

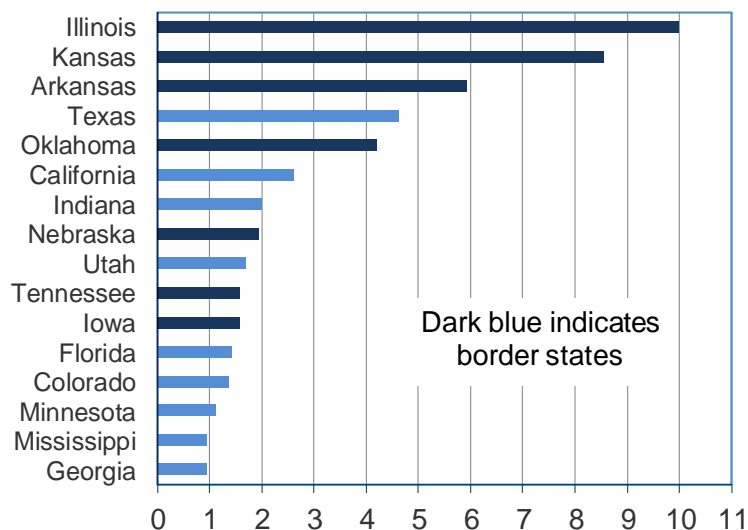


SOURCE MARKETS OF VISITORS TO MISSOURI

- **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

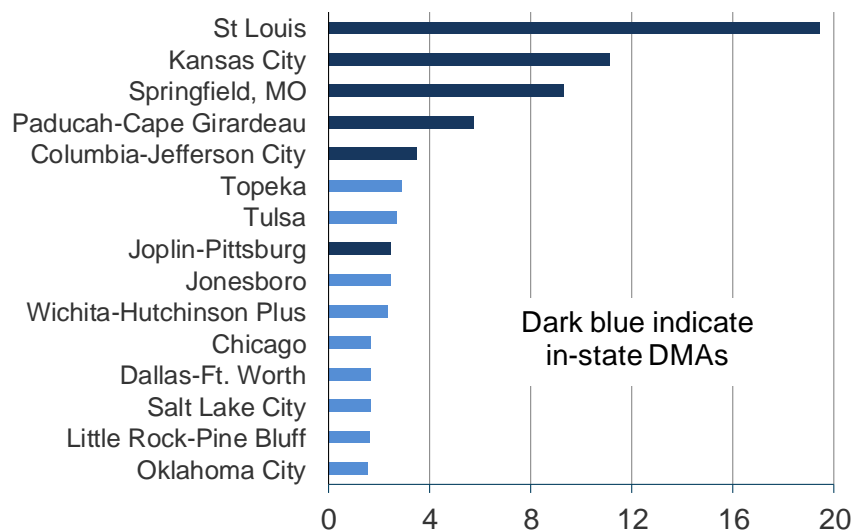
FY2016, % of total visitors, Missouri = 43.2% of the total



Sources: TNS, Tourism Economics

Top Source DMA Regions

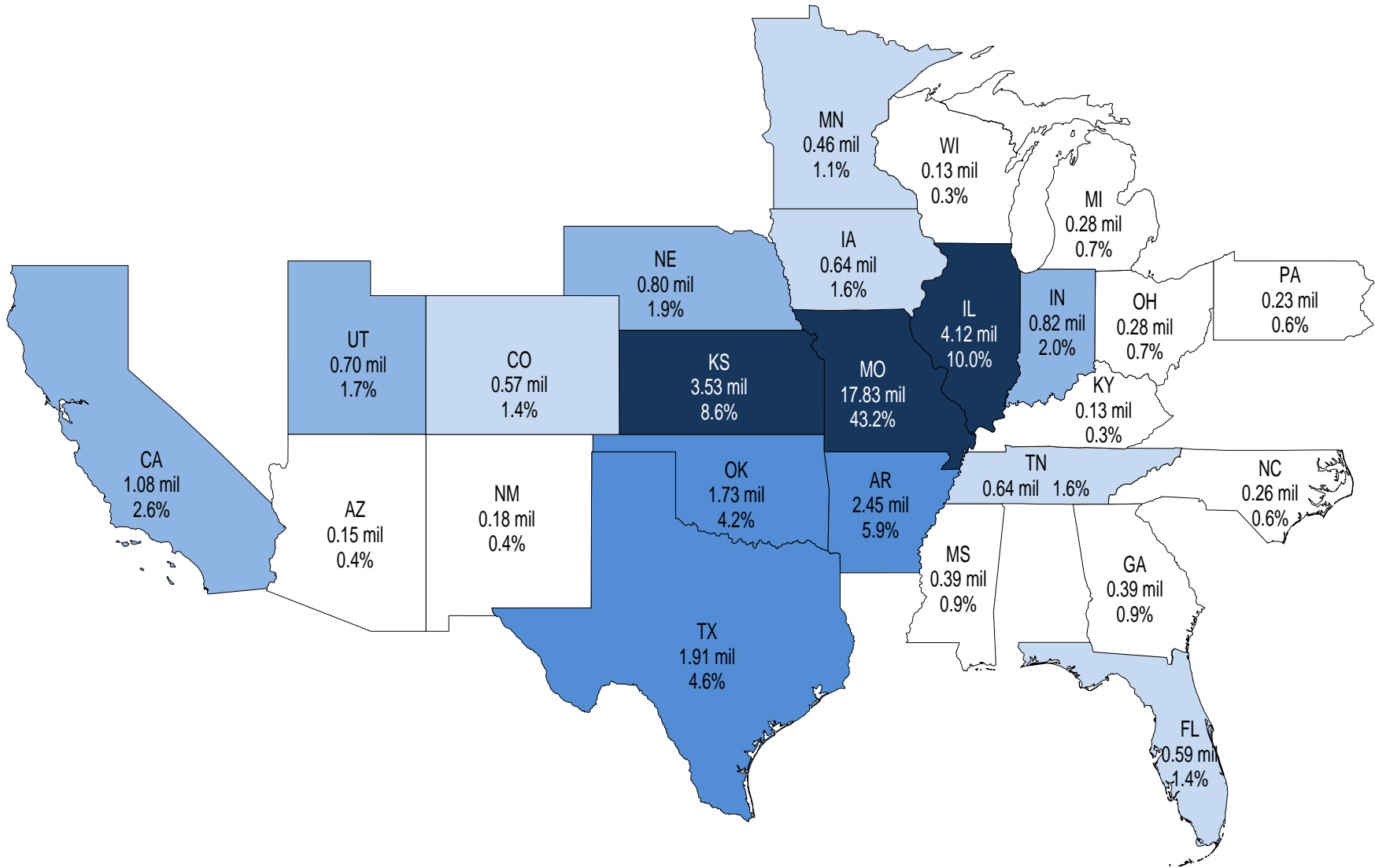
FY2016, % of total visitors



Sources: TNS, Tourism Economics

*SOURCE: Economic Impact of Tourism in Missouri Report
Tourism Economics/TNS Travels America Data
July 2015 – June 2016 (FY16)*

MAP OF SOURCE MARKETS BY STATE



*SOURCE: Economic Impact of Tourism in Missouri Report
 Tourism Economics/TNS Travels America Data
 July 2015 – June 2016 (FY16)*