

MISSOURI DIVISION OF TOURISM

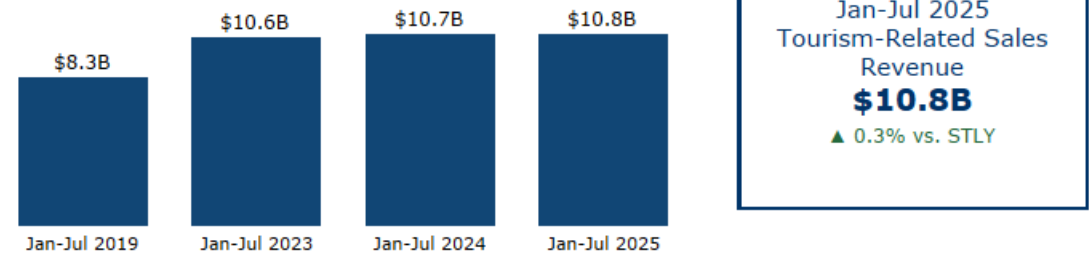
SEPTEMBER 2025 MISSOURI TRAVEL
BAROMETER
(DATA AVAILABLE AS OF 10/17/2025)





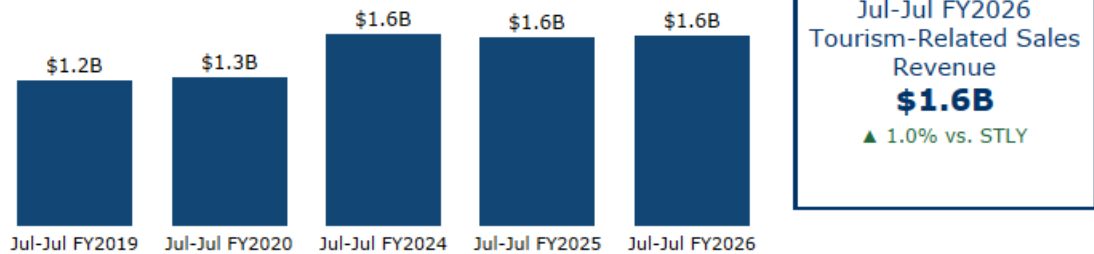
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

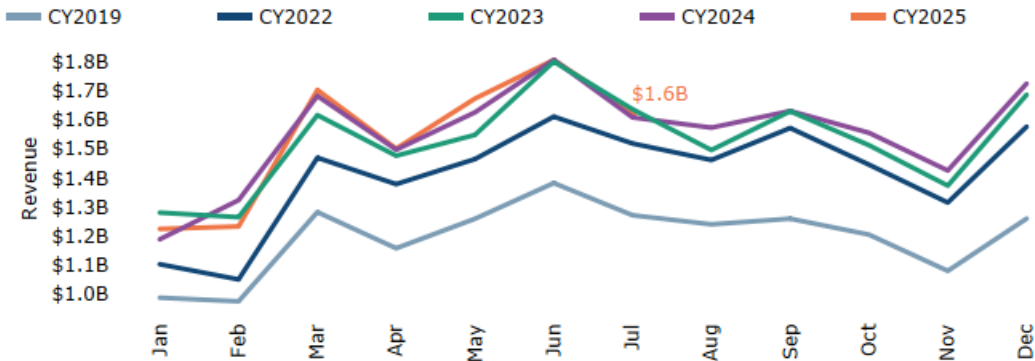


Fiscal Year-to-Date

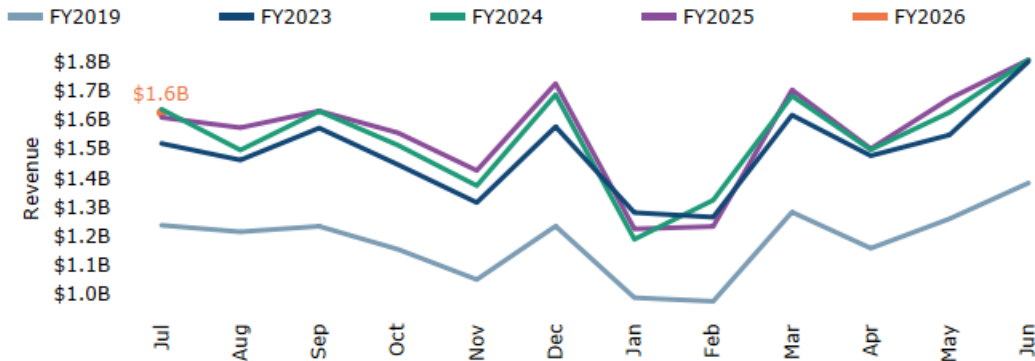
Tourism-Related Sales Revenue by Year
Fiscal Year



