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## Missouri Destinations Visited by Travelers from Missouri's Target Markets

Places Visited in Missouri	2014	2015	2016	2017	2018	2019
Branson	30%	30%	28%	27%	28%	30%
St. Louis	29%	31%	35%	36%	32%	28%
Kansas City	18%	22%	20%	23%	25%	20%
Springfield	9%	11%	10%	9%	10%	10%
Lake of the Ozarks	9%	10%	6%	8%	9%	8%
St. Charles	4%	5%	5%	4%	5%	4%
MO state park	4%	8%	7%	4%	4%	6%
Jefferson City	4%	5%	3%	2%	4%	4%
Cape Girardeau	3%	4%	3%	3%	4%	3%
Columbia	5%	4%	3%	4%	4%	4%
Joplin/Carthage	4%	5%	5%	4%	3%	4%
Route 66			5%	4%	3%	4%
Hannibal	3%	3%	2%	3%	2%	3%
St. Joseph	2%	4%	2%	2%	2%	2%
Civil War sites	2%	5%	3%	1%	2%	2%
Other	11%	8%	9%	9%	7%	9%