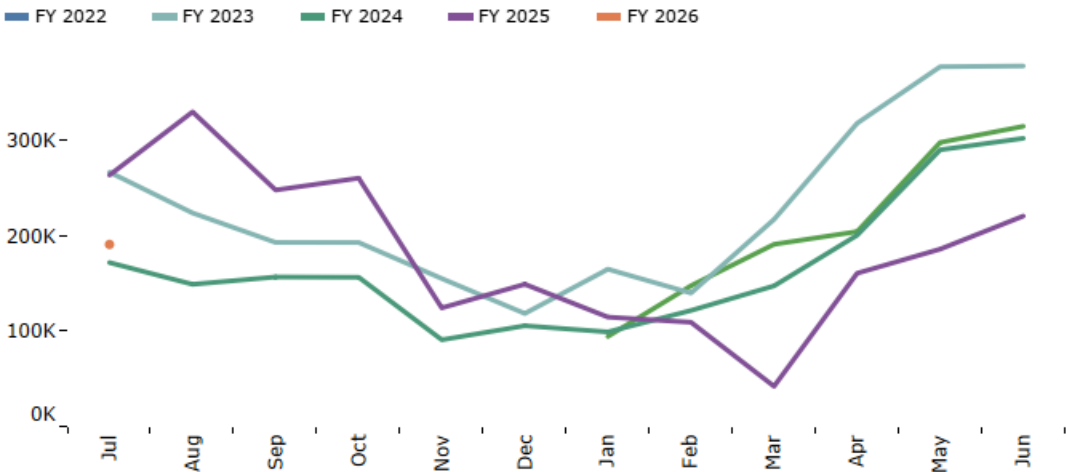
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date

