

MISSOURI DIVISION OF TOURISM

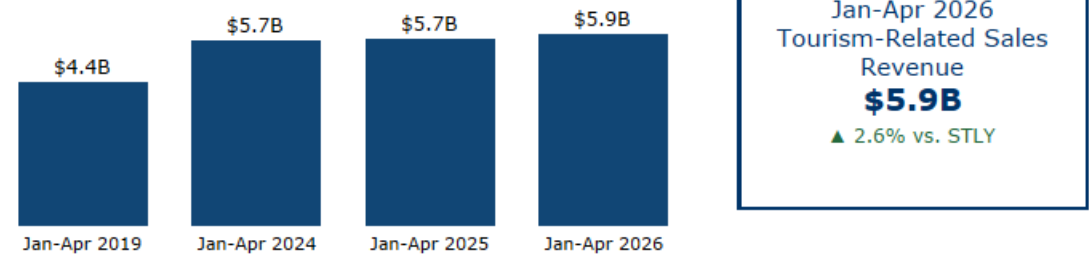
JUNE 2026 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 7/14/2026)





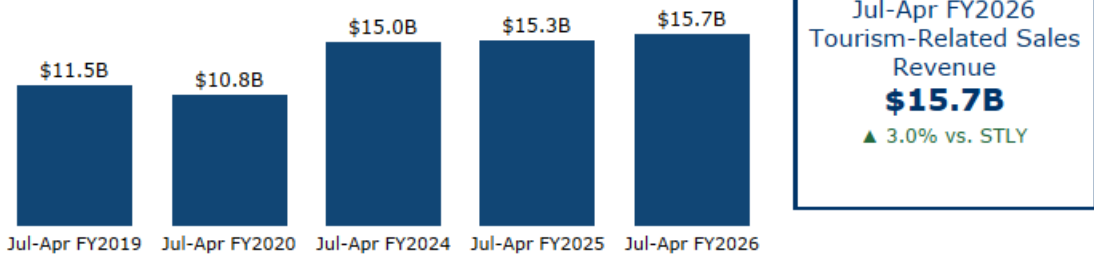
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

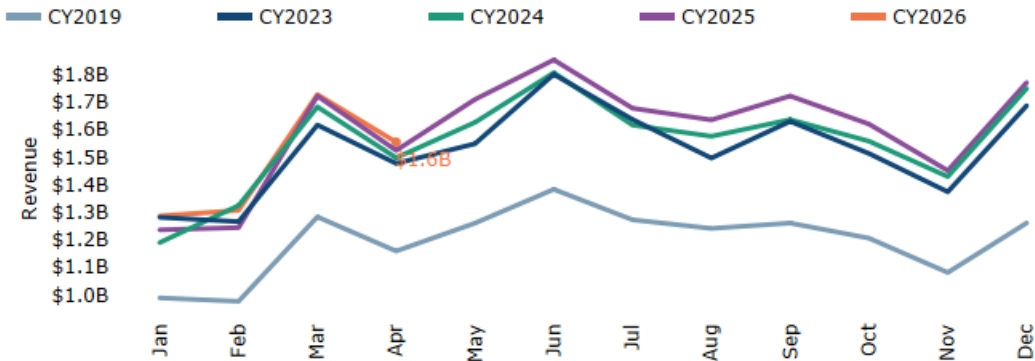


Fiscal Year-to-Date

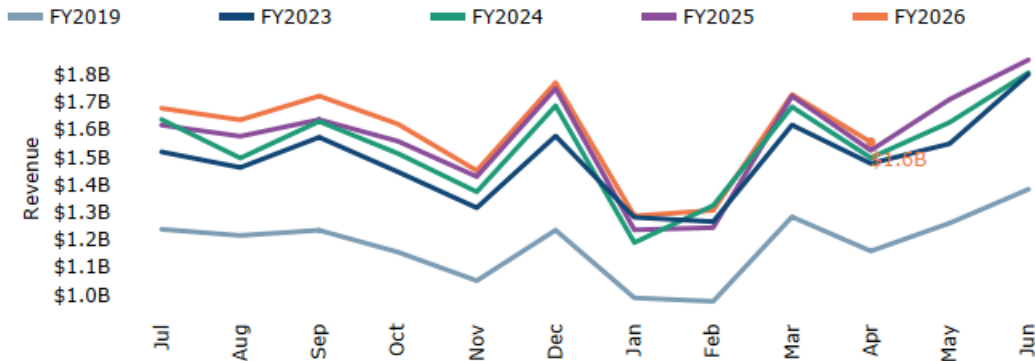
Tourism-Related Sales Revenue by Year
Fiscal Year



