



TARGET MARKETS VISITORS' ACTIVITIES & MOTIVATORS

Calendar Year 2011

Activity/Attraction	Participate	Motivate	Net Motivate
Shopping	48%	31%	15%
Visiting a city or city attractions	31%	41%	13%
Attending entertainment or shows	22%	55%	12%
Family attractions, such as zoos, water parks, etc.	21%	51%	11%
Theme parks	18%	56%	10%
Fishing, boating or other water activities	13%	63%	8%
Museums/cultural events	20%	39%	8%
Touring historic sites	16%	39%	6%
Attending a professional sporting event	8%	70%	6%
Gambling/Casinos	11%	47%	5%
Attending reunions	7%	75%	5%
State parks	12%	40%	5%
Unique, local restaurant	31%	15%	5%
Driving tours or scenic drives	15%	30%	5%
Visiting quaint attractions and small towns	15%	23%	4%
Attending a festival or fair	8%	42%	3%
Caves	8%	30%	2%
Wineries	8%	27%	2%
Participating in sports like golf or tennis	5%	41%	2%
Canoeing, rafting and kayaking	4%	47%	2%
Gardens	6%	19%	1%
Attending amateur or school sponsored sporting event	3%	32%	1%
Biking and hiking trails	6%	16%	1%
Cooking demonstrations and classes	2%	22%	0%

SOURCE: SMARI Ad/PR Effectiveness Study-CY11