



FY24 REPORT FOR THE MISSOURI DIVISION OF TOURISM

The Missouri Division of Tourism promotes the state's diverse tourism industry through a comprehensive strategic marketing plan that includes paid, earned, shared and owned media outreach that engages consumers across a variety of platforms and channels. In addition, MDT helps local communities maximize their marketing dollars through its Cooperative Marketing Program and provides support for the motion media industry through the Missouri Film Office.

TOURISM IN MISSOURI

Fiscal Year 2024



\$20.8 BILLION

Total economic impact



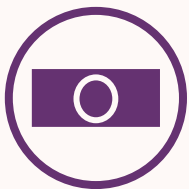
\$18.3 BILLION

Taxable sales



42.4 MILLION

Total number of visitors



\$1.4 BILLION

Spent by travelers influenced
by MDT's marketing (CY24)



308,100

Missourians employed
in tourism



\$641.5 MILLION

State tax revenues from tourism



1.98 MILLION

Number of visits to VisitMo.com



\$4.37 MILLION

Marketing funds disbursed
to DMO partners



410,708

Number of visitors to Official
Missouri Welcome Centers



\$349.67

Amount spent per person
per overnight trip (FY24)



144

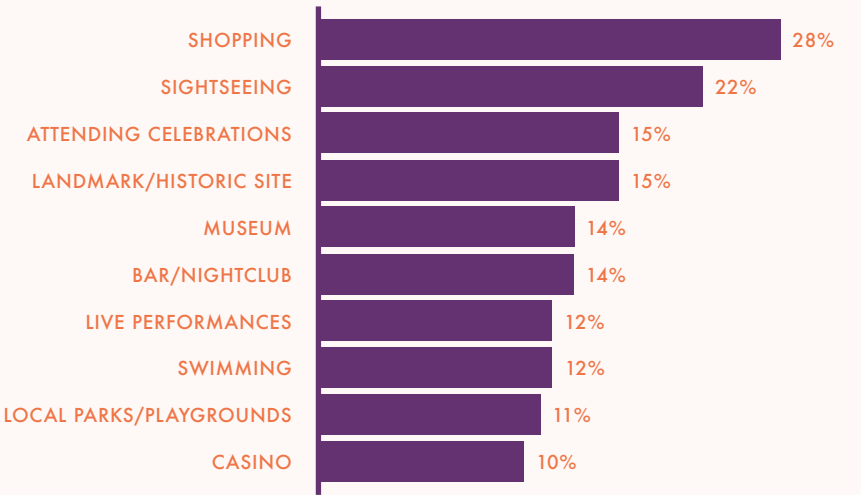
Film Projects assisted by the
Missouri Film Office, 39 of which
used the incentive program

VISITOR PROFILES

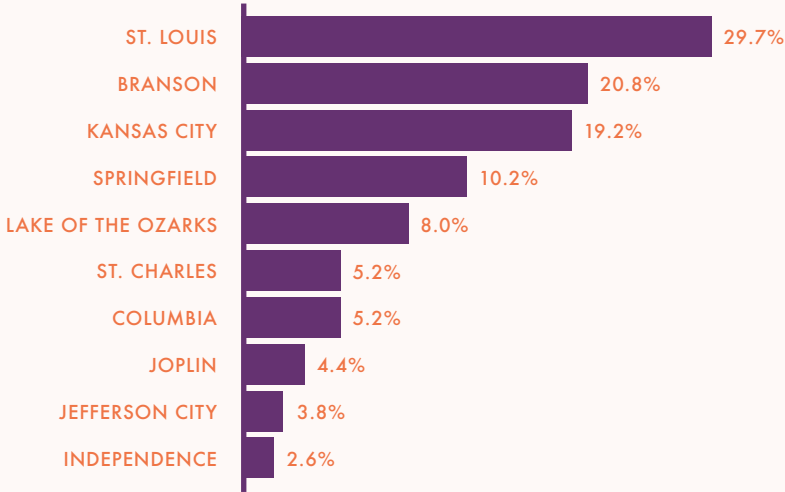
FOR FY24

Tourists from around the region come to Missouri to enjoy time with friends and family, experience the state’s culture, and explore our unforgettable destinations and attractions. Without tourism, the average Missouri household would face an additional tax burden of \$632.

