

MISSOURI DIVISION OF TOURISM

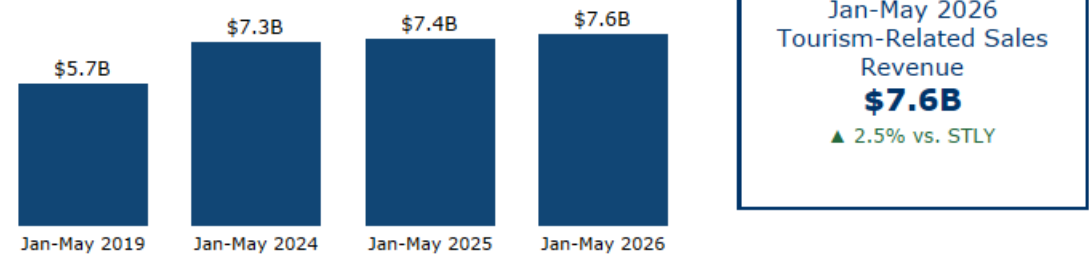
JULY 2026 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 8/13/2025)





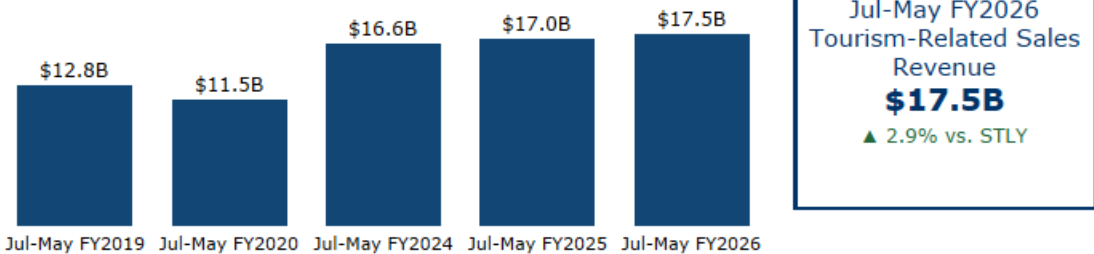
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

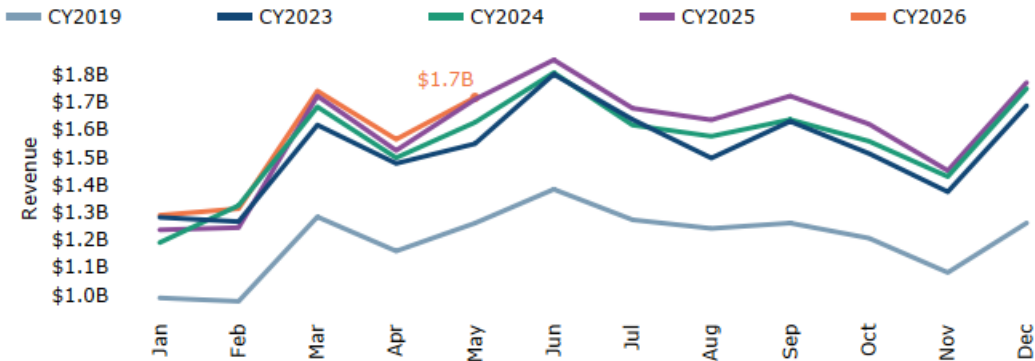


Fiscal Year-to-Date

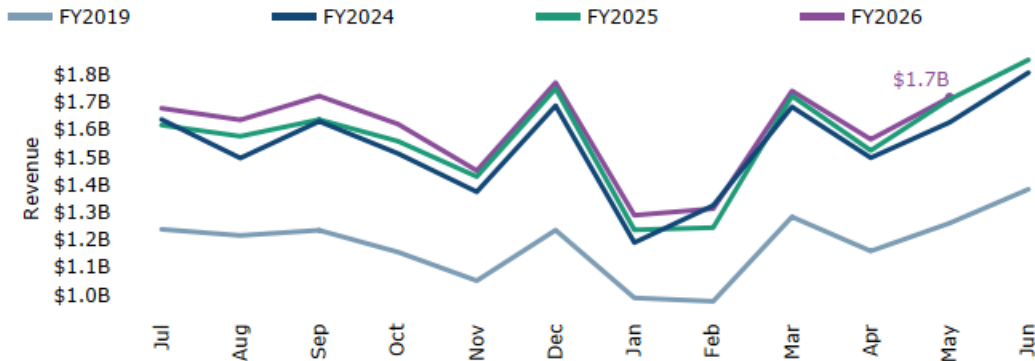
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year

