

The Economic Impact of the 2007 Tour of Missouri

Presented by:

Dr. Michael Kaylen
and
Dr. Myoung Lee

Tourism Economics Research Initiative
University of Missouri

(January 2008)

THE ECONOMIC IMPACT OF THE 2007 TOUR OF MISSOURI

EXECUTIVE SUMMARY

Start/Finish Line Results

The University of Missouri's Tourism Economics Research Initiative (TERI) estimated crowd sizes at the Start and Finish Lines for each of the six stages of the 2007 Tour of Missouri. The bulleted results presented in this section of the Executive Summary are based on those crowd size estimates and surveys which were conducted at the Start and Finish Lines.

- There were an estimated 76,062 spectators at the start and finish lines during the six day Tour of Missouri, led by 20,089 at the St. Louis finish, 9,872 at the Kansas City finish and 7,478 at the St. Charles finish.
- Many people saw multiple starts or finishes. The Kansas City and St. Louis stages had the same start and finish lines, so many people saw both the start and the finish on those days. In other cases, people drove from a start to a finish on the same day or attended stages on multiple days of the race. Taking into account that some people attended multiple starts or finishes, the number of unique start/finish line spectators was 47,268.
- Of the unique spectators at the start and finish lines, an estimated 13,697 were from outside of Missouri, representing 36 different states, Washington, D.C., and a few other countries.
- The out-of-state start and finish line spectators spent an estimated \$3.8 million while visiting Missouri, with \$3.4 million of those expenditures taking place in the host cities and the remainder taking place elsewhere in the state. Their household travel parties averaged 2.05 people and spent \$563.32 while traveling in the state.
- 25.6% of the out-state respondents stated they had not visited the interview site within the past five years. 73% said the Tour of Missouri was very important or extremely important in planning their trip.
- The out-of-state visitors came from households with a median household income of \$85,000-\$120,000. This compares favorably to a median household income of only \$47,500-\$50,000 for households traveling to Missouri during fiscal year 2006 (July 2005 – June 2006).
- Nine cities hosted start and/or finish lines and local spending by spectators who were non-local Missourians or non-Missourians was estimated for each of these cities. The average for the nine cities was \$517,062. St. Louis had the largest total, \$1,486,562. This was followed by Kansas City with \$1,305,936 and Branson with \$590,853. These expenditure estimates do not include spending made by local spectators.

- On average, 41.8% of the start/finish line spectators came from outside the local area. Kansas City had the highest percentage (60.19%), followed by Branson (59.24%) and St. Charles (48.23%).
- On average, 28.2% of the start/finish line spectators that came from outside the local area reported they had not visited the local area within the past five years. Lebanon had the highest percentage (55.5%), followed by Clinton (50.2%) and Springfield (27.9%).

Overall Results

Medalist Sports, the event organizers, worked with the Missouri State Highway Patrol and provided estimates of the overall numbers of spectators at the beginning and end of each stage and along the course. The bulleted results presented in this section of the Executive Summary are based on those crowd size estimates and the surveys which TERI conducted at the Start and Finish Lines.

- An estimated total of 367,566 spectators saw the Tour of Missouri at some time during the six stages, either in the start city at the beginning of the stage, the finish city at the end of the stage, or along the route. This number is almost five times the number of people estimated by TERI to be at the start and finish lines because it includes all of the Tour spectators in the start and finish cities, not just at the actual start and finish lines, and all of the spectators along the routes. Large crowds were reported at King of the Mountain sites, at Sprint Lines, and in pass-through cities which held special events. These crowds are included in the overall stage estimates (beginning stage, end stage, and course) but not in the start/finish line estimates.
- St. Louis is estimated to have hosted the most spectators at the beginning or end of a stage, with an estimated 50,000 at the end of the sixth and final stage of the Tour (this includes the number at the actual finish line and those along the route towards the end of the stage). This was followed by St. Charles, with an estimated 45,000 spectators at the end of the fifth stage. Almost 1/3 of the overall spectators during the six stages were somewhere along the course, at sites other than host (beginning and/or end stage) cities.
- Taking into account that some people attended multiple stage beginnings or endings, the overall number of unique stage spectators is estimated to be 255,529.
- An estimated 76,596 unique stage spectators were from outside of Missouri.
- Out-of-state spectators spent an estimated \$21.1 million while visiting Missouri, with \$13.9 million of this total taking place in the nine host cities and the remainder taking place elsewhere in the state. The host cities experienced an addition \$5.1 million in expenditures made by non-local Missourian spectators.
- Of the nine cities that hosted beginnings and/or endings of stages, overall spending in those cities by non-local Missourians or non-Missourians averaged \$2.1 million. Kansas City had the largest total, \$5.9 million. This was followed by St. Louis with \$5.4 million, St. Charles with \$3.3 million and Branson with \$2.0 million.

THE ECONOMIC IMPACT OF THE 2007 TOUR OF MISSOURI

INTRODUCTION

The inaugural Tour of Missouri was held September 11-16, 2007. The six stage event consisted of 15 professional bicycle teams, each with eight riders. The event began on Tuesday, September 11, with an out-and-back race in Kansas City. The second stage, on Wednesday, September 12, was a race from Clinton to Springfield. The third stage, on Thursday, September 13, was a time trial in Branson, with the start at the Landing and the finish at Shepherd of the Hills. The fourth stage was from Lebanon to Columbia, The fifth stage was from Jefferson City to St. Charles and the sixth and final stage was held in St. Louis.

In response to a request from the State, the University of Missouri volunteered financial support and the services of its Tourism Economics Research Initiative (TERI) to conduct an economic analysis of Tour of Missouri spectators. This report is a result of that effort. It contains two sets of estimates. The first set presents summary statistics relating to the spectators at the ten distinct start and finish lines in nine different cities. Two of the stages, the first (Kansas City) and sixth (St. Louis), had finish lines at the start lines and the fourth stage had different start and finish lines but was entirely within Branson.

The second set of estimates relies on estimates of the total number of stage spectators. Medalist Sports, the event organizers, worked with Missouri's State Highway Patrol to provide these estimates. It is important to realize that the entire event covered six hundred miles. In addition to the actual start and finish lines, large crowds were reported at King of the Mountain sites, at Sprint Lines, in pass-through cities which held special events and in locations that had special features (e.g., overpasses, tight turns, etc.). TERI surveyed spectators and provided crowd estimates at each of the ten distinct start/finish lines, but did not attempt to either survey or estimate crowd sizes along the entire six hundred miles.

Results are presented at two regional levels: the city and the state as a whole. In both cases, only expenditures made by visitors while inside the region of interest are reported. At the city level, spectators are categorized as visitors or locals. Spectators are local if they either live in the city or being in the city is part of their usual routine (for example, if they work in the city). Spectators are visitors to the city if they reside in a state other than Missouri or they live in Missouri but it is outside their usual routine to be in the city. For each city, only the expenditures made in the city by visiting spectators (non-local Missourians and out-of-state visitors) are reported; expenditures made by local spectators are not reported.

