



# CO MO

**EXPLORING THE ECONOMIC IMPACT  
OF TOURISM ON COLUMBIA, MO**

**UNTHINK**

TO TAKE A STEP BACK  
FROM WHAT YOU THOUGHT  
YOU KNEW AND EMBRACE  
WHAT YOU UNEXPECT.

# THE FACTS

Columbia, like many cities across the country, relies heavily on tourism to fuel its economy. We probably get more visitors than you think. In 2018, Columbia was the sixth most-visited part of the state, behind metropolitan areas and more traditional tourist destinations.

## CHECK OUT THESE STATS

### BOONE COUNTY & COLUMBIA



**\$412.9 MILLION**  
IN TOURISM-RELATED SPENDING

**86% VISITORS**  
STAYED OVERNIGHT

**\$512 AVERAGE**  
SPENT PER PARTY PER  
OVERNIGHT TRIP

**11,582 PEOPLE**  
IN TOURISM-RELATED JOBS

### MISSOURI

**42**  
MILLION  
VISITORS

**\$17.2**  
BILLION  
ECONOMIC IMPACT



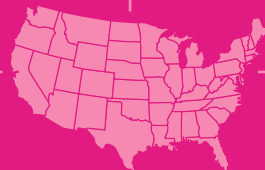
**\$287**  
AVERAGE SPENT  
PER PERSON PER  
OVERNIGHT TRIP

**301,789**  
MISSOURIANS IN  
TOURISM-RELATED  
JOBS

### UNITED STATES

**1.8**  
BILLION  
OVERNIGHT LEISURE  
TRIPS WERE TAKEN

**\$2.5**  
TRILLION  
GENERATED IN  
ECONOMIC OUTPUT



**1/10**  
AMERICAN JOBS IN  
THE PRIVATE SECTOR  
ARE SUPPORTED  
BY TRAVEL

**8.9**  
MILLION  
AMERICANS IN  
TOURISM-RELATED  
JOBS

# IT'S TIME TO UNTHINK TOURISM

It may seem like hotels, restaurants and tourist hot spots are the only businesses that have any real impact from visitors to the area. In reality, tourism has a butterfly effect and we need to start looking at the bigger picture.

## TOURISM IS EVERYBODY'S BUSINESS



GENERATES MONEY FOR OUR LOCAL ECONOMY  
BOOSTS QUALITY OF LIFE FOR OUR RESIDENTS  
SUPPORTS JOBS  
LOWERS TAXES

## FEEL THE IMPACT

In recent years, visitors reported participating in the following during their stay in Columbia: dining, shopping, sporting events, festivals & special events and nightlife.

For the state of Missouri, the most popular activities for visitors include the following:

- 46% : SHOPPING
- 39% : DINING (UNIQUE LOCAL RESTAURANTS)
- 34% : VISITING A CITY OR CITY ATTRACTIONS
- 24% : FAMILY EVENT OR ACTIVITY
- 21% : FAMILY ATTRACTIONS (ZOOS, WATER PARKS, ETC.)

That means each and every visitor is creating a massive web of commerce and communication, directly and indirectly.

## DIRECT IMPACT

## INDIRECT IMPACT



**HOTELS**

### COMMERCIAL LAUNDRY SERVICES

*Hotels and other lodging send linens out to be cleaned*



**RESTAURANTS**

### LOCAL BREWERIES & WINERIES

*Restaurants get beer and wine from local suppliers*



**SHOPS & BOUTIQUES**

### LANDSCAPERS

*Shops hire landscapers to make their storefronts inviting*



# IT'S NOT JUST TOURISM, IT'S YOURISM

When it comes to visitors to our city it's everyone's responsibility to make our guests feel welcome. It doesn't take much to help promote tourism, but the rewards — for both individual businesses and the Columbia and Boone County economies — are endless.

Wondering where to start? The Convention & Visitors Bureau is here to help.



## TALKING TOURISM



### SHARE SOME STATS

Many people likely don't realize how many jobs directly and indirectly rely on tourism.



### ASK QUESTIONS

Get other business owners and employees thinking about what tourism means to them.



### CREATE EXCITEMENT

Positive energy is contagious. If others recognize your passion for CoMo and Boone County, its people and its growth, they won't be able to help but share it, too.

## HERE ARE SOME RESOURCES TO GET INVOLVED

### SHARE YOUR STORY

Send us your photos  
Use #ShowMeCoMo  
Pitch us your stories  
Update your online listings



### GET LISTED

VisitColumbiaMO.com  
VisitMO.com  
Columbia Visitor Guide  
Columbia Events Calendar



### BE IN THE KNOW

Check out a visitor center  
Subscribe to What's Going On  
CVB on social: @VisitColumbiaMO  
Get the peak occupancy calendar



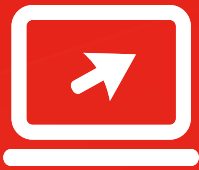
### BE A CTA

Learn more about tourism  
Get your team certified  
Host a networking event  
Offer a discount

# GET OUT THERE

Tourism is a critical part of any region's economy and Columbia and Boone County are no different. Every single visitor creates a web of interactions that connects us all as members of the community, and it's our responsibility to make the best impression we can.

Are you ready to unthink tourism? Reach out to the Convention & Visitors Bureau — we're eager to help you become as excited about tourism as we are.



For partner resources, go to  
[VisitColumbiaMO.com/partners](https://www.visitcolumbiaMO.com/partners)



For additional questions, please contact:

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COLUMBIA, MO  
WHAT YOU UNEXPECTED