

FY2025

Economic Impact of Visitors to Missouri



CONTENTS

Introduction

Key Findings

Results in Context

Visitor Volume and Spending

Economic Impact Methodology

Economic Impact

Appendix



Introduction

Visitors are integral to the Missouri economy, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services.

Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of the Missouri visitor economy, Tourism Economics developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, and taxes. At a high level, our approach includes the following stages:

- Compilation of visitor statistics
- Compilation of industry data
- Compilation of government data
- Analysis of visitor spending by category
- Economic impact modeling

KEY FINDINGS



Key Findings

Visitors Generate Significant Economic Impact

In FY2025, **43.2 million visitors** spent **\$12.9 billion** in the Missouri economy, generating a total economic impact of **\$21.4 billion**.



43.2M VISITORS TO MISSOURI



\$12.9B VISITOR SPENDING



\$21.4B TOTAL ECONOMIC IMPACT



146,382 TOTAL JOBS SUPPORTED



\$1.7B STATE AND LOCAL TAXES



Results in Context

The visitor economy is an economic pillar in Missouri. In FY2025, visitor spending supported one-in-27 jobs in the state. In addition:



\$12.9B VISITOR SPENDING

Visitors spent \$35.2 million per day in Missouri, on average.



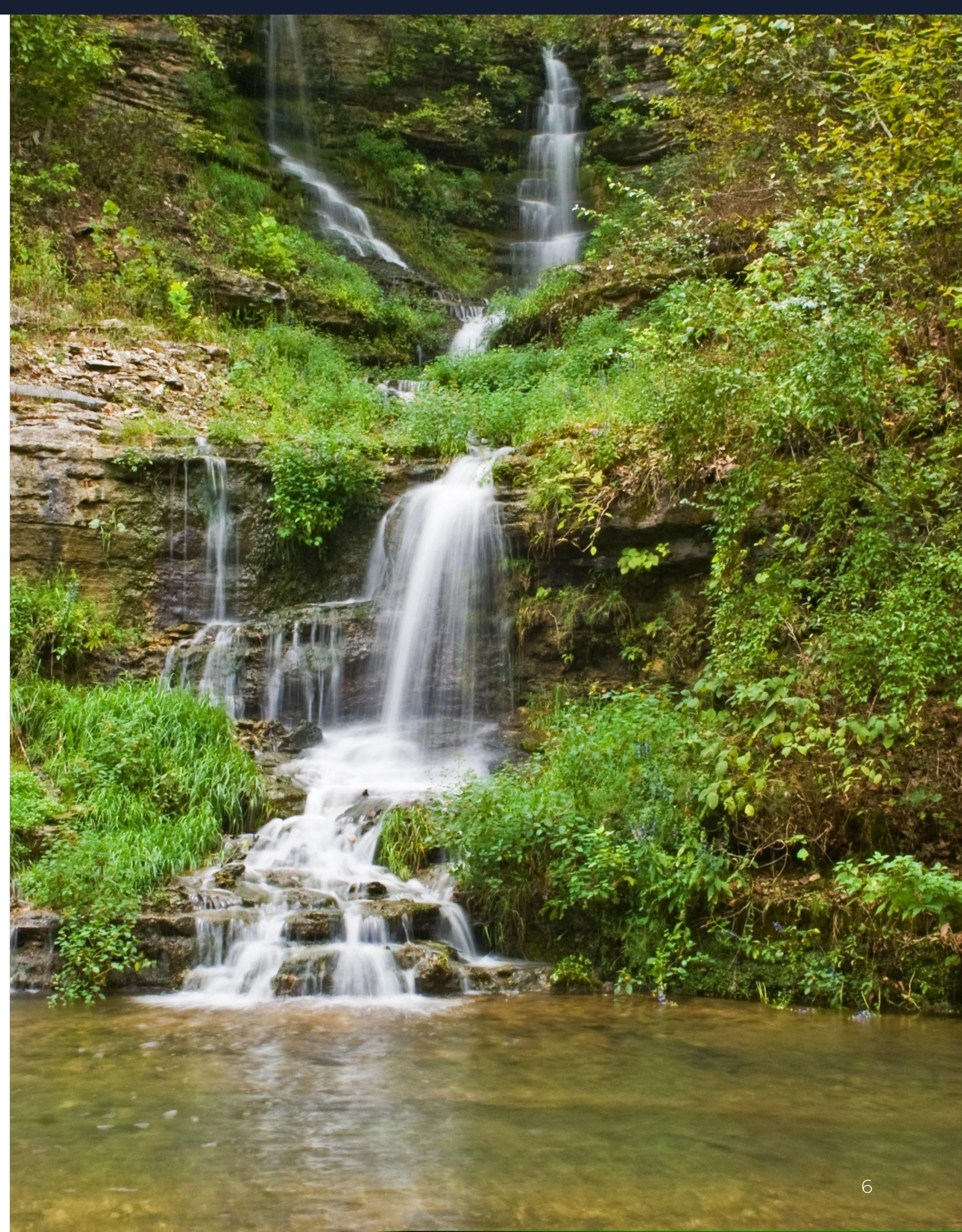
146,382 JOBS

The number of jobs sustained by tourism is enough to fill Arrowhead Stadium to capacity nearly twice over.



\$1.7B STATE & LOCAL TAXES

State and local taxes generated by the visitor economy offset resident taxes by \$671 per household.



Visitor Economy Trends

Key indicators suggest that Missouri visitor activity continued to normalize in FY2025, as the fading effects of pandemic recovery and the drag from persistently high inflation on consumer behavior contributed to a broad moderation in growth.

According to STR, lodging revenue grew 2.5% in FY2025, a modest increase from the prior year and consistent with pre-pandemic performance, signaling a cooling trend after several years of strong post-pandemic gains. With room revenue more than 20% above FY2019 levels, the state's lodging sector has settled into a steadier pace as rebound effects have faded.

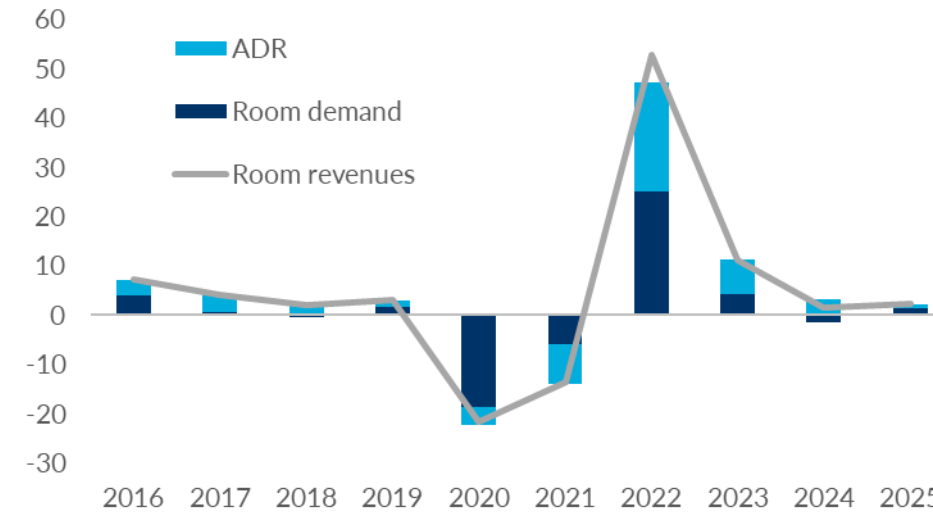
Similar to revenues, growth in room demand picked up in FY2025 following a downshift in the previous year. Additionally, growth in lodging sales tax collections indicates that overnight demand held up steadily in FY2025 despite several years of elevated inflation weighing on consumer budgets.

