



2026 MARKETING PLAN & BUDGET



City of Branson

Overview

With pleasure, we present the 2026 Marketing Plan. This comprehensive plan stands as a testament to the unwavering spirit of collaboration and innovation that defines the Branson/Lakes Area and the tourism industry.

The contents of this plan are the result of compiled data, observation, integrating the valuable insights and strategic contributions of the dedicated staff members of the Explore Branson Tourism team, destination partners, devoted volunteers, countless hours of research and analysis to shape the roadmap for 2026.

The past year posed challenges, shifting of team members, transition in leadership, and adjustments to strategy. The coming year's Marketing Plan is firmly rooted in assessing the return on investment, tracking performance metrics, and evaluating the goals and performance measures outlined by the City of Branson and Tourism Community Enhancement District (TCED). This approach ensures that every action we take is grounded in data-driven decision making, enabling us to make informed decisions that drive the destination forward.

Through collaboration, listening, observing, and navigating challenges, we are able to embrace change to better our destination. With the collective resources at our disposal, we have no doubt that we will have a successful year with a new campaign message to invite visitors from across the country to Explore Branson/Lakes Area.

Here's to a year of accomplishment and exciting gains.

The Explore Branson Team

2026 KPIs & Goals

KPIs

- Increase visitor spending by 3%
- Increase tax revenue by 3%
- Increase repeat visitation by 5%
- Maximize ROI

Goals

- Launch new website and increase website traffic by 5% with time spent on the site by 20 seconds
- Incorporate visitor sentiment/brand awareness study with measured results for tracking
- Increase sales leads by 10%
- Increase sales meetings and appointments by 50%
- Decrease event sponsorships by 30%, reallocating funds to marketing

Overarching Strategies

- Build Branson brand momentum by embracing core values and championing assets
- Expand the traveler base reaching new markets
- Consistent reporting of in market visitation through data platforms showing credit card spending, time spent in market, based on activities and attractions, locations in the region
- Attribution reporting showing reach, campaign impact, website sessions, visitor length of stay, lodging results, and economic impact
- Utilize public relations efforts to leverage dollars and help our message reach more potential visitors through storytelling
- Work in partnership with stakeholders and industry partners to create alignment, opportunities for cost savings, as well as extended reach of the Explore Branson invitation.



Target Audiences

General campaign audiences:

- Families: households with children 17 or younger
- Millennials
- Empty Nesters
- Seniors

Sales/Sports/Meeting audiences:

- Travel agents/tour operators
- Faith based operators and planners
- Small market meetings, 3T (third tier cities with smaller convention space and distance to the airport)
- Educator outreach: targeted approach to 8 border states and their educational institutions
- Sports: regional, national, youth, adult
- Youth performances: including youth to young adult in theatre, music, dance, and more
- Outdoor sports and recreation



Core values: Faith, Family, Flag, Fun

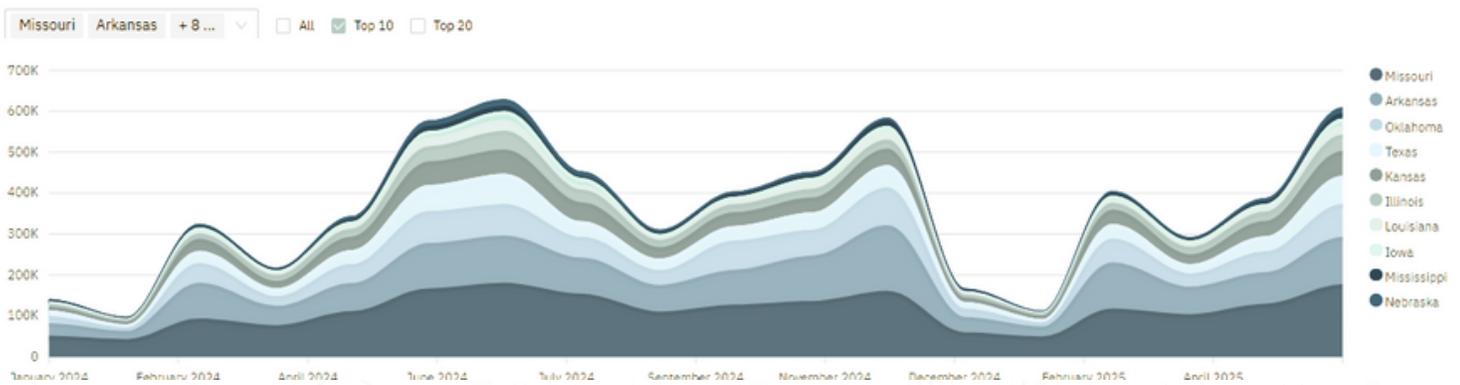
Target Audiences

Audiences

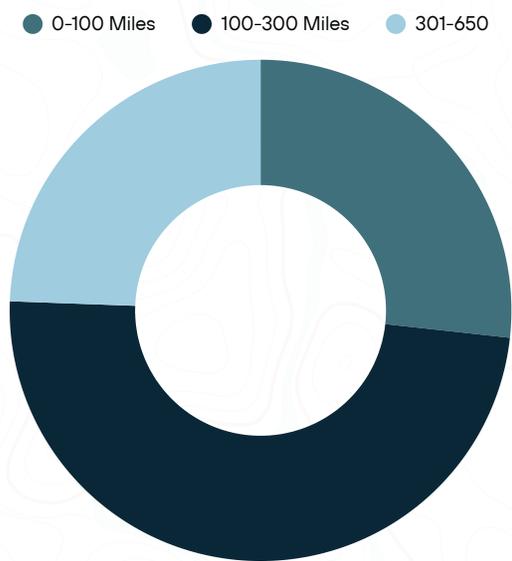
Using our general audiences:

