

April 2024 - March 2025 Visitor Profile Annual Report



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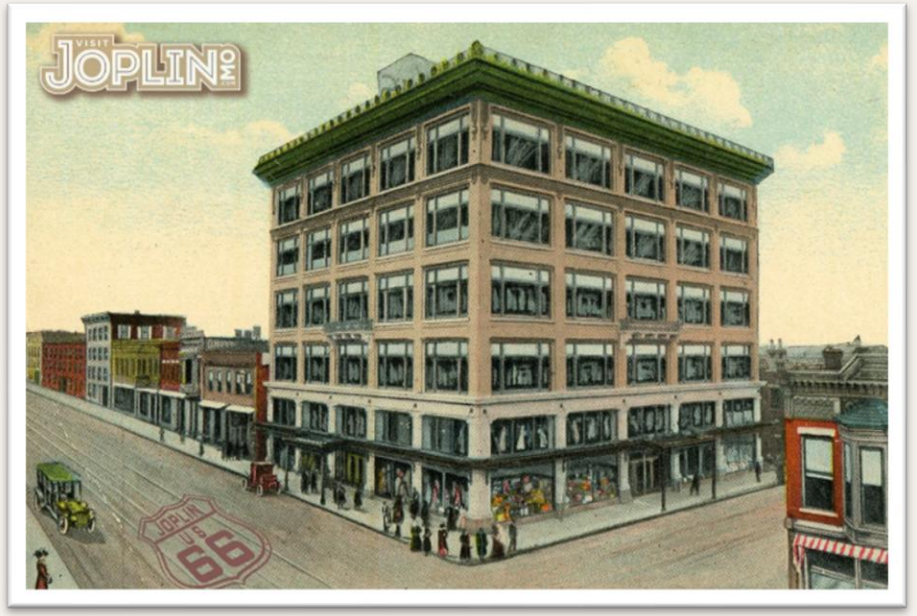
1

METHODOLOGY

APR 2024 - MAR 2025 | METHODOLOGY

- 2,008 survey responses collected from visitors to Joplin from April 2024 to March 2025
  - Visitor Intercept Surveys
    - DSG Field Interviewers survey visitors in-person during their visits at key locations and events throughout the Joplin area.
  - Online Surveys
    - Post-event email campaigns
    - QR code keepsake postcards
    - QR code flyers
    - Online panel of visitors
- Other supplemental data sources:
  - Smith Travel Research (STR) data
  - Tourism database at Downs & St. Germain Research





2

ANNUAL SNAPSHOT

APR 2024 - MAR 2025 | DIRECT SPENDING

Visitors to Joplin
between April 2024 and March 2025

spent

$290,077,600

on accommodations, restaurants, groceries, transportation, entertainment, and shopping.

APR 2024 - MAR 2025 | ECONOMIC IMPACT

Visitor spending generated

$408,809,900

of total economic impact

in the Joplin area[1] between April 2024 and March 2025.

[1] Here "the Joplin area" refers specifically to the Joplin, Missouri-Kansas, Metropolitan Statistical Area (MSA).

APR 2024 - MAR 2025 | VISITORS

Joplin attracted

1,154,700

visitors

between April 2024 and March 2025.

APR 2024 - MAR 2025 | ROOM NIGHTS

Joplin visitors generated

415,600

room nights

in paid accommodations
between April 2024 and March 2025.

APR 2024 - MAR 2025 | JOBS & WAGES

Tourism spending in Joplin supported

2,730

jobs

&

$95,843,300

in wages

in the Joplin area between April 2024 and March 2025.

APR 2024 - MAR 2025 | HOUSEHOLD TAX SAVINGS

Visitors to Joplin saved residents

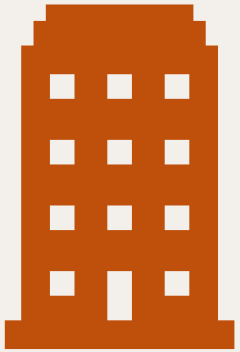
$336

per household

in state and local taxes.

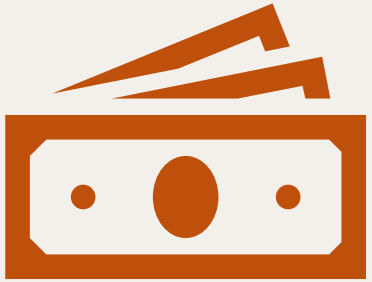
APR 2024 - MAR 2025 | JOPLIN HOTELS/MOTELS

Occupancy



61.7%

ADR



$109.79

RevPAR



$67.69

APR 2024 - MAR 2025 | VISITOR SNAPSHOT

- 46% (527k) of the visitors to Joplin were day trippers who did not stay the night in the area.
- 36% (416k) of Joplin visitors stayed in a hotel, motel, or vacation rental during their trip.
  - 82% of these visitors did so within Joplin proper (within the city limits).
    - This represented nearly 343k visitors from April 2024 to March 2025.
- 15% (175k) of Joplin visitors stayed overnight with their friends and/or family in the area.
- The remaining 3% (37k) of visitors stayed at a nearby RV park, campground, casino/resort, bed & breakfast, or in some other type of paid accommodation.



3

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY | PRE-VISIT

- Over 1 in 4 visitors recalled exposure to ads before their visit and 61% of those who recalled exposure to ads said it influenced their decision to visit Joplin. Online articles (33%) were the most often recalled advertising sources.

- Nearly 3 in 4 Joplin visitors began planning their trip two months or less in advance. The median length of the trip planning period for Joplin visitors was 38 days.

- Visiting friends/relatives (30%), attending a sporting event (23%), and visiting for a special occasion or event (23%) were the top three most common main reasons for visiting.



EXECUTIVE SUMMARY | TRAVEL PARTY PROFILE

- Over 3 in 4 Joplin visitors were 35 or older, with the median age of Joplin visitors being 48 years old.
- Nearly 3 in 5 Joplin visitors had a household income between $50k & $150k per year. The median household income of Joplin visitors was $89,400 per year.
- Over 1 in 3 Joplin visitors traveled as a couple, 1 in 4 traveled solo, and 24% traveled as a family. The mean travel party size was 2.7 people.
- Roughly 1 in 5 Joplin visitors were regional (primary residence within 70 miles of Joplin).



EXECUTIVE SUMMARY | TRIP EXPERIENCE

- Nearly half of Joplin visitors were daytrippers to the area, while nearly 2 in 5 stayed in paid accommodations, and 15% stayed with friends or relatives in the area.

- Over 2 in 5 Joplin visitors spent 2-4 nights in Joplin, and the overall mean length of stay was 2.4 nights[1]. The mean length of stay for overnight visitors was 3.6 nights.

- The most common activities for visitors were dining out (65%), shopping (37%), visiting friends/relatives (36%), traveling Route 66 (30%), and attending or participating in a sporting event (27%).



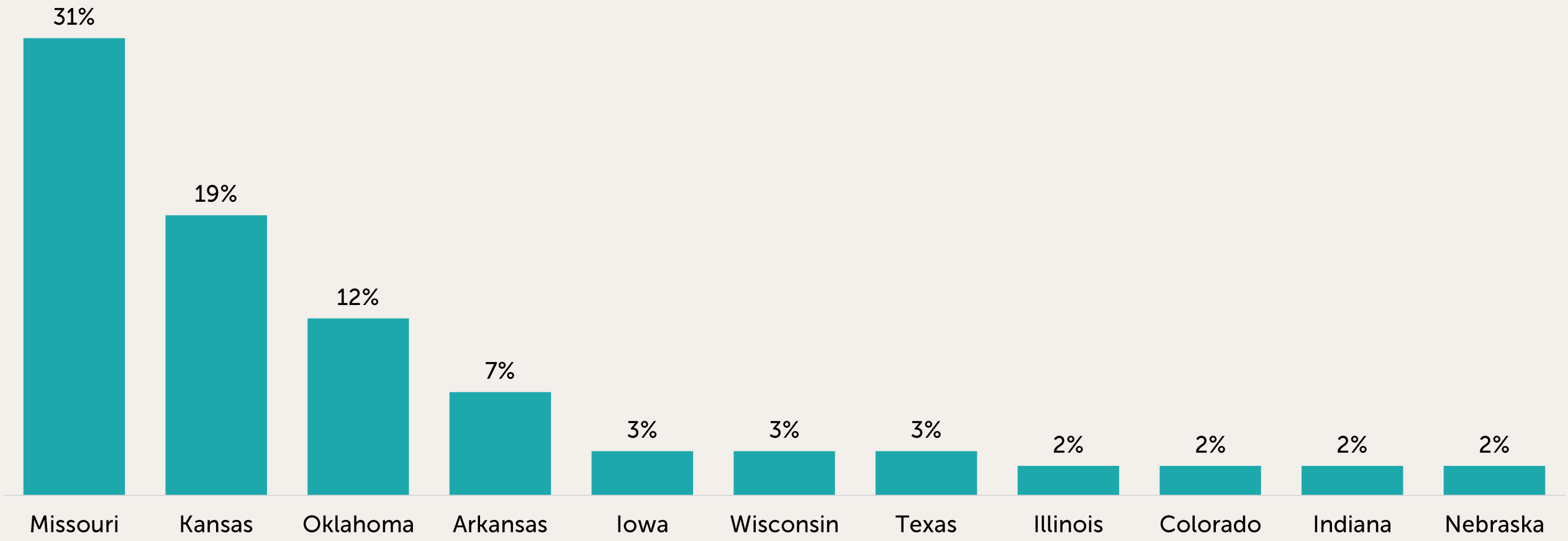
[1] Includes all visitors, including day trippers.

EXECUTIVE SUMMARY | POST-TRIP EVALUATION

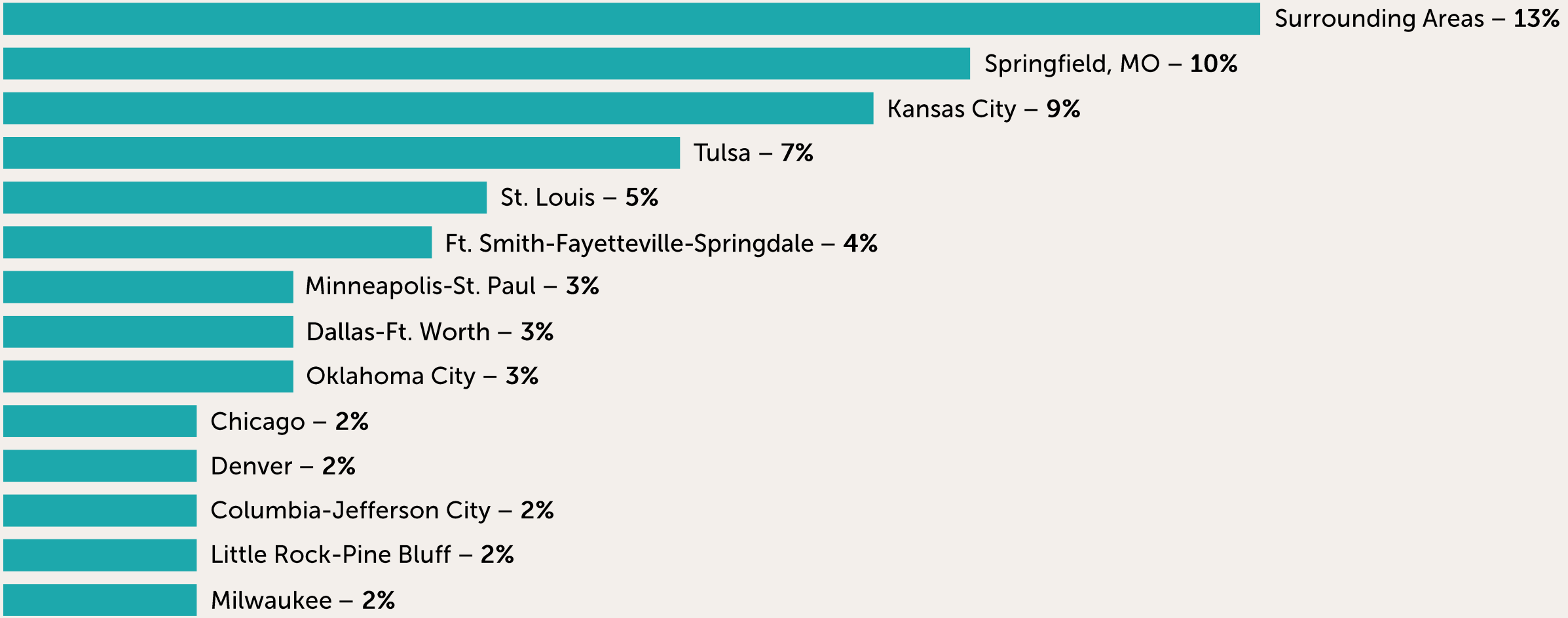
- 96% of visitors reported being satisfied to some degree with their visit to Joplin, with 60% reporting being "very satisfied".
- 81% of visitors said they were likely to recommend Joplin to friends or family, with 58% saying they "definitely will recommend".
- 81% of visitors indicated being likely to return to Joplin for a future visit, with 57% saying they "definitely will return" to Joplin for another visit in the future.



