



TARGET MARKETS VISITORS' ACTIVITIES & MOTIVATORS

Calendar Year 2013

Activity	Participate	Motivate	Net
Shopping	48%	31%	15%
Attending entertainment or live shows	18%	65%	12%
Dining at unique, local restaurants	39%	28%	11%
Family attractions, such as zoos, water parks, etc.	20%	48%	10%
Visiting a city or city attractions	27%	34%	9%
Visiting a theme park	14%	61%	9%
Fishing, boating or other water activities	13%	55%	7%
Touring historic sites	18%	33%	6%
Attending a reunion	8%	71%	5%
Visiting state parks	15%	35%	5%
Driving tours or scenic drives	18%	27%	5%
Visiting quaint attractions/small towns	17%	29%	5%
Museums/cultural events	15%	29%	4%
Attending a professional sporting event	7%	61%	4%
Gambling/casinos	10%	40%	4%
Canoeing, rafting or kayaking	5%	55%	3%
Attending a festival or fair	7%	40%	3%
Visiting wineries	8%	29%	2%
Visiting caves	8%	28%	2%
Biking and hiking trails	8%	27%	2%
Visiting breweries	6%	28%	2%
Attending amateur or school-sponsored sporting event	3%	50%	2%
Sports such as golf or tennis	4%	36%	1%
Hunting	3%	27%	1%
None of these	5%	17%	1%