

PROGRAM DESCRIPTION

Department: Economic Development
Program Name: Tourism Marketing Program
Program is found in the following core budget(s): Tourism

HB Section (s): 7.135

1a. What strategic priority does this program address?

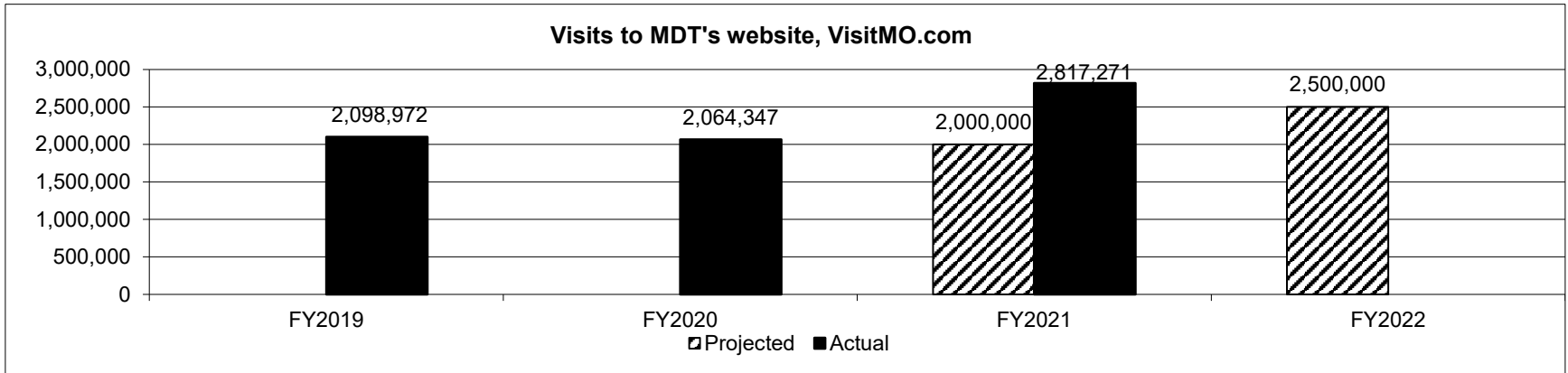
Data Driven, Regionally Targeted, Customer Centric

1b. What does this program do?

- The Missouri Division of Tourism (MDT) promotes Missouri as a premier destination for tourists from throughout the U.S. and around the world in order to generate increased state and local tourism revenues and tourism-industry employment.
- Each year, MDT executes a research-based, diversified, paid advertising campaign in up to 34 media markets in 10 states, while administering a robust cooperative marketing program with more than 40 statewide, regional, and national domestic marketing organizations. Additionally, MDT has a public relations and social media strategy focusing on enhancing Missouri's brand image through positive news coverage and showcasing attractions and destinations across widely used social media platforms.
- MDT utilizes research-based marketing to ensure that optimum benefits are achieved from the MDT advertising expenditures, thereby maximizing state and local tourism revenues and tourism-related employment in the state.

2a. Provide an activity measure(s) for the program.

This measure reflects the interest that perspective travelers have in visiting Missouri. It is an activity that is encouraged by all of MDT's marketing efforts and is affected by the extent of that marketing.



Note 1: . Tourism-marketing funds from the CARES Act had a positive impact on website traffic in FY2021.

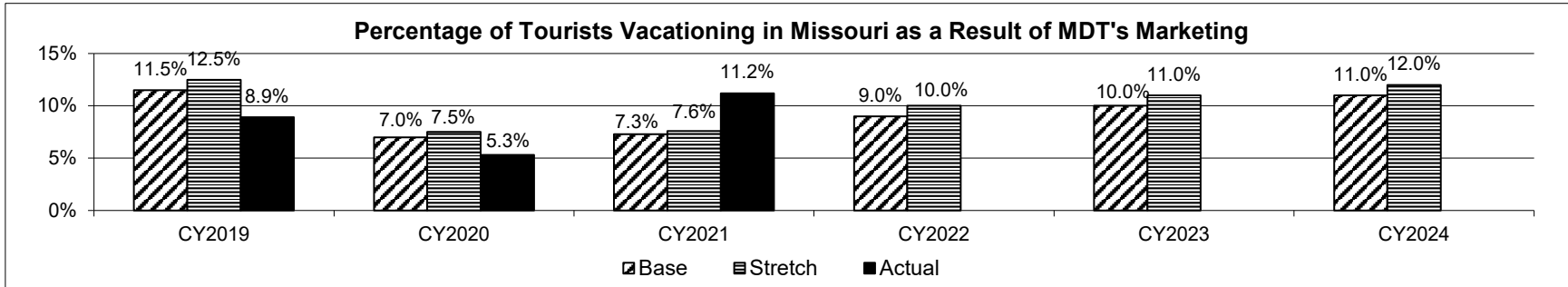
Note 2: The projection for FY2022 is slightly lower than FY2021, based primarily on the fluctuation of consumer sentiment relating to travel amid the COVID-19 pandemic. FY2022 visits to the website being affected by the COVID-19 pandemic is illustrated as visits drastically decreased in June/July/August 2021.