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

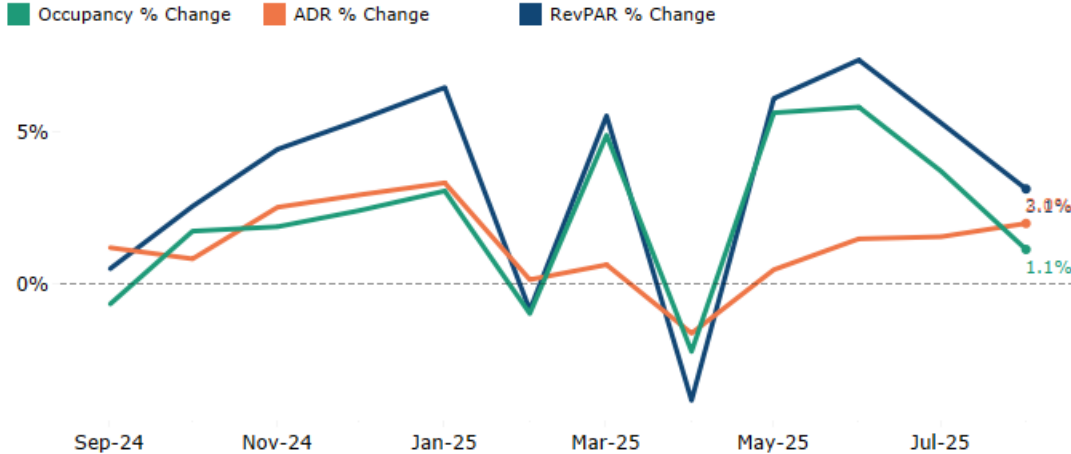
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Aug 2025	60.0%	\$124	\$74	3.4M	2.0M	\$249.5M
Change vs. Previous Year	▲ 1.1%	▲ 2.0%	▲ 3.1%	▼ 0.1%	▲ 1.1%	▲ 3.1%
Year-to-Date	58.4%	\$123	\$72	26.2M	15.3M	\$1.9B
Change vs. Previous Year	▲ 2.8%	▲ 0.9%	▲ 3.8%	▲ 0.0%	▲ 2.8%	▲ 3.8%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Aug 2025	47.9%	\$275	\$132
Change vs. Previous Year	▲ 15.0%	▲ 15.3%	▲ 32.6%
Year-to-Date	38.7%	\$239	\$93
Change vs. Previous Year	▲ 4.4%	▲ 11.3%	▲ 16.2%

