



Nationwide Profile for Travelers to Missouri

Average Age	46.6
Average Income	\$50,000 - \$59,999
Average Education Level	43% have bachelor's degree or higher 35% have some college education 22% have no college education
Average Leisure Party Travel Size	1.85
Travel Party Composition	43% Singles 35% Adult couples 20% Families (includes at least 1 child) 2% Three or more adults
Top 5 Activities (Excluding Visiting Relatives/Friends & Shopping)	9.63% Rural Sightseeing 9.09% Fine Dining 6.8% Theme Park 6.37% Urban Sightseeing 6.10% Museums
Average Daily Expenditures per Person	\$63.09
Average Expenditures per Travel Party per Trip	\$318.14
Average Trip Length	2.72 days

Source: University of Missouri FY11 Economic Impact Report based upon TNS TravelsAmerica Data

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