



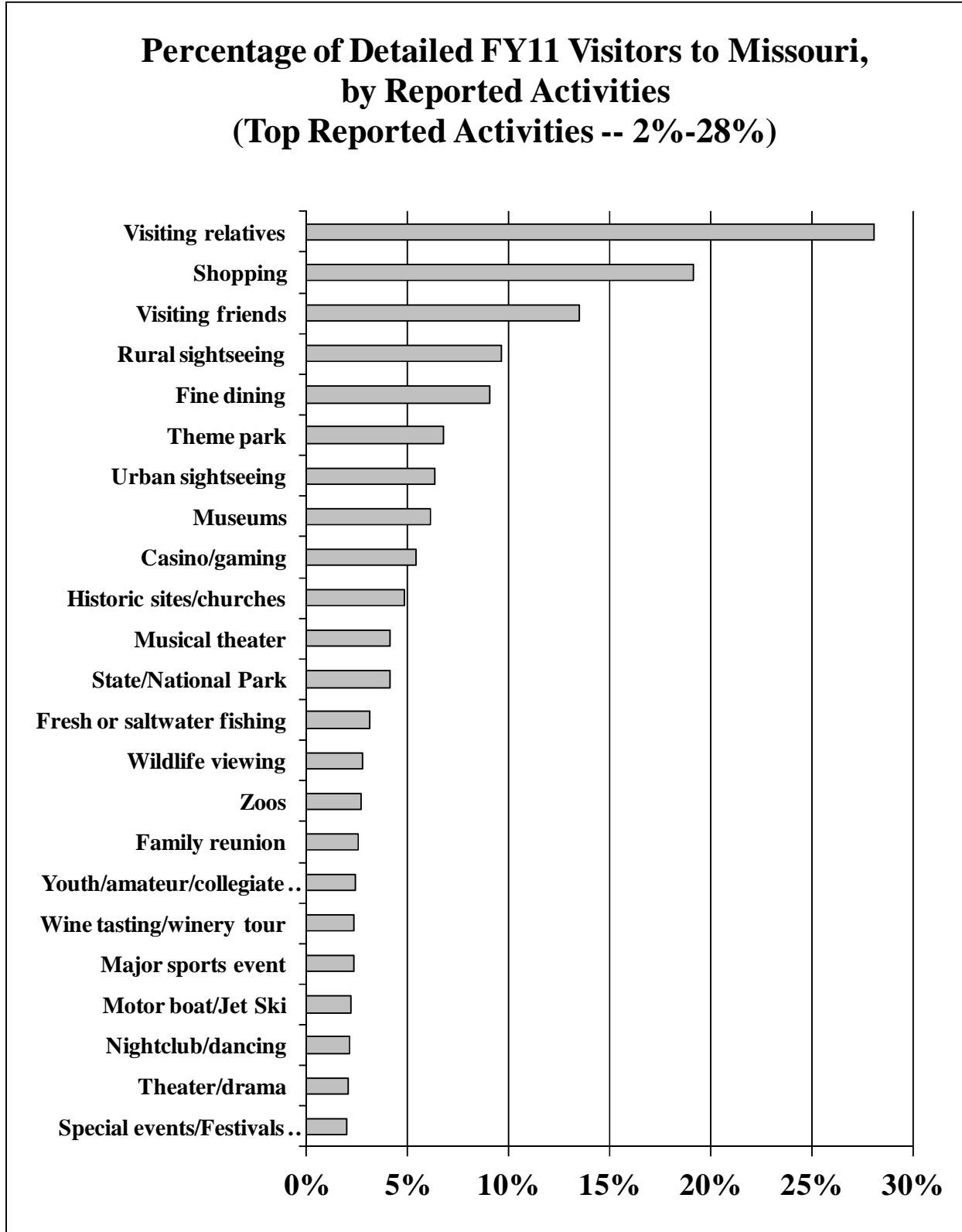
ACTIVITIES OF OVERALL VISITORS TO MISSOURI FY11

*SOURCE: Economic Impact of Missouri's Tourism & Travel Industry
University of Missouri/TNS Travels America Data
July 2010 – June 2011 (FY11)*