- Families: households with children 17 or younger
- Millennials
- Empty Nesters
- Seniors

We'll target them based on traffic flow and results from data we've compiled through research sources and serve content based on appropriate channels, what they are using, and how they are finding their content.



21% Visitors are coming from 301-650 miles away:
•Oklahoma City
•Dallas/Ft. Worth
•Wichita
•Paducah



23.3% Visitors are coming from 0-100 miles away:
•Springfield
•Joplin

42.6% Visitors are coming from 100-300 miles away:
•Kansas City
•St. Louis
•Little Rock
•Fort Smith

KPIs: increase revenue & visitation
Goal: increase web traffic

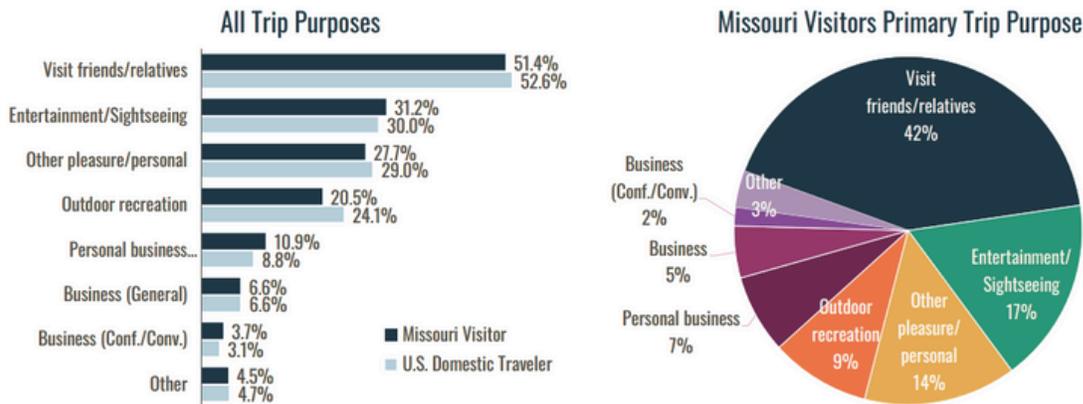
Target Audiences

Audiences from the State of Missouri research (MO report closes this plan)

Trip Purpose



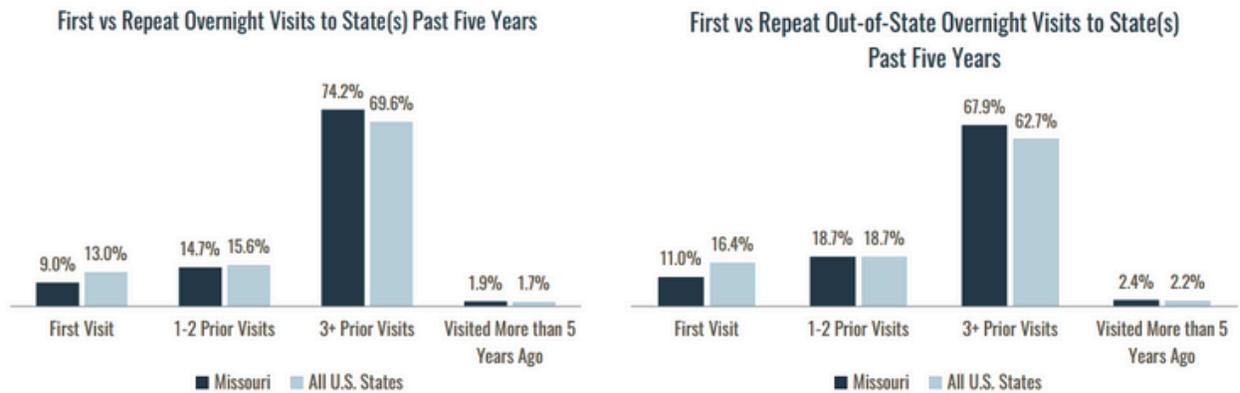
- Leisure travel dominates Missouri’s tourism industry, with 88.8% of Missouri visitors indicating leisure was one of their trip purposes. When considering all purposes, half of Missouri visitors traveled to visit friends/relatives and 31.2% reported traveling for entertainment/sightseeing.
- Of those primarily traveling for business, 39.5% reported extending their stay for leisure, down from 48.5% in FY21.



