

MISSOURI DIVISION OF TOURISM

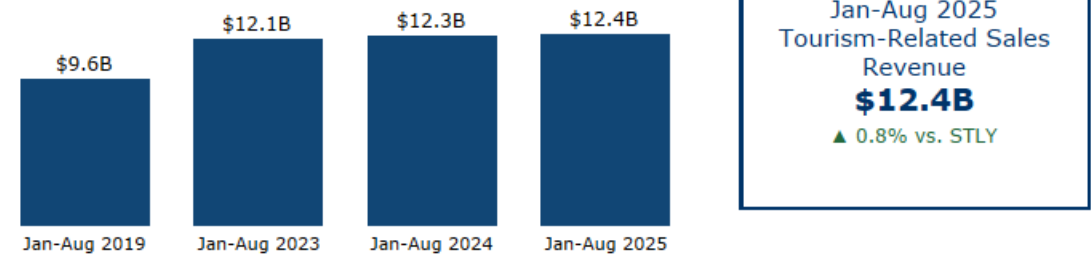
OCTOBER 2025 MISSOURI TRAVEL
BAROMETER
(DATA AVAILABLE AS OF 11/14/2025)





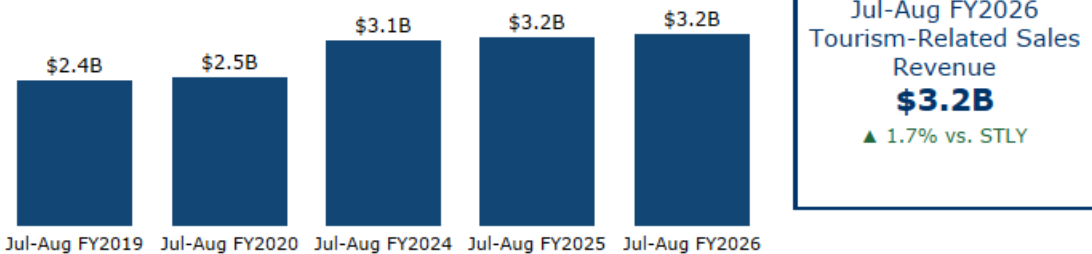
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

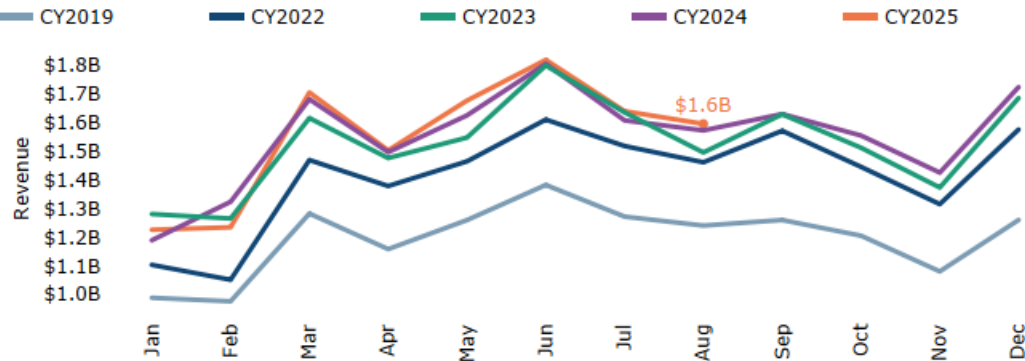


Fiscal Year-to-Date

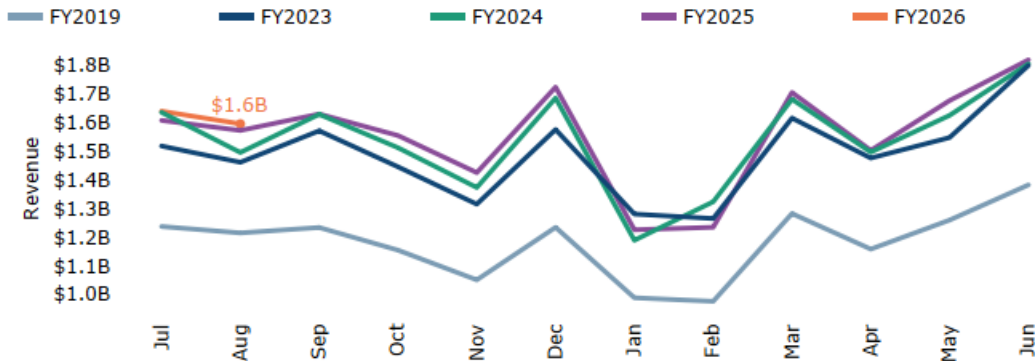
Tourism-Related Sales Revenue by Year
Fiscal Year



