

Missouri Division of Tourism

Fiscal Year 2010

Top Originating Visitor Locations:

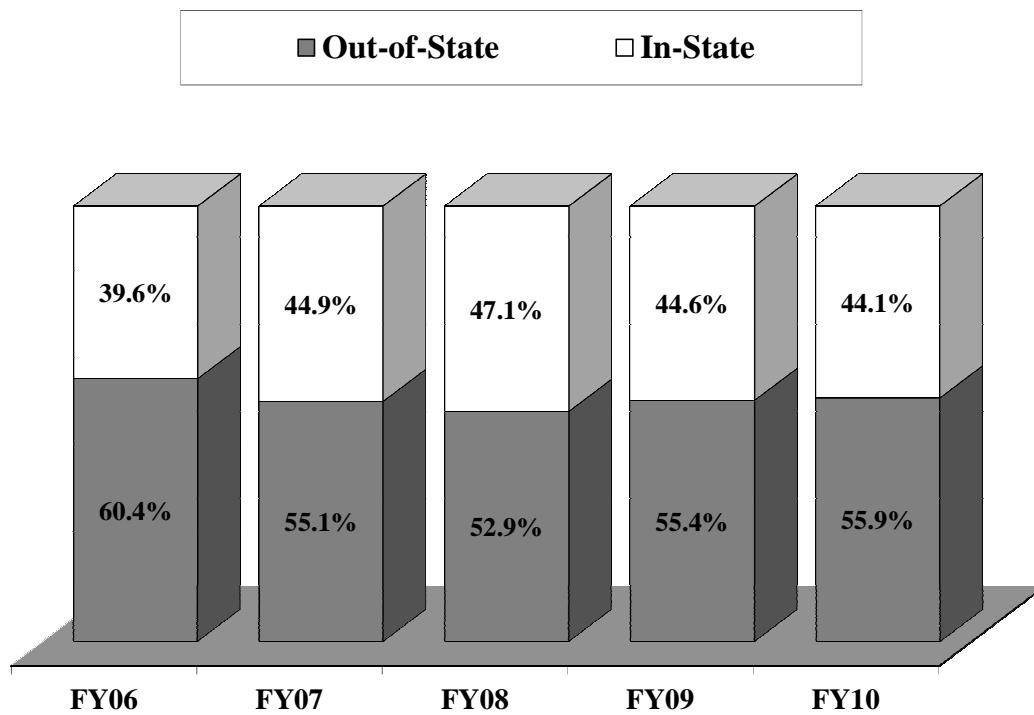
By State and by DMA



In-State vs. Out-of-State Visitors

The percentage of domestic travelers visiting Missouri from out-of-state increased during FY10 to 55.9%, up from 55.4% during FY09.

