Missouri Travel Barometer
January 2017 Report
(Data available as of 02/22/17)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

January Report Highlights

Lodging Statistics: 2016 Calendar Year to Date through December
According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy, Demand and RevPAR while other states are showing stronger growth in ADR.

Missouri Lodging:
Demand up 2.7% -- Occupancy up 2.9% -- ADR up 2.6% -- RevPAR up 5.7%

SIC Tourism business sales and tax collections: 2016 Calendar Year to Date through November
- For FY17, a 1.% ($58.2 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-Sep
- For CYTD16, a 2.9% ($343.9 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Nov
- November 2016 saw a 4.5% ($42.8 million) sales revenue increase compared to November 2015

Website Visits: 2017 Calendar Year to Date through January
- Total web visits (main site and mobile visits) were down 7.0% for January 2017 compared to last year
- Desktop visits increased 8.3% while mobile visits declined 28.3% during January 2017 compared to 2016

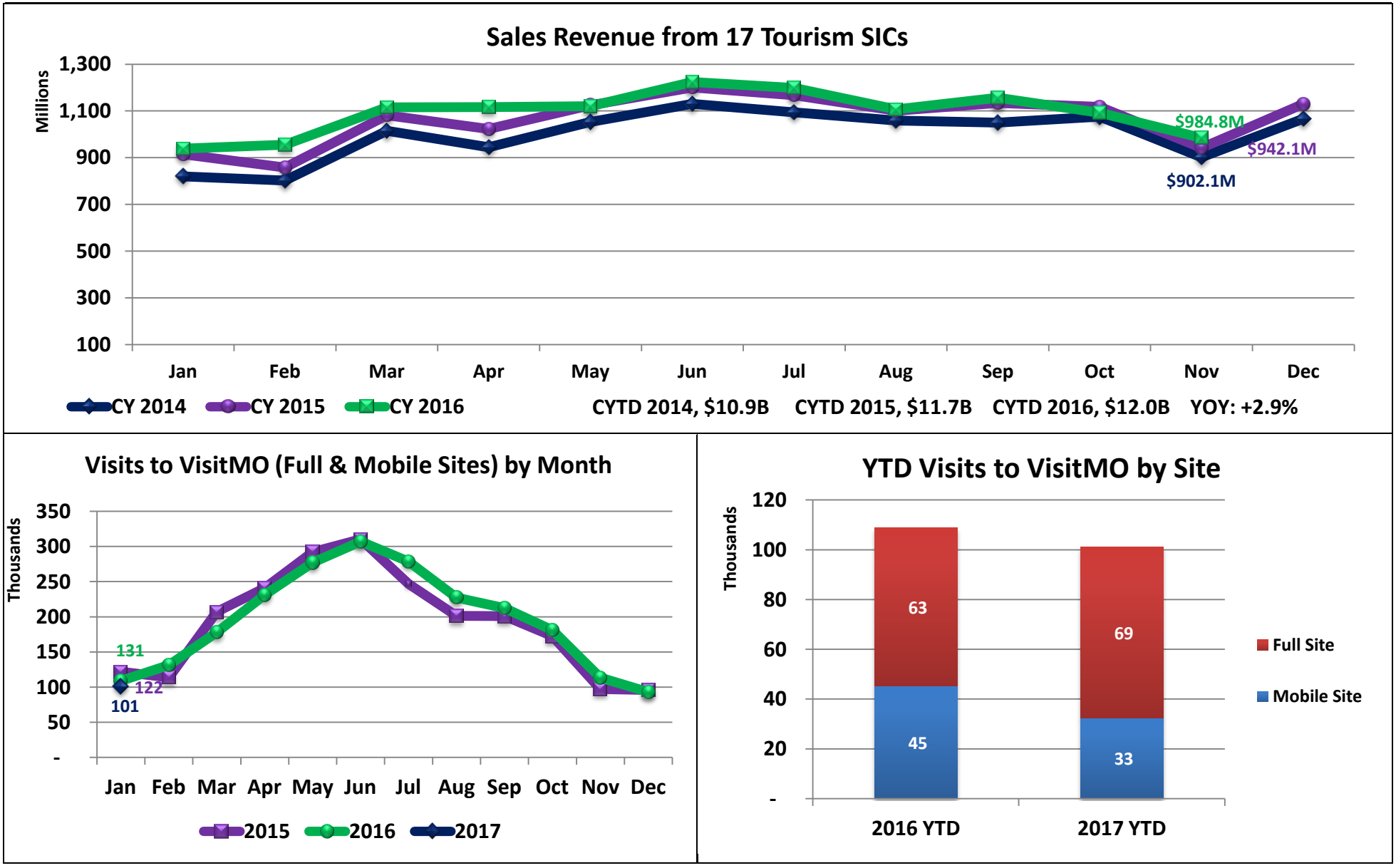
Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through January
- 413 lead gen responses for January 2017 – an increase of 63.2% compared to January 2016
- 148 leads from phone calls – up 25.4% for January 2017 over January 2016

