

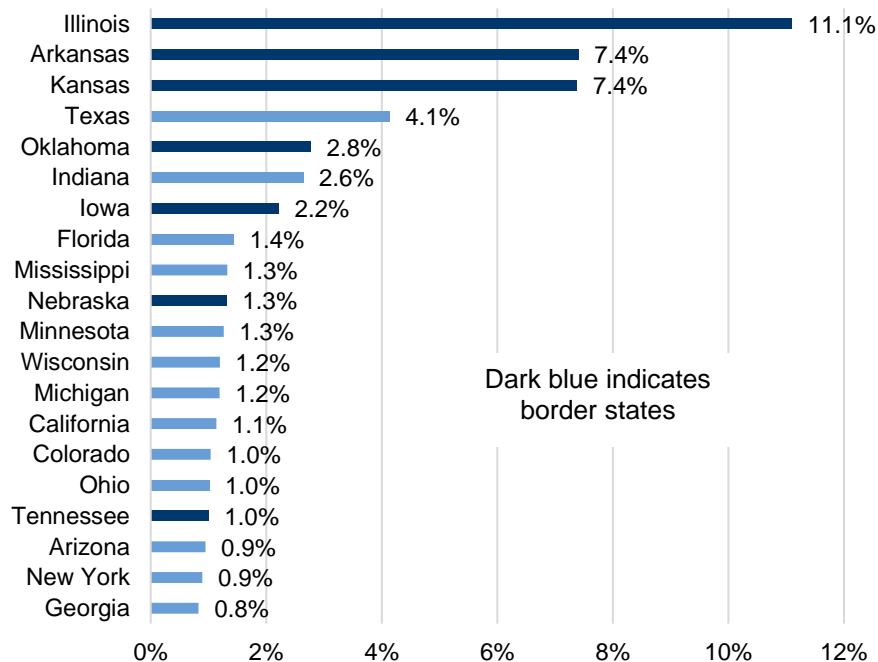


## SOURCE MARKETS OF VISITORS TO MISSOURI

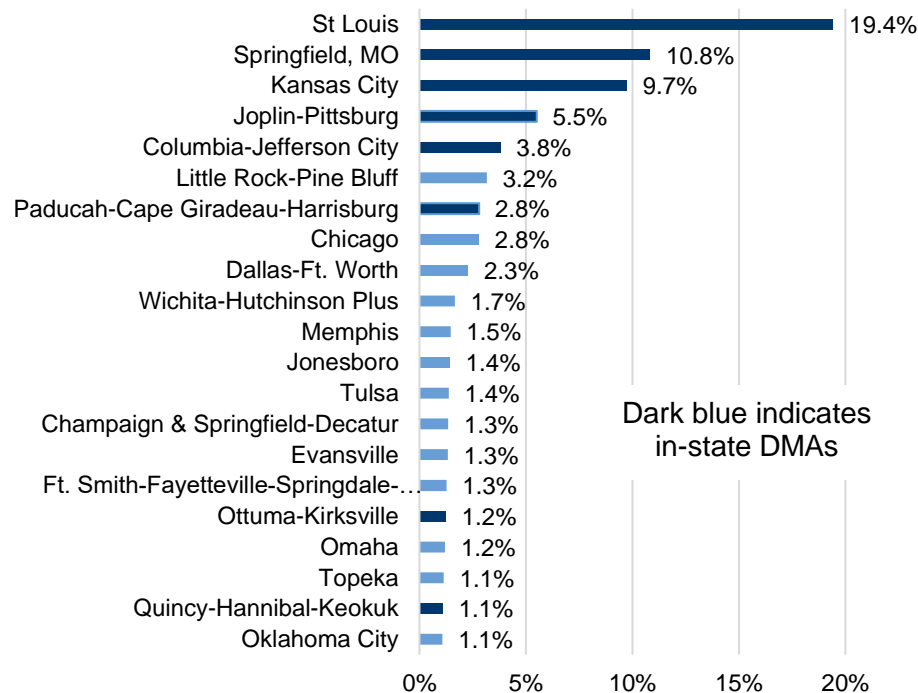
- Missouri's tourism is primarily regional with 43.3% of all visitors come from within the state. Neighboring states are also key source markets.
- By Destination Marketing Area (DMA), larger Missouri metro areas are the key source markets