Following three years of strong growth, domestic passenger counts at both the Kansas City and St. Louis airports fell modestly in FY2025, declining a combined 1.4% year-over-year. Following this pullback, domestic arrivals measured a combined 2.5% below FY2019 levels.



Missouri Hotel Performance

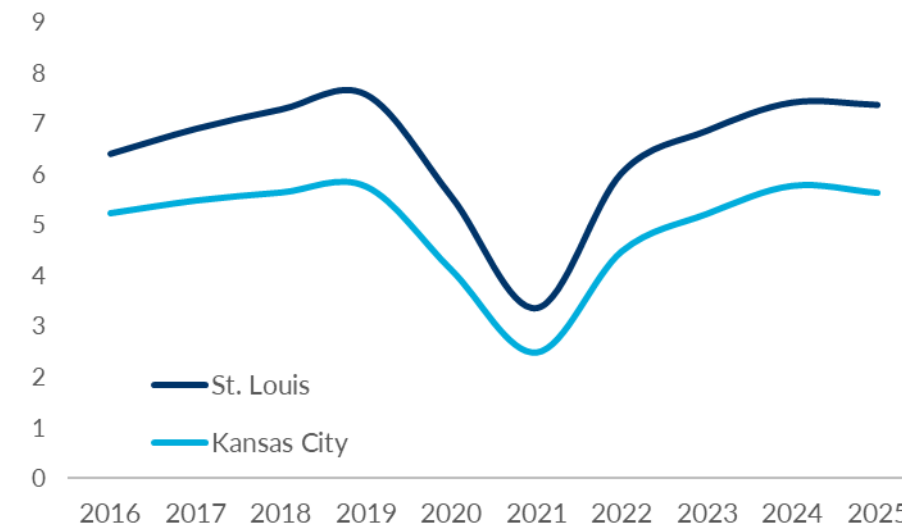
year-over-year percent change, fiscal year



Source: STR

Arriving Domestic Passengers at Missouri's Largest Airports

millions of passengers, fiscal year



Source: Bureau of Transportation Statistics

VISITOR VOLUME & SPENDING



Missouri welcomed **43.2 million** visitors who spent **\$12.9 billion** in FY2025.



Visitor Spending

Visitor spending increased 3.1% in FY2025, reaching \$12.9 billion.

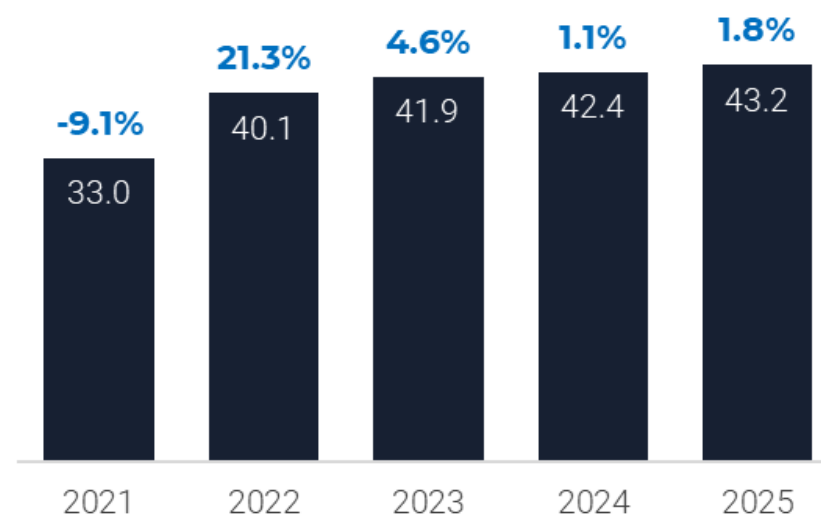
Overall visitor spending includes all domestic visitor spending, international visitor spending, and local spending on air travel and second homes. Please refer to page 11 for a detailed accounting of the differences between domestic and total visitor spending.

Visitor spending growth modestly outpaced visitor volume gains in Missouri in FY2025, though the gap between the two continued to narrow as both inflation and ADR growth eased from the elevated levels seen in the years immediately following the pandemic.

Visitor Volume

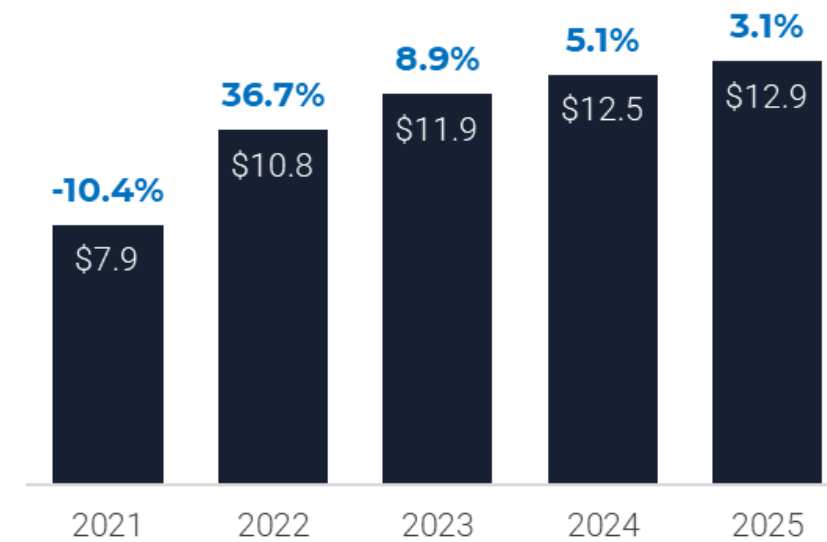
In FY2025, 43.2 million visitors traveled to Missouri, a modest gain over the prior year (+1.8%). Day visitors led growth, increasing 3.2% year-over-year.

Missouri Visitor Volume
millions, fiscal year



Source: Tourism Economics

Missouri Visitor Spending
\$ billions, fiscal year



Source: Tourism Economics

Note: In FY2025, MDT reported \$18.6B in tourism-related taxable sales (page 13) in accordance with defined NAICS codes (page 23).

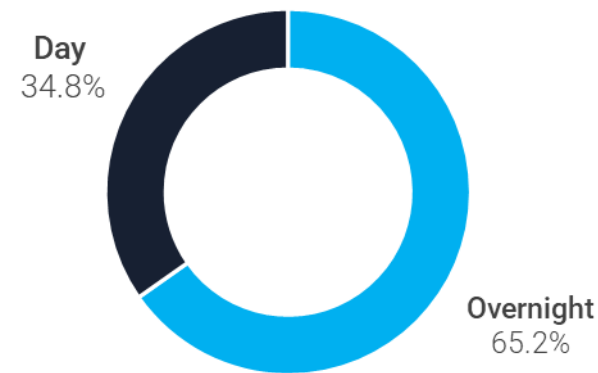
Domestic Visitor Volume and Spending Trends

Domestic visitor volume to Missouri increased 1.8% in FY2025, combining with price increases to propel a 3.2% increase in domestic visitor spending compared to the prior year. Domestic day volumes led growth in FY2025, increasing 3.2% year-over-year, with overnight visitation growing a more modest 1.1% over the same period.

Overnight visitors account for the majority of Missouri’s domestic visitor volume and spending at 65.2% and 86.5%, respectively. Spending by overnight visitors grew 3.0% in FY2025, supported by solid spending increases in the food and beverage and lodging sectors. Please refer to page 11 for a detailed accounting of domestic visitor spending across key industry groupings.