Spectators at the state level are categorized as being from Missouri or being visitors from out-of-state. The total expenditures made in Missouri by spectators from out-of-state are reported. This total exceeds the sum of the expenditures made in the host cities by out-of-state spectators because some of these visitors also spent money while in other parts of the state. Spending by non-local Missourian spectators in other than host cities is not reported since it does not represent spending within a region of interest (host city or state) made by those from outside the region.

METHODOLOGY

With the exceptions of Kansas City and St. Louis, the following set of procedures was followed at each start and finish. The Study Area was defined by examining the area in the vicinity of the start or finish line, including looking at the locations of any Special Areas. Special Areas could include an Expo Area, a Hospitality Area, an Announcements Area or stage and an Awards Area or stage. Starts and finishes could have any combination or none of these areas.

After the Study Area was defined, the capture-tag-recapture technique was used to estimate the crowd size at the start or finish. The technique was developed to estimate fish populations and is easily understood with an example. Consider the problem of estimating the number of fish in a lake. One possible way of doing this would be to capture a number of fish, tag them and then release them back into the lake. After a brief period of time has passed so that the tagged fish have mingled with the general population, another batch of fish could be caught. Knowing how many fish were originally tagged and the proportion of tagged fish recaptured in the second catch allows estimation of the population size. For example, if originally 500 fish were tagged and then later one thousand fish were caught and one hundred of these had been tagged, then it is reasonable to estimate that one out of ten fish in the population had been tagged. That is, the 500 tagged fish constituted 10% of the fish population, implying the population size is 5,000. Minor modifications to these calculations ensure pleasing statistical properties.

For this study, “tagging” of the population was done by handing out flyers to randomly chosen household travel parties, starting about one hour before the start or expected finish. About 20 minutes before the start or expected finish, enumerators went through the Study Area and randomly asked individuals if their travel parties had received a flyer. This process allowed estimation of the number of household travel parties at the start or finish. It should be noted the chosen unit of observation is a household travel party. This would consist of one or more people at the event all living in the same household as a family. This unit was chosen for several reasons, including obviating the need to deal with minor children and avoiding potential difficulties with one member of a party receiving a flyer but another member replying he/she received it.

Kansas City and St. Louis were special cases in that the races in those cities started and finished at the same place. For both of those places, estimates were made of the number of household travel parties at the starts by using the capture-tag-recapture method described above. An estimate was made of the number of household travel parties attending both the start and finish by asking a random sample of parties at the start whether they intended to see the finish. The number of household travel parties at the finish was estimated using the capture-tag-recapture method, but instead of a flyer, the “tag” was whether the party had been at the start. The number of unique household travel parties was then estimated as the number at the start plus the number at the finish minus the number at both the start and finish.

Details about the household travel parties were obtained through surveys which were done starting about 90 minutes before the start or finish and continued for up to two hours after the start or finish. Adults (18 and over) were asked to fill out only one survey per household travel party and interviewers were instructed to alternate asking males and females in the case of multiple gender travel parties. A total of 3,271 surveys were completed.

Kansas City Start/Finish Line Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Unique Household Travel Parties	2,647	544	3,155	6,347
%	41.71%	8.57%	49.71%	100.00%
Average # Adults per Household Travel Party	1.59	1.72	1.70	1.66
Average # Children per Household Travel Party	0.13	0.07	0.17	0.15
Average # People per Household Travel Party	1.72	1.79	1.87	1.80
Total # Unique Adults	4,206	937	5,363	10,505
%	40.03%	8.92%	51.05%	100.00%
Total # Unique Children	349	37	551	937
%	37.25%	3.92%	58.82%	100.00%
Total # Unique People	4,555	973	5,914	11,441
%	39.81%	8.51%	51.69%	100.00%
Average Expenditures in Kansas City per Household Travel Party		\$249.06	\$370.96	\$353.03
Lodging		\$54.38	\$97.98	\$91.57
Food and Beverages		\$75.63	\$126.49	\$119.01
Shopping/Souvenirs		\$82.19	\$78.40	\$78.96
Ground Transportation		\$35.63	\$35.53	\$35.55
Other		\$1.25	\$32.55	\$27.95
Total Expenditures in Kansas City		\$135,490.14	\$1,170,446.16	\$1,305,936.31
%		10.37%	89.63%	100.00%

Kansas City Start/Finish Line Spectator Characteristics

	Locals	Non-Local Missourians	Non-Missourians
Average Age of Respondents	43.33	46.56	44.17
% of Respondents - Male	73.68%	87.50%	67.74%
% Not Visited within Past Five Years		26.09%	13.24%
% of Respondents, by Race			
Native American or Alaskan native	1.50%	3.57%	3.66%
Asian/Pacific Islander	1.50%	3.57%	0.61%
Black, not Hispanic	2.26%	3.57%	0.61%
White, not Hispanic	91.73%	85.71%	93.90%
Hispanic	3.01%	3.57%	1.22%
% of Respondents, by Household Income			
<\$24,000	2.24%	0.00%	2.00%
\$24,000-\$35,000	5.97%	7.41%	3.33%
\$35,000-\$45,000	11.94%	11.11%	6.67%
\$45,000-\$65,000	22.39%	7.41%	12.67%
\$65,000-\$85,000	20.90%	14.81%	16.00%
\$85,000-\$120,000	20.15%	37.04%	29.33%
\$120,000-\$150,000	7.46%	3.70%	13.33%
>\$150,000	8.96%	18.52%	16.67%
% of Respondents, by Source of Tour Information			
TV	39.73%	40.00%	18.97%
Radio	19.18%	16.67%	9.20%
Web	42.47%	36.67%	28.16%
Newspaper	46.58%	20.00%	35.63%
Magazine	9.59%	13.33%	9.77%
Flyer	10.96%	16.67%	6.90%
Word-of-Mouth	41.78%	43.33%	39.08%
Other	8.22%	10.00%	15.52%
% of Respondents, by Importance of Tour in Planning Trip			
Not at all important		0.00%	16.18%
Somewhat important		9.09%	10.29%
Important		13.64%	11.76%
Very important		13.64%	11.76%
Extremely important		63.64%	50.00%

Clinton Start Line Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	480	272	164	917
%	52.41%	29.66%	17.93%	100.00%
Average # Adults per Household Travel Party	1.73	1.46	1.80	1.66
Average # Children per Household Travel Party	0.30	0.09	0.34	0.25
Average # People per Household Travel Party	2.03	1.55	2.14	1.91
Total # Adults	830	396	295	1,521
%	54.55%	26.03%	19.42%	100.00%
Total # Children	145	25	57	226
%	63.89%	11.11%	25.00%	100.00%
Total # People	974	421	352	1,747
%	55.76%	24.10%	20.14%	100.00%
Average Expenditures in Clinton per Household Travel Party		\$66.10	\$292.38	\$151.36
Lodging		\$15.00	\$31.25	\$21.12
Food and Beverages		\$17.76	\$45.81	\$28.33
Shopping/Souvenirs		\$16.43	\$188.44	\$81.24
Ground Transportation		\$15.48	\$26.25	\$19.54
Other		\$1.43	\$0.63	\$1.13
Total Expenditures in Clinton		\$17,968.65	\$48,060.75	\$66,029.40
%		27.21%	72.79%	100.00%