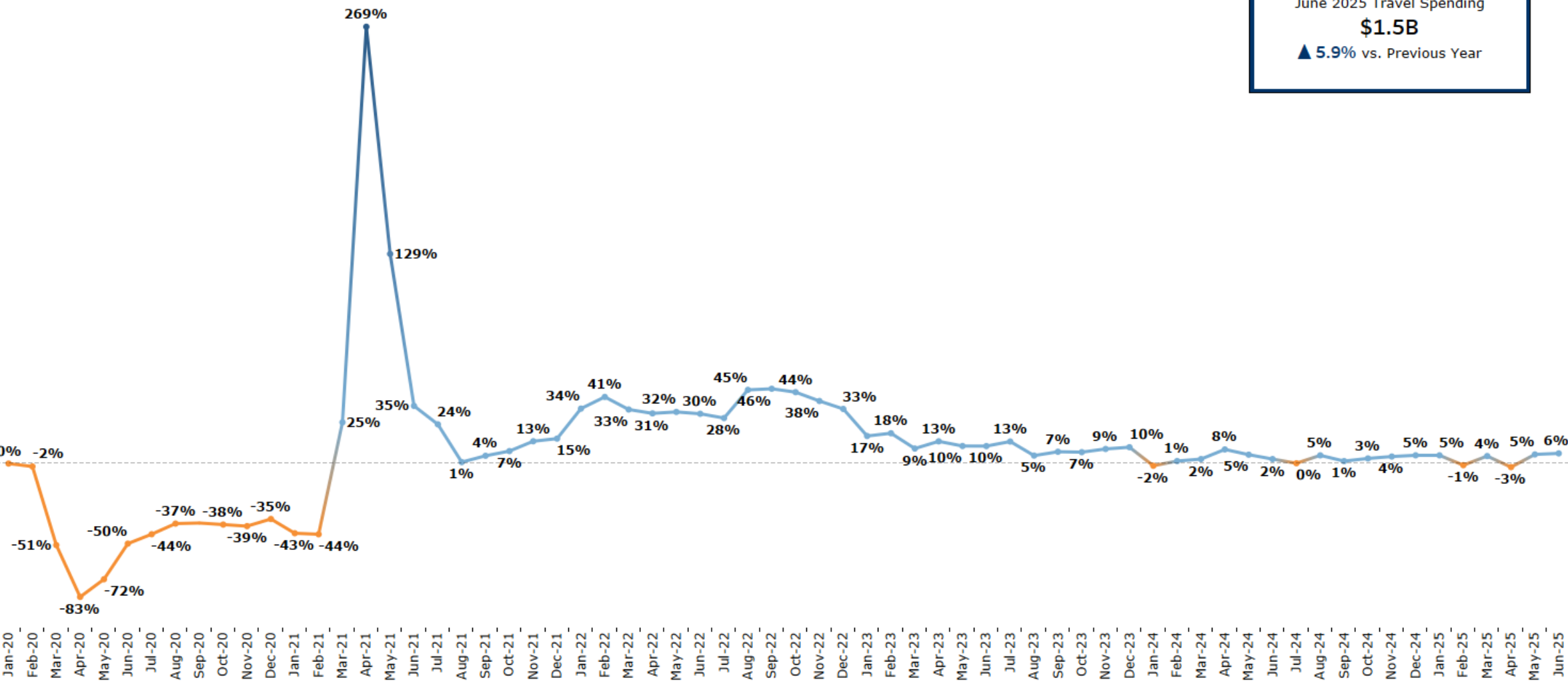


Fiscal Year Visits to VisitMO.com by Month



Travel Spending in Missouri

% Change from the same month in Previous Year



June 2025 Travel Spending
\$1.5B
▲ 5.9% vs. Previous Year



Travel Guide Fulfillment

Jul 2025
6.1K
▲ 30.8% vs. STLY

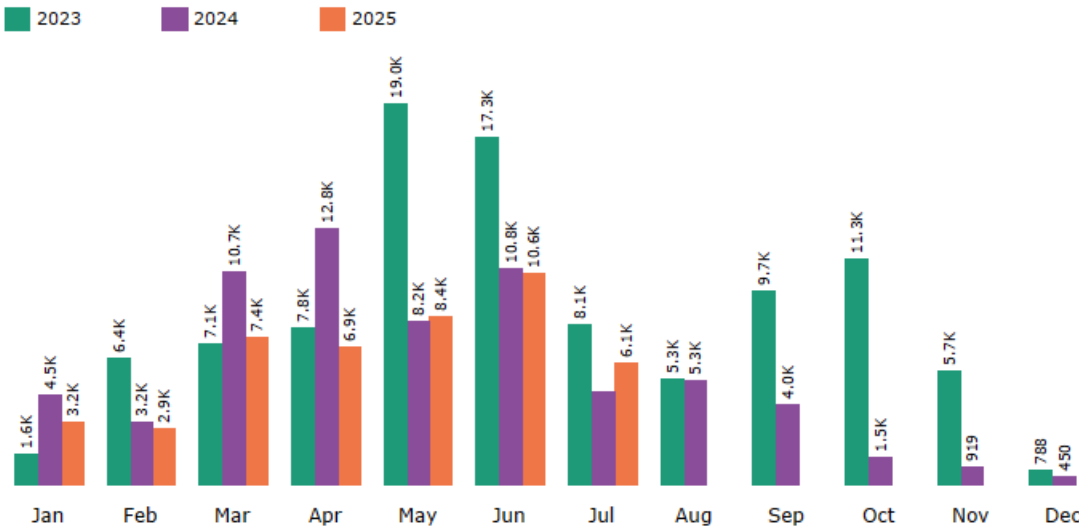
Jan-Jul 2025
45.4K
▼ -17.2% vs. STLY

Welcome Center Visits

Jul 2025
41.9K
▲ 4.6% vs. STLY

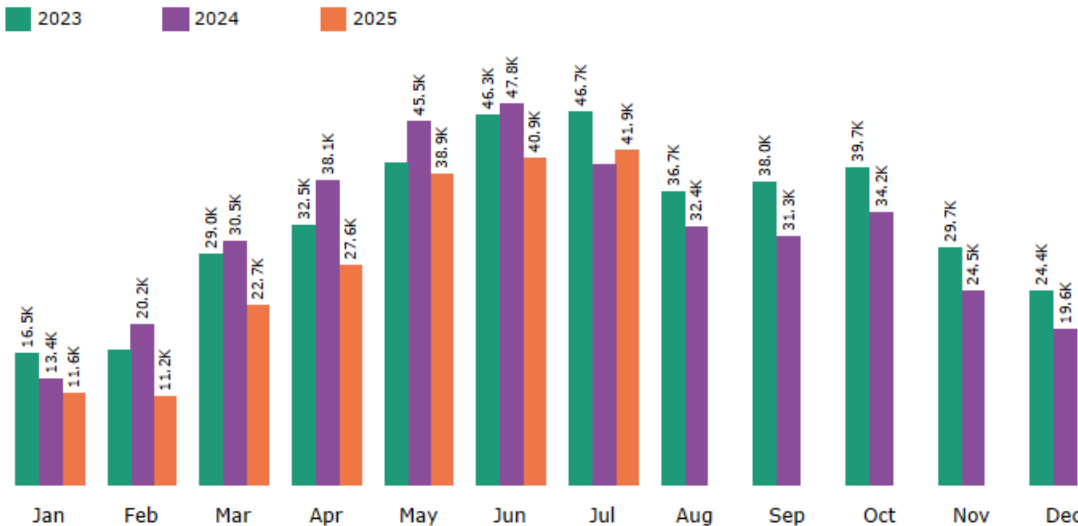
Jan-Jul 2025
194.7K
▼ -17.4% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

