



## Target Markets' Profile for Travelers to Missouri

Average Age	47.4
Average Income	\$78,489
Average Education Level	47% of visitors to Missouri have a bachelor's degree or higher
Average Leisure Party Travel Size	3.5
Travel Party Composition	35% Couple 29% Family traveling with children 10% Extended family 9% Traveling Alone 6% Group of friends 5% Women only trip 1% Men only trip 4% Other
Top Activities	44% Shopping 38% Dining at unique, local restaurants 30% Visiting a city/city attractions 29% Family event or activity 21% Family attractions, e.g., zoos, water parks 20% Attending entertainment or live shows 18% Driving tours or scenic drives 17% Visiting quaint attractions and small towns 16% Visiting a theme park 15% Touring historic sites 14% Visiting state parks 13% Museums/cultural events 12% Fishing, boating or other water activities 11% Gambling/casinos 9% Visiting caves
Average Daily Expenditures per Person	\$105
Average Expenditures per Travel Party per Trip	\$1,250
Average Trip Length	3.5 Nights