

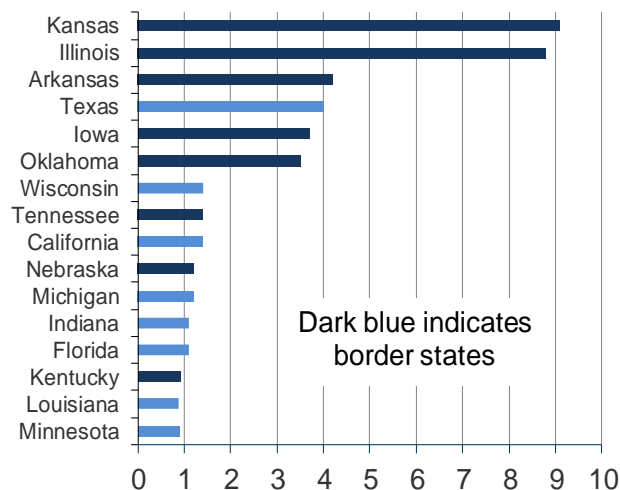


SOURCE MARKETS OF VISITORS TO MISSOURI

- MISSOURI'S TOURISM IS REGIONAL AND NEARLY HALF OF ALL VISITORS COME FROM WITHIN THE STATE. NEIGHBORING STATES ARE ALSO KEY SOURCE MARKETS.
- BY DESTINATION MARKETING AREA (DMA), THE LARGER METRO AREAS ARE THE KEY SOURCE MARKETS.

Top Source Markets by State

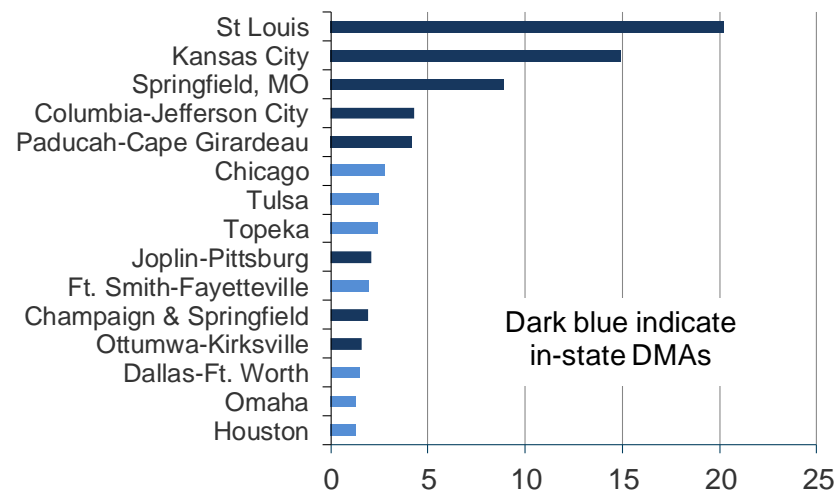
FY2013, % of total visitors, Missouri=47% of the total



Sources: TNS, Tourism Economics

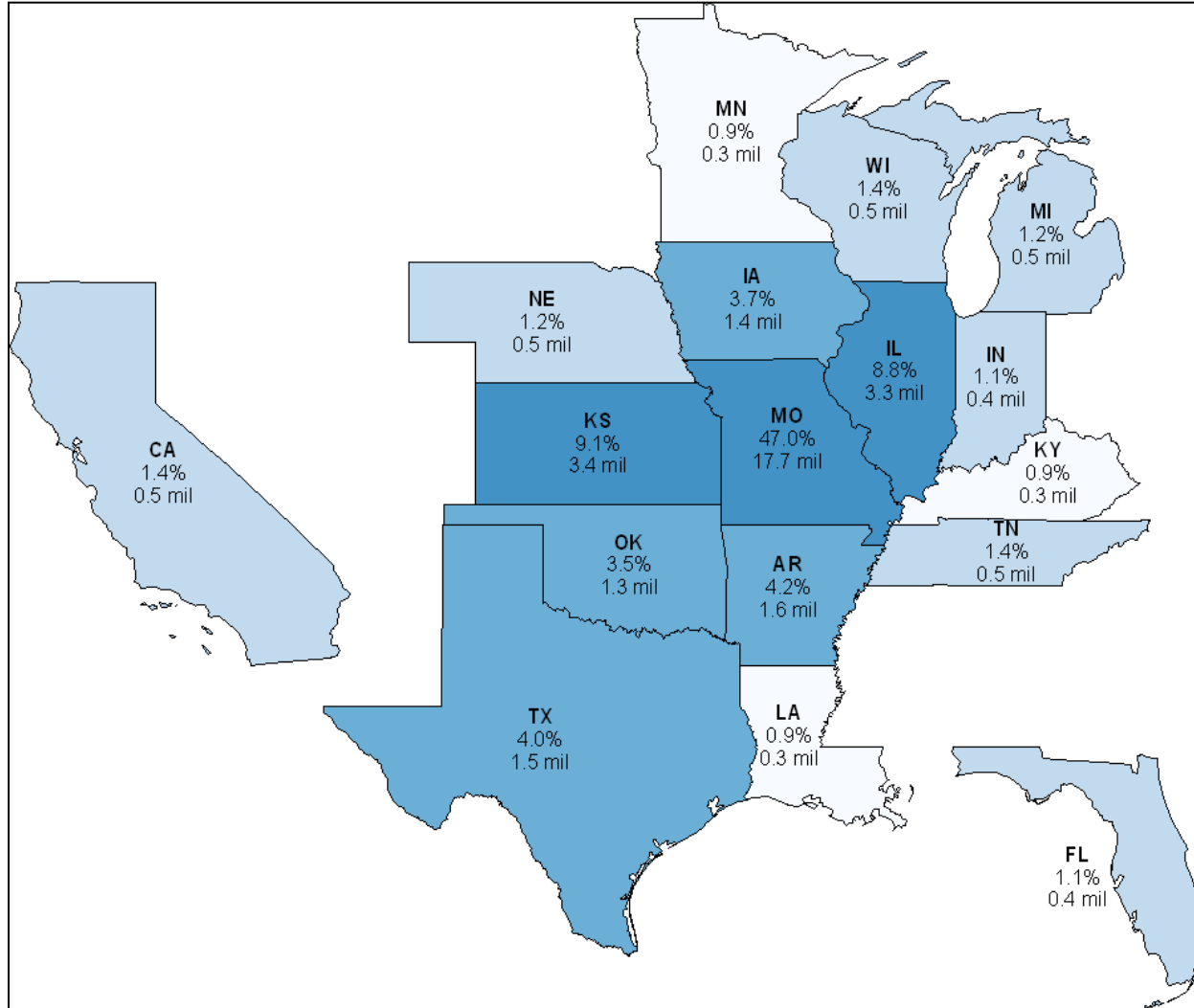
Top Source DMA Regions

FY2013, % of total visitors



Sources: TNS, Tourism Economics

MAP OF SOURCE MARKETS BY STATE



SOURCE: Economic Impact of Tourism in Missouri Report
Tourism Economics/TNS Travels America Data
July 2012 – June 2013 (FY13)

LC/February 25, 2014