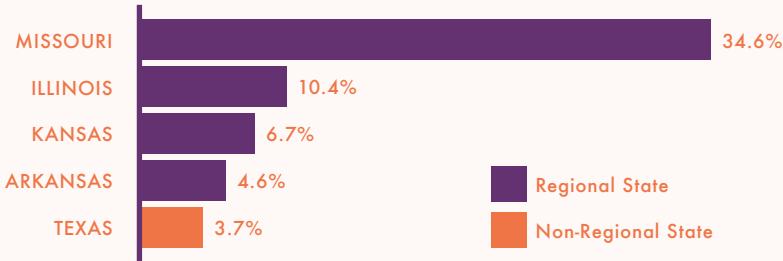
TOP ACTIVITIES FOR OVERNIGHT VISITORS



TOP DESTINATIONS FOR OVERNIGHT VISITORS



TOP MISSOURI SOURCE MARKETS FOR OVERNIGHT VISITORS



Source: 2023 Longwoods International Travel USA Visitor Profile

County Tourism Spending and Employment

	NAICS SPENDING	EMPLOYMENT
ADAIR COUNTY	\$54,702,380.32	1,113
ANDREW COUNTY	\$12,110,985.31	326
ATCHISON COUNTY	\$7,107,779.88	74
AUDRAIN COUNTY	\$30,857,611.66	580
BARRY COUNTY	\$60,074,081.35	1,034
BARTON COUNTY	\$15,411,059.66	365
BATES COUNTY	\$17,967,882.53	371
BENTON COUNTY	\$30,266,257.76	521
BOLLINGER COUNTY	\$5,422,356.44	92
BOONE COUNTY	\$567,799,853.53	11,518
BUCHANAN COUNTY	\$237,480,031.04	4,058
BUTLER COUNTY	\$108,482,500.59	1,967
CALDWELL COUNTY	\$2,801,162.35	58
CALLAWAY COUNTY	\$57,068,469.17	1,052
CAMDEN COUNTY	\$305,336,158.11	4,362
CAPE GIRARDEAU COUNTY	\$270,959,064.69	4,455
CARROLL COUNTY	\$11,125,367.85	225
CARTER COUNTY	\$9,561,359.22	268
CASS COUNTY	\$185,409,096.05	3,874
CEDAR COUNTY	\$17,858,080.61	333
CHARITON COUNTY	\$5,525,741.01	124
CHRISTIAN COUNTY	\$152,593,433.11	3,007
CLARK COUNTY	\$4,018,056.20	109
CLAY COUNTY	\$700,595,234.86	12,907
CLINTON COUNTY	\$10,970,226.06	445
COLE COUNTY	\$197,591,926.58	4,044
COOPER COUNTY	\$27,875,876.29	803
CRAWFORD COUNTY	\$36,432,050.35	657
DADE COUNTY	\$4,295,588.90	120
DALLAS COUNTY	\$19,298,563.54	334
DAVIESS COUNTY	\$3,138,605.09	82
DEKALB COUNTY	\$22,343,786.36	178
DENT COUNTY	\$22,348,261.61	356
DOUGLAS COUNTY	\$10,964,338.84	218

	NAICS SPENDING	EMPLOYMENT
DUNKLIN COUNTY	\$41,646,856.07	715
FRANKLIN COUNTY	\$226,934,813.02	4,296
GASCONADE COUNTY	\$31,038,365.72	584
GENTRY COUNTY	\$5,347,740.77	121
GREENE COUNTY	\$1,019,114,383.93	18,464
GRUNDY COUNTY	\$9,825,728.99	240
HARRISON COUNTY	\$14,503,564.59	204
HENRY COUNTY	\$43,149,421.05	687
HICKORY COUNTY	\$9,482,092.70	206
HOLT COUNTY	\$5,174,968.38	97
HOWARD COUNTY	\$6,167,150.79	162
HOWELL COUNTY	\$78,368,267.30	1,325
IRON COUNTY	\$10,073,528.45	218
JACKSON COUNTY	\$2,927,664,266.98	43,213
JASPER COUNTY	\$314,509,559.10	5,646
JEFFERSON COUNTY	\$386,247,208.86	6,941
JOHNSON COUNTY	\$88,198,911.09	2,164
KNOX COUNTY	\$136,5169.94	19
LACLEDE COUNTY	\$73,697,096.67	1,233
LAFAYETTE COUNTY	\$36,436,487.34	775
LAWRENCE COUNTY	\$47,481,335.10	790
LEWIS COUNTY	\$4,307,847.80	178
LINCOLN COUNTY	\$70,050,154.06	1,169
LINN COUNTY	\$15,590,618.24	336
LIVINGSTON COUNTY	\$28,731,065.37	543
MACON COUNTY	\$29,103,282.45	599
MADISON COUNTY	\$14,162,457.22	319
MARIES COUNTY	\$2,957,271.46	46
MARION COUNTY	\$82,863,064.56	1,422
MCDONALD COUNTY	\$17,024,588.71	374
MERCER COUNTY	\$470,288.04	9
MILLER COUNTY	\$63,795,271.53	968
MISSISSIPPI COUNTY	\$11,377,106.44	285
MONITEAU COUNTY	\$9,709,907.80	240
MONROE COUNTY	\$5,125,554.29	171
MONTGOMERY COUNTY	\$10,331,240.55	259
MORGAN COUNTY	\$43,390,656.75	773
NEW MADRID COUNTY	\$35,488,557.66	407
NEWTON COUNTY	\$138,468,436.11	2,271
NODAWAY COUNTY	\$39,719,877.92	955
OREGON COUNTY	\$8,858,366.87	171
OSAGE COUNTY	\$8,785,441.79	207

