



ACTIVITIES OF OVERALL VISITORS TO MISSOURI FY10

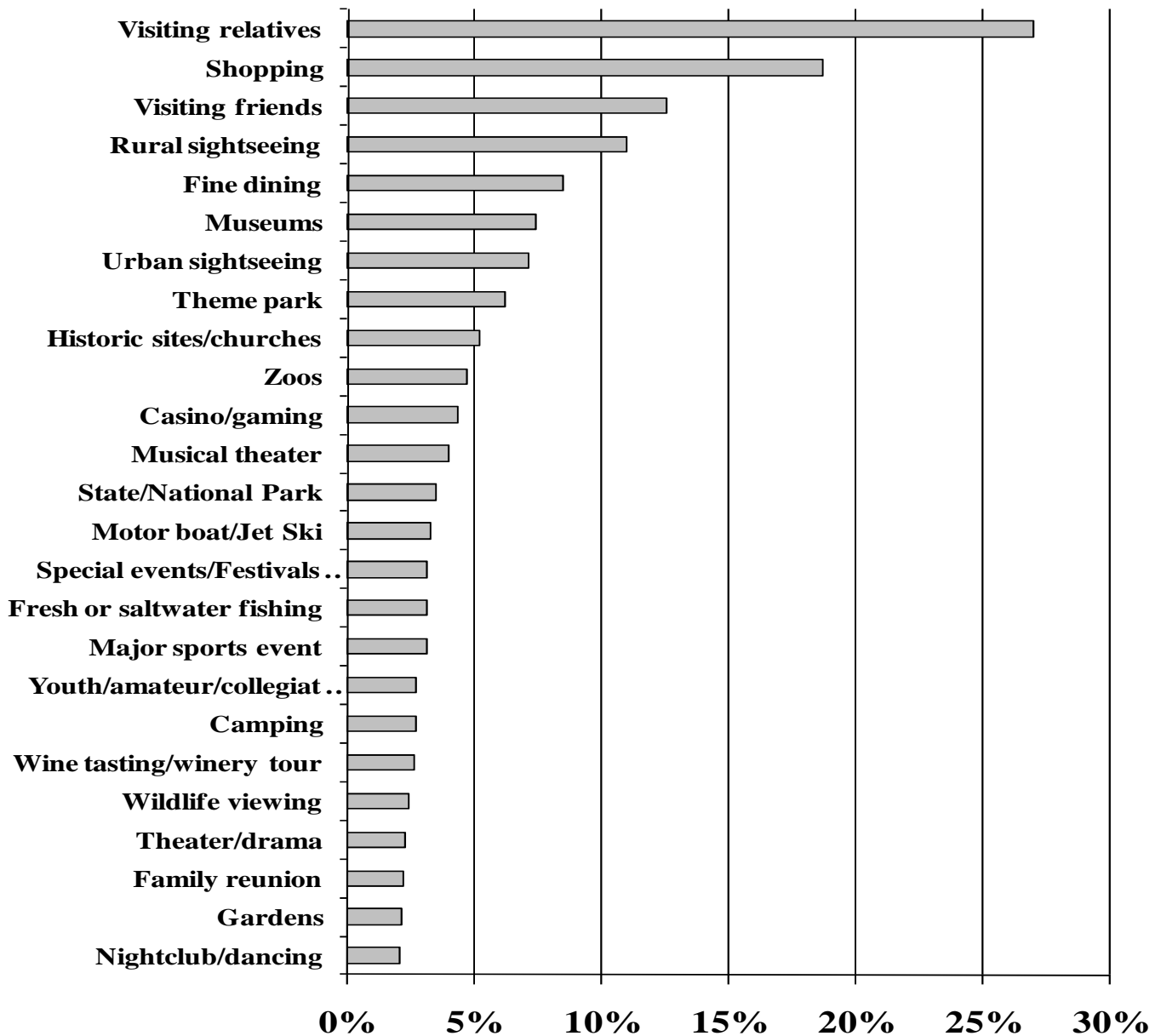
*SOURCE: Economic Impact of Missouri's Tourism & Travel Industry
University of Missouri/TNS Travels America Data
July 2009 – June 2010 (FY10)*

VISITOR ACTIVITIES

(Visitors from all Markets)

TNS TravelsAmerica asks respondents supplying detailed information about their Missouri visits to identify any of 51 activities they may have engaged in while in Missouri. The largest percentage of these visitors reported the activity Visiting Relatives (27.0%). This was followed by Shopping (18.7%), Visiting Friends (12.6%), Rural Sightseeing (10.9%) and Fine Dining (8.5%).

