



Missouri Destinations Visited by Travelers from Missouri's Target Markets

Places Visited in Missouri	2010	2011	2012
St. Louis	33%	31%	30%
Kansas City	18%	22%	25%
Branson	27%	25%	24%
Lake of the Ozarks	9%	12%	9%
Silver Dollar City	6%	9%	8%
MO state park	4%	7%	8%
Springfield	10%	9%	7%
Joplin/Carthage	3%	6%	6%
St. Charles	4%	6%	5%
Columbia	4%	5%	5%
Hannibal	3%	5%	5%
St. Joseph	N/A	N/A	5%
Jefferson City/State Capital	3%	5%	4%
Cape Girardeau	4%	4%	4%
Civil War sites	3%	4%	3%
Katy Trail	2%	1%	2%
Other	11%	12%	9%

SOURCE: SMARI Ad/PR Effectiveness Study-CY12