	NAICS SPENDING	EMPLOYMENT
OZARK COUNTY	\$13,185,018.33	261
PEMISCOT COUNTY	\$13,092,809.78	322
PERRY COUNTY	\$29,443,868.75	643
PETTIS COUNTY	\$98,579,515.20	1,710
PHELPS COUNTY	\$116,115,165.59	2,129
PIKE COUNTY	\$18,533,075.76	465
PLATTE COUNTY	\$380,277,831.25	6,479
POLK COUNTY	\$48,716,566.30	809
PULASKI COUNTY	\$102,326,666.01	3,018
PUTNAM COUNTY	\$1,601,372.21	35
RALLS COUNTY	\$8,512,933.15	181
RANDOLPH COUNTY	\$38,932,767.03	625
RAY COUNTY	\$16,938,716.03	446
REYNOLDS COUNTY	\$5,225,043.78	110
RIPLEY COUNTY	\$9,626,672.92	198
SALINE COUNTY	\$31,390,411.27	640
SCHUYLER COUNTY	\$654,076.14	19
SCOTLAND COUNTY	\$2,718,051.12	46
SCOTT COUNTY	\$64,921,503.87	1,229
SHANNON COUNTY	\$10,267,973.14	199
SHELBY COUNTY	\$2,780,721.17	77
ST. CHARLES COUNTY	\$1,214,375,920.33	22,933
ST. CLAIR COUNTY	\$5,336,443.68	113
ST. FRANCOIS COUNTY	\$131,509,979.57	2,514
ST. LOUIS CITY	\$1,945,751,130.04	25,898
ST. LOUIS COUNTY	\$3,292,217,743.24	57,225
STE. GENEVIEVE COUNTY	\$24,973,829.24	601
STODDARD COUNTY	\$39,935,203.97	722
STONE COUNTY	\$290,161,295.79	2,650
SULLIVAN COUNTY	\$696,509.98	17
TANEY COUNTY	\$896,315,995.64	11,936
TEXAS COUNTY	\$20,308,412.59	367
VERNON COUNTY	\$32,149,548.60	554
WARREN COUNTY	\$53,930,781.98	826
WASHINGTON COUNTY	\$19,505,862.26	351
WAYNE COUNTY	\$7,737,320.11	319
WEBSTER COUNTY	\$49,094,511.72	781
WORTH COUNTY	\$277,297.22	11
WRIGHT COUNTY	\$20,951,852.08	374
TOTAL	\$18,301,601,596.22	308,100

NAICS Spending – Spending in the 45 tourism-related North American Industry Classification System (NAICS) codes; source: Missouri Department of Revenue
Employment – Employment in the 45 tourism-related NAICS codes; source: Missouri Department of Labor and Industrial Relations

Tourism-Related NAICS* Categories

NAICS CODE - DESCRIPTION	
1	722511 - Full-Service Restaurants
2	711110 - Theater Companies and Dinner Theaters
3	722310 - Food Service Contractors
4	722320 - Caterers
5	722330 - Mobile Food Services
6	722513 - Limited-Service Restaurants
7	722514 - Cafeterias, Grill Buffets, and Buffets
8	722515 - Snack and Nonalcoholic Beverage Bars
9	722410 - Drinking Places (Alcoholic Beverages)
10	721110 - Hotels (except Casino Hotels) and Motels
11	721120 - Casino Hotels
12	721191 - Bed-and-Breakfast Inns
13	721310 - Rooming and Boarding Houses
14	721211 - RV (Recreational Vehicle) Parks and Campgrounds
15	721214 - Recreational and Vacation Camps (except Campgrounds)
16	721199 - All Other Traveler Accommodation
17	611610 - Fine Arts Schools
18	711120 - Dance Companies
19	711130 - Musical Groups and Artists
20	711190 - Other Performing Arts Companies
21	711510 - Independent Artists, Writers, and Performers
22	711211 - Sports Teams and Clubs
23	711212 - Racetracks
24	711219 - Other Spectator Sports
25	713120 - Amusement Arcades
26	713950 - Bowling Centers
27	713910 - Golf Courses and Country Clubs
28	713110 - Amusement and Theme Parks
29	712110 - Museums
30	721120 - Historical Sites

Tourism-Related NAICS* Categories

NAICS CODE - DESCRIPTION	
31	712190 - Nature Parks and Other Similar Institutions
32	713920 - Skiing Facilities
33	713930 - Marinas
34	487110 - Scenic and Sightseeing Transportation, Land
35	487210 - Scenic and Sightseeing Transportation, Water
36	487990 - Scenic and Sightseeing Transportation, Other
37	532284 - Recreational Goods Rental
38	561599 - All Other Travel Arrangement and Reservation Services
39	611620 - Sports and Recreation Instruction
40	611699 - All Other Miscellaneous Schools and Instruction
41	711310 - Promoters of Performing Arts, Sports, and Similar Events with Facilities
42	711320 - Promoters of Performing Arts, Sports, and Similar Events without Facilities
43	713290 - Other Gambling Industries
44	713990 - All Other Amusement and Recreation Industries
45	712130 - Zoos and Botanical Gardens

***NAICS: North American Industry Classification System — originally developed for use by U.S. government agencies for the collection, analysis and publication of data related to the U.S. economy**

Source: Missouri Department of Revenue