EXECUTIVE SUMMARY | TOP ORIGIN STATES



EXECUTIVE SUMMARY | TOP ORIGIN MARKETS





4a

DETAILED FINDINGS: ECONOMIC IMPACT

DETAILED FINDINGS | KEY PERFORMANCE METRICS

Key Performance Metrics (KPIs)	Apr 2024 - Mar 2025
Visitors	1,154,700
Visitor Days[1]	2,806,100
Room Nights	415,600
Direct Expenditures[2]	$290,077,600
Occupancy	61.7%
Average Daily Rate (ADR)	$109.79
Revenue Per Available Room (RevPAR)	$67.69
Average Travel Party Size (TPS)	2.7 people
Average Length of Stay (LOS)	2.4 nights
Overnight Visitors Average TPS	2.8 people
Overnight Visitors Average LOS[3]	3.6 nights

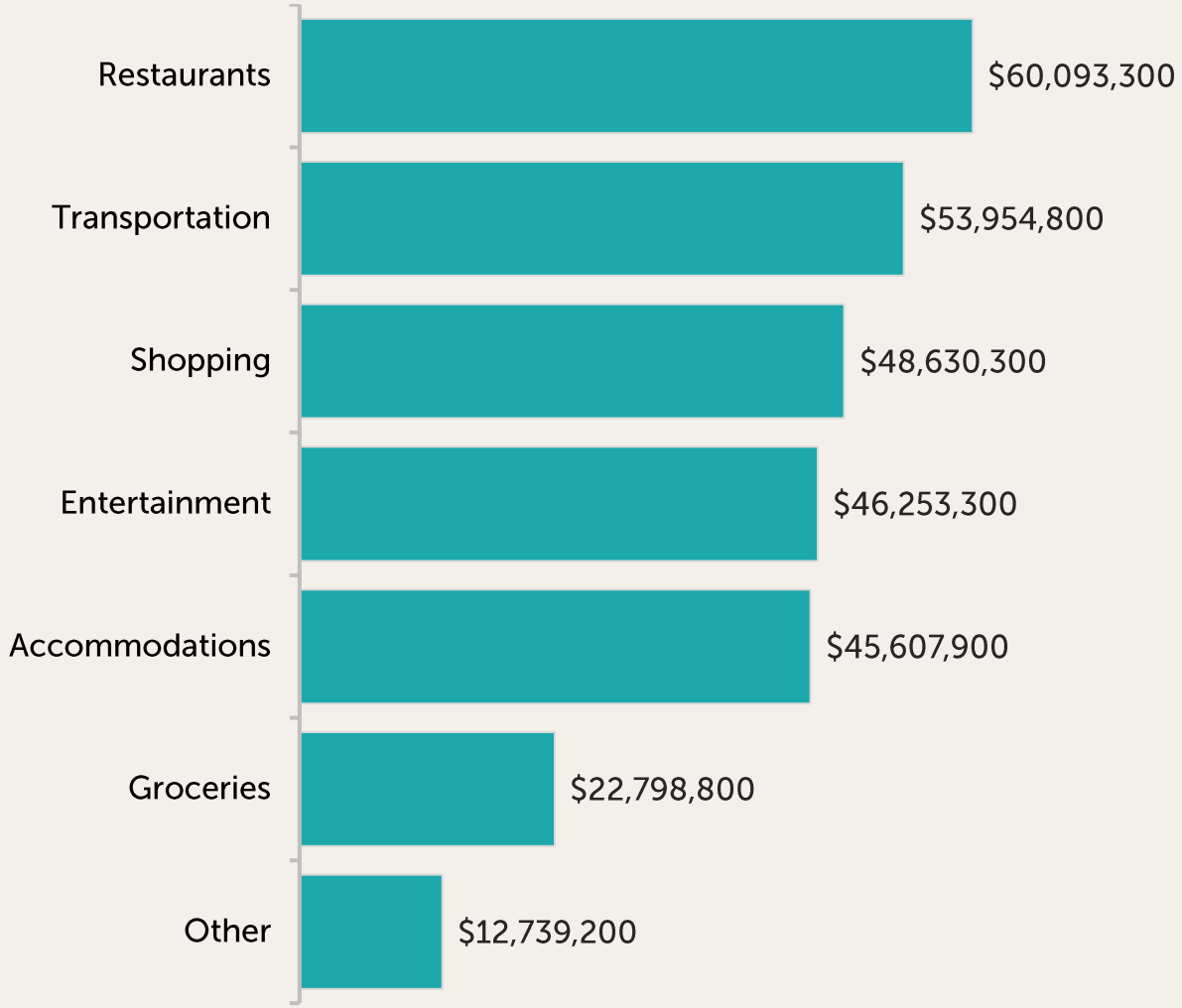
[1] Visitor Days is calculated by multiplying the number of visitors by the average visitor length of stay.
[2] Includes spending in the following categories: Accommodations, Restaurants, Entertainment, Shopping, Transportation, Groceries, and Other.
[3] Includes both overnight visitors who stayed in paid accommodations as well as visitors who stayed in unpaid accommodations (with friends or family, etc.).

DETAILED FINDINGS | KEY PERFORMANCE METRICS

Key Performance Metrics (KPIs)[1]	Apr 2024 - Mar 2025
Total Economic Impact of Tourism[2]	$408,809,900
Total Jobs Supported by Tourism	2,730
Total Wages Supported by Tourism	$95,843,300
Total Local Taxes Supported by Tourism	$11,324,900
Total State Taxes Supported by Tourism	$10,248,000
Total Tax Savings per Household Due to Tourism	$336

[1] Economic Impact figures were estimated using the most recently available data model from IMPLAN, an input-output economic impact modeling software. IMPLAN models the way tourism dollars are spent and re-spent in other sectors of the economy, generating waves of economic activity, called multiplier effects. The model uses national industry data and local economic data to generate a series of multipliers, which in turn estimate the total economic implications of tourism spending. Over 1,500 organizations use IMPLAN, such as FEMA, the EPA, the Federal Reserve, and many other governmental and non-governmental organizations.
[2] The IMPLAN multiplier used to estimate economic impact for this period of economic activity was 1.409.

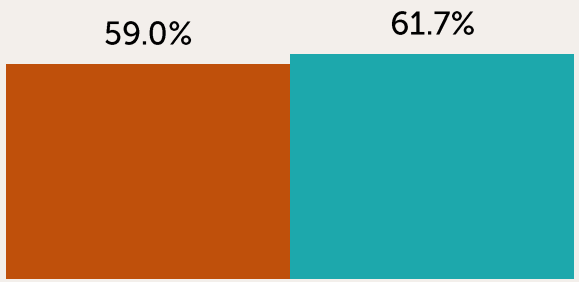
DETAILED FINDINGS | SPENDING BY CATEGORY



DETAILED FINDINGS | LODGING METRICS[1]

OCCUPANCY RATE

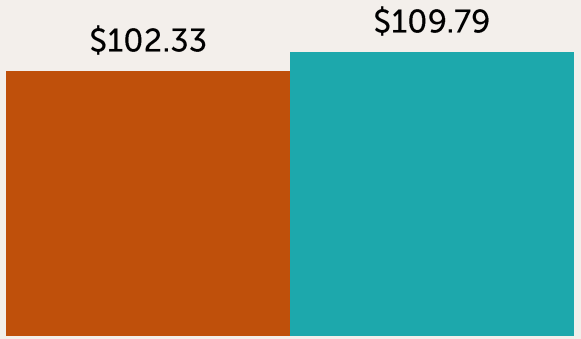
61.7%



+ 4.6% from 2024

AVERAGE DAILY RATE

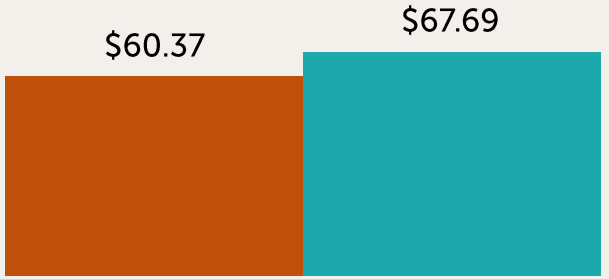
$109.79



+ 7.3% from 2024

REVENUE PER AVAILABLE ROOM

$67.69



+ 12.1% from 2024

[1] Source: STR Data

Apr 2023 - Mar 2024 Apr 2024 - Mar 2025

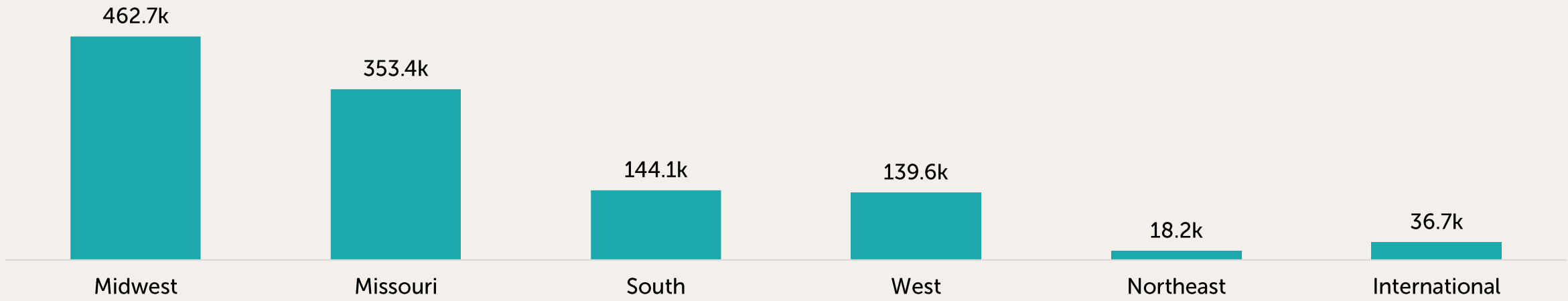
DETAILED FINDINGS | ORIGIN REGIONS

REGIONAL VISITORS[1]

287,310

NON-REGIONAL VISITORS

867,390



Midwest: KY, OH, IN, MI, WI, IL, MN, IA, ND, SD, NE, KS, OK
West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI
South: TX, AR, LA, TN, MS, AL, VA, WV, NC, SC, GA
Northeast: MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME

[1] Regional visitors are those who reside within 70 miles of Joplin, but who don't live within Jasper or Newton County, MO.



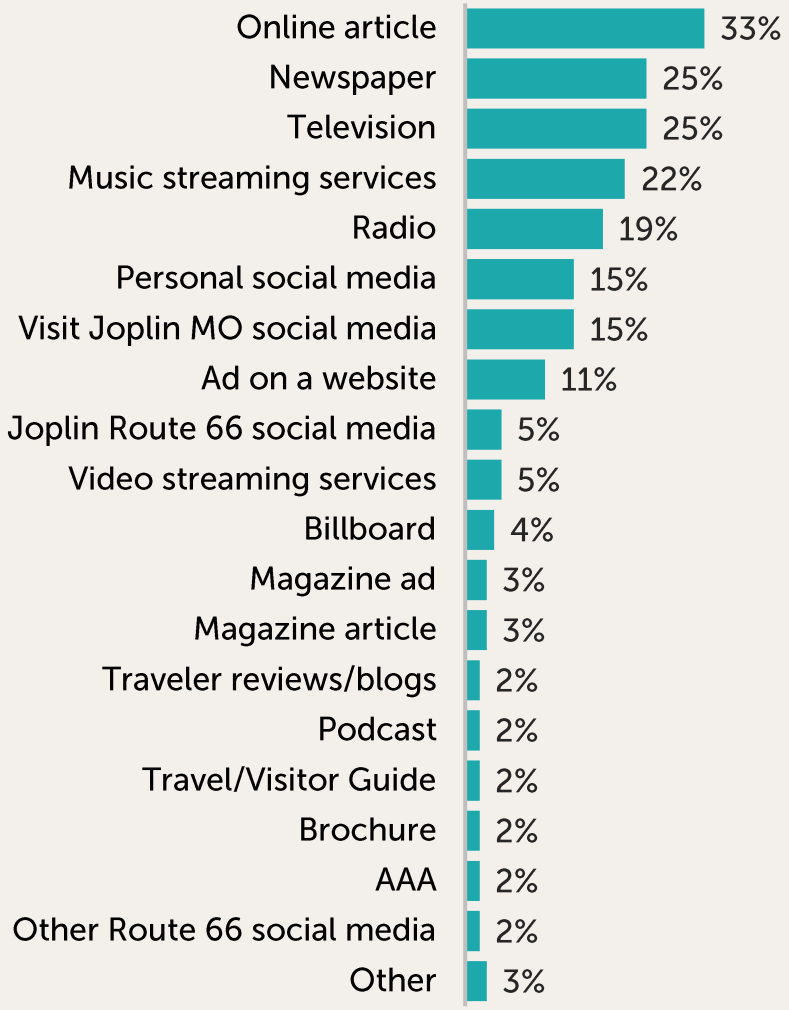
4b

DETAILED FINDINGS: PRE-VISIT

DETAILED FINDINGS | ADVERTISING RECALL[1]

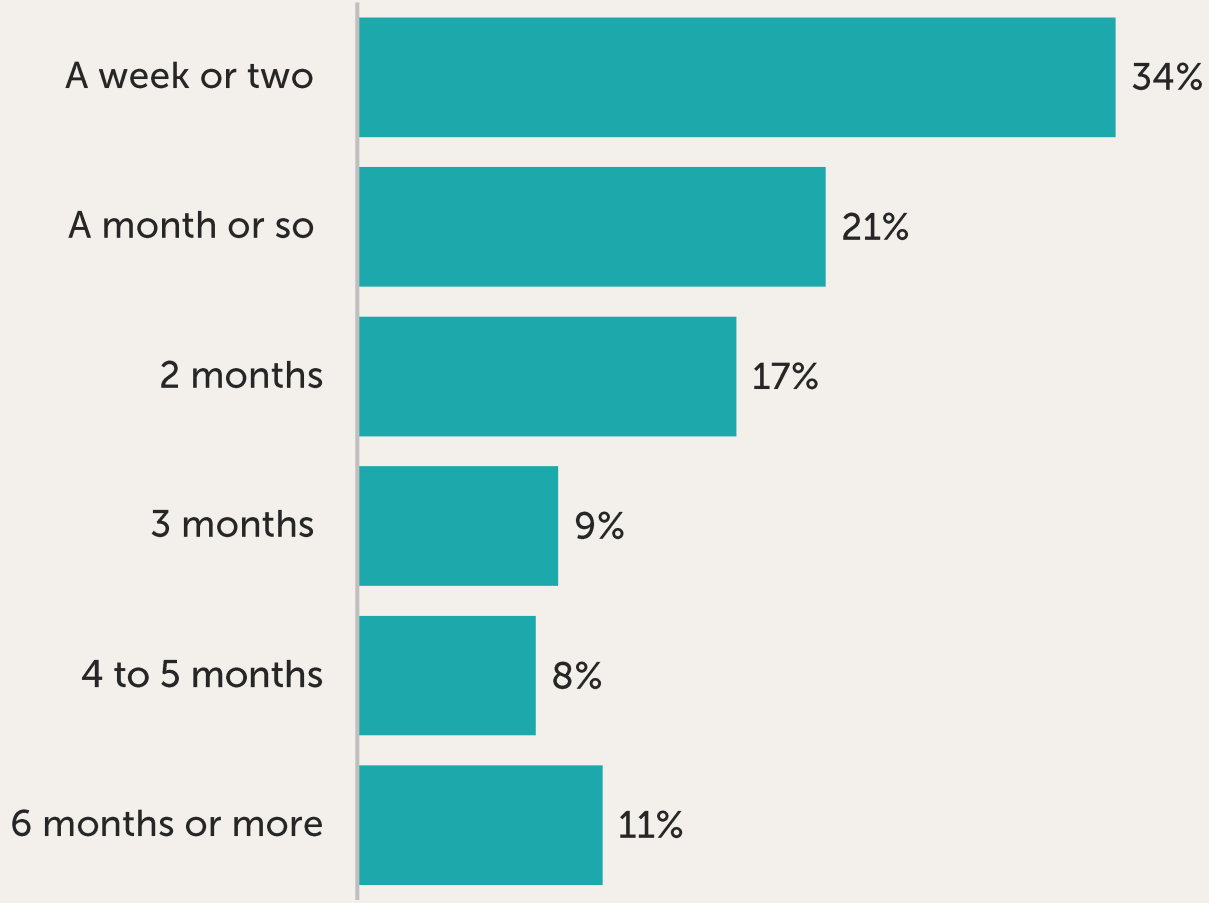
61% of the visitors who recalled exposure to ads prior to their visit indicated that the ads influenced their decision to visit Joplin.

Base: 26% of all visitors recalled exposure to ads prior to their trip



[1] Multiple responses permitted.

