

MISSOURI DIVISION OF TOURISM

JANUARY 2026 TRAVEL BAROMETER
(DATA AVAILABLE AS OF 2/10/26)

MISSOURI
enjoy the show

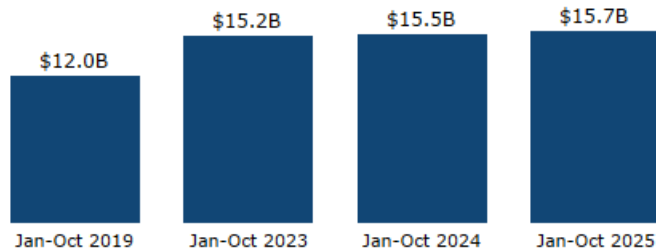




Calendar Year-to-Date

Tourism-Related Sales Revenue by Year

Calendar Year

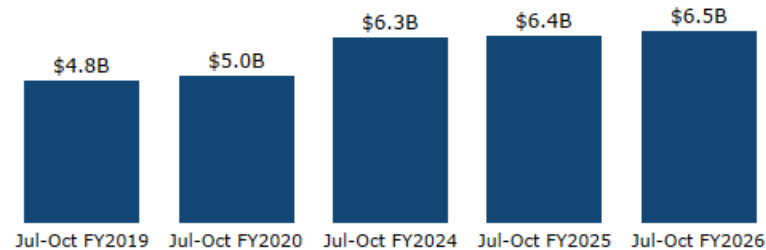


Jan-Oct 2025
Tourism-Related Sales Revenue
\$15.7B
▲ 1.4% vs. STLY

Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year

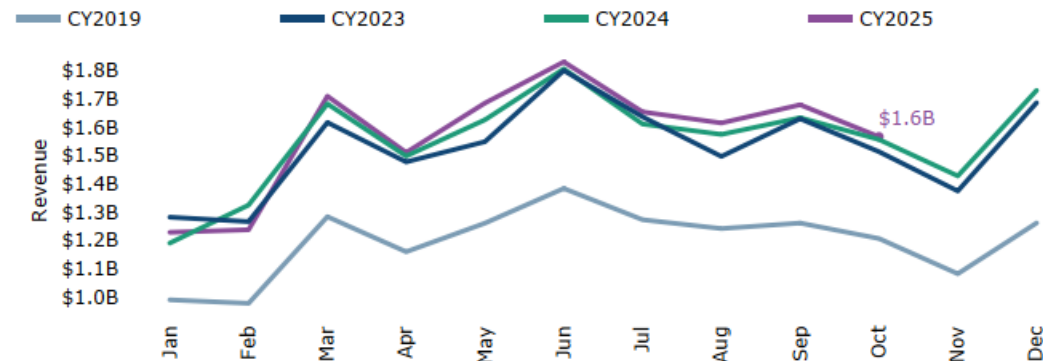
Fiscal Year



Jul-Oct FY2026
Tourism-Related Sales Revenue
\$6.5B
▲ 2.2% vs. STLY

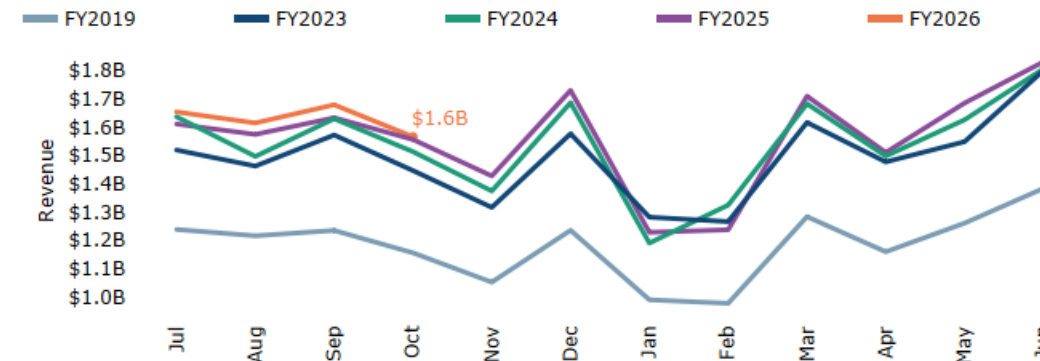
Tourism-Related Sales Revenue by Month