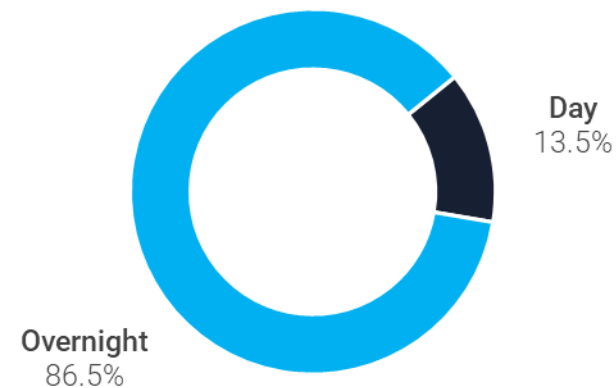
Missouri Domestic Visitor Volume, by Segment

shares of domestic visitor volume



Missouri Domestic Visitor Spending, by Segment

shares of domestic visitor spending



Source: Tourism Economics

Missouri Domestic Visitor Volume and Spending, by Segment

millions of visitors, \$ billions

	2021	2022	2023	2024	2025	2025 Growth
Domestic visitors	32.89	39.82	41.61	41.99	42.76	1.8%
Day	11.95	13.64	14.17	14.40	14.86	3.2%
Overnight	20.94	26.18	27.44	27.59	27.90	1.1%
Domestic visitor spending	\$7.09	\$9.76	\$10.63	\$11.13	\$11.49	3.2%
Day	\$1.10	\$1.33	\$1.42	\$1.48	\$1.55	4.5%
Overnight	\$5.99	\$8.43	\$9.21	\$9.65	\$9.93	3.0%

Source: Tourism Economics



Domestic Visitor Volume and Spending Trends

Domestic visitor spending continued to grow in FY2025, with gains across all sectors driving a 3.2% overall increase.

By spending category, food and beverage spending led growth in FY2025, increasing 4.5% year-over-year. Accommodations spending followed with a 3.5% gain, supported by steady ADR growth. By contrast, local transportation spending grew a slight 1.1% year-over-year in FY2025, restrained by a decline in gasoline prices.

Missouri Visitor Spending

\$ billions

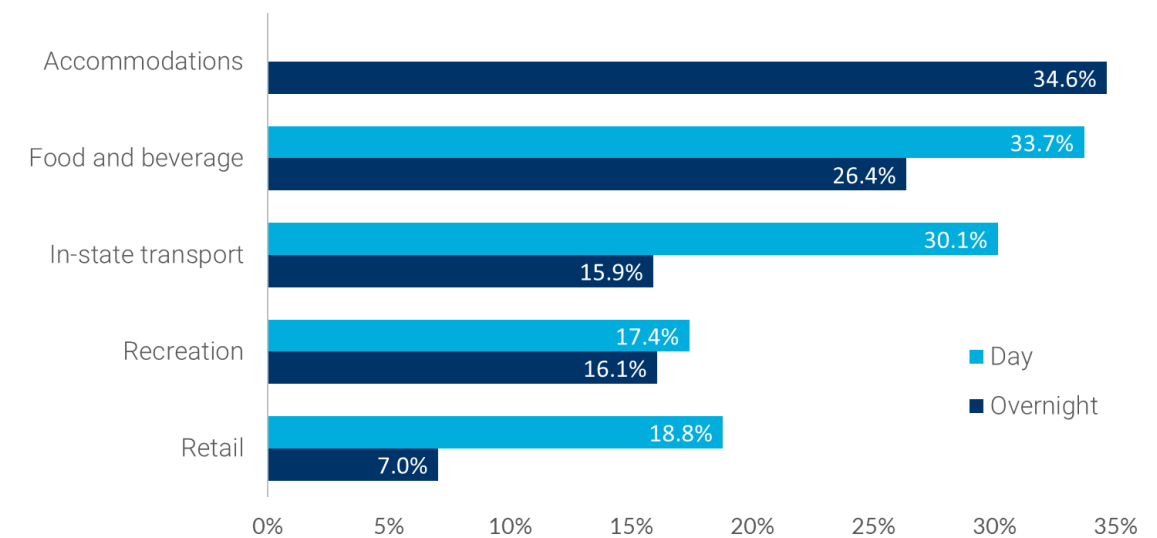
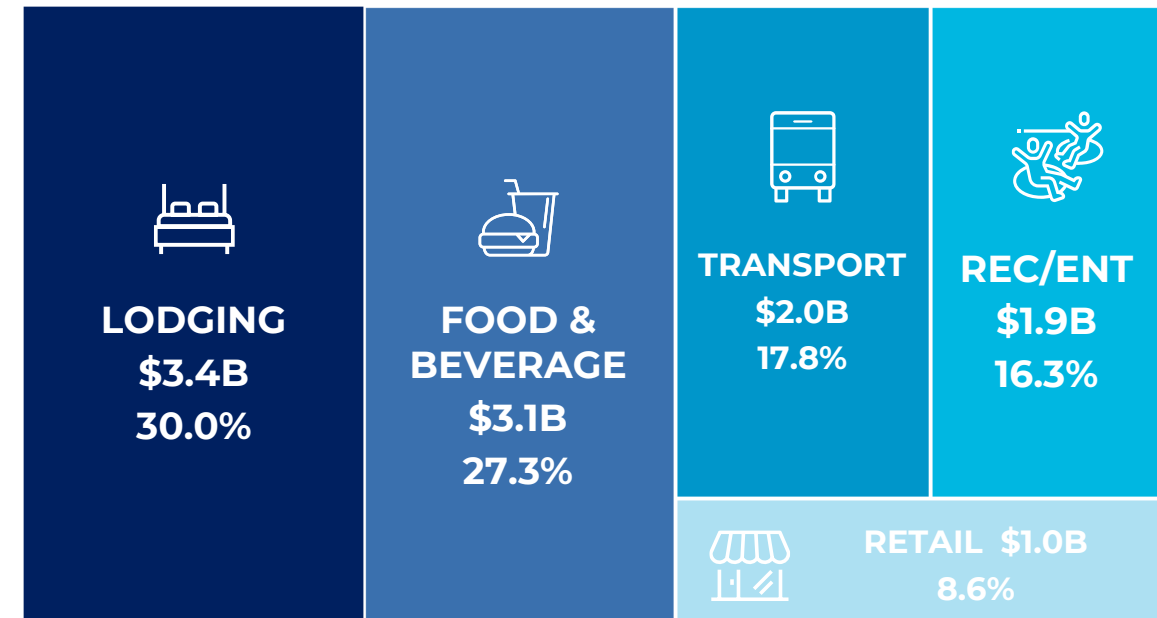
	2021	2022	2023	2024	2025	2025 Growth
Domestic visitor spending	\$7.09	\$9.76	\$10.63	\$11.13	\$11.49	3.2%
Accommodations	\$1.87	\$2.92	\$3.19	\$3.32	\$3.44	3.5%
Food & beverage	\$2.01	\$2.66	\$2.87	\$3.01	\$3.14	4.5%
Local Transportation	\$1.35	\$1.75	\$1.94	\$2.03	\$2.05	1.1%
Recreation	\$1.19	\$1.55	\$1.70	\$1.81	\$1.87	3.2%
Retail	\$0.68	\$0.87	\$0.93	\$0.97	\$0.99	2.4%
International	\$0.10	\$0.18	\$0.25	\$0.33	\$0.35	6.0%
Second Homes	\$0.44	\$0.50	\$0.50	\$0.51	\$0.51	0.0%
Air Transportation	\$0.26	\$0.36	\$0.49	\$0.51	\$0.53	3.1%

Source: Tourism Economics

Domestic Visitor Spending Shares

Of the \$11.5 billion spent by domestic visitors, lodging spending accounted for \$3.4 billion—30.0% of all domestic visitor spending.

