



enjoy the show

## NATIONWIDE PROFILE FOR TRAVELERS TO MISSOURI

This demographic information is for travelers from all 50 states, not just from the states where MDT markets.

Average Age	48.4
Average Income	\$82,390
Average Education Level	46.7% have bachelor's degree or higher 39.1% have some college education 14.3% have no college education
Average Leisure Party Travel Size	2.62
Presence of Children on Trip	28.7% Adult(s) with 1 or more child(ren) 71.3% No children on trip
Age Groups of Adults on Trip	6.2% Age 18-24 20.1% Age 25-34 18.4% Age 35-44 16.1% Age 45-54 19.4% Age 55-64 19.7% Age 65+
Top 10 Activities (Excluding Visiting Relatives/Friends & Shopping)	11.2% Rural Sightseeing 11.0% Fine Dining 10.1% Museums 7.4% Urban Sightseeing 7.0% Musical Performance/Show 6.5% Historic Sites/Churches 6.3% Theme/Amusement/Water Park 5.8% Zoos/Aquariums/Aviaries 5.3% State Park/Recreation Areas 4.3% Wildlife viewing
Average Daily Expenditures per Person (Day Trip)	\$ 93.40 Per Person
Average Daily Expenditures per Person (All Trips)	\$102.62 Per Person Per Trip
Average Expenditures per Travel Party per Trip	\$588.81 Per Party Per Trip
Average Trip Length (day and overnight)	2.19 days

Sources: TravelTrakAmerica Data & FY18 Economic Impact Report by Tourism Economics  
July 2018 – June 2019 (FY19)

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