Welcome Center visits: 2017 Calendar Year to date through January
- For CYTD 2017 the centers are up 8.1% for January 2017 compared to the same period in 2016
- For FYTD 2017 the centers are up 7.6% for July-January compared to the same period in FYTD 2016

Commercial airport deplanements: 2016 Calendar Year to Date
- St. Louis up 9.5% for January-December 2016 compared to the same period in 2015
- Kansas City up 5.3% for January-December 2016 compared to the same period in 2015
- All airports up 7.3% for January-November 2016 compared to the same period in 2015

Brand USA Partners on VisitTheUSA.com: Website Activity 2017 Calendar Year to Date through January
- Missouri's homepage on VisitTheUSA.com had 1,590 page views during January
- Top five countries viewing Missouri's page during 2017 were Japan, Brazil, Mexico , France, and Germany
- The average time spent on Missouri's page for all countries was 2 minutes and 35 seconds
- Visitors from Italy spent the most time on Missouri's page, averaging 13 minutes and 2 seconds

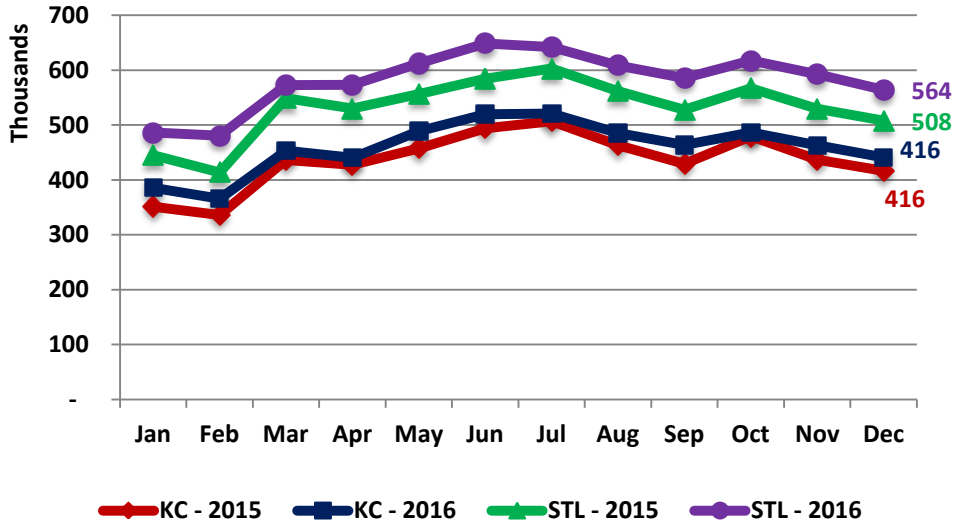
Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Brand USA, and STR, Inc.


