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# **COVID 2020 IMPACT REPORT** ***2019 TO 2020 COMPARISONS***

*Report Compiled by the MDT Research Team*

*Data Sources utilized: Tourism Economics, Missouri Department of Labor, and STR lodging reporting*

*Produced January 2021*

# Missouri Tourism Industry Monthly Travel Spending Losses 2019 Compared to 2020

(March-December)

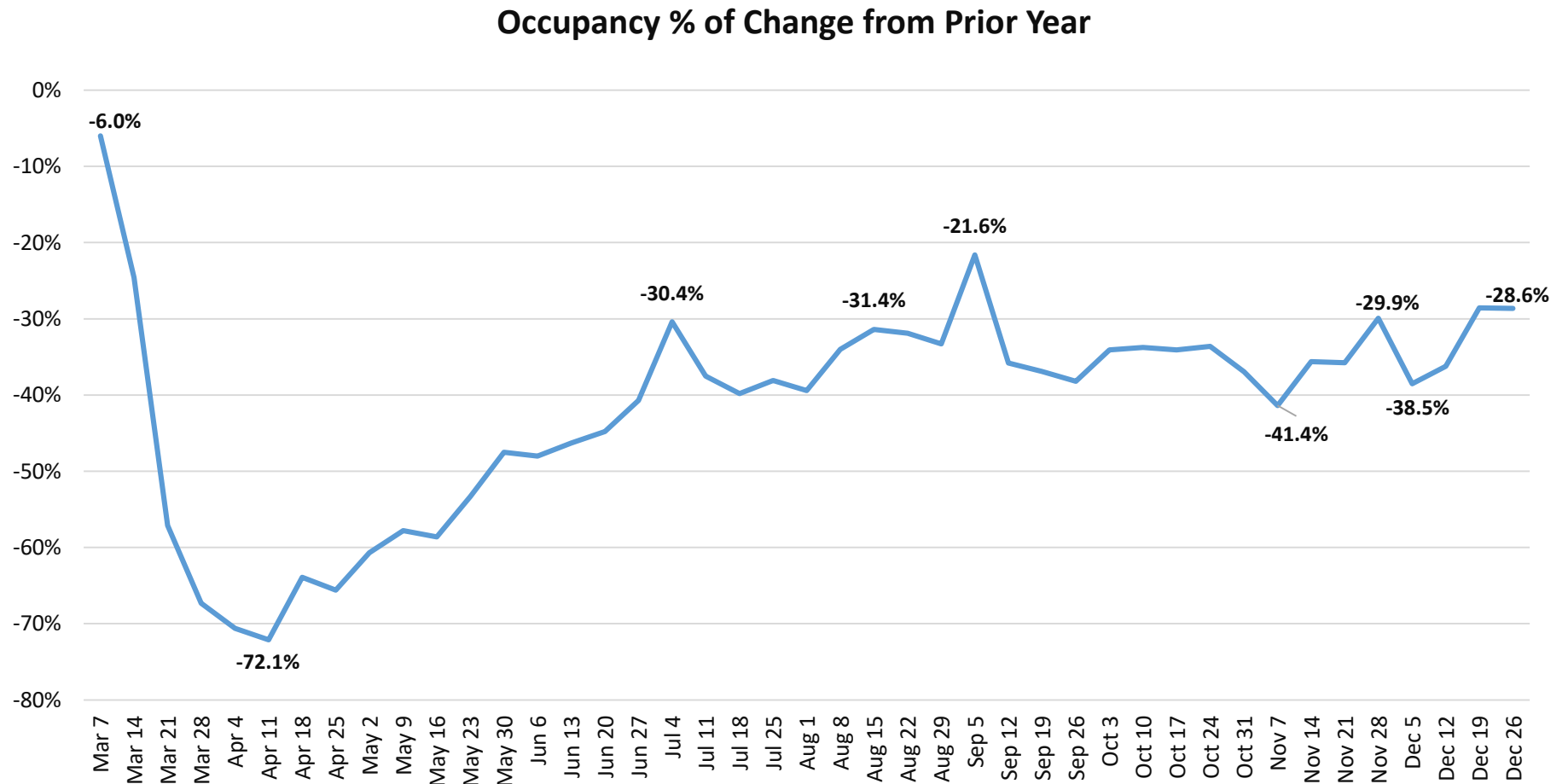
The COVID-19 pandemic reached Missouri with the first case reported in early February 2020.