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2b. Provide a measure(s) of the program's quality.

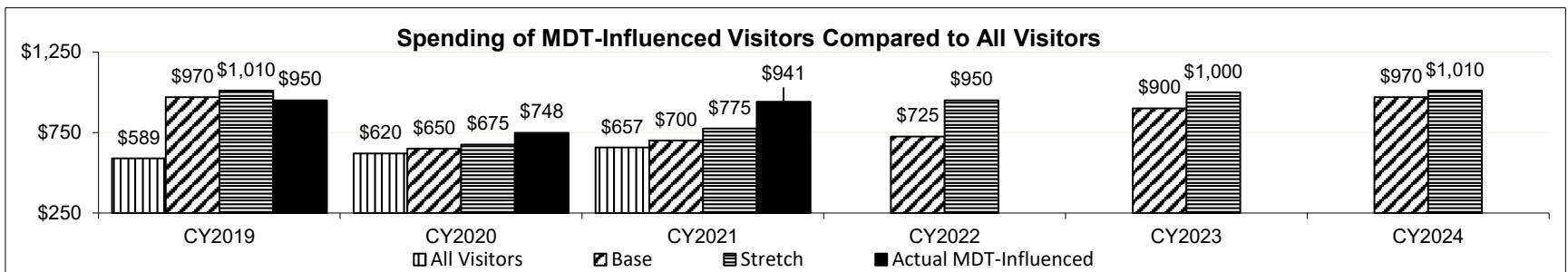


Sources: Marketing Effectiveness Study, Strategic Marketing & Research Insights (SMARI) and Tourism Economics, an Oxford Company

Note 1: Calculated by dividing the number of CY2021 tourists (3.7M) attributable to MDT advertising (see 2C) by the total number of visitors to Missouri (33.0M). The total number of visitors to Missouri is determined by Tourism Economics (2021 numbers).

Note 2: The share of visitors in 2020, as well as the total number of visitors, declined due to COVID-related travel restrictions as well as consumer sentiment related to travel safety. Additionally, some states, such as neighboring Illinois, required residents to self-quarantine after traveling to Missouri, which likely influenced travel decisions.

Note 3: Although the early part of 2021 saw lower visitation than prior years, August through the fall saw increased visitation that resulted in increases for CY2021 over CY2020 but still struggled against the benchmark of total visitation from 2019.



Sources: Marketing Effectiveness Study, Strategic Marketing and Research Insights (SMARI) and Tourism Economics, an Oxford Company

Note 1: This measure compares the average amount spent per trip per party, by visitors attributable to MDT's marketing, to the average amount spent per trip per party for all Missouri visitors.

Note 2: Research shows consumers are spending less per day on their trips and are more budget conscious but are still willing to travel and stay longer in areas where they feel safe. The beginning of calendar year 2022 is seeing travel sentiment soften and be more hesitant. Tourism Economics projects it will be 2024 before tourism-related spending returns to pre-COVID levels.

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2c. Provide a measure(s) of the program's impact.

	CY2019	CY2020		CY2021		CY2022	CY2023	CY2024
	Actual	Projected	Actual	Projected	Actual	Projected	Projected	Projected
Number of Visitors Vacationing in Missouri as a Result of MDT's Marketing (millions)	3.8	2.3	1.5	1.8	3.7	3.6	3.7	3.8
Amount of Visitor Spending as a Result of MDT's Marketing (billions)	\$0.98	\$0.58	\$0.34	\$0.60	\$1.15	\$1.00	\$1.10	\$1.20

