



Profile for Canadian Travelers to Missouri

Age of Travelers	9% 24-34 18% 35-44 25% 45-54 27% 55-64 21% 65 or older
Household Income	9% Less than \$25K 26% \$25K to \$49.9K 30% \$50K to \$74.9K 35% \$75K +
Education Level	67% have some college and/or bachelor's degree 9% have graduate degree 24% have no college education
Average Leisure Party Travel Size	1.92
Travel Party Composition	16% Singles 52% Adult couples 11% Three or more adults 11% Two adults with children 4% Three or more adults with children

Source: 2008 Profile of Canadian Travelers to U.S & Missouri by Snovate and 2007 Statistics Canada

LF/March 23, 2009

Top 5 Activities (Excluding Shopping)	44% Urban Sightseeing 43% Rural Sightseeing 21% Fine Dining 21% Live Music Shows 17% State/National Park
Average Daily Expenditures	\$112.30 Canadian
Average Trip Length	3.1 nights
Province of Residence for Canadian Visitors to MO <i>(Source: 2007 Statistics Canada)</i>	53% Ontario 17% Manitoba 12% Quebec 7% British Columbia 7% Alberta 4% Saskatchewan
Transportation <i>(Source: 2007 Statistics Canada)</i>	64% Auto 28% Plane 7% Bus 2% Other

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