



## 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	\$80,200
Average Education Level	48.4% have bachelor's degree or higher 35.1% have some college education 16.4% have no college education
Average Leisure Party Travel Size	2.77
Presence of Children on Trip	30.2% Adult(s) with 1 or more child(ren) 69.8% No children on trip
Age Groups of Adults on Trip	6.2% Age 18-24 22.6% Age 25-34 15.8% Age 35-44 18.6% Age 45-54 20.3% Age 55-64 16.4% Age 65+
Top 10 Activities (Excluding Visiting Relatives/Friends & Shopping)	10.8% Fine Dining 10.0% Rural Sightseeing 9.4% Museums 7.6% Historic Sites/Churches 7.4% Urban Sightseeing 6.4% Musical Performance/Show 4.9% Theme/Amusement Park 4.8% Casino/Gaming 4.7% State Park/Recreation Areas 4.2% Fishing
Average Daily Expenditures per Person (Day Trip)	\$90.49 Per Person
Average Daily Expenditures per Person (All Trips)	\$98.75 Per Person Per Trip
Average Expenditures per Travel Party per Trip	\$601.78 Per Party Per Trip
Average Trip Length (day and overnight)	2.2 days

Sources: TNS TravelsAmerica Data & FY17 Economic Impact Report by Tourism Economics  
July 2016 – June 2017 (FY17)

LC/January 31, 2018