



**DIVISION OF TOURISM**

**Missouri Destinations Visited by Missouri Travelers**

<b>Places Visited</b>	<b>2008 All Markets</b>	<b>2009 All Markets</b>
St. Louis	34%	32%
Branson	33%	28%
Kansas City	20%	20%
Lake of the Ozarks	11%	13%
Springfield	14%	12%
A Missouri state park	8%	10%
Silver Dollar City	12%	8%
St. Charles	6%	6%
Joplin/Carthage	7%	5%
Columbia	6%	5%
Jefferson City/State Capital	4%	4%
Cape Girardeau	4%	4%
Hannibal	5%	3%
Lewis & Clark Trail/Sites	3%	3%
Katy Trail	2%	2%
Civil War Sites	3%	2%
Other	12%	14%

*SOURCE: SMARI Ad/PR Effectiveness Study-CY09*