- Significant drops in demand began in March.
- Visitors were restricted from travel or unwilling to travel due to health concerns.
- Through December 2020, **estimated lost visitor spending is \$6.6 billion.**



# Missouri Weekly Lodging Losses 2019 compared to 2020 (March-December)

- Occupancy statewide early in March was **down 6%**. By the first week of April, it had dropped to a **72% loss** in occupancy.
- The Occupancy change compared to last year by the end of December was showing a drop to **-28.6%**
- The **41.4% year over year occupancy loss** average March thru December for the state was devastating.



# Missouri Weekly Lodging Losses

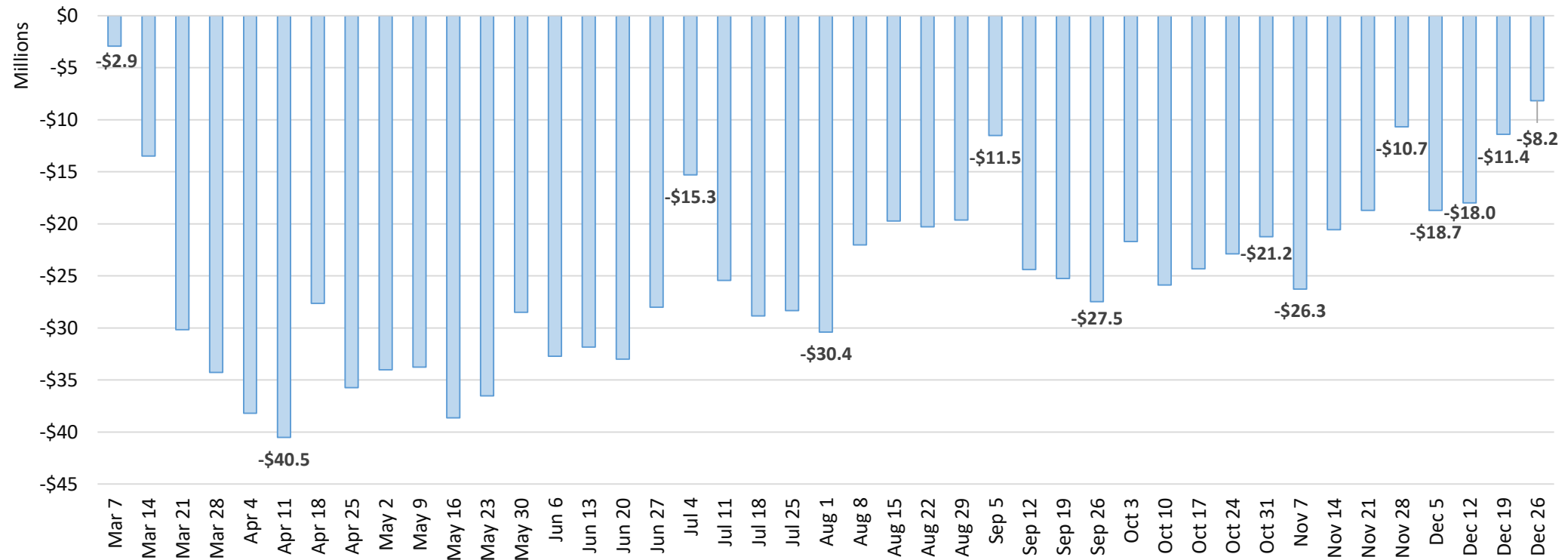
## 2019 compared to 2020

(March-December)

**Cumulative revenue losses from mid-February thru December total \$1.04 billion.**

- Losses in room revenue were most severe during the initial lockdown and travel restrictions imposed in March 2020.
- August room revenue registered the least loss from the prior year but remained significantly lower than 2019 room revenue.

