

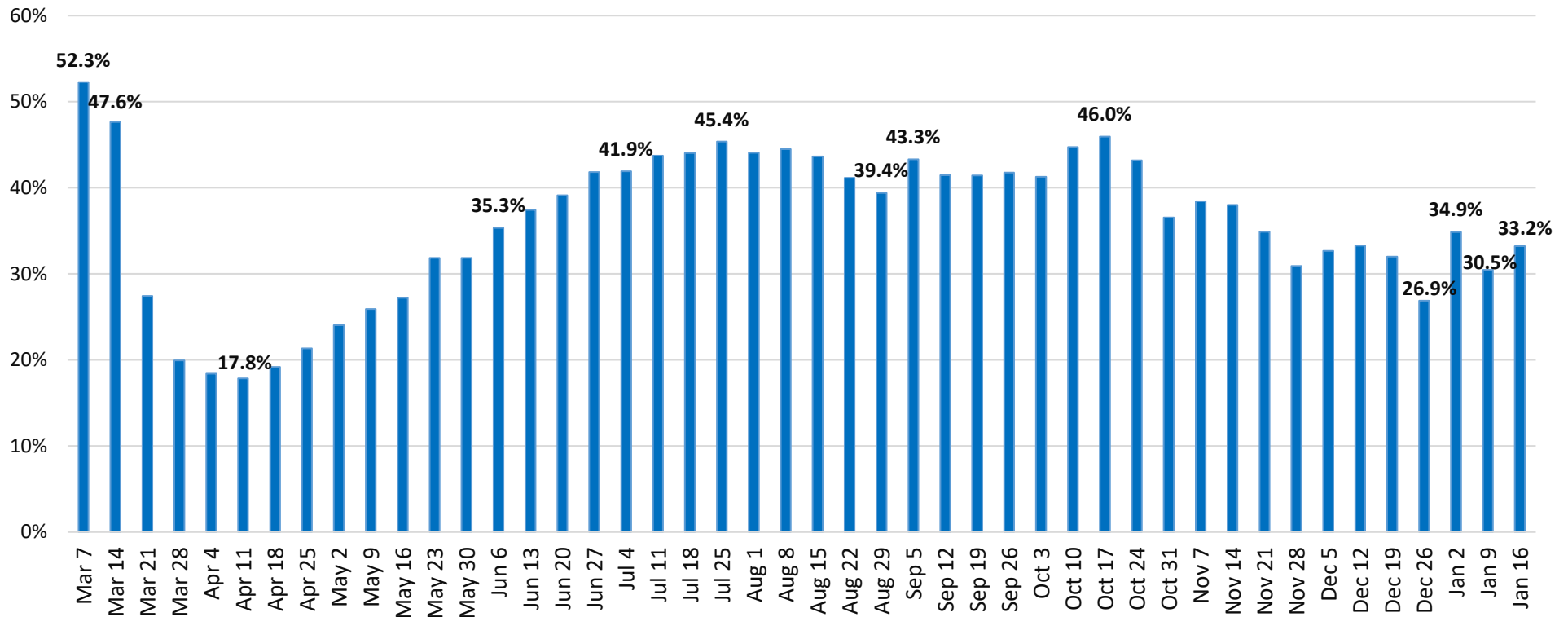
RESEARCH HIGHLIGHTS REPORT

January 22, 2021

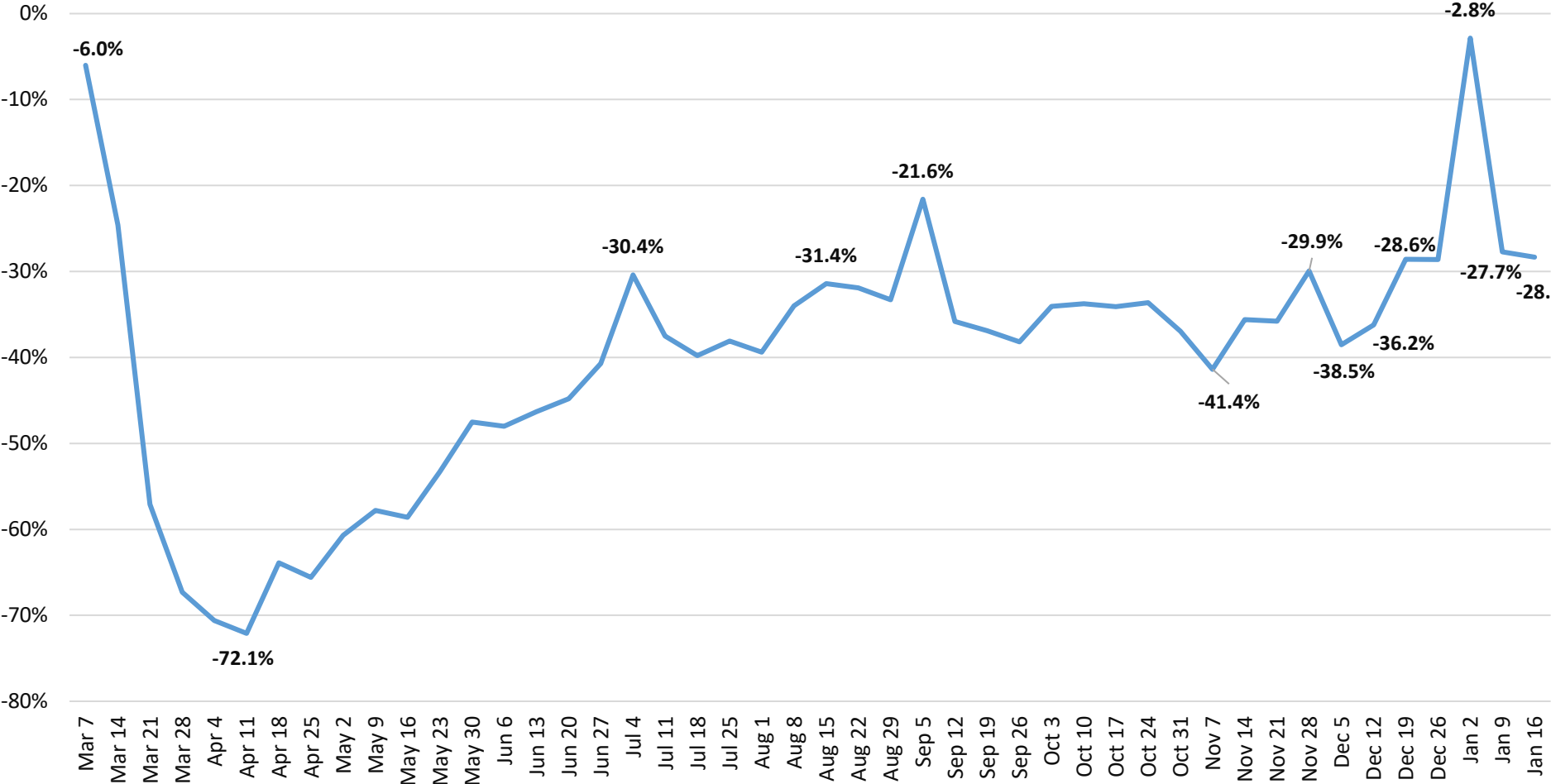
STR Lodging Data: (Source: STR Lodging Data) For trending information, please see slides below