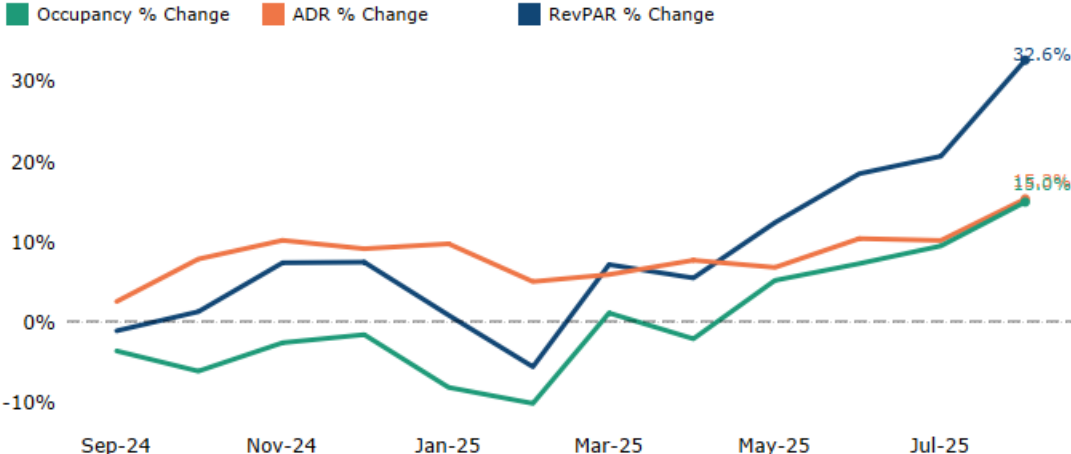
STR Monthly Lodging Trends

% Change from Previous Year



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

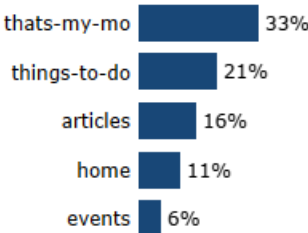


Calendar Year-to-Date

Jan-Sep 2025 Visits
1.3M
▼ -32.6% YOY

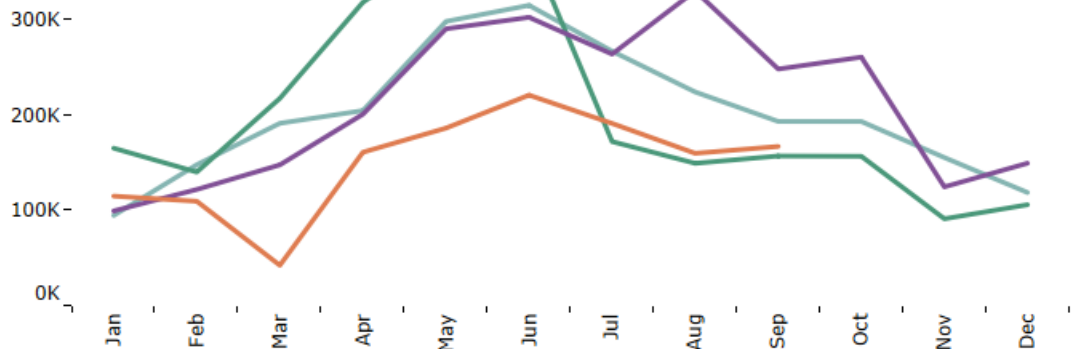


Top Content



Calendar Year Visits to VisitMO.com by Month

CY 2022 CY 2023 CY 2024 CY 2025



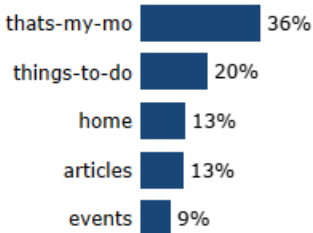
September 2025 hosted 166.5K visits, down 32.8% vs. Previous Year