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

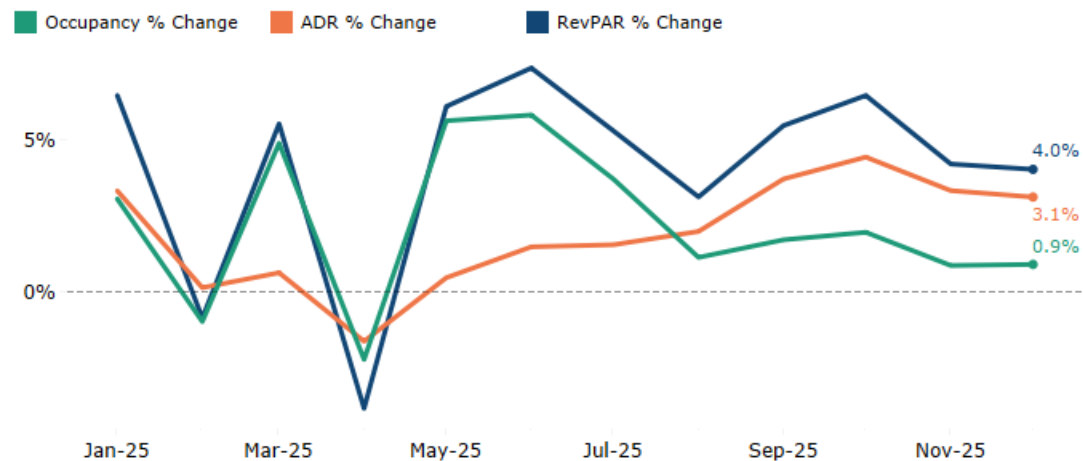
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Dec 2025	46.6%	\$118	\$55	3.3M	1.6M	\$182.6M
Change vs. Previous Year	▲ 0.9%	▲ 3.1%	▲ 4.0%	▼ 0.8%	▲ 0.1%	▲ 3.3%
Year-to-Date	57.6%	\$124	\$71	39.3M	22.6M	\$2.8B
Change vs. Previous Year	▲ 2.3%	▲ 1.9%	▲ 4.2%	▼ 0.2%	▲ 2.1%	▲ 4.0%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Dec 2025	32.1%	\$281	\$90
Change vs. Previous Year	▼ 12.3%	▲ 8.7%	▼ 4.7%
Year-to-Date	38.7%	\$274	\$106
Change vs. Previous Year	▼ 3.3%	▲ 7.2%	▲ 3.8%