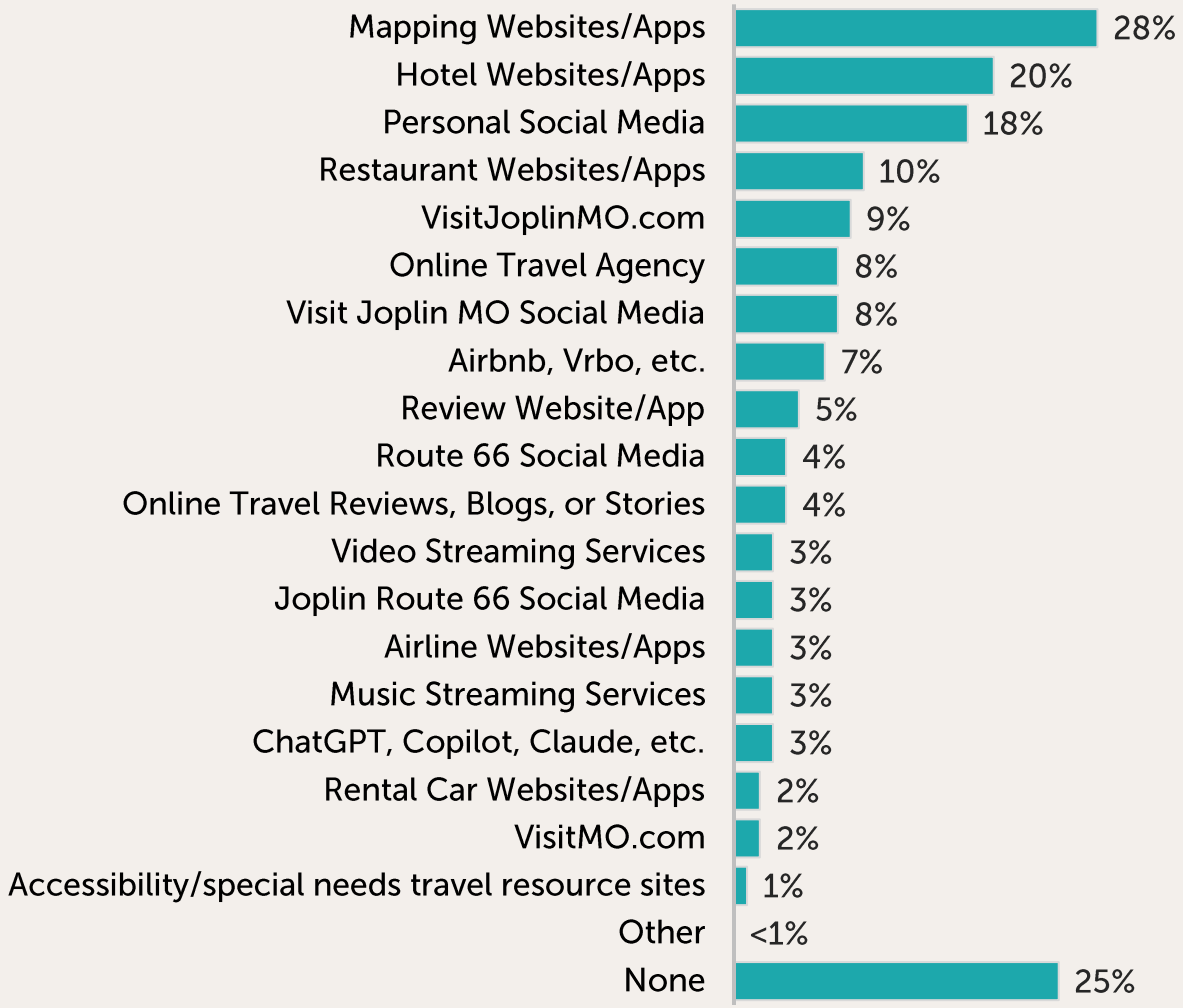
DETAILED FINDINGS | TRIP PLANNING CYCLE



Median Trip Planning Time

38 days

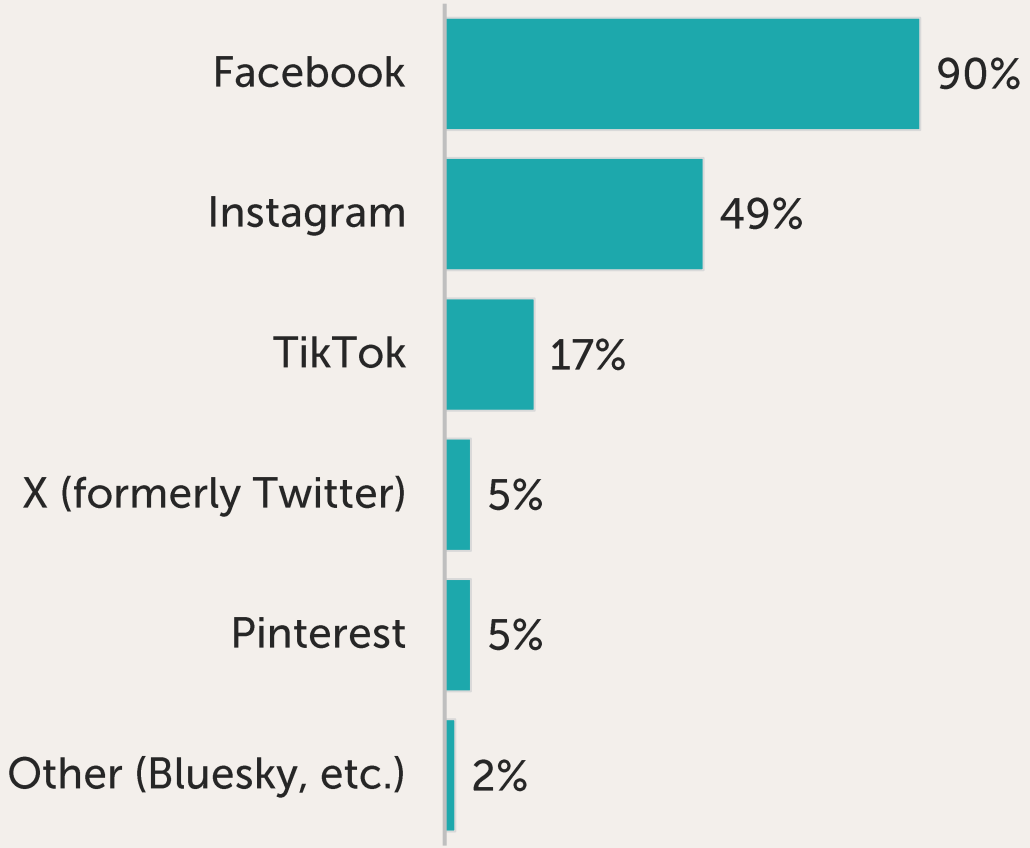
DETAILED FINDINGS | ONLINE PLANNING SOURCES[1]



[1] Multiple responses permitted.

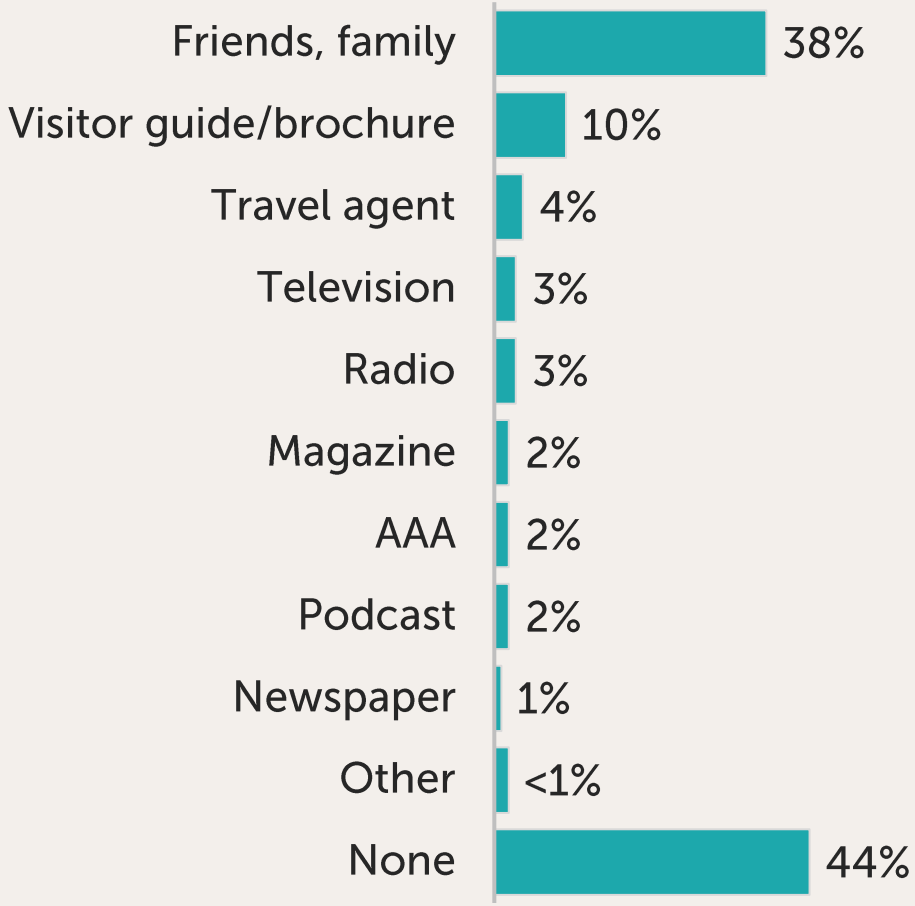
DETAILED FINDINGS | SOCIAL MEDIA SOURCES[1]

Base: Visitors who used social media to plan their trip



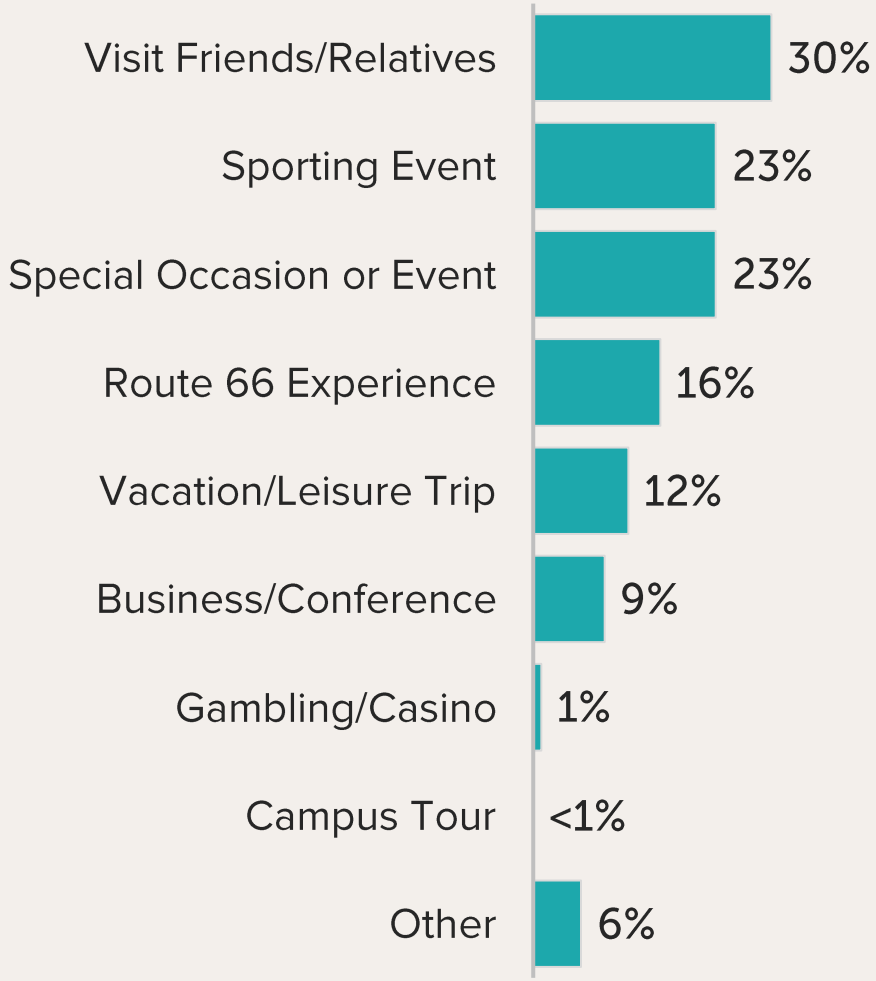
[1] Multiple responses permitted.

DETAILED FINDINGS | OTHER PLANNING SOURCES[1]



[1] Multiple responses permitted.

DETAILED FINDINGS | REASONS FOR VISITING[1]



[1] Multiple responses permitted.

DETAILED FINDINGS | EXPANDED REASONS FOR VISITING[1]

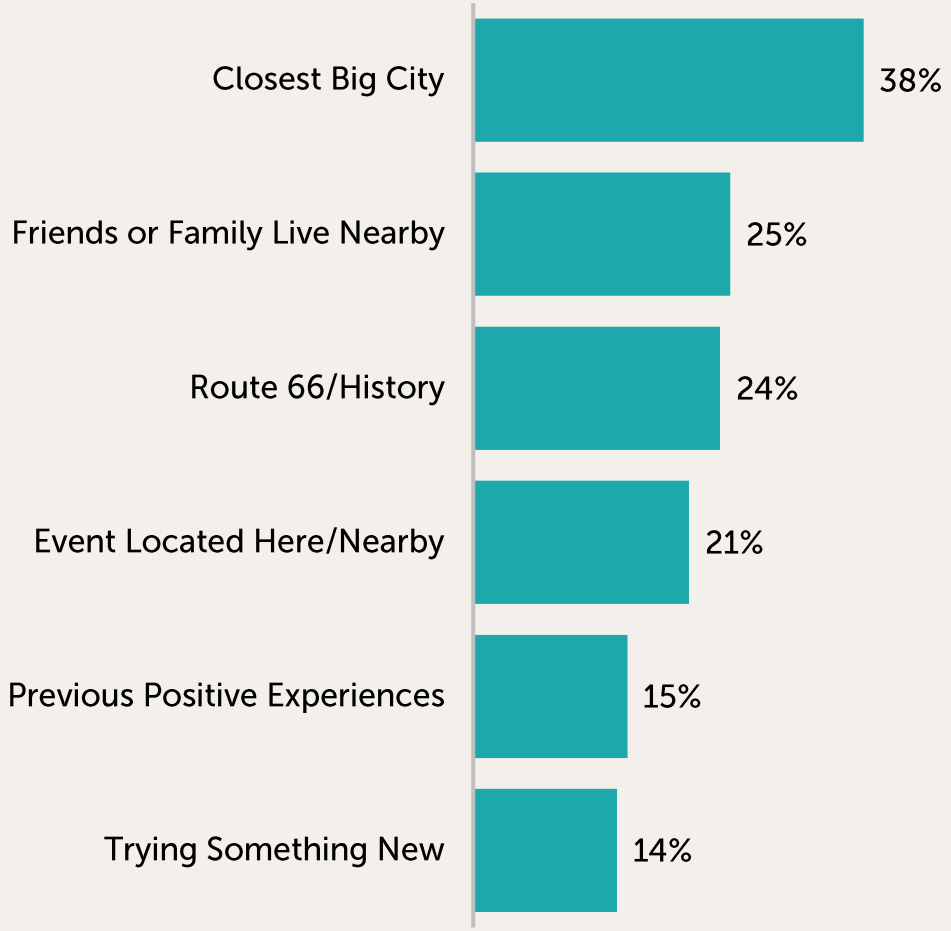
Main Reasons for Visiting (Expanded)	Apr 2024 – Mar 2025
Visit Friends/Relatives	30%
Festival (Music, Arts & Culture, etc.)	18%
Route 66 Experience	16%
Adult Sporting Event	13%
Youth Sporting Event	7%
All Other Reasons	6%
Company/Government Business	5%
Girls/Guys Trip	5%
Conference/Convention/Trade Show	5%
Food/Culinary	4%
History	4%
Shopping	3%

Main Reasons for Visiting (Expanded)	Apr 2024 – Mar 2025
All Age Sporting Event	3%
Family/School Reunion	2%
Nature/Bird Watching/Eco-Tourism	1%
Art Galleries/Museums	1%
Wedding/Honeymoon/Anniversary	1%
Biking/Hiking/Running	1%
Breweries/Distilleries/Moonshine	1%
Gambling/Casino	1%
Concert/Performing Arts	1%
Campus Tour	<1%
Golf/Tennis	<1%

[1] Multiple responses permitted.

