

PROGRAM DESCRIPTION

Department: Economic Development

HB Section (s):

7.115

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?

- Through the Tourism Marketing Program, 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 10 surrounding states, a public relations/social media strategy focusing on enhancing Missouri's brand image, and robust cooperative marketing programs with more than 40 statewide, regional, and national domestic marketing organizations.
- MDT utilizes research-based marketing to ensure that it continues to achieve optimum benefits from its 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.

	CY2017		CY2018		CY2019	CY2020	CY2021	CY2022
	Projected	Actual	Projected	Actual	Projected	Projected	Projected	Projected
Number of Visitors Vacationing in Missouri as a Result of MDT's Marketing (millions)	7.5	4.6	4.5	3.4	3.8	4.0	4.1	4.2
Amount of Visitor Spending as a Result of MDT's Marketing (billions)	\$1.70	\$1.11	\$1.00	\$0.89	\$0.95	\$0.98	\$1.00	\$1.02

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 5,117 potential adult travelers in 35 target markets in 10 surrounding states (accuracy level +/-1.37%) to determine the number of tourists attributable to MDT advertising (3.4M).

Note 2: Because MDT purchases media in target markets in order to increase tourism to Missouri, the number of tourists attributable to MDT is directly correlated to the size of the advertising budget. The \$3M restriction in the second half of FY2017 and the \$10M restriction in FY2018 resulted in an expected decrease in tourists MDT was able to influence to visit Missouri. Due to the cumulative effect of advertising on behavior, MDT saw the expected visitation further decline in 2018 from 2017. CY2019 projections reflect that MDT's FY2019 core funding was partially restored; it is projected it will take until 2020 or beyond to restore MDT-influenced visitation to previous levels.

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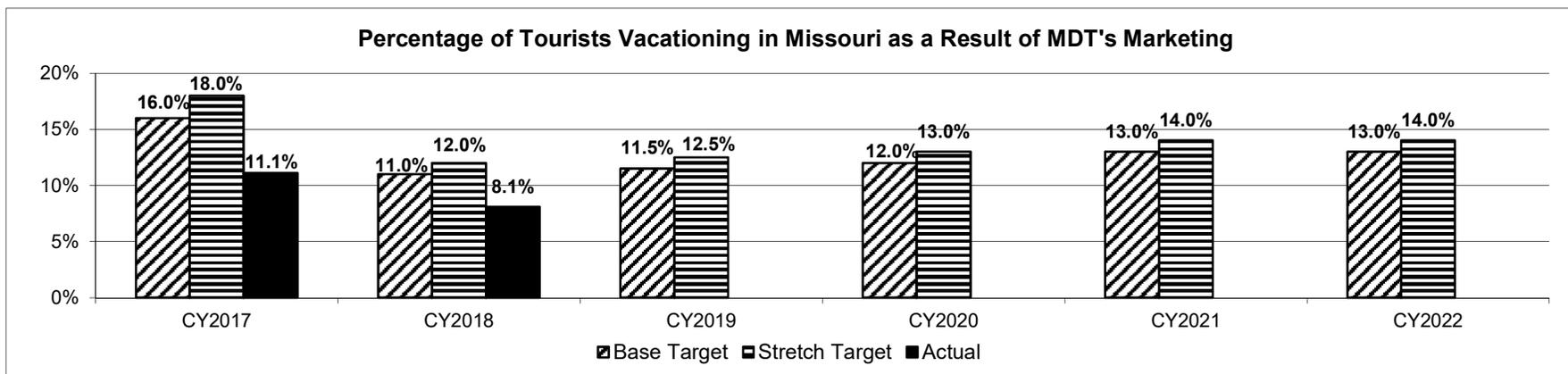
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2b. Provide a measure(s) of the program's quality.

Likelihood to Travel to Missouri (Potential Visitors Aware of MDT Ads)						
	CY2017	CY2018	CY2019	CY2020	CY2021	CY2022
	Actual	Actual	Actual	Projected	Projected	Projected
Very Likely	26%	22%	30%	31%	32%	32%
Somewhat Likely	35%	38%	33%	34%	34%	34%
Not Very Likely	18%	21%	19%	19%	19%	19%
Not At All Likely	22%	19%	17%	16%	15%	15%

Source: Strategic Marketing and Research Insights (SMARI)