Clinton Start Line Spectator Characteristics

	Locals	Non-Local Missourians	Non-Missourians
Average Age of Respondents	49.79	47.81	44.41
% of Respondents - Male	50.72%	56.41%	55.00%
% Not Visited within Past Five Years		40.00%	62.50%
% of Respondents, by Race			
Native American or Alaskan native	5.63%	0.00%	0.00%
Asian/Pacific Islander	0.00%	0.00%	0.00%
Black, not Hispanic	0.00%	0.00%	0.00%
White, not Hispanic	94.37%	100.00%	100.00%
Hispanic	0.00%	0.00%	0.00%
% of Respondents, by Household Income			
<\$24,000	7.02%	4.88%	4.17%
\$24,000-\$35,000	8.77%	12.20%	0.00%
\$35,000-\$45,000	7.02%	9.76%	20.83%
\$45,000-\$65,000	10.53%	21.95%	29.17%
\$65,000-\$85,000	19.30%	7.32%	12.50%
\$85,000-\$120,000	17.54%	29.27%	12.50%
\$120,000-\$150,000	15.79%	9.76%	20.83%
>\$150,000	14.04%	4.88%	0.00%
% of Respondents, by Source of Tour Information			
TV	48.68%	39.53%	34.62%
Radio	48.68%	34.88%	26.92%
Web	15.79%	46.51%	50.00%
Newspaper	73.68%	53.49%	26.92%
Magazine	9.21%	23.26%	3.85%
Flyer	23.68%	18.60%	7.69%
Word-of-Mouth	47.37%	44.19%	38.46%
Other	11.84%	11.63%	11.54%
% of Respondents, by Importance of Tour in Planning Trip			
Not at all important		7.89%	4.17%
Somewhat important		5.26%	8.33%
Important		5.26%	16.67%
Very important		10.53%	8.33%
Extremely important		71.05%	62.50%

Springfield Finish Line Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	1,505	293	293	2,090
%	72.00%	14.00%	14.00%	100.00%
Average # Adults per Household Travel Party	1.59	1.63	2.05	1.66
Average # Children per Household Travel Party	0.22	0.12	0.14	0.20
Average # People per Household Travel Party	1.82	1.75	2.20	1.86
Total # Adults	2,397	477	601	3,474
%	68.99%	13.72%	17.30%	100.00%
Total # Children	338	35	41	414
%	81.67%	8.33%	10.00%	100.00%
Total # People	2,735	511	642	3,889
%	70.34%	13.14%	16.52%	100.00%
Average Expenditures in Springfield per Household Travel Party		\$256.54	\$433.33	\$344.94
Lodging		\$100.38	\$120.42	\$110.40
Food and Beverages		\$79.62	\$97.71	\$88.66
Shopping/Souvenirs		\$40.77	\$77.71	\$59.24
Ground Transportation		\$30.38	\$119.79	\$75.09
Other		\$5.38	\$17.71	\$11.55
Total Expenditures in Springfield		\$75,054.79	\$126,779.20	\$201,833.98
%		37.19%	62.81%	100.00%

Springfield Finish Line Spectator Characteristics

	Locals	Non-Local Missourians	Non-Missourians
Average Age of Respondents	43.98	46.64	46.38
% of Respondents - Male	64.32%	63.33%	63.89%
% Not Visited within Past Five Years		11.11%	41.18%
% of Respondents, by Race			
Native American or Alaskan native	2.55%	3.03%	2.70%
Asian/Pacific Islander	1.02%	0.00%	2.70%
Black, not Hispanic	1.53%	0.00%	0.00%
White, not Hispanic	93.37%	96.97%	94.59%
Hispanic	1.53%	0.00%	0.00%
% of Respondents, by Household Income			
<\$24,000	12.77%	0.00%	8.82%
\$24,000-\$35,000	12.77%	16.67%	2.94%
\$35,000-\$45,000	9.57%	8.33%	0.00%
\$45,000-\$65,000	19.68%	19.44%	17.65%
\$65,000-\$85,000	12.23%	16.67%	17.65%
\$85,000-\$120,000	17.02%	16.67%	26.47%
\$120,000-\$150,000	6.91%	5.56%	5.88%
>\$150,000	9.04%	16.67%	20.59%
% of Respondents, by Source of Tour Information			
TV	48.15%	38.10%	11.90%
Radio	26.39%	23.81%	7.14%
Web	25.46%	33.33%	42.86%
Newspaper	52.31%	47.62%	14.29%
Magazine	8.80%	11.90%	16.67%
Flyer	11.11%	2.38%	0.00%
Word-of-Mouth	40.74%	35.71%	23.81%
Other	10.19%	7.14%	14.29%
% of Respondents, by Importance of Tour in Planning Trip			
Not at all important		5.26%	3.33%
Somewhat important		5.26%	0.00%
Important		5.26%	3.33%
Very important		15.79%	20.00%
Extremely important		68.42%	73.33%

Branson Start Line Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	580	345	470	1,395
%	41.58%	24.75%	33.66%	100.00%
Average # Adults per Household Travel Party	1.78	1.63	1.93	1.79
Average # Children per Household Travel Party	0.26	0.08	0.26	0.22
Average # People per Household Travel Party	2.04	1.71	2.19	2.01
Total # Adults	1,031	563	907	2,501
%	41.21%	22.53%	36.26%	100.00%
Total # Children	151	27	124	302
%	50.00%	9.09%	40.91%	100.00%
Total # People	1,182	591	1,031	2,803
%	42.16%	21.08%	36.76%	100.00%
Average Expenditures in Branson per Household Travel Party		\$307.27	\$985.85	\$698.32
Lodging		\$102.27	\$253.63	\$189.50
Food and Beverages		\$78.64	\$170.93	\$131.82
Shopping/Souvenirs		\$60.45	\$309.07	\$203.73
Ground Transportation		\$40.45	\$102.22	\$76.05
Other		\$25.45	\$150.00	\$97.23
Total Expenditures in Branson		\$106,087.03	\$462,901.78	\$568,988.81
%		18.64%	81.36%	100.00%

