



enjoy the show

Visitation Activities from Target Markets: Participation and Motivation

2019 Activities	Participate	Motivate	2019 Net	2018 Net
Family event or activity	24%	68%	16%	17%
Shopping	44%	32%	14%	15%
Attending entertainment or live shows	20%	62%	12%	10%
Family attractions, such as zoos, water parks, etc.	22%	47%	11%	11%
Visiting a city or city attractions	31%	36%	11%	13%
Dining at unique, local restaurants	40%	25%	10%	9%
Visiting a theme park	16%	60%	10%	10%
Attending a professional sporting event	8%	74%	6%	6%
Driving tours or scenic drives	17%	36%	6%	3%
Museums/cultural events	17%	36%	6%	6%
Fishing, boating or other water activities	8%	56%	5%	6%
Touring historic sites	14%	37%	5%	4%
Visiting quaint attractions and small towns	15%	30%	5%	3%
Gambling/casinos	8%	45%	4%	5%
Attending a festival or fair	6%	43%	3%	2%
Attending a reunion	4%	73%	3%	3%
Visiting state parks	12%	26%	3%	3%
Attending amateur or school-sponsored sporting event	3%	72%	2%	2%
Biking and hiking trails	6%	25%	2%	1%
Route 66 activities	5%	32%	2%	1%
Visiting breweries	8%	28%	2%	2%
Visiting caves	7%	30%	2%	2%
Canoeing, rafting or kayaking	4%	39%	1%	0%
Farm/ranch activities	2%	33%	1%	0%
Hunting	1%	39%	1%	0%
Motorcycling	1%	40%	1%	0%
Participating in sports such as golf or tennis	3%	33%	1%	1%
Visiting planetariums and observatories	4%	15%	1%	0%
Visiting wineries	6%	27%	1%	3%