

MISSOURI DIVISION OF TOURISM

MAY 2026 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 6/10/2026)

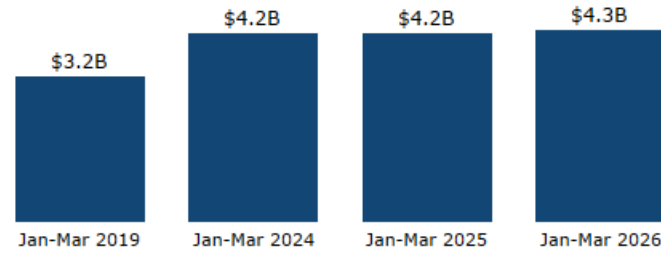




Calendar Year-to-Date

Tourism-Related Sales Revenue by Year

Calendar Year

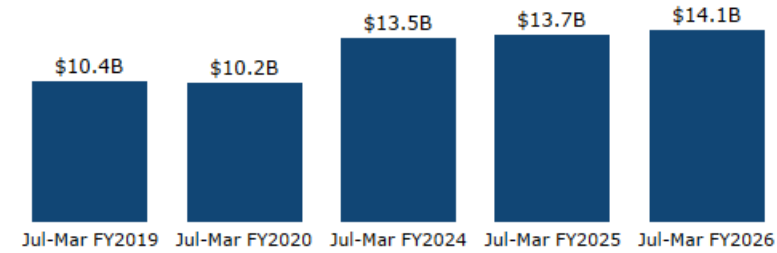


Jan-Mar 2026
Tourism-Related Sales Revenue
\$4.3B
▲ 1.6% vs. STLY

Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year

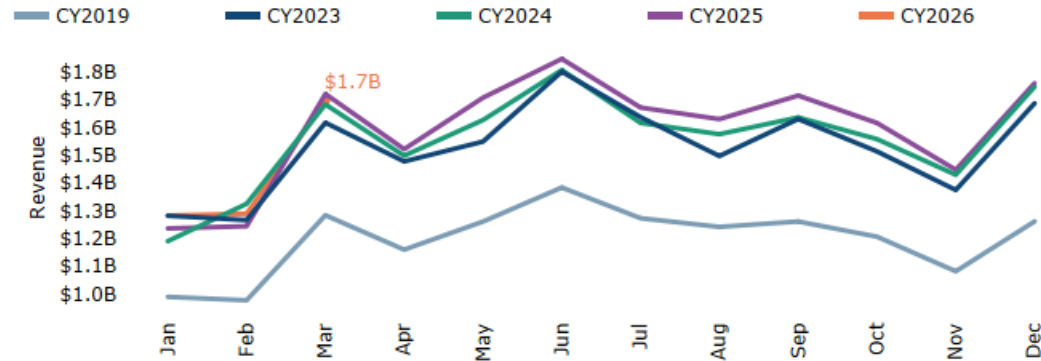
Fiscal Year



Jul-Mar FY2026
Tourism-Related Sales Revenue
\$14.1B
▲ 2.5% vs. STLY

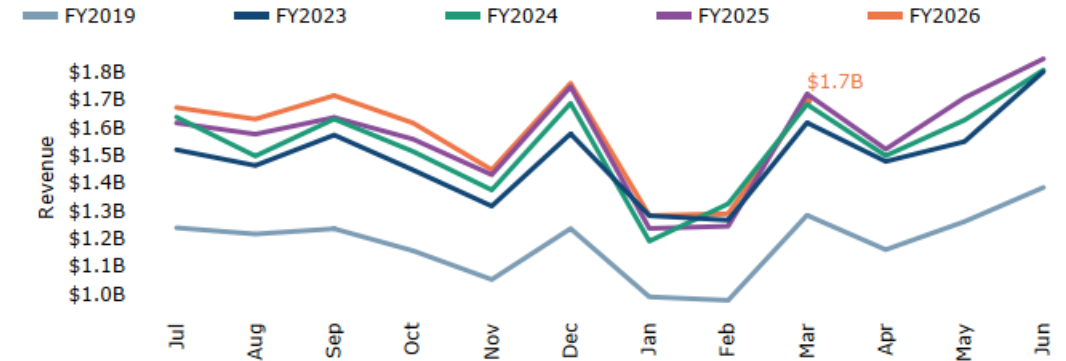
Tourism-Related Sales Revenue by Month

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

