

Missouri Division of Tourism

Fiscal Year 2009

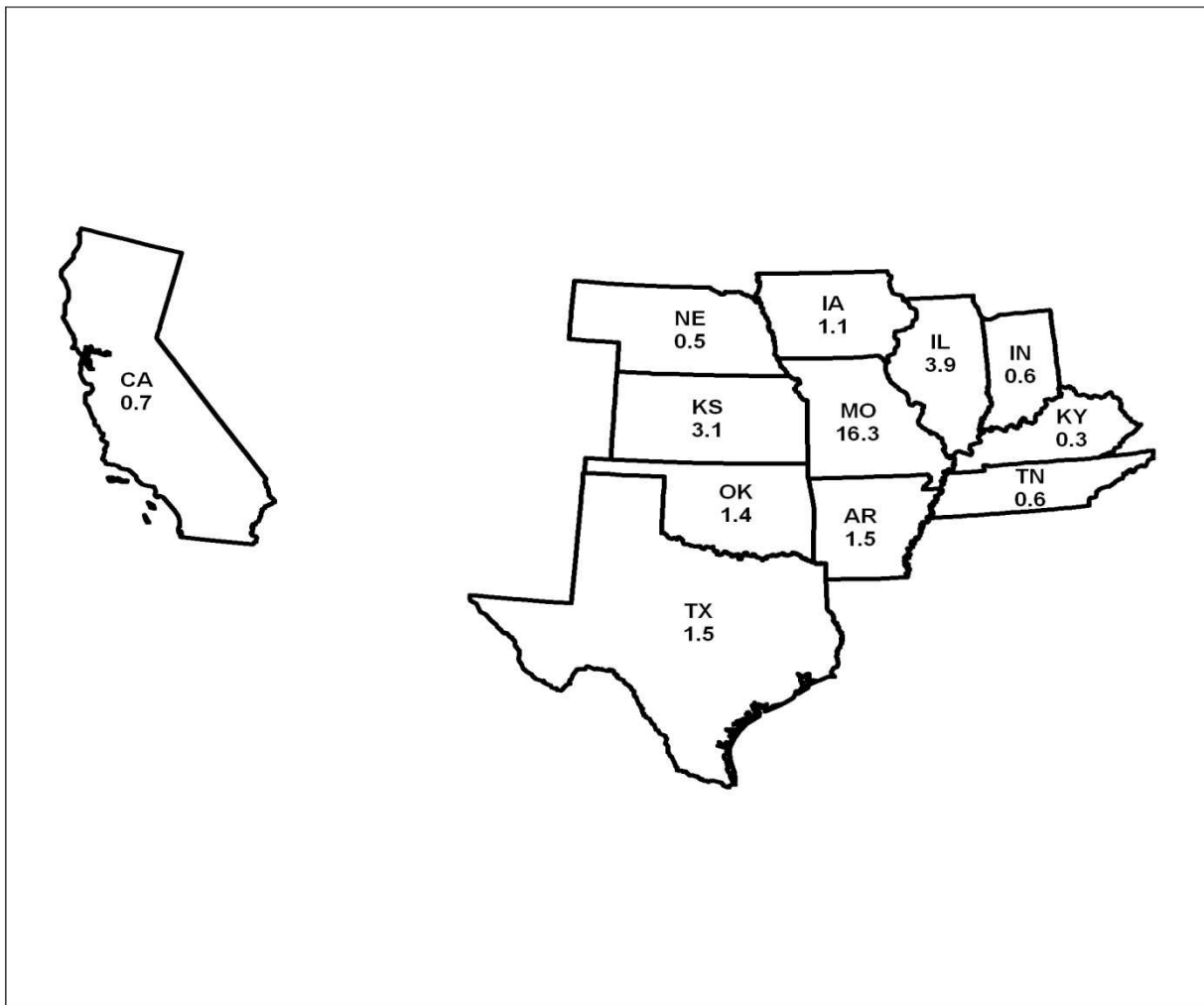
Top Originating Visitor Locations:

By State and by DMA



Number of Domestic Visitors to Missouri from Select States, FY09 (In Millions)

Most of Missouri's visitors during FY09 (78.7%) came from the nine states comprising Missouri and its neighboring states. However, Texas, Indiana, and California are all non-neighboring states which contributed more than 500,000 visitors.

