



enjoy the show

Visitation Activities from Target Markets: Participation and Motivation

2018 Activities	Participate	Motivate	2018 Net	2017 Net
Family event or activity	24%	68%	17%	NA
Shopping	46%	33%	15%	18%
Visiting a city or city attractions	34%	37%	13%	13%
Family attractions (zoos, water parks, etc.)	21%	51%	11%	10%
Attending entertainment or live shows	18%	56%	10%	12%
Visiting a theme park	14%	67%	10%	8%
Dining at unique, local restaurants	39%	22%	9%	10%
Attending a professional sporting event	8%	77%	6%	6%
Museums/cultural events	15%	40%	6%	6%
Fishing, boating or other water activities	9%	63%	6%	4%
Gambling/casinos	10%	49%	5%	5%
Touring historic sites	12%	31%	4%	4%
Visiting wineries	7%	49%	3%	1%
Driving tours or scenic drives	12%	27%	3%	5%
Attending a reunion	5%	57%	3%	4%
Visiting state parks	12%	22%	3%	3%
Visiting quaint attractions and small towns	13%	20%	3%	3%
Attending a festival or fair	4%	60%	2%	2%
Visiting breweries	7%	31%	2%	1%
Amateur or school-sponsored sporting event	3%	54%	2%	2%
Visiting caves	7%	23%	2%	2%
Participating in sports such as golf or tennis	3%	44%	1%	1%
Biking and hiking trails	5%	25%	1%	1%
Route 66 activities	4%	21%	1%	2%
Other agritourism experiences	1%	56%	1%	NA
Canoeing, rafting or kayaking	2%	22%	0%	1%
Hunting	1%	20%	0%	0%
Visiting the site of a film or TV show	3%	10%	0%	1%
Motorcycling	1%	38%	0%	1%
Farm/ranch activities	1%	15%	0%	0%
Attending a film festival	1%	21%	0%	NA
Visiting planetariums and observatories	2%	6%	0%	1%