



enjoy the show

Missouri Destinations Visited by Travelers from Missouri's Target Markets

Places Visited in Missouri	2011	2012	2013	2014
St. Louis	31%	30%	30%	29%
Branson	25%	24%	27%	23%
Kansas City	22%	25%	20%	18%
Lake of the Ozarks	12%	9%	10%	9%
Springfield	9%	7%	7%	9%
Silver Dollar City	9%	8%	7%	6%
Columbia	5%	5%	3%	5%
Joplin/Carthage	6%	6%	5%	4%
MO state park	7%	8%	4%	4%
Jefferson City/State Capital	5%	4%	4%	4%
St. Charles	6%	5%	3%	4%
Cape Girardeau	4%	4%	4%	3%
Hannibal	5%	5%	3%	3%
St. Joseph	NA	5%	4%	2%
Civil War sites	4%	3%	4%	2%
Katy Trail	1%	2%	2%	2%
Other	12%	9%	11%	11%