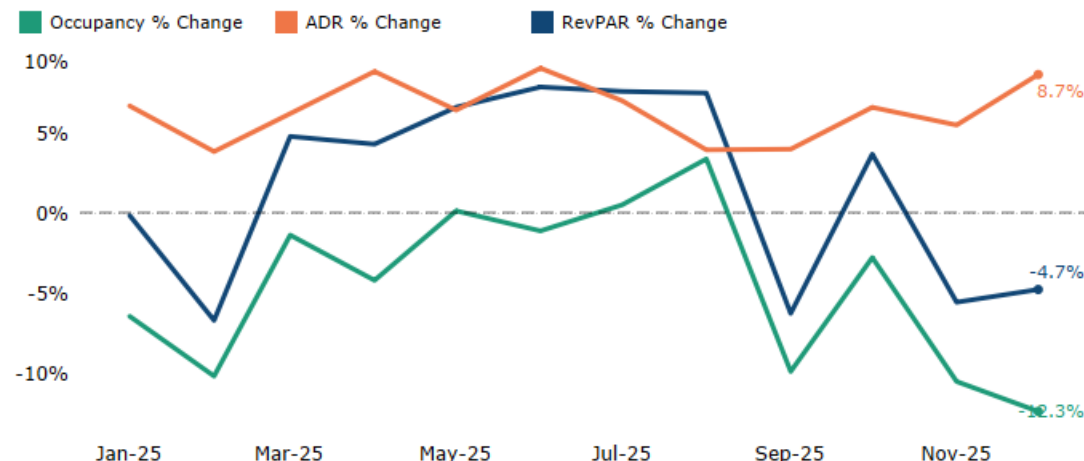
STR Monthly Lodging Trends

% 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

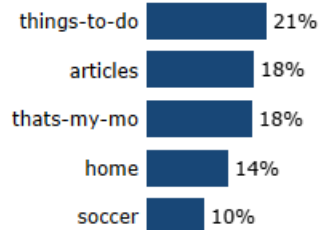


Calendar Year-to-Date

Jan 2026 Visits
117.4K
▲ 2.6% YOY



Top Content

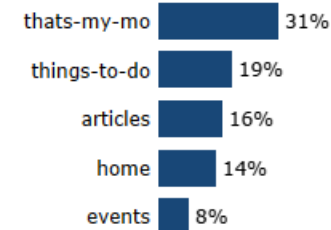


Fiscal Year-to-Date

Jul-Jan FY2026 Visits
1.0M
▼ -29.7% YOY

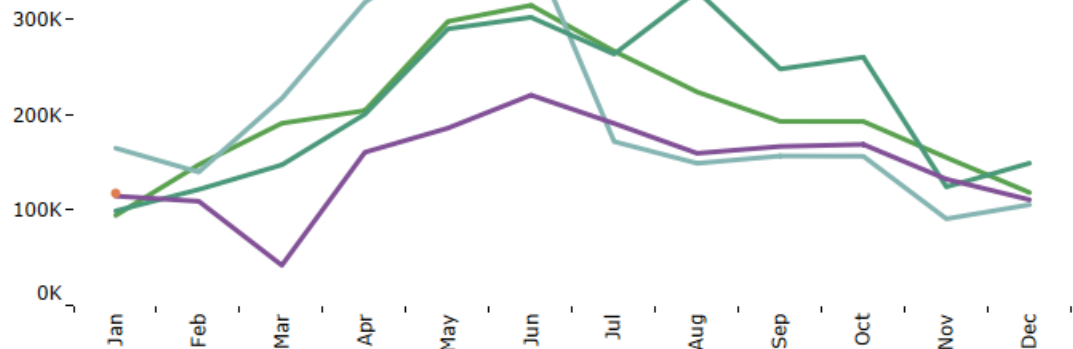


Top Content



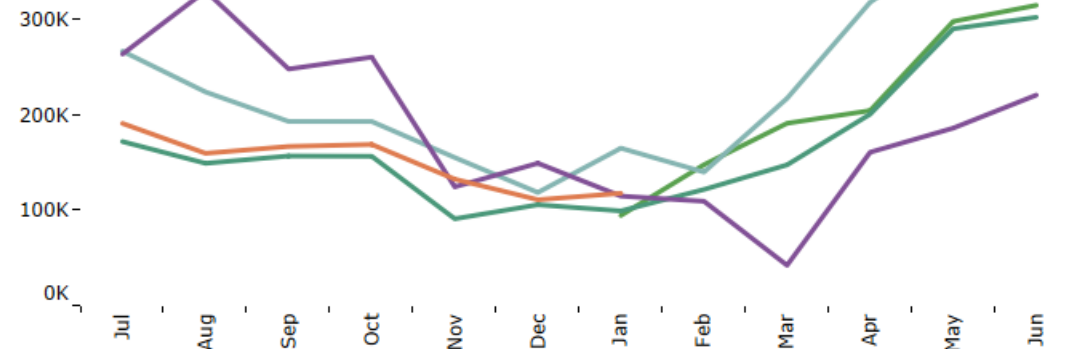
Calendar Year Visits to VisitMO.com by Month

