

**PROGRAM DESCRIPTION**

**Department: Economic Development**

**HB Section (s): 7.125**

**Program Name: Tourism Marketing Program**

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

**1a. What strategic priority does this program address?**

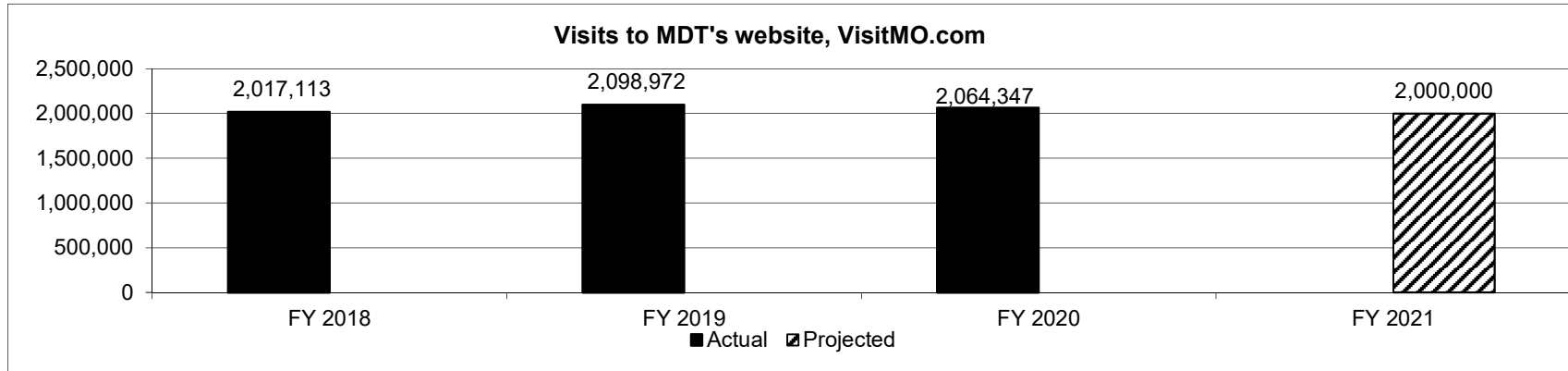
Data Driven, Regionally Targeted, Customer Centric

**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.
- MDT annually executes a research-based, diversified, paid advertising campaign in up to 35 media markets in 11 states, a public relations/social media strategy focusing on enhancing Missouri's brand image, plus robust cooperative marketing programs with more than 40 statewide, regional, and national domestic marketing organizations.
- 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: The projection for FY2021 is slightly lower than prior years, based primarily on changing consumer sentiment relating to travel amid the COVID-19 pandemic. Additionally, the Division's marketing budget was impacted by spending restrictions, which will decrease the frequency and reach of messaging that drives traffic to the website. Tourism-marketing funds from the CARES Act are expected to have a positive impact on website traffic in Quarter 2 of FY2021.

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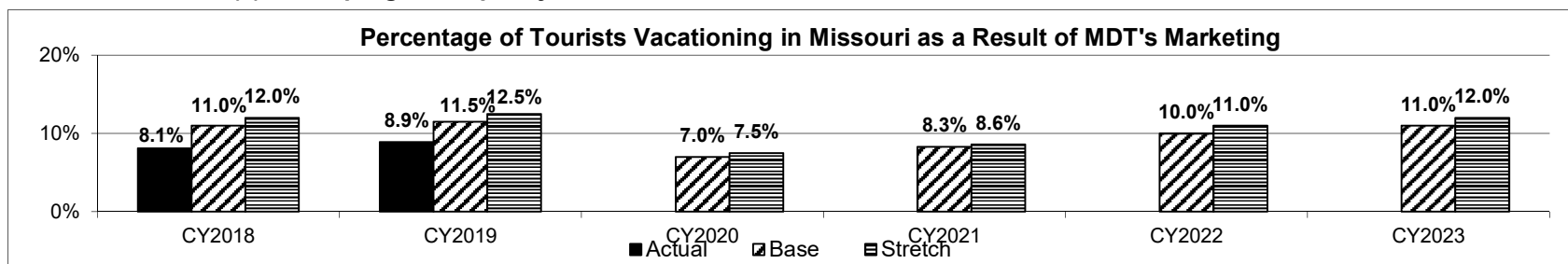
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**2b. Provide a measure(s) of the program's quality.**

