



TARGET MARKETS VISITORS' ACTIVITIES & MOTIVATORS

Calendar Year 2009

Activities/Attractions	Participate	Motivate	Net
Shopping	45%	34%	15.4%
Attending entertainment or shows	24%	60%	14.3%
Visiting a city or city attractions	31%	41%	12.6%
Family attractions, such as zoos, water parks, etc.	19%	49%	9.1%
Theme parks	13%	60%	7.8%
Fishing, boating or other water activities	11%	53%	5.8%
Attend reunions	7%	78%	5.6%
Attending a professional sporting event	7%	77%	5.3%
State parks	13%	40%	5.3%
Visiting quaint attractions & small towns	15%	35%	5.2%
Driving tours or scenic drives	19%	28%	5.1%
Unique, local restaurants	31%	16%	5.1%
Touring historic sites	14%	28%	4.0%
Museums/cultural events	14%	25%	3.6%
Gambling	10%	37%	3.5%

SOURCE: SMARI Ad/PR Effectiveness Study-CY09