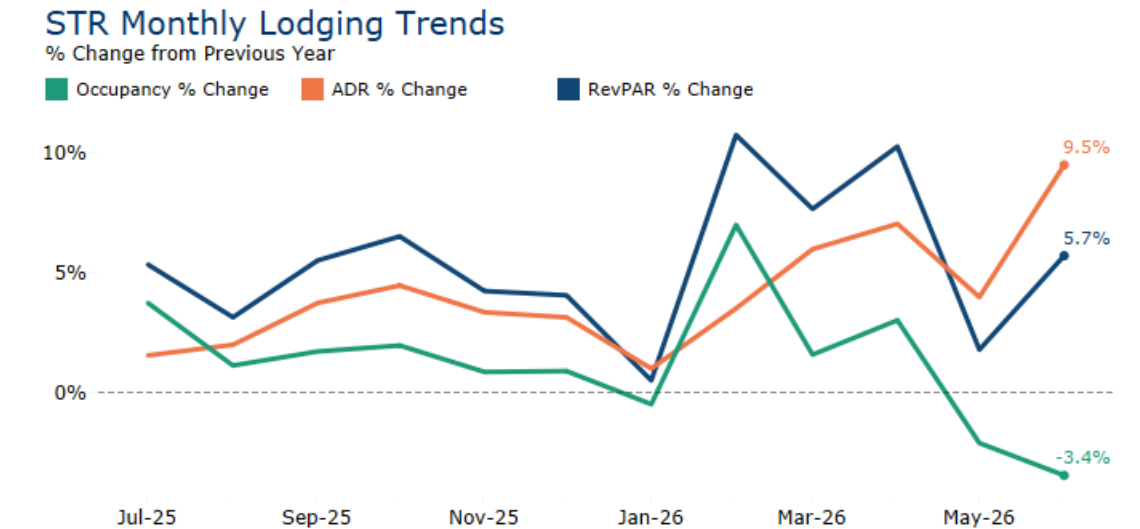


Tourism-Related Sales Revenue by Month
Fiscal Year



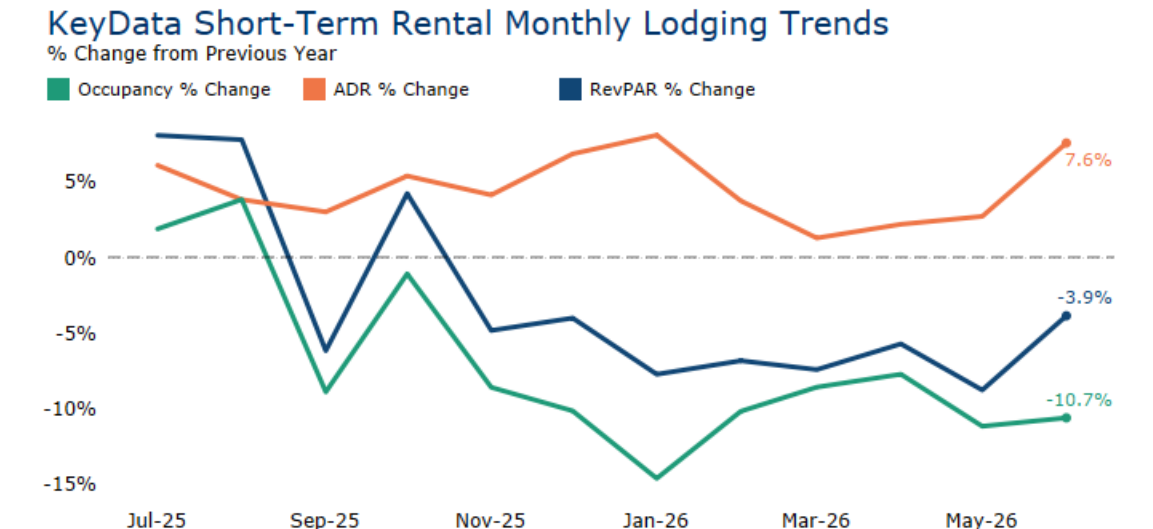
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jun 2026	67.3%	\$143	\$96	3.2M	2.2M	\$309.6M
Change vs. Previous Year	▼ 3.4%	▲ 9.5%	▲ 5.7%	▼ 0.6%	▼ 4.0%	▲ 5.0%
Year-to-Date	57.2%	\$129	\$74	19.3M	11.0M	\$1.4B
Change vs. Previous Year	▲ 0.5%	▲ 5.5%	▲ 6.1%	▼ 0.8%	▼ 0.3%	▲ 5.3%



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

	Occupancy	ADR	RevPAR
Jun 2026	49.4%	\$343	\$170
Change vs. Previous Year	▼ 10.7%	▲ 7.6%	▼ 3.9%
Year-to-Date	31.6%	\$262	\$83
Change vs. Previous Year	▼ 10.0%	▲ 4.7%	▼ 5.8%



