

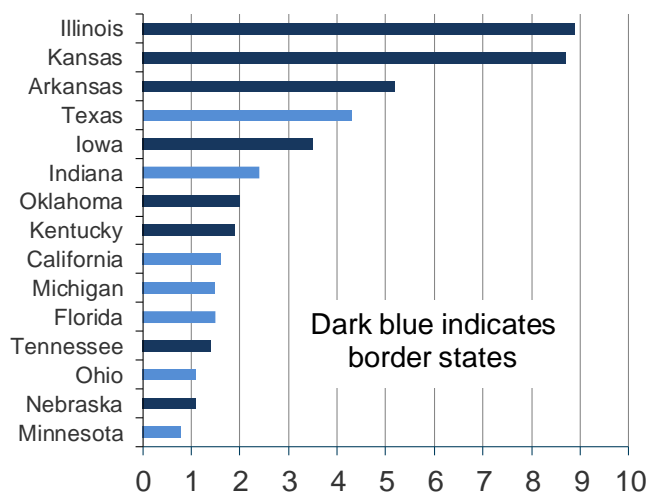


## SOURCE MARKETS OF VISITORS TO MISSOURI

- 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.

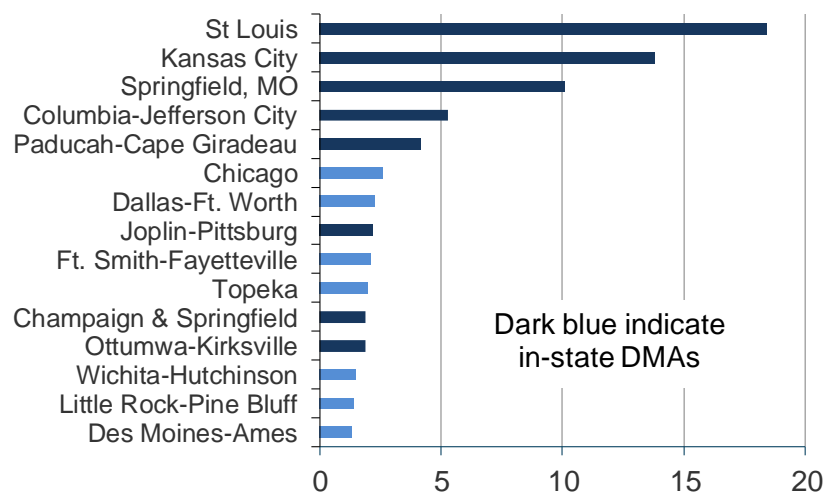
### Top Source Markets by State

FY2014, % of total visitors, Missouri=45% of the total



### Top Source DMA Regions

FY2014, % of total visitors

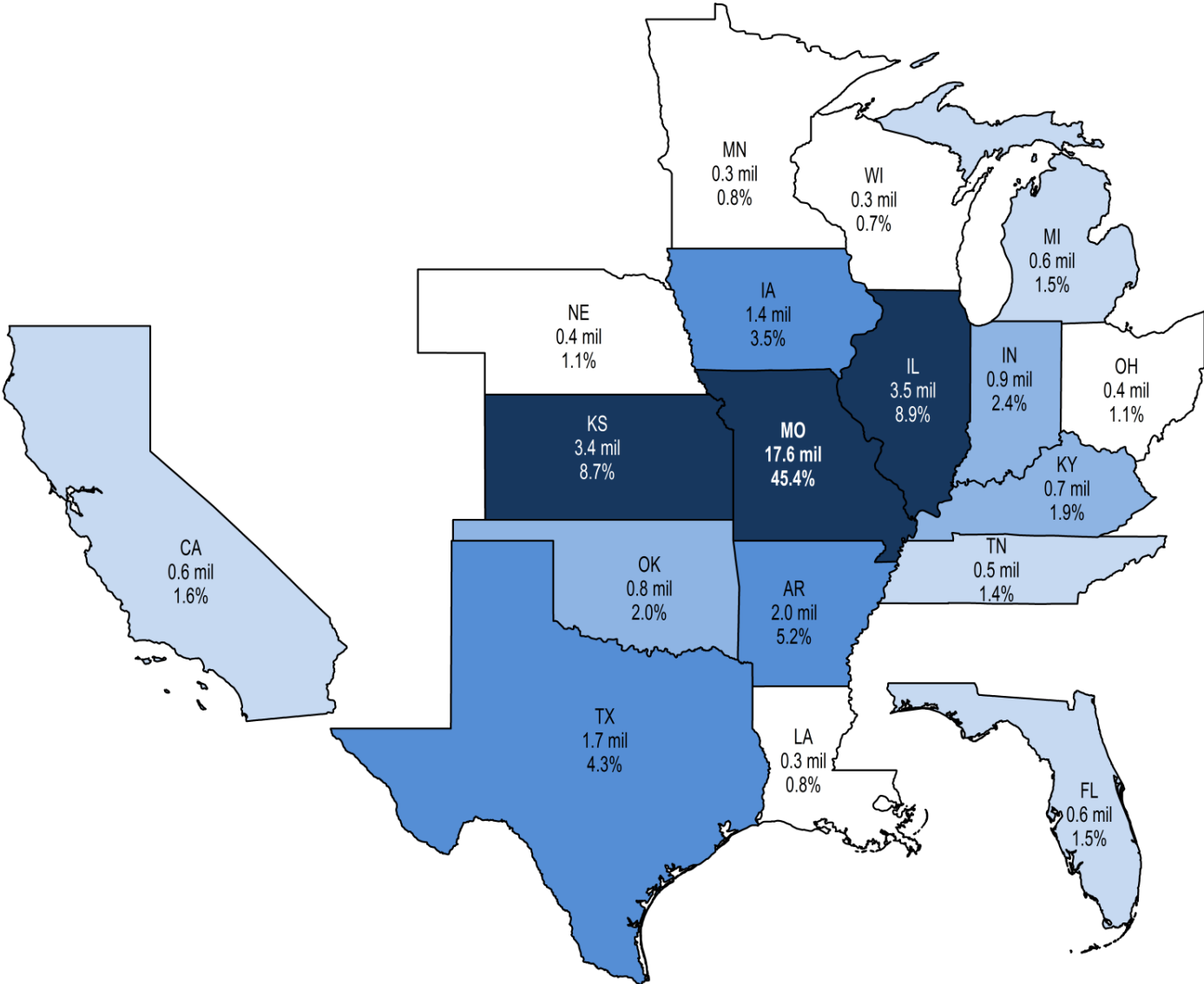


Sources: TNS, Tourism Economics

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*SOURCE: Economic Impact of Tourism in Missouri Report  
Tourism Economics/TNS Travels America Data  
July 2013 – June 2014 (FY14)*

# MAP OF SOURCE MARKETS BY STATE



SOURCE: *Economic Impact of Tourism in Missouri Report*  
 Tourism Economics/TNS Travels America Data  
 July 2013 – June 2014 (FY14)