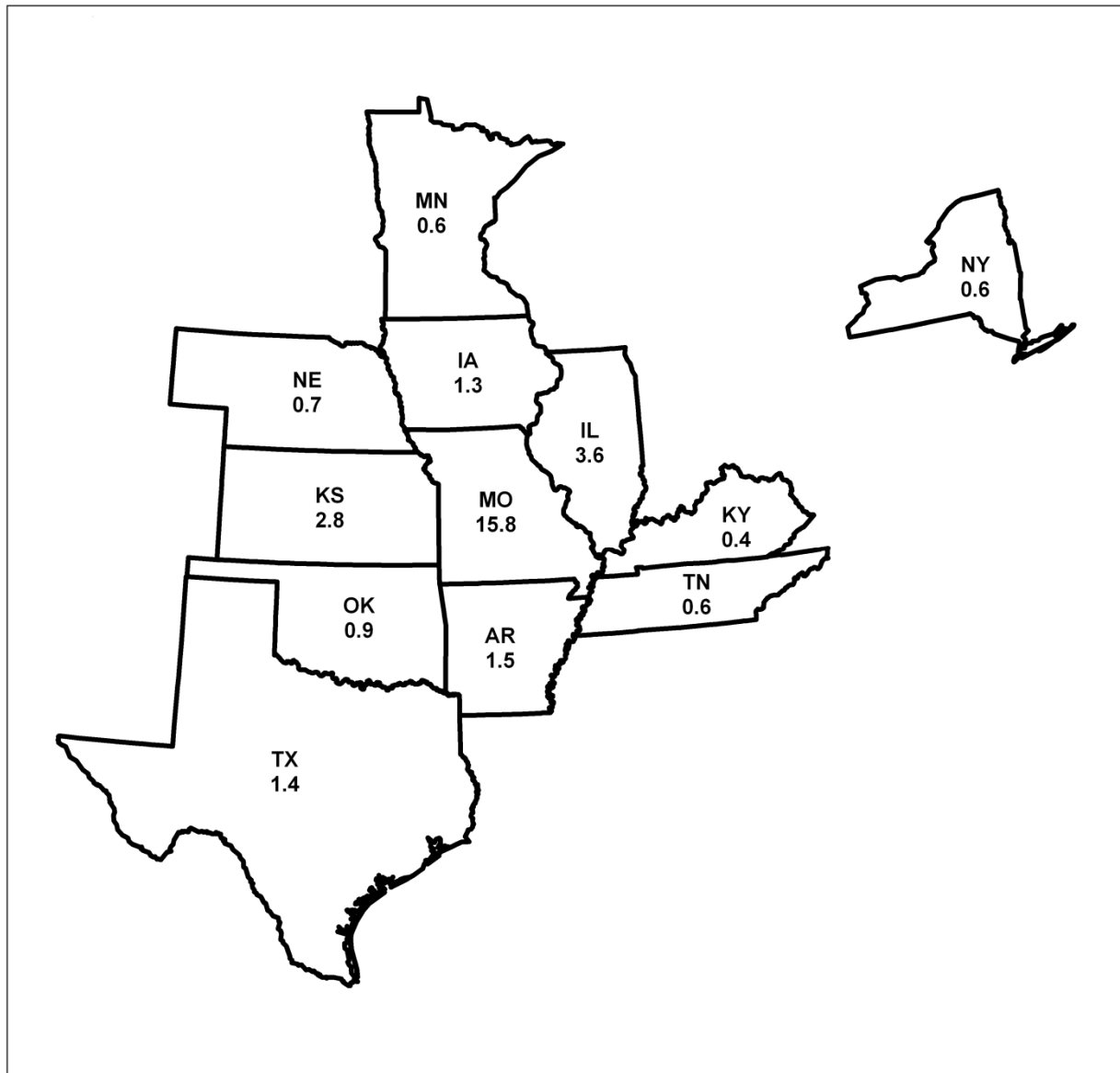
Residence Status of Missouri Travelers



Source: University of Missouri FY10 Economic Impact Report based upon TNS TravelsAmerica Data

Number of Domestic Visitors to Missouri from Select States, FY10 (In Millions)

Most of Missouri's visitors during FY10 (77.1%) came from the nine states comprising Missouri and its neighboring states. The eight neighboring states accounted for 59.1% of all out-of-state travelers. Texas, Minnesota, and New York are all non-neighboring states which contributed more than 590,000 visitors.

