

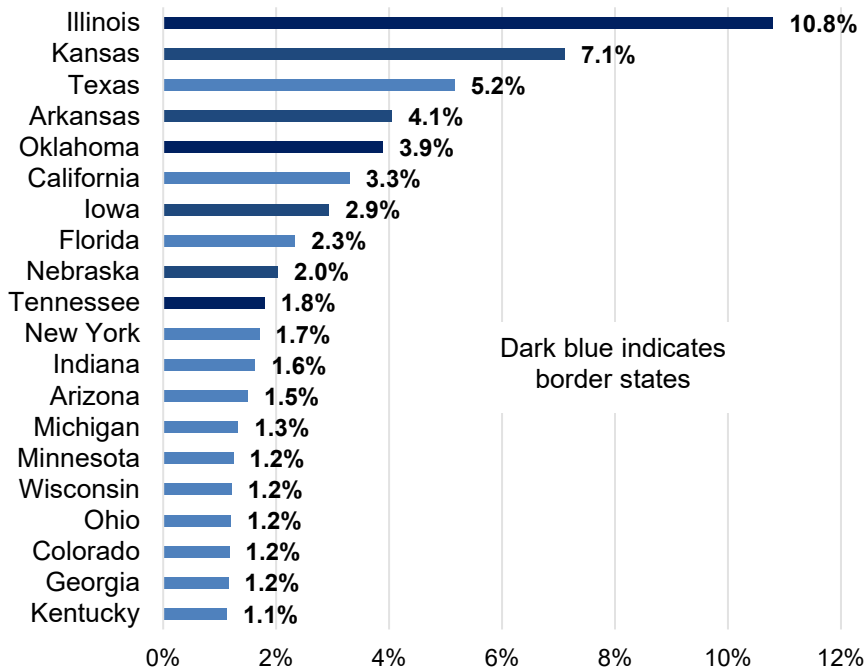


Source Markets of OVERNIGHT Visitors to Missouri

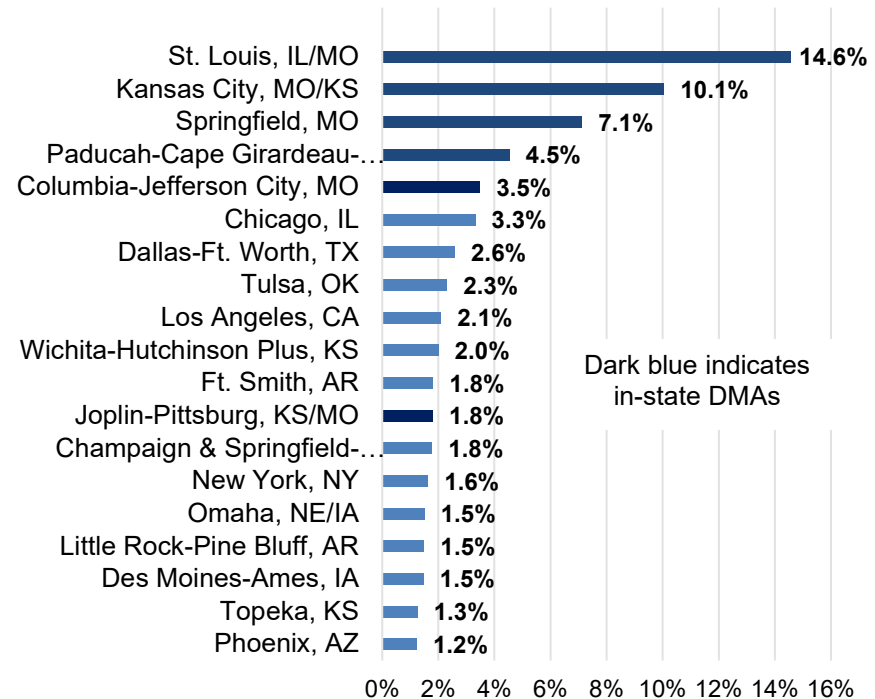
- Missouri’s tourism is primarily regional with 34.7% of all visitors come from within the state. Neighboring states are also key source markets.
- By Destination Marketing Area (DMA), larger Missouri metro areas are key source markets.

Top Source Markets by State

% of total visitors, Missouri =34.7% of the total



Top Source DMAs



Source: Longwoods International Travel USA 2024 Data
January – December 2024