

MISSOURI DIVISION OF TOURISM

APRIL 2026 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 5/11/2026)



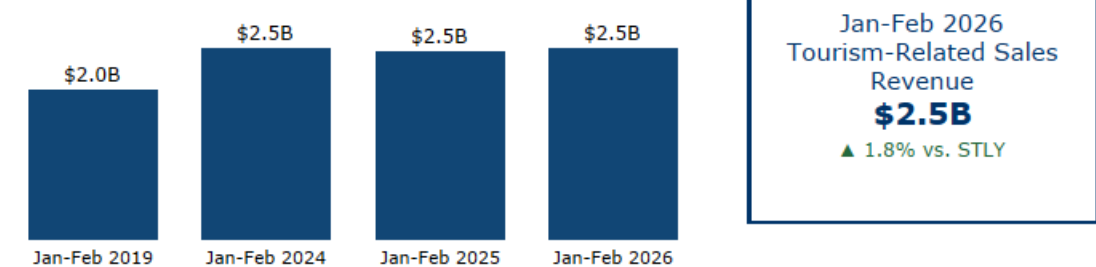


Calendar Year-to-Date

Fiscal Year-to-Date

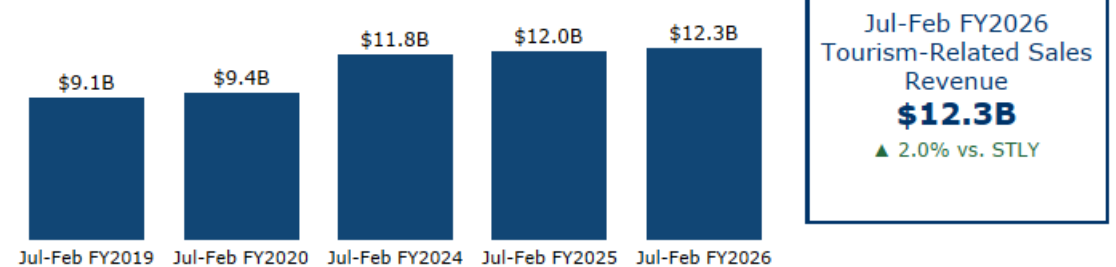
Tourism-Related Sales Revenue by Year

Calendar Year



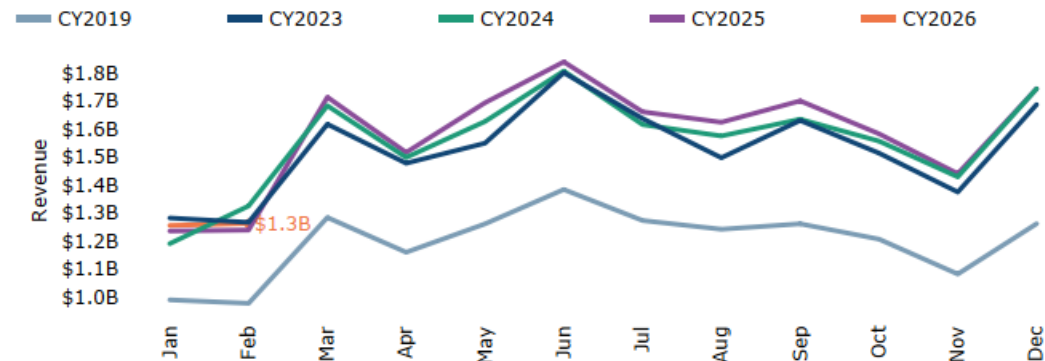
Tourism-Related Sales Revenue by Year

Fiscal Year



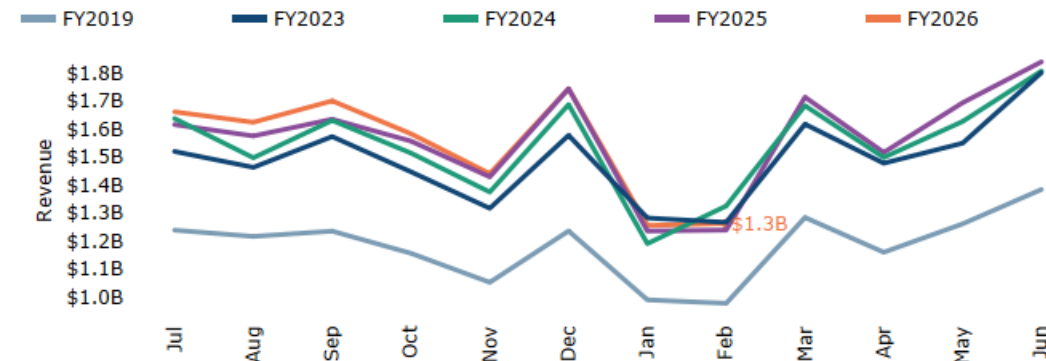
Tourism-Related Sales Revenue by Month

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

Hotel Performance

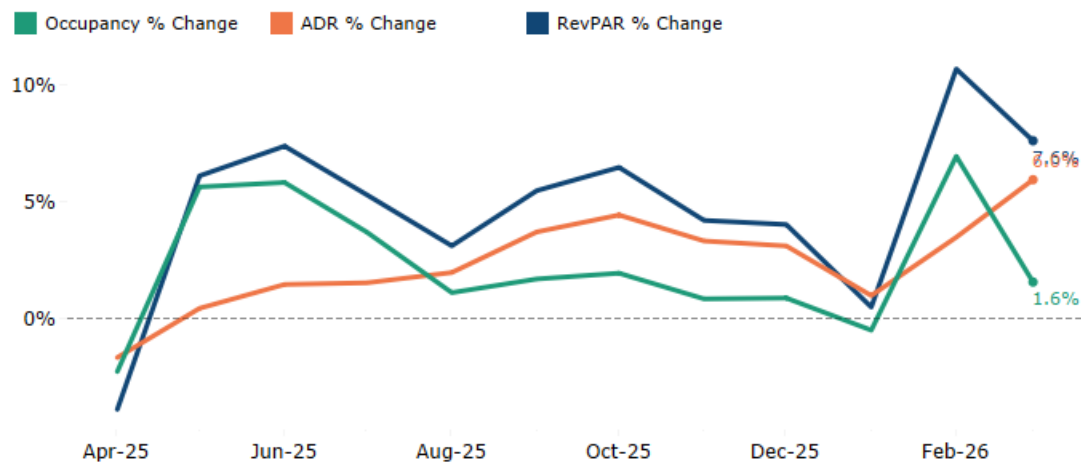
