

MISSOURI DIVISION OF TOURISM

FEBRUARY 2026 TRAVEL BAROMETER
(DATA AVAILABLE AS OF 3/11/26)

MISSOURI
enjoy the show



Hotel Performance

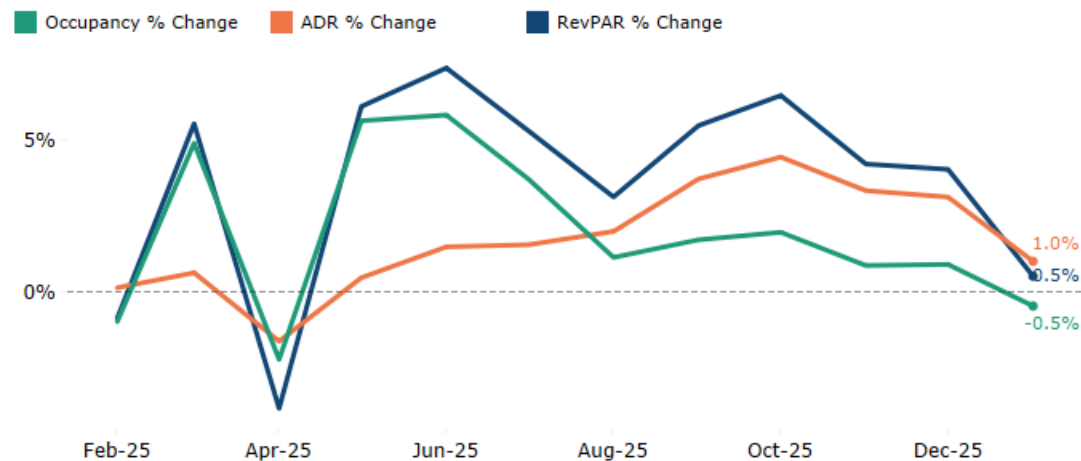
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jan 2026	40.7%	\$110	\$45	3.3M	1.3M	\$145.2M
Change vs. Previous Year	▼ 0.5%	▲ 1.0%	▲ 0.5%	▼ 1.0%	▼ 1.5%	▼ 0.5%
Year-to-Date	40.7%	\$110	\$45	3.3M	1.3M	\$145.2M
Change vs. Previous Year	▼ 0.5%	▲ 1.0%	▲ 0.5%	▼ 1.0%	▼ 1.5%	▼ 0.5%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Jan 2026	17.0%	\$209	\$36
Change vs. Previous Year	▼ 15.0%	▲ 8.1%	▼ 8.1%
Year-to-Date	17.0%	\$209	\$36
Change vs. Previous Year	▼ 15.0%	▲ 8.1%	▼ 8.1%

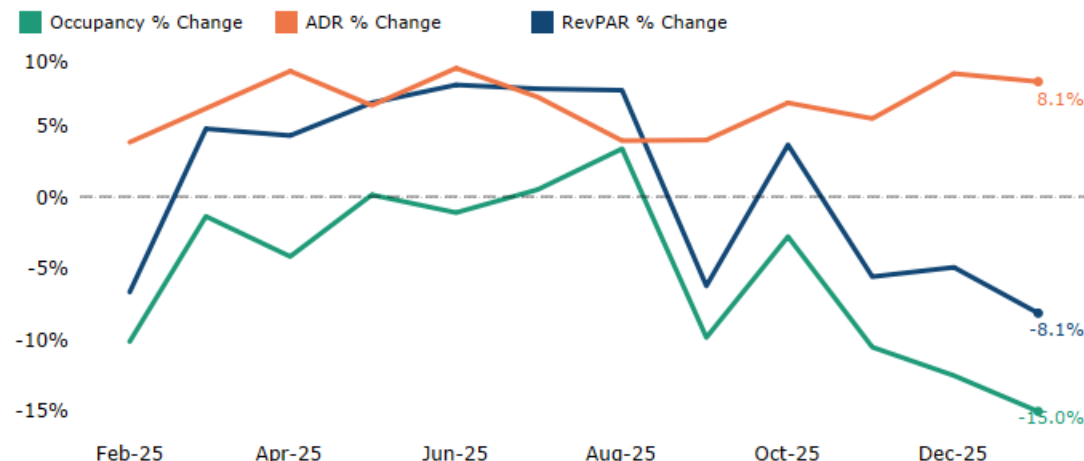
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