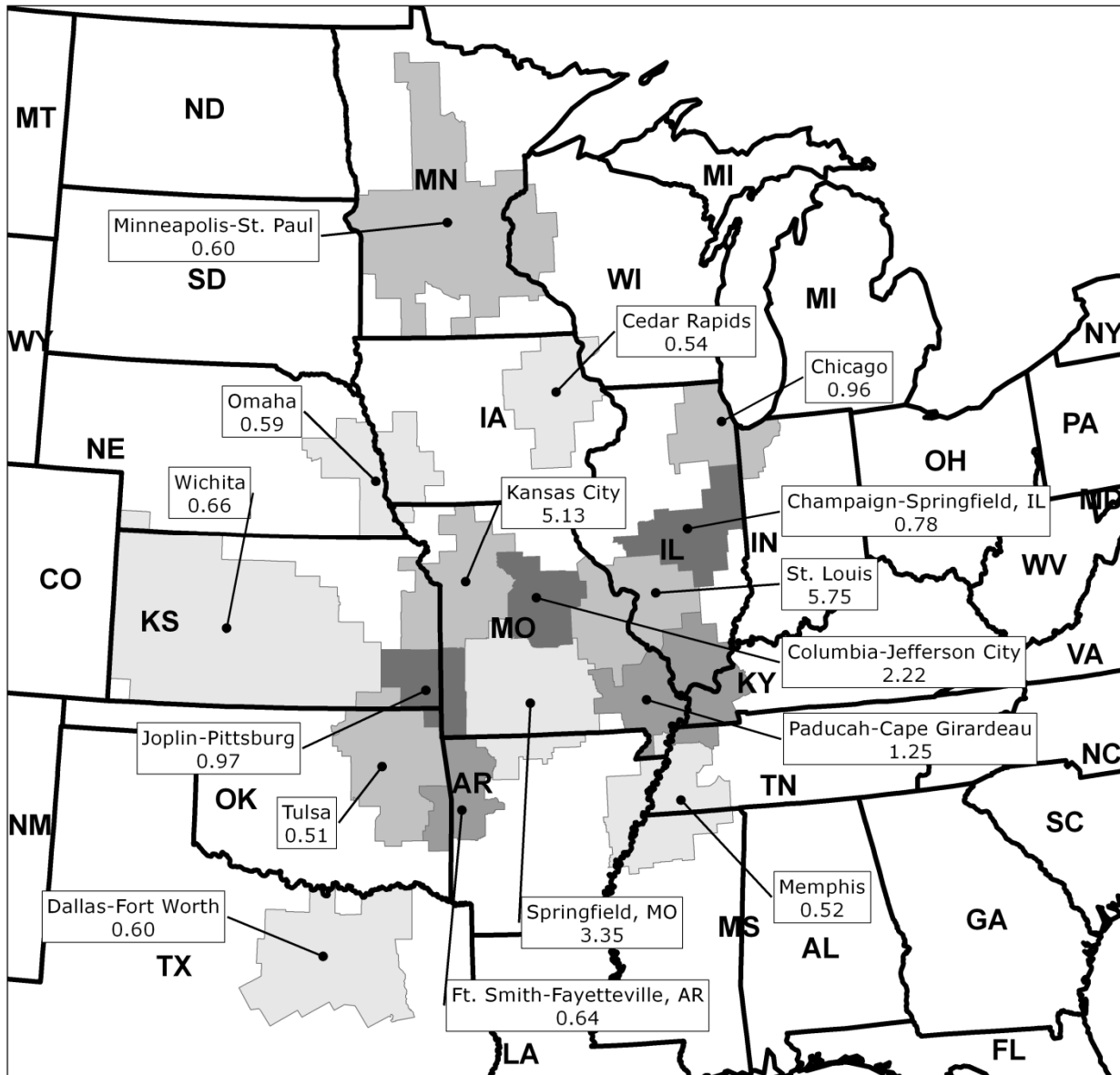


Source: University of Missouri FY10 Economic Impact Report based upon TNS TravelsAmerica Data

Originating DMAs

Sixteen DMAs each supplied over 500,000 visitors to Missouri during FY10. Combined, they accounted for just over 25 million, or 70%, of all of Missouri's FY10 visitors. The top 16 DMAs accounted for 65.5% of all of Missouri's visitors during FY09.

Number of Visitors to Missouri from Select DMAs, FY10 (In Millions)



Source: University of Missouri FY10 Economic Impact Report based upon TNS TravelsAmerica Data