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

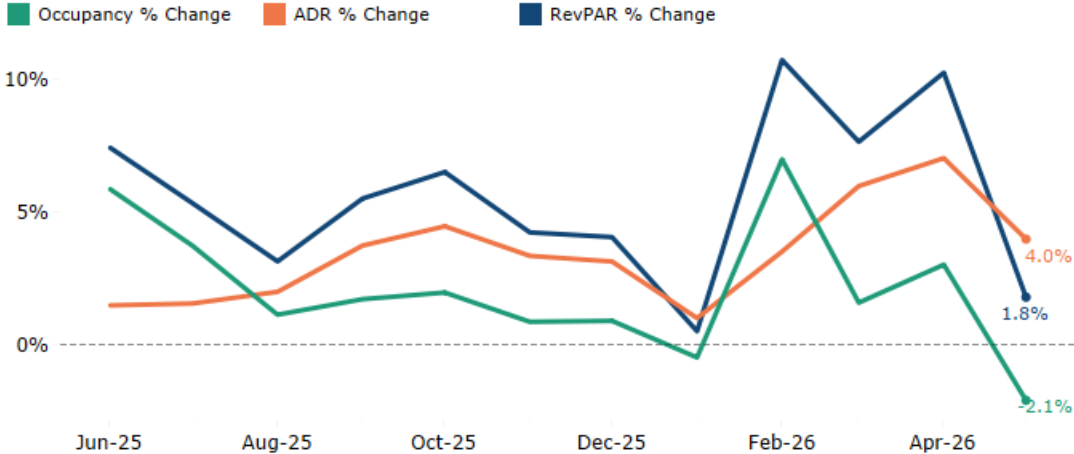
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
May 2026	61.7%	\$131	\$81	3.3M	2.0M	\$269.2M
Change vs. Previous Year	▼ 2.1%	▲ 4.0%	▲ 1.8%	▼ 0.9%	▼ 3.0%	▲ 0.9%
Year-to-Date	55.1%	\$125	\$69	16.0M	8.8M	\$1.1B
Change vs. Previous Year	▲ 1.6%	▲ 4.6%	▲ 6.2%	▼ 0.9%	▲ 0.7%	▲ 5.3%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
May 2026	36.7%	\$264	\$97
Change vs. Previous Year	▼ 11.5%	▲ 3.0%	▼ 8.8%
Year-to-Date	27.9%	\$232	\$65
Change vs. Previous Year	▼ 10.1%	▲ 3.1%	▼ 7.3%

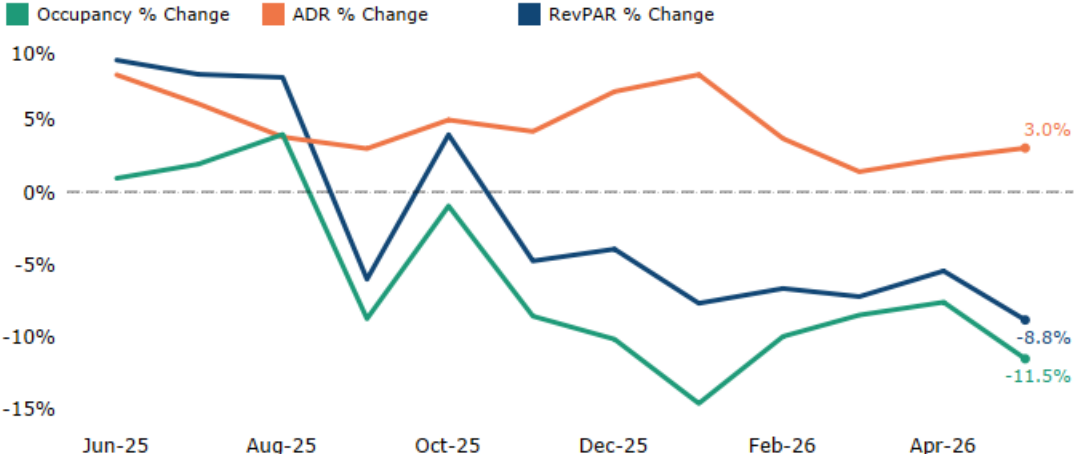
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year