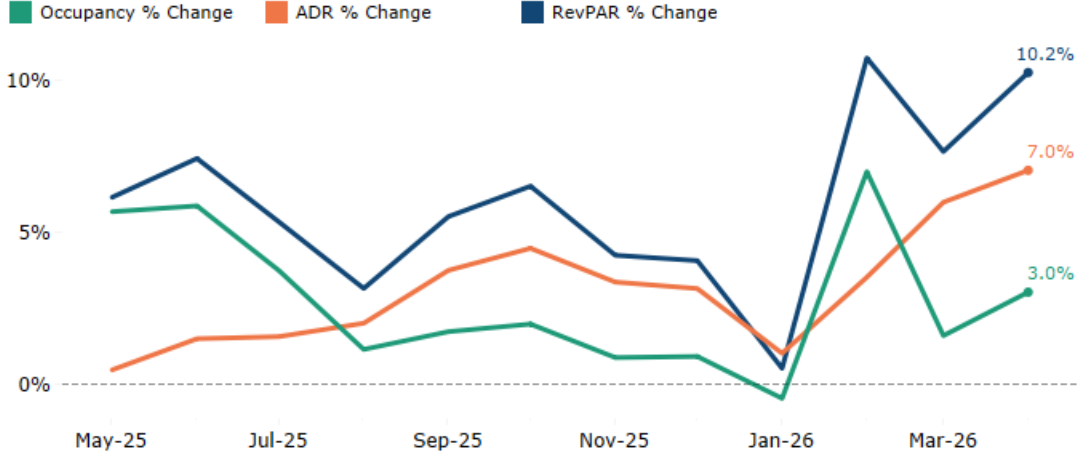
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Apr 2026	60.8%	\$132	\$80	3.2M	2.0M	\$258.4M
Change vs. Previous Year	▲ 3.0%	▲ 7.0%	▲ 10.2%	▼ 0.8%	▲ 2.2%	▲ 9.3%
Year-to-Date	53.4%	\$124	\$66	12.7M	6.8M	\$840.1M
Change vs. Previous Year	▲ 2.7%	▲ 4.9%	▲ 7.7%	▼ 0.9%	▲ 1.8%	▲ 6.8%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Apr 2026	30.4%	\$225	\$68
Change vs. Previous Year	▼ 7.7%	▲ 2.3%	▼ 5.5%
Year-to-Date	25.5%	\$219	\$56
Change vs. Previous Year	▼ 9.6%	▲ 3.1%	▼ 6.7%

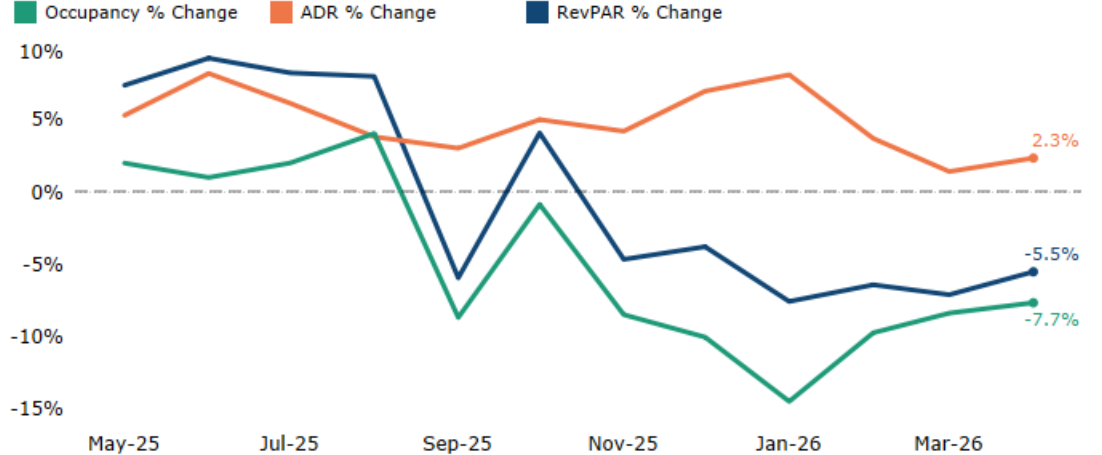
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



