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Target Markets' Profile for Travelers to Missouri

Average Age	46
Average Income	\$66,461
Average Education Level	50% 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)	38% Couple 28% Family traveling with children 10% Extended family 8% Traveling Alone 7% Women only trip 3% Men only trip 5% Other
Travel Party Composition (in-state travelers)	36% Couple 29% Family traveling with children 12% Traveling Alone 8% Extended family 8% Women only trip 3% Men only trip 4% Other
Top 10 Activities	48% Shopping 39% Unique, local restaurants 27% Visiting a city/city attractions 20% Family attractions, e.g., zoos, water parks, etc. 18% Attending entertainment or shows 18% Driving tours or scenic drives 18% Touring historic sites 17% Visiting quaint attractions and small towns 15% Museums/cultural events 15% Visiting state parks
Average Daily Expenditures per Person	\$88
Average Expenditures per Travel Party per Trip	\$917
Average Trip Length	3.1 Nights