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Mar 2026	61.4%	\$128	\$79	3.3M	2.0M	\$260.9M
Change vs. Previous Year	▲ 1.6%	▲ 6.0%	▲ 7.6%	▼ 0.7%	▲ 0.8%	▲ 6.9%
Year-to-Date	50.9%	\$120	\$61	9.5M	4.8M	\$581.7M
Change vs. Previous Year	▲ 2.6%	▲ 4.0%	▲ 6.7%	▼ 0.9%	▲ 1.7%	▲ 5.7%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Mar 2026	35.0%	\$234	\$82
Change vs. Previous Year	▼ 8.3%	▲ 1.3%	▼ 7.1%
Year-to-Date	23.9%	\$216	\$52
Change vs. Previous Year	▼ 10.3%	▲ 3.3%	▼ 7.3%

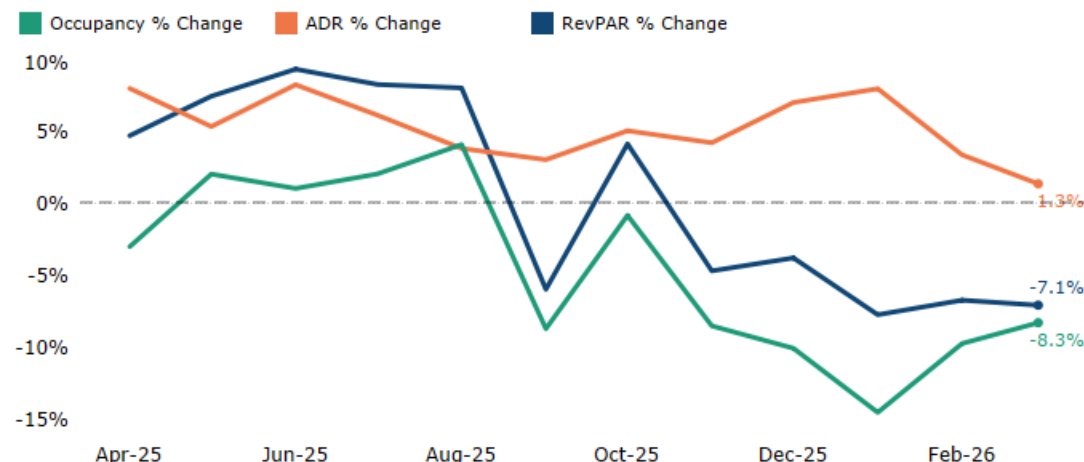
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