### Top Source Markets by State

% of total visitors, Missouri =43.3% of the total

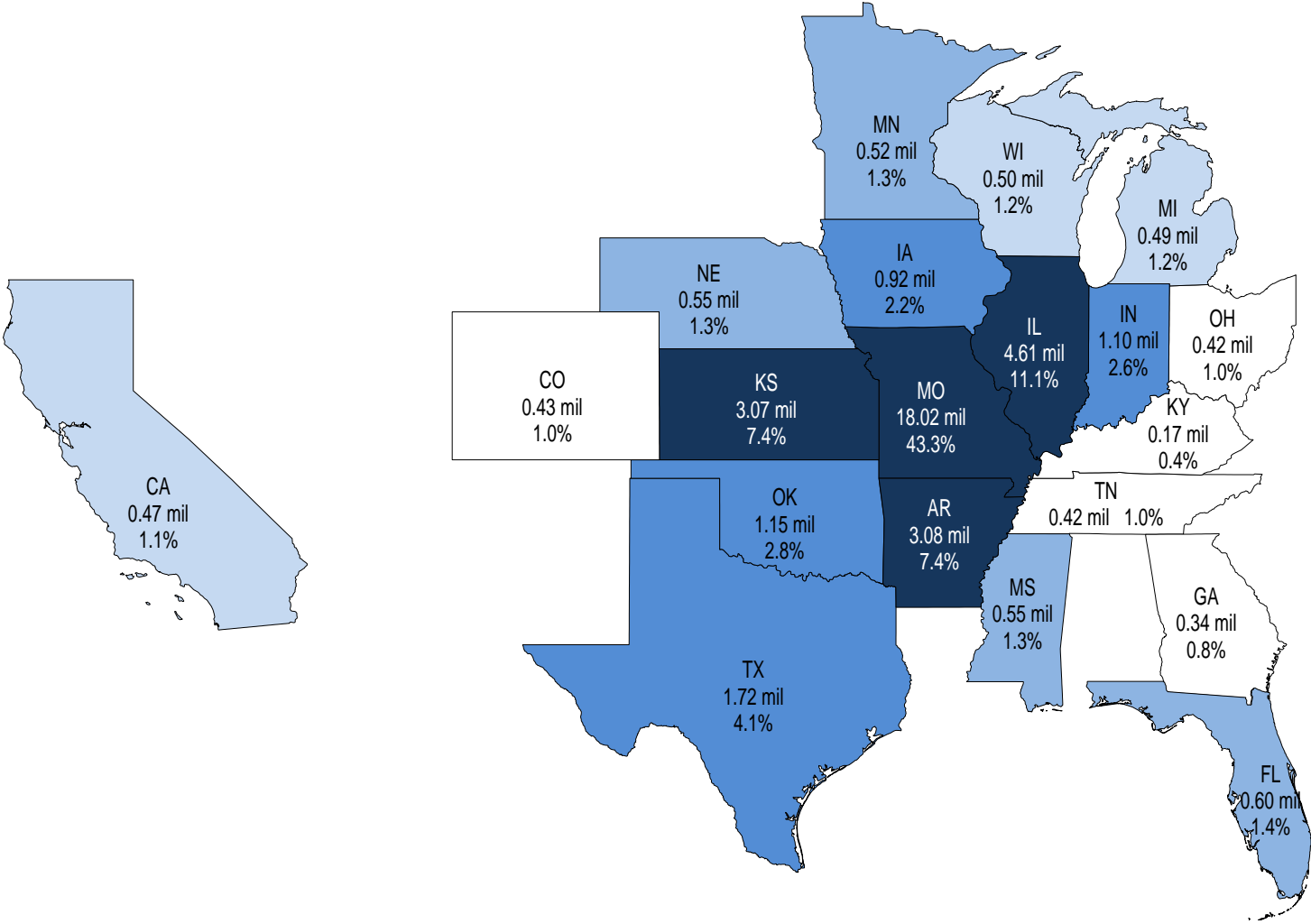


### Top Source DMA Regions



Source: TravelTrakAmerica Data  
July 2017 – June 2018 (FY18)

# MAP OF TOP SOURCE MARKETS BY STATE



Source: TravelTrakAmerica Data  
 July 2017 – June 2018 (FY18)