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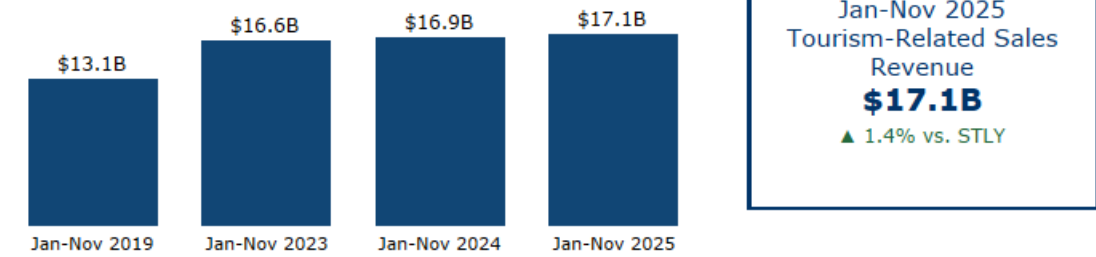
Source: KeyData
 KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



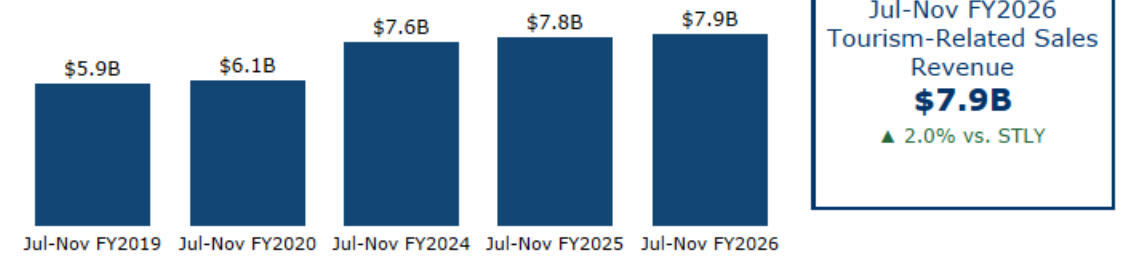
Calendar Year-to-Date

Fiscal Year-to-Date

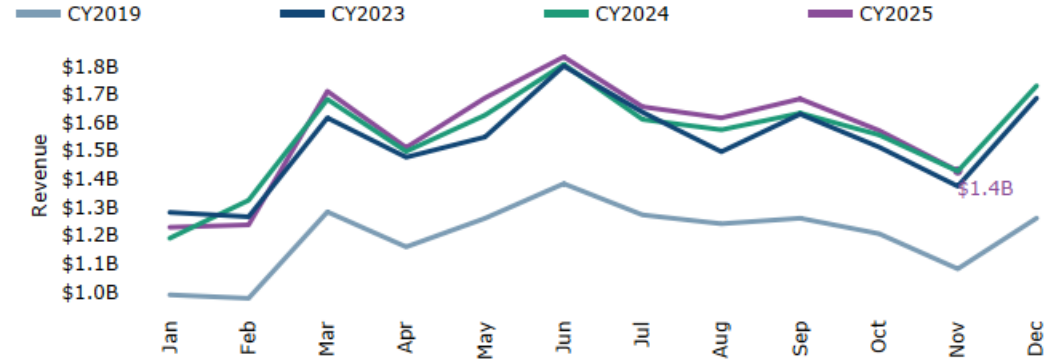
Tourism-Related Sales Revenue by Year Calendar Year



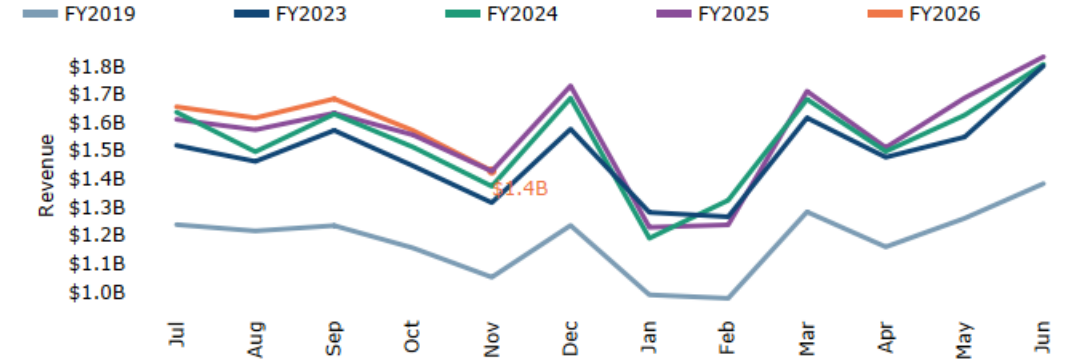
Tourism-Related Sales Revenue by Year Fiscal Year