Fiscal Year-to-Date

Jul-Sep FY2026 Visits
516.6K
▼ -38.5% YOY

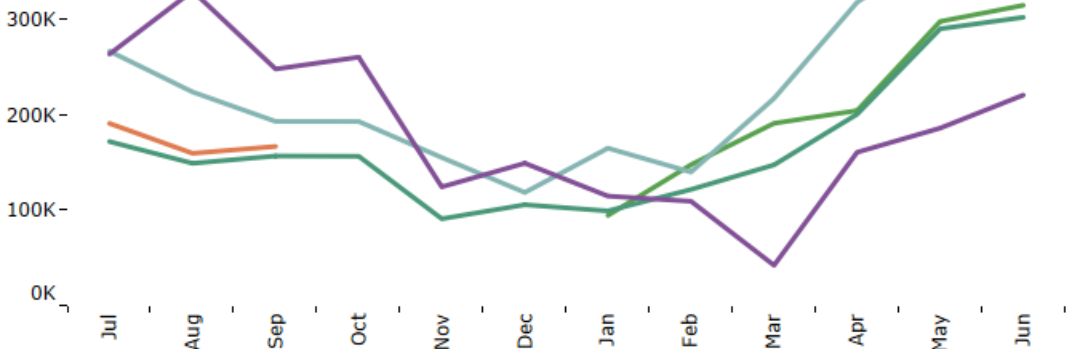


Top Content



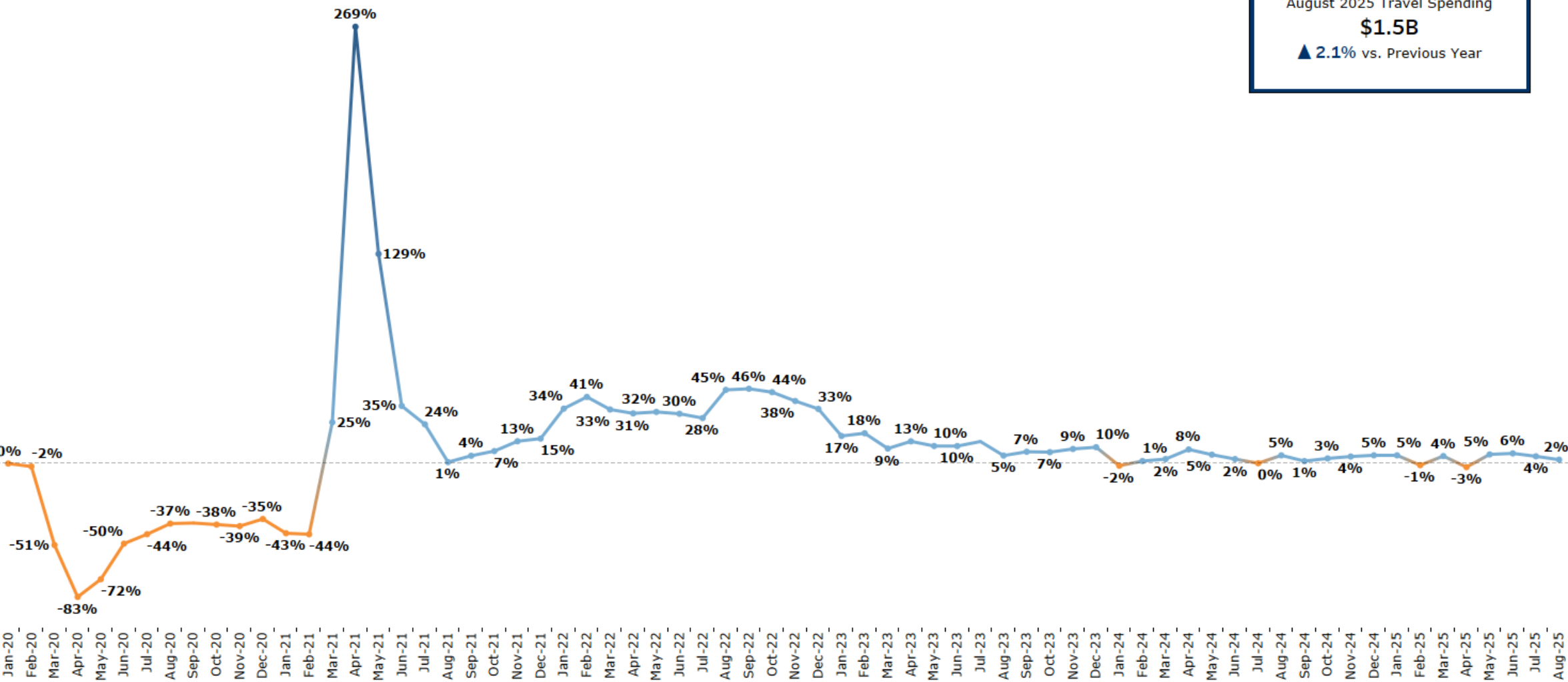
Fiscal Year Visits to VisitMO.com by Month