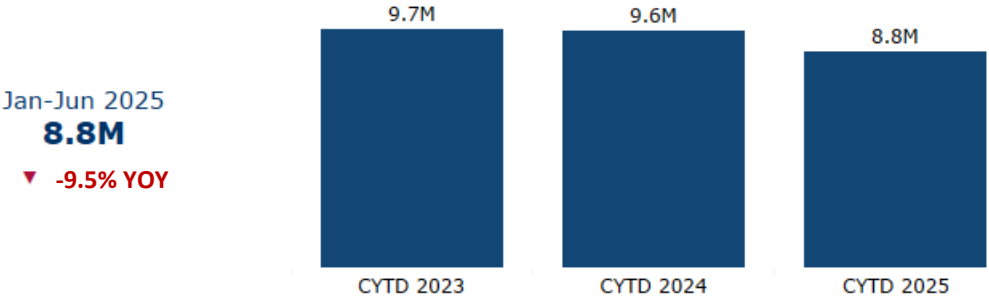


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

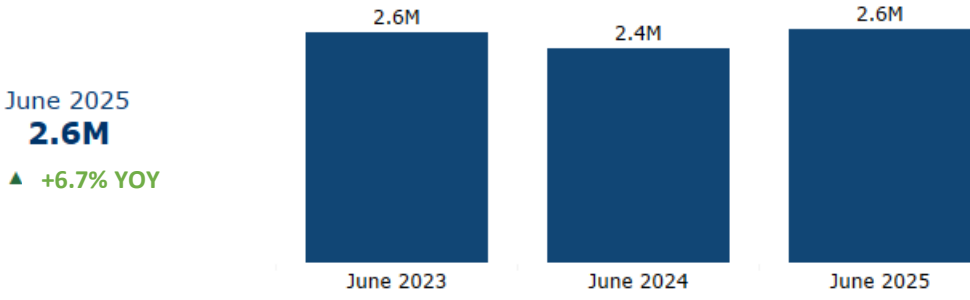
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

