



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	25.0	Other nature	1.7
Shopping	20.0	Nature travel/ecotouring	1.6
Rural sightseeing	11.5	Camping	1.6
Fine dining	10.5	Hunting	1.5
Visiting friends	10.3	Farms/Ranches/Ag-tour	1.4
Urban sightseeing	8.4	Golf	1.4
Museums	7.9	Beach	1.3
Theme/Amuse. park	6.9	Bird watching	1.2
Historic sites/churches	6.7	Spa/health club	1.1
State park/Rec areas	6.1	Native Amer. Ruins/Rock art	1.0
Musical perform./show	5.8	ATV/Four-wheeling	0.9
Fishing	3.6	Amtr. Sports (participant)	0.8
Nightclub/dancing	3.4	Distilleries	0.7
Wildlife viewing	3.2	Water rec/boating	0.7
Zoos/Aquar./Aviaries	3.2	Visit TV/movie location	0.6
Family reunion	3.1	Horseback riding	0.6
Theater/drama	3.0	Symphony/opera/concert	0.6
Local arts/crafts	2.9	Rock/mountain climbing	0.6
Casino/gaming	2.9	Biking/cycling	0.4
Craft breweries	2.8	Rodeo/State fair	0.3
Prof. Sports events	2.7	Prof. motor sports	0.3
Musical theater	2.6	Water skiing	0.2
Hiking/Backpacking	2.3	School reunion	0.2
Old homes/mansions	2.3	Other snow sports	0.2
Amtr. Sports (spectator)	2.3	Scuba/snorkeling	0.2
Special events/Festivals	2.2	Sailing	0.2
Caverns	2.2	Mountain biking	0.2
Art galleries	2.1	Hang gliding/Skydiving	0.2
Wine tasting/winery tour	2.1	Skiing/snowboarding	0.1
Nat'l park/Rec areas	2.0	Snowmobiling	0.1
Gardens	1.9	Horsereading	0.1
Motor boat/Jet ski	1.7		

*SOURCE: Economic Impact of Tourism in Missouri Report
Tourism Economics/TNS Travels America Data
July 2015 – June 2016 (FY16)*