



TARGET MARKETS VISITORS' ACTIVITIES & MOTIVATORS

Calendar Year 2012

Activity	Participate	Motivate	Net
Shopping	46%	32%	15%
Visiting a city or city attractions	31%	46%	14%
Attending entertainment or live shows	21%	52%	11%
Dining at unique, local restaurants	41%	24%	10%
Family attractions, such as zoos, water parks, etc.	19%	52%	10%
Visiting a theme park	13%	59%	8%
Gambling/casinos	14%	50%	7%
Touring historic sites	15%	43%	6%
Museums/cultural events	17%	37%	6%
Attending a professional sporting event	8%	74%	6%
Visiting state parks	13%	39%	5%
Visiting quaint attractions and small towns	15%	34%	5%
Driving tours or scenic drives	14%	34%	5%
Attending a reunion	6%	79%	5%
Fishing, boating or other water activities	10%	45%	4%
Attending a festival or fair	8%	41%	3%
Visiting caves	9%	27%	2%
Biking and hiking trails	7%	32%	2%
Canoeing, rafting or kayaking	5%	43%	2%
Visiting wineries	7%	27%	2%
Participating in sports such as golf or tennis	4%	44%	2%
None of these	9%	15%	1%
Attending amateur or school-sponsored sporting event	3%	26%	1%

SOURCE: SMARI Ad/PR Effectiveness Study-CY12