- Occupancy statewide is 33.2% for the week ending January 16 -- up from last week's 30.5% occupancy.
- The Occupancy change compared to last year for this same week is down 28.3% versus a 27.7% decrease last week.
- Cumulatively, revenue from the Missouri lodging industry is down \$1.06 billion since March compared to the same period in the prior year.

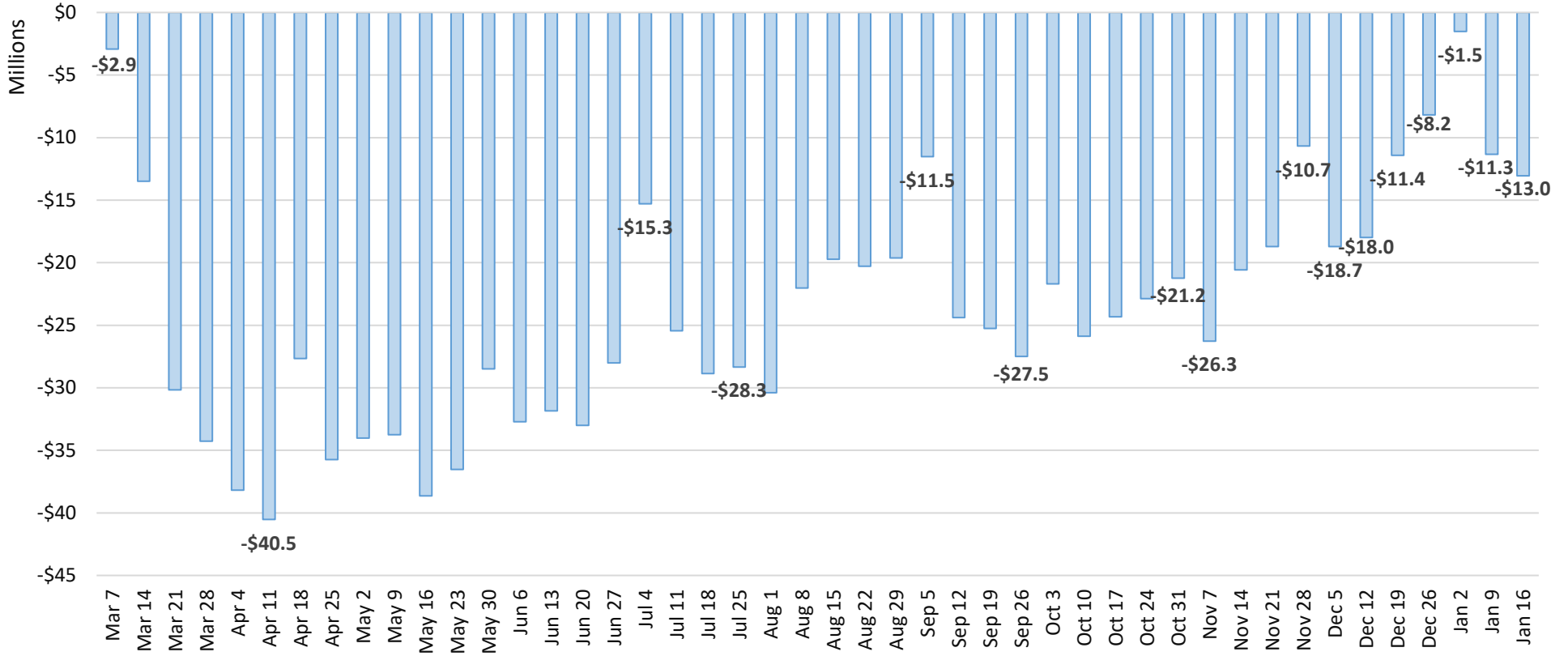
Missouri Occupancy



Occupancy % of Change from Prior Year