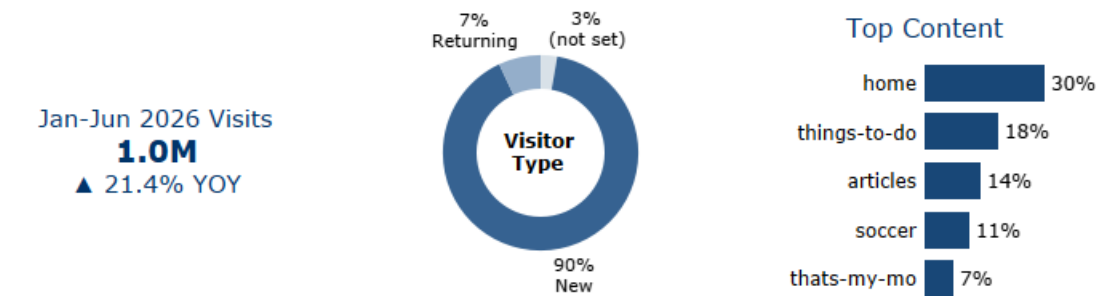


Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

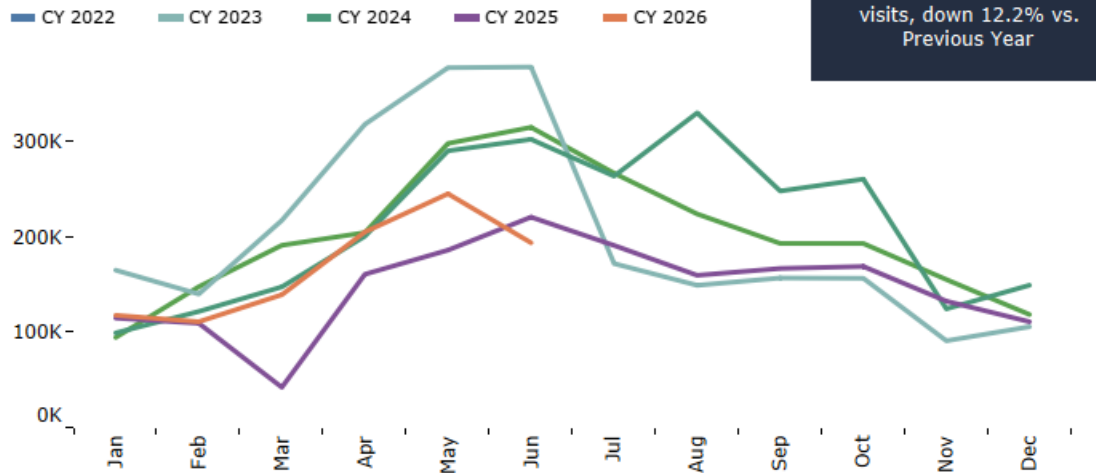
Source: KeyData
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Calendar Year-to-Date



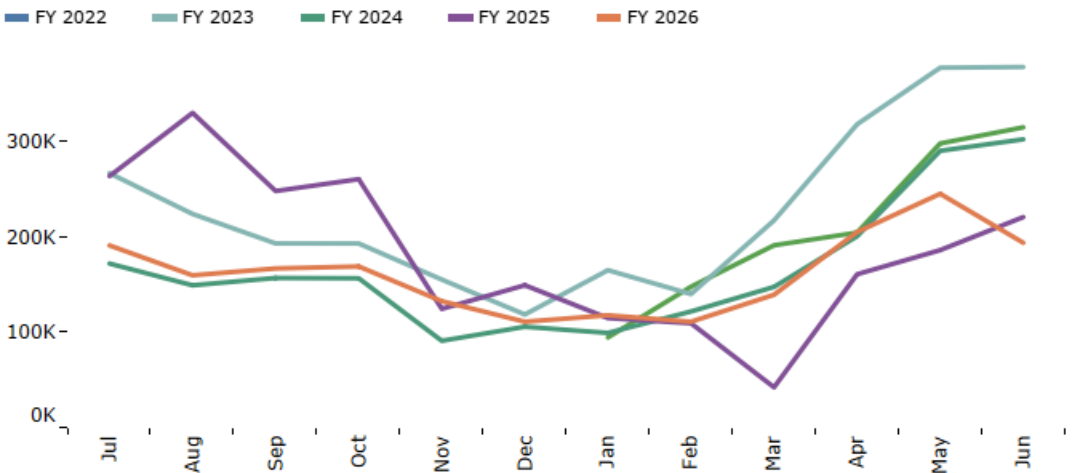
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date