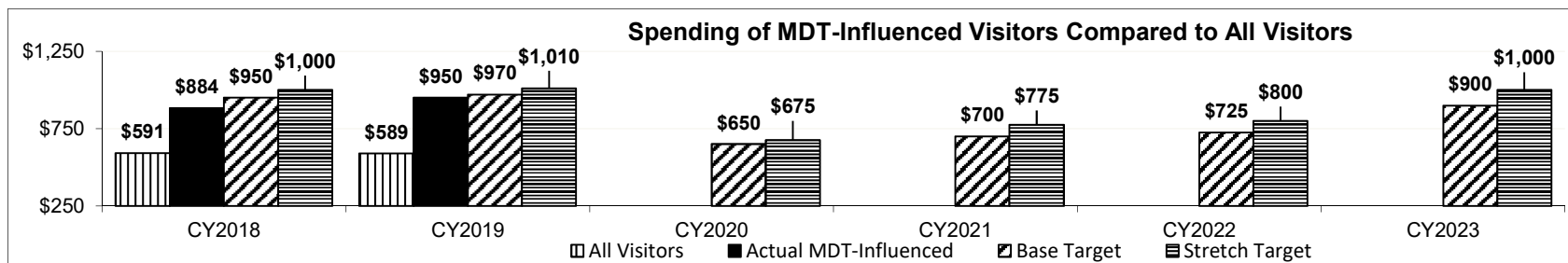


Sources: Marketing Effectiveness Study, Strategic Marketing & Research Insights (SMARI) and Tourism Economics, an Oxford Company

Note 1: Calculated by dividing the number of tourists (3.8M) attributable to MDT advertising (see 2C) by the total number of visitors to Missouri (42.9M). The total number of visitors to Missouri is determined by Tourism Economics (2019 numbers).

Note 2: The share of visitors is projected to decline because messages featuring some of the state's largest tourism markets may not be as effective as in prior years due to perceived safety issues related to the pandemic. Additionally, some states, such as neighboring Illinois, require residents to self-quarantine after traveling to Missouri, which may influence travel decisions.

Note 3: Funding provided to statewide DMOs through the CARES Act is expected to have a positive impact on consumer behaviors, but is not applicable to these figures.



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 suggests consumers are spending less on their trips and are more budget conscious, as they have economic-related fears stemming from the COVID-19 pandemic. 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.**

	CY2018	CY2019		CY2020	CY2021	CY2022	CY2023
	Actual	Projected	Actual	Projected	Projected	Projected	Projected
<b>Number of Visitors Vacationing in Missouri as a Result of MDT's Marketing (millions)</b>	3.4	3.8	3.8	2.3	2.9	3.0	3.4
<b>Amount of Visitor Spending as a Result of MDT's Marketing (billions)</b>	\$0.89	\$0.95	\$0.98	\$0.58	\$0.73	\$0.80	\$0.99