Lost Lodging Revenue Compared to Prior Year

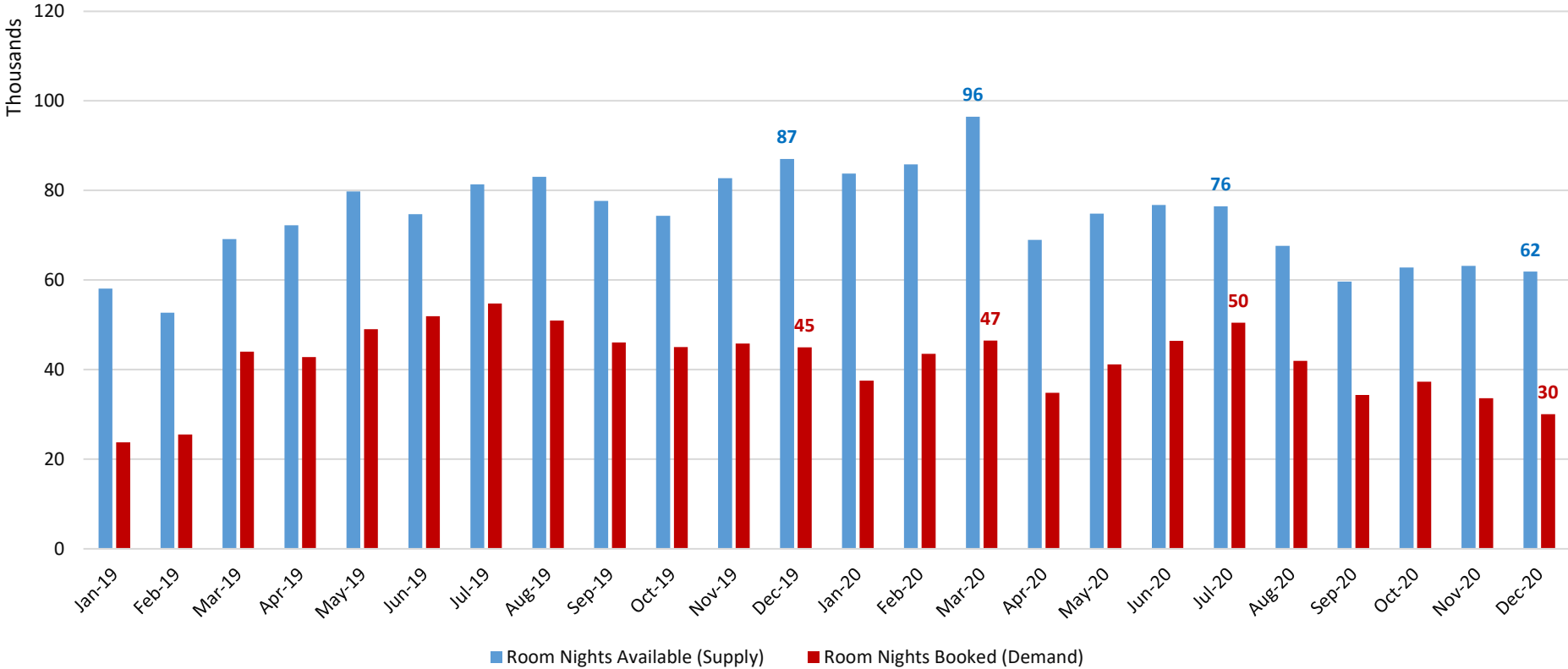


Shared Lodging (Source: AirDNA) Through December 2020

Featuring St. Louis

- Room Nights Available (Supply) in December decreased by 28.9% from December 2019
- Room Nights Booked (Demand) in December increased by 33.1% from December 2019

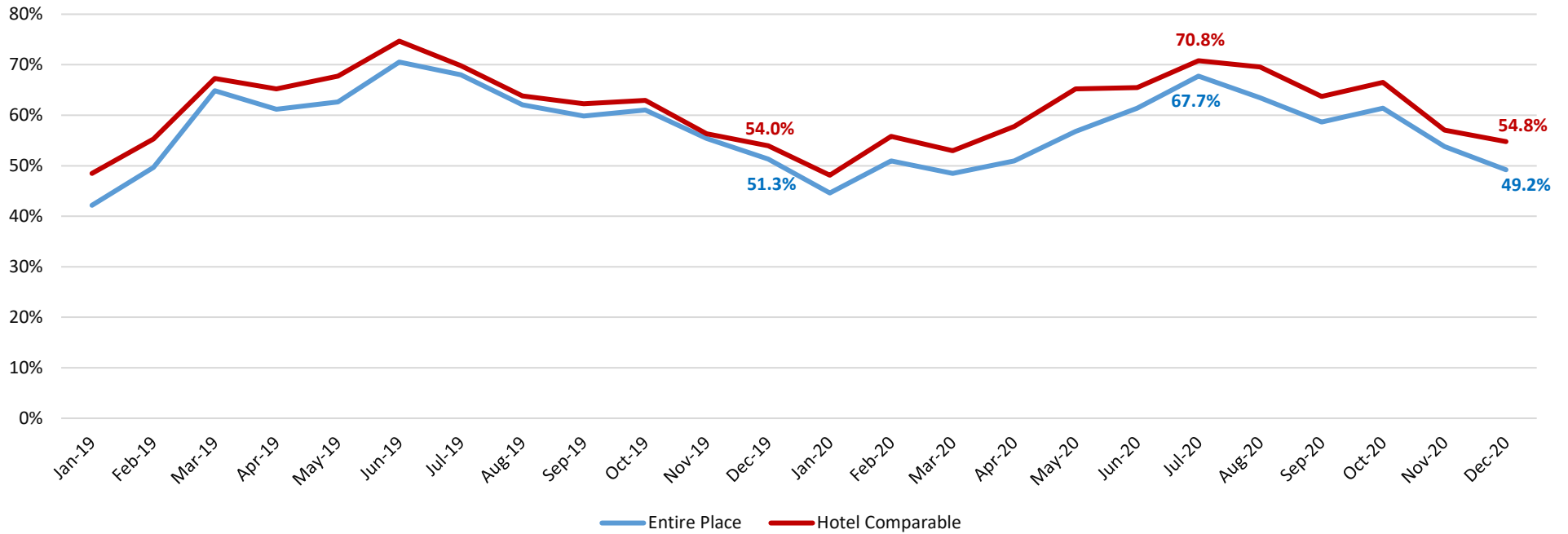
**St. Louis Short-Term Rentals Room Nights Available & Booked
(Thousands of Nights)**