FY 2022 FY 2023 FY 2024 FY 2025 FY 2026



Travel Spending in Missouri

% Change from the same month in Previous Year



August 2025 Travel Spending
\$1.5B
▲ 2.1% vs. Previous Year



Travel Guide Fulfillment

Sep 2025

911

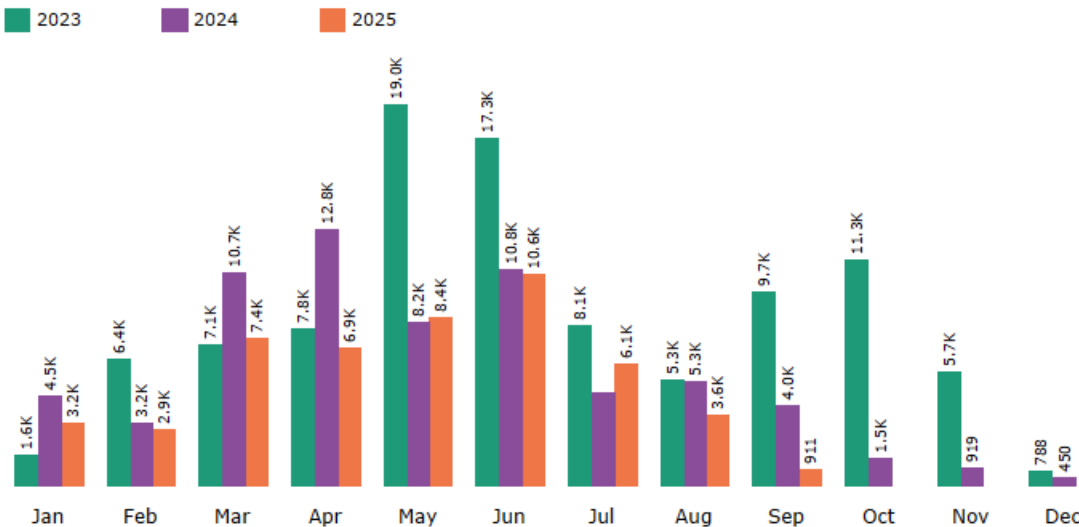
▼ -77.4% vs. STLY

Jan-Sep 2025

49.9K

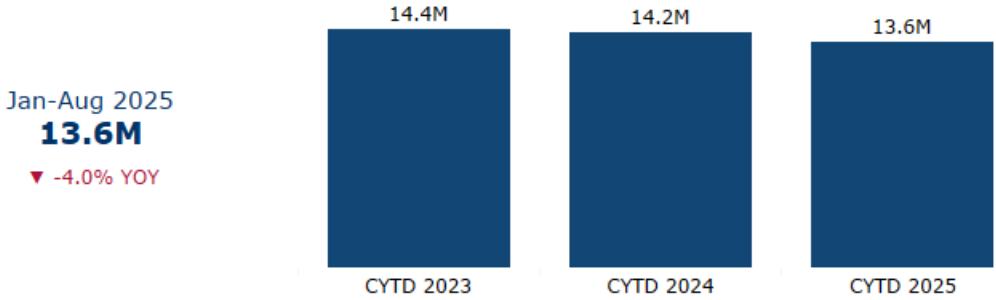
▼ -22.1% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

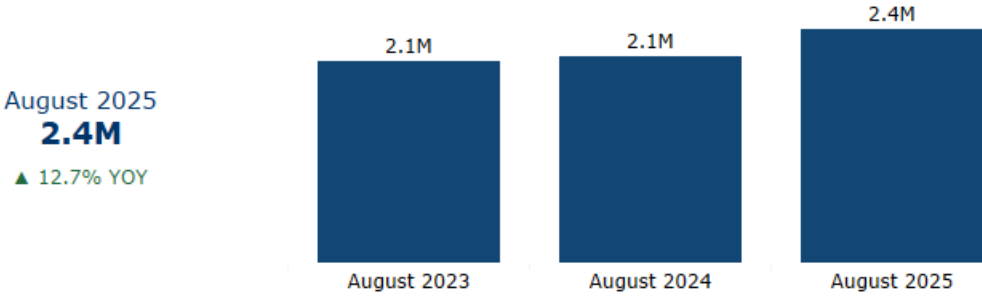


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Calendar Year-to-Date Visitation

