

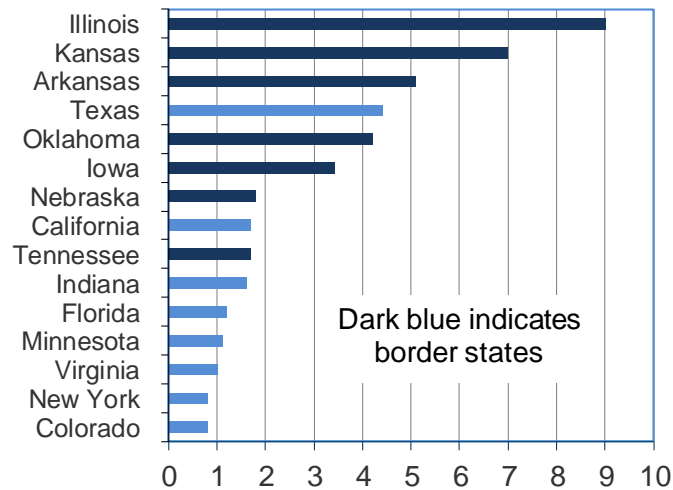


SOURCE MARKETS OF VISITORS TO MISSOURI

- 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.

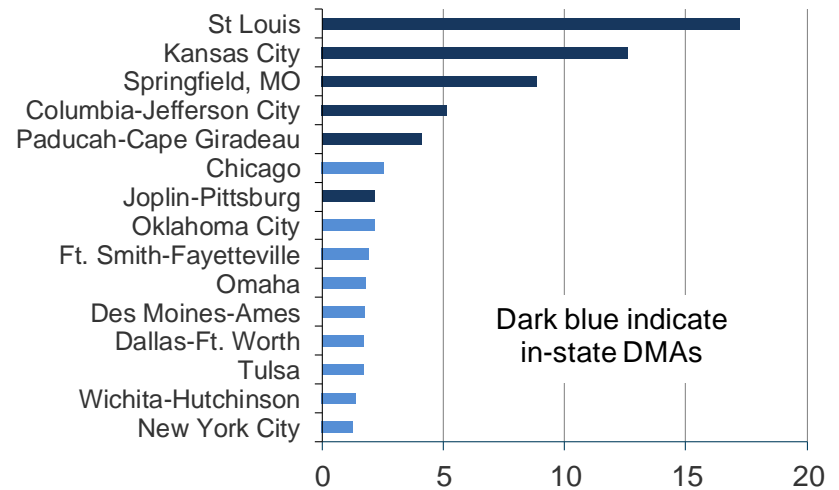
Top Source Markets by State

FY2015, % of total visitors, Missouri=44.8% of the total



Top Source DMA Regions

FY2015, % of total visitors

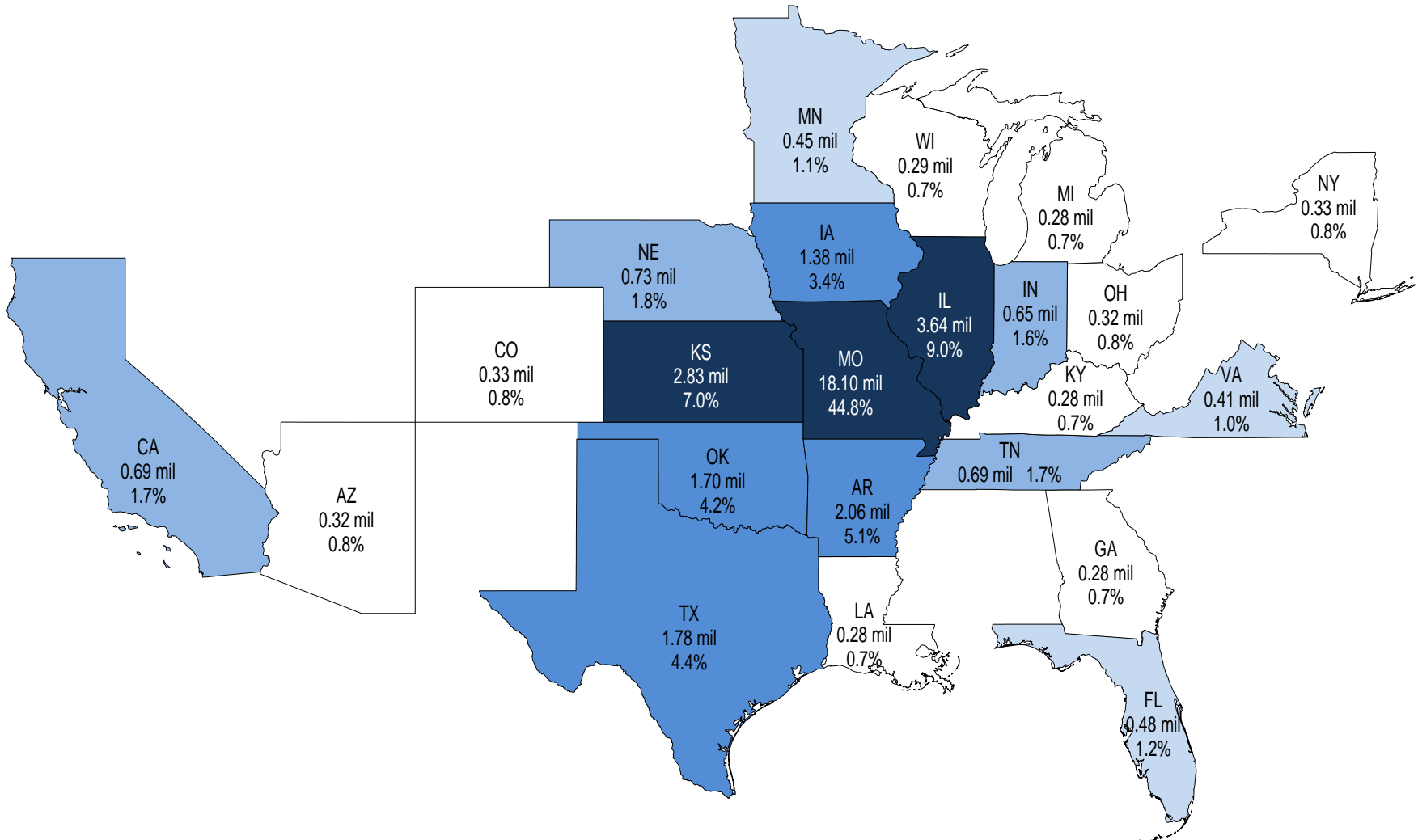


Sources: TNS, Tourism Economics

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*SOURCE: Economic Impact of Tourism in Missouri Report
Tourism Economics/TNS Travels America Data
July 2014 – June 2015 (FY15)*

MAP OF SOURCE MARKETS BY STATE



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