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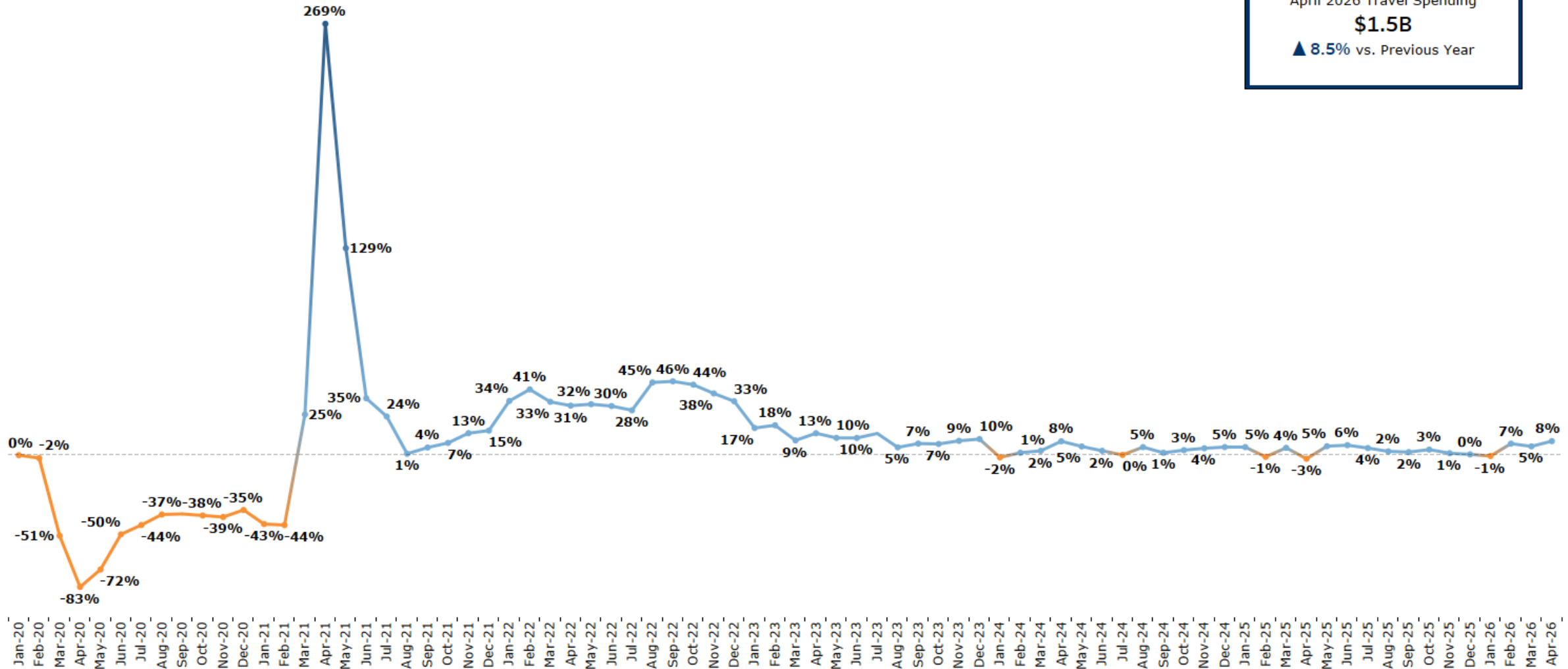
Source: KeyData
 KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Travel Spending in Missouri

