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News Release

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Lt. Governor Kinder Presents 2009 Tour of Missouri Economic Impact Study

Third annual race proves to be most successful

BRANSON – Lt. Governor Peter Kinder, chairman of the Missouri Tourism Commission and Tour of Missouri, Inc., presented economic impact results from the 2009 Tour of Missouri during a meeting of the Missouri Tourism Commission today in Branson.

"The 2009 Tour of Missouri was met with tremendous support all across our state and I am proud to report that the numbers prove the same," said Lt. Governor Kinder. "Over 4,000 volunteers worked tirelessly to showcase Missouri across the globe as a world-class tourist destination. We were blessed with great weather through the entire week and, even though we visited smaller towns on this year's revised route, spectators from all across the world helped us surpass last year's success to once again make the Tour of Missouri the largest sporting event ever held in our state."

Throughout the week, 500,000 spectators were estimated to have watched the race at one of the 11 host cities or somewhere along the 600 mile route which passed through many communities in Missouri. In 2008, an estimated 434,000 spectators saw the Tour at some time during the seven stages. In 2007, there were nearly 368,000 spectators who watched the race.

The total economic impact by spectators during the seven-day event was \$38.1 million, that's up from \$29.8 million in 2008 and \$26.2 million in 2007.

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“This year’s race was a huge success thanks to the tremendous efforts of each of our host cities, corporate sponsors, Missouri State Highway Patrol, Missouri Department of Transportation and spectators from across the world,” Lt. Governor Kinder said. “I am very pleased that for the state’s investment of \$1.5 million in the Tour of Missouri, we were able to return over \$38 million to communities in our state.”

During the course of the seven day event, the average out-of-state visitor spent over \$220 per day during their visit. In planning their trip, 83% of non-Missourians said the Tour of Missouri was the reason they came to spend time in Missouri. The average out-of-state visitor spent more than four days in the Show-Me State.

The Tour of Missouri also showcases Missouri to a global audience via live coverage on the Internet and on television.

This year, the Tour’s official website, www.tourofmissouri.com, received hits from visitors in 153 countries and territories. An estimated audience of 5.6 million people watched nightly highlight shows on the Versus television network and an estimated 1.4 million people watched highlight shows on Fox Sports Midwest and Fox Sports Kansas City.

Following the 2008 Tour of Missouri, the International Cycling Union, the sanctioning body for professional cycling, raised the ranking of the Tour of Missouri to a prestigious 2.HC ranking, making the event one of the top five races outside of Europe. The increased international appeal helped attract seven pro tour teams who competed just weeks before in the Tour de France.

The 2009 Tour of Missouri economic impact study was conducted by IFM Sports, an international leader in sports marketing and research. IFM is a global company based in Germany with American operations based in St. Louis, MO.

IFM Sports conducted the economic impact study for the 2008 Tour of Missouri. They have also provided similar reports for groups such as: Major League Baseball (MLB), the International Cycling Union (UCI), the International Tennis Federation and the National Basketball Association (NBA), among many other professional sporting organizations.

At today’s Missouri Tourism Commission meeting in Branson, Lt. Governor Kinder pledged his support for a 2010 race and urged fellow commissioners to also support bringing the event back for a fourth year.

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