■ CY 2022 ■ CY 2023 ■ CY 2024 ■ CY 2025 ■ CY 2026



Fiscal Year Visits to VisitMO.com by Month

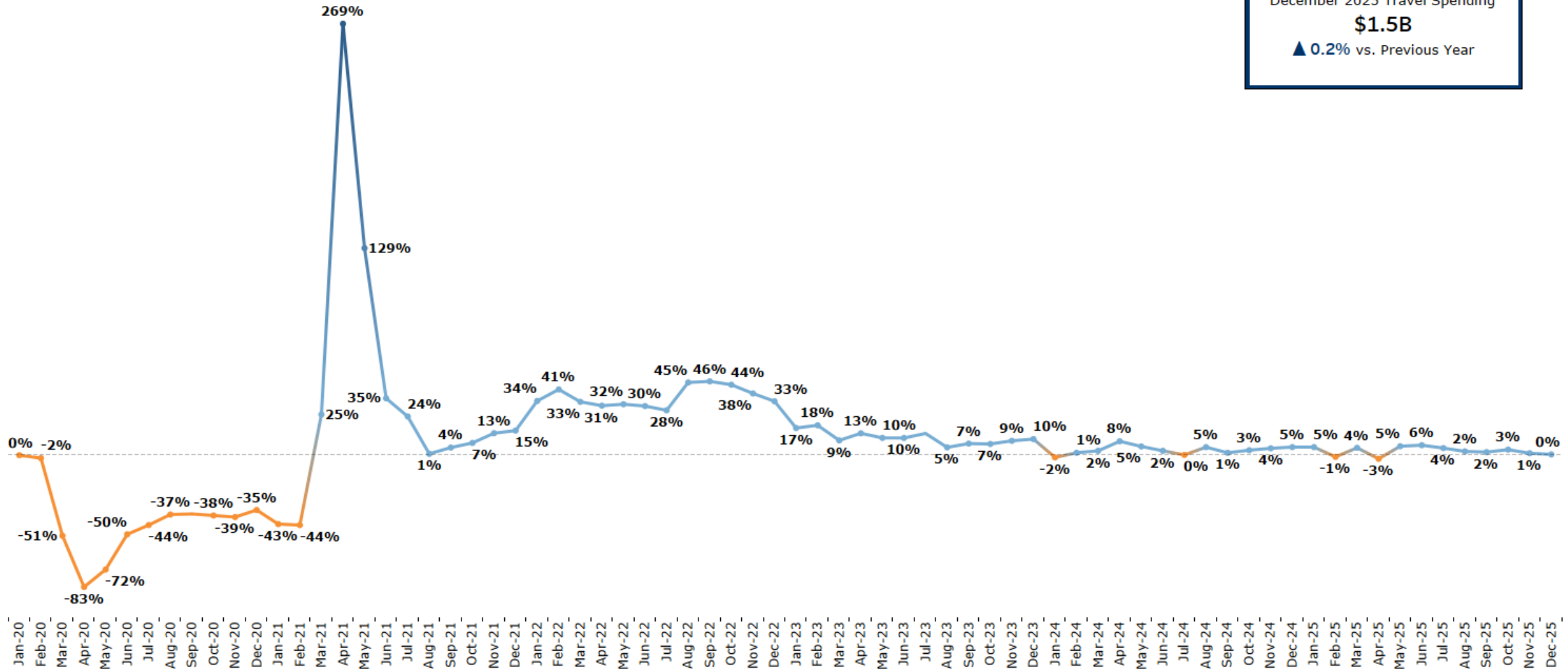
■ FY 2022 ■ FY 2023 ■ FY 2024 ■ FY 2025 ■ FY 2026