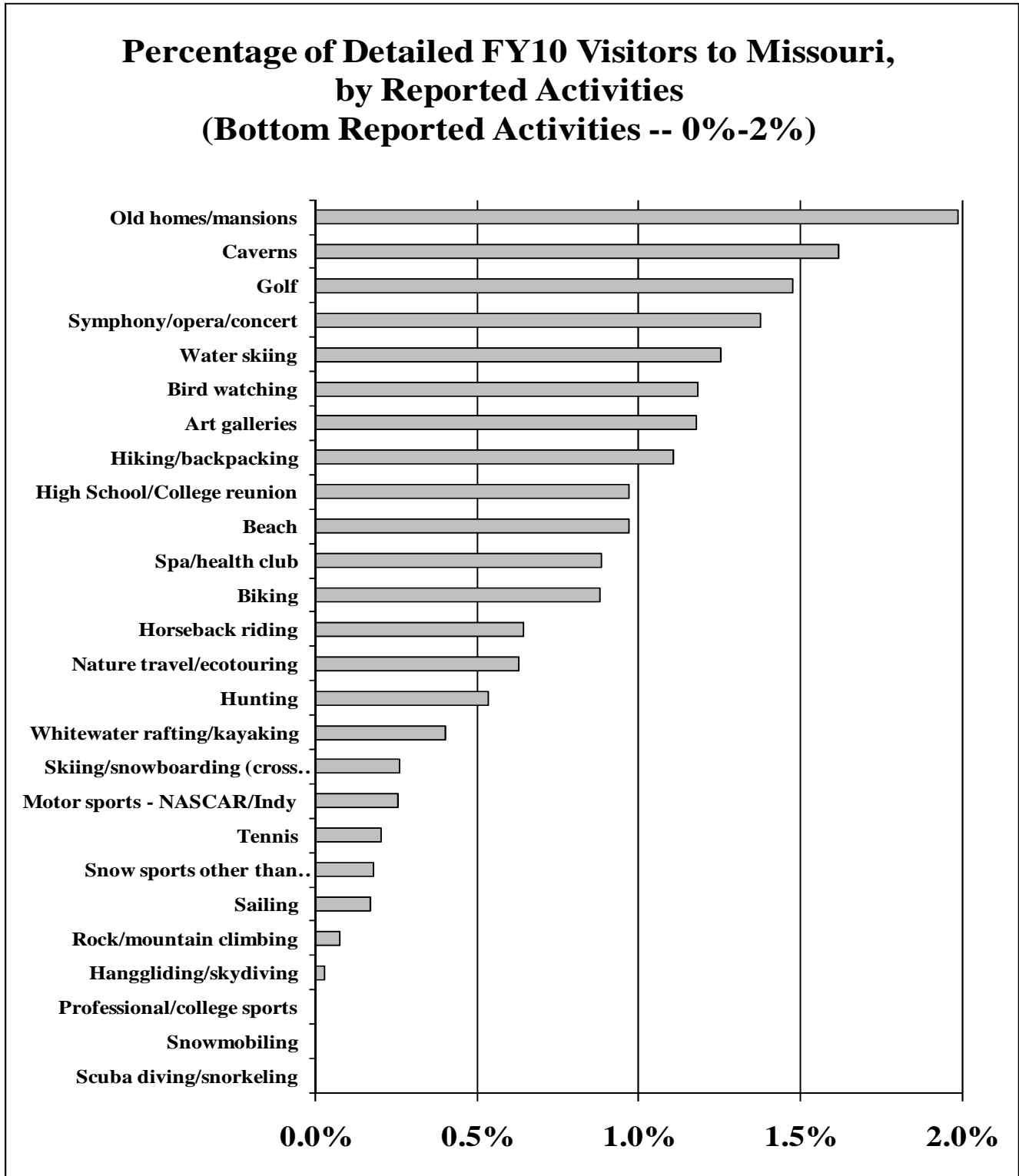
**Percentage of Detailed FY10 Visitors to Missouri,
by Reported Activities
(Top Reported Activities -- 2%-27%)**



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.



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

ACTIVITY	FY10		ACTIVITY	FY10
Visiting relatives	26.99%		Old homes/mansions	1.99%
Shopping	18.69%		Caverns	1.62%
Visiting friends	12.57%		Golf	1.48%
Rural sightseeing	10.93%		Symphony/opera/concert	1.38%
Fine dining	8.46%		Water skiing	1.26%
Museums	7.36%		Bird watching	1.18%
Urban sightseeing	7.09%		Art galleries	1.18%
Theme park	6.17%		Hiking/backpacking	1.11%
Historic sites/churches	5.17%		High School/College reunion	0.97%
Zoos	4.71%		Beach	0.97%
Casino/gaming	4.35%		Spa/health club	0.89%
Musical theater	3.96%		Biking	0.88%
State/National Park	3.46%		Horseback riding	0.65%
Motor boat/Jet Ski	3.24%		Nature travel/ecotouring	0.63%
Special events/Festivals (e.g., Mardi Gras, hot air balloon)	3.13%		Hunting	0.53%
Fresh or saltwater fishing	3.11%		Whitewater rafting/kayaking	0.40%
Major sports event	3.07%		Skiing/snowboarding (cross country or downhill)	0.26%
Youth/amateur/collegiate sporting events.	2.69%		Motor sports - NASCAR/Indy	0.26%
Camping	2.68%		Tennis	0.20%
Wine tasting/winery tour	2.59%		Snow sports other than skiing or snowmobiling	0.18%
Wildlife viewing	2.37%		Sailing	0.17%
Theater/drama	2.22%		Rock/mountain climbing	0.07%
Family reunion	2.18%		Hanggliding/skydiving	0.03%
Gardens	2.12%		Scuba diving/snorkeling	0.00%
Nightclub/dancing	2.05%		Snowmobiling	0.00%
			Professional/college sports	0.00%

Source all Charts: University of Missouri FY10 Economic Impact Report based upon TNS TravelsAmerica Data