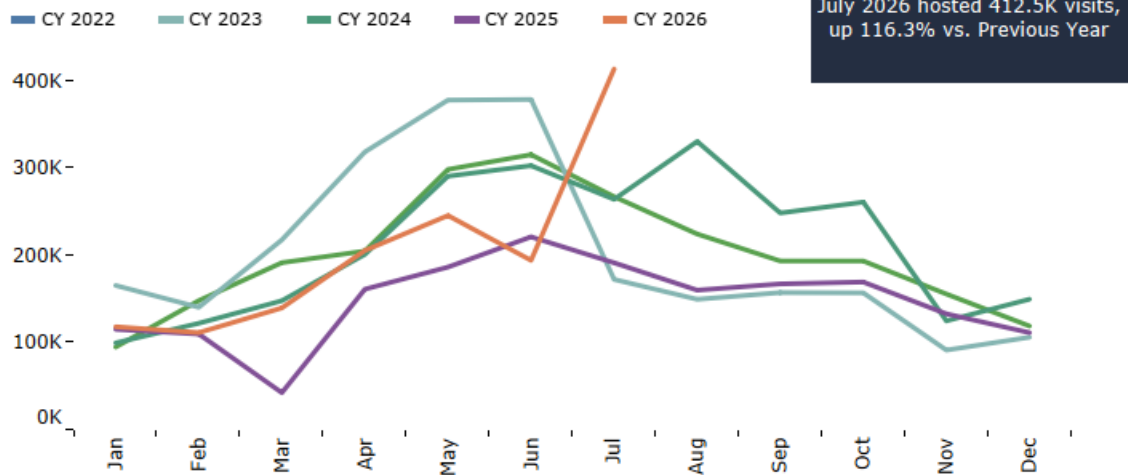
Source: KeyData
 KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Calendar Year-to-Date



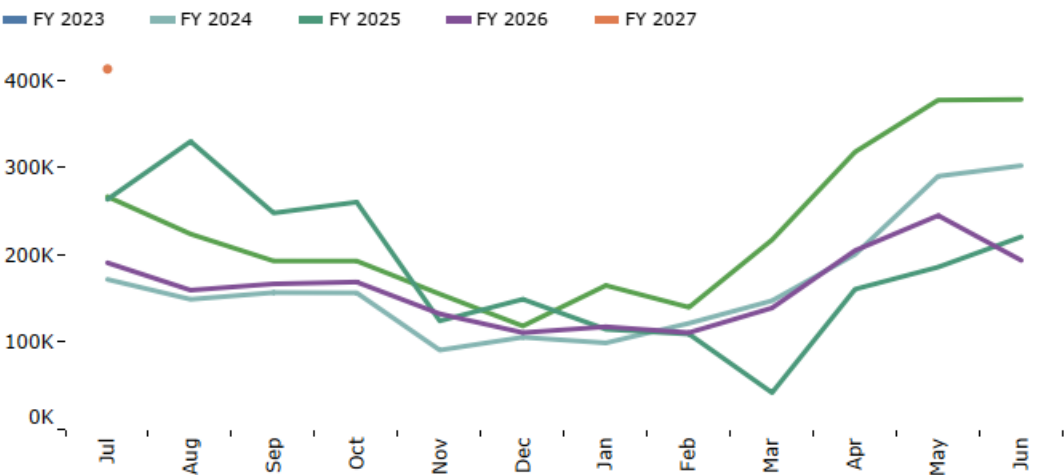
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date

