



## 2025 Target Markets' Profile for Travelers to Missouri

Average Age	47.9
Average Income	\$91,652
Average Trip Length	3.6 Nights
Average Leisure Party Travel Size	3.3
Travel Party Composition	<ul style="list-style-type: none"> <li>32% Couple</li> <li>28% Family traveling with children</li> <li>12% Extended family</li> <li>10% Group of friends</li> <li>8% Traveling Alone</li> <li>3% Women only trip</li> <li>3% Men only trip</li> <li>2% Other</li> </ul>
Top Activities	<ul style="list-style-type: none"> <li>34% Shopping</li> <li>33% Dining at unique, local restaurants</li> <li>27% Family event or activity</li> <li>27% Visiting a city/city attractions</li> <li>23% Family attractions, e.g., zoos, water parks</li> <li>19% Visiting state parks</li> <li>18% Attending entertainment or live shows</li> <li>17% Driving tours or scenic drives</li> <li>17% Visiting quaint attractions and small towns</li> <li>16% Museums/cultural events</li> <li>16% Visiting a theme park</li> <li>15% Touring historic sites</li> <li>14% Fishing, boating or other water activities</li> <li>12% Biking, mountain biking, and hiking trails</li> <li>10% Visiting breweries</li> </ul>
Average Daily Expenditures per Person	\$102
Average Expenditures per Travel Party per Trip	\$1,211
Lodging Used	<ul style="list-style-type: none"> <li>63% Hotel or motel</li> <li>17% Home of family or friend</li> <li>16% Short-term rental such as Airbnb or VRBO</li> <li>11% Bed &amp; Breakfast or Inn</li> <li>9% Condo, cabin or cottage</li> <li>8% Campground or RV Park</li> <li>7% Timeshare</li> <li>1% Other</li> </ul>