



## 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			
(Multiple answers allowed)			
Visiting relatives	28.5%	Family reunion	2.6%
Shopping	19.0%	Craft breweries	2.5%
Visiting friends	17.3%	Motor boat/Jet ski	2.3%
Rural sightseeing	10.5%	Wine tasting/winery tour	2.3%
Fine dining	9.9%	Old homes/mansions	2.3%
Urban sightseeing	8.6%	Amateur sports	2.3%
Museums	7.9%	Nightclub/dancing	1.8%
Theme park	6.8%	Symphony/concert	1.8%
Historic sites/churches	5.3%	Beach	1.7%
State/National Park	5.3%	Rafting/kayaking	1.7%
Casino/gaming	4.9%	Golf	1.6%
Zoos	4.5%	Hiking/backpacking	1.6%
Wildlife viewing	4.3%	Water skiing	1.1%
Major sports event	3.8%	Horseback riding	0.7%
Motor sports	3.8%	Hunting	0.7%
Musical theater	3.6%	Biking	0.7%
Gardens	3.2%	School reunion	0.5%
Fishing	3.1%	Sailing	0.5%
Nature travel/ecotouring	3.0%	Spa/health club	0.5%
Special events	2.8%	Climbing	0.3%
Art galleries	2.8%	Hanggliding/skydiving	0.2%
Theater/drama	2.8%	Scuba diving/snorkeling	0.1%
Camping	2.6%	Tennis	0.1%
Bird watching	2.6%	Skiing/snowboarding	0.1%

*SOURCE: Economic Impact of Tourism in Missouri Report  
Tourism Economics/TNS Travels America Data  
July 2013 – June 2014 (FY14)*