



TARGET MARKETS VISITORS' ACTIVITIES

Calendar Year 2008

Participated in ...	Percentage
Shopping	51.9%
Visiting a city or city attractions	32.9%
Attending entertainment or shows	27.2%
Driving tours or scenic drives	20.7%
Visiting quaint attractions & small towns	16.4%
Touring historic sites	16.4%
Wineries	9.0%
Gambling	10.6%
Attend Reunions	7.0%
Museums/cultural events	16.4%
Fishing, boating or other water activities	10.5%
Attending a professional sporting event	8.3%
None of these	9.3%
Family attractions, such as zoos, water parks, etc.	23.7%
Gardens	4.8%

SOURCE: SMARI Ad/PR Effectiveness Study-CY08