MISSOURI DIVISION OF TOURISM

SEPTEMBER 2026 MISSOURI TRAVEL BAROMETER

(DATA AVAILABLE AS OF 10/15/2026)

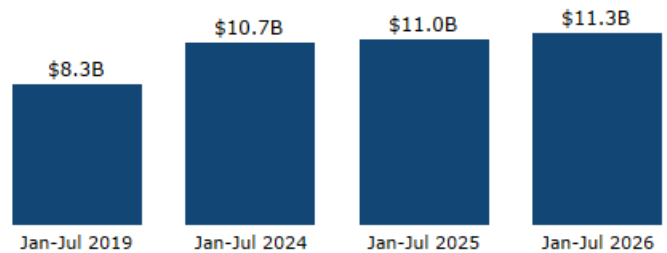


Missouri Travel Barometer: Tourism-Related Sales Revenue

Calendar Year-to-Date

Tourism-Related Sales Revenue by Year

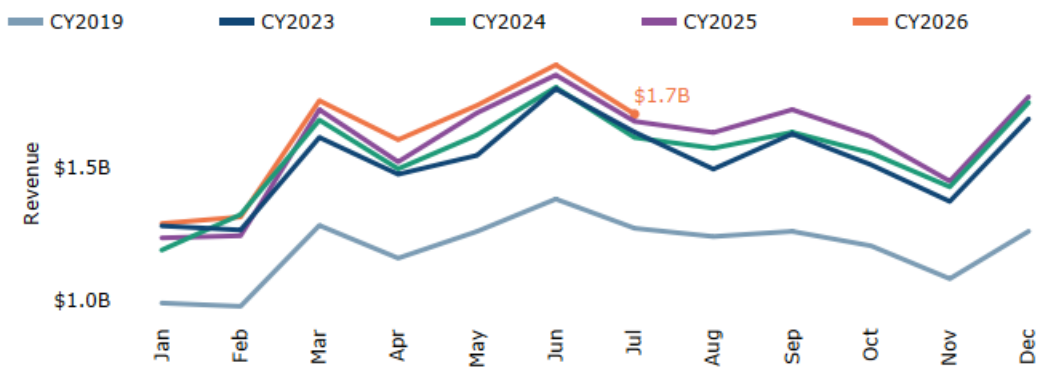
Calendar Year



Jan-Jul 2026
Tourism-Related Sales Revenue
$11.3B
▲ 3.1% vs. STLY

Tourism-Related Sales Revenue by Month

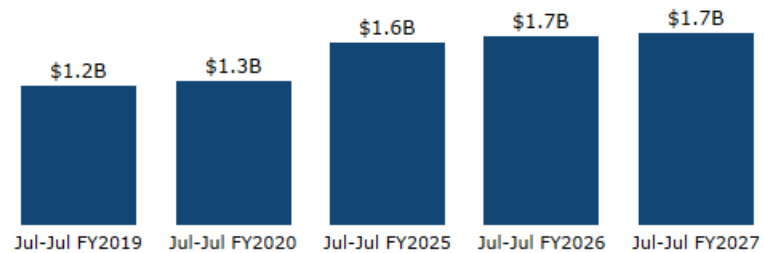
Calendar Year



Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year

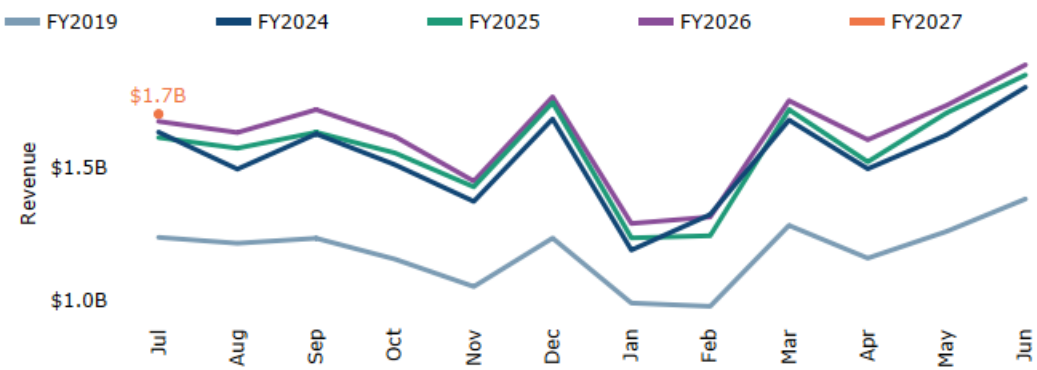
Fiscal Year



Jul-Jul FY2027
Tourism-Related Sales Revenue
$1.7B
▲ 1.7% vs. STLY

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

Source: Missouri Department of Revenue

Missouri Travel Barometer: Lodging

Hotel Performance

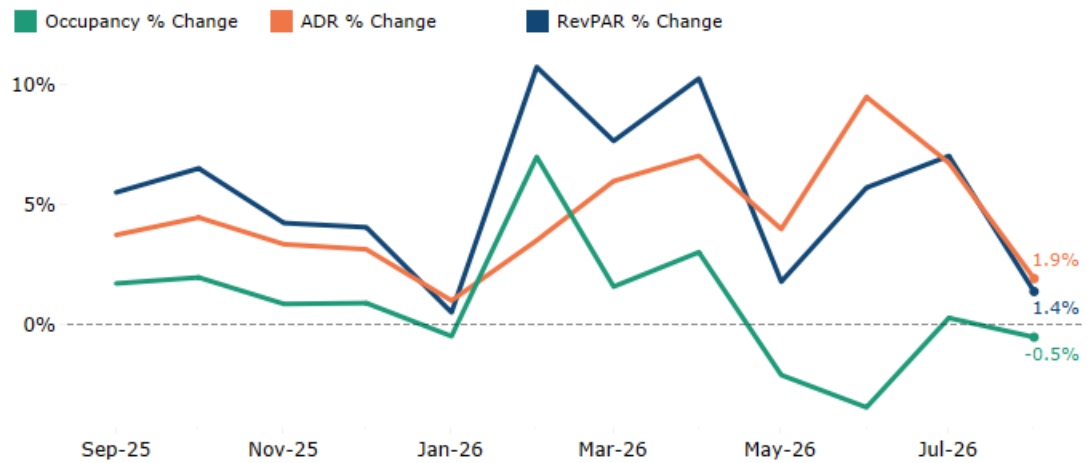
