



TARGET MARKETS VISITORS' ACTIVITIES & MOTIVATORS

Calendar Year 2010

Activities/Attractions	Participate	Motivate	Net
Shopping	50%	30%	15%
Attending entertainment or shows	24%	55%	13%
Visiting a city or city attractions	30%	36%	11%
Family attractions, such as zoos, water parks, etc.	20%	44%	9%
Theme parks	15%	63%	9%
Fishing, boating or other water activities	10%	51%	5%
Attend reunions	6%	70%	4%
Attending a professional sporting event	9%	81%	7%
State parks	12%	45%	5%
Visiting quaint attractions & small towns	15%	25%	4%
Driving tours or scenic drives	16%	23%	4%
Unique restaurants	32%	20%	6%
Historic sites	18%	33%	6%
Museums/cultural events	15%	33%	5%
Gambling	11%	47%	5%
Caves	8%	37%	3%
Wineries	8%	31%	2%
Festival/fair	7%	30%	2%

SOURCE: SMARI Ad/PR Effectiveness Study-CY10