



COLUMBIA
WHAT YOU UNEXPECTED



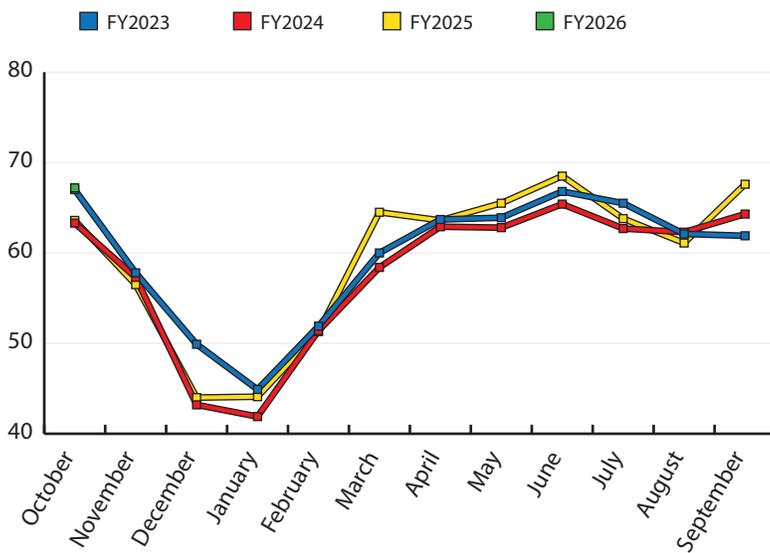
BOARD REPORT

NOVEMBER 2025

The Columbia CVB's mission is to generate economic growth and promote Columbia as a destination that creates memorable experiences

Hotel Occupancy

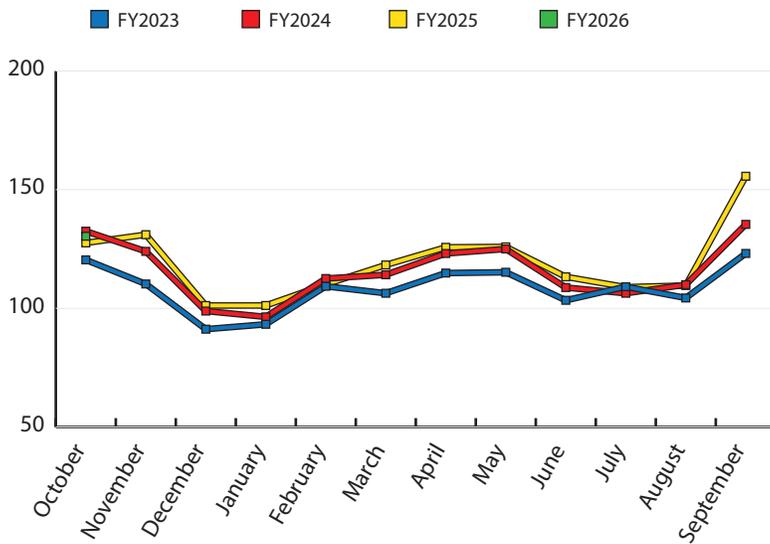
Year Over Year Comparison



	FY23	FY24	FY25	FY26
Oct	67.0%	63.3%	63.6%	67.2%
Nov	57.8%	57.3%	56.5%	
Dec	49.9%	43.2%	44.0%	
Jan	44.9%	41.9%	44.1%	
Feb	51.9%	51.4%	51.3%	
March	60.0%	58.4%	64.5%	
Apr	63.7%	62.9%	63.6%	
May	63.9%	62.8%	65.5%	
June	66.8%	65.4%	68.5%	
July	65.5%	62.7%	63.8%	
Aug	62.1%	62.3%	61.1%	
Sep	61.9%	64.3%	67.6%	

Average Daily Rate (ADR)

