



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	47.1
Average Income	\$72,400
Average Education Level	47.2% have bachelor's degree or higher 35.5% have some college education 17.2% have no college education
Average Leisure Party Travel Size	2.79
Presence of Children on Trip	39.0% Adult(s) with 1 or more child(ren) 61.0% No children on trip
Age Groups of Adults on Trip	6.4% Age 18-24 23.7% Age 25-34 14.0% Age 35-44 17.3% Age 45-54 21.7% Age 55-64 16.9% Age 65+
Top 10 Activities (Excluding Visiting Relatives/Friends & Shopping)	11.5% Rural Sightseeing 10.5% Fine Dining 8.4% Urban Sightseeing 7.9% Museums 6.9% Theme/Amusement Park 6.7% Historic Sites/Churches 6.1% State Park/Rec areas 5.8% Musical Perform/Show 3.6% Fishing 3.4% Nightclub/Dancing
Average Daily Expenditures per Person (Day Trip)	\$89.33 Per Person
Average Daily Expenditures per Person (All Trips)	\$97.87 Per Person Per Trip
Average Expenditures per Travel Party per Trip	\$595.26 Per Party Per Trip
Average Trip Length	2.18 days

Source: *Tourism Economics FY16 Economic Impact Report based on TNS TravelsAmerica Data*

LC/January 10, 2017