Tourism-Related Sales Revenue by Month Calendar Year



Tourism-Related Sales Revenue by Month Fiscal Year

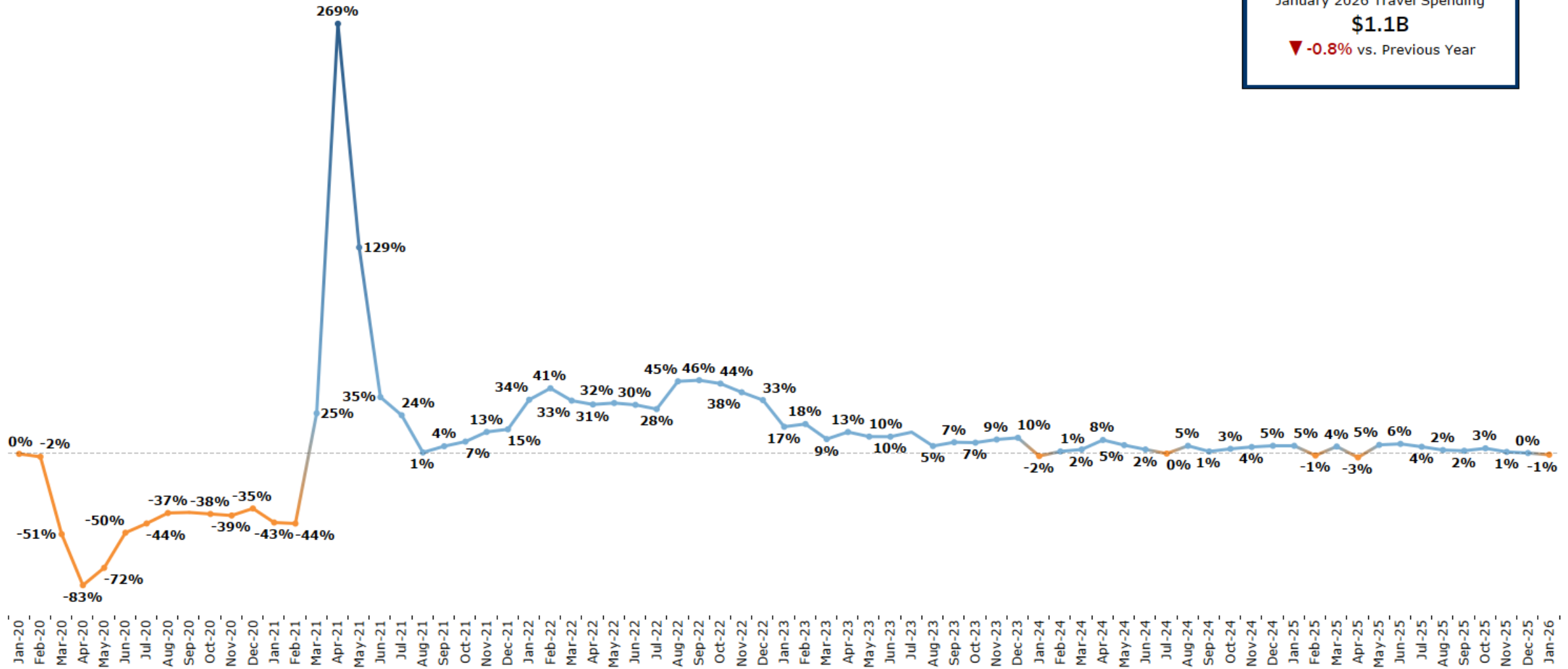


Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year



Travel Spending in Missouri

% Change from the same month in Previous Year



January 2026 Travel Spending
\$1.1B
 ▼ -0.8% vs. Previous Year

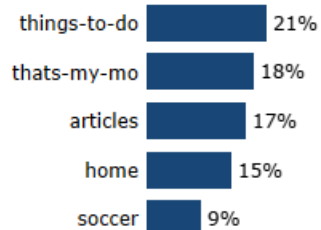


Calendar Year-to-Date

Jan-Feb 2026 Visits
228.2K
▲ 2.0% YOY



Top Content

