



Missouri Destinations Visited by Travelers from Missouri's Target Markets

Missouri Destinations Year-over-Year (COVID-19 travel restriction years highlighted)

| Places Visited in Missouri | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|----------------------------|------|------|------|------|------|------|------|------|------|------|
| Branson | 30% | 30% | 28% | 27% | 28% | 30% | 18% | 27% | 24% | 28% |
| St. Louis | 29% | 31% | 35% | 36% | 32% | 28% | 24% | 25% | 28% | 23% |
| Kansas City | 18% | 22% | 20% | 23% | 25% | 20% | 17% | 16% | 19% | 17% |
| Lake of the Ozarks | 9% | 10% | 6% | 8% | 9% | 8% | 11% | 13% | 14% | 12% |
| Other | 11% | 8% | 9% | 9% | 7% | 9% | 12% | 11% | 7% | 12% |
| Springfield | 9% | 11% | 10% | 9% | 10% | 10% | 9% | 8% | 10% | 11% |
| MO state park | 4% | 8% | 7% | 4% | 4% | 6% | 9% | 7% | 6% | 6% |
| Columbia | 5% | 4% | 3% | 4% | 4% | 4% | 4% | 4% | 5% | 5% |
| Route 66 | | | 5% | 4% | 3% | 4% | 3% | 3% | 5% | 3% |
| St. Charles | 4% | 5% | 5% | 4% | 5% | 4% | 5% | 4% | 4% | 3% |
| Cape Girardeau | 3% | 4% | 3% | 3% | 4% | 3% | 5% | 3% | 2% | 3% |
| Hannibal | 3% | 3% | 2% | 3% | 2% | 3% | 3% | 3% | 3% | 3% |
| Joplin/Carthage | 4% | 5% | 5% | 4% | 3% | 4% | 5% | 4% | 4% | 3% |
| St. Joseph | 2% | 4% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 3% |
| Independence | | | | | | | | 3% | 1% | 3% |
| Jefferson City | 4% | 5% | 3% | 2% | 4% | 4% | 3% | 3% | 3% | 2% |
| Katy Trail | | | | | | | | | | 2% |
| Civil War sites | 2% | 5% | 3% | 1% | 2% | 2% | 3% | 1% | 2% | 2% |
| Perryville | | | | | | | | | | 1% |