Shared Lodging (Source: AirDNA) - Continued

- Occupancy for Entire Place rentals was 49.2% in December, an decrease of 4.1% from December 2019
- The 2020 average Year-to-Date Occupancy for Entire Place rentals was 55.6%, a 5.8% decrease from 2019 YTD
- Occupancy for Hotel Room Comparable rentals was 54.8%, an increase of 1.4% from December 2019
- The 2020 average YTD Occupancy for Hotel Comparable rentals was 60.6%, a 2.7% decrease from 2019 YTD

St. Louis Occupancy in Short-Term Rentals



SENTIMENT ANALYSIS RESEARCH (Source: *Destination Analysts*)

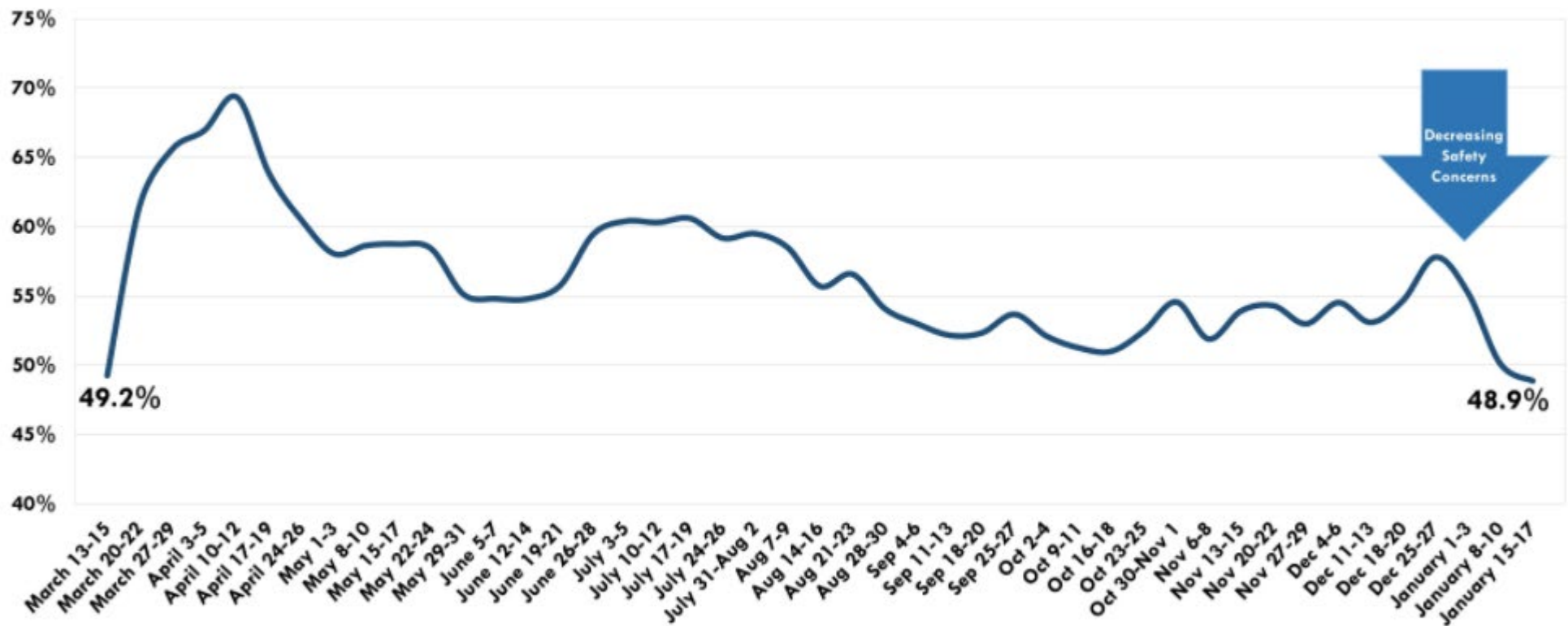
Key Findings to Know:

- Americans' anxieties about the pandemic quelled somewhat this week relative to last week, although in a historic context, these largely remain in an elevated state.
- Nevertheless, Americans continue to show that they believe better days are in sight. The percent of Americans who feel the pandemic situation in the U.S. will get worse in the next month fell another 6.5% this week to 43.2%, the lowest it has been since September 27.
- Although anxiety came down a bit, so did the highs seen last week in travel sentiment, as well. The modest decline in travel sentiment was seen across generations, although Boomer travelers are generally significantly less ready, excited and open to inspiration than younger travelers, even over the rest of 2021.
- One metric that did continue a positive trend is the retreat in perceptions of travel and leisure activities as unsafe, which dropped to 48.9% and is now lower than where it was March 15.
- Also down somewhat this week are perceptions of and willingness to take the COVID-19 vaccines. However, over half of Americans feel they will be inoculated by June.
- In terms of what Americans are looking for in travel experiences in 2021, right now scenic beauty, outdoor activities in warm weather, beach destinations and resorts, National Parks and road trips are predominant in their minds. With the virus still raging, big city and food experiences do not weigh as heavy as they did in pre-pandemic times.
- Right now, over a third (36.8%) of those Americans who attend live events and festivals say they would be comfortable traveling to attend such an event by June; the rest need more time.
- Looking at strategies to combat the spread of COVID-19 at events, if all attendees were required to take a COVID-19 test and present a negative result to enter the event, 45.2% of American travelers said this would make them more comfortable. If all attendees were required to show proof of vaccine, 51.0% said this would make them more comfortable attending.
- Looking specifically at the outlook for the next 3 months, the average number of reported trips in this period is 1.1, up from 1.0 last week. When those that are traveling in this period were asked about the destination types they expect to visit, there has been a modest increase in expectations for travel to cities and beaches, as well as state and regional recreational areas and mountain destinations.