Branson Start Line Spectator Characteristics

	Locals	Non-Local Missourians	Non-Missourians
Average Age of Respondents	44.97	48.43	48.03
% of Respondents - Male	52.78%	65.00%	64.29%
% Not Visited within Past Five Years		6.25%	21.88%
% of Respondents, by Race			
Native American or Alaskan native	10.53%	0.00%	0.00%
Asian/Pacific Islander	0.00%	0.00%	0.00%
Black, not Hispanic	0.00%	0.00%	0.00%
White, not Hispanic	89.47%	100.00%	100.00%
Hispanic	0.00%	0.00%	0.00%
% of Respondents, by Household Income			
<\$24,000	9.09%	10.00%	0.00%
\$24,000-\$35,000	15.15%	10.00%	9.38%
\$35,000-\$45,000	12.12%	0.00%	3.13%
\$45,000-\$65,000	24.24%	25.00%	21.88%
\$65,000-\$85,000	12.12%	25.00%	21.88%
\$85,000-\$120,000	9.09%	10.00%	21.88%
\$120,000-\$150,000	6.06%	10.00%	6.25%
>\$150,000	12.12%	10.00%	15.63%
% of Respondents, by Source of Tour Information			
TV	40.48%	60.00%	11.76%
Radio	19.05%	20.00%	2.94%
Web	7.14%	36.00%	38.24%
Newspaper	30.95%	60.00%	11.76%
Magazine	4.76%	8.00%	11.76%
Flyer	11.90%	8.00%	2.94%
Word-of-Mouth	45.24%	44.00%	26.47%
Other	16.67%	16.00%	26.47%
% of Respondents, by Importance of Tour in Planning Trip			
Not at all important		5.56%	16.67%
Somewhat important		5.56%	6.67%
Important		5.56%	6.67%
Very important		11.11%	23.33%
Extremely important		72.22%	46.67%

Branson Finish Line Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	23	55	36	113
%	20.00%	48.42%	31.58%	100.00%
Average # Adults per Household Travel Party	1.57	1.53	1.62	1.57
Average # Children per Household Travel Party	0.05	0.15	0.03	0.09
Average # People per Household Travel Party	1.62	1.69	1.66	1.66
Total # Adults	35	84	58	177
%	20.00%	47.33%	32.67%	100.00%
Total # Children	1	8	1	11
%	11.11%	77.78%	11.11%	100.00%
Total # People	37	92	59	188
%	19.50%	49.06%	31.45%	100.00%
Average Expenditures in Branson per Household Travel Party		\$223.03	\$270.73	\$241.86
Lodging		\$70.09	\$90.45	\$78.13
Food and Beverages		\$51.13	\$72.09	\$59.40
Shopping/Souvenirs		\$46.03	\$45.45	\$45.80
Ground Transportation		\$55.78	\$43.41	\$50.90
Other		\$0.00	\$19.32	\$7.63
Total Expenditures in Branson		\$12,203.33	\$9,660.69	\$21,864.02
%		55.81%	44.19%	100.00%

Branson Finish Line Spectator Characteristics

	Locals	Non-Local Missourians	Non-Missourians
Average Age of Respondents	49.41	42.67	48.15
% of Respondents - Male	28.57%	64.29%	72.41%
% Not Visited within Past Five Years		41.03%	44.83%
% of Respondents, by Race			
Native American or Alaskan native	0.00%	2.27%	0.00%
Asian/Pacific Islander	0.00%	2.27%	0.00%
Black, not Hispanic	0.00%	2.27%	0.00%
White, not Hispanic	100.00%	93.18%	100.00%
Hispanic	0.00%	0.00%	0.00%
% of Respondents, by Household Income			
<\$24,000	6.25%	2.33%	0.00%
\$24,000-\$35,000	18.75%	9.30%	7.69%
\$35,000-\$45,000	6.25%	9.30%	7.69%
\$45,000-\$65,000	25.00%	18.60%	26.92%
\$65,000-\$85,000	18.75%	23.26%	19.23%
\$85,000-\$120,000	6.25%	20.93%	23.08%
\$120,000-\$150,000	6.25%	9.30%	3.85%
>\$150,000	12.50%	6.98%	11.54%
% of Respondents, by Source of Tour Information			
TV	36.84%	47.83%	23.33%
Radio	21.05%	34.78%	3.33%
Web	15.79%	45.65%	56.67%
Newspaper	47.37%	36.96%	20.00%
Magazine	0.00%	26.09%	20.00%
Flyer	0.00%	10.87%	6.67%
Word-of-Mouth	73.68%	56.52%	16.67%
Other	5.26%	10.87%	6.67%
% of Respondents, by Importance of Tour in Planning Trip			
Not at all important		2.56%	3.57%
Somewhat important		0.00%	0.00%
Important		2.56%	3.57%
Very important		17.95%	21.43%
Extremely important		76.92%	71.43%

Lebanon Start Line Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	506	240	133	879
%	57.58%	27.27%	15.15%	100.00%
Average # Adults per Household Travel Party	1.75	1.61	1.38	1.65
Average # Children per Household Travel Party	0.27	0.08	0.20	0.21
Average # People per Household Travel Party	2.02	1.69	1.57	1.86
Total # Adults	884	386	183	1,453
%	60.81%	26.58%	12.61%	100.00%
Total # Children	137	20	26	183
%	75.00%	10.71%	14.29%	100.00%
Total # People	1,021	406	209	1,636
%	62.40%	24.80%	12.80%	100.00%
Average Expenditures in Lebanon per Household Travel Party		\$79.83	\$250.83	\$140.90
Lodging		\$13.89	\$66.67	\$32.74
Food and Beverages		\$16.22	\$54.17	\$29.77
Shopping/Souvenirs		\$12.78	\$38.75	\$22.05
Ground Transportation		\$36.94	\$78.75	\$51.88
Other		\$0.00	\$12.50	\$4.46
Total Expenditures in Lebanon		\$19,142.43	\$33,413.78	\$52,556.21
%		36.42%	63.58%	100.00%

Note: In addition to the above numbers, an estimated 600 local elementary school children were brought to the Lebanon Start Line by their schools.

Lebanon Start Line Spectator Characteristics

	Locals	Non-Local Missourians	Non-Missourians
Average Age of Respondents	43.19	47.10	45.44
% of Respondents - Male	52.31%	60.00%	50.00%
% Not Visited within Past Five Years		40.74%	84.21%
% of Respondents, by Race			
Native American or Alaskan native	4.35%	0.00%	11.11%
Asian/Pacific Islander	1.45%	0.00%	0.00%
Black, not Hispanic	0.00%	0.00%	0.00%
White, not Hispanic	94.20%	100.00%	88.89%
Hispanic	0.00%	0.00%	0.00%
% of Respondents, by Household Income			
<\$24,000	20.00%	0.00%	0.00%
\$24,000-\$35,000	3.64%	0.00%	0.00%
\$35,000-\$45,000	7.27%	8.33%	6.67%
\$45,000-\$65,000	16.36%	12.50%	20.00%
\$65,000-\$85,000	23.64%	12.50%	13.33%
\$85,000-\$120,000	14.55%	37.50%	33.33%
\$120,000-\$150,000	5.45%	8.33%	13.33%
>\$150,000	9.09%	20.83%	13.33%
% of Respondents, by Source of Tour Information			
TV	50.00%	41.67%	15.00%
Radio	40.79%	25.00%	10.00%
Web	10.53%	33.33%	55.00%
Newspaper	52.63%	38.89%	15.00%
Magazine	2.63%	25.00%	25.00%
Flyer	14.47%	8.33%	0.00%
Word-of-Mouth	48.68%	41.67%	35.00%
Other	9.21%	5.56%	20.00%
% of Respondents, by Importance of Tour in Planning Trip			
Not at all important		3.85%	5.26%
Somewhat important		0.00%	5.26%
Important		23.08%	0.00%
Very important		11.54%	5.26%
Extremely important		61.54%	84.21%

