



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	49.2
Average Income	\$83,180
Average Education Level	49.7% have bachelor's degree or higher 35.0% have some college education 15.0% have no college education
Average Leisure Party Travel Size	2.66
Presence of Children on Trip	28.3% Adult(s) with 1 or more child(ren) 71.7% No children on trip
Age Groups of Adults on Trip	6.1% Age 18-24 18.4% Age 25-34 17.6% Age 35-44 16.5% Age 45-54 18.3% Age 55-64 23.3% Age 65+
Top 10 Activities (Excluding Visiting Relatives/Friends & Shopping)	11.5% Fine Dining 9.6% Rural Sightseeing 9.0% Museums 7.5% Urban Sightseeing 7.4% Musical Performance/Show 7.3% Historic Sites/Churches 6.5% Theme/Amusement/Water Park 5.5% State Park/Recreation Areas 4.8% Casino/Gaming 4.8% Family Reunion
Average Daily Expenditures per Person (Day Trip)	\$92.71 Per Person
Average Daily Expenditures per Person (All Trips)	\$98.74 Per Person Per Trip
Average Expenditures per Travel Party per Trip	\$590.96 Per Party Per Trip
Average Trip Length (day and overnight)	2.25 days

Sources: TravelTrakAmerica Data & FY18 Economic Impact Report by Tourism Economics  
July 2017 – June 2018 (FY18)

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