Food and beverage purchases represented 27.3% of total domestic visitor spending, while domestic visitors spent 17.8% of their budget on local transportation.



Source: Tourism Economics

Visitor Volume and Spending Trends

Fiscal year summary tables

	2021	2022	2023	2024	2025
Visitor volume (mils)					
Domestic	32.9	39.8	41.6	42.0	42.8
Day	11.9	13.6	14.2	14.4	14.9
Overnight	20.9	26.2	27.4	27.6	27.9
International	0.1	0.3	0.3	0.4	0.4
Total volume	33.0	40.1	41.9	42.4	43.2

Visitor spending (\$bils)

Domestic	\$7.09	\$9.76	\$10.63	\$11.13	\$11.49
Day	\$1.10	\$1.33	\$1.42	\$1.48	\$1.55
Overnight	\$5.99	\$8.43	\$9.21	\$9.65	\$9.93
Air transportation	\$0.26	\$0.36	\$0.49	\$0.51	\$0.53
Seasonal homes	\$0.44	\$0.50	\$0.50	\$0.51	\$0.51
International	\$0.10	\$0.18	\$0.25	\$0.33	\$0.35
Total visitor spending	\$7.90	\$10.80	\$11.88	\$12.49	\$12.88

Key metrics

Average daily spend (\$/day)

Day	\$92.12	\$97.60	\$99.91	\$103.08	\$104.33
Overnight	\$107.95	\$111.17	\$116.49	\$119.75	\$120.89
Total	\$105.01	\$111.05	\$113.97	\$117.22	\$118.36

Length of stay (days/nights)

Overnight	2.65	2.89	2.88	2.92	2.95
Total	2.05	2.21	2.24	2.26	2.27

Source: Longwoods International, Tourism Economics

Fiscal year summary tables – percent change

	2021	2022	2023	2024	2025
Visitor volume					
Domestic	-8.6	21.1	4.5	0.9	1.8
Day	-8.2	14.1	3.9	1.6	3.2
Overnight	-8.8	25.0	4.8	0.6	1.1
International	-61.1	72.4	27.2	23.9	-1.2
Total volume	-9.1	21.3	4.6	1.1	1.8

Visitor spending

Domestic	-8.3	37.6	8.9	4.7	3.2
Day	-6.8	20.9	6.4	4.8	4.5
Overnight	-8.6	40.6	9.4	4.7	3.0
Air transportation	-31.6	35.1	38.7	4.3	3.1
Seasonal homes	3.1	13.3	-0.1	2.0	0.0
International	-61.8	86.2	38.0	30.4	6.0
Total visitor spending	-10.4	36.7	10.0	5.1	3.1

Key metrics

Average daily spend (\$/day)

Day	1.4	5.9	2.4	3.2	1.2
Overnight	5.3	3.0	4.8	2.8	1.0
Total	6.7	5.7	2.6	2.8	1.0

Length of stay (days/nights)

Overnight	-4.8	9.2	-0.4	1.3	0.9
Total	-6.1	7.5	1.6	0.9	0.3

Source: Longwoods International, Tourism Economics

Taxable Sales Trends

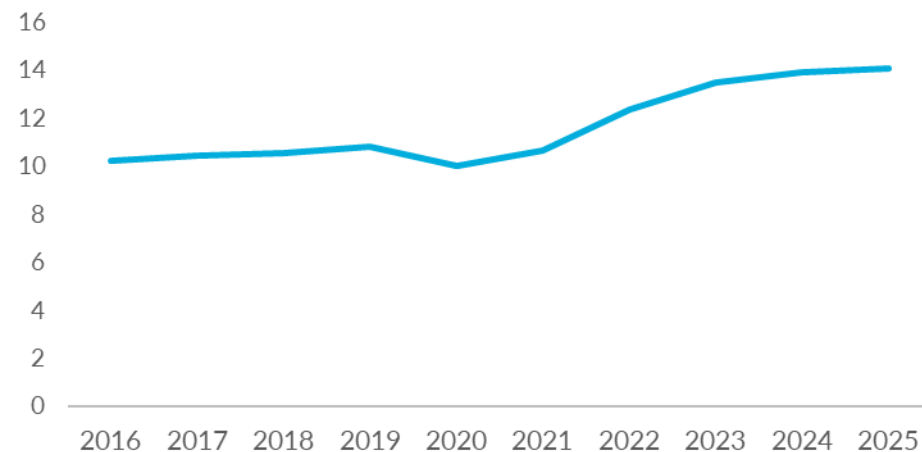
Taxable sales in tourism-related industries are aggregated in three broad groups: restaurants, hotels, and attractions.

These groups include 45 NAICS-based industries determined by Missouri state statute as tourism-related (see page 23 for details on the methodology and definitions).

NAICS code	Description	2021	2022	2023	2024	2025
Restaurants						
722511	Full-Service Restaurants	4,576.4	5,367.2	5,795.7	5,994.8	6,091.6
711110	Dinner/Theater Companies	38.8	62.8	67.6	69.2	70.9
722310	Food Service Contractors	28.1	50.1	71.3	84.6	89.7
722320	Caterers	951.4	1,261.3	1,356.9	1,350.6	1,383.7
722330	Mobile Food Services	223.6	276.9	299.2	268.6	262.2
722513	Limited-Service Restaurants	3,993.4	4,292.5	4,699.4	4,872.5	4,882.9
722514	Cafeterias, Grill Buffets	76.1	101.5	110.0	108.1	116.4
722515	Snack/Nonalcoholic Bev. Bars	427.7	518.4	592.2	660.3	690.6
722410	Drinking Places (Alcoholic Bevs.)	304.1	400.5	445.4	452.5	452.2
Hotels and Motels etc.						
721110	Hotels and Motels (excl. casinos)	1,227.3	1,925.3	2,205.7	2,284.6	2,336.6
721120	Casino Hotels	31.8	46.3	51.5	51.3	52.0
721191	Bed-and-Breakfast Inns	11.5	13.8	14.9	15.2	15.2
721310	Rooming and Boarding Houses	154.6	204.9	238.7	256.0	264.1
721211	RV Parks and Campgrounds	35.2	50.1	60.3	61.9	61.4
721214	Rec and Vacation Camps	4.7	6.8	6.8	9.7	12.2
721199	All Other Traveler Accommodations	37.3	45.3	57.5	70.7	73.4