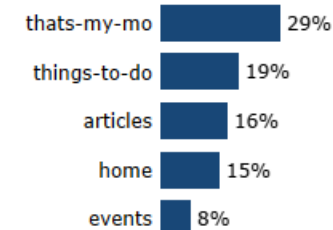


Fiscal Year-to-Date

Jul-Feb FY2026 Visits
1.2M
▼ -27.6% YOY

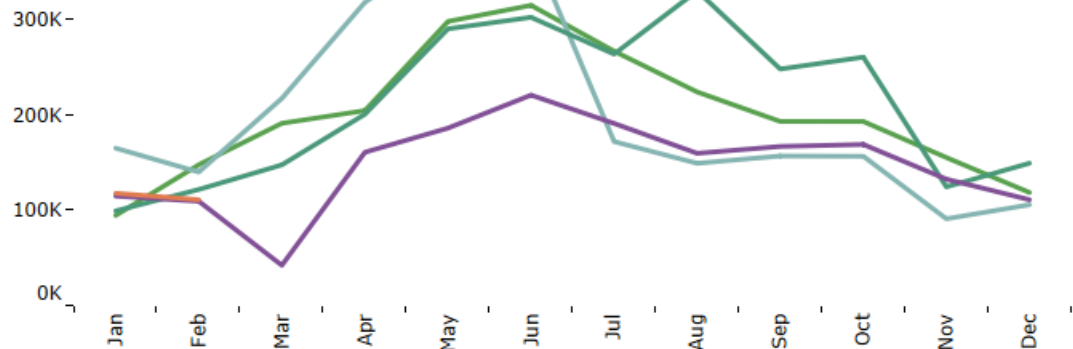


Top Content



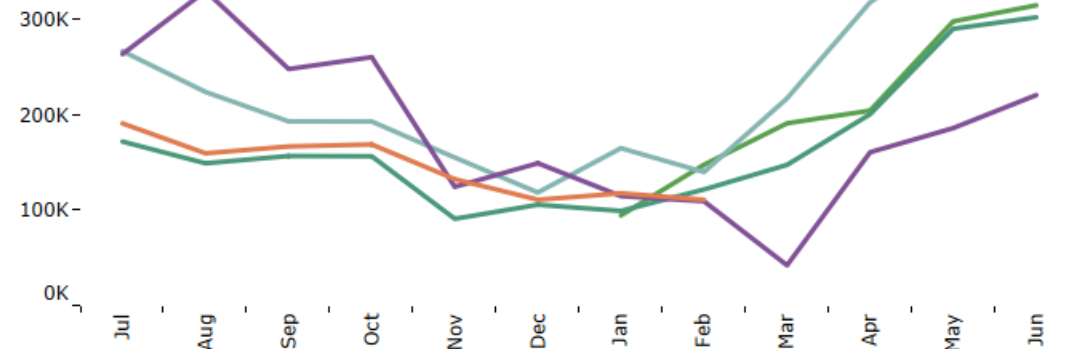
Calendar Year Visits to VisitMO.com by Month

Legend: CY 2022 (dark blue), CY 2023 (light blue), CY 2024 (green), CY 2025 (purple), CY 2026 (orange)



Fiscal Year Visits to VisitMO.com by Month

Legend: FY 2022 (dark blue), FY 2023 (light blue), FY 2024 (green), FY 2025 (purple), FY 2026 (orange)