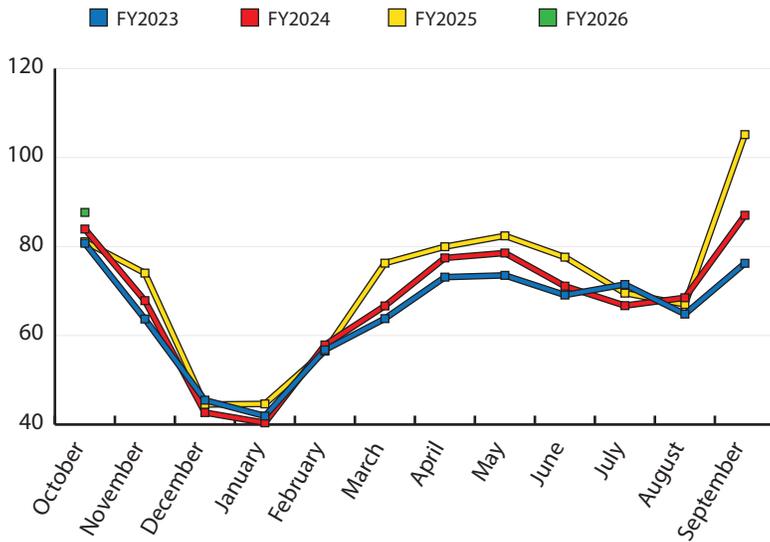
Year Over Year Comparison



	FY23	FY24	FY25	FY26
Oct	\$120.41	\$132.50	\$127.56	\$130.36
Nov	\$110.26	\$124.00	\$131.03	
Dec	\$91.21	\$98.85	\$101.19	
Jan	\$93.27	\$96.39	\$101.19	
Feb	\$109.28	\$112.55	\$110.10	
March	\$106.35	\$114.14	\$118.27	
Apr	\$114.86	\$123.10	\$125.70	
May	\$115.10	\$125.00	\$125.88	
June	\$103.38	\$108.75	\$113.27	
July	\$109.10	\$106.35	\$108.91	
Aug	\$104.36	\$109.95	\$109.60	
Sep	\$123.12	\$135.37	\$155.65	

Revenue per Available Room (RevPAR)

Year Over Year Comparison

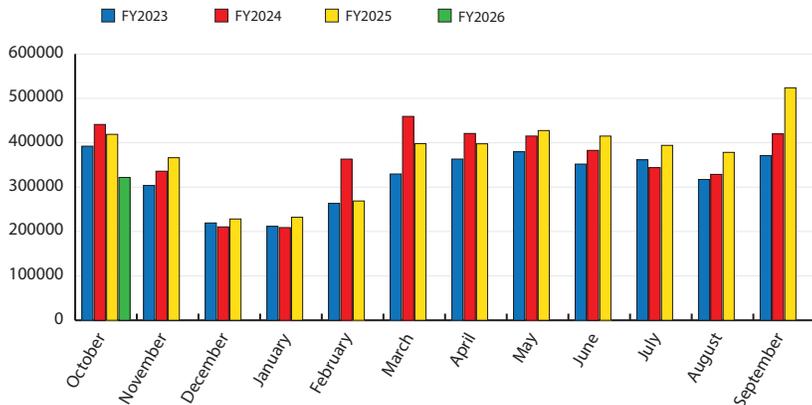


	FY23	FY24	FY25	FY26
Oct	\$80.73	\$83.93	\$81.09	\$87.66
Nov	\$63.71	\$67.84	\$74.03	
Dec	\$45.48	\$42.69	\$44.50	
Jan	\$41.92	\$40.39	\$44.64	
Feb	\$56.77	\$57.88	\$56.50	
March	\$63.80	\$66.65	\$76.26	
Apr	\$73.12	\$77.44	\$79.96	
May	\$73.52	\$78.54	\$82.40	
June	\$69.10	\$71.09	\$77.61	
July	\$71.47	\$66.72	\$69.53	
Aug	\$64.82	\$68.49	\$66.99	
Sep	\$76.23	\$87.02	\$105.15	

*waiting on final numbers

	FY23	FY24	FY25	FY26
Oct	\$392,292	\$447,068	\$418,940	\$321,865*
Nov	\$303,695	\$335,927	\$366,259	
Dec	\$219,325	\$210,474	\$228,265	
Jan	\$211,685	\$208,924	\$232,131	
Feb	\$263,411	\$363,174	\$268,852	
Mar	\$329,627	\$459,397	\$397,938	
Apr	\$363,271	\$420,914	\$397,619	
May	\$379,657	\$415,195	\$427,485	
Jun	\$351,960	\$382,804	\$415,060	
Jul	\$361,501	\$343,885	\$394,107	
Aug	\$317,142	\$328,705	\$378,335	
Sep	\$370,964	\$419,874	\$523,755	