Taxable sales in restaurants

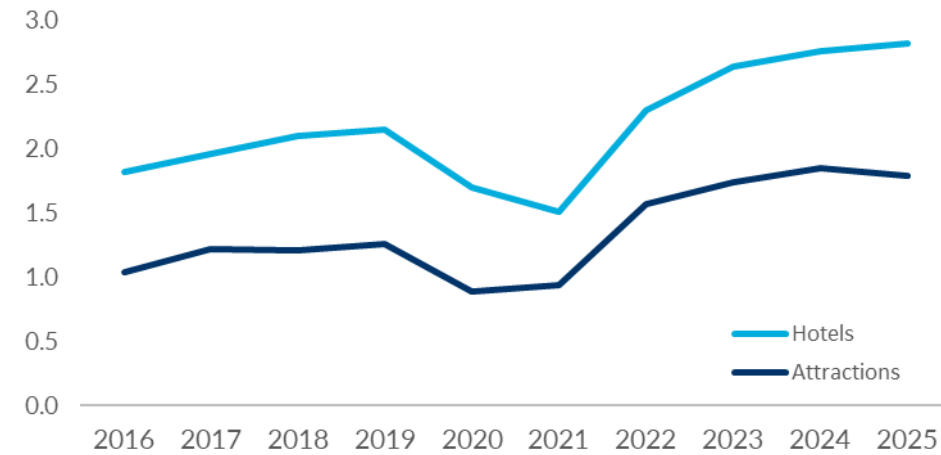
\$ billions, fiscal year



Source: Missouri Department of Revenue

Taxable sales in hotels and attractions

\$ billions, fiscal year



	2021	2022	2023	2024	2025	
Activities and attractions etc.	929.6	1,564.2	1,730.1	1,844.6	1,786.5	
611610 Fine Arts Schools	4.0	4.9	5.0	5.5	4.7	
711120 Dance Companies	1.7	2.6	2.5	2.8	2.4	
711130 Musical Groups and Artists	11.0	12.2	14.2	20.2	19.8	
711190 Other Perf. Arts Companies	2.2	4.5	6.1	8.2	12.6	
711510 Ind. Artists, Writers, and Performers	2.2	3.5	4.7	5.0	5.1	
711211 Sports Teams and Clubs	179.1	493.3	563.1	545.2	495.6	
711212 Racetracks	5.3	5.5	6.0	5.6	5.1	
711219 Other Spectator Sports	3.6	17.1	8.2	28.2	16.2	
713950 Bowling Centers	43.7	59.2	62.7	61.1	57.3	
713910 Golf Courses and Country Clubs	158.3	178.4	201.2	228.2	233.9	
713110 Amusement and Theme Parks	158.0	265.0	285.1	316.1	316.9	
713120 Amusement Arcades	15.3	18.8	18.8	17.9	15.5	
712110 Museums	24.8	28.9	29.6	27.6	27.1	
712120 Historical Sites	0.0	0.0	0.0	0.0	0.1	
712190 Nature Parks/ Other Similar Instit.	28.3	35.6	37.9	40.1	43.7	
713920 Skiing Facilities	6.4	5.5	6.2	4.0	7.9	
713930 Marinas	26.2	26.1	25.9	25.1	22.7	
487110 Scenic/Sightseeing Transp - land	4.0	5.8	6.5	7.3	2.4	
487210 Scenic/Sightseeing Transp - water	2.0	2.3	2.1	1.5	1.1	
487990 Scenic/Sightseeing Transp - other	1.3	1.4	1.3	0.9	0.4	
532292 Recreational Goods Rental	11.3	8.3	7.4	7.1	5.4	
561599 Other Travel/Reservation Services	7.9	11.2	10.5	11.7	12.9	
611620 Sports and Recreation Instruction	3.0	3.5	4.5	5.4	13.0	
611699 Other Misc Schools and Instruction	2.4	3.2	3.3	1.4	1.2	
711310 Perf. Arts/Sports promoters w/ facilities	44.0	136.5	166.2	196.1	193.6	
711320 Perf. Arts/Sports promoters w/o facilities	5.3	19.8	10.3	13.5	9.1	
713290 Other Gambling Industries	5.5	8.9	10.9	12.5	9.6	
713990 Other Amuse. and Rec Industries	146.3	176.0	204.1	221.3	224.4	
712130 Zoos and Botanical Gardens	26.2	26.0	25.9	25.3	26.7	
Total taxable sales	13,051.8	16,188.1	17,803.2	18,455.2	18,641.7	
	% change	3.8	24.0	10.0	3.7	1.0

Source: Missouri Department of Revenue

ECONOMIC IMPACT METHODOLOGY



Economic Impact Methodology

The development of visitor economy impact modeling begins with a comprehensive demand side analysis. Visitor survey data provides estimates on the volume of visitors by type and their spending in specific industries (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.

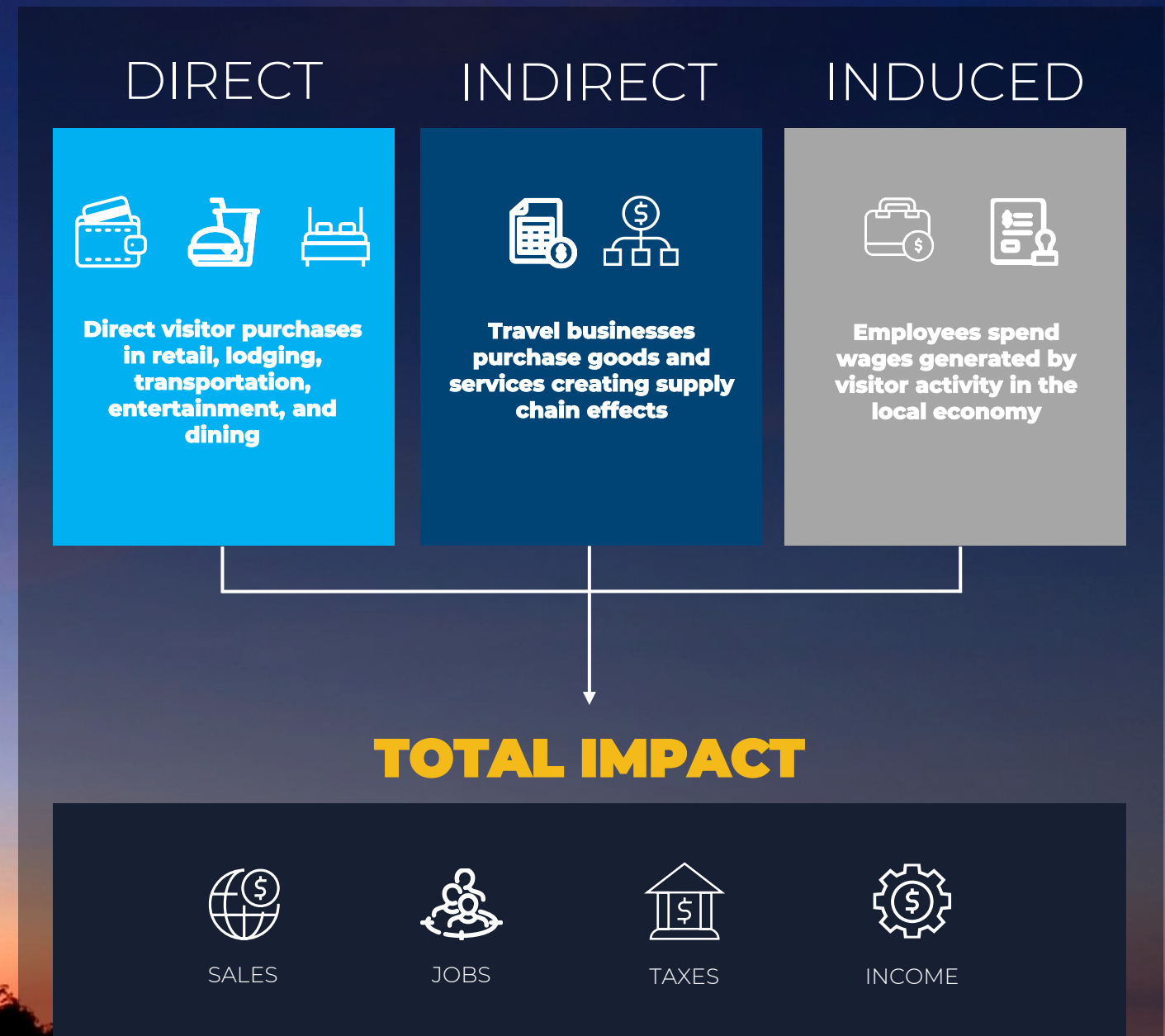
This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitors through the local economy and its effects on businesses, households, and government. The model quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a defined set of sectors. This supports a proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Businesses providing direct services to visitors purchase goods and services, generating additional impacts called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Additional business activity is generated as employees spend incomes locally that are earned due to visitor activity. This is called the induced impact or income effect.

