



### Nationwide Profile for Travelers to Missouri

Average Age	46.7
Average Income	\$50,000 - \$59,999
Average Education Level	42% have bachelor's degree or higher 36% have some college education 22% have no college education
Average Leisure Party Travel Size	1.85
Travel Party Composition	45% Singles 31% Adult couples 22% Families (includes at least 1 child) 2% Three or more adults
Top 5 Activities (Excluding Visiting Relatives/Friends & Shopping)	10.9% Rural Sightseeing 8.5% Fine Dining 7.4% Museums 7.1% Urban Sightseeing 6.2% Theme Park
Average Daily Expenditures per Person	\$61.66
Average Expenditures per Travel Party per Trip	\$312.54
Average Trip Length	2.74 days

*Source: University of Missouri FY10 Economic Impact Report based upon TNS TravelsAmerica Data*

*LC/February 4, 2011*