HOTEL TAX REVENUE



Oct. 25 - Oct. 25	Occupancy	ADR	RevPAR	Hotel Tax Revenues
FY26 Fiscal YTD	---	---	---	\$321,865*
FY25 Fiscal YTD	---	---	---	\$418,940
FY24 Fiscal YTD	---	---	---	\$445,068
FY23 Fiscal YTD	---	---	---	\$393,292
Jan. 25 - Oct. 25				
Calendar 2025 YTD	61.8%	\$121.56	\$75.11	\$3,757,146*
Calendar 2024 YTD	60.2%	\$116.89	\$70.42	\$3,761,812
Calendar 2023 YTD	60.2%	\$112.73	\$67.84	\$3,396,286
Calendar 2022 YTD	58.8%	\$106.16	\$62.44	\$3,130,963

SHORT-TERM RENTALS

- We began tracking tax revenue for short-term rentals in June, 2025.
- The number of properties and timing of reported tax revenue varies by month.

	FY25	FY26
Oct	-	TBD
Nov	-	
Dec	-	
Jan	-	
Feb	-	
Mar	-	
Apr	-	
May	-	
Jun	\$6,314.21	
Jul	\$6,337.11	
Aug	\$4,985.16	
Sep	TBD	

Sales Team

Meetings & Conventions Events & Leads		
	October 2025	FY2026 YTD
Leads sent turned definite	1	1
- Attendees	60	60
- Room Nights	25	25
- Economic Impact	\$14,967.46	\$14,967.46
Conversion %	8%	8%
Leads Pending	11	11
- Attendees	4,695	4,695
- Room Nights	3,379	3,379
- Economic Impact	\$1,929,886.29	\$1,929,886.29
Meetings Serviced	42	42
Meetings Booked	2	2
- Attendees	400	400
- Room Nights	55	55
- Economic Impact	\$60,109.93	\$60,109.93
Assists	29	29
- Attendees	2,553	2,553
- Room Nights	3,030	3,030
- Economic Impact	\$1,741,401.08	\$1,741,401.08

- Definite Leads:

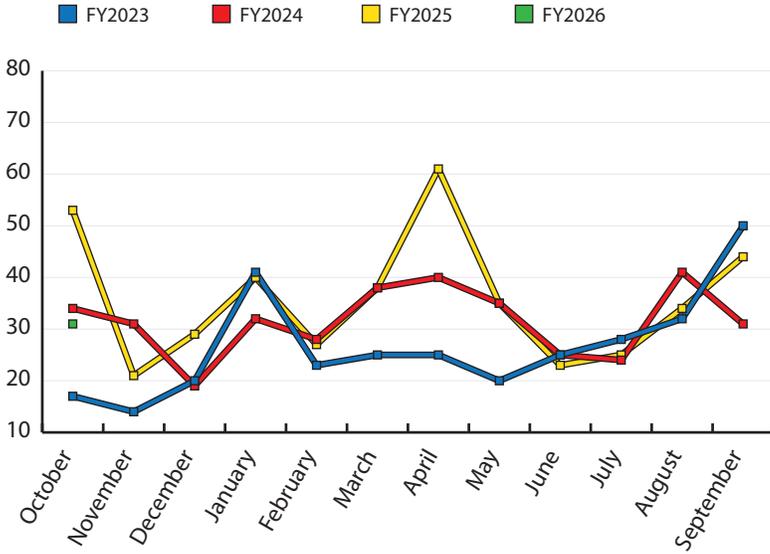
- COMO 411 2026 COVERed Girl Conference - 200 attendees / 40 rooms - April 2026
- Secure Data Technologies, Inc. ShowMe IT Summit 2026 - 200 attendees / 15 rooms - May 2026

- Lost Business:

- No lost business in October 2025

Meetings Confirmed (Booked + Assists)

