



enjoy the show

### Target Markets' Profile for Travelers to Missouri

Average Age	46
Average Income	\$68,959
Average Education Level	53% of visitors to Missouri have a bachelor's degree or higher compared to 47% of non-visitors to Missouri have a college degree
Average Leisure Party Travel Size	3.2
Travel Party Composition	38% Couple 29% Family traveling with children 10% Extended family 8% Traveling Alone 5% Women only trip 4% Men only trip 6% Other
Top 15 Activities	42% Shopping 37% Unique, local restaurants 24% Visiting a city/city attractions 18% Family attractions, e.g., zoos, water parks, etc. 16% Attending entertainment or shows 15% Touring historic sites 13% Driving tours or scenic drives 13% Museums/cultural events 13% Visiting a theme park 12% Visiting quaint attractions and small towns 10% Visiting state parks 9% Fishing, boating or other water activities 9% Gambling/casinos 8% Visiting wineries 8% Attending a professional sporting event
Average Daily Expenditures per Person	\$98
Average Expenditures per Travel Party per Trip	\$998
Average Trip Length	2.9 Nights