

Missouri Division of Tourism

Fiscal Year 2011

Top Originating Visitor Locations:

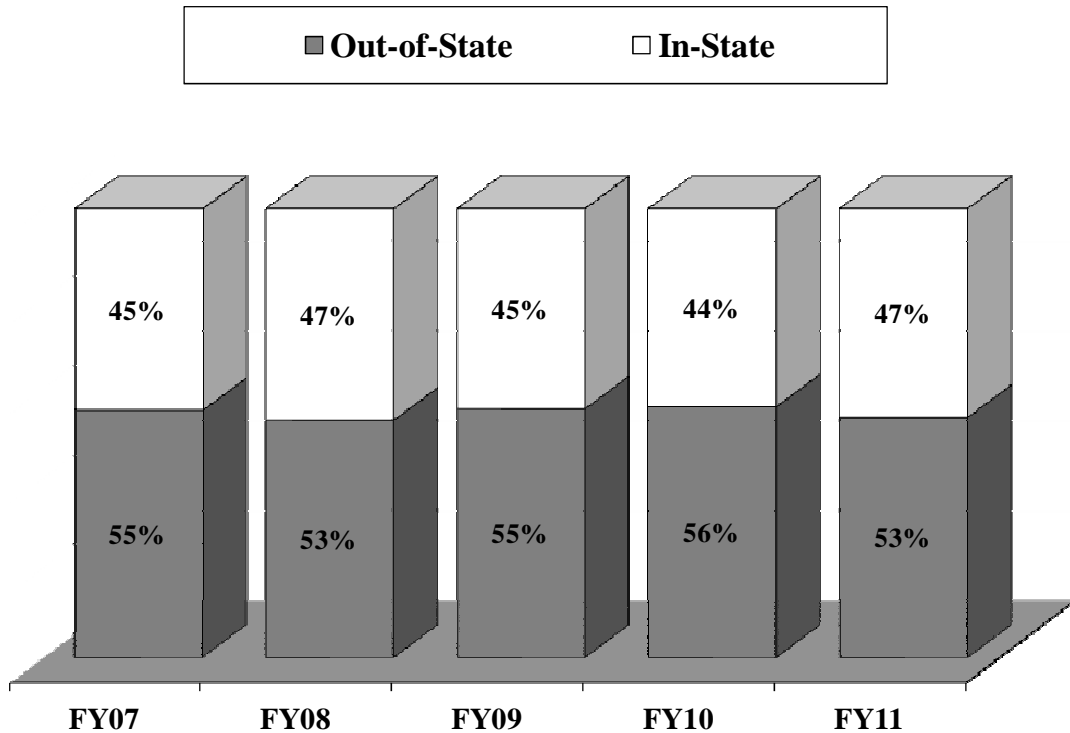
By State and by DMA



In-State vs. Out-of-State Visitors

The percentage of domestic travelers visiting Missouri from out-of-state during FY11 decreased to 53.5%, down from 55.9% during FY10.

