

FY13 Economic Impact Analysis by Region and County



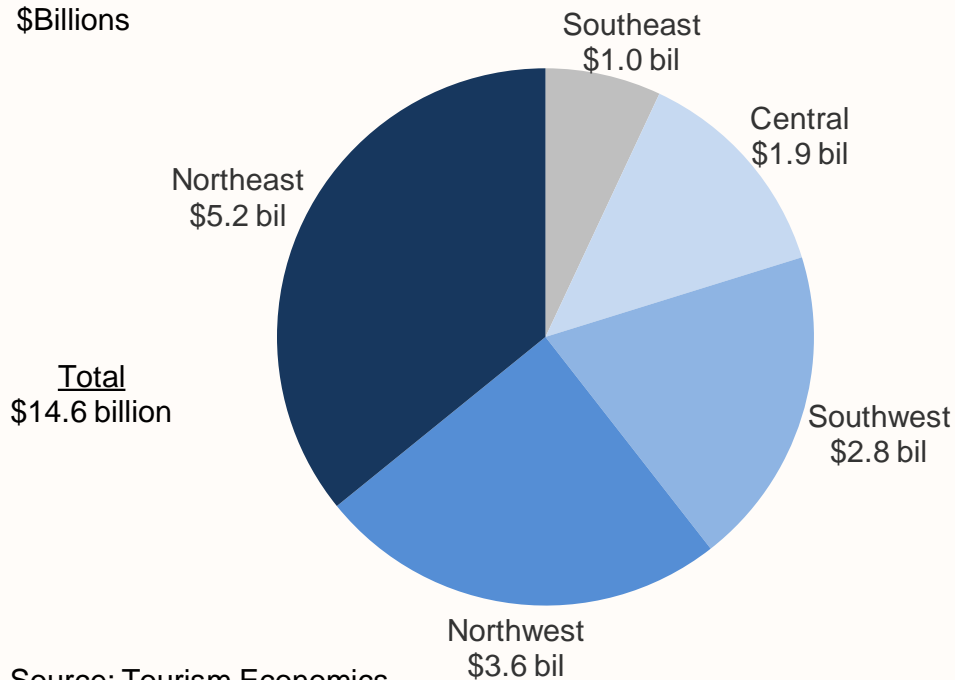
Total Economic Impact by Region

Of the \$14.6 Billion total economic impact of Missouri tourism:

- Northeast region accounts for \$5.2 billion or 36% of Missouri's tourism economy
- Northwest: 25% or \$3.6 billion
- Southwest: 19% or \$2.8 billion
- Central: 13% or \$1.9 billion
- Southeast: 7% or \$1.0 billion