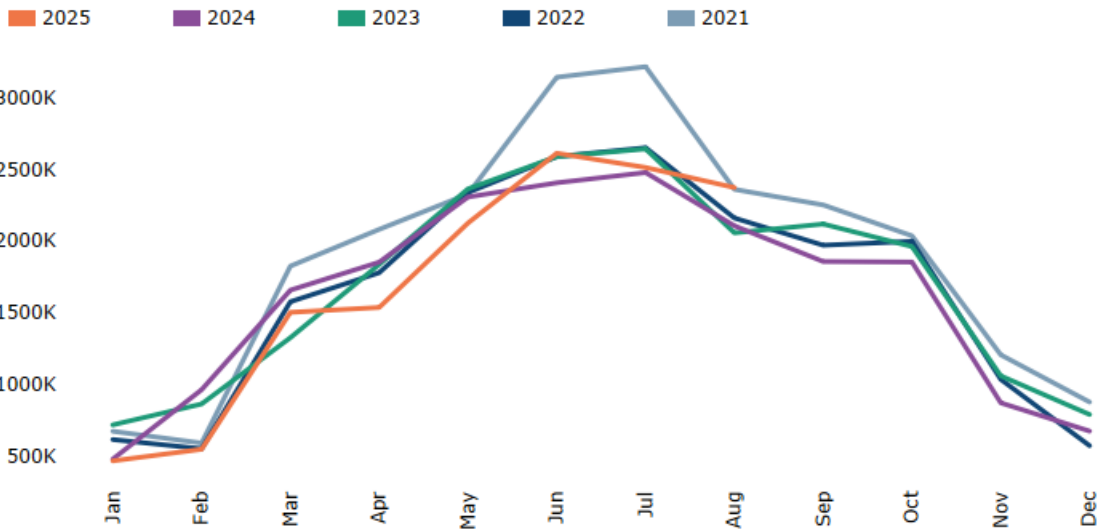


Monthly Visitation



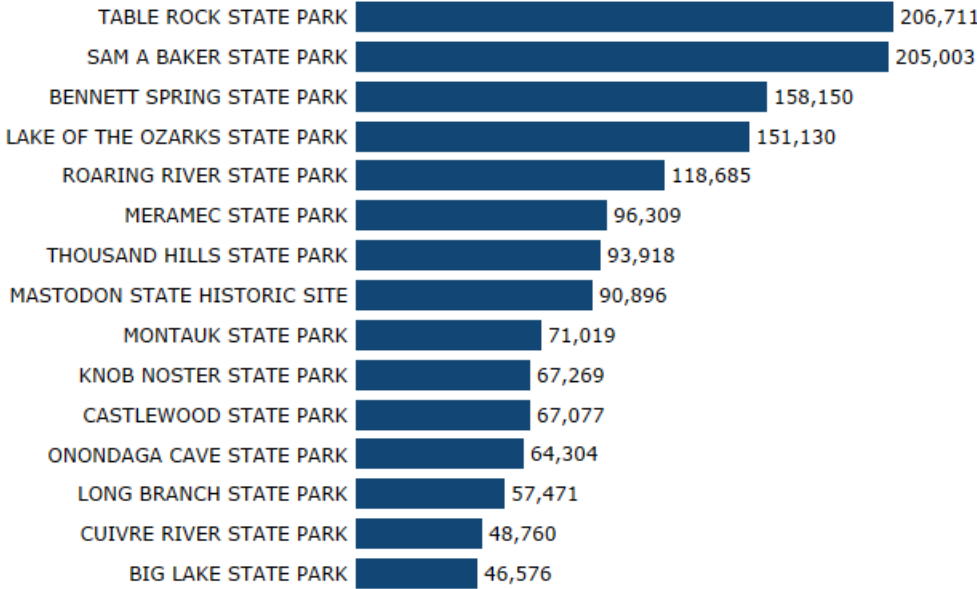
State Parks Visitors by Month

All Missouri State Parks

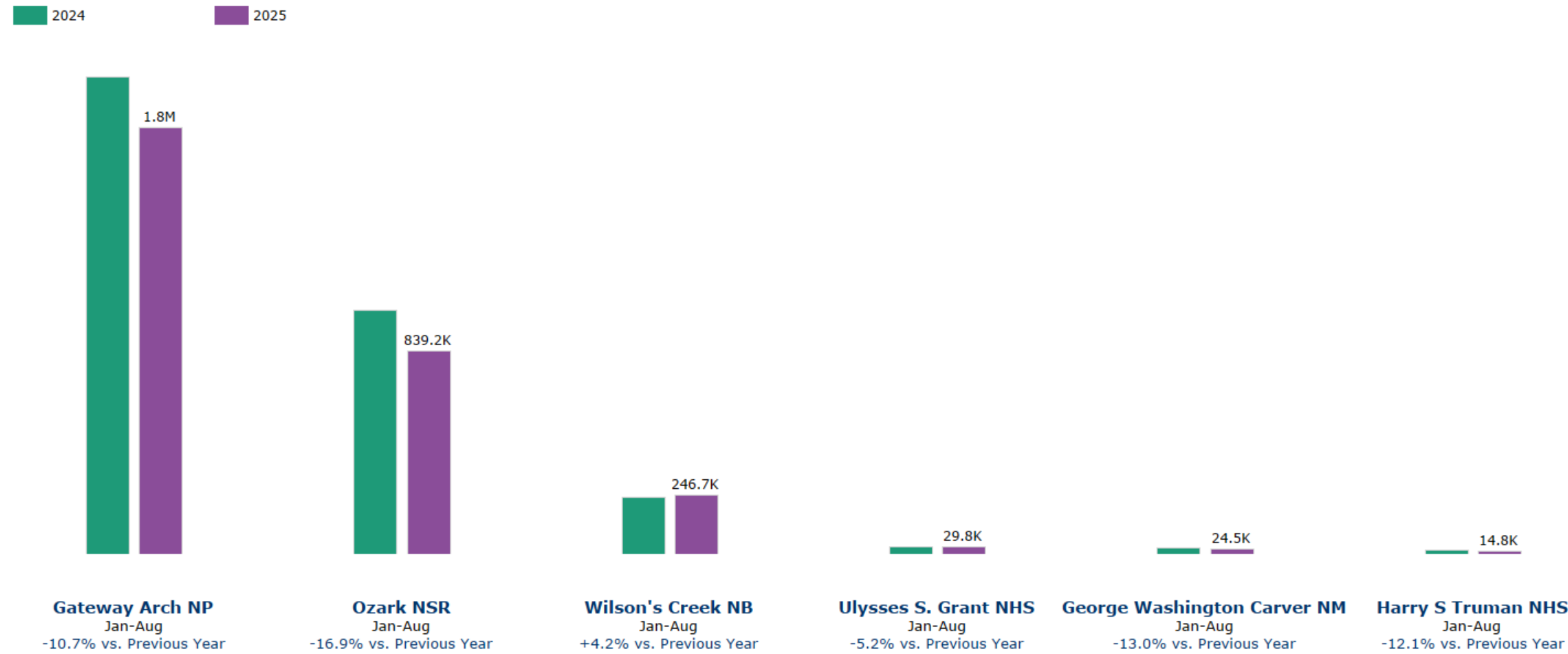


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in August 2025



Attendance by Park



Airport Throughput by State

August 2025

Month
August 2025

Primary State
Missouri

Comparison State 1
Tennessee

Comparison State 2
Illinois

Compare to
Previous Year

Report Type
Month



Missouri Throughput
August 2025 Month
1.2M

MOM
#####

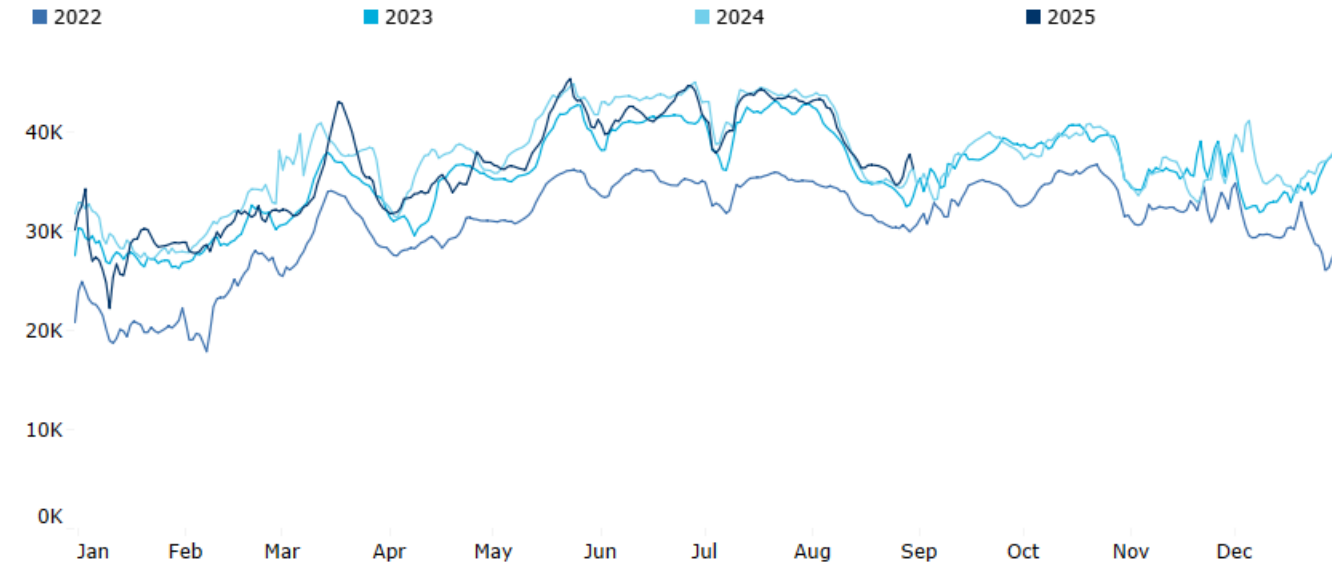
August 2025 YOY
▲ 0.7%

August 2025 vs. 2019
▲ 5.9%

Month vs. Previous Year
▲ 0.7%

