



ACTIVITIES OF OVERALL VISITORS TO MISSOURI FY09

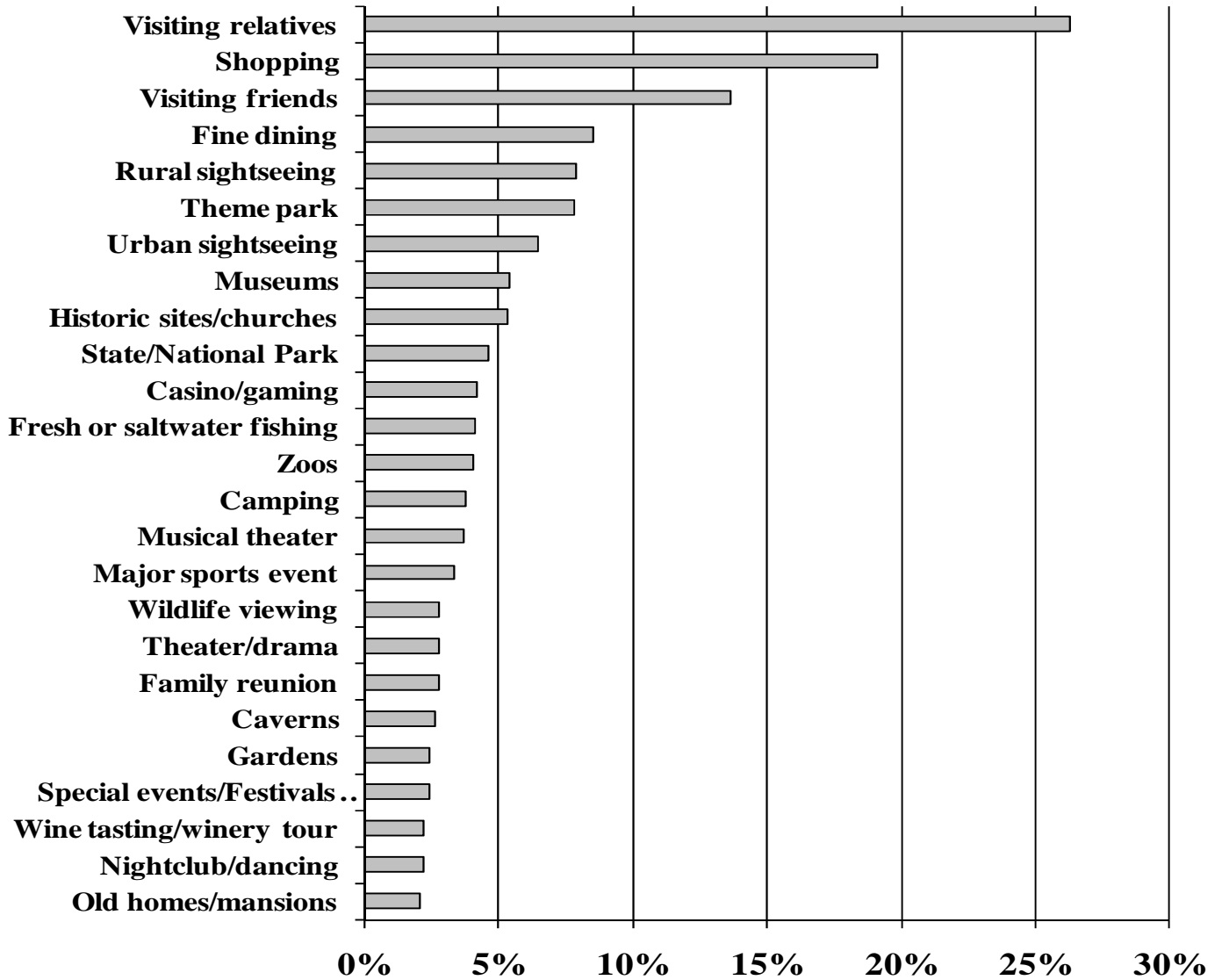
*SOURCE: Economic Impact of Missouri's Tourism & Travel Industry
University of Missouri/TNS Travels America Data
July 2008 – June 2009 (FY09)*

VISITOR ACTIVITIES

(Visitors from all Markets)

TNS TravelsAmerica asks respondents to identify any of 50 activities they may have engaged in while visiting Missouri. The largest percentage of visitors reported the activity Visiting Relatives (26.3%). This was followed by Shopping (19.1%), Visiting Friends (13.7%) and Fine Dining (8.5%).

**Percentage of Visitors to Missouri,
by Reported Activities, FY09
(Top Reported Activities -- 2%-35% of Visitors)**



VISITOR ACTIVITIES

(Visitors from all Markets)

The chart below is a continuation of the previous chart, showing the percentage of visitors reporting participation in the less-popular activities.

