



Nationwide Profile for OVERNIGHT Travelers to Missouri

This demographic information is for travelers from all 50 states, not just from the states where MDT markets.

Average Age	47.5
Average Income	\$69,200
Average Education Level	18% Post-Graduate 32% College Graduate 23% Some college education 27% High school or less
Average Leisure Party Travel Size	3.0
Composition of Immediate Travel Party	63% Spouse/partner 36% Child(ren) 20% Friends 14% Other relatives 8% Parents 4% Business associates 24% Traveled alone
Travel Party Ages	10% Age 5 years and younger 15% Age 6-12 13% Age 13-17 16% Age 18-24 25% Age 25-34 27% Age 35-44 27% Age 45-54 26% Age 55-64 24% Age 65+
Top 10 Activities (Excluding Visiting Relatives/Friends, Shopping & Dining)	21% Sightseeing 15% Landmark/historic site 14% Attending celebration 14% Museums 13% Bar/nightclub 12% Swimming 12% Local parks/playgrounds 11% Live performances 10% Casino 9% Theme Park
Average Daily Expenditures per Person	\$118.36 Per Person
Average Expenditures per Travel Party per Trip	\$1,069.88 Per Party Per Overnight Trip
Average Overnight Trip Length	2.95 Nights

Sources: Longwoods International Travel USA 2024 Data & Tourism Economics FY2025 Economic Impact Report