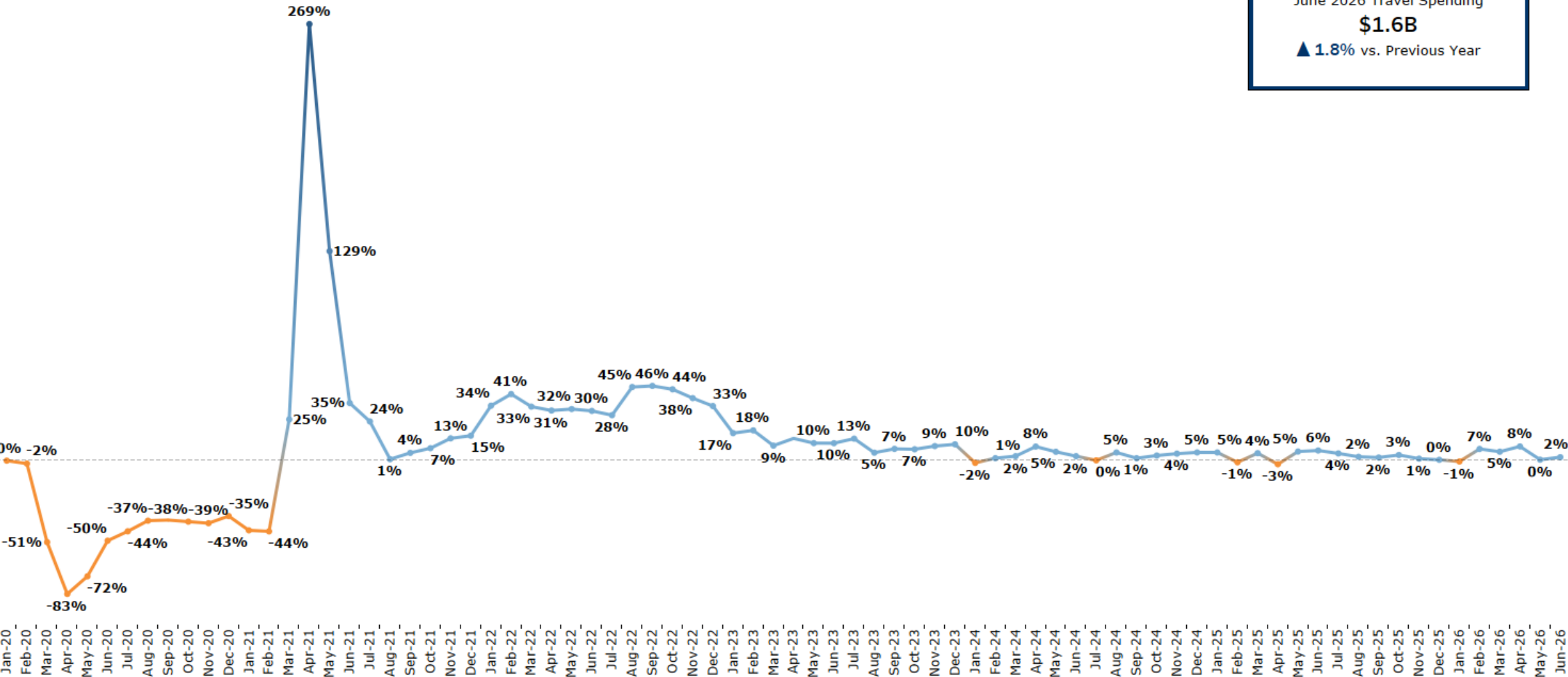


Fiscal Year Visits to VisitMO.com by Month



Travel Spending in Missouri

% Change from the same month in Previous Year



June 2026 Travel Spending
\$1.6B
▲ 1.8% vs. Previous Year



Travel Guide Fulfillment

Jul 2026
7.6K
▲ 24.5% vs. STLY

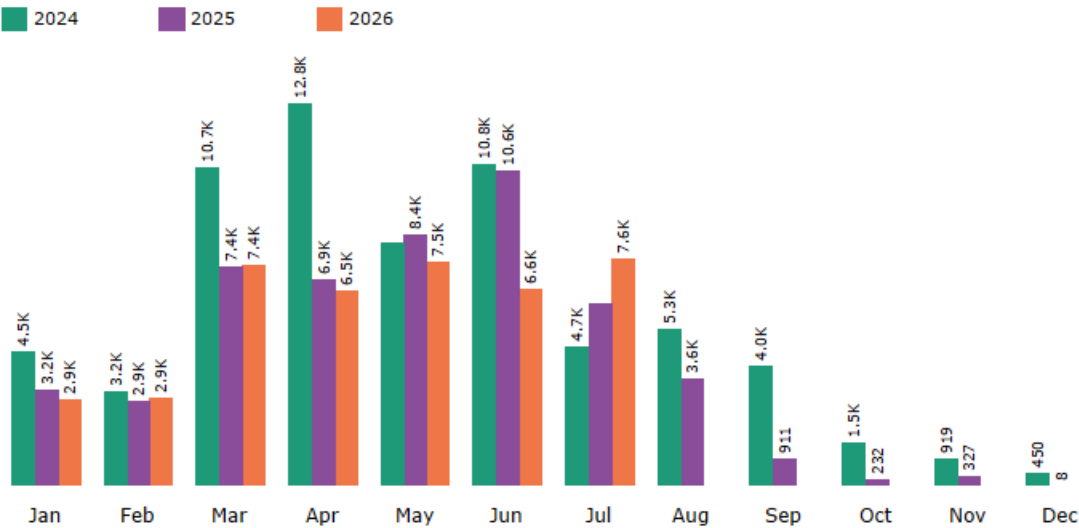
Jan-Jul 2026
41.6K
▼ -8.5% vs. STLY