Travel Guide Fulfillment

Feb 2026
2.9K
▲ 3.3% vs. STLY

Jan-Feb 2026
5.9K
▼ -3.3% vs. STLY

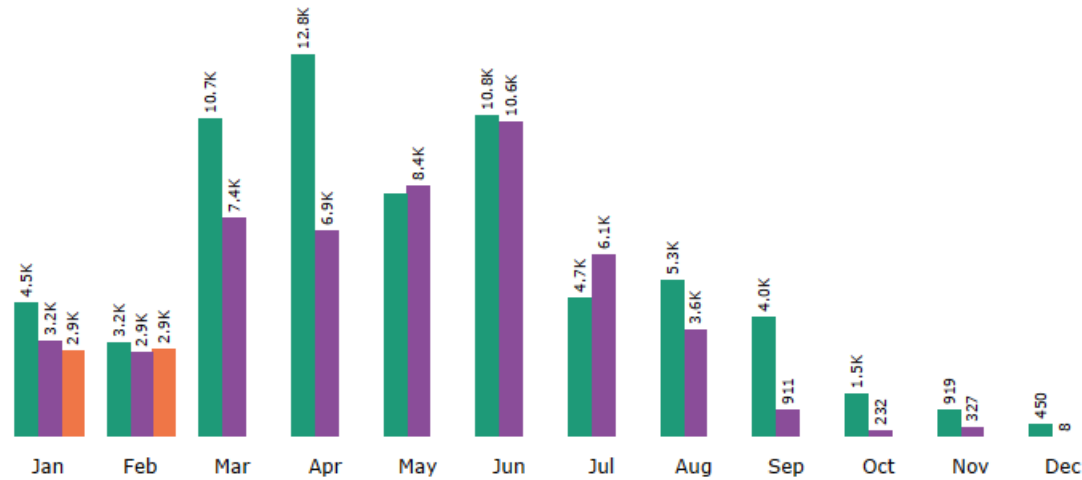
Welcome Center Visits

Feb 2026
14.9K
▲ 33.3% vs. STLY

Jan-Feb 2026
27.3K
▲ 20.2% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

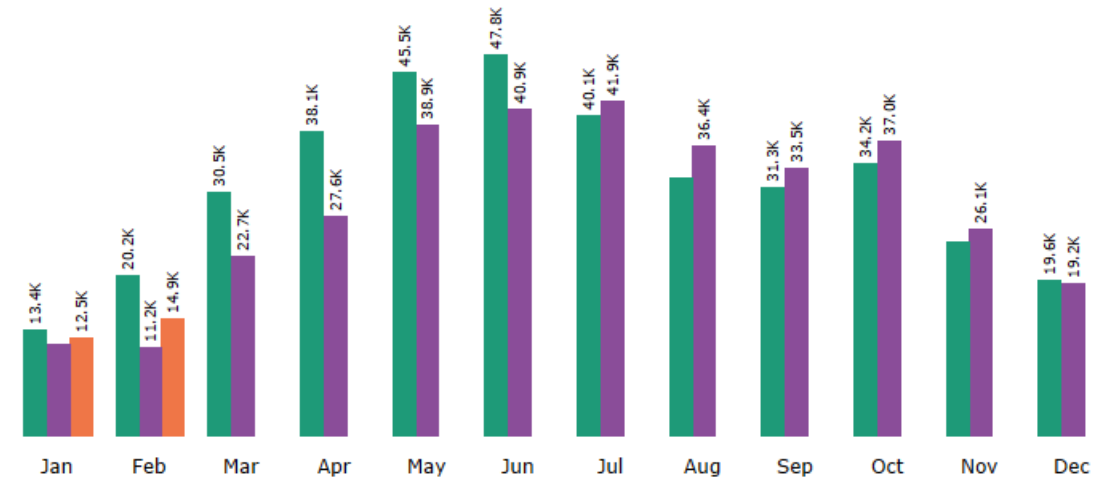
2024 2025 2026



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

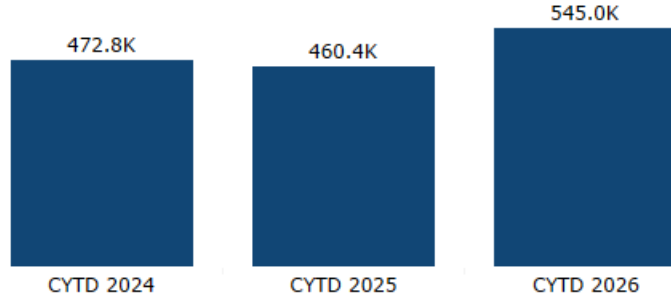
2024 2025 2026





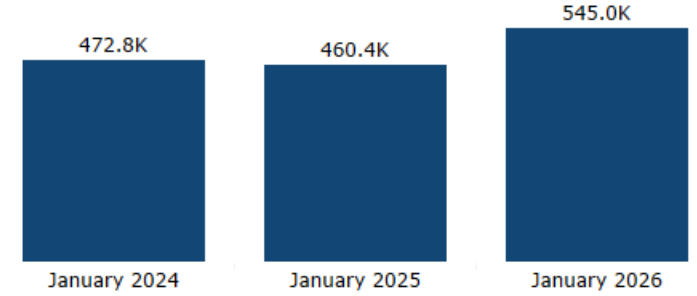
Calendar Year-to-Date Visitation

Jan 2026
545.0K