The model calculates these three levels of impact—direct, indirect, and induced—for the following metrics:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

Economic Impact Model



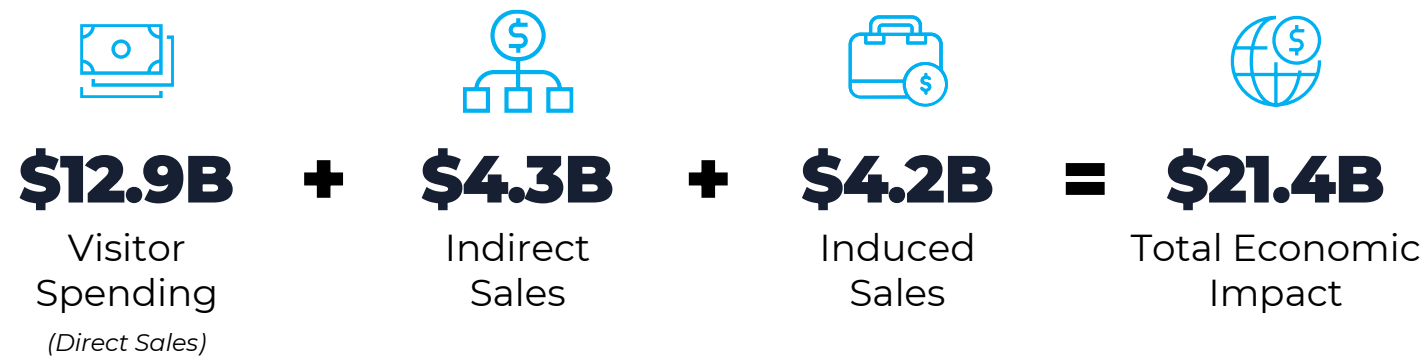
ECONOMIC IMPACT



Business Sales Impacts

Visitors spent \$12.9 billion in Missouri in FY2025. These direct impacts generated an additional \$8.5 billion through supply chain (indirect) and income (induced) effects.

As a result, the total economic impact of visitors reached \$21.4 billion in FY2025.



Business Sales by Industry (FY2025)

\$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$12,877	\$4,324	\$4,163	\$21,364
Lodging	\$ 4,447	\$1	\$1	\$4,449
Food & Beverage	\$ 2,433	\$248	\$306	\$2,987
Finance, Insurance and Real Estate	\$ 625	\$984	\$1,236	\$2,844
Retail Trade	\$ 2,246	\$70	\$317	\$2,634
Recreation and Entertainment	\$ 1,601	\$121	\$76	\$1,798
Business Services	\$ 52	\$1,181	\$372	\$1,605
Education and Health Care		\$11	\$769	\$780
Gasoline Stations	\$ 674	\$3	\$25	\$702
Communications		\$400	\$187	\$587
Construction and Utilities		\$425	\$139	\$564
Air Transport	\$ 530	\$12	\$17	\$559
Other Transport	\$ 166	\$211	\$90	\$467
Personal Services	\$ 104	\$125	\$236	\$464
Wholesale Trade		\$215	\$216	\$430
Manufacturing		\$176	\$103	\$280
Government		\$117	\$57	\$174
Agriculture, Fishing, Mining		\$26	\$15	\$40

Source: Tourism Economics

Visitor spending generated a total economic impact of **\$21.4 billion.**

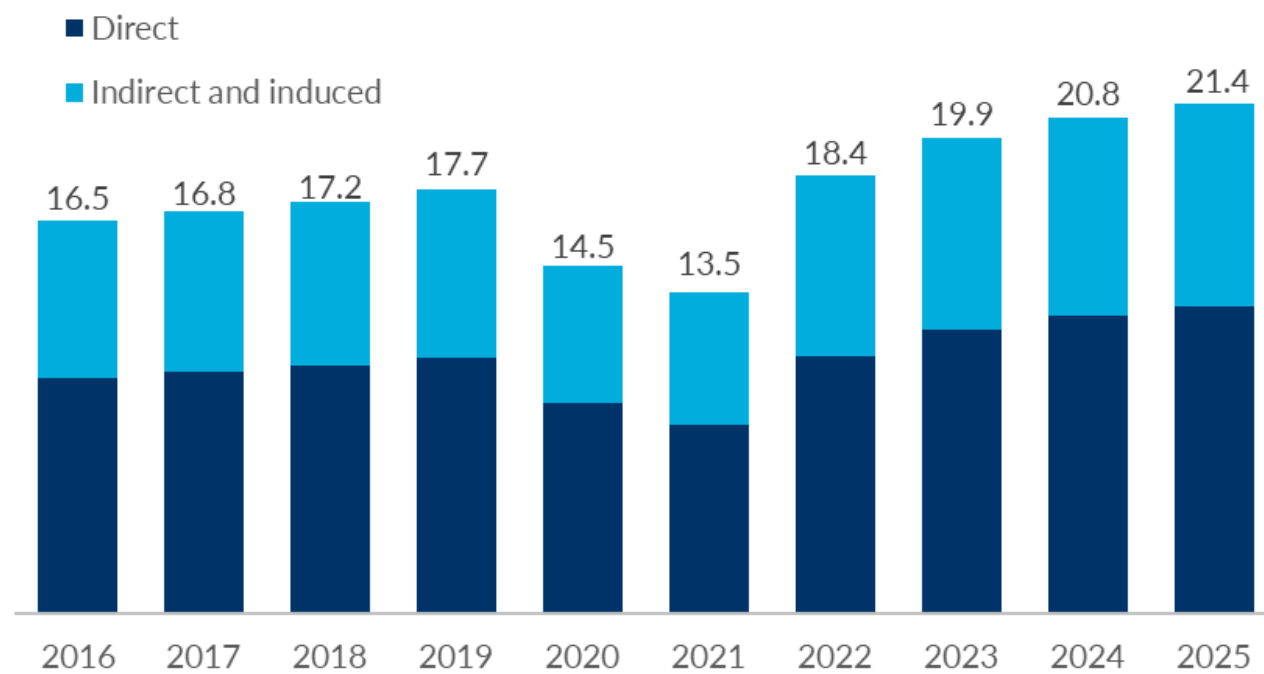
Economic Impact Trends

The total economic impact of tourism in Missouri as measured by gross output, was \$21.4 billion in FY2025, increasing 2.8% compared to the previous fiscal year.

Direct tourism business sales grew 3.1% in FY2025, while indirect and induced impacts together grew 2.4%.

Tourism-driven business sales impact in Missouri

\$ billions, fiscal year



Source: Tourism Economics



Employment Impacts

Industry employment can be measured in two ways: total employment in tourism-related industries (per NAICS) or impact modeling of visitor spending. Total employment in the impact-based employment measure includes indirect and induced impacts.