Repeat Overnight Visitation



- Nearly three out of four visitors (74.2%) have traveled to Missouri three or more times in the last five years.
- Missouri doesn’t do quite as well as the national average at attracting first time out-of-state visitors—11.0% of out-of-state visitors came to MO for the first time in FY2022 compared to 16.4% of visitors to all states being first timers.



KPIs: increase revenue & visitation

Goal: increase web traffic

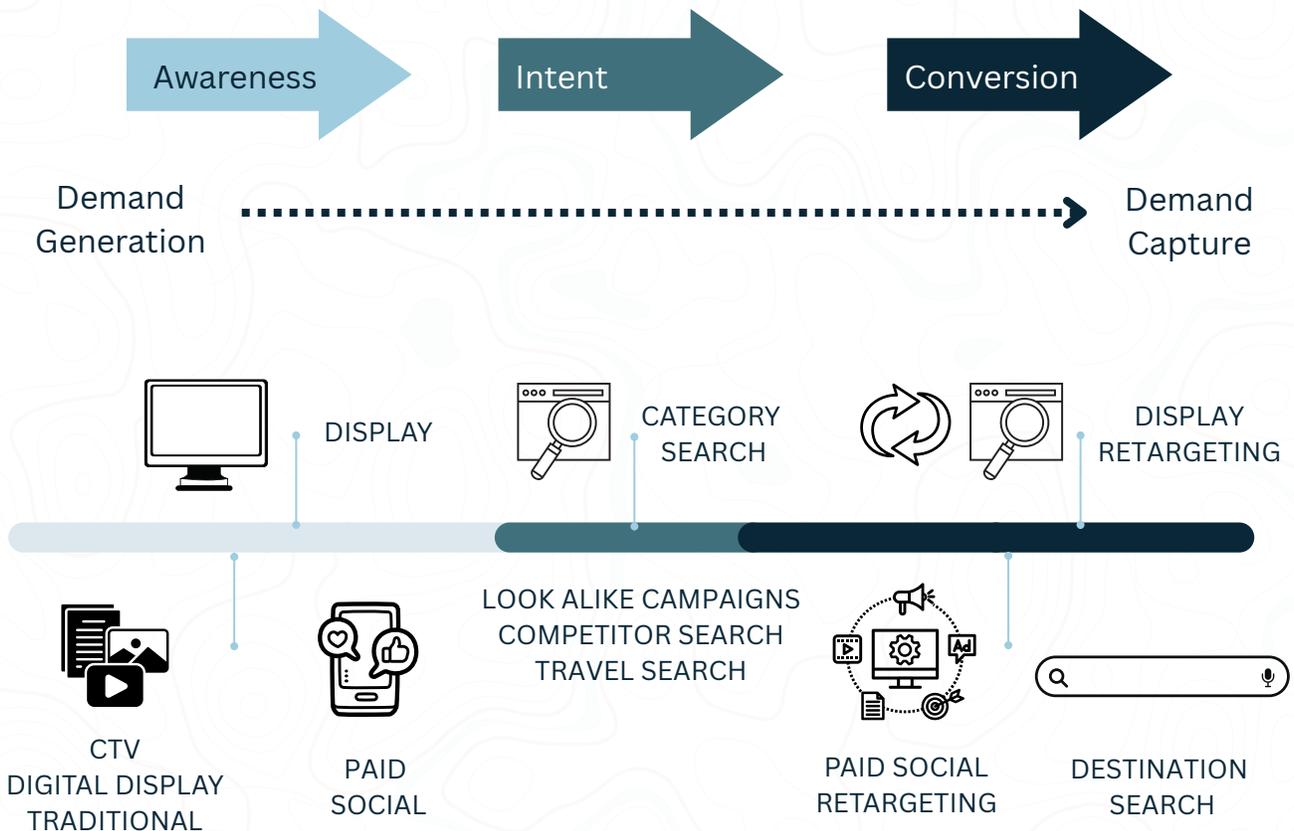
Where My Heart Sings

With our new campaign launching for Ozark Mt. Christmas this October, 2025, we have the opportunity to lean into driving results from the data gathered through campaign testing to make sure we are *highlighting Branson/Lakes Area as lively, fun, and entertaining, with lots to do.*

Campaign concepts and creations will include a *diverse array of activities and attractions for a variety of audiences.* Keen attention will be paid to ensure the emotion- *the feeling of being in Branson-* comes through for even greater appeal and action.

Using music, style, performance, language, tone, branding, and visuals will help deliver uniqueness and make the Branson/Lakes Area messaging stand out.

Marketing Approach



KPIs: increase revenue & visitation

Goal: increase web traffic

Marketing Approach

Campaign tactics

The following campaigns will be developed and implemented in 2026 to support the KPIs, goals, and overarching strategies. Media spend will be weighted to the shoulder seasons featuring themed content, with an always on approach, continued in key markets through the year.