▲ 18.4% YOY



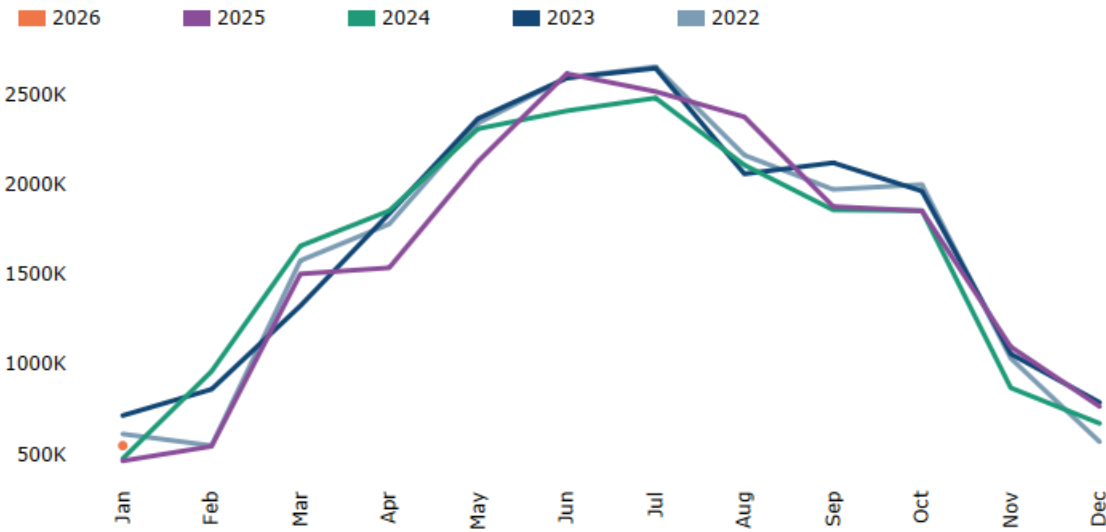
Monthly Visitation

January 2026
545.0K
▲ 18.4% YOY



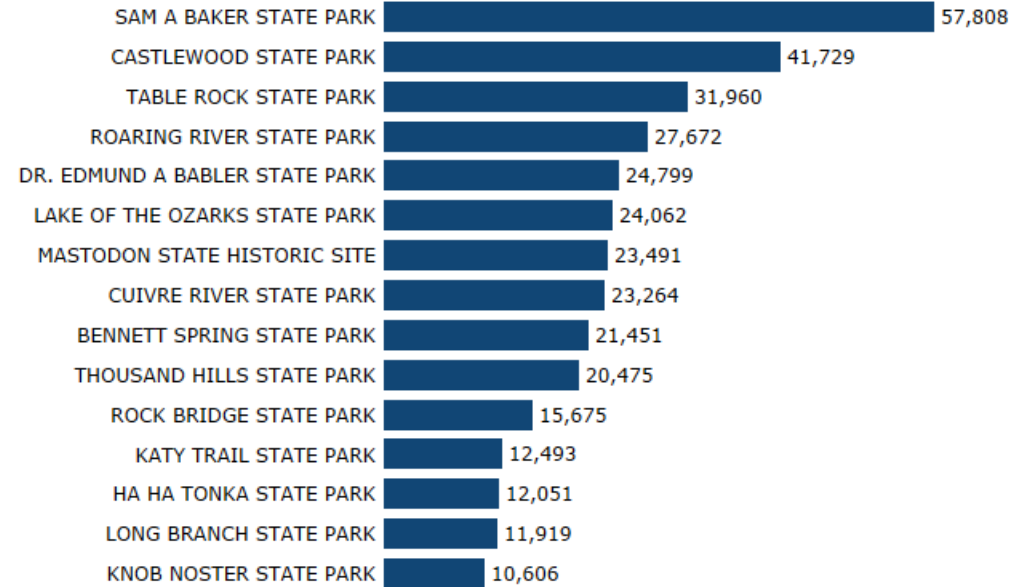
State Parks Visitors by Month

All Missouri State Parks



Note: Monthly state park data collection started in September 2019

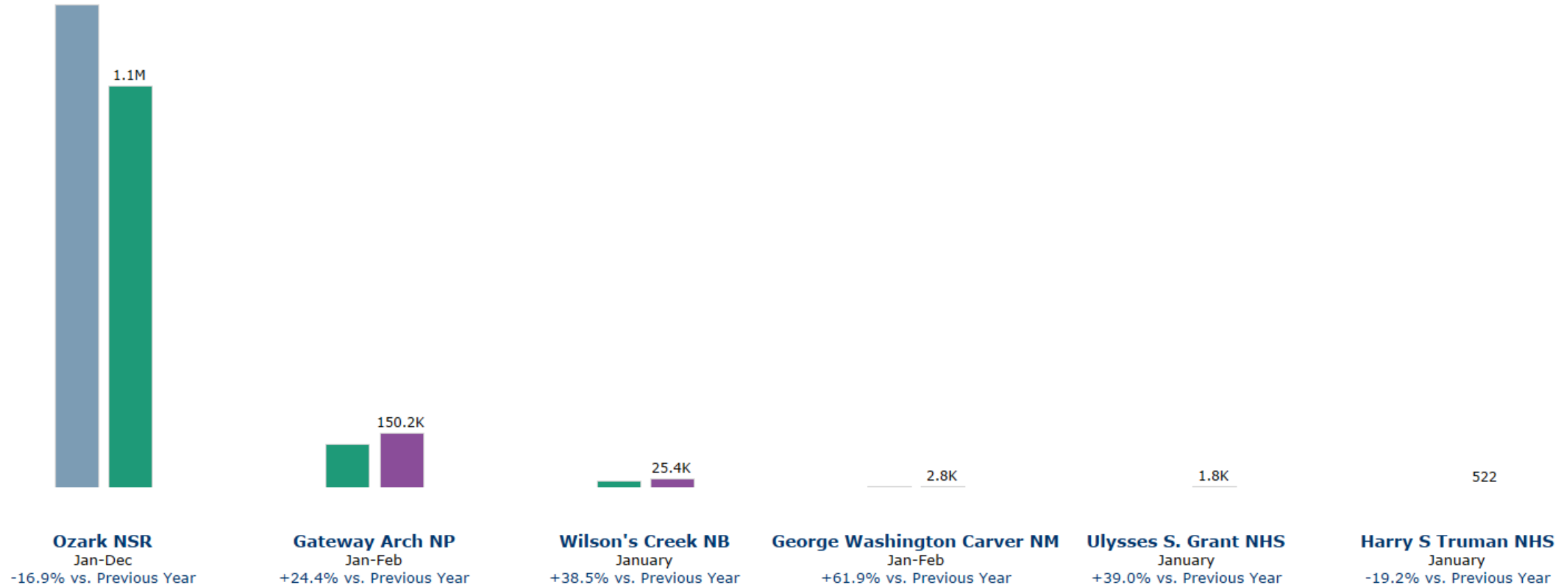
Most Visited Missouri State Parks in January 2026





Attendance by Park

2024 2025 2026



Airport Throughput by State

January 2026

