



DIVISION OF TOURISM

Missouri Destinations Visited by Missouri Travelers

Places Visited in Missouri	2009	2010	2011
St. Louis	32%	33%	31%
Branson	28%	27%	25%
Kansas City	20%	18%	22%
Other	14%	11%	12%
Lake of the Ozarks	13%	9%	12%
Springfield	12%	10%	9%
Silver Dollar City	8%	6%	9%
MO state park	10%	4%	7%
St. Charles	6%	4%	6%
Joplin/Carthage	5%	3%	6%
Columbia	5%	4%	5%
Jefferson City/State Capital	4%	3%	5%
Hannibal	3%	3%	5%
Civil War sites	2%	3%	4%
Cape Girardeau	4%	4%	4%
Katy Trail	2%	2%	1%

SOURCE: SMARI Ad/PR Effectiveness Study-CY11

LC/February 21, 2012