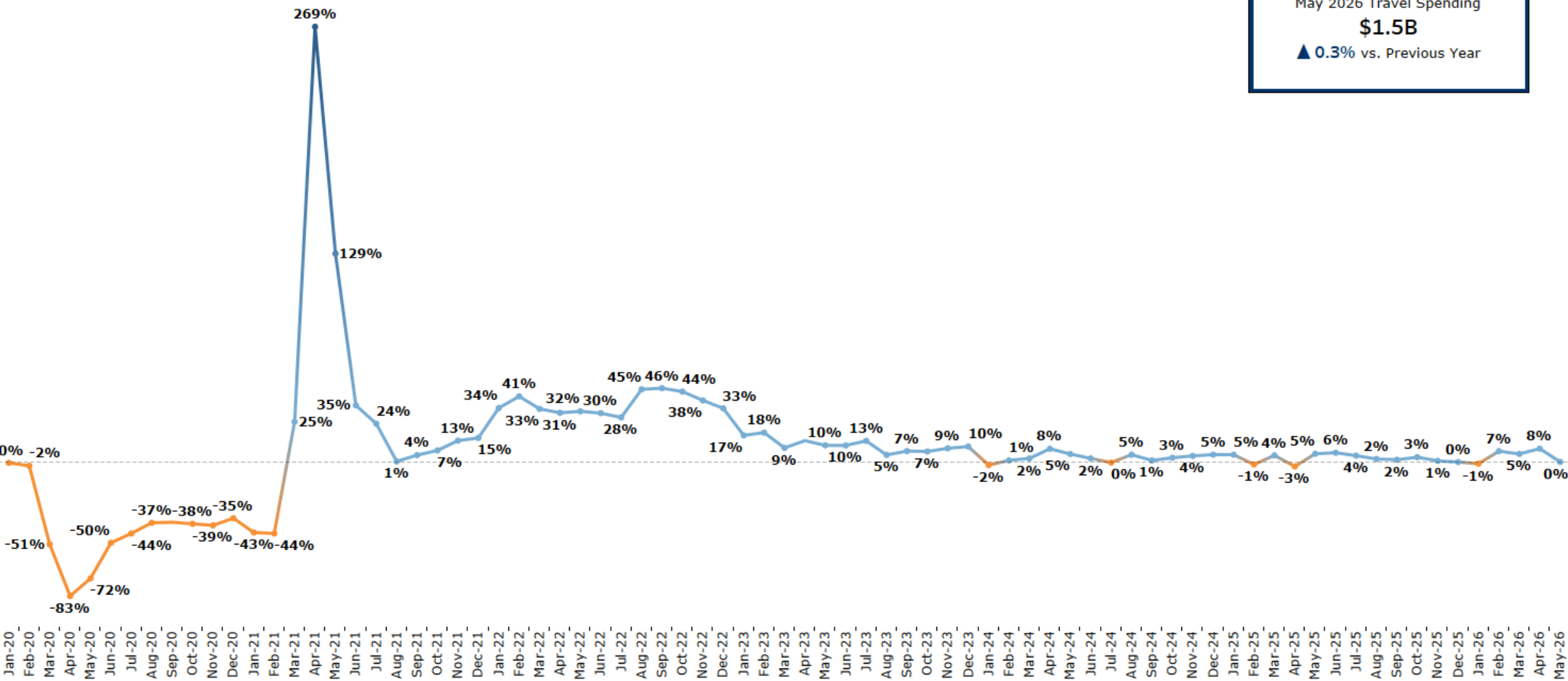


Fiscal Year Visits to VisitMO.com by Month



Travel Spending in Missouri

% Change from the same month in Previous Year



May 2026 Travel Spending
\$1.5B
▲ 0.3% vs. Previous Year



Travel Guide Fulfillment

Jun 2026
6.6K
▼ -37.4% vs. STLY

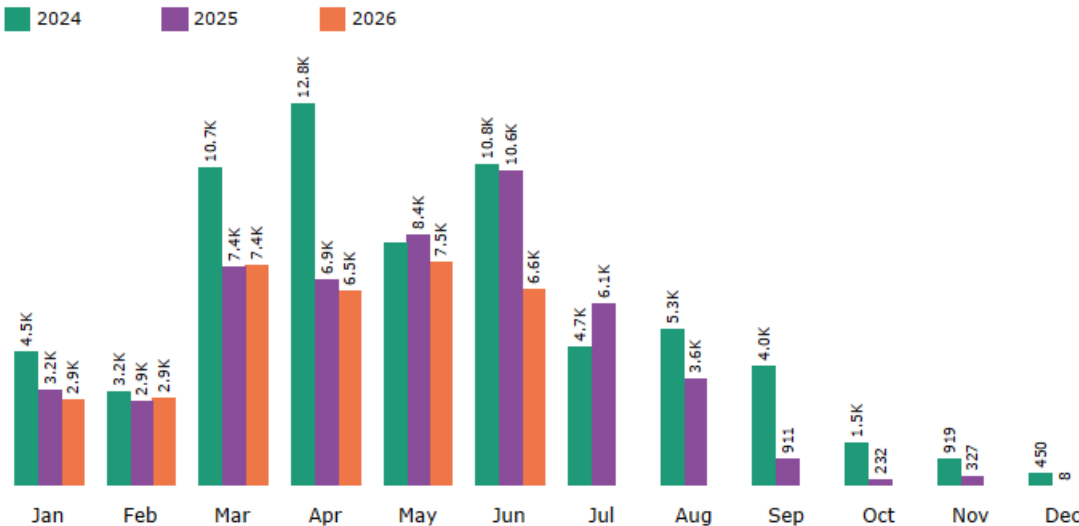
Jan-Jun 2026
34.0K
▼ -13.6% vs. STLY