Welcome Center Visits

Jul 2026
41.4K
▼ -1.4% vs. STLY

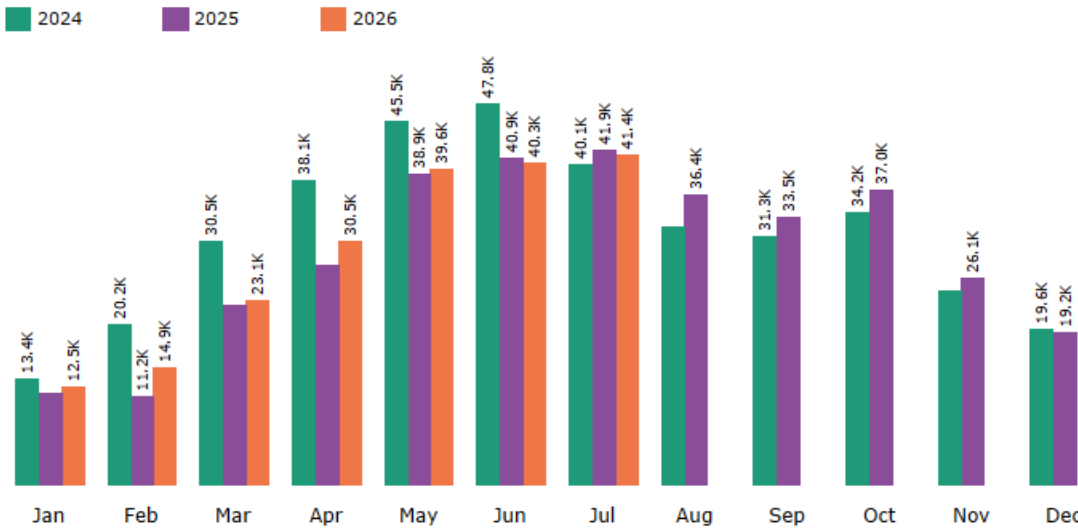
Jan-Jul 2026
202.1K
▲ 3.8% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

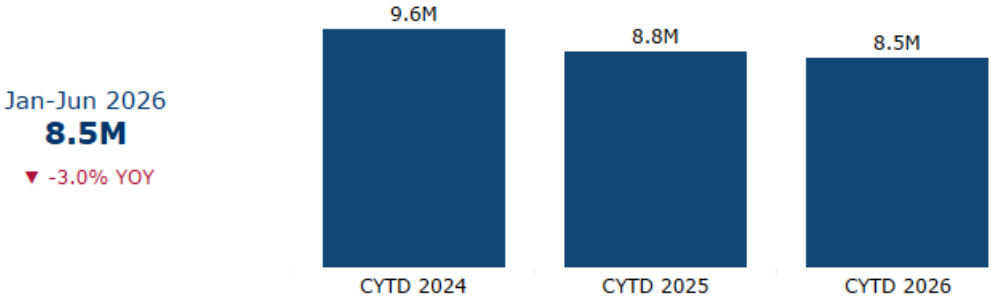


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

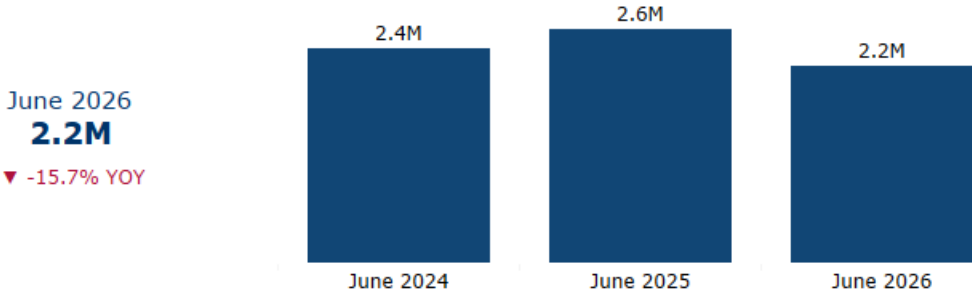
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

