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Missouri Destinations Visited by Travelers from Missouri's Target Markets

Places Visited in Missouri	2011	2012	2013	2014	2015	2016
St. Louis	31%	30%	30%	29%	31%	35%
Branson/Silver Dollar City	33%	31%	32%	30%	30%	28%
Kansas City	22%	25%	20%	18%	22%	20%
Springfield	9%	7%	7%	9%	11%	10%
MO state park	7%	8%	4%	4%	8%	7%
Lake of the Ozarks	12%	9%	10%	9%	10%	6%
St. Charles	6%	5%	3%	4%	5%	5%
Joplin/Carthage	6%	6%	5%	4%	5%	5%
Route 66						5%
Jefferson City/State Capital	5%	4%	4%	4%	5%	3%
Cape Girardeau	4%	4%	4%	3%	4%	3%
Columbia	5%	5%	3%	5%	4%	3%
Civil War sites	4%	3%	4%	2%	5%	3%
St. Joseph	NA	5%	4%	2%	4%	2%
Hannibal	5%	5%	3%	3%	3%	2%
Katy Trail	1%	2%	2%	2%	2%	1%
Other	12%	9%	11%	11%	8%	9%