% Change from the same month in Previous Year

April 2026 Travel Spending
\$1.5B
 ▲ 8.5% vs. Previous Year



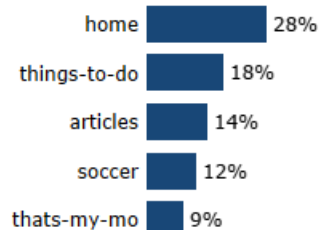


Calendar Year-to-Date

Jan-May 2026 Visits
816.7K
▲ 33.5% YOY



Top Content

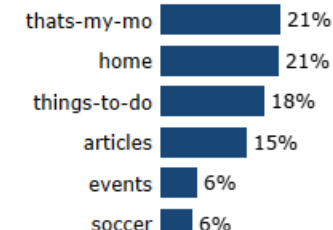


Fiscal Year-to-Date

Jul-May FY2026 Visits
1.7M
▼ -12.1% YOY

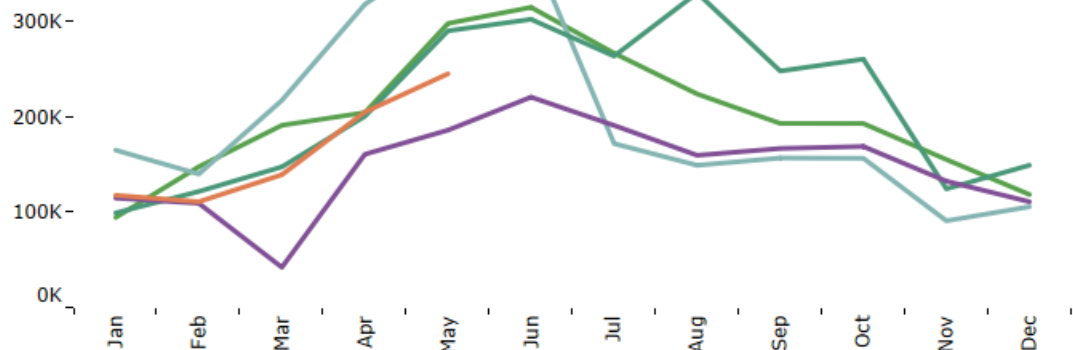


Top Content



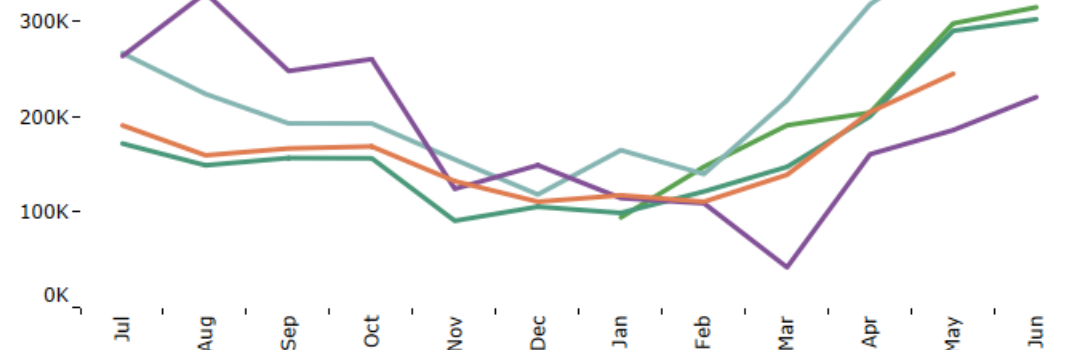
Calendar Year Visits to VisitMO.com by Month

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

May 2026
7.5K

▼ -10.5% vs. STLY

Jan-May 2026
27.3K

▼ -4.9% vs. STLY

Welcome Center Visits

May 2026
39.6K

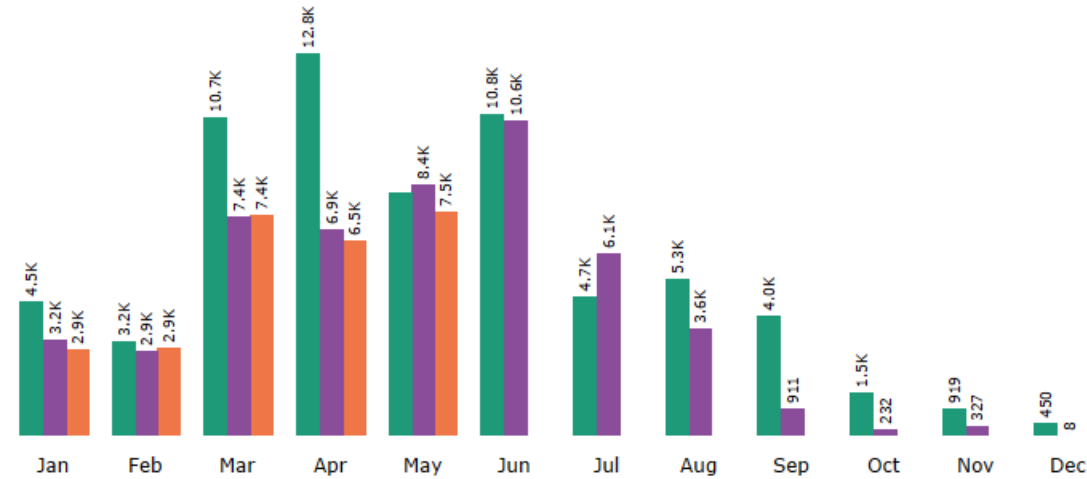
▲ 1.6% vs. STLY

Jan-May 2026
120.5K

▲ 7.7% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

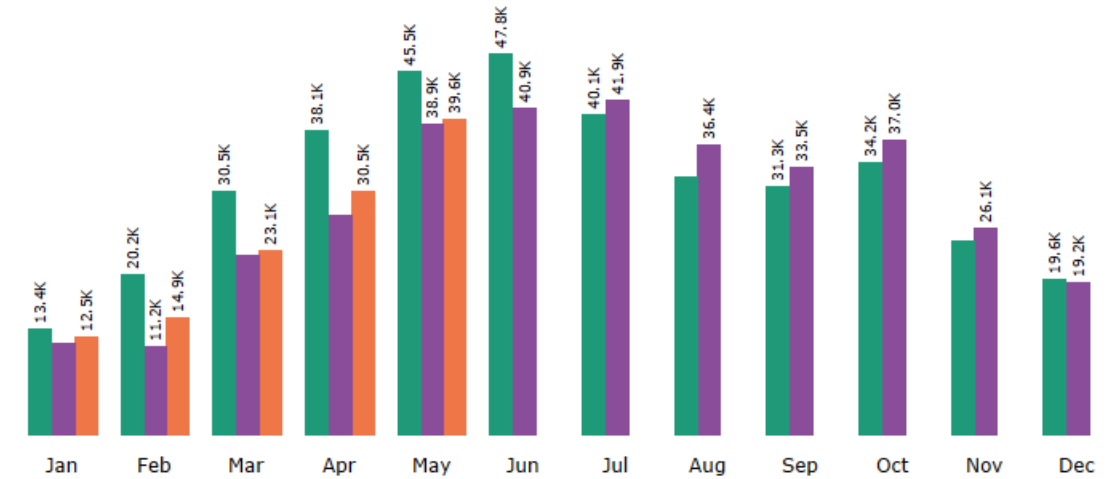
2024 2025 2026



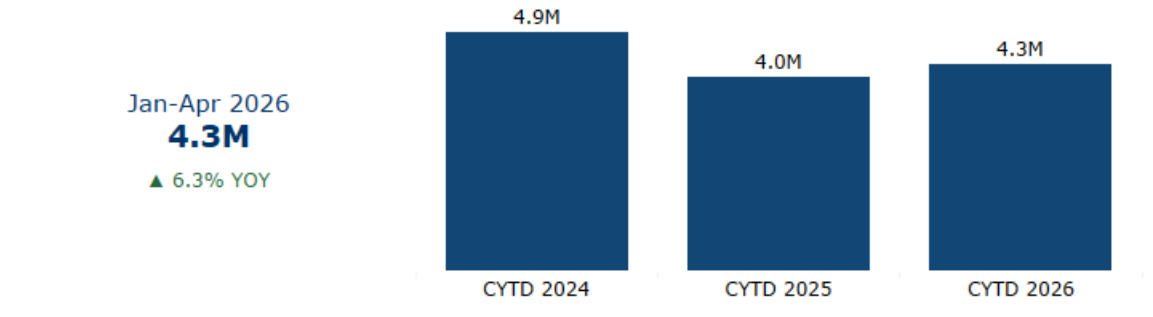
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits by Month

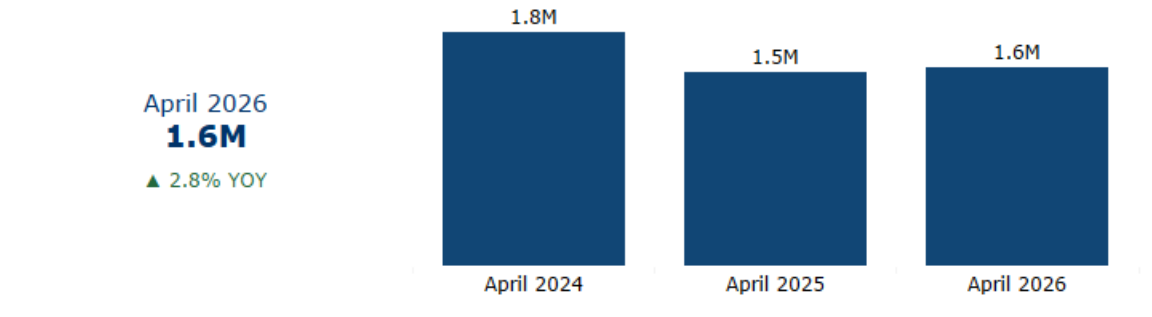
2024 2025 2026



Calendar Year-to-Date Visitation

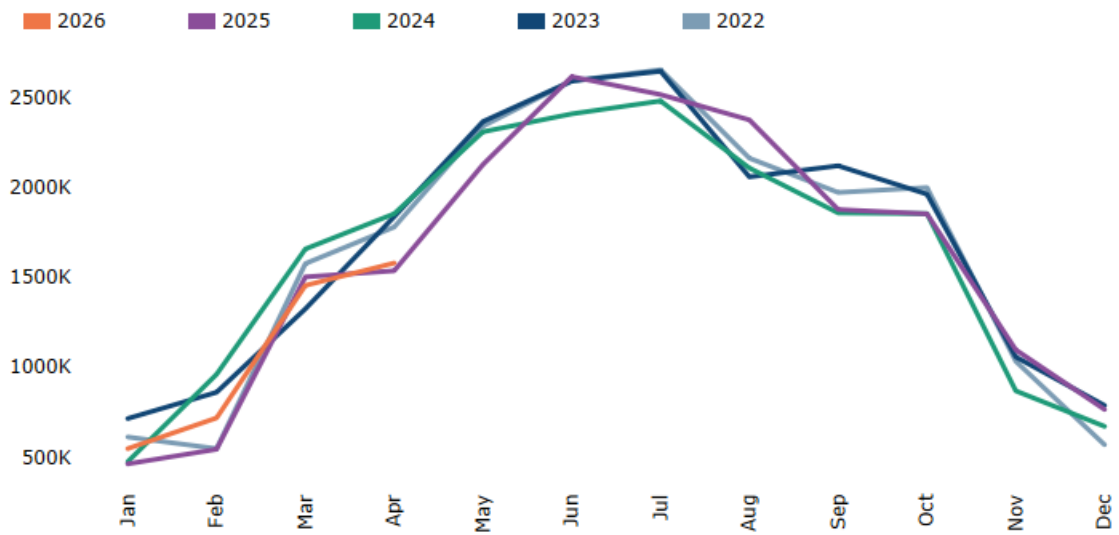


Monthly Visitation



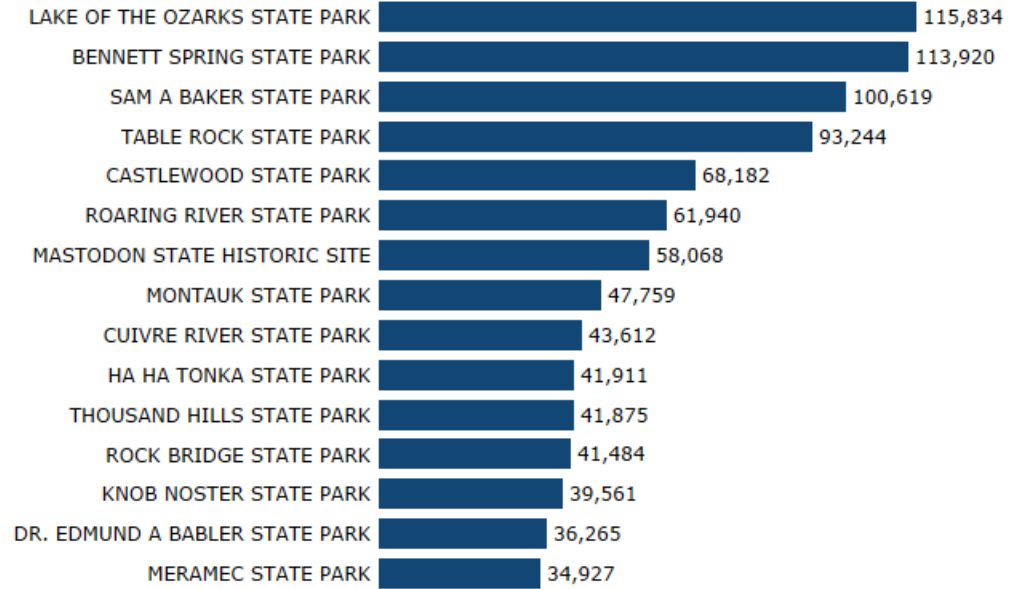
State Parks Visitors by Month

All Missouri State Parks



Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in April 2026

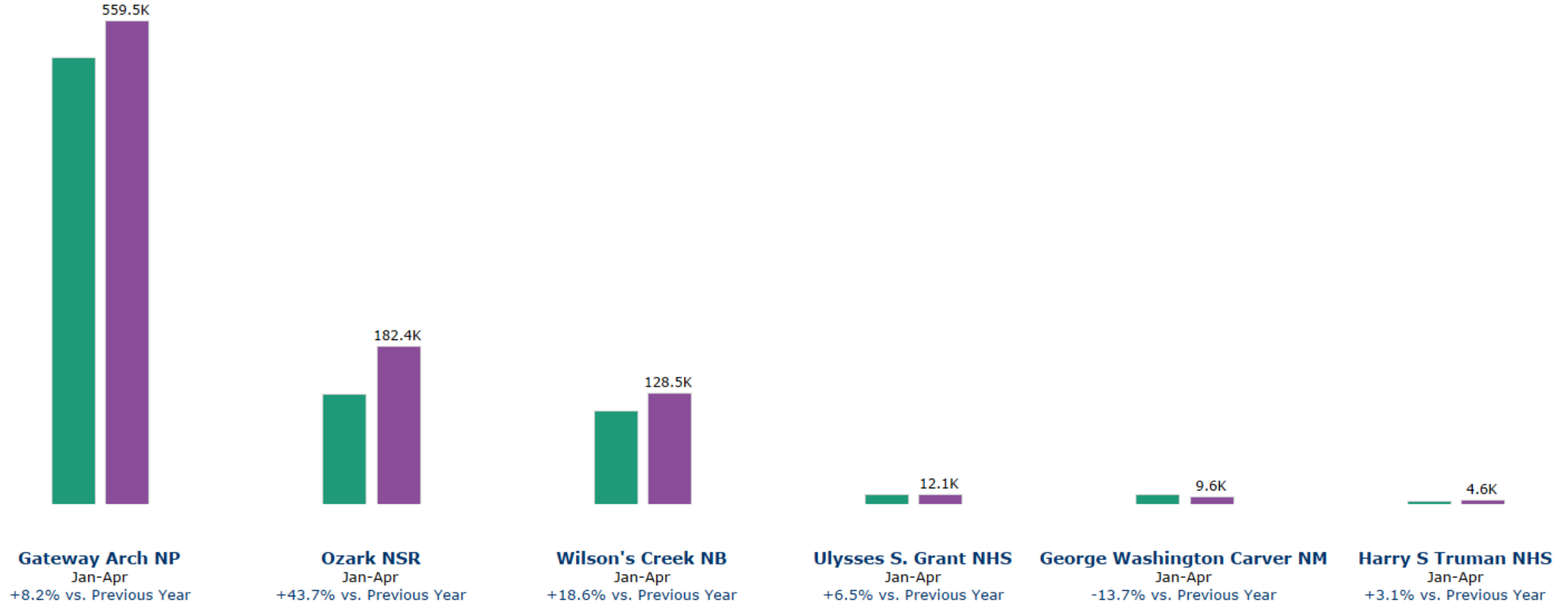




Attendance by Park

2025

2026



Airport Deplanements

