



## Missouri Destinations Visited by Travelers from Missouri’s Target Markets

Places Visited in Missouri	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
St. Louis	35%	36%	32%	28%	24%	25%	28%	23%	30%	29%
Branson	28%	27%	28%	30%	18%	27%	24%	28%	24%	21%
Kansas City	20%	23%	25%	20%	17%	16%	19%	17%	17%	17%
Lake of the Ozarks	6%	8%	9%	8%	11%	13%	14%	12%	11%	13%
Route 66	5%	4%	3%	4%	3%	3%	5%	3%	3%	11%
Springfield	10%	9%	10%	10%	9%	8%	10%	11%	9%	10%
Table Rock Lake										9%
Hannibal	2%	3%	2%	3%	3%	3%	3%	3%	2%	7%
MO state park	7%	4%	4%	6%	9%	7%	6%	6%	6%	7%
Civil War sites	3%	1%	2%	2%	3%	1%	2%	2%	2%	7%
Jefferson City	3%	2%	4%	4%	3%	3%	3%	2%	3%	6%
St. Charles	5%	4%	5%	4%	5%	4%	4%	3%	4%	5%
St. Joseph	2%	2%	2%	2%	3%	2%	2%	3%	3%	5%
Joplin/Carthage	5%	4%	3%	4%	5%	4%	4%	3%	4%	4%
Columbia	3%	4%	4%	4%	4%	4%	5%	5%	4%	3%
Katy Trail								2%	1%	3%
Perryville								1%	1%	3%
Independence						3%	1%	3%	2%	3%
Cape Girardeau	3%	3%	4%	3%	5%	3%	2%	3%	4%	2%
Other	9%	9%	7%	9%	12%	11%	7%	12%	8%	8%