- **Always On:**
 - **Evergreen messaging:** live entertainment, outdoors, shopping, dining, attractions, remains constant Jan.-Dec.
 - **Spring:** January-March, live entertainment, family friendly activities, spring break play, outdoors
 - **Summer:** April-June, live entertainment, outdoors, activities, and attractions
 - **Christmas in July:** July-mid August, seasonal theme with Christmas call to action
 - **Fall:** August-September, fall focused activities, attractions, live entertainment
 - **Christmas:** October-December, Ozark Mt. Christmas with dates, live entertainment, attractions, and shopping.

| Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. |
|------|------|------|------|-----|------|------|------|------|------|------|------|
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KPIs: increase revenue & visitation
Goal: increase web traffic

Marketing Approach

Specific Marketing Channels

All tactics, creative, campaigns, and channel strategies will support the KPIs and goals to align.

- **Search Engine Marketing**- for 2026 this will be done in partnership with Granicus/Simpleview as the new website designer
- **Organic, AI focused, & SEO** (search engine optimization)- also for 2026, done with Granicus/Simpleview and include Bing and Google
- **Digital video**- YouTube, Social
- **CTV and Broadcast**- including in state broadcast and ongoing KY3 promotion
- **Social media advertising**- Meta, TikTok, Pinterest
- **Email marketing & CRM**- sales, sports, leisure
- **Programmatic display & retargeting**- look alike campaigns included with comp destination sets to drive interest and conversion
- **Traditional print**- specific to trade publications, industry pieces, and target audiences if/when needed
- **Faith based radio** and general radio with contest driven call to action
- **Public relations** and **influencer** marketing with partnerships geared toward reaching specific audiences
- Decrease show sponsorships and **increase in market FAMs, conferences, and show attendance with more lead generation**

Digital marketing efforts will focus on performance marketing channels that enable us the ability to connect with highly qualified audience targets on a more cost-effective basis, driving maximum performance and results for the destination.



KPIs: increase revenue & visitation, maximize ROI

Goals: increase web traffic, increase leads and appointments

Marketing Approach

Social Channel Priorities

These channels support the Branson/Lakes Area goals and will hold the focus for 2026:

- **Facebook**- with over 233,000 followers and growing, our page has a significant audience. We will continue to build the community, expanding the content to include fresh, authentic photos and videos, with a storytelling technique that makes visitors feel welcome and at home in Branson. Don't worry, Francie isn't going anywhere!
- **Instagram**- with nearly 30,000 followers we see the potential for growth in this channel in 2026. Through strategic influencer partnerships, continued work with TripScout, and calling more attention to the channel, we anticipate seeing more growth, saved content, trip planning ideas, and authentic engagement.
- **TikTok**- over 60,000 followers and growing, this channel has engagement with potential for so much more. Leveraging content that may not appeal to our older demographic on Facebook, we have the chance to be creative, captivating, and reel potential visitors in with dynamic content for the millennial generation and younger.
- **Pinterest**- with less than 3,000 followers, this channel receives 75,000 monthly views, and direct website traffic to Explore Branson. Storytelling through images continues to drive the numbers up for this platform. In 2026, we'll capitalize on the opportunity to showcase unique and dynamic visuals to trip planning purposes.



KPIs: increase revenue & visitation, maximize ROI

Goals: increase web traffic, increase media impressions

Fulfillment Publication & Distribution

Vacation Guide

2026 planning occurs in 2025, printing occurs in 2025, distribution occurs in 2026.
2027 Guide planning occurs in 2026.

- **Certified Folder-** increased distribution across OK, TX, AR, MO, IL, KS for drive markets, Visitor Center display with onscreen added value promotion
- **Distribution, storage, postage-** increased printing will result in a slight increase in storage and postage fees.

Public Relations

Direct Media Engagement

Taking a proactive approach, following leads, and pitching media consistently will help us reach a goal of \$25million in AVE (advertising value equivalency) and 500million impressions.

- **AgilityPR-** monitoring, reporting, journalist outreach, and nationwide newswire distribution in one platform, releasing two other platforms from the budget
- **PRSA-** membership through the Public Relations Society of America as well as attendance at their annual Travel & Tourism Conference to meet face to face with the media
- **TravMedia-** annual membership and attendance at their domestic media event for deskside appointments
- **Dan Shepherd PR-** working with this one agency continues to deliver results for the Branson/Lakes Area in the golfing world and he offers connections beyond the one industry
- **FAMs/Media Hosting-** ongoing FAMs, media hosting visits, crossing over to social influencers to maximize our reach and the coverage for the Branson/Lakes Area.

KPIs: increase revenue & visitation, maximize ROI

Goals: increase web traffic, increase media impressions

Research & Data

Tools to Measure

Destination tools are essential to keep our finger on the pulse of what is happening in the destination around visitation, time spent in market, travel trends, spending, and visitor demographics. We'll use the following tools to continue to make data driven decisions:

- **Datafy**- continued subscription for monitoring and geo-fencing locations throughout the City of Branson and Taney County, now with included areas at the 15-mile radius to measure results
- **Placer.ai**- working with the Taney County Partnership to cover costs, we will continue to use this tool as an added resource for visitation measurement, spotting trends in traffic, as well as movement across Taney County and the radius of our region
- **STR**- Smith Travel Research will now be rolled into the Datafy dashboard for our comparison of ADR (average daily rate) along with other key indicators in travel
- **Destination Impact Calculator**- industry standard calculator with cost sharing through the Convention Center for consistency in measuring economic impact of meetings, events, and sports for our destination
- **Trove**- visitor impact, intercept, and destination awareness tools to be implemented with surveys for 2026.