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

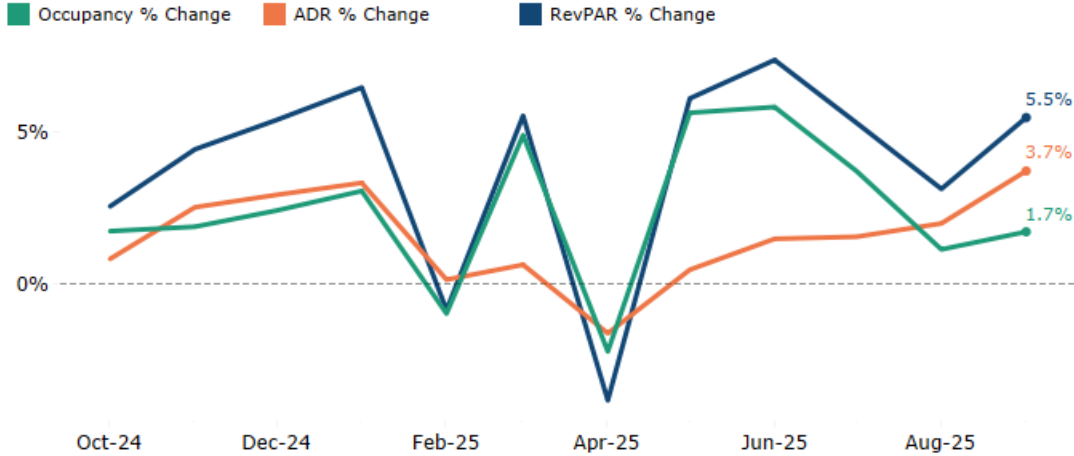
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Sep 2025	61.3%	\$130	\$79	3.2M	2.0M	\$257.4M
Change vs. Previous Year	▲ 1.7%	▲ 3.7%	▲ 5.5%	▲ 0.0%	▲ 1.7%	▲ 5.5%
Year-to-Date	58.7%	\$124	\$73	29.4M	17.2M	\$2.1B
Change vs. Previous Year	▲ 2.7%	▲ 1.3%	▲ 4.0%	▲ 0.0%	▲ 2.7%	▲ 4.0%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Sep 2025	35.2%	\$241	\$85
Change vs. Previous Year	▼ 1.0%	▲ 21.7%	▲ 20.5%
Year-to-Date	38.3%	\$239	\$92
Change vs. Previous Year	▲ 3.8%	▲ 12.3%	▲ 16.6%

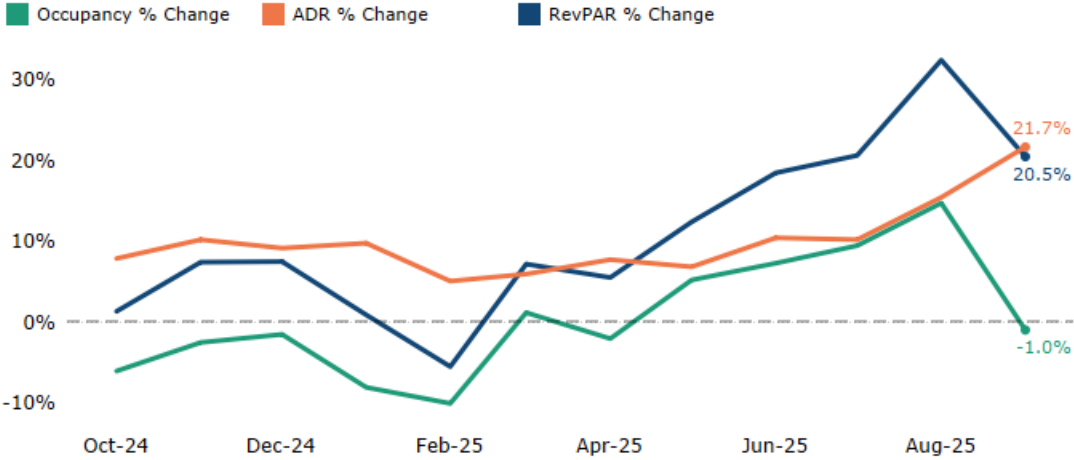
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year