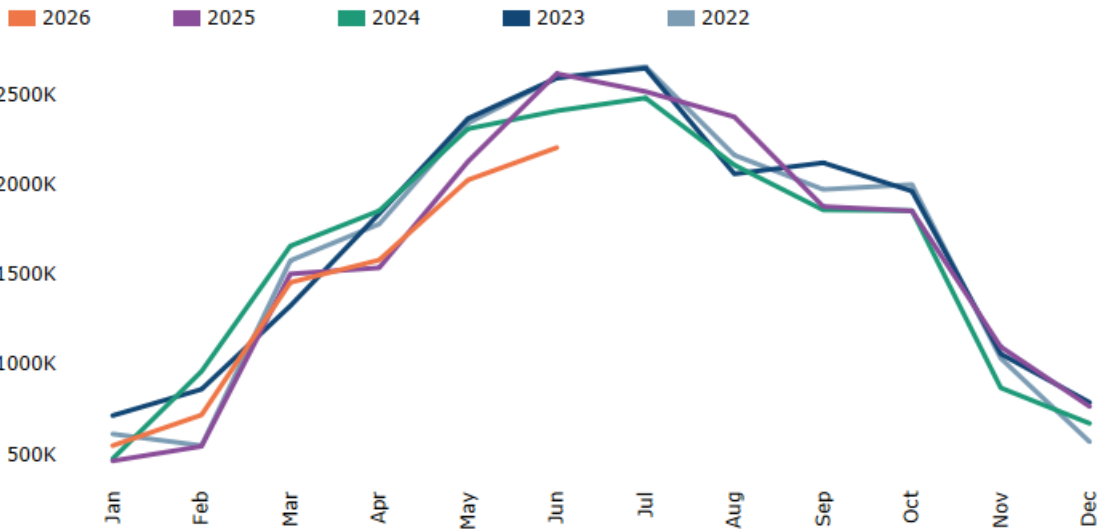


Monthly Visitation



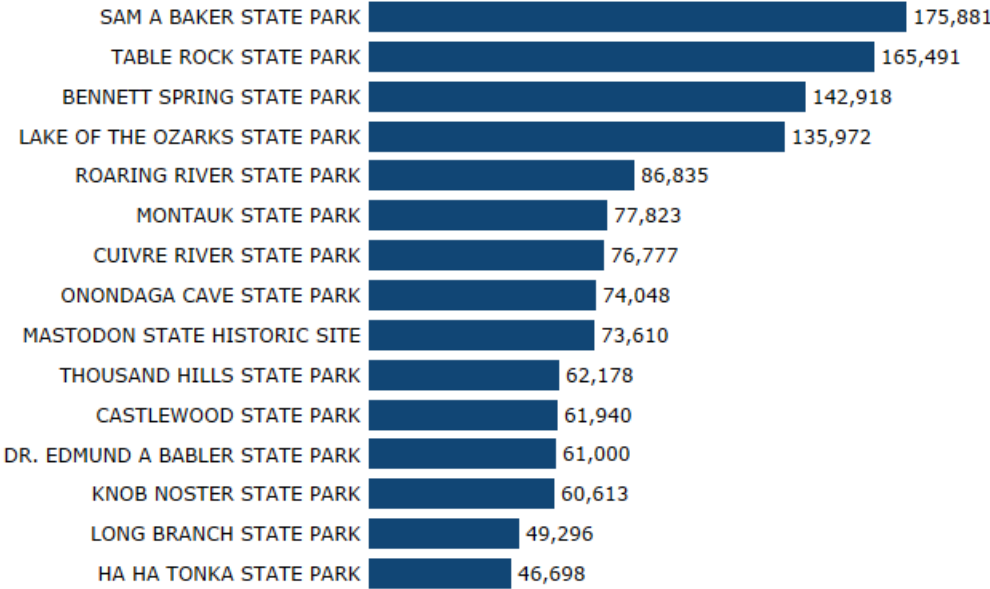
State Parks Visitors by Month

All Missouri State Parks

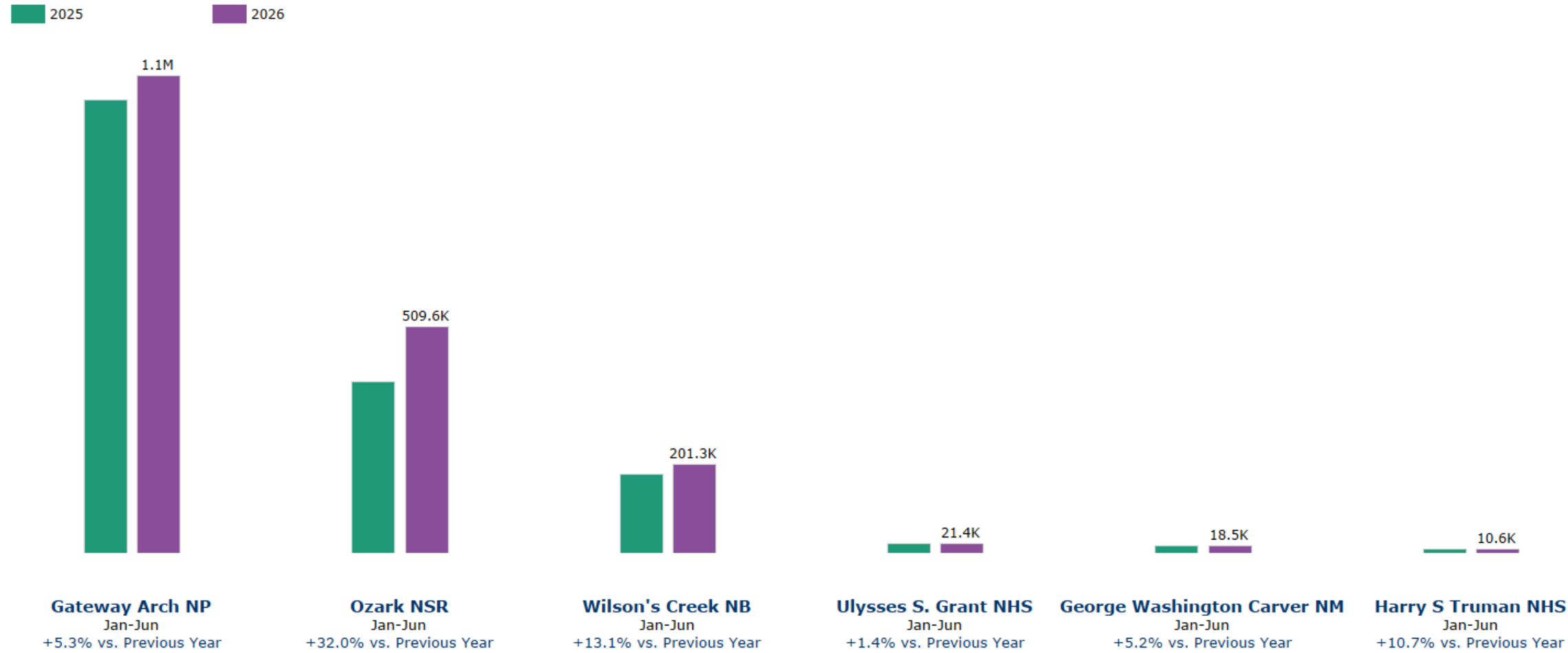


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in June 2026



Attendance by Park