Missouri Tourism Economic Impact by Region

\$Billions

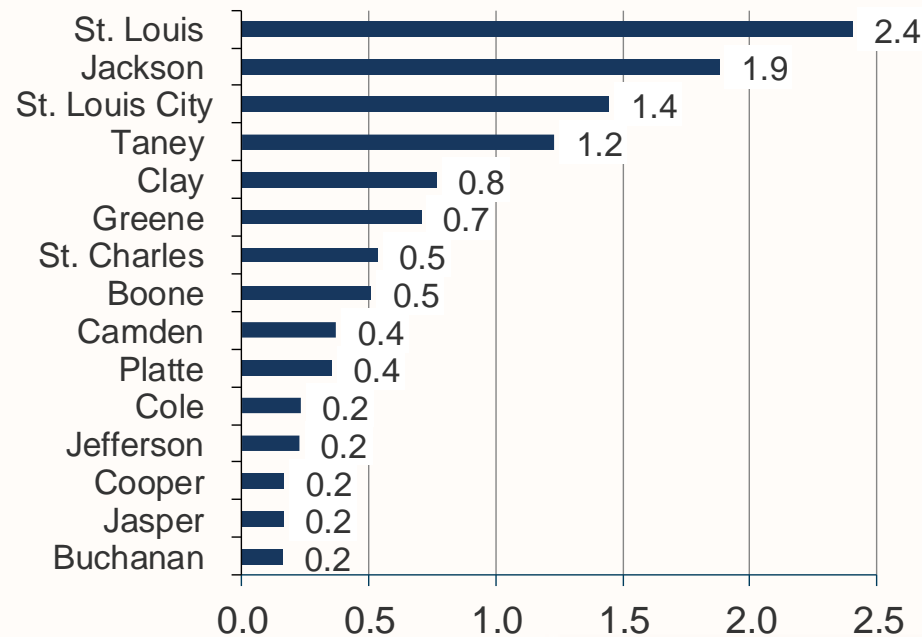


Source: Tourism Economics

Economic Impact by Top Counties

St. Louis County, Jackson County, and St. Louis City are the top areas measured by tourism-related total economic impact and employment.

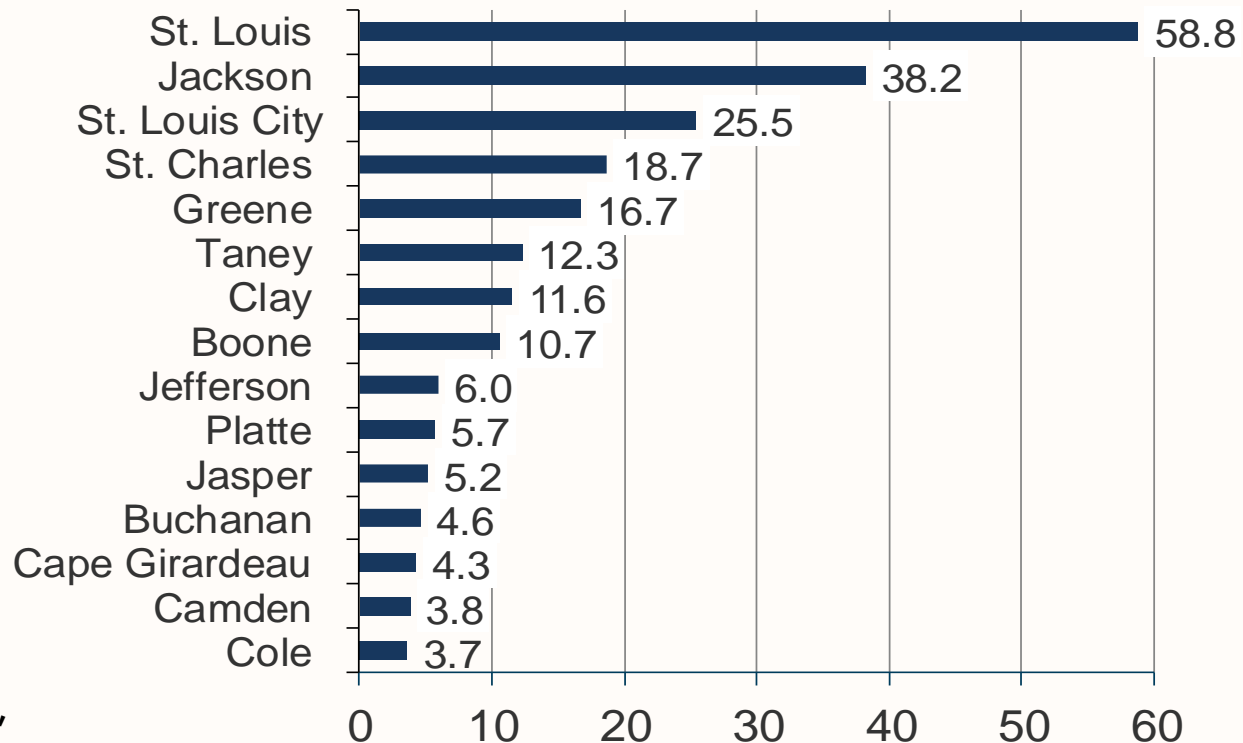
Top Counties and St. Louis City, \$billions