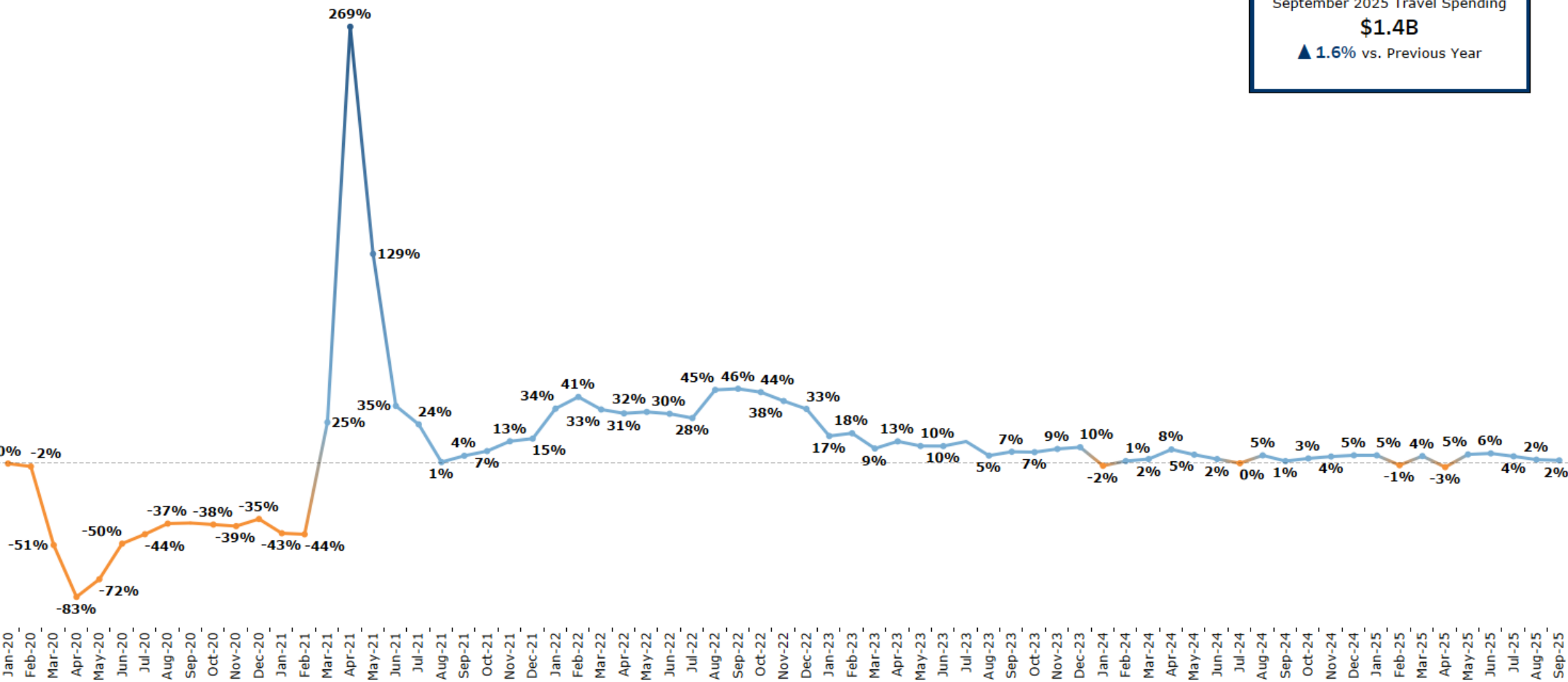


Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

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

Travel Spending in Missouri

% Change from the same month in Previous Year