Source: STR
 Reproduction 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

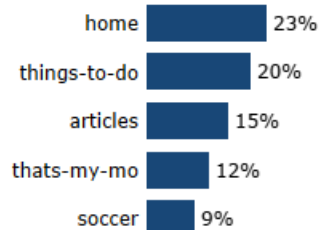


Calendar Year-to-Date

Jan-Apr 2026 Visits
571.9K
▲ 34.2% YOY

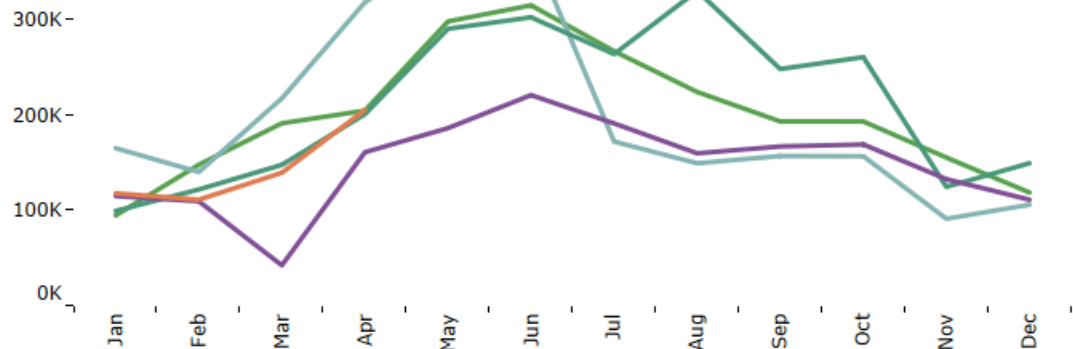


Top Content



Calendar Year Visits to VisitMO.com by Month

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

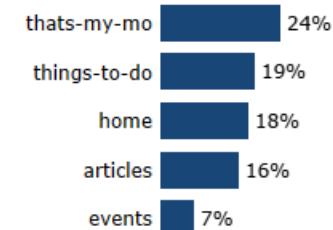


Fiscal Year-to-Date

Jul-Apr FY2026 Visits
1.5M
▼ -16.7% YOY

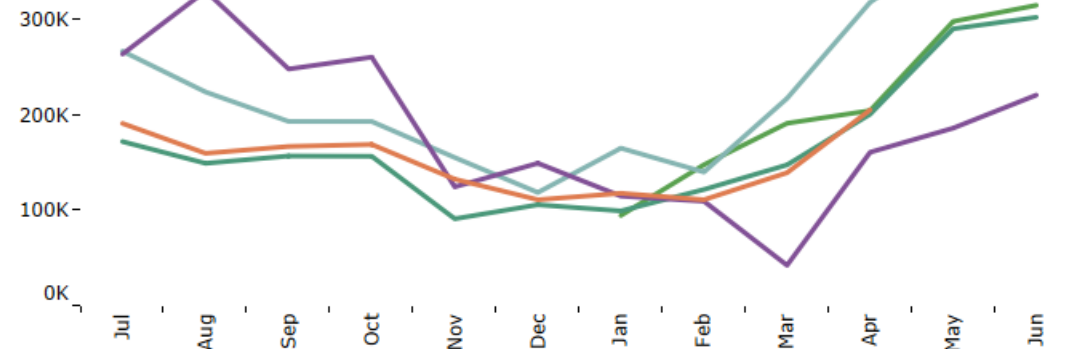


Top Content