Throughput: Missouri

7 day moving average trend



Source: TSA

Competitive Set Throughput

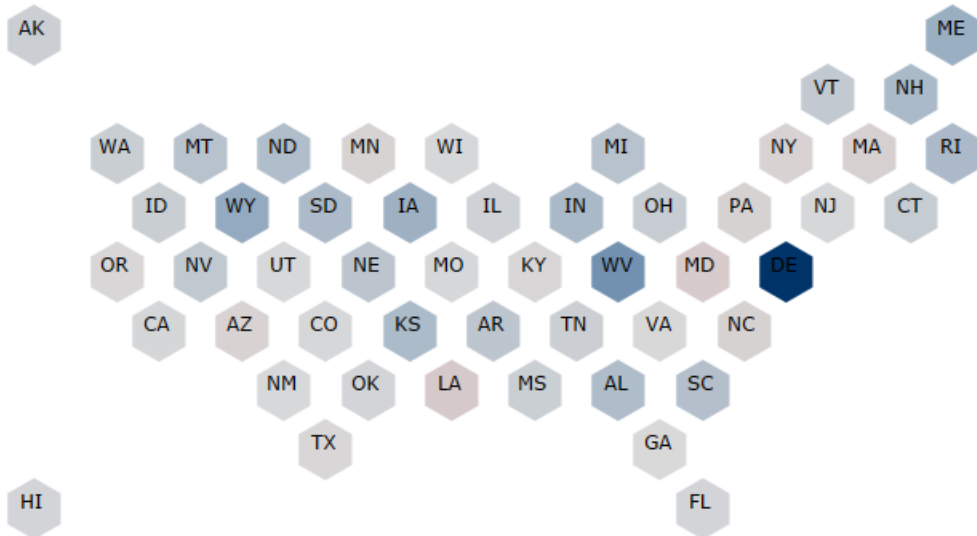
Last 6 months, vs the same months in 2024

	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25
Missouri	-2%	-5%	-3%	-3%	-1%	+1%
Tennessee	+4%	-1%	+1%	+3%	+2%	+2%
Illinois	+4%	+1%	-2%	+1%	+3%	+2%
USA	+0%	+0%	-2%	-1%	+1%	+1%

Throughput by State of Departure

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

Throughput YOY
-50.0%  +50.0%



Missouri Throughput by Airport

August 2025

Month
August 2025

State
Missouri

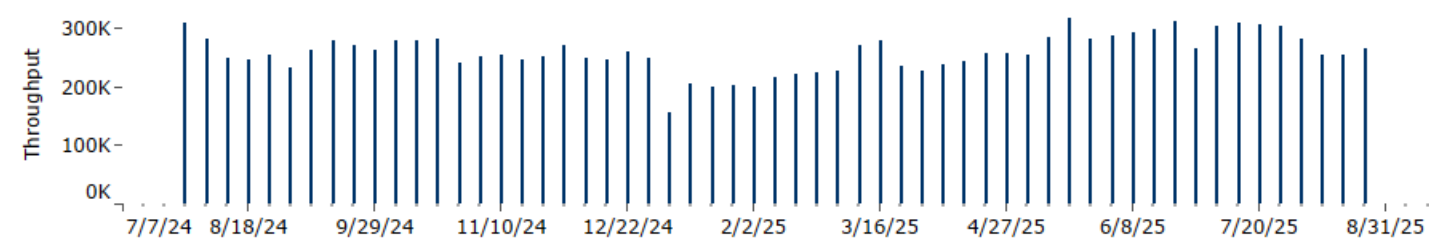
Compare to
Previous Year

Report Type
Month

Airport
All

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

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

	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25
All Airports	-2%	-5%	-3%	-3%	-1%	1%
St. Louis Lambert International	-2%	-5%	-4%	-3%	-1%	1%
Kansas City International	-4%	-7%	-5%	-4%	-4%	-2%
Springfield-Branson National	16%	6%	8%	6%	13%	13%
Columbia Regional	9%	5%	8%	5%	10%	6%
Joplin Regional	49%	55%	71%	39%	27%	15%
Waynesville-St Robert Regional Forney Field	18%	46%	28%	31%	8%	18%
Cape Girardeau Regional	12%	0%	2%	4%	17%	5%
Kirksville Regional	10%	9%	4%	-14%	-12%	-13%
Branson Airport		-100%	-100%	-100%	-100%	

Map View of Airports

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