Travel Spending in Missouri

% Change from the same month in Previous Year



December 2025 Travel Spending
\$1.5B
 ▲ 0.2% vs. Previous Year



Travel Guide Fulfillment

Jan 2026
2.9K

▼ -9.2% vs. STLY

Jan 2026
2.9K

▼ -9.2% vs. STLY

Welcome Center Visits

Jan 2026
12.5K

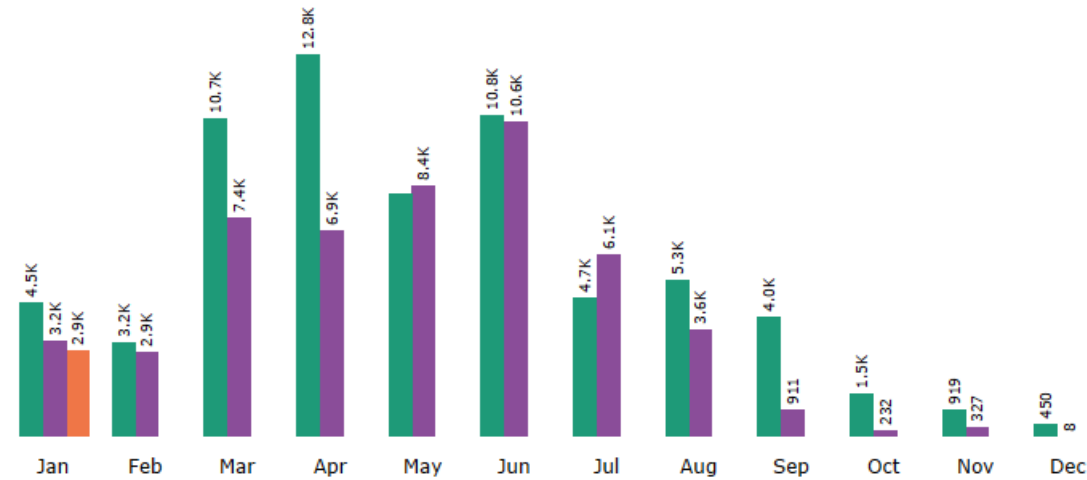
▲ 7.6% vs. STLY

Jan 2026
12.5K

▲ 7.6% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

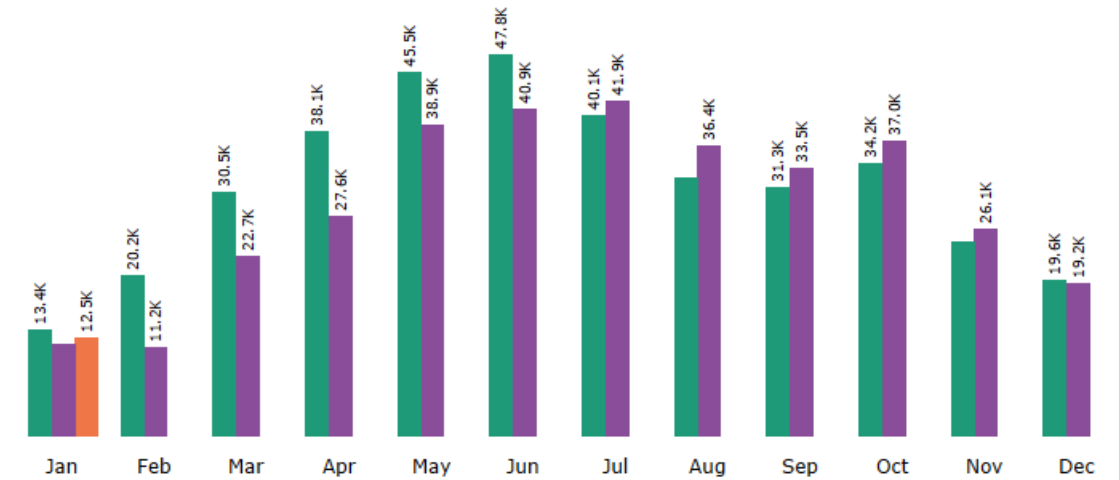
2024 2025 2026



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.