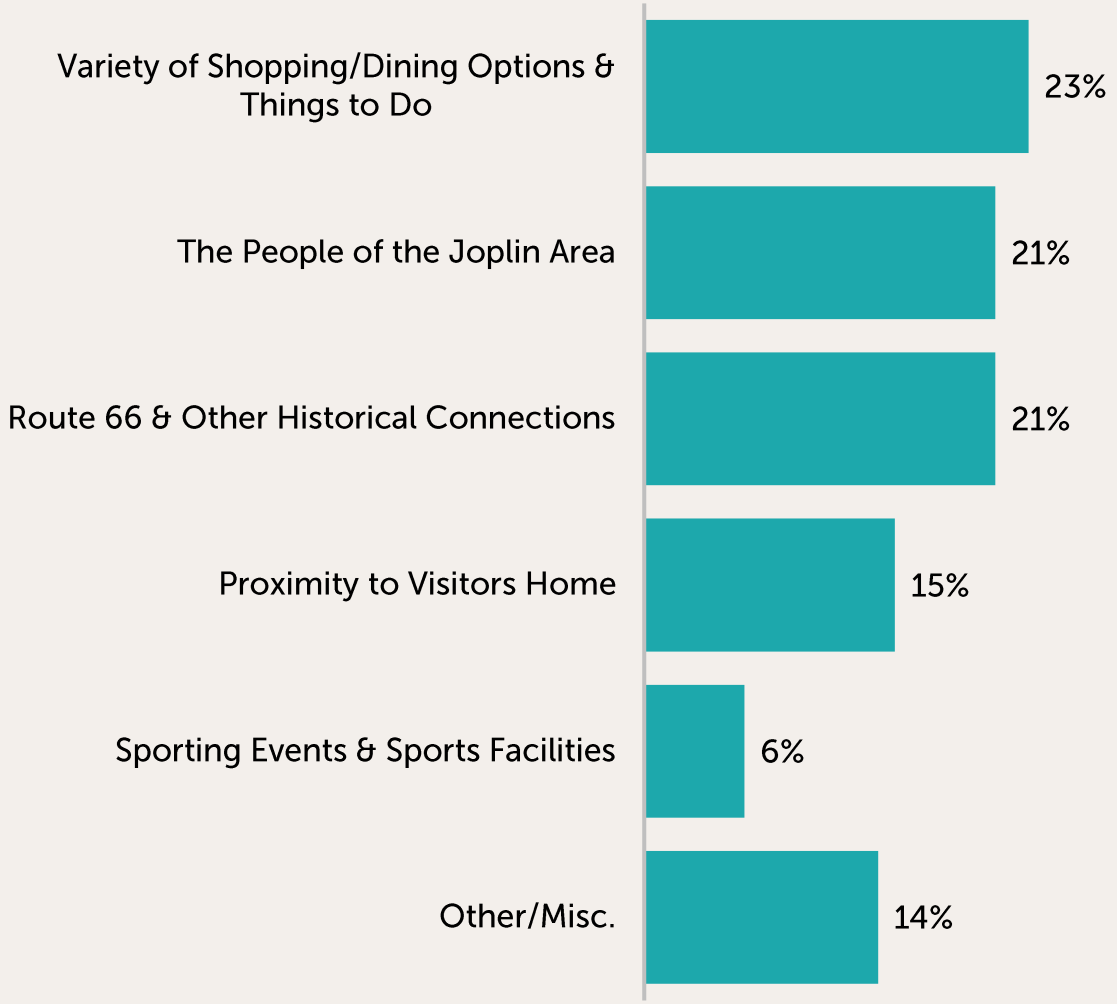
DETAILED FINDINGS | REASONS FOR CHOOSING[1]

Base: Leisure Visitors[2]



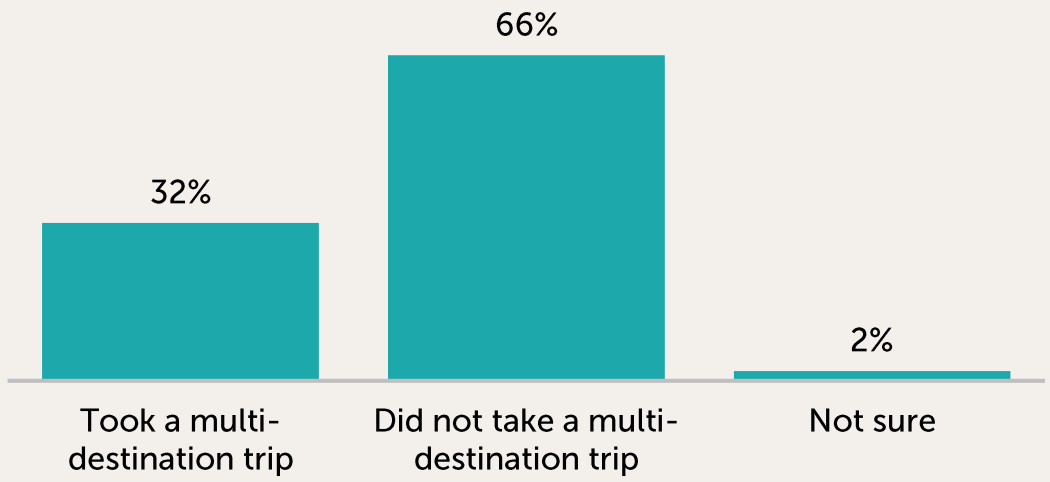
[1] Coded open-ended responses.
[2] Represents 19% of all respondents.

DETAILED FINDINGS | UNIQUE DRAWS[1]

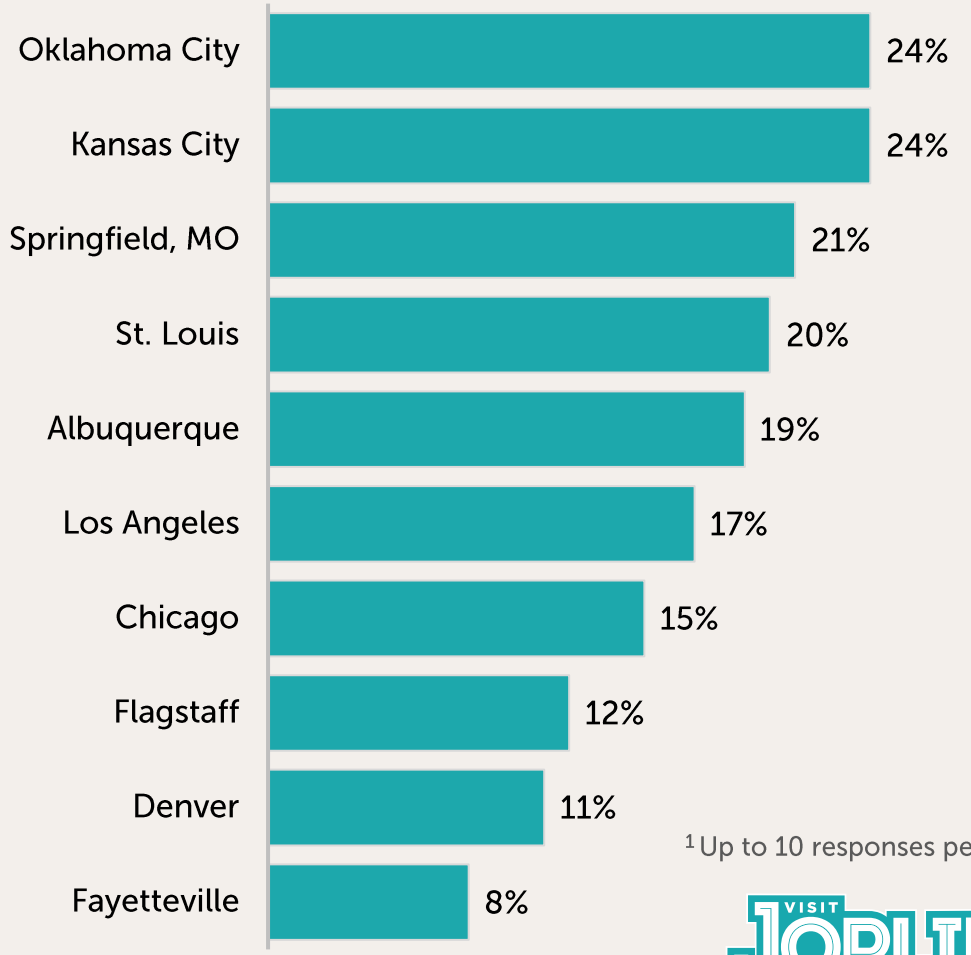


[1] Coded open-ended responses. Multiple responses permitted.
[2] Most common "Other" responses were about the nature and recreational activities available in the Joplin area.

DETAILED FINDINGS | OTHER MAIN DESTINATIONS[1]

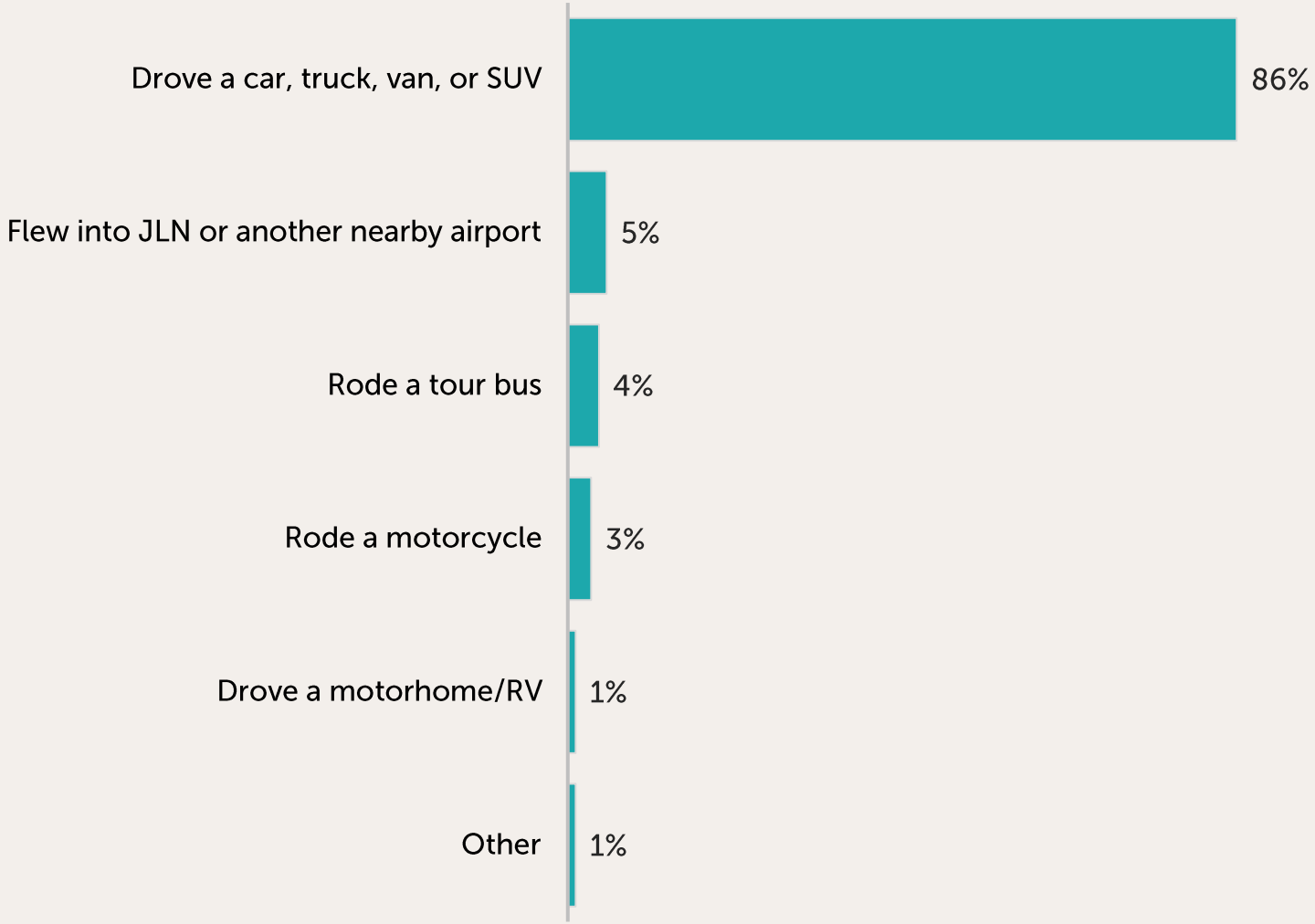


Base: 32% of visitors who took a multi-destination trip also visited:



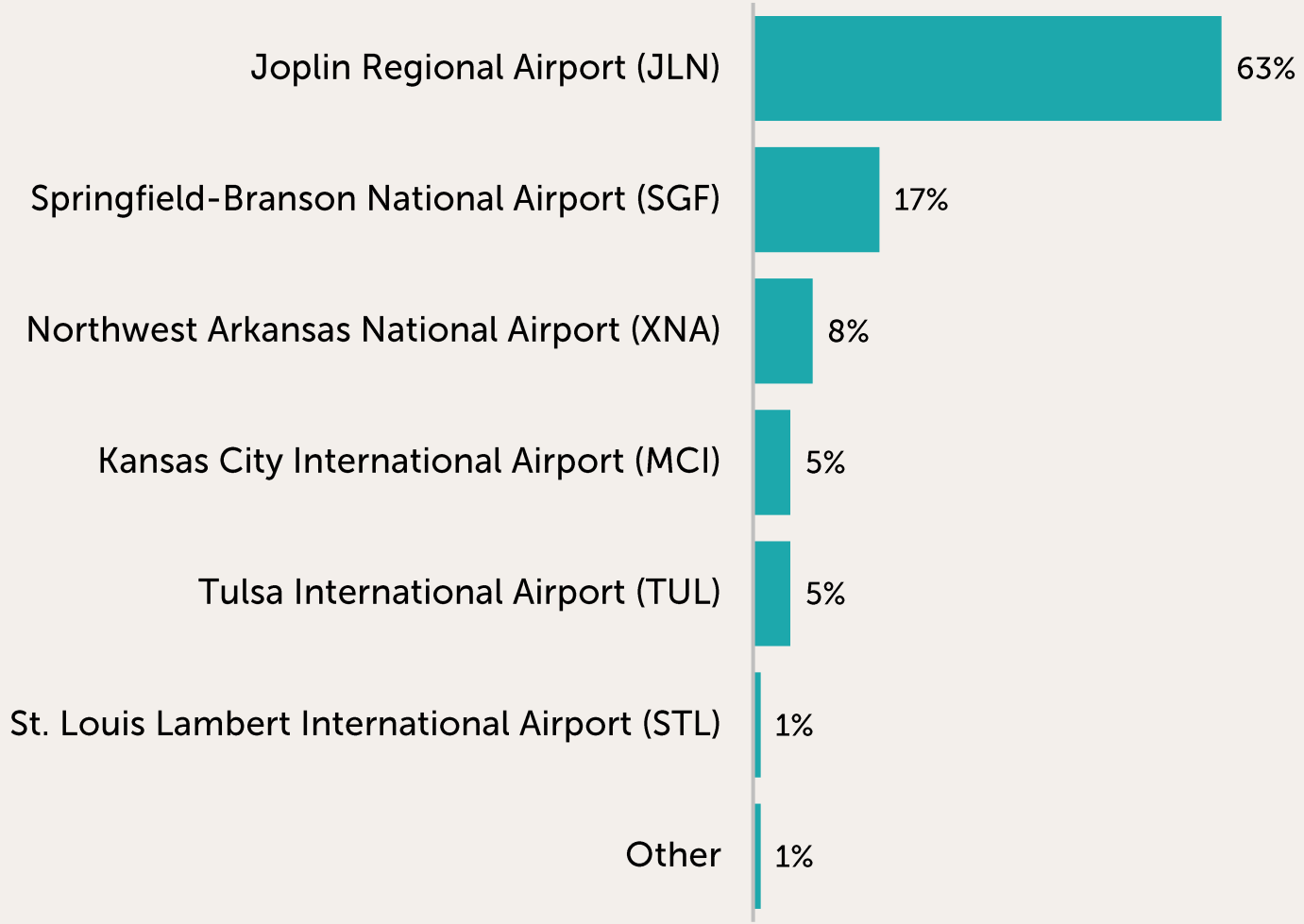
[1] Up to 10 responses permitted.