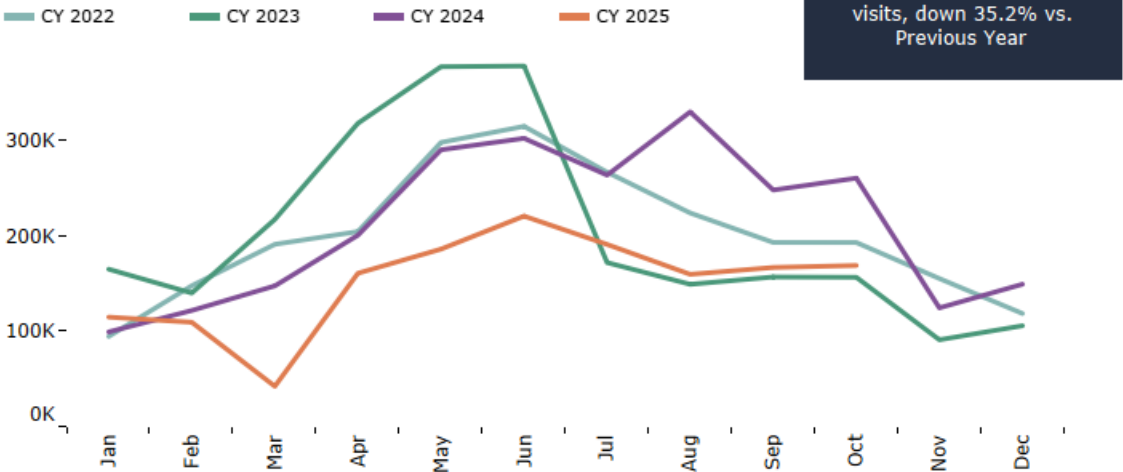
September 2025 Travel Spending
\$1.4B
▲ 1.6% vs. Previous Year



Calendar Year-to-Date



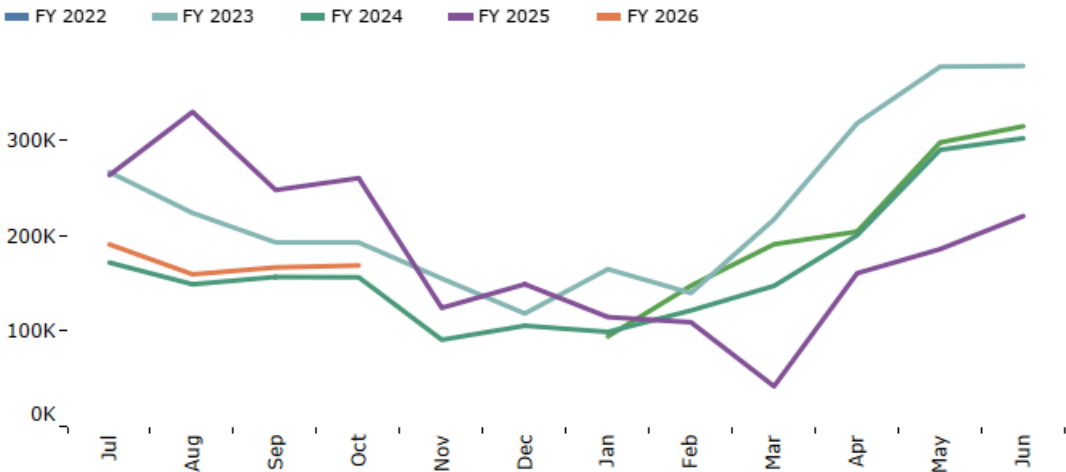
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date