Welcome Center Visits

Jun 2026
40.3K
▼ -1.5% vs. STLY

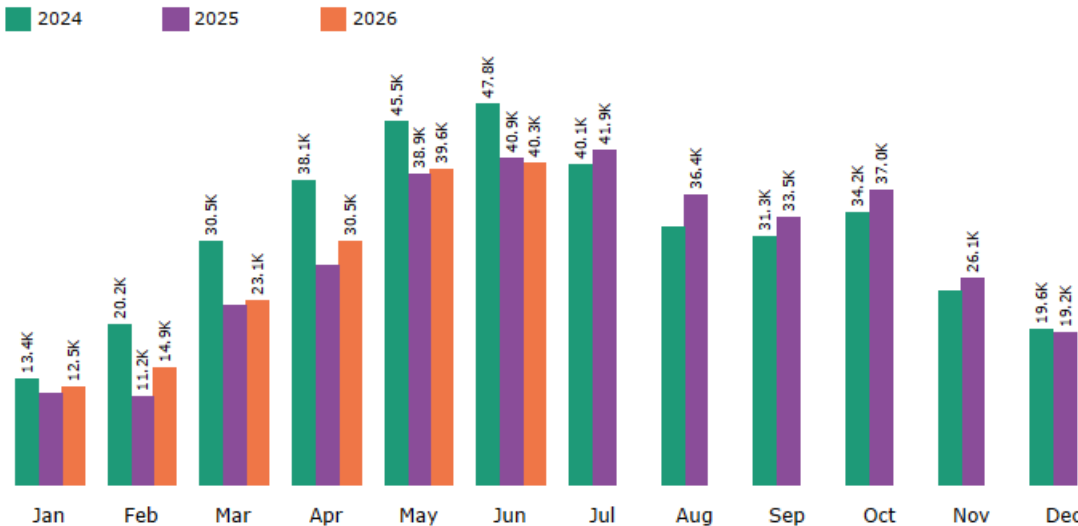
Jan-Jun 2026
160.7K
▲ 5.2% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

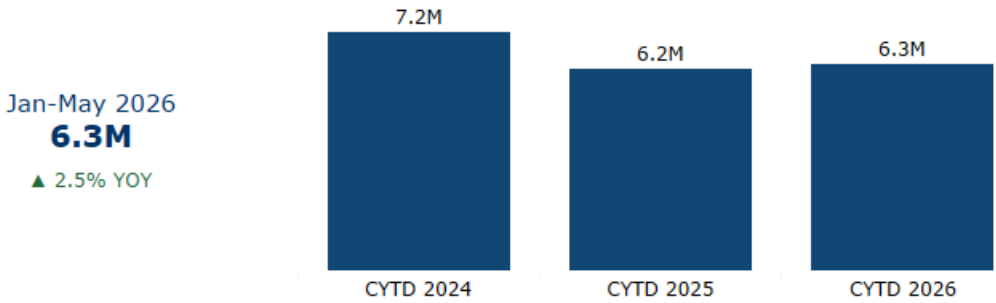


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

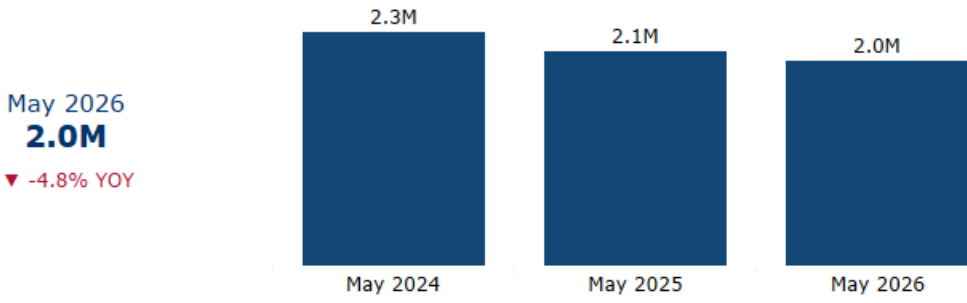
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

