



## MISSOURI SENATE

JEFFERSON CITY

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28<sup>th</sup> Senate District

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# Missouri Tourism Increases, Despite Higher Gas Prices

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JEFFERSON CITY – Missouri’s scenic beauty, strong cultural heritage and fun activities make it easy to enjoy a perfect getaway, and a growing number of people are doing just that.

Despite the higher gasoline prices we’ve experienced this summer, the Show-Me State continues to attract visitors from across the country. Many Missourians have been rediscovering their state by taking the Missouri Tourism Department up on its “One Tank Trip” promotion, which offers a collection of great getaway destinations all easily accessible on one tank of gas or less ([www.visitmo.com/onetanktrip](http://www.visitmo.com/onetanktrip)).

Tourism is one of the state’s greatest economic engines, generating a record \$13.4-billion dollars in revenue in fiscal year 2004. One in every 14 Missourians is employed in a tourism-related job. Missouri hosted a record 37.7-million domestic visitors last year, and the numbers continue to grow.

The Missouri Department of Tourism reports a 7.3-percent increase in hotel/motel room revenue over last year and a 2.6-percent increase in occupancy rates. Although the final numbers will be released later this year, there are other positive indicators, including the number of visits to the Department of Tourism website, up 410,000 from last year.

One aspect of the tourism industry that is especially relevant to the 28<sup>th</sup> Senate District is the burgeoning agritourism industry. Agritourism gives travelers a glimpse into rural life and quaint towns, while providing knowledge about the workings of farms, wineries, orchards,

gardens and more. It also includes the excitement and fun of hundreds of fairs and festivals throughout the state, as well as the peaceful getaways of Missouri's many bed and breakfast inns.

Agritourism destinations are perfect for family travel. Many events and attractions appeal to all ages, such as picking apples during the fall or finding the perfect pumpkin to carve for Halloween. Whether touring a ranch or stocking up at a u-pick farm, agritourism destinations offer an unforgettable experience for the whole family.

If you have questions or comments about this or any other issue, please feel free to contact me at 573-751-8793 or by e-mail at: [delbertscott@senate.state.mo.us](mailto:delbertscott@senate.state.mo.us)

*Senator Delbert Scott represents the people of Barton, Benton, Cedar, Dallas, Henry, Hickory, Pettis, Polk and St. Clair counties in the Missouri Senate.*