



enjoy the show

### Target Markets' Profile for Travelers to Missouri

Average Age	43.0
Average Income	\$64,615
Average Education Level	48% of visitors to Missouri have a bachelor's degree or higher compared to 45% of non-visitors to Missouri have a college degree
Average Leisure Party Travel Size	4.0
Travel Party Composition	<ul style="list-style-type: none"> <li>36% Couple</li> <li>33% Family traveling with children</li> <li>9% Group of friends</li> <li>9% Extended family</li> <li>5% Traveling Alone</li> <li>4% Women only trip</li> <li>1% Men only trip</li> <li>3% Other</li> </ul>
Top 15 Activities	<ul style="list-style-type: none"> <li>48% Shopping</li> <li>36% Dining at unique, local restaurants</li> <li>33% Visiting a city/city attractions</li> <li>23% Family attractions, e.g., zoos, water parks</li> <li>21% Attending entertainment or live shows</li> <li>16% Driving tours or scenic drives</li> <li>15% Visiting a theme park</li> <li>15% Museums/cultural events</li> <li>13% Gambling/casinos</li> <li>13% Touring historic sites</li> <li>13% Visiting quaint attractions and small towns</li> <li>10% Visiting state parks</li> <li>8% Attending a professional sporting event</li> <li>8% Fishing, boating or other water activities</li> <li>8% Visiting breweries</li> </ul>
Average Daily Expenditures per Person	\$83
Average Expenditures per Travel Party per Trip	\$760
Average Trip Length	2.7 Nights