



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	47.5
Average Income	\$72,300
Average Education Level	48.4% have bachelor's degree or higher 37.1% have some college education 14.5% have no college education
Average Leisure Party Travel Size	2.8
Presence of Children on Trip	29.6% Adult(s) with 1 or more child(ren) 70.4% No children on trip
Age Groups of Adults on Trip	7.7% Age 18-24 20.0% Age 25-34 15.7% Age 35-44 20.7% Age 45-54 17.7% Age 55-64 18.2% Age 65+
Top 5 Activities (Excluding Visiting Relatives/Friends & Shopping)	9.9% Fine Dining 7.8% Rural Sightseeing 7.4% Urban Sightseeing 6.3% Museums 5.8% Theme Park
Average Daily Expenditures per Person (Day Trip)	\$86.65 Per Person
Average Daily Expenditures per Person (All Trips)	\$94.28 Per Person Per Trip
Average Expenditures per Travel Party per Trip	\$593.95 Per Party Per Trip
Average Trip Length	2.25 days

Source: *Tourism Economics FY15 Economic Impact Report based on TNS TravelsAmerica Data*