



## Target Markets' Profile for Travelers to Missouri

Average Age	48
Average Income	\$60,635
Average Education Level	48% of visitors to Missouri have a bachelor's degree or higher compared to 44% of non-visitors to Missouri have a college degree
Average Leisure Party Travel Size	3.0
Travel Party Composition	44% Couple 27% Family traveling with children 12% Extended family 7% Women only trip 3% Men only trip 8% Other
Top 5 Activities (Excluding Shopping)	31% Visiting a city/city attractions 31% Unique, local restaurants 24% Attending entertainment or shows 19% Family attractions, e.g., zoos, water parks, etc. 19% Driving tours or scenic drives
Average Daily Expenditures per Person	\$78
Average Expenditures per Travel Party per Trip	\$699
Average Trip Length	3.0 Nights

*Source: Strategic Marketing & Research Inc.'s CY 2009 Advertising Effectiveness Study*

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