

PROGRAM DESCRIPTION

Department: Economic Development

HB Section (s): 7.135

Program Name: Tourism Marketing Program

Program is found in the following core budget(s): Tourism

1a. What strategic priority does this program address?

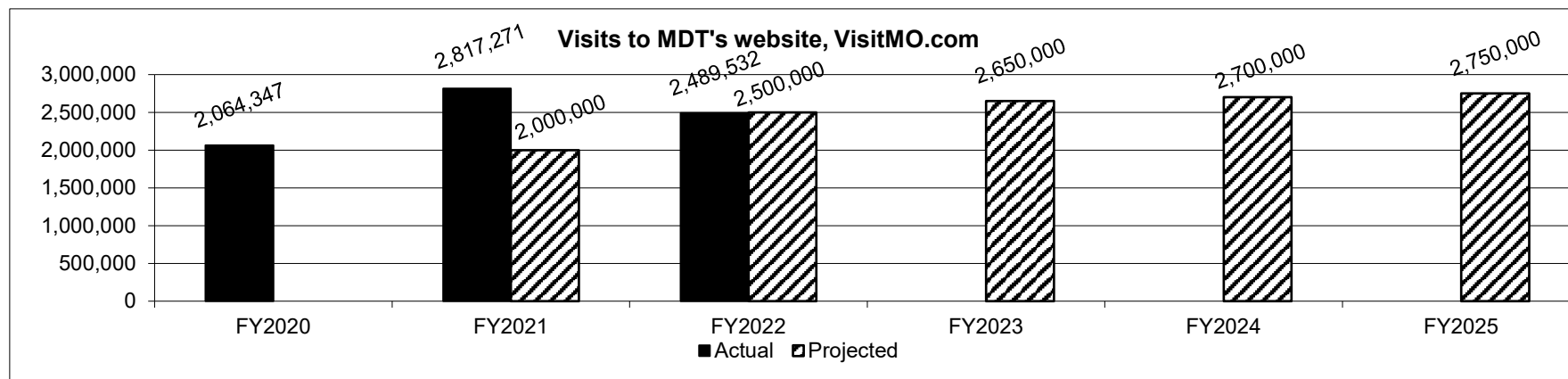
Data Driven and Customer Centric

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 63 media markets in 20 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 actual for FY2022 is slightly lower than projections, primarily due to the fluctuation of consumer sentiment relating to travel amid the COVID-19 pandemic and current inflation trends.

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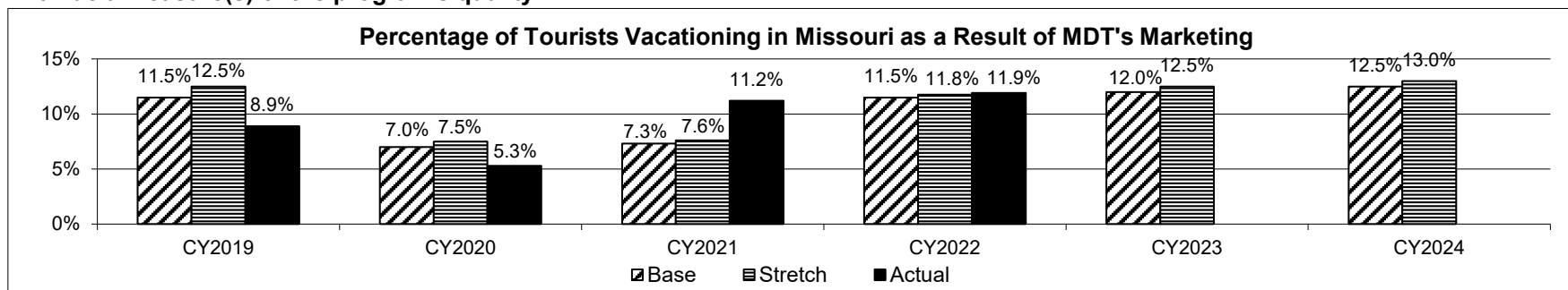
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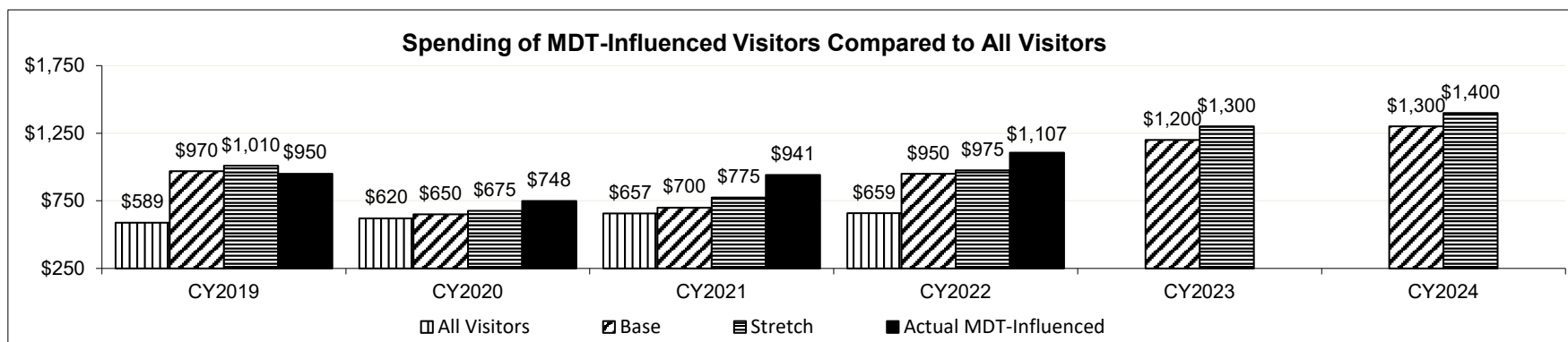
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2b. Provide a measure(s) of the program's quality.



