



## Target Markets' Profile for Travelers to Missouri

Average Age	48
Average Income	\$62,100
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	3.3
Travel Party Composition (out-of-state travelers)	40% Couple 26% Family traveling with children 13% Extended family 10% Women only trip 2% Men only trip 7% Other
Travel Party Composition (in-state travelers)	48% Couple 25% Family traveling with children 9% Extended family 8% Women only trip 2% Men only trip 8% Other
Top 5 Activities (Excluding Shopping)	32% Unique restaurants 30% Visiting a city/city attractions 24% Attending entertainment or shows 20% Family attractions, e.g., zoos, water parks, etc. 18% Historic sites
Average Daily Expenditures per Person	\$80
Average Expenditures per Travel Party per Trip	\$871
Average Trip Length	3.1 Nights

**Source: Strategic Marketing & Research Inc.'s CY 2010 Advertising Effectiveness Study**

**LC/February 11, 2011**