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Aug 2026	**59.8%**	**$127**	**$76**	**3.3M**	**2.0M**	**$251.5M**
Change vs. Previous Year	▼ 0.5%	▲ 1.9%	▲ 1.4%	▼ 0.5%	▼ 1.0%	▲ 0.9%
Year-to-Date	**58.6%**	**$130**	**$76**	**25.9M**	**15.2M**	**$2.0B**
Change vs. Previous Year	▲ 0.4%	▲ 5.2%	▲ 5.6%	▼ 0.8%	▼ 0.4%	▲ 4.8%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Aug 2026	**40.6%**	**$292**	**$119**
Change vs. Previous Year	▼ 14.4%	▲ 1.0%	▼ 13.6%
Year-to-Date	**35.9%**	**$284**	**$102**
Change vs. Previous Year	▼ 10.1%	▲ 4.3%	▼ 6.2%

STR Monthly Lodging Trends

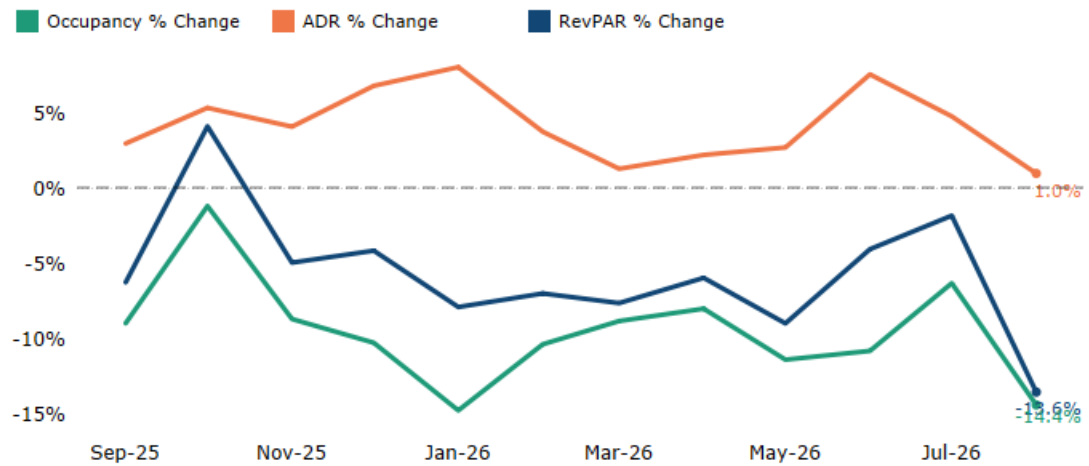
% Change from Previous Year



Source: STR
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KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



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

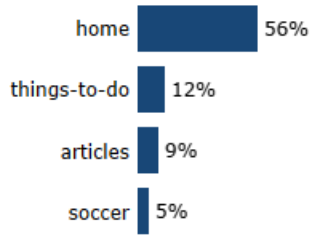
Missouri Travel Barometer: VisitMO.com Traffic