Columbia Finish Line Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	1,504	451	282	2,236
%	67.25%	20.15%	12.59%	100.00%
Average # Adults per Household Travel Party	1.57	1.76	1.57	1.61
Average # Children per Household Travel Party	0.30	0.24	0.08	0.26
Average # People per Household Travel Party	1.87	2.00	1.65	1.87
Total # Adults	2,355	792	442	3,589
%	65.62%	22.08%	12.30%	100.00%
Total # Children	459	108	23	589
%	77.88%	18.27%	3.85%	100.00%
Total # People	2,813	900	464	4,177
%	67.34%	21.54%	11.11%	100.00%
Average Expenditures in Columbia per Household Travel Party		\$264.09	\$379.97	\$308.66
Lodging		\$42.30	\$78.86	\$56.36
Food and Beverages		\$67.55	\$107.64	\$82.97
Shopping/Souvenirs		\$97.45	\$78.47	\$90.15
Ground Transportation		\$35.00	\$73.89	\$49.96
Other		\$21.79	\$41.11	\$29.22
Total Expenditures in Columbia		\$118,981.74	\$106,992.44	\$225,974.19
%		52.65%	47.35%	100.00%

Columbia Finish Line Spectator Characteristics

	Locals	Non-Local Missourians	Non-Missourians
Average Age of Respondents	38.04	43.82	40.22
% of Respondents - Male	50.86%	68.06%	60.00%
% Not Visited within Past Five Years		13.11%	30.23%
% of Respondents, by Race			
Native American or Alaskan native	1.71%	1.39%	2.17%
Asian/Pacific Islander	0.85%	0.00%	2.17%
Black, not Hispanic	5.56%	1.39%	0.00%
White, not Hispanic	91.03%	95.83%	93.48%
Hispanic	0.85%	1.39%	2.17%
% of Respondents, by Household Income			
<\$24,000	22.32%	4.11%	17.39%
\$24,000-\$35,000	9.38%	5.48%	4.35%
\$35,000-\$45,000	7.14%	6.85%	4.35%
\$45,000-\$65,000	12.95%	13.70%	8.70%
\$65,000-\$85,000	13.84%	19.18%	8.70%
\$85,000-\$120,000	19.20%	30.14%	28.26%
\$120,000-\$150,000	6.25%	5.48%	13.04%
>\$150,000	8.93%	15.07%	15.22%
% of Respondents, by Source of Tour Information			
TV	41.20%	36.25%	16.00%
Radio	39.70%	22.50%	8.00%
Web	22.10%	38.75%	48.00%
Newspaper	40.07%	43.75%	24.00%
Magazine	5.99%	13.75%	12.00%
Flyer	12.36%	7.50%	2.00%
Word-of-Mouth	35.96%	38.75%	52.00%
Other	12.73%	15.00%	14.00%
% of Respondents, by Importance of Tour in Planning Trip			
Not at all important		9.38%	2.38%
Somewhat important		7.81%	9.52%
Important		4.69%	7.14%
Very important		10.94%	16.67%
Extremely important		67.19%	64.29%

Jefferson City Start Line Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	1,132	505	320	1,958
%	57.82%	25.82%	16.36%	100.00%
Average # Adults per Household Travel Party	1.92	1.94	1.77	1.90
Average # Children per Household Travel Party	0.77	0.36	0.38	0.60
Average # People per Household Travel Party	2.69	2.30	2.15	2.50
Total # Adults	2,178	979	567	3,724
%	58.48%	26.29%	15.24%	100.00%
Total # Children	872	184	121	1,178
%	74.10%	15.66%	10.24%	100.00%
Total # People	3,050	1,163	688	4,902
%	62.23%	23.73%	14.04%	100.00%
Average Expenditures in Jefferson City per Household Travel Party		\$160.74	\$280.48	\$207.19
Lodging		\$45.53	\$94.35	\$64.47
Food and Beverages		\$38.09	\$84.19	\$55.97
Shopping/Souvenirs		\$33.53	\$48.06	\$39.17
Ground Transportation		\$35.41	\$40.65	\$37.44
Other		\$8.18	\$13.23	\$10.14
Total Expenditures in Jefferson City		\$81,250.78	\$89,862.47	\$171,113.26
%		47.48%	52.52%	100.00%

Jefferson City Start Line Spectator Characteristics

	Locals	Non-Local Missourians	Non-Missourians
Average Age of Respondents	45.65	46.16	46.73
% of Respondents - Male	45.71%	54.39%	82.50%
% Not Visited within Past Five Years		14.00%	34.09%
% of Respondents, by Race			
Native American or Alaskan native	0.71%	5.36%	0.00%
Asian/Pacific Islander	0.71%	0.00%	2.70%
Black, not Hispanic	2.14%	0.00%	0.00%
White, not Hispanic	95.71%	94.64%	94.59%
Hispanic	0.71%	0.00%	2.70%
% of Respondents, by Household Income			
<\$24,000	11.11%	5.08%	2.56%
\$24,000-\$35,000	7.41%	8.47%	5.13%
\$35,000-\$45,000	5.93%	5.08%	10.26%
\$45,000-\$65,000	15.56%	15.25%	15.38%
\$65,000-\$85,000	24.44%	25.42%	15.38%
\$85,000-\$120,000	20.74%	30.51%	25.64%
\$120,000-\$150,000	5.19%	3.39%	15.38%
>\$150,000	9.63%	6.78%	10.26%
% of Respondents, by Source of Tour Information			
TV	56.60%	40.85%	20.00%
Radio	47.80%	29.58%	6.67%
Web	29.56%	56.34%	68.89%
Newspaper	58.49%	47.89%	24.44%
Magazine	6.29%	22.54%	17.78%
Flyer	16.35%	15.49%	4.44%
Word-of-Mouth	44.65%	47.89%	40.00%
Other	15.72%	7.04%	8.89%
% of Respondents, by Importance of Tour in Planning Trip			
Not at all important		2.00%	2.27%
Somewhat important		4.00%	2.27%
Important		6.00%	6.82%
Very important		8.00%	15.91%
Extremely important		80.00%	72.73%

