



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	47.2
Average Income	\$72,900
Average Education Level	30.7% have bachelor's degree or higher 23.0% have some college education 11.3% have no college education
Average Leisure Party Travel Size	2.79
Presence of Children on Trip	27.8% Adult(s) with 1 or more child(ren) 72.2% No children on trip
Age Groups of Adults on Trip	7.5% Age 18-24 20.8% Age 25-34 17.1% Age 35-44 20.1% Age 45-54 16.4% Age 55-64 18.1% Age 65+
Top 5 Activities (Excluding Visiting Relatives/Friends & Shopping)	10.5% Rural Sightseeing 9.9% Fine Dining 8.6% Urban Sightseeing 7.9% Museums 6.8% Theme Park
Average Daily Expenditures per Person (Day Trip)	\$83.37 Per Person
Average Daily Expenditures per Person (All Trips)	\$93.30 Per Person Per Trip
Average Expenditures per Travel Party per Trip	\$585.69 Per Party Per Trip
Average Trip Length	2.25 days

Source: *Tourism Economics FY14 Economic Impact Report based on TNS TravelsAmerica Data*