PERCEPTION OF TRAVEL & LEISURE ACTIVITIES AS UNSAFE

MARCH 15, 2020 – JANUARY 17, 2021

% of American Travelers Rating as “Somewhat Unsafe” or “Very unsafe”—Average Score for All Activities Tested



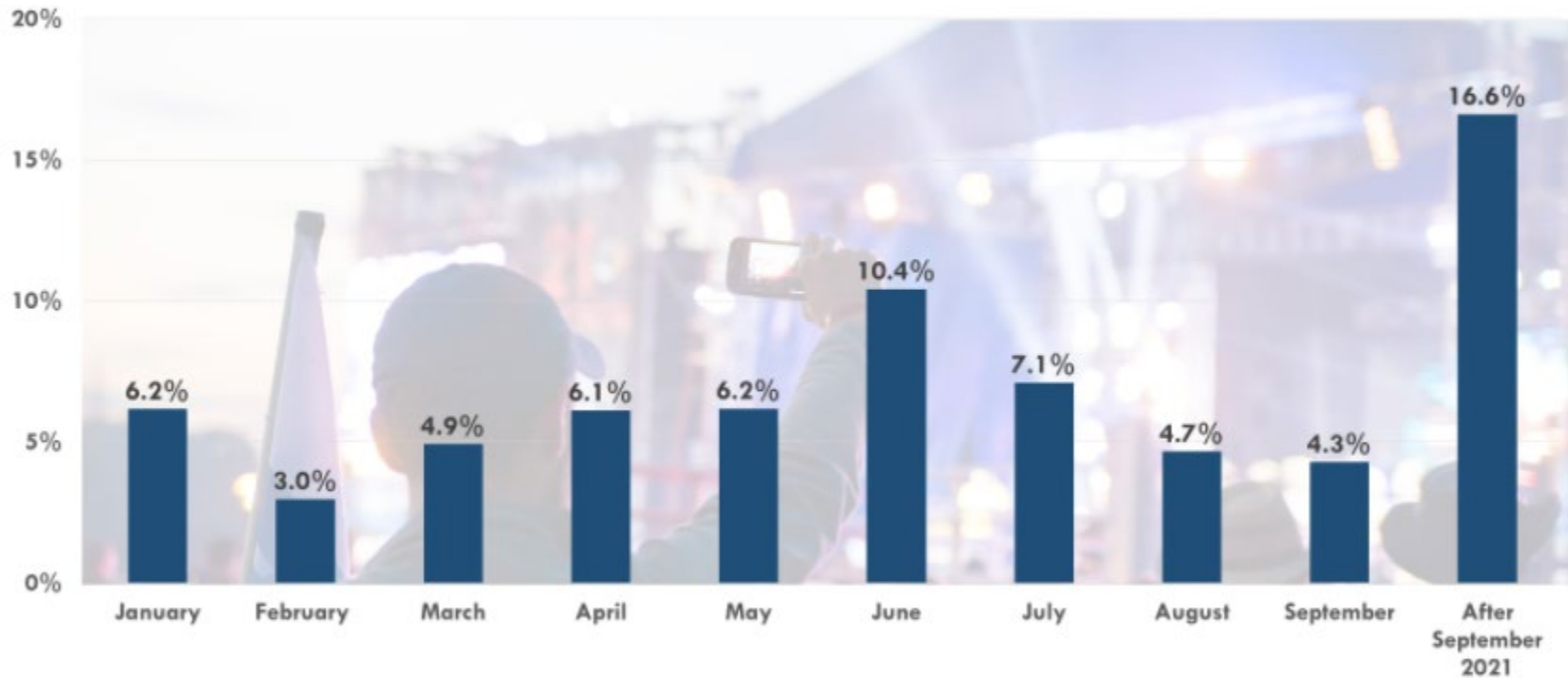
QUESTION: AT THIS MOMENT, HOW SAFE WOULD YOU FEEL DOING EACH TYPE OF TRAVEL ACTIVITY?

(Base: Waves 1-45. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225 and 1,205 completed surveys.)



WHEN AMERICANS EXPECT THEY WILL BE COMFORTABLE TRAVELING FOR LIVE EVENTS & FESTIVALS AS OF JANUARY 17, 2021

Expected Month Among American Travelers Who Attend Live Events/Festivals



QUESTIONS: WHEN (AT THE SOONEST) DO YOU EXPECT YOU WILL FEEL COMFORTABLE ATTENDING A LIVE EVENT OR FESTIVAL WHILE TRAVELING? (I.E., AT A PLACE 50-MILES OR MORE AWAY FROM YOUR HOME) (SELECT ONE)

(Base: Wave 45 data. Respondents who attend live events, 1,047 completed surveys.