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

March 2026 Travel Spending
\$1.4B
 ▲ 5.2% vs. Previous Year





Travel Guide Fulfillment

Apr 2026
6.5K

▼ -5.3% vs. STLY

Jan-Apr 2026
19.8K

▼ -2.6% vs. STLY

Welcome Center Visits

Apr 2026
30.5K

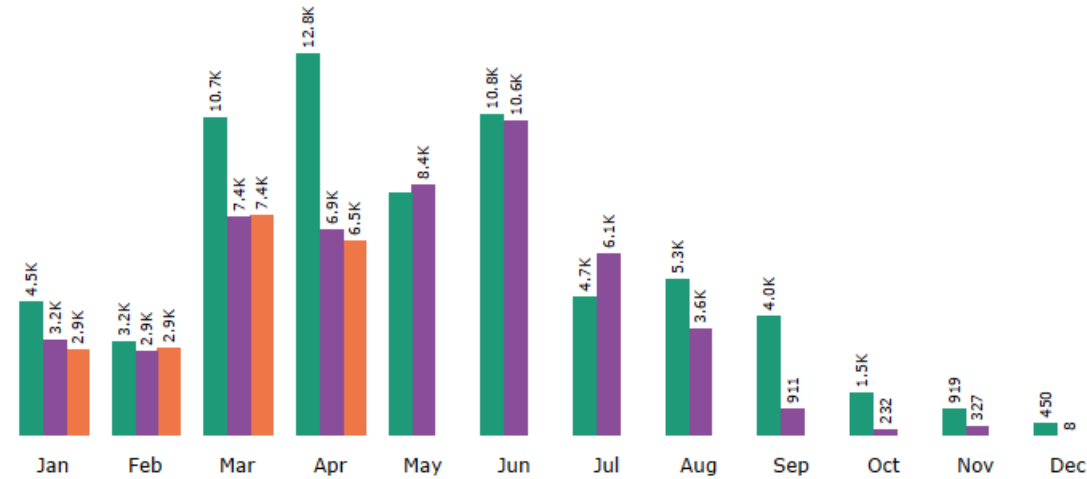
▲ 10.7% vs. STLY

Jan-Apr 2026
80.9K

▲ 10.9% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

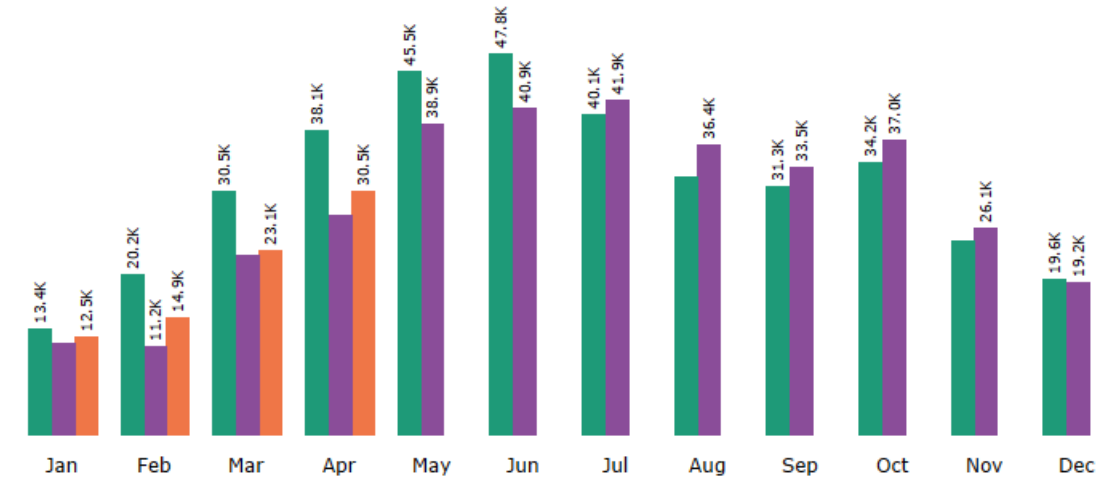
2024 2025 2026



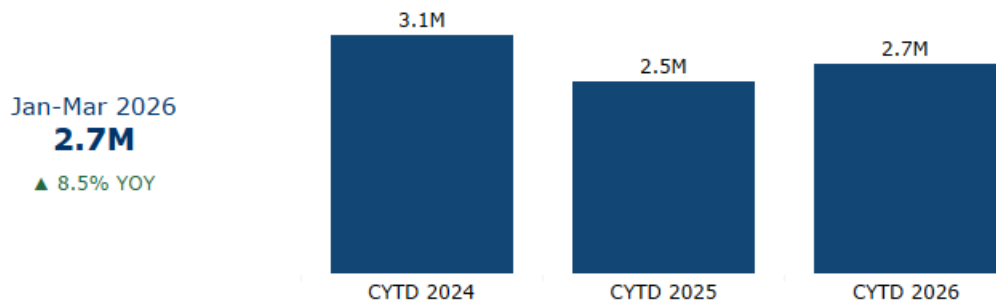
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits by Month