DETAILED FINDINGS | TRANSPORTATION



DETAILED FINDINGS | AIRPORT

Base: 5% of visitors flew to the Joplin area





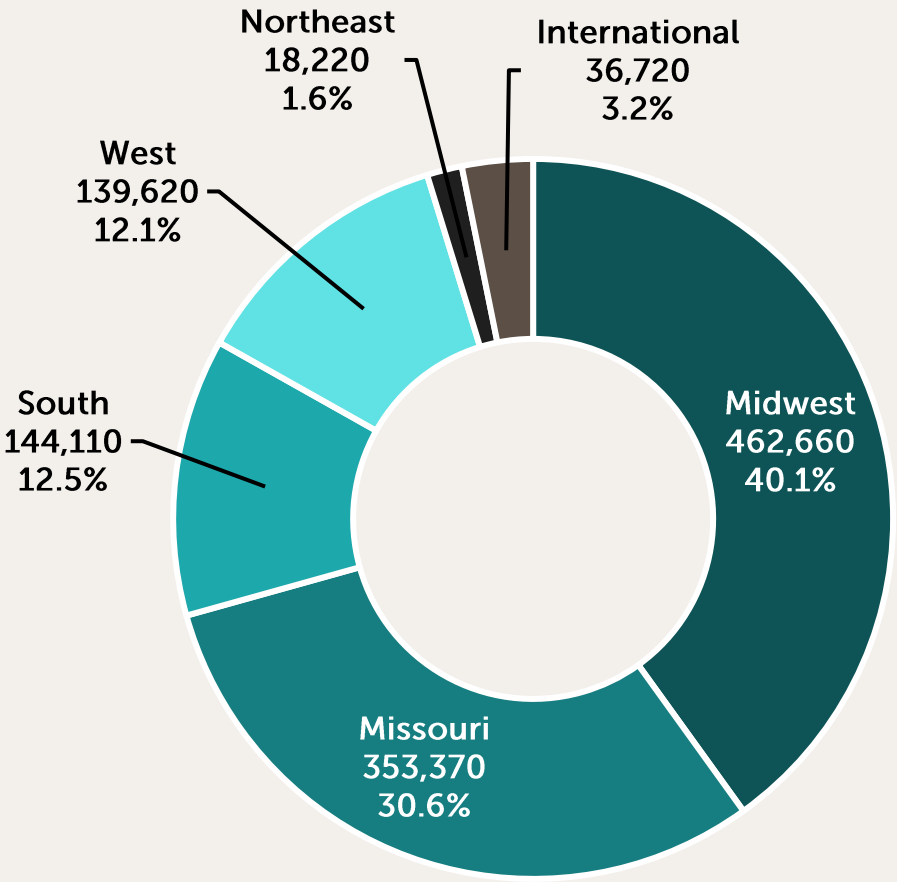
4C

DETAILED FINDINGS: TRAVEL PARTY PROFILE

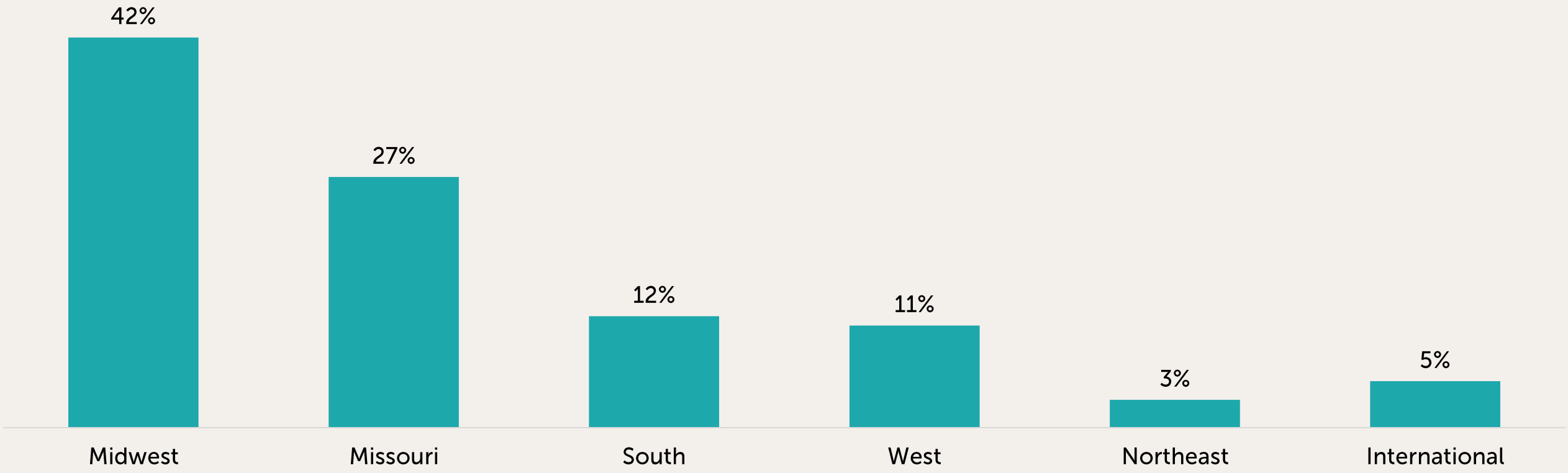
DETAILED FINDINGS | OVERALL VISITOR ORIGIN

	April 2024 - March 2025	
Origin Region	# Visitors	% Share
Midwest	462,660	40.1%
Missouri	353,370	30.6%
South	144,110	12.5%
West	139,620	12.1%
Northeast	18,220	1.6%
International	36,720	3.1%
Total	1,154,700	100.0%

Midwest: KY, OH, IN, MI, WI, IL, MN, IA, ND, SD, NE, KS, OK
West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI
South: TX, AR, LA, TN, MS, AL, VA, WV, NC, SC, GA
Northeast: MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME

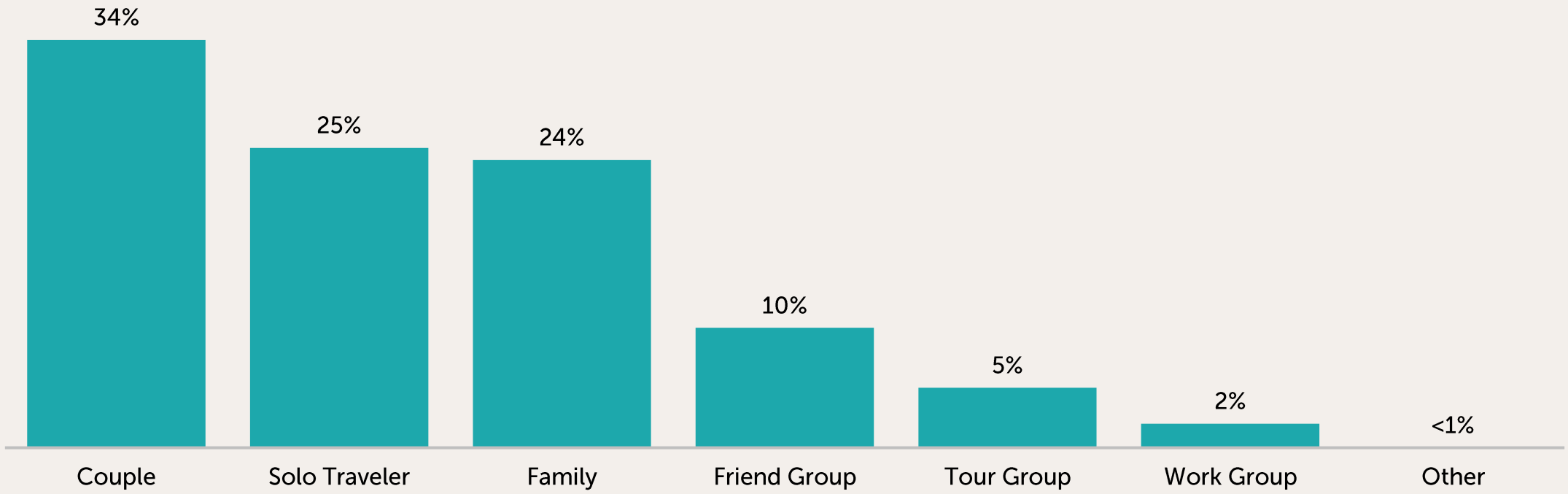


DETAILED FINDINGS | OVERNIGHT VISITOR ORIGINS

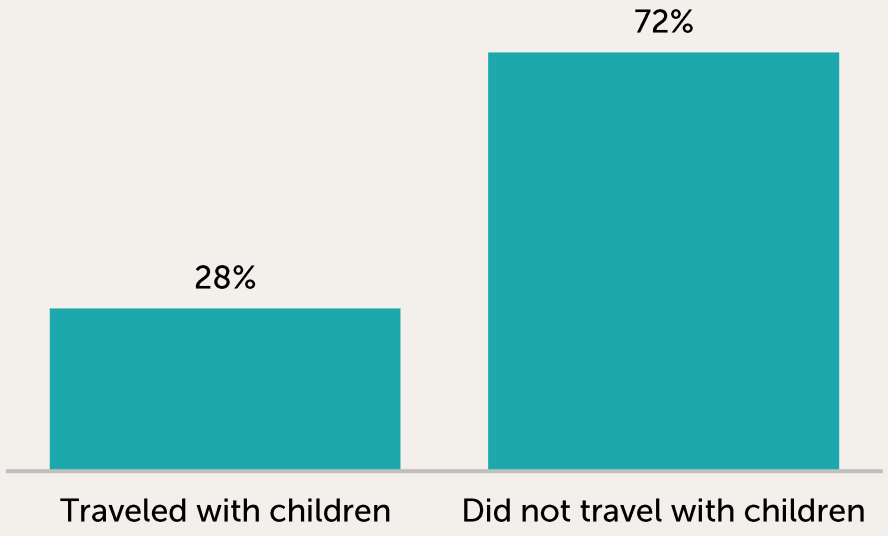


Midwest: KY, OH, IN, MI, WI, IL, MN, IA, ND, SD, NE, KS, OK
West: WA, OR, CA, NV, ID, MT, WY, CO, UT, AZ, NM, AK, HI
South: TX, AR, LA, TN, MS, AL, VA, WV, NC, SC, GA
Northeast: MD, DE, PA, NJ, NY, CT, RI, MA, VT, NH, ME