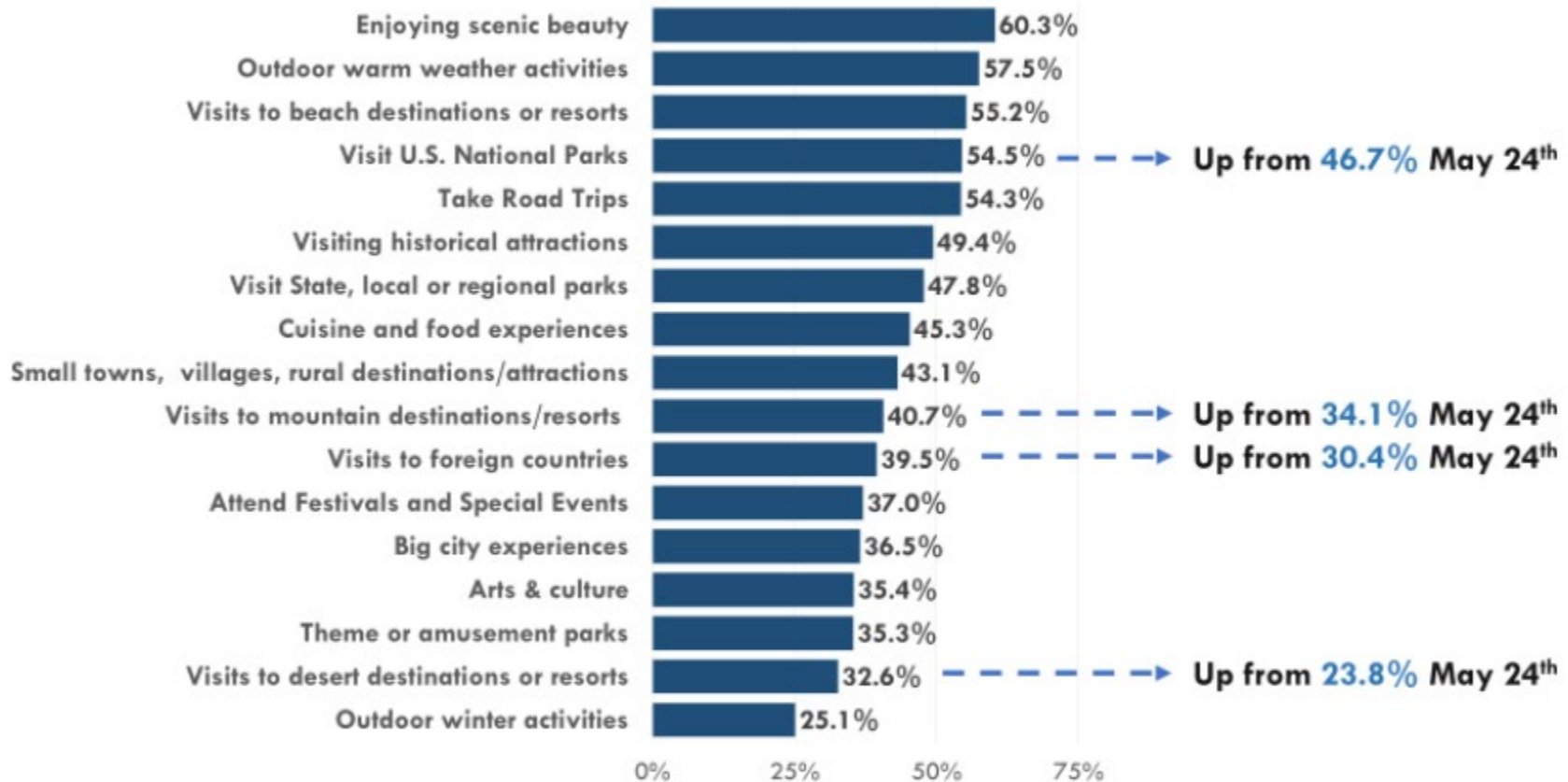
Data collected January 15-17, 2021)

Destination  Analysts
DO YOUR RESEARCH

MISSOURI
enjoy the show

TRIP CHARACTERISTICS OF INTEREST IN 2021 AS OF JANUARY 17TH

% of American Travelers Rating as "Interested" or "Very Interested"



QUESTION: IN GENERAL HOW INTERESTED ARE YOU IN TAKING LEISURE TRIPS WHICH WOULD INCLUDE THE FOLLOWING:

(Base: Waves 45 data. All respondents, 1,205 completed surveys. Data collected January 15-17, 2021)



