



## Profile Of All Travelers to Missouri

(Regardless of Geographic market from which they come.)

Average Age	47.5
Average Income	\$50,000 - \$59,999
Average Education Level	39% have bachelor's degree or higher 38% have some college education 23% have no college education
Average Leisure Party Travel Size	2
Travel Party Composition	45% Singles 29% Adult couples 24% Families (includes at least 1 child) 1% Three or more adults
Top 5 Activities (Excluding Visiting Relatives/Friends & Shopping)	12% Rural Sightseeing 10% Fine Dining 7% Urban Sightseeing 6% Theme Park 6% Museums
Average Daily Expenditures per Person	\$61.61
Average Trip Length	2.76 days

Source: University of Missouri FY08 Economic Impact Report based upon TNS TravelsAmerica Data

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