Calendar Year-to-Date

Jan-Sep 2026 Visits
2.2M
▲ 60.7% YOY



Top Content

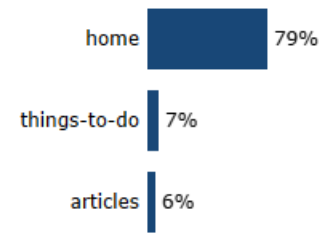


Fiscal Year-to-Date

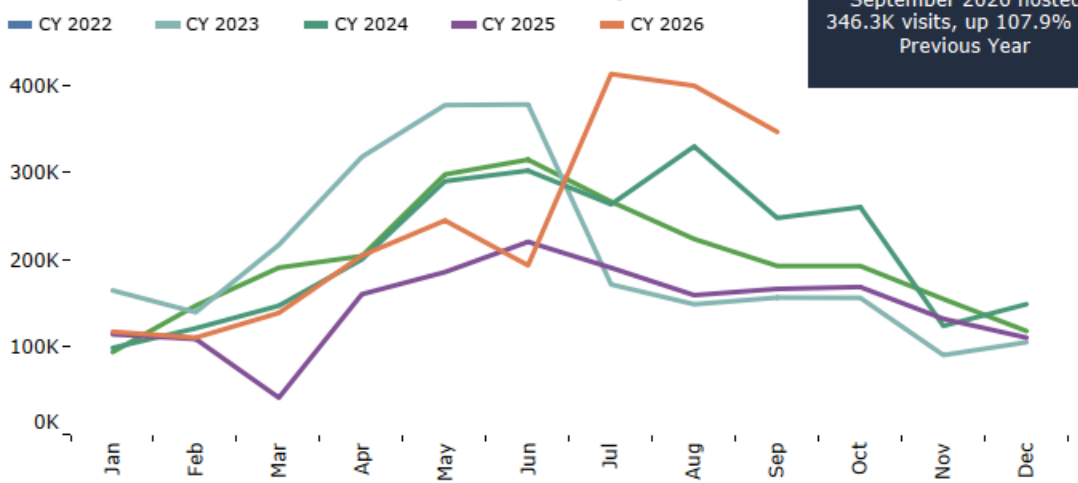
Jul-Sep FY2027 Visits
1.2M
▲ 124.1% YOY



Top Content

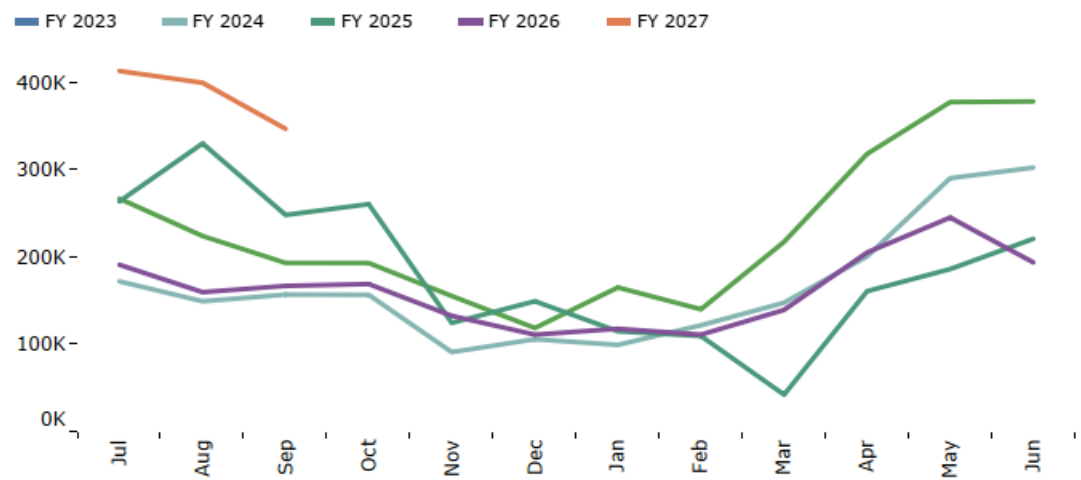


Calendar Year Visits to VisitMO.com by Month



September 2026 hosted 346.3K visits, up 107.9% vs. Previous Year

Fiscal Year Visits to VisitMO.com by Month



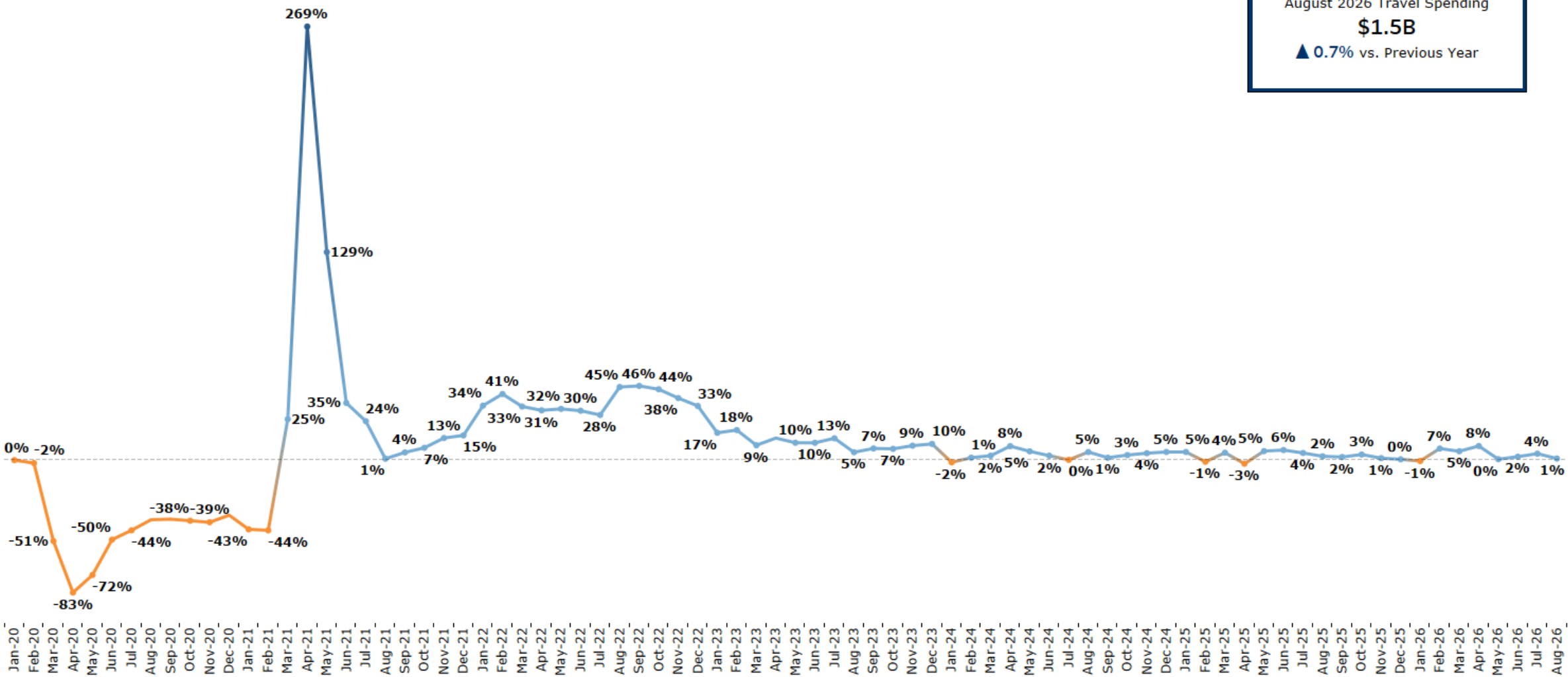
Source: Google Analytics
May 2018 was the first full month of the new VisitMO website. Covid-19 began early 2020