St. Charles Finish Line Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	1,730	919	786	3,436
%	50.36%	26.75%	22.89%	100.00%
Average # Adults per Household Travel Party	1.84	1.77	1.81	1.81
Average # Children per Household Travel Party	0.40	0.37	0.28	0.36
Average # People per Household Travel Party	2.24	2.14	2.09	2.18
Total # Adults	3,186	1,626	1,420	6,232
%	51.13%	26.09%	22.78%	100.00%
Total # Children	685	338	223	1,246
%	54.97%	27.15%	17.88%	100.00%
Total # People	3,871	1,964	1,643	7,478
%	51.77%	26.27%	21.96%	100.00%
Average Expenditures in St. Charles per Household Travel Party		\$251.79	\$408.58	\$324.10
Lodging		\$79.16	\$127.46	\$101.43
Food and Beverages		\$80.79	\$136.19	\$106.34
Shopping/Souvenirs		\$48.55	\$79.40	\$62.78
Ground Transportation		\$34.74	\$45.22	\$39.57
Other		\$8.55	\$20.30	\$13.97
Total Expenditures in St. Charles		\$231,369.41	\$321,327.81	\$552,697.22
%		41.86%	58.14%	100.00%

St. Charles Finish Line Spectator Characteristics

	Locals	Non-Local Missourians	Non-Missourians
Average Age of Respondents	44.70	41.71	43.18
% of Respondents - Male	56.52%	54.08%	69.41%
% Not Visited within Past Five Years		14.81%	37.80%
% of Respondents, by Race			
Native American or Alaskan native	3.21%	2.06%	1.19%
Asian/Pacific Islander	0.53%	2.06%	1.19%
Black, not Hispanic	3.74%	3.09%	1.19%
White, not Hispanic	89.30%	90.72%	95.24%
Hispanic	3.21%	2.06%	1.19%
% of Respondents, by Household Income			
<\$24,000	7.22%	8.70%	8.14%
\$24,000-\$35,000	4.44%	4.35%	4.65%
\$35,000-\$45,000	7.78%	5.43%	2.33%
\$45,000-\$65,000	16.11%	13.04%	18.60%
\$65,000-\$85,000	16.67%	17.39%	23.26%
\$85,000-\$120,000	27.78%	26.09%	18.60%
\$120,000-\$150,000	12.22%	5.43%	12.79%
>\$150,000	7.78%	19.57%	11.63%
% of Respondents, by Source of Tour Information			
TV	36.84%	31.53%	12.63%
Radio	18.18%	22.52%	9.47%
Web	28.23%	34.23%	38.95%
Newspaper	43.06%	45.95%	16.84%
Magazine	9.09%	14.41%	23.16%
Flyer	13.88%	13.51%	7.37%
Word-of-Mouth	40.67%	44.14%	31.58%
Other	13.88%	12.61%	15.79%
% of Respondents, by Importance of Tour in Planning Trip			
Not at all important		11.11%	14.10%
Somewhat important		12.96%	7.69%
Important		11.11%	2.56%
Very important		22.22%	12.82%
Extremely important		42.59%	62.82%

St. Louis Start/Finish Line Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Unique Household Travel Parties	5,403	1,582	3,046	10,031
%	53.86%	15.77%	30.37%	100.00%
Average # Adults per Household Travel Party	1.88	2.00	1.84	1.89
Average # Children per Household Travel Party	0.30	0.42	0.38	0.35
Average # People per Household Travel Party	2.18	2.42	2.22	2.23
Total # Unique Adults	10,170	3,168	5,597	18,935
%	53.71%	16.73%	29.56%	100.00%
Total # Unique Children	1,626	665	1,172	3,464
%	46.95%	19.21%	33.84%	100.00%
Total # Unique People	11,796	3,833	6,769	22,399
%	52.66%	17.11%	30.22%	100.00%
Average Expenditures in St. Louis per Household Travel Party		\$289.19	\$337.84	\$321.22
Lodging		\$79.94	\$107.93	\$98.36
Food and Beverages		\$84.35	\$98.44	\$93.62
Shopping/Souvenirs		\$64.11	\$61.42	\$62.34
Ground Transportation		\$52.42	\$49.24	\$50.33
Other		\$8.37	\$20.82	\$16.56
Total Expenditures in St. Louis		\$457,374.30	\$1,029,187.38	\$1,486,561.68
%		30.77%	69.23%	100.00%

St. Louis Start/Finish Line Spectator Characteristics

	Locals	Non-Local Missourians	Non-Missourians
Average Age of Respondents	43.01	43.60	41.46
% of Respondents - Male	57.82%	53.49%	66.28%
% Not Visited within Past Five Years		8.64%	28.25%
% of Respondents, by Race			
Native American or Alaskan native	2.17%	0.77%	2.61%
Asian/Pacific Islander	2.82%	2.31%	1.87%
Black, not Hispanic	3.90%	1.54%	1.49%
White, not Hispanic	89.80%	93.85%	91.42%
Hispanic	1.30%	1.54%	2.61%
% of Respondents, by Household Income			
<\$24,000	4.60%	3.10%	4.98%
\$24,000-\$35,000	7.59%	3.88%	4.21%
\$35,000-\$45,000	10.80%	10.85%	5.75%
\$45,000-\$65,000	13.79%	11.63%	16.48%
\$65,000-\$85,000	17.24%	15.50%	17.24%
\$85,000-\$120,000	20.46%	31.78%	26.05%
\$120,000-\$150,000	10.80%	10.85%	11.88%
>\$150,000	14.71%	12.40%	13.41%
% of Respondents, by Source of Tour Information			
TV	37.33%	39.60%	24.74%
Radio	18.66%	22.82%	9.06%
Web	36.35%	42.28%	45.30%
Newspaper	44.20%	46.31%	21.25%
Magazine	12.57%	22.15%	19.51%
Flyer	13.16%	11.41%	3.48%
Word-of-Mouth	47.54%	38.26%	30.31%
Other	12.38%	12.75%	10.45%
% of Respondents, by Importance of Tour in Planning Trip			
Not at all important		7.23%	4.98%
Somewhat important		3.61%	6.79%
Important		3.61%	9.05%
Very important		13.25%	12.67%
Extremely important		72.29%	66.52%

State-Wide Start/Finish Line Estimates

	Missourians	Non-Missourians	TOTAL
Number of Unique Household Travel Parties	15,924	6,694	22,618
%	70.40%	29.60%	100.00%
Average # Adults per Household Travel Party	1.77	1.78	1.77
Average # Children per Household Travel Party	0.30	0.27	0.29
Average # People per Household Travel Party	2.07	2.05	2.06
Total # Unique Adults	28,196	11,895	40,091
%	70.33%	29.67%	100.00%
Total # Unique Children	4,775	1,802	6,577
%	72.60%	27.40%	100.00%
Total # Unique People	32,971	13,697	46,668
%	70.65%	29.35%	100.00%
Average Expenditures in Missouri per Household Travel Party		\$563.32	
Lodging		\$176.71	
Food and Beverages		\$151.59	
Shopping/Souvenirs		\$104.56	
Ground Transportation		\$91.36	
Other		\$39.11	
Total Expenditures in Missouri		\$3,770,989.74	

Note: In addition to the above numbers, an estimated 600 local elementary school children were brought to the Lebanon Start Line by their schools.