Fiscal Year Visits to VisitMO.com by Month





Travel Guide Fulfillment

Oct 2025
232
▼ -84.1% vs. STLY

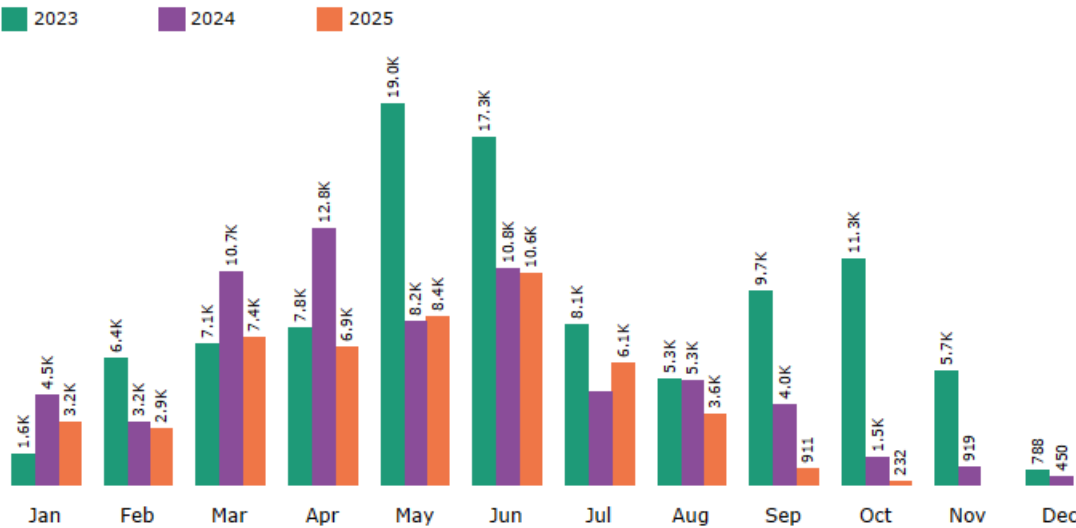
Jan-Oct 2025
50.2K
▼ -23.5% vs. STLY

Welcome Center Visits

Oct 2025
37.0K
▲ 8.1% vs. STLY

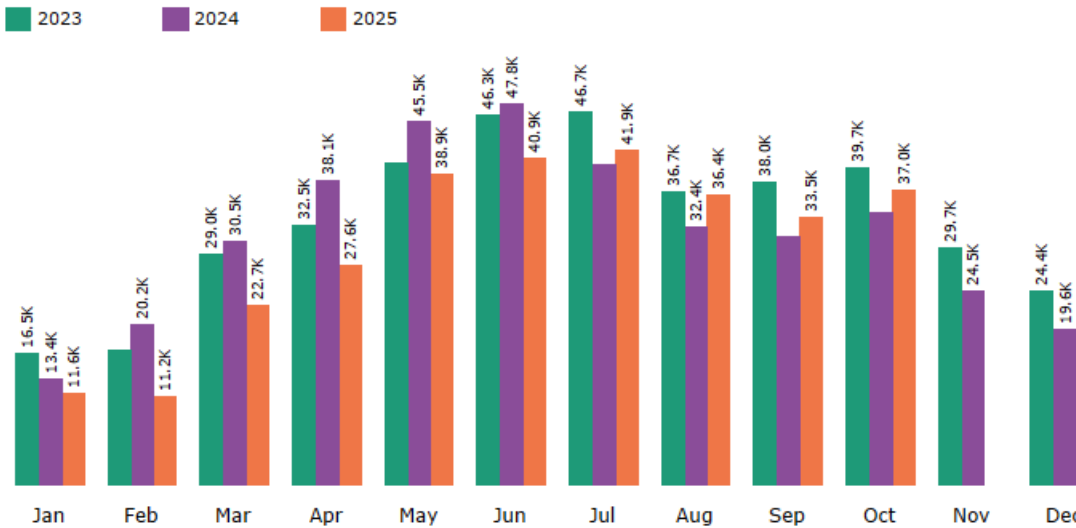
Jan-Oct 2025
301.5K
▼ -9.6% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

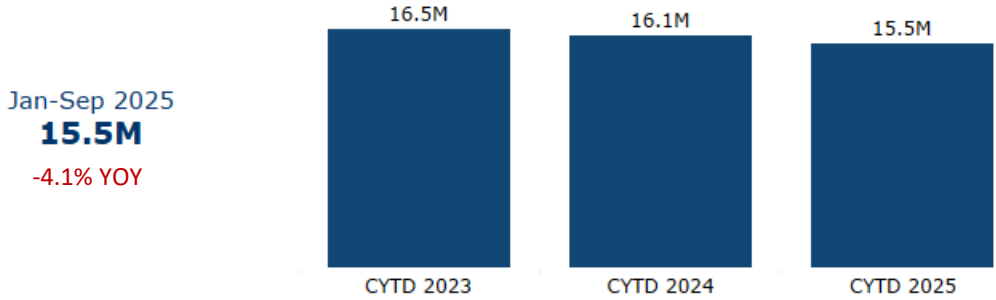


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

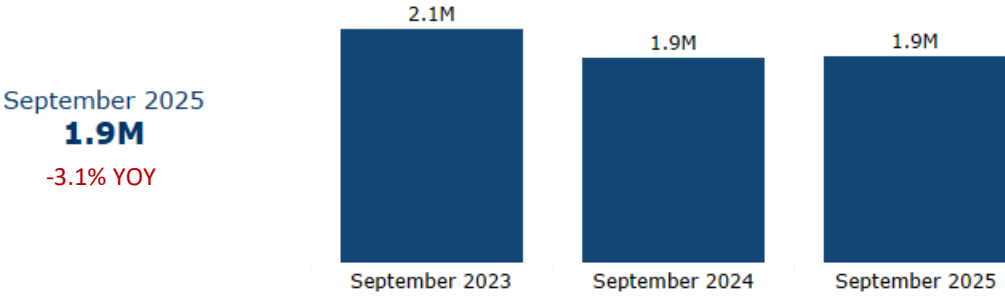
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