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



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

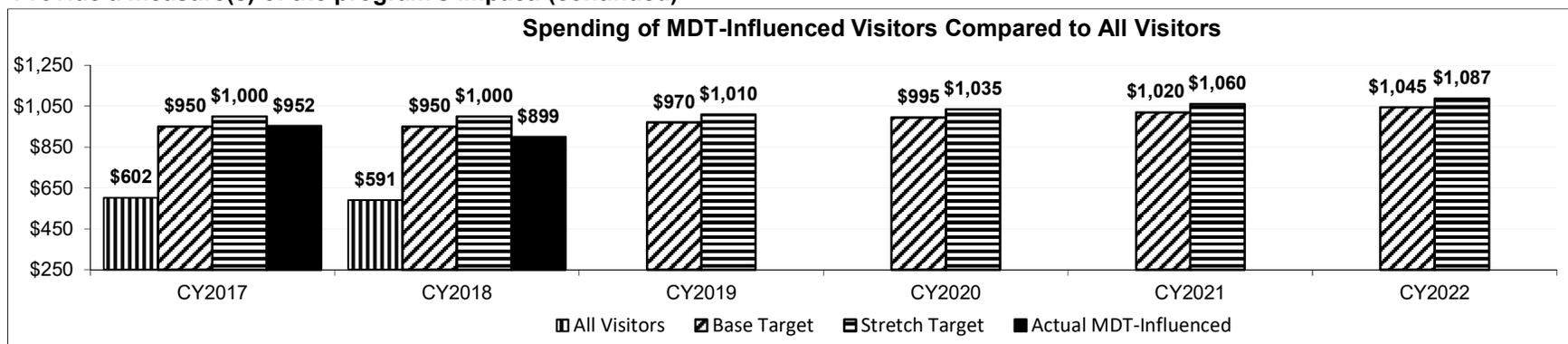
Note: Calculated by dividing the number of tourists attributable to MDT advertising (see 2a) by the total number of visitors to Missouri (42M). The total number of visitors to Missouri is determined by Tourism Economics. (2018 numbers).

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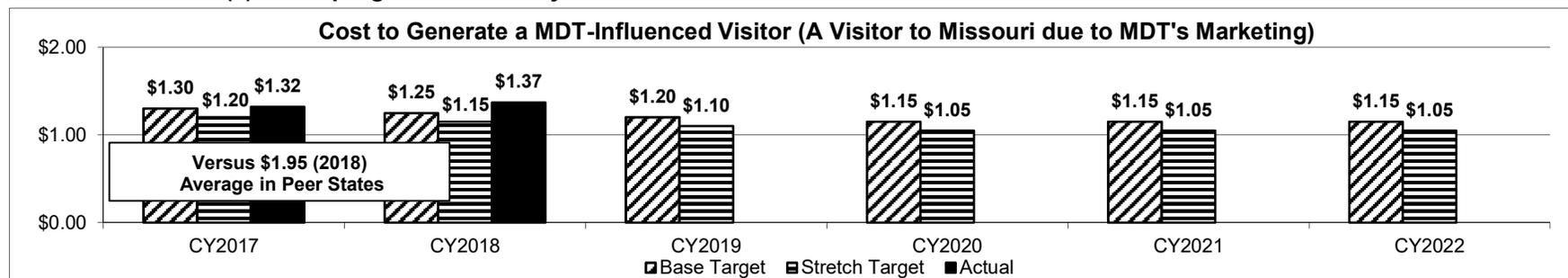
2c. Provide a measure(s) of the program's impact. (continued)



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

Note: 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. SMARI calculates the average amount of visitor spending by MDT-influenced visitors by conducting surveys of 5,117 potential adult travelers in 35 target markets in 10 surrounding states (accuracy level +/-1.37%) to determine the amount of visitor spending attributable to MDT's advertising. The average amount of spending per trip by all visitors in Missouri is determined by Tourism Economics.

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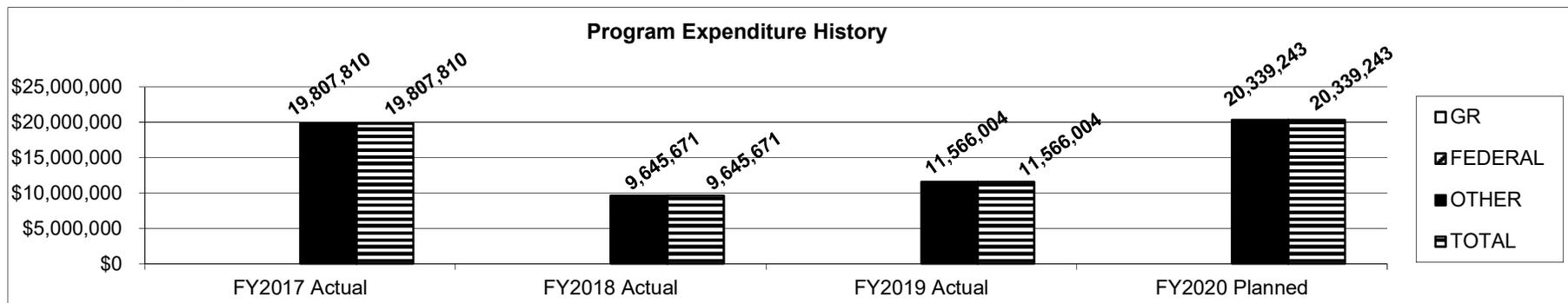
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3. Provide actual expenditures for the prior three fiscal years and planned expenditures for the current fiscal year. (Note: Amounts do not include fringe benefit costs.)



Note: FY2020 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