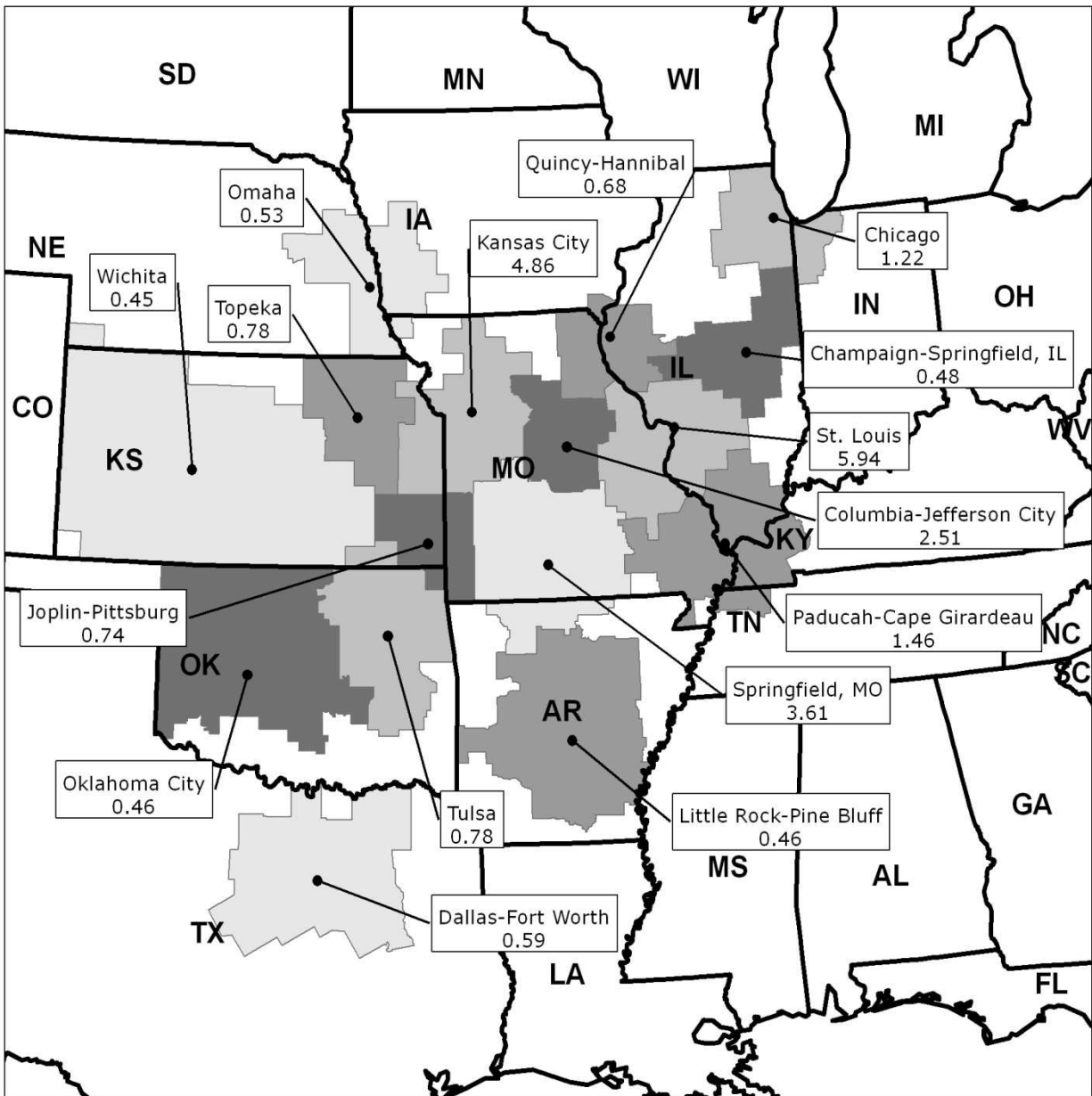


Source: University of Missouri FY09 Economic Impact Report based upon TNS TravelsAmerica Data

Originating DMAs

Sixteen DMAs each supplied over 445,000 visitors to Missouri during FY09. Combined, they accounted for just over 24 million, or 65.5%, of all of Missouri's FY09 visitors.

Number of Visitors to Missouri from Select DMAs, FY09 (In Millions)



Source: University of Missouri FY09 Economic Impact Report based upon TNS TravelsAmerica Data