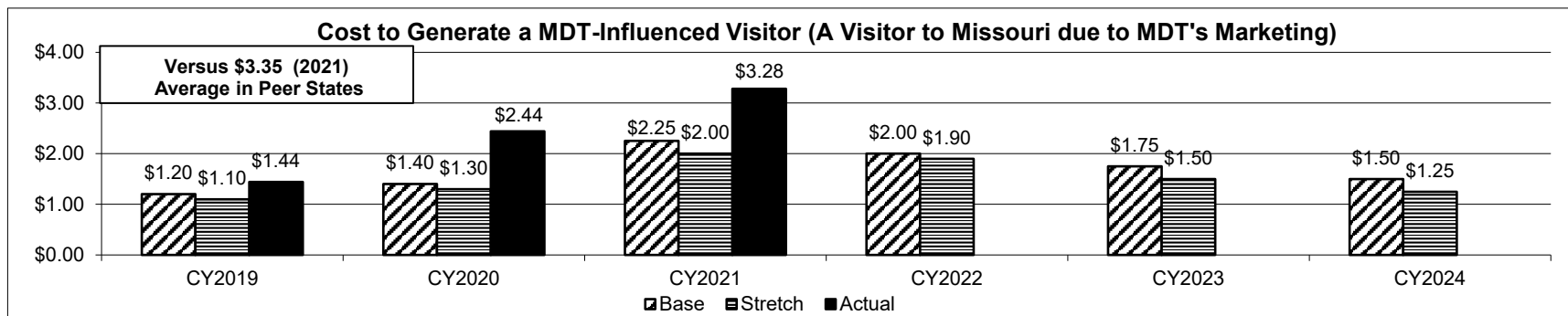
Source: Marketing Effectiveness Study, Strategic Marketing and Research Insights (SMARI).

Note 1: SMARI calculates visitors vacationing in Missouri as a result of MDT's marketing by conducting surveys of potential adult travelers in 34 target markets in ten surrounding states and Missouri (accuracy level +/-1.5%) to determine the number of tourists attributable to MDT advertising (3.7M). (CY2021 numbers)

Note 2: Fewer visitors traveled to Missouri in CY2020 and early 2021 largely due to the COVID-19 pandemic and fears about both travel and personal economics. However, the spring and summer campaign impacted a number of travelers resulting in increases.

Note 3: There is a direct correlation between Tourism's marketing budget and its impact on incremental visitation and spending.

2d.



Source: Strategic Marketing and Research Insights (SMARI).

Note 1: This measure is calculated by dividing MDT's marketing budget by the number of MDT-influenced visitors.

Note 2: In the current advertising and traveler sentiment environment, it takes a higher spend per person to attract and influence a traveler. Getting their attention and make sure they remember Missouri when they get ready to travel is the key to success.

Note 3: Due to Covid, traveler numbers were greatly reduced. Therefore, there were fewer travelers to divide by causing an increase in the cost per influenced traveler.

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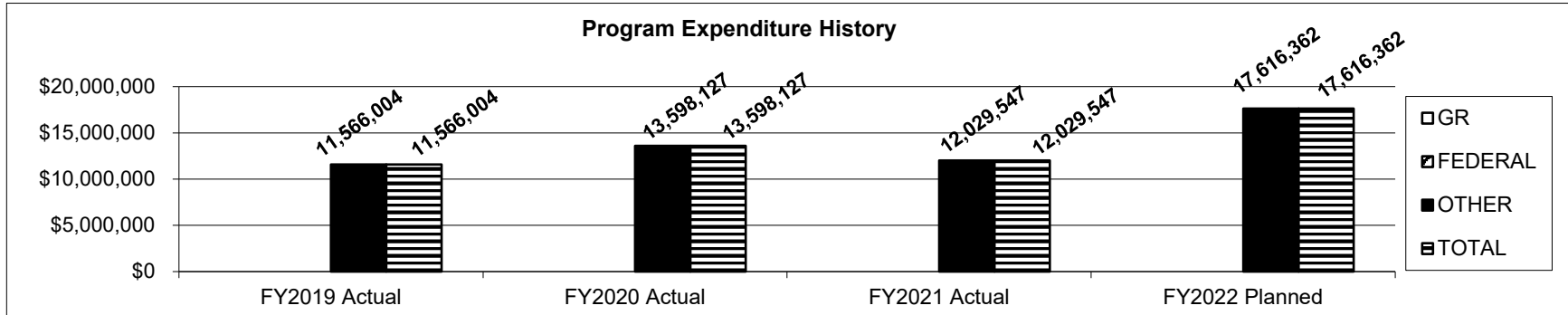
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3. Provide actual expenditures for the prior three fiscal years and planned expenditures for the current fiscal year. (Note: Amounts do not include fringe benefit costs.)



4. What are the sources of the "Other " funds?

Tourism Supplemental Revenue Fund (0274) and Tourism Marketing Fund (0650)

5. What is the authorization for this program, i.e., federal or state statute, etc.? (Include the federal program number, if applicable.)

Sections 620.450 through 620.467, RSMo.

6. Are there federal matching requirements? If yes, please explain.

No

7. Is this a federally mandated program? If yes, please explain.

No