Sales Revenue from 17 Tourism SICs
Millions
1,300
1,100
900
700
500
300
100
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
$984.8M
$942.1M
$902.1M
CY 2014
CY 2015
CY 2016
CYTD 2014, $10.9B
CYTD 2015, $11.7B
CYTD 2016, $12.0B
YOY: +2.9%

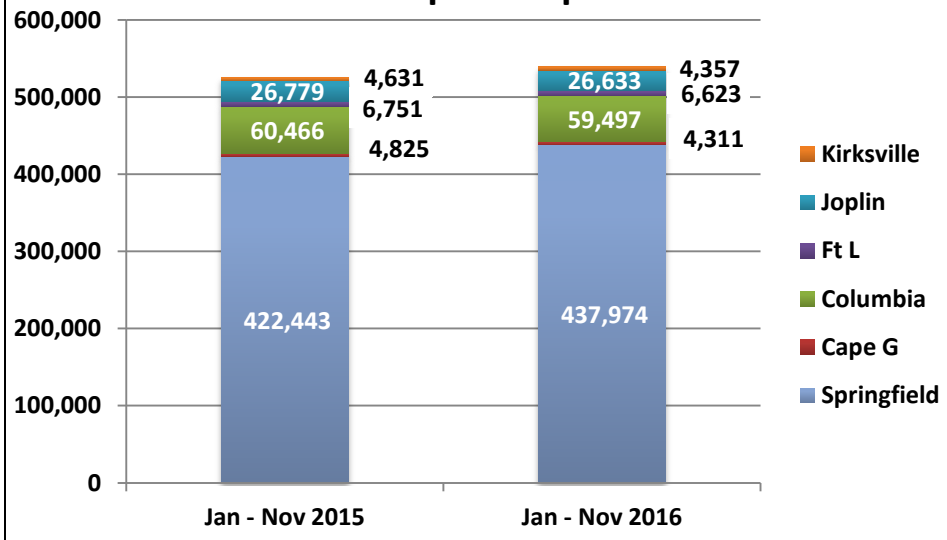
Visits to VisitMO (Full & Mobile Sites) by Month
Thousands
350
300
250
200
150
100
50
-
131
122
101
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
2015
2016
2017

YTD Visits to VisitMO by Site
Thousands
120
100
80
60
40
20
-
63
45
69
33
2016 YTD
2017 YTD
Full Site
Mobile Site

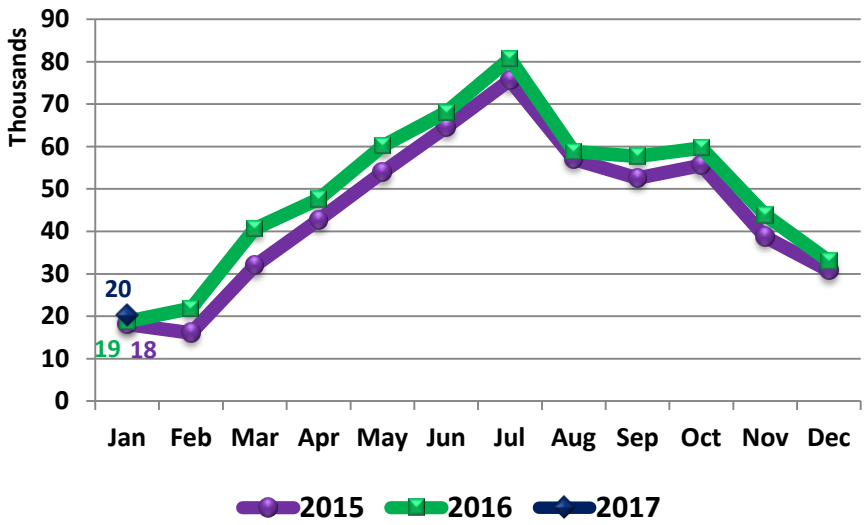
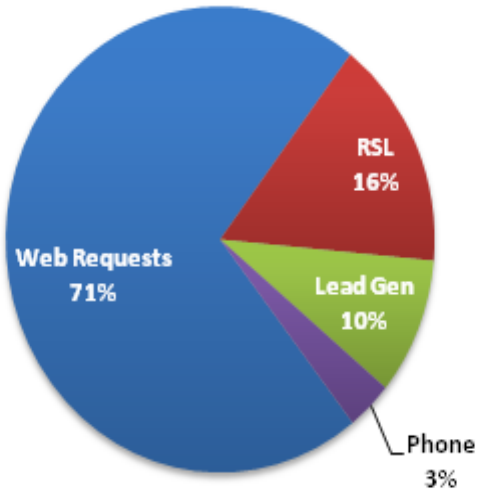
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



CY 2017 YTD Responses by Source Type