State-Wide Start/Finish Line Spectator Characteristics

	Missourians	Non-Missourians
Average Age of Respondents	43.68	43.42
% of Respondents – Male	59.17%	66.86%
% Not Visited within Past Five Years	16.10%	25.61%
% of Respondents, by Race		
Native American or Alaskan native	2.36%	2.68%
Asian/Pacific Islander	1.55%	1.24%
Black, not Hispanic	2.65%	0.85%
White, not Hispanic	91.90%	93.58%
Hispanic	1.54%	1.64%
% of Respondents, by Household Income		
<\$24,000	7.31%	1.46%
\$24,000-\$35,000	8.02%	2.81%
\$35,000-\$45,000	9.41%	6.99%
\$45,000-\$65,000	16.44%	18.65%
\$65,000-\$85,000	17.47%	15.67%
\$85,000-\$120,000	21.10%	28.53%
\$120,000-\$150,000	8.90%	11.75%
>\$150,000	11.36%	14.15%
% of Respondents, by Source of Tour Information		
TV	40.92%	19.99%
Radio	24.83%	8.96%
Web	33.29%	39.28%
Newspaper	46.04%	25.54%
Magazine	11.59%	15.27%
Flyer	12.81%	4.96%
Word-of-Mouth	43.26%	34.42%
Other	11.84%	13.98%
% of Respondents, by Importance of Tour in Planning Trip		
Not at all important		10.25%
Somewhat important		7.81%
Important		8.97%
Very important		13.27%
Extremely important		59.71%

Stage One: Kansas City Overall Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Unique Household Travel Parties	11,893	2,444	14,174	28,512
%	41.71%	8.57%	49.71%	100.00%
Average # Adults per Household Travel Party	1.59	1.72	1.70	1.66
Average # Children per Household Travel Party	0.13	0.07	0.17	0.15
Average # People per Household Travel Party	1.72	1.79	1.87	1.80
Total # Unique Adults	18,893	4,208	24,091	47,191
%	40.03%	8.92%	51.05%	100.00%
Total # Unique Children	1,568	165	2,475	4,208
%	37.25%	3.92%	58.82%	100.00%
Total # Unique People	20,461	4,373	26,566	51,399
%	39.81%	8.51%	51.69%	100.00%
Average Expenditures in Kansas City per Household Travel Party		\$249.06	\$370.96	\$353.03
Lodging		\$54.38	\$97.98	\$91.57
Food and Beverages		\$75.63	\$126.49	\$119.01
Shopping/Souvenirs		\$82.19	\$78.40	\$78.96
Ground Transportation		\$35.63	\$35.53	\$35.55
Other		\$1.25	\$32.55	\$27.95
Total Expenditures in Kansas City		\$608,671.99	\$5,258,078.47	\$5,866,750.46
%		10.37%	89.63%	100.00%

Stage Two: Clinton Overall Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	1,375	778	470	2,623
%	52.41%	29.66%	17.93%	100.00%
Average # Adults per Household Travel Party	1.73	1.46	1.80	1.66
Average # Children per Household Travel Party	0.30	0.09	0.34	0.25
Average # People per Household Travel Party	2.03	1.55	2.14	1.91
Total # Adults	2,374	1,133	845	4,353
%	54.55%	26.03%	19.42%	100.00%
Total # Children	414	72	162	647
%	63.89%	11.11%	25.00%	100.00%
Total # People	2,788	1,205	1,007	5,000
%	55.76%	24.10%	20.14%	100.00%
Average Expenditures in Clinton per Household Travel Party		\$66.10	\$292.38	\$151.36
Lodging		\$15.00	\$31.25	\$21.12
Food and Beverages		\$17.76	\$45.81	\$28.33
Shopping/Souvenirs		\$16.43	\$188.44	\$81.24
Ground Transportation		\$15.48	\$26.25	\$19.54
Other		\$1.43	\$0.63	\$1.13
Total Expenditures in Clinton		\$51,417.22	\$137,525.59	\$188,942.80
%		27.21%	72.79%	100.00%

Stage Two: Springfield Overall Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	5,804	1,129	1,129	8,061
%	72.00%	14.00%	14.00%	100.00%
Average # Adults per Household Travel Party	1.59	1.63	2.05	1.66
Average # Children per Household Travel Party	0.22	0.12	0.14	0.20
Average # People per Household Travel Party	1.82	1.75	2.20	1.86
Total # Adults	9,245	1,838	2,318	13,401
%	68.99%	13.72%	17.30%	100.00%
Total # Children	1,306	133	160	1,599
%	81.67%	8.33%	10.00%	100.00%
Total # People	10,551	1,972	2,478	15,000
%	70.34%	13.14%	16.52%	100.00%
Average Expenditures in Springfield per Household Travel Party		\$256.54	\$433.33	\$344.94
Lodging		\$100.38	\$120.42	\$110.40
Food and Beverages		\$79.62	\$97.71	\$88.66
Shopping/Souvenirs		\$40.77	\$77.71	\$59.24
Ground Transportation		\$30.38	\$119.79	\$75.09
Other		\$5.38	\$17.71	\$11.55
Total Expenditures in Springfield		\$289,521.98	\$489,047.62	\$778,569.60
%		37.19%	62.81%	100.00%

Stage Three: Branson Overall Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	2,053	1,263	1,679	4,995
%	41.10%	25.29%	33.62%	100.00%
Average # Adults per Household Travel Party	1.77	1.63	1.93	1.79
Average # Children per Household Travel Party	0.26	0.08	0.26	0.21
Average # People per Household Travel Party	2.03	1.71	2.18	2.00
Total # Adults	3,643	2,056	3,232	8,931
%	40.79%	23.02%	36.19%	100.00%
Total # Children	530	104	434	1,069
%	49.61%	9.77%	40.61%	100.00%
Total # People	4,173	2,160	3,666	10,000
%	41.73%	21.60%	36.66%	100.00%
Average Expenditures in Branson per Household Travel Party		\$303.62	\$954.87	\$675.29
Lodging		\$100.88	\$246.56	\$184.02
Food and Beverages		\$77.44	\$166.64	\$128.35
Shopping/Souvenirs		\$59.83	\$297.65	\$195.56
Ground Transportation		\$41.12	\$99.67	\$74.54
Other		\$24.35	\$144.34	\$92.83
Total Expenditures in Branson		\$383,521.76	\$1,603,380.66	\$1,986,902.41
%		1754.12%	7333.42%	9087.54%

Stage Four: Lebanon Overall Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	1,547	733	407	2,686
%	57.58%	27.27%	15.15%	100.00%
Average # Adults per Household Travel Party	1.75	1.61	1.38	1.65
Average # Children per Household Travel Party	0.27	0.08	0.20	0.21
Average # People per Household Travel Party	2.02	1.69	1.57	1.86
Total # Adults	2,700	1,180	560	4,440
%	60.81%	26.58%	12.61%	100.00%
Total # Children	420	60	80	560
%	75.00%	10.71%	14.29%	100.00%
Total # People	3,120	1,240	640	5,000
%	62.40%	24.80%	12.80%	100.00%
Average Expenditures in Lebanon per Household Travel Party		\$79.83	\$250.83	\$140.90
Lodging		\$13.89	\$66.67	\$32.74
Food and Beverages		\$16.22	\$54.17	\$29.77
Shopping/Souvenirs		\$12.78	\$38.75	\$22.05
Ground Transportation		\$36.94	\$78.75	\$51.88
Other		\$0.00	\$12.50	\$4.46
Total Expenditures in Lebanon		\$58,487.52	\$102,092.00	\$160,579.52
%		36.42%	63.58%	100.00%

Note: In addition to the above numbers, an estimated 600 local elementary school children were brought to the Lebanon Start Line by their schools.