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

Note 1: Calculated by dividing the number of CY2022 tourists (4.7M) attributable to MDT advertising (see 2C) by the total number of visitors to Missouri (39.8M). The total number of visitors to Missouri is determined by Tourism Economics (2022 numbers).



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.

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

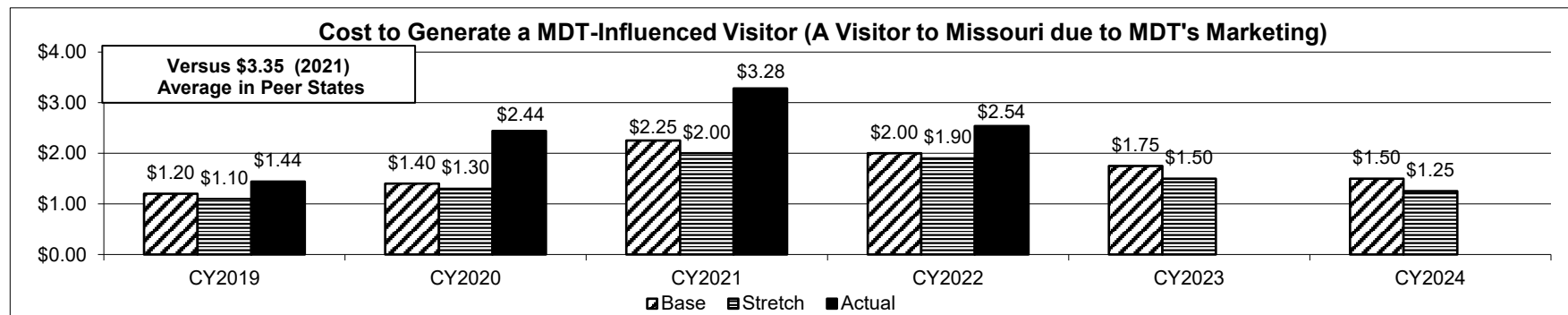
	CY2019 Actual	CY2020 Actual	CY2021 Projected		CY2022 Projected		CY2023 Projected	CY2024 Projected
Number of Visitors Vacationing in Missouri as a Result of MDT's Marketing (millions)	3.8	1.5	1.8	3.7	3.8	4.7	4.8	4.9
Amount of Visitor Spending as a Result of MDT's Marketing (billions)	\$0.98	\$0.34	\$0.60	\$1.15	\$1.17	\$1.49	\$1.52	\$1.55

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 63 target markets within a 500 mile radius in the surrounding states and Missouri (accuracy level +/-1.3%) to determine the number of tourists attributable to MDT advertising (4.7M). (CY2022 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 CY2022 marketing campaign was very successful and influenced a greater number of travelers to come to Missouri than in recent years.

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 CY2022, cost to generate an influenced visitor was higher than pre-pandemic levels due to traveler sentiment related to inflationary pressures and lingering impacts of COVID-19. In that environment, it took more spending to attract and influence a traveler, but those costs are lower than in 2021.

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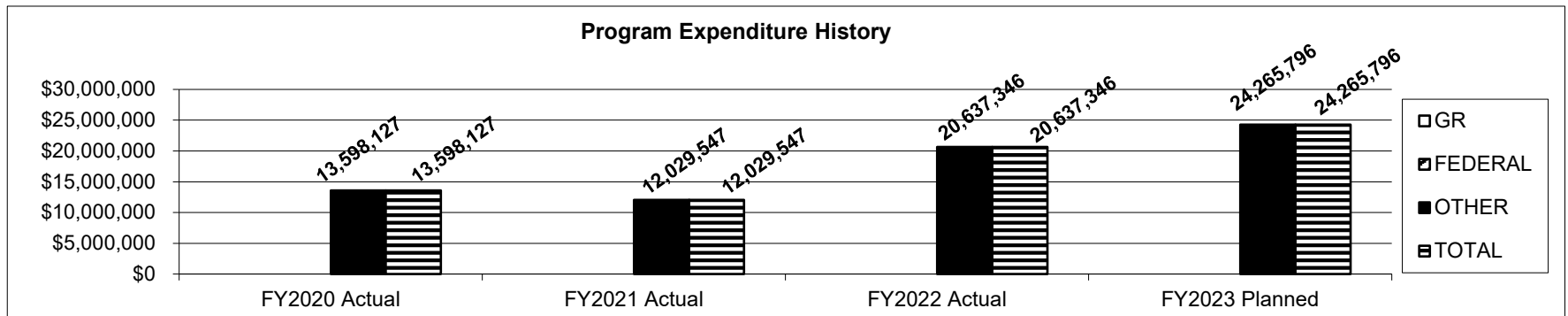
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3. Provide actual expenditures for the prior three fiscal years and planned expenditures for the current fiscal year. (Note: Amounts do not include fringe benefit costs.)



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