Source: Tourism Economics

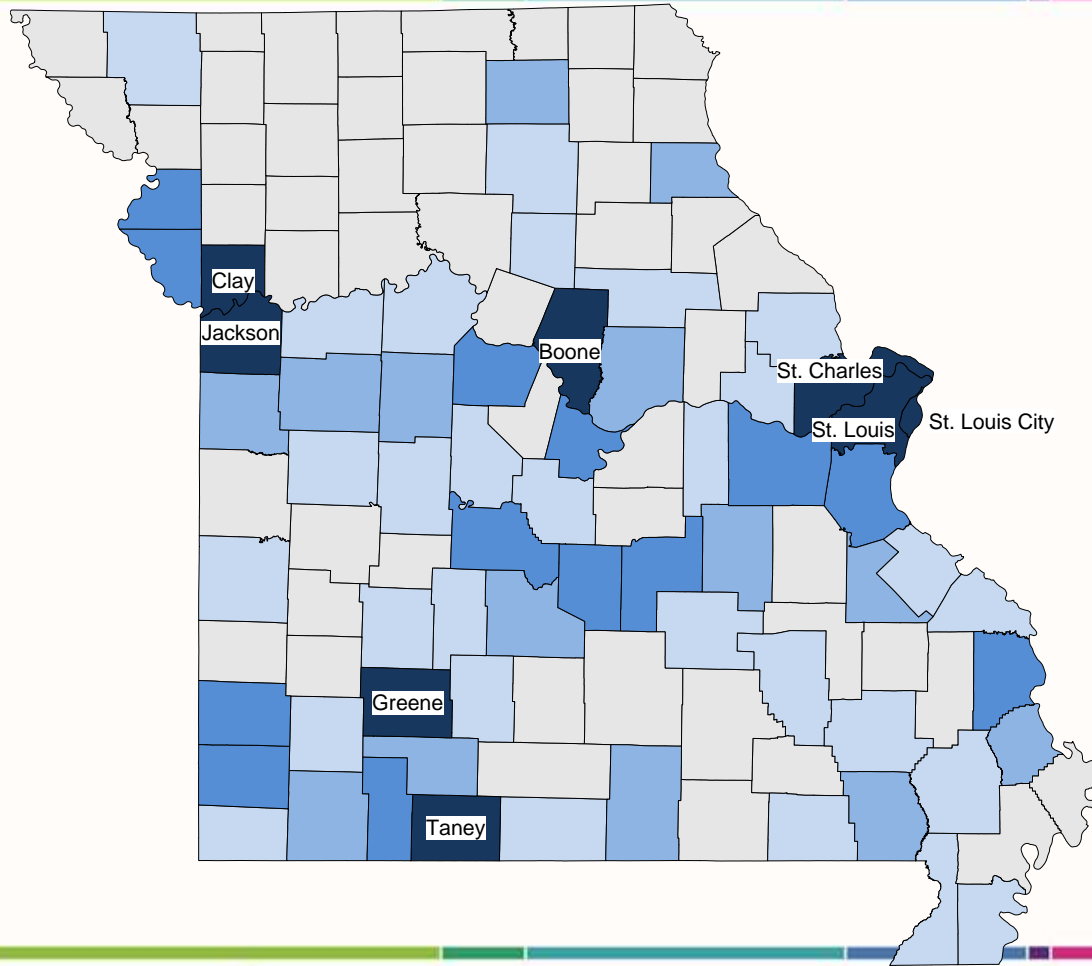
Employment in Tourism-Related Industries

Top Counties and St. Louis City, thousands



Sources: Tourism Economics,
Mo. Dept. of Labor

Total Economic Impact



Total Economic Impact in \$millions

- \$1 mil to <\$25 mil
- \$25 mil to <\$50 mil
- \$50 mil to <\$100 mil
- \$100 mil to <\$500 mil
- \$500 mil to \$2,500 mil

Total Economic Impact = \$14.6 billion