



enjoy the show

### Target Markets' Profile for Travelers to Missouri

Average Age	41.5
Average Income	\$61,917
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	4.2
Travel Party Composition	37% Family traveling with children 33% Couple 10% Extended family 6% Traveling Alone 6% Women only trip 4% Men only trip 4% Other
Top 15 Activities	51% Shopping 39% Unique, local restaurants 33% Visiting a city/city attractions 26% Family attractions, e.g., zoos, water parks, etc. 20% Attending entertainment or shows 20% Museums/cultural events 19% Visiting a theme park 18% Touring historic sites 17% Visiting state parks 17% Visiting quaint attractions and small towns 16% Driving tours or scenic drives 13% Fishing, boating or other water activities 11% Gambling/casinos 10% Attending a professional sporting event 10% Visiting caves
Average Daily Expenditures per Person	\$83
Average Expenditures per Travel Party per Trip	\$1,008
Average Trip Length	2.9 Nights