Creative Services

Cultivator

With continued assistance from the Cultivator team, at a reduced rate, we'll be able to count on themed content to match the new campaign to cross all channels and departments.

- Newsletter custom headers and HTML design
- Banner ads and print display ads
- Additional as needed content to fill the gaps and retain campaign and creative integrity.

Division of Tourism Grants

Missouri Division of Tourism grants help us leverage our spend with digital or CTV programs, receiving up to \$350,000 in matching funds, made possible through the TCED investment.

KPIs: maximize ROI

Goal: brand awareness, measure all results

Meetings/Groups/Sales

Approach

Branson is well positioned to continue to provide the ideal environment as a third-tier city (more cost effective, unique destination), with meeting, convention, and outdoor venues to drive meetings, groups, and special events. The unique, hidden gem quality of Branson, combined with our live entertainment, attractions, and activities will continue to secure competitive group business. In 2026 our sales managers will conduct more travel for in person desk-side appointments, full appointment books, less sponsorships, and more relationship building with measured results.

Read The 3T Advantage whitepaper about Branson, produced by Meeting Planners International to learn about [The 3T Advantage: Exclusive Experiences in Third-Tier Cities.](#)

Corporate, Association, Incentive attendance for 2026:

- **Connect:**
 - Marketplace
 - North
 - South & Faith
 - Spring Marketplace
 - West
 - Winter Marketplace
- **Express:**
 - Association
 - Corporate
 - Incentive
- **HelmsBriscoe:** Annual Business Conference
- **Meetings Today Live!**
 - Corporate/Incentive
 - National
- **MPI:**
 - KC, Annual Conference
 - World Education Conference
- **MSAE:** Funfest & Sales Calls

KPIs: maximize ROI

Goals: brand awareness, measure all results

- **NMG:**
 - Destination Midwest
 - Incentive Live
 - Independent Planner Education Conference
 - Small & Boutique Meetings
- **SmartMeetings**, National Experience

SERF (Social, Educational, Religious, Fraternal)

- **Express:**
 - Faith
 - Med/Pharma
 - SMERF
- **Going on Faith**
- **RCMA:** Emerge
- **Select Traveler Conference**
- **Small Market Meetings:**
 - Summit
 - Conference
- **Heritage Clubs**

Connect South & Faith

A beacon of the 2026 meetings & SERF strategy is to host a major industry conference that aligns with Branson's values. Explore Branson is in the final stages of negotiation with Informa Connect to host one of their flagship events. Once finalized, the conference will take place in the days leading up to Veterans Day, providing a powerful opportunity to showcase our destination to the meetings and SERF industry during the 250th Anniversary of the United States.

Leisure Group Sales

In 2026, we plan to make a bold impact by delivering high-value events at leading industry tradeshows. The conferences we attend and the experiences we create are designed to leave a lasting impression on buyers and drive meaningful results. Our primary focus is the student travel market, which holds immense growth potential for Branson. Over the next five years, we will dedicate increasing time and resources to expanding this market.

KPIs: increase visitation, maximize ROI

Goals: increase leads, increase appointments, decrease sponsorships, measure all results

- **ABA:** American Bus Association, Reno, NV
- **SYTA Summit,** Virginia Beach, VA
- **AAA Showcase,** Pittsburgh, PA
- **TMEA Convention,** Dine Around- San Antonio, TX
- **NTA Contact,** Charleston, SC
- **Explore Branson FAM & Marketplace**
- **TAP Dance,** El Paso, TX
- **SYTA Annual Conference,** Pittsburg, PA
- **NTA Travel Exchange,** Tulsa, OK