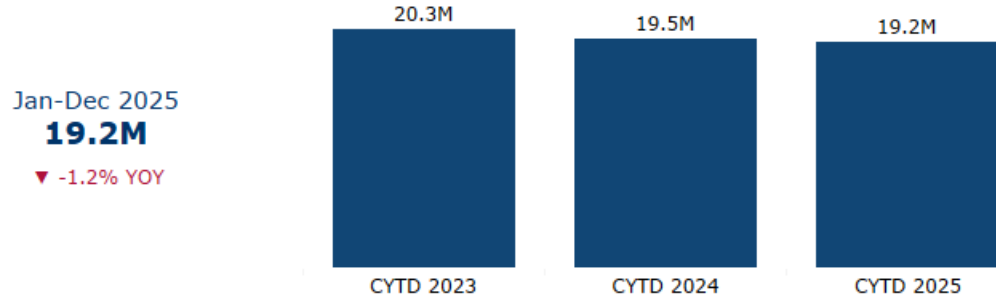
Welcome Center Visits by Month

2024 2025 2026

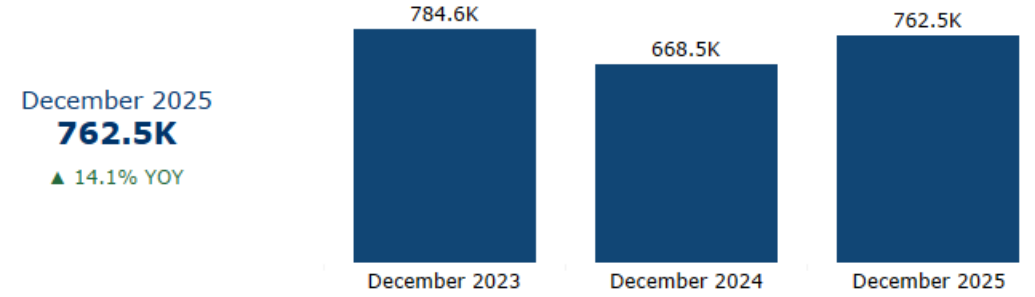




Calendar Year-to-Date Visitation

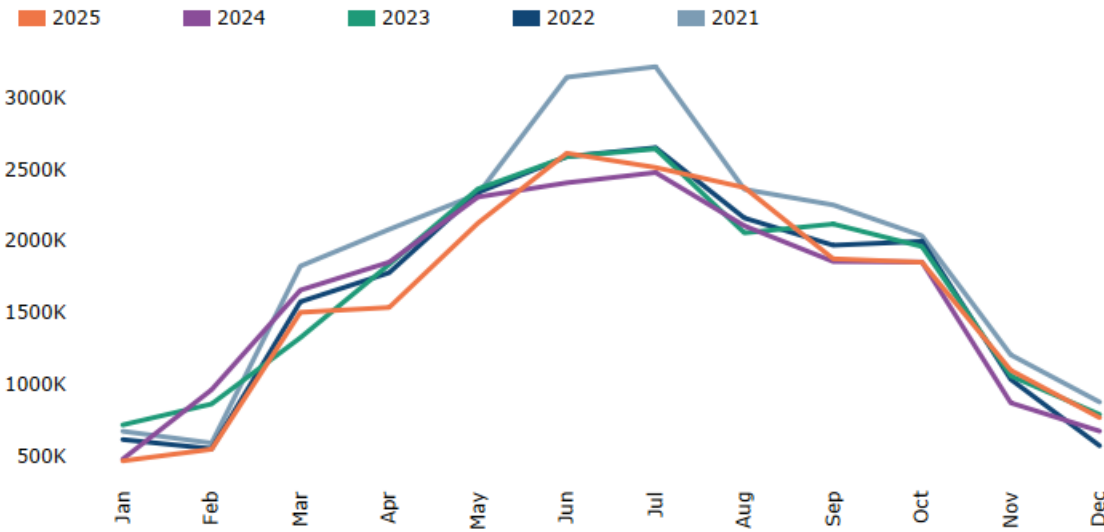


Monthly Visitation



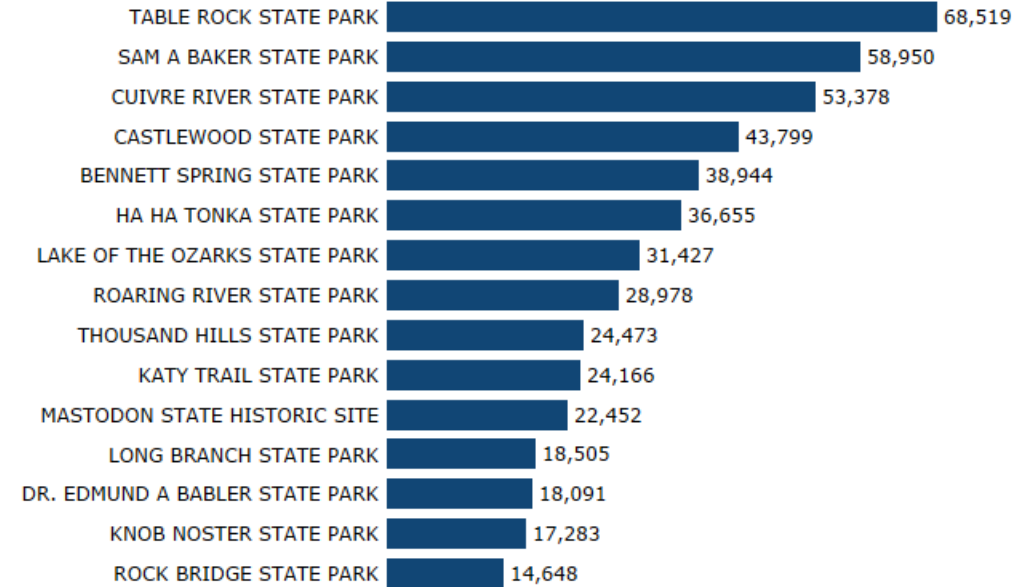
State Parks Visitors by Month

All Missouri State Parks



Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in December 2025

