



enjoy the show

Target Markets' Profile for Travelers to Missouri

Average Age	40.4
Average Income	\$69,752
Average Education Level	52% of visitors to Missouri have a bachelor's degree or higher compared to 49% of non-visitors to Missouri have a college degree
Average Leisure Party Travel Size	4.2
Travel Party Composition	39% Family traveling with children 31% Couple 9% Group of friends 7% Extended family 7% Traveling Alone 4% Women only trip 1% Men only trip 2% Other
Top 15 Activities	48% Shopping 41% Unique, local restaurants 34% Visiting a city/city attractions 25% Family attractions, e.g., zoos, water parks, etc. 17% Visiting a theme park 17% Attending entertainment or shows 17% Museums/cultural events 16% Driving tours or scenic drives 15% Touring historic sites 15% Visiting quaint attractions and small towns 13% Visiting state parks 9% Fishing, boating or other water activities 9% Visiting breweries 8% Attending a professional sporting event 8% Gambling/casinos
Average Daily Expenditures per Person	\$82
Average Expenditures per Travel Party per Trip	\$1,101
Average Trip Length	3.1 Nights