



MISSOURI TRAVELER ACTIVITIES

This activity information is for all travelers who were visitors in Missouri from all 50 states, not just from the states where the Missouri Division of Tourism (MDT) markets.

Activities Engaged in While Traveling in Missouri (Multiple answers allowed)			
Visiting relatives	25.3%	Old homes/mansions	1.7%
Shopping	19.5%	Nightclub/dancing	1.6%
Visiting friends	11.6%	Beach	1.5%
Rural sightseeing	11.2%	Native American ruins/Rock art	1.5%
Fine dining	11.0%	Nature travel/ecotouring	1.4%
Museums	10.1%	Special events/Festivals	1.4%
Urban sightseeing	7.4%	Water skiing	1.2%
Musical performance/show	7.0%	Bird watching	0.9%
Historic sites/churches	6.5%	Farms/ Ranches/ Agri-tours	0.9%
Theme park/ Amusement park/ Water park	6.3%	Amateur Sports (participant)	0.9%
Zoos/ Aquariums/ Aviaries	5.8%	Symphony/opera/concert	0.9%
State park/Monuments/ Recreation areas	5.3%	Distilleries	0.8%
Wildlife viewing	4.3%	ATV/Four-wheeling	0.8%
Theater/drama	4.0%	Biking /Road biking/ Cycling	0.6%
Family reunion	3.9%	Horseback riding	0.6%
Fishing	3.8%	Hunting	0.6%
Amateur Sports (spectator)	3.7%	Spa/health club	0.6%
Local/folk arts/crafts	3.5%	Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	0.6%
Musical theater	3.3%	Rock/mountain climbing	0.4%
Other nature (photography, rockhound, etc.)	3.3%	High School/College reunion	0.3%
Major/ Professional Sports	3.3%	Rodeo/State fair	0.3%
Camping	3.2%	Sailing	0.3%
Gardens	3.2%	Scuba diving/snorkeling	0.3%
National park/Monuments/ Recreation areas	2.9%	Area where a TV show or movie was filmed	0.2%
Hiking/ Backpacking/ Canyoneering	2.8%	Hang gliding/ Skydiving/ Base jumping	0.2%
Casino/gaming	2.7%	Horsereading	0.2%
Motor boat/Jet ski	2.6%	Motor sports - NASCAR/Indy	0.2%
Wine tasting/winery tour	2.5%	Tennis	0.2%
Caverns	2.2%	Mountain biking	0.1%
Art galleries	2.0%	Snowmobiling	0.1%
Craft breweries	2.0%	Skiing/snowboarding	0.0%
Golf	2.0%	Other snow sports	0.0%

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

LC/February 18, 2020