



MISSOURI OVERNIGHT TRAVELER ACTIVITIES

This activity information is for all travelers who were visitors in Missouri from all 50 states, not just from the states where the Missouri Division of Tourism (MDT) markets.

Activities Done by Overnight Travelers in Missouri (Multiple answers allowed)			
Dining	38.0%	Convention for personal interest	4.8%
Shopping	28.6%	Boating/sailing	4.7%
Sightseeing	21.1%	Attended/participated in a sports event for kids	4.4%
Landmark/historic site	15.1%	Organized group tour	4.3%
Attending celebration	14.0%	Visiting colleges/universities	4.3%
Museum	13.8%	Civil Rights/African American heritage sights/experiences	4.2%
Bar/nightclub	13.4%	Spa	4.1%
Swimming	12.3%	Visited American Indian Community	3.8%
Local parks/playgrounds	11.8%	Sculpture garden	3.8%
Live performances	11.3%	Golf	3.5%
Casino	10.5%	Kayaking/paddleboarding	3.4%
Theme Park	9.4%	Biking	3.3%
Fishing	8.9%	Educational Seminar	3.3%
Zoo	8.6%	Trade show	3.2%
National/state park	8.6%	Horseback riding	3.0%
Hiking/backpacking	8.6%	Professional medical services	2.8%
Nature tours/wildlife viewing/birding	8.5%	Off-Roading (ATV/OHV)	2.8%
Business meeting	8.2%	Service/charity/volunteering	2.7%
Camping	8.2%	Hunting	2.5%
Winery/brewery/distillery tour	7.6%	Glamping	2.5%
Aquarium	6.4%	Rafting	2.4%
Attended pro/college sports event	6.0%	Extreme/adventure sports	2.2%
Business convention/conference	5.9%	Motorcycle touring	2.2%
Attended/participated in a sports event for teenagers	5.6%	Mountain climbing	1.7%
Attended/participated in an amateur sports event	5.4%	Scuba diving/snorkeling	1.6%
Art gallery	5.3%	Tennis	1.6%
Waterpark	5.3%	Rodeo	1.5%
Fair/exhibition/festival	5.2%	Skiing/snowboarding	1.4%
Caves/caverns	5.1%	Snowmobiling	1.3%
Beach/waterfront	4.8%		

Source: Longwoods International Travel USA Data
January 2024 – December 2024 (CY2024)

LC/July 23, 2025