Month: January 2026 | Primary State: Missouri | Comparison State 1: Illinois | Comparison State 2: Tennessee | Compare to: Previous Year | Report Type: Month



Missouri Throughput
January 2026 Month
881.0K

MOM: ##### | January 2026 YOY: ▲ 0.6% | January 2026 vs. 2019: ▲ 6.9% | Month vs. Previous Year: ▲ 0.6%

Competitive Set Throughput

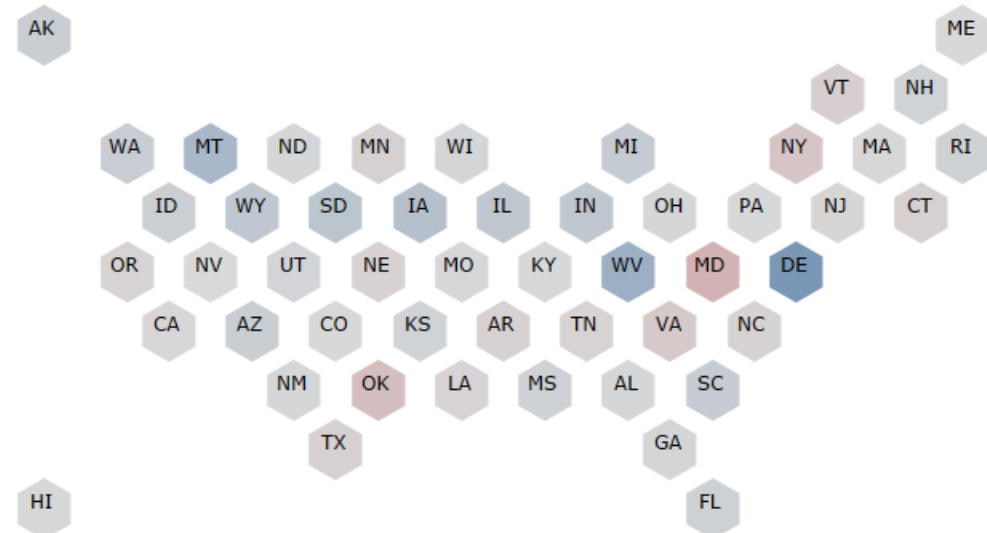
Last 6 months, vs the same months in 2025

	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26
Missouri	+1%	+2%	+5%	+0%	-2%	+1%
Illinois	+2%	+2%	+5%	+0%	+3%	+4%
Tennessee	+3%	+3%	+9%	+3%	+2%	-1%
USA	+1%	+1%	+4%	+0%	+0%	+0%

