



Missouri Division of Tourism

Trip Expenditures by Visitors from Target Markets

Expenditures for...	2005	2006	2007	2008	2009	2010
Lodging	\$153	\$173	\$176	\$213	\$182	\$201
Meals/Food/Groceries	\$133	\$126	\$151	\$161	\$136	\$169
Entertainment	\$66	\$64	\$75	\$82	\$71	\$92
Shopping	\$255	\$117	\$160	\$171	\$120	\$155
Transportation	\$85	\$93	\$98	\$141	\$117	\$131
Attractions	\$42	\$41	\$55	\$59	\$42	\$68
Other	\$34	\$39	\$48	\$49	\$31	\$55
Total	\$768	\$652	\$764	\$876	\$699	\$871
Per-person/Per-day	\$67	\$73	\$72	\$84	\$78	\$80

SOURCE: SMARI Ad/PR Effectiveness Study-CY10