Missouri Travel Barometer: Economic Impact

Travel Spending in Missouri

% Change from the same month in Previous Year

August 2026 Travel Spending
$1.5B
▲ 0.7% vs. Previous Year



Source: Tourism Economics

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Missouri Travel Barometer: Travel Guides & Welcome Center

Travel Guide Fulfillment

Sep 2026
▼ -100.0% vs. STLY

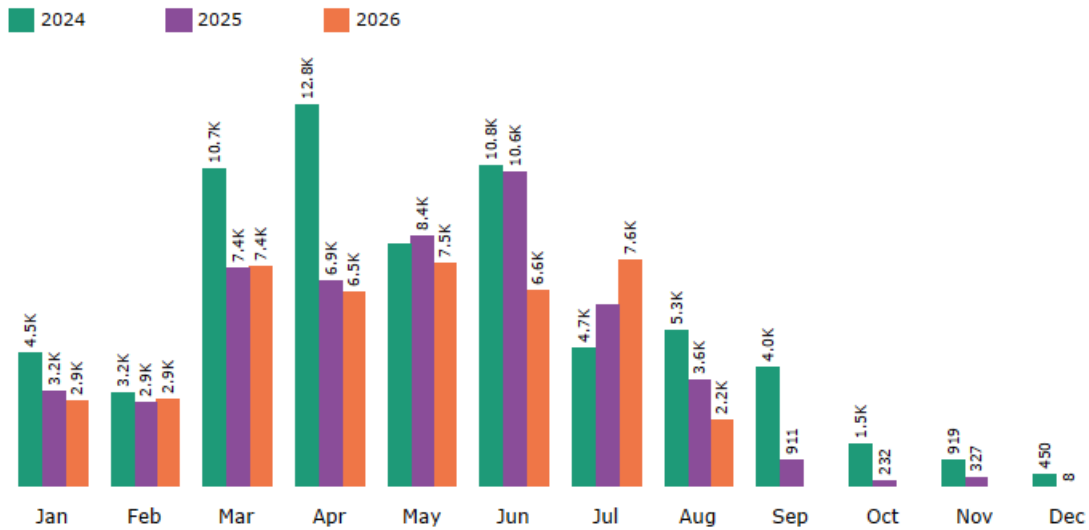
Jan-Sep 2026
43.8K
▼ -12.3% vs. STLY

Welcome Center Visits

Sep 2026
30.9K
▼ -7.7% vs. STLY

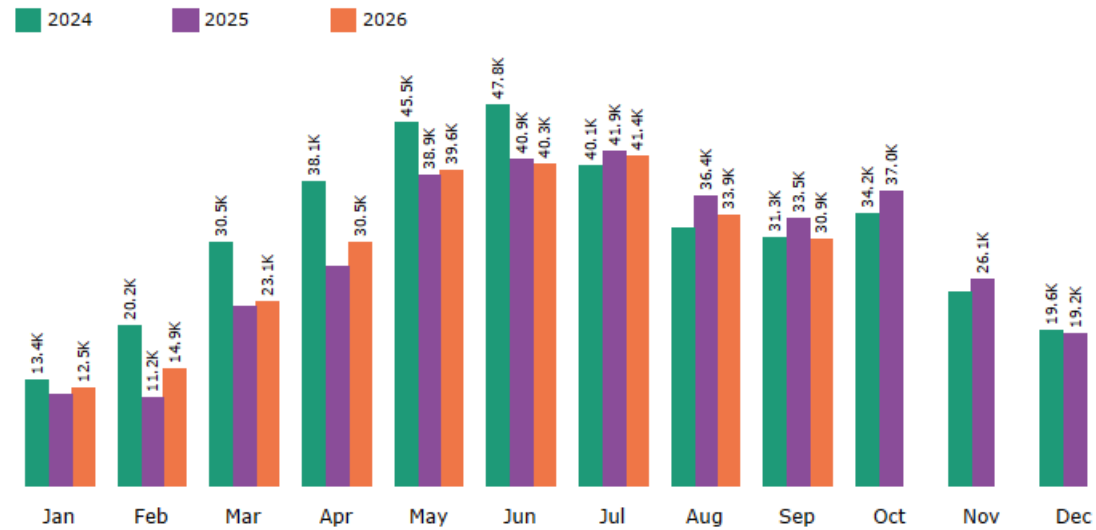
Jan-Sep 2026
266.9K
▲ 0.9% vs. STLY

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