Throughput by State of Departure

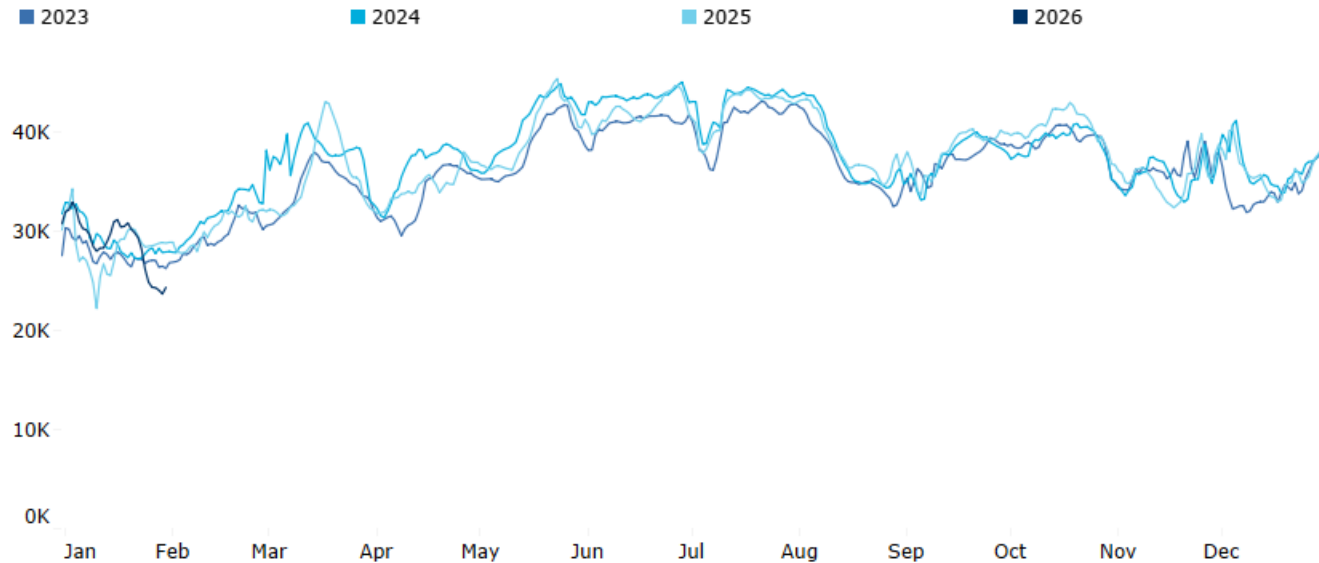
January 2026 Month vs the same time period in 2025 (Click to filter)

Throughput YOY
-50.0% +50.0%



Throughput: Missouri

7 day moving average trend



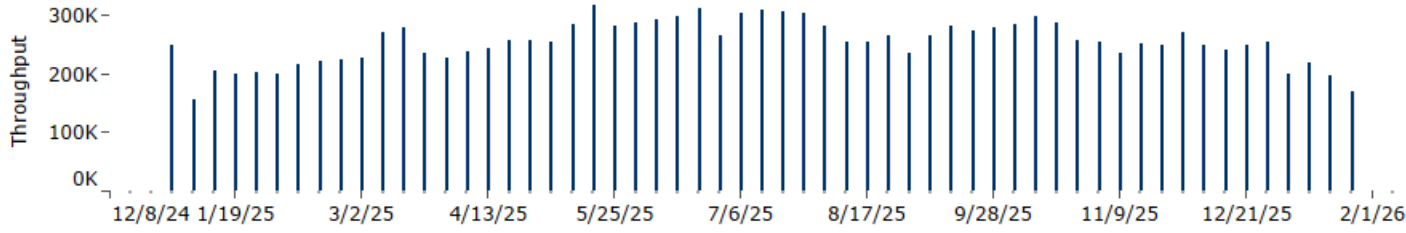
Missouri Throughput by Airport

January 2026

Month: January 2026 | 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 2025

	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26
All Airports	1%	2%	5%	0%	-2%	1%
St. Louis Lambert International	1%	3%	5%	2%	-2%	4%
Kansas City International	-2%	-1%	4%	-5%	-4%	-4%
Springfield-Branson National	12%	9%	15%	4%	4%	0%
Columbia Regional	6%	22%	44%	52%	63%	72%
Joplin Regional	16%	6%	13%	-4%	-6%	-13%
Cape Girardeau Regional	5%	23%	-13%	-11%	26%	40%
Waynesville-St Robert Regional Forney Field	13%	12%	14%	3%	0%	10%
Kirkville Regional	-12%	-22%	-15%	-10%	-8%	-16%

Map View of Airports

January 2026 Month, % change relative to 2025
 Click on airports to sort Throughput by Week chart