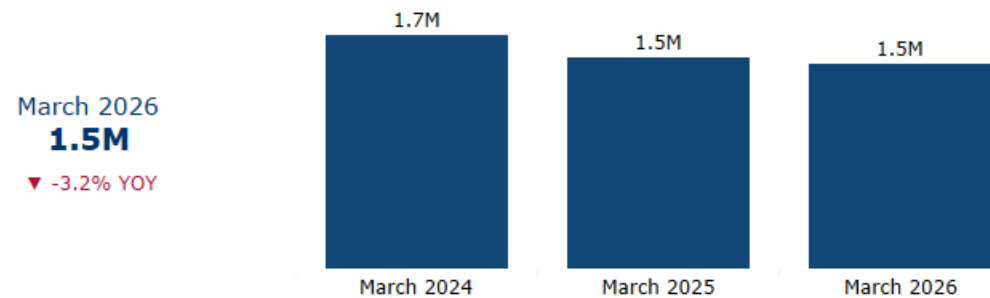
2024 2025 2026



Calendar Year-to-Date Visitation

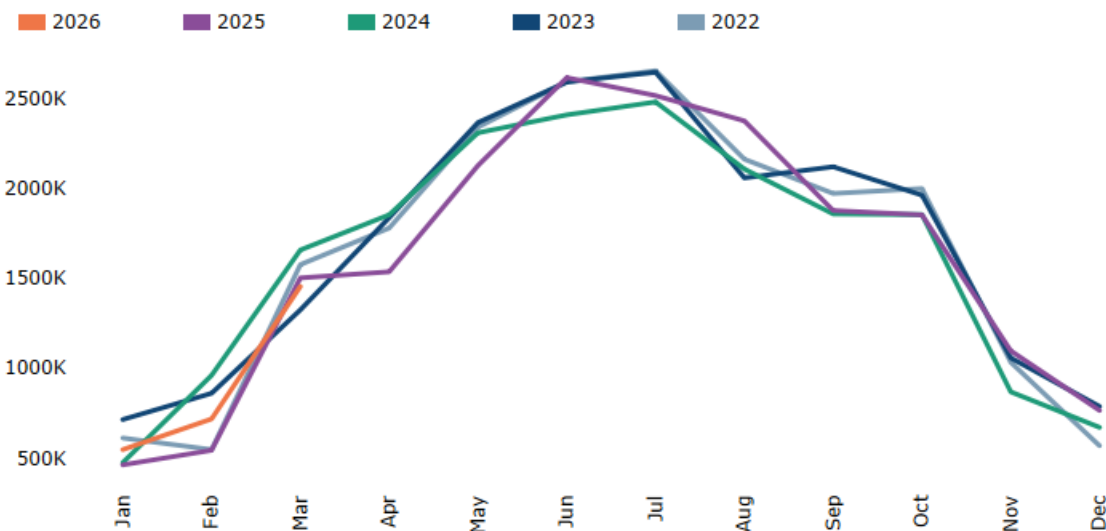


Monthly Visitation



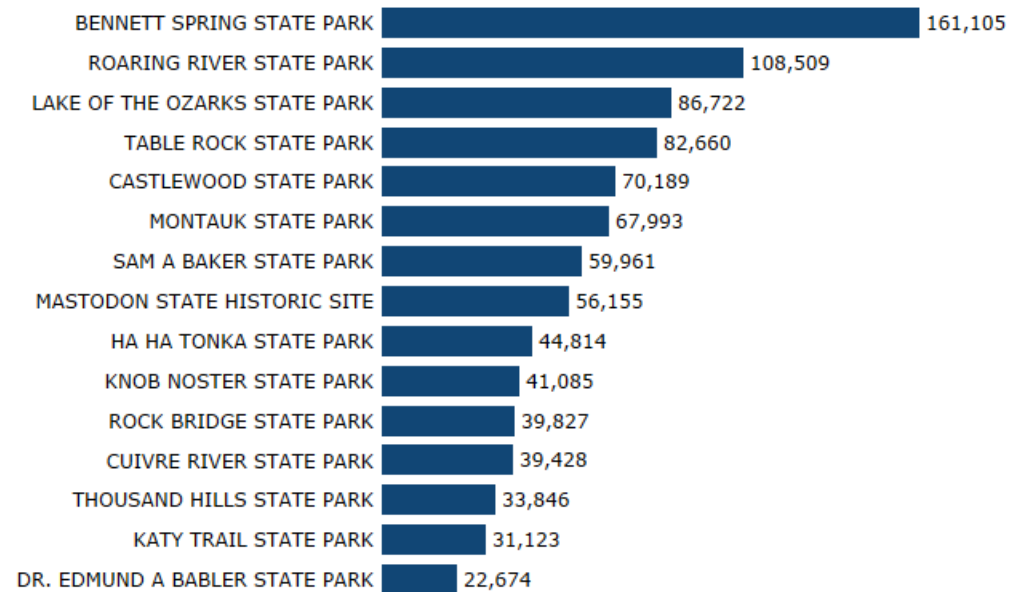