**Percentage of Visitors to Missouri,
by Reported Activities, FY09
(Bottom Reported Activities -- 0%-2% of Visitors)**

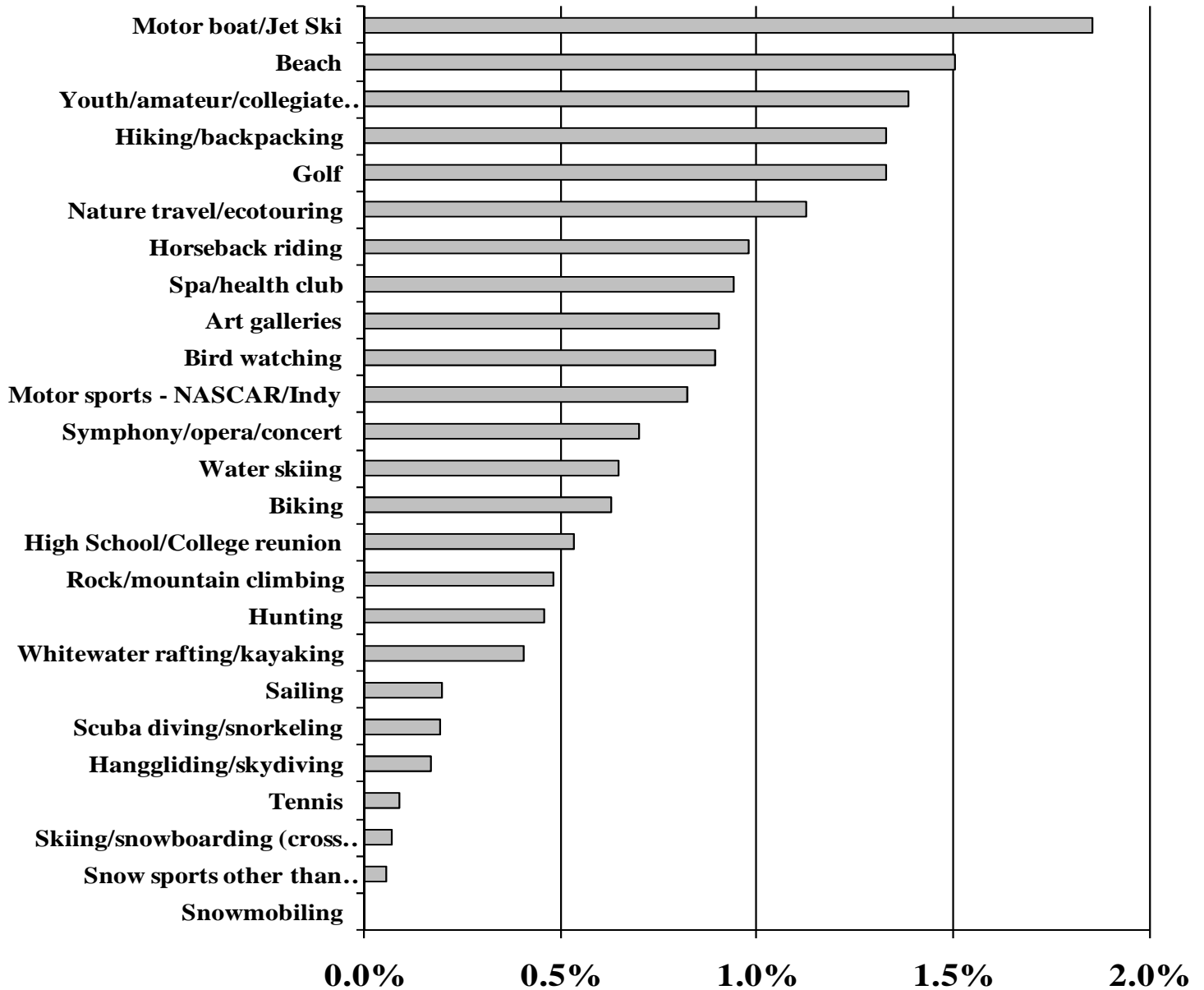


Table: Percentages of Domestic Visitors to Missouri, by Reported Activities.
 (Charts on two prior pages of this report are based upon these percentages.)

ACTIVITY	FY09	ACTIVITY	FY09
Art galleries	0.90%	Sailing	0.20%
Beach	1.51%	Scuba diving/snorkeling	0.19%
Biking	0.63%	Shopping	19.13%
Bird watching	0.89%	Skiing/snowboarding (cross country or downhill)	0.07%
Camping	3.77%	Snow sports other than skiing or snowmobiling	0.06%
Casino/gaming	4.22%	Snowmobiling	0.00%
Caverns	2.63%	Spa/health club	0.94%
Family reunion	2.76%	Special events/Festivals (e.g., Mardi Gras, hot air balloon)	2.42%
Fine dining	8.54%	State/National Park	4.62%
Fresh or saltwater fishing	4.15%	Symphony/opera/concert	0.70%
Gardens	2.45%	Tennis	0.09%
Golf	1.33%	Theater/drama	2.78%
Hanggliding/skydiving	0.17%	Theme park	7.80%
Hiking/backpacking	1.33%	Urban sightseeing	6.49%
Historic sites/churches	5.37%	Water skiing	0.65%
Horseback riding	0.98%	Whitewater rafting/kayaking	0.40%
Major sports event	3.37%	Wildlife viewing	2.79%
Motor sports - NASCAR/Indy	0.82%	Wine tasting/winery tour	2.24%
Museums	5.44%	Zoos	4.03%
Musical theater	3.67%	High School/College reunion	0.54%
Nature travel/ecotouring	1.13%	Hunting	0.46%
Nightclub/dancing	2.24%	Visiting friends	13.67%
Old homes/mansions	2.08%	Visiting relatives	26.27%
Rock/mountain climbing	0.48%	Youth/amateur/collegiate sporting events.	1.39%
Rural sightseeing	7.88%	Motor boat/Jet Ski	1.85%

Source all Charts: University of Missouri FY09 Economic Impact Report based upon TNS TravelsAmerica Data