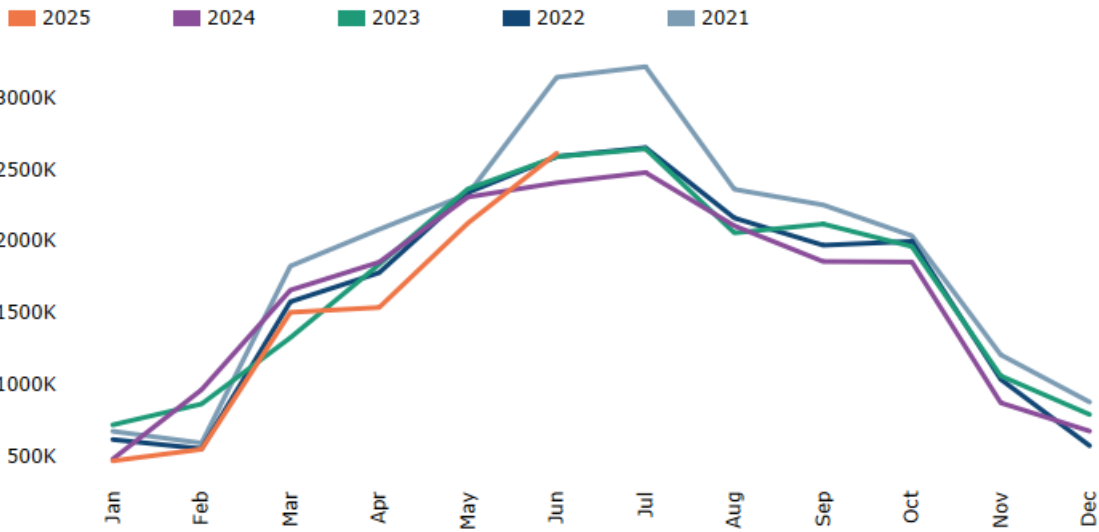


Monthly Visitation



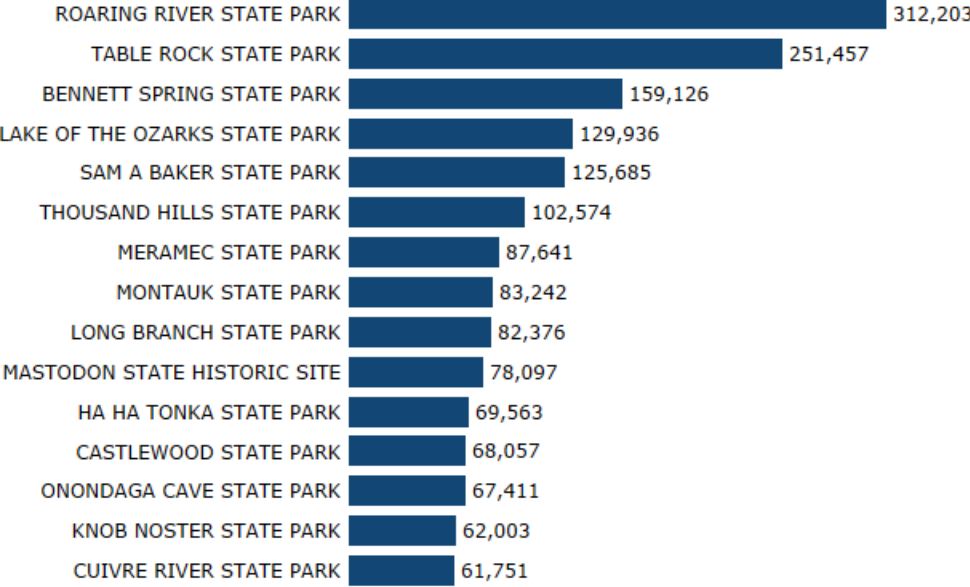
State Parks Visitors by Month

All Missouri State Parks

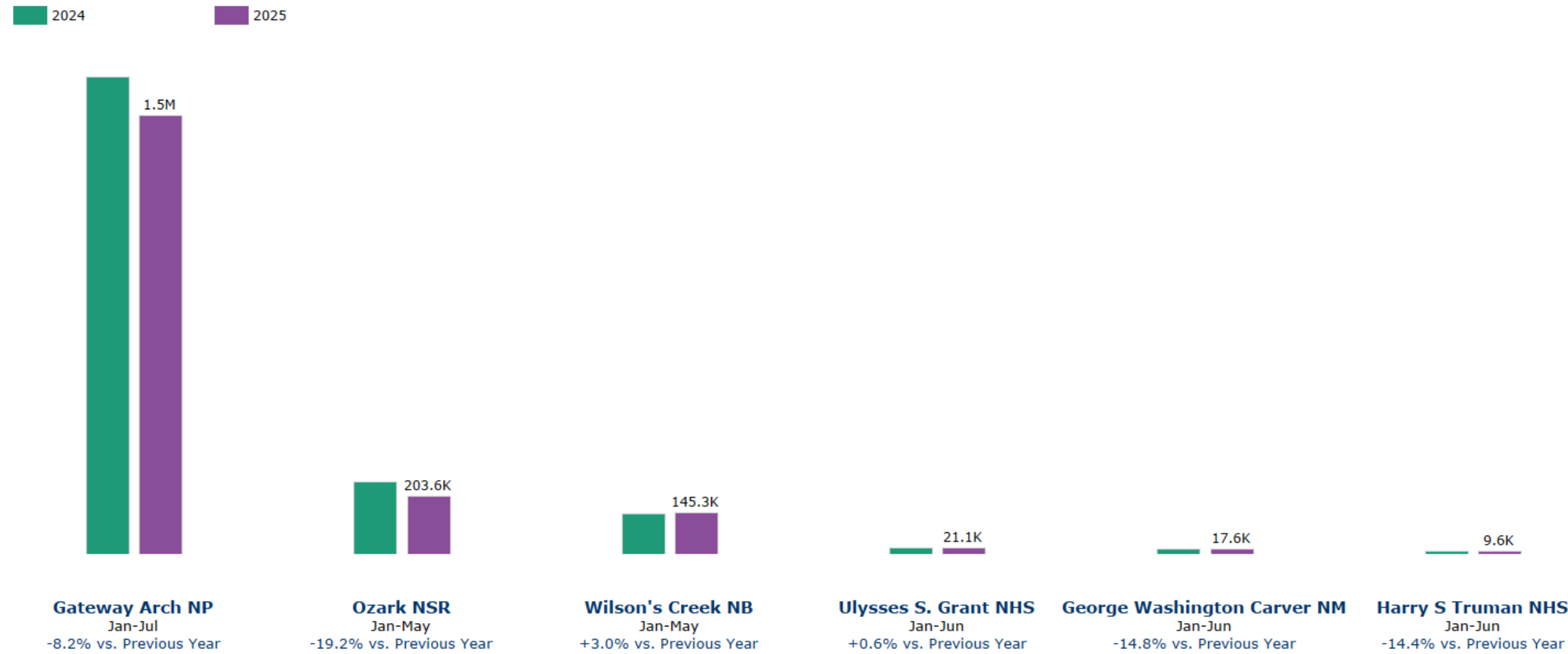


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in June 2025



Attendance by Park



Airport Throughput by State

June 2025

Month
June 2025

Primary State
Missouri

Comparison State 1
Illinois

Comparison State 2
Tennessee

Compare to
Previous Year

Report Type
Month



Missouri Throughput
June 2025 Month
1.3M

MOM
▲ **5.3%**

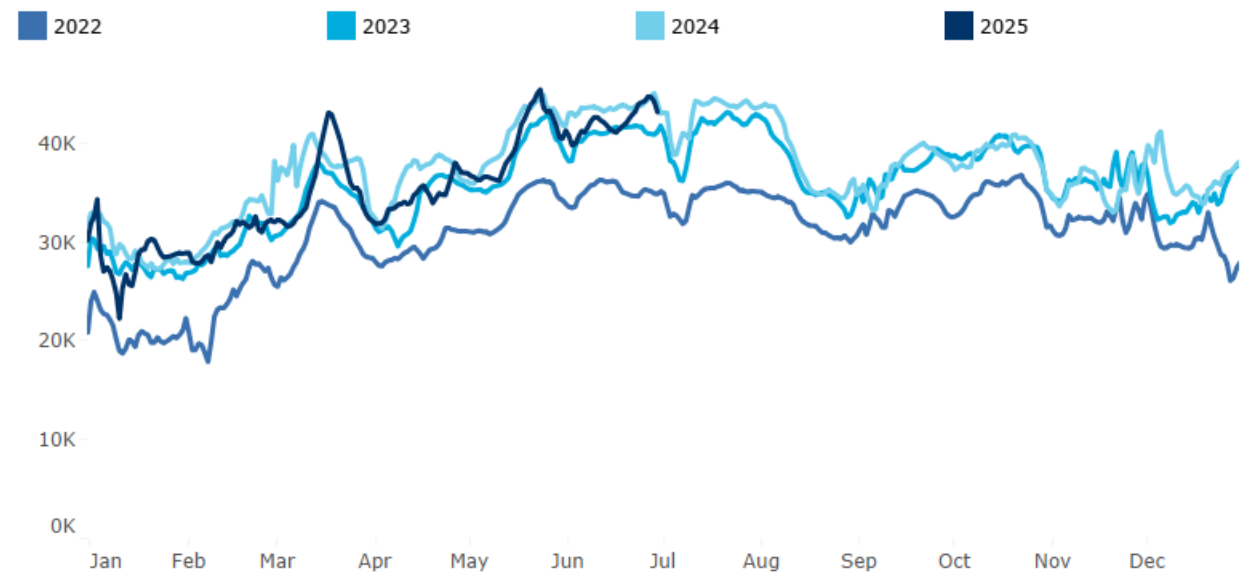
June 2025 YOY
▼ **-2.7%**

June 2025 vs. 2019
▲ **3.7%**