State Parks Visitors by Month

All Missouri State Parks



Note: Monthly state park data collection started in September 2019

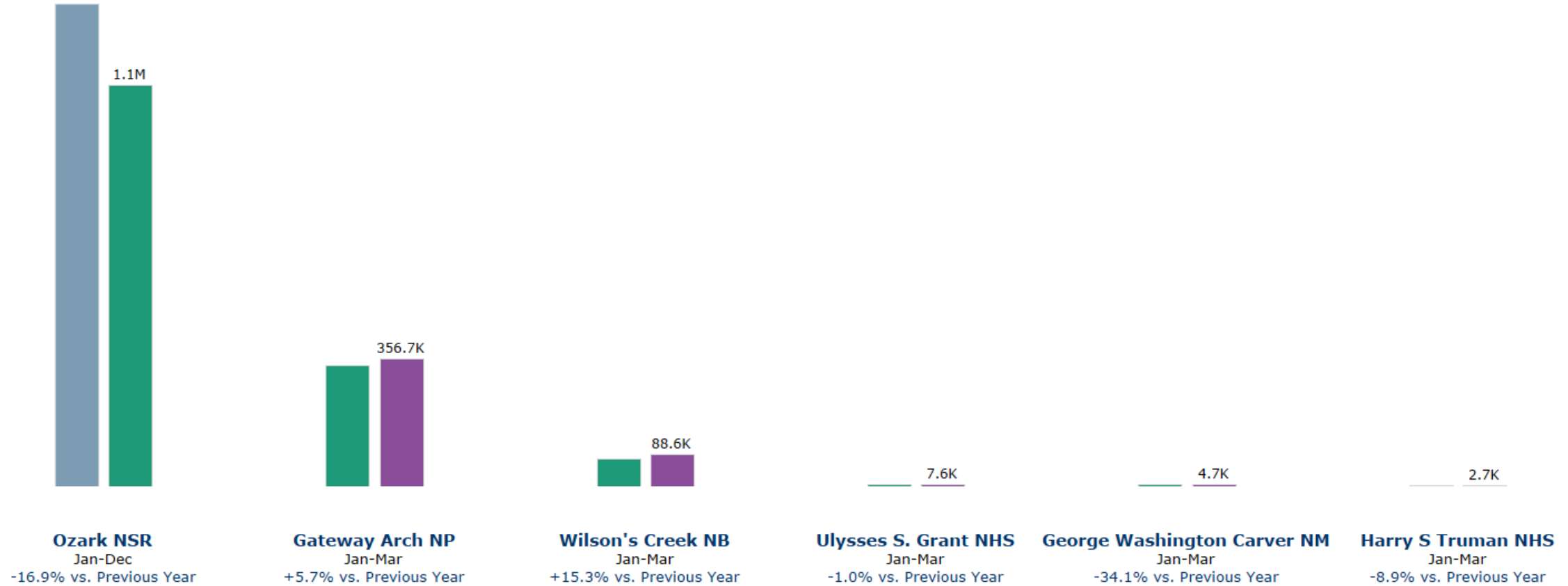
Most Visited Missouri State Parks in March 2026





