



enjoy the show

Target Markets' Profile for Travelers to Missouri

Average Age	47.0
Average Income	\$76,769
Average Education Level	56% of visitors to Missouri have a bachelor's degree or higher compared to 52% of non-visitors to Missouri have a college degree
Average Leisure Party Travel Size	3.4
Travel Party Composition	<ul style="list-style-type: none"> 33% Couple 30% Family traveling with children 13% Extended family 9% Traveling Alone 6% Women only trip 5% Group of friends 1% Men only trip 3% Other
Top 15 Activities	<ul style="list-style-type: none"> 46% Shopping 39% Dining at unique, local restaurants 34% Visiting a city/city attractions 24% Family event or activity 21% Family attractions, e.g., zoos, water parks 18% Attending entertainment or live shows 15% Museums/cultural events 14% Visiting a theme park 13% Visiting quaint attractions and small towns 12% Driving tours or scenic drives 12% Touring historic sites 12% Visiting state parks 10% Gambling/casinos 9% Fishing, boating or other water activities 8% Attending a professional sporting event
Average Daily Expenditures per Person	\$95
Average Expenditures per Travel Party per Trip	\$873
Average Trip Length	2.7 Nights