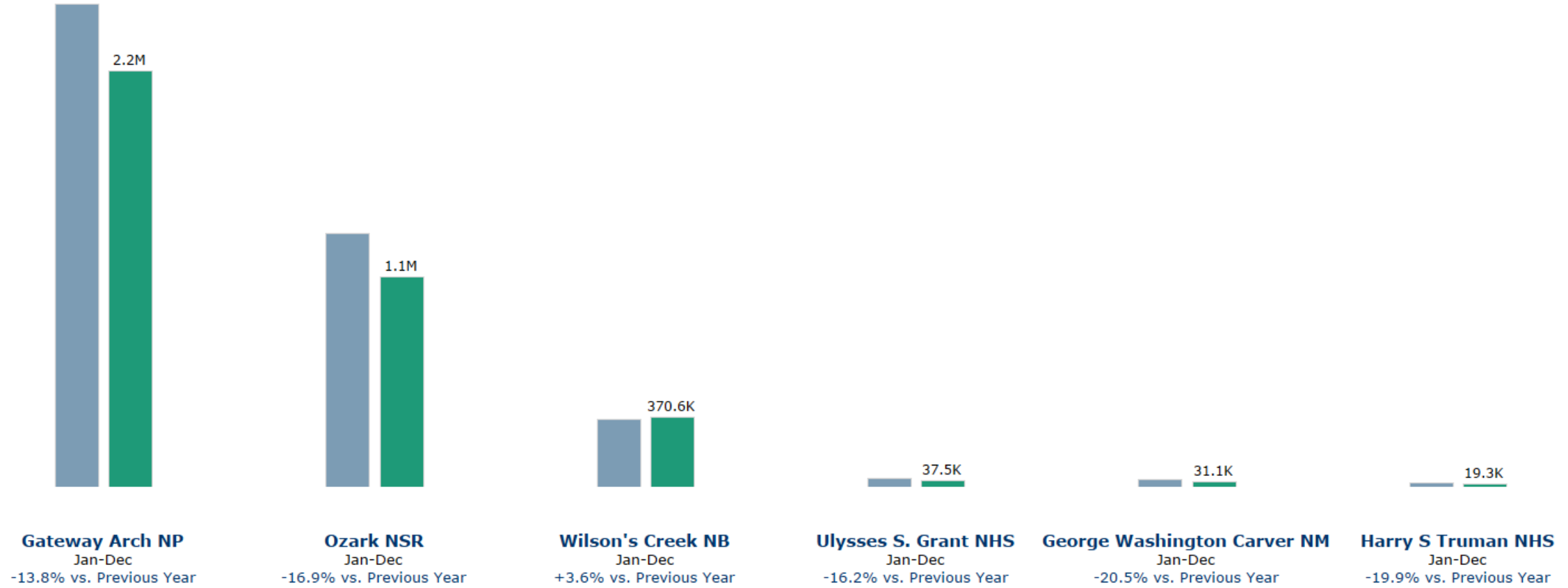




Attendance by Park

2024

2025



Airport Throughput by State

December 2025

Month: December 2025 | Primary State: Missouri | Comparison State 1: Illinois | Comparison State 2: Tennessee | Compare to: Previous Year | Report Type: Month



Missouri Throughput
December 2025 Month
1.1M

MOM: ▲ 1.1% | December 2025 YOY: ▼ -2.1% | December 2025 vs. 2019: ▲ 2.0% | Month vs. Previous Year: ▼ -2.1%