Airport Throughput by State

June 2026

Competitive Set
Last 6 Months vs. Previous Year

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

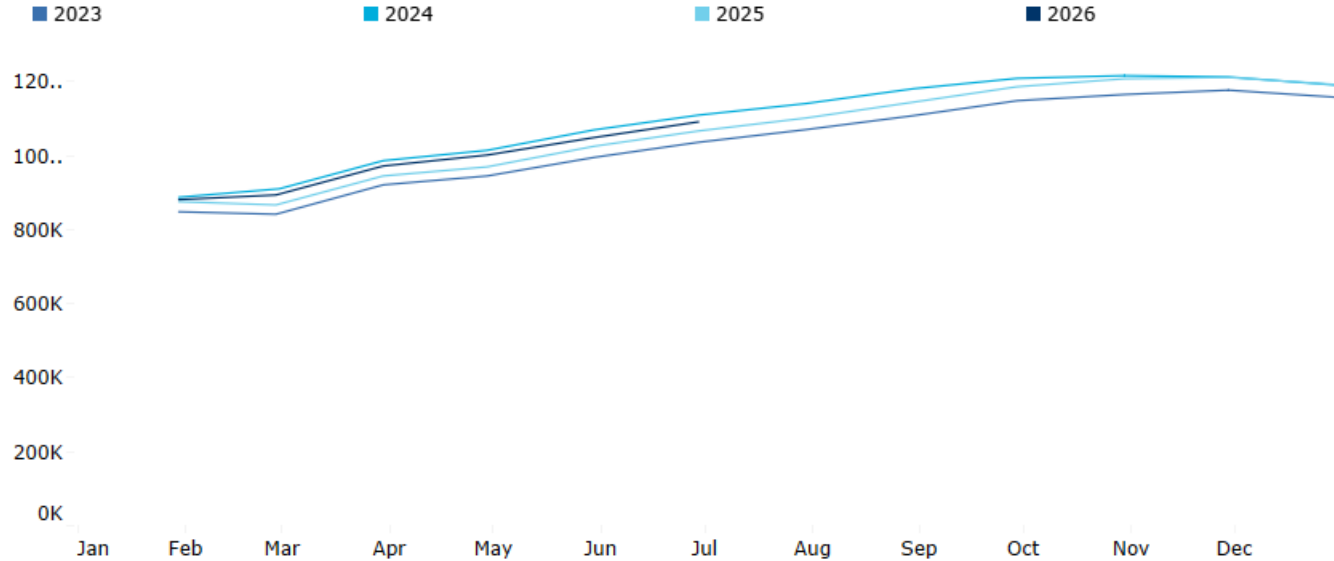


Missouri Throughput
June 2026 Month
1.3M

MOM: ▲ 8.6%
June 2026 YOY: ▲ 2.4%
June 2026 vs. 2019: ▲ 6.2%
Month vs. Previous Year: ▲ 2.4%