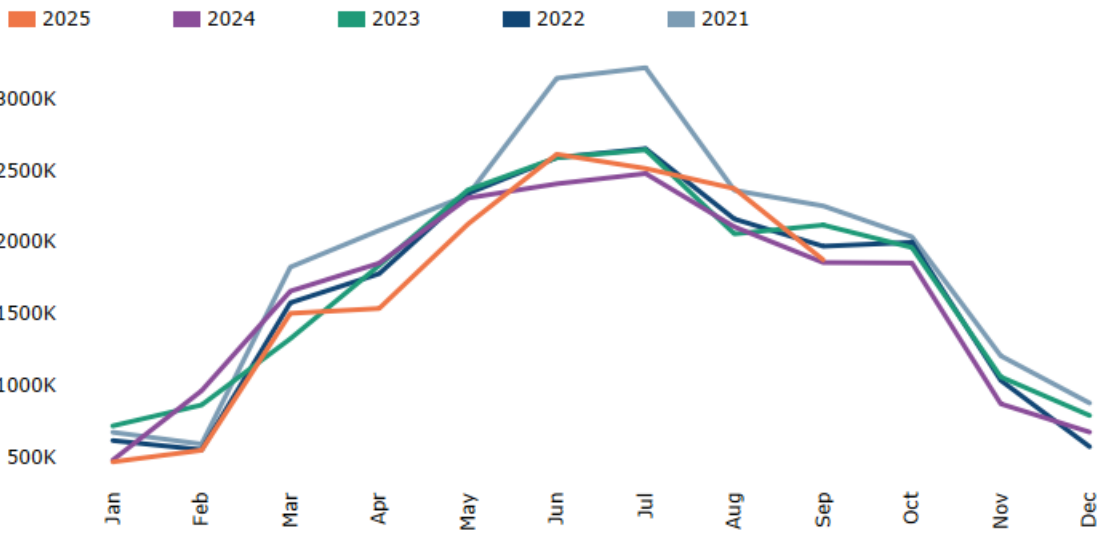


Monthly Visitation



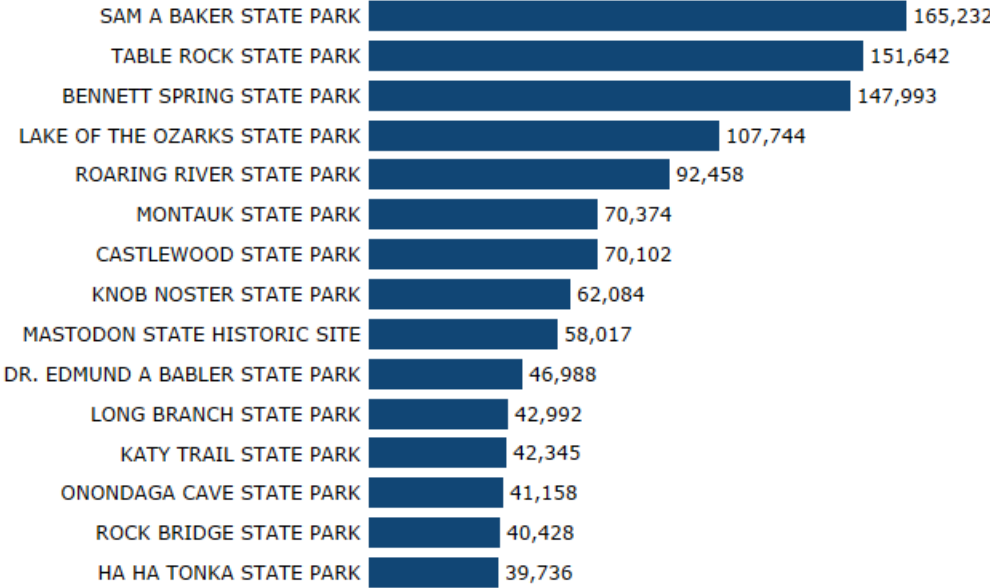
State Parks Visitors by Month

All Missouri State Parks