Attendance by Park

2024 2025 2026



Airport Throughput by State

March 2026

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



Missouri Throughput
March 2026 Month
1.1M

MOM: ▲ 12.5% | March 2026 YOY: ▲ 2.4% | March 2026 vs. 2019: ▲ 2.0% | Month vs. Previous Year: ▲ 2.4%

Competitive Set Throughput

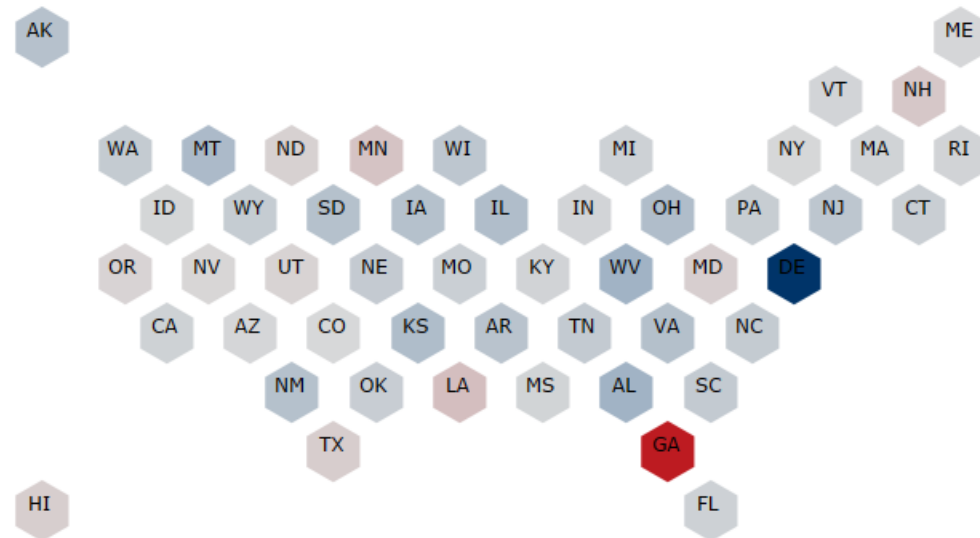
Last 6 months, vs the same months in 2025

	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Missouri	+5%	+0%	-2%	+1%	+6%	+2%
Illinois	+5%	+0%	+3%	+4%	+6%	+6%
Tennessee	+8%	+3%	+2%	-1%	+5%	+3%
USA	+3%	+0%	+0%	+0%	+3%	+2%