After recovering from the deep losses of FY2020–21 for the first time in FY2024, the NAICS-based measure of employment in Missouri fell slightly in FY2025 due to modest pullbacks in food and accommodation employment. The impact-based employment measure, on the other hand, saw slightly positive growth in FY2025 as it continued to approach pre-pandemic range, measuring 0.9% below FY2019 levels.

Tourism employment in Missouri

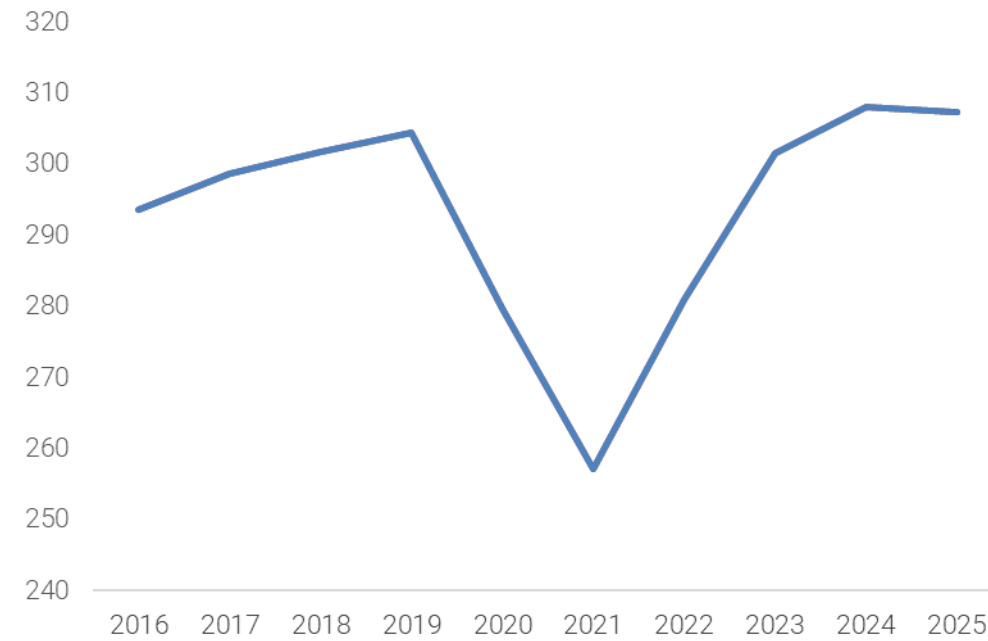
jobs, fiscal year

	NAICS-based	% ch	Impact-based	% ch
2016	293,518	3.6	145,334	1.2
2017	298,689	1.8	146,572	0.9
2018	301,789	1.0	145,924	-0.2
2019	304,329	0.8	147,668	1.2
2020	279,602	-8.1	129,281	-12.5
2021	257,057	-8.1	110,119	-14.8
2022	281,032	9.3	130,732	21.5
2023	301,466	7.3	142,893	9.3
2024	308,100	2.2	145,586	1.9
2025	307,233	-0.3	146,382	0.5

Source: Missouri Department of Labor, Tourism Economics

NAICS-based employment measure

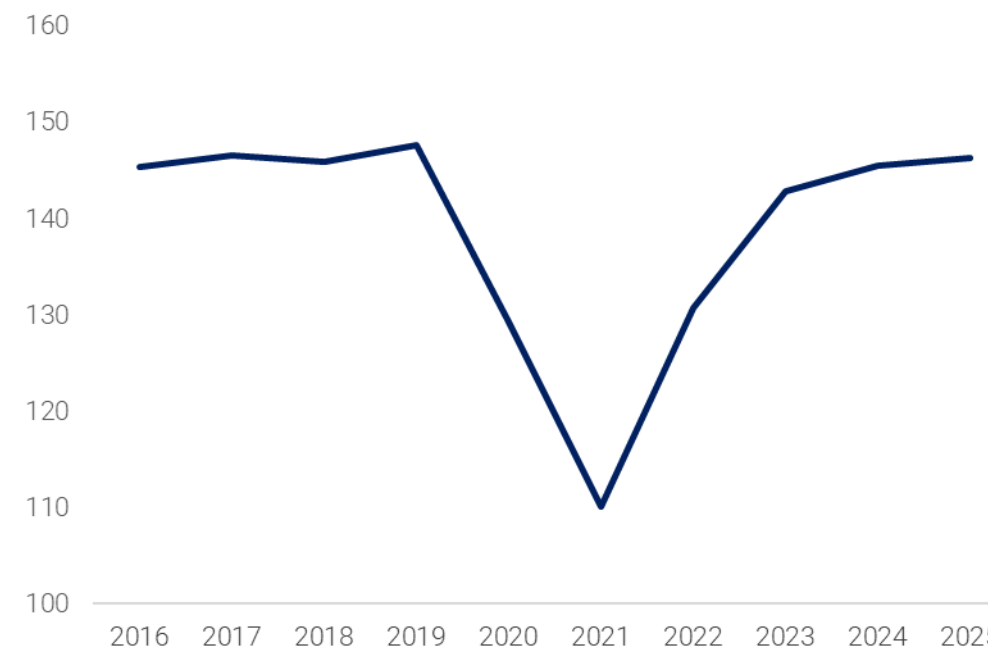
thousands of jobs, fiscal year



Source: Missouri Department of Labor, Tourism Economics

Impact-based employment measure

thousands of jobs, fiscal year



Source: Tourism Economics

Tax Impacts

Visitor activity generated \$2.9 billion in government revenues in FY2025.

State and local taxes alone tallied \$1.7 billion.

Each household in Missouri would need to be taxed an additional \$671 to replace the visitor-generated taxes received by destination state and local governments in FY2025.

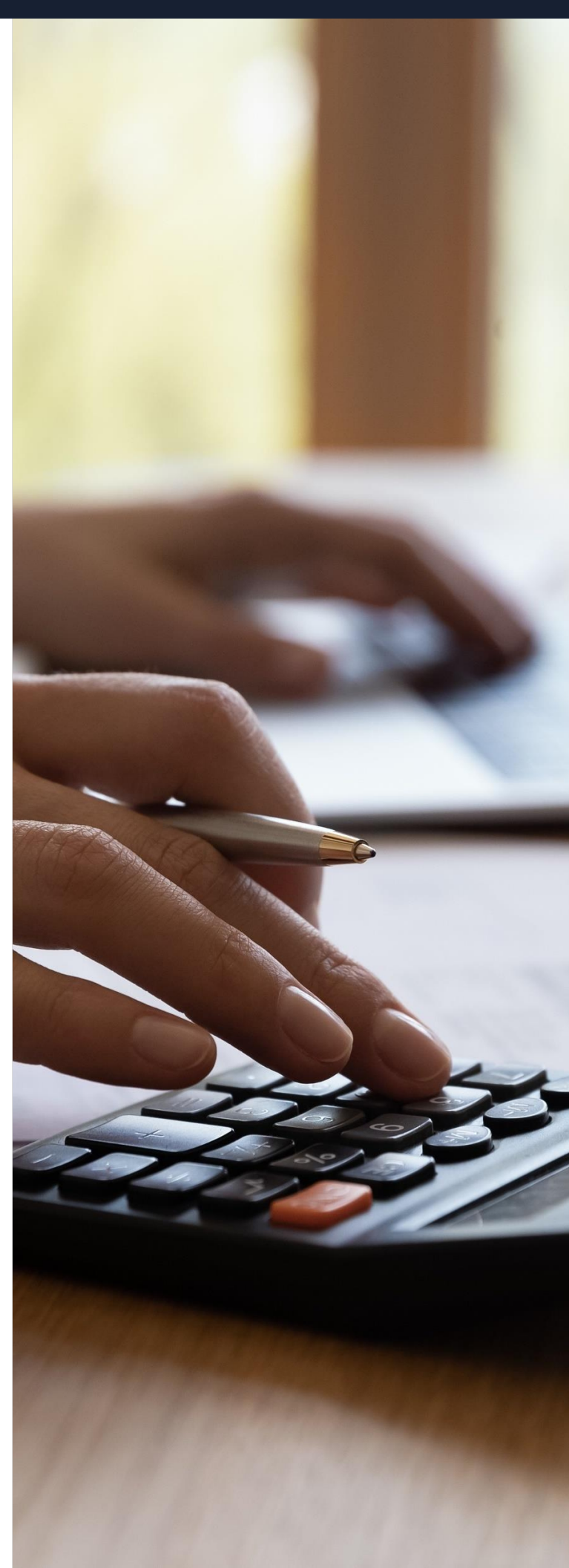
Tax Impacts (FY2025)

