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Target Markets' Profile for Travelers to Missouri

Average Age	45
Average Income	\$58,909
Average Education Level	48% 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
Travel Party Composition (out-of-state travelers)	38% Couple 31% Family traveling with children 10% Traveling Alone 8% Extended family 8% Women only trip 2% Men only trip 4% Other
Travel Party Composition (in-state travelers)	38% Couple 25% Family traveling with children 17% Traveling Alone 10% Extended family 5% Women only trip 2% Men only trip 3% Other
Top 5 Activities (Excluding Shopping)	41% Unique, local restaurants 31% Visiting a city/city attractions 21% Attending entertainment or shows 19% Family attractions, e.g., zoos, water parks, etc. 17% Museums/cultural events
Average Daily Expenditures per Person	\$90
Average Expenditures per Travel Party per Trip	\$859
Average Trip Length	3.1 Nights