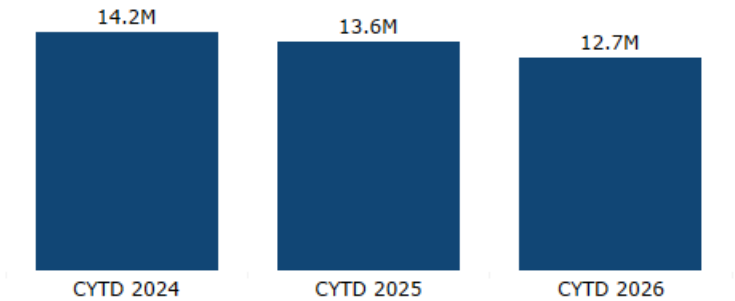


STLY = Same Time Last Year
Source: Missouri Division of Tourism

Missouri Travel Barometer: State Parks

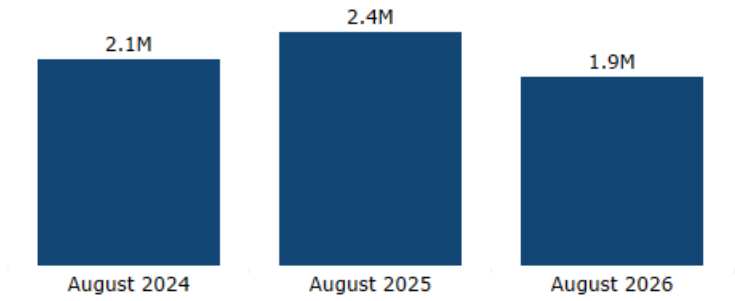
Calendar Year-to-Date Visitation

Jan-Aug 2026
12.7M
▼ -6.8% YOY



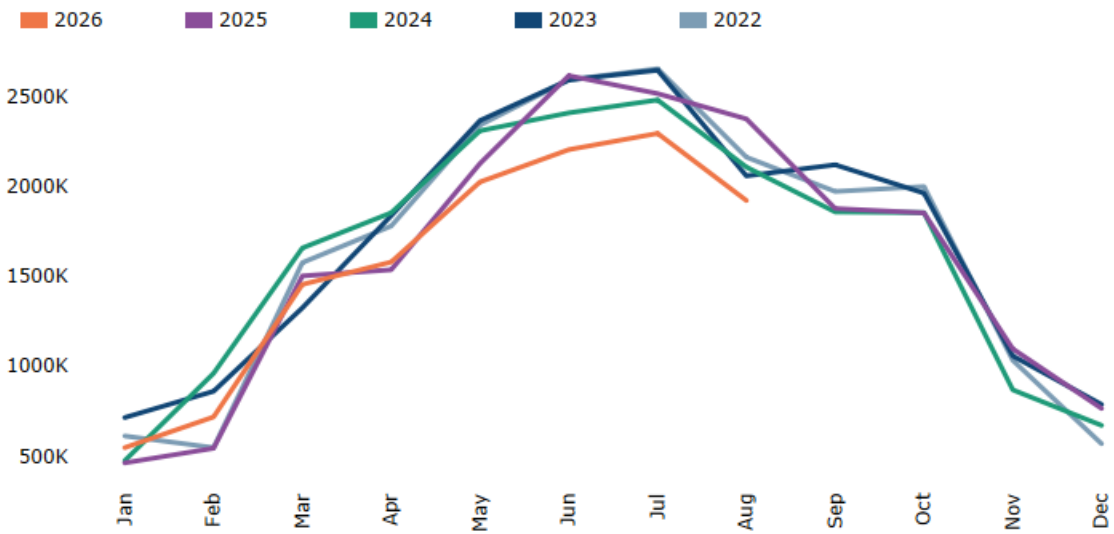
Monthly Visitation

August 2026
1.9M
▼ -19.1% YOY



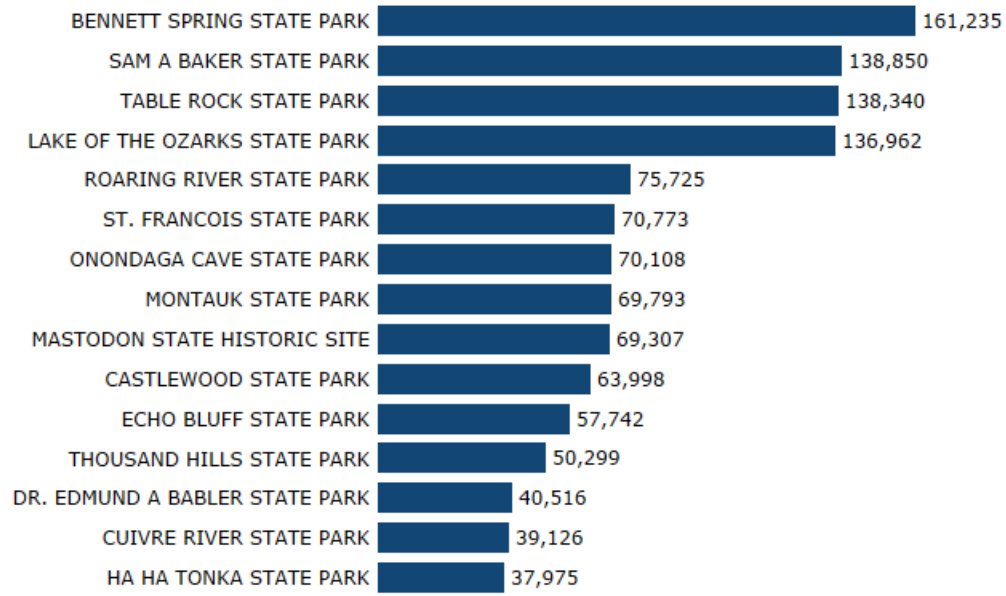
State Parks Visitors by Month

All Missouri State Parks



Note: Monthly state park data collection started in September 2019

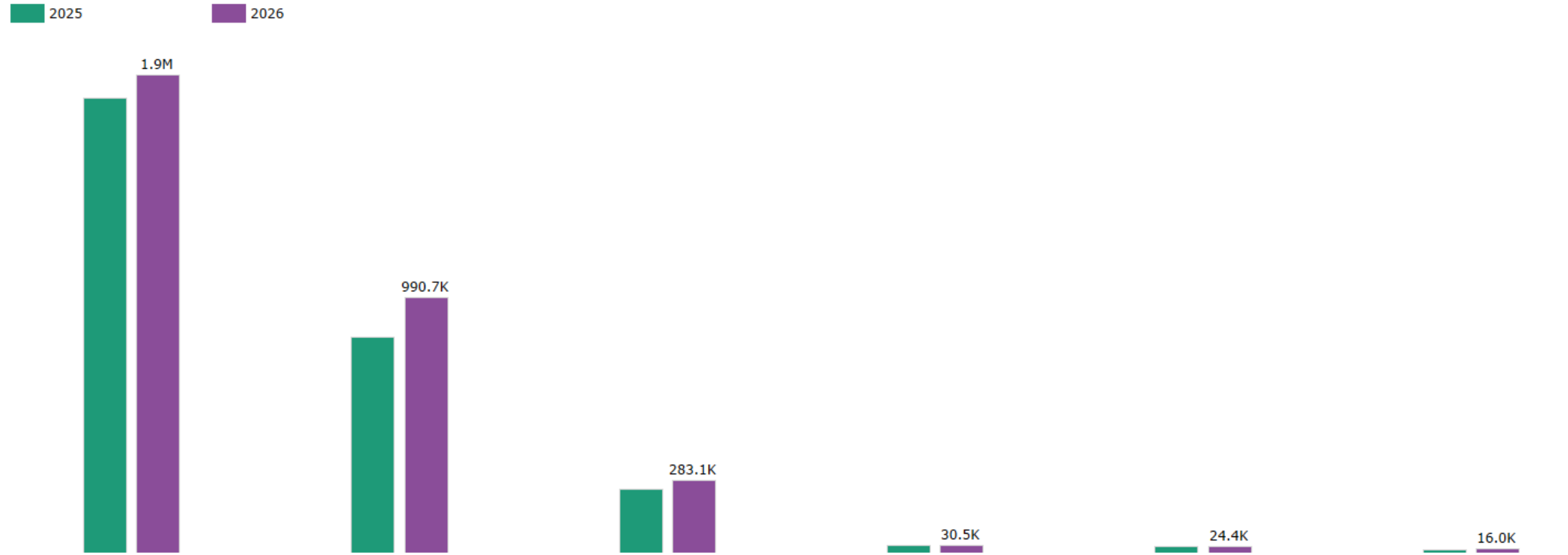
Most Visited Missouri State Parks in August 2026



Source: Missouri State Parks

Missouri Travel Barometer: National Parks

Attendance by Park



Gateway Arch NP
Jan-Aug
+5.2% vs. Previous Year

Ozark NSR
Jan-Aug
+18.1% vs. Previous Year

Wilson's Creek NB
Jan-Aug
+14.7% vs. Previous Year

Ulysses S. Grant NHS
Jan-Aug
+2.4% vs. Previous Year

George Washington Carver NM
Jan-Aug
-0.2% vs. Previous Year

Harry S Truman NHS
Jan-Aug
+8.1% vs. Previous Year

Source: National Parks Service

Airport Throughput by State

August 2026

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

Missouri Throughput
August 2026 Month
1.1M

MOM	August 2026 YOY	August 2026 vs. 2019	Month vs. Previous Year
▼ -14.0%	▼ -3.6%	▲ 2.1%	▼ -3.6%

