

MACVB

MISSOURI ASSOCIATION OF CONVENTION & VISITORS BUREAUS



During 2020, the COVID pandemic had a devastating impact on the tourism industry impacting local communities across the state from a financial perspective as well as a direct impact on tourism related jobs. Outlined below are just a few of the most alarming statistics relating to job losses, decreases in visitor spending, and MO tax revenue losses from the COVID 2020 Impact Report compiled by the MO Division of Tourism Research Team. In his FY 2021 budget, Governor Parson recommended \$18.6M for the Division of Tourism, the MO Association of Convention & Visitors Bureaus and MO Travel Alliance are supportive of this recommendation and urge House and Senate leaders to support this recommendation.

- **Decreases in visitation and spending resulted in a \$682.9 million decline in local and state taxes collected** (*Source: MO Department of Revenue and Tourism Economics*).
- **Through December 2020, the estimated lost visitor spending in MO was \$6.6 billion** (*Source: Tourism Economics*).
- **The occupancy change compared to 2019 by the end of December 2020 was -28.6%** (*Source: STR Lodging Stats*).
- **After recovery over the summer, Leisure and Hospitality jobs in November 2020 were at nearly 81% of February levels, with a difference of 60,000 jobs still to recover** (*Source: Tourism Economics*).

2020 COVID-19 Impact

MO Sales Tax Loss

Places to Eat	- \$70,018,507.78
Places to Stay	- \$40,854,536.46
Things to Do	- \$23,620,808.67
Total	- \$134,493,852.91

Source: MO Department of Revenue based on 45 tourism NAICS codes

Missouri Tourism Impact

	FY 2019	FY 2020
Number of Visitors	42.9 Million	36.3 Million
Economic Impact – MO Tourism Industry	\$17.7 Billion	\$14.5 Billion
Missourians directly employed in tourism	304,329	279,602
State tax revenue received by MO for every dollar in MDT's budget	\$3.21	\$1.26
Visitor expenditures in MO businesses for every dollar invested in MDT's budget	\$76	\$33
Travelers visiting official MO Welcome Centers	307,096	312,396
Amount spent per person per overnight trip	\$290	\$285
Total visits to VisitMO.com	2.1 Million	2.06 Million