**Lost Lodging Revenue in 2020 Compared to 2019**

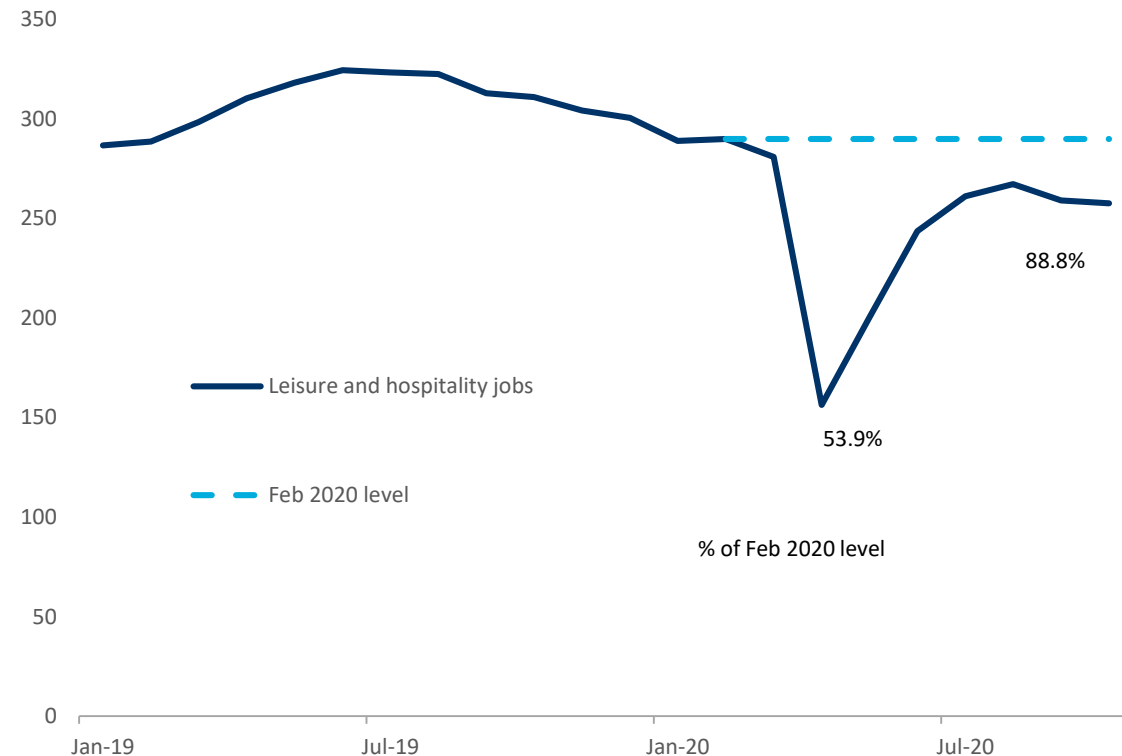


# Missouri Employment Losses 2019 compared to 2020

## Fewer visitors and less visitor spending translates to fewer industry jobs.

- As would-be travelers stayed home, tourism-related industries realized fewer sales. Less visitor spending results in fewer jobs.
- In the broad Leisure and Hospitality supersector, employment reached a trough in April at nearly half of February levels. This corresponds to **more than 130,000 industry jobs lost in Missouri**.
- After recovery over the summer, Leisure and Hospitality jobs in November were at nearly **81% of February levels**, with a difference of **60,000 jobs still to recover**.

Leisure and hospitality jobs in Missouri  
By fiscal year, thousands of jobs



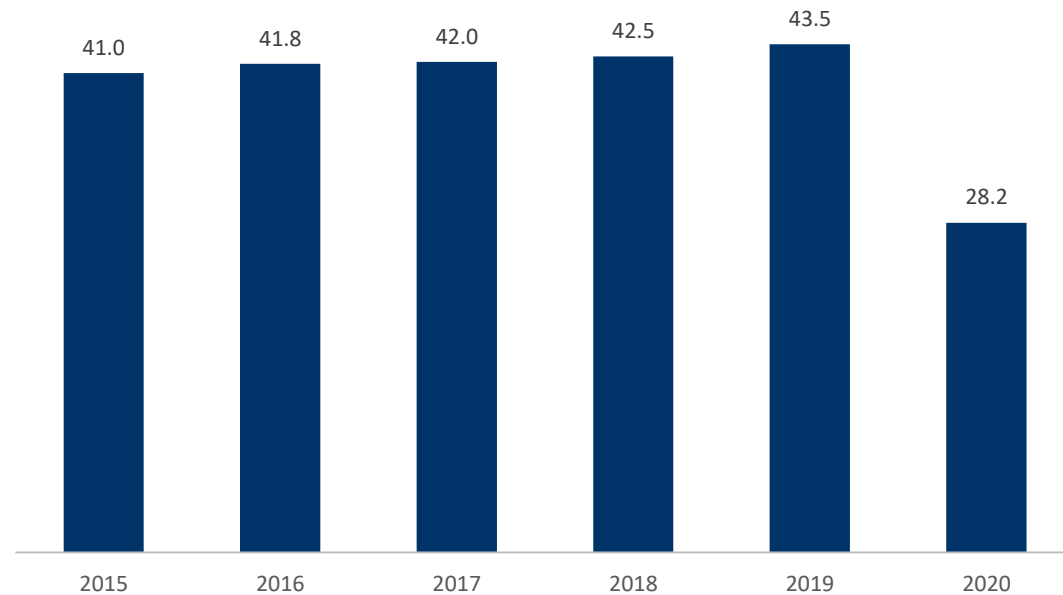
# Missouri Visitor Volume Losses 2019 compared to 2020