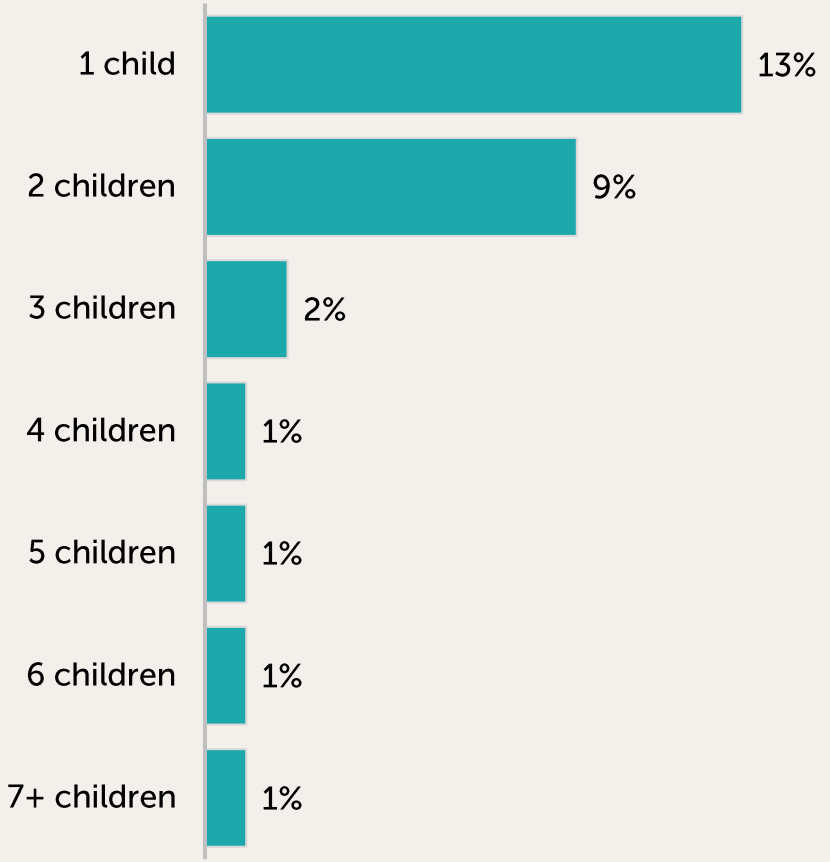
DETAILED FINDINGS | TRAVEL PARTY TYPE



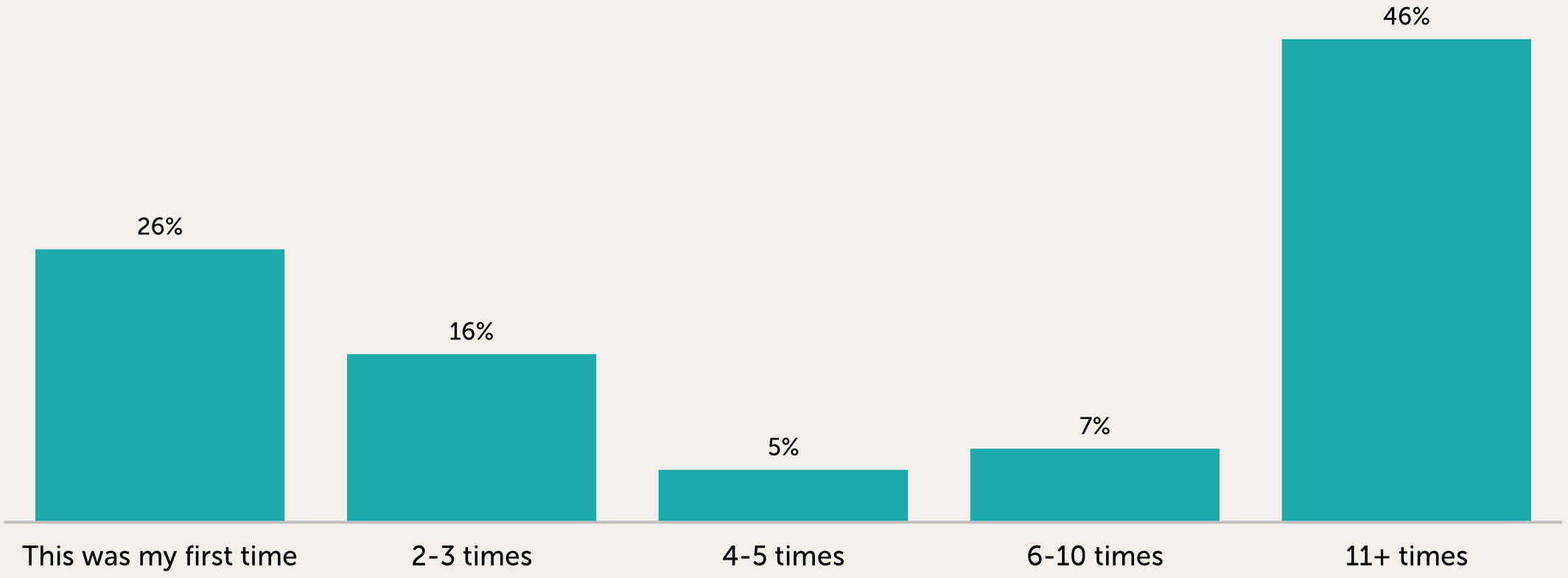
DETAILED FINDINGS | CHILDREN



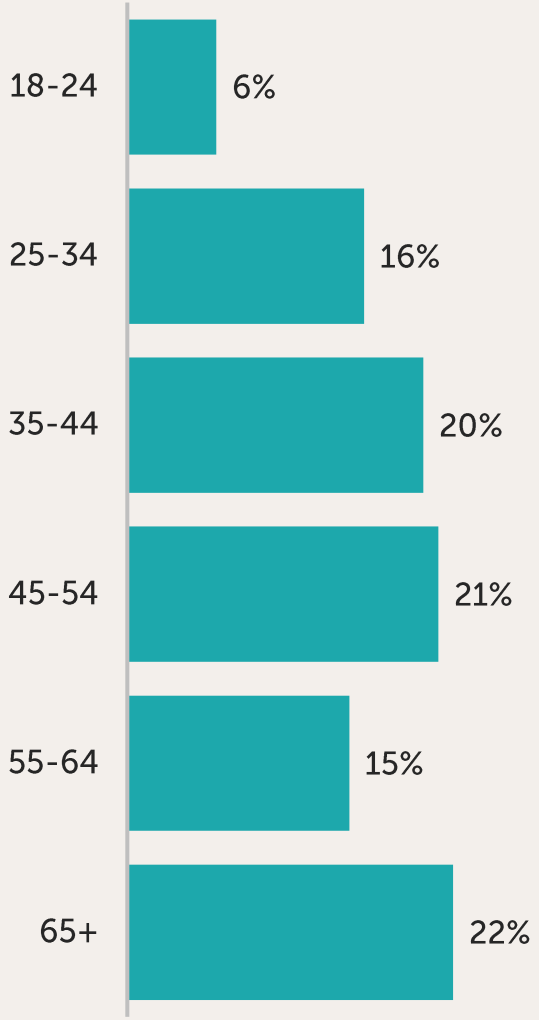
Base: All Visitors



DETAILED FINDINGS | PREVIOUS VISITS



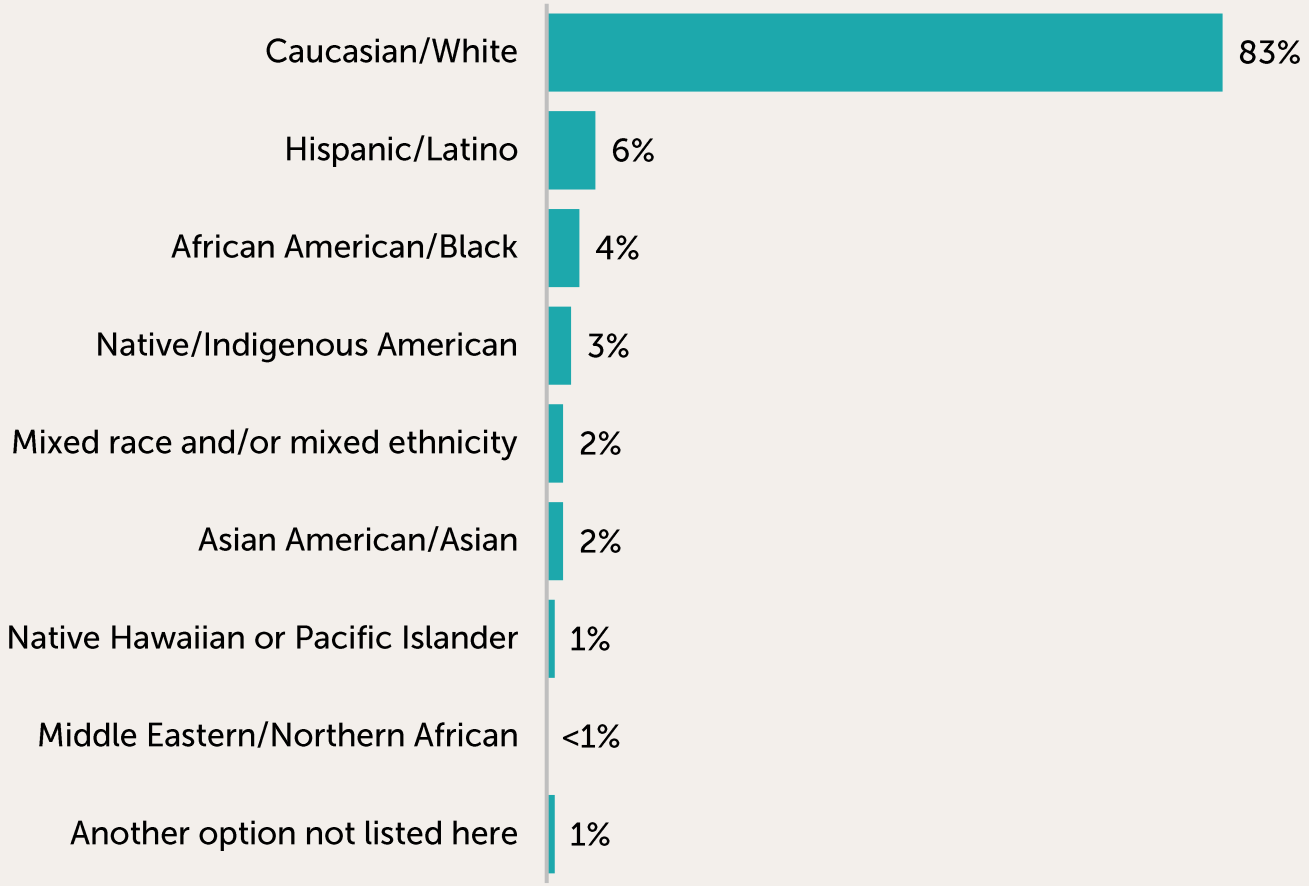
DETAILED FINDINGS | VISITOR AGES

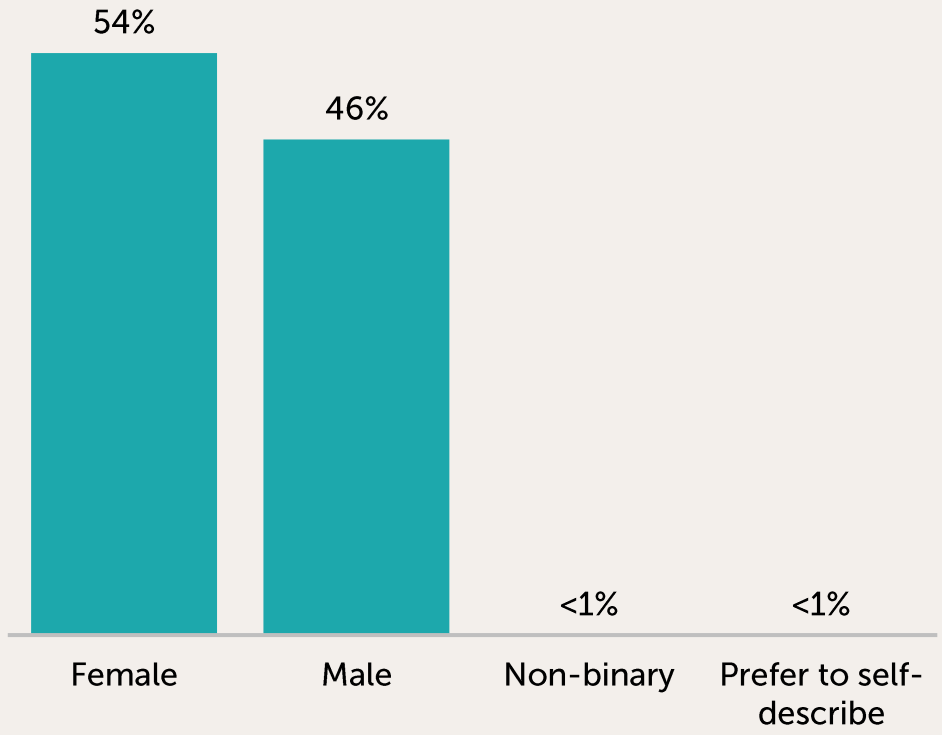


Median Age

48 years old

DETAILED FINDINGS | VISITOR RACE[1] & GENDER[2]





[1] Multiple responses permitted.
[2] Of person interviewed.

DETAILED FINDINGS | HOUSEHOLD INCOME

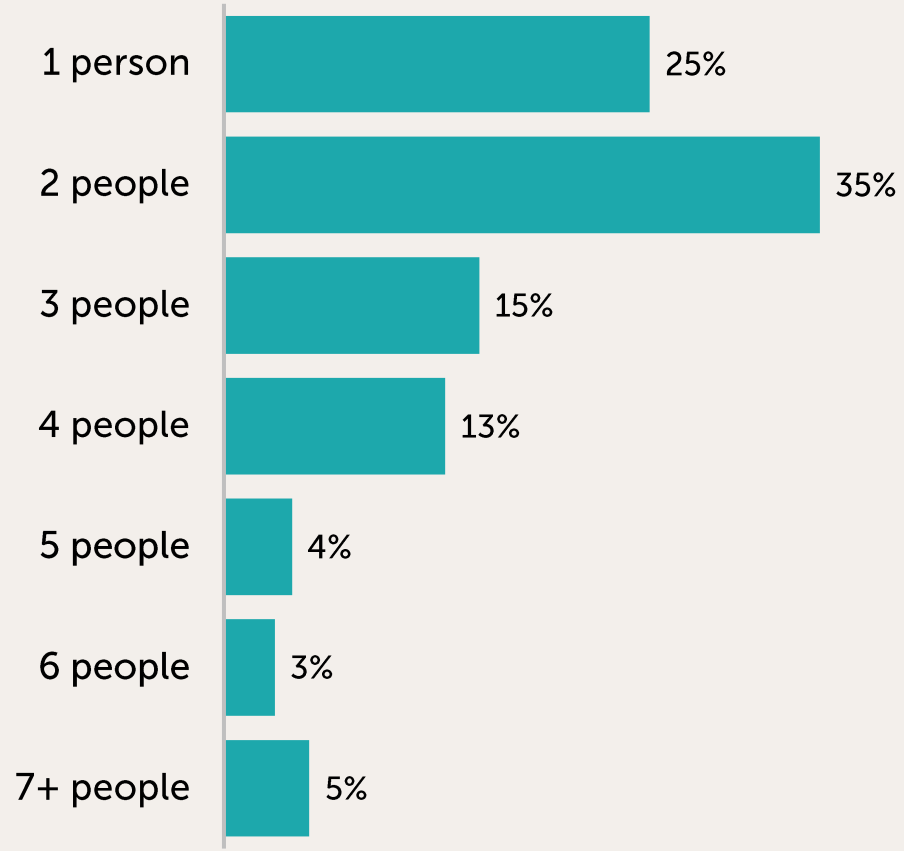


Median Household Income

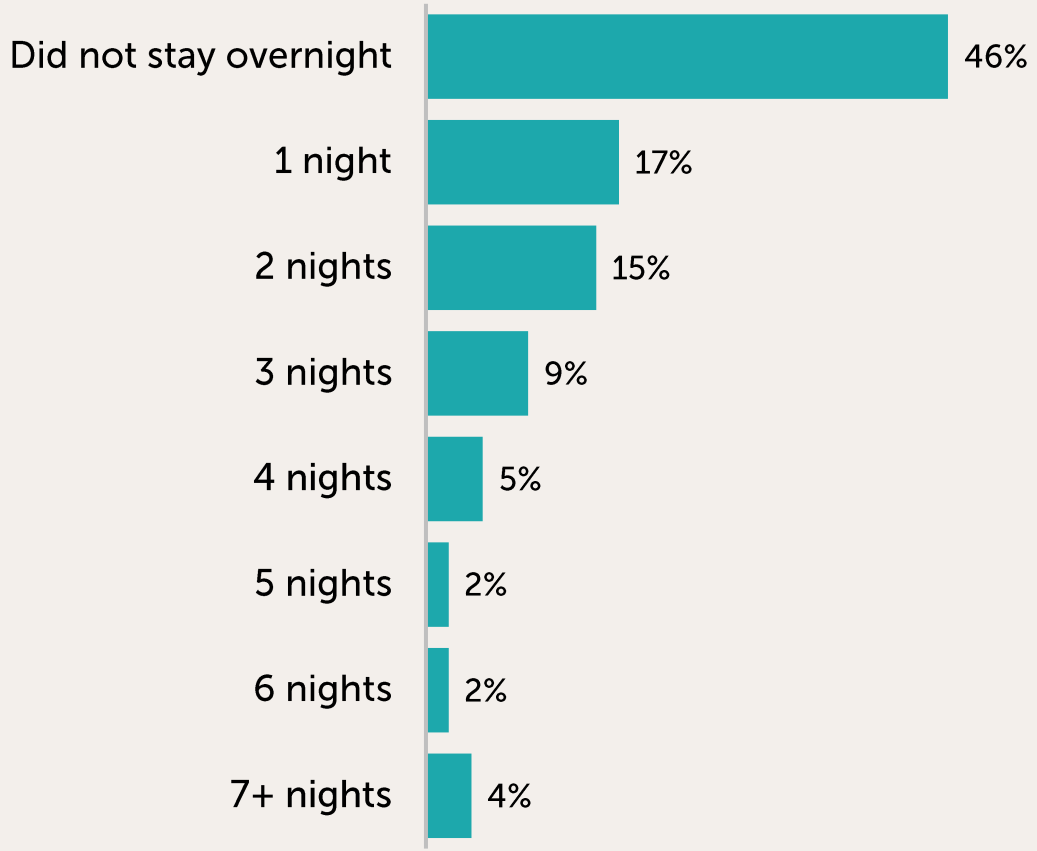
$89,400

DETAILED FINDINGS | TRAVEL PARTY SIZE AND LENGTH OF STAY

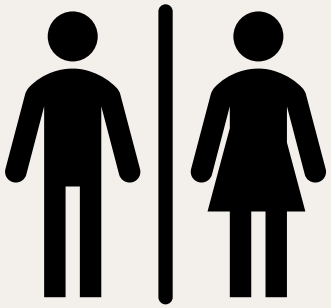
TRAVEL PARTY SIZE



NIGHTS STAYED

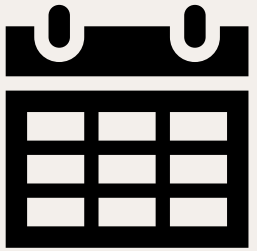


DETAILED FINDINGS | TRAVEL PARTY SIZE AND LENGTH OF STAY



OVERALL MEAN TRAVEL PARTY SIZE

2.7



OVERALL MEAN LENGTH OF STAY[1]