\$ millions

	FY2021	FY2022	FY2023	FY2024	FY2025	FY2025 Growth
Total Tax Revenues	\$1,821.8	\$2,522.6	\$2,692.7	\$2,796.8	\$2,877.1	2.9%
Federal Taxes	\$763.6	\$1,050.7	\$1,146.9	\$1,181.4	\$1,210.1	2.4%
Personal Income	\$215.9	\$298.3	\$339.7	\$352.4	\$363.8	3.2%
Corporate	\$103.0	\$141.5	\$147.1	\$153.5	\$158.0	2.9%
Indirect Business	\$89.5	\$122.9	\$132.0	\$137.3	\$141.5	3.1%
Social Insurance	\$355.2	\$488.0	\$528.2	\$538.2	\$546.8	1.6%
State and Local Taxes	\$1,058.2	\$1,472.0	\$1,545.7	\$1,615.4	\$1,667.0	3.2%
Sales	\$537.0	\$737.7	\$773.5	\$814.3	\$840.9	3.3%
Bed Tax	\$116.5	\$177.8	\$194.1	\$202.5	\$208.5	3.0%
Personal Income	\$68.5	\$94.6	\$106.6	\$110.6	\$114.2	3.2%
Corporate	\$7.0	\$9.6	\$10.9	\$11.3	\$11.7	2.9%
Social Insurance	\$8.9	\$12.2	\$12.8	\$13.1	\$13.3	1.9%
Excise and Fees	\$50.4	\$69.2	\$70.5	\$72.5	\$74.1	2.2%
Property	\$269.9	\$370.8	\$377.4	\$391.1	\$404.3	3.4%

	State	Local
Total Revenues	\$658.4	\$1,008.6
Sales	\$519.2	\$321.7
Bed Tax		\$208.5
Personal Income	\$114.2	
Corporate	\$11.7	
Social Insurance	\$13.3	
Excise and Fees		\$74.1
Property		\$404.3

Source: Tourism Economics



The visitor economy generated **\$2.9 billion in government revenue** in FY2025.

APPENDIX



Appendix

Methodology Overview

Measuring the visitor economy begins with a comprehensive demand side analysis. A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The study area is defined as the state of Missouri.

Visitor survey data provide estimates on the volume of visitors by type and their spending in specific categories (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type as well as employment and personal income by industry are used to supplement and confirm demand-side visitor spending calculations.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis (BEA). This is more comprehensive than Bureau of Labor Statistics (BLS QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the QCEW data.

The complete set of data inputs is provided below.

Data Sources

- **Longwoods International:** Consumer survey data, including spending and visitor profile characteristics for Missouri
- **STR:** Lodging performance data, including room demand and revenue, for hotels
- **KeyData:** Lodging performance data, including room demand and revenue, for short-term rentals
- **Missouri Department of Revenue:** Sales tax receipts by industry
- **BEA/BLS:** Employment and wage data, by industry
- **Missouri Department of Labor and Industrial Relations:** Employment and wage data, by industry
- **US Census:** Business sales and employment by industry, and seasonal second homes inventory
- **Tourism Economics:** international travel data for overseas, Canadian, and Mexican travel to Missouri based on aviation, survey, and credit card information

Glossary

SPENDING DEFINITIONS	LODGING	All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.
	FOOD & BEVERAGE	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
	RECREATION	Includes visitors spending within the arts, entertainment and recreation sector.
	RETAIL	Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.
	LOCAL TRANSPORT	Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.
	AIR TRANSPORT	Where applicable, the local share of air transportation spending.
ECONOMIC IMPACT DEFINITIONS	SECOND HOMES	Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.
	DIRECT IMPACT	Impacts (business sales, jobs, income, and taxes) related to businesses where visitors spend dollars (e.g. recreation, transportation, lodging).
	INDIRECT IMPACT	Impacts created from the purchase of goods and services as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected sectors (i.e. business-to-business purchases).
	INDUCED IMPACT	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor activity.
	EMPLOYMENT	Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
	LOCAL TAXES	City and County taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.
	STATE TAXES	State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees and other assessments of state governments.

Appendix

NAICS-based Sales and Employment Estimates

45 tourism-related industries based on the North American Industry Classification System (NAICS), have been identified by the Missouri Department of Revenue for taxation purposes. These industries are listed in the following tables. As of September of 2018, the NAICS industries included were slightly changed: NAICS codes 711410 Agents and Managers for Artists and Athletes, and 713940 Fitness and Recreation Sports Centers were excluded; and 713290 Other Gambling Industries was included. Previous years' estimates have been adjusted for consistency with the updated definitions.

NAICS Codes & Definitions

NAICS code	NAICS definition
487110	Scenic and Sightseeing Transportation, Land
487210	Scenic and Sightseeing Transportation, Water
487990	Scenic and Sightseeing Transportation, Other
532284	Recreational Goods Rental
561599	All Other Travel Arrangement and Reservation Services
611610	Fine Arts Schools
611620	Sports and Recreation Instruction
611699	All Other Miscellaneous Schools and Instruction
711110	Theater Companies and Dinner Theaters
711120	Dance Companies
711130	Musical Groups and Artists
711190	Other Performing Arts Companies
711211	Sports Teams and Clubs
711212	Racetracks
711219	Other Spectator Sports
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities
711320	Promoters of Performing Arts, Sports, and Similar Events without Facilities
711510	Independent Artists, Writers, and Performers
712110	Museums
712120	Historical Sites
712130	Zoos and Botanical Gardens
712190	Nature Parks and Other Similar Institutions

NAICS Codes & Definitions (continued)

NAICS code	NAICS definition
713110	Amusement and Theme Parks
713120	Amusement Arcades
713290	Other Gambling Industries
713910	Golf Courses and Country Clubs
713920	Skiing Facilities
713930	Marinas
713950	Bowling Centers
713990	All Other Amusement and Recreation Industries
721110	Hotels (except Casino Hotels) and Motels
721120	Casino Hotels
721191	Bed-and-Breakfast Inns
721199	All Other Traveler Accommodation
721211	RV (Recreational Vehicle) Parks and Campgrounds
721214	Recreational and Vacation Camps (except Campgrounds)
721310	Rooming and Boarding Houses, Dormitories, and Workers' Camps
722310	Food Service Contractors
722320	Caterers
722330	Mobile Food Services
722410	Drinking Places (Alcoholic Beverages)
722511	Full-Service Restaurants
722513	Limited-Service Restaurants
722514	Cafeterias, Grill Buffets, and Buffets
722515	Snack and Nonalcoholic Beverage Bars

About the Research Team

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

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