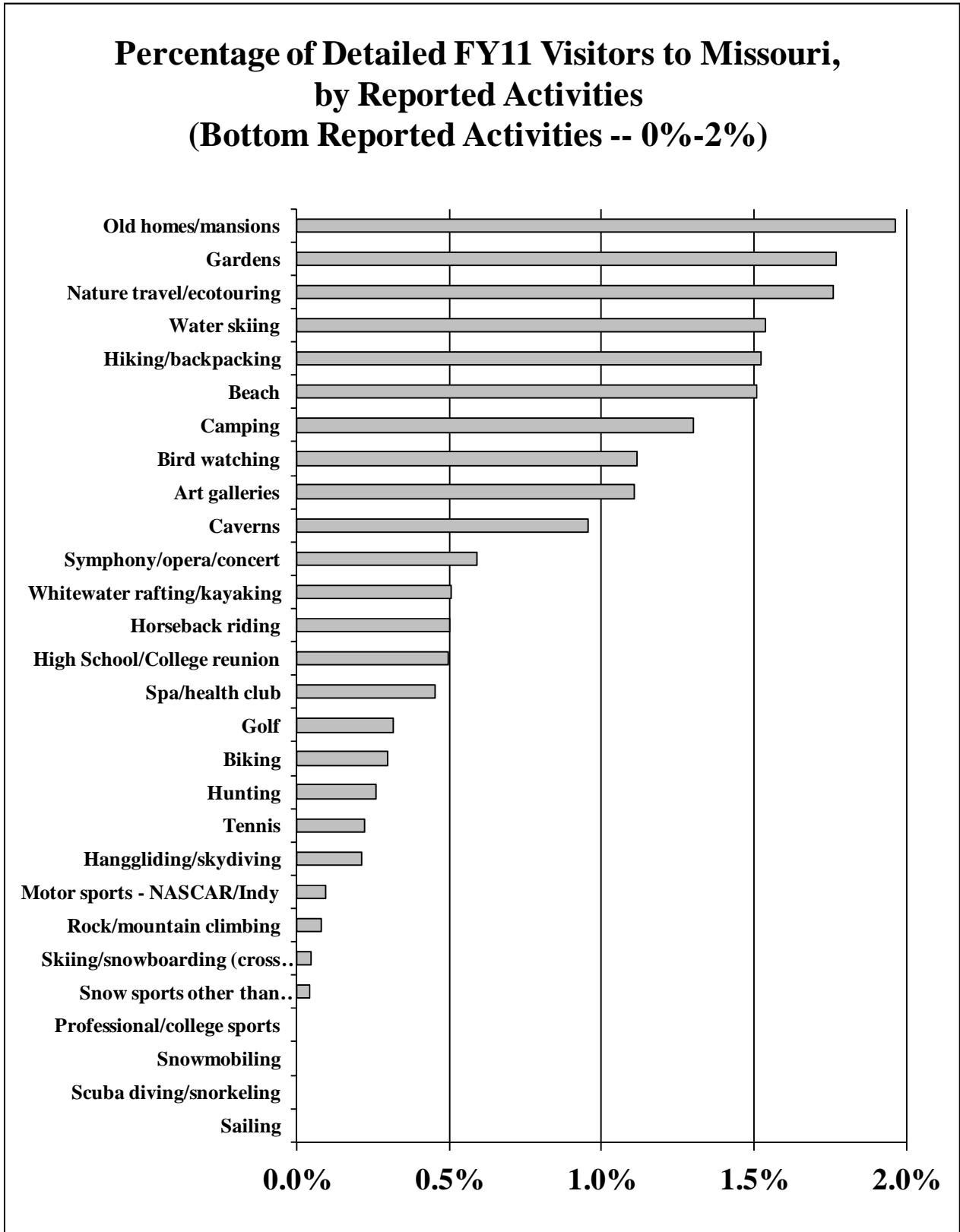
VISITOR ACTIVITIES

(Visitors from all Markets)

TNS Travels America 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 (28.0%). This was followed by Shopping (19.1%), Visiting Friends (13.5%) and Rural Sightseeing (9.6%).



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	FY11		ACTIVITY	FY11
Visiting relatives	28.08%		Nature travel/ecotouring	1.76%
Shopping	19.12%		Water skiing	1.54%
Visiting friends	13.49%		Hiking/backpacking	1.52%
Rural sightseeing	9.63%		Beach	1.51%
Fine dining	9.09%		Camping	1.30%
Theme park	6.80%		Bird watching	1.12%
Urban sightseeing	6.37%		Art galleries	1.11%
Museums	6.10%		Caverns	0.95%
Casino/gaming	5.43%		Symphony/opera/concert	0.59%
Historic sites/churches	4.86%		Whitewater rafting/kayaking	0.51%
Musical theater	4.15%		Horseback riding	0.50%
State/National Park	4.10%		High School/College reunion	0.50%
Fresh or saltwater fishing	3.15%		Spa/health club	0.45%
Wildlife viewing	2.78%		Golf	0.32%
Zoos	2.73%		Biking	0.30%
Family reunion	2.57%		Hunting	0.26%
Youth/amateur/collegiate sporting events.	2.42%		Tennis	0.22%
Wine tasting/winery tour	2.36%		Hanggliding/skydiving	0.21%
Major sports event	2.31%		Motor sports - NASCAR/Indy	0.09%
Motor boat/Jet Ski	2.23%		Rock/mountain climbing	0.08%
Nightclub/dancing	2.15%		Skiing/snowboarding (cross country or downhill)	0.05%
Theater/drama	2.03%		Snow sports other than skiing or snowmobiling	0.04%
Special events/Festivals (e.g., Mardi Gras, hot air balloon)	2.01%		Sailing	0.00%
Old homes/mansions	1.96%		Scuba diving/snorkeling	0.00%
Gardens	1.77%		Snowmobiling	0.00%
			Professional/college sports	0.00%

Source all Charts: University of Missouri FY11 Economic Impact Report based upon TNS TravelsAmerica Data