Sports

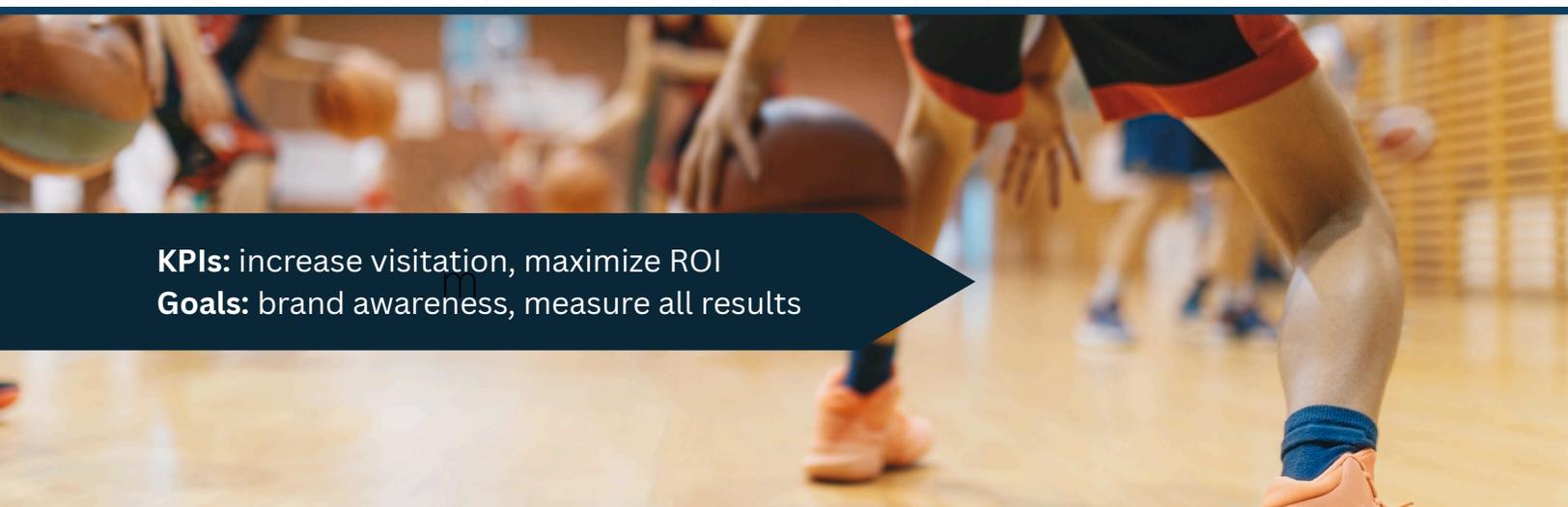
Approach

2026 brings further opportunity to showcase Branson as a destination for the sports categories that suit the destination's facilities and accommodations the best. Working in partnership with the city and our community partners, we can maximize our space and the time of year we need the gaps filled.

2026 will feature attendance, participation, and sponsorship at the following:

- **Sports Express-** Fort Myers, FL
- **Missouri Sports Travel Exchange-** Columbia, MO
- **Sports ETA Symposium-** Las Vegas, NV
- **Sports ETA- 4s Rights Holders Summit-** Fort Worth, TX
- Explore Branson Sports Experience
- **Connect Sports-** Tampa, FL
- **TEAMS Conference & Expo-** Birmingham, AL
- **NFCA National Convention-** Atlantic City, NJ
- **US Sports Congress-** TBD

Continuing the wrist band opportunity with a direct partnership between the City of Branson Parks & Rec Department will help us leverage our reach, avoid community confusion, increase partnerships, and continue to build our bond with the city.



KPIs: increase visitation, maximize ROI
Goals: brand awareness, measure all results

America's 250th

Approach

The semi-quincentennial provides Branson with an opportunity to showcase the destination on a national stage. By highlighting the natural patriotic celebration and flavor of the destination, adding new events, and inviting the nation to celebrate, we can create a feeling of nostalgic Americana, family fun with celebration through the year, and a red, white, and blue flare that draws attention online and in print.

2026 will bring the following celebrations, activities, and notes of patriotism:

- **American Pie Trail**- launching in the fall of 2025
- A **2026 calendar of events** for visitors and residents to enjoy:
 - Patriotic Easter Egg Hunt
 - Military Appreciation Month
 - Rally Point Branson
 - Flag Day- World Record, with a parade
 - Branson 250- 4th of July Week with a parade
 - Harley Rally- September 9-12, 2026
 - Veterans Village, with a parade
- Industry events:
 - **AAA Travel Showcase**- Pittsburgh, PA
 - **Chicago Travel & Adventure Show**
 - **Washington DC Travel & Adventure Show**
- Community red, white, and blue
 - **Pockets of Patriotism**- murals throughout the destination
 - Roundabout floral decor
 - Street pole banners
- **250 Things to Do** on the website with regular updates
- **Poem and essay contest** among local students
- Showcasing patriotism at local shows, events, attractions, and in the community.



KPIs: increase visitation, maximize ROI
Goals: brand awareness, measure all results

Event Support

Approach

In partnership with the City of Branson and the Branson/Lakes Area, we're in constant discussion with businesses and stakeholders regarding event support, execution, and planning. By leveraging our reach, planning abilities, and marketing channels, we'll continue to offer support, logistics, and marketing for the following:

- **Patriotic Easter Egg Hunt**- new for 2026 with a red, white, and blue splash to appeal to the community and increase visitation
- **Plein Air Convention & Expo**- new for 2026 with the potential to draw visitors from across the country and become an annual event showcasing art and the beauty of our area
- **FIFA World Cup**- one time event with planned itineraries provided for local operators to showcase, sell, and we assist with marketing and promotion
- **Branson 250 Light Up the Night Parade for the 4th of July**- an electric parade downtown during the 4th of July week with community involvement
- **Rally Point Branson**- moving to June and focusing on a non-holiday weekend with a World Record to wrap it up, this will certainly be another successful event
- **Harley Davidson Motorcycle Rally**- new for 2026 with a red, white, and blue theme created in partnership with Full Throttle Distillery and the City of Branson
- **Christmas in July, KC**- snow globe activation in the middle of summer in KC with media invites, Christmas call to action, and more
- **Branson Fall Fest**- first annual event happening in 2025 with the City of Branson and Historic Downtown Branson to celebrate the completion of the construction. This will become an annual event the first weekend of October
- **Christmas Coalition, Annual Tree Lighting**- working with the group to continue to provide resources for promotion, marketing, and suggestions for ways to continue to showcase Ozark Mt. Christmas.