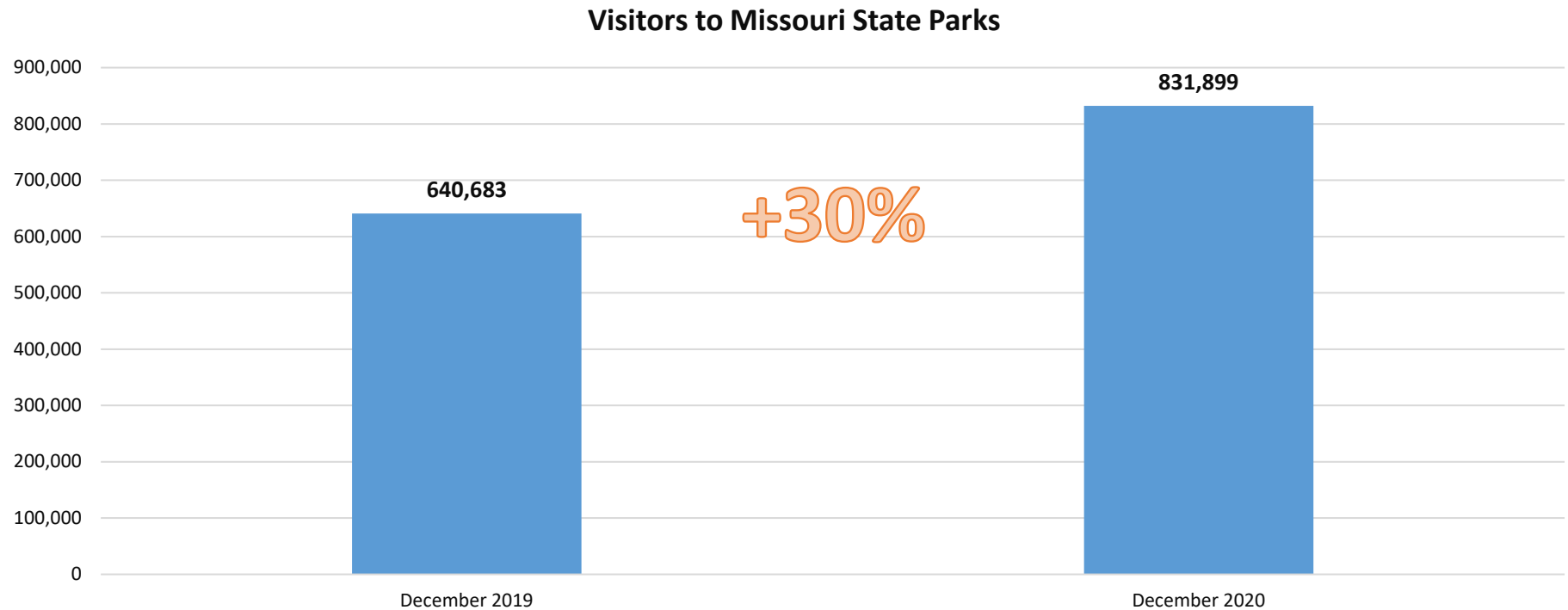
Missouri State Parks – December Visitation

Preliminary Totals for December:

- Total Visitors – 831,899 (30% increase from 2019)
- Camping Units sold – 2,389 (53% increase from 2019)
- Lodging Units sold – 924 (32% increase from 2019)

Preliminary year-to-date January to December:

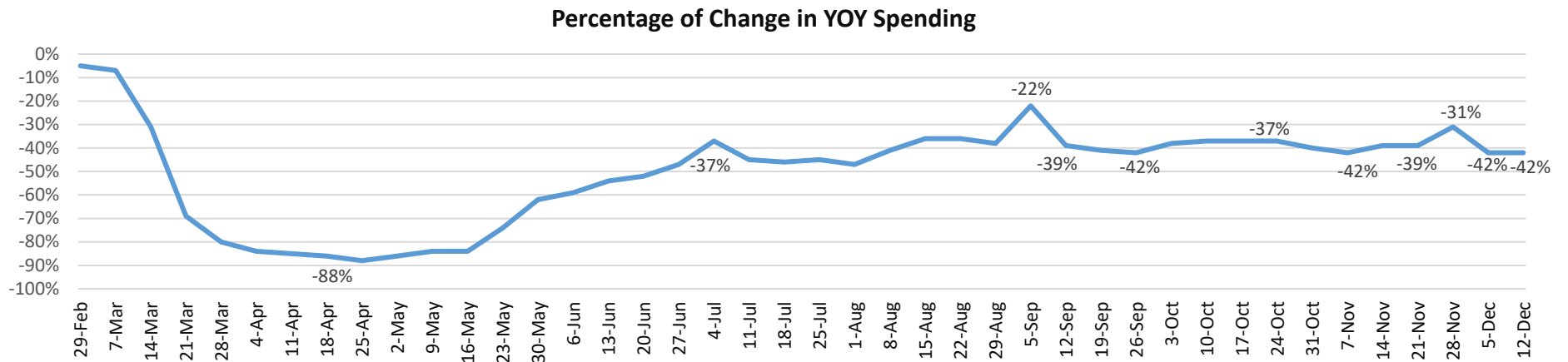
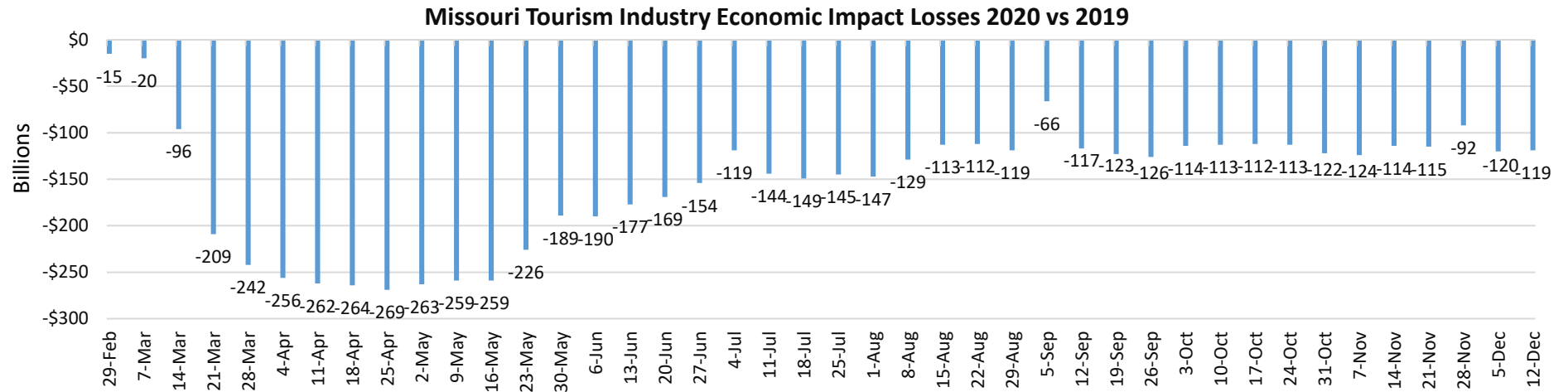
- Total visitors – 21,148,153 (14% increase from 2019)
- Camping units – 309,055 (1% increase from 2019)
- Lodging units – 46,256 (3% decrease from 2019)



