

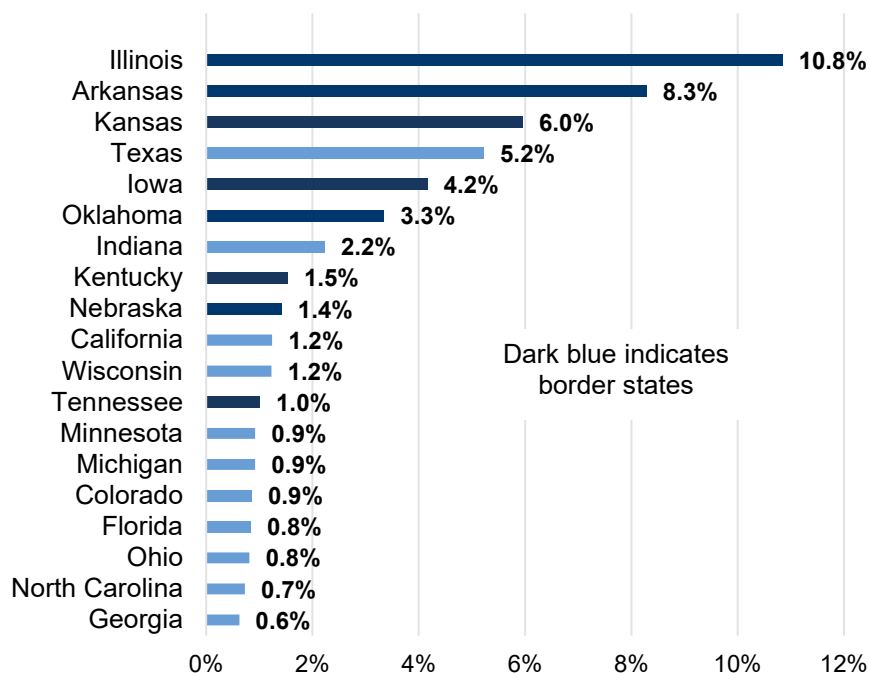


SOURCE MARKETS OF VISITORS TO MISSOURI

- Missouri's tourism is primarily regional with 42.0% of all visitors come from within the state. Neighboring states are also key source markets.
- By Destination Marketing Area (DMA), larger Missouri metro areas are the key source markets