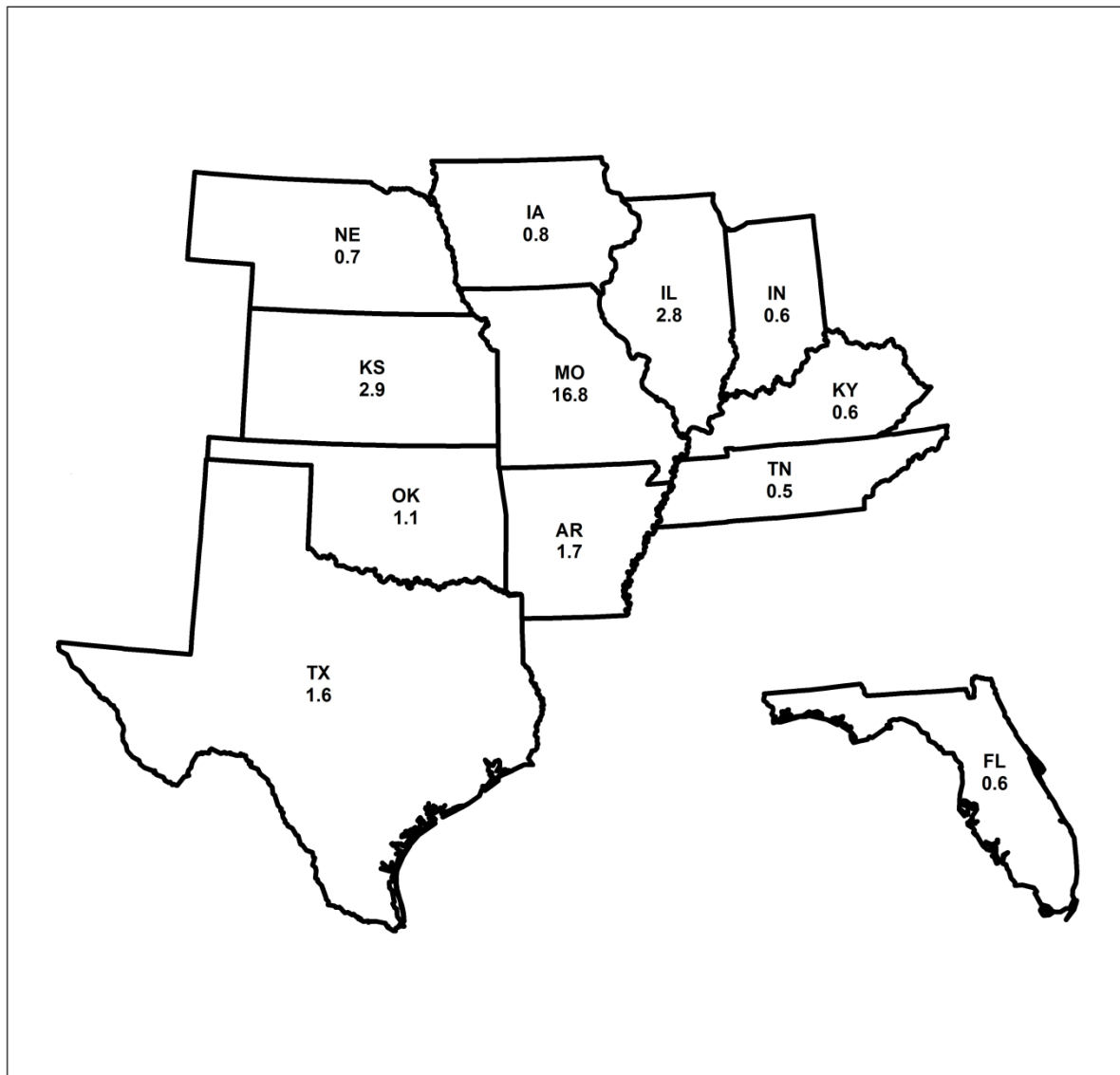
Residence Status of Missouri Travelers



Source: University of Missouri FY11 Economic Impact Report based upon TNS TravelsAmerica Data

Number of Domestic Visitors to Missouri from Select States, FY11 (In Millions)

Most of Missouri's visitors during FY11 (77.4%) came from the nine states comprising Missouri and its neighboring states. The eight neighboring states accounted for 57.8% of all out-of-state travelers. Texas, Minnesota, and New York are all non-neighboring states which contributed more than 590,000 visitors.

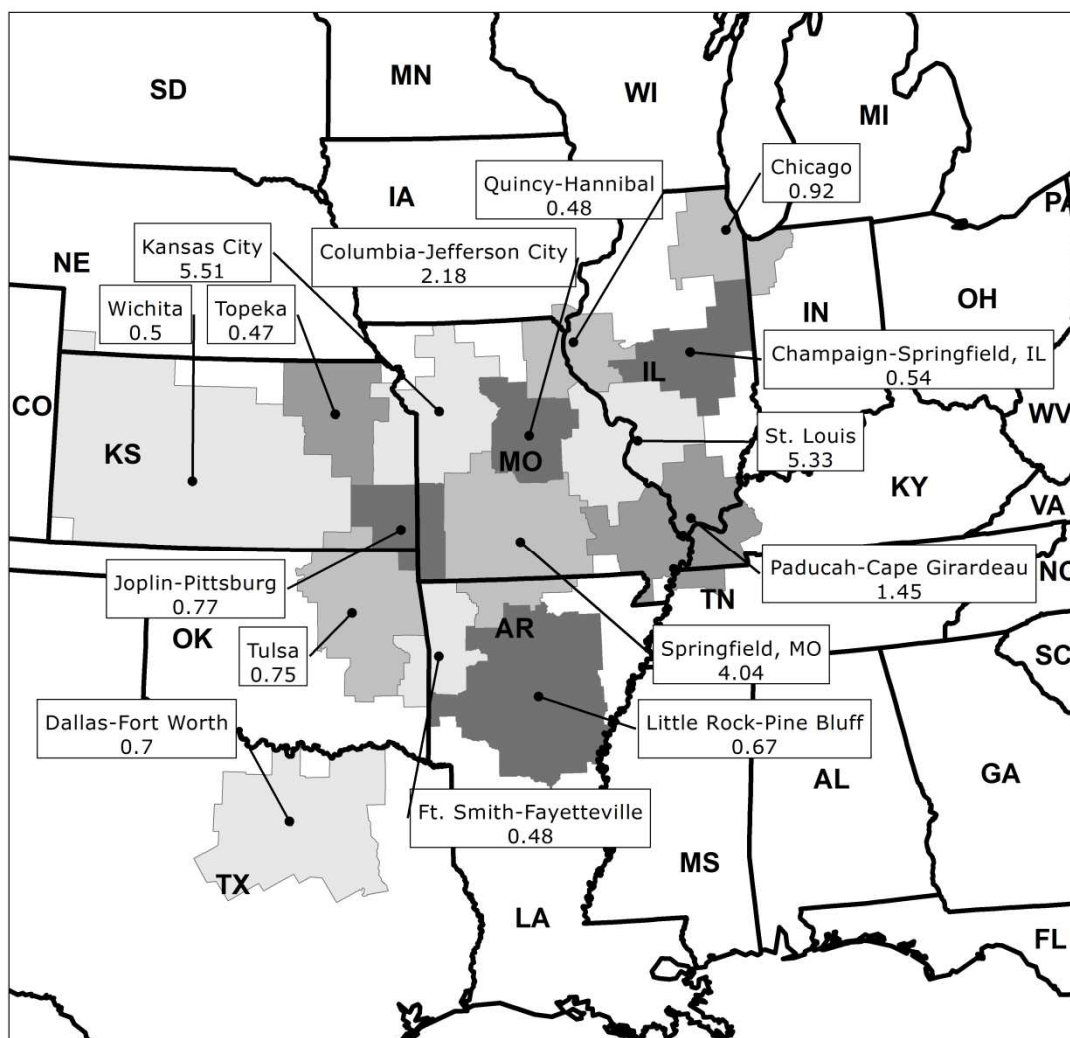


Source: University of Missouri FY11 Economic Impact Report based upon TNS TravelsAmerica Data

Originating DMAs

Fifteen DMAs each supplied over 470,000 visitors to Missouri during FY11. Combined, they accounted for almost 25 million, or 69%, of all of Missouri's FY11 visitors.

Number of Visitors to Missouri from Select DMAs, FY11 (In Millions)



Source: University of Missouri FY11 Economic Impact Report based upon TNS TravelsAmerica Data