



Nationwide Profile for Travelers to Missouri

Average Age	46.1
Average Income	\$50,000 - \$59,999
Average Education Level	39% have bachelor's degree or higher 41% have some college education 20% have no college education
Average Leisure Party Travel Size	2
Travel Party Composition	44% Singles 31% Adult couples 24% Families (includes at least 1 child) 2% Three or more adults
Top 5 Activities (Excluding Visiting Relatives/Friends & Shopping)	9% Fine Dining 8% Rural Sightseeing 8% Theme Park 6% Urban Sightseeing 5% Museums
Average Daily Expenditures per Person	\$62.21
Average Expenditures per Travel Party per Trip	\$319.85
Average Trip Length	2.75 days

Source: University of Missouri FY09 Economic Impact Report based upon TNS TravelsAmerica Data

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