2.4

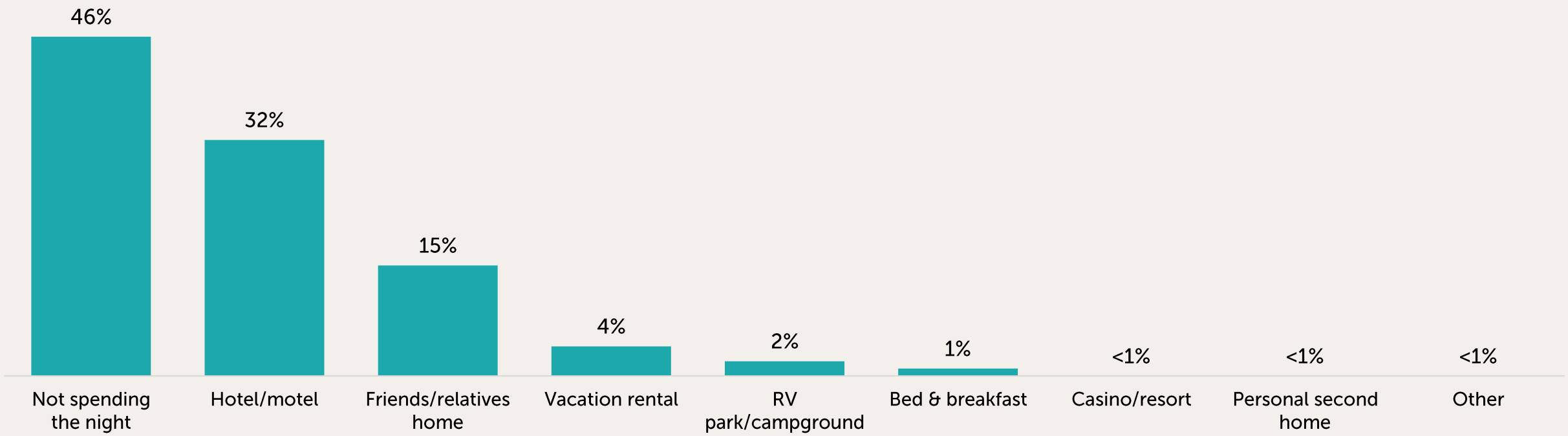
[1] Includes all visitors, including day trippers.



4d

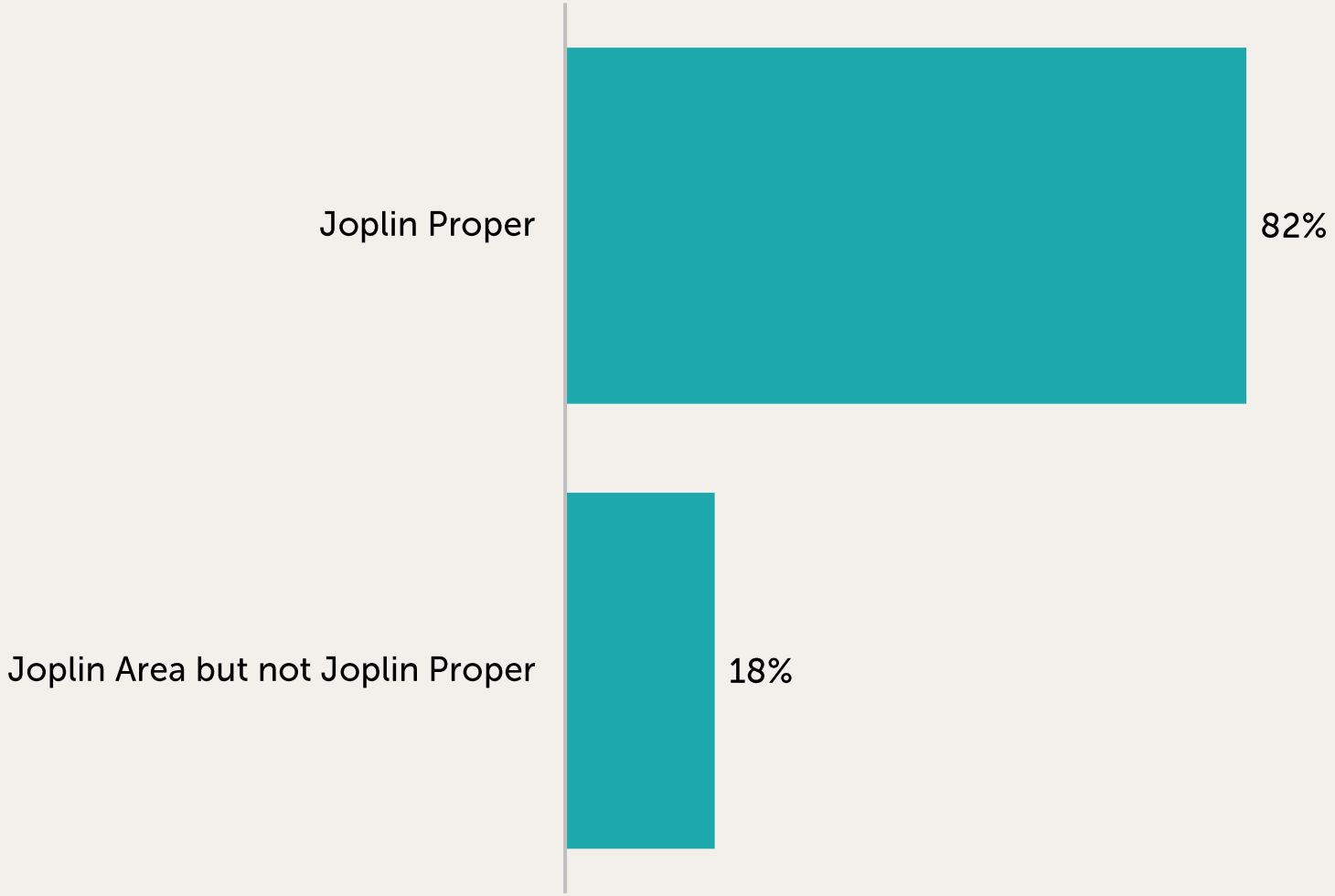
DETAILED FINDINGS: TRIP EXPERIENCE

DETAILED FINDINGS | TYPE OF ACCOMODATIONS

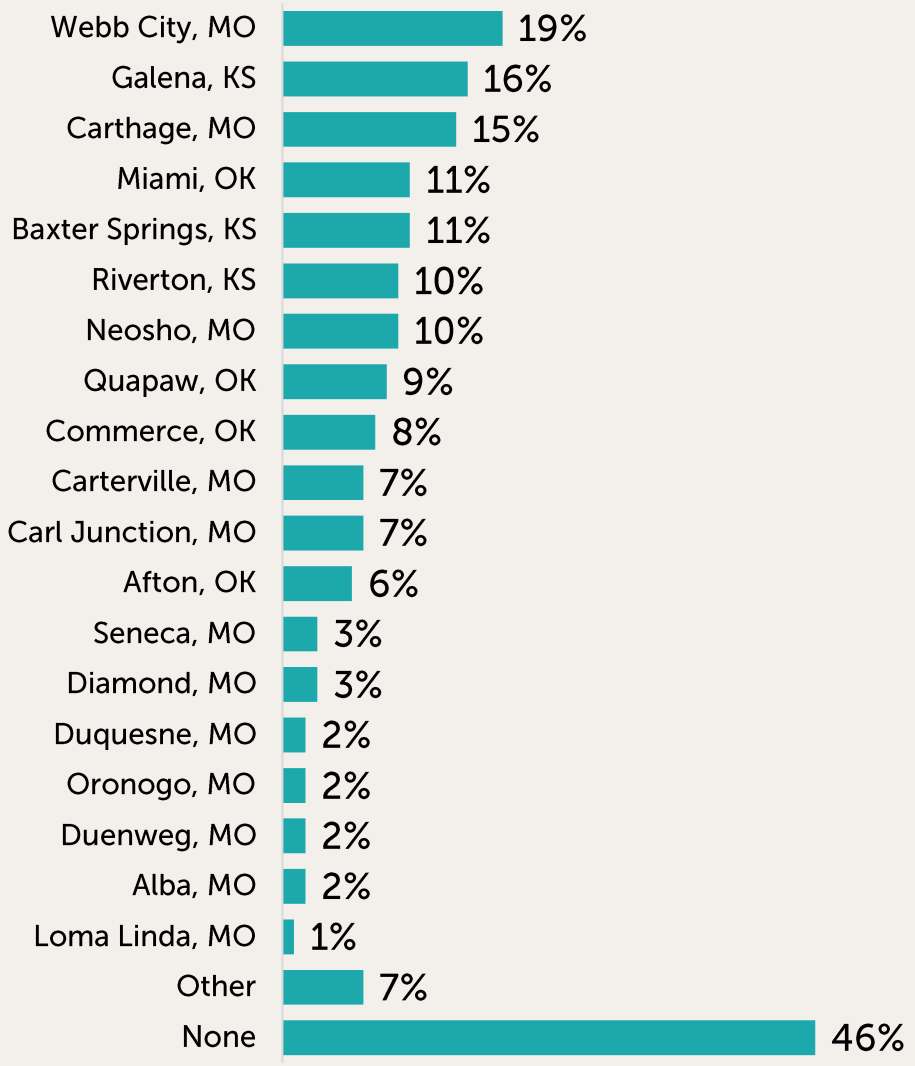


DETAILED FINDINGS | LOCATION OF ACCOMMODATIONS

Base: 36% of visitors who stayed in a hotel, motel, or vacation rental

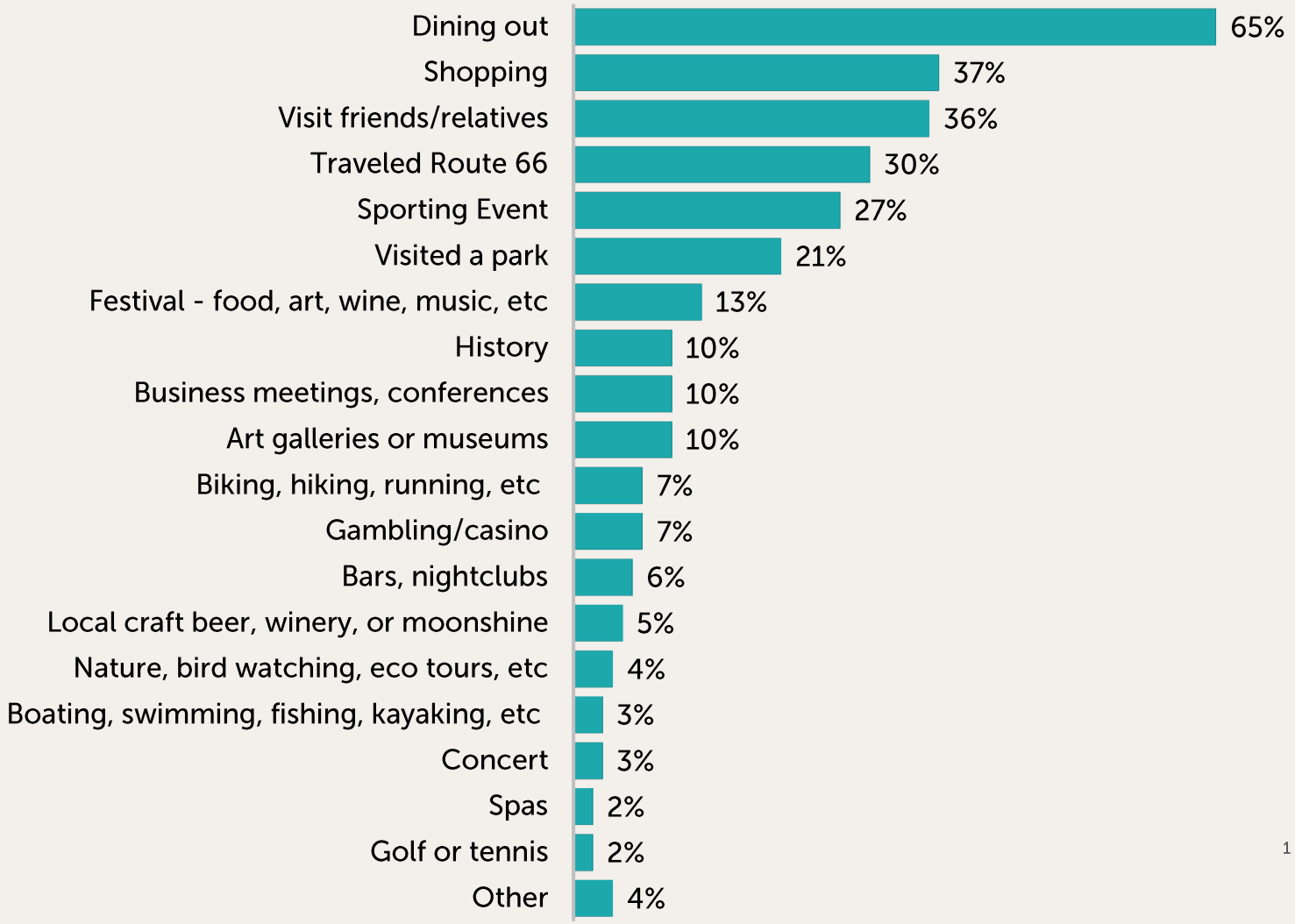


DETAILED FINDINGS | NEARBY AREAS VISITED[1,2]