MO Tourism Economic Impact Losses

Feb 29 thru Dec 12

\$6.4 Billion Loss in Year-Over-Year Travel Spending



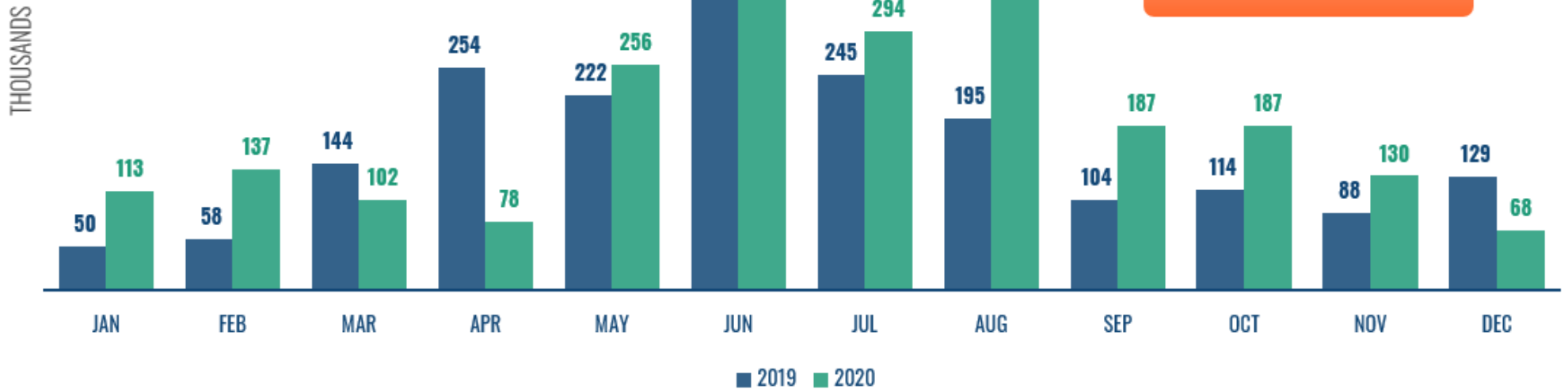
(Source: Tourism Economics, an Oxford Economics Company)



Calendar Year Visits to VisitMO.com by Month

CYTD 2019	CYTD 2020	% of Change
2,113,356	2,518,803	+19.2%

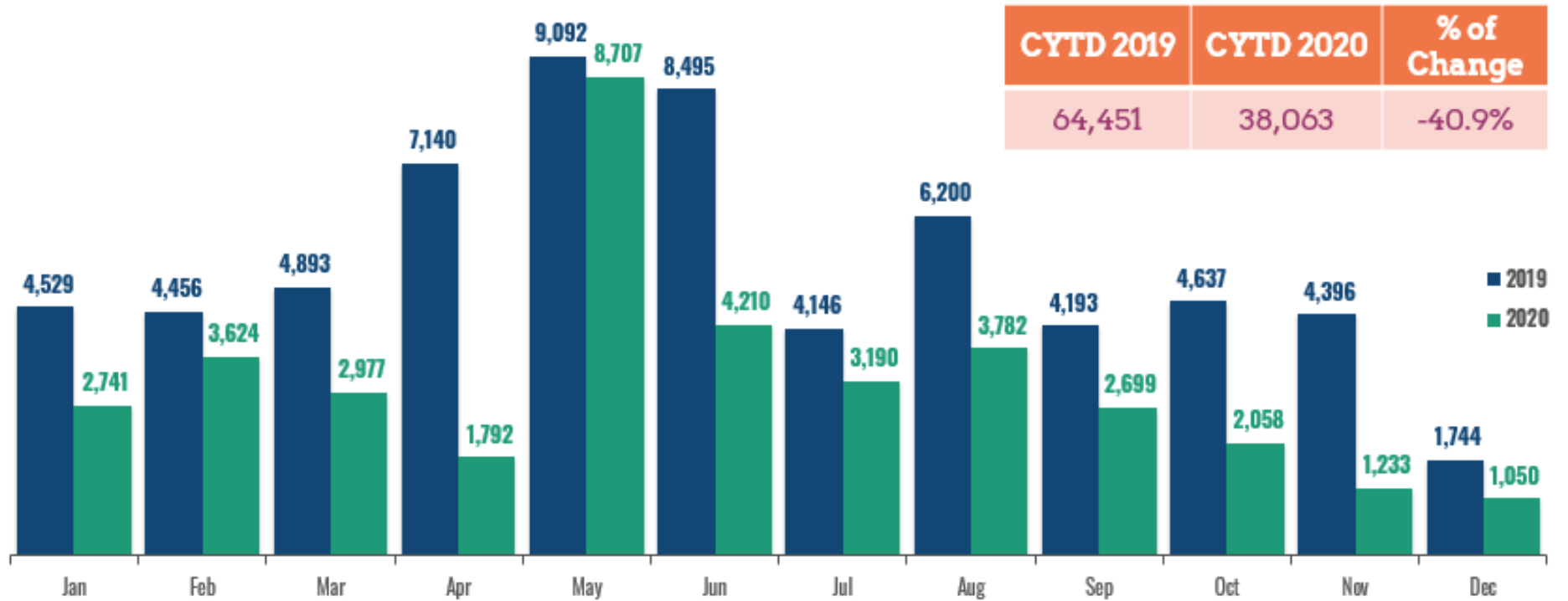
December 2020 visits down 47.2% from December 2019



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

Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns.

Fulfillment of Travel Guide Orders from All Sources



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.