



enjoy the show

## TARGET MARKETS VISITORS' ACTIVITIES & MOTIVATORS

Calendar Year 2014

Activity	Participate	Motivate	Net
Shopping	42%	30%	12%
Visiting a city or city attractions	24%	41%	10%
Family attractions, such as zoos, water parks, etc.	18%	54%	10%
Attending entertainment or live shows	16%	55%	9%
Dining at unique, local restaurants	37%	23%	8%
Visiting a theme park	13%	61%	8%
Touring historic sites	15%	40%	6%
Attending a professional sporting event	8%	74%	6%
Fishing, boating or other water activities	9%	55%	5%
Attending a reunion	6%	73%	5%
Museums/cultural events	13%	34%	5%
Driving tours or scenic drives	13%	31%	4%
Visiting quaint attractions and small towns	12%	32%	4%
Visiting state parks	10%	37%	4%
Visiting wineries	8%	38%	3%
Gambling/casinos	9%	31%	3%
Attending a festival or fair	6%	44%	3%
Visiting caves	6%	39%	2%
Canoeing, rafting or kayaking	4%	51%	2%
Biking and hiking trails	5%	32%	2%
Participating in sports such as golf or tennis	3%	49%	2%
Attending amateur or school-sponsored sporting event	2%	51%	1%
Visiting breweries	6%	15%	1%
Route 66 activities	2%	20%	0%
Hunting	2%	17%	0%
Farm/ranch activities such as orchards, pumpkin patches, mazes, etc.	2%	14%	0%