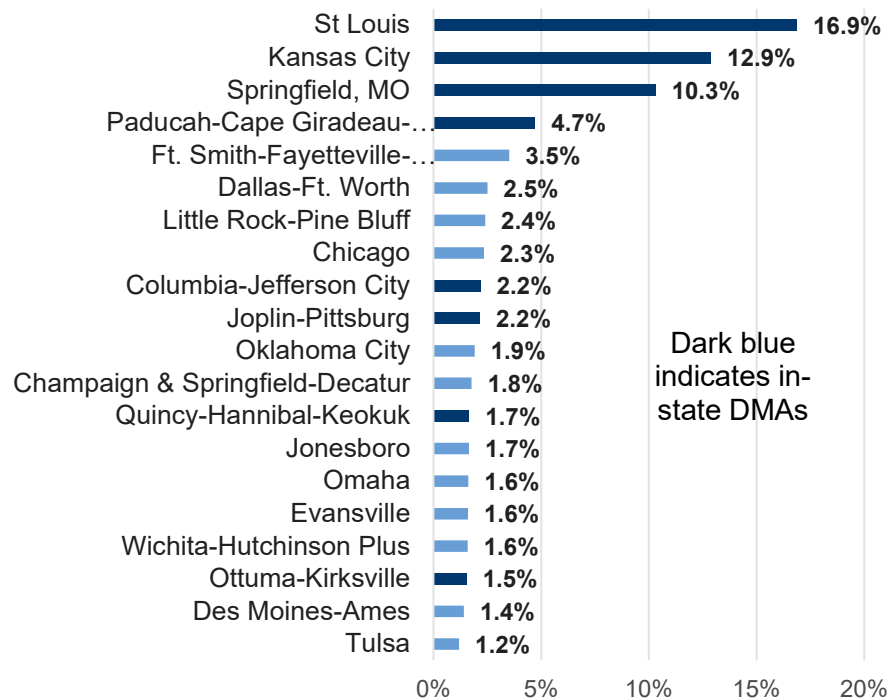
Top Source Markets by State

% of total visitors, Missouri =42.0% of the total



Dark blue indicates border states

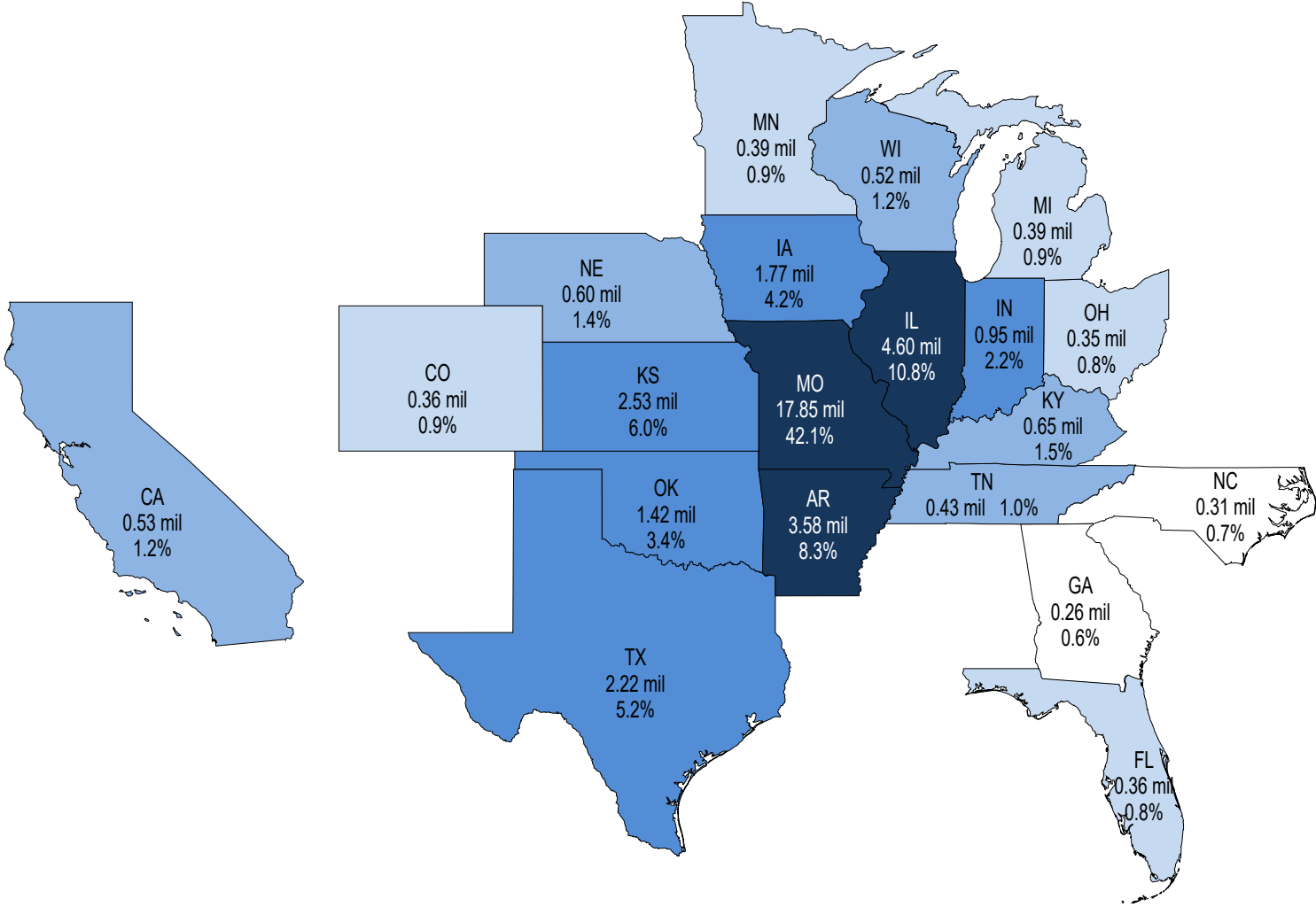
Top Source DMA Regions



Dark blue indicates in-state DMAs

Source: TravelTrakAmerica Data
July 2018 – June 2019 (FY19)

MAP OF TOP SOURCE MARKETS BY STATE



Source: TravelTrakAmerica Data
 July 2018 – June 2019 (FY19)