Throughput by State of Departure

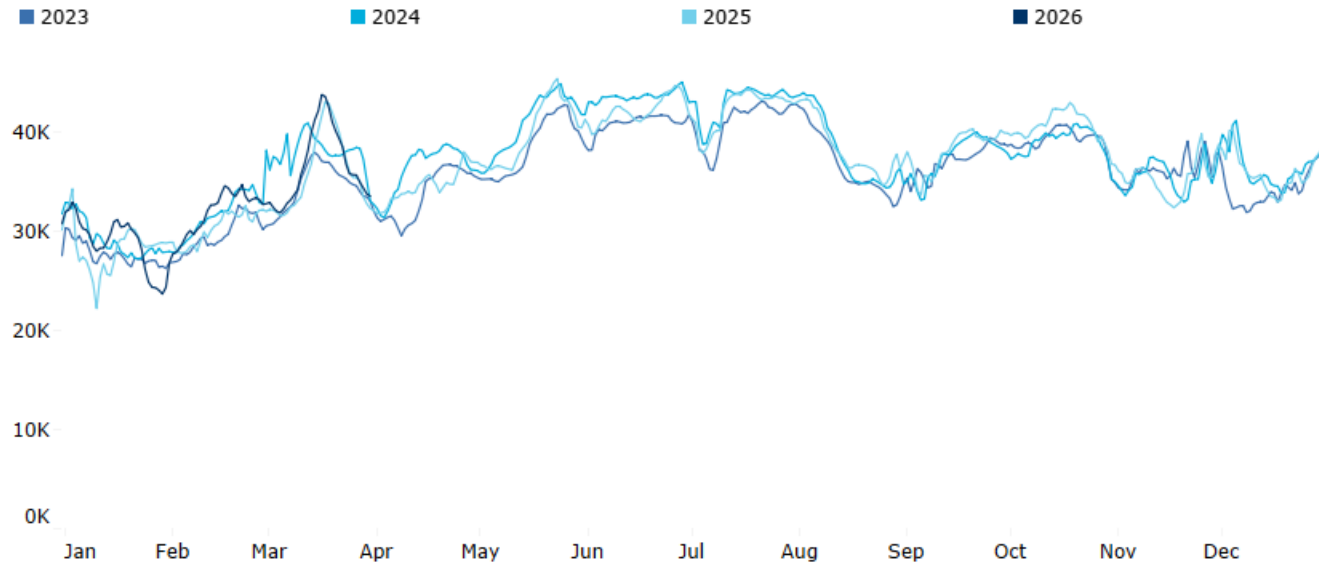
March 2026 Month vs the same time period in 2025 (Click to filter)

Throughput YOY
-50.0% +50.0%



Throughput: Missouri

7 day moving average trend



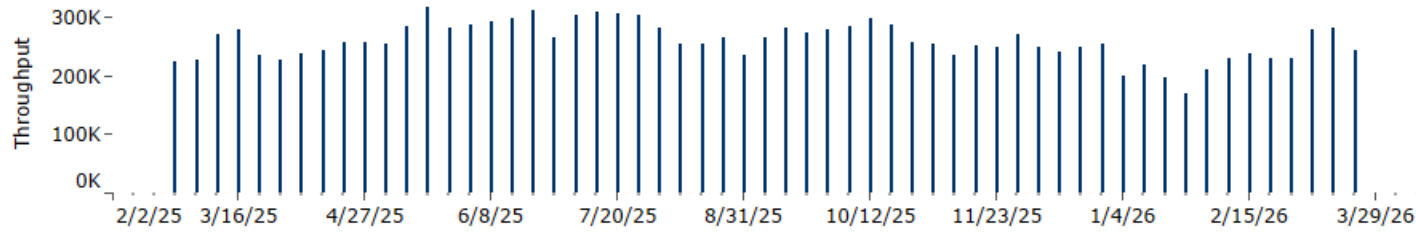
Missouri Throughput by Airport

March 2026

Month: March 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

	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
All Airports	5%	0%	-2%	1%	6%	2%
St. Louis Lambert International	4%	2%	-2%	4%	6%	3%
Kansas City International	3%	-5%	-4%	-4%	4%	0%
Springfield-Branson National	15%	4%	4%	0%	7%	-2%
Columbia Regional	44%	52%	63%	72%	92%	73%
Joplin Regional	13%	-4%	-6%	-13%	3%	1%
Cape Girardeau Regional	-13%	-11%	26%	40%	65%	49%
Waynesville-St Robert Regional Forney Field	15%	3%	0%	10%	66%	25%
Kirkville Regional	-14%	-10%	-8%	-16%	3%	3%

Map View of Airports

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