Throughput: Missouri

Trend by Year



Source: TSA

Competitive Set Throughput

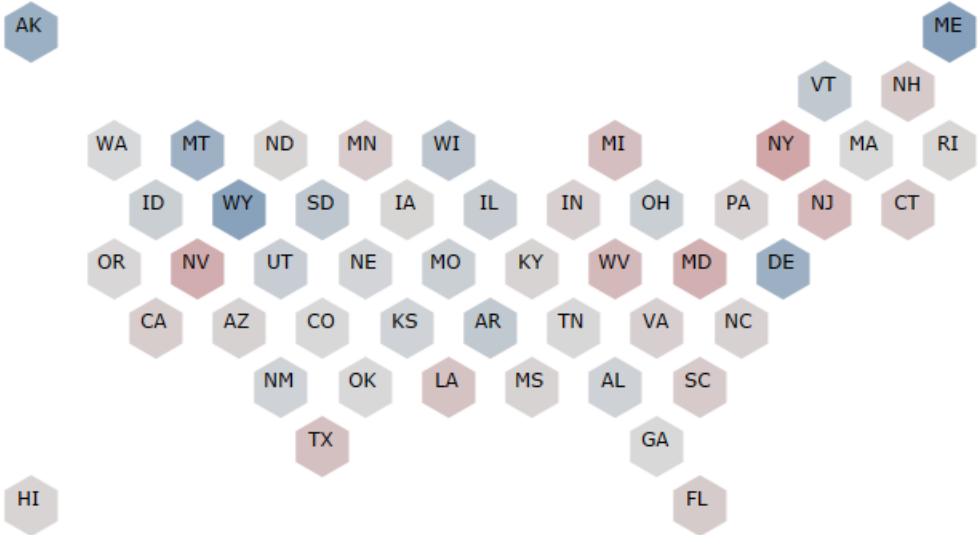
Last Six Months vs. Previous Year

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

Throughput by State of Departure

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

Throughput YOY
-50.0% +50.0%



Missouri Throughput by Airport

June 2026

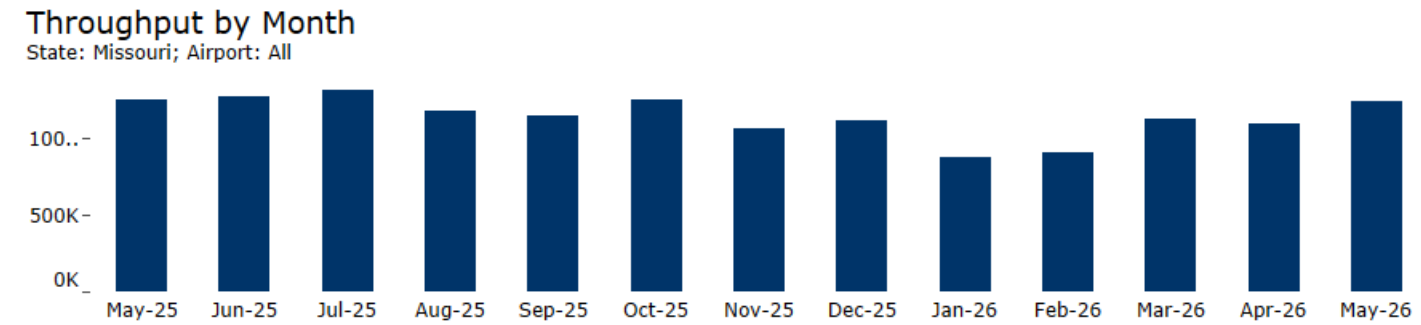
Month
June 2026

State
Missouri

Compare to
Previous Year

Report Type
Month

Airport Code + Airport
All



Missouri Airports

Throughput Last Six Months, % Change vs. Previous Year

	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26
All Airports	1%	6%	2%	5%	-1%	2%
St. Louis Lambert International	4%	6%	3%	1%	0%	0%
Kansas City International	-4%	4%	0%	7%	-3%	4%
Springfield-Branson National	0%	7%	-2%	1%	-6%	-1%
Columbia Regional	72%	92%	73%	76%	78%	113%
Joplin Regional	-13%	3%	1%	-10%	-18%	-20%
Cape Girardeau Regional	40%	65%	49%	58%	47%	49%
Kirkville Regional	-16%	3%	3%	-20%	82%	141%
Waynesville-St Robert Regional Forney Field	10%	66%	25%	20%	1%	-22%

