



MISSOURI TRAVELER ACTIVITIES

This activity information is for all travelers who were visitors in Missouri from all 50 states, not just from the states where the Missouri Division of Tourism (MDT) markets.

Activities Engaged in While Traveling in Missouri			
Multiple answers allowed			
Visiting relatives	26.6%	Old homes/mansions	1.7%
Shopping	19.3%	Beach	1.6%
Visiting friends	12.8%	Caverns	1.6%
Fine dining	10.8%	Symphony/opera/concert	1.4%
Rural sightseeing	10.0%	Farms/ Ranches/ Agri-tours	1.3%
Museums	9.4%	Nature travel/ecotouring	1.3%
Historic sites/churches	7.6%	Golf	1.2%
Urban sightseeing	7.4%	Amateur Sports (participant)	1.2%
Musical performance/show	6.4%	Whitewater rafting/ Kayaking/ Canoeing/ Paddleboarding	1.2%
Theme/Amusement/Water park	4.9%	Spa/health club	1.1%
Casino/gaming	4.8%	Bird watching	1.0%
State park/Monuments/ Rec areas	4.7%	Horseback riding	1.0%
Fishing	4.2%	Water skiing	0.9%
Zoos/ Aquariums/ Aviaries	3.7%	Hunting	0.8%
Family reunion	3.1%	ATV/Four-wheeling	0.7%
Craft breweries	3.0%	Distilleries	0.7%
Musical theater	2.8%	Biking /Road biking/ Cycling	0.6%
Wildlife viewing	2.8%	High School/College reunion	0.5%
Nightclub/dancing	2.7%	Native American ruins/Rock art	0.5%
Theater/drama	2.7%	Area where a TV show or movie was filmed	0.3%
Art galleries	2.7%	Motor sports - NASCAR/Indy	0.3%
Camping	2.7%	Mountain biking	0.3%
Wine tasting/winery tour	2.7%	Horsing racing	0.2%
Motor boat/Jet ski	2.5%	Hang gliding/ Skydiving/ Base jumping	0.1%
Sports events - Major/ Professional	2.5%	Rodeo/State fair	0.1%
National park/Monuments/ Rec areas	2.4%	Sailing	0.1%
Gardens	2.3%	Rock/mountain climbing	0.1%
Special events/Festivals	2.2%	Skiing/snowboarding	0.1%
Amateur Sports (spectator)	2.2%	Snowmobiling	0.1%
Hiking/ Backpacking/ Canyoneering	2.0%	Tennis	0.1%
Local/folk arts/crafts	2.0%	Scuba diving/snorkeling	0.0%
Other nature (photography, rockhound, etc.)	1.7%	Other snow sports	0.0%

Source: TNS TravelsAmerica Data
July 2016 – June 2017 (FY17)

LC/January 31, 2018