



## Missouri Division of Tourism

### Trip Expenditures by Visitors from Target Markets

Expenditures for...	2005	2006	2007	2008	2009
Lodging	\$153	\$173	\$176	\$213	\$182
Meals/Food/Groceries	\$133	\$126	\$151	\$161	\$136
Entertainment	\$66	\$64	\$75	\$82	\$71
Shopping	\$255	\$117	\$160	\$171	\$120
Transportation	\$85	\$93	\$98	\$141	\$117
Attractions	\$42	\$41	\$55	\$59	\$42
Other	\$34	\$39	\$48	\$49	\$31
<i>Total</i>	\$768	\$652	\$764	<b>\$876</b>	<b>\$699</b>
Per-person/Per-day	\$67	\$73	\$72	<b>\$84</b>	<b>\$78</b>

*SOURCE: SMARI Ad/PR Effectiveness Study-CY09*