



DIVISION OF TOURISM

Missouri Destinations Visited by Missouri Travelers

Places Visited	2008 All Markets	2009 All Markets	2010 All Markets
St. Louis	34%	32%	33%
Branson	33%	28%	27%
Kansas City	20%	20%	18%
Lake of the Ozarks	11%	13%	9%
Springfield	14%	12%	10%
A Missouri state park	8%	10%	4%
Silver Dollar City	12%	8%	6%
St. Charles	6%	6%	4%
Joplin/Carthage	7%	5%	3%
Columbia	6%	5%	4%
Jefferson City/State Capital	4%	4%	3%
Cape Girardeau	4%	4%	4%
Hannibal	5%	3%	3%
Katy Trail	2%	2%	2%
Civil War Sites	3%	2%	3%
Other	12%	14%	11%

SOURCE: SMARI Ad/PR Effectiveness Study-CY10