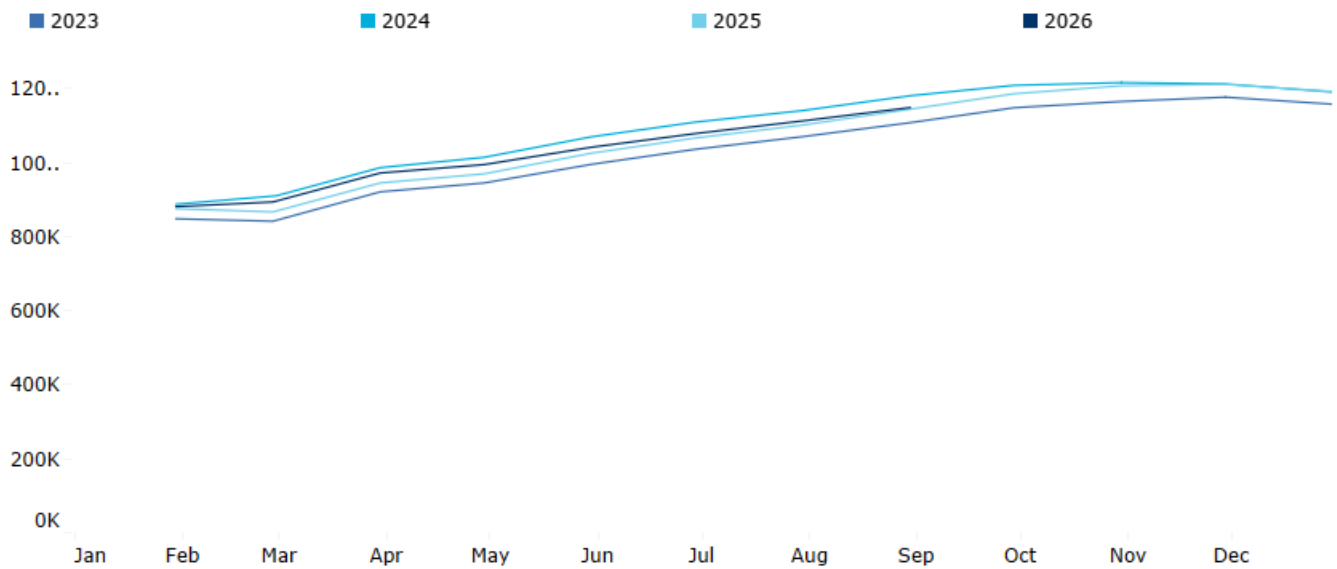
Competitive Set Throughput

Last Six Months vs. Previous Year

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

Throughput: Missouri

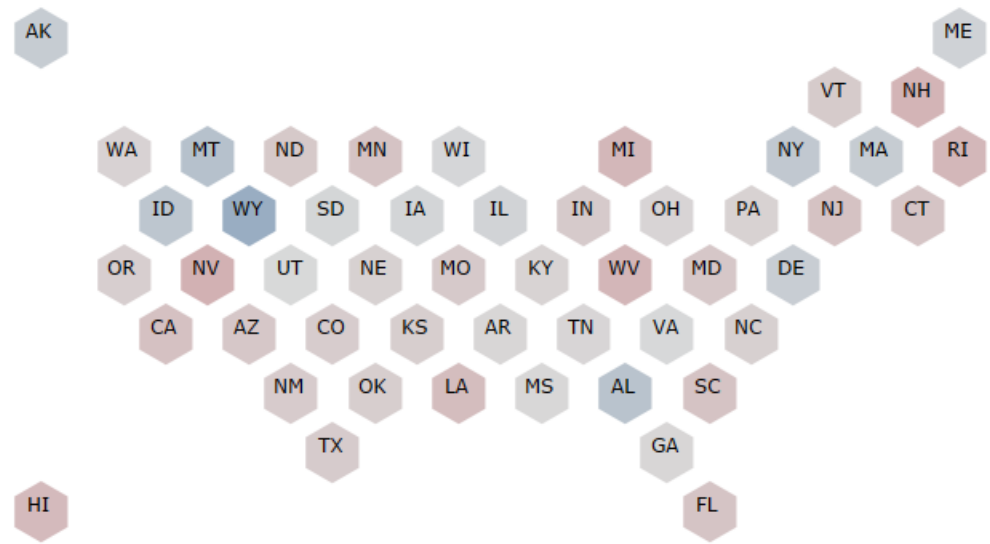
Trend by Year



Throughput by State of Departure

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

Throughput YOY
-50.0% +50.0%



Source: TSA

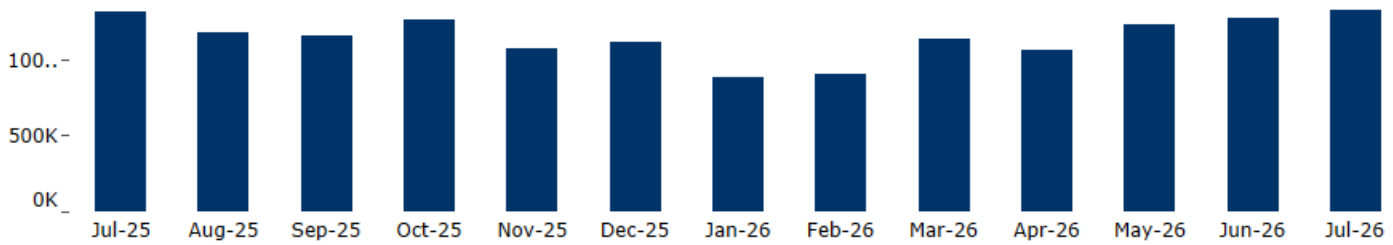
Missouri Throughput by Airport

August 2026

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

Throughput by Month

State: Missouri; Airport: All



Missouri Airports

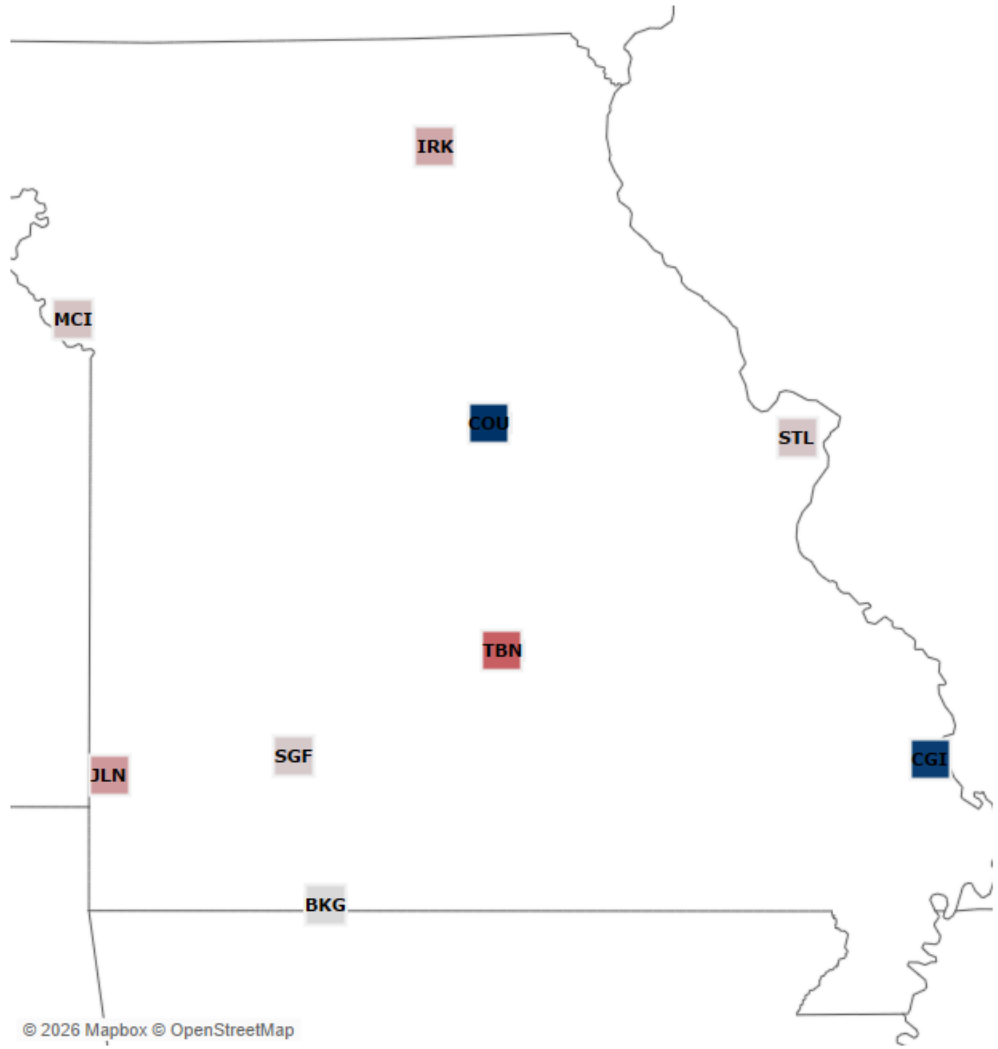
Throughput Last Six Months, % Change vs. Previous Year

	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26
All Airports	2%	2%	-2%	-1%	0%	-4%
St. Louis Lambert International	3%	1%	0%	0%	0%	-4%
Kansas City International	0%	1%	-5%	-3%	-1%	-5%
Springfield-Branson National	-2%	1%	-2%	-1%	-3%	-3%
Columbia Regional	73%	76%	78%	113%	119%	108%
Joplin Regional	1%	-10%	-18%	-20%	-15%	-15%
Cape Girardeau Regional	49%	58%	47%	49%	47%	46%
Waynesville-St Robert Regional Forney Field	25%	20%	1%	-22%	-8%	-31%
Kirksville Regional	3%	-20%	3%	-11%	-12%	-11%

Map View of Airports

August 2026 Month, % Change vs. Previous Year

Click on Airports to Filter



Source: TSA