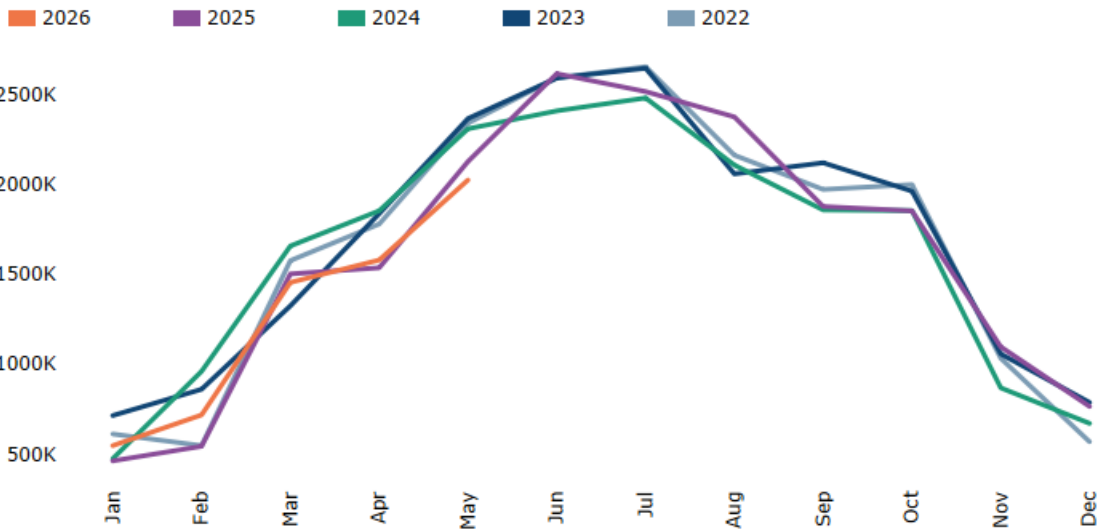


Monthly Visitation



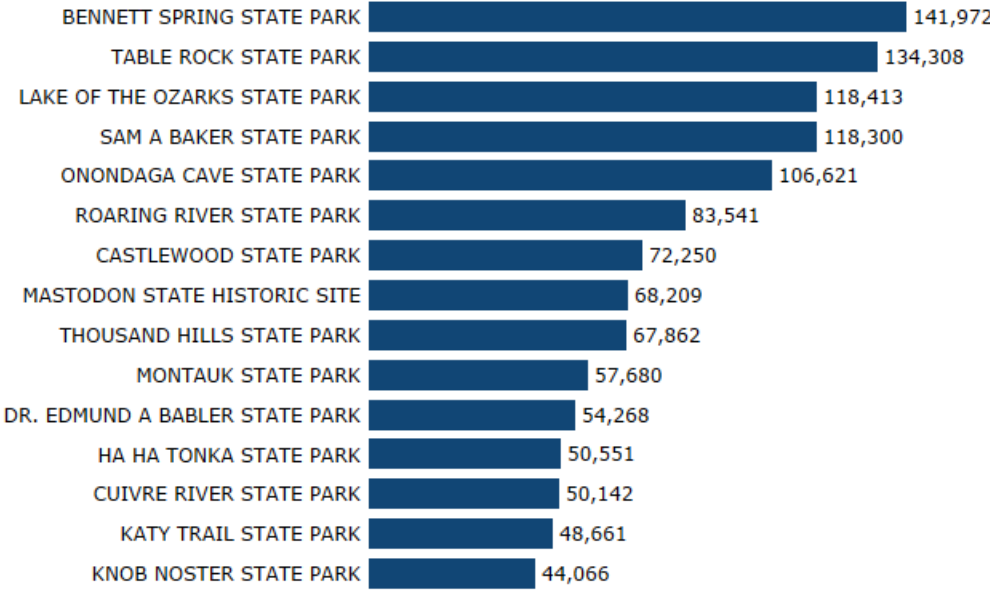
State Parks Visitors by Month

All Missouri State Parks

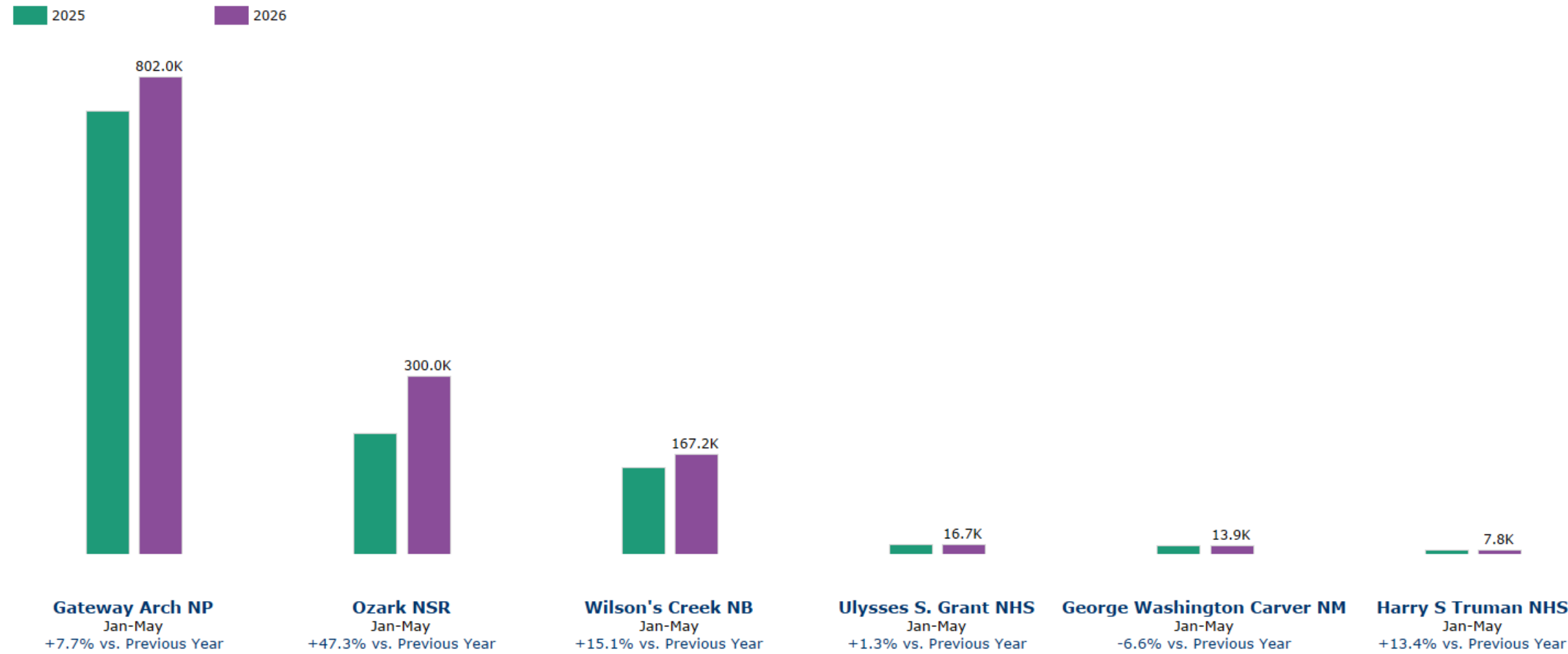


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in May 2026



Attendance by Park