Stage Four: Columbia Overall Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	5,399	1,618	1,011	8,028
%	67.25%	20.15%	12.59%	100.00%
Average # Adults per Household Travel Party	1.57	1.76	1.57	1.61
Average # Children per Household Travel Party	0.30	0.24	0.08	0.26
Average # People per Household Travel Party	1.87	2.00	1.65	1.87
Total # Adults	8,455	2,846	1,585	12,886
%	65.62%	22.08%	12.30%	100.00%
Total # Children	1,646	386	81	2,114
%	77.88%	18.27%	3.85%	100.00%
Total # People	10,102	3,232	1,667	15,000
%	67.34%	21.54%	11.11%	100.00%
Average Expenditures in Columbia per Household Travel Party		\$264.09	\$379.97	\$308.66
Lodging		\$42.30	\$78.86	\$56.36
Food and Beverages		\$67.55	\$107.64	\$82.97
Shopping/Souvenirs		\$97.45	\$78.47	\$90.15
Ground Transportation		\$35.00	\$73.89	\$49.96
Other		\$21.79	\$41.11	\$29.22
Total Expenditures in Columbia		\$427,228.19	\$384,178.16	\$811,406.35
%		52.65%	47.35%	100.00%

Stage Five: Jefferson City Overall Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	3,464	1,547	980	5,992
%	57.82%	25.82%	16.36%	100.00%
Average # Adults per Household Travel Party	1.92	1.94	1.77	1.90
Average # Children per Household Travel Party	0.77	0.36	0.38	0.60
Average # People per Household Travel Party	2.69	2.30	2.15	2.50
Total # Adults	6,664	2,996	1,737	11,397
%	58.48%	26.29%	15.24%	100.00%
Total # Children	2,670	564	369	3,603
%	74.10%	15.66%	10.24%	100.00%
Total # People	9,334	3,560	2,106	15,000
%	62.23%	23.73%	14.04%	100.00%
Average Expenditures in Jefferson City per Household Travel Party		\$160.74	\$280.48	\$207.19
Lodging		\$45.53	\$94.35	\$64.47
Food and Beverages		\$38.09	\$84.19	\$55.97
Shopping/Souvenirs		\$33.53	\$48.06	\$39.17
Ground Transportation		\$35.41	\$40.65	\$37.44
Other		\$8.18	\$13.23	\$10.14
Total Expenditures in Jefferson City		\$248,645.83	\$274,999.55	\$523,645.38
%		47.48%	52.52%	100.00%

Stage Five: St. Charles Overall Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Household Travel Parties	10,411	5,529	4,732	20,673
%	50.36%	26.75%	22.89%	100.00%
Average # Adults per Household Travel Party	1.84	1.77	1.81	1.81
Average # Children per Household Travel Party	0.40	0.37	0.28	0.36
Average # People per Household Travel Party	2.24	2.14	2.09	2.18
Total # Adults	19,172	9,785	8,543	37,500
%	51.13%	26.09%	22.78%	100.00%
Total # Children	4,123	2,036	1,341	7,500
%	54.97%	27.15%	17.88%	100.00%
Total # People	23,295	11,821	9,884	45,000
%	51.77%	26.27%	21.96%	100.00%
Average Expenditures in St. Charles per Household Travel Party		\$251.79	\$408.58	\$324.10
Lodging		\$79.16	\$127.46	\$101.43
Food and Beverages		\$80.79	\$136.19	\$106.34
Shopping/Souvenirs		\$48.55	\$79.40	\$62.78
Ground Transportation		\$34.74	\$45.22	\$39.57
Other		\$8.55	\$20.30	\$13.97
Total Expenditures in St. Charles		\$1,392,251.11	\$1,933,570.25	\$3,325,821.36
%		41.86%	58.14%	100.00%

Stage 6: St. Louis Overall Estimates

	Locals	Non-Local Missourians	Non- Missourians	TOTAL
Number of Unique Household Travel Parties	19,475	5,701	10,981	36,158
%	53.86%	15.77%	30.37%	100.00%
Average # Adults per Household Travel Party	1.88	2.00	1.84	1.89
Average # Children per Household Travel Party	0.30	0.42	0.38	0.35
Average # People per Household Travel Party	2.18	2.42	2.22	2.23
Total # Unique Adults	36,659	11,420	20,176	68,255
%	53.71%	16.73%	29.56%	100.00%
Total # Unique Children	5,862	2,398	4,225	12,486
%	46.95%	19.21%	33.84%	100.00%
Total # Unique People	42,521	13,819	24,401	80,741
%	52.66%	17.11%	30.22%	100.00%
Average Expenditures in St. Louis per Household Travel Party		\$289.19	\$337.84	\$321.22
Lodging		\$79.94	\$107.93	\$98.36
Food and Beverages		\$84.35	\$98.44	\$93.62
Shopping/Souvenirs		\$64.11	\$61.42	\$62.34
Ground Transportation		\$52.42	\$49.24	\$50.33
Other		\$8.37	\$20.82	\$16.56
Total Expenditures in St. Louis		\$1,648,709.48	\$3,709,939.50	\$5,358,648.98
%		30.77%	69.23%	100.00%

All Stages: State-Wide Overall Estimates

	Missourians	Non-Missourians	TOTAL
Number of Unique Household Travel Parties	86,620	37,618	124,238
%	69.72%	30.28%	100.00%
Average # Adults per Household Travel Party	1.77	1.77	1.77
Average # Children per Household Travel Party	0.30	0.26	0.29
Average # People per Household Travel Party	2.07	2.04	2.06
Total # Unique Adults	153,147	66,730	219,877
%	69.65%	30.35%	100.00%
Total # Unique Children	25,785	9,866	35,651
%	72.33%	27.67%	100.00%
Total # Unique People	178,932	76,596	255,529
%	70.02%	29.98%	100.00%
Average Expenditures in Missouri per Household Travel Party		\$560.85	
Lodging		\$175.86	
Food and Beverages		\$152.94	
Shopping/Souvenirs		\$102.77	
Ground Transportation		\$90.86	
Other		\$38.42	
Total Expenditures in Missouri		\$21,098,043.64	

Note: In addition to the above numbers, an estimated 600 local elementary school children were brought to the Lebanon Start Line by their schools.