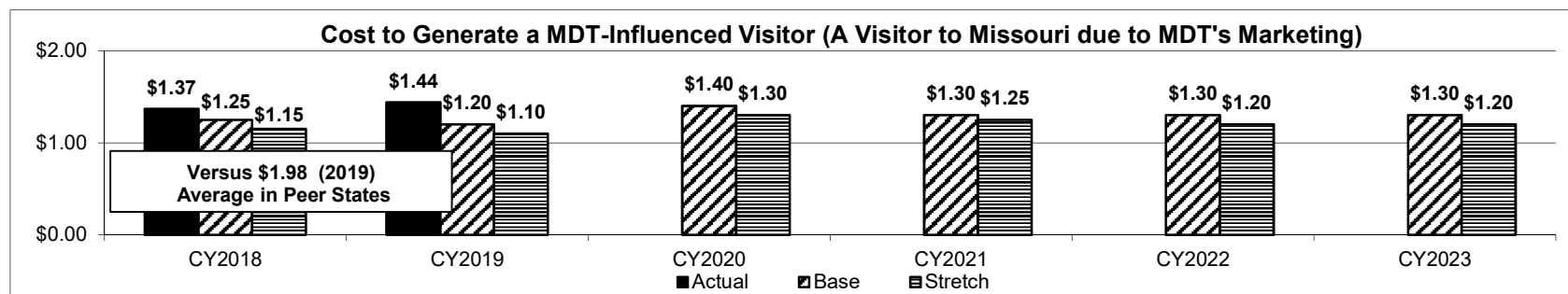
*Source: Marketing Effectiveness Study, Strategic Marketing and Research Insights (SMARI).*

Note 1: SMARI calculates visitors vacationing in Missouri as a result of MDT's marketing by conducting surveys of potential adult travelers in 35 target markets in eleven surrounding states (accuracy level +/-1.37%) to determine the number of tourists attributable to MDT advertising (3.4M).

Note 2: Fewer visitors are projected to travel to Missouri in CY2020 largely due to the COVID-19 pandemic and fears about both travel and personal economics. As a result, fewer dollars will be spent in the tourism-related NAICS codes due to that projected decline.

Note 3: There is a direct correlation between Tourism's marketing budget and its impact on incremental visitation and spending. Tourism realized an \$8.5 million spending restriction in FY2021, which likely will impact visitation in CY2020 and CY2021.

**2d. Provide a measure(s) of the program's efficiency.**



*Source: Strategic Marketing and Research Insights (SMARI).*

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

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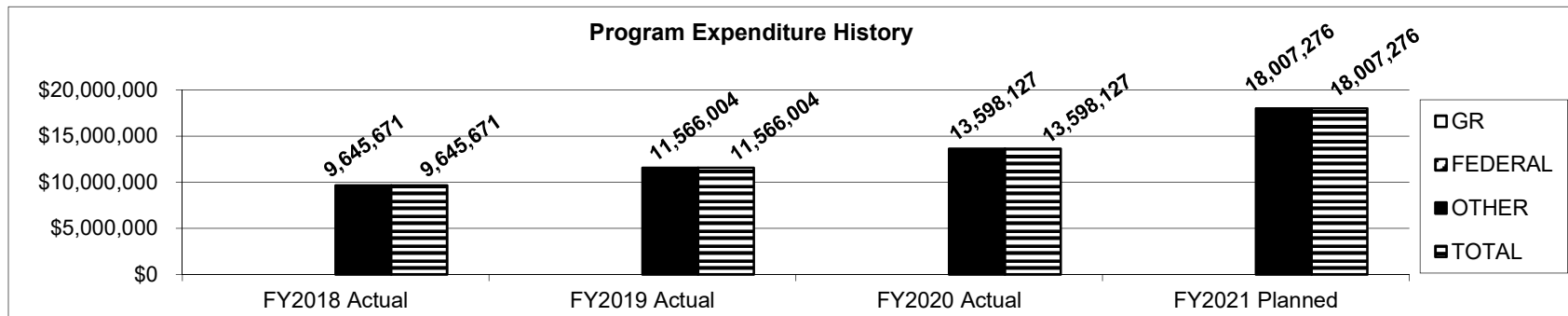
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**3. Provide actual expenditures for the prior three fiscal years and planned expenditures for the current fiscal year. (Note: Amounts do not include fringe benefit costs.)**



Note: FY2021 Planned Expenditures reflect the 3% Governor's Reserve.

**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