Source: National Parks Service

Airport Throughput by State

May 2026

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

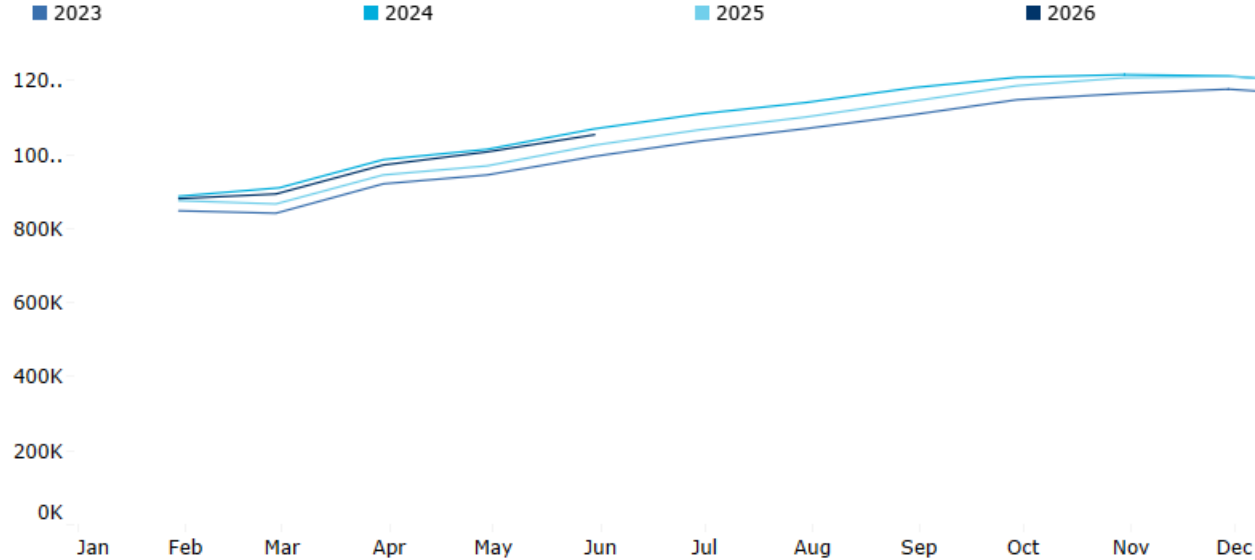


Missouri Throughput
May 2026 Month
1.2M

MOM: ▲ 7.6%
May 2026 YOY: ▼ -0.8%
May 2026 vs. 2019: ▲ 1.5%
Month vs. Previous Year: ▼ -0.8%

