



Target Markets' Profile for Travelers to Missouri

Average Age	46
Average Income	\$61,915
Average Education Level	47% of visitors to Missouri have a bachelor's degree or higher compared to 43% of non-visitors to Missouri have a college degree
Average Leisure Party Travel Size	3.4
Travel Party Composition (out-of-state travelers)	44% Couple 24% Family traveling with children 12% Extended family 5% Women only trip 5% Men only trip 10% Other
Travel Party Composition (in-state travelers)	37% Couple 25% Family traveling with children 10% Extended family 11% Women only trip 6% Men only trip 13% Other
Top 5 Activities (Excluding Shopping)	31% Unique, local restaurants 31% Visiting a city/city attractions 22% Attending entertainment or shows 21% Family attractions, e.g., zoos, water parks, etc. 20% Museums/cultural events
Average Daily Expenditures per Person	\$78
Average Expenditures per Travel Party per Trip	\$837
Average Trip Length	3.2 Nights

Source: Strategic Marketing & Research Inc.'s CY 2011 Advertising Effectiveness Study

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