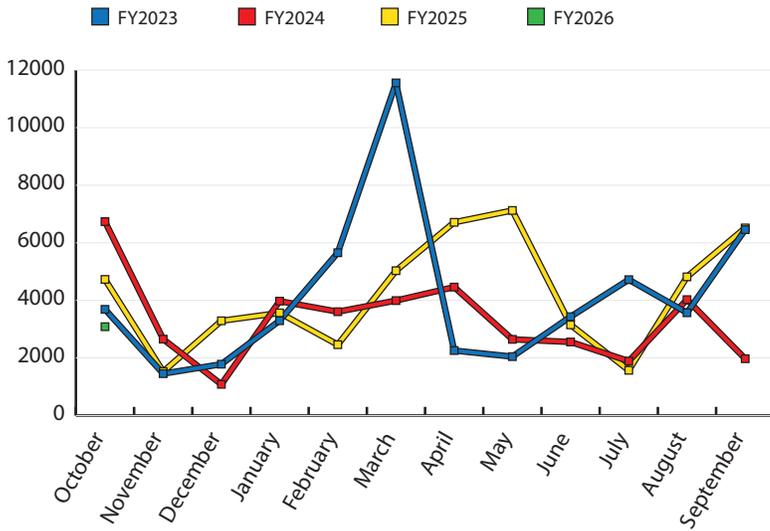
Year Over Year Comparison



	FY23	FY24	FY25	FY26
Oct	17	34	53	31
Nov	14	31	21	
Dec	20	19	29	
Jan	41	32	40	
Feb	23	28	27	
Mar	25	38	38	
Apr	25	40	61	
May	20	35	35	
June	25	25	23	
July	28	24	25	
Aug	32	41	34	
Sep	50	31	44	

Meetings Confirmed - Room Nights

Year Over Year Comparison



	FY23	FY24	FY25	FY26
Oct	3,688	6,736	4,728	3,085
Nov	1,453	2,652	1,524	
Dec	1,782	1,082	3,289	
Jan	3,292	3,973	3,564	
Feb	5,655	3,606	2,460	
Mar	11,555	3,992	5,031	
Apr	2,256	4,461	6,711	
May	2,045	2,645	7,123	
June	3,432	2,554	3,148	
July	4,719	1,890	1,570	
Aug	3,569	4,026	4,817	
Sep	6,457	1,972	6,516	

SPORTS

Sports Events & Leads		
	October 2025	FY2026 YTD
Leads sent turned definite	0	0
- Attendees	0	0
- Room Nights	0	0
- Economic Impact	0	0
Leads Lost vs. Booked	2 lost vs. 0 booked	2 lost vs. 0 booked
Definite Sports Events Occurred	0	0
- Attendees	0	0
- Room Nights	0	0
- Economic Impact	0	0
Assists (TDF Sponsorships)	0	0
- Attendees	0	0
- Room Nights	0	0
- Economic Impact	0	0

- Upcoming Events:

- Missouri Basketball Coaches Association Norm Stewart Classic | Dec. 5-6

- Past Events:

- MSHSAA Cross Country State Meet | Nov. 7-8
- NCAA D1 Cross Country National Championships | Nov. 22

- Tentative/Pending Business:

- 2028 USA Powerlifting RAW Nationals | June 2028
- US Lax Events: BBQ Town Lacrosse Tournament | June 2026
- Royals Events Cheer and Dance: Missouri Royal Weekend Cheer and Dance Championship | January 2027

- Awarded Business:

- Perfect Game Softball: Rumble at the Zou | May 2026

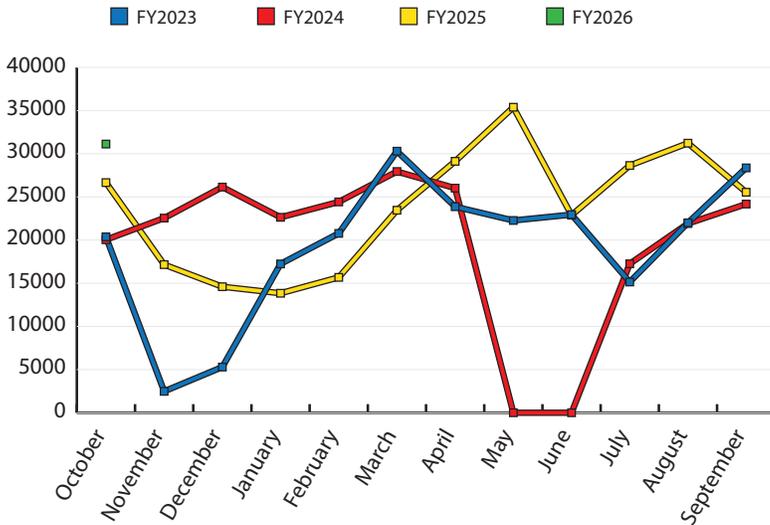
Lost Business:

- ESports Event and Expo
- 2026 Prep Hoops Columbia Tournament

WEBSITE & SOCIAL MEDIA MEASURES

Website Users

Year Over Year Comparison

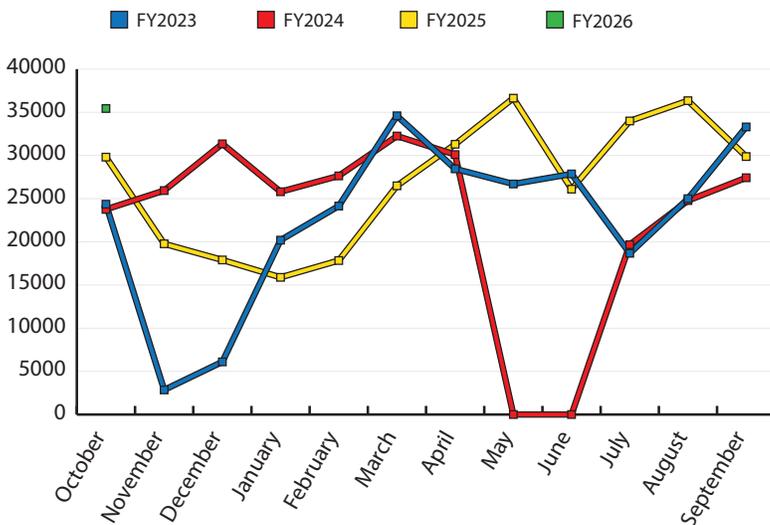


	FY23	FY24	FY25	FY26
Oct	20,376	20,037	26,657	31,120
Nov	2,480**	22,545	17,158	
Dec	5,292**	26,138	14,597	
Jan	17,237	22,635	13,841	
Feb	20,775	24,418	15,681	
Mar	30,294	27,941	23,458	
Apr	23,865	26,016	29,121	
May	22,270	***	35,386	
June	22,948	***	22,882	
July	15,144	17,255	28,637	
Aug	22,000	21,916	31,221	
Sep	28,359	24,169	25,542	

**Google Analytics were not fully available in late 2022 making these months incomplete. Likely related to their transition to a new method of web traffic tracking.

Website Sessions

Year Over Year Comparison



	FY23	FY24	FY25	FY26
Oct	24,359	23,759	29,813	35,443
Nov	2,852**	25,938	19,774	
Dec	6,096**	31,352	17,902	
Jan	20,195	25,802	15,887	
Feb	24,145	27,647	17,836	
Mar	34,599	32,254	26,489	
Apr	28,458	30,106	31,300	
May	26,701	***	36,638	
June	27,865	***	26,103	
July	18,673	19,672	34,000	
Aug	25,000	24,781	36,347	
Sep	33,309	27,424	29,878	

**Google Analytics were not fully available in late 2022 making these months incomplete. Likely related to their transition to a new method of web traffic tracking.

***Google Analytics hasn't been pulling since the website relaunch in May/June 2024. Normal tracking should return in the August report.

Social Media Followers

	FB FY26	FB FY25	FB FY24	FB FY23	IN FY26	IN FY25	IN FY24	IN FY23
Oct	15,173	13,352	12,916	11,189	13,605	11,953	11,218	10,722
Nov		13,380	12,957	11,212		11,959	11,237	10,738
Dec		13,793	13,004	11,232		12,077	11,247	10,738
Jan		13,798	13,046	11,309		12,113	11,264	10,793
Feb		13,843	13,086	12,495		12,280	11,300	10,868
Mar		13,866	13,134	12,534		12,353	11,376	10,871
Apr		13,937	13,163	12,587		12,448	11,423	10,957
May		14,125	13,262	12,658		12,629	11,637	10,988
June		14,334	13,298	12,733		12,759	11,684	11,024
July		14,571	13,306	12,763		12,905	11,741	11,100
Aug		14,783	13,305	12,808		13,048	11,858	11,119
Sep		14,981	13,332	12,894		13,436	11,927	11,195

Special Events Permits:

- October 2025: Received 11; Approved 13
- October 2024: Received 18; Approved 11; Rejected 1

Staff Activities:

- The CVB hosted three partner webinars in November to share information about the upcoming FIFA World Cup and the potential impact on the community.
- The CVB is currently in the hiring process for a new Industry Relations Specialist.
- Sales staff attended Meeting Professionals International (MPI) EduCon 2025 in St. Louis.
- Sales staff attended Society of Government Meeting Professionals (SGMP) board meeting and holiday extravaganza at Wyndham Executive Center.
- Staffed information booth at Bulldog Club of America 2025 National Show Week
- The CVB assisted with Missouri State High School Activities Association (MSHSAA) cross country.
- CVB staff assisted with National Collegiate Athletic Association (NCAA) preparations, merchandise, hospitality, information booth, and packet pickup