



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	28.9%	Special events/Festivals	1.9%
Shopping	20.0%	Nightclub/dancing	1.8%
Visiting friends	13.0%	Old homes/mansions	1.7%
Fine dining	9.9%	Beach	1.5%
Rural sightseeing	7.8%	Art galleries	1.3%
Urban sightseeing	7.4%	Water skiing	1.3%
Museums	6.3%	Hiking/backpacking	1.2%
Theme park	5.8%	Hunting	1.2%
State/National Park	4.7%	Golf	1.1%
Zoos	4.6%	Nature travel	1.1%
Historic sites/churches	3.9%	Whitewater rafting	1.1%
Musical theater	3.6%	Bird watching	1.0%
Wildlife viewing	3.3%	Symphony/opera	0.8%
Major sports event	3.2%	Spa/health club	0.7%
Amateur/collegiate sports	3.1%	Biking	0.4%
Casino/gaming	3.1%	Horseback riding	0.4%
Family reunion	3.0%	School reunion	0.4%
Gardens	2.6%	Motor sports-NASCAR	0.2%
Wine tasting/winery tour	2.6%	Sailing	0.2%
Camping	2.3%	Tennis	0.2%
Fishing	2.3%	Hanggliding/skydiving	0.1%
Craft breweries	2.2%	Scuba diving/snorkeling	0.1%
Theater/drama	2.2%	Skiing/snowboarding	0.1%
Motor boat/Jet ski	2.0%	Other snow sports	0.1%

*SOURCE: Economic Impact of Tourism in Missouri Report
Tourism Economics/TNS Travels America Data
July 2014 – June 2015 (FY15)*