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Target Markets' Profile for Travelers to Missouri

Average Age	46.3
Average Income	\$70,125
Average Education Level	51% of visitors to Missouri have a bachelor's degree or higher compared to 48% of non-visitors to Missouri have a college degree
Average Leisure Party Travel Size	3.7
Travel Party Composition	<ul style="list-style-type: none"> 35% Couple 32% Family traveling with children 8% Extended family 8% Group of friends 7% Traveling Alone 6% Women only trip 2% Men only trip 2% Other
Top Activities	<ul style="list-style-type: none"> 44% Shopping 40% Dining at unique, local restaurants 31% Visiting a city/city attractions 24% Family event or activity 22% Family attractions, e.g., zoos, water parks 20% Attending entertainment or live shows 17% Driving tours or scenic drives 17% Museums/cultural events 16% Visiting a theme park 15% Visiting quaint attractions and small towns 14% Touring historic sites 12% Visiting state parks 8% Attending a professional sporting event 8% Fishing, boating or other water activities 8% Gambling/casinos 8% Visiting breweries
Average Daily Expenditures per Person	\$84
Average Expenditures per Travel Party per Trip	\$884
Average Trip Length	2.8 Nights