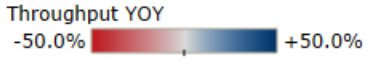
Competitive Set Throughput

Last 6 months, vs the same months in 2024

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

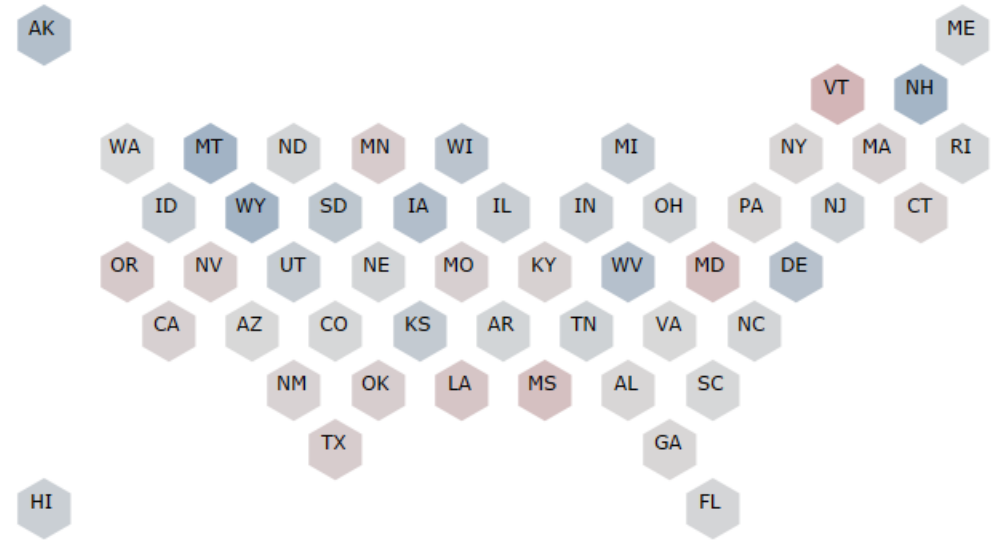
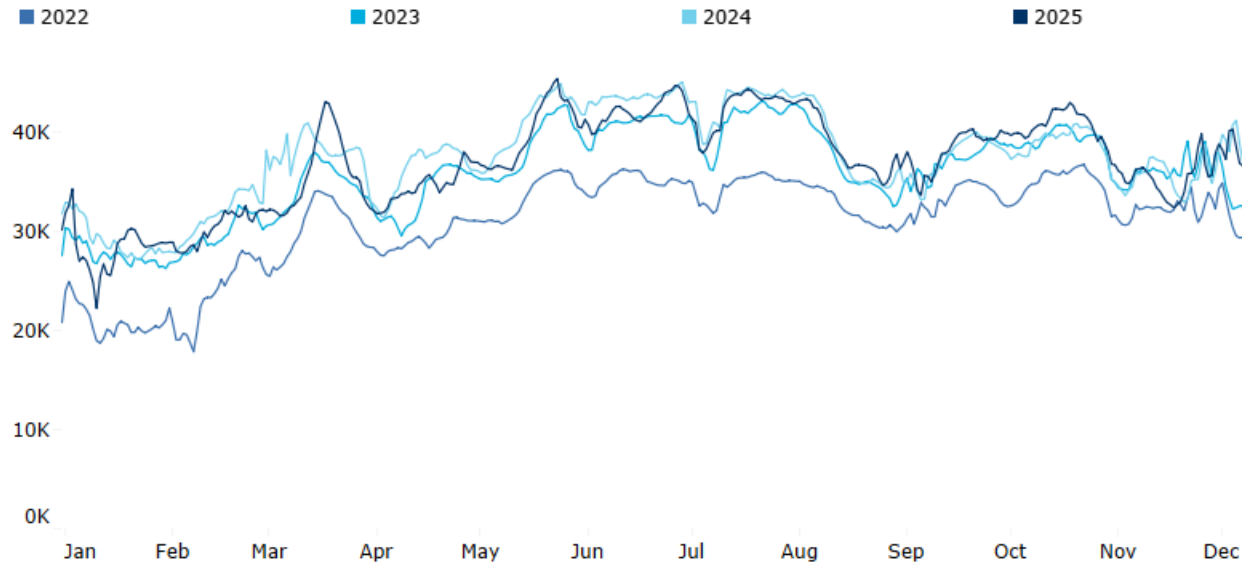
Throughput by State of Departure

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



Throughput: Missouri

7 day moving average trend



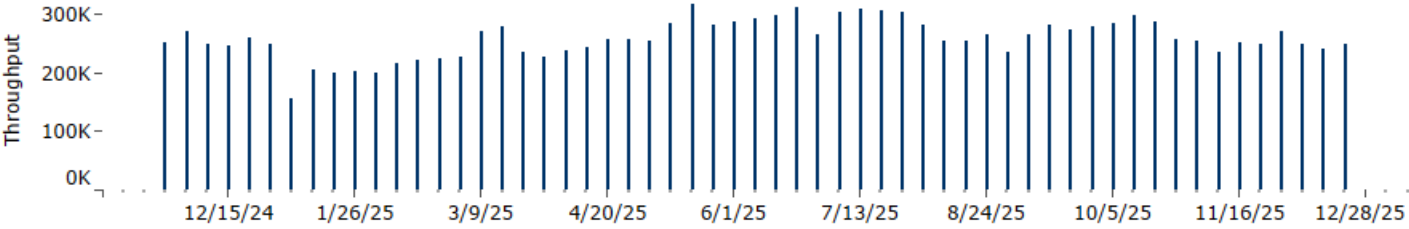
Missouri Throughput by Airport

December 2025

Month: December 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

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
All Airports	-1%	1%	2%	5%	0%	-2%
St. Louis Lambert International	0%	1%	3%	5%	2%	-2%
Kansas City International	-3%	-2%	-1%	4%	-5%	-4%
Springfield-Branson National	13%	13%	9%	15%	4%	4%
Columbia Regional	11%	6%	22%	44%	52%	63%
Joplin Regional	30%	15%	6%	13%	-4%	-6%
Cape Girardeau Regional	18%	5%	23%	-13%	-11%	26%
Waynesville-St Robert Regional Forney Field	7%	18%	12%	14%	3%	0%
Kirkville Regional	-13%	-13%	-22%	-15%	-10%	-8%
Branson Airport	-100%					

Map View of Airports

December 2025 Month, % change relative to 2024

Click on airports to sort Throughput by Week chart