Month YOY vs. Previous Year
▼ **-2.7%**

Throughput: Missouri

7 day moving average trend




Competitive Set Throughput

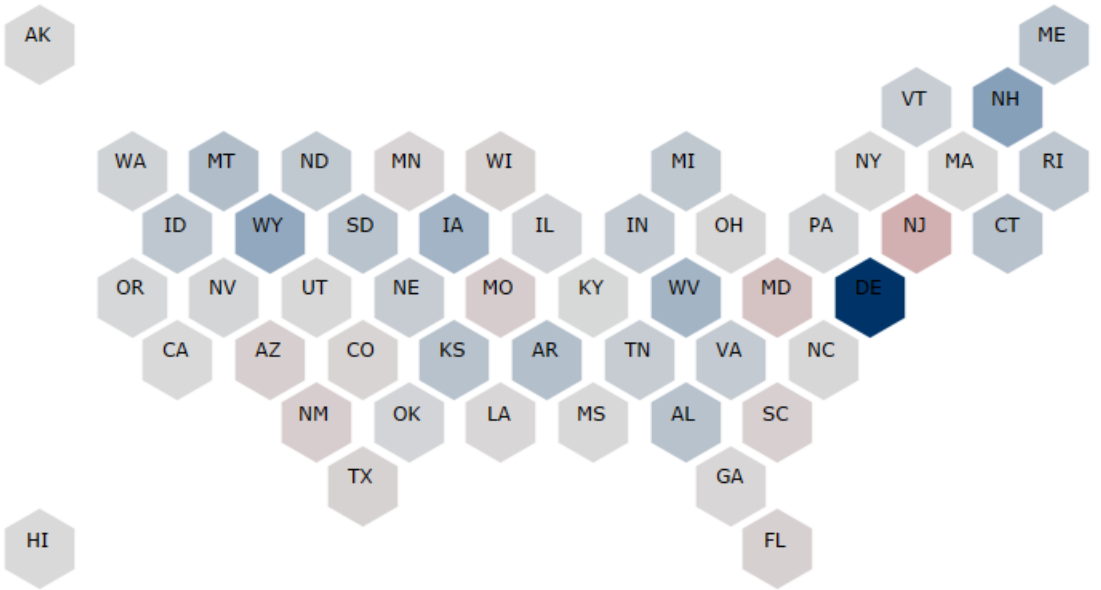
Last 6 months, vs the same months in 2024

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Missouri	-1%	-8%	-3%	-5%	-3%	-3%
Illinois	+3%	-1%	+3%	+1%	-2%	+1%
Tennessee	+2%	-5%	+3%	-1%	+1%	+3%
USA	+2%	-3%	+0%	+0%	-2%	-1%

Throughput by State of Departure

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

Throughput YOY
-50.0%  +50.0%



Missouri Throughput by Airport

June 2025

Month
June 2025

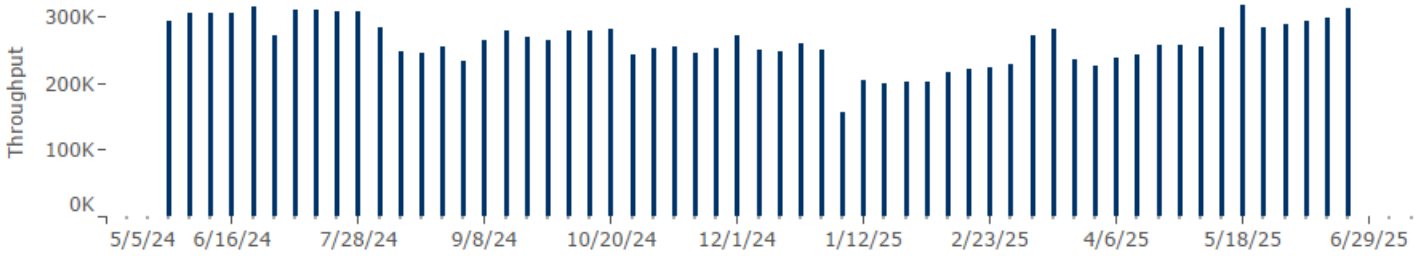
State
Missouri

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

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
All Airports	-1%	-8%	-3%	-5%	-3%	-3%
St. Louis Lambert International	-4%	-7%	-3%	-5%	-4%	-3%
Kansas City International	0%	-10%	-5%	-7%	-5%	-4%
Springfield-Branson National	10%	-4%	14%	6%	8%	6%
Columbia Regional	12%	-8%	10%	5%	8%	5%
Joplin Regional	113%	55%	46%	55%	71%	39%
Cape Girardeau Regional	17%	-15%	8%	0%	2%	4%
Waynesville-St Robert Regional Forney Field	57%	-9%	18%	46%	28%	31%
Kirksville Regional	49%	-7%	5%	9%	4%	-14%
Branson Airport				-100%	-100%	-100%

Map View of Airports

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