KPIs: increase visitation, maximize ROI
Goals: brand awareness, measure all results

Budget

| | | | | |
|---|--------------------|--------------------|--|---|
| Revenue | \$2,500,000 | \$3,000,000 | Increase for 2026 based on City budget updates. | |
| Program | Year: 2025 | Year: 2026 | Detail: 2025 | Detail: 2026 |
| Marketing | | | | |
| Traditional TV/CTV | 750,000 | 750,000 | 50/50 split in 2025 | 25% traditional, 75% CTV |
| 250 Specific Campaign | | 175,000 | | Targeted campaign sole focus on 250th |
| Digital/Social: CVB specific run campaign | 200,000 | 200,000 | \$200,000 Nextstar digital campaign in target markets | Split digital with Datafy, Nextstar and others |
| Media | | | | |
| SEM Attractions Co-Op | 80,000 | | | Combined line items for co-op in 2026 |
| SEM Shows Co-Op | 250,000 | 330,000 | Gray Media/KY3 | |
| Digital/Social Media | 400,000 | 460,000 | Miles, including the portion of the management fee: 33% of 13% | 2026 RFP for new digital partner- digital specific through platform with data targeting we can track daily with our own dashboard and hope for reduced or no % agency fee |

Budget

| | | | | |
|--|---------|---------|---|--|
| PR/Social Influencer/media visits | 15,000 | 20,000 | | Add more influencers and press visits around 250th plans |
| In-market activations | 25,000 | 25,000 | Used for website in 2025 | OM Christmas activation in the summer in KC with prizes |
| Research/Data | 15,000 | 20,000 | Used this data amount to cover the additional expenses for Miles to fix the website | Data specific for economic development, ROI, and data driven decision making |
| Creative/Website | 175,000 | 30,000 | City creative agency portion for new creative | Portion for new creative and Cultivator support with Simpleview/Granicus site |
| Meetings and Conferences: Registration/Travel/Meals | | | | |
| Sports | 30,000 | 30,000 | ABCA, Sports Express, Sports ETA, Connect, contingency | NFCA, Sports Express, Sports ETA, Connect, contingency |
| M&C | 20,000 | 20,000 | Connect MP, DC, Faith, contingency | Remains the same |
| Leisure | 30,000 | 30,000 | Branson Live in Memphis, Going on Faith, NTA, TMEA, Select Traveler, contingency | Remains the same |
| Dues/Sponsorship | | | | |
| Sports | 70,000 | 70,000 | ABCA, Connect MP, Sports Express, ACO, MONASP, BRL, Event Support, | NFCA, Connect MP, Sports Express, ACO, MONASP, BRL, Event Support, contingency |
| M&C | 70,000 | 70,000 | Connect MP, DC, Faith, | Remains the same |
| Leisure | 70,000 | 70,000 | Branson Live in Memphis, Connect MP, Going on Faith, NTA, TMEA | Remains the same |
| Specialty Programs | | | | |
| Historic Downtown | 30,000 | 60,000 | | This will be used for the Fall Fest planning, marketing, and promotion along with a dedicated map and content to promote downtown. |
| Harley Rally | | 250,000 | | New for 2026: Sturgis sponsorship and Rally in Branson. |
| 250 Specific Creative and Design for the destination | | 117,000 | | Mural projects, city enhancement, and creation of events for the 250th |
| Veterans/Active Duty Military | 100,000 | 100,000 | Rally Point Branson (new) Veteran's Village (\$10,000 for Rally Stage accounted for, \$10,000 for new | Rally Point Branson and more |

Budget

| | | | | |
|--------------------------|-----------------------|-----------------------|--|--|
| Ozark Mountain Christmas | 35,000 | 38,000 | Radio, Brochure Distribution, Traditional local TV | Summer Hallmark program for OMC. |
| Live Music Shows | 35,000 | 35,000 | The Wind radio \$19,800 divided among live music shows, downtown, and some in Veterans. Contest pieces as well. Launched June 9-October. | Expanded radio with The Wind, KC and other in state marketing. |
| Opportunity Fund | 100,000 | 100,000 | | |
| Total Expenses | \$2,500,000.00 | \$3,000,000.00 | | |
| Revenue | \$2,500,000.00 | \$3,000,000.00 | | |
| Difference | \$0,000 | \$0.00 | | |