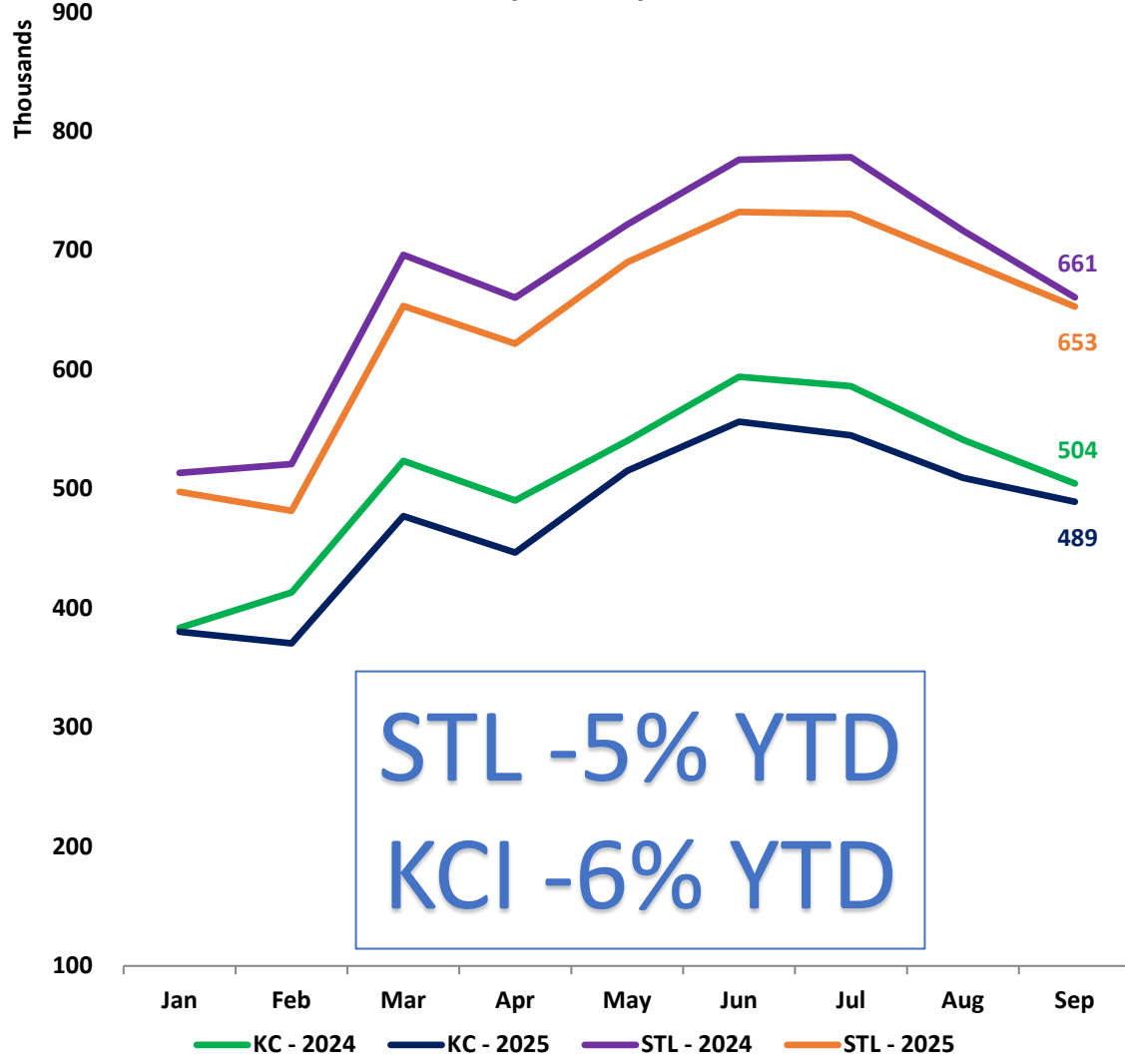


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in September 2025



KC & STL Airport Deplanements



Springfield (L) & Columbia (R) Airport Deplanements