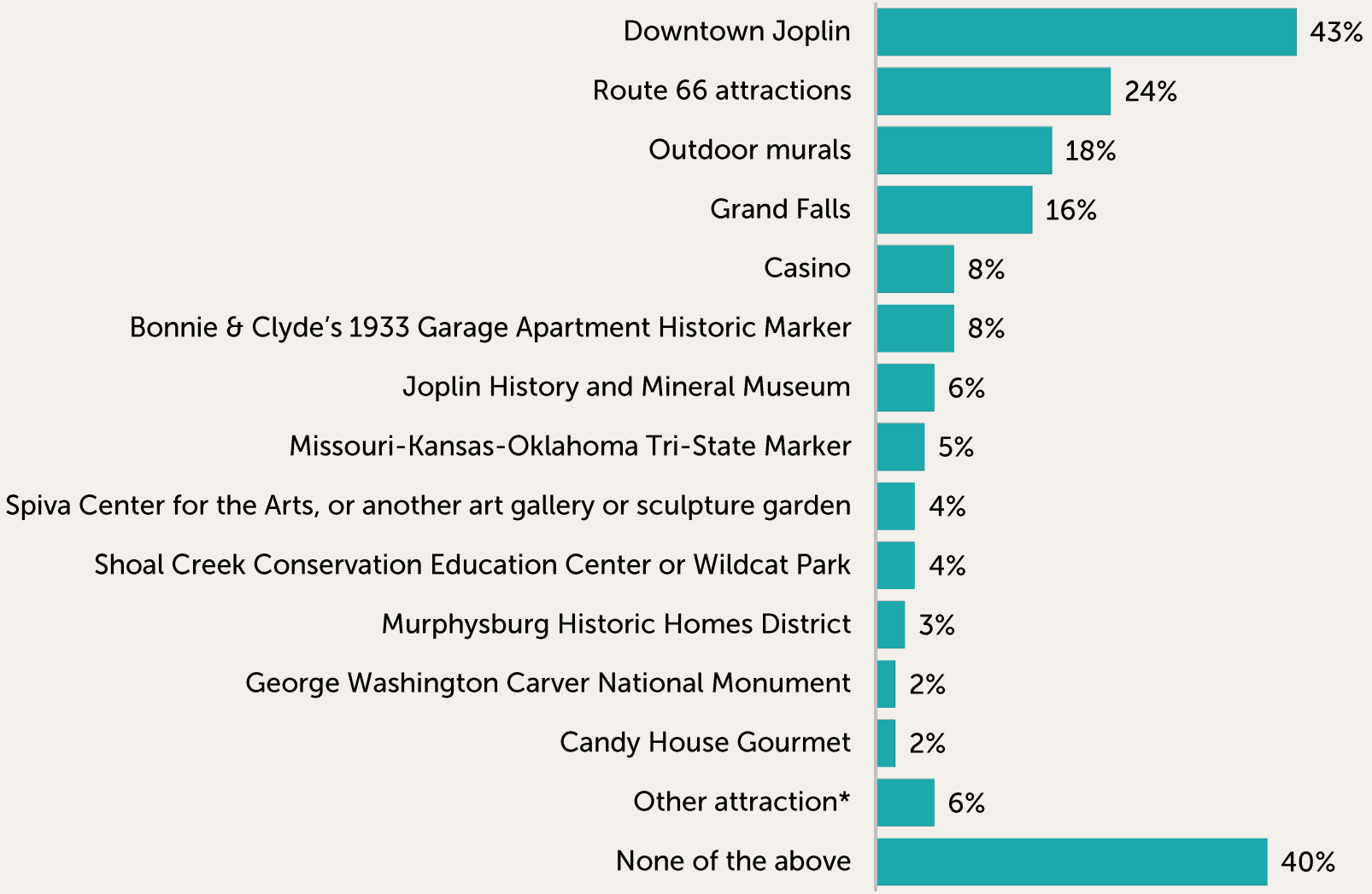
[1] Multiple responses permitted.
[2] Other responses included Branson, Springfield, Pittsburgh, STL, KC, CHI, etc.

DETAILED FINDINGS | TRIP ACTIVITIES[1]



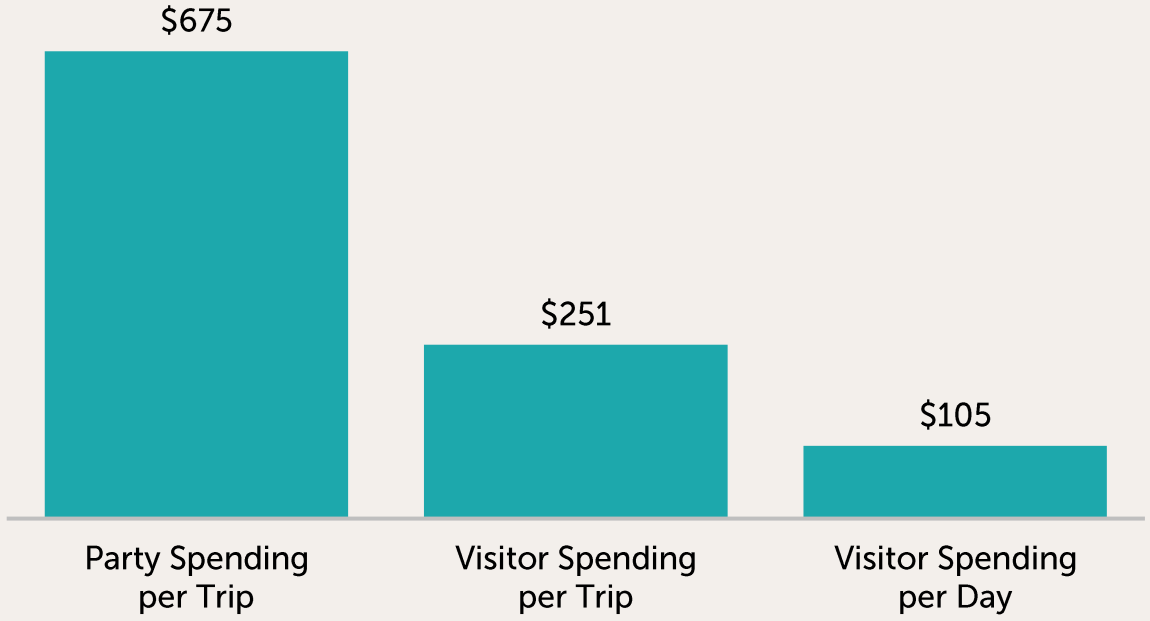
[1] Multiple responses permitted.

DETAILED FINDINGS | ATTRACTIONS VISITED[1]

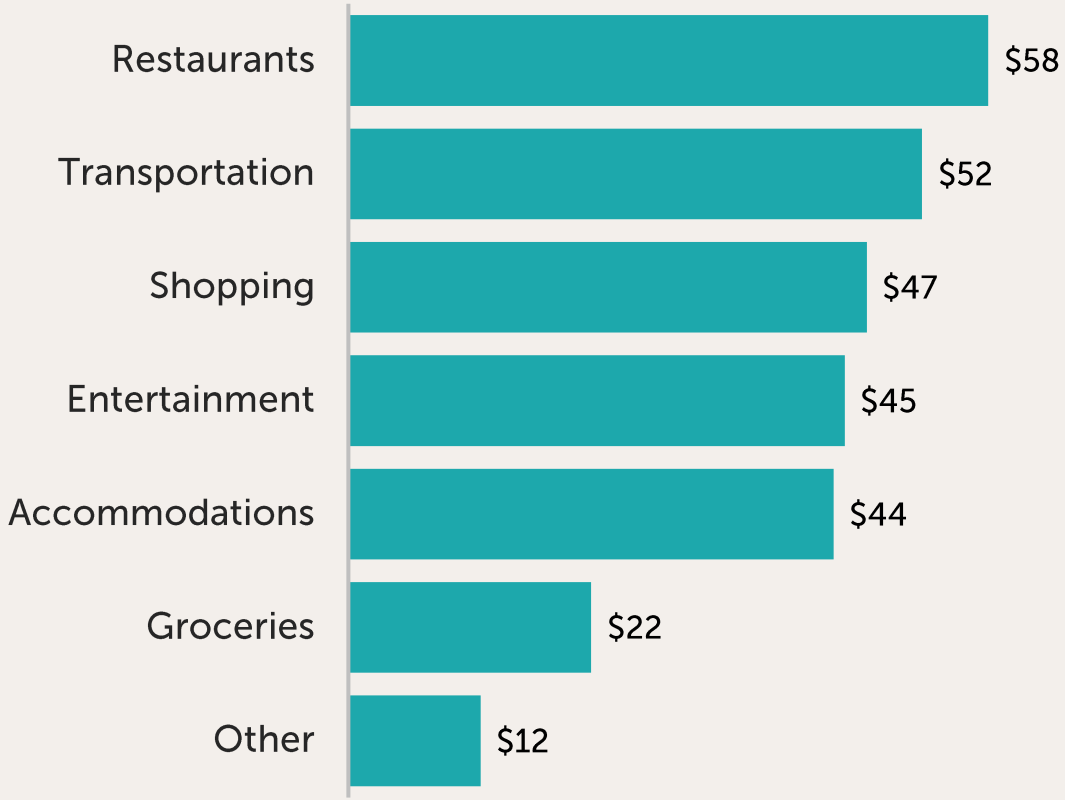


[1] Multiple responses permitted.

DETAILED FINDINGS | TRAVEL PARTY SPENDING



Travel party spending per day by category[1]



[1] Average across all visitors, including those not staying in paid accommodations.

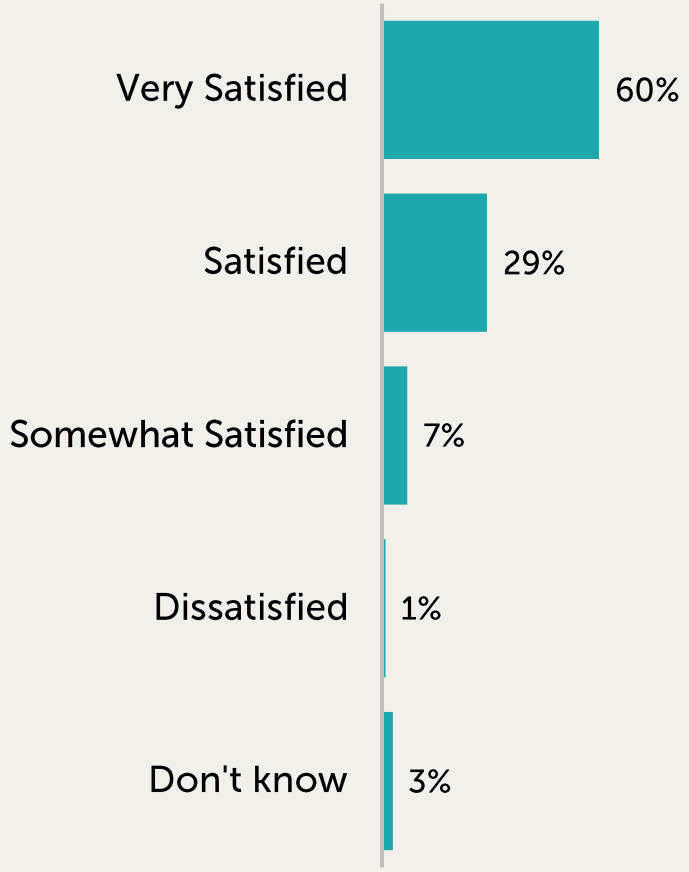


4e

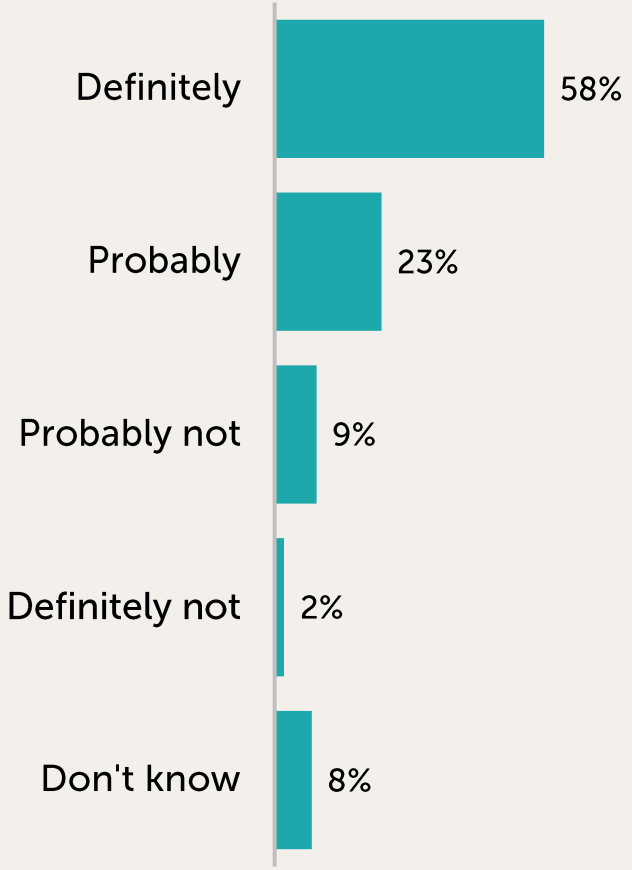
DETAILED FINDINGS: POST-TRIP EVALUATION

DETAILED FINDINGS | SATISFACTION

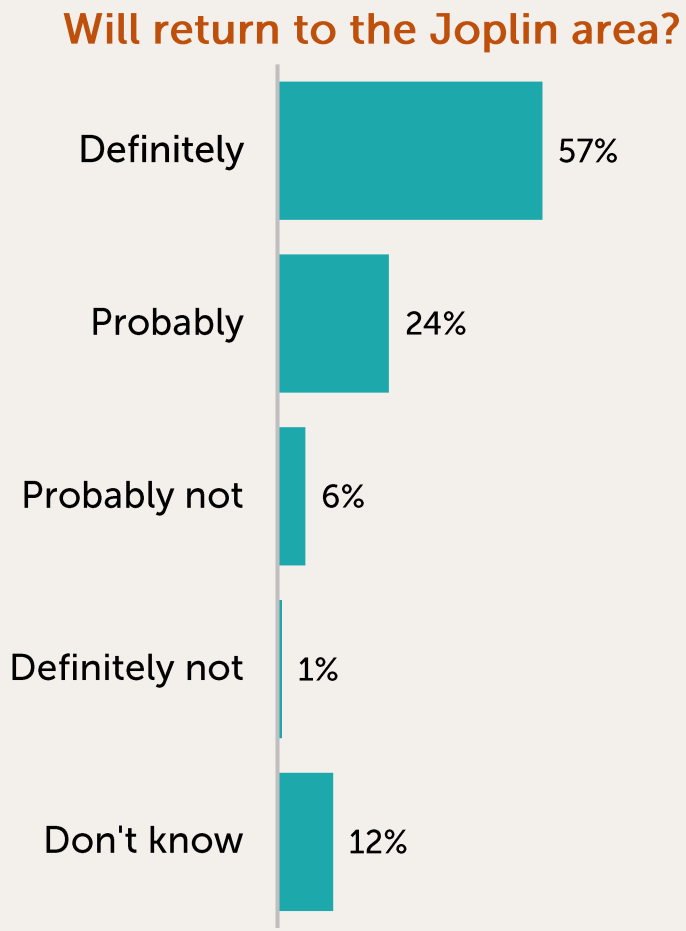
Satisfaction with the Joplin area?



Will recommend the Joplin area?



DETAILED FINDINGS | RETURN TO JOPLIN[1]



[1]12% of visitors are uncertain about returning to Joplin for the following reasons:

1. Only went there for a specific occasion
2. Not enough to do
3. Prefer variety in vacation spots

April 2024 - March 2025 Visitor Profile Annual Report

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