Visitation to Missouri fell an **estimated 35.1%** in 2020, as travel remained affected by the economic downturn

As travel restrictions and low traveler sentiment remained widespread throughout 2020, visitation fell in Missouri from 43.5 million in 2019 to **a record low of 28.2 million in 2020** -- the lowest recorded visitation as far back as MDT research team has records (1995).

## Total visitor volume in Missouri

By calendar year, millions of visitors



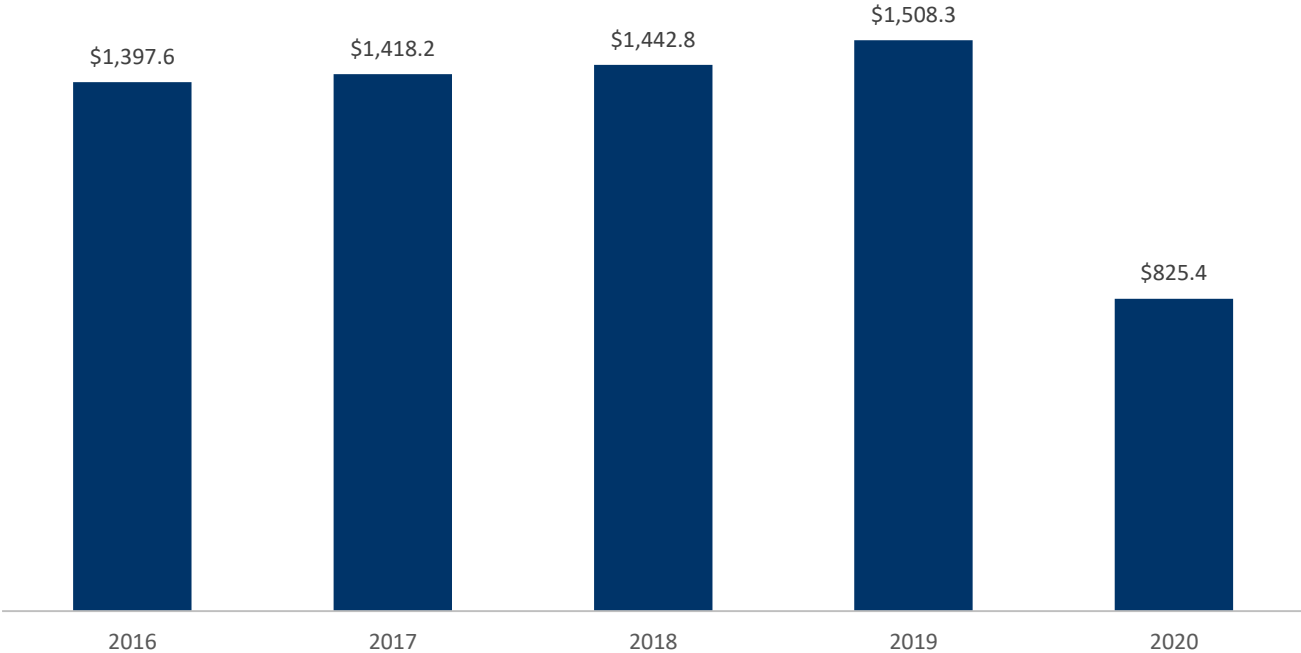
Source: Tourism Economics

# Missouri Tax Revenue Losses 2019 compared to 2020

Losses in travel and tourism translated into a **45.3% drop in tax revenues** from the previous year

Low levels of visitation and spending made for less visitor spending and resulted in a **\$682.9 MILLION decline in local and state taxes collected.**

State and local tax revenues in Missouri  
By calendar year, USD billions



Sources: Missouri Department of Revenue and Tourism Economics