



MISSOURI TRAVELER ACTIVITIES

This activity information is for all travelers who were visitors in Missouri from all 50 states, not just from the states where the Missouri Division of Tourism (MDT) markets.

Activities Engaged in While Traveling in Missouri			
Visiting relatives	23.9%	Old homes/mansions	2.2%
Shopping	19.2%	Bird watching	1.6%
Visiting friends	11.7%	Local/folk arts/crafts	1.5%
Fine dining	11.5%	Golf	1.3%
Rural sightseeing	9.6%	Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	1.3%
Museums	9.0%	Hunting	1.2%
Urban sightseeing	7.5%	Amateur Sports (participant)	1.0%
Musical performance/show	7.4%	ATV/Four-wheeling	0.9%
Historic sites/churches	7.3%	Native American ruins/Rock art	0.9%
Theme/ Amusement/ Water	6.5%	Nature travel/ecotouring	0.9%
State Park/Monuments/ Recreation areas	5.5%	Horseback riding	0.8%
Casino/gaming	4.8%	Symphony/opera/concert	0.8%
Family reunion	4.8%	Distilleries	0.8%
Camping	4.6%	Water skiing	0.8%
Zoos/ Aquariums/ Aviaries	4.4%	Beach	0.7%
Fishing	4.0%	Biking /Road biking/ Cycling	0.5%
Nightclub/dancing	4.0%	Rodeo/State fair	0.5%
Wildlife viewing	3.9%	Spa/health club	0.5%
Musical theater	3.6%	Farms/ Ranches/ Agri-tours	0.5%
Theater/drama	3.6%	Mountain biking	0.5%
Amateur Sports (spectator)	3.5%	High School/College reunion	0.3%
Other nature (photography, rockhound, etc.)	3.0%	Motor sports - NASCAR/Indy	0.3%
National Park/Monuments/ Recreation areas	2.9%	Rock/mountain climbing	0.3%
Major/ Professional Sports	2.9%	Area where a TV show or movie was filmed	0.2%
Craft breweries	2.9%	Sailing	0.2%
Gardens	2.9%	Scuba diving/snorkeling	0.2%
Motor boat/Jet ski	2.9%	Hang gliding/ Skydiving/ Base jumping	0.1%
Special events/Festivals	2.8%	Horseracing	0.1%
Wine tasting/winery tour	2.8%	Skiing/snowboarding	0.1%
Art galleries	2.7%	Snowmobiling	0.1%
Caverns	2.7%	Other snow sports	0.0%
Hiking/ Backpacking/ Canyoneering	2.4%	Tennis	0.0%

Source: TravelTrakAmerica Data
July 2017 – June 2018 (FY18)

LC/February 15, 2019