Budget

| TCED Budget Approved 9/25/25 | |
|---|--------------------|
| Platform/Media Type | Spend |
| Marketing: traditional, 250 campaign, digital, social | \$4,201,500 |
| Traditional- TV, print, Christian radio (not based in Branson), Veterans efforts, plus contingency for flexible opportunities | \$638,250 |
| Creative services- Cultivator, new website, activations, and content creation for promo of sports/sales/etc. | \$395,000 |
| Dues/Sponsorships for items mentioned in this plan | \$358,675 |
| Vacation Guide- printing, shipping, storing, and more | \$423,500 |
| Research | \$120,500 |
| Public Relations | \$269,000 |
| FAMs | \$135,000 |
| Trade Shows | \$243,390 |
| Total | \$6,784,815 |
| Opportunity Fund- not counted in budget totals | \$175,000 |

FY24 REPORT FOR THE MISSOURI DIVISION OF TOURISM

The Missouri Division of Tourism promotes the state's diverse tourism industry through a comprehensive strategic marketing plan that includes paid, earned, shared and owned media outreach that engages consumers across a variety of platforms and channels. In addition, MDT helps local communities maximize their marketing dollars through its Cooperative Marketing Program and provides support for the motion media industry through the Missouri Film Office.

TOURISM IN MISSOURI

Fiscal Year 2024



\$18.3 BILLION

Taxable sales



\$1.4 BILLION

Spent by travelers influenced by MDT's marketing (CY24)



\$641.5 MILLION

State tax revenues from tourism



\$4.37 MILLION

Marketing funds disbursed to DMO partners



\$349.67

Amount spent per person per overnight trip (FY24)



\$20.8 BILLION

Total economic impact



42.4 MILLION

Total number of visitors



308,100

Missourians employed in tourism



1.98 MILLION

Number of visits to VisitMo.com



410,708

Number of visitors to Official Missouri Welcome Centers



144

Film Projects assisted by the Missouri Film Office, 39 of which used the incentive program

| | NAICS SPENDING | EMPLOYMENT |
|-----------------------|---------------------|------------|
| OZARK COUNTY | \$13,185,018.33 | 261 |
| PEMISCOT COUNTY | \$13,092,809.78 | 322 |
| PERRY COUNTY | \$29,443,868.75 | 643 |
| PETTIS COUNTY | \$98,579,515.20 | 1,710 |
| PHELPS COUNTY | \$116,115,165.59 | 2,129 |
| PIKE COUNTY | \$18,533,075.76 | 465 |
| PLATTE COUNTY | \$380,277,831.25 | 6,479 |
| POLK COUNTY | \$48,716,566.30 | 809 |
| PULASKI COUNTY | \$102,326,666.01 | 3,018 |
| PUTNAM COUNTY | \$1,601,372.21 | 35 |
| RALLS COUNTY | \$8,512,933.15 | 181 |
| RANDOLPH COUNTY | \$38,932,767.03 | 625 |
| RAY COUNTY | \$16,938,716.03 | 446 |
| REYNOLDS COUNTY | \$5,225,043.78 | 110 |
| RIPLEY COUNTY | \$9,626,672.92 | 198 |
| SALINE COUNTY | \$31,390,411.27 | 640 |
| SCHUYLER COUNTY | \$654,076.14 | 19 |
| SCOTLAND COUNTY | \$2,718,051.12 | 46 |
| SCOTT COUNTY | \$64,921,503.87 | 1,229 |
| SHANNON COUNTY | \$10,267,973.14 | 199 |
| SHELBY COUNTY | \$2,780,721.17 | 77 |
| ST. CHARLES COUNTY | \$1,214,375,920.33 | 22,933 |
| ST. CLAIR COUNTY | \$5,336,443.68 | 113 |
| ST. FRANCOIS COUNTY | \$131,509,979.57 | 2,514 |
| ST. LOUIS CITY | \$1,945,751,130.04 | 25,898 |
| ST. LOUIS COUNTY | \$3,292,217,743.24 | 57,225 |
| STE. GENEVIEVE COUNTY | \$24,973,829.24 | 601 |
| STODDARD COUNTY | \$39,935,203.97 | 722 |
| STONE COUNTY | \$290,161,295.79 | 2,650 |
| SULLIVAN COUNTY | \$696,509.98 | 17 |
| TANEY COUNTY | \$896,315,995.64 | 11,936 |
| TEXAS COUNTY | \$20,308,412.59 | 367 |
| VERNON COUNTY | \$32,149,548.60 | 554 |
| WARREN COUNTY | \$53,930,781.98 | 826 |
| WASHINGTON COUNTY | \$19,505,862.26 | 351 |
| WAYNE COUNTY | \$7,737,320.11 | 319 |
| WEBSTER COUNTY | \$49,094,511.72 | 781 |
| WORTH COUNTY | \$277,297.22 | 11 |
| WRIGHT COUNTY | \$2,095,1852.08 | 374 |
| TOTAL | \$18,301,601,596.22 | 308,100 |

NAICS Spending – Spending in the 45 tourism-related North American Industry Classification System (NAICS) codes; source: Missouri Department of Revenue
Employment – Employment in the 45 tourism-related NAICS codes; source: Missouri Department of Labor and Industrial Relations