Throughput: Missouri

Trend by Year



Source: TSA

Competitive Set Throughput

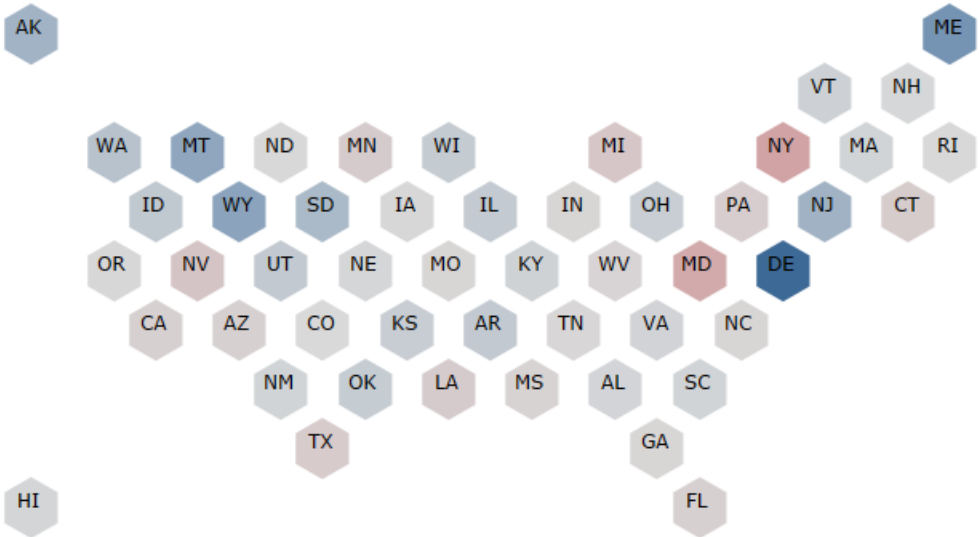
Last Six Months vs. Previous Year

	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26
Missouri	-2%	+1%	+6%	+2%	+7%	-1%
Illinois	+3%	+4%	+6%	+6%	+5%	+3%
Tennessee	+2%	-1%	+5%	+3%	+4%	-1%
USA	+0%	+0%	+3%	+2%	+0%	-1%

Throughput by State of Departure

May 2026 Month vs. Previous Year (Click to filter)

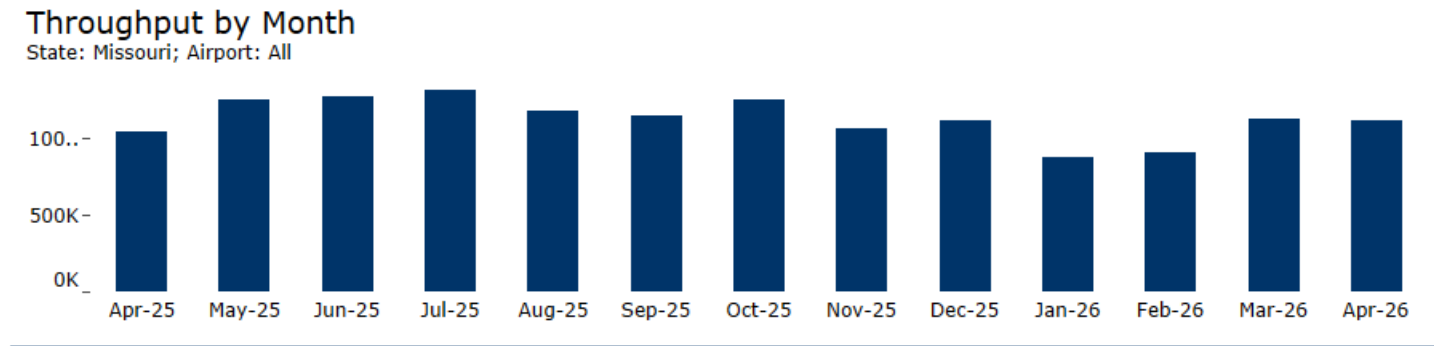
Throughput YOY
-50.0% +50.0%



Missouri Throughput by Airport

May 2026

Month: May 2026
State: Missouri
Compare to: Previous Year
Report Type: Month
Airport Code + Airport: All



Missouri Airports

Throughput Last Six Months, % Change vs. Previous Year

	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26
All Airports	-2%	1%	6%	2%	7%	-1%
St. Louis Lambert International	-2%	4%	6%	3%	1%	0%
Kansas City International	-4%	-4%	4%	0%	12%	-3%
Springfield-Branson National	4%	0%	7%	-2%	1%	-6%
Columbia Regional	63%	72%	92%	73%	76%	78%
Joplin Regional	-6%	-13%	3%	1%	-10%	-18%
Cape Girardeau Regional	26%	40%	65%	49%	58%	47%
Kirksville Regional	-8%	-16